

City Manager's Weekly Update

January 28, 2022

Economic Development

Business Development | Extension of Commercial Permits

The City of Santa Cruz adopted a [resolution of the City Council](#) to support recovery citywide and make it easier to fill vacancies in commercial spaces because of the pandemic. Given past business operation restrictions and closure requirements, as well as the ongoing impacts from the COVID-19 pandemic, many businesses have been forced to close temporarily or have made the difficult decision to close permanently, leaving many empty storefronts or spaces in flux while business owners determine the best approach to take in the ever-changing business climate. This extension allows an existing use permit to stay active for a longer period to support a business reopening in the same location or a new business taking over the space with the same operations. The extension provides significant savings on permitting and time to open for those wanting to activate spaces in our commercial districts. It is also a benefit to brokers and property owners in marketing their vacancies to offer a space that has entitlement approval still in place.

This tool is already benefiting a new business that can now take over a previous use permit to get started quickly and with less permitting costs. We look forward to assisting more businesses with this recovery tool. [More information is available on the Economic Development website.](#)

Housing Development & Preservation | Measure O Updates

The Economic Development Department-Housing Division conducts annual monitoring of all Measure O Rental (116 units) and For Sale Units (97 units) to ensure that the residents and landlords comply with Measure O policies. For the 2021 compliance year, we have received nearly 80% of Measure O Rental compliance responses and over 90% of Measure O for Sale compliance responses after sending out multiple rounds of requests to improve the response rate. Annual compliance monitoring of the Measure O units in the City of Santa Cruz will assist in maintaining access to quality affordable housing for our community.

Housing Development & Preservation | \$29 Million in Funding for Pac Station North

The City of Santa Cruz announced on Thursday it was awarded \$29 million in funding for the 100 percent affordable Pacific Station North mixed-use project from the California Strategic Growth Council's [Affordable Housing and Sustainable Communities](#) program. The funding will provide \$20 million for housing, \$9.4 million for transportation and approximately \$300,000 for programmatic elements of the project.

Expected to break ground in 2023, [Pacific Station North](#) will provide 95 one, two and three-bedroom units. The project will include 25 units for families who are homeless or at risk of homelessness, two units for families in the Housing Authority's Family Unification Program and two managers' units. The remaining 66 units will be for families at or below 50-60 percent area median income, roughly \$56,000-\$69,000 for a family of four. The project will also include the redevelopment of Santa Cruz METRO's bus transit station, enhancing the pedestrian experience of Maple Alley, retail and office space and a public bicycle hub. Program funds will support transit passes for residents and workforce development programs.

Homelessness Response

Encampment Management

The 1220 River Transitional Community Camp now has 30 enrolled participants. This week, City staff facilitated the campers' participation in the Project Connect event at the Armory hosted by the County, where several people completed the process to obtain vital records and get connected to public benefits and other services. City staff continues to work with each program participant on their individualized service plans and coordinating referrals to services.

The City completed a planned closure of the Cemetery encampment this week in advance of a significant refuse removal effort in the area to mitigate any possible environmental impacts from seasonal storms.

Action Planning

Next week work will begin on a three-year action plan to address homelessness across the City. The focus of the plan will be a proactive approach that balances helping unhoused individuals get services and support while ensuring our neighborhoods and parks are clean, safe and accessible for everyone.

Library

Santa Cruz County Workforce Collaborative Offers One-on-One Bilingual Career Services and Monthly Career Workshops

Santa Cruz Public Libraries has launched one-on-one drop-in and by appointment bilingual career help services in the Life Literacies Center located in the Downtown Branch Library, 224 Church St., Santa Cruz.

Drop-in job search and career development assistance hours in the life Literacies Center will be held Monday through Thursday from 3-6 p.m. and

Saturday and Sunday from 1-5 p.m. The service will be closed on Fridays. Appointments can be made in advance by visiting the library's online calendar at santacruzpl.org/calendar, asking for assistance at a library service desk, or calling 831-427-7713. Priority will be given to those with appointments.



In addition to one-on-one job search assistance, resume and interview skill workshops in English occur at 10 a.m. every second Wednesday of the month, with topical career workshops at 4 p.m. on the 2nd Thursday. Resume and interview skill workshops in Spanish take place at 10 a.m. every third Wednesday of the month, with topical career workshops at 4 p.m. on the third Thursday. All workshops are free, and participants can choose to attend in-person at the Downtown Library Community Room or online via Zoom. Registration is required.

The Santa Cruz Workforce Collaborative brings together community partners such as the Monterey Bay Economic Partnership's (MBEP) Workforce Development Initiative; Cabrillo College's Career Technical Education (CTE); the Workforce Development Board's Workforce Innovation and Opportunity Act

(WIOA) programs; Goodwill Central Coast's education, training and employment services; and Your Future is Our Business. This project was supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Parks and Recreation

Renovation of Little Field #1

Community Park Staff renovated the Little League Field #1. Approximately 5,000 square feet of sod was installed to make for a perfect playing field. Staff spent time addressing all outfield lips to ensure fair play. Among other field improvements were painting dugouts, painting the backstop, pressure washing the stands and snack shack upgrades. March 1 is officially opening day for Little League. Play ball!!



Planning and Community Development

1811-1815 Mission Street

On Jan. 21, 2022, the Planning Department received a pre-application to construct a three-story, 27-unit Single Room Occupancy (SRO) development on two parcels located in the C-C (Community Commercial) zone district and within the Mission Street Design Overlay district at 1811 and 1815 Mission Street.

The project site is currently developed with two single-family residences and two detached garages. The proposal includes demolition of the existing residences and accessory buildings and the construction of 27 SRO units with a ground floor commercial space, leasing office, and lobby. A handicap-accessible apartment is proposed on the ground floor and 13 SROs on the second and third floors. The project includes approximately 1,971 square feet of open space, as well as private decks for 25 of the residential units with parking located on the ground floor. The project is subject to a 20 percent inclusionary housing requirement at the Very Low Income level. It is estimated that the project will require a public hearing with the Planning Commission for review of a Residential Demolition Authorization Permit, Lot-line Adjustment, and a Special Use Permit. A Community Meeting will be held during the reapplication review, pursuant to the City's Community Outreach Policy for



Planning Projects. The feedback provided may contribute to alterations in the project design. Lane Zorich is the planner reviewing this project.

202 Panetta Ave

The Building and Safety Division signed off on the project known as 202 Panetta Ave. in Phase I of the Delaware Project Area and issued the Certificate of Occupancy to Palisades Builders Inc./Panetta LLC. Below are three pictures of the finished product that created 14 residential condominium Live/Work Units.



350 Ocean St

The Building and Safety Division also performed the final inspection for 'Ocean Street Apartments' located at 350 Ocean St. for the remaining commercial spaces after allowing the 63 affordable residential units to be occupied under a Temporary Certificate of Occupancy late last year. The final Certificate of Occupancy is being held to verify clearance with all other departments.

Police

Coming to a Neighborhood Near You & Opportunities for Residents to Request Speed Trailer Locations

Santa Cruz PD added a new piece of equipment to combat excessive speeds on city roadways. This mobile speed trailer alerts drivers when they're going over the limit flashing "SLOW DOWN" or "TOO FAST" with red and blue lights when speeds are above the posted speed limit.

ADDED FEATURES | The upgraded mobile speed radar trailer will not only monitor vehicle speed but compile traffic count data and speed data to determine the best times for police officers to take enforcement measures. Traffic Officers will be able to efficiently target problem areas, making our community safer for residents, pedestrians, bicyclists and drivers.

The message board on the unit is a programmable billboard that will come in handy at special events to assist with traffic flow.

COMMUNITY RSVP TRAILER REQUESTS | Residents who would like to request the mobile speed trailer in your neighborhood or on your street, email wmorey@cityofsantacruz.com



SCPD Lobby Closed Fridays until Further Notice

Our top priority is the health and safety of our staff and community. To reduce the spread of the Coronavirus, Interim Chief Escalante has decided to modify our lobby hours of operations. The Santa Cruz Police Department Lobby will be CLOSED on Fridays starting on Jan. 28, 2022, until further notice. ***Call or utilize the intercom outside of the PD Lobby*** Records staff is still hard at work here and answering phones.

Contact Records Division at (831) 420-5870

Friday, 6 a.m.–4:30 p.m.

-Assistance requesting police reports and records inquiries

Contact Dispatch at (831) 471-1131

- Speak with an officer on duty.
- Request a post storage hearing/require a vehicle release
- Need a citation/ticket signed off
- For non-emergencies

For an emergency that affects life or property, call 9-1-1

Dispatchers are on duty 24 hours a day to take your calls, and you can file a report online at www.santacruzpolice.com both actions will appropriately notify your SCPD officers.

As always, SCPD continues to respond to all calls for service, patrol city streets, and protect our community.



Public Works

Street Maintenance

Our Street Maintenance crews installed a temporary fence on West Cliff Drive to keep pedestrians safely away from the eroding cliff. This is temporary until our engineering project to address erosion

begins here. They also created a safe walking path in front of the 1220 River Street transitional camp with barriers to prevent vehicles from parking in this area.



Recent rain created a large pothole at Ocean and Water streets. Our Traffic Engineering and Street Maintenance crews quickly patched it to prevent a traffic hazard.



Traffic Engineering

On Wednesday, Street Smarts hosted its fourth 'Be Safe Be Seen' pedestrian safety booth at Holy Cross Food Pantry, part of our Office of Traffic Safety grant outreach. Our City translator was present to help with dialogue regarding both pedestrian and cycling safety. Reflective gear and bike lights were provided to visitors very likely unable to afford such items.

Wastewater Treatment Facility

Operators, maintenance mechanics, and electricians participated in a group training session this week to learn the day-to-day basics of operating the new and improved UV Disinfection system. It uses less energy, reducing the cost of treatment and saving ratepayers money. The automated system is designed to respond to changing plant conditions in real-time with minimal intervention. The new system is nearly ready to be turned over to City staff and be put into service.



Water

Good news: we continue to pump from the Felton Diversion Dam up to Loch Lomond, and as of this week, the Loch is just shy of 84 percent full. Bad news: the National Weather Service reported this morning that “Tuesday and beyond is not looking good for precipitation. Longer range model consensus, both ensembles and clusters, show a stout ridge developing off the Pacific Northwest coast. This ridge, unfortunately, looks to keep the region drier for the foreseeable future.”

Just as increased costs affect everything from groceries to automobiles, we are seeing an increase in materials used in our projects. Pipe prices alone are up 16-37 percent, adding significantly to the cost of some projects. With that in mind, we’re spending more and more time pursuing grants. The latest is a grant application we’re submitting through the Mid County Groundwater Agency—the grant would cover up to \$3 million in water supply planning and project implementation work.

As the construction project to replace three concrete holding tanks behind Ocean Street Extension residents has moved into high gear, the project in their front yards – the water main replacements under their street – is finally wrapping up. Between the Coast Pump Station water main replacement project, the Ocean Street Extension water main replacement, and the tanks project at the Graham Hill Water Treatment Plant, we’ve been in the Ocean Street Extension neighborhood for quite some time. We’re grateful for their patience and support as we perform these critical upgrades to the water system.



Felton Diversion Dam inflated and doing its job



Water main replacement on OSE



Concrete tanks demolition at the Graham Hill Water Treatment Plant, behind OSE