1214 Soquel Ave.

Santa Cruz, California 95062

Community Meeting
9/29/2026

workbench

Introduction

Introductions



Tim Gordin
Partner



Jamileh Cannon
Partner



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Partner



Omar Hason
Senior Architect



Jessica Presley
Lead Designer



Chris Hudon
Development Director

WHY HOUSING IS PERSONAL TO ME



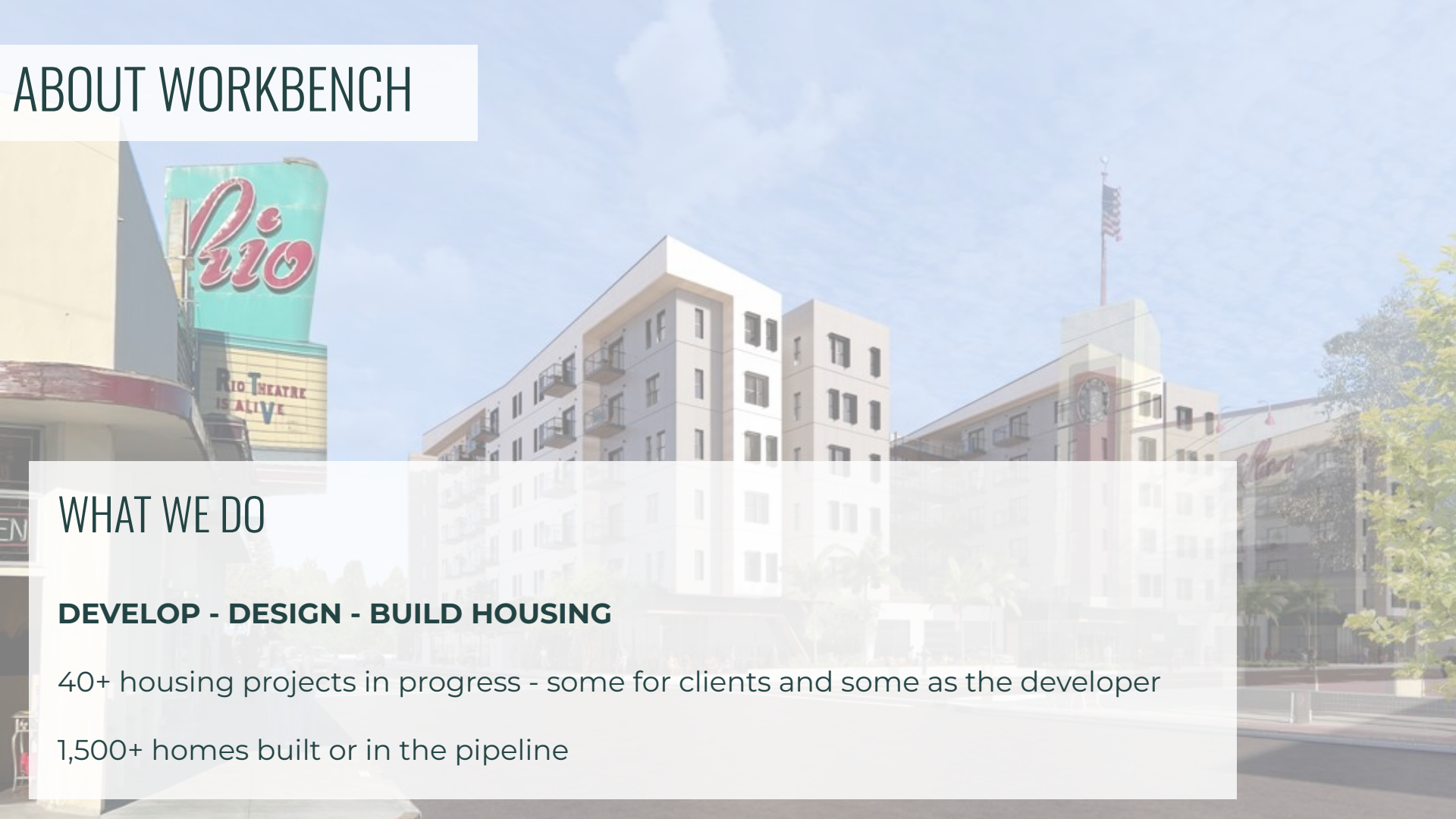
ABOUT WORKBENCH



OUR MISSION

Build infill housing across income levels to help keep our community vibrant, inclusive and sustainable

ABOUT WORKBENCH



WHAT WE DO

DEVELOP - DESIGN - BUILD HOUSING

40+ housing projects in progress - some for clients and some as the developer

1,500+ homes built or in the pipeline

WHY ARE WE HERE TONIGHT?

- Share where the project is today
- Hear what matters most to you
- Use that feedback as the design advances



SB330 PRE-APPLICATION

It's a PRELIMINARY application - NOT A FINAL DESIGN:

1. Preliminary site plan
2. Preliminary demolition plan
3. Early stage building elevations
4. Project information
    a. Number of Units + Gross Area
    b. Preliminary concessions + waivers, etc.



COMMUNITY INPUT & DESIGN PROCESS

WE ARE HERE →



STEP 1: Pre-Application

STEP 2: Community Meeting

STEP 3: Full Planning Application informed by City + community feedback

STEP 4: Project Entitlement

Guest Speaker

Tom Nelson

TOM NELSON

Current Property Manager and Owner's Representative





Project Info & Context

Location and Local Context

Project Details

PROJECT SITE



SITE ZONING

- Zoned as **Mixed Use High Density (MXHD)**
- The current zoning was part of a 20 year public debate around the 2030 General Plan and the subsequent implementation of the zoning updates needed to implement the General Plan



Source: Sustainable Street Network Principles Booklet--CNU

PROJECT SITE - EXISTING CONDITIONS

- Set along Soquel Ave corridor near an active intersection (Soquel & Seabright)
- Located near grocery stores, shopping, entertainment, and schools
- Six existing single-story buildings







Soquel Ave







Seabright Ave

SEABRIGHT BUSINESS CHARACTER







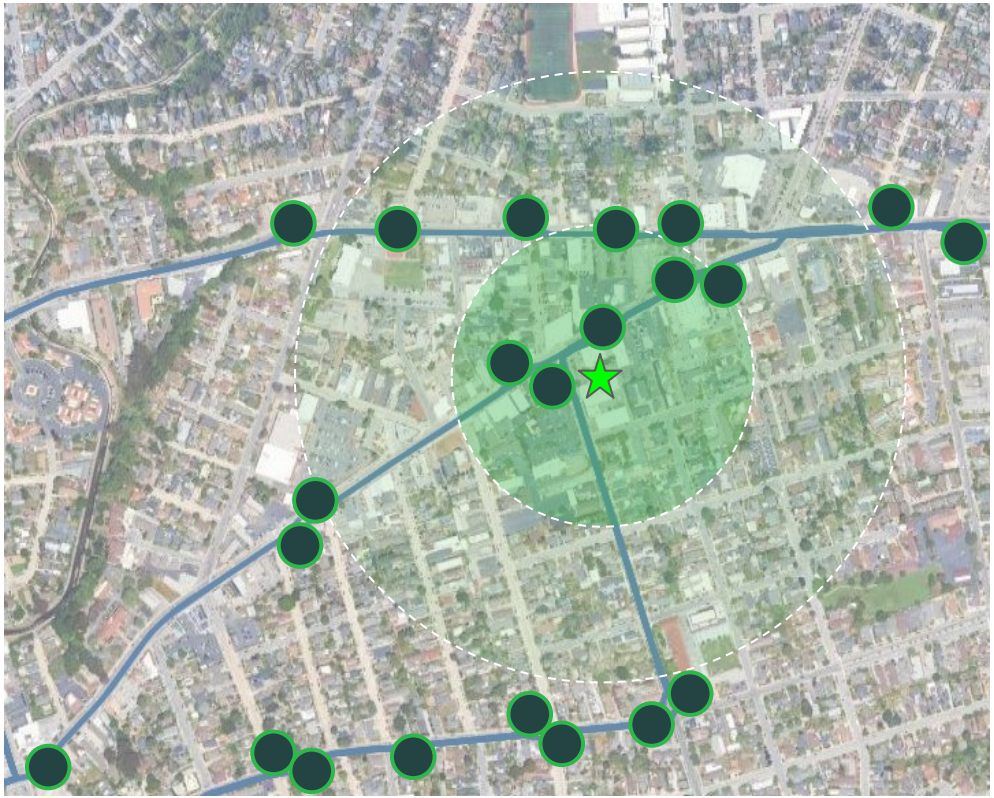








10 TRANSIT STOPS WITHIN ½ MILE



https://scmetro.org/rider-info/routes-schedules/

The Metro program is likely to be considered. This program for housing developments makes it easy to subsidize transit passes for all residents.

- **5 bus stops** within ¼ mile of site
- **10 bus stops** within ½ mile of site
- These bus stops are served by Routes 1, 2, 2N, 3A, and 3B

CONNECTION TO BICYCLE INFRASTRUCTURE

Bike Score 100

Biker's Paradise

Daily errands can be accomplished on a bike.

Prioritize Residents w/o Cars

Commute and travel times via bicycle from this location are ideal for a resident that relies mostly on bicycle travel.

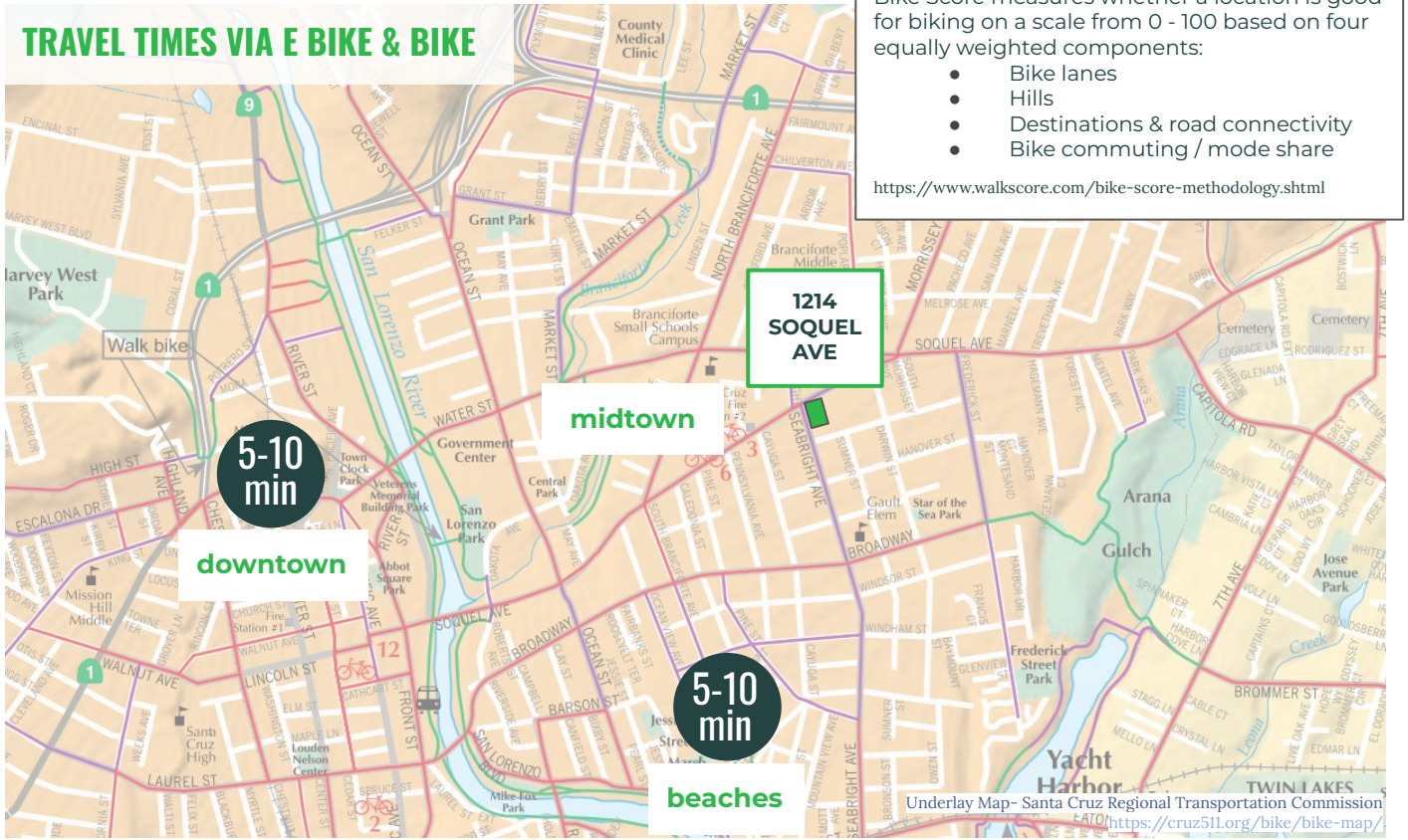
An increasing number of people in Santa Cruz do not own vehicles.

Nationally Santa Cruz has the third-highest bike commuting rate the nation (13.2% pre pandemic).

League of American Bicyclists, 2019 via Santa Cruz Sentinel 06/20/21
census.gov/acv 2013-2017 American Community Survey

Graphic:
ecoact.org/our-work/sustainable-transportation

TRAVEL TIMES VIA E BIKE & BIKE

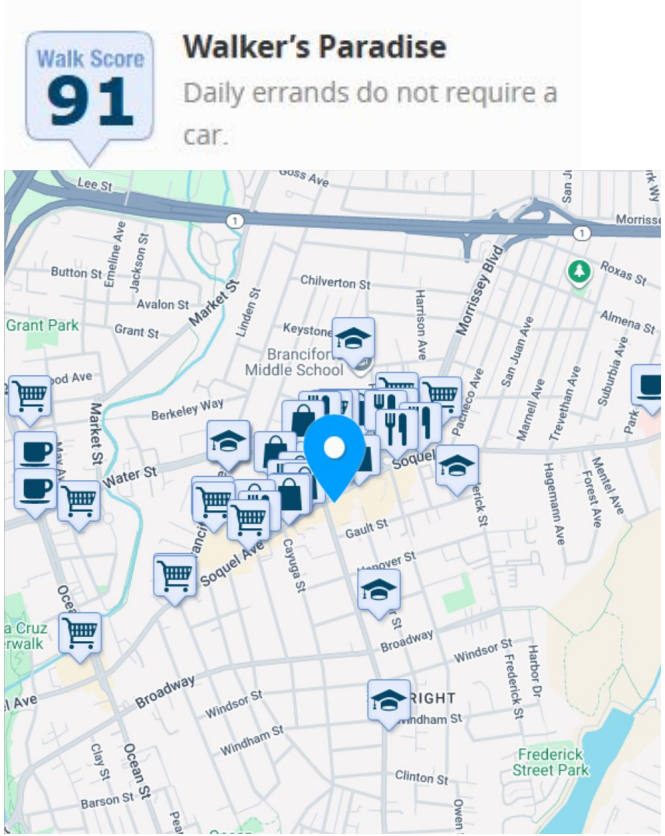


Bike Score measures whether a location is good for biking on a scale from 0 - 100 based on four equally weighted components:

- Bike lanes
- Hills
- Destinations & road connectivity
- Bike commuting / mode share

https://www.walkscore.com/bike-score-methodology.shtml

WHAT CAN YOU WALK TO...?



services within less than ½ mile walk:

- 10+ restaurants/cafes
- 10+ retail/shopping destinations
- 3 schools sites
- 3 grocery stores
- 2 pharmacies

ABOUT WALK SCORE:

Measures **walkability based on nearby amenities**

5-minute walk = maximum points

Points decrease with distance; **none beyond 30 minutes**

Considers **density, block length, and intersections**

https://www.walkscore.com/methodology.shtml

PROJECT PRIORITIES

Affordable Housing — Create a meaningful amount of long term affordable housing

Successful Commercial Spaces — Create ground floor commercial spaces where local businesses can succeed

Local culture and character — Design a project that contributes positively to Seabright character











PROPOSED PROJECT INFORMATION

AFFORDABLE HOUSING PROJECT

281 Affordable Housing Units
300,000 SF Residential Area
5,000 SF Commercial Area
305,000 SF Total Building Area



SENIOR HOUSING PROJECT

173 Senior Housing Units
295,000 SF Residential Area
5,000 SF Commercial Area
300,000 SF Total Building Area



RHNA TARGETS IN CITY OF SANTA CRUZ

It's a marathon, not a sprint.

We need to keep running at the pace we are at, or we won't make our goals by the end of the housing cycle.



RHNA NEEDS

The City of Santa Cruz is required by the state to try to create at least 3,736 housing units in 2024-2031.

THE IMPORTANCE OF BUILDING MORE HOUSING IN SANTA CRUZ

19.4% of Santa Cruz renters are paying between **30% and 49%** of their income towards housing.

City of Santa Cruz 6th Cycle Housing Element - Appendix C

36% of Santa Cruz renters are paying over **50%** of their income towards housing.

City of Santa Cruz 6th Cycle Housing Element - Appendix C

=

+ 50% of Santa Cruz renters are **paying over the recommended amount of their income towards housing**

WHAT DOES AFFORDABLE MEAN?

Affordable means creating quality homes people can actually attain, with rents designed to stay within reach.



Housing as a Spectrum

WHO CAN QUALIFY?

Step 1: Household size + household income

maximum household income

Bright Plaza • Santa Cruz County • 2026 income limits

Household	30% AMI	40% AMI	50% AMI	60% AMI	70% AMI
1 Person	$45,690	$60,920	$76,150	$91,380	$106,610
2 Person	$52,200	$69,600	$87,000	$104,400	$121,800
3 Person	$58,740	$78,320	$97,900	$117,480	$137,060
4 Person	$65,250	$87,000	$108,750	$130,500	$152,250
5 Person	$70,470	$93,960	$117,450	$140,940	$164,430
6 Person	$75,690	$100,920	$126,150	$151,380	$176,610

WHAT COULD THE TOTAL HOUSING COST BE?

Step 2: AMI level + unit type

estimated monthly housing cost

includes rent and utilities

Unit Type	30% AMI	40% AMI	50% AMI	60% AMI	70% AMI
Studio	$1,142	$1,523	$1,903	$2,284	$2,665
1 Bedroom	$1,223	$1,631	$2,039	$2,447	$2,855
2 Bedroom	$1,468	$1,958	$2,447	$2,937	$3,426
3 Bedroom	$1,696	$2,262	$2,827	$3,393	$3,958

WHAT ABOUT THE COMMERCIAL SPACES

We plan to make the commercial spaces affordable too!

We're Working On:

- Temporary / alternative locations where feasible
- Designing new spaces around returning tenants
- Keeping commercial rents attainable for local businesses
- Exploring additional commercial space

Several existing tenants have expressed interest in returning.



Design Details

Coordination
Commercial Space
Transit Infrastructure
Site Plan
Programming
Building Design
Public Space
Feedback

COMMUNITY FEEDBACK

What we've heard

Concern	Relative Frequency
Business displacement	[redacted]
Loss of commercial space	[redacted]
Traffic congestion	[redacted]
Project scale/height	[redacted]
Neighborhood character	[redacted]
Parking impacts	[redacted]
Pedestrian & bicycle safety	[redacted]
Design / architecture	[redacted]
Infrastructure & emergency access	[redacted]
Community engagement / alternatives	[redacted]

Recurring concerns focused primarily on potential displacement of local businesses, loss of neighborhood-serving commercial uses, traffic impacts, project scale, and neighborhood character.

DESIGN PRIORITIES







Maintaining commercial frontage on Soquel and Seabright

Maximizing parking for residential and commercial use

Creating impactful pedestrian experiences through open spaces and landscaping







EARLY COORDINATION

What we've been working on

Meetings with fire marshall, public works, transportation & planning

- Fire access and life/safety
- Planning coordination
- Reviewing building services/utilities
- Public comment

Meetings with Tenants

- Met with current tenants, property manager
- Discussing future leasing of commercial spaces to existing tenants
- Interest in coming back, enough to fill the commercial spaces
- Discussed design parameters and needs for future proposed commercial spaces

INFRASTRUCTURE IMPROVEMENTS

Improvements proposed working with the City of Santa Cruz

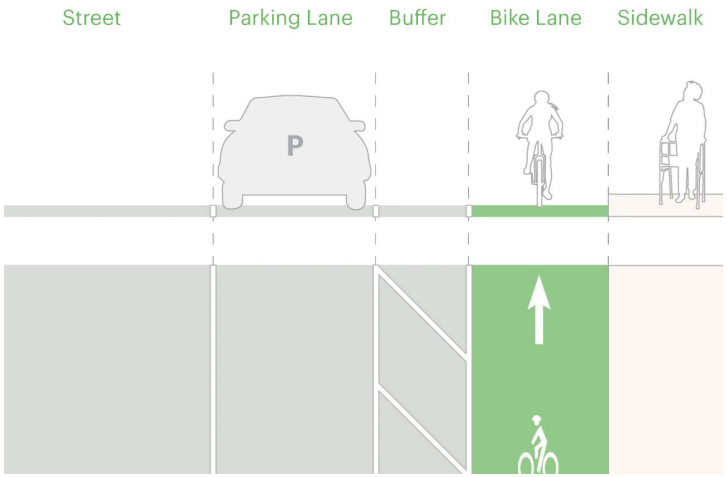
Widening Sidewalks per city standards.

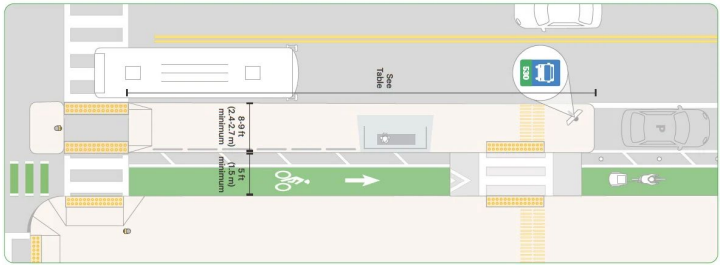
Increasing safety for pedestrians, bicycles, and vehicles.

Improving existing networks.

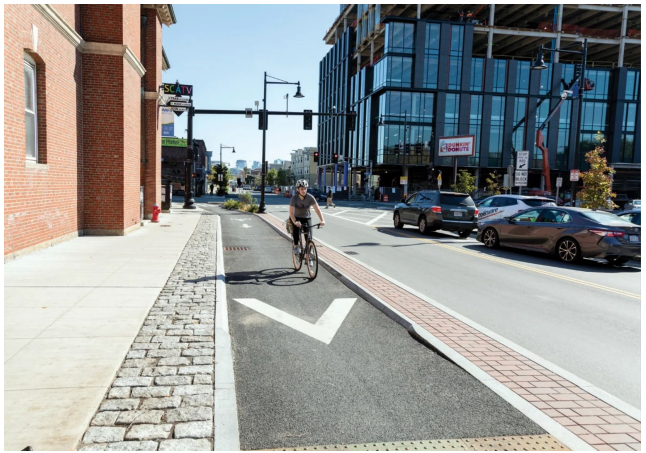
Supporting Pedestrian and Bicycle infrastructure to promote safety.

Undergrounding certain utilities.









SITE PLAN & FOOTPRINT

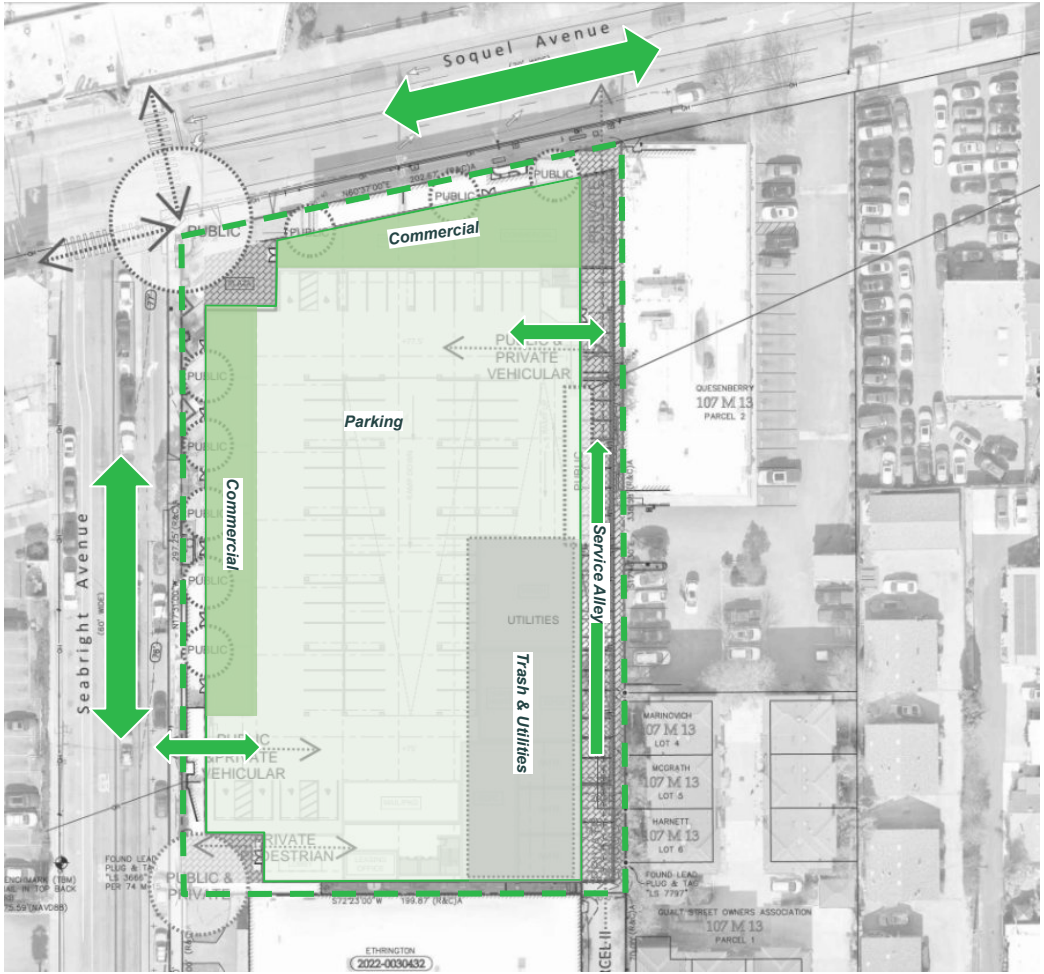
Property Line

Proposed Building Footprint

Proposed Commercial Area

Proposed Utilities

- Service alley along Eastern property line.
- Trash, Fire, and Utility access along service alley.
- Access to parking along Seabright and exit onto service alley.
- Intersection improvements at Soquel Ave and Seabright Ave (working with City)



PROJECT INFORMATION

RESIDENTIAL FLOORS

Mix of studio, one, two, and three bedroom units

At least 25% two bedroom units

At least 25% three bedroom units

PARKING & ACCESS

Targeting 1 parking space per residence

Additional parking for commercial use.

Providing access alley for services, trash pickup, etc.

RESIDENT AMENITIES

Indoor & secure bicycle parking

Mail/Package Room

Community Room

Children's play area

Residential services and on-site building management

Private and common outdoor spaces

AFFORDABILITY

100% affordable family housing project

PROJECT SCALE

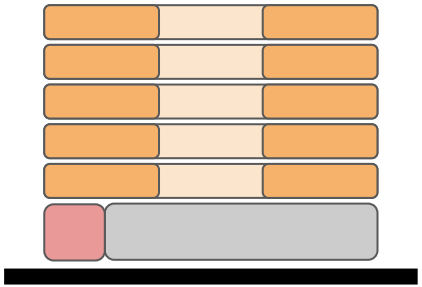
1 to 3 stories of concrete podium

5 stories of wood framed housing

5,000 + SF of commercial space fronting Soquel Ave and Seabright Ave.

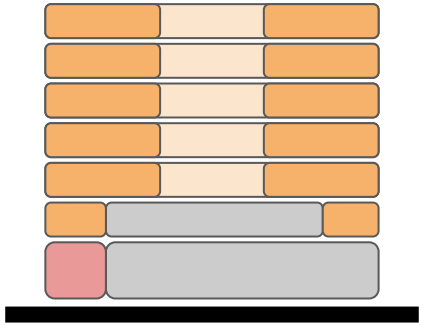
HOUSING & PARKING GOALS

5 stories residential
1 story podium



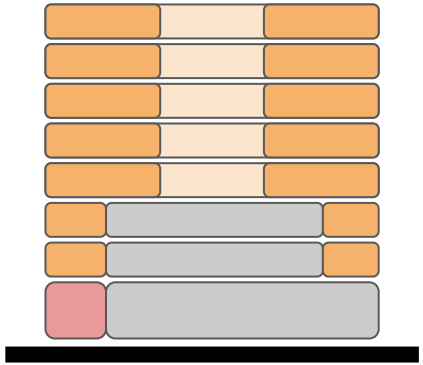
60 - 70 parking spaces
5,000 SF Commercial

5 stories residential
2 story podium



150 - 160 parking spaces
5,000 SF Commercial

5 stories residential
3 story podium



240 - 250 parking spaces
5,000 SF Commercial

= housing
= commercial
= parking

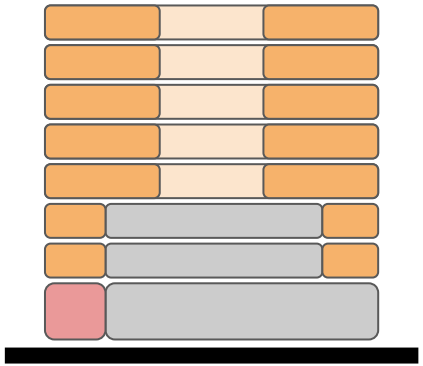
Traffic: Adding homes near jobs, transit, and daily needs can reduce long commutes.

Parking & Safety: Exploring ~1 parking space per home while coordinating with the city on pedestrian, bike, and transit access.

Building Height: Balancing parking needs, transportation options, and neighborhood impacts to inform building height.

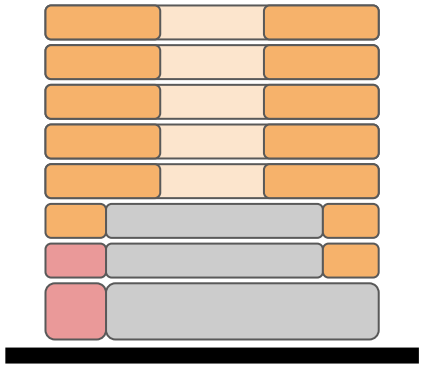
HOUSING & PARKING GOALS

5 stories residential
3 story podium



240 - 250 parking spaces
5,000 SF Commercial

5 stories residential
3 story podium



240 - 250 parking spaces
10,000 SF Commercial

= housing
= commercial
= parking

FORM AND ARTICULATION

Step-backs, parapets & sculptural forms

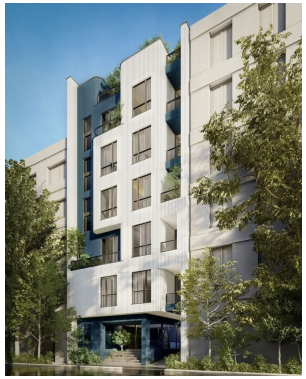




- Step-backs and parapets to add to building form & massing
- Sculptural building forms











MASSING BREAKDOWN

Building Massing and Articulation







- Breaking down building massing with distinct building forms.
- Creating opportunities for open space, materials, and patterns.

COLOR & PATTERN

Colors & Materials

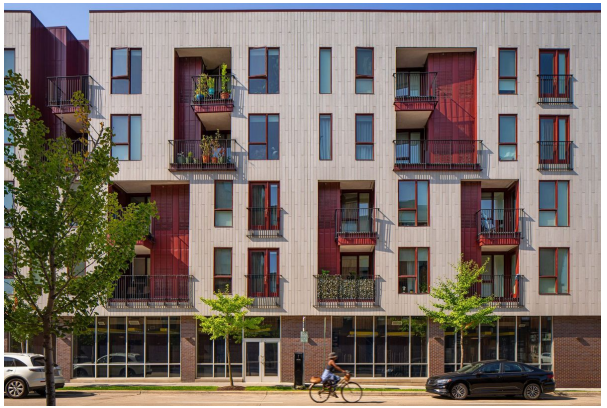
- Vibrant colors used strategically to enhance the design
- Mirroring the vibrancy and energy of the Midtown Business District







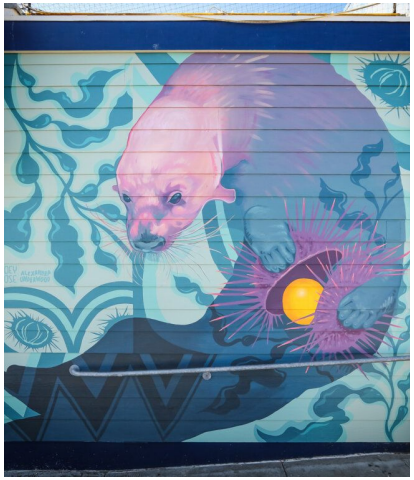




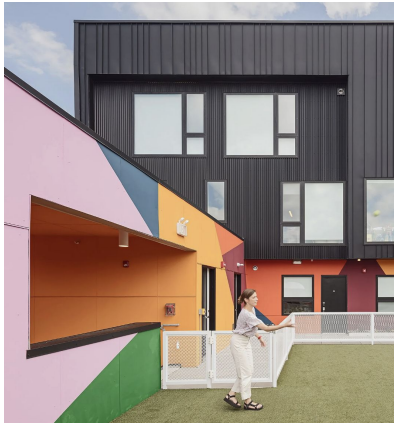
BUILDING DESIGN

Murals & Public Art

- Opportunity to collaborate with local artists.
- Introduce color and interest in the building facade.









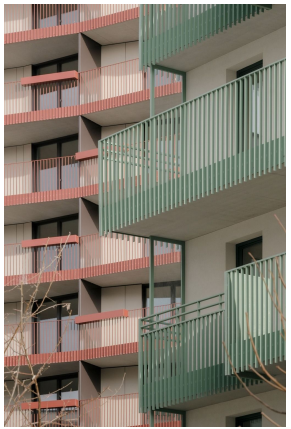




BUILDING DESIGN

Balconies, Openings and Shading Elements

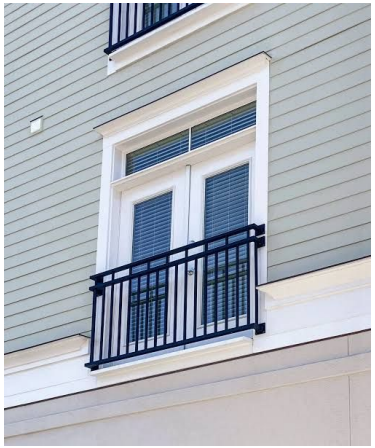
- Balconies and open spaces for resident use
- Canopies, awnings, trellises, and shade structures where effective for building orientation.











COMMERCIAL SPACES

Commercial - Soquel Frontage

- Larger tenants with covered entries/signage
- Larger open spaces for commercial and public use.





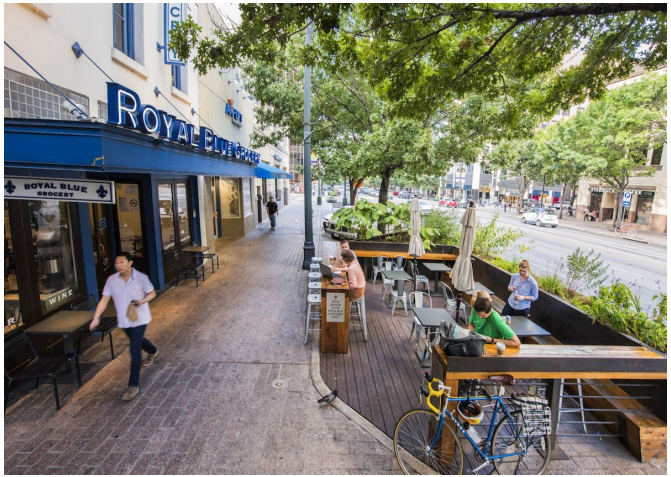






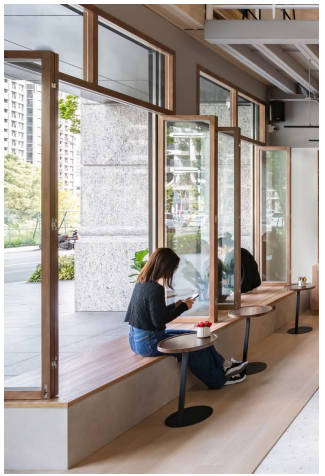
COMMERCIAL SPACES

Commercial/ Micro Commercial - Seabright Frontage









- Smaller scale spaces - Opportunity for smaller businesses.
- Inviting and open.
- Covered entries and spill-out outdoor spaces.

COMMERCIAL SPACES

Commercial/ Micro Commercial - Seabright Frontage









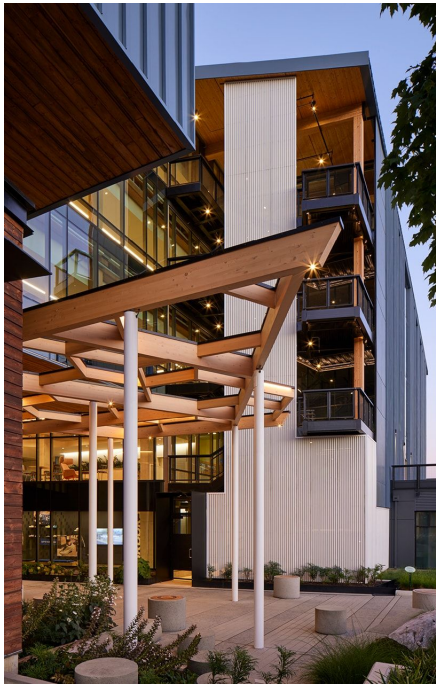
- Smaller scale spaces - Opportunity for smaller businesses.
- Inviting and open.
- Covered entries and spill-out outdoor spaces.

BUILDING ENTRANCES & PUBLIC SPACES

Soquel + Seabright Corner Plaza







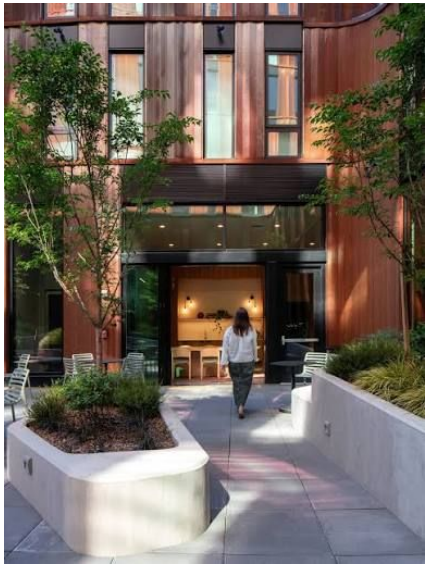


- Larger open space for public and commercial use.
- Covered entries and signage.
- Welcoming and energetic.

BUILDING ENTRANCES & PUBLIC SPACES

Seabright Residential Entry











- Garden / Courtyard entry
- Smaller residential scale
- Synergy with the Santa Cruz Roller Palladium

PUBLIC SPACES

Landscape, Planting, & Site Furnishing









- Opportunities for plants and greenery
- Public seating and outdoor commercial space spill-out
- Street trees
- Bicycle parking & infrastructure





HELP US MAKE IT AWESOME!

Follow the QR code below to a survey to collect targeted feedback that will help the project design.

All survey questions are optional



THANK YOU!

Q&A

workbench