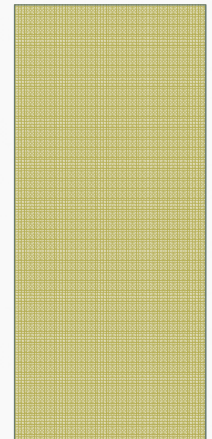
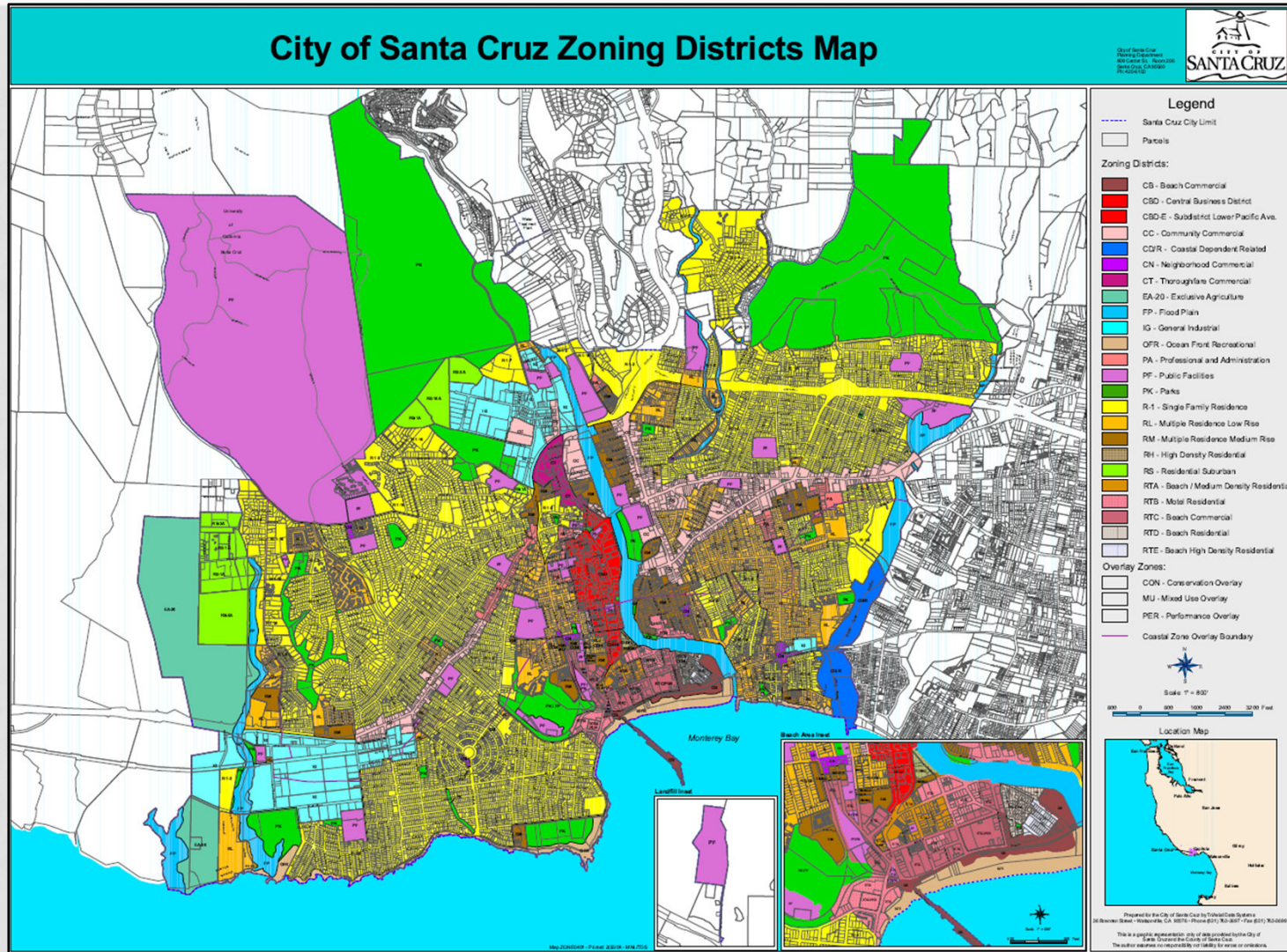


SHORT TERM VACATION RENTALS

CITY OF SANTA CRUZ JANUARY 2017

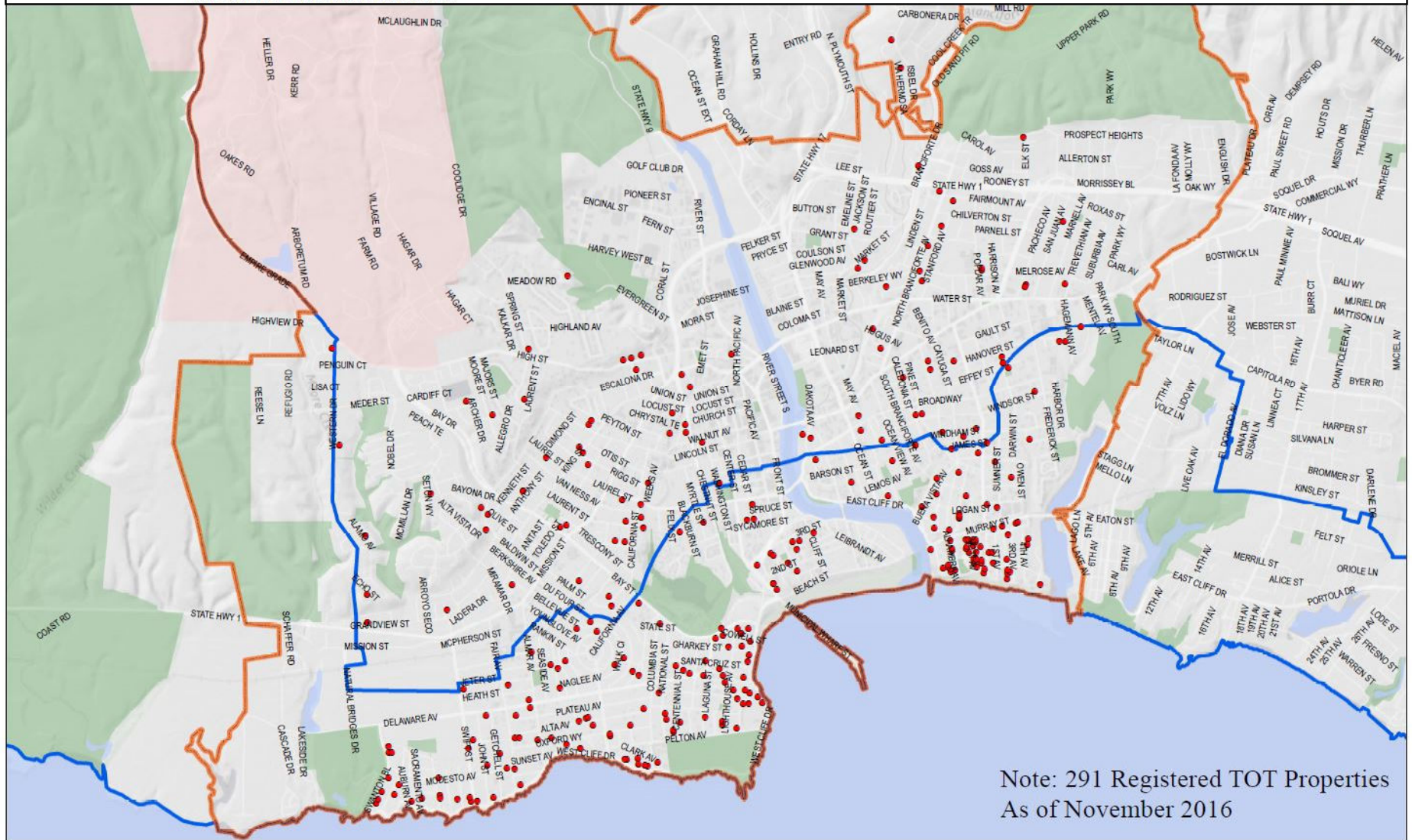
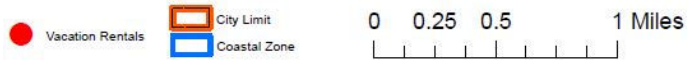


ZONING OVERVIEW



1/11/2017

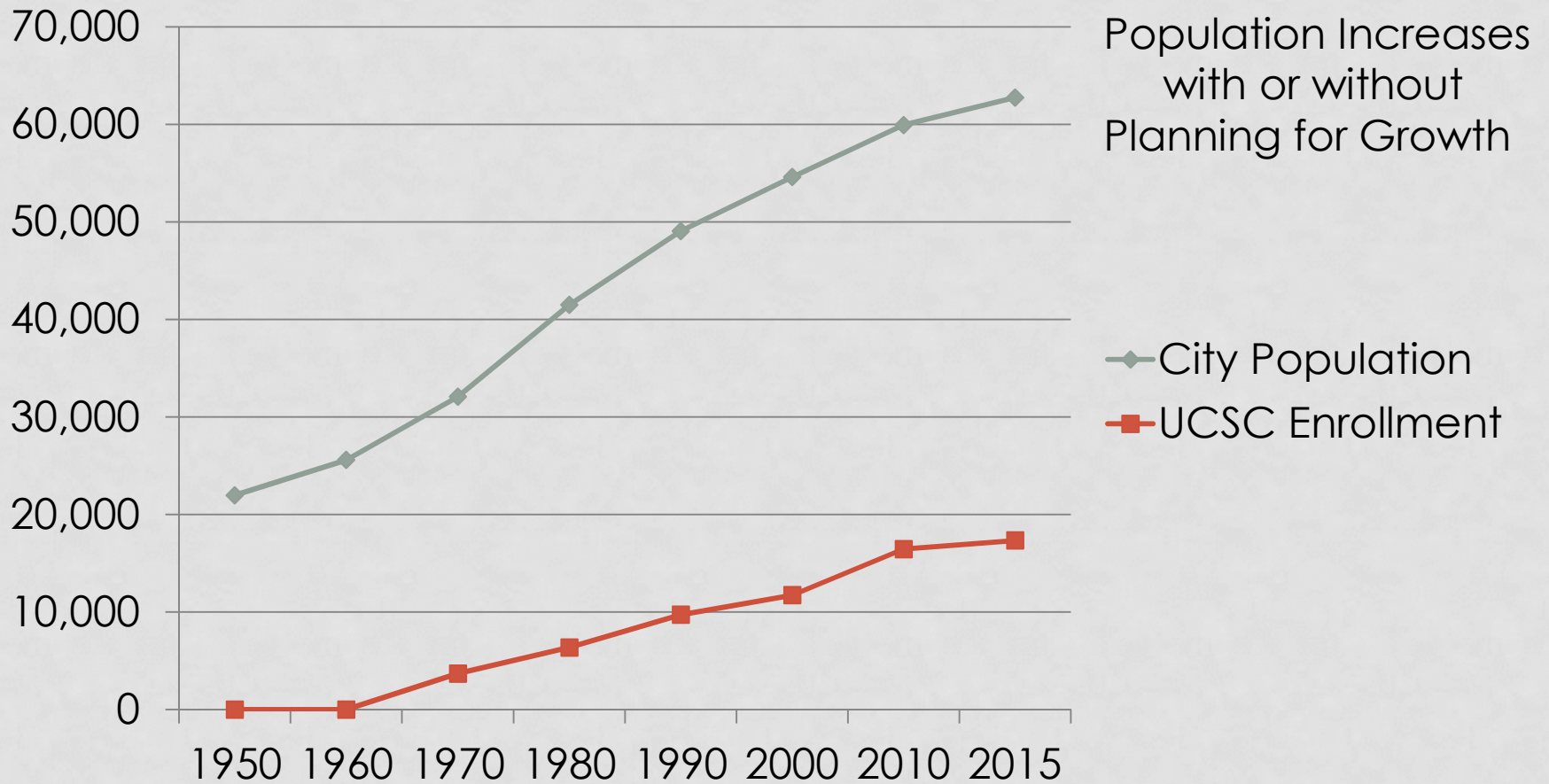
Short Term Vacation Rentals In Residential Zones



FACTORS CONTRIBUTING TO HOUSING CRISIS

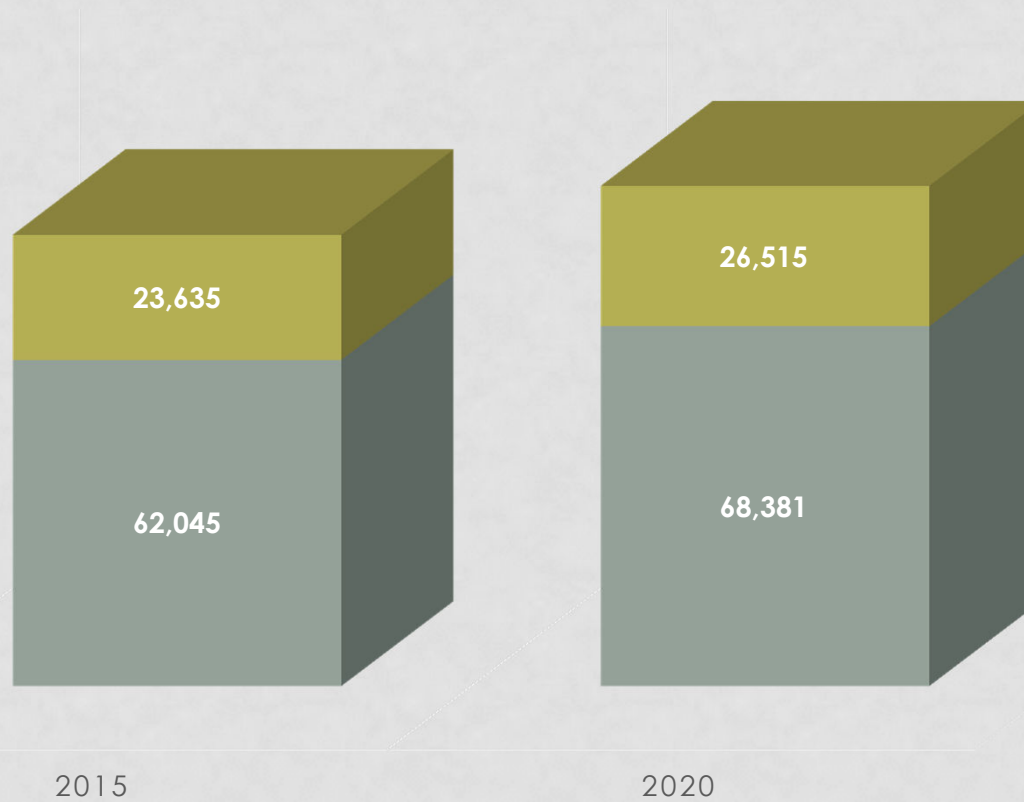


CITY POPULATION AND UCSC ENROLLMENT



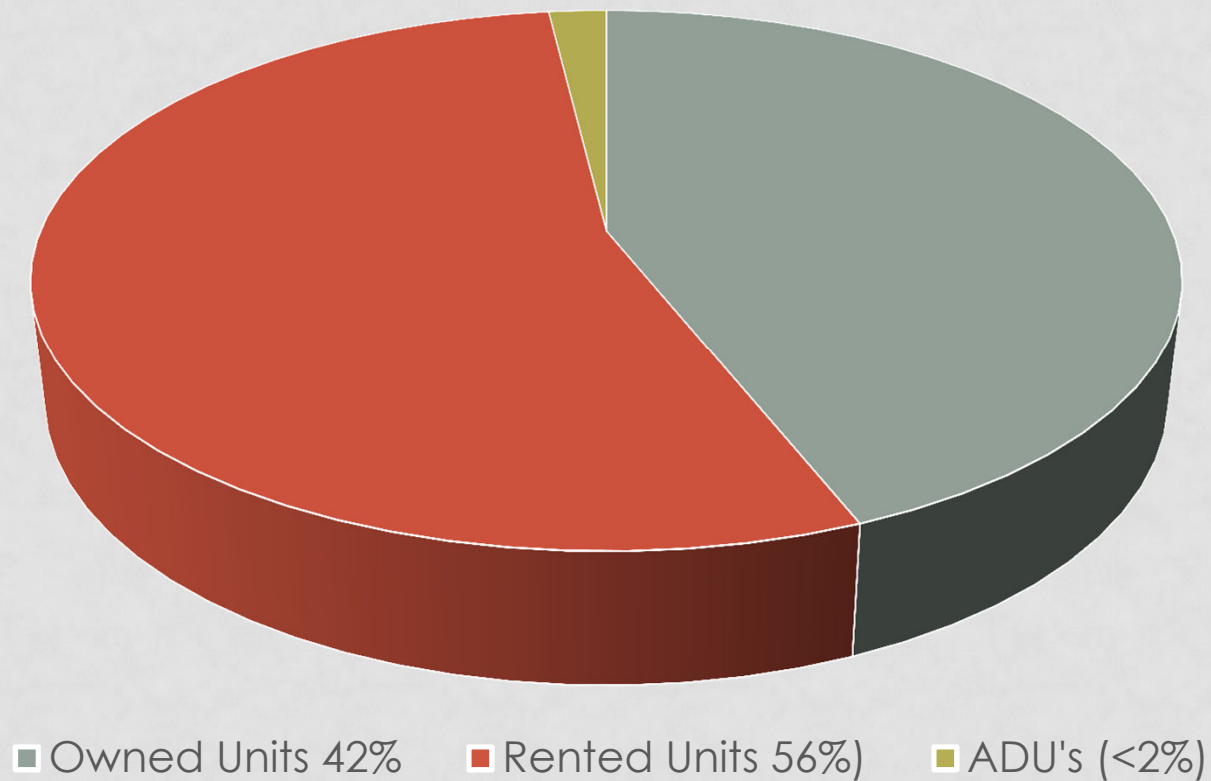
PROJECTED POPULATION AND HOUSING GROWTH

■ Population ■ Housing Units



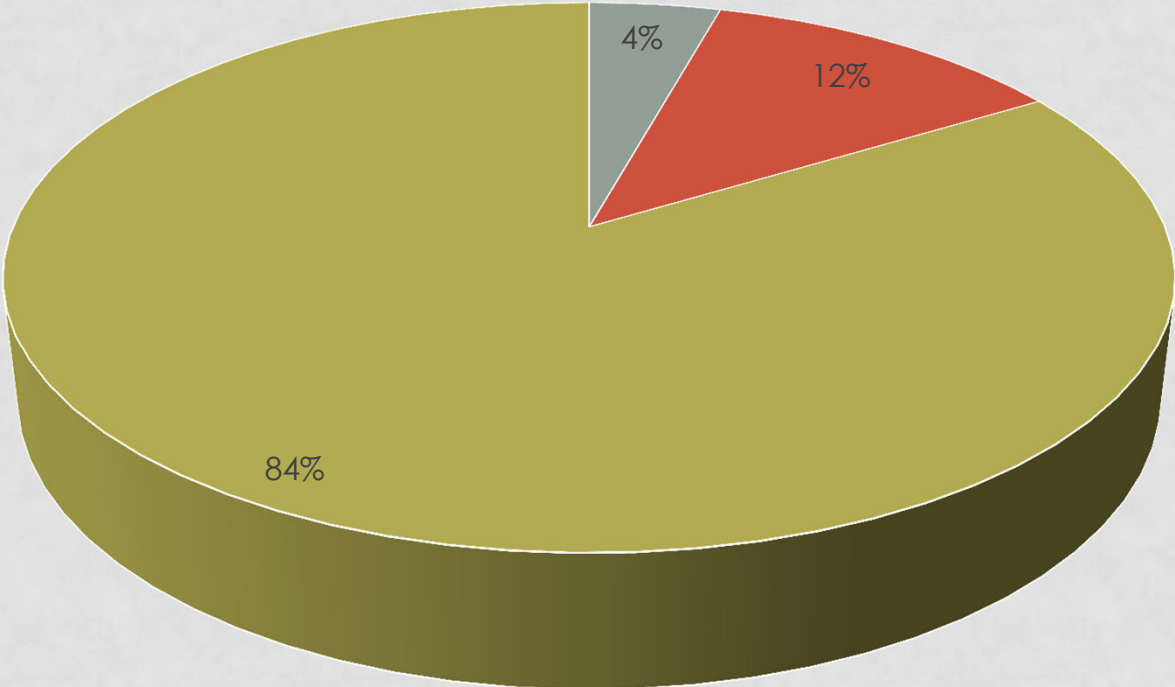
ESTIMATED 2015 LIVING UNITS (23,635)

Living Units



ACCESSORY DWELLING UNITS

416 as of 12/22/2016



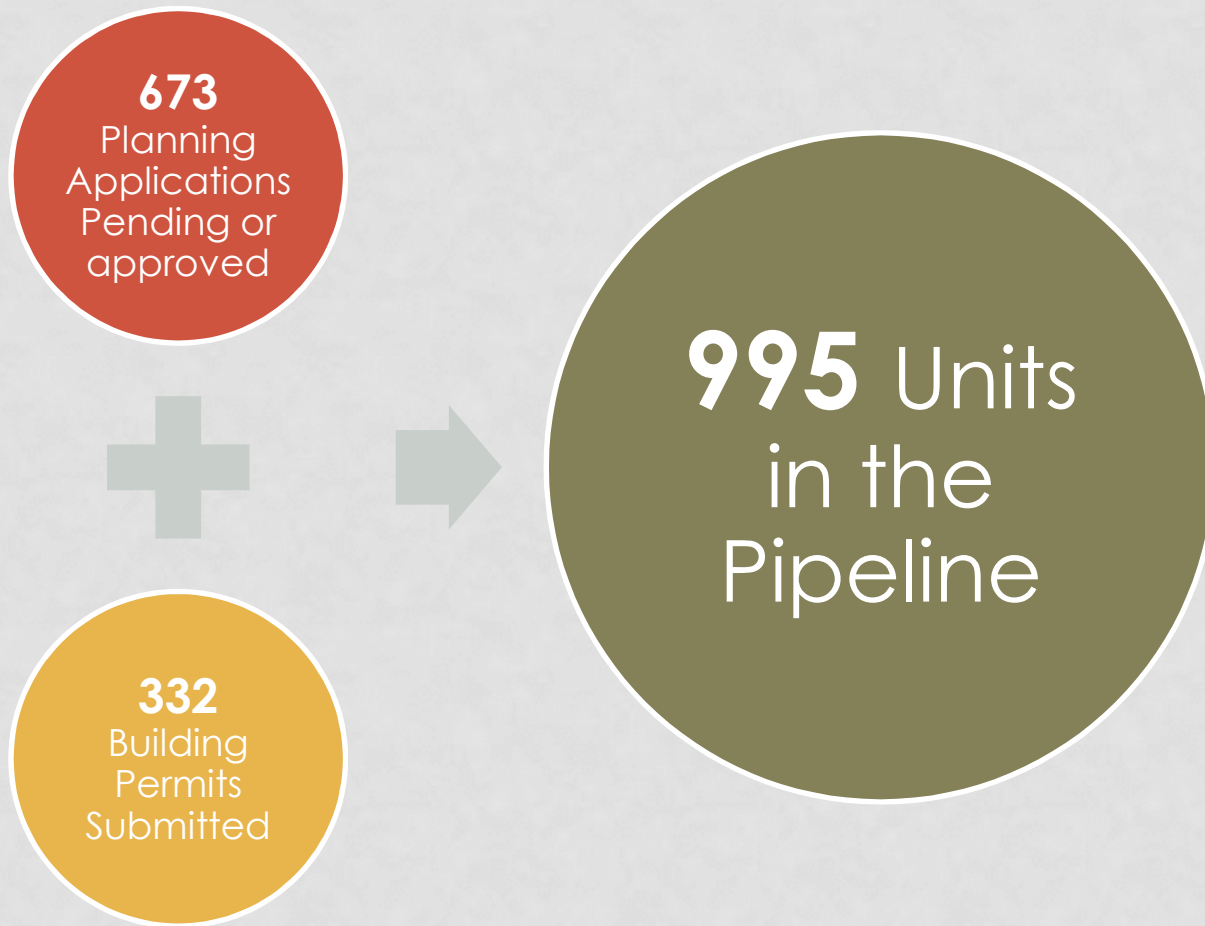
■ ADU's as STVR's: 18 ■ Deed Restricted Affordable ADU's: 50 ■ Market Rentals: 348

HOUSING PRODUCTION IN SANTA CRUZ 2007-2016

In 10 years 1,063 units were finalized

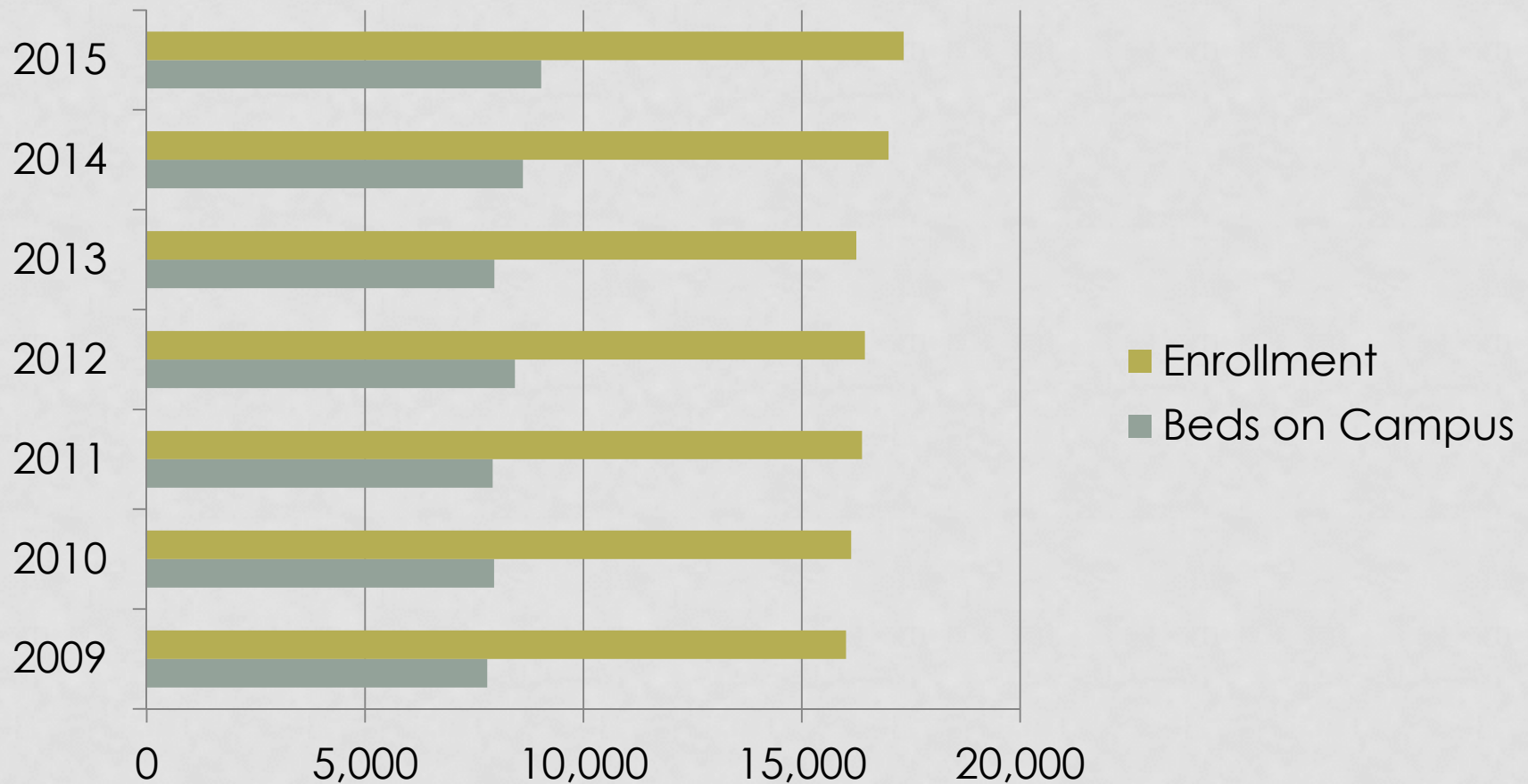


PENDING HOUSING UNITS



UCSC GROWTH

WHILE ENROLLMENT HAS INCREASED +1,200
THE NUMBER OF BEDS HAS ALSO INCREASED +1,234



RECESSION 2008-2010

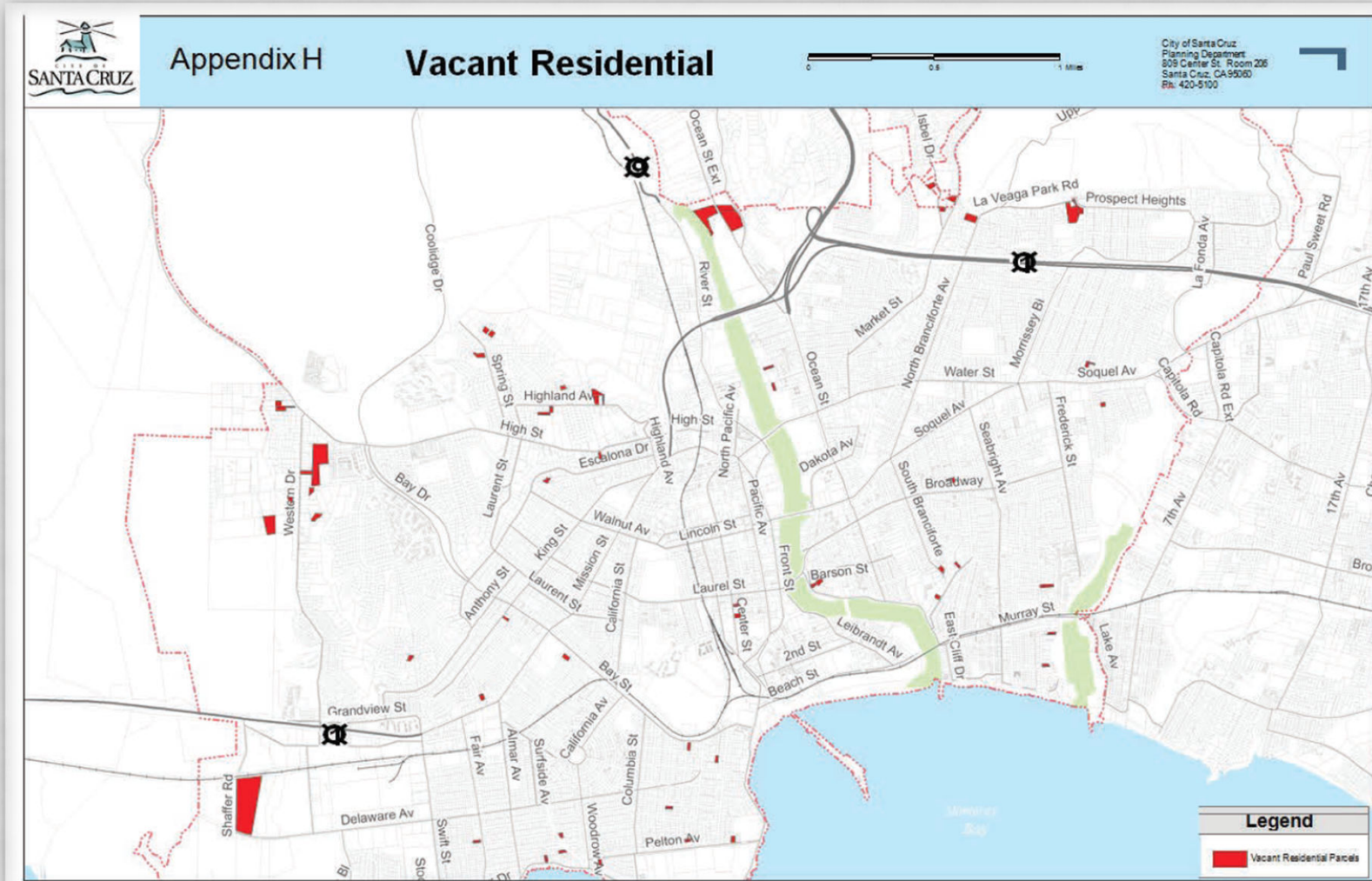
- Housing production 2010-2015 = Totaled 421 units

84 units/year average

- City Population 2010-2015 = +2,818 people

563 ppl/year average

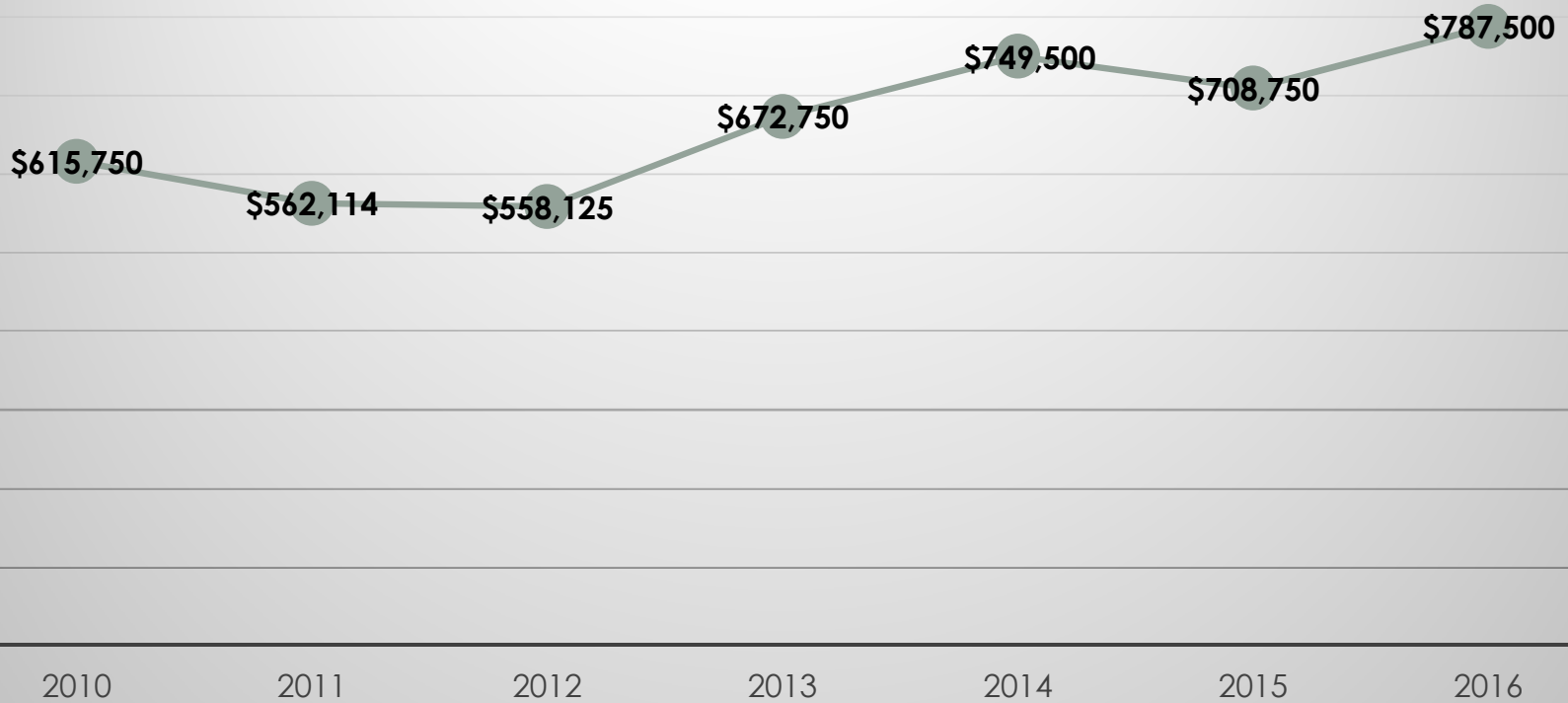
LIMITED AVAILABLE LAND
~17,000 SEPARATE PARCELS IN THE CITY
ABOUT 200 VACANT RESIDENTIALLY ZONED PARCELS
(MOSTLY ZONED SINGLE-FAMILY RESIDENTIAL)



SANTA CRUZ MEDIAN HOME VALUES

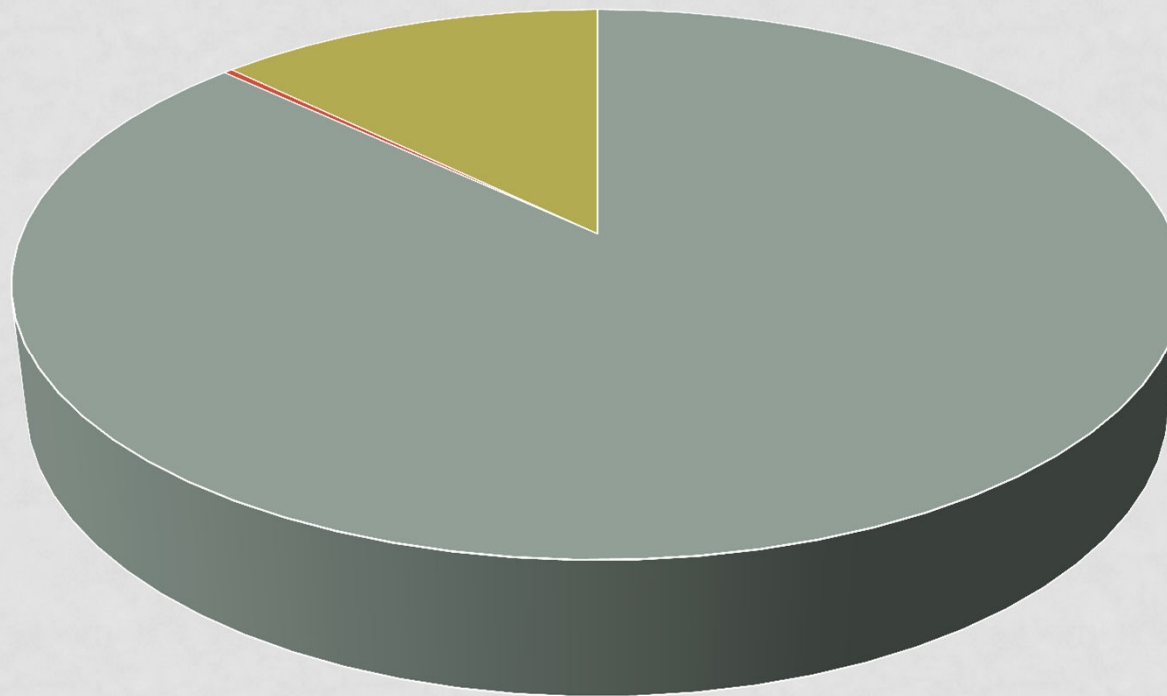
(SANTA CRUZ COUNTY ASSOCIATION OF REALTORS)

Santa Cruz Median Sales Prices



VACATION LODGING UNITS

2,090 Existing Total Existing Lodging Rooms (2016)

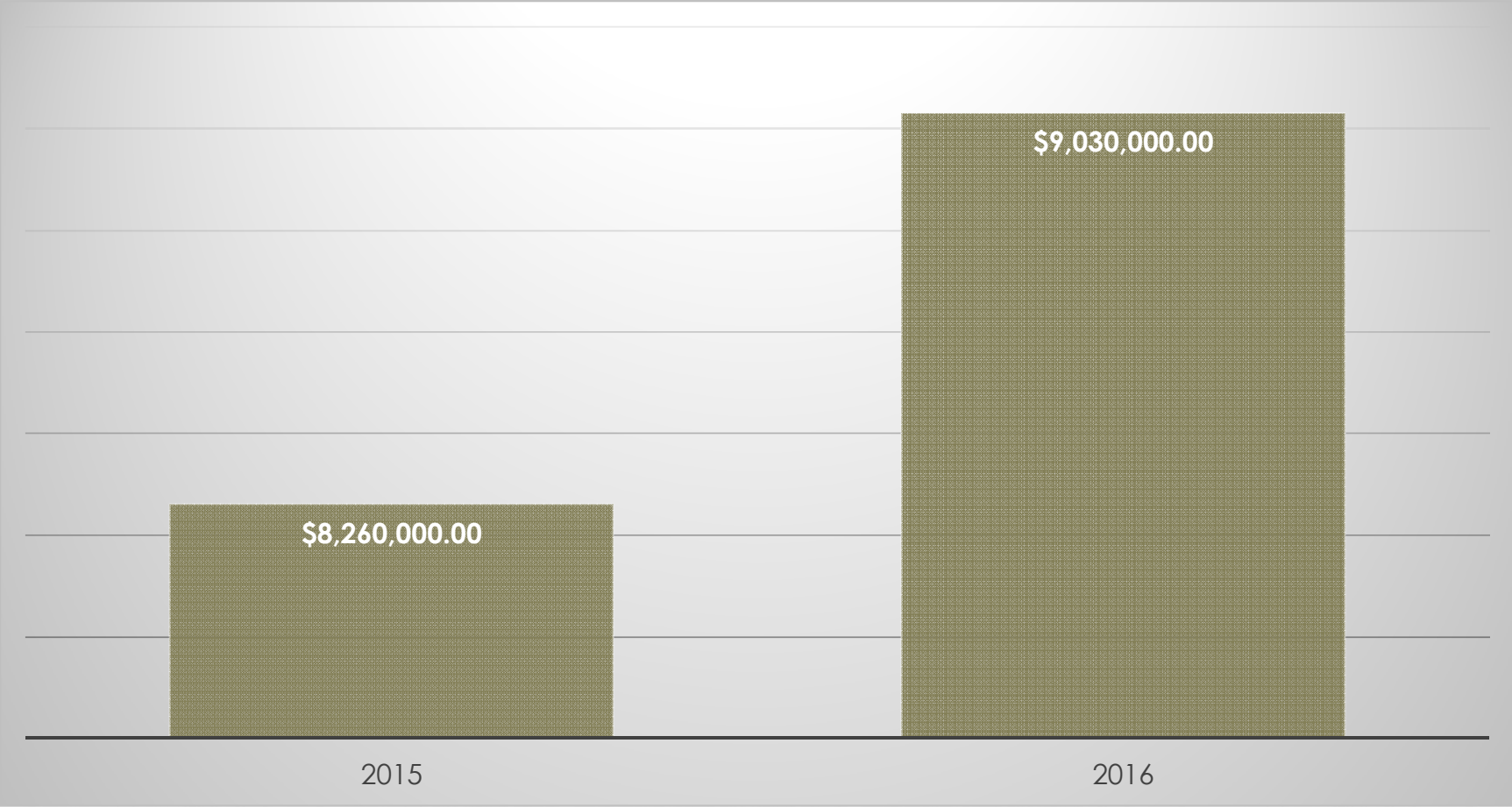


■ Motels/Hotels (87.0%) ■ B&B's (0.3%) ■ Residentail STVR Properties (12.7%)

467 additional Hotel/Motel rooms have been approved by the Planning Department

1/11/2017

TOTAL TOT RECEIVED BY FISCAL YEAR



NEW TOT PAYING STVR PROPERTIES VS. NEW HOUSING UNITS

- Past three years (2014-2016)
- Added **246** new TOT paying residential properties
- Added **263** new housing units

OTHER CONSIDERATIONS

- Rental vacancy rate
- TOT Data
- Code complaints
- Police Department Calls for Service