



Planning/Community Development

Planning and Community Development



Department Description

The Planning and Community Development Department provides long-range planning for the City's future development; processes building and land use applications; protects the life, health, and safety of our community through plan review and inspection; facilitates green building practices; issues permits for construction and inspects for code compliance; facilitates citizen participation in the land use decision-making process; coordinates and develops the City's sustainability programs with other departments; and performs other policy work as required by the City.

The Planning and Community Development Department's primary objective is to provide the best level of service related to planning, permitting, and building safety elements within the City of Santa Cruz.

The Planning and Community Development Department is organized by the following divisions: Administration including the Records program; Advance Planning, Building and Safety; Code Compliance, including Rental Inspection Services; and Current Planning.

Workload Indicators

Number of inspections	
FY18	13,013
FY17	14,203
FY16	12,622

Number of planning & building customers served in person	
FY18	10,125
FY17	9,772
FY16	8,225

Number of building permits issued	
FY18	1,653
FY17	1,704
FY16	1,747

Number of discretionary planning permits approved	
FY18	196
FY17	190
FY16	178

Number of code cases closed	
FY18	541
FY17	352
FY16	265



Advance Planning Division

FY2019 Accomplishments

Environmental Sustainability and Well Managed Resources

- Continued to make updates our Local Coastal Program to address coastal-specific issues and to ensure its overall consistency with our adopted General Plan 2030.
- Continued to make updates to the City's General Plan, Zoning Ordinance, and policies to support the cities larger housing, economic, infrastructure, and other goals. Continued to facilitate the creation of economic development opportunities in the City's industrial areas, protecting them from incompatible uses.

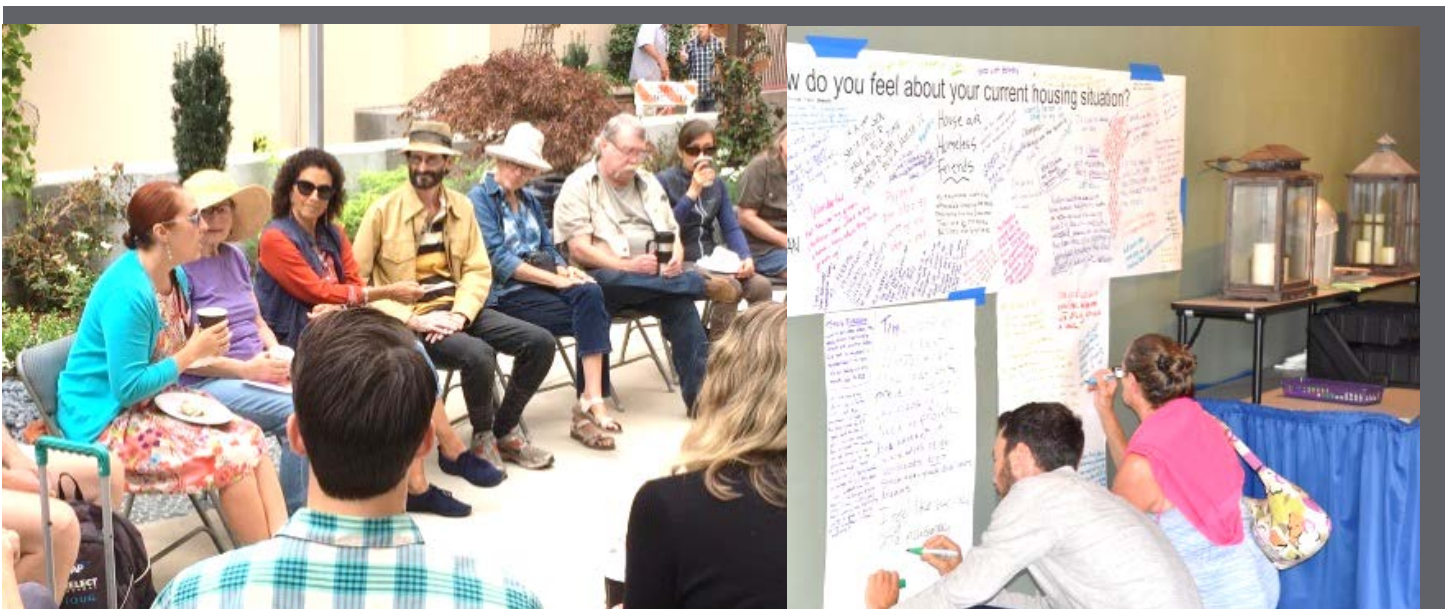
- Continued to support and participate in Climate Action Plan implementation initiatives.
- Continued to participate in and support interagency collaboration in the areas of traffic and transportation, workforce housing, watershed protection, economic development, campus development, climate action, etc.

Community Safety and Well-Being

- Secured Council approval of a Community Engagement policy that provided framework outlining expected community outreach for development projects and planning policy considerations.
- Secured Council approval of an ordinance stipulating that large rent increases will trigger relocation assistance for tenants should they choose to leave the unit rather than accept the rent increase
- Managed the Rental Housing Task Force process, including recruitment of and contract management for mediation and task force scoping consultant, provided recommendations on various approaches Council may want to consider in moving forward and drafted numerous staff reports in response to council direction and inquiries related to rental housing, landlord/tenant relations and just cause eviction provisions.

Economic Vitality

- Secured Council approval of updates to the City's Cannabis Ordinance to allow cross-jurisdictional cannabis delivery. In partnership with the Finance Department, secured Council approval for a reduction in the tax rate for cannabis distribution and testing businesses, and submitted proposed language to Council for reductions in the tax rate for other cannabis businesses which are still under review.



Advanced Planning Community Meeting and Thinking Together Advance Planning



Financial Stability

- Drafted and submitted a nomination for a Northern California Chapter American Planning Association Public Outreach Award for the Housing Voices Outreach Process, award status to be determined; in partnership with the Climate Action program, received a \$200,000 grant from the California Coastal Commission to update the City's Local Coastal Plan with a Hazards element, addressing issues such as sea-level rise and wildfires; in partnership with Public Works, drafted grant applications for various climate adaptation, urban greening and bicycle/pedestrian improvement projects.

Organizational Health

- In partnership with the City Manager's Office, submitted a proposal for an educational session at the 2019 APA National Planning conference, outlining the Housing Voices Outreach and Implementation processes. Proposal was selected through a nationwide competitive process, and session was presented to a national audience of planning professionals on April 14, 2019.

Economic Vitality and Financial Stability

- In partnership with Public Works initiated amendments to the City's downtown parking standards to facilitate housing development. Updates included allowing a downtown project's parking requirement to be located off-site and updating the downtown in-lieu parking fee program in an effort to improve cost recovery and incentivize use by future development.

Reliable and Forward-Looking Infrastructure and Facilities

- The Local Agency Formation Commission is mandated by State law to undertake Municipal Service and Sphere-of-Influence reviews every five years. Staff worked directly with the LAFCO team to undertake this review in 2018.

Community Safety and Well-Being and Economic Vitality

- Secured Council approval of various updates to the City's ADU ordinance aimed at progressively facilitating more ADU production, such as expanding the definition of conversion ADU, removal of ADU parking requirements and cutting by half specific planning department fees required of ADUs. Certain modifications affecting the coastal zone are pending California Coastal Commission approval.
- In partnership with the Current Planning Division, Code Compliance Division, and the Finance Department, developed the process for issuing short-term rental (STR) licenses. Process included significant operator outreach, establishment of an online permit application and fee payment process and development of internal fee capture and licensing protocol between departments.



Advanced Planning Community Outreach

Reliable and Forward-Looking Infrastructure and Facilities

- The Local Agency Formation Commission is mandated by State law to undertake Municipal Service and Sphere-of-Influence reviews every five years. Staff worked directly with the LAFCO team to undertake this review in 2018.

Additional Accomplishments

- Presented at fifteen City Council meetings and five Planning Commission Meetings.
- Supported and participated in Climate Action Plan implementation initiatives.
- Participated in and supported interagency collaboration in the areas of traffic and transportation, workforce housing, economic development, watershed protection, campus development, climate action, etc.
- Ongoing management of FEMA Floodplain Insurance Maintenance program.

FY2020 Goals

Economic Vitality

- Further examine current ADU permitting process, evaluating Zoning requirements and fee requirements that might be modified to facilitate increased ADU development.
- Develop creative and progressive options for the legalization of unpermitted dwelling units/ADUs.
- Prioritize our housing strategy to ensure creation of a variety of housing types.
- Update zoning code to allow for efficient use of limited land through higher density projects.
- Continue to update Parking Standards in Zoning Ordinance to promote increased housing options, prioritizing the update and related codification of existing downtown parking standards for residential development to increase efficiency of land use and improve affordability.
- Continue to incentivize development of housing, including affordable and inclusionary options, through use of inclusionary and density bonus regulations, updating those regulations as needed.
- Continue work with interdepartmental team to facilitate the library relocation and public parking garage project.
- Continue to seek and secure grants for programs and projects.

Community Safety and Well-Being

- Advocate for consistent use of the Council-adopted community outreach policy to ensure that the community has the opportunity to participate early in the process for current and advance planning projects/policy modifications.

Current Development Projects



Building and Safety Division

FY2019 Accomplishments

Community Safety and Well-Being

Contribute to the protection of the life, health, and safety of our community by performing our core duties of plan review, inspection, and customer service.

- Performed over 8,900 inspections*
- Performed over 3,600 permit and/or plan reviews*
- Served over 6,500 customers at the public building counter*
- Issued over 1,600 permits*
- Accepted over 1,900 building permit applications*

Economic Vitality

The Building and Safety Division supported the increase of new housing units in the City of Santa Cruz by providing plan review and inspection services for the following new, replacement, or legalized units:

- 378 new apartment or condominium units, 142 of which are new affordable units
- 133 single family residence, ADU, duplex, or townhome units*

**Please Note: Statistics marked with an asterisk are derived from the 2018 calendar year to provide a full year of available data. Statistics without an asterisk are totals from two thirds of the current fiscal year only and do not project estimated totals for the full year.*

Reliable and Forward-Looking Infrastructure and Facilities

- The Green Building Program engaged the community through outreach, education, and collaboration with the Climate Action Program. This included attending special events and conferences, developing future planning measures with Climate Action, and developing and maintaining a library of informational emails on Green Building measures to reduce building-related energy and water use, improve occupant health, and increase building longevity.
- **Green Building Awards** The Green Building Specialist presented 3 awards before City Council on construction projects so far this fiscal year:
 - 555 Pacific Ave – New residential multi-family, mixed use building
 - 252 3rd Ave – New residential single family dwelling
 - 512 Second St – Residential alteration



Engaged and Informed Community

Increased and enhanced communications and outreach with our applicants, contractors, design professionals, and community.

- Provided community support and information at community meetings for ADU ordinance proposals.
- Facilitated in-house meetings with applicants to mitigate and overcome challenges that come up during the design and construction of projects.
- Participated in recurring interdepartmental meetings to ensure cohesive citywide plan reviews for large scale or involved projects.
- Provided updates to the City Manager Report for major milestones and project updates.
- Trained and registered applicants, contractors, design professionals, homeowners, tenants, and property owners to use our online permit portal to track projects, receive plan review responses, and to be better informed and engaged throughout the permit process.
- Attended and provided support for Developers Roundtable meetings.
- Coordinated preconstruction meetings, introducing key city staff to the project construction team; discussing roles, responsibilities and expectations in an effort to get the project off to a good start and to work toward a successful outcome.
- Made customer service surveys available to gain valuable division and department feedback.

Community Safety and Well-Being Organizational Health

- The City of Santa Cruz hosted a California Office of Emergency Services (CalOES) Safety Assessment Program (SAP) Evaluator training for our local licensed engineers, architects, and certified building inspectors. Training our



local design professionals and certified building inspectors to be certified SAP Evaluators ensures that we have local, qualified professionals to call on to assist our community for safety assessment of structures following a natural disaster. All eligible Building and Safety Division staff are now certified SAP Evaluators, as well as many of our local design professionals.

- Staff attended trainings including state sponsored, local, and in house trainings on topics including but not limited to electrical safety, disabled access, photovoltaic solar, structural, and other trades that support the life, health and safety of the community.
- Building & Safety hosted a regional meeting attended by 75-100 Building Officials from Monterey to San Francisco where they gained training on state standards from speakers from various state agencies.
- Staff members attended a Bluebeam conference in preparation for the City of Santa Cruz transition to digital plan review.
- Staff members attended a regional storm water training on Construction Site Best Management Practices to help ensure job sites remain operational and compliant with municipal pollution prevention requirements to help protect our waterways.
- Staff attended City provided trainings on a range of topics including but not limited to conflict management, cultural diversity, as well as trainings in support of supervisory skills.

Services provided for significant projects include:

- Performing inspections for Park Pacific, a 4 story mixed use building which includes 79 residential units (12 of which are affordable), commercial space, and below grade parking.
- Performing inspections on an addition to Breakers Apartments to result in an additional 20 residential units for the existing apartment complex.
- Performing inspections on the Water Street Apartments, a new 41 unit affordable housing complex.

WATER STREET, 708, 712, 718, & 720 - WATER STREET AFFORDABLE HOUSING



- Performing plan review and expect to issue a permit prior to fiscal year close for 65 affordable housing units for the apartments located at 350 Ocean St.
- Performing inspections for a new 4 story Courtyard Marriott hotel.
- Expect to be providing inspection services for the Surf Colony Hotel in early spring, the hotel will include 10 guest rooms, retail, and a rooftop deck.
- Performing inspections on a new 60 room, 3 story Hampton Inn hotel on Mission St.
- Performed plan review for a new 60 room, 3 story La Quinta Inn and Suites hotel to include 60 guest rooms, fitness facility, and lobby. Construction is expected to start in early spring.
- Reviewing plans for the new La Bahia Hotel. This is a 6 story hotel with a basement to include 2 restaurants, 165 hotel rooms, and a ballroom.
- Facilitated tenant improvements and construction of new buildings for businesses including but not limited to Looker, Starbucks, Blaze Pizza, Verve, Alderwood, Barceloneta, Snap Taco, Amazon, Poke House, Costco Wholesale, Westcliff Wellness, ExtraSpace Storage, Toadal Fitness, Shrine Coffee, Georgiana Bruce Kirby, Bay Federal Credit Union, Mynt Systems, Stockwell Cellars, Primal Kitchen, DeLaveaga Golf Lodge, City of Santa Cruz Water Department, City of Santa Cruz Planning Department, Santa Cruz Bikes, Burgerim, Bad Animal Books, Walgreens, ProductOps, KindPeoples, Sandbox Startup, Plantronics, Hom Korean Kitchen, Central Coast Welding and Fabrication, Santa Cruz County Bank, Cat & Cloud, Far West Fungi, Interstitial Systems, Peck Law, Santa Cruz Kitchen and Bath, Vim, Roxa Acai, Red Room, Planet Fresh, Santa Cruz County Probation Department, Dominican Outpatient Facility, Sereno Group, Bank of America, Sweet Curls, Chevron, Humble Sea, Sandbar Solar, etc.

FY2020 Goals

Engaged and Informed Community

- Attend neighborhood and special events to inform attendees about department activities and gather feedback.
- Continue to hold training and information sessions for members of the public and development community on department processes and programs.
- Continue outreach and community participation to support goals of the Green Building Program in concert with the Climate Action Program.



- Continue to engage the development community for feedback on how to improve our services.

Community Safety and Well Being

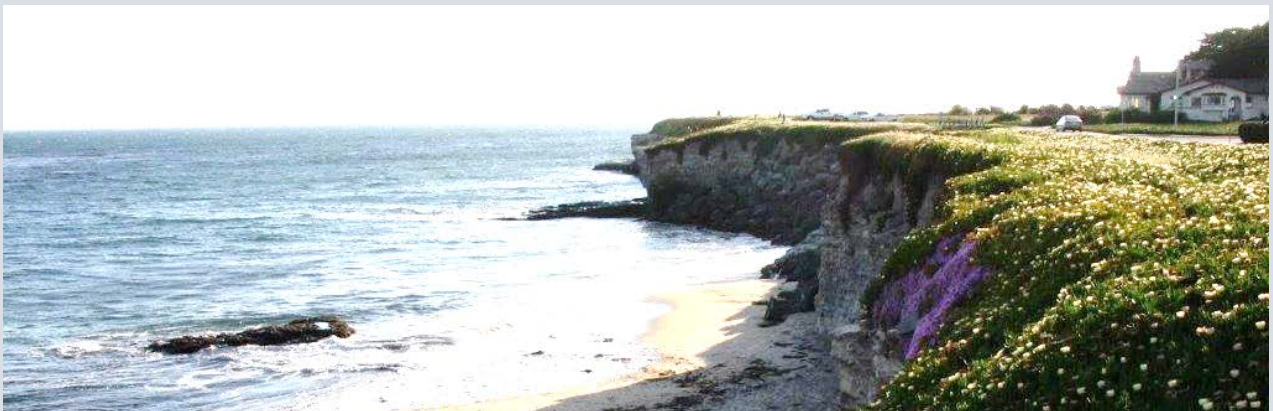
- Prepare the 2019 Building Standards code adoption ordinance, including local amendments and approved appendices.
- Protect and contribute to the life, health, and safety of our community and perform our core duties of plan review, inspection, customer service, and community support.

Economic Vitality

- Facilitate the construction of significant projects in and outside of Downtown, such as Park Pacific, Delaware Addition, Courtyard Marriott (Riverside), Extra Space Storage, Hampton Inn, Breakers Apartment Addition, Water Street Apartments, La Bahia Hotel, La Quinta Inn & Suites, Ocean Street Apartments located at 350 Ocean St, Riverwalk Apartments, the Front Laurel project, and other residential projects ranging from ADUs to multi-family.
- Continue updating website to increase ease of navigation and to include educational information, process explanations, and FAQs.
- Continue internal review of processes from building permit application through issuance to eliminate inefficiencies and increase ease for applicants.
- Explore opportunities to streamline the permit process with a focus on facilitating housing for our community.
- Develop processes, workflows, and standards to facilitate the implementation of Bluebeam and the transition to digital plan review.

Organizational Health

- Fill remaining vacant positions in Department and evaluate best ways to attract and retain qualified employees.
- Continue to provide training and career development opportunities to staff.



Code Compliance and Rental Services Division

FY2019 Accomplishments

Community Safety and Well-Being

- Closed 488 code cases.
- Completed 744 Code Compliance inspections.
- Completed 2,604 Rental Housing inspections.
- Working with 115 properties to legalize units in the ADU legalization program
- Implementation of the Cost Recovery invoices to encourage compliance w properties in violation of public health and safety requirements.
- Implementation of the Cannabis inspection process to ensure public safety and encourage legalization of unpermitted uses.
- Completion of the 4 neighborhood cleans ups for Lower Ocean and Beach Flats areas.
- Updated relocations packets for displaced tenants due to imminent life and hazards. These packets provide information and resources for tenants who have been removed from their homes.
- Implementation of the Short Term Rentals to the Rental Inspection Program to ensure safe homes in all rental conditions.
- Coordinated a process with Finance Department to identify illegal units and complete inspections to ensure life and safety issues are identified and resolved.



Please Note: Statistics are partial numbers for the existing fiscal year, from July 1, 2018 through February 28, 2019.

FY2020 Goals

Community Safety and Well-Being and Engaged and Informed Community

- Update the standard operating procedures for the Residential Rental Inspection Services and Code.
- Continue to work with the property owners through the ADU Legalization Program to provide legal, safe housing.
- Continue coordination with other city departments and property owners to address deficiencies on the property.
- Working with Finance Department to achieve for code compliance with new Short Term Rentals ordinance.
- Update Website to include flow chart for Code process
- Complete the automated response for service requests
- Complete the Cost Recovery process through Cost Recovery Hearing
- Continue to work on the Code Compliance website to better assist the community with Code Compliance and Rental Inspection Services questions.



Current Planning Division

FY2019 Accomplishments

Economic Vitality and Community Safety and Well-Being

- Reviewed a total of 500 plan checks.
- Reviewed a total of 400 Zoning Clearances
- Reviewed a total of 200 discretionary permits.
- Entitled over 250 multi-family residential units.
- As of February 28, 2019, reviewed 201 Short Term Rental permits.
- Served an estimated total of 3,600 customers at the zoning counter, with 80% (through February 2019) meeting the division's goal of being assisted within 15 minutes of arrival.

Please Note: Customer statistics provided are estimations based on past data for current fiscal year.

Engaged and Informed Community

- In conjunction with Advance Planning Staff, prepared and implemented the Community Outreach Policy for City Council adoption; following its adoption, coordinated seven community meetings on major development projects as of February 28, 2018.
- In conjunction with Administrative Staff, updated and enhanced the Development Projects webpage highlighting the status and details of major projects in the City with links to the project planner's e-mail address. Significant projects have their own webpages complete with project plans and technical reports and include fields for members of the public to submit questions or comments.

Environmental Sustainability and Well Managed Resources

- Worked with Sierra Club and development community representatives to create standards for bird safe building design.

Economic Vitality

- Approved various large development projects, such as 205 units at 812 Pacific Avenue



908 Ocean Street

FY2020 Goals



Economic Vitality

- Continue to facilitate an increase the supply and variety of retail shopping options in the Downtown and other commercial corridors.
- Continue to facilitate the construction of significant projects in and outside the Downtown, such as Park Pacific, Delaware Addition, Courtyard Marriott (Riverside),

Hampton Inn, Lanai Lodge, La Bahia, 350 Ocean Street Affordable Housing, Water Street Affordable Housing and other residential projects ranging from ADUs to multi-family.

- Prioritize significant new high density mixed use projects consistent with recently adopted Downtown Plan Amendments.
- Provide planning technical and permit processing support for the library/parking garage, which will benefit the downtown and community through efficient use of centrally available land in the downtown core.
- Continue to facilitate an increase in the supply of housing by working with applicants to entitle a variety of residential projects such as 900 High Street, 916 Seabright Avenue, 190 West Cliff Drive, 101 Felix Street, 428 Front Street, 515 Soquel Avenue, 111 Errett Circle and 314 Jessie Street.
- Continue to facilitate an increase in the supply and quality of hotels in the City in order to generate year round jobs and grow the tourism sector of the economy.
- Continue pre-planning work on the residentially zoned land adjacent to Antonelli Pond that maximizes density while providing strong resource protection suitable for this important coastal property.

Engaged and Informed Community

- Continue to host community meetings pursuant to the City Council-adopted Community Outreach Policy.
- With the completion of the Department's office remodel that includes an expanded public counter capacity in June, increase the number of customers served within 15 minutes by 10 percent.

Administration Division

FY2019 Accomplishments

Engaged and Informed Community

- Completed review of existing plan review process for Current Planning in preparation of moving from a paper process to digital using Bluebeam Revu software. Submitting digital plans results in a number of benefits including time and money savings; and improved communication between departments and applicants.
- Held one Developer Roundtable meeting in late 2017 and two in calendar year 2018. Held several community meetings regarding ordinance changes for members of the public and development community on department processes and programs.
- Implemented public outreach communication strategy that covers expanded mailing, website outreach, and other information handouts and mediums to keep the public engaged and informed of process changes and new developments.
 - Created new major project web pages including detailed process and project information such as plan sets
- With the support of staff and the Information Technology department completed a request for proposal for a new land use tracking system that will improve general services and application and permit automation saving public and staff time and money.



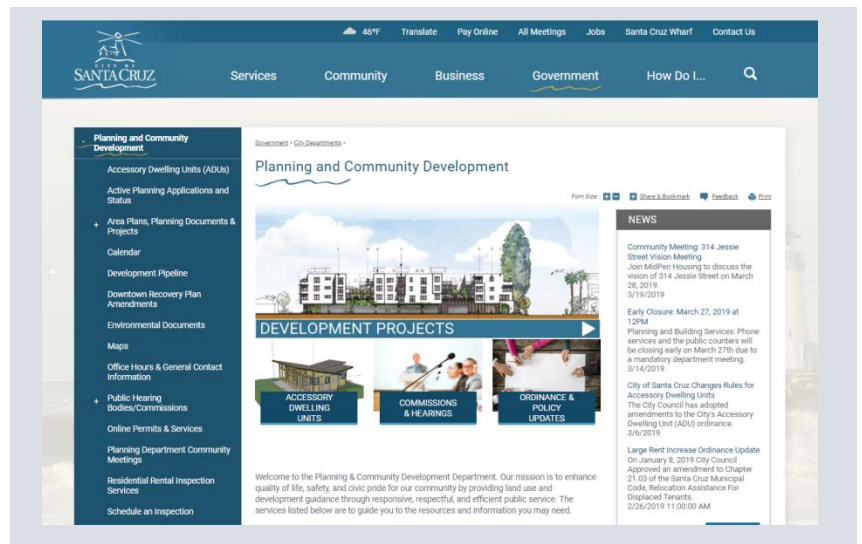
Proposed La Bahia development

- Per Council direction completed transition to live video broadcasting and recordings for Planning Commission meetings.
- Continued improvement for department website improving access to topics and meetings the community is most interested by redesigning the homepage.
- Updated customer survey questions and improved access on main homepage, and reduced costs by using existing web system instead of paying for outside survey programs.
- Digitized over 2,000 documents like permits and plan sets for easier access to public records.

FY2020 Goals

Engaged and Informed Community

- Complete next step of web redesign including improving navigation by reducing redundant links to pages; improve navigation to services on division pages using easily identifiable buttons to major services and information needs.
- Continue gathering education information relating to the planning and building process for web posting; add capability for public comment to upcoming



advisory body public hearings, improve advisory body pages for easier archived agenda retrieval and clear access to live meetings.

- Continue bi-annual Developer Roundtable meetings.
- Continue implementation of Public Outreach Policy and use of news feature to keep public informed of newly added or changed website information.

- Continue digitizing all planning and community development related records for ease of access to public documentation, such as past commission materials, permits and plan sets, and other documentation as dictated by the city's retention schedule.
- Make releasable records available online that would otherwise be requested through a public records request, so the public can search and receive information at their convenience.
- Seek online payment options for department related payments to reduce processing time and make process more convenient for customers.
- Streamline current phone-call requests to system accessible to public 24 hours a day 7 days a week to reduce response time and improve access to the public for planning and building related services.

Economic Vitality

- Implement Bluebeam use on smaller application/permit types and use knowledge gained in pilots to inform the complete Bluebeam implementation.
- Finalize direction for new land use tracking system focusing on automation and improved customer service.
- Complete remodeling and centrally located public counter for services relating to planning, building, and citywide payments.

Financial Stability

- Update the building fee study to achieve cost recovery.



Proposed development on West Cliff Drive

Planning and Community Development

DEPARTMENT SUMMARY

	Fiscal Year* 2018 Actuals	Fiscal Year 2019			Fiscal Year 2020 Adopted
		Adopted Budget	Amended* Budget	Estimated Actual	
EXPENDITURES BY CHARACTER:					
Personnel Services	4,431,452	5,574,294	5,574,294	5,090,484	6,048,390
Services, Supplies, and Other Charges	1,087,138	1,614,708	1,840,166	1,868,900	1,163,057
Total Expenditures	5,518,590	7,189,002	7,414,460	6,959,384	7,211,447
EXPENDITURES BY ACTIVITY:					
Planning Administration	1301 1,219,641	1,486,756	1,517,370	1,380,483	1,488,821
Current Planning	1302 1,235,862	1,485,929	1,544,019	1,476,973	1,460,059
Advance Planning	1303 651,973	1,087,789	1,224,544	1,213,975	940,379
Building & Safety	2301 1,548,014	1,948,311	1,948,311	1,776,971	1,978,111
Code Enforcement	2302 280,133	460,954	460,954	442,091	504,941
SB 1186 Accessibility Programs	2303 3,507	5,000	5,000	4,404	5,800
Rental Programs	2304 246,555	221,894	221,894	345,756	413,190
Subtotal General Fund	5,185,685	6,696,633	6,922,091	6,640,653	6,791,301
Building & Safety	2301 213,915	323,968	323,968	256,312	348,887
Code Enforcement	2302 23,989	73,401	73,401	62,419	71,259
Subtotal Other General Funds	237,905	397,369	397,369	318,731	420,146
CDBG Code Enforcement	5206 95,000	95,000	95,000	-	-
Subtotal Other Funds	95,000	95,000	95,000	-	-
Total Expenditures	5,518,590	7,189,002	7,414,460	6,959,384	7,211,447
RESOURCES BY FUND					
General Fund	101 4,320,369	3,857,650	3,857,650	3,916,804	3,329,500
Code Enforcement/Civil Penalties	103 19,022	85,600	85,600	20,300	25,900
Green Bldg Educational Resource Fund	108 208,457	250,000	250,000	230,000	200,000
Housing In-lieu Program	150 14	-	-	20	-
Total Resources	4,547,862	4,193,250	4,193,250	4,167,124	3,555,400
Net General Fund Cost	(865,316)	(2,838,983)	(3,064,441)	(2,723,849)	(3,461,801)
	FY 2018			FY 2019	FY 2020
TOTAL AUTHORIZED PERSONNEL:	39.00			38.00	37.50

*Sums may have discrepancies due to rounding

Planning & Community Development Department

