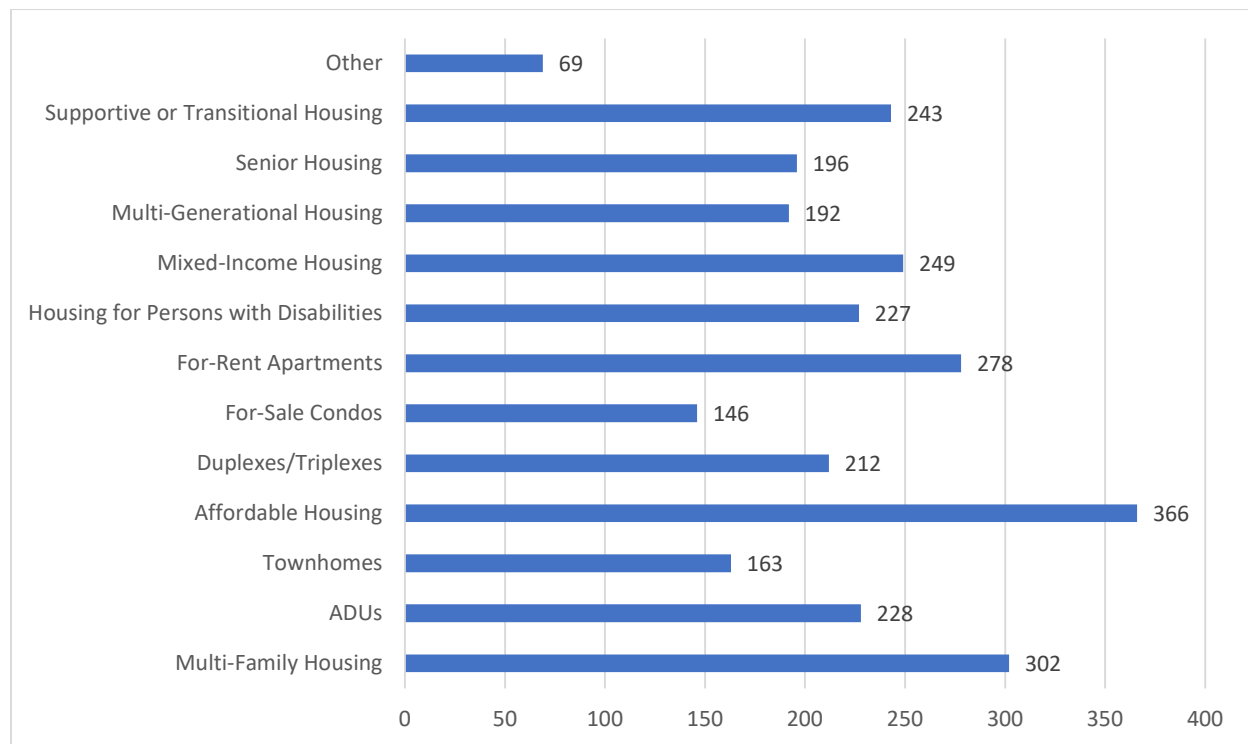


Housing Element Update Survey Report

On September 29, 2022, the City launched an online community survey to gather input on housing needs and policy programs. The survey was available through November 14, 2022, and it gathered a total of 421 responses. This report details the input received and respondent demographics.

1. Housing Type Needs

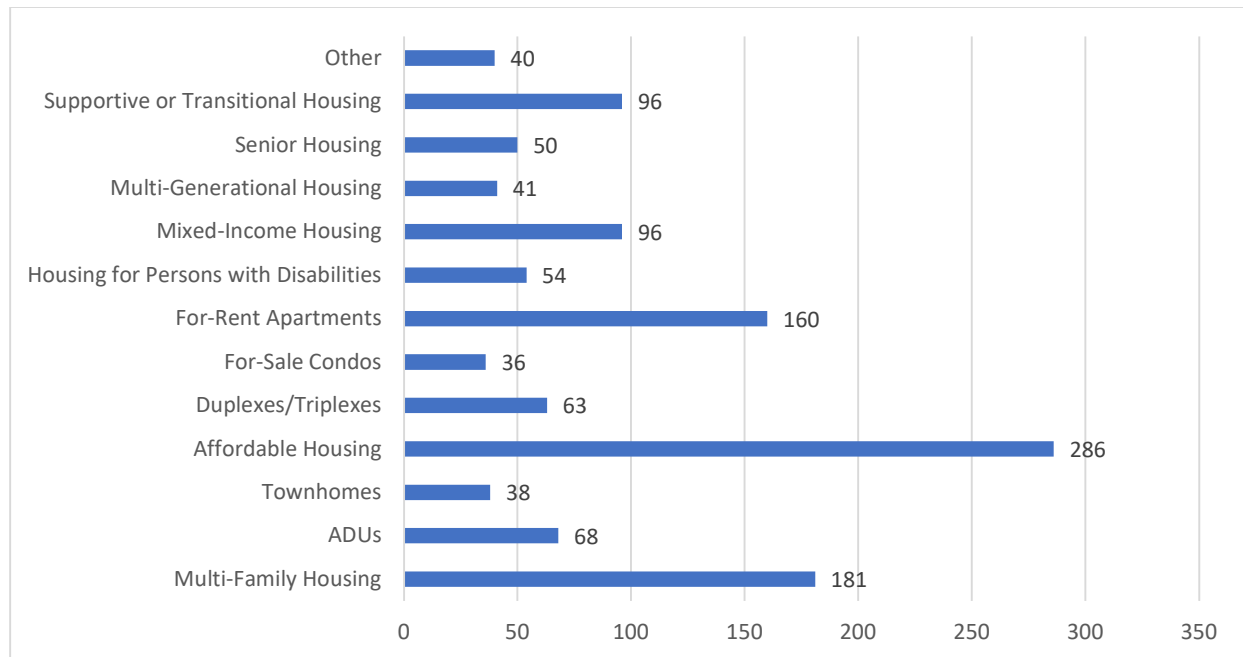
The survey asked participants to select the housing types that they think are needed in Santa Cruz. Overall, the data shows a need for Affordable Housing and Multi-Family Housing over other housing types. Participants also highly favored For-Rent Apartments over For-Sale Condos. Participants least favored Townhomes and Multi-Generational Housing. **Table 1** includes additional recommendations provided under the Other category.



2. Priority Housing Types

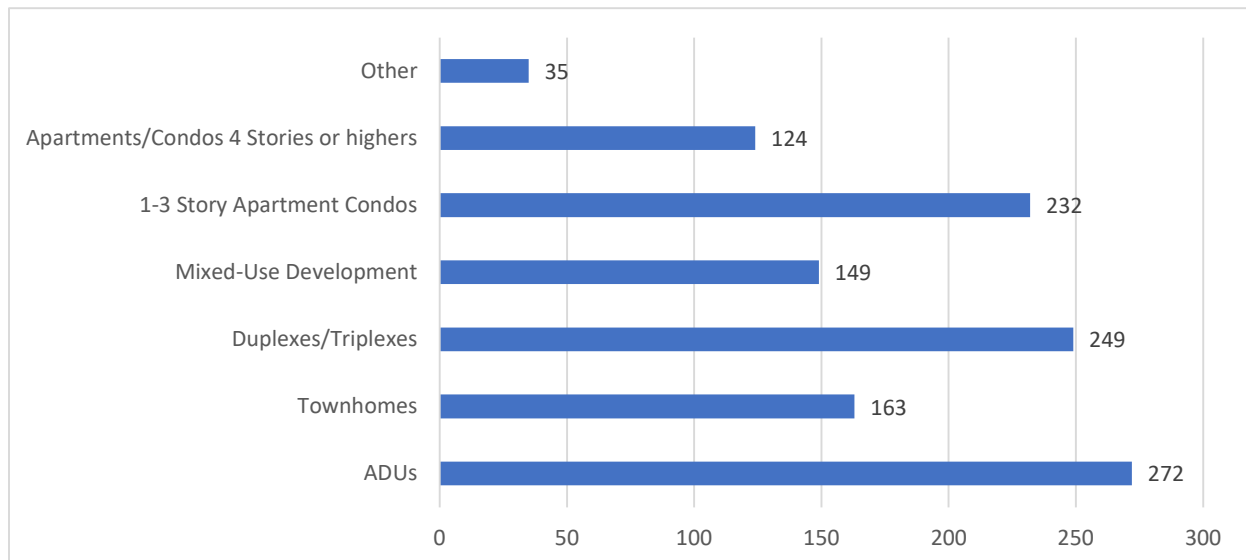
Participants were asked to select three housing types from the previous survey question to prioritize in future developments in Santa Cruz. Overall, the data shows that participants favored Affordable Housing, Multi-Family Housing, and For-Rent Apartments.

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3. Housing Types in Existing Single-Family Neighborhoods

To assess other housing opportunities, the survey asked participants what housing types they could see being added in existing single-family neighborhoods. Overall, most participants reported ADUs. In second and third, participants preferred Duplexes/Triplexes and 1-3 Story Apartments. The results show that participants were least interested in adding denser and taller developments and preferred to see a continuity in development types.

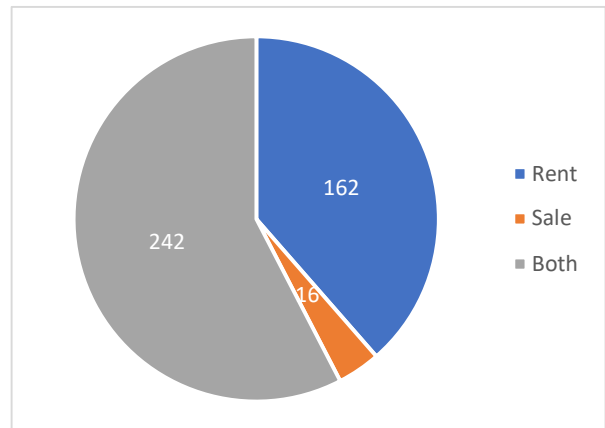


4. Areas for Housing Development

The survey asked participants if there were any areas where they think future housing should be developed. The responses highly favored the Downtown area, followed by the West Side, Lower West Side, and transit corridor. Participants generally showed interest in developing housing city-wide. Areas around High Street, Lower East, Bay Street, the Golf Course were recommended to be left as-is. All survey responses are shown in **Table 2: Recommended Areas for Residential Development**.

5. For-Sale or For-Rent Housing Needs

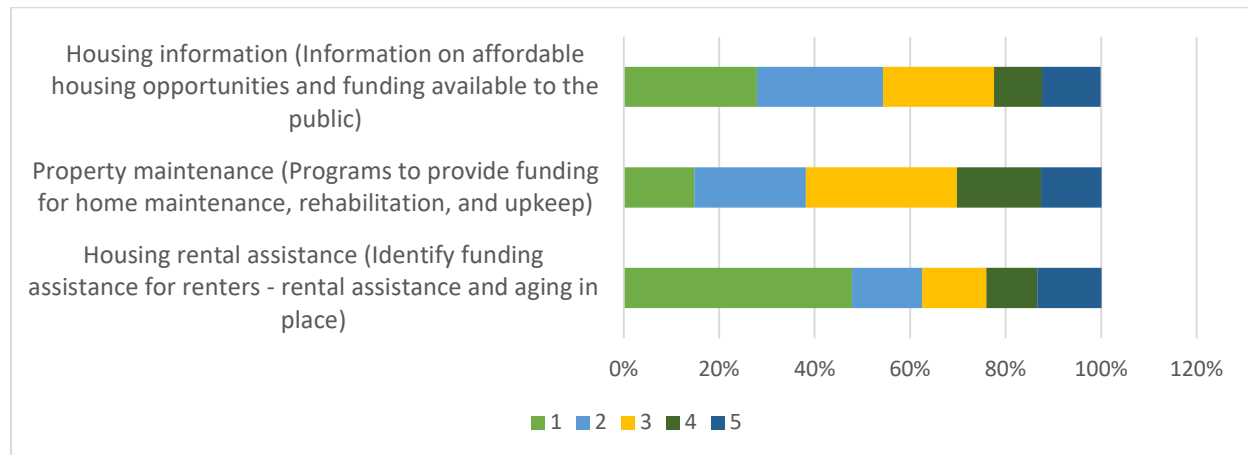
The survey asked participants what type of housing is more needed in Santa Cruz between for-sale and for-rent housing. The responses show a lack of both, but with an emphasis on for-rent. Few participants believed that there is a lack of just for-sale housing in the City.



6. Programs

Community Assistance

To gain feedback and perspective on potential community assistance programs, participants were asked to rate different issues based on importance (1 being the most important and 5 being the least important). Overall, participants favored housing information and rental assistance. Property maintenance received the most 3-rating responses – indicating a general interest but not of heavy importance.

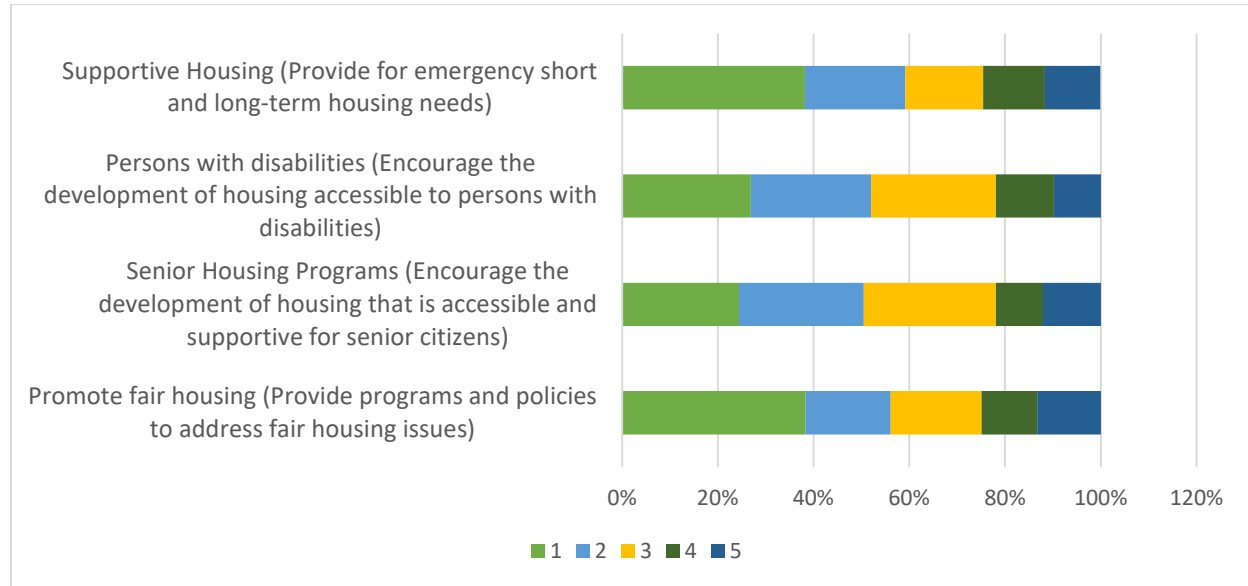


Fair Housing

Additional programs relating to fair housing assistance were also provided to provide examples and gain insight into the community's sentiments on the topic. As with community assistance, participants were asked to rate the different issues based on importance (1 being the most important and 5 being the least important). Overall, most participants were in support of all four fair housing programs. Supportive housing and the promotion of fair housing both collected the most support through "1" and "2" ratings.

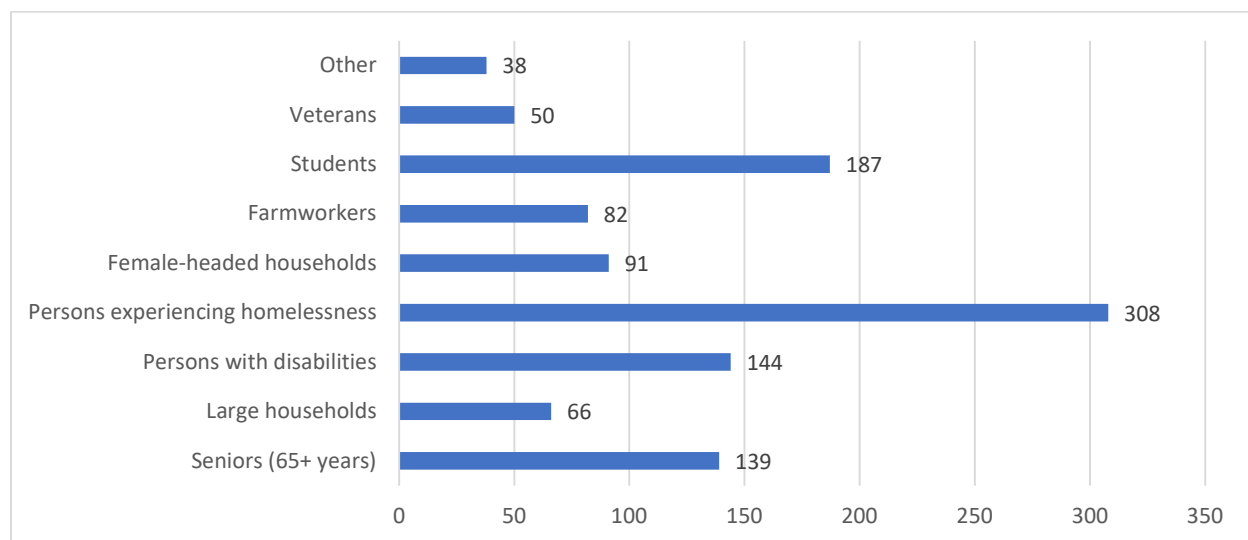
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Programs to assist persons with disabilities and seniors collected the most “3” ratings – indicating an interest but not an urgency in addressing.



7. Special Housing Needs Groups

Jurisdictions are required to address the various housing needs of special needs groups. The survey asked participants which HCD-defined special housing needs groups were most in need of housing and/or related services in Santa Cruz. Overall, participants believed that persons experiencing homelessness were most in need of housing and/or related services. Students, persons with disabilities, and seniors over 65 years of age also received higher scores. This indicates a need to specifically address the needs of these four groups and consider additional programs for each. As part of the Housing Element outreach, the City held stakeholder meetings with students/renters, homeless and disability service providers, and seniors.



8. Vision for the Future of Housing in Santa Cruz

The survey below asked participants to describe their vision for the future of housing in Santa Cruz in 20 words or less. In total, 421 responses were received. Out of all of the responses, residents of Santa Cruz envisioned a future with affordable housing, housing variety, greater bikability and walkability, an increased in mixed-uses, and higher density near Downtown and transit corridors. All survey responses are shown in **Table 3: Vision for the Future of Housing in Santa Cruz**.

9. Demographics

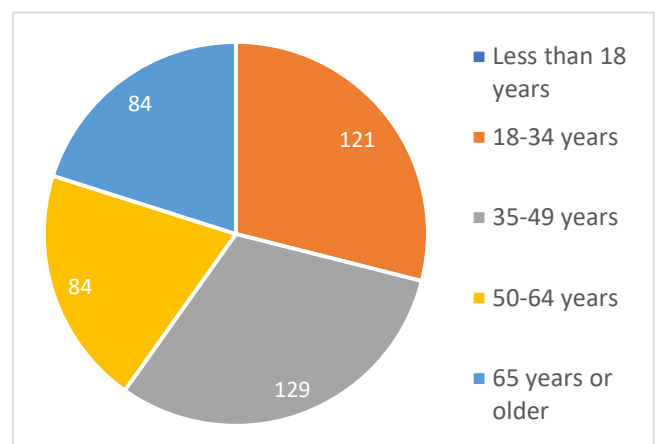
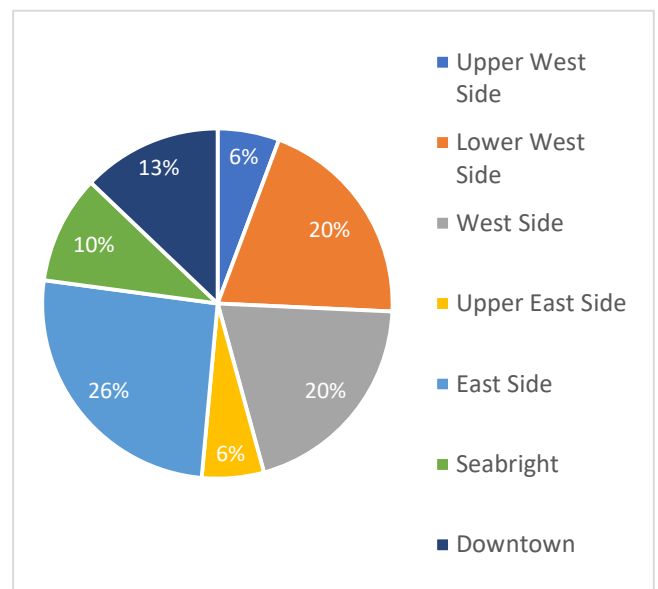
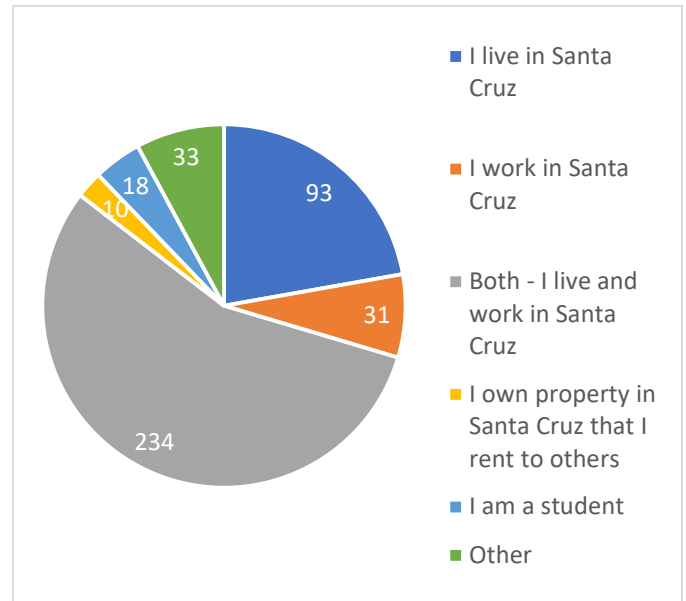
The survey concluded with questions on demographics to understand who was reached and who provided feedback. This was aimed at ensuring equity in engagement.

The questions collected information about whether participants live or work in Santa Cruz, which neighborhood or area they live in, whether they are a renter or homeowner, and their age.

At 56 percent, over half of participants live and work in the city. Another 22 percent live in Santa Cruz and seven percent work in the city. Students represented four percent of respondents. Eight percent selected “other.”

Of those who noted they live in Santa Cruz, 41 percent are renters and 51 percent are homeowners. In addition, 46 percent live on the west side of the city, 41 percent live on the east side, and 13 percent live downtown. This shows a fair split between the two sides of Santa Cruz where the majority of housing and neighborhoods are located.

Lastly, the age breakdown of participants also remained fairly even. A total of 20 percent were 65 years or older, 20 percent were 50-64 years, and 31 percent were between 35-49 years. Young adults between 18 and 34 represented 29 percent of respondents.



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Table 1: Other “Housing Types” Recommendations	
SROs	very low income senior housing/assisted living for seniors living on Social Security only;
Very dense housing	Housing for childcare providers
Student housing	Mental Health Supportive Housing and Tiny Homes
Housing no higher than 4 stories including affordable house & Density bonus	High density housing near centers of work, the university, and main transit routes. E.g 10+ story apartments
Price-Restricted Housing With Resale Restrictions	Co-living
Affordable mobile home parks on City properties	Housing opportunities for individuals experiencing homelessness who may have barriers to low-income housing. Also, meaningful housing opportunities for individuals with mental illness.;
On campus housing for UCSC students and staff	Small Entry Level units needed greatly, ex: micro apartments & micro flats. Alongside mixed-use buildings.;
Single income housing	Social/Public Housing
housing for Developmentally Disabled	Section 8 specific - people willing to accept vouchers and incentive for those people
There is nothing avail for adults with disabilities. we are struggling	Housing for homeless youth
Single-family housing	Free nightly private pods for anyone who asks. Junkie, student, traveler, mendicant monk, anyone
Tiny homes as transitional housing for those experiencing homelessness	Missing Middle Housing
Dense high rise apartment buildings	Low cost/subsidized RV park for those who can document a long term Santa Cruz residency;
Mixed-use developments	very low income senior housing/assisted living for seniors living on Social Security only;
Workforce housing	Housing for childcare providers
housing specifically for public servants (police officers, teachers, firefighters) and a separate neighborhood for ultra-dense UCSC housing	Mental Health Supportive Housing and Tiny Homes
Tiny home villages; including cooperative living resources and community	High density housing near centers of work, the university, and main transit routes. E.g 10+ story apartments
manufactured homes (aka mobile homes)	Co-living
tiny homes	Housing opportunities for individuals experiencing homelessness who may have barriers to low-income housing. Also, meaningful housing opportunities for individuals with mental illness.;
trailer courts with low cost mobile homes	Immediate transitional housing such as safe parking spaces for RVs, supportive camps for those most at risk of becoming "on the streets" homeless

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Table 2: Recommended Areas for Residential Development
Multi-family in areas with high median income to increase equity and diversity.
West side
downtown, busy streets throughout town
Lower west side needs more mixed use development to be more walkable to amenities. Grocery store with apartments on top on the lower west side would be fab.
NOT on the corner of Branciforte and Water st.
Everywhere, no one can get housing.
Corridors should be prioritized for the most dense development (4+ stories), increase density in single family adjacent to corridors stepping it down as you get further from the major corridors, increase the housing types in single family neighborhoods to increase density and better utilize available land, we need to encourage as much infill redevelopment as possible
Near base of the UCSC campus and along major commuter routes to campus. All throughout the west side.
Downtown & lower West side near campus
downtown area and lower west side
Downtown; west side. Density near transit, services, schools, etc.
downtown and lower west side
Areas with access to everyday needs, like bus, shopping, recreation, grocery stores, etc.
corridors, downtown, harvey west? (unsure), lower ocean, beach flats, close to university (maybe along highstreet)
I think downtown and the upper west side near the base of the UCSC campus would be best as they are closest to transit leading to UCSC and downtown. Another area for more housing would be along the Mission Street corridor where there are more shops and transit as well.
downtown and base of UCSC campus
Downtown and the west side on the hill
The downtown core should absolutely be densified, with the mixed use library project and the Church parking lot project excellent examples. Single family zoning citywide should be abolished completely; at a minimum, it should be legal and simple to convert pretty much any existing SFH to a duplex to fourplex. Hundreds if not thousands of students and workers are renting existing single family homes at exorbitant rents because of the housing shortage. I live with six other students in a house built for one family on the upper west side, and I am considered lucky among my peers. It is absolutely the university's responsibility to build more housing on its campus but the Upper West Side and Lower West Side in particular need more units available to rent; it will massively ease UCSC students' housing burden (we are the most food and housing insecure student body in the UC system in no small part to the city's failure to build housing) and benefit existing residents and their children, who would otherwise never be able to live in this city.
Everywhere, but especially the areas of "highest resource" such as the upper and lower westside, de la viega, and seabright neighborhoods.
Upper westside on the large lot near Western Dr. Delaware Ave near Natural Bridges Dr. UCSC for student housing.
By westside Parrish/Safeway where Shebrah puts her giant signs Convert San Lorenzo park
Upper Westside, close to the University

City of Santa Cruz

2023-2031 Housing Element Update

Table 2: Recommended Areas for Residential Development
Every single area of the City needs to have more housing. Downtown can be a focus, but we need to prioritize building housing near the main transit corridors, again in all areas of the City.
All over. Density is the answer.
Apartments/condos & duplex/triplexes in the Westside, as well as apartments/condos in the lower downtown area.
Multi-Unit apartments/condos should be developed with commercial below along Soquel Avenue, Ocean Street, Front, Pacific, Mission Street, etc. The major transit corridors for Metro with access to services close by.
High density housing that is subsidized in one form or another should be located near commercial and transit corridors. ADUs and duplexes are appropriate in neighborhoods with single family homes.
Santa Cruz has already added many units in high rise buildings. It isn't appropriate or necessary to continue to build beyond where commute and services can be provided. If we want to maintain a good quality of life, there are limits to be considered. We needn't house everyone that wants to live here, it isn't possible.
Restricting or eliminating short term rental properties could free up housing for year-round tenants. My neighborhood used to have many homes that rented to students and young professionals. Those properties were sold and converted to Airbnbs. The city enjoys the tax revenue but has removed hundreds of units of housing.
No
I think housing needs to be developed everywhere in Santa Cruz, with an emphasis on higher densities along transportation corridors.
1) All curches in SCC that benefit from tax breaks should be REQUIRED to house homeless families/teens in their parking lots (this program can/should be expanded before entering any more neighborhoods). Perhaps the more they take on, the more of a tax break they rcv. 2) No more housing of homeless/trailors in Prospect Heights due to risk and people entering park hiking trails (we're doing our fair share w/the Armory, and their still creating fies/encampments in and adjacent to DeLa park. So best to try another neighborhood as part of this/large motor home test before finalizing and growing at the Armory.
Downtown - good transit connections, high density mixed used Mission - major corridor, good transit, mixed use Soquel corridor - same reasons
Harvey West seems like a great place to build larger apartment buildings, but only if proper walking/biking and busing infrastructure could be put in place to encourage non-car transportation. UCSC should also be allowed to build more housing for students on campus, so off-campus rentals can free up for residents. Please, no more hotels.
Watsonville
East side, downtown
Opportunities to the optimize & intensify housing availability and densities should be considered everywhere, including in SFD neighborhoods
Downtown. Going into neighborhoods with 6+ story hideous buildings is outrageous, insulting to our entire City and cowardly on the side of City Government. What is happening with that giant complex that is supposed to be built on Ocean Street? That has been on the books for years but nothing is happening there. Stay out of the residential neighborhoods!!!

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Table 2: Recommended Areas for Residential Development
West end industrial, midtown, and downtown. Each has walkable grocery and services already in place. The infrastructure should also be more robust than Seabright or Live Oak. The roadways are already constrained making no need to expand public transport or marking and signaling. There's probably points to bank against California climate goals as well.
North side of Delaware along the trail
West side industrial area. Watsonville.
East side especially along Soquel Ave., there are bus stops, stores, and restaurants making it a good area to develop
Anywhere and everywhere there is space.
Everywhere, but downtown is highest priority, then exurban/urban core.
Harvey west and surrounding area such as Golf Club Drive....close to employment centers. Soquel, Water, Ocean St, Mission St... transportation corridors
downtown, East side, near campus, along Bay St.
downtown along the river south of Laurel and along river street to highway one
I'd love to see more 4+ story buildings on the west side to help address the UCSC housing crisis.
All of the above.
along the main corridors of ocean, mission, soquel and water, and downtown
Anywhere there is an already-developed area with a surface parking lot. Westside, midtown, by Ocean Ave, near the boardwalk.
I thought the corridor idea the city was working on a few years ago was ideal. I attended a meeting to try to say so, but I was shouted down. Build along transit corridors, group near grocery stores, and, of course, concentrate downtown.
Seabright, downtown, Mission Street corridor.
Increase housing density downtown to take advantage of the shops/services, walkable neighborhood, and transit. Also maximize extra space on the west side by incentivizing homeowners to build ADUs and/or expand their homes for multi-family housing. Develop in desirable and walkable neighborhoods like Seabright and Live Oak too. Everywhere, really. We need more housing to meet demand and we need density to reduce car dependency (thereby improving air quality, noise, and GHG).
Everywhere especially West side near bus line yo UCSC, lots of infill opportunities also rezoning of unused industrially zoned space along Delaware and just below Route 1
Delaware & natural bridges drive area. Along train tracks on west side. Former homeless garden area.
Delaware Avenue; along the train tracks; open space near Toadal Fitness west side; Antonelli Pond area.
Re-zone unused or vacant industrial land. For example along the bike path/Delaware for multifamily housing.
Site of former sushi restaurant on Soquel -same side as Ristorante Italiano. Seems to be a large lot. Housing along Ocean St, with continuous bus route along its length. Develop housing at the Emeline complex. Maybe the large field on Meder, for UCSC apartments. However, concerns about limited water supply and storage capacity must be considered realistically before adding more housing. And traffic impacts, of course.
East and west side. Downtown and midtown. UCSC campus
housing should be spread along the corridor streets at current zoning heights and densities; most of the corridors consist of open land (parking) or one story buildings, so lots more housing can be

City of Santa Cruz

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Table 2: Recommended Areas for Residential Development

provided by just going to 2 to 3 stories; the exception would be the upper part of Ocean Street which is more devoted to tourist and commercial uses and very busy -- not the most desirable street to live on.
Anywhere. Westside: Develop that commercial space next off Delaware near Santa Cruz Nutritionals. Downtown: Already in the works Eastside: Plenty of old commercial buildings along Water Street can be demolished and new housing complexes can go there.
Downtown -- hub for transportation e.g., on/off hwy 17 & 1 as well as central bus depot. Downtown -- less need to travel for groceries, food, entertainment, and outdoor public spaces Downtown -- the ability to go above the height restriction (which we definitely should go above the height restriction)
Mission St., Ocean St., Water St. - Plenty of room for dense, in-fill and mixed-use development
Westside
UCSC needs to be able to house at least all of the Freshman class plus more ON CAMPUS
Everywhere, especially our areas of high opportunity such as DeLa, Westside, and Seabright.
downtown-converting office building interiors to affordable housing.
river district-housing could be built in underutilized space near Costco.
east side neighborhoods with large lot sizes are good candidates for duplex/triplex or ADUs
Downtown - High density, near public transit, continue to revitalize the Downtown business environment, makes the area safer for everyone with more residents out & about. Westside area around Harvey West Park - higher density near Hwy 1/17/9 highway transportation nexus, make the area safer with more residents around. Along major road corridors with public transit-- Mission/Water, Soquel, and Westside around Swift St-Mission-Delaware.
Any and all areas situated more than 30 feet above the presnet mean sea level.
Upper Westside for students. Corridors such as Water, Soquel and Mission Streets for young professional commuters. Downtown for families.
Downtown should not be a commuter zone. We want people downtown who will enliven the city with their presence - familles. If we dedicate Downtown to students and young professional commuters downtown will remain an area devoid of a community feeling because the residents will always be gone (at work/school) and are a transient population. We need a community of long term dedicated residents who will bring vitality and a sense of 'ownership' to the city's core.
Upper and Lower westside for University students and faculty
Downtown, upper and lower Westside
Build through the city low attractive housing. The industrial area on the west side would be a great area for a few high density buildings. Don't cram everything into south downtown. The project in Live Oak is great.
Downtown--Mixed Use
Lower East and West. Let downtown be downtown.
Westside on Mission. Eastside Soquel Ave. Downtown. UCSC - mandate on site housing for all students, No more on Water street, it is being maxed out with upcoming developments. WE do not need more smog/emissions.

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Table 2: Recommended Areas for Residential Development
Prioritize dense development near transit with the purpose of reducing car-dependency and creating walkable neighborhoods.
All
East side for professionals who work on the west side
Everywhere
Seems like lots of pressure on Mid Town lately. What about traffic/safety/infrastructure? With all the kickbacks or tax incentives for development, where is the planning and support for substantial extra need?
If we as a community are asked to absorb the demand, the city and state and all stakeholders of the push need to be supportive and effective in securing ongoing safety and infrastructure demands.
Does the west side truly bear it's fair share (of both state mandates and of ever expanding UCSC housing needs?)
What about all the land on the west side around Swift and the old Wrigley building areas? Kind of unfair to have mid town neighborhoods bear the brunt on state-mandated growth so disproportionately.
Upper/Lower West Side, downtown
I don't think that there should be these massive, Las Vegas style apartment buildings here. There is no such thing as "affordable housing" here. If a townhome costs \$400,000, it is considered affordable but it is not. I think that the use of "affordable Housing" as a descriptive is used to allow developers to build huge ugly buildings. There is no way to accommodate every single human that wants to live here "affordably". If someone wants affordability they are looking at the wrong place to live. Its just an unfortunate fact.
anywhere we have vacant land which is not a lot
Downtown and upper west side
I can't think of any area of the city where housing is not needed. For the Developmentally Disabled it is best to be bear service providers and public transit for the service providers.
Anyplace near a Metro route or shopping area. Near Cabrillo College (I know that's not the City of Santa Cruz, but it makes sense). NOT higher than 3 stories along the river or coastline. West side for student housing.
As all as it's in a safe community, it doesn't matter where it's located.
all areas
All around
Dont know and i am not an expert as to what housing or where. Others are more knowledgeable ... I do know that ALL housing for special needs adults is at 100% capacity. There is a massive unmet need here. We are not unique as this exists almost everywhere. It has become nearly impossible to afford to buy a 2nd home for an adult special needs person and staff it (staffing is short and terrible also) as fixer uppers start at about 800,000 dollars or more.
I think we are putting in way too many low income units already. This city cannot sustain the amount of building that is already in progress.
Downtown, east side
Anywhere within the Santa Cruz area. There is no affordable housing for those with disabilities, thus we are still waiting for a voucher for my son.

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Table 2: Recommended Areas for Residential Development
East side
Support focusing higher-density development on main transit corridors: Soquel, Water, Ocean, Mission, Swift, Bay, Delaware, Natural Bridges.
far westside - delaware, shaffer, mission st ext, downtown - mixed use and affordable housing
In all neighborhoods
Downtown, but more housing needs to be mandated in Live Oak and in the County. The requirement for so much housing in the City needs to be reevaluated on many levels.
Lower east side
Live Oak and Westside
all- there ae possibilities everywhere and it should be spread out throughout the community
Downtown, including possible expanded dt zone. Best location for affordable housing close to transit, jobs and services
Live oak, Westside industrial area
Corner of market street and water street Old adolfs Along the corridors. Water street between Morrissey and n Branciforte ,Soquel avenue between ocean and Morrissey 3 story limits so as to not take light and sun away from adjacent buildings Also downtown and not totally familiar with west side Along the Raul trail!!!!
Downtown and major transit corridors like mission and the mission extension/delete areas, soquel ave, water street and ocean street and the beach flats. These are already denser areas on transit corridors with easy access to commercial areas.
Along transit corridors, eastside, downtown, westside
Transport corridors
Along transit lines. There should be no automobile parking and instead transit passes provided to residents.
Housing should be along major public transportation corridors
Along transportation corridors with appropriate height limitations.
Lower West side is underdeveloped with mostly single family housing. It is a huge waste of space.
Downtown
Westside, especially in relation to the University students Along the main streets and transit corridors
As climate change continues we should recreate our past wetlands and floodplains. We should develop new downtowns in the upper and lower parts of both the Westside and the Eastside. Development should take place on higher ground and let much of our current downtown return to its natural environment as a wetland. We must completely eliminate parking minimums and allow at least 4 story buildings on every lot in the city if we are serious about tackling our housing shortage.
East side , SoQuel , live oak, pleasure point Santa Cruz mid town
Along busy thoroughfares such as Ocean St, Soquel Ave, Mission St., Delaware Ave, Seabright Ave, etc.
Upper westside, mostly. some on lower westside without destroying the beachy feel of the neighborhood. The eastside has been bearing the brunt of housing development. the unique charm of downtown is in danger of destruction by proposed high rises. keep the neighborhoods walkable!

Table 2: Recommended Areas for Residential Development
Both great parts of westside Mission and eastside Soquel could use and handle development of mixed use with heights greater than 3 stories with commercial on ground, they are both on transit, much better than "walling off" downtown with 7 story monoliths. Whose bone head idea was that?
I avoid living downtown because of how often people are yelling there. I have had guys yell at, loudly insult, jump at me, and follow me there. It has also scared my dog to the point I can't take him with me there anymore. I would think building housing more densely there would make the most sense, except I understand other people feeling the same way about not wanting to be harassed so much.
I wonder about developing more housing up in the area of Thurber Ln and Branciforte and certainly around the UCSC campus and up past the Hilltop Apartments.
As a 37-year-old who doesn't want to live with roommates or be married, with a dog, I prefer ADUs. It would be nice to have more homes to buy, but I think it still seems like a pipedream that houses would be built to the point they would become "affordable." I think it is just the case that more houses would exist that cost the same. The actual apartment buildings in the area seem to be extremely unaffordable.
Downtown
No options should be eliminated, it will also speed up things, without a selection process, all options are options.
No one area should have to take the brunt of extra housing and where's the water coming from?
The City is being ruined by over-development, with no thought about water, traffic, beach access and other quality of life issues. We don not want to become San Jose by the sea!
Lower westside
On major corridors ie soquel and water . Ocean. mission street. Find something up the coast a little bit
Downtown needs revival. Westside adu's for students to be integrated into the community.
Prioritize downtown for general single or elderly renters to create community oriented residential areas and Upper West Side for student renters Other neighborhoods need multi-generational housing with a mix of unit sizes
Most areas of the city could support some future housing but NOT until there is a comprehensive plan for moving people to jobs, recreation, etc. This means separate or separated routes for cars, bicycles and pedestrians. With bicycles going 25 mph or more they cannot be mixed with pedestrians and since everyone eventually walks, that must be given a high priority. Priory must also be given to adding housing in a way that is complimentary to the existing neighborhoods and that means few if any high rise development (over 4-5 stores generally) and setbacks from transportation routes. Further the city must use citizen oversight committees as done with the water plans and lessen the influence of city planners and the money they waste on plans that go nowhere and always will==wharf plan, east and west side corridor plans, etc. all of which were not desired by the residents of the city.
I'd like to see housing clustered in walkable parts of neighborhoods like midtown and live oak. We need more on Westside around Almar too but traffic on Mission is a problem.
Stop creating market rate housing all over the city! This is just bringing more commuters to Santa Cruz, clogging our roadways and making us an even greater bedroom community for Silicon Valley. We need low income housing for people who live and work in Santa Cruz County! There should be a height limit on all new development. We pay a lot of money to live in Santa Cruz because we like the small town vibe. We do not want Santa Cruz to become another Silicon Valley mess of urban sprawl

City of Santa Cruz

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Table 2: Recommended Areas for Residential Development
lacking any charm. The city leaders need to consider this with all new developments. They should be six stories or less. They should be created with a visual theme such as Victorian so that our town continues to have charm. Look to downtown Santa Barbara for inspiration. This town required that development follow a theme and the town is quite lovely. Our short-sightedness to not consider the visual appeal of new development is resulting in a loss of charm for our city. This will also result by starting to create skyscraper developments that do not belong in a small beach town.
The Westside just past 711 on Mission. This area is just empty space for 50 miles for the most part
downtown but not in environmentally sensitive areas
The city needs to preserve the charm of Santa Cruz. If you turn it into San Jose you will be sacrificing assets for short period of gain. Look to LA and how Victorian neighborhoods, such as along Olympic Blvd, were sacrificed to multistory apartments -and now the whole location is unsavory. Growth is not always the best. You should thwart growth by developers and instead put the power in individual home owners, not corporations. People will build ADUs, if you make that process less complex, and even support it. The story is the city makes it super difficult.
Build multistory student dormitory complex with gondolas to campus somewhere to the East of campus.
Downtown
As close to UCSC as possible, tall and dense housing for students. Also, infill downtown and beach flats with tons of dense cheap housing near bus lines.
UCSC campus
Upper west side, upper east side, and areas close to the ocean could use some low-income housing to bring a more varied demographic to these areas of privilege
Downtown and near transit. Rental units should be prioritized near UCSC and Cabrillo.
Soquel corridor; downtown; lower Westside; upper Westside; east side
downtown should build up, multi story mixed use, large buildings, it can become a real city
Areas w/ single family homes on larger lots close to public transportation and/or grocery stores, etc.
I think they should be in every area. Not just clustered into one area.
city owned lots, motels/hotels with little use - allow conversion to housing, industrial buildings with little to no use - allow conversion to housing, commercial buildings with little to no use - allow conversion to housing. Where underutilized lots abut existing low-rise or single story housing, insure any new housing development on those lots are limited in height with step backs on 2nd story and above facing existing housing, such that no solar blocking/noise/traffic impacts upon, and no looming building masses impact upon, existing bordering housing.
Westside, off Delaware
Downtown, and major corridors for 3 story apartments.
Asus in residential areas, giving major tax and permit cost breaks. Also, back off on ridiculously restrictive building codes.
Everywhere where transit and mobility options exist.
West side, end of Delaware near Marine Lab. There is empty space there that could accomodate multiple units.
Downtown and the east side corridor
The "outer" areas of the west side (as Mission Street heads towards Western Drive), upper east side, upper west side are all potential areas for housing development, and I am sure there are more.

City of Santa Cruz

2023-2031 Housing Element Update

Table 2: Recommended Areas for Residential Development

<p>However, I believe we need to be very careful about "over developing" in the historic downtown area. Years ago, a lot of community effort went in to envisioning what we wanted our downtown to be like, and I fear that infill housing development of large, multi-story buildings is really not at all the vision that we worked so hard to make a reality. (The same goes for large, multi-story hotels!) There are main bus lines that connect to many areas in our city that are suitable for housing development, and many grocery stores and services are in walking or biking distance as well. The rail/trail also provides quicker walking routes to stores and services on the west side. I do not believe that the downtown area should be our main focus for large, infill development. There are plenty of other appropriate and accessible areas within the city limits.</p>
<p>There should be a lot of opportunity to densify along arterials and in existing mixed-use areas (Bay, Mission on the westside, the area around the UCSC entrance, downtown and south of downtown, along Soquel and Water, Seabright).</p>
<p>Lower west side (south of King and area between Swanton and Fair), lower east side. These areas have some vacant areas, older homes which are most likely not to current codes, and some existing multi family/apartment structures. I realize this may require the accommodation of some zoning law changes</p>
<p>Please plan, design, and build communities and neighbourhoods not just housing. Have a vision. Ask yourself would I want to live here, would I want my parents or children to live here? What will this look like in, 3, 5, 10, 20 years from now. What are the demands on the infrastructure?</p>
<p>Stop the development; make what we already have truly affordable..... not Silicon Valley prices. Us local renters are being pushed out.</p>
<p>Downtown- taller buildings already fit in. More walkable and won't affect traffic as bad Upper Westside- to alleviate already over impacted east side</p>
<p>I don't understand this question. Santa Cruz needs more housing, period. Santa Cruz neighbors do everything to slow down construction, so any area is fine. The priority should be housing, the area does not matter, I think.</p>
<p>East side of Santa Cruz but in a controlled manner ..</p>
<p>Downtown</p>
<p>Wherever there is space to build.</p>
<p>Downtown (within reasonable walking distance to public transit and shopping for folks without cars. Also need major improvements to existing public transportation) Golf course (some folks love it, and I hate to take that away, but it's a water-waster, and the land could be better used for housing, imo) Possibly west and north, like towards the Dimeo dump but maybe that's too sprawl-ly. Also out at the end of Delaware, like by the homeless garden? 🌳</p>
<p>west side</p>
<p>Housing development out toward Schaefer Road</p>
<p>Central to down town & public transportation</p>
<p>Downtown, lower west side, empty lots on Soquel Ave or Water Street such as old Ginza restaurant, not being used and is an eye sore.</p>
<p>Harvey west</p>
<p>Single family houses in downtown should be converted into at least multiplexes, preferably apartments. Upper west side (particularly around Nobel) should be upzoned to allow for dense multiuse development to create a student district near UCSC</p>

City of Santa Cruz

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Table 2: Recommended Areas for Residential Development

Areas to be developed should be served by public transit so that commuting to work & shop is feasible
The Greenbelt initiative that was passed in the 70s worked for issues and circumstances 50 years ago but needs to be revisited. Residential neighborhood Development should be considered in the gray whale ranch and more creek preserve, Arana Gulch And pogonip properties.
Corridors Water, Broadway, Downtown, Soquel
Everywhere!
UCSC
Downtown. And any large empty lots where neighbors will not be impacted by loss of sunlight exposure.
West side is convenient for UCSC campus access, but I think if buses were improved that connected the East side to campus then that would also be feasible.
wherever there is lower density. it needs to be near transportation and commercial areas and also where there are nearby schools and parks.
I support more mixed-use development downtown. I think the city would benefit from replacing parking with housing and investing more in transit. Curbing sprawl and increasing walkability / transit-friendliness is not only the only environmentally-friendly path forward, it's also beneficial for forming good communities!
Upper west side and the lower west side are good targets for development. That will be attractive for folks associated with the university and boost density
All of them! Put housing everywhere
Downtown, lower Westside
west side needs to take some of the burden of housing development. All seems slated for downtown and eastside so far.
Downtown
Downtown. That area has traditionally multi story apartment buildings. It concentrates those buildings in one area rather than impacting residential neighborhoods with massive high-rise development which is being pushed into the residential neighborhoods because of the "affordable" units that can be added to circumvent restrictions on the height of the buildings. The City of Santa Cruz needs to grow a spine and not be cowed by whiny for-profit developers who claim that the project would otherwise not work for them financially, We MUST see those financial projections - they are never disclosed. We have a right to see those financials as it involves public funding/allowances. You and I both know that we are being brainwashed by these "affordable" housing developers.
Downtown, and upper west side.
West side more density SRO housing along transit throughways close to campus.
Eastside on Soquel Avenue where the car dealerships are. I live here. We can handle affordable apartments here if the buildings aren't massive. Also, Fred Keeley has been researching the lot on Market and Water right behind his house. That project should go forward. Until we have about 2,000 affordable rental units, I don't believe any other for-profit developers should be allowed to build luxury apartments. The county should also finalize its tiny home ordinance updates so people can move forward with tiny home villages on rural properties. There are tons of empty parking lots on the westside where people could be allowed to temporarily park RVs while they rebuild homes destroyed by fire. The city could pay a manager to live there in one.
Housing needs to be developed throughout the city, not one area. As well as the county as a whole!

City of Santa Cruz

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Table 2: Recommended Areas for Residential Development
No over 10 story buildings downtown. It would dramatically change the skyline and take away the feel of low key Santa Cruz. We shouldn't have to change the town under pressure of the Warriors and Tech Companies of downtown. The Westside has several empty areas. UCSC should take some of the brunt of meeting the new housing required by the state. Interspersed through the corridors, mainly Soquel because of the school on Water/B-40.
Lower westside. Along major and medium corridors and near commercial area
No.
I would say everywhere but only because I'm not well informed enough to know if any areas need it more.
Vacant lots should be developed first. All parts of the city are feasible.
Lower west side by natural bridges
Areas along existing and future transit routes and bikeways
Downtown can certainly be redeveloped to feature taller mixed-purpose buildings (i.e. businesses on the ground floor and affordable apartments on all other floors). I support the in-process construction of apartments that is currently happening on Laurel and Pacific/Front St, and hope to see more buildings like this in the future.
High density SRO at UCSC/Westside - that's where the demand is growing.
Everywhere. Everywhere needs new housing.
Everywhere
Beach flats, towers downtown, charge tourists for the view on the top.
All of them. Build baby build!
everywhere
Throughout the entire county since this current lack of housing impacts all areas of the county.
Downtown, transit corridors, anywhere you see empty parking lots and strip malls, near campus.
I believe it's important to keep parks, existing homes (that are lived in), and small businesses in their place, and not repurpose them into homes.
1/2 mile from all active transportation and transit routes tall apartments should be legalized
All neighborhoods should be building more housing. Zoning should be changed so larger buildings can go into SFH neighborhoods. We also need to abolish parking minimums throughout the city - this will also help in building more housing.
Centralized around the main public transit lines and the biggest employment areas to minimize traffic - so downtown/westside for the city and UCSC, Aptos for Cabrillo, the neighborhoods around Dominican Hospital. Also increasing funding and improving public transit should be part of this project.
Upper west side needs more student apartments. Lower east side needs help
Because of the severity of the housing shortage anywhere with available lots should be considered.
Because UCSC is at the mercy of statewide housing policy for students, housing along bus routes between the campus and downtown would ease the strain county-wide. (To this effect, if it is possible to revisit the land use agreement for the campus to build more on-site housing, even better) Additionally, affordable units near downtown would be ideal due to the number of service-sector jobs that support our bustling tourism industry! Service staff should be able to live near their jobs, especially since those jobs often don't pay well enough to purchase a reliable vehicle. Along that same line, denser housing options should be available along public transportation routes, such as the Soquel Ave/Water St. arteries, extending to Trevethan/city limits.

City of Santa Cruz**2023-2031 Housing Element Update****Table 2: Recommended Areas for Residential Development**

East side of Santa Cruz on the north side of Soquel Ave.
DOWNTOWN! Also around River street between San Lorenzo Lumber and the Tannery (maybe even upstream of there). These are great places that can support much larger buildings and mixed-use.
Everywhere
All areas could use further development. Housing prices are insane, and more housing that supports multiple families and apartments is desperately needed
Downtown should have more high rises. Harvey west seems like it has a lot of potential. Any where there is a surface parking lot should be developed.
The far west side along Delaware Avenue seems to have a lot of open space and it is close to key roads, public transportation and other necessities. There is a stretch along water Street between brands of 40 and Seabright where there Seems to be space, again along a major corridor near public transportation and other necessities.
More commercial based areas, such as downtown and areas around town where there are businesses for dense housing
downtown, upper and lower west side, upper and lower east-side
Downtown - it's the most pedestrian area and well served by metro
Busy roads- Mission St, Water St, Broadway, Front, Laurel, get UCSC to build housing for more students on or near campus
The artichoke farm for sale in westside could be another multifamily neighbourhood. All the 1 story businesses on mission or delaware are taking massive space and could be 3-4 story mixed use buildings.
downtown and midtown, anywhere along public transportation routes/hubs
west side toward Davenport, San Lorenzo, anywhere there's a camp really
Mid town / lower east side along bus lines Soquel and water streets
To begin with- downtown, no questions asked. Mixed use development surrounding a dense walkable downtown core would make santa cruz a wonderful place to live. And now, controversially- the west side is an excellent candidate for medium and high density housing in my opinion. So much of the land within it is used by small, low quality single family homes built in the 1970s. Tearing them down and replacing them with mixed use or purely residential developments would be an absolute boon for residents. Imagine living above a coffee shop, or walking directly to a laundromat without having to deal with mission street! Speaking of, mission street should also be considered as a candidate for tall buildings- frankly, there's no 'character' left to 'ruin.' Any changes to it would almost certainly be an improvement.
Skyscrapers providing affordable housing for workers downtown. Mixed-use developments and ADUs in Live Oak and Upper Westside because there is plenty of space for greater development in these areas.
Downtown where there are transit options. The business district could use it too!
Rental apartments in upper west side for students. Apartments and mixed-use development at all commerce/employment hubs.
Seabright/East side has a lot of single family homes and sprawling business development that tends to have a lot of vacancies. Business buildings that are vacant may be better used as affordable housing If zoning would permit. It's also perceived to be a higher income area where more people have summer beach homes that aren't actually occupied year round and Airbnb's.
the corridors should be dense, dense, dense. they should have active commercial frontages and nodes of gathering spaces/hubs where people can gather to eat/shop/hang out/work.

City of Santa Cruz

2023-2031 Housing Element Update

Table 2: Recommended Areas for Residential Development
a) expand downtown, b) build up on corridors, c) build way more dense housing on the far west side
Downtown could be utilized so much more, allow mixed use zoning same on the westside. No more urban sprawl build sense and tall affordable housing.
Everywhere
Seabright/midtown & westside along mission
Lower west side has plenty of open space; hotels have been developed there, why not permanent housing. Housing should be spaced evenly around the city, perhaps according to the old transit corridor housing development plan which was shamefully scrapped. Other than that, most neighborhoods could take multiple duplexes, four-plexes. One per block would have a modest impact, and more than that would probably not affect neighborhood life much.
On ucsc's campus
Mixed use and apartments/condos downtown, 1-3 story apartments/condos lower west side
Lower west side - vacant lots off Swift Street. Infill of vacant lots within single family neighborhoods with multiplexes and multi-story housing.
Areas where the majority of workforce are located ie near UCSC, downtown, Live oak
Anywhere we have open land!
West side, upper and lower.
Everywhere. We are desperately in need of housing so all areas need to be looked at.
Close to job centers, transit, social/community gathering spaces, and stores. Walkable communities (not super far west in food deserts)
Downtown and Westside. Downtown can probably take higher density and west side has too many single family homes.
Lower west side on Delaware Ave between Almar and Natural Bridges. There are huge vacant lots and it is perfectly placed between all 3 UCSC campuses (CSC, WRP, Residential Campus) and close to restaurants, shops, and bus lines. Lower west side on mission street. Mission street is poorly planned and needs a major overhaul but if the street becomes safer, increased housing should be placed there. Seabright along Soquel ave
Delaware Ave., downtown, Mission St., various empty lots in neighborhoods
Anywhere
All areas
Downtown. It's close to everything.
Yes, all of the above.
Downtown, Above Downtown near Costco could use heavy upzoning (up to 10 stories), to prevent urban sprawl and be close to public transport & walkable. And any lot where there's currently a strip mall should be upzoned to mixed-use urban development, lots of potential space.
Downtown and live oak
What about building in the Swanton Road area?
Everywhere
Lower west side.
Upper/Lower Westside, lot of open land use for housing development especially for low income workers in the City.

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Table 2: Recommended Areas for Residential Development
The circles on the west side
Down town, then expand east and west. New affordable housing needs transportation connections. I am a Euro who has lived in Asia, Europe, and Australia. I never owned a car till I moved to Santa Cruz. I got my first car at age 30 in Santa Cruz because I could not get to work via public transportation. My first purchase in CA was a bicycle and then the realization set in.
Within .5 miles of transit corridors
Westside should be upzoned
Lower Westside near Delaware, continued in live oak, Davenport (within reason and with respect to coastal preservation)
Both. We need housing for people everywhere in Santa Cruz.
Downtown and along public transportation lines
Downtown, midtown areas
Upper west side.
Busy areas. Front St, River St, Water St, Mission St, Soquel Ave (Drive?), Laural St, Broadway UCSC could do with building some as well
downtown, west side, build in parking lots and convert existing buildings to housing. rezone to allow for housing converted to mixed use/multifamily. focus on sustainable measures (ie. retrofit vs. new shells)
Between Ocean Street and the levee
Downtown
Downtown, soquel/water/midtown
Make sure exclusive neighborhoods are made accessible to everyone by building multi family housing—upper and lower Westside, not just downtown. The entire neighborhood north of High would be very walkable for ucsc students. Make sure to include mixed used in all neighborhoods, so people don't have to drive to go to the corner store
I think we should build in areas that are unlikely to flood.
Downtown and lower east side. We need more housing, not more traffic. Combine with more transit and protected bike lanes and everyone wins.
Everywhere. Seriously. Build new housing absolutely everywhere. Build it in my backyard (Carbonera).
Especially Downtown given transit options, but I think Westside, Lower East Side and Downtown provide best options given transit and walkability, but you could still build a ton of smaller apartments in the upper east side, banana belt, some larger townhomes in Carbonera. never going to hit the goals if you don't build everywhere.
UCSC staff and students— to unburden the shortage ripples that occur in the rest of the community. Next should be new affordable units in Aptos and Capitola. Create new housing in areas near Cabrillo/surrounding and anticipate it will lower commute times for other people needing to commute to/from outer county areas.
Capitols or Scotts valley
Downtown, SoLa, NOLO. Build dense housing because close to transit. 1000s of new residents will revitalize downtown businesses and we can have local-serving business. Also: give tax breaks to downtown property owners who rent to local businesses.
Close to public transit--downtown/midtown.
Everywhere

City of Santa Cruz**2023-2031 Housing Element Update**

Table 2: Recommended Areas for Residential Development
Base of campus, lower westside
Downtown.
near kaiser arena - that area would be perfect for a large 10+ story development
Literally anywhere
Any empty lot. There's not many opportunities so all need to be maximized.
Lower Westside (my neighborhood) with additional bus service.
Everywhere
Downtown, lower east side, lower west side. All have opportunities to re zone some lots, expand others, and build ADUs.
Downtown, lower west side (near Wrigley, Toadal Fitness), along corridors
I think there are opportunities to add more housing on both sides of town. The east side needs some renovation which could include more apartments, and duplexes. We need to provide affordable housing for our workforce.
All parts, but especially re-zoning any single-family plots.
Downtown near transportation hubs and the west side near the University
Lower west of the west side (mixed use near the west end), definitely downtown, definitely just east of the river, definitely large mixed use near Capitola mall
UCSC for students
Everywhere, but especially close to transit.
Lower westside. I currently live there and feel that the area is ideal for development as it's safe and out of the way.
everywhere! The most demand for renting is definitely on westside and not being met
(1) UCSC on-campus housing. Because they have the land and it would minimize traffic to/from UCSC.
(2) Downtown. Because it has a bus transit hub and portions offer good redevelopment opportunities.
multi-family/duplex allowed on any lot over 60x100
Heavily downtown and near the rail line. Moderately elsewhere.
- As close to UCSC as possible. Students need housing close to campus
- midtown
Aptos watsonville santa cruz capitola
Everywhere. We have a large RHNA allocation so it's best to build as much as we can, everywhere we can.
Along major corridors like Soquel, Water, Mission, and downtown, as well as adjacent to UCSC.
Vacant lots, vacant parcels, vacant UC campus land...inventory vacant locations and evaluate for feasibility and appropriate housing development
Downtown and west side. Some close to the downtown for convenience of markets (and places of work) and close to UCSC for the students who want housing.
West side
Everywhere and anywhere EXCEPT down town. What we build down town will not survive the sea level rising. PLEASE PLEASE PLEASE take climate change seriously, and build for the future, not just the next twenty or thirty years. If that.
I think every neighborhood should have more housing/development

Table 2: Recommended Areas for Residential Development
Upper/lower east and west sides.
With wise urban design that focusses on walkable communities and access to public transit (5-15 minute walk from BUS lines AND future RAIL), we should be building all along these corridors. We also need to build mix use so that people do not need to drive to get their basics like groceries, a nice meal in a small restaurant, etc. We need to change zoning so that we are building dense little villages near transit so people have easy access to shift away from cars for local needs.
downtown, lower westside along Mission, Eastside along corridors: larger parcel sizes will allow greater density. Dependence on construction of ADUs will not provide the units needed because that would require property owners to subsidize construction on lots where such units can feasibly be built. A neighbor built an ADU in my neighborhood with the hope that she could charge an affordable rent, but the construction costs were so high that she found that she had to charge market rate rent to cover her loans! To me, this means that ADUs will not address affordability issues in this area.
This should be a holistic approach and all areas of the city should be looked at. That way we all fulfill the need and not just specific areas. Looking at things as a whole would net more available space instead of picking certain neighborhoods. We could also look at empty retail spaces that have sat empty for a long time and see what could be done with it.
Both West side and east side. Lots of single family homes, not enough rentals.
Next to public transit and other public services including markets...
Near transit or future transit & cycling corridors (Rail trail, Soquel Ave, Broadway, Bay St), West side (industrial/commercial areas), densifying the UCSC/Bay St area, East Side
lower west side, downtown, ocean st area
Transportation corridors
ADU's everywhere but the City would need to quit requiring ridiculous, arbitrary deterrents like builder must replace the city owned alley, or be restricted to 10' setbacks if the front door is on the the side but only 5' if it's on an alley, etc.
West side Delaware project that seems to have been abandoned.
Housing development should be infill. Rezoning should happen for previously disturbed blocks (like industrial area on Westside) to build high density affordable housing. We don't need luxury housing built by private developers. We need social, public housing. We don't need to build housing on open space that has high ecological value, like UCSC plans to do. All development should be infill at this point. There is enough space for nature and buildings. The choice between nature and housing is a false dichotomy.
Every time you entertain the idea of a new hotel (Laurel & Front comes to mind) think about how much better affordable housing would be for our town.
Everywhere, but particularly in the downzoned wealthy neighborhoods, because this will help break our anti-density culture.
Everyywhere
More student housing near the campus and throughout the Westside.
Mission St/Hwy 1 Corridor on the West side. I'm a west side resident and am tired of the Nimbyism on the East side. I think starting infill development on this transit corridor, supported by interconnected active transportation routes would be a great addition to the west side and would provide a great example of the benefits on a well thought out, integrated sustainable/smart growth/compact development as called for by the general plan.

City of Santa Cruz

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Table 2: Recommended Areas for Residential Development

Corridors everywhere!

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2023-2031 Housing Element Update

Table 3: Vision for the Future of Housing in Santa Cruz
More transit, more transit oriented development, increased density with taller buildings for housing and a mix of all housing types.
Housing environment where sale and rental prices are achievable to a wider spectrum of people.
Corridors. Downtown
Santa Cruz could become a walkable paradise that is truly welcoming to all incomes.
anything that is NOT on the corner of Branceforte and Water St.
Current and future residents of Santa Cruz will have access to a wide range of safe, affordable, and secure housing.
Abundant choices for residents of all backgrounds and income levels
High density housing since we have little land available.
Please do a downtown wide EIR and specific plan EIRs for smaller areas and then create a matrix of non-subjective practical design standards that then allow for projects to be approved at a staff level. Commit to having projects approved in 6 months from the date of a preliminary submittal.
A range of housing types available to households across all incomes and ages.
With such high demand the quickest solution is to provide multi-family housing.
We can't go out into our natural areas, so we must go up with taller buildings so people have homes.
dense, walkable, transit-oriented development located close to amenities, jobs, and institutions (i.e. UCSC, downtown, boardwalk).
Hopefully it's better for the UCSC students for the future
I envision mixed high density development that is centered around reliable public transport like the train and buses.
more housing in general. more incentives for developers to develop. more accessibility for housing for students
Single family neighborhoods rezoned for duplexes/triplexes. Downtown parking-lots rezoned for affordable apartments and condos. Rent caps in low income neighborhoods
Dense, walkable urban core; abolish SFH; mixed use neighborhoods; no more unhoused; apartments for UCSC students; children of locals can afford to buy a home
Housing should be easily accessible and affordable at ALL income levels. Housing should be offered with a good mix of 9-month and 12-month leases to support students while also not pushing out the working class.
More housing for people of all income levels, with denser multi-family housing in every neighborhood; with no required parking for more walkable, bikeable neighborhoods.
Make sure UCSC builds housing to house all 19,000 + students. Build 100% affordable housing rentals for low and very low income with state & federal dollars. The city staff should spend their time applying for grants to contribute to projects so no project will be over 4 stories high. Improve the bus system.
My vision would be safe places for people to live (the streets/cars are not safe)
Small scale additional housing units located in existing residential neighborhoods (specifically including the upper Westside) making use of ADU/SB 9. NO mixed use high rises.
Every area of the City should be upzoned to promote new diverse housing types.
Denser multi-use developments in which people need not drive.
A more welcoming downtown with community open/green space and greater residential density.

Table 3: Vision for the Future of Housing in Santa Cruz

You have to make it easier for people to build without permitting and developments costs making affordability nearly impossible. Many of the fees charged are barriers to development. The endless litigation when someone does want to do a project is also problematic.
This survey would have been FAR more useful if data were provided on the demographics of those in need of housing. If you don't have that data, it should be generated. It is unfair to ask residents to prioritize assistance to certain groups (seniors, unhoused etc) without the relevant data. Furthermore, there are existing zoning regulations that would make some development far more feasible than others. It is a complex issue and warrants a more thoughtful approach.
We need housing development of all types and we need it yesterday. A critical component of housing development is the development of protected bike lanes on our key corridors so that short local trips can be done safely by bike. The Class II painted bike lanes are not enough to keep people safe and encourage bicycling.
1) Adhere to parking study, 2) little new housing/parking downtown (tourists don't want to see), and 3) MORE HOUSING ALONG ENTIRE PLANNED (LIGHT) RAIL LINE.
I see a Santa Cruz where the people who work here can afford to live here. I see a place where property crimes are not tolerated as they are now so that people can better enjoy their homes. I see motels and hotels being converted to housing, putting the needs of residents ahead of visitors and moneymaking.
Mixed-use, medium-high density, affordable, with minimal concessions to parking and regressive land use
I think it's important for new housing and development in Santa Cruz to thoroughly look at the city's and its residents water and electricity needs. As Santa Cruz moves to green light more developments, there needs to be an emphasis on using new and emerging technologies so that our growing population uses water and electricity in the most efficient ways possible. Gray water systems, solar panels, and battery storage should be mandatory. The city also needs to fully take into account where housing will be the most effective to keep people out of their cars, as the city's transportation infrastructure is already at capacity.
Affordable, well-maintained, attainable, purchaseable by individuals, not dense
A place where those who want safe homes can find them
Greater housing stock citywide for every income bracket (including intensified housing within SFD areas with ADUs & townhome opps)
Stay out of residential neighborhoods with your high-rise atrocities! Plenty of room along Ocean Street and Mission St commercial zones.
Modest housing to support retail, education, service workers, and government employees. Lowered UC consumption. Density. Honesty.
Get the homeless off the streets and out of parks. We pay so much to live here but the city is a landfill from these people.
We need to address the housing situation using all available means including zoning changes and rent control. We need to work with neighbors to avoid battles about viable project - suggest including neighbors EARLY in the design process
I believe that developers and city leaders are the ones most benefiting from all new housing projects proposed and in process of development. It is a lose lose situation for people that cannot afford homes over \$1 mil. People with up to \$200k a year income cant get ahead and the housing problem will only exponentially progress without making it worthwhile for those who can't afford this housing market. We need housing that can be beneficial to lower income owners. A person buying a \$1.6 mil home will be investing in that property with nothing to lose as the property holds precious value.

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Table 3: Vision for the Future of Housing in Santa Cruz

Lower income individuals need access to investment in property value which does not happen in rental situations or with ridiculous HOA or so called low income housing buying assistance that actually makes buyers stuck unable to sell and unable to make any profit from their sale.
Mixed-use housing near transit stops to allow for folks to not need cars and easily access their needs.
Affordable for all people, focusing on lower income, not the wealthy.
Density where it can exist. Missing middle elsewhere.
More of it! For decades Our community viewed housing as a plague and an environmental blight. This needs to change! Housing is desperately needed
Every household, regardless of income, has access to choices about what type of housing and what neighborhood they live in.
dense and diverse
More small rentals
Dense, mixed-use development along transit corridors - more housing at all levels.
Mixed types of housing in all neighborhoods. Green and visually suited to the neighborhood they are in.
abundant, dense multi-family housing for people at all income levels that is accessible to public transportation
Transit-oriented development, mixed zoning, multi-family, no one unhoused.
A town where people can run their errands on foot or by bicycle, and cars no longer take up half the space in the town. A town with a lively, thriving downtown and interesting neighborhoods. A town served by regular train service.
Please just build more units and don't let established homeowners continue their nitpicking, NIMBY-ism, and perpetual gridlock.
Walkable neighborhoods with dense housing for mixed income levels (a solid portion low income). Pedestrian paths, bike lanes, and public transit throughout to provide accessible transportation to community services and shops.
Multifamily housing both market rate and affordable allowed on infill sites and on large single family lots, rezone unused industrially zoned land especially on west side to allow multifamily
Convert under utilized commercial space to housing
Allows our kids to live in Santa Cruz by growing the housing stock.
I would like to see supportive housing that goes away over time. Should be hand up not lifelong
I'd like SC to have a variety of housing available that helps teachers, restaurant workers, city employees etc. live close to where they work without having to spend all their income on rent.
Stop cramming people in. Incremental development at human scale. Community-led design. Retain neighborhood integrity. Push back against RHNA numbers!
A lot denser housing environment with protected bikeways throughout the city.
healthy, sanitary, airy, garden-like, with open space, human-scale
More equitable. Build enough affordable housing so that the property values decrease and the middle class will be able to purchase homes again.
Land trusts. 50% of housing off the speculative market. Free to move (unlike rent control). Affordable. Imaginative. Different.
Sufficient rentals at a variety of prices. Dense mixed-use development Downtown and along commercial thoroughfares. Entry points for homebuyers.

City of Santa Cruz

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Table 3: Vision for the Future of Housing in Santa Cruz
AFFORDABLE, FAIR, ACCESSIBLE HOUSING FOR CITY RESIDENTS MUST BE A PRIORITY. MAKING "SENIOR" 55+ NOT 65+
More affordable with less focus on single-family homes.
students have affordable housing and less homeless
Reduce barriers to constructing housing. More housing means lower prices for everyone.
Housing for families who live and work in Santa Cruz should be a priority. I don't like seeing all these multi story buildings with SROs that will be rented to UCSC students. The university needs to figure out their housing problems and not expect the city to house such a large percentage of their student population.
Need more affordable housing in the city core, or next to transit centers. More mixed-uses to include all types of housing.
A mix of all levels - no more than 20% of housing should be for ultra-low income. Single family homes still have a place in society.
Dense, abundant, affordable housing for all income levels in bikeable and walkable 15 minute communities
A place where students aren't paying extreme prices and aren't homeless or living in cars.
I believe co-op housing will be the future.
higher density along transit corridors and a variety of housing types available in neighborhoods to promote diversity of residents
High density housing Downtown, more housing along major road corridors, bike paths and trains. Affordable housing prioritizing racial equity and Housing-First approaches to homelessness.
More for less
Most, if not all, new dwelling units should be in multifamily, multi-story rental housing projects. As many as possible should be public housing projects and non-profit Housing developments.
Infill development and density increases in residential neighborhoods, Soquel/Water/Mission corridors. Modest development downtown. Prioritize safe commuting by bike and by foot. Decrease vehicle speeds.
Housing where my children who were born here can come back and raise a family. Multi-generational housing in the low density zones, and apartments along the transit corridors. 15 minute neighborhoods. Limit short term rentals.
Higher population density without adequate infrastructure and natural resources.
No buildings above seven stories. Attractive buildings like the Calypso (better architecture) less density and more building on west side industrial area.
Affordable housing for those struggling with homelessness and mental illness, which would benefit our local economy and EVERYTHING ELSE.
All new housing is guaranteed for EXISTING SC residents. Mandate UCSC to house all students admitted. Allocate housing for working residents in need who support economy - house cleaners, food industry workers, retail/food sale cashiers/workers, public workers. Beautiful multi story buildings with shops/restaurants/bars downtown. Limit tall developments in existing neighborhoods to 2 story, so none is negatively impacted. Remove housing from parks and open spaces, no camping, no shelters. Build an actual shelter for mentally ill, rehab for drug addicts and low level security for law breakers, include homeless shelter in plan.
Dense, multifamily developments along transit corridors to reduce car-dependency and promote walkable neighborhoods.

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The ideal - Intermixed single and multi-family living spaces with shared common areas, village like. Also, areas of apartments with open spaces and retail establishments.	
Affordable, functional housing available for sale for citizens who have no generational wealth	
Not very good. The affordable component (O) for privately funded projects has killed all insensitive to build any affordable middle income housing!	
Respectful development protecting how special Santa Cruz is(was). No special advantage to outside developers.	
Pull the reigns back on building. I know Lee Butler is all in on build baby build but it's still not that easy to build an ADU here. The Planning Dept spent big bucks to develop build ready plans in the beginning but look at them! Have a dozen sets of plans available that are build ready, so people don't have to deal with the disfunction of the now plan check process at the City. Have a staff person down there that is familiar with water and fire requirements pertaining to water pressure and fire sprinklers to let a homeowner know what exactly they can build pertaining to an ADU.	
more public low-income housing to hold back the gentrification of bay area money	
A community that cares for its own, including the developmentally disabled and elderly.	
More Section 8, and affordable housing available near Metro lines and schools. Fewer luxury or Swift/Curry developments. Few buildings over 3 stories tall. Don't turn SC into SJC.	
I hope that there's more homes for people.	
More affordable housing for all disadvantage groups of people who have been experiencing financial and medical challenges.	
Farm workers	
Unaffordable forcing many to move away. I don't see help for special needs people	
I would like to see more support for residence who own property. Put in place laws that support landlords as much renters. Our city cannot support these huge developments being put in downtown. Landlords would be more willing to rent out their properties if we felt that we would not lose control of our property. You would have more rentals on the market. I am afraid to rent to anyone other than family.	
Decreased permitting costs, reduced setbacks and downtown housing density.	
In the future, individuals with disabilities who are unable to have a regular income, would have access to housing supported by a program which would allow for in home support, while enabling the individual to choose where to live. In other words, ample housing choices with Section 8 being prioritized to those with physical and developmental disabilities. We have to wait years and are still waiting to receive Section 8 for my son.	
More accessible information regarding upcoming housing developments	
Provide affordable housing for low income homeless and disabled	
Sufficient housing: affordable, aspirational, and neighborhood integrity.	
I would like my city to be a place where dense walkable neighborhoods filled with mixed types of housing is the norm and applauded. I believe the housing nexus is crucial to a vibrant community, a more climate friendly community and a place with ALL types of housing.	
Affordable, green, inclusive	
Building is excessive for our City. Petition Sacramento lawmakers to reevaluate our housing quotas.	
A glorious mix of housing. Particularly lots of apartment buildings along Soquel in inner Santa Cruz	
Don't punish homeowners (ie empty home tax). Encourage homeowners with inexpensive options to provide ADUs or convert a big home to multi-use.	

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Infill with tiny homes, studios, and such, esp on large homes with larger properties. Cooperative housing. Scale needed and wanted developments to a neighborhood, unlike 831. Developers working WITH neighborhoods to identify infill possibilities.
To maintain community there needs to be housing for all income levels
Decent, affordable housing for all, in safe, family friendly neighborhoods
I don't think people should get to live here just because they want to - would rather focus on people with jobs and families in town, to keep them employed and supported.
Provide more affordable and very affordable housing to help those in need and to give them a chance
Multi-story density in areas near transit corridors and more adu and duplex/triplex I'm residential neighborhoods.
Mixed use dense development along transportation corridors, ADUs, duplexes and triplexes in neighborhoods
Dense high-rise growth along transport corridors.
walkable neighborhoods. fewer automobiles. car free side streets. on street parking replaced by protected bike lanes and wider sidewalks.
Build more multifamily housing at the urban center
Maximize the available opportunities for various segments of the community so that spirit and culture of Santa Cruz is enhanced.
Low rise with unit based rent control and just cause eviction.
More housing development similar to Pacific Station South, North, and the Library Affordable Housing project. More for sale opportunities/less rentals for low income earners with priority to BIPOC who have been left out of generational opportunities for home ownership and building equity.
Publicly owned and managed, rent controlled, abundant social housing. No parking minimums. Walkable.
Affordable!!!!
Abundant housing for a variety of income groups and household sizes.
Walkable, low rise village model of neighborhoods containing variety of housing mixed with locally owned commercial spaces for shopping and dining.
Housing solutions should not all be solved downtown. Westside and eastside have areas that could benefit from mixed use developments. Townhouses, condos, work well out in the neighborhoods can be more affordable than houses. Stronger leadership must be made with UC to take responsibility for housing students, staff and instructors.
Developing more affordable housing. I have the great benefit of living in affordable housing--it is what enables me to continue to live in Santa Cruz and contribute to benefit of my community.
For me personally, I don't want to have to be so anxious trying to find housing as a single adult with a dog. I received a 60 day notice on the house where I rent and the situation is such that I don't know if I will be able to continue to live and work in Santa Cruz. I have been living in Santa Cruz for over 8 years and used to work for the county. It seems rent has come close to doubling since I moved here. It would be nice to be able to buy a house in this county eventually, but a more immediate and urgent goal is being able to afford a rental that will allow a dog. I am suspect of wealth in real estate being concentrated with individuals and companies purchasing many houses and selling them for more or charging high rent so people whose jobs are needed in the community can't afford to live here.
Many inland folks want to live by the coast. Housing here will always be expensive.

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Sustainable, affordable, equal housing, of all kinds. Community maintenance and support in all areas. Complete update of municipal utilities also.
No high rise housing! No housing the can't be supported by our limited water supplies.
Santa Cruz is over-crowded, and growth should not be encouraged. No to SJ by the sea!
Easier ADU rules
Do not build any more housing until you've secured infrastructure needs. The roads are still impacted after years of waiting for relief, the train will do very little if anything to solve this problem and our water supply is limited. It's a no brainer. You wouldn't run a household like the city has been running our community. Stuffing huge largely unaffordable apartments for the majority of our population (50% are renters according to survey) into a small downtown area. There are few high paying jobs in this community forcing many more to commute over the hill to afford our outrageous prices for rentals and purchasing. Finally give up the money the state sends us. Does Carmel stuff dense housing into their community?
Not everyone can live here and we should stop trying to house people from other places that came here to live off our services on the street. get the temporary shelter and beds so everyone is off the street. If you offer it they cant sleep on the street or park or my yard. UCSC needs to house most of their students
Housing should be a balance of high density on traffic corridors and in the downtown area with adu's integrating renters into westside neighborhoods. By supporting more adu's, homeowners can afford their homes and supervise and maintain their rental adu's on their own property.
Streamlined systems and processes to spend housing-related money wisely
Protect the quality of life in Santa Cruz. Slow growth and allow the current residents of the city to guide development, not city planners or developers
Clustered multilevel affordable housing available to buy and rent spread throughout Santa Cruz neighborhoods. I'm NOT interested in market rate housing at this time. We want working families to stay and put down roots.
Developing low income housing for those who live and work in Santa Cruz County that is six stories or less and has a visual thematic appeal to our beach town vibe. Please stop selling out our charming community to the profiteering of developers.
A housing market where every person can find reasonable priced housing and have an opportunity to have a place to live.
more lower income and special needs, slow overall growth, environmentally sensitive, improve traffic
The city needs to take control from the developers. We need to preserve Santa Cruz's assets, one if which is the Victorian architecture. It would be wise for the city to require all structures over 3 floors to fit into a stylized format, much like Santa Barbara. A mission style or Victorian style would make new development at least blend into the community, and with luck, might even create new building treasures that will be admired 100 years into the future. The development at 154 W Cliff Dr next to the Three Sisters Inn is in my mind one of the best examples of excellent building. That structure will be admired, painted, and thought of something to be photographed by future visitors -and it is just a housing structure. Why not require these mega-developers to meet similar requirements? At least make our city continue to look nice, if you are required by law to over develop it. That's also my perspective, we are overdeveloping, not everyone can live wherever they wish, or almost all of the US would move to Hawaii.
Multi-use with affordable housing development encouraged near the river on both sides. ADU additions on single family lots

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Make Pacific Ave look like Santana Row. For a start, all council members and planning department personnel should visit Santa Row. It is only a short drive away.
Solve the rental problem by building an off campus multistory dormitory complex for UCSC students perhaps with gondolas to campus.
Building no more than 3 stories with plenty of open space for light and air circulation. No large concrete blocks.
Keep single family neighborhoods and increase density downtown.
Ensure that college students have plenty of options of live in buildings and neighborhoods with other students and not mixed in with families and seniors, ensure families can easily bring in pre-built ADUs or have ADUs built to house extended family as needed, and seek out opportunities to tear down single-family houses in bad shape on big lots/in rows together to build more affordable townhouses for teachers, firefighters, and police officers right in the City.
Solve the infrastructure Problem first, adequate water and traffic issues cannot support 3700+ new units! If I wanted to live in San Jose I would move there.
The whole state needs to provide asylum and treatment for drug addicts and mentally unhealthy people so they aren't living outside. Homeless people camping in public places who are unwilling to take advantage of offered help should not be tolerated. Young people, especially those with families and those who grew up here, need affordable homes. The permit process and codes for new buildings need to be made cheaper and easier and more rational.
Vibrant, bikeable, walkable and dense downtown with public squares and space. A usable riverfront.
function, affordable, beauty but were will we get the water?
Accessibility for mid to low income residents
Downtown becomes an actual city. High rise mixed use housing/retail, fill in all the blank and low developed spots. Parking underground. Water cistern storage on every property.
Affordable, accessible, community-facing/enhancing housing, flexible to meet need (e.g., readily adapted to meet needs of residents, e.g., smaller units that can be linked to accommodate larger family/co-housing group)
To see younger families actually be able to live in Santa Cruz and not get overwhelmed with debt and anxiety when trying to find a place to live.
Build 90% extremely low, very low, and low income housing units, 10% market rate units. Flip the formula.
off-street parking, smaller functional homes/apartments
I would like to see tiny homes approved on land/property in city and county.
Stronger tenants rights laws that balance the power of landholders and renters
Santa Cruz is a tourist and service oriented town. It cannot survive without room for the working class. Second residence homes, airbnbs, should be illegal or discouraged by tax policy. UCSC should be compelled and supported to create on campus housing to free up in city units for service workers.
robust housing in the downtown area; robust housing for UCSC both students and employees; robust housing adjacent transit.
low cost multifamily housing units.
More rental along the transportation corridors
A community where people who work here can afford to live here, the housing needs of low income families are met, and UCSC provides much more on-campus housing.

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Table 3: Vision for the Future of Housing in Santa Cruz
More density, more walkable, more mixed-use.
Dense affordable housing in defined areas, with emphasis on helping seniors/working families, as opposed to throwing more \$ at homelessness
Commensurate with income and providing quality of life settings. Again, building communities and thriving neighborhoods not just housing.
See prior comment
Well planned development in very urban areas and preserved neighborhoods and there character
More housing. There is a ton of space in Santa Cruz, it's just not used or used poorly. More people will bring in more money, more kids and some new dynamic to an aging city dominated by UCSC.
Controlled growth with mixed family and senior housing. Preserving green space.
Clearly two groups should take priority: 1. Low and medium employed persons working in Santa Cruz 2. A segment of the homeless population that would qualify (disabled, drug-free, and/or simply poor)
i live in a trailer court which i bought under rent control . the city gave our homes to a developer barry swenson who did not like rent control. when the lease expires in my 80s i will be homeless in a tent. i am so crippled now that to get out of a chair will be a struggle. Santa Cruz will be roofs for the rich and very rich tents for the rest. my friend just got a \$400 rent raise. she, husband and child moved to Florida. Friend's grown kids in Texas and Idaho.
Affordable housing for UCSC staff. I recently had to move away while still working at UCSC for a cheaper housing. For the same price of a single room in a 6 bedroom house (with modified bedrooms for more space. 3 rooms were actual bedrooms) I am renting a 2 bedroom apartment in Santa Clara.
Abundant housing to accommodate all, especially service workers who support our major industry (tourism). Make UCSC do it's share to accommodate its students.
Larger multi-story transitional/supportive space for unhoused persons; condos/apartments for students.
This topic has been tossed around for at least two decades. Talked about and talked about with little to no action. Forming committees does not build or create housing. The situation with students, the University should render this one of their main priorities,...stop admitting more students than they can house, for starters.
Sustainable housing for the community designed to lower carbon footprint & close access to public amenities
Higher density downtown but with 3-6 stories instead of high rises. More housing such as live/work spaces on lower west side, also with up to 6 story buildings. More housing on corridors as businesses change, mixed use with retail on ground floor, 3-4 stories. More low income senior housing with some services (transportation, meals, etc), more people able to transition from homelessness into permanent housing.
Provide some safe affordable housing for workers and a manageable finite number of homeless
build massive amounts of housing as quickly as possible, especially downtown and near UCSC
Sufficient and diverse housing options to meet demand for residents of all ages, incomes & circumstances
We need to build all categories of housing. Especially residential neighborhoods.
Planning department waiving all permitting fees, affordable housing means affordable building for homeowners too-lessen restrictive measures that hinder building homeowners to build multi-family and ADU's.
More mixed use housing... with apartments over commercial space.

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Table 3: Vision for the Future of Housing in Santa Cruz
Help for the unhoused in a humane fashion, off City sidewalks and streets
Build 100% affordable housing without changing the character of Santa Cruz.
More affordable housing
housing that fits the city's income spectrum. more low income housing for families, seniors. more co-ops
Building for higher density, walkability, transit-friendliness. More affordable housing. Accountability for abusive landlords.
Dense enough to support car-free lifestyles and allow folks to stay long term.
Fewer landlords with more than a couple of properties, more protection for tenants, and no empty houses.
Enough units to provide a housing-first solution to homelessness. Green construction to minimize new units' dependence on fossil fuels. Rent-controlled units available for students.
A city that is affordable/accessible to multiracial low and middle income residents, seniors and disabled folks.
Housing that is TRULY affordable for all people who work/have worked in Santa Cruz (including tourist industry workers, transitional housing for homeless, seniors).
Affordable housing only with LEED certified buildings that meet the values and aesthetic of Santa Cruz.
More rentals at affordable rates are needed (perhaps bring back conversation around rent control). Early educators who do not make a living wage, and do make it so our local economy flows, need affordable housing.
Property developed for people to live in who are employed and working in Santa Cruz. Deed restricted or otherwise controlled
Housing priority is given to Santa Cruz residents and people who work in Santa Cruz. There is an ample supply of affordable rentals and housing to own. Low interest loans are available to people working in public service in Santa Cruz.
More available affordable housing, rental and owned, for young families with good access to employment, schools and transit.
People off the streets. Affordable housing for all and landlords held responsible for keeping their units clean and habitable.
Housing for the unhoused. Homeless communities are not all "drug addicts" and just need of a safe place to live.
Expand downtown and underused commercial space. Leave single family neighborhoods alone.
Get the unhoused off the street
Santa Cruz should try to maintain the ambiance of a small downtown but infill areas surrounding with housing for low wage earners. This has the benefit of allowing workers to live near jobs, reducing traffic on the roads as people have to commute in from less expensive areas. Don't create opportunities for more high income renters to move to Santa Cruz which creates more imbalance of who can afford to live here.
We need to house the people who work here. Salaries are never going to keep up with rent if real estate investors are allowed to profit from rents. That's old fashioned thinking.
Affordable for all ages, combination of housing types, use of green technology, connect to public transit, accommodate ev powered bikes/cars.
Not overdeveloped with too much packed-in housing. Make building fit the character of Santa Cruz. Preserve our small town culture. We are not Silicon Valley.

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Table 3: Vision for the Future of Housing in Santa Cruz
Diverse housing options everywhere to foster a diverse and inclusive community.
Continue with reasonable development of townhomes and ease the ability to built ADUs. Do not change the character of the town by building large apartment complexes, especially in single family neighborhoods.
More multi story housings units and apartment complexes, most big complexes I've seen near UCSC campus are one story which hardly makes sense. Build up!
Multi-story multi-use (shops/offices below, housing above) in areas like downtown. Townhomes or ADUs in places like East side and West side.
Affordable
Provide abundant, well maintained social housing by buying existing apartment complexes and building new ones
I envision a city where there are more than enough affordable units to meet the needs of the community.
No one without a home.
Dense and crowded is not QOL. Denser is not cheaper. Ask SF.
There just needs to be MORE housing in general. Let the university build more dorms and apartments for students, have more multistory apartment buildings. Type of housing matters less than quantity
To own property in the town I was born in... Let's be real, it's unachievable.
Moderately dense city with minimal single family housing. Duplexes, triplexes, condos, townhouses, and mixed-use development line the streets. There are minimal to no setbacks so as to stop wasting valuable land.
A place where everyone is welcomed and homed. A place where I feel secure to invest my future inheritance from the coming housing crash. A place that has a unique and weird character.
Build more housing period. The logjam of a project having to meet very narrow, and often economically unfeasible, criteria prevents us from moving forward.
Build up not out. Subsidize landlords so rent goes down. It's time we build some legitimately tall buildings.
Get rid of zoning, build dense, walkable, mixed use developments with public transit
Enough supply to support long-term residents, students, and tourist rentals. Apartment/condo buildings that aesthetically fit into our communities.
create affordable housing so those of us who work in Santa Cruz stop getting priced out of living in Santa Cruz
More density, allow more mixed development in SFH areas, act with urgency that matches the scale of the crisis.
Prioritizing permanent or long standing members of the community who have families, ties, and live and work here.
Abundant and accessible. Transit oriented
It is incredibly hard to build in Santa Cruz. The zoning needs to be simplified and things like parking minimums should be abolished to make it faster and cheaper to build. We also need community involvement. We need supportive shelters for the unhoused and more student housing on campus. We also need PUBLIC housing so it's not just a few landlords and developers profiting off our public lands. When thinking about building in neighborhoods like south of Laurel, the existing low income neighbors need to be guaranteed housing during and after construction. We can't just give away land to developers for stadiums and luxury hotels, we need this to go into the people that already live

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here. If Kaiser/the Warriors want a stadium they should be stepping up to provide affordable housing at the same time.
Affordable housing for the service workers this area relies on.
Build up. Provide student housing closer to the college. Fix the flats
It being feasible for those who work in Santa Cruz to live in the city.
Equitable opportunity for all income brackets and greater public transportation options which reduces congestion and pollution.
Plentiful, variety of prices, for sale and for rent, allow students to live in reasonable housing and not forced to share bedrooms
Higher density housing near places of work, the university, and main transit routes.
Much denser in the "urban" cores where there's significant commercial activity. Also, make it a lot easier for UCSC to build on-campus. A big part of our housing crunch is a constantly growing student population, and it's not their fault that the university keeps getting sued whenever they want to build.
More of it
Walkable, accessible, multifamily multi-unit housing and support programs that build community and support everyone.
More affordable housing options to support lower incomes
More high rises, no height limits especially downtown. Removal of zoning restrictions, allowing denser development. More mixed use.
Having a Range of housing stock that is well integrated into the existing community in terms of better utilizing space near services.
Dense mixed use housing
densify housing opportunities where transportation infrastructure is already in place. create more rental space to accommodate students. add multifamily units in single family neighborhoods
Walkable/bikeable neighborhoods with green space. Development concentrated to already developed areas to preserve undeveloped lands for wildlife and environment
Increased density in all neighborhoods, I'm ok with taller buildings downtown. Affordable units mixed in with market rate units is very important
Reduce the use of ADUs that only increase the price of housing further. Rent control is vital. Need more mixed income apartments and small single family homes without HOA or age restrictions. Prioritize those who work in Santa Cruz over those over the hill.
more affordable high-density housing downtown, more UCSC-designated housing close to campus, and not developing neighborhoods that can't handle increased traffic. building along bus routes, aka high-density housing downtown and along mission
end the nimby stranglehold. provide housing so we don't have to be unsafe walking to jury duty, tbh.
Criminals should live in jail. Then it will be easier to help the rest of the homeless population
High density, mixed use, tall buildings. In my back yard. Infill development now!
Far more transitional housing, and urban development of affordable housing. I hope to be able to live downtown on a teacher's salary.
Enough housing to place people immediately in decent housing who are homeless or at risk of homelessness.
All people who work here can afford to live within walking distance of their job.

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Table 3: Vision for the Future of Housing in Santa Cruz

Landlords held accountable for price gauging, harassment of tenants and property neglect, less racism in housing opportunity, broader section 8 acceptance and more housing options for those with disabilities
A community that prioritizes housing our neighbors by building for students, seniors and families at all income levels.
Santa Cruz is growing in size and I think the idea of it being this cute, little beach community is going to have to change. the town is growing into a city and has easily become a major part of the bay area. increase public transport, build up with shopping on the ground level. make many small areas of concentration, scattered throughout the community. if people's needs are met within a short distance, downstairs or across the street, that is going to create less auto traffic and increase jobs for that micro community.
Every building is owned by the people who live in it or by the state
Make more big housing units
catch up on 40 years of preventing housing supply, significantly exceed the minimum RHNA targets for development at all income levels
Santa Cruz is a college town and no longer a bedroom town like it was in 1960 before the UC was built, accept your role.
More housing, less development restrictions
Thoughtful density around commercial and transit corridors in order to a lively walkable/bike-friendly city
Evenly-distributed higher-density housing, not concentrations of it in one or two neighborhoods.
Affordability of home buying for locals, educators and single moms to own a home!!
More construction of affordable apartments/condos and ADUs
Remove exclusionary zoning and parking requirements that prevent high density housing from being built. We need much more housing.
rent control, more low-income housing, low barrier transitional housing for the houseless, fewer restrictions for adus, UCSC expanding housing
over priced
More housing options, fair rental practices. Restricting landlord abuse.
Lots of affordable options for renters and buyers young and old.
Affordable/priority housing for locals.
Smaller lots & units.
Like now but more dense, with a tram line along the greenway.
High-density multi-use housing in the downtown area, westside, and eastside. Less single-family housing and less car-centric infrastructure.
Rent control, more affordable housing for rent and for sale, transitional housing including tiny homes for individuals experiencing homelessness
Clean, safe, affordable
Allow more building Government should get out of the way Housing abundance can mitigate housing scarcity
Housing is affordable, tenant's rights are protected, and housing opportunities are expanded for very low income people.
Affordable housing. Not expensive. Cheap and easy to find. Inclusive.

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Table 3: Vision for the Future of Housing in Santa Cruz
Dense and cheap mixed-use housing for single people and families along transit corridors
"For Sale." *Entry-Level.* Microapartments, Mixed-Use commercial/residential, upzoned (6–10 stories), local architecture, walkable, close downtown & public transit.
More options for people being priced out of their neighborhoods. Preventive measures to prohibit landlords from drastically raising rents or seasonally evicting residents yo boost summer rentals.
I would like to see more apartment buildings and affordable condos.
Housing for all income levels in mixed use developments
more people in each building (including the ones sitting empty as vacation rentals)
Anyone who wants to live here can live here without incomprehensible financial stress. Housing is sustainable and developers are ethical. Less homes are empty year round. Vacation home owners pay empty house taxes.
Adding more affordable housing for local and working class residents.
A place where millennials and genz can invest in their collective future and generations to come
Build up. I have lived around the planet and Santa Cruz is startling by the lack of high density accommodation. High density here is 3 storey duplexes, that is not high density building. And the high density requires public transportation and adequate water supply so we don't need more parking.
Increased capacity. Decreased barriers to maintaining/enhancing current stock (reduced setbacks, cheaper permits). Student housing by UCSC. Supportive housing away from downtown.
Santa Cruz should become the mini-Sf it's already started to become except without all the single family housing
Houses and apartments everywhere. Fuck NIMBYs.
More ADU and well built density condos/apts more incentive to accept vouchers in existing places.
If it keep escalating, we'll have no community left.
Fair housing is needed. I want to see homelessness decrease. Big families deserve help. Farm workers deserve the best living conditions there is to offer. I want to see ACTUAL change. Actions not words.
Affordable housing for all.
Affordable options for the middle class community members - educators, healthcare workers, city workers, etc.
Multi use areas expanded
Affordable, accessible housing for the working families of Santa Cruz. No skyscrapers, no luxury apartments for wealthy transplants.
Median rent that is 1/3 or less of median income.
Some nice looking small houses that are affordable
Mixed income housing that takes advantage of urban infill and existing buildings to build net zero carbon buildings and to set an example in our region.
Integrated market rate and low cost housing throughout the city (rent & buy). Ability for my kids to buy here.
The internet implodes and all the tech millionaires go away. We have drum circles and community gardens. Take naps and make love
Highrises downtown
Denser housing and denser mixed-use communities
Tall dense mixed income and mixed use buildings in walkable neighborhoods with low speed traffic, high frequency transit, and safe bicycle facilities

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Table 3: Vision for the Future of Housing in Santa Cruz

I feel very bad about this towns future
Affordable housing for all with equitable access to public transit.
More robust mixed use downtown core with mid rise buildings and improved transit.
Every major thoroughfare requiring MINIMUM heights of 4 stories to build anything new so that we maximize our use of space. Use new state laws to bypass parking requirements. Build all kinds of housing, everywhere.
Options for students and aging in place inside the community. Housing units for teachers, police, fire members. Less out of state/out of country investors/landlords.
Everybody housed in nothing less than micro tiny homes without sacrificed liberty freedom or dignity
It should be hard to own a vacation home in Santa Cruz. Hotels and motels should be encouraged, and houses converted to short-term rentals and offices discouraged by fees, policies, and taxes.
Young people and seniors living downtown in rental apartments will revitalize Santa Cruz and provide the economic engine to support diverse businesses.
Small (the units themselves, not the amount of units), affordable, within already developed areas, ecological.
More housing, period.
Medium/high density affordable housing spread throughout the city, with access to open space and public transit, walkable, and aesthetically designed
High density downtown.
Affordable based on cost of labor, in the hands of humans not corporations.
Seems a solar powered desalination plant needed to support more population
Rent control, landlord oversight, affordable new home buyer programs. Tax breaks to low income homeowners.
Mixed use main street style communities - long term rentals above, shops, services, and jobs below
We need more supply and I'm unbothered by how we get it
We need more entry level ownership homes.
Higher density being ok
One that allows residents from all walks of life to find the housing they need.
Mixed use along corridors. Multi-story mixed income housing in the outer westside and downtown. Duplex/triplex incentives in single-family home neighborhoods but limited in height based on neighborhood aesthetic (i.e. 1-3 stories).
Most of our workforce cannot afford to buy or rent here resulting in long commutes, job burnout and clogged highways. We need to develop workforce housing for all income levels.
Easier, cheaper and quicker process to go from proposal to stage t actual construction. Local interest groups should have less power to stall the process. More focus on walkability and transit, less on prioritizing traffic flow.
Santa Cruz desperately needs more housing of all types, concentrated along transportation corridors, as well as housing for people who use Section 8 benefits
Mixed use, high density to preserve green spaces and avoid needing to drive everywhere.
Lots of student housing near USCS to lessen the strain on non students renting
More multi-family housing, especially apartments and townhomes.
Equitable opportunities for diverse community, without massive high rise development.
Rural/suburban mix, not urban development.

City of Santa Cruz**2023-2031 Housing Element Update****Table 3: Vision for the Future of Housing in Santa Cruz**

My vision is to increase the availability for affordable housing, as well as increase the opportunities for homeless shelters
For it not to be in the top 5 most expensive places to live
Denser housing on UCSC campus and near transit lines. Gradual transitions from tall buildings to single family houses.
Allow multi-family dwellings in traditional R1 zones, go vertical in more denser areas like downtown.
More of every type within the city's existing footprint. Where possible, neighborhoods should be mixed-use and less car-centric.
Teachers can afford, enough for UCSC students, no longer most expensive place to live
Build more affordable housing for low income .
Housing everywhere, for everyone. Walkable neighborhoods with easy access to amenities and multimodal transit options.
Affordable for a single full time income with child
Where people can live where they work. Where people who make minimum wage can afford rent with one job.
High density multifamily housing around public spaces in walkable neighborhoods with regular buses, and bike paths and EV stations everywhere.
Accessibility and availability for all. Innovative design and construction to be used and shared as a solution to housing crisis.
Transformative housing abundance -- people aren't stressed about lack of supply but focused on building productive *NEW* Santa Cruz.
More apartments and condos across the city, with a focus on housing students off campus to lower housing costs for all.
Density would be increased throughout Santa Cruz except in areas affected by sea rise and located near public transportation.
focus on extremely-low, very-low and low-income housing of various sizes (1, 2, 3 bdrm), very little market-rate, to reflect community needs
Everyone is housed or comfortably located outside with proper partnering with housed communities
Mixed-use, multi-family affordable workforce housing near transit and out of the floodplain.
i will not have a future of housing in Santa Cruz if the city continues to support the gentrification and high rent prices.
Well designed dense infill community interactive walkable downtown 5-minute walk to urban community spaces, shopping, transit and dense mixed-use housing 'villages' from north to south along transit lines. Reduce sprawl, prioritize public transit centered communities on BUS and future RAIL line.
Social housing on all city owned lots.
multi-unit, multi-story affordable & supportive housing in mixed use developments: close to transit & services/retail/walkable.
That housing would be viewed as a basic human need or right instead of a commodity. That we can control the market and make things more affordable for everyone.
More affordable housing opportunities, both rental and homeownership, for extremely low to medium-income residents
Everyone is sheltered in a place where they can not only be safe, but happy. Every single person, no matter.
Supporting affordable housing and legalizing camping/rvs for houseless folks.

City of Santa Cruz

2023-2031 Housing Element Update

Table 3: Vision for the Future of Housing in Santa Cruz
Affordable housing
Thoughtful, well-designed, responsive, supportive, and inclusive housing for ALL, even and especially the poor. More support and demand for non-profit and affordable housing (not luxury housing).
Priority on low and very low income housing; affordable deed restricted housing; limits on additional market rate housing.
Denser urban development, multi use buildings in urban areas
Genuinely promote solar & alternative energy, and ADU's by actually eliminating all regulations that aren't valid health or safety protections,
Housing for people that work here.
Workers can afford to live here. Housing is guaranteed, not a commodity. Renters have bargaining power, landlords kept in check.
Public housing for all, decriminalizing vehicle homelessness and giving people vehicles in the interim
Dense, walkable, abundant.
Our housing policy aims to provide an abundance of housing such that anyone who wants a home can have one.
We must provide much more housing — prioritizing those most in need — with infill, repurposing, missing middle, and green spaces included.
Pedestrian centered, mixed-use infill development along transit corridors and downtown which contain a minimum of 20% affordable housing.
affordable
Affordable, diverse, friendly, medium density, bike and public transit based, art, culture and eco-tourism hub, the anti-Carmel.