



CITY COUNCIL AGENDA REPORT

DATE: 6/16/2015

AGENDA OF: 8/04/15

DEPARTMENT: Planning

SUBJECT: Corridor Planning Process and Rezoning Update (PL)

RECOMMENDATION: Receive presentation on Phase I of the Corridor Planning Process.

BACKGROUND: The purpose of this meeting is to provide the Council with an update relating to the completed work on the Phase 1 portion of this planning process as well as provide the current public outreach calendar.

In July of 2012, the City Council adopted General Plan 2030 and its corresponding land use map. The General Plan calls for increased density and mixed uses on strategic areas along the City's primary corridors (Soquel, Water, Ocean and Mission). These change areas are intended to encourage infill development and mixed-uses while reducing auto-dependency. The current zoning is not consistent with the new General Plan land use map and is in need of rezoning. On April 28, 2015 the City Council awarded Dyett and Bhatia, Urban and Regional Planners the contract to assist staff with the corridor planning and rezoning; a multi-disciplinary 18-month process. The entire process includes the following components:

- Background Report and initial economic analysis;
- Development of a template for the zoning code that is easy to understand, maintain and amend in the future to respond to changing market and conditions;
- Data collection and analysis related to; economic feasibility, parking analysis, circulation, urban design and complete streets and streetscape improvements;
- A strong public outreach program involving an advisory committee, community interest groups, stakeholders, web outreach, Planning Commission and Council;
- Development and presentation of three distinct case studies that will include 3D modeling and will address compatibility with adjacent neighborhoods and economic feasibility for developers;
- Proposed parking management strategies, right-of-way and streetscape improvements;
- Specific recommended changes to other city plans including the Seabright Area Plan and Eastside Improvement District Design Guidelines; and,
- Draft and Final Zoning Code for General Plan change areas.

In addition to the awarding of the contract to Dyett & Bhatia at the April 28, 2015 meeting, Council directed staff to develop a Corridor Advisory Committee, comprised of current appointed Commissioners and Councilmembers and three additional members of the public. The proposed makeup of the Corridor Advisory Committee was to be:

- Four Planning Commissioners
- Two City Councilmembers
- One Arts Commissioner
- One Transportation and Public Works Commissioner
- One Historic Preservation Commissioner
- Three members of the public-at-large

Appointments were made by the Mayor and accepted. The Corridor Advisory Committee members will be receiving background materials and will be invited to public workshops scheduled for August and September, with their first official meeting convening in October. Invitations to the public workshops will also be extended to the entire City Council, Planning Commission, Transportation Commission, Arts Commission, Historic Commission and staff. Notices will be posted consistent with the Brown Act. Please see the attached tentative calendar for the project. Updates will be presented to the Council at milestones of the project.

DISCUSSION:

Phase 1 of the process is nearing completion of which, the deliverables include; a background report, stakeholder interviews and a zoning code template. The Corridor Background Report covers the context and setting on the corridors, street typologies, public realm and streetscape, and land use and development opportunities.

The August 4, 2015 City Council meeting will primarily consist of an update on the status of the Corridor Planning Background Report, stakeholder interview summaries and project schedule. A draft zoning code template was presented to the Planning Commission on June 25, 2015 for discussion and direction as well as the Corridor Background report and stakeholder summaries.

FISCAL IMPACT: The contract with Dyett & Bhatia for this work scope was previously budgeted and awarded. Work related to this update will have no fiscal impact.

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Available for public review at Planning Department Room 107.

ATTACHMENTS:

Existing Conditions Report
Santa Cruz Sequencing Diagram 18-month