

✓ Beach Flats could be a tourist mecca

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SANTA CRUZ — What Monterey did to Tortilla Flats, business interests here want to do to Beach Flats.

Remake the little hard-times neighborhood into a tourist mecca.

Tear it down and rebuild it as part of a multi-million dollar esplanade along Beach Street where major hotels would serve middle-class tourists who are rediscovering the beach at Santa Cruz.

Redevelop The Flats into a half-dozen blocks of shops and parking spaces with a big hotel smack dab in the middle.

Their plans leave one question unanswered.

What are they going to do with — or do to — the 500 households of poor families, mainly Mexican with a sprinkling of black and white neighbors, who call their time-worn, overcrowded and overpriced village home?

"It's all set up, it will be redeveloped. They have the plans downtown and they are just waiting for the money," says Lucy Trujillo, a director at La Familia Center, the home-grown social services



Judy Guerrero and Lucy Trujillo of La Familia Center.

Bill Lovejoy

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