

Transit Corridors Plan for Sustainable Communities in Santa Cruz County
 Community Meeting
 Re: East Cliff Village Shopping Center
 4/29/2013
 Simpkins Community Room - 979 17th Ave, Santa Cruz

Discussion Questions	Times Mentioned
1) How would you describe the existing character or feel of the center?	
We like the Farmers Market	7
We like the Dollar store	6
We like the video store	5
Depressing	3
Great landscaping	3
Outdated	3
Landscaping is good	2
Love the farmers market	2
Love the gardens	2
No character	2
Old	2
Run down	2
Scary	2
Tired	2
We like the bakery	2
We like the Chi Center	2
We like the dog groomer	2
We like the dry cleaners	2
Antiquated	1
Architecture has character	1
Awkward flow - vehicle & foot traffic	1
Beautiful landscaping	1
Busy	1
Can't feel safe after dark	1
Casual	1
Character went since Bolivios went away	1
Charming but deteriorated	1
Charming old world character has Not been maintained	1
Circulation off East Cliff is difficult	1
Comfortable	1
Covered arcades are dark	1
Covered arcades are nice but capture more outdoor seating	1
Current landscaping is appreciated	1
Dark	1
Demographics are eclectic	1
Depressed	1
Dysfunction	1
Disjointed	1
Don't mind liquor store because can buy milk there	1
Downtrodden	1
Empty feeling	1
Empty space	1
Eye sore	1
Falling apart	1
Family (Laundromat)	1
Feels like a parking lot	1
Feels like a village	1
Feels like home	1
Gang culture	1
Gathering place (open feel)	1
Good motif - Spanish	1

Hard to walk	1
Has lost original draw/uses services	1
Health clinic idea is terrific	1
High crime	1
LatiNo	1
Live Oak has aging population w/ transportation/accessibility issues	1
Looks bad (like time warp)	1
Looks dated	1
Lots of crime Now (break ins)	1
Lots of pavement	1
Lots of planting	1
Lots of retired neighbors	1
Love the video store	1
Low function	1
Low story	1
Lower income retail	1
Miss the drugstore	1
Miss the karaoke	1
Miss the post office	1
Mixed use with riff raff	1
More lighting needed	1
Needs to be upgraded	1
Needs updating	1
Nice landscaping	1
No connection to East Cliff	1
No fluidity with the entrances	1
Not many useful businesses	1
Not much life	1
Not much magnetism	1
NoT neighborhood service	1
NoT welcome	1
Outdated	1
Owner Not spending attention or dollars	1
Parking lot too big & misused	1
Pedestrian access	1
Quieter	1
Rough	1
Safety a concern	1
Seedy	1
Small scale compared to other centers	1
Smaller	1
Space	1
Spanish tiles are nice	1
Too much asphalt, Not eNough trees	1
Turn-off	1
Ugly	1
Under developed	1
Under utilized	1
Under utilized	1
Useless	1
Wasted space	1
We like the deli	1
We like the existing businesses	1
We like the hairdresser	1
We like the ju-jitsu	1
We like the Laundromat	1
We like the medical clinic	1
We like some tenants	1
We like the architectural style	1
We like the blue printers	1
We like the landscaping	1

Worn	1
Was part of Villa before farmhouse	1
Worn out	1
Too many "back of house" areas	1
Permanent security presence due to surrounding low income housing	1

1a) How can the character of the center be improved?

Restaurants (1 mention to include restaurant with outdoor seating)	3
Deli	2
Mixed use	2
Needs better lighting & indirect lighting	2
Sometimes scary after dark	2
Walking & bike riding is dangerous on East Cliff	2
2 communities use East Cliff Village	1
2 story	1
2 story bldg	1
2 story with offsets	1
A place where people can walk, w plantings	1
A plaza	1
Activity or event space	1
Add solar	1
Architectural continuity	1
At future meeting = site plan to show existing footprints	1
ATM	1
Attractive landscaping	1
Bakery	1
Beach services (surf/bicycle)	1
Better security in back (creepy Now)	1
Better tenants	1
Build a sense of community	1
Building updates	1
Coffee shop	1
Comfortable gathering spots	1
Covered areas	1
DON'T favor residential use	1
Drug store (e.g. CVS annex - like in Deer Park Ctr.)	1
Easy for tourists from beach to use	1
Eco friendly	1
Enhance walk-ability w/ trails or paths	1
Eye catching	1
Family destination	1
Food - brewery	1
Fountain	1
Freshen up	1
Gathering place	1
Good parking flow	1
Good pedestrian access	1
Green area	1
Grocery store	1
Grocery store (doesn't have to be huge, just handy)	1
Hip - farmers market	1
Ice cream	1
Improve access to dead space	1
Improve safety	1
Improve traffic flow	1
Interesting visual effects	1
Keep beach neighbor	1
Keep existing businesses or assist in relocating	1
Keep scale low	1
Layout & planning important	1
Less automobile impact	1

Lighting	1
Live Oak needs a visual/architectural identity along thoroughfare	1
Lower income neighbors & ethnic (Hispanic)	1
Maintain "garden" feel	1
Maintenance	1
Mid size market	1
More accessibility to the neighborhoods	1
More courtyard	1
More landscape	1
More lighting	1
More pedestrian access/walking corridors	1
More services	1
Need a dog park	1
Need a safe area to walk	1
New landscaping	1
No light pollution	1
No national	1
No Noise pollution	1
North - South bus route	1
Occupied office buildings	1
Open air feel	1
Open area for public gatherings	1
Outside used accessibility	1
Pavement repair	1
Pedestrian friendly	1
Picnic tables	1
Plant more trees	1
Plaza	1
Plaza/park	1
Polivio's as potential park site, front area Now open lot	1
Public art	1
Public restrooms	1
Public seating	1
Public space	1
Quality bakery	1
Quality grocery store	1
Recycle water	1
Reduce carbon footprint	1
ReNovation	1
Right landscaping/right palette color	1
Rustic	1
Security very important	1
Sensitive lighting	1
Services that are useful to the area	1
Signage, identity need to be developed "sense of place"	1
Smaller scale	1
Social enlivener of food service. Farmers Market shows this (prepared food & socializing)	1
Store fronts closer to street	1
Store fronts set back	1
Street presence	1
Subsidized open space - community space	1
Support the business the support the neighborhood & community	1
Talk w/ the Hispanic neighbors	1
Town center - a destination	1
Traffic access to 17th Ave	1
Traffic impacts	1
Uses open till 10pm	1
Variety of businesses	1
Water store	1
Where is the community headed?	1
14' type cast iron lights in parking lots	1

architecture of what Live Oak was: farm, flowers, chickens, huge beams	1
community garden space	1
Community outdoor space 2500 sf close to entrance	1
Green area	1
Health users would help retail	1
Keep bike racks	1
Keep covered walkway	1
Keep mix of uses dispersed through site	1
Keep quaintness	1
Need full usage of buildings (then would use parking)	1
Need to activate - too overparked	1
Trees	1
Use of natural materials	1
Use saved tiles	1
Walker friendly	1
Water feature	1
Tables & chairs gathering place w/out cars	1

2a) How could the placement and massing of the buildings support the sustainability of the center and the larger community?

Accessible (for a wheel chair)	1
Better traffic control	1
Bring services to the community	1
Fresh veggies sales bought by sandwich shop	1
Health care Not accessible to all in the area	1
Make pedestrian improvements	1
Make space for Farmers Market - w a courtyard	1
Office workers supporting sandwich shop	1
Parking an issue	1
Public Transportation Essential to all development	1
Quality design & materials	1
Sidewalks & bike lanes make this kind of place work	1
Traffic is an issue	1
Traffic is an issue esp. in summer	1
Transit - bus every hour NoT very effective	1
Tremont - possible signal	1
Underground utilities a big plus	1
Utilize beach traffic - service tourists	1
Walkability - pedestrian orientated	1
Water is critical	1
Young families need a nice destination to walk to	1

3) What are your thoughts about establishing residential, office and/or medical office uses at the center?

Medical services	8
Office	5
Residential ok	5
Restaurant	2
Retail	2
"Eyes" on the neighborhood desired	1
Allow food trucks to schedule visits	1
Ample parking if there is offices or medical in rear	1
Ancillary businesses	1
Artist - arts	1
Bakery	1
Bike rentals	1
Brew pub	1
Business center w/ a "theme" (Chi Center, Integrative medicine, Women's Health)	1
Café like Live Oak Café	1
Community Center/Room	1
Community health center	1
Community office space like Next Space	1
Donate space to Women's Medical Clinic	1

DON'T create huge traffic issue	1
DON'T want it to look abandoned like downtown San Jose	1
Family restaurants like Carpos	1
Fast food would need special design	1
Generally oppose residential mainly due to lack of parking	1
Health Center (exposure Not necessary)	1
Health Center accessible to all segments of population	1
Health Center could lease space	1
Health clinic, family, low income	1
Housing - mixed use (i.e. Whaler's cove)	1
Ice cream	1
Local businesses	1
Maybe residential set back	1
Medical & office in the back	1
Medical clinic at rear of site near residential	1
Medical on 2nd floor	1
Mixed use	1
Mixed use ok if done tastefully	1
More mixed	1
No chain stores	1
No medical	1
No MORE offices	1
No more residential	1
No office	1
No palm trees	1
No residential	1
No Residential - 3/4 group	1
No Residential - it will create problems.	1
No stand alone residential	1
NoT a big health care center	1
Not so visible	1
Outdoor stage for music, movies	1
Owner occupied residential	1
Poor site for residential	1
Professional services	1
Rent costs?	1
Rental housing issues/Noise concerns	1
Senior Housing 55+	1
Shopper's Corner	1
Short term stay Hotel with proper visibility	1
Small Apple store	1
Small office space needed	1
Smaller residential units (SRO) for seniors?	1
Something that encourages activity	1
Surf shop	1
Trader Joes	1
Women's Health Center	1
already lots of housing there	1
back potential residential to existing residential	1
be sure Not too much congestion and eNough parking	1
Current business occupants should get first right of refusal to occupy new buildir	1
Short on commercial space in this area	1
Some residential in back ok, but Not too much	1
Support phased development	1

4) Are there specific commercial or service used that you desire at the center and that you would patronize on a regular basis?

Dining mentioned 30 times. See tally below:

Restaurant 7
Coffee shop 3
Deli 3
Outdoor dining 2

30

	Casual	1
	Bagelry	1
	Better food facilities	1
	Breakfast/lunch/dinner	1
	Denny's	1
	Diner	1
	Food trucks	1
	Hometown Buffet	1
	In-N-Out Burger	1
	Outback Steakhouse	1
	Pizza My Heart	1
	Restaurant - breakfast	1
	Seabright Brewery	1
	SoNoma Chicken Shack	1
	Steakhouse/Bar	1
Grocery/Food retail - mentioned 18 times. See tally below.		18
	Grocery	4
	Fresh fish market (fresh) & (open parlor)	2
	New Leaf	2
	Shopper's Corner	2
	Deluxe Foods	1
	Grocery - small decent	1
	Grocery - small full service	1
	Grocery - small like Sprouts or Aptos Natural	1
	Grocery -small	1
	Grocery store - small natural	1
	Small fresh vegetable/fruit market	1
	Sunnyside type fruit stand	1
Retail mentioned 14 times. See tally below.		14
	Surf shop	3
	Hardware store	2
	Beach store	1
	Bike shop	1
	Children's toy store	1
	Consignment shop	1
	Game store	1
	Knitting/sewing shop	1
	Plant and garden shop	1
	Retail - more attractive stores	1
	Retail - variety	1
Coffee/Beverages mentioned 9 times. See tally below.		9
	Starbucks	2
	Verve	2
	Café (1)	1
	Coffee	1
	Juice/smoothie bar	1
	Pete's	1
	Tea room - herb teas	1
Entertainment ideas. Mentioned 9 times. See tally below		9
	Cinema	1
	Dance Hall	1
	East Cliff Video	1
	Entertainment zone - food & beverage	1
	Live acoustic music	1
	Movie theater	1
	Music	1
	Theatre - movies	1
	Video Store	1
Beer/Wine/Bar services mentioned 8 times. See tally below.		8

	Brewery w food	3
	Beer garden	1
	Local wine/beer bar	1
	Lounge or Restaurant w/ night activity, alcohol served	1
	Tasting room local winery & beer	1
	Tavern	1
Medical services mentioned 7 times. See tally below.		7
	Medical center/office	3
	Clinic (family)	1
	Clinics/medical use	1
	Physical therapy	1
	Women's Health Center	1
Bakery mentioned 6 times. See tally below.		6
	Gayle's	3
	Kelly's	2
	Buttery	1
	Emily's	1
	Mexican bakery	1
Farmers Market - mentioned 6 times. See tally below.		6
	Farmers Market	4
	Expand Farmers Market	1
	Permanent Farmers Market	1
Drug store/Pharmacy. See tally below.		6
	Drug store/Pharmacy	4
	Drug store/Pharmacy like Westside	2
Ice cream mentioned 5 times. See Tally Below		5
	Ice cream	3
	Frozen yogurt	1
	Ice cream - 31 Flavors or Marianne's	1
Dry cleaners		4
Office ideas mentioned 4 times. See tally below.		4
	Non-profits	1
	Office at back	1
	Office small	1
	Offices - satellite like Next Space	1
Post office/mailling options mentioned 3 times. See tally below.		3
	Automated postal center	1
	Pack & ship	1
	Post office drop/UPS	1
Seniors mentioned 3 times total. See tally below.		3
	Senior living	1
	Senior Services	1
	50 and over stores	1
Laundromat		2
Outdoor seating		2
Affordable housing		1
Ag design		1
Bank Kiosk w/ ATM's (major banks)		1
Bike parking		1
Community space		1
Destination spot		1
Educational Service		1
Existing tenants		1
Farm style		1
Indoor/outdoor use		1
Kid uses		1
Mixed use		1
No alcohol		1
No gun shop		1

Plaza	1
Radio station	1
Repair shop	1
Serve the local demographics (Not just tourists)	1
Small spaces - scale	1
Special place	1
Veterinary office	1
Vernacular architecture	1
We like everything that is there Now	1
Weather vane	1
Western Union	1
bread bakery	1
Dog friendly restaurant	1
Family restaurant - No chains	1
Flower shop/nursery	1
Good market	1
Like courtyard/brunch/coffee	1
Like idea of health services inclusive of whole range of income	1
Like Town & Country style	1
Local shops	1
Medical?	1
Mixed artist/residence spaces	1
Mixed use - businesses, food, beverage	1
More permanent/frequent Farmers Market, but Not if it impacts parking needed by uses. Allocate a space for it.	1
Need buildings	1
Peoples market	1
Prefer office over residential	1
Small boutique food market, similar to AJ's	1
No chain stores	1
Small market - healthy food	1
No homeless shelter	1
No medical marijuana	1
Restaurants	1
Retail that supports neighborhood	1
Winery	1

5) Are there events or activities that you would like to see at the center?

Farmers Market	8
Art & Wine Festival	2
Craft fairs	2
Outdoor movies	2
Amusement park	1
Antique Market	1
Art	1
Art & wine event	1
Art show	1
BBQ	1
Bike event	1
Biking facilities	1
Car show	1
Children's events	1
Community Developing Events	1
Community night (outdoor movies)	1
Community Participation	1
Concert Series	1
Educational/family activity/interpretive?	1
Family movies	1
Family oriented "bring your own chair"	1
Farmers Market MUST STAY	1
Farmers/Fish Market	1
Flea Market	1

Flowers, art, shows/events	1
Food trucks	1
Grass space for community tai chi	1
Grass space for community yoga	1
Handmade goods	1
Healthy	1
Interpretive center for Monterey Bay Trail	1
Live music - bandstand	1
Live music - village green	1
Local Art	1
monthly antique fair	1
Monthly craft/art space	1
More frequent Farmers Market	1
Movies	1
Music	1
Music areas	1
Music in plaza	1
Music jam	1
Musical events for adults	1
Musical events for children	1
No amplified music	1
Outdoor seating for restaurants	1
Park/picnic area	1
Paths	1
Plaza	1
Program Community Events	1
Promote walking	1
Stage for open mic, theatre	1
Surf competition	1
Wine events	1
Wine/beer tasting (local)	1
art events	1
beer garden	1
arbor w/ seating - focal point	1
Small musical events	1

Additional info provided

There is limited demographic in room	1
On Chanticleer - example of farmhouse architecture	1