

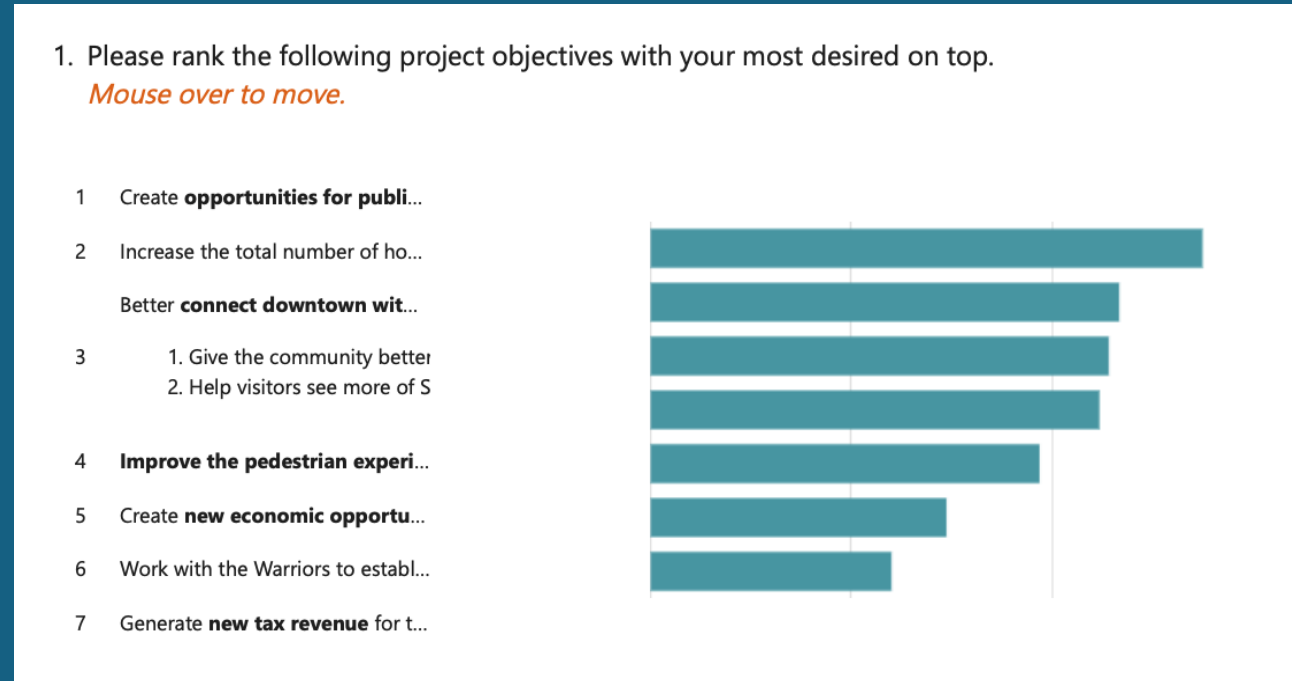
# Downtown Plan Expansion 2023 Survey Results

Survey open from August 18 through September 10, 2023

*Note: Summaries of survey responses have been analyzed using AI in addition to review by City Staff to ensure accuracy and completeness.*

Please rank the following project objectives with your most desired on top:

1. Create **opportunities for public amenities** and infrastructure such as parks, the Santa Cruz Riverwalk trail, or other spaces for community use.
2. Increase the total number of housing units that can be built in the City by **adding capacity for multi-family housing**.
3. Better **connect downtown with the river and beach areas**, which will:
  1. Give the community better access to the river and beach
  2. Help visitors see more of Santa Cruz, including its local businesses
4. Improve the pedestrian experience through thoughtful urban design measures
5. Create new economic opportunities for both businesses and workers
6. Work with the Warriors to establish land use allowances for a permanent arena
7. Generate new tax revenue for the City



This image below illustrates the existing and proposed circulation network for the area south of Laurel. The objectives are: 1) to improve pedestrian and bike access, 2) create significant public gathering spaces, and 3) improve access to and along the river.

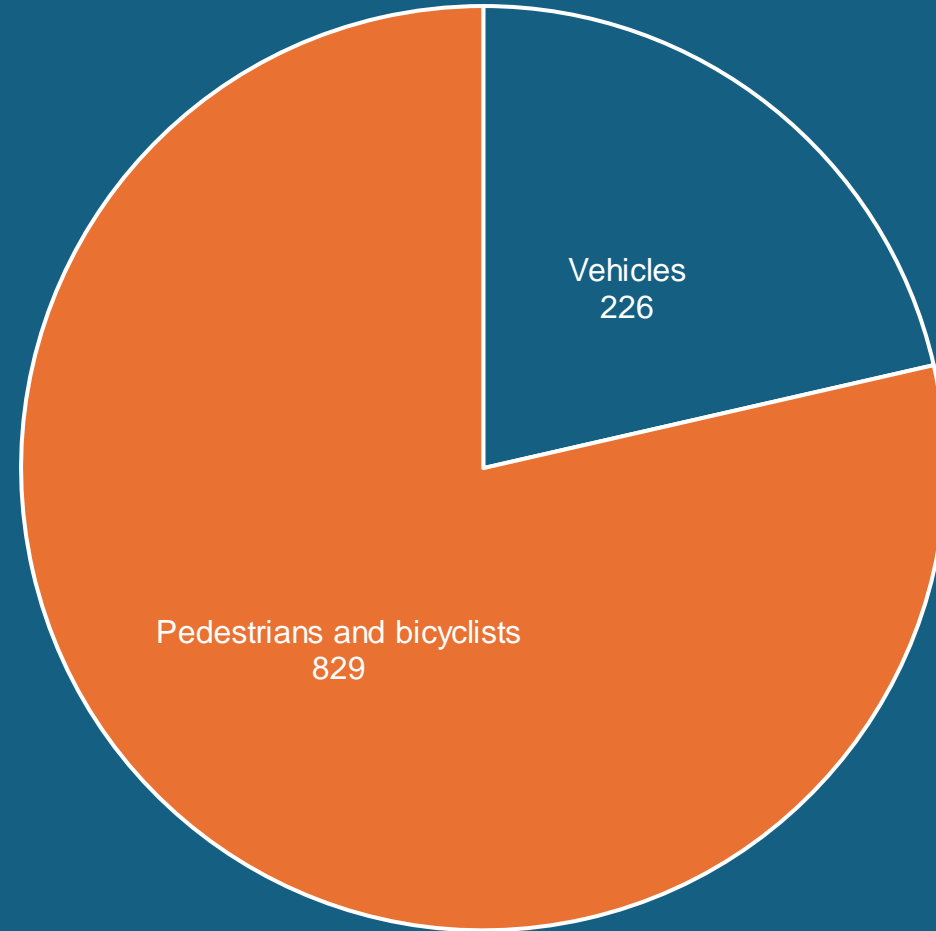
Please let us know your thoughts.

### Summarized comments:

The survey responses regarding the circulation network are largely positive, with many participants supporting the objectives to improve pedestrian and bike access. Respondents appreciate the efforts to enhance public plazas but also highlight the need to consider existing public spaces and land constraints. Overall, there's strong agreement on the proposed improvements, indicating a collective desire for a more accessible and well-connected downtown area. Some respondents call out the need for improved access to the Beach Hill neighborhood for residents.

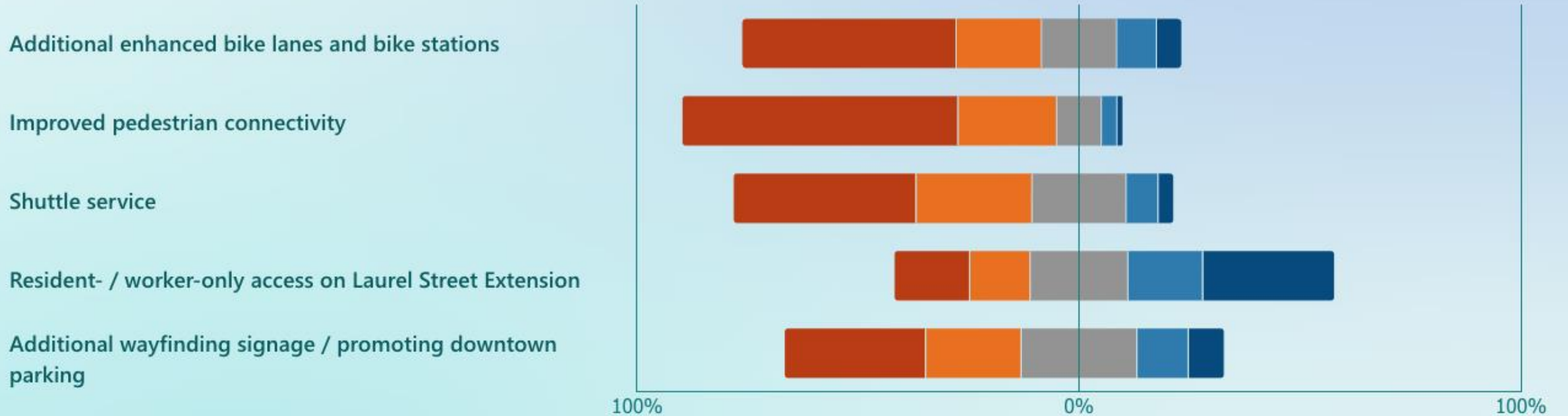


*In considering the roadway network, what should take priority?*



Please rate your support for the following strategies to provide alternatives to summer beach traffic.

Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike



*Do you have any other transportation recommendations?*

### Summarized Comments:

Feedback on transportation recommendations also included a significant number of references to the City's Homeless Response in relation to the Riverwalk. Respondents emphasize the need for better access and signage to key transportation hubs, as well as enhanced bicycle and pedestrian infrastructure. While the suggestions are constructive, they also reflect a concern for maintaining cleanliness and both real and perceived safety on the Riverwalk.

## If the Cliff Street stairs (connecting Laurel St. Extension and Cliff Street, ascending Beach Hill) were to be improved, what improvements would you like to see incorporated?

Extremely Supportive    Very Supportive    Generally Supportive    Somewhat Supportive    Not Supportive/Dislike

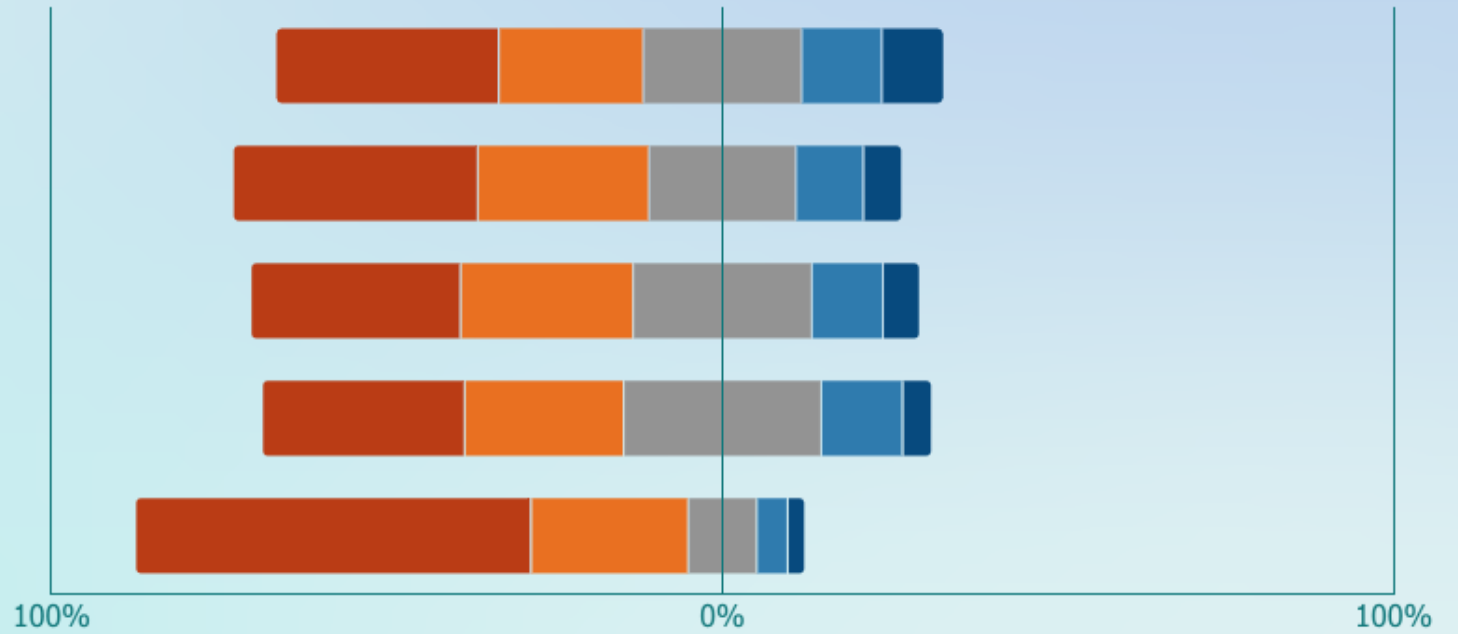
Rebuild the stairway to be more aesthetically pleasing and functional.

Add wayfinding signage to direct users to the stairs.

Upgrading the landscaping to improve aesthetics.

Upgrading the garden circle at the top of the stairs.

Improve lighting.



Are you in favor of permanently/partially closing Spruce Street to create a new public plaza from Pacific Avenue to the San Lorenzo Riverwalk?

Promoters 489

Passives 270

Detractors 306



7 of 28



Next question



## If Spruce Street is redesigned as a public plaza, what types of features would you like to see incorporated?

Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike

Sloping a portion of Spruce Street to meet the Riverwalk without stairs

Outdoor dining

Large video screen for event viewing

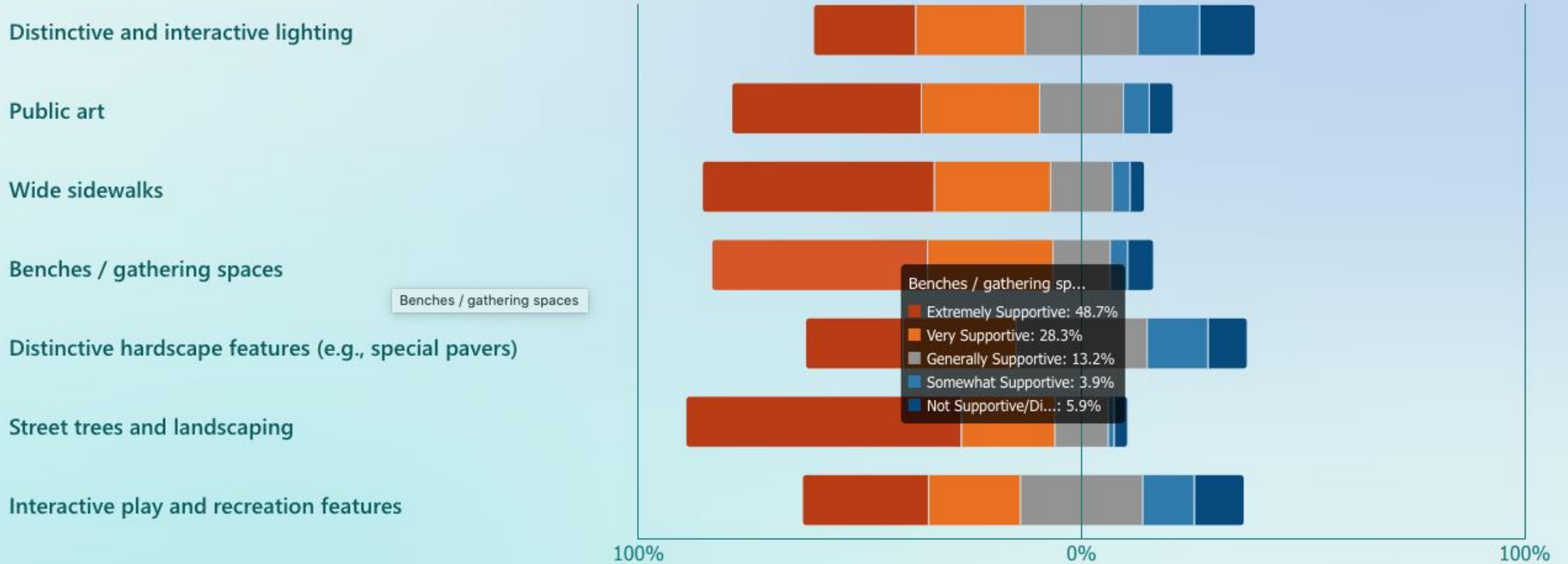
Distinctive and interactive lighting

Public art

Wide sidewalks



## If Spruce Street is redesigned as a public plaza, what types of features would you like to see incorporated?



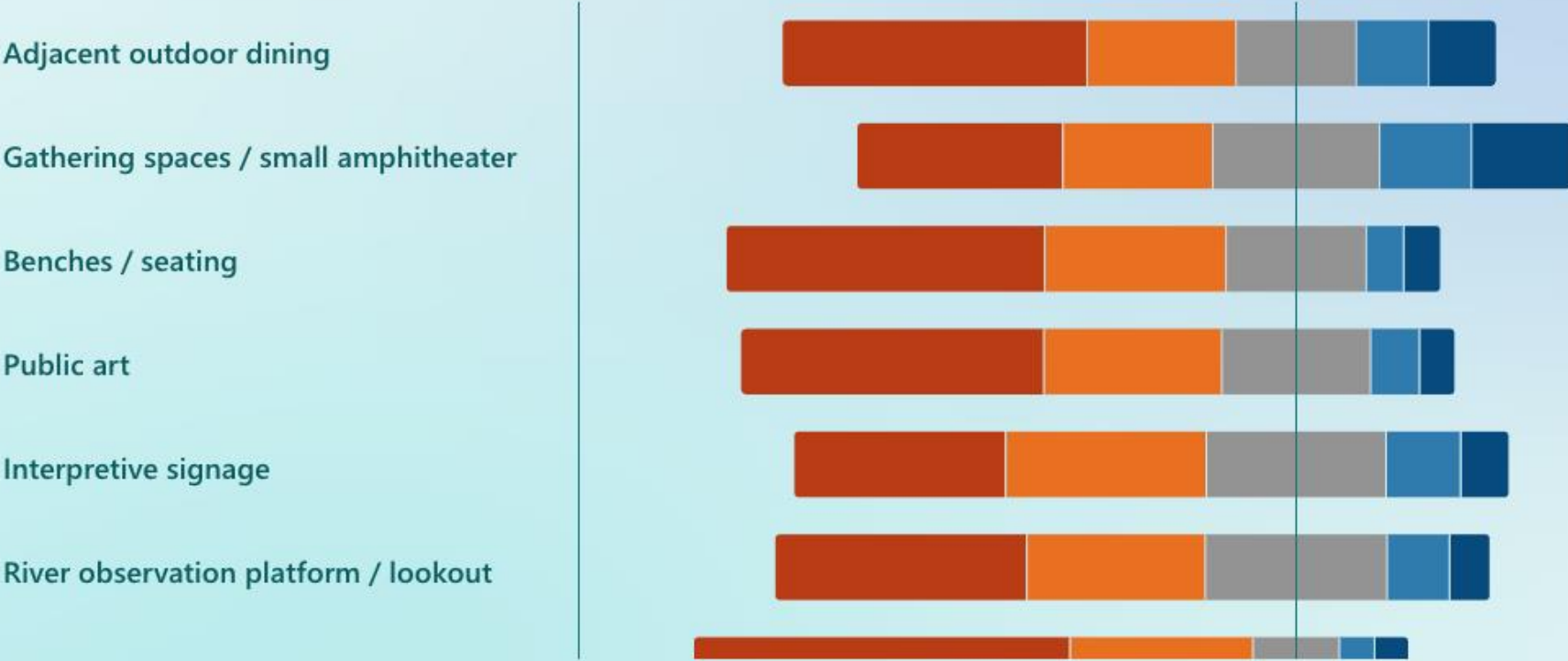
*Are there any other features you would like to see in the Spruce Street public plaza?*

### Summarized Comments:

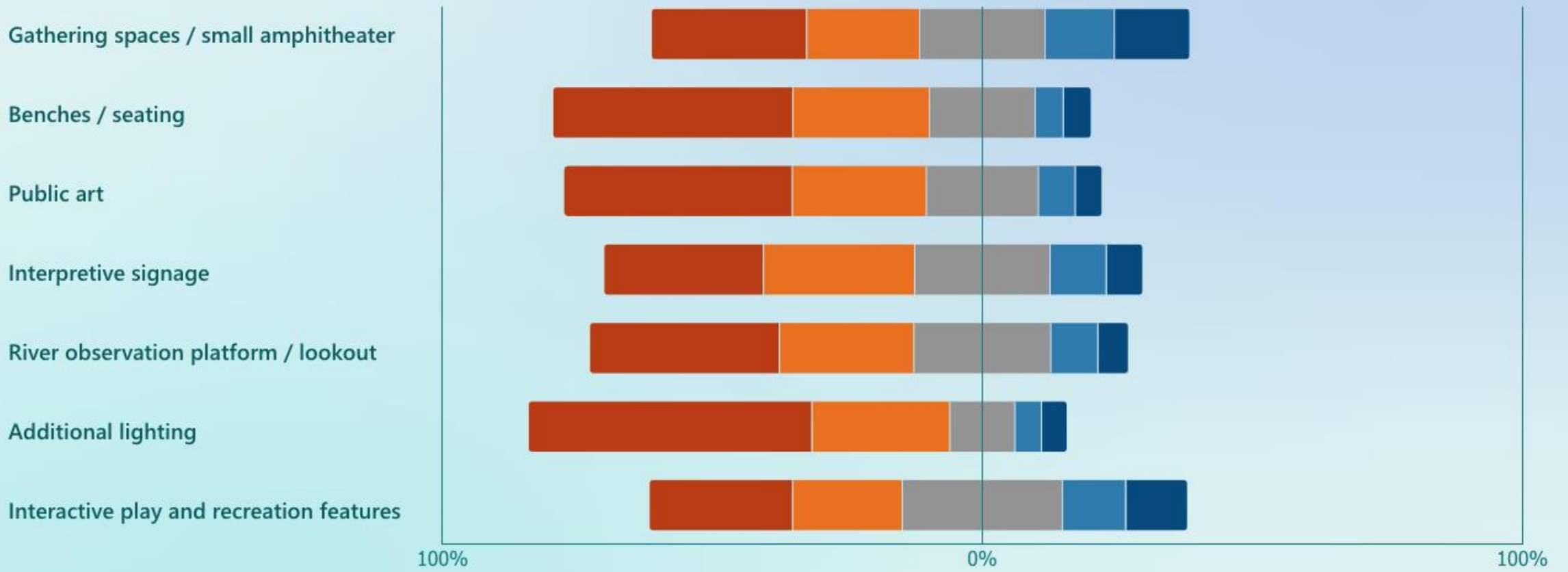
The responses about Spruce Street Plaza are enthusiastic, with many ideas for adding public amenities such as seating areas, green spaces, and public art. There is a strong desire for community events and regular maintenance to keep the plaza inviting. Safety and security are also important concerns, reflecting the community's commitment to creating a vibrant and welcoming public space. Again, some respondents cautioned that success for the plaza will depend on the ability to maintain order and minimize antisocial behavior while still being welcoming to locals and visitors of all ages, abilities, and economic status.

# What types of features and amenities would you like to see along the San Lorenzo Riverwalk?

Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike



## What types of features and amenities would you like to see along the San Lorenzo Riverwalk?



*Are there any other features you would like to see on the San Lorenzo Riverfront?*

### Summarized Comments:

Survey participants express a keen interest in enhancing public access to the Riverwalk, incorporating recreational activities, and preserving natural habitats. The feedback emphasizes the importance of environmental sustainability and suggests adding cultural and historical interpretive signage. Overall, respondents are eager to see the riverfront become a more accessible and educational destination.

*What streetscape pedestrian features and amenities would you like to see in the south of Laurel area?*

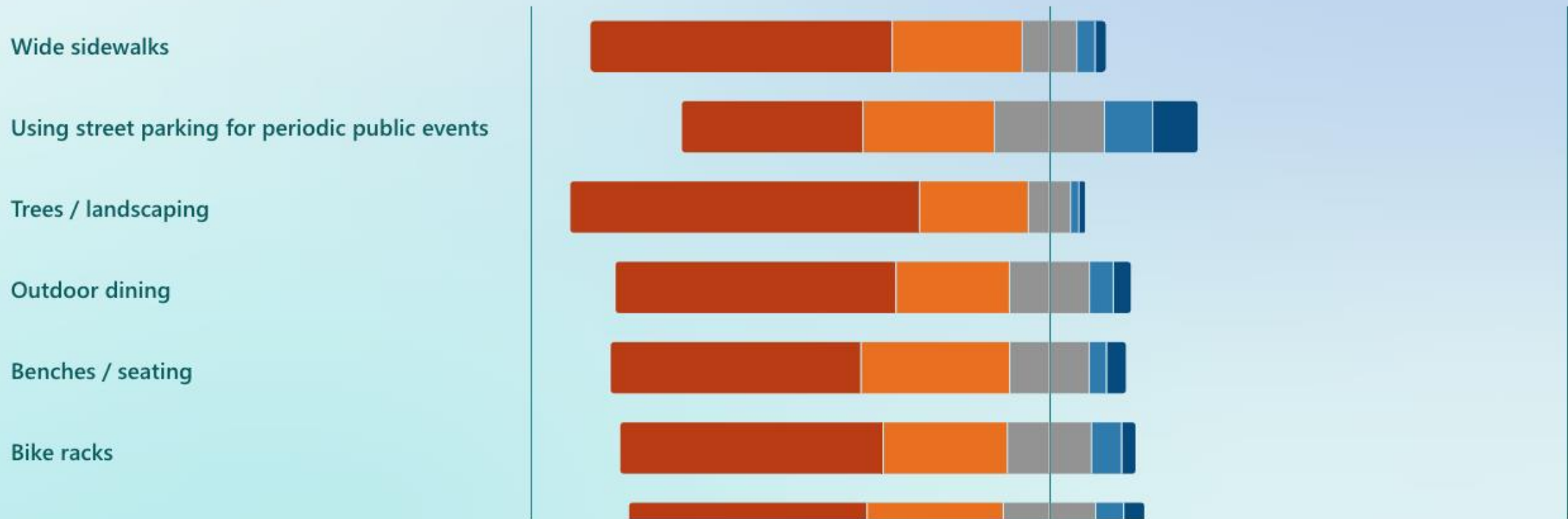
*Below is an example of a flexible space on First Street in Livermore, CA.*



*Results on next slide.*

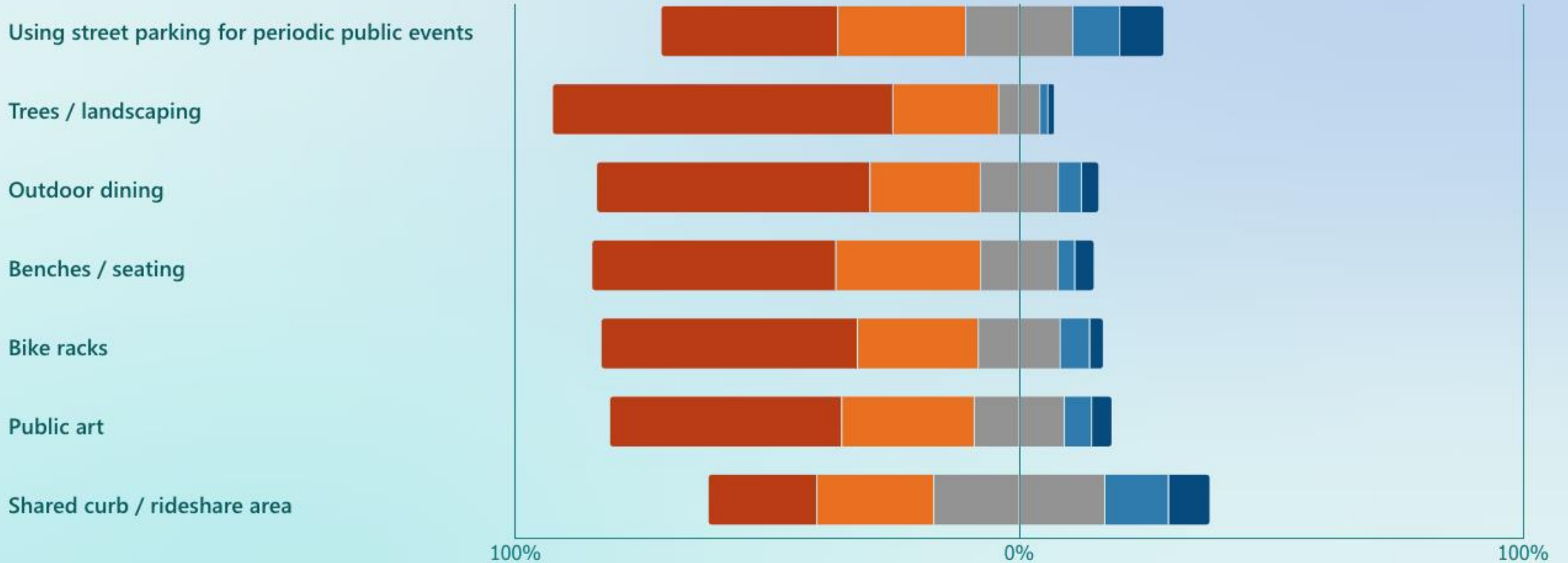
What streetscape pedestrian features and amenities would you like to see in the south of Laurel area? Below is an example of a flexible space on First Street in Livermore, CA.

Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike





What streetscape pedestrian features and amenities would you like to see in the south of Laurel area? Below is an example of a flexible space on First Street in Livermore, CA.



*Are there other streetscape pedestrian features and amenities you hope to see included?*

### Summarized Comments:

Responses about streetscape features highlight the need for pedestrian-friendly amenities like benches, shade, and drinking fountains. Participants suggest beautification projects, including public art and improved lighting, and recommend traffic calming measures for pedestrian safety. There is also a strong interest in integrating green infrastructure to enhance the urban environment.

Are you supportive of the City working with local community organizations to sponsor on-going special events that reinforce activation of the new and improved public spaces in the area south of Laurel?

Promoters 568

Passives 270

Detractors 230

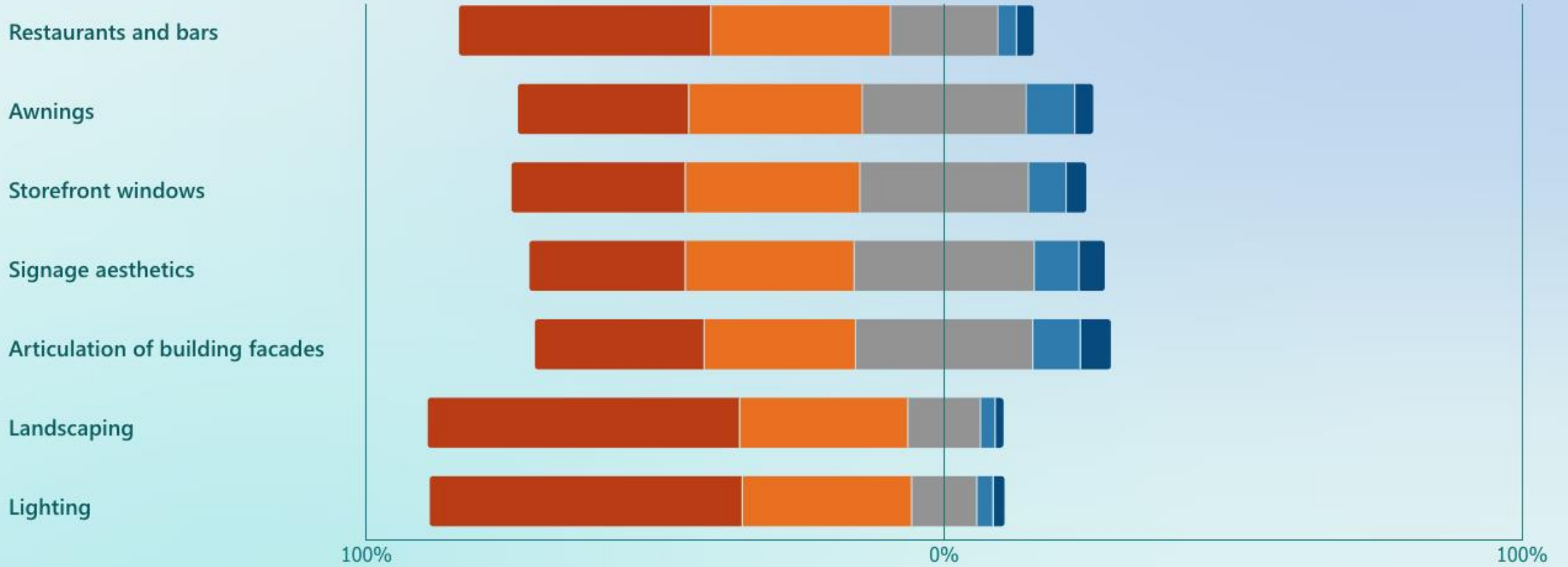


### In general, what type of ground floor building features are most important to you?

Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike



### In general, what type of ground floor building features are most important to you?



## How important to you is attractive architecture?

Promoters 643

Passives 290

Detractors 131



Current City Council direction is to allow some parts of buildings to reach 12 stories. How important to you is attractive architecture for the tops of buildings, which will be more visible when viewed from a distance?

Promoters 513

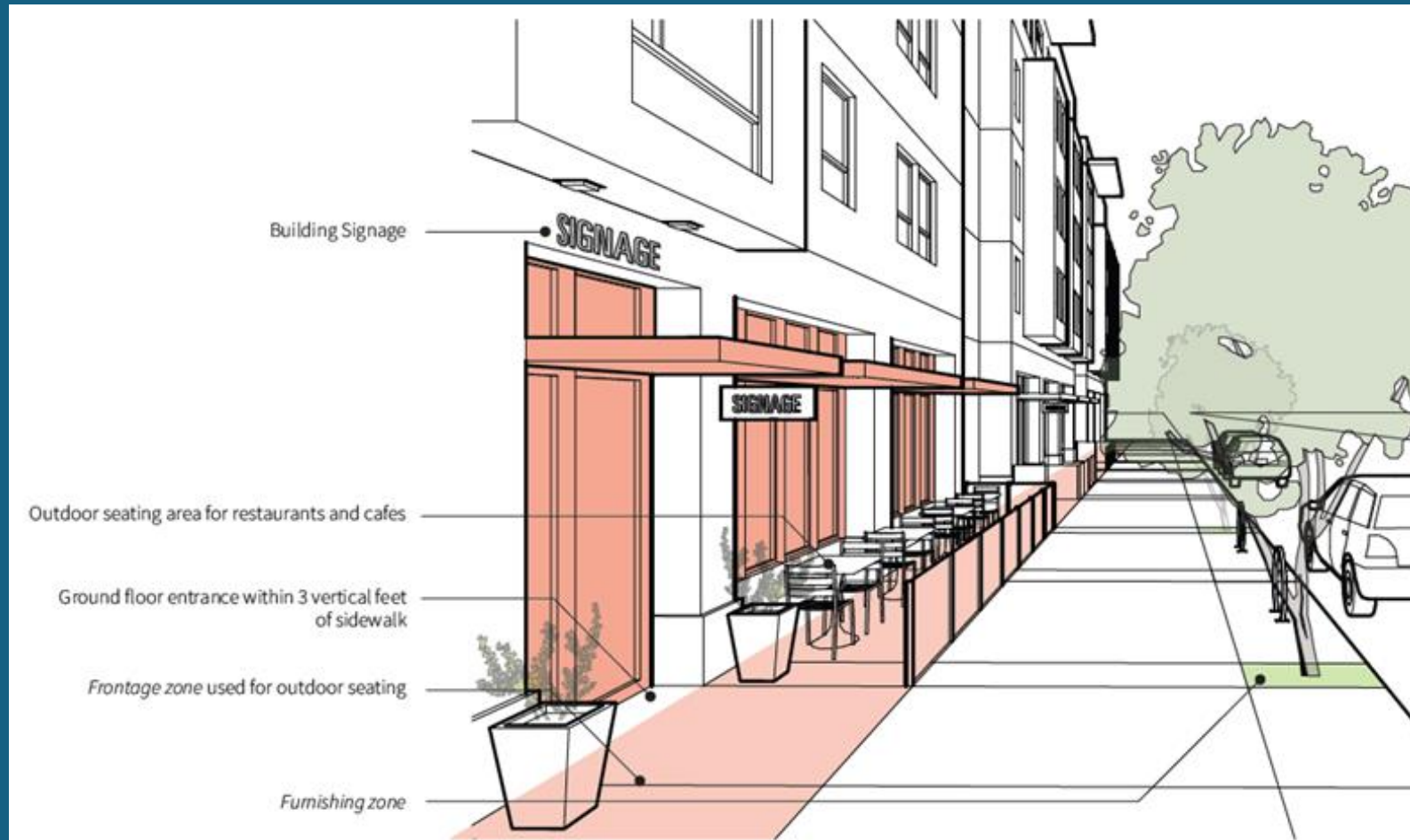
Passives 254

Detractors 284



How supportive are you of the following **building and site design standards** that you would like to see incorporated into the area south of Laurel?

Below is an example of a typical development standard.



Results on next slide.



How supportive are you of the following building and site design standards that you would like to see incorporated into the area south of Laurel? Below is an example of a typical development standard.

■ Extremely Supportive   
 ■ Very Supportive   
 ■ Generally Supportive   
 ■ Somewhat Supportive   
 ■ Not Supportive/ Dislike

Active and high quality ground floor street frontages



Dooryards



Variation / modulation of building facades



Establishing a maximum building length



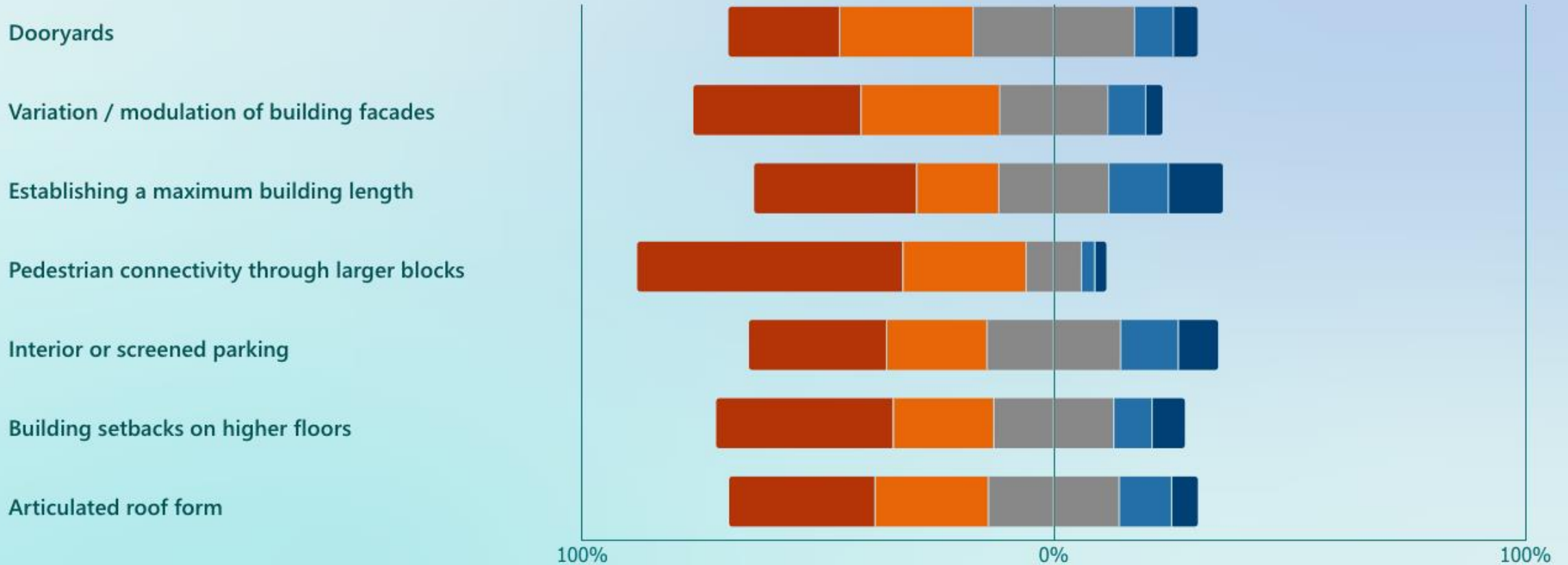
Pedestrian connectivity through larger blocks



Interior or screened parking

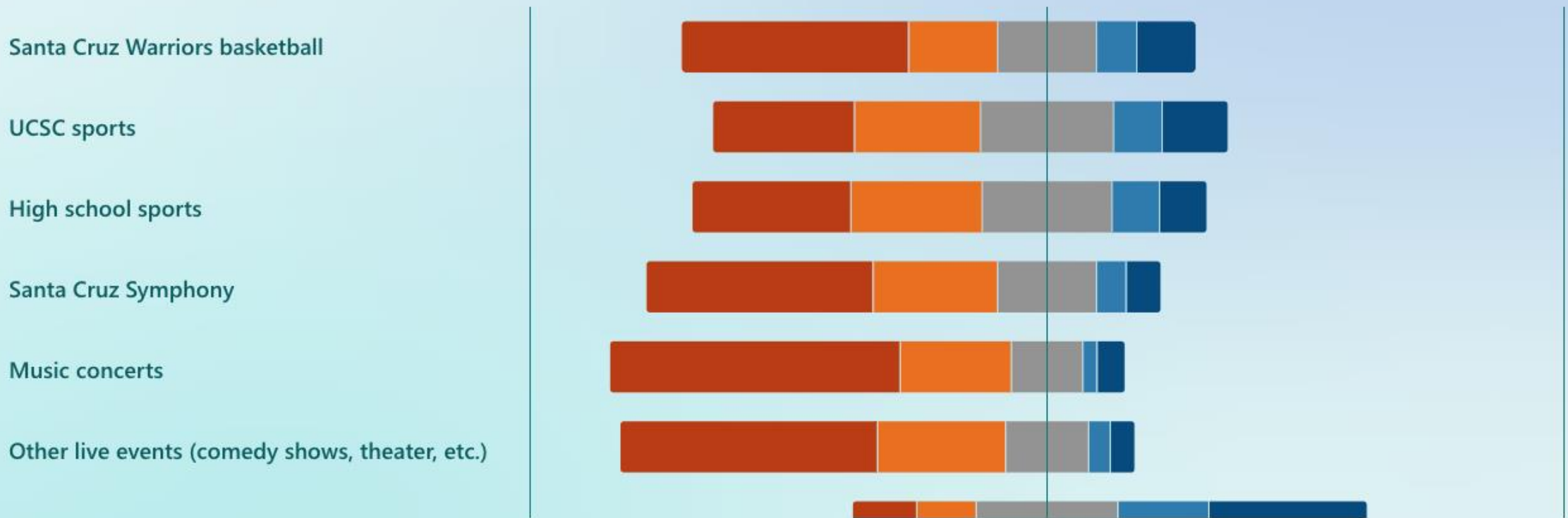


How supportive are you of the following building and site design standards that you would like to see incorporated into the area south of Laurel? Below is an example of a typical development standard.

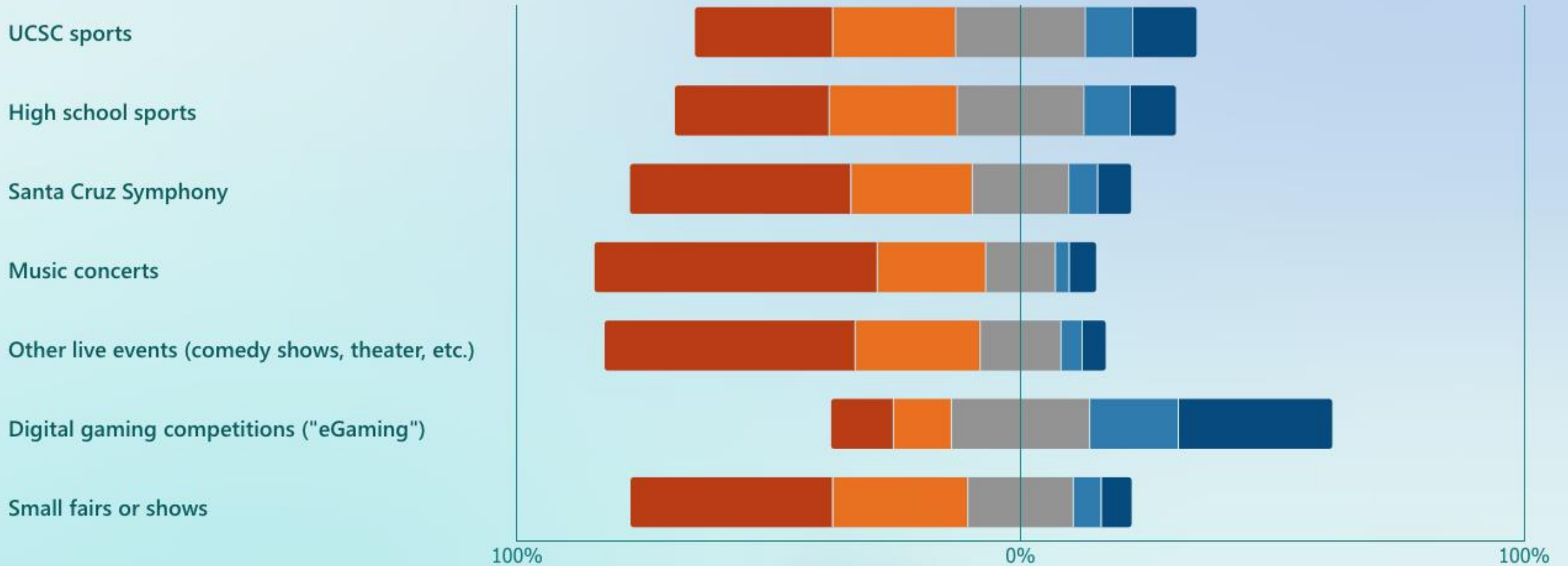


## Which of the following uses are you most interested in at a new permanent arena?

■ Extremely Supportive   
 ■ Very Supportive   
 ■ Generally Supportive   
 ■ Somewhat Supportive   
 ■ Not Supportive/Dislike



### Which of the following uses are you most interested in at a new permanent arena?



Next question



## What exterior features would you like to see associated with the planned new permanent arena?

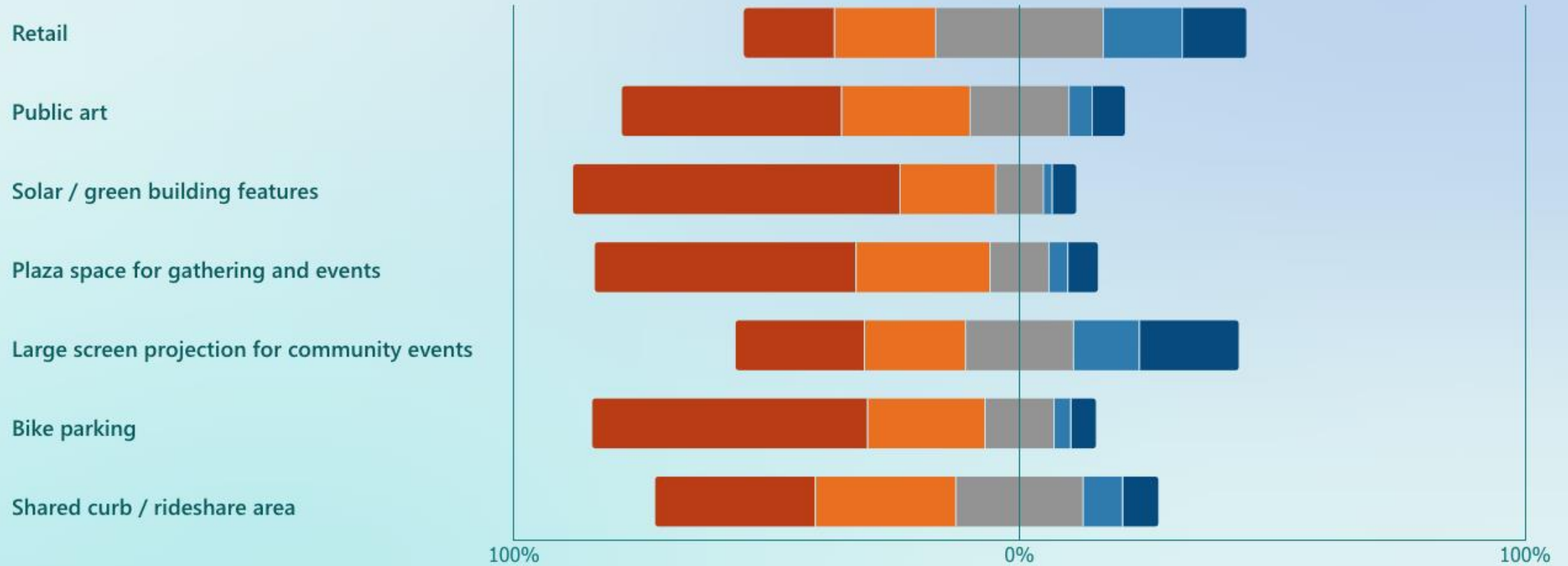
Extremely Supportive   Very Supportive   Generally Supportive   Somewhat Supportive   Not Supportive/Dislike



Previous question



### What exterior features would you like to see associated with the planned new permanent arena?



*Are there any other exterior arena features not mentioned that you would like to see?*

### Summarized Comments:

Opinions on the arena are mixed, with some respondents concerned about the potential for the use of public funds for its development. However, there is interest in community engagement and designing the arena for multiple uses beyond sports events. Sustainability features are also recommended, reflecting a desire for responsible and inclusive development. Community members hope there will be an opportunity to work with developers on the design of the Arena and its' interaction with community spaces.

*Please share with us your vision for the area south of Laurel and any other comments or suggestions you may have.*

### Summarized Comments:

The vision for the area south of Laurel garnered positive and detailed responses, with participants expressing strong support for developing a mixed use neighborhood that combines residential, commercial, and recreational spaces. Many respondents responded positively to the vision of making the area a cultural and entertainment hub featuring art, dining, and performance spaces that would enhance the city's cultural fabric. There is a significant emphasis on improving connectivity within the area and to other parts of the city, ensuring that the space is easily accessible for all residents and visitors.

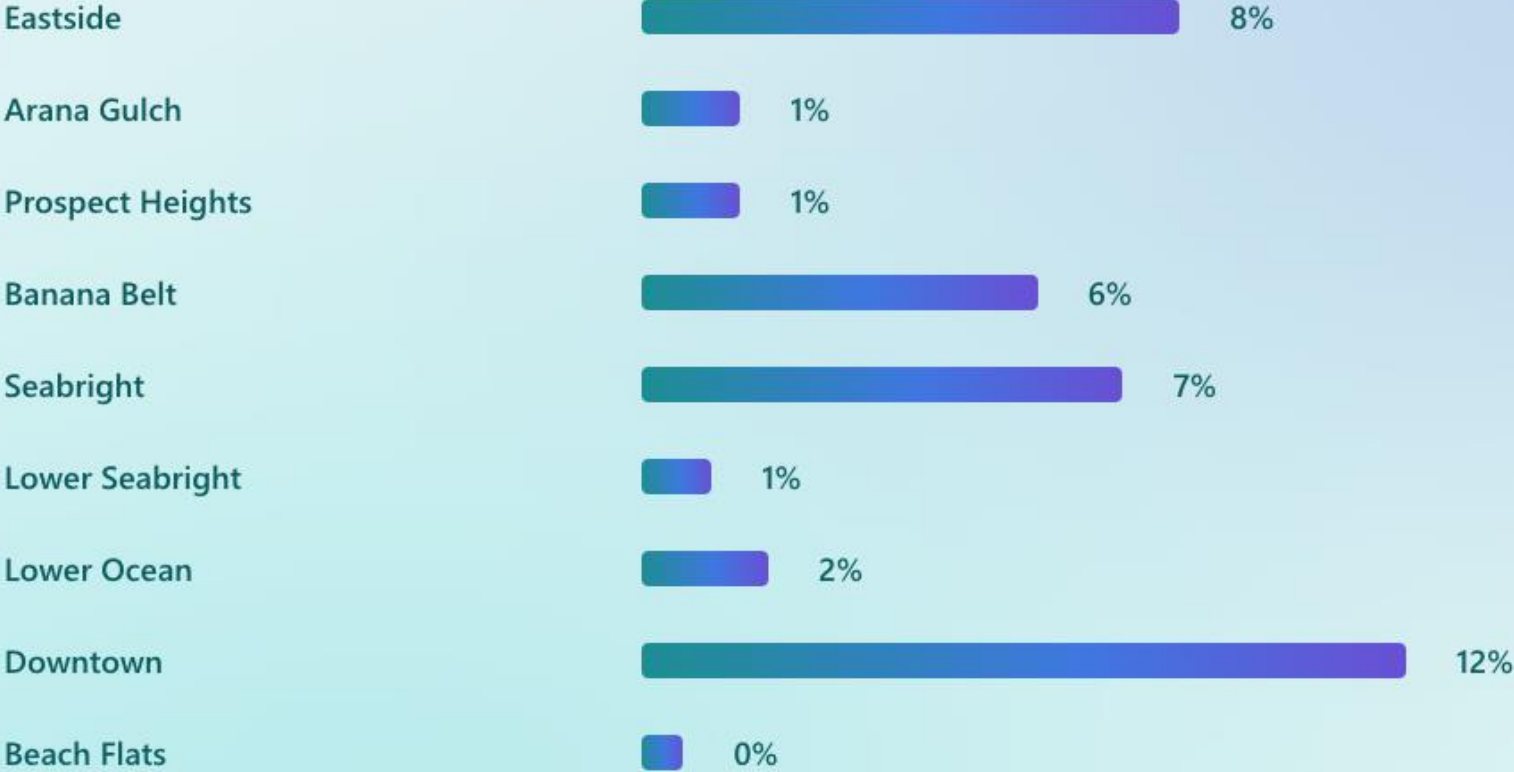
Public spaces are a high priority, with many supporting the creation of a plaza, and community gathering areas that promote social interaction and community events. Economic opportunities are also highlighted, with respondents eager to see new businesses, job creation, and support for local entrepreneurs as part of the development plan. Sustainability is a recurring theme, with calls for green buildings, renewable energy sources, and environmentally friendly infrastructure.

Finally, respondents stress the importance of community involvement in the planning process to ensure that the development meets the needs and desires of the local population. Overall, the feedback reflects a vision of a vibrant, inclusive, and sustainable urban area that enhances the quality of life for all residents while preserving the unique character and environmental integrity of the region.



# Demographics of Respondents

# What neighborhood do you live in?



Treemap

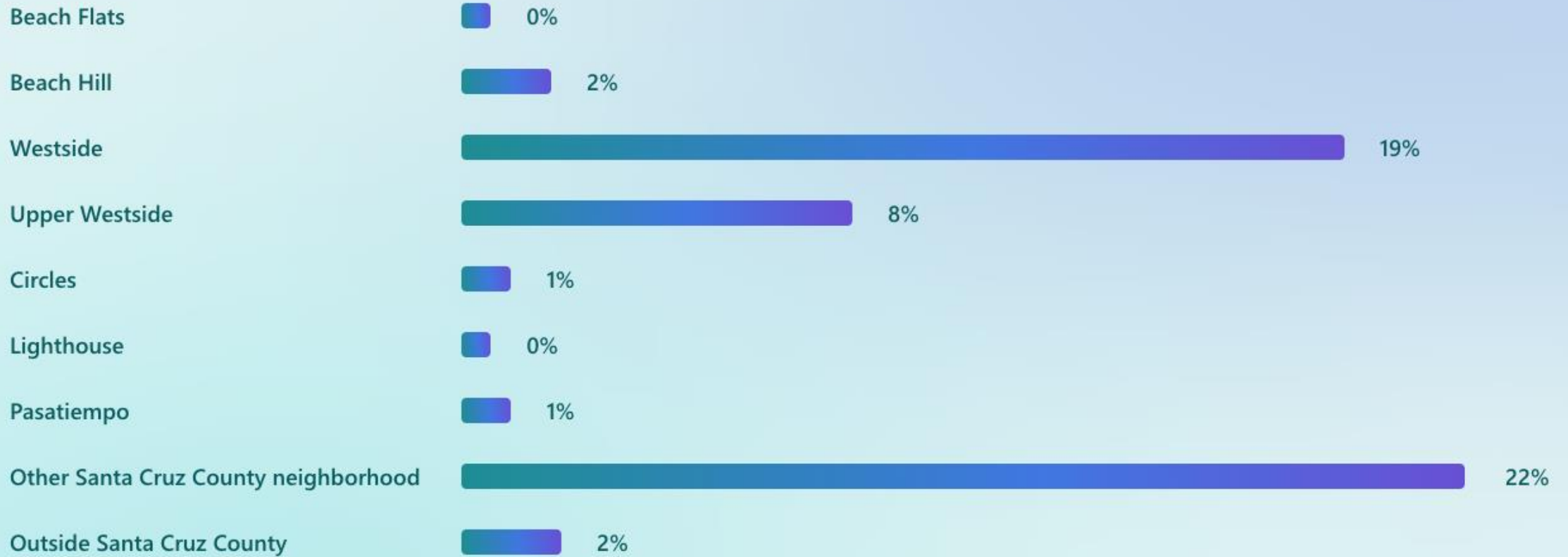
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23 of 28



## What neighborhood do you live in?



Treemap

Bar



23 of 28



## Do you rent or own your current home?



Treemap

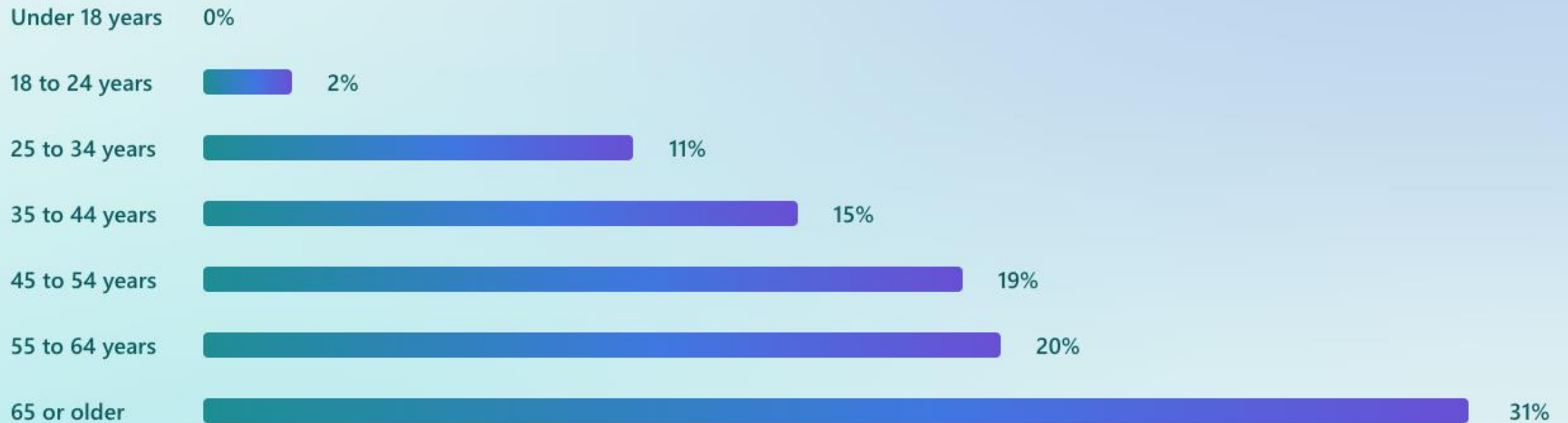
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24 of 28



## What is your age?



Treemap

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25 of 28



## How do you identify your race or ethnicity?



Treemap

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26 of 28



## What is your approximate annual household income?



Treemap

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27 of 28

