



City of Santa Barbara General Plan Update Survey

September 10, 2008

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

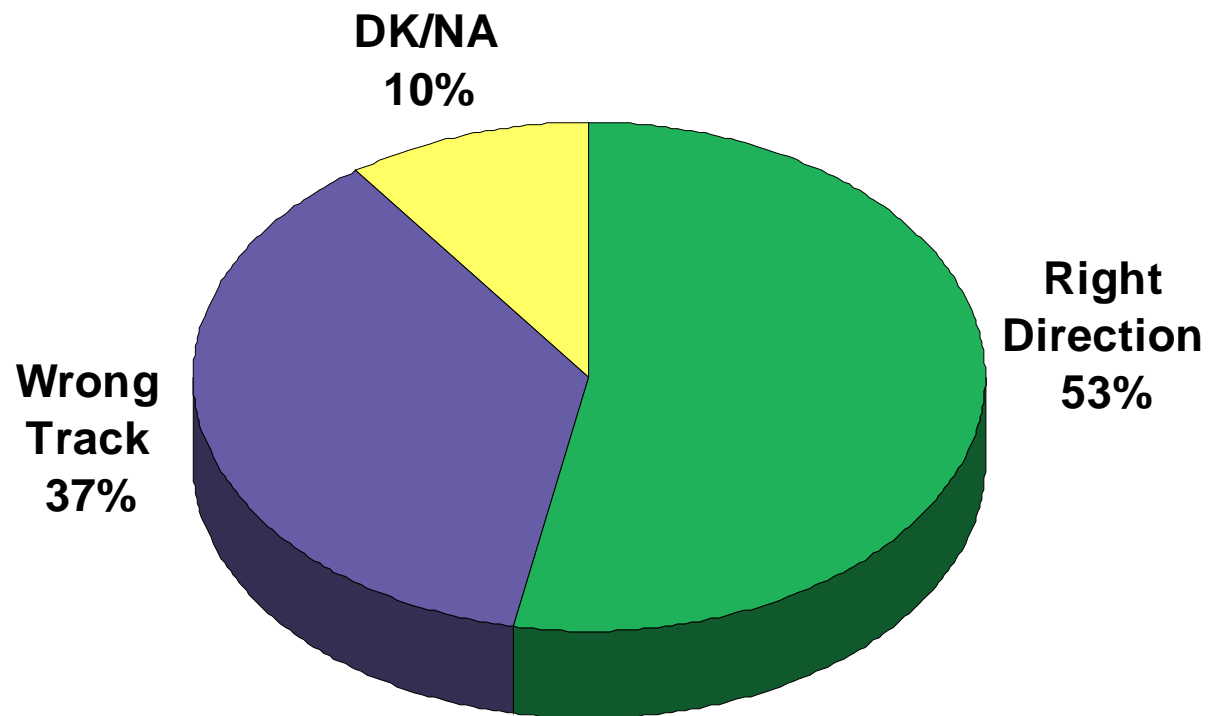


Methodology

- **Survey conducted August 20-24, 2008.**
- **Interviews conducted by telephone (landline and cell phone) with 400 City of Santa Barbara residents.**
- **Margin of error for the full sample is plus or minus 4.9 percent; the margin of error for population subgroups will be higher.**



City of Santa Barbara Right Direction/Wrong Track

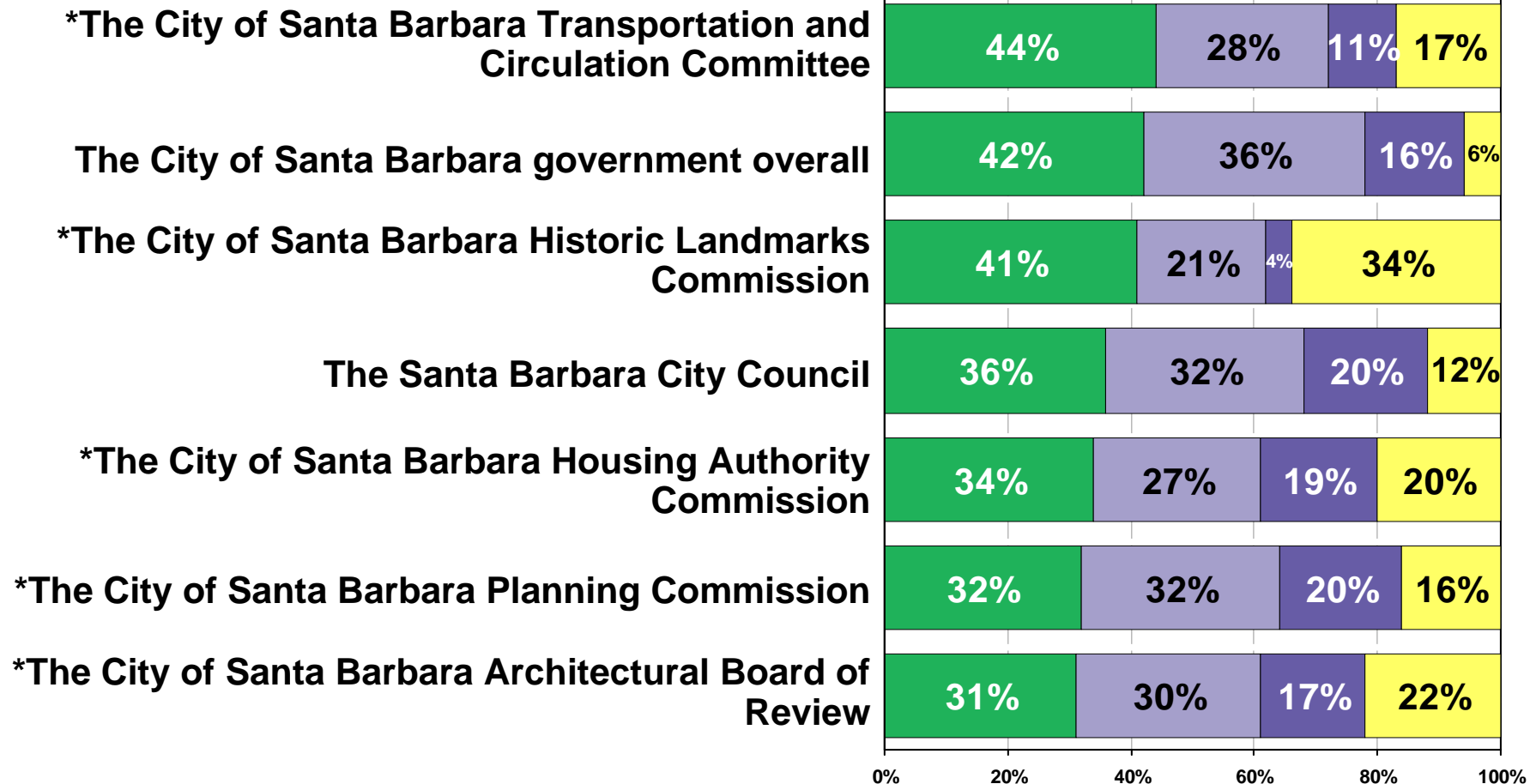


Job Ratings for City of Santa Barbara Organizations



(Ranked by Total Excellent/Good)

■ Exc./Good ■ Only Fair ■ Poor ■ NHO/DK/CR

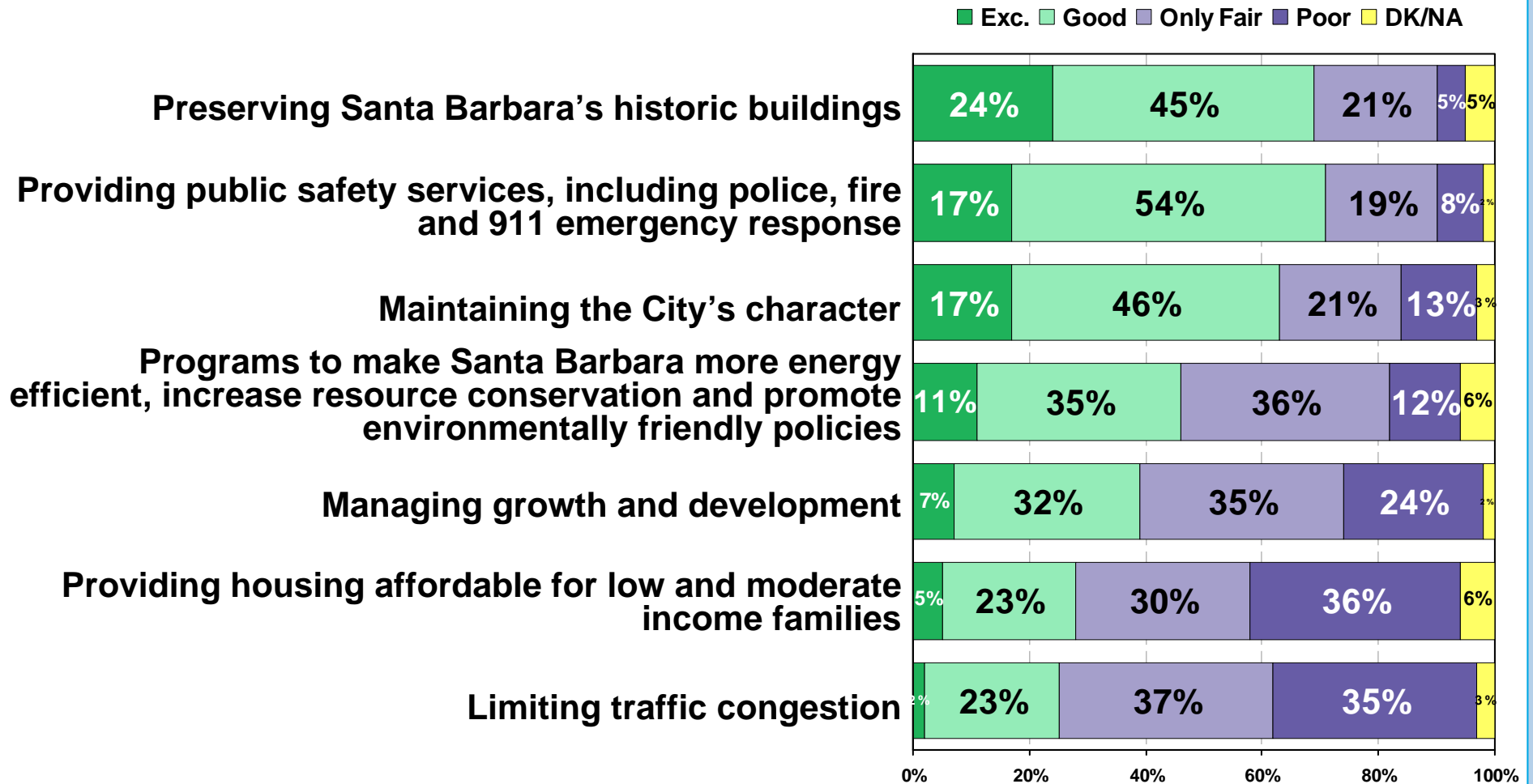


2. I am going to mention the names of some groups that are active in the City of Santa Barbara. Please tell me if they are doing an excellent job, a good job, only a fair job, or a poor job. If you have never heard of the group, or if you do not know enough about them to rate their job performance you can tell me that too. *Split Sample

Job Ratings for the City of Santa Barbara Government on Issues Important to Residents



(Ranked by Excellent)



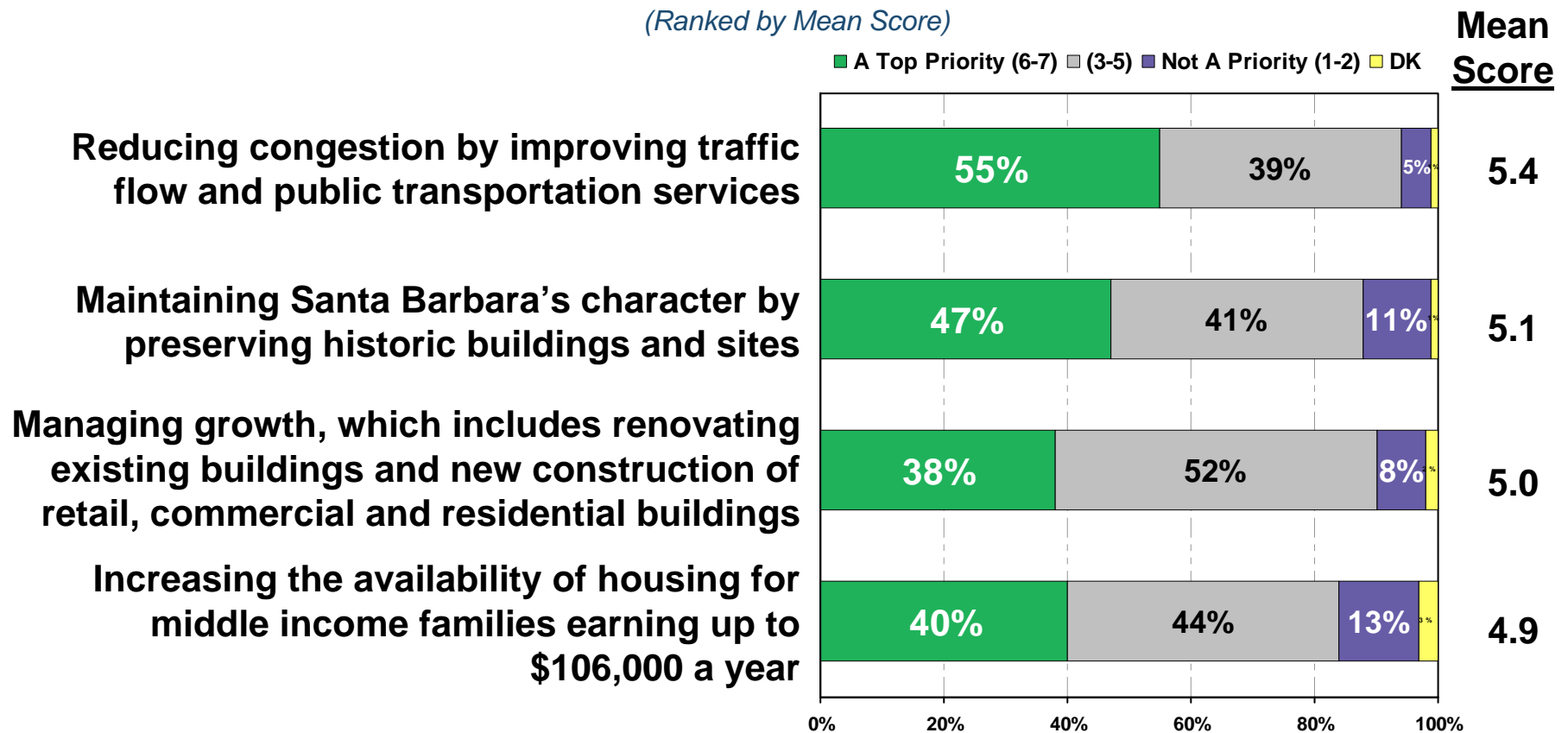
3. I would like you to rate the job the City of Santa Barbara is doing on issues important to residents. Please tell me if you think City government is doing an excellent job, a good job, only a fair job, or a poor job on that particular issue.

Priorities for City of Santa Barbara Government to Address in the Future



I am now going to read you a list of issues that the City of Santa Barbara government will have to address in the future. Please use a scale from 1 to 7, where 1 means you think it is NOT AT A PRIORITY and 7 means you think it is A TOP PRIORITY that City government must consider as it plans for the future of Santa Barbara.

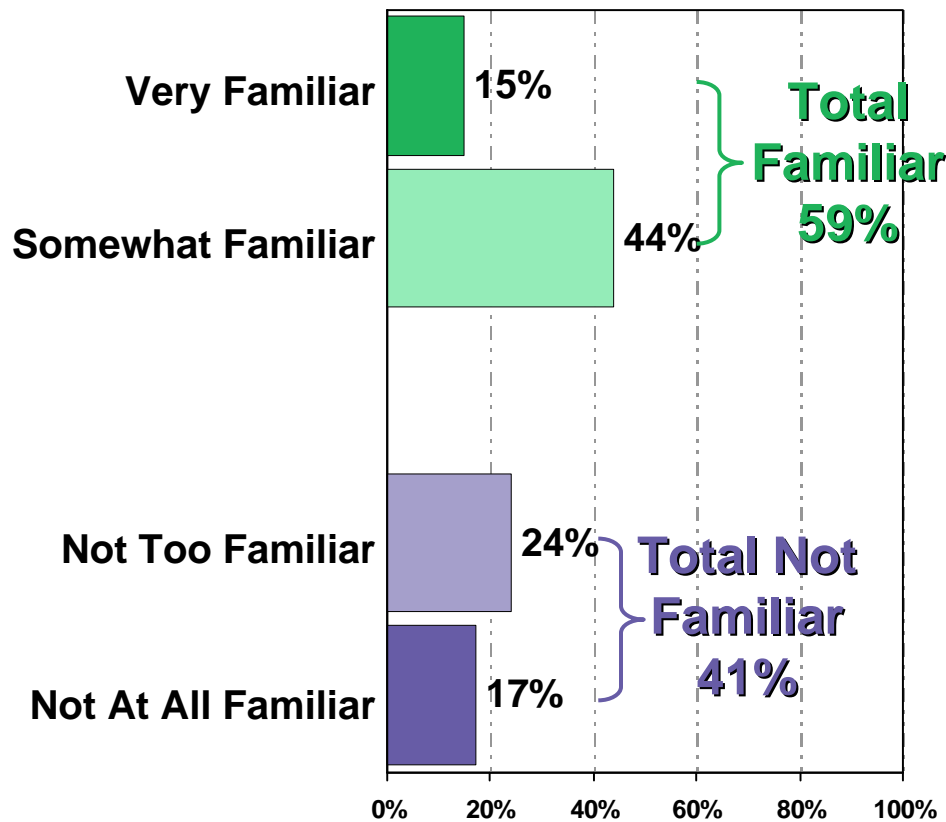
(Ranked by Mean Score)



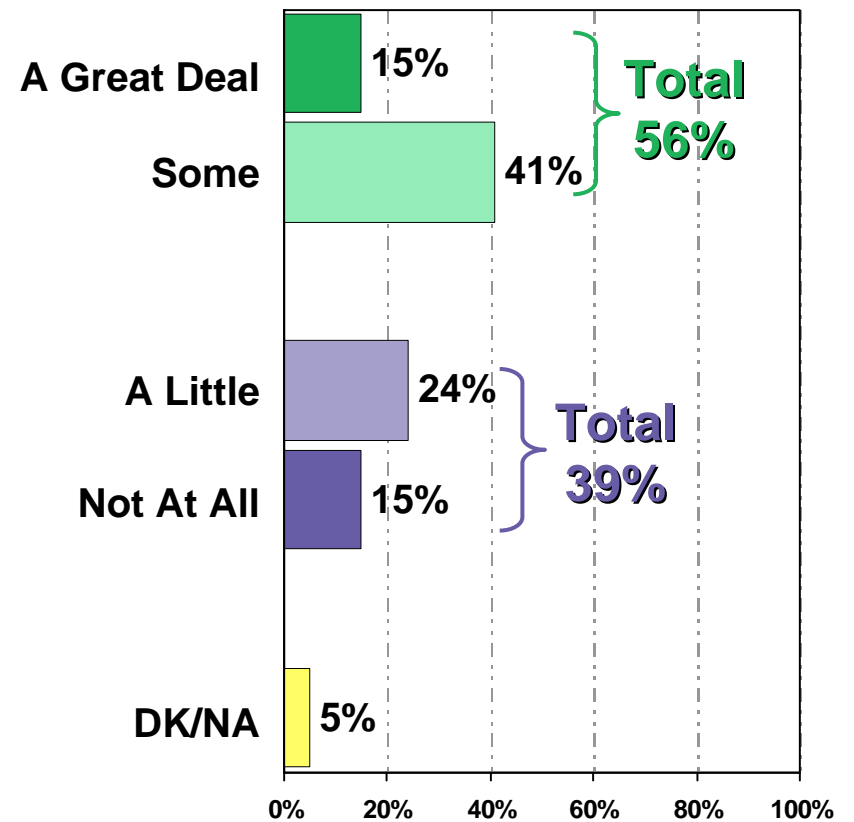


City of Santa Barbara Planning Process

Level of Familiarity



Does the City Listen to Residents on Growth and Development Issues?



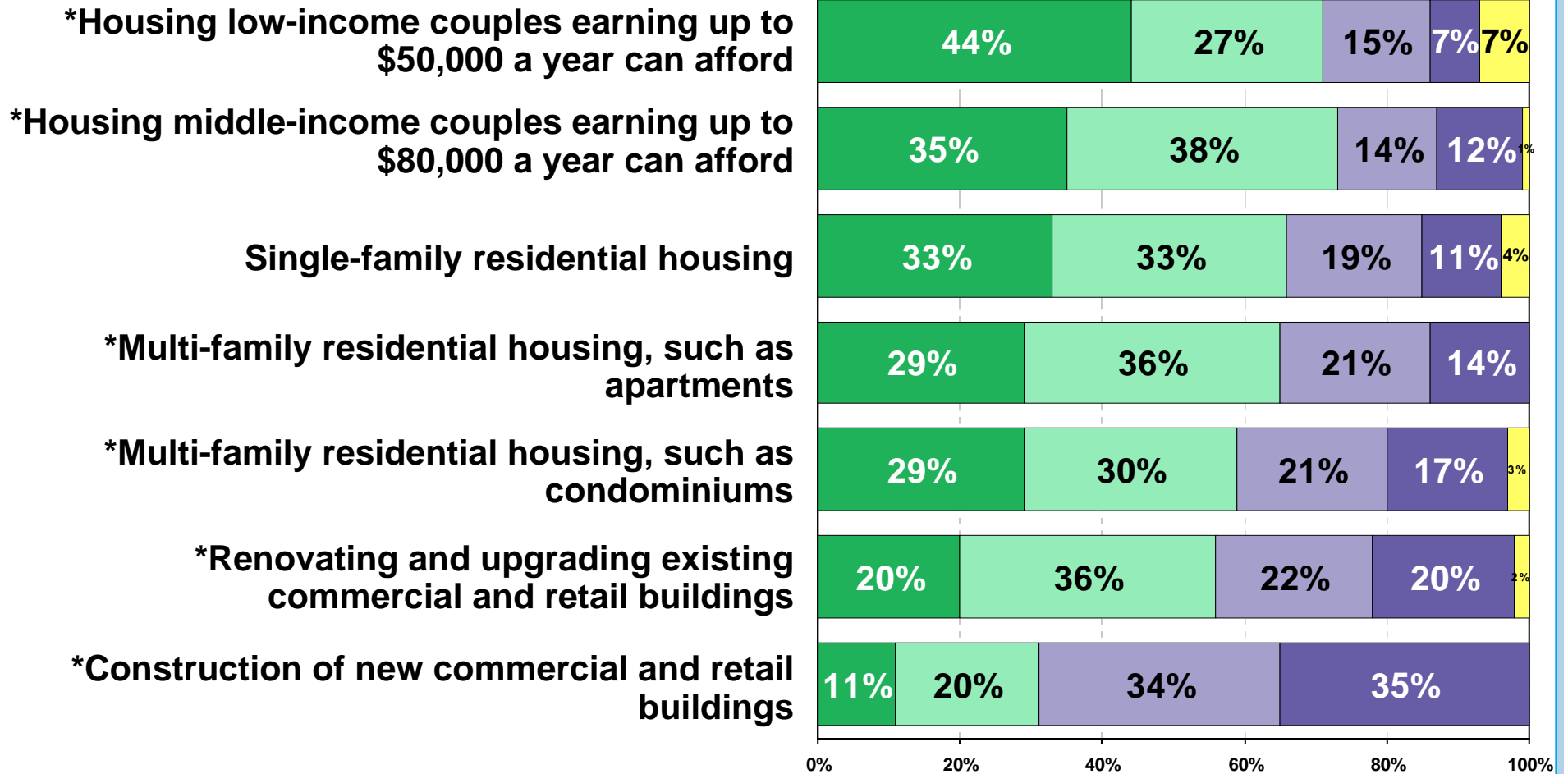
5. Thinking for a moment about the planning process for managing growth and development in the City of Santa Barbara, in general how familiar are you with the City's planning process? Would you say you are very familiar, somewhat familiar, not too familiar or not familiar at all with the City's planning process for managing growth and development? 7

Need for Different Types of Buildings in Santa Barbara over the Next 10-20 Years



(Ranked by A Lot More of That Type of Building)

■ A Lot More ■ Some More ■ A Little More ■ No More ■ DK/NA

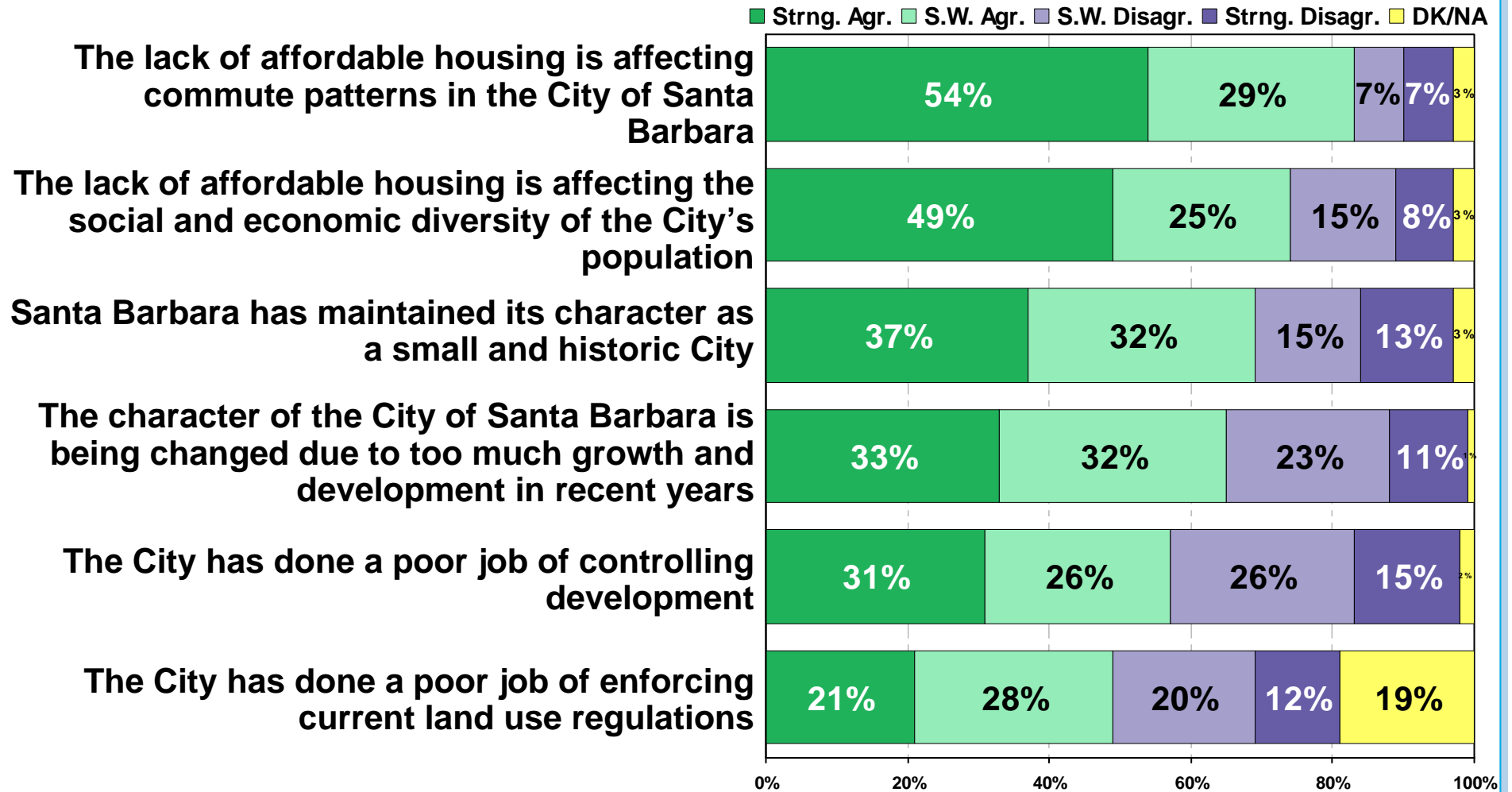


7. I'm going to ask you about different types of buildings in Santa Barbara. Please tell me whether you think over the next ten to twenty years the City of Santa Barbara will need a lot more, some more, a little more, or no more of that type of building. *Split Sample

Agree/Disagree with Statements about Growth and Development Issues in the City of Santa Barbara

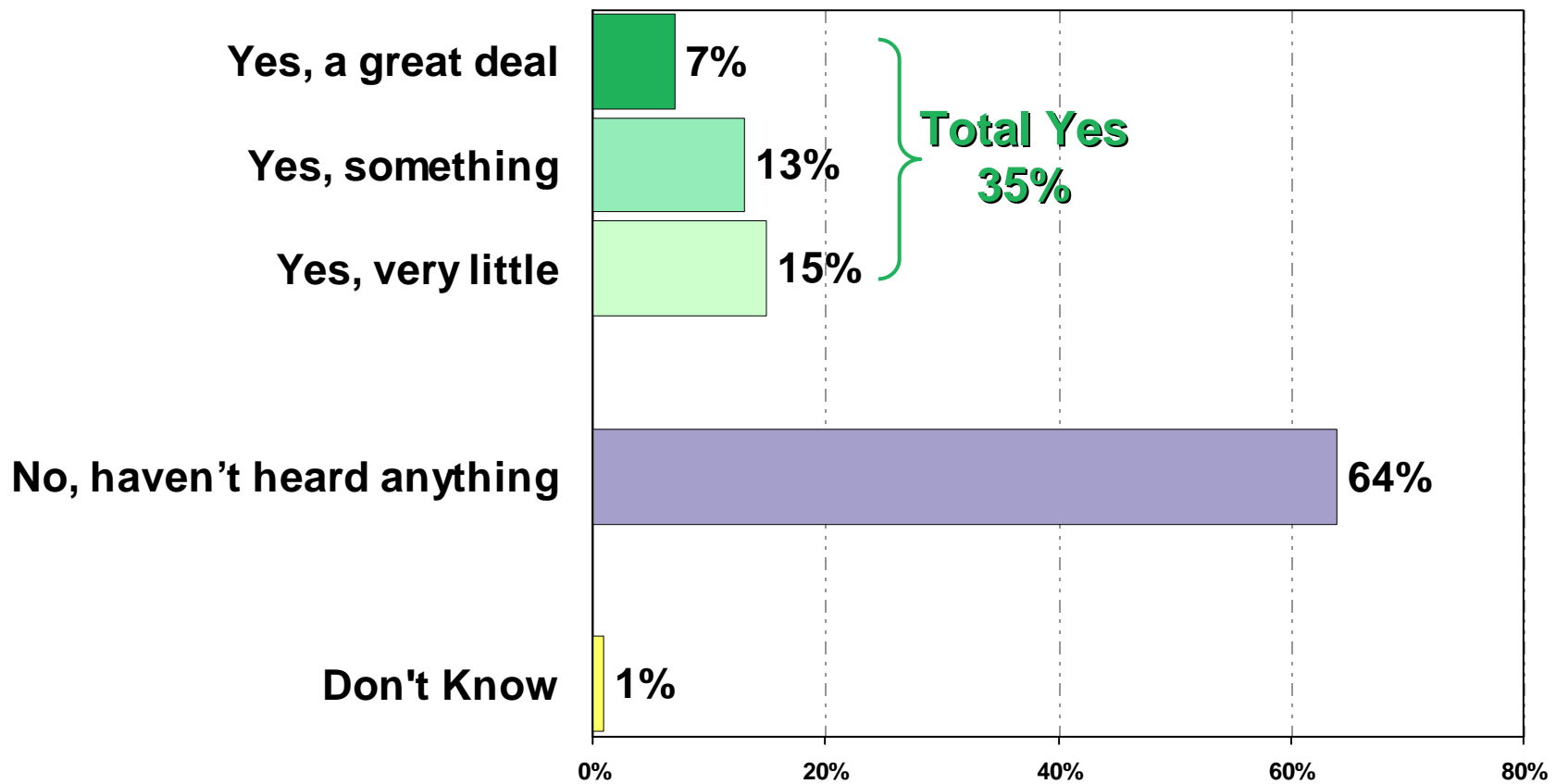


(Ranked by Strongly Agree)



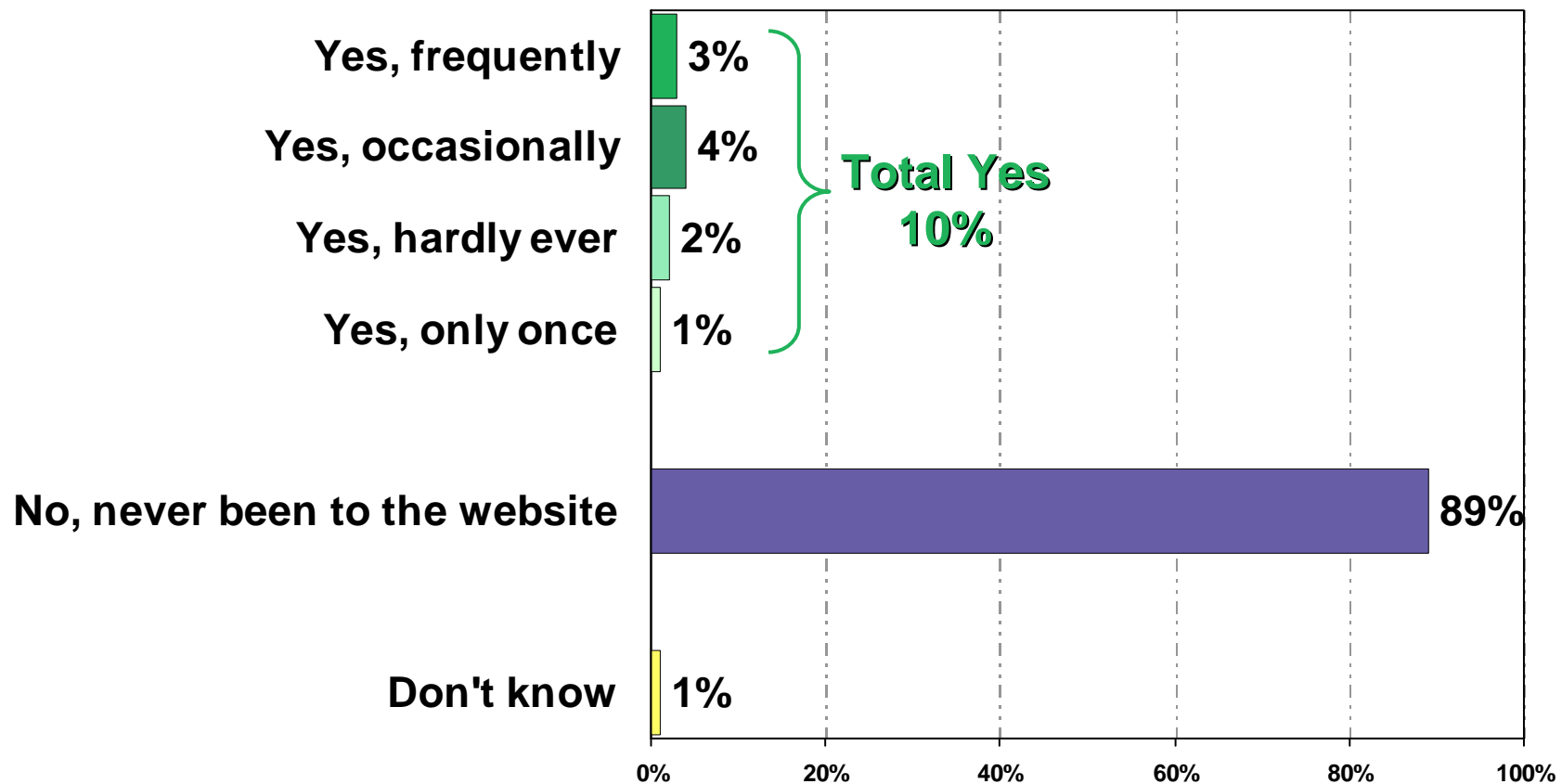


Awareness of the Plan Santa Barbara Program





Been to Plan Santa Barbara Website





Participated in a Plan Santa Barbara Activity

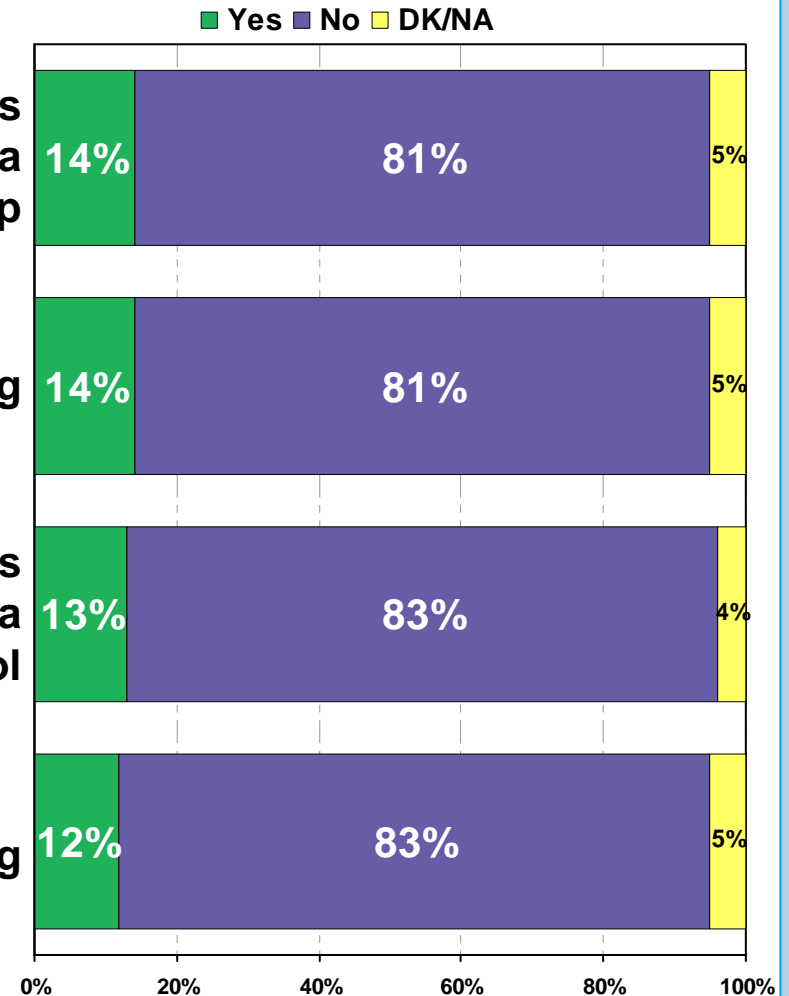
(Ranked by Yes)

A meeting sponsored by a community group, such as the Chamber of Commerce, League of Women Voters, a local nonprofit organization or religious group

A City Council meeting

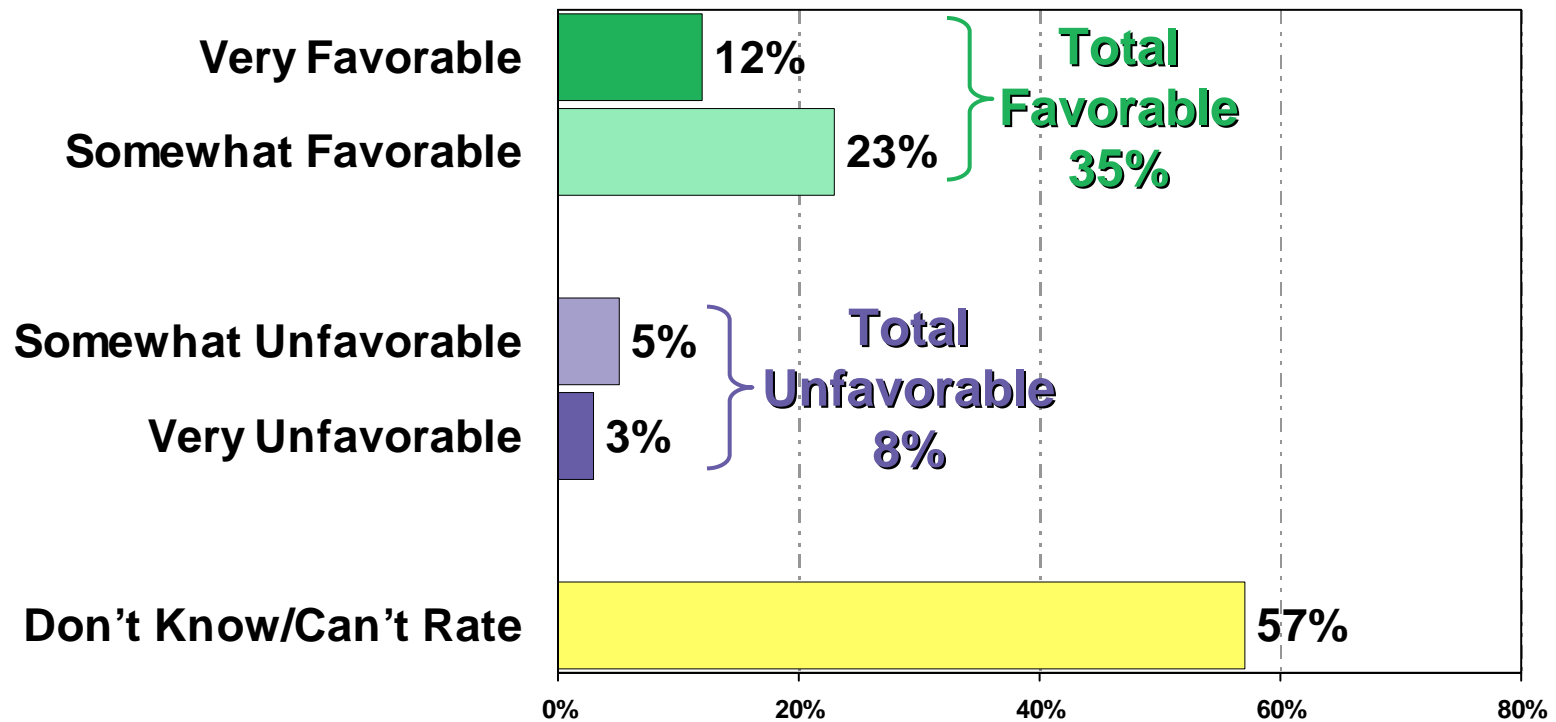
A community workshop held at various locations throughout the City, including the Santa Barbara library, La Casa de la Raza, and Hope School

A City Planning Commission meeting





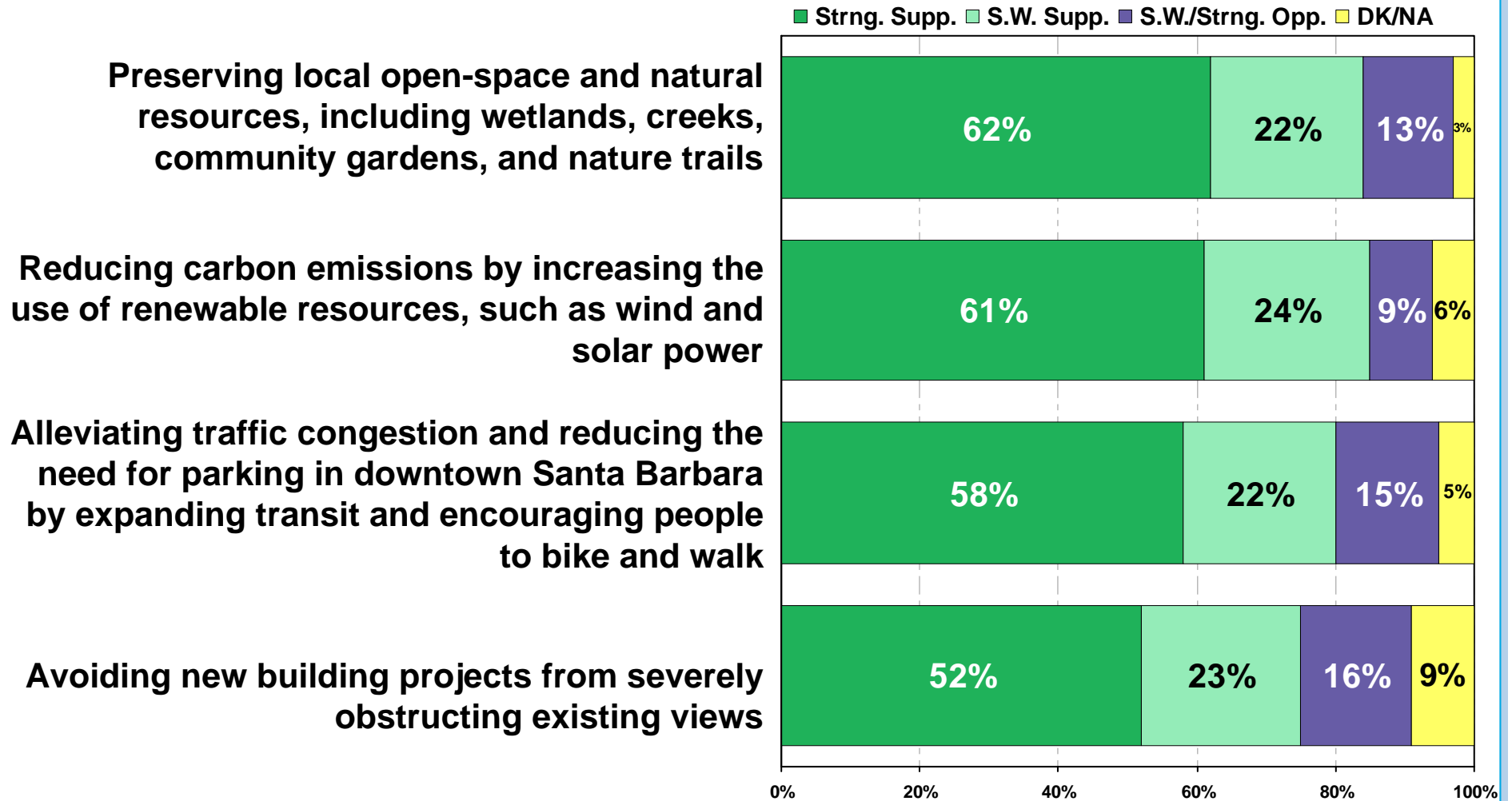
Favorability Rating of Plan Santa Barbara Program



Support/Opposition to Possible Plan Santa Barbara Policy Recommendations



(Ranked by Strongly Support)



14. Based on the findings of Plan Santa Barbara program, the City is likely to adopt a series of policies to update the City's General Plan and better manage growth and development within Santa Barbara. I am going to mention some of the possible proposals the City could adopt. Please tell me whether you support or oppose that policy. Split Sample

Continued



■ Strng. Supp. ■ S.W. Supp. ■ S.W./Strng. Opp. ■ DK/NA

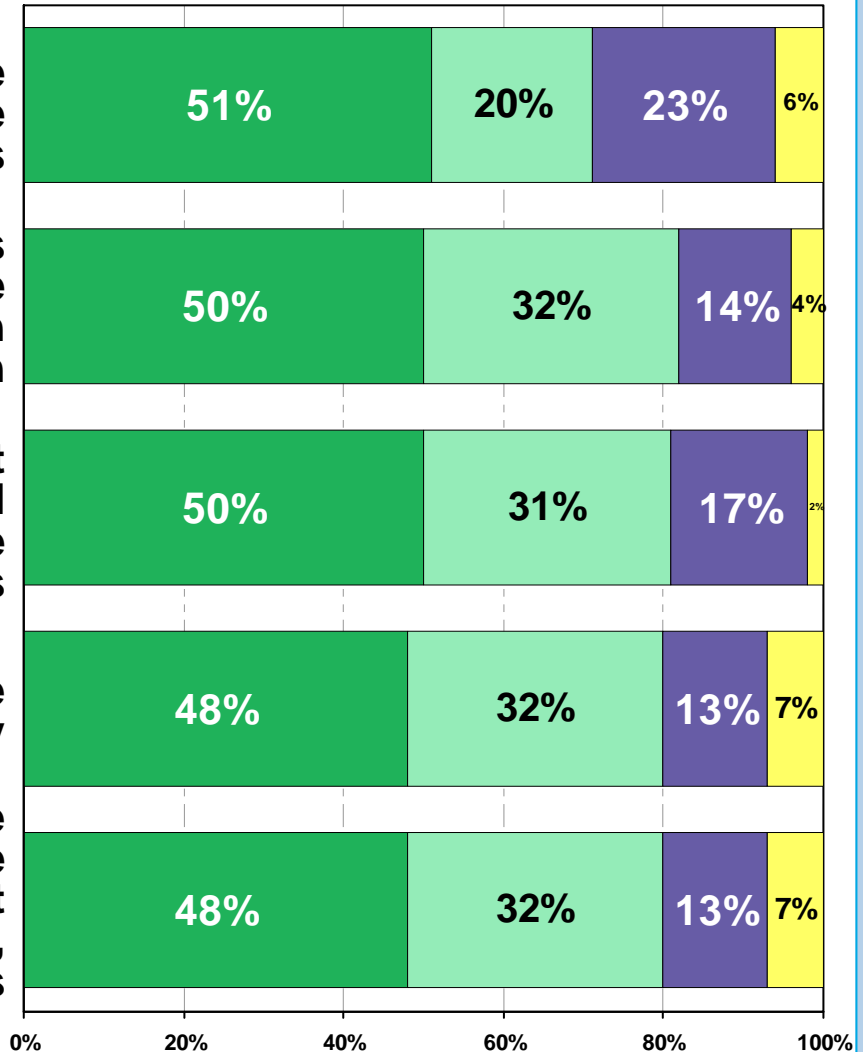
Encouraging new multi-unit projects to provide housing affordable for low, moderate and middle income households

Promoting new commercial and business development projects to create jobs and provide cultural and educational opportunities, health care services, and programs to serve local youth

Promoting new multi-unit residential development projects to provide housing for essential local workers, such as nurses, firefighters, police officers and teachers

Creating more dedicated bike lanes to encourage bike usage and promote safety

Promoting mixed-use projects, which combine commercial and residential uses in the same building, to create complete neighborhoods that provide residents access to community services, parks and recreational areas



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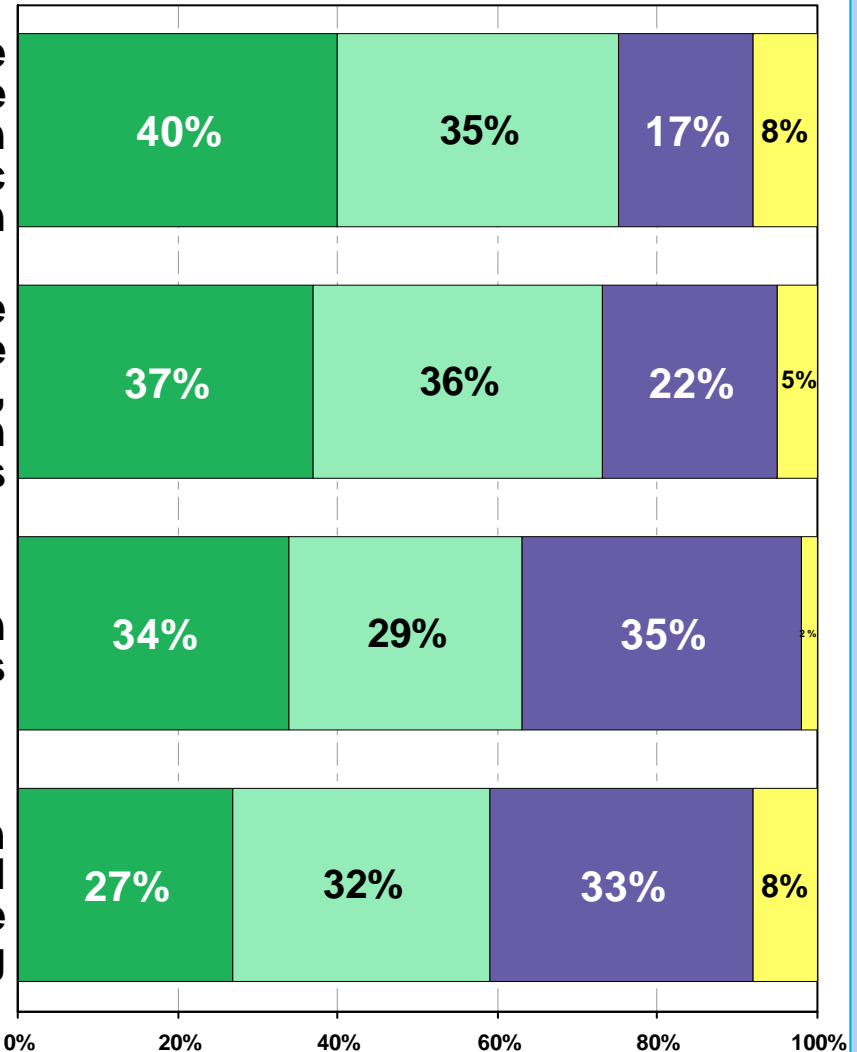
■ Strng. Supp. ■ S.W. Supp. ■ S.W./Strng. Opp. ■ DK/NA

Promoting mixed-use projects, which combine commercial and residential uses in the same building, to be built near major transportation corridors to reduce commutes and traffic congestion

Encouraging mixed-used projects, which combine commercial and residential uses in the same building, that provide community amenities, including plazas and providing access to open spaces

Limiting new commercial and business growth in the City over the next 20 years

Limiting the number of parking spaces allowed in new commercial and multi-unit residential buildings to reduce traffic congestion and increase usage of transit, car sharing, bicycling and walking

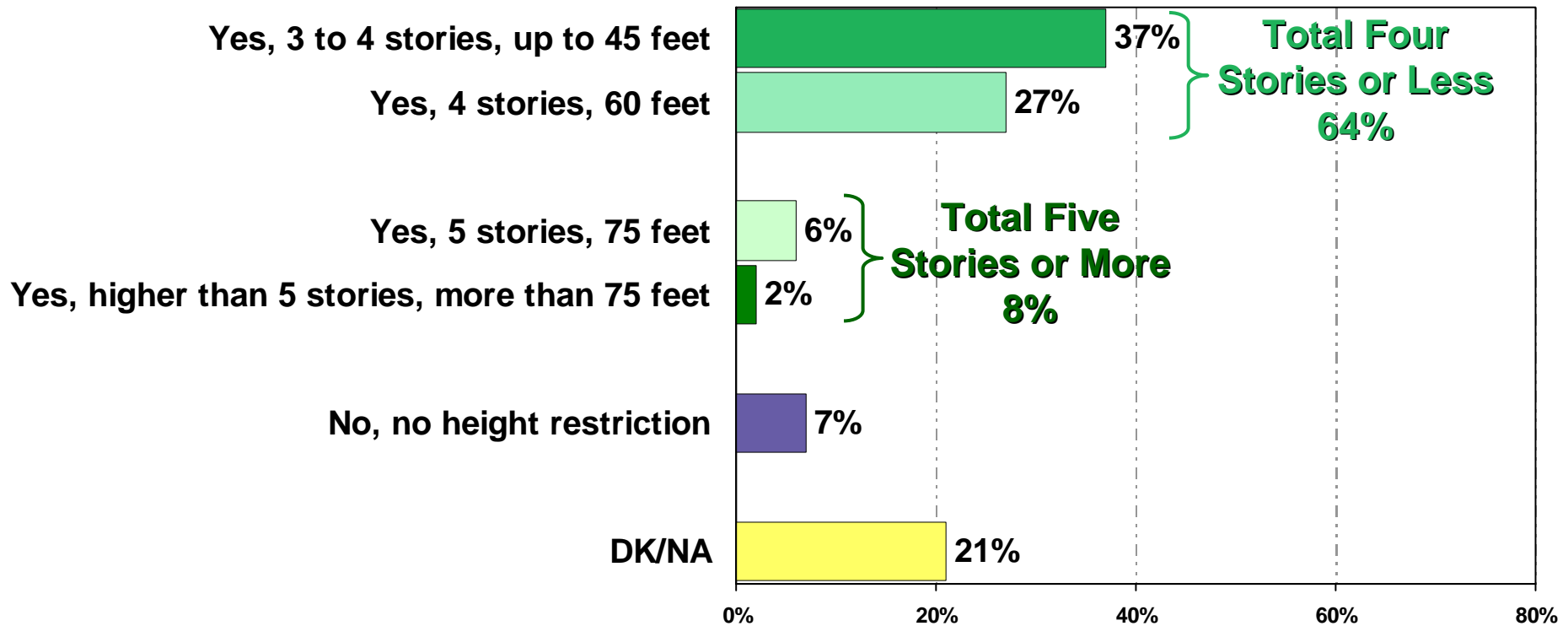


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Perception of Current Downtown Building Height Restriction

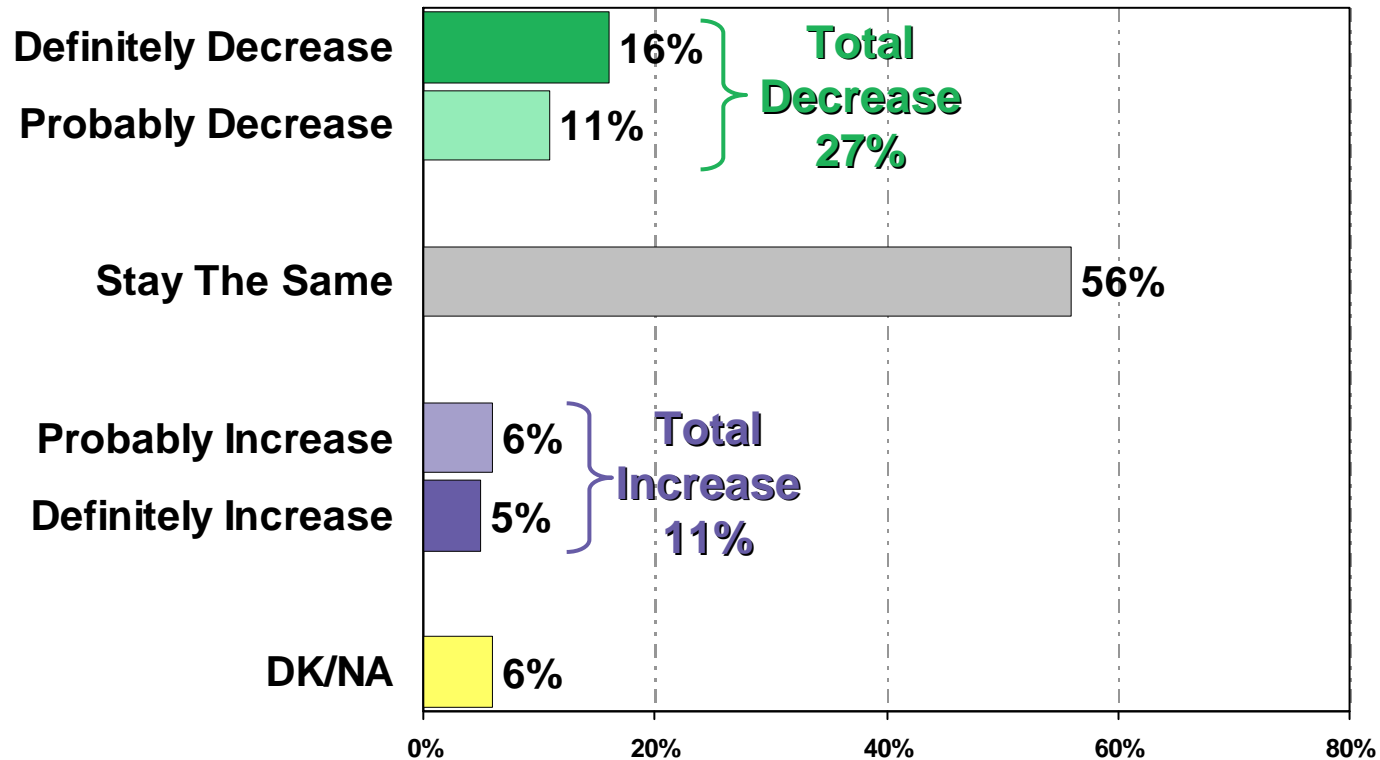
I would like to change topics slightly and ask you about a related issue. As far as you know, does the City of Santa Barbara currently have a height restriction for buildings in areas zoned for business and commercial use in downtown Santa Barbara? Do you think the height restriction for business and commercial buildings in downtown Santa Barbara is 3 to 4 stories, up to 45 feet; 4 stories or 60 feet; 5 stories or 75 feet, or do you think the height restriction on downtown business and commercial buildings is higher than 5 stories or more than 75 feet?





Attitude toward Downtown Building Height Restriction after being told of Existing 4-Story/60 feet Limit

Do you think the height restriction for only buildings in downtown Santa Barbara should be decreased, stay the same or increased?





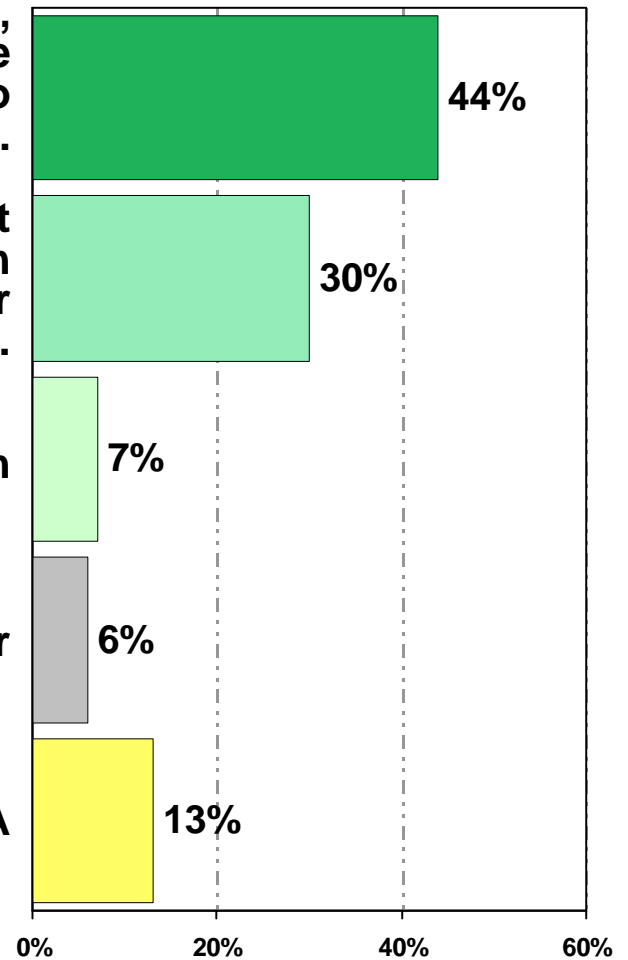
A Plurality of Residents Prefer Maintaining Current Downtown Building Height Restriction with Some Modification

The City of Santa Barbara should retain the current 60 feet, four stories, height limit for the downtown area, but lower the height limit on development projects that are adjacent to historic structures and nearby residential neighborhoods.

OR

The City of Santa Barbara should lower the building height limit to 40 feet in the El Pueblo Viejo historic downtown district and lower the building height limit to 45 feet, four stories for all commercially zoned areas in the City.

Need more information/DK/NA

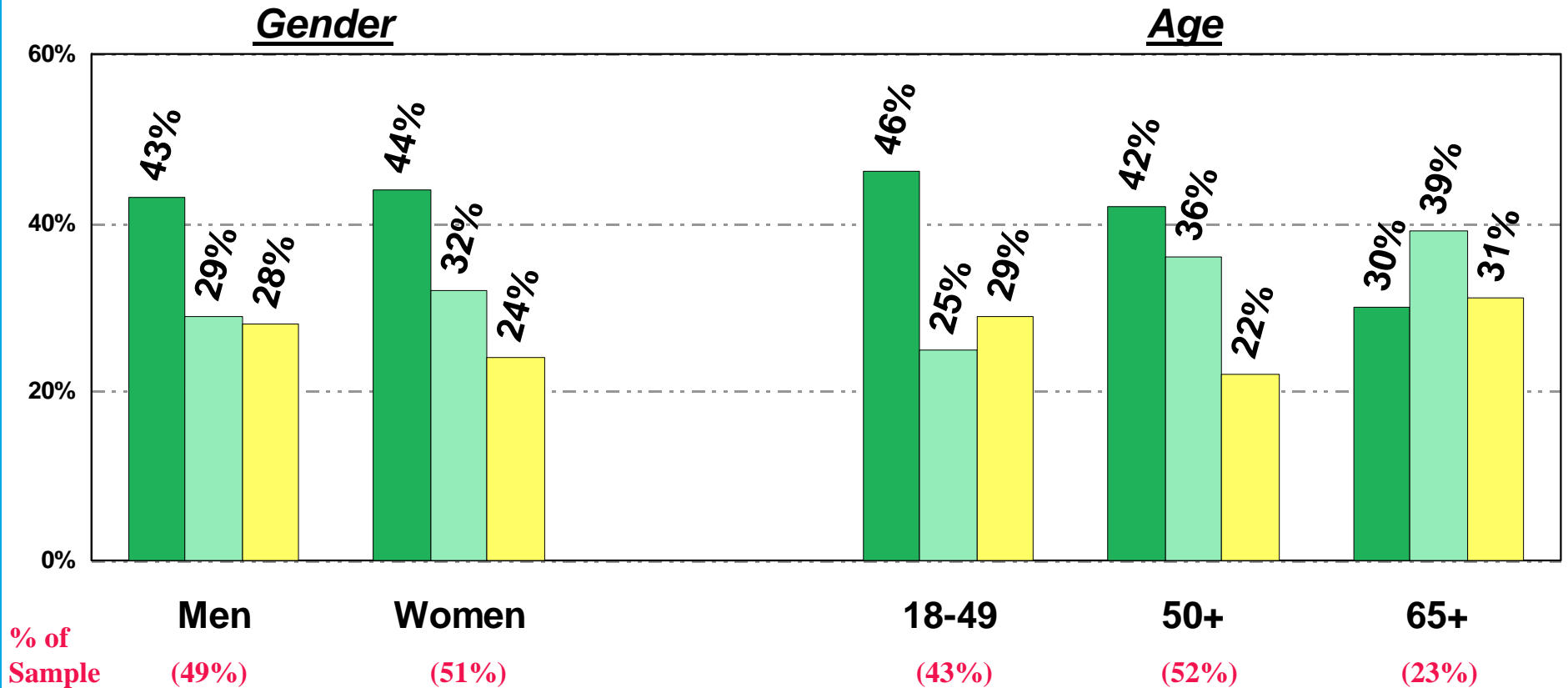




Demographics:

Gender and Age

■ Should Retain Current Limit ■ Should Lower Limit ■ Other



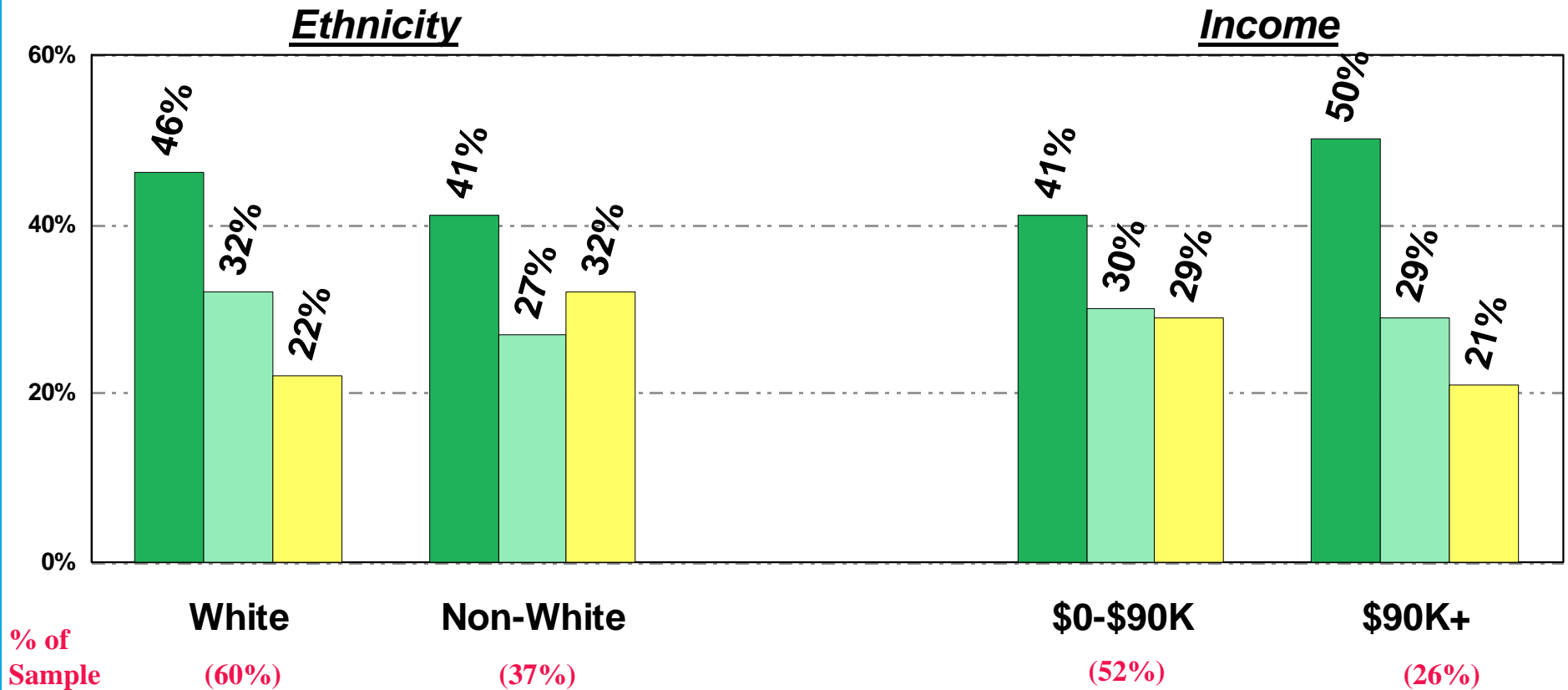
17. I am going to read two policy options being proposed regarding the height of buildings in downtown Santa Barbara. Please tell me which one best represents your way of thinking on this issue.



Demographics:

Ethnicity and Income

■ Should Retain Current Limit ■ Should Lower Limit ■ Other



17. I am going to read two policy options being proposed regarding the height of buildings in downtown Santa Barbara. Please tell me which one best represents your way of thinking on this issue.



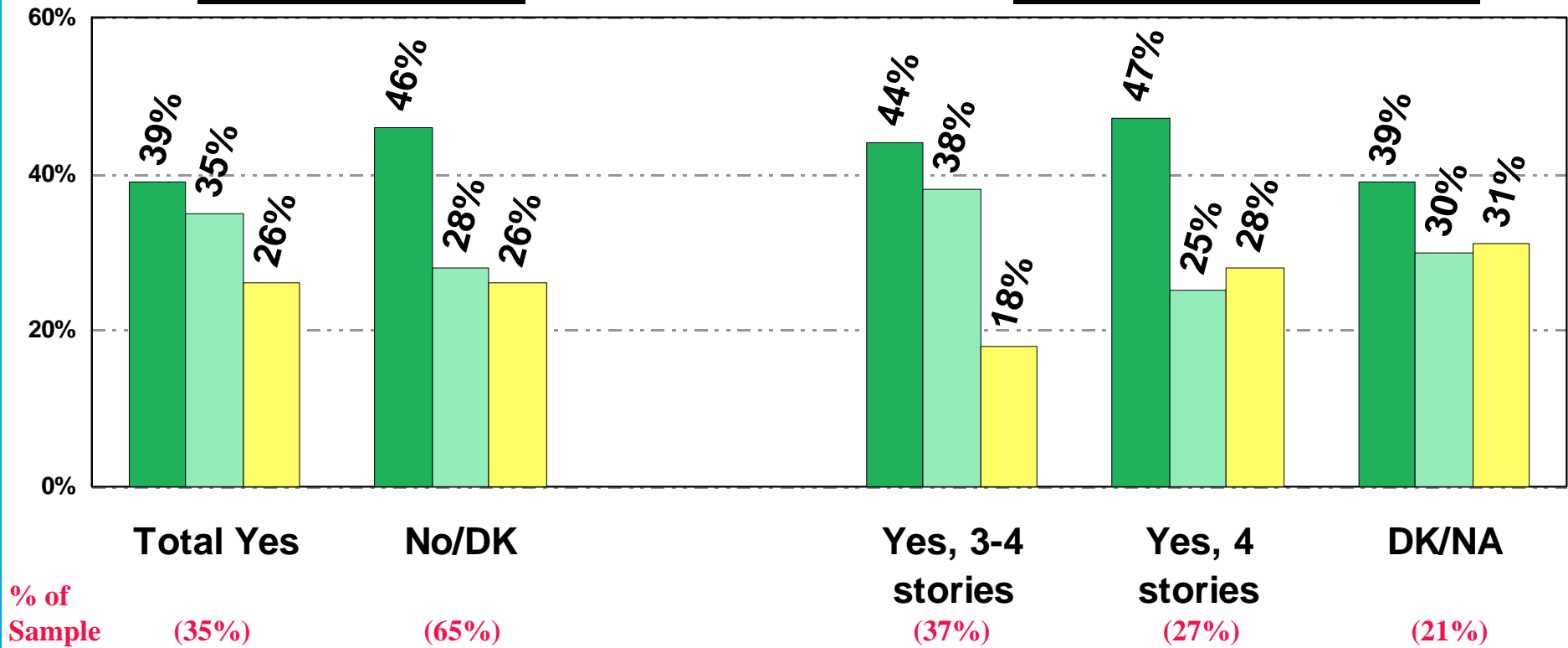
Demographics:

Recently Seen/Heard about Plan Santa Barbara and Perception about Current Height Restrictions in Santa Barbara

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

Seen/Heard about
Plan Santa Barbara

Perception about
Current Height Restrictions



17. I am going to read two policy options being proposed regarding the height of buildings in downtown Santa Barbara. Please tell me which one best represents your way of thinking on this issue.



Demographics:

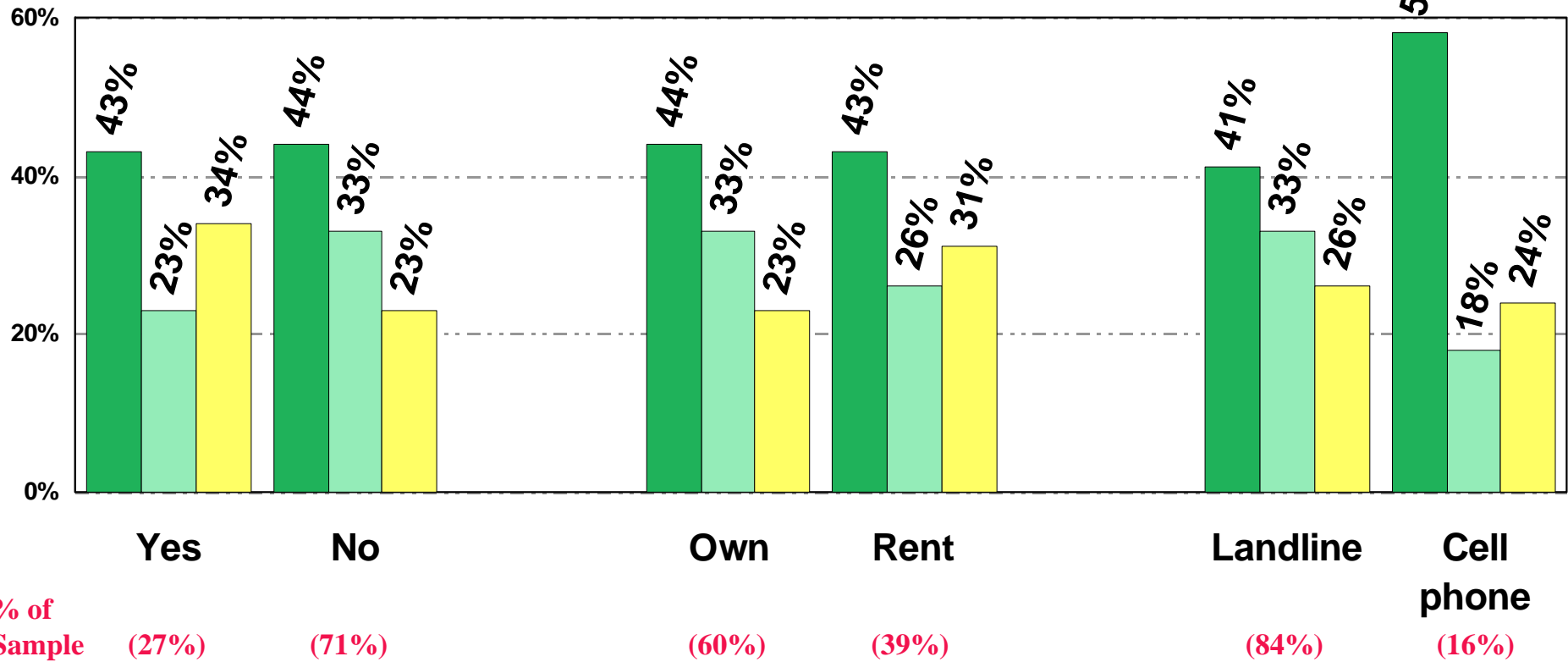
Kids under 19 Living at Home, Residence and Phone

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

**Kids Under 19
Living at Home**

Residence

Phone



17. I am going to read two policy options being proposed regarding the height of buildings in downtown Santa Barbara. Please tell me which one best represents your way of thinking on this issue.



A Plurality of Residents Prefer Lowering the Height Limit to Maintain City's Small Town Character

The 60 feet, four story height limit should be lowered because the small town character of the City needs to be protected.

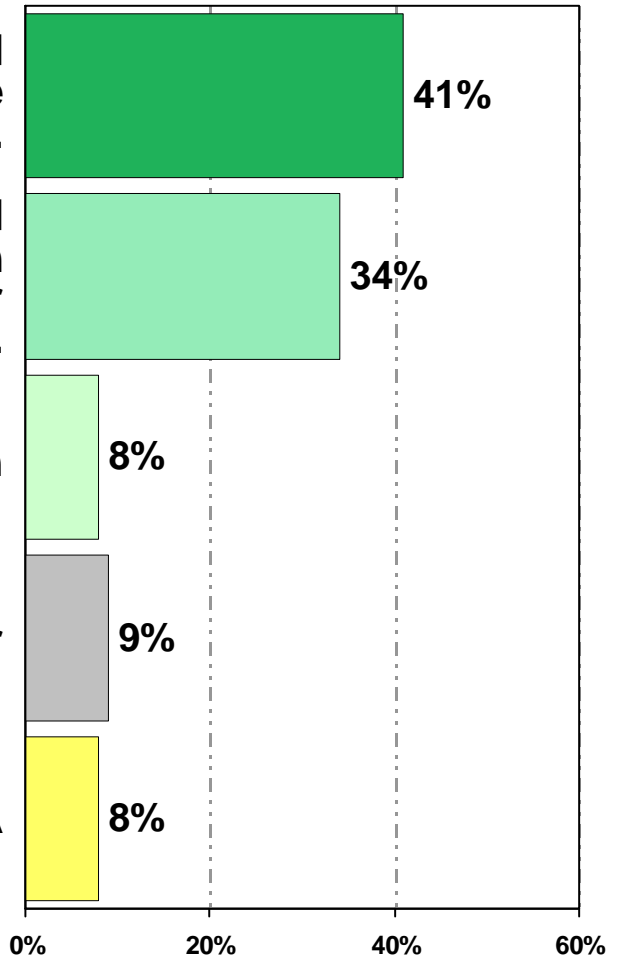
OR

The 60 feet, four story height limit should be maintained because allowing new multi-unit residential housing can create more housing that middle-income families of four earning up to \$106,000 per year can afford.

Need more information/DK/NA

Both

Neither





Residents are Divided on Height Restriction when presented as a choice between Mixed-Used Opportunities vs. Preserving the City's Character and Historic Sites

The 60 feet, four story height limit should be maintained because it provides more mixed use opportunities adjacent to transit and walk able access to commercial services.

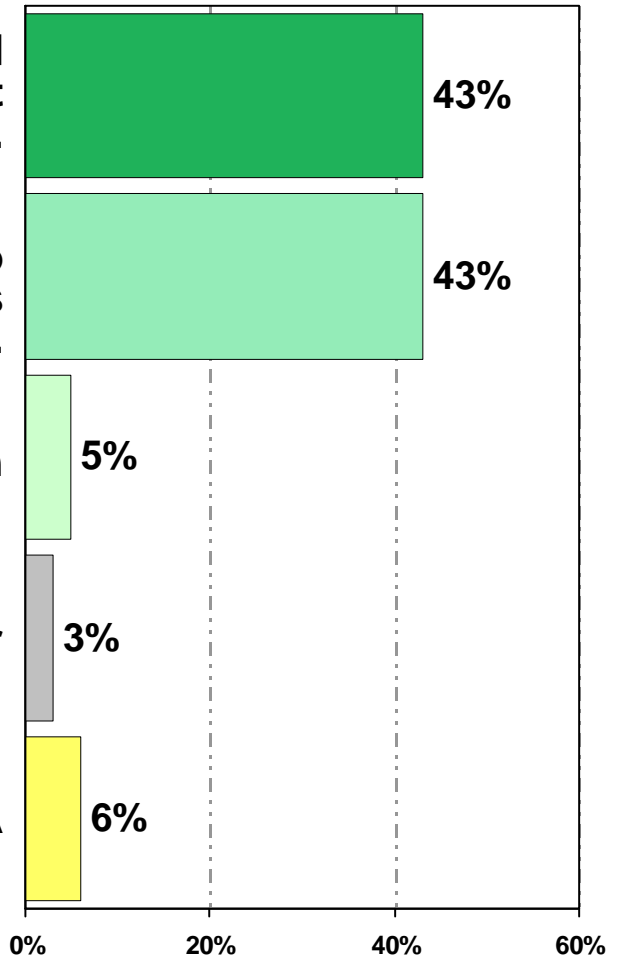
OR

The 60 feet, four story height limit should be lowered to preserve Santa Barbara's unique character and historic sites that are critical to residents quality of life.

Need more information/DK/NA

Both

Neither



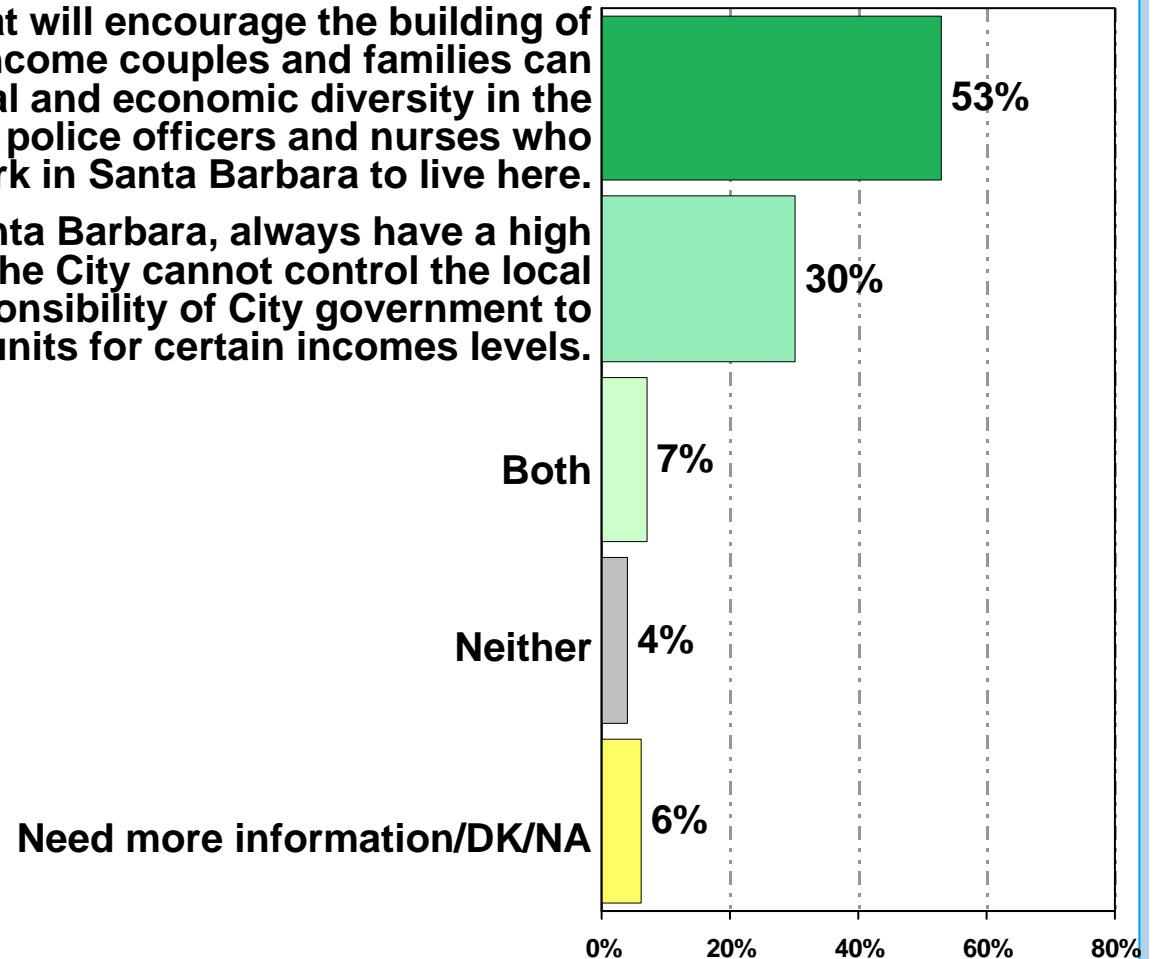


A Majority of Residents Support the City Policies to Create More Housing that is Affordable for Low and Moderate Income Couples and Families

The City should adopt policies that will encourage the building of more housing that low and moderate income couples and families can afford. This will promote greater social and economic diversity in the City and enable teachers, firefighters, police officers and nurses who work in Santa Barbara to live here.

OR

California coastal cities, like Santa Barbara, always have a high demand for affordable housing. The City cannot control the local housing market and it is not the responsibility of City government to create more residential units for certain incomes levels.

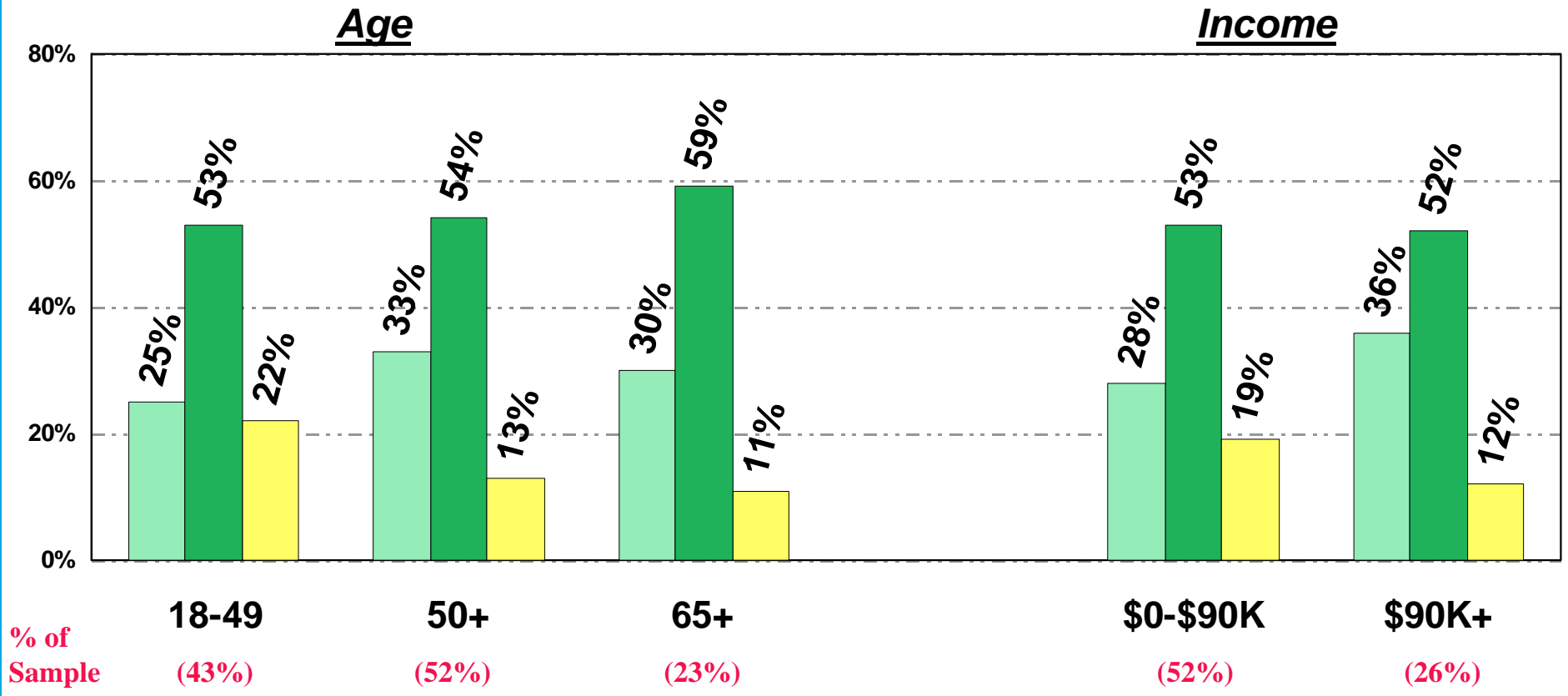




Demographics:

Age and Income

■ Should Not Promote Affordable Housing
 ■ Should Promote Affordable Housing
 ■ Other



18c. I am going to read several pairs of statements in response to the two policy options being considered regarding the height of buildings in downtown Santa Barbara. Please tell me which one comes closest to your opinion. Split Sample

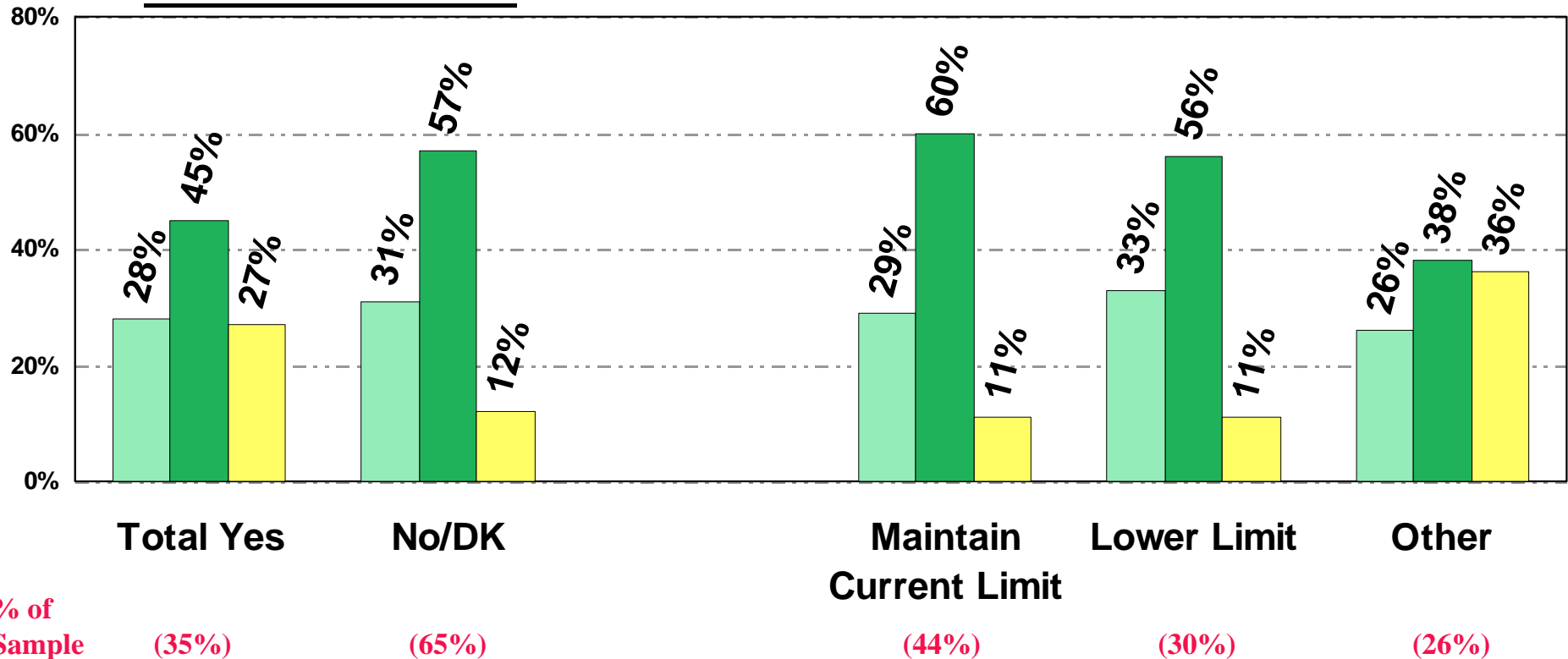


Demographics:

Recently Seen/Heard about Plan Santa Barbara and Height Restriction Policy Preference

■ Should Not Promote Affordable Housing
 ■ Should Promote Affordable Housing
 ■ Other

Seen/Heard about Plan Santa Barbara
Height Restriction



18c. I am going to read several pairs of statements in response to the two policy options being considered regarding the height of buildings in downtown Santa Barbara. Please tell me which one comes closest to your opinion. Split Sample



Demographics:

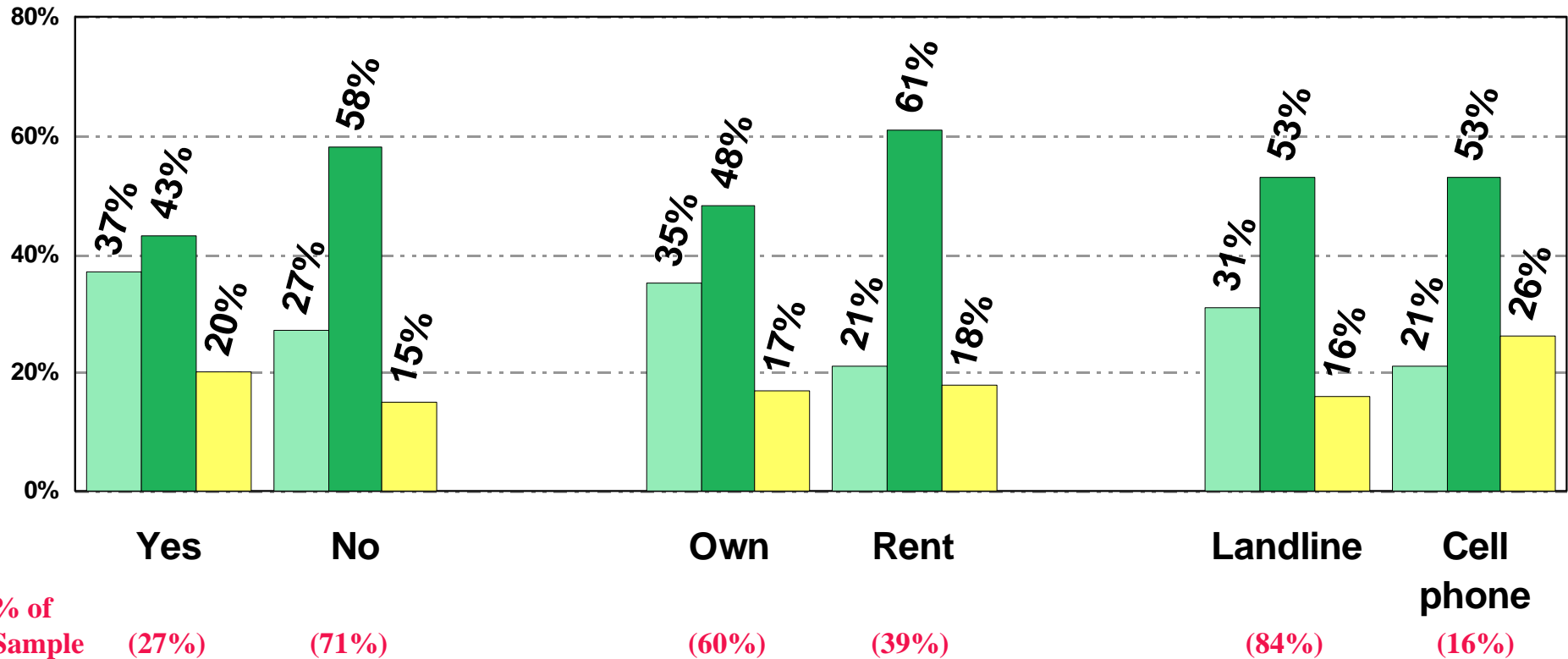
Kids under 19 Living at Home, Residence and Phone

Should Not Promote Affordable Housing Should Promote Affordable Housing Other

**Kids Under 19
Living at Home**

Residence

Phone





Key Findings of Plan SB Survey Results

- **Validates that Plan SB is addressing issues residents regard as important, such as preserving open-space, reducing carbon emissions, alleviating traffic congestion, increasing affordable housing, etc.**
- **Residents regard improving traffic as a top priority for City government to address in the future. Survey results also indicate that residents regard maintaining the City's character, managing growth and increasing supply of housing for middle-income families as important priorities for the future of Santa Barbara.**
- **Initially, residents support maintaining the 60-foot downtown building height restriction versus reducing it to 45-feet. However, opinions shift significantly when the height restriction issue is presented as two distinct choices.**
- **Attitudes toward the downtown building height restriction vary by demographic group, including age, income level, awareness of current height restriction level and type of phone (cell vs. landline).**