

VISION STATEMENT

The Vision Statement has been written to convey an image of downtown Santa Cruz as the community has visualized it 20 years following the Loma Prieta earthquake of 1989.

INTRODUCTION

Vibrant, vital and active, the central business district constitutes the primary retail, commercial, professional and employment center for the City of Santa Cruz. This compact, high-density area is home to unique businesses; offering residents and visitors a diverse and wholesome environment for commercial, cultural, civic and social pursuits. Local, regional and national businesses combine in a potent blend, making the downtown a major destination for the entire region.

The pedestrian-oriented environment is characterized by convenient access, a garden-like setting, and human-scale buildings. The visual and physical relationships to the San Lorenzo River, the surrounding natural landscape and Monterey Bay make downtown Santa Cruz among the most beautiful urban places in California. The architecture captures the best of the City's past, while integrating new buildings into a coherent and visually appealing downtown. As a result, the area strikes a balance between a successful modern business center and an environmentally attractive and active public place.

This effective combination is the focus of Santa Cruz public life, and is a central element in the community's identity. Downtown is safe and clean. It is a multi-cultural place, attracting all sectors of the community, and serving as a meeting place for children, students, elderly, office workers, retailers, shoppers and visitors, as well as those living in the downtown and surrounding neighborhoods. Restaurants, cultural events and entertainment bring additional life to the area during the evening and nighttime hours.

A range of housing types is integrated into the downtown. This urban-density housing provides both market-rate and affordable units, and expands the immediate market for downtown goods, services and public transportation.

The economic and social vitality of the downtown has a positive effect on the surrounding areas and the entire community. It has restored the heart and soul to an earthquake-shaken town, and once again provides a significant source of tax revenue for the City's general fund.

ACTIVITIES

As the "living room" of the entire City, downtown offers something for everyone, attracting people of all ages and diverse backgrounds.