

6. Affordable Housing

Nearly two thirds of the respondents indicate some knowledge of the City's current affordable housing programs [18], but slightly fewer than 40% of the respondents would support City subsidies to promote an increase in "affordable" housing [17].

71% of the respondents were skeptical that the housing programs promoted by the City can succeed in providing a significant additional amount of housing [25]. 68% are skeptical that developing high-density housing near public transportation can succeed in reducing traffic congestion [26].

7. Decision Making

The respondents preferred that decisions be made by ballot (50%) compared with neighborhood associations (27%), City Council (18%), or commissions (18%) [19].

Key Findings

- **Limiting the city's population continues to be a major concern**
- **Our small town qualities are important to protect**
- **Regulatory measures should be employed to meet these concerns**
- **Increases in building and population are viewed negatively**
- **Affordable housing programs are viewed as incapable of supplying the potential demand**
- **Ballots are the preferred method for making major decisions**

Allied Neighborhoods Assn.

Allied Neighborhoods Association, an alliance of neighborhood associations, has been working for almost four decades to preserve and protect the City and its neighborhoods through conservation and good planning. Read more questions and answers about the current General Plan Update at sb-allied.org/PlanSantaBarbara.html.

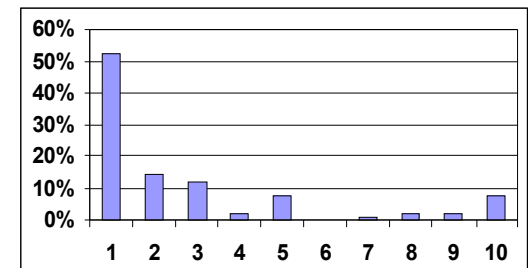
20. Since the General Plan will establish policies for future land decisions in the City, would you support a moratorium on zone changes, such as increases in density allowances, pending completion of the new Plan?
• Yes ()
• No ()

21. What policies would you want to see adopted that might address your main concerns? (Rate each of the following on a scale of 1-10, with 1 as your highest priority, 10 your lowest.)

- Alleviation of traffic congestion in the City ()
- Increase in the supply of affordable housing in the City ()
- Maintaining the esthetic character of the City ()
- Maintaining the "small town" qualities and ambience of the City ()
- Providing increased shopping opportunities in the City ()
- Providing more employment opportunities in the City ()
- Providing more cultural opportunities in the City ()
- Providing more tourist opportunities in the City ()

Portion of the questionnaire circulated by Allied Neighborhoods Association [20,21].

Santa Barbara General Plan Update: Findings Of the Allied Survey



Histogram of responses to "How important do you consider the issue of City growth in the new City General Plan. (Rate on a scale of 1-10, with 1 being the most important issue.)" [9].

1. Allied Questionnaires

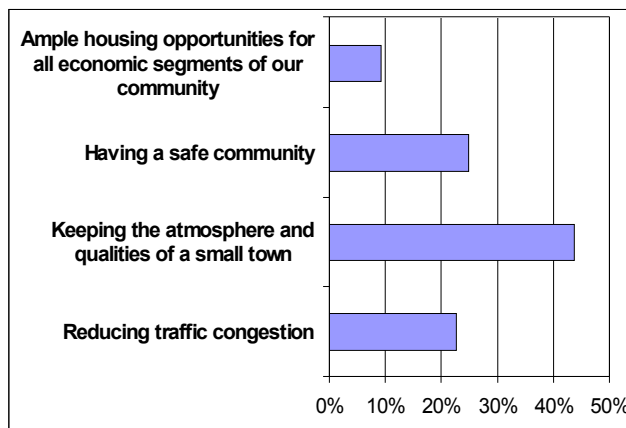
Allied Neighborhoods Association wrote and distributed a questionnaire to gauge the sentiment of neighborhoods to a number of important choices facing our city. To date Allied has received and tallied responses from more than 120 households.

Both the survey and a spreadsheet with the responses are available at Allied's web site: sb-allied.org. In the summaries provided here references to questions (and the associated response details) are indicated by number(s) in brackets, e.g., [1].



2. Respondents

Respondents are mostly 50 and older (86%) [1]. They are predominately homeowners (93%) [3]. 46% estimate that they do 20% or more of their shopping outside of the City [4]. They are fairly evenly split on their use of the freeway for trips within the city [5]. Upon occasion 22% travel within town by public transportation [7].



Breakdown of responses to "Of the following, which one would you rate as your highest priority concern" [12].

3. Greatest Concerns

Slightly over half of the respondents gave growth a #1 rating (1 being the most and 10 least important for the new General Plan [9]. When asked to provide a relative ranking of their concerns, keeping the atmosphere and qualities of a small town was most often selected [12].

85% of the respondents would support the use of regulatory measures to limit city population [11]. 92% would support the continuation of building height restrictions [13] and 72% would support even more restrictive height regulations [14].

4. On Building

An increase in building is perceived as negative by 81% of the respondents [22]; likewise an increase in population is perceived negatively by 84% [23]. Auto traffic generation and a feeling of physical crowding are most often cited as the reason [24].

5. Priorities

When asked to rate the priorities of various community priorities (1 most to 10 least important) those involving ambience – esthetics and small town qualities – were deemed most important [21].

Policy	#1
Maintaining "small town" qualities	44%
Maintaining esthetic character	41%
Alleviation of traffic congestion	39%
More affordable housing	10%
More shopping opportunities	4%
More cultural opportunities	3%
More employment opportunities	3%
More tourist opportunities	2%

Breakdown of respondents giving highest priority rankings to specified City policies [21].