

Latinx/Chicanx Focus Group

1. *When you think about Santa Cruz's character and what makes Santa Cruz Santa Cruz, what comes to mind?*
 - Unique melting pot
 - Boardwalk and tourism, variety of living and working
 - Beach, parks
 - Nice place to live but expensive (many people said this)
 - Close to a lot of places, the store to walk to
 - Feel safe here, Watsonville not as much
 - Can walk around a neighborhood at night and feel safe
 - Diverse community
 - People do live in clusters
 - Latinos are here because of family and family connections
 - Latinos priced out of here
 - Chicanos live here because they are a culture of community
 - Working class "essential workers" cannot live here

2. *Which of these 7 styles do you prefer? Why?*
 - #1 right good Garages and smaller units
 - #1 left looks more like a home, #1 right looks like a hotel
 - #3 left garages and lawn ideal
 - #4 feels like a hotel - for some people it would work but not ideal
 - #4 aesthetic is good, has small footprint but will not always function well for this community
 - #5 right has good architecture
 - #5 left looks too crowded
 - #6 right looks nice
 - #2 right looks too industrial
 - #2 left looks too office
 - #7 both have character. Unique and not just squares.

3. *What types of uses would you like to see along Ocean, Soquel, Mission, and Water on the ground-floor?*
 - Accessible [ADA Compliant] units on the ground floor
 - More restaurants, not just subway. So few restaurants on this part of Soquel. More mom and pop
 - More coffee shops
 - Make easier to cross streets- pedestrian safety a big issue. Drivers don't care
 - We're a walking community. Visitors don't understand this either.
 - Too much trash on streets in Beach Flats left by tourists.
 - Want a mix of ground floor uses

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?*

- More people friendly sidewalks with gardens would be nice
- Car traffic should not be next to pedestrian traffic
- When street is closed off and tables are outside, tougher to see the storefronts
- The sidewalks shown all give good space.
- Want space for outdoor dining but still a wide sidewalk
- A and B feel more safe and better for families (multiple people said this)
- E also good for retailers but all work.

Closing Comments

- Concerns about parking, overcrowding
- Parking: individual garage preferred but any parking is good. Not enough parking. Tourists are here when we are at work so it is tough to find parking when done with work. Garage feels more like a home. Nice for storage and washer/dryer
- Accessible parking space can be an issue too
- Designated parking space idea because parking is too often by visitors.
- Big windows are a safety concern
- Want a little backyard for dogs and kids to play