

City Manager's Weekly Update

October 20, 2017

ECONOMIC DEVELOPMENT

CITY OF SANTA CRUZ HOSTS ECONOMIC DEVELOPMENT SYMPOSIUM



The Silicon Valley Economic Development Alliance (SVEDA), a consortium of 25 Bay Area economic development programs is collaborating with APA California Chapter – Northern Section, ICSC Northern California P3, SPUR, and ULI San Francisco to produce five timely, in-depth workshops on key issues over 2 days in beautiful Santa Cruz on November 2nd & 3rd at the Museum of Art and History and the Dream Inn.

We invite local elected officials, city planners, commissioners, commercial real estate professionals, or anyone interested in land use and policy that affects urban design, economic development, housing and transportation to join us and learn together during this two-day symposium.

The five workshops will focus on the following:

1. The changing nature of retail and its impacts on cities
2. Urban Planning and Place-making for Dynamic Communities
3. Mobility Management Building Blocks
4. Planning Successful Mixed-use Projects to Create a 24/7 Neighborhood
5. Co-working Spaces and Incubators as Catalysts

For more information and to register for the symposium visit:

<http://www.siliconvalleyonline.org/economic-development-workshops/>

If you have questions please contact Rebecca Unitt by email: runitt@cityofsantacruz.com

Housing Update:
MY HOUSE MY HOME

Plateau Ave: The work is coming along nicely on the first My House My Home ADU; the framing has been completed, and the siding and the electrical have been installed!

Just in time for affordable housing week, there will be a landscaping blitz during the morning, and an afternoon BBQ this

Saturday, October 21st. This event is hosted by the NAACP, and funded by a grant from the AARP. City council and Planning and Building staff have been invited to attend and see the progress that has been made so far.



The ADU is projected to be completed and ready for move in by the end of November.

Glenwood Ave: Work on the second My House My Home ADU is underway, and is projected to be completed by February or March 2018.

JOIN US DURING AFFORDABLE HOUSING WEEK FOR A FREE HOUSING TOUR

Are you interested in learning more about affordable housing in Santa Cruz? This year during Affordable Housing Week (Oct. 19 – Oct. 28) there is a FREE opportunity to see what affordable housing looks like in our City. This tour is filling up fast, so run, don't walk to your computer to reserve your spot today!

The Affordable Housing Trolley Tour will be held on Thursday October 26th from 9 – 11 am. The Affordable Housing Trolley Tour is a driving tour of the multiple affordable housing projects throughout the City of Santa Cruz aboard the Santa Cruz Trolley! This is the same tour the Economic Development Department sponsored on September 26, 2016. This is a trolley tour and while we would love to walk individual sites, we have a lot of affordable housing to show you and the 2 hour tour is all trolley! Please email Jessica Mellor at jmellor@cityofsantacruz.com to reserve your spot for the tour. For more information about the Affordable Housing Trolley Tour, see our journal article about it here: <https://choosesantacruz.com/journal/2015/trolley-tour-of-affordable-housing>

Please note that the tour is available on a first come first serve basis, and only those with a confirmed reservation will be able to attend the tours. There is no cost to attend the tour.

City Arts Update:

NEW SCOPE PARK MURAL IS GOING UP QUICKLY!



Sarah Bianco's mural "Jump In!" is moving fast! If you are passing by SCOPE Park in the next two weeks be sure take a look! She is on track to be finished rather soon.

PLANNING AND COMMUNITY DEVELOPMENT

800 Soquel Avenue. Last week, an application was submitted to remodel the former *Der Wienerschnitzel* building at 800 Soquel Avenue and to create a take-out restaurant with outdoor seating and beer and wine service. The proposal is to maintain the general shape of the existing building while modernizing it with a new roof, exterior paint and materials, windows, kitchen, restrooms, and a cooler. The project would result in a 1,332 square foot building where an 802 square foot building currently exists. All seating associated with the restaurant would be outdoors and located toward the corner of Caledonia Street and Soquel Avenue. The applicants are also the owners of *Beer Thirty*, a popular pour house in Soquel with a similar site layout. It should be noted that the applicants have already secured approval for up to three food trucks on this site as part of the City's pilot program, which will be integral to this project. The site is located between a residential neighborhood and a developed commercial corridor; therefore, planning staff will be coordinating with Police and other departments to ensure that the proposed operations will not result in impacts to adjacent residences that are not normally associated with a commercial business.

The application requires Zoning Administrator approval of a Design Permit for the exterior improvements and an Administrative Use Permit for take-out/fast-food service, outdoor seating, and to allow for the establishment of a low-risk alcohol outlet. You might recall that last year a Design Permit was approved at this site to allow for the demolition of the existing building and the construction of a mixed use building with a first floor restaurant and two residential units above; however, the property owner has indicated that she had difficulty obtaining financing from lenders for the project. The vacant building has been an attractive nuisance for a number of years resulting in several complaints filed with our Code Enforcement Division. Development of this site is expected to go a long way toward improvement of this section of Soquel Avenue. Samantha Haschert is the planner working on this project.



PARKS AND RECREATION

Wharf & Events

13 days of Halloween on the Wharf kicked off on Thursday, October 19th. The Wharf crew and Events staff have been busy decorating and preparing for the frightful fun. There will be free games, apple cider, a photo booth, and a performance by the Great Morgani. The festivities lead up to Trick-or-Treating on the Wharf on October 31st. This is a great local event which brings guests out to the Wharf and businesses during the less congested days of fall season.



Civic

Thursday, October 19, 2017: No Place Like Home: The Santa Cruz County Affordable Housing Crisis Report. This free campus-community event will unveil the findings of our county-wide research on the affordable housing crisis in Santa Cruz and Watsonville. The event kicks off Affordable Housing Week, with a wide-range of county organizations and community groups participating in an open discussion of responses to the crisis and sharing information about strategies, campaigns and up-coming events seeking a way forward.

POLICE

Successful Series - SCPD Town Hall Meetings

To date, Chief Mills hosted 3 of 5 in a series of Town Hall community meetings focused on community safety concerns and SCPD priorities throughout October.

“These town hall meetings are a great opportunity to influence the future of public safety in your neighborhood. Join us! We want to hear from you.” – Andrew Mills Chief of Police

The agenda for the meeting is set up in an interactive format. Community members are encouraged to display and speak about safety issues and solutions ideas. We engage in group workshop centered discussions around concerns in their neighborhood.



SCPD listens, make notes and creates

an action plan to solve chronic problems.

Westside, Eastside and Downtown town hall meetings had great neighborhood attendance and participation. Each forum included engaging workshop activities. The productive setting included sharing crime priorities and helping SCPD establish a mission statement.

Two more Town Hall Meetings Remain.

Details: goo.gl/oJ5Vpg All Meetings Open to the Public **Not sure which meeting to attend? ** Come to the Town Hall Meeting closest to you or the one that suits

your schedule.

East Side/ Midtown

Monday, October 23rd 6:00 pm – 7:00 pm

DELAVEAGA ELEMENTARY SCHOOL

Lower Westside/ Beach Flats

Wednesday, October 25th 6:00 pm to 7:00 pm

BAYVIEW ELEMENTARY

SCPD Taking Action

Last week, Chief Mills penned an Op-Ed in the Santa Cruz Sentinel touching on homelessness, and the Post Office, “SCPD will spend the resources needed to ensure order.”



Our staff, along with the community saw what a depressed state the Post Office and along the Veterans Hall became. At the direction of the Chief, the department worked with the assistance of Public Works, Parking Department, Parks & Recreation, and the County Mental



Health Liaisons.

Alternative resources were offered to people. Some decided to take advantage, while others sadly refused and chose to move on. All the garbage, unclaimed clothes, unsanitary fluids, including rodent infested furniture was removed. The sidewalk area is scheduled to be power washed on Wednesdays.

Within the past week, the combined effort of outreach, warnings, cleaning, and enforcement have shown significant improvement in the area.

Click this link to Sentinel Op-Ed from Chief Mills [Homeless Problem Demands Action -SCPD Taking Action Opinion Editorial by SCPD Chief Mills](#)

SCPD Patch Turns Pink In October For Breast Cancer Awareness



The Santa Cruz Police Department will be wearing hats and a pink patch to honor those who have lost their battle, currently fighting and for all of the survivors. We hope that this small gesture will promote awareness, early detection, and show support of all those impacted by breast cancer within our community.

GET YOUR [#SantaCruzPolice](#) PINK PATCH!!! Help support breast cancer education, early detection, and treatment - with 100% of the proceeds benefiting WomenCARE. Patches are \$10 each. SCPD PINK Patches are available for purchase during business hours at the Santa Cruz Police station on 155 Center Street. SCPD Lobby is open Monday - Thursday 9 am - 4 pm. We have limited stock so get yours today and support a great cause!



SCPD Sergeant Mike Medina Retires After 28 Years

Congratulations to Sergeant Mike Medina on his retirement after 28 years of service! The men and women at SCPD thank you for the many years of dedicated, reliable and resourceful service.

During Mike's tenure, he served in the Operations Division in the Patrol Section, Investigations Unit, and oversaw the Parks Unit. His duties included Field Training Officer, Investigations, Decoy Trainer for the K-9 Unit and a member of the Swat Team. He started the Bicycle Patrol Program on Pacific Avenue in the early 1990s. Medina was presented with the Medal of Valor for his actions during the 1989 earthquake, as well as presented with two Hazardous Duty Awards, and one Lifesaving Award. He became an SCPD Sergeant in 2010.

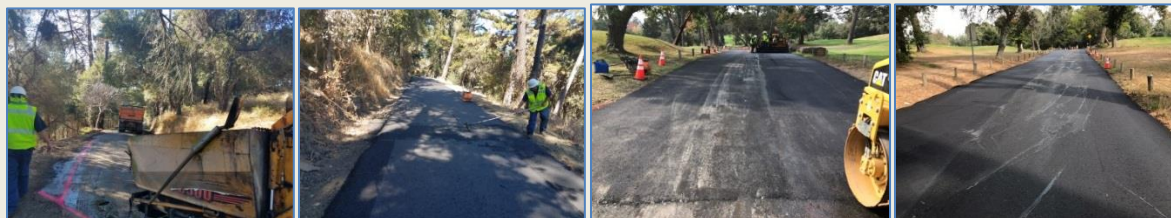
Sergeant Medina has been an outstanding example of loyalty and has been a tremendous asset to the City of Santa Cruz. His sense of humor will be missed by many inside and outside of the department.



PUBLIC WORKS

Streets

Streets crew has been working over the past two weeks to complete the repaving of Upper DeLaveaga Road with 150 tons of asphalt.



Operations

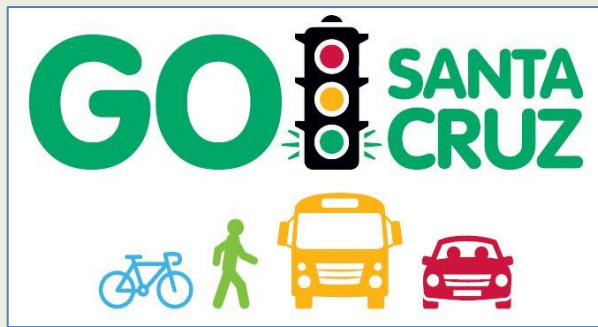
The annual San Lorenzo River flood control management program was completed on October 13. The contractor removed approximately 65 cubic yards of material from a 19.4-acre area. During the project, County of Santa Cruz Vector Control came out to address and mark yellow jacket nests, and expressed appreciation for the vegetation removal because it helps in the setup of mosquito traps and location of stagnant water that can be a source for mosquitoes. Park Rangers assisted the project by conducting sweeps of the areas and removal of trash prior to the contractor's crew cutting the vegetation.



The Corporation Yard Storm Water Pollution Prevention plan is in place, and training has been conducted with the assistance of Trinity Source Group. Departments and divisions that are located at the Corp Yard have storage space, or fuel vehicles are required to participate in the training.

Transportation Engineering/Parking/Community Relations

We have been awarded \$952,000 from the state for our Riverwalk Lighting Project which will install LED-pedestrian scale lighting between Water Street and Highway 1 on the east and west banks of the San Lorenzo River path. This funding is made possible by SB1: Road Repair and Accountability Act of 2017. The project is part of the Go Santa Cruz initiative. [Read more.](#)



We have replaced some of the downtown bike lockers which provide safe and secure bike parking for 5 cents per hour. From now on, all lockers, new and old, will accept BikeLink cards only—ParkCards will no longer be accepted. To order a BikeLink card, visit bikelink.org, call (888) 540-0546, or visit Spokesman Bicycles (231 Cathcart St.) or the Downtown Parking Office (124 Locust St). You can also trade in a ParkCard for a BikeLink card at the Parking Office.



Our humorous ParkCard video is now playing prior to feature films at downtown Regal and River Front cinemas and also on Comcast digital. In just 30 seconds, the video explains how the card can save drivers both stress and money when parking in Santa Cruz. Take a look on YouTube.



Did you know that unsafe speed is the #1 cause of collisions here in Santa Cruz? Unsafe speed is not just exceeding the posted speed limit, but rather exceeding the safe speed for current roadway conditions. The [long version](#) of this week's Street Smarts traffic safety message below provides important information on this.



Students in our middle school Street Smarts after-school clubs have been conducting traffic assessments. The students will be presenting assemblies at all Santa Cruz City Schools elementary schools titled “Preventing Distractions in the Car and on the Road” in January, March and April. More information on the clubs is available [here](#). Street Smarts yard signs and bumper stickers were distributed to residents at a Santa Cruz Neighbors meeting and at Police Department town halls. [More info](#) on this free signage.

Wastewater Treatment Facility

Facility electricians, mechanics and operations were busy with numerous projects occurring simultaneously. Mechanics replaced a belt on a sludge feed pump from the Gravity Thickener with a smaller one that will be able to handle wet weather operations and an increase in sand during winter wet weather. Operations received a PIG (large rubber plug used to clean sewer pipes) from the County through their force main. Staff had to partially lower a gate to catch the PIG before it ran into equipment. Electricians repaired the parts washer and replaced a switch-gear on the secondary cogeneration unit. Operations and maintenance worked together to replace the sampler head on the County influent composite sampler, after it had malfunctioned. Mechanics also made a belt adjustment on the conveyor belt that carries removed screenings from the influent sewage flows to a hopper that is dumped twice a week and delivered to the landfill.



Resource Recovery Collections

We began food scrap collection this fall with a select group of grocery stores and restaurants that produce significant food scraps. Our goal is to help Santa Cruz businesses comply with the new law AB 1826 and keep food scraps out of the landfill. This week staff drove collected organics to the Mission Trails preprocessing facility. The food mash will then go to Sustainable Alternative Feed Enterprises (SAFE) in Santa Clara, to be made into animal feed.



Engineering

2017 Overlay Project work completed this week consisted of the demolition of existing non-ADA complaint curb ramps at the intersection of Escalona Drive and Laurent Street. We also removed non-ADA complaint curb ramps and installed ADA compliant curb ramps along King Street from Bay Street to Mission Street. This Measure H work will continue this Saturday, Oct. 21, on Escalona in order to finish the project before the rainy season commences.

