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**City Manager's
Weekly Update**

March 13, 2025

Apply for a Special Events Grant to Receive Up to \$2,500

Applications are open for the Special Event Grant Program for fiscal year 2026 (July 1, 2025 - June 30, 2026).

Grants offer up to \$2,500 to support events that enhance Santa Cruz's vibrancy and community well-being.

To be eligible to receive a grant, events must be held in Santa Cruz city limits, be previously held or newly established, and comply with City policies. Applicants must be Santa Cruz-based or demonstrate clear community benefits for the Santa Cruz community.

Apply by April 16. Awards will be announced on June 2.



Santa Cruz Pride is a previous recipient of a City of Santa Cruz Special Event Grant.

Learn More and Apply Today!

City Council Adopts 5-Year Roadmap for West Cliff

This week, the Santa Cruz City Council officially adopted the 5-Year Roadmap for West Cliff, marking a significant step forward in implementing the community's long-term Vision for West Cliff. This

roadmap is the result of extensive community engagement, public meetings, and feedback gathered over several months to prioritize key projects that align with the Vision.

The process began in August 2024, with the City working closely with the newly established West Cliff Implementation Committee (WCIC), which provided feedback and guidance through six meetings.

The 5-Year Roadmap identifies five priority projects that will guide improvements and resilience efforts for West Cliff over the next five years:

1. Revetment Repair Project
2. Lighthouse Field Roadway Relocation
3. Santa Cruz Coastal Change Monitoring Network
4. West Cliff Infrastructure Financing Feasibility Study
5. Corridor-wide Master Signage Plan and Design Standards



In addition to these new priority projects, the roadmap also includes eight existing projects that are already in progress, such as storm damage repairs, path rehabilitation, and the Lighthouse Point Hazard and Engineering Analysis. These projects are detailed in the roadmap, which you can review NOW!

[Click here for the 5-year Roadmap!](#)

Attend the Transportation and Public Works Commission Open House on March 24

The Santa Cruz Public Works Department invites community members to learn about current and upcoming public works projects in our city on March 24 from 6-8 p.m. at Holy Cross Hall (170 High St., Santa Cruz).

Meet City staff, engage with Transportation and Public Works Commissioners, and review the following projects:

- [Active Transportation Plan](#)
- [Bay Street Protected Bike Lanes and Pedestrian Path](#)
- [Coastal Rail Trail](#)
- [Master Recycler Volunteer Training Program](#)
- [Murray Street Bridge](#)
- Parking Garage Solar Installation
- [Resource Recovery Facility Enclosed Flare Installation](#)
- [Stormwater Projects](#)
- [Wastewater Treatment Facility Projects](#)



Economic Development and Housing Joins Chamber of Commerce for Community Leadership Visit

Members of the Economic Development and Housing Department recently participated in the Santa Cruz Area Chamber's Community Leadership Visit. This annual event provides the opportunity for business and community leaders to tour a new city or county and learn about initiatives driving economic development in that community.

The intent of the program is to learn about best practices that can be implemented in Santa Cruz to continue to build towards a strong economic landscape. This year, San Luis Obispo was selected, which is demographically similar to Santa Cruz.



Photo of San Luis Obispo by Jeremy Bishop

Attendees visited many notable areas, including the technology company Trust Automation, Diablo Canyon Power Plant, People's Self-Help Housing, and multiple Cal Poly assets. Participants also had the opportunity to tour downtown San Luis Obispo with the city's Economic Development team.

The visit provided valuable insights into how San Luis Obispo is fostering economic growth, supporting local businesses, and addressing housing challenges—many of which mirror challenges faced in Santa Cruz. By engaging in discussions with industry leaders, city officials, and community partners, the Economic Development and Housing Department team gained fresh perspectives and strategies to support local efforts.

Renovation and Historic Preservation Planned for Santa Cruz Museum of Natural History

On February 25, the Planning and Community Development Department received an application to renovate and expand the **Santa Cruz Museum of Natural History**. The proposed project also includes improvements to the existing outdoor amphitheater in adjacent Tyrrell Park.

Project goals include modernizing the building, enhancing accessibility, improving functionality, and preserving its historic parts. The approximately 5,000 square foot addition includes a new community room, lobby, offices, restrooms, and collections storage. In the adjacent park, the museum will maintain the learning garden, and the amphitheater will be rebuilt. The project will improve access to the iconic whale sculpture and accessibility throughout the park.

The project requires approval of a coastal permit, design permit, special use permit, and historic alteration permit, which includes a request for a historic variation to parking requirements. Public hearings will be held before the Historic Preservation Commission and the Planning Commission.



Renovation of the Santa Cruz Museum of Natural History is proposed. The project will include improving functionality and accessibility of the museum, as well as neighboring Tyrrell Park.

Mixed Use Development Approved at 908 Ocean Street

On February 20th, the Planning Commission approved a mixed-use project comprised of 21 parcels bounded by Ocean Street on the west, Hubbard Street on the north, May Avenue on the east, and commercial properties to the south. The approved project includes the demolition of four commercial buildings and 12 residential units, along with the construction of a mixed-use development with 389 housing units and 9,570 square feet of commercial space.

The project consists of one five-story building with underground parking along Ocean Street and two three-story residential buildings fronting May Avenue. 54 affordable housing units are part of the development, including 36 units at the very low-income level and 18 units at the low-income level.

No appeals of the Planning Commission decision were received during the appeal period, which concluded on March 3rd. Following the building permit plan check process, the developer anticipates breaking ground in the Spring of 2026.



The approved development at 908 Ocean Street includes one five-story building with underground parking and two three-story residential buildings. A total of 54 affordable housing units are part of the development, with 36 units at the very low-income level and 18 units at the low-income level.

Community Meeting Announcement: 525 Water Street



Join us for a virtual community meeting about a proposed 100% affordable housing development at 525 Water Street. This six-story mixed-use project would include approximately 94 affordable housing units, ground-floor commercial space, and on-site parking.

Date: March 26, 2025

Time: 6:00 PM – 7:30 PM

Where: Online (Zoom)

Join here: <https://us06web.zoom.us/j/89963471991>

Call-in: +1 669 444 9171 | Webinar ID: 899 6347 1991

This meeting is an opportunity for community members to ask questions, provide input, and learn more about the project. If you can't attend live, a recording will be posted on the City's website after the meeting.



Ask A Lawyer March 20 Workshop Covers Homeowner Rights

Join Housing and Economic Rights Advocates at 12 p.m. on March 20 from 12-1:30 p.m. at the Santa Cruz Law Library (701 Ocean St, Room 70) to learn about home improvement scams and homeowner rights.

Attendees will learn how to address contractor financing scams and other homeowner rights issues. Registration is required. To attend, please call 510-271-8443 ext. 300.

Two more workshops are planned in the coming months. Animals, pets, and tenant rights will be covered on April 17, and student loan debt and consumer rights will be covered on May 15.

[Learn More](#)

Join the Youth and Family Town Hall!

The City of Santa Cruz wants to hear from you! Join us for a Youth and Family Town Hall on March 24 from 5-6:15 p.m. at the London Nelson Community Center to share your thoughts on the programs, services, and resources that matter most to young people in our community.

We want to know:

- What's working?
- What programs or services do you value most?
- Are there resources or opportunities you

wish were available?

This is your chance to help shape the future of youth services in Santa Cruz. **Your voice matters — share your ideas!**



Take the Survey!

Youth & Family Town Hall Meeting

We want to hear from YOU, the youth of Santa Cruz!

What Do We Want to Know?

- What's working?
- What programs or services do you value most?
- What's missing?
- Are there resources or opportunities you wish were available?


Join us!
Monday,
March 24 | 5pm-6:15pm

London Nelson Community Center
301 Center St, Santa Cruz



www.cityofsantacruz.com

Get Involved Now — Take the Survey!



AB 481

Virtual Community Meeting

Thursday, March 27, 2025
5pm-6pm

SCPD, AB 481 Community Meeting

In accordance with AB 481, the Santa Cruz Police will host an online community meeting to discuss and answer your questions about military equipment used by the Department.

The virtual meeting will start with a brief presentation about AB 481 and a summary of our equipment. Then, you will have an opportunity to speak with Santa Cruz Police staff and ask any questions you may have.

To submit questions ahead of time, please email cbrothers@santacruzca.gov

Date: March 27, 2025
Time: 5:00 PM – 6:00 PM
Where: Online (Zoom)
Join here: <https://us06web.zoom.us/j/83628915901>
Call-in: +16694449171,,83628915901# US

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