

Seacliff Improvement Association

Spring 2012

Grab a dog and join us for our 2nd Annual Seacliff Pooch Parade

Saturday June 30, 2012
Seacliff State Beach Upper Parking Lot
Registration begins at 11 am
Parade is at High Noon!
Refreshments and Trophies to Follow



Trophies will be awarded for:

Top Dog Best In Show
Top Dog Junior Division – Best In Show
Best Dressed
Best Performance
Most Like Their Owner
Most Original Costume
Best Dog Group Entry

The Scoop:

Entry fee is \$10 per dog

All dogs need leash and/or harness.

Consider comfort and safety in your costume design

Refreshments, water and doggy clean-up bags provided

Socialized dogs only, please!



Mail this registration form by June 20th with your \$10.00 entry fee per dog to:
Seacliff Improvement Association P.O. Box 533, Aptos, CA 95001

Please print:

Name of Dog(s) 1 _____ 2 _____

Category of Entry _____ Dog's Favorite Toy _____

Owner(s) Name _____

Tel# _____ Email _____

Address _____ City _____ Zip _____

For late entries and questions contact: info@seacliffimprovement.org or call: 688-4142

Come to the parade and cheer for your favorite canine!

Human Race Keeps Up the Pace

Deb Murray

We did it!!! Thanks to all of you for your generous pledges...we received 74 pledges and we raised **\$2,100!**

It was a fabulous day! We started the day with registration and a continental breakfast beginning at 8 am, followed by the nearly 5 mile race, and a live band and a Bar-B-Que lunch at the conclusion! A casual race, there were 2,000 or more participants and a lot of friendly dogs walking or running...fun times to be had by all. All the participants were rewarded a Human Race T-shirt!

Monies raised will be used for our activities and expenses including improving our Seacliff public gardens, the bluff restoration project and land use issues.

Special thanks to the SIA team members: Aidan Downing and his mom, Rebecca, Marti and Dan Jones, Hillary McCrea, Patti Camarillo, Judy Champion, Margaret Kotsi and her poodle - Tag, along with my family - John and Ireland Murray, and our poodle - Moxie. Each team member raised their own pledges...GO SIA TEAM! Thanks again for your support and we hope you'll be able to join our team next year!!



The Candidates Speak

Rebecca Downing

It was standing room only at the Rio Sands Motel on the evening of May 7th for the 2nd District Supervisor Candidate Forum. This event was co-hosted by both the Rio Del Mar Improvement Association and our own association.

The candidates in attendance, Antonio Rivas, Zach Friend, Rich McGinnis and Daniel Beckett each shared their personal stories and goals for the 2nd district. They then answered members' questions. Doug Dietch was absent due to illness.



Antonio Rivas, Zach Friend, Daniel Beckett and Rich McGinnis speak to residents at the Rio Sands Motel

Questions ranged from issues of governance, infrastructure, land use, crime, and the Seacliff Village Plan and streetscape project. Candidates responses included a variety of opinions about the planning department, the Rancho Del Mar remodel and the impact of increased traffic on our neighborhoods, the necessity to shrink the county departments, both the Aptos and Seacliff Village Plan, and increasing the number of sheriffs assigned to our area.

The candidates then had the opportunity to meet and speak with the 125 residents who turned out to hear them. The association greatly appreciates those of you who attended the forum. This is the first time our associations have held a joint event and response to it was so positive that folks are looking forward to doing it again in the future.



Go Team Seacliff!

Village Transformation from Senseless Acts of Beauty

Cole Strickland

More than a dozen volunteers turned out May 5th to participate in a village clean-up event sponsored by the Seacliff Improvement Association and California State Parks with support from Local Merchants and resident volunteers. The group aka “The Boat Crew” named after some of the members “Boat” shirts cleared the large triangle parcel on the corner of State Park Drive and Center Avenue that was covered for years in berry bush thorns, brush and garbage. Work continued up to the next corner at Santa Cruz Avenue and by the end of the party there where four loads of debris for California State park trucks to haul away for composting. One of the volunteers said that it was truly a “transformation that felt like uncovering what had been lost in Seacliff”.

The team effort unearthed some interesting relics from the past including a pair of old leather work boots, some old coins, a pair of keys, a cell phone (sorry not an iphone) and a memorial to Hector Ruffolo and Janeen Franzman. The event marks the first of many to come in the Seacliff, as volunteers look towards further developing the community bond and relationships with State Parks and Seacliff merchants. The event was so successful and rewarding that the group plans to meet on the first Saturday of each month throughout the summer. Projects in the future may include additional clean up, landscaping, curb painting, and planting...to larger community events including a Sea Mural, Art Fairs and First Saturday daytime discount merchant events that have a chance to further “transform” the Seacliff community. To help or volunteer to further develop our community, contact Stacy Patyk at: info@seacliffimprovement.org. We look forward to seeing you at our next event in the village.

The Boat Crew at Work in the Seacliff Triangle



Seacliff Village Survey

Results

Hannah Schmidt

Thank you to the 92 people who took the time to take our survey! That is the best response the SIA has had on an online survey to date!

In March the Seacliff Village Plan Committee conducted a survey of Seacliff residents. Our goal was to learn more about how residents use downtown Seacliff and to explore consensus around current Village concerns and what the community would like to see in the Village in the future.

Respondents reported that the majority of their purchases are outside of Aptos. Notable exceptions were groceries, gas and postage. The only item that the majority of residents purchase in Seacliff is pizza!

We found broad consensus on the types of businesses people would like to see and would likely visit in Seacliff in the future. At the top of the list, we want more restaurants. Rounding out the top six desires are: a small grocery store, a coffee shop, a bakery/deli, a book/gift shop, and place for recreation (yoga, small gym, bike shop, etc.). The top five businesses that respondents do not want to see come

to Seacliff are: Bar/Nightclub, liquor store, fast food, big box/chain store, and another trailer park.

Improvements that Seacliff residents would most like to see are landscaping and beautification. Other improvements that ranked high are development of safe pedestrian access and a downtown plaza, public safety, and drainage. The top ten concerns that residents would like to see addressed are:

1. Traffic/Speeding
2. Utility Undergrounding
3. Safe and beautiful walkways for pedestrians
4. Parking
5. Abandoned homes
6. Upkeep of homes and businesses
7. Safety at night
8. Trailer parks
9. The Med
10. More sense of community

Many of the responses we received strongly echo the responses to similar questions asked of residents in 1999 when the current Seacliff Village Plan was being developed. We plan to incorporate the results of the 2012 survey into our recommendations for an updated Seacliff Village Plan.

Seacliff Village Plan Update

Kathi Forman

Many of you probably still remember the community workshops held in 1999 by the Santa Cruz County Planning Department that helped develop the Seacliff Village Plan (SVP). Adopted by the Board of Supervisors and certified by the Coastal Commission in 2003, the plan establishes a vision for our community in the areas of *Land Use* (Zoning & General Plan compliance), *Circulation* (traffic, streets, bikeways and pedestrian amenities), and *Design* (village specific goals that include lighting, landscape and signage). In adopting the plan, the Planning Department also made a commitment to revisit some of issues and concerns raised by residents after a period of 10 years - including noncompliant zoning, land use designations and signage.

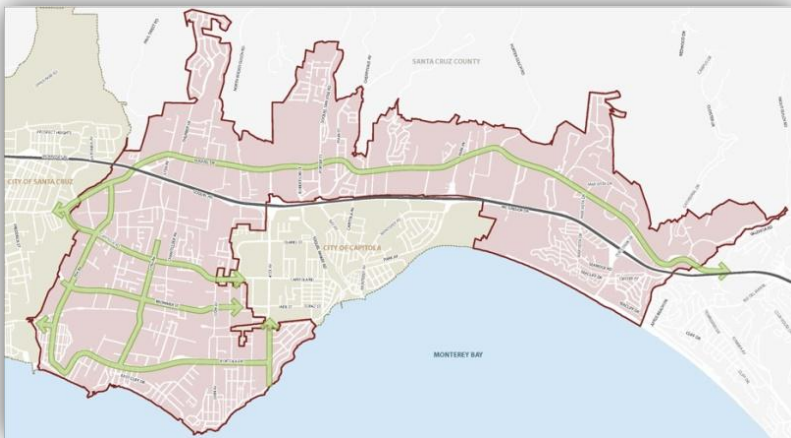
The good news is that the 10 year "revisit" aligns with some very exciting upcoming projects such as the State Park Drive Undergrounding and the subsequent Seacliff Village Streetscape and Improvement Plan project. Unfortunately, the timing also occurs when County resources are stretched and focused on other higher priority items. Given the lack of County resources to formally amend the SVP, a group of SIA members have been meeting to go through the document and make comments and suggestions for plan updates that will be submitted to the County for consideration. This short term effort is expected to be complete by July and the results will be made available for viewing and comment by other residents before suggested updates are submitted to the County. Watch for posted updates in the near future!

Seacliff Represented on the Sustainable Community Plan Advisory Committee

Will Roblin and Rebecca Downing

The County's newly-launched Sustainable Communities and Transit Corridors Study seeks to identify opportunity sites and constraints within Live Oak, Soquel, Aptos and Seacliff for locating future residential and commercial developments along existing corridors –Soquel Avenue, Capitola Road., Brommer Street., Portola Drive. and Soquel Drive.

The Advisory Group, including our Seacliff Village Plan Committee chair, Will Roblin, consists of several dozen community members – property owners, developers, community groups, Dominican, Sutter, Sierra Club, architects and numerous consultants and county staff. This group will meet over the next two years to provide feedback to the county during the course of the study. Additional interviews with other Seacliff residents have been conducted and concerns shared with the county included the need to preserve our village character, improve our infrastructure along with pedestrian and bicycle access.



Corridor Study area, excluding the City of Capitola, is shaded and includes all of Seacliff Village.

This association successfully sought representation in this advisory group of stakeholders because the Poor Clares property, current home of the Coastlands Church, is the only site identified in the study for development consideration. This property is part of the Seacliff Village Plan and lies in the Coastal Zone.

It is the last large parcel of land in Seacliff that is zoned for visitor accommodation and currently provides us with a large stand of trees as a view shed. There is great concern in our community about its future.

The study, in response to Proposition 84, seeks to "... encourage the development of regional and local land use plans that are designed to promote water conservation, reduce traffic and fuel consumption, encourage greater infill and compact development, protect natural resources and agricultural lands and revitalize urban and community centers."

An Invitation from Kathy Previsich
Planning Director, Santa Cruz County

Santa Cruz County is beginning an exciting new project: the Transit Corridors Plan. This Plan will establish a community-based vision for a more sustainable way-of-life in areas around Soquel Drive and in Live Oak. The Plan will integrate the County's land use and transportation policies in a way that protects environmental resources, supports economic growth, and increases access to opportunity for all County residents.

As part of our public outreach for this project, the County has also established an on-line comment forum to allow residents to easily provide feedback on key issues associated with the Plan. I personally encourage you to join this "Open Town Hall" forum here:

<http://transitcorridorsplan.org/open-town-hall>

On Open Town Hall, you will be able to read what others are saying about the Transit Corridors Plan and post your own statements. Open Town Hall will supplement the numerous public workshops and meetings at which residents can provide input on the Plan. Information on these workshops and meetings, as well as general information about the project, can be found at www.transitcorridorsplan.org.

Thank you for participating!

BridgeRaising Group Hosts



2nd District Candidates

Will Roblin

Our association co-sponsored a 2nd District Candidate Forum on April 23rd at the Aptos Grange Hall Bridgeraising community meeting.

Candidates Zach Friend, Daniel Beckett and Antonio Rivas were present to hear extensive information on the topic by People Power's Micah Posner. Also present or represented were Cabrillo Bike Club, Mar Vista Elementary, Aptos High School, Supervisor Pirie, RTC chief, George Dondero and 30 – 40 local residents.

Proposed to reconnect Mar Vista Drive over Highway 1 for bike and foot traffic, this already-funded project has been delayed three times, apparently due to Environmental Impact Report (EIR) requirements. Currently, a separate EIR for just the bridge depends on the larger highway widening EIR with construction beginning as early as 2015. The Aptos Grange, located on the north side of Highway 1, hosted the forum and is available for community functions. You can reach them at: 688-3974.

Welcome New Members!

Tom and Elizabeth Bastasch
Judy Campion
James Clark
Tim and Christina Deane
Brian Fairchild
Rickey Feldner
William and Lois Gil
Barbara Grasso
Bill and Irene Higginbotham
Jerry and Judy Mulenburg
Victor and Elizabeth Panero
Tom and Nancy Pelich
James Peterson
Carol Puskar
Thomas and Rochelle Vermeulen
Barbara and Eric Zaiss

*We thank all 326 members
for your continued support!*

How Does Your Garden Grow?

Niki Derby

Whether or not Silver Bells and Cockle Shells are part of your seaside garden, the Beautification Committee members will find out when we are out scouring Seacliff neighborhoods to find those owners who have worked hard maintaining their homes.

As a "thank-you," for taking such good care of your patch of Seacliff, four homeowners receive a \$25 gift certificate to Hidden Gardens Nursery and an award sign in their yard. If you are just getting started you still have plenty of time to be considered for this year's awards. Four awards are given in June and another four are given in August.

If you find yourself stopping to smell the roses and admire the cottage gardens as you take your neighborhood walks then you are welcome to be part of this fun committee and vote for your favorite homes, just email us at info@seacliffimprovement.org.



TREASURER'S REPORT

January 1, 2012 - April 30, 2012

BEGINNING CASH BALANCE (1/1/2012)	\$20,229.74
INCOME:	
Donations	145.00
Membership	2,135.00
Human Race - Net	54.58
TOTAL INCOME	2,334.58
EXPENSES:	
Web Host and Domain	107.40
Newsletter Publishing	1,159.44
Mini-Park Maintenance	236.38
Insurance Expense	569.00
Other Expenses	167.23
TOTAL EXPENSES	2,239.45
ENDING CASH BALANCE	\$20,324.87

Can it really be Undergrounding?

Rebecca Downing

If you look back at our newsletters, reports of the undergrounding of utility poles in Seacliff Village were full of hope with the groundbreaking always right around the corner. Due to the domino effect of other projects, including the recently completed Pot Belly Sewer line, the much anticipated undergrounding portion of the streetscape project, described in the Seacliff Village Plan, seemed a distant mirage to its followers, until now.

We learned last week that all utility companies are in agreement as to the trenches, locations, and placement of their conduit inside the trenches. Trench plans have been finalized and the plans are currently out for bid to contractors. These bids are expected back within the month. Stay tuned!

Visit our website today:

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

Questions? Comments? Write to us at:

info@seacliffimprovement.org



*Only you...
can S-l-o-w D-o-w-n
on our roads
for pedestrians, pets
and children at play!*

Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Paul Ramos	662-0690
Abandoned Vehicle Abatement Desk	(need location, color, make, model & license plate)	454-3139
California Highway Patrol	24 Hour Non-emergency - for cars blocking the road	796-2160
Aptos/LaSelva Fire District	Fire Chief, Jeff Terpstra	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2nd District Supervisor, Ellen Pirie	454-2200
	Sector Superintendent, Pajaro Coast Sector - Kirk Lingenfelter	429-2881
California State Parks	Seacliff Supervising Ranger - Kevin Best (Dogs off-leash, dead animals, etc.)	685-6442
	Seacliff Park Maintenance Supervisor - Jeffrey Long	475-0164
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467

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

Seacliff Improvement Association



Membership Application/Renewal
Annual Dues are \$20.00 (January—December)

Name(s): _____

Seacliff Address: _____ State: _____ Zip: _____

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

Telephone Number: (_____) _____

E-mail Address (for SIA alerts & notification): _____

Please send my Quarterly Newsletter by E-mail: (check here)

The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes. If this policy does not provide sufficient privacy, please check either of the two choices following:

- Consult me before giving out my address or phone number to any SIA member
- Do not give out my address or phone number to any SIA member

Please sign me up to volunteer for:

- Annual Fundraiser
- Community Emergency Response Team
- Maintaining Gardens
- Beautification Committee

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