

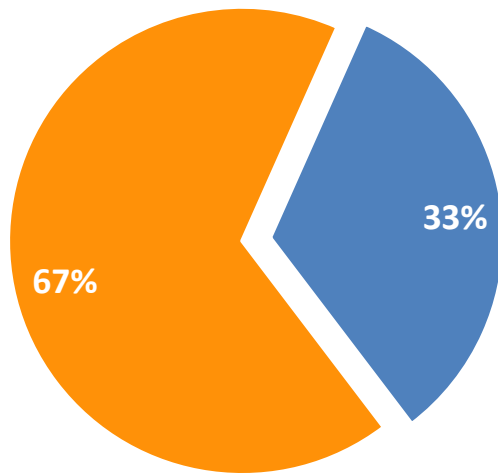
Defining Community Character Survey Results

JULY 12, 2021

The following visualizations depict the responses of our Defining Community Character survey. Please see the accompanying memo for more context and a discussion of key findings.

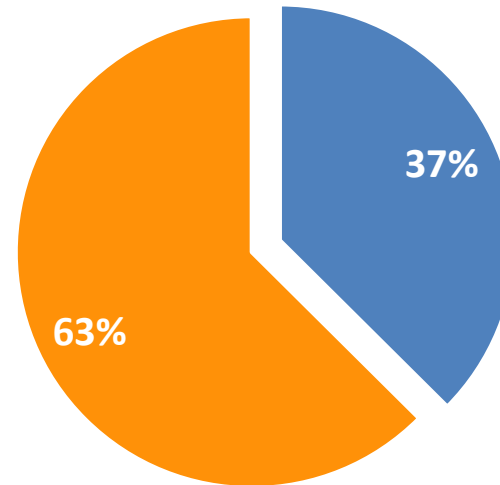
Demographics of Respondents

Survey Results (n=679)*



■ BIPOC ■ White

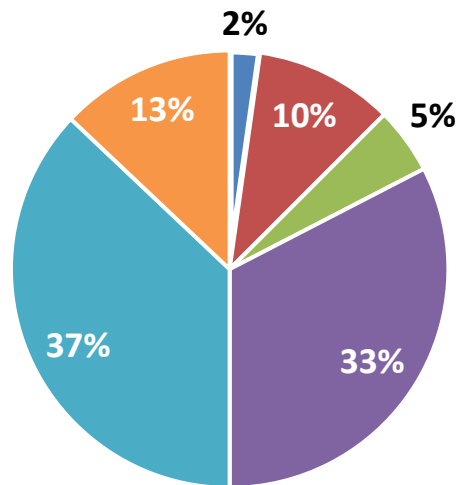
City of Santa Cruz, 2018 ACS



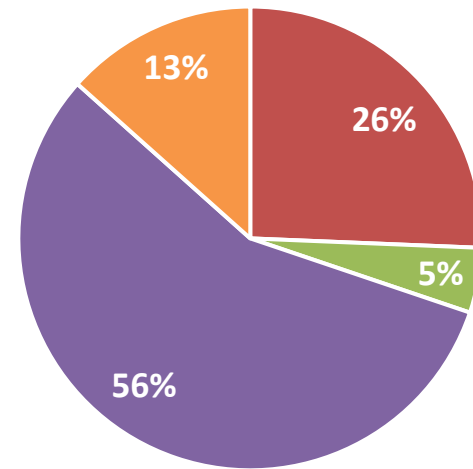
■ BIPOC ■ White

Demographics of Non-White Respondents

Survey Results (n=224)*



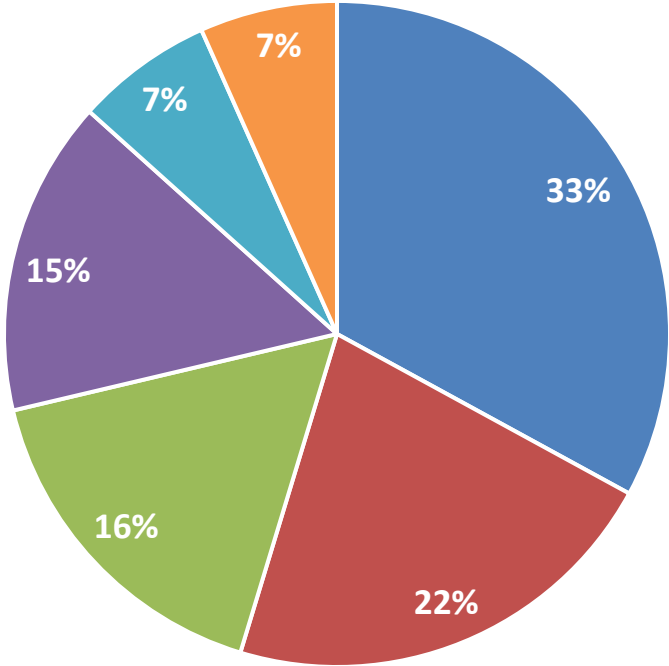
City of Santa Cruz, 2018 ACS



- American Indian/Alaska Native
- Asian
- Black
- Latino
- Multiple
- Other

- Asian
- Black
- Latino
- Other

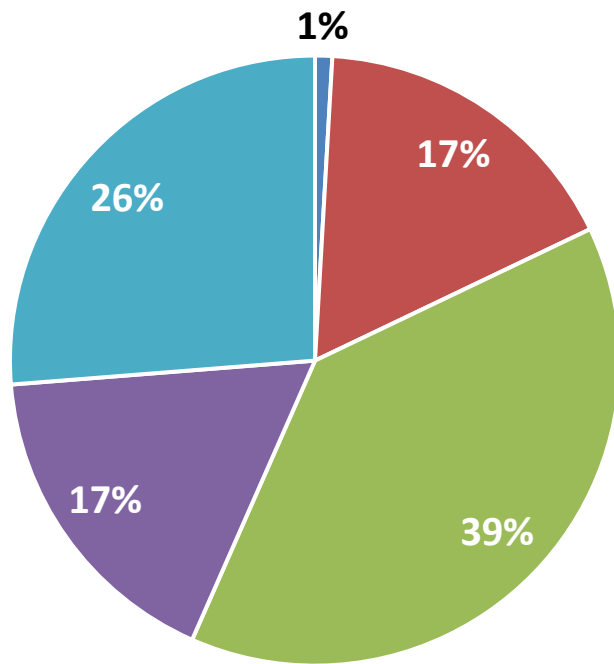
Survey Results: Areas Where Respondents Live (n=704)*



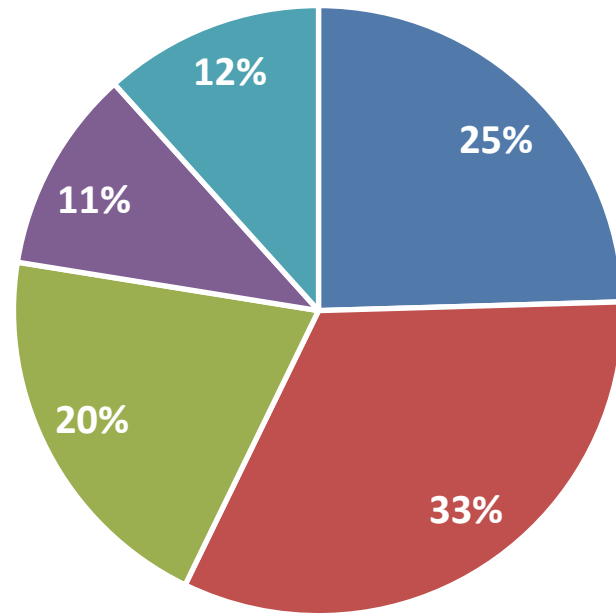
■ Eastside ■ Westside ■ Downtown ■ Outside of Santa Cruz ■ Upper Eastside ■ Upper Westside

Age Distribution of Respondents

Survey Results (n=659)*



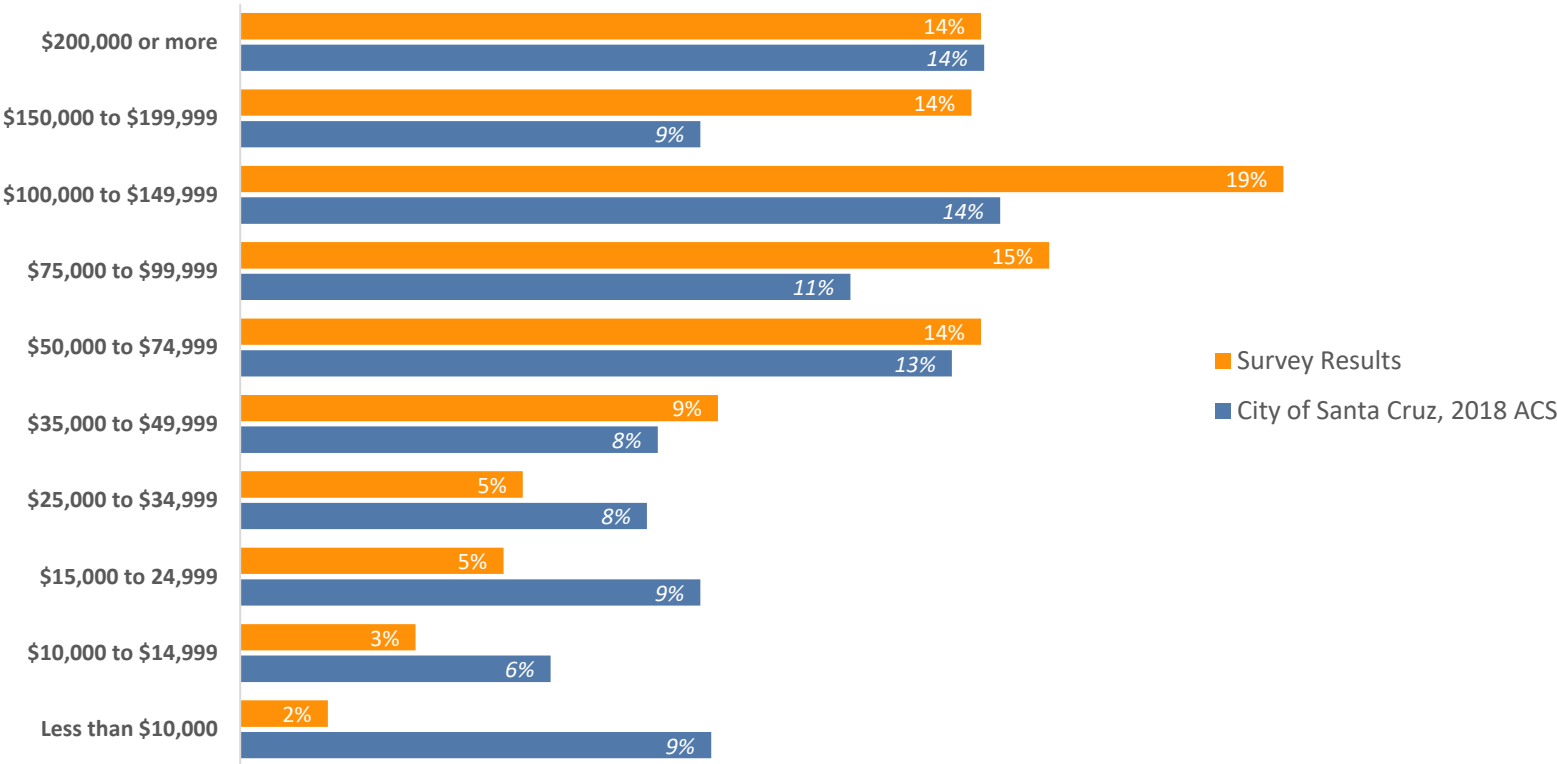
City of Santa Cruz, 2018 ACS



■ Under 20 ■ 20 to 34 ■ 35 to 54 ■ 55 to 64 ■ 65 or older

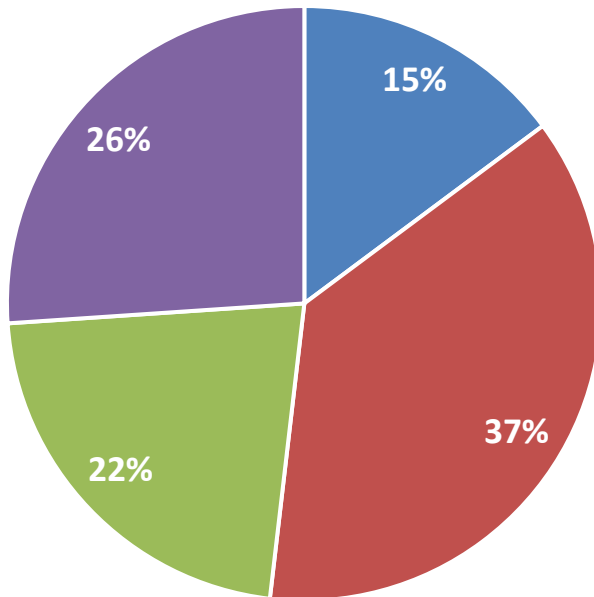
■ Under 20 ■ 20 to 34 ■ 35 to 54 ■ 55 to 64 ■ 65 or older

Survey Results: Household Income of Respondents (n=549)*



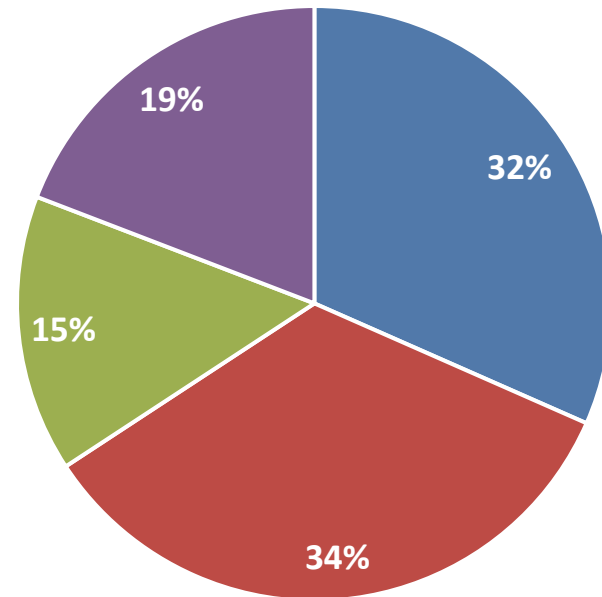
Household Size of Respondents

Survey Results (n=549)*



■ 1 ■ 2 ■ 3 ■ 4 or more

City of Santa Cruz, 2018 ACS



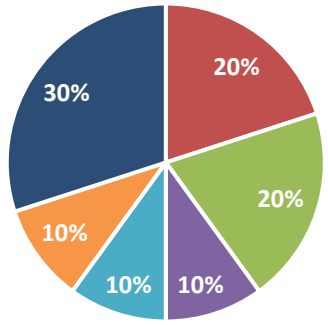
■ 1 ■ 2 ■ 3 ■ 4 or more

Most important for a new building on these streets to include, even if they increase housing costs (choose 2)

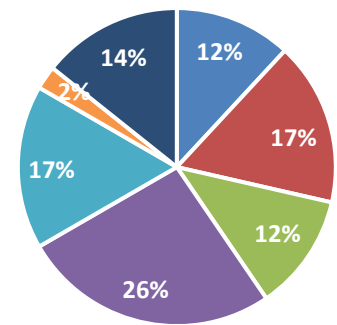


- None of these: the City shouldn't ask for anything that makes housing more expensive
- Ground floor shops or restaurants
- More parking spaces
- Architectural details (e.g., varied roof forms, bay windows)
- Community gathering spaces
- High quality building materials (e.g., stone, wood, brick)
- Other

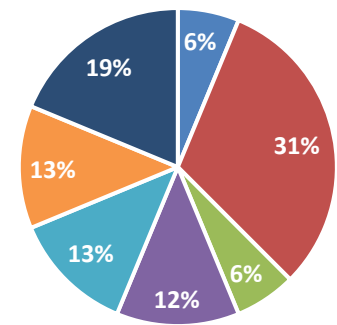
American Indian/Alaska Native



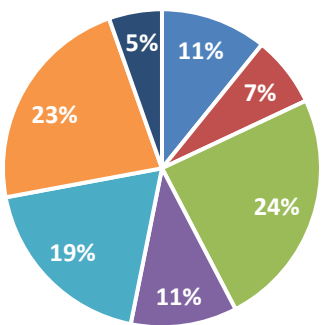
Asian/Pacific Islander



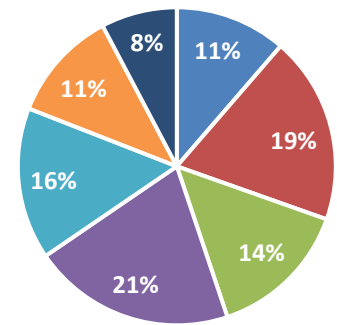
Black/African American



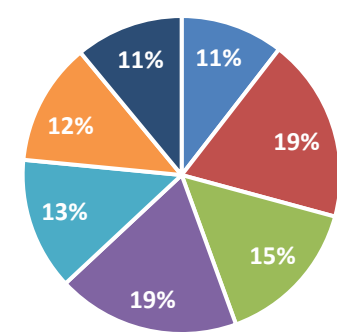
Latino/ Hispanic



Other

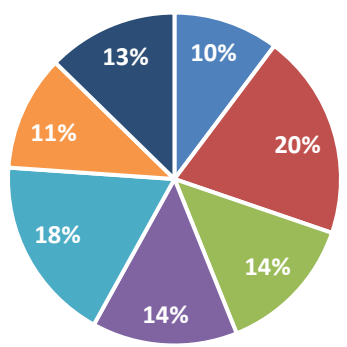


White/Caucasian

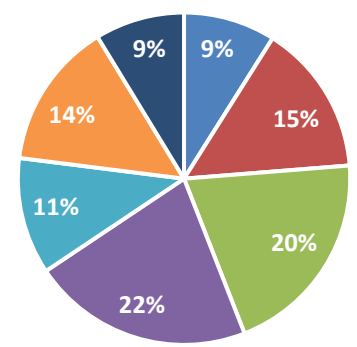


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- Community gathering spaces
- High quality building materials (e.g., stone, wood, brick)
- Other

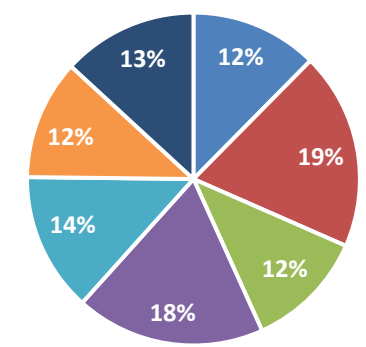
Downtown



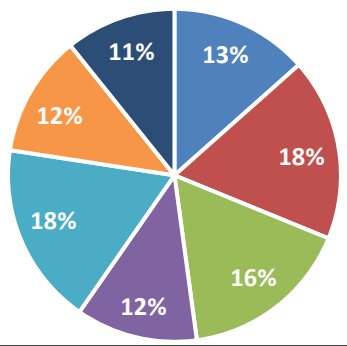
Eastside



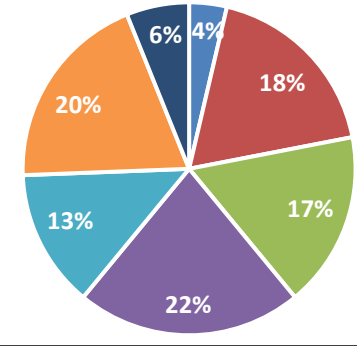
Westside



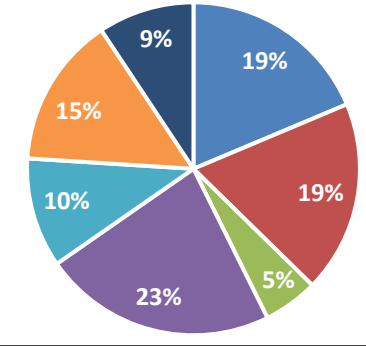
Outside of Santa Cruz



Upper Eastside

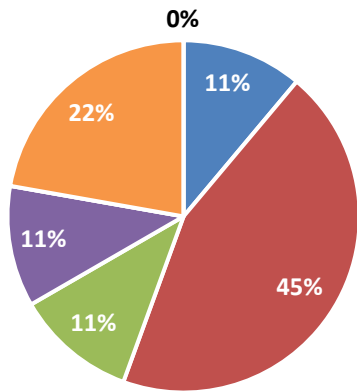


Upper Westside

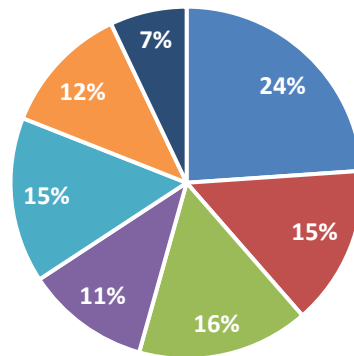


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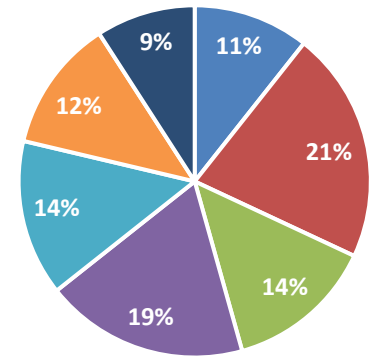
Under 20



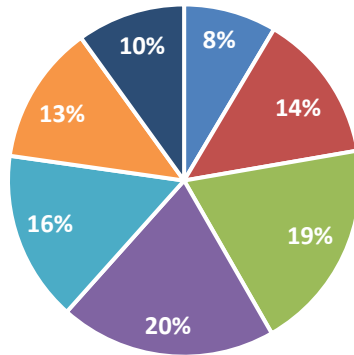
20 to 34



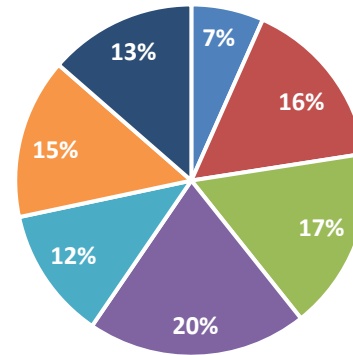
35 to 54



55 to 64

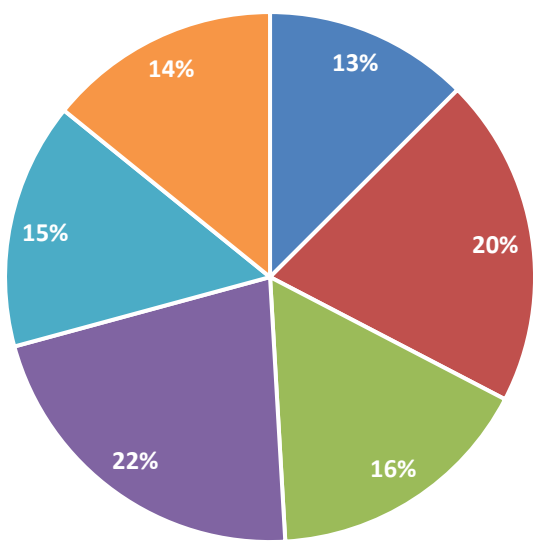


65 or older

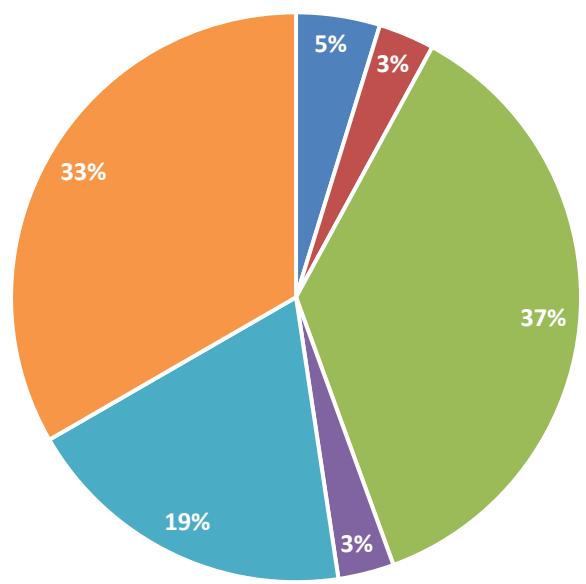


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- Ground floor shops or restaurants
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- Community gathering spaces
- High quality building materials (e.g., stone, wood, brick)
- Other

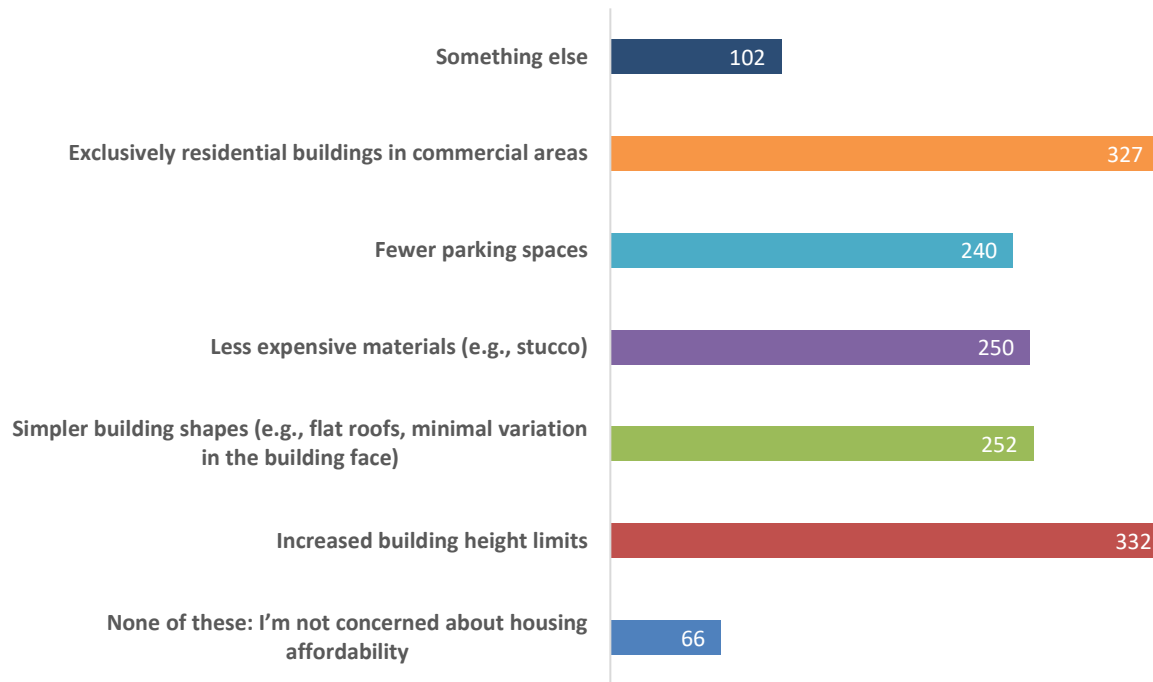
English Language Responses



Spanish Language Responses

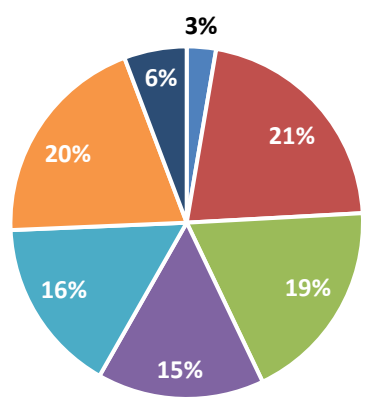


Good trade-offs for less expensive housing (select all that apply)

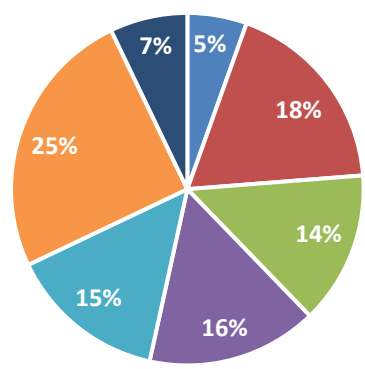


- None of these: I'm not concerned about housing affordability
- Increased building height limits
- Simpler building shapes (e.g., flat roofs, minimal variation in the building face)
- Less expensive materials (e.g., stucco)
- Fewer parking spaces
- Exclusively residential buildings in commercial areas
- Something else (please explain)

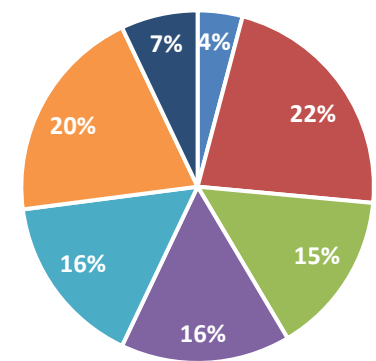
Downtown



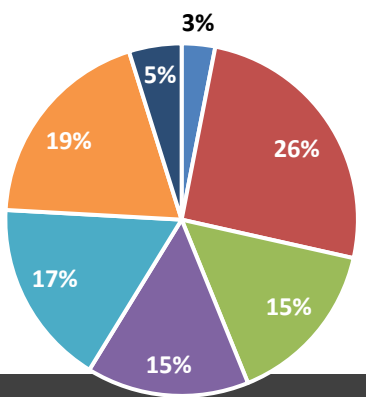
Eastside



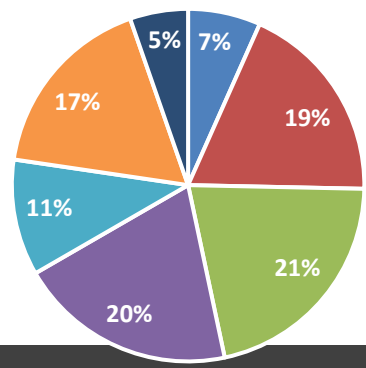
Westside



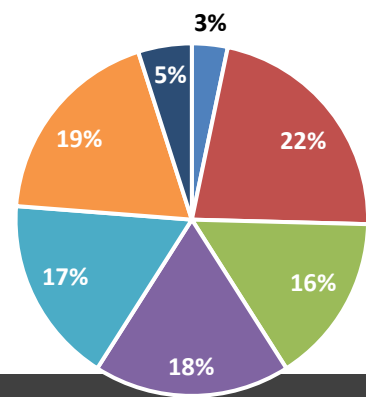
Outside of Santa Cruz



Upper Eastside

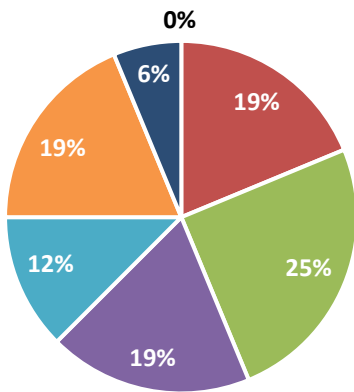


Upper Westside

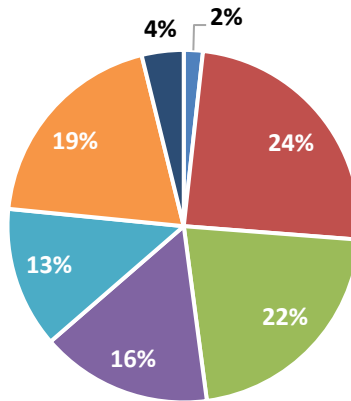


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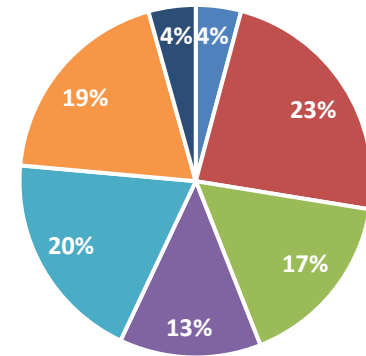
Under 20



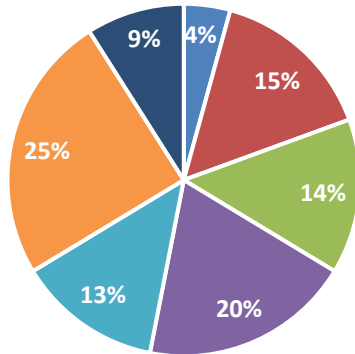
20 to 34



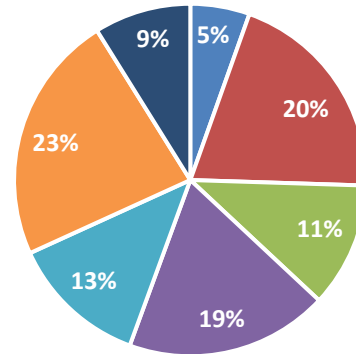
35 to 54



55 to 64

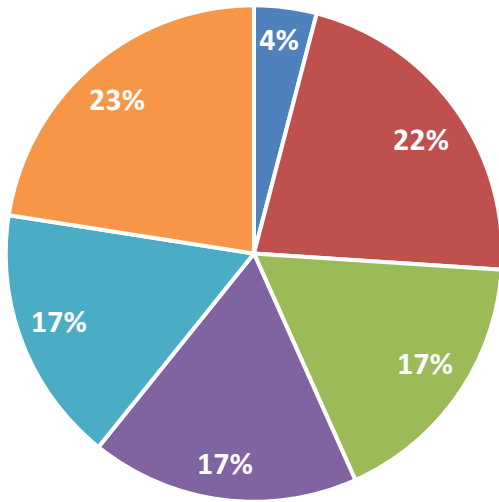


65 or older

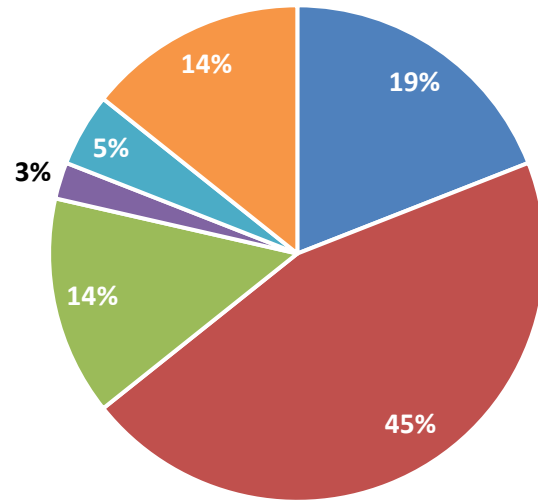


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- Less expensive materials (e.g., stucco)
- Fewer parking spaces
- Exclusively residential buildings in commercial areas
- Something else (please explain)

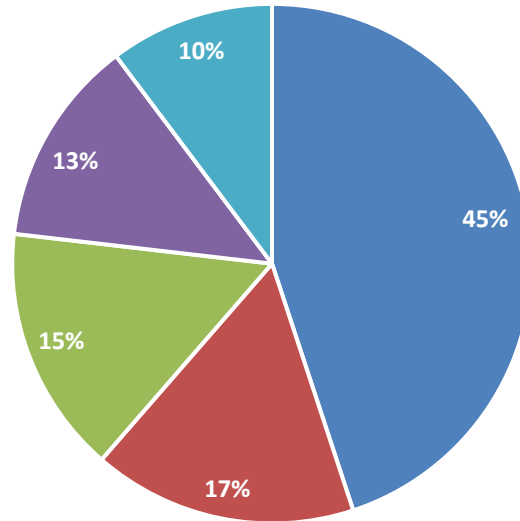
English Language Responses



Spanish Language Responses

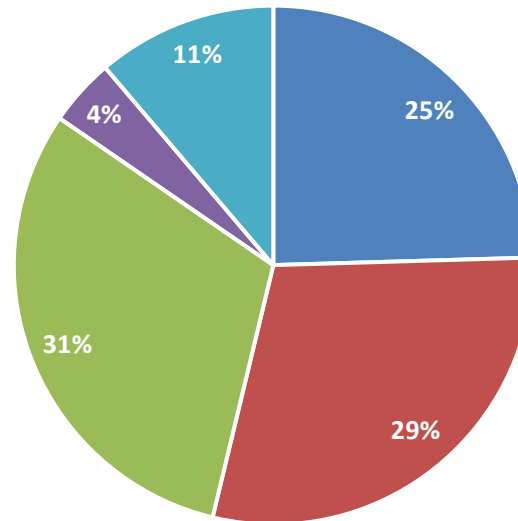


Would you support decreasing the parking requirement for restaurants?



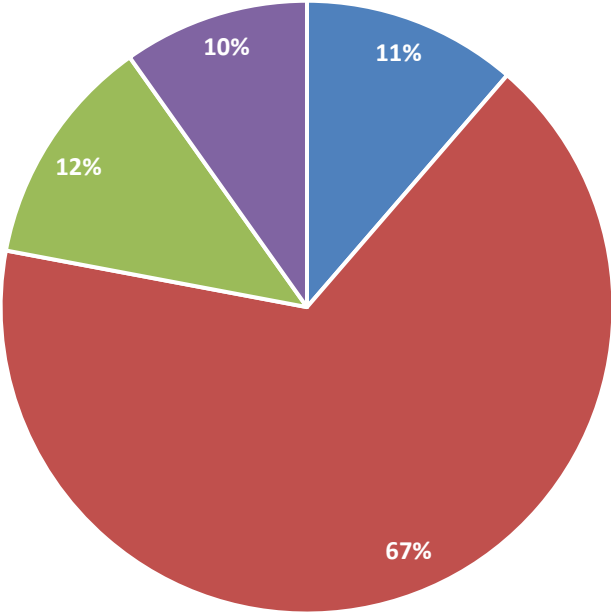
- Yes
- No
- Only for small restaurants (e.g., Charlie Hong Kong Restaurant)
- Only if the site is accessible by bus or bike
- Something else

Do the buildings create a consistent edge along the sidewalk, or are they broken up with spaces in between for landscaping or stoops? What do you prefer?



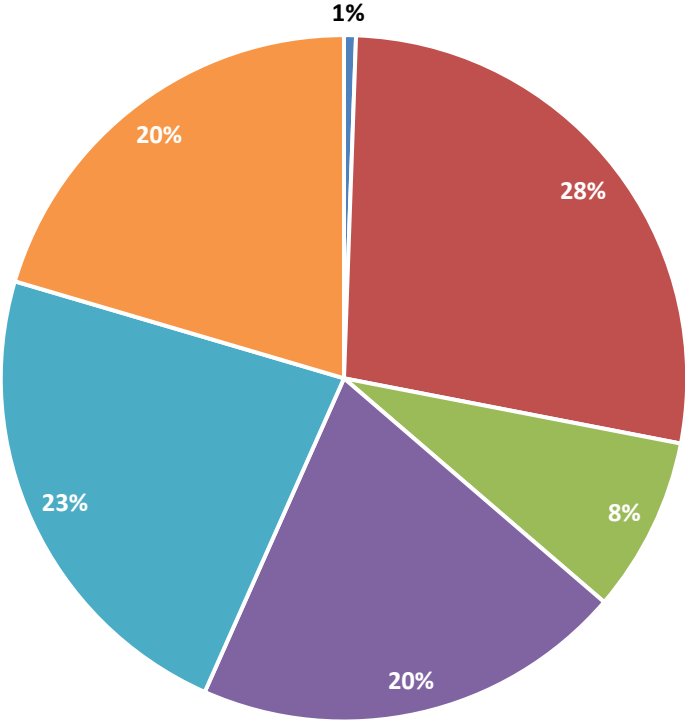
- Variety of the edge, moving in and out (landscaping is on the private property adjacent to the sidewalk)
- The edge doesn't matter to me as long as the sidewalk is wide enough
- A consistent, solid edge along the entire block (with landscaping and street trees included in the public right of way, rather than on private property)
- Don't care/haven't noticed
- Something else

On major commercial streets like Ocean, Soquel, and Water, do you prefer buildings that have a uniform look along the street, or an eclectic mix?



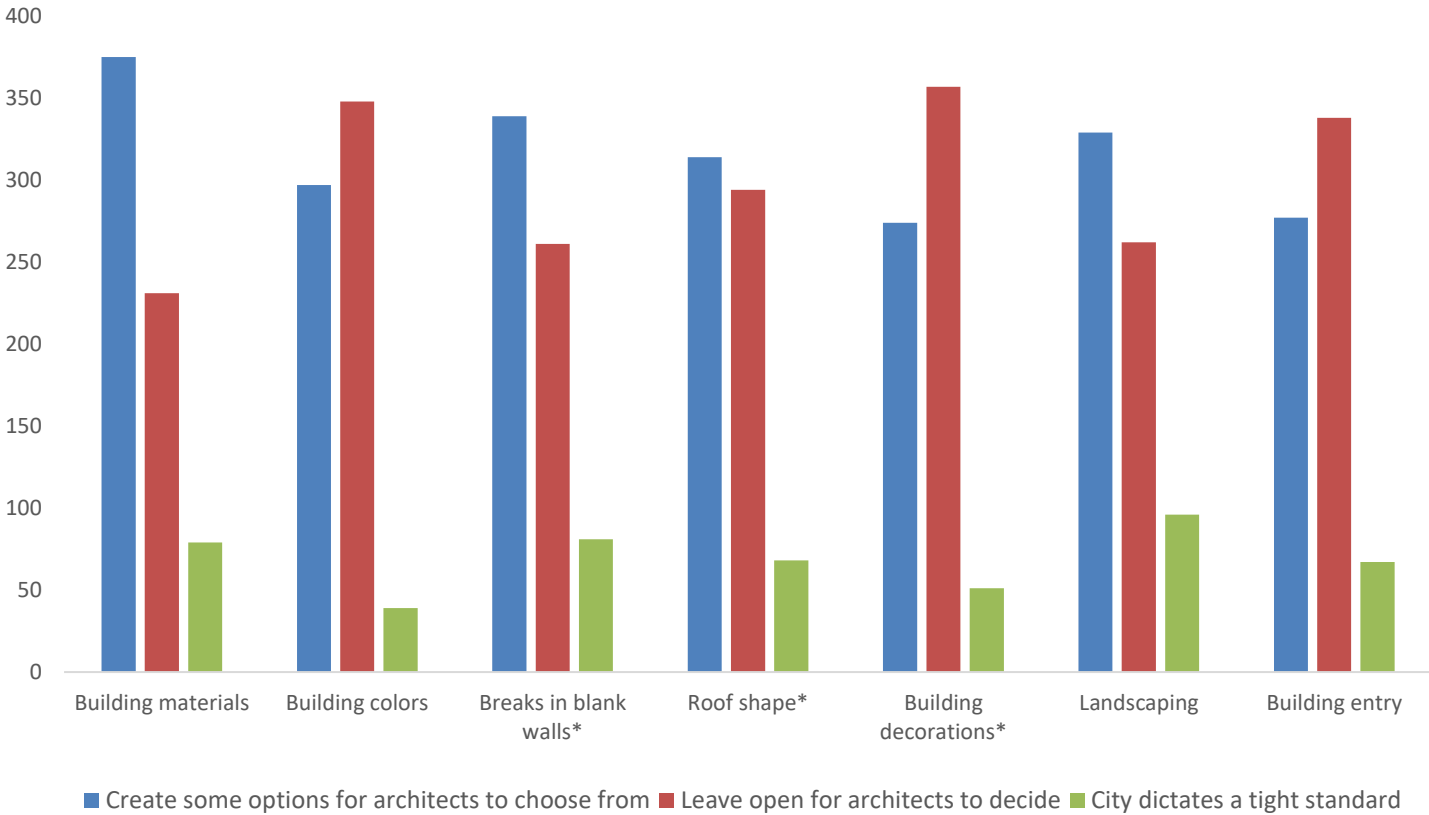
■ More uniform ■ More eclectic ■ Don't care/haven't noticed ■ Something else

Community feedback for previous projects indicated that Santa Cruz residents prefer that buildings be located at or close to the sidewalk edge. However, a larger front setback might be better for certain uses and features. What uses (if any) should be allowed to have a larger setback? Choose all that apply.

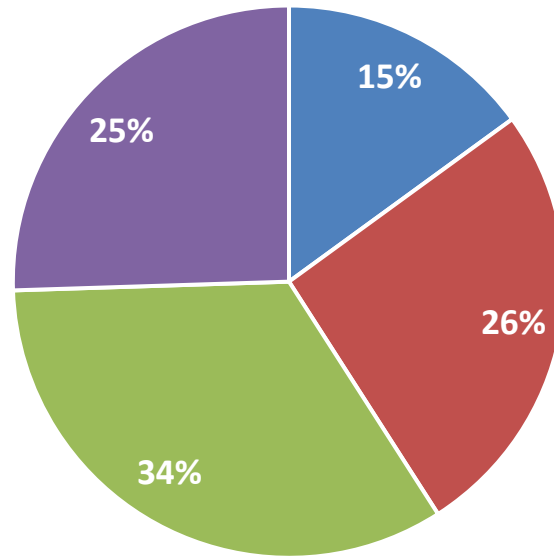


■ None of the above ■ Outdoor dining ■ Vehicle parking ■ Publicly-accessible open space ■ Landscaping ■ Bicycle parking

The City wants to set a high quality of design for new development without stifling designers' creativity or budget. How strictly should the City regulate the following features of future multi-family buildings? (MXMD and MXHD sites)

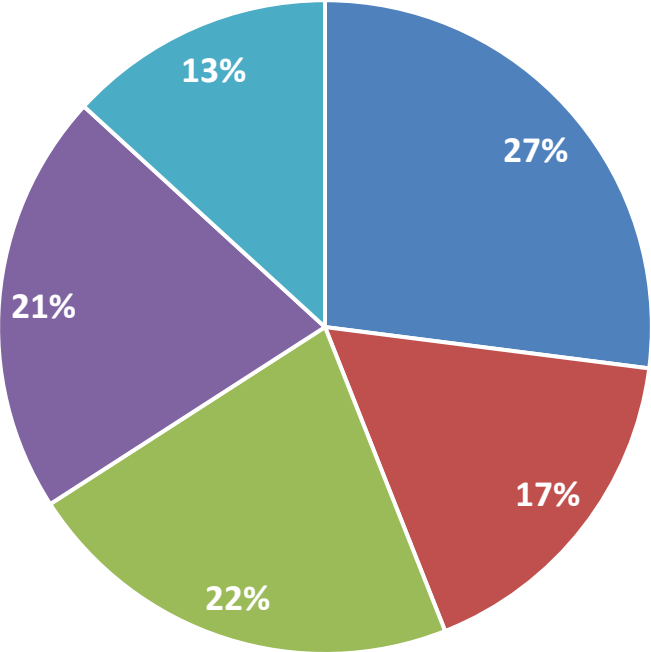


On streets like Ocean or Soquel, how much retail space (shops, restaurants) would you like to see on the ground floor?



- I don't care
- Some buildings should have shops or restaurants
- I want some sort of activity on the ground floor (e.g., gym for residents, leasing office), but doesn't need to be a shop or restaurant
- Most buildings should have shops or restaurants

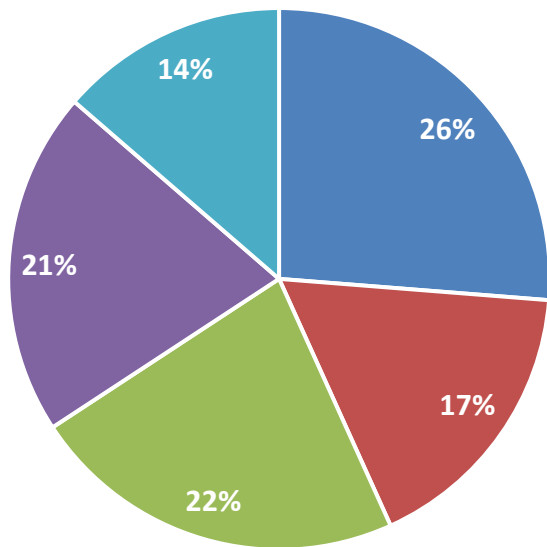
For the larger buildings allowed on Water, Ocean, and Soquel, four (4) stories is the minimum height necessary for the City's zoning code and General Plan to be consistent as required by State Law (according to test fits conducted by an urban design professional). For apartment buildings with a mix of market-rate and affordable units, what is the maximum height that you support on major commercial streets? Choose one.



■ 4 stories ■ 5 stories ■ 6 stories ■ No maximum height ■ Something else

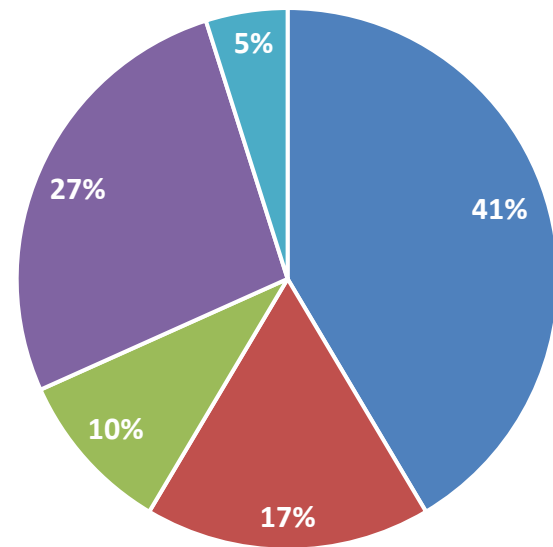
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English Language Responses



- 4 stories
- 5 stories
- 6 stories
- No maximum height
- Something else

Spanish Language Responses

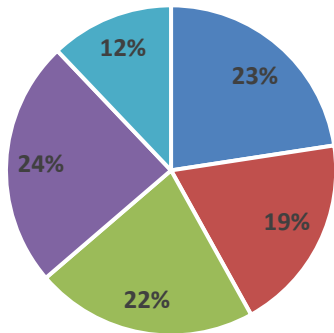


- 4 stories
- 5 stories
- 6 stories
- No maximum height
- Something else

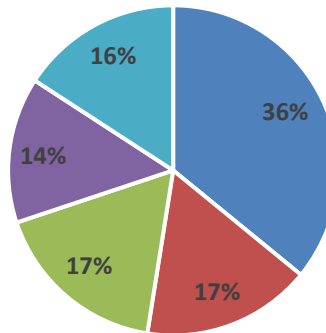
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 ■ 5 stories
 ■ 6 stories
 ■ No maximum height
 ■ Something else

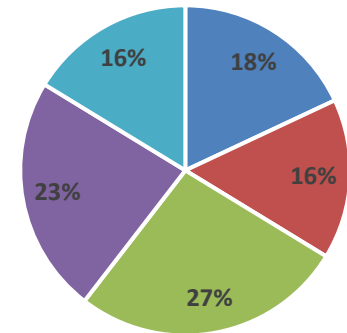
Downtown



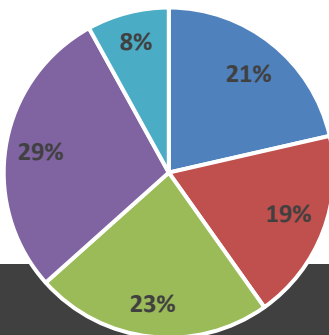
Eastside



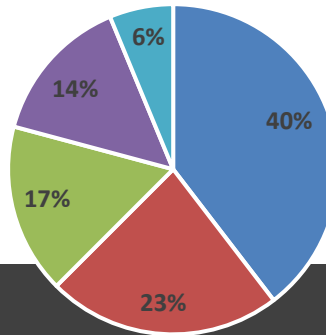
Westside



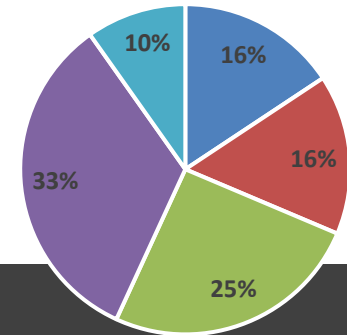
Outside of Santa Cruz



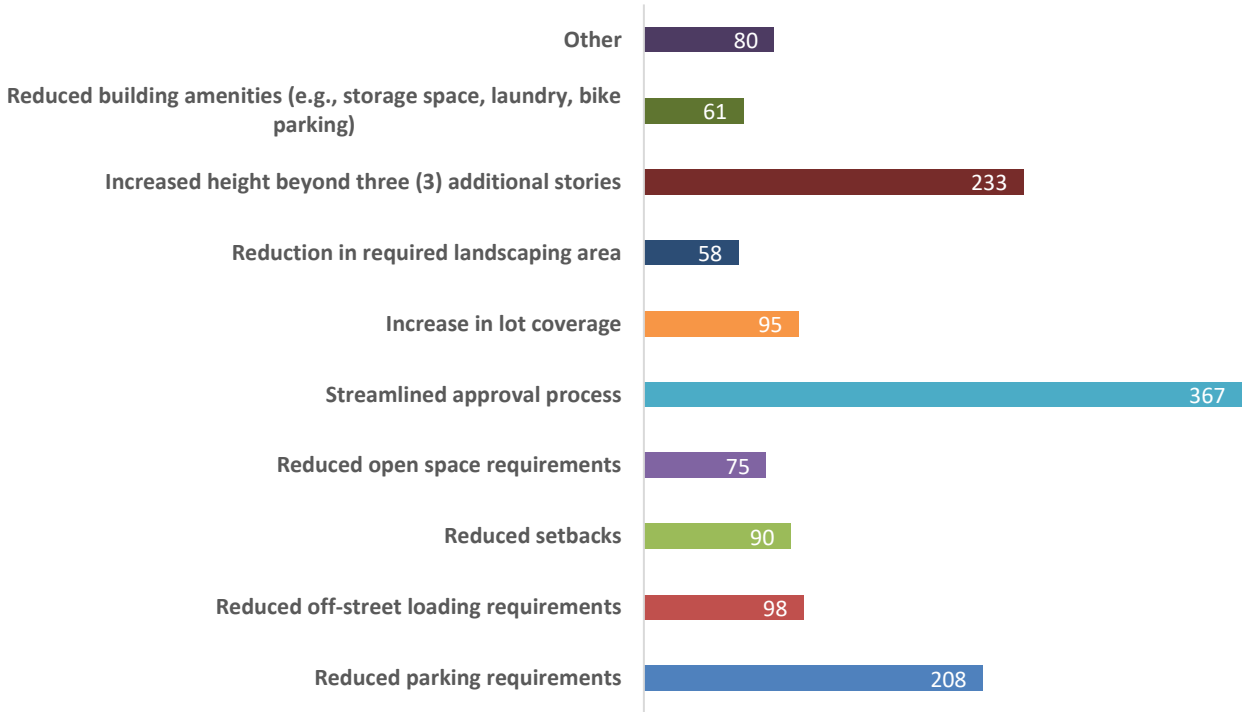
Upper Eastside



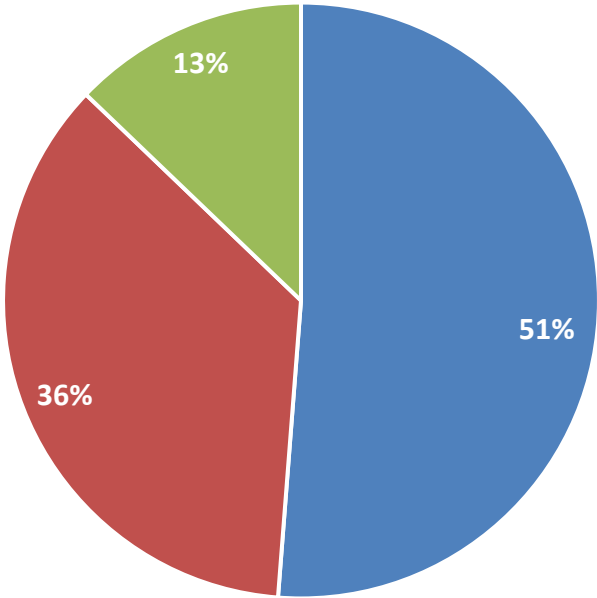
Upper Westside



Affordable housing developers get to choose regulatory incentives to help them build affordable units,* but the City may be able to encourage certain incentives. What types of incentives should the City try to encourage for these 100% affordable housing developments? (Choose 2)



Technical studies have shown that the economics of these sites makes them harder to develop with multi-family apartments. Instead, these types of sites often develop as single-family homes, for-sale condos, or townhomes. When considering what design standards to use for these smaller residential sites in single-family neighborhoods, which is more important to you?

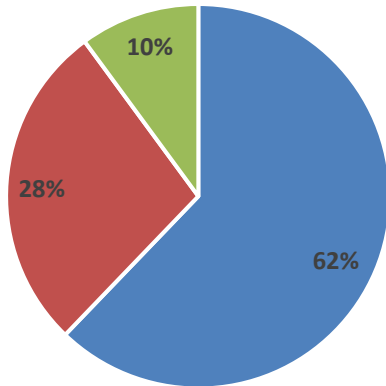


- Policies that could make rental apartments more feasible on these sites and create a greater number of housing units
- Standards that will mitigate the bulk and massing of the buildings but could constrain the amount of possible new residences.
- Something else/it depends

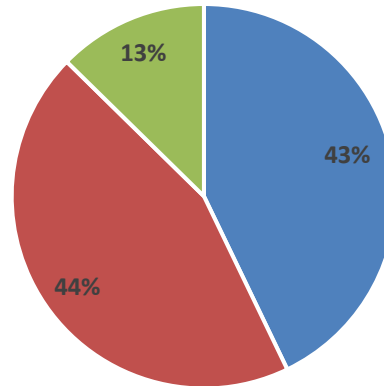
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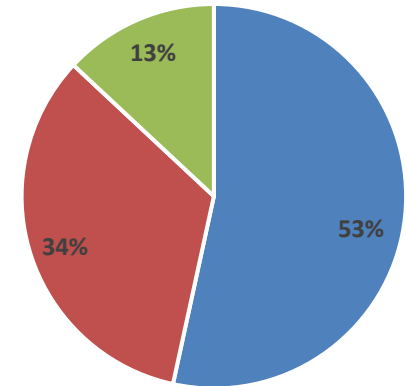
Downtown



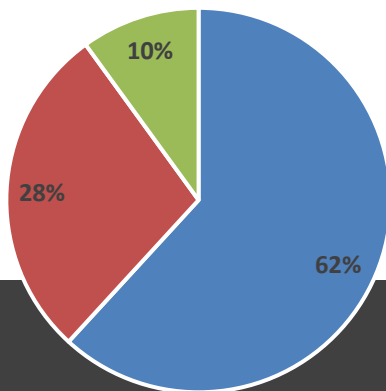
Eastside



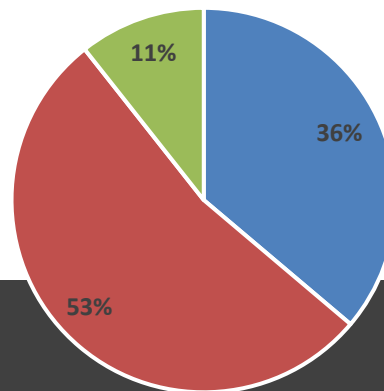
Westside



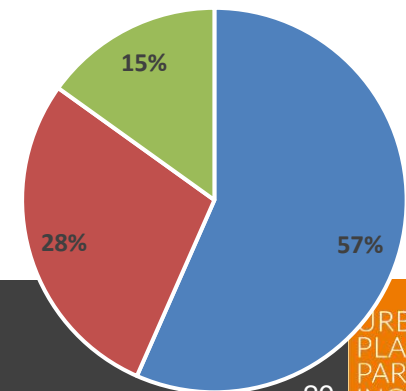
Outside of Santa Cruz



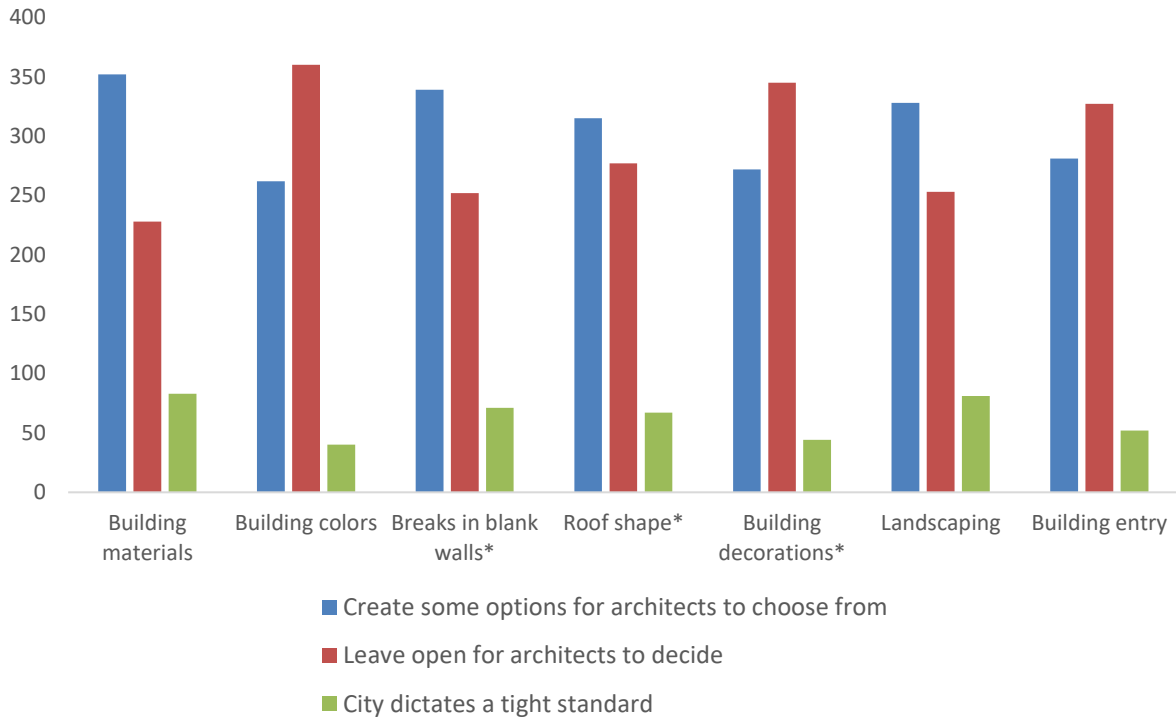
Upper Eastside



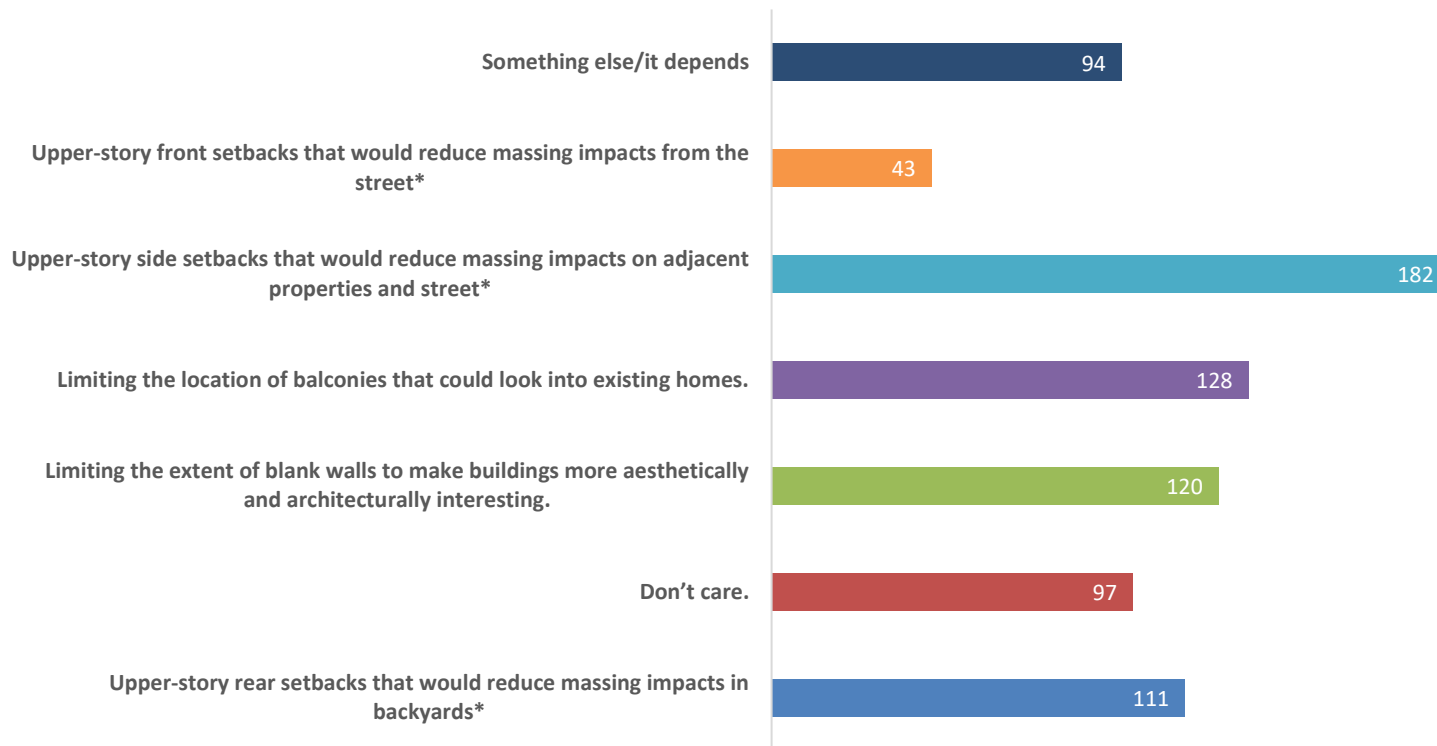
Upper Westside



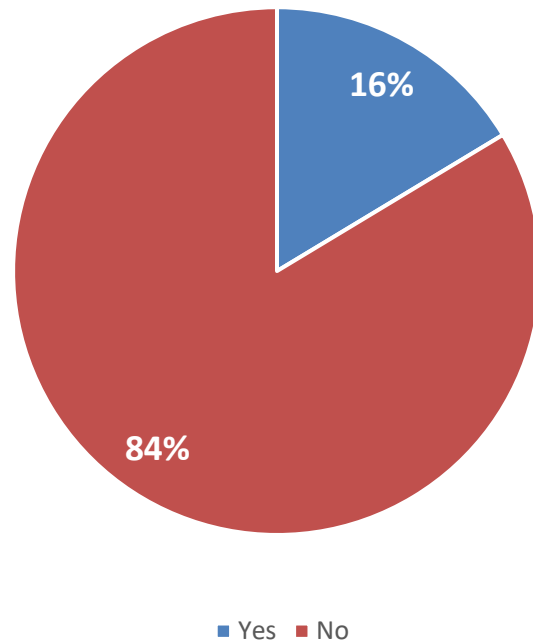
The City wants to set a high quality of design for new development without stifling designers' creativity or budget. How strictly should the City regulate the following features of future multi-family buildings? (RL/RM sites)



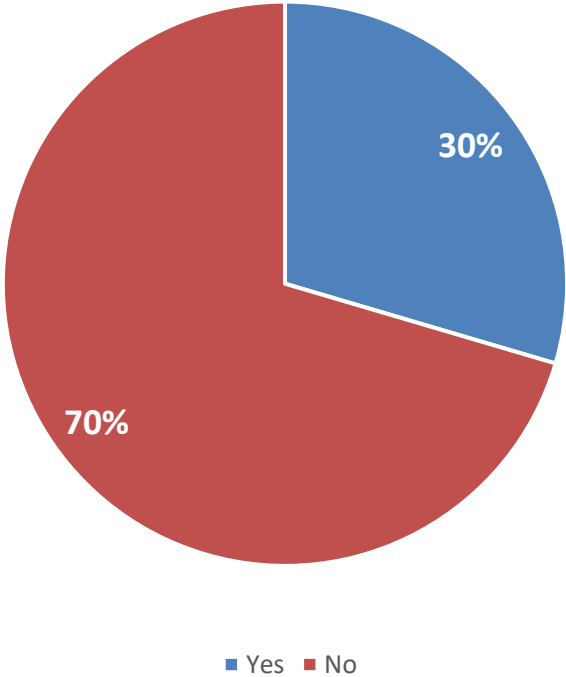
The upper stories of buildings are typically what we hear the most feedback about from neighbors concerned with shadows, privacy, or the bulkiness of a building. Which strategy below do you prefer to promote a good neighbor policy? We know it's a hard choice, but the City will need to make tough decisions on these tradeoffs and you can only choose one.



Did you attend or watch the video from the Designing a Santa Cruz for All webinar?



Have you participated in the City's previous planning and/or housing projects, such as the Corridors Plan or Voices on Housing?



Memorandum

| | | | |
|------|--|------|--|
| DATE | July 12, 2021 | | |
| TO | Sarah Neuse 831-420-5092 sneuse@cityofsantacruz.com cc: Matt VanHua | FROM | Meredith Rupp, Senior Planner Alyssa Chung, Assistant Planner |

RE: Defining Community Character Survey Results

Together with the City Planning and Community Development Department Urban Planning Partners conducted an online survey as part of the *Defining Community Character* engagement phase of the Multi-Family Objective Standards Project. The purpose of this memorandum is to present key findings from the survey data and present implications for our remaining work. A series of data visualizations accompany this cover memorandum to provide further context and analysis.

This memorandum starts with applicable background information on the survey methodology before highlighting and discussing the key findings.

BACKGROUND

Urban Planning Partners developed an online survey, found in Appendix A, to collect information on community priorities, concerns, and preferences related to the design of mixed-use and multi-family buildings. The survey was conducted in English and Spanish and distributed through a variety of methods, including social media, emails, communications with partner organizations, a press release, flyering, and in-person canvassing with a paper survey in the Beach Flats community. The English-language survey was open from May 15 to June 1. The Spanish-language survey was open from May 20 to June 1.

The online survey garnered approximately 779 English responses and 40 Spanish responses once the data were cleaned.¹

¹ We received a total of 2,195 online responses (1,916 in English, 279 in Spanish) and an additional 42 people responded with hard copies. However, as we began analyzing the data, it became clear that some entries were fraudulent. See Appendix B for how that data was cleaned.

SURVEY RESULTS

This memorandum is an accompaniment to the data visualizations and Appendix C is a summary of the free response data. Key points are summarized below:

- 1. Demographics.** Community members who responded to the survey were generally reflective of the larger Santa Cruz community in terms of race. In 2018, an estimated 63 percent of Santa Cruz residents were White, consistent with the 67 percent of White survey respondents. However, the survey may not have captured a representative snapshot of Asian or Latino/Hispanic respondents compared to demographic estimates. In addition, respondents were underrepresented in the following categories, as compared to demographic estimates: individuals under 34 years old; households with incomes less than \$35,000; and households with three or more members.
- 2. Support for taller buildings.** When asked what the maximum height they would support on commercial corridors, 60 percent of respondents selected a height option taller than four stories. When asked what trade-offs might be made for less expensive housing, the most popular answer was increased building height limits. Free response answers suggested a similar degree of support for taller buildings; however, respondents also expressed concerns about shading impacts on existing homes and streets.
- 3. Support for decreased restaurant parking.** 45 percent of respondents said they supported decreasing the parking requirement for restaurants. An additional 28 percent said that they supported decreases only for small restaurants or restaurants with good bike or bus access.
- 4. Desire for active ground floors and spaces.** The majority (85 percent) want commercial uses or other active uses on the ground floor, and several respondents described “wider sidewalks” and outdoor amenities as a priority in their free response answers. Similarly, there was strong support for outdoor dining in front setback areas. Most respondents (51 percent) wanted most buildings in a commercial area to have ground-floor commercial space. Black/African American respondents and respondents under 20 prioritized this feature more than other demographics (31 percent and 45 percent, respectively), while Latino/Hispanic respondents ranked ground-floor commercial as the lowest priority (7 percent). However, when asked what a good tradeoff would be for less expensive housing, the second most popular answer overall was “exclusively residential buildings in commercial areas” (327 responses). The 327 people who support exclusively residential buildings is greater than the number who prefer ground-floor shops or restaurants even if they increase housing costs (232 respondents).
- 5. Preference for architectural freedom and variety.** On commercial streets, respondents overwhelmingly preferred an eclectic building look over a uniform one (67 percent versus 11 percent). When asked how much control the City should exercise over architectural details, respondents largely preferred giving architects creative freedom or creating a menu of options from which to work. Respondents felt that there should be the highest levels of freedom in choosing building color and decoration and more control over building materials and landscaping. These preferences are true for both commercial and residential areas and are reflected in survey-takers’ free responses—17 respondents mentioned material quality or application as a priority.

- 6. Mixed feedback on architectural features.** Respondents most commonly reported that certain architectural features (e.g., varied roof forms, bay windows) should still be required even if they increase the cost of housing. However, the number of respondents who accepted tradeoffs on building form (e.g., flat roofs, minimal variation in building face) was roughly equal to the number who wanted architectural details to be required (252 compared to 250). The support for taller buildings and decreased parking makes building decoration more feasible. Focus group feedback will be important to determine how to regulate building articulation and form given there is not support for creating a strict standard but there is a desire to still see architectural details.
- 7. Support for making housing more feasible.** When asked about smaller residential projects that are harder to pencil, 51 percent of respondents preferred standards to make rental projects easier to build, while 36 percent prioritized standards that mitigate the bulk and massing of such projects. Of the 99 survey-takers who opted to provide free responses in response to this question, 54 responses were neutral or ambivalent to the answers; 25 supported policies to increase housing, and 20 were opposed to policies increasing housing. Accounting for free responses does not result in a substantive shift in survey-takers' feedback. Similarly, 146 respondents said that the City should not ask for anything that makes housing more expensive and only 66 respondents said that they would not accept any tradeoffs in return for less expensive housing.
- 8. Differences in priority across language.** When asked whether certain features should be prioritized over less expensive development, Spanish-language respondents prioritized more parking spaces and high-quality building materials over other features (37 percent and 33 percent, respectively) compared to English-language respondents, who were more evenly divided across all possible tradeoffs. When asked what standards could be loosened to reduce housing costs, more Spanish-language respondents indicated that building heights could be increased (45 percent) compared to English-language respondents (22 percent). However, the plurality of Spanish-language respondents (44 percent) also supported a maximum height of four stories along major commercial streets. Four stories is the minimum height necessary to comply with State Law given the current planned housing capacities in the City's 2030 General Plan, indicating that there may be a conflict between respondents' support for less expensive housing and their desire for lower-intensity development.
- 9. Differences in priority east of the river.** Residents in the eastern neighborhoods were the only groups that did not choose increased building height limits as their top tradeoff for less expensive housing. Among Eastside residents, allowing exclusively residential buildings in commercial areas was the top tradeoff, and for Upper Eastside residents, simpler building shapes and less expensive materials were chosen more often than increased building heights. Similarly, respondents who live east of the river prefer regulations that mitigate the bulk and mass of new, small residential buildings over policies that would make rental projects more feasible. All other neighborhoods favored policies to increase rental feasibility.
- 10. Race, age, and neighborhood are not predictors.** Except for some discrete areas mentioned above, preferences tended to be similar across racial, generational, and neighborhood groups. One noteworthy difference is larger support for four-story buildings in the Eastside and Upper

Eastside compared to other neighborhoods and Upper Westside residents were less likely to identify more parking as a desired feature for future housing projects.

IMPLICATIONS ON FUTURE WORK

The survey data will be used to inform the draft objective standards, which will then be presented to the community during the final community engagement stage, *Shape and Refine Objective Standards*. The consultant team will also utilize focus groups to fill gaps in our knowledge and hear from voices that are missing in the survey sample, especially students, the Latinx community, young adults, and low-income households.

CONCLUSION

The survey furthered the desired outcomes of this stage of the community engagement strategy, to *Define and Measure Community Character*. Survey results did not represent a complete cross-section of Santa Cruz residents, but improved upon past engagement events and identified communities where further outreach will be focused. The survey was also effective in obtaining community consensus about specific design features or identifying areas where additional community input is needed to refine our objective standards approach.

Attachments:

- Data Visualizations
- Appendix A: Online Survey Questions
- Appendix B: Data Cleaning Summary
- Appendix C: Free Response Compendium

APPENDIX A
SURVEY QUESTIONS – ENGLISH AND SPANISH



Defining Santa Cruz's Community Character

Introduction

Your input will help us create a first draft of the Objective Development Standards. This survey will take you 12 minutes to complete. Thank you for your time!

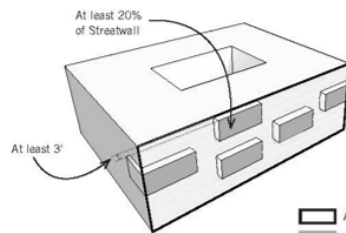
With new State regulations, more multi-family housing (apartment or condo buildings) and mixed-use buildings (buildings with retail or office on the ground floor and apartments above) will be developed in Santa Cruz. Cities can still shape the design of these buildings, but must apply the rules evenly and fairly, without personal judgement. These rules are called 'Objective Development Standards'.

Subjective

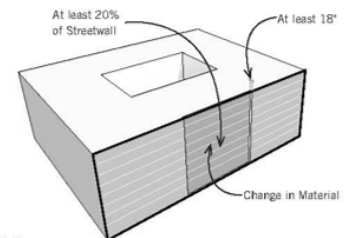
“Development must be compatible with the character of the neighborhood.”

Objective

Volumetric Projections



Change in Materials



□ Area of Streetwall
■ Area of Streetwall Modulation

This survey will ask you about your priorities, concerns, and preferences related to the design of multi-family buildings along commercial streets like Water, Ocean, or Soquel (see [908 Ocean](#)) and in residential neighborhoods. We will present the draft standards to the community for feedback in late Summer/early Fall and refine the standards for City Council approval in Winter 2021.

1. Do you want more information about the project context before you start?

- Yes, show me more.
- No, I am ready to start.



Defining Santa Cruz's Community Character

Resources

Please check out the resources below. These links provide additional context and could also serve as good preparation to take the survey.

- [State Legislation](#). California has a housing shortage crisis, and the State has passed laws that limit local control and make it easier to build new housing.
- All cities, towns, and counties are required to plan for and approve their [fair share of housing](#).
- [Housing 101 Guide](#). Explains State legislation and defines key terms. Might be helpful to have this open in another browser window in case there are terms you don't know.
- [Watch the recording or view the slides](#) from our webinar *Designing a Santa Cruz for All: The Past and Future of Housing Policy* to learn about zoning and racial equity.
- Think about Santa Cruz and how different buildings contribute to its identity. There are specific questions to consider on the City's website under "[Warm Up for Participation](#) – Visit your hometown."



Defining Santa Cruz's Community Character

The Big Picture

To start, we have some broad questions about your priorities and the development patterns you prefer.

* 2. Think of the apartment-style and mixed-use buildings on commercial streets (e.g., Water, Ocean, Soquel). **Which of the following items do you think are most important for a new building on these streets to include, even if they increase housing costs?*** We know it's a hard choice, but you can only choose two items.

- Ground floor shops or restaurants
- More parking spaces
- Architectural details (e.g., varied roof forms, bay windows)
- Community gathering spaces
- High quality building materials (e.g., stone, wood, brick)
- None of these: the City shouldn't ask for anything that makes housing more expensive

Something else (please explain)

**** The City can require that buildings meet certain requirements, but each additional ask can make a building more expensive to build, which can impact the cost of renting or purchasing housing.***

3. The City can also loosen some requirements to reduce building costs, potentially making units less expensive to rent or buy. **Which of the following items do you think are good trade-offs for less expensive housing?** Choose all that apply.

- Increased building height limits
- Simpler building shapes (e.g., flat roofs, minimal variation in the building face)
- Less expensive materials (e.g., stucco)
- Fewer parking spaces
- Exclusively residential buildings in commercial areas
- None of these: I'm not concerned about housing affordability

Something else (please explain)

4. The parking regulations currently require twice as much parking for restaurants as other kinds of retail or commercial uses, which makes it harder to build restaurants. **Would you support decreasing the parking requirement for restaurants?**

- Yes
- No
- Only for small restaurants (e.g., Charlie Hong Kong Restaurant)
- Only if the site is accessible by bus or bike

Something else (please explain)



Defining Santa Cruz's Community Character

Look and Feel of Buildings

This section digs into how you want future buildings to look and feel.

Options for Question #5

A Consistent Solid Edge



Variety (edge moves in and out)





5. Consider what it's like to walk down blocks on commercial streets. Do the buildings create a consistent edge along the sidewalk, or are they broken up with spaces in between for landscaping or stoops? **What do you prefer?**

- A consistent, solid edge along the entire block (with landscaping and street trees included in the public right of way, rather than on private property)
- Variety of the edge, moving in and out (landscaping is on the private property adjacent to the sidewalk)
- The edge doesn't matter to me as long as the sidewalk is wide enough
- Don't care/haven't noticed

Something else/it depends (please explain)

Options for Question #6

More Uniform





More Eclectic



6. On major commercial streets like Ocean, Soquel, and Water, do you prefer buildings that have a uniform look along the street, or an eclectic mix?

- More uniform
- More eclectic
- Don't care/haven't noticed

Something else/it depends (please explain)

Options for Question #7, below

Outdoor Dining



Vehicle Parking



Publicly-Accessible Open Space



Landscaping



Bicycle Parking



7. Community feedback for previous projects indicated that Santa Cruz residents prefer that buildings be located at or close to the sidewalk edge. However, a larger front setback might be better for certain uses and features. **What uses (if any) should be allowed to have a larger setback?** Choose all that apply.

- Outdoor dining
- Vehicle parking
- Publicly-accessible open space
- Landscaping
- Bicycle parking
- None of the above

8. The City wants to set a high quality of design for new development without stifling designers' creativity or budget. **How strictly should the City regulate the following features of future multi-family buildings?**

| | Leave open for architects to decide | Create some options for architects to choose from | City dictates a tight standard |
|------------------------|-------------------------------------|---|--------------------------------|
| Building materials | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building colors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaks in blank walls* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Roof shape* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building decorations* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Landscaping | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building entry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Something else (please explain)

**Examples for Question #8*

Breaks in Blank Walls



Roof Shape





Building Decorations



9. On streets like Ocean or Soquel, **how much retail space (shops, restaurants) would you like to see on the ground floor?**

- I don't care
- Some buildings should have shops or restaurants
- Most buildings should have shops or restaurants
- All buildings should have shops or restaurants
- I want some sort of activity on the ground floor (e.g., gym for residents, leasing office), but doesn't need to be a shop or restaurant

Four Stories



Five Stories



Six Stories

SIX STORIES



10. For the larger buildings allowed on Water, Ocean, and Soquel, four (4) stories is the minimum height necessary for the City's zoning code and General Plan to be consistent as required by State Law (according to [test fits](#) conducted by an urban design professional). **For apartment buildings with a mix of market-rate and affordable units, what is the maximum height that you support on major commercial streets?**

Choose one.

- 4 stories
- 5 stories
- 6 stories
- No maximum height

Something else/it depends

* 11. Affordable housing developers get to choose regulatory incentives to help them build affordable units,* but the City may be able to encourage certain incentives. **What types of incentives should the City try to encourage for these 100% affordable housing developments?** We know it's a hard choice, but you can only choose up two items.

Reduced parking requirements

Increase in lot coverage

Reduced off-street loading requirements

Reduction in required landscaping area

Reduced setbacks

Increased height beyond three (3) additional stories

Reduced open space requirements

Reduced building amenities (e.g., storage space, laundry, bike parking)

Streamlined approval process

Other (please specify)

**** For 100% affordable housing, State law grants a height increase of up to three (3) additional stories for projects in transit-rich areas. These 100% affordable projects are also allowed four (4) more regulatory incentives to help reduce building costs and facilitate affordable housing construction.***

12. In addition to the features discussed above, what other topics would you like to see considered in the Objective Development Standards? List up to three below:

1

2

3



Defining Santa Cruz's Community Character

Small Residential Projects

This survey has primarily focused on buildings along commercial corridors. However, there are also sites within residential neighborhoods that are planned for and can accommodate small apartment or townhome projects, like this four-unit townhome at 1133 East Cliff Drive



13. Technical studies have shown that the economics of these sites makes them harder to develop with multi-family apartments. Instead, these types of sites often develop as single-family homes, for-sale condos, or townhomes. **When considering what design standards to use for these smaller residential sites in single-family neighborhoods, which is more important to you?**

- Policies that could make rental apartments more feasible on these sites and create a greater number of housing units
- Standards that will mitigate the bulk and massing of the buildings but could constrain the amount of possible new residences.

Something else/it depends

14. The City wants to set a high quality of design for new development without stifling designers' creativity or budget. **How strictly should the City regulate the following features of future multi-family buildings?**

| | Leave open for architects to decide | Create some options for architects to choose from | City dictates a tight standard |
|------------------------|-------------------------------------|---|--------------------------------|
| Building materials | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building colors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaks in blank walls* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Roof shape* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building decorations* | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Landscaping | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building entry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Something else

**Examples for Question #14*

Breaks in Blank Walls



Roof Shape





Building Decorations



15. The upper stories of buildings are typically what we hear the most feedback about from neighbors concerned with shadows, privacy, or the bulkiness of a building. **Which strategy below do you prefer to promote a good neighbor policy?** We know it's a hard choice, but the City will need to make tough decisions on these tradeoffs and you can only choose one.

- Upper-story side setbacks that would reduce massing impacts on adjacent properties and street*
- Upper-story front setbacks that would reduce massing impacts from the street*
- Upper-story rear setbacks that would reduce massing impacts in backyards*
- Limiting the extent of blank walls to make buildings more aesthetically and architecturally interesting.
- Limiting the location of balconies that could look into existing homes.
- Don't care.

Something else/it depends (please explain)

**** Massing refers to the way a building is distributed on a site. It influences how you perceive a building's size and shape, such as if it's narrower and taller, wider and shorter, or pushed more to one side than another.***

Thank you for participating in shaping the new housing development in Santa Cruz. Go to the next page to tell us about yourself and sign up for the raffle!



Defining Santa Cruz's Community Character

Demographics

One of our goals is to hear from a representative cross-section of Santa Cruz. Responses to this are optional and kept strictly confidential.

16. What neighborhood do you live in?

- Downtown
- Eastside
- Upper Eastside
- Westside
- Upper Westside
- Outside of Santa Cruz

17. What races/ethnicities do you identify with? Select all that apply.

- American Indian/Alaska Native
- Asian/Pacific Islander
- Black/African American
- Latino/ Hispanic
- White/Caucasian
- Multiple Races
- Other (please specify)

18. How many people are in your household?

- 1
- 2
- 3
- 4 or more

19. What is your age?

- Under 20
- 20 to 34
- 35 to 54
- 55 to 64
- 65 or older

20. What is your household income?

- Less than \$10,000
- \$10,000 to \$14,999
- \$15,000 to 24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Prefer not to say

21. Did you attend or watch the video from the Designing a Santa Cruz for All webinar?

- Yes
- No

22. Have you participated in the City's previous planning and/or housing projects, such as the Corridors Plan or Voices on Housing?

- Yes
- No

23. Would you like to sign up for project updates? Respondents who sign up will automatically be entered in a raffle to win a \$50 gift card to New Leaf Community Markets!

Email Address

Definir el carácter de la comunidad de Santa Cruz

Sus respuestas a esta encuesta nos ayudarán a crear un primer borrador de los Estándares Objetivos de Desarrollo Urbano.

Le tomará 10 minutos terminar esta encuesta. ¡Gracias por tomarse el tiempo de darnos su opinión!

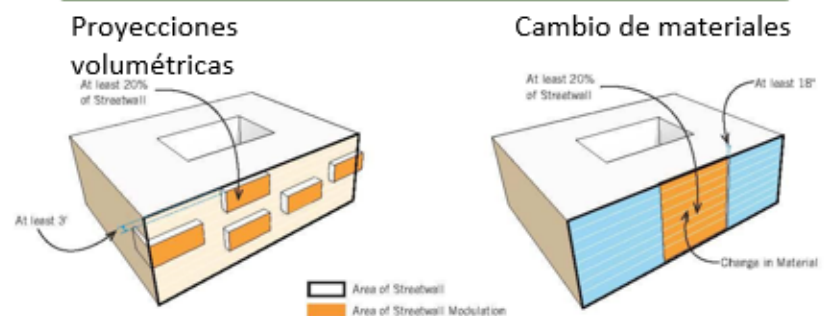
Historia

Con nuevos reglamentos del Estado, se creará más vivienda multifamiliar (edificios de apartamentos o condominios) y edificios de uso mixto (edificios con tiendas u oficinas en la planta baja y apartamentos arriba) en Santa Cruz. Las ciudades aún pueden moldear el diseño de estos edificios, pero deben aplicar las reglas de forma pareja y justa, sin juicio personal. Estas reglas se llaman 'Estándares Objetivos de Desarrollo Urbano'. Por ejemplo, vea a continuación:

Subjetivo

“El desarrollo urbano debe ser compatible con el carácter del vecindario.”

Objetivo



Esta encuesta le preguntará sobre sus prioridades, inquietudes y preferencias en relación con el diseño de edificios multifamiliares a lo largo de calles comerciales como Water, Ocean o Soquel (vea 908 Ocean) y en vecindarios residenciales.

Presentaremos el borrador de los estándares a la comunidad para que nos dé sus impresiones a fines del verano/comienzos del otoño y refinaremos los estándares para la aprobación por parte del Consejo de la Ciudad en el invierno de 2021.

EL PANORAMA GLOBAL

Para empezar, tenemos preguntas generales sobre sus prioridades y los patrones de desarrollo urbano que prefiere.

1. Piense en los edificios estilo apartamentos y de uso mixto en calles comerciales (por ejemplo, Water, Ocean y Soquel). **De la siguiente lista, ¿cuáles piensa usted que son más importantes incluir en un nuevo edificio, aún si eso aumenta los costos de vivienda?*** Sabemos que es difícil decidir, pero solo puede escoger dos elementos.

- Tiendas o restaurantes en la planta baja
 - Más espacios de estacionamiento
 - Detalles arquitectónicos (por ejemplo, variedad de formas de techos, ventanas tipo mirador)
 - Espacios de reunión comunitaria
 - Materiales de construcción de buena calidad (por ejemplo, piedra, madera, ladrillo)
 - Ninguno de estos: la Ciudad no debería pedir nada que haga que la vivienda sea más cara
 - Otro (por favor explique)
-
-

**La ciudad puede exigir que los edificios cumplan con ciertos requisitos, pero cada pedido adicional puede hacer que un edificio sea más caro de construir, lo cual puede afectar el costo de alquilar o comprar una vivienda.*

2. La Ciudad también puede aflojar algunos requisitos para reducir los costos de construcción, potencialmente haciendo que las unidades sean menos caras de alquilar o comprar. **¿Cuáles de los siguientes elementos piensa que son buenas concesiones para que la vivienda sea menos cara?** Seleccione todos los que correspondan.

- Aumento de la altura de edificios
 - Formas más simples de edificios (por ejemplo, techos planos, variación mínima en la fachada)
 - Materiales menos caros (por ejemplo, estuco)
 - Menos espacios de estacionamiento
 - Edificios exclusivamente residenciales en áreas comerciales
 - Ninguno de estos: no me preocupa la asequibilidad de vivienda
 - Otro (por favor explique)
-
-

CÓMO SE VEN Y CÓMO SE SIENTEN LOS EDIFICIOS

Esta sección trata sobre cómo usted quiere que los edificios futuros se vean y se sientan.

3. Considere cómo es caminar a lo largo de cuadras en calles comerciales. ¿Crean los edificios un borde constante a lo largo de la acera, o está interrumpido con espacios intermedios para plantas o entradas? **¿Qué prefiere? (Escoja uno)**

- Un borde constante y sólido a lo largo de toda la cuadra (con plantas y árboles en la calle en la vía pública, en lugar de en propiedad privada)



- Variedad del borde, que se mueve hacia adentro y hacia afuera (las plantas están en propiedad privada adyacente a la acera)



- El borde no me importa siempre y cuando la acera sea lo suficientemente ancha
- No me importa/no lo he notado
- Otro/depende (por favor explique)

4. En las principales calles comerciales como Ocean, Soquel y Water, ¿prefiere edificios que se ven uniformes a lo largo de la calle, o una mezcla ecléctica? (Escoja uno)

Más uniforme



Más ecléctico



No me importa/no lo he notado

Otro/depende (por favor explique)

5. En calles como Ocean o Soquel, ¿qué tanto espacio comercial (tiendas, restaurantes) le gustaría ver en la planta baja?

- No me importa
- Algunos edificios deberían tener tiendas o restaurantes
- La mayoría de los edificios deberían tener tiendas o restaurantes
- Todos los edificios deberían tener tiendas o restaurantes
- Quiero algún tipo de actividad en la planta baja (por ejemplo, gimnasio para los residentes, oficina de arrendamiento), pero no necesita ser una tienda o restaurante

6. Para los edificios más grandes permitidos en Water, Ocean y Soquel, Para edificios de apartamentos con una mezcla de unidades al precio del mercado y asequibles, ¿cuál es la altura máxima que usted apoya en las principales calles comerciales? (Escoja uno)

- 4 plantas,
- 5 plantas
- 6 plantas
- Ninguna altura máxima
- Otro/depende:

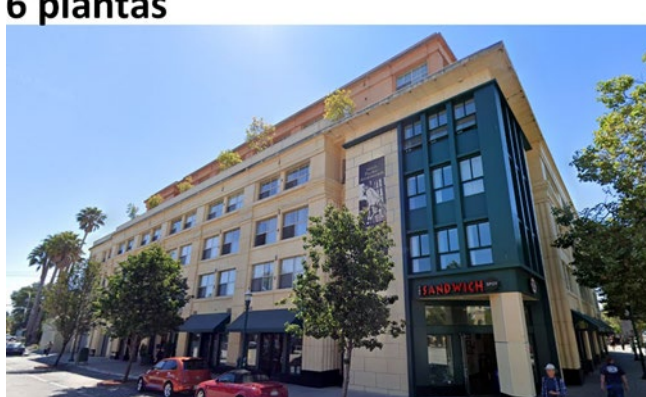
4 plantas



5 plantas



6 plantas



7. Los urbanizadores de vivienda asequible pueden escoger incentivos reglamentarios para ayudarles a construir unidades asequibles*, pero tal vez la Ciudad pueda alentar ciertos incentivos. **¿Qué tipo de incentivos debería la Ciudad tratar de alentar para estos proyectos de vivienda 100% asequible?** Sabemos que es difícil decidir, pero solo puede escoger hasta dos elementos.

- Reducción en los requisitos de estacionamiento
 - Reducción en los requisitos de carga fuera de la calle
 - Reducción en los retranqueos
 - Reducción en los requisitos de espacios abiertos
 - Proceso de aprobación agilizado
 - Aumento de la cobertura del lote
 - Reducción en el área que debe tener plantas y jardines
 - Aumento de la altura más allá de tres (3) plantas adicionales
 - Menos servicios en el edificio (por ejemplo, espacio de almacenamiento, lavandería, estacionamiento para bicicletas)
 - Otro (por favor explique)
-
-

** Para la vivienda 100% asequible, la ley del Estado otorga un aumento de altura de hasta tres (3) plantas adicionales para proyectos en áreas ricas en transporte público. A estos proyectos 100% asequibles también se les permite cuatro (4) incentivos reglamentarios más para ayudar a reducir los costos de construcción y facilitar la construcción de vivienda asequible.*

8. Además de las características mencionadas anteriormente, **¿qué otros temas le gustaría que se consideren en los Estándares Objetivos de Desarrollo Urbano?** A continuación enumere hasta tres:

1.

2.

3.

PROYECTOS RESIDENCIALES PEQUEÑOS

Esta encuesta se ha enfocado principalmente en edificios a lo largo de corredores comerciales. Sin embargo, también hay sitios dentro de vecindarios residenciales que están planificados para pequeños proyectos de apartamentos o casas adosadas y que tienen el espacio para ellos, como este conjunto de cuatro casas adosadas en 1133 East Cliff Drive.



9. Los estudios técnicos han demostrado que los factores económicos de estos sitios hacen que sean más difíciles de urbanizar con apartamentos multifamiliares. En lugar de eso, estos tipos de sitios a menudo son urbanizados como viviendas unifamiliares, condominios para la venta o casas adosadas. Al considerar qué estándares de diseño usar para estos sitios residenciales más pequeños en vecindarios unifamiliares, **¿cuál es más importante para usted?**

- Políticas que podrían hacer que los apartamentos de alquiler sean más factibles en estos sitios y crear un mayor número de unidades de vivienda
 - Estándares que mitigarán el tamaño y la escala de los edificios pero que podrían restringir la cantidad posible de nuevas residencias.
 - Otro/depende (por favor explique)
-
-

10.El tema sobre el que generalmente recibimos más impresiones de los vecinos son las plantas superiores de los edificios. Les preocupan las sombras, la privacidad o el tamaño del edificio. **¿Qué estrategia a continuación prefiere para promover una política de buen vecino?** Sabemos que es una decisión difícil, pero la Ciudad necesitará tomar decisiones difíciles sobre estas concesiones y usted solo puede escoger una.

- Retranqueos laterales de los pisos superiores que reducirían los impactos de la masa del edificio a propiedades adyacentes y a la calle.
- Retranqueos delanteros de los pisos superiores que reducirían los impactos de la masa del edificio a propiedades adyacentes y a la calle.
- Retranqueos traseros de los pisos superiores que reducirían los impactos de la masa del edificio a propiedades adyacentes y a la calle.
- Limitar la extensión de paredes sin ninguna característica para que los edificios sean más interesantes estética y arquitectónicamente.
- Limitar la ubicación de balcones desde los que se podría mirar al interior de viviendas existentes.
- No me importa.
- Otro/depende (por favor explique).

**La masa se refiere a cómo un edificio está distribuido en un sitio. Eso influye cómo usted percibe el tamaño y la forma de un edificio, es decir, si es más angosto y más alto, más ancho y más bajo, o arrimado más a un lado que al otro.*

¡Gracias por participar en el proceso de moldear la creación de nueva vivienda en Santa Cruz!

CARACTERÍSTICAS DEMOGRÁFICAS

Uno de nuestros objetivos es tener las opiniones de una muestra representativa de los habitantes de Santa Cruz. Las respuestas a esto son opcionales y serán estrictamente confidenciales.

1. ¿En qué vecindario vive?

- Centro de la ciudad
- Eastside
- Upper Eastside
- Westside
- Upper Westside
- Fuera de la Ciudad de Santa Cruz

2. ¿Con qué razas/identidades étnicas se identifica usted? Seleccione todos los que correspondan.

- Indígena americano/nativo de Alaska
- Asiático/isleño del Pacífico
- Negro/afroamericano
- Latino/hispano
- Blanco/caucásico
- Razas múltiples
- Otra (por favor especifique)

3. ¿Cuántas personas hay en su hogar?

- 1
- 2
- 3
- 4 o más

4. ¿Qué edad tiene?

- Menos de 20
- 20 a 34.
- 35 a 54.
- 55 a 64.
- 65 años o más

5. ¿Ha participado usted en los proyectos anteriores de planificación o de vivienda de la Ciudad, como el Plan de Corredores o *Voices on Housing* (Voces sobre Vivienda)?

- Sí
- No

APPENDIX B

DATA CLEANING SUMMARY

BACKGROUND

The City of Santa Cruz staff and Urban Planning Partners began to suspect fraudulent survey entries based on the following:

- Responses to text box questions that had nothing to do with the question or the project (e.g., “Nordic,” “contracted,” “médicos”)
- Multiple entries that used the same phrases in the free-response text boxes, oftentimes with awkward wording or capitalization (e.g., “Rational use of cities,” “Increase More Parking Place,” “The construction density should not be too high, which requires the height of the floors to be increased”)
- Unlikely combinations of letters and numbers used in email addresses (e.g., xvmn, jtmaqj)
- Survey response times under 5 minutes
- Surveys taken at odd hours of the night (i.e., between midnight and 5 am)
- Answers in English to text-box questions on the Spanish-language survey

DATA CLEANING METHODOLOGY

Urban Planning Partners ran the data set through [ipapi](#), a bulk IP address lookup service, and removed all records located outside of California. It is possible, especially given remote work capabilities during the pandemic, that some of the records from non-California IP addresses were people who typically live and/or work in Santa Cruz. However, given the size of the data set and the effort that would have been required to comb through each record, this bulk removal was considered the best option.

After removing records outside of California, Urban Planning Partners removed entries that had nonsensical and/or repeat entries in the free responses. After this, there remained dozens of entries that were still suspect due to the factors listed above. We coded remaining entries based on their probability of fraud and worked with City staff to remove remaining entries that were most likely fraudulent. In all cases, entries that were removed during this phase had more than one factor to substantiate their removal (e.g., a suspicious email address *and* a short response time, free response data that did not make sense *and* a late-night survey submission).

See below for the full list of how entries were removed.

ENGLISH SURVEY DATA

1. Remove all records outside of CA
2. Remove all records where the respondent did not answer a single question
3. Remove all records with answer “yes” or “no” in columns BI-BK (ie the free responses specifying what other things the development standards should address)

- a. Note: all of the records deleted with a yes/no answer also either a) had IP addresses outside Santa Cruz or b) had survey completion times of 3 minutes or less
4. Remove repetitive records with “Nordic” as an answer in columns BI-BK
5. Remove repetitive records with “contracted” as an answer in columns BI-BK
6. Remove repetitive records with “Add more and orderly parking Spaces” as an answer in columns BI-BK
7. Remove repetitive records with “Increase per capita green plant area” as an answer in columns BI-BK
8. Remove repetitive records with “Increase More Parking Place” as an answer in columns BI-BK
9. Remove repetitive records with “Rational Planning of Space” as an answer in columns BI-BK
10. Remove repetitive records with “sports ground” as an answer in columns BI-BK
11. Remove repetitive records with “The construction density should not be too high, which requires the height of the floors to be increased, and the houses should not be too close.” as an answer in columns BI-BK
12. Remove repetitive records with “To increase the height of a house, its safety must first be ensured.” as an answer in columns BI-BK
13. Remove repetitive records with “Environmental aspects”, “transport”, or “Housing construction” as an answer in columns BI-BK
14. Remove repetitive records with “Health environment” as an answer in columns BI-BK
15. Remove repetitive records with “Security fence” or “Rest bench” as an answer in columns BI-BK
16. Remove repetitive records with “I want to see more surprises” as an answer in columns BI-BK
17. Remove repetitive records with “Economic material benefit”, “The transportation is convenient”, or “Near the school” as an answer in columns BI-BK
18. Remove repetitive records with “Comfortable residential environment” or “Perfect transportation” as an answer in columns BI-BK
19. Remove repetitive records with other similar questionable answers in BI-BK.
20. Remove repetitive records that took less than 5 mins to complete
21. Remove all records with a survey start time between 11pm and 5am if one of the following also applies
 - a. The email address includes letters and number combinations that do not appear to be real names or words (e.g., “xvmn” or “jtmaqj”)
 - a. The free response answers did not use traditional English grammar, were not relevant to the question asked, or showed up verbatim in multiple responses
 - b. Every single race was selected in the demographic questions

SPANISH LANGUAGE DATA

1. Remove repetitive records outside of CA
2. Remove repetitive records with answer “yes” or “no” in columns BI-BK (ie the free responses specifying what other things the development standards should address)
3. Remove repetitive records with the following answer in the free response “Increase of parking Spaces”
4. Remove repetitive records with the following answers in the free response: transporte, comedor, médicos
5. Remove repetitive records with the following answers in the free response: “Rational use of cities”, “Need to add some local architectural features or other”
6. Remove repetitive records with a response time of under five minutes

7. Remove all records with survey start times between 11pm and 5am if one of the following also applies:
 - b. The email address includes letters and number combinations that do not appear to be real names or words (e.g., "xvmn" or "jtmaqj")
 - c. The free response answers did not use traditional English grammar, were not relevant to the question asked, or showed up verbatim in multiple responses
 - d. Every single race was selected

APPENDIX C

FREE RESPONSE COMPENDIUM

SUMMARY

Survey-takers were able to provide up to three free responses identifying topics that they would like to see considered in the Objective Development Standards. In total, 825 English-language comments and 4 Spanish-language comments were recorded (not including fraudulent data).

We identified 601 responses that may be implementable through Objective Design Standards (e.g., setbacks or lighting) or are related to the physical feasibility of the development (e.g., unit size, ground floor uses). We then counted these applicable responses across 25 relevant topics. The top five topics are as follows:

- **Green Building Standards** (75 responses). *Comments related to energy efficiency, solar requirements, green materials, etc.*
- **Open Space/Amenities** (73 responses). *Comments related to recreational and community facilities, open space requirements, etc.*
- **Parking** (66 responses). *Comments related to parking impacts on neighborhoods, parking ratio, etc.*
- **Density/Unit Size** (44 responses). *Comments related to unit typology, density, etc.*
- **Walkability** (44 responses). *Comments related to pedestrian experience, accessibility, etc.*

Other frequent themes included community compatibility and neighborhood character; bicycle infrastructure; height; water usage; and setbacks. Because many of the responses were unique or lacked context, we did not differentiate topics further (e.g., responses for or against height).

This appendix includes an interactive spreadsheet, where free responses answers can be sorted by topic and/or applicability to the Objective Design Standards' scope.