

Economic Vitality

IDEAS FOR NEW PROJECTS

Implementation of new economic vitality programs and projects will require new policies, studies, and/or plans to determine land use options and economic feasibility, as well as new partnerships with private property owners, businesses and other agencies, as allowed for by redevelopment law. With this in mind the following ideas are offered:

1. Develop **ECONOMIC VITALITY GOALS AND STRATEGIES** to guide new projects & programs. These should include consideration of community appropriate development and businesses:
 - a. To provide **new revenues** for needed government services
 - b. That **create new quality jobs**
 - c. That use “**Green Building and Best Management Practices**”

2. **REDEVELOP KEY COMMERCIAL & OVERNIGHT VISITOR ACCOMMODATIONS OPPORTUNITY SITES**, including Agency owned properties:
 - a. Retail site on Capitola Road near 17th Avenue
 - b. Overnight visitor accommodations and community park site at 7th Avenue and Brommer Street
 - c. Identify and plan for other key opportunity sites

3. Implement **BUSINESS ENHANCEMENT PILOT PROGRAMS to promote economic vitality and improve attractiveness of business areas** including:
 - a. Facade improvements loans
 - b. Signage improvements loans
 - c. Business retention and expansion efforts
 - d. New business attraction, business incubator & startup efforts

4. **CREATE PUBLIC SQUARES OR PLAZAS and/or PUBLIC PARKING** in existing small business areas including Soquel Village, Pleasure Point and the East Cliff Village.
 - a. Plan for and construct public parking and other park improvements at the **Heart of Soquel** property and along Soquel Creek.
 - b. Study and plan for the **re-use of the Soquel Village Fire station** property should the station be moved to another location.

5. **ASSESS THE ROLE OF THE MID-COUNTY MEDICAL CLUSTER** (Dominican, Sutter and other health related medical services along Soquel Drive) and how these businesses can create more job opportunities and promote economic vitality.

6. Consider the need for places in the community that offer **SKILL AND JOB TRAINING**.