

# City Manager's Weekly Update

January 18, 2019

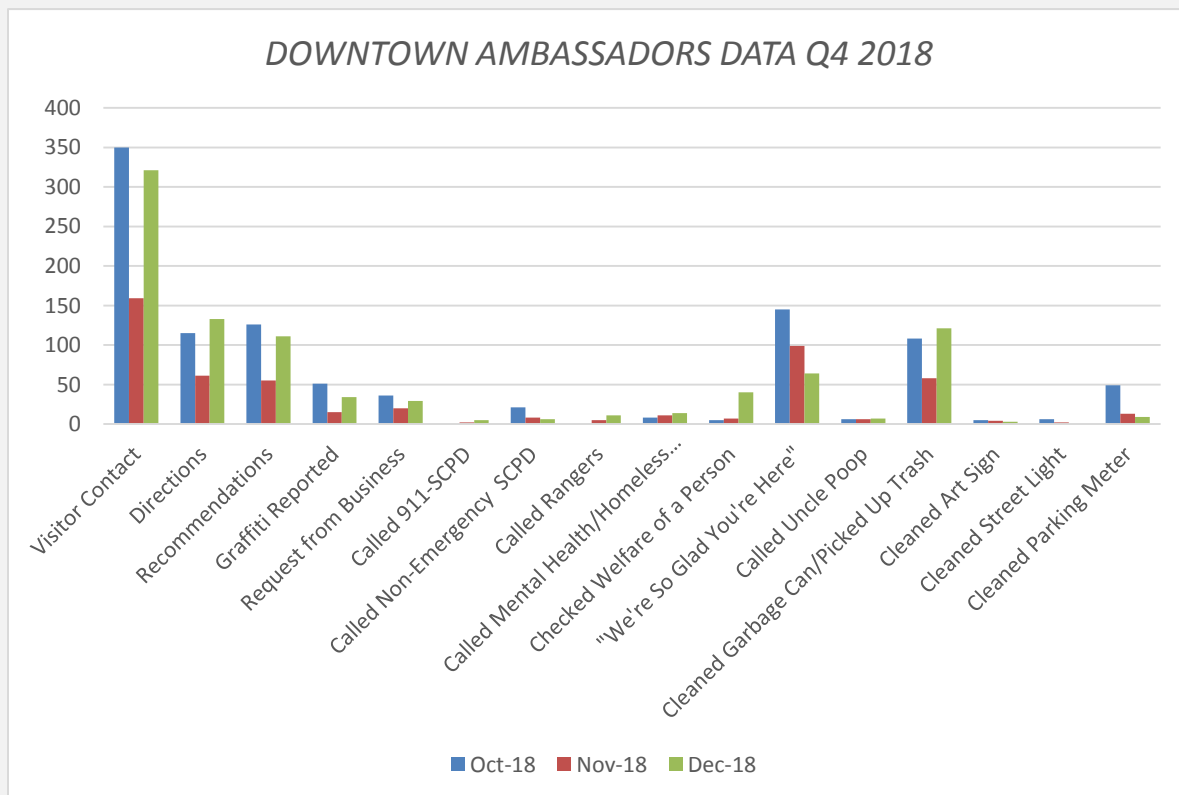
## ECONOMIC DEVELOPMENT

### DOWNTOWN AMBASSADORS HIT THE GROUND RUNNING IN 2018

The Downtown Associations Downtown Ambassador Program officially launched in 2018 as an additional service in the downtown district to provide a friendly face and more eyes on the street. As of January the Ambassadors are officially operating through funding from the Downtown Management Corporation.



There are currently five Ambassadors employed by the DTA for the program. Ambassadors work seven days a week from 10am to 6pm (with hours adjusting for the season). The program is intended to serve hospitality needs to visitors and residents enjoying the downtown as well as helping to keep an eye of activities and maintenance needs downtown. The following is a chart of the activities the Ambassadors have performed over the first three months of the program.



## NEW BUSINESSES AND NEW OWNERSHIP DOWNTOWN & CITYWIDE

There has been quite a bit of activity of new businesses opening and new owners taking over some of our local favorites.

Highlights of new activity downtown include:

The legacy of Caffè Bene, a stronghold in the local coffee shop scene dating back to the pre-earthquake days of downtown, has changed hands with the opening of Tabby Cat Café, owned by one of the previous employees of Caffè Bene.

The grand opening of Peach Parlor, a full service waxing salon on Cedar Street. Councilmember Mathews attended the grand opening to help with the ribbon



**Photo courtesy of the DTA**



**Photo courtesy of the DTA**

cutting.

Urban Outfitters has reaffirmed their position as one of anchors in the downtown retail environment with a five year extension to their lease at the corner of Pacific Avenue and Church Street.

Front Street has also received some new activity with the opening of Lyons & Herrin, a retail boutique featuring a variety of new, hand-crafted, and found items. They join an area of Front Street home to unique businesses such as All Hands Workshop, Mutari Chocolate, and Botanic and Lux.

Just up the street on River Street, comedian DNA and business partner Mike Pappas, co-owner of True Olive Connection downtown, have signed a lease on the former Riverfront Theater and begun the permit process to open a comedy lab and experimental theater this year.



**Photo by Liz Burnbaum**

The former Erik's Deli space at the corner of Cedar and Walnut has been activated by a new high-end restaurant that has received rave reviews since opening just after Christmas. Alderwood, a seasonally-driven restaurant by Chef Jeffrey Wall serving coastal, wood-fired cuisine with French undertones has officially opened and already welcomed over 3,000 diners through their doors in the two and a half weeks they've been open.

Plans are already in the works for some other exciting restaurant additions downtown so stay tuned for future updates.

On the Westside of Santa Cruz, Ristorante Avanti has a new owner. Jonathan Glass, a previous tenant of our Kiosk program downtown, and Tatiana Glass, owner of Shoe Fetish, have taken over the restaurant from long-time owners Paul and Cindy Geise.

Finally, Primal Santa Cruz, located on Mission Street, is currently operating under a soft opening with an official grand opening scheduled for January 26<sup>th</sup>. The new restaurant features a fast casual breakfast and lunch service with made to order and ready-made food options available and transitions to full service dining for dinner time. Primal is focused on locally sourced, nutrient dense, and organic food and does not include any food with gluten, grain, soy, GMO, refined sugar, or seed oils.



### 3<sup>RD</sup> ANNUAL TITANS OF TECH EVENT A SUCCESS

The 3<sup>rd</sup> annual Titans of Tech was held Thursday, January 17 from 6:30-9pm at the Dream Inn. Hosted by Matthew Swinnerton of Santa Cruz Works, the room was packed with upwards of 150+ tech junkies, innovators and entrepreneurs from Santa Cruz, the Bay Area, and beyond. Speakers from various tech industries were asked to comment on the turning points in their lives that brought them to their current companies and positions.



**Orion Melehan of LifeAID discussing the company's inception.**

First was Socrates Rosenfeld of Jane Technologies who, after being in the army, decided to start living his life without fear, which is what helped him start his cannabis e-commerce company. Then there was Chrissy Meyer, who loved problem solving and coming up with new inventions so much as a kid, that she now works to give capital funding to other innovators and entrepreneurs with great ideas. Third was John Felts of Cruz Foam in Santa Cruz, who's dedicated to creating a new compostable Styrofoam product that will reduce people's carbon footprint and help battle climate change. Then there was David Dennis, founder of Ventana Surfboards, who applied his technology skills to start his business and be able to work from home, reduce his carbon footprint, spend more time with his family, and go surfing 3 times a day. Fifth was Sara Isenberg who founded Santa Cruz Tech Beat, and said that she doesn't technically have to work anymore, but spearheading the news for the tech industry gives her great joy and keeps her going. Sixth was Orion Melehan, co-founder of LifeAID, who's product lands in the healthy niche of the beverage industry and appeals to the cross-fit goers and Kombucha-drinkers alike. Seventh was Jacob Martinez of Digital Nest, who reflected on the history of his full-fledged non-profit that started small, teaching game design to a group of 40 6<sup>th</sup> grade girls. Lastly was Robin Hunicke, Co-Founder at Funomena and Professor of Game Design at UCSC, who is recognized as the leading woman in the gaming industry dominated by men, and is doing all she can to get more women into the industry—she even has her own Wikipedia page.

In between the speakers, David Stearns of Allterra Solar awarded several non-profits with their own full solar systems to help reduce their energy costs and put resources towards their missions instead. He said for every solar system someone purchases, Allterra Solar will donate \$500 to charity. Finally, as a result of the event running overtime and in true Matthew Swinnerton fashion, David Dennis donated his own head to be covered in whipped cream for a good laugh as an apology to audience.



*Dismantling the Patio*

## MIRAMAR DEMOLITION UNDERWAY ON THE WHARF

It has now been three years since the Miramar Restaurant on the Wharf closed (December 2015) and demolition of the building is in full swing. The building, long slated for demolition, dates to the late 1960's and the business had a much longer history on the wharf. Unfortunately, the condition of the structure together with the cost of code compliance upgrades and urgent piling replacements underneath the Wharf, have required that the building be torn down. Coastwide Environmental Technologies, Inc. was issued a Demolition Permit on January 10, 2019 and has already completed abatement of hazardous materials. Demolition of the façade is now under way and the majority of building demolition is expected to occur over the next few weeks. The outside completion day is May 2, 2019. Crews are taking every effort to protect sensitive marine habitat and ensure all debris and runoff is captured for proper disposal. Construction fencing will be pulled back on nights and weekends to ease pedestrian traffic around the site and reduce impacts to visitors and businesses. Demolition of the Miramar clears the way for new investment and businesses on the Wharf.



**Crews are working to salvage the handmade ceramic Miramar sign**



**Installation of protective sheeting under the building to capture runoff and debris.**

## PLANNING AND COMMUNITY DEVELOPMENT

**Kaiser Permanente** - This week our department received an application filed by *Kaiser Permanente* to occupy the fifth floor of the Cooper House building (approximately 14,800 square feet) located at the corner of Pacific Avenue and Cooper Street (110 Cooper Street). The floor plan includes 18 exam rooms, 11 provider offices, a small pharmacy and clinical lab. The use requires an Administrative Use Permit which involves a public hearing before the Zoning Administrator, expected to occur in the late winter/early spring timeframe. Rachel Grothe is the planner working on the application.

**Marianne's Ice Cream.** As was reported earlier this month, our department recently received an application filed by the owners of *Marianne's Ice Cream* to construct a 10,000 square foot, 42-50 foot tall industrial building for ice cream manufacturing, frozen and cold storage, dry storage, offices, and a retail space (ice cream shop) at 1201/1211 Fair Avenue. Although a community meeting is not technically required under the City Council's recently adopted Community Outreach Policy, due to the project's proximity to residential uses, staff requested that one be held. Only two members of the public attended the meeting, which occurred last Monday evening at the project site and was covered by the Santa Cruz Sentinel ( <https://www.santacruzsentinel.com/2019/01/15/mariannes-of-santa-cruz-to-relocate-ice-cream-manufacturing-plant/> ). In addition to providing an overview of the project, the applicants spoke about how the new facility will result in increased efficiency, while meeting stringent food safety requirements of the FDA. The applicant indicated that the savings realized from increased energy efficiency will be passed on to employees in the form of benefits and increased wages. While there were questions about streetscape interface and site drainage, there was no opposition to the project. As the site is industrially zoned, manufacturing is a principally permitted use and there is not a requirement for a public hearing. Staff is currently reviewing a Design Permit which can be administratively

approved. Once planning entitlements are approved, the applicants will apply for building permits. Construction is expected to begin in March of 2020.

**Boardwalk Parking Lot.** This week, the Zoning Administrator approved an application filed by the *Seaside Company* to widen the easterly parking lot driveway from two lanes to three lanes and add two small kiosks and signage. The project will require removal of two heritage Liquid Amber trees, both of which were supported by the City Arborist given their overall health and location, and will be replaced in accordance with the City's Heritage Tree Removal Ordinance. Approval of the project will provide a more efficient entry into this parking lot, while reducing traffic backup on Beach Street during peak demand hours. There was no opposition to the project.

***Miramar Demolition Permit 45 Municipal Wharf***

The permit to demolish the 7,107 square foot building located at 45 Municipal Wharf was issued January 10<sup>th</sup>. The structure to be demolished was previously occupied by Miramar Fish Grotto. Building permits for a new building have not been applied for.

## WATER

We continue to make progress on our ambitious program of work that will both build twenty-first century drinking water infrastructure as well as support the upcoming water supply augmentation strategies.

Our biggest and costliest projects are modernizing the Newell Creek Dam at the Newell Creek Reservoir (also known as Loch Lomond,) and upgrading the Graham Hill Water Treatment Plant to improve treatment reliability. We've already been working on the dam project for over two years, and we're making significant progress on design; we're well over 50% complete. The dam project is highly technical and the design process reflects that. We held public meetings on the DRAFT Environmental Impact Report in December and the comment period for the DEIR has closed.

We've also made significant progress on plans for the treatment plant. The Graham Hill Water Treatment Plant is the heart of our water system. Just like in a human body, if the heart doesn't function effectively, the rest of the body suffers and its ability to function becomes more and more impaired. Our goals for a modernized treatment facility are to enable us to more fully utilize water when it's available (for example, muddy turbid water during storms, much of which we're currently unable to treat and use); to be able to process consistently high quality water regardless of the conditions of our sources; to be able to adapt to rapidly changing water treatment regulations; to be able to support water supply reliability; to provide superior drinking water to our customers. To date we've completed a number of studies and assessments to inform our planning process and expect to have all studies completed by March of this year.



The good news this week on our program of work is that we received news from the State Board that our Drinking Water SRF loan application for the Graham Hill Water Treatment Plant concrete tank project has been officially accepted into the program. This is important because pending completion of the environmental work, this project is now guaranteed to receive a \$30M low-interest loan.



(One of the concrete holding tanks that must be replaced)

## PARKS AND RECREATION

### Civic

The Civic Auditorium will be open and free to the public for speeches and family activities following the March for the Dream hosted by NAACP Santa Cruz and the Santa Cruz Police Department on Monday, January 21st. The march will begin at 10:00am in Downtown Santa Cruz starting. Doors will open at the Civic at 10:30am.



### Louden Nelson Community Center

This last weekend the Santa Cruz Fungus Federation 45<sup>th</sup> *Annual Fungus Fair* was a huge success! Rains earlier in the month made for a bountiful and beautiful display. LNCC was packed all weekend long.





This month's art gallery is decorated with the incredible fungus themed artwork through the end of the month. Come check it out!



Thursday, January 17 – Every third Thursday of the month *Senior Cinema* in the LNCC Auditorium. Seniors enjoy a free movie and steaming hot bags of popcorn. The perfect place to be during winter storms! This month's screening is "Cocoon", at 1 pm.



The Center hosts a fun theatrical journey based on Hans Christian Andersen's, *The Ugly Duckling. Honk!* Which tells the story of an odd looking baby duck, Ugly, and his quest to find his mother. Show times: January 18, 7pm and January 19<sup>th</sup>, 2pm and 7pm.



### **Winter storm tree failure and cleanup performed by City staff and contractors**

This week the Park Division and city vendors were hard at work addressing tree and limb failures citywide after recent storms. Wednesday night three tree failures blocked Upper Park Road, two occurred blocking the Meder Canyon Service road, and one street tree at the corner of Trescony & Mission Street split apart. Another tree blocked Dakota avenue in the 100 block. A large tree fell across Arroyo Seco Canyon Road. Additionally several branches were down on city streets, in parks and in open spaces. In addition to these examples there were several other tree issues that were addressed through a collaborative effort between Public works and Parks crews.











### **Pogonip**

Park crews spent time in Pogonip clearing trails and fire roads of fallen trees and debris; we fared pretty well but the split rail took a beating.



Earth Stewards assisted with debris and drainage clearance in Pogonip – Rincon Fire Road off Hwy 9 received some TLC after being pounded with rain this week.

The high school students participate in service-learning projects in City Santa Cruz Parks and Open Spaces. Our department benefits from their hard work on Fridays from 10 – 1pm throughout the school year.



### **Ocean View Park**

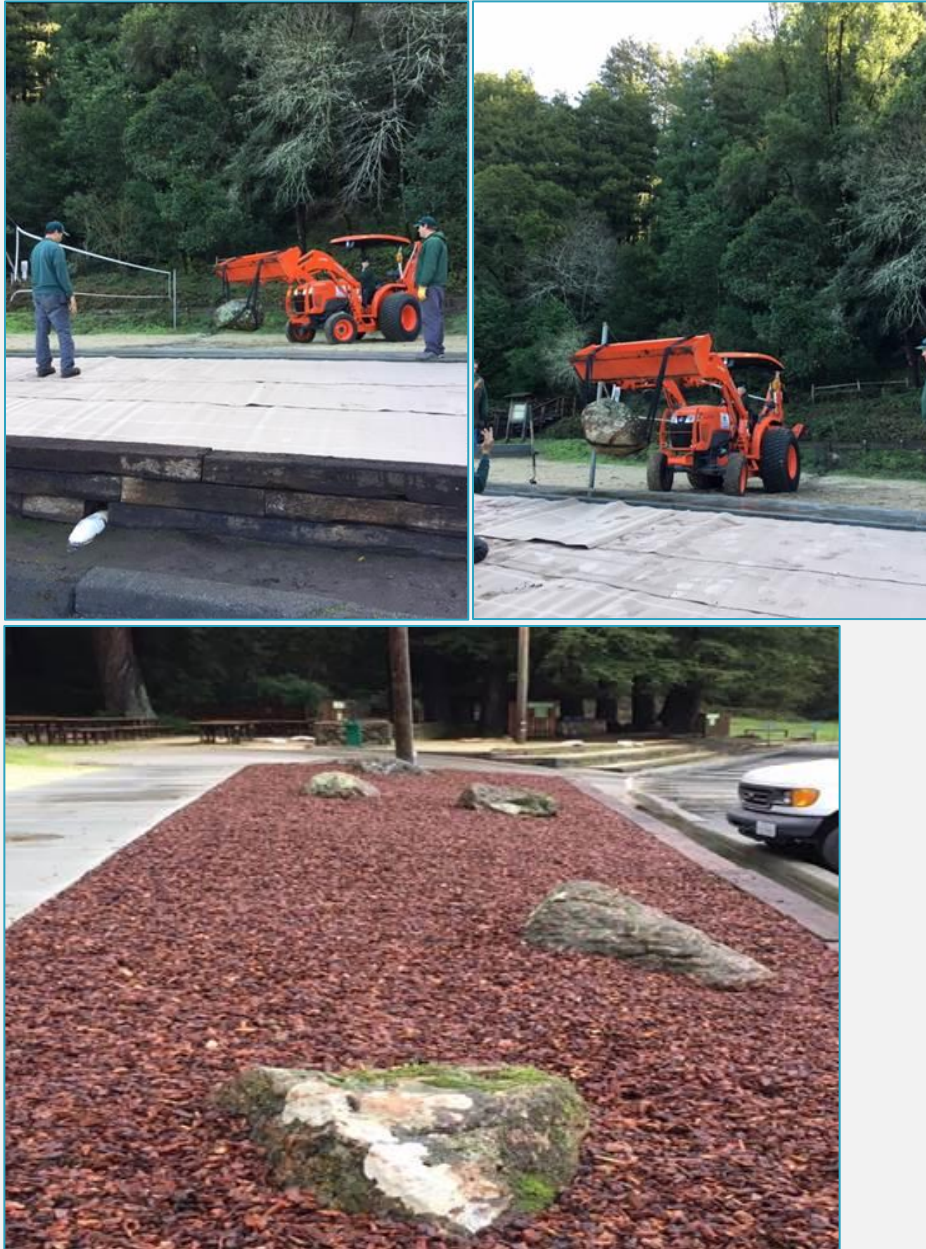
Some continued work installing erosion control in along the Ocean View Park Pathway as part of our current improvements. Next phase, weather permitting, is demo of existing asphalt and new materials being installed to promote foot and cyclist traffic away from the path edge.





## DeLaveaga Park

Trying out our new “Boulder Buddy” straps...New strap set up that enables easier, safer and more efficient moving of larger field stones with our Kubota tractor. Here is the crew placing new field stones in a bed that is getting reworked.





## PUBLIC WORKS

### Wastewater Treatment Facility

It's all hands-on-deck as our operators and mechanics enter confined space to clean out the Dissolved Air Flotation Thickener (DAFT) so that contractors can replace a worn slide-gate.

We pumped Neary Lagoon on several occasions this week as its level exceeded 5.5 feet MSL due to the intense rain. This pumping lasted five to ten minutes in order to prevent City flooding and restore natural gravity flows to the ocean.



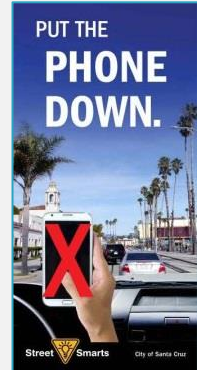
### Engineering

The San Lorenzo River Parkway Phase III/Trestle Trail Project continues with earthwork and installation of footing rebar for the abutment next to the Boardwalk. The existing Trestle Bridge is closed for the duration of the construction project with detour signs to alert pedestrians and bicyclists. 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 with completion expected before Memorial Day.



## Traffic Engineering/Community Relations

There are many dangerous distractions for drivers: not only phone calls and texting, but also eating, arguing, primping, adjusting entertainment and navigation systems. Stay focused on the road. It's the Street Smarts thing to do. Read more in English and Spanish [here](#).



We published an article in our Santa Cruz Waves City Beat column this week titled [CITY'S 'KEEP IT COOL' CAMPAIGN PREVENTS 236 METRIC TONS OF CARBON EMISSIONS.](#)



Last week we published [CELEBRATE THE COASTAL RAIL TRAIL GROUNDBREAKING ON JAN.10!](#)

We distributed our first edition of WWTF Neighborhood News to residents and property owners living in the areas surrounding the plant. Council will soon be receiving copies of this 4 page newsletter.

## LIBRARY

### ***Discover & Go* - Tandy Beal & Co Presents Linda Tillery and the Cultural Heritage Choir**

Saturday • February 2nd • 11:00am

Veterans Memorial Building, 846 Front Street  
Downtown Santa Cruz



Tandy Beal and Company celebrates Black History Month with the fourth concert in the **ArtSmart Family First Saturday Concert Series, Linda Tillery and the Cultural Heritage Choir**. Tandy Beal & Co. has provided a limited number of free tickets to library cardholders through our [\*Discover & Go\*](#) platform.

The Cultural Heritage Choir, a Grammy © nominated, percussion driven, vocal ensemble, is world renowned for their breathtaking performances of African American roots music with its West African and Caribbean origins. Their music won the Parents Choice award. Led by the astonishing Linda Tillery (who has sung with Bobby McFerrin & Santana, & is a prominent leader in women's music), the Cultural Heritage Choir inspires us with compelling rhythms, history and sparkling energy on stage--through stick, song, dance and story.

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](http://tandybeal.com/first-saturdays-family-concert-series).

#### **How to reserve a pass:**

To get your pass, visit [santacruzpl.discoverandgo.net](http://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.