

City Manager's Weekly Update

April 30, 2021

Planning

Pacific Station North Redevelopment. A couple of weeks ago, the Planning Department received an application to redevelop the properties at 902, 912, 920 Pacific Avenue and 333 & 423 Front Street. The application is a joint venture between the City of Santa Cruz and the Santa Cruz Metro District. 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. The project also includes a reconfigured bus terminal for the metro center with 22 bus bays and a solar PV canopy. Pursuant to the Community Outreach Policy, a web-based community meeting took 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 meeting was attended by 29 members of the public. Panelists responded to questions related to affordability levels of the residential units, funding sources, parking, building characteristics and materials, pedestrian circulation, property management and subsequent opportunities for community input. The PowerPoint slides from the meeting will be posted on the City's website at: www.cityofsantacruz.com/pacnorth. Despite City Council previously deeming this project eligible for streamlining under AB2162, since the project site is located within the Coastal Zone, a Coastal Permit is required. This involves a public hearing before the Zoning Administrator which is expected to occur on June 2. Ryan Bane is the planner working on the application.



The Cruz Hotel. On April 14, the Planning Department received an application to redevelop the properties at 310, 316, 320, 322, and 324 Front Street. These properties span north from the corner of Laurel and Front St., bordered by Front St. and the San Lorenzo River levee. Two of the parcels are owned by the City, so the proposal is contingent upon the acquisition of publicly owned land. The furthest northern parcel owned by the City is proposed to be developed with a 50-foot public paseo which would continue to be owned by the City. The applicants are proposing a 152,000 square foot, six-story hotel with 228 guest rooms. Amenities include retail and café space along Front St., meeting rooms, event/ball room, and restaurant/bar with outdoor terraces facing the San Lorenzo Riverwalk, gym/spa, and rooftop pool and cocktail lounge. Pursuant to the Community Outreach Policy, a community meeting will be required to present the project to the community and allow for the developer and the City to gather feedback, answer questions, and make potential alterations to the project design to address input. While hotels are a principally permitted use in the downtown, the site is located in the coastal zone and will require approval of a Coastal Permit, Design Permit, Demolition Authorization Permit, and a request for additional height which requires a recommendation from the City Planning Commission, and ultimately approval by the City Council. The project will also likely require approval by the Downtown Commission for reduced on-site parking. Ryan Bane is the planner working on the application.



Public Works

Resource Recovery

In a joint effort by City and County staff, several local Green Businesses throughout Santa Cruz County were recognized in Honor of Earth Day. Below is one of the six City businesses we honored: Community Printers!



Engineering

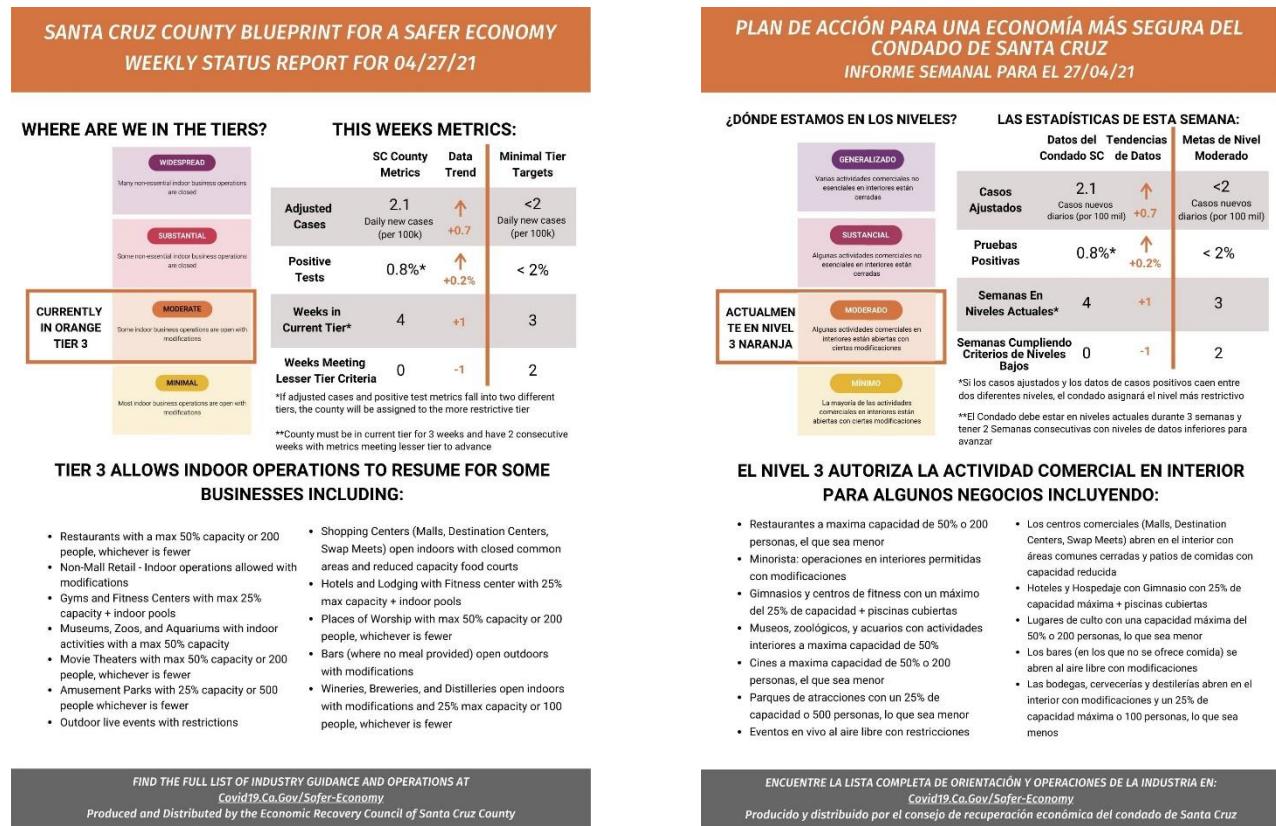
The Pacific Avenue Sidewalk Project is wrapping up this week. The sidewalk, landscaping, and streetlights have been installed with placement of thermoplastic striping scheduled for Friday. Finally, three Queen Palm trees will be installed early next week.



Economic Development

Business Development

Santa Cruz County Remains in Orange Tier



Due to a slight increase in adjusted cases, Santa Cruz County was not able to progress to the yellow tier and will have to stay in Orange for at least two more weeks if the cases drop back below the threshold to move down.

This means no changes in business operations can occur and the Orange Tier restrictions remain in effect. [View the full list of operations allowed under the tiers here.](#)

City Council Approves Downtown Pops! Vacant Storefront Pilot Program



The Santa Cruz City Council approved the Downtown Pops! Vacant Storefront Activation Pilot Program at the April 27 Council meeting.

Downtown Pops! is designed to lower the barriers to entry for businesses looking to get into a brick and mortar space and reduce the risk for property owners to take on new tenants in this challenging business climate. Through Downtown Pops! the City enters into a master lease with a number of downtown commercial property owners with existing high profile vacant spaces and provides a guaranteed minimum rent, and then sub-leases these spaces to a variety of pop-up tenants for a 6 month term scheduled to begin in July 2021.

When will applications be available? Who should apply?

The City is currently developing a Request for Proposals for the available spaces. We expect applications to open mid-May. We are seeking aspiring new businesses with sound business concepts, established successful businesses with temporary expansion needs or looking to prototype a new products or concept, and other creative pop-ups designed to activate and invite downtown engagement. Preference will be given to women and people of color. If you are interested in applying [fill out this form](#) to be notified when the request for proposals and application materials are ready.

How do property owners get involved?

We are seeking Downtown Santa Cruz property owners with vacant ground floor spaces, primarily on Pacific Avenue, interested in participating in the program. Property owners can contact Rebecca Unitt at runitt@cityofsantacruz.com to learn more and sign up.

Learn more about the program at: www.choosesantacruz.com/downtownpops

Housing Development & Preservation

Brown Bag Lunch Presentation: Objective Standards for Multi-Family



On Thursday, May 6, 2021 at 12 p.m. join Planner Sarah Neuse for a lunch-hour presentation with an overview of the City's Multi-Family Objective Standards Project that will create new zoning standards for multi-family housing throughout the City. Due to recent changes in state law, the City is now required to review new housing applications using only development standards that can be measured and described in an objective fashion. Drafting these standards provides an opportunity to address

some of the ways multi-family housing has been harder to create in Santa Cruz and throughout California. The presentation will introduce the project and cover a brief history of zoning in the US, and how it has historically been a tool for excluding and segregating lower-income populations and communities of color. Creating objective zoning standards is one tool cities can use to start addressing this history and moving toward a more equitable future for all types of housing.

Zoom: <https://zoom.us/j/98559699907?pwd=RXRxViVuc0t3Ty9JQUU4RE9oQk82UT09>

Phone: +16699009128

Meeting ID: 985 5969 9907

Passcode: 573948

2021-2022 HUD Action Plan Approved

The City Council unanimously approved the final 2021-2022 HUD Action Plan funding allocations made at the second Public Hearing on April 27. After HUD reviews and approves the Action Plan, funding is estimated to become available as early as July 1, 2021.

PUBLIC SERVICES (Subject to 15% CAP)		Requested Funding	Prior Year Funding	Recommended Funding
Activity: Teen Center	Applicant: City of Santa Cruz	\$40,000	\$35,000	\$40,000
Activity: Food Banks	Applicant: Second Harvest Food Banks	\$25,000	\$0	\$25,000
Activity: Legal Services	Applicant: CRLA	\$25,000	\$20,000	\$25,000
TOTAL PUBLIC SERVICES SUBJECT TO 15% CAP				\$90,000
Activity: Nueva Vista & Beach Flats Community Centers (CBDO)	Applicant: Nueva Vista Resources	\$100,000	\$100,000	\$100,000
TOTAL PUBLIC SERVICE FUNDING (INCLUDING CBDO)				\$190,000
CAPITAL IMPROVEMENT PROJECTS		Requested Funding	Prior Year Funding	Recommended Funding
Activity: Market St. Senior Center Renovation	Applicant: City of Santa Cruz	\$125,000	\$100,000	\$110,000
Activity: Senior Art Studio at Louden Nelson	Applicant: City of Santa Cruz	\$50,000	\$0	\$50,000
Activity: Homeless Infrastructure Projects	Applicant: City of Santa Cruz	\$250,000	\$456,957	\$236,092
TOTAL PROJECTS FUNDING				\$396,092

Fire

As summer approaches many City residents are wondering if a repeat of the CZU Fire is possible. While wildland fires are a real, and unfortunately increasing threat, they are not the only emergency that people should prepare for. As part of our ongoing public outreach the Santa Cruz Fire Department has prepared a Ready-Set-Go disaster preparation flier. It details the various types of emergencies that can be expected in Santa Cruz.

These range from floods to fires and has specific actions people can take for each. Additionally is has checklists of what people should consider when getting prepared. It specific to Santa Cruz and has local information that people can use. These are distributed during public outreach events and are also available on our website (<https://www.cityofsantacruz.com/government/city-departments/fire-department>). Here is our [Evacuation Plan and Checklist](#).

Homelessness

San Lorenzo Park

On April 1, Judge Susan van Keulen modified the preliminary injunction in San Lorenzo Park to allow the City to relocate campers to 122 temporary campsites in the Benchlands area of San Lorenzo Park. Outreach to the individuals residing in the park regarding their relocation to the Benchlands area of the park has been occurring over the past three weeks. To facilitate the orderly transition, the City created a voucher process for these sites. The distribution of vouchers and relocation began on Monday and continued through the week. Relocated campers were provided with a tent and assigned a demarcated site.

As of Thursday, April 29, approximately 110 vouchers were issued. As a condition of accepting a vouchers, campers signed an agreement to abide by a basic code of conduct. Services on the site include: portable toilets, handwashing stations, a bank of charging stations, and trash collection. The City plans to conduct regular visits to the site to ensure community standards are being upheld.

A notice to vacate the upper areas of the park will be posted on Friday, April 30 so that cleanup can begin on Monday. Police and Parks staff will be managing the movement of any remaining people and materials from that area of the park. The City is working with the County to ensure continuation of regular outreach and support at the new site in the Benchlands.

Highway 1 & 9

In preparation for the closure of the area, City staff walked the site with Caltrans staff this week. Caltrans has still not set a definitive date for the clearing and cleanup. . The timeline has shifted, but the project and the funding are moving ahead. The requirement of the grant funding is that we have a signed contract within six months of the award date, which occurred in mid-December.