



## MEMORANDUM

Date: May 15, 2024

To: City of Salida / Artspace

RE: 1st & D Apartments Project, A Workforce Housing Initiative by Space to Create Open House & Survey Results

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To whom it may concern:

Below is the feedback gathered from the open house held on March 6, 2024, and the survey was conducted to solicit input on 1<sup>st</sup> & D Apartments Design Concepts. The insights gathered from these interactions are invaluable in shaping our project's direction and ensuring alignment with community expectations. Below is a general overview of the format and findings of the survey.

On March 6, 2024, an open house was held at the Scout Hut where two design concepts were presented. An online survey was held on the SurveyMonkey platform and was available for three weeks for public input. It comprised 18 questions covering various aspects of design concepts with a "this or that" format. The survey delved into specific design elements and material preferences. Participants were also asked about their preferences for color palettes, textures, and finishes. We had a total of 222 participants.

Below is the summary of key findings:

- a. Concept 1 is generally preferred, emphasizing traditional materials, highly visual art murals as accents, traditional storefront color, hanging signage, and a two-material scheme on D.
- b. Certain items, like cornices and D Street unit entrances, require finding a cost-effective middle ground. Balconies on D Street lean towards a warm accent material proposed in concept 2 but may clash with the two-material scheme of preferred concept 1.
- c. Materials:
  - i. Darker Brick is highly favored.
  - ii. Accent Materials: Black, Gray, and Wood are preferred.
  - iii. Siding: Wood and lap siding are favored; gray and panelized options are less popular.

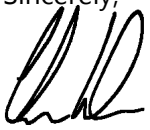
General Feedback highlights a desire to avoiding a commercial or industrial look and to tie it to the Historic Downtown. Along D Street, there are concerns about façade blending with surroundings, not feeling part of

a "Mountain Town," and suggestions for breaking up the facade to create a more residential feel through the distinction of the levels and detailing at roof and windows

Based on the finding above, we have studied articulated porch entries, breaking up the facade into residential unit bays, and refining materials among D Street. Materiality remains a challenge; there is a desire for all brick but need to explore economical options.

Please find attached a detailed report containing the complete survey results. Should you have any questions or require further clarification, please do not hesitate to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charlie Deese', with a stylized, cursive script.

**Charlie Deese**

Director of Design

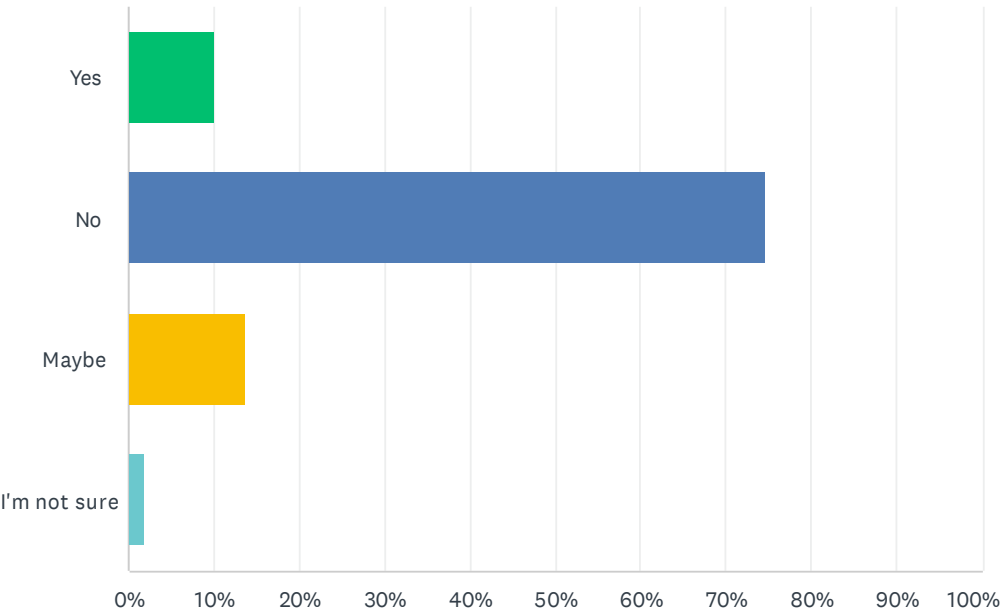
Cushing Terrell

Attached:

2024-03-28\_1st&D Apartments\_Summary Results.pdf

Q1 Do you envision applying to live in this development or a similar affordable housing development?

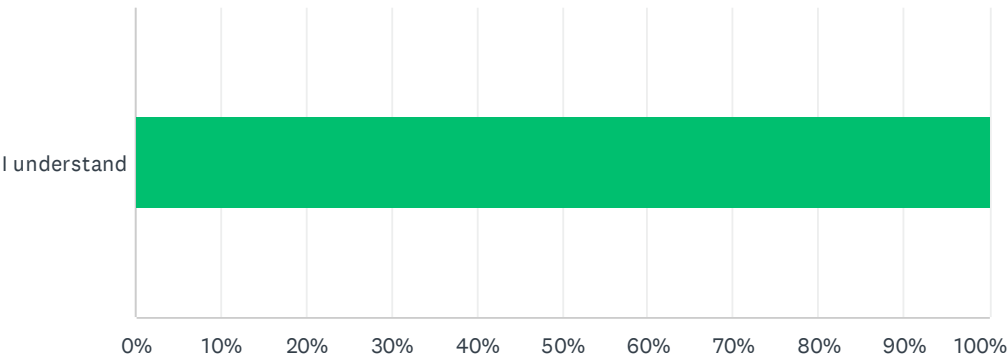
Answered: 220    Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	10.00%	22
No	74.55%	164
Maybe	13.64%	30
I'm not sure	1.82%	4
TOTAL		220

Q2 Specific colors and artistic representations (ex. mural art) are approximate and for example purposes only and do not reflect the final detailing. Please acknowledge this statement.

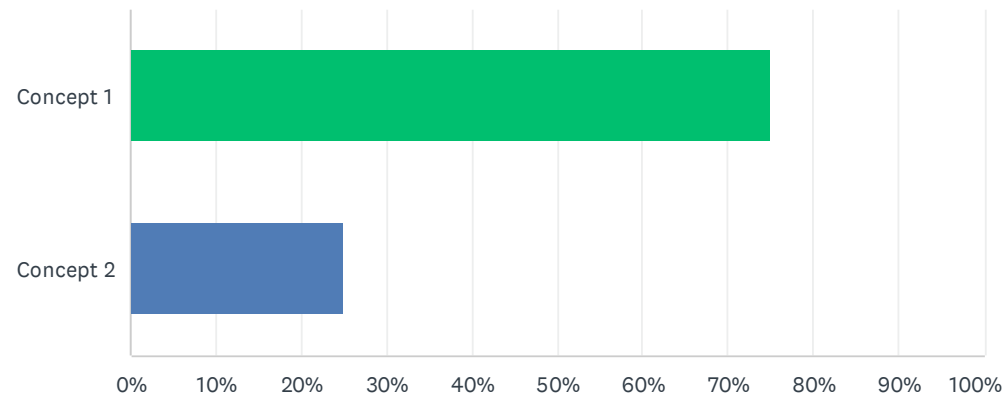
Answered: 222    Skipped: 0



ANSWER CHOICES	RESPONSES	
I understand	100.00%	222
Total Respondents: 222		

Q3 Here are two concepts for the 1st & D Apartments, as shown from 1st Street heading towards the downtown core. Which building concept appeals to you more at first glance and why?

Answered: 208    Skipped: 14

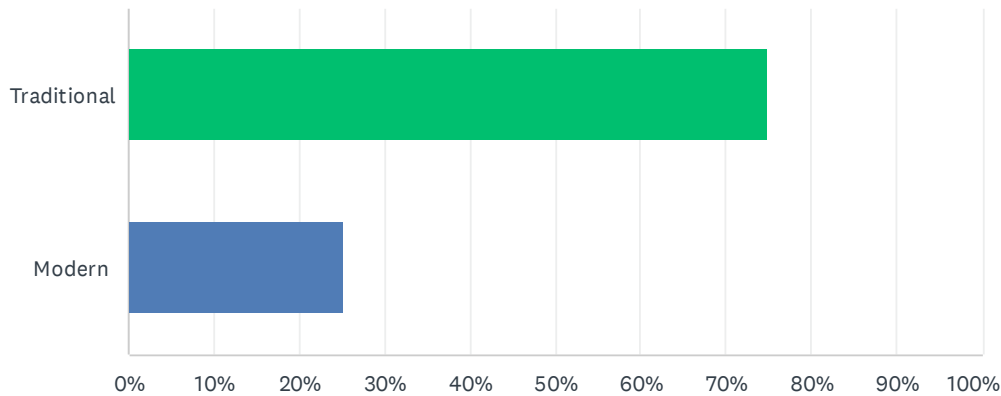


ANSWER CHOICES	RESPONSES	
Concept 1	75.00%	156
Concept 2	25.00%	52
TOTAL		208



Q4 Concept 1 uses traditional materials, while Concept 2 uses more modern materials. Which do you prefer?

Answered: 215    Skipped: 7

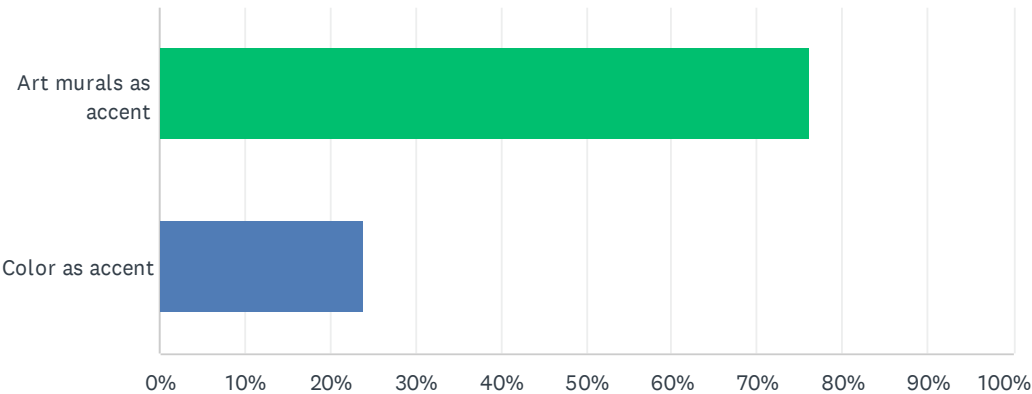


ANSWER CHOICES	RESPONSES	
Traditional	74.88%	161
Modern	25.12%	54
TOTAL		215



Q5 Concept 1 uses artistic murals as a playful detail of the building. Concept 2 relies on pops of color in the architectural details to achieve this same effect. Which do you prefer?

Answered: 217    Skipped: 5



ANSWER CHOICES	RESPONSES	
Art murals as accent	76.04%	165
Color as accent	23.96%	52
TOTAL		217

CONCEPT 1

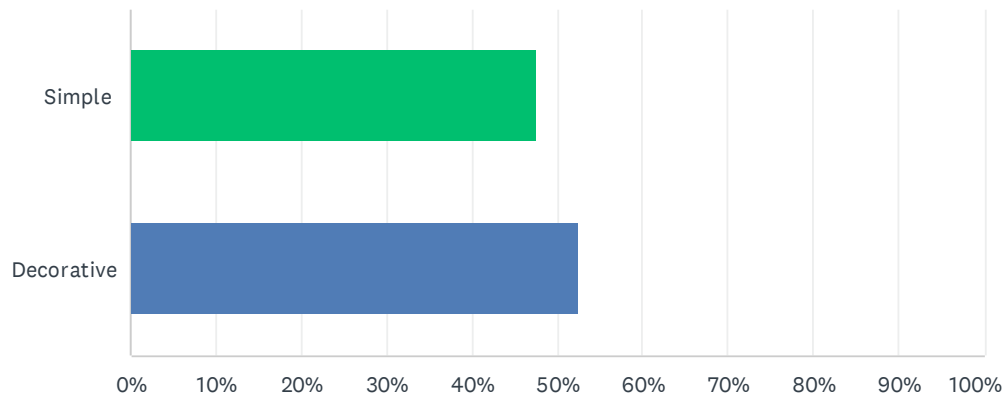


CONCEPT 2



Q6 Concept 1 has a simple, clean cornice (roofline treatment), while Concept 2 takes a more historically decorative approach. Either roofline treatment can be applied to either building style. Which do you prefer?

Answered: 210    Skipped: 12



ANSWER CHOICES	RESPONSES	
Simple	47.62%	100
Decorative	52.38%	110
TOTAL		210

CONCEPT 1



CONCEPT 2



CONCEPT 1



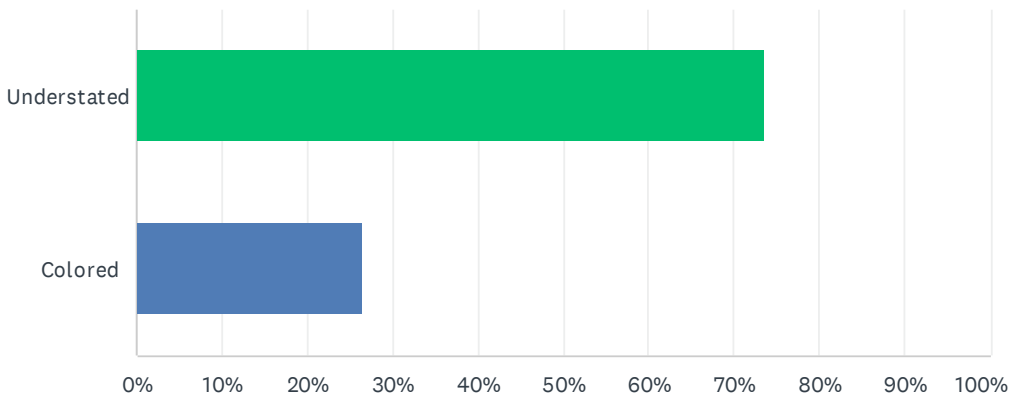
CONCEPT 2





Q7 Concept 1 utilizes a traditional brick-look façade with understated “storefront” windows. Concept 2 features a modern take on brick with colored accents around the “storefront” windows. Which do you prefer?

Answered: 211    Skipped: 11

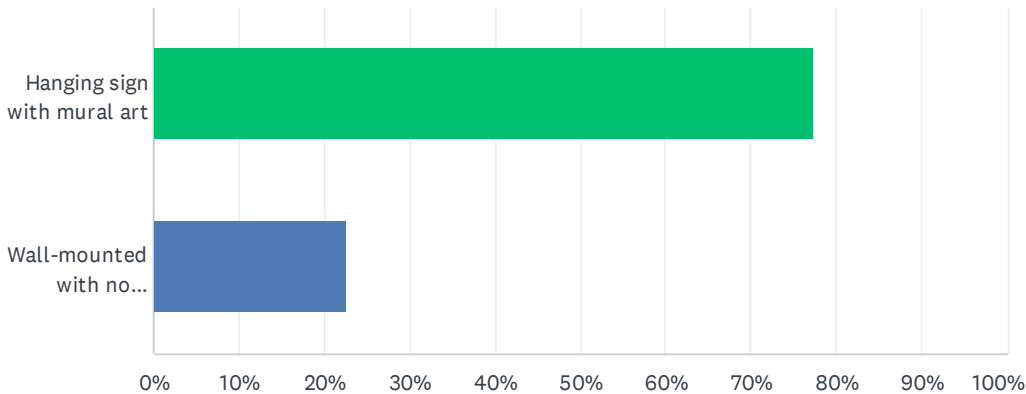


ANSWER CHOICES	RESPONSES	
Understated	73.46%	155
Colored	26.54%	56
TOTAL		211



Q8 Looking at the northern corner of the building upon approach from downtown, each concept features signage which will feature the building's name (name to be determined). Which style of signage do you prefer?

Answered: 207    Skipped: 15



ANSWER CHOICES	RESPONSES	
Hanging sign with mural art	77.29%	160
Wall-mounted with no additional art	22.71%	47
TOTAL		207

CONCEPT 1



CONCEPT 2



CONCEPT 1

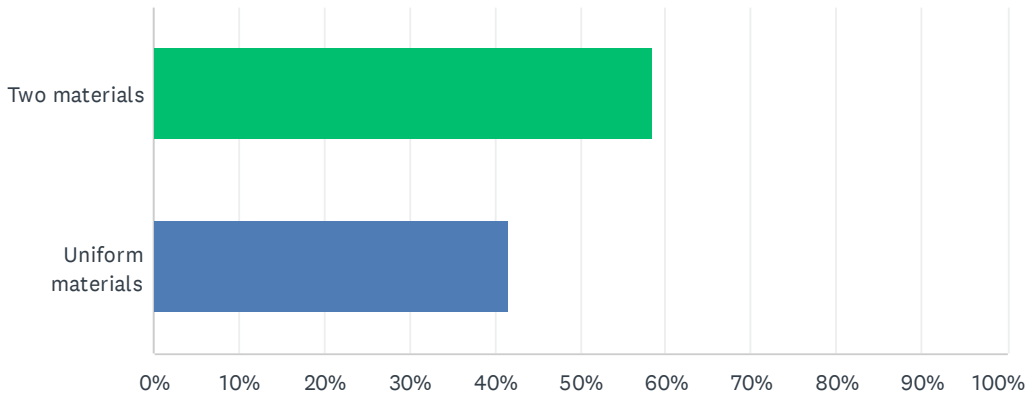


CONCEPT 2



Q9 The primary distinction on D St. between the two concepts is the use of two differing materials (top two thirds, bottom one third) in Concept 1 and the use of uniform materials (no top/bottom) in Concept 2. Which do you prefer?

Answered: 204    Skipped: 18

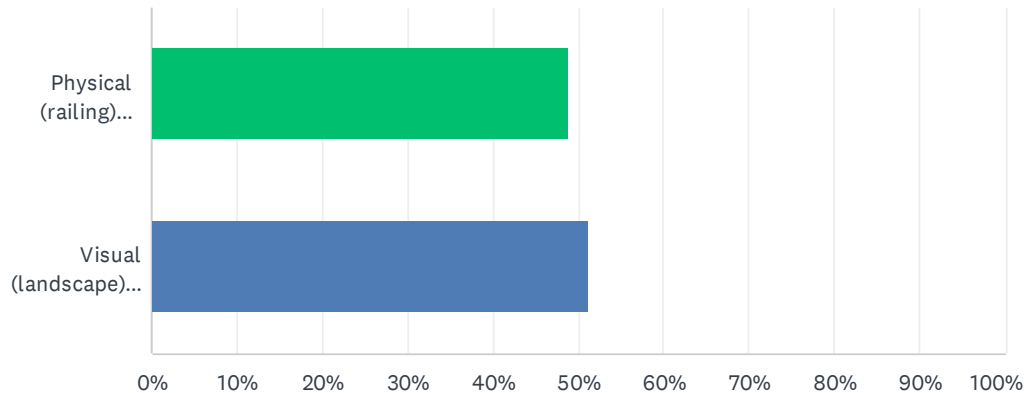


ANSWER CHOICES	RESPONSES	
Two materials	58.33%	119
Uniform materials	41.67%	85
TOTAL		204



Q10 For those units whose entrance is at street level, there are different treatments in Concept 1 and Concept 2. Concept 1 has a railing creating a physical highlight of the entrance, whereas Concept 2 relies on landscape plantings to indicate the entrance. Which do you prefer?

Answered: 207 Skipped: 15



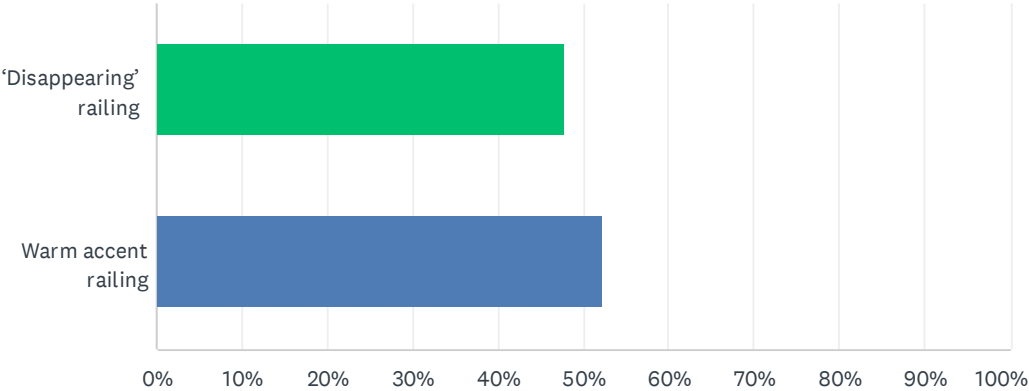
ANSWER CHOICES	RESPONSES	
Physical (railing) entrance	48.79%	101
Visual (landscape) entrance	51.21%	106
TOTAL		207





Q11 Units on the upper level have a feature called a Juliet Balcony. This is not a traditional balcony but rather a safety feature allowing the tenant to open the sliding glass window fully. Concept 1 shows a narrow railing designed to ‘disappear’ and allow for maximum viewing. Concept 2 uses the balcony railing to create a warm accent to the building. Which do you prefer?

Answered: 203    Skipped: 19

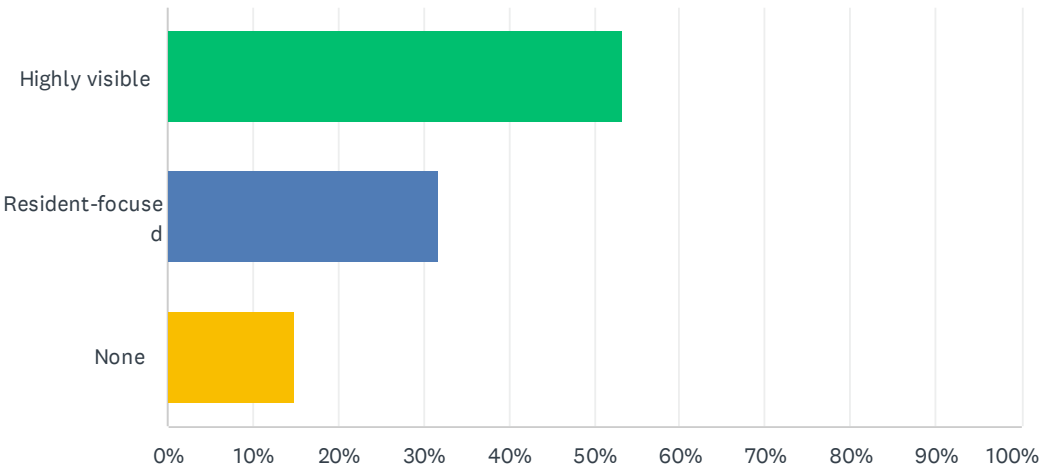


ANSWER CHOICES	RESPONSES	
'Disappearing' railing	47.78%	97
Warm accent railing	52.22%	106
TOTAL		203



Q12 Do you prefer a highly visible mural, such as in Concept 1, a more resident-focused mural in Concept 2, or no exterior mural/artwork on the back side of the building?

Answered: 208    Skipped: 14

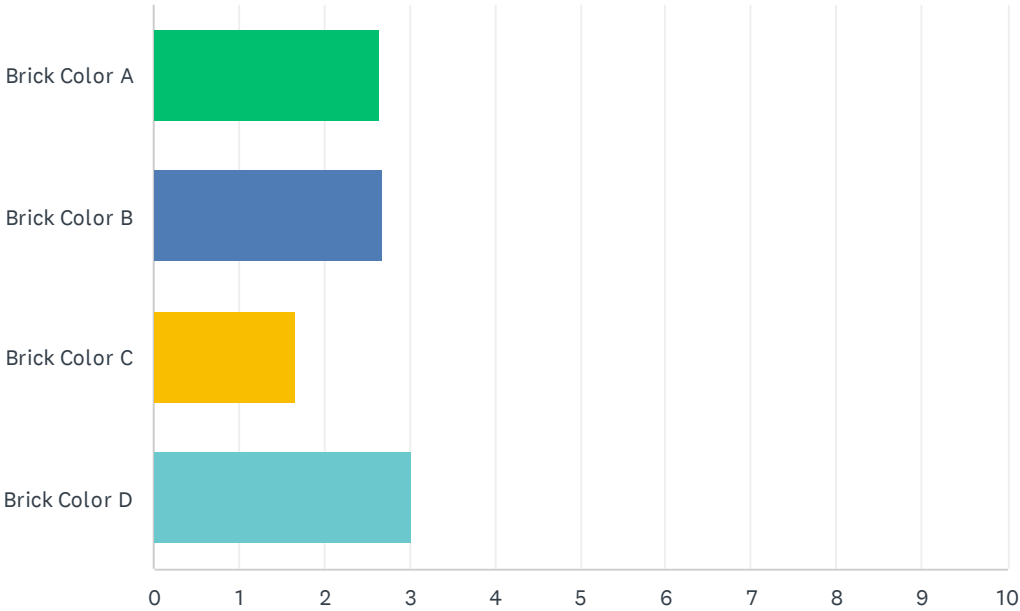


ANSWER CHOICES	RESPONSES	
Highly visible	53.37%	111
Resident-focused	31.73%	66
None	14.90%	31
TOTAL		208



Q13 Above are four (4) exterior brick building material options. Please rank the brick materials in order of your preference from most (1) to least (4).

Answered: 202    Skipped: 20

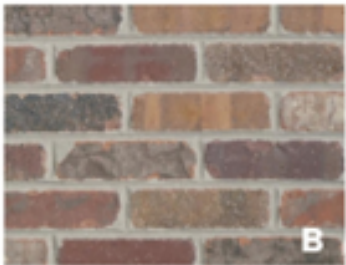


	1	2	3	4	TOTAL	SCORE
Brick Color A	25.74% 52	29.21% 59	28.22% 57	16.83% 34	202	2.64
Brick Color B	16.83% 34	40.59% 82	36.14% 73	6.44% 13	202	2.68
Brick Color C	7.43% 15	11.88% 24	19.80% 40	60.89% 123	202	1.66
Brick Color D	50.00% 101	18.32% 37	15.84% 32	15.84% 32	202	3.02


BRICK MATERIAL OPTIONS




**Brick Color A**  
Locally sourced  
Warm Burgandy and Brown tones  
with variation



**Brick Color B**  
Locally sourced  
Warm and cool tones, reds, browns,  
and greys



**Brick Color C**  
Locally sourced  
Warm and light tones, buff, browns,  
tans, and greys



**Brick Color D**  
Locally sourced  
Traditional warm tones, reds, and  
burgandy with variation

## Q14 Tell us more about your brick choices.

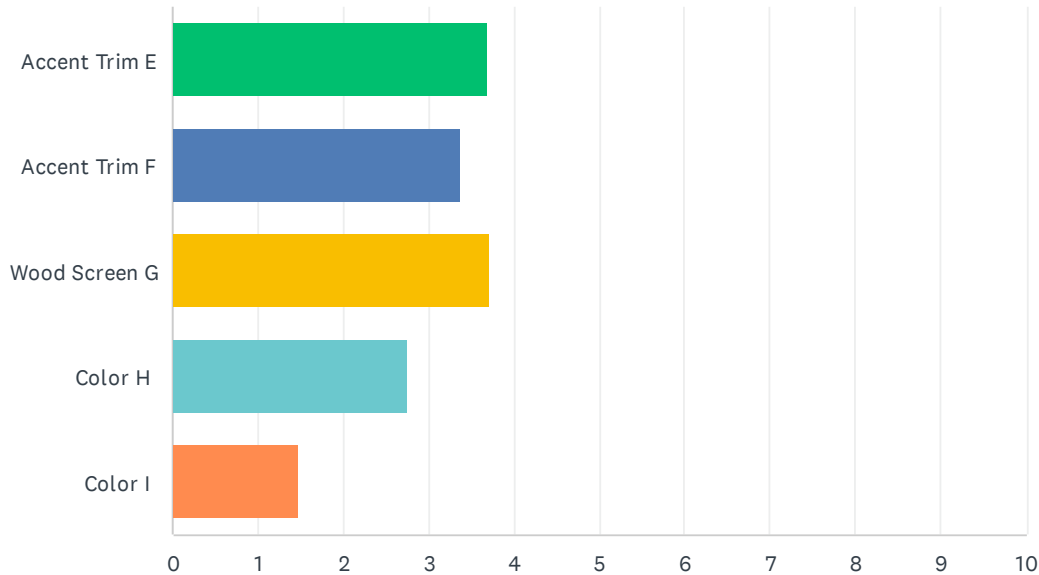
Answered: 96   Skipped: 126

[See Excel spreadsheet.](#)



Q15 Above are five (5) exterior accent material options. Please rank the accent materials in order of your preference from most (1) to least (5).

Answered: 176 Skipped: 46

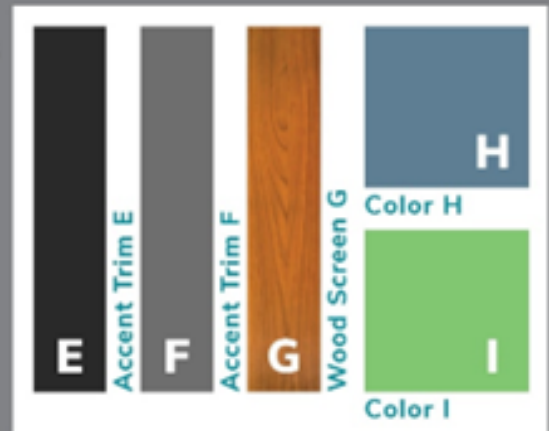


	1	2	3	4	5	TOTAL	SCORE
Accent Trim E	31.25% 55	30.68% 54	19.32% 34	12.50% 22	6.25% 11	176	3.68
Accent Trim F	14.77% 26	34.09% 60	30.68% 54	14.20% 25	6.25% 11	176	3.37
Wood Screen G	41.48% 73	13.07% 23	27.84% 49	10.80% 19	6.82% 12	176	3.72
Color H	11.36% 20	14.77% 26	17.61% 31	51.14% 90	5.11% 9	176	2.76
Color I	1.14% 2	7.39% 13	4.55% 8	11.36% 20	75.57% 133	176	1.47

CONTEXT IMAGE



ACCENT MATERIALS



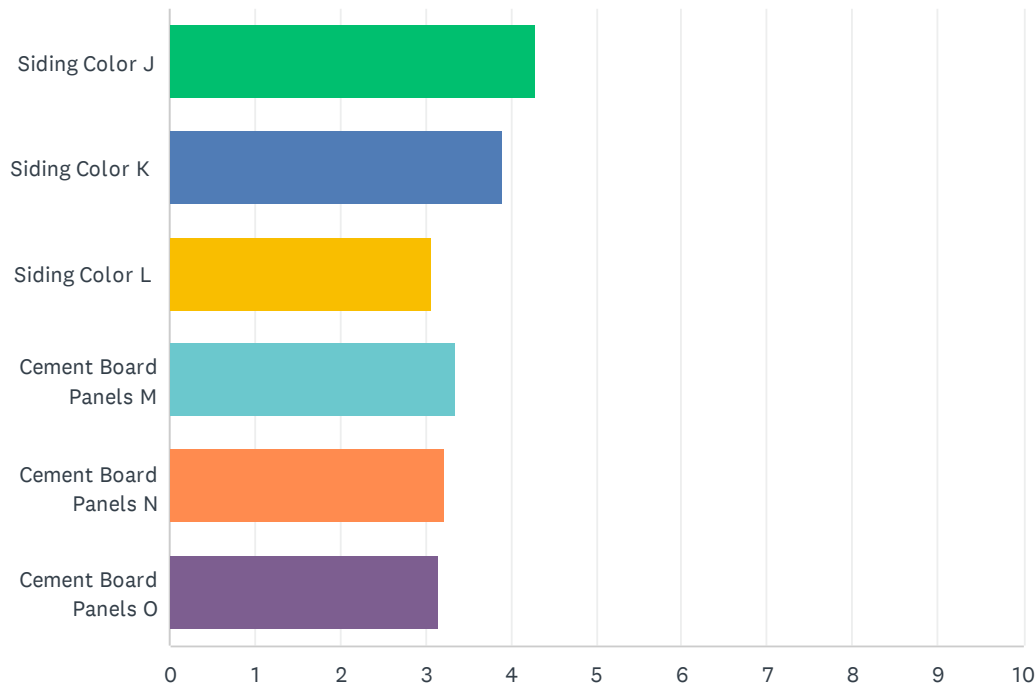
## Q16 Tell us more about your accent material choices.

Answered: 84   Skipped: 138

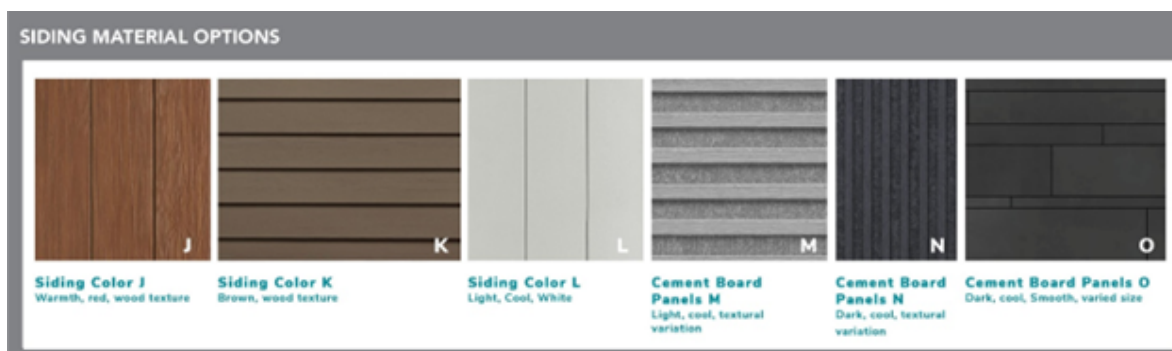
[See Excel spreadsheet.](#)

Q17 Above are six (6) exterior siding building material options. Please rank the siding materials in order of your preference from most (1) to least (6).

Answered: 176 Skipped: 46



	1	2	3	4	5	6	TOTAL	SCORE
Siding Color J	42.05% 74	14.77% 26	9.09% 16	9.09% 16	13.07% 23	11.93% 21	176	4.28
Siding Color K	15.91% 28	28.41% 50	18.18% 32	15.91% 28	11.36% 20	10.23% 18	176	3.91
Siding Color L	4.55% 8	13.07% 23	26.70% 47	15.91% 28	21.02% 37	18.75% 33	176	3.08
Cement Board Panels M	9.09% 16	10.80% 19	24.43% 43	28.98% 51	14.77% 26	11.93% 21	176	3.35
Cement Board Panels N	9.09% 16	15.34% 27	14.77% 26	20.45% 36	30.68% 54	9.66% 17	176	3.23
Cement Board Panels O	19.32% 34	17.61% 31	6.82% 12	9.66% 17	9.09% 16	37.50% 66	176	3.16



## Q18 Tell us more about your siding material choices.

Answered: 78   Skipped: 144

[See Excel spreadsheet.](#)