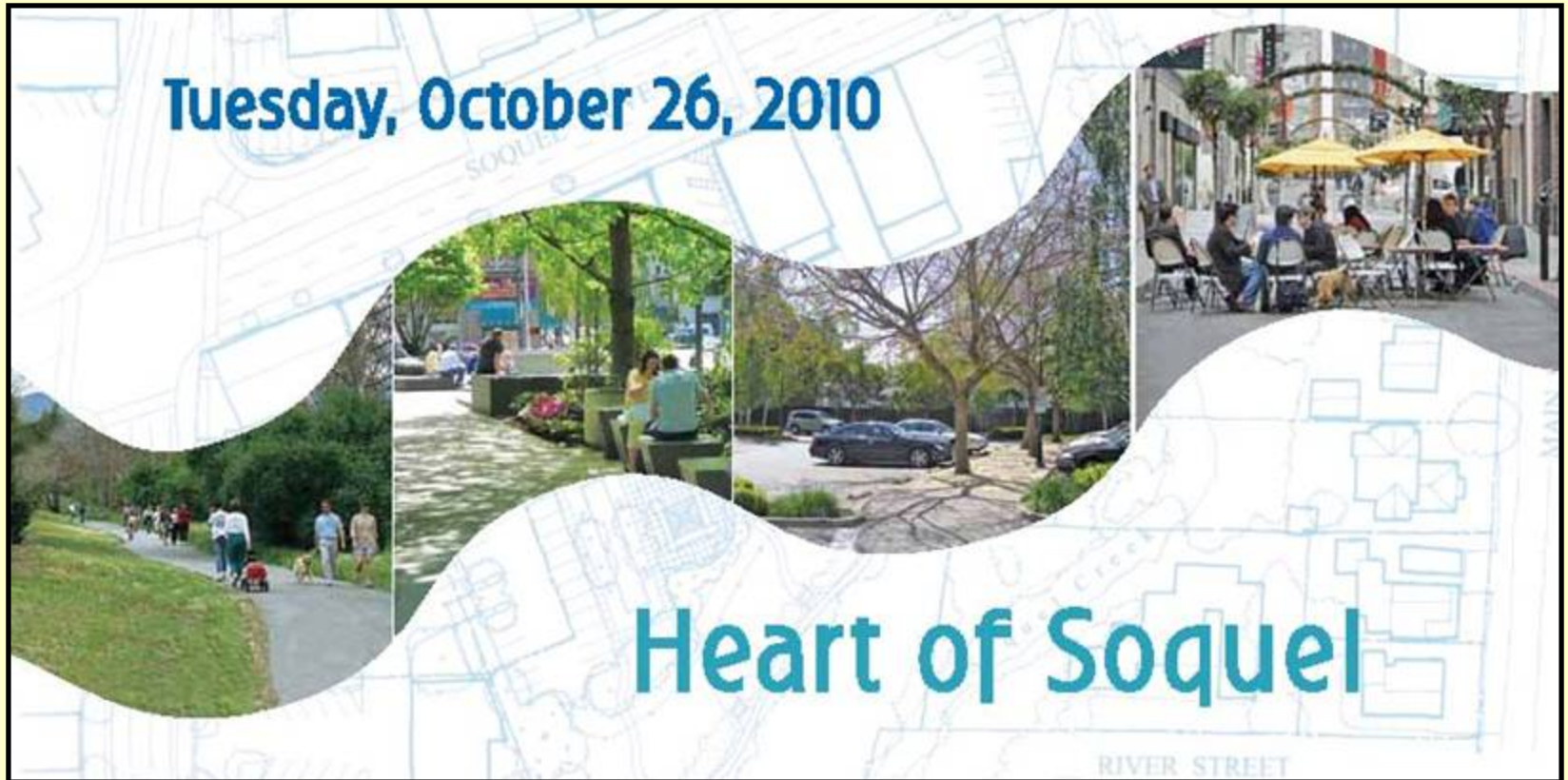


Welcome! Thank you for coming!



Help decide what happens NEXT!

Second Community Meeting

BUILDING A STRONGER SOQUEL

County of Santa Cruz Redevelopment Agency

Heart of Soquel 10/26/10 - Meeting Agenda

- Welcome & Introductions (5 minutes)
- Presentation of 3 Concepts (20 minutes)
- Round Table Discussions (40 minutes)
- Round Table Report Back (30 minutes)
- Summary & Conclusions (5 minutes)
- Next Steps (5 minutes)

BUILDING A STRONGER SOQUEL

County of Santa Cruz Redevelopment Agency

Heart of Soquel Spring 2010 Meetings

5/18/10 Community Meeting

6/9/10 Business Meeting

The Santa Cruz County Redevelopment Agency

Visioning Soquel Village & the Heart of Soquel

Please Attend a

COMMUNITY MEETING

**Tuesday
May 18
7-9 PM**

Congregational Church of Soquel
4951 Soquel Dr, Soquel

6:30-7 PM Review Visioning Exhibits
7-9 PM Community Discussion

Please participate in an engaging discussion about Soquel Village and the Heart of Soquel.

This is the first in a series of community workshops to envision improvements to RDA owned property and how to continue implementing the Soquel Village Plan.

Visiones de Soquel Village & el Heart of Soquel

Por favor asista a la

REUNIÓN COMUNITARIA

**Martes
18 de mayo
7-9 PM**

Congregational Church of Soquel
4951 Soquel Dr, Soquel

6:30-7 PM Exposiciones
7-9 PM Discusión comunicaria

Por favor, participe en la interesante discusión sobre el Soquel Village y el Heart of Soquel

Éste es el primero de una serie de talleres comunitarios de prever mejoras a las propiedades de RDA y cómo continuar la implementación del plan de Soquel Village.




Soquel Village, the Redevelopment Agency, is owned by the Redevelopment Agency of Santa Cruz County. The Redevelopment Agency is a public agency of Santa Cruz County. The Redevelopment Agency is a public agency of Santa Cruz County. The Redevelopment Agency is a public agency of Santa Cruz County.

The Santa Cruz County Redevelopment Agency

Enhancing Economic Vitality in Soquel Village & the Heart of Soquel

You're invited to a

BUSINESS MEETING

**Wednesday
Morning
June 9
7:30-9 AM**

Congregational Church of Soquel
4951 Soquel Drive, Soquel

What does an Economically Vibrant Soquel Village look like?

What would enhance your business in Soquel Village?

Please participate in an engaging discussion about Soquel Village and the Heart of Soquel.

This is a business focused workshop to discuss RDA owned property behind the Post Office and how development of these parcels can enhance economic vitality in Soquel Village.

STAY CONNECTED!
Visit www.SantaCruzCounty.org/soquelvillage or call Santa Cruz, Redevelopment's Project Manager at 520-433-6300

Mejorar la Vitalidad Económica en Soquel Village & el Heart of Soquel

Usted está invitado a una

REUNIÓN DE EMPRESAS

**La mañana del miércoles
El 9 de junio
7:30-9 AM**

Congregational Church of Soquel
4951 Soquel Drive, Soquel

¿Como se miraría Soquel económicamente vibrante?

¿Que mejoraría su empresa en Soquel Village?

Per favor, participe en la interesante discusión sobre el Soquel Village y el Heart of Soquel.

Este taller estará enfocado a las empresas para discutir las propiedades de RDA detrás de la oficina del correo y cómo el desarrollo de estas parcelas puede mejorar la vitalidad económica en Soquel Village.

¡MANTÉNGASE CONECTADO!
Visite www.SantaCruzCounty.org/soquelvillage o llame a David Reed, Encargado del Proyecto de Reurbanización al 520-433-6300

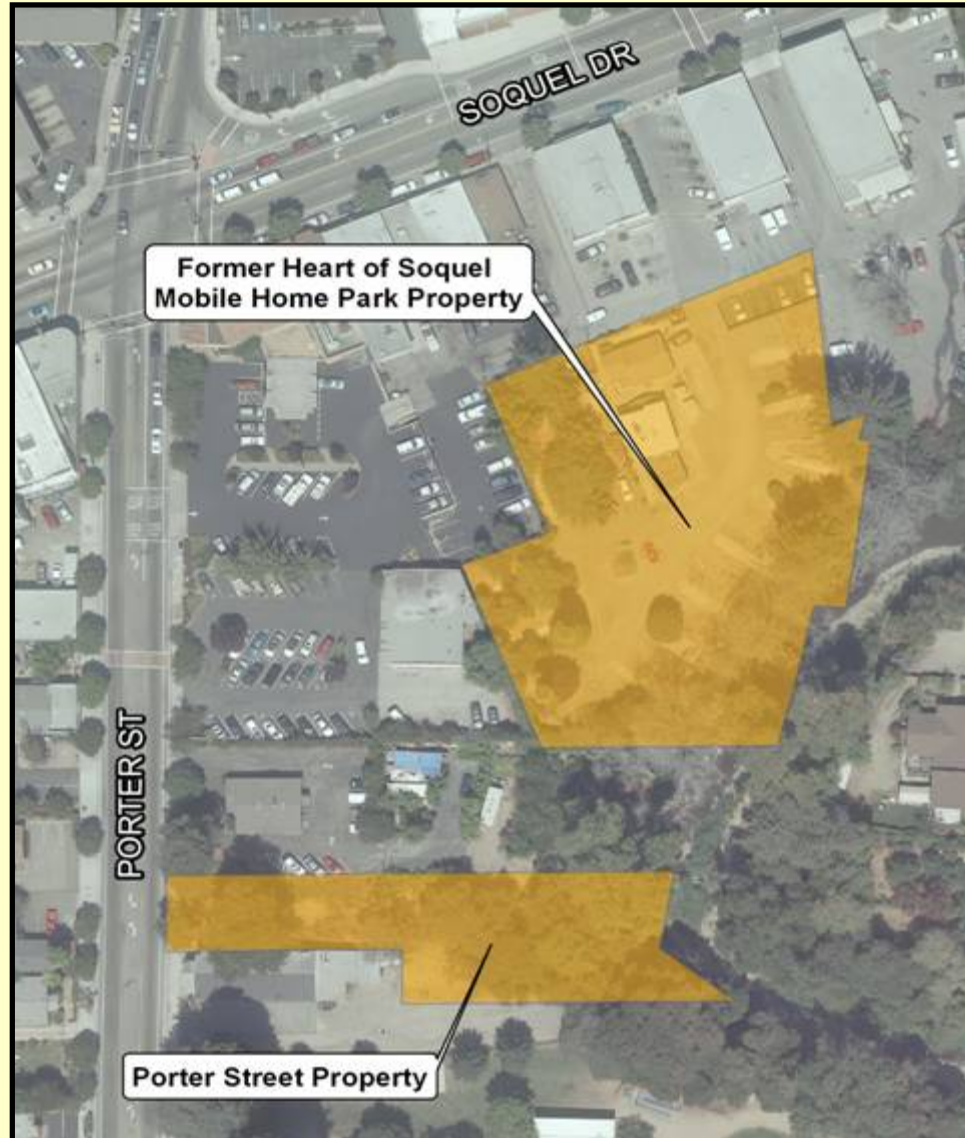




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County of Santa Cruz Redevelopment Agency

Heart of Soquel Spring 2010 Meetings

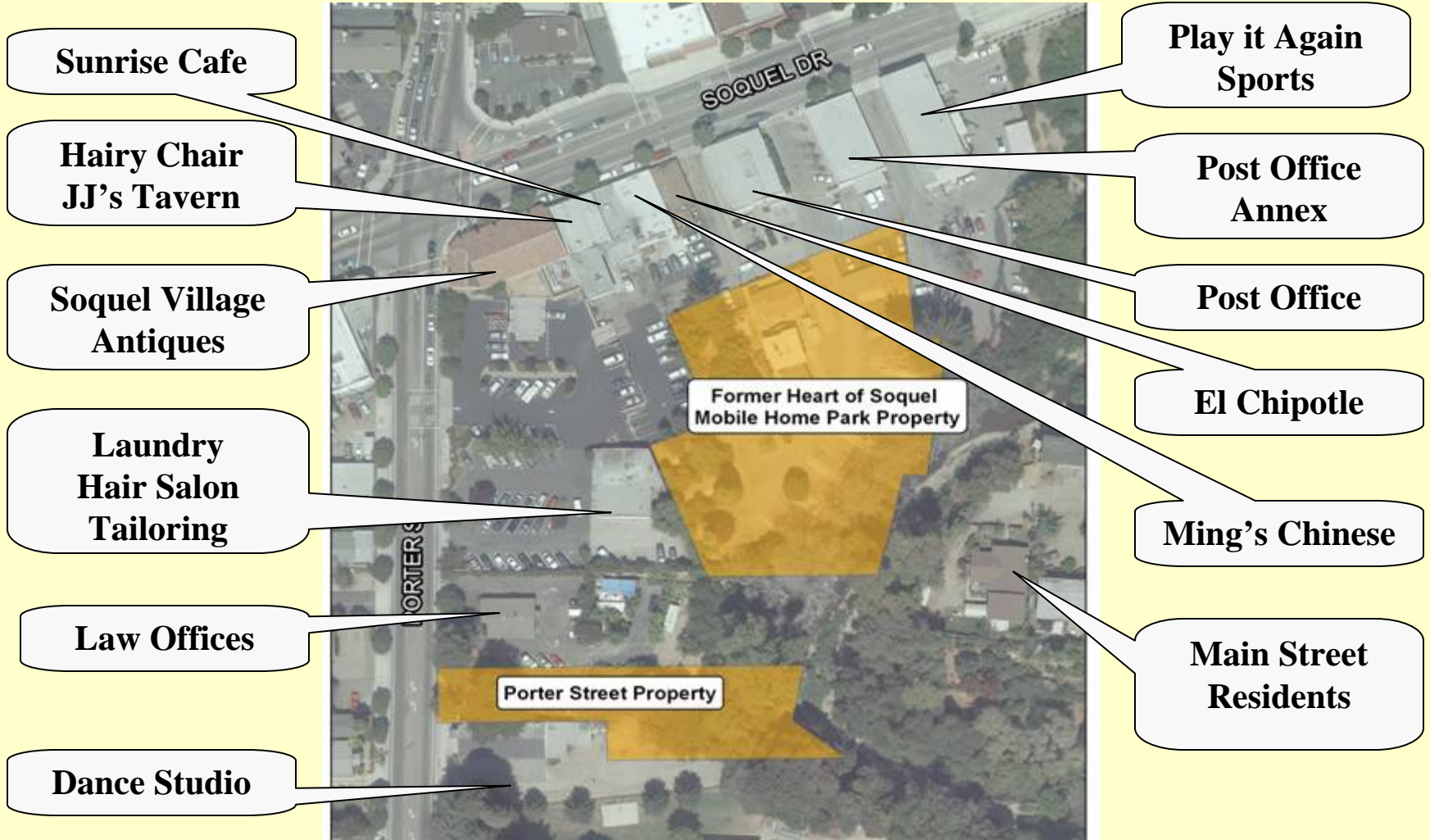


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Heart of Soquel Spring 2010 Meetings

Partner Properties



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Heart of Soquel Spring 2010 Meetings

SOQUEL VILLAGE PLAN

Adopted May 22, 1990

Major Objectives of the Soquel Village Plan

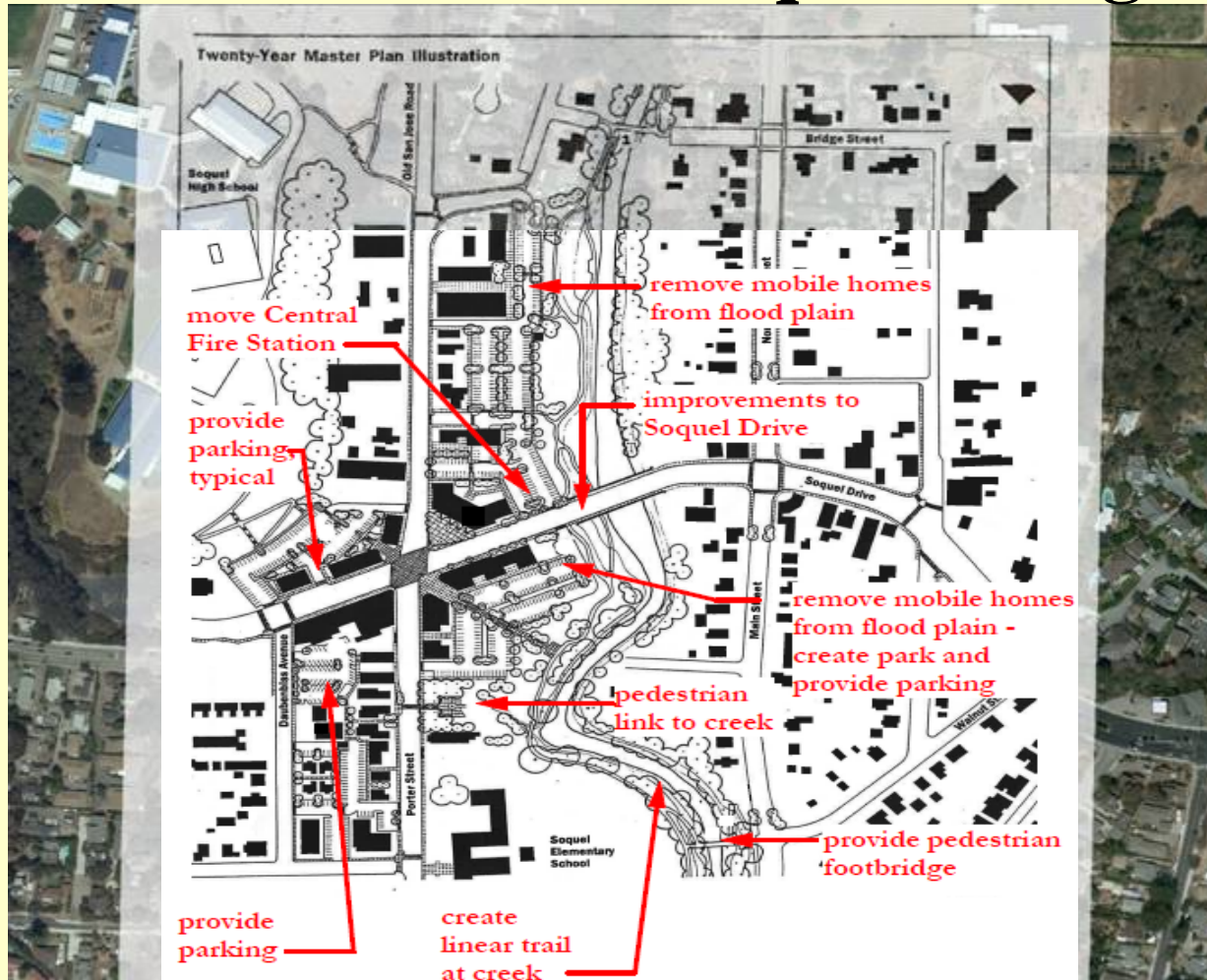
1. Flood Management
2. Establishing a pedestrian oriented village environment
3. Establish design guidelines for village core uses
4. Land use compatibility
5. Economic Development

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Heart of Soquel Spring 2010 Meetings

Implementation of the Soquel Village Plan



20 Year Conceptual Plan

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County of Santa Cruz Redevelopment Agency

Heart of Soquel Spring 2010 Meetings

Outcomes: Soquel Village First Impressions

- “Quaint, unpretentious, friendly”
- “Love the small community feeling. The character of the village”
- “Beautiful, but congested. No center meeting place or town square.”



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Heart of Soquel Spring 2010 Meetings

Outcomes: Soquel Village First Impressions

- “A mess, confusing parking, confusing exits and entrances, unpleasant, ugly fence”
- “Driveways in and out of Soquel Dr. are dangerous for pedestrians”



Heart of Soquel Spring 2010 Meetings

What if...



Bank Top Soquel Creek Pathway



**Educational/
Interpretive
Signage**

Heart of Soquel Spring 2010 Meetings



What if...



**Inviting &
Attractive Alleyways & Parking**



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Heart of Soquel Spring 2010 Meetings

What if...



Outdoor Dining



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Heart of Soquel Spring 2010 Meetings



**Art & Wine
Festivals**

What if...



**Farmer's
Market**



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Heart of Soquel Spring 2010 Meetings

Community Meeting – May 18, 2010 - Outcomes

Soquel Village VISION:

- “Trees, plaza, out door eating, get to creek”
- “Community park, gazebo, benches, light post, farmer's market, art and wine.”
- “Clean up the place!”
- “Concerned about Safety”
- “Quieter- creek centric”
- “Embrace the Creek!”



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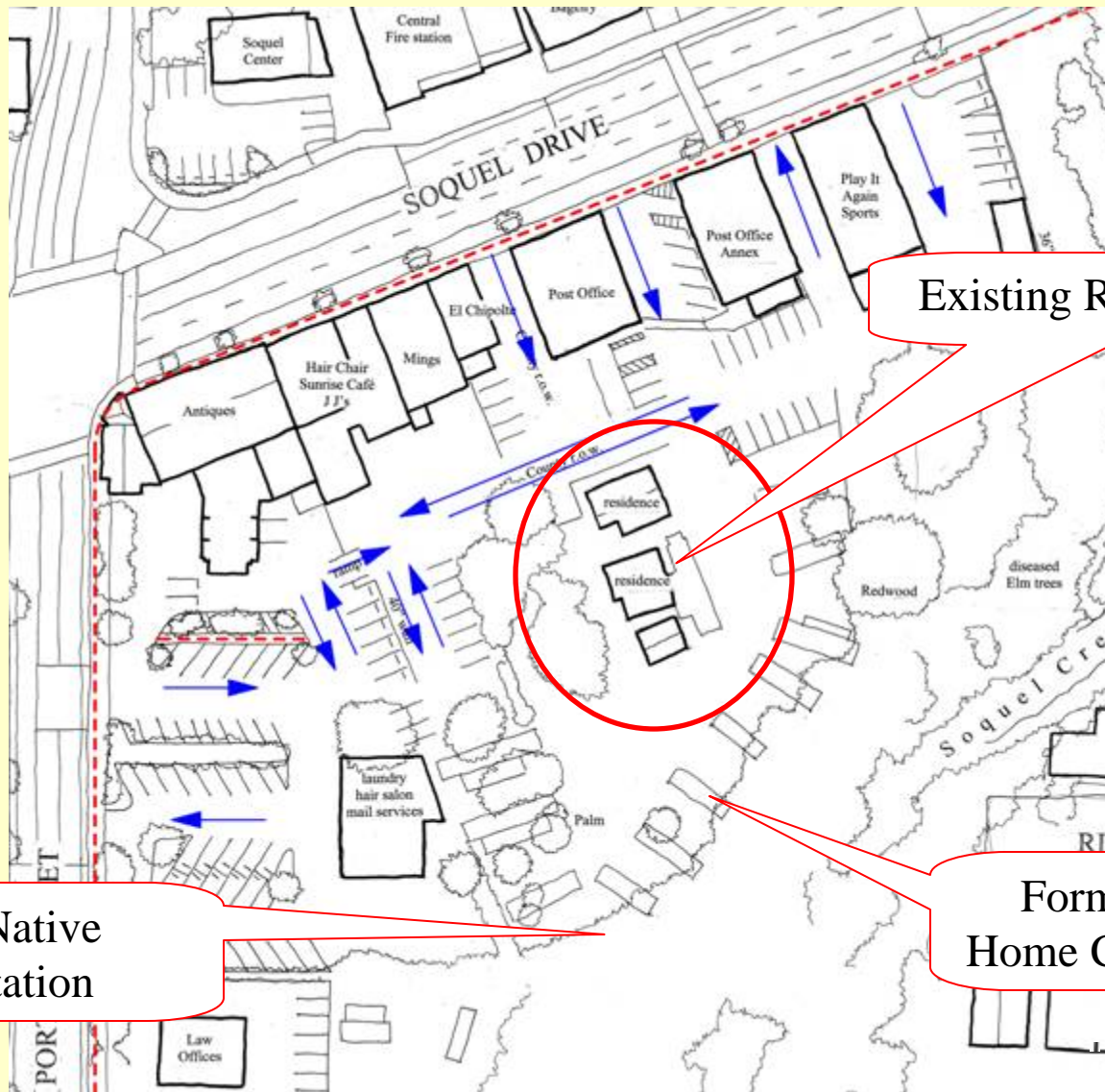
Heart of Soquel – Existing Conditions

Existing Conditions: Environmental



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Heart of Soquel – Existing Conditions



Existing Residential Units

Non-Native
Vegetation

Former Mobile
Home Concrete Pads

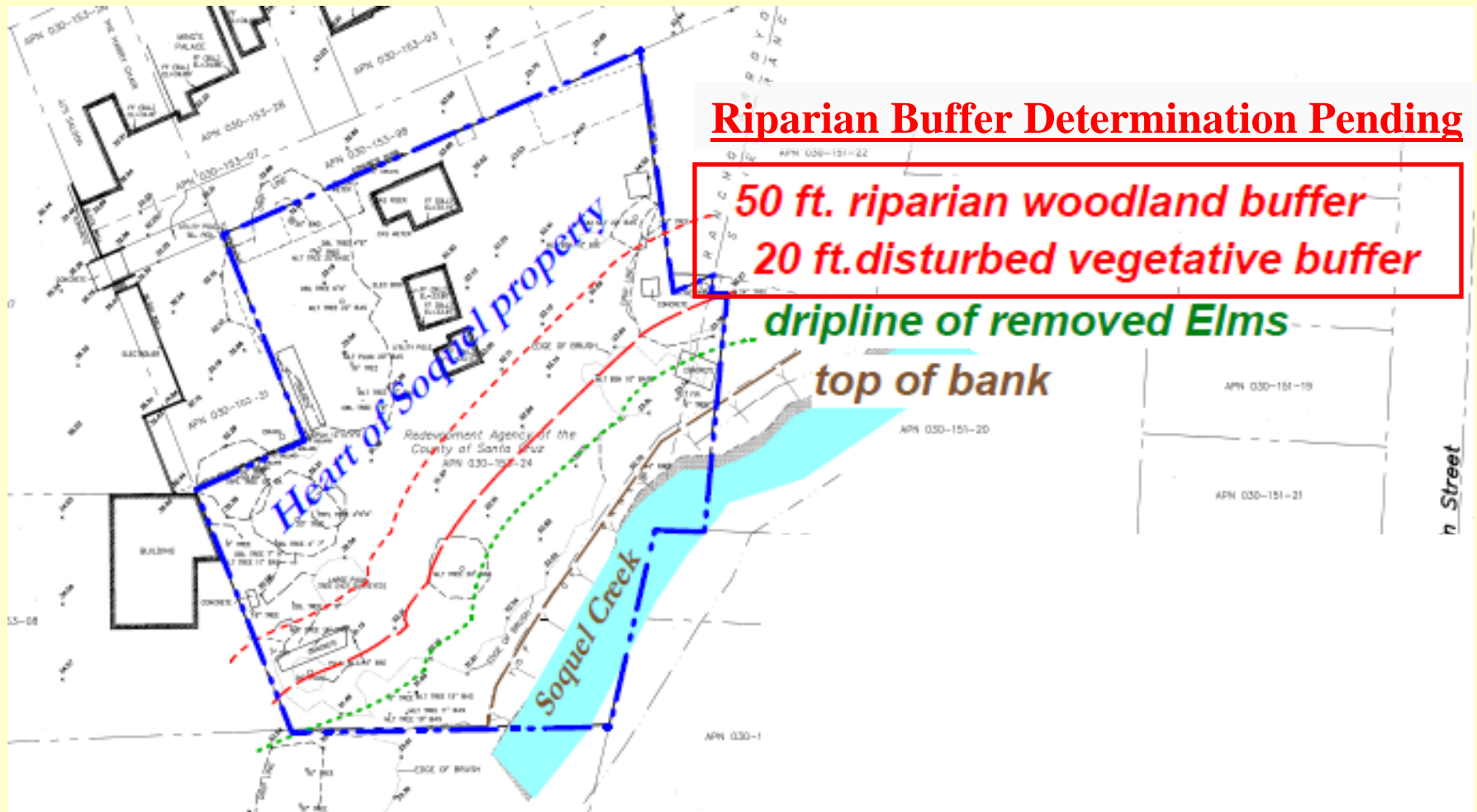
Heart of Soquel - Constraints



FEMA FLOODWAY

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Heart of Soquel - Constraints



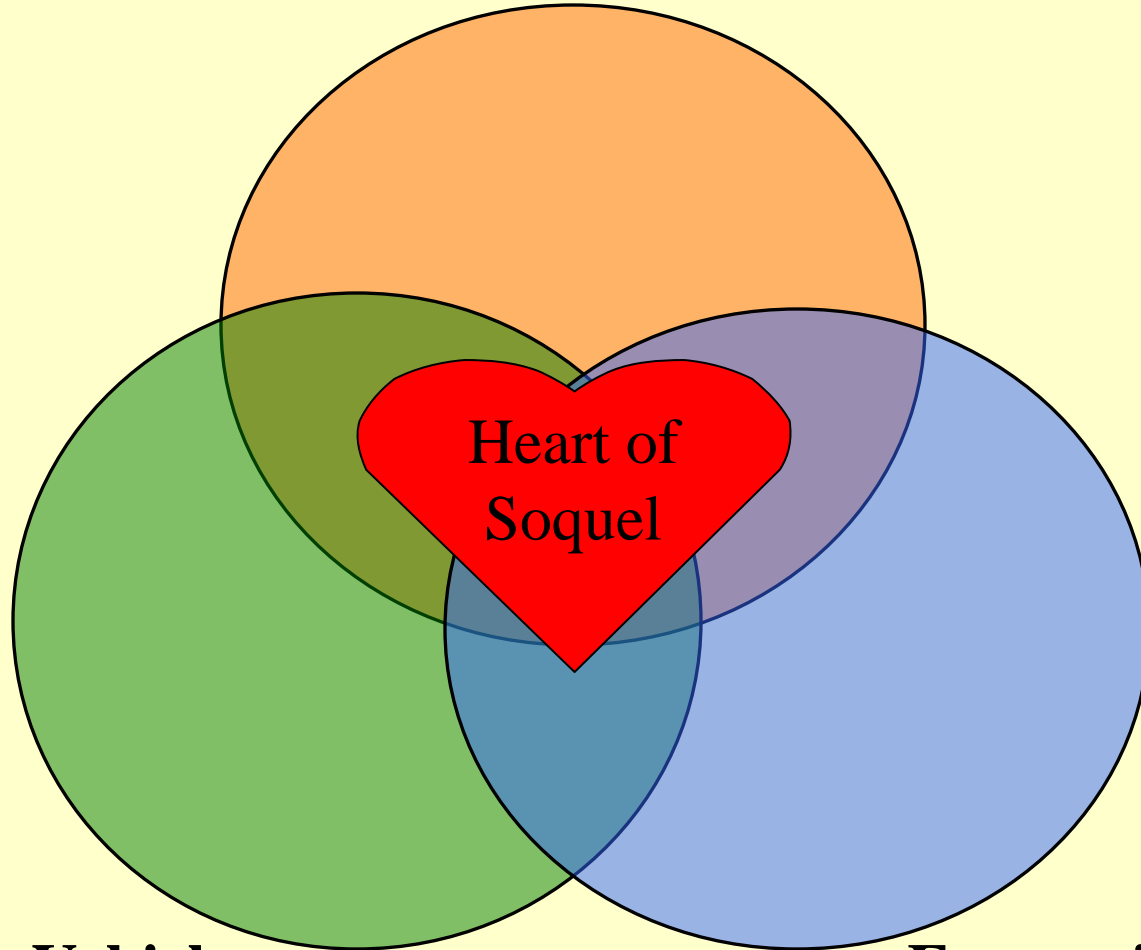
County Riparian Ordinances

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Heart of Soquel - Goals:

Environmental & Park/Plaza Elements



**Pedestrian & Vehicle
Safety & Circulation**

**Economic & Business
Vitality**

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County of Santa Cruz Redevelopment Agency

Heart of Soquel Preliminary Conceptual Designs (3)

Common to All Options:

Requires Community & Business Partnerships

- **Environmental & Park/Plaza Elements**
 - Soquel Creek Pathway
 - Creek Overlook & Interpretive Features
 - Habitat Restoration, Management & Protection



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Heart of Soquel Preliminary Conceptual Designs (3)

Common to All Options:

Requires Community & Business Partnerships

- **Environmental & Park/Plaza Elements**
 - Plaza / Village Green / Courtyard
 - Removal of Existing Buildings



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Heart of Soquel Preliminary Conceptual Designs (3)

Common to All Options:

Requires Community & Business Partnerships

- **Pedestrian & Vehicle - Safety and Circulation**
 - Consolidated Parking & Improved Circulation
 - Pedestrian Pathway Connections
 - Strong Street Presence on Porter Street and Soquel Drive
 - Connections to Businesses and Park



Heart of Soquel Preliminary Conceptual Designs (3)

Common to All Options:

Requires Community & Business Partnerships

- **Pedestrian & Vehicle - Safety and Circulation**
 - “Soquel Alley” (Street Trees, Sidewalks, 90° Parking)
 - Maintain Post Office Parking and Turn Around



Heart of Soquel Preliminary Conceptual Designs (3)

Common to All Options:

Requires Community & Business Partnerships

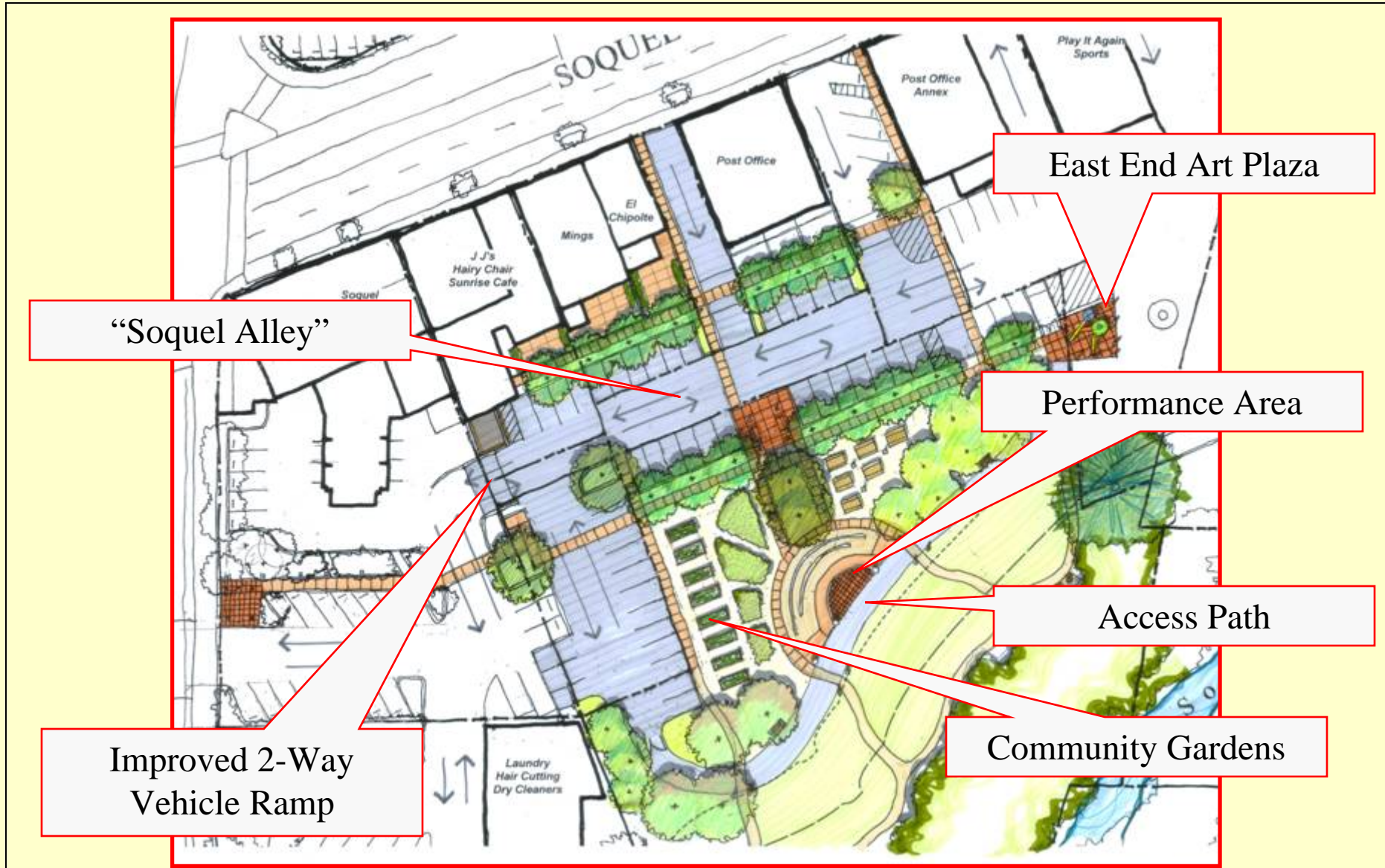
- **Economic Vitality**

1. Restaurant Outdoor Dining
2. Improved Restaurant Operations Infrastructure (Trash & Recycling)
3. Outdoor Events (Antique Faire, Farmers Market, Art & Wine, Music Festivals, Movie Nite)



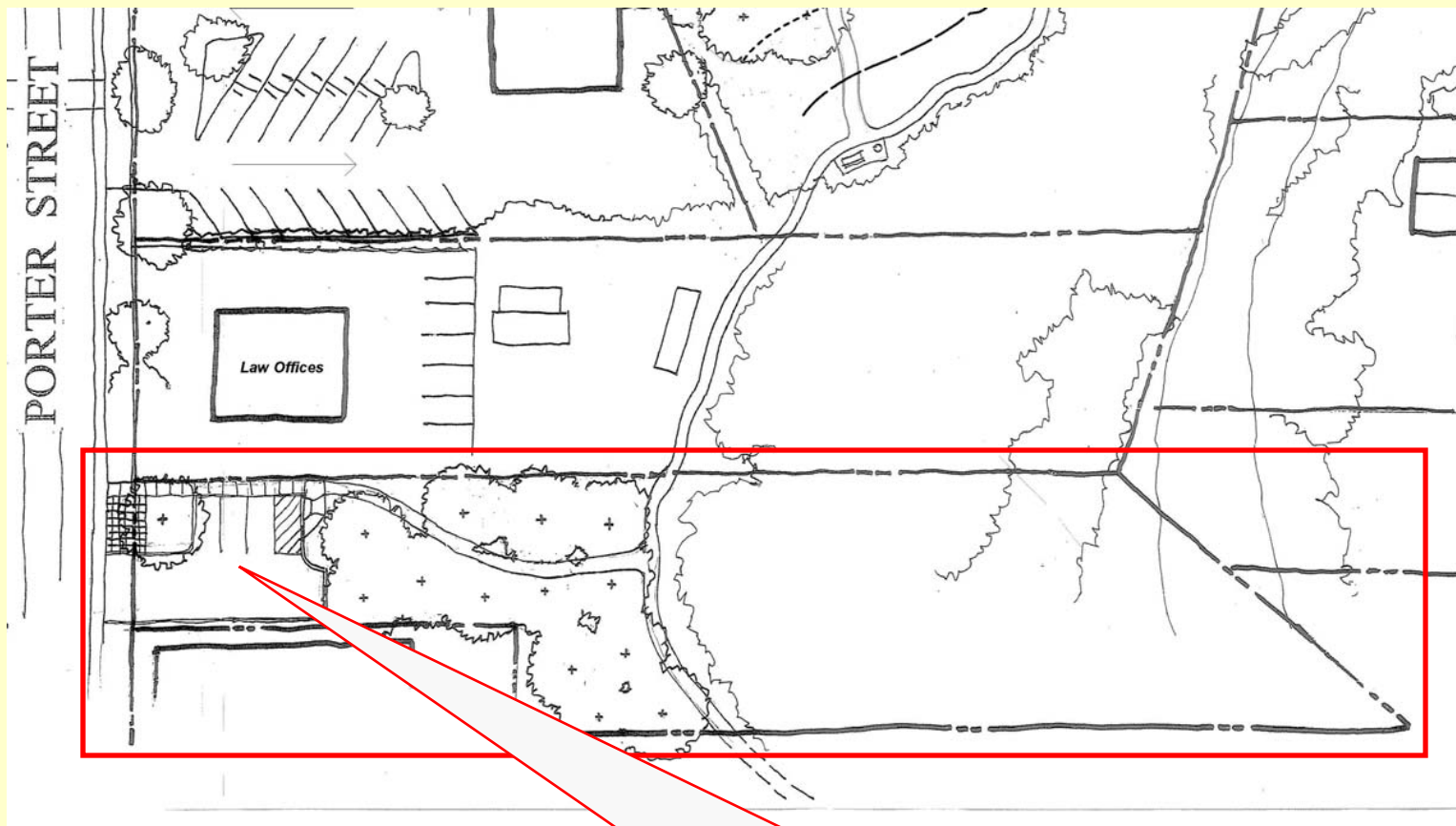
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Heart of Soquel - Conceptual Designs - Option 1



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Heart of Soquel - Conceptual Designs - Option 1



Parking on Porter Street Property

Heart of Soquel - Conceptual Designs - Option 1

Existing Circulation Patterns
off Soquel to Remain

Porter Street Circulation Changed

Community Meeting
10/26/10

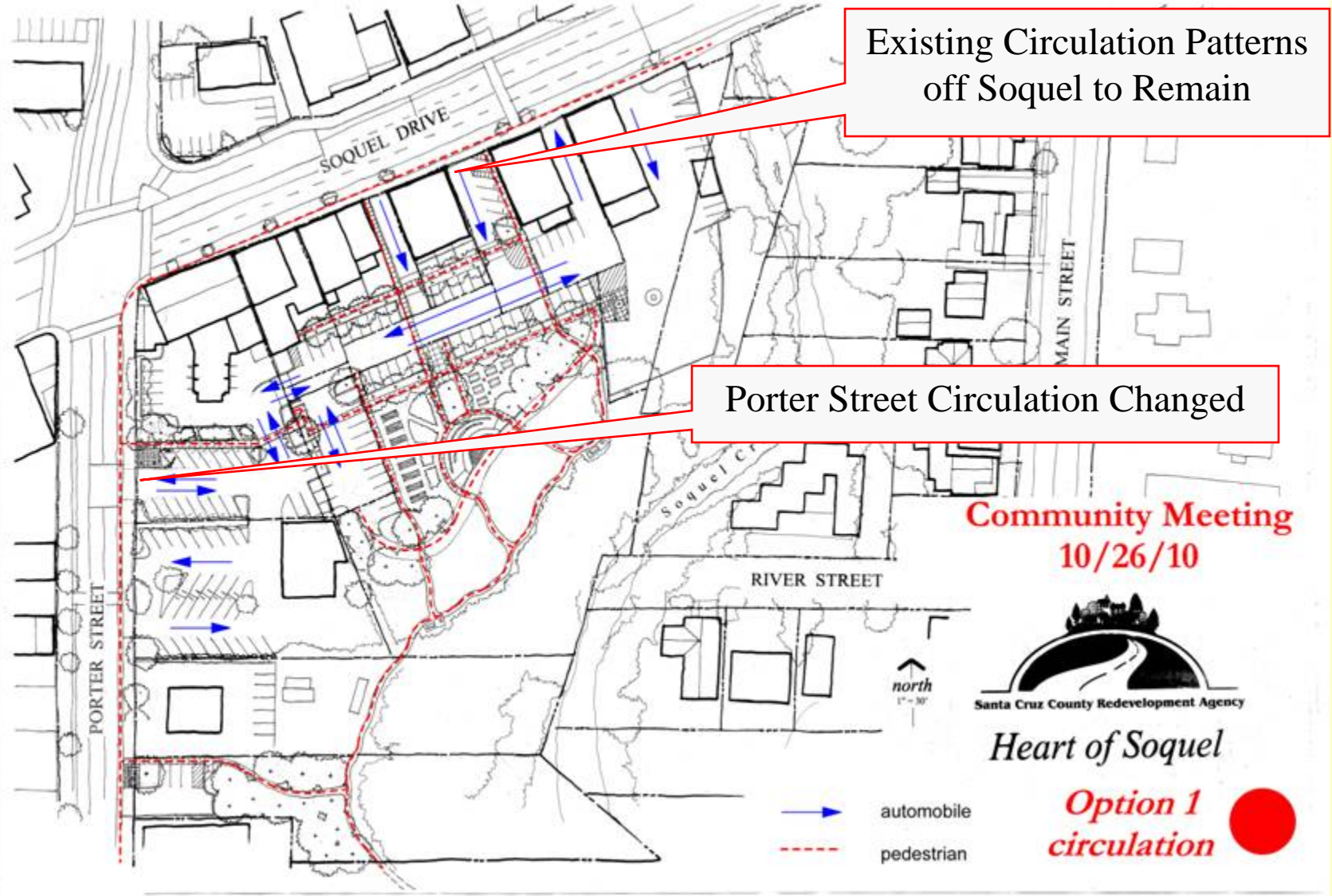


Heart of Soquel

Option 1
circulation



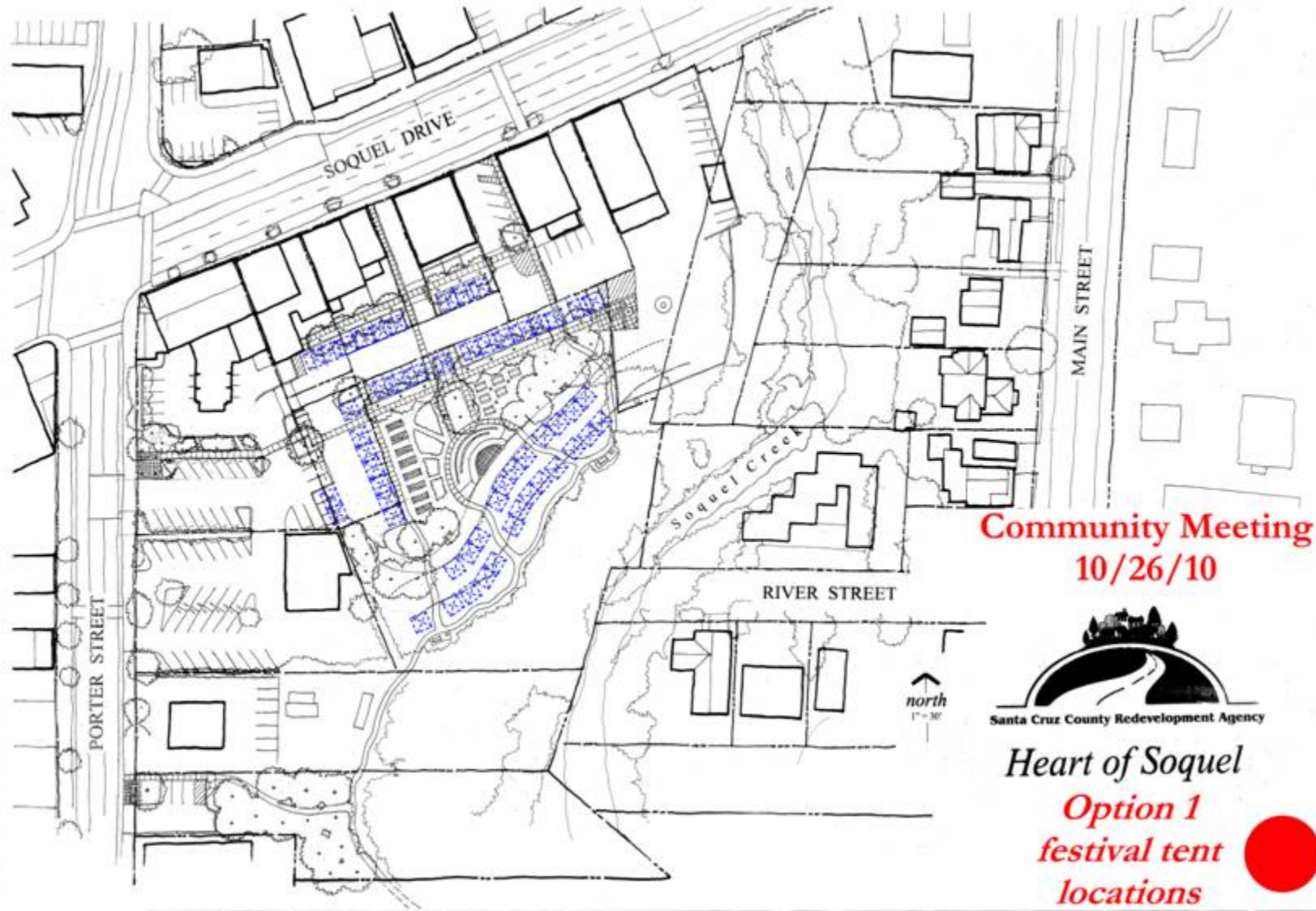
—▶ automobile
- - - pedestrian



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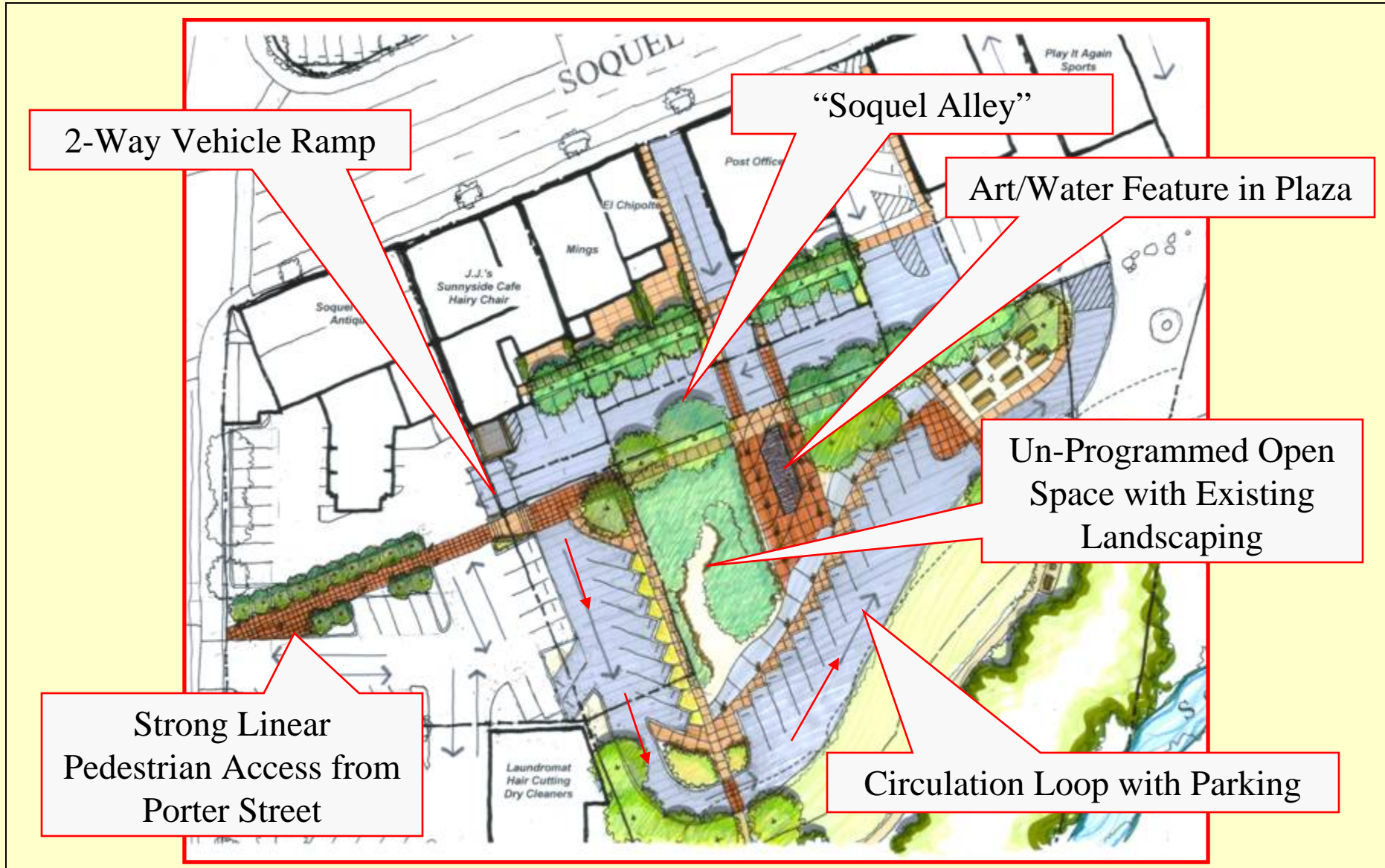
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Heart of Soquel - Conceptual Designs - Option 1



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Heart of Soquel - Conceptual Designs - Option 2

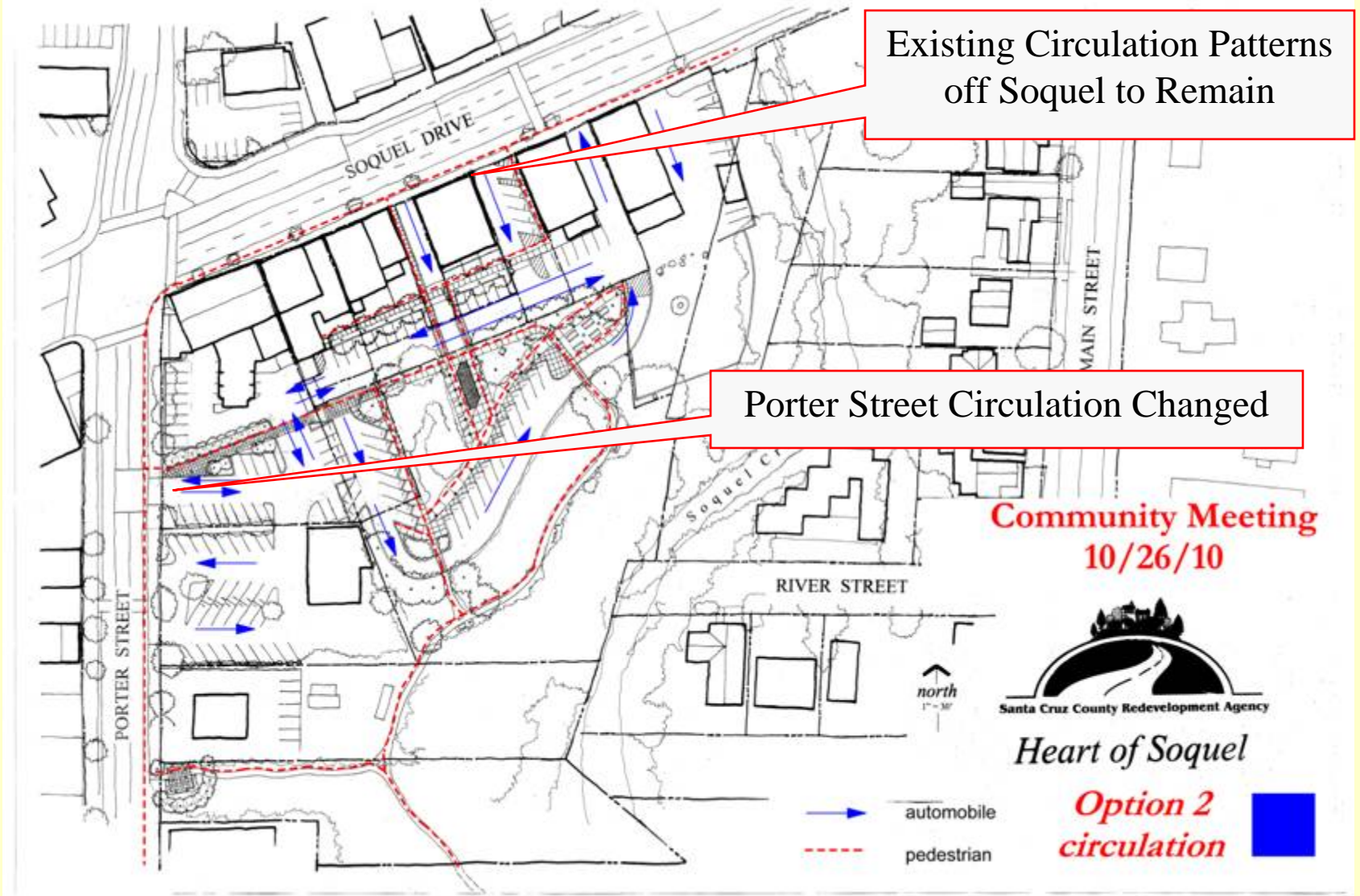


Heart of Soquel - Conceptual Designs - Option 2



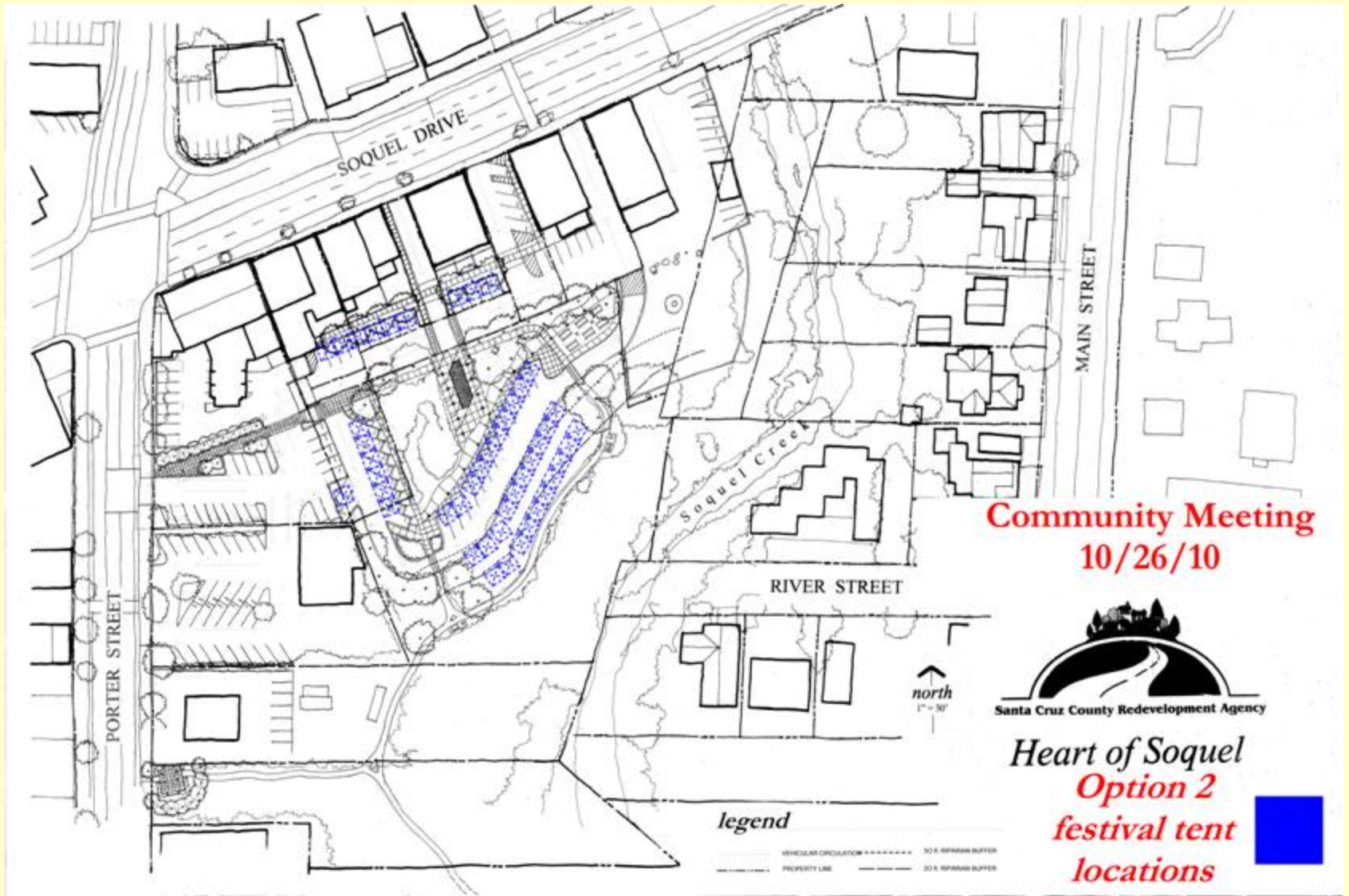
Mini-Plaza on Porter Street Property

Heart of Soquel - Conceptual Designs - Option 2



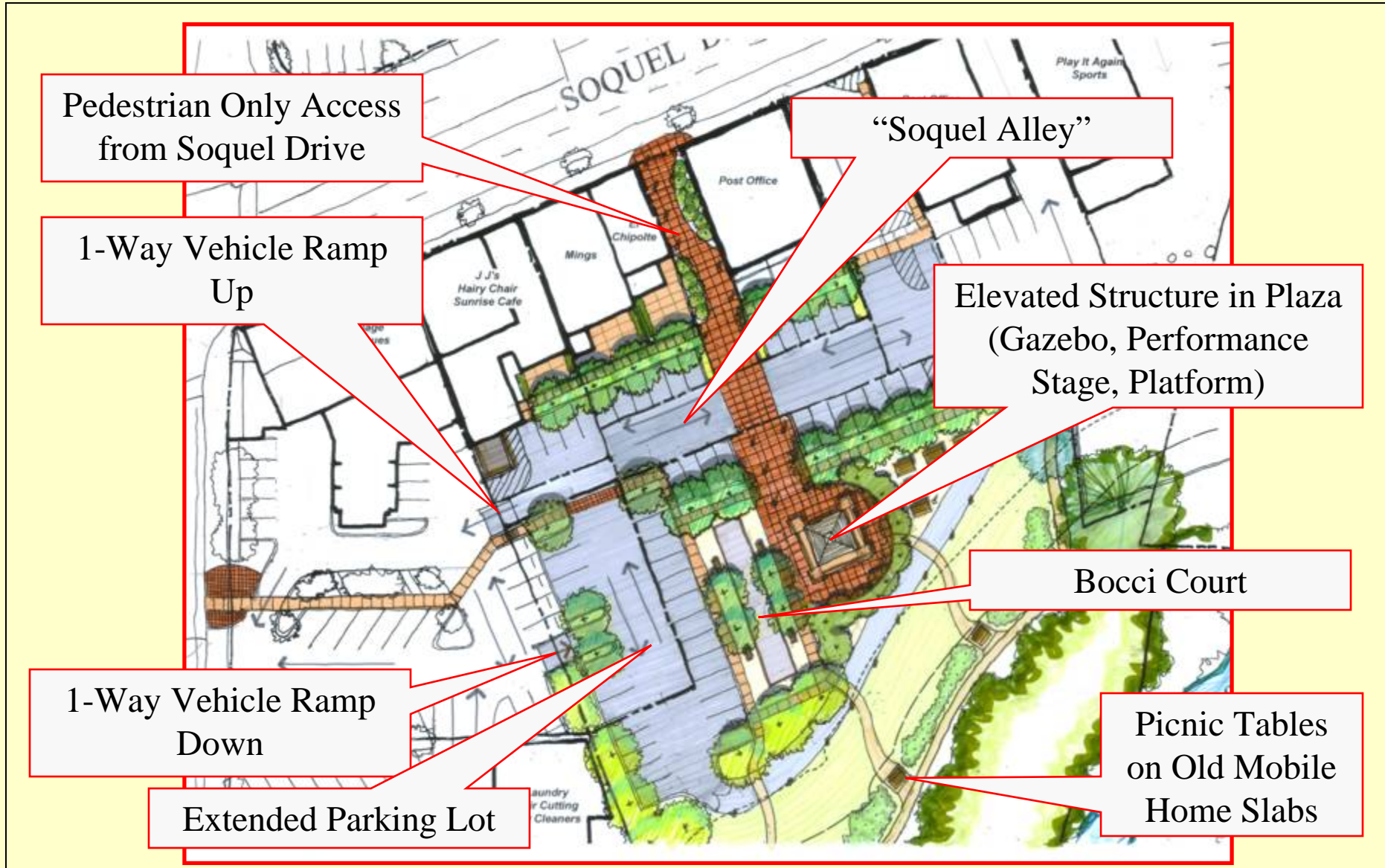
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Heart of Soquel - Conceptual Designs - Option 2



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Conceptual Design - Option 3

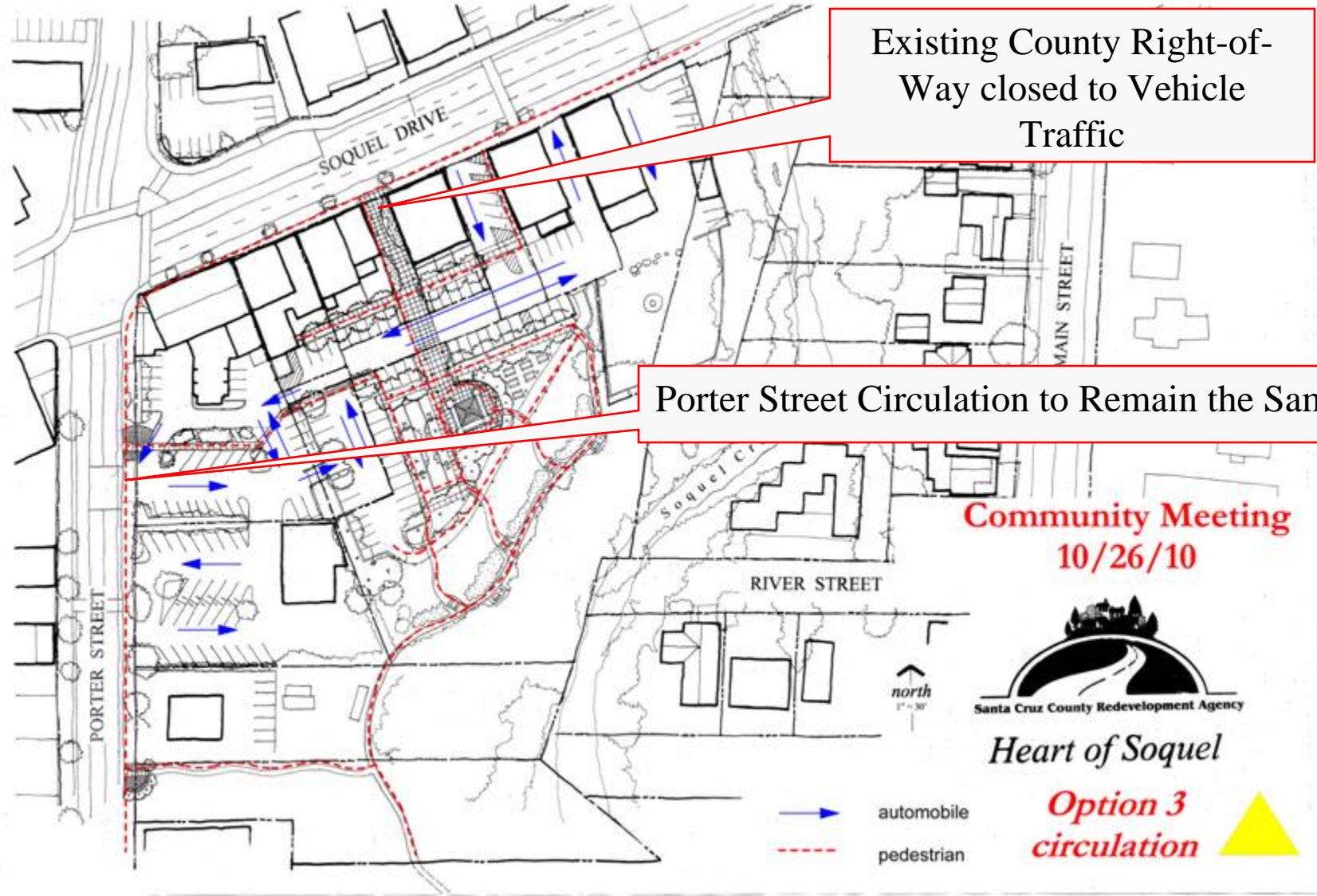


Conceptual Design - Option 3



Strong Street Presence at Porter Street Property

Heart of Soquel - Conceptual Designs - Option 3



Existing County Right-of-Way closed to Vehicle Traffic

Porter Street Circulation to Remain the Same

Community Meeting
10/26/10



Santa Cruz County Redevelopment Agency

Heart of Soquel

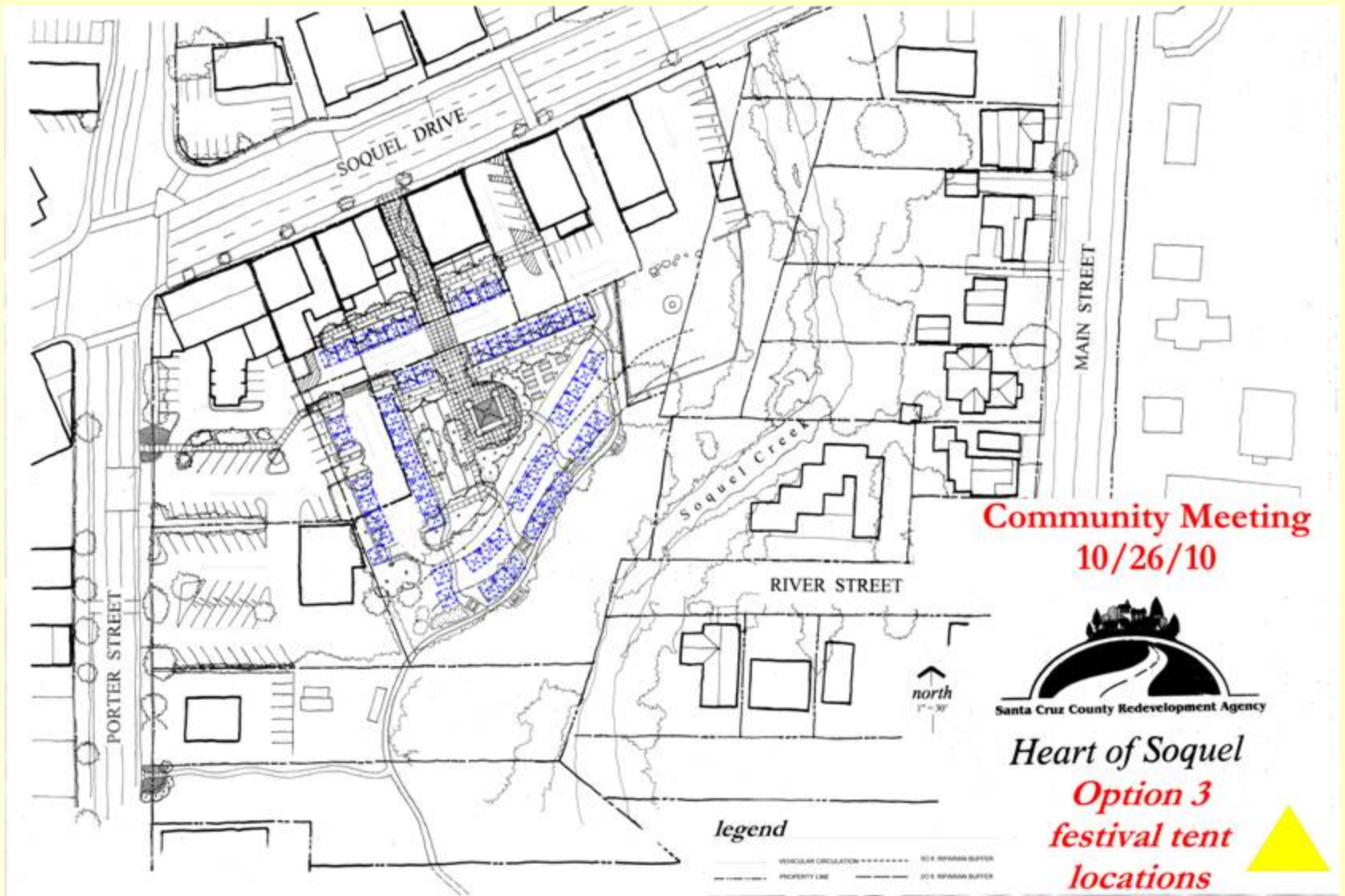
Option 3
circulation



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Heart of Soquel - Conceptual Designs - Option 3



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Heart of Soquel - Round Table Discussions & Report Back :

1. Individually: (15 Minutes)

- Review Options & Complete Step 1 of “Evaluation Menu”
- Review Key Elements & Complete Step 2 of “Evaluation Menu”

2. As a Group: (25 Minutes)

- Discuss Your Individual Responses to Step 2 & Reach Group Consensus for Step 2 (if you can)- Facilitator Records Group Decisions

S STEP 2: CIRCLE Which option depicts the design element in a manner that best serves Soquel Village.

STEP 2			
ENVIRONMENTAL & PARK/PLAZA ELEMENTS		Which Version BEST serves Soquel Village?	
Village Green / Plaza Elements	Option 1	Option 2	Option 3
Specific Activities / Elements (Community Gardens, Bocci, Other)	Option 1	Option 2	Option 3
PEDESRIAN & VEHICLE - SAFETY and CIRCULATION			
Pedestrian Connectings	Option 1	Option 2	Option 3
Soquel Alley Design	Option 1	Option 2	Option 3
Amount of Parking	Option 1	Option 2	Option 3
Vehicle Circulation	Option 1	Option 2	Option 3
ECONOMIC/BUSINESS VITALITY			
Outdoor Events (Art&Wine, Antique Faire, Music Festivals)	Option 1	Option 2	Option 3
OTHER COMMENTS:			

E

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Heart of Soquel - Round Table Discussions & Report Back :

3. Table Spokesperson:

- Report Back to Larger Group Table's Feedback
(About 2 minutes/Table)

WHAT TO REPORT BACK:

- TOP 3 Most Important Elements or.....
- Design Elements that Stood Out or.....
- Key Features or.....
- Issues or Concerns with Designs



Heart of Soquel – Next Steps

1. Compile Results from 10/26/10 Community Meeting
2. Review and Develop *Single* Conceptual Design
3. Review *Single* Conceptual Design with Planning
4. Return with Conceptual Design to the Community –
Spring 2011

BUILDING A STRONGER SOQUEL

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Heart of Soquel – Community Meeting 10/26/10



THANK YOU FOR ATTENDING

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