

City Manager's Weekly Update

September 9, 2015

PARKS AND RECREATION

Proposed Telecommunication Facility at 2000 Soquel Avenue. This week the Zoning Administrator approved Administrative Use and Design Permits for a new telecommunication facility for *Verizon Wireless* on this property located at the southeast corner of Soquel Avenue and Park Way. The site will reduce or eliminate a substantial gap in coverage in the east side of town. The application was originally heard in early August with and included a more conventional slim line tower design. That design was met with significant neighborhood opposition from the Park Way neighborhood. The application was continued to allow the *Verizon* representatives to work with the neighbors. The approved faux tree design is located closer to Soquel Avenue, but will be less visible to the neighborhood. While most of the opposition was eliminated, one neighbor may file an appeal. If appealed, the application will likely be heard by the Planning Commission next month. Planning Commission decisions are appealable to the City Council.

913 Cedar St. Last week, our department received an application to create a parklet within the public right of way adjacent to The Penny Ice Creamery. This is the second application that has been submitted for a parklet since the City Council established the Pilot Parklets/Café Extensions Program in the Downtown Area on May 26, 2015.

ECONOMIC DEVELOPMENT

Come to the Cosmic studio on Friday, September 18th for a Pop-up Market celebrating the launch of the Santa Cruz Economic Development Office website and brand, Choose Santa Cruz. Monitors in the studio will show highlights from the new website including photos, videos, and animated screencasts.

Get your hands on some cool new *I Choose Santa Cruz* swag. Have your picture taken with your goodies in the photo booth, to prove you were at this one-time only event.



Local businesses will be on hand showcasing, and selling, some of the awesome products and services produced within the Santa Cruz city limits, including:

- **Berdels**: A local surf and skate lifestyle emporium will be offering products from local designers available for purchase
- **Goose's Goodies**: Offering FREE samples and bags for purchase of their handmade decadent toffee
- **Rebecca Godson Design**: Jewelry made with truth, loving intention, and energy
- **Home/Work**: An affordable bohemian modern shop for the home and home office offering one of a kind locally made goods
- **Subverse Industries**: Handmade socially conscious and ethically made Festival, Goth, Steampunk, and Circus fashion accessories
- **The Nook**: A salon providing exquisite styling and a sublime atmosphere will be providing FREE up-dos for attendees
- **Odonata Wines**: A small family winery focused on local organic grapes that are sustainably grown offering tasting of a few of their wines
- **Venus Spirits**: Producers of organic small-batch whiskey, gin, and blue agave spirits will have samples of their gin available

Great eats and drinks will be served up for you to enjoy as you stroll through the studio from: **Vivas**: Classic Mexican delights using only natural and organic foods, made with only the freshest ingredients – straight from the fields

Lupulo Craft Beer House: A dedicated place for beer in downtown Santa Cruz will be providing some unique beers for the event

Join us at the Cosmic studio where it all came together. Downtown at 115 Cooper Street (corner of Cooper & Front Streets) from 5-9pm for an evening celebrating everyone who chooses to live and work in Santa Cruz.

Please RSVP at the event website so that Cosmic can be sure to have enough food and drink on hand. <http://choosesantacruz.com/journal/2015/choose-santa-cruz-pop-up-market>

Graffiti Weekly Chronicle...



Ring, ring

"Graffiti Hotline, how can I help you?"

Graffiti is one of those things that once you are aware of it, you can Never. Stop. Seeing. It. Light poles, windows, parking meters, fences. You will start seeing it everywhere. No doubt it is a part of our culture but it is also a burden on our businesses and community.

According to the Bureau of Justice Statistics, graffiti is the most common type of property vandalism – making up 35% of the total. But graffiti isn't simply writing on a wall, it has a real impact on our community.

Graffiti gives the impression that nobody cares, it reduces a community's sense of safety, and can attract other types of crime. Graffiti comes in several flavors: gang, hate speech, lifestyle taggers, and generic messages (non-threatening messages like "Carmen loves Eddie" or "Class of '15 forever"). Chalk and stickers can also be considered graffiti. The vast majority of graffiti is lifestyle-based even though many people perceive that all graffiti is gang related. Gang related or not, all types of graffiti hurt and cost the City of Santa Cruz over \$70,000 annually. The process is simple: someone sees graffiti and calls the graffiti hotline (831) 420-5303 or emails us at graffiti@cityofsantacruz.com. ED staff then enters the work order for removal from public property. If the graffiti is on private property, we'll notify the owner and help the owner connect with resources to remove the graffiti quickly and thoroughly so it doesn't attract repeat vandalism—we strive to remove within 24 hours!

If tags are reported on property outside of the city, we collaborate with the corresponding agency to get it removed; Santa Cruz County Abatement Program, the City of Capitola, CalTrans, and the METRO to name a few.

Because graffiti affects everyone, the continued success of the City's graffiti program is dependent on community members helping to keep the City clean of graffiti by calling in any tags you see. There is also a volunteer program for those wanting to become directly involved. FREE Abatement kits are available at the Economic Development office at 337 Locust Street. If you are interested in learning more about the Graffiti Abatement Program or becoming a volunteer, please email us at graffiti@cityofsantacruz.com or give us a call on the hotline at (831) 420-5303.

Homeward Bound

The Downtown Outreach Worker provided 31 Greyhound tickets in July and August to homeless people who wanted to return to family, housing, employment or support services. The Homeward Bound Program provided the funding in the amount of \$4,542. The Homeward Bound Program has been very well received in the downtown.

Designated Performance Spaces

After vandals illegally painted 33 additional designated spaces, the spaces were marked for removal with a red dot for the contractor. Unfortunately, someone later marked all of the spaces with red dots so the contractor removed all the spaces. Since there was a comment that the illegal painting would happen again, staff has ordered blue surveyor discs for the corners of the spaces which will be difficult to duplicate or vandalize. The discs are scheduled to arrive on September 8th.

PARKS AND RECREATION

Civic Auditorium

This Friday, the Civic will be home to 150 strumming musicians from the Valley of the Moon Scottish Fiddling Camp. The concert is a culmination of a weeklong camp of intensive study of the music and dance of Scotland. It starts at 8pm and ends with the entire group strumming their way out to the front of the Civic.

Louden Nelson Community Center



Santa Cruz Performing Arts presents Green Day's American Idiot.

Show times:

Friday September 4th - 7:30pm

Saturday September 5th - 2:00pm

Saturday September 5th - 7:30pm

Friday September 11th - 7:30pm

Saturday September 12th - 2:00pm

Saturday September 12th - 7:30pm



Louden Nelson Art Gallery – The Many Faces of Shared Adventure’s artists, a 10 Year Retrospective

Shared Adventures art will be on display for the month of September. The First Friday art reception will celebrate the 10th Anniversary of the Open Art Studio, a free art program for students with special needs. Doors open at 5:00 pm. And the ceremony begins at 7:00 pm. Entertainment will include speakers, refreshments and meeting the artists. A power point slide show and video of the artists will be shown throughout the night.



FREE Thriller Dance Classes begin Saturday, September 5th. Participants will learn Michael Jackson’s famous moves and perform at Thrill the World on October 24th at 3:00 pm. Classes run each Saturday September 5 – October 17, 10:00 am – 12:00 pm. Get your inner zombie on! **The Senior Walking Adventure Group (WAG)** kicked off this week with a beautiful walk on the San Lorenzo Levee with Greg Pepping from Coastal Watershed Council. 11 people participated in the first WAG! Walks are every Thursday 9:30 – 11:30 am led by Senior Program staff.



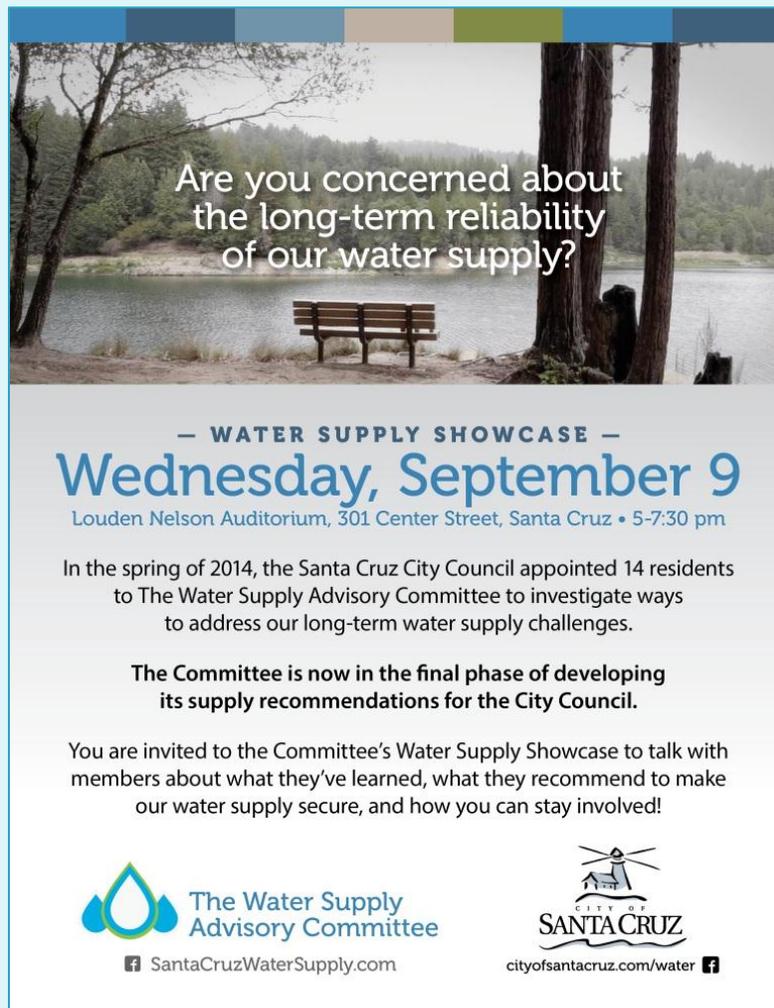
WATER

The City of Santa Cruz got a nice shout-out from the state this week, naming us a “high achiever” under “July’s Top Performers.” The full press release can be seen here:

http://www.swrcb.ca.gov/press_room/press_releases/2015/pr082715_july_conservation.pdf

There's a lot going on this week with the Water Supply Advisory Committee. As we get closer to our deadline, we are learning the true definition of the saying "the devil's in the details." Various subcommittees are meeting frequently to sort out the myriad of details that remain before final recommendations can be made.

We've also been busy this week getting ready for the WSAC open house next week (AKA Water Supply Showcase) that will be happening at Louden Nelson on Wednesday night, as well as getting the final proof of a community mailer about WSAC to the printers. Both of these projects required condensing an enormous amount of information into something palatable for the average citizen. We hope residents will take the time to read about the work of WSAC and we hope to get a good turnout (some new faces?) at the open house next week. Please encourage your friends and neighbors to attend!



The flyer features a scenic photograph of a lake with a wooden bench in the foreground and trees in the background. The text is overlaid on the image and below it. At the top, there is a decorative header with colored squares in shades of blue, green, and brown.

Are you concerned about
the long-term reliability
of our water supply?

— WATER SUPPLY SHOWCASE —
Wednesday, September 9
Louden Nelson Auditorium, 301 Center Street, Santa Cruz • 5-7:30 pm

In the spring of 2014, the Santa Cruz City Council appointed 14 residents to The Water Supply Advisory Committee to investigate ways to address our long-term water supply challenges.

The Committee is now in the final phase of developing its supply recommendations for the City Council.

You are invited to the Committee's Water Supply Showcase to talk with members about what they've learned, what they recommend to make our water supply secure, and how you can stay involved!

 **The Water Supply Advisory Committee**
f SantaCruzWaterSupply.com


cityofsantacruz.com/water f

Best wishes for an enjoyable Labor Day weekend. It's hard to believe it's already September!