

Appendix A: Illustrative Cross Sections

The sample cross sections illustrate design features that would support the priority modes for the street network. These features are not intended to be used as absolute guides for street layouts at specific locations in the Plan area. When used in future planning efforts, the cross sections should be adapted to fit the context of the street being studied. As a next step, the design features described below can be developed into a multimodal connectedness checklist of basic and enhanced design features associated with land use and transportation projects.

DESCRIPTION OF ACTIVE MODE DESIGN FEATURES

The sample cross sections in Chapter 5 include enhanced design features for active modes and transit vehicles. This section describes the most common design features suggested by the Plan.

Buffered bicycle lanes. These can include physical barriers, such as raised curbs or landscaped strips, or they may be painted markings on the road surface. In some communities the barriers are actually art pieces. The extra space enhances safety, provides width for avoiding obstacles and opening car doors, and lowers the

stress of cycling on the road. There is often a choice to be made between having a buffer and devoting that extra width to the bike lane itself. This decision is typically made with consideration for the fact that wide bike lanes can be mistaken by drivers for travel lanes.

Physical barriers provide increased comfort for cyclists and are typically more effective along streets with few driveways. Painted buffered bicycle lanes are also effective buffers and require minimal additional maintenance beyond typical bicycle lane striping.

Cycle track. This is an exclusive, enhanced width bicycle lane that features a buffer (physical or marked) between the vehicle travel lane and bicycles, as well as prominent marking, such as colored pavement. These bicycle treatments can be designed for two-way bicycle traffic. The protected environment of a cycle track accommodates cyclists of all levels, including those who would be uncomfortable riding with traffic on a high volume/high speed street.

Wide bicycle lanes. The sample cross sections show bicycle lanes of between six and seven feet. Many existing bike lanes are less than five feet. Extra width provides separation between the bicyclist and motor vehicles and creates a more comfortable riding experience for bicyclists.

Wide sidewalks with landscaping. Some cross sections feature eight to twelve foot sidewalk widths. This allows room for recreational use of the sidewalk (such as on coastal streets) as well as room for street furniture and businesses to spread seating onto the sidewalk and still allow passage. There is more width for landscaping as well. In very high pedestrian volume areas, sidewalk widths of greater than 12 feet may be appropriate.

Pedestrian refuge islands. These are median areas that are well marked and raised relative to the street surface, that shorten the crossing distance across wide intersections. They may be buffered and enhanced with landscaping where there is space.

Travel Lane Width. Benefits of narrower travel lanes on lower-speed urban streets could include a shorter pedestrian crossing distance, lower construction cost and potentially to accommodate more lanes in a constrained right-of-way. On arterial streets with a target speed of less than 35 miles per hour, travel lanes are typically between 10 and 12 feet wide. On collector streets travel lanes are typically between 10 and 11 feet. The travel lane width is based on the target speed, design vehicle (largest frequently used vehicle), right-of-way constraints, and width of adjacent bicycle and parking lanes.

SOQUEL DRIVE, A MULTIMODAL CORRIDOR

Soquel Drive, as a Multimodal Corridor, prioritizes motor vehicles along with pedestrian, bicycle, and transit buses, with transportation system management (TSM) and smart street measures to accommodate all modes of transportation. Pedestrian connectivity and safety are important along a Multimodal Corridor like Soquel Drive. Raised medians with refuge areas for pedestrians make it safer for pedestrians crossing this wider street, which has more than two lanes of vehicular traffic in each direction. Bus shelters with amenities such as benches and overhangs to protect waiting passengers from the sun or inclement weather are also recommended for high-ridership stop locations. Curb extensions (also called bulb-outs) extend the sidewalks into the parking lane to narrow the pedestrian crossing distance and provide additional pedestrian space. Curb extensions enhance

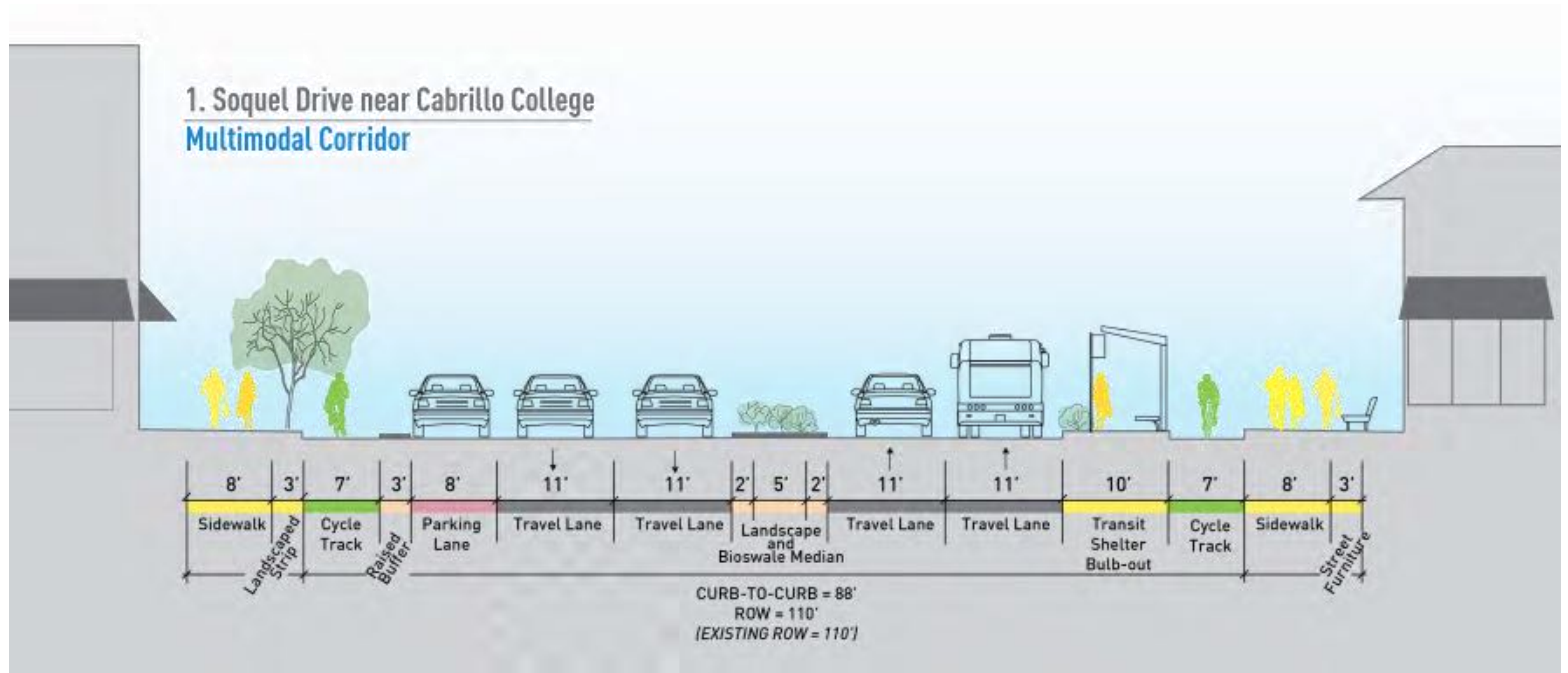
pedestrian safety by increasing visibility of the street, shortening crossing distances, slowing turning vehicles, and separating bus traffic from bicycle traffic. A cycle track provides a protected facility for cyclists.

On the Multimodal Corridor, TSM measures such as adaptive signal timing and intelligent transportation systems (ITS) could be used to improve vehicle travel time reliability and help to optimize the steady, safe, and orderly flow of vehicle traffic on congested streets. These TSM measures are not typically considered capacity enhancements; rather, they are operational improvements designed to complement vehicle trip reduction strategies.

1) Soquel Drive near Cabrillo College

This sample cross section illustrates a location with sufficient right-of-way available to provide an adequate experience for each mode of transport.

For motorists and the bus, there are four travel lanes of adequate width, though narrower than the existing width, parking on one side, and space for a bus shelter. The bus would stop within the travel lane, which is positive for transit operations and contributes to decreased trip time. However, this would increase delay for vehicles during busy periods. Cyclists are accommodated by a seven foot, painted and protected lane, while pedestrians have wide sidewalks, buffers from vehicle traffic, and access to a median that can be used for landscaping and drainage mid-block, and as a mid-crossing refuge at intersections. Pedestrians would, however, have to cross the cycle lane to reach the bus shelter. There is a landscape buffer on one side and landscape/bioswale median to provide greenery, a pleasant environment, and biologic treatment of surface drainage.



2) Soquel Drive between Aptos Rancho Road and Aptos Wharf Road

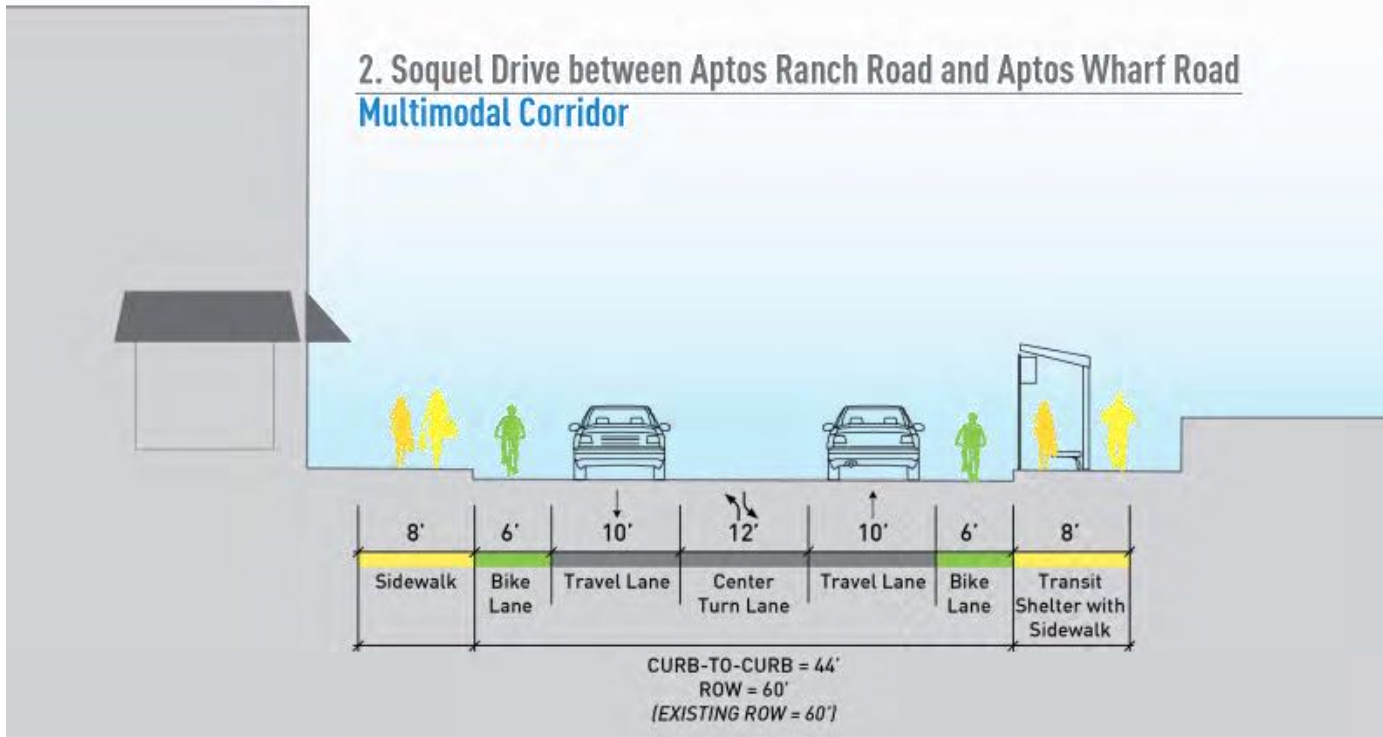
East of State Park Drive, Soquel Drive narrows to one lane in each direction, with a two-way left turn lane serving adjacent land uses. The travel lanes are narrowed, which matches the posted 25 mile per hour vehicle speed.

The Rancho Del Mar Shopping Center attracts many residents from the neighborhood who walk or bike to run errands at the various retailers. Widened sidewalks would improve the space for pedestrians accessing the shopping center from Soquel Drive. Enhanced bus shelters would make the experience of waiting for buses more comfortable for passengers and potentially

encourage people to ride transit to and from this area rather than drive.

This is area that would benefit from the acquisition of additional right of way in a few areas. In the area of the rail trestle and historic 2-lane bridge, additional right of way is particularly needed to better accommodate pedestrians and cyclists. Bike/Ped bridges alongside the historic bridge could be considered for either the south and/or north sides of the vehicular bridge. In the area fronting the Rancho Del Mar shopping center, additional right of way could accommodate construction of a pull-through bus lane which would prevent obstruction of the travel lanes. Trees and greenery could also be added, and additional width could be considered for travel lanes and bicycle lanes. If future development or renovation projects occur at the Rancho Del Mar site or sites across

2. Soquel Drive between Aptos Ranch Road and Aptos Wharf Road Multimodal Corridor



the street along the north side of Soquel Drive, that include buildings that activate the street frontages, then wider sidewalks that allow outdoor uses such as outdoor café seating should also be considered.

Currently, the bicycle lane disappears entirely where the road crosses Aptos Creek on the narrow, historic Aptos Bridge. This is a well-known “pinch point” for bicyclists. When the Monterey Bay Sanctuary Scenic Trail network (MBSST) improvements are constructed, pedestrians and cyclists will be able to cross Highway 1 from the Seacliff Area, connecting to Aptos Wharf Road which is located right at this pinch point. This is the area where the possibility of bike/ped bridge(s) could be considered on

the south and/or north sides of the historic bridge. Currently, this section of the MBSST is designated as one of the lowest priority sections for construction (Monterey Bay Sanctuary Scenic Trail Network Master Plan, 2013). If the rail trestle is ever re-built, designing more width between the abutments could be considered to better accommodate connections for cyclists and pedestrians. Given uncertainties in the timing of implementing this challenging section of the MBSST, the County could consider short-term alternatives to improve the situation for bicyclists and accessibility. These alternatives might include colored bicycle lanes, additional signage and striping.

3) Brommer Street, a Bicycle Connector

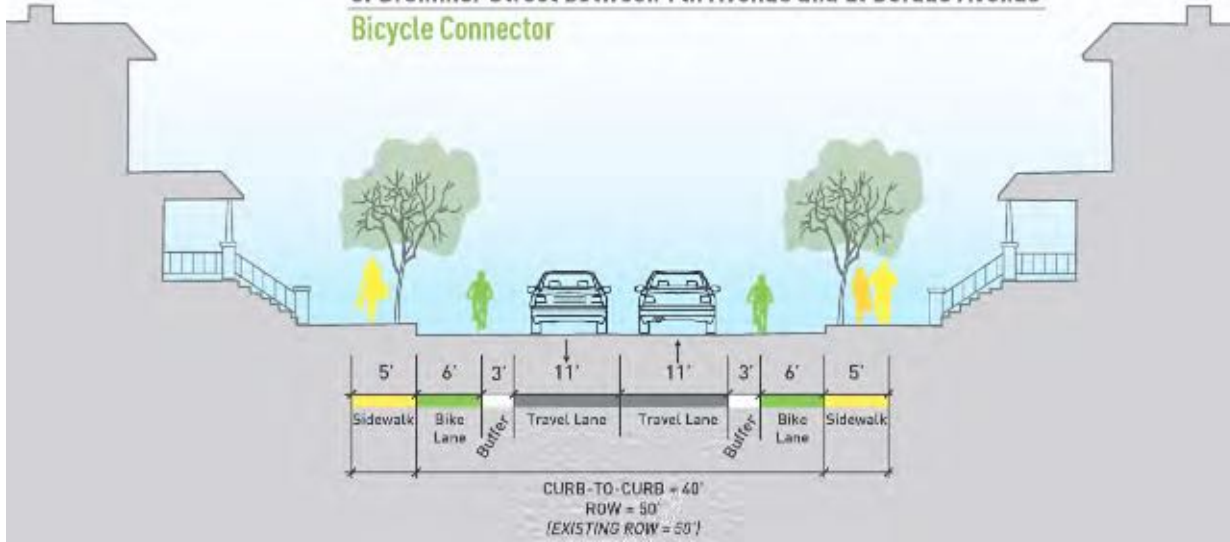
Brommer Street is designated on the network map as a Bicycle Connector, indicating that bicycle travel is the priority mode. The bicycle lanes are buffered from vehicle traffic and should be continuous from 7th Avenue to the City of Capitola. In some locations along Brommer Street there is a five-foot, separated sidewalk that was constructed relatively recently. This illustrates the types of trade-offs that will be necessary in various locations to provide a street that prioritizes bicycle travel with continuous protected bicycle lanes.

4) Soquel – San Jose Road, Rural Connector

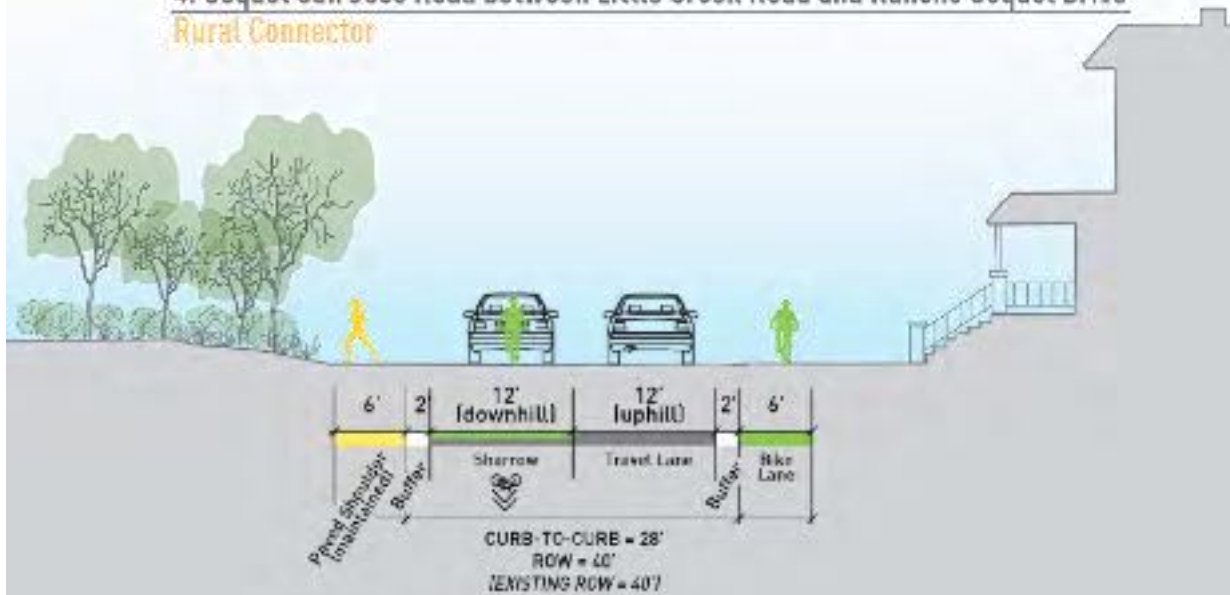
Soquel-San Jose is a rural connector that does not have sidewalks beyond Merlin Way, and on which vehicle speeds can be high. Rural connectors would prioritize vehicles and bicycles. This sample cross section provides for vehicles in two 12-foot travel lanes. Sharrow lanes would be provided for bicycles in the downhill direction, and in the uphill direction cyclists would be provided with two feet of buffering along six feet of paved shoulder that is maintained free of vegetation. In the downhill direction bicycles would typically travel at speeds expected in the vehicle travel lane. While the Rural Connector would not be designed for pedestrians, the downhill shoulder could be accessed by pedestrians even though pedestrian traffic is not common in these rural areas.

Maintaining wide paved shoulders free of landscaping is a strategy that can be used throughout the unincorporated area where sidewalks and bike lanes do not exist. The County should ensure that private property owners do not inappropriately encroach upon public right of way in a manner that reduces area available for pedestrians and bicyclists.

3. Brommer Street between 7th Avenue and El Dorado Avenue
Bicycle Connector



4. Soquel San Jose Road between Little Creek Road and Rancho Soquel Drive
Rural Connector



Appendix B: Transportation Improvements

INTRODUCTION

This list of multimodal infrastructure improvements has been compiled from ideas and suggestions gathered through the process of preparing the Sustainable Santa Cruz County Plan (Plan). The purpose of this list is to highlight improvements that will strengthen connectivity and multimodal transportation in the Plan area. The projects range from small to large investments, acknowledging that in the right locations relatively inexpensive improvements, such as colored intersection markings, painted bicycle lanes and bicycle lane buffers in existing right of way, can contribute substantially to the comfort of pedestrians and bicyclists and therefore to achieving the sustainability goals and objectives of the Plan (see Chapter 2, “Vision and Guiding Principles”).

The purpose of this list is also to document the most promising ideas that were gathered, and to position the projects for consideration when important transportation plans such as the Regional Transportation Plan (RTP), prepared by the Santa Cruz County Transportation Commission, and the Santa Cruz County Capital Improvement Program (CIP) are updated. The principles and goals in the 2014 RTP are well aligned with the goals of Sustainable Santa Cruz County Plan and projects on this list that are not in current planning documents should

be considered for inclusion in the RTP, CIP, County Bike Plan, and the Circulation Element of the County General Plan, in the future. (Some of these improvements are already addressed in the RTP and County plans, often as part of larger, more general projects. They are included here in more specific form to highlight their importance in achieving the sustainability goals for the Plan area.)

Decisions about transportation improvements involve balancing the many goals we have for our transportation network. While adopting a layered network approach to transportation planning can assist with balancing competing demands (Chapter 5), choices will still be necessary at many locations. Retrofitting an existing road network is a particular challenge. Some projects on this list may involve trade-offs among, for example, lane configuration, parking availability, and right of way dedicated to cyclists and to improving the pedestrian environment. Other projects are more straightforward. In all cases, we will be working toward a network that provides all users with efficiency, comfort and safety, to the greatest extent possible.

Note that many of the projects benefit several or all modes of transportation and therefore could appear in several categories of improvements. Where there is overlap, a single project does not appear in more than one category. In addition to the more defined projects on this list, the following should also be considered:

1. Preparation of a master or specific plan for a portion of the medical and employment districts that is likely to undergo substantial change in the near term. The subject area straddles Highway 1, consisting of the portion of Focus Area 1 (Figure 7-2) that is south of Soquel Drive between 17th Avenue and Mattison Lane, and the western half of Focus Area 2 (Figure 7-5), consisting of the area

between 17th Avenue and Rodeo Gulch. This area includes the Palo Alto Medical Foundation medical campus that will be developed at the former Skyview Drive-In site on the north side, as well as the Sheriff Service Center, Nigh/Protiva R-UH housing site, and other large parcels on the south side. A master or specific plan would determine the optimal integrated circulation plan for this area and evaluate funding options for circulation improvements.

2. Preparation of feasibility study to assess a potential new connection across Highway 1 linking the former Skyview Drive-In site to the housing and employment areas on the south side. In addition, new connections across the highway at 17th Avenue and near Cabrillo College Drive should be evaluated.
3. Evaluation of whether there are feasible options for modifying the historic bridge over Aptos Creek to improve conditions for bicyclists on Soquel Drive.

in center turn lanes and relocating parking spaces on the south side to Soquel Business Improvement Association parking lots nearby.

- Buffered bicycle lanes (Class I) on Brommer Street, from the City of Santa Cruz to City of Capitola.
- Brookwood Drive bicycle connector and connection through Dominican Hospital campus (work with City of Santa Cruz Department of Public Works).
- Chanticleer Highway 1 bicycle and pedestrian overpass, connecting north and south parts of Live Oak (Regional Transportation Commission project, currently in planning stage) (Figures 7-4, 7-7).
- Frontage road, all modes, on the north side of Highway 1 from 17th Avenue east to a new cul de sac, with an exclusive bicycle / pedestrian connection to the existing cul de sac terminus of Mattison Lane (Figure 7-4).
- Bicycle and pedestrian crossing between Mattison Lane and Research Park sides of South Rodeo Gulch Road (Figures 7-4, 7-10).
- Improved bike lane (Class I) and create pedestrian separation from traffic on East Cliff Drive between 7th Avenue and 12th Avenue.
- Bicycle and pedestrian connection from the Monterey Bay Sanctuary Scenic Trail network (MBSST, also known as the Rail-Trail) where it crosses Highway 1 in Aptos, west to the southeast corner of the Rancho Del Mar shopping center and continuing along the rear portion of the Rancho Del Mar shopping center to State Park Drive (Figure 7-14).

LIST OF MULTIMODAL TRANSPORTATION IMPROVEMENTS

Bicycle Connectivity, Safety, and Cycling Appeal

- Cycle track, Soquel Avenue/Soquel Drive (Figure 7-14 and Figure 1, Appendix A). The cycle track should extend uninterrupted from the County / City of Santa Cruz boundary through the medical district, Cabrillo College, and Soquel Village to Aptos Wharf Road.
- This may be facilitated by a combination of re-striping Soquel Drive, modifying storage capacity

- Bicycle and pedestrian connection from Center Avenue in Seacliff to the Monterey Bay Sanctuary Scenic Trail Network (Figure 7-14).
- Complete streets improvements on Spreckels Drive from Soquel Drive south to Moosehead Drive.
- Mar Vista-Highway 1 overpass connecting Seacliff to Mar Vista School and the north side of Highway 1 (Regional Transportation Commission project, currently in planning stage) and enhanced bicycle lanes and markings on Mar Vista Drive and Searidge Road (Figure 7-14).
- Improve crossing at Highway 1 ramps for bicycles and pedestrians, including dashed green lanes and “yield to bikes” signs (Soquel/ 7th Avenue interchange, 41st Avenue, and State Park interchange).
- Increased bicycle facilities, such as secure bicycle parking, at activity centers, express stops, and Park and Ride lots.

Pedestrian Connectivity, Safety, and Walking Appeal

- Pedestrian improvements on Soquel Drive and Soquel Avenue between 7th Avenue and Thurber Lane, pursuant to “Walking Audit, Issues and Opportunities” (Existing Conditions Report, Figure T-7). This includes projects to decrease crossing length at highway ramps, increase visibility at cross walks, fill in sidewalk gaps and remove sidewalk obstructions on Soquel Avenue and Soquel Drive.
- Complete street enhancements, Soquel Drive

through the medical district (Figure 7-4)

- Complete streets enhancements, Commercial Way between 17th Avenue and Soquel Drive.
- Enhanced streetscape on Chanticleer Avenue between Rodriguez Street and the planned overpass at Highway 1.
- Connection from El Dorado Avenue across the MBSST to Simpkins Swim Center.
- Pedestrian improvements on State Park Drive at Highway 1 pursuant to “Walking Audit, Issues and Opportunities” (Existing Conditions Report, Figure T-8). This includes projects to construct curb bulb outs at Searidge Drive, Canterbury Drive and Old Dominion Court, and a high visibility crosswalk at Old Dominion Court.
- Complete street enhancements, State Park Drive, Seacliff to Soquel Drive (Figure 7-14).
- Complete street enhancements, Soquel Drive from State Park Avenue to Aptos Village (Figure 7-14).

New Vehicle Connections and Traffic Congestion Improvements

- Multimodal circulation improvements in the area between Soquel Drive and Highway 1, in association with development of the PAMF medical campus on the former Skyview Drive In property. Extend Thurber Lane southward and create a standard four way intersection at Commercial Way.
- Extend Chanticleer Avenue north across Soquel Drive to Thurber Lane.

- Create new circulation on the south side of Highway 1 between 17th Avenue and Mattison Lane (Figure 7-7).
- Connect El Dorado Avenue to 17th Avenue and provide internal circulation in the north east quadrant of the area bounded by El Dorado Avenue, 17th Avenue, Brommer Street and the Rail-Trail (Figure 7-13).
- Connect 17th Avenue and Paget Avenue to provide internal circulation for the properties adjacent to the MBSST (Figure 7-13).
- Create new circulation through upper 41st Avenue / Soquel Research Park (Figure 7-10)
- Traffic signal at Soquel Drive and Robertson Road in Soquel.
- Evaluate approaches to modify the routing of the Gross Road / Frontage Road connection to 41st Avenue to decrease impacts of traffic in the residential area.
- Frontage road on the north side of Highway 1 between Old Dominion Way and Mar Vista Drive with a connection north to Soquel Drive near the east side of Aptos Square shopping center (Figure 7-14).
- Transit connection hub at a local in the medical district, to include express east-west bus service with access to/from the highway interchange, and elements of Bus Rapid Transit.
- Increase capacity of Park and Ride for the Highway 17 Express bus route.
- Evaluate transit priority at intersections along Soquel Drive (work with RTC and Metro).

Transit

- Enhanced express bus service along Soquel Avenue between Aptos Village and Dominican Hospital (91X). In Aptos, utilize highway ramps at State Park for stops.
- Enhanced Highway 17 express service, new stops at 41st Avenue and State Park Drive.

Appendix C: AMBAG Population and Employment Trends and Projections

The Association of Monterey Bay Area Governments (AMBAG) is, according to their website, “a Joint Powers Authority (JPA) governed by a twenty-four member Board of Directors comprised of elected officials from each City and County within the region. The AMBAG region includes Monterey, San Benito and Santa Cruz County. AMBAG serves as both a federally designated Metropolitan Planning Organization (MPO) and Council of Governments (COG). AMBAG performs metropolitan level transportation planning on behalf of the region. Among its many duties, AMBAG manages the region’s transportation demand model and prepares regional housing, population and employment forecast that are utilized in a variety of regional plans. In 2008, the State of California adopted legislation that required all MPOs, including AMBAG, to prepare “Sustainable Community Strategies” (SCS), which were to incorporate policies for future land use and transportation patterns

and public transportation funding investments that would lead to reduction in greenhouse gas (GHG) emissions. AMBAG has recently adopted the 2035 SCS for this region (called “Moving Forward Monterey Bay”) in conjunction with the 2035 Metropolitan Transportation Plan (MTP), and both documents together present strategies for where future housing and jobs can be located, in coordination with transportation improvements, to offer shorter commutes and reduced GHG emissions in the future. In the long term, these shifts can act to slow down potentially adverse effects of climate change on our region, while providing additional benefits for quality of life in urban areas.

POPULATION

AMBAG published its 2035 MTP/SCS for public review and comment in February 2014, along with the Regional Housing Needs Allocation Plan for the next Housing Element Update cycle. These documents and projections were adopted in June 2014, including the following breakdown of statewide forecasts of population, housing units, and jobs through 2035 (Table C-1).

HOUSING UNITS

For the whole of the unincorporated county area (“Balance of County”), the forecast is for the following levels of population and housing unit growth from 2010 to 2035 (Table C-2):

- Population +14,488 persons
- Housing Units + 5,388 units

TABLE C-1 POPULATION

Geography	2010	2020	2025	2030	2035	Compound Annual Growth Rate	Change Over Forecast Period
Santa Cruz County	262,382	279,381	287,512	298,095	308,582	0.65%	17.61%
Capitola	9,918	9,119	9,427	9,758	10,088	0.07%	1.71%
Santa Cruz	59,946	66,860	70,058	73,375	76,692	0.99%	27.94%
Scotts Valley	11,580	11,638	11,696	11,754	11,813	0.08%	2.01%
Watsonville	51,199	59,446	61,452	63,607	65,762	1.01%	28.44%
Balance of County	129,739	132,318	134,879	139,601	144,227	0.42%	11.17%

TABLE C-2 HOUSING UNITS

Geography	2010	2020	2025	2030	2035	Compound Annual Growth Rate	Change Over Forecast Period
Santa Cruz County	104,476	111,039	113,168	117,151	120,196	0.56%	15.05%
Capitola	5,534	5,534	5,534	5,537	5,553	0.01%	0.34%
Santa Cruz	23,316	26,890	27,547	28,297	29,355	0.93%	25.90%
Scotts Valley	4,610	4,655	4,692	4,771	4,785	0.15%	3.80%
Watsonville	14,089	16,382	16,933	17,733	18,188	1.03%	29.09%
Balance of County	56,927	57,578	58,462	60,813	62,3315	0.36%	9.46%

EMPLOYMENT

For the whole of the unincorporated county area (“Balance of County”), AMBAG has projected the following levels of job growth from 2010 to 2025, and then from 2025 to 2035, by industry sector (Table C-3).

TABLE C-3 SUMMARY OF AMBAG 2010-2035 JOB GROWTH PROJECTIONS FOR UNINCORPORATED COUNTY AREA

Industry Sector	Job Growth 2010-2025	Job Growth 2025-2035	Total 2010-2035
Agriculture	+236	+101	+337
Construction	+522	+65	+587
Industrial	+48	-17	+31
Retail	+61	+19	+80
Service	+230	+51	+281
Public	+3,299	+1,504	+4,803
Totals	+4,396	+1,757	+6,153

Note: Detailed charts of job growth projections by jurisdiction and by sector are presented on pages that follow.

AMBAG REGIONAL FAIR SHARE HOUSING ALLOCATION (RHNA) 2014-2023 FOR UNINCORPORATED AREA

The Regional Housing Need Allocation (RHNA), to be addressed by the next Housing Element Update that must be adopted by December 2015, is only for a portion of the 25-year SCS/MTP forecast timeframe. The time

period for the RHNA/Housing Element covers 10 years, from January 1, 2014 through December 31, 2023.

The proposed 2014-2023 RHNA for the unincorporated Santa Cruz area is 1,314 housing units, targeted to income levels as shown below. Santa Cruz County must adopt a Housing Element, and demonstrate with the General Plan and zoning code that land is available to accommodate the following numbers of housing units, in a manner that will make them affordable to households at various income levels. The “very low” income category will also address housing for extremely low income households (Table C-4).

The RHNA reflects forecasted growth of housing units at an average of 131 units per year over the 10-year timeframe. The AMBAG SCS reflects forecasted growth of housing units at an average of 215 units per year over 25-year timeframe. The variance between the two numbers stems from both the methodology used to derive them as well as their purpose in the regulatory landscape. The RHNA represents a bare minimum regulatory requirement, while the SCS forecast functions more as an ‘FYI’ for local jurisdictions. Both numbers are within the ranges of building permits issued over the 35-year history of the County’s Measure J growth management system.

TABLE C-4 INCOME LEVELS

Income Level	Number of Units (2014-2023)
Very Low	317
Low	207
Moderate	239
Above Moderate	551
Total	1,314

Appendix D: Tools For Measuring Performance of The Transportation Network and Related Next Steps

Prepared by Daniel Rubins, Lindsey Hilde, and Matt Haynes, of Fehr & Peers

OVERVIEW

The vision for transportation in the Plan area is to improve the environment and quality of life for residents through a safe, reliable, and efficient transportation network comprised of a range of transportation choices. With a potential shift toward a balanced transportation strategy, as described in the Sustainable Santa Cruz Plan, Santa Cruz County would need to update the methods by which new development and transportation projects are evaluated. This update would include modifications to the General Plan Circulation Element and other implementation documents. This appendix provides a background summary of the Santa Cruz County 1994 General Plan and Local Coastal Program objectives, a description of the current State and regional regulations affecting transportation planning and environmental

analysis, summary of state of practice multimodal analysis methods, discussion of how multimodal level of service (MMLOS) methods apply to Santa Cruz County, the role of the Sustainable Santa Cruz County Plan street type network, and a summary of next steps and recommendations.

The next steps section is a chronological description of the components for updating the Santa Cruz County General Plan Circulation Element, implementation documents, and transportation performance measurement framework in a manner that balances among transportation modes. This framework includes a list of qualitative and quantitative performance measures that may be used for analysis at 1) the system-wide, General Plan level for future cumulative analysis, and 2) the project-level, using a “multimodal connectedness checklist” to evaluate individual development proposals and transportation projects. These performance measures would align with the Sustainable Transportation Analysis & Rating System (STARS) used by the Santa Cruz County Regional Transportation Commission (SCCRTC) in preparing the Regional Transportation Plan, the Caltrans Smart Mobility Framework, and performance measures developed from the forthcoming SCCRTC Santa Cruz County Unified Corridor Investment Plan.

INTRODUCTION

As with many other General Plans in California and across the United States, the Circulation Element of the *Santa Cruz County 1994 General Plan and Local Coastal Program* uses a metric called level of service (LOS) to measure traffic operations. The County Circulation Element also includes an average commute vehicle occupancy objective, a target mode shift and, for

consistency with the Monterey Bay Unified Air Pollution Control District, an objective to reduce vehicle miles traveled (VMT).

The General Plan Circulation Element has a vehicle LOS C policy objective for streets and intersections countywide. However, due to constrained conditions (e.g., construction cost or physical constraints) a vehicle LOS D standard (i.e., minimum acceptable operations) is applied for many of the county streets. The vehicle LOS method only considers automobile delay and is insensitive to walking, bicycling, and transit conditions. Traditional vehicle LOS analysis methods actually consider bicycles and pedestrians to be an impediment.

As a result, performing only a traditional vehicle LOS analysis, while appropriate for some situations, can have unintended consequences for other travel modes and often leads to overbuilt vehicle infrastructure. For example, changing signal timing to reduce automobile delay can affect pedestrian accessibility by increasing the waiting time for pedestrians crossing the street. Because of the drawbacks of traditional vehicle LOS analysis, new goals and policies are being adopted in some jurisdictions to evaluate all modes of transportation when preparing a Countywide transportation system and when assessing the effects of new development or transportation projects.

BACKGROUND

1994 County General Plan Objectives, Policies and Programs

The Circulation Element of the Santa Cruz County *1994 General Plan and Local Coastal Program* expresses community transportation objectives, policies, and programs. These are supportive of travel by all modes of

transportation in the County, of balancing each travel mode and of avoiding expanded roadways and intersections that conflict with benefits such as the ability to provide enhanced multimodal facilities, urban design amenities, and economic vitality.

The General Plan Circulation Element also has objectives to increase the average commute vehicle occupancy, lower the automobile person mode split for all trips, and manage the increase in vehicle miles traveled. Specifically, the General Plan includes the following multimodal objectives:

Objective 3.1 Vehicle Miles: To limit the increase in Vehicle Miles Traveled (VMT) to achieve as a minimum, compliance with the current Air Quality Management Plan.

Objective 3.2 Vehicle Occupancy: To increase the average number of persons per commute vehicle to 1.35 persons per vehicle while pursuing a goal of reducing automobile trips to a maximum of 60 percent of all trips through encouragement of alternative transportation by transit, bicycles and walking.

The General Plan also has a level of service objective and policy to manage and maintain vehicle capacity on the local street system:

Objective 3.12 Level of Service: To ensure that development shall not create traffic which will exceed acceptable levels of service on surrounding roadways.

Policy 3.12.1 Level of Service (LOS) Policy: In reviewing the traffic impacts of proposed development projects or proposed roadway improvements, LOS C should be considered the objective, but LOS D as the minimum acceptable (where costs, right-of-way requirements, or

environmental impacts of maintaining LOS under this policy are excessive, capacity enhancements may be considered infeasible). Review development project or proposed roadway improvements to the Congestion Management Program network for consistency with Congestion Management Plan goals.

Proposed development projects that would cause LOS at an intersection or on an uninterrupted highway segment to fall below LOS D during the weekday peak hour will be required to mitigate their traffic impacts. Proposed development projects that would add traffic at intersections or on highway segments already at LOS E or F shall also be required to mitigate any traffic volume resulting in a 1% increase in the volume/capacity ratio of the sum of all critical movements. Projects shall be denied until additional capacity is provided or where overriding finding of public necessity and/or benefit is provided.

As discussed in the next section, in some cases it may be desirable to elevate the priority of a particular travel mode or set of users (e.g., transit priority street, or bicycle lanes) to enhance local or regional circulation and connectivity, and fit within the local context.

Considering State and Regional Transportation Plans and Regulations Including Draft Updates To CEQA Guidelines

Over the past ten years, the state of California has adopted state legislation to address climate change and streamline CEQA evaluation of transportation (including AB 32, SB 375, SB 743, and AB 1358). Specifically with the passage of Assembly Bill (AB) 32, the Global Warming Solutions Act of 2006, the State of California committed itself to reducing greenhouse gas (GHG)

emissions to 1990 levels by 2020. SB 375 provides guidance on how curbing emissions from cars and light trucks can help the state comply with AB 32. AMBAG's first MTP/SCS was adopted in June 2014.

With the passage of SB 743 (signed on September 27, 2013) in certain situations a substandard level of service (LOS) may no longer be used as a criterion to identify significant impacts under the California Environmental Quality Act (CEQA). A draft of proposed revisions to the CEQA guidelines to implement SB743 was circulated by the Governor's Office of Planning and Research in August, 2014. The draft revisions recognize new focus on transportation impacts related to vehicle miles traveled (VMT), induced vehicle travel, and local safety. The draft text includes provisions for:

- Vehicle miles traveled to replace vehicle LOS as the sole basis for identifying significant impacts for land use projects.¹ This analysis would include measures to reduce the development project related VMT.
- Evaluation of induced travel to evaluate the effects of roadway capacity expansion on VMT and greenhouse gas emissions. The addition of general purpose highway or arterial lanes in urban areas may generally indicate a significant impact due to induced travel. Whereas, managed lanes, transit, and active mode projects would likely not result in significant impacts.
- Lead agencies may also consider localized effects on transportation safety.

¹ Vehicle miles traveled is the number of vehicles multiplied by the distance traveled by each vehicle.

To meet the objectives of SB 743 regarding transportation evaluation of land use and transportation project under CEQA, the Sustainable Santa Cruz County Plan and General Plan Circulation Element update would need to:

- Promote reduction of greenhouse gas emissions
- Promote the development of multimodal transportation networks
- Promote a diversity of land uses

Assembly Bill 1358, also known as the California Complete Streets Act of 2008, requires cities and counties to include complete streets policies in their general plans. These policies address the safe accommodation of all users, including bicyclists, pedestrians, motorists, public transit vehicles and riders, children, the elderly, and the disabled. These policies can apply to new streets as well as the redesign of corridors. Additional resources and processes for developing complete streets to meet the needs of all users are collected in the “Monterey Bay Area Complete Streets Guidebook”, published in August, 2013.

STATE OF PRACTICE FOR MULTIMODAL ANALYSIS

With this focus on a balanced transportation analysis, Santa Cruz County may want to modify how it evaluates the effects of individual development and transportation projects on the transportation system. Implementation of multimodal policies is still evolving, so there is no single method that has been adopted within the industry or local communities. However, there are a number of methods that provide the County with options for various modes and level of quantitative analysis. In addition, many of these methods move away from strictly quantitative

methods, user experience, and priority between transportation options. A combination of these methods determined by local community values and resources are typically integrated into a transportation performance measurement framework.

Multimodal Level of Service (MMLOS) Methods

To understand the range of available options, we have prepared a summary of Multimodal Level of Service (MMLOS) methods that have some level of multimodal capabilities. The most appropriate MMLOS method(s) for a local community depends on unique situations related to the mode of evaluation (e.g., auto, transit, bike, etc.) and setting (e.g., urban, suburban, rural). These methods vary in data needs and complexity. The multimodal methods are briefly described below.

- **Tiered Level of Service Policy** – A tiered level of service standard varies the minimum acceptable LOS standard based on the context of the transportation system and adjacent land uses. Typically the tiered level of service standard applies to vehicles. A lower level of service standard provides an incentive for mode change along transit corridors or neighborhood destinations (e.g., parks, schools, library, etc.). This tiered LOS approach used in cities like Morgan Hill, Redwood City, Mountain View, and San Jose, allows neighborhood areas to maintain a visually appealing urban environment and support travel by transit and active modes.
- **Multimodal LOS in the Highway Capacity Manual (HCM 2010)** – The *2010 Highway Capacity Manual* (HCM 2010) provides detailed instruction on calculating LOS for Vehicles, Transit, Pedestrians, and Bicycles on urban streets (at the link and segment levels) and at signalized and 2-way stop intersections. Pedestrian and Bicycle LOS are

integrated into HCM 2010's multimodal LOS, allowing analysis to compare trade-offs between modes; however, this approach is not sensitive to the local context and only considers variables within the right-of-way. Transit LOS is calculated at the segment and facility level for public transit systems operating within the roadway network. Alternatively, simulation models can be used to measure performance (i.e., person-delay) for all modes within a transportation network.

- **Person Delay** – Simulation models can be used to measure performance in terms of “person-delay” for all modes within a transportation network. This method provides a better decision-making tool for developing improvements to promote efficient movement of people, rather than a single mode, through an intersection. It also facilitates the development of the multimodal mitigation measures. It is useful in analyzing higher occupancy travel modes such as bus rapid transit (BRT) or the influence of a grade-separated crossing, as it accounts for benefits or impacts to all facility users.
- **Built Environment Factors** – The built environment is generally understood to have a strong influence on transportation choices and the quality of service for difference modes. While the built environment includes both land use and transportation infrastructure, most LOS applications focus on the latter, identifying elements of the built environment that fall within the public right-of-way and under public control. At the heart of this approach is the question, “To what extent do roadway features that include pedestrian and bicycle friendly designs impact a traveler’s perception of that facility?”
- **Layered Networks/Street Types** This approach, which is suitable for General Plan-level analysis, designates modal emphasis by street to create a complete streets network. Layered networks

recognize that while all traveler types need to be accommodated within a community no single street can accommodate all transportation users at all times. The layered network concept envisions streets as systems, each street type designed to create a high quality experience for its intended users. A layered network approach can also use context sensitive land use and mode overlays to enhance additional transportation modes.

- **Pedestrian/Bicycle environmental quality indices (PEQI/BEQI)** – The San Francisco Department of Public Health (SFPDH) developed the Pedestrian Environmental Quality Index (PEQI) and Bicycle Environmental Quality Index (BEQI) to measure the impacts of built environment on pedestrian and bicycle environmental quality, activity, and safety. The PEQI and BEQI were developed in consultation with transportation professionals and travel behavior researchers.
- **Automobile Trips Generated (ATG)** – Some jurisdictions, including San Francisco, Paso Robles, Emeryville and others, have recently eliminated or are considering eliminating their LOS policies altogether. Instead, an approach to system evaluation is based on automobile trips generated (ATG) by a new development. The premise is that instead of evaluating transportation impacts on a case by case basis, applicants pay a transportation fee proportional to the number of new automobile trips generated, which in turn funds transportation improvements on a local scale for all travel modes.
- **Level of Traffic Stress** – The Level of Traffic Stress (LTS) method evaluates bicycle Quality of Service (QOS) by measuring *low-stress connectivity*, defined as “the ability of a network to connect traveler’ origins to their destinations without subjecting them to unacceptably stressful links.” Based on Dutch standards for bicycle facility design, the method

classifies bicycle facilities on a scale from one to four. Better scores are assigned to facilities with low exposure to auto traffic and easy crossings at intersections, indicating low-stress environments which are attractive to many types of cyclists.

Local communities and the Florida Department of Transportation have adapted multimodal methods for local application within their communities, including:

- **Charlotte, North Carolina** – In 2007 the City of Charlotte, North Carolina, developed a method to assess street design features that impact pedestrians and bicyclist crossing signalized intersections. This method can be used as a tool to assess and improve pedestrian and bicycle levels of comfort and safety through intersection design features. The results can be compared with those for motor vehicle LOS of an intersection and weighed according to user priorities.
- **Fort Collins, Colorado** – Fort Collins created MMLOS standards for its streets in the late 1990's and has continued to refine them. Fort Collins standards consider both route characteristics and high priority land uses, such as public schools, that require a higher LOS for pedestrian and bicycle modes. The City prioritizes connectivity in its Bicycle Plan and Pedestrian Plan in order to eventually create a fully-connected grid of bike and pedestrian facilities.
- **Florida Department of Transportation (FDOT)** – Florida DOT (FDOT) developed a multimodal evaluation tool in 2009 based on the *2000 Highway Capacity Manual*, *Transit Capacity*, and *Quality of Service Manual*, and the Landis Bicycle and Pedestrian LOS Models. The tool allows for two levels of analysis: generalized planning, appropriate for broad applications such as a statewide or regional and long range estimates, and preliminary

engineering, appropriate for facility designs and alternatives analysis at the project level.

The list of multimodal performance measures is continually evolving and in some cases groups of measures are used to evaluate a transportation project. Examples include the STARS tool and the Caltrans Smart Mobility Framework, described below.

- **Sustainable Transportation Analysis and Rating System (STARS)** – The Santa Cruz County Regional Transportation Commission prepared the *2014 Santa Cruz County Regional Transportation Plan* using the STARS tool to select and prioritize the projects on the constrained project list. The STARS tool is a voluntary transportation project planning and evaluation tool similar to Leadership in Energy and Environmental Design (LEED) for building projects. Performance measures address goal and policy topics such as access & mobility, health, safety, equity, economic benefit, cost effectiveness, climate & energy, ecological function.
- **Smart Mobility Framework** – The *Smart Mobility Framework* report creates guidelines for Caltrans and other State agencies to use when planning improvements to the State, regional and local transportation systems in a manner that integrates land use and transportation decisions and responds to the States economic, equity and environmental goals, including benefits to climate change and other sustainability concerns. This system of performance measures is correlated with a system of land use “place types” to describe the full range of contexts and policy objectives throughout California. Innovative performance measures include: location efficiency, reliable multimodal mobility, public health and safety (including speed suitability), climate and energy conservation, social equity, and sustainable economy (including effects on productivity, system

resources, performance optimization, and return on investment).

Vehicle Miles Traveled for Systemwide MMLOS Analysis

Vehicular transportation is a major contributor to greenhouse gas emissions. Growth in vehicular transport is a direct result of population and employment growth, which generate vehicle trips to move goods, provide public services, and connect people with work, school, shopping, and other activities. Growth in travel (especially vehicle travel) is due in large part to an urban development pattern in which these destinations are dispersed. Systemwide measures typically report an aggregate travel characteristic like vehicle miles travel (VMT) which incorporates the availability and effectiveness of multimodal travel options. Specifically, a systemwide performance measure used to quantify the amount of vehicle travel is vehicle miles traveled (VMT). VMT is also an important input to GHG analysis since the amount of travel and conditions under which the travel occurs directly relate to how much fuel vehicles burn. The systemwide VMT performance metric can change with modified multimodal transportation options and land use patterns. Furthermore, SB 743 has focused attention on the analysis of VMT for transportation purposes.

The primary limitation of VMT measurement is that VMT is not directly observed and therefore cannot be directly measured. It is calculated based on the number of vehicles, multiplied by the distance traveled by each vehicle. The amount of VMT can be obtained through extensive surveys of residents, visitors, and employees, or using a validated travel demand model that estimates vehicle demand. VMT estimates derived from TDF models are dependent on the level of detail in the

network and other variables related to vehicle movement through the network. The volume of traffic and distance traveled depends on land use types, density/intensity, and patterns as well as the supporting transportation system.

HOW MMLOS APPLIES TO SANTA CRUZ COUNTY

The remainder of this memorandum discusses the general information that Santa Cruz County should consider when evaluating the form of MMLOS it will use for analyzing project specific impacts on the transportation system.

Methods and Modes Evaluated

Table 1 summarizes which modes of travel can be evaluated with each of the MMLOS methods. Three of the methods focus solely on the pedestrian and bicycles travel modes, and one focuses solely on bicycle travel. The other five methods include procedures for analyzing pedestrian, bicycle, transit, and auto modes. Two of the methods can also be applied to truck access within the community.

Evaluation Approach – Computational, Checklist, or Combination

Implementation of the Sustainable Santa Cruz County Plan and update of the General Plan Circulation Element objectives and policies that prioritize each of the travel modes will need to address key questions including:

- Is this an enjoyable place to walk or bicycle?
- Is transit convenient?

- How are tradeoffs between modes considered in transportation improvements?

Among others, answering these questions can take one or more forms of computational analyses, qualitative checklists, or a combination of analysis and checklist:

- Computational
 - Tiered Level of Service
 - HCM 2010 MMLOS
 - Person Delay
 - Automobile Trip Generation
- Checklist
 - Charlotte, North Carolina
 - Built Environment Factors
 - Layered Networks/Street Types
- Combinations
 - PEQI/BEQI
 - Fort Collins, Colorado

Because the current state of the practice does not define a single method there is flexibility to adopt, modify or combine techniques from each category that will address the specific needs of the County. Further, each of these techniques requires different levels of data in their application. The computational approaches require a substantial amount of data as compared to the checklist approaches. Therefore, the level and amount of data required should be a key consideration in which analysis techniques the County chooses to implement in order to balance between addressing the policy requirements and the cost to evaluate individual projects.

Table 1
Multimodal Analysis Methods – Modes Analyzed

Method	Pedestrian	Bicycle	Transit	Auto	Trucks
Tiered Level of Service Policy	✓	✓	✓	✓	
HCM 2010 MMLOS	✓	✓	✓	✓	
Person Delay	✓	✓	✓	✓	✓
Built Environment Factors	✓	✓			
Layered Networks/Street Types	✓	✓	✓	✓	✓
PEQI/BEQI	✓	✓			
Automobile Trip Generation	✓	✓	✓	✓	
Level of Traffic Stress		✓			
Charlotte, North Carolina	✓	✓			
Fort Collins, Colorado	✓	✓	✓	✓	
Florida Department of Transportation	✓	✓	✓	✓	

Source: Fehr & Peers 2014.

The STARS tool and the Caltrans Smart Mobility Framework are examples of combined techniques, which use quantitative and qualitative measures to evaluate a proposed plan or project.

SUSTAINABLE SANTA CRUZ COUNTY PLAN: STREET TYPES NETWORK

In order to create a balanced transportation system, the Sustainable Santa Cruz County Plan includes a Street Type network to prioritize movement of people that recognizes the community values. The streets that play key roles in how people travel are categorized into six street “types”, based on the forms of travel that are emphasized on the street. The characteristics of the street and surrounding area are taken into consideration when designating the type. In addition, street types help define each street’s user priorities and frame the planning context for infrastructure needs. Taken together, these designated streets create a balanced transportation system.

Layered Network/Street Types

The Layered Networks/Street Types network is an emerging approach to multimodal planning that builds upon Complete Streets principles and State regulations and requirements. In some cases, it is also referred to as a Complete Streets Network, Complete Systems, Street Typology, or Layered Network approach, as it assures that all modes are addressed in the larger system of roadways, but acknowledges that trying to serve competing modes on individual streets sometimes fails to result in first-rate facilities. A Street Types network prioritizes certain modes on certain streets, providing continuity for the chosen mode while accommodating other modes or encouraging use on parallel networks.

Providing selected treatments for a prioritized mode on selected streets can improve efficiency for that particular mode while ensuring increased safety for all modes. A Street Type network plan is a guiding policy for multimodal transportation system investments by public and private entities to achieve a complete transportation system.

TRANSPORTATION PROJECT PERFORMANCE MEASURES

Performance measures that can help guide the prioritization and implementation of projects, and therefore progress toward the well-connected, balanced transportation network that is envisioned by the Sustainable Santa Cruz County Plan, are listed below. Performance measures are the basis for determining which projects and programs provide the most positive change, and in which areas, for the cost. The following performance measures are recommended to be used to prioritize the transportation improvement projects mentioned in the Plan:

- Improves overall street connectivity
- Improves pedestrian safety and access to activity centers
- Improves bike safety and access
- Creates safe routes to transit and increase opportunities to ride transit
- Improves management of parking supply and access to park-and-ride lots
- Create livable public spaces around activity centers
- Reduces vehicle miles traveled
- Reduces traffic congestion

- Consistency with other plans and projects

The following section builds on the Sustainable Santa Cruz County Plan transportation performance measures by providing a chronological description of the components for updating the existing Santa Cruz County General Plan transportation performance measurement framework. Recommendations for system-wide performance measures for Program/General Plan level analysis and for project-level multimodal connectedness checklist for individual land development and transportation projects are described.

NEXT STEPS

The Sustainable Santa Cruz County Plan is the basis of a potential update to the General Plan Circulation Element to promote a balanced transportation system. The County will need to explore MMLOS methods to plan and implement the transportation vision. Below is a summary of key components that could serve as a new Countywide Street Types Network with a combination of system-wide and multimodal performance measures. This is a comprehensive transportation planning approach that builds on the Sustainable Santa Cruz County Plan, with potential benefits including CEQA streamlining, balanced transportation system planning, and enhanced community benefits.

Planning a Countywide Multimodal Transportation System

As the County updates its General Plan policies, the County will continue to monitor and manage traffic operations along streets and intersections as individual developments occur, to ensure that the street system is optimized for steady, safe, and orderly traffic flow

operations, and to ensure balance among the modes of travel. Next steps that the County can take toward implementation of a County-wide balanced transportation system would include the following components listed in suggested chronological order:

1. Prepare a Countywide Street Type Network and Impact Fee:

The expectations for a balanced transportation network should also reflect expectations of funding availability to build and maintain the transportation system. Identifying the mode preference for specific streets will further reflect the community values. This would be an expansion of the Street Types network within the Sustainable Santa Cruz County Plan Area that defines the mode preference and attributes for each street and functional classification. The planned transportation network would take into account available and potential funding sources such as local and state funding sources to address existing deficiencies and an updated Transportation Improvement Area fee program to address future transportation system expansion due to new development.

2. Develop Systemwide Performance Measures for Program/General Plan Level Analysis:

Using the performance measures listed in the previous section as a starting point, the County would refine and adopt systemwide performance measures such as vehicle miles travel (VMT), to determine consistency with the goals of the land use and circulation elements of the General Plan and to evaluate cumulative conditions. Using VMT as a primary program-level performance measure would make it possible for the County to take advantage of the potential CEQA streamlining of projects within the 2035 Metropolitan Transportation Plan/Sustainable Communities Strategy transit priority areas, and be a helpful metric to evaluate cumulative future conditions.

3. Develop a Multimodal Connectedness Checklist for Project Level Analysis:

To complement the Street Type network and program level performance measures, the County would prepare a multimodal connectedness checklist of basic and enhanced design features associated with land use and transportation projects. This checklist could be used to supplement traditional vehicle LOS standards. The checklist could vary based on the street user priorities and may include a mixture of quantitative and qualitative performance measures. To address a spectrum of transportation and land use projects, a combination of a built environment checklist, tiered level of service policy, and person delay analysis would be beneficial.

- Multimodal Connectedness Checklist: At a minimum, a transportation and/or land use project would be evaluated relative to basic and enhanced built environment factors near a project site (perhaps within a 10 to 30 minute walking/bicycling distance). The main idea is to evaluate activity centers and destinations around projects to ensure that walk times to necessary destinations are minimized and the walking experience is comfortable. This multimodal connectedness checklist would inventory existing pedestrian and bicycle facilities near the site and identify potential enhancements to achieve the desired Street Type mode priority near the project site. Using geographic information systems, travel time for each mode (e.g., walking, bicycles, transit, and vehicles) between the project and surrounding land uses can be used to gauge the degree of accessibility for a project. The County desires to minimize travel time to necessary destinations while minimizing unnecessary vehicle travel.

- Tiered Vehicle Level of Service and Person Delay: Careful consideration should be given to how vehicle LOS analysis is used, especially in transit corridor areas. Specifically, where there is greater emphasis on transit and active modes of travel it is recommended that other performance measures like person delay also be used to more accurately evaluate the effects on the transportation system and to more accurately evaluate the person mobility at a specific location.

In some locations of Santa Cruz County it may be possible to adopt a vehicle level of service policy of LOS E (with LOS F permissible at locations within transit priority areas and hot spot locations approved by the Board of Supervisors). This tiered LOS policy could support County General Plan objectives, utilize the public investment to its full potential and provide a quantitative performance metric to monitor system performance. However, the overall priority of the Sustainable Santa Cruz County Plan is focused on person delay. Funding and constructing a system that is substantially underutilized most of the day and encourages higher vehicle speeds has secondary affects that degrade mobility for pedestrians and bicyclists.

- 4. Update Guidelines and Programs:** Update the appropriate County Design Criteria and other existing documents to reflect the Street Types network. These updates should reflect a Complete Streets approach where all modes of travel are routinely accommodated. Other policy guidance documents that should be created or updated include: Parking Master Plan, Street Design Guidelines, and the Safe Routes to School Program.

- 5. Prepare Transportation Demand Management (TDM) Program:** To provide guidance and articulate expectations, a TDM program should be established,

including a TDM plan and modification of the Trip Reduction Ordinance (Chapter 5.52 of the zoning code). The purpose of the TDM program is to reduce vehicle trips and provide transportation options to achieve the Sustainable Santa Cruz County Plan vision to improve the environment and quality of life for residents and employees. Santa Cruz County should encourage firms located within the County to use flexible work hours and other traffic demand management strategies to reduce traffic congestion during typical commute periods. To the extent possible, companies should also be encouraged to share parking facilities with adjacent uses through easement agreements. The County should also encourage residential developers to design and build project elements that support TDM such as car-share and bike-share facilities, neighborhood electric vehicle (NEV) operation, transit stop amenities, and neighborhood transportation centers. In areas where schools are in close proximity such as Soquel Village, school day start and end times could be considered for change and/or staggering.

6. Prepare Transportation Impact Analysis (TIA)

Guidelines: Develop and adopt transportation impact study guidelines that specify the process by which impacts from new developments are identified. These guidelines should include specific performance measures and thresholds for the identification of impacts and mitigation measures in accordance with the General Plan objectives, including person mobility, reduction in VMT and the development of a balanced transportation network for all modes. Roadway widening should be evaluated in the context of potential impacts to community character, convenience for non-auto modes, environmental cost of additional pavement, safety, and cost/benefit.

7. Community Review: The processes and methods of planning for a multimodal transportation system should be presented to decision makers and the public for review and comment. Presentation should be based on project specific examples and include the data needs, information provided and criteria used for determining impacts. Any proposed updates to the General Plan would also include environmental documentation, evaluation and thorough public input.

8. Adoption of MMLOS Standards: If the new techniques produce the desired results in terms of evaluating the transportation system, at a reasonable level of effort, the County could adopt a MMLOS for project-level analysis.

Appendix E: GUIDING PRINCIPLES FOR FUTURE OF EAST CLIFF VILLAGE SHOPPING CENTER SITE

The East Cliff Village Shopping Center is a six-acre site located at 21511 East Cliff Drive in the “Live Oak” unincorporated area of Santa Cruz. The Center was originally developed in the 1960s and is considered outdated. The property owner is preparing to propose some new improvements at the site, and is also contemplating more comprehensive improvements in the future. The site is also considered an “opportunity site” within the plan area of the “Transit Corridors Plan for Sustainable Communities” (TCP) being prepared by the County of Santa Cruz. In order to obtain community input regarding possible new uses and to develop a vision for a sustainable and economically vibrant site, two community workshops were held. Information presented by the property owner and the county’s economist, and the public comments made at the April 29th Community Workshop were analyzed by county staff and used to

generate the following possible “Guiding Principles”.

- **Land Use Categories.** Consider a mix of land uses at the site in order to respond to a range of community needs and ensure the long-term economic viability of the center. Appropriate uses include those such as neighborhood- and community-serving retail, personal and professional services, medical and health-related uses, restaurants and coffee shops, and offices. The location near beaches and the harbor area can also serve tourists and visitors. A hotel development could be appropriate if restaurants and other neighborhood-serving uses are also included on the site. Residential uses may be appropriate at the rear of the site adjacent to existing residential areas. Residential uses may also be appropriate within new 2- or 3-story mixed use buildings over ground floor non-residential uses, however the ground floor spaces must have high ceilings to accommodate modern retail needs, and residential uses should be set or “stepped” back from the lines of the ground floor below so that the upper floor residential uses appear more subordinate to the ground floor uses. Consider the location, size, and configuration of the site when determining the most appropriate land uses.

Ideas from workshop participants:

- “Eyes on the neighborhood” desired
- Need to activate – too overparked
- Restaurants and coffee shop with outdoor seating
- Community health clinic and health uses supported

- Office space like Next Space
- Mixed Use
- Residential set back from street
- **Timing of Development Phases.** Given the likelihood of phased development, consider a development agreement between the County and developers that would require that community amenities such as a coffee shop or restaurant, spaces that accommodate “public” events such as the farmer’s market, outdoor seating areas, and high-quality frontage landscaping be included with any proposal for residential development.

Ideas from workshop participants:

- Support phased development – but concern will build only residential and won’t make other improvements
- Does need to be financially feasible
- Give current businesses right of first refusal
- **Community Space.** The final site plan for the property should incorporate a significant public gathering space appropriate for the continued operation of the Live Oak Farmer’s Market and other community events. Further, uses that activate the street frontage through outdoor dining, patios, or café-style seating should be encouraged.

Ideas from workshop participants:

- Love the farmers market

- Activity or event space
- Build a sense of community
- Comfortable gathering spots and outdoor seating
- Fountain
- Green area
- Open area for public gatherings
- Dog friendly

- **Circulation Improvements.** Access to the site should be easy and safe for pedestrians, cyclists, and transit users of all ages, as well as for automobiles, and be integrated into the surrounding neighborhood grid to the greatest extent possible. Circulation should ensure that users of the site have safe places to walk to, from, and around the property, and that conflicts between modes of travel are minimized.

Ideas from workshop participants:

- More pedestrian access/walking corridors
- Sidewalks & bike lanes make this kind of place work
- More accessibility to the neighborhoods
- Accessible (for a wheel chair)
- Better traffic control
- Public transportation essential to all

development

- Young families need a nice destination to walk to
- **Neighborhood Character.** New development should reflect the architectural and natural aspects of the surrounding neighborhood, responding to both the scale and features of other buildings in the area. There are some remaining examples of “Live Oak” architecture that should be considered (farmhouse, rustic, quaint). Recognition of proximity to beaches and the harbor could also be reflected in the character of development. Consider incorporating wide landscaped areas, a water feature, and “green”/recycled materials.

Ideas from workshop participants:

- Keep quaintness
- Signage, identity need to be developed for a "sense of place"
- Right landscaping/right palette color
- Use of natural materials
- Live Oak needs a visual/architectural identity along thoroughfare
- Attractive landscaping
- Fountain
- **Site Design.** The East Cliff frontage should be nicely landscaped along the streetscape and include a focal point. Structures should be located at the front of the

property but further back than the usual ten-foot front yard setback; perhaps about twenty feet so that the site offers an inviting and attractive human scale at the frontage. Structures at the front of the property should be single-story, with any second or third story elements being stepped further back. Landscaping should be expanded to soften the streetscape and parking areas, and to maintain an attractive environment for users of the property. Any three story development should be located such that significant shadows are not cast on adjacent residential parcels.

Ideas from workshop participants:

- Second stories should be offset from ground floors
- A place where people can walk, with plantings
- Store fronts closer to street
- Keep scale low in front
- Make the site inviting, with active uses and visibility through the site to draw people in
- **Desirable Commercial Uses.** Community members expressed very strong support for restaurants, coffee shops and other food uses, especially with related outdoor seating opportunities to enliven the shopping center. A small drug store and “post office” such as a UPS store could be supported.

Ideas from workshop participants:

- Small Grocery Store – perhaps a New Leaf Market, or something like A.J.’s at Soquel/Park Avenue

- Coffee shop/café – like Live Oak Coffee or People’s
- Restaurant, brewery, pub, winery tasting room
- Deli/sandwich shop/café/bakery – like Kelly’s or Gayle’s or the Buttery
- Ice Cream Shop – like Penny Ice Cream who attends the Sunday Farmer’s Market
- Dry Cleaners
- Post Office – realize won’t be USPS, but perhaps like a private UPS Store
- Pharmacy/Drug Store – like the small CVS in Deer Park Center in Aptos
- Small-scale retail, artist’s shops/galleries, surf shop
- Uses that recognize the beach-going and surfer-oriented visitors and residents in the area

Sustainable Santa Cruz County Plan

Appendix G: Public Participation

The process to prepare the Sustainable Communities Plan began in early 2012 and ended in late 2014. This process included the following main components:

- **Existing Conditions Analysis** (October 2012): Review of background information relevant to the Plan
- **Vision and Guiding Principles** (February 2013): Development of key concepts to guide preparation of the Plan
- **Focus Areas** (June 2013): Exploration of land use, community design, and transportation options for focus areas
- **Draft Land Use Prototypes and Tools** (December 2013): Creation of preferred concepts and planning tools for focus areas
- **Draft Plan** (July and August 2014): Synthesis of vision, goals, tools, and policies for Plan
- **Public Review Draft Plan** (September 2014): Release of public review draft Plan to collect comments on the draft Plan from the public, Advisory Group, Planning Commission, and Board of Supervisors.
- **Final Plan** (September and October 2014): Planning Commission recommendation to Board of Supervisors and acceptance of the Plan by Board of Supervisors as a planning study

Preparing the Sustainable Santa Cruz County Plan involved extensive community participation. Meetings and workshops attended by the public include the following:

- **Advisory Group Meetings (6).** The Advisory Group included over 20 citizens representing neighborhoods, businesses, educational institutions, environmental groups, and other groups in the county.
- **Stakeholder Interviews (7).** Interviews were held with key stakeholder groups to explore critical issues in an in-depth manner.
- **Focus Group Roundtables (4).** Groups of residents were brought together to provide feedback on ideas and concepts for the Plan.
- **Community Workshops (16).** County residents participated in interactive workshops in their neighborhoods to provide input on the Plan.
- **Planning Commission Study Sessions (4).** The Planning Commission reviewed and provided direction on key components of the Plan
- **Board of Supervisors Hearings (4).** The Board of Supervisors reviewed the Plan, provided comments, and received input from the public.

The Sustainable Santa Cruz County Plan is based on community input received at these meetings and workshops. Specific ideas and comments from residents can be found throughout the Plan.

This Appendix documents public input obtain during this process and contains the following three parts:

- Written comments on the Draft Plan;
- Workshop summaries with photographs of maps and flipcharts; and
- Transcribed workshop flipchart notes.

August 21, 2014

Kathy Previsich, Planning Director
County of Santa Cruz
701 Ocean St. - 4th Floor
Santa Cruz, CA 95060

RE: Recommendations for the Sustainable Santa Cruz County Plan

Dear Ms. Previsich:

The Palo Alto Medical Foundation has reviewed the draft Sustainable SC County Plan and recommends a few changes to improve the clarity of intentions and the viability of future healthcare development within the Medical District.

We support the direction and intention of the plan; updating and moving county regulations toward sustainability is critical to our future. To ease incorporation of these recommendations in the final revised document, we have focused attention on the following five areas in the SCCSCP.

1. General Plan Land Use Designations and General Plan Sustainability Amendments (Ch. 7 and 8):

Recommendation: Establish a Medical Mixed Use general plan designation by adding the following language.

- Page 7-6 (Figure 7-3): Change graphic reference to Skyview to read: "Proposed Designation: Medical Mixed Use"
- Page 8-3 (in New Land Use Designations): Add the following: "Medical Mixed Use Designation"
"The Medical Mixed Use designation would include a range of allowable medical and medical related uses including hospitals, medical clinics, laboratories, medical offices, and other medical-related or support services. It would allow four story buildings of up to 57 feet in height (plus parapet for mechanical equipment, solar, etc.) It would be applied to the 14.5 acre Skyview parcel and the Dignity Campus in the Medical District."

Rationale: Establishing a Medical Mixed Use designation would be consistent with the articulated goals for sustainability and would provide clarity for the future use of the Skyview parcel. This designation also would recognize the importance of height regulations in facilitating medical best practices in design and function. It acknowledges the fact that the Skyview site is uniquely suited for four story height and therefore would not necessitate the additional process that the proposed height overlay entails. It would provide a framework that would make for a better planning and review process. Attached are

excerpts from the meeting with you on March 17, 2014 on designing 'patient focused' health care facilities.

2. Zoning Code Amendments to Development Standards (Ch.8):

Recommendation: Clarify and focus the height overlay by adding the following language.

- Page 8-15 (second paragraph under "Height") amend final sentence to read: "It is suggested that the greater heights be regulated through a Height Overlay,(except that the Medical Mixed Use District which would include by right a specific four story height regulation independent of the Height Overlay process.)"

Rationale: This would clarify that the height overlay review applies broadly to a variety of locations and uses and would acknowledge that a separate height regulation would best facilitate optimal use and design of the Skyview parcel in the new Medical Mixed Use district.

3. Transportation - Network Connectivity (Ch. 5)

Recommendation: Be clear about the negative impact that Highway 1 capacity limitations impose on the entire system with the following reference.

- Page 5-18 (first paragraph under East-West Roadway Connectivity) amend to read: "Highway 1 and Soquel Drive are the only continuous east-west streets in the north part of the study area. Functionality in the entire corridor is severely hindered by capacity limitations on Highway 1, which also causes spillover effects throughout the corridor and in various neighborhoods." (Delete the "and" and start the next sentence, "East Cliff Drive and Portola....")
- Page 5-24 (List of Recommended Improvements) references an Appendix B, which has not been completed. Include Highway 1 capacity improvements in the Appendix B list of improvements.

Rationale: Highway 1 is the single most important transportation component in the County. Its improvement is critical for long-term vitality, mobility and viability of sustainable development, and can help advance mobility options for transit, pedestrians and bicyclists. Improved Highway 1 capacity is important for medical emergencies and to the future of the Medical District.

4. Focus Areas (Ch 7) – Medical Corridor

Recommendation: Support PAMF's effort to site to design a patient focused integrated medical campus.

- Page 129 Figure 7-2 depicts "potential for future streets" running through the 14.5 acre Skyview Parcel. Amend reference to add after the word "streets - concept only and not intended to represent actual location"

- Page 131 figure 7-4 depicts "possible new street" running through the 14.5 acre Skyview site. Amend reference to add after the word "street – concept only and not intended to represent actual location"

Rationale: As PAMF develops its Master site and facility plan for the 14.5 acre Skyview Parcel a site circulation plan will identify the street(s) location that best support a patient focused Integrated Medical Campus. This rationale is consistent with the letter sent to you on April 22, 2013. Extensive collaboration with the county will ensure the traffic generated by the Skyview development will improve access for all transportation modes.

5. Transportation Next Steps (Ch.8)

Recommendation: Add a next step to do a circulation plan for the area of the Medical District that includes the intersections of Commercial Way/Thurber/Soquel, Chanticleer/Soquel, and Winkle/Soquel.

- Page 8-23 add a new #7 (bump "Community Review" to #8) with the following language:
"7. Prepare a Circulation Study and Plan for the Commercial Way/Soquel/Thurber Area
The current configuration of intersections in this section of the Medical District will need to be studied in order to accommodate multiple modes and serve the future needs of the area, which also is identified for a possible new cross-connection over/under Highway 1. Such a study should look at various options and assumptions with the goal of establishing and implementing a long-term infrastructure improvement plan for the area."

Rationale: The current circulation system in this area can and should be improved. Current functionality is limited, and will not work given the future evolution of the area. This planning purview extends among many parcels in the area.

Please let me know if you have any questions. I look forward to seeing the final draft for the public hearings before the Planning Commission and Board.

Sincerely,


Tom Hart

Vice President, Facility Planning and Development
Palo Alto Medical Foundation
831-458-5591
hartt@sutterhealth.org

C: Charlie Eadie, Hamilton and Swift



July 23, 2014

Kathy Previsich
Planning Director - County of Santa Cruz
Santa Cruz, CA 95060

RE: Sustainable Santa Cruz County Plan

Hi Kathy:

On behalf of our clients, Sutter Health/Palo Alto Medical Foundation, I would like to congratulate you and your staff on the work done and the new draft of the Sustainable Santa Cruz County Plan. We also have appreciated the effort that has gone into communicating and working with stakeholders as well as the community in the process.

As you know, Sutter/PAMF is working on long term planning for the former Skyview Drive-In site, which eventually will become a medical campus and a major component in the future delivery of health care services in the County. The Sustainable Plan is a key document for us inasmuch as it sets a framework within which the site planning and development will take place.

One element of the plan that is of particular importance for the medical group involves adjusting height regulations to allow consideration of 4 story buildings up to 50 feet in height in some locations. We strongly support the added height potential because it is necessary to provide the best possible design for patient care as well as the most cost-effective medical service delivery. Moreover, the Skyview site can easily accommodate the 4 story height, and will result in more efficient use of land and greater open space potential.

Sutter/PAMF representatives attended 4 of the recent 5 community workshops and held a meeting with the Live Oak neighborhood organization. At these meetings and in the break-out group discussions the Sutter/PAMF representatives specifically sought input on the possibility of allowing 4 story height in the medical district and on the Skyview site. We were pleased to find that the the 4 story allowance was not an issue or problem for the participants.

We will continue to review and comment on the plan, but at this juncture we did want to emphasize the importance of changing the existing height regulations. We also wanted to acknowledge and highlight the support we found in the community for additional height on the Skyview site.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Eadie", written over a horizontal line.

Charles Eadie

Sustainable Santa Cruz County

July 23, 2014

The Santa Cruz County Planning Department's **Economic Vitality Strategy (EVS)** is a vision for the County that is at odds with that of the public who are participating in the **Sustainable Santa Cruz County Plan** series of workshops.

For instance, that awkward word: "sustainable." The EVS defines sustainable as "making decisions and strategic investments to sustain the community over the long-term." This is a definition of "fiscal sustainability" that ignores the impact of economic growth on the natural environment that supports human economies and provides natural resources for any development.

The EVS vision of Santa Cruz County is of a growing high tech business community with more jobs, more people, more houses, more cars, more Highway 1 lanes, more parking, more congestion, and more consumption. This is the "traditional" response to creating economic vitality: that is, grow the economy out of the doldrums.

The **Sustainable Santa Cruz Plan**, on the other hand, focuses on qualitative changes in Santa Cruz County that make this a better place for humans to live, while not compromising the environment of the non-human world on which all life depends.

The people who live in Santa Cruz County like the way the county is now, the semi-rural ambience, parks and open space, abundant wildlife, clean water, clean air, cool summer temperatures and mild winters; a walkable, bikeable community, with necessary goods and services available within a twenty minute walk from home.

How do we resolve these incompatible visions? How can we "expand the county's economic base in order to create fiscal sustainability for local government," while at the same time protect the environment that sustains all life and makes this a pleasant place to live?

The short answer is: we can't. Expanding the county's economic base will damage and diminish the natural environment that makes this a good place to live.

It's time for a new economics that includes the natural environment within which the human economy functions and upon which it depends.

A steady state economy.


A steady state economy consumes resources no faster than they are naturally replenished, and produces wastes no faster than they are naturally assimilated. In Santa Cruz, that means agriculture for local consumption, not for export. It means businesses that provide goods and services for local residents, and employ local residents. It means affordable housing for local residents who live and work here. It means locally owned and operated banks that keep our money working locally. It means open space and an unspoiled natural environment for all life. It means government infrastructure that serves basic needs of residents.

A steady state economy means we do not steal natural resources from our grandchildren before they have a chance to save them for their grandchildren. We treat natural resources as a bank account and we do not draw down that account faster than it is replenished.

The only sustainable economy in a world of finite resources is a steady state economy.

Michael A. Lewis, PhD
Live Oak

County of Santa Cruz
Inter-Office Correspondence

DATE: August 21, 2014
TO: Kathy Previsich, Planning Director
FROM: Supervisor John Leopold 
RE: COMMENTS ON THE DRAFT SUSTAINABLE
SANTA CRUZ COUNTY PLAN



I would like to offer the following comments on the Draft Sustainable Santa Cruz County Plan.

Chapter One

Page 1-1: People did not come in with complaints and frustration but were responding to questions presented by staff and consultants. They were asked to describe problems, concerns, issues or areas for improvement. They did express interest in preserving the environment and having quality neighborhoods. Please reframe the third paragraph to more accurately reflect this process and input from the community.

Chapter Three

Page 3-6, Figure 3-2: This illustration creates an atmosphere that many participants have expressed a willingness to see developed. However, the lack of tall buildings (except maybe three stories at the very edge of the picture) seems inconsistent with other sections of this report, such as Figure 3-3. This is important since the increased density that is being proposed in other portions of the document does not match this illustration. Please resolve this inconsistency so that figures and information across the report consistently express the same message and content.

Page 3-7: There is a mention in the Neighborhood Context section about respecting the "residential character next to neighborhoods," but then, in Figure 3-3, monolithic buildings with no pedestrian scale articulation, second story setbacks, or architectural variation are presented. These buildings are not pedestrian friendly or inviting, and certainly don't respect residential character. This is a key aspect for our existing residential neighborhoods that are adjacent to commercial corridors. Additionally, these residential neighborhoods often have a significantly smaller buffer than that depicted in Figure 3-3. Please provide a more representative figure that shows more pedestrian scaled details, second story setbacks (like Figure 3-4B), and a more representative configuration against existing residential.

Page 3-8, Figure 3-3: Why are all the buildings on the corridor blocks shown with no second story setbacks or building articulation? Shouldn't this be a concept we specifically address? Articulation of building is critically important to the success of this plan. Please provide a more representative figure that shows more pedestrian scaled details, second story setbacks (like Figure 3-4B), and a more representative configuration against existing residential.

Chapter Four

Page 4-2: This illustration is not reflective of all parks in the area. Where are Chanticleer Park, Farm Park, and Winkle Park? Please update this figure to accurately reflect all parks.

Page 4-9: How do we define low transit use? If we look at the Metro SRTP, the Live Oak routes compare favorably with many segments in the county. Massive changes in such routes and cutbacks in service have all impacted usage. Please define the context by which this statement is being made.

Page 4-9: The purpose of the following two sentences is not clear: "There appears to be a correlation between land use diversity and compact grid street patterns with short blocks. Interestingly, the service commercial, industrial, and retail areas on the west side of 41st Avenue also appears (sic) as high diversity areas, largely due to non-conforming residential uses." Please re-work these sentences to strengthen the point being made regarding the economic vibrancy of lower 41st Avenue.

Page 4-16, Figure 4-7: This figure does not come near to addressing the commercial nodes in the plan area. The following areas are at least as big as Aptos Station and should be included:

- Across from Home Depot and Safeway
- Lower 41st Avenue
- Portola Drive from 41st Avenue to 30th Avenue
- Brommer Street and 17th Avenue
- 17th Avenue and Capitola Road
- 7th Avenue and Capitola Road

Please revise this figure to include these additional shopping centers or develop a tiered way of depicting the size of these commercial nodes.

Page 4-19, Figure 4-8: Lower 41st Avenue does have residential character. There are many second floor apartments, the area below Portola has homes, and as referenced on Page 4-9, there are "non-conforming residential uses," which I believe is referring to businesses operating out of homes along lower 41st Avenue. Please revise this figure to more accurately reflect the character of this area.

August 21, 2014

Page 3

Page 4-25, Figure 4-10: Which of these various housing types are considered "new tools" that we currently do not support or are challenging to develop given our current land use and zoning guidelines? Please clarify on the figures.

Page 4-35: What would incentive zoning look like to create new streets or paths? Some examples are needed of what trade-offs might be considered in order to get these amenities. Please clarify this concept or reference where in the plan it is further discussed.

Page 4-37, Figure 4-12: The proposed new bridges/underpasses are in no way realistic given the scope, scale or timeframe of this plan, with no concept about funding. They would cost anywhere from \$10-20 million. Until some kind of funding can even be identified, it is counterproductive to place them in the report. Please remove these conceptual crossings and only include those that have been identified by the SCCRTC Regional Transportation Plan. Proposing improving traffic circulation along Soquel Avenue could be an alternative presented that could be investigated and have a significantly smaller price tag.

Page 4-38, Figure 4-13: During the 16 community meetings referenced at the beginning of this plan document, new multi-family residential developments along Soquel between Capitola Avenue and Park Avenue were never discussed. The County never followed through with building the amenities (the Farm Park) to support that last major residential project along this corridor (The Farm) and we should remove any reference to new multi-family residential units until we figure out a way to complete the mitigations for the last multi-family residential development. Please remove these referenced locations from the plan.

Page 4-40, Figure 4-15: Why is the 7th Avenue and Brommer area a "Neighborhood Serving Commercial Activity Center"? Why does it appear to cross Brommer Street? Is this a new vision for this area as opposed to visitor serving commercial (which it is currently zoned for)? Please clarify this reference.

Chapter Five

Pages 5-1 through 5-28: It is not clear how the proposed land use changes, increase in development, and transportation infrastructure improvements within the plan area are proposed to be paid for given the current funding system within the County which allocates equally across all five Supervisorial Districts. Relying completely on private development to make these changes is not realistic. It will likely require a public/private partnership to achieve some of these transportation infrastructure goals. With the opportunity for new transportation infrastructure funding on the horizon, this plan should present the possibility that new funding will be allocated differently and directed towards areas of economic vitality and development potential as specifically referenced in the Plan. Please present a framework in the plan to address this funding challenge.

Chapter 5 Figures: Please format all figures in this chapter so they are consistent with the other figures throughout the Plan document, with Figure Number and Title at the top left of the figure.

Page 5-11, Figure 5-2: East Cliff has some existing bicycle connector infrastructure that isn't depicted. What is the diamond above the word "Live Oak" that is an "exclusive bicycle and pedestrian connection"?

Page 5-22: "Brommer Street was identified as a key east-west street for bicycles during the visioning process, as it provides a lower stress biking environment than a street with higher traffic volumes." Unfortunately, the rest of the report does not provide substantive recommendations or steps to develop this resource. In the few transportation measures that are actually discussed, any effort to actually improve Brommer is dismissed. Brommer can provide a boulevard for cyclists due to its connection to the upcoming Arana Gulch path and the City of Capitola. The low numbers of commercial buildings also mean that a dedicated bikeway could be very successful on the street. Priority should be given to a separated bike lane that can be specially painted to designate this as a major thruway for cyclists. Please indicate priority segments referenced in Figure 5-2.

Page 5-27: What would it cost to do a Parking Master Plan for one plan area or just one activity center? Who would pay for it?

Page 5-27: What about public art as part of a livable public space and activities?

Chapter Six

Pages are mis-numbered.

Page 7-3: Please give examples of "incentive based zoning" that could be given to increase public spaces.

Page 7-9: "Within the Plan area there is an opportunity to integrate new urban agriculture with the future rail trail. The property at the intersection of El Dorado and the rail line in Live Oak is one example. This property is currently vacant and may be recommended for moderate density residential development. As part of development on the site, a community garden or pocket park could be established next to the rail trail. This garden and park could become a new neighborhood activity center and provide a valued amenity for the neighborhood." What would be the funding sources for this work? We have not been able to build the community gardens at two permitted parks.

Chapter Seven

Page 7-6, Figure 7-3: Should the Visitor Accommodations Overlay be removed or redefined given the proposed pharmacy that is looking to move into one of those parcels?

Page 7-10, Figure 7-6: There are existing significant traffic problems with Soquel Avenue that are unresolved with the current low intensity businesses. This proposal to put more traffic on the road just won't work when it is already a parking lot during commute hours. We need a plan to fix the street before any intensification is considered. I could not support General Plan land use changes in this area until a detailed traffic analysis is completed and appropriate mitigation measures are identified to accommodate larger volumes of traffic.

Page 7-11, Figure 7-7: The Live Oak School District has expressed strong concerns about opening up Bostwick Lane. Traffic speeds and safety are already an issue. Once there is a cut-through, those issues would be exacerbated. Without support from the Live Oak School District, we should not include this possible new street.

Page 7-11, Figure 7-7: There is a failure to mention the addition of sidewalks along Soquel Avenue. Whatever we plan for an area, we should include the infrastructure necessary to support pedestrians. Please include reference to improved pedestrian infrastructure along Soquel Avenue.

Page 7-13, Figure 7-8: The Soquel community and others have spoken consistently about their lack of desire to have even a bike path from 41st Avenue to Anna Jean Cummings Park. During the 2009 Redevelopment meetings, community members were asked about several different pedestrian and bike friendly improvements in the community. This one ranked incredibly low and was criticized by a number of residents. It was not specifically discussed in detail at any of the Soquel meetings during this process to reassess interest. Please take it out of the plan. It should be taken out of the General Plan as well.

Chapter Eight

General Comment: After good participation from a large number of community members, their voice is not represented in this section. No mention is made of the significant resistance to four story buildings, with only tepid support for three stories. The only support I heard for this idea was from one or two property owners and their representatives, and even they said that it should be very limited. There is broad support for mixed use, but that support will evaporate if we use it as a way to build four story buildings. The references to four stories should be removed and changed to reference only in very specific locations.

Page 8-13: See notes about the inclusion of a connection between 41st Avenue and the park. With regard to the traffic signal at Wharf Road, this idea is also much discussed and greatly despised by large segments of the Soquel community. These suggestions should not be included in the plan because they were never specifically discussed in community meetings. Please remove this suggestion from the document.

August 21, 2014

Page 6

Page 8-15: After the public failed to support the idea of four stories, this concept still permeates this document. We have already changed regulations for hotels when there was no one requesting the change, and the change is now in opposition with the wishes of the public as expressed during these meetings. This height limit should be removed from the plan or modified to more accurately reflect the community's input.

Page 8-16: This page could be an opportunity to show what a "smart," more dense building might look like. It would be helpful to show upper floor setbacks for the second through fourth stories, not just the fourth story. Please change this document to show second and third story setbacks.

Page 8-17: Please detail the impacts of increasing the FAR to 3.5. It seems like a high ratio. What would that even look like?

Page 8-18: I am not in favor of more density bonuses, especially when the effect on affordable housing is not likely to be affected. When we talk about benefits and incentives, we should be sure that whatever gets written into our code ensures that we have specific benefits detailed in any request. Vague assertions don't help the community. Please clarify the types of amenities that could be suggested.

Page 8-19: The County has already adjusted our parking requirements and we should not lessen them any more than we already have. Given the habits of American culture, it is not likely that a shared parking arrangement that makes people walk up to 1,000 feet away from their desired location is wise or even practical. Please remove the 1,000 foot reference. The suggestions also include aggressive parking demand management programs but no suggestions about who will pay for and enforce these programs. They should be required as part of any development but should not be used to encourage greater density without the infrastructure to support them.

Page 8-22: Lack of detailed information about a tiered LOS policy makes it hard for me to judge this recommendation. A final draft should provide more information about this option. I am concerned about finding a way to allow new, dense development in areas with bad LOS. It might be a good planning concept that would be difficult to actualize for the neighborhood affected. Please provide qualitative and quantitative information to justify this recommendation.

Appendix A, Page 5: A buffered bike lane on Brommer Street is still possible and should be included in this plan due to its connectivity with Santa Cruz and Capitola. Most of the road lacks a lot of commercial activity, making it easier to build the buffered system. Revise this section to prioritize this as a bike connector.

JL:ted

cc: Paia Levine, Planning
Susan Mauriello, County Administrative Officer

2120A1



August 12, 2014

Kathy Previsich
Planning Director
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

Re: Sustainable Santa Cruz County Plan

Dear Ms. Previsich:

Thank you for the opportunity to review the Draft Sustainable Santa Cruz County (SSCC) Plan. We commend the County of Santa Cruz for undertaking a planning effort leading to a more sustainable development pattern and a reduction in greenhouse gas emissions. Your effort supports the implementation of the region's Sustainable Communities Strategy by encouraging the use of alternative transportation modes and inclusion of a variety of land uses to create vibrant communities. The following comments are offered for your consideration.

Moving Forward Monterey Bay 2035 (Metropolitan Transportation Plan/Sustainable Communities Strategy)

Solutions to the region's transportation needs require a comprehensive planning effort that coordinates land use patterns and transportation investments with the objective of developing an integrated, multimodal transportation system. The Metropolitan Transportation Plan (MTP) and the region's first Sustainable Communities Strategy (SCS) are built on a set of integrated policies, strategies, and investments to maintain and improve the transportation system to meet the diverse needs of the region through 2035. The SCS outlines the region's plan for integrating the transportation network within an overall land use pattern that responds to projected growth, housing needs, changing demographics, and transportation demands. The overall SCS land use development pattern complements the proposed transportation network which emphasizes multimodal system enhancements, system preservation, and improved access to high quality transit. AMBAG adopted 2035 MTP/SCS in June 2014. The 2035 MTP/SCS should be referenced in the "Relationship to Existing Plans and Policies" section in Chapter 1: Plan Overview.

Regional Housing Needs Allocation

AMBAG as the Council of Governments prepares the Regional Housing Needs Allocation (RHNA) for Santa Cruz and Monterey Counties. AMBAG adopted the 2014-2023 RHNA Plan in June 2014. The California Department of Housing and Community Development accepted the AMBAG 2014-2023 RHNA Plan in July 2014. The Plan allocates 1,314 housing units for the unincorporated area of Santa Cruz County. Table C-4 in Appendix C requires a minor adjustment to be consistent with the adopted 2014-2035 RHNA Plan. Please revise the "Moderate" Income Level to 239 units and the "Above Moderate" Income Level to 551 units.

Land Use and Transportation

The SSCC Plan includes a variety of sustainable transportation and mobility strategies. In addition to identified Transit Corridors (bus) and the Rail Trail (bike/ped), passenger rail service should be identified and discussed in the SSCC Plan. Currently, the Santa Cruz County Regional Transportation Commission (SCCRTC) is conducting a study to evaluate the feasibility of passenger rail service in Santa Cruz County.

Passenger rail service in Santa Cruz County is identified as a planned transit project included in the adopted AMBAG's 2035 MTP/SCS and SCCRTC's 2014 Regional Transportation Plan. This key transportation project includes planned passenger rail and expanded freight service between Santa Cruz and Watsonville.

In addition to expanding travel options within Santa Cruz County, it also provides travel options to other areas of the region and state. Given that the land use and transportation connections are a critical component to the success of future passenger rail in Santa Cruz County, it should be included in the SSCC Plan. The Plan also should recognize and discuss potential transit oriented development opportunities along the rail line.

Additionally, the SSCC Plan should recognize the importance of local schools as key activity centers in the community and its impact on transportation and mobility and should be included in the Plan.

Specific Comments:

- Page 3-4, "Transit Corridors" Section, please revise to state "Regional destinations shown with the Plan area are connected by three primary transit corridors: Soquel Drive, Capitola Road, and 17th Avenue.
- Page 5-5, "Existing Circulation Network and Travel Patterns" Section, please revise to include the existing direct transit route between Santa Cruz and Monterey (Route 78) that is operated by Monterey-Salinas Transit.
- Page 8-21, "2) Develop a System-wide Performance Measure(s) for Program/General Plan Level Analysis" Section, please revise to state "Using VMT as a primary program-level performance measure would take advantage of potential CEQA streamlining of programs within the AMBAG Metropolitan Transportation Plan and Sustainable Communities Strategy (MTP/SCS)."
- Page C-1, Section "Population," please revise to state "AMBAG published its 2035 MTP/SCS for public review and comment in February 2014, along with the Regional Housing Needs Allocation Plan for the next Housing Element Update cycle."

Thank you for the opportunity to review and comment on the Draft SSCC Plan. We look forward to continuing to work with the County of Santa Cruz on sustainable land use and transportation development. If you have any questions, please call me at (831) 264-5086.

Sincerely,



Heather Adamson, AICP
Principal Planner

Bike Lanes!

From: Robin Moore <robinthomasmoore@gmail.com>
Sent: Monday, July 28, 2014 2:59 PM
To: Sarah Neuse
Subject: Bike Lanes!

Hi,

I am an avid bike commuter here in Santa Cruz, often riding along Soquel Ave through town all the way Cabri llo College. A separate bikeway would be really great and encourage more people to use their bikes!

Thanks,
Robin

August 18, 2014

Kathy Previsich, Director
County of Santa Cruz Planning Department
701 Ocean Street
Santa Cruz, CA 95060

Dear Ms. Previsich,

I'm writing on behalf of the Bicycle Advisory Committee (Committee) of the Regional Transportation Commission (RTC) to comment on the Draft Sustainable Santa Cruz County Plan (Plan). The Committee unanimously applauds the Plan's mission to improve Santa Cruz County's economic, environmental and community sustainability and vitality through coordinating land use and transportation uses. The Committee finds the Plan effective in identifying a broad vision for a wide range of sustainability goals adeptly identified in the Plan.

The Committee also unanimously requests that the Plan be improved further through the following additions:

- 1) Place a greater emphasis on the Rail Trail as a mechanism by which to provide a safe, car-free, and accessible bicycle and pedestrian facility that will achieve many sustainable and active transportation goals identified in the Plan. Also, include a more prominent discussion of the Santa Cruz Branch Rail Line, recently purchased by the RTC from Union Pacific, and the expanded transit and passenger rail options it offers. Highlighting this tremendous community resource in the transportation section and throughout, as applicable, would showcase the myriad of benefits it offers.
- 2) The Committee applauds the plan's prioritization of bicycling on Brommer St and inclusion of better bike facilities like on Brommer St and Soquel Drive. Innovative facilities like buffered bike lanes and cycle tracks and implementation wherever possible was especially appreciated.
- 3) Regarding Table 5:3, the Committee requests quantifying the listed attributes in order to provide a basis for future evaluation and assessment.
- 4) Beyond discussion of improving bicycle infrastructure, consider addressing "the 6 Es" of supporting expanded bicycle use and safety. The "Es" of engineering, education, enforcement, encouragement, and evaluation are discussed in detail on the League of American Bicyclists' website (<http://bikeleague.org/content/5-es>). A 6th E, namely equality, has recently been added in the broader bicycle advocacy community to address the need for equitable distribution of resources and protections.

As you know, the RTC's Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle network. The Committee thanks you for your ongoing work and for your consideration of these requests. Please feel free to contact the RTC's staff to the Committee, Cory Caletti, at (831) 460-3201 or by email at ccaletti@sccrtc.org, for this and any other bicycle related matters.

Sincerely,



David Casterson
Bicycle Advisory Committee Chair

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission's Bicycle Committee

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ocx

Comments on the Sustainable Santa Cruz County plan
From: Steve Piery - Website Builder <Web@StevePiery.com>
Sent: Friday, August 15, 2014 3:15 AM
To: Sarah Neuse
Subject: Comments on the Sustainable Santa Cruz County plan

Hi Sarah,

The following are my comments on the Sustainable Santa Cruz County plan.

I am very pleased to see the County integrating both land use and development with transportation of all modes in its consideration of planning for unincorporated Santa Cruz County. I request that the County set its priorities toward making up for its historically motorized-centric transportation infrastructure by promoting non-motorized modes of transportation (walking and biking) and public transit (buses and trains) over all other modes. A vision for sustaining life should be our highest priority.

With that as the primary objective, I respectfully request the following plan implementations be prioritized when individual projects are under consideration.

* Create safe crossings of Highway 1 for bicyclists and pedestrians, with the highest priorities at Chanticleer in Soquel and Mar Vista in Aptos.

* Almost all of Soquel Drive between La Fonda Avenue and Aptos Village has only a bike lane adjacent to motorized traffic traveling in excess of the posted speed limit of 35 miles per hour. Please fulfill the vision of providing continuous separated cycle tracks on this stretch of Soquel Drive, with the most critical gaps listed below as the highest priority.

- Porter Street between Soquel Drive and O'Neill Lane, bike lanes and sidewalks missing.
- Soquel Drive south side between 41st and Daubenbiss, sidewalk missing.
- Soquel Drive south side between Daubenbiss and Porter, bike lane missing.
- Soquel Drive between Main and Center, bike lane missing.
- Main Street, bike lanes missing.

* Additionally traffic calming measures that would reduce speeding on this stretch of Soquel Drive would be most welcome on the only human-accessible mid-county-wide roadway.

* Treatments such as dashed green lanes and "Yield to Bikes and Pedestrians" signage to improve bicyclist and pedestrian safety at freeway on- and off-ramps, including Soquel Drive near Dominican, upper 41st Avenue, and State Park Drive.

* Improved connections between the future Monterey Bay Sanctuary Scenic Trail and activity centers, especially Cabrillo College and local schools. Connections should include physically separated bike facilities or buffered bike lanes and walkways.

* Please remove the proposed "potential multi-use connection" by extending 41st Avenue northward across two riparian corridors and steep terrain into Soquel High School and Anna Jean Cummings Park.

Comments on the Sustainable Santa Cruz County plan

Current bicycle and pedestrian access from the north, east, and south is adequate, so a new path is not necessary. We need to preserve wildlife, plants and the ecology within a precious community open space. The Friends of Anna Jean Cummings Park have documented some of the observations of wildlife in the park.

<http://www.friendsofannajcummingspark.org/about/wildlife/>

Together with the removal of the proposed "potential multi-use connection", further improvements in Soquel Village would provide continuous bikeways and sidewalks, encouraging more people to walk and bike in this area. Currently there are gaps in the bicycle and pedestrian network in this dense high-activity center, and many folks do not feel safe biking or walking. I have staffed the Bike to Work and School station at the Ugly Mug for the last two years, and safety is cited as the top concern that keeps people from walking or biking more frequently here. Completing the network for active transportation would give people a safe option to move around the Village and leave their cars at home.

To better inform our decisions and for setting policies in the plan, I urge the following.

- * Create measurements of improved conditions for pedestrians and bicyclists, including reductions in fatalities and injuries, reduced intersection crossing time and distance for pedestrians, and percentage of all trips by bike and foot.

- * Adoption of Vision Zero goals in planning decisions.

- * Steeper reduction or complete elimination of minimum parking requirements. Each off-street parking space increases the cost of a home by approximately \$30,000. Minimum parking requirements induce sprawl and push out productive land uses.

Finally, there is language in the plan that sounds conflicting to most of the goals in the plan, specifically for access, equity, multimodal safety, a clean environment, and a healthier population. On pages 8-13 and 8-14:

"Consider removal of approximately 8 to 10 existing Soquel Village parking spaces located on the south side of Soquel Drive, so that Soquel Drive can be re-striped and the length of turning pockets for turns onto both Soquel-San Jose Road and Main Street can be lengthened ***in order to reduce congestion at the Soquel/Porter village and Soquel/Main intersections***."

This sounds very automobile-centric to me, prioritizing the movement of vehicles through Soquel Village over the safety of people who walk and bike—or who would walk or bike if it were safer to do so in this area. Soquel Village has some of the highest counts of injuries and fatalities of pedestrians and bicyclists in unincorporated Santa Cruz County according to SWITRS data. To reduce congestion

Comments on the Sustainable Santa Cruz County plan

of automobile traffic and to meet most of the goals of the plan, we need to give people safe choices to move through this area. That means not making it easier to drive, but making it easier for people to just live and get around safely.

Thank you for your consideration.

Regards,

Steve Piercy
Sustainable Santa Cruz County Advisory Group Member

Steve Piercy Website Builder Soquel, CA
<web@StevePiercy.com> <<http://www.StevePiercy.com/>>

Comment on Sustainable Santa Cruz County

From: info@seacliffimprovement.org
Sent: Monday, August 18, 2014 10:09 AM
To: Sarah Neuse
Cc: Zach Friend; roblinbuldingco@comcast.net; debidoss@hotmail.com; kathiforman@sbcglobal.net; mark.mauceri@gmail.com; monadaniels@sbcglobal.net; spatyk@yahoo.com; Patrick Mulhearn; rebecca@transparentseas.com
Subject: Comment on Sustainable Santa Cruz County

Dear Sarah,

The Seacliff Improvement Association would like to applaud the efforts of the Planning Department in creating a cohesive Sustainable Santa Cruz plan that addresses many pressing issues affecting our local communities. We support your huge undertaking, creating a vision of livability in unincorporated Santa Cruz; no small task!

Our Board of Directors appreciates the opportunity for me to serve in Advisory Group meetings over the past two years. My participation helped our organization stay informed along the way and aided us in forming our comments.

After reviewing the Sustainable Santa Cruz Plan, the SIA Board offers the following comments and recommendations:

It appears that the major goal of the plan is to reduce production of GHG emissions; a worthy goal. Is the funding of this study tied to Clean Air Act requirements or is there a mandate from the state or AMBAG about reduced emissions? Fuller disclosure of funding sources and program requirements in the introduction would be most helpful.

Immensely-appropriate language regarding "predictable, fair, forward-thinking and cost-effective" decisions from the Planning Department in Section 2.5 are most welcome, especially as many in the village regard the demise of a boutique hotel project at the end of North Avenue in 2005 to be a direct result of very different policies and procedures with negative consequences. We encourage on-going, transparent evaluation and internal review of current zoning models, protocols and development fees.

EEE:

Economy – Consider procedural requirements to implement the diverse neighborhoods envisioned; define a project level review for Economic Development staff to ensure implementation of the plan. Since the goal is to encourage a mix of housing and jobs which will develop livable neighborhoods, stimulating local jobs is mission-critical. Review of projects capable of originating long-term jobs could be facilitated through permitting.

Environment – VMT reduction is an admirable goal, but true sustainability requires recognition of the limits of local resources. Co-ordination between County Planning, Public Works, local and municipal water districts, state & local Parks Departments for the best bio-regional practices with all developments is essential. Natural resources are overburdened and accompanying infrastructures are strained as it is. Storm water recharge, grey-water systems, riparian maintenance and even view-sheds become more critical as population grows. Public space, e.g. along Soquel Creek, could focus attention on that natural resource.

Equity – Least-addressed by the plan, local individual equity languishes in this county and in this study, along with affordability. Can these issues be adequately addressed by an elaboration of zoning designations and building types? Clearly, increased density, as foreseen in the plan, is the wave of the future. Will increased density improve affordability? The plan does not address this question.

Walkability and Connectivity – We in Seacliff are fortunate to be able walk or cycle through much of our neighborhood, with or without sidewalks. The cluster at Soquel Drive/Aptos Creek/ RR trestle is daunting for all forms of travel; the plan, however, barely recognizes this cluster of outdated transportation choices and offers no alternatives going forward, despite the looming increase of pressure from a whole new village worth of development on the horizon. Even if the RR path between Seacliff and Aptos villages can't be "legal" before adequate improvements of the Rail/Trail, the safety of

Comment on Sustainable Santa Cruz County

pedestrians, reducing their own VMT, requires some near-term solutions (some kind of stairs at the SE corner of the southern abutment, pedestrian/cycle bridge at north side of Soquel DR over toward Aptos Creek Park

The plan does nothing to alleviate the increased village traffic from drivers escaping backups on State Park Drive over Highway 1. The State Park Drive interchange redesign offers the best way to improve traffic in the village. We do appreciate the inclusion of a section on parking conflicts, a key issue in our village economy, now and more so in the future. The lack of cooperation between the County and State Parks Dept is neither beneficial to the village nor a sustainable model of governance. As the largest stakeholder in the Seacliff headlands area, State Parks must be brought to a more sustainable relationship with their local neighbors.

Finally, we applaud all plans for right-of-way and street dedications promoting connectivity. Community gardens, farmer's markets and public plazas will promote out-of-car, public quality-of-life experiences.

Thank you for creating the advisory group and the public meetings during plan development. We look forward to its realization. Please contact us with any questions about these comments.

Best regards,

Will Roblin

Secretary

Seacliff Improvement Association

FBC' s
From: Syl vi a Caras <Syl vi a. Caras@gmail . com>
Sent: Saturday, August 09, 2014 3:19 PM
To: Sarah Neuse
Cc: John Leopold
Subject: FBC' s

<http://formbasedcodes.org/definition> - these seem a simpler way to revise building and zoning codes. The comment should also go to the Planning Commission and the Economic Vitality group since the issues are all overlapping - I don't see where to do that.

Syl vi a Caras



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL info@scrtc.org

August 18, 2014

Kathy Previsich, Director
County of Santa Cruz Planning Department
701 Ocean Street
Santa Cruz, CA 95060

Dear Ms. Previsich,

The Draft Sustainable Santa Cruz County Plan (Plan) makes significant strides towards creating conditions to improve Santa Cruz County's economy, the environment, and equitable distribution of benefits through a comprehensive and well coordinated land use and transportation plan. The Plan addresses the complexities of integrating land use and transportation systems and functional transportation solutions. Overall, the Plan is successful in designing communities in a way that leverages Santa Cruz County's existing assets through retrofitting, integrating, and assigning future land use and complimentary transportation improvements to achieve the vision portrayed in the Plan.

A focal point of the Plan is using land efficiently and coordinating investments with development of a multi-modal transportation system. The Plan recognizes that transportation solutions are context sensitive and must be scaled appropriately to each mode. The Plan highlights the value of linking neighborhoods and activity centers by providing new connections for vehicles, bicycles, and pedestrians and enhancing existing connections.

The transportation vision in the Sustainable Santa Cruz County Plan is complimentary to the goals, targets, and policies of the Santa Cruz County 2014 Regional Transportation Plan. Both plans acknowledge the role of transportation in promoting healthy, economically sound, and environmentally sustainable communities. The RTC compliments the County of Santa Cruz on its extensive efforts to include regional transportation agencies in the planning effort and ensure that the transportation visions for Santa Cruz County are well coordinated.

RTC staff submitted comments regarding the Sustainable Santa Cruz County planning effort on April 30, 2013 (enclosed). RTC staff is resubmitting the April 30, 2013, letter as a companion to the comments on the draft Plan as the observations remain pertinent to the concepts and improvements in the recently released draft Plan.

It is within the context of carefully coordinating land use and transportation, and designing a transportation system that provides safe, convenient and comfortable travel for residents and visitors, that RTC staff offer the following comments:

Highway 1

A program level environmental analysis considering long term improvements along the entire Highway 1 corridor between San Andreas/Larkin Valley Road and Morrissey Boulevard is currently underway. In several locations, the Plan area includes the Highway 1 corridor. RTC staff requests that improvements to transit and vehicular infrastructure proposed in the Plan in proximity to Highway 1 be evaluated with consideration of future Highway 1 improvements. Impacts to congestion on Highway 1 and throughout the Plan area will depend upon how new crossings are integrated with the overall transportation system, patterns of development, and impact of investments to alternate modes of transportation.

Highway 1 serves inter and intra-regional traffic. The Plan considers potential benefits of new crossings to internal traffic, but makes little mention of how future Highway 1 improvements may impact intra-regional traffic. The Plan could be strengthened by a discussion of how potential Highway 1 improvements may be integrated with proposed transportation improvements and the overall impact on circulation in the Plan area.

The draft Plan proposes three new crossings of Highway 1 within the 1-mile section between Soquel Avenue and 41st Avenue Interchange. This segment of Highway 1 is the busiest section in Santa Cruz County, which may in part explain the rationale for the new crossings. Labeling this segment as LOS F on Figure 5-1 would be helpful for depicting the transportation challenges in the vicinity of the proposed new overcrossings. However, further quantitative analysis and conceptual engineering would be required to fully evaluate the benefits, costs, and impacts of these proposals.

Santa Cruz Branch Rail Line

The Plan describes the Santa Cruz Branch Rail Line right-of-way (in error sometimes referred to as "Rail Trail" in the Plan) as an important east-west connector and recognizes the important function that adjacent land uses have in supporting future transportation services within the Santa Cruz Branch Rail Line right-of-way. Like other transit corridors identified in the plan, land use density, design, and diversity along the Santa Cruz Branch Rail Line will support more frequent and convenient transit service. In addition, intermodal facilities such as transit stations and bicycle stations located adjacent to the Santa Cruz Branch Rail Line right-of-way are vital for supporting access to available transportation services.

A significant number of miles of the Monterey Bay Sanctuary Scenic Trail (and its rail trail spine) are located within the Plan area and provide substantial bike/pedestrian connectivity. In 2013, the RTC adopted the Final Monterey Bay Sanctuary Scenic Trail Network Master Plan. Land uses that support visitor serving business to be located near the Monterey Bay Sanctuary

Scenic Trail should be considered in the Plan where possible. As proven in other jurisdictions where new multi-use paths are built, the boon to tourism and the local economy has been tremendous. Property values have also risen for residences located in close proximity and short motor vehicle trips have been diverted to bicycle or pedestrian modes. RTC staff appreciates the degree to which the Monterey Bay Sanctuary Scenic Trail Master Plan is referenced and recommends citing the recent action by the Santa Cruz County Board of Supervisors of adopting the Master Plan. Also, for continuity throughout the document, it would be helpful to reference the larger Monterey Bay Sanctuary Scenic Trail Network when mentioning the “rail trail spine” in order to link the backbone of the corridor to the wider system of trails that are planned.

To clarify the alignment of the Monterey Bay Sanctuary Scenic Trail in the Live Oak area, RTC request that the following underlined text be added to the text box on page 5-7 which discusses the Monterey Bay Sanctuary Scenic Trail Master Plan. “A narrow rail right-of-way in Live Oak east of 17th Avenue may require an alternative route along Brommer Street and/or Portola Drive, in the short term. In the long term, rail track relocation will allow for a trail to co-exist with the rail tracks.”

The RTC is also currently studying the feasibility of potential rail transit service on the Santa Cruz Branch Rail Line. The traffic analysis should take into consideration any changes to traffic flow on congestion in the Plan area as a result of more intensive transportation uses of the Santa Cruz Branch Rail Line. RTC staff appreciates the County of Santa Cruz Planning Department participation to help inform the feasibility study, including the location of possible transit stations, and pedestrian and bicycle connections to the Santa Cruz Branch Rail Line.

The Santa Cruz Branch Rail Line is part of the existing regional transportation infrastructure. However, the Santa Cruz Branch Rail Line is different from the Highway 1 facility in size, geometry and services. Unlike Highway 1, the Santa Cruz Branch Rail Line has not be identified as an impediment to north-south bicycle transportation as stated on page 5-7 of the Plan.

Complete Streets

The Plan relies on activity centers and corridors designed to make it easier to walk, bike and take transit to destinations as a foundation for sustainable development. It will be important to ensure that the new context sensitive transportation concepts function as intended to achieve the Plan’s vision. RTC staff recommends that the Plan incorporate steps to ensure transportation facilities will be well utilized by addressing the unique needs and improve the experience of roadway user groups. The *Monterey Bay Area Complete Streets Guidebook*, Table 3: Roadway Users Needs, describes different user groups, the problems they encounter and design solutions and applications. For instance, bicycle lanes providing access to neighborhood goods and services may attract more experienced bicycle riders, but not attract less

experienced bicyclists. Similarly, special consideration should be given to how roadways serve elderly and disabled pedestrians, particularly in locations near senior housing sites. Consideration of cycle tracks along arterials with higher traffic volumes and speeds are an example of where the Plan does introduce a bicycle facility design that may serve advanced and less experienced bicycle riders, including youth.

RTC staff applauds the effort to transform existing transportation facilities to effectively meet the needs for multiple transportation modes using “street types”. The street types effectively prioritize transportation modes on streets within the Plan area and mostly provide a network of transportation facilities for all modes. RTC staff suggests that the segment of Soquel-San Jose Road shown as an Active Transportation street type be re-characterized as a Multimodal Corridor to include vehicles as a prioritized mode. This Soquel-San Jose Road serves regional, as well as local, transportation needs and serves over 18,000 vehicles per day at the primary intersection at Soquel Drive.

A central access point for Live Oak residents to the Santa Cruz Branch Rail Line is in the vicinity of 17th Avenue. 17th Avenue is identified in the Plan as a Multimodal Corridor street type. To provide Live Oak Neighborhoods with better access to the Santa Cruz Branch Rail Line, RTC staff recommends that the Plan consider transportation features on 17th, or alternate routes in the vicinity, that create an environment comfortable for less experienced bicyclists accessing transportation services on the Santa Cruz Branch Rail Line.

New Connections

RTC staff supports consideration of new Highway 1 crossings to reduce distances between neighborhoods and destinations. In recognition of the high cost of new crossings, RTC suggest that the Plan introduce the new crossings with a discussion, which includes the high cost of new crossings, prior to illustrating the new connections as shown in Figure 5-2.

As demonstrated in the Plan’s walkshed analysis, well placed new connections make walking and bicycling more viable transportation options by reducing trip lengths and linking islands of development. The Plan’s proposal to adopt guidelines, which encourage through passage and right-of-way dedication for new pathways, is an important step in providing convenient pedestrian access. As a way to maximize the potential for new connections, RTC staff recommends that the multi-family and the single-family bungalow housing types include bicycle and pedestrian pathways where a new connection will shorten distances for residents to reach nearby goods and services.

41st Avenue in Capitola is a commercial center offering a diversity of goods and services. The commercial center serves both regional and neighborhood needs. The results of the walkshed analysis illustrate the disconnect between development on the west side of Highway 1 and the commercial center to the east. RTC staff recommends that the Plan analyze the affect of a new pedestrian and bicycle overcrossing as part of the walkshed analysis. The new proposed

crossing is shown in page 7-15, but not shown on other maps within the Plan depicting transportation improvement in the same area.

New connections can also be provided by designating locations for pedestrian and bicycle travel through retail parking lots. Designated pedestrian and bicycle access, in the form of crossings and walkways, within parking lots can improve the safety and comfort of pedestrians and bicyclists while making developments more attractive destinations. The Plan may consider including this aspect of parking lot design in the description of Livable Community Design elements.

Cabrillo is one of the top trip generators within the Plan area, with students being the primary travelers. RTC staff recommends that the Plan identify a new Highway 1 crossing in the vicinity of New Brighton State Park and Cabrillo College Drive. The new connection would provide Cabrillo College visitors with a direct link to transportation services on the Santa Cruz Branch Rail Line.

Intermodal Facilities

The Plan recognizes the importance of the first mile/last mile transit concept, which expands the reach of transit through nearby infrastructure improvements. The first mile/last mile concept can also apply to carpool travel. The Plan could better address the first mile-last mile challenges for transit and carpooling by identifying specific strategies for improving intermodal exchange. These strategies may include enhancements to pedestrian facilities and crossings and secure bicycle parking or bicycle services near transit and park and ride lot facilities.

Transportation System Management

RTC staff recommends that the preferred attributes of the Multimodal Corridor street type include transit signal priority and dedicated transit lanes. These strategies increase the number of people utilizing existing transportation facilities and services by improving transit travel times to increase ridership.

Parking

The Plan thoughtfully addresses the role of parking in supporting sustainable development. Shared parking combined with complimentary transportation management districts and programs can help to overcome some of the barriers to more diverse and dense land uses. RTC staff offers the following observations related to parking strategies identified in the Plan:

- Parking districts could also apply to some areas identified as corridor infill, particularly in areas with medium- large employment centers.
- Real time information about parking availability can reduce the time vehicles spend circulating in a search for parking in commercial areas and village centers.

Transportation Next Steps

RTC staff applauds the Plan's identification of next steps for implementing transportation solutions consistent with the Plan's vision. The proposed strategies echo the Monterey Bay Area Complete Streets Guidebook approach of integrating multimodal transportation solutions from policy and planning to construction and maintenance. Although the list of transportation projects to be included in the Plan was not available at the time of review, the list is expected to be ambitious given that some of the transportation concepts presented are new to the Plan area. To support the County of Santa Cruz in funding some of the new proposed improvements, RTC staff recommends that the County of Santa Cruz work with the RTC to develop new sources of funding for transportation projects.

To implement the multimodal planning solutions presented in the Plan's next steps, RTC requests that the County of Santa Cruz coordinate efforts with the RTC's regional complete streets planning work to support an integrated multimodal network across the region.

The Plan appropriately identifies the implementation of transportation demand management measures as an important transportation strategy to support sustainable development. RTC recommends that the County of Santa Cruz work with the RTC to develop a transportation demand management plan and build on the work done by the RTC's Commute Solutions program working with employers to provide transportation solutions to employees.

Thank you for consideration of the RTC staff comments on the Draft Sustainable Santa Cruz County Plan. Please contact Grace Blakeslee of my staff, at (831) 460-3219 or gblakeslee@sccrtc.org, if you have questions concerning these comments.

Sincerely,



George Dondero
Executive Director

Enclosure: RTC comments, Preliminary Draft Sustainable Santa Cruz County Plan, April 2014

Cc: Santa Cruz Metro
RTC
RTC's Bicycle Advisory Committee
Planning staff



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL info@sccrtc.org

April 30, 2013

Kathy Prevesich, Director
County of Santa Cruz Planning Department
701 Ocean Street
Santa Cruz, CA 95062

Ms. Prevesich,

RTC staff would like to applaud the Santa Cruz County Planning Department for the work done so far on developing a range of transportation and land use concepts that would support greater transit use and new bicycle and pedestrian trips along the Soquel Drive Corridor. The vision for the County of Santa Cruz's Transit Corridors Plan is consistent with the Draft Santa Cruz County Regional Transportation Plan Goals and supports many of the RTC's related efforts, including reducing greenhouse gases through a reduction in vehicle miles traveled.

Santa Cruz County Regional Transportation Commission (RTC) staff would like to provide the following comments on the initial concepts for your consideration.

1. Environmental review of a program of Highway 1 investments is currently underway. The Transit Corridors Plan Focus Areas #1 and #3 are adjacent to Highway 1. Please accept the following comments from RTC staff pertaining to the proposed project's proximity to Highway 1.
 - Future potential highway improvements could impact the proposed project areas and nearby intersections. **RTC staff requests that the Transit Corridors Plan consider encouraging sufficient setback from the property lines adjacent to Highway 1 right-of-way to allow for the proposed highway improvements.**
 - **RTC staff supports consideration of the 17th Avenue undercrossing of Highway 1 as shown in Focus Area #1: Concept 2 & 3, for consideration in a future study.** A 17th Avenue undercrossing is not analyzed in the Highway 1 Investment Program.
 - Improving connectivity within focus areas reduces distances between destinations and provides alternative routes for visitors to access goods and services. In order to encourage greater access to goods and services for all modes, **RTC staff supports consideration of a new multimodal transportation facility on the north side of Highway 1 connecting Commercial Way to Mattison Lane and recommend that this new facility include enhanced bicycle and pedestrian facilities.** RTC staff requests that the Transit Corridors Plan consider how this new facility could integrate with future Highway 1 improvements. Some consideration was given to a bicycle and pedestrian facility paralleling Highway 1 in the same location as proposed in Focus Area #1: Concept 3, when developing the Highway 1 improvement program. However, due to funding constraints, a bicycle and pedestrian lane paralleling Highway 1 from Morrissey to Larkin Valley Road was not included in the environmental review currently underway. RTC staff will review the planning work that was completed for this effort and share any pertinent information with County Planning Staff.
 - **RTC staff supports consideration of a new bicycle and pedestrian connection on the north side of Highway 1 connecting 17th Avenue to Mattison Lane and South Rodeo Gulch as**

- proposed in Focus Area #1: Concept 3.** This new facility, when linked to local roads, would create an alternative bicycle and pedestrian route to Soquel Drive, between Commercial Way and 41st Avenue.
- Plans for a new bicycle and pedestrian overcrossing of Highway 1 at Chanticleer will impact the proposed project area. **RTC staff requests that the Transit Corridors Plan coordinate with the RTC staff to ensure sufficient right-of-way for the Chanticleer overcrossing is considered in the Transit Corridors Plan.**
 - RTC staff also supports the dedication of space in Focus Areas #1 and #3 to accommodate future potential transportation facilities that support carpooling and transit activities on Highway 1. As such, **RTC staff requests that the Transit Corridors Plan encourage zoning and easements that allow new developments near Highway 1 to accommodate park and ride lots including transit stops, and parking for autos and bikes.**
2. RTC took ownership of the Santa Cruz Branch Rail Line Right-of-Way in 2012 to preserve the line and maximize future transportation uses. The Transit Corridors Plan Focus Area #4 is adjacent to the rail line right-of-way. Please accept the following comments from RTC staff pertaining to the proposed project's proximity to the rail line.
- The Draft Monterey Bay Scenic Sanctuary Trail Master Plan proposes an approximately 12 foot bicycle and pedestrian path on the coastal side of the rail line right-of-way adjacent to Focus Area #4. This is the minimum recommended width for this trail. **RTC staff requests that the Transit Corridors Plan encourage easements from property owners to provide for a wider than minimum trail width in high use urbanized areas, such as this one.**
 - The Draft Monterey Bay Scenic Sanctuary Trail Master Plan proposes a new pedestrian at-grade crossing adjacent to the Simpkins Family Swim Center parking lot to access El Dorado Avenue on the inland side of the tracks. **RTC staff supports inclusion of this pedestrian crossing in Focus Area #4.**
 - RTC staff supports maintaining public access between developments and the rail line right-of-way to maximize future opportunities for visitors and residents to utilize the rail line for transportation and/recreational purposes. **RTC staff requests that the Transit Corridors Plan encourage easements from property owners that support public access between Brommer Street and the rail line right-of-way.**
 - Given the proximity of the rail line to a multitude of residential, retail, and activity centers in addition to Focus Area #4's proximity to two major collector roads (17th Avenue and Brommer Street), RTC staff also supports the dedication of space to accommodate future potential transportation facilities that support transit activities on the rail line. As such, **RTC staff requests that the Transit Corridors Plan encourage zoning and easements that allow new developments to accommodate potential future rail transit facilities including passenger stop platforms, parking for autos and bikes, and drop-off/pick-up area.**
 - RTC encourages land use that increases density and diversity of uses near the rail line and provides services to residents, visitors, commuters, and recreational uses. **RTC staff request that the Transit Corridor Plan encourage uses adjacent to the rail line that compliment transportation and recreational uses in the rail line right-of-way, such as public facilities (e.g. rest areas, paved parking, information kiosk, picnic tables, public bathrooms), and commercial services (e.g. food, bike support, equipment).**
3. The Transit Corridors Plan considers several new bicycle and pedestrian improvements. **RTC staff supports bicycle and pedestrian improvements on Soquel Drive as well as alternative bicycle and pedestrian routes that parallel Soquel Drive and in neighborhoods on lower speed and low volume routes or new multiuse connections.** These routes should provide safe, convenient and

comfortable short links between residents and nearby goods and services and transit. As such, RTC staff recommends the Transit Corridors Plan encourage easements from property owners that create new bicycle and pedestrian access between residential and commercial areas. In addition, RTC staff recommends an improved bicycle and pedestrian connection between Mission Drive and Paul Sweet Road, which connects to Brookwood Way, be considered in Focus Area #1.

4. Parking requirements are a key issue when considering increased density and diversity of land use. RTC staff encourages the Transit Corridor Plan to identify tools to support shared parking and coordinated transportation demand management programs including, but not limited to, incentives for reduced parking requirements, carpooling and vanpooling, biking and walking, emergency ride home programs, safe pedestrian access to and between buildings, and secure bicycle parking. RTC staff is available to work with County staff to develop specific program language.
5. RTC staff recently completed an assessment of “complete street” facilities in areas identified for more intensive use as part of the development of the Regional Transportation Plan and tri-county Sustainable Communities Strategy. The result of this assessment is a list of projects that enhance bicycle and pedestrian facilities. RTC staff recommends that the Transit Corridors Plan encourage enhanced bicycle and pedestrian amenities which prioritize bikes and pedestrians, including, but not limited to, buffered sidewalks, painted and/or buffered bicycle lanes, multiuse paths and bike boxes and bike/pedestrian priority at intersections.
6. In order to improve transit travel times in congested areas, RTC staff recommends that the Transit Corridors Plan consider roadway and intersection designs that provide transit priority, and transit pullouts.
7. Improving connectivity within focus areas reduces distances between destinations and provides alternative routes for visitors to access goods and services. In order to provide shorter and more convenient bicycle and pedestrian access between destinations, RTC staff supports new streets that reduce distances between destinations for bicycle and pedestrians and provide a comfortable bicycle and pedestrian environment.

Sincerely,



George Dondero
Executive Director

S:\LandUse\Soque\TransitCorridor\RTCCommentLetter_April2013.docx

FW Draft Sustainable Santa Cruz County Plan

From: Grace Blakeslee <gblakeslee@scrtc.org>
Sent: Thursday, August 07, 2014 11:57 AM
To: Sarah Neuse
Subject: FW: Draft Sustainable Santa Cruz County Plan

One more administrative type comment- sorry for sending for sending you two separate emails regarding administrative draft type comments.

Page 5-8, the bottom graphic should say Class III, not Class II.

Staff usually doesn't point out typos in draft documents, as I suspect County staff will catch these, but, staff felt we should forward the comment on to you since this one is transportation related

Thank you,

Grace

From: Grace Blakeslee
Sent: Wednesday, August 06, 2014 4:47 PM
To: 'County of Santa Cruz Planning Department'
Cc: Paila Levine; Kim Shultz
Subject: Draft Sustainable Santa Cruz County Plan

Sarah,
Below please find comments on the draft plan that are really more administrative draft type comments, but important nonetheless, and will not included in the letter from RTC. The RTC staff letter is under review and will be submitted late next week.

- * Sutter Surgery Center is shown in Figure 1-2, Figure 4-1, Figure 4-7 as located on 17th. The Center is located at Chanticleer.
- * I really liked the inclusion of the Street and block Patterns with walkable distance and times. However, I felt that the images didn't communicate the concept well. It took a bit of studying to try to get what was trying to be communicated.
- * Page 5-5 credits the hwy 17 express service to Amtrak without recognition of the role played by Metro and VTA.
- * The walkshed analysis near Dominican may better serve its purpose by placing the origin in the middle of the "medical district". This would also provide a better demonstration of the effectiveness of new overcrossings linking the medical district/soquel/ and Live oak.
- * Page 5-18 doesn't list Capitola and Brommer as providing E-W connections in the Plan area, but Page 5-4 does
- * Please correct 5-19 to reflect that Park Avenue does have access to Highway 1. There is also an undercrossing of Highway 1 at Roberson Street/Whart Road.

Best,

Grace

FW Public Review Draft of Sustainable Santa Cruz County is available plus meeting reminder

From: Pai a Levine <Pai a.Levine@santacruzcounty.us>
Sent: Tuesday, August 05, 2014 10:28 PM
To: Sarah Neuse
Subject: FW: Public Review Draft of Sustainable Santa Cruz County is available, plus meeting reminder

Could not tell if I previously forwarded for collation...
pai a

-----Original Message-----

From: Steve Piercy - Website Builder [mailto:Web@StevePiercy.com]
Sent: Tuesday, July 22, 2014 12:35 AM
To: Pai a Levine
Subject: Re: Public Review Draft of Sustainable Santa Cruz County is available, plus meeting reminder

Hi Pai a,

I found some errata and I have offered my corrections below.

Page 5-3:
"safety improvements are shown in the Aptos/Spate Park Circulation Focus Area of Chapter 7."
s/b
Aptos/State Park

Page 5-5:
"Currently, there is no direct transit service between the cities of Monterey and Santa Cruz."

This is incorrect. Monterey Salinas Transit operates the 78 Express.
<http://www.mst.org/wp-content/media/78.pdf>

Page 5-8:
natural geographic
s/b
Natural geographic

Page 96 map of Walkshed
A square indicates a "Site of Possible Future Highway 1 Overcrossing". There are existing crossings of Highway 1 at points where squares are placed, at Robertson, Porter, and Capitola. Additionally there is a possible crossing at Cabrillo College Drive where it turns from east-west to north-south and enters the campus. I think the rail trail plan mentions it.

Page 5-19
Under "North-South Connectivity", Robertson/Wharf Road is omitted as an undercrossing of Highway 1.

Page 5-20
"Capitola Avenue between Soquel Drive and 41st Avenue"
s/b
Capitola Road
[I remember that Avenue goes north-south because "A" points north and "v" points south.]

Page 5-22
Photo missing "title?" is a good depiction of leap-frogging.
Suggest "A bicyclist must 'leap-frog' around a bus at a transit stop that is blocking the bike lane, and may

FW Public Review Draft of Sustainable Santa Cruz County is available plus meeting reminder use the full lane in accordance with California Vehicle Code 21202."

Page 5-24

time-restricted on-street parking available Soquel Drive, s/b time-restricted on-street parking is available on Soquel Drive,

campus is located nearby. Cabrillo is s/b campus is located nearby. Cabrillo is

Page 5-26

form of new facilities or improvements s/b form of new facilities or improvements

Pages 7-13 and 7-15

There is no existing "multi-use connection" extending 41st Avenue north of Soquel Drive. Either it should be removed or labeled as "potential multi-use connection".

Page 7-15

FORMALIZED s/b FORMALIZED

Appendix A-3

In area of the rail trestle and historic 2-lane bridge s/b In the area of the rail trestle and historic 2-lane bridge

--steve

On 7/18/14 at 7:17 PM, Pai a. Levine@santacruzcounty.us (Pai a Levine) pronounced:

>Dear Advisory Group members,

>

>As we hope you are all aware, there is an Advisory Group meeting this >Wednesday evening, July 23 to review the draft Plan which has just been >completed. The meeting will be a joint session with the Planning >Commission. The Public Review Draft of the Plan is available to be >downloaded here:

>

><https://placeworks.sharefile.com/d/se2e37987a51435fb>

>

>If it is easier for you to work with individual chapter files, those >are available as well:

><https://placeworks.sharefile.com/d/s1574948ce7e4383b>

>

>The public review period is July 18 - August 18. Details about >additional next steps are contained in the cover letter, attached.

>If you prefer a hard copy please call Sarah Neuse at 454-3290 or email >her at sarah.neuse@santacruzcounty.com <<mailto:sarah.neuse@santacruzcounty.com>>.

>It will be very helpful if you bring your hard copies with you on Wednesday.

>Lastly, the location of the meeting is the Loudon Nelson Community >Center in Santa Cruz, multi-purpose room, at 7:00 PM.

>

>Thank you very much for all your efforts and contributions,

>

>Pai a Levine for the Sustainable Santa Cruz County team

Page 2

FW Public Review Draft of Sustainable Santa Cruz County is available plus meeting reminder
>
>

Steve Piercy Website Builder Soquel, CA
<web@StevePiercy.com> <<http://www.StevePiercy.com/>>

Comments on the Sustainable Santa Cruz County Plan

July 2014 Draft

John Hunt, Commissioner, Santa Cruz County Commission on the Environment

Having received a presentation on the Draft Sustainable Santa Cruz County Plan at the July 23, 2014 Commission on the Environment meeting, I have a few general comments.

(1) The word “sustainable” has much baggage and many definitions, from “keeping businesses operating” to “the three Es” in the Plan to “no change on the ground.” Definitions are important here, and I believe the best is still:

“...the transcendent challenge of our age (is) to “make development sustainable – to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs.” United Nations World Commission on Environment and Development (WCED). 1987. Our Common Future. Oxford: Oxford University Press. Page 8.

<http://upload.wikimedia.org/wikisource/en/d/d7/Our-common-future.pdf>

<http://www.un-documents.net/wced-ocf.htm>.

The main point here is that I think the Plan needs to be more future-looking, with specific reference to how it promotes the well being of County residents and natural systems 20, 50, and >100 years into the future.

(2) With this in mind, the major concern I have is that the Plan focuses on streetscapes and limited segments of transportation corridors without emphasizing larger regional concerns. While I am impressed with and support the local design features, I am concerned there is an emphasis on fitting more people into available space. Greater population clearly leads to resource stress (particularly for water). I am willing to accept that better design may diminish traffic and reduce water and energy demand, but the features that accomplish this must be firmly established in code or on the ground before (re)development increases density and population.

The Plan should directly and specifically demonstrate how increased local density does not lead to increased regional population and decreased natural resource integrity now and into the future

(3) Given the above, I would love to see the neighborhoods improved as described in the Plan. Incorporating the Plan design components in code and perhaps construction loan conditions might perhaps make this come to pass over time. It is important that the construction of new public spaces does not promote crime.

(4) I hope that the rail line will be considered as a “front door” feature in redevelopment, so that business areas open up to that means of access and integrate drop-offs and stations into the fabric of convenient shopping and dining.

Overall, I very much like the look of this. With more specific focus on the future and on regional population/resource concerns, I would be very supportive.

Public Comment Re:General Plan and the draft Sustainable Santa Cruz County plan
From: Vivian Fenner-Evans <vivianfenner-evans@yahoo.com>
Sent: Tuesday, August 05, 2014 6:04 PM
To: Sarah Neuse
Subject: Public Comment Re:General Plan and the draft Sustainable Santa Cruz

County plan

Sara,

Please include my comments regarding the Sustainable Santa Cruz County Plan.

I urge you to PLEASE remove the proposed "potential multi-use connection" by extension of 41st Avenue north across two riparian corridors and steep terrain into Soquel High School and Anna Jean Cummings Park. The current bicycle and pedestrian access from the north, east, and south is much much more than sufficient, and preferred improvements would be to provide bicycle access along Porter Street between Soquel Drive and O'Neill Lane (the vehicle entrance to Soquel High). There is no need to extend 41st avenue. This is the last bit of open space in Soquel. There have already been hundreds of residents from Soquel and surrounding communities that have attended community meetings with John Leopold present; and, all were advocating to leave the open space at Anna Jean Cummings as it is. If there are sufficient improvements in the village for pedestrians and bicyclists then there is no need for the 41st extension. Please remove this proposed language "multi-use connection" by extension of 41st Avenue north across the two riparian corridors and steep terrain into Soquel High and Anna Jean Cummings park from the Santa Cruz County plan.

I would appreciate that my comments have been received and documented. I would like a confirmation that my comments were received and documented.

Thank you.

Vivian Fenner-Evans,
Soquel Resident

RE Bike Lanes!

From: Sarah Neuse <Sarah.Neuse@santacruzcounty.us>
Sent: Monday, July 28, 2014 3:35 PM
To: 'Robin Moore'
Cc: Paola Levine
Subject: RE: Bike Lanes!

Hi Robin,
Thanks for submitting your comment on the Sustainable Santa Cruz County Plan.

From: Robin Moore [mailto:robinthomasmoore@gmail.com]
Sent: Monday, July 28, 2014 2:59 PM
To: Sarah Neuse
Subject: Bike Lanes!

Hi,

I am an avid bike commuter here in Santa Cruz, often riding along Soquel Ave through town all the way Cabri llo College. A separate bikeway would be really great and encourage more people to use their bikes!

Thanks,
Robin

RE Input about Sustainable Santa Cruz County Plan

From: Pai a Levine <Pai a. Levine@santacruzcounty. us>
Sent: Thursday, July 24, 2014 10: 37 AM
To: Greg Peppi ng
Cc: Nancy Gordon; Sarah Neuse
Subject: RE: Input about Sustainable Santa Cruz County Plan

Received. Thank you Greg,
Pai a

From: Greg Peppi ng [mai l to: gpeppi ng@coastal -watershed. org]
Sent: Thursday, July 24, 2014 8: 32 AM
To: Pai a Levine
Cc: Nancy Gordon
Subject: Input about Sustainable Santa Cruz County Plan

Hello Pai a,

I'm taking some time during our COE meeting to draft a few comments, trying to be efficient with time. Just listing these as bullets; please let me know if something doesn't make sense.

- Figure 5-11 has multiple shades of blue that make it challenging to see which is which street type.
- Figure legends in general are nearly too small to read; for some people I'm certain that's the case.
- I could not find what the land use type "employment" meant, and was confused by that.
- For water recharge, it could be useful and/or instructive to make use of the recently developed maps showing optimal areas for groundwater recharge. John Ricker has access to them I believe.
- The left side of some pages aren't readable as they're pinched into the margin. If this same binding style is used, that could be improved. Ex: pages 5-1, 5-5, 5-23.
- Descriptions of non-priority uses (on p. 5-10) suggest (to me) that cars may not be very viable on "Active Connector" roads. If that's not the case, perhaps I might not be the only person mistake about it. Perhaps worth clarifying?

-I also want to reiterate the importance of, IN the document, and in all presentations/discussions OF the document, to offer framing that explains how this plan relates to, fits with, compares to, etc., the LCP, General Plan, EVS, existing codes, etc. That clarity aids all audiences, and garners more community input and participation. This is somewhat confusing stuff, when considering the many different documents, so the reminder is to take great care to use language that explains things as clearly as possible.

I hope this is helpful. Thanks for all of the hard work.

-Greg

Greg Peppi ng
Executive Director
Coastal Watershed Council

RE Input about Sustainable Santa Cruz County Plan
<http://coastal-watershed.org/>
Office: (831) 464-9200
gpepping@coastal-watershed.org

'Like' CWC on Facebook!

RE Public Comment

From: Michael Pisano <mpisano@ucsc.edu>
Sent: Thursday, July 24, 2014 11:44 AM
To: Pai a Levine; Sarah Neuse
Subject: RE: Public Comment

Hello Pai a, Thank you for your time and consideration – Yes, Please forward to all.

Regards

Michael Pisano
UCSC - SHROperations/BAS – Team Two
Service Operations Specialist/Tel: 831-459-1867 - Fax: 831-459-4626
Eml: mpisano@ucsc.edu / Mail Stop: SHR - Service Teams
Work Schedule/Plan de trabajo: Days/Dias; Mon thru Fri – Hrs; 8am to 5pm
SHRWeb: <http://shr.ucsc.edu>
BWWeb: <http://biweekly.ucsc.edu/prepare/contact.html>
TKWeb: <http://shr.ucsc.edu/ops/index.html>
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From: Pai a Levine [mailto:Pai a. Levine@santacruzcounty.us]
Sent: Thursday, July 24, 2014 11:35 AM
To: Michael Pisano; Sarah Neuse
Subject: RE: Public Comment

Michael,
Thank you for the comments. Because there are detailed suggestions for Metro included, do you object if I forward to the member of the Advisory Group who represents Metro? I also suggest members of the RTC see your comments, but you may have already taken care of that.
Thank you for the input,
Pai a Levine
Principal Planner
County of Santa Cruz
Phone (831) 454 5317

From: Michael Pisano [mailto:mpisano@ucsc.edu]
Sent: Thursday, July 24, 2014 11:28 AM

Page 1

RE Public Comment

To: Pai a Levine; Sarah Neuse
Subject: Public Comment

Hello Pai a & Sarah,

Thank you for the very informative meeting last night.

My wife and I are very lucky and fortunate to be living in Paradise. Basically we want to be able to safely get downtown for a meal, a movie and meal, or just enjoy: Downtown Santa Cruz, Capitola Village, or the Beach – and safely get back home. We don't mind waiting or rushing for a bus, but we would like better available times for enjoying our special area.

We do run into some issues with other forms of transportation - Now if we take our bikes we would need to take another shower, which we may get fined if we use too much water. If we do not use enough water we will get hit with a water recovery fee (catch 22). If we take the bus we might only have a half hour to enjoy a meal in Capitola Village before we can catch the last bus at 6:30pm (blocks away), and we have to take a taxi for \$20 or \$30 dollars (which gives us less to spend on our trip). By the way - We are in a quandary why we can't get to Capitola Villages by bus. We also are in a quandary how we cannot get safely home from the Boardwalk past 8:30pm during the Summer. We don't mind walking from the Boardwalk to Santa Cruz Metro, but the link from the Boardwalk to Downtown is not well lit at night. The section from the Laurel Street extension to Laurel Street is a scary dimly-lit curve (If this area had better lighting by the Kaiser Arena may be a solution).

I liked the idea of less parking requirements, but better transit access to where you want to go.

The Sustainability Draft missed the Idea of Personal Rapid Transit (PRT) – I included links below of what has already been completed for Santa Cruz.

My wife and I like to ride our bikes and take the Metro whenever we can. Sometimes this is not possible, and we have to take a taxi home (\$15.00 from Santa Cruz Downtown). We are fortunate enough to use the UCSC Night Owl service a few times.

The times for the bus is not convenient for certain areas (I work at 1201 Shaffer) – Bus 20 consistently misses Pacific Shores bus stop (The Metro does not always stop at Pacific Shores during normal business hours – 8 to 5 (some work 7 to 4). My son works in Scotts Valley @ Threshold (a large employer in Scotts Valley & Santa Cruz) and cannot take a Bus to work or back home efficiently – He works from 6am to 2:30pm. Maybe the Metro and Threshold could talk and come up with a solution (most of Threshold workers come from Watsonville so the 6am start time is set to miss early commute traffic on Hwy1).

We would use the available transit more If we can safely and affordably get to where we want to go.

RE Public Comment

Most workers get off work Weekdays between 2:30pm and 5:30pm – so to use the Metro to get a meal at Capitola Village is not accessible. The Metro should run at least to 9pm to enjoy our area (or 10pm for restaurant workers to get home).

My wife and I have been involved with several focus groups in the Area – UCSC Housing Focus, the SCCRTC passenger rail service and now the Sustainable Santa Cruz group.

I have been involved with several housing focus groups on campus ran by outside consultants. So far the consultants are recommending 1500 more student beds (I am saying they need at least 4000 more beds to help stem the tide of students going off campus to live – The more students that live on-campus will help lower rents in Santa Cruz). I have only seen preliminary results from Faculty & Staff from the survey with no actual recommendation yet from the consultants – besides more of the 80% adjusted to local housing pricing available for staff. UCSC is going from 16,000 students to 23,000 students next year (Maybe limit UCSC students living off campus to 20% to help lower city rents?). The city may need to allow more water hook ups for campus growth.

My wife and I are currently on Measure “0” housing on campus, which we have to move out in December 2015. We have also applied at Sycamore Commons Apartments as well – keeping our fingers crossed. We are also trying to buy on campus at the UC, but we are #60 on the UCSC housing waiting list. The current mortgage situation is causing trouble for UCSC housing for the Laureate Court Condos (basically the UC owns more than 50%, and mortgages are not yet available - so 15 condos are in limbo). This skews the percentage a little for housing splits, which is 80% Faculty, 15% Staff, and 5% Non-Senate Academics.

Regards

Transit Links Below:

Please take the Survey (ends Aug 4th, 2014):

<http://www.sccrtc.org/projects/rail/passenger-rail/>

Santa Cruz Specific - Personal Rapid Transit Information (PRT)

<http://www.santacruzprt.com/>

http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CCoQFjAB&url=http%3A%2F%2Ffacul ty.washi ngton.edu%2Fjsbs%2Ffi trans%2Fbi g%2Fsantacruzprt.pdf&ei=IiTRU4TQMI f7iwLE_4GgBQ&usg=AFQj CNFaVZj sYbhj htNrKYYp9yxwsbY0Ew&si g2=MWXhY1aI WCdWT7UCGDsI 5Q&bvm=bv. 71667212, d. cGE

Several PRT Presentations to the City of Santa Cruz

<http://www.ci tyofsantacruz.com/i ndex.aspx?page=1502>

Thank you for your time and consideration

Michael Pisano

UCSC - SHROperations/BAS – Team Two

RE Public Comment

Service Operations Specialist/Tel: 831-459-1867 - Fax: 831-459-4626

Eml: mpi sano@ucsc.edu / Mail Stop: SHR - Service Teams

Work Schedule/Plan de trabajo: Days/Dias; Mon thru Fri - Hrs; 8am to 5pm

SHRWeb: <http://shr.ucsc.edu>

BWWeb: <http://biweekly.ucsc.edu/prepare/contact.html>

TKWeb: <http://shr.ucsc.edu/ops/index.html>

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**Santa Cruz County
Business Council**

August 18, 2014

Kathy Previsich, Director
Planning Department
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

Ms. Previsich:

The Sustainable Santa Cruz County Plan (Plan) demonstrates the County's desire to approach land use, infrastructure, transportation and development in more forward-thinking, sustainable ways. The Santa Cruz County Business Council (SCCBC) is supportive of this approach and appreciates the work that went into creating the Plan. Generally speaking, we are supportive of the core principles of sustainable, transit oriented development, which typically involves higher density, as well as more flexible land use and zoning designations. Based upon the findings in the Plan, this sort of development will be beneficial for the environment, but also beneficial for business, and will thus improve quality of life for Santa Cruz County residents. It is also important to recognize that while much of the Plan focuses on the unincorporated urban core, many of the recommendations put forth promote community vitality across the County through efficient design and use of available resources.

Through our analysis of the specific strategies outlined in the Plan, SCCBC requested and received feedback from a number of our members, both directly linked to the Plan's geographic focus area, and beyond. Through internal deliberation we have formulated a series of responses to some of the specific recommendations found in the Plan. These specific responses/comments are linked directly to recommendations SCCBC made during early summer of 2014. Those recommendations were distributed to County Planning staff, members of the County Board of Supervisors and to the broader countywide business community during June 2014. They have been refined slightly based upon recent analysis. These recommendations, and our related comments, are attached to this cover letter.

Thank you for the opportunity to provide feedback. Please let us know if you have any questions related to this letter or the comments found in the attachment.

Sincerely,

Joe Foster
Executive Director



Overview of Comments

The numbered/**bolded** items represent recommendations that the Santa Cruz County Business Council (SCCBC) made during the development process of the draft Sustainable Santa Cruz County Plan (Plan). These recommendations were arrived at through internal deliberations amongst our members. Originally, when submitted to County officials in June 2014, we outlined seven (7) recommendations. After our review of the draft Plan, we have narrowed the list down to five (5).

Our analysis of the Plan is based upon how the Plan addresses these recommendations:

1. **Emphasize the goal of “ensuring that regulations encourage private investment.”**

- a. Our comments related to the County’s Economic Vitality Strategy (EVS) mention the draft Plan quite often, so it is only fitting that we mention the EVS while commenting here. Having a streamlined, predictable, easy to navigate planning process will be the first key to succeeding in the encouragement of private investment. The Sustainable Plan should have language in support of the EVS’s goal 2 strategies and recommendations which address internal Planning processes.
- b. We are supportive of zoning flexibility through greater use of overlay districts, which encourage but do not mandate particular uses. These new zoning designations overlay existing designations to promote additional uses that would not be allowed under current zoning. We hope that the portfolio of new designations will have a flexible element to it, so as to not create challenges to certain projects that may require some variance to specific land use designations.
- c. We see positive steps toward feasibility of sustainable development through:
 - i. floor area ratio (FAR) requirements allowing square footage to determine potential for zoning adherence rather than basing decisions off number of potential units. This will encourage the high density projects needed within the Plan’s focus area.
 - ii. changing the mixed use FAR requirements for multifamily units from .5 to 1.5.
 - iii. easing height restrictions for mixed development and projects meeting set “community benefit” criteria (ex: allowing for 4 stories at 50 feet, with commercial units on the bottom);
 - iv. the recognition that mixed use development reduces the demand for further parking (if the developer can submit a study showing that a project will have little impact on parking);
 - v. creating a max level of parking per transportation district; among others.
- d. Providing incentives for projects that meet “community benefit” criteria
 - i. Establishing this type of incentive program will encourage private investment. Specific incentives allowing density bonuses, reduction in parking requirements, reduction in planning/permitting fees, and expediting project permits, will go far in encouraging investment. As elements of this Plan are put into practice, we would like to see the

County continue to work with community stakeholders to audit the incentive program on a regular basis. The purpose being to determine if the program is accomplishing its goal of incentivizing projects that provide “community benefit.”

2. Simplify the Plan’s multiple commercial districts.

- a. The draft Plan does not simplify the number and type of commercial zoning designations. Rather than simplifying the number of zoning designations, the Plan introduces a number of “flex” designations and “overlay zones” which all have associated recommended uses. While we understand that the intention behind these different zoning designations is to improve flexibility, we have concerns that the various designations could provide roadblocks to certain projects in the future.

3. Add specific policy language to make viability and functionality the key elements in project review in the Plan area.

- a. We feel this recommendation has been addressed through the draft Plan’s narrative and many of the specific action items. Again, while the wording of this may seem vague, we are asking that the project review process be mindful of developers’ ability to make projects feasible.

4. Re-focus the design review process in an intentional and constructive way.

- a. Refer to comment 1(a) made above referencing the draft EVS.
- b. We are encouraged by the draft Plan’s thorough analysis of existing land use designations, traffic patterns, and an assessment of “community character.” The draft does a good job evaluating existing uses along key corridors, including residential, educational, medical, commercial and industrial. It also takes into account demographic and future growth trends.
- c. In terms of simplifying the overall approval process for various uses, the draft Plan attempts to do this by providing various new zoning overlays. However, these new overlays, as well as the proposed land use designations, may provide added scrutiny for projects during the review process. That being said, should projects meet the outlined criteria listed in the “focus areas” (chapter 7), the review process could be relatively streamlined.

5. Deal with traffic/mobility issues holistically.

1. We appreciated the direct, data driven approach to traffic and mobility planning. The identification of key circulation patterns already in effect, and promotion of further sustainable transportation patterns within the core areas of focus, is a step in the right direction toward laying the groundwork for broad mobility planning.
2. In “Chapter 8 - Implementation,” necessary next steps are identified to create a countywide vision for multimodal transportation. Key metrics for future evaluation, including the reduction of total Vehicle Miles Travelled (VMT), and acceptable levels



- of service as defined by the county (LOS), are also addressed. Additionally, the draft Plan proposes to create a multi-modal checklist for each focus area, as well as the preparation of both a Transportation Demand Management Program and a set of Transportation Impact Analysis Guidelines. All of these recommendations are supportive of holistic traffic/mobility planning which we feel is key to future transportation infrastructure in the Plan area. Having specific, set guidelines will help mitigate time and effort spent dealing with traffic issues on a project-by-project basis.
3. The Plan has to take Highway 1 into account. Traffic and mobility in the Plan area are greatly impacted by the flow, or lack thereof, on Highway 1. Recommendations related to transportation and mobility should place emphasis on expediting auxiliary lane completion, improved on-/off-ramp flow and other traffic mitigating measures.

Sustainable Santa Cruz - Affordable Housing Impact

From: Diana Al Faro <dalfaro@midpen-housing.org>
Sent: Monday, August 11, 2014 3:00 PM
To: Sarah Neuse
Cc: Porcila Wilson
Subject: Sustainable Santa Cruz - Affordable Housing Impact

Hi Sarah,

As promised here is some information about Housing Types and Proximity to Amenities from the Tax Credit Allocation Committee. I am also sending you the link to the program regulations so that you can use as a reference (TCAC Regulations). Like I mentioned during the sustainable Santa Cruz meeting, we (and other non-profit developers) are very dependent on the Low Income Housing Tax Credit program and try to identify sites based on certain parameters written within their regulations. All of the MidPen projects based in the unincorporated Santa Cruz County have tax credit financing, including Aptos Blue, The Farm, and Schapiro Knolls. Sorry this is a very wordy e-mail but I wanted to make sure I included the most important parts.

Housing Type

- * Large Family Projects (pages 54-57 of Regulations; Section 10325(g)(1-3))
 - o At least 30% of the Tax Credit units in the Projects shall be three bedroom or larger units, with the remaining units configured based on the demand established in the basic threshold requirements (see Below).
 - o One bedroom units must include at least 500 square feet and two-bedroom units must include at least 750 square feet of living space. Three-bedroom units shall include at least 1,000 square feet of living space and four-bedroom units shall include at least 1,200 square feet of living space, unless these restrictions conflict with the requirements of another governmental agency to which the project is subject to approval. These limits may be waived for rehabilitation projects, at the discretion of the Executive Director.
 - o Bedrooms shall be large enough to accommodate two persons each and living areas shall be adequately sized to accommodate families based on two persons per bedroom;
 - o Four-bedroom and larger units shall have a minimum of two full bathrooms;
 - o The project shall provide and appropriately sized common areas(s). For the purposes of this part, common areas shall include all interior common areas, such as the rental office and meeting rooms, but shall not include laundry rooms or manager living units, and shall meet the following size requirement: projects comprised of 30 or less total units, at least 600 square feet; projects from 31 to 60 total units, at least 1000 square feet; projects from 61-100 total units, at least 1400 square feet; project over 100 total units, at least 1800 square feet. Small developments of 20 units or fewer are exempt from this requirement
- * Senior Projects
 - o No more than twenty percent (20%) of the low-income units in the project shall be

Sustainable Santa Cruz - Affordable Housing Impact

larger than one-bedroom units, unless waived by the Executive Director, when supported by a full market study. One larger unit may be included for use as a manager's unit without a waiver

- o Common area size and bedroom size are similar to large family type
- * SRO Projects
- o SRO Units are efficiency units that may include a complete private bath and kitchen but generally do not have a separate bedroom, unless the configuration of an already existing building being proposed to be used for an SRO dictates otherwise. The maximum size for an SRO unit shall be 500 square feet, while the minimum size for new construction SRO units shall be 200 square feet. At least 90% of the units in the project must meet these requirements

Basic Threshold Requirements (pages 47-48 of Regulations; Section 10325(f)(1))

- * Housing need and demand. Applicants shall provide evidence that the type of housing proposed, including proposed rent levels, is needed and affordable to the targeted population within the community in which it is located. Evidence shall be conclusive, and include the most recent documentation available (prepared within one year of the application date and updated, if necessary). Evidence of housing need and demand shall include:
 - o Evidence of public housing waiting lists, by bedroom size and tenant type, if available, from the local housing authority; and Please note that current Housing Authority waitlist has over 12,000 people listed.
 - o A market study as described in Section 10322(h)(10) of the regulations, which provides evidence that:
 - ? The demand for the proposed project's units must appear strong enough to reach stabilized occupancy – 90% occupancy for SRO and Special Needs projects and 95% for all other projects – within six months of being placed in service for projects of 150 units or less and within 12 months for project of more than 150 units and senior projects.

Site Amenities (pages 31-34 of Regulations; Section 10325(c)(5)(A)(1-9)) This section can be confusing so

I will summarize it as simply as I can. The goal is to reach 15 points so that we can be considered a 9% tax credit project (we cannot get all points within one category). This means we get more credit and are more desirable to investors. Aptos Blue received \$1.14 for each \$1 of tax credits

- * Transit Amenities
 - o 7 Points – within ¼ mile of transit station or stop with service every 30 minutes during peak hours (7am-9am; 4pm-6pm). Project must also have density of 25 units/acre
 - o 6 Points – within ¼ mile of transit station or stop with service every 30 minutes during peak hours (7am-9am; 4pm-6pm)
 - o 5 Points – within 1/3 mile of transit station or stop with service every 30 minutes during peak hours (7am-9am; 4pm-6pm)
 - o 4 Points – within ¼ mile of transit station or stop
 - o 3 Points – within 1/3 mile of transit station or stop
- * Public Park or a Community Center (park does not include school ground unless there is a bona fide, formal joint use agreement between the jurisdiction responsible for parks/recreational facilities and the school grounds and/or facilities)

Sustainable Santa Cruz - Affordable Housing Impact

- o 3 points – within ¼ mile
- o 2 points – within ½ mile
- * Library
- o 3 points – within ¼ mile
- o 2 points – within ½ mile
- * Grocery Store/ Supermarket
- o 5 points – within ¼ mile of full scale store with 25,000 gross interior square feet
- o 4 points – within ½ mile of full scale store with 25,000 gross interior square feet
- o 3 points – within 1 ½ miles of full scale store with 25,000 gross interior square feet
- o 4 points – within ¼ mile of a neighborhood market of 5,000 gross interior square feet
- o 3 points – within ½ mile of a neighborhood market of 5,000 gross interior square feet
- o 2 points – within ¼ mile of a weekly farmers market certified by the California Federation of Certified Farmer’s Markets, and operating at least 5 months in a calendar year
- o 1 point – within ½ mile of a weekly farmers market certified by the California Federation of Certified Farmer’s Markets, and operating at least 5 months in a calendar year
- * Public Schools (applies only to family projects)
- o 3 points – within ¼ mile of a public elementary school, ½ mile of a public middle school, or 1 mile from a public high school
- o 2 points – within ¾ mile of a public elementary school, 1 mile of a public middle school, or 1 ½ mile from a public high school
- * Senior Center (applies only to senior projects)
- o 3 points – within ¼ mile of daily operated senior center or a facility offering daily services specifically designed for seniors
- o 2 points – within ½ mile of daily operated senior center or a facility offering daily services specifically designed for seniors
- * Special Needs Services (applies only to special needs or SRO projects)
- o 3 points – within ¼ mile
- o 2 points – within ½ mile
- * Medical Clinic or Hospital
- o 3 points – within ½ mile of a qualifying medical clinic with a physician, assistant, or nurse practitioner onsite for a minimum of 40 hour each week, or hospital. A qualifying medical clinic must accept Medi-Cal or Medicare payments
- o 2 points – within 1 mile
- * Pharmacy
- o 2 points – within a ¼ mile of a pharmacy
- o 1 point – within ½ mile of a pharmacy

As you can see, based on amenities alone, being near public transportation is very important for affordable housing. There are additional funding programs that have similar point requirements, however, tax credits are among the most limiting. Please feel free to contact me if you have any questions on this matter or any of the MidPen projects.

Porcila – I am cc’ing you as a FYI.

Thanks,

Sustainable Santa Cruz - Affordable Housing Impact

Diana Alfaro | Associate Project Manager
MidPen Housing
Watsonville Development Office
275 Main Street, Suite 204, Watsonville, CA 95076
t. 831.707.2137 | c. 831.235.1165

Sustainable Santa Cruz County Plan Public Review Draft
From: Lyn S. Hood <lyhood@cabrillo.edu>
Sent: Tuesday, July 22, 2014 9:47 AM
To: Sarah Neuse
Subject: Sustainable Santa Cruz County Plan Public Review Draft

Please do not put sidewalks in Pleasure Point. We have fought against this for YEARS of community meetings and thought we had an understanding with the Planning Department that this was not what the neighborhood wanted. We need our street parking as do visitors who come to surf and park in our neighborhoods. Our streets are too narrow to accommodate both sidewalks and street parking. Putting in sidewalks would restrict public access to the beaches, in addition to making it impossible for residents to park more than one vehicle at their homes in many cases. Many houses in the Point have no parking except in front of their homes. We like our funky beach community and do not want the character of our neighborhood changed.
Thank You
Lyn Hood
36th Ave



Visioning Workshop - October 13, 2012

Workshop Summary

On October 13, 2012 approximately 35 Santa Cruz County community members participated in the first public workshop for the Transit Corridors Plan for Sustainable Communities, hosted by the Santa Cruz County Planning Department with assistance from project consultants. The purpose of the workshop was to provide community members with a background of the Plan, including a brief summary of existing conditions, and to engage the community in a discussion about sustainability within the context of Santa Cruz County, to provide a foundation for the Plan going forward.

1. Workshop Overview

The workshop consisted of two main parts. First, County staff and project consultants opened with a presentation introducing the purpose and structure of the Plan. The presentation also included a brief review of some of the findings of the Existing Conditions Report, including key land use, transportation, and economic findings – three fields which share an interrelationship in regards to sustainability – in the Study Area. The existing conditions information provided a reference for which the community could participate in the second part of the workshop.

The second part of the workshop consisted of a “World Café” small group discussion, where participants divided into small groups of 5-6 people to engage in roundtable discussions about sustainability in Santa Cruz County. In lieu of the standard facilitator-led small group format, the “World Café” format asked each group to select a host from amongst participants to present and lead three discussion sessions, guided by a set of questions. After each discussion session, groups randomly rotated to a different table while the host remained to lead the next discussion to a new group. In this format, participants were able to interact and formulate ideas amongst each other, allowing for a cross-fertilization of ideas, in an informal setting, while County staff and consultants were available to answer questions and assist where needed. The discussion questions for each discussion session are below:

- 1. What does sustainability mean to you, relating to concepts such as environment, equity, and economy?***
- 2. What are the ways that we can become more sustainable in Santa Cruz County?***
- 3. Of the ways to achieve more sustainable communities identified in the prior conversations, which five ideas are most important for Santa Cruz County?***

As each group of participants randomly rotated to a new group for each discussion question, they were able to use the previous group's notes and ideas as reference to spur the next discussion, sometimes even taking notes directly on the previous group's poster. This enabled the cross-examination and a “conversation” between groups of ideas and

suggestions, fostering an environment where participants can build on others' input. Photographs of the notes from discussion questions 1 and 2 can be found in Appendix A.

For Question 3, groups wrote down their ideas on index cards which were then posted on the wall. All participants then reviewed these cards, and placed four adhesive dots next to the ideas that they liked the best. Photographs of the index cards with adhesive dots can be found in Appendix B.

2. Common Themes in Response to Questions 1 and 2

Over the course of the workshop, participants contributed significant and diverse feedback regarding sustainability in Santa Cruz County. Below is a summary of the major themes that emerged throughout the discussions from Question 1 and 2.

There is not one sole meaning to sustainability, but an intertwined relationship between environment, social equity, and economy.

There was a wide variety of answers when asked about the meaning of sustainability. While there were some very specific meanings of sustainability to some, participants most commonly believed that the preservation of the environment, promotion of social equity, and creating economic opportunities were the key tenets of sustainability.

The preservation of open space as a resource to the public is a critical aspect of the county's future livability.

There was great sentiment amongst participants that Santa Cruz County has an unique identity and quality of life that is tied to the area's natural assets. Many felt their connection to the natural environment and access to open space are key reasons they live in the county. To others, the natural resources that give the area its unique character is a large driver of tourism related economy.

Reducing automobile dependency is critical to sustainability.

Throughout the workshop, participants repeatedly cited the problems associated with auto-orientation through a different number of lenses. Many people felt the need to reduce greenhouse gas emissions, relating to the notion of environmental sustainability. Many expressed that a car-dominant environment detracts from livability, and stressed the value for bicycle- and pedestrian-friendly environments. Others felt a personal inclination to use other forms of transportation for convenience and health reasons.

Protect and enhance local agriculture and food production

Many participants believe local food and agriculture is another invaluable resource that would be beneficial to the long-term sustainability of the area, in terms of reducing transportation and protecting soil, as well as boosting the local economy. Community members believe this to be an asset to be fostered and protected in more agriculturally significant portions of the county.

Improve transit opportunities for traveling to school, work, home, and shopping.

Many participants cited the lack of transit services as a key barrier to using public transportation as an alternative method of traveling. Along with the idea of higher-density development that is supportive of transit, participants

expressed a great desire to see improved bus service that connects neighborhood centers, employment centers, and other key areas of everyday lives.

Create high-density development as a means to reduce automobile dependency and create a more livable community in Santa Cruz County.

Many participants felt that higher density development is important for the county. The majority of participants felt that dense, mixed-use development creates densities that can support transit, creating lesser usage of automobiles. They also felt that mixed-use communities create a livelier, walkable street life where people would feel comfortable and safe. Some saw higher-density development at key locations as a means to preserve important county land that is more valuable as open space and a natural resource.

Create a diverse mix of businesses and enhance tourism for the economic sustainability of the county

Many participants felt that in order for the county create and sustain jobs in the future, it must compete as a regional employer of a diverse mix of businesses. In addition to creating support for existing local farms and businesses, the county should develop strategies to attract high-wage jobs, especially in the technology and clean energy industries. Also, many felt the county should build on its strength as a destination for marine tourism.

3. Ways for the County to Promote Sustainable Communities (Question 3)

Appendix B contains photographs of the index cards identifying the most important ways for the County to promote sustainable communities. Ideas generally related to land use and urban design, transportation, economy, and natural resources. The following list generalizes the most common ideas provided in response to Question 3.

1. Create mixed-use development (residential and office) at transit-supportive densities and locations.
2. Increase transit opportunities between major destinations and communities to give greater accessibility not based on single person vehicles.
3. Protect existing, and create new, open space and natural resources.
4. Promote green jobs and technology-related industries.
5. Rejuvenate the local economy by creating living wage jobs and keeping small businesses in town.
6. Encourage local, sustainable agriculture as both a food source and economy.
7. Accommodate bicycles and pedestrians along major corridors.
8. Connect the county to other parts of the region by rail.

Appendices

- A. Small Group Discussion Posters
- B. Index Cards of Best Ideas for Sustainability

A P P E N D I X A

SMALL GROUP DISCUSSION
POSTERS



#2

* Informal Conducity TAXI

Explore Individual Pod/Jitney

41st ↔ SOQUEL
Transportation at Medical
Shopping Areas / Education Areas

* PRT PERSONAL Rapid TRANSIT
ON 41st

between Santa Cruz of Colleges
especially for Boomer Population

Encourage Telecommuting!

JOIN FARM Coops with Delivery

#2

MORE SENSIBL (DOABLE) CONTROL OF
TOXIC RUN OFF (Aq - Septic Systems)

Increase Transit Service

to and from Shopping AREAS

to and from Colleges

to and from Medical Areas / Centers

Discount fare for Seniors & Student

Increase Green Type Buses

Preserve ^{Regional Existing} Open Space for Parks

NO DISC GOLF

EMPHASIZE EMPLOYMENT / JOBS

County Government Van Pools

MORE ZIP CARS

1 Sustainability

ENVIRONMENT

future generations healthy air & soil
open space for community gardens
PARKS
increased transit w/o ↑ pollution

ECONOMY

Reduce/control Agric ^{Toxic} RUN off
More sessions for Stake Holders
^{Community}
EMPHASIZE GREEN JOBS
TRAIN for these
PRODUCE BYCICLE LOCALLY
↑ INCENTIVES TO ATTRACT GREEN BUSINESS
" TO ENCOURAGE
RECYCLE & RE USE RAIN
TO PROMOTE BUSINESSES
TO ACCOMPLISH This

WAYS TO BECOME SUSTAINABLE

~~to ease~~
Easing of restrictions of flood zoning designations.

Incorporating ~~the~~ sustainability as a ~~requirement~~ requirement for planning + development.

✓ Use our land wisely (+ natural resources, water, farms)

Smaller businesses over big box. Startups.

Create jobs that ~~are focused on~~ produce rather than consume.

/// Increase density + ~~div~~ diversity of mixed use (residential, commercial, office, tech, bio-tech, professional services)

✓ Push rail ^{trail} connectivity for ~~the~~ both shipping + transportation + tourism.

Marine conservation industry (MBNMS)

Silicon Valley spillover should capture jobs, not just ~~the~~ residents who commute over the hill. **LOW: BUILD DARK FIBER + TELECOM INFRASTRUCTURE!!!**

✓ GET people out of cars + on to foot, bike, public transit.

Ways to Become Sustainable

SET people out of cars + on to foot, bike, public transit.

2) 9² Ways to Become Sustainable

Provide needed + niche medical ~~services~~ services

- Market rate, affordable housing • and
- right-sized housing, eg SRO's, studios, ~~senior~~ senior housing.

Embrace the sustainable opportunities that we have.

2 (Q1) SUSTAINABILITY: What's it mean?

ENVIRONMENT Maintained in good condition.

Economically

Equity = opportunity to get ahead.

Environment: preserve open space + not develop it, especially natural, riparian habitat for flora + fauna

Preserve our climate in a local, regional + global space.

Preserve cultural sites + heritage

Preservation of our treasures encourages economic vitality

✓ Create new jobs of livable wages + appropriate to our existing conditions + resources

Electronics design + manufacturer

Sustainable = Live + work w/in means; stay out of debt

Diversify job opportunities

2) Q3

✓ H_2O conservation + replenishment.
consumption

- Moved from LA, bought a house w/ yard so I can grow my food → Expand Community gardens, Increasing urban farming opportunities, where people share their yards — like Cuba. Safer

- Support local farms with CSAs

- Bring in / encourage the retention of employees

- Use resources that may have become "off limits". Sustainable logging is OK
Manage our environment

Encourage, incentivize. Stuff like solar, wind production

Good building practices (environmentally sound)

* - Promote local sources of energy (solar, tidal, etc)

No bus routes to support shopping for seniors to allow them to stay living independently.

Build

- Sr. ^{housing} facilities adjacent to shopping...

- No bus from Sequel to Capitola on the weekend.

- Coop weekly trips - excursions that neighborhoods could organize like Zip-bus, that could go on shopping loops

- Reconfigure Bus route #54

- Look at bus routes that runs local routes/local loops "villagesque" bus routes.

- "IN" Silicon Valley
- OCEAN CONSERVANCY
- BECOME REG FOOT CENTER

More sustainable in Santa Cruz County?

- Improving opportunities
 - Pedestrian travel - how to separate
 bike/ped routes from auto travel

Islands on Soquel Ave Dr. between
 Soquel Village & Carmillo. = narrowed.

- Ped bike access is an issue
 everywhere

- Public transportation for school
 kids - No bus line that goes
 among the schools

3

NEW OFFRAMP (1 DIRECTION)
@ CABRILLO

BRING IN BUSINESSES



W/ WELL PAYING JOBS

DON'T LET RESOURCES
FLOW OUT OF CO.

CONSERVE WATER

INTELLIGENT LAND USE

LOCALLY-OWNED
BUSINESSES

LONG VIEW



BUILD FOR FLEXIBILITY for future
change - Don't over-commit to
current paradigm

DON'T DEplete

CCA's - encourage local governments to
form ↑.

- Ensure zoning regs support use of
residential; commercial solar

- Valuation incentives for solar
(Assessor)

A MORE SUSTAINABLE SANTA CRUZ

light rail, shuttle to Cabrillo College

|||| increased bus routes, increased frequency of bus routes
student discounts on transit

a Mar Vista pedestrian bridge/overpass system
complete with bike lanes

charging stations with solar panels

restructuring main routes for bike use and
pedestrian use in densely populated areas; improve

~~also~~ access for mobility devices on rapid transit

diversify commercial land use into farming areas
by changing zoning codes

A MORE SUSTAINABLE SANTA CRUZ

Diversifying job market

hospitals can cater to employees' needs by offering transit choices

Diversity in business - manufacturing education

switch to renewable resources

countywide resolutions to support sustainable practices

expediting permit process: get more businesses to facilitate mixed use commercial/residential property uses.

Safe bike storage places

Solar panels on businesses

battery charging stations

} less waste of fossil fuels
} less need to travel outside of community

encouraging battery powered transportation

small local businesses to grow local economy and give locals a chance to serve community

Ecology in Action

Commercial / property tax breaks
for providing park access

building greenways: vegetation & landscaping

Create incentives for building attractive
entrances to gain access into commercial
property

Transportation & land management improvement

Recreation areas in greenways "WiFi Parks" surrounded by
bike parks

high rise parking and living structures
consolidated parking opens
access to beaches

consolidate parking areas
putting them underground
near transit hubs

green spaces in between
high rises
and designated cooling areas
fosters a sense of community

4

Sustainability ecology in action

achieve
"greenways"
bike parks
facilities that
support active
transportation

change in zoning codes to facilitate
mixed-use developments to
allow sharing of parking spaces

impact on future
generation, quality of
life that endures
challenging to
maintain positive
quality of life

economic
local sustainability

stay here spend & here

grow local

seasons

disposable income
students learn here
stay here

static
revenue base
for local
economy

housing
rapid transit

businesses
along rail corridor
more bike racks
secure bike parks

bike highways
continuous sidewalks
borrow a bike program/collapsible bikes
transportation demand management
by businesses and schools

Question 2

- ^{opened up possibilities} Diversity of use = less driving
- SOCCAL DRIVE IS Majorly impacted
- More buses for Cabrillo - more public transport
- Rail trail for walking & Biking, ^{Some Rail}
- New projects should include ~~all~~ all modes of transport.
- Environment - green stormwater management
 - permeable walk ways -
 - less concrete, curb
- Open Space & Park Space (like Rodeo Gulch Riparian from mts to ocean)
- Equity - support for small business (incentives)
- Teachable moments - better use of transportation modes
- Reduce ~~SOCCAL~~ ~~SOCCAL~~ Single Occupancy Vehicles
- Economy - Arts should integrate w/ businesses - design

#2 Public ART invites the public

- ^{Art in} Public Space ~~to~~ to gather community

- if safer bike lanes - more people might be encouraged to ride

- more green building (incentives for) use better materials -

- We have Monterey Bay & Agriculture as our economy base -

- tourism -

- Strawberries are major uses of our water not sustainable - We're shipping out water resources ~~to~~ out of the county & state in the strawberry

- Restrict & limit toxins in Ag

5 Sustainability means:

- livable community
- using resources as miserly as possible - walk to work, school etc
- Strengthen the corridors where it's possible to walk.
- Used to have a ~~car~~ / no longer ok to walk to work, but there's no bus that can deal w/ food / other shopping. No loop routes
- Maybe a bus like the Sr. Center have - that makes the loop

"livability" require density -
there is a mix of uses. Housing
isn't just for the wealthy. Need work for
housing. USC admin workers live in
Watsonville.

- Need to reduce CO emissions

- When I 1st moved to Sycamore
it was a full service town: hardware,
grocery, etc. The reality is that those
little stores aren't coming back to main
st.

- My house is 1.5 miles from
where bus deadheads rural/suburban

- Are "out livers" going to have
to move into town

Environmental price

- What does our future look like? More walkable communities = ↑ density. Soquel Village? Or are there other places?

- I live in a rural community - is there a place where I can get almost everything. Can't make.

We'll have to change our personal preferences to be closer to the values of ↑ density / lower impact living.

3. We can change our behaviors now, even if we don't change our living environment, such as clustering our auto trips

6

#1

CYCLE OF USE & REPLACEMENT
KEEP IT LOCAL - CLOSER FOR MORE CAREFUL OPERATION
EFFORT → ALL CONTRIBUTE, ALL BENEFIT

PROTECT NATURAL RESOURCES. OPEN SPACES, WELL DESIGNED
BENEFITS ALL PEOPLE & ECONOMY

IMPROVE PUBLIC TRANSPORTATION - SAVE \$
REACH MORE AREAS

OUR IMPROVEMENTS SHOULD NOT DO HARM TO E, E & E

CONSCIOUS DEVELOPMENT BENEFITS ALL PARTS OF COMMUNITY

#2

CONTROL GROWTH

WELL DESIGNED HIGH DENSITY HOUSING

PUT PEOPLE CLOSER TO DESTINATIONS

MIXED USE MULTI-STORY DEVELOPMENT

~~PRE-EMPLOYMENT OFF~~

DRAW RESIDENTIAL DEVELOPMENT TO JOB OPPORTUNITIES
IE: RANCHO DEL MAR

REUSE EXISTING STRUCTURES

WALKABLE EVERYTHING — AN ASPECT OF DESIGN

SEEK LOCAL RESOURCES

DEVELOP RAIL/TRAIL

PEDESTRIAN/BIKE IMPROVEMENTS TO MAJOR INTERSECTIONS

CHANTICLEER & MAR VISTA OVERPASS ON HWY 1

↳ BARRIERS TO PROTECT BIKE RIDERS & PEDESTRIANS

17TH & CAPITOLA ~~REDEVELOP~~ COMMERCIAL/PROF. DEVELOPMENT

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY



(not vehicles)
Focus on moving people ^
& helping people access the things
they want & need

② Consolidate trips to
limit car trips

Improve pedestrian/bike
connectivity across Highway 1

2. Encourage rail/trail connectivity for shipping, transit (passenger) & tourism

~~Encourage~~ Establish
Rail Connectivity to

San Jose and LIT, and the rest of the US

around the Bay —

Operates the rail as a business to primarily transport goods!
people

(trails / paths / bikeways)

Separated facilities for active transportation from facilities w/ cars

I would prefer to have a one-leader assembly format for hearing views. The "discussion groups" are time and content inefficient.

③ This process does not feel like it incorporates a clear system that incorporates public opinion

PROMOTE THE NATURAL RESOURCES -

CLEAN RESEARCH, SUSTAINABLE INDUSTRIES, ie Big Cr
L

- MARINE TOURISM & WETLAND
- Soquel Village Creek Park / Trail
- Pedestrian trails connecting commercial/residential with shore or natural amenities - twin lakes to pleasure point including lagoons

5. Use our natural resources - water & land - wisely

ENVIRONMENT

- Protect existing OPEN SPACE + Parks
- Create OPEN SPACE + Parks
- ↑ DIVERSITY OF LAND USE
- Permeable Surfacing

Offer incentives to encourage investments

- tax incentives & parking ^{requirement} ~~regs~~ reductions for businesses
- Sidewalks for property owners

Rejuvenate local commerce/
business in town centers



Develop and encourage
growth of Ocean

Sustainability

Industry


- goal for tourism & support of
globalized sustainable economy

Marine
Research
: Develop
to save to
Oceans -
Monterey Bay can be the
center for this if we
embrace
the
transit can
support this

① To achieve more sustainable communities is to create community owned gardens for local neighborhoods -

Promote agriculture / Local gardens, more local diversity of crops available to local market - direct marketing.

More direct local outlets for local growers/farmers
- Urban gardens (e.g. Cuba)
- agri-tourism - wineries, GIBDITCH RANCH,




SUSTAINABLE AGRICULTURE

i.e.: Bio-intensive mini farms

Encourage the trend towards
mini farms where growing our own
food — to cover concept — using
organic, sustainable farming practices.
Needs to be of at large scale — Local


PROMOTE GREEN JOBS & CONVENTIONAL
JOBS FOR SUSTAINABLE WAGES AND
UTILIZING RESOURCES AVAILABLE HERE





4. Support creation of living wage jobs in design, appropriate to conditions + resources

GREEN JOB DEVELOPMENT
LOCALLY

LOCAL FOOD SOURCE



COMPACT MIXED USE COMMUNITIES



- Increase density & diversity of mixed development - residential, commercial, technical, retail



Develop housing near or within services,
Jobs, HIGHER DENSITY HOUSING

MIXED USE PROJECTS 12. (Sustainable Row)

CREATE SUSTAINABLE DEVELOPMENT

REVISE ZONING LAWS TO
ACHIEVE DIVERSITY OF
LAND USE and ↑ SAFE
and NEIGHBORHOOD
HEALTH

Change zoning, planning & public policy to support mixed use properties to make properties more attractive & eco-friendly. & support ~~the~~ active transportation.

3. Affordable, flexible housing stock

MAKE IT BEAUTIFUL

- ART FOR ALL TO ENJOY
- APPEALLING DESIGN
- PLACES THAT EARN
OUR AFFECTION
AND ENHANCE TOURISM

4) Increase transit (bus & rail) to major commute generators / destinations

Bus service from Capitola Mall to Soquel Village
- Local bus routes to serve communities

Better routing?

- Pedestrian/Bicycle accommodations along Soquel Dr
Capitola Av, Park Av., Wharf Rd etc.

Safe lifts
Senior access on Para/MetroCoast buses - lifts
need more secure loading ramps/cages?

④ Locally operated transport
systems -

Fitney kind of thing

Local Community funded

to have the right to
participate - especially
for seniors or Handicapped

TRANSPORTATION

ACCESSIBLE TO ALL

↑ DIVERSITY OF USE ^{LAND}

↑ COMPLETE STREETS
EQUALITY FOR ALL

Residentially based

Short-hall transit

opportunities for shopping

- encourages senior involvement
& mothers with kids

- Discourages use of fosile fules



Visioning Workshop - October 18, 2012

Workshop Summary

On October 18, 2012 approximately 35 Santa Cruz County community members participated in the second of the first round of public workshops (the first workshop was on October 13) for the Transit Corridors Plan for Sustainable Communities, hosted by the Santa Cruz County Planning Department with assistance from project consultants. The format of this workshop was exactly the same as the first one on October 13, and its purpose was to provide community members with a background of the Plan, including a brief summary of existing conditions, and to engage the community in a discussion about sustainability within the context of Santa Cruz County, to provide a foundation for the Plan going forward.

1. Workshop Overview

The workshop consisted of two main parts. First, County staff and project consultants opened with a presentation introducing the purpose and structure of the Plan. The presentation also included a brief review of some of the findings of the Existing Conditions Report, including key land use, transportation, and economic findings – three fields which share an interrelationship in regards to sustainability – in the Study Area. The existing conditions information provided a reference for which the community could participate in the second part of the workshop.

The second part of the workshop consisted of a “World Café” small group discussion, where participants divided into small groups of 7-8 people to engage in roundtable discussions about sustainability in Santa Cruz County. In lieu of the standard facilitator-led small group format, the “World Café” format asked each group to select a host from amongst participants to present and lead three discussion sessions, guided by a set of questions. After each discussion session, groups randomly rotated to a different table while the host remained to lead the next discussion to a new group. In this format, participants were able to interact and formulate ideas amongst each other, allowing for a cross-fertilization of ideas, in an informal setting, while County staff and consultants were available to answer questions and assist where needed. The discussion questions for each discussion session are below:

- 1. What does sustainability mean to you, relating to concepts such as environment, equity, and economy?***
- 2. What are the ways that we can become more sustainable in Santa Cruz County?***
- 3. Of the ways to achieve more sustainable communities identified in the prior conversations, which five ideas are most important for Santa Cruz County?***

As each group of participants randomly rotated to a new group for each discussion question, they were able to use the previous group's notes and ideas as reference to spur the next discussion, sometimes even taking notes directly on the previous group's poster. This enabled the cross-examination and a “conversation” between groups of ideas and

suggestions, fostering an environment where participants can build on others' input. Photographs of the notes from discussion questions 1 and 2 can be found in Appendix A.

For Question 3, groups wrote down their ideas on index cards which were then posted on the wall. All participants then reviewed these cards, and placed four adhesive dots next to the ideas that they liked the best. Photographs of the index cards with adhesive dots can be found in Appendix B.

2. Common Themes in Response to Questions 1 and 2

Over the course of the workshop, participants contributed significant and diverse feedback regarding sustainability in Santa Cruz County. Below is a summary of the major themes that emerged throughout the discussions from Question 1 and 2.

Create high-density development as a means to reduce automobile dependency and create a more livable community in Santa Cruz County.

Many participants felt that higher density development is important for the county. The majority of participants felt that dense, mixed-use development supports transit and reduces automobile use. They also felt that mixed-use communities create a livelier, walkable street life where people would feel comfortable and safe. Some saw higher-density development at key locations as a means to preserve important county land that is more valuable as open space and a natural resource. Relating to social equity, mixed-income housing was explored by a few groups.

A diversified mix of land uses contributes to more efficient and sustainable living, work, and travel patterns.

Community members saw a clear connection between high diversity of land uses – the availability of many different kinds of housing, employment, commercial, and services in proximity to one another – and the livability of a community. Participants stressed the importance of being able to use singular car trips for doing multiple things throughout the day.

The preservation of open space as a resource to the public and natural resources is a critical aspect of the county's future livability.

There was great sentiment amongst participants that Santa Cruz County has an unique identity and quality of life that is tied to the area's natural assets. Many felt their connection to the environment and access to open space is a key reason they live in the county. To others, the natural resources that give the area its unique character is a large driver of tourism related economy. Additionally, many participants saw county's bounty of natural resources – plant and animal species and water – as a key to the protection of the environment for future generations.

Reducing automobile dependency is critical to sustainability.

Throughout the workshop, participants repeatedly cited the problems associated with auto-orientation through a different number of lenses. Many people felt the need to reduce greenhouse gas emissions, relating to the notion of environmental sustainability. Many expressed that a car-dominant environment detracts from livability, and stressed the value for bicycle- and pedestrian-friendly environments. Others felt a personal inclination to use other forms of transportation for convenience and health reasons.

Improve transit opportunities for traveling to school, work, home, and shopping.

Many participants cited the lack of transit services as a key barrier to using public transportation as an alternative method of traveling. Along with the idea of higher-density development that is supportive of transit, participants expressed a great desire to see improved bus service that connects neighborhood centers, employment centers, and other key areas of everyday lives. A large number of participants stressed the importance of school buses for public education students. A number of participants related access to transit as a key to social equity, with the viewpoint that all income levels should be able to get where they need to go.

Improve pedestrian- and bicycle-connectivity throughout the County.

Related to reducing automobile-dependency, participants ranked pedestrian- and bicycle-connectivity as one of best ways to improve sustainability in Santa Cruz County. The lack of perceived safety and provision of accessible facilities is a key barriers cited by many community regarding the difficulty of getting around the county by foot or bicycle.

Fix the County's current problems.

Although many participants realize that creating new types of development and transportation infrastructure is important, many stressed fixing current problems and maintaining existing strengths as an important part of ensuring the livability of the county in the future. Some participants view the existing road infrastructure as a key barrier to getting around town successfully, causing circuitous traveling. Other participants view existing businesses' struggles to stay in business as a detriment to the economy and stressed policies to retain them.

3. Ways for the County to Promote Sustainable Communities (Question 3)

Appendix B contains photographs of the index cards identifying the most important ways for the County to promote sustainable communities. Ideas generally related to land use and urban design, transportation, economy, and natural resources. The following list generalizes the most common ideas provided in response to Question 3.

1. Provide a diverse array of land uses and services in each neighborhood.
2. Increase transit opportunities between major destinations and communities to give greater accessibility not based on single person vehicles.
3. Create mixed-use development (residential and office) at transit-supportive densities and locations.
4. Preserve existing, and create new, access to open space and natural resource areas.
5. Encourage local, sustainable agriculture as both a food source and local economic driver.
6. Accommodate bicycles and pedestrians along major corridors.
7. Enhance bicycle and pedestrian connectivity throughout the County
8. Encourage "Green Building" policies
9. Connect the county to other parts of the region by rail.

Appendices

- A. Small Group Discussion Posters
- B. Index Cards of Best Ideas for Sustainability

A P P E N D I X A

SMALL GROUP DISCUSSION
POSTERS



Question 1

1

1. Transport options other than car

2. Keep development more neighborhood serving (i.e. expand Safeway gas station)

3. Can't get to beach from north of Hwy

4. Pedestrian bridge across freeway

5. Stagger school start times

6. Widen Frontage Rd

7. Commute to school by bike/walking where safe [safe bike lanes; paths; overpass]

8. Green building - encourage

9. Improve St Park Drive Overpass

1

Q-2: Ways More Sustainable?

- ① Smaller buses, run more frequently
- ② More "ped flyovers" for ped
- ③ more frequent jitney trips

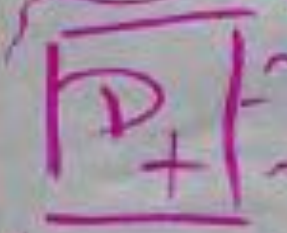
N → S

- ④ Improve walk/Bike paths → build new, safe Bike/walk paths
- ⑤ RR line → RR + some path
SAND TRAIL - ADA
COASTAL TRAIL - SAND

#1 Question 2 & 3

Soguel

Aplos V



14 acres
park/rec



- ① KEEP REC. PARK ZONE
- ② Mixed - Use, set back from Soguel Dr.
- ③ Library - move it to either
 PAR-3 OR POOR CLAY = build
 the neighborhood gathering place

CREATE
WALKABLE
ADA
Bike
Shared
paths
connecting
Library
+
Seacliff Village
+
Schools

H
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K
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O
S
W
L
D
R
-
O
L
L

medical
studio

Soguel

Cabrillo

DR-3
@ 14 x 60



Cement Shop

POOR
CLASSES
Hospitality
14+
acres

Aptos Village

Environmental Sustainability

- Taking into account the water issue when we're talking about sustainability in all other sectors we aren't sustained now
- Conservation of natural resources
- preservation of our public open parks/benches/spaces

Equity Sustainability (Access)

- Equal access and use of the property
- transportation options are non-exclusive (i.e. multi-modal transport options)
- mixed income housing

Economic Sustainability

- one that does not negatively impact other things w/out destroying its resources
- Constructive rather than destructive
- Doesn't compromise future generations' (human & non-human) ability to use those resources

Sustainability = perpetuity
(or sustained growth?)

Ways to be sustainable in SC County

- Planning around the rail trail
- Focus on neighborhood services to promote better environments and economic behavior
- Self-contained communities
- Have measurable reductions in GHGs
- Continuity (ie. continuing sidewalks and bike lanes)
- Lower sidewalks for safety, walkability, wheelchair access, and bikenability
- Safer bike infrastructure (ie. barriers/cycle paths)
- mixed use + mixed income + increasing density
- Connectivity of different facilities
- transit corridors that cut through segregated communities
- Make buses cool / direct money to bus rapid transit / trains
- preservation of open space + new open space
- Better access to open space + public space (ie. plazas)

5 MOST IMPORTANT IDEAS

✓ More and safer options for walking and biking
better interconnections between transit, ^{of walking and biking} ~~options~~ and destinations
and safer

Mixed use & mixed income neighborhoods

high diversity & high density along the corridor
in clusters (employment, housing, ~~transit~~, retail)

~~more small parks that are more accessible to more people~~

Assure plenty of water

Shift the mindset out of NIMBYism and exclusiveness
into inclusionism

Q1.. What Does Sustainability Mean #3

Environment

"7th generation"

* All of these are intertwined

* long term

* Balance, preserve property

Equity

• planning better to have localization

• looking @ different age groups

* ^{students} Education sector

* Medical sector

• inter-relationships

W/transport/water

• Increase accessibility

• Look outside the box

• Need jobs where we live.

• Mixed use - Essentials

• Existing conditions

• Revitalization

Economy

#3

MORE LOCAL FARMERS
MARKETS

★ BAN ON BOX STORES

★ ENCOURAGE
CONSUMERS TO BUY
LOCAL & ORGANIC.

HOW CAN WE BE ^{#3} MORE SUSTAINABLE?

- * Infrastructure for Bicycles, Pedestrians & EXPANDED BUS SERVICE.
- * URBAN BOUNDARY LIMITS
- * SAFE ROUTES for Children & Adults to school & work
- * EDUCATION for Drivers & CYCLISTS & PEDESTRIANS
- * DIVERSITY OF SERVICES IN URBAN AREAS
FOOD-HOUSING-WORK-SCHOOL

★ MORE BIKE-TECH CLASSES

[GREEN JOB CAREER TRAINING]

★ IN HIGH SCHOOLS

* Education on the process
of Local Government &
Policy of Government
TRANSPARENCY.

★ BAN ON PRODUCTS
THAT ARE TOXIC TO
PEOPLE & THE ENVIRONMENT

★ INVEST IN LOCAL ORGANIC
AGRICULTURE [BAN GMO'S]
SUPPORT SMALL BUSINESS

* Redirect funding from car to
alternative transportation
Make use of rail line

* OPEN SPACE Protected

* Diversity of URBAN AREA

5

• Efficiency with minimal harm

• Re-use resources

• Keep on keepin' on

• Sustainability needs to be learned (Education)

• Planning for the future

• Durably Desirable

• More community plans

• Wholistic thinking

• Urban Farming

~~Laws~~

• incentive alt. modes

Urban Farming

Laxmi

- Incentive alt. modes

- open corridors so all cars not routed to Highway 1 + Soquel — MORE connectivity

- ^{support} more of a grid pattern —

Cul-de-sacs don't work well

- We need a car thoroughfare in the Toy R Us / Commercial way area, alt. ways to CLares

- widen roads to make room for bike lanes. Example: Glen Canyon
Cut the brush. Develop the full R.O.W

- Consider using current developed road section differently instead of widening

- Increase the req'd sidewalk width for new dev. to greater than 3 feet.

- School busses would be awesome

5 "Most" Important IDEAS

- 1) until ^{existing} problems are solved re: traffic, water, resource
no more growth
- 2) maintain low density areas
increase densities w/ old urban area
- 3) if u r going to increase density
u need to design safe alt. transport.
park n ride
- 4) provide diverse services w/in
the neighborhood
- 5) preserve open space
- 6) protect property rights
- 7) Maintain what we have
improve / renovate & redevelop
what exists = businesses & transport
infrastructure
- 8) measure current ~~conditions~~ ^{carbon footprint} to make sure plan
has measurable results

Safer Traffic

- Density
- Mixed use
- Improve infrastructure to accommodate all modes of Transport
- lack of E-W arterials
- Highway 7 + Soquel corridor impacted now - what will result from increased density?
 - Widen the freeway
 - COMBO + ped ways crossing highway

- protect environmental resources

- adding density in the existing urban areas and some mixed use along transit corridor

- develop local village shopping

- resources where children can play

- preserve existing urban and rural neighborhoods

- maximize use of rail line

- bicycle lanes

- being open to other perspectives

- maximize Monterey sanctuary

- density that is quality living

#2 WAYS TO BECOME SUSTAINABLE

- school bussing and staggered start times
- neighborhoods that are sustainable
- not excessive density
- provide jobs for greater economic stability

#3 FIVE IDEAS

- Mixed use and higher density
- neighborhood services/uses
- ^{including transit - bus, rail,} alternative modes of transportation
(to access library → park → school → retail)
- continuous paths/sidewalks/etc. that are safe away from roads/ separate green ways ~~tikes~~
- pedestrian ^{bike} friendly streets, lights, crossings with,

• healthy economic growth

- preservation of open space and community/people spaces that are attractively designed

#1 SUSTAINABILITY

- protecting environment for future generations and creating a healthy safe community
- preserve access to open spaces
- preservation of habitats for plants and animals
- acquisition of open space
- healthy economic growth including mixed use development
- serving the needs of diverse lifestyles / families
- more transportation choices
multi modes

5 KEY PRIORITIES IN Community sustainability w/ in TC Plan area

- acquisition & pres of native plant & animal habitat
- Mixed use ↑ density
convenience
- SCHOOL BUSES -
- Frequent cheap (public) transit
- optimize existing uses
 - pedestrian infrastructure
 - neighborhoods w/ diverse resources
 - LOCALIZED LIFESTYLE AVAILABLE
- LEARN FROM ISSUES WE FACE FROM
past planning efforts
- infrastructure for bikes, pedestrians
 - safe, encouraging

Encouraging
- Limit BARRIERS IN TRANS RHYTHMS

- HIGH IMPACTS - low effort/resource solutions

- Bike lanes cleared of debris

- SAFE TRASP

MAJOR ROUTES

- AFFORDABLE

- ~~SEE~~ PLAN ON GROWTH
integrate w/ sus effort

Recreation & ~~ecology~~ natural areas / open space

basic resource limitations w/ ↑ pop

ZERO Growth - planned growth
population & infrastructure / development

inevitable growth

DEMOGRAPHICS

- WORK FORCE commute

HWY 1 widening (pro)

- SOCIAL TRAFFICS

SCHEDULING PUBLIC TRANS

to accommodate compatibility

County - school buses
coop w/ school district

RIGHTS OF PROPERTY OWNERS

- USE

LOCAL vs. outside interest

QUESTION 2

^{BAE} County economist for plan evaluation

- info online

MIXED USE - zoning diversity

what is more sustainable

- ARE WE SUS YET?

COUNTY vs individuals

through collaboration w/ TC

water, industrial's

open space - native habitats

- environmental & personal

urban growth boundaries

DEVELOPMENT

- low income
- Replenishing RESOURCES

EMOTIONAL SVS

- expense of necessary habits
- traffic

CONTINUITY & interconnection

Big city trans vs. Suburban?

- integrating systems
- diversity in areas
- ONE trip

SUST. what we have or...

All LIFE - expand from personal interest

SUBDIVISIONS vs. DENSITY

ABU's above garages

NATURAL QUALITY OF COMM.

URBAN OR RURAL level

SUSTAINABILITY

- ENV, ECON & EQUITY

equal opportunity throughout
community

- income discrepancy
- trans avail

Park & Ride - Mt. commute

smaller scale public trans

Living & working areas

diversify use

AGENDA 21

* Sustain human Rights

- input hierarchy
- ~~of~~ less conventional solutions

WATER → over population / development

- RESOURCE AVAIL

A P P E N D I X B

INDEX CARDS OF BEST IDEAS FOR
SUSTAINABILITY



MIXED USE
&
MIXED INCOME
NEIGHBORHOODS

Create MIXED USE DEVELOPMENTS
AROUND NEIGHBORHOOD
NODES

★ MIXED USE CLUSTER

● WALKABLE COMMUNIT

● Comprehensive Planning.

Diversity

Density



MIXED USE AND HIGHER
DENSITY DEVELOPMENTS



MIXED USE - housing, commercial
services, food
HIGH DENSITY
↳ convenience

* URBAN BOUNDARY
ON EXPANSION.

FULLY PROTECT

OPEN SPACE

NO MORE BOX STORES

NEIGHBORHOOD SERVING
USES TO ~~KEEP DOWN~~ REDUCE
VEHICLES ON THE ROAD

Provide diverse
services w/in the
neighborhoods

High diversity and
density in clusters
along the corridor
include employment,
housing, retail + services

Preserve Personal
Property Rights in
any plan.

Until existing problems
are solved re: traffic, the
resources

- No more growth

Maintain what we
have
improve/renovate
what exists
i.e., businesses, +
transportation

SHIFT THE MINDSET FROM
NIMBYism and EXCLUSIVITY
TO INCLUSIVITY

#4
COMMUNITY INVOLVEMENT
IN SUSTAINABLE GROWTH
ISSUES

Socio-Economic Diversity
↳ support through planning
↳ implementation

Better and safer
interconnections
between transit options
walking and biking.

PEDESTRIAN / BIKE FRIENDLY
STREETS, TRAFFIC SIGNALS,
LIGHTS, CROSSINGS WITH
CONTINUOUS PATHS, SIDEWALKS,
etc.



* FUND INFRASTRUCTURE
FOR BICYCLES, PEDESTRIAN
BUS SERVICE & ALTERNATE
TRANSPORTATION.



ALTERNATE MODES OF
TRANSPORTATION INCLUDING
TRANSIT, BUS, RAIL



#1
SAFE
BIKE/PEDESTRIAN PATHS
RAIL TRAIL INFRASTRUCTURE




More pedestrian/
bike overpasses over
Hwy. 1

Downsize the buses
(Electric buses?)

Improve transportation
safety
patterns

- Improved bike facilities

★ CARBON FOOTPRINT
TAX w/ CREDITS
DEBITS



* HAVE BUILDING
POLICY SUPPORT
BUILDING "GREEN"

* INCENTIVES FOR GREEN
BUILDING & ALTERNATIVE
ENERGY (WATER CATCHMENT ETC.)

Preserve open
space

PRESERVATION

of acquisition
of natural/native habitats

Preserve quality of
the natural environment

ASSURE PLENTY OF

WATER

PRESERVATION OF OPEN SPACE
AND COMMUNITY / PEOPLE SPACES
THAT ARE ATTRACTIVELY
DESIGNED



Visioning Workshop

Wednesday, November 7, 2012
6:30 pm – 9:30 pm
Live Oak Elementary School
1916 Capitola Road (cross street 17th Avenue), Santa Cruz

AGENDA

1. Welcome – County Officials 6:30 pm
2. Presentation – The Planning Center | DC&E 6:40 pm
 - ◆ Project Overview
 - ◆ Existing Conditions Information
 - ◆ World Café Instructions
 - ◆ Q&A
3. World Café Discussion 7:15 pm
4. Discussion Review and Comparison 8:45 pm
5. Workshop Summary 9:15 pm
6. Adjourn 9:30 pm



Land Use and Transportation Concepts Workshops - May 13, 21, 22, and 28, 2013

Workshop Summary

The Santa Cruz County Planning Department, with assistance from project consultants, held a series of workshops on May 13, 21, 22, and 28, 2013 to receive community feedback on the Transit Corridor Plan. The goals of the workshops were a) to introduce conceptual plans for five focus areas and b) to receive community feedback on these concepts and reach a consensus on a preferred concept for the focus areas. The focus areas include:

- ◆ Focus Area 1: Medical District/Flea Market
- ◆ Focus Area 2: Soquel Avenue
- ◆ Focus Area 3: Upper 41st Avenue
- ◆ Focus Area 4: 17th Avenue/Brommer Street
- ◆ Aptos Circulation Focus Area

For each of the first four focus areas, County staff and project consultants developed three or four concepts that addressed land use, urban design, and transportation issues. For the Aptos Circulation Focus Area, County staff and project consultants developed three concepts that focused on transportation improvements. Each concept was graphically illustrated with a land use or transportation diagram, example photos, and a concise text description.

The first two workshops focused on Focus Areas 1 to 4, while the third workshop on May 21st mainly discussed the Aptos Circulation Focus Area. The fourth workshop covered all focus areas but mainly discussed Focus Area 4 and the Aptos Circulation Focus Area. Approximately 40 to 50 Santa Cruz County community members participated in the first three public workshops. The fourth workshop took place at Cabrillo College and had eight participants, including Cabrillo students, faculty members, and one high school student.

I. Workshop Overview

The workshops shared a similar agenda, which consisted of two main parts. First, County staff and project consultants opened with a presentation that briefly summarized the vision and guiding principles of the Plan and introduced the focus area concepts. Next, the workshops broke out into one or two sessions of small group discussions. In each session, participants formed groups based on a focus area of their choice, and together reviewed the concepts for the selected focus area and picked one of the concepts as a starting point to express their vision for the area. Facilitators and participants then marked up the concept maps or wrote on flip charts their ideas for land use, urban design forms, and transportation improvements. At the end of the workshop, a participant from each group presented their ideas.

The following summarizes key points and issues discussed during the workshops, organized by focus area. Photographs of the marked-up maps and notes can be found in **Appendix A**.

2. Summary of Workshop Input

a. Focus Area 1: Medical District/ Flea Market

All three groups who discussed this focus area selected Concept 2, “Medical Corridor,” as a starting point. Participants supported enhanced pedestrian improvements such as crossings over Soquel Drive and better connectivity over Highway 1. Some participants were worried about new housing because of existing traffic congestion and safety issues. The following outlines key discussion points by group.

Group #1 (May 13):

- Emphasized need for pedestrian improvements, better connectivity, and more open space and usable parks in the community.
- Stressed need to install sidewalks on both sides of Soquel Drive.
- Supported pedestrian crossings over Soquel Drive and connections over Highway 1.
- Expressed mixed feelings about bringing more housing to the area.
- Was concerned about traffic congestion on major streets, especially the congestion that may be caused by multi-family development on a vacant site on Thurber Lane. Suggested considering senior housing to reduce auto traffic.
- Asked for more facilities and housing for seniors.
- Requested increasing capacity of the park-and-ride lot on Soquel Drive.
- Asked for better access across Highway 1 for a new sheriff station south of Highway 1.

Group #2 (May 13):

- Expressed concern about water constraints and stormwater runoff, and suggested new development include stormwater management features.
- Suggested breaking down a big block with new streets (similar to Concept 4).
- Liked pedestrian crossings across Soquel Drive and connections over Highway 1.
- Supported increasing commercial uses around the hospitals.
- Suggested increasing vehicle capacity on Highway 1 in the long-term.
- Expressed concern about the riparian habitat on the Rittenhouse site.
- Supported low- to medium-density residential development.

Group #3 (May 21):

- Strongly suggested improving traffic and vehicle circulation in the area (e.g. shuttle service for employees).
- Liked connections crossing Highway 1, especially for vehicles from Chanticleer Avenue.
- Expressed need for a greenbelt or buffer area to reduce noise from Highway 1.
- Suggested addressing traffic and safety issues caused by the flea market.
- Expressed concern about traffic on Thurber Lane.
- Stressed need to improve pedestrian access, e.g. installing sidewalks along Prather Lane and Winkle Avenue to Winkle Farm Park.
- Supported Hotel, Regional Retail, and Mixed Use land uses.
- Recommended having inlets at bus stops to avoid traffic delay.
- Pointed out that the Rittenhouse site currently functions as a civic use, and expressed concern about the riparian habitat on the site.
- Some participants asked for data on existing and projected pedestrians and bicyclists to justify improvements.

b. Focus Area 2: Soquel Avenue

Two groups selected Concept 3 and one group selected Concept 2 as a starting point. Participants liked Workplace Flex uses that could bring tech-related jobs to this area. Participants were concerned about traffic but supportive about having more housing near jobs. Group #3 had only one participant.

Group #1 (May 13):

- Selected Concept 3, “Commercial-Residential Transitions,” as a starting point.
- Suggested bringing high tech jobs to the Workplace Flex block on Soquel Avenue.
- Worried about safety, especially for children from Good Shepherd School, on the new frontage road along highway, and suggested installing buffers or barricades.
- Felt positive about having four story buildings next to Highway 1 but not next to single-family homes. Supported a “human-scale” built environment (i.e. no higher than 3 stories).
- Stressed need to improve accessibility to parks.
- Expressed concern about traffic under future scenario
- Disliked having a one-way street along lower Mattison Lane.

Group #2 (May 13)

- Selected Concept 2, “Commercial/Workplace Enhancement,” as a starting point.
- Strongly supported connections over Highway 1.
- Suggested Mixed Use land designation with 1- or 2-story buildings on the block north of Soquel Avenue and 7th Avenue.
- Recommended adding Light Industrial uses to the Regional Retail/General Commercial block north of Bostwick Lane.
- Some participants were worried about traffic from new housing, but others pointed out that housing near jobs could reduce the impact.

Group #3 (May 21):

- Selected Concept 3, “Commercial-Residential Transitions,” as a starting point.
- Felt positive about the new street connecting Bostwick Lane to Paul Minnie Avenue.
- Supported increasing residential density, but disliked having 3-story multifamily housing next to single-family homes.

c. Focus Area 3: Upper 41st Avenue

Only two groups participated in the small group discussions for Focus Area 3. Participants were mainly concerned about traffic and safety issues that new housing and businesses in the area could cause. They felt positive about bringing more jobs to the county.

Group #1 (May 13):

- Selected Concept 2, “Commercial and Industrial Focus,” as a starting point.
- Expressed concern about conflicts between light industrial and residential uses.
- Agreed that the County needs more jobs.
- Worried that more housing could worsen the existing traffic conditions.
- Had no consensus on the trail road connecting 41st Avenue to the high school.
- Expressed concern about traffic congestion on Soquel Drive.
- Some participants liked idea of bringing mixed-use, live/work, and multifamily housing to the area, as in Concept #4, because these uses could locate workers near services and housing, which would reduce traffic.

Group #2 (May 21):

- Selected Concept 3, “Modern Employment Center,” as a starting point.
- Had mixed feelings about having housing and jobs in the same area. Some argued that jobs near housing could reduce traffic while others disliked having industrial or commercial uses next to residential uses.
- Expressed interest in more connectivity and a mix of uses. Some participants felt that big commercial development should not be located next to a rural-feeling residential neighborhood.
- Liked having more connectivity in the area but worried about neighborhood streets becoming thru-traffic streets, bringing negative impacts like congestion, noise, and safety issues.
- Some participants were worried that more development could worsen the traffic.
- Suggested employing more shuttles and school buses to relieve traffic congestion.
- Suggested turning Cory Street into a one-way street because of safety issues.
- Expressed safety concerns about the multi-use trail connecting 41st Avenue to Anna Jean Cummings Park.
- Stressed need for emergency access during flood events.
- Some participants argued that existing light industry and auto shops should not be replaced with new high tech jobs.

d. Focus Area 4: 17th Avenue/Brommer Street

Two groups selected Concept 1, one group selected Concept 2, and the last group chose Concept 4 as a starting point. Even though two groups started from the “Existing Conditions” concept, participants supported adding more neighborhood-serving uses along 17th Avenue and recreation-oriented uses along the rail trail. They strongly suggested improving safety and connectivity from the focus area to the Simpkins Swim Center and Shoreline Middle School. Some participants valued the existing industrial uses and auto shops as tax revenue and disagreed with changing existing uses to residential or commercial uses.

Group #1 (May 13):

- Selected Concept 1, “Existing Conditions,” as a starting point.
- Agreed on need for community gardens, parks, a grocery store, and a pharmacy in the area.
- Suggested using vacant lots for community gardens, small urban farms, or parks, instead of using them for multi-family housing.
- Desired more local commercial uses along 17th Avenue to create a walkable community.
- Noted that the owner of the lot in the southwest corner of the intersection at Brommer/17th has been trying to build a commercial building for a while but has not yet realized it. The majority supported the redevelopment of this lot.
- Supported trail-related or recreation-oriented uses, such as a bike shop, near the rail trail.
- Agreed that the area needs more trees and landscaping.
- Highlighted need to install traffic safety features, including lighting, for people crossing the rail trail, especially along 17th Avenue and El Dorado Avenue.
- Suggested installing sidewalks along El Dorado Avenue for children going to or coming from Shoreline Middle School.
- Recommended a train stop at the intersection of 17th Avenue.
- Emphasized that Brommer Street is a transit corridor, which needs more supporting uses.

Group #2 (May 13):

- Selected Concept 2, “Residential and Commercial Infill,” as a starting point.
- Liked idea of adding more mixed-use and neighborhood-serving uses along 17th Avenue.
- Some participants suggested keeping existing businesses, including auto shops.
- Expressed need for an affordable and healthy grocery store and a pharmacy nearby.

- Recommended breaking down the big block with a finer grid of streets, similar to Concept 4, to create a more walkable neighborhood.
- Had mixed feelings about the Workplace Flex use on the block south of the rail trail. Some suggested changing it to a Live/Work use while others argued that a Live/Work use would not bring enough jobs or taxes to the area.
- Suggested maintaining historic character south of the railroad.
- Supported trail-related or recreation-oriented uses, such as a bike shop, near the rail trail.
- Had mixed feelings about high density because of traffic it may cause. Some participants, however, argued that high density could realize a more walkable neighborhood, reduce auto trips, and protect more environmental resources.

Group #3 (May 21):

- Selected Concept 1, “Existing Conditions,” as a starting point.
- Agreed on need for a commercial focused at the intersection of Brommer Street and 17th Avenue. Suggested having more attractive local commercial uses, such as an up-scale grocery store and restaurants with outdoor seating, to bring more people to the area.
- Supported idea of more public spaces in the area, as suggested in Concept 4.
- Liked the pedestrian connections that were suggested in Concept 3, connecting the Simpkins Swim Center or Shoreline Middle School to the neighborhood north of the rail trail. However, some participants disliked the ped/bike path across the big industrial block because it might result in bicyclists crossing Brommer Street in the middle of the block. Recommended installing safety features, such as traffic lights and crosswalks, to address potential safety issues.
- Desired safety improvements along El Dorado Avenue because many people use this street to get to the Simpkins Swim Center or Shoreline Middle School.
- Suggested having a safe bicycle facility connecting the area to the beach.
- Had mixed feelings about bringing more residential and mixed uses to the light industrial site. Some argued in favor of keeping the existing light industrial to generate taxes, while others wanted to see a more family-friendly, walkable environment.
- Was contentious about rezoning the vacant lot in the single-family zone on El Dorado Avenue. Some wanted to keep it low-density residential while others saw it as an opportunity site due to the proximity to the future rail station nearby.
- Supported the existing uses south of the rail trail and suggested enhancing current activities, including the artistic character of the 17th Avenue Studios (980 17th Avenue).

Group #4 (May 28):

- Selected Concept 4, “Mixed-Use Neighborhood,” as a starting point.
- Noted that a “village feel” could be created with more compact housing and apartments in close proximity to commercial uses.
- Liked the new activity node at 17th Avenue and Brommer Street with its mixture of recreation and lifestyle uses that support the planned rail trail.
- Supported adding a public plaza at this intersection, with a festival day where the area would be closed to traffic and the neighborhood could together create public art for the plaza.
- Suggested that the County should encourage permaculture techniques for residences and businesses, including living roofs, graywater use in landscaping, requiring/ encouraging electric vehicle charging at gas stations, and allowing industries to reuse and share waste materials.
- Proposed requiring a community garden in apartment complexes, providing other public gardens, and creating edible landscaping along the rail trail.

- Suggested that the plan be forward-thinking in terms of accommodating bicycle usage, noting that the number of bicyclists has been increasing in recent years.

e. **Aptos Circulation Focus Area**

All groups expressed concern regarding existing and worsening congestion in the Aptos area and were supportive of efforts to increase connectivity, with the goals of easing congestion and ensuring greater safety and fewer conflicts between road users. Although participants were generally wary of roadway and intersection changes that could result in significant expense or land-acquisition needs, general improvements for non-auto road users were well-received, especially the enhancement of the rail trail and the creation of new connections across Highway 1.

Group #1 (May 22):

- Emphasized importance of “natural” pedestrian and bicycle connections.
- Felt that Mar Vista Drive represents a natural pedestrian/bicycle route appropriate for added freeway crossing, and that the area along the north side of Highway 1 is also a good area to include new pedestrian/bicycle connections.
- Agreed that State Park Drive and the northbound Highway 1 off-ramp intersection is an important location for targeted intersection improvements.
- Commented that the rail trail represents a big pedestrian/bicycle access opportunity, and that connectivity to the planned Safeway should be provided at the rear of the project.
- Suggested a driveway reconfiguration for the front entrance to Safeway off of Soquel Drive.
- Felt that Trout Gulch Road should have at least a short bike lane along its southern section, given level of use.
- Indicated importance of addressing the future of the rail bridge along Soquel Drive and improving routes to La Selva Beach and Seascapes Beach Resort.
- Suggested having secure bike storage, such as lockers, at bus stops and indicated importance of security along bike paths.
- Questioned where population growth would take place.
- Specified that roundabouts should be used instead of traffic circles in order to keep traffic flowing.
- Sought means to minimize air pollution from idling vehicles.

Group #2 (May 22):

- Expressed dismay with existing and potential for future gridlock.
- Emphasized importance of addressing Highway 1 traffic and congestion as part of transportation improvements.
- Wished to keep historic character of Soquel Drive bridge crossing at Aptos Village while finding ways to improve car, bike and pedestrian capacity.
- Suggested potential addition of bike/foot bridge along Soquel Drive near Aptos Village.
- Indicated need along Spreckles Drive for sidewalks, improved sidewalk amenities and street furniture, and improved pedestrian lighting, especially at its passage under the highway.
- Stated that limited parking availability in Aptos Village creates issues that could worsen in the future.
- Pointed out the strong need for additional pedestrian crossings along Soquel Drive between Cabrillo College and Mar Vista Drive.
- Questioned practicality of roundabouts or traffic circles at major intersections.
- Suggested additional workshops to gather input for planned developments.
- Highlighted need to consider mobility and accessibility issues for an aging population.
- Questioned ability to fit all elements of complete streets into existing roadways.

Group #3 (May 22):

- Liked idea of new connection to Soquel Drive near end of Old Dominion Court, but questioned whether sufficient space was available.
- Noted that future rail service will require gates at intersections with major roads, such as State Park Drive.
- Emphasized need for improved intersection, including enhanced bicycle and pedestrian safety, at entrance to Safeway parking lot along State Park Drive.
- Thought that signal timing at Highway 1 interchange with State Park Drive is too short.
- Felt that the current Coastlands property adjacent to Highway 1 represents opportunity site for future senior housing.
- Expressed need for improved visibility for cyclists along State Park Drive where it crosses Highway 1.
- Supported idea for separate bike/pedestrian bridge crossing along Soquel Drive near Aptos Village, as well as a pedestrian link from Aptos Village to the beach.
- Underscored importance of financial concerns and availability of funding for improvements.
- Pointed out significant traffic bottleneck along Soquel Drive near Aptos Street in Aptos Village area.
- Cited problems presented by reckless drivers.
- Suggested that Highway 1 underpasses may be fiscally prohibitive.
- Desired fixes for pot holes and other hazardous street conditions.
- Advised that mobile home communities near Mar Vista Drive might resist new street connections due to traffic.
- Warned that roundabouts might not be feasible and might now allow for sufficient vehicle speeds.
- Liked idea of crosswalks that are separate from bridges for vehicles.
- Emphasized need for transportation improvements in Soquel Village area.
- Liked idea of adding a frontage road for Highway 1 in vicinity of PAR 3 property.

Group #4 (May 22):

- Highlighted growing traffic problem along Highway 1.
- Supported creation a bicycle/pedestrian over- or under-pass across Highway 1 at Mar Vista Drive.
- Noted traffic congestion problems along Soquel Drive.
- Felt that bus routes should continue to provide good access to Cabrillo College, including a high-quality stop.
- Questioned whether intersections offered enough room for creation of roundabouts.
- Called attention to large amounts of traffic generated by Cabrillo College.
- Stressed problems resulting from Highway 1 cut-through traffic, especially as it impacts Seacliff neighborhood.
- Expressed frustration with inability to safely exit driveways or walk in neighborhoods with cut-through traffic.
- Discussed increasing congestion along State Park Drive.
- Suggested alternative street treatments instead of sidewalk bulbouts to avoid impacts to cyclists.
- Noted that private fencing is preventing potential pedestrian connections for certain parcels.
- Emphasized rail trail as a key connection for pedestrians and cyclists.
- Expressed concern about influence of Agenda 21 and alleged connections between World Bank and ICLEI.
- Suggested that rail trail should extend from Seacliff neighborhood to Aptos Village and that a bicycle connection aligned along Seacliff Drive would be an important connection.
- Felt that many bicycle riders were ignoring rules of the road at intersections along Soquel and Seacliff Drives.
- Advocated removal of Safeway entrance along State Park Drive due to backups and confusing intersection.
- Suggested prioritizing inexpensive or cost-effective measures, such as improved signage.
- Stressed need to avoid street changes that would increase backups along State Park Drive.

Group #5 (May 28):

- Discussed the existing conditions and issues in this area.
- Expressed concern about biking safety issues, including overgrowth of vegetation affecting the bike lane, awkward sight distances at freeway crossings, the right-hand turn from southbound Soquel onto State Park

(cars do not need to stop, and do not expect cyclists), and pinch points as Soquel crosses under the railroad at both Aptos Creek and Valencia Creek (the road narrows and traffic speeds are fast, making it difficult for cyclists to merge).

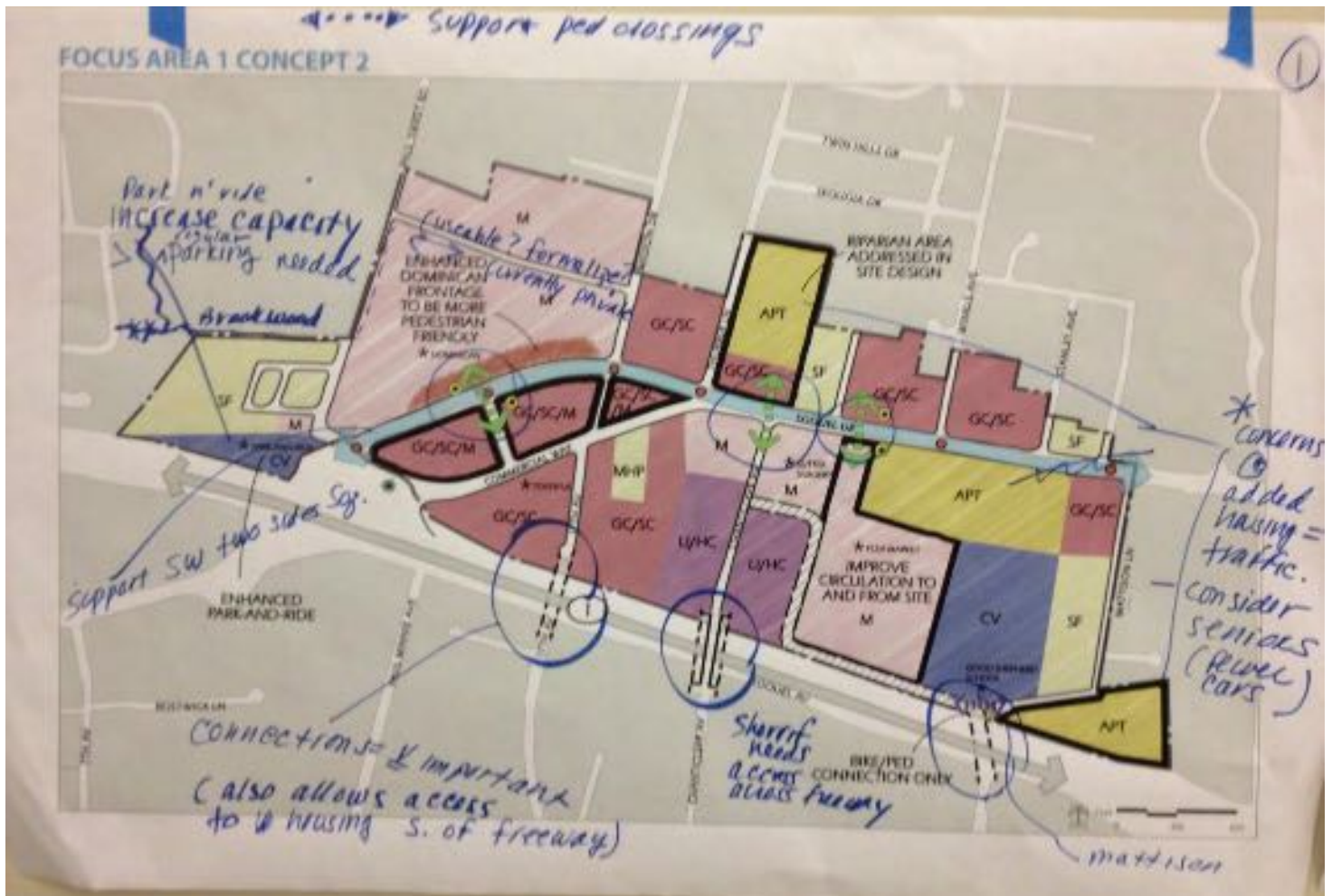
- Appreciated the proposed solutions, including cycle tracks, roundabouts, and alternative cycling routes through this area.
- Favored mention in the TCP of permaculture, edible landscaping, public art, and the need for transportation improvements to enhance a sense of place and be pleasant to use, rather than simply utilitarian.

A P P E N D I X A

PHOTOS OF MARKED-UP MAPS
AND NOTES FROM DISCUSSION



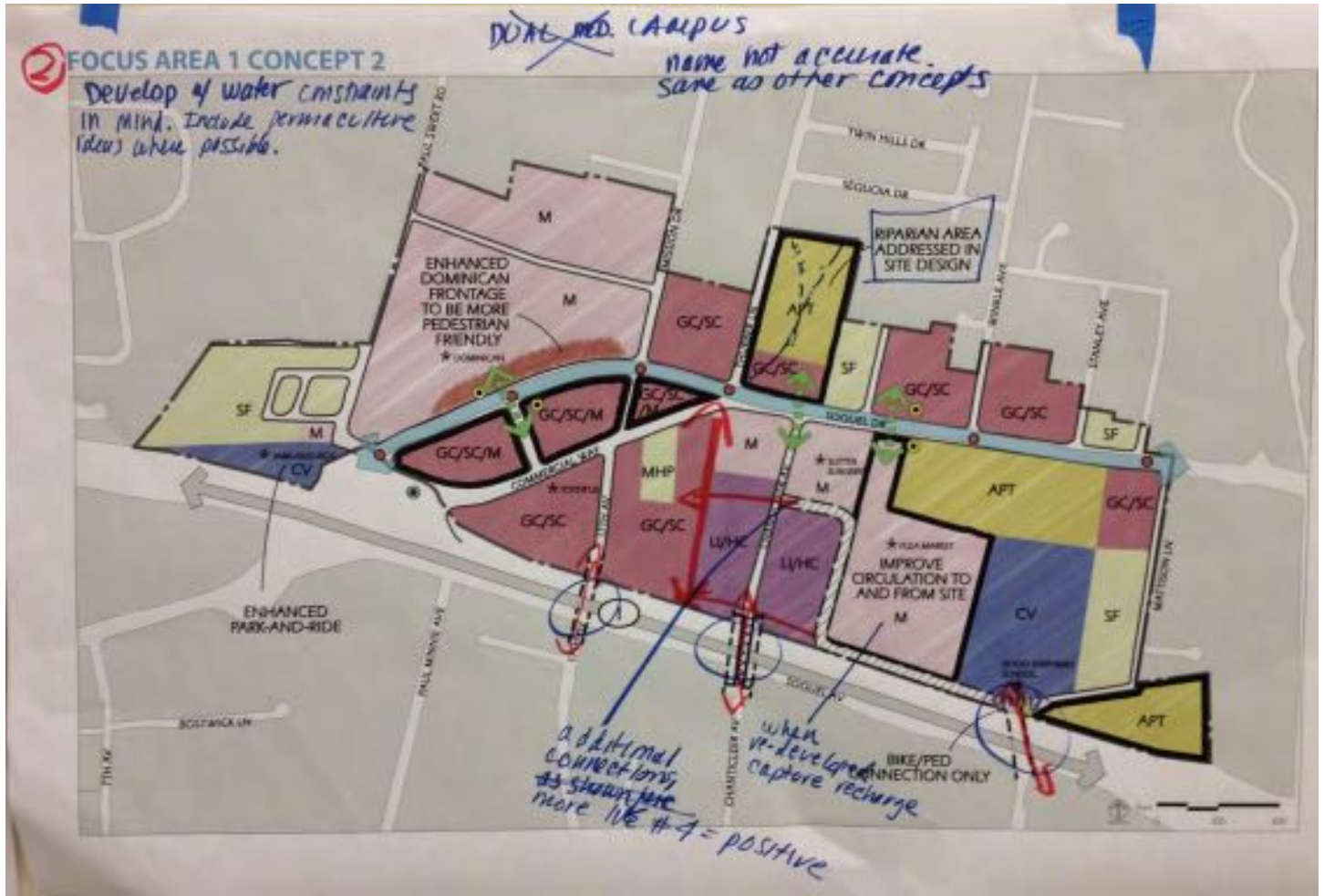
Focus Area I - Group I (May 13)



- #1
- FACILITIES & HSG FOR SENIORS
 - CONGESTION ON MAJOR STREETS
 - FREEWAY SEPARATES COMMUNITY
 - BETTER CONNECTIVITY
 - PARKING FOR DOWNTOWN
 - PED IMPROVEMENTS

- MIXED FEELINGS ABT HSG
- OPEN SPACE of useable park

Focus Area I - Group 2 (May 13)



- #2
- PED CROSSINGS ACROSS S O QUEL
 - VEHICLE CAPACITY ON S O QUEL HWY (LONGVIEW)
 - RIPARIAN ON "KITTENHOUSE" SITE
 - WATER RUNOFF
 - CONNECTIVITY ACROSS HWY 1

- NEW STREETS THROUGH FOCUS AREA
- MORE COMMERCIAL USES AROUND HOSPITAL
- RESIDENTIAL GOOD BUT NOT TOO DENSE
- WATER SUPPLY

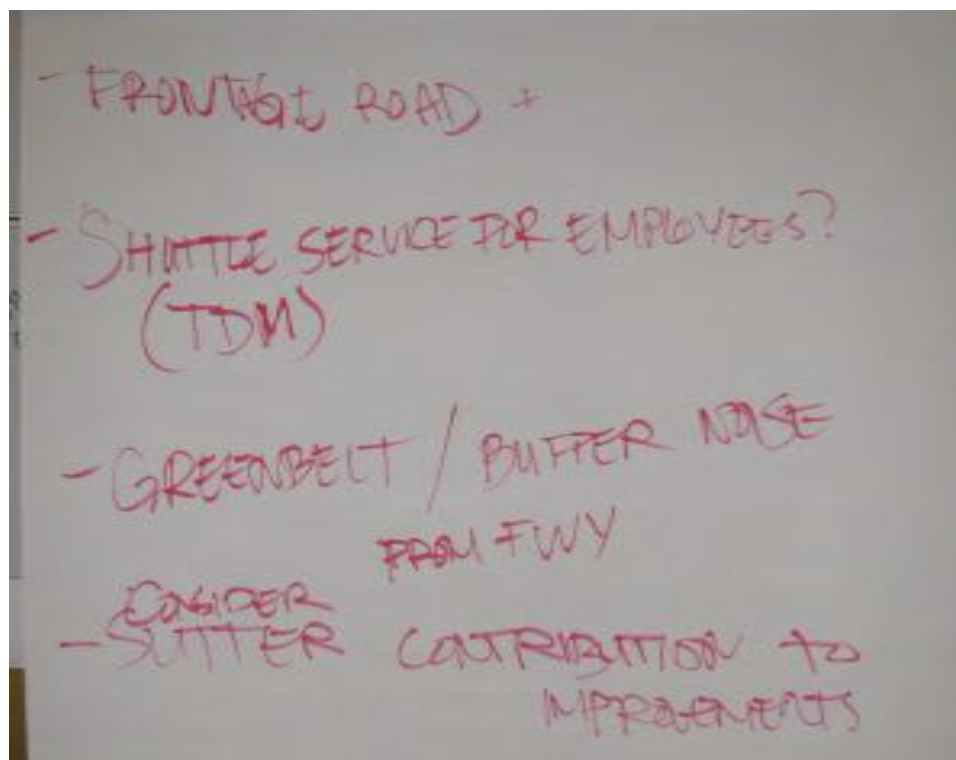
Focus Area I - Group 3 (May 21)



- ①
- RITTENHOUSE CURRENTLY FUNCTIONS AS CIVIC USE
- TRAFFIC ON THURBER (ACCESS)
- RIPARIAN CORRIDOR ON RITTENHOUSE
- EXISTING WALKING CONDITIONS
- 15 SIDEWALKS ON LOWER WINKLE & PARKER

- CONNECTIVITY TO PARK ON WINKLE
- SUITABLE TIMEFRAME?
- FLEX MARKET TRAFFIC / SAFETY
- CONSENT FOR PROPERTY OWNERS
- BUS STOPS OFF THE STREET
- REAL DATA FOR BIKE/PED IMPROVEMENTS
- CAR CONNECTIONS ACROSS HWY 1 (ESP GIANNICOLA)
- FOCUS ON: VEHICULAR/TRAFFIC IMPROV.
- COORDINATION W/ OTHER AGENCIES

Focus Area I - Group 3 (May 21)

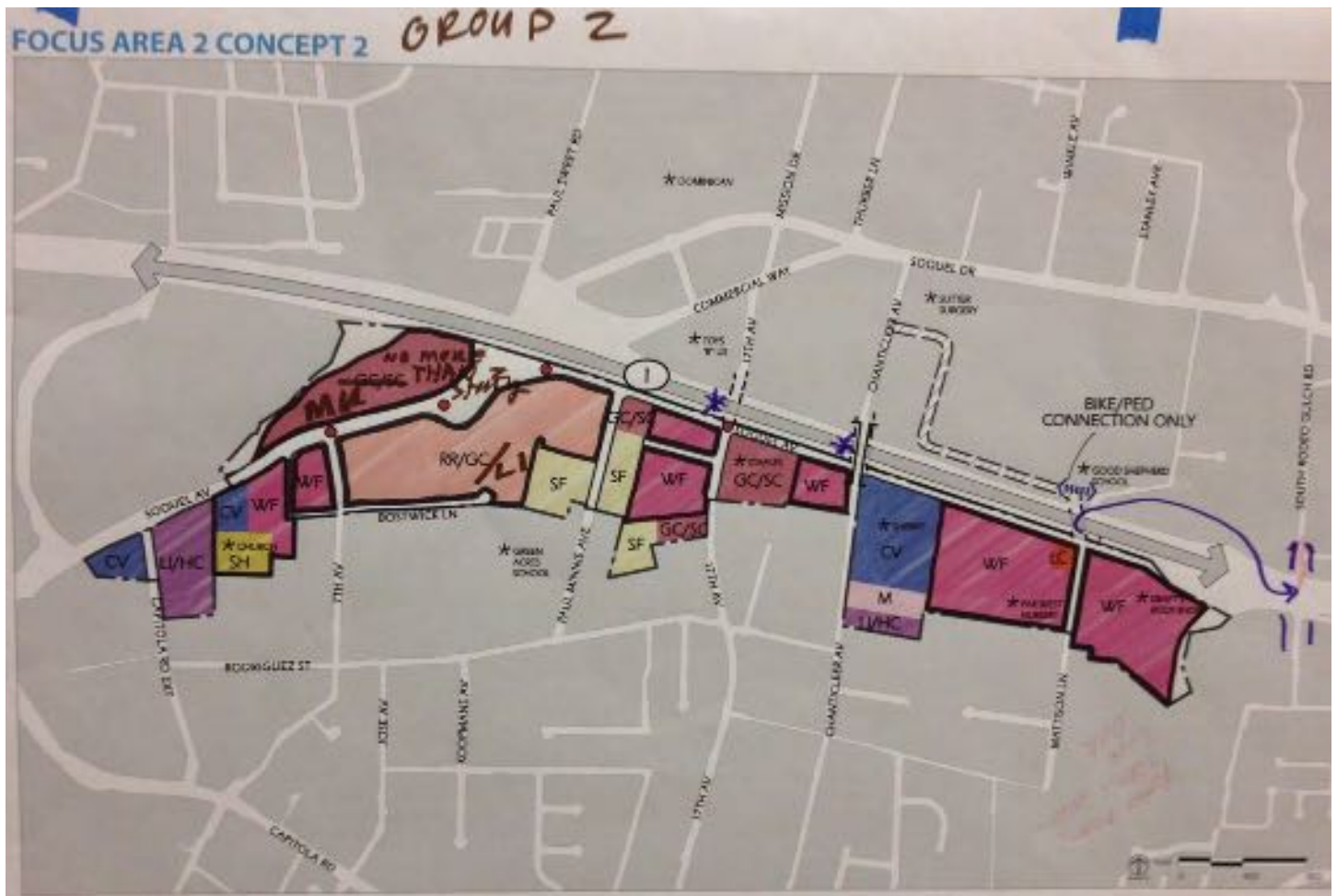


Focus Area 2- Group I (May 13)



*accessibility (walkability)
 to Green Acres
 -employment
 high tech will provide jobs
 children, schools
 -concern abt traffic snarls under future sanand
 - one way on Mattison is problematic

Focus Area 2- Group 2 (May 13)



- too much traffic/ * density w/ townhouses
- 50% of UC employees in Watsonville will not reduce traffic
- housing near where ppl work is important
- over/under pass = good
- Chanticleer
- * ~~two~~ participatory = 2 story

Focus Area 2- Group 3 (May 21)



- FA. 2
- senior housing, apts, etc OK BUT >3 stories not appropriate near small homes
 - connection b/n Botswick & Paul Minnie = good idea

Focus Area 3- Group 1 (May 13)



Problems / issues

- #1 poorly planned
- #4 impractical - folks won't find houses
- Use conflicts ~~with~~ between li. manuf. & living
- Not attractive for residential
- County needs jobs, not more housing for folks who
- No census on trail / rd to HS
- Rd - ^{FRODS} funnel out of flood plain
- Relative congestion in Soquel - re: future res. grow
- Access & suburbs to HS
- Rd outside floodpl
- in current GP
- More housing wld worsen traffic on Soquel
- Live/W successful ~~other parts of world~~
- ↳ too much density / traffic
- transit doesn't ask
- Land owner doesn't want new direction on busier property

Concept 2

- Emphasize pedestrian movt in LW areas
- #4 favorable: less need for regional transit.
- #2-3 - Both chance of success
- Mixed use - workers near shopping & services reduces traffic
- Live/W successful in other parts of world
- De

Focus Area 3- Group 2 (May 21)



Focus AREA 3 5/21

- Public needs time to absorb concepts & comment
- Better notification needed - had not heard
- Need to separate residential & comm.
- Livework in same area is good - ↓ CO₂
- Ad to HS wld bring "trouble" to n'hood
- More connectivity, Rds needed
- N'hood streets become alternate thru-ways.
- More res & biz wld ^{worsen} ↓ traffic
- More Sts make safer for track
- Concept 4 - make Corry 1-way (lot of accidents @ Corry)
- Concept 3 - High Tech - dense jobs, could employ local residents, could ride bikes

- Transportation -
- Shuttles w/ fair way gone
- School Buses w/ would alleviate traffic
- 41st Ave trail wouldn't work, Safety concerns.
- enhance existing trail w/ lighting, signage
- Ped/bike & streets require \$\$\$
- Widen Highway 1 - then we can have taller bldgs
- Con. 4 - allows people to stay & circulate
- No new housing
- Connectivity & Mixed-use district is interesting idea - like cruzio downtown

Focus Area 3- Group 2 (May 21)

- Big Commercial next to rural/ish area is jarring
- Extg. lt industrial has mutual, interactive benefits - "symbiosis"
- Hi Tech has been visioned before - didn't happen
- Extg manufacturing ≠ auto repair provides jobs - well-paid & long-term. Hi-tech not needed.
- 41st Ave ext. - V. contentious -
Soquel; Porter functions @ F^{By DMU}
- Extension eliminated in '94 by BOS
Regional issue, affects residents County-wide.
- Emergency access during flood

- Thru sts in n'hoods have adverse effects
 - Commotion / stress
 - Fast thru-traffic
 - Safety

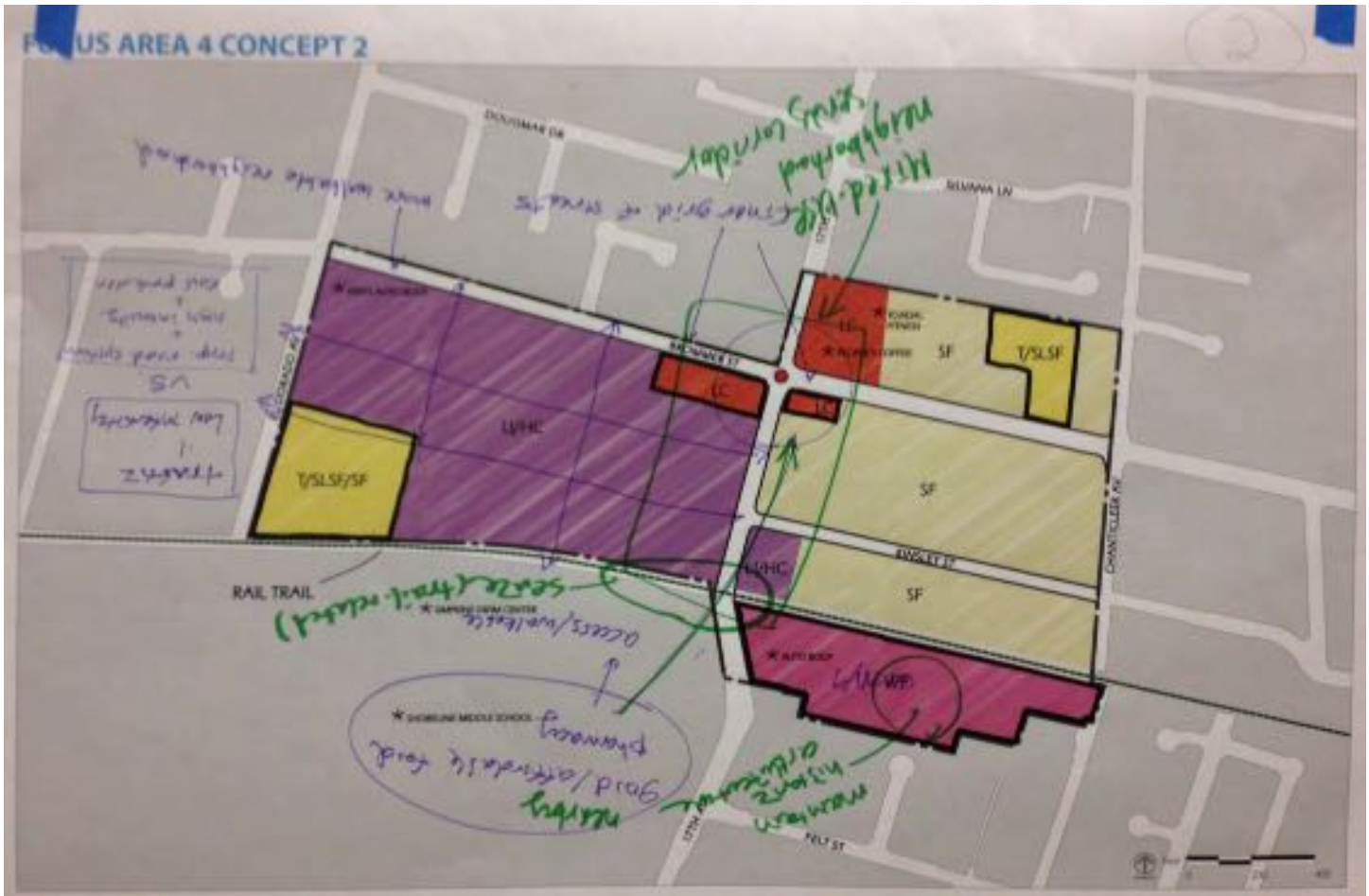
Focus Area 4- Group I (May 13)



FA 4 #1

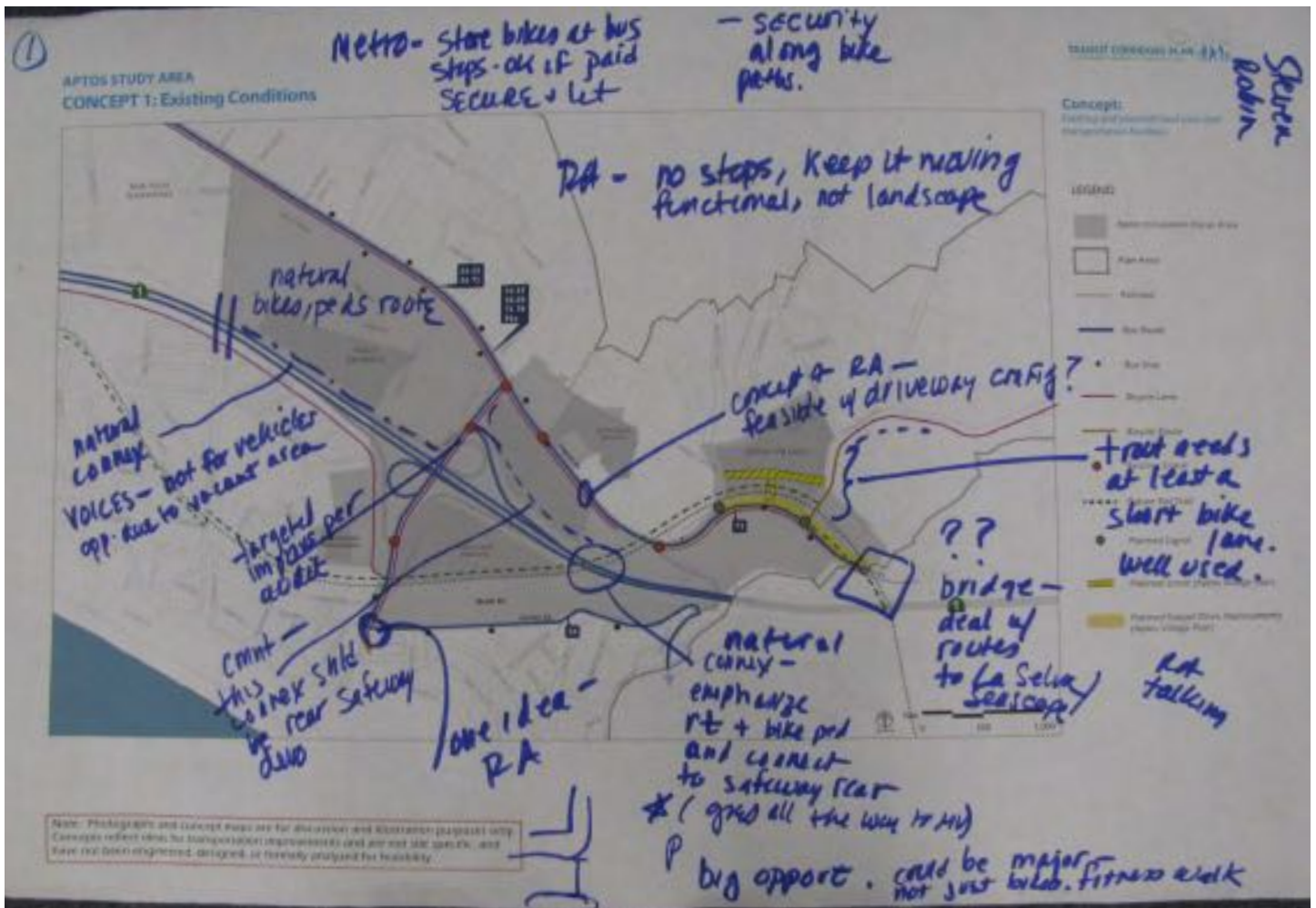
- REDUCE VEHICLE MILES TRAVELED BY HAVING CLOSER ACCESS TO COMMERCIAL SERVICES.
- BIKE/PEDESTRIAN CONNECTIONS
- TRAIN STOP NEAR 17TH/BROWNER
- ~~PROBABLE~~ CONCERN FOR TRAFFIC IMPACTS
- GROCERY / PHARMACY
- OPEN SPACE / FOOD PREPARATION

Focus Area 4- Group 2 (May 13)



- FA4 - #2
- MAINTAINING HISTORICAL CHARACTER OF 17TH AVE STUDIOS & GRAIN SILOS / GRAINERY
 - BREAKING DOWN LARGE SCALE PROPERTIES TO MORE HUMAN SCALE w/ SAFE STREETS
 - PROTECTING EXISTING LOCAL BIZ
 - PROTECTING INDIVIDUAL PROPERTY RIGHTS
 - NO IMMINENT DOMAIN
 - NO GOOD MARKET OR REWARD
 - WALKABLE SERVICES

Aptos Study Area- Group I (May 21)



① CIRCULATION

- WHERE IS POPULATION GROWTH?
- MAR VISTA OVERPASS
- FOCUS ON NATURAL CONNECTIONS
- CONNECT MAR VISTA TO STATE PARK
- EMPHASIZE RAIL TRAIL CONNECTION TO STATE PARK length - M.V. → RT
- BIKE/PED CONNECT FROM AT → STATE PARK
- MINIMIZE AIR POLLUTION FROM STOPPED VEHICLES
- MAR VISTA overpass to Porter - NO R.O.W. at M.V. Season

BIKE LOCKERS AT BUS STOPS

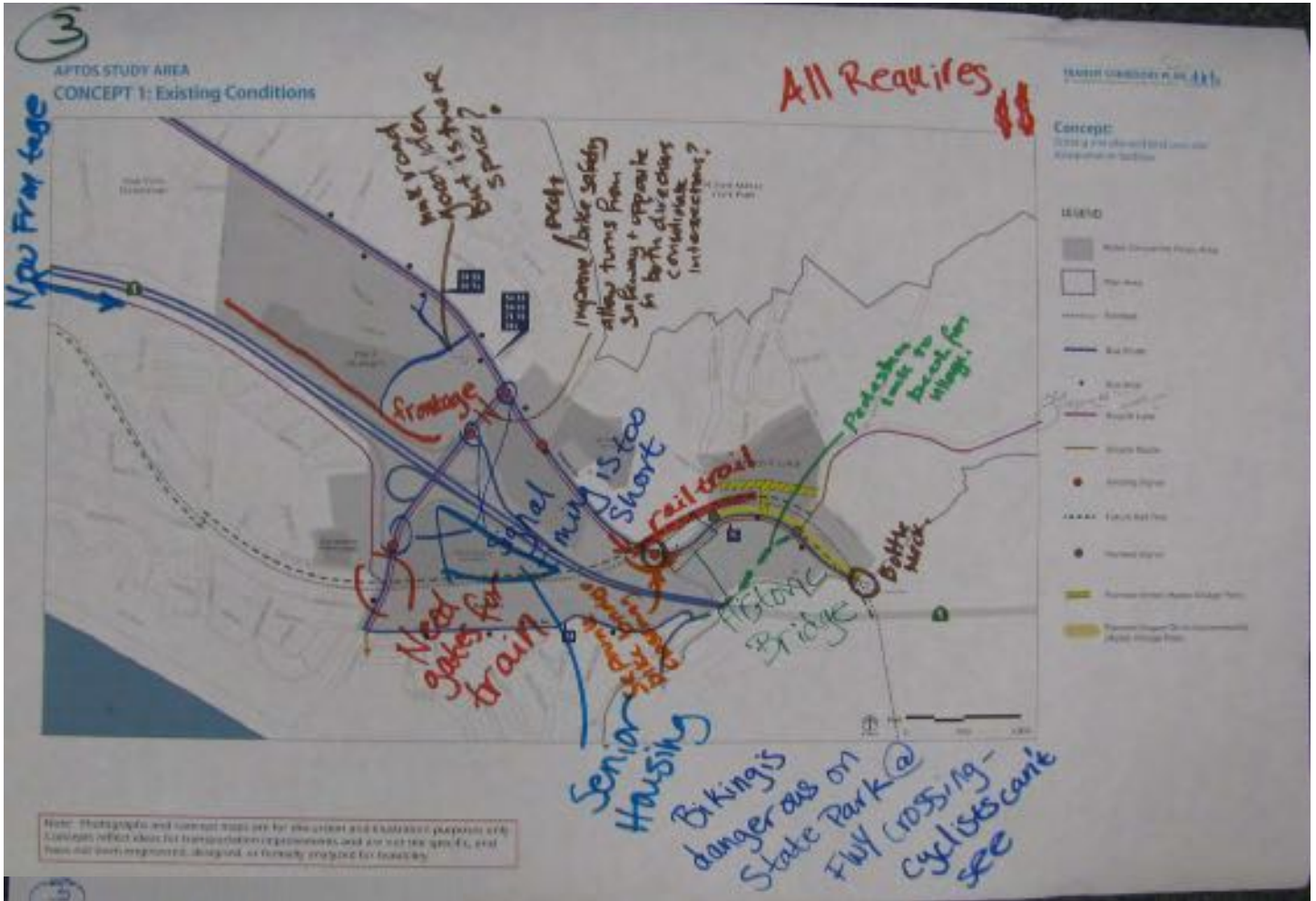
- SAFER BIKE FACILITIES
- LA SELVA CONNECTION??
- ROUNDABOUTS, NOT TRAFFIC CIRCLE - KEEP TRAFFIC FLOWING
- RA @ STATE PARK & CENTER??
- SMALL RA NEEDS EXTRA STUDY FOR FEASIBILITY
- BIKE LANE ON TROUT GULCH

Aptos Study Area- Group 2 (May 21)

- CONCERNS/IDEAS (2)
- GRIDLOCK
 - BRIDGE AT ENTRANCE TO VILLAGE IS TOO NARROW
 - SIDEWALKS ALONG SPECKLES
 - PRESERVING HISTORIC QUALITIES OF BRIDGE AT VILLAGE
 - FOCUS ON HWY 1 FIRST
 - STREET LIGHTS ON SPECKLES - SAFETY
 - ↳ UNDER HWY
 - SIDEWALK AMENITIES/FURNITURE
 - ACCESSIBILITY
 - LIMITED PARKING in village
 - STREET CROSSING BETWEEN MAR VISTA & CABRILO ON SOQUEL
 - ROUNDABOUTS/CIRCLES AT MAJOR INTERSECTIONS ARE NOT PRACTICAL
 - WORKSHOPS

- * WORKSHOPS GATHER LIMITED INPUT FOR PLAN DEVELOPMENT
- * Aging Population mobility and accessibility
- * How to fit in all elements of complete streets (sidewalks, bike path, walking)

Aptos Study Area- Group 3 (May 21)



- 3
- Crazy drivers are problem
 - Underpass too expensive
 - Potholes need fixing
 - No bike home park communities on Mar Vista will not want more traffic
 - Not sure that roundabouts are a good idea - slow
 - Like crosswalk separate from bridge
 - Need improvements in sequel village too
 - Frontage road by p. 3 good concept



Community Workshops – June 2, 3, 7, 9, and 10, 2014

Workshop Summary

The Santa Cruz County Planning Department, with assistance from project consultants, held a series of workshops on June 2, 3, 7, 9, and 10, 2014 for the Sustainable Santa Cruz County Plan. At the workshop, participants discussed:

- how the County can best promote sustainability goals in Santa Cruz County; and
- how neighborhoods in Santa Cruz County can become more sustainable and what kinds of tools can promote sustainability goals in each neighborhood.

1. Workshop Dates and Locations

- Workshop #1 on June 2, 2014 at Soquel Elementary. About 30-40 participants attended.
- Workshop #2 on June 3, 2014 at Live Oak Elementary. About 30-40 participants attended.
- Workshop #3 on June 7, 2014 at Live Oak Grange. About 30-40 participants attended.
- Workshop #4 on June 9, 2014 at Santa Cruz Garden Elementary. About 30-40 participants attended.
- Workshop #5 on June 10, 2014 at St. John's Episcopal Church. About 20-30 participants attended.

2. Workshop Overview

The workshops shared a similar agenda, which consisted of two main parts. First, County staff and project consultants opened with a presentation that briefly summarized the vision and guiding principles of the Plan and introduced tools that the County can use to help realize the vision. Next, the workshops broke out into small group discussions. In each session, participants formed groups based on one of three neighborhoods of their choice: Soquel Corridor (Area 1), Live Oak (Area 2), and Aptos (Area 3).

Facilitators and participants marked up aerial maps and/or wrote on flip charts their ideas for features of a complete, sustainable community and their feedback on the tools. At the end of the workshop, a participant from each group presented their ideas.

The following summarizes key points and issues discussed during the workshops. Photographs of the marked-up maps and notes are attached at the end of this summary.

3. Summary of Workshop Input

At the workshop small groups largely reaffirmed guiding principles. Some common themes that came up at all of the workshops include the following:

- Reduce traffic congestion; increase options for how people move around
- Improve safety for bicycles and pedestrians
- Increase bike and pedestrian connections to destinations, including neighborhood centers, jobs, and schools; take full advantage of rail trail
- Enhance transit, including small-scale shuttles to connect neighborhoods to job and activity centers

- Consider increased height and density in some locations, but carefully designed to fit with neighborhood (many participants also expressed concern or opposition to increased density)
- Increase resident access to neighborhood serving commercial uses
- Provide more public gathering places, including parks, community gardens, and open space
- Adopt better tools to accommodate mixed use and increase diversity of land use close to where people live and work
- Adopt better tools to increase housing choices, including more affordable housing in the right location
- Adopt better tools to manage supply and demand of parking, including shared structured parking
- Encourage job growth that is well matched to existing and future residents
- Promote urban greening and access to open space in urban areas
- Acknowledge development limitations created by water shortages and traffic congestion

In addition, participants discussed a variety of ideas at the workshops. These ideas are reflected in the photographs on the following pages.

Workshop #1 - (June 2)

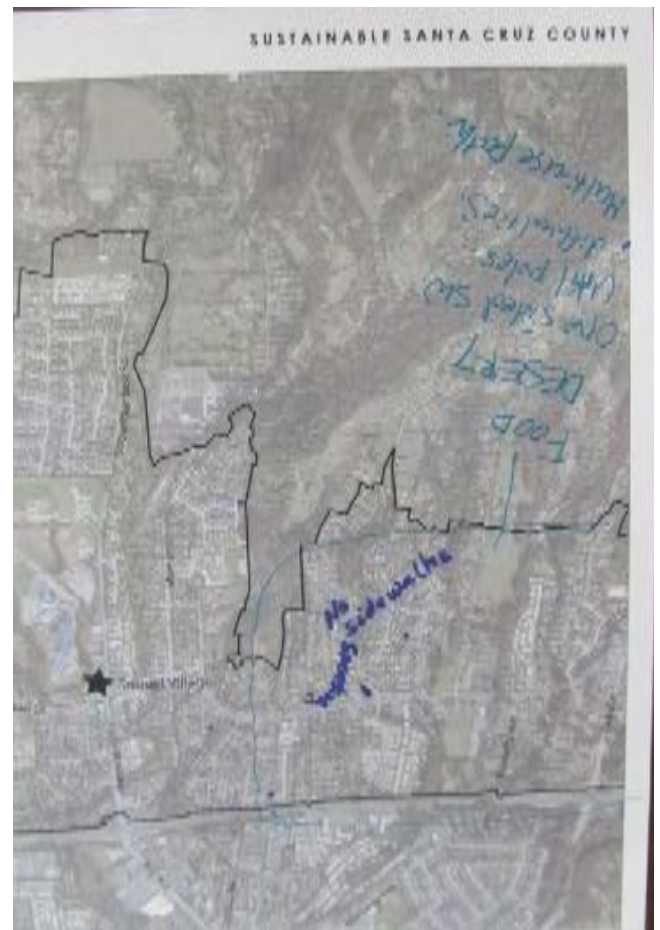
Group A - (Soquel)



Housing OK if Energy + Water factored in
Jobs near homes (V) Separated.

Dangerous biking. \$

- 40 units, 100 parking spaces pay for parking
- reduce off-street parking req. ped v. congested road
- Sidewalk → safety! esp. to school parents driving near school
- Watsonville - 5 mile path safer street encourages walking. Biking



Group B - (Soquel)

OUTSIDE URBAN AREA,
BUT IN COUNTY DID NOT GET
MAILERS?

CAN'T FORCE THINGS
DOWN FUNNEL

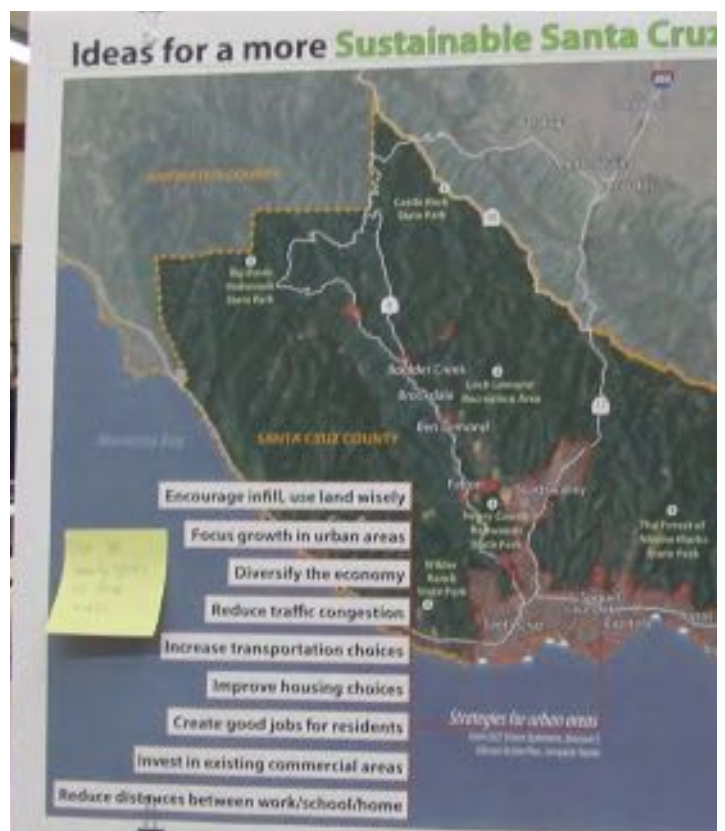
- FINISH SIDEWALKS
- MIXED-USE BIKE/PED
THRU E-C PROPERTY
- OFF ^{BIKE/PEDESTRIAN} SAN JOSE RD. ^{OLD}
- DEPENDS ON WHERE
- SAFETY ISSUES WHEN
HWY 1 PLUGS UP.
- TRAFFIC (AM+PM)
- RELOCATING FIRE DAT.

- NO ROUND-ABOUTS
ON MAIN ST. (TRUCK CIRCULATION)
- MIXED-DEVELOPMENT OK
(UP TO 3 STORIES)
PARK OFF-ROAD
- NOT WILLING TO LET GO OF
OFF-ROAD PARKING RULES
- * SOLVE WATER ISSUES
BEFORE DEVELOPMENT
- SMALLER UNITS THAT FIT
CRITERIA FOR PARKING.
(and other zoning criteria)
- NO HIGH DENSITY HOUSING
YES WHERE IT IS!

★ HOUSING CENTERED @
URBAN AREA

- WITH SEA LEVEL RISE, WHERE
WILL DOWNTOWN SC / SOQUEL
CAPITOLA BE?
- TOOLS IN ^{LIMITED} URBAN ZONES
ONLY AFTER TRAFFIC/WATER
ISSUES!
- "ALLOW DEVELOPERS" =
BAD IDEA TO ALLOW DISCRETION.

Keep H₂O offset rule
SUPPORTIVE OF
- URBAN AGRICULTURE!



Group C (Live Oak)

#2 East Cliff Village sign
 Swift → 3-5 story buildings

Model is limited in vision
 w/ long range view → more density
 (resid) w/ taller buildings that centralize
 use of services - more eventic
 7th Ave - towards
 Housing for
 3-5 story buildings

Esplanade → integrating the
 harbor, beach, lakes, beachfront
 businesses

bus service 7th | harbor taxi | trolley
 line # 254

Bike lanes - w/ buffers → brown
 what about just trails - xmas
 inner flow/rep
 more clear road layout

Parking - public support for structures
 - realistic dep'ts for dev.
 - permit/paid parking to support
 - parking benefit details # → road on

Tools Disc. - provide housing placed
 in proximity → work/life
 comm.

- Review density for high use areas
 & increase - accomp. by rethinking/expanding
 about parking/open space ...
- H₂O storage of problem ...
 How to reclaim - process of desal.

R-F *makes sense

SOU's, SKO's → higher density areas
 Small lot single family
 add open space req'ds need to be rethought/setbacks etc.
 Community open space - community
 Comm. areas designed to be open space for comm.

Mobility
 car/bus/bikes (trolley, trail, boat taxi)

near/w/in services → in residential areas
 "Collins mix, Deke's mix"
 support overpasses for bikes ... ~~pedals~~ peds

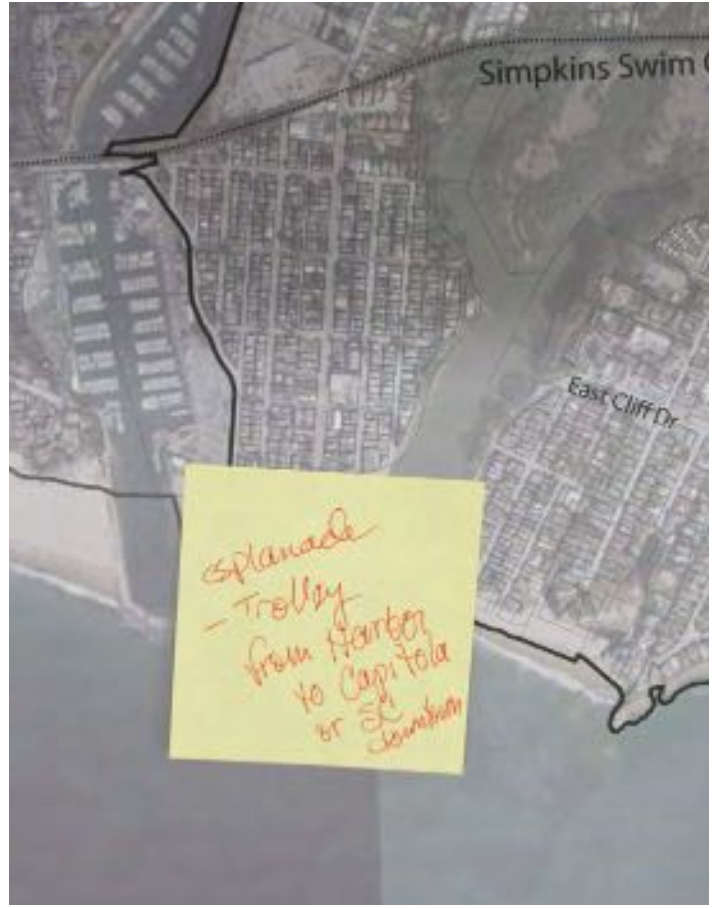
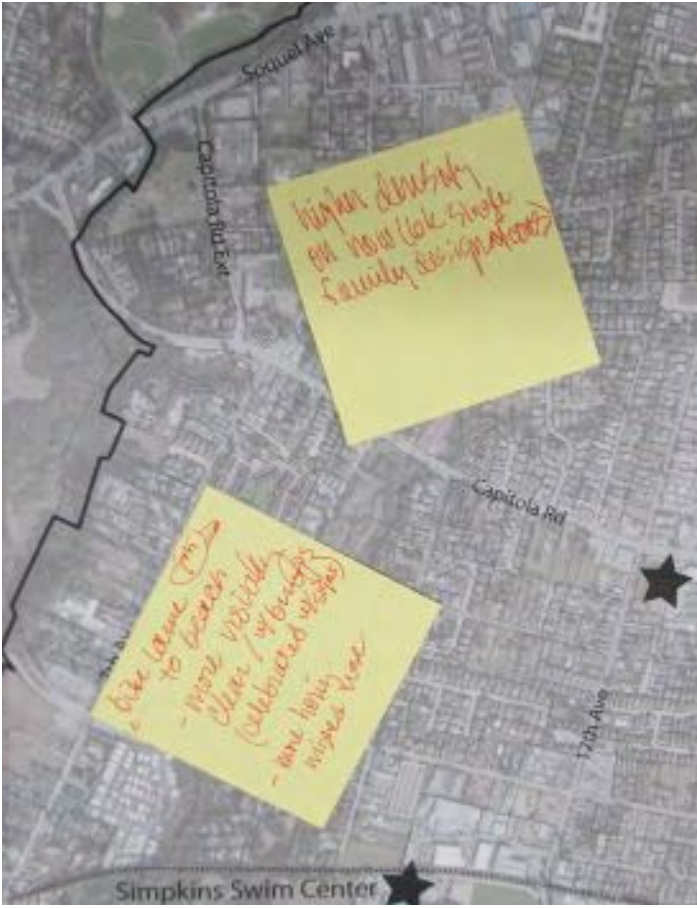
more protected bike lanes - color, bumps/signs
 "cycle track"

flex zoning -
 islands, w/green / roundabouts
 w/parkways
 7th 3
 Robinson

ht. limit → 3-5 story w/ scale/nodes



Group C (Live Oak) continued



Group E (Soquel)

NEED MORE

- Small transit options
Weigh long-term costs
- Property Tax transfer for seniors?
- Res/Commercial — limit uses to Res-friendly uses
- Make reuse of buildings easier
- Neighborhood comm
- With No Parking

- Allow more mix of uses in all res areas esp. Mountain Areas
- Include gathering places in New dev. design
- Safety w/ public spaces
- Ped safety on rural roads? how do we address
- Bike Path

- Prioritize small grocery stores
- Dense Housing on specific sites near housing → reduce parking
- SROs

- Micro units - 200-400
- Live Work
- Easier Granny units
- firggabod

- Detached Bedrooms?
→ Why not?
- Need More High-Paying/middle income employment
- Hospital sub
- Res Flex - Needs relaxed parking - stays near transit
→ Project specific
- Shared Vehicles belong to Res Flex project

Group E (Soquel) continued

- Water Meters - Individual meters per unit?

MOBILITY

→ HOV LANES? Widen |

→ BRT on Hwy |

Sarah.neuse@
Santacruzcounty.us



Group F (Soquel)

- Need to address commuters to Silicon Valley etc - esp Old 55 Road
- Be sure drivers are also planned for - ADA etc - Not all can walk, bike or bus - Address congestion
- Area shuttle - 41st → Soquel Dr → Cap Rd → Amle. / 30 min
- Neigh mktts close to neighborhoods
Bus how to support in light of big box stores?
- 41st Ave Extension for a Shuttle → Van
Route
- Have more loc. diversity - jobs close to homes eg jobs in Watsonville
Better match jobs/housing/commuter
also consider connections with each other

- Water catchment areas - Recharge strategies
38th Ave recharge basin - why no water - recharge
Work with the natural water cycle
permeable, bioswales etc etc
- Wilsons - L & R turn lanes someday?
 - RE Office -
- Make places for people to work close to where live.
- Incentives for job creation
- Protect Wats. ag lands - have jobs so W citizens don't have to commute.

1. Walk/Bike
 2. Shuttle/Bike
 3. Transit
 4. Cars
 5. Airport
- Get Cabrillo student's input
- The system doesn't work for young people
Issue of Co = 200,000 per year 10 million
Go after "leading edge" jobs - eg biotech
alt energy, manufacturing
- Support for smaller units, sharing eg
recreation assets etc. (Not 3000)
- Small lots with shared area. Cottages
in center
- Use more mixed use development -
neigh mktts in neighborhoods
lofts in office/indl areas
jobs near housing etc
- Grow wisely

Workshop #2 - (June 3)

Group A (Live Oak)

- STUDIES AVAILABLE ON "COMPLETE NEIGHBORHOODS"? I DON'T FEEL KNOWLEDGEABLE.
- DEVELOPMENT ON HOLD UNTIL WATER PROBLEM ADDRESSED
- ROOFTOP SOLAR
- DON'T ENCOURAGE HIGHER DENSITY
- 4TH DOESN'T MEET COMMERCIAL NEEDS

- METRICS NEEDED TO TIE IDEAS TO MEASURABLE OUTCOMES
- MIXED-USE OK, BUT NEEDS TO SERVICE RESIDENTS NEARBY (NEIGHBORHOOD SERVING COMMERCIAL)
- NOT IN FAVOR OF 4 STORIES. NOT FRIENDLY TO STREET. ~~CONCERN~~ CONCERNED W/ HEIGHT & SETBACKS
- LIVE OAK IS WHERE DENSITY IS PUT IN COUNTY
- OK W/ 4-5 STORIES, BUT NOT EVERYWHERE. LIMITED AREAS, SETBACKS, GREEN SPACE

- IN FAVOR OF RES FLEX
- COMMERCIAL NEARBY SO YOU CAN WALK/BIKE
- CONCERN ON HOW/IF LOW-COST HOUSING COULD/WOULD BE GENERATED IN THIS AREA.
- IS THERE A NEED FOR APARTMENTS & IS PLAN ADDRESSING THIS?
- CAN'T BUILD OUR WAY INTO AFFORDABILITY.
- Concerns Affordable housing concentrated in Live Oak

- IN FAVOR OF +50% RES IN MIXED-USE
- 50% = REASONABLE MORE NOT COMMERCIAL ANYMORE
- NEED NICE BIKE LANES, BIKE HIGHWAY - SEPARATED FROM CARS W/ BARRIERS
- BARRIERS ~~TO~~ BTW BIKE + PEDESTRIANS
- GET RID OF TRAIN ON RAIL TRAIL, KEEP TRAIL = BIKE HIGHWAY

Group A (Live Oak) continued

- REALLY LIKE PUBLIC GATHERING AREAS
- REALLY LIKE ~~ENV~~
 - + INVESTING IN EXISTING STRUCTURES
 - + RENEWABLE ENERGY
 - + PEDESTRIAN IMPROVEMENTS

Group B (June 3)



Ideas for a complete neighborhood




Group B (Live Oak) continued

Medians at crossing
along 41st

- Better transit connection
to ~~Cabrillo~~ ^{at} along 41st
keep all
- 38th more sidewalks
safer crossing
- NO Resi Flex. ~~(ideally ok)~~ ~~not consensus~~
increased density & ~~reality~~ ~~at~~ traffic ↑

- Live Oak is fairly dense.
- Vacation housing w/ 10 cars
- want to support affordable housing
but worried about traffic
- East cliff: ^{shops leader} needs more grocery, post office
public gathering
if housing, safety issue.
example Bainbridge island WA
small market in Sequel, AZ
- add minibuses
- want to see examples from other communities

- no heavy infra near the
Ocean
- e.g. parking structure near Portola
-  ~~no~~ no good, privacy, light
no big housing
- Density housing should cover parking

Group C (Live Oak)

*Need gathering spaces in Live Oak

- Community Center
- If privately owned, has to be economically viable. If rezoned, be sure to increase econ feasibility to re-mix and create public-private areas
- Livable Community = Walkable Haircut Services Nearby PT30
- Seniors take tax basis with them → would move from bigger to smaller homes
- Jobs nearby or via bus - 10% commercial in all-precinct
- Support entrepreneurship (garages) - incubators - tech
- UCSC - IMPROVE INFRASTRUCT - Portola redev
- E. Cliff Vill - more vibrant

- Don't "dump" excessive housing in L.O.
- Market rate
- Emulate UP / Portola
- Get folks to walk
- Increase safety of walking/biking all the way to harbor
- Traffic calming
- Active, complete STs / Intersections
- Live Oak ripe for New Urbanism - Connectivity - rail corridor doesn't - Identity of who L.O. is - sense of place
- Rail/trail - needs to feel more safe, * OPEN - Add: quality residential gathering places

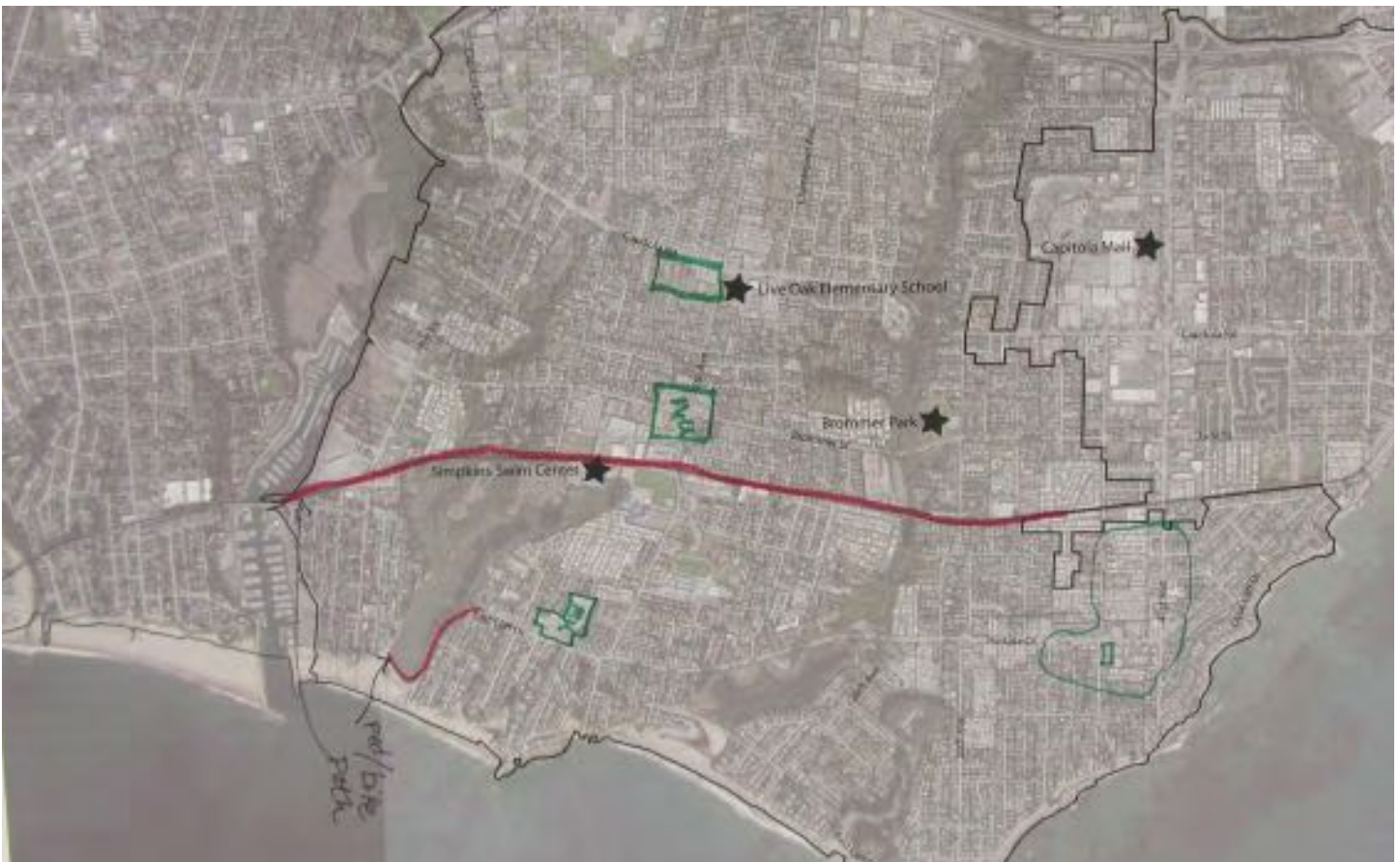
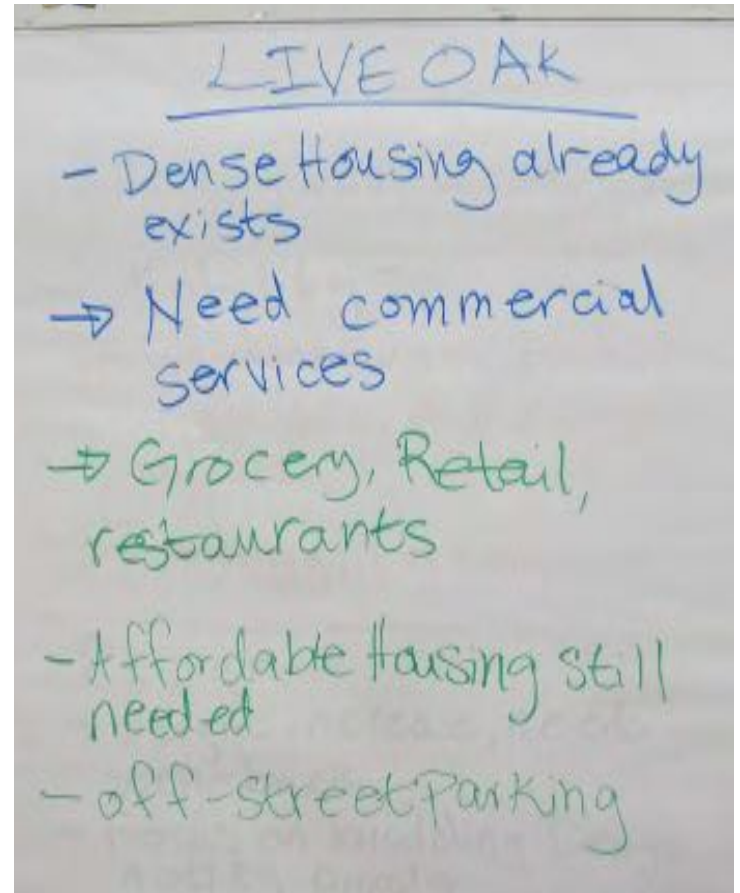
- Co-housing communities - child care opp also apply for urban farming
- Like idea of being flexible
- Portola (380 → 300) "a mess" - id zoning changes that can help transition - eg mixed use district and Capitola Rd
- Brommer a great opp for building more residential
- Against rail because will not be economically viable to operate
- Positive LO Images → Farming - flowers etc - life "urban farm" identity - amphitheater - performance
- 17th / Cap Rd - art exhibit

- Prob: not enough density to support desired commercial & public facilities
- Need to address safety
 - More activity - active STs
 - More people
- Support resident ownership of MHI blocks
- Brommer - Residential
- Capitola Rd - Comm
- Portola - Mixed Use
- 17th Ave - can use some work to make walk/bike more inviting/safe esp near RR tracks/auto uses - Not enough greenery
- Parking structures underground

Group C (Live Oak) continued



Group D (Live Oak)



Group D (Live Oak) continued

→ Housing near creeks/greenbelts

- Mobility -

→ Weekend Summer Parking
more days, more streets
needed

→ Parking, Parking

Design

→ Height increase, needs
step-back

- Focus on building Design -
not by broader

- Design of tall buildings
- set back upper story

- Water service

→ Density in Live Oak

→ Traffic AND Character

→ Neighborhood character is
important to maintain

→ Protect existing neighborhoods

→ WATER
- water catchment/collection

→ Any new density - focus
on Nodes for efficient

→ Where is the Parking for
MF

→ How do we ensure
good Design?

→ Walkability - Peds need
Access to paths, trails - off
street and on

- Community Design
Review

→ County Invest in
Railtrail & pedestrian
connections

→ Complete ped/bike path @ I
Schwann Lagoon ^{Twin Lakes Pres}

Sarah. Neuse @
Santa Cruz county - US

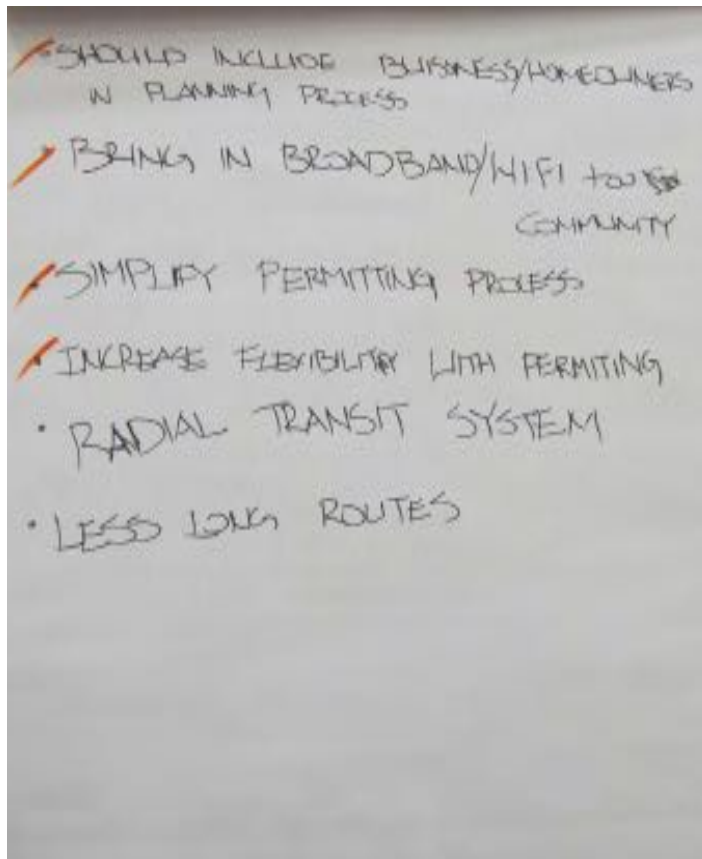
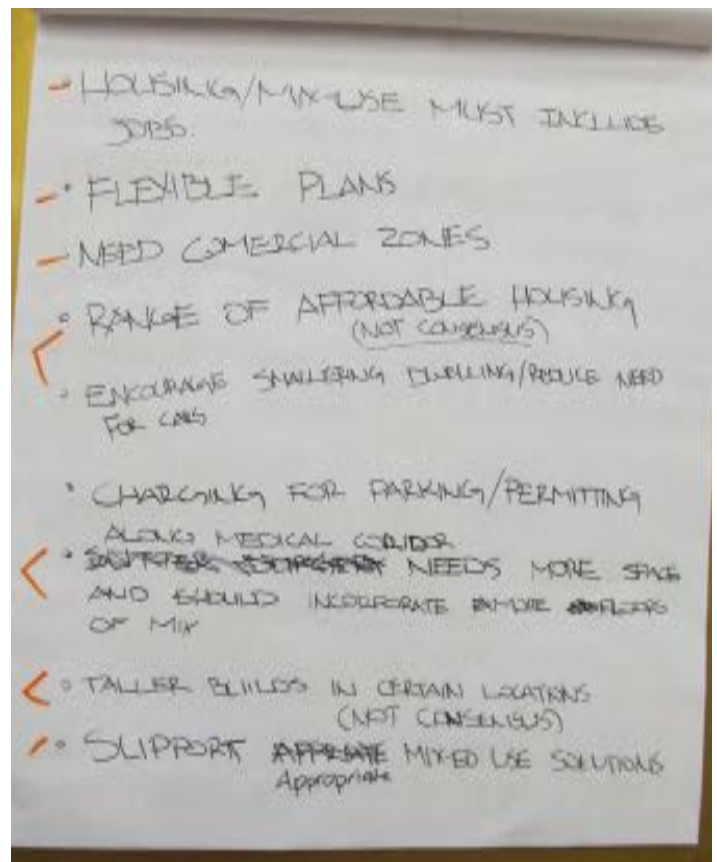
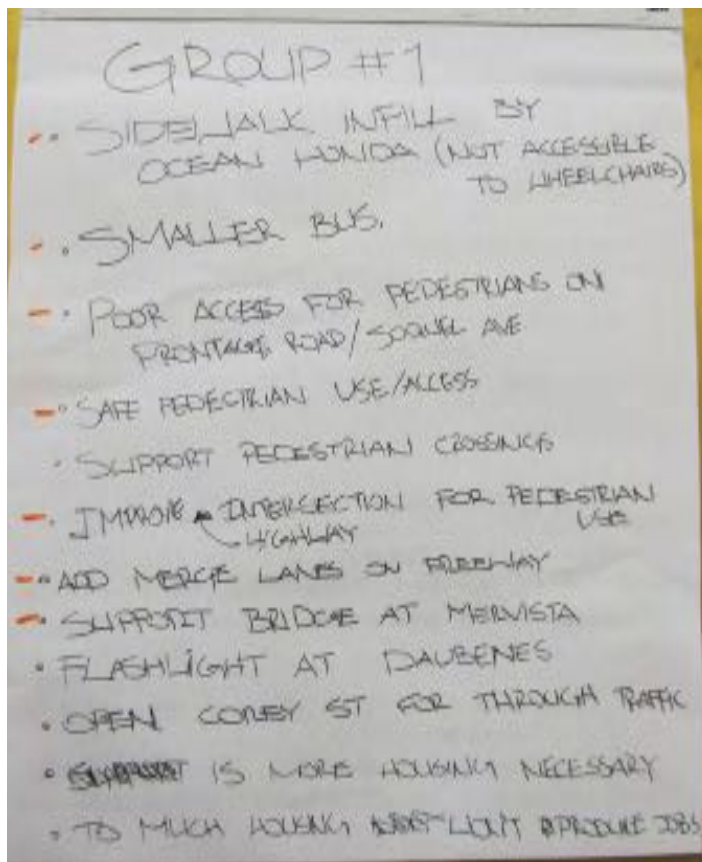
Group E (Soquel)

0. Does the state housing number consider water shortage?
1. Concern - will infrastructure for new housing (roads, etc.) be in place?
2. Open space has appeal
3. bike safety concerns
4. prioritize bike impvts to schools, grocery stores, etc.
5. takes alot of R.O.W to buffer bikes
6. R one way streets increase ROW
7. Increase public ROW dedications of new dev. (on Frontage)
8. Can you restrict truck traffic?
9. Someone moved to Brimmer for walkable characteristic. That has gone (E.C.V)
10. Not many peo. actually bike. Especially
11. Separate bikes from cars. Boulder, Davis mix = failed model
12. Seg will never be moving to non-cars
13. Pedest intersections - wide crossings
14. Heavy increase in importance of B

- Metro not feeling "viable" to many people
- developer fees - who decides?
- Discussion of C.I.P. - Cap improvement program
how can public weigh in?
- Big has sea - why?
they jam up the roads
- like more units, smaller units
- re. res flex
Some say still too expensive
smaller ≠ affordable
- B 90 common's not popular w/ LA's residents
by housing density being "rammed down pro
thru's"
- Lack of front setback (ex. on Ocean St)
not desirable
- Deep L.O. lots more ok for density

- pot higher density where peo. want to be - quality environments
- Small F.S.B. = too much hardscape
- Small new S.D. in Chanticleer, nice example. Fits in. (2013)
- Walk to ~~services~~ services
diversity
- M.U. positive comment
- Apts. change flavor of neighborhood
Shopping
- Open space v. important
- 7th + BL = shopping desert
- post office needed
- potential unpaved bike paths along rip corridors (Rudeo)
- But, protect rip corridors
- make xings over highway!
- quality of design very important.
- Quality of life issue

Group F (Soquel)



Workshop #3 - (June 7)

Group A (Live Oak)

Making East Cliff one way
→ revive 75' County-owned strip

Reinvesting in existing structures s/p green

Bike parking always part of parking
↳ motorcycle/moped

↑ public transit

Building up @ rail corridor

Safety, esp @ walking

Grocery store in East Cliff Shopping

Low-cost housing expected in East Cliff Shopping

NO 4-story

Encourage mixed use in East Cliff

NO 4-story

East Cliff & Portola needs to be developed
→ jobs & services paramount + beach pt

Housing near rail corridor

No "landing place" for visitors to spend

Biking paths
↳ biking/pedestrian overpasses

Connecting commercial areas

More retail in East Cliff Shopping

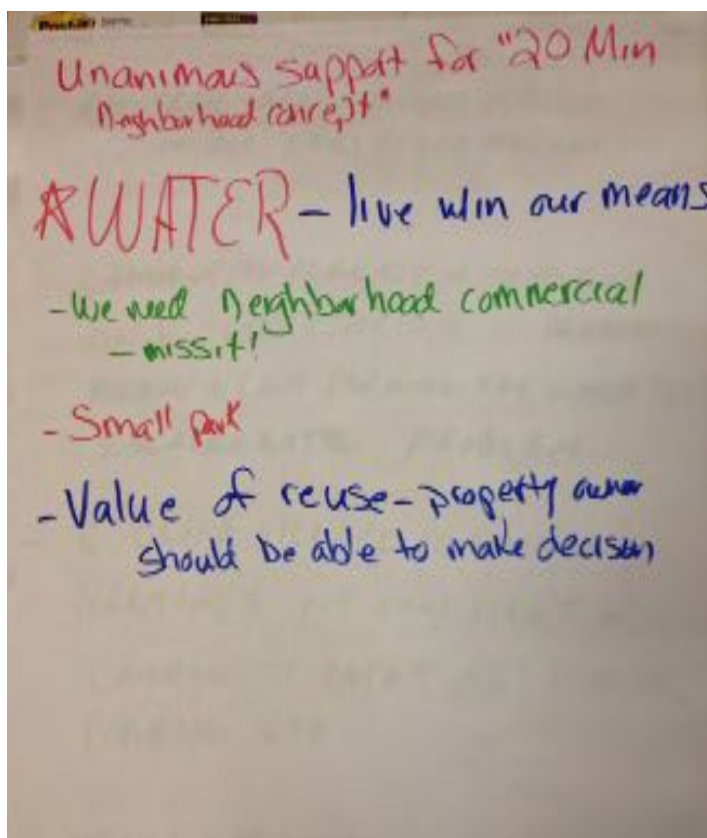
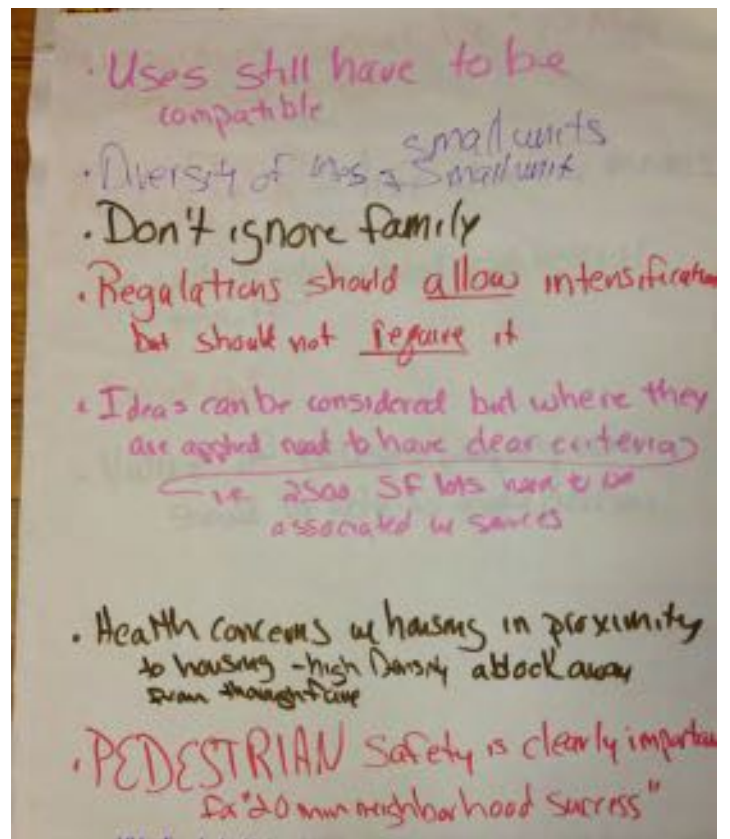
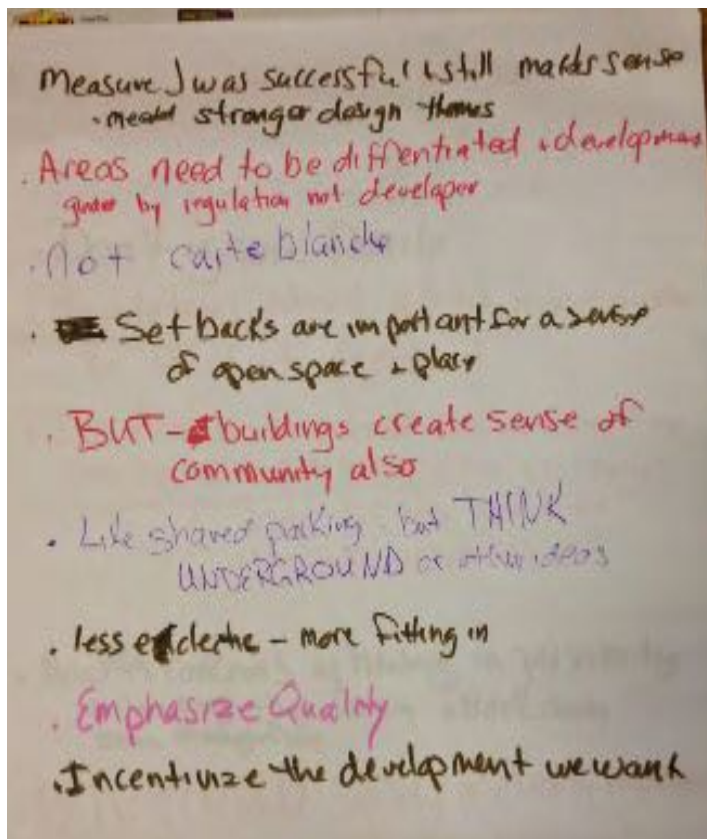
Outdoor dining

Connections to beach.

Wider Hwy? Live Oak: a thruway



Group B (Live Oak)



Group C (Live Oak)

- RAIL TRAIL ASAP - ACCESS AROUND COUNTY FOR BIKES / PEDESTRIANS
 - BUS CONNECTIONS
- CONGESTION ALREADY A PROBLEM ON E. CLIFF CORRIDOR. HIGH DENSITY HOUSING + LACK PARKING REQ. WOULD EXACERBATE PROBLEM.
- E. CLIFF VILLAGE PLANNING MEETINGS NOT CONSISTENT W/ COMMUNITY INPUT RE: HOUSING, PARKING, ETC.
- NEW LEAF MARKET NOT INTERESTED IN E. CLIFF DUE TO LACK OF MARKET

- TOM - E. CLIFF VILLAGE CALLS FOR MORE RETAIL THAN LOCAL MARKET WILL SUPPORT
- E.C. VILL
- Restaurant
 - Clinic
 - Serves food?
 - Serves money?
 - Codes - priority
 - Need affordable but plan correctly
- JEREMY - WILL DESIGN REALLY REDUCE VEHICLE USAGE OR JUST MAKE CONGESTION WORSE.
- ↓
- RANDA - NEED REAL / BETTER PUBLIC TRANSPORTATION - SMALLER, MORE FREQUENT SERVICES. - MAJOR CORRIDOR TO DOWNTOWN - 41ST, ETC.

- 17TH + CAPITOLA - MODEL OF GOOD LOCATION FOR PLANNED MIXED USE RETAIL / COMMERCIAL MORE-DENSE HOUSING. I.E. BETTER LOCATION THAN E. CLIFF VILLAGE
- Q - WOULD YOU SUPPORT ~~30~~
- 30 - STORY AT 17TH / CAPITOLA
- GROUP CONSENSUS - YES - BUT PARKING / TRANSP. WILL BE AN ISSUE
- MANDATORY WATER COLLECTION ON ALL NEW BUILDINGS

- * WATER COLLECTION SHOULD BE HIGH PRIORITY
 - i.e. - SOLAR HAS BECOME WIDESPREAD
 - MAKE WATER RETENTION EQUALLY IMPORTANT / COMMON
-
- MOBILE HOME PARKS NEED MORE COUNTY SUPPORT AS DENSE / AFFORDABLE HOUSING

Group D (Live Oak)

- Live Oak highest density unincorporated area in county.
- Prior iterations seemed to push higher density/lower parking standards.
- Maybe a need for more local commercial instead of more housing?
- No grocery store in center of Live Oak
- ^{Evening} High res. density around E. Cliff Village & library.
- Who owns 17th/Coyote lots?
- No bank in area
- Concerned about bicycle safety on streets
- Buses on rail trail? Diff. ways to board & unboard?
- Frequency of bus service discourages usage.
- Catch 32 for bus system (frequency/ridership)
- How does \$ flow into Live Oak? Prox. den.
- Are we planning for generating own income.
- Concerned about excluding a Gypsy, a Wristlers

- Staff suggestion: What about workplace flex
- By Simpkins on 17th, around artist area?
 - Research Park location doing well?
 - Concern that work/live spaces actually eliminate high-paying jobs in some cases, don't generate commercial activity.
 - Workplace subsidies, but not take prime retail? Not make residential primary use.
 - Battery chargers
 - Revitalizing El Rancho @ 38th/Parkole (how?)
 - Hiking through gulch (roads) / cross generally

Group E (Live Oak)

Group 2

Housing Choice	Imp. Mobility	Design
<p>① Growth is not sustainable</p> <p>Sustainable? ② resilient adaptive</p> <p>③ Affordable? income that not household can afford usually be able to afford house etc.</p> <p>④ No roadways should be designed for multiple use</p> <p>"Practical" zoning design integrated</p> <p>transportation</p>	<p>① Growth is not sustainable it can</p>	<p>① Not growth inducing (Not sustainable)</p>
	<p>⑤ 2 mile walk zone</p>	

General

* Green Infrastructure to deal with ^{storm} waters capture
retention
Gray water systems - toilet

Housing

Mixed use of town centers - sitting related to housing
Multiple families living in one house now

Second Units - Not only reducing lot size
but design it if it's 10 set backs etc.
allow it. Not just 50 FT.

Mixed Use: Allowable Range based on design
more creative, flexible, design based

20 minute Live Oak

Need "Neighborhood Hub" defined

17th: Capital - Very important corner

Mini "Whole Foods" Market needed

Community gathering - coffee, restaurant

Wait Union, ATM, convenience for local, personal services

Pharmacy, hardware - Plaza - Public Space

Height - shading at neighbors

Roads with everything - design drive, addressing impacts

encourage 2ip car / use current 3 story, but allow it

Busses - Max routes, more service, Every area 511 system

Smaller busses for low ridership areas

We don't pay attention to pests - 10 crosswalks between 17th & Cap.
water docks, ^{lighting} ^{entrance} ^{lighting} ^{entrance}

Workshop #4 - (June 9)

Group A (Soquel)

Flea market
Bike to work
Issue: poison oak
spread apart
few things
sidewalks (barriers: telephone poles)

Rail/trail will be helpful
Alternative - more efficient use of street
Dominion - majority use cars
Medical corridor should be enhanced
to help medical use
to be brought back
→ But more traffic ~~to~~ Santa Cruz Garden
Bus service

- mass transit typically works in high density.
- students (UCS fees)
- how to provide feeder SVC?
- (could reduce traffic, safer)
- widen Hwy 1
- but more freeway could result in more traffic
- disconnected pathways
- Apple provides housing for employees
- housing close to jobs, schools.
- more accessible, affordable housing close to jobs - need density, standards revision e.g parking

- Sutter, Dominican Cabrillo need density, new reg to support MXD & Density.
- reduce parking req. for residential flexible reg. could support density, more housing. Senior, young ppl
- maybe taxi, or share car svcs, Paid parking (works well in SF, but may not work everywhere)
- maintenance needed
- L/w place would be ideal for incentives MXD USE

the corridor is missing some downtown features, restaurants, theater, attractions, variety.

- 4th is regional commercial
- Identify node for center like Pottery 41
- what Sutter, Dominican staff wants? patients
- Food, variety, walkable neighborhood flower shop, gift stores
- maybe Soquel Dr / Soquel Av. is land a destination spot @

Group A (Soquel) continued

- Overpass for peeds, bike, vehicles?
- no access to riparian areas
- could be part of urban landscape + safety, connectivity
- incentive needed b/c ~~expensive~~ expensive to develop the area.
- something mixing, designing of commercial areas along Soquel Dr.
- MXD, 4 stories.
- not auto-dependant housing development

- housing on Thurston Ln
- could ~~support~~ support commercial nodes but traffic?
- Tools - MXD near Sutter.
 - Residential Flex - mindset has changed
 - a range of demographics
 - highest paid nurse can't afford median ~~apartment~~ ~~at~~ ~~Massis~~ in Santa Cruz
 - higher stories, less parking spots could ~~make~~ ~~get~~ down.
 - bus svc, infra \leftarrow Density
check 2 eggs
 - go higher along the corridor - 3 ^{residential} depend on where

- if housing is next to medical could go higher, like 4 story? ~~feasible~~
- not near ~~single~~ single family homes.
- 3 story may not be feasible for developers
- medical facilities more vertical
- aesthetics should be considered. \leftarrow
- in certain locations
- water. single family homes use more.
- ⊕ water capture, reuse.

- Workplace flex.
 - usually flexibility works.
 - Soquel Dr, new construction, renovation w/ better aesthetics.
 - creative uses,
 - similar tones, materials, neighborhood feel
 - reusing existing buildings.
 - local businesses can't afford rent along 41st.
 -

Group A (Soquel) continued



Group B (Soquel)

MOBILITY - North Side folks need to bike on Soq - don't abandon but improve (cycle trace)

Bike safety on Soquel + other rds

overcrossings + problem areas - See MAP
base of Thurber
X over ramps at Hill
Robertson + wharf + bad
Keep 40m closed

EDUCATE DRIVERS
light turning - ~~over shoulder~~ cycle at
Driver - MATT

MIXED USE - grocery, sizeable drugstore
can calm traffic
SCB - no need for store, 7-11 covers it

Trips
PAMF - donate a ZIP car lot

RITTENHOUSE - m.u. w/ housing. Pamf person said no mkt for more
MED OFFICES. + ♀ said it feels like a desert -
area all medical

Jobs - tech + medical tech

School traffic
USE METRO to have special busses to schools
SCB can help create carpools

Height -
New taller dev on seabright by Soquel "ruined area" changed the feeling

Generally OK w/ ht if mitigated. 5 stories

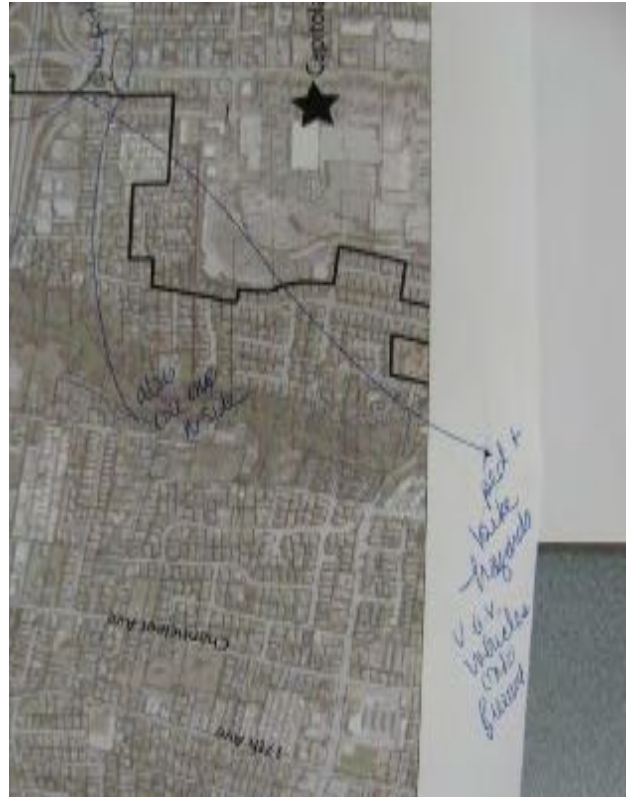
DSS/BA - more foliage + landscape. Use roofs

notes - 17th + bumper news green

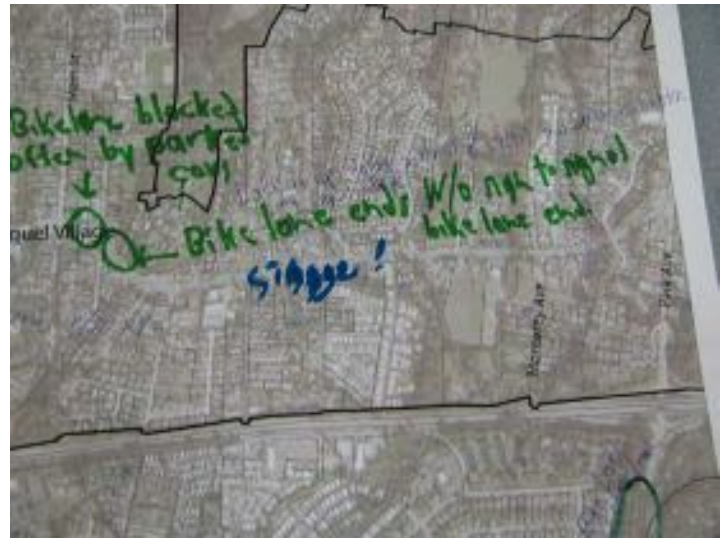
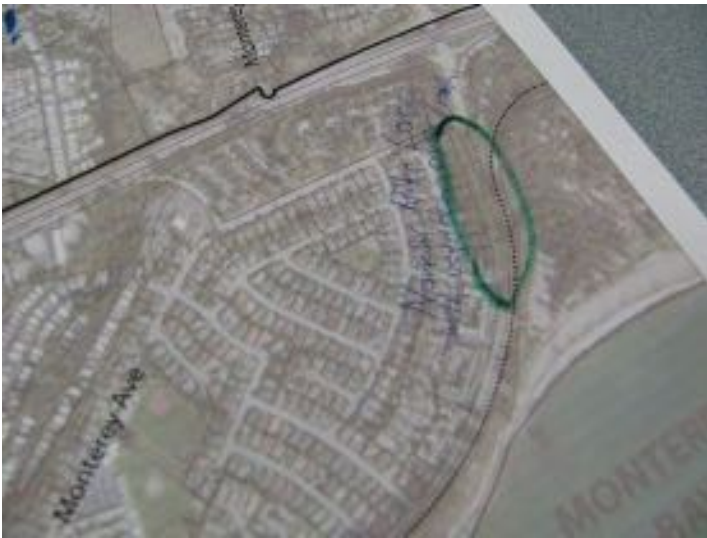
SPC
separate
hold from
participat



Group B (Soquel) continued



Group C (Soquel)



Group C (Soquel) continued

- HIGHWAY 1 TRAFFIC BAD, @ SOQUEL VILLAGE
- WIDEN HWY 1 = (4th exit) ^{esp @}
- LESS TRAFFIC IN NEIGHBORHOODS
- MORE BIKES, BUT NEED IMPROVED SAFETY
- PED/BIKE ^{ACROSS} FROM SOQUEL ^{TR} CYCLE TRACKS TO: SOQUEL AVE

- RAISED CROSSWALKS
- TRADE OFFS FOR BIKE/FED ~~FINAL~~
 - II ROUTE ^{NEXT TO SOQUEL AVE?}
 - CYCLE TRACK + REMOVE PARKING?
- CONNECTION (SEPARATED PATH) OTHER THAN 4th FROM LIVE OAK/PP TO SOQUEL HIGH (CROSSING @ RODEO GULCH)
- HIGHER DENSITY = CONTROVERSIAL, BUT BRINGS BENEFITS

- TALLER BUILDINGS OK (GROUP CONSENSUS)
 - @ Calavit ^{- higher density needed to attract developers}
 - for elderly population
 - integrated medical campus
- PLENTY OF OPPORTUNITY FOR MIXED-USE @ DOMINIKON
- ACCESS TO LIBRARY + ^{POST OFFICE}
- MIXED-USE IS A GOOD USE OF SPACE (GROCERY STORES TO FAR - ^{RATHER WALK})

- MIXED-USE → ART FACILITIES, FITNESS SPACES, BREWERIES, SMOKE SHOPS, BAKERIES, YOGA
- POTENTIAL TO CREATE NEW NEIGHBORHOODS USING POLICY
- SANTA CRUZ VERSION OF SANTANA ^{READ RUN} + CAMBRIDGE
- HEIGHT PRESERVES OPEN SPACES
- COLLEGE PUTS PRESSURE ON COUNTY - NOT ENOUGH HOUSING - SMALLER UNITS
- STATE DOESN'T WANT SUBSIDIZED HOUSING

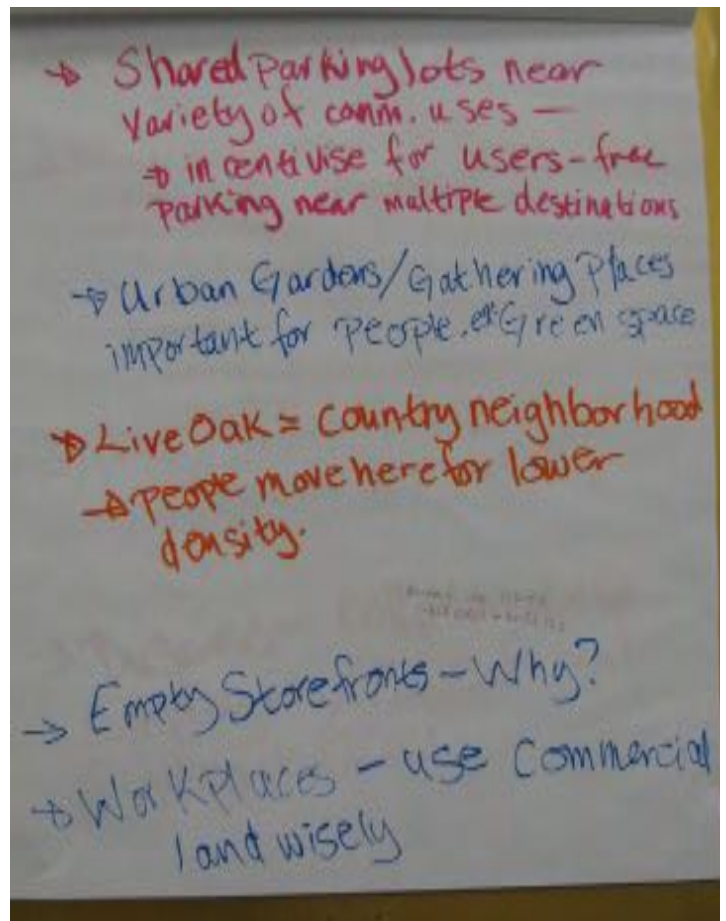
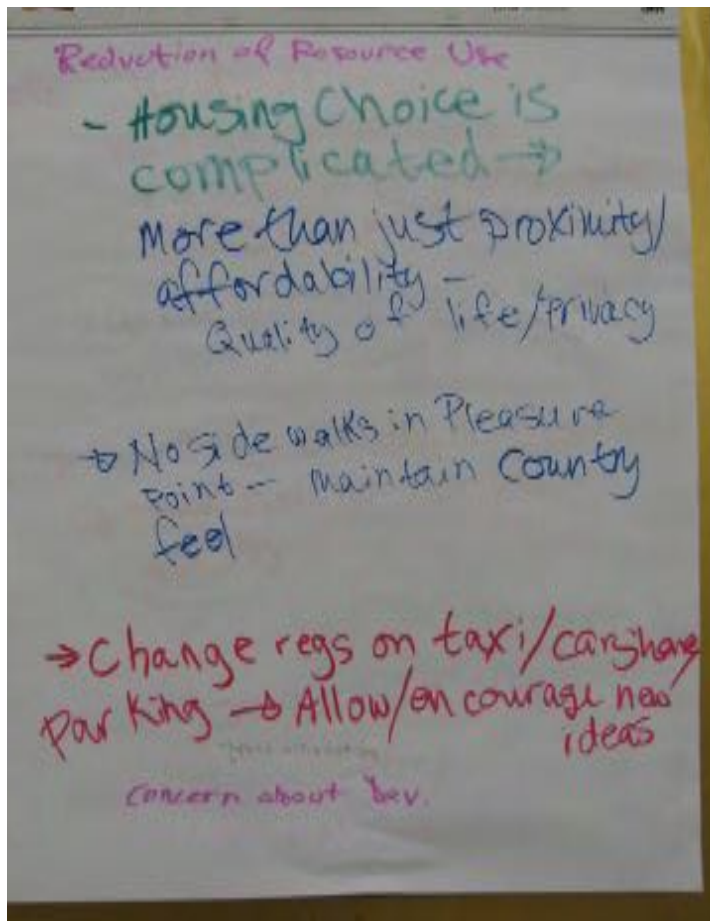
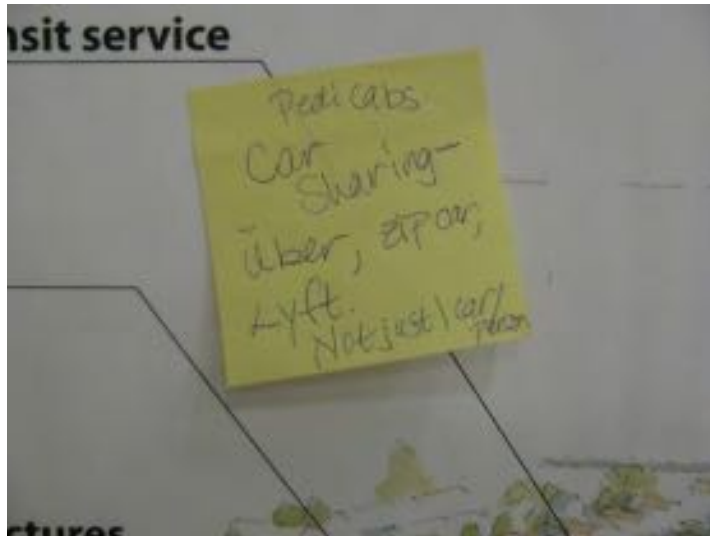
Group C (Soquel) continued

- CABRILLO CLASS ON BIKE REPAIR
- STUDENTS NEED HAND-HOLDING
- ^{ARE STUDENTS} WHY NOT BIKE/WALKING?
- NOT ENOUGH TIME TO GET TO WORK & CLASS - NEED MORE NEARBY EMPLOYMENT
- HIGHER DENSITY TO OFFSET COSTS ~~OF~~ OF WATER CONSERVATION + REUSE
- ENCOURAGE REINVESTING IN EX STRUCTURES, BUT MANY NOT WORTH IT (STRUCTURALLY)

- NEED MORE PUBLIC GATHERING @ SOQUEL AVE
- BIKE LANES! (NOT ON DRAWING)
- parallel bike routes across town
- NEED PUBLIC SUPPORT TO FUND RAIL TRAIL & WIDENING HWY 1
- PARKING IN MIDDLE OF ROAD
- BIKE LANES ON OUTSIDE
- ZIP CAR FOR BIKES IN ST. PAUL/MINN
- BUFFERED BIKE LANES (@ PORTLAND)

- PRIORITIZE BIKE LANES:
 - NORTH/SOUTH w/ X-INGS OVER SOQUEL AVE
 - BETWEEN SOQUEL + LIVE OAK
 - GROUP SUPPORTS BIKE X-ING @ CHANTRE
- MODELING BIKE/PED INFRASTRUCTURE IMPROVEMENTS - FEASIBILITY & ALTERNATIVES
- ^{BETTER} SIGNAGE FOR BIKES + CARS
 - SHARROWS
 - T's @ PARKING + CROSSWALKS
- FUNCTIONAL BIKE SIGNALS

Group D (Live Oak)



Group D (Live Oak) continued

- Regs. around home occupations
- Allow/encourage Prefab structures for both Com/Res
- Mixed-use → diffuse/less dense
- Affordability of housing - home ownership out of reach
- **Business - collaborate w/ Employers / Bis Council - Attract them**

- Being able to buy housing is important to upcoming generation
- This means density is important
- **New development needs to be required to develop water / power / resource development.**
 - life-cycle costing.
 - how do we encourage that?
- more important to maintain what we have rather than encourage new growth
- What if the Economy collapses?

- Bike trails - Better designated Bike lanes - Variety of options for bikes
- **Freeway Crossings** need for Bikes / Peds / and cars.
- New density @ 4/9 - Hard to imagine
- 30th & Capitol - Backup open gate @ 40th & Clares

Workshop #5 - (June 10)

Group A (Aptos)

- Rent is too high
- Local small businesses can't afford the rent (w/ MU)
- restrictions on height makes it harder to lower the cost
Denser development
- reuse of building sometimes does not work w/ modern uses
- increase height & density would make rent more affordable, also good for transit

- public resistance to increase height limit
- limit the supply job - big problem
- trend: smaller households
- not good options for studios
- will be nice if Cabrillo ~~has~~ offers dorms
- where are opportunity sites for residential flex?

- housing over shopping ctr?
- want to see more public gathering
- move Aptos Library to a larger site and enlarge it. (Part 3)
- as like town center, closer to other parts.
- add connection to commercial area & resi (Mar Vista)
- bridge over Hwy 1 funded
- walking paths, ^{emph.} theater,
- Library user over 35yr → should encourage the use of library

- flip the old library to M&D or retail?
- Part 3 - hard to get in and out.
- road from Mar Vista?
- how would ppl travel if a 500 units were added? stop in walking distance
- areas to meet different needs:
 - ① coffee, small shops
 - ② CVS, ACE, Safeway
- Residential Flex -
 - allow more secondary units
 - in general, more flexible the better

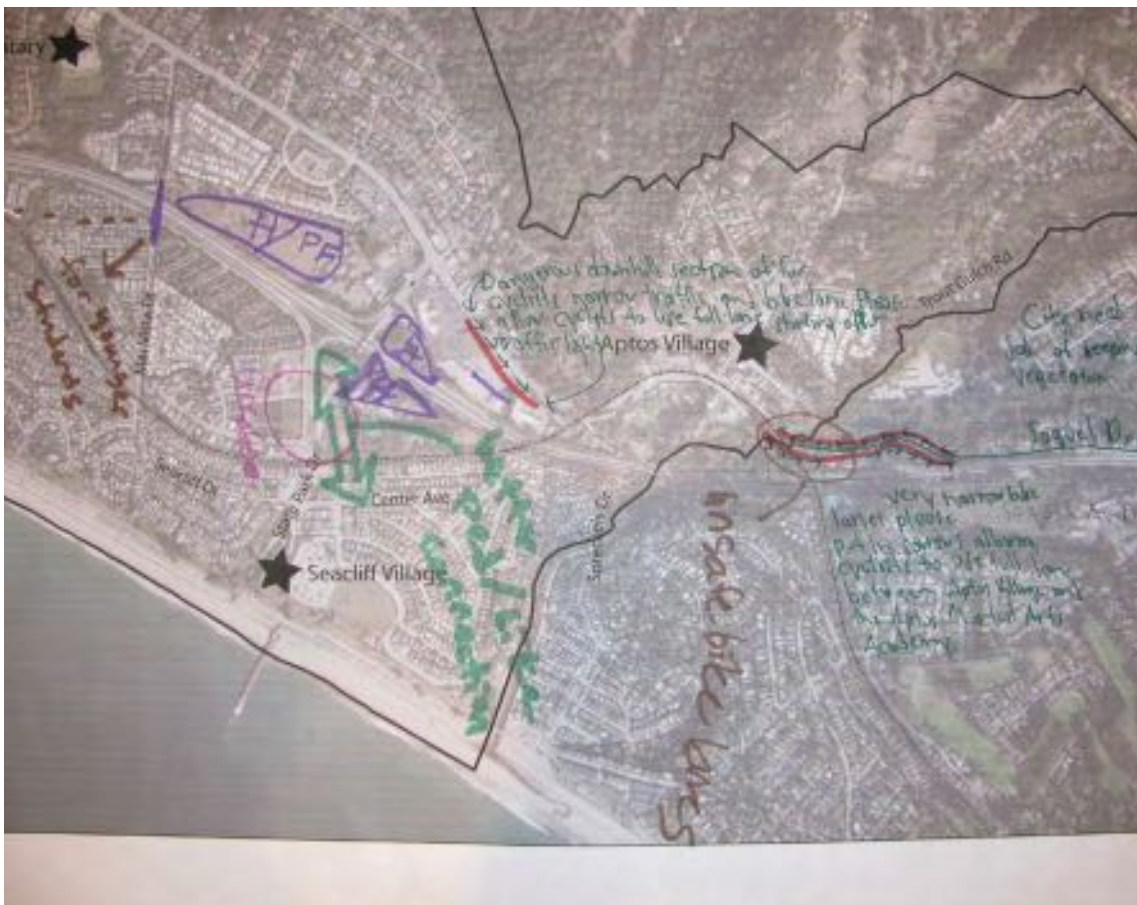
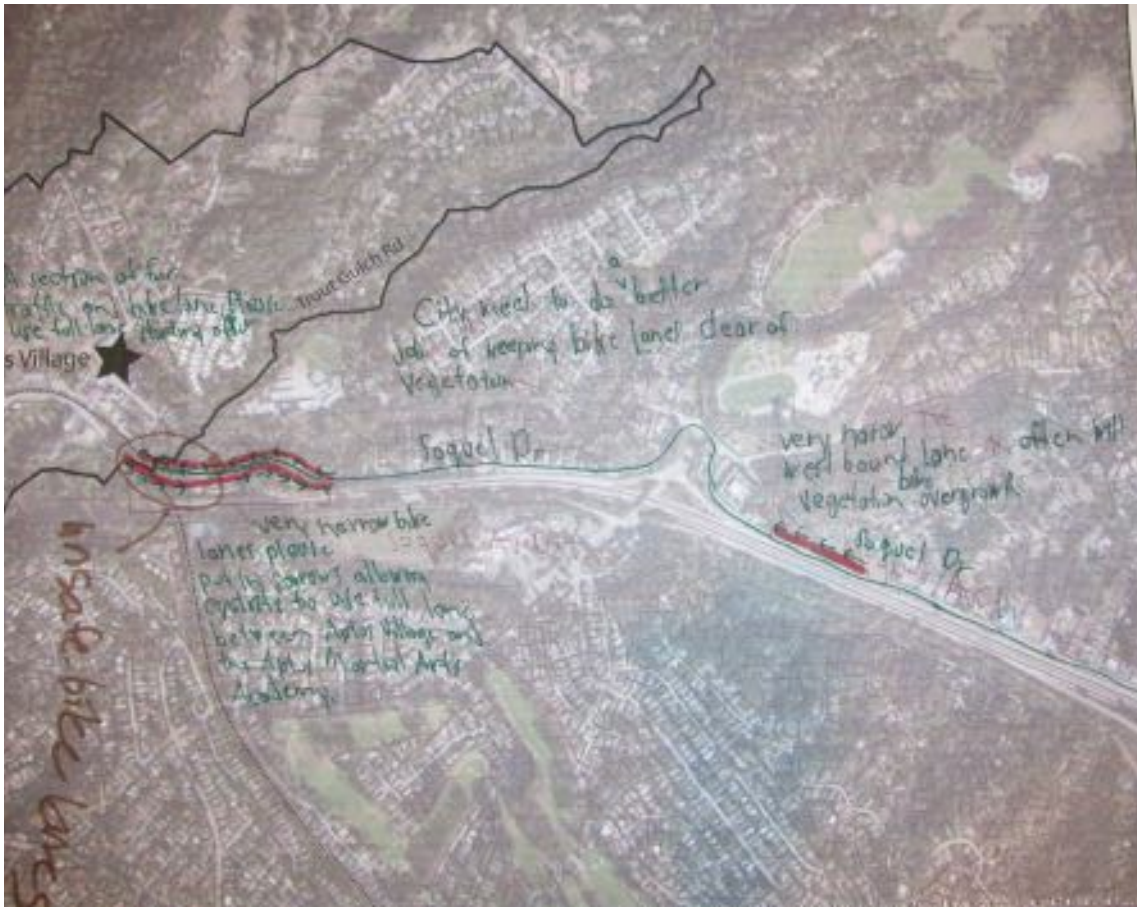
Group A (Aptos) continued

- Streamline the permit process, tax
- only national chains can afford
- reduce time between start & end
- meet needs for open space, trails,
- rail trail (2 segments under construct)
 - ↳ Santa Cruz, Watsonville
 - ↳ ~~good~~ good connectivity
- look at opportunity sites along rail trail
- feasibility study for passenger svc by next yr
- complete bus/walk/cycle mode safer, parking environment
- no SW - Soquel Dr btw Freedom & Aptos
 - ↳ bike lanes narrow

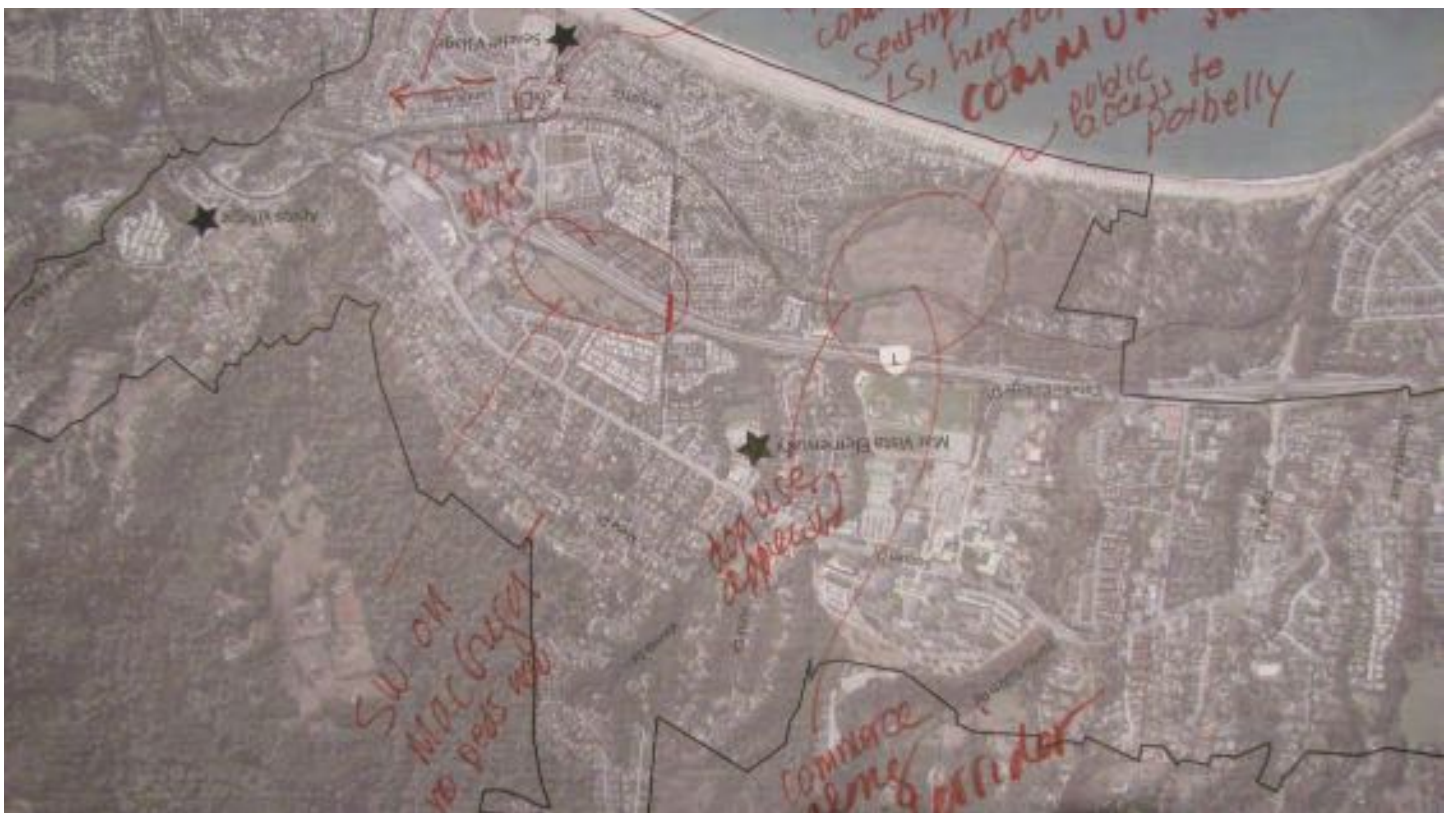
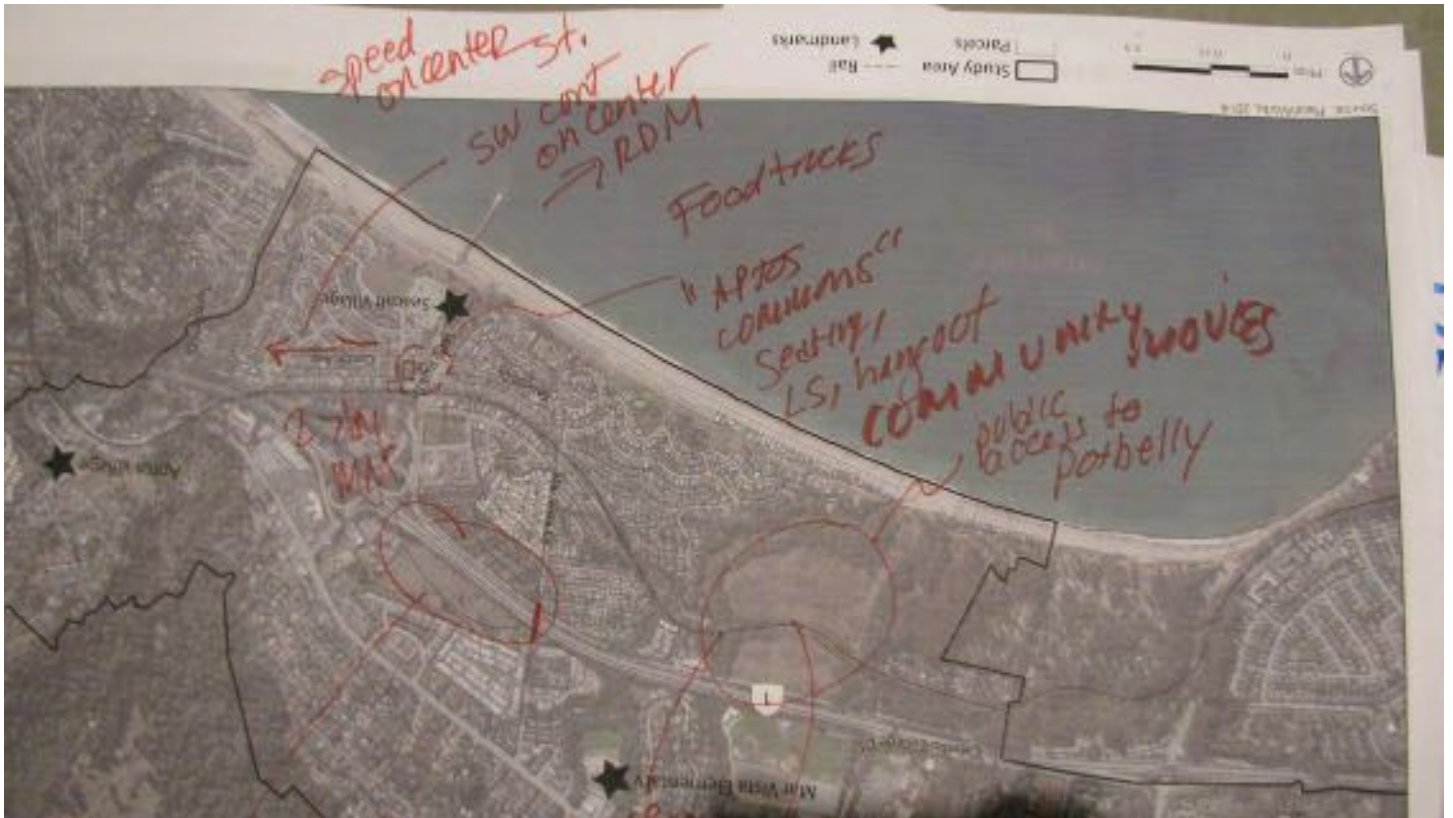
- Safer bike speeds
- Soquel Dr. - rather than narrow, ^{bike} ~~in~~
 (around Aptos, village) → add 5' narrow
 (allow bikers use full lane)
- also landscaperesque
- vegetation intrudes bike lanes
 (btw Sateway & Freedom)
- ↳ report unsafe road, sidewalk conditions
- drivers along frontage road speeding
- intersections are not safe for bikers



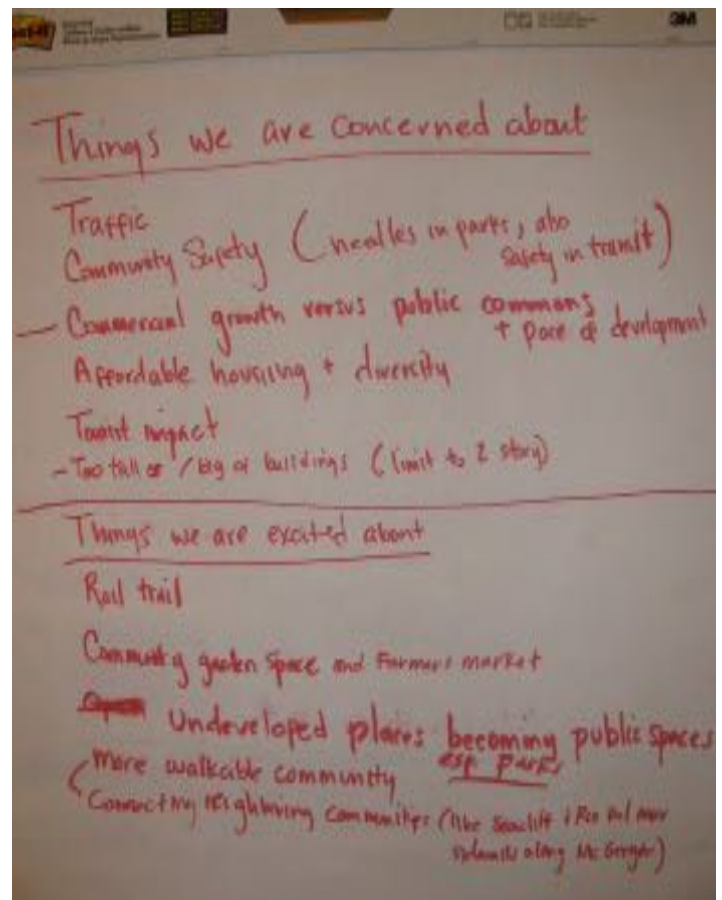
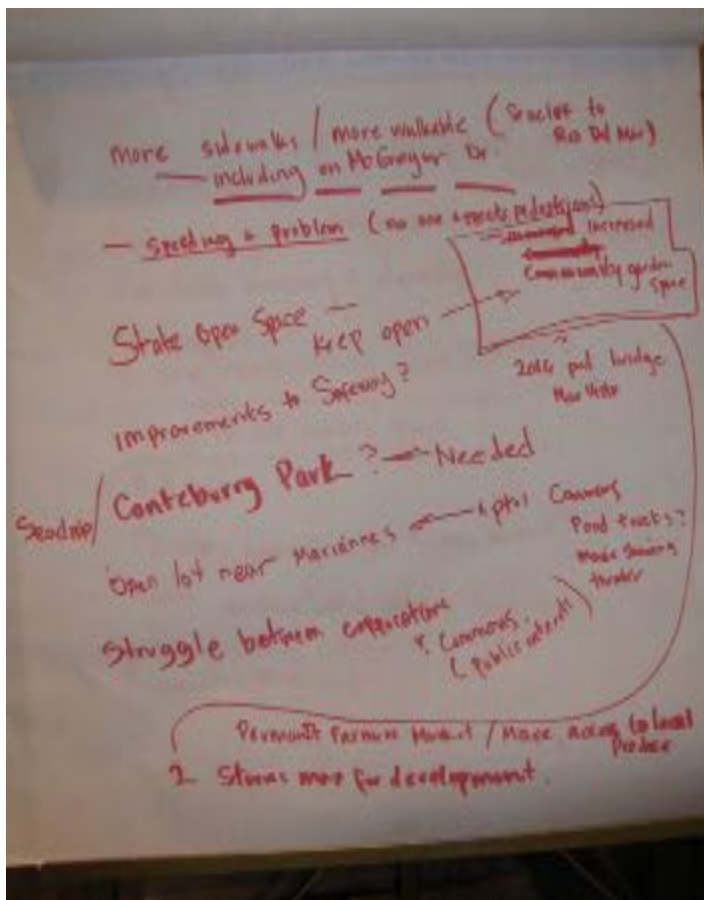
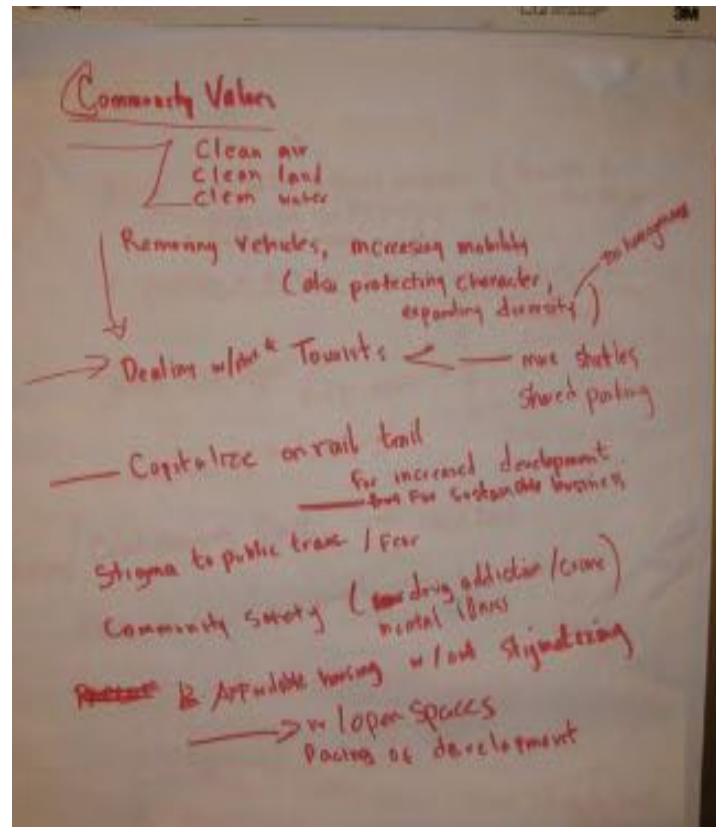
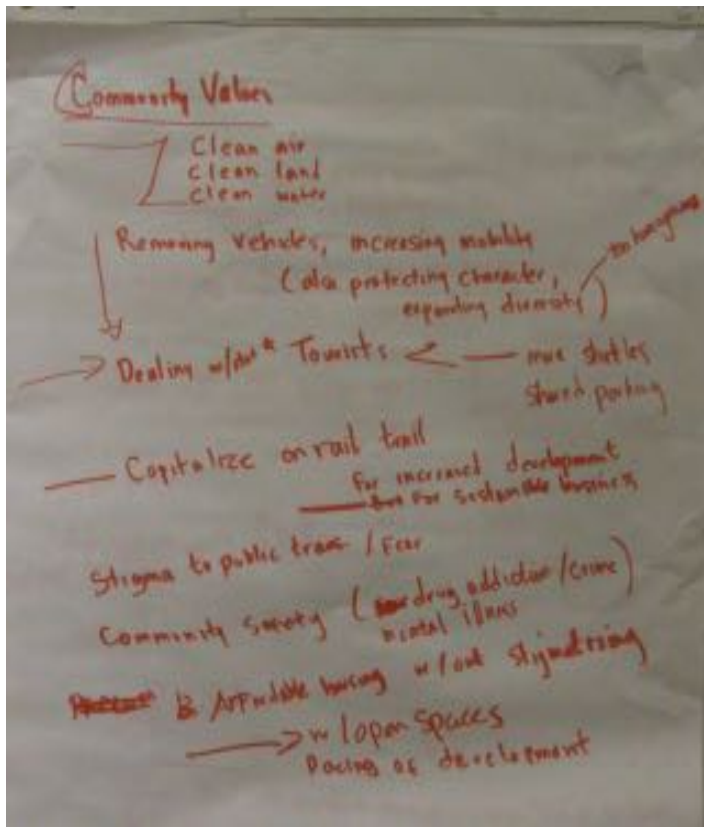
Group A (Aptos) continued



Group B (Aptos)



Group B (Aptos) continued



Group C (Aptos)



- SUPPORT CO-HOUSING (RECONING)
- LACK OF PARKING CONTRIBUTES TO THE NEIGHBORHOOD BEING WALKABLE
- VERY LITTLE VACANT LAND IN THE URBAN AREA LEADS TO MODIFICATION OF EXISTING BUILT LOTS
- NEIGHBORHOOD CENTERS ARE ALL DIFFERENT FUNKY

- USEABLE OPEN SPACE OUTDOOR DOG PARKS, (CONCERT SPACE)
- HILLY FARMERS MARKET (CABRILLO) IS NOT ACCESSIBLE FOR EVERYONE
- DESTINATIONS NEED TO BE ACCESSIBLE/WALKABLE
- → TOPOGRAPHY OF THE AREA IS A CHALLENGE
- CABRILLO - LOTS OF TRANSIT + PARKING - BUT NOT ENOUGH

Group C (Aptos) continued

- RAIL TRAIL
- ^{EXISTING} NEIGHBORHOOD CENTERS JUST PAST GABRILLO WHERE FARM BAKERY IS ? AROUND SAFEWAY
- THERE'S THE HOW DO YOU MOVE PEOPLE ? THEN THE WHY.
 - DIVERSITY ^{OF} LAND USE
 - POOR WALKING CONDITIONS

- MAJOR THOROUGHFARES ARE NOT CONDUCIVE FOR MOVING PEOPLE ^(PEDESTRIANS) ^{WALKING}
- NEED SAFE ^{WALKING} ROUTES!
 - SEPARATING SIDEWALKS
- KIDS BUSED ACROSS ROUTE 1 - NEED WALKING BRIDGE
 - ^{KIDS AFTERSCHOOL}
- ACTIVITIES ARE LIMITED BECAUSE OF TRANSPORTATION NEEDS
- PAR 3 = GREAT PLACE FOR A PARK
 - HOUSING WAS PROHIBITED

- PAR 3
- OR WORKPLACE CENTER (COMBINED W/ OPEN SPACE?)
- WORKPLACE CENTER JUST SOUTH OF ROUTE 1, BELOW GABRILLO
 - OR STUDENT HOUSING?
- SUSTAINABILITY IS GETTING ALL 3: JOBS, HOUSING, SERVICES DEVELOPED
- VACATION HOMES
 - PEOPLE ^{LIVING} ~~WORKING~~ HERE NOT ^{WORKING} ~~BEING~~ HERE ^{WALKING}

- PEOPLE ^{WHO WORK HERE} NEED TO LIVE HERE
 - NOT JUST YOUR CHILDREN + ^{GRAND-CHILDREN} BUT YOUR NURSES/CARETAKERS
- ALMOST AT MAXIMUM @ SEACIFF VILLAGE ALREADY MIXED-USE + IT'S FINE, GOOD!
- SINGLE-ROOM OCCUPANCY (GROUP HAD MIXED OPINIONS)
 - 200 sq ft IS TOO SMALL ^{ESPECIALLY} FOR SENIORS
 - SROs ARE GREAT ~~FOR~~
 - UP TO DEVELOPER TO FIGURE OUT IF NOT FINANCIALLY FEASIBLE - IF PEOPLE ^{WILL LIVE THERE}

Group D (Soquel)



10. reduce fees for ADUs
change per sq ft / not as SFR
11. encourage on-site rain retention
12. dorm for Cabrillo students
13. focus on school commute strategies
- local business to sponsor shuttles
14. parking garage in Soquel Village
15. office space - parking lots below
under-utilized parking lots
16. low impact development
water retention, etc
Solar
17. community choice aggregation

33

Sustainable Ideas

1. Pro-Build site - mixed use
2. Walking/Biking safety in
Soquel Village - pod area pass or
Quik Mart
3. Heart of Soquel Park
4. Student transportation out OSJ Rd.
extend HIW Ave?
only bikes + pods?
include shuttles?
5. stagger school start/end times
6. synchronize traffic lights
7. public/ZIP bikes
8. large parcels near Tanner light
7. need housing for young professionals

Transcription of Workshop Notes

These comments were collected during the Comment Period between October 2012 and August 18, 2014 and are focused on the contents of the Public Review Draft Document.

Workshop Series 1: Visioning

On October 13, and October 18, and November 7, 2012 County residents attended three workshops to discuss the following three questions:

Q1 – What does sustainability mean to you, relating to concepts such as environment, equity, and economy?

Q2 – What are the ways that we can become more sustainable in Santa Cruz County

Q3 – Of the ways to achieve more sustainable communities identified in the prior conversations, which five ideas are most important for Santa Cruz County?

Below are transcriptions of comments received during small group discussions of these questions. Workshop summary notes with photographs of flipcharts notes are also included in this appendix.

Group 1

Q1

1. Transport options other than car
2. Keep development more neighborhood serving (e.g., don't expand Safeway gas station)
3. Can't get to beach from north of Hwy
4. Pedestrian bridge across freeway
5. Stagger school start times
6. Widen frontage road
7. Commute to school by bike/walking where safe [safe bike lanes; paths; overpasses]
8. Encourage Green Building
9. Improve St. Park Drive Overpass

Q2

1. Smaller buses, run more frequently
2. More "ped flyovers" for ped
3. More frequent jitney trips North → South
4. Improve walk/bike → build new, safe bike/walk paths – not on Soquel Dr.
5. RR line → RR+Some path; Sanc. Trail – ADA; Coastal Trail – Sano

Q3

1. Keep Rec/Park Zones
2. Mixed-use, set back from Soquel Dr.
3. Library – move it to either Par-3 or Poor Clares = build a two neighborhood connecting gathering place
4. Create walkable ADA/bike/shared paths connecting library+Seacliff Village+Schools

Group 2

Q1

- Environmental sustainability (sustainability = perpetuity)
 - Taking into account the water issue when we're talking about sustainability in all other sectors
 - We aren't sustainable now
 - Conservation of natural resources
 - Preservation of our public open parks/benches/spaces
- Equity Sustainability (Access?)

- Equal access and use of the property
- Transportation options are non-exclusive (i.e., multi-modal transport options)
- Mixed income housing
- Economic Sustainability
 - One that does not negatively impact other things w/out destroying its resources
 - Constructive rather than destructive
 - Doesn't compromise future generations' (human and non-human) ability to use those resources

Q2 Ways to be sustainable in SC County

- Planning around the rail trail
- Focus on neighborhood services to promote better environment and economic behavior
- Self-contained communities
- Have measurable reductions in GHGs
- Continuity (e.g., continuing sidewalks and bike lanes)
- Lower sidewalks for safety, walkability, wheelchair access, and bikeability
- Safer bike infrastructure (e.g., barriers/cycle paths)
- Mixed use + mixed income + increasing density
- Connectivity of different facilities
- Transit corridors that cut through segregated communities
- Make buses cool/direct money to bus rapid transit/trains
- Preservation of open space and new open space
- Better access to open space + public space (e.g. plazas)

Q3 5 most important ideas

1. More and safer options for walking and biking
2. Better and safer interconnections between transit, walking and biking options
3. Mixed use and mixed income neighborhoods
4. High diversity and high density in clusters along the corridor (employment, housing, retail)
5. Assure plenty of water
6. Shift the mindset out of NIMBYism and exclusiveness into inclusivism

Group 3

Q1 What does sustainability mean?

- Environment
 - "7th generation"
 - All of these are intertwined
 - Long term
 - Balance, preserve property
- Equity
 - Planning better to have localization
 - Looking at different age groups *education sector *medical sector
 - Inter-relationships with transit and water
- Economy
 - Increase accessibility
 - Existing conditions
 - Revitalization
 - Look outside the box
 - Need jobs where we live
 - Mixed use essentials

Q2 How can we be more sustainable?

- Infrastructure for Bicycles, pedestrians, and expanded bus services
- Urban Boundary limits
- Safe routes for children and adults to school and work
- Education for drivers and cyclists and pedestrians
- Diversity of services in urban areas: food-housing-work-school
- More local farmers' markets
- Ban on box stores
- Encourage consumers to buy local and organic
- More bike-tech classes [green job career training]
 - in high schools
- Education on the process of local government & policy of government transparency
- Ban on products that are toxic to people and the environment
- Invest in local organic agricultural [ban GMOs]
 - Support small business
- Redirect funding from car to alternate transportation
 - Make use of rail line
- Open space protected
- Diversity of URBAN AREA

Group 5

Q1

- Efficiency with minimal harm
- Re-use resources
- Keep on keepin' on
- Sustainability needs to be learned (education)
- Planning for the future
- Durably desirable
- More community plans
- Holistic thinking
- Urban Farming
- No lawns
- Incentive alt. modes

Q2

- Open corridors so all cars not routed to Highway 1 + Soquel – more connectivity
- Support more of a grid pattern
 - Cul-de-sacs don't work well
- We need a car thoroughfare in the Toys R Us/Commercial Way area, alt. ways to Clares
- Widen roads to make room for bike lanes
 - Example: Glen Canyon
 - Cut the brush, develop full R.O.W.
- Consider using current developed road section differently instead of widening
- Increase the required sidewalk width for new development to greater than 3 feet.
- School buses would be awesome

Q3

1. (5 votes) until existing problems are solved re: traffic, water, resources → no more growth

2. (2 votes) maintain low density areas – increase densities within urban area
3. (4 votes) if you are going to increase density, you need to design safe alt. transportation
 - a. Park n ride
4. (6 votes) provide diverse services within the neighborhood
5. (6 votes) preserve open space
6. (5 votes) protect property rights
7. (6 votes) maintain what we have/improve/renovate + redevelop what exists = businesses & transport infrastructure
8. (2 votes) measure current carbon footprint to make sure plan has measurable results
9. Safer Traffic
10. Density
11. Mixed Use
12. Improve infrastructure to accommodate alt. modes of transportation
13. Lack of E-W arteries
14. Highway 1 + Soquel corridor impacted now – what will result from increased density?
15. Widen the freeway
16. Combo + ped ways crossing Hwy 1

Group 6

Q1 SUSTAINABILITY

- Protecting environment for future generations and creating a healthy safe community
- Preserve access to open spaces
- Preservation of habitats for plants and animals
- Acquisition of open space
- Healthy economic growth
- Including mixed use development
- Serving the needs of diverse lifestyles/families
- More transportation choices (multi modes)
- Density that is quality living

Q2 WAYS TO BECOME SUSTAINABLE

- School bussing and staggered start times
- Neighborhoods that are sustainable
- Not excessive density
- Provide jobs for greater economic stability
- Protect environmental resources
- Adding density in the existing urban areas and some mixed use along transit corridor
- Develop local village shopping
- Resources where children can play
- Preserve existing urban and rural neighborhoods
- Maximize use of rail line
- Bicycle lanes
- Being open to other perspectives
- Maximize Monterey sanctuary

Q3 FIVE IDEAS

- Mixed use and higher density
- Neighborhood services/uses
- Transit – including bus, rail, alternative modes of transport

- To access library, park, school, retail
- Pedestrian/bike friendly streets, lights, crossings with continuous paths/sidewalks/etc. that are safe and away from roads – separate greenways
- Preservation of open space and community/people spaces that are attractively designed

Group 7

Q1 SUSTAINABILITY – ENVT, ECON, & EQUITY

- Equal opportunity throughout community
 - Income discrepancy
 - Transportation available
- Park & Ride – Mt. commute
- Smaller scale public trans.
- Living & working areas
 - Diversify use
- AGENDA 21
 - Sustain human rights
 - Input hierarchy
 - Less conventional solutions
- Water → overpopulation/development
 - Resource available
- Development
 - Low income
 - Replenishing resources
- Emotional sustainability
 - Expense of necessary habits
 - Traffic
- Continuity & interconnection
- Big city trans vs. suburban
 - Integrating systems
 - Diversity in areas
 - ONE trip
- SUSTAIN what we have or...
 - All Life – expand from personal interest
- Subdivisions vs. density
- ABU's above garages
- Natural Quality of Comm.
- Urban or Rural Development.
- Rights of property owners
 - Use
- Local vs. outside interest

Q2

- BAE – County economist for plan eval.
 - Info online
- Mixed Use – Zoning diversity
 - What is more sustainable?
 - Are we sustainable yet?
- County vs. Individuals

- Through Collaboration with TC
 - Water, Industrial recycling
 - Open space – native habitats
 - Environmental & Personal
- Urban growth boundaries
- Recreation & Natural areas/open space
 - Basic resource limitations with increasing population
- Zero Growth – planned growth
 - Population & infrastructure/development
 - Inevitable growth
 - Demographics
 - Workforce commute
- HWY 1 widening (pro)
 - Soquel Traffics
- Scheduling public trans to accommodate compatibility
 - School buses
- County should cooperate with school district
- Limit barriers in trans CNXNS
- High impacts – low effort/resource solutions
- Bike lanes cleared of debris
- Safe trans
 - Major routes
 - Affordable
 - Plan on growth
 - Integrate with sustainability effort

Q3 5 KEY PRIORITIES IN COMMUNITY SUSTAINABILITY WITHIN TC PLAN AREA

- Acquisition & preservation of native plant and animal habitat
- Mixed use increased density
 - Convenience
- School buses
- Frequent cheap (public) transit
- Optimize existing uses
 - Pedestrian infrastructure
 - Neighborhoods w/ diverse resources
 - Localized lifestyle available
- Learn from issues we face from past planning efforts
- Infrastructure for bikes, pedestrians
 - Safe and encouraging

At these workshops participants also wrote answers to question 3 on cards, and participants placed adhesive dots on the cards with ideas that they support. Below are the ideas written on the cards. The number in (parentheses) indicates number of votes (dots) per index card

- (20) Preservation of open space and community/people spaces that are attractively designed
- (19) Better and safer interconnections between transit options, walking, and biking

- (18) High diversity and density in clusters along the corridor – include employment, housing, retail + services
- (12) Assure plenty of water
- (9) Mixed Use cluster, walkable community, comprehensive planning, diversity, density
- (9) Pedestrian/Bike friendly streets, traffic signals, lights, crossings with continuous paths, sidewalks, etc.
- (8) Have building policy support building “green” *incentives for Green building & Alternative energy – water catchment, etc.
- (7) More pedestrian/bike overpasses over Hwy 1
- (7) Preserve personal property rights in any plan
- (7) Provide diverse services within the neighborhoods
- (7) Safe bike/pedestrian paths, rail trail infrastructure
- (6) Carbon Footprint tax w/ credits and debits
- (6) Maintain what we have. Improve/renovate what exists – i.e., businesses + transportation
- (6) Shift the mindset from NIMBYism and EXCLUSIVITY to INCLUSIVITY
- (5) Fund infrastructure for bicycles, pedestrians, bus service & alternative transportation
- (4) Community involvement in sustainable growth issues
- (4) Socio-economic diversity & support through planning & implementation
- (4) Urban boundary on expansion. Fully protect open space. No More Box Stores
- (3) Mixed Use and higher density developments
- (3) Mixed Use – housing commercial services, food & High Density → Convenience
- (2) Preservation & acquisition of natural/native habitats
- (2) Until existing problems are solved re: traffic, water, resources – no more growth
- (1) Alternate modes of transportation including transit, bus, rail
- (1) Downsize the buses - electric buses?
- (1) Preserve open space
- (0) Create mixed use developments around neighborhood nodes
- (0) Improve transportation safety patterns/improved bike facilities
- (0) Mixed Use & Mixed Income neighborhoods
- (0) Neighborhood serving uses to reduce vehicles on the road
- (0) Preserve quality of the natural environment

Workshop Series 2: Focus Areas

On May 13, 21, 22, and 28, 2013 County residents attended workshops to provide input on land use, urban design, and transportation ideas for the following five focus areas:

- Focus Area 1: Medical District/Flea Market
- Focus Area 2: Soquel Avenue
- Focus Area 3: Upper 41st Avenue
- Focus Area 4: 17th Avenue/Brommer Street
- Aptos Circulation Focus Area

Below are transcriptions of comments received during small group discussions of these focus areas. Workshop summary notes with photographs of flipcharts notes are also included in this appendix.

FOCUS AREA 1 – GROUP 1 (MAY 13)

- Facilities & Housing for seniors
- Congestion on major streets
- Freeway separates community
- Better connectivity
- Parking for Dominican Hosp.
- Ped improvements
- Mixed feelings about housing
- Open space & useable park

FOCUS AREA 1 – GROUP 2 (MAY 13)

- Ped crossing across Soquel
- Vehicle capacity on Soquel Hwy (longview)
- Riparian on “Rittenhouse” site
- Water Runoff
- Connectivity Across Hwy 1
- New streets through focus area
- More commercial uses around hospital
- Residential good but no – too dense
- Water supply

FOCUS AREA 1 – GROUP 3 (MAY 21)

- Rittenhouse currently functions as civic use
- Traffic on Thurber (access)
- Riparian corridor on Rittenhouse
- Existing walking conditions
- No sidewalks on lower Winkle
- Frontage road
- Shuttle service for employees? (TDM)
- Greenbelt/Buffer Noise from freeway
- Consider Sutter contribution to improvements

FOCUS AREA 2 – GROUP 1 (MAY 13)

- *accessibility (walkability) to Green Acres → children, schools
- Employment → high tech will provide jobs
- Concern about traffic snarls under future scenario
- One way on Mattison is problematic

FOCUS AREA 2 – GROUP 2 (MAY 13)

- Too much traffic/ *density w/ townhouses (* two particip. ≤ 2 story)
- 50% of UC employees in Watsonville/will not reduce traffic
- Housing near where people work is important
- Over/under pass = good
 - Chanticleer

FOCUS AREA 2 – GROUP 3 (MAY 21)

- Senior housing, apts, etc. OK BUT > 3 stories not appropriate near small homes
- Connection between Botswick & Paul Minnie = good idea

FOCUS AREA 3 – GROUP 1 (MAY 13)

- Problems/Issues
 - #1 poorly planned
 - #4 impractical – uses for folks won't find houses
 - Use conflicts between lt. manufacturing and housing
 - Not attractive for residential
 - County needs jobs, not more housing for folks who (don't have? Commute to?) jobs
 - No census on trail/rd to HS
 - Cons
 - Soquel's main O.S.
 - Very Controversial
 - Pros
 - Rd – fire dept. out of flood plain
 - Relieve congestion in Soquel – re: future res. Growth
 - Access x studetns to HS
 - Rd outside flood plain
 - In current GP
 - More housing would worsen traffic on Soquel
 - Live/Work
 - Too much density/traffic
 - Most transit doesn't work
 - Land owner doesn't want new directions on his/her property
- Concept
 - Emphasize pedestrian movement in Live/Work areas
 - #4 favorable: less need for regional transit.
 - #2-3 – Better chances of success
 - Mixed Use – workers near shopping & services reduces traffic
 - Live/Work successful in other parts of World

FOCUS AREA 3 – GROUP 2 (MAY 21)

- Public needs time to absorb concepts & comment
- Better notification needed – had not heard
- Need to separate residential & commercial
- Live/Work in same area is good – less CO2
- Rd to HS would bring “trouble” to neighborhood
- More connectivity Rds needed
- Neighborhood streets become alternate thru-ways
- More res & biz would worsen traffic
- More streets make safer for truck
- Concept 4 – make Cory 1-way (lot of accidents @ Cory)
- Concept 3 – High Tech – dense jobs, could employ local residents, could ride bikes
- Transportation –
 - Shuttles up fairway gone
 - School buses would alleviate traffic
 - 41st Ave trail wouldn't work – safety concerns

- Enhance existing trail w/ lighting, signage
- Ped/bike & streets require \$\$\$
- Widen Hwy 1 – then we can have taller bldgs.
- Concept 4 – allows people to stay & circulate
- No New Housing
- Connectivity & Mixed Use district is interesting idea – like Cruzio downtown
- Big commercial next to ruralish area is jarring
- Extending light industrial has mutual, interactive benefits – “symbiosis”
- Hi-Tech has been visioned before – didn’t happen
- Extending manufacturing & auto repair provides jobs – well-paid & long-term. Hi-tech not needed
- 41st Ave ext – Very contentious – Soquel & Porter functions @ F by DPW
- Extension eliminated in ’94 by BOS
 - Regional issue, affects residents county-wide
- Emergency access during flood
- Thru Streets in neighborhoods have adverse effects
 - Commotion/stress
 - Fast thru-traffic
 - Safety

FOCUS AREA 4 – GROUP 1 (MAY 13)

- Reduce vehicle miles traveled by having closer access to commercial services
- Bike/ped connections
- Train stop near 17th/Brommer
- Concern for traffic impacts
- Grocery/pharmacy
- Open space/food preparation

FOCUS AREA 4 – GROUP 2 (MAY 13)

- Maintaining historical character of 17th Ave studios, grain silos, grainery
- Breaking down large scale properties to more human scale w/ safe streets
- Protecting existing local business
- Protecting individual property rights
- No imminent domain
- No good market or pharmacy
- Walkable services

APTOS STUDY AREA – GROUP 1 (MAY 21)

- CIRCULATION
- Where is population growth?
- Mar Vista overpass
- Focus on natural connections
- Connect Mar Vista to State Park
- Emphasize rail trail connection to Safeway Rear
 - Length – M.V. → RT
- Bike/ped connect from RT to State Park

- Minimize air pollution from stopped vehicles
- Move Mar Vista overpass to Porter-Sesnon
 - No R.O.W. at MV
- Bike lockers at bus stops
- Safer bike facilities
- La Selva Connection?
- Roundabouts, not traffic circle
 - Keep Traffic Flowing
- RA @ State Park & Center
- Small RA needs extra study for Feasibility
- Bike Lane on Trout Gulch

APTOS STUDY AREA – GROUP 2 (MAY 21)

- Concerns/Ideas
 - Gridlock
 - Focus on Hwy 1 first
 - Bridge at entrance to village is too narrow
 - Additional foot bridge?
 - Preserving historic qualities of bridge at village
 - Sidewalks along Spreckles
 - Street lights on Spreckles (under hwy) – Safety
 - Sidewalk amenities/furniture
 - Accessibility
 - Limited parking in village
 - Street crossing between Mar Vista & Cabrillo on Soquel
 - Roundabouts/circles at major intersections are not practical
 - Workshops
 - Workshops gather limited input for plan development
 - Aging population mobility and accessibility
 - How to fit in all elements of complete streets (sidewalks, bike path, walking)

APTOS STUDY AREA – GROUP 3 (MAY 21)

- Crazy drivers are problem
- Underpass too expensive
- Potholes need fixing
- Mobile home park communities on Mar Vista will not want more traffic
- Not sure that roundabouts are a good idea – slow
- Like crosswalk separate from bridge
- Need improvements in Soquel Village too
- Frontage road by (pen?) 3 good concept

APTOS STUDY AREA – GROUP 4 (MAY 21)

- Roundabouts – enough room? – esp. State Park
- Traffic from Cabrillo College
- Traffic cutting through neighborhoods – Seacliff → Traffic using center
- State Park increasingly congested
- Longer waits to get out of driveway

- Sidewalk bulb-outs are hazardous for bicycles – use different treatment
- Private fencing has decreased connectivity – improve
- Rail-trail – key connection
- Mar Vista Crossing would improve connection for cars/ped/bike
- Agenda 21/ICLEI → World Bank
- Bus Stop at Cabrillo
- Rail trail should extend from Sea Cliff to the upper village
- Bicycle connection along Sea Cliff Dr. alignment would be important connection
- Cyclists ignore rules of road at intersections along Soquel, Sea Cliff
- Remove Safeway entrance along State Park, which causes backup
- No changes that would cost \$\$ - only improved signage
- Don't make street changes that increase backups on State Park Dr.
- Road exists through Safeway – a mess

Workshop Series 3: Plan Concepts

On June 2, 3, 7, 9, and 10, 2014 County residents attended five workshops to discuss how the County can best promote sustainability goals in Santa Cruz County; and how neighborhoods in Santa Cruz County can become more sustainable and what kinds of tools can promote sustainability goals in each neighborhood.

Below are transcriptions of comments received during small group discussions of these questions. Workshop summary notes with photographs of flipcharts notes are also included in this appendix.

JUNE 2ND WORKSHOP

GROUP A (Soquel)

- Housing OK if Energy + Water factored in
- Jobs near homes vs. separated
- Dangerous biking. \$
- *40 units, 100 parking spaces
 - Pay for parking
- *Reduce off-street parking req.
- Ped v. congested road
- Sidewalk → safety! Esp. to school
- Parents driving near school
- *Watsonville – 5 mile path
- Safer Street encourages walking/biking

GROUP B (SOQUEL)

- Outside Urban Area but in county did not get mailers?
- Can't force things down funnel
- Finish sidewalks
- Mixed-use bike/ped thru E-C property
- Bike/ped off Old San Jose Rd.
 - Depends on where

- Safety issues when Hwy 1 plugs up
- Traffic (am + pm)
- Relocating Fire Dept.
- No Roundabouts on Main St. (Truck Circulation)
- Mixed-development OK (up to 3 stories)
 - Park off-road
- Not willing to let go of off-road parking rules
- *Solve water issues before development
- Smaller units that fit criteria for parking (and other zoning criteria)
- No high density housing
 - or Yes, but depends on where it is
- *Housing centered @ urban area
- With sea level rise, where will downtown SC/Captiola/Soquel be?
- Tools in limited urban zones only after traffic/water issues
- “Allow Developers”
 - Bad idea to allow discretion
- *Keep H20 offset rule
- Supportive of urban agriculture

GROUP C (LIVE OAK)

- Model is limited in vision with long range view → more density
- Resid. w/ taller buildings that centralize use of services – horiz. & vert.
 - Ex: East Cliff Village Shops and Swift St.
 - 3 – 5 story buildings
- 7th Ave. – zoned low density
- Housing for teachers on school sites
- Esplanade → integrating the harbor, beach, lakes, beachfront businesses
- Bus service 7th
- Harbor taxi/trolley like SC - 25¢
- NO Rails. Trails – tourist draw/community connections
- What about just trails? – trains inter. Flow/req. more dev + new infrastructure
- Bike lanes – with buffers → beach
- Parking – public support for structures
 - Realistic requirements for dev.
 - Permit/paid parking to support
 - Charge to promote alt. traffic/use of public transit
 - Parking benefit districts. \$ → that area
- Tools Disc. – provide housing placed in proximity → work/live comm.
- Review density for high use areas & increase – accomp. By rethinking/expanding thinking about parking/open space
- H20 storage problem
 - How to reclaim – process with desal.
- R-F *makes sense
- SOU’s, SRO’s → higher density areas
- Small Lot Single Family
- Add open space requirements. Need to be rethought/setbacks etc.

- Community open space – commons
- Comm. Areas designed to be open space for comm.
- Mobility: cars/bus/bikes (trolley, trail, boat taxi)
- Near/within services → in residential areas (Collins market, Deke's market)
- Support overpasses for bikes & peds
- More protected bike lanes – color, bumps/signs – “cycle track”
- Flex zoning
- Islands with green/roundabouts with park-like feel – 7th & Rodriguez
- Height limit → 3-5 story w/ scale/nodes

GROUP D (APTOS)

- Not move urban service line
- Safeway housing moved
- Aptos in need of identity
- Micro unit apartment housing
- Poor Clares excellent site for “coast___”
- People cutting through Seacliff Village
- WiFi throughout county
- Need county parks
- Safe passage for kids between parks/school
- Increasing accessibility via the railroad track
- Major nodes, such as schools and parks – easily accessible and safe
- Parking should be considered
- Shared structured parking
- Can we move railroad trusses?
- Captured rainwater & water demand offsets
- Implement gray water systems
- Hard to increase density without increasing parking
- County parking issue with current parking can't support new business
- Affordable housing!
- ADU (Accessory Dwelling Unit)/co___(?) for students
- Low-income house incorporated into mixed-use
- Include open space into mixed-use
- Read the village plan (2004)
- Poor Clares not subdivided

GROUP E (SOQUEL)

- Need more
 - Small transit options
 - Weigh long-term costs
 - Property Tax transfer for seniors?
 - Res/commercial – limit uses to res-friendly uses
 - Make reuse of buildings easier
 - Neighborhood comm.
 - With NO PARKING
 - Allow more mix of uses in all res areas esp. mountain areas

- Include gathering places in new dev. Design
- Safety w/ public spaces
- Ped safety on rural roads? How do we address?
- Bike path
- Prioritize small grocery stores
- Dense housing on specific sites near housing → reduce parking
- SROs
 - Micro units – 200-400
 - Live/work
 - Easier granny units
 - Firggabod
 - Detached bedrooms
 - Why not?
- Need more high-paying/middle income employment
- Hospital subs
- Res Flex
 - Needs relaxed parking
 - Stays near transit
 - Project specific
- Shared vehicles belong to Res Flex project
- Water meters – individual meters per unit?
- Mobility
 - HOV lanes? Widen Hwy 1
 - BRT on HWY 1?

GROUP F (SOQUEL)

- Need to address commuters to Silicon Vallejo etc. – esp Old SJ Road
- Be sure drivers are also planned for – ADA etc. – not all can walk, bike, or bus – address congestion
- Area shuttle – 41st → Soquel Dr → Cap Rd → Circle/30 mins
- Neighborhood markets close to neighborhoods
 - How to support in light of big box stores?
- 41st Ave. Extension Van for a shuttle route?
- Have more l.a. diversity – jobs close to homes (e.g., jobs in Watsonville)
- Better match jobs/housing location
- Also fosters connections with each other
- Water catchment areas – recharge strategies
- 38th ave recharge basin – why no water – recharge w/ the natural water cycle
 - Permeable, broswater, etc. etc.
- Wilsons
- RE Office – L-R turn lanes some day?
- Make places for people to work close to Waeve Ave.
- Incentives for job creation
- Protect Watsonville ag lands – have jobs so Watsonville citizens don't have to commute
- 1. Walk Circle
- 2. Shuttle/Bike
- 3. Transit
- 4. Cars

- 5. Airport
- Get Cabrillo Students' input
- The system doesn't work for young people
- Issue SC Co. = 250,000 pop within 6 million
- Go for "leading edge" jobs – eg, biotech, alt energy, manufacturing
- Support for smaller units, sharing (e.g., recreation assets [not 3000 cottages])
- Small lots with shared area in center
- Use more mixed use development
 - Neighborhood markets in neighborhoods
 - Delis in office/industrial areas
 - Jobs near housing
 - Etc.
- Grow Wisely

JUNE 3RD WORKSHOP

GROUP A (LIVE OAK)

- Studies available on "complete neighborhoods"?
 - Don't feel knowledgeable
- Development on hold until water problem addressed
- Rooftop solar
- Don't encourage higher density
- 41st doesn't meet commercial needs
- Metrics needed to the ideas to measureable outcomes
- Mixed-use OK, but needs to service residents nearby
 - (neighborhood serving commercial)
- Not in favor of 4 stories
 - Not friendly to street
 - Concerned with height & setbacks
- Live Oak is where density is put in county
- OK with 4-5 stories, but not everywhere.
 - Limited areas, setbacks, green space
- In favor of Res Flex
- Commercial nearby so you can walk/bike
- Concern on how/if low-cost housing could/would be generated in this area
- Is there a need for apartments & is plan addressing this?
- Can't build our way into affordability.
- Concerns affordable housing concentrated in Live Oak
- In favor of +50% Res in Mixed-Use
- 50% = reasonable
 - More not commercial anymore
- Need nice bike lanes
 - Bike highway – separated from cars w/ barriers
- Barriers between bike + pedestrians
- Get rid of train on rail trail, keep trail = bike highway
- Really like public gathering areas

- Really like
 - Investing in existing structures
 - Renewable energy
 - Pedestrian improvements

GROUP B (LIVE OAK)

- Medians at crossing along 41st
- Better transit connection & keep all along 41st
- 38th more sidewalks/safer crossing
- No Res Flex
 - Increased density and traffic
- Live Oak is fairly dense
- Vacation housing w/ 10 cars
- Want to support affordable housing but worried about traffic
- East cliff shopping center needs more grocery, post office, public gathering
 - If housing, safety issue
 - Ex: Bainbridge island, WA
 - Small Market in Soquel, AJ
- Add minibuses
- Want to see examples from other communities
- No heavy infrastructure near the ocean
 - E.g., parking structure near Portola
- [sketch of different kinds of housing] {height related}, no good, privacy – light
 - No big housing
- Density housing should cover parking

GROUP C (LIVE OAK)

- Need gathering spaces in Live Oak
 - Community center
 - If privately owned, has to be economically viable.
 - If rezone, be sure to increase econ feasibility to reinvest and create public/active areas
- Livable Community = walkable
 - Services nearby (e.g., haircut, pizza)
- Seniors take tax basis with them →
 - Would move from bigger to smaller home
- (Good) Jobs nearby or via bus – 10% commercial in all Res.
- Support entrepreneurship – incubators – tech (garages)
- UCSC
- East Cliff Village – more vibrant
- Improve Infrastructure
 - Portola Redev.
- Don't "dump" excessive housing in Live Oak
 - Market rate
 - Emulate 41st/Portola
- Get folks to walk
 - Increase safety of walking/biking all the way to harbor

- Traffic calming
- Active, complete Streets/Intersections
- Live Oak ripe for New Urbanism –
 - Connectivity – rail corridor development
 - Identity of who Live Oak is
 - Sense of place
 - Add: quality residential gathering places
- Rail Trail – needs to feel more safe & open
- Co-housing communities – child care opp.
 - Also appropriate for urban farming
- Like idea of being flexible
- Portola and Capitola Rd. (38th – 30th) “a mess”
 - Identify zoning changes that can help transition
 - E.g., Mixed Use district
- Brommer a great opp for building more residential
- Against rail because will not be economically viable to operate
- Positive Live Oak Images → Farming, Flowers, Etc.
 - Like “urban farm” identity
- 17th/Cap Rd – amphitheatre – performance – art exhibit
- Prob: not enough density to support desired commercial & public facilities
- Need to address safety
 - More activity-active STs
 - More People
- Support resident ownership of MH Parks
- Brommer – residential
- Capitola Rd – Community
- Portola – Mixed Use
- 17th Ave can use some work to make walk/bike more inviting/safe (telephone poles)
 - PSP near RR tracks/auto uses
 - Not enough greenery
- Parking structures underground

GROUP D (LIVE OAK)

- Dense Housing already exists
- Need commercial services
- Grocery, Retail, Restaurants
- Affordable Housing still needed
- Off-street parking
- Housing near creeks/greenbelts
- Mobility
 - Weekend/summer parking
 - More days, more streets needed
 - Parking, Parking
- Design
 - Height increase, needs step-back
 - Focus on building Design
 - Notify broader

- Design of tall buildings
 - Set back upper story
 - Water Service
- Density in Live Oak
- Traffic AND character
- Neighborhood character is important to maintain
- Protect existing neighborhoods
- WATER
 - Water catchment/collection
- Any new density
 - Focus on nodes for efficient
- Where is the parking MF?
- How do we ensure good design?
- Walkability
 - Peds need access to paths & trails – off street and on
- Community Design Review
- County Invest in Rail Trail & pedestrian connections
- Complete ped/bike path @ Twin Lakes Phase II

GROUP E (SOQUEL)

- Does the state housing number consider water shortage?
- Concern – will infrastructure for new housing (roads, etc.) be in place?
- Open space has appeal
- Bike safety concerns
- Prioritize bike improvements to schools, grocery stores, etc.
- Take a lot of R.O.W. to buffer bikes
- One way streets increase R.O.W.
- Increase public ROW dedications w/ new development (on frontage)
- Can you restrict truck traffic?
- Someone moved to Brommer for walkable characteristic. That has gone (ECV)
- Not many people actually bike, esp. older
- Separate bikes from cars (e.g., Boulder, Davis)
 - Mix = failed model
- Soquel will never be inviting to non-cars
- Peds at intersections – wide crossings
- Transit increases in importance of \$ down
- Metro not feeling “rideable” to many people
- Developer fees – who decides?
- Discussion of C.I.P – Capital Improvement Program
 - How can public weigh in?
- Big buses – why?
 - They jam roads
- Like more units and smaller
- Re: Res Flex
 - Some say still too expensive
 - Smaller does not equal affordable

- B-40 commons not popular with LA's residents
- Housing density being "rammed down people's throats"
- Lack of front setback (ex. On Ocean St.) not desirable
- Deep LO lots more OK for density
- Put higher density where people want to be – quality environments
- Small F.S.B. = too much hardscape
- Small new S.D. on Chanticleer, nice example. (~2013) fits in.
- Walk to services
 - Diversity
- Mixed Use – positive comment
- Apts. Change flavor of neighborhood shopping
- Open space very important
- 7th + BR = shopping desert
- Post office needed
- Potential unpaved bike paths along rip corridors – crowded (?)
 - But, protect rip corridors
- Make crossings over Hwy 1
 - Quality of design very important
 - Quality of life issue

GROUP F (SOQUEL)

- Sidewalk infill by Ocean Honda (not accessible to wheelchairs)
- Smaller Bus
- Poor access for pedestrians on frontage road/Soquel Ave.
- Safe pedestrian use/access
- Support pedestrian crossings
- Improve Hwy intersection for pedestrian use
- Add merge lanes on freeway
- Support bridge at Mar Vista
- Flash light at Daubeness
- Open Corey St. for through traffic
- Is more housing necessary?
- Too much housing won't produce jobs
- Housing/Mix-Use must include jobs
- Flexible plans
- Need commercial zones
- Range of affordable housing (not consensus)
- Encourage smaller dwelling/reduce need for cars
- Charging for parking/permitting
- Along medical corridor needs more space and should incorporate more floors of Mix
- Taller buildings in certain locations (not consensus)
- Support appropriate Mix-Use solutions
- Should include business/home owners in planning process
- Bring in broadband/WiFi to community
- Simplify permitting process

- Increase flexibility with permitting
- Radial Transit System
- Less Long Routes

JUNE 7TH WORKSHOP

GROUP A (LIVE OAK)

- Making East Cliff one way
 - Revive 75' county-owned strip
- Reinvesting in existing structures s/b green
- Bike parking always part of parking
 - Motorcycle/moped parking included
- More public transit
- Building up @ rail corridor
- Safety, especially at walking
- Grocery store in East Cliff Shopping
- Low-cost housing expected in East Cliff Shopping
- NO 4-Story
- Encourage mixed use in East Cliff
- East Cliff & Portola needs to be developed
 - Jobs & Services paramount + beach [parking (?)]
- Housing near rail corridor
- No “landing place” for visitors to [spend \$ (?)]
- Biking paths
 - Biking/pedestrian overpasses
- Connecting commercial areas
- More retail in East Cliff Shopping
- Outdoor dining
- Connections to beach
- Widen Hwy 1?
 - Live Oak = a thruway

GROUP B (LIVE OAK)

- Measure J was successful and still makes sense
 - Needed stronger design themes
- Areas need to be differentiated + development graded by regulation, not developer
- Not carte blanche
- Setbacks are important for a sense of open space and place
 - BUT buildings create sense of community also
- Like shared parking – but THINK UNDERGROUND or other ideas
- Less eclectic – more fitting in
- Emphasize Quality
- Incentivize the development we want
- Uses still have to be compatible
- Diversity of uses [does not equal small units over small unit (?)]
- Don't ignore family

- Regulations should allow intensification but should not require it
- Ideas can be considered but where they are applied needs to have clear criteria
 - E.g., 2500 sq. ft. lots need to be associated with services
- Health concerns with housing in proximity to housing – high density a block away from thoroughfare
- Pedestrian safety is clearly important for “20 min. neighborhood success”
- Unanimous support for “20 min. neighborhood” concept
- *WATER – live within our means
- We need neighborhood commercial
 - Miss it!
- Small park
- Value of reuse
 - Property owner should be able to make decision

GROUP C (LIVE OAK)

- Rail Trail ASAP – access around county for bikes/pedestrians
 - Bus connections
- Congestion already a problem on East Cliff corridor.\
 - High-density housing and less parking required would exacerbate the problem
- East cliff village planning meetings not consistent with community input
 - Re: housing, parking, etc.
- New leaf market not interested in East Cliff due to lack of market
- Tom – East Cliff village calls for more retail than local market will support
- East Cliff Village
 - Restaurant
 - Clinic
 - Serves few?
 - Serves many?
 - Condos
 - Pricey
 - Need affordable but plan corrects
- Jeremy – will design really reduce vehicle usage or just make congestion worse?
- Randa – need real/better public transportation – smaller, more frequent services
 - Major corridors to downtown – 41st, etc
- 17th and Capitola – model of good location for planned mixed use retail/commercial, more dense housing – i.e., better location than East Cliff Village
- Q – would you support 3-story at 17th/Capitola?
 - Group consensus – yes, but parking/transportation will be an issue
- Mandatory water collection on all new buildings
 - *Water collection should be high priority
 - Solar has become widespread, so we should make water retention equally important/common
- Mobile home parks need more county support as dense/affordable housing

GROUP D (LIVE OAK)

- Live Oak highest density unincorporated are in county
- Prior iterations seemed to push higher density/lower parking standards
- Maybe a need for more local commercial instead of more housing?

- No grocery store in center of Live Oak
- Existing high res. Density around E. Cliff Village and library
- Who owns 17th/Capitola lots?
- No bank in area
- Concerned about bicycle safety on streets
- Buses on rail trail?
 - Different ways to board and unboard?
- Frequency of bus service discourages usage
- Catch 22 for bus system (frequency/ridership)
- Are we planning for generating own income?
- Concerned about excluding a [Lipton], a Wrigleys
- Staff suggestion: what about workplace flex by Simpkins on 17th, around artist area?
 - Research Park location doing well?
- Concern that work/live spaces actually eliminate high-paying jobs in some cases – don't generate commercial activity
- Workflex good idea, but not take prime retail.
 - Not make residential primary use
- Battery chasers
- Revitalizes El Rancho @ 38th/Portola (how?)
- Hiking through gulch (rodeo)/creek generally

GROUP E (LIVE OAK)

- Housing choice – growth is not sustainable
 - Sustainable? – resilient – adaptive
 - Affordable?
 - Concern that most households will never really be able to “afford” living in SC
 - All roadways should be designed for multiple use
 - “Practical” transportation design integrated
 - 20 min. walk
- Imp. Mobility – growth is not sustainable
- Design – Not growth inducing (not sustainable)
- General
 - *Green infrastructure to deal with stormwater/capture – consensus
 - Grey water systems – toilet
- Housing
 - Mixed use in town centers – sizing related to housing multiple families living in one house now
 - Second units – not only reducing lot size but design. If it fits with setbacks etc. allow it
 - Not just sq. ft.
 - Mixed Use: allowable range based in design more creative, flexible, design based
 - 20 minute: Live Oak
 - Need “neighborhood hubs” defined
 - 17th/Capitola – very important corner
 - Mini “whole foods” market needed
 - Community gathering – coffee, restaurant
 - Credit union, ATM

- Preference for local, personal services
 - Pharmacy, hardware – Plaza – Public Space
- Height – shading at neighbors
 - Feeds into everything – design driver, addressing impacts
- Encourage Zip Car
- Use current 3-story but ALLOW it
- Buses – more routes, more service, bay area 511 system
 - Smaller buses for low-ridership areas
- We don't pay attention to peds – no crosswalks between 17th/Cap - Brommer
 - Shorter blocks
 - Building connections w/ neighborhoods