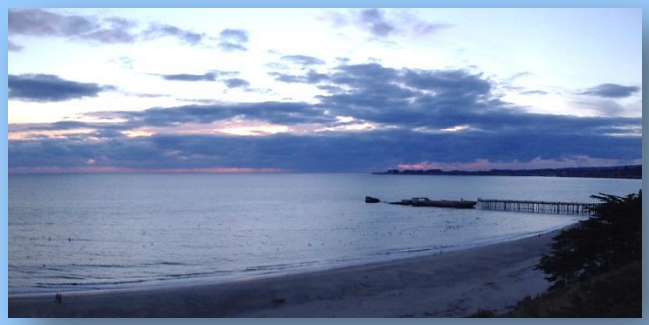


# Seacliff Improvement Association



*Senseless Acts of Beauty  
in downtown Seacliff*

## *Volunteers Make a Huge Difference in Seacliff!*

Thank you all for giving your time to improve our village this year. It is through your good works and generosity that our association can help care for Seacliff. Here are pictures from this season's neighborhood clean-up events:



*Rail Line  
Graffiti  
Removal*



*Mini Park  
Weeding  
Party and  
Potlucks*



**Thank you Bill and Deb!**  
For serving on our Board of Directors  
We will miss you at our board meetings  
and greatly appreciate your  
continuing contributions to the  
Seacliff Improvement Association!



## County Notes

Zach Friend  
Second District Supervisor  
County of Santa Cruz



As we head toward the New Year there are some exciting things to share about Seacliff. Our office was pleased to have worked with the Regional Transportation Commission and the rail operator to repair the Mar Vista crossing.

Currently, we've been working with the great leadership of the Seacliff Improvement Association to bring together County Public Works and Economic Development on seeing through the long-awaited undergrounding and improvements to the business district and the entrance of Seacliff State Beach. The County is working to formalize the purchase of the median and surrounding parking easement from the state in order to do a number of beautification and pedestrian improvements at the entrance. This is a significant step toward this project becoming reality. While this does put us a bit at the whim of the real property assessment team and purchase process through the state, County Public Works believes the purchasing process can be finalized in the next year. Once the property rights are secured the project would go to bid and construction could begin.

Concurrently, bids for the undergrounding project have been submitted and while the first two sets of bids did not find a qualified bidder the hope is that the third time is a charm. The County should hear back from AT&T soon to learn if one of the recent bids was accepted so the undergrounding project will be able to commence relatively soon after the acceptance of the bid.

Lastly, County Economic Development is very interested in helping bring improvements to the business district. This would include the sidewalk and median work and linking both sides of Center to Broadway into one more cohesive village area. Economic Development is working with interested parties on the empty lots on Center and Broadway to see what can be done to improve the area.

As always, if you have any questions or if our office can help in any way please don't hesitate to call at 454-2200. Have a happy holiday season!

## Seacliff Traffic Calming Program

Kathi Forman

Do you ever find yourself commiserating with neighbors over speeding cars in your neighborhood? Wishing you could remind drivers that Seacliff, while a delightful place to visit, is primarily a residential neighborhood filled with pedestrians, bicyclists, pets and children at play? If so, you may be interested to know that the Seacliff Improvement Association is considering a traffic calming program that would provide cautionary signs to interested groups of neighbors to help promote Seacliff as a welcoming community to slow down and enjoy.

As far back as the Seacliff Village Plan meetings held in 2000, neighborhood surveys and questionnaires have listed unsafe drivers as a recurring and growing concern. In an effort to address those concerns, SIA members looked into available solutions and found that a cost effective and timely solution would be one where private residences post traffic calming signs within their property limits. While singular signs are often overlooked in the plethora of roadside signs, the idea is to provide a grouping of 5 to 6 signs placed on a small stretch of roadway to kindly remind drivers that slow is the safe way to go. Also realizing that, over time, signage becomes "part of the landscape", the program proposes to rotate this grouping of signs to different locations within Seacliff.



If you believe your neighborhood has a speeding problem, know of 4 to 5 neighbors willing to post signs provided by SIA on their property (either staked in the yard or attached to a private fence), have an interest in choosing sign content or promoting this traffic calming program in Seacliff, please respond by email to: [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org).

# Public Works Seacliff Village Progress Report

Will Roblin

Our board of directors invited the County Public Works Director, John Presleigh, to our November board meeting for a project status report after a false start on the utility undergrounding project this year. We also had questions about the upcoming streetscaping project and how the public works department functions so we can better understand their structure and processes. Supervisor Zach Friend also attended the meeting. Interest focused on the structure of the department including responsibility for guiding projects to completion, and John and Zach both acknowledged that one person is not given sole responsibility for each project. We also learned that due to severe budget constraints the department's priorities may shift because of winter storms and/or changes in the public's political focus. John and Zach acknowledged that this reactive circumstance is not optimal. John then suggested that Seacliff could create a "road association," still within the purview of the department to self-tax and self-maintain Seacliff roads and offered to present this at a future community meeting.

John informed the board that the third round of utility undergrounding bids were due November 26<sup>th</sup> but no results are yet available. He further stated the undergrounding would proceed in 2014 and take 6-12 months to complete. Streetscape improvements - roads, sidewalk, street lighting, and landscaping will proceed in 2015, and last 8-12 months. State Parks requires compensation for the county's improvements on two small parcels east of State Park Drive, south of Center Avenue. Negotiations with State Parks are scheduled to continue for 12 months.

The board then raised the issue of wide loads that are diverted off Highway 1 onto Center Avenue. This endangers residents, damages pavement, and snags power and telecommunication lines several times a year, requiring repairs and resources from utilities, the Aptos La Selva Fire Department and even the County Sheriff. According to Public Works, Caltrans is responsible for ordering wide loads off the highway. John stated Public Works has no authority over these loads, despite the costs sustained by the County and local utilities. John said he would review the permitting of wide loads to ensure compliance with current rules.

## Mar Vista Garden Gets a Haircut

Deb Murray

For those of you who may not remember, the Mar Vista Garden (located on the corner of Mar Vista and Cedar Street) was once a large pile of dirt. About 14 years ago a group of volunteer Seacliff ladies got

together and, following the plan one of them envisioned, completely landscaped the spot. As the garden flourished, we would gather there monthly to clean up and take turns watering. Over the years, it grew harder and harder to maintain the garden, due to water rationing and volunteers moving out of Seacliff.

Eventually, this once beautiful garden was in desperate need of a facelift. So, a few months ago, the association hired a local gardener who spent almost 16 hours pruning, weeding and sprucing up the whole plot. I am happy to report its former beauty has been restored! In the future, the Mar Vista Garden will be added to the Senseless Acts of Beauty list for ongoing clean up. If you get a chance, be sure to stop by to see it!



## Summer Beautification Awards

Niki Derby and Debbie Doss

Many thanks to all the committee members for their participation this year: Cathy Patton, Coni Hendry, Deb Murray, Debbie Doss, Linda Campopiano, Margaret Kotsi, Mark Mauceri, Martha Johnson, Mary Watson, Pat Norton, Sharon Vaughn and Esther Maxey. The Beautification Committee will start the nominating process again in May 2014. Remember, if you'd like to join the committee, just let us know.



### Bernard Gregoris and Martha Johnson -- 99 Beachgate

Introducing the amazing team of Bernard and Martha . . . and their dear friend and landscape genius, Tom. Bernard is a high school science teacher and talented craftsman. You can find Martha's beautiful acrylic paintings on both canvas and one of kind reclaimed metal hangings in several galleries and shops. Tom, visiting from San Francisco, also has a keen eye for finding unique reclaimed objects that become beautiful pieces of art with the artistic touch and capable hands of Barnard and Martha making the whole home and yard an artistic masterpiece.

Martha, originally from Los Gatos, frequented the beach here as a youth. With friends living in the area, Bernard and Martha have visited over the years, and finally purchased this home three years ago. Since then, this dynamic team have worked and played, updating the interior and creating a wonderful outdoor living space with many features including a fire pit, water feature, several great seating and dining areas, many unusual succulents, rich colors and textures in their unique garden art, plus over 300 well-chosen plants. The attention to detail and creativity found in each space makes you feel like you are touring a home and garden that is an art piece in and of itself.

### Susan Zare -- 336 Park Avenue

Susan has a long history at her house on Park Avenue. Susan's parents bought the beach cottage in the 1960s and the family enjoyed many happy times there. After both of her parents passed away, Susan and her husband, Richard, continued enjoying the cottage.

Then, in 2006, they decided to build a brand new home on the site. The idea of what their beautiful and very contemporary home would look like came from Susan. They found an architect that could design Susan's vision in Heidi Anderson-Spicer. Testorff Construction built the home.



To set off their new home with curb appeal they contacted William Ratto Landscaping who installed a clean, modern garden with drought tolerant plants that perfectly complements the design of their dream home.

## Jim and Nancy Costanza -- 331 Seacliff Drive

In the early 1940s, Jim's parents purchased this 1934 home built as a second residence. While his father worked in his fishing business in Martinez, Jim and his brother spent the summers with their mother in Seacliff. The Costanza family has been members of the "Seacliff Park Improvement Association" since June of 1942! Back in those early days, very few homes dotted the neighborhood, and Jim's father asked neighboring vacant lot owners if he could grow vegetables on their land during their summer vacations.

Once a professor at Berkeley, Jim moved his family to Los Angeles area where they raised a family of four children before they eventually moved back to his summer playground in Seacliff. They then discovered that needed repairs to the original home would not meet current county codes.

So in 2008, and for Jim and wife Nancy's 50th wedding anniversary, the original home came down and the Costanza family built the two newer homes using the adjacent lot that was part of their property. Designed by Ron Gordon and built by contractor Bill Passey, Jim and Nancy's spacious newer home sits right next to the house they built for their children and grandchildren to continue the family tradition of visiting this area now and for generations to come.



## Veronica Grossi -- 204 Oakdale

Veronica was surprised and thrilled to have finally received the coveted Seacliff Beautification Award. Living and loving her home and plants since 1974, Veronica coaxes her garden daily. Each plant has a history as they have been added over the years. If there was such a thing as a plant angel, Veronica typifies that person who just loves plants and tending to them.

She's become a "go to" person for friends whose plants are fading, bringing many back to life. A perfect example is her next door neighbor's tree - once stark and lifeless, it now thrives. The wow factor is her bougainvillea plants between their homes.

Up close you find hundreds of bulbs like the huge dahlias trying to compete with many flowering trees and shrubs. Much of her garden surrounds her two private "secret garden" gazebos where trumpet plants blossom along with hanging baskets and potted plants. Her cats enjoy her darling yard and the action of the humming birds feasting on the plethora of nectar it produces. A very grateful award winner for just doing what she loves!



## Class Begins January 7<sup>th</sup> - Sign Up Today!

Mary Edmund

Local government prepares for everyday emergencies. However, during a disaster, the number and scope of incidents can overwhelm conventional emergency services. CERT is a positive and realistic

approach to emergency and disaster situations where one may initially be on their own and their actions can make a difference. While people will respond to others in need without the training, one goal of the CERT program is to help them do so effectively and efficiently without placing themselves in unnecessary danger.

The Community Emergency Response Team (CERT) program is all-risk, all-hazard training. This valuable course is designed to help you protect yourself, your family, and your Seacliff neighbors in an emergency situation. In the CERT training, you learn to:

- Manage utilities and put out small fires
- Treat the three medical killers by opening airways
- Learn disaster psychology
- Provide basic medical aid
- Search for and rescue victims safely
- Organize themselves and spontaneous new volunteers to be more effective in a disaster
- Collect disaster intelligence to support first responder efforts.

New CERT volunteers receive a backpack full of supplies, including personal protective equipment, so they will be prepared should disaster strike. Having CERT training means that you're as ready as you may be to help yourself, your family and the Seacliff neighborhood. The next Training class starts Jan 7th and runs for 6 weeks at Aptos/La Selva Fire Station on Soquel Avenue in Aptos. To learn more, visit: <http://www.aptosfire.com/Default.aspx?tabid=83> and watch the video about CERT and how it's helped many residents keep their neighborhoods safe and prepared. If you are interested or need more information please contact Mary Edmund at: [medmund4@gmail.com](mailto:medmund4@gmail.com).

## Seacliff Merchants Seek Downtown Development Solutions

Stacy Patyk

In late October, the Seacliff Merchants began meeting to address the business requirements of Seacliff business owners and tenants located in Seacliff Village and its environs. Currently, this group is in partnership with the Seacliff Improvement Association but may later choose to form an independent merchant association.

After a few working sessions, it became apparent that parking and revenue growth are the two primary concerns of Seacliff business merchants. A severely limited amount of parking, coupled with no parking management, has led the merchants to determine that their ability to grow and attract new businesses and developers to available commercial sites is directly tied to the severe parking shortage.

To pursue a solution, the committee met with Barbara Mason, Santa Cruz County Economic Development Coordinator, to discuss the parking and revenue growth issues, which directly tie into the soon-to-be-released Economic Vitality Strategy for Santa Cruz County. Barbara plans to bring the merchants' issues regarding parking, business development and the upcoming infrastructure improvement projects with their impacts on the businesses to our supervisor, Zach Friend, to determine the best way to address them. We'll give you an update of this committee's progress as it develops. If you have questions, please send them to: [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org).

## Welcome New Members!

John Bartch  
 Karen Hannan  
 Thomas and Janet Hendricks  
 Bob and Shirley Henry  
 Mike Milward and Ellen Vogt  
 Gary and Shelly Mort  
 Jill Punnilath  
 Larry and Violet Puretz  
 Searidge Partners LLC

*We thank all 337 member households  
 for your continued support!*

## Seacliff Improvement Association

### TREASURER'S REPORT FOR 2013

January 1, 2013 thru November 30, 2013

BEGINNING CASH BALANCE	\$24,026.62
INCOME:	
Donations	1,110.00
Membership	8,603.13
Human Race - Net	1,630.25
Other Income(Dog Parade)	79.17
<b>TOTAL INCOME</b>	<b>11,422.55</b>
EXPENSES:	
Web Host and Design	982.88
Newsletter Publishing	1,901.07
Postage	884.71
Upper Bluff Maintenance	21.59
Mini-Park Maintenance	2,111.50
Mar Vista/Park Strip Maintenance	160.00
Insurance Expense	563.00
Annual Dinner (Net)	1,175.03
Beautification Awards	175.00
Other Expenses	632.42
<b>TOTAL EXPENSES</b>	<b>8,607.20</b>
<b>ENDING CASH BALANCE</b>	<b>\$26,841.97</b>



Thanks for joining us for  
 our 2013 Annual Dinner!



Fire Chief  
 Jeff Terpstra was  
 informative AND  
 entertaining!



80 Members and  
 Guests in attendance!

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



## Nextdoor Seacliff

Many Seacliff neighbors have joined Nextdoor, a private social network for neighbors to build community connections. Aptos has several neighborhoods, including Seacliff, that have joined together to share information including:

- Neighborhood Events
- Babysitter recommendations
- Free Lemons
- Sharing a Beach Walk
- Seacliff Coyote Sightings

To learn more or join visit:  
<https://nextdoor.com/>



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

*Check out our Newsletter Archive:*  
<http://www.seacliffimprovement.org/sample-page/newsletters/newsletter-archive/>

*Write to us at:* [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)

**O**ur association is strengthened by those who take the step to volunteer to help our village thrive. If you want to make a difference in Seacliff, consider joining our board of directors. Serving on the board puts you at the heart of the happenings in Seacliff where you can have a voice in our endeavors and events.

We meet monthly, on the second Tuesday at 7 pm at the Aptos La Selva Fire Station. Board service is fun and fulfilling. Take the next step, call Rebecca Downing at: 688-4142. We look forward to hearing from you soon!