

# MIXED-USE COMMERCIAL DEVELOPMENT OPPORTUNITY

REQUEST FOR QUALIFICATIONS

RFQ# 16Q1-007

Submittals Due

August 4, 2017, 5:00 PM PDT



# *Opportunity to develop a mixed-use commercial project in the heart of Santa Cruz County*



*The County of Santa Cruz invites developers with a proven track record to submit their qualifications and vision for a prime community-serving site in Santa Cruz.*

The development opportunity features:

- Approximately 3.7 acres site in the heart of the Live Oak community within the unincorporated area of Santa Cruz County;
- Potential for mixed-use commercial development;
- Potential for complimentary development on adjacent parcels;
- Strong residential trade area with approximately 90,000 County residents living within three miles of the site;
- Access to Highway 1 via 17th Avenue, and access to 41st Avenue (a major commercial corridor in Capitola) via Capitola Road.

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# Executive Summary:

## *Mixed-Use Commercial Development Opportunity*

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### **Opportunity**

To develop a mixed-use infill site owned by the Santa Cruz County Redevelopment Successor Agency (RSA). Development of this site aims to strengthen the local tax base and enhance economic vitality and quality of life in the County while meeting community needs, which may include residential and neighborhood-serving commercial uses.

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### **Site**

The approximately 3.7 acres site (Site) is on the southwest corner of 17th Avenue and Capitola Road in the unincorporated area of Live Oak within 1 mile of Highway 1.

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### **Development Team**

Qualified Development Teams must have substantial experience developing mixed-use commercial projects.

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### **Property Disposition**

The County desires to negotiate and execute a Disposition and Development Agreement (DDA) with the selected Developer that specifies the scope of development, public benefits, business terms, and performance requirements, as well as a timeline for securing entitlements and purchasing the property from the RSA. The Developer will lead the engagement of the community while incorporating the visioning process established in Appendix A in the project.

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### **Selection Process**

The selection process involves the submittal of qualifications and a preliminary vision for the Site. County staff will select qualified Development Teams for interviews, rank selected teams and make recommendations to enter into an exclusive negotiation agreement with selected Development Team.

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### **Due Date**

August 4, 2017, 5:00 PM PDT

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### **Questions**

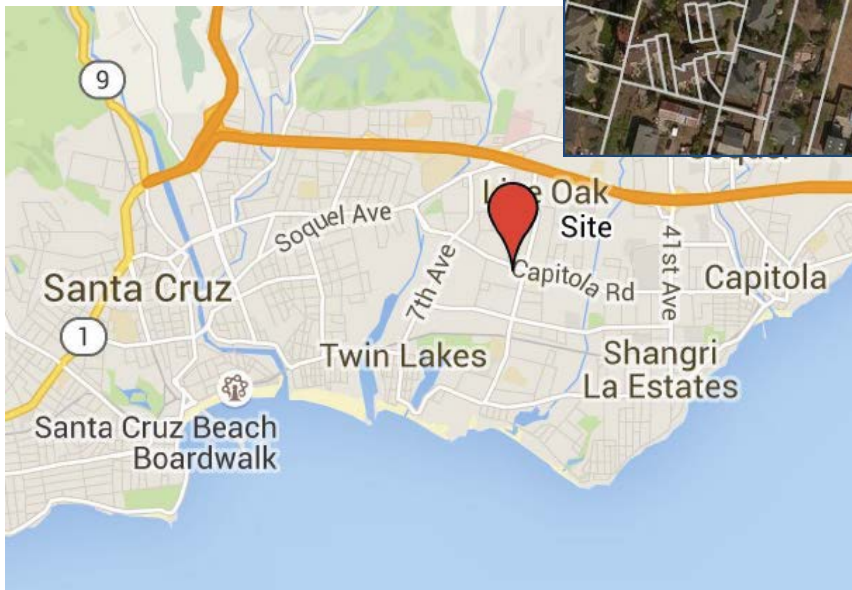
Submitters shall direct all questions regarding the RFQ to the Buyer, Kevin Bratcher via e-mail at [kevin.bratcher@santacruzcounty.us](mailto:kevin.bratcher@santacruzcounty.us).

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# Mixed-Use Development Opportunity



The County of Santa Cruz is soliciting statements of qualifications and a preliminary vision from capable and experienced developers to develop a high-quality, neighborhood-serving mixed-use commercial project.

Currently owned by the RSA, the approximately 3.7 acres Site is on the southwest corner of 17th Avenue and Capitola Road in Live Oak. It is located within one mile of Highway 1.

The City of Santa Cruz is located approximately 1.6 mile to the west and the City of Capitola approximately 1.9 miles to the east.

The Redevelopment Agency initially acquired the Site for the purpose of construction of a public library.

Development of Site will accomplish the following objectives:

1. Achieve the goals of the community;
2. Strengthen the local tax base;
3. Enhance economic vitality and quality of life in Live Oak;
4. Generate revenue from the sale of the property; and
5. Achieve near term development.

While the County has not defined a concept for the property, the County envisions that the concept will maximize use of the property's central location in Live Oak for neighborhood-serving commercial uses and reflect the community visions established during a community workshop on April 20, 2017, as outlined in Appendix A.

The County looks forward to partnering with the selected Developer on the planning and design of the Site, with attention given to the following land use parameters and development standards derived from County policy.



## Land Use Parameters

*Land Use Designation:* General Plan designation of C-1 (Neighborhood Commercial). The property is not in the California Coastal Commission Coastal Zone.

*Setback:* Ten-foot front setback and 30 feet for the setback that fronts a residential district.

*Height Limit:* Three stories/35 feet; potential for additional five feet with design review.

*Zoning and General Plan:* The current land use zoning for the property is C-1 (Neighborhood Commercial).

*Priority Use:* The General Plan designation of the site promotes the development of neighborhood commercial districts to provide compact, conveniently located, and well-designed shopping and service uses to meet the needs of individual urban neighborhoods, rural communities and visitors. The current C-1 zoning district allows for up to 50% of the square footage of a development to be residential.

## County's Financial Objectives

The County's financial objectives are two-fold:

- 1) to generate revenue from the sale of the property; and
- 2) to generate significant annual tax revenue to the County in the form of sales taxes, property taxes, etc.

The purchase price of the property will be determined based on the development economics of the proposed project and a fair market value appraisal of the property to be prepared once the requirements of the project have been negotiated.



## Site and Parcel Summary

**Owner:** Santa Cruz County Redevelopment Successor Agency

**Site Address:** 1412, 1438, 1500 and 1514 Capitola Road

**Assessor Parcel Numbers (APNs):** 026-741-12, -13, -14 and -15

**Area:** 3.7 acres +/-

**Dimensions and slope:** The Site is nearly rectangular and generally flat.

**Existing structures:** Improvements are limited to two single-family home leased for private residential use; the leases are terminable on short notice.

**Environmental and soil conditions:** The Site is not a Brownfield site and the County is not aware of any significant contamination issues, based on currently available information. Phase I Environmental Site Assessment reports were prepared in 1994. The Phase I reports recommended additional soil sampling on the 1438 Capitola Road property due to its previous use as a construction yard and presence of petroleum hydrocarbons. Following this report, the contaminated soils were removed to non-detectable levels.

**Easements:** Title to the property is subject to easements for storm drain sewer along the perimeter of the property, and easements granted to the County for sidewalks and utilities.

**Regulatory Agencies and Needed Entitlements:** Prior to construction, the project will require a development permit approved by the Santa Cruz County Board of Supervisors.

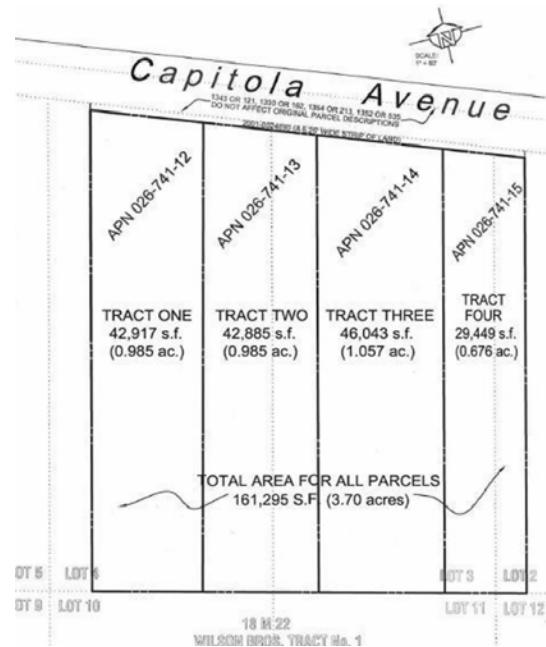
## Roles and Responsibilities

### Role of Developer

- Serve as lead partner with the County to develop a land use plan for the property, which will require incorporating the visioning process of the community
- Negotiate a Disposition and Development Agreement (DDA)
- Secure entitlements for the project
- Secure financing for the development
- Purchase the property from the RSA, subject to the terms of the DDA
- Undertake backbone infrastructure improvements
- Proceed with vertical development or enter into agreements with vertical builders

### Role of County and/or RSA

- Partner with Developer to identify the development concept and land use plan
- Assist with community process
- Provide access to all available site information
- Partner with Developer to integrate public improvements with the project
- Facilitate sale of property to Developer at a value supported by the overall project economics





# Selection Schedule, Process and Criteria

## Tentative Schedule

The key dates for this development opportunity are as follows. County may change these dates as it deems necessary or appropriate.

Activity	Date
RFQ Issuance	May 26, 2017
Written Questions Due	June 16, 2017, 5:00 PM PDT
Responses to Written Questions	June 30, 2017
Submittals Due	August 4, 2017, 5:00 PM PDT
Initial Screening Complete	August 25, 2017
Interviews/Supplemental Information Due	Week of September 4, 2017
Selection of Developer	October 2017
Execute Exclusive Negotiating Agreement	2017-18
Project Scoping and Negotiate and Draft DDA	2018
Board of Supervisors and Oversight Board Approval of DDA	2018

## Technical Documents

The County has assembled relevant technical documents that will be posted on the following County website:  
<http://www.co.santa-cruz.ca.us/Departments/GeneralServices/Purchasing/Solicitations.aspx>.



## Process

### *1. Initial Review*

County staff will conduct an initial review of all submittals received for completeness. Incomplete submittals will be rejected and the submitting Development Teams will be eliminated from further consideration.

### *2. Evaluation Panel*

County staff will evaluate complete submittals and select the highest ranked Development Teams to interview. The County reserves the right to request additional information from Development Teams and may elect to visit Development Teams' completed projects.

### *3. Selection of Development Team*

Following the interviews, County staff will recommend to the County Administrative Officer the Development Team that (1) best meets the needs as set forth in the RFQ, (2) is best qualified and (3) is best able to deliver a project that meets the County's development objectives and community visioning process. Evaluation of submittals shall be within the sole judgment and discretion of the County. Based on staff recommendations, the Board of Supervisors will approve selection of the Developer.

### *4. Exclusive Negotiation Agreement Leading to DDA*

The selected Developer will be expected to enter into an exclusive negotiation agreement for purposes of establishing a planning and entitlement process, specific scope of development, public benefits, business terms for the purchase of the property, and performance requirements.

### *5. Site Development*

The selected Developer will be responsible for all development activities, including formulating a development program, securing entitlements, preparing all architectural and engineering plans, purchasing the property from the RSA, undertaking backbone infrastructure improvements and completing vertical improvements.

## Criteria

Development Teams will be evaluated based on their relevant experience, management team and structure, financial resources and development vision.

### *1. Relevant Experience*

Experience of the team serving a primary role in completing high-quality, mixed-use developments. Proven experience in the assemblage of adjacent parcels held in separate ownership for the maximum benefit of the project.

### *2. Management Team and Structure*

Experienced and professional senior-level management team dedicated to the project throughout the life of the project. *References will be checked to evaluate the consistency, professionalism and responsiveness of teams.*

### *3. Financial Resources*

Evidence of financial resources necessary to plan, acquire and develop the property and to demonstrate a history of maintaining significant equity/cash positions in projects and providing long-term investments to enhance the quality and success of projects. Specific criteria evaluated include:

- Availability of liquid assets;
- Number of past similarly sized projects;
- Positive support from lenders and/or joint venture partners;
- Past bankruptcies, non-performing loans, and other financial difficulties; and
- Financing structure of past projects.

### *4. Development Vision*

Development vision that reflects an understanding of and commitment to the County's objectives, standards, and land use parameters for the Site and best demonstrates an understanding of the vision of the community as reflected in Appendix A.





# Submission Requirements

Development Teams must submit complete packages including the following in the order indicated to be considered.

## **1. Cover Letter**

Include a two-page cover letter highlighting the Development Team's key qualifications and experience. Clearly identify the Development Team members and their roles. Identify the principal point of contact/project manager who will be authorized to make representations on behalf of the Development Team.

## **2. Development Vision**

Describe the Development Team's overall vision to create a unique, high-quality project that reflects the County's development objectives and can be executed in the near future. Architectural renderings of the vision are not required. The vision statement should address:

- Anticipated size, character, and target market of the development components;
- Order of magnitude of development costs and anticipated debt/equity requirements;
- Key amenities;
- Incorporating adjacent properties to the project;
- Approach to accommodating the easements.

## **3. Members of Developer**

Identify the name of the Developer entity, each member of the Developer entity, each member's percentage of ownership of the Developer entity, each member's respective roles and responsibilities, mission statements, and the person who represents each member. Indicate the managing member of the Developer, the financial partner, the person responsible for securing entitlements, etc. Provide an organizational chart that illustrates the members of the Developer entity.

## **4. Development/Operations Philosophy**

Describe the Developer's approach to developing and operating projects and how the Developer's approach translates into successful developments.

## **5. Project Manager**

Identify the person who will represent the Development Team in meetings with the County and provide his/her position within the Development Team.

## **6. Consulting Members of Development Team**

Identify professional consultants collaborating with the Development Team including architects, land use planners, engineers, traffic consultants, etc., including any applicable license numbers.

## **7. Developer Relevant Projects**

Provide a maximum of five projects that highlight the Developer's experience serving in a developer role in mixed-use commercial developments. Relevant Projects must be described using the format provided in Exhibit A and are limited to a total of fifteen (15) pages. It is recommended that selected projects include visuals to best communicate the project vision.

## **8. Development Team Resumes and Relevant Projects**

Provide Development Team resumes including any applicable license numbers and relevant project experience of proposed team members not included in item 7 above.

## **9. Financial Qualifications**

Provide clear evidence of financial resources to plan, acquire and develop the property in accordance with the development vision, including:

- Name(s) of members of the Developer who are responsible for securing financing for the project;
- Copies of audited financial statements of responsible entities for the past two years. Financial statements should include balance sheet, unencumbered liquid assets, income statement, and accompanying notes;
- Anticipated amount of debt and equity needed and to be secured by the Developer for completion of the project;
- Required rate of return, if any, for this development. Describe the requirement(s) if applicable.

## **10. Financial History**

Indicate whether any member of the Developer (Development Team) or any partnership, joint venture, and/or LLC in which any member of the Developer (Development Team) was a member has ever declared bankruptcy or participated in a restructuring of debt commitments of a distressed property. If applicable, describe the project(s) and circumstance(s).

## **11. Litigation**

Describe all judgments and pending litigation against the Developer and members of the Development Team.



# Submission Details

*(Required Forms, Number of Copies, Address)*

Completed submittals shall include all required attachments (exhibits and explanatory materials) as applicable. All attachments shall be identified with the Submitter's name, RFQ number and page number. No oral, telegraph, telephone, facsimile or electronic submittals will be accepted. Submittals must be completed in ink, type-written, or word-processed.

Submit five (5) sets: one (1) original and four (4) copies; and one (1) electronic copy (USB drive or CD) of the completed submittal, including the following attachments:

- Exhibit A: Relevant Experience  
(One form per project)
- Exhibit B: Development Team Summary

Submittals shall be delivered in a sealed container clearly marked RFQ #16Q1-007 and addressed to:

**General Services Department - Purchasing Division**  
**Attn: Kevin Bratcher**  
**701 Ocean Street, Room 330 Santa Cruz, CA 95060**

Submittals received will be available to the public for review after the completion of negotiations with the Developer selected by the Board of Supervisors.

## Submittal Due Date

Submittals are due August 4, 2017, at 5:00 PM Pacific Daylight Time (PDT).

## Late Submittals

Submittals received after August 4, 2017, at 5:00 PM PDT will be returned unopened.

## Proprietary Information

Submittals will be subject to public inspection in accordance with the California Public Records Act (CPRA). To protect proprietary information, if any, Submitter must clearly mark proprietary information as such, submit it in a separate sealed envelope and only reference it within the body of the proposal. Submitter should not include in the submittal any material that Submitter considers confidential but that does not meet CPRA disclosure exemption requirements. Submitter shall be responsible to defend and indemnify the County from any claims or liability to compel disclosure of any part of its submittal claimed to be exempt from disclosure.

## Point of Contact

Submitter shall direct all questions regarding the RFQ to Kevin Bratcher, the Buyer, via e-mail at [Kevin.Bratcher@santacruzcounty.us](mailto:Kevin.Bratcher@santacruzcounty.us).

No other person has the authority to respond to any questions submitted unless specifically authorized by Mr. Bratcher. Submitter may be disqualified for failure to adhere to this process.

## Modification or Withdrawal of Submittal

Submitter or its authorized representative may modify or withdraw its submittal prior to the submittal due date by formal written notice. All submittals not withdrawn prior to the submittal due date will become the property of County.



# Limitations and Waiver of Protest

1. Santa Cruz County reserves the right to do the following at any time:
  - Reject any and all submittals without indicating any reasons for such rejection;
  - Waive or correct any minor or inadvertent defect, irregularity or technical error in the RFQ or any RFQ procedure or any subsequent negotiation process;
  - Terminate the RFQ and issue a new RFQ anytime thereafter;
  - Check any or all references (1) necessary to assess a Submitter's past performance; (2) pertaining to similar projects that demonstrate experience that is relevant to the RFQ scope of work; and/or (3) explicitly specified in the response or that result from communication with other entities involved with similar projects, including other industry sources and users of similar services known to County;
  - Procure any services specified in the RFQ by other means;
  - Extend any or all deadlines specified in the RFQ by issuance of an addendum at any time prior to the deadline for submittals;
  - Disqualify any Submitters on the basis of any real or perceived conflict of interest or evidence of collusion that is disclosed by the response or by other means or other information available to County;
  - Reject any Submitters that are in breach of or in default under any other agreement with County;
  - Reject any Submitters deemed by County to be non-responsive, unreliable, or unqualified.
  - If the selected Submitter fails to enter into an Exclusive Negotiation Agreement or DDA, the County reserves the right to discontinue negotiations with that Submitter and enter into negotiations with the next most qualified Submitter, who shall be the selected Submitter for purposes of this paragraph.
2. These documents may not be changed by any oral statement. Changes to these documents will be by written addenda issued by the Buyer or his designee. Addenda will be posted on the website indicated on page 5. If/when necessary, written addenda will be emailed to all known Submitters.
3. If Submitter observes a discrepancy or omission in, or is unclear about any RFQ specifications or requirements, Submitter shall notify the Buyer via e-mail. Submitter is responsible for seeking clarification on anything in the RFQ that is unclear. County shall not be held responsible for interpretations. Questions must be submitted in writing by June 16, 2017, 5:00 PM PDT. The Buyer will disseminate written questions and answers in the form of an addendum, and may issue other clarifications or instructions in the form of an addendum, which shall be incorporated into the RFQ and any resulting contract as applicable.
4. Submitter is solely responsible for all submittal costs.
5. By submitting a response to this RFQ, Submitter expressly waives any and all rights to object, protest and/or seek any legal remedies whatsoever regarding any aspect of this RFQ, including, without limitation, the County's selection of a developer, the County's rejection of any or all submittals and/or any subsequent agreement that might be entered into as a result of this RFQ.
6. All materials submitted in response to this RFQ will become the property of the County.
7. The County will not pay a finder's fee/brokerage fee to any entity representing or purporting to represent Submitters. Submitters shall hold the County harmless from any and all liability, damage, claim, loss and/or expense incurred in connection with or relative to any such fee.
8. Submitters are cautioned not to contact members of the Board of Supervisors and the RSA Oversight Board during this selection process. Submitters will be disqualified for failure to adhere to this process.



# Response Form

## Exhibit A: Relevant Experience

Note: Limit the table to three pages total per project, including up to two pages for the table and one page for project photographs, drawings, etc.

<b>Project Title:</b>	
<b>County, State:</b>	
<b>Type of Development:</b>	1) Mixed-use                      2) Urban Infill                      3) Redevelopment
<b>Project Description (size, mix of land uses, location and entitlement process):</b>	
<b>Similarities to the Site:</b>	
<b>Size of Project/Number of Acres:</b>	
<b>Construction Start Date:</b>	
<b>Construction Completion Date:</b>	
<b>Construction Cost (Hard Costs):</b>	
<b>Provider/Amount of Long Term Financing – both Debt and Equity:</b>	
<b>Contact for Equity Financing:</b>	
<b>Contact for Debt Financing:</b>	
<b>Project Manager:</b>	Name: Company: Phone:
<b>Master Developer Members (if applicable)</b>	Managing Members/Companies:
<b>Project Team Members (Please identify all team members being proposed for the Site who also worked on this project. Please indicate any leading roles played by proposed team members.)</b>	Name: Role/ Company:
	Name: Role/ Company:
	Name: Role/ Company:
	Name: Role/ Company:
	Name: Role/ Company:
<b>Local Government Reference:</b>	Name/Title: Phone: E-Mail Address: Role of Agency/Local Government:
<b>Amount/type of public investment in the project:</b>	
<b>Description of public spaces in project:</b>	





# Response Form

## Exhibit B: Development Team Summary

Development Teams must submit the following table. The table may be expanded, but must be kept to one page. For relevant projects, list the project title as listed on Exhibit A.

Development Team Members	Name	Most Relevant Projects
Developer(s)		
Project Manager - Name and Title		
Design Team Design Team Lead and Title		
Other Team Member		
Other Team Member		
Other Team Member		
Other Team Member		



## Appendix A: Community Meeting Report (Prepared by AECOM)

Please see the following report for additional information about the community visioning process. More information about the Site and the community visioning process can be found at the following link:

<http://www.co.santa-cruz.ca.us/17thandCapitola.aspx>



Appendix B: Market Information  
(Prepared by Keyser Marston Associates)

Please see the following tables for additional information about the area.





# Community Meeting Report 17th Avenue and Capitola Road

Santa Cruz County

May 3, 2017

Prepared for:  
Santa Cruz County

Prepared by:  
Paul Peninger, Director, Sustainable Economics, Americas, Economics + Planning, AECOM  
Rucker Alex, Senior Economist, Sustainable Economics, AECOM



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## 1. Summary

On April 20, 2017 approximately 130 participants joined a two-hour community meeting at the Live Oak Elementary School gymnasium to discuss the future of the site at 17<sup>th</sup> Avenue and Capitola Road.

After a welcome from Supervisor John Leopold, brief remarks from local historian Norman Poitevin, and a presentation on the site, community context, and development from Paul Peninger of AECOM, participants divided into ten groups. Trained facilitators guided a discussion centered around two 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?

### 1.1 Site Requirements

The site was transferred to Redevelopment Successor Agency after the dissolution of the Redevelopment Authority 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.

- **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

## 1.2 Overview of Needs and Potential Uses

### *Space Needs and Preferences*

Participants emphasized wanting a family-friendly gathering place for a diverse community that features accessible walking and biking paths, attractive public spaces, affordable housing, “green” mixed-used development of one to two stories, and locally-owned commercial establishments.

- Public space may include parks, fields for bocce ball, community gardens, and safe play spaces for kids. Participants voiced additional interest in cultural or multi-cultural centers, senior center, art spaces, and museums.
- Affordable housing is a priority, including for families and first responders. Regarding housing, some participants embraced horizontal mixed-use design; there was a general preference for two-story buildings.
- New development should reference the history of the site. A number of residents want to preserve the large live oak tree on the property, perhaps installing seating and play space near it.
- There is a preference for locally-owned businesses and non-profits over chain stores, and for keeping tax dollars in Live Oak.
- Ideas for commercial and retail services include locally-owned bakery, deli, brewery, wine bar, coffee shop, restaurants with outdoor seating, dentists, and alternative health providers. Participants expressed strong interest in maintaining a local, affordable grocery store on or near the site.
- Ideas for offices include co-working spaces for small businesses. Developers should consider small office space, if it provides opportunities for small businesses and better access to medical or dental services.

### *Concerns*

Participants expressed concerns about an under-developed neighborhood with lack of affordable housing, evictions, traffic, and insufficient space for children to play.

- Developers should ensure that new development takes traffic and parking concerns into account, including by encouraging walking, bicycling and transit use. Future development should provide parking spaces or underground resident-only parking.
- The four parks in the area are crowded on holidays and special occasions, and there is not good indoor space for exercise.
- There is a lack of safe walking and biking paths.
- Several participants noted that there is no post office or other mail services in the neighborhood.
- Some participants disapproved of certain uses, including big-box stores, fast food restaurants, high-rise buildings, and vacation rentals.

Please see the Appendix, Documentation of Facilitated Discussion, for specific feedback by group.



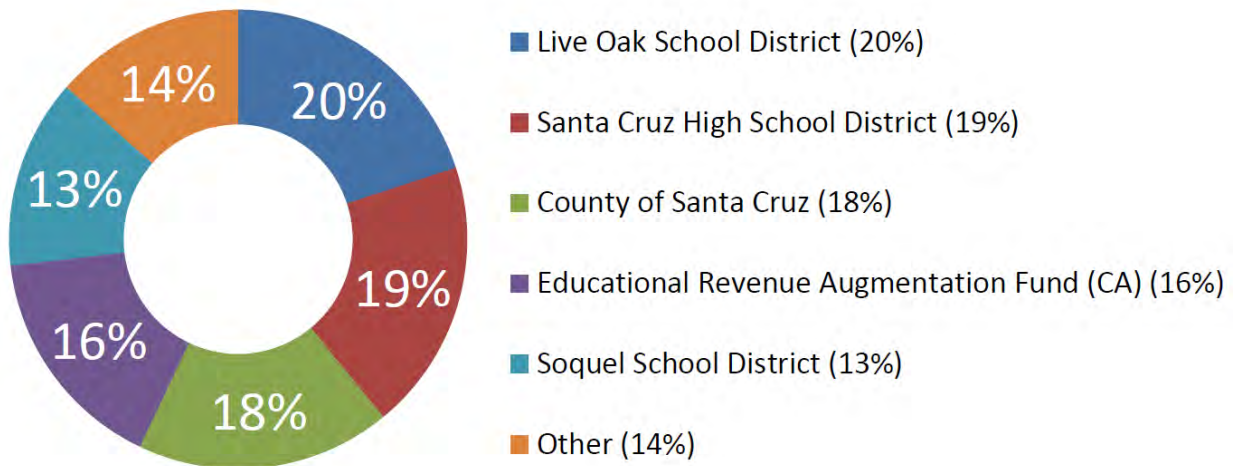
Refreshments consisted of 400 Pacific Cookie Company cookies, juices, water, tea, and a cambro (50 cups) of coffee from Cat & Cloud coffee company.

## 2. Frequently Asked Questions

- **What does the site’s “neighborhood commercial” zoning designation mean?**
  - Santa Cruz County’s Planning Department defines [basic zone districts](#). Neighborhood commercial (C-1) permissible uses are: “animal grooming, banks, barber & beauty shops, small repair shops, print shops, shoe repair, offices (not exceeding 50% of the building area), fitness centers, restaurants, bookshops, bicycle shops, hardware stores, jewelry stores, pet shops, clothing stores, and stationary stores. Multi-family residential as a mixed use up to 50% of floor area.”
- **What is the timeline for the County to sell or transfer the property?**
  - The [Long Range Property Management Plan](#) does not identify a specific timeline for the property at 17<sup>th</sup> and Capitola. The County must continue in good faith to move forward with the effort for disposition and report regularly to the Oversight Board.

- **What is the status of East Cliff Village Shopping Center after a similar community meeting in April 2013?**
  - The [Sustainable Santa Cruz County Plan](#) incorporates participant feedback from the East Cliff community meeting. The site is owned by a private developer. The County understands that the owner continues to evaluate redevelopment, but the timing is not within the control or purview of the County.
- **Who receives the revenue from the redevelopment site land sales?**
  - Two-thirds of the land sale proceeds go to local school districts. The Redevelopment Authority successor agencies' property tax distribution is shown in the figure below.

Figure 1: Property Tax Distribution





### 3. Appendix

#### 3.1 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	

### 3.2 Outreach

As part of the outreach campaign, 2,100 postcard invitations were sent to households within a one-third mile radius of the site. The County sent emails with flyers in English and Spanish to local government agencies, non-profits, community organizations, and retail outlets. The County also advertised the meeting through its website, Facebook, Twitter and NextDoor.

**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.

### 3.3 Facilitators at Meeting

- 1) Kate Hinnenkamp, Community Bridges
- 2) Laura Marcus, Dientes Community Dental Care
- 3) Angela Chestnut, Supervisor Leopold's Office
- 4) Dave Reid, Supervisor Leopold's Office
- 5) Rucker Alex, AECOM
- 6) Laura Adleman, AECOM
- 7) Joe Burg, AECOM
- 8) Guy Duer, AECOM
- 9) Aaron Lewis, AECOM
- 10) Aleister Montfort, AECOM
- 11) Kelly Wong, AECOM

### 3.4 County Staff at Meeting

- 1) Angela Chestnut – Supervisor Leopold's Office
- 2) Dave Reid – Supervisor Leopold's Office
- 3) Andy Constable – Economic Development Manager
- 4) Peter Detlefs – Economic Development Coordinator
- 5) Barbara Mason – Economic Development Coordinator
- 6) Betsey Lynberg – Assistant Director of Public Works
- 7) John Ricker – Water Resource Manager
- 8) Paia Levine – Senior Planner
- 9) Annie Murphy – Planner

### 3.5 Documentation of Facilitated Discussion

Notes from the small break-out group discussions are recorded in the figures below.

Figure 2

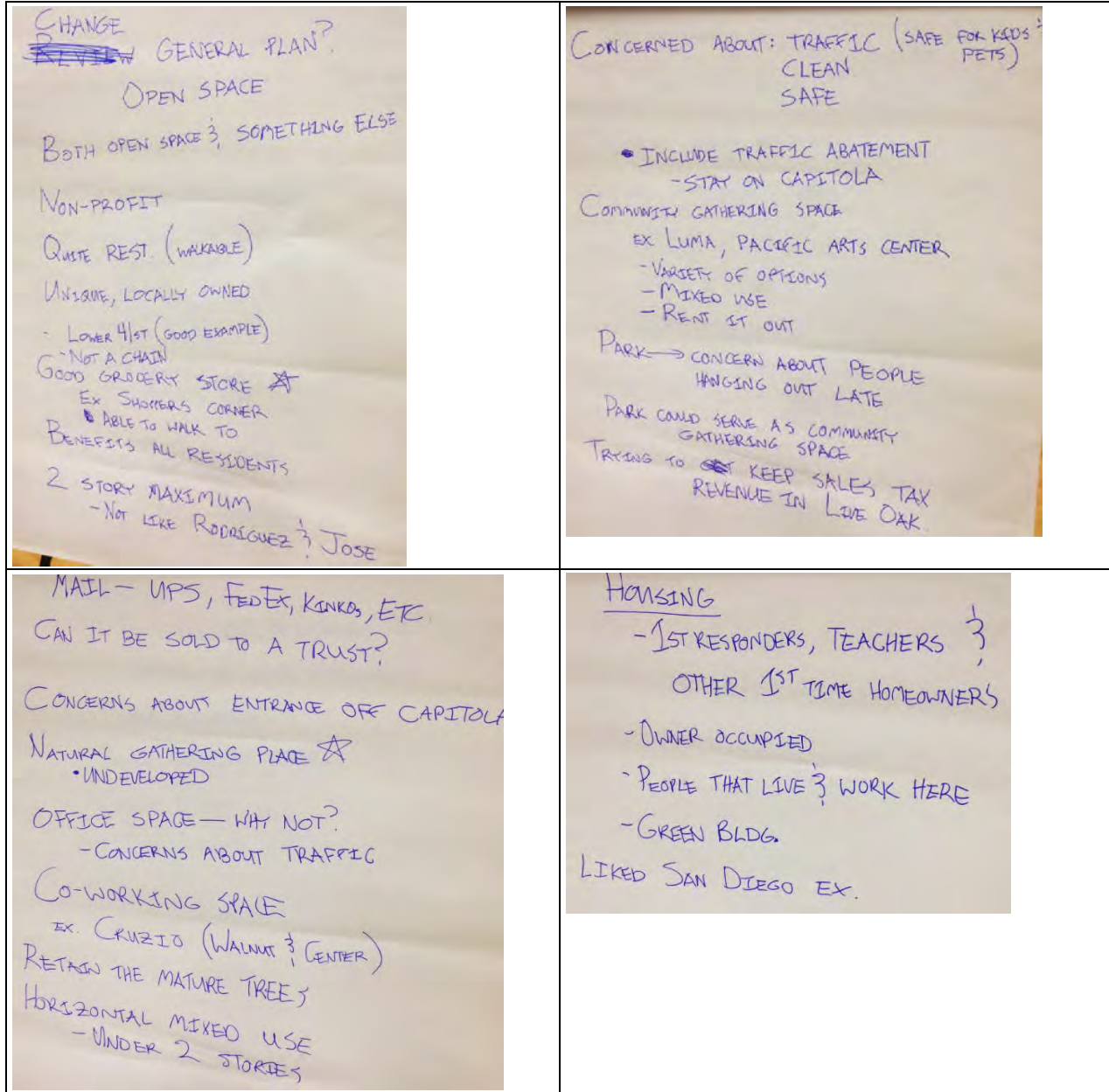




Figure 3

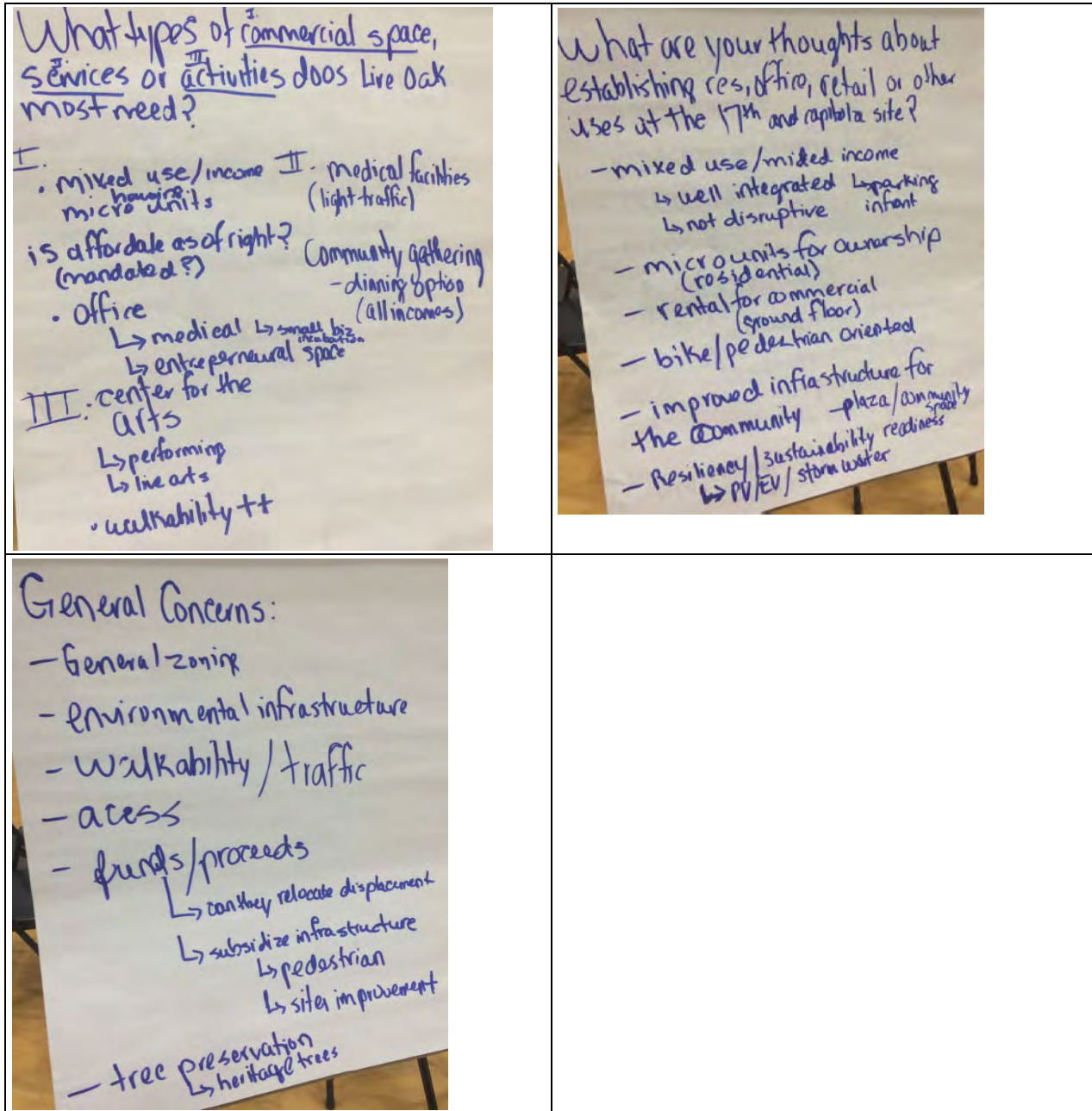


Figure 4

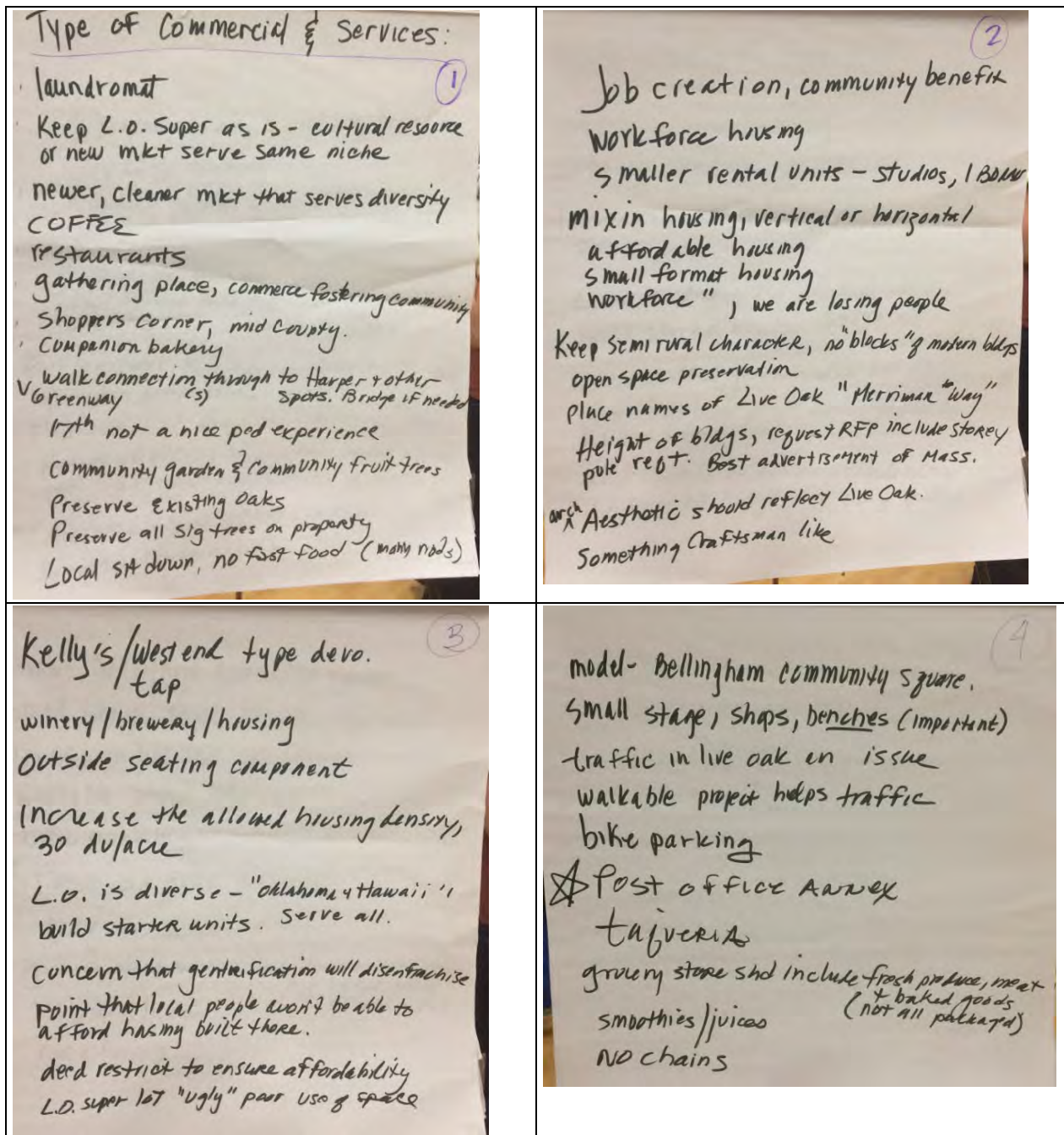


Figure 5


<p><u>1. Needs of LO</u></p> <ul style="list-style-type: none"> <li>• Walking distance restaurants</li> <li>• Full neighborhood grocery store (Affordable)</li> <li>• Outdoor Seating (meeting place)</li> <li>• Winery/Pub style (Family welcome) - Live music local</li> </ul>	<ul style="list-style-type: none"> <li>- Mindful of neighbors (i.e. noise consideration)</li> <li>- Greenspaces b/w houses ; businesses</li> <li>- Mixed use - living space above/adjacent to the retail</li> <li>- Laundrymat/Drycleaner</li> <li>- Location  of Live Oak</li> </ul>
<ul style="list-style-type: none"> <li>- Upgrade infrastructure</li> <li>- Encourage more walking, and biking</li> <li>- Multicultural Center - classes, or other, palomares - include small voices</li> <li>- Shuttle service (small vans) (pedi-cab)</li> <li>- Consideration for multi-age (seniors to children)</li> </ul>	



Figure 6

<p>Office space- <u>NO</u></p> <ul style="list-style-type: none"> <li>- Consideration of non-profit admin office space</li> <li>- Medical service- <u>NO</u></li> <li>- Mix use of housing i.e. middle income, <sup>renters</sup> owners, no students, no vacation rentals, live-work?             <ul style="list-style-type: none"> <li>- single, studio, 2-3 bedrooms</li> </ul> </li> <li>- No affordable</li> </ul>	<p><u>Commercial</u></p> <ul style="list-style-type: none"> <li>- Music store</li> <li>- Barbershop/Salon</li> <li>- Mail Center</li> <li>- <del>Food Court</del> <sup>Outdoor market place</sup></li> <li>- Specialty (Bakery, locally owned)</li> <li>- No fast food chains</li> <li>- Gastropub (farm to table) w/</li> <li>- gallery space for artists</li> <li>- Community garden</li> </ul>
<ul style="list-style-type: none"> <li>- Game store for kids or tech center like Digital West</li> <li>- Children's play structure</li> <li>- Indoor recreation for kids</li> </ul>	

Figure 7

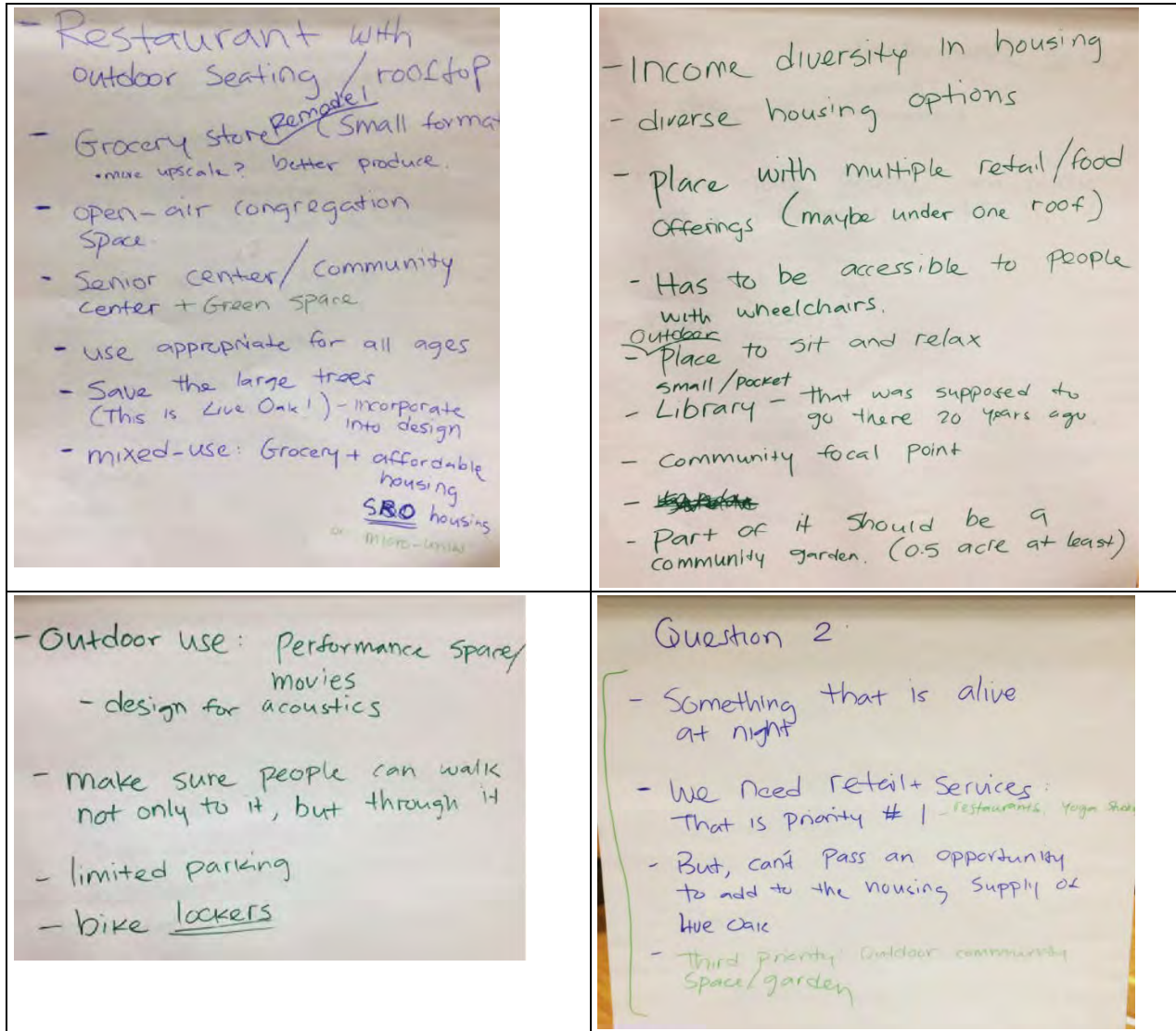




Figure 8

<p>SHORT <del>ROAD</del> <del>ON</del> PARKING TO ENCOURAGE WALKING, BIKING          15<sup>th</sup> AVE - DIFFICULT TO CROSS FOR BIKES + PEDS          TRAFFIC ISSUES          NO CHAIN STORES, NO BIG OFFICE BLDGS          ABBOT SQUARE, WATS. PLAZA, BENCHES AS MODELS          NARROW BLDGS, SM SCALE TOWNHOUSES - EG ITALY TOWN CENTERS, MEXICO          BOWLING ALLEY, LAWN FOR PLAYING, BOUCE CT.          TABLE TENNIS          WALKING PATH TO RAIL TRAIL</p>	<p>LANDSCAPE PLAZA          PRESERVE OAKS          SM. HARDWARE STORE          POST OFFICE          PIZZA JOINT - NON YUPPIE          ELECTRIC CHARGE CARSTATION          WANT TO SEE LO SUPER SITE PART OF PROJECT          TRAFFIC PROBLEM          PED. PATH CAPITOLA TO HARPER          BIKE          RES ON TOP OF RETAIL W/ PARKING BELOW          CREATE OPEN ENV. TO DRAW PEDESTRIANS,          PLAZA, ROOFTOP GARDENS          PARKING FOR RESIDENTS ONLY</p>
<p>1) WHAT TYPES OF COMMERCIAL SPACE SVCS OR ACTIVITIES NEEDED?          LOCALLY OWNED COMM. BASIS, RESTAURANTS          LOCALLY OWNED MARKET          HOUSING, SIME LOW INCOME, STUDENT,          RETAIL, COFFEE SHOPS, SM SCALE          IF SUPERMARKET SITIING, NEED MARKET          SM. OUTDOOR SPACE, PIANO BAR          COMMUNITY CENTER, SPECIALITY SHOPS          &amp; GATHERING SPACES, LOCATE PARKING ELSE WHERE          NO DRIVE UP FAST FOOD          UNDERGROUND PARKING          COMMUNITY GARDEN SPACE,          LOCAL EATERIES, OPEN EATING SP          OFFICE SPACE, CENTRAL EATING SP          CENTRAL PLAZA W/ SHOPS AROUND          LIVE OAK SQUARE</p>	

Figure 9

<ul style="list-style-type: none"> <li>- coworking space w/ GREEN SPACE</li> <li>- PLAZA</li> <li>- GATHERING PLACE ★ ★             <ul style="list-style-type: none"> <li>- experience-centric</li> </ul> </li> <li>- FOOD STORE             <ul style="list-style-type: none"> <li>- need for all of Live Oak</li> <li>- local produce</li> <li>- organic food</li> <li>- more modern</li> </ul> </li> </ul>	<p>MIYED USE? (no residential)</p> <ul style="list-style-type: none"> <li>- Flexible space</li> <li>- HOW HIGH? 1-2 stories</li> <li>- similar to Kelly's Bakery</li> </ul> <p>GATHERING SPACE</p>
<ul style="list-style-type: none"> <li>- AFFORDABLE HOUSING             <ul style="list-style-type: none"> <li>- greener housing</li> <li>- SROs</li> <li>- tiny housing / smaller lots</li> <li>- affordable for families</li> </ul> </li> <li>- UNDERGROUND PARKING</li> <li>- NEEDS TO CONSIDER TRAFFIC             <ul style="list-style-type: none"> <li>- alternate forms of transit</li> <li>- bikes, walking</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- COMMERCIAL DEVELOPMENT FOR LOCALS</li> <li>- BIKE SAFE DEVELOPMENT</li> <li>- SHOULD BE TIME CONSTRAINT             <ul style="list-style-type: none"> <li>- DEVELOPERS CAN'T LET LAND SIT OR NOT ACT ON PLAN</li> </ul> </li> <li>RETAIL             <ul style="list-style-type: none"> <li>- QUALITY, NOT FAST FOOD</li> <li>- <del>COMPUTER STORES</del></li> <li>★ LOCALLY OWNED, NO BIG BOX/CHARNS</li> <li>- EATERY → MAYBE SMALL ONES</li> <li>- COFFEE SHOP</li> <li>- BAKERY</li> </ul> </li> </ul>

Figure 10

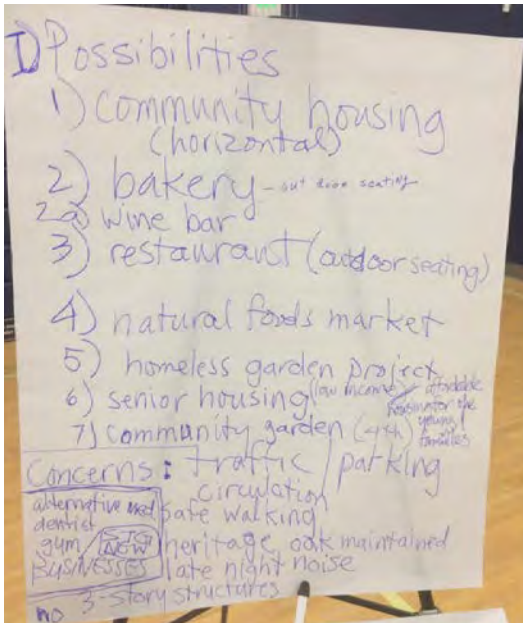
 <p><b>Possibilities</b></p> <ol style="list-style-type: none"> <li>1) community housing (horizontal)</li> <li>2) bakery - out door seating</li> <li>2a) wine bar</li> <li>3) restaurant (outdoor seating)</li> <li>4) natural foods market</li> <li>5) homeless garden project</li> <li>6) senior housing (low income, affordable, accessible, resources for the young, families)</li> <li>7) community garden (with families)</li> </ol> <p><b>Concerns:</b> traffic/parking, circulation, alternative med, safe walking, dental, gym, new businesses, heritage oak maintained, late night noise, no 3-story structures</p> <p><b>Housing:</b></p> <ul style="list-style-type: none"> <li>• Height limit should be 2 floors. Requires bigger setback.</li> <li>• Should be at least 20%+ affordable. Offer mixed horizontal residential—no 5-bedroom homes.</li> <li>• Offer co-housing (e.g., with communal kitchens; examples on west side and downtown.)</li> <li>• Though condos have private owners and HOAs for maintenance, the condos at end of 41<sup>st</sup> Avenue couldn't sell.</li> </ul>	<p><b>More possibilities:</b></p> <ul style="list-style-type: none"> <li>• Maintain small community feel: walk on streets without traffic; walk animals; allow children to play.</li> <li>• Provide park-like setting as buffer and noise protection. Provide seating area under Heritage Oak tree.</li> <li>• Must provide parking spaces. (Insufficient parking at 38<sup>th</sup> and Portola.)</li> <li>• Ensure a market remains in neighborhood, and that it serves ethnic food needs.</li> <li>• Need local dentist, insurance, “doc in the box” emergency care, another gym, alternative health, acupuncture, and chiropractor. Office must serve community (not a software company.)</li> <li>• Dog park (though already one on Chanticleer).</li> <li>• Like idea of urban agriculture use (marijuana greenhouses don't qualify).</li> <li>• Provide for circulation, lighted crosswalks, well-lit streets, and sidewalks (e.g., none at 16<sup>th</sup> and Capitola).</li> </ul> <p><b>More concerns:</b></p> <ul style="list-style-type: none"> <li>• Avoid late night noise.</li> <li>• Avoid areas for crime (concerns about Todal gym parking lot).</li> <li>• No offices – too many people leaving in the evening.</li> </ul>
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Figure 11

<p>Laura</p> <ul style="list-style-type: none"> <li>- Need family restaurant</li> <li>- Don't need fast food</li> <li>- NO ATM currently</li> <li>- Keep trees - greenbelt</li> <li>- Museum - Community discussions</li> <li>- Gathering point</li> <li>- Educational facility</li> <li>- Art exhibits/shops</li> <li>- Good grocery store</li> <li>- Coordination w/ development at East Cliff</li> <li>- Non-profit facility for seniors - County interest incl. restaurants</li> <li>- Housing for families (single family, affordable)</li> </ul>	<ul style="list-style-type: none"> <li>- water source - Percolation pond (groundwater recharge)</li> <li>- pharmacy</li> <li>- family medical services</li> <li>- Upgrade Live Oak market + laundromat</li> <li>- Farmer's market</li> <li>- coffee shop</li> <li>- ice cream store</li> <li>- deli (w/ market)</li> <li>- pedestrian walk street w/ shops</li> <li>- parking issues should be considered - incl. bike trails</li> <li>- bike trails</li> <li>- mixed-used housing</li> <li>- low buildings - no high-rises</li> <li>- central gathering point for Live Oak</li> <li>- more walkability</li> <li>- LED lights / solar use</li> </ul>
<ul style="list-style-type: none"> <li>- post office</li> <li>- mixed-use residential + commercial</li> <li>- produce market</li> <li>- more use for community</li> <li>- viable services for community - balance needs of Live Oak (not for entire community)</li> <li>- improve appearance</li> <li>- maintain Live Oak character</li> </ul>	

Figure 12

<p>A. 1/2</p> <ol style="list-style-type: none"> <li>1) Viviendas accesibles para familias (existe un déficit de viviendas)</li> <li>2) Parques y viviendas accesibles (low income areas)             <ul style="list-style-type: none"> <li>→ Espacios para fiestas de cumpleaños</li> <li>→ Parrillas (BBQ grill) → La gente se queda sin espacios</li> </ul> </li> <li>3) Lugar p/ hacer ejercicio techados (como el Kiosko de San José Park)</li> <li>4) Clínica dental → "affordable health care"             <ul style="list-style-type: none"> <li>No groceries porque va a producir más tráfico</li> </ul> </li> <li>5) Family-owned grocery store (no supermercado o otra cosa)             <ul style="list-style-type: none"> <li>"We don't want a gentrified space. We want to preserve the Live Oak. Los días de Pascua estaban todos los parques llenos."</li> </ul> </li> <li>6) Need of a post-office</li> </ol>	<p>2/2</p> <p>Oftina → no. el punto es que se beneficie toda la comunidad.</p> <p>Les gustaría ampliar la grocery store</p> <p>Housing → rentas sin muy caras.</p> <p>Que huban zonas mixtas</p> <p>En Jose Park solo hay 2 parrillas. Se necesita un parque con más</p> <p>→ Es importante preservar el grocery store -cumple con una necesidad de la comunidad no solo de los latinos.</p> <p>A small business incubator like Plaza Vigil in Watsonville</p>
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### 3.6 Comments Received Online

The following comments were received online from April 3 through 26, 2017 at the optional RSVP form available through the County's website ([www.co.santa-cruz.ca.us/17thandCapitola](http://www.co.santa-cruz.ca.us/17thandCapitola)):

<p>The current Live Oak Super is leased by a family providing services to low income residents of Live Oak as well as Hispanic residents of Live Oak. I have shopped there since 1988, weekly, and do not want to lose this valuable community resource nor the friendly and helpful people who lease the building, who have become friends.</p>
<p>I'm concerned that future developments of these properties at this location do not exclude the valuable services provided by the 17th Avenue Market, the laundromat and affordable housing. Area residents and local low income residents depend on these two business for valuable resources. In addition the houses and properties at this location provide valuable family homes in the historical context of Live Oak.</p>
<p>I would love a larger market for the residents of Live Oak. Not a Whole Foods, but a market that is more affordable for all.</p>
<p>Ideas: Work with other cities who have taken on similar projects to learn from their successes and mistakes. Preserve as much open and green space as possible. Think about making the space dynamic and interactive. Include bike parking, space for children and elderly to sit. Invite local businesses that are part of reshaping Santa Cruz to participate in the design concept, such as local landscape and commercial architects. All involved staff members should listen to this TED Talk : <a href="http://www.npr.org/programs/ted-radio-hour/462178064/building-better-cities">http://www.npr.org/programs/ted-radio-hour/462178064/building-better-cities</a>. There are ways to make a space timeless and useful and I am pleased to see we are taking our time to figure out how to make this space useful for Live Oak residents now and in the future. I am a third generation Santa Cruz land and home owner. I work as an organic food certification officer and my husband works at Ecology Action. We are both full of ideas on how to enhance and preserve Live Oak for future generations. We are looking forward to the kick off meeting on the 20th.</p>
<p>Has anybody contacted the USPS about relocating the eastside post office from Scotts Valley to this site? Is the meeting on the 13th or the 20th? The SC County website says the 20th.</p>
<p>a walking through commercial/public development as a mix of a park and commerce sitting squares/rounds private places art in the landscape something original created as both inspirational and functional a place where folks can both buy things and meetup all green energy solar electric carbon neutral through smart landscaping with carbon offset through installations of trees lemon trees for the taking low water native plants something cool for kids</p>
<p>Please, no tacky tacky mall with fast food. Outdoor space with nice plantings, cafe, bookstore. Dog friendly.</p>
<p>I like the idea of it being a public use facility,</p>
<p>My first recommendation for the site is to focus on the already existing area next to it that needs to be cleaned up. Though it's great to have a neighborhood market, Live Oak Super and the Laundromat are eyesores. The owners need to be encouraged to fix them up. As for the empty space, I think we need more affordable senior and/or housing for the physically challenged (similar to the one across from Target on Capitola Rd.). Traffic shouldn't get much worse since neither of these groups would have multiple cars in each home. Also, a small area left in a natural (yet maintained) setting would benefit everyone who feels like our area is already too congested. I envision a few oak trees and a couple of park benches and tables.</p>



## Appendix A

Whatever else is built on this site, do not diminish the critical services provided by the Live Oak Supermarket and the laundromat. These two businesses cater to a Live Oak demographic that is not served by large, gentrified, national chain stores. Both buildings can be refurbished and remodeled to look nicer, while retaining the same employees and services.

I have shopped at Live Oak Super (LO Super) since 1988. I greatly value that store and the family-owned business. LO Super is the only such store in the area that provides for the cultural food tastes of the latino community. I also value being able to purchase canned products such as hominy, jalapenos, and salsas. LO Super provides fresh fruits and vegetables. It provides a fresh meats section. It provides banking services for latinos. The family has also started monthly or seasonal events: selling Xmas trees, selling pumpkins, having a soul-food catered event. In other words, it provides a variety of services for a diversity of low-income residents. LO Super filled a void when the Safeway stores had to close temporarily a few years ago. People standing in line expressed surprise at the good prices of the food they were purchasing. It would be a shame and a loss to the community if the LO Super was replaced with a gentrified market. The property owner and County should consider restoration and rehabilitation of the LO Super store building as a legitimate option. I hope the County does not participate in the loss of LO Super, its distinct cultural diversity and ability to provide low-income residents with good food at affordable prices.

This area (the existing developed and vacant property) needs a general plan concept for development. It currently is somewhat a drive through area except for the real anchor, the school. Development guide that could somehow incorporate complementing businesses such as commercial (no box commercial), open air uses, residential, park, etc, and very importantly, significant improvement to Capitola ave/17th Ave such as streetscape, friendlier/safer pedestrian crosswalks (especially for students), reduced lane width for bulb-outs, would be of high value and slow traffic. Development that would attract the existing residential development in the area and encourage people to walk to these business. Maybe research some existing foreign/USA developed areas for ideas and even give the developing area a name.

Please save Live Oak Super we have put in writing we are willing to sell our property 1565 17th if you were able to buy the warehouse property own by Norman Bei I believe and our property you would have a much bigger parcel to deal with and save the neighborhood store everyone depends on.

we love Live Oak Super! - it's important to have a local food store

I would like to see Live Oak have a downtown area - maybe this property can be mix-use with some smaller affordable housing, retail, & eateries with outdoor eating opportunities (maybe the whole corner can be mix-use?). Live Oak has limited walking/bus distance restaurant choices. Maybe incentivize other local restaurants to move to this site on 17th? This move may open up those moved from parcels to add more affordable housing.

The site should house commercial uses only along with a small Public Park -Plaza where neighbors can sit and talk and gather after using the commercial neighborhood serving uses. Please NO more housing, on the site. The area is overdeveloped for the Arterial Streets and lack of parking in the area. 17th, Brommer and Capitola Road have too much traffic and cramming in more housing of any kind will only make things worse. Lets have a space for the existing neighborhood and not turn this into ,yet another high density development with ADUS and more. The big trees should be included in the development or the Plaza.

Please leave the "underdeveloped privately owned retail use parcel on southwest corner of Capitola rd.& 17th ave." as is. My wife and I have lived at 1625 Brommer #9 for 33 years and we like the store that is there.

## Appendix A

17<sup>th</sup> and Capitola Community Meeting

<p>If possible, I would love to see a mixture of retail, healthy food, business, &amp; residential, with open communal space (outdoor eating options &amp; benches) to create a sense of community and place to gather.</p>
<p>Restaurants, wine bar, pub, natural food store. Lots of Outdoor seating! Play area to entertain kids while parents relax and socialize after dinner. Farmers market, outdoor events( music , movie) Everything closed by 10 pm. PLENTY OF PARKING. No social services.</p>
<p>Make it a Park with a play ground, basket ball, baseball, soccer etc. Make it a open farmers market place for farmers to sell produce, plants and fish. Like they have in Aptos at Cabrillo College</p>
<p>Include some affordable housing!</p>
<p>Replace live oak super with trader Joe's or staff of life useful grocery store</p>
<p>We really need to keep some open space in live oak. If any housing is to be built on this site, it would be nice to have the exit out to Harper and keep the open space (a park) along Capitola road.</p>
<p>I would like mixed use horizontal community exchange space.</p>

### 3.7 Presentation

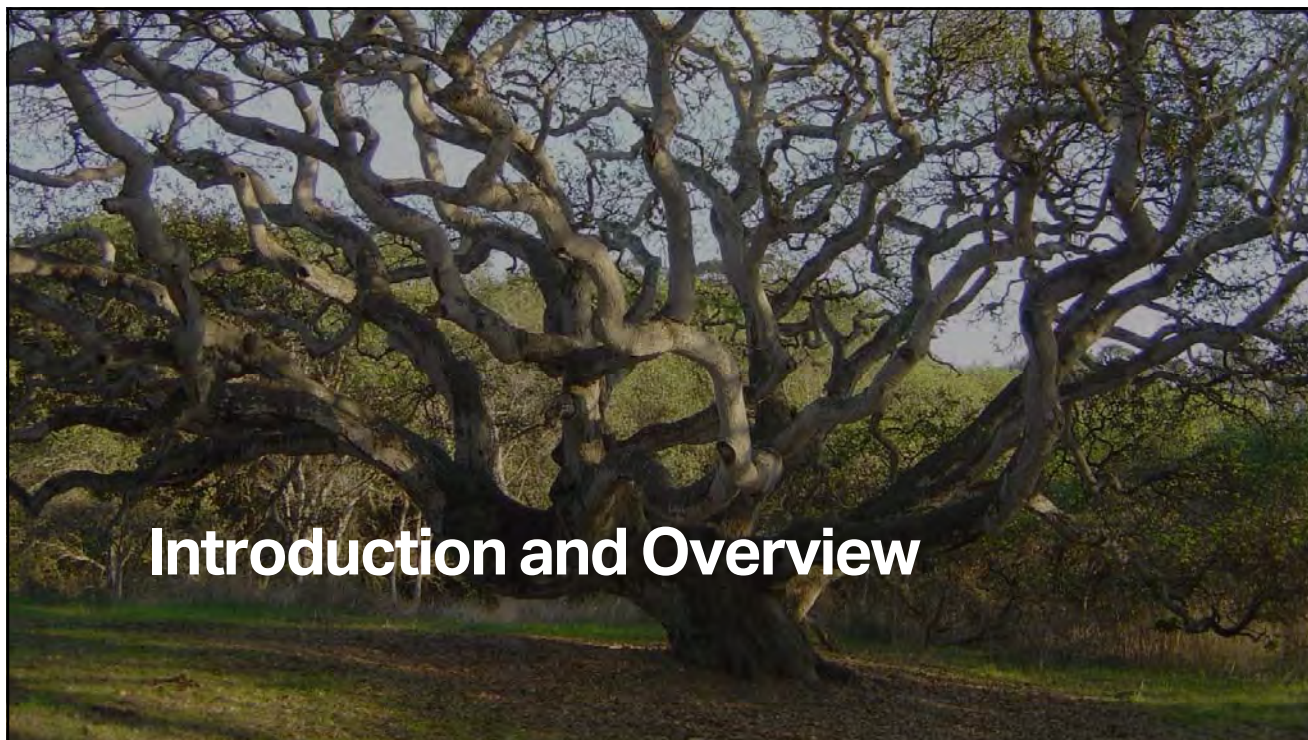
(See following page)



## 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	






# *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](http://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





## 17<sup>th</sup> Avenue and Capitola Road

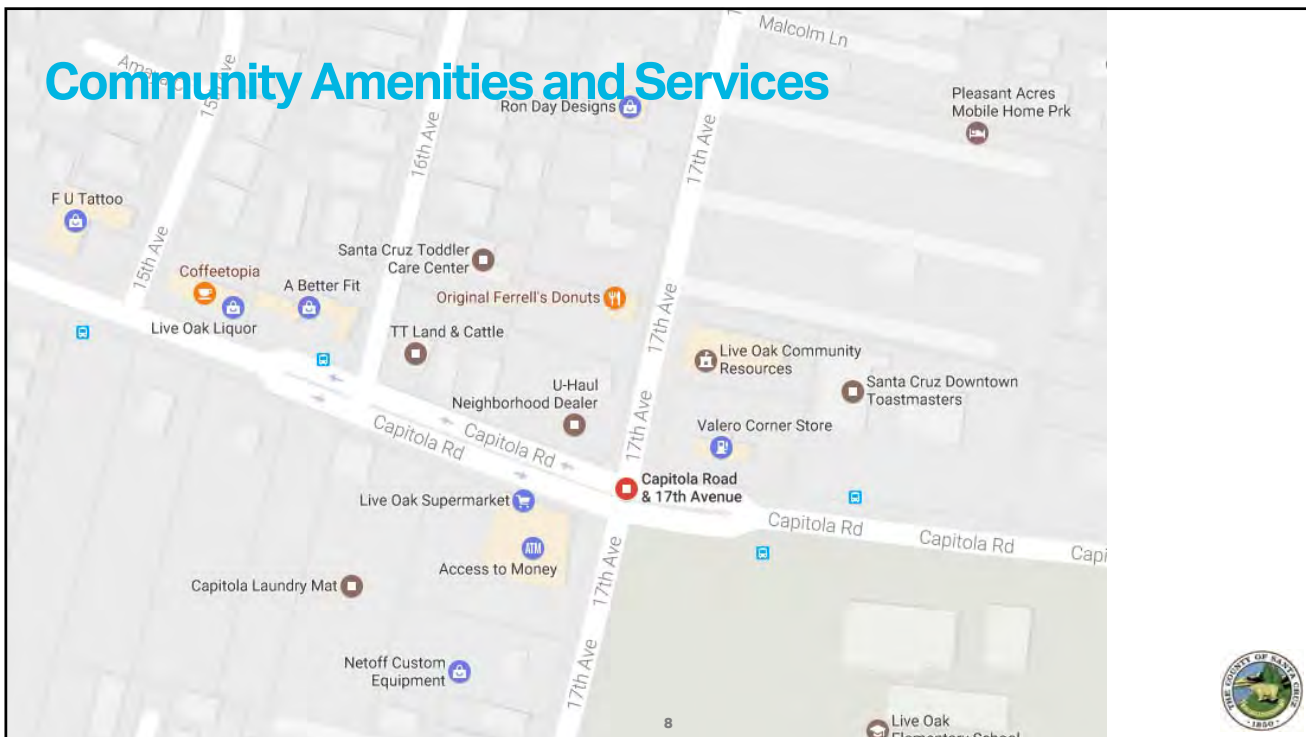
- **Owner:**  
County of Santa Cruz Redevelopment  
Successor Agency
- **Acquisition Dates:**  
1994 to 1997
- **Size:**  
3.7 acres / 4 parcels
- **Land Use Zoning:**  
C-1 (Neighborhood Commercial)
- **General Plan designation:**  
C-N (Neighborhood Commercial)
- **Market Value estimate (2016):** 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



Source: Long Range Property Management Plan, 2013



## Community Amenities and Services



# Walk Score

## Capitola Road & 17th Avenue

Live Oak, California, 95062

Commute to **Downtown Live Oak**

60+ min 60+ min 60+ min View Routes


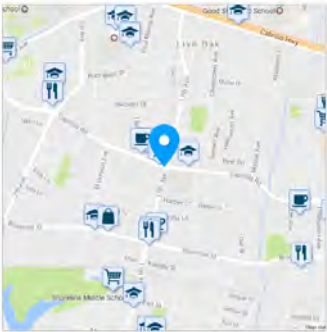
Favorite Map Nearby Apartments

Looking for a home for sale in Live Oak?

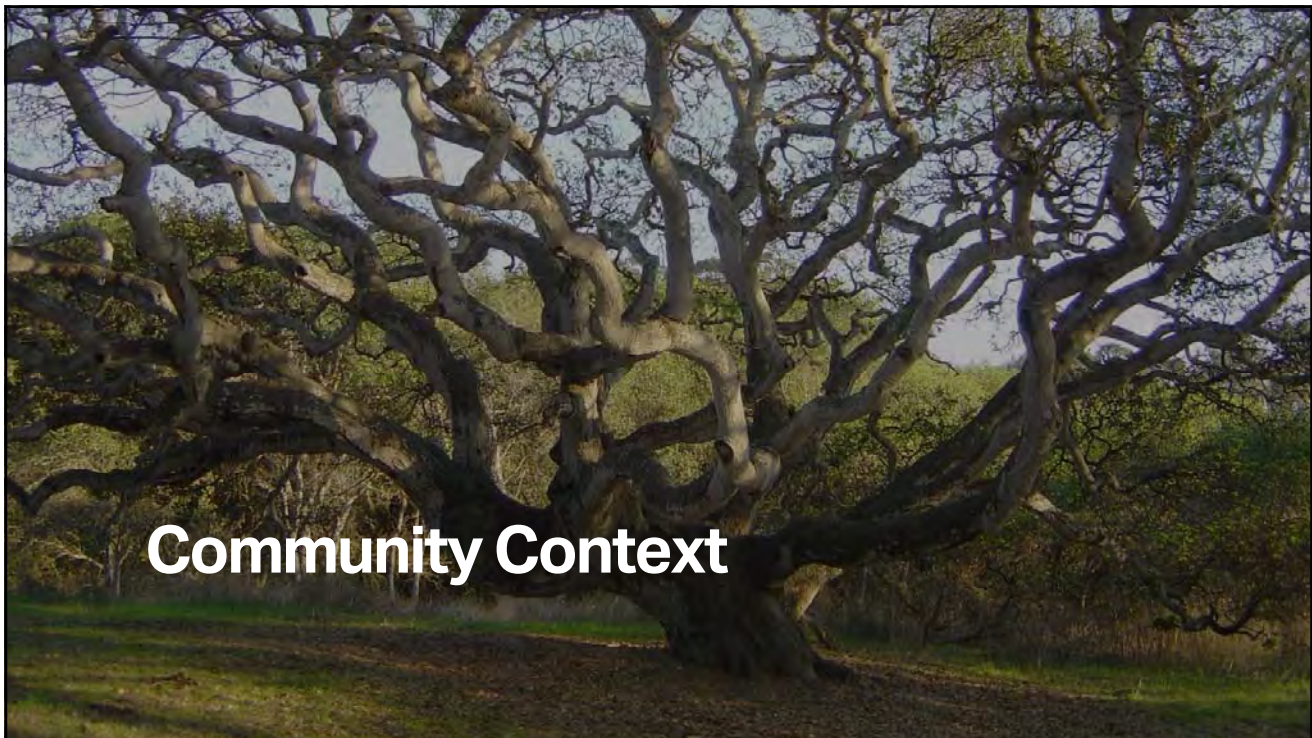
**Walk Score 66** Somewhat Walkable  
Some errands can be accomplished on foot.

**Transit Score 31** Some Transit  
A few nearby public transportation options.

About your score  
Add scores to your site

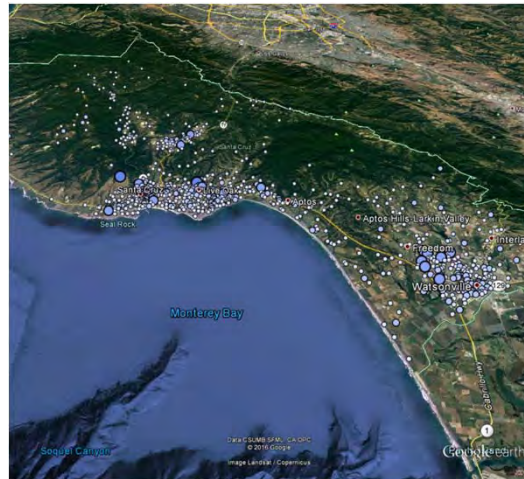


9



## 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)

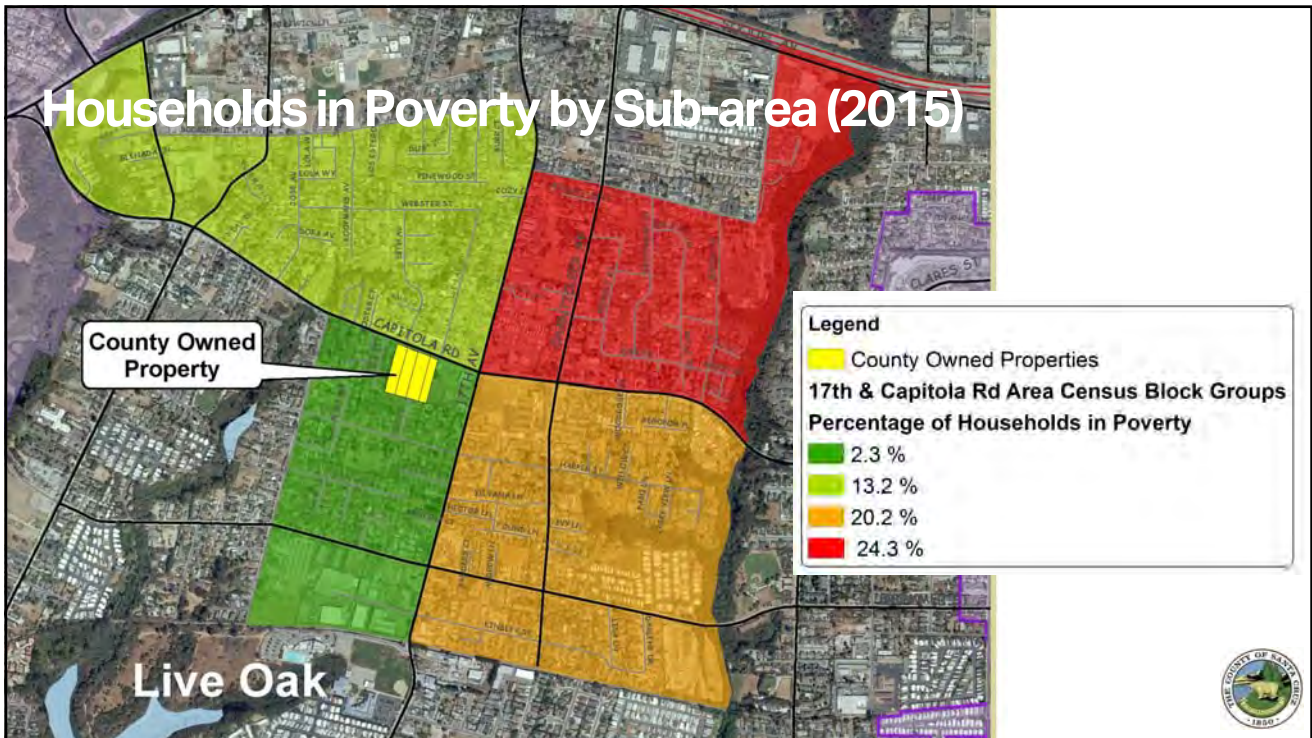
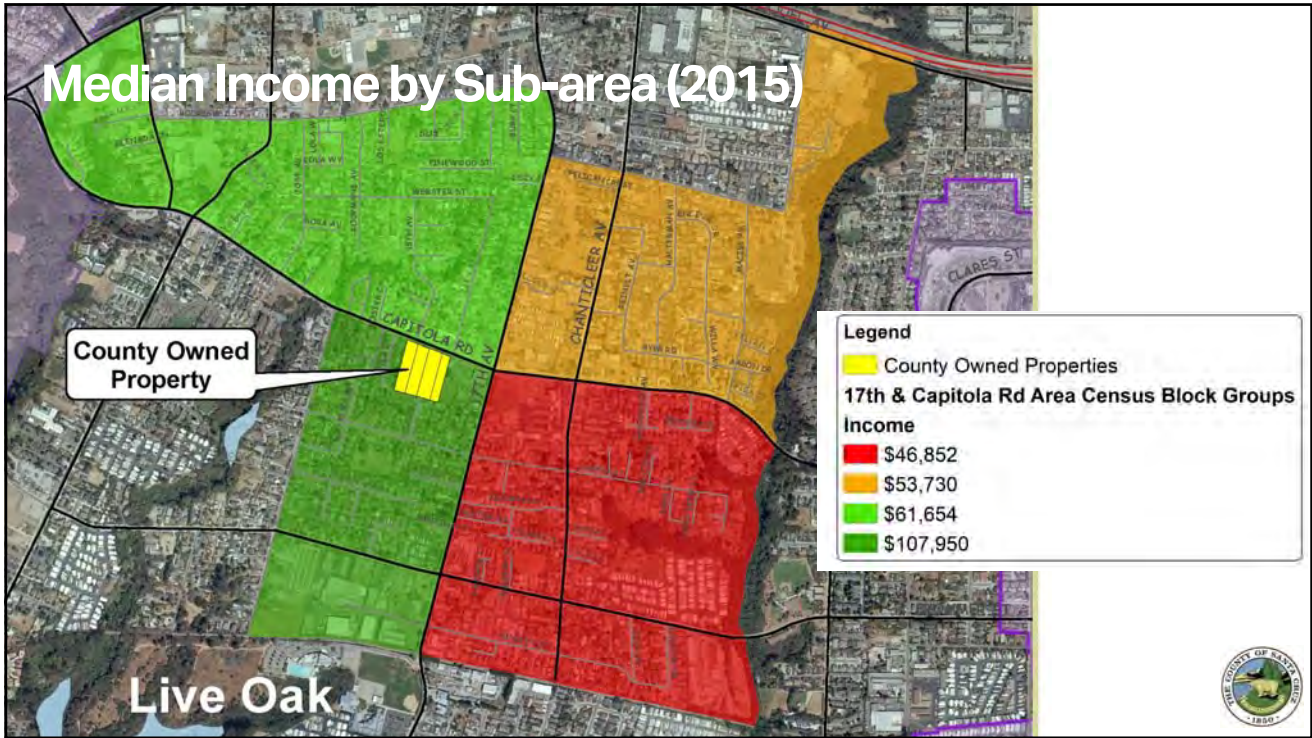
- Higher median income than county or city
- But at the same time, somewhat higher family poverty than in county overall

Income and Poverty, 2015		
	Median Income	% Poverty
Santa Cruz County	\$67,250	8.6%
Santa Cruz City	\$62,164	9.3%
Live Oak	\$68,875	8.9%

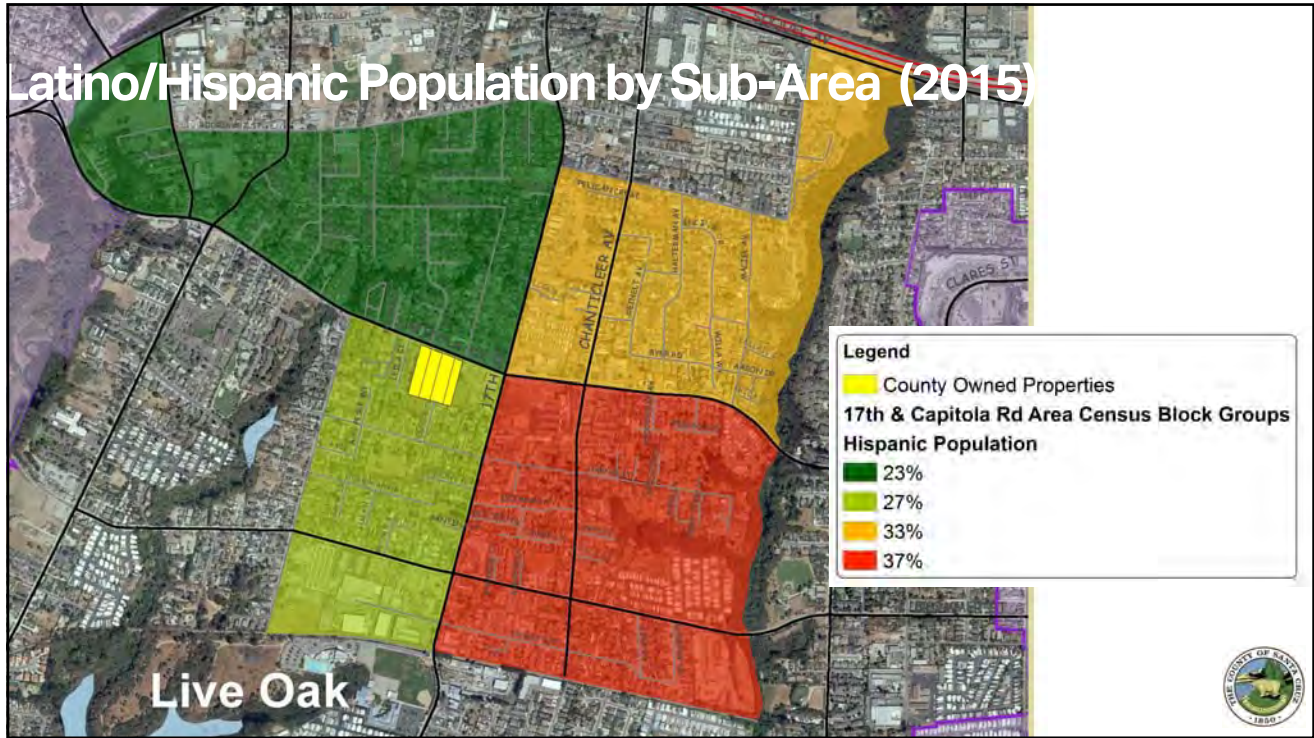
Source: US Census, 2010; US Census ACS, 2011-15.









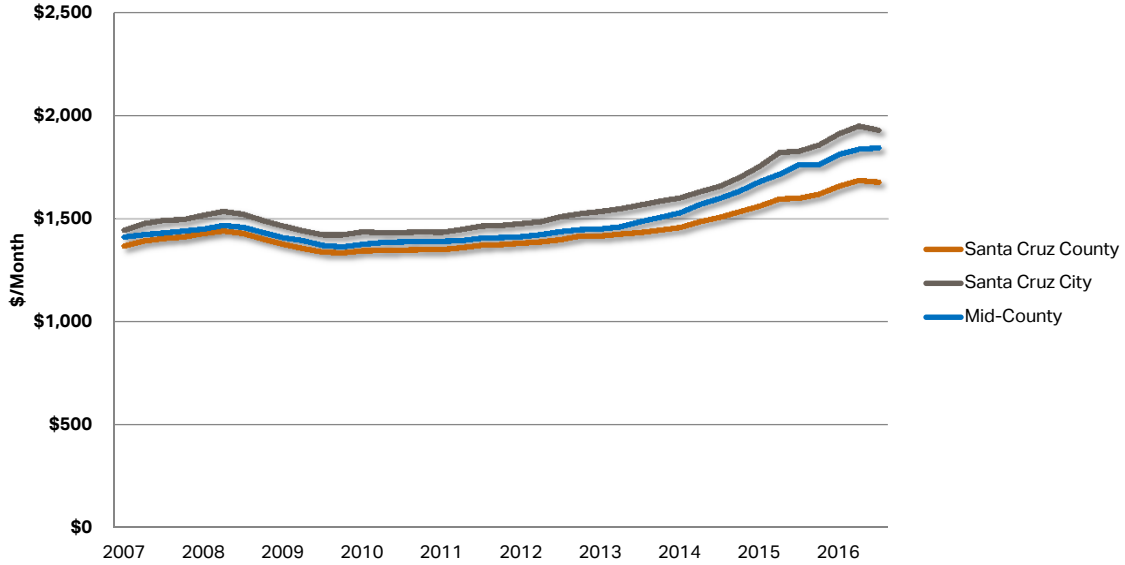


## Real Estate Market Trends: Mid-County Region

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



## Average Apartment Rent (2007-2016)

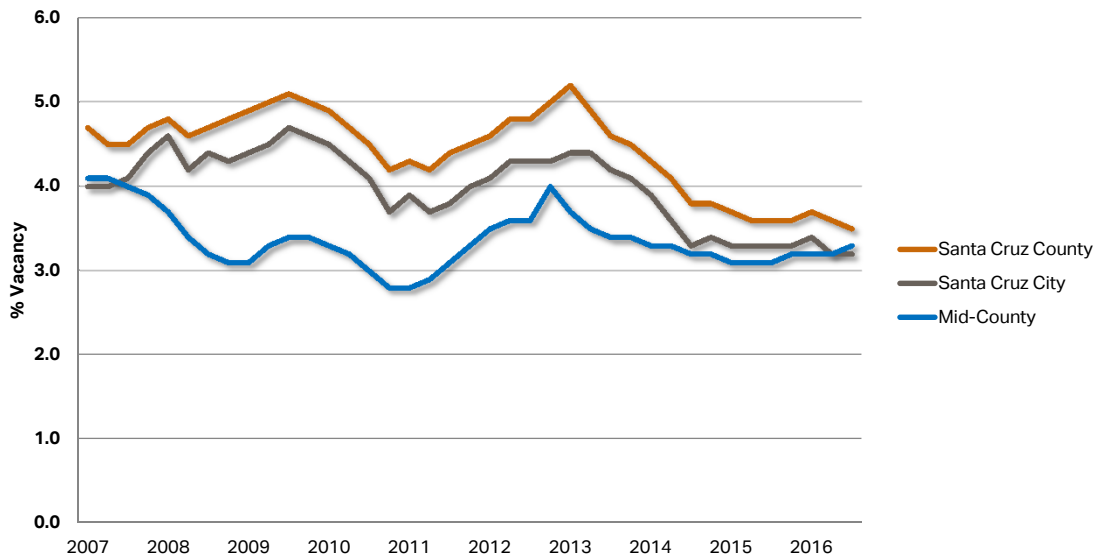


Source: CoStar

19



## Vacancy in Multi-family Housing (2007-2016)



Source: CoStar

20



## 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			
	2010	2015	% Change
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.

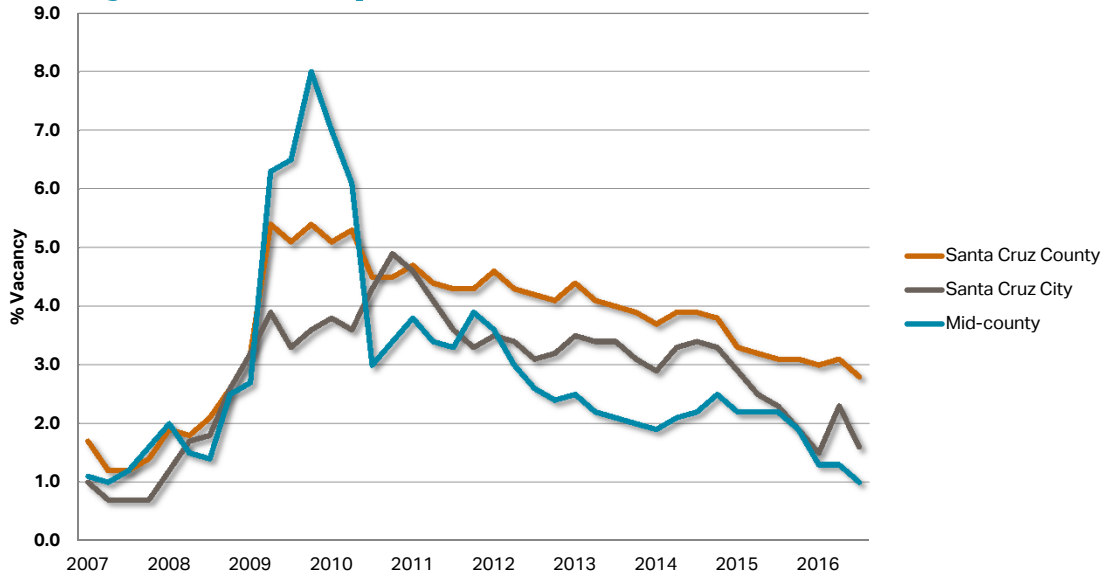


## Retail Market Context

- 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

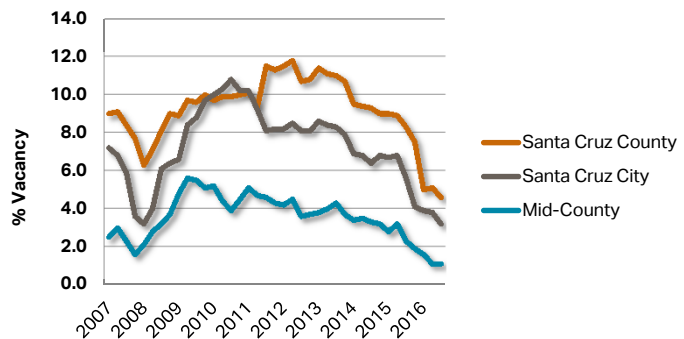
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## Office Market Context

- 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



24







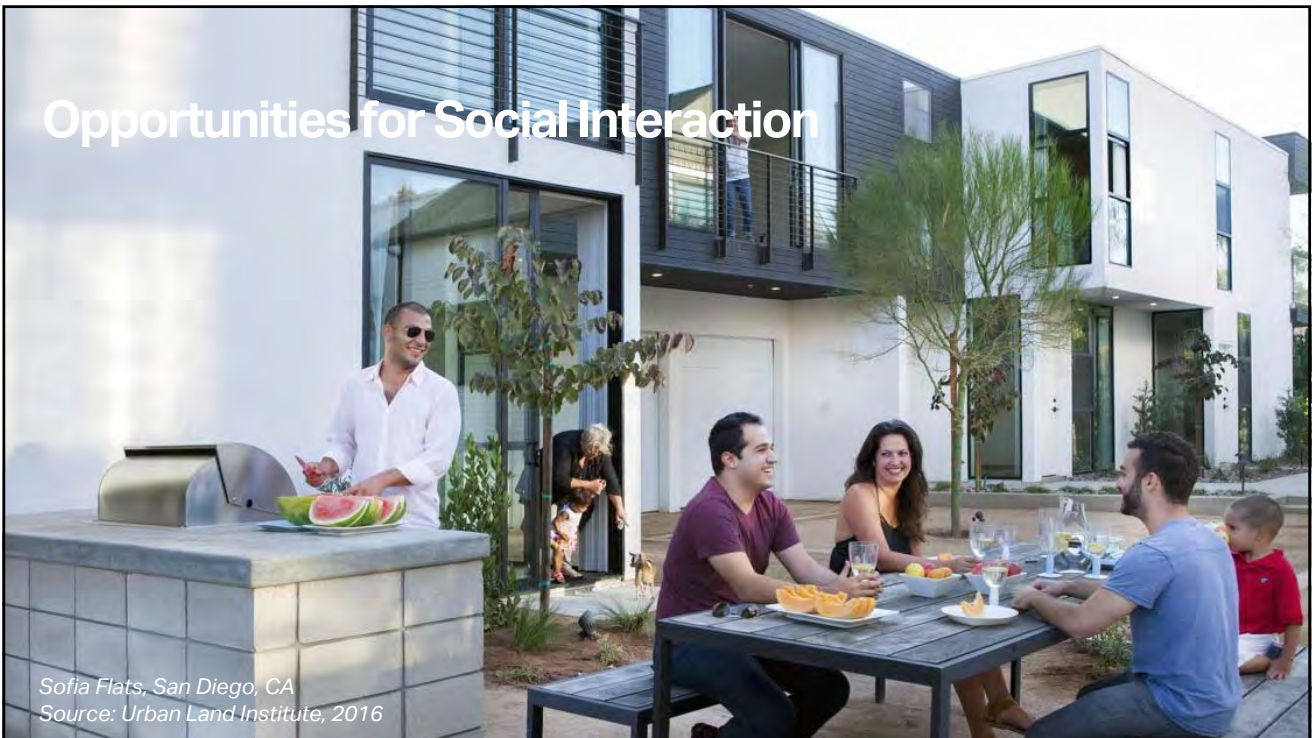
## Development Trends and Best Practices The Past: Auto-Oriented Greenfield Development



















## 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 17<sup>th</sup> and Capitola site?

**Thank You**

**[www.santacruzcounty.us/17thandCapitola](http://www.santacruzcounty.us/17thandCapitola)**

## Appendix A

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**Live Oak Neighborhood Retail Evaluation**  
*Update to Tables Originally Prepared in 2006*

Prepared by:  
Keyser Marston Associates  
4/1/2016

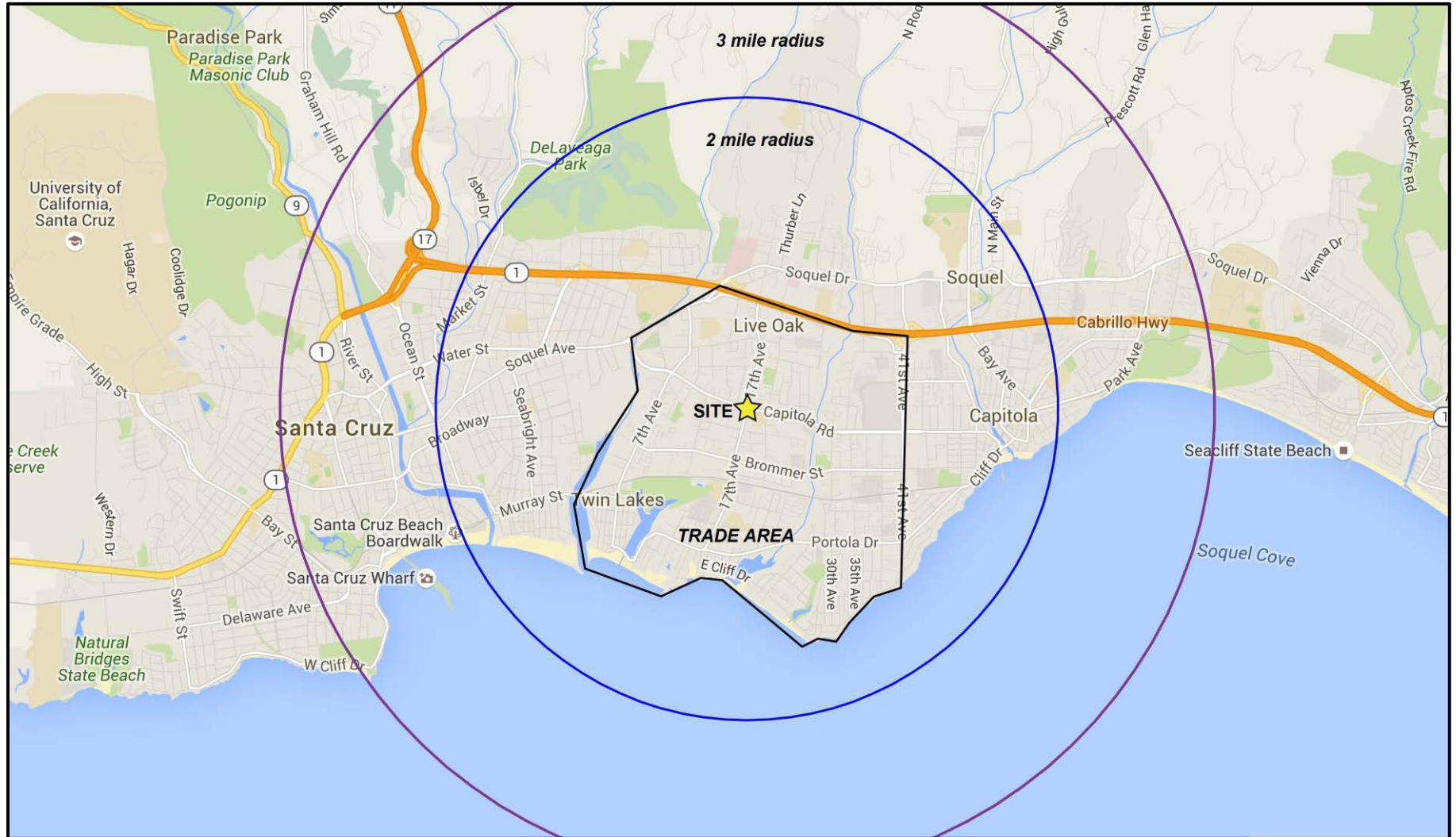


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**Map A**  
**PRIMARY TRADE AREA**  
**17<sup>th</sup> and Capitola/ Live Oak Neighborhood**



## Appendix B

**Table 1**  
**Trade Area Demographics**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

	<i>Trade Area</i>	<i>1 Mile</i>	<i>2 Miles</i>	<i>5 Miles</i>	<i>Countywide</i>
Population	24,500	20,264	55,465	128,300	269,433
Median Household Income	\$54,870	\$54,054	\$57,688	\$62,930	\$66,845
Total Household Income	\$767.0M	\$586.0M	\$1,927.4M	\$4,718.3M	\$9,360.6M
Owner-Occupied Housing	47.71%	48.15%	46.82%	49.33%	55.43%
Average Household Size	2.40	2.54	2.32	2.36	2.66
Ethnicity/Hispanic	27.80%	31.10%	24.70%	20.90%	33.70%
Bachelor's or Higher	37.70%	35.70%	42.60%	45.70%	38.10%

Source: ESRI 2015

**Table 2**  
**Distribution of Trade Area Expenditure Potential**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

	<i>Trade Area</i>	<i>1 mile</i>	<i>2 miles</i>	<i>5 miles</i>
Total Household Income	\$767.0M	\$586.0M	\$1,927.4M	\$4,718.3M
Total Retail/Service Expenditure Potential	\$394.0M	\$295.9M	\$1,001.8M	\$2,377.9M
Selected Retail Categories <sup>1</sup>	\$218.9M	\$164.9M	\$555.3M	\$1,309.5M
Grocery	\$60.4M	\$45.7M	\$152.0M	\$354.3M
Drug	\$23.0M	\$17.3M	\$58.6M	\$140.1M
Other	\$135.6M	\$101.9M	\$344.7M	\$815.0M

Source: Retail Market Place Profile, Prepared by ESRI, 2015

<sup>1</sup> Retail expenditure potential excluding auto, general merchandise, and non-store retail categories.



**Table 3**  
**Trade Area Retail Leakage**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

	Trade Area	1 mile	2 miles	5 miles
<b>2015 Demographics</b>				
Population	24,459	20,264	55,465	128,261
Income Per Capita	\$31,358	\$28,917	\$34,750	\$36,787
Aggregate Income (\$000s)	\$766,985	\$585,974	\$1,927,409	\$4,718,337
<b>Retail Demand (\$000s)</b>				
NAICS				
441 Motor Vehicle & Parts Dealers	\$74,948	\$55,723	\$191,820	\$463,118
4421 Furniture Stores	\$6,509	\$4,838	\$16,652	\$40,008
4422 Home Furnishings Stores	\$5,239	\$3,916	\$13,433	\$32,247
443 Electronics & Appliance Stores	\$19,302	\$14,515	\$49,004	\$116,526
4441 Bldg Material & Supplies Dealers	\$14,174	\$10,562	\$37,162	\$92,074
4442 Lawn & Garden Equip & Supply Stores	\$1,546	\$1,159	\$3,977	\$9,839
4451 Grocery Stores	\$60,356	\$45,693	\$151,977	\$354,322
4452 Specialty Food Stores	\$6,495	\$4,924	\$16,336	\$38,002
4453 Beer, Wine & Liquor Stores	\$3,553	\$2,680	\$8,989	\$21,128
446 Health & Personal Care Stores	\$23,000	\$17,250	\$58,628	\$140,119
447 Gasoline Stations	\$20,891	\$15,615	\$52,888	\$125,751
4481 Clothing Stores	\$18,349	\$13,875	\$46,317	\$108,122
4482 Shoe Stores	\$2,730	\$2,076	\$6,850	\$15,766
4483 Jewelry, Luggage & Leather Goods Stores	\$4,138	\$3,076	\$10,689	\$25,817
4511 Sporting Goods/Hobby/Musical Instr Stores	\$8,809	\$6,593	\$22,641	\$53,901
4512 Book, Periodical & Music Stores	\$1,500	\$1,123	\$3,806	\$9,036
452 General Merchandise Stores	\$55,873	\$42,055	\$141,388	\$332,789
4531 Florists	\$673	\$507	\$1,721	\$4,237
4532 Office Supplies, Stationery & Gift Stores	\$2,675	\$2,015	\$6,812	\$16,145
4533 Used Merchandise Stores	\$1,302	\$977	\$3,310	\$7,850
4539 Other Miscellaneous Store Retailers	\$13,097	\$9,772	\$33,602	\$80,402
7221 Full-Service Restaurants	\$22,280	\$16,793	\$56,564	\$132,804
7222 Limited-Service Eating Places	\$15,764	\$11,886	\$39,990	\$93,759
7224 Drinking Places - Alcoholic Beverages	\$754	\$569	\$1,910	\$4,408
<b>Retail Sales (Taxable &amp; Non-Taxable. \$000s)</b>				
NAICS				
441 Motor Vehicle & Parts Dealers	\$20,356	\$70,295	\$335,937	\$369,264
4421 Furniture Stores	\$5,830	\$6,733	\$24,297	\$40,256
4422 Home Furnishings Stores	\$16,642	\$15,096	\$29,678	\$42,033
443 Electronics & Appliance Stores	\$22,710	\$17,769	\$59,533	\$103,279
4441 Bldg Material & Supplies Dealers	\$18,049	\$12,692	\$45,113	\$67,965
4442 Lawn & Garden Equip & Supply Stores	\$3,347	\$4,421	\$6,335	\$14,167
4451 Grocery Stores	\$45,109	\$26,784	\$305,777	\$505,028
4452 Specialty Food Stores	\$3,848	\$2,650	\$35,601	\$109,171
4453 Beer, Wine & Liquor Stores	\$8,941	\$6,094	\$23,464	\$36,929
446 Health & Personal Care Stores	\$15,696	\$17,564	\$76,300	\$157,335
447 Gasoline Stations	\$19,534	\$20,345	\$57,701	\$94,964
4481 Clothing Stores	\$42,231	\$33,643	\$61,289	\$113,546
4482 Shoe Stores	\$5,603	\$4,019	\$7,003	\$18,169
4483 Jewelry, Luggage & Leather Goods Stores	\$6,099	\$4,255	\$8,575	\$20,330
4511 Sporting Goods/Hobby/Musical Instr Stores	\$15,486	\$15,699	\$59,119	\$110,536
4512 Book, Periodical & Music Stores	\$6,114	\$2,638	\$7,583	\$21,978
452 General Merchandise Stores	\$121,952	\$97,035	\$133,971	\$328,394
4531 Florists	\$521	\$702	\$2,269	\$4,244
4532 Office Supplies, Stationery & Gift Stores	\$8,850	\$14,166	\$20,960	\$35,978
4533 Used Merchandise Stores	\$890	\$981	\$5,255	\$12,906
4539 Other Miscellaneous Store Retailers	\$10,636	\$8,484	\$28,492	\$58,825
7221 Full-Service Restaurants	\$17,366	\$10,537	\$59,797	\$202,192
7222 Limited-Service Eating Places	\$13,163	\$9,110	\$36,351	\$74,455
7224 Drinking Places - Alcoholic Beverages	\$718	\$0	\$1,450	\$11,285

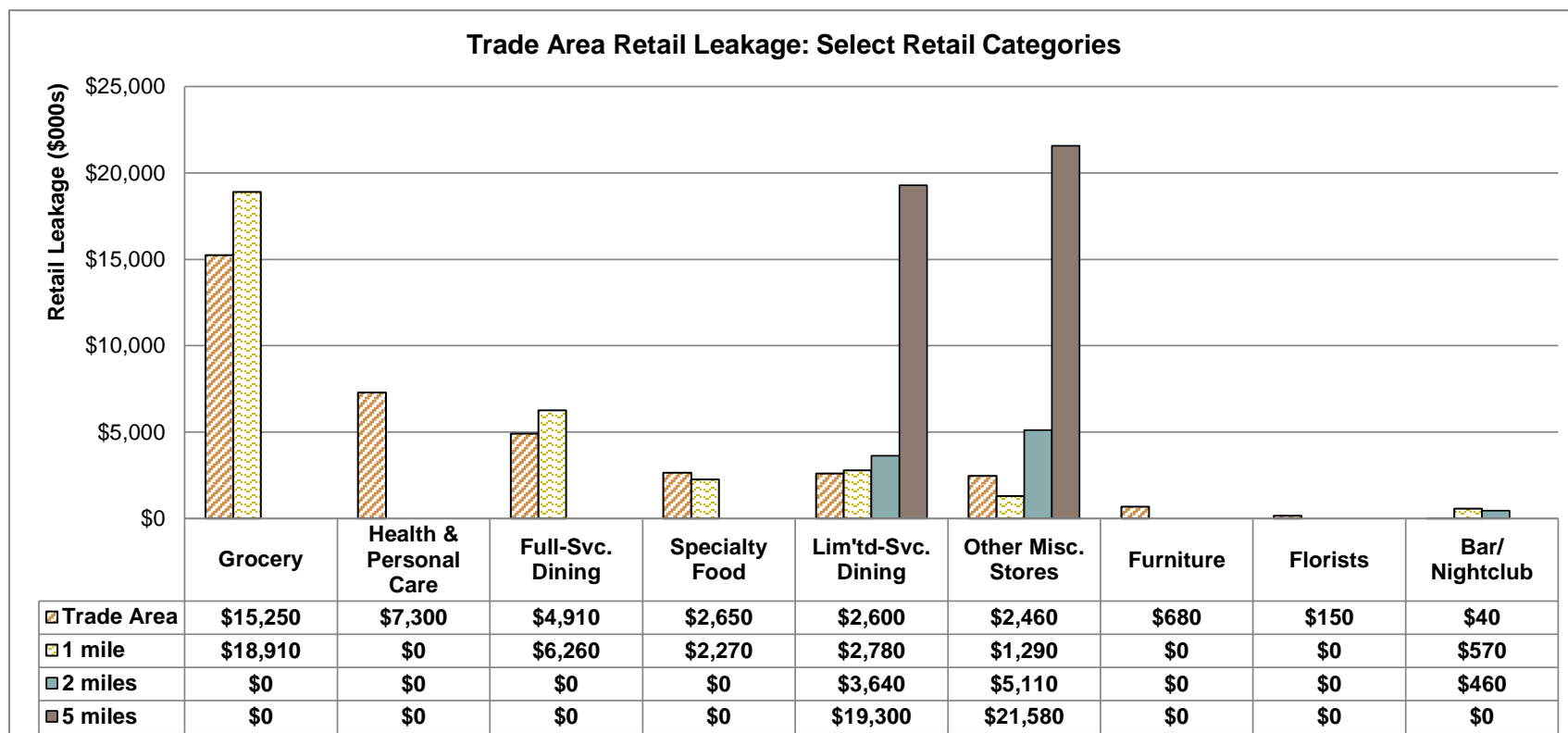
**Table 3**  
**Trade Area Retail Leakage**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

	Trade Area	1 mile	2 miles	5 miles	
<b>Retail (Surplus)/Leakage (\$000s)</b>					
NAICS					
441	Motor Vehicle & Parts Dealers	\$54,592	(\$14,572)	(\$144,117)	\$93,854
4421	Furniture Stores	\$679	(\$1,895)	(\$7,645)	(\$248)
4422	Home Furnishings Stores	(\$11,403)	(\$11,180)	(\$16,245)	(\$9,786)
443	Electronics & Appliance Stores	(\$3,409)	(\$3,254)	(\$10,530)	\$13,247
4441	Bldg Material & Supplies Dealers	(\$3,875)	(\$2,130)	(\$7,952)	\$24,110
4442	Lawn & Garden Equip & Supply Stores	(\$1,801)	(\$3,262)	(\$2,357)	(\$4,329)
4451	Grocery Stores	\$15,248	\$18,910	(\$153,800)	(\$150,706)
4452	Specialty Food Stores	\$2,647	\$2,274	(\$19,265)	(\$71,169)
4453	Beer, Wine & Liquor Stores	(\$5,388)	(\$3,414)	(\$14,476)	(\$15,801)
446	Health & Personal Care Stores	\$7,305	(\$314)	(\$17,672)	(\$17,216)
447	Gasoline Stations	\$1,357	(\$4,730)	(\$4,813)	\$30,787
4481	Clothing Stores	(\$23,882)	(\$19,768)	(\$14,973)	(\$5,424)
4482	Shoe Stores	(\$2,872)	(\$1,943)	(\$153)	(\$2,403)
4483	Jewelry, Luggage & Leather Goods Stores	(\$1,961)	(\$1,179)	\$2,113	\$5,487
4511	Sporting Goods/Hobby/Musical Instr Stores	(\$6,677)	(\$9,106)	(\$36,479)	(\$56,634)
4512	Book, Periodical & Music Stores	(\$4,614)	(\$1,515)	(\$3,777)	(\$12,942)
452	General Merchandise Stores	(\$66,079)	(\$54,979)	\$7,417	\$4,395
4531	Florists	\$152	(\$196)	(\$548)	(\$7)
4532	Office Supplies, Stationery & Gift Stores	(\$6,175)	(\$12,152)	(\$14,148)	(\$19,833)
4533	Used Merchandise Stores	\$412	(\$4)	(\$1,945)	(\$5,056)
4539	Other Miscellaneous Store Retailers	\$2,461	\$1,288	\$5,111	\$21,577
7221	Full-Service Restaurants	\$4,914	\$6,255	(\$3,233)	(\$69,388)
7222	Limited-Service Eating Places	\$2,601	\$2,776	\$3,639	\$19,304
7224	Drinking Places - Alcoholic Beverages	\$37	\$569	\$460	(\$6,877)

Source: ESRI Retail Marketplace Profile 2015

☐ Denotes retail expenditure categories that are currently experiencing leakage.



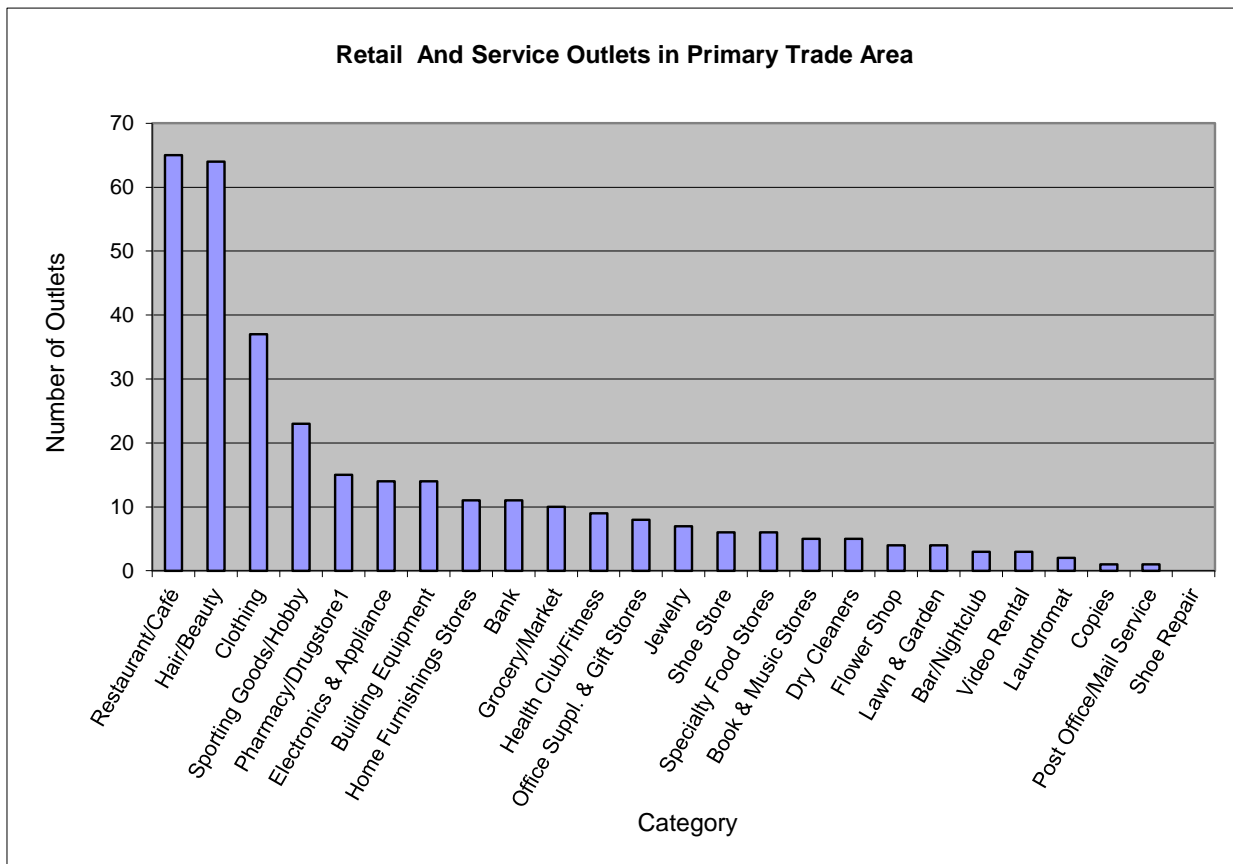
**Table 4**  
**Existing Retail/Competition**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

Local Store Type	Primary Trade Area			2-Mile Radius			5-Mile Radius		
	Number	% of Total	Persons/Outlet	Number (Total)	% of Total	Persons/Outlet	Number (Total)	% of Total	Persons/Outlet
Restaurant/Café	65	19.8%	376	237	24.9%	248	422	25.1%	284
Hair/Beauty	64	19.5%	382	160	16.8%	368	250	14.9%	479
Clothing	37	11.3%	661	84	8.8%	700	141	8.4%	850
Sporting Goods/Hobby	23	7.0%	1,063	59	6.2%	997	117	7.0%	1,024
Pharmacy/Drugstore <sup>1</sup>	15	4.6%	1,631	40	4.2%	1,470	74	4.4%	1,619
Electronics & Appliance	14	4.3%	1,747	41	4.3%	1,434	85	5.1%	1,409
Building Equipment	14	4.3%	1,747	33	3.5%	1,782	60	3.6%	1,996
Home Furnishings Stores	11	3.4%	2,224	29	3.1%	2,028	45	2.7%	2,662
Bank	11	3.4%	2,224	37	3.9%	1,589	59	3.5%	2,030
Grocery/Market	10	3.0%	2,446	31	3.3%	1,897	58	3.4%	2,065
Health Club/Fitness	9	2.7%	2,718	33	3.5%	1,782	70	4.2%	1,711
Office Suppl. & Gift Stores	8	2.4%	3,057	30	3.2%	1,960	59	3.5%	2,030
Jewelry	7	2.1%	3,494	14	1.5%	4,201	31	1.8%	3,864
Shoe Store	6	1.8%	4,077	12	1.3%	4,901	20	1.2%	5,989
Specialty Food Stores	6	1.8%	4,077	25	2.6%	2,352	50	3.0%	2,396
Book & Music Stores	5	1.5%	4,892	13	1.4%	4,524	20	1.2%	5,989
Dry Cleaners	5	1.5%	4,892	13	1.4%	4,524	21	1.2%	5,704
Flower Shop	4	1.2%	6,115	13	1.4%	4,524	24	1.4%	4,991
Lawn & Garden	4	1.2%	6,115	8	0.8%	7,351	17	1.0%	7,046
Bar/Nightclub	3	0.9%	8,153	12	1.3%	4,901	21	1.2%	5,704
Video Rental	3	0.9%	8,153	9	0.9%	6,535	13	0.8%	9,214
Laundromat	2	0.6%	12,230	4	0.4%	14,703	10	0.6%	11,978
Copies	1	0.3%	24,459	8	0.8%	7,351	5	0.3%	23,957
Post Office/Mail Service	1	0.3%	24,459	5	0.5%	11,762	9	0.5%	13,309
Shoe Repair	0	0.0%	0	0	0.0%	0	2	0.1%	59,892
<b>Total Outlets Counted</b>	<b>328</b>	<b>100.0%</b>	<b>75</b>	<b>950</b>	<b>100.0%</b>	<b>62</b>	<b>1,683</b>	<b>100.0%</b>	<b>71</b>

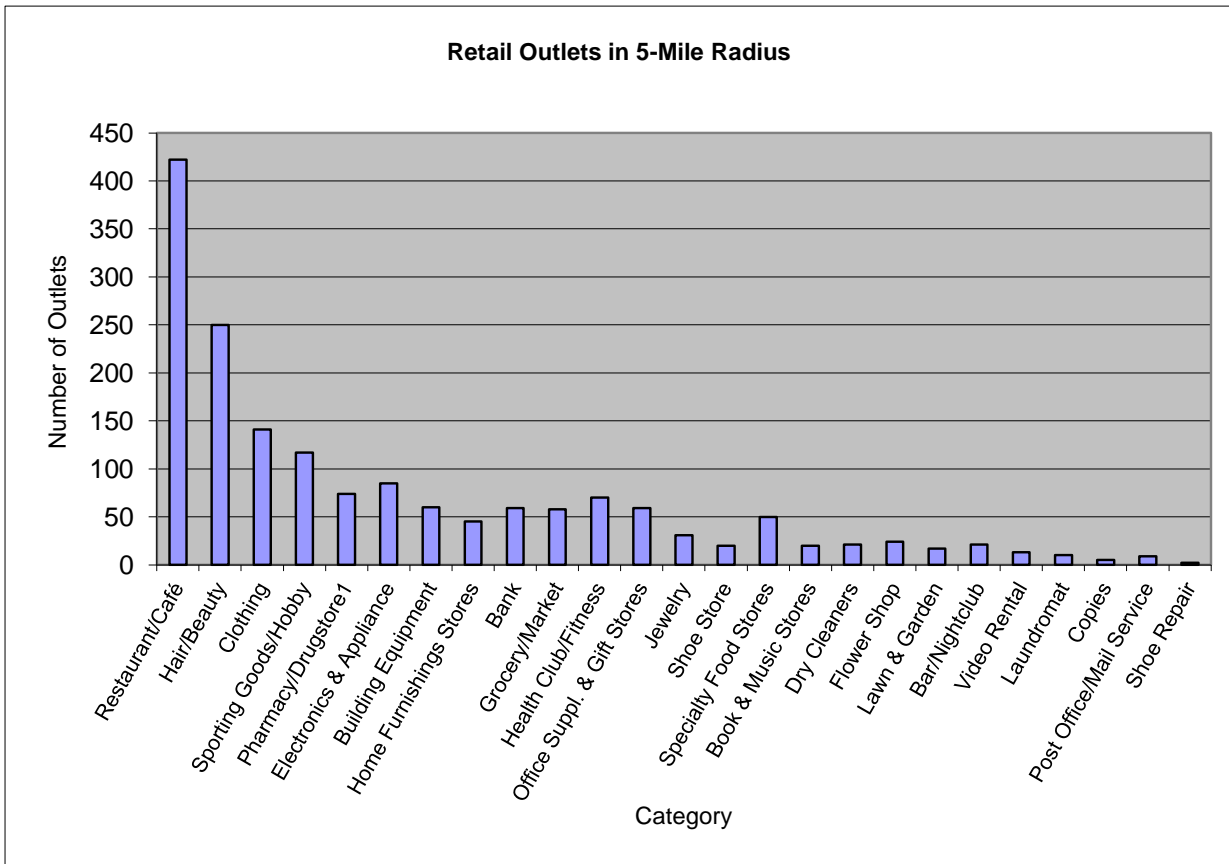
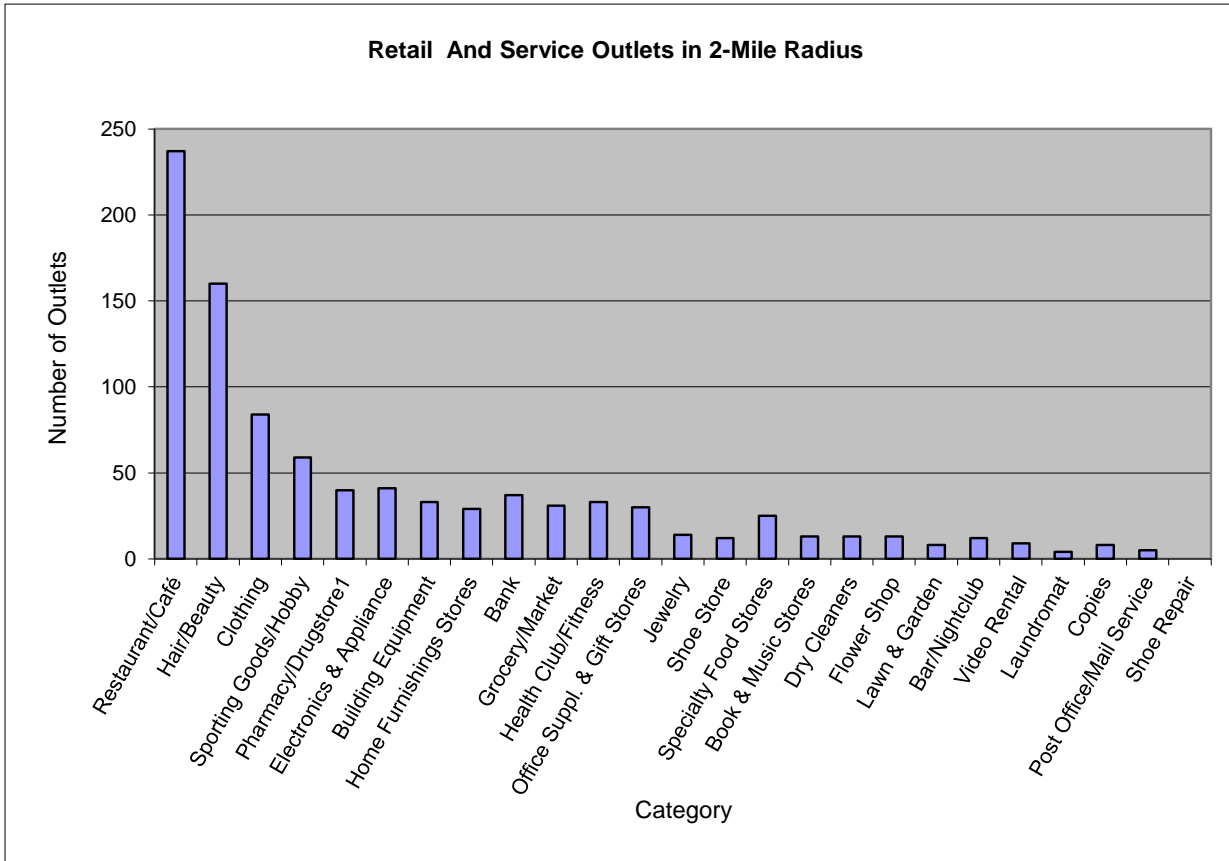
Sources: Database USA 2016, ESRI Retail MarketPlace Profile 2015

1 Includes other health and personal care stores, such as natural supplement stores.



**Table 4**  
**Existing Retail/Competition**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016





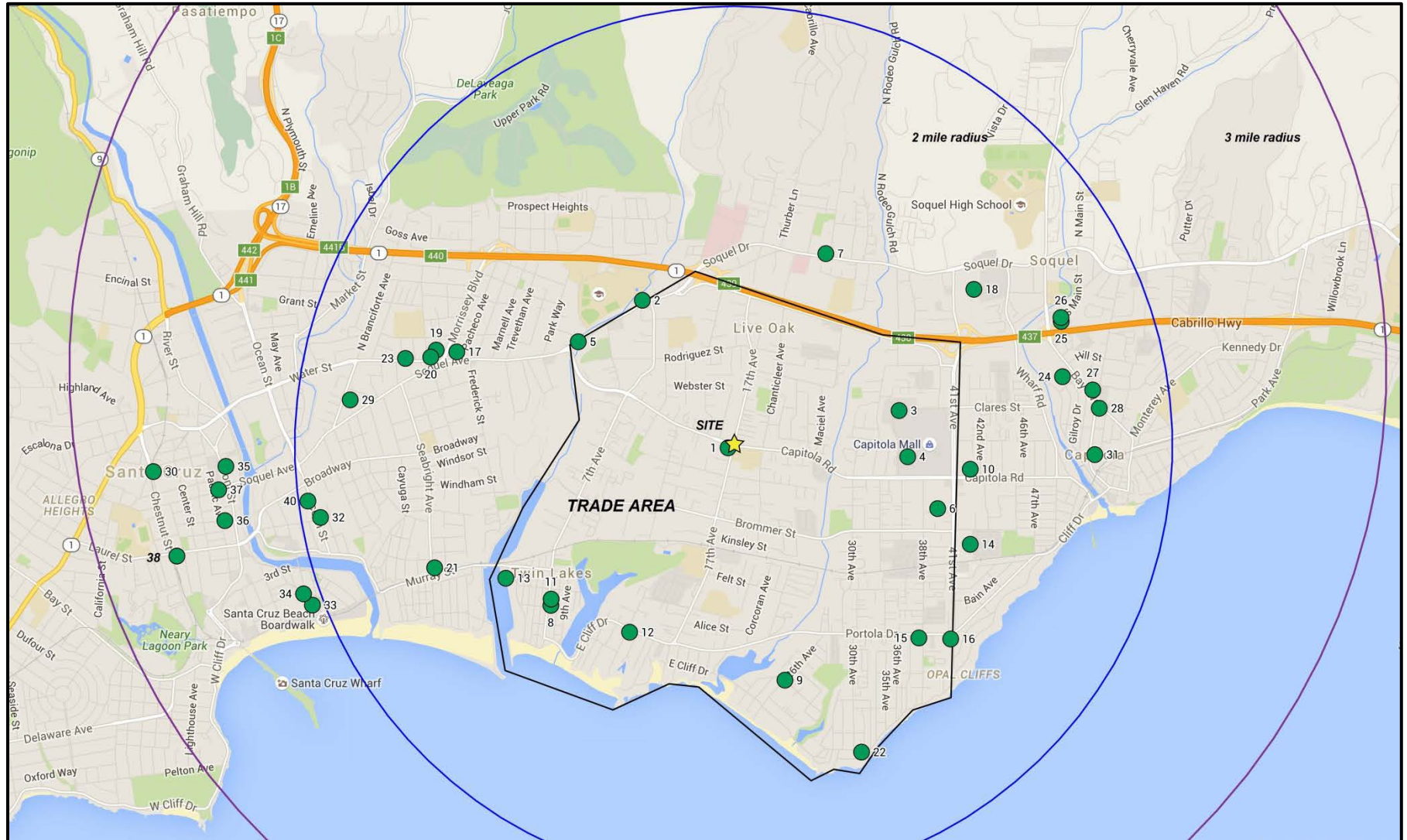
**Table 5**  
**Close-In Proximity of Retail and Service Tenants/17th and Capitola**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Outlet Type</b>	<b>Number, 1/2 Mile 17th and Capitola</b>	<b>Number, 1 Mile 17th and Capitola</b>
Bar/Nightclub	0	0
Shoe Repair	0	0
Copies	0	0
Video Rental	0	1
Post Office/Mail Service	0	2
Book, Periodical & Music Stores	0	3
Jewelry	0	4
Shoe Store	0	4
Specialty Food Stores	0	4
Pharmacy/Drugstore	0	4
Dry Cleaners	0	5
Bank	0	16
Laundromat	1	2
Grocery/Market	1	4
Flower Shop	1	4
Office Suppl. & Gift Stores	1	6
Home Furnishings Stores	1	9
Sporting Goods/Hobby	1	17
Electronics & Appliance Stores	2	11
Bldg. Equipment	2	13
Lawn & Garden	3	5
Health Club/Fitness	3	8
Restaurant/Café	3	39
Clothing	4	27
Hair/Beauty	12	50

Sources: Database USA 2016, ESRI Retail MarketPlace Profile 2015

**Map B**  
**GROCERY STORES WITHIN THREE MILES**  
**17<sup>th</sup> and Capitola/ Live Oak Neighborhood**



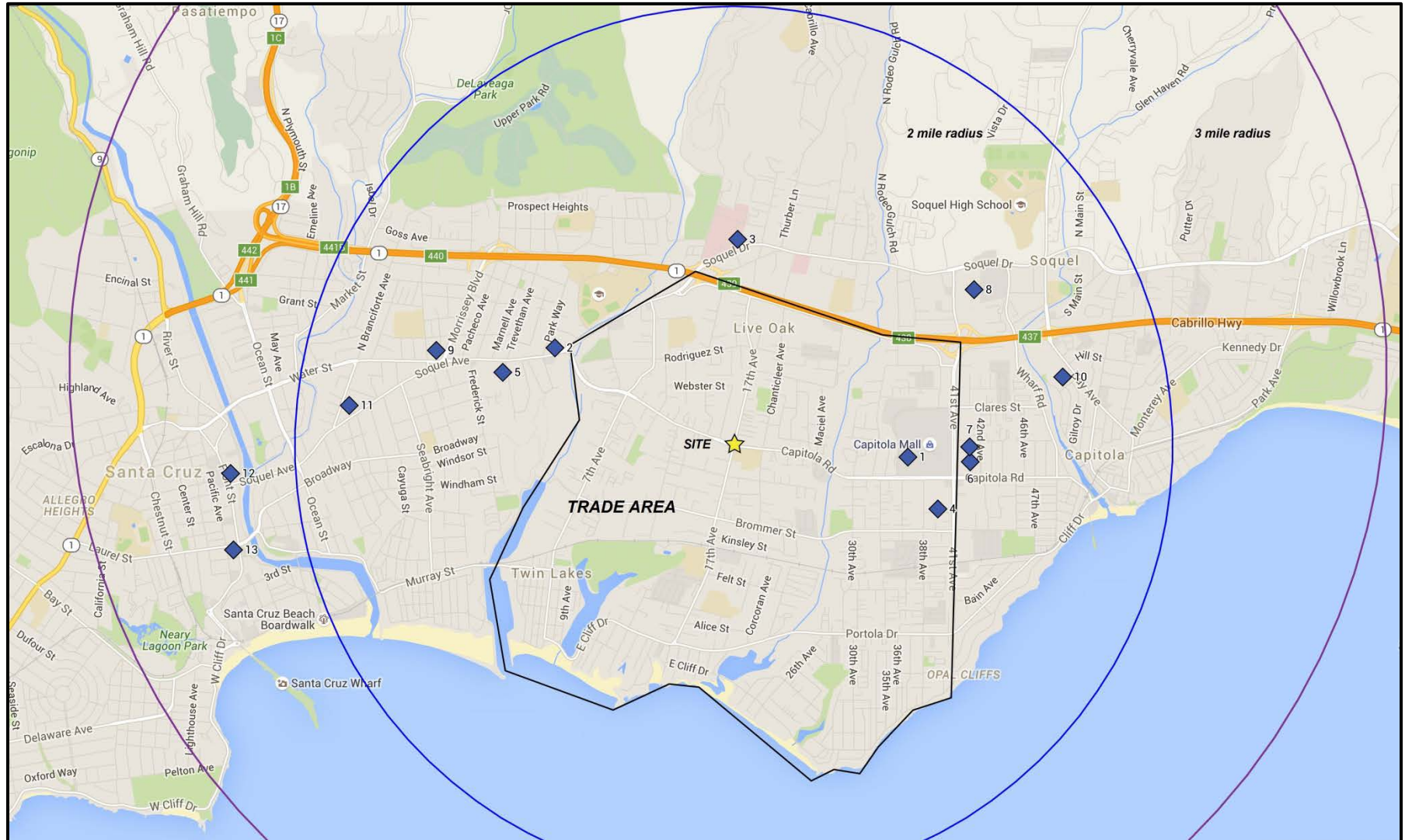
**Table 6**  
**Key To Map of Existing Grocery Stores**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Groery Stores Within 3 Miles</b>	<b>Key #</b>	<b>Distance (mi)</b>
Live Oak Supermarket	1	-
Farm Fresh Produce	2	0.8
Trader Joe's	3	0.8
Target	4	0.8
Del Pueblo Market	5	0.9
Lucky	6	1.0
Mels Market	7	1.0
Sushi Market Sprouts	<b>8</b>	<b>1.1</b>
Kongs Market	9	1.1
Whole Foods Market	10	1.1
Deke's Market	11	1.1
Santa Cruz Family Market	12	1.2
H & H Fresh Fish	13	1.2
New Leaf Community Markets	14	1.2
Hernandez Market	15	1.2
Pleasure Point Liquor and Grocer	16	1.3
Grocery Outlet	17	1.3
Safeway	18	1.3
Safeway	19	1.4
Staff Of Life Natural Foods	20	1.4
Day's Market Liquor and Deli	21	1.5
Elizabeths	22	1.5
Healthy Start Nutrition Inc	23	1.5
Nob Hill Foods	24	1.6
Fish Lady	25	1.6
Sunnyside Produce	26	1.6
Capital Village Produce Market	27	1.7
Grady's Market	28	1.7
Whole Foods Market	29	1.7
Shoppers Corner Inc	30	1.8
Quality Market	31	1.8
Ocean Market & Deli	32	1.9
Beach Market	33	2.0
Quality Market	34	2.0
Trader Joe's	35	2.3
Metropolitan Market	36	2.3
New Leaf Community Markets	37	2.3
Kings Foodtown Supermarket	38	2.6
Hernandez Market II	39	2.6
La Plaza Market	40	2.7

Source: Database USA 2016, BatchGeo

**Map C**  
**DRUG STORES WITHIN THREE MILES**  
**17<sup>th</sup> and Capitola/ Live Oak Neighborhood**





**Table 7**  
**Key To Map of Existing Drugstores**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Drugstores Within 3 Miles</b>	<b>Key #</b>	<b>Distance (mi)</b>
Target	1	0.8
Toms Medical Pharmacy	2	0.9
Dominican Plaza Pharmacy	3	1.0
Rite Aid Pharmacy	4	1.0
Walgreens	5	1.1
CVS Pharmacy	6	1.1
Lauden Pharmacy	7	1.1
Safeway	8	1.4
Safeway	9	1.5
CVS Pharmacy	10	1.6
Rite Aid Pharmacy	11	1.7
CVS Pharmacy	12	2.3
Walgreens	13	2.3

Source: Database USA 2016, BatchGeo

**Table 8**  
**Major New Tenancies in Trade Area**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Outlet Name</b>	<b>Location</b>	<b>Sq. Ft.</b>	<b>Year of Opening</b>	<b>Distance from Site</b>
Target	Capitola Mall	100,000	2012	0.8
Whole Foods	Capitola	27,000	2009	1.1
Whole Foods	Santa Cruz	32,000	2009	1.7
East Cliff Brewing Company	East Cliff Shopping Center	n/a	2016	1.6
East Cliff Family Health Center	East Cliff Shopping Center	9,000	2014	1.6
Grocery Outlet	Santa Cruz	12,500	2015	1.3

Source: Google Maps, Keyser Marston Associates, Inc.

**Table 9**  
**List of Capitola Mall Tenants**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Capitola Mall</b>	<b>Reported Vacancy: <sup>1</sup></b>	<b>22%</b>
Aeropostale	Lids	
Animal Riders	Macy's	
Art in Santa Cruz	Macy's	
Art In Santa Cruz	Matrix Santa Cruz	
Relocated	McCollum Family Chiropractic	
As Seen On TV	MetroPCS	
at&t	Motherhood Maternity	
Bank of America	PACSUN	
Bath & Body Works	Payless ShoeSource	
Beck's Shoes	Piercing Pagoda	
Bella Fruit & Drinks	rue21	
Bella's Bridal	Salt Tree	
Best Buy Mobile	Santa Cruz Apparel	
BROW Art23	Santa Cruz Childrens Museum of Discovery	
California Federal Bank	Santa Cruz Metropolitan Transit District	
Cellairis.com	Santa Cruz SPCA and Humane Society	
chili's	SEARS	
Christopher & Banks	SEARS Auto Center	
claire's	SEARS Optical	
Cutco Cutlery	Sherris Cookies	
New	Shiekh	
Daniel's Jewelers	Sko Footwear and Accessories	
Don Roberto Jewelers	Sorabol	
EXPRESS	Sportsfever	
EZ Tax Service	Starbucks	
Famous Footwear	Stern's Travel Shop	
Fashion Nail Spa	Steve's Hallmark	
Fast-Fix Jewelry And Watch Repairs	Subway	
faust salon	Sunglass Hut	
Five Guys	Super Silver Santa Cruz	
Foot Locker	Takara Japanese Restaurant	
Giggles-N-Wiggles	Tartget	
GNC Live Well.	The Children's Place	
GYMBOREE	The Limited	
Gyros & Grill Express	T-Mobile	
Hot Dog on a Stick	Tres Bros Tacos	
HOT TOPIC	ULTA Beauty	
JOURNEYS	V.I.P. Massage	
Justice	Vans	
Kay Jewelers	Venatious	
KOHL'S	Diamond Wireless	
Learn To Discover	VICTORIA'S SECRET	
Legends Comics and Games	Wetzel's Pretzels	
LensCrafters	zumiez	

**Table 9**  
**List of Capitola Mall Tenants**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

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**Brown Ranch Market Place (Adjacent)**

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Bed Bath & Beyond	McCollum Family Chiropractic
Capiotla Toys and Hobbies	Paradise Tanning
Choice Clothing CO	Rabobank
Crown Cafe Deli & Catering	Roux Dat Cajun Creole Cuisine
Domino's	Site for Sore Eyes
FedEx Office	Sprint Wireless
GameStop	Taqueria Tepeque
Gem Show	Trader Joe's
Great Clips	Wasabi Tapas
Jacuzzi Hot Tubs	Weight Watchers
Jamba Juice	Westside Beauty Supply
Magic Nails	Zizzo's Coffeehouse
Mayflower Chinese Restaurant	

Source: Shopping center websites

<sup>1</sup> Santa Cruz Good Times Weekly. September 2015.



**Table 10**  
**Super Market Tenant Information**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Store</b>	<b>Existing Location?<sup>1</sup></b>	<b>Preferred GLA<sup>2</sup></b>	<b>Locations Considered<sup>2</sup></b>	<b>Sales/Store<sup>3</sup></b>	<b>Areas of Operation<sup>2</sup></b>
Whole Foods	Yes	40,000 - 75,000 sf	Downtown, Free Standing, Neighborhood Strip, Regional Strip. Upscale.	\$35.6 m	National and Canada
Safeway	Yes	42,000 - 55,000 sf	Free Standing, Lifestyle Center, Regional Strip.	\$27.1m (2013)	National and Canada
Trader Joe's	Yes	11,000 - 14,000 sf	Free Standing, Neighborhood Strip, Power Center, Regional Strip, Special Strip.	\$28.3 m	National
Mollie Stone's	No	old estimate - 25,000 to 42,000 sf	Current locations free standing and centers.	n/a	California
New Leaf	Yes	7,750 sf - 17,500 sf	Current locations free standing and centers	n/a	Local
Mi Pueblo	No	n/a	Current locations free standing and centers	\$15.7 m	Bay Area, Central Valley & Central Coast
Grocery Outlet	Yes	15,000 - 25,000 sf	Free Standing, Neighborhood Strip, Regional Strip. Acceptable co-tenants are conventional supermarkets, value conscious retailers.	\$7.1 m	Western U.S.
Smart and Final	No	20,000 - 35,000	Free Standing, Neighborhood Strip, Power Center, Regional Strip, Special Strip.	\$14.1 m	West
Lucky / Save Mart	Yes	45,000 - 65,000	Current locations free standing and centers	\$20.4 m	Northern California, Northern NV

<sup>1</sup> Existing location within 3 miles of subject site.

<sup>2</sup> Per Chainlinks Expansion Guide & KMA Research

<sup>3</sup> Per Supermarket News research

n/a = not available

**Table 11**  
**Typical Retail and Service Tenancies**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

<b>Outlet Type</b>	<b>Typical Tenancies <sup>1</sup></b>	<b>Typical SF Range <sup>2</sup></b>
Bakery	In the Breadbox, EL Rosal Bakery, Buttery	1,800 - 5,000
Bank	Bank of the West, Bay Federal Credit Union, Citibank	2,500 - 4,000
Bar/Nightclub	Moe's Alley, East Cliff Brew Co, Castaways	3,500 - 14,200
Bookstore	Santa Cruz Bookstore	20,000 - 40,000
Cell phone stores	Sprint, Verizon, T-Mobile	1,200 - 4,000
Clothing (non Department Store)	Aeropostale, The Children's Place, The Limited	1,000 - 7,000 <sup>3</sup>
Coffee/Tea	Coffeetopia, People's Coffee, Starbucks	1,000 - 2,000
Convenience Stores	7-Eleven, Corner Store	2,000 - 4,000
Copies	Fed Ex Office Print & Ship, Staples Copy & Print	1,500 - 1,500
Dollar Stores	Dollar Tree, Dollar Brokerage	8,000 - 12,000
Dry Cleaners	Kings Cleaners, Almaden, East Cliff	1,000 - 3,500
Flower Shop	Sunflower Florist, Twig & Petal, Flower Outlet	500 - 1,500
Furniture	Hannah's Home Furnishings, Ramo's Furniture	4,500 - 28,000
Gifts/Novelties	Beach Girl Santa Cruz, Studio Zayante	1,000 - 3,500
Grocery/Market	Live Oak Supermarket, Trader Joe's, New Leaf	11,000 - 55,000
Hair/Beauty	Love is in the Hair, Lola's Addiction, Esther Beauty Salon	1,000 - 18,000
Hardware	Santa Cruz Hardware, Orchard Supply	15,000 - 60,000
Health Club/Fitness	Toadal Fitness, Curves, Rocky's	15,000 - 40,000
Housewares	Smith's China Shop, Bed Bath & Beyond	10,000 - 80,000
Jewelry	Joyeria Ortiz, Pleasure Point Jewelers, Kay's	1,200 - 6,000
Laundromat	Live Oak Laundromat, Capitola Laundry	2,500 - 5,000
Musical Instruments	Guitar Store, Offshore Music, Aptos Guitar Company	9,000 - 20,000
Nursery/Plants	Far West Nursery, Capitola Nursery, Redwood Nursery	n/a
Office Supplies	Staples, Palace Art & Office Supply	14,000 - 18,000
Pharmacy/Drugstore	Lauden, Rite Aid, Target Pharmacy	11,000 - 18,000
Photo Equip./Supplies	Santa Cruz Camera Repair	1,800 - 2,400
Post Office/Mail Service	UPS Store, Fed Ex	1,000 - 2,500
Restaurant/Café		
Café	Lindas Seabreeze Café, Chill out Café, Harbor Café	1,000 - 3,000
Fast Casual	Chipotle, Panera, Picnic Basket, Taqueria Vallarta, Chili's	2,200 - 5,000
Full Service	Crows Nest, Lago di Como, Lillians, el Jardin	5,000 - 10,000
Shoe Store	Shiekh Shoes, Van's, Beck's Shoes, Red Wings	1,500 - 5,000
Sporting Goods	Big 5, Outdoor World, O'Neill	8,000 - 50,000
Yogurt / Ice Cream	Yogurtland, Penny Ice Creamery	1,000 - 1,500

<sup>1</sup> Google Maps, Keyser Marston Associates, Inc.

<sup>2</sup> Chain Link & CBRE 2015 Expansion Guides, Real Quest, KMA estimates

<sup>3</sup> Boutiques and in-line tenants.

**Table 12**  
**Taxable Sales Trend <sup>1</sup>**  
**Live Oak Neighborhood Retail Evaluation**  
**County of Santa Cruz**

4/1/2016

	2010		2011		2012		2013		2014		2010-2014 Change			
	Taxable Sales	Per Capita	Taxable Sales	Per Capita	Taxable Sales	Per Capita	Taxable Sales	Per Capita	Taxable Sales	Per Capita	Total	%	Per Capita	%
<b>CITY OF SANTA CRUZ</b>														
<b>Population <sup>2</sup></b>		<b>60,595</b>		<b>61,449</b>		<b>62,009</b>		<b>62,857</b>		<b>63,364</b>	<b>2,769</b>	<b>5%</b>		
<b>Retail Stores</b>														
Automotive	56,044	925	62,110	1,011	64,172	1,035	70,647	1,124	75,981	1,199	19,937	36%	274	30%
Home Furnishings & Appliances	19,095	315	21,302	347	22,174	358	21,777	346	22,152	350	3,057	16%	34	11%
Bldg. Matr. & Garden Equip.	37,789	624	35,055	570	32,874	530	34,083	542	36,814	581	-975	-3%	-43	-7%
Food Stores	62,135	1,025	64,196	1,045	70,755	1,141	71,052	1,130	74,561	1,177	12,426	20%	151	15%
Gasoline Stations	55,800	921	65,246	1,062	72,056	1,162	70,732	1,125	70,511	1,113	14,712	26%	192	21%
Apparel	41,968	693	44,501	724	46,599	751	49,462	787	52,564	830	10,596	25%	137	20%
General Merchandise*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Food & Beverage	143,668	2,371	149,296	2,430	168,463	2,717	175,155	2,787	190,739	3,010	47,070	33%	639	27%
Other Retail <sup>3</sup>	203,338	3,356	209,850	3,415	218,594	3,525	219,964	3,499	224,510	3,543	21,172	10%	187	6%
<b>Total Retail Stores</b>	<b>619,837</b>	<b>10,229</b>	<b>651,557</b>	<b>10,603</b>	<b>695,686</b>	<b>11,219</b>	<b>712,873</b>	<b>11,341</b>	<b>747,832</b>	<b>11,802</b>	<b>127,995</b>	<b>21%</b>	<b>1,573</b>	<b>15%</b>
<b>as a % of Santa Cruz County</b>	<b>30.2%</b>		<b>29.5%</b>		<b>29.1%</b>		<b>28.6%</b>		<b>28.8%</b>		<b>23.6%</b>			
All Other Outlets	128,977	2,129	120,138	1,955	128,617	2,074	140,238	2,231	134,710	2,126	5,733	4%	-3	0%
<b>Total All Outlets</b>	<b>748,814</b>	<b>12,358</b>	<b>771,694</b>	<b>12,558</b>	<b>824,304</b>	<b>13,293</b>	<b>853,110</b>	<b>13,572</b>	<b>882,542</b>	<b>13,928</b>	<b>133,728</b>	<b>18%</b>	<b>1,570</b>	<b>13%</b>
<b>as a % of Santa Cruz County</b>	<b>27.6%</b>		<b>27.0%</b>		<b>26.8%</b>		<b>26.5%</b>		<b>26.3%</b>		<b>20.8%</b>			
<b>CITY OF CAPITOLA</b>														
<b>Population <sup>2</sup></b>		<b>9,929</b>		<b>9,971</b>		<b>10,020</b>		<b>10,087</b>		<b>10,146</b>	<b>217</b>	<b>2%</b>		
<b>Retail Stores</b>														
Automotive*	n/a	n/a	56,376	5,654	61,771	6,165	71,060	7,045	72,501	7,146	n/a	n/a	n/a	n/a
Home Furnishings & Appliances	16,327	1,644	18,035	1,809	20,105	2,006	21,415	2,123	20,889	2,059	4,563	28%	415	25%
Bldg. Matr. & Garden Equip.*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Food Stores	30,958	3,118	31,957	3,205	34,025	3,396	34,161	3,387	36,082	3,556	5,124	17%	438	14%
Gasoline Stations	24,296	2,447	27,910	2,799	30,382	3,032	29,359	2,911	28,706	2,829	4,410	18%	382	16%
Apparel	48,536	4,888	46,267	4,640	46,909	4,682	47,322	4,691	45,872	4,521	-2,664	-5%	-367	-8%
General Merchandise	53,108	5,349	51,995	5,215	59,990	5,987	82,810	8,210	82,940	8,175	29,832	56%	2,826	53%
Food & Beverage	47,548	4,789	49,107	4,925	53,349	5,324	55,124	5,465	58,723	5,788	11,175	24%	999	21%
Other Retail <sup>3</sup>	71,756	7,227	59,588	5,976	60,910	6,079	59,399	5,889	60,664	5,979	-11,092	-15%	-1,248	-17%
<b>Total Retail Stores</b>	<b>330,959</b>	<b>33,333</b>	<b>344,330</b>	<b>34,533</b>	<b>367,441</b>	<b>36,671</b>	<b>400,651</b>	<b>39,720</b>	<b>409,242</b>	<b>40,335</b>	<b>78,283</b>	<b>24%</b>	<b>7,003</b>	<b>21%</b>
<b>as a % of Santa Cruz County</b>	<b>16.1%</b>		<b>15.6%</b>		<b>15.4%</b>		<b>16.1%</b>		<b>15.8%</b>		<b>14.4%</b>			
All Other Outlets	29,294	2,950	29,552	2,964	35,361	3,529	33,471	3,318	36,911	3,638	7,617	26%	688	23%
<b>Total All Outlets</b>	<b>360,254</b>	<b>36,283</b>	<b>373,881</b>	<b>37,497</b>	<b>402,802</b>	<b>40,200</b>	<b>434,122</b>	<b>43,038</b>	<b>446,154</b>	<b>43,973</b>	<b>85,900</b>	<b>24%</b>	<b>7,690</b>	<b>21%</b>
<b>as a % of Santa Cruz County</b>	<b>13.3%</b>		<b>13.1%</b>		<b>13.1%</b>		<b>13.5%</b>		<b>13.3%</b>		<b>13.4%</b>			
<b>SANTA CRUZ COUNTY</b>														
<b>Population <sup>2</sup></b>		<b>263,213</b>		<b>264,923</b>		<b>266,632</b>		<b>269,444</b>		<b>271,804</b>	<b>8,591</b>	<b>3%</b>		
<b>Retail Stores</b>														
Automotive	210,182	799	250,016	944	274,873	1,031	294,061	1,091	300,671	1,106	90,489	43%	308	39%
Home Furnishings & Appliances	103,141	392	111,501	421	117,008	439	117,891	438	121,061	445	17,920	17%	54	14%
Bldg. Matr. & Garden Equip.	240,400	913	243,732	920	260,589	977	272,626	1,012	288,198	1,060	47,797	20%	147	16%
Food Stores	213,402	811	222,987	842	238,491	894	241,637	897	249,916	919	36,514	17%	109	13%
Gasoline Stations	275,288	1,046	336,267	1,269	357,237	1,340	357,762	1,328	356,359	1,311	81,071	29%	265	25%
Apparel	130,496	496	138,937	524	148,211	556	158,424	588	164,336	605	33,840	26%	109	22%
General Merchandise	235,270	894	237,220	895	257,575	966	270,490	1,004	276,826	1,018	41,556	18%	125	14%
Food & Beverage	335,988	1,276	349,066	1,318	389,450	1,461	406,095	1,507	439,232	1,616	103,244	31%	340	27%
Other Retail <sup>3</sup>	306,335	1,164	318,259	1,201	344,938	1,294	374,321	1,389	396,377	1,458	90,042	29%	294	25%
<b>Total Retail Stores</b>	<b>2,050,502</b>	<b>7,790</b>	<b>2,207,985</b>	<b>8,334</b>	<b>2,388,372</b>	<b>8,958</b>	<b>2,493,309</b>	<b>9,254</b>	<b>2,592,975</b>	<b>9,540</b>	<b>542,473</b>	<b>26%</b>	<b>1,750</b>	<b>22%</b>
All Other Outlets	658,432	2,502	645,029	2,435	683,091	2,562	727,490	2,700	758,766	2,792	100,333	15%	290	12%
<b>Total All Outlets</b>	<b>2,708,934</b>	<b>10,292</b>	<b>2,853,014</b>	<b>10,769</b>	<b>3,071,463</b>	<b>11,519</b>	<b>3,220,799</b>	<b>11,953</b>	<b>3,351,740</b>	<b>12,331</b>	<b>642,806</b>	<b>24%</b>	<b>2,040</b>	<b>20%</b>

<sup>1</sup> Sales are in 1,000s. Annual totals reflect first 3 quarters of stated year and final quarter of prior year (e.g., Q42013-Q32014).

<sup>2</sup> Per U.S. Census Estimates.

<sup>3</sup> Other retail includes health and personal care stores, miscellaneous store retailers, sports/hobby stores, and non-store retailers.

\* Sales have been omitted or re-categorized to protect confidential information.

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**Appendix  
Demographics**



Trade Area  
Area: 4.04 square miles

Prepared by Esri

**Population**

2000 Population	24,496
2010 Population	24,148
2015 Population	24,459
2020 Population	24,928
2000-2010 Annual Rate	-0.14%
2010-2015 Annual Rate	0.24%
2015-2020 Annual Rate	0.38%
2015 Male Population	49.9%
2015 Female Population	50.1%
2015 Median Age	39.2

In the identified area, the current year population is 24,459. In 2010, the Census count in the area was 24,148. The rate of change since 2010 was 0.24% annually. The five-year projection for the population in the area is 24,928 representing a change of 0.38% annually from 2015 to 2020. Currently, the population is 49.9% male and 50.1% female.

**Median Age**

The median age in this area is 39.2, compared to U.S. median age of 37.9.

**Race and Ethnicity**

2015 White Alone	74.0%
2015 Black Alone	1.4%
2015 American Indian/Alaska Native Alone	1.1%
2015 Asian Alone	4.0%
2015 Pacific Islander Alone	0.2%
2015 Other Race	13.8%
2015 Two or More Races	5.4%
2015 Hispanic Origin (Any Race)	27.8%

Persons of Hispanic origin represent 27.8% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 67.1 in the identified area, compared to 63.0 for the U.S. as a whole.

**Households**

2000 Households	9,765
2010 Households	9,816
2015 Total Households	9,927
2020 Total Households	10,145
2000-2010 Annual Rate	0.05%
2010-2015 Annual Rate	0.21%
2015-2020 Annual Rate	0.44%
2015 Average Household Size	2.40

The household count in this area has changed from 9,816 in 2010 to 9,927 in the current year, a change of 0.21% annually. The five-year projection of households is 10,145, a change of 0.44% annually from the current year total. Average household size is currently 2.40, compared to 2.40 in the year 2010. The number of families in the current year is 5,281 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Trade Area  
Area: 4.04 square miles

Prepared by Esri

### Median Household Income

2015 Median Household Income	\$54,870
2020 Median Household Income	\$63,081
2015-2020 Annual Rate	2.83%

### Average Household Income

2015 Average Household Income	\$75,932
2020 Average Household Income	\$87,779
2015-2020 Annual Rate	2.94%

### Per Capita Income

2015 Per Capita Income	\$31,358
2020 Per Capita Income	\$36,248
2015-2020 Annual Rate	2.94%

### Households by Income

Current median household income is \$54,870 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$63,081 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$75,932 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$87,779 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$31,358 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$36,248 in five years, compared to \$32,501 for all U.S. households

### Housing

2000 Total Housing Units	10,541
2000 Owner Occupied Housing Units	4,995
2000 Renter Occupied Housing Units	4,770
2000 Vacant Housing Units	776
2010 Total Housing Units	10,962
2010 Owner Occupied Housing Units	4,916
2010 Renter Occupied Housing Units	4,900
2010 Vacant Housing Units	1,146
2015 Total Housing Units	11,145
2015 Owner Occupied Housing Units	4,736
2015 Renter Occupied Housing Units	5,191
2015 Vacant Housing Units	1,218
2020 Total Housing Units	11,396
2020 Owner Occupied Housing Units	4,769
2020 Renter Occupied Housing Units	5,375
2020 Vacant Housing Units	1,251

Currently, 42.5% of the 11,145 housing units in the area are owner occupied; 46.6%, renter occupied; and 10.9% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 10,962 housing units in the area - 44.8% owner occupied, 44.7% renter occupied, and 10.5% vacant. The annual rate of change in housing units since 2010 is 0.74%. Median home value in the area is \$497,971, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 5.33% annually to \$645,727.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

February 12, 2016





# Demographic and Income Profile

Trade Area  
Area: 4.04 square miles

Prepared by Esri

Summary	Census 2010	2015	2020
Population	24,148	24,459	24,928
Households	9,816	9,927	10,145
Families	5,214	5,281	5,404
Average Household Size	2.40	2.40	2.39
Owner Occupied Housing Units	4,916	4,736	4,769
Renter Occupied Housing Units	4,900	5,191	5,375
Median Age	38.1	39.2	39.5
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.38%	0.73%	0.75%
Households	0.44%	0.74%	0.77%
Families	0.46%	0.76%	0.69%
Owner HHs	0.14%	0.61%	0.70%
Median Household Income	2.83%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,242	12.5%	1,149	11.3%
\$15,000 - \$24,999	884	8.9%	649	6.4%
\$25,000 - \$34,999	1,016	10.2%	889	8.8%
\$35,000 - \$49,999	1,329	13.4%	1,267	12.5%
\$50,000 - \$74,999	1,845	18.6%	1,818	17.9%
\$75,000 - \$99,999	1,209	12.2%	1,489	14.7%
\$100,000 - \$149,999	1,342	13.5%	1,546	15.2%
\$150,000 - \$199,999	507	5.1%	641	6.3%
\$200,000+	553	5.6%	697	6.9%
Median Household Income	\$54,870		\$63,081	
Average Household Income	\$75,932		\$87,779	
Per Capita Income	\$31,358		\$36,248	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,313	5.4%	1,258	5.1%	1,281	5.1%
5 - 9	1,239	5.1%	1,228	5.0%	1,177	4.7%
10 - 14	1,248	5.2%	1,219	5.0%	1,165	4.7%
15 - 19	1,455	6.0%	1,262	5.2%	1,139	4.6%
20 - 24	1,896	7.9%	1,854	7.6%	1,539	6.2%
25 - 34	3,828	15.9%	3,994	16.3%	4,537	18.2%
35 - 44	3,500	14.5%	3,372	13.8%	3,395	13.6%
45 - 54	3,580	14.8%	3,367	13.8%	3,213	12.9%
55 - 64	3,300	13.7%	3,480	14.2%	3,298	13.2%
65 - 74	1,396	5.8%	1,975	8.1%	2,565	10.3%
75 - 84	820	3.4%	864	3.5%	1,057	4.2%
85+	575	2.4%	586	2.4%	563	2.3%

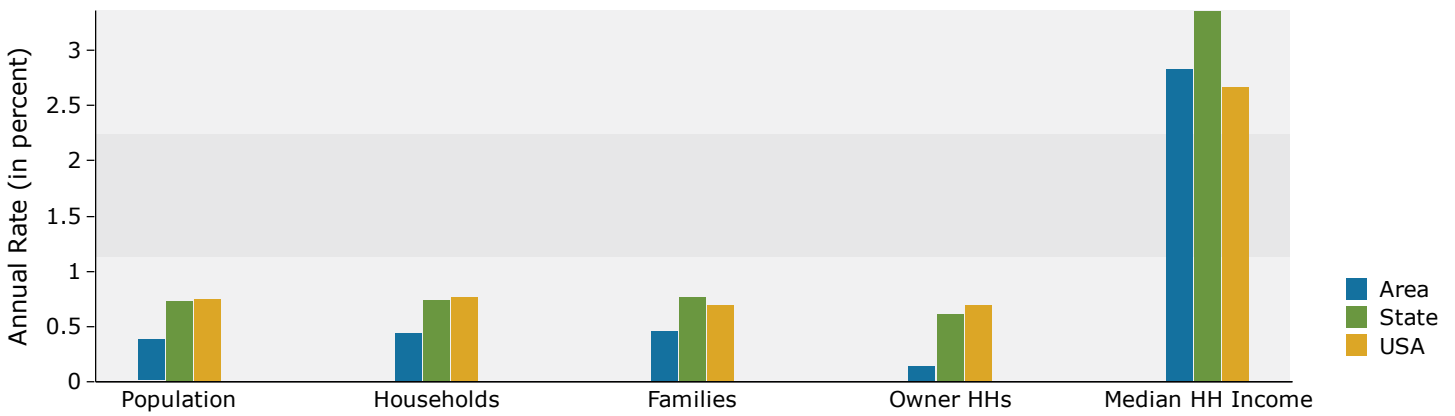
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,331	75.9%	18,095	74.0%	17,942	72.0%
Black Alone	318	1.3%	353	1.4%	390	1.6%
American Indian Alone	253	1.0%	268	1.1%	278	1.1%
Asian Alone	960	4.0%	978	4.0%	1,029	4.1%
Pacific Islander Alone	45	0.2%	48	0.2%	49	0.2%
Some Other Race Alone	3,045	12.6%	3,386	13.8%	3,771	15.1%
Two or More Races	1,196	5.0%	1,332	5.4%	1,468	5.9%
Hispanic Origin (Any Race)	6,175	25.6%	6,804	27.8%	7,575	30.4%

Data Note: Income is expressed in current dollars.

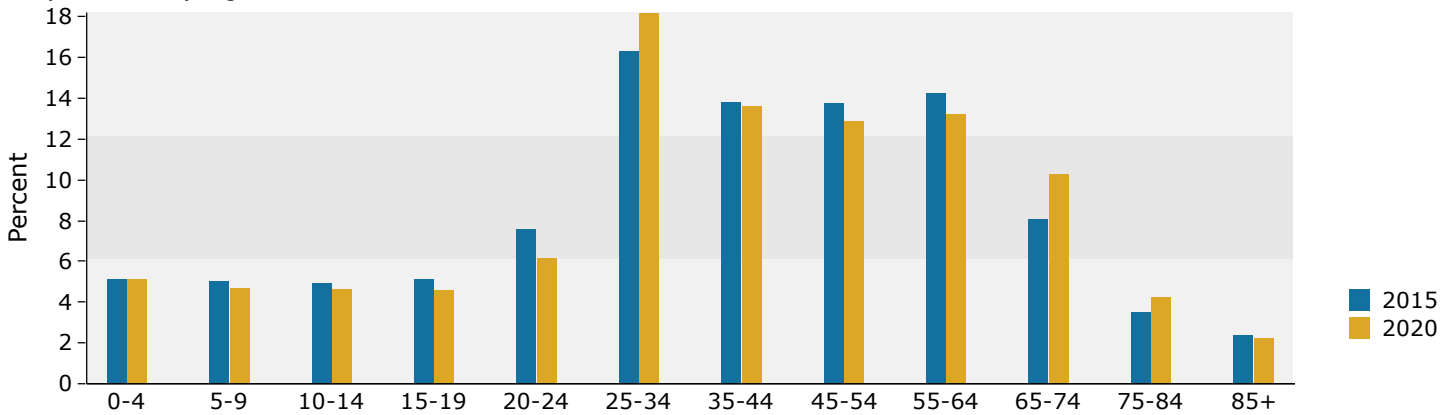
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



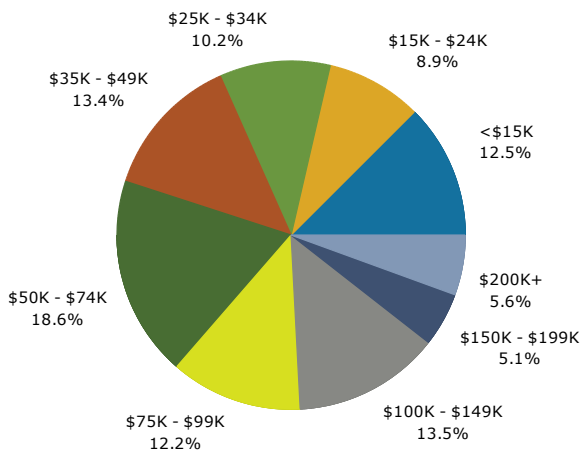
Trends 2015-2020



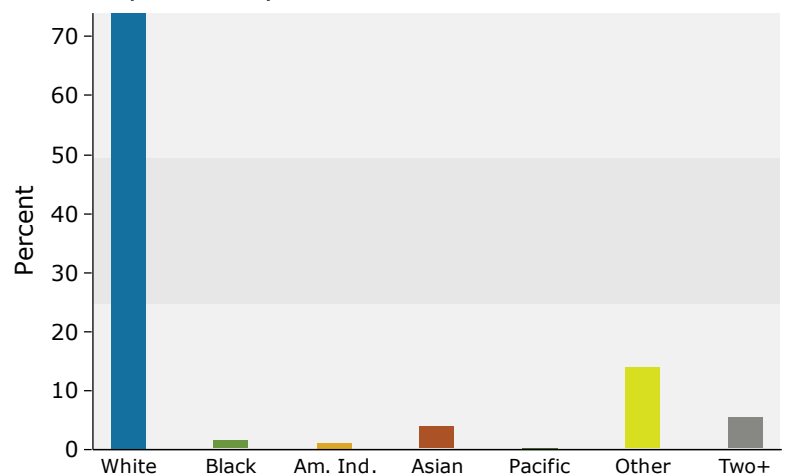
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 27.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Executive Summary

1668 Capitola Rd, Santa Cruz, California, 95062  
 Rings: 1, 2, 5 mile radii

Prepared by Esri  
 Latitude: 36.97593  
 Longitude: -121.98342

	1 mile	2 miles	5 miles
<b>Population</b>			
2000 Population	19,839	55,599	119,645
2010 Population	19,979	54,595	124,457
2015 Population	20,264	55,465	128,261
2020 Population	20,677	56,704	131,330
2000-2010 Annual Rate	0.07%	-0.18%	0.40%
2010-2015 Annual Rate	0.27%	0.30%	0.58%
2015-2020 Annual Rate	0.40%	0.44%	0.47%
2015 Male Population	49.4%	49.3%	49.7%
2015 Female Population	50.6%	50.7%	50.3%
2015 Median Age	38.3	39.5	36.5

In the identified area, the current year population is 128,261. In 2010, the Census count in the area was 124,457. The rate of change since 2010 was 0.58% annually. The five-year projection for the population in the area is 131,330 representing a change of 0.47% annually from 2015 to 2020. Currently, the population is 49.7% male and 50.3% female.

**Median Age**

The median age in this area is 38.3, compared to U.S. median age of 37.9.

**Race and Ethnicity**

2015 White Alone	70.7%	75.9%	76.1%
2015 Black Alone	1.6%	1.4%	1.6%
2015 American Indian/Alaska Native Alone	1.2%	0.9%	0.8%
2015 Asian Alone	4.3%	3.8%	5.8%
2015 Pacific Islander Alone	0.2%	0.2%	0.2%
2015 Other Race	16.3%	12.4%	9.8%
2015 Two or More Races	5.7%	5.3%	5.7%
2015 Hispanic Origin (Any Race)	31.1%	24.7%	20.9%

Persons of Hispanic origin represent 20.9% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 61.0 in the identified area, compared to 63.0 for the U.S. as a whole.

**Households**

2000 Households	7,444	22,991	47,406
2010 Households	7,631	23,050	48,675
2015 Total Households	7,728	23,416	49,725
2020 Total Households	7,912	24,012	51,185
2000-2010 Annual Rate	0.25%	0.03%	0.26%
2010-2015 Annual Rate	0.24%	0.30%	0.41%
2015-2020 Annual Rate	0.47%	0.50%	0.58%
2015 Average Household Size	2.54	2.32	2.36

The household count in this area has changed from 48,675 in 2010 to 49,725 in the current year, a change of 0.41% annually. The five-year projection of households is 51,185, a change of 0.58% annually from the current year total. Average household size is currently 2.36, compared to 2.37 in the year 2010. The number of families in the current year is 25,967 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

1668 Capitola Rd, Santa Cruz, California, 95062  
 Rings: 1, 2, 5 mile radii

Prepared by Esri  
 Latitude: 36.97593  
 Longitude: -121.98342

	1 mile	2 miles	5 miles
<b>Median Household Income</b>			
2015 Median Household Income	\$54,054	\$57,688	\$62,927
2020 Median Household Income	\$61,444	\$68,001	\$75,763
2015-2020 Annual Rate	2.60%	3.34%	3.78%
<b>Average Household Income</b>			
2015 Average Household Income	\$73,663	\$81,613	\$90,962
2020 Average Household Income	\$85,218	\$95,151	\$105,159
2015-2020 Annual Rate	2.96%	3.12%	2.94%
<b>Per Capita Income</b>			
2015 Per Capita Income	\$28,917	\$34,750	\$36,787
2020 Per Capita Income	\$33,455	\$40,565	\$42,492
2015-2020 Annual Rate	2.96%	3.14%	2.93%

Current median household income is \$62,927 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$75,763 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$90,962 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$105,159 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$36,787 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$42,492 in five years, compared to \$32,501 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	7,787	24,773	51,315
2000 Owner Occupied Housing Units	3,886	11,496	25,414
2000 Renter Occupied Housing Units	3,557	11,495	21,992
2000 Vacant Housing Units	344	1,782	3,909
2010 Total Housing Units	8,152	25,694	54,027
2010 Owner Occupied Housing Units	3,847	11,277	25,046
2010 Renter Occupied Housing Units	3,784	11,773	23,629
2010 Vacant Housing Units	521	2,644	5,352
2015 Total Housing Units	8,319	26,271	55,531
2015 Owner Occupied Housing Units	3,721	10,964	24,527
2015 Renter Occupied Housing Units	4,007	12,452	25,198
2015 Vacant Housing Units	591	2,855	5,806
2020 Total Housing Units	8,531	26,918	57,080
2020 Owner Occupied Housing Units	3,761	11,116	24,951
2020 Renter Occupied Housing Units	4,152	12,897	26,234
2020 Vacant Housing Units	619	2,906	5,895

Currently, 44.2% of the 55,531 housing units in the area are owner occupied; 45.4%, renter occupied; and 10.5% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 54,027 housing units in the area - 46.4% owner occupied, 43.7% renter occupied, and 9.9% vacant. The annual rate of change in housing units since 2010 is 1.23%. Median home value in the area is \$576,758, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 4.72% annually to \$726,201.

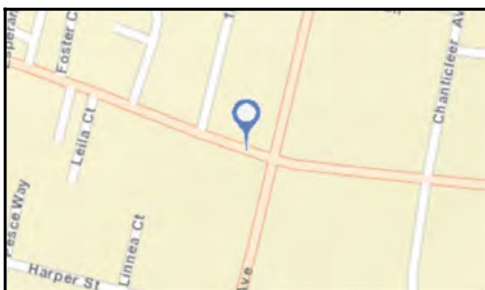
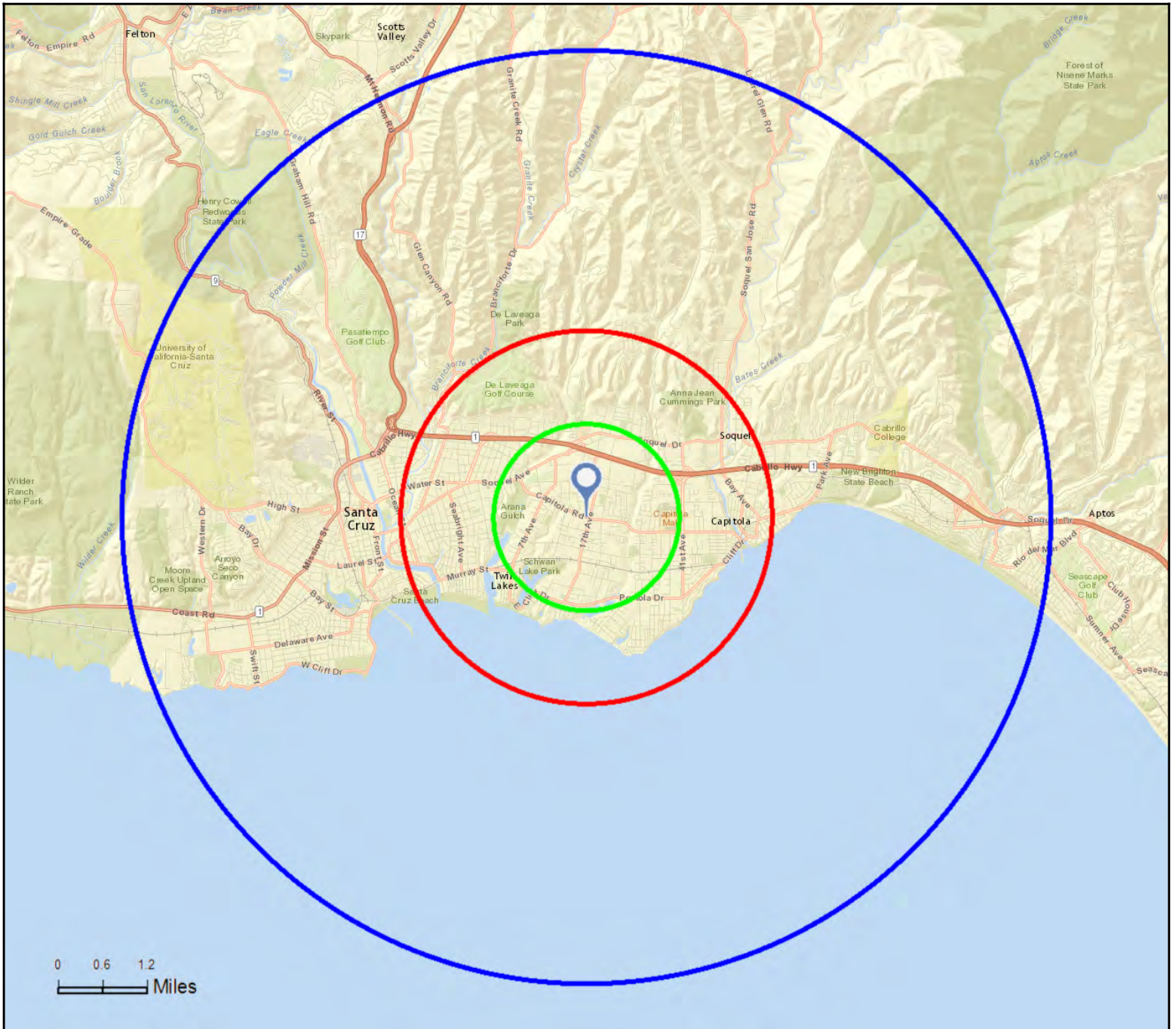
**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Site Map

1668 Capitola Rd, Santa Cruz, California, 95062  
Rings: 1, 2, 5 mile radii

Prepared by Esri  
Latitude: 36.97593  
Longitude: -121.98342







# Demographic and Income Profile

1668 Capitola Rd, Santa Cruz, California, 95062  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 36.97593  
 Longitude: -121.98342

Summary	Census 2010	2015	2020
Population	19,979	20,264	20,677
Households	7,631	7,728	7,912
Families	4,340	4,396	4,503
Average Household Size	2.55	2.54	2.53
Owner Occupied Housing Units	3,847	3,721	3,761
Renter Occupied Housing Units	3,784	4,007	4,152
Median Age	37.4	38.3	38.6
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.40%	0.73%	0.75%
Households	0.47%	0.74%	0.77%
Families	0.48%	0.76%	0.69%
Owner HHs	0.21%	0.61%	0.70%
Median Household Income	2.60%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	969	12.5%	902	11.4%
\$15,000 - \$24,999	704	9.1%	517	6.5%
\$25,000 - \$34,999	818	10.6%	726	9.2%
\$35,000 - \$49,999	1,034	13.4%	1,001	12.7%
\$50,000 - \$74,999	1,487	19.2%	1,464	18.5%
\$75,000 - \$99,999	940	12.2%	1,135	14.3%
\$100,000 - \$149,999	1,048	13.6%	1,230	15.5%
\$150,000 - \$199,999	340	4.4%	443	5.6%
\$200,000+	387	5.0%	496	6.3%
Median Household Income	\$54,054		\$61,444	
Average Household Income	\$73,663		\$85,218	
Per Capita Income	\$28,917		\$33,455	

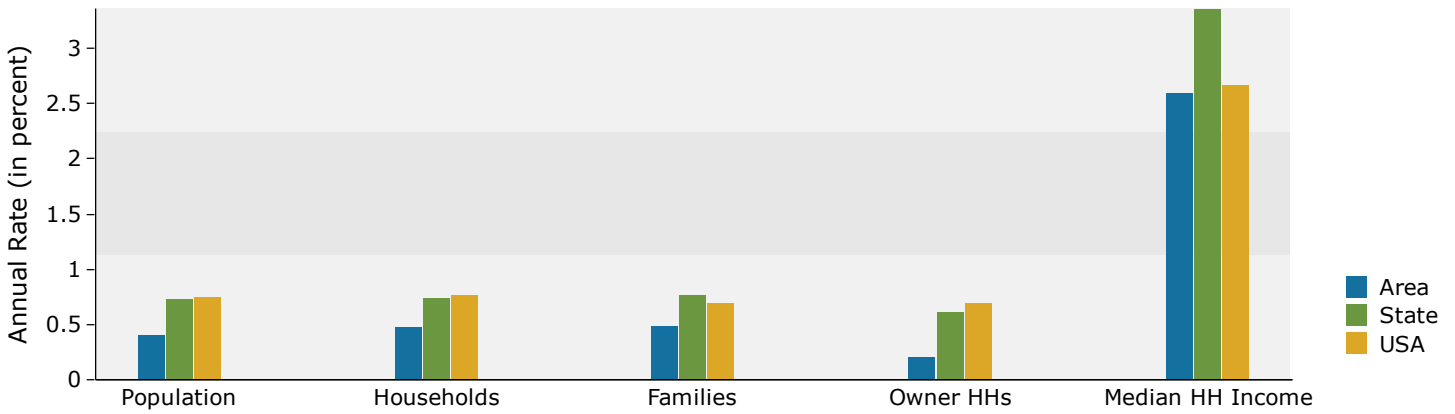
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,183	5.9%	1,139	5.6%	1,161	5.6%
5 - 9	1,143	5.7%	1,111	5.5%	1,063	5.1%
10 - 14	1,130	5.7%	1,126	5.6%	1,058	5.1%
15 - 19	1,257	6.3%	1,129	5.6%	1,036	5.0%
20 - 24	1,584	7.9%	1,531	7.6%	1,316	6.4%
25 - 34	2,991	15.0%	3,186	15.7%	3,694	17.9%
35 - 44	2,885	14.4%	2,762	13.6%	2,718	13.1%
45 - 54	2,910	14.6%	2,748	13.6%	2,642	12.8%
55 - 64	2,590	13.0%	2,739	13.5%	2,634	12.7%
65 - 74	1,113	5.6%	1,574	7.8%	2,031	9.8%
75 - 84	693	3.5%	708	3.5%	837	4.0%
85+	502	2.5%	511	2.5%	485	2.3%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,510	72.6%	14,333	70.7%	14,216	68.8%
Black Alone	287	1.4%	317	1.6%	348	1.7%
American Indian Alone	225	1.1%	239	1.2%	248	1.2%
Asian Alone	858	4.3%	871	4.3%	915	4.4%
Pacific Islander Alone	41	0.2%	45	0.2%	46	0.2%
Some Other Race Alone	3,020	15.1%	3,307	16.3%	3,635	17.6%
Two or More Races	1,038	5.2%	1,153	5.7%	1,268	6.1%
Hispanic Origin (Any Race)	5,781	28.9%	6,306	31.1%	6,957	33.6%

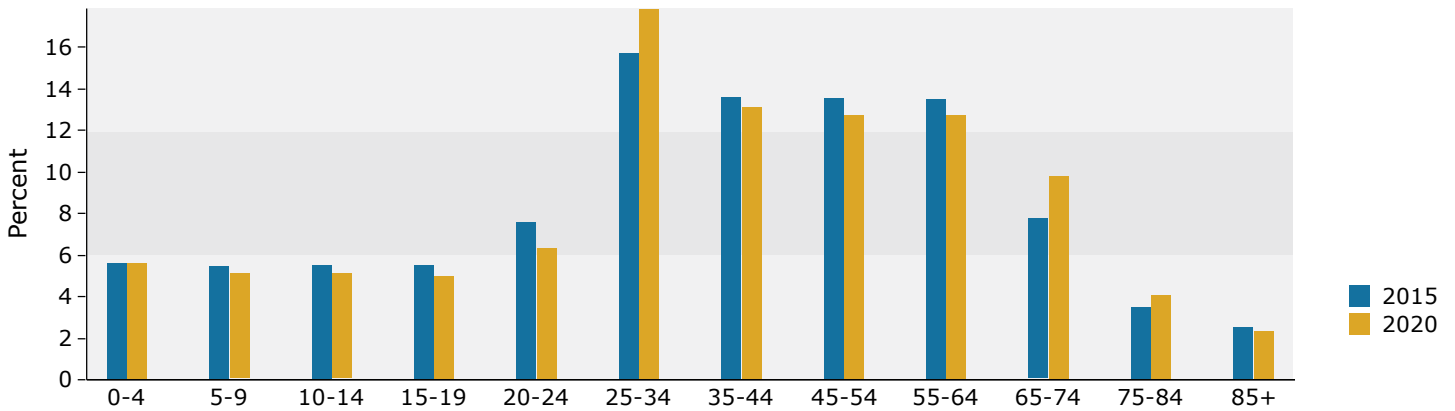
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

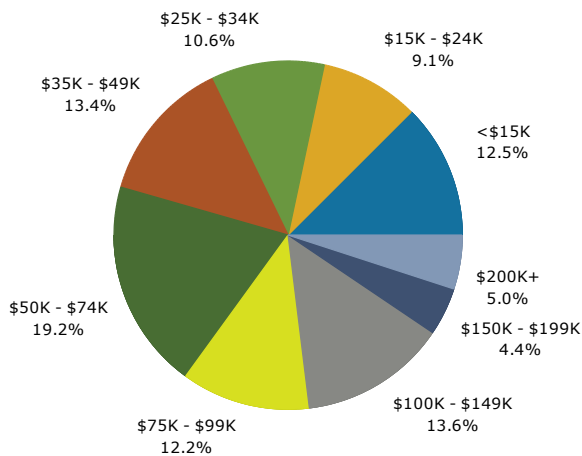
## Trends 2015-2020



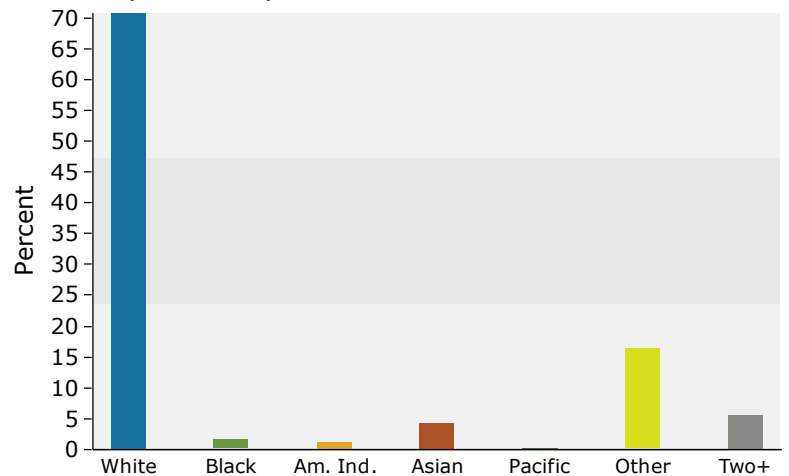
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 31.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Profile

1668 Capitola Rd, Santa Cruz, California, 95062  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 36.97593  
 Longitude: -121.98342

Summary	Census 2010	2015	2020
Population	54,595	55,465	56,704
Households	23,050	23,416	24,012
Families	11,930	12,142	12,463
Average Household Size	2.33	2.32	2.32
Owner Occupied Housing Units	11,277	10,964	11,116
Renter Occupied Housing Units	11,773	12,452	12,897
Median Age	38.7	39.5	39.7
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.44%	0.73%	0.75%
Households	0.50%	0.74%	0.77%
Families	0.52%	0.76%	0.69%
Owner HHs	0.28%	0.61%	0.70%
Median Household Income	3.34%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	2,823	12.1%	2,584	10.8%
\$15,000 - \$24,999	2,014	8.6%	1,477	6.2%
\$25,000 - \$34,999	2,298	9.8%	1,946	8.1%
\$35,000 - \$49,999	2,914	12.4%	2,746	11.4%
\$50,000 - \$74,999	4,185	17.9%	4,136	17.2%
\$75,000 - \$99,999	3,051	13.0%	3,809	15.9%
\$100,000 - \$149,999	3,028	12.9%	3,411	14.2%
\$150,000 - \$199,999	1,436	6.1%	1,830	7.6%
\$200,000+	1,666	7.1%	2,073	8.6%
Median Household Income	\$57,688		\$68,001	
Average Household Income	\$81,613		\$95,151	
Per Capita Income	\$34,750		\$40,565	

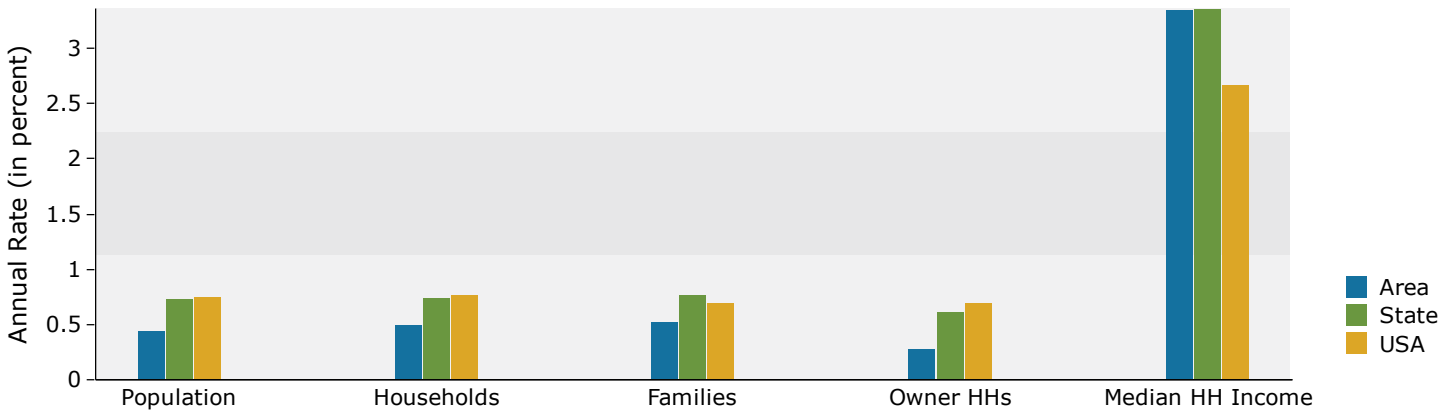
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,897	5.3%	2,792	5.0%	2,845	5.0%
5 - 9	2,740	5.0%	2,693	4.9%	2,633	4.6%
10 - 14	2,633	4.8%	2,724	4.9%	2,620	4.6%
15 - 19	3,107	5.7%	2,657	4.8%	2,529	4.5%
20 - 24	4,666	8.5%	4,122	7.4%	3,392	6.0%
25 - 34	8,420	15.4%	9,402	17.0%	10,531	18.6%
35 - 44	7,705	14.1%	7,345	13.2%	7,623	13.4%
45 - 54	8,002	14.7%	7,453	13.4%	7,070	12.5%
55 - 64	7,803	14.3%	8,131	14.7%	7,446	13.1%
65 - 74	3,296	6.0%	4,797	8.6%	6,215	11.0%
75 - 84	2,007	3.7%	1,994	3.6%	2,492	4.4%
85+	1,320	2.4%	1,356	2.4%	1,306	2.3%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	42,336	77.5%	42,097	75.9%	42,029	74.1%
Black Alone	703	1.3%	789	1.4%	875	1.5%
American Indian Alone	467	0.9%	500	0.9%	522	0.9%
Asian Alone	2,082	3.8%	2,135	3.8%	2,276	4.0%
Pacific Islander Alone	86	0.2%	91	0.2%	96	0.2%
Some Other Race Alone	6,276	11.5%	6,895	12.4%	7,624	13.4%
Two or More Races	2,644	4.8%	2,957	5.3%	3,282	5.8%
Hispanic Origin (Any Race)	12,485	22.9%	13,713	24.7%	15,258	26.9%

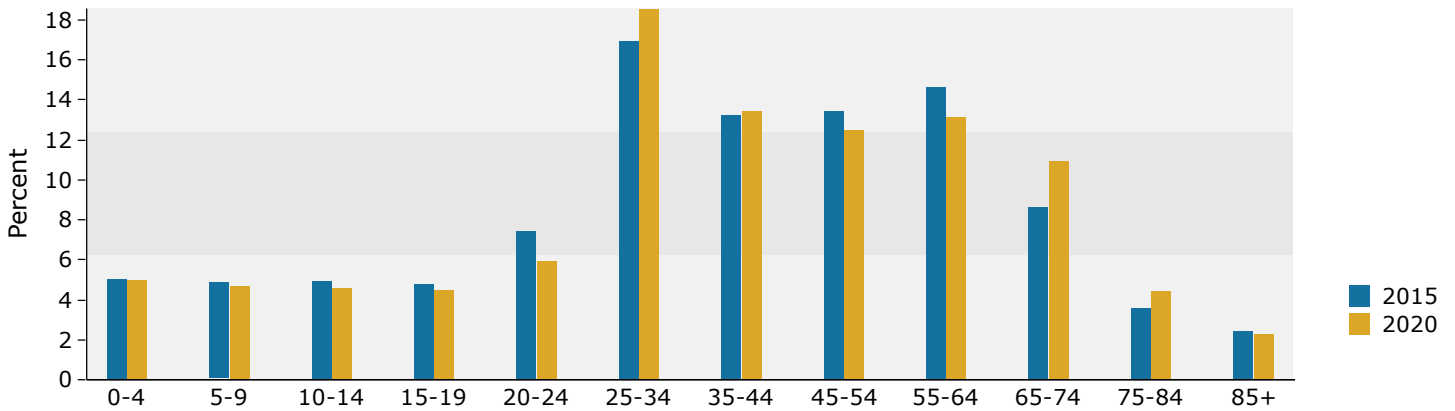
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

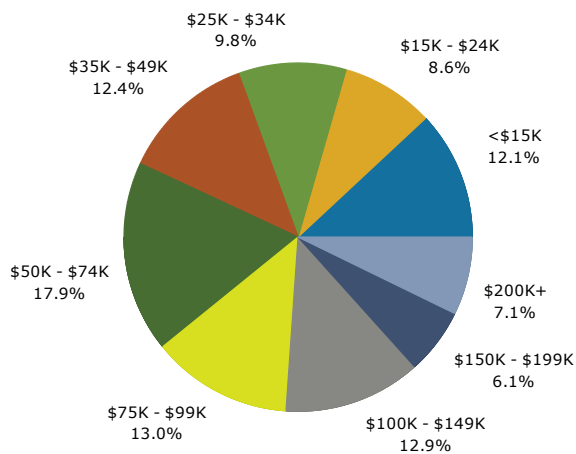
## Trends 2015-2020



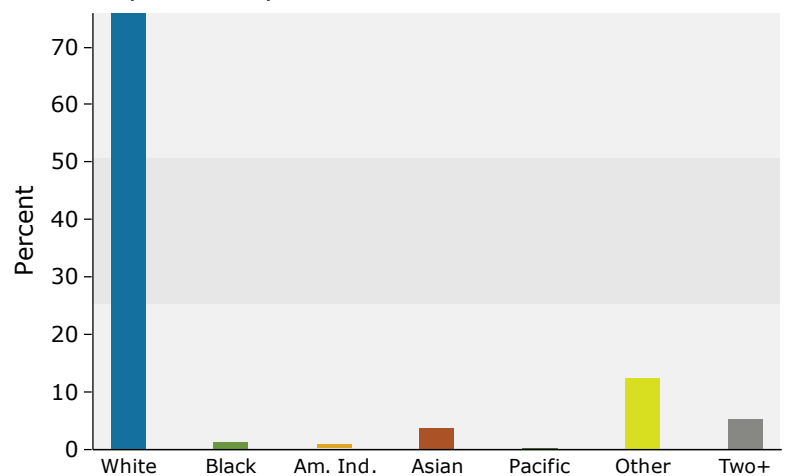
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 24.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.





# Demographic and Income Profile

1668 Capitola Rd, Santa Cruz, California, 95062  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 36.97593  
 Longitude: -121.98342

Summary	Census 2010	2015	2020
Population	124,457	128,261	131,330
Households	48,675	49,725	51,185
Families	25,372	25,967	26,760
Average Household Size	2.37	2.36	2.35
Owner Occupied Housing Units	25,046	24,527	24,951
Renter Occupied Housing Units	23,629	25,198	26,234
Median Age	36.2	36.5	37.0
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.47%	0.73%	0.75%
Households	0.58%	0.74%	0.77%
Families	0.60%	0.76%	0.69%
Owner HHs	0.34%	0.61%	0.70%
Median Household Income	3.78%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	5,830	11.7%	5,419	10.6%
\$15,000 - \$24,999	4,019	8.1%	2,948	5.8%
\$25,000 - \$34,999	4,313	8.7%	3,590	7.0%
\$35,000 - \$49,999	5,804	11.7%	5,402	10.6%
\$50,000 - \$74,999	8,084	16.3%	7,904	15.4%
\$75,000 - \$99,999	6,385	12.8%	7,892	15.4%
\$100,000 - \$149,999	6,857	13.8%	7,809	15.3%
\$150,000 - \$199,999	3,731	7.5%	4,561	8.9%
\$200,000+	4,702	9.5%	5,659	11.1%
Median Household Income	\$62,927		\$75,763	
Average Household Income	\$90,962		\$105,159	
Per Capita Income	\$36,787		\$42,492	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,586	4.5%	5,402	4.2%	5,520	4.2%
5 - 9	5,598	4.5%	5,437	4.2%	5,395	4.1%
10 - 14	5,584	4.5%	5,647	4.4%	5,474	4.2%
15 - 19	11,426	9.2%	11,267	8.8%	11,043	8.4%
20 - 24	15,576	12.5%	14,810	11.5%	13,115	10.0%
25 - 34	16,609	13.3%	19,412	15.1%	21,787	16.6%
35 - 44	15,415	12.4%	14,607	11.4%	15,344	11.7%
45 - 54	17,386	14.0%	16,078	12.5%	15,019	11.4%
55 - 64	16,985	13.6%	17,973	14.0%	16,963	12.9%
65 - 74	7,516	6.0%	10,594	8.3%	13,480	10.3%
75 - 84	4,260	3.4%	4,401	3.4%	5,553	4.2%
85+	2,516	2.0%	2,633	2.1%	2,637	2.0%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	96,867	77.8%	97,574	76.1%	97,674	74.4%
Black Alone	1,767	1.4%	2,036	1.6%	2,273	1.7%
American Indian Alone	961	0.8%	1,049	0.8%	1,102	0.8%
Asian Alone	7,025	5.6%	7,462	5.8%	7,915	6.0%
Pacific Islander Alone	214	0.2%	233	0.2%	246	0.2%
Some Other Race Alone	11,210	9.0%	12,561	9.8%	13,942	10.6%
Two or More Races	6,413	5.2%	7,346	5.7%	8,177	6.2%
Hispanic Origin (Any Race)	23,923	19.2%	26,810	20.9%	29,966	22.8%

Data Note: Income is expressed in current dollars.

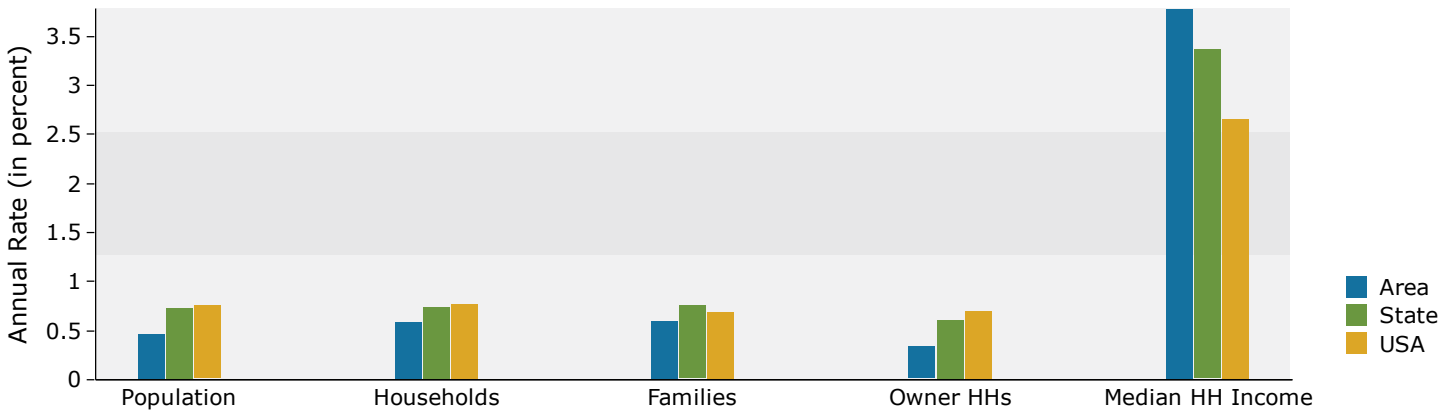
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

# Demographic and Income Profile

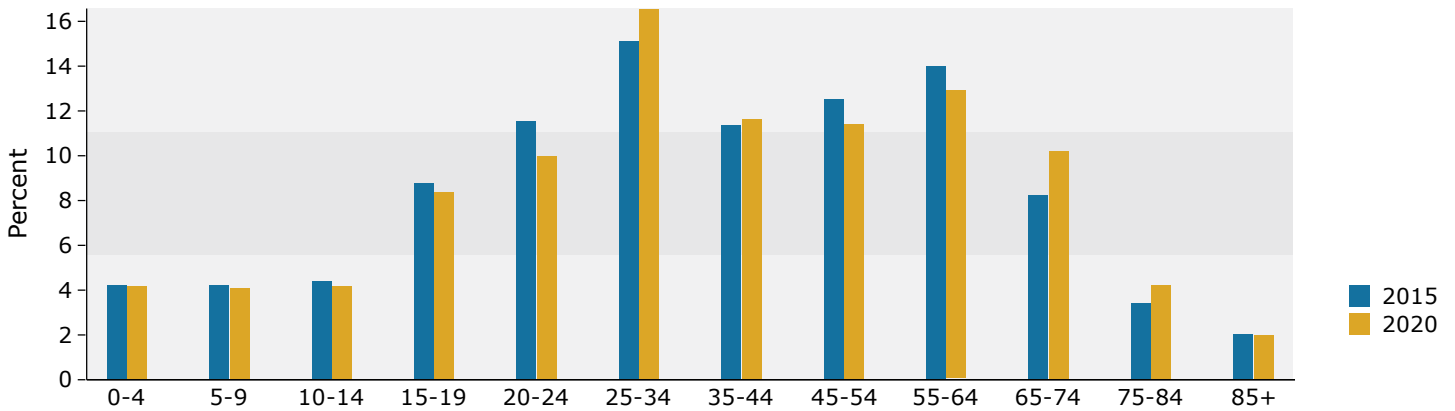
1668 Capitola Rd, Santa Cruz, California, 95062  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 36.97593  
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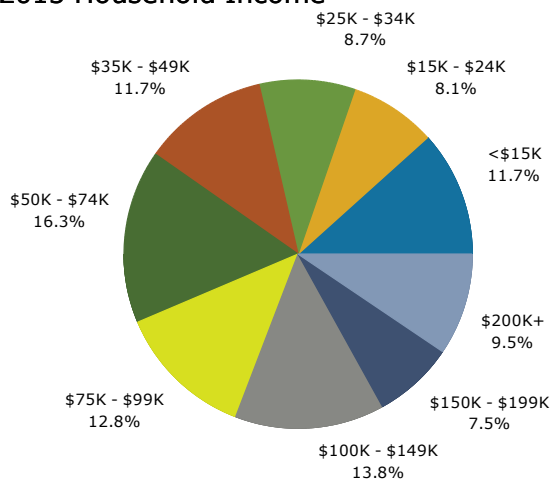
## Trends 2015-2020



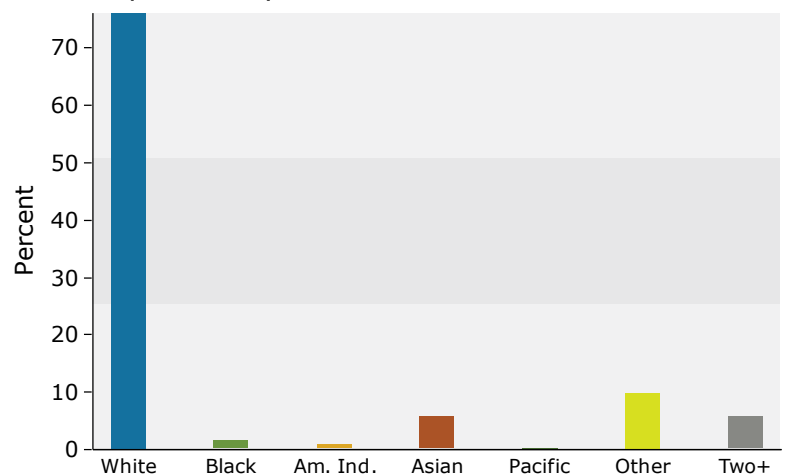
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 20.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.