

City Manager's Weekly Update

April 16, 2021

Santa Cruz Public Libraries

Construction Moves Forward on Branciforte and Garfield Park Branch Libraries

Measure S funded library renovations are moving forward at the two branches located on the east and west sides of Santa Cruz. The construction phase began at the Garfield Park Branch in March. Branciforte's construction phase is slated to begin in May.

Both branches will feature upgraded infrastructure, technology, and new furnishings. Both will also have dedicated children's spaces for reading, learning, and play. The Branciforte Branch will include an outdoor children's patio and a brand-new community meeting room.

Renovations will showcase the beauty of each branch's original architecture. At Branciforte, the vaulted wood ceilings and striking large windows will be highlighted by the new design, while design at the Garfield Park Branch will focus on the historic fireplace and reading room.

We Look forward to reopening and celebrating the renovated branches in 2022, with Garfield Park opening earlier in the year and Branciforte opening in summer or fall. During the construction period, outdoor book drops will be available 24/7 for the communities to conveniently return library materials. Stay informed about Measure S Library building projects at https://www.santacruzpl.org/measure_s/.



Planning and Community Development

Pacific Station North Redevelopment

Last week the Planning Department received an application to redevelop the properties at 902, 912, 920 Pacific Avenue and 333 & 423 Front Street. The properties are currently developed with a commercial office building (the NIAC building) and the Metro Center, and have frontage on both Front Street and Pacific Avenue. The application represents the second phase of a two part entitlement process for the redevelopment project that is a joint venture between the City of Santa Cruz and the Santa Cruz Metro District.

The first phase of the project was approved by the City Council on February 9, 2021 and allowed for the reconfiguration of the zoning and general plan designations on the project sites and an adjustment of the lot lines to result in a parcel zoned for a mixed-use, multi-family development along Pacific Avenue and a parcel for the redevelopment of the metro center bus terminal at the rear. This legislative action was approved by the Coastal Commission this week as an amendment to the City's Local Coastal Program. The development proposal is to construct an 100 percent affordable, seven-story, mixed-use building along Pacific Avenue with commercial space, metro center offices, enclosed public bike parking, and residential amenity space on the ground floor, and 94 residential apartments on floors two through seven including 45 one-bedroom units, 25 two-bedroom units, and 24 three-bedroom units. The project includes private open space on a rooftop terrace and public open space with a continuation of the Elm St. alley extension through the project site. At the rear of the property, the site plan includes a bus terminal for the metro center with 22 bus bays and a solar PV canopy. The project will provide 100 percent of the rental units as affordable with average affordability deed-restricted at or below 60 percent of Area Median Income (AMI). Twenty five percent (25%) of the rental apartments will be restricted to households requiring supportive housing and earning 30 percent AMI or less.

The city is partnering with First Community Housing, a nonprofit housing developer to design and manage the building. The affordable housing developer is applying for State funding from the Affordable Housing Sustainable Communities program due June 8th and the Infill and Infrastructure program due later this summer. Affordable housing tax credits, tax-exempt bond financing and other conventional financing will also be needed to provide enough funding to build the housing. The project is utilizing the provisions of two state laws that are intended to encourage and incentivize affordable housing. In January, Councilmembers took action to approve a streamlined permit entitlement process under AB2162. As such, this application only requires approval of a Coastal Permit, which involves a public hearing before the Zoning Administrator, due to the site's location within the appealable area of the Coastal Zone. Under AB1763, the project is eligible for increased building height up to 33 feet and three stories above the maximum height allowed in the zone district and is not required to provide on-site parking. The project is considered to be a Significant Project pursuant to the Community Outreach Policy for

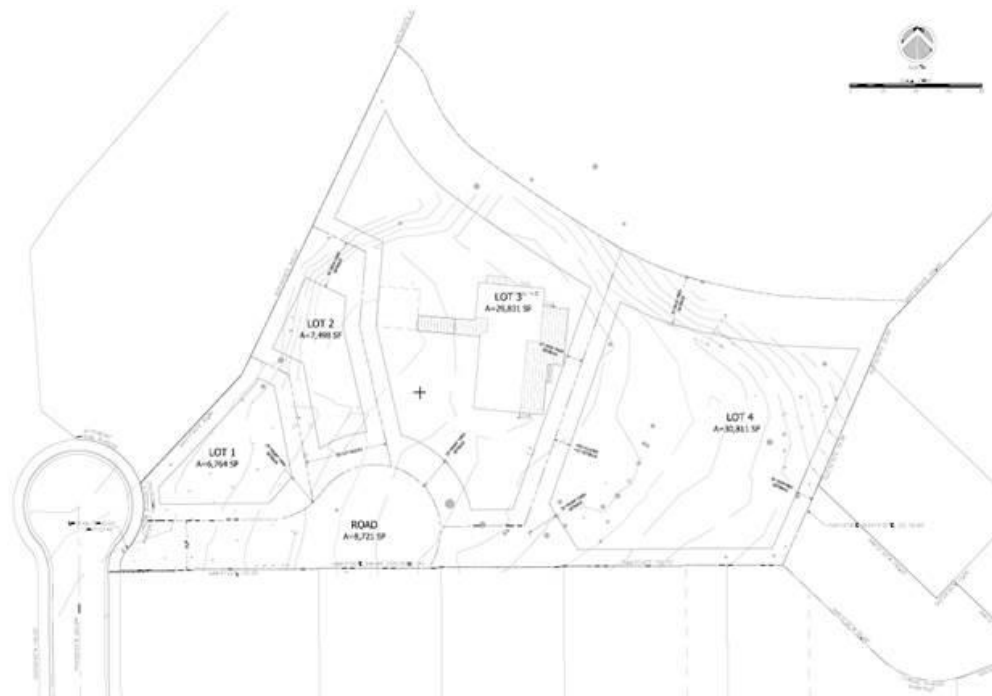
Planning Projects and a web-based community meeting has been scheduled to take place on April 26, 2021 to present the project to the community and allow for the developer and the City to gather feedback and answer questions. The details of the community meeting and link are provided on the City's website at: www.cityofsantacruz.com/pacnorth. Ryan Bane is the planner working on the application.



118 Ortalon Circle

On March 9, the Planning & Community Development Department received an application for a Pre-application Review of a four lot minor land division on a 174,457 square foot parcel located in the R-1-10 (Single Family Residence) zone district at 118 Ortalon Circle. The application proposes dividing the existing parcel into four lots ranging in size from 6,764 to 30,811 square feet. The property owner intends to sell two of the parcels as vacant, developable lots and to

retain a lot containing the existing single-family residence, which is eligible for listing on both the state and local historic register, and develop the fourth lot for private use. It is expected that the formal application will require a Design Permit, Planned Development Permit, and Minor Land Division, with public hearings before both the Planning Commission and City Council. The pre-application process will allow for staff to determine if any other permits are required. A pre-application review is intended to assist an applicant in the preparation of their formal application and allows for initial staff review of a potential project. There is no public hearing or decision with a pre-application review and a community meeting is not required as the proposed land division does not meet the threshold under the City's Community Outreach Policy for Planning Projects. Additional updates will be provided if a formal application is submitted following the pre-application review process. Bryanna Sherman is the planner working on this project.



Parks & Recreation

Fun Is Back!

The Summer 2021 Activity Guide is now online in both [Spanish](#) and [English](#). It has all the information you need about Summer Camps at Harvey West Park, Jr. Guards and all your favorite classes and camps.

We are excited to bring our popular Little and Junior Guards programs back to the beach this summer. The program will offer both morning and afternoon sessions at Cowell Beach. Prior participants, who are City of Santa Cruz residents, will have priority registration. Check for special registration times at CityOfSantaCruz.com/Guards.



[Summer Camps at Harvey West](#) are back too! Our camp programs will still provide all the fun arts and crafts, games, activities, outdoor and growth experiences that we're known for while emphasizing and maintaining safety for all. Beach Baseball Camp, Skateboard Camp and SUP/Kayak Camp are back this summer along with your favorite art, science and LEGO camps. There truly is something for everyone!

Online registration begins Saturday May, 8 a.m. for City Residents, 10 a.m. for Non-Residents for camps and classes. To register online or to create an account, visit CityOfSantaCruz.com/Register. Phone registration will open Thursday, May 3 at 9 a.m. Call (831) 420-5270.

Public Works

Resource Recovery

The Resource Recovery Facility recently processed green waste on site and now has wood chips for sale to the public at \$5.45 a yard and redwood chips at \$10.85 a yard. Purchased commercially, these products are about \$38 for wood chips and \$60 for redwood chips. Visit 605 Dimeo Lane for a bargain purchase!



Traffic Engineering

Given the installation of many new RRFBs throughout the City and County, our **Street Smarts** program has produced a new video stressing the importance of pushing that button. Studies have shown that RRFBs have a yield compliance up to 90% but they are not always used. Here's the 30-second PSA in [English](#), in [Spanish](#).



Four more new Street Smarts videos will be produced over the next four months. The videos will address issues based on recent SWITRS traffic safety data:

- Drive Sober Drive Smart
- Safety: It's Your TURN
- Speed Matters
- Intersection CAUTION

Santa Cruz Bike Month officially kicks off on May 1st and Ecology Action has a Santa Cruz Bike Challenge running all month long with rad prizes to local bike shops, a \$1000 individual prize, and a special \$2000 grand prize for a local employer (like us!) They also have some awesome virtual and social distanced events throughout May. Check it all out and register [here](#). As an added bonus, remember to log your trips in [GO Santa Cruz](#) to earn additional prizes!



Water

Work is well underway to implement the Stage 1 Water Shortage Warning. Much of that work right now is focused on communicating with our customers, as well as prepping our customer service and billing resources. Santa Cruz probably has it easier than most communities, as our city already uses water so efficiently. Stage 1 Warning information and resources can be found on our website at cityofsantacruz.com/Stage1 – pages are still under construction. We'll also have information going out in letters to customers, postcards, our monthly email newsletter, and the spring issue of the SCMU Review.

Work continues on the treated water main replacement under Ocean Street Extension, mentioned in last week's Council update. Overall the neighborhood has been very kind and patient with us. We had a few understandably grumpy neighbors this week who aren't happy about traffic delays caused by our work, one of whom asked if councilmembers were aware of the impact to their street? We're careful never to sugar-coat our weekly emails to neighbors about upcoming construction, but we understand that preparing them doesn't necessarily make our work less intrusive. If you'd like to follow progress on the OSE project, please check our [Projects In Your Neighborhood webpage](#) for weekly updates.



At the dam, tunneling progresses at ~10-12 feet/day. The in-reservoir work includes installing the foundations for the three, new, vertical, intakes. Each foundation consists of a concrete “donut” (see photo above) anchored into bedrock, and a steel debris wall that is bolted on top of the donut to protect the intake from debris. Looks easy-peasy on land, but this particular donut and debris wall will be installed at ~EL462’, nearly 100’ below the water surface.

This week has been another nice sunny week at the loch, lots of bass around and clearly visible along the shore and docks. We received another 1,000 lbs. of rainbow trout on Thursday, which means that bass, birds, and park visitors are very happy.

Don’t forget State of the [San Lorenzo River Symposium](#) this Saturday!



Economic Development

Housing Development & Preservation

Unused HCD Program Funds Reallocated To Support Additional Services

At the April 13, 2021 Council Meeting, Council approved the request to reallocate unused HCD program funds from the 350 Ocean Street affordable housing project. The funds will be used, in part, for the Market Match Program administered by the Santa Cruz Community Farmers Market. The contract amendment to allocate the additional \$150,000 to the Market Match Program is currently in route to be executed to avoid a continued lapse in funding for this popular program. These funds will provide additional buying power for those with SNAP benefits, while also benefitting local farmers.

Business Development

Governor Newsom Announces Changes to Blueprint Framework

SANTA CRUZ COUNTY BLUEPRINT FOR A SAFER ECONOMY WEEKLY STATUS REPORT FOR 04/13/21

WHERE ARE WE IN THE TIERS?



THIS WEEK'S METRICS:

	SC County Metrics	Data Trend	Minimal Tier Targets
Adjusted Cases	2.2 Daily new cases (per 100k)	↓ -1.2	<2 Daily new cases (per 100k)
Positive Tests	1.0%*	↓ -0.1%	< 2%
Weeks in Current Tier*	2	+1	3
Weeks Meeting Lesser Tier Criteria	0	--	2

*If adjusted cases and positive test metrics fall into two different tiers, the county will be assigned to the more restrictive tier

**County must be in current tier for 3 weeks and have 2 consecutive weeks with metrics meeting lesser tier to advance

TIER 3 ALLOWS INDOOR OPERATIONS TO RESUME FOR SOME BUSINESSES INCLUDING:

- Restaurants with a max 50% capacity or 200 people, whichever is fewer
- Non-Mall Retail - Indoor operations allowed with modifications
- Gyms and Fitness Centers with max 25% capacity + indoor pools
- Museums, Zoos, and Aquariums with indoor activities with a max 50% capacity
- Movie Theaters with max 50% capacity or 200 people, whichever is fewer
- Amusement Parks with 25% capacity or 500 people whichever is fewer
- Outdoor live events with restrictions
- Shopping Centers (Malls, Destination Centers, Swap Meets) open indoors with closed common areas and reduced capacity food courts
- Hotels and Lodging with Fitness center with 25% max capacity + indoor pools
- Places of Worship with max 50% capacity or 200 people, whichever is fewer
- Bars (where no meal provided) open outdoors with modifications
- Wineries, Breweries, and Distilleries open indoors with modifications and 25% max capacity or 100 people, whichever is fewer

PLAN DE ACCIÓN PARA UNA ECONOMÍA MÁS SEGURA DEL CONDADO DE SANTA CRUZ INFORME SEMANAL PARA EL 13/04/21

¿DÓNDE ESTAMOS EN LOS NIVELES?



LAS ESTADÍSTICAS DE ESTA SEMANA:

	Datos del Condado SC	Tendencias de Datos	Metas de Nivel Moderado
Casos Ajustados	2.2 Casos nuevos diarios (por 100 mil)	↓ -1.2	<2 Casos nuevos diarios (por 100 mil)
Pruebas Positivas	1.0%*	↓ -0.1%	< 2%
Semanas En Niveles Actuales*	2	+1	3
Semanas Cumpliendo Criterios de Niveles Bajos	0	--	2

*Si los casos ajustados y los datos de casos positivos caen entre dos diferentes niveles, el condado asignará el nivel más restrictivo

**El Condado debe estar en niveles actuales durante 3 semanas y tener 2 Semanas consecutivas con niveles de datos inferiores para avanzar

EL NIVEL 3 AUTORIZA LA ACTIVIDAD COMERCIAL EN INTERIOR PARA ALGUNOS NEGOCIOS INCLUYENDO:

- Restaurantes a máxima capacidad de 50% o 200 personas, el que sea menor
- Minorista: operaciones en interiores permitidas con modificaciones
- Gimnasios y centros de fitness con un máximo del 25% de capacidad + piscinas cubiertas
- Museos, zoológicos, y acuarios con actividades interiores a máxima capacidad de 50%
- Cines a máxima capacidad de 50% o 200 personas, el que sea menor
- Parques de atracciones con un 25% de capacidad o 500 personas, lo que sea menor
- Eventos en vivo al aire libre con restricciones
- Los centros comerciales (Malls, Destination Centers, Swap Meets) abren en el interior con áreas comunes cerradas y patios de comidas con capacidad reducida
- Hotels y Hospedaje con Gimnasio con 25% de capacidad máxima + piscinas cubiertas
- Lugares de culto con una capacidad máxima del 50% o 200 personas, lo que sea menor
- Los bares (en los que no se ofrece comida) se abren al aire libre con modificaciones
- Las bodegas, cervecerías y destilerías abren en el interior con modificaciones y un 25% de capacidad máxima o 100 personas, lo que sea menos

FIND THE FULL LIST OF INDUSTRY GUIDANCE AND OPERATIONS AT
Covid19.Co.Gov/Safer-Economy
Produced and Distributed by the Economic Recovery Council of Santa Cruz County

ENCUENTRE LA LISTA COMPLETA DE ORIENTACIÓN Y OPERACIONES DE LA INDUSTRIA EN:
Covid19.Co.Gov/Safer-Economy
Producida y distribuida por el consejo de recuperación económica del condado de Santa Cruz

Santa Cruz County remains in the Orange Tier this week and the county's metrics are moving downward again and we are close to qualifying for a move to the yellow tier if the metrics continue on this trend next week. The County must meet the criteria for the lower tier for two consecutive weeks before it is eligible to move into that tier.

[View the full list of what is allowed under each tier here.](#) For more information about the State's Blueprint for a Safer Economy [click here.](#)

418 Project Makes Big Move to Build Arts & Cultural Center at 155 River Street



Long established downtown cultural arts center, The 418 Project, unveiled dramatic plans on Wednesday, April 14 to transition the Riverfront Theater into a game-changing, jobs-creating regional arts center on the San Lorenzo River. Moving from its smaller long time home on Front Street, the organization will utilize the larger complex to create a much expanded arts incubator and center, encompassing a broader spectrum of entrepreneurial creative arts, while providing a major new pedestrian generator as downtown recovers from the impacts of the pandemic.

Designs for repurposing and remodeling the theater spaces are well underway, but the driving vision is to architecturally, functionally and spiritually create linkages with Abbot Square and the MAH facing downtown, and with Dragon's Gate and its historic cultural energy facing the river. Architects Timerie Gordon and Christian Nielsen of Nielsen Studios, who created Abbot Square, are bringing their experience and design authenticity to the project.

"We believe the time is right to build and expand upon our loyal community base to join in the post-COVID revitalization of downtown," said 418 Project Executive Director Laura Bishop, speaking at an outdoor celebration and media event attended by Mayor Donna Meyers, Economic Development Director Bonnie Lipscomb and civic leader George Ow, Jr., among many others.

“With one studio at our old location The 418 Project supported 450 artists annually, bringing 1,000 participants weekly, 50,000+ annually, to downtown to shop and dine. With our new 12,000 square feet of space we will be able to support multiple food and beverage businesses, and create an economic habitat serving 2,000+ artists. Our projections suggest we will attract 160,000 visitors annually to downtown,” Bishop said.

Speaking to an audience of artists, community and business leaders, the Mayor said, “It is hard to imagine a more exciting use of this space than to be reborn as a vibrant cultural and economic arts center which will enliven the streetscape and draw thousands of people to the river and this section of downtown. This has long been a dream of many here today. I want to honor The 418 Project for renewing its commitment to the City and its diverse communities by making this substantial investment in downtown.”

Meyers then presented Bishop with a City Council proclamation stating, April 18, 2021 as “418” day in the city of Santa Cruz, and encourage all citizens to visit, explore and participate in the community building activities of the 418 project now and throughout the year.

Economic Development Director Lipscomb noted, “The downtown is undergoing a transformation, much of it along the river front, to meet our critical needs for affordable housing and reactivation of our streets. With its new home, The 418 Project will provide even greater opportunities to incorporate the Riverwalk and the river into its enterprise of engagement, small business incubation and local jobs development. This is an important piece of the City’s future that everyone can get behind.”

Business and civic leader George Ow, Jr. was the driving force behind the Dragon’s Gate project honoring the City’s Chinese community heritage. He expressed delight that more people would be drawn to the Dragon’s Gate, and said, “The 418 Project has been a fertile environment for entrepreneur teachers and artists, who bring knowledge from all over the world, to start and grow businesses. Now it is filling a larger empty space, transforming it and reinfusing it with energy and life. Some businesses that grow out of this new space will themselves become large enough to need their own space – bringing more life and light to downtown.”

Bishop closed by noting that even while renovations take place, some classes will be able to resume on a limited basis in the large main lobby of the building.

Homelessness Response

San Lorenzo Park

A Citywide team worked to clear campers from the Benchlands this week in preparation for cleanup and site demarcation to begin next week. The Encampment Assessment Team continued its work to outline a permitting program and plans for management of the site once it is occupied by campers. The move of individuals from the upper San Lorenzo Park to the benchlands is slated to occur the week of April 26. The next hearing with Judge Susan Van Keulen is set for April 27.