

CALIFORNIA COASTAL COMMISSION

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Th5a

Prepared February 11, 2003 (for the March 4-7, 2003 Commission meeting)

To: Commissioners and Interested Persons

From: Diane Landry, District Manager
Dan Carl, Coastal Planner

RECORD PACKET COPY

Subject: Santa Cruz County LCP Major Amendment Number 2-01 (Seacliff Village Plan)
Proposed major amendment to the Santa Cruz County certified Local Coastal Program to be presented for public hearing and Commission action at the California Coastal Commission's March 4-7, 2003 meeting to take place at the Embassy Suites Hotel, 333 Madonna Road, in San Luis Obispo.

Summary

Santa Cruz County is proposing to change its certified Local Coastal Program (LCP) to incorporate the Seacliff Village Plan (Plan) into the LCP Land Use Plan (LUP), and to rezone several parcels within Seacliff Village in the LCP's Implementation Plan (IP; otherwise known as the Zoning Code). The Plan would provide additional LCP policies and land use direction for property located within Seacliff Village. The primary intent of the Plan and the proposed LCP changes is to foster the Seacliff Village area as a visitor-serving and pedestrian oriented commercial area.

Seacliff Village is located in the unincorporated Aptos area of south Santa Cruz County. Surrounded primarily by urban-density residential development up and downcoast, and framed on its inland side by Highway One and more urban development, Seacliff Village is a small predominantly commercial area that fronts State Parks' Seacliff State Beach unit that occupies the bluffs and beach on the seaward side of the Village. The Village area has developed over time with little in the way of a coordinating theme or design, and it generally lacks well-planned urban infrastructure that would help foster the area as a pedestrian-oriented commercial draw.

The County, through a grass-roots planning process, has developed the Plan as a means to guide future development in a manner that will help define the Village. The Plan presents unifying theme and design aesthetic, as well as emphasizes the commercial core for pedestrian level visitor-serving facilities complementary to Village's special location adjacent to the State Park and the Monterey Bay shoreline. This is accomplished by a series of policies in the Plan directing that commercial uses be neighborhood commercial and/or visitor-serving, defining design requirements, and designating certain properties within the Village core for specific visitor-serving commercial land uses (such as visitor accommodations).

In general, the Plan provides direction for the Village area designed to mold it, over time, into a small-scale village area attractive to both the surrounding neighborhoods and to visitors to the special coastline and State Park here. The Plan would help to further LCP and Coastal Act objectives for maximizing coastal access and providing appropriate upland support facilities directed towards coastal zone visitors



California Coastal Commission

March 2003 Meeting in San Luis Obispo

Staff: D.Carl Approved by: DSL

SCO Major LCPA 2-01 Seacliff Village Plan strfpt 3.6.2003.doc

I. Staff Recommendation – Motions and Resolutions

Staff recommends that the Commission, after public hearing, approve the proposed amendment only if modified. The Commission needs to make 4 separate motions in order to act on this recommendation.

1. Denial of Land Use Plan Major Amendment # 2-01 as Submitted

Staff recommends a **NO** vote on the motion below. Failure of this motion will result in denial of the LUP portion of the amendment as submitted and adoption of the following resolution and the findings in this staff report. The motion passes only by an affirmative vote of a majority of the appointed Commissioners.

Motion (1 of 4). I move that the Commission certify Major Amendment #2-01 to the County of Santa Cruz Local Coastal Program Land Use Plan as submitted by the County of Santa Cruz.

Resolution to Deny. The Commission hereby **denies** Major Amendment #2-01 to the County of Santa Cruz Local Coastal Program Land Use Plan as submitted by the County of Santa Cruz and adopts the findings set forth in this staff report on the grounds that the amendment does not conform with the policies of Chapter 3 of the Coastal Act. Certification of the Local Coastal Program Land Use Plan amendment would not comply with the California Environmental Quality Act because there are feasible alternatives or mitigation measures which could substantially lessen any significant adverse effect which the Local Coastal Program Land Use Plan Amendment may have on the environment.

2. Denial of Implementation Plan Major Amendment # 2-01 as Submitted

Staff recommends a **YES** vote on the motion below. Passage of this motion will result in rejection of the IP portion of the amendment and the adoption of the following resolution and the findings in this staff report. The motion passes only by an affirmative vote of a majority of the Commissioners present.

Motion (2 of 4). I move that the Commission reject Major Amendment #2-01 to the County of Santa Cruz Local Coastal Program Implementation Plan as submitted by the County of Santa Cruz.

Resolution to Deny. The Commission hereby **denies** certification of Major Amendment #2-01 to the County of Santa Cruz Local Coastal Program Implementation Plan as submitted by the County of Santa Cruz and adopts the findings set forth in this staff report on the grounds that, as submitted, the Implementation Plan amendment is not consistent with and not adequate to carry out the certified Land Use Plan. Certification of the Implementation Plan amendment would not comply with the California Environmental Quality Act because there are feasible alternatives or mitigation measures which could substantially lessen any significant adverse effect which the Implementation Plan Amendment may have on the environment.



II. Suggested Modifications

The Commission hereby suggests the following modifications to the proposed LCP amendment, which are necessary to make the requisite Coastal Act and Land Use Plan consistency findings. If the County of Santa Cruz accepts each of the suggested modifications within six months of Commission action, by formal resolution of the Board of Supervisors, the corresponding amendment will become effective upon Commission concurrence with the Executive Director's finding that this acceptance has been properly accomplished. Where applicable, text in ~~cross-out~~ format denotes text to be deleted and text in underline format denotes text to be added.

1. Relationship of the Seacliff Village Plan to Local Coastal Program (LCP).

- (a) **Land Use Plan (LUP) Chapter One.** Insert the following text as indicated in the last paragraph of Page 1-13 of Chapter One of the Santa Cruz County LUP:

Volume II of the General Plan consists of all the village, town, community and specific plans adopted by the County, as well as other detailed adopted planning documents. Those plans that cover areas in the coastal zone are part of the Local Coastal Program. The village, town, community and specific plans have equal weight with the General Plan and Local Coastal Program Land Use Plan. ...

- (b) **Add to LCP.** Existing Santa Cruz County General Plan Objective 2.24, Program 2.24(a), and Policies 2.24.1 and 8.8.1 shall be designated as Santa Cruz County LCP policies.
- (c) **LUP Figure 1-6.** The Seacliff Village Plan shall be added to the list of plans in Santa Cruz County LUP Figure 1-6.
- (d) **LUP Figure 8-1.** Insert the following text in the row corresponding to the "Seacliff Beach Area Special Community" under the "Design Guideline Source" column in Santa Cruz County LUP Figure 8-1:

General Plan/Local Coastal Program, including the Seacliff Village Plan, and Coastal Zone Regulation Ordinance.

2. Internal Seacliff Village Plan Reference.

- (a) **Parcel Reference.** Revise the referencing scheme in the Seacliff Village Plan so that all references to Assessor Parcel Numbers (APNs) within the Plan are replaced by non-APN identifiers (e.g., site A, B, C, or site 1, 2, 3, etc.).
- (b) **Figures.** Revise the Seacliff Village Plan figures so that the plan area orientation and scale is the same for each, and the APN references are replaced by non-APN identifiers.

3. **Parking clarification.** The text of page 15 of 73 of the Seacliff Village Plan shall be modified as follows:



aesthetic, as well as emphasizing the commercial core for pedestrian level visitor-serving facilities complementary to Village's special location adjacent to the State Park unit and the Monterey Bay shoreline. The Plan intends to accomplish this through a series of policies directing that commercial uses be neighborhood commercial and/or visitor-serving, defining design requirements, and designating certain properties within the Village core for specific visitor-serving commercial land uses (such as visitor accommodations). The primary intent of the Plan is to foster the Seacliff Village area as a visitor-serving and pedestrian oriented commercial area.

Santa Cruz County is proposing to incorporate the Seacliff Village Plan as a component of the LCP's LUP, and to rezone several parcels within Seacliff Village (see exhibit D for the full text of the plan, and exhibits A and B for the parcels to be rezoned). The Plan would provide additional LCP policies and land use direction for property located within the defined Seacliff Village area (see exhibit A for the area to which the plan would apply).

More specifically, the Plan and corresponding rezoning would:

- 1) Limit the range of commercial uses allowed on commercially designated properties in the Plan area to neighborhood and/or visitor-serving uses (as opposed to the full range of commercial uses that might otherwise be allowed).
- 2) Change the LUP designation and zoning of the McGregor parcel (see exhibit A for location) from Community Commercial (Designated Park Site) and C-2-D (Community Commercial with Designated Park Site Combining District) to an LUP designation of Proposed Park and Recreation and Visitor Accommodations and a zoning of VA-D (Visitor Accommodations with Designated Park Site Combining District). If the County does not acquire the property and develop a park, the Plan limits the allowed VA uses on the site to visitor accommodations.
- 3) Limit the allowed uses on the Poor Clares parcel (see exhibit A for location) to a destination hotel/conference center or museum, with a restaurant (or some combination thereof). The existing land use designation of Visitor Accommodations would be retained. The zoning would be changed from VA to SU (Special Use) to allow for more flexibility in developing the identified visitor accommodations, but this zone change does not require an LCP amendment.¹
- 4) Specify that certain smaller parcels may only be developed in tandem with neighboring parcels.
- 5) Relax parking requirements within the core commercial area for new development or intensification of commercial uses (e.g., requiring 1 parking space 300 square feet of retail as opposed to 1 parking space for 200 square feet as generally required Countywide).
- 6) Change the LUP designation and zoning of the Adobe Hacienda parcel (see exhibit A for location) from Neighborhood Commercial and C-1 (Neighborhood Commercial) to an LUP

¹ Per LCP Section 13.10.170, the SU zone district implements all LUP land use designations and a rezoning to SU does not require an LCP amendment.



recreation, such as the visitor access to and through Seacliff Village. In particular:

Section 30210: In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30211: Development shall not interfere with the public's right of access to the sea....

Section 30212(a): Public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development projects...

Section 30213: Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

Section 30221: Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

Section 30223: Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

In addition, Section 30252 requires that public access to the coast be maintained and enhanced, and addresses non-automobile circulation and parking for visitors.

Section 30252. The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing nonautomobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high-rise office buildings, and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of onsite recreational facilities to serve the new development.

Coastal Act Section 30250 (a) and (c) provide siting direction for visitor-serving commercial development, such as that associated with the Seacliff Village Plan:

Section 30250(a). New residential, commercial, or industrial development, except as otherwise provided in this division, shall be located within, contiguous with, or in close proximity to, existing developed areas able to accommodate it or, where such areas are not able to



2. Consistency Analysis

In general, the Plan provides direction for the Village area designed to mold it, over time, into a small scale village area attractive to both the surrounding neighborhoods and to visitors to the special coastline and State Park here. The Plan would generally help to further LCP and Coastal Act objectives for maximizing coastal access and providing appropriate upland support facilities directed towards coastal zone visitors and all users. It would generally serve to enhance Seacliff Village as a special community. That said, there are three Coastal Act issue areas in need of some discussion.

Redesignating the Adobe Hacienda site as residential

Generally, the redesignation and zoning of a commercial site to a residential site in a visitor-serving area runs counter to the use priorities of the Act. In this case, the Adobe Hacienda site is being changed from commercial to residential use. The County indicates that the site was originally developed with a 7 unit motel in 1946 (6 units and a manager's unit). It was then expanded with 6 additional units in 1961 (for a total of 13, one a manager's unit). It was then expanded by 2 units in the 1970s (for a total of 15, one a managers unit). Sometime in the early 1990s, the transient motel use was replaced by year-round apartment use. The County's proposed redesignation is in recognition of this ongoing use.

There isn't a need to maintain the commercial designation at this site, or to alternatively redesignate it to visitor accommodations, for three main reasons. First, the Plan provides for significant visitor accommodations (through land use designations and rezoning) within the Plan area. These include the major visitor accommodations use designated for the Poor Clares site, the alternative (if a park isn't developed) visitor accommodations use designated for the McGregor site, the transient visitor use designated for the Seacliff Center Trailer Park, and the boutique-size bed and breakfast inn designated for the vacant parcel off of Broadway. These facilities must also be understood in relation to the substantial visitor accommodations in the immediate vicinity but outside of the designated Plan area, including the overnight RV accommodations provided at Seacliff State Beach and the major hotel facility just inland of Highway One on State Park Drive (the 140-room Best Western Seacliff Inn). The Plan provides for, and there exist, adequate visitor accommodations in this shoreline area, and the 14 units at the Adobe Hacienda don't appear critical in this regard. Second, the Plan provides that the residential designation and zoning will be reevaluated after 10 years by the County Planning Commission as to whether it is still appropriate given the range of uses then existing; any use changes at that time are limited by the Plan to small scale neighborhood and visitor-serving uses. And third, visitor accommodations, such as a motel or bed and breakfast inn, are allowed in the proposed residential zone designation that would be applied. The site could thus return to transient use under the residential designation proposed.

Accordingly, the change to a lower (Coastal Act and current LCP) priority residential use can be found consistent with the Coastal Act in this case.

Relaxed Parking Standards

The Plan proposing to relax parking standards (that is to require slightly less off-street parking than would normally be required) for both new development and intensification of use within portions of the



State Park parking lot (particularly during off season and/or off-hours times) to alleviate impacts.²

In sum, it isn't likely that slightly relaxing parking standards as proposed will negatively impact public access. Moreover, it appears more likely that, over time, and with Plan implementation, that parking in the Village can and will be enhanced for visitors and immediate residents alike. Accordingly, the relaxed parking standards can be found consistent with the Coastal Act in this case.

Technical Clarifications

1. Relationship of Plan to LCP

There are several locations in the existing LUP that describe the use of specific area plans to provide additional detailed land use development criteria and guidance. However, the LUP does not explicitly contain policies that require compliance with the area plans that are developed. Rather, the policies that require development to be consistent with the plans that are developed are General Plan, and not LUP, policies (e.g., General Plan Objective 2.24, Policies 2.24.1 and 8.8.1, and Program 2.24(a); see exhibit C). As a result, although inferred, it is not explicitly clear by policy that consistency with the plans is required by the LCP for development proposed within them. The introductory LUP text (in Chapter 1) is inconclusive in this regard, and only minimally details the connection between plans that are developed, like the Seacliff Village Plan, and the LCP. In addition, neither LUP Chapter 1 nor Chapter 8 reference a Seacliff Village Plan. It appears an oversight that these policies weren't LCP policies originally, and that the LUP-Specific Area Plan connection wasn't better identified. Fortunately, these issues can be easily addressed by designating the applicable policies as LCP policies, inserting some clarifying LUP Chapter One text, and referencing the Seacliff Village Plan in appropriate locations (see suggested modification 1; see policies to be designated as LCP policies and text location of suggested inserts in exhibit C).

2. Plan Figures

The Plan refers to assessor parcel numbers (APNs) as its primary means of reference internally. This is problematic for several reasons. First, APNs change over time, and those changes are not generally updated in plans such as this; it appears that this has happened even in the time since the Plan was prepared. Second, where the APN references are internally correct, the references are difficult to follow inasmuch as the site plans to which they refer in the Plan are parcel map reproductions that are grainy, hard to read, in different orientations, include many parcels outside of the area, etc.. As a result, Plan references to APNs may be to incorrect parcels and/or may be difficult or impossible to determine on the site plans. Ultimately, these issues affect the utility of the plan itself, particularly over time. Fortunately, this issue can be easily addressed by modifying internal parcel references to non-APN identifiers (such as site A, B, C, etc.). The current Plan construct lends itself to this type of a format inasmuch as it identifies different plan study areas (i.e., 1, 2, 3, and 4), and it would be a matter of identifying parcels within those areas without APNs so that the Plan site plans and references are internally consistent and separated from the APN references (e.g., site 1A, site 2B, etc.). In this same way, all site maps should be

² Note that the parking lot, and the State Park itself, are outside of the defined Plan area and thus issues relating to it are addressed much more generally in the Plan than for properties actually within the Plan area.



DPR's Seacliff State Beach unit because the Plan area does not include the State Park. This is understandable on some levels inasmuch as the County was deferring to State Parks and their General Plan process, but it is unfortunate on others because the State Park (and particularly its upper bluff area where the parking lot, maintenance yard, and blufftop area are located) largely defines Seacliff and potential changes here can have a tremendous impact on the Village proper. This is alluded to in the Plan as it relates to the potential for shared parking, the potential to move the existing industrial-appearing DPR corporation yard fronting the Village, and the potential for a Monterey Bay Sanctuary visitor center here. However, because the Plan does not affect DPR's blufftop holdings, the direct connection and potential for guidance and direction in this critical interface is more limited. The County and DPR are encouraged to work together on future iterations of DPR's General Plan, and on future modifications to the Seacliff Village Plan, so that the Plan boundaries are blurred and this fundamental connection is emphasized and accounted for.

E. California Environmental Quality Act (CEQA)

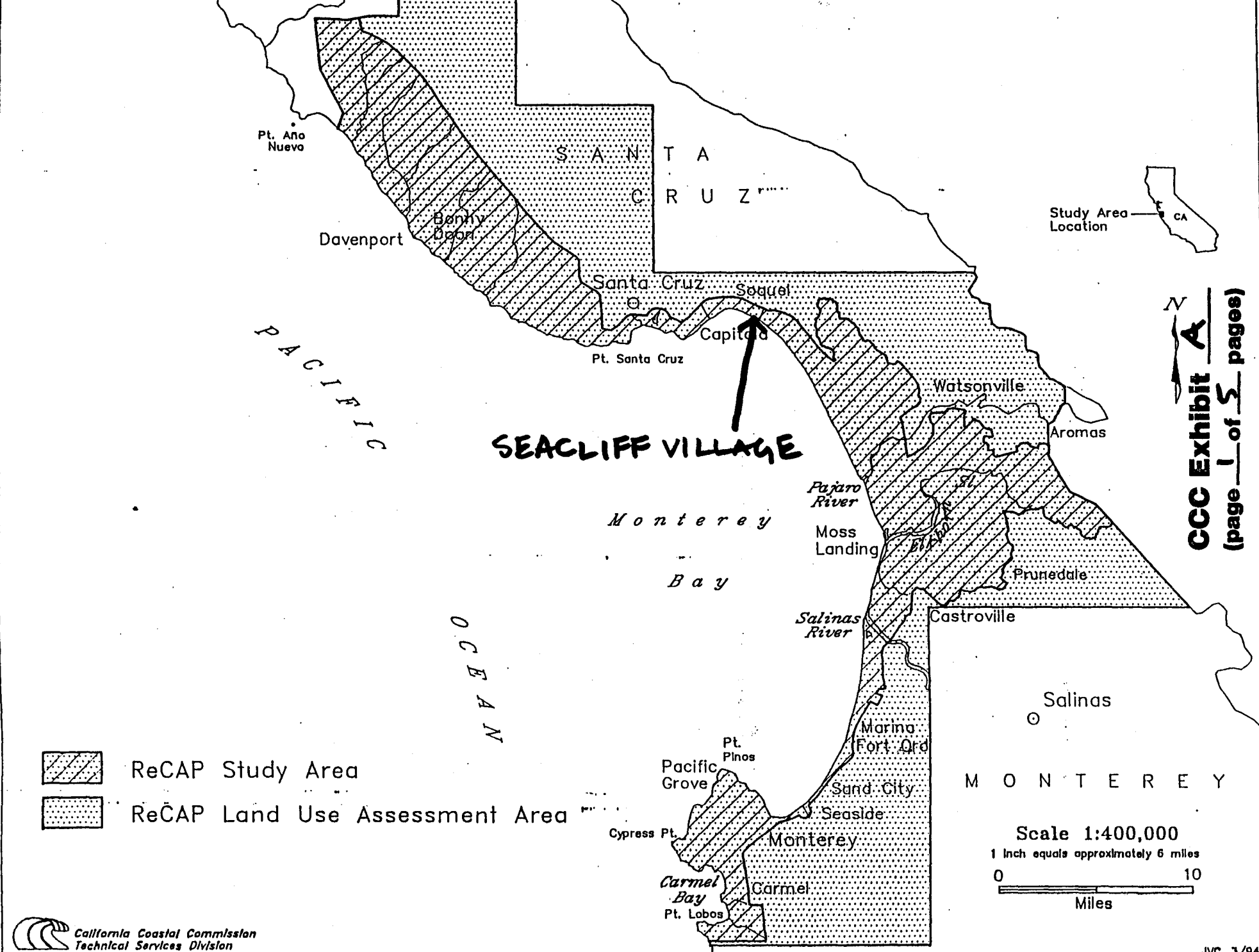
The Coastal Commission's review and development process for LCPs and LCP amendments has been certified by the Secretary of Resources as being the functional equivalent of the environmental review required by CEQA. Therefore, local governments are not required to undertake environmental analysis of proposed LCP amendments, although the Commission can and does use any environmental information that the local government has developed.³ CEQA requires that alternatives to the proposed action be reviewed and considered for their potential impact on the environment and that the least damaging feasible alternative be chosen as the alternative to undertake. The County circulated and adopted a negative declaration under CEQA.

In addition to those detailed in the findings above, Staff has been informed of two additional potential issues that deserve brief clarification here. The first is the contention that the Seacliff Village Plan provides for a Monterey Bay Sanctuary visitor center at Seacliff State Beach. This is inaccurate because, as noted, the Plan area does not include Seacliff State Beach and thus does not directly affect future potential development there. The Plan indicates that a portion of DPR's blufftop holdings could be used for such a visitor center, but it contains no specific guidance past that on this point. The Commission is aware that numerous visitor center sites have been discussed, including potentially a site in or near Seacliff, but to date there have not been any formal proposals or development applications. The siting of a future visitor center is an issue that will be addressed during any and all planning, environmental, and permitting reviews associated with it and is outside the scope of this current plan.

Second, the Commission has received a comment that the vacant site being redesignated for a small-scale visitor accommodations facility (e.g., a boutique inn or bed and breakfast) is too small of a site to

³ Section 21080.9 of the CEQA exempts local governments from the obligation to which they would otherwise be subject to prepare CEQA documentation in connection with the preparation and adoption of LCPs.





CCC Exhibit A
 (page 1 of 5 pages)

MONTEREY
Bay

FIG. 1
SEACLIFF
VILLAGE PLAN
INITIAL STUDY
VICINITY
MAP

HIDDEN
BEACH

CLUB
COURSE
HOUSE
DR

ST. ANDREW'S
DR

NEW BRIGLTON
STATE BEACH

SEACLIFF (CAMPING)
VILLAGE PLAN
AREA

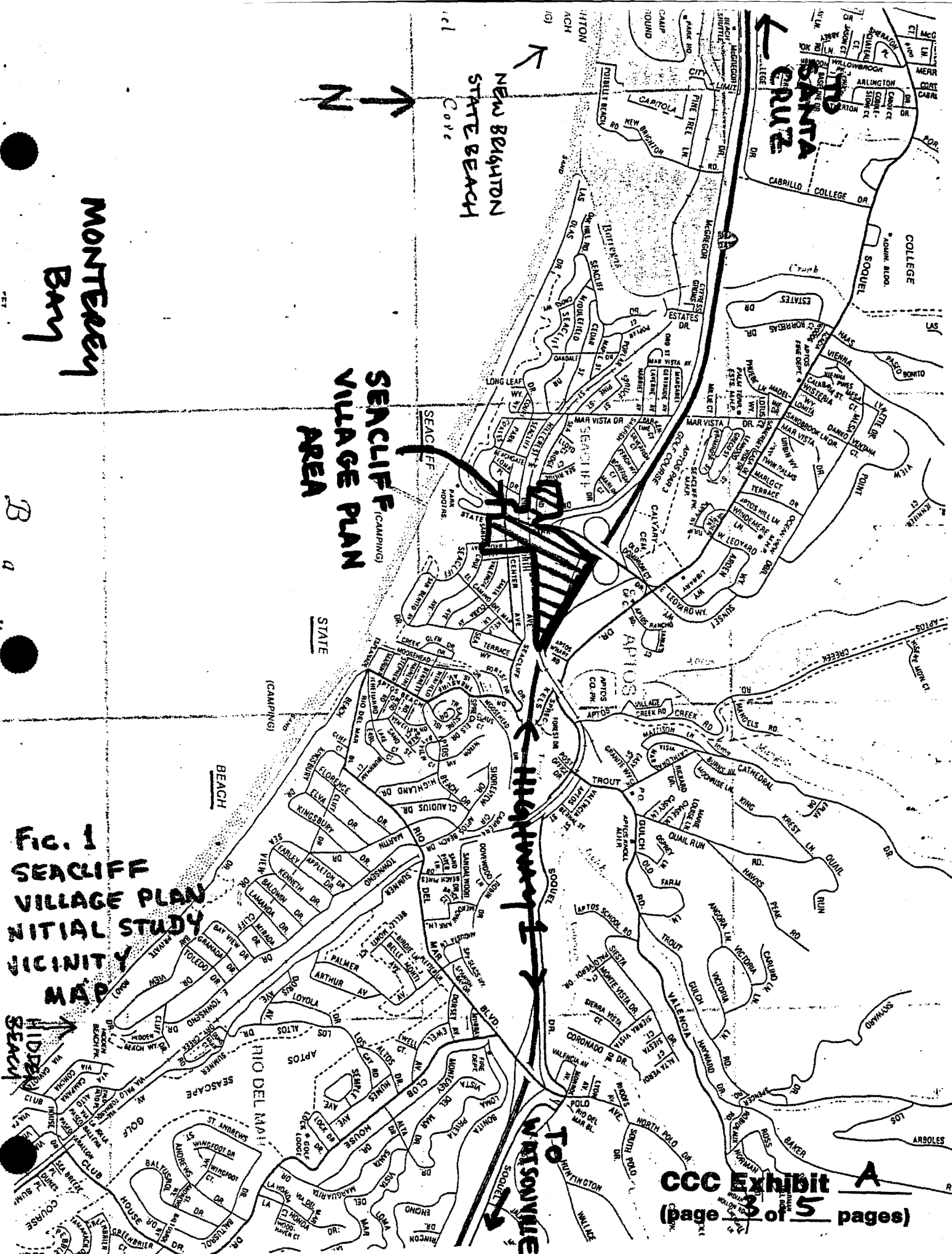
STATE

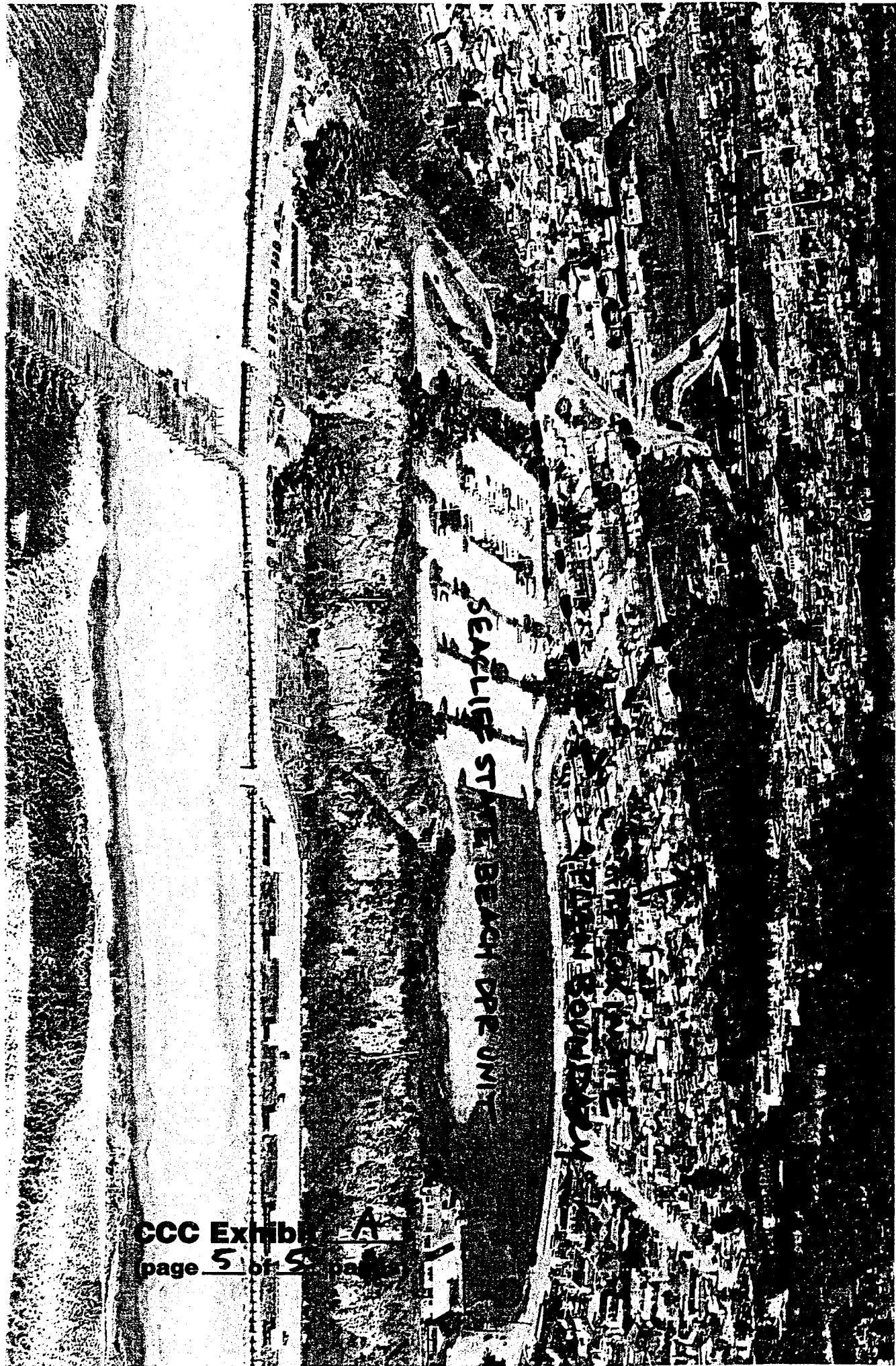
BEACH

RIO DEL MAR

TO WILSONVILLE

CCC Exhibit A
(page 3 of 5 pages)





BEFORE THE BOAD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

0561

RESOLUTION NO. 421-2001

On the motion of Supervisor Pirie
duly seconded by Supervisor Almquist
the following Resolution is adopted:

BOARD OF SUPERVISORS RESOLUTION ADOPTING THE SEACLIFF VILLAGE
PLAN AND THEREBY AMENDING THE GENERAL PLAN - LOCAL COASTAL
PROGRAM LAND USE PLAN AND IMPLEMENTATION PLAN RELATIVE TO
LAND USE REGULATIONS, LAND USE DESIGNATIONS, AND ZONE
DISTRICTS IN THE SEACLIFF SPECIAL COMMUNITY

WHEREAS, the Board of Supervisors, on May 24, 1994, adopted the County General Plan/Local Coastal Program Land Use Plan (GP/LCP) which designated certain areas as special communities and on December 19, 1994, the County General Plan/Local Coastal Program was certified by the California Coastal Commission; and

WHEREAS, because of public concern over potential development, in November 1998 the Board of Supervisors directed the Planning Department to prepare a report on issues regarding potential development on the "McGregor" parcel, within the boundary of the Seacliff Special Community; and

WHEREAS, the Board of Supervisors reviewed that report in December 1998 and referred the matter to the Planning Commission for further review; and

WHEREAS, in April 1999, after duly noticed public hearings, the Planning Commission recommended that the Board of Supervisors direct the Planning Department to prepare a Seacliff Village Plan; and

WHEREAS, in May 1999, the Board of Supervisors considered the recommendation of the Planning Commission and directed the Planning Department to include preparation of a Seacliff Village Plan, with the boundaries to be those of the Seacliff Special Community, as part of the Department's 1999/2000 Work Program; and

WHEREAS, on April 4, 2000 and May 22, 2001 the Board of Supervisors held duly noticed public hearings to consider a draft Seacliff Village Plan, and on May 22, 2001 approved the draft Seacliff Village Plan in concept, with modifications recommended by the Planning Department, and directed the Planning Department to continue processing the draft plan including conducting environmental review; and

WHEREAS, on July 2, 2001 the Environmental Coordinator found that the Seacliff Village Plan would not have a significant effect on the environment and on August 10, 2001 the Environmental Coordinator approved a Negative Declaration; and

CCC Exhibit B
(page 1 of 4 pages)

ORDINANCE AMENDING CHAPTER 13.10 OF THE SANTA CRUZ COUNTY CODE BY CHANGING THE EXISTING ZONING ON CERTAIN PARCELS IN THE SEACLIFF SPECIAL COMMUNITY, CONSISTENT WITH THE SEACLIFF VILLAGE PLAN

The Board of Supervisors of the County of Santa Cruz ordains as follows:

SECTION I

The Board of Supervisors finds that the public convenience, necessity, and general welfare require the amendment of the County Zoning Plan to implement the policies of the County General Plan and Local Coastal Program Land Use Plan regarding the parcels listed below in Section III; finds that the zoning designated herein is consistent with all elements of the Santa Cruz County General Plan and the Local Coastal Program; and finds that the proposed amendment of the County Zoning Plan underwent environmental review pursuant to the California Environmental Quality Act and approves the Negative Declaration that has been issued for the proposed amendment.

SECTION II

The Board of Supervisors hereby adopts the recommendations of the Planning Commission for the Zoning Plan amendment as described in Section III, and adopts their findings in support thereof without modification as set forth below:

1. The proposed change in zone districts will allow a density of development and types of uses which are consistent with the objectives and land use designations of the adopted General plan; and
2. The proposed change in zone districts is appropriate for the level of utilities and community services available to the land.

SECTION III

The County Zoning Plan is hereby amended by changing the existing zoning on the following parcels in the Seacliff Special Community to result in the parcels being placed in other zone districts, as follows:

Assessor's Parcel Number	Existing Zone District	New Zone District
038-081-36	Community Commercial (C-2)	Visitor Accommodations - Designated Park Site (VA-D)
042-011-06	Visitor Accommodations (VA)	Special Use (SU)
042-021-01	Neighborhood Commercial (C-1)	Visitor Accommodations (VA)
042-022-08	Neighborhood Commercial (C-1)	Visitor Accommodations (VA)
042-032-12	Neighborhood Commercial (C-1)	Multi-Family Residential, 1500 sq. ft. of land per unit (RM-1.5)

Objective 2.24 Village, Town, Community and Specific Plans

→ To continue to use village, town, community and specific plans to provide a planning framework to guide future public and private improvements in town centers and other concentrated urban and rural areas; to provide a higher level of planning detail and public involvement; and to promote economic viability, coherent community design and enhancement of the unique characteristics of the village areas and community centers as focal points for living, working, shopping and visiting.

Policy

2.24.1 Development Review in Areas with Adopted Village, Town, Community and Specific Plans
→ Review all new development and require compliance with any adopted village, town, community or specific plan. Encourage all land owners and businesses in these areas to follow the guidelines adopted as suggestions in the plans.

Programs

- a. Prepare and adopt village, town, community or specific plans, with input from citizens' task forces, for the village areas of Corralitos, Davenport, Live Oak, La Selva Beach and Pajaro Valley. Include in the plans a community design framework, priorities for capital improvements, traffic and parking plans, sign plans, and specific provisions for commercial and residential land uses and siting. (Responsibility: Planning Department, Planning Commission, Board of Supervisors)
- b. Review and update the Aptos Village Community Design Framework to develop a more specific plan governing land use, circulation, design, and improvements in the village area. (Responsibility: Planning Department, Planning Commission, Board of Supervisors)

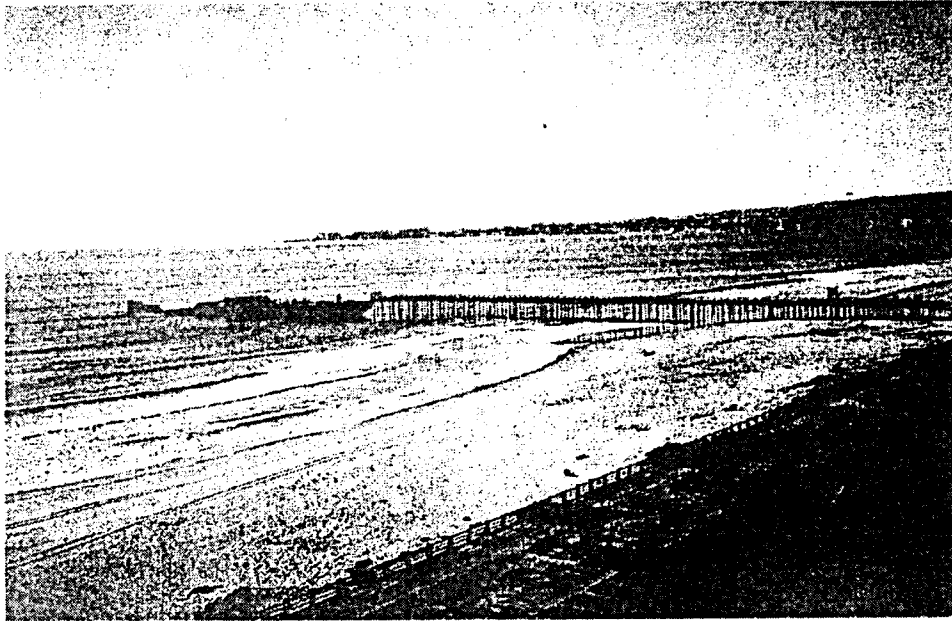
**Figure 8-1
Areas With Special Design Criteria or Guidelines**

Area (defined on Land Use Maps)	Design Guideline Source
Aptos Village	Aptos Village Community Design Framework - 1985 Aptos Village Parking & Circulation Feasibility Study - 1987
Ben Lomond	Ben Lomond Town Plan - 1990
Boulder Creek	Boulder Creek Specific Plan - 1992
Coastal Zone and Coastal Special Communities	Coastal Zone Regulation Ordinance General Plan/Local Coastal Program
Corralitos	Corralitos Town Plan (to be completed)
Davenport	General Plan/Local Coastal Program and Coastal Zone Regulation Ordinance
Felton	Felton Town Plan - 1987
Live Oak Planning Area	Live Oak Community Plan (to be completed) Urban Forestry Master Plan - 1992
North Coast Beaches	North Coast Beach Master Plan - 1990
Pajaro Valley (urban portion of the Pajaro Valley Planning Area)	Pajaro Valley Community Plan (to be completed)
Rio Del Mar Flats/Esplanade Area	General Plan/Local Coastal Program and Coastal Zone Regulation Ordinance
Seacliff Beach Area Special Community	General Plan/Local Coastal Program and Coastal Zone Regulation Ordinance
Soquel Planning Area	Urban Forestry Master Plan - 1992
Soquel Village	Soquel Village Plan - 1990 Urban Forestry Master Plan - 1992

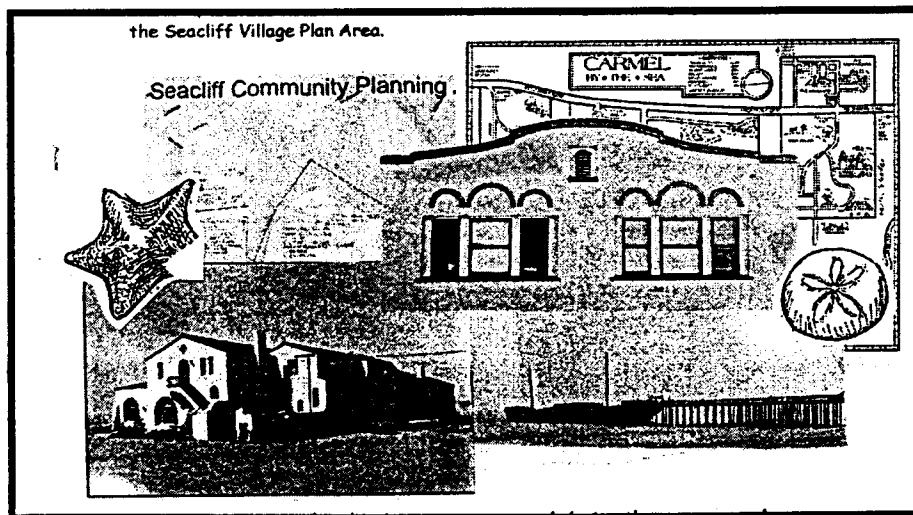


CCC Exhibit C
(page 3 of 4 pages)

SEACLIFF



VILLAGE PLAN



CCC Exhibit D
(page 1 of 84 pages)

Coastal Commission submittal of SVP as approved by the BoS 11/20/01 as an amendment to the LUP

SEACLIFF VILLAGE PLAN as Approved by the Board of Supervisors November 20, 2001 for submission to the California Coastal Commission for certification as an amendment to the LUP

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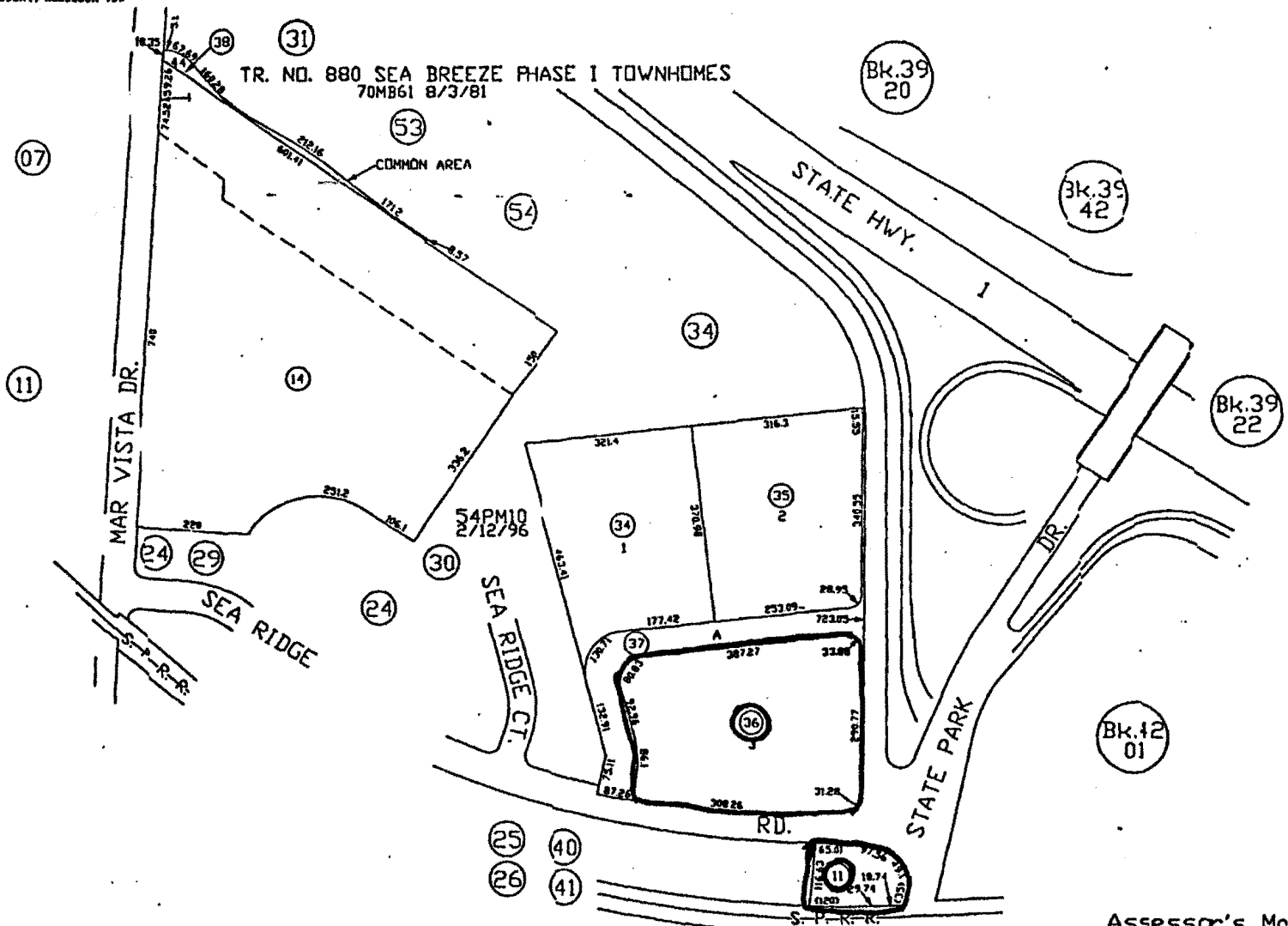
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PDR. N.E. 1/4 SEC 13, T.11S., R.1W., M.D.B. & M.

Tax Area Code
69-273

38-08

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Note - Assessor's Parcel Block & Lot Numbers Shown in Circles.

Assessor's Map No. 38-08
County of Santa Cruz, Calif
Nov., 1997

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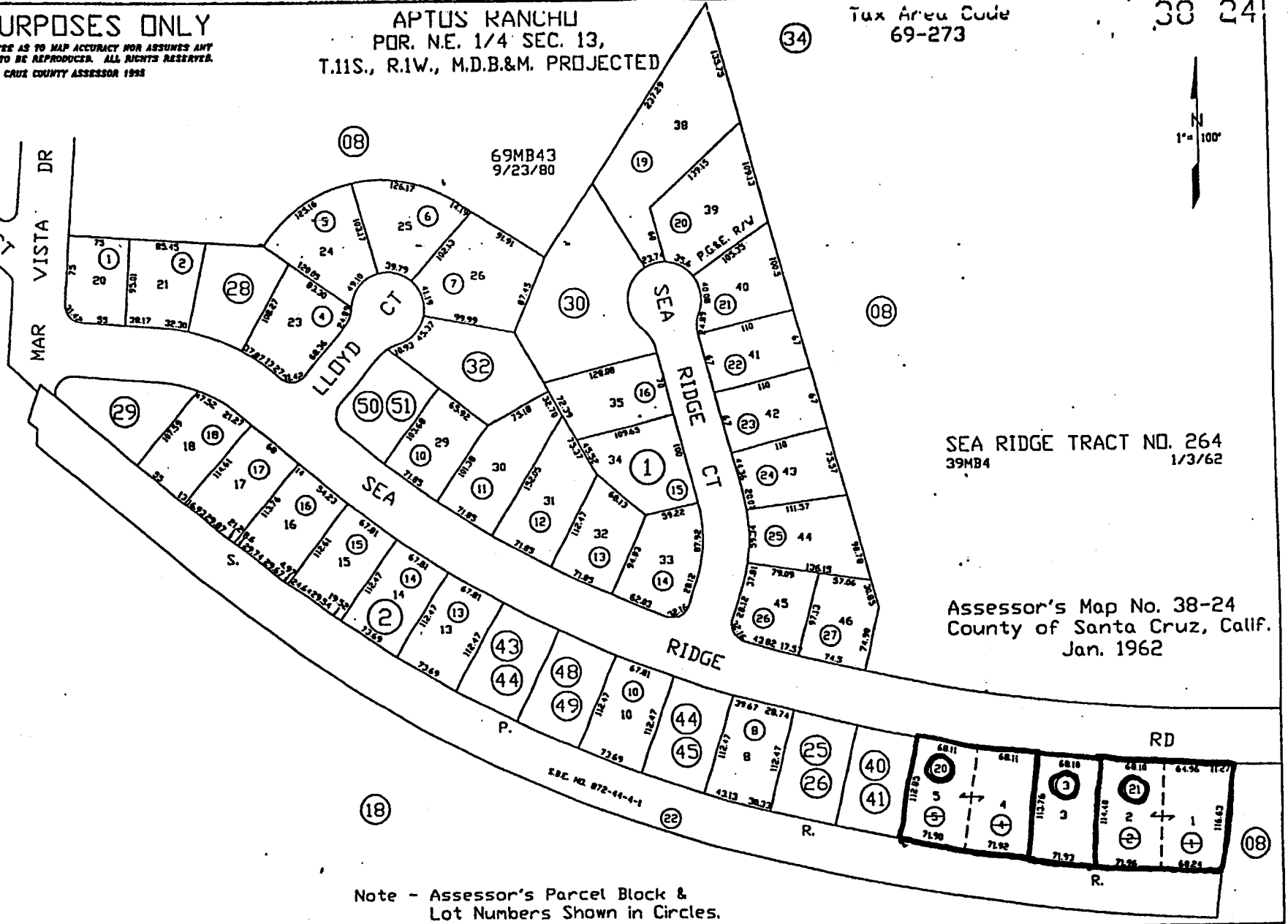
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Note - Assessor's Parcel Block & Lot Numbers Shown in Circles.

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42-02

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(9)

S. P. R. R.

DR. S

BROADWAY

NORTH

AV

1" = 50'

(04)

AVE.

CENTER

SEACLIFF PARK SUB S
18MB67 9/15/5

(03)

Note - Assessors Parcel & Block
Numbers shown in Circles.

Assessor's Map No 42-02
County of Santa Cruz, Calif.
Jan. 1999

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01-2-99 9/27/98-03 03 00/00/00
01-1-99 9/26/98-03 03 00/00/00
01-2-99 9/26/98-03 03 00/00/00
01-3-99 9/26/98-03 03 00/00/00
01-4-99 9/26/98-03 03 00/00/00

0576

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Parks and Recreation's Fiscal Year Total Visitor Attendance Report, the attendance for 2000 – 2001 was 1,888,543; an increase of approximately 45 percent. Primary access through the Village core is Center Street, which also serves as the main access to the residential neighborhoods to the east of Seacliff Village. Seacliff Drive, a two-lane collector, serves as primary access to the lower southern part of Seacliff Village and western residential neighborhoods. Searidge Road, a two-lane collector, serves as primary access to the northern part of Seacliff Village and the residential neighborhoods to the west. Center Street, Seacliff Drive, and Sea Ridge Road are all accessed via State Park Drive.

1.2 HISTORY OF THE SEACLIFF VILLAGE PLAN AREA

The area within the Seacliff Village was developed mostly in the second half of the 20th century. Before the 1920's, the land was used for pasture and sugar beet production.

In 1925 and 1926, the Seacliff Company of Santa Cruz prepared a development plan for Seacliff Beach and the coastal plateaus above it. They proposed a clubhouse, a large auditorium, a breakwater, a hotel, and a residential subdivision. The Santa Cruz Land and Title Company surveyed the Seacliff area, naming it "Seacliff Park," including the area in Seacliff Village, laying out lots and streets. Although never developed, these lots and streets are very close to today's configuration of lots and streets.

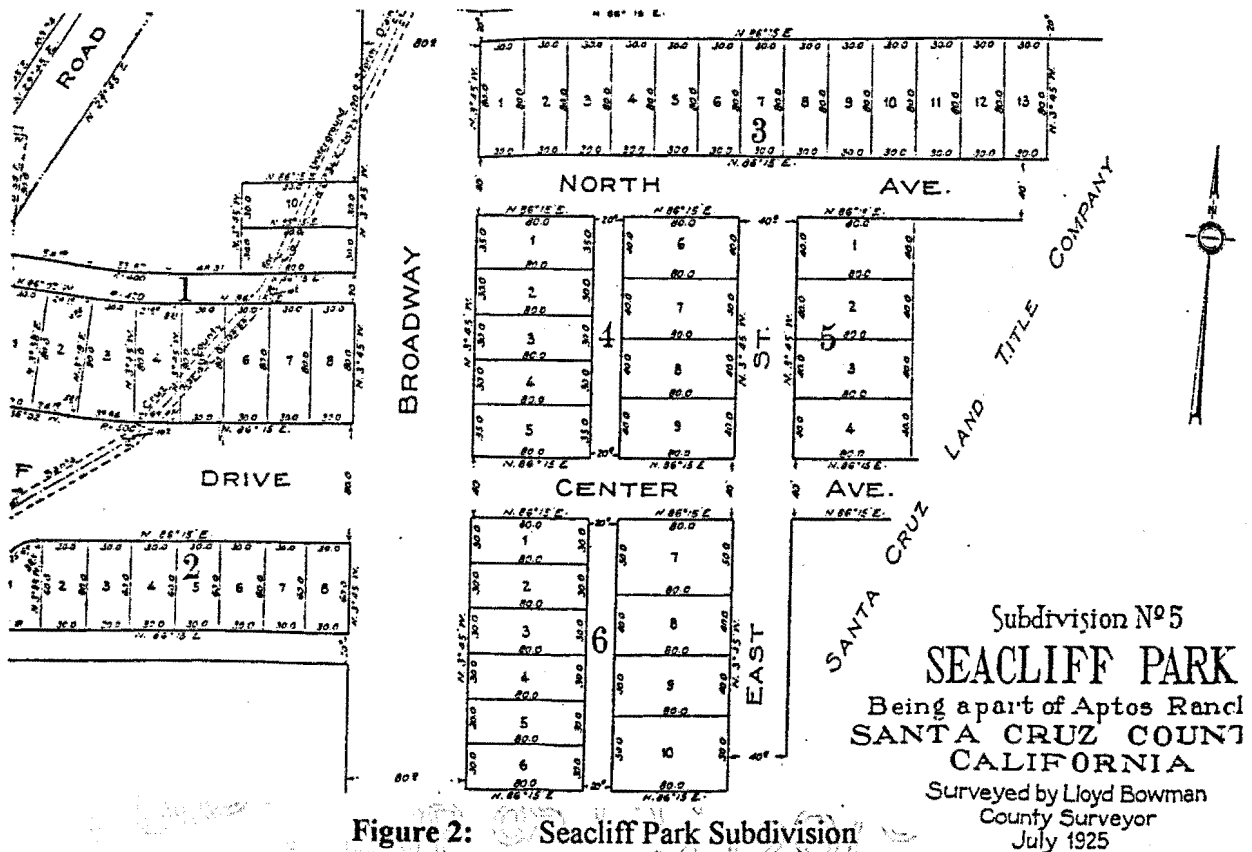


Figure 2: Seacliff Park Subdivision

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Figure 4:
South Side Of
Center Street
Circa 1967

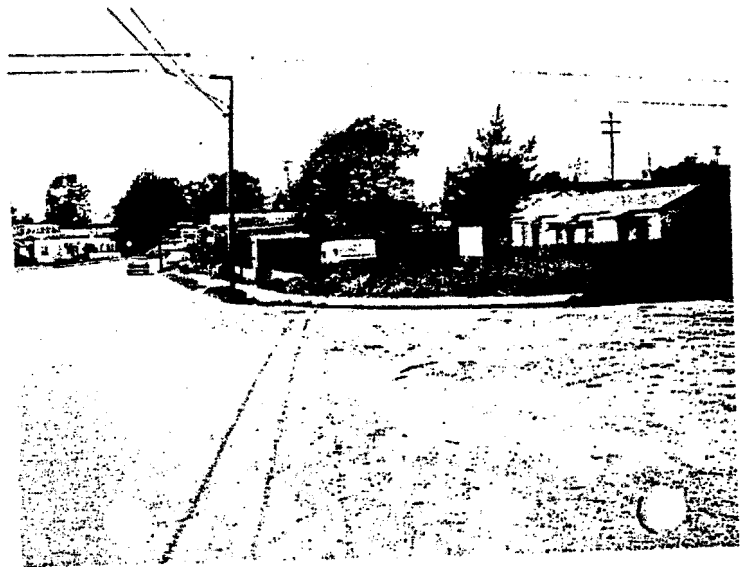


Figure 5:
North Side Of
Center Street
Circa 1967

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The specific policies and program for the Seacliff Beach Area Special Community in the 1994 General Plan/Local Coastal Program Land Use Plan states:

Policy 8.8.3

Encourage the provision of tourist commercial services within Coastal Special Communities, as follows:

(b) Seacliff Beach Area: Entire Special Community

Policy 8.8.6 Seacliff Beach Area Special Community

Require new development, additions, or rehabilitation to be consistent with the objectives of this section and the following:

- (a) Clearly define State Park Drive as a major pathway to Seacliff State Beach by providing:
area orientation signs identifying uses and location of uses near freeway exit and at Seacliff State Park Beach; sidewalks on at least one side of State Park Drive, terminating at the stairway at Seacliff Drive, and crosswalks to Center and Santa Cruz Avenues; planting as a street edge and visual filter for adjacent uses on State Park Drive.*
- (b) Improve directional signing along State Park Drive.*
- (c) Reduce the numerous overhead wires on State Park Drive. Consider undergrounding, relocation, and/or reduction in the number of wires.*
- (d) Landscape and improve the entrance to Seacliff State Beach on State Park Drive.*

Program 8.8.6a

Prepare and implement a landscaping and roadside improvement program for the area in accordance with the Urban Forestry Master Plan.

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Seacliff Village Plan area for 45 days, and deferred initiation of a rezoning for the McGregor site until preparation of the Seacliff Village Plan.

On September 21, 1999, the Board of Supervisors extended the interim ordinance until June 22, 2000. Preparation of the Seacliff Village Plan was formally adopted as part of the 1999/2000 Advanced Planning Work Program.

On May 22, 2001, the Board approved the draft plan in concept and directed the Planning Department to initiate environmental review and further processing at the Planning Commission. A negative declaration was prepared and approved by the Environmental Coordinator on August 10, 2001.

2.2 PREPARATION OF THE SEACLIFF VILLAGE PLAN

2.2.1. Community Workshops

Planning Department staff held six community workshops between September 1999 and January 2000. Public participation was solicited, with display ads placed in area newspapers and a mailing list created of interested participants.

Workshop #1

This kick-off workshop was held in September 1999 and was attended by approximately 70 people. Planning staff explained the upcoming planning process and led a visioning exercise that encouraged the participants to imagine the Seacliff area in five years and express what they would like to see. The participants were instructed to not consider expense, property ownership, or other pragmatic issues. The purpose of the exercise was to capture the concerns and desires of the community. While comments about design were expressed, the emphasis of the meeting was land use.

The participants identified their concerns about inadequate infrastructure, including drainage problems, unpaved streets, inadequate parking, and lack of sidewalks. They also identified a number of desired uses for the area. A complete list of comments is found in the Appendix.

Workshop #2

The second workshop was held in October 1999 and was attended by approximately 55 people. After a presentation of the results of the previous workshop, the participants broke up into 6 groups to prepare land use plans of the Seacliff area. The purposes of the exercise were to focus generalized land use desires into more specific recommendations and to examine the different land use desires of the community.

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What "attractive places within the identified Seacliff Beach Community Boundary Area would you show an out of town guest? What "unattractive" places would you avoid showing them?

What local "landmarks", sites or elements do you feel have the most significant (historic, cultural or natural) value to the Seacliff Beach area?

What type of design style or character would you like to see for the commercial areas?

What type of improvements would you like to see in the Seacliff Beach area?

As residents of the Seacliff Beach area, would you like to see an annual event (similar to Capitola's Begonia Festival), and if so, what type of event would you like to see?

Do you have any suggestions for funding any of the above mentioned improvements? (County Service Area charges (CSAs), Federal, State or other grant programs, etc.)

Are there any other specific issues or opportunities for future improvements you would like to comment on or see addressed that were not mentioned in this survey?

Results of the design survey are discussed in the Appendix.

2.2.3. Community Review of the Draft Seacliff Village Plan

On March 9, 2000, the community reviewed the first draft of the Plan. About 70 people attended the meeting; about half of those attending had not participated in the Community Workshop process.

There was general concern about a Plan recommendation that State Parks investigate the feasibility of locating a one-story interpretive museum somewhere on their coastal bluff property. There was also concern about parking and proposed uses for vacant parcels. A list of specific comments are found in the Appendix.

2.2.4. Seacliff Village Plan Committee

This 25-member citizen committee, comprised of concerned citizens and persons representing various community organizations, met bi-weekly to discuss the Village Plan process, their land use and design recommendations, and methods of implementing and financing forthcoming Village Plan components. Planning Department staff attended these meetings.

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APN	Lot Size	Existing Use	Building Size	Year Built	Parking Required*	Parking Provided
38-242-03	8,058	Carpenters Union, pest control, Ross Rec, 2 apts.	2,212	1967	11	10
38-242-20	16,110	medical offices	3,034	1964	13	13
38-242-21	16,550	Bleu Spoon restaurant	2,724	1967	24	27
42-011-06	13.5 ac	church	29,197	1957		
42-021-01	27,312	trailer park		1962	46	
42-021-02	2,400	vacant				
42-021-03	2,400	vacant				
42-021-04	2,400	vacant				
42-021-05	4,800	vacant				
42-021-06	2,400	attorney's office, 1 apt.	1,596	1978	5	4
42-021-07	2,400	vacant				
42-021-08	2,775	vacant				
42-021-11	2,221	parking lot for Bob's Groceries				
42-021-12	4,800	Bob's Groceries	2,121	1947	9	6
42-022-08	7,200	vacant				
42-023-05	1,873	"Wordshop" bookstore, 3 units	2,500	1960	11	0
42-023-14	10,000	trailer park (7 trailers, 1 vacancy)		1967	16	
42-031-03	1,800	Manuel's restaurant	1,800	1951	17	0
42-031-04	1,800	Mediterranean bar, 2 apts.	3600	1960	23	0
42-031-05	1,800	Seacliff Hair Styling, acupuncturist, apt. above	1,644	1980	9	3
42-031-06	3,600	Dominos, hair salon, Seacliff Clothing, dog grooming, 4 apts.	5,644	1926	22	2
42-031-07	1,800	vacant comm. bldg	824	1975	4	2
42-031-14	4,450	informal parking area, not striped				
42-031-15	3,200	real estate office, 2 apts. above	2,034	1959	9	3; 2 are blocked

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To provide centers of concentrated commercial uses accommodating a broad range and mixture of commercial activities, serving the general shopping and service needs of community-wide service areas, and including visitor accommodations. This district is intended to be applied to areas designated on the General Plan as Community Commercial. The Community Commercial districts are intended to have definite boundaries to promote the concentration of commercial uses.

Typical uses allowed in the C-2 zone district include all C-1 uses and full offices, indoor entertainment such as dance halls and nightclubs, larger retail uses such as department stores and furniture stores, and visitor accommodations.

In addition, the parcel, along with APNs 38-081-34, -35, is part of a Priority Site, as designated in the General Plan/LCP. The mandated Priority Uses for these parcels are currently:

Urban High Density Residential: affordable housing (4-5 acres) with remainder of site to be Community Commercial.

The "Poor Clares" parcel (APN 42-011-06) is currently zoned VA (Visitor Accommodations) and has a General Plan/LCP designation of Visitor Accommodations. The purpose of the Visitor Accommodations designation, as stated in Section 13.10.331(c) of the County Code, is:

To provide areas specifically reserved for visitor accommodations and limited appurtenant uses. To allow a broad range of such overnight or extended stay lodging for visitors and to recognize these as commercial uses. The Visitor Accommodations District is intended to be located primarily in areas designated Visitor Accommodation or in areas designated as Community Commercial on the General Plan, and in locations where there are existing or approved (at the date of this section) visitor accommodations developments. All visitor accommodations are intended to be located where adequate access and public services and facilities are available, and to be designed and operated to be compatible with adjacent land uses, utilize and complement the scenic and natural setting of the area, and provide proper management and protection of the environment and natural resources.

In addition, the parcel is a Priority Site, as designated in the General Plan/LCP. The mandated Priority Use for this parcel is currently:

Visitor Accommodations: Type A visitor accommodations. (Type A visitor accommodations include hotels, inns, pensions, lodging houses, bed and breakfast inns, motels, and recreational rental housing units.)

3.2.2 Existing Parking Conditions

None of the buildings in the Village core provides adequate parking, as required by current standards. These buildings were constructed either before parking requirements, under previous

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of their customer base those persons who travel to the Area for tourist purposes. Automobile service stations, other than the existing station on APN 38-081-11 (201 Sea Ridge Road), are prohibited. Uses that appeal equally to visitors and persons who live within walking distance of the use, such as a deli, are also appropriate.

Several areas within the Seacliff Village Plan Area share common constraints or issues, such as lot size, parking deficiencies, location, degree of build-out, or infrastructure challenges. Four such areas are: the McGregor/Searidge Road/Poor Clares area; the Transition Area; the primarily built-out block bounded by Center Avenue, Broadway, and Santa Cruz Avenue; and the area east of Broadway and north of Center Avenue. Specific land uses and parking requirements for these four areas, as well as for some of the individual parcels within these areas, are identified below.

3.2.3.a Land Use Area 1: (McGregor/Searidge Road/Poor Clares area)

APNs 38-081-36; 42-021-06; 38-081-11; 38-242-03, 20, 21 (201, 207, 225, 227, 229, 231, 233, 245 Searidge Road)

This area consists of two large parcels — “McGregor” and “Poor Clares” — as well as four medium sized parcels. The “McGregor” site (APN 38-081-36) is currently vacant and the “Poor Clares” site (APN 42-021-06) is improved with a church. The four medium sized parcels are improved with various uses, as indicated in the chart above. Due to their larger sizes, these parcels do not have the pressing parking problems of the parcels to the south.

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3.2.3.a.i APN 38-081-36 (McGregor Site, no situs)

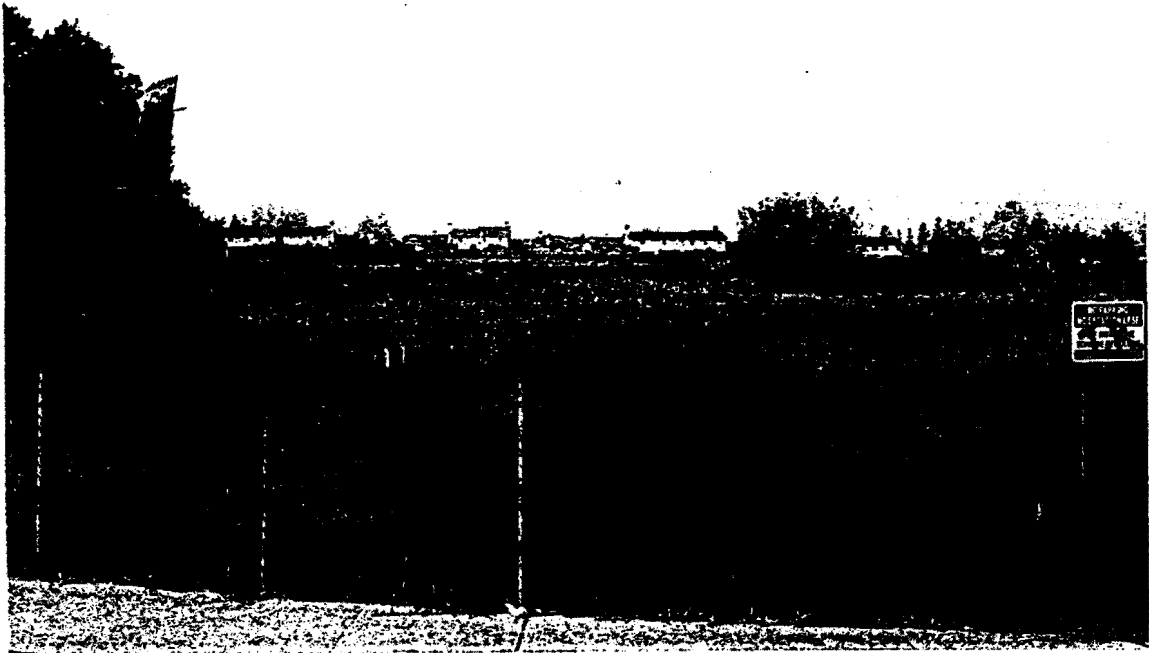


Figure 8: McGregor Site

This large 2.9-acre vacant parcel is located at the northwest corner of Searidge Road and McGregor Drive. It is one of three vacant parcels created by Minor Land Division No. 93-0347 in 1994. Approved access (not yet improved) to these three parcels is via a loop road beginning at the west property line and then bisecting the larger 9 acre area in half and connecting to McGregor Drive. The result is that this parcel will be surrounded on all four sides by road.

As stated earlier in the Evolution of the Seacliff Village Plan Section, this parcel has been the focus of considerable public debate as to its most appropriate use. Just as some members of the public have been concerned about the type of proposed commercial development, other members have viewed this parcel as the "last chance" to provide needed park land for the community.

The larger Seacliff area, as stated earlier, is a fairly dense residential area and is near build-out. While the Aptos Planning Area, in the aggregate, has sufficient parkland existing and proposed to meet the general guidelines established by the General Plan/LCP, there are currently no existing or proposed parks south of Highway 1 to serve these residents. The General Plan/LCP lists a general standard of locating neighborhood parks in areas where a population of 1500 to 2000 people would be within one-half mile of the park. Based on this standard, the larger Seacliff community needs parkland on the south side of Highway 1.

Most of the existing vacant parcels outside of the Village Plan Area are scattered and small. The General Plan/LCP states that neighborhood parks should be a minimum of three acres in size,

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This 13.5-acre parcel is the largest in the Seacliff Village Plan Area and is currently developed with a church, which does not conform to the existing Visitor Accommodation designation. This parcel is located above the Village core and is wooded, which gives it a "stand alone" feeling. It is not constrained by small lot size or lack of parking and can, therefore, accommodate a more intense commercial use.

As with the "McGregor" parcel, this parcel is also designated as a Coastal Priority Site in the General Plan/LCP. Objective 2.22 of the General Plan/LCP states:

To ensure priority for coastal-dependent and coastal-related development over other development on the coast.

For Coastal Priority Sites, Policy 2.22.1 further states:

Maintain a hierarchy of land use priorities within the Coastal Zone:

- First Priority: Agriculture and coastal-dependent industry;*
- Second Priority: Recreation, including public parks; visitor serving commercial uses; and Coastal recreation facilities;*
- Third Priority: Private residential, general industrial, and general commercial uses.*

As this parcel is not designated Type 1, 2, or 3 Agricultural land and is located too far inland for coastal-dependent industry (such as mariculture), it is appropriate that designated uses be Second Priority.

The current VA (Visitor Accommodations) zoning allows for Second Priority uses; however, this parcel's size and location lends itself to a wider variety of visitor serving commercial uses.

Land Use:

The allowed use shall be a destination hotel/conference center or museum, with ancillary restaurant use, or a combination thereof.

The existing VA zoning shall be changed to the "SU" (Special Use) zone district and Visitor Accommodations General Plan/LCP designation shall be retained.

Parking Requirements:

Parking requirements shall be those found in County Code Section 13.10.550 et seq.

3.2.3.a.iii APNs 38-081-11, 38-242-03, 20, 21 (201, 207, 225, 227, 229, 231, 233, 245 Searidge Road)

The allowed uses for these four parcels are visitor and/or neighborhood serving uses. The existing legal residential use on APN 38-242-03 may continue. The current land use designation and zoning shall be retained.

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The existing single family dwelling on APN 38-181-28 is a significantly nonconforming residential use; improvements are limited to those found in County Code Section 13.10.261 et seq.

The existing C-1 zoning and Neighborhood Commercial General Plan designations shall be retained.

Parking Requirements:

New development or intensification of commercial use, as defined in the County Code, shall meet the following special parking standards:

Retail, service, or office use: one space per 300 square feet of use (excluding storage); one minimum

Restaurant use: one space per 150 square feet of use (excluding storage); one minimum.

3.2.3.b.2 APN 38-185-11 (219, 221, 223, 225 State Park Drive)



Figure 11: Mixed Use Along State Park Drive

This site contains a fast food restaurant, convenience store, laundromat, and residential use. The existing commercial uses are both neighborhood and visitor serving.

Land Use:

Allow a variety of neighborhood and/or visitor serving commercial uses. Allow the continuation of the existing second story residential use but allow no intensification, as defined in the County Code, of the residential use. Require appropriate land dedication for roadway, roadside, and landscaping improvements.

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Land Use:

Allowed uses shall be neighborhood and/or visitor serving. It is envisioned that the creation of nearby visitor accommodations will infuse the area with pedestrian based customers. Many of the existing uses in this block, such as the wholesale floor covering use and the Food and Nutrition Services use, do not serve the nearby residential neighborhoods nor the visitor, and will become nonconforming uses under this Plan. Nonconforming uses, under current nonconforming use regulations, cannot expand, intensify, or be structurally repaired and replaced.

The existing C-1 zoning and Neighborhood Commercial General Plan designations shall be retained.

Parking:

According to current parking requirements, there is a shortage of approximately 120 parking spaces for the existing uses in this block. At the time most of these buildings were constructed, there were either no parking requirements yet established or no parking was required by the County Code due to an exception for narrow lot width.

Existing on-site parking shall be retained and on-site parking now unusable (i.e. garages used for storage, etc.) shall be made available, with priority given to existing residential uses.

Recognize that existing legal commercial uses do not have to provide parking beyond that now existing. Additional parking or contribution to the parking district, if established, will only be required for those spaces required as a result of intensification of commercial use, as defined in the County Code.

New development or intensification of commercial use, as defined in the County Code, that requires additional parking spaces shall meet the following special parking standards:

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum

Conformance with this requirement may be met by providing on-site spaces or paying a fee to the parking district fund, if established.

Additional ancillary residential use shall provide on-site parking based on the standards found in County Code Section 13.10.550 et seq.

3.2.3.d Land Use Area 4: The Area East of Santa Cruz Avenue and the Areas North of Center Avenue

APNs 42-021-01, 02, 03, 04, 05, 06, 07, 08, 11, 12; 42-022-08; 42-023-05, 14; 42-032-11, 12

This area contains a variety of commercial uses and seven vacant parcels. Most of the commercial buildings were built before the 1960s and, therefore, provide little or no on-site parking. A number of these commercial parcels are currently being used for permanent residential purposes. The area north of Center Avenue needs considerable infrastructure improvements, including road paving, curbs, gutters, and sidewalks, drainage improvements, and

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Current Land Use:

The existing C-1 zoning and Neighborhood Commercial General Plan designations shall be changed to RM-1.5 and Residential – Urban High density and the property shall obtain a use permit for the residential use. Within 180 days after final adoption of the Seacliff Village Plan by the Board of Supervisors, the property owner shall apply for a use permit for the existing residential use. The intent of the use permit is to recognize the existing use and bring the units up to the minimum health and safety standards of the State Housing Code and to minimize the number and cost of upgrades that might be required by the various Uniform Codes so that this County action would not result in significant increases in rental rates and/or cause rates to rise to a level that would result in displacement of the low income tenants.

The RM-1.5 zoning and the Residential – Urban High density land use designation shall remain in place for a minimum period of 10 years from the date of final adoption of the Seacliff Village Plan by the Board of Supervisors. Within 90 days after the end of that 10 year period, the Planning Commission shall review the zoning and land use designation in terms of their appropriateness in relation to adjoining uses and the then-existing use on the parcel and shall forward a report on its review to the Board of Supervisors with recommendations regarding changes to the zoning and land use designation, if any.

Future Land Use:

Subsequent to the end of the 10 year period, if the use is recommended to be changed, allowed uses for this site shall be small scale, pedestrian oriented neighborhood and visitor serving uses with ancillary second story residential use. As this lot serves as a transition area from the residential uses to the east, the Approving Body shall approve only those commercial uses that are found to be compatible with adjacent residential uses and do not produce excessive noise, smells, lights, or late operating hours. The density of any future ancillary second story residential development will be based on the number of parking spaces that can be provided on site. In determining the amount of required residential usable open space, the Approving Body shall take into consideration the large State Park open space area directly across the street.

Parking Requirements:

Current use: Maintain the existing parking and cooperate with any parking improvement plan proposed for Seacliff Village.

Future use: If there is a change in use to a mixed commercial and residential development on-site parking shall be allocated for the residential units. All new development shall meet the following special parking standards:

One on-site parking space shall be required for each residential unit.

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum

First story commercial uses may contribute to the parking district, if established, in lieu of providing on-site parking.

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3.2.3.d.3 APN 42-023-05 (246 Center Avenue)

This two-story mixed commercial/residential building was built in 1960, almost completely covering the lot. No on-site parking is provided.

Allowed uses for this building shall be visitor and/or neighborhood serving uses with ancillary residential use. No expansion or intensification of residential use, as defined in the County Code, shall be allowed.

If the existing building is demolished, the above commercial uses may be allowed. On-site parking shall be provided as indicated below.

Retain existing C-1 zoning and Neighborhood Commercial General Plan designations.

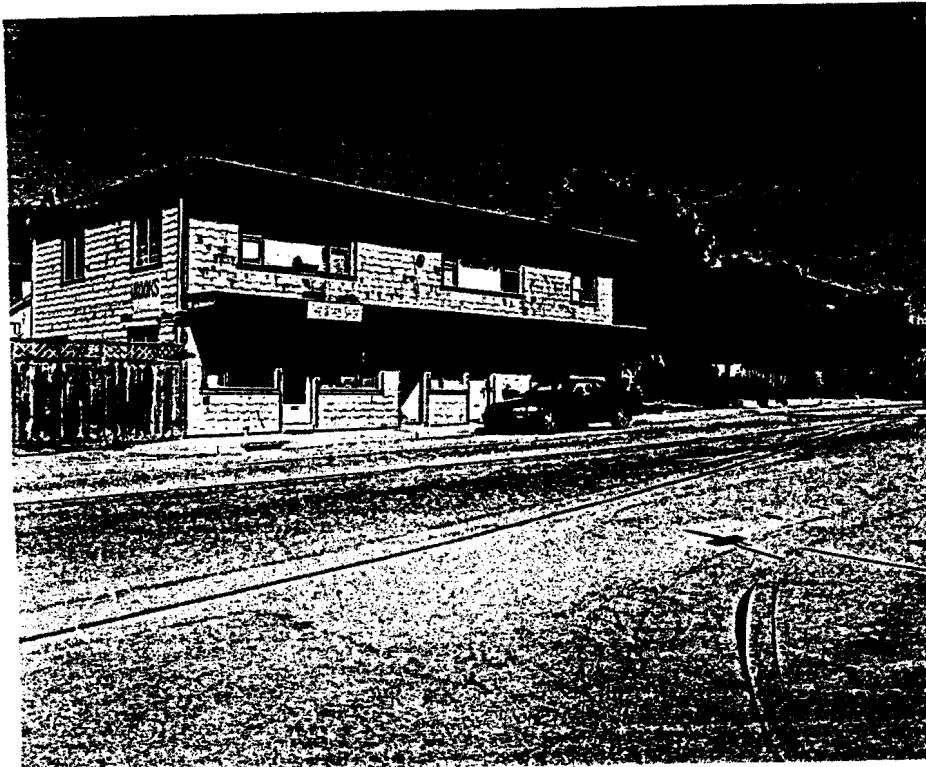


Figure 15: Mixed Commercial-Residential Building

Parking Requirements:

New development or intensification of commercial use, as defined in the County Code, shall require payment of an in lieu fee to the parking district, if established, based on the following special parking standards:

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum.

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The Board of Supervisors shall continue the current enforcement policies relative to the occupancy limits contained in the use permits for the site (i.e., not displace the residents), ensure that the owner does not displace any residents involuntarily, require preparation and adoption of a Replacement Housing Plan and a Relocation Plan for residents prior to any County action that would result in the displacement of the residents and require that the Replacement Housing Plan identify new sites and projects within the Seacliff area and/or neighboring communities in the Second Supervisorial District for the development of 31 units that are affordable to very low income households.

Any future new or changed uses on this parcel shall be neighborhood and/or visitor serving commercial uses. Access shall be from Broadway. As this lot serves as a transition area from the residential uses to the east, the Approving Body shall approve only those commercial uses that are found to be compatible with adjacent residential uses and do not produce excessive noise, smells, lights, or late operating hours.

Retain the existing C-1 zone district and retain the Neighborhood Commercial General Plan/LCP designation. Formation of a Parking Assessment District and acquisition, through either leasing or purchase, of this parcel for use as parking should be considered (see also APNs 042-021-02, 03, 04, and 05).

Parking Requirements:

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum

As a condition of approval for development of this parcel, the owner shall contribute to roadway and roadside improvements of Broadway.

3.2.3.d.5 APN 42-022-08 (no name/situs)

This 7,200 square foot vacant parcel is located at the northeast corner of Broadway and North Avenue; Broadway Avenue, in this area, is undeveloped and overgrown. The parcel is bounded to the north by an undeveloped alley and the railroad right-of-way and to the east by the residential development along North Avenue.

Due to the adjacent residential use to the east, more intense commercial uses are not appropriate. The use of this parcel shall be Type A visitor accommodations, such as an inn or bed and breakfast inn. The structure shall be a maximum of two stories and shall be designed to resemble a residential building.

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landscaped buffer along State Park Drive, a 6-foot buffer along the railroad right-of-way, landscaping along Broadway, and an on-site play/recreational area. These conditions have not been met. In addition, the transient trailer use has evolved into a semi-permanent housing use.



Figure 18: Seacliff Center Trailer Park

Land Use:

This site is not appropriate for permanent residential use. The use shall revert to the transient trailer/RV park authorized by Permits 1853-U and 2197-U; in addition, these permits should be reviewed by the Planning Commission to ensure compliance. Within 12 months of the adoption of the Seacliff Village Plan by the Board of Supervisors the property owner shall complete all outstanding physical improvements to the property that are included as conditions in the current use permit. Management and maintenance of the property shall avoid conditions that may constitute threats to the health, safety, and welfare of park residents and/or the public or which may constitute a public nuisance.

The Board of Supervisors shall continue the current enforcement policies relative to the occupancy limits contained in the use permits for the site (i.e., not displace the residents), ensure that the owner does not displace any residents involuntarily, require preparation and adoption of a Replacement Housing Plan and a Relocation Plan for residents prior to any County action that would result in the displacement of the residents and require that the Replacement Housing Plan identify new sites and projects within the Seacliff area and/or neighboring communities in the Second Supervisorial District for the development of 31 units that are affordable to very low income households.

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should be developed as one lot and parcels -04 and -05 as another, but integrated development of the four parcels at one time is preferred. The owner should investigate the possibility of relocating the access for APN 42-021-06 into access for these four parcels and abandoning the alley, thereby allowing the integrated development of the four parcels.

Uses for these parcels shall be pedestrian oriented neighborhood and/or visitor serving. Formation of a Parking Assessment District and acquisition, through either leasing or purchase, of these parcels for use as parking should be considered (see also APN 042-023-14).

The existing C-1 zoning and Neighborhood Commercial General Plan/LCP designations shall be retained.

Parking Requirements:

Parking shall be provided on-site according to the following special parking standards:

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum

3.2.3.d.8 APN 42-021-06 (256 Center Avenue)



Figure 20: Office and Residential Use

This two-story building (office on the first floor, apartment on the second floor) was built in 1976 in accordance with Permit No. 76-692-PD. On-site parking is provided from both Center Avenue and an unimproved alley to the rear.

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Uses for all four parcels shall be pedestrian oriented neighborhood and/or visitor serving.

The existing C-1 zoning and Neighborhood Commercial/LCP General Plan designations shall be retained.

Parking Requirements:

Parking for the vacant parcels shall be provided on-site. Intensification, as defined in the County Code, of the existing market use shall require either providing off-site parking spaces or payment of an in-lieu fee to the parking district, if established, according to the following special parking standards:

Retail, service, or office use: one space per 400 square feet of use (excluding storage); one minimum

Restaurant use: one space per 200 square feet of use (excluding storage); one minimum

3.2.3.d.10 APNs 42-031-14, -16 (State Owned Parcels, no situs)

The State of California owns these two vacant parcels located at the intersection of Santa Cruz Avenue and Center Avenue.

APN 42-031-14 is currently used by the community as an informal unpaved parking area. If possible, this parcel should be purchased by the County or acquired through the parking district, if established, and improved with permanent public parking.



Figure 22: State-owned Parcels at Santa Cruz and Center

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4.0 Circulation

4.1 PURPOSE

The purpose of the Circulation Section is to identify the various transportation issues, constraints and opportunities for the Seacliff area, and to develop recommendations to address the specific circulation needs of a commercial village area that is dedicated to neighborhood and visitor-serving commercial uses, as well as the adjacent residential communities. The recommendations are focused on reducing pedestrian, bicycle and auto conflicts and establishing an improved circulation system that will provide safe and adequate vehicular, bicycle and pedestrian access within the Seacliff Village community.

4.2 SEACLIFF VILLAGE CIRCULATION GOALS AND OBJECTIVES

The Seacliff community's visions have shaped the goals and objectives for the area's circulation opportunities. The primary goal is to develop recommendations that will result in safe and efficient transportation options, with careful attention given to the planning and development of facilities for pedestrian, bicycle and public transit travel. Efforts to incorporate designs for gateways, traffic control and calming measures, where appropriate, have been considered to protect and enhance the livability of the entire Seacliff community. Planning for future improvements to the transportation system in Seacliff will require thoughtful balance between the goal of providing pedestrian access for the area and serving the transportation needs of residents, visitors, and commercial customers.

The transportation goals and objectives for the Seacliff Village are as follows:

- Improve the Seacliff Village area's streets and infrastructure system;
- Improve facilities for pedestrians and bicyclists;
- Improve public transit facilities;
- Develop designs and locations for community gateways;
- Develop traffic control and/or traffic calming measures; and
- Develop recommendations for additional automobile parking spaces.

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expertise to seek competitive grant funding from various grant programs to implement the identified improvements. The County also has a process to program and construct needed improvements. This program, known as the Capital Improvements Program (CIP), identifies and prioritizes projects (such as road construction, drainage improvements, park acquisition and construction, etc.) and allocates funding for specific projects. The CIP, updated annually, lists programmed (identified funding) projects over a five-year period and all un-programmed (unfunded) projects.



**Figure 23:
Additional
Public
Parking
is Needed
For the
Seacliff Area**

The 1994 County General Plan/Local Coastal Program Land Use Plan (GP/LCP) includes, in the Circulation Element, a series of recommended roadway improvements that were identified as necessary to mitigate the impacts of the designated growth. These improvements are included in the CIP, as they become warranted. In the Aptos Planning Area, the only project designated for the Seacliff area was the widening of State Park Drive to four lanes, from Center Street to Soquel Drive, and the installation of signals at the Highway One off-ramps and at Searidge Drive.

To immediately address the infrastructure improvements that have been identified during the Seacliff community workshops, the Department of Public Works has submitted a grant request for significant upgrades within the Seacliff Village Plan Area. The improvements, including

4.3.3 Bikeways in the Seacliff Village area

The County General Plan includes a master plan of countywide bikeways that designates a bikeway network throughout the County. The primary focus of the network is to provide a continuous bikeway link to high bicycle traffic generators such as schools, public facilities, and recreation areas. The bikeways that currently exist in the Seacliff area are classified as Bike Lanes and are shown on the Bikeway map. Currently, only State Park Drive is designated a bikeway in the General Plan/Local Coastal Program.

There is a lack of funding for future bikeway connections. Bikeways are often developed in conjunction with roadway improvement projects or major projects by private developers. There are a limited number of federal, state and local funding sources available for bikeway development and they are usually very complex, time consuming and competitive programs with a limited amount of funds sought after by other local agencies with equally important projects.

4.3.4 Pedestrian Pathways in the Seacliff Village area

The pedestrian pathways that do exist in the Seacliff area are sidewalks, some of which lack current design standards (such as the ADA standards). Other pathways consist of informal pathways that exist either on road right-of-ways, within or along the edges of public properties, or as dedicated trails leftover from the formation of the residential subdivision of Seacliff Park. There are no formal pedestrian pathways that are developed as being a part of an adopted trail route or system by any agency, group, or organization. There is, however, a recognized trail corridor, the California Coastal Trail, which is proposed for the area, and a pedestrian and bikeway route (right-of-way) along the existing rail corridor. Both of these proposed "trails" are in the planning stages. Policy 7.8.9 of the 1994 General Plan states that the County is to "Support state efforts to connect Nisene Marks State Park with Seacliff State Beach through a public park/trail system." This might be accomplished by, for example, assisting the state with distinctive signage to indicate the route of such a trail.

The lack of coordinated pedestrian facilities is one of the things that makes the village area uninviting for visitors and neighborhood residents. The usual means of accessing the village currently is by automobile. Clearly, if the commercial area of the village is going to thrive, there needs to be a coordinated pedestrian system that not only connects the commercial areas in the study area but also provides inviting pedestrian access to the village from the adjacent residential neighborhoods. Measures to protect the residential neighborhoods from cut-through traffic, speeding, and State Park user parking, in order to encourage pedestrian usage, are also needed.

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4.3.5 Speeding in the Seacliff Village area

Speeding is a concern in the study area, especially on Center Street. Excessive speed on this collector street and, to a lesser extent, in residential neighborhoods creates the potential for conflicts and accidents between vehicles, cyclists and pedestrians.

4.3.6 Parking in the Seacliff Village area

The Seacliff Village area is in need of more parking. There are many popular commercial establishments that experience a large amount of visitors and many people also visit Seacliff State Beach and park along the boundary of the park's property to avoid the State Park's entrance fee. A discussion of the parking needs for this area is included in the land use section.



Figure 26: Parking within the Seacliff Village Plan Area needs to be improved.

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- Coordination of the re-location of all utility boxes and other appurtenant facilities, in coordination with the landscaping plan and the undergrounding plan, to make these facilities less visible;
- Coordination with PG&E undergrounding program, including the installation of ornamental street lights;
- Bicycle lane connection to McGregor Drive, and
- The provision of (or least the ability to install) traffic calming devices, such as speed “humps” and bulb-outs, at the “entrances” to the adjacent residential neighborhoods (at Seacliff Drive, Hillcrest Drive and East Street in the study area)

4.4.2 Future Circulation Improvements

Once the final design of the State Park Drive/Center Street project has been completed, the merchant’s association (or other group representing the business and property owners in the Village area) should prepare a list of the remaining circulation improvements needed in the study area. After the community representatives have prioritized the list of needed improvements, the community members should meet with the District Supervisor, the County Department of Public Works, the Santa Cruz Metropolitan Transit District and the Santa Cruz County Regional Transportation Commission to discuss future priorities and coordination for Capital Improvement Projects. Thereafter, the community should schedule an annual review, prior to the preparation of the CIP, with the District Supervisor and the County Department of Public Works of the roadway, bikeway and pedestrian improvements needed in the Seacliff Village for inclusion into the County’s Capital Improvements Plan.

4.4.3 Speeding

The California Highway Patrol (CHP) is responsible for enforcing the speed limits within the Seacliff area. The Seacliff Village Merchants Association should contact the local CHP office to request increased enforcement activities, especially in the most serious areas of speed limit violations. It should be understood that the CHP cannot continuously patrol the Village area. The community must, therefore, take a lead role in dealing with the problem. The community can directly address the speeding problem by establishing a campaign to simply request that residents drive at the speed limit, especially in residential areas, thereby setting an example and the pace for traffic in the Seacliff community.

4.4.4 Neighborhood Traffic Calming Projects

Residential neighborhoods outside the Seacliff Village Plan Area are encouraged to contact the Department of Public Works regarding the process for requesting and implementing the construction of traffic calming devices on neighborhood street segments. The bulb-outs and speed “humps” mentioned above are two possible ways to achieve traffic calming.

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5.0 Design

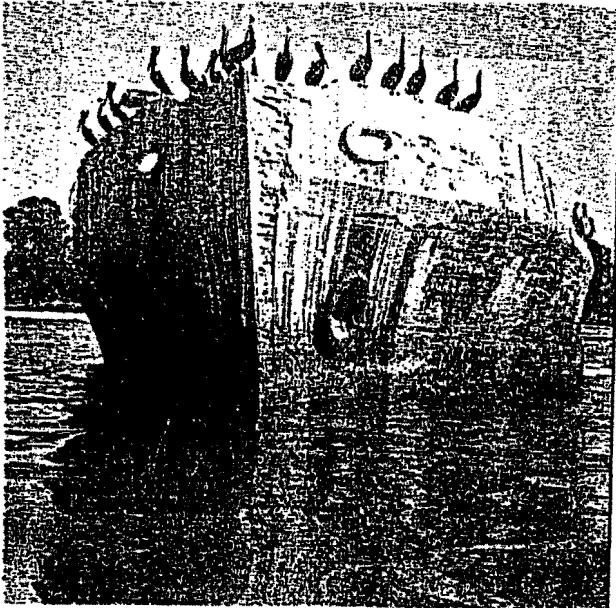


Figure 28:
SS Palo Alto (The Cement Ship)
Seacliff State Beach

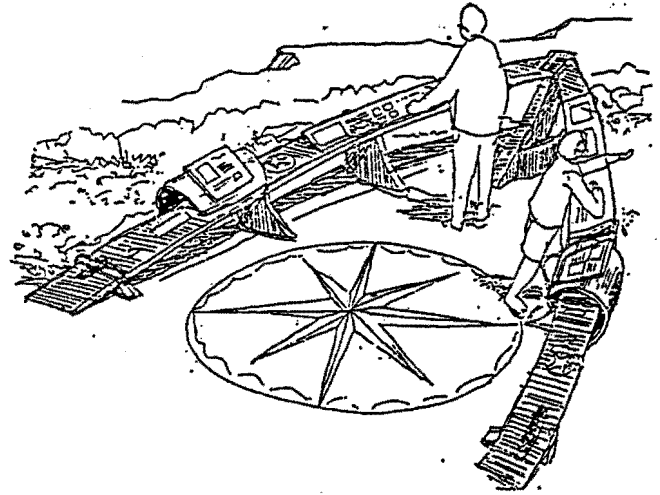


Figure 29: Proposed Interpretive
Display, Commercial Area Gateway

In addition to establishing land use policies, the Santa Cruz County Planning Department has been directed by the Board of Supervisors to work with the Seacliff community to establish design guidelines for the Seacliff Village Plan Area, which is concurrent with the Seacliff Beach Special Community, as identified in the County's General Plan/LCP. Furthermore, the County's General Plan/LCP includes policies that call for the development of specific design guidelines for special communities. Chapter 8, Community Design, Policy 8.8.1, Design Guidelines for Unique Areas states the following:

Develop specific design guidelines and/or standards for well-defined villages, towns and communities including commercial and residential uses as appropriate. New development within these areas listed in Figure 8-1 (page 8-2 of the General Plan) and any other subsequently adopted area plan, shall conform to the adopted plans for these areas, as plans become available."

Seacliff is one of the communities so designated by the County's General Plan/LCP. This section, Design, identifies and addresses design issues, constraints and opportunities associated

and work to establish a safe, pedestrian-oriented village area, with sensitive transitions between the village area and adjacent neighborhoods;

- *Implement a design theme that will preserve and enhance the Seacliff Village character* - Design themes associated with the Sanctuary (coastal research, maritime and nautical), the Art Deco Period of the 1920's and charming design aspects of Carmel-By-The-Sea and/or other seaside/coastal villages will serve as examples;
- *Develop guidelines and policies that will help to preserve and enhance the viewsheds in the area* - Thoughtful site design, undergrounding of over-head utilities, screening of all undesirable views, removal of obtrusive signs and where possible, plantings that frame or accentuate desired scenic views, will work towards enhancing the scenic qualities of the area;
- *Preserve any unique community landmarks, both natural or man-made, that have been identified as a community asset* - Special language has been developed to preserve scenic views, natural resources, unique buildings, historic artifacts, community symbols or significant landscaping.
- *Preserve and enhance the area's (natural) environment* - The existing native plants at the entrance to Seacliff State Beach, and the various landscapes installed by the merchants and the Seacliff Village Improvement Association, serve as examples for small scale landscaped areas. The use of trees (24 or 36 inch box) for the streetscape program and the creation of an "urban forest" serve as examples for the larger scale (regional) landscapes; and
- *Identify issues, constraints and opportunities for signage, both public and commercial.* The development of a directional, informational and interpretive signage program will be an important element with regard to the over all appearance of the area. Sign style and material shall be consistent with County Code Section 13.10.525 and also be reminiscent of the area's seaside village character.
- *Clarify the design review requirements* - Develop guidelines that are specific, comprehensible, flexible and will allow for appropriate change (when necessary). The intent is to improve communication with the applicants about desired design outcomes.

5.2 DESIGN ISSUES

The following design issues have been identified through the County's planning process; public workshops, special design workshops, the community resident survey, and from various responses received from involved departments, agencies and interested community members and groups (Also refer to Appendix, Public Workshop Responses).

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Public signage in the Area is either inadequate or inefficient. A Seacliff Village Community Sign, located on the west side of State Park Drive near the railroad tracks as you enter the area, is mostly hidden by overgrown vegetation and requires a driver or pedestrian to look across State Park Drive to see it. There are few, if any, resident and/or visitor-friendly directional and interpretive signs in the Village Area.

5.3 THE GOALS AND OBJECTIVES OF THE DESIGN CRITERIA

5.3.1 Site Design

Well-planned site design will be one of the keys to a successful revitalization of the Seacliff area.

The goals and objectives for site design for the Seacliff Village Plan Area shall address the location, arrangement and orientation of buildings, access ways, parking, landscaping, open spaces and other features on a specific development site. Site planning should consider the privacy of surrounding properties and provide well-designed transitions between the neighborhood/visitor serving commercial area and the adjacent neighborhoods.

Site design should be sensitive to the scale and orientation of surrounding development, and should consider such site specific factors as the views of the Monterey Bay National Marine Sanctuary, as well as the impact that the proposed site elements and/or features will have on the panoramic views of the Sanctuary. Consideration should be given to solar exposure, topography, Seacliff State Beach, trees and vegetation, access and amenities for pedestrians and bicyclists, safe vehicular traffic and parking.

Other factors should also include:

- Protection of people and property from unstable natural or manufactured slopes;
- Minimizing grading and disruption of the natural topography. Terraced grading practices that conform to the natural character of the site, as opposed to "padding" of lots; and
- Minimizing erosion.

As mentioned above, site design shall also address parking for all retrofits and new development, especially for the neighborhood / visitor-serving commercial businesses within the core village area. Parking must be convenient to the businesses and provide safe and efficient access to and from adjoining streets.

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5.3.3 Streetscape

Streetscape elements are to be incorporated into the public right-of-way to complement and enhance the area, and to help make the Seacliff area more pedestrian-friendly.

Goals and Objectives for streetscape improvements should work to provide appropriate transitions between neighborhood / visitor-serving commercial and the adjacent neighborhoods, as well as identify improvements that will enhance the street-front environment. Improvements include site elements, or pedestrian site amenities, such as site furniture or designed items found in the commercial or public oriented places of the built environment.

Examples of the streetscape improvements include, yet are not limited to the following: ornamental street lighting, medians, retaining walls, curb and gutter, pedestrian pathways (sidewalks), crosswalks, bicycle lanes, overhead street lights (as part of the undergrounding project), sitting benches, receptacles (trash / recycling), landscaping, and art work. Streetscape improvements are intended to be implemented as a cooperative effort among the County and private development.

5.3.4 Walls and Fences, Lighting

The goals and objectives are to develop appropriate designs and specifications for Walls, fences, and lighting within the Seacliff Village Plan Area.

Walls and Fences: Walls and fences provide needed screening in addition to privacy and security. When creatively designed, and integrated with landscaping and/or other site development details, they can combine attractiveness with utility.

Lighting: Lighting within the village core area shall be kept to a minimum except where safety is an issue. In an effort to increase night time visibility, provide additional security and improve vehicular safety, appropriate overhead lighting shall be proposed for areas such as the neighborhood-serving / commercial properties, public community centers, parking areas, key intersections and along the roadways as per County and PG&E standards. Low-level lighting should be used along pedestrian pathways and indirect lighting should be used for signs, walls, fences, focal landscapes and key features such as gateways or monuments. All lighting should focus downward or away so as not to disturb second story residential uses. Where feasible, the electrical components of the lighting system shall be installed underground. All remaining above ground items such as the associated transformer boxes and lighting equipment shall be located outside scenic view areas and appropriately screened. Lighting fixtures shall be ornamental and the overhead streetlights shall be approved for use by PG&E for on going maintenance and care.

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Figure 34: Unique treatments for articulation, rooflines, setbacks, overhangs, lighting, texture, etc., are encouraged. Opportunities exist to preserve any unique historical or architectural elements that are identified as a community asset

5.3.6 Landscaping

Landscaping plays a vital role in new development by providing interesting land-forms, vegetation, natural color and texture, by helping soften the transition between the street and pedestrian areas, by providing privacy and buffers between buildings, by providing shade and protection from the elements and by providing relief from the more developed urban environment in the form of open space and parks.

Landscaping within the Seacliff Village Plan Area should achieve the following goals and objectives:

- Enhance the aesthetic natural appearance of the Seacliff community;
- Help buffer the transition between the Seacliff village area and adjacent neighborhoods;
- Preserve the visual integrity of the community, while enhancing the neighborhood visitor-serving commercial places;
- Provide an enhanced outdoor environment, interesting land-forms and natural habitats for local birds, butterflies, etc.;
- Help screen incompatible land uses and control erosion; and

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Interpretive opportunities also exist within the Seacliff area. The Santa Cruz County Sanctuary Inter-Agency Task Force's Interpretive and Wayfinding Program and associated Design Standards Manual are good models to follow. The Sanctuary Scenic Trail, Interpretive and Wayfinding Program calls for interesting and unique directional signage and hands on three dimensional interpretive exhibits and/or displays that will help convey the compelling stories of the area, with emphasis on the Sanctuary, in an exciting and educational manner, and the Design Standards Manual identifies specific design standards and/or specifications for implementation of the program.

Business signs in the Seacliff area need to provide identification and needed advertising. When business signs are integrated into the architectural design of buildings they provide a personal quality that contributes to the ambiance of a commercial district, especially those with a unique and/or historical character. On the other hand, signs may intrude upon otherwise pleasant surroundings when they are applied as an afterthought. The guidelines for business signs should attempt to balance the legitimate advertising needs of businesses with the need to prevent visual clutter that detracts from the character of the area and the overall business environment.



Figure 36: Existing signs greeting residents and visitors to the Seacliff Community

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- **Main Community Gateway** - This gateway will require the approval of the State Department of Transportation, CalTrans, District 5. The gateway is to be located just off the southbound Highway 1, State Park Drive intersection, announcing the entrance to the Seacliff community. Its design should be historic, artistic, take into consideration the views of the Monterey Bay National Marine Sanctuary, the village's seaside setting, and should not be distracting to motorists. Concepts for design of this particular gateway might also take into consideration the area's natural resources such as the Sanctuary, Seacliff State Beach, design aspects of the SS Palo Alto, or the Art Deco period of the 1920's.
- **Commercial Area Gateway** - This gateway is to be located at the corner of State Park Drive and Center Avenue at the small (currently landscaped) traffic island. The gateway should also be historic and artistic with its design and style and should draw attention to the commercial aspects of the village area. Design concepts for this particular gateway might include a more pedestrian oriented design, such as a public information kiosk or an interpretive exhibit or display similar to the Packard Memorial at San Carlos Park in Monterey. This gateway could also include a median traffic island with landscaping and focal lighting.
- **Neighborhood Gateway** - This gateway is to be located at the intersection of Broadway and Center Avenue, and should be designed to be a sensitive "transition" between the commercial village area and the adjacent neighborhoods. The gateway should be considered a "traffic calming" gateway, and design concepts should include a traffic-calming element such as a roundabout or bulb-out with planter, sidewalks with a textured and colored street-pavement treatment and/or a median traffic island with landscaping and focal lighting.

5.4.3 Community Landmarks

Community landmarks are objects in the community that are considered a public resource, are historic, or are commonly known because of their unique appearance. The landmarks are often used as reference points or are notable for their physical characteristics and/or contribution to the history of the Seacliff community. By identifying and understanding the landmarks in the Seacliff area, there will be more appreciation and more support for their preservation.

Following is a list of community landmarks to be recognized and preserved:

- **Monterey Bay National Marine Sanctuary** - Views to the Sanctuary shall be preserved. Any new development or restoration of existing buildings or elements located within any viewing area of the Sanctuary will need to be sensitive to, and harmonize with, this identified visual resource. In addition, in an effort to reduce visual blight, overhead utilities within the identified boundary area shall be located underground. All other above ground utilities such as electrical panels, transmission or transformer boxes, except those utilities used for public safety such as the Railroad Crossing Safety Equipment or Fire Department

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- **Attractive Building, APN: 042-031-06** - This 1920's structure along Center Avenue (excluding the flags and franchise signage), has been identified in the community workshops as having a unique and attractive building design. The character and style of this building shall serve as an example for other building designs within the village area (also refer to Architecture). The building, however, has existing signage that does not meet current design standards and/or the architectural character of the area. Specific language has been developed to address signage design within the village area (refer to Signage).

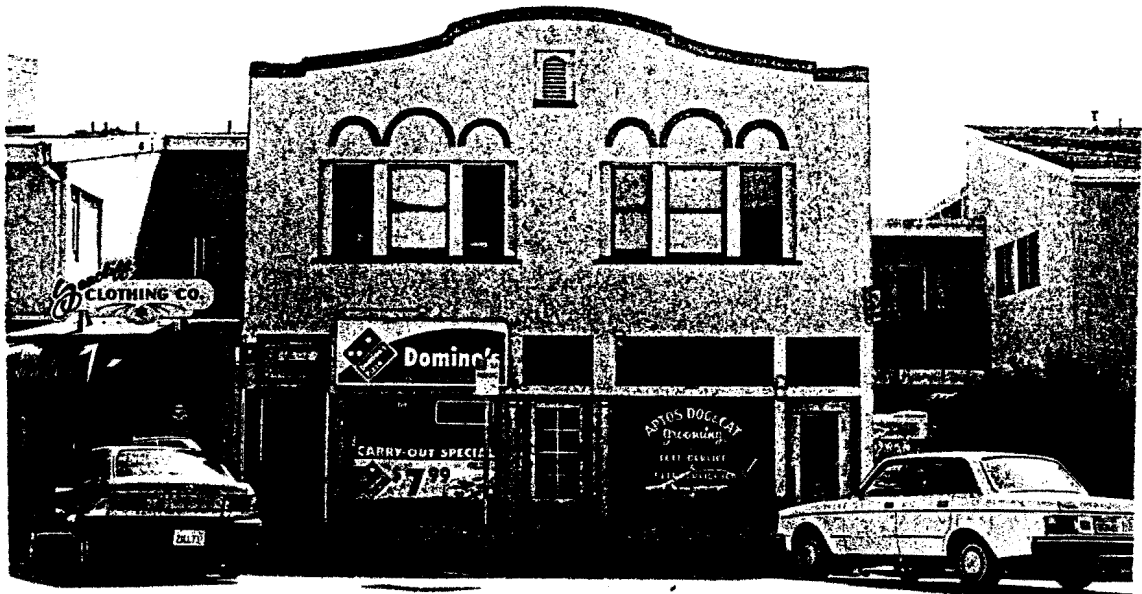


Figure 38: Unique Building Design

- **SS Palo Alto, Pier, and entry sign at Seacliff State Beach** - These landmarks are located outside the Village Plan Boundary Area at Seacliff State Beach, and are under the jurisdiction of the State of California, Parks and Recreation Department, Santa Cruz District. The Pier and SS Palo Alto are identified in the Seacliff State Beach General Plan, and have specific language for their enhancements and preservation. The Park's General Plan calls for the pier to remain. The SS Palo Alto has had several studies completed, which have determined that the ship has unfortunately deteriorated beyond a condition to be repaired. Regardless, the SS Palo Alto is a local landmark. The hope is that the ship will remain as long as possible, in spite of the constant bashing from the sea, and at this point, will be allowed to gracefully disintegrate into the Bay.

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5.4.5 Landscape Criteria

Landscaping shall be utilized as a unifying element or as a focal point for streetscape, street trees, landscaping at community centers, commercial establishments, and community gateways. Streetscape plantings should not interfere with the viewsheds. Landscaping shall be utilized as a protective element within pedestrian oriented areas to provide shade or a windbreak, or shall be utilized as a screening element where appropriate, to block out undesirable views or to provide a buffer.

Landscape materials must be appropriate to the local climate and soil conditions, and should be drought tolerant so that scarce water resources are preserved. Street trees must be capable of withstanding sea breeze and should be inexpensive to maintain. Landscape in public places should be nuisance free and should not have invasive root systems that could tear up the surrounding pavement or produce undesirable by-products such as excessive leaf drop, nuts, fruits or other droppings that will add to the maintenance and liability costs. All landscaping should have an associated irrigation system, preferably an automated drip system that is designed by a licensed professional.

5.4.6 Streetscape Program

The Streetscape Program for Seacliff will enhance and help to create a more unified, pedestrian oriented area. The Seacliff community should work with the appropriate groups to implement the various site elements proposed, as a part of the streetscape program. Recommendations for site elements of the streetscape program must be implemented in conjunction with those of the Circulation Section. Site elements are defined as pedestrian site amenities or designed items found within the built environment, primarily at commercial or public oriented places. The following are examples of such elements:

- **Bus Shelters** - The Santa Cruz County Regional Transportation Commission, the County Department of Public Works, and the Santa Cruz Metropolitan Transit District will be the responsible agencies to locate bus shelters throughout the Seacliff community. The bus shelters shall be developed as per the Santa Cruz Metropolitan Transit District's specifications for wooden structures. Shelters shall be accessible and include overhead roof, sitting bench, bus route information, public informational kiosk, recycling containers and associated landscaping.
- **Recycling Containers** - Shall be placed in convenient locations and at all public and commercial areas throughout the defined community boundary area. Containers shall be complementary to other site elements or amenities, be of durable materials and approved for use by the sanitation company who will be responsible for their servicing.
- **Fencing** - Fencing material shall be ornamental in appearance and consists of either a stylized fabricated design, wrought iron, wood slat (standard or with trellis attachment) or wooden split-rail fencing. Galvanized, black (first preference) or green powder-coated,

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5.4.7 Signage Program

Signs within the Seacliff community should be considered as a whole, under a Signage Program. Many of the existing signs do not conform to current sign regulations. The County Code contains no provisions for continuing or "grand-fathering" existing nonconforming signs. All signs are required to be in conformance with the current sign regulations found in County Code Section 13.10.581 et seq. and, if not, are considered illegal.

Sign materials range from carved wood, such as Manuel's restaurant, to metal and plastic (Domino's Pizza). Signs appear on awnings, mounted on roofs, painted on windows, attached to walls, and projected from walls. In summary, there is no one predominant style of commercial signage in the area. Signs for Seacliff shall be smaller in scale, readily visible to the pedestrian, and placed at approximately the same height. The allowed signage for this area shall meet the sign regulations found in County Code Section 13.10.581 et seq. and the following:

- APN 42-021-01: the existing freestanding sign located near State Park Drive shall be removed.
- Signs shall be small scale and may either be printed on a first story awning or mounted on the building in such a way as to not compromise the design characteristics of the building.
- No sign shall be directly illuminated.
- Other than signs printed on first story awnings, all signs shall be made predominately of wood. Ancillary neon accents are permitted.
- Those buildings containing more than one use may have one small directory sign as well as small individual business signs.
- Business owners shall have one year from the date of certification of this Plan to comply with the sign standards of the Seacliff Village Plan.

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the 11/20/01

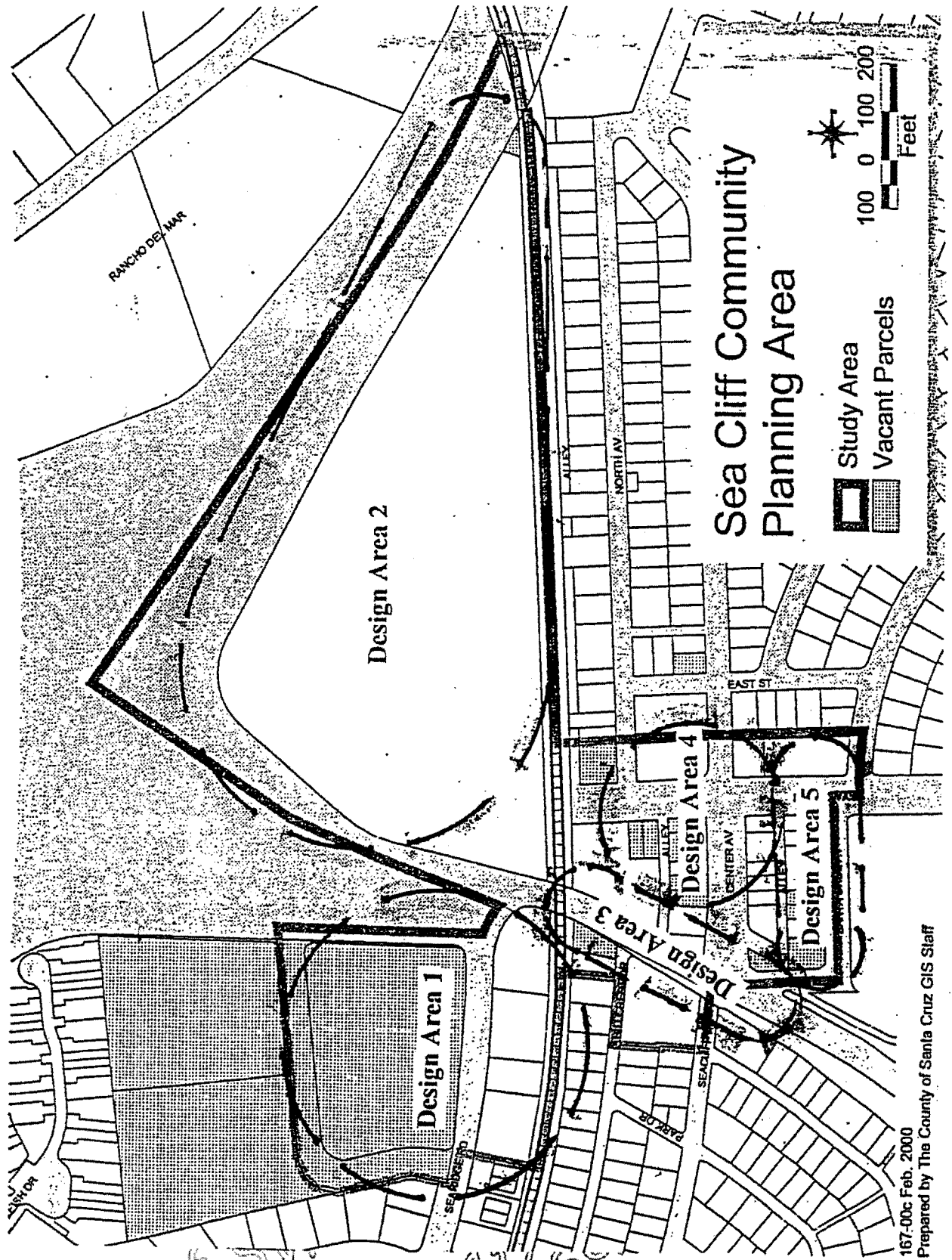


Figure 41: Seaclyff Community Planning Area Design Areas

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5.4.8.2 Area 2, Poor Clares Site

Building Design

Building Design for the Poor Clares parcel, APN 42-011-06, shall be similar and complimentary to the McGregor site in that the materials shall be natural in appearance, and the same building styles shall be followed.

Landscaping

The existing landscaping consisting of large established trees, is viewed from the village area and shall be retained as much as possible. New landscaping shall be complimentary to these existing established trees, and other plantings on site. The landscaping for this site shall also include a substantial buffer between the new development and State Highway 1, consisting of Redwoods and Coastal Live Oaks. Native plantings shall be used as much as possible.

Signage

APN 42-021-06: the identification sign for the "Poor Clares" parcel shall be a monument sign located along State Park Drive. The sign shall complement the architectural style of the buildings and be made of wood and stucco. The height of the sign shall be no higher than necessary to identify the use and, in no case, shall exceed 7 feet.

5.4.8.3 Design Area 3, State Park Drive Corridor

➤ APNs 38-181-28, -29; 38-185-11; 42-021-11, 12

This area is a transitional area between the McGregor and Poor Clares parcels, and the village core area along Center Avenue. The area primarily includes State Park Drive, from the Highway 1 southbound intersection to Seacliff State Beach. State Park Drive has been proposed to be widened to three lanes and will receive streetscape improvements. However, because of the limited space to develop these improvements, the streetscape design will not be consistent down the entire length, and on both sides of State Park Drive.

Streetscape

Street Lighting - Undergrounding of overhead utilities and the addition of historic, ornate streetlights, pole with a pale green, patina finish and installed on a concrete base.

Pedestrian Pathway - The existing sidewalks in this area will be redesigned to a wider pedestrian pathway, shall incorporate planters for street trees and where possible sitting areas. It shall have a design and finished surface consisting of exposed aggregate, the same style, and materials as the pedestrian pathway at Seacliff State Beach.

Sitting Areas - Sitting areas, where possible, will also be incorporated into the streetscape design.

5.4.8.4 Design Area 4, Center Street

This area includes Center Street and Broadway Avenue from the top near the railroad tracks down to Santa Cruz Avenue. These streets shall receive asphalt overlay improvements, pedestrian walkways, curb and gutter, landscaping and overhead streetlights. The existing street front parking will be retained in this area, and there will be streetscape improvements for both sides of Center Avenue. Additionally, a landscaped center median from State Park Drive to Broadway should be considered. A median with plantings of street trees and other plants could provide an alternative to planting of street trees in the relatively narrow sidewalks and would provide a location for trees that has more sunlight than along the southern side of the street, adjacent to the buildings. Both ends of Center Avenue, from State Park Drive to Broadway Avenue will feature community gateways (refer to recommendations for Community Gateways above).

Streetscape

Street Lighting – Undergrounding of overhead utilities and the addition of historic, ornate street lights, pole with a pale green, patina finish, and concrete base (same as the street lights for State Park Drive).

Pedestrian Pathway – The existing sidewalk will be redesigned to a wider pedestrian pathway, shall incorporate planters for street trees and where possible sitting areas. It shall have a design and finished surface consisting of exposed aggregate.

Sitting Areas – A Sitting area shall be developed at the intersection of State Park Drive and Center Street at the proposed mini-plaza at the southwest corner of this intersection. Additional sitting areas, where possible, will also be incorporated into the streetscape design along Center Avenue.

Landscaping – The streetscape design will include plantings and street trees either into the pedestrian pathway design or in a street center divider. Streetscape plantings within this area shall be designed to be a unifying element and, unless located in a street center divider, shall be suitable for planting in the sidewalk planters, with plantings that do not have invasive root systems or messy droppings. The streetscape plantings shall be trimmed and trained (limbed up) to provide head-clearance under branches, and where appropriate, understory plantings shall also be used such as shrubs and ground covers, to complement the street trees. A center divider could also be installed with appropriate landscaping.

Building Design

Building design for this area shall be thematic of the Art Deco Period of the 1920's. The character and style of the Appenrodt building shall serve as an example for other building designs within the village area. The intent is to create a more historic appearing area through building design.

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