

# Focus Group: New Multi-family Buildings in Santa Cruz

JULY, 2021

This event is part of the  
**Multi-Family Objective  
Standards Project**



URBAN  
PLANNING  
PARTNERS  
INC.

# Introductions



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WELCOME

## Today's Program

1. Project background (5 minutes)
2. Discussion questions (4) (45 minutes)
3. Closing and next steps (5 minutes)

# BACKGROUND

State of California is requiring cities to plan for more housing

Cities will determine where new housing will go and what it will look like

**Breaks in Blank Walls**



**Roof Shape**



**Building Decorations**



# ENGAGEMENT SO FAR

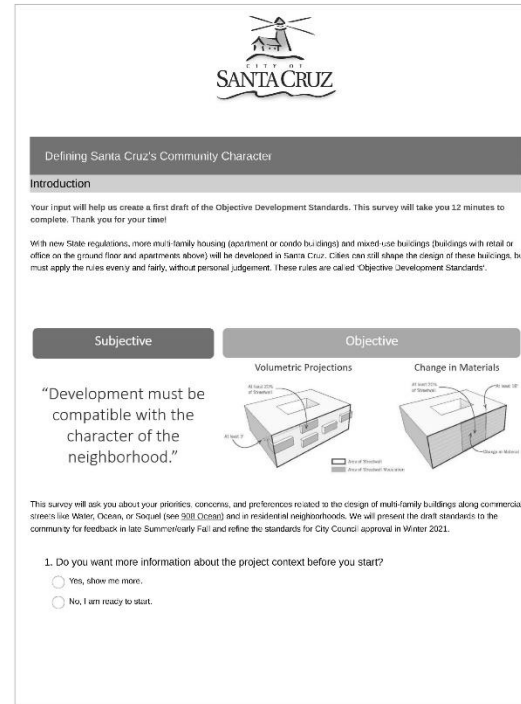
## March

Presentation and discussions on housing policy and race



## May - June

Survey on preferences for new buildings

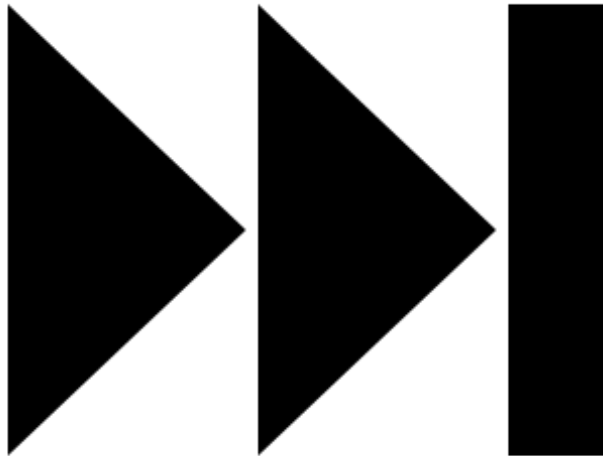


## July

Focus groups for in-depth feedback



# WHAT'S NEXT



- **Website launch event and voting** on preferences (Summer 2021)
- Development professionals **focus group** (Summer/Fall)
- Planning Commission and City Council **hearings** (Fall/Winter)

# Goals for today's group

1

Collect input from **renters/young adults/students/Eastside residents/low-income households/Latinx/Chicanx/Spanish-speaking households**

2

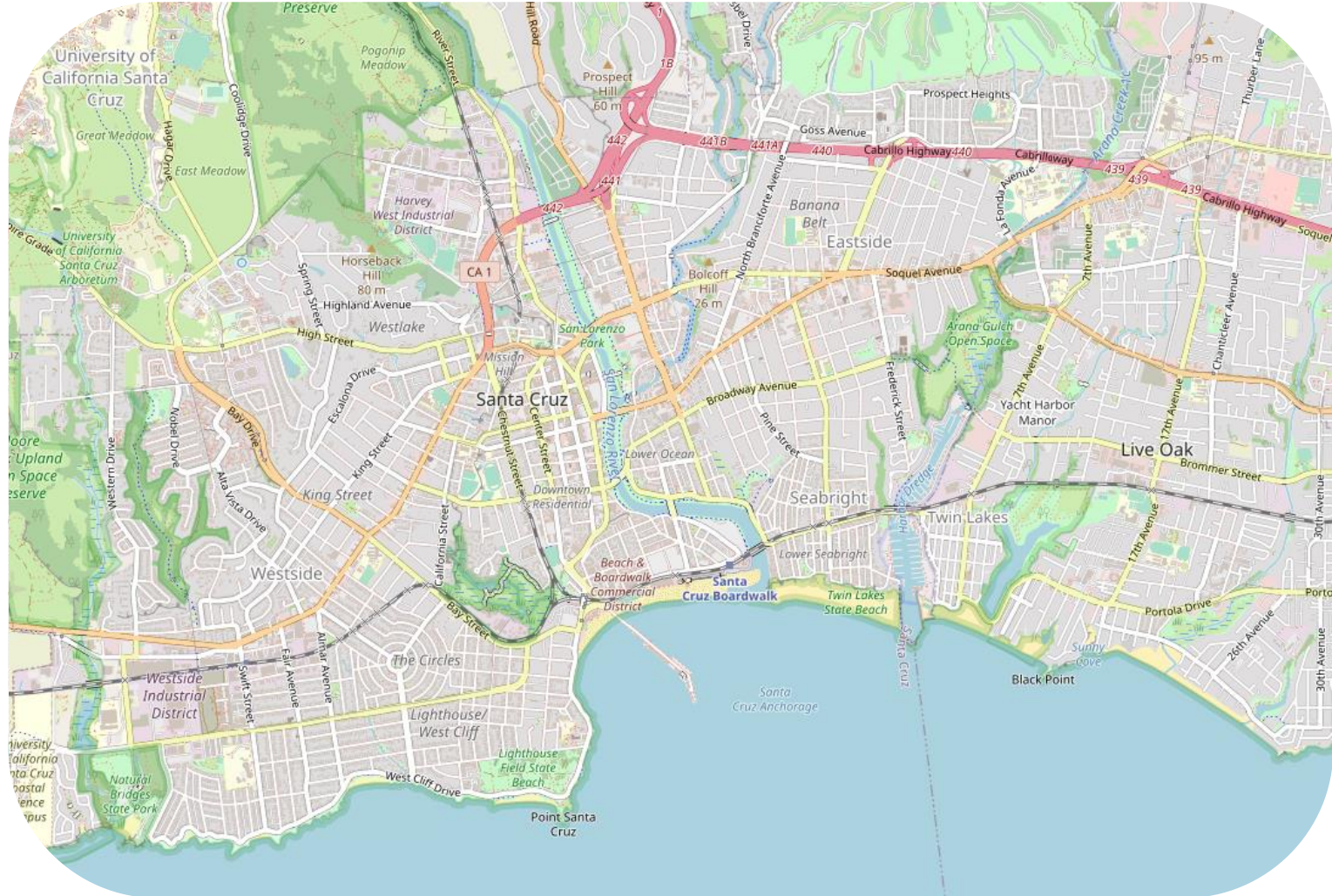
Have an **in-depth discussion** about what new housing should look like

3

Generate **specific feedback** to help us write new regulations

# Introductions

- **Name**
- What **type of home** do you live in (apartment, single-family home, etc)?
- What **neighborhood** do you live in?
- What **one word** would you use to describe your neighborhood?





1. When you think about Santa Cruz's character and **what makes Santa Cruz Santa Cruz**, what comes to mind?

2. Which of these 7 styles do you prefer?  
**Why?**

Tip: Write or type down your favorite(s) and some words to jog your memory

## 2. Which of these 7 styles do you prefer? **Why?**

1



## 2. Which of these 7 styles do you prefer? **Why?**

2



## 2. Which of these 7 styles do you prefer? **Why?**

3



## 2. Which of these 7 styles do you prefer? **Why?**

4



## 2. Which of these 7 styles do you prefer? **Why?**

5



## 2. Which of these 7 styles do you prefer? **Why?**

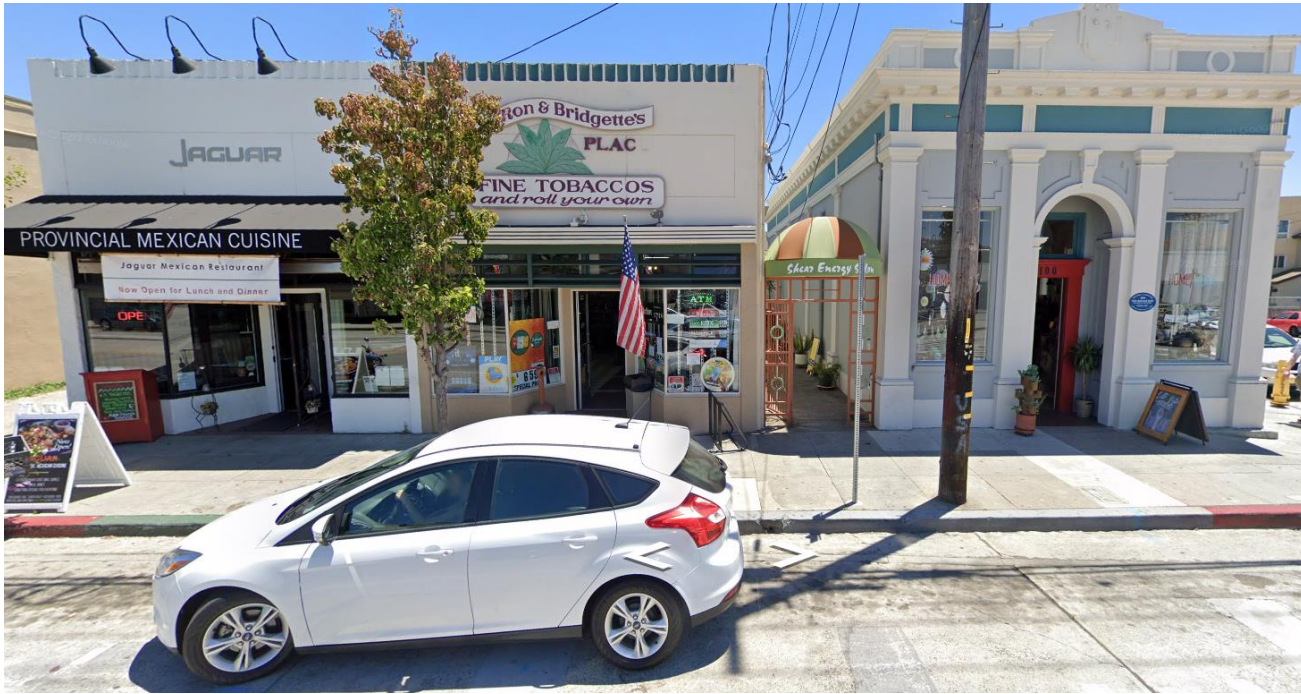
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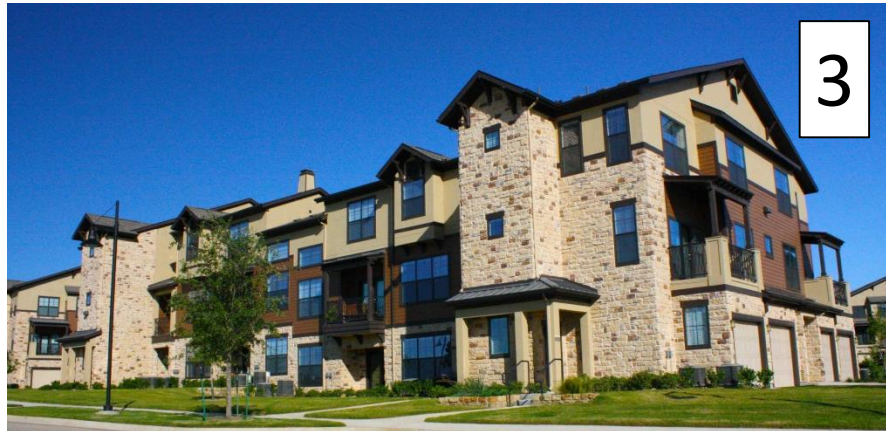


## 2. Which of these 7 styles do you prefer? Why?

7



# Options Recap



3. What types of uses would you like to see along Ocean, Soquel, Mission, and Water on the ground-floor?

For example:

- Shops and restaurants
- Offices (chiropractors, architects)
- Residences
- Residential amenities (gyms, lobby)
- Something else?

4. What types of features do you prefer and why? To make space for these types of features, would you support a bigger front setback or inset ground floor?

A



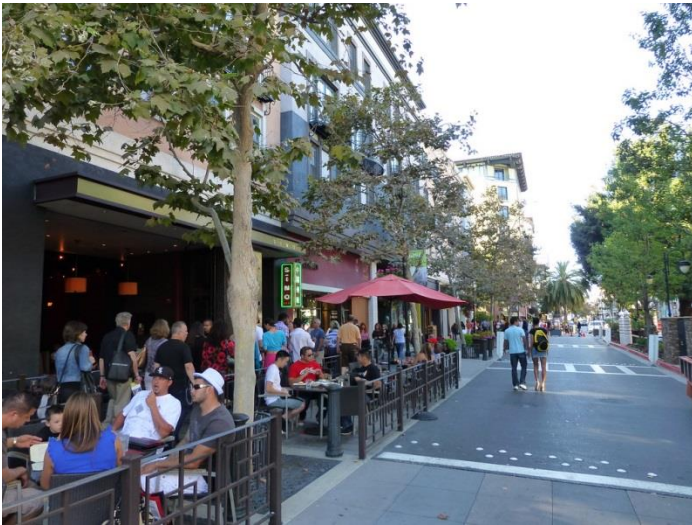
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D



B



E



Making space for sidewalk amenities

# What about increased building heights to allow for ground-floor features?

