



# SEACLIFF VILLAGE PLAN



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# SEACLIFF VILLAGE PLAN

## TABLE OF CONTENTS

<b>1.0</b>	<b>INTRODUCTION .....</b>	<b>1</b>
1.1	SETTING.....	1
1.2	HISTORY OF THE SEACLIFF VILLAGE PLAN AREA.....	2
1.3	POLICY FRAMEWORK.....	5
<b>2.0</b>	<b>EVOLUTION OF THE SEACLIFF VILLAGE PLAN .....</b>	<b>7</b>
2.1	BACKGROUND .....	7
2.2	PREPARATION OF THE SEACLIFF VILLAGE PLAN.....	8
2.2.1.	<i>COMMUNITY WORKSHOPS</i> .....	8
2.2.2.	<i>DESIGN SURVEY</i> .....	9
2.2.3.	<i>COMMUNITY REVIEW OF THE DRAFT SEACLIFF VILLAGE PLAN</i> .....	10
2.2.4.	<i>SEACLIFF VILLAGE PLAN COMMITTEE</i> .....	10
<b>3.0</b>	<b>LAND USE.....</b>	<b>11</b>
3.1	INTRODUCTION.....	11
3.2	EXISTING LAND USE CONDITIONS.....	11
3.2.1	<i>EXISTING ZONING AND GENERAL PLAN/LOCAL COASTAL PROGRAM (LCP) DESIGNATIONS</i> .....	13
3.2.2	<i>EXISTING PARKING CONDITIONS</i> .....	15
3.2.3	<i>SPECIFIC LAND USES</i> .....	16
3.2.3.a	<i>Land Use Area 1: (McGregor/Searidge Road/Poor Clares area)</i> .....	16
3.2.3.a.i.	Site 1-a (APN 38-081-36 (McGregor Site, no situs)).....	18
3.2.3.a.ii.	Site 1-b (APN 42-021-06 (Poor Clares, 280 State Park Drive)).....	19
3.2.3.a.iii.	Sites 1-c, 1-d, 1-e, and 1-f (APNs 38-242-20, 38-242-03, 38-242-21, 38-081-11 (245, 225, 227, 229, 231, 233, 207, 201 Searidge Road)) .....	20
3.2.3.b	<i>Land Use Area 2: Transition Area</i> .....	21
3.2.3.b.1	Sites 2-a and 2-b (APN 38-181-28, 29 (304 Hillcrest Drive and the adjacent vacant parcel (no situs))) .....	21
3.2.3.b.2	Site 2-c (APN 38-185-11 (219, 221, 223, 225 State Park Drive)).....	22
3.2.3.c	<i>Land Use Area 3: The Block Bounded by Center Street, Broadway, and Santa Cruz Avenue</i> .....	23
3.2.3.d	<i>Land Use Area 4: The Area East of Santa Cruz Avenue and the Areas North of Center Avenue</i> .....	26
3.2.3.d.1	Site 4-a (APN 42-021-01 (Seacliff Center Trailer Park, 234 State Park Drive)) .....	27
3.2.3.d.2	Site 4-b (APN 42-022-08 (no name/situs)).....	28
3.2.3.d.3	Site 4-c (APN 42-021-13 (no name/situs)).....	29
3.2.3.d.4	Sites 4-d, 4-e, 4-f, 4-g (APNs 42-021-11, 12, 08, 07 (218 State Park Drive)).....	30
3.2.3.d.5	Site 4-h (APN 42-021-06 (256 Center Avenue)).....	32
3.2.3.d.6	Site 4-i (APN 42-023-14 (no name/situs)).....	33
3.2.3.d.7	Site 4-j (APN 42-023-05 (246 Center Avenue)).....	34
3.2.3.d.8	Site 4-k (APN 42-032-11 (245 Center Avenue)).....	35
3.2.3.d.9	Site 4-l (APN 42-032-12 (Adobe Hacienda, 222 Santa Cruz Avenue)) .....	36
<b>4.0</b>	<b>CIRCULATION .....</b>	<b>39</b>
4.1	PURPOSE.....	39
4.2	SEACLIFF VILLAGE CIRCULATION GOALS AND OBJECTIVES.....	39
4.3	EXISTING TRANSPORTATION SYSTEM, BIKEWAY AND PEDESTRIAN PATHWAY ISSUES .....	40
4.3.1	<i>BACKGROUND</i> .....	40
4.3.2	<i>STREETS IN THE SEACLIFF VILLAGE AREA</i> .....	40
4.3.3	<i>BIKEWAYS IN THE SEACLIFF VILLAGE AREA</i> .....	43
4.3.4	<i>PEDESTRIAN PATHWAYS IN THE SEACLIFF VILLAGE AREA</i> .....	43
4.3.5	<i>SPEEDING IN THE SEACLIFF VILLAGE AREA</i> .....	45
4.3.6	<i>PARKING IN THE SEACLIFF VILLAGE AREA</i> .....	45

**SEACLIFF VILLAGE PLAN**

4.4	RECOMMENDATIONS/IMPLEMENTATION.....	46
4.4.1	INITIAL CIRCULATION IMPROVEMENTS .....	46
4.4.2	FUTURE CIRCULATION IMPROVEMENTS .....	47
4.4.3	SPEEDING.....	47
4.4.4	NEIGHBORHOOD TRAFFIC CALMING PROJECTS.....	47
4.4.5	RAIL TRANSIT.....	48
<b>5.0</b>	<b>DESIGN .....</b>	<b>49</b>
5.1	PURPOSE.....	50
5.2	DESIGN ISSUES .....	51
5.3	THE GOALS AND OBJECTIVES OF THE DESIGN CRITERIA .....	53
5.3.1	SITE DESIGN.....	53
5.3.2	SCENIC VIEWS .....	55
5.3.3	STREETScape .....	55
5.3.4	WALLS AND FENCES, LIGHTING.....	56
5.3.5	ARCHITECTURE .....	57
5.3.6	LANDSCAPING.....	58
5.3.7	SIGNS.....	59
5.4	DESIGN RECOMMENDATIONS.....	62
5.4.1	APPLICATION REQUIREMENTS .....	62
5.4.2	COMMUNITY GATEWAYS .....	62
5.4.3	COMMUNITY LANDMARKS .....	63
5.4.4	LIGHTING PROGRAM.....	66
5.4.5	LANDSCAPE CRITERIA .....	67
5.4.6	STREETScape PROGRAM.....	68
5.4.7	SIGNAGE PROGRAM.....	70
5.4.8	DESIGN AREAS .....	71
5.4.8.1	Design Area 1    McGregor Site.....	71
5.4.8.2	Design Area 2    Poor Clares Site.....	74
5.4.8.3	Design Area 3    State Park Drive Corridor.....	74
5.4.8.4	Design Area 4    Center Street .....	76
5.4.8.5	Design Area 5    Santa Cruz Avenue.....	77
<b>6.0</b>	<b>APPENDIX</b>	

**Table of Figures**

Figure 1	Seacliff Community Planning Area.....	iv
Figure 2:	Seacliff Park Subdivision.....	2
Figure 3:	SS Palo Alto Arrives At Seacliff -- 1930.....	3
Figure 4:	South Side Of Center Street Circa 1967.....	4
Figure 5:	North Side Of Center Street Circa 1967.....	4
Figure 6:	Existing Land Use Conditions Chart.....	11
Figure 7	Seacliff Community Planning Areas.....	17
Figure 8:	McGregor Site.....	18
Figure 9:	Poor Clare's Site.....	19
Figure 10:	House on Site 2-a.....	21
Figure 11:	Mixed Use Along State Park Drive .....	22

**SEACLIFF VILLAGE PLAN**

Figure 12: *Small, Fully Developed Lots Lack On-Site Parking*..... 23

Figure 13: *State-owned Parcels at Santa Cruz and Center*..... 25

Figure 14: *Seacliff Center Trailer Park* ..... 27

Figure 15: *Vacant Parcel at Broadway and North*..... 29

Figure 16: *Vacant Parcels NW Corner of Center and Broadway*..... 30

Figure 17: *Bob’s Groceries* ..... 31

Figure 18: *Office and Residential Use*..... 32

Figure 19: *Travel Trailer/RV Housing Units* ..... 33

Figure 20: *Mixed Commercial-Residential Building* ..... 35

Figure 21: *Office Building with Residential Above*..... 35

Figure 22: *Adobe Hacienda*..... 37

Figure 23: *Additional Public Parking is Needed For the Seacliff Area* ..... 41

Figure 24: *The Seacliff Village Area would benefit from infrastructure improvements* ..... 42

Figure 25: *Existing Railroad Tracks*..... 44  
*On November 16, 1999, the County Board of Supervisors voted to approve the formation of a joint powers authority, representing jurisdictions along the existing rail line, to purchase a right-of-way for a 20-mile pedestrian and bicycle pathway.*

Figure 26: *Parking within the Seacliff Village Plan Area needs to be improved* ..... 45

Figure 27: *Existing Bus Shelter to be redesigned as per SC Metro Standards*..... 46

Figure 28: *Proposed Interpretive Display, Commercial Area Gateway* ..... 49

Figure 29: *SS Palo Alto (The Cement Ship) Seacliff State Beach*..... 49

Figure 30: *Throughout the planning process, several design themes emerged* ..... 50

Figure 31: *Lack of Coordination Among Signs*..... 52

Figure 32: *Inadequate/Inefficient Public Signage*..... 53

Figure 33: *Panoramic View of the Monterey Bay National Marine Sanctuary* ..... 55

Figure 34: *In addition to streetscape improvements, undergrounding of overhead utilities will also enhance and complement the Seacliff area* ..... 57

Figure 35: *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*..... 58

Figure 36: *Landscaping can provide a transition between the residential areas and the adjacent commercial areas*..... 59

Figure 37: *Existing signs greeting residents and visitors to the Seacliff Community*..... 61

Figure 38: *The Bleu Spoon* ..... 65

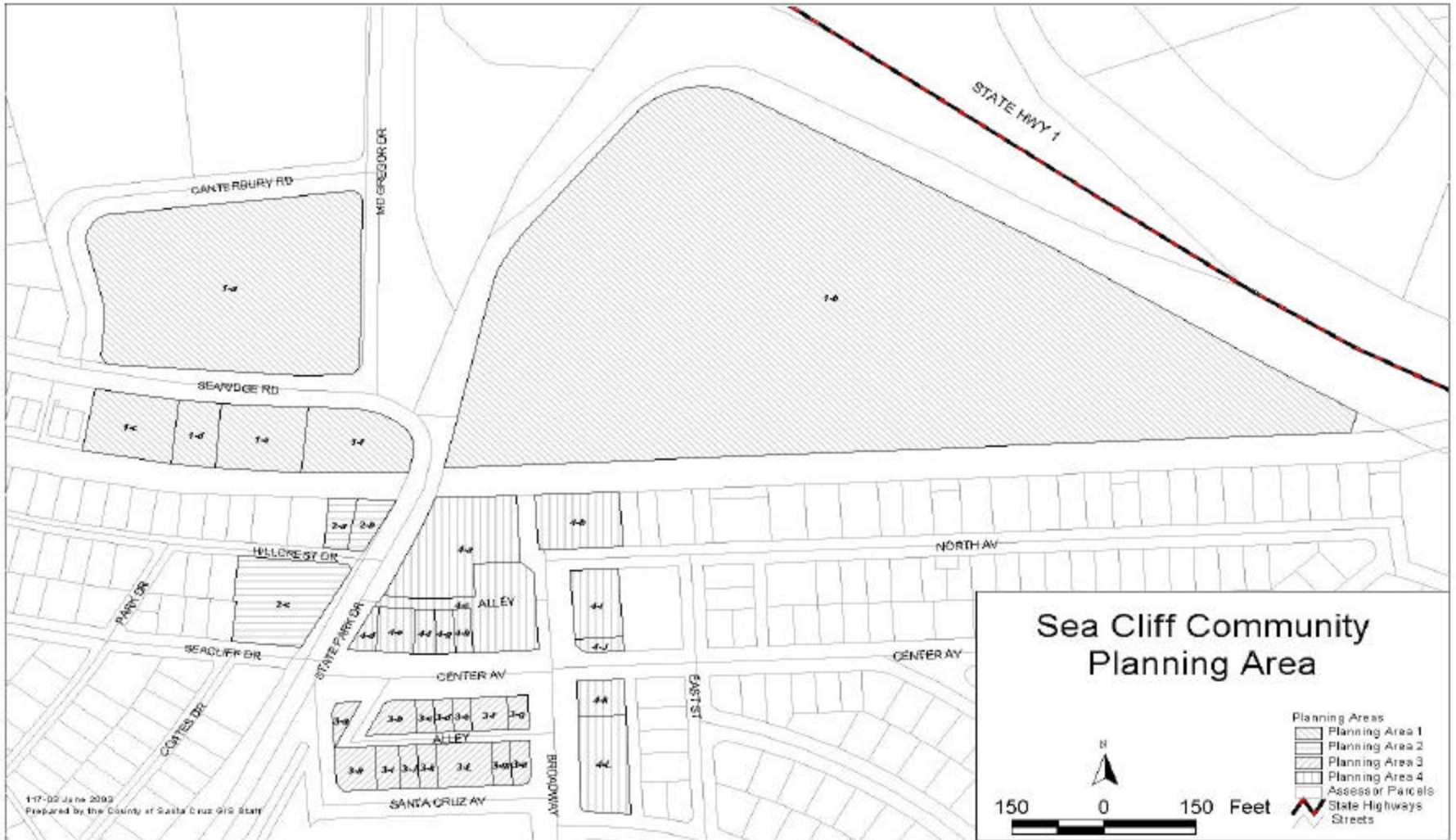
Figure 39: *Unique Building Design*..... 66

Figure 40: *Alternative Street Lamp Designs*..... 67

Figure 41: *Alternative Fountain Designs*..... 69

Figure 42: *Seacliff Community Planning Area Design Areas*..... 72

SEACLIFF VILLAGE PLAN



**Figure 1** Sea Cliff Community Planning Area

# 1.0 Introduction

The Seacliff Village Plan has been prepared by the community and Planning Department staff to establish land use, circulation, and design standards for the Seacliff Village Plan Area.

The Seacliff Village Plan provides a more detailed examination of planning issues and recommends more specific solutions than can be provided in a general plan. It is the result of a grassroots community desire for a plan that specifically analyzes the land use, infrastructure, and design issues of the Seacliff Village commercial areas.

The goals of the Plan are to:

- a. Recognize Seacliff Village as a unique place;
- b. Establish a cohesive design framework for existing and future uses;
- c. Provide a guide to future public and private land uses;
- d. Identify needed infrastructure improvements;
- e. Serve the needs of the neighboring residential areas;
- f. Serve the needs of visitors; and
- g. Improve the customer base for the existing businesses.

The Seacliff Village Plan is intended to be used for a variety of purposes. The Plan identifies area needs for improvements, and will be used to develop public and private programs to address those needs. The Plan provides standards for the use and improvement of private property, and is intended to stimulate private implementation of these standards. Full implementation of the vision of this Plan can result only from the cooperative efforts of both public agencies and private citizens.

## 1.1 SETTING

Seacliff Village is located within the unincorporated area of Santa Cruz County approximately 7 miles southeast of the City of Santa Cruz and approximately 10 miles northwest of the City of Watsonville. It is bounded by State Highway 1 to the north, older, built-out residential neighborhoods to the west and east, and Seacliff State Beach and the Monterey Bay to the south. It is separated from the village of Aptos by State Highway 1.

The Seacliff Village Plan Area is comprised of 38 parcels totaling approximately 21.3 acres (excluding rights-of-way); two of the 38 parcels are owned by the State of California. Thirteen of the parcels are undeveloped. Parcel sizes range from 1,800 square feet to 13.5 acres, with the majority of parcels less than 4,000 square feet in size.

## SEACLIFF VILLAGE PLAN

Primary access to Seacliff Village and Seacliff State Beach is State Park Drive, a two-lane arterial. According to the Seacliff State Beach General Plan, Seacliff State Beach attendance accessed via the Seacliff entrance in 1988/89 was 1,304,489. According to the Department of 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

## SEACLIFF VILLAGE PLAN

In 1929, the Seacliff Amusement Corporation made plans to bring a ship to Seacliff Beach to be used as an entertainment center. The SS Palo Alto was commissioned by the U.S. Navy and built in Alameda just after the end of World War I. During World War I, the Navy was looking for alternatives to iron and steel ships and, therefore, the ship was built of reinforced concrete (using cement extracted from Davenport) and was purported to be able to float even if broken in two. After being launched in May 1919, the ship lay at anchor in Oakland and Benicia until sold as surplus in 1924.

The SS Palo Alto arrived at Seacliff Beach in January 1930. The Seacliff Amusement Corporation constructed a 640-foot pier and promised that the ship would be a hotel and nightclub, with a dance floor and orchestra, and restaurant. The ship was opened for business on June 28, 1930. Due to the Great Depression, less elegant fare was offered the next season.



**Figure 3:** SS Palo Alto Arrives At Seacliff -- 1930

A series of storms cracked the hull in 1932. The investors, hoping to cut their losses, sold their beachfront property and the SS Palo Alto to the State of California in February 1936 for \$1.00.

During this time, the Seacliff Village area was very sparsely developed and only the Appenrodt building (Site 3-f; 251, 253 Center Avenue; APN 042-031-06) remains today.

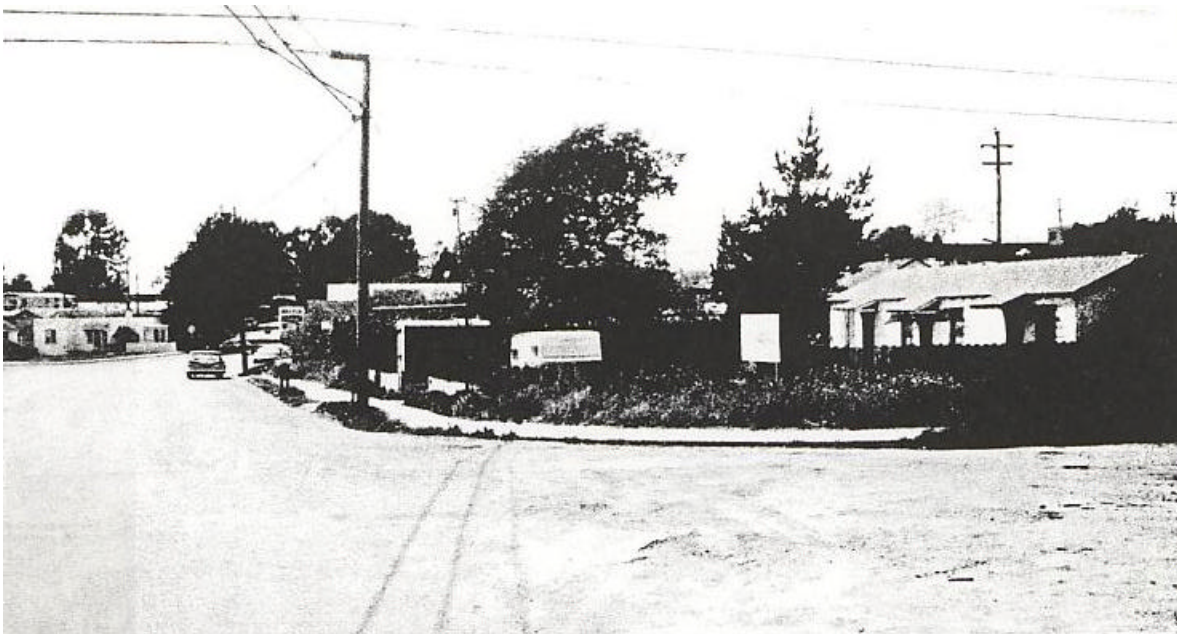
The existing commercial buildings in the Seacliff Village area were built in the 1950s — 1970's. The newest building was constructed in 1980.



SEACLIFF VILLAGE PLAN



**Figure 4:**  
South Side Of Center Street Circa 1967



**Figure 5:**  
North Side Of Center Street Circa 1967

## 1.3 POLICY FRAMEWORK

The Seacliff Village Plan has been prepared in accordance with the 1994 General Plan/Local Coastal Program Land Use Plan. The 1994 General Plan/Local Coastal Program Land Use Plan contains specific policies that address the preparation of area plans. In addition, the Plan contains designations and language specific to the Seacliff area. These specific policies and designations are listed below.

### *Objective 2.24*

*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.*

### *Program 2.24a*

*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.*

Concerning the establishment of specific design guidelines, the 1994 General Plan/Local Coastal Program Land Use Plan states:

### *Policy 8.8.1*

*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 [which includes the Seacliff area] and any other subsequently adopted area plan, shall conform to the adopted plans for these areas, as plans become available.*

The commercial area of Seacliff is designated as a Special Community in the 1994 General Plan/Local Coastal Program Land Use Plan. The Plan states that Special Communities are established:

### *Objective 8.8*

*To recognize certain established urban and rural villages as well as Coastal Special Communities for their unique characteristics and/or popularity as visitor destination points; to preserve and enhance these communities through design review ensuring the compatibility of new development with existing character of these areas.*

## SEACLIFF VILLAGE PLAN

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.*

## 2.0 Evolution of the Seacliff Village Plan

### 2.1 BACKGROUND

In 1998, the Seacliff community became aware of preliminary plans to develop the vacant 2.9 “McGregor” parcel (site 1-a, APN 38-081-36) as a community commercial retail use including a supermarket. Some community members feared a “strip mall” was imminent and expressed their concern to their District Supervisor. A petition with 1500-2000 signatures requesting a zoning change of the site from the C-2 (Community Commercial) district to the VA (Visitor Accommodations) zone district was also submitted. The Coalition to Save Seacliff/Aptos, a concerned citizen group, was formed.

In response to the public concern, the District Supervisor brought this matter to the attention of the Board of Supervisors in November 1998. In response, the Board of Supervisors directed Planning Department staff to prepare a report on the issues surrounding the McGregor property. The Board of Supervisors reviewed this report in December 1998 and referred the matter to the Planning Commission to study the existing zoning and to consider the appropriateness of rezoning the site to the VA (Visitor Accommodations) or other appropriate zone district.

In April 1999, the Planning Commission considered the matter before a large audience. Approximately half of the persons who spoke favored rezoning the site to VA (Visitor Accommodations) and half favored designating the site for a park. Most of the people favored preparation of a community plan and requested a moratorium on new uses until such a plan was prepared. The Planning Commission recommended that the Board of Supervisors rezone the site to the VA (Visitor Accommodations) zone district, direct Planning staff to prepare a Seacliff Community Plan, and adopt an interim ordinance that would require review of any large project that might impede the efforts or recommendations of the Seacliff Community Plan.

In May 1999, the Board of Supervisors considered the recommendations of the Planning Commission, again before a large audience. Of those who spoke, many still preferred a rezoning to the VA (Visitor Accommodations) zone district, but there were a larger number of people who now favored a park use on the site. The Coalition to Save Seacliff/Aptos had become the Seacliff Village Plan Committee and advocated the preparation of a village plan. The Board of Supervisors continued the matter to August 1999 and directed staff to return with a Resolution of Intention to rezone the site to the VA (Visitor Accommodations) zone district, directed staff to include the preparation of a Seacliff Village Plan (with the boundaries to be that of the Seacliff Beach Special Community) as part of the Planning Department’s 1999/2000 Work Program for Advanced Planning, directed staff to return with information regarding park site development, and stated their intent to adopt an interim ordinance.

Planning staff returned to the Board of Supervisors in August 1999 with the requested information. The Board of Supervisors adopted an interim ordinance prohibiting new uses in the

## SEACLIFF VILLAGE PLAN

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.

## SEACLIFF VILLAGE PLAN

The 6 land use maps were then presented by their creators to the whole group and a lively discussion followed. While each map represented the unique vision of its creators, certain themes were universal to all:

- elimination of the utility yard at Seacliff State Beach;
- the need for park land somewhere in the Seacliff area;
- the need for a public plaza;
- elimination of the existing long term residential RV/trailer park at 234 State Park Drive (site 4-a, APN 42-021-01).

### *Workshop #3*

The third workshop was held in November 1999 and was attended by approximately 50 people. A composite map of the land use maps created at Workshop #2 was presented and discussed. The emphasis of the workshops moved from land use to design.

A slide presentation of existing design conditions and a variety of design elements (lighting, signs, landscaping) was presented. A number of participants expressed a desire that slides of Carmel be taken and presented. Participant comments were general in their design preferences. Specific comments are found in the Appendix.

### *Workshop #4*

Workshop #4 was held in December 1999 and was attended by about 25 people. Again, the focus was on design. A slide show of Carmel was presented and there was considerable discussion about its uniqueness and charm. A number of participants expressed a desire that the Seacliff area evolve its own unique design. As with Workshop #3, the comments were general in nature. Specific comments are found in the Appendix.

### *Workshops #5 and #6*

Workshops #5 and #6 were held on consecutive days in January 2000. These meetings were drop-in style with staff and were designed to allow a more one-on-one design discussion. More specific design solutions were proposed. Specific comments are found in the Appendix.

## **2.2.2. DESIGN SURVEY**

A design survey was presented at the November community workshop. The surveys were completed at home and returned to Planning staff. The survey contained the following questions:

## SEACLIFF VILLAGE PLAN

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.

## 3.0 Land Use

### 3.1 INTRODUCTION

As discussed in the History section, the Seacliff Village commercial area has been developed piece meal, and there has never been a coordinated plan for the land uses. The Seacliff Village Plan will establish a cohesive land use plan that focuses on visitor and neighborhood serving commercial land uses. The land use plan is one of the three major components of the Seacliff Village Plan that are necessary to improve the Seacliff Village Area, both economically and aesthetically.

The visitors to Seacliff State Beach and the nearby residential neighborhoods have the potential to be a strong customer base for the Area. As stated elsewhere, more than 1,000,000 visitors pass through the Area each year on their way to Seacliff State Beach. Fortunately, Seacliff Village is located adjacent to the Monterey Bay National Marine Sanctuary, a built-in visitor attraction that will continue to provide a demand for visitor services. In addition, there are fairly dense residential neighborhoods to the east and west of the Seacliff Village Plan Area. These areas can provide a year-round customer base for the neighborhood serving commercial uses in the Area.

### 3.2 EXISTING LAND USE CONDITIONS

As stated in the Setting section, the Seacliff Village Plan Area is comprised of 38 parcels, 13 of which are vacant (including 2 owned by the State of California). All of the buildings in the Area were built before 1981, with no development activity since that time. The Area is constrained by its existing small lot sizes and lack of adequate infrastructure, particularly parking. The following chart summarizes the existing land use conditions, as of February 2000, of the 38 parcels within the Seacliff Village Plan Area:

**Figure 6:** Existing Land Use Conditions Chart

Sites 1-a through 1-f							
Site	APN	Lot Size	Existing Use	Building Size	Year Built	Parking Required by County Code § 13.10.550 et seq.	Parking Provided
1-a	38-081-36	2.9 ac	vacant				
1-b	42-011-06	13.5 ac	church	29,197	1957		unknown
1-c	38-242-20	16,110	medical offices	3,034	1964	13	13
1-d	38-242-03	8,058	Carpenters Union, pest control, Ross Rec, 2 apts.	2,212	1967	11	10
1-e	38-242-21	16,550	Bleu Spoon restaurant	2,724	1967	24	27
1-f	38-081-11	18,817	76 Union	1,154	1967	6	11



SEACLIFF VILLAGE PLAN

Sites 2-a through 2-c							
Site	APN	Lot Size	Existing Use	Building Size	Year Built	Parking Required by County Code § 13.10.550 et seq.	Parking Provided
2-a	38-181-28	3,702	sfd	820	1957	2	2
2-b	38-181-29	4,138	vacant				
2-c	38-185-11	23,304	Sno-White, convenience store, laundromat with apt. above	1,086 5,040 1,500	1965	39	36
Sites 3-a through 3-n							
Site	APN	Lot Size	Existing Use	Building Size	Year Built	Parking Required by County Code § 13.10.550 et seq.	Parking Provided
3-a	42-031-16	2,000	vacant, vegetated				
3-b	42-031-19	4,051	“Forget Me Not” clothing, “Deja Vu” hair salon, Seacliff Video	2,203	1965	11	5
3-c	42-031-03	1,800	Manuel’s restaurant	1,800	1951	17	0
3-d	42-031-04	1,800	Mediterranean bar, 2 apts.	3600	1960	23	0
3-e	42-031-05	1,800	Seacliff Hair Styling, acupuncturist, apt. above	1,644	1980	9	3
3-f	42-031-06	3,600	Dominos, hair salon, Seacliff Clothing, dog grooming, 4 apts.	5,644	1926	22	2
3-g	42-031-07	1,800	vacant comm. bldg	824	1975	4	2
3-h	42-031-14	4,450	informal parking area, not striped				
3-i	42-031-15	3,200	Real estate office 2 apts. Above	2,034	1959	9	3; 2 are blocked
3-j	42-031-22	2,400	vacant				
3-k	42-031-21	2,400	vacant				
3-l	42-031-20	7,200	Food & Nutrition Services	7,465	1968	34	7
3-m	42-031-18	2,400	Seniors Council	1,600	1971	8	2
3-n	42-031-17	2,375	2-story wholesale sales (carpet, flooring)	1,600	1971	8	2; both blocked

**SEACLIFF VILLAGE PLAN**

<b>Sites 4-a through 4-l</b>							
Site	APN	Lot Size	Existing Use	Building Size	Year Built	Parking Required by County Code § 13.10.550 et seq.	Parking Provided
4-a	42-021-01	27,312	trailer park		1962	46	unknown
4-b	42-022-12	7,200	vacant				
4-c	42-021-13	12,000	vacant				
4-d	42-021-11	2,221	parking lot for Bob's Groceries				
4-e	42-021-12	4,800	Bob's Groceries	2,121	1947	9	6
4-f	42-021-08	2,775	vacant				
4-g	42-021-07	2,400	vacant				
4-h	42-021-06	2,400	attorney's office, 1 apt.	1,596	1978	5	4
4-i	42-023-14	10,000	trailer park (7 trailers, 1 vacancy)		1967	16	
4-j	42-023-05	1,873	"Wordshop" bookstore, 3 units	2,500	1960	11	0
4-k	42-032-11	4,000	2-story bldg. "Star Properties"	1,922	1978	8	5
4-l	42-032-12	13,852	"Adobe Hacienda" 15 unit apt. bldg.	14,680	1946 1961	36	11

**3.2.1 EXISTING ZONING AND GENERAL PLAN/LOCAL COASTAL PROGRAM (LCP) DESIGNATIONS**

All but two of the parcels within the Seacliff Village Plan Area are currently zoned C-1 (Neighborhood Commercial) and have a General Plan/LCP designation of Neighborhood Commercial. The purpose of the Neighborhood Commercial designation, as stated in Section 13.10.331(e) of the County Code is:

*To provide compact and conveniently located shopping and service uses to meet the limited needs within walking distance of individual urban neighborhoods or centrally located to serve rural communities. Neighborhood Commercial uses and facilities are intended to be of a small scale, with a demonstrated local need or market, appropriate to a neighborhood service area, and to have minimal adverse traffic, noise, or aesthetic impacts on the adjacent residential areas.*

Types of uses allowed in the C-1 zone district include service stations, beauty and barber shops, laundries, offices up to 50% of a building's area, restaurants, small scale retail stores such as clothing stores, art galleries, and gift shops.

## SEACLIFF VILLAGE PLAN

Figure 2-5 of the General Plan – LCP lists coastal priority use sites. The priority use for the “McGregor” parcel (site 1-a, APN 38-081-36) was changed through the Seacliff Village Plan process from high density residential to

“Visitor Accommodations” and “Proposed Park, Recreation and Open Space:”  
Development of visitor accommodations or a neighborhood park.

To maintain consistency with the coastal priority use designation, the parcel was rezoned from C-2 (Community Commercial) to VA-D (Visitor Accommodations – Designated Park Site). The General Plan/LCP designation was changed from Community Commercial to Visitor Accommodations and Proposed Parks, Recreation and Open Space. The purpose of the VA zone district, 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 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.*

This site also carries the “D” Designated Park Site Combining District zoning. According to Section 13.10.416 of the County Code:

*The Designated Park Site Combining District is established to denote those parcels which have been designated in whole or part by the County General Plan to be acquired and/or developed for future neighborhood, community or regional public recreational facilities.*

Thus, the “McGregor” site could be used for either some sort of visitor accommodation use or as a park site.

Prior to adoption and certification of the Seacliff Village Plan, the “Poor Clares” parcel (site 1-b, APN 42-011-06) was zoned VA (Visitor Accommodations). It has now been rezoned to SU (Special Use). The General Plan/LCP designation of Visitor Accommodations has not changed. The purpose of the Special Use zone district, as stated in Section 13.10. 381 of the County Code, is:

*To provide for and regulate the use of land for which flexibility of use and regulation are necessary to ensure consistency with the General Plan, and to encourage the planning o large parcels to achieve integrated design of major*

*developments, good land use planning, and protection of open space, resource, and environmental values.*

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

*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 parking ordinances, or qualified for an exception in previous parking ordinances that exempted lots less than 60 feet in width from providing on-site parking. Using current parking standards as required by the County Code, the Area has a deficit of approximately 184 parking spaces. In addition, visitors to Seacliff State Beach often park in the Seacliff Village to avoid paying the current \$3.00 parking fee.

It is clear that this deficit is a serious issue within the Village that could undermine upgrades to existing development and the development of existing vacant parcels. Due to the paucity of parking, the Area (excluding the “McGregor” and “Poor Clares” parcels) is not intended or designed to serve community or regional commercial needs. It is also clear that proposed uses in the area must be geared towards pedestrians — those customers who will walk into the area or who are staying in the area. Based on these premises, special parking standards, requiring fewer spaces than currently required in the County Code, are appropriate for most of the parcels in the Seacliff Village Plan Area. The lack of adequate parking is the major factor in determining appropriate commercial uses for the Seacliff Village Area.

However, opportunities for additional parking must be pursued diligently. As a high priority, available vacant parcels in the Village Area should be studied to determine their feasibility for providing additional off-street parking. Broadway north of Center Street, a private 80-foot right-of-way, should be improved with diagonal parking on both sides. Seacliff State Beach has a 365-car paved parking lot adjacent to Seacliff Village that is underutilized during off-season and off hours. The Merchants Association, or individual business owners, should negotiate with the State to utilize this parking lot for employee parking.

Possible funding methods to provide additional parking include the establishment of a Parking and Business Improvement Area, the establishment of a Redevelopment Area, grants, and other public and private funding.

### 3.2.3 SPECIFIC LAND USES

The Seacliff Village Plan Area serves and is intended to serve two customer bases: visitors and those residential neighborhoods within walking distance. To strengthen the customer base, various types of visitor accommodations are proposed for the Village Area.

**All future development in the Seacliff Special Community shall be consistent with the Seacliff Village Plan. When determining which uses within the C-1 zone district are appropriate for the area, unless the use is specifically called out below in the applicable land use area, the Approving Body (e.g., Zoning Administrator, Planning Commission, Board of Supervisors) shall determine that the proposed use is neighborhood serving and/or visitor serving. Neighborhood serving uses are those that can reasonably be expected to have as a majority of their customer base those persons who live within walking distance of the use. These uses would generally not attract customers from outside of the adjacent residential areas. Visitor serving uses are those that can reasonably be expected to have as a majority of their customer base those persons who travel to the area for tourist purposes. Automobile service stations, other than the existing service station on site 1-f (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***

Sites 1-a, 1-b, 1-c, 1-d, 1-e, and 1-f (APNs 38-081-36, 42-021-06, 38-242-20, 38-242-03, 38-242-21, 38-081-11 (245, 225, 227, 229, 231, 233, 207, 201 Searidge Road))

This area consists of two large parcels — “McGregor” and “Poor Clares” — as well as four medium sized parcels. The “McGregor” site (site 1-a, APN 38-081-36) is currently vacant and the “Poor Clares” site (site 1-b, APN 42-021-06) is improved with a church. The four medium sized parcels are improved with various uses, as indicated in Figure 6 above. Due to their larger sizes, these parcels do not have the pressing parking problems of the parcels to the south.

SEACLIFF VILLAGE PLAN

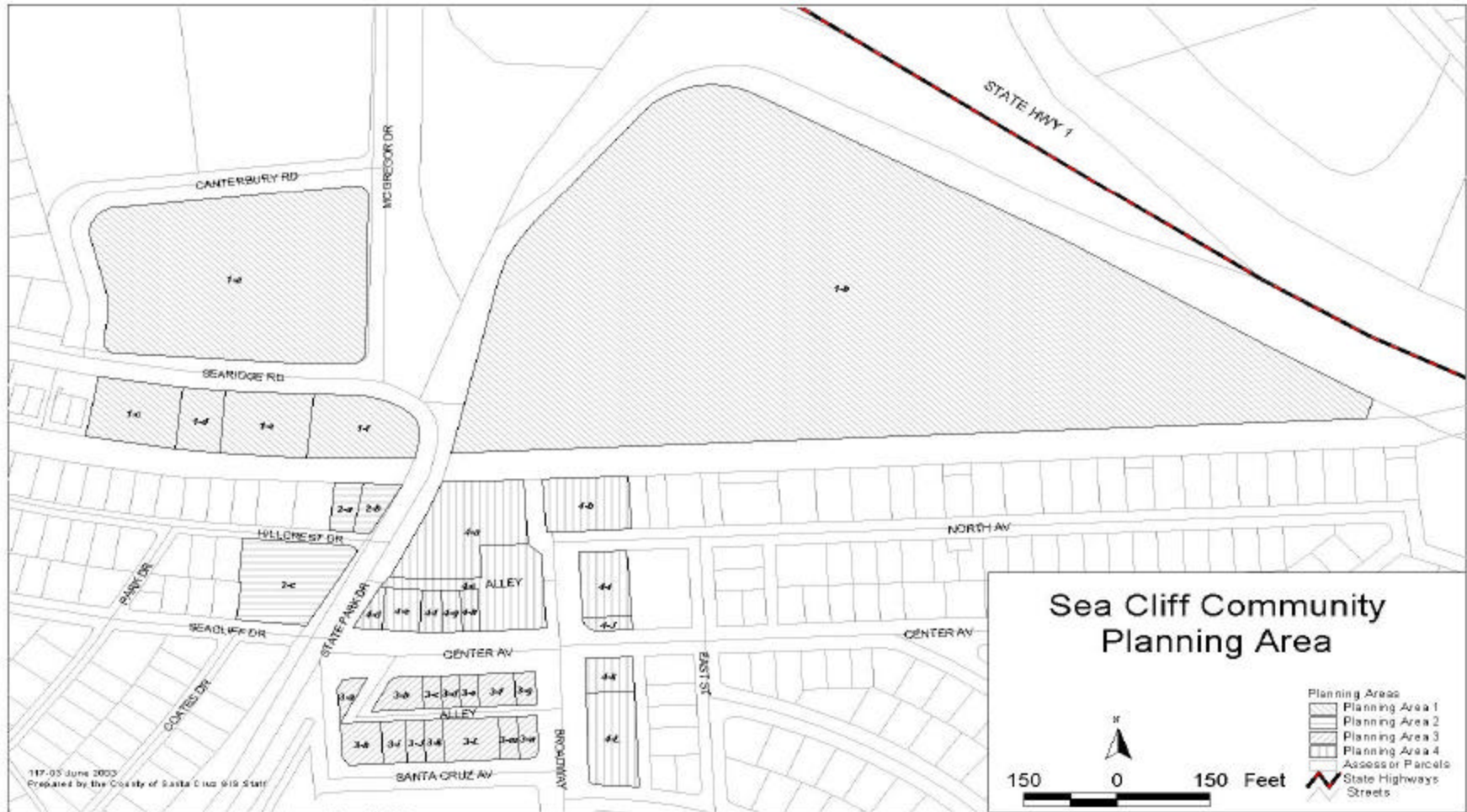


Figure 7 Sea Cliff Community Planning Areas

**3.2.3.a.i. Site 1-a, McGregor Site**  
(APN 38-081-36 (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 Seaclyff 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 Seaclyff 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 Seaclyff community needs parkland on the south side of Highway 1.

## SEACLIFF VILLAGE PLAN

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, although successful smaller neighborhood parks have been developed in the County. While locating pocket parks throughout the Seacliff area, particularly to the east of the Seacliff Village Plan Area, would help serve the park need, a larger parcel is needed, and that is why some members of the community believe the “McGregor” parcel should be designated as a neighborhood park.

### *Land Use:*

There is no “ideal” site in Seacliff for a park, but the “McGregor” parcel does meet the size requirements for a neighborhood park. Therefore, the General Plan/LCP land use designation for the “McGregor” parcel, including priority site language, has been changed to Proposed Park and Recreation and Visitor Accommodations and rezoned to VA-D (Visitor Accommodations - Proposed Park Site). Upon application by the owner for a Development Permit, the Park Site Review Process, as outlined in County Code Section 15.01.090 and Program h of Chapter 7 of the General Plan/LCP, will be triggered, with the Board of Supervisors having one year to decide to acquire the parcel.

If the Board of Supervisors decides not to acquire the parcel, the allowed uses shall be visitor accommodations such as a hotel, motel, inn, or bed and breakfast inn, including ancillary restaurant use.

### *Parking Standards:*

Parking for a visitor accommodation use or a public park use shall be in accordance with County Code Section 13.10.550 et seq.

### **3.2.3.a.ii. Site 1-b, Poor Clare’s** (APN 42-011-06, 280 State Park Drive)



**Figure 9:**  
Poor Clare’s Site



## SEACLIFF VILLAGE PLAN

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 the designated uses be those listed as Second Priority uses.

The previous 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 has been changed to the “SU” (Special Use) zone district; the 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. Sites 1-c, 1-d, 1-e, and 1-f**

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

The allowed uses for these four parcels are visitor and/or neighborhood serving uses. The existing legal residential use on Site 1-d (APN 38-242-03) may continue. The current land use designation and zoning shall be retained.

*Parking Standards:*

New development and intensification of use, as defined in the County Code, shall meet the requirements found in County Code Section 13.10.550 et seq.

**3.2.3.b Land Use Area 2: Transition Area**

Sites 2-a and 2-b (APNS 38-181-28, 29 (304 Hillcrest Drive)) and Site 2-c (APN 38-185-11 (219, 221, 223, 225 State Park Drive))

These parcels serve as a transition area between the northern Village Area and the Village core. All, except site 2-a (304 Hillcrest Drive), front on the west side of State Park Drive, a heavily traveled arterial. Access, right-of-way dedication, and parking are issues for these parcels.

**3.2.3.b.1 Sites 2-a and 2-b**

(APN 38-181-28, 29 (304 Hillcrest Drive and adjacent vacant parcel (no situs)))

*Land Use*

Due to the small combined size of these parcels, site 2-b may only be developed in conjunction with site 2-a. Allowed uses shall be pedestrian-oriented, low traffic generating, neighborhood, and/or visitor serving. As this lot serves as a transition area from the residential uses to the west, 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. Access shall be from Hillcrest Drive. Dedication of appropriate right-of-way along State Beach Drive is required to accommodate roadside, roadway, and transit stop improvements.



**Figure 10:** House on Site 2-a

## SEACLIFF VILLAGE PLAN

The existing single family dwelling on site 2-a 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 Site 2-c**

(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.

*Parking Requirements:*

Some current on-site parking is within the right-of-way of State Park Drive and, therefore, improvement of State Park Drive may result in the reduction of on-site spaces. Allow no intensification, as defined in the County Code, of the commercial uses on this site without provision of new on-site parking based on the required spaces needed only for the intensification of the use or an in-lieu payment into a parking district fund, if established.

New commercial development and 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.c Land Use Area 3: The Block Bounded by Center Street, Broadway, and Santa Cruz Avenue.**

Sites 3-a, 3-b, 3-c, 3-d, 3-e, 3-f, 3-g, 3-h, 3-i 3-j, 3-k, 3-l, 3-m, and 3-n (APNs 42-031-16, 19, 03, 04, 05, 06, 07, 14, 15, 22, 21, 20, 18, and 17)



**Figure 12:** Small, Fully Developed Lots Lack On-Site Parking

## SEACLIFF VILLAGE PLAN

This block consists of generally small (less than 3,000 square feet) lots that were developed before 1981. The commercial buildings tend to cover most of their lots and there is extremely limited on-site parking. Many of the commercial buildings include second story apartments.

### *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.c.1 Sites 3-a and 3-h**

(APNs 42-031-16, -14 (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.

## SEACLIFF VILLAGE PLAN

Site 3-h 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 13:** State-owned Parcels at Santa Cruz and Center

Site 3-a is a vacant triangular traffic island covered with overgrown vegetation. This parcel is appropriate for a pedestrian plaza with an informational kiosk and seating area.

*Seacliff State Beach Coastal Plateau*

This area, while not within the boundaries of the Seacliff Special Community and therefore not subject to the Seacliff Village Plan, is nevertheless an integral part of the Seacliff Village. This area, located on the ocean side of Santa Cruz Avenue, provides a paved parking lot for 365 cars, an overflow unpaved parking area for 250 cars/open space, and a service yard including equipment and material storage. A portion of the site could be used for a Monterey Bay National Marine Sanctuary visitor center/museum. Such a development would of course be required to undergo thorough environmental analysis including assessment of potential impacts to views, traffic, and parking.

The area directly across Santa Cruz Avenue is fenced with an unattractive metal fence topped with barbed wire. The existing service yard is unsightly. These features do not promote a desirable transition area for pedestrians either entering or leaving the commercial area of Santa Cruz Avenue or Seacliff State Beach. If the service yard were removed, possibly arrangements could be made with the State for additional village parking.

The Seacliff State Beach General Plan recognizes many of these problems and recommends enhancement of the open space adjacent to Seacliff Drive including improved fencing, native shrubs, walks, benches, picnic tables, and ramadas. The Plan recommends pedestrian pathways from the street to the bluff stairs and the need for a new comfort station.

The County General Plan-Local Coastal Program encourages the State to provide more access to the beach and to develop the Seacliff parking reserve for a play area. If the McGregor site is purchased and developed as a park, then there will be no need for a play area in the parking reserve-overflow area.

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

Sites 4-a, 4-b, 4-c, 4-d, 4-e, 4-f, 4-g, 4-h, 4-i, 4-j, 4-k, and 4-l  
(APNs 42-021-01; 42-022-12; 41-021-13; 41-021-11; 41-021-12; 41-021-08; 41-021-07; 41-021-06; 42-023-14; 41-023-05; 042-031-11; and 042-032-12))

This area contains a variety of commercial uses and several 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 parking. Currently, drainage from the railroad right of way and the Poor Clares property runs diagonally from northeast to southwest across sites 4-a, 4-c, 4-f, 4-g, and 4-h (APNs 042-021-01, 13, 06, 07, and 08) that lie in the block bounded by the railroad right-of-way, Broadway, Center

Street, and State Park Drive. To enable the most appropriate development of these parcels, rerouting the drainage to pipes in the Broadway and Center Street rights-of-way should be investigated as part of general infrastructure improvements or proposed development.

**3.2.3.d.1 Site 4-a, Seacliff Center Trailer Park**  
(APN 42-021-01 (234 State Park Drive))

This parcel is currently used for approximately 23 semi-permanent travel trailer/RV housing units and a manager's quarters. Permits 1853-U and 2197-U, issued in 1963 and 1964, respectively, allowed 28 transient travel trailer spaces. These permits also required a 15-foot 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 14:** 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



## SEACLIFF VILLAGE PLAN

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.

As an alternative to transient trailer/RV park use and after resolution of the “permanent occupancy” issue, the parcel may be used for other types of moderate, small-scale transient visitor accommodations, such as small cabins. Parking, as required by County Code Section 13.10.550 et seq., must be provided on-site. Access shall be provided via Broadway. Contribution to roadside and roadway improvements of Broadway shall be a condition of approval for alternative visitor accommodation uses.

The parcel has been rezoned to the VA (Visitor Accommodations) zone district; the General Plan/LCP designation has been changed to Visitor Accommodations.

### *Parking Requirements:*

Parking for alternative visitor accommodations, as required by Section 13.10.550 et seq. shall be provided on-site.

### **3.2.3.d.2 Site 4-b**

(APN 42-022-12, 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.



**Figure 15:** Vacant Parcel at Broadway and North

The undeveloped alley to the north and a portion of the Broadway right-of-way to the west of the parcel should be combined with this parcel to provide additional area for parking. However, sufficient land shall be left for vehicular access for site 4-a and pedestrian access connecting the railroad right-of-way to Broadway to allow for a potential public trail along the railroad tracks and/or public access to a potential rail transit station/platform. Future proposed development shall not preclude the provision of vehicular and pedestrian access as described.

As a condition of approval for development of this parcel, the owner shall contribute to roadway and roadside improvements of Broadway and improve North Avenue along its frontage.

This parcel has been rezoned to the VA (Visitor Accommodations) zone district and the General Plan/LCP designation changed to Visitor Accommodations.

*Parking Requirements:*

Parking, as required by County Code Section 13.10.550 et seq., shall be provided on site.

**3.2.3.d.3 Site 4-c**

(APN 42-021-13, no name/situs)

An alley on this site provides access for parking on site 4-h (256 Center Avenue).



**Figure 16:** Vacant Parcels NW Corner of Center and Broadway

*Land Use:*

The owner should investigate the possibility of relocating the access for Site 4-h (APN 42-021-06) into access for this site and abandoning the alley, thereby allowing the integrated development of the site. Uses for this site shall be pedestrian oriented neighborhood and/or visitor serving. Formation of a Parking Assessment District and acquisition, through either leasing or purchase, of this site for use as parking should be considered (see also site 4-i).

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.4 Sites 4-d, 4-e, 4-f, and 4-g**

(APNs 42-021-11, 12, 08, and 07 (218 State Park Drive))

These four sites are in the same ownership. Sites 4-f and 4-g are vacant and currently compromised by drainage problems. Site 4-e contains a market, built in 1947, and site 4-d is its parking lot. The market faces State Park Drive.

Due to their small sizes, sites 4-f and 4-g should be developed as one lot. If the existing market on site 4-e is demolished prior to sites 4-f and 4-g being developed, all four sites should be

## SEACLIFF VILLAGE PLAN

developed as an integrated project. The undeveloped alley behind these four parcels could be abandoned and combined with these lots to increase their sizes.



**Figure 17:** Bob's Groceries

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.5 Site 4-h**  
(APN 42-021-06 (256 Center Avenue))



**Figure 18:** 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. Access is provided from both Center Avenue and an unimproved alley to the rear.

*Land Use:*

Uses for this parcel shall be pedestrian oriented and/or visitor serving with ancillary residential use. The existing C-1 zoning and Neighborhood Commercial General Plan/LCP designations shall be retained.

*Parking Requirements:*

Parking for the existing uses shall be as currently provided on-site. Intensification of commercial use, as defined in the County Code, shall require either provision of off-site parking or payment of an in-lieu fee to the parking district, if established, for those spaces beyond required by the intensification, 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.

**3.2.3.d.6 Site 4-i**

(APN 42-023-14)

This parcel is used for eight semi-permanent travel trailer/RV housing units. In 1967, Permit No. 2823-U was approved for eight transient travel trailer sites, in conjunction with the travel trailer park located across Broadway (site 4-a). This permit was valid for ten years only and expired on March 14, 1977, at which time the use was required to cease. The use did not cease and, in fact, the transient use has evolved into semi-permanent housing. This use enjoys no nonconforming rights and is in violation of current land use regulations.



**Figure 19:** Travel Trailer/RV Housing Units

*Land Use:*

The site is operated as part of the Seacliff Center Trailer Park. Because the existing residential use of the trailer park provides critical low-income housing, the Board of Supervisors explicitly finds that the use is necessary and may continue as a part of the Seacliff Center Trailer Park, notwithstanding any other provisions of the General Plan - Local Coastal Program. Any proposed change in use of the trailer park shall include both this site and site 4-a. 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.

## SEACLIFF VILLAGE PLAN

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 site 4-c).

*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.7     *Site 4-j***

(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.

## SEACLIFF VILLAGE PLAN



**Figure 20:** Mixed Commercial-Residential Building

### *Parking Requirements:*

New development or intensification of commercial use, as defined in the County Code, shall require off-site parking or payment of an in lieu fee to the parking district, if established, based on the number of spaces required by the intensification and 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.

### **3.2.3.d.8** *Site 4-k*

APN 42-032-11, 245 Center Avenue



**Figure 21:** Office Building with Residential Above



## SEACLIFF VILLAGE PLAN

This two-story building was built in 1978 and shares the block with the Adobe Hacienda. The uses approved by Permit 76-1429-PD included two first story offices and one two bedroom residential unit on the second story. The uses were required to provide four on-site parking spaces, accessed from the adjacent alley (five spaces are currently provided). Current parking standards require eight spaces.

Allowed uses for the first story shall include neighborhood and/or visitor serving uses. The second story uses shall include ancillary residential, neighborhood, or visitor serving uses.

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

### *Parking Requirements:*

Any intensification of commercial use, as defined in the County Code, requires providing additional spaces on-site or paying into the parking district fund, if established, using 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.

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

### **3.2.3.d.9 Site 4-1**

(APN 42-032-12 (Adobe Hacienda, 222 Santa Cruz Avenue))

This parcel originally contained the Adobe Motel, built in 1946 and expanded in 1961, which has now been converted into the “Adobe Hacienda” apartments, without benefit of required permits. The site contains 11 parking spaces.

The motel, established in 1946, originally had six units, some with kitchens, and a manager’s quarters. In 1961, Permit No. 934-U was issued for a two-story 6-unit motel expansion, again including kitchens in the units. In the 1970’s, kitchens were added to the rest of the original motel units and two additional motel units were added without benefit of required permits. Sometime in the early 1990’s, the transient use was replaced with year round apartment use, again without obtaining required permits.

## SEACLIFF VILLAGE PLAN



**Figure 22:** Adobe Hacienda

As the manager's unit was originally established as and remains a residential use, it has nonconforming rights to continue as a residential use. The 6-unit motel, because of the 1961 Use Permit, can revert to a motel use. The original six units and two newer illegal units have no nonconforming rights.

### *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

## SEACLIFF VILLAGE PLAN

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.

## **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:

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

## **4.3 EXISTING TRANSPORTATION SYSTEM, BIKEWAY AND PEDESTRIAN PATHWAY ISSUES**

### **4.3.1 BACKGROUND**

The existing roadway system in the Seacliff community consists of local, collector, and minor arterial streets. Each of these types of streets requires a different level of improvement to serve its intended function. The County's General Plan utilizes a standard hierarchy of street classifications for the purpose of planning roadway improvements, starting with major arterial streets and progressing down to local streets. These are described as follows:

Arterial streets are wide streets whose primary function is to carry high volumes of through traffic (State Park Drive);

Collector streets convey moderate traffic volumes from local areas to the arterial road system (Center Avenue); and

Local streets are narrower and primarily provide property access and carry low volumes of traffic (Broadway, Santa Cruz Avenue).

In general, the standard roadway for County maintained urban roadways includes 2 to 4 travel lanes for automobiles (depending on the road classification and specific needs in the vicinity of the roadway), concrete curbs and gutters, and sidewalks, usually separated from the curbs by a landscape strip. Bike lanes, on-street parking, center turning lanes and landscape islands are provided where adequate right-of-way is available and where it is appropriate to have these features.

### **4.3.2 STREETS IN THE SEACLIFF VILLAGE AREA**

The existing roadway system in Seacliff is comprised of streets that were designed and constructed to accommodate a low volume of automobile, bus, and service-vehicle traffic (deliveries, etc.). The public streets in the study area generally conform to County standards in terms of pavement width for automobiles, and the capacity of the roadways and intersections is generally adequate to meet current traffic volume except during busy summer weekends. However, the public streets in the study area have limited public parking, limited street lighting, sporadic bicycle improvements, virtually no curbs, gutters and street landscaping, and no coordinated pedestrian facilities. Transit related support facilities are also limited.

All street segments in the study area are in need of improvements. While adequate funding to accomplish all of the needed improvements is not currently available, the County does have the

## SEACLIFF VILLAGE PLAN

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 signals, drainage, sidewalks, landscaping, street lighting, etc., is planned to coincide with the power line Pacific Gas & Electric undergrounding project, scheduled for 2001-2002.



**Figure 24:** The Seacliff Village Area would benefit from infrastructure improvements

The rest of the roadway system outside of the study area is in need of varying types of improvements. Some of the roadways, such as Searidge and McGregor Drives, have some improvements and those remaining will be installed as a part of any project constructed at the McGregor/Searidge property. Another type of needed improvement is traffic calming and/or diverters on residential streets to discourage unnecessary visitor traffic in the nearby residential areas.

Although outside of the Seacliff Village Plan Area, nearby residential neighborhood roadways need attention as well. These neighborhood roadways are generally narrow, two-lane roadways with no pedestrian facilities. Some of these roadways are commonly used by County residents and visitors for sight-seeing (Broadway, Seacliff Drive). Traffic speed on these local roadways can make it uncomfortable for pedestrian use, especially for those with children. Traffic calming measures to slow vehicle speeds and make the roadways more conducive to pedestrians may be warranted.

### **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.



## SEACLIFF VILLAGE PLAN



**Figure 25:** Existing Railroad Tracks.

On November 16, 1999, the County Board of Supervisors voted to approve the formation of a joint powers authority, representing jurisdictions along the existing rail line, to purchase a right-of-way for a 20-mile pedestrian and bicycle pathway.

## SEACLIFF VILLAGE PLAN

The 1994 General Plan/Local Coastal Program includes references to the Mar Vista Overpass, a pedestrian improvement connecting the two ends of Mar Vista Drive via a walkway over Highway One. Originally, this project was included in the Priority Site descriptions as a required improvement for any development approved on the Porter-Sesnon and the 9-acre McGregor/Searidge properties. Now, however, the requirement for overpass rests solely on the McGregor/Searidge property, as the Porter-Sesnon property is controlled by State Parks. The Circulation Element of the General Plan includes “examine pedestrian overpass” at Mar Vista Drive on the “Planned Improvements” map for the Aptos Planning Area. This project is estimated to cost \$1 - 2 million, too much for a single development project.

### 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.

## 4.4 RECOMMENDATIONS/IMPLEMENTATION

### 4.4.1 INITIAL CIRCULATION IMPROVEMENTS

As a part of the State Park Drive/Center Street reconstruction project tentatively scheduled for 2001-2002, the following items should be incorporated into the designs:

- a. Drainage, sewer system improvements;
- b. Textured crosswalks (ADA compliant);
- c. Colored sidewalks, extending to the residential neighborhood entrances;
- d. Concrete retaining walls with design detailing;
- e. Street trees and accent landscaping;
- f. Bus shelters, at appropriate locations, incorporating a design that complements the architectural style of the street where the shelter is proposed;



**Figure 27:** Existing Bus Shelter to be redesigned as per SC Metro Standards

- g. 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;
- h. Coordination with PG&E undergrounding program, including the installation of ornamental street lights;
- i. Bicycle lane connection to McGregor Drive, and
- j. 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.

#### **4.4.5 RAIL TRANSIT**

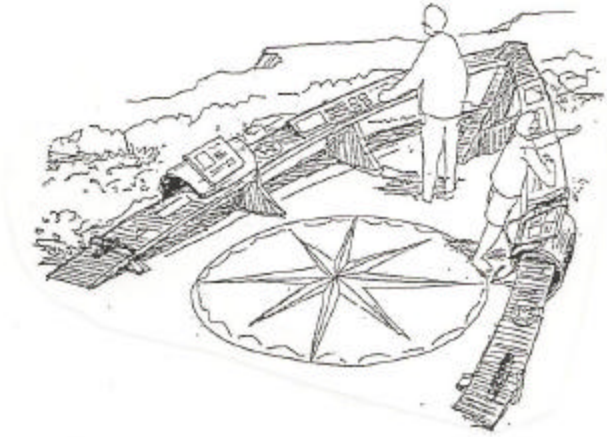
The SCCRTC has adopted a Major Transportation Investment Strategy (MTIS) that includes rail transit between Watsonville and Santa Cruz utilizing the existing Union Pacific tracks. One of the proposed stations/platforms would be in the Seacliff Village, most likely at the northern end of Broadway. It is therefore important that adjacent development not preclude the possibility of a rail transit station or platform.

Although Broadway north of Center is privately owned, public prescriptive rights probably exist on that section of Broadway. Any future development proposal there shall incorporate public access as determined appropriate by the approving body including, but not limited to, public access to and from a rail transit stop along the railroad tracks adjacent to the north end of Broadway.

## 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:

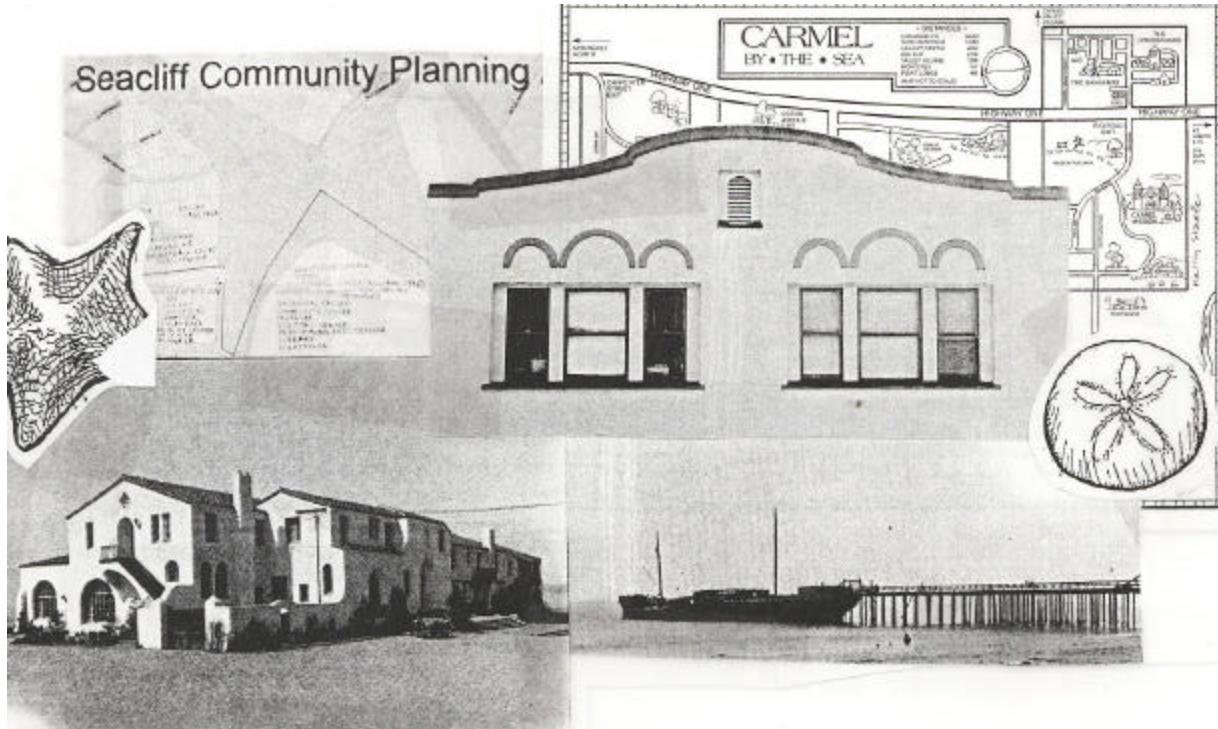
*Develop specific design guidelines and/or standards for well-defined villages, towns and communities including commercial and residential uses as appropriate. New development within these areas listed in Figure 8-1 (page 8-2 of the General Plan) and any other subsequently adopted area plan, shall conform 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 with site design, scenic view sheds, streetscape improvements, building design and articulation, pedestrian site improvements and landscaping within the Seacliff Village Plan Area.

Throughout the community planning process, specific design themes emerged for the Seacliff area. The community expressed a strong interest in a coastal, maritime theme because of the area's close proximity to the Monterey Bay National Marine Sanctuary. Other design themes included the 1920's design style of the Art Deco period, and the unique and charming design

## SEACLIFF VILLAGE PLAN

aspects of Carmel-By-The-Sea and/or other coastal/seaside villages. These themes have been identified as examples that should be considered when developing the Design guidelines for the Seacliff Village Plan Area.



**Figure 30:** Throughout the planning process, several design themes emerged.

### 5.1 PURPOSE

The purpose of the Seacliff Village Plan Design section is to provide guidance for the planning and development of future improvements within the Seacliff Beach Special Community, as identified in the County's General Plan/LCP. The intent of the Design section is to:

- a. *Develop design recommendations that are unique and which will promote the public health, safety and welfare of the Seacliff community* - Design proposals shall be creative and work to establish a safe, pedestrian-oriented village area, with sensitive transitions between the village area and adjacent neighborhoods;
- b. *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;
- c. *Develop guidelines and policies that will help to preserve and enhance the viewsheds in the area* - Thoughtful site design, undergrounding of over-head

## SEACLIFF VILLAGE PLAN

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;

- d. *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.
- e. *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
- f. *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 overall 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.
- g. *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):

- a. *Lack of community character* - There is no predominant, style or theme that suggests any particular design character, and there are a lack of guidelines and enforcement policies for development that would preserve and enhance the seaside village-like setting;
- b. *Need for the enhancement of the village center* - The village commercial area in Seacliff is often referred to as the village center or a central focal area for the Seacliff community, which is in need of both planning and development improvements;



## SEACLIFF VILLAGE PLAN

- c. *Need for preservation of the scenic views* - There are buildings, structures and/or objects that have been constructed within some of the scenic view sheds in the Seacliff area, without consideration given to the area's scenic attributes. The discretionary review for the preservation of scenic qualities for the Seacliff area needs to continue;
- d. *Lack of pedestrian related amenities and access* - There is a lack of pedestrian areas, related amenities such as (security) night lighting, drinking fountains, sitting benches, trash or recycling bins and a lack of accessible routes (sidewalks and/or pathways) within the Seacliff area; and
- e. *Lack of coordinated signage* - Since the buildings in the Area were constructed over many decades and without a master design plan, there is a wide variety of signage. There are the tall, freestanding signs at the 76 Union service station, Bob's Grocery Store, the Seacliff Trailer Park, and the Sno-White drive-in and laundromat; many of these signs compromise the existing viewsheds of Monterey Bay. There are commercial uses with three different signs and other commercial uses that appear to have no signage at all.



**Figure 31:** Lack of Coordination Among Signs



**Figure 32:** Inadequate/Inefficient Public Signage

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.

## SEACLIFF VILLAGE PLAN

Other factors should also include:

- a. Protection of people and property from unstable natural or manufactured slopes;
- b. 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
- c. 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.

### 5.3.2 SCENIC VIEWS

*The panoramic, scenic views from the Seacliff village area to the Monterey Bay National Marine Sanctuary and surrounding mountains shall receive the highest amount of attention and level of protection possible.*



**Figure 33:** Panoramic View of the Monterey Bay National Marine Sanctuary.

The goals and objectives are to preserve, protect, and enhance all identified scenic viewsheds within the Seacliff area. Because of the topography of the area, several places in Seacliff offer views to the Sanctuary, the distant mountains of the Monterey peninsula, and the coastal mountains of Santa Cruz County. There should be several factors considered when developing and/or improving properties that should work to preserve these views. In addition to the preservation of views to the Sanctuary, open vistas need to be provided to preserve the hillside and mountain views as well.

### 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.



**Figure 34:**

In addition to streetscape improvements, undergrounding of overhead utilities will also enhance and complement the Seacliff area

### **5.3.5 ARCHITECTURE**

The goals and objectives are to upgrade the neighborhood / visitor-serving commercial buildings. The guidelines that are provided will work to enhance the chosen theme or style of the specific design area. Unique treatments for articulation, rooflines, setbacks, overhangs, lighting, texture and other detailing to avoid the commercial block-type structure look are encouraged. Development should be sensitive to solar exposure, building height and scale, transitions between adjacent buildings, and work to establish a pedestrian friendly feeling. The guidelines also call for screening of all roof top equipment, and the addition of mini-plaza areas, murals, interpretive displays or exhibits, public art, and/or other design treatments to large blank walls.



**Figure 35:**

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:

- a. Enhance the aesthetic natural appearance of the Seacliff community;
- b. Help buffer the transition between the Seacliff village area and adjacent neighborhoods;
- c. Preserve the visual integrity of the community, while enhancing the neighborhood visitor-serving commercial places;

- d. Provide an enhanced outdoor environment, interesting land-forms and natural habitats for local birds, butterflies, etc.;
- e. Help screen incompatible land uses and control erosion; and
- f. Create pedestrian areas to be compatible with vehicular areas, by clearly distinguishing safe pedestrian pathways, access points, and visual line-of-sight clearances for bicyclists and motorists.



**Figure 36:**

Landscaping can provide a transition between the residential areas and the adjacent commercial areas

### **5.3.7 SIGNS**

*Signs are used for two primary reasons: to direct people and to attract people. However, signs can also be a powerful unifier — by having the signs of a particular area complement each other, the area itself takes on a cohesiveness.*

The goals and objectives of the Signage Program should address the issues and opportunities for regulatory, informational, directional, interpretive, and business signage. Regulatory signage should be specific and not cluttered with other signs so that the important messages are being conveyed properly. Directional signage should be simple and direct; the City of Santa Cruz Directional Signage Program is a very good model to follow. Directional signs can also be combined with (some) road signs or street signs (as is done in the City of Carmel-By-The-Sea).



## SEACLIFF VILLAGE PLAN

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.

SEACLIFF VILLAGE PLAN



**Figure 37:**  
Existing signs greeting residents and visitors to the Seacliff Community

The signage goals for the Seacliff Village area are as follows:

- a. To help create a cohesive Village character;
- b. To attractively advertise existing commercial uses;
- c. To enhance the architectural character;
- d. To provide clear, understandable directional signs;
- e. To eliminate nonconforming and illegal signs; and
- f. To enhance the public viewsheds.

## **5.4 DESIGN RECOMMENDATIONS**

### **5.4.1 APPLICATION REQUIREMENTS**

As a part of the development review process for discretionary permits for projects that are proposed within the identified scenic areas and in addition to other permit review requirements that may apply, applicants shall be required to provide the following:

- a. 3-D models (foam board and/or clay), digital photos, computer generated visuals, expanded elevations, color board or photo-collage referencing building colors, textures and materials as well as illustrations showing the proposed structure in relationship to all scenic views, and indicating the precise scale and location of the structure in the immediate impacted area;
- b. Where proposed structures might impact or block vistas of specific buildings or structures, a cross section drawing shall be submitted which illustrates existing views and ensures that proposed structures do not block or impact existing views; and
- c. Data produced in the above, shall be based upon an accurate topographic survey prepared by a licensed architect, licensed surveyor, or registered civil engineer, that is submitted as a part of the County's permit review requirements.

### **5.4.2 COMMUNITY GATEWAYS**

*The Community Gateways will act as visual clues that tell the observer that they have entered into a particular area, in this case, the Seacliff Village area. The Seacliff Community shall work with the appropriate agencies including but not limited to the Department of Planning, Public*

## SEACLIFF VILLAGE PLAN

*Works, State Department of Transportation (CalTrans), County Parks (Arts Commission) and the Santa Cruz County Cultural Council to implement the desired Community Gateways as identified in this plan. The Gateways should be created from natural or fabricated materials, and can include landscaping, artwork, sculpture, interesting signage, or other elements that will help to create an entry or frame the panoramic views to the Sanctuary.*

There are three gateways proposed for the Seacliff area:

- a. **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, and the village's seaside setting, but 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.
- b. **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.
- c. **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.

## SEACLIFF VILLAGE PLAN

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

- a. **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 Connection Devices, shall be located outside scenic areas at an appropriate distance from the scenic corridor (out of sight), and shall be appropriately screened. In an effort to fully realize the scenic attributes within the Seacliff Village area, it is also recommended that the County designate the following roads, listed below, as Scenic Roads. These roads shall also be included on the County's Visual Resources Maps, and all discretionary development within these scenic viewsheds shall conform to the Visual Resources Section, Chapter 5 of the 1994 Santa Cruz County General Plan.
- b. **State Park Drive, from the Highway 1 intersection to the entrance at Seacliff State Beach.** State Park Drive may be widened to three lanes and will also include streetscaping improvements. There are panoramic views of the Sanctuary and Seacliff village area from State Park Drive, and it is also the primary entry to Seacliff State Beach.
- c. **Santa Cruz Avenue, from State Park Drive to Broadway Avenue.** It is anticipated that once the State Parks Department relocates the utility yard from Seacliff State Beach, the existing fencing can be redesigned to provide an opportunity to view the Sanctuary from this area.
- d. **The Blue -Spoon Sign** (at Bleu Spoon Restaurant, Site 1-e, APN: 038-242-21) - This freestanding sign has been identified in the community workshops as being unique. The sign does not meet current sign standards; therefore, special language has been written (refer to Signage) that will allow the sign and accent lighting to remain.



**Figure 38:** The Bleu Spoon

- e. **Attractive Building, Site 3-f (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

## SEACLIFF VILLAGE PLAN

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 39:** Unique Building Design

- f. **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 Monterey Bay.

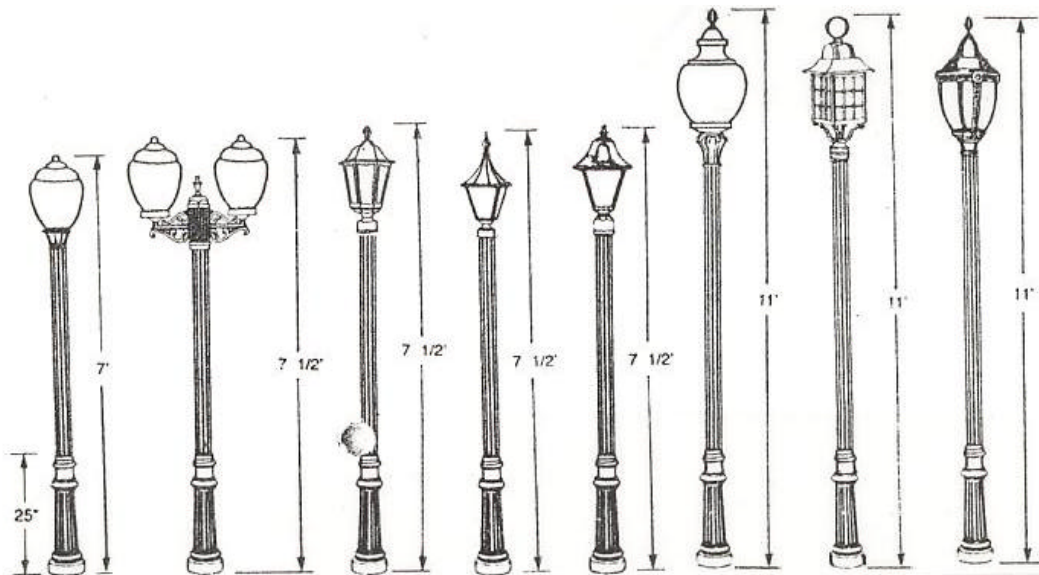
### 5.4.4 LIGHTING PROGRAM

*The Seacliff Community should work with their District Supervisor, the County Department of Planning, Public Works and PG&E to implement the undergrounding of overhead utilities. Where feasible, the lighting system shall be installed underground and all remaining above ground items such as the associated transformer boxes and other lighting equipment shall be located outside scenic view areas and appropriately screened.*

## SEACLIFF VILLAGE PLAN

Lighting fixtures shall be ornamental in their appearance, shall be approved for use by PG&E for their on going maintenance and care, and shall resemble the historic, ornate street lamps (similar to the street lamps on the bridge that spans the San Lorenzo River in Felton) with a pale green, patina finish and an ornate pole and base of either the same material or prefabricated concrete. Lighting within the identified boundary area, especially the village core area shall be kept to a minimum except where safety is an issue.

In an effort to increase night time visibility for places that are not within the undergrounding boundary area, appropriate overhead lighting for commercial properties, public community centers, and parking areas shall be direct, or have a shield to avoid glare and impact to surrounding areas, especially adjacent neighborhoods and second story residential units. In addition, low-level lighting should be used along pedestrian pathways and indirect lighting should be used for illuminating signs, focal landscapes and key features such as the gateways. If a American or State of California Flag is to be displayed, it should have direct lighting so that there is the option of having the flag(s) flown after sunset, in case there are no staff available for raising or lowering the flag(s) on a daily basis.



**Figure 40:** Alternative Street Lamp Designs

### 5.4.5 LANDSCAPE CRITERIA

*Landscaping shall be utilized as a unifying element or as a focal point for streetscape, street trees, and 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

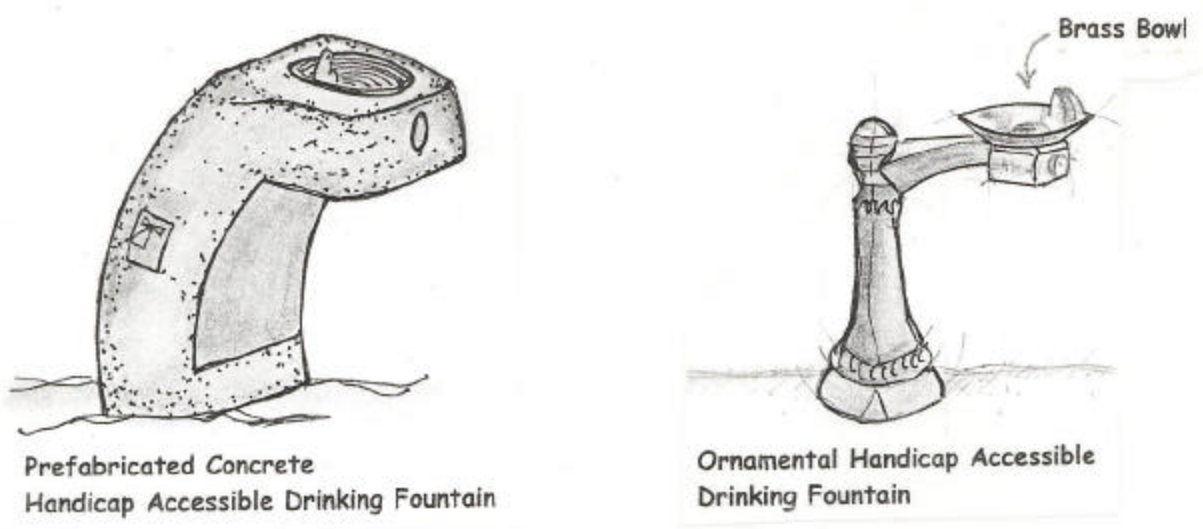
The Streetscape Program for Seacliff will enhance and help to create a more unified, pedestrian oriented area. The Seacliff community should work with the appropriate groups to implement the various site elements proposed, as a part of the streetscape program. Recommendations for site elements of the 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:

- a. **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.
- b. **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 that will be responsible for their servicing.
- c. **Fencing** - Fencing material shall be ornamental in appearance and consist of 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, chain-link fencing is not recommended, however, if it is used it should be appropriately screened by significant landscaping.
- d. **Planters** - Where possible, planters should be created using either solid, wood building materials or more designed building materials such as stone masonry, split-faced concrete block (not cinder block), brick, concrete or stucco. Planters can incorporate designs that include informal sitting areas, as well as be designed and developed as a visual buffer between buildings and the roadway.

## SEACLIFF VILLAGE PLAN

A variety of interesting plants, such as exotics or ornamentals can be used in these contained planter areas. Other plant features should include color, fragrance, scent, unique shapes, texture, over-all plant size, groups of plants with similar water requirements, plants that function in a symbiotic relationship and plants that are not toxic or which don't have thorns or messy droppings.

- e. **Bike Racks** should be placed at convenient locations throughout the identified boundary area, at the Seacliff parking area, at commercial properties, or at other public places. Materials shall be complementary to other site elements, shall be of strong, durable, quality materials and easy to use when locking bikes.
- f. **Sitting Benches** should be attractive and comfortable and should be reminiscent of the seaside village theme of the Seacliff area. One style of bench proposed is more ornate and historic in appearance, with materials such as wrought iron and redwood slats. Stonework on bench support-ends with redwood slats or large boulders adjusted and set with a somewhat flat topside can also act as a sitting surface. Artwork in benches, if done with a tasteful “seaside” design, or in a historic fashion should be explored with local artists.
- g. **Drinking Fountains** - shall be accessible as per the Americans with Disabilities Act (ADA) and be located at the public areas within the identified community boundary area, such as the plaza areas, commercial properties, and public facilities. They should have an ornamental or rustic appearance, be of durable material, and include a sand trap for cleaning.



**Figure 41:** Alternative Fountain Designs

## 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:

- a. Site 4a: the existing freestanding sign located near State Park Drive shall be removed.
- b. 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.
- c. No sign shall be directly illuminated.
- d. Other than signs printed on first story awnings, all signs shall be made predominately of wood. Ancillary neon accents are permitted.
- e. Those buildings containing more than one use may have one small directory sign as well as small individual business signs.
- f. 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.

## 5.4.8 DESIGN AREAS

### 5.4.8.1 Design Area 1, - McGregor Site

#### *Building Design*

The design of the buildings proposed for the McGregor site (Site 1-a) shall be sensitive and compatible with the adjacent residential area. Design should be unobtrusive and low key. Buildings shall be setback from Searidge Road; any second story shall be set back from the first story, creating a tiered effect. Building materials shall appear to be natural, such as a combination of wood and stucco. The primary building styles shall include the following: Shingle Style (Seaside Estate, Country House - Victorian Era); Craftsman and/or Bungalows (Natural materials, wood, stone and the addition of gardens and loggias). The building designs for the two other parcels just outside of the Village boundary on the north of the McGregor site should be compatible in their designs to the building designs on the McGregor site.

#### *Streetscape*

Streetscape improvements for Area 1 shall include the following:

- a. *Street Lighting* - Undergrounding of overhead utilities and the addition of historic, ornate street lights with a pale green, patina finish (similar to the street lamps on the Bridge that spans the San Lorenzo River in Felton) and an ornate pole and base of either the same material or prefabricated concrete;
- b. *Retaining Walls* - Materials for the retaining walls shall be formed concrete, designed to compliment the texture and color of the pathway along State Park Drive (the use of cinder block is not complimentary). A portion of the retaining walls located at the intersection of the State Park and Seaclyff Drive shall also include a rounded top-cap (bull-nose tile or concrete) that can act as an informal sitting ledge. Accent lighting such as neon or wall-wash lighting, should be included in the retaining wall design to accent or light up the wall and other interesting design details.
- c. *Pedestrian Pathway* - New sidewalks shall connect with the existing sidewalk at McGregor Drive, and shall have a finished surface of exposed aggregate stone to match the existing pathway at Seaclyff. Pedestrian access shall also be provided from the site to the frontage road.

SEACLIFF VILLAGE PLAN

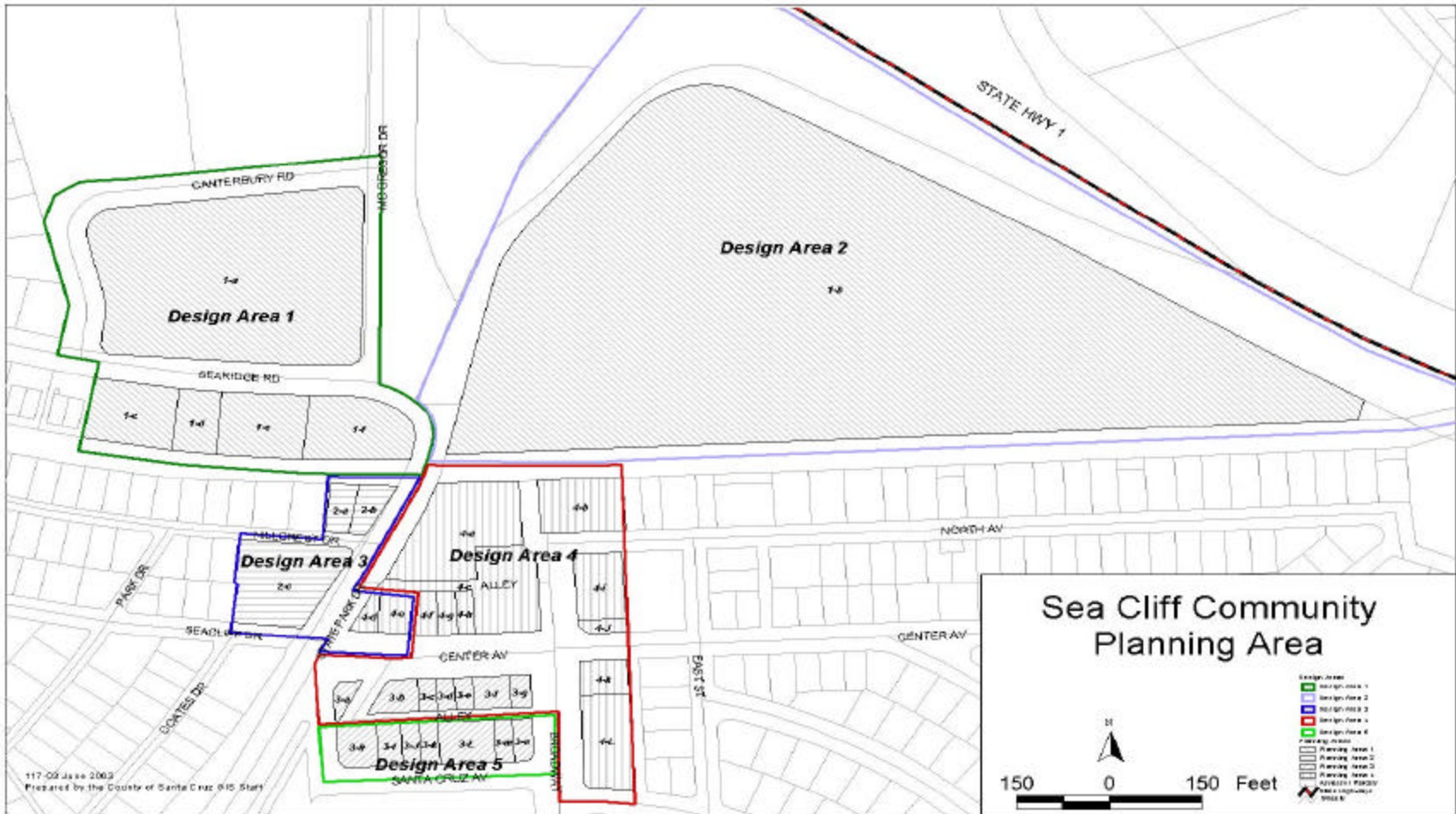


Figure 42 Seacliff Community Planning Area Design Areas

## SEACLIFF VILLAGE PLAN

- d. *Sitting Areas* - A sitting area(s) shall be incorporated into the site where appropriate. The bus shelter near the rail line can be considered as an additional sitting area that will be incorporated into the streetscape design, specifically the pedestrian pathway, and include a bench with protective over-head cover.
- e. *Landscaping* - Streetscape plantings within this area shall be designed to be a unifying element and as “focal points” for the specified areas. The streetscape plantings shall be trimmed and trained (limbed up) so as not to interfere with the viewsheds, and where appropriate, should be used to block out undesirable views. Understory plantings shall also be used, such as shrubs and ground covers, to compliment the street trees.

### *Site Landscaping*

Landscaping for the site shall include a landscape buffer between the adjacent residential area and the new development, especially the roadway entering into the site. A heavily landscaped buffer shall be created along the edge of the property facing State Highway 1, using trees that are native, such as Redwoods and Coastal Live Oaks.

### *Specific Sign Regulations*

Since there are different conditions in Seacliff Village such as lot size and building size, specific sign regulations for similar parcels are grouped below.

Sites 1-a (McGregor property); 1-e, and 1-f (207 and 201 Searidge Road)

The allowed signage for this area shall meet the sign regulations found in County Code Section 13.10.581 et seq. and the following:

- a. *Site 1-a:* the signage for any use on the “McGregor” parcel shall be predominantly wood with indirect lighting. Two signs are allowed with a maximum combined sign area of 30 square feet. The signs may be either freestanding monument style and/or first story roof fascia mounted. If the sign(s) are fascia mounted, they shall be designed as an integral part of the building design and no part of the sign may be located above the upper line of the roof fascia. If the sign(s) are monument style, they shall be no higher than necessary to identify the use and in no case shall exceed 7 feet.
- b. *Site 1-e:* the Bleu Spoon sign/pictograph is recognized as a community landmark and is not required to meet current sign standards.
- c. *Site 1-f:* the freestanding 76 Union orange ball sign shall be reduced in height to a maximum of 7 feet. Only one set of gasoline price signs are allowed.

### **5.4.8.2 Area 2, Poor Clares Site**

#### *Building Design*

Building Design for the Poor Clares parcel, site 1-b, 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*

Site 1-b: 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**

Sites 2-a, 2-b, 2-c, 4-d, and 4-e

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.

## SEACLIFF VILLAGE PLAN

*Landscaping* - The streetscape plantings will include street trees and other compatible plantings incorporated into the pedestrian pathway design. Streetscape plantings within this area shall be designed to be a unifying element and 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 be used, such as shrubs and ground covers, to complement the street trees.

### *Building Design*

Building designs shall be similar to the historic building designs of the Center Avenue and follow the Art Deco Period of the 1920's.

### *Landscaping*

Aside from the ornamental planting areas added by the property owners at their expense, and the landscaping within the roadside right-of-way areas, there is no real comprehensive landscaping program along State Park Drive. The Streetscape Program shall require street trees, trees for focal areas and associated understory plantings along State Park Drive. Property owners are encouraged to continue their efforts of establishing colorful planting areas to complement the new plants.

### *Signage*

The allowed signage for this area shall meet the sign regulations found in County Code Section 13.10.581 et seq. and the following:

- a. *Site 2-c*: the existing freestanding Sno-White and Laundromat signs shall be removed. All other signs shall be brought into conformance. One freestanding monument identification sign is allowed in addition to one individual business sign per business. The height of the identification sign shall be no higher than necessary to identify the uses and in no case shall exceed 7 feet. It may be indirectly illuminated. The individual business signs shall be wall or first story roof fascia mounted and may not be located above the upper line of the roof fascia. Sign materials shall be predominately wooden. Maximum total sign area shall be 50 square feet.
- b. *Site 4-e*: the existing freestanding sign shall be removed. As long as the existing building remains, signage may be oriented towards State Park Drive. If the existing building is demolished and reconstructed as part of the development of Site 4-f, the signage shall be oriented to Center Avenue and meet the sign regulations of that area. Allowed signage for the existing building is a wall or first story roof fascia mounted and may not be located above the upper line of the roof fascia. Sign materials shall be predominately wooden. Maximum total sign area shall be 20 square feet.



#### 5.4.8.4 Design Area 4, Center Street

This area includes Center Street and Broadway Avenue from the top rear 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 (Site 3-f) 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.

##### *Landscaping*

The landscaping along Center Avenue is similar to that of State Park Drive. There are the ornamental planting areas added by the property owners at their expense, the plantings of cypress

at Bob's Market and the scrubby landscaping within the roadside right-of-way areas at Center and Broadway Avenue. As with State Park Drive, there is no real comprehensive landscaping program in this area. The Streetscape Program shall require street trees, trees for focal areas and associated understory plantings along Center and Broadway Avenue. In addition, property owners are encouraged to continue their efforts of establishing colorful planting areas, including hanging plants.

#### **5.4.8.5 Area 5, Santa Cruz Avenue**

##### *Building Design*

The building design in this area includes a mix of designs and styles. Because this area faces the Sanctuary, a maritime, nautical theme is the most appropriate.

##### *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.

*Landscaping* – There is existing landscaping within this area that shall be enhanced with similar plantings. The Streetscape Program shall specify landscaping similar to the existing trees (Strawberry Trees). Attention shall be given to the views in this area, and new landscaping shall not impede these views.

The streetscape plantings will include street trees and other compatible plantings incorporated into the pedestrian pathway design. Streetscape plantings within this area shall be designed to be a unifying element and 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 be used, such as shrubs and ground covers, to complement the street trees.

## 6.0 APPENDIX

### 6.1 SEACLIFF VISIONS COMMUNITY WORKSHOP #1 COMMENTS SEPTEMBER 29, 1999

The participants of the September 29th workshop identified the following items as desirable for the Seacliff community (grouped by subject matter):

#### PUBLIC AND COMMERCIAL FACILITIES

Museum with focus on:

- marine
- eco/tourism
- educational
- community

Plaza — gathering place oriented

Village plaza located on a current vacant lot or trailer park lot

Well-lit public facilities, restrooms

Depot (including shuttle service) if light rail/electric trolley is established

Performing arts center at the Poor Clares site

Need:

- post office
- bakery
- deli
- art/public art

Visitor accommodations on McGregor property

Trailer park converted to neighborhood use

**OPEN SPACE/PARKS**

Park/playground

3 acre community park for all ages

Park on the bluff (State Park)

Improve landscaping and create a greenbelt around the area

Open space, field

Park vs. affordable housing

**DESIGN/INFRASTRUCTURE**

Open view to the ocean at the utility yard

Attractive night lighting — focal lighting

Sidewalks on narrow streets to be one side only

Bikeway along the railroad right-of-way

Paved textured streets

One way traffic patterns

Sidewalks:

texture

color

pattern

mix of design treatments to be consistent

Ornamental lighting (in original style)

Hanging flower baskets

Consistent design, materials/design

Community sign, gateway sign

Established design/development

## SEACLIFF VILLAGE PLAN

### Signage:

- reduce height of or eliminate 76 Union ball
- fewer stop lights
- directional signage

Mar Vista overpass

Improvements to Center Street

Pedestrian/bikeway improvements

Use native plants

Biodiversity

### **ISSUES IN GENERAL**

A sense of community

Historic character

Mix of uses (housing on top of commercial/neighborhood commercial)

Control auto speed including:

- speed bumps
- traffic calming
- narrow streets
- wider sidewalks
- connections to public areas
- restrictions on parking near homes

Preservation of views

Additional parking spaces

Subsidized parking

Alternative use on coastal scenic land as opposed to affordable income housing

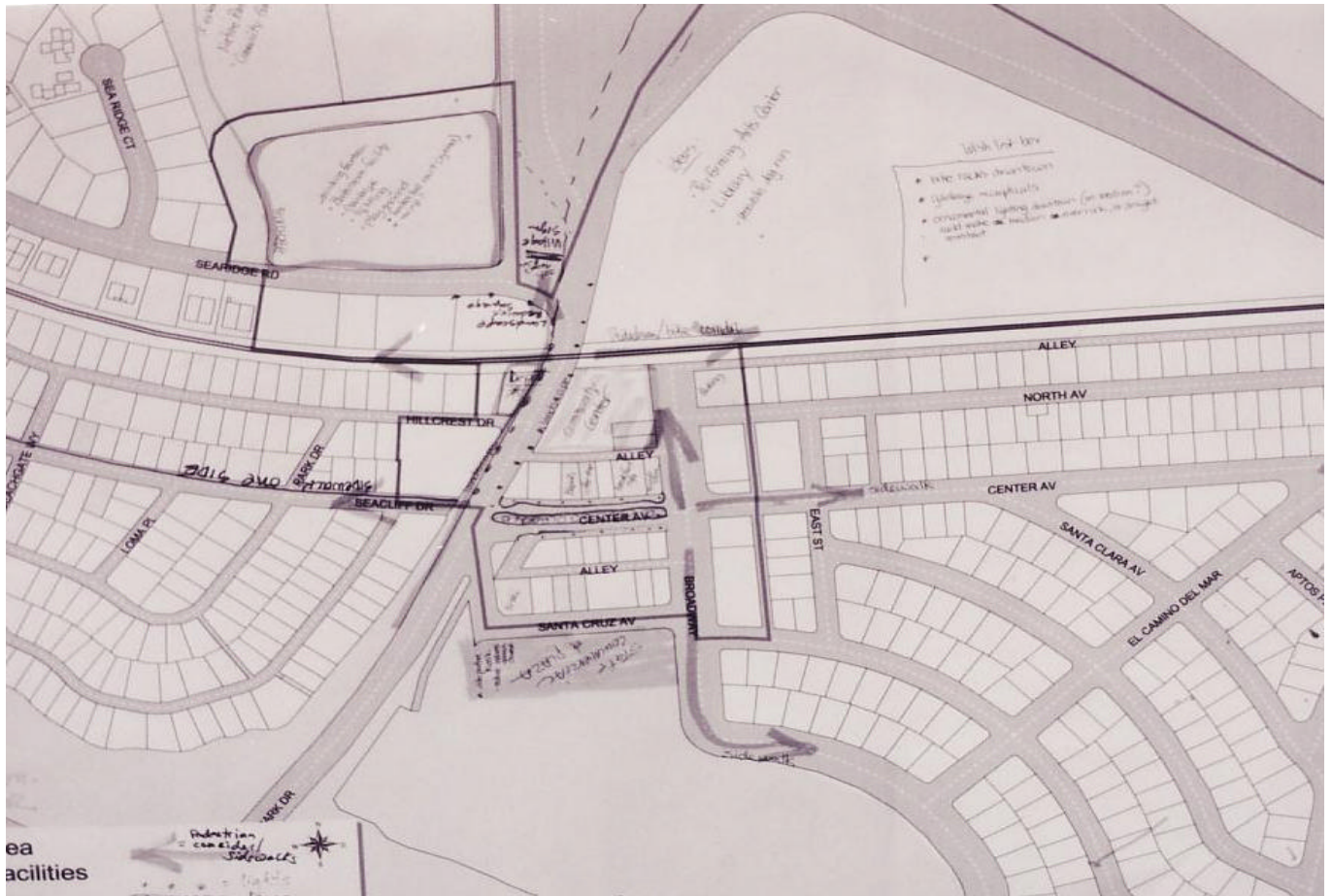
Include the two other parcels (Housing Authority and Church site) in the Special Community boundary

Nonconforming uses:

- allow variances
- put a time line to become conforming.

## 6.2 SEACLIFF VISIONS RESULTS OF COMMUNITY WORKSHOP #2 OCTOBER 21, 1999

At this workshop, participants divided into six groups and were asked to create land use maps for the Seacliff Village Plan Area. Their results are shown below. The originals are on file with the Planning Department.



# SEACLIFF VILLAGE PLAN

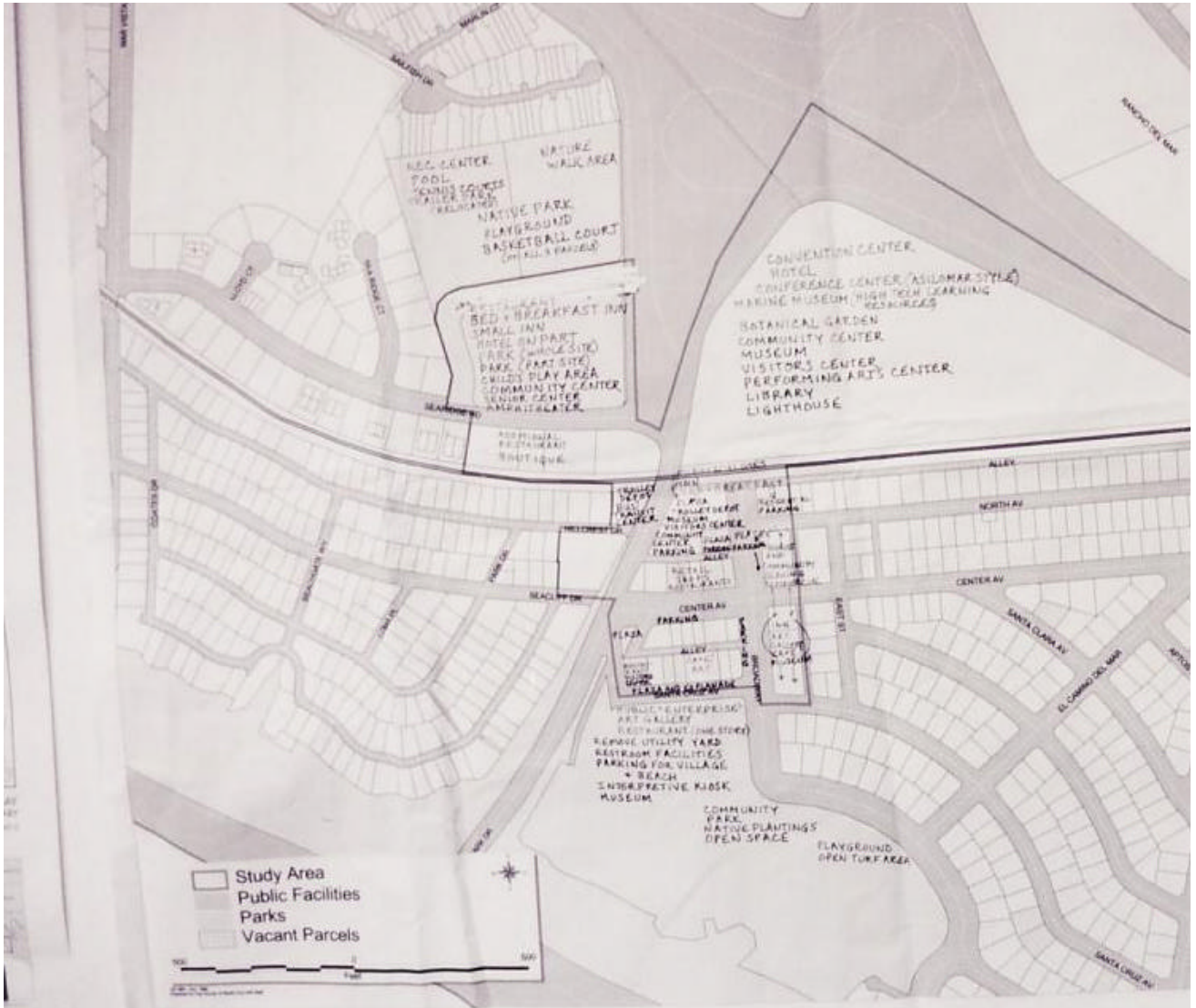


# SEACLIFF VILLAGE PLAN

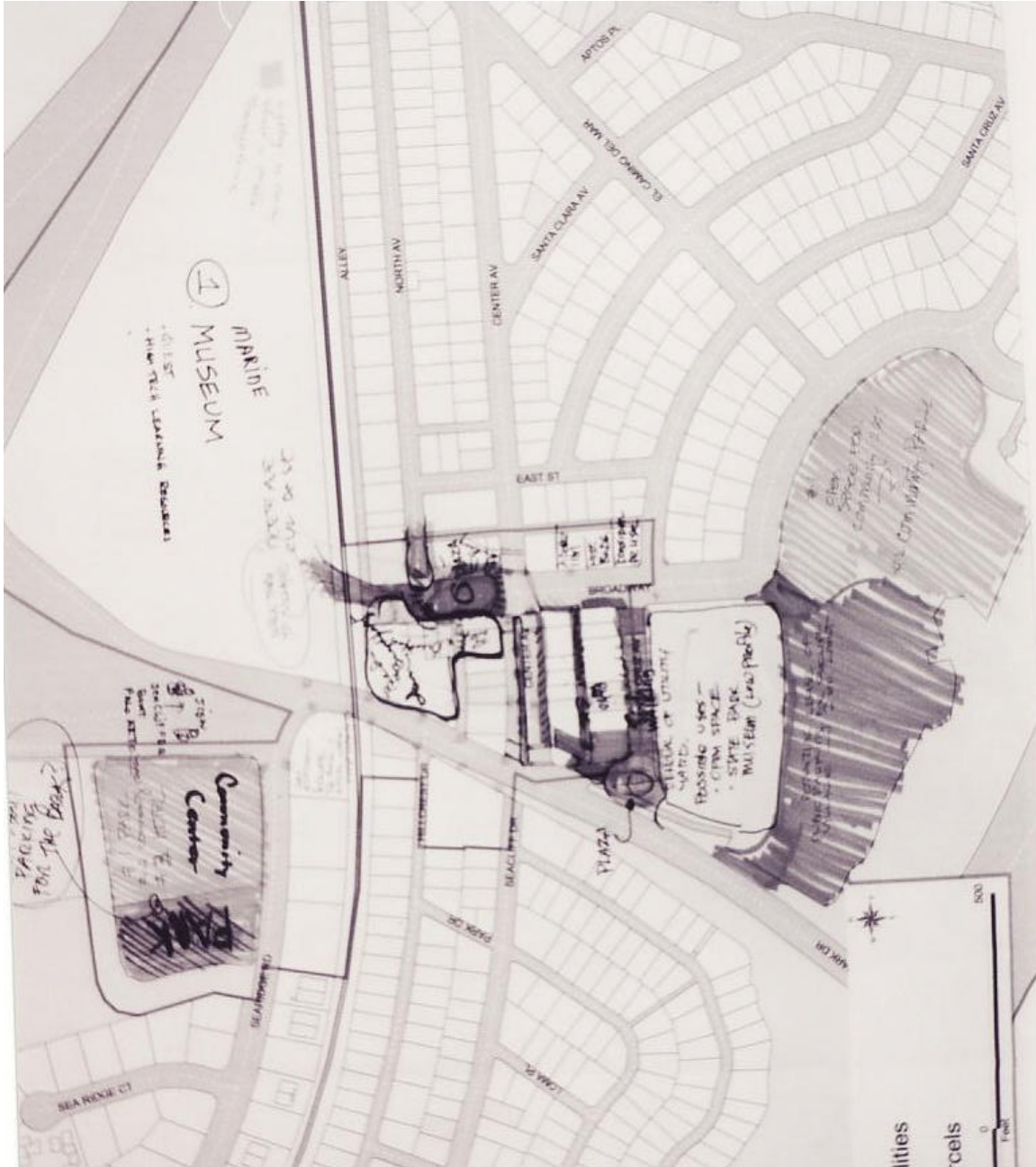




# SEACLIFF VILLAGE PLAN



SEACLIFF VILLAGE PLAN



## **6.3 SEACLIFF VISIONS COMMENTS FROM COMMUNITY WORKSHOP #3**

NOVEMBER 18, 1999

All streets in the area should be asphalt concrete.

Drainage, sidewalks, etc. for adjoining residential areas should be included in the Plan.

Broadway should be one-way.

Bond issue?

Need slides of Carmel.

Skateboard park?

Need to identify timing and scope of undergrounding project.

The Center Street building style should be reflected throughout the Village.

Use driftwood (like Lou Darrigo's) in area.

The welcome sign leading into the Village should be shaped like the SS Palo Alto.

New street lights in the residential areas (owners have to agree).

Pier restoration? (State Park jurisdiction).

Cement ship "lines" in Village?

Cement ship era style for Village?

- Sandstone walls,
- Tiering of land forms,
- Driftwood,
- Colored sidewalks (sand appearance).

Height, intensity, and direction of lights to not obliterate ocean views.

Avoid tall signs and trees that block views. Specify trees that do not grow tall.

Street lights to echo 1929 style (photo sample shown).

Wall should be installed near the railroad tracks to shield houses and for safety reasons.

## SEACLIFF VILLAGE PLAN

Identify connecting trails in the Plan.

Upgrade and beautify the railroad crossing (this item is funded).

Should have median strip on Center Street.

Relocate Lift Line

## **6.4 SEACLIFF VISIONS COMMENTS FROM COMMUNITY WORKSHOP #4 DECEMBER 16, 1999**

Trompe l'oeil effects in business windows.

Flexibility in design — uniqueness.

Have a uniform directional sign design, but not for business signs.

Do not allow too many signs — overwhelming.

City of Capitola requires wooden signs.

Santa Cruz Avenue is currently stark. Needs:

- trees;
- shrubs;
- benches;
- fountains.

Lighting should shine down to the street, not out.

Lights should have a consistent design.

Need to work with P G & E in choosing the light style.

Need pavement variety (Public Works likes concrete or colored concrete pavement. Need special or different maintenance?)

Memorial benches.

Benches should face each other.

The 3 lots at McGregor and Searidge should have special corner treatments with places for people to congregate.

Consider pitch canker disease when deciding appropriate trees.

Deep irrigation to prevent shallow tree roots.

Expandable grate for growing trees.

## SEACLIFF VILLAGE PLAN

Types of trees:

- live oaks,
- cypress,
- redwood,
- deciduous trees?

Avoid heavy shade in winter.

Work with Caltrans on tree species.

## **6.5 SEACLIFF VISIONS COMMENTS FROM COMMUNITY WORKSHOPS #5 AND #6 JANUARY 13 AND 14, 2000**

Benches, lights, bollards, trash receptacles, paving, material for public amenities:

- keep these simple;
- pedestrian scale;
- color, style, design;
- not too delicate or fancy.

Consider a variety of roof lines. There are some unique styles that could be preserved or improved.

Parks/play areas should have artistic, sculptural land forms. Fake fog mist?

Minimize impacts of construction to merchants and property owners.

Allow a three story building at the Longacre site (APN 42-022-08).

Undergrounding:

- make sure that undergrounding includes side areas/streets off of the main streets);
- the undergrounding project should coordinate with all other infrastructure projects, especially the retaining wall along Hillcrest.

There should be a plaza at the corner of Center Street and Broadway.

Marine museum at State Park.

Do not widen State Park Drive to four lanes for roadway use.

## **6.6 SEACLIFF VILLAGE PLAN - DESIGN SURVEY RESULTS DISTRIBUTED NOVEMBER, 1999**

The following are comments and/or suggestions that were received from the Seacliff Community Plan - Design Survey, which was distributed to members of the Seacliff community at the November 18, 1999, Workshop. A total of thirteen responses were received:

Survey Questions:

**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?**

Attractive Places: Landscaped entrance to Seacliff State Beach (State Park); views to the Cement Ship (SS Palo Alto); the Pier; ocean views; Seacliff beach; most of Center Street; views from Seacliff Drive; many neighborhoods; visitors center; State Park Drive gardens; Mar Vista Drive gardens; plus many residents' beautiful gardens; Aptos Square; Manuel's; Cafe Rio.

Unattractive Places: The entire city (village) center; Rio Del Mar Beach; flat land on cliffs at Seacliff (add trees, park, tables); Union 76 sign and other signs; Lift Line vehicles blocking ocean views; Trailer Park; Seacliff Plaza store; Sno White complex; residential area; the McFadden homes especially on W. Seacliff Drive next to Seacliff Plaza store; (entrance) State Park Dr. & Center St.; Union 76 corner and restaurant from railroad tracks to the plaza entrances; Bob's Grocery (no landscaping); some places are "funky" but probably due to poor business.

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

Local Landmarks: Cement Ship - leave it alone and allow it to deteriorate gracefully; the block of buildings on the south side of street; State Park sign; the Visitor's Center at Seacliff Beach; the ocean itself; old "Cook Book" restaurant; Seacliff plaza; Mediterranean; Manuel's; picnic area at Seacliff Beach; Nisene Marks State Park; old swimming area on Aptos Creek.

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

Community Character: Nautical; small (scale); stucco or wood, natural colors, lots of trees, greenery and benches; eclectic collection, as is, but spruced up a bit; Frank Lloyd Wright, natural materials and complementing colors; interesting, beautiful simple design; a village feel; I like palm trees, cypress, redwoods; 1920's, with mission type architecture; Spanish style; keeping it clean; no palm trees; flush out the style of buildings on Center Street to old time fishing village, perhaps similar to Eureka by the water; shops to accommodate local residents as well as tourists; Mediterranean or Spanish style with palm trees; soft hued colors, mixed designs as evolving



**SEACLIFF VILLAGE PLAN**

from existing designs; one style should not be dictated, rather cleanliness and personal expression of business owners; no specific theme, just upgrade the funkiness to newer, higher quality materials; keep 1 story in area, except along south side of Center near Manuel’s; coast live oak; a few palms ok; all natives to pick up on State Park landscaping.

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

	Yes	No	(No response)
Under-grounding of over-head utilities along State Park Drive?	12	1	(0)
New directional and informational signs?	11	0	(2)
Development of a public plaza area?	11	2	(0)
Development of safe pedestrian access? (Sidewalks, crosswalks, bike lanes)	12	0	(1)
Landscape installation and beautification?	11	0	(2)

Other Public Improvements: We need a playground for small children; under- grounding of utilities should be extended to Mar Vista Dr.; street lights, we are paying taxes for them and don’t have them in all areas; decent drainage; nice bus shelter; sidewalks; provide space for safe travel, emergency service vehicles and pedestrian access along west side of Seacliff; rubberized track at State Park Dr. and Mar Vista Dr.; pedestrian overpass at Mar Vista Dr. and Hwy 1; dog park; light rail trail stop; more pedestrian orientation; underground parking with a park on top; bicycles should be emphasized.

**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?**

Annual Event: Classic Car Show, (Concours D’Elegance); we already have Aptos 4th of July, October Fireworks, Christmas Parade, Cement Ship Festival and Blues Festival, these are enough; Art, Wine and Food Festival; Chowder Cook-off; tie-in State Park celebrations to the village, build on what already happens; do not allow private people to rent the (entire) beach; Festival Del Mar, with proceeds going towards the restoration of the SS Palo Alto or improvements in the community.

**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.)**

Funding Sources: All of the above; State, Federal Grants; County Taxes; Packard Foundation; CSAs and if possible, redevelopment; grants for parks, handicapped access; the County should know where to get the money.

## SEACLIFF VILLAGE PLAN

**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?**

Other Comments: Preserve all ocean views; clean up Aptos Creek; eliminate street lights and remove sidewalks (keep rural character); promote the art work of our local artists with a Galleria at the trailer park location; promote tourism with more shops, restaurants, a small hotel, gardens, events; also tours of beach areas, Nisene Marks, Aptos Village history; restore the "Sun Tan Special", train stop at Seacliff; underground parking, a couple of stories high, maybe where mobile park is; provide incentives for private property owners to upgrade their properties; have more controls for signs and enforcement of sign violations; if adding lighting, use fewer historic lights as opposed to many, which would lead to a cluttered look; landscaping along east side of State Park Dr.; I've lived in Aptos for 22 years and the Seacliff area is the "pits" as is - great potential; land use - slow down - even PUD's have green spaces; allow more parks; provide something for the residents, not just for tourists; we like one-way streets, sidewalks and street lights; there should definitely be a park - somewhere - we should incorporate this into the plans, otherwise we will never see one; a museum would be wonderful; can't we do something with the (utility) yard, housing vans and other equipment on prime ocean front property ?/!; your workshop meetings are well organized and productive - keep up the good work!

## **6.7 COMMUNITY DRAFT REVIEW COMMENTS MARCH 9, 2000**

The first draft of the Seacliff Village Plan was presented to the community on March 9, 2000. The following are comments from that meeting:

Kumar property (APN 38-081-36):

Explanation of types of visitor accommodations.

Do not want franchise look.

Park funding sources other than the General Fund.

Urban Park Fund — applicable here?

Poor Clares property (APN 42-011-06):

Two story design only.

Why do we need another conference center?

Examples of conference centers (El Encanto, El Hananto, Santa Barbara).

Plan should establish the maximum number of rooms allowed.  
Museum more appropriate?

What about equal use of visitor accommodations and museum?

What about retirement housing for the elderly?

What about a senior center?

Center Street block:

Area for gateway with sign.

Commercial gateway.

Relocate utility yard.

## SEACLIFF VILLAGE PLAN

Parking requirements still too onerous. Prefer previous parking ordinance that waived on-site parking for lots less than 60 feet in width.

Negotiate with State Parks for use of their parking lot.

Trailer parks (APN 42-021-01 and 42-023-14):

There was an art gallery once in the existing manager's quarters.

How long does the permit last?

What are small scale visitor accommodation units?

Belief that current owner thinks that transient occupancy means a maximum seven month stay.

There is a serious housing problem. Where will we go?

Relocation of tenants.

Cannot support eviction of tenants, prefer attrition.

Adobe Hacienda (APN 42-032-12):

Where will the people go?

Where will people shopping there park?

It is the only housing for single women, elderly with parking inside, full time gardener. Housing Authority places people there.

Commercial will be a big problem with parking.

Should be a historic building "real adobe walls".

Longacre parcel (APN 42-022-08):

Should be used for parking.

Owner wants residential use on parcel.

Museum on State Park property:

Do not want on open bluffs.

Do not want it where maintenance yard is currently.

## SEACLIFF VILLAGE PLAN

This is our open space.

Great views.

Parking lot is also open space.

Against the idea of a museum in any location because of the number of people and traffic it would attract.

Petition read by audience member against museum on State Park property.

Circulation:

Bulb-outs?

More new commercial uses = more parking.

Deal with parking at the time development is proposed.

Less restrictive parking does not make sense.

General Comments:

Why have more business in the Core area?

Why more visitors?

What is the driving force behind the Plan?

Do not want any plan.

Concern about removing existing parking to accommodate State Park Drive improvements.

Plan is not geared towards people in Seacliff.

Plan does not promote commercial development.

Area has not changed since 1969.

Too many lanes of traffic.

Whole area should be looked at.

Like proposed location of park.

Like things as they are, too many proposed visitor accommodations.