



WELCOME!

**SANTA CRUZ HARBOR VILLAGE
COMMUNITY MEETING 2**

**MARCH 16, 2019
LIVE OAK ELEMENTARY SCHOOL
SANTA CRUZ**

PATH TO ARANA
GULCH TRAIL

TENT AND CABIN
GLAMPING VILLAGE

- 15 Tents, 2 Cabins
- 4 Bath Tipis

2.3 ACRES TOTAL
OF OPEN SPACE

ACCESS TO
HARBOR

RETENTION AREA
WITH BIOTENSION
LANDSCAPING

GATHERING AREA
WITH FIRE PITS

TENT AND CABIN
GLAMPING VILLAGE

- 30 Tents, 3 Cabins
- 8 Bath Tipis

DWELLING UNITS

- Two & Three Story Walk-ups
- 1 Car Per Unit in Garage
- 1 Car per Unit in Carport or Driveway

BROMMER STREET

ENTRANCE

PORTE-COCHERE

PARKING
20 Cars

MAIN LODGE

- 13,500 sq ft
- 40 Rooms
- 35 Basement
Parking Spaces

OPEN SPACE
AMENITY

1 ACRE PARK

THREE-STORY
DWELLING UNITS

TWO-STORY
DWELLING
UNITS

TWO-STORY DWELLING UNITS

TWO-STORY DWELLING UNITS

SANTA CRUZ
SANTA CRUZ, CA

0 30 60

PROJECT BACKGROUND

■ Project Goals

Visitor-serving mixed-use development containing lodging, other destination-oriented commercial uses, and public open space

■ Key Steps

- Community Meeting 2B (today)
- Refine Site Plan in response to community and County feedback
- Community Meeting 3 (date to be determined)
- Present to Planning Commission (date to be determined)



COMMUNITY FEEDBACK

First Public Meeting (April 27, 2017)

■ Summary of Preferences

- Design that is consistent with surroundings
- Include street-facing design
- Open space and recreational/ community space
- Small, local businesses
- Pedestrian and bike trails
- Housing for local residents



PROJECT LOCATION



PROJECT LOCATION



SANTA CRUZ HARBOR VILLAGE
COMMUNITY WORKSHOPS 2A & 2B

HISTORY OF THE SITE

- **2000-2007**

Santa Cruz County Redevelopment Agency acquires the property

- **2011**

County Redevelopment Successor Agency takes ownership

- **2013**

Management and Development Strategy

- **2017**

The Agency chooses Swenson Builders to develop the property



ZONING

C2-D Community Commercial Zone



Allowable Uses:

- Neighborhood Commercial
- Hotels, Motels, and Inns
- Multi-Family Residential
- Mixed Use
- Maximum Height: 3 stories, not to exceed 35 feet

SITE SUMMARY

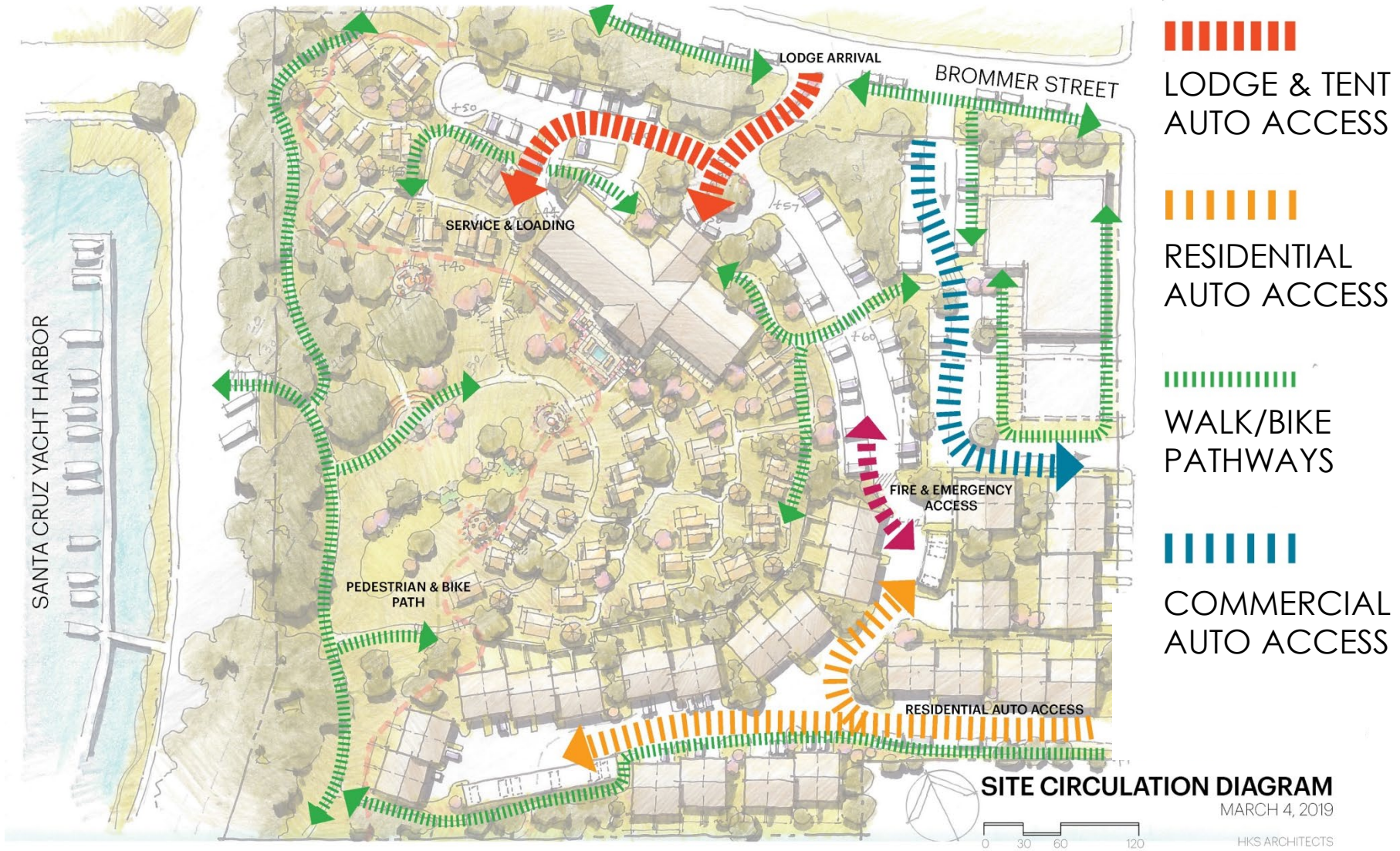
- **Site Area: 8.3 Acres**
- **Open Space: 2.3 Acres**
- **Park: 1 Acre**
- **Lodge Units: 40**
- **Cabin/Tent Units: 40**
- **Residential Units: 48**
- **Commercial Square Footage: 8,800**



USE SUMMARY



CIRCULATION



ARCHITECTURE



KEY QUESTIONS

- The following slides answer key questions generated during discussions at the Wednesday Community Meeting at Live Oak School.
- 110 people signed the sign-in sheets.



KEY QUESTIONS: Sale of the Property

■ Q1: Does the County have to sell the property? Why can't the property be gifted to the Harbor?

- State law requires the property be sold. **Per California Health and Safety Code 34181**, through the RFQ process, the law calls out “Disposal shall be done expeditiously and in a manner aimed at maximizing value...”
- “Asset disposition may be accomplished by a distribution of income to taxing entities proportionate to their property tax share...”
- <https://codes.findlaw.com/ca/health-and-safety-code/hsc-sect-34181.html>



KEY QUESTIONS: Sale of the Property

■ Q2: How much will property be sold for?

- The value is determined by what can be built on the land, the less that is developed, the less value the land holds.

■ Q3: Who must approve the sale?

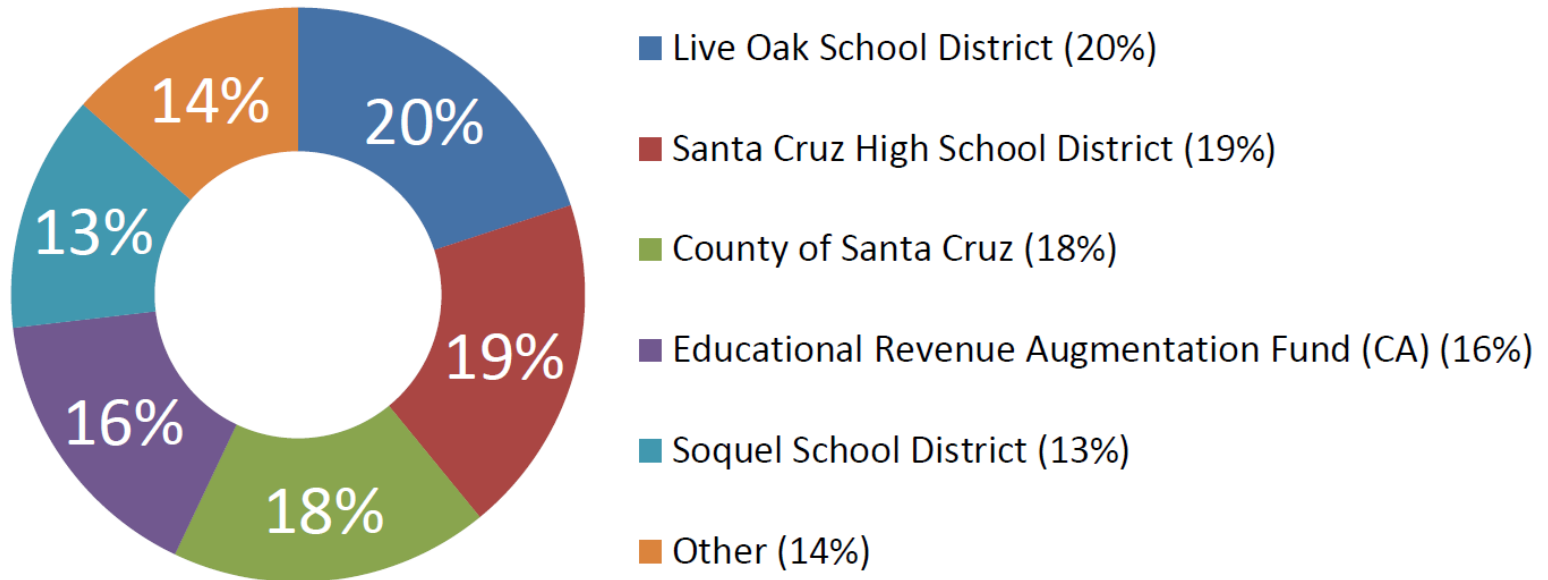
- Receiver, State, and County Board of Supervisors



KEY QUESTIONS: Sale of the Property

■ Q4: Where do proceeds from the sale go?

- 2/3 of sale proceeds will go to local school districts.
- Proceeds will be distributed similar to property tax distribution:



KEY QUESTIONS: Sale of the Property

- **Q5: Why was Swenson Builders chosen by the County to develop the site?**
 - Swenson was selected through a competitive Request for Qualifications (RFQ) process in 2017. Swenson has significant experience in building residential and hospitality projects throughout Santa Cruz County.



KEY QUESTIONS: Areas of Concern

■ Q6: Who received meeting invites?

- Postcard mailer was sent to nearby residents within a 2,250 feet radius. There was also an email list generated from the last Community Meeting in May 2017.

■ Q7: Is there public access onto the site?

- The property is not fenced, but there is no public access at this time



KEY QUESTIONS: Areas of Concern

- **Q8: How would the area connect to Arana Gulch Trail?**
 - A Bike/Pedestrian path could connect to the trail via an enhanced crossing across Brommer Street.
- **Q9: How will traffic impacts be minimized?**
 - During the environmental review process (CEQA) traffic impacts and mitigation may be required, such as a roundabout or stoplight, but it is yet to be determined.



KEY QUESTIONS: Areas of Concern

■ Q10: How will security issues for the park and open space be addressed?

- Having lodging visitors on the site will make the public park more secure.
- Cabins and tents are part of the lodging and will be secure.
- Hotel operator will have on-site security
- Carefully designed lighting and site design techniques (CPTED)



KEY QUESTIONS: Areas of Concern

■ Q11: What happens to the seasonal boat parking?

- It will have to be relocated to another site. Discussions with the Harbor District are anticipated to see if the lot across Brommer Street can be reconfigured.

■ Q12: Will existing trees be affected?

- There will be minimal tree removal, development goal is to keep all viable trees on-site.
- The developed site will have abundant tree planting and landscaping (native), an urban forest for the lodge/glamping component.



OPEN HOUSE FORMAT

- **Visit the five stations around the room**

1. Site Background
2. Site Plan
3. Circulation
4. Uses
5. Architecture

- **Provide your comments and ideas**

Available at each station or write on the back of today's agenda.

- Visit www.santacruzharborvillage.com for additional information.



NEXT STEPS

■ Thank you for coming

Make sure to drop your comment cards in the box

■ Key Steps

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■ Visit us at: www.santacruzharborvillage.com

