

## Young Adult Focus Group

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

- Ocean
- Strong sense of community
- Traditional architecture, mission, craftsman, Victorian, art nouveau
- Grungy but fun
- Pockets that are vibrant, pockets that are different
- Sense of tourism or sense of community character
  - Santa Cruz united vs. non-locals
- Different political bents in different neighborhoods
  - Differences in income between neighborhoods
  - Identity in being from different neighborhoods
  - Westside is more relaxed
- Seabright has all sorts of residents mixed in with multiple kinds of density a variety and scale of housing. Also variety in age of housing units.
- Less than ideal rentals in SC – housing is very old not well maintained.
  - Shortage of rentals, landlords can get away with not updating.
  - Greedy.
  - Poorly maintained rentals lower the standard for everyone.
  - Student population allows this trend to continue.
  - Climate is mild, so less incentive to renovate - landlords are less attentive than elsewhere.

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

- #2 and #4, Prefer larger windows, balconies wood tone materials
- #2 preferred – embracing the fact that it's brand new housing
  - #4 don't prefer flat front buildings
- #7 has a fun mix of stuff, allows for a mix of activities and is more interesting
- #7 change in heights and not a box, a mix of styles
- #6 like the arches and ArtNuveau style – more arches!
  - Mission style is ok, art nouveau is better
- Live with extended family? Having housing for extended family
- Including outdoor space, balconies or small gardens
  - Private space vs. communal space?
    - Communal spaces aren't used as much.
    - Programming for common spaces need some programming.
    - Include grass and trees, not just concrete
- No boxy style, Like #5, kind of, but don't want to necessarily heavily reference the mission style
- Requirements for maintenance and high-quality materials.
- Brownstone architecture, mix of sizes of units within buildings.

- No garages opening to the street, pursue alley ways.
  - Cars are not the priority
  - Trees are the priority
- #6 – looks cluttered and boxy

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

- We need all of the uses within the 15 minute walk
- Allow more variety on the big streets, especially near transit along Ocean, Soquel and Water.
- More mixed use buildings
- Residences stay away from the street front ground floor.
- Businesses should be spaced
- Mission St/Westside needs more multi-story development
- Smaller commercial spaces to make them actually affordable
- Allowing more flexibility for property owners.

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?*

- Fenced areas for outdoor dining – SC Coffee Roasters and Starbucks
- Wide sidewalks, also fenced/set off from the sidewalk
- More emphasis of greenscaping – environmentally conscious and minded
  - Native trees and plants
- Least Expensive Housing possible is the top priority.
- Need bigger trees along Soquel with undergrounded utilities.
  - More trees and the right architecture
- Thinking about how to build for extended families.
- Building Electrification requirements, building de-carb.
- Unbundle parking, require residents don't own a car.
- Friends of the RailTrail – How can we promote unbundled parking and reduced parking requirements?
- Bike Parking – need more.
- Incorporate alleyways for residential uses in commercial areas
- Improve walkability on 3 main streets.
- UCSC issues – with expansion and no new housing, concern among students about lack of building new housing on campus.
  - Looking at affordable housing for student housing.
- Can we use industrial areas for more new housing? – more mixed use districts.
  - Shading impacts to neighbors will be less significant – could be a great place for students.
- Complaints about shade and parking aren't real complaints – they just drive down housing production and drive up costs. A tool of landlords to do whatever they want
- Need to educate about what walkability actually does for a neighborhood, how we make a good neighborhood.
- People don't actually live in traditional Single-Family homes. More multi-generational housing options. Everyone lives with their parents

- Good housing takes up the entire floor – is there a way to make that work with fire code?
  - They get around this in Germany by having different fire trucks.