

17th and Capitola Road

April 20, 2017



Agenda

Time	Activity	Presenters and Participants
6:30pm	Welcome, Introductions and Meeting Overview	John Leopold, Supervisor Norman Poitevin, Historian
6:50pm	Presentation on site, community context, and development	Paul Peninger, AECOM
7:10pm	Facilitated discussions in breakout groups	Community AECOM and County facilitators
7:55pm	Reporting back from breakout groups and next steps	Community Paul Peninger, AECOM
8:30pm	Closure	



Introduction and Overview

Imagine

LIVE OAK

Date: April 20, 2017

Time: 6:30-8:30 pm

Live Oak Elementary

School Gymnasium

1916 Capitola Road



The site at 17th and Capitola presents a once-in-a-generation opportunity to give Live Oak a community gathering point, provide neighborhood benefits and establish a foundation for the future. We need your input. Come share your vision for this project!



Want more information?
Visit us online at:

WWW.SANTACRUZCOUNTY.US
/17THandCAPITOLA

Supervisor John Leopold, the Santa Cruz County Office for Economic Development and AECOM invite you and your neighbors to a very important kickoff meeting that will help determine the future use of a County-owned parcel in the heart of the Live Oak community. Join us!

Cookies and beverages provided.



Santa Cruz County-owned Development Sites



Site Requirements

- Transferred to Redevelopment Successor Agency after the Dissolution of redevelopment in 2013
- Per State law:
 - County must sell, lease or transfer the sites
 - Maximize sale proceeds and long-term economic and community benefit with sale proceeds distributed to the taxing entities



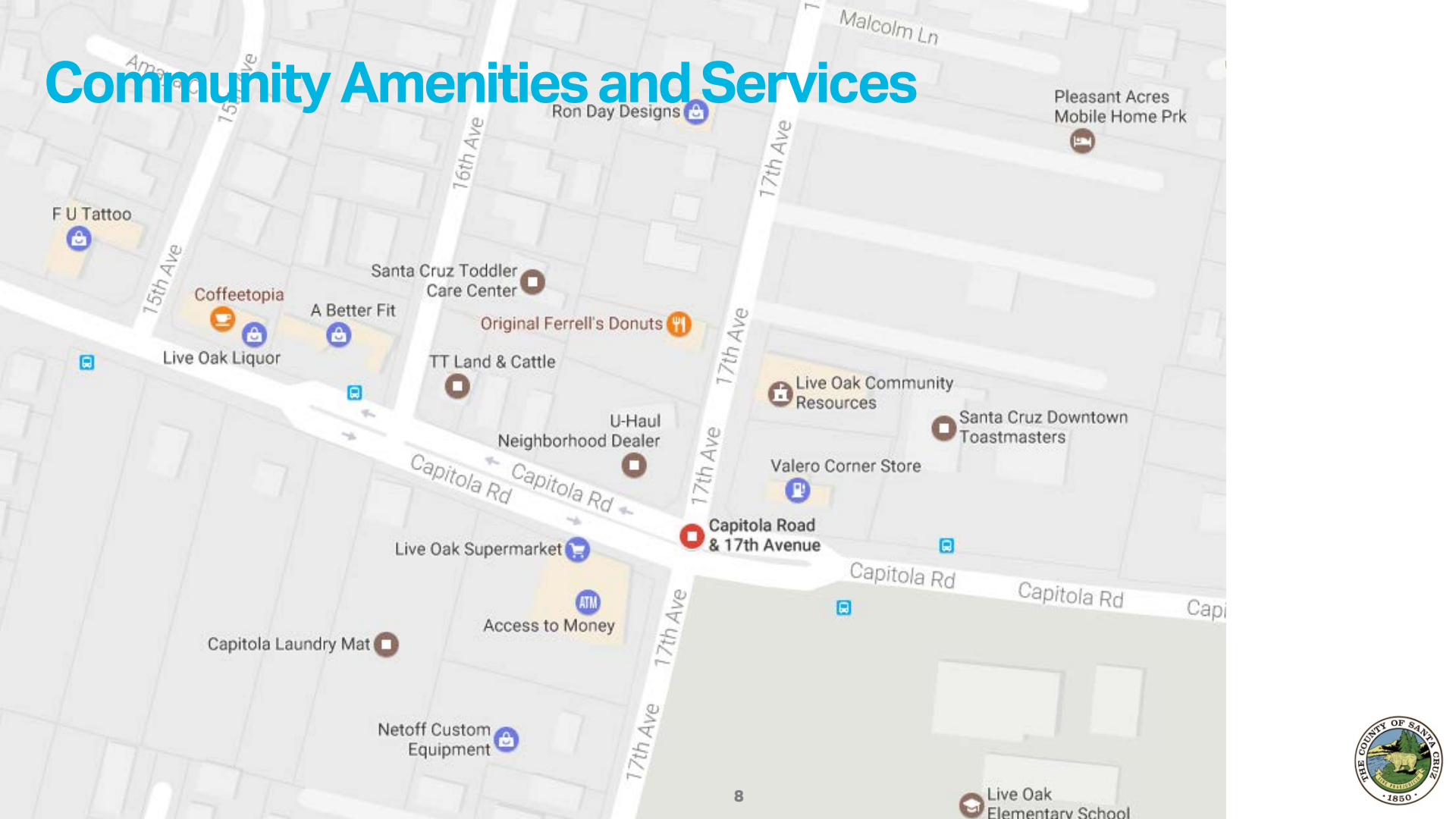
17th Avenue and Capitola Road

- **Owner:**
County of Santa Cruz Redevelopment
Successor Agency
- **Acquisition Dates:**
1994 to 1997
- **Size:**
3.7 acres / 4 parcels
- **Land Use Zoning:**
C-1 (Neighborhood Commercial)
- **General Plan designation:**
C-N (Neighborhood Commercial)
- **Market Value estimate (2016):**
\$3.55 million

Source: *Long Range Property Management Plan, 2013*



Community Amenities and Services



F U Tattoo

Ron Day Designs

Pleasant Acres
Mobile Home Prk

Coffeetopia

Santa Cruz Toddler
Care Center

A Better Fit

Original Ferrell's Donuts

Live Oak Liquor

TT Land & Cattle

U-Haul
Neighborhood Dealer

Live Oak Community
Resources

Santa Cruz Downtown
Toastmasters

Capitola Rd

Capitola Rd

Capitola Road
& 17th Avenue

Live Oak Supermarket

Valero Corner Store

Capitola Laundry Mat

Access to Money
ATM

Netoff Custom
Equipment

Live Oak
Elementary School



Walk Score

Capitola Road & 17th Avenue

Live Oak, California, 95062

Commute to **Downtown Live Oak** 

 60+ min  60+ min  60+ min [View Routes](#)

 Favorite

 Map

 Nearby Apartments

[Looking for a home for sale in Live Oak?](#) 

Walk Score

66

Somewhat Walkable

Some errands can be accomplished on foot.

Transit Score

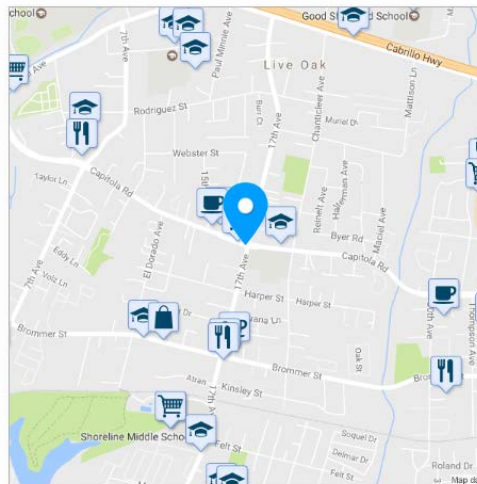
31

Some Transit

A few nearby public transportation options.

[About your score](#)

[Add scores to your site](#)

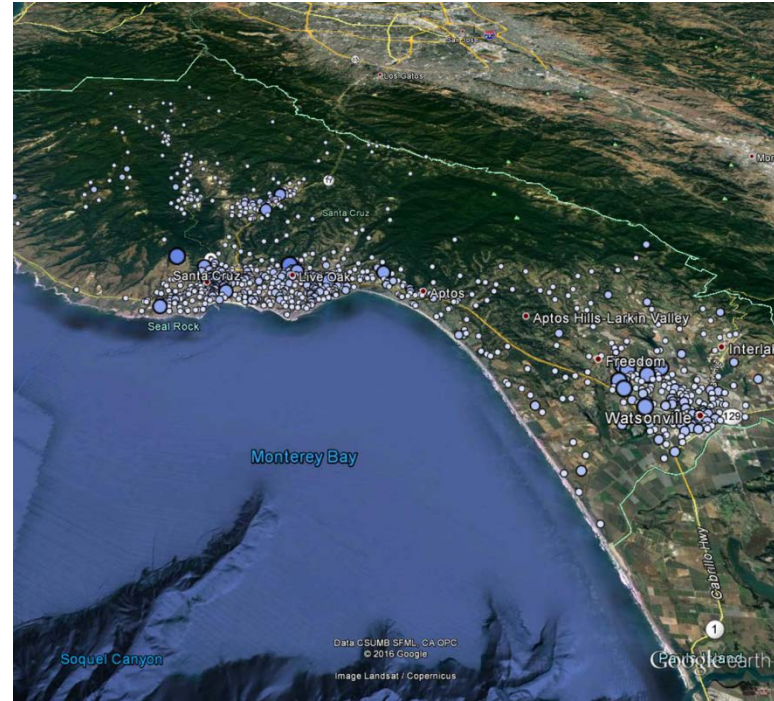




Community Context

County Demographic and Employment Trends

- Slow population growth (0.5% per year)
- Economy based in tourism, services, health care and education
- Higher than average unemployment compared to the State of CA, even when seasonally adjusted
- Large and growing population of commuters to Silicon Valley



Live Oak Population Trends (2010-2015)

- 6.7% of county's population
- Growing faster than county or city

Population, 2010-2015			
	2010	2015	% Change
Santa Cruz County	262,382	269,278	2.6%
Santa Cruz City	59,946	62,752	4.7%
Live Oak	17,158	18,038	5.1%

Source: US Census, 2010; US Census ACS, 2011-15.



Live Oak Age Characteristics (2010-2015)

- Median age consistent with county
- Population is trending younger since 2010
- Population of seniors (24.3%) and youth under 18 (12.3%) more in line with county than city

Median Age, 2010-2015

	2010	2015	% Change
Santa Cruz County	36.9	37.0	0.3%
Santa Cruz City	29.9	28.7	-4.0%
Live Oak	38.8	37.9	-2.3%

Source: US Census, 2010; US Census ACS, 2011-15.



Live Oak Income and Poverty (2010-2015)

- Higher median income than county or city
- But at the same time, somewhat higher family poverty than in county overall

Income and Poverty, 2015

	<u>Median Income</u>	<u>% Poverty</u>
Santa Cruz County	\$67,250	8.6%
Santa Cruz City	\$62,164	9.3%
Live Oak	\$68,875	8.9%

Source: US Census, 2010; US Census ACS, 2011-15.



Median Income by Sub-area (2015)

County Owned Property

Legend

- County Owned Properties
- 17th & Capitola Rd Area Census Block Groups

Red	\$46,852
Orange	\$53,730
Light Green	\$61,654
Dark Green	\$107,950

Live Oak



Households in Poverty by Sub-area (2015)

County Owned Property

Live Oak

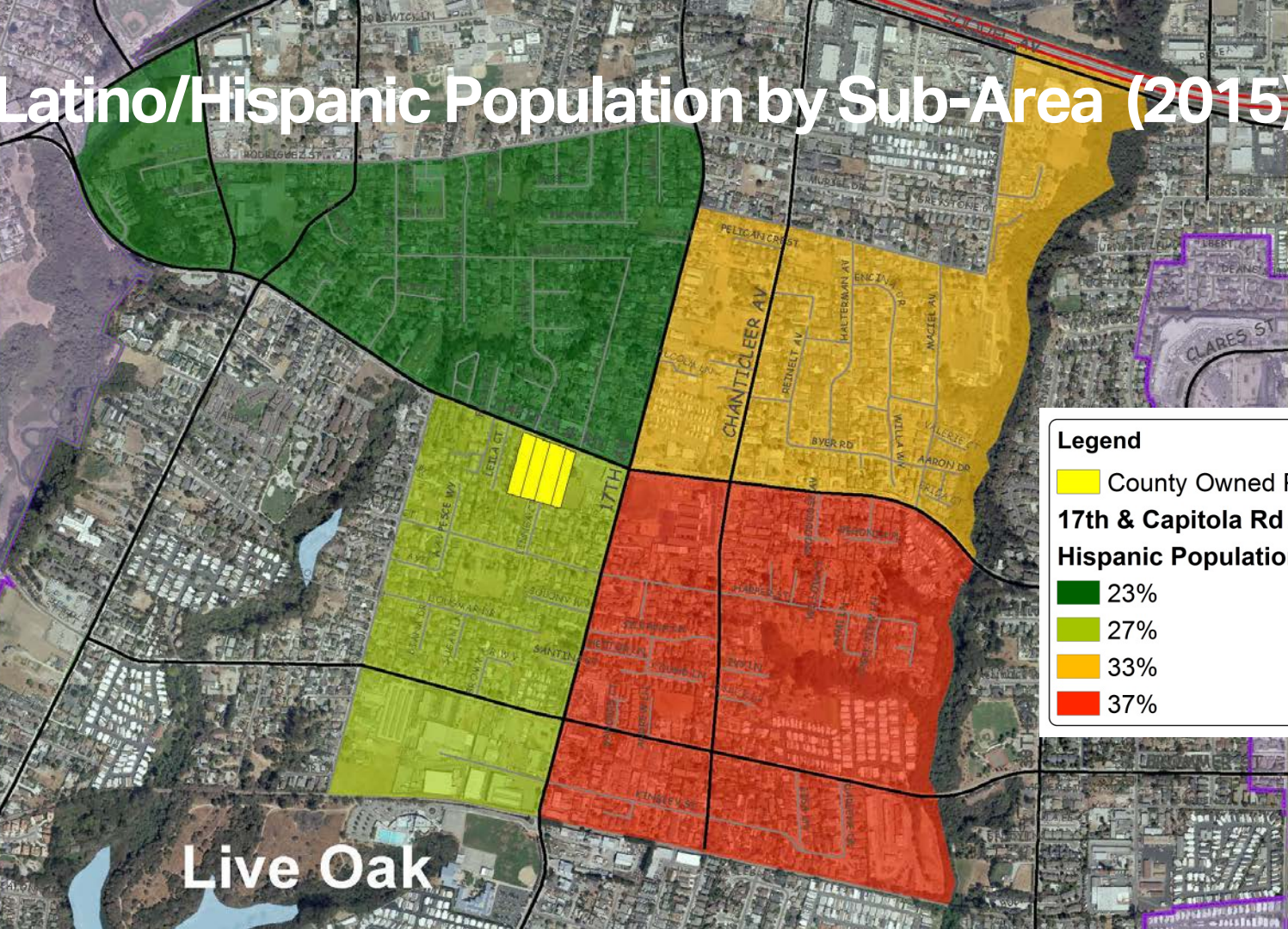
Legend

- County Owned Properties
- 17th & Capitola Rd Area Census Block Groups
- Percentage of Households in Poverty

2.3 %
13.2 %
20.2 %
24.3 %



Latino/Hispanic Population by Sub-Area (2015)



Live Oak

Legend

- County Owned Properties
- 17th & Capitola Rd Area Census Block Groups
- Hispanic Population
 - 23%
 - 27%
 - 33%
 - 37%



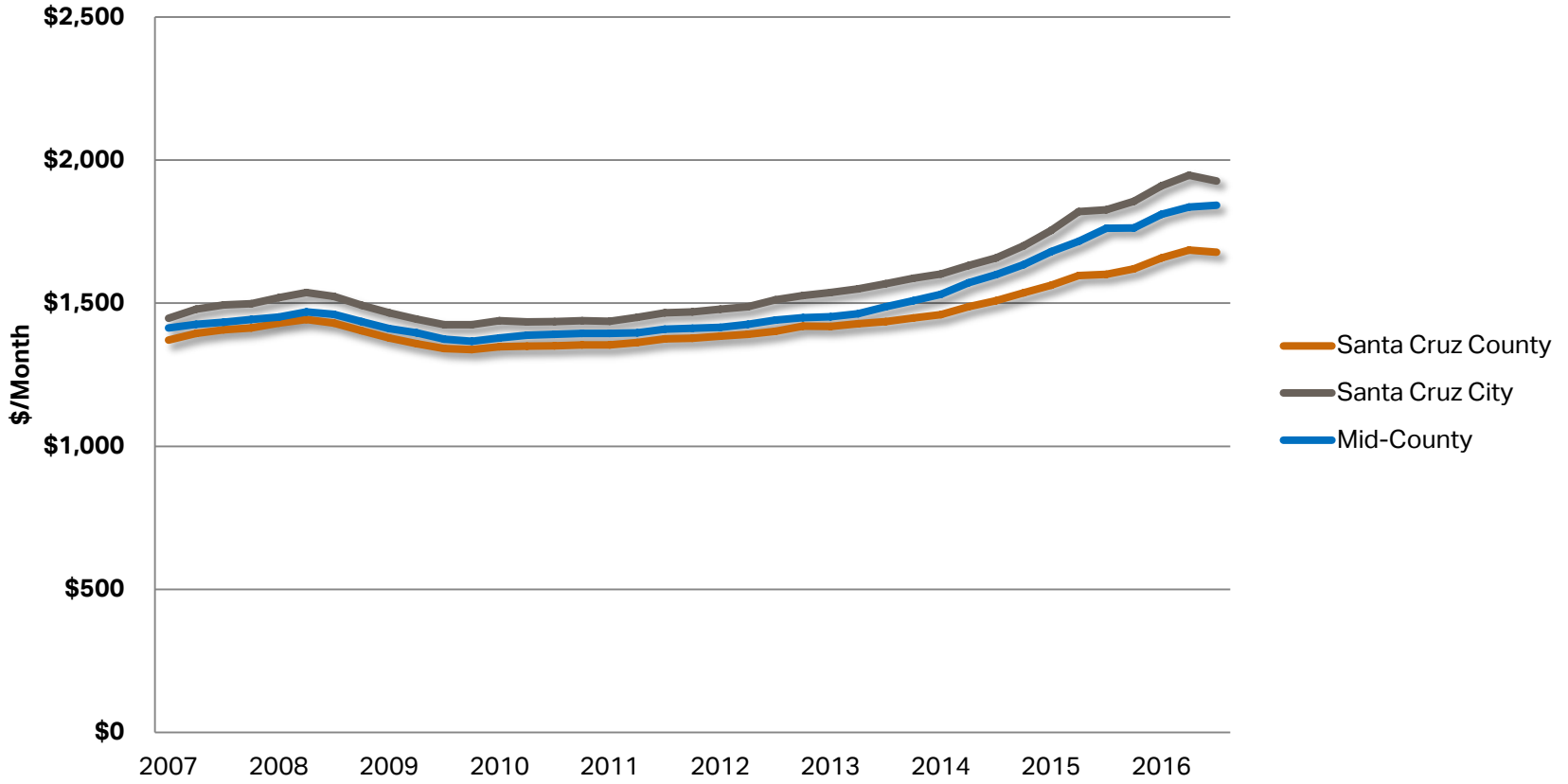
Real Estate Market Trends: Mid-County Region

Mid-County includes the area around Live Oak, Soquel, Aptos, and portions of Watsonville.



— Mid-County

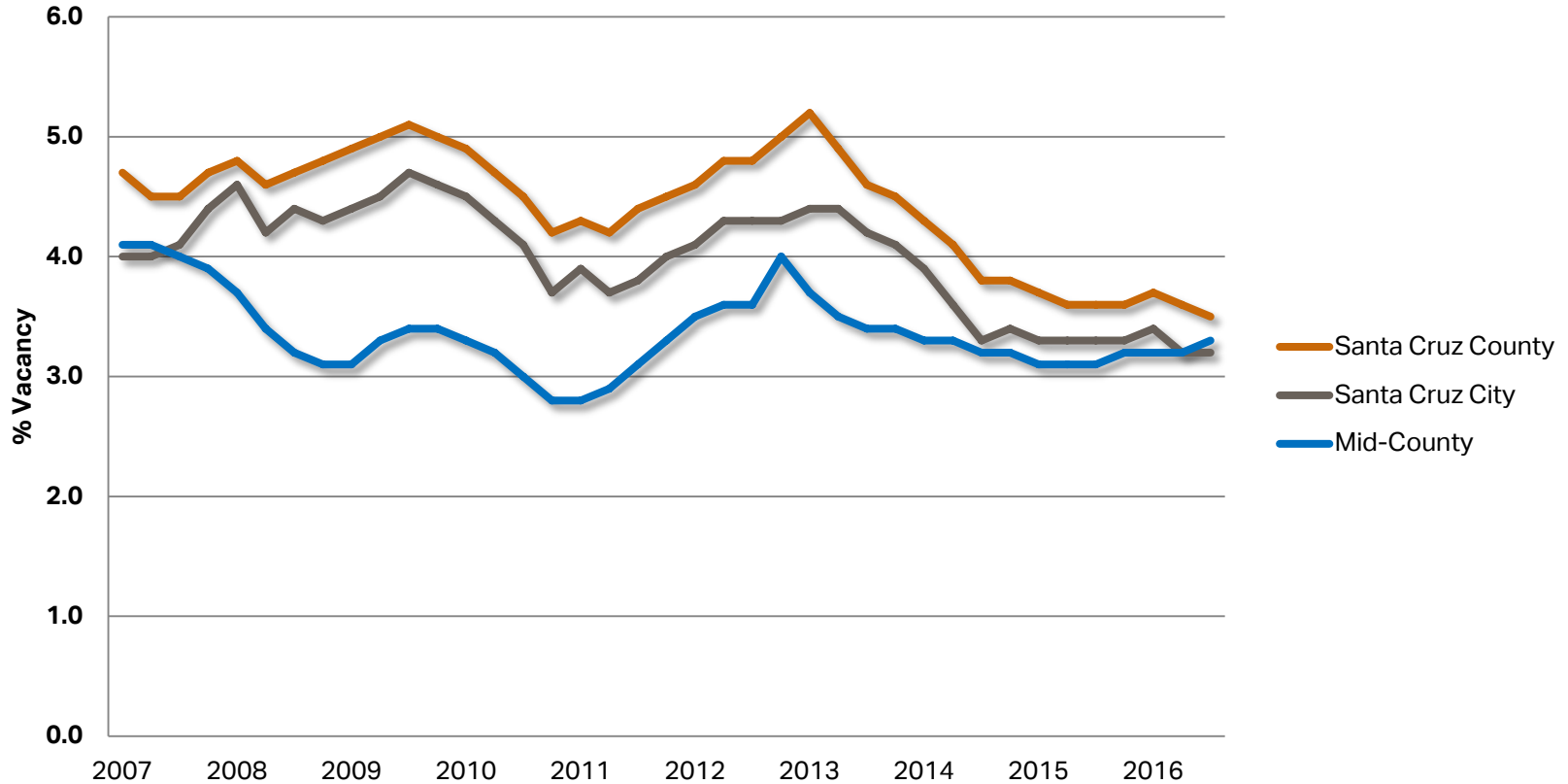
Average Apartment Rent (2007-2016)



Source: CoStar



Vacancy in Multi-family Housing (2007-2016)



Source: CoStar



Housing Units (2010-2015)

- 6.5% of county's total housing stock
- Approximately 50 units added since 2010
- Several new housing developments now in the pipeline

Housing Units, 2010-2015

	<u>2010</u>	<u>2015</u>	<u>% Change</u>
Santa Cruz County	104,479	105,034	0.5%
Santa Cruz City	23,316	23,499	0.8%
Live Oak	6,726	6,780	0.8%

Source: US Census, 2010; US Census ACS, 2011-15.

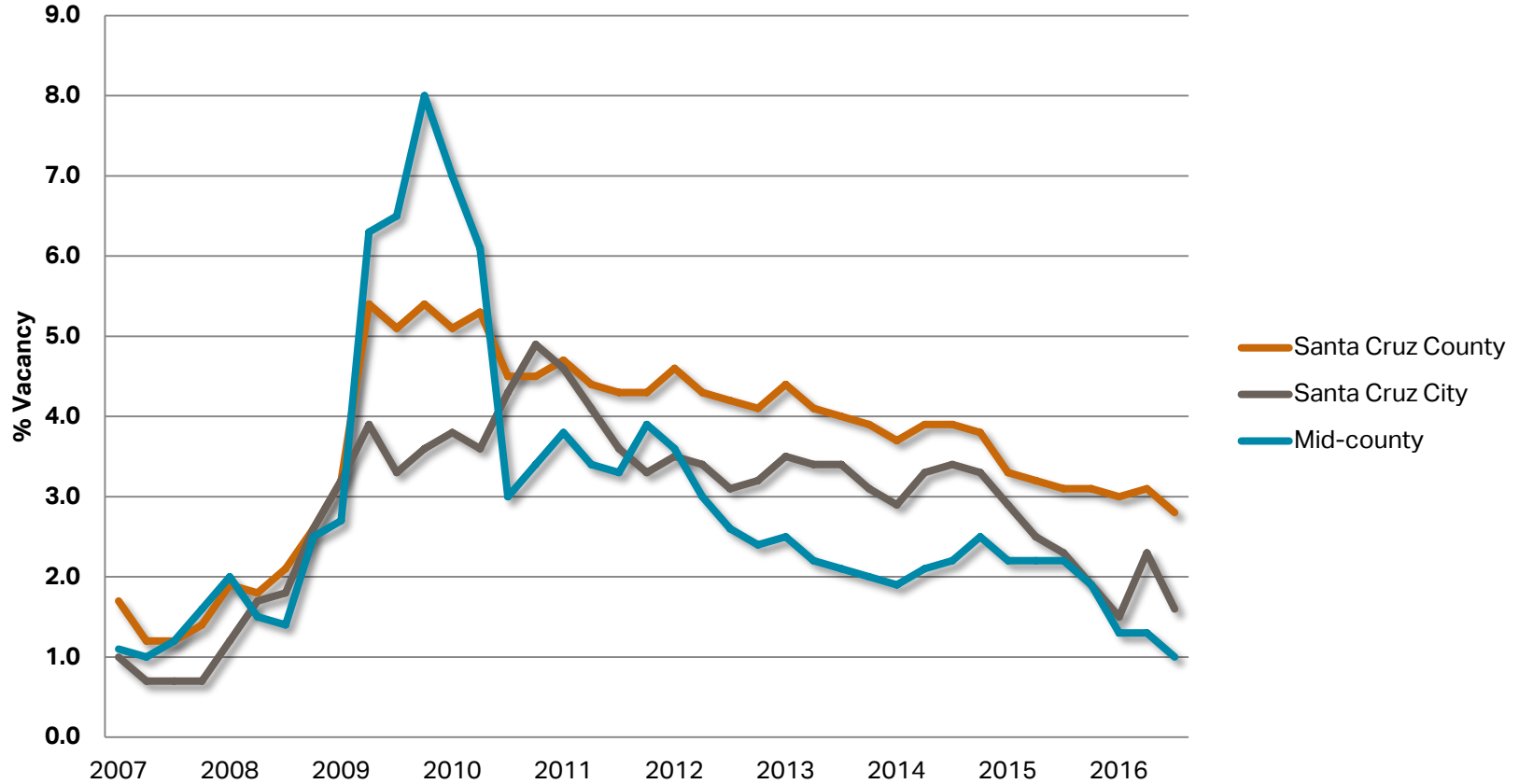


Retail Market Context

- Limited local commercial services
- Slow growth in inventory of retail space in market area
- Potential need for space to serve small businesses/artisans and entrepreneurs



Vacancy in Retail Space (2007-2016)



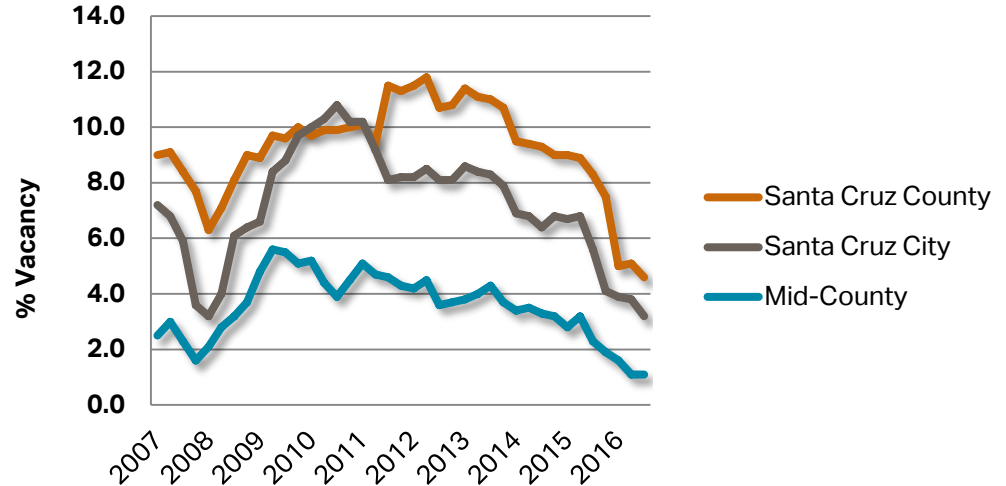
Source: CoStar



Office Market Context

- Low office inventory in market area
- Low vacancy rates compared to city and county
- Potential market support for office space serving smalls business, medical uses and entrepreneurs

Office Vacancy, 2007-2016





Trends in Sustainable Infill Development

Development Trends and Best Practices

The Past: Auto-Oriented Greenfield Development



The Future: Green Infill Development



Green and Renewable



*Red Oak Park, Boulder, CO
Source: Urban Land Institute, 2013*

Community Gathering Places



*Sofia Flats, San Diego, CA
Source: Urban Land Institute, 2016*

Opportunities for Social Interaction



*Sofia Flats, San Diego, CA
Source: Urban Land Institute, 2016*

Mixed-Use Retail + Housing



Horizontal Mixed-Use Development



Mixed-Use and Multi-Modal



Key Questions

1) What types of commercial space, services or activities does Live Oak most need?

2) What are your thoughts about having residential, office, retail or other uses at the 17th and Capitola site?



County Staff

- Dave Reid – Analyst
- Andy Constable – Economic Development Manager
- Peter Detlefs – Economic Development Coordinator
- Barbara Mason – Economic Development Coordinator
- Betsey Lynberg – Assistant Director of Public Works
(former Redevelopment Agency Director)
- John Ricker – Water Resource Manager
- Paia Levine – Senior Planner
- Sarah Neuse – Planner
- Annie Murphy – Planner



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Thank You

www.santacruzcounty.us/17thandCapitola