

Seacliff

Winter

Improvement

2020

Association

Announcing our First Quarter Membership Gathering:

Meet and Greet at the Med

Tuesday, March 10thth, 2020 at 6:00 pm

Join the Seacliff Improvement Association at The Mediterranean, 265 Center Street.

Meet Guy Preston, Executive Director of the
Santa Cruz Regional Transportation Commission

Zach Friend, our Santa Cruz County Second District Supervisor, and his analyst,
Patrick Mulhearn, will share the latest of all things Seacliff, Aptos and beyond.

Meet the SIA Officers and Board of Directors for 2020
and learn what the association is doing for our community this year.

Soft Drinks and food graciously provided by
The Mediterranean, Pizza 1
and Marianne's Ice Cream

Parking is very limited so plan to carpool or stroll on over for the evening.
(Must be 21 to attend)

We hope to see you there!

RSVP: info@seacliffimprovement.org



**As part of our community service, this edition of the
Seacliff Improvement Association newsletter is sent to over 1,000 Seacliff Households!**

The Association acts on behalf of our neighborhood by:

- Working with local governmental agencies to improve Seacliff
- Publishing informative quarterly newsletters and hosting membership meetings about important Seacliff issues; sending email alerts informing you of local government developments
- Improving our Seacliff neighborhood, ultimately helping to increase your property values and making Seacliff an even *greater* place to live

Membership is open to all Seacliff residents, businesses and property owners. We hope you enjoy this issue and consider joining today. See page 8 for our membership application. Thank you!



Updating the Vacation Rental Ordinance

Zach Friend
Second District Supervisor
County of Santa Cruz

Recently, the Board of Supervisors took steps to update the County's vacation rental ordinance. Last year, at an update meeting about the number of vacation rental permits issued, I requested a set of potential revisions the Board could consider that would address some of the concerns of residents. Specifically, growing

concerns over the loss of housing and the commercialization of neighborhoods led some community groups and neighborhood associations to ask for more tools to restrict the number of vacation rentals in the county.

What's the history of the regulations? Prior to 2011, there were no formal vacation rental regulations in place. At that time, the Board took steps to place restrictions on the number of vacation rentals that could exist in Live Oak and Pleasure Point. In 2015, I worked to add Seacliff and Rio Del Mar to these regulations.

What's the current regulations? Currently, no more than 15% of all qualifying residential parcels in the Seacliff designated area and no more than 20% of the total qualifying parcels on a given block (certain blocks with historic high levels of vacation use are exempt from the block density limit) may be occupied by a vacation rental and/or a hosted rental.

How many vacation rentals exist? Since adoption of the first vacation rental ordinance in 2011, the number vacation rentals have increased each year. As of mid-December, there were 740 vacation rental permits-whole home rentals and 250 Hosted Rental Permits with the homeowner present during the rental, in effect in the unincorporated area of the county, for a total of 990 vacation and hosted rental permits. Of the 740 vacation rental permits, most are presently issued in one of the three designated areas of Live Oak, Seacliff/Rio Del Mar and Davenport, with 648 permits in the three areas. There are currently 271 vacation rental permits in the greater Live Oak area, 370 in the Seacliff/Rio Del Mar area, and seven in the Davenport area.

What changes are being considered? In early January, the Board of Supervisors unanimously approved a set of guidelines for new restrictions that County staff will bring to the Planning Commission and back to the Board for approval. First, the changes primarily apply to the areas that are most impacted in the coastal areas. Currently, vacation rentals within specific designated zones near the coast require rental permits every five years. This would add the renewal requirement on to all areas in the unincorporated county. Other than that, the changes below apply only to the designated coastal areas. Included in the new proposed changes:

- 1) Freezing vacation/hosted rentals at current rates in the Seacliff/Aptos Designated Area (SADA) and other designated areas in the County. This would mean that new permits wouldn't be issued unless a permit became available through non-renewal, revocation, transfer of ownership etc. This provides a stable level of supply but limits additional negative impacts on long-term housing and neighborhoods
- 2) Adding in the residential area of La Selva into the restrictions; currently there are no restrictions in La Selva

- 3) Creating new parking requirements for new rentals to minimize on-street and neighborhood impacts
- 4) Increasing the level of review for new permits so neighborhoods could have a public process to express concerns and receive mitigations or even the denial of an application
- 5) Create more formal revocation procedures for rentals that are creating impacts
- 6) Establish a waiting list program for those looking to apply for permits as they become available

These proposed changes still have a significant public process at the Planning Commission, Board of Supervisors and Coastal Commission before taking effect, so you will have opportunities to get involved if this issue interests you. While updating the vacation rental ordinance won't solve the housing crisis, nearly all of the homes that have converted to vacation rentals were previously single family primary homes and losing that housing stock is difficult in this housing environment. Additionally, limiting the commercialization of neighborhoods, when there are areas zoned specifically for visitor serving accommodations, is worthy of exploration.

As always, I appreciate hearing your thoughts on this. Please stop by my office hours in Aptos, Watsonville, Corralitos or Seascapes or call me at 454-2200.

Happy Trails this Season

Dennis Doo and Dave Somerton



The Beachgate and Moosehead Trails are both currently in good shape thanks to the recent months of dry weather. Because of this, our crew of volunteers was able to repeatedly work on the damaged upper section of the Beachgate Trail. They recently replaced the safety railing and rebuilt some of the retaining boards that were lost in the storms of 2016-2017 when the drainage pipe, installed in 1925, finally failed. Straw wattles and hillside netting were also placed to help prevent erosion along the trail. State Parks staff were very happy with the results and approved our plan to replace and add new railing and railroad ties to the bottom half of the trail. This work was completed during work parties in February.

A big shout out to the following volunteers for pitching in to repair the trail: Peter Smithey, Will Roblin, Brian McMillen, Randy Zar, Steve Pereira, Paul Vitati, and Tim O'Connell. We plan to use remaining and future funds to establish a reserve for future repairs and trail maintenance. Your donations to the Seacliff Trails Maintenance Fund have made the repairs you now see possible and are greatly appreciated.

To donate, visit: www.seacliffimprovement.org and use the PayPal link. Remember to include "Trail Maintenance" in the Add Notes section of PayPal so we may assign your funds correctly.



The Seacliff Mural Project is looking for you...Thank you for your Support!

Cole Strickland

It is hard to imagine a time when our little town was without a park and without the murals that now canvas our streets. Seacliff is in the middle of some remarkable changes that we can all be proud of thanks to local residents, key leaders, this association and a unique blend of passionate property owners. Seacliff is improving in ways that continue to make it such a special place to live and visit.



It was only 5 years ago when local artist and muralist Ann Thiermann completed the first mural "Tugged in 1930". Today, Seacliff enjoys two additional murals painted by local artists, a mosaic mural coming soon to our local county park, and the most recent mural along State Park Drive entitled "Welcome to Seacliff" by local Aptos resident and muralist Amadeo Bachar. These murals continue to be a way of educating visitors and sharing the beautiful and diverse cultural landscape of our village.

Our goal is to have a total of seven murals in Seacliff to help tell our local story. The proposed mural for the Adobe Hacienda Wall on Broadway entitled "The Seacliff Circle of Life" was created by local artist Mckella Suter. It depicts the flora and fauna of our coast and includes butterflies, sea life and native plant species. Please email: info@seacliffimprovement.org if you are interested in supporting this project and making mural number five come alive...and continue this incredible project.

Emergency Preparedness Meeting - A Call to Action

Rebecca Downing

At January's emergency preparedness meeting hosted by our County Supervisor Zach Friend, several agencies including the County Office of Emergency Services, the Santa Cruz County Sheriff's Office, Aptos/La Selva Fire District, the Fire Safe Council, Red Cross and the Community Emergency Response Team (CERT) described the role each has in the event of a local disaster. Residents were reminded to register their cell phone for emergency notifications at the County's OES website, <http://santacruzcounty.us/Departments/EmergencyServices.aspx> where you can read the Feature of the Month, including preparing for pets during an emergency, disaster communication, and building resilient communities.

An important message conveyed at this meeting was developing a neighborhood plan for each street that includes the needs, skills and equipment of its residents. After the Loma Prieta Earthquake in 1989, Seacliff lost power and some homes sustained damage. Highways leading in and out of the county were closed, except Highway 129, so residents relied on each other for assistance and support. Seacliff has a strong CERT team but if each block has their own plan, CERT can assist others in an emergency. The *Map Your Neighborhood* (MYN) program offers easy-to-follow instructions to create a plan with steps to follow immediately after a disaster, a skill and inventory list, maps that include utility location, and more. To request assistance, contact CERT:

<https://santacruzcountycert.org/contact-us/> to set up a neighbor meeting to introduce and guide residents through the program.



Phase II of Seacliff Village Neighborhood Park Begins

Kate Minott, Santa Cruz County Parks and Recreation 2nd District Commissioner

Over 20-years ago, the Seacliff community changed the course of its neighborhood for the better by successfully stopping a 3-acre strip mall proposed for the corner of Searidge Drive and McGregor Road. During the fight against the corner mall, residents formed the Seacliff Village Plan Committee [SVPC] to promote Seacliff Village as a beautiful and aesthetically designed commercial core.

“Seacliff Needs a Park” [SNAP] emerged as a neighborhood sub-committee, setting in motion the lengthy marathon from strip mall to park, buoyed by a series of residents passing the funding baton from one visionary to the next. When a Seacliff property tax measure for the park lost, then-Supervisor Ellen Pirie worked with the property owner South County Housing to split the corner lot, designating 1.75-acres for affordable housing and 1.25-acres for the park.

The Seacliff Improvement Association worked with the Santa Cruz County Parks Department, conducting a series of public meetings to design the neighborhood park with features that would appeal to both children and adults. The Master Plan was approved by the Board of Supervisors in 2008.

In late 2014, Phase I of the Seacliff Village Neighborhood Park opened. with play structures, walking paths lined with glass mosaic bollards, a picnic area, benches, bike racks and a temporary restroom. Launching of Phase II began last month with a community celebration and ribbon-cutting for the long-planned skate park.

Thanks to generous financial support from local skateboard entrepreneur, Richard Novak and philanthropists Patricia and Rowland Rebele, this unique skate-able art design is based on the iconic "cement ship" at Seacliff Beach and allows year-round access to a safe and legal skate site for kids of all ages and physical abilities. Heartfelt thanks also goes out to Supervisor Zach Friend working the non-profit Friends of Santa Cruz County Parks and the Santa Cruz County Parks Department to create a public-private partnership as a reliable funding base to finish building Phase II. Through the Friends of Santa Cruz County Parks, the Strock Family has generously established a matching funds campaign to build a corner Amphitheatre, permanent public restroom, shade structures and shade trees.

Your donations will help finish our park!
Donations for Seacliff Village Neighborhood Park:

<https://www.countyparkfriends.org/seacliff-challenge-campaign.html>

Checks may be made mailed to:
Friends of Santa Cruz County Parks
Note: Seacliff Village Park
870 17th Ave., Suite 2, Santa Cruz, CA 95062.
Friends of Santa Cruz County Parks is a tax deductible 501(c)(3) organization



Skaters pause their fun for the official ribbon cutting!

Keep this handy reference list for neighborhood issues

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide:		http://www.scsheriff.com/Home/AbandonedVehicles.aspx
<ul style="list-style-type: none"> • Location and Color • Make and model • License plate number • How long it has been since it was last moved, if known 	Santa Cruz County Sheriff	454-3139
<ul style="list-style-type: none"> • Car Blocking the street • Parking in a no-parking zone • Non-injury accidents 	California Highway Patrol	796-2160 or visit: https://www.chp.ca.gov/notify-chp
Animal Control/Barking	Santa Cruz Animal Shelter	http://www.scanimalshelter.org/complaint_process
Code Compliance	Santa Cruz County Planning Department	http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx
Graffiti Removal	Graffiti Hotline	(800) 526-1185 Call anytime!



To report some of the above and other neighborhood concerns, including: potholes, bicycle and pedestrian hazards, encampments, or illegal dumping use the My County App: <https://sccappstore.co.santa-cruz.ca.us/>



Seacliff Community Contacts

Santa Cruz County Representative	2nd District Supervisor, Zach Friend	454-2200
Aptos/La Selva Fire District	Fire Chief, Aaron Lowe	685-6690
The Aptos Village Safety Center	Sergeant Jordan Brownlee	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500

Seacliff Improvement Association
Treasurer's Report for 2019

INCOME:

General Donations	\$2,360.00
Membership Dues	\$6,580.25
Return Check fee reimbursement	\$15.00
Annual Dinner Meals paid	\$3,045.00
Annual Dinner Raffle ticket sales	\$435.00
Beachgate Trail Donations	\$315.00
	\$12,750.25
TOTAL INCOME	\$12,750.25

EXPENSES:

Website	\$680.88
Newsletter	\$3,304.93
Annual Dinner Banquet	\$3,801.44
Annual Dinner Music	\$225.00
Annual Dinner Décor	\$81.00
Postage	\$513.72
Post Box Annual Rental	\$106.00
Annual Dinner and Renewal Mailing	\$488.22
Insurance	\$563.00
Return Check and fee	\$32.00
Membership Meeting items	\$588.42
Aptos Village Stroll	\$198.57
Beautification Gift Certificates	\$150.00
Sign Contest: Drive Slow in Seacliff	\$393.30
Aptos Parade	\$20.00
Membership Supplies	\$188.50
Beachgate Trail Expenses	\$1,226.18
Moosehead Trail Repair	\$162.23
Gardening	\$3,641.47
	\$16,364.86
TOTAL EXPENSES	\$16,364.86

ENDING CASH BALANCE \$27,373.28

\$6,248.41 Designated for Beachgate Trail on
January 1, 2020.

Welcome New Members!

Fern Le
Scott Neven
Jenny Tsao
John and Raquel Voris
Paul and Gillian Worsey

We thank all 356 member households
and friends for your continued support.

Seacliff Improvement Association
2020 Officers and Board of Directors

President: Emily Chorba
Vice President: Dennis Doo
Secretary: Gregory Peinado
Treasurer: Rebecca Downing
Director: Kelly Dillon
Director: Brent Lay
Director: Will Roblin
Director: Dave Somerton

Our board of directors meets on the second Tuesday of the month at the Aptos/ La Selva Fire station at 6:30 pm. All are welcome.

To learn more or join the Seacliff Improvement Association visit:
<http://www.seacliffimprovement.org/>

If you have a suggestion for an improvement or a Seacliff Question write to us at:
info@seacliffimprovement.org

Seacliff Improvement Association
PO Box 533
Aptos, CA 95001-0533



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 Address: _____

Mailing Address if different: _____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for newsletters and bulletins):

Email: _____ Email 2: _____



Please include your check and mail to: Seacliff Improvement Association, P.O. Box 533, Aptos, CA 95001

To learn more or join the Seacliff Improvement Association visit: <http://www.seacliffimprovement.org/>