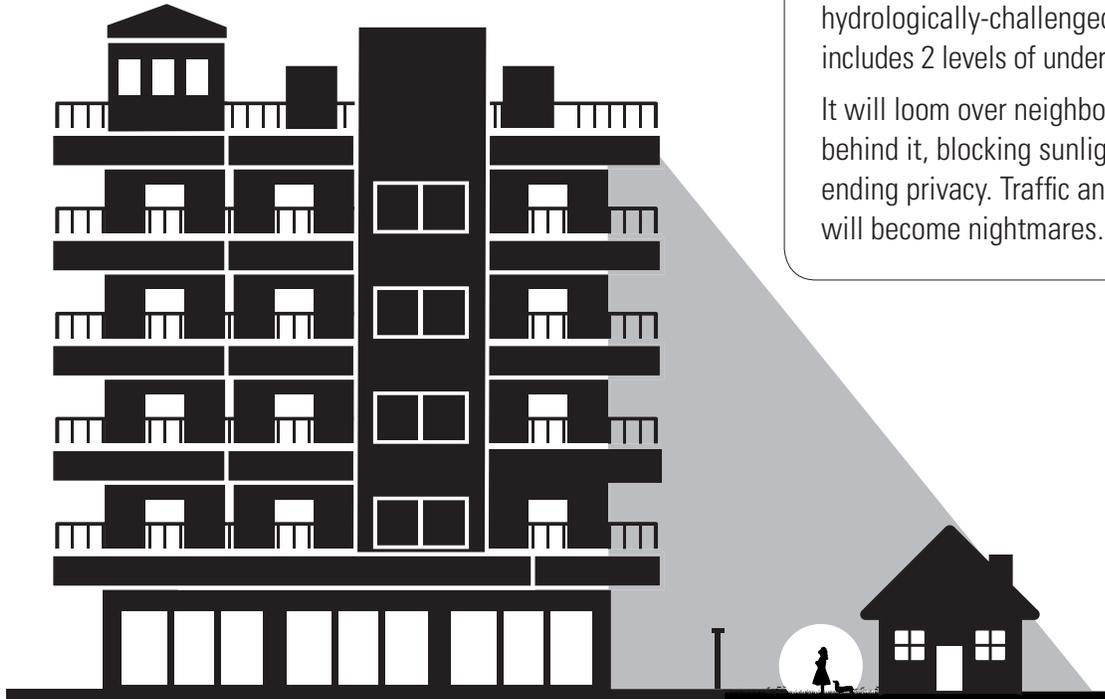


DOES THIS RING ANY ALARM BELLS?



It's a **5+ story development** with 151 units **squeezed onto less than an acre**. Perched on a steep, hydrologically-challenged cliff, it includes 2 levels of underground parking. It will loom over neighborhoods behind it, blocking sunlight and ending privacy. Traffic and parking will become nightmares.

Attend the Zoom Community Meeting 6 pm, Wednesday January 27

(See back for details)

Located at **Water Street and N. Branciforte Avenue**, 2 heavily trafficked streets.

This development, **if approved, will set a precedent for future developments** along Santa Cruz's corridor streets of Water, Mission, and Soquel. If your home is near one of these streets, your area could be next.

Google "**831 Water Street**" to find the developer's plans and make comments on the City of Santa Cruz website.

Please attend the Zoom meeting to:

- **Learn more** about this development proposal
- Hear your neighbors' **concerns**
- **Connect with others** who support new housing, but are concerned about the size and scale of this proposal in locations like this one.
- Help us urge developers and decision-makers to keep new affordable housing developments **safe, reasonable, responsible**, and **respectful** of existing neighborhoods

See a list of some of our concerns on reverse.

SAFE, REASONABLE, RESPONSIBLE, and RESPECTFUL Affordable Housing for Santa Cruz

We do not believe the development proposed for 831 Water St. succeeds at any of the above.

We welcome affordable housing, but not at the expense of health and safety.

- The developer is requesting a 47.5% increase in height above what is allowed under current zoning—to **59 feet** from 40.
- A project this size may work for downtown, but it is disastrous on a less-than-an-acre lot for the long-established neighborhoods behind it. This project violates clear City Council guidance to staff to “**preserve and protect residential neighborhoods** and existing businesses.”*
 - The 59-foot towers put the adjoining properties in shade for as many as 7 months a year.
 - With four stories of residential windows plus a rooftop bar looming over them, privacy for those homes will be lost.
 - With just 114 *pay-to-park*** spaces available for 151 units (27 spaces of 151 are reserved for commercial), where will residents—some of whom will surely have more than one car—park instead? They will need to circle neighboring streets looking for free and available parking.
- The project has its entry and exit at the west end, below the “brow” of the Water Street hill. Traffic into and out of the project will have to thread its way across one of the City’s major (and only recently improved) “greenway” cycling corridors. Cyclists are typically at or above 15 mph by that point. Any new assessment *must not* rely on traffic evaluations recorded during this pandemic.
- Allowing such a massive project so close to a steep, unstable slope seems like a recipe for disaster. The underground parking and footings required could exacerbate the existing water drainage issues onsite and in adjoining properties, creating health risks for residents and liability for the city.
- The proposed architectural design for this project could not be less compatible with a neighborhood that sits at the gateway to the historic Villa de Branciforte area of Santa Cruz.

The pandemic has severely hampered our abilities to meet with neighbors, get timely responses, and to access public information. This development has fast-approaching deadlines, yet our concerns have not been addressed.

VOICE YOUR CONCERNS!
Community Zoom Meeting 1/27/2021, 6 pm

<https://zoom.us/j/92953946577>

Meeting ID: 929 5394 6577

* City Council minutes, August 27, 2019

** Developer Iman Novin during YIMBY presentation, December 10, 2020