

City Manager's Weekly Update

February 22, 2019

ECONOMIC DEVELOPMENT

CALLING FOR NEW RETAILER FOR DEL MAR COMMERCIAL SPACE

Economic Development has posted an RFP seeking a retailer for the newly combined commercial space at the historic Del Mar Theatre (1122 Pacific Ave). As the City plans final renovations for the space, this RFP will ensure that city and tenant improvements are aligned with the needs of the future retailer. The RFP will be open for proposals until April 1st. Staff is planning to finalize a lease this summer with business opening in the fall.



Any interested parties should consult the City's webpage for public bidding opportunities (<http://www.cityofsantacruz.com/business/bidding-information>).

WAYFINDING DESIGN 90% COMPLETE

Wayfinding consultant, Hunt Design, has been working with the City since 2017 on the sign design, list of destinations, and location of the new signs for the citywide wayfinding project. Hunt Design developed a design concept based on feedback received from community stakeholder meetings and the project Steering Committee. They designed a simple sign front focused on directional information and recommended an innovative approach to the back of the signs with the addition of images from murals located throughout the City. Often left blank, the back of the sign provides an opportunity to both reflect the built environment and provide exposure to our local artists through the display of images from our community murals. Next steps include finalization the design, and going out to bid for the manufacturing and installation of the new signs in March 2019.



PARKS AND RECREATION

Clam Chowder Cook Off Feb 23rd and 24th

Parks and Recreation and the Santa Cruz Beach Boardwalk are teaming up for the 38th Annual Clam Chowder Cook-Off. Amateur and professional chefs compete in friendly competition, hoping to win prizes and bragging rights for best clam chowder. Due to the popularity of the event, it is now held over two days. Amateurs compete on Saturday, followed by professional chefs on Sunday. Both days produce culinary showstoppers and showcase Santa Cruz's creative spirit as teams also compete for best theming. The event is the largest and longest running clam chowder competition in the country. Tasting kit proceeds benefit Santa Cruz Parks and Recreation.

Cook-Off Schedule (same both days):

- 10 am Tasting Kits go on sale
- 10 am - 11 am Preparation period (no heat)
- 11 am - 1 pm Cooking period
- 1 pm Public tasting begins
- 4 pm Winners announced at the Beach Amphitheater



2018 Professional Boston Winner, Lulu's Griddle in the Middle will return to try to repeat as champions.

Harvey West Park

The rain has stopped (for now), the wind has been blowing and the fields are beginning to dry. Let the ball field season begin! Crews have been working hard and fast towards opening up the fields on March 1st. Little League will be coming out for their field work day on Saturday the 23rd to help with the preparation.



Sports

Spring bocce league filled on the first day of registration. The Sports Division created an additional league to allow more teams to play. Registration remains open until March 31. Teams play on Tuesday and Thursday evenings at the bocce courts at beautiful DeLaveaga Park in Washington Grove beginning April 9. The additional league will play matches at Harvey West Park bocce courts, adjacent to Friendship Garden on Tuesday and Thursday evenings. Visit www.cityofsantacruz.com/bocce for more information.



Women's winter soccer league registered eleven teams generating over \$5000 in revenue. You will find the over 200 women playing soccer all day on Sundays, rain or shine on the beautiful turf field at Scott Kennedy Field in Depot Park.



Winter basketball league kicked off the season this week at the newly renovated Natural Bridges Gym, funded by Santa Cruz City Schools Measure A & B. Men's and Women's leagues play on Tuesday and Wednesday nights for a 10 week season.



Spring softball - 68 teams registered to play this season generating \$36,000 in revenue. 95% of the teams registered online from the comfort of their own computer devices. Over 1200 players are dusting off their cleats, gloves and bats to gear up for opening night on March 3rd. Leagues play Sunday – Friday nights under the lights DeLaveaga Park ball fields.



LNCC Weekly Update

On Wednesday, our senior bus trip to San Francisco – Golden Gate Park was a big success! The weather was beautiful for the 40 day trippers who took in the iconic sights and sounds of the great Bay City, including the Conservatory of Flowers!

Civic Auditorium

The Santa Cruz Symphony's fourth classical concert includes **Dvořák's** monumental cello concerto which will feature our very own internationally renowned principal cellist, **Jonah Kim**. **Dvořák** wrote the cello concerto while living in New York. It was there that both the *B minor Cello Concerto* and the *New World Symphony* were written within a few years. **Rachmaninoff's** final symphonic masterpiece, his fiery *Symphonic Dances*, follows. In it, Rachmaninoff reflects his nostalgia for the Russia he had known. [Tickets are still available at SantaCruzTickets.com](http://SantaCruzTickets.com).



Arana Gulch

Parks staff received some much needed assistance with the grass height assessment. Measurements are taken along transects several times a year to evaluate how the grazing program is meeting the targets. Lower grass height in February indicates less competition and more sunlight for Santa Cruz tarplant seedlings. The measurement is always more accurate when you maintain a firm grip on the tape.



PLANNING AND COMMUNITY DEVELOPMENT

Code Compliance & Rental Inspections Continue to Improve Safety for Our Residents in Low-Income Areas

The City of Santa Cruz Code Compliance Division conducts pro-active inspections for qualified Federal Housing and Urban Development (HUD) Low Income areas with funding through the Community Development Block Grant (CDBG) program. Santa Cruz has two of these areas – the Beach Flats and Lower Ocean neighborhoods. Below are a few pictures documenting a selection of the conditions and hazards that were identified during the inspections conducted between Feb. 14, 2019 and Feb. 18, 2019 in our two HUD areas.



An unattended refrigerator considered an immediate life safety hazard for children and an attractive nuisance.



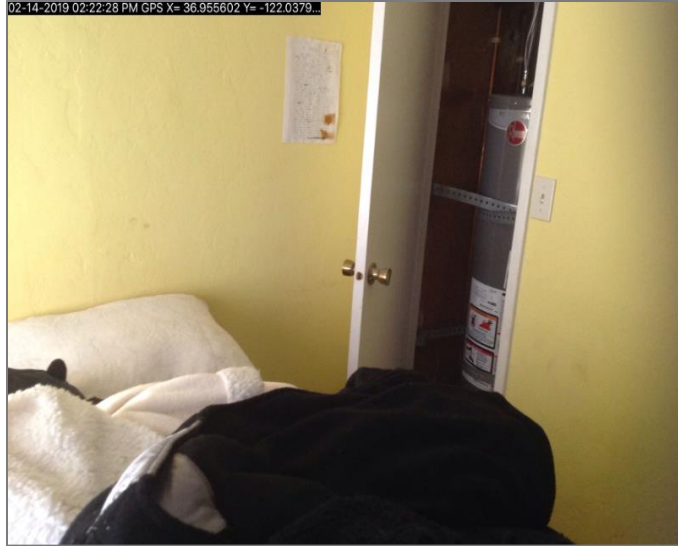
New gas wall heater installed without permits and in an unprofessional manner creates a possible fire hazard.



Unsafe, illegal construction of an elevated deck with no safety railings.



Unpermitted addition – door leading to fall hazard since no exterior stairs are present and unsafe venting with possible fire hazard.



During a rental inspection a water heater was discovered in sleeping area, which poses a carbon monoxide hazard.

Development Project Updates

335 Golf Club Drive. Last July, the Zoning Administrator approved a package of planning entitlements to allow a 6.74 acre property to be split into two lots and the construction of ten residential units for the developmentally disabled. Also included with the approval was a proposal to rehabilitate a single-family residence listed on the City's Historic Building Survey in exchange for the ability to construct the multi-family residential development in a single-family residential zone district. Last week our department received building permit applications to construct the project. It is expected that the applicant will break ground this spring.

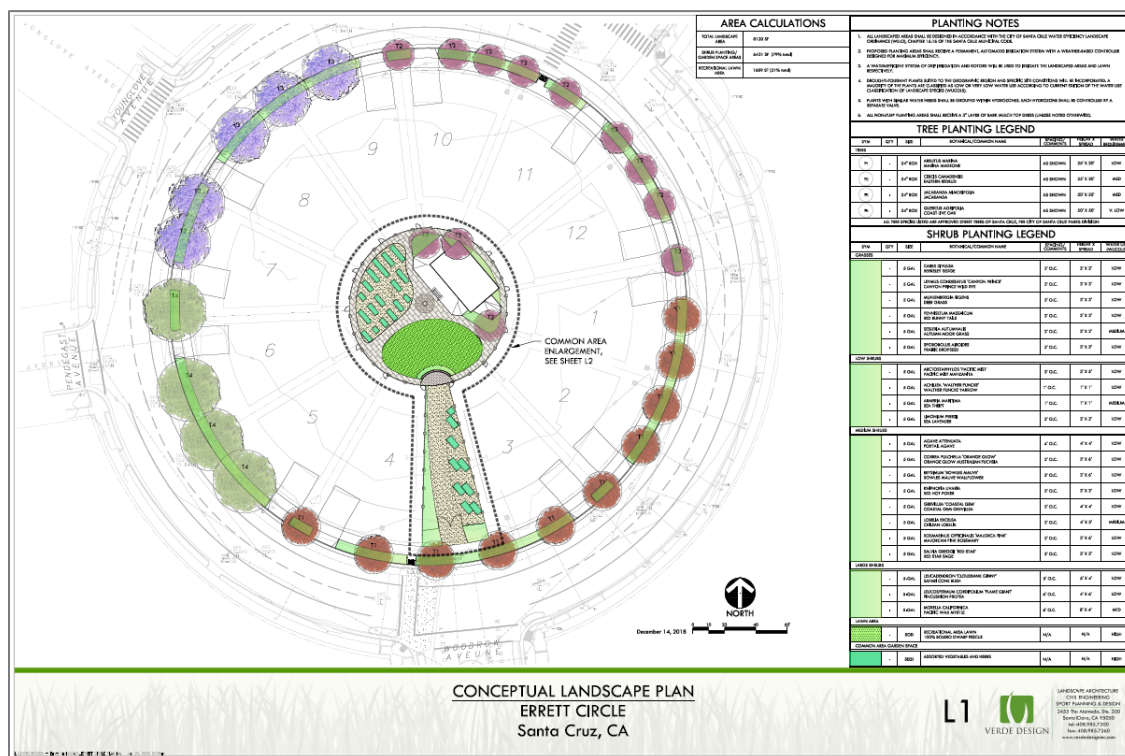
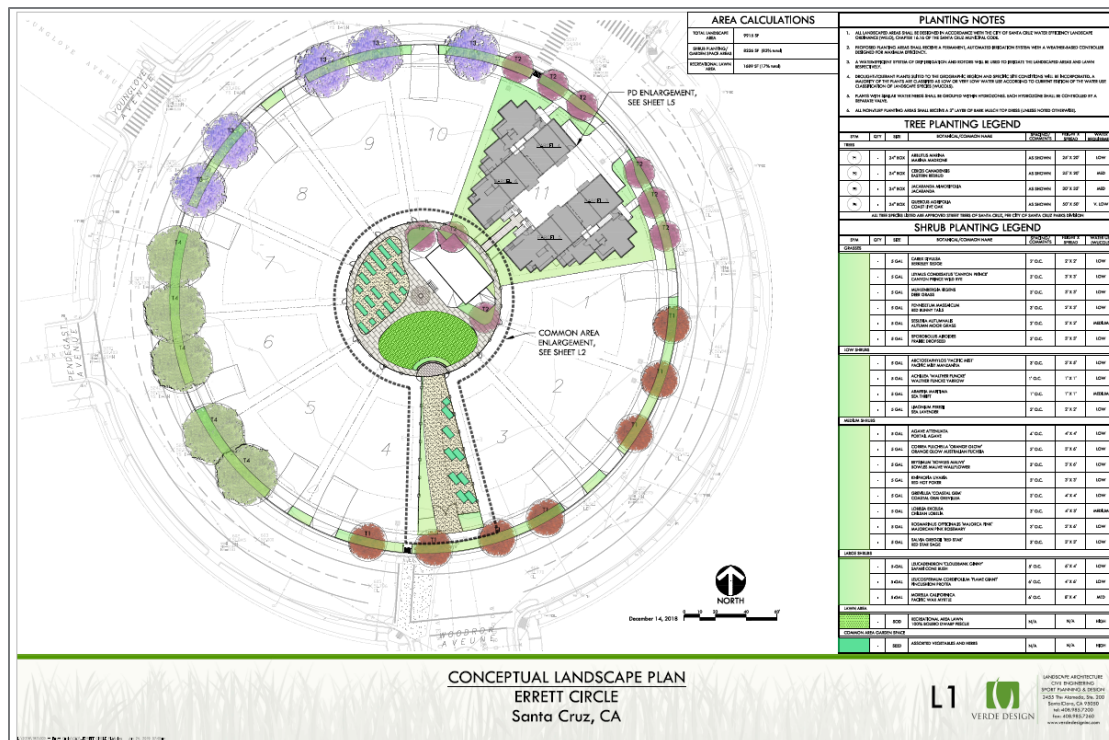


La Bahia. Last week our department also received an application for a building permit to construct the *La Bahia* project at 215 Beach Street. The project, approved by the Coastal Commission on appeal from the City Council's decision to approve the project in 2014, includes a 165-room hotel with conference and banquet space, restaurant, retail space, spa facilities and a partially underground garage. The iconic bell tower will be preserved as part of the project. The applicants are hoping to break ground in the fall.



111 Errett Circle. Last week the owners of 111 Errett Circle submitted an application to redevelop the 1.62 acre property at the center of the circles neighborhood which has been a church for many years. The applicant is proposing to demolish the church and subdivide the property, and has two alternative proposals for the city to review: 1) A basic subdivision of the property into 12 lots. If approved, the applicant(s) would submit separate building permits to construct single-family homes on each lot, in addition to Accessory Dwelling Units (ADU), for a total of 24 units. This is the applicant's preferred option. 2) This option includes subdividing the parcel into 10 lots that would each contain a single-family residence and an ADU, and a separate lot containing 6 condominium units and 4 ADUs for a total of 30 units. This proposal has been encouraged by the Community Development Department consistent with the General Plan policy of maximizing density on infill lots.

Prior to submittal of the application, the applicants hosted a well-attended community meeting for the project on November 29, 2018 as part of the City's Public Outreach Policy. The application will require hearings before both Planning Commission and City Council, which is anticipated to occur in late spring/early summer. Ryan Bane is the planner working on the project.



WATER

This week's dry weather was a welcomed break for our Water Distribution team, who make repairs to our water system, respond to emergency leaks, and who sometimes work crazy hours keeping things flowing. Like the post office, neither rain nor sleet prevents them from their work outside.

This week the Distribution crew fixed leaks on Soquel Avenue, Washburn Avenue and Alta Vista Drive, in addition to their "scheduled" work to replace a water main on Younger Way.



Leak repair on Alta Vista



Leak repair on Washburn

The dry weather was also welcome up at the Loch Lomond Recreation Area, where work has begun in earnest to prepare for the recreation season, which begins March 1. This weekend there's a winter birding Loch Walk with ornithologist Jeff Smith, which has been fully booked since it was announced last fall. The dry weather has also allowed our recreation staff to get a lot of fuels reduction, chipping and chain-sawing work done in preparation for wildfire season.

Introduction to Mindfulness

This 6-week series of classes introduces you to mindfulness meditation practices. Because the class curriculum builds on itself, please begin the course no later than week 3 (Monday, March 11).

Grounded in ancient wisdom traditions and adapted for modern life, mindfulness practice can help us lower psychological and physical stress, communicate more effectively, improve focus, and increase self-awareness and compassion.

This is an experiential class and the skills developed come directly out of the class practice as well as a home practice. Small and large group discussion (bringing the quality of kind awareness to listening and talking) help us come to a more clear understanding of the practice.

Ann Bolger Peruzzi has a PhD in Clinical Psychology, specializing in addictions. She began a mindfulness practice 15 years ago through the Mindfulness Based Stress Reduction (MBSR) Program with teachers Jon Kabat-Zinn, who originally developed MBSR in 1979 to help people heal from chronic pain, and Bob Stahl. Ann incorporated mindfulness principles and practices into her clinical work, trained to teach MBSR and Mindfulness Based Relapse Prevention (MBRP), and eventually became an instructor of these programs. Through the years she has deepened her practice through longer retreats and study. In addition, she is certified to teach Qi Gong, an ancient healing movement practice through Master Lee Holden. Currently, as a student in the Mindfulness Meditation Teacher Training Program (Jack Kornfield and Tara Brach teachers) she is teaching mindfulness and Qi Gong to men in recovery from addiction at an inpatient treatment facility in Watsonville.

Discover & Go: Tandy Beal and Company presents Wowie-Zowie with Jeff Raz!

Wowie-Zowie with Jeff Raz!

Saturday • March 2 • 11:00am

Veterans Memorial Building, 846 Front St.

Downtown Santa Cruz



Tandy Beal and Company presents Jeff Raz in Wowie Zowie, the fifth monthly concert in the 2018-2019 ArtSmart Family First Saturdays Concert Series. Tandy Beal & Co. has provided a limited number of free tickets to library cardholders through our [Discover & Go](#) platform.

In this hour, we will experience the hilarity, magic, wonder, and dazzlement of physical theater and musical juggling with one of the stars of Cirque du Soleil, the legendary Pickle Family Circus, and most recently, of JOY! A Holiday Show! In this interactive show, Raz will perform alone and take volunteers to perform feats of balance, to make us gasp in awe and delight, and to uplift our hearts and spirits!

All performances in the series will have tickets available through Discover & Go during the 2 months prior to the event. For a full listing of events in the Family First Saturday Concert Series, visit tandybeal.com/first-saturdays-family-concert-series.

How to reserve a pass:

To get your pass, visit santacruzpl.discoverandgo.net and log in with your library card number and PIN or password. Search for Tandy Beal & Company in the venue list, or by date. Print your pass, which grants free admission to one adult and one child. You must be in your seat at least 5 minutes before the performance begins, or your ticket may be sold. A limited number of tickets are Free.

If you'd like to support this series directly, please visit the [Tandy Beal ticket site](#) for Group Rates and Discounts on Season Passes.

PUBLIC WORKS

Engineering

The San Lorenzo River Parkway Phase III/Trestle Trail Project continues this week with the installation of edge forms and rebar for the proposed footing at abutment #4, at the east end of the bridge. Also, the installation of scaffold frames along the existing bridge continues. The Trestle Bridge will be closed for the duration of the construction project. The project, funded by City of Santa Cruz, Measure D and a California Natural Resources Agency Grant, is widening the existing San Lorenzo River Trestle walkway and is expected to conclude before this summer.

The Cedar Street Rehabilitation Project is on hold this week due to weather. The project, funded by Measure H tax dollars and Community Development Block Grant (CDBG), will rehabilitate/reconstruct Cedar Street from Church to Laurel.



Resource Recovery

The Recycling Facility processed 175.23 tons of mixed recycling, 55.28 tons of cardboard and shipped out 98.55 tons of material for the week. Landfill Operations processed 957.86 tons of refuse, 157.53 tons of wood and green waste and 114 tons of fill material. Landfill staff met with Cal Recycle inspectors and the Regional Water Board inspectors and are expecting our annual inspection from the County Environmental Health Inspector.

Our Waste Reduction staff is working on conducting a survey asking hotels about small disposable shampoo, conditioner and lotion bottles. We are trying to determine if there is a need for us to follow the County's lead in banning these small plastic items in the City as well. One of our Master Recyclers has reached the 20 hour volunteer requirement. He presented at 2 City mobile home parks, conducted outreach at our local Farmers Market, volunteered at our City Christmas luncheon and staffed 4 City health public events. Raízes do Brasil Capoeira is the City's newest certified Green Business.



Traffic Engineering/Community Relations

We are happy to welcome new NPR/community radio station [90.7 FM](http://90.7FM) to Santa Cruz where you will be hearing our Street Smarts public service announcements in addition to their broadcasts on KAZU, KSCO, KZSC and Comcast.



This week's Street Smarts tip reminds us of the vulnerability of cyclists on our roadways – read the details in English and Spanish [here](#).

