

## Interview Notes – Lower-Income Household #2

1. *Please say your name, what type of home you live in (e.g., apartment, single-family home), what neighborhood you live in, and what about it makes the neighborhood feel you unique to you?*

- Lives close to Trader Joes and Downtown Lived in Downtowns in different places for many years, likes being close to Downtown and shopping.
- Lived abroad and preferred living in Europe. Europe apartments more likely to be built for what seems like an easier way of living. Would not be living here if had a choice and wishes stayed in Europe. European neighborhoods much better design for people to shop and be able to live in that neighborhood and stay there.
  - Old people treated with more respect in Europe. In US people are ignored – people bump into and literally don't notice.
  - Europe was 10 years ago – amazed at how different it was and how people here ignore others that aren't what their idea of what the country is like.
- Neighborhood where people are accepted as part of the scenery- not in sense that they're ignored but something expected. Mixed of uses. "Mixed usage" housing would be great and would love to have a place where I can shop. Live close to TJ's so have that, but some of that is that neighborhoods aren't built for people who live in apartments
- Like that we're all seniors. Previously didn't think would ever live senior housing.
- The idea of respect is the biggest thing. Not a lot of respect here. "I'm sorry I didn't see you. Um yes you're supposed to see me. You're driving! 'I'm sorry I didn't see you' is not a reasonable thing to say to someone. People who drive around you.
- A lot of it the attitude of the people. I'm all for wider sidewalks but think it's really the attitude of the people. Live here only because it's cheap. Subsidized by HUD. Santa Cruz is outrageous in the time and money put into dealing with seniors and all kinds of people who need people to pay attention to them.
- People assumed that old people had a place in society when she taught in Korea. People in Europe (and Korea?) revered teachers
- Got used to Europe and being treated with respect because of my age.
- Europe: they're used to people in apartments. Even well off people don't live in houses. In this country if you don't have a house people are like "oh God! Don't you want a house/ and I'm like no I'm one person I want an apartment with close shopping, close to things to do.
- Wouldn't choose Santa Cruz it's just too expensive.

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

- It's changed a lot. It's like gentrification because it's going into an area that was at one time...it's changed a lot. It's not like it used to be. Yuppies – they want what they want

and it's not necessarily what's good for Santa Cruz. People think it should be their way and not necessarily anyone else's wants.

- Want to be able to walk to shopping or take transit. Very important for my living space. Like diff types people. Not being ignored.
- There is not an acceptance of people who are different. It's not a good place to live. Really excited first to move to Santa Cruz. Used to be a kind of acceptance of all kinds of people and that was something that made it Santa Cruz and a wonderful place to live. Don't think that's happening anymore.
- Rather have subsidized place but prefer to live with all types of people
- Lots of Section 8 buildings - that's great but if need subsidized housing in this area, need senior or family housing. Not enough housing choice. Want more mixed use housing and mixed-age housing.
- Re: homeless encampments – hear people say “don't want those kind of people here” but damnit those are the people that started Santa Cruz. I don't want to live next to encampment but do want people to understand that these are people too
- Left to teach English abroad in 1996-ish and had been coming to Santa Cruz the whole time she lived in CA (first lived in a different city in CA and it wasn't great) and was happy to move to SC. Things aren't the way they used to be. What I most miss is the idea that everybody belongs here. Not just rich people but “people with our ideas”
- Took 5 yrs on waiting list to get into place like this. People who are designing housing aren't paying attention to what people want or need.

3. *On Water, Ocean, Soquel and Mission, what uses would you like to see along the street? Why?*

- Pacific St closed to traffic and that was great
- Mission is a main st for cars not for anyone walking
- Water street is not a main street. Certainly built for cars. People will say - You don't have a car? How do you get around? I walk I prefer to walk. Always wanted to retire where could walk to things – was never thinking I would have a car. I miss a car but only to get out of Santa Cruz, this yuppie-fied place
- Wants place welcoming to all types of people

4. *To make space for these types of features, would you support a bigger front setback and/or inset ground floor? What do you prefer and why? Taller buildings?*

- Sure, ok with taller but it makes it more like a city as opposed to smaller neighborhood.
- Santa Cruz changed a lot over the last 20 yrs. Used to be a beach community.
- Tell people that I live “across the river” and people say “what river?” they don't their city. Much more of a commuter city than it used to be. People drive over the hill to work.
- Poor people aren't paid enough attention to. Used to be all ages of people at meetings and now there are not people 20-30s who are concerned about community

- Would appreciate lots more walking and places to walk, more accepting – all people are part of the community
5. *Think of the apartment-style and mixed-use buildings on commercial streets (e.g., Water, Ocean, Soquel). Which of the following items do you think are most important for a new building on these streets to include, even if they increase housing costs?\* We know it's a hard choice, but you can only choose up two items.*
- Housing costs are irrelevant to me because won't buy a house, won't consider it. Limited income being retired. If ideal situation: living somewhere where everyone was expected to be a part of the community
  - Communities are for everyone.
  - People would say walking in park in dangerous (even before encampments). That's hearsay - "heard about one woman..." People are people and need to be aware of that and make sure we have a community that takes that into consideration, People are different.
  - *[When I listed the options from the survey question:]*
    - a. *Ground floor shops or restaurants*
    - b. *More parking spaces*
    - c. *Architectural details (e.g., varied roof forms, bay windows)*
    - d. *Community gathering spaces*
    - e. *High quality building materials (e.g., stone, wood, brick)*
    - f. *None of these: the City shouldn't ask for anything that makes housing more expensive*
    - g. *Something else (please explain)*

Community gathering spaces – Yes, I think that's a good idea. Places to have a meeting if people want one – don't have that now. Apartment building has one but no one ever uses it. Public meetings don't happen anymore. Orgs like Food not Bombs are the only ones doing work on housing and there's only so much they can do

I'm an "Aging hippie." There was such promise that things would change and be a better place for people that we haven't delivered.

6. *The City can also loosen some requirements to reduce building costs, potentially making units less expensive to rent or buy. Which of the following items do you think are good trade-offs for less expensive housing? Choose all that apply.*
- a. Increased building heights – I'm ok with taller buildings as long as they don't interfere with other peoples' appreciation  
Beach Flats are being gentrified. Used to be a nice neighborhood where people could live without spending a gazzillion  
I don't mind taller buildings. People say that's not Santa Cruz. I don't mind it changing a little bit because I remember it being a place where people are open to different lifestyles  
It's our place too. I don't want the kind of projects that used to be thought of as bad places – the Chicago one whose name I can't remember that wasn't noticed and no one wants to live there.  
Happy I can live in Santa Cruz and have some of the things that I want

- b. Simpler building shapes (e.g., flat roofs, minimal variation in the building face)
- c. Less expensive materials (e.g., stucco)
- d. Fewer parking spaces
- e. Exclusively residential buildings in commercial areas
- f. None of these: I'm not concerned about housing affordability
- g. Something else (please explain)

7. *Anything else you want to tell me about housing and building design?*

- It's becoming a not diverse community.
- Didn't used to be this way. Used to be a community that people were interested in and people wanted to do something for but that's all gone away
- Should ask people what they want changed about sc. Want people to be more open to diversity.