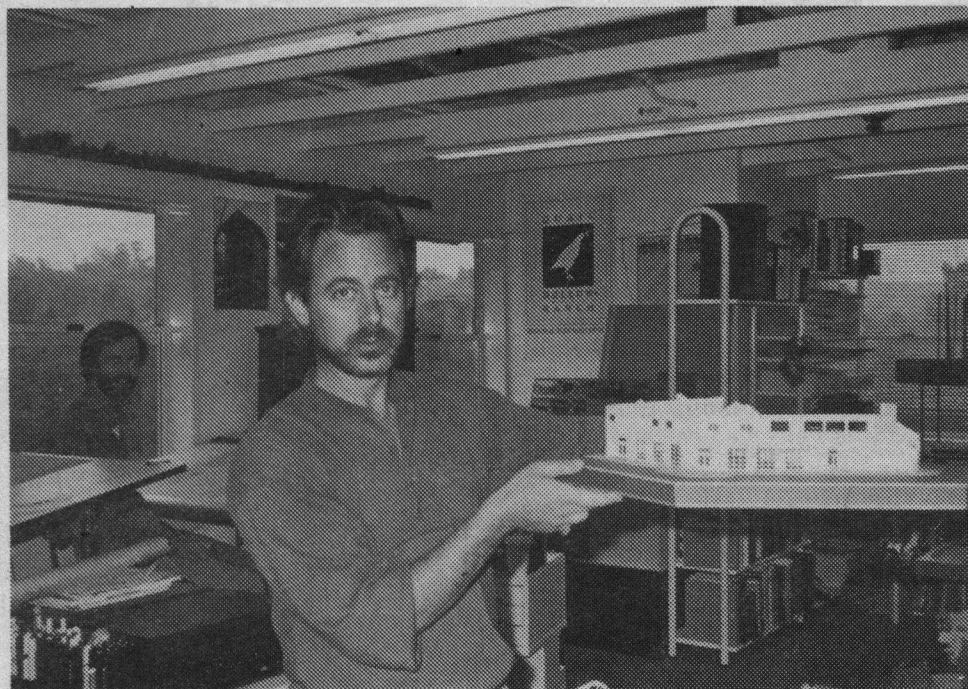


CHD grants spur on action locally



SANTA CRUZ — Jeff Oberdorfer hold a scale model of the market center to be located at the corner of Leibrandt and Riverside Streets, Santa Cruz.

SANTA CRUZ — As reported in the Oct. 13-20 issue of The Observer, the Beach Flats Housing Improvement Association, Inc., (BFHIA) of Santa Cruz received a \$33,000 grant from the Campaign for Human Development for two projects: one for 60 cooperatively owned housing units, Cooperativa Vista del Rio, and the other for La Playa Marketplace, a market center for five small businesses owned and operated by low-income persons.

The CHD funds will be used for technical advice, to help in underwriting pre-development costs and continue organizational training so that

business operators and homeowners will be better prepared for business operation and for home ownership.

Technical advice is being supplied by the Santa Cruz Community Housing Corp. The SCCHC was formed in 1986 and is patterned after CHISPA in Salinas. Over the years, CHISPA has supplied a broad range of financial, organizational and training services to many low-income housing projects in the Salinas Valley which have been supported by national grants from the Campaign for Human Development, such as San Jerardo, La Buena Esperanza, Las Casas de Madera, Vista de la Terraza and Primavera.



SANTA CRUZ — The market center, which will benefit from the Campaign for Human Development grant, will be situated on the corner of Leibrandt and Riverside Streets. (Photos by Martin Mahoney)

Arnie Fishman, who is executive director of SCCHC, previously worked for CHISPA for six years, the last three as deputy director.

The La Playa market center, to be located at the corner of Riverside and Leibrandt Streets, will have spaces on the street level for fresh vegetables, meat and fish, a delicatessen, a bakery, and postal boxes. On the second floor will be eight rental housing units.

Architect Jeff Oberdorfer is completing a scale model of the center and the architectural design plan which will be presented to the City of Santa Cruz for approval.

Cooperativa Vista del Rio the 60

unit housing cooperative will be located at the west end of Third Street. Construction is expected to begin sometime in 1989.

The City of Santa Cruz has been very supportive of the projects, as are businesses in the area.

BFHIA is an outgrowth of a neighborhood association which for several years has been working to improve conditions in the Beach Flats area and to protect citizens' rights.

In 1985, the neighbors were able to block development of a major luxury hotel that would have displaced more than 45 tenants' low-income housing.

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Beach Flats

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Working with the Familia Center, a Spanish-speaking crisis center, association members assisted in fundraising and in community improvement projects.

In August 1986, with help from the SCCHC, BFHIA was formed and began to play a major role in the City of Santa Cruz's planning for revitalization of the Beach Flats area. Later that year, BFHIA organized a two-day major cleanup of the area. This was a combined effort of voluntary groups of Santa Cruz, businesses in the Beach Flats area and the City of Santa Cruz and was highly successful.

BFHIA, a non-profit membership

corporation, has a ten-member Board of Directors who are elected annually. Three standing committees for fundraising, membership and education assist the directors.

The board meets weekly to plan activities, receive training and deal with administrative policy.

The general membership also meets weekly to receive training, participate in association activities and vote on policy decisions.

Both board and membership meetings are open to interested persons.

The board receives technical advice and support from SCCHC semi-weekly.

Sojeila Silva of SCCHC is project coordinator for the two projects funded by CHD. In a recent interview to discuss progress of the CHD-funded projects, she said, "We're helping to train a new generation of community leaders who just happen to be poor."