



**HOUSING**  
SANTA CRUZ COUNTY

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## **Housing Santa Cruz County August Newsletter**

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### ***City of Santa Cruz Earns ProHousing Designation***

A big congratulations to the City of Santa Cruz for earning their Pro Housing designation from the State Department of Housing and Community Development!

We agree with Santa Cruz's Mayor Keeley when he says of the designation: "The Prohousing designation not only recognizes [Santa Cruz's] achievements but also serves as a call to action for other communities to embrace innovative approaches to affordable housing. Together, we can build a future where every individual has a place to call home, and where the vitality of our city is grounded in the strength of its diverse and thriving neighborhoods."

Read more from Mayor Keeley in his [Mayor's Message](#) the Sentinel, and/or check out the City's press release below:



## CITY MANAGER'S OFFICE

FOR IMMEDIATE RELEASE

August 4, 2023

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### **City of Santa Cruz Named Prohousing Jurisdiction by State Department of Housing and Community Development**

**Santa Cruz, California [August 4, 2023]**- The City of Santa Cruz is thrilled to announce that the State Department of Housing and Community Development has honored the City of Santa Cruz with the prestigious Prohousing designation. "This significant recognition grants Santa Cruz priority consideration for various housing funding programs administered by the State Department of Housing and Community Development. The City's steadfast commitment to addressing housing needs and fostering affordable housing initiatives has led to this well-deserved partnership," said Director of Planning and Community Development, Lee Butler.

Santa Cruz has successfully met its 5th Cycle Regional Housing Needs Allocation (RHNA) targets across all income categories. Notably, the City has exceeded the total 5th Cycle RHNA targets by an impressive 1,000 units. Demonstrating its dedication to affordability, 50% of the 5th Cycle units have qualified as affordable housing options, exemplifying the City's pursuit of inclusive and sustainable housing solutions.

The City's innovative strategies to stimulate affordable and market-rate housing growth have been commendable. Increasing floor area ratios and building heights in the Downtown, creatively implementing density bonus programs, and expanding the application of AB 2162, which streamlines 100% affordable projects with 25% supportive housing, Santa Cruz has made significant strides in promoting housing production. "The City is currently overseeing the development of four 100% affordable housing projects, comprising a total of 400 units, that are either under construction or entitled in Downtown. Remarkably, three of these transformative projects are co-developed by the City itself on City-owned sites, demonstrating Santa Cruz's proactive approach in tackling the housing crisis," said City Manager Matt Huffaker.

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# ***Santa Cruz Downtown Plan Expansion Project Survey***

The City of Santa Cruz is currently seeking feedback on its Downtown Plan Expansion Project via [a survey to the community](#).

This is an important opportunity for community members to share their voice and participate in this feedback process.

You can read more about the survey in [this article](#) from the Santa Cruz Sentinel.



**SANTA CRUZ  
DOWNTOWN  
PLAN  
EXPANSION  
PROJECT  
SURVEY**



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**August Quick Links!**

## ***Catch up on the past month of SC County Affordable Housing News:***

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- [Santa Cruz County 2023 point-in-time count shows lowest homelessness level in over a decade — but ‘still a lot of gaps’](#)
- [State eyes \\$35 billion for housing crisis](#)
- [Watsonville outlier with homeless population spike](#)
- [A field guide to downtown Santa Cruz's many in-progress housing developments](#)
- [Santa Cruz City Housing Coming in 2024](#)
- [Capitola Weighs in on Housing Ordinance Updates](#)

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### **Join Housing Santa Cruz County Today!**

**Housing Santa Cruz County** is working every day to keep affordable housing development top of mind amongst policymakers and community leaders.

Your tax-deductible donation will help us maintain a steady presence and pressure at the local and State level to enact and support meaningful affordable housing policy and projects throughout Santa Cruz County. Please consider becoming a recurring contributor to our work, if you aren't already!



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