

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
1	What is the plan for parking?	Laura Quick	Thanks Laura. We don't have that determined yet - it is still very early on in determining what this project will be - the presentation will have more. Per State Law AB2097, this project is only required to provide EV and Accessible parking spaces, and that can be reduced further under density bonus law. We CAN add more parking than that, however. We have not decided on our parking strategy. We are considering more parking, although we also for sure will be emphasizing design for and use of active and public transportation. This is one of the very best locations in all of the Monterey Bay region to live without a car, as an increasing number of people desire to do, and we prefer to meet more of that demand than have more car-destinations in this location. But again, no specific plan has been made yet on this - we're gathering information.	Sibley Simon
2	What is the current building height limit for the site according to Santa Cruz zoning, not including any density bonuses?	John Hall	John, great question. In this area, the standard maximum height is 35 feet, which may be increased to 45 feet with City Council approval as described in the City's Downtown Plan.	Tim Maier
3	This is one of 3 housing projects within a 3-4 block area of Pacific & River streets. A 16-story (260 units) bldg would *overwhelm* the area, diminish the iconic Clock Tower landmark. Even a 8-story (174 units) bldg combined with the other two prospective projects would make the area overly dense.	Stanhope Cunningham	That's a great point! Santa Cruz is building more housing, which we think is awesome! But we've got a long way to go. Santa Cruz needs to build about 3,700 new housing units in the next apx 8 years to meet it's RHNA numbers, so we need to build more dense to provided housing for everyone.	Clay Toombs
4	Where are you from and how long have you lived in Santa Cruz.	Anonymous Attendee	Of our 27 person team 21 live here in Santa Cruz County. Several members of our team have lived here all their lives. Others moved here very recently. We love Santa Cruz!!	Clay Toombs
5	how many stories are we discussing?	Terry Robbins-Maushardt	The currently proposed projects are 8 stories and 16 stories.	Jamileh Cannon
6	How much of the current structure would be salvaged and incorporated into the new construction?	Stanhope Cunningham	None of the existing bank building or bar and real estate office building will be preserved. The new building will replace those buildings.	Clay Toombs
7	what does "infill housing" mean?	Mike Foster	Infill housing means housing that is built on sites where some other urban use was previously developed. It is a contrast to "greenfield development" which is developing on previously-undeveloped land. We like infill development because it preserves wild and open spaces for nature.	Clay Toombs
8	Who is financing this project?	Robert Oliveros	So far small investors, many of who are Santa Cruz locals.	Clay Toombs
9	how is Workbench tracking the number of people on this call	Terry Robbins-Maushardt	live answered	Jamileh Cannon
10	Seriously, are you going to take up all the time with a developer rah-rah presentation, answer selective Q+A, and have a hard limit of 8pm to limit public comment?	Garrett Philipp		
11	How long have you been a resident of Santa Cruz? What do you consider affordable rent for Santa Cruz? How would units accomodate lower income individuals and what is the planned rent?	Anonymous Attendee	Of our 27 person team 21 live here in Santa Cruz County. Several members of our team have lived here all their lives. Others moved here very recently. We love Santa Cruz!!	Elizabeth Bishop

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12	we are in a flood plain. what kind of risk assessments have been done to measure the environmental risks	Terry Robbins-Maushardt	Great question. The downtown area is protected by a levee, and the City is in the process of certifying that levee with FEMA. We consulted with a hydrologist that is also providing services to the City, and they provided a letter. The bottom line of their response was "The City has submitted a full map revision to FEMA, and the best available information at present indicates that the SFHA in the immediate vicinity of the Project will be revised to Zone X." Zone X is the designation for least risk flood area.	Clay Toombs
13	Then plan clearly states there is 78 spaces.	Andrea Cody		
14	Are these all rental units?	dkrem	These are planned as rentals	Jamileh Cannon
15	That is 30% of the total units available.	Andrea Cody		
16	What is the highest building in Santa Cruz? Why do you want to change this amount to 18 stories which is not consistent with Santa Cruz county.	Helen and jay	The tallest building in downtown Santa Cruz is the Palomar, built 95 years ago this year. (Depends how you measure Dream Inn whether it is taller or not). We believe that the environmentally more responsible way to create housing is infill density, not sprawl - which is in keeping with city and county plans and new state laws. Similarly, rather than put tons of 5 story buildings all across Santa Cruz, having taller buildings downtown is a better plan in our view. We recognize there are widely varying opinions on these topics. Note that this project is not necessarily that tall.	Sibley Simon
17	Is parking included in the bldg.? There is not enough parking currently so where are these new residents parking?	Terry Robbins-Maushardt		
18	Is there any oversight by any City department/agency regarding building design? Specifically are there design guidelines in place so that new developments support the character of Santa Cruz and are similar to other (already built) buildings? Thank you.	Karen Menehan	Yes, the City of Santa Cruz has passed Objective Design Standards, as well as other ordinances, that all new projects must comply with. There was a long public process in creating these.	Sibley Simon
19	So not an opportunity for locals to buy, rent only. What is the estimated rent price points and what size are the units	Laura Quick	We are not nearly at that point in that process yet. New construction is extremely expensive, so most of the units will be the current market rate in Santa Cruz, although also there will be a significant number of lower income affordable housing units. Unit size will be figured out in a later design phase as a part of figuring out the size of the project, what commercial spaces there will be, what parking there will be, etc. This meeting is in advance of those processes to gather ideas, reactions, opinions.	Sibley Simon
20	Are you not required to submit any kind of analysis of how this proposed structure will impact traffic?	Robert Oliveros	Not at this stage. The plans we provided under "SB 35" are very preliminary. The City will determine whether any traffic study is required after we make a full formal submittal for a specific project with proposed number of units, commercial space, etc.	Clay Toombs
21	So there is no commercial lender involved? What do you mean by "small investors"?	Anonymous Attendee	There is a lender involved in the ownership of the existing buildings. When we are ready to start construction, we will have a lender that provides our construction financing, and there will be more investors providing equity to the project.  By small investors, I mean that we do not have "institutional" investors yet. We may at some point, but right now the investors are mostly if not entirely people that we have personal relationships with.	Clay Toombs

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22	How is the streets going to be able to handle so much extra traffic. how many parking spots are being added as the streets cannot handle more parking.	Helen and jay	There has not been a traffic assessment at this point. These plans are very preliminary and a decision on the exact number of homes, parking spaces, etc. is not yet determined. But in general, the City and State are encouraging developers to build less parking and build more in walkable neighborhoods close to transit so people will drive less. That's good for people and for the climate, and Workbench supports this effort to reduce traffic.	Clay Toombs
23	Santa Cruz City only or County?	Anonymous Attendee	Please clarify what is intended by this question.	Tim Maier
24	Where did you get statistics on people "wanting to live without a car"?	Anonymous Attendee	I don't have those on hand but I have seen stats from the city and from Bike Santa Cruz County about this, as well as surveys of people in broader regions, other places like Santa Cruz, etc. The UC has also shared info at some points about % of students that have vehicles. We'll be doing more research on this for sure.	Sibley Simon
25	Currently there are empty commercial units attached to nearby existing condo bldgs and along Pacific Ave/Front St. What kind of commercial business can you attract that won't go out of business in cycles?	Stanhope Cunningham	That is a major puzzle given the requirement for building commercial spaces in these buildings but there not always being demand for use of that space, sometimes for years at a time. We really don't know yet in this project's case and will definitely be trying to figure that out - all suggestions for both what people feel we need more of in Santa Cruz and that might be sustainable would be welcome.	Sibley Simon
26	How does the demographic in this meeting (older, live not work) compare to the market for these apartments?	Pete Kennedy	That's a good question but hard to answer. The market for these apartments is anyone who wants to live in Santa Cruz's awesome downtown, regardless of their age or employment. I'm Workbench's oldest employee and I live right downtown on Pacific and LOVE it!	Clay Toombs
27	How much money do the investors plan to make off of this project?	Andrea Cody	Larger projects are typically funded by institutional investment sources - those come in later to help fund construction. We are years away from that in this project's case. We work hard to try to find investors who will take a lower return to enable more affordable housing. Different capital sources have different return requirements. The bottom line is that we don't know yet, and if can't make the project produce enough return to attract real estate investment capital, the project won't happen. That's to be determined.	Sibley Simon
28	is this project going to have union labo?	Anonymous Attendee	We don't know yet	Jamileh Cannon
29	I see on the WB website that you deliver IRR to investors "above 25%" - what is the IRR for each of the proposed developments here?	Doug Engfer	Doug, projects vary widely on that - as you may know, we have many projects that provide low return to investors to be much more affordable. We're unusual in that we work to find sources of investment that will support more affordability as much as possible. On this project - we don't even know the size of the project yet, as the two widely varied pre-proposals show. One of the top challenges of development is finding a project that can attract the capital to get it done - that will be a part of the analysis involved in determining a feasible project within that project size range in this case.	Sibley Simon
30	How many people are on this call/meeting?	Richelle Noroyan	There are currently 177 participants on the call	Jamileh Cannon
31	What counts as living in downtown? Where does it stop/begin lol	Anonymous Attendee	You can find the extent of downtown on city zoning and general plan maps.	Sibley Simon

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32	Do you honestly believe that an 18 story building esthetically and functionally fits into this location?	Robert Oliveros	Yes, although note that that is the highest end of what has been submitted in pre-proposal concepts, and the project may be less than half that tall. From my point of view (this is Sibley), I have been in quite a few cities the size of Santa Cruz that have buildings that height in downtowns mixed with much shorter buildings, and that is aesthetically great and provides so much housing that supports more environmentally sustainable living, among other benefits. While this project may not be that tall, as someone who cares about Santa Cruz, I sure hope someone creates buildings that size in downtown. I think it's the only way our town can retain many of its current residents, have people live closer to where they work, etc.	Sibley Simon
33	Feels like you're burning valuable time	Anonymous Attendee		
34	Higher housing density can be tenable with 1) robust mass transit, 2) services within walking distance of the housing (including groceries).	Anonymous Attendee	Thanks for that comment. And we have that here in downtown S.C.!	Clay Toombs
35	What does this survey have to do with the bulding app? Seriously!	Garrett Philipp	Here's the serious answer! We are working with the city to hold these meetings, at their suggestion, much earlier in the project cycle. One of the challenges to taking feedback in community meetings in Santa Cruz is that often the people who come to them may not be fully representative of the city as a whole, voters as a whole, and residents who will live in the proposed building, etc. So later parts of the survey will give feedback on this site and proposals, and this earlier part helps understand characteristics of the crowd who is answering the survey.	Sibley Simon
36	How many people are on this call/meeting? Sorry to ask again, but I was bounced off the call.	Richelle Noroyan	No problem! 180 people are currently on the call	Jamileh Cannon
37	How many units will be for sale/ vs rented?	david	It's currently being planned as a rental project	Jamileh Cannon
38	The survey stopped via phone. I do not own an electric car and I have experienced homelessness. I am a home ownfr	Natalie Goff	Hi Natalie - we are working with the City on being able to post this survey for a few weeks after this meeting. So there should be another chance to fill it out if you'd like	Jamileh Cannon
39	This survey is bogus....Iam not able to continue with theis survey	Natalie Goff	Sorry you're having trouble with the survey. It should be available for you to answer any of the questions you might have missed. We want everyone's input!	Clay Toombs
40	I can't votte or make a choice in these questions	Victorious Coleman	live answered	Jamileh Cannon
41	Still not working on my phone. Does not affect my ability to stay in santa cruz	Natalie Goff		
42	There was a power surge just outside of santa cruz. give a second to let people reconnect	Becky		
43	Less than 30 % Thanks for cutting me off, this was bogus.	Natalie Goff		
44	Downtown Santa Cruz is in a flood plain, as clearly demonstrated during the 89 earthquake. The large skyscraper in San Francisco (I forget the name) is leaning. Are you confident that the engineering of your design will not have inherent structural issues. Alternatively, given location and soil types, how can you be certain this building will be able to withstand a major quake?	Robert Oliveros	Great question. Earthquake resilience is super important. We have already brought a structural engineering firm onto our team for this project even though we have not yet decided on the building type, etc. In addition we already have a geotechnical engineer providing their expertise on how to safely work with the soil conditions at this site.	Clay Toombs
45	is this project going to be conventional or modular construction?	Anonymous Attendee	It's planned as conventional	Jamileh Cannon
46	You just lost half your audience. West side lost power about five minutes ago.	Janet Fardette	Hi Janet - we have 190 people on the call, but we will let people know where to find the info if they missed some of it	Jamileh Cannon

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47	why are workbench employyee asking questions? Don't they know?	Garrett Philipp	We are answering questions, not asking them	Jamileh Cannon
48	Our neighborhood (Lower Westside) just momentarily lost electricity and I was dropped from the meeting. Missed most of the survey. May have happened to others.	Dennis	live answered	Jamileh Cannon
49	How are you going to incorporate public feedback into your plan? If the community opposes the 18 story building yet it's legal to build, will you move forward with that plan?	Maisie Ganzler	We have already received both objections to the idea of an 18 story building and a lot of enthusiastic support for it from Santa Cruz residents. That is a difficult thing to balance. Note that a very wide range of project sizes has been submitted in the two pre-proposals. We are gathering all feedback and will figure out what project can satisfy as much as possible of what we receive and be financially possible to make happen and be something we believe is in keeping of the city's and state's stated goals.	Sibley Simon
50	What are the vacancy rates of recently completed housing (e.g., Five55, Nanda)?	Anonymous Attendee	I do not have on hand those specific numbers, but in general the Santa Cruz area has one of the nation's lowest vacancy rates of long-term rental housing	Sibley Simon
51	How can residents of Santa Cruz help get this project approved as fast as possible?	Anonymous Attendee	In general, the developer and city will work through the usual process, which does take a fair amount of time. I think that one of the big variables in Santa Cruz is how many appeals happen to the project IF it is approved by staff and, for example, the planning commission. So talking to people to provide support and avoid opposition to the project that eventually gets proposed is helpful to that.	Sibley Simon
52	An SB330 public hearing is to hear from the public their opinions of the projhect, not yhour propaganda. A suvey is notopinion or concerns REALLY?	Garrett Philipp	Please bear with us Garrett. We are trying this out since there are almost 200 people on the call. A survey is a good way for us to understand where people are coming from and how they feel about different aspects of the project. There will be more project specific questions as we go along.	Jamileh Cannon
53	Thank you. I couldn't finish filling it out either.	Jennifer Goldbeck	You're welcome. We want everyone's feedback, and appreciate you taking the extra time to respond!	Clay Toombs
54	Building a taller builder favors the developer with a higher profit margin gained by building a 16 story building vs a four story building. The developer/builder does not pay for the negative effects this will have on the community, having to widen roads or build a parking structure or add or re do sidewalks will be paid by taxpayers and not the builder/developer.	Anonymous Attendee	So, bigger projects that are financially successful do result in more total dollars of return, but they also take more dollars of investment. The percentage return on each dollar isn't necessarily higher, especially because taller buildings just cost more per square foot to construct. Taller buildings allow cities to provide more homes without building longer roads and sidewalks out to more distant places. Density can be thought of as the opposite of "sprawl." Sprawl is super expensive to taxpayers because Cities then have to build roads, sewers, etc. to more distant places.	Clay Toombs
55	My guess is that you are not attempting to build something like this in someplace like Carmel. They also have affordability issues to say the least. Why not focus on that particular city, since you are obviously concerned about affordability	Robert Oliveros	Workbench is a Santa Cruz local business. Most of us live here. We also have an office in Oakland. So we focus on building housing in our back yard. We don't know the Carmel area as well as we do Santa Cruz, but we'd love for a lot more housing to be built in Carmel!	Clay Toombs

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56	<p>This development ignores an important city development standard concerning civic importance.</p> <p>On the Development Standards and Design Guideline DRAFT page 73</p> <p>G. NORTH PACIFIC AREA DEVELOPMENT STANDARDS AND DESIGN GUIDELINES</p> <p>1. Height and Stepback Requirements</p> <p>c. ....The visual impact analysis must consider the views from the mid-point of the Water Street Bridge looking toward the Mission Hill, from Mission Hill and other key locations within the City... the city doesn't want to disrupt this view!</p>	Anonymous Attendee	Thus far, the project has been submitted as a Preapplication, which limits the City's review to submittal of a prescriptive list of requirements. With the formal application, if submitted, the project's consistency with the Downtown Plan, including that provision, will be evaluated.	Tim Maier
57	<p>For reference here is the plan that has been submitted:</p> <p><a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000">https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000</a></p>	Anonymous Attendee	Thanks.	Sibley Simon
58	<p>Your "setting of the stage" is not really helping your case (and we know this information)...just because you can doesn't mean you should. Your project is out of scale and smacks of your interest in your bottom line vs the community. What is the expected profit margin on your project(s) and what are you paying your staff...how much does Tim earn?</p>	Anonymous Attendee	Respectfully, I disagree. I think it is imperative that we work to create as much sustainable housing in Santa Cruz and in other parts of CA that have been creating far more jobs than housing. I think that the scale of Santa Cruz hasn't changed in 95 years (since the tallest building in downtown was built), and that is a huge tragedy. We've preserved a greenbelt to stop sprawl (great), but not allowed the density needed to not have the least affordable housing in the nation. On your other questions - I'm sure you can understand that most people don't want their own salaries revealed. I will say that our passion is to try to find investors who will take lower returns so that projects can be more affordable. What we can accomplish in this project in that way won't be determined for quite a while.	Sibley Simon
59	<p>I get the impression that this project will be built even if the people of Santa Cruz dose not want it built. Is that true? Is there anyway we can stop it from being built.</p>	keith mchenry	Great question, Keith. Please note that the Housing Accountability Act applies to requested waivers or incentive/concessions unless creating public safety or similar concerns. However, members of the public may express concerns and provide comments. These may be included in project design related to site design, amenities, etc.	Tim Maier
60	<p>What is affordable?</p>	keith mchenry	Great question! When we talk about "Affordable Housing" we're talking about housing that is deed-restricted so that only people who qualify for rent-restricted housing. For units that are "Affordable Housing" the rent we are allowed by charge is set at 30% of a certain percentage of Area Median Income. But affordable housing is also a generic term for different ways housing can be more affordable for people. Here's a quick overview from the National Leauge of Cities <a href="https://www.nlc.org/article/2024/01/08/what-is-affordable-housing/">https://www.nlc.org/article/2024/01/08/what-is-affordable-housing/</a>	Clay Toombs
61	<p>Jamileh YOU can't be serious. Whemn does the public get to comment?</p>	Garrett Philipp		
62	<p>Why is the above moderate allocation so high compared to other income levels when it seems likely the highest need is for low and moderate income housing?</p>	John Hall	The state recognizes that ALL levels of housing are needed, not just affordable housing. In addition to new affordable homes being built, when new housing is built it becomes the housing for higher incomes and the older stock becomes the more affordable housing.	Jamileh Cannon

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63	Both Knight St and Bulkhead are small streets. As is, parking for people living at 2030 N Pacific for vendors is challenging. What are your plans to increase street parking so people living in the area can still have lives.	Sherry	Great question, Sherry. The project is not required to provide on-street parking, but staff will consider options as suggested in a larger context through consultation with the City's Public Works Department	Tim Maier
64	People who can afford \$3000, \$4000, \$5000/mo are living somewhere. They are far from homeless or needy. This is more like population shuffling. People in Silicon Valley being wooed to come to Santa Cruz. I don't know anyone who can afford market rate. Lots of new housing and nothing truly affordable for those making less than \$60 or 70k a year, never mind those making \$20k, \$30k, \$40k. This will force their rents up too. Landlords want to be competitive with the market.	Shelly D'Amour		
65	just NOTE you lost half your audience in the third survey question. Upper Westside and Lower Westside.	Deborah Elston	We will post this afterwards on the City site so people can access the survey again.	Jamileh Cannon
66	The development plans to kill two heritage redwood trees that are part of our urban forest and a focal point of this lot. Why can't you develop a building to let them live? If you can't build around healthy heritage trees, don't buy the lot.	Hil	Yes, any housing project on this site would remove the large trees. Trees that size have large root structures that extend over much of the site, so it isn't feasible to build a project that uses all or most of the site and save those trees. But consider this: if we built the same number of homes further from the City center we'd need to build a building with a larger footprint, so that would use up more open space. Santa Cruz made the smart decision to not expand into the natural open spaces around us, preserving that land for nature and recreation. We love trees, and will be planting more trees than we remove, so they provide more shade of our streets and sidewalks.	Clay Toombs
67	Your alleged concern is to make this meeting accessible to all. As a side effect, it is quite easy for you to moderate the conversation. I strongly invite you to have public meetings.	Robert Oliveros	Thanks Robert - please express what you'd like to see in public meetings to the city. We are following their requirements and guidelines. As you may know, hearings later in the process will be in person for sure. What there will be in between now and then is up the city.	Sibley Simon
68	Curious why so many people in this QA are so hostile to people trying to help our community become better for EVERYONE...?	Anonymous Attendee	Thank you!	Jamileh Cannon
69	respectfully, I don't think this audience needs "housing 101"; we are here in order to learn about the proposed development(s) and their attendant rationales. Further, I'd recommend that the presenters refrain from reading the slides.	Anonymous Attendee	Thanks. On the content side, please give feedback to the city. We have gotten other feedback that this content is needed at the beginning of a major project.	Sibley Simon
70	Urban sprawl. That is leftist for we want to destory single family homes.	Garrett Philipp	We appreciate that different folks like different kinds of housing!	Clay Toombs
71	Just can back on.....so your 1st survey is completely off!	Deborah Elston	No worries Deborah, we will post this on the City site in the coming weeks.	Jamileh Cannon
72	Will the public be ignored as was the case with the two Front Street projects and the library?	keith mchenry	Hi Keith. I think it is fair to say that all of those projects had a lot of people both supporting and opposed to the projects in general and with specific opinions about certain aspects of the projects (I know I did - they aren't exactly what I'd love most either). With respect, I don't think it's fair to say that the public was ignored - I know that some of our advocacy had some significant effects on one or more of those projects.	Sibley Simon
73	Santa Cruz is a town not a city. Urban sprawling is impossible. We have mountains on one side and the ocean on the other	Ursula Lamberson	Exactly, which is why housing needs to be built more densely in the urban core and along the corridors. This will preserve our open space.	Jamileh Cannon

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#	Question	Asker Name	Answer	Answer Name
74	In Santa Cruz I've read private equity money and UCSC growth have been main drivers of increased rentals and housing prices. What is your answer? If true all the massive development you want to do will have minimal impact on prices not add available units? In fact the area medium income will go up and up which will actually make "affordable" housing more and more expensive?	ron pomerantz	It's supply and demand. No supply and a steady increase of demand over the last 40 years has led to high housing costs.	Jamileh Cannon
75	Certain you real estate experts know that home owners have worked very hard to have their home in Santa Cruz.  There really not a house crisis this is a created problem. If there is limited supply and you can't afford to live in a coastal town then one needs to find another market where they can afford housing.  We understand how profitable this projec is for your organization but frankly you doing nothing but creating a very large carbon foot print so frankly you really do not care about the Santa Cruz environment.	Katherine	Thanks Katherine. Yes many of us have worked hard to live here in any way and/or be homeowners. I hope you understand that our disagreement on the other points are in good faith. I'm pursuing plenty of projects that are barely profitable at all as well. We also hear from many community members who agree that Santa Cruz (and coastal CA in general) need a lot more infill housing density. We understand that there is not unanimous agreement on that.	Sibley Simon
76	Really glad you are giving this context. We definitely need to go tall on some of these buildings to get to 3700 homes!	Anonymous Attendee	Thanks. We agree!	Clay Toombs
77	I'm sure you are aware that either an 8 or heaven forbid a 16 story building would cancel all sky and light for many people living across the street.	Anonymous Attendee	Thank you for this concern. As part of a formal application, impacts of the proposed project to views and shading impacts will be required to be submitted.	Tim Maier
78	Downtown Santa Cruz seems like a great place for tall buildings and more housing, is the developer building the maximum amount of units allowed on this project site?	Anonymous Attendee	We are still working through different options for height, building construction type, etc. and are listening to the community. But we agree, if not downtown, where?	Clay Toombs
79	The video is breaking up badly	lisa ekström		
80	Do you know how many homeless people will be provided an apartment at this project?	keith mchenry	We can't know that at this point. The affordable homes in the project will be filled according to fair housing laws and the County housing authority. Keed in mind that nearly 10,000 families are on the wait list for Housing Choice Vouchers (Section 8) in SC County, and that wait list has been closed since 2018! The need is tremendous! <a href="https://hacosantacruz.org/program/housing-choice-voucher-section-8-program/#wl%20info">https://hacosantacruz.org/program/housing-choice-voucher-section-8-program/#wl%20info</a>	Clay Toombs
81	Will the Rush Inn be able to be given a spot in the new development if it is approved? This is a local business since 1963 with local workers.	Anonymous Attendee	Thanks for this! We'd love to see the Rush Inn and its employees stay in Santa Cruz. We want to see local businesses and local people prosperous and having affordable housing. We'd be happy to talk with the Rush Inn folks about the future!	Clay Toombs
82	This is total an complete crap, I can harly watch. California has lost 1.5 million resident s in the last 3 years.	Garrett Philipp	Garrett - I'm not sure what you are referring to. Here is a source about the continued increase in CA population: <a href="https://www.gov.ca.gov/2024/04/30/californias-population-is-increasing/">https://www.gov.ca.gov/2024/04/30/californias-population-is-increasing/</a>	Sibley Simon
83	So you "may have institutional investors later".Can you swing this without institutional investors or no?	Robert Oliveros	This is a hard question to answer at this stage. Housing is really expensive to build, so if institutional investors can provide financing at lower rates that helps keep the cost of building the project lower, which helps keep rents lower.	Clay Toombs
84	How much longer until you start talking about the project?	Anonymous Attendee		



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85	Why are you wasting our time with this presentation which has nothing to do with the Clocktower project?	ron pomerantz	So, the parameters of the project have not been decided. What's been submitted is an SB 330 preapplication rather than a full planning submittal. We're here to get some feedback on what is important to neighbors generally, as we continue to look at design options.	Clay Toombs
86	Sibley: my IRR question stands, unanswered. I presume you have at least preliminary pro forma. When will you share this information regarding these proposed projects?	Doug Engfer	Doug, I have not looked at a pro forma for this project myself. I believe there has been very preliminary analysis of widely varying project sizes on this without any decision yet. If you'd like more information on this I suggest contacting Workbench after this meeting.	Sibley Simon
87	Housing is one thing but quality of life is a huge part of housing. Putting people in one big box with lots of little boxes dehumanizes people. You need to make design architecturally interesting and somehow individualized.	Tina	Hi Tina, we feel like we have started to design a beautiful building that will continue to develop over the planning application process. We would love your feedback on the design and during the last part of the survey.	Jamileh Cannon
88	Will this project be part of a "Smart 15 minuted city"	keith mchenry	Thanks Keith, I'd have to review all the criteria for that. Certainly I believe this is one of the most walkable locations for living in the entire Monterey Bay area.	Sibley Simon
89	Just how many parking spaces do you get with 29,884 SF? N Pacific has no additional street parking for your tenants.	Hil	There are some preliminary number for parking spaces associated with the preapplication. But that isn't the final number since the design has not been brought to the point of making a full planning submittal.	Clay Toombs
90	My comments are general in nature. The hard limit of 8pm is designed to limit public comment. This looks nothing like an SB330 hearing that I interpret as one. SB330 is 2019 temporary law that was based on a housing shortage that doesn't really exist in Santa Cruz that expires in 6 months and I wonder if in fact the developer is just banking an emergency permit application approval prior to its expiration by requesting this hearing. The recent legislation such as SB9, SB35, or this SB330 and a dozen other recent bills are what I call Sacramento corruption meets woke social engineering. The ministerial approval aspects of not meeting what are now unjustifiable unreachable RHNA housing goals are a developer lobbyist wet dream resulting in a set up to fail, you approve whatever we want land use authority stripped from local authorities and essentially handed over to developers via the state.	Garrett Philipp		
91	The aspect of very low, low and moderate affordable housing, actually socialist price controlled housing, derives from leftist ideology which believes income disparities are somehow a racial discrimination if they mean some people can't afford to live anywhere they choose. This is of course a garbage theory when in fact it is an economic issue. There is no problem with some demands of affordable housing inclusion applied uniformly as a level playing field in a narrow sense, but density bonuses are not such a level playing field, and housing goal law issued regardless of the realities of local consequences is a defect cities should actively oppose, but ours doesn't, so far. It should. Ignoring some cities are built out, there is no open land, there may not be utilities, infrastructure, water, sewage, traffic concerns, parking concerns, or the cost otherwise of living in a city is beyond very low income and so forth, are myopically defective. The state says collateral damage it's your problem.	Garrett Philipp		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
92	why not develop lots in the opal cliffs area of town? or on High street? I am sure we can add a bus stop to these wealthy neighborhoods and shove a 16 story building down their throat's.	Anonymous Attendee	I don't know how serious this question is, but there is a serious answer - city general plan and zoning, which involved years of community conversation and process.	Sibley Simon
93	Please don't read slides to us. So far this has to be the most boring meeting you could have created. There is a lot of good information which I appreciate but your method of presenting it will keep people from participating in this process and we need to participate.	Carrol Moran	Again, the goal is to provide context and allow as many people as possible to participate in the survey and the Q&A	Jamileh Cannon
94	If you build this do you think the city will stop sweeping homeless camps?	keith mchenry	Keith, I've been somewhat involved in efforts regarding homelessness in the last 15 years here and no, I don't think whether this happens or not will have an effect on how the city decides to take actions related to homelessness.	Sibley Simon
95	What other areas would be considered to place this housing? Why not towards the end of mission street instead of impacting our downtown in what I perceive to be a poorly planned eyesore with huge impacts to traffic and parking?	Laura Quick	Laura, this sounds like a planning and zoning question - a lot of work by the city has gone into where relative densities should be placed. Housing will doubtlessly be built on the corridors as well, but at lower densities as compared to downtown sites. There's been a process for many years determining these relative densities, as there is currently with the south of Laurel extension of downtown zoning being considered.	Sibley Simon
96	Are there studies to back up the claim that local policies are a large reason for higher housing costs in CA?	Annie	Yes, many	Jamileh Cannon
97	While the artist depictions of these buildings in isolation look attractive from the front, from the rear looks like the rear end of a penitentiary, are very tall, straddle most of 2 of only 3 traffic corridors to Hwy 1 from the downtown West side, and are out of keeping with this location so has me thinking I sure hope the city staff will comb over this application with a fine tooth comb for every violation of objective standards so that should the public oppose this development, it can legitimately be denied. With the little shown as a preliminary plan, and the public not versed in compliance, you can't possibly expect at this point the public to supply that information first. A bonus for the new residents is they can just walk downstairs to get a free meal at Food Not Bombs feedings.	Garrett Philipp		
98	The population has been stagnant for at least 10 years in the city, the state has lost 1.5 million people in the last 3 years, so the housing shortage emergency nature of SB300 no longer applies, but as usual Sacramento has the blinders on, I assume corruption played a role. I don't know anyone who actually prefers living in micro dense shrink-flated housing that is a no real value proposition unless they have to.	Garrett Philipp		
99	Zoning was just released and this is egregiously over height	daniel	Hi Daniel, thank you for the comment. Your concern is received. Please note that a height increase beyond that stated in the Municipal Code may be requested as an incentive/concession via State Density Bonus Law	Tim Maier
100	Have you ever attempted a project of this magnitude before?	Robert Oliveros	We do not yet know what magnitude this project will be. On the smaller end yes, on the larger end no.	Sibley Simon
101	Are you going to talk about the project?	Anonymous Attendee	Yes, we will talk about that next	Jamileh Cannon
102	has SC not met its regional housing needs?	daniel	Santa Cruz is doing great, and needs to keep up the good work in order to maintain its Pro Housing designation and be eligible for additional transit, housing and climate funding.	Jamileh Cannon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
103	What financial perks have been provided to our City Council, Mayor and City staff to greenlight this project?	keith mchenry	That's illegal and not what is happening here. The project needs to meet all applicable standards and laws	Jamileh Cannon
104	Is it POSSIBLE FOR YOU TO POST the slide with all the State Laws in 2023 on your website	Deborah Elston	We will look into that. For sure you will be able to review this on the City's site, the presentation will be posted there in the coming week or so.	Jamileh Cannon
105	Can you confirm that 'scale' is a subjective criteria, and that state law allows municipalities to use only objective standards in considering projects? Thank you	Anonymous Attendee	I may not be understanding this question correctly - if "scale" is meant as "size" or "mass" of the building, that is indeed mostly objective. The general plan and zoning have specific metrics around that that are then adjusted in certain ways by state law - we have to comply within those limits.	Sibley Simon
106	Will you be erasing my comments so they are not included in the reports that claims the public supports this project.	keith mchenry	Hello Keith, all comments will be entered as part of the public record for the project.	Tim Maier
107	The zoning allowance for this parcel is 35-50 feet, how do you justify 192 feet which is almost 4x the allowable limits?	Anonymous Attendee	Hello, great question. This comment has been relayed to the applicant. Please note that a height in excess of that stated in the Municipal Code may be requested via State Density Bonus Law, and, under the Housing Accountability Act (both State laws), the City's ability to not grant such request is limited.	Tim Maier
108	This space does not seem large enough for such a large/tall building. This will tower over any of the other buildings down here. Isn't there a different space which is more appropriate? Like the Westside? It just doesn't fit this beautiful downtown area. Things are too busy downtown as it is. I've read up above that there may not be much added parking in the building	Anonymous Attendee	It's been the case for decades that city planning has gone in the direction of having the highest density downtown, and that generally is the best approach given the amount of services that are downtown. I've loved visiting towns Santa Cruz's size that include buildings of this height in relatively small downtowns - it can clearly work well and be an environmentally sustainable way to achieve density with walkability. This is so close to so many jobs, for example, and helps work toward meeting CA's climate change goals.	Sibley Simon
109	what are the benefits for owners living adjacent to the project	Terry Robbins-Maushardt	Terry - great question. We'd really like to have as many suggestions as possible on what the ground floor commercial spaces could and should be - we'd like to improve the streetscape with this project and provide commercial uses that people appreciate being there.	Sibley Simon
110	Will people with a misdemeanor conviction be able to rent an apartment here?	keith mchenry	Hi Keith, great question. At this point, the projects are conceptual in nature, and information related to leasing, etc. have not been worked out. This question will be relayed to the applicant.	Tim Maier
111	Sure, we need housing at all income levels, Jamileh. I'm asking why the allocation is disproportionate.	John Hall	John, building brand new housing with all the requirements is extremely expensive - hence if not built with public funds, the only way to get a project is to have most of the housing at a relatively high market rate. This soaks up demand, though, which slows or can even stop the increase in rent on older housing (see Oakland in recent years, and many other examples). Other than a ton of public funding that doesn't exist, that's the way to meet the supply issue - of course we will continue to seek investors who would enable more affordability.	Sibley Simon
112	The proposed parking spaces are 78 out of 260 units available.	Andrea Cody	Andrea, you are referring to what was in just one of the pre-applications that were submitted. The other was smaller with less parking. Neither is a full concept / full proposal. A lot of design and decisions will need to happen before an actual full proposal is submitted to the city. It may have much less parking or not. The city asked us to do this meeting very early in the process and we will be continuing to gather information to help make those decisions.	Sibley Simon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
113	As a renter, the new buildings are only making rents go up. The new building at Pacific and Laurel is going for 5k a unit. How does it help the local economy to price out workers? How do you expect the economy to flourish if people are spending all of their money on rent?	Anonymous Attendee	It takes a lot more housing than one new building to slow down rent increases. Yes, the new buildings will be more expensive, but they will also allow people with the means to move into these buildings and free up older housing stock	Jamileh Cannon
114	Curious why so many people in this QA are so hostile to people trying to help our community become better for EVERYONE...? anonymous?	daniel	Thank you for your support Daniel!	Jamileh Cannon
115	For reference this is the plan that has been submitted: <a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000">https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000</a>	Anonymous Attendee	Thanks.	Sibley Simon
116	Can you clarify your complment with the "15 minute Smart City" policies?	keith mchenry	Hi Keith, I'm not familiar with these but will definitely look into them.	Jamileh Cannon
117	If the current building height limit is 35 feet, and density bonus gives you 100% increase, why isnt the maximun height of your project 70 feet?	Gillian Greensite	Hi Gillian, great question. The maximum increase of 100% applies to the number of residential units allowable. A height increase may be requested via a waiver or incentive/concession under State Density Bonus Law.	Tim Maier
118	If Santa Cruz is "your backyard", isn't Watsonville also your backyard? Why not build this there? If nothing else, wouldn't the land coats be less expensive? As such, given that affordability issues are a driving force for you and your company, wouldn't the end product be more affordable?	Robert Oliveros	We are also working on projects in watsonville and Salinas.	Jamileh Cannon
119	Are people from the West Side who terrorize the homeless allowed to participate in this chat?	keith mchenry	Hi Keith, all members of the public have been invited to participate in this meeting	Tim Maier
120	How would you prevent many of the units be scooped up by UCSC students?	Stanhope Cunningham	We wouldn't. We antipicate there will be a wide variety of occupants in this building.	Jamileh Cannon
121	18 stories behind the clock tower? This is erecting a big boner that will stand out just like one.	Garrett Philipp		
122	Wait does Tim work for workbench?	daniel	Tim Gordin works for Workbench. Tim Maier is the Senior Planner with the City.	Jamileh Cannon
123	Will Food Not Bombs be free to use the water and electricity from the building and will you be providing seating for our guests?	keith mchenry	We haven't dug into details like this, but would be happy to meet and discuss.	Jamileh Cannon
124	More threats, just like the Food Bin project.	Garrett Philipp	No threats. Just facts	Jamileh Cannon
125	This is what the community needs, growth and density is future of Santa Cruz. Not everyone was able to buy a house in the 70s for 50k. Us youngins need affordable housing too	Anonymous Attendee	Great point. Different people need different types of housing. As our communities grow, we need more housing that is built more densely, or we'd have to build out into the natural open spaces that we want to preserve.	Clay Toombs
126	John Laird lives in Opal Cliffs, I am not sure what part of town our elected Board of Supervisors live, however, I am curious if they live within a 1/2 mile of a bus stop and have one of these monstrosity developments being built on their street. The rich neighborhoods seem to come out unscathed from developments like this one.	Anonymous Attendee		
127	Is your project already financed?	Anonymous Attendee	No not yet. There is a lot of work to put together the financing for both versions of the proposed project.	Jamileh Cannon
128	What is your current view/estimate of the "types" of renters occupying the new property.... This is a poor attempt at asking "Is this predominately for UCSC student housing, cause they can't handle their students on campus and continue to grow", or do you see "families", "single occupancy adult workers" etc...	Mike Foster	We don't anticipate it to be primarily for students. There are a lot of hosing projects curretnly propsoed on the West side that would be slightly closer for them. We are really gearing this building for a mix of occupants.	Jamileh Cannon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
129	My understanding is the proposed development site's zoning allows for 3 stories. Using density bonus at most you can double the height which gets at most 6 stories. How can Workbench propose an 18 story project with a straight face, let alone the 8 story alternative? What is this development's real proposal- 18 story or 8 story multiuse development? How many projects can be submitted to the City for the same site?	ron pomerantz	Hi Ron, thanks for those questions. It is allowable for multiple concepts to be submitted for the same site. This approach is taken pretty commonly in major development project applications.	Tim Maier
130	Will Workbench denounce the cruelty of the city against the homeless and push for laws that end this torment in exchange for buliding this tower?	keith mchenry	Hi again Keith, we would be happy to talk more about this with you.	Jamileh Cannon
131	change does not require over 100 ft of concrete buildings	daniel		
132	I understand that legally this apartment may be above board. However, as a city, the lack of parking and rapid growth downtown are questionable. Can we wait to see if the apartents already going up get filled? Who will handle security around this building?	Becky	Becky, thanks for your points. Just from my own point of view - we waited decades in this town without building much housing, which got us into this mess along with so much of CA. hence the city's planning and state laws that are meant to help us catch up in amount of housing that would have been much better to build gradually over many years. This won't get funded if there isn't extremely high confidence that it will get filled. Property management will have a security service/infrastructure, but what that will be on this project is several years in the future at least.	Sibley Simon
133	Given the central importance of the town clock to community life in Santa Cruz, what can and will you do to make sure the project is a fitting architectural contribution to forging community?	John Hall	Thanks John. This is a key question we are trying to gather more information and ideas on. We absolutely want a project to work here well with the community use of the Clocktower park and area. Personally I'd love most if the city would agree to close Knight St and add that to the park, for example, and the project could help with that. Let's advocate for it! :-). Our design team is certainly working on this from an architectural design point of view.	Sibley Simon
134	These buildings, in both size and design, are changing the look and ambiance of Santa Cruz for the worse. The apartment buildings downtown look like they came out of a catalog. They don't look like Santa Cruz. They look like San Jose.	Shelly D'Amour	Thanks for that perspective. I'd reply that downtown has many different architectural styles. It isn't all the same. It is one of the things I think a lot of people like about our downtown.	Clay Toombs
135	It is amazing that a local developer is presenting this information. Why isn't our State legislators who did this present this information to us? We are hear to here about the project. This developer is taking advantage of these new laws and the expectation that developers will be reasonable but it has been found that they have carte blanche. The premises that these laws are being based on are being questioned in court and that is a long and expensive process.	Candace B.		
136	You are asking for feed back but since everyone I know is upset that this is happening will you abondoned the project?	keith mchenry	Thanks Keith. We have also received MANY positive comments and support from people we don't know in the community who are encouraging us to get this project done. Some are on the meeting today as well based on the submitted comments.	Sibley Simon
137	Yes we do need the QR code	Deborah Elston		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
138	There are 2 plans submitted, one for the 8 story which is 174 apartments and the second which is the 16 story plan that has 260 apartments. If it is double the height why isn't it double the apartments? Also considering that both plans, they still only allot 78 parking spaces.	Anonymous Attendee	Both of the plans are SB 330 preapplications which means that their primary purpose is to set a date that "locks in" the local laws that apply to the development. That allows us to explore different designs and get your feedback. The design process takes a long time, and we need to know what the rules are that apply to the project and have those rules be stable as we work through the design. The two different applications let us look at a wide range of different unit counts as we work through the design.	Clay Toombs
139	Okay, it's 7:25 and Tim has FINALLY started to pivot to talking about the project. Oh wait! Another 5-10 minute survey! GREAT! Suggesting that the City has suggested that this throat-clearing consume the first hour of a 1-1/2 hour presentation is a bit disingenuous. Feels to us like the presenters are looking to avoid the topic at hand....	Anonymous Attendee	Hi, please note that tonight's meeting represents the first of several meetings on the project. Future meetings will allot a larger share of time to Q&A.	Tim Maier
140	So are you saying you are handcuffed in regard to having public meetings? That you cannot have public meetings about this without the go-ahead from the city?	Robert Oliveros	Hi Robert, would you please clarify your question? Multiple public outreach meetings can be held. SB330 (a State law) limits the total number of public hearings related to the project to five.	Tim Maier
141	Only choose one answer when there are so many reasons>>>>>not good	Deborah Elston		
142	There is no lack of housing supply, Hust income to afford it.	Garrett Philipp		
143	how many of formerly homeless individuals current occupy your other developments	dkrem	The majority of our completed developments where we served as the developer (not only the architect) are 100% occupied by formerly homeless residents.	Sibley Simon
144	Loaded question	Deborah Elston		
145	thanks tim ... Tim Maier (City Planner) 07:24 PM Hi Daniel, thank you for the comment. Your concern is received. Please note that a height increase beyond that stated in the Municipal Code may be requested as an incentive/concession via State Density Bonus Law	daniel		
146	The Embassy Suites building in Seaside is 12 stories tall, and remains a target of derision and distain by most if not all locals. I can't help but feeling that your 18 story project, while forever defacing our little town's picturesque charm, will forever be the target of the same derision and distain. I honestly hope this project is not approved as it is currently rendered.	Anonymous Attendee		
147	What is the absorption rate given the huge number of new rental units being build	dkrem	Absorption rate, for those who don't know, is essentially how many homes are expected to be rented each month. If a project has 120 units and expects to "absorb" (i.e. have signed leases on) 12 units per month, the project takes 10 months to lease up. The demand for housing in Santa Cruz so far exceeds the supply that we expect this project, whatever its size to absorb in less than 12 months.	Clay Toombs
148	how does that change things	daniel		
149	Are you going to talk about the project?	Anonymous Attendee		
150	Again, the population has not increased ion over 10 years. PLENTY of housing. Just no income.	Garrett Philipp		
151	We are not required to produce housing. Period. It;s just a FHNA goal	Garrett Philipp		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
152	Do we really think that the homeless population will be the one who will be moving into these high rise apartment buildings? How are these expensive homes going to help the homeless?  Also, why add more retail/commercial space when there are so many empty store fronts on Pacific Avenue?	Susan Moren		
153	I think this project would be more likely to be supported if in terms of height it was more human scale. 18 stories is huge. 5 stories is reasonable.	Anonymous Attendee	I've found other places of Santa Cruz's size with 18 stories mixed in with smaller buildings to be wonderful places. There's many different opinions on whether a smaller number of taller buildings or a larger number of shorter buildings throughout more of the city should be created - ultimately most of the control of that is up to the city planning process. The general plan and zoning has long put more relative density in the downtown.	Sibley Simon
154	Just because you build more housing, if 100% of the 100% density bonus is market rate, you will be diminishing the percentage of affordable units, creating a feudal system with a higherarchy that prevents renters from every being able to save money to buy their own home. they will be trapped in a system that supports 90 % of new housing being far out of reach of the ordinary person. Think about it. right now, you can make \$120,000+ and qualify for the "affordable units". Making use of Density Bonus Law is MAKING THE PROBLEM WORSE - NOT BETTER.	Susan Monheit	Hi Susan, thanks so much for the comment. Please note that the City's inclusionary housing requirement pertains, regardless of the application's submittal via Density Bonus Law. That is, 20% of the units must be provided as affordable via Municipal Code Chapter 24.16	Tim Maier
155	no measure m would not	daniel		
156	do you think these qustions are phrased with intended bias.	Terry Robbins-Maushardt	Everyone has a perspective, and we really appreciate people sharing their perspectives. The world would be a pretty boring place if we all had the same perspective and all agreed with each other!!	Clay Toombs
157	it doesnt need to	daniel		
158	zoning already closes it off	daniel		
159	I suspect some of the opposition to this project would be from long time and moneyed Santa Cruz residents that already own property and may see this project as a loss of the small town sleepy beach town they remember. How do you bring them on board to the idea of increasing density in the downtown area is a net benefit to their interests, considering the potential drawback?	Anonymous Attendee	Every new housing project changes the City to some degree. Some people will welcome the change, others will oppose the change. Here are some benefits of building more dense housing in walkable, bikable places close to lots of businesses and amenities: 1. More housing brings more foot-traffic to the downtown area, supporting local businesses 2. More people living in a dense neighborhood close to amenties encourages walking, biking, and use of public transit, which helps our climate 3. More housing built downtown in taller buildings, means less need for housing in less-dense neighborhoods and less need for homes built on land that's currently undeveloped. These are things that everyone in Santa Cruz benefits from.	Clay Toombs
160	multiple choice, YOUR choices only, are crap	Garrett Philipp		
161	For reference here is the plan that has been submitted: <a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000">https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000</a>	Anonymous Attendee		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
162	Why wouldn't Measure M have applied to this project?	Anonymous Attendee	The short answer is no. And keep in mind that most people who voted voted against Measure M. We think Measure M would have reduced future housing development, if it had been passed and implemented.	Clay Toombs
163	We've been waiting to hear about the project for 1 hour!	Dennis		
164	I would like this type of community meeting to be in person, also alot of these survey questions feel like a test? We have been on for an hour and haven't talked about the project at all yet?	WindyR	Hi WindyR, thanks for the feedback. This sentiment has been stated quite frequently. City staff will work with the applicant to encourage that at least one-in person meeting be held. If/when such is scheduled, public outreach will be provided.	Tim Maier
165	My question is not being answered. Why not consider upper mission/ swift street area? What other areas in Santa Cruz were considered?	Laura Quick	Workbench and other developers are constantly looking for other places to build housing in Santa Cruz and the surrounding county and Cities. We develop on sites where the laws allow us to build and where it's economically feasible.	Clay Toombs
166	We're an hour in and you haven't told us about this project. Only proven that you can do whatever you want.	Anonymous Attendee		
167	Santa Cruz will become a traffic nightmare - made worse by tourist traffic and beach-goers. Even so - building heights have a huge effect on neighborhoods, even urban(ish) ones.	Anonymous Attendee	Our goal is to alleviate traffic by helping more people live with fewer cars and closer to where they work.	Sibley Simon
168	how often you hang out in downtown SC Omar?	daniel	Omar works in Downtown Santa Cruz and hangs out here quite often.	Jamileh Cannon
169	The following answer seems to assume that the people occupying new expensive housing will be from Santa Cruz rather than wealthy people moving to Santa Cruz.  Why is that not a questionable assumption?  It takes a lot more housing than one new building to slow down rent increases. Yes, the new buildings will be more expensive, but they will also allow people with the means to move into these buildings and free up older housing stock	John Hall	Hi John, new people ARE moving to Santa Cruz, as has been the case since the gold rush. That is a part of the demand for sure. For multifamily rental housing, those moving into it tend to be a mix of people already here and others who had already decided to come to Santa Cruz whether for a job or school or another reason. We've continued gathering information that we can, and we can't find evidence that mulfitamily rental housing induces more people to move here, which is not the case for new jobs. There are exceptsion to everything, but as a general rule, the supply will help address demand that would take place regardless. Many studies have shown that that helps fee up older housing stock, as you wrote.	Sibley Simon
170	If all UCSC students in their first two years were required to live on campus... how much would that allievate the SC housing crunch? Any idea on this?	Mike Foster	We don't have the stats to answer this at this time, but it is an interesting question.	Jamileh Cannon
171	Why can'	Christine Marie~Santa Cruz		
172	I think safety should be a part of these survey's . That area of Pacific is not an area I would take my child. It doesn't matter how affordable it is if it isn't safe.	Becky	Hi Becky, thank you for the comment. Circulation and traffic safety are reviewed as part of any proposed development project. City staff will review these aspects of the proposal.	Tim Maier
173	There has been several new tall mix use buildings like this already planned and/or built, yet I haven't heard anything about how much water will be needed for all this housing and how the City plans to provide it?	Anonymous Attendee	For every new development, the project has to obtain what's called a "will-serve" letter from the water and sewer provider. Those tell us that there is enough capacity to serve the project. The City's general plan also has information on how it will provide water and sewer to new development. If you are interested in more details, reach out to the City. They're great about pointing folks in the right direction to get these types of questions answered.	Clay Toombs
174	As a teacher (limited income) and renter I am concerned about this project simply attracting new high income renters from over the hill, not actually providing housing for local residents. Are there any plans to restrict units to Santa Cruz residents ?	Katie Payne	Hi Katie, great question. This concern will be relayed to the project applicant.	Tim Maier



**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
175	The app stopped. I had previously asked a lot of questions. I cannot see my questions. How can they be pulled up again?	Robert Oliveros	live answered	Elizabeth Bishop
176	Without rental policies, these housing units may be stand-in for UCSC dormitories.	Anonymous Attendee		
177	The SB330 preliminary applicaiton process IS eemed comple when	Garrett Philipp	Hi Garrett, the SB330 Preapplication has been deemed complete, because, per State law, all reuquired submittal items have been provided.	Tim Maier
178	So, Sibley, youre saying it wont improve the area?	daniel	I am not sure what this refers to.	Sibley Simon
179	With the notion that your project may happen, selling prices in our community have already gone down by \$100K.	Anonymous Attendee	Great! Our goal of creating more affordable housing is already happening.	Jamileh Cannon
180	Great project! Does this project block views of/from Mission Hill?	JT	Hi JT, thanks for the question. Impacts to view of Mission Hill will be evaluated as part of a formal application, if/when submitted	Tim Maier
181	Here is the downtown plan: <a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99286">https://www.cityofsantacruz.com/home/showpublisheddocument/99286</a>	Andrea Cody	Thanks.	Sibley Simon
182	Would the project include secure bike storage?	Theo Kell	Yes!	Elizabeth Bishop
183	why aren't you mentioning the 70 unit complex directly adjnacent and in front of the proposed project at 2030 N pacific? We are a diverse established and diverse community.	Terry Robbins-Maushardt	Thanks Terry!	Sibley Simon
184	site characteristics, the planned project, certain environmental concerns, facts related to any potential density bonus, certain coastal zone-specific concerns, the number of units to be demolished and the location of recorded public easements.	Garrett Philipp		
185	Omar out of touch, the people that afford that place driving to san jose	daniel		
186	Since the Downtwon Plan ignored the input of the people who live downtown is it reasonable to use a plan created by developers so they can build huge ugly buildings is it reasonable to use it to promote this project.	keith mchenry		
187	Why can't this be built where library is?	Anonymous Attendee	Hello, the Library Project site will provide over 100 afforable housing units. The two lots (Library site and the subject site) are owned by different parties.	Tim Maier
188	A 60+ minuite propaganda session is not part of that	Garrett Philipp		
189	Please address how this buildig addresses the transportation needs of elderly people and differently abled people.	Anonymous Attendee	Great question. Elderly and differently abled people often use public transportation and they benefit from our American's with Disabilities Act (ADA) that requires developers to build homes that are adaptable for differently abled folks. Newer projects meet all those ADA requirements and make ADA improvements to surrounding sidewalks, etc. if necessary.	Clay Toombs
190	You're showing what's on your site and the Clock Tower but NOT the homes on the other side which will be highly effected.	Anonymous Attendee	We hear you and we'd like to meet with the neighbors behind us once we've had this community meeting.	Jamileh Cannon
191	Where did you get your statistics about people wanting to live carless lives. How does this change in inclement weather?	Anonymous Attendee	I answered the first part previously, but I'll say that I've lived in Santa Cruz 17 years and have yet to see weather I didn't bike in. That said, people get things delivered, some people work some from home, some of our developments are including parking that goes with shared vehicles, and various other ways to deal with rare specific times when people don't want to walk, bus, or bike.	Sibley Simon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
192	What if you have kids dogs groceries?	Anonymous Attendee	Awesome! Those are three of my favorite things! And the folks that live downtown that I see out and about every day have kids, walk their dogs, and buy groceries right here in downtown.	Clay Toombs
193	omar has not lived in santa cruz ... also doesnt realize new leaf is moving	daniel	Omar has lived in Santa Cruz.	Jamileh Cannon
194	In regard to my question, you say you are building in Salinas and Watsonville. While Carmel is not your backyard, Salinas IS your backyard. Hmmmm.	Robert Oliveros	We don't have any projects in Carmel, yet.	Jamileh Cannon
195	Have the local business community decided to focus on those that will live downtown rather than those that do not and may not use a bike in all cases especially at early or late hours? 95% of people have a car....	Candace B.		
196	wrong	daniel		
197	Really worried about the congestion and traffic. It's not realistic to think that someone is not going to have a car and need a parking space just because they live downtown.	Anonymous Attendee	We hear you and we feel strongly that a major part of the solution to CA's housing supply crisis and climate action goals is to add much more density in downtowns designed to support living without cars. The other goal is to reduce the region's traffic by having more people live near where they work. State law also pushes for both of those goals.	Jamileh Cannon
198	78 parking spots for both the 192 foot plan and 104 foot plan.	Anonymous Attendee		
199	Will the surveillance feature of the 15 minuted Smart City program as is the case in other cities be included with this project? .	keith mchenry	Hi keith - I'm not familiar with all of the nuances of the 15 minute Smart City, but will definitely look into it.	Jamileh Cannon
200	we do not have bart, and unfortunately people tend to have cars	Anonymous Attendee		
201	Building walkable and bikeable cities is a great idea, but many of your assumptions are either/or when it comes to car ownership. I bought where I did because I wanted to be able to walk downtown. But I'm not going to walk or bike or take a bus to stock up at Costco, shop at Whole Foods, get to my medical provider, visit friends over the hill, or go to state parks. I would like to see a survey of a set of people who are representative of the tenants you anticipate asking them about car ownership and car use so that you can be realistic in your impact survey. I would also like to know what your ratio of parking spaces to units is. I've played around with some baselines online, and I come up with roughly one space per two units. It is likely that there will be units with more than one person, and that in many cases they will have more than one car.	Karen Ruheder	There will be some questions in the next survey about car ownership, car share etc.	Jamileh Cannon
202	It will be hard to support this project if it doesn't use union labor. BTW - with regard to transparent salaries, labor unions tend to result in greater transparency around wages.	Anonymous Attendee	Understood, we just aren't at that phase of the project yet where we are making this decision	Jamileh Cannon
203	So far you have met ZERO of SB330 requirements for a preliminary public hearing.	Garrett Philipp	Hi Garrett, tonight's meeting is a public outreach meeting. Public hearings held via SB330 will take place following submittal of a complete formal application.	Tim Maier
204	Mission Hill is iconic and will that be blocked by this project for everyone to see? Isn't the Mission Hill a historic district and is it not protected as a viewshed also?	Candace B.	Hi Candace, the Downtown Plan requires that impacts of projects to views to Mission Hill be evaluated. This will be a necessary step following submittal of a formal application.	Tim Maier
205	How does 18 stories fit into Downtown SC?	Anonymous Attendee	It finally gets us past the Palomar, which was built 95 years ago!	Sibley Simon
206	lol, i copied a statement and the untrained AI (or idiot) Jamileh, said thank you for support!!	daniel		
207	I am not in support, Jamileh	daniel		

## Q&A Report, 2020 N. Pacific Ave, Community Meeting

#	Question	Asker Name	Answer	Answer Name
208	Since this is a "15 minute smart city" project will you be including smart meters and other digital monitoring of those living in the project.	keith mchenry	I'm not sure what that means, Keith.	Sibley Simon
209	Is the 16-story proposal fully malleable within the law of California?	Anonymous Attendee	Yes	Jamileh Cannon
210	Is it possible to stop this project?	keith mchenry	It's not possible to stop it, but we are very open to your constructive feedback and to making improvements.	Jamileh Cannon
211	This project seems well thought out and the team seems committed to bettering a place that is their home too. Thanks for sharing the design ideas, great part of the presentation. When would this project get started?	Anonymous Attendee	Hello, please note that the project would be required to obtain all necessary entitlements (permits) and the obtain Building Permits prior to project construction.	Tim Maier
212	no clay	daniel		
213	we arent falling for that garbage	daniel		
214	Tourists without cars?	Anonymous Attendee		
215	HOW do you understand the gravity of this site? This isn't coming across as credible.	lisa ekström		
216	aint no one saying 'Tim Maier (City Planner) 07:24 PM Hi Daniel, thank you for the comment. Your concern is received. Please note that a height increase beyond that stated in the Municipal Code may be requested as an incentive/concession via State Density Bonus Law'	daniel	Please clarify your question/comment.	Tim Maier
217	What will studio rent be for " low income" unit?	Joan Peterson	Currently the rent in Santa Cruz county for a "low income" studio is \$1,729 either including utilities or with an allowance for utilities that reduces that rent number.	Clay Toombs
218	Are the tourists riding their bikes here?	Anonymous Attendee		
219	Is this webinar designed to make a claim that the public had an opportunity have input even if we really have no say in the future of downtown?	keith mchenry	No.	Sibley Simon
220	Here is the downtown plan: <a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99286">https://www.cityofsantacruz.com/home/showpublisheddocument/99286</a>	Anonymous Attendee		
221	Those photos of inspirational buildings are 5-6 stories high.	Anonymous Attendee		
222	I used public transportation throughout my childhood on the east coast. This was possible for my single mother with 4 children because there was public transportation not reliant on the flow of automobile traffic. I think you need to consider residents who need cars to reach county destinations because they work more than one job, have to take children to school and childcare and may also care for family elders. It is not possible here in these circumstances to rely on public transportation to manage a busy life in a city of this size. I think the "no cars" argument may apply to students, young professionals without children and some but not all seniors. Something to consider.	Anonymous Attendee	Definitely, it won't work for everyone, but it will work for a lot of people.	Jamileh Cannon
223	Keith is right ... Jamileh speaking crap ... it aint gonna happen	daniel		
224	The info provided does not support rental vacancies in downtown. Five 55 Pacific has 9 vacancies, according to Apartment.com According to Zillow, it has 11 vacancies.	Natalie Goff		
225	it hasnt started	daniel		
226	How is this project unstoppable? Who got paid off?	Anonymous Attendee		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
227	no one wants an 8 story concession	daniel	I've had quite a few community members come up to me since this was submitted who do.	Sibley Simon
228	I do not have anyway to fill this in.	keith mchenry		
229	food and dining	daniel	Thanks.	Sibley Simon
230	we aint need your crappy buildings with trees lacking roots	daniel		
231	Why isn't entertainment an option on this page?	Dennis	Great comment! We will add that when we publish the survey. Thank you.	Jamileh Cannon
232	There needs to be an other option to get the real picture	Becky		
233	The cost of the majority of apartments will be too expensive for long time locals. So the argument that it will provide "affordable" housing for them is a sham. The idea that you need very little parking is absurd. What about retirees that can't walk far, young parents that need to drive children to school, tech employees that need to commute. It's impractical to have so little parking. And what if a tenant has a guest? It would tower above the surrounding town and stick out like a sore thumb!	Mercy La Barba	Hi Mercy, great questions. Please note that the State passed AB2097, which allows projects within a half-mile of major transit (such as this project site) not be required to provide any parking. Any parking provided with the project application is included voluntarily.	Tim Maier
234	Ever been to Santa Barbara... Crete... Paris... ? It would be nice if the CITY would define "a look" that is consistent with the vibe, history, and coastal-ness of the community... Just nice to have "theme" for the city, and not all these different designs. Brings it together. IMO	Mike Foster	The City is reviewing their Objective Development Standards, this is great feedback for them! That document will really set the tone for the look and feel of projects. There is a web page dedicated to it on the City site	Jamileh Cannon
235	I'm curious how people in this chat simultaneously don't want to build new housing and say they want to deal with the homeless issue??	Anonymous Attendee	Thanks for your comment. Both of these are very complex issues for sure.	Sibley Simon
236	Biggest challenge in downtown? TRAFFIC. THAT SHOULD BE ON YOUR SURVEY, DONT YOU THINK?	Natalie Goff	We can add that in the next version. We hear a lot about parking which is why we included that one.	Jamileh Cannon
237	My surbey is no longer working	Garrett Philipp	The Workbench team will work with the city to make the survey available on the city's website after this Zoom session.	Omar Hason (Workbench)
238	Jamileh again wrong	daniel		
239	Where in this survey would we be able to express our opposition to this project?	Anonymous Attendee	Hi, you are welcome to submit comments at any point to either the project applicant or to City staff. All comments will be relayed to the applicant and included in the public record for the project.	Tim Maier
240	I live 2 1/2 blocks from the Town Clock. It takes me, on average, 7 minutes to drive down N. Pacific and get to the Post Office on a week day. Sometimes the line is all the way back to River St. The prospect of all those cars using Knight Street for the commercial enterprise, never mind all the tenants crowding into N. Pacific or Bulkhead is insane.	Shelly D'Amour	I agree! I think we should build this project for people to live without cars. I don't think we'd want cars using Knight Street. But there are a lot of factors, including funding sources that go into that. I get from that site to the edge of town on a bike in 7 minutes - various forms of active transporation is a much better fit there.	Sibley Simon
241	I lost the ability to answer the survey AGAIN.	Natalie Goff		
242	The project will be fail	daniel		
243	This is not an SB330 public heariing. It is propaganda. The planning dept needs to resign.	Garrett Philipp	Hello Garrett, tonight's meeting is not a public hearing. It's a public outreach meeting. Public hearings regarding the project will be required to be held if the project is submitted via a formal application.	Tim Maier
244	Do you think the survey questions you are asking are leading questions? Sometimes it feels like the choices are "forced."	Anonymous Attendee	The survey will be up afterward, and we'd like feedback on that for specific questions.	Sibley Simon
245	16 is insanity	Anonymous Attendee		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
246	Changing the landscape of downtown by a project of this size could impact the economic viability of Downtown....That is a high risk but you have no accountability to that impact. What are your thoughts on that issue?	Candace B.	The general response from business groups has been very supportive due to the expectation that this would help the economic viability of Downtown. We will continue to gather specific information before making project decisions.	Sibley Simon
247	That last question is an example of false either/or. You can lean towards bikes and public transportation without demonizing cars.	Karen Ruheder	We are trying to acknowledge that state analysis has shown that if we continue to be as car based we cannot meet CA's climate goals, even if those cars are electric. We are trying to help provide choices that may be a better fit for those people who CHOOSE not to have a car.	Sibley Simon
248	Can this presentation be extended (by time) in order to address all the pertinent questions asked tonight? Thanks.	Karen Menehan	Yes, we will go a little longer in order to get to more questions.	Jamileh Cannon
249	Jennifer, Clay previously answered that Workbench prefers to focus on their "backyard" when I asked why you do not attempt something of this nature in Carmel. Quite frankly, I do not see how Salinas is your backyard, while Carmel is not.	Robert Oliveros		
250	I love the design of the 16 story one!	Anonymous Attendee	Amazing! So do we!	Jamileh Cannon
251	Those pictures are not to scale. It would look very different in the small space the building would fit in.	Anonymous Attendee	We do our best to model out the city context in our 3D modeling software using google earth data. The white masses you see on the edges of the renderings are to-scale in relation to the proposed project.	Omar Hason (Workbench)
252	How did Workbench get to 16-story's? Why not 15-story's or 17-story's?	Anonymous Attendee	For this specific proposal, the building's height is a function of the number of units we are trying to achieve and the vision for the massing / design. As we refine the project and study the constructability, financial viability, etc the building could be a different height.	Omar Hason (Workbench)
253	is this Q&A going to be available to read, after this meeting?	Anonymous Attendee	Yes, it will be part of the public record that is published.	Jamileh Cannon
254	What is FAR? you keep using it.	Carrol Moran	FAR is the floor area ration. It means how much floor area of building you can have relative to the total square footage of the site.	Jamileh Cannon
255	Is there anything the city or you can do to require specific uses of the commercial space? I love this project and the density, but would love to make this project fit better for families and that requires things like more daycare/preschool close by. I would love to see some space in a project this large dedicated to that purpose so it can benefit all the new families we hope to house downtown. Thanks!	Jacob Knobel	Hi Jacob, in past mixed-used projects, conditions of approval have been added, requiring that the commercial tenant spaces provide grease traps/ventilation to allow for restaurant uses to occupy the space in the future.	Tim Maier
256	I am not interested in your goals ... I am worried about my neighbors and this fails all of us	daniel	Thanks Daniel. Our worries about our neighbors is what drove us to become housing developers, so I understand that focus at a personal level.	Sibley Simon
257	Again I get the impression you are going to build this even if most of us don't want any of these projects so is there anyway we can get you to abandon this project?	keith mchenry		
258	What about the heritage redwood trees? The project should include them.	Shelly D'Amour		
259	Poor Omar! Given < 15 minutes for the project. He's doing GREAT with the limited time he's been allocated. Would respectfully recommend a re-structuring of the presentation to be more salient as regards the project(s) at hand. Just a thought.	Anonymous Attendee	Thanks, please also provide feedback to the city on what should take place in these early-stage meetings BEFORE there are project details determined.	Sibley Simon
260	OMG. That is gross.	Natalie Goff		
261	OH, yeah ... i see lots of trees on roof tops, pretending there is going to be greenery. Where are the tree rotts going to go? into the apts?	daniel		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
262	For reference here is the plan that is "Pre-Application but inevitable": <a href="https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000">https://www.cityofsantacruz.com/home/showpublisheddocument/99168/638472349903070000</a>	Anonymous Attendee		
263	Can you explain why you are proposing two projects?	Anonymous Attendee	live answered	Tim Gordin
264	Why can't the "retail space" be parking?	Anonymous Attendee	In order to maintain a vibrant downtown area, the General Plan says that we need 'retail spaces' as well. This creates walkable communities. Thank you for the question!	Tim Gordin
265	How can we stop you from building this? This is the biggest issue facing downtown. How is this going to be harmonious? Do you believe Santa Cruz locals will live here? This doesn't look like a connection to nature as much as an assault on it. After listening to you, you all sound like you are trying to find niches to sell us something that will ruin the heart of Santa Cruz and further your careers. By including surveys it makes us feel like we have a voice, but isn't this a farce	Anonymous Attendee		
266	8 stories is enough! This project Won't help the housing crisis if low income people cannot afford it! How does this project address the housing needs of our service workers and teachers?	Joan Peterson	Thanks for your input, this project proposes more than the required amount of affordable units (in both the 174 and 260 unit scheme). Those who qualify for affordable housing in Santa Cruz will be able to rent these units at the rates defined by the state.	Omar Hason (Workbench)
267	How will there be enough water to support this?	Sue		
268	Owen Lawlor, who is is a mentor to the founders of Workbench and Jamilah in particular from public meetings, said it would take 20,000 units to reduce rents by 15% at a Chamber meeting on Don Lane's Housing Vision about 8-9 years ago...The idea of building more housing is not considering the magnitude of impact with that amount of density to impact housing costs through market-rate building. It is not considering the impact of that much density on our infrastructure and desireability as a tourist destination and also for those that live and raise a family here or go to school here.	Candace B.		
269	where is the rest of santa cruz behind your pictures? do we not matter?	daniel		
270	too bad the rendering doesn't show the surrounding buildings and impact on them	Robin Holland	These are really early stage renderings and we are starting to model out the surrounding context using google earth data. In the formal planning application we will include updated renderings and shadow studies.	Omar Hason (Workbench)
271	it looks terrible omar	daniel		
272	How are you growing trees on the roof? Curious..	Anonymous Attendee	We are still very early in the design process, but we will be working with a landscape designer and structural engineer for any planted areas on the roofs of the project.	Omar Hason (Workbench)
273	I see that i was told that this project can not be stopped an we just have to let our community have these horrific buildings so you don't really care what the people living downtown think?	keith mchenry		
274	it is impossible to get around town already	Anonymous Attendee		
275	we can enjoy the views from the right places no problem	daniel		
276	Please no on the 16 story!	Anonymous Attendee		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
277	I know mixed use is popular but at this point we need housing far more than commercial space. This could change I suppose in future but I'd rather see more housing.	Anonymous Attendee	Thank you so much for your comment!	Tim Gordin
278	Are you taking in to consideration windows that are created to minimize/eliminate birdstricks?	Tina	The City has a birdsafe glass ordinance that the design will need to follow	Jamileh Cannon
279	I think it would be great if the rooftop was a publicly open space, like in some San Francisco buildings	Theo Kell	We agree!	Jamileh Cannon
280	What do you anticipate the selling price for the units? Are the purchased units then available for rent by the owner?	Katherine	The project is proposed as a rental project, not a for-sale project.	Clay Toombs
281	I see a lot of FUD in here	daniel		
282	You have no sense of balance when seeing the level of density of that building in Santa Cruz. You act like we are in the most urban settings of major cities....You have lost it here.	Candace B.		
283	Are you going to create some views from various places, not just from the hill? I'd like to see what it looks like from a couple of blocks away on River Street where I live.	Karen Ruheder	Great question! Yes, we will continue to do studies of the project as we develop the design, including views from different areas of the city.	Elizabeth Bishop
284	16 stories is completely out of proportion for our downtown. It will completely dominate the skyline. I'm thinking of Salesforce in SF. Yuck	Trish		
285	why is the clock tower largely out of correct proportion to the building visualization?	Susan Moren		
286	Why aren't you answering my questions?	Joan Peterson		
287	The tall project is just too tall! We are not a large city! 8 stories would fit in with our town, not 16.	Anonymous Attendee	Thank you for sharing your opinion.	Elizabeth Bishop
288	Will you be encouraging the tenants to volunteer with Food Not Bombs who will be sharing meals across the street?	keith mchenry	We're in early stages now, but means of connecting with the community will be explored as we progress.	Elizabeth Bishop
289	What are the projects that are similar to the smaller version?	Robert Oliveros		
290	If this density need *in this space* is inevitable (which I doubt), why not try for historically harmonious architecture instead of aggressively modern? A rendering taking this into account/trying to appease this concern would be very helpful.	Jeni		
291	I'm a single mom with an infant and a toddler. It's pouring rain in January. With no car, how do I get groceries?	Dave		
292	had to add dirty?Not clean?	daniel		
293	you guys have terrible selections	daniel	Thank you for sharing your opinion.	Elizabeth Bishop
294	Would Food Not Bombs still be at the Clock Tower on weekends?	Anonymous Attendee	The Clock Tower park is and will remain a park for all of Santa Cruz. We hope Food Not Bombs will keep doing the great work of feeding those in need!	Clay Toombs
295	This survey is propaganda, do not give them your information.	Anonymous Attendee		
296	How long would construction take? This project seems like it would be very disruptive to downtown traffic and businesses.	Darius Mohsenin		
297	you aint gonna have enough bots to convince us 16 is ok	daniel		
298	Lovely building designs for downtown LA or Baltimore.	ron pomerantz		
299	It looks like you're building a ghetto for twenty-something bike riders. How does a senior citizen live there?	Dave		
300	check zoning btw	daniel		

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
301	seriously wrong question, aint no one on this chat gonna live there	daniel		
302	my survey doesn't work	Garrett Philipp		
303	Who will own these rental buildings, i.e. collect all that rent.  Also, what is the start time and completion time?	Anonymous Attendee		
304	To Clay: I didn't understand your answer. My question is "WHY" wouldn't Measure M have applied to this project?	Anonymous Attendee		
305	How many people of color are on your management team?	Anonymous Attendee		
306	Can you provide evidence for this statement? The majority of our completed developments where we served as the developer (not only the architect) are 100% occupied by formerly homeless residents.	Anonymous Attendee		
307	We have a lot of commercial space, and also housing, in downtown Santa Cruz that sits empty because it is too expensive. Would you be able to make this all affordable if you truly cared about Santa Cruz for its residents?	Anonymous Attendee		
308	Is there any way to assure that all the housig that has been started and is planned will NOT be for second homes, expecially for people outside of SCC or that don't become vacation rentals?  How can you deal with increased water use ?	donnaHall		
309	The 16 story version looks like it belongs in San Jose or San Francisco. How do you reply to those who say you are ruining my town?	Anonymous Attendee		
310	Menti is not taking my votes again. Thank you, Menti	Natalie Goff		
311	What will be the impact on traffic in the surrounding area? We have experienced a significant increase in traffic in the past 2-3 years as the roads currently do not support cross city flow.	Anonymous Attendee		
312	Thanks for allowing us to participate in your unpaid and unpublicized customer panel.	Anonymous Attendee		
313	How are you planning to bring people to nature with no setbacks and very little landscaping	Leslie's iPhone		
314	I am now signing off because I do have a hard stop. I hope there will be less pitch and more detail in future presentations.	Karen Ruheder		
315	I still don't understand how a waiver or waivers can get you from a zoned maximum height of 3 stories to 16 stories. Please explain in detail. Thank you,	Gillian Greensite	This is in the slides on state housing law. They will be available to review on the City's website.	Jamileh Cannon
316	Measure M was about to allowing citizens to vote on building hight. Why do you say it wasn't about building height?	Hil		
317	I am concerned about the design of the building. How much input are you willing to take from the public. Ultra modern isn't appreciated by many of us. The style of the 100% affordable building on Water Street needs to be considered. The developers listened to the neighbors and it greatly improved the design.	Richelle Noroyan	We are open to design ideas, please let us know your thoughts.	Jamileh Cannon
318	What type of emergency plan? Are you considering the impact 1989 past earthquake caused downtown?	Barbara Baker		



**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
319	You have proposed an 18 story version , as well as an 8 story model. Are we to assume that you will not pursue anything less than 8 stories?	Robert Oliveros		
320	The idea of creating a restaurant on the top floor should be considered, imagine the views of Santa Cruz!	JT	Absolutely!	Jamileh Cannon
321	A robust public transportation system doesn't exist in Santa Cruz. Building high density housing without an improvement in public transportation will have the predictable effect of increasing traffic.	Kim McCarthy	Public transit is improving here. More density supports more public transit. "Santa Cruz METRO intends to increase service by over 50 percent through the Reimagine METRO service restoration and expansion plan..." <a href="https://scmttd.com/en/agency-info/planning/reimagine-metro">https://scmttd.com/en/agency-info/planning/reimagine-metro</a>	Clay Toombs
322	How about something less industrial looking? Something that fits in more with our coastal environment. Consider more human scale design.	Anonymous Attendee	Thanks for your input! We will consider this as the project design progresses.	Omar Hason (Workbench)
323	why isnt parking an amenity there?	daniel		
324	I would be most interested in parking at the Clocktower center over any other amenity.	Anonymous Attendee		
325	TREES!	Anonymous Attendee		
326	How does the city ensure these are not all just turned into short term rentals? We move tourism.. but short term rentals are the antithesis of addresses the housing crisis.	Joshua Strebel		
327	Most of these survey questions have ZERO to do with a AB330 public meeting, maybe ALL of them	Garrett Philipp		
328	Public accessibility only invites theft.	Anonymous Attendee	This is a good point we will be considering as we continue to progress the design. Our goal is to provide and inviting space but still be realistic about security.	Omar Hason (Workbench)
329	Agree with this: I am concerned about the design of the building. How much input are you willing to take from the public. Ultra modern isn't appreciated by many of us. The style of the 100% affordable building on Water Street needs to be considered. The developers listened to the neighbors and it greatly improved the design.	Anonymous Attendee		
330	this is a very clear presentation and it is evident that a lot of effort has been put into design as well as listening to and educating the community. Thank you. I like the design. It is hard to make everyone happy but building more housing is critical.	Daniela de Sola	Thank you for your comment!	Omar Hason (Workbench)
331	yes, keep them hidden	daniel		
332	What do you estimate the purchase price of a one and a two bedroom unit?	Anonymous Attendee	This is a rental project, not a for-sale project. Rents for most units will be market-rate, meaning they will be similar to the rents charged by other similar units in the area. The Affordable Units will have rents set by the State and County.	Clay Toombs
333	It appears that you are asking all of these questions to fabricate support from the downtown community that doesn't actually exist.	Terry Robbins-Maushardt		
334	What is your time line for a huge project like this?	Anonymous Attendee		
335	I and a lot of folks I know would like a less modern design. I like the tiered look, so smaller at the top of the building.	Trish	Thanks Trish! That is great feedback	Jamileh Cannon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
336	I saw the slides on state housing laws. I didn't see the answer there. So a 500% increase in height is allowed under state law?	Gillian Greensite	What State law basically says is that the City can't restrict the height of a building in such a way that the project can't fit all of the units allowed by local and state law. So the height limit is set by the number of units allowed on the site. State law allows for a "waiver" of height limits that prevent the project from including all the units allowed.	Clay Toombs
337	it seems like you wasted time on purpose with the surveys etc	.chopsy		
338	Where is the planning department in all of this? Aren't they supposed to make all the standards violations or variances explained?	Garrett Philipp		
339	I think the 8 story building is okay and the 16 is much too tall for our city. I would be more supportive of the project if there was more affordable housing and housing for very low income people including Calworks participants.	Anonymous Attendee		
340	Will we be able to get a copy of all these questions and answers?	Susan Moren	Yes, it will be posted on the City's site sometime in the next week or so. The presentation will be as well.	Jamileh Cannon
341	Is there anyway to assure that all the housing that has been started and planned to be built will NOT be for second homes especially for people outside of SCCC or become vacation rentals.	donnahall		
342	How will you deal with increased water use? if parking is to be limited, what will the over the hill employees who have higher incomes and will buy here do to travel over for work?	Anonymous Attendee		
343	Could you please elaborate on your plans for parking, car sharing, and bike storage at the site. For example, are dedicated car share parking spaces going to be provided at the site or are these envisioned to be accessible in the larger downtown core? If spaces are made available to residents, are these spaces envisioned to be available for electric charging or made for conventional cars?  Regarding bike storage, are charging points envisioned to be provided for e-bikes for residents and what type of bike security is going to be provided given the location of the proposed structure? Are bike shares also going to be part of the proposed plan, for example, advocating for a bike share space at the clock tower park?	Anonymous Attendee	We are still very early in the design process, but we love your line of thinking!  We will be providing EV charging and ADA parking spaces and will be exploring options for on-site carshare spaces.  The design of the bike rooms are also in very early stages, but providing space for E-bike charging is a priority. Bike storage facilities will be secure and accessible only by building residents and management.	Omar Hason (Workbench)
344	Can you prioritize housing for our service workers and educators? Will there be a lease to own possibility?	Joan Peterson	Thanks for the question, we love those ideas! Both proposed projects provide more affordable units than are required for folks that qualify for affordable housing. As the project evolves we will continue to consider these opportunities to help house folks that need it most.	Omar Hason (Workbench)
345	this is an absolute eyesore and not a good space for this project	.chopsy		
346	Obviously the developers would like to build as tall as possible. That is more profitable. It is not what residents want. 16 stories is insanity. Parking and traffic is crazy already.	Anonymous Attendee		
347	Are you willing to meet in the near future with specific neighbors to answer their questions directly?	Deborah Elston	Yes definitely.	Jamileh Cannon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
348	The Palomar hotel was 8 stories, a penthouse and for a long time a 2-story high billboard. That's affectively 11 stories 95 years ago. Like our long-suppressed housing inventory, building height has been artificially stifled for many decades. Glad you're finally paying catch-up. Thank you.	Anonymous Attendee		
349	I like the design of the building it's beautiful and UNIQUE, please keep it how it is or similar	Anonymous Attendee	Thank you!	Jamileh Cannon
350	Is the model of the project to support families with children or primarily adults? Are adequate schools to accomodate the families with children.	Anonymous Attendee		
351	\$1729 as affordable for a studio is not affordable. Where did you get this number? Why do we have real estate people who stand to gain set the numbers for market rate rent?	Anonymous Attendee		
352	I'm a born and raised Santa Cruz Local. Not a single client of mine, friend of mine, or family member of mine wants this project to come to fruition. Sadly it seems like none of you care, And nothing that any of us say actually matters! How can you sleep at night when you're defacing our community and our way of life. Nobody wants this!!! Wake up! It's an insult to our intelligence and our local culture. It's an eye sore and completely over the top!	Anonymous Attendee	Thank you for sharing. We have spoken with lots of people who were born and raised here and are very excited about the project. There are lots of opinions on both sides on this issue.	Jamileh Cannon
353	yes I agree with Trish. This building will have a huge foot print ...and I would like to see a fitting design. Thank you.	Anonymous Attendee		
354	what about earthquake proofing? a lot of downtown SC fell down in the 80's	Anonymous Attendee	The project will have to meet strict building codes to comply with earthquake safe design	Jamileh Cannon
355	Issues: Space is too small for such a huge building. No Parking. Blocking condos next door.	Anonymous Attendee		
356	And is Tim a member of the planning commission while developing this and other projects?	Anonymous Attendee		
357	Have you considered having this QA time be half of the total time? where are those folks now at clock tower going to go? Could you build housing for them instead of inviting more people into SC? You're aware over half of current homeless were once SC renters? And that 1/3 of them graduated from local hi schools? And that the fastest-growing homeless segment are seniors? thank you.	russ		
358	Could you please address the transportation needs of elders and disabled people? Not everyone can ride a bike or walk. So it seems this project is for people under 40 (?)	Anonymous Attendee		
359	If you project is to be a non resident owned build who is the property management. Workbench?	Anonymous Attendee		
360	Scrap this monstosity! If anything, keep it to no more than 5 stories, with plenty of underground parking. People want cars. I don't necessarily like it, but that's just the way it is. They are buying hybrid and electric cars which are less polluting...but people want cars.	Anonymous Attendee		
361	I live near the clocktower and am looking forward to this project moving forward!	Cory	Thanks Cory!	Jamileh Cannon

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
362	I certainly would like these places sold only to people who will live in them and not just vacation rentals.	dav0	Understood, we will look into this as we continue working on the project.	Jamileh Cannon
363	That does not eliminate cars.	Anonymous Attendee		
364	To Richelle's point about Water Street, Future Housing Now, lowed the height so the viewshed was not impacted, hid the industrial equipment on top of the roof and hid in angular and tiled roof, building was set back further from the street, there was 1 space per unit rather than 1/3 to 1/2 per unit, a courtyard and cooking area, internal patios overlooking it and all in the Spanish style in honor of Villa de Branciforte...all based on public input. It is to date a very successful project and integrated into the fabric of the street and neighborhood. Consider it as a model of good development and design with context of the surrounding area.	Candace B.		
365	Car free? You mean liberty free?	Garrett Philipp		
366	You wrote: Clay Toombs (Workbench) 8:07 PM The project is proposed as a rental project, not a for-sale project.  Who will be the landlord?	Anonymous Attendee		
367	I like the balance of parking you've created. The building is so close to downtown, adding JT more parking which adds more vehicles in the city would be a negative.		Thanks JT!	Jamileh Cannon
368	Zero public comment. Got it.	Garrett Philipp		
369	Need for a car not always a choice but an unfortunate necessity in much of California. I think there is room for some locations without cars but not in all these large projects;	Anonymous Attendee		
370	Have to talked to UCSC about their housing needs/have you calculated how many occupants might be students?	Jeni		
371	With all the population growth occurring, is the city checking in with medical providers, Dominican Hospital and other crucial service providers. It takes me 8-12 weeks to get an appointment with my doctor. Is anyone or a task force looking at medical, policing, fire services and more as we grow as a city?	Richelle Noroyan		
372	Some crazy people in this chat are threatening the people working on this project claiming to know where the designers live?? Get a grip. This project will HELP Santa Cruz move into the future	Anonymous Attendee		
373	Delivery trucks and drop-off to this site is not considered from what I can tell and not in objective standards. What do you say about that impact as that is traffic-related?	Candace B.		
374	I think Santa Cruz residents need housing. Locals should be prioritized. How will you project provide housing for our children and we who struggle to live here?	Barbara Baker		
375	How many parking spaces will you build per housing unit?	ron pomerantz		
376	Will this be for UCSC students?	Kim	This housing will be available to all renters.	Omar Hason (Workbench)

**Q&A Report, 2020 N. Pacific Ave, Community Meeting**

#	Question	Asker Name	Answer	Answer Name
377	Please reconsider the amount of commercial space this project is envisioning—there are empty commercial units all around this proposed space where businesses have not survived. It’s a lovely thought to have three floors of commercial use, but if the established spaces cannot hold businesses around this proposed structure it is unlike this proposed building could do so.	Anonymous Attendee		
378	Are there examples of another city thr size of santa cruz increasing hoiusing by a similiar number of units? What was the economic impact on that city 10 years after completioon of the last project?	Bob Campbell		
379	I believe there is strong opposition to this project at the 18 story height. Quite possibly even the 8 story height. What avenues are available to the opposition to influence the outcome of this project?	Robert Oliveros		
380	Thank you for having this at a time and in a manner where so many people could participate. Great for equity!	Jocelyn Wolf	Thank you and you're welcome!	Jamileh Cannon
381	I live in a housing community of 89 households. 88 have at least 1 car and we are less than 3 blocks from the Clock tower. A “car free” environment is a fantasy. People have to go to work, and that’s not downtown.	Shelly D'Amour		
382	If lots of people like this project...have you spoken to people who live in the area that want this? I sure don’t and I am sure you can build this on the west side.	Hil		
383	Will this housing be affordable for those CURRENTLY struggling to find housing in SC?	russ		
384	is this meeting one of the 5 allowed?	Anonymous Attendee	It is one of the 5 required.	Jamileh Cannon
385	I see the same questions being asked with widely varying answers depending on who in workbench is answering them. Can this project be stopped? Yes or no	Laura Quick	No.	Jamileh Cannon
386	Will the very low income and low income units be accessible only through a lottery?	Joan Peterson		
387	What is your target market for rental tenents? Single professionals? High tech?	Anonymous Attendee		
388	For the city, could you please develop and share with local businesses and residents of the area a plan for managing traffic and construction for the many proposed (and some approved) structures that are envisioned for this local N Pacific area.	Anonymous Attendee		
389	I like the infill, more housing, car free approach. I worry about the 16 story height and the modern look not blending at all with current, exisiting buildings.	Trish		
390	are you trying to ATTRACT people to SC?	russ		
391	Where can we find/download the questions and answers in this thread? Thanks!	Jeni		