

City Manager's Weekly Update

September 18, 2015

LIBRARY

All 10 neighborhood branches in the network of the Santa Cruz Public Libraries will participate in National Voter Registration Day on Tuesday, September 22.

Volunteers will be available at each branch library during each branch's regular open hours to facilitate voter registration, either online or on paper forms. SCPL is one of thousands of national, state, and local organizations participating in National Voter Registration Day 2015.

Libraries are a cornerstone of democracy and we're proud to help facilitate voter registration for local residents. Voter registration forms are always available at Santa Cruz Public Library branches.

Find library branch locations and hours at www.SantaCruzPL.org

ECONOMIC DEVELOPMENT

[FortyThree PR Celebrates the Big 10](#)

Public Relations firm celebrates 10 years based in Santa Cruz with wide impact in the consumer tech industry. #ChooseSantaCruz



Comcast Speed Increase Is a Win for Broadband Policy

As Economic Development Manager J. Guevara recently stated in the [Good Times](#), Comcast is predictably improving their product and marketing with speeds over 100MB across the County of Santa Cruz in order to react and compete with the possibility of a gigabit fiber to the home network that the City of Santa Cruz is exploring. Even with this bump in cable-based internet, gigabit is still 10 times faster and could be delivered through a local provider. It is important to recognize that Comcast has now maximized the speed of their existing physical infrastructure (without further significant capital investment), attempting to capture and retain as much of

the market as possible before a competing, superior product and experience becomes available through [Santa Cruz Fiber](#).

City staff strongly feels this is a win for the City and further evidence of a marketplace that needs competition to better serve our community and grow our economy. With Comcast reportedly running a billboard truck and increasing their marketing campaign, we have a good indicator of what the primary competition will be in order to have a viable network with residents subscribing to the Santa Cruz Fiber Gigabit network. In the short term, broadband policy has benefitted the entire county with Comcast's reaction.

Staff continues to refine the cost estimate, operations and maintenance pro forma, as well as rolling out a market survey for the Santa Cruz Fiber project to bring back to City Council this fall.

If you have any questions or concerns about the project, please don't hesitate to contact J. Guevara at jguevara@cityofsantacruz.com or (831) 420-5156.

PLANNING AND COMMUNITY DEVELOPMENT

1800 Soquel Mixed-Use Project

On Sept. 17, 2015 the Planning Commission considered a mixed use project on this site, located at the southeast corner of Soquel and Hagemann. The project includes 32 condominium units (22 studios and 10 one bedrooms) and 4,000 square of ground floor commercial space contained in two, three-story buildings. This is the type of higher density mixed use development envisioned by the new General Plan for the commercial and transit corridors. The application included: 1) a Non-Residential Demolition Authorization Permit to demolish the existing commercial building; 2) a Special Use Permit for 32 residential units in the Community Commercial zoning district and a ten-percent parking reduction; 3) a Design Permit to construct the two new buildings; and 4) a Vesting Tentative Map to create 32 residential lots and two commercial lots on one common lot. The Zoning Code requires the applicant to provide 5 inclusionary units for this development. Because this application involves condominium units (a Vesting Tentative Map), it requires review by both the Planning Commission and City Council.

After nearly four hours of hearing with approximately 50 people in the audience and 26 speakers, the Planning Commission recommended approval of the project to the City Council with some minor changes to the conditions of approval. Based on an offer from the applicant's representative, the Commission added a requirement that a focused traffic and parking study be conducted for the area south of Soquel between Hagemann Avenue and Forest Avenue including analysis of a dedicated left turning signal at the intersection of Soquel/Hagemann/Trevethan. A hearing date for City Council to consider this application has not yet been set. Mike Ferry is the planner working on the project.

1804-1812 Ocean

Last April, the City Council approved a number of permit entitlements to construct an 11-unit townhouse development, with five of the townhouses in the complex designed to be "live-work" units, on this 20,000 square foot site located at the corner of Ocean and Jewell

Streets. This week, our department received the construction plans and applications for the building permits. Construction may begin on the project by the end of the year.

Corridor Planning and Rezoning Process

The Corridor Planning and Rezoning process and the Active Transportation Plan continue to have strong public engagement. The third of four workshops was held Branciforte Small Schools on 9/15. The fourth workshop will be held:

September 22, 2015
5:30-7:30 pm
Gault Elementary School
1320 Seabright Avenue

Anyone unable to attend any of the workshops can still participate in the process and provide comments and complete an interactive exercise via the website at www.santacruzcorridors.com.



Branciforte Small Schools Workshop, Sept. 15, 2015

Housing Element

The Draft Housing Element will be reviewed by City Council on 9/29 to consider forwarding the document to the State Department of Housing and Community Development to receive comments prior to final adoption by the City, which is anticipated to be in late 2015 or early 2016. While the document contains specific information and analysis required by the State, as part of the General Plan the Housing Element also serves to set a policy and programmatic framework for addressing Citywide housing objectives over the next 8 years. This is only one piece of the complex housing puzzle; but it is an important piece.



Santa Cruz Housing
Please join the City Council
for review of the
Draft Housing Plan

September 29, 2015
After 2:30 p.m.
City Council Chambers
809 Center Street, Santa Cruz

Review of Draft Housing Plan
for 2014-2023, an element of
the 2030 General Plan



Contact Katherine Donovan
(831) 420-5134
www.santacruzhousingelementupdate.com



WATER

The big story at the Water Department this week is the continued planning and count-down to the valve replacement project next week under Ocean Street. Tina sent out a very thorough overview of the project to council on Tuesday. The water main we'll be working on is comparable to the main artery of a human heart. The main delivers all of the water to Santa Cruz except for the Pasatiempo neighborhood. We have known for some time that the valves needed to be replaced. The project requires shutting down the treatment plant for several hours, but until the Bay Street tanks and the Beltz 12 well/water treatment facility were operational there was nowhere to store enough water while the treatment plant was down. The good news today is that the section of pipe with the valve that needs to be replaced was unearthed and a concern about the potential for the pipeline to fail due to a change in pressure resulting from removal of the soil around the pipeline was thankfully unfounded.



(If you look closely you can see the culprit valve in the middle of the picture)

Customer service staff is pulling out the stops to provide excellent customer service during the project and will have an information kiosk, drinking water and a porta potty available for those affected by an interruption in their water service. The kiosk/porta potty will be located behind the Fins coffee shop. We also have a webpage dedicated to the project and will update it regularly as affected areas' water service comes back online Tuesday

www.cityofsantacruz.com/oceanst . KSBW is also helping to get the word out about the project <http://www.ksbw.com/news/santa-cruz-repairing-water-pipe-on-monday/35326252> .

The WSAC made significant progress at their meeting last week but are by no means skating toward the finish line. Committee members are busier than ever these days working on their agreement and recommendations, on an FAQ for the public, and on all the final details that need to be resolved. Their final scheduled meeting is only a couple of weeks away and they are all very committed to staying on schedule! The media is more engaged now that there's tangible progress being made – The Sentinel ran a story this week

<http://www.santacruzsentinel.com/business/20150914/santa-cruz-water-committee-focuses-on-new-storage-possible-wastewater-recycling> and Wes Sims from KUSP attended both the open house last week and the Thursday WSAC meeting for a piece he's putting together on the local water story.

Last but not least, the Soquel Creek Water Board unanimously approved proceeding with an effort for Santa Cruz to sell water to them using our pre-1914 water rights. The CEQA process for this effort now gets underway with the hope that that review can be completed prior to winter and we would be able to provide water to them this winter if conditions allow.

PUBLIC

Engineering

Our Residential Street Paving 2015 Overlay and Capeseal Projects have been moved to spring 2016 due to possible complications with other construction projects and the fact that we are approaching the rainy season.

Waste Reduction

The fall issue of "Trash Talk" was sent to City schools this week for distribution to all students' grades 3-5. Articles include *Composting is a team effort at Gateway School* and the *"Big Idea" grant for Bay View Elementary* from the state Drought Response Outreach Program for Schools. Read it online: www.cityofsantacruz.com/schoolrecycling

Pollution Prevention

The Annual Pollution Prevention Award event which honors dischargers and other consistent compliers with the City's water pollution control efforts took place September 17 at the Dream Inn. Honorees included Joe Simitian, former state senator who designed the state legislation that allows municipalities to safely, legally and responsibly collect unwanted pharmaceuticals and dispose of them so that they are not sent through wastewater treatment facilities and the outfalls of such facilities, the City's Police Department, Horsnyder Pharmacy and two other retired civil servants whose work enabled the program to take off at the City and to expand to a County wide program in 2007 and 2008 respectively. Forty-four local businesses and dischargers were honored for consistent compliance with Clean Ocean Business, our incentive program that is based upon best management practices to achieve compliance with the City's sewer and storm water ordinances.

Read the [press release](#).

Active Transportation

The City of Santa Cruz is recommended for two Active Transportation Program grant awards totaling \$3.2 million dollars. In June, the City applied to the Caltrans Active Transportation Program for two projects: the Branciforte Creek Bicycle/Pedestrian Bridge and the Santa Cruz Citywide Safe Routes to School Crossing Improvement Program. On September 15, the California Transportation Commission staff recommended both of these projects be awarded—these are not final until the California Transportation Commission adopts the program during their October 21-22 meeting.

Parking Services

Locust Garage was over 85% occupancy on two weekdays between noon and 2 p.m., with weekends at 55 -60% occupancy. We had to close the garage on one day because of full capacity. River Front Garage was over 85% occupancy on two weekdays between noon and 2 p.m., with weekends at 30-40% occupancy. Soquel/Front Garage was over 85% occupancy on four weekdays between noon and 2 p.m., with weekends at 55-65% occupancy.