

*Seacliff*

*Improvement*

*Association*

*Fall 2022*



## **270 North Avenue Hotel in Final Approval Stage**

Rebecca Downing

After several revisions and a community Zoom meeting earlier this year to address design and neighborhood concerns, the latest plan for a three story, 19 room hotel has only one more step before construction may begin. The plan was approved at the September 28, 2022, meeting of the Santa Cruz County Planning Commission. Because Seacliff is located in the coastal zone, it now proceeds to the California Coastal Commission for final approval.

The proposed hotel rooms will be located on the second and third floors, with a small lobby, office, manager's apartment, and parking located on the first floor. A common breakfast area, pantry, and laundry facilities are planned for the second floor. An uncovered deck is proposed on the roof, above the third floor, which would be set back from the roof edge while allowing ocean views from the deck area. The property is located at the northeast corner of Broadway and North Avenue in a vacant lot zoned for visitor accommodation as part of the Seacliff Village Plan. The Seacliff community previously supported another hotel approved for this spot in 2007 that lost its funding in the recession.

When county savings for the downtown Seacliff beautification project was reassigned to complete Phase One of the Aptos Village project, residents were not expecting any new commercial development here for the near future. This project will bring much needed improvements to North Avenue and Broadway downtown. The lot at the corner of Broadway and Center has a new owner who is exploring development opportunities we hope to report next year.



*Front view of proposed hotel for 270 North Avenue*



## Preparing for Winter Rains and Other Natural Disasters

Zach Friend  
Second District Supervisor  
County of Santa Cruz

Despite a period of extended drought, recent rains are a reminder that we are in the beginning of our typical wet season. It is always good to do some advance preparations for your home or business and here are some of the ways you can be sure your home or business is prepared.

In recent years, our County experienced significant storm damage we are still working to repair. If we have a similar winter we can expect additional flooding, mudslides, road damage, downed trees, and power outages. As we experienced previously, this means that some neighborhoods might have limited access or even be cut off from access for a period of time. In advance of this season Public Works is cleaning culverts, mowing, and clearing brush in an attempt to reduce flooding potential. Call them at 454-2160 if you know of any culverts that need inspection or repair, or brush that needs to be cleared. Residents can also download the free County mobile app - My Santa Cruz County, via the County's website at: <https://cconnect.santacruzcounty.us/> to report non-emergency issues. Additionally, Public Works is also asking residents to rake, if it is safe, and clean storm drains to help prevent flooding. This simple task can significantly improve drainage. If there is a more immediate need to address a road hazard, call the 24-hour Public Works dispatch number at 477-3999, option 1. If it is an emergency situation, please call 9-1-1.



Flooding from previous storms in Rio Del Mar.

Santa Cruz County's winter prep resource page: [www.santacruzcounty.us/elnino](http://www.santacruzcounty.us/elnino) provides a wealth of information about what to do before, during and after a storm. It also provides checklists on what to have on hand at your home, emergency contact numbers, and more.

If you believe that a tree has the potential to impact a power line, PG&E has arborists who will inspect trees and perform and required maintenance. You can call them at 1-800-743-5000. Residents can also sign up for mobile alerts regarding power outages and restoration information directly from their website: <https://www.pge.com/>

The Central Fire Department also has a host of resources on their website with tips on how to prepare for winter rains. If you visit their website, at: [www.centralfiresc.org](http://www.centralfiresc.org) and select the Education and Preparedness tab, you will find links on where to obtain sandbags, information for storm prep and also classes and educational opportunities for general disaster preparedness.

Our local 911 center suggests residents sign up for mobile alerts, called Code Red, from their website [www.scr911.org](http://www.scr911.org) . These alerts will be used for evacuations, boil-water notices, and other critical information.

What more can you do to prepare? FEMA and the Red Cross, offer many tips including:

- ✓ Build an emergency kit with water, non-perishable food, flashlight, batteries, radio, and baby items, and any required medications needed to last a few days.
- ✓ Keep your pets indoors, when possible, especially during heavy rainstorms.
- ✓ Create, update, and practice a family emergency plan - in case you are unable to get home due to road hazards or need to shelter in place for multiple days and ensure that your family knows how to communicate and a backup location for meeting or lodging. This would be relevant during major storm events or earthquakes or other natural disasters.
- ✓ In advance of rains, and between storms, clear drains, rain gutters and downspouts of debris. If you have drainage issues around your home, consider having them inspected and addressed and inspect your roof for leaks.
- ✓ Get flood insurance. If you already have it, check your policy to make sure you have enough coverage.
- ✓ Make copies of all your important documents and make sure the originals are stored safely somewhere outside of your home.
- ✓ Take photos of your possessions such as furniture, collectibles, electronics, in case you need them for an insurance claim.
- ✓ Learn how to shut off gas valves, bolt and brace water heaters, install strong latches on cabinets and don't hang heavy items such as a picture or mirror near beds or couches where people sleep or sit.
- ✓ Check with your workplace and your children's schools to learn about their emergency plans for an earthquake or other natural disaster.

As always, I appreciate any feedback you may have for this or any other County issue. I maintain regular updates on social media at [www.facebook.com/supervisorfriend](http://www.facebook.com/supervisorfriend) and you can always call me at 454-2200.

## **County Transportation Planned Projects Impacting Seacliff**

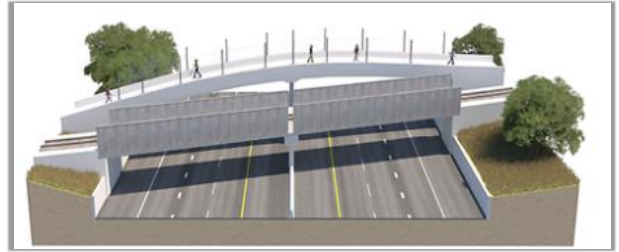
**Rebecca Downing**

Seacliff has not seen significant infrastructure improvements for many years; this does not mean nothing is happening, it just takes longer than we expect. This is often due to budget constraints and coordination with other projects. Our county, the Santa Cruz Regional Transportation Commission (SCCRTC), and the Santa Cruz Metropolitan Transit District (METRO), are all working on projects that will include our neighborhood.

The long-awaited Mar Vista pedestrian bridge will be included in the construction of the auxiliary and bus on shoulder lanes on Highway 1 between Park Avenue and State Park Drive. The bridge

Continue on page 4

will bring more area residents into our neighborhood using a new route to Seacliff State Beach so expect increased traffic on the Beachgate trail after its construction. The Mar Vista bridge will also allow Seacliff residents to reach Soquel Drive, shortening the trip to Mar Vista Elementary School and Cabrillo College from the current trip over the highway bridge on State Park Drive.



Highway 1 pedestrian and rail bridge design connecting Seacliff to Aptos Village.

Installation of the auxiliary lanes between Park Ave and State Park Drive will, hopefully, keep more cars on the highway and out of our neighborhood during peak commute hours. Regardless, improvements for pedestrian safety on Mar Vista are required and the county is reviewing options.

Segment 12 of the rail trail connects Seacliff to Aptos Village. Currently, the only way to access this trail segment is from State Park Drive. Association members have expressed interest in trail access at the east end of North Avenue next to the apartments. This would require both an easement from the apartment property owners and approval of a rail crossing. The association has contacted the RTC to begin work on this effort. Learn more about the above projects here: <https://sccrtc.org/projects/streets-highways/hwy1corridor/highway-1-state-park-dr-to-freedom-blvd-aux-lanes/>

Santa Cruz METRO will conduct a network service review next year that will include bus ridership and coverage in Seacliff. Currently, Route 55 travels in a loop over the freeway along State Park Drive, through downtown Seacliff and on to Rio Del Mar Beach and is not sufficient for Seacliff residents to reach other routes to transfer and connect to destinations North and South of Aptos. As the study progresses, neighborhoods, including ours will participate in the study so planners learn the transit needs of our community. Since most of our ridership in our county is centered on Santa Cruz and Watsonville, it is important that Seacliff residents who need to reach these cities, riding the bus, can do so safely in a timely manner.

This month the SCCRTC authorized negotiations to execute a contract of up to \$3 million for preliminary engineering and environmental services for a proposed electric passenger rail and coastal rail trail project along the Santa Cruz Branch Rail Line. The project would upgrade the existing track to electric passenger rail transit and construct the remaining segments of the continuous trail adjacent to the rail. Staff recommended the contract include only a portion of preparation of the project concept report, and complete the remaining tasks, including an Environmental Impact Report, once additional funding is secured. The development of the project concept report will involve extensive community outreach and early engineering to provide an acceptable project definition.

Additionally, the California Transportation Commission, just this month, approved \$115.8 million in grant funding for six transportation projects in Santa Cruz County, including \$67.6 million, the largest active transportation grant ever awarded, for 7 miles of the Coastal Rail Trail Segments 10 and 11, a 4.5-mile bicycle and pedestrian trail from 17th Avenue in Live Oak to State Park Drive here in Seacliff. The project is currently in the environmental phase with final design expected to begin in 2024.

## Along the Trails

Dianne Pareira and Dave Somerton

Beachgate Trail - The drainage culvert installed by State Parks in 2019, after the 2016-2017 storms destroyed the original one from 1925, has been a Godsend controlling the neighborhood water and keeping it off the path. There is a substantial increase of pedestrian traffic after the drainage was fixed and path improvements were installed by SIA volunteers during multiple work parties.

This year we are seeing a LOT of gopher activity along the trail with holes along the slope descending to the beach. Thankfully, 2022 also brought part time residency of two hawks along the trail. They were active on gopher and squirrel patrol.

Moosehead Trail - Before the recent rains this month, Peter Smithy and Dave Somerton spent an hour and a half trimming brush and weed whacking the Moosehead trail. Narrowing of this trail section near the short stairs is increasing due to burrowing rodents and erosion so this area and the rest of the trail will be evaluated after the current weather events have passed to determine what repairs will be required next year.

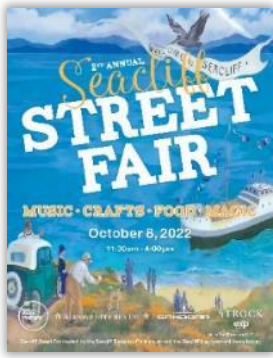


Thanks to action from the association and State Park staff, the 2019 repair of the Beachgate drainage and trail was celebrated by Seacliff residents.



Our Sunset Pizza Party at the Coastlands Church in September brought everyone out for a lovely evening membership meeting. There was an abundance of questions for Sergeant Kyle Matson from the Santa Cruz County Sheriff's Aptos Service Center who spoke about public safety issues in Seacliff.





The 2022 Seacliff Street Fair that returned to Broadway in October was a great success! The 2nd Annual fair featured music, a magician, food trucks, face painting and tie dye, and lots of unique items for sale by local crafters.

The Seacliff Business Partnership of village merchants organized the event that was well attended by both locals and Seacliff visitors. The association supported the fair by managing the crafts booth registration, assisting with publicity, and staffing our booth to promote membership and share our mission and work with fairgoers.

The one block long fair was the perfect size for hosting with plenty of tables and chairs so attendees could gather to eat, enjoy the entertainment, and visit with friends and neighbors. Plans are already underway for the next fair in 2023!



**Seacliff Improvement Association 2022  
Treasurer's Report**

	<u>YTD</u>
Ending Balance from Dec 2021	\$32,536.57
<b>INCOME:</b>	
Membership Dues	\$5,936.49
General Donations	\$3,815.06
Cantine Meeting	\$1,320.00
Beachgate Trail Donations	\$30.00
Street Fair Booth Fees and Purchases	<u>\$493.98</u>
<b>TOTAL INCOME:</b>	<b>\$11,595.53</b>
<b>EXPENSES:</b>	
Beautification Gift Certificates	\$200.00
Cantine Meeting	\$2,811.05
Gardening	\$1,017.88
Insurance	\$321.00
Live Like Coco Foundation Library Garden	\$1,000.00
Membership Meetings Expenses	\$271.36
Mini Park Paths	\$7,500.00
Newsletter	\$2,986.20
Nonprofit registration fees	\$20.00
Rock for the Gibbs	\$200.00
Post Box Annual Rental	\$182.00
Website Hosting, Security and Admin	<u>\$542.76</u>
<b>TOTAL EXPENSES:</b>	<b><u>\$17,052.25</u></b>
<b>ENDING CASH BALANCE:</b>	<b>\$27,079.85</b>
<b>Balance of Beachgate Trail Fund:</b>	<b>\$5,615.62</b>

## Coming Soon to Seacliff... Castelli's !



Castelli's, a family owned Italian Caffe and Deli, currently serving the Santa Cruz Mountain community in Felton is opening in Seacliff on Santa Cruz Avenue.

The Castelli family lives in Aptos and wish to share their love of food and quality products including Italian imports with friends and community members.

Owners, Roberto and Chris Castelli met in Rome and the Seacliff location will feature some of their favorite Italian products, which are authentic and oftentimes unique to Italy, similar to those offered at their Felton deli.



Offerings planned are fresh sandwiches, salads, pasta, and soups, including clam chowder bread bowls; Lavazza coffees, pastries, fresh fruit smoothies; breakfast sandwiches and burritos, and wide array of drinks, including Italian sodas, beer, seltzers, and wine.

Castelli' is targeted to open in here in Seacliff in early Spring 2023. Stay tuned for the Grand Opening!

To learn more about the association visit:

<http://www.seacliffimprovement.org/>

Our membership meets quarterly, and our board of directors meets on the second Tuesday of the month. We currently have board seats open and waiting for your participation.

We also need a treasurer who loves numbers and Excel. Contact us if you are interested or wish to attend our meeting. All are welcome!

Seacliff Improvement Association

PO Box 533

Aptos, CA 95001-0533

We appreciate your using our preprinted form to renew your membership and are grateful for your support!

*Share your newsletter with a neighbor and invite them to join!*

Membership Application/Renewal-Newsletter

Annual Dues are \$20.00 (January– December)

Name(s): \_\_\_\_\_

Seacliff Street Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail Address (for newsletters and bulletins only):

Email: \_\_\_\_\_ Email 2: \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_ Annual Dues \$ \_\_\_\_\_ Additional Donation Total: \$ \_\_\_\_\_

