

OUTREACH SUMMARY

DATE April 1, 2019
TO Swenson Builders: Jessie Bristow, Jesse Nickell, and Kyle Boklund
FROM Bruce Brubaker and Brendan Hurley
SUBJECT 7th and Brommer Project- Community Workshops 2A and 2B Summary

On Wednesday, March 13th and Saturday, March 16th, Swenson Builders held two community workshops to discuss the proposed development at 7th Avenue and Brommer Street in Santa Cruz County. Known as Community Workshops 2A and 2B, the purpose of these workshops was to publicly present a proposal for the site, address community concerns, and gain constructive feedback from the community. Project consultant PlaceWorks facilitated the workshops, and nearly 200 residents attended over the course of the two days, with 110 participants signed in for Workshop 2A and 80 participants signed in for Workshop 2B.

The workshops were held at the multipurpose room at Live Oak Elementary School, located at 1916 Capitola Road, Santa Cruz. Community Workshop 2A was held from 6:30pm to 8:00pm on Wednesday, March 13th and Community Workshop 2B was held from 10:00am to noon on Saturday, March 16th. Food, beverages, a children's play area, and Spanish translation services were provided at both workshops.

Project team present at Community Workshop 2A (3/13/2019):

- Swenson Builders- Jessie Bristow, Jesse Nickell, Kyle Boklund, and Jon Lee
- Spanish translation- Devon Wilson
- PlaceWorks- Bruce Brubaker, Abraham Sheppard, and Brendan Hurley

Project team present at Community Workshop 2B (3/16/2019):

- Swenson Builders- Jessie Bristow and Kyle Boklund
- Spanish translation- Jorge Lozada
- PlaceWorks- Bruce Brubaker, Abraham Sheppard, and Brendan Hurley

Workshop Notification

The County of Santa Cruz generated a list of over 2,500 mailing addresses for community members within a 2,250-foot radius from the project site. The project mailer, which can be found in Appendix A, was sent to these addresses using a third-party printing service on February 28th. The County also provided a list of 119 email addresses that were collected from the April 2017 meeting. Two email blasts were sent, one on March 4th and the other on March 11th to notify and remind subscribers about the upcoming workshops.

In addition to mailings and emails blasts, the project website (www.santacruzharborvillage.com) went live on February 27th. The website provides general information about the project, including a statement about the vision and brief background history of the site. The dates, times, and location for Community Meetings 2A and 2B were listed on the website and provided a way to get in touch with the project team and sign up for the email list. Included on the website are past project documents and key documents from the Community Workshops, including the presentation, station boards, and the agenda/comment card that was available at the meeting.

Workshop Format

Bruce Brubaker from PlaceWorks presented an overview of the project, including property location, history, zoning, site concept diagrams, and community feedback from the previous meeting held by the County on April 27, 2017. Following the presentation, the community was able to ask questions about the project in a large forum.

After the presentation, participants were encouraged to visit one of five stations located throughout the room for small group discussion. Each station had a member of the project team, a project board, and a large note pad to write down participant concerns and comments. The five station boards are shown in Appendix B and the topics are listed below:

1. Station #1: Site Background and Process
2. Station #2: Site Plan
3. Station #3: Circulation
4. Station #4: Unit and Use Summary
5. Station #5: Architecture

In order to collect community comments and feedback, workshop participants were encouraged to write comments at each station and fill out a comment card, which was provided on the back of the workshop agenda as shown in Appendix C.

During the Wednesday workshop, several comments and questions emerged that were not covered in the presentation. To help clarify and bring answers to the community, these concerns were addressed in the presentation for the following workshop held on Saturday. Appendix D includes the presentation from Workshop 2A. These questions and concerns are as follows:

Q1: Does the County have to sell the property? Why can't the property be gifted to the Harbor?

State law requires the property be sold. Per California Health and Safety Code 34181, through the RFQ process, the law calls out "Disposal shall be done expeditiously and in a manner aimed at maximizing value..." In addition, "Asset disposition may be accomplished by a distribution of income to taxing entities proportionate to their property tax share..." More information about this code may be found at: <https://codes.findlaw.com/ca/health-and-safety-code/hsc-sect-34181.html>

Q2: How much will the property be sold for?

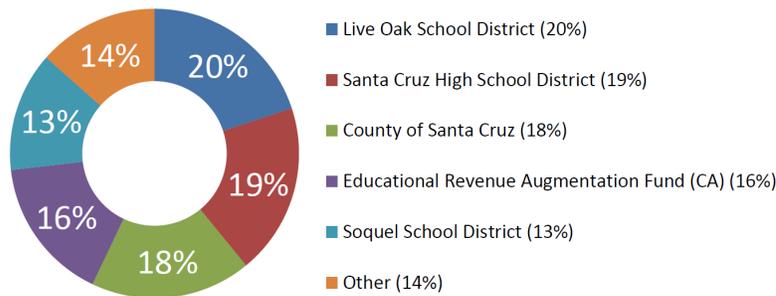
The value is determined by what can be built on the land: the less that is developed, the less value the land holds.

Q3: Who must approve the sale?

The Receiver (which is the County successor agency and owner of the land), State, and County Board of Supervisors.

Q4: Where do proceeds from the sale go?

2/3 of sale proceeds will go to local school districts. Proceeds will be distributed similar to property tax distribution:



Q5: Why was Swenson Builders chosen by the County to develop the site?

Swenson was selected through a competitive Request for Qualifications (RFQ) process in 2017. Swenson has significant experience in building residential and hospitality projects throughout Santa Cruz County.

Q6: Who received meeting invites?

Postcard mailer was sent to nearby residents within a 2,250-foot radius. There was also an email list generated from the last Community Meeting in May 2017.

Q7: Is there public access onto the site?

The property is not fenced, but there is no public access at this time.

Q8: How would the area connect to Arana Gulch Trail?

A Bike/Pedestrian path could connect to the trail via an enhanced crossing across Brommer Street.

Q9: How will traffic impacts be minimized?

During the environmental review process (CEQA) traffic impacts and mitigation may be required, such as a roundabout or stoplight, but it is yet to be determined.

Q10: How will security issues for the park and open space be addressed?

Having lodging visitors on the site will make the public park more secure. In addition:

- Cabins and tents are part of the lodging and will be secure.
- Hotel operator will have on-site security
- Carefully designed lighting and site design techniques (CPTED)

Q11: What happens to the seasonal boat parking?

It will need to be relocated to another site. Discussions with the Harbor District are anticipated to see if the lot across Brommer Street can be reconfigured.

Q12: Will existing trees be affected?

There will be minimal tree removal; a development goal is to keep all viable trees on-site. The developed site will have abundant tree planting and native landscaping.

Community Comments

Appendix E documents the discussion at each station by showing a photograph of each note board and the comments that were provided. Appendix F includes scanned individual comments that were submitted from both workshops. Summarized below are key takeaways gleaned from comments and questions from the comment cards and note pads during the two workshops:

1. **Parking and traffic.** Overall, parking and traffic was the most discussed issue at both workshops. Over 30 comments expressed concerns over parking and traffic, including overflow parking into the neighborhood, hotel staff and visitor parking, and potential traffic effects. A number of participants would like to see the implementation of permit parking for residents. A few participants asked to not have the townhouse driveways on 7th as it is difficult to pull out of the driveway due to oncoming traffic.
2. **Loss of harbor boat parking** was one of the key issues that was brought up by a number of participants both during the workshop, and eleven participants mentioned it in their comments. There is a concern that boaters would park their trailers throughout the neighborhood if the boat parking at this location is lost.
3. **Signalized intersection.** Most participants found that having a signalized intersection could help keep traffic flowing better, however some thought the four-way stop is fine. However, having the intersection improved for bike/pedestrian access to the site and Arana Gulch trail is necessary.

4. **Project scale.** There were nearly 30 comments suggesting that the project should be scaled back in terms of residential density and number of lodging units on the site. However, some participants were in support of more housing, especially if it is workforce or low-income housing.
5. **Art and history.** A few participants asked if there is a “2% for art” requirement. If so, they would like to see local artisans involved. Some participants also requested that the history of the site could be recorded and included in the project as well.
6. **Architecture.** Around 15 participants would like to see the architecture of the project expanded to reflect beach or harbor style, not forest as was included on the board images. A few participants disagreed, thinking the architectural ideas that were shown at the workshop were fine.
7. **Pedestrian and bike access.** Keeping the site walkable and accessible to the community was mentioned nearly 10 times. A few participants showed interest in having a form of bikeshare and bike racks available on the site.
8. **Circulation.** Around 10 participants expressed concern about the circulation in general, including pedestrian, bike, and firetruck accessibility. One member of the community asked to correct the ped circulation path since the path can’t go south because a property is in the way.
9. **Site planning.** Many participants liked the site plan, however there are those that disagree. A few participants mentioned that they would like to see the hotel move closer to the harbor and move the open space to a more sunny and dry area of the site. Others voiced concerns over the true accessibility to the public spaces and would like to see more parks and open space in general.
10. **Transportation.** There are mixed reactions for having shuttle bus service from the harbor and project site. A few participants expressed concern that there were too many buses already, however several participants wanted to see improved public transit downtown.
11. **Site programming.** In terms of hospitality programming, nine participants mentioned in their comment card that they oppose tent camping, while four participants who were in support of the idea. There were conflicting views on the hostel as well, with some participants in favor and a few opposing this idea. The general feel was the existing house could be torn down. A few participants mentioned they would like to see community space on the site, maybe even a communal yurt for knitting or other small get-togethers.
12. **Utilities.** Around 10 participants asked about the water and sewage requirements on the site and ways to conserve resources.
13. **Bathrooms and safety.** There was a recurring question on restroom accessibility, with tents having communal bathrooms and cabins having their own bathroom. There was a concern about the maintenance and safety of any public bathrooms. Some participants had concerns about the general safety of tents and public space as well.

14. **Environment.** The primary environmental concerns include how noise, pollution, and lighting will affect the surrounding neighborhood, mostly due to increase in cars and exhaust. A few participants commented that they do not wish to see campfires due to pollution and wildfire concerns. As far as trees, the general consensus was to use native vegetation already found throughout the neighborhood and to keep in mind wildlife that is currently on the site.
15. **Site amenities.** A few participants would like to see the site tie in harbor and water-related activities such as paddle boards and canoe rentals.