

BUILDING A STRONGER SOQUEL

Welcome! Thank you for coming!



What does “**The Heart of Soquel**” mean to you?

First Community Meeting 5/18/2010

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Meeting Outline

1. Soquel Village & Heart of Soquel
 - Location in Context of Economic Vitality
2. RDA Five Year & Soquel Village
3. Soquel Village Plan-An Overview
4. Heart of Soquel –Constraints & Opportunities
5. Round Table Discussion-Heart of Soquel
6. Round Table Discussion-Draft Survey
7. Report Back
8. Next Steps

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The Greater Soquel Area

Soquel Commercial Center

Soquel Village
Commercial Center

Heart of Soquel

Soquel Village
General Plan
Outline

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Commercial Opportunities



Economic Vitality depends on access to Goods & Services

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Commercial Opportunities



Nob Hill Shopping Center



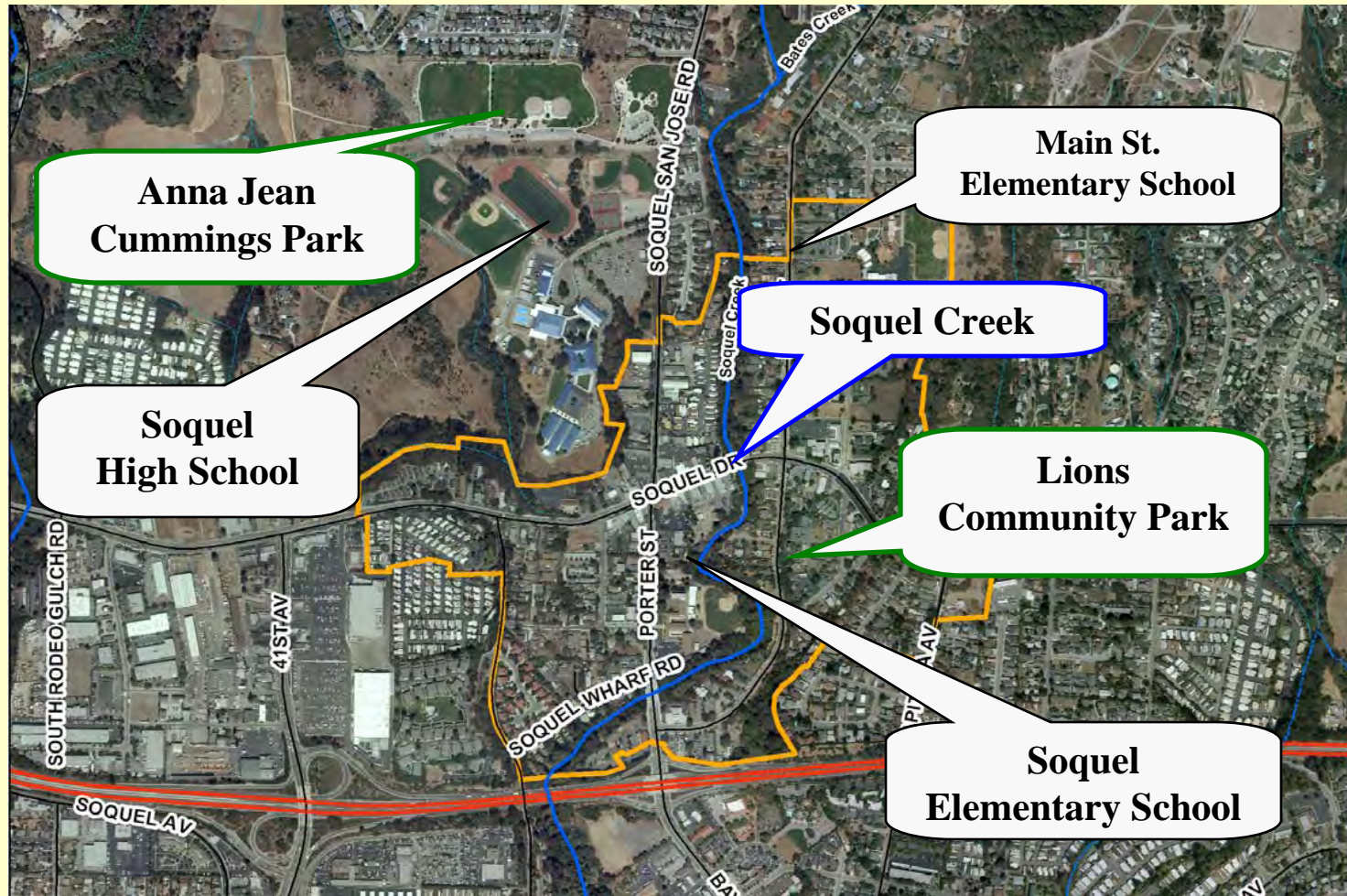
Nob Hill Shopping Center



Safeway/Best Buy/Home Depot Shopping Center

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Schools, Parks, and Natural Areas



Economic Vitality occurs in the context of the surroundings

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Schools, Parks, and Natural Areas



AJ Cummings Park



Soquel Creek



Soquel Lions Park



Soquel Creek

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RDA 5 Year Plan

Adopted fall of 2009



Soquel Village Plan Adopted 1990



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RDA 5 Year Plan for Soquel Village

Identified Projects:

- Main St & Porter St
- Economic Vitality
- Heart of Soquel
- Soquel Creek Linear Path and Parkway



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SOQUEL VILLAGE PLAN

Adopted May 22, 1990

“Developed through a participatory process using consensus decision-making techniques at a series of seven (7) community workshops.”

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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Implementation of the Soquel Village Plan

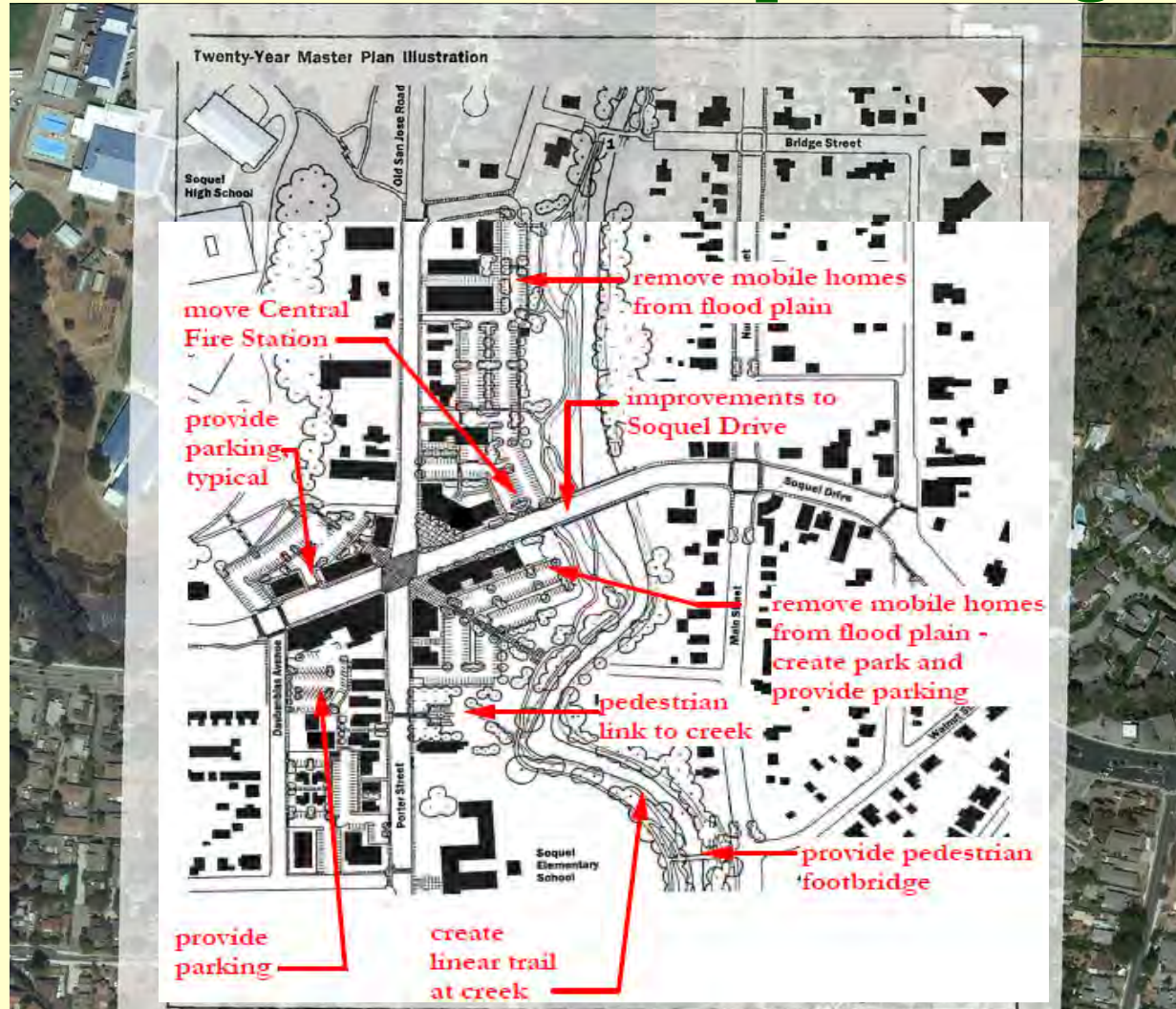


20 Year Conceptual Plan

County of Santa Cruz Redevelopment Agency

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Implementation of the Soquel Village Plan



20 Year Conceptual Plan

County of Santa Cruz Redevelopment Agency

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Opportunities and Constraints



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A History: Implementation of the Soquel Village Plan

1. Flood Management

- *Replaced Porter Street Bridge*



Replaced Bargetto Bridge



Relocated Residents of Heart of Soquel MHP

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment

- *Redevelopment Agency & Public Works Road & Traffic Projects*



Street Trees & Sidewalk Improvements

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment

- *Redevelopment Agency & Public Works Road & Traffic Projects*



Cross Walks and Signalization Improvements

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment



RDA & Public Works Pedestrian, Roadways, and Roadside Improvements

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment



RDA & Public Works Pedestrian, Roadways, and Roadside Improvements

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment



Bridge St
Pedestrian Bridge



Bargetto Bridge



West Walnut/Main Street
Pedestrian Bridge

RDA & Public Works Pedestrian, Roadways, and Roadside Improvements

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A History: Implementation of the Soquel Village Plan

2. Establishing a pedestrian oriented village environment
5. Economic Development: A Partnership



Daubenbiss Street
Public Parking Lot



Porter Street
Public Parking Lot

RDA & Public Works Pedestrian and Parking Lot Improvements

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A History: Implementation of the Soquel Village Plan

5. Economic Development

- *Established Parking and Business District*



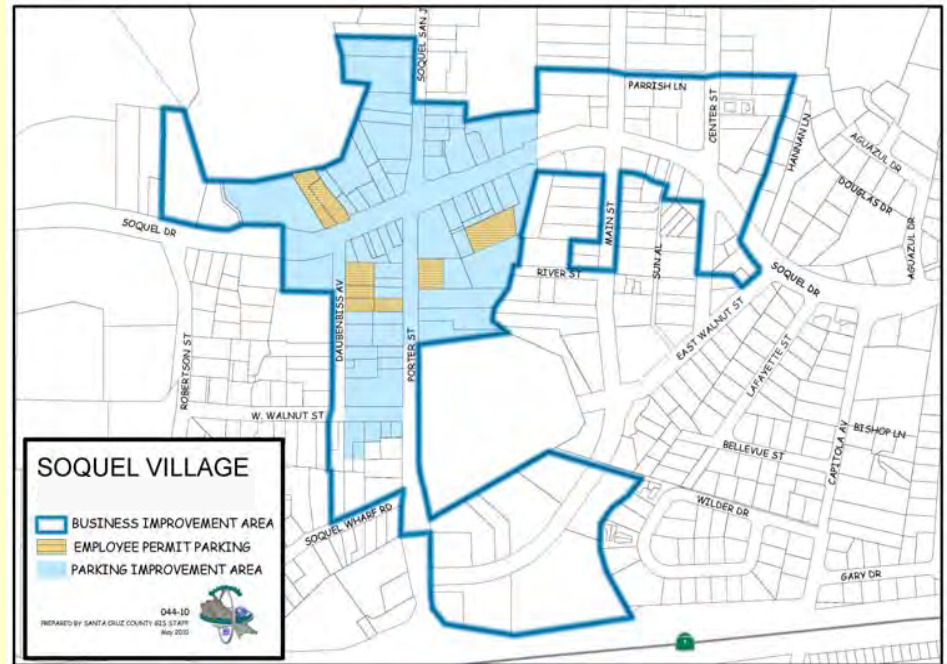
Daubenbiss Lot



Porter St. Lot



Soquel Dr. Lot



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A History: Implementation of the Soquel Village Plan

3. Establish design guidelines for village core uses
4. Land use compatibility



Maintaining Existing Character and Pedestrian Scale Development
Adopted by the Board and Implemented by the Planning Department

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Implementation of the Soquel Village Plan

“There are a myriad of ways in which the village plan might be implemented, depending on both public and private initiatives and investment strategies.”

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The Future Implementation Plan of the Soquel Village

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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The Future Implementation Plan of the Soquel Village

Where do we go from here?

*These “conceptual illustrations represent but
one possible vision and is intended to provide
a context for future planning”*

- Soquel Village Plan

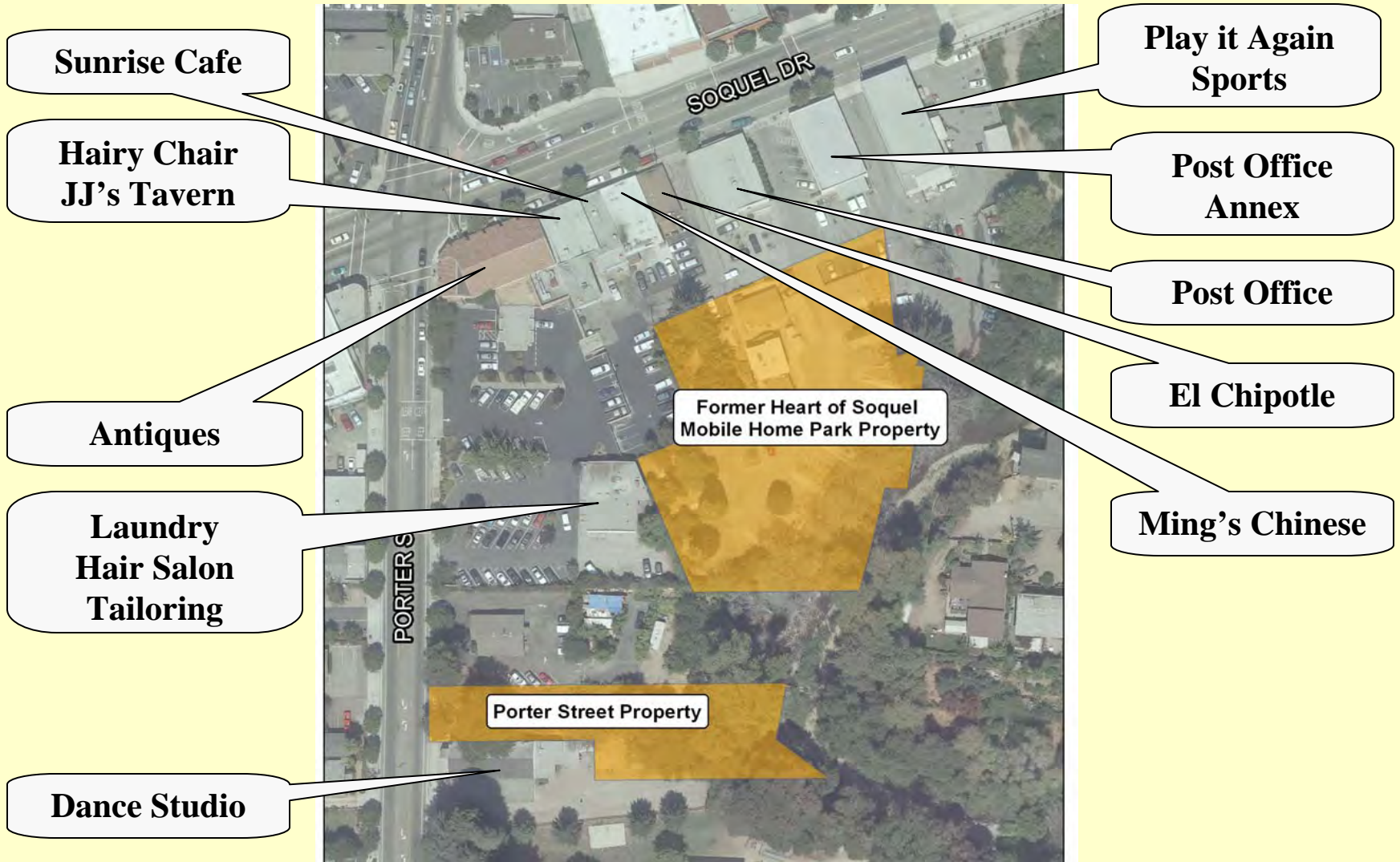
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Focusing on a Future Vision of the SE Quadrant



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Opportunity and Constraints

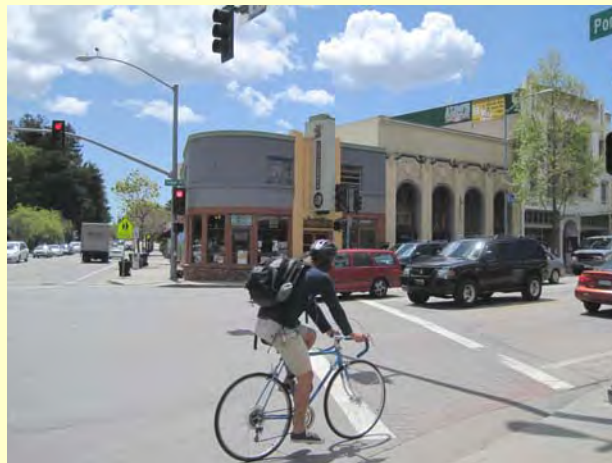


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Opportunity and Constraints

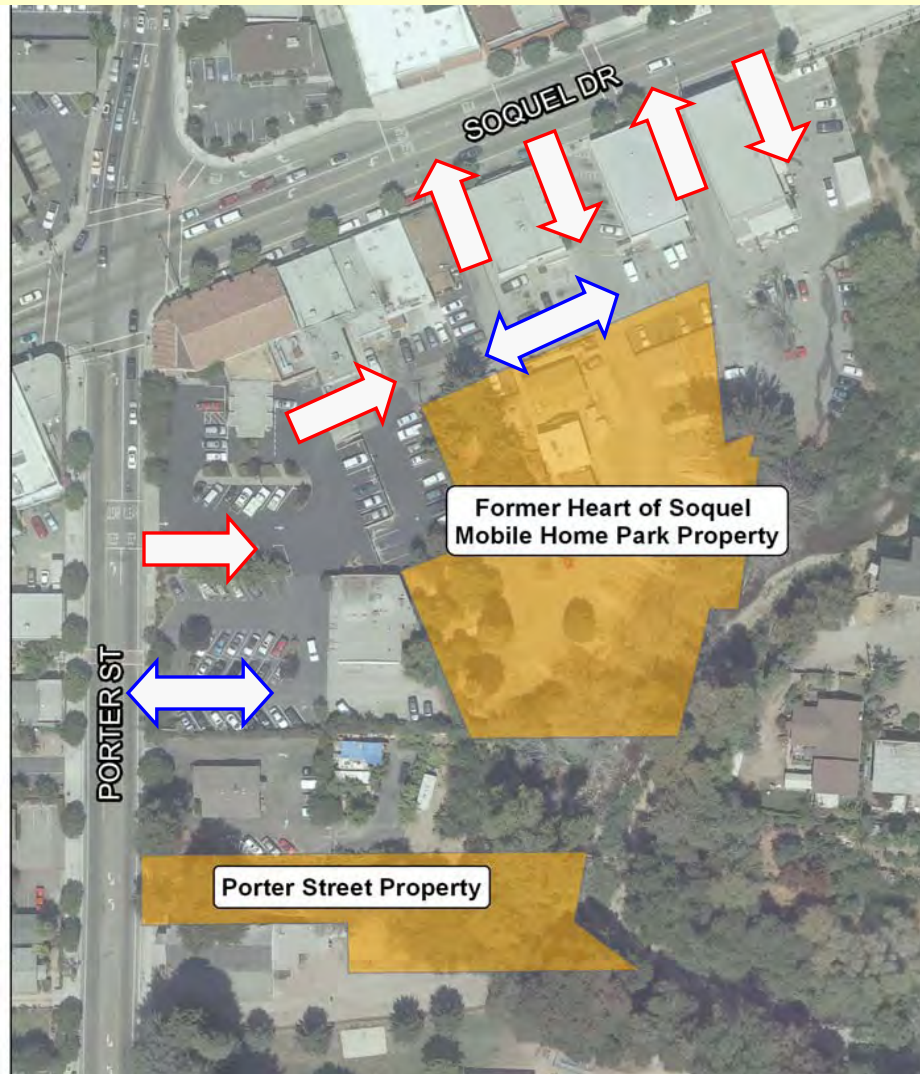


Vehicle & Pedestrian/Bicycle Relationships



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Opportunity and Constraints



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Opportunity and Constraints

Parking/Vehicle Circulation

Constrained access



Lack of visually pleasing aesthetics/character



Lack of connected pedestrian paths



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Opportunity and Constraints



Function and Aesthetics are Important



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Opportunity and Constraints



Combined Trash Storage

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Opportunities

What if...



Outdoor Dining



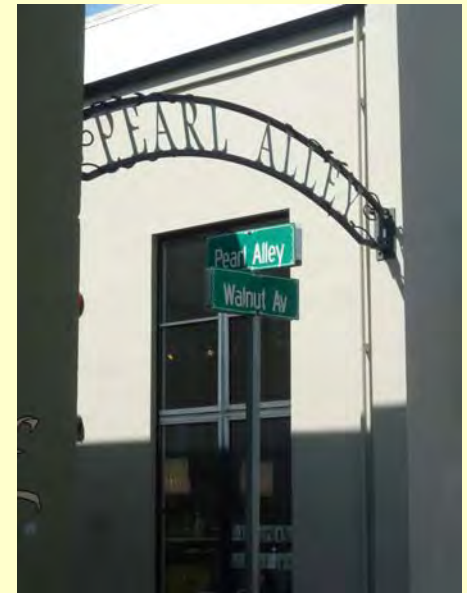
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Opportunities



What if...

**Inviting &
Attractive Alleyways**



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Opportunities

What if...



Bank Top Soquel Creek Pathway



**Educational/
Interpretive
Signage**

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Opportunities



Art & Wine Festivals

What if...



Farmer's Market



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Opportunities



Music
Festivals



What if...



Antique
Fairs



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Questions:

1. *What does “The Heart of Soquel” mean to you?*
2. *What are the opportunities and constraints for Soquel Village?*
3. *What is your vision for Soquel Village?*

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Community Process- Next Steps

- **1st Soquel Businesses Meeting**
 - Review Community Process with Stakeholders
 - Soquel Village Economic Vitality – Opportunities and Constraints
- **2nd Community Meeting**
 - Heart of Soquel Vision – Results from 1st Community Meeting
 - Redevelopment Owned Properties – Opportunities
- **2nd Soquel Businesses Meeting**
 - Review Opportunities and Constraints for Businesses in Soquel Village
- **3rd Community Meeting**
 - Heart of Soquel Property
 - Features and Goals
- **4th Community Meeting**
 - Park Features
 - Park Programming

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Soquel Village Quadrants

