

# VISION

The Santa Cruz North Coast is a recreation destination and natural resource treasure along the coastline of Santa Cruz County. The North Coast will be recognized as a unified region that is safe, accessible, and navigable by the public. Public agencies and their partners are committed to coordinating development, operations, and land management efforts at a regional level to support safe and equitable public access to open space, provide enjoyable recreation, protect natural and cultural resources throughout the North Coast, and foster an environment where public open space and facilities are compatible with adjacent, existing uses.

# GOALS

The Santa Cruz North Coast land management agencies and organizations will coordinate and collaborate to achieve the following shared goals for the North Coast:



## Regional Planning and Partnerships.

Closely coordinate with various program and management partners and engage with stakeholders and neighbors to ensure a clear process for development, use, operations, and management of North Coast properties throughout the planning process and after implementation of the North Coast Facilities and Management Plan.



**Vegetation Management.** Restore and protect native vegetation for long-term survival, especially by managing and eradicating non-native plant species.



## Plant and Animal Habitat Conservation and Restoration.

Preserve sensitive habitat areas to protect biological resources by avoiding development in these areas, and work to restore habitats that have been heavily impacted.



## Historic, Cultural, and Archaeological Resources.

Protect and mitigate impacts to historic, cultural, and archaeological resources in consultation and collaboration with local tribes or other historical and cultural experts.



**Public Safety.** Increase public awareness and implement safety measures related to geologic, water, and roadway hazards so that visitors can access, use, and recreate in the North Coast safely.



## Public Access and Regional Connections.

Expand public access to coastal resources, while respecting the privacy of local stakeholders and landholders. This can be achieved by adding new access points, increasing parking capacity along Highway 1, expanding the regional trail network, and increasing alternative transportation options.



## Stewardship, Maintenance, and Facilities.

Improve the visitor experience and meet visitor demand to the North Coast by adequately providing and maintaining visitor-serving facilities and amenities, clear wayfinding, and rich interpretive signage throughout the region.





Due to its spectacular beauty, recreational opportunities, and proximity to various population centers, the Santa Cruz North Coast is experiencing an increasing number of visitors eager to enjoy the region; however, visitor amenities, infrastructure, and public services are limited. Coordination is needed by several public agencies and the community for development, operations, and funding of facilities on the North Coast.

**The North Coast Facilities and Management Plan** will include a set of high priority projects with support from these various agencies and organizations to enhance the North Coast visitor experience, manage visitor impacts, and preserve natural resources.



Scan the QR Code to complete a survey about your experiences and ideas for the North Coast!

<https://tinyurl.com/northcoastsurvey1>

