



# HOUSING

## SANTA CRUZ COUNTY

## February 2022 Newsletter

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***Mark Your Calendars - Save the Date - May 1st!***

***HSCC's First Anniversary & Affordable Housing Month Kick-Off***

Please plan to join us on May 1st in the afternoon to celebrate HSCC's first anniversary and kick off Affordable Housing Month in Santa Cruz County. We've

had a successful first year and we hope the community will come together to help us celebrate our accomplishments! More details to come....

If your organization would like to put together an affordable housing event in May, please contact us at [admin@housingsantacruzcounty.com](mailto:admin@housingsantacruzcounty.com)

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## ***Governor's 2022-23 Budget Provides Funds to Address Housing Crisis and Homelessness***

Safe and stable housing is a fundamental basic need. The Governor's budget proposal includes a \$1.5 billion one-time General Fund allocation to boost funding in several programs that support affordable housing development and preservation with a focus on infill locations near jobs and schools. [Learn more about the budget's investments in housing and homeless challenges.](#)

**Affordable Housing and Climate Goals:** The following are some investments to address the state's housing needs including building housing near jobs, transit, schools, and essential services to reduce greenhouse gas emissions.

- \$500 million expansion of the Low-Income Housing Tax Credit to support the creation of affordable homes for low-income families and individuals.
- \$500 million for the Infill Infrastructure Grant Program prioritizing infill parcels in downtown-oriented areas.
- \$300 million for the Affordable Housing and Sustainable Communities Program to support land-use, housing, transportation, and land preservation projects for infill development that reduce greenhouse gas emissions.
- \$100 million to expand affordable housing development and reuse opportunities on state excess land sites.
- \$100 million for incentive grants to remove barriers to convert sites to residential use, prioritizing sites in downtown locations.
- \$200 million for loans to developers for mixed-income rental housing for households with incomes between 30 percent and 120 percent of the AMI.

**Homelessness Solutions:** Everyone deserves a safe place to call home. The following are proposed investments to help house the homeless and prevent more individuals and families from becoming homeless.

- \$1.5 billion to address immediate housing needs including the purchase and installation of tiny homes, interim bridge housing and permanent housing with supportive services for individuals with serious mental health needs.

- \$500 million for Encampment Resolution Grants so local jurisdictions can invest in rehousing strategies for people experiencing homelessness in encampments around the state.

While the proposed FY 22-23 budget is a good start, the May revise provides an opportunity to advocate for even greater investments to meet our critical housing needs. Stay tuned for information on how you can support our advocacy efforts to ensure that everyone in our community has a safe, stable and affordable home.

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## ***New HSCC Endorsements (and an "action alert")***

### **Veterans Village in Ben Lomond**

HSCC endorsed the Veterans Village, a Permanent Supportive Services project, in Ben Lomond. It will include 15-16 beds for homeless veterans with a goal of housing 40 in the future. On-site supportive services will include case management, job training, computer skills classes, mental health counseling, drug and alcohol counseling, and mentoring programs. Housing Matters will provide a list of pre-screened applicants for the property. Residents will use HUD VASH (Veterans Affairs Supportive Housing) vouchers to subsidize the monthly rent.

### **Senate Bill 843**

HSCC endorsed SB 843 (Glazer) which would increase California's renters' tax credit. Eligible households would receive \$500 for single residents and \$1000 for single parents and couples. Currently eligible renters receive a \$60 tax credit for single filers or \$120 for joint filers. Single filers making \$43,533 or less and joint filers making \$87,066 or less will be eligible. **PLEASE USE THIS LINK TO SEND A MESSAGE TO OUR STATE LEGISLATORS.**

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## ***New RHNA Numbers!***

AMBAG recently released the 2023-31 Housing Element (HE) Regional Housing Needs Allocation (RHNA) numbers for local jurisdictions. The housing needs assessment establishes the total number of housing units in four income categories that each jurisdiction must plan for within the eight-year planning period. The table below displays the RHNA numbers for our local jurisdictions.

Housing Element 2023-2031 Regional Housing Needs Allocation (RHNA)					
Jurisdiction	Very Low	Low	Moderate	Above Moderate	Totals
Capitola	430	282	169	455	1336
Santa Cruz	859	562	709	1606	3736
Scotts Valley	392	257	154	417	1220
Watsonville	283	186	521	1063	2053
Unincorporated SC County	1492	976	586	1580	4634

While the numbers are daunting, new state housing programs and revenue sources are available to help communities address their housing needs. Project Homekey funds can help jurisdictions meet their extremely low and low-income housing goals and the new Prohousing program provides incentives to help communities obtain grant funds for affordable housing projects.

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### *State ProHousing Program*

HSCC's 2022 Policy Platform encourages all jurisdictions in Santa Cruz County to participate in the Housing and Community Development Department's (HCD) ProHousing Program. Local governments can receive an advantage when submitting applications for competitive funding under programs that support housing, land use transportation, and infrastructure. [Learn more about the Prohousing Program](#)

**Program Requirements:** To receive this designation communities must have compliant Housing Elements (HE) and be current with annual progress reports. If a community's HE does not have sufficient sites to accommodate its regional housing needs, properties must be rezoned before the HE can be found to be compliant.

**Program Benefits:** Prohousing communities can increase the likelihood of being awarded funds across multiple sources to finance housing projects within their jurisdictions. Competitive funding applications receive extra points in the following categories which HCD has determined to accelerate housing production:

- Favorable zoning and land use
- Reducing construction and development costs
- Providing financial subsidies
- Accelerating production timeframes

Applicants must have enacted at least one prohousing policy in each category to demonstrate that the community is taking a balanced approach to accelerating housing production. To learn more visit ["Pro-Housing Designation Program"](#)

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## ***Affordable Housing News Around the County***

### **Santa Cruz City Receives \$29M for Pacific Station North**

In January, the California Strategic Growth Council awarded the City of Santa Cruz \$29.7 million for the Pacific Station North housing development. The funds will help offset the cost of 95 affordable housing units that will include a mixture of one, two, and three bedroom apartments. Sixty-six apartments will be low-income units, 25 will be for families who are homeless or at risk of homelessness, and two will be for families in the Housing Authority's Family Unification Program. The remaining two units will be for building managers. The net-zero carbon emissions building design will be a model for future development helping the city adapt to climate change while also providing much needed affordable housing for low income community members.

### **Board of Supervisors Approve Four Project Homekey Applications**

In January, the Board of Supervisors approved four Project Homekey applications that, if funded, will provide up to 150 affordable housing units throughout the county. HCD made \$1.45 billion available for Homekey funding to rapidly expand the inventory of housing for people experiencing homelessness or at risk of homelessness. Homekey funds help jurisdictions meet their RHNA goals for very low-income housing development. The funds can support a range of housing types, including converting existing buildings to interim or permanent housing.

Funded projects must be completed within 12 months and must commit to occupancy within 90 day of project completion.

Santa Cruz: The [801 River Street](#) Project site was secured by Housing Matters in partnership with Envision Housing Consulting. The City of Santa Cruz approved the conversion of an office building on the site into a seven-unit apartment complex with 2 studios and five one-bedroom units. Developers have applied for \$4 million in funding to help purchase deed restrictions on the property to ensure the seven units remain affordable for extremely low-income households at-risk of or experiencing homelessness for 55 years.

Ben Lomond: Santa Cruz County Veterans Memorial Building Board of Trustees is requesting \$10 million for the conversion of Jaye's Timberlane Resort in Ben Lomond to provide housing for homeless veterans. Veterans Village will provide 15 - 16 beds for homeless veterans. The motel currently has 10 rental cabins and a four bedroom, three bathroom single family home. Future site development may include nine additional rental units, bringing the unit total to 20.

Soquel: The project at 2838 Park Avenue would provide 35 permanent supportive housing units and one manager's unit in a three-story building. Abode Services would provide on-site supportive services for residents. The developer, LP, formed a collaboration between Novin Development Corporation and the Central Valley Coalition for Affordable Housing. Modular structures will be used to expedite construction.

Watsonville: Shangri-La Development is seeking up to \$39 million to acquire and renovate the Rodeway Inn at [1620 Beach Street](#) in Watsonville. The motel would be converted into 94 permanent supportive housing units for people with incomes below 30% of the area median income. Fourteen units would be for persons with mobility disabilities and nine units would be for persons with hearing or vision disabilities

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## ***Community Involvement Opportunities***

### ***Empty Home Tax Initiative Needs Your Help!***

The [Empty Home Tax](#) initiative, which is supported by HSCC, is still working hard the required valid signatures needed to qualify for the June ballot. The campaign

is looking for people willing to hold organized canvasses on the weekends. You do not need to be a resident of the City of Santa Cruz to help with the signature gathering effort. Some limited funds are available to pay petition circulators. The campaign is in its final push and really needs engagement from everyone who wants to support this effort to raise funds for affordable housing. If you can help contact [info@emptyhometax.org](mailto:info@emptyhometax.org) or call 831-200-3878.

***Pacific Union Partners Project Community Meeting - March 9 6:00-7:30 PM***

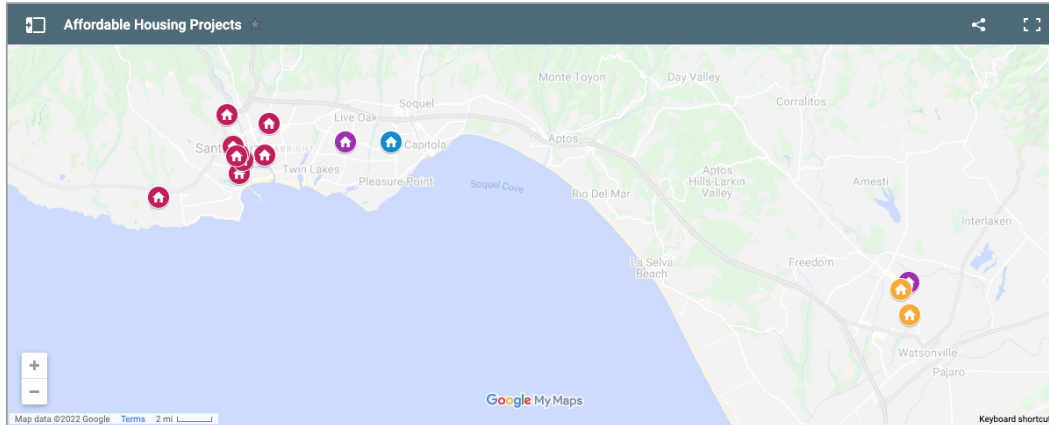
A webinar will be held on Wednesday, March 9th for the public to view design plans for the Pacific Union Partners affordable housing project. This will also be an opportunity for community members to provide feedback and ask questions about the proposed development. The mixed-use supportive housing project will include commercial retail space, 65 low-income housing units, and construction of a public paseo. The project location is 532 Center Street. To join the webinar go to <https://us02web.zoom.us/j/82078696197>.

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***Track Affordable Housing Projects***

Housing Santa Cruz County continues to track all the affordable housing projects "in the pipeline." Real projects are being worked on every day in our five local government jurisdictions. We invite you to [follow these projects with this LINK](#) and weigh in on them at appropriate times. If you know of a project that should be included, please feel free to email us at [admin@housingsantacruz.com](mailto:admin@housingsantacruz.com).

### Learn more about housing projects in Santa Cruz County:



For more information on Santa Cruz County Affordable Housing Projects:

[Choose Santa Cruz Affordable Housing Map](#)

[City of Santa Cruz Affordable Housing Self Guided Bike Tour](#)

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## *Keep Up With HSCC on Social Media!*

We invite you to follow us on social media! We are on [Facebook](#), [Instagram](#) and [Twitter](#). While our newsletter is an excellent resource to get developed information from us month to month, our social media is being updated almost daily and following us is a great way to truly stay up to date with all things HSCC.





**HOUSING**  
SANTA CRUZ COUNTY

# STAY UP TO DATE



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*Our community thrives when all community members  
have access to safe, stable, affordable homes.*

**Sign up now to become a member!**

*Help us build a more affordable Santa Cruz County for all!*

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