



Join us for our First Quarter Membership Gathering:

## Meet and Greet with Zach at the Med

Tuesday, March 14<sup>th</sup>, 2017 - 6:30 pm



Join the Seacliff Improvement Association at our meet and greet at The Mediterranean, 265 Center Street. We welcome our Santa Cruz County Second District Supervisor, Zach Friend and his analyst, Patrick Mulhearn, to give us an update on all things Seacliff, Aptos and beyond.



Soft Drinks and munchies will be graciously provided by The Mediterranean, Highway 1 Pizza and Marianne's Ice Cream. Parking is very limited so get your carpool together and mark your calendar *now*.  
*(Must be 21 to attend)*



We look forward to seeing you there!

## Seacliff Undergrounding and Streetscape Projects Proceed...*S-l-o-w-l-y*

Rebecca Downing

Recent storms have delayed the progress of construction but crews have continued to work when they can to complete the undergrounding of utility poles downtown. Repair equipment and activity at the entrance to Seacliff State Beach, from a failed storm drain, have complicated traffic flow so drive slowly



Repair to Seacliff State Beach storm drain is almost complete.

and exercise caution through this area, especially at night, to keep workers, pedestrians and other motorists safe. Trenching continues on Broadway and will soon begin on the ocean side of Center Avenue. Downtown parking during the day throughout this trenching will be limited. Metal plates will be placed over the trenches so parking spaces will be available in the evening.

The streetscape beautification project that follows the undergrounding is currently being revised to incorporate requests by the recently formed downtown merchant association. The last public meeting to review the plan will be announced after these changes are reviewed and the design is finalized.

*We appreciate your caution and patience during construction!*



## Storm Impacts and Rancho Del Mar Community Meeting Update

Zach Friend  
Second District Supervisor  
County of Santa Cruz

The most recent storms have pushed damages in the County to approximately \$35 million in damage to our public, unincorporated, local roads and infrastructure, causing some of the most significant challenges in recent memory. The Board of Supervisors declared a third emergency in as many months and has

submitted requests to the state and federal government for funding. In Seacliff we've had significant damage to the culvert and road on State Park, Beachgate trail and potholes are everywhere.

Governor Brown approved the declaration for the January storm events and has requested assistance through the Federal Highway Administration's (FHWA) Emergency Relief Program, which could provide additional funding for the Federal Aid Routes (major arterials and collectors) in Santa Cruz County. The state disaster funding provides coverage (usually up to 75 percent) for the cost of repairs. However, the Governor did not make these funds available for the December storm damage. We are working with our state and federal legislative delegations for funding for damages sustained in December as well.

I am hearing daily of the issues that the recent storm damage has caused throughout our district that are real and very problematic. We had days where some people in our district were completely cut off from their homes as slides had eliminated access or flooding prevented all ability to travel sections of our district. With the emergency declaration providing up to 75 percent of the funding needed for certain roads, this still leaves a multi-million dollar gap of funding for repairs, just focusing on top priority repairs, associated with the recent storms. As many of you are aware, just by looking at the condition of our local roads in general, Public Works doesn't have a few million dollars extra for road repairs. Because of this reality, the Board of Supervisors is looking at the possibility of borrowing to address high priority roads, like Valencia Road, that were damaged. Options could include the best use of transportation impact fees, Measure D funds, and Surface Transportation Block Grant funds.

Taking out such a loan would most likely mean that other road work, such as planned capital improvements - road overlays, repairs etc., that isn't from storm damage, might be delayed, in some cases significantly. However, we recognize that these storms have caused situations that must take priority over other road needs.

If you have potholes that need attention, please use the Citizen Connect mobile app through the County or the Public Works page to report directly - <http://www.dpw.co.santa-cruz.ca.us/ReportProblem.aspx> - this helps us inventory them and work with Public Works to fill them. I recognize this is a difficult and frustrating situation. Thank you for working with us as we try to address these very pressing needs caused by the recent storms.

**Rancho Del Mar Meeting** - Over 200 people attended a recent community meeting to see renderings of the proposed remodel of the Rancho Del Mar shopping center and hear information about overall plans for the center. The meeting followed a similar one last year when Terramar, owners of the center, heard from residents about desired design ideas and tenant mixes. Terramar committed last year to hold another meeting in Aptos once they had a formal proposal.

Terramar was represented by their Vice President, the architect for the project, leasing agents and property managers who provided a series of color renderings for the remodel, which they described as modernizing the center but keeping the "rural theme and Aptos" sense of place. The remodel will not include any overall change to square footage and focuses on these elements: ADA improvements (including lifts and ramps), new landscaping, major lighting improvements, a focus on the "pedestrian experience" to make it more walkable, the creation of outdoor dining experiences

and significant changes to signage, sidings, roof pitches and paint elements. There will be no changes to the entrances or exits nor will there be any parking changes - and for those remembering the proposal from Safeway a few years ago, there will be no new large stores or second stories. A lot of this parallels feedback provided by the community at last year's meeting.

Terramar noted they just submitted the proposal to County Planning staff and is beginning the design review process that could take an estimated four months before they can apply for building permits. Once permits are approved, the estimated 12 month construction can begin in early fall and will be done in



phases to preserve parking and minimize impacts on business and customers during construction. Their architect noted discovery of many deferred maintenance issues including dry rot, termites, and leaks that will all be addressed bringing a current remodel cost estimate of \$15 million.



Questions were raised about bringing back the movie theater, circulation and parking problems- especially associated with the Safeway gas station, whether there will be electric vehicle charging stations (they are evaluating this), and the general tenant mix envisioned.

While Terramar didn't get into specific lease negotiations they noted that they want to keep all of the businesses there if possible and have heard the desire to have some new restaurants at the center. If you have questions about the center you can contact Bruce Walton of Terramar directly at [bwalton@terramarcenters.com](mailto:bwalton@terramarcenters.com)

If you have any questions about the meeting or storm damage, please feel free to call me at 454-2200.

## Seacliff Neighbors Band Together to Protect State Park Bluff

Linda Hovis

You may have noticed signs posted on two properties on Coates Drive, fronting the bluff, proposing expansion variances in the first subdivision to be built in Seacliff - a row of 21 single story homes along the bluff that have been protected by deed restrictions dating back 90 years. These restrictions have prohibited roof heights above 14 feet, and the building of two story homes along these bluffs. Applications for variances to these restrictions have recently been accepted by the County Planning Department and, if approved, could lead to more two story homes on these bluffs, eliminating ocean views and drastically changing the neighborhood for locals walking from Coates Drive and the Beachgate steps to Seacliff State Beach.



If allowed, two story home conversions above Seacliff State Beach could also tower over the RV camping, picnic areas, beach path and beach. The precedent set by these proposed changes would permanently alter the historic nature of the Beachgate neighborhood and the Seacliff Village public view shed for residents and vacationers who walk along Coates Drive and the Beachgate steps to the beach, as it has been for almost 100 years.

A group of concerned residents have formed an association dedicated to protecting and preserving the bluffs and seek those who support and enjoy Seacliff State Beach. Join us for an informational get together following the next SIA Quarterly Membership meeting on March 14th at the Mediterranean. For more information, email: [seacliffoceanbluffs@gmail.com](mailto:seacliffoceanbluffs@gmail.com)

# Seacliff Survey Results are In!

Diana Hayden

We send a big *THANK YOU* to the 111 of our members that responded to our recent SIA Members Survey. The purpose of the survey is to ensure that the association is focusing on the activities and issues that are most important to our membership. Respondents indicated the current activities that are most important include keeping our community informed via the newsletter and website, and communications and representation with local government. Ensuring our landscape remains beautiful and our community is safe by supporting CERT, also continue to be important.

Additional activities that you would like the association to consider are community clean-up days, week night food truck get togethers and craft fairs/farmers market days. From the survey we also learned that attending quarterly member meetings is more likely to happen if we have a compelling topic or activity that affects our Seacliff community. Our focus going forward will be creating meetings with speakers and presentations that address your priorities and issues.

Finally, it is very clear that creating a safe way to walk and bike to Aptos Village is of significant importance and should be a primary focus for the coming year. We appreciate our volunteers that have shared their time and expertise supporting our community. Additional volunteers are critical to ensure we continually maintain and improve Seacliff. Feel free to send your suggestions and ideas to: [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)



## Save the Date! May 13, 2017 for the 37th Annual Human Race

Deb Murray, SIA Fundraising Chair

Santa Cruz County's 37th Annual Human Race Walkathon and Fun Run will take place on May 13, 2017. The Human Race is a nationwide community fundraising event where communities come together for a good cause. The Human Race has become the SIA's primary fundraiser. Last year we met our goal to purchase personal first aid packs for all members of Team Seacliff, as well as necessary medical equipment and supplies in the event of a disaster. We also raised enough funds to replenish the mulch in the Mini Park.

Our 2017 goal is to raise \$2500 for the Mini Park in Seacliff. The money raised will be used to purchase and plant new drought tolerant native plants to fill in a large empty area, refurbish the decomposed granite paths and replace bender boards, and buy CERT supplies. To reach this goal we will need your help. We encourage all of you to participate and walk or run with us. It's a fun day with a beautiful walk (or run) along West Cliff Drive in Santa Cruz. More details forthcoming!

## The Merchants of Seacliff

Kelly Dillon

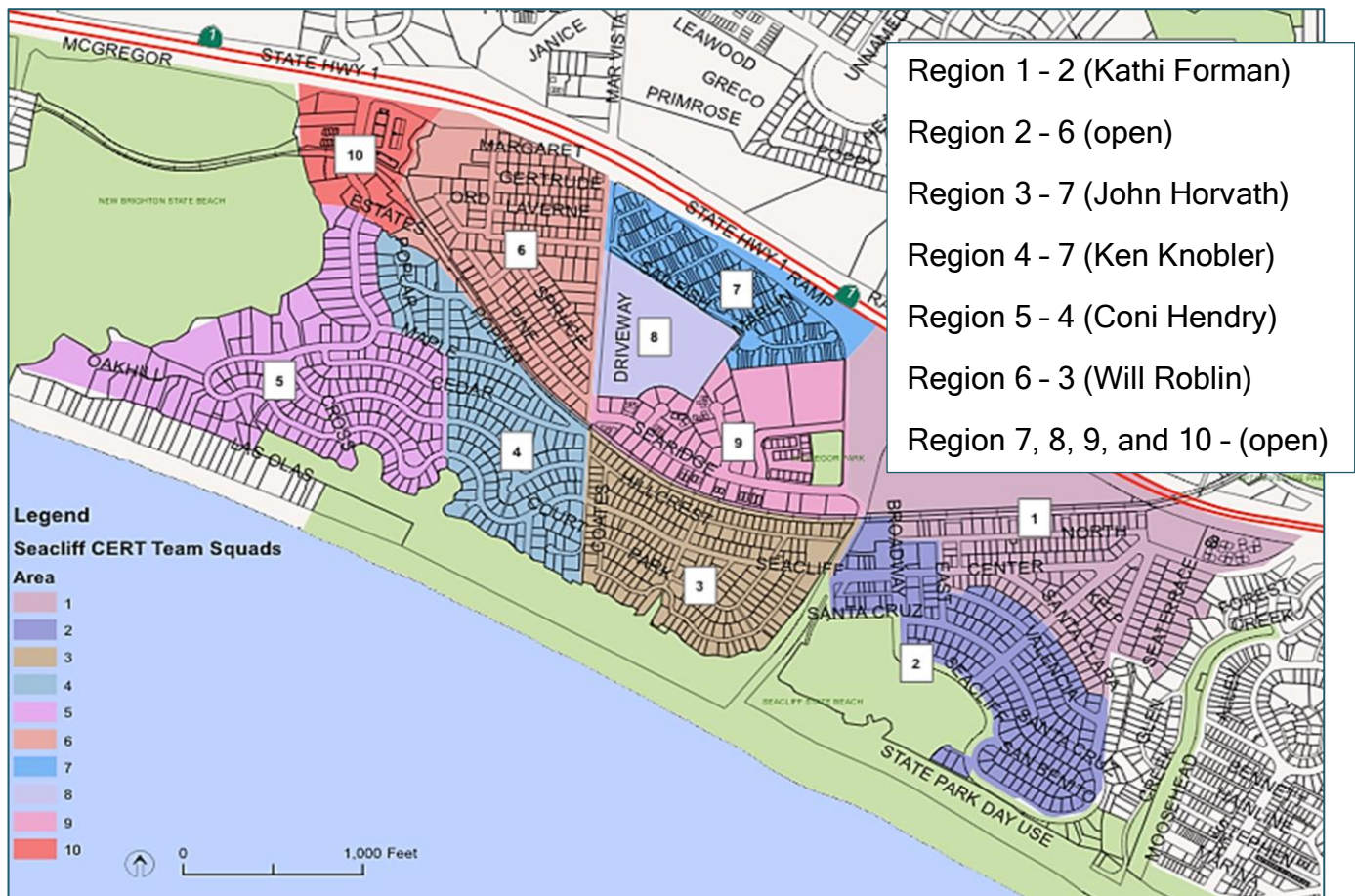
Seacliff retailers have formed the Seacliff Business Partnership (SBP), a merchants association, with the aim of providing an additional voice representing Seacliff. The group's membership includes retailers, boutiques, restaurants and commercial property owners. SBP has initial goals to beautify the village, support community events, maintain common resources and spaces, promote safety and a positive experience for Seacliff residents and visitors. Contact [seacliffbiz@outlook.com](mailto:seacliffbiz@outlook.com) for more information.

# Join Seacliff CERT Today

Mary Edmund

Seacliff CERT was formed 8 years ago when members from the SIA Board of Directors took the certification training. Since then it has grown to 31 residents with training in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. Using the training learned in the classroom and during exercises, CERT members may assist others in their neighborhood following an event when professional responders are not immediately available to help.

There are ten area squads noted in the map below. The current number of CERT certified individuals in each area are as follows (with squad leaders for the area in parenthesis):



Our Command Post will be located in the Community Center at Blue Pacific Mobile Home Park on Mar Vista. The Park also maintains a shed with our supplies. For full coverage there needs to be 6-12 people per area.

How ready is your neighborhood to meet the next disaster? Like car insurance, you hope you never have to use it, but if needed, having the CERT training means that you more prepared to help yourself, your family and your neighborhood in an emergency situation.

We still need more trained individuals to evolve into a full CERT response group. Make a resolution to support your community this year. Class schedules may be found on the CERT Auxiliary website “[santacruzcountycert.org](http://santacruzcountycert.org)” with new classes being scheduled soon for May and resuming again in September through November. Contact Mary Edmund, CERT Coordinator at [medmund4@gmail.com](mailto:medmund4@gmail.com) for more information about joining Seacliff CERT.

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



To report some of the above and other neighborhood concerns, use the Citizen Connect App: <https://sccappstore.co.santa-cruz.ca.us/>

### Seacliff Community Contacts

Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jon Jones	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Patrick Dimick	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

Seacliff Improvement Association  
Treasurer's Report January 2017

	January	YTD
Beginning Cash Balance:	\$25,461.42	\$25,461.42
<b>INCOME:</b>		
Donations	\$ 50.00	\$50.00
Membership Dues	\$ 226.00	\$226.00
Total Income:	\$276.00	\$276.00
<b>EXPENSES:</b>		
Postage	\$ 26.03	\$26.03
Newsletter		
Printing/Postage	\$ 240.16	\$240.16
PayPal Reconciliation	\$ 0.78	\$0.78
Total Expenses:	\$266.97	\$266.97
Ending Cash Balance:	\$25,470.45	\$25,470.45

**Welcome New Members!**

Nick and Sally Carlucci  
Suresh and Vatheni Menon  
Mark and Lynn Rose  
Patricia Suppes  
John Testa  
Christopher and Julia Wilson  
Bill and Christina Wiseman  
Randy and Carrie Zar  
We thank all 348 member households  
and friends for your continued support!

Seacliff Improvement Association  
2017 Officers and Board of Directors

President: Will Roblin  
Vice President: Coni Hendry  
Secretary: Rebecca Downing  
Treasurer: Niki Derby  
Director: Mary Edmund  
Director: Diana Hayden  
Director: Kelly Dillon  
Directors: Kat Hsueh & Brent Lay

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](mailto:info@seacliffimprovement.org)

To report neighborhood concerns and help the county keep Seacliff safe and beautiful download the Citizen Connect App:  
<https://sccappstore.co.santa-cruz.ca.us/>



This complimentary edition of the Seacliff Improvement Association newsletter is sent to over 1,300 Seacliff Households!

The Association acts for you 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 about local government developments that impact Seacliff
- Improving our Seacliff neighborhood, ultimately helping to increase your property values and make 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!

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

Remember to join us at  
The Med on March 14<sup>th</sup>  
6:30 pm!  
See Front Page for details

*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