REDEVELOPMENT AGENCY

The Redevelopment Agency of the City of Santa Cruz, a public body, corporate and politic, exercises governmental functions and powers pursuant to its creation in 1956 under the Community Redevelopment Law of the State of California (Health and Safety Code Sections 33000, et seq.).

The Redevelopment Agency is responsible for: implementing redevelopment plans for the Merged Earthquake Recovery and Reconstruction Project and the Eastside Business Improvement Redevelopment Project; providing financing for public improvements relating to redevelopment activities; providing staffing to ensure that the community and public investments constructed in the downtown following the 1989 Loma Prieta Earthquake are maintained through an outreach to property owners and businesses and through developing retail recruitment and business retention programs and providing assistance to the remaining property owners in their rebuilding efforts; providing funds in connection with the development of low and moderate income housing projects; providing assistance to low and moderate income households to obtain and/or remain in their housing units; providing project management for the San Lorenzo River Flood Control and Environmental Restoration Project; providing business retention and outreach assistance to businesses throughout the community; providing property management of City-owned properties including the wharf, parking garage tenants and kiosk tenants; providing acquisition, negotiation and disposition activities relating to City-owned and leased properties; preparing grant applications for economic development projects; providing coordinating services and public outreach services with the property owners and business and residential community in connection with the utility undergrounding, landscaping improvements and street lighting improvement projects along Mission Street; providing research and support for a wide range of special projects and assisting various City departments in their real estate activities.

Statement of Agency Objectives

In December 1999 the Agency adopted its Five-year Implementation Plan for the period beginning January 1, 2000 through December 31, 2004 for the Eastside Business Improvement District and the Merged Earthquake Recovery and Reconstruction Project. State law requires that the Agency conduct a public hearing to review the Plan at least once within the five-year period of the Plan and evaluate the progress in meeting the plans, goals and objectives. The hearing must take place no earlier than two years and no later than three years after adoption of the Plan. The required public hearing was held on April 8, 2003.

The Agency listed a number of objectives in that five-year plan in terms of economic development and the production of low and moderate-income housing. The following programs and projects are designed to meet the current Five-Year Implementation Plan objectives and include the following:

Objectives

1. To foster economic development programs that provide diverse opportunities for stable, meaningful work at livable pay, meet retail and service needs of residents and visitors, create a strong municipal tax base, preserve environmental quality and enhance the character and quality of community life.

2. To encourage the growth of off-season and off-peak tourism by enhancing the City's potential to attract tourists through urban design improvements, promotion, and development of visitor attractions and provision of a variety of overnight accommodations.

3. To develop a program for increasing the supply of low- and moderate-income housing throughout the community by providing opportunity sites, financing and other mechanisms to accomplish the City's housing objectives.

   Budget items meeting the above objectives include:

   Façade improvement grant program in the downtown, Eastside, Seabright/ Murray Street, Mission, River Street and Coral Street areas;

   Payment of parking deficiency fee in order to recruit/retain office tenants in the downtown parking district and to complete the rebuilding of downtown properties and strengthen the overall downtown;

   Funding a mental health/social outreach worker and a full-time community service officer to provide services to the residents, businesses, property owners and visitors to the downtown;

   Disposition of Agency-owned property on Pacific Avenue in order to facilitate the development of one major earthquake recovery site;

   Construction of trash enclosures, alley improvements and alley mural program to enhance the character and quality of community life;

   Once feasibility study is completed and if feasibility is established actively negotiate the development of a full-service conference hotel in the beach area;

   Continue activities to convert the Salz Tannery property to a multi-cultural arts facility in cooperation with the local arts community;

   Implementation of programs identified in Beach/Laurel Comprehensive Area Plan;

   Committing staff resources to promote and manage Santa Cruz Wharf as a year-round visitor recreational location;

   Monitor construction compliance of the 1010 Pacific Avenue.

   Monitor construction of a 37-unit affordable senior's housing project at 211 Gault Street;

   Identify private sector rental and for-sale projects which may provide affordable units with redevelopment assistance;

   Explore opportunities for live-work housing City-wide;

   Continue to provide assistance to low-income households who are at risk of being foreclosed or evicted because of lack of resources;

   Continue to provide assistance to low-income households in transition in the form of a last month's rent and security deposit;

   Outreach to employers to retain and enhance their economic viability as major job generators and contributors to the local economy;

Continuation for implementation of County-wide economic cluster action plan in an effort to provide livable wage employment opportunities for CalWORKs recipients entering the workforce;

Participate in the work of the Santa Cruz Chamber of Commerce established Economic Development Council;

Participate with the Planning Department on the development and funding for economic development element of the City's General Plan;

Continue to explore opportunities for grant funds for various public improvement projects;

Continue liaison and management oversight on Corps of Engineers San Lorenzo River Flood Control and Environmental Restoration project and seek construction of Laurel Street Extension riverbank stabilization as authorized by the Congressional Water Resources and Development Act of 1999;

Continue to actively pursue various funding sources for grant and loan funds for the City and Agency programs;

Coordinate City participation in the planning and development of the Monterey Bay Marine Sanctuary Visitor Center in the Beach Area.

4. Continue implementation of the Eastside Business Area Improvement Plan, including the following:

   Continue the façade improvement program in the Eastside to improve the aesthetics and economy of the area;

   Continue maintenance of the public parking at 1111 Soquel Avenue;

   Assist in the retention of automotive industry in the Eastside in order to sustain the sales tax contributions to the City's General Fund;

   Budget items included which meet those objectives are the façade improvement program, and loan repayment for the North Bay Ford Acquisition assistance.

   Continue efforts to seek funding for the improvement of Soquel/Morrissey/Water Streets intersection.

   Continue to explore the opportunity for limited design planning for streetscape improvements to the Soquel/Seabright intersection.

5. Implement programs to assist Westside Business Association to strengthen their position in the Santa Cruz community and particularly during the Mission Street Utility Undergrounding project including business promotion and marketing program, façade improvement program for Mission Street businesses; working with property owners for obtaining easements for undergounding, landscaping and streetlights; and planning public parking facilities.

   Budget items included which meet those objectives are the façade improvement program and administrative costs associated with the utility undergrounding and easement acquisition activities.

6. Project management for the Transit District for the redevelopment of the Metro Center on Pacific Avenue/Front Street and property acquisition for the Metrobase project on River/Vernon Streets.