

City Manager's Weekly Update

City of Santa Cruz

April 17, 2023

Earth Day Events for Employees!

Sign Up for the Resilient Santa Cruz Earth Day Challenge

The Climate Action Program is promoting the online Resilient Santa Cruz platform—a one-stop-shop for climate action. Learn your carbon footprint, identify rebates and incentives that you might be eligible for, commit to taking action, and win prizes!

Register by Earth Day on April 22, 2023 and be eligible for a random drawing of registered employees to win \$100 in Downtown Dollars, a \$50 New Leaf gift card, \$50 Leaf and Vine

gift card, and \$15 Homeless Garden Project Store and Penny Ice Creamery gift cards. Learn more [online](#). Earth Day returns to Santa Cruz on Saturday, April 22, 12 - 4 p.m., at Cooper Street, Abbott Square and the MAH in downtown Santa Cruz! [Learn more here!](#)

Tree Planting on April 20, 2023!

Join City staff and community members for a tree planting event at City Hall near the flag pole on April 20, 2023 at 1:30 p.m.



We will celebrate the adoption of the Communitywide Climate Action Plan 2030. Learn more [Resilient Santa Cruz online](#).

Electric Battery Tools and Equipment Demonstration

Join our Parks Maintenance Teams on April 21, 2023 for a demo of electric battery-operated tools and landscaping equipment from 12:00 p.m.-2:00 p.m. at City Hall.
#electrification #decarbonization #climateaction

Economic Development Updates



Ocean Street Gateway Revisioning

Economic Development and Housing is pleased to announce the release of a public opinion survey to guide beautification of the main gateway to Santa Cruz at Ocean Street and Highway 17. Community members are encouraged to provide early input that will guide the design of potential project elements, including public art, iconic welcome signage, and design.

Community feedback will set the direction for the RHA Landscape Architecture design team and the selection of an artist who will reimagine the gateway in several concepts. Further public outreach is planned to select a final design for construction. [Take the survey online](#). For more information, contact David McCormic at <dmccormic@santacruzca.gov> or 831.420.5156.

City Celebrates Issuance of Building Permits for Affordable Housing Units and Meets 5th Cycle Regional Housing Needs Allocation Targets

The City of Santa Cruz Planning Department is excited to announce the issuance of building permits for two major housing projects in the City. On April 13, 2023, the department issued building permits for 314 Jessie Street, which will provide 48 affordable housing units for mentally disabled and formerly homeless households earning between 20% and 50% of the Area Median Income (AMI) plus two managers' units, and Front/Riverfront at 418-428 Front Street, a project that will bring 175 units of housing, including 15 units affordable to those making 50% of AMI and five units affordable to those making 80% of AMI, and with ground-floor commercial space on Front Street and at the river levee. The Front/Riverfront project is set to serve as a catalyst for changing the way locals engage with the San Lorenzo River in the area spanning Soquel Avenue to Laurel Street. Its extension of the Riverwalk up to the second floor of the new building will allow for its alignment with vibrant activities, while the public will be granted access to the area between the current Riverwalk and the new structure.

The completion of these projects marks a significant milestone for the City of Santa Cruz. The Jessie Street project alone means that the City has met its 5th Cycle Regional Housing Needs Allocation targets in every income category, an accomplishment that only about 6% of jurisdictions in the State have achieved or are on track to achieve. The Planning Department would like to thank everyone who worked tirelessly to help make these two projects possible, along with countless others who facilitated all the 5th Cycle projects.



Looking ahead, the City of Santa Cruz Planning Department is preparing for the 6th Cycle, which has five times the number of units as the 5th Cycle. The department is committed to meeting this ambitious goal and will count building permits issued on or after July 1, 2023 towards the 6th Cycle target numbers.

The Planning Department is grateful to the community for its support in achieving these important milestones and looks forward to continuing to work together to provide affordable housing for all residents of Santa Cruz. More information is available [online](#).





West Cliff Community Meeting on April 27, 2023

The City of Santa Cruz is pleased to invite residents to participate in the West Cliff Update Community Conversations, an in-person meeting to be held on Thursday, April 27, 2023 from 5:30 p.m.–7:00 p.m. at London Nelson Community Center.

Attendees will learn more about data collection, traffic, and revetment projects, and future planning with City staff, Farallon Strategies, and Save West Cliff. More information is available [online](#).



Ferris Wheel Proposed for Boardwalk

On March 30, 2023, the Planning Department received an application from William S. Bagnall Architects Inc. to construct a 68-foot tall Ferris Wheel ride at the Santa Cruz Beach Boardwalk (400 Beach Street). The Ferris Wheel, or “Chance Wheel,” is proposed to replace the existing “Rock and Roll” ride at the eastern side of the amusement park. The application includes a Coastal Permit, Design Permit, and Special Use Permit, as the proposed ride exceeds the zoning district height standard of 40 feet. The application requires a public hearing before the City Planning Commission. The appropriate environmental review document under the California Environmental Quality Act will be determined during the initial City review. Rina Zhou is the planner for the project application.



Severe Weather Shelter

In response to this year's storms and extreme weather events, the City opened a severe weather shelter and warming center to help unhoused people to stay dry. Street outreach was also increased in neighborhoods and open spaces throughout the City to share critical information and connect people to shelter. Since January, the City opened the Severe Weather Shelter for 19 nights, offering a total of 725 overnight sleeping spaces. Guests were provided with food, drinks, supplies, and support services at the shelter site. More information about the City's homelessness response work is available [online](#).



Water Department Construction Projects Update

The tie-in of the new tunnel piping to the Newell Creek Pipeline is complete at the toe of the dam. The very complex project is within just a few months of completion. The Water Department is reviewing the Request for Qualifications to prequalify contractors for construction of the Newell Creek Pipeline segment between Felton and the Graham Hill Water Treatment Facility. The department hopes to release the Request for Proposals in May. Traffic impacts on Graham Hill Road are expected. After almost two years of construction, the project to replace the concrete tanks at the Graham Hill Water Treatment Facility is now halfway complete.

Phase II of Delaware Addition Planned Development Under Review

At the end of January 2023, the Planning Department received an application from Palisade Builders to construct a mixed-use development consisting of five buildings on four properties at 100, 200, 300, and 400 Ingalls Alley, also known as Phase II of the Delaware Addition Planned Development.

This project was originally approved by the City Council in 2008 on the 20-acre site located on the north side of Delaware Avenue, west of Swift Street and east of Natural Bridges Drive. The permit allowed for the development of a 57-lot mixed-use industrial/commercial/residential development with the potential buildout of 535,553 square feet and 145 industrial/commercial condominiums and 248 residences. The permit was modified several times, including a major modification in 2017 that increased the number of new lots from 57 to 75, and increased the maximum buildout to 588,251 square feet, among other aspects. The project site is split into three phases of development—Phase IA is complete, and Phase IB is being developed. This project constitutes Phase II. Construction/improvements on Phase III has not yet begun.

The properties that are currently under review are vacant and located within the IG/PER-2 (General Industrial/Performance Overlay) zone district. The proposal includes construction of 161 residential units, 7,719 square feet of commercial space, and underground parking.



A similar project was approved at this site in 2018 with the owner of the Delaware Addition as the applicant. The project received approval of an Administrative Design Permit, and Building Permits were ready to issue but were not picked up by the applicant and subsequently expired. The current proposed project is similar to the one approved in 2018 with minor changes. The current application requires approval of an Administrative Design Permit and is similar to the City's existing Design Permit process in that no public hearing is required; however, the permit is not appealable by the public. The applicant also submitted a Building Permit application to be reviewed simultaneously with the Design Permit. Both applications are under review and the applicant is currently working on revisions for resubmittal. Rina Zhou is the planner for the project.



Concerts and Humble Sea Pop-Up Coming to the Wharf!

The Santa Cruz Wharf is in for a lot more excitement this year, beginning with the reopening of Stagnaro's Restaurant and the recently announced Tuesday Night Live Concert Series. The first concert will be on May 9, 2023 with The Lost Boys, featuring James Durbin. The City Council also authorized a seasonal beer garden hosted by Humble Sea at the former Miramar site.

Humble Sea's surprise soft opening is likely to occur any weekend in April, and the site is expected to evolve as full buildout plans are finalized approaching summer. The site will be fully accessible to the public, with no purchase necessary to enjoy the view.

Humble Sea will have exceptional local beers on tap and a curated beer pairing menu offered by local food trucks. Visitors will be encouraged to check out the Humble Sea merchandise, explore Wharf retailers, and bring in takeout from any Wharf restaurant for a one-of-a-kind dining experience.



The Humble Sea Pop-Up will be open daily from Memorial Day through Labor Day. An amended schedule will follow in the fall, likely to include weekends from Labor Day to Halloween and January to Memorial Day (weather dependent). Questions can be directed to David McCormic at 831.420.5156 or <dmccormic@santacruzca.gov>.

