

# HOUSING

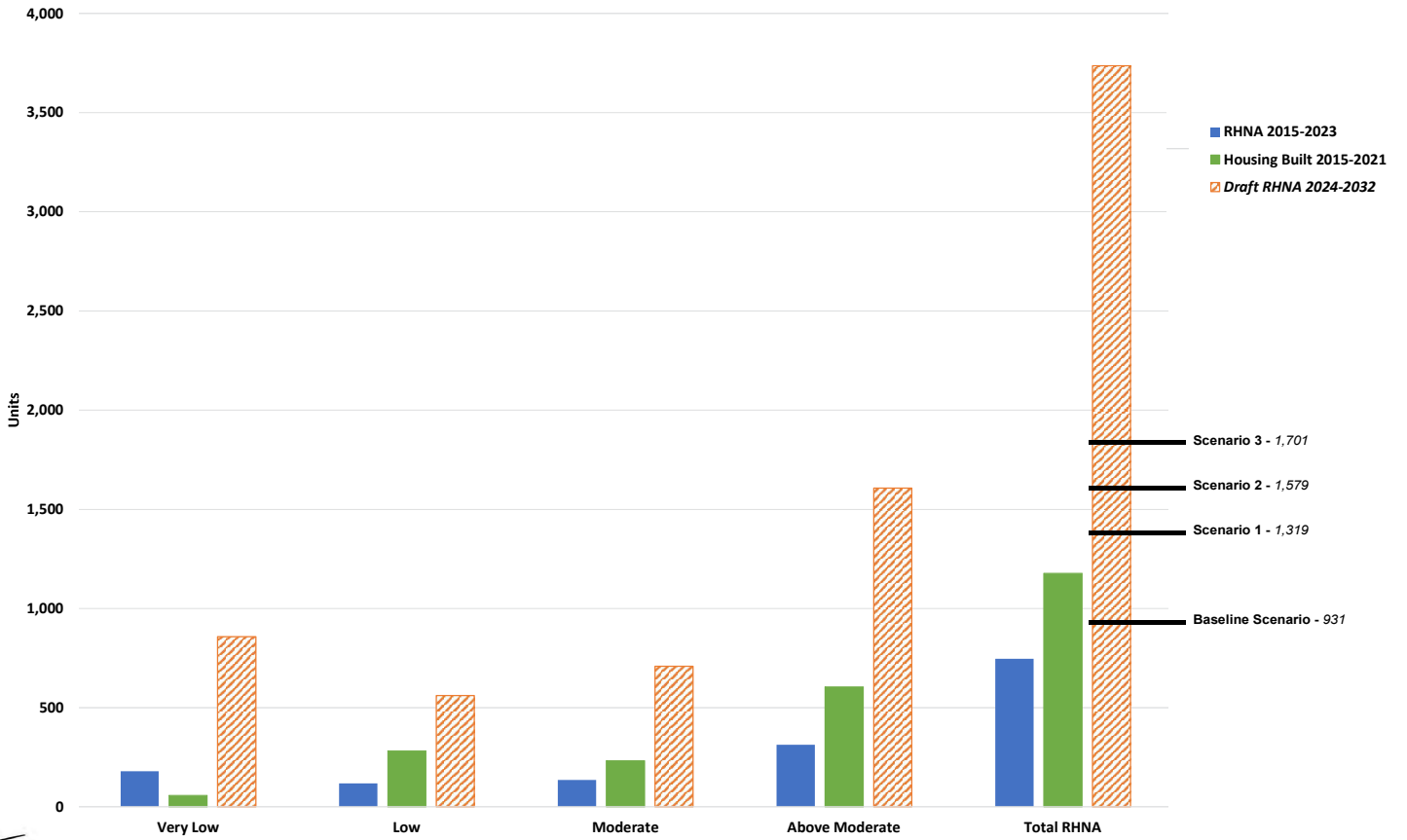


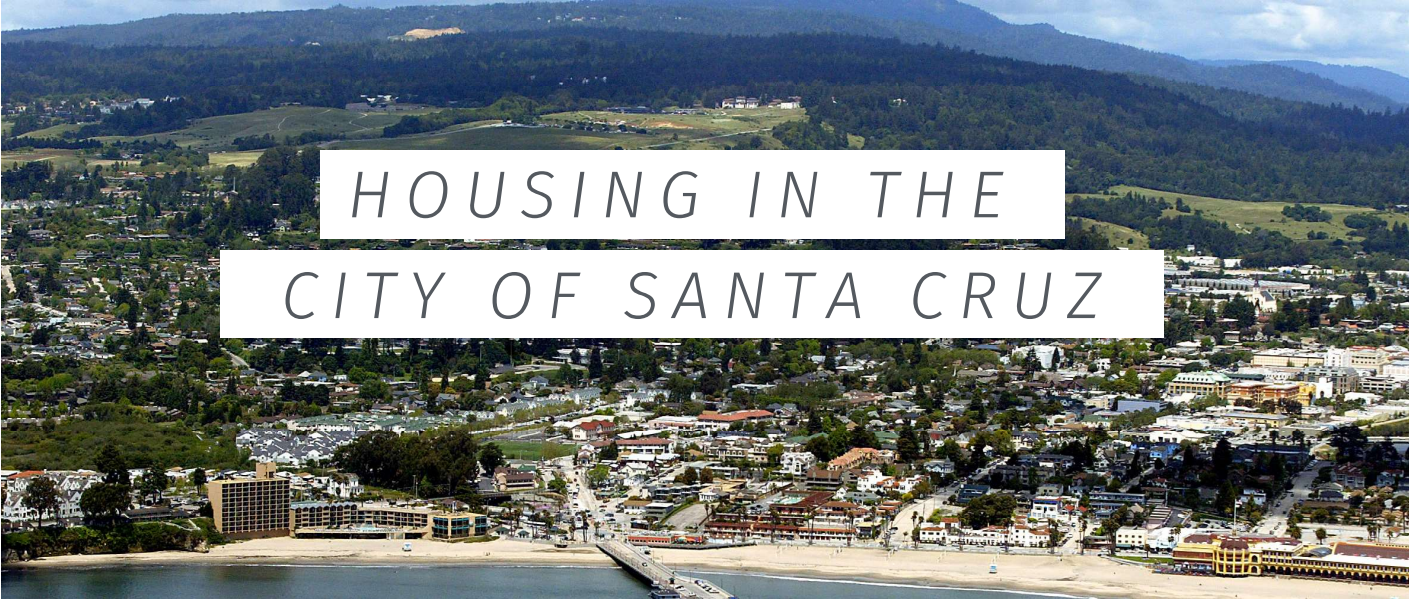
# Our Three “Big Ideas” Regarding Housing

1. The City needs to increase housing capacity in the project area. This is a requirement of the state grant funding which received approval from Council.
2. This location provides a significant opportunity to make progress toward our RHNA in a location close to jobs, transit, and recreation.
3. Affordable housing & City assistance programs will remain vital pieces of the plan in order to provide housing opportunities for more people.



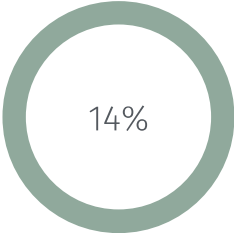
### Regional Housing Needs Analysis (RHNA) Comparison



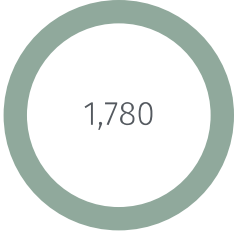


# HOUSING IN THE CITY OF SANTA CRUZ

Total % of  
Affordable Units + Vouchers  
in the City of SC



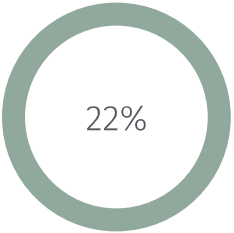
# of Deed Restricted  
Affordable Units



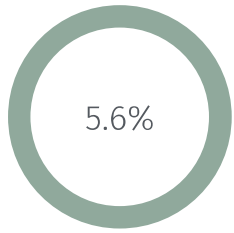
Housing Choice  
Vouchers in City of SC



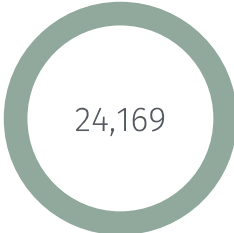
Apartments with  
5+ Units\*



Estimated Total  
Vacancy Rate\*



Total # Housing  
Units\*



\*Data from CA DOF E-5 Population & Housing Estimates 2021



# Housing Resources Card



## Need Info About Housing Programs?

Working families, seniors, veterans, homeless, students, and everyone in between have unique housing needs and challenges. Our team is engaged in a broad range of existing efforts, and always looking and planning for the future needs of housing in Santa Cruz.

This resource card provides information about available resources in the community for housing access and homeless assistance.



For more information visit:  
[CityofSantaCruz.com/Housing](http://CityofSantaCruz.com/Housing)

## Housing and Community Programs within the City of Santa Cruz

### Affordable Housing

#### *Inclusionary Housing (Measure O)*

Affordable rental and for-sale units  
City of Santa Cruz Economic Development Department  
[www.cityofsantacruz.com](http://www.cityofsantacruz.com) (831) 420-5150

#### *Security Deposit Assistance*

Rental security deposit assistance for low income households  
Housing Authority County of Santa Cruz  
[www.hacosantacruz.org](http://www.hacosantacruz.org) (831) 454-9455

#### *Section 8 Voucher Program & Landlord Incentive Program*

Rental Housing Vouchers for low income households & landlord incentive program  
Housing Authority County of Santa Cruz  
[www.hacosantacruz.org](http://www.hacosantacruz.org) (831) 454-9455

#### *Low Income Rental Units in Santa Cruz County*

Comprehensive list of eligible properties within Santa Cruz County.  
[www.hacosantacruz.org](http://www.hacosantacruz.org) "Find Rental Housing" tab

### Affordable Housing cont.

#### *Emergency Rental Assistance*

Up to 2 month's rental assistance to very low income households facing eviction  
Community Action Board  
[www.cabinc.org](http://www.cabinc.org) (831) 763-2147

**Habitat for Humanity**  
**Creates housing for low-income households within Santa Cruz County**  
[habitatmontereybay.org](http://habitatmontereybay.org) (831) 469-4663

#### *Building Code Violations*

Service requests for suspected code violations on private property  
City of Santa Cruz Planning Department  
[www.cityofsantacruz.com](http://www.cityofsantacruz.com) (831)420-5110

#### *Links for Additional Resources*

- [Santacruzfreeguide.org](http://Santacruzfreeguide.org)
- [Steppingupsantacruz.org](http://Steppingupsantacruz.org)
- [CRLA.org](http://CRLA.org) for tenant based legal advice
- Text or call 2-1-1 to access free and confidential referrals to services in Santa Cruz County 24/7

### Homeless Services

#### *Housing Matters*

Shelter services, day services and hygiene services  
115 Coral Street  
(831) 458-6020 OR Smart Path Assessment

#### *River Street Shelter*

Emergency shelter for men and women  
115 Coral Street  
(831) 459-6644

#### *Salvation Army Shelter*

Shelter services, day services and food services  
720 Laurel Street  
(831) 426-8365

#### *Downtown Streets Team*

[www.streetsteam.org/santacruz](http://www.streetsteam.org/santacruz)  
(831) 713-3708

#### *Veterans*

SC County Veteran's Services Office  
(831) 454-7276

### Additional Programs

#### *Domestic Violence/Sexual Assault/ Human Trafficking*

Monarch Services  
24-hour Crisis Hotline 1-888-900-4232

Walnut Ave. Family & Women's Center  
24 Hour Crisis Hotline 1-866-269-2559

#### *Mental Health Services*

Encompass Community Services  
(831) 459-0444

Mental Health Client Action Network (MHCAN)  
(831) 469-0462

Santa Cruz County Behavioral Health Housing Coordinator  
(831) 454-4951

*Former Foster & Probation Youth Age 18-24*  
SC County Human Services Department  
(831) 345-2700

# DOWNTOWN HOUSING PROJECTS IN THE PIPELINE

## TOTAL UNITS PLANNED

**438**  
AFFORDABLE  
UNITS

**1,244**  
TOTAL UNITS

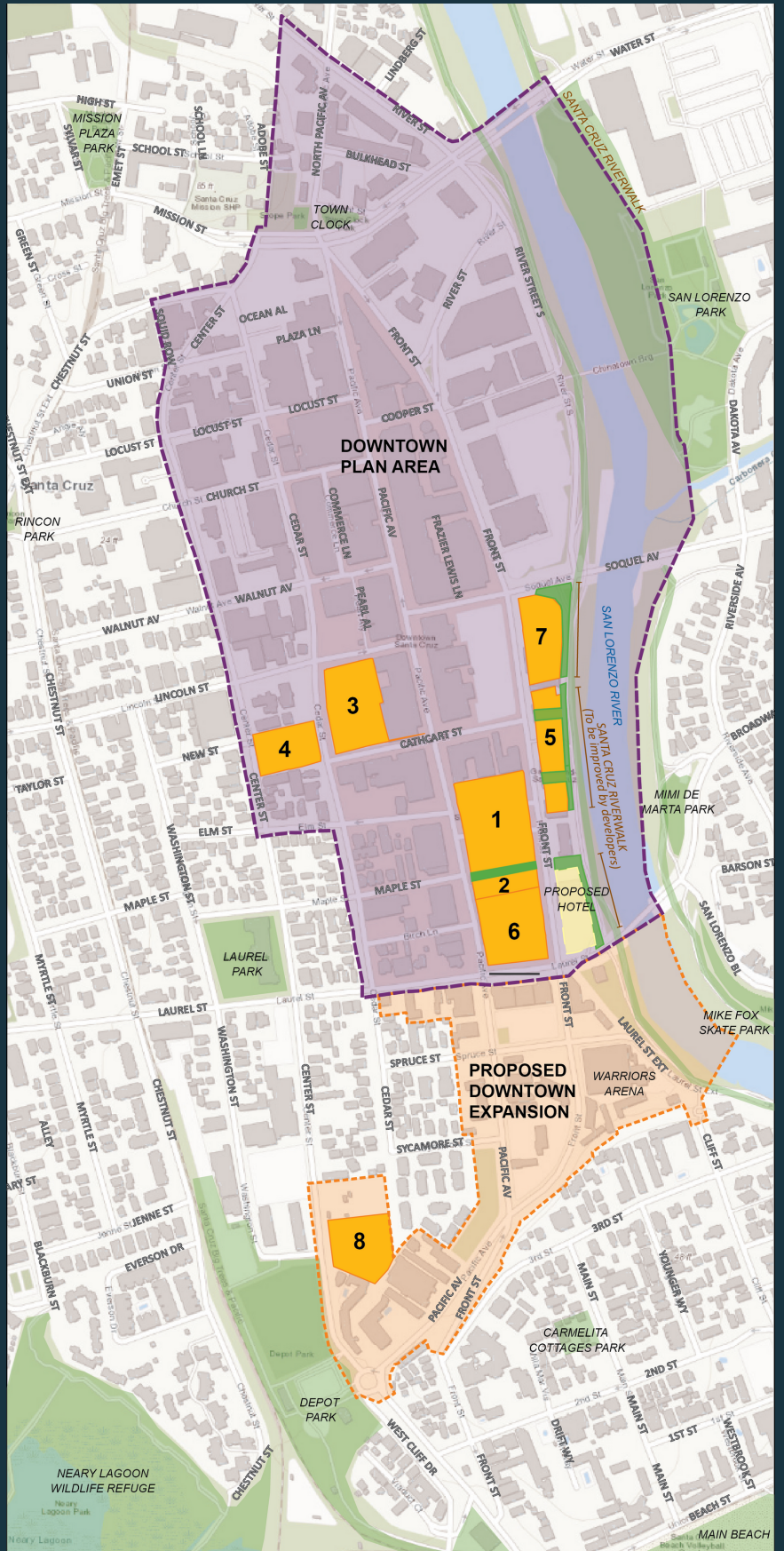
## PROJECTS IN DOWNTOWN PLAN AREA

**7**  
DEVELOPMENT  
PROJECTS  
UNDERWAY

**4**  
100%  
AFFORDABLE  
PROJECTS

## PROJECTS IN PROPOSED DOWNTOWN EXPANSION AREA

**1**  
DEVELOPMENT  
PROJECT  
UNDERWAY





# HOUSING PROJECTS CURRENTLY IN THE PIPELINE IN DOWNTOWN SANTA CRUZ



## 1. PACIFIC STATION NORTH

One of the most sustainable buildings on the Central Coast with all 95 units dedicated to affordable housing, Pacific Station North is the first of its kind. The ground floor redesigned Metro Station includes ~8,046 square feet of commercial retail, 22 bus bays, a 1,125 square foot public bike hub space, and a public paseo.

## 2. PACIFIC STATION SOUTH

As the sister building to Pacific Station North, the Pacific Station South project is a 100% affordable housing project with 70 units. The dedicated medical and dental spaces are anticipated to be the new sites for Santa Cruz Community Health Center and Dientes Community Dental Care.



## 3. LIBRARY MIXED-USE PROJECT

The redesigned Downtown Library brings together ~35,000 square feet of modern library programmable space plus a ~5,000 square foot roof deck, five stories of affordable housing and three stories of parking.

## 4. CENTER/CEDAR

The mixed-use development on the Calvary Church parking lot brings 65 affordable supportive housing units, ~2,160 square feet of commercial retail space and a public paseo.

## 5. RIVERFRONT APARTMENTS

A seven-story, mixed-use building with 175 residential condos (including 20 affordable units) and ~11,498 square feet of ground floor and levee front commercial space with elevated patio dining, retail units and recreational opportunities.



## 6. ANTON PACIFIC

Anton Pacific is a 205-unit multifamily property featuring ~11,000 square feet of ground-floor retail space. While all units are market rate, developers dedicated nearby land to the city for Pacific Station South.

## 7. 530 FRONT STREET

530 Front street brings design and outdoor activation to the nexus of Downtown at Front Street and Soquel Avenue and commercial activation fronting the Riverwalk levee. The project includes 276 market rate and 37 affordable housing units.

## 8. CALYPSO

Situated between Downtown and the Boardwalk, 130 Center St. is designed to connect the city to the beach. The project will bring 233 market rate and 35 affordable housing units and ~2,618 sq. ft. of ground floor commercial space.