

## SANTA CRUZ COUNTY REDEVELOPMENT AGENCY



# Live Oak and Soquel REDEVELOPMENT UPDATE

## Building a Stronger Soquel and Live Oak

The Redevelopment Agency celebrated a new level of community engagement last November when more than 250 people attended a public hearing at Live Oak School, wrapping up a six-month process to prepare a new Five-Year Implementation Plan. The plan sets out goals and projects for the Redevelopment Agency over the next five years. It reflects the priorities the community expressed including public safety, safe walking and bicycling routes, positive activities for youth, economic vitality, and affordable housing. You can view the plan at [www.BuildaStrongerSoquelandLiveOak.com](http://www.BuildaStrongerSoquelandLiveOak.com).

Two projects in particular merit special mention in this newsletter. After years of planning and more than a year of construction, Phase One of the East Cliff Drive Bluff Stabilization Project will wrap up in early fall. Pleasure Point residents and visitors are enjoying access to beaches previously strewn with concrete rubble and rip-rap. The project unearthed 3 whale and dolphin fossils millions of years old, which were recovered during the

course of construction. Phase Two of this project, encompassing pathway and roadway improvements from 32nd Avenue to 41st Avenue, is slated to begin construction by spring.

The Live Oak Family Resource Center and the Volunteers Centers of Santa Cruz County are preparing to move into their new home—a LEED Certified Gold building under construction on 17th Avenue north of Capitola Road. The Agency worked in partnership with others to draw new resources into the area and to invest in the future of the community. The Live Oak Resource Center will offer a new home for positive community engagement and activities in the heart of Live Oak.

The Redevelopment Agency continues to partner with the community and local agencies to build a stronger Soquel and Live Oak. See inside for updates on other projects being planned and under construction.

Betsey Lynberg, Agency Administrator

[BuildaStrongerSoquelandLiveOak.com](http://BuildaStrongerSoquelandLiveOak.com)

PHOTOS, TOP: Removal of rip-rap allows locals and visitors to enjoy the beach in Pleasure Point MIDDLE: Public hearing for the Five-Year Implementation Plan BOTTOM: The Live Oak Resource Center will house two local non-profit organizations.



## ECONOMIC VITALITY

*What does a vital local economy mean to you? Better job opportunities? Local access to goods and services? Revenues to support government-provided local services? The Redevelopment Agency is gearing up and developing new strategies focused on improving the economic vitality of Live Oak and Soquel.*



East Cliff Village Shopping Center

### Live Oak and Soquel Business Inventory

The Agency has compiled our first inventory of more than 2,000 area businesses. It confirms that businesses of every type and size, from one person start-ups to the largest hospital in the county, choose to operate in Live Oak and Soquel, which is the geographic and population center of the county.



Agency staff interviews a Soquel Village business owner for the business inventory

### Business Retention and Expansion

In order to develop strategies to improve the economic well-being of our community, we want to know what is important to the wide variety of businesses that make Live Oak and Soquel their home. Using the business inventory, a Business Retention and Expansion Survey will be conducted this fall. Results will be used to help identify and prioritize new Redevelopment programs and projects to support and grow local businesses.

### Planning for Key Opportunity Sites

The goal of this program is to promote new investment in the community by developing a common vision and plan for development or redevelopment of key commercial sites. The process will involve evaluating the site potential, working with property owners, and gathering community input. East Cliff Village Shopping Center and the commercial

properties at the corner of Capitola Road and 17th Avenue have been identified as two key opportunity sites for this program.

### Business Area Improvements

Over the years, the Agency has supported small business area revitalization by improving public infrastructure. We have upgraded streets and intersections, resolved drainage problems, and added parking, bikeways, sidewalks, and landscaping. The Heart of Soquel project in Soquel Village is the next upcoming project in a small business area. More information about this project can be found on the Community Facilities page.



41st Avenue businesses in Pleasure Point

### Other Strategies

The Santa Cruz County Planning Department is developing recommendations to streamline commercial permitting for consideration by the Board of Supervisors in the coming months. The goal is to encourage business expansion and retention and to allow new business tenants to more easily occupy existing commercial buildings. The Planning Department anticipates presenting these new ideas at a public workshop in the upcoming months.



## AFFORDABLE HOUSING

### Countywide Affordable Housing Developments

The Agency has supported a wide variety of new construction and rehabilitation projects throughout the unincorporated county. Over the years, housing activities have involved more than 40 projects, with 1,200 housing units, providing high-quality, affordable housing to an estimated 3,000 people who live in Agency-assisted homes. During the next year, two Agency-assisted projects are expected to move forward:

- Minto Place project, an 88-unit low-income family rental project off Green Valley Road in the Pajaro Valley, developed by Mid Peninsula Housing Coalition;
- Canterbury Park project, a 19-unit, for sale townhome development on Canterbury Drive in Aptos, developed by South County Housing.



#### *Pacific Family Mobile Home Park*

Several brand new 1 and 2-bedroom homes are available for sale in Pacific Family Mobile Home Park on Commercial Way. The Agency helped fund the recent modernization and reconfiguration of the 34-unit park. Agency and Cal-HOME assistance is available for low-income home-buyers. Interested parties should call the Housing Division at (831) 454-2336.



Artist rendering of Minto Place

### Programs

#### *First Time Homebuyer Program*

The First Time Homebuyer Loan Program assists low and moderate-income households earning up to 120% of County median income to purchase homes in the unincorporated county. The maximum loan amount is 25% of the purchase price of an eligible home which is paid back with appreciation at the time of sale.

#### *Mobile Home Change-Out Program*

The Change-Out Program provides eligible low and moderate-income owners of older mobile homes in resident-owned parks with a loan of up to \$60,000 toward the purchase and installation of a new manufactured home.

#### *Mobile Home Rehabilitation Program*

This program provides loans up to \$25,000 to very low-income households to provide improvements for life threatening health and safety issues.

### Other Housing Efforts

Housing Division staff also oversees several other countywide housing efforts and special housing assistance programs. These include coordination of the Housing Action Partnership (HAP), a countywide effort to address homelessness through the Continuum of Care, which brings in \$1.5 million for twelve organizations providing housing and services for people who are homeless. The Agency provides funding to several partner non-profit agencies for housing-related assistance to address the needs of very low-income families. These partners include Families in Transition, the Independent Living Program of the Community Counseling Center, the Housing Authority, Front Street Housing, Inc. and the Community Action Board.

*The Housing Division of the Planning Department administers the Redevelopment Agency's Affordable Housing efforts. Affordable housing activities funded through the Agency are not limited to the project area and can be located anywhere in the unincorporated county.*

Contact the Housing Division for more information at  
(831) 454-2336



A family participating in the Mobile Home Change-Out Program receives their new home

## COMMUNITY FACILITIES

*“I invested because the two organizations do important work. This new building enables them to have a great presence in the community. It’s exciting to watch it go up. I see it as an inspiring symbol of the people, government and non-profits working together to support families.”*

–Scott Roseman, Live Oak resident of 20 years and donor to the Opening Doors to Community campaign



Live Oak Resource Center under construction



Heart of Soquel-Soquel Creek Linear Park community meeting

### Live Oak Resource Center

The Volunteer Centers of Santa Cruz County and the Live Oak Family Resource Center are preparing to move into their new two-story 7,400 square foot home at 1740 17th Avenue, just north of Capitola Road. They expect to be operating out of their new home at the end of the year. The facility will have offices, meeting rooms, and an outdoor play area. It is a convenient, safe place that will bring people and resources together to engage in civic activities, volunteer, find access to needed human services, and make the connections necessary for fuller and healthier lives. The Agency, the County, the Human Services Department, local non-profits, national charitable foundations, and local private donors came together in a unique partnership to make this project possible. The Agency bought the land, upgraded the street and utilities, and designed and built the building. In exchange the non-profits raised \$1,000,000 in donations for long-term operations. The project is on track to receive the LEED (Leadership in Energy and Environmental Design) Gold possibly Platinum Certification. Many green elements were incorporated into the design, such as the use of recycled materials, extensive use of natural light and ventilation, and use of solar electric cells. Artist Marilyn Kuksh's steel sculptures reflect the cooperative nature of this project. Construction provided approximately 55 local well-paying jobs, full-time, for more than a year. Check our website for more details and for the grand opening.

RDA contact: Bob Hamblton

### Heart of Soquel-Soquel Creek Linear Park and Parking Improvements

Last spring the Agency held the first of two community meetings for the Heart of Soquel-Soquel Creek Linear Park and Parking Improvement Project. The project involves two Agency-owned properties in Soquel Village: one is located behind the post office while the other is on Porter Street adjacent to the Santa Cruz Dance Company. At these meetings, community members and local business owners voiced support of the Soquel Village Plan's broad goals to promote a pedestrian-orientated village and encourage economic vitality. The community also supported the Plan's specific objectives, such as a Soquel Creek Pathway, a plaza and a place for local events, such as an antique fair. Many good ideas were exchanged, and we look forward to continue to work with the community and local business owners to explore these and many more ideas further. We are incorporating input received at these meetings into alternative conceptual plans and present them for community discussion later this fall.

RDA contact: David Reid

Construction: 2014



Interior of the Live Oak Resource Center during construction



## Moran Lake Park and Habitat Improvements

Funded by the Redevelopment Agency, the Moran Lake Restoration Study is complete, and the Parks Department has hired a consultant to prepare detailed improvement plans, which will include Monarch butterfly habitat, water quality, and park improvements. Following a public meeting in 2009, community feedback was incorporated into revised plans. The Parks Department will bring design plans and the Moran Lake County Park Habitat Management Plan before the Parks and Recreation Commission and the Board of Supervisors this fall and winter.

Parks contact: Cristina James

Construction: 2012

## Chanticleer Avenue Neighborhood Park

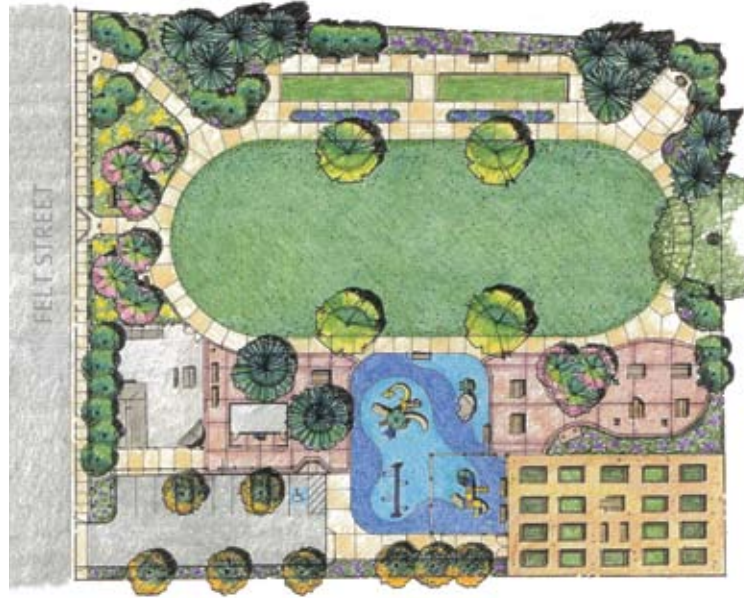
This 4.5 acre park is situated north of Capitola Road on Chanticleer Avenue. The Park Master Plan includes children's play areas, bocce ball and tennis courts, bike and skate elements, offleash dog areas, community gardens, picnic areas, and parking. Funding also includes renovation of the historic Miller house, which will be managed by the Parks Department. Design plans are being prepared for the permit application that will be submitted this winter.

RDA contact: James Davies

Construction: 2012



Architect's drawing of the historic Miller house and new outbuildings at Chanticleer Park



Construction of Felt Street Park will begin this fall

## Farm Neighborhood Park and Community Center

Located on Soquel Drive at Cunnison Lane, this 5.5 acre park will include a community center, a skateboard feature, 1/2 basketball court, a playground, a bocce ball court, almost a mile of meandering pathways, nature interpretive signage, a pedestrian bridge, community and heritage gardens, turf and picnic areas, landscaping, restrooms, and parking. The park will also see oak woodland habitat restoration and incorporate other sustainable practices. The project is currently in the permitting process.

RDA contact: Sheryl Bailey

Construction: 2012

## Floral Park

Floral Park on 38th Avenue is the only active recreation park serving the Pleasure Point area. Renovation of the park is intended to better serve neighborhood families and residents. It will include upgrading the children's play area and additional park features. The Agency has received development permits.

RDA contact: Melissa Allen

Construction: 2011

## Felt Street Park

*Designed by the Santa Cruz County Parks Department, the Master Plan for this park includes a fenced tot-lot, a play area for children aged 5-12, a climbing wall, a skate element, bocce ball courts, a community garden, open lawn areas, a picnic and barbeque area, shaded seating areas, restrooms, and parking. The Agency is funding the construction of the park.*

Parks contact: Bob Olson  
Construction: 2010



Felt Street Park site

## COMMUNITY CONNECTIONS

*“I feel that the project has improved the appearance, access, and safety of the beach... I look forward to seeing what is in store for the pathway portion of the project.”*

—Patrick Stafford,  
resident of Pleasure  
Point



New stairs at 36th Avenue provide convenient beach access

### East Cliff Drive Bluff and Parkway

Over several decades, the cliffs between 32nd and 41st Avenues have receded, and it became evident that cliff stabilization was necessary to prevent further loss and ensure long-term public access along this popular section of East Cliff Drive. Construction of the first phase will end this fall. The cliffs were stabilized with a bluff protection structure sculpted and stained to blend in with the natural surroundings. Two stairways were replaced and a third was added at Pleasure Point Park to increase beach access. Beach visitors can enjoy sandy beaches as construction removed rip rap and rubble at the cliff base.

During construction, 3 five-million year old whale and dolphin fossils were discovered and preserved, one of which will be on display at the Santa Cruz Natural History Museum beginning in October. Focusing on improved access for locals and visitors, the

second phase will be underway next spring. It includes a wide bike path, walkway, safety railings, and landscaping. Pleasure Point Park will be improved with a restroom building with an outdoor shower, a Monterey Bay National Marine Sanctuary interpretive element, and native landscaping. Work is expected to last one year.

RDA contact: Melissa Allen

Construction: 2011

### East Cliff Walkway (9th Avenue–12th Avenue)

The proposed project includes a pedestrian walkway on the scenic Schwan Lake side of this heavily-traveled section of East Cliff Drive, as well as a new crosswalk south of Prospect Drive. Existing bikelanes will be upgraded. The project is currently in the permitting phase.

RDA contact: James Davies

Construction: 2012



Surfers enjoy an easy path to the water at Pleasure Point



Sketch of the proposed beachfront walkway at Twin Lakes beach

### Twin Lakes Beachfront

The community's involvement in the conceptual design of this project was invaluable. Three well-attended community meetings resulted in an overwhelmingly-supported conceptual plan, which the Board of Supervisors adopted in 2008. The project focuses on maximizing pedestrian and bicycle access and safety, enhancing vehicular parking and circulation, maintaining scenic qualities and character, and improving drainage and coastal protection. The design features a beachfront walkway, new crosswalks, passenger loading zones, bicycle lanes, re-organized parking, and underground utilities. Engineering and beach studies required to obtain permits are underway. A community meeting to review the progress of the plans is scheduled for this fall.

RDA contact: James Davies

Construction: 2012

### East Cliff Drive (17th Avenue–Palisades Avenue)

A scenic alternative to Portola Drive, this portion of East Cliff Drive is heavily used by pedestrians, bicyclists, and motorists alike. The primary goal of this project is to improve the pedestrian experience. A series of neighborhood meetings resulted in a conceptual plan. The design provides a pedestrian pathway on the south side of East Cliff Drive from 17th Avenue to 26th Avenue and on the north side from 26th Avenue to Palisades Avenue. It further improves bicycle lanes and pedestrian safety at intersections and crosswalks.

RDA contact: David Reid

Construction: 2013



### Soquel Avenue (Soquel Drive–17th Avenue)

Construction is underway on this highly-traveled portion of Soquel Avenue, which offers freeway access and acts as an entryway to central Live Oak. The project provides improved traffic flow with the addition of a second west-bound travel lane as well as new sidewalks, curbs, gutters, landscaping, and bike lanes along the south side of Soquel Avenue to improve public access, safety, and drainage. Landscaped island bioswales will help filter runoff water of pollutants.

RDA contact: Melissa Allen

Construction: 2010



Improvements along Soquel Avenue will include sidewalks

### 30th Avenue (Scriver Street–Portola Avenue)

The shoulder on the east side of this portion of 30th Avenue remains unimproved and is currently a mixture of dirt, gravel, and partial paving, a condition that contributes to visual blight, drainage problems, and poor water quality at Moran Lake, just downstream. The design will consist of bioswales to mitigate these issues, curbs and gutters to organize parking, plus improvements to existing bus stops.

RDA contact: David Reid

Construction: 2011

### Thompson Avenue (Brommer Street–Capitola Road)

The community has requested sidewalks and improvements on Thompson Avenue from Brommer Street to Capitola Road. A meeting to review possible improvements will be held later this fall.

RDA contact: Sheryl Bailey

Construction: TBD



Bike lanes and sidewalks will improve Eaton Street

### Eaton Street (7th Avenue–Lake Avenue)

Extending from the Murray Street Bridge over the harbor to 7th Avenue, this arterial road connecting Live Oak to the City of Santa Cruz currently has no sidewalks, curbs or gutters. A neighborhood meeting held in fall 2009 resulted in a proposed plan that includes sidewalks on the south side, curbs and gutters, and five-foot wide bike lanes on both sides of the road. Work will begin this winter and be completed before the City's planned seismic retrofit of the Murray Street bridge.

RDA contact: Sheryl Bailey

Construction: 2010/2011

### Main Street (Soquel Drive–Buck Court)

This portion of Main Street was identified by the community as being in need of improvements to provide "Safe Walking and Biking Routes" as a part of the Five-Year Plan, especially since this street is used by children to access Main Street Elementary School. A community meeting will be held in early winter of 2011.

RDA contact: David Reid

Construction: 2013

### Cabrillo College Drive

Alternatives are being explored to improve pedestrian access along the north side of Cabrillo College Drive connecting the Willowbrook neighborhood to the college. A neighborhood meeting is scheduled for September.

RDA contact: Bob Hamblen

Construction: 2012

## Pavement Management

The County Department of Public Works manages this Agency-funded program.

Streets slated for paving late this summer and fall:

- 10th Avenue
- 20th Avenue
- 41st Avenue
- Aguazul Drive
- Alpine Street
- Ball Drive
- Bellevue Street
- Bonnie Street
- Brommer Way
- Crystal Heights Drive
- Crystal Lane
- Dolores Street
- Floral Drive
- Hazel Court
- Ivy Lane
- Johans Beach Drive
- Live Oak Avenue
- Orchard Court
- Orchard Street
- Par Street
- Robertson Street
- Rosedale Avenue
- Tremont Drive



Pavement overlay on Cabrillo Avenue

## COMMUNITY PROGRAMS

### Leadership in Our Neighborhoods (LION) Initiative

This new pilot program will offer the opportunity to reach out to neighborhoods, strengthen the ability of residents to address issues and make improvements at the neighborhood level, and improve communication between the community and county government. The Agency will be implementing the LION program with the assistance of a local non-profit in early 2011. We will work with the selected non-profit, as well as the County Sheriff, Planning, Public Works, Public Health, and Parks departments to implement a pilot program for a minimum of 3 neighborhoods in Live Oak. The pilot program is being designed so that, if successful, it can be expanded to other portions of the Project Area and the county.

RDA contact: David Reid

### Soquel Village Parking and Business Improvement Area

A lack of convenient parking in Soquel Village resulted in an Agency program to acquire and develop public parking lots. The Soquel Village Parking and Business Improvement Area (SVPBIA) was established to make recommendations to the Board of Supervisors to set the fees and budget to maintain and operate the lots. The SVPBIA Advisory Board meets four times a year, and Soquel businesses are invited to attend.

RDA contact: Gerrie Foucheaux

### Fall Community Meetings

Project	Date	Time	Location
Cabrillo College Drive	Sept 16	7 PM	Sesnon House
Floral Park	Sept 21	7 PM	Simpkins Swim Center
East Cliff Drive Parkway	Sept 28	7 PM	Simpkins Swim Center
Heart of Soquel	Oct 26	7 PM	Congregational Church of Soquel
Twin Lakes Beachfront/ East Cliff Walkway	Oct 28	7 PM	Simpkins Swim Center
Thompson Avenue	Nov 18	7 PM	Live Oak Senior Center
Chanticleer Avenue Park	Nov 30	7 PM	Simpkins Swim Center

### Para Traducción en Español

Copias de este boletín están disponibles en español en el Centro de Recursos de Live Oak ubicado en 1438 Capitola Road. O llame a 454-3055 y habla con Elvira.

### Redevelopment Agency

Board of Directors  
**Supervisors:** Tony Campos, Neal Coonerty, John Leopold, Ellen Pirie, and Mark W. Stone  
**Executive Director:** Susan Mauriello  
**Agency Administrator:** Betsey Lynberg



Drought-tolerant landscaping on East Cliff Drive

### Xeriscape Program

The goal of the Redevelopment Agency's Xeriscape Program is to renovate landscape islands to use less water and require less maintenance by upgrading irrigation systems and planting drought-tolerant plants, while providing attractive landscaping and street trees for commercial areas and roads. In the coming year expect to see improvements along Soquel Drive and Capitola Road.

RDA contact: Anita Kane

### Traffic Box Art Program

In partnership with the Santa Cruz County Parks and Public Works departments, the Agency is funding a Traffic Box Art Program to help reduce graffiti and beautify the community. County-owned traffic signal boxes in Soquel and Live Oak will be transformed by local artists. Artist selection has begun. Look for new art to appear at signalized intersections soon.

Parks contact: Kathy DeWild

### Santa Cruz County Redevelopment Agency

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 email: rda@co.santa-cruz.ca.us

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Redevelopment Agency partners in this edition:

Community Action Board

Community Counseling Center

County of Santa Cruz Department of Parks, Open Space and Cultural Services

County of Santa Cruz Health Services Agency, Public Health

County of Santa Cruz Human Services Department

County of Santa Cruz Planning Department

Families in Transition

Front Street Housing, Inc.

Live Oak Family Resource Center

Mid Peninsula Housing Coalition

Santa Cruz County Department of Public Works

Santa Cruz County Sheriff's Office

Santa Cruz Natural History Museum

Soquel Village Parking and Business Improvement Area Advisory Board

South County Housing

The Housing Authority

The Volunteer Centers of Santa Cruz County