

August 22, 2024

Solar Installation at Soquel/Front Garage Underway

Starting August 19th, the City of Santa Cruz began installing a new 170kW solar structure at the Soquel/Front garage, enhancing sustainability with an annual solar production of 337.7-megawatt hours. The new solar structure will generate an estimated electricity savings of $100,000 each year. This project will run through December 25th.



Updated Traffic and Pedestrian Impacts

- Frazier Lewis Lane (Alley): Limited vehicle and pedestrian access will be allowed. The work zone will be clearly marked for safety.
- Front Street Sidewalk: The sidewalk will remain open, and the work zone will be clearly marked for safety.

119th Birthday for Santa Cruz Museum of Natural History



This week, we're celebrating the Santa Cruz Museum of Natural History's 119th birthday. Help us make it a memorable week by attending the **Birthday Party** this **Saturday, August 24th, from 12:00 – 2:00 pm.** This free community event will have it all: live music, crafts and games for kids, birthday treats, and so much more!

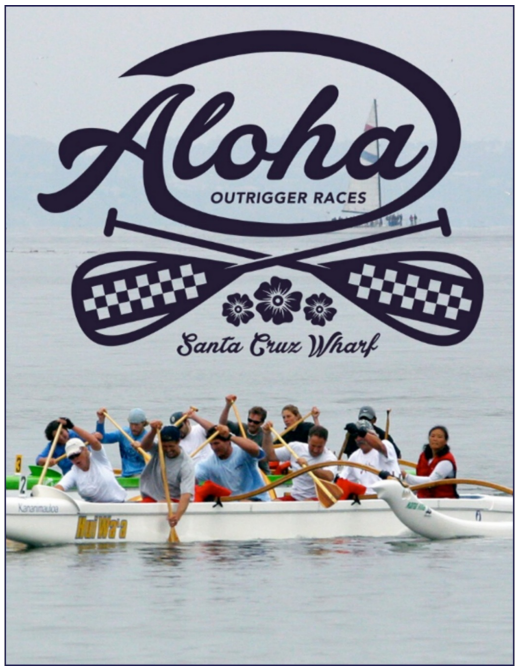
Learn More!

Join Parks and Recreation and the Pu Pu 'O Hawaii Outrigger Club for a Last Summer Hurrah!

The 32nd Annual Aloha Outrigger Races take place on Saturday, September 21st! Join Parks and Recreation and the Pu Pu 'O Hawaii Outrigger Club for one last summer hurrah. We'll enjoy a day of fun in the sun and cheer on teams as they compete in short heats off the Santa Cruz Wharf.

August 23rd is the final day to register your team. These short-course outrigger races are designed especially for new or novice paddlers.

After the awards are presented, stick around and watch the beautiful performances from Kūhai Hālau O Mehanakealohakalaua'eikapoli Pā 'Ōlapa Kahiko.



Register Your Team & Learn More

Swift Street Block Party a Success!



What started as a business visit with Ted Holladay, owner of the new store Rove Goods, to welcome his new business and plan a grand opening turned into an opportunity to celebrate all of the businesses at 719 Swift Street. Many of these businesses opened during the pandemic and haven't had their moment in the spotlight — thus, the Swift Street Block Party was born!

Rove Goods, Illuminee, Rye Home, and Companion Bakeshop all had their moment to shine with a ribbon cutting featuring Vice Mayor Renee Golder. Each business, including the Gazelle Experience Center, brought their own unique flare to welcome community members into their shops. Gazelle offered free 20-minute e-bike test rides, Companion was serving up some delicious breads, and Rye Home had small bites from Bakes and Boards and wine from Birichino.

As part of First Friday, Illuminee featured abstract painter Jane Harlow, and Rove Goods featured local photographer Raj O'Connell. We are excited to officially welcome these incredible businesses. Be sure to stop by to see what they have to offer.





Take a Survey to Guide City HUD Spending

On August 12, the City of Santa Cruz launched an online community survey to gather input on the 2025–30 Consolidated Plan and Neighborhood Revitalization Strategy Area. The survey will inform how the City spends its annual federal funding received from the Department of Housing and Urban Development (HUD). HUD provides the City with Community Development Block Grant and HOME Investment Partnership funding that can be used for new affordable housing development, community programs, infrastructure improvements, and more.
The City will also host two community meetings with consultants from Grow America. The first meeting will be held at the London Nelson Community Center (301 Center St) on Wednesday, September 11, from 5:30 – 6:30 pm. The second event will be held on Zoom on Friday, September 20, from 12:00 – 1:00 pm. Both events will offer Spanish translation. Please join us to learn more about the HUD funding and provide your feedback.

If you have any questions regarding the consolidated plan, neighborhood revitalization, or HUD funds, please contact Principal Management Analyst Jess Mellor at <jmellor@santacruzca.gov>.

Take the Survey in English

Take the Survey in Spanish



Tuesday Night Live Concert Takes Over the Santa Cruz Wharf

On Tuesday, August 13th, the Santa Cruz Wharf hosted the 4th show for the annual **Tuesday Night Live Concert Series**. The Lost Boys Band featuring James Durbin rocked the show into the hot August night with the iconic Steamers Lane going off! The Wharf Commons were full of local diners and families enjoying the free concert made possible by Parks and Recreation, Economic Development, and the Santa Cruz Wharf Tenants.

The final show of the season will be September 10 from 6:00 – 8:00 pm, featuring **The Viva Santa Show**, NorCal's #1 tribute band. We hope to see you all there!

Three-Story, 27-Unit Condominium Project Proposed at 232 River Street



On August 1, the Planning Department received an application for a pre-application review of a potential three-story, 27-unit residential condominium development at 232 River Street. A pre-application review assists an applicant in the preparation of their formal application and allows for an initial staff review of a potential project. The River Street project would require the demolition of a duplex and two detached residential units, plus an equal area exchange lot-line adjustment with a neighboring parcel. The project will need to comply with objective design standards and is not required to provide on-site parking due to its location within ½ mile of a major transit stop. Three very low-income units are proposed as part of a density bonus request.

A planning decision is not issued at the pre-application stage, and a public hearing is not required, but a community meeting will be held, consistent with the City's Community Outreach Policy for Planning Projects. Feedback provided at the meeting may contribute to alterations in the project design. Additional updates will be provided if a formal application is submitted following the pre-application review process. Ryan Bane is the planner for the project.



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