



East Cliff Village Shopping Center Community Workshop – April 29, 2013

Workshop Summary

On April 29, 2013, about 150 people participated in a meeting at the Simpkins Community Room to discuss possible new development and envision an economically vibrant and sustainable future for the East Cliff Village shopping center site. The meeting was hosted by the Santa Cruz County Planning Department, Supervisor Leopold, and representatives of the property owner, Barry Swenson Builder. The meeting began with a review of existing conditions at the site, including recent economic analysis of market demand for various types of development that could be feasible at the East Cliff Village location. The main purpose of this workshop was to hear from community members about their ideas and preferences for the site. The feedback gathered at this meeting would be used by the property owner to prepare concept design scenarios for the site, to be discussed at the second community workshop held on June 3, 2013.

April 29th Workshop Overview

The workshop consisted of two main parts. Property owner representatives and County staff opened with a presentation introducing the site and existing uses, as well as some background on the Transit Corridors Plan for Sustainable Communities in Santa Cruz County. The presentation included a review of the preliminary economic findings for the mid-county area that were generated by consultants through the current Economic Vitality planning effort of Santa Cruz County. The Presentation provided the background necessary for an informed community discussion.

During the second part of the April 29th workshop, participants formed small groups to talk about how the East Cliff Village Shopping Center could change and be improved. The groups took notes as the following questions were discussed. Copies of the original notes from each group, as well as a listing of all comments, are included as an appendix to this memo, and will be available by June 6th at this link:

<http://transitcorridorsplan.org/workshops-and-meetings/community-workshops/>

- 1. How would you describe the existing character or feel of the center?**
 - a. How can the character of the center be improved*
 - b. Are there other shopping centers, locally or elsewhere, that have characteristics you would like to see incorporated into this center?*
- 2. What are your thoughts about the placement of buildings on the site and the height and scale (massing) of existing and potential future buildings on the property?**
 - a. How could the placement and massing of the buildings support sustainability of the center and the larger community?*

3. **What are your thoughts about establishing residential, office, and/or medical office uses at the center?**
4. **Are there specific commercial or service uses that you desire at the center and that you would patronize on a regular basis?**
5. **Are there events or activities that you would like to see at the center?**

Many of the discussions were free-flowing and not strictly limited to the order or format of the questions, but clear themes appeared as the discussions progressed. Following the small group discussions, each small group reported back to the whole group about their ideas and concerns about the Shopping Center. The reports from the tables showed that there was substantial agreement on many of the types of businesses that people would like to see at the Center, on the importance of the Farmer's Market, and about some of the current unmet needs in this area of Live Oak. These common themes are reviewed below.

Common Themes in Response to Questions 1 and 2 about the character of the existing site; and about the siting, scale and massing of future buildings on the site.

Many people described the existing shopping center as old, out-dated, run-down, and unsafe. However, community members like the frontage landscaping, the Farmer's Market, and existing uses such as the video store, bakery, dog groomer and dry cleaners. There does not seem to be a consensus about the character of the center, with some saying that it has no character while others like the current Spanish / Town and County style and covered arcades. There was broad agreement that the site has more parking spaces than needed, the stores seemed disconnected from East Cliff Drive, and that the parking lot should not be such a dominant feature of the development. The need to "activate" the site was a strong theme. Many people stated that vehicular access into and out of the site was difficult, and that it also was not comfortable for people who are walking or riding bicycles. People indicated that the site should have better lighting, additional landscaping and be more vibrant.

In terms of building siting, scale/height and massing, most participants were accepting of two or three stories at appropriate locations on the site, which would be consistent with existing zoning standards for the site. Several comments were made about transitioning heights from East Cliff Drive, starting with inviting landscaping and lower buildings set back behind the landscaping along the street frontage, and then increasing toward the center or rear of the property. Other participants mentioned a lively street presence, with street-café style seating along the East Cliff Frontage as a way to maintain a larger setback to buildings. Incorporating "community gathering places" such as outdoor seating areas and an area that can continue to accommodate the Farmer's Market and other community events was strongly supported.

Examples of other local centers that participants appreciate for the services and the public gathering spaces include Swift Street Courtyard in Santa Cruz (Kelly's Bakery, Bonny Doon Winery, etc.), Seabright Brewery, and the Aptos Shopping Center on Soquel Drive in Aptos (Coffee Roasters, Outside-In, etc.).

Common Themes in Response to Questions 3 and 4 about possible future medical, office and residential uses, as well as ideas about specific commercial businesses desired at the site.

In discussing specific uses for the shopping center, opinions were split over the question of residential uses on the site, with some groups strongly opposed, one strongly in favor, and several preferring senior housing or a limited number of units in a mixed-use configuration rather than a section of the site being dedicated exclusively to apartments or townhomes. However, there was also a recognition that the rear of the site currently is a “dead zone” which presents safety concerns, and placing residential uses to have “eyes on the site” during off-hours could be beneficial. Concerns about the loss of neighborhood commercial property, the lack of nearby commercial goods and services, and worries about traffic and safety issues came up in the context of the residential discussion.

Most groups were supportive of the idea of medical or office uses on the site, though a few pointed out that there is vacant office space throughout the County. However, the economic consultant has determined that the Mid-County area office vacancy rate is about 6%, which means that the market could support additional office space. The existing health-related businesses on the site were generally considered positively, and the prospect of a family-oriented expansion site for the Women’s Health Center was supported.

In terms of specific uses the community would patronize, many ideas were generated. The most common among them were food-related uses and personal services including:

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

Community gathering space, either formally for events or informally via a public space with seating that is attractive for pedestrians, safe for families, and dog-friendly, was an extremely popular idea. It was clear that the function of the existing center as the location for the Sunday Farmer’s Market is very important to the community, and that neighbors would like additional opportunities to interact casually with one another. Comments included the need to pay attention to providing safe access to any gathering site for walkers and people with children in tow.

Common Themes in Response to Question 5 about events and activities desired at the site.

When considering events or activities that people would like to see at the center, retaining the Farmer's Market at the site was mentioned by every group. Other event ideas tended to be in a similar vein of regularly-scheduled, community-wide events such as:

- Monthly Antiques market
- Summer-time weekly outdoor movie night
- Concert series
- Seasonal craft fairs
- Art and Wine festivals
- Similar special, periodic or annual events.

Next Steps

The next meeting will be held on June 3, 2013, at the Simpkins Swim Center. The property owner will be presenting concepts for the community to review at that time.

Appendix:

List of Comments and Pictures of Group Discussion Posters

DISCUSSION QUESTIONS

- ① HOW WOULD YOU DESCRIBE THE EXISTING CHARACTER OR FEEL OF THE CENTER?
 - How can the character of the Center be improved?
 - Are there other shopping centers, locally or elsewhere, that have characteristics that you would like to see incorporated into this center?
- ② WHAT ARE YOUR THOUGHTS ABOUT THE PLACEMENT OF BUILDINGS ON THE SITE AND THE HEIGHT AND SCALE (MASSING) OF EXISTING AND POTENTIAL FUTURE BUILDINGS ON THE PROPERTY?
 - How could the placement and massing of the buildings support the sustainability of the center and the larger community?
- ③ WHAT ARE YOUR THOUGHTS ABOUT ESTABLISHING RESIDENTIAL, OFFICE AND/OR MEDICAL OFFICE USES AT THE CENTER? **small office spaces needed*
- ④ ARE THERE SPECIFIC COMMERCIAL OR SERVICE USES THAT YOU DESIRE AT THE CENTER AND THAT YOU WOULD PATRONIZE ON A REGULAR BASIS?
- ⑤ ARE THERE EVENTS OR ACTIVITIES THAT YOU WOULD LIKE TO SEE AT THE CENTER?

*Flea Market / Antiques Mkt.
Music.*



DISCUSSION QUESTIONS

- HOW WOULD YOU DESCRIBE THE EXISTING CHARACTER OR FEEL OF THE CENTER? *old outdated. under utilized*
 - How can the character of the Center be improved?
 - Are there other shopping centers, locally or elsewhere, that have characteristics that you would like to see incorporated into this center?
- WHAT ARE YOUR THOUGHTS ABOUT THE PLACEMENT OF BUILDINGS ON THE SITE AND THE HEIGHT AND SCALE (MASSING) OF EXISTING AND POTENTIAL FUTURE BUILDINGS ON THE PROPERTY?
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- WHAT ARE YOUR THOUGHTS ABOUT ESTABLISHING RESIDENTIAL, OFFICE AND/OR MEDICAL OFFICE USES AT THE CENTER?
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- ARE THERE EVENTS OR ACTIVITIES THAT YOU WOULD LIKE TO SEE AT THE CENTER?



GROUP #1

①

a) love gardens

~~access~~

love farmers market *

feels home like

architecture has character

b) we like the feel of Swift street shopping
wineries / Kelly's bakery / icecream

Seabright Brewery

2. 2 story w/ housing + balconies
4th + Portolla
(Billabong building)

like Santa Barbara style blding (Sweet)

would like courtyard atmosphere (sitting + walking)

Park on East Cliff side - shops etc in back
apts. looking down
into courtyard

not just one courtyard. Terrace look, maybe 3 stories

some non-profit public interest museum

Children's Discovery Museum

take advantage of southern exposure

not easy walking
or bike access

dangerous on East Cliff

sometimes scary after dark

needs better lighting -
indirect lighting

③ * Not a big health care center

* family restaurants like Carpos

* Shoppers' corner

* Cafe, ice cream

* bakery

* brew pub

* outdoor stage for music, movies

* allow food trucks to ^{schedule} visits

* Trader Joes

* small Apple Store

we love the video store

- Existing - old, worn out, under utilized, scary. Farmers Market pasture, more lighting needed.
- Character - 2 story with offsets, covered areas, more landscape.
Less automobile impact, more courtyard, open area for public gathering.
Community
ie Kelly's west side, swift st. Aptos station.
East Cliff traffic impacts are now negative - Improve

GROUP 2

- Building placement - office toward the back of the property - destination
Retail to be located with more visibility on E. Cliff.
Parking toward the rear for retail.
- Area already impacted with residential - No more residential!
Favor - retail and office - medical services welcome.
live - Seabright Brewery
tasting room local winery & beer
- Specific uses - small grocery "Sprints" ^{"Aptos Market"} coffee, cleaners, tasting room local winery & beer
bike shop, veterinary office, medical office
Bakery. Surf shop. Deli.
Bakes type. Educational service.
- Support phased development -
- Events - Farmers market, Wine events, Local art,

Security very important!

Residents of
14th Ave. Neighbors
- Project -
Black Point -

1) Gathering place (open feel), beautiful landscaping,
^{family / community}
Improvements: Public restrooms?, comfortable gathering
spots, Restaurant w/ outdoor seating.
Other centers: Swift St., Galleria

2) Not too high, Build toward back, maybe
more office / tall in back, retail / mixed
up front

Sustainability, e.g. Office workers supporting
sandwich shop; fresh veg sales bought by
sandwich shop;

3) Rent costs? Not against either medical,
residential. Entrainment of business
with a center 'Theme' (Chi Center, Integrative
medicine, Women's health)

4) Outdoor dining, Beer garden / live (acoustic)
music; Small fresh veg / fruit market, bike
parking; food trucks

5) More frequent farmer's market; hand made goods,
educational / family activity / interpretive?

TODD

GROUP 3

1) EXISTING CHARACTER

GROUP 4 143

DEPRESSING + DEPRESSED

CHARMING OLD WORLD CHARACTER,

HAS NOT BEEN MAINTAINED

GREAT LANDSCAPING - 1

SMALL SCALE COMPARED TO OTHER CENTERS

HAS LOST ORIGINAL DRAW / USES (SERVICES)

a. maintenance, freshen-up

b. more mixed-use

vitality
public spaces
(Petaluma)

like Town + Country style

keep diverse landscaping!
local/native

2) BLD. MASSING + SCALE

- 2 1/2 story limit

- more density desired - more use of space

- like residential on top floors (more density)

- commercial below

- like 3 story

- (near existing 3 story res.)

- no "tall" blds. @ E. Cliff Frontage - (tall = 3 stories)

- maintain Village feel

- yes for some to have taller buildings @ frontage

GROUP 4

m. Banting

3) Residential, Office, med. office uses?

- Support office + medical office
- Support for residential / mixed-use
- like "owner-occupied" residential
- "eyes" on the neighborhood desired

GROUP 4 2.13



* Community health center

- Support for office bld. ideas + office in general
- rental housing issues / note concerns,

4) ~~Other~~ USES DESIRED

Grocery
Pharmacy
Hardware store
Restaurant / Cafe
Coffee
Farmers Market
East Cliff Video?



F. Market

Western Union

Post Office Drop / UPS

Serve the local demographics
(the center is not just for tourists)

Activities

5.

Farmers Market

Biking (provide facilities)

Program ~~in~~ Community Events
(no amplified music)

Promote Walking

GROUP 4 3+3

① Plantings are beautiful!

GROUP 5

• Chi Center # 7 good - we like existing businesses
2 Store

• A place where people can walk, with plantings

Pharmacy - like Westside Pharmacy

Medical Center or Women's Health Center

Utilize beach traffic - service tourists

Restaurants, surf shop, bike rentals

Spanish/Beachy Decor

Back area - have 2-3 story bldg

~~Educational~~ ^{mixed use} - residential
- services
- small market
- technology incubator
Add a bike rack
Play area for kids.

Water

Fountain

②

An open + varied bldg/space - single story -

Keep Farmer's Market

Keep landscaper + plantings

• Add hanging plants

Add food sources

Restaurant
Outdoor Seating
like the
Buttery
~~the~~

→ Walking path along
perimeter of beach.
with good lighting.

Swift St. Courtyard
Outdoor seating

GROUP 5

* TRAFFIC - ACCESS TO 17TH AVENUE

- USES - RETAIL / OFFICES / HOUSING ? ALL MIXED

* - OUTDATED / NEEDS TO BE UPGRADED /

GROUP 6

- LIKE TO MAINTAIN 'VILLAGE' FEEL

- LIKE ARCHITECTURAL STYLE

* - SMALLER SCALE,

* + RESTAURANT, SMALL ^(DECENT) GROCERY,

* - SIGNAGE, IDENTITY NEED TO BE DEVELOPED
"SENSE OF PLACE"

- HEALTH CENTER (NOT ^{EXPOSURE} NECESSARY ~~NECESSARY~~)

* + 2 STORY LIMIT - PARKING IN FRONT /
BUILDINGS IN BACK / SIDES

* + SUBSIDIZED OPEN SPACE - COMMUNITY SPACE
(FARMERS MARKET CHILDRENS EVENTS
COMMUNITY DEVELOPING EVENTS)

* - PUBLIC TRANSPORTATION ESSENTIAL TO ALL DEVELOPMENT

+ BRING SERVICES TO COMMUNITY
HEALTH CARE NOT ACCESSIBLE TO ALL IN THE AREA

* - DON'T WANT "SQUEEZE", KEEP OPEN SPACE FEEL.
OUTDOOR DINING

- OFFICE UP / RETAIL DOWN.

* + INTERESTING VISUAL EFFECTS / ATTRACTIVE
LANDSCAPING / STREET PRESENCE

GROUP 6

- LIVE OAK NEEDS A VISUAL / ARCHITECTURAL IDENTITY ALONG AVENUE

- ① Fixed, outdated, comfortable, + low story, dark, lots of pavement, + planting, needs updating, pavement repair needed, never not spending attention on details, + Farmers market
 Character went down since Police went away, love the garden!! But feel safe after dark

1a - new landscaping, add solar, repair pavement, reduce carbon footprint, recycle water

We like: Video store, toy cleaners, bakery, medical clinic, Color store, hairdresser, laundromat, dog groomer and Jeli

- 1b - Westside - Kelly's out door dining, Swift street (store fronts closer to street), pedestrian friendly
 carry off trash from beach to use
 And get back - reconnected
 public out and sitting, a plaza, Englewood in Seaside near France St, + picnic tables
 No sight of noise pollution

- ② Meeting should be at back of parcel, no second story, second story in back, mixed use may be ok but water is critical. Traffic is issue, especially during summer.

- ③ Residential maybe ok, health center could lease space, accessible to all not to just the segment of population
 donate space to women's medical clinic

- ④ Drug store, Shoppers Corner, Deluxe Foods, Game store (bad use) Stand over stores, Senior Services, better facilities, more attractive stores, a "real" bakery, Emily's, Kelly's, Non-profits, beach store

- ⑤ Farmers Market, Concert Series, out door movies - community participation, grass space for community yoga

* Surplus parking could be used for beach parking

& behavior for businesses?

GROUP 7

Describe Existing Ctr:

GROUP 8 1.4.3

- disjointed
- depressing
- * Farmers Mkt is good
- wasted space
- hard to walk
- NO character
- NICE landscaping
- not many useful businesses

How Can it Be Improved:

- better tenants
- beach services (surf / bicycle)
- grocery store (doesn't have to be huge - just handy)
- don't favor residential use - (split ideas) some like 2-story
- restaurant(s)
- better security in back (creepy now)
- coffee shop
- drug store (e.g. CVS annex - like in Deer Park Ctr.)

Other shopping ctrs. we like:

- Swift Street complex

Placement of Buildings

- One story or two story (no higher)
- More walker-friendly
- If clinic or office bldg - it should be in rear
- Retail in front (East Off)
- Stores more cohesive - not in a line
- Landscaping; green space in middle? → plaza or bandstand for events

GROUP 8 1.4.3

Thoughts on residential, office, medical:

Residential - 3/4 group NO ; 1/4 group yes

Office - fine

Medical - fine

> Preferable in rear of property
* Provided there is ample parking
for these offices

? Community Center or Room

Specific commercial/services that you would use:

* ① Grocery store

② Drug store

③ Cleaners / laundromat

④ Video store

⑤ Restaurant - especially breakfast place

⑥ Bank Kiosk with ATMs
(major banks)

Events / Activities

- Farmers Market
- Musical events - for children / adults
- Craft Fairs
- Art show or art & wine event
- Outdoor movie night (family oriented, "bring your own chair")
- Car Show

* ① missing the drugstore, + post office

GROUP 9

1 of 3

run down, depressing, vendors

family grocery store needed - smallish new leaf or shoppers center
(cheaper) → less walking
currently to Harvans, Shoppers, + 41st.
veggies

* current landscaping is really appreciated.

Spanish tile roofs = nice

Farmer's market - must stay

Circulation - off E. cliff = difficult

Centers they like - Nob Hill, mixed, good re-do.

Old mall - adjacent - owner wants to say limit ht. on that side. (to the R D avenue)

Comment - limited demographics in north.

many folks like Kelly's Center Plaza

Aptos - one w/ Cotte Roasters

Quality Bakery
Bakery
food -
brewery

* people wanting the social liveliness of food service. Farmer's Market shows this

Future meeting = site plan to show existing footprints

(prepare food + landscaping)

* 2

Summary:

Key points

Farms must stay

gathering spot

social business

family destination

Food options / quality grocery, produce

medical is popular

design

2nd story fits in, 3rd in back

sidewalk / entrance issue

demographics is limited at meeting

we
like run and
walk, open

GROUP 9 2 of 3

#2 Medical etc on back, or resid., save frontage for retail.

People seem ok w/ 1 story,
why not 3? nothing else is - ~~uncharacteristic~~ of area.
Changes character to over-urban. Slippery slope.
If 3, in the back. Apts are a bit higher anyway.
Setbacks - First, need the ped improvements
to have pedestrians.

Concern @ small setback making space for
farmers mkt - would need a courtyard.

Consider adding to property to solve problems.
on frontage

Simple design. Modern glass bldg on 41st is
admirable.

#3 Medical great ideal professional services yard.

Residential - some people say fine. Others think
resid = circulation problems. Some think
poor site for that.

Fast food - either thumbs down or would
need special design.

Starbucks, or Verve. ~~for~~ cafe's to work in.

GROUP 9

3+3

#4 + 5

Theatre - movies?!

Ice cream - frozen yogurt.

Sunnyside type fruit stand.

Young families need a nice destination to walk/bike to.

Expand farmers mkt in size.

Lots of desire for brewery (w/ food) + distillery.

Food w/ outside gathering + food dining.

Sidewalks + bike lanes part of making this kind of place work.

①

NO CHARACTER, SEEDY,
TURN-OFF, SCARY, EMPTY FEELING

GROUP 10

10/9

- MAINTAIN "GARDEN" FEEL
- PLANT MORE TREES
- ENHANCE WALKABILITY W/TRAILS OR PATHS.
- ACTIVITY OR EVENT SPACE
- VARIETY OF BUSINESSES
- TOWN COUNTR SCENER - EL CAMINO PALO ALTO.
- ARCHITECTURAL CONTINUITY
- BEACH "FEEL" DESIGN (BEACH BALL)
IE - NOB HILL SCENER
- PLAZA, FOUNTAIN, GATHERING PLACE
- RUSTIC, TREES
- OPEN AIR FEEL

GROUP 10

1 of 4

② - 3 MAX STORIES

GROUP 10

2 of 4

- HEIGHT - NO LARGE WALLS

- HEIGHT IN BACK SITE

SAFE DESIGN/FEELING
NICELY LIGHTED SITE

BUILDINGS SET BACK FROM ST.

DESIGN - i.e. LINCOLN AVE. & WILLOW ST.
SAN JOSE

- i.e. 41ST PLEASURE POINT PIZZA/
VERVE

- ART, PATHS, AMUSEMENT PARK,
EYE CATCHING.

GROUP 10

2 of 4

GROUP 10

3 of 4

③ WOMENS HEALTH CTR

④ AFFORD HOUSING

MEDICAL USES - OK

MIXED USE - OK

OFFICE - OK → BACK OF PROPERTY

RETAIL | RESTAURANTS - VARIETY

COFFEE SHOP, ICE CREAM

FISH MKT. - OPEN AIR PARLOR

FARMERS MKT. & MUSIC

DRY CLEANERS — PERMANENT

OUTDOOR SEATING

MEXICAN BAKERY + GAYE'S

SENIOR LIVING??

SURF SHOP

GROUP 10

3 of 4

⑤ GATHERING PLACE

GROUP 10

4.54

- MUSIC AREAS
- FARMERS/FISH MKT.
- BBQ
- WINE/BEER TASTING (LOCAL)
- FLOWERS, ART, SHOWS/EVENTS
- STAGE FOR OPEN MIC, THEATRE
MOVIES

GROUP 10

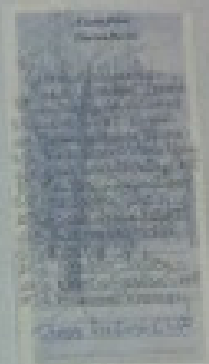
4.54

① Existing Character

- Feels like a parking lot
→ safety a concern
- Building looks run down
- casual, feels like a village
- Looks dated
- empty space

GROUP 11

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Needs

- Green Area / Public Space
- San Francisco Street courtyard or Aptos Village
- No office buildings - empty
- Services that are useful to the area

④ Specific Uses

No Alcohol

- Bakery (Kohlsaat's) - Repair Shop - Breakfast / Lunch Diner
- Steakhouse / Bar? - Consignment Shop - Drug Store
- Walk-in IN-N-out Burger - Physical Therapy
- Cinema - Sonoma Chicken Shack
- Casual Dining (HomeTown Buffet)
- Park & Shop - Knitting/sewing Shop
- Café (Starbucks / Petco) - Dance Hall
- Ice Cream (31^{Flavors} or Morionnés)
- Pharmacy (Westside Pharmacy)

③ Res/office/Medical

- Enough offices - Vacancy everywhere! ^{creates foot traffic}
- Medical Clinic → located @ rear of site near ext. Res. ^{+ Ancillary businesses}
- Something that encourages activity. <sup>* Family Clinic
- Low Income</sup>
- Senior Housing? (55+) - Local Businesses/Not chains.
→ Don't create huge traffic issue.

GROUP II

2 & 2

② Massing / Site Planning

- 3-story - 35' OK Nothing More
- Parking - Needed, but No Structured Parking
→ Better lighting.
- Soft Entry - Landscaped, Inviting, Safe - Step up Buildings from Street - transition soft to hard.

⑤ Events

- FARMERS MARKET MUST STAY

- Monthly Antiques Fair

- Music Jam

- Family Movies

→ outdoor seating for Restaurants

→ Food Trucks ←

① - NOT MUCH LIFE / MAGNETISM ^{innovation}

GROUP 12

1 of 3

- CHARMING but deteriorated

- LOTS OF RETIRED NEIGHBORS - need quality asset
possible 2nd floor (ie. Carport in Saratoga)

~~Charm~~ — 2 COMMUNITIES USE ECV.

hip - farmers market

lower income - neighbors : ethnic (Hispanic)

Talk w/ the HISPANIC neighbors

- Kelly's Bakery Development @ SWIFT ST.

MIXED USE OK! but layout : planning important

KIM - UGLY & OUTDATED Mis-Used - 1 Riff Rot

PARK'g LOT TOO BIG : MIS-USED

MIXED USE GOOD

like Farmers Mkt.

GOOD EXAMPLES : SWIFT / OLD SEASIDE

LINDA -

LOOKS BAD (like a Time Warp) likes Landscaping
LIKES - SWIFT ST.

LARRY -

MIXES KARAOKE LIKES SOME TENANTS

WOULD LIKE TO KEEP SCALE LOW. (ie Brown Bulls Ranch)

DWAIN -

USES CENTER OPEN street view zone / corner store

OK with existing center lower cost price point

LIKES MIXED USE

GROUP 12

1 of 3

LYNN - Lots of crime now (break-ins) ie. restaurants

if SECURITY good ideas - uses open til 10 pm
& BUILD A SENSE OF COMMUNITY

② MASS + SCALE

- Public Plaza (pedering plane)

1 story -

2 - not initially like 2

3 -

summary: # of stories less important
than quality of Design + Layout

Look @ Aptos Village Plan

* good mix of uses + heights

GROUP 12

2 of 3

③ USES - MIX of USE OR if done tastefully

④

- Restaurants

- Grocery Store

- Movie Theater

- Clinic's / Medical Use

- A PLAZA

- Hardware Store

NO Gun Shop

* - INDOOR / OUTDOOR USE

?

- SURE SHOP

OR - LOUNGE or Restaurant w/ Night Activity
alcohol served...

⑤

- MUSIC in Plaza

- FARMER'S MARKET

- Interpretive Center for
Monterey Bay TRAIL

- PLAZA

- HEAVEN

GROUP 12

2 of 3

- Better traffic control (tenant ... possible signal)

- Park'g an ISSUE

- Walkability - Pedestrian oriented

Transit - Bus every hour not very effective

- QUALITY DESIGN & MATERIALS

- Rooftop space & view

- Accessible (for wheel chair)

- Underground utilities a BIG +

- Ocean office - good

- also 13th & E Cliff office

17th & E Cliff restaurant

GROUP 12

3 of 3

GROUP 12

3 of 3

① RUGH, HIGH CRIME, EYE SOUND, LOW FUNCTION
(NOT NEIGHBORHOOD SERVICE) DISFUNCTION, NOT
WELCOME, SMALLER, QUIETER, LOW INCOME
RETAIL
1 DOUGH STORE, SPACE, MEXICAN/Latino

② RENOVATION, GROCERY STORE, MORE
LIGHTING, (~~KEEP~~ SENSITIVE LIGHTING, KEEP BEACH
NEIGHBOR, [TWO STORY] NO NATIONAL, MIXED

③ KELLY BAKERY ON WEST SIDE, LOCAL
OWN, CREATIVE,

GALES - SMALL SCALE

EAST SIDE ENTRY (END OF 41ST)

BITTER-SWEET @ DEER PARK

• LANDSCAPING + TREES

GROUP 13

144

LESS

② • TWO STORIES, MAYBE? 3 @ BACK
MIX SINGLE STORY

• WIDE SIDEWALKS, NARROW STREETS

D.G. PATHWAYS ON SITE, ROUND

AND CURVES ON STRUCTURES

(PARKING ON EAST CLIFF)

OPEN
SPACE

SCAPE AND START OVER

③ • MAYBE RESIDENTIAL SET-BACK
NOT SO VISIBLE

• NO RESIDENTIAL, ^{NO} OFFICE, ^{NO} MED.

• MEDICAL ON 2ND FLOOR

• ARTIST → ARTS

GROUP 13

2.4

④ DELI, ^{venue} CAFE, OUTDOOR SEATING



ICE CREAM, (EXISTING); RESTAURANT
PARKING TENANTS

• FARMERS MARKET

• PIZZA MY HEART

• ENTERTAINMENT ZONE FOOD;
BEV.

• DESTINATION SPOT

• EAST CLIFF

• VINICULAR ARCH.

FARM STYLE
WHEELING VAN

ART DESIGN

SPECIAL PLACE

• SMALL SPACES - SCALE

• GROCERY STORY — NEW LEAF

GROUP 13

3 of 4

5.) FARMERS MARKET

- ART & WINE FESTIVAL
- SURF COMP.
- BIKE EVENT.
- LIVE MUSIC (BAND STAND) ←
- VILLAGE GREEN

GROUP 13

4 of 4

Currently: under developed
falling apart

Landscaping is good.

Live Oak has an aging population
w. transportation / accessibility issues
North-South bus route

ATM?

Mid-Size market
Bakery, Deli

plaza/park

Eco-friendly

Balgely

Taller buildings set back

Ice Cream

no more than 3 stories

Retain Farmer's Market!

Dollar Store is great!

Keep existing businesses
or assist in relocating

water store

Housing - mixed use (ie Whaler's cove)

Automated postal center

Ben Lomond Super!

Monthly Craft/Art Space

GROUP 14

Existing Character

JK
75

- Antiquated
- Tired
- Landscaping Good
- Worn
- Good Motif - Spanish
- Awkward Flow
where other traffic
- Busy

Improvements

- Building Updates
- Lighting
- Outside Use & accessibility
- Improve Traffic Flow / Access to Dead Space
- More Pedestrian access / walking corridors
- Potential as potential Art Site
potential art site

Other Shopping areas

- Standard Shopping Center
- Swift Street

Building Placement

- No more than 4 stories
- Open Area / Setback is the bad corner
- Setback is landscaping where the center meets residential areas
- Clusters
 - Group like businesses with their own parking areas

GROUP 15

152

Residential / Medical / Office

Generally oppose residential mainly due to lack of parking

Generally support office &/or medical

Specific uses / Services

Small Full-service grocery store

Coffee shop / diner / tavern

Restaurant

what we like that is the new

- Dollar store
- Video store
- Liquor store
- Bakery
- Farmer's Market
- Landscaping

* We like everything that is the new

Events / Activities

Farmer's Market

Park / Picnic Area

Craft Fair

Art & Wine

GROUP 15

2 of 2

GRAPH 110

113

Offices in back

- Keep mix of uses
dispersed thru site

- No corrugated exterior
walls

- Re-use ^{mat's} as feasible to

Water feature

Flower shop/nursery

Restaurant - no chairs

- family

Keep quant = mess

incl. dog-friendly
restaurant

Dog-friendly

Order office over residential

GROUP 10
1-13

Like courtyard / brunch / coffee
eg. Swift St

Use of natural materials

Start of life sitting over
have to see a good market there

It's 2-3 stories,
100% brick
100% concrete

Low scale along
the street

On the hill, very easy to
walk up to
before the hill

It's very easy to
walk up to
before the hill

It's saved like
a history

"People's Market"

Greenery mkt — like a
perhaps

Ranch

Architecture of what like Oak was
Farm, Flowers, Chefs ...
huge beams

Too much
back of back
areas of back
back of back
to present
to present

No Tuscan, kept covered walkway
Retail that supports neighborhood

30

10

Love with a style
a paradise for

1

Canoeing with three

Group

19

- Need to activate - too overparted. At least 1/2
- Need full usage of hips ^(long enough)
- be sure not too much coexisting and enough parking
- West Side Hts / near Stanford
- Sit outside is good
- Walker friendly
- ~~up~~ take the mix of uses at Apple Valley
- Sweet St / Kelly's



Wile Town (partly due to actually
born there for some years)

Shot on cotton spool in the water -
already lots of housing there

Life ridge of North shore -
inclusive of whole range among
the whole of the range.

11/11/2011

Make more waitress - find employees

1. *Phragmites australis* (Cav.) Trin. ex Steud.

Is/Waiting at park and
playgrounds. Keep breathing in

10/2/2017

More permanent deposit

various projects
to assess impact
parking needed by each

Allocate a space for it

GROUP 17

open outdoor seating

tables + chairs
gathering place
w/out cars

Tavern
Swift St
Seabright

Queen area
Trees

Community
garden space

artist / residence spaces

back potential residential
to existing "

Pedestrian zone.
car free

local shops - No chain stores

Mixed use - biz, food, bev

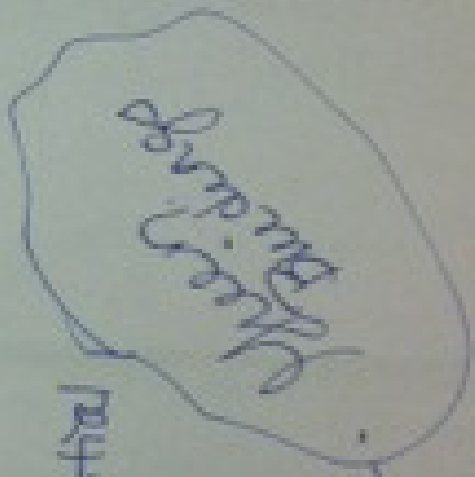
Restaurants

Not 2-3 stories (layering)
single story street side

chg traffic flow -
intersperse biz w/ pking

cup - bike racks -

winery
bread bakery
beer garden
Sun Market -
healthy food
Medical?



1. Ped Access, Too much asphalt not enough trees
Covered Arcades are nice but capture more outdoor seating
Covered Arcades are dark no
No Fluidity with the entrances
No Connection to East Cliff

Like:

Farmers market, landscaping

Accessibility but need more to the neighborhoods.

Health clinic idea is terrific

Like more services

Like cleaners + Blueprinters

Like the ~~idea~~ idea of a deli

Would like a grocery store

* Tree, Bakery, laundry, Video seems popular

Demographics are eclectic

Where is the community headed?

Need a dog park or safe area to walk.

Support the business that support
the neighborhood + community

GROUP 18

1.4

1.B Swift Street Center
Old Kelleys shopping
Right landscaping / Right pallet color.
Bealbright area.
Need a Brewery.

Less car centered more ped. access
a well designed parking lot.

2. More massing along
East Cliff soft edge along the street.
Traffic pass through from EC to Tremont.
2 story OK
3 story in the back w/setbacks
Break up Bldgs. away from the
outer edge of the property.
Maintain the Farmers Market

GROUP 18
2 of 4

3. No stand alone residential
More mixed.

Don't want it to look abandoned like ^{downtown} San Jose

Medical + office in the back

Community office space like Next Space.

Smaller residential units (SRO) for seniors?

Short term stay Hotel ~~in the back~~ ^{with proper} visibility.

4. Farmers Market, Deli/Coffee Shop

Small ~~store~~ Grocery, Community space

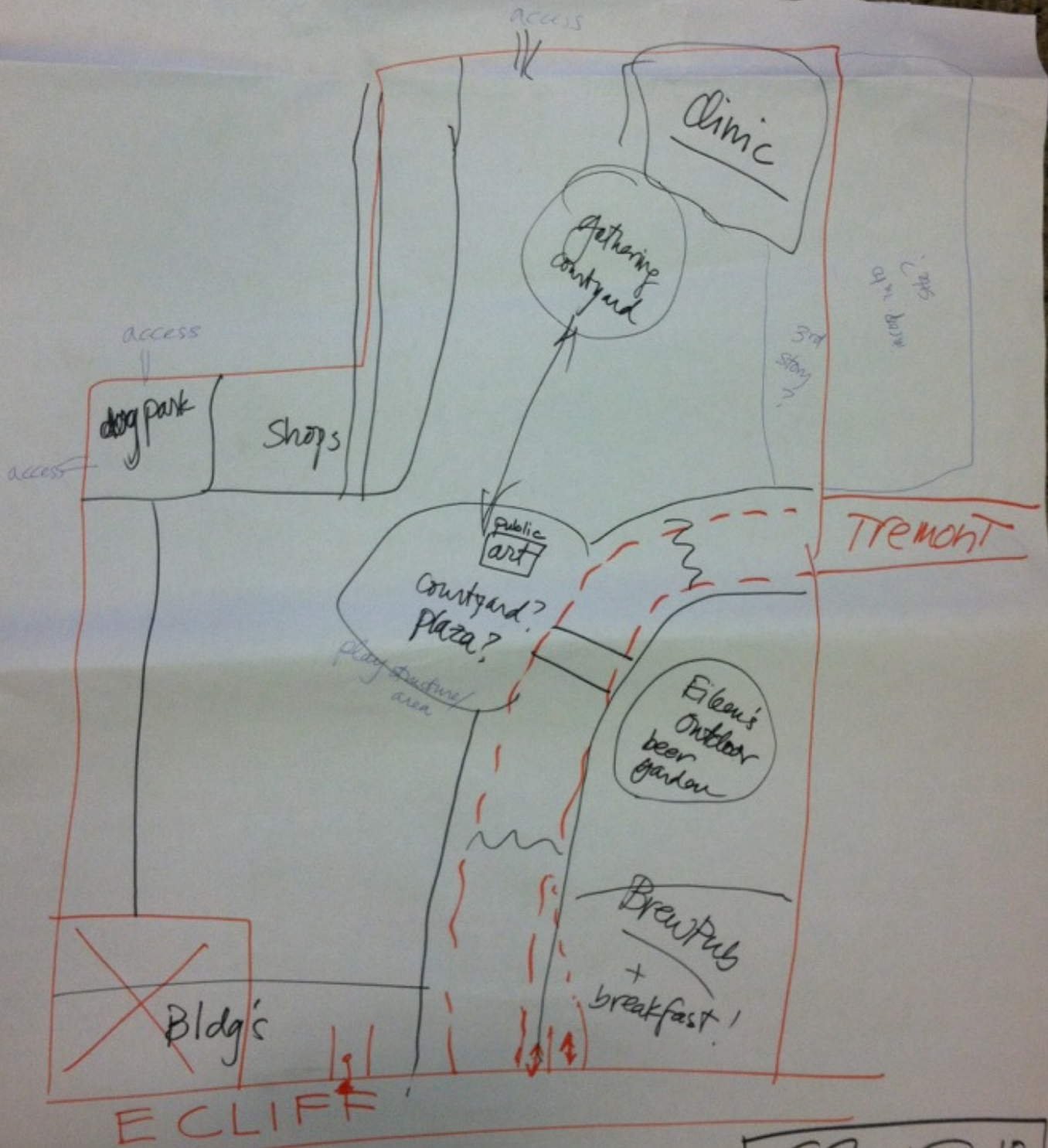
Brew Pub, Clinic (Family), small office ^{Satellite} ^{offices}
Cafe, cleaner / laundry, Bakery ^{Next} ^{space}

5. Farmers Market

Community Night (~~at~~ outdoor Movies)

GROUP 18

3 of 4



good parking flow
good pedestrian access

GROUP 18
4.4