

City Manager's Weekly Update

April 22, 2016

ECONOMIC DEVELOPMENT

Plan, Permit, Launch and Grow!

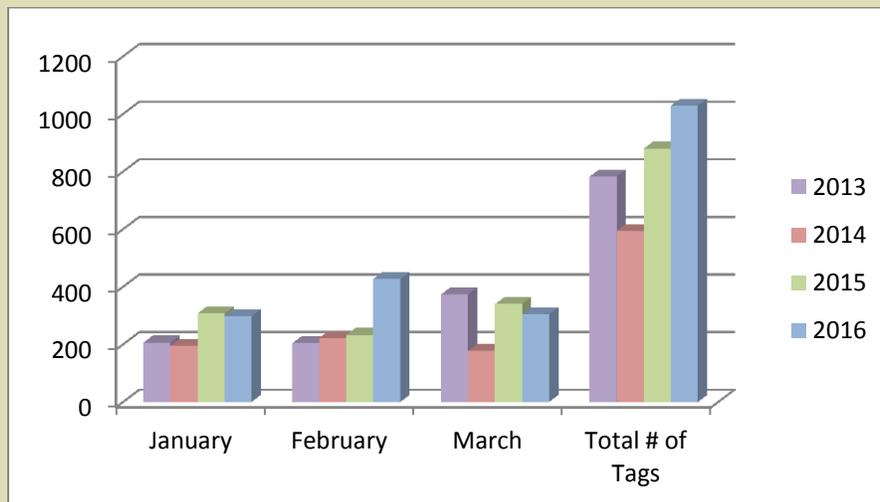
We would like to share a new tool that we have recently soft-launched on the Economic Development website, ChooseSantaCruz.com to better inform the business community about the steps required to get a business up and running in Santa Cruz. This tool came about because of the assistance of all departments sharing their processes and information with us so that we can provide high level information to the business community to better prepare them for interactions with the City when they come in for a business license, permit or development project. We are calling the tool the "Business Road Map" and you can view it here:

www.choosesantacruz.com/start

We want to get this tool fine-tuned so that we can announce it to the public in the coming weeks, so please send any comments to Rebecca Unitt at RUnitt@cityofsantacruz.com, 420-5157. We also want to state that just as information is frequently evolving, this site too will evolve and grow over time as things change so we are happy to update and edit as needed in the future. These pages are in no way set in stone and we hope that as people engage with the site and we work through it with them we can learn what works and what doesn't so the information is always first and foremost accurate and actionable.

Graffiti Update:

There were 304 tags removed during the month of March, totaling 3,358 square feet. This is down from 340 tags last March! However, after a particularly heavy February (427 tags total), we are currently at a 3 month total of 1,029 graffiti tags, the highest rate we have been at for the last 3 years! Below is a graph that shows the rate of graffiti from 2013 – 2016 from the first 3 months (January, February and March).



The Invitation for Bids for Graffiti Abatement Services for FY2017 was posted on Monday April 4. The invitation for bids will be open until Monday April 25 at 4pm, when there will be an opening of the bids at the Economic Development Department (337 Locust Street). To see the IFB, please visit the City's website here:

<http://cityofsantacruz.com/Home/Components/RFP/RFP/51/2109>

PUBLIC WORKS

Streets/Traffic

Staff removed failing concrete on Leibrandt Street and painted street markings on Front Street.



Parking Facilities Maintenance Crews have continued to beautify River/Front Garage.



Waste Reduction

Earth Day was a main event this week. Waste Reduction staff worked from set-up to clean-up on Saturday setting up eco stations and training volunteers to assist festival attendees on what went in recycling, compost and trash. We also hosted the annual environmental class challenge, with three schools participating and the recycle fashion show. 15 students from Fashion Teen Santa Cruz modeled outfits made from recycled material or had an earth theme.



Waste Reduction staff hosted two school field trips at the Resource Recovery Facility this week. Students love seeing the trucks empty their loads of recycling, the colorful bales of plastic and the mountain of scrap metal. Added sightings included a gopher snake crossing the road and a large alligator lizard, both common residents of the facility.



Green Business

Press Juices & Sandwiches, the kiosk in front of Pacific Wave, was just Green Business certified! They are now listed on the database.

Collections

We worked with the Planning Department on the Neighbors of Lower Ocean community clean-up collecting 1.72 tons of refuse and 1.16 of divertible items including ridged plastic, metal, tires and mattresses. This week we have also collected 1.13 tons of illegal dumping.

Community Relations

We will be shooting our 30-second anti-contamination PSA starring SC Warriors Mav'riks on May 4 at Kaiser Permanente Arena.

Last week staff attended the CAPIO (California Association of Public Information Officials) Conference in Lake Tahoe.



Parking Services

Occupancies at the Locust Garage ranged 85- 95% between noon and 4pm this last week with weekend occupancies at 55- 60%. Permit holders account for 55% of parked vehicles weekdays between noon and 4pm and 10% of parked vehicles on weekends. We have 232 persons on the waitlist wanting 332 permits. The waitlist is 10 months long.

Occupancies at the Soquel/Front Garage ranged 90- 95% between noon and 4pm this last week with weekend occupancies at 75- 80%. Friday night between 6pm and 8pm the garage was at capacity. Permit holders account for 45% of parked vehicles weekdays between noon and 4pm and 15% of parked vehicles on weekends. We have 193 persons on the waitlist wanting 365 permits. The waitlist is 14 months long.

Occupancies at the River Front Garage ranged 90- 99% between noon and 4pm this last week with weekend occupancies at 40- 60%. Permit holders account for 60% of parked vehicles weekdays between noon and 4pm and 10% of parked vehicles on weekends. We have 147 persons on the waitlist wanting 488 permits. The waitlist is 7 months long.

Our 4 electric enforcement vehicles are back in service. The manufacturer had recalled them back to Canada; they had been out of service about 2 months.

Landfill and Processing

Landfill staff is excavating a new access road to accommodate construction plans for the new cell. Unfortunately this has required the crew to remove an area of existing fill. The new access road should be completed by the end of the week.



Reprocessed concrete has been moving off-site with contractors purchasing over 100 tons a month. We are starting to see a dent in the enormous pile.



Santa Cruz Police have been training on ATV's at the landfill and are enjoying some beautiful weather and an awesome ocean view.



Engineering

West Cliff Path Sinkhole: The Contractor (Don Chapin Company) is paving the path and parking lot and taking down the fence today, April 21. City crews will stripe parking spaces and place wheel stops next week.

2016 Surface Seal and Overlay Projects: The Overlay project was awarded to Granite Construction on 4/12 (\$1.76m). The surface seal bid protest was denied and the contract awarded to Telfer Pavement Technologies on 4/13 (\$1.84m). The city will be awaiting bonds and insurance and then working on executing the contracts. It is probable that both projects will have notices to proceed before the end of the month. These projects will be constructed over the summer.

WWTF Operations and Maintenance

Operations have removed from service secondary clarifier #1 for annual mechanical inspections. Operations has completed cleaning of the tank and release to maintenance to begin the critical inspection and assessment process.



The Maintenance division continues with equipment rehabilitation at anaerobic digester #4. The digester is being re-equipped with major components in preparation for being placed back in service towards the end of this year. Picture shows maintenance preparing for the new installation of the gas mixing compressor package.



Wastewater Collections & Flood Control

Crews assisted contractor with vacuum work on West Cliff Drive. This was part of the work needed to pour concrete for the sinkhole repair. Crews also cleaned Storm Station II on San Lorenzo Blvd to remove sediment and debris as part of our storm water permit requirements.



PARKS AND RECREATION

PARKS DIVISION

PARKS MAINTENANCE

Arana Gulch Open Space Restoration

On April 17th, Cub Scout Pack 608 volunteered on a native plant restoration planting day. The Cub Scouts assisted Parks Division staff plant sixty Mugwort and California Roses near the Arana Creek Bridge. The Arana Gulch Multi-Use Path permit approvals identify the location as a replacement area to recover native vegetation that was removed during path construction.



Habitat Youth Project - De Anza College

Pilkington neighbors & City arborist Leslie Keedy collaborated with twenty-three De Anza College students in the removal of invasive grasses, and then followed removal with the planting and watering of California native plants, which they placed by the creek.

MUNICIPAL WHARF

Restrooms Renovated Beautifully

ADA Improvements to Public Restrooms at Santa Cruz Wharf are nearing completion. The gate out front and the grab bars at



the lavatories should be installed by the end of the week and a final inspection seems likely next week.

RECREATION DIVISION

SPECIAL EVENTS

Jazz on the Wharf

Join us for Jazz on the Wharf this Sunday from 11:30 – 5:00 pm.

Appearing on the Wharf stage will be Kuumbwa Jazz Honor Band from 11:30am - 12:30PM, which is composed of the best of the best high school student musicians from Santa Cruz and neighboring counties; Boss City jazz band from 1:00 – 2:00PM, which is a 5-piece instrumental band that



plays jazz, funk, Latin, and blues-flavored music; renown jazz vocalist Tammi Brown from 2:30 – 3:30PM; and finishing off the day will be SambaDá from 4:00 – 5:00PM, dubbed the West Coast's hottest Brazilian band by promoters, journalists and fans, SambaDá musically unites the Americas. Enjoy our wharf merchants, craft beer, wine, music and sunshine.

Louden Nelson Community Center

Rumors, A Play by Neil Simon

Georgiana Bruce Kirby school presents Rumors, a play by Neil Simon, directed by Marnae Taylor at the Loudon Nelson Community Center. Show times are April 21st – 23rd at 7:30 pm and April 23rd – 24th at 2:00 pm.

Spring Iris Show

Monterey Bay Iris Society presents their annual Spring Iris Show at the Loudon Nelson Community Center Saturday, April 23rd 1:00 – 6:00 pm and Sunday, April 24th 10:00 am – 5:00 pm.

Monterey Bay Iris Society *2016 Iris Show*



Saturday April 23, 2016, 1:00 to 6 pm
Sunday April 24, 2016, 10 am to 5 pm

Louden Nelson Community Center

301 Center Street, Santa Cruz, CA
Admission is Free
Parking available at the Police Station on Center St.

Teens

On Wednesday, April 13 the Teen Center held their 2nd Annual Teen Job Fair at the Loudon Nelson Community Center. Over 200 teenagers attended this event which featured 5 in person employers who were offering over 20 jobs. Additionally, resources were available for teenagers to receive paper applications from 10 other employers and access to apply online at many other locations. Finally there were resources for volunteer jobs, educational coaches and interviews & public speaking tips for the teens.

Gardens

The water is turned on and we are now assigning plots for the gardens at Riverside Gardens Park. Postcards were mailed to all the residents in the general area to give first time priority to neighbors and 18 people responded expressing interest in the 11 plots, one of which is ADA accessible. After a lottery style drawing plots were assigned and we now have a waiting list of 7 people. Neighbors of the park have been clamoring to garden there since the park opened two years ago.

THE CIVIC

Annual Gem and Mineral Show

The Civic staff is preparing the Auditorium this week for the annual Gem and Mineral show this weekend; April 23 & 24. Since 1953, features exhibitor displaying and selling their wares. Sponsored by Santa Cruz Mineral and Gem Society. Show runs from 10am-5pm- entry is \$4.



Tree Dedication for Dannettee

A gathering of Parks and Recreation staff members occurred at 9:30AM on April 14 at Harvey West Park's Friendship Gardens. A Ginkgo tree was planted in Dannettee Shoemaker's honor, and staff had a chance to bid a final farewell to the person who led the department through decades of growth, successes and challenges. She continues to care about the department, and more importantly the people she served with.

PLANNING AND COMMUNITY DEVELOPMENT

A couple of project updates –

515 Soquel. This week our department received an application to construct a multi-family residential development at this address. The site consists of three parcels that front on both Soquel and May Avenues and is split zoned. The parcel fronting Soquel is in a Community Commercial zone district, while the other two parcels fronting May Avenue are in the RL (Multi-Family Residential – Low Density) zone district. The proposal is to demolish an existing commercial structure, reduce the number of lots to two and reconfigure them such that they line up with the zoning boundaries, and to construct a four story 51 unit single room occupancy building along the Soquel frontage and two duplexes on the lot fronting May Avenue. In addition to Design and Special Use Permits, the applicant is applying for a Conceptual Planned Development (PD) Permit. The Conceptual PD is a seldom used provision in the Zoning Ordinance, which allows applicants to obtain staged approval of a project. First, the general layout and uses are considered by Planning Commission and City Council. If approved, a Design Permit application follows which would establish a more precise site and building plan. Public hearings are expected to occur this summer. Ryan Bane is the planner working on the project.

KC's Sports Bar/711 Pacific. The Planning Commission heard an appeal of a Zoning Administrator decision to reduce the hours of operation from a closing time of 1:30 am to 11:00 pm for this legal, non-conforming low risk alcohol outlet. They are considered legal, non-conforming because their Administrative Use Permit (AUP), approved in 2014, predated the City Council's recent amendment to the low risk alcohol outlet definition which requires these establishments to close by 12:00 a.m. Shortly after their AUP was approved, Police experienced a spike in calls for service in the vicinity of the business. Additionally there has been documented non-compliance with conditions of approval including inoperable security cameras, employees not trained in the Responsible Beverage Service program, noise violations, unpermitted entertainment, limited entry during certain times to patrons age 21 and over, and extended hours of operation.

Both PD and Planning staff met with the owners a number of times in an effort to get the business into compliance, but were unsuccessful. This resulted in a request from the Chief of Police to have the permit reviewed at a public hearing. In March, the Zoning Administrator concurred with the staff recommended hours of operation, which were consistent not only with the Alcohol Ordinance, but other similar establishment in the Downtown that had a restaurant and bar. At the appeal hearing, the Planning Commission took testimony from our Department, Police Department representatives and the applicant, who acknowledged wrongdoings and promised reforms. They indicated that an 11:00 pm closing time would put them out of business. The Planning Commission on a vote of 4-1 took action to allow a midnight close. The Planning Commission's decision is appealable to the City Council within 10 days. Any questions on this matter should be directed to Eric Marlatt in Planning and either Warren Barry or Rick Martinez in Police.