

# The growing pains are just beginning

Earthquake 1989 - Santa Cruz City - Rebuilding



Rubble and open space cover the area at Cathcart Street and Pacific Avenue near the Del Mar Theatre; Santa Cruzans must decide what will rise to fill the space.

## 'Enormous' job awaits

By GUY LASNIER  
Sentinel staff writer

SANTA CRUZ — Now the really hard part begins.

More downtown buildings may be demolished, but most of the destruction is over. What remains is a crazy quilt of vacant lots and open spaces.

Though tents or "pavilions" may house businesses for up to a year, the big question facing Santa Cruz over the next several years is: What will rise to fill the space?

"There's an enormous job in front of us," said City Manager Dick Wilson. "We all recognize the job is much bigger than anything we've ever done before."

As the euphoria of opportunity turns to practical realities, more big questions lie ahead, including finances in a city that was broke before the earthquake, and is nearly bankrupt now.

How will a city that has successfully fought development over the past decade make a complete turn-

*Please see MALL — A26*

## A bit of mall is open again

SANTA CRUZ — The mall is open. Or at least a bit of it is.

The fences that had kept people from the Walnut Street entrance to Pacific Avenue were moved back Saturday to let people enter a half-block section of the decimated downtown. Togo's Eatery, Woolworth's, The Gap and even the small pretzel cart on the corner were all open for business Saturday afternoon.

Most of those who discovered the section was open were not shopping, though. Instead, they were getting the first public glimpse of what the mall looks like from Pacific Avenue.

The huge hole that had once been the Hihn building, the field of rubble that Logos, Plaza Books and Fords Department Store had all sat upon, the shattered windows and cracked facades that still adorn many of the buildings in the area — all were seen from a new perspective, and people pressed against the fences for a closer look.



# Mall/ Big job lies ahead

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around to encourage it?

Some, like city Planning Director Peter Katzberger, believe the city has structures and plans already in place to guide the rebuilding process.

Others believe a fundamental shift in city policies and attitudes is needed.

"The whole concept of development has been that it is a crime," said Mark Primack, an architect and chairman of the city Zoning Board. The city's planning practice was based on the proposition that "if you're going to commit a crime you have to pay a very high fine," he said. "If you build housing then you have to build a school."

Likely participants in the rebuilding process speak in interviews of creating a nonprofit corporation, a "public-private partnership" as a guiding force.

A key proponent of the partnership plan is Richard Bradley, president of the Washington, D.C.-based International Downtown Association. Bradley has visited Santa Cruz twice since the earthquake and met with city and business leaders. He is expected back in town within the next 10 days.

Bradley and others in the international association specialize in revitalizing downtown cores. The City Council and Planning Commission have endorsed his concepts. The Planning Commission declared it wanted to play an active role.

Mayor Mardi Wormhoudt envisions a broad-based corporation of about 30 members representing various facets of the community, led by a smaller steering committee.

"Many people feel a very deep concern about what will happen downtown," she said.

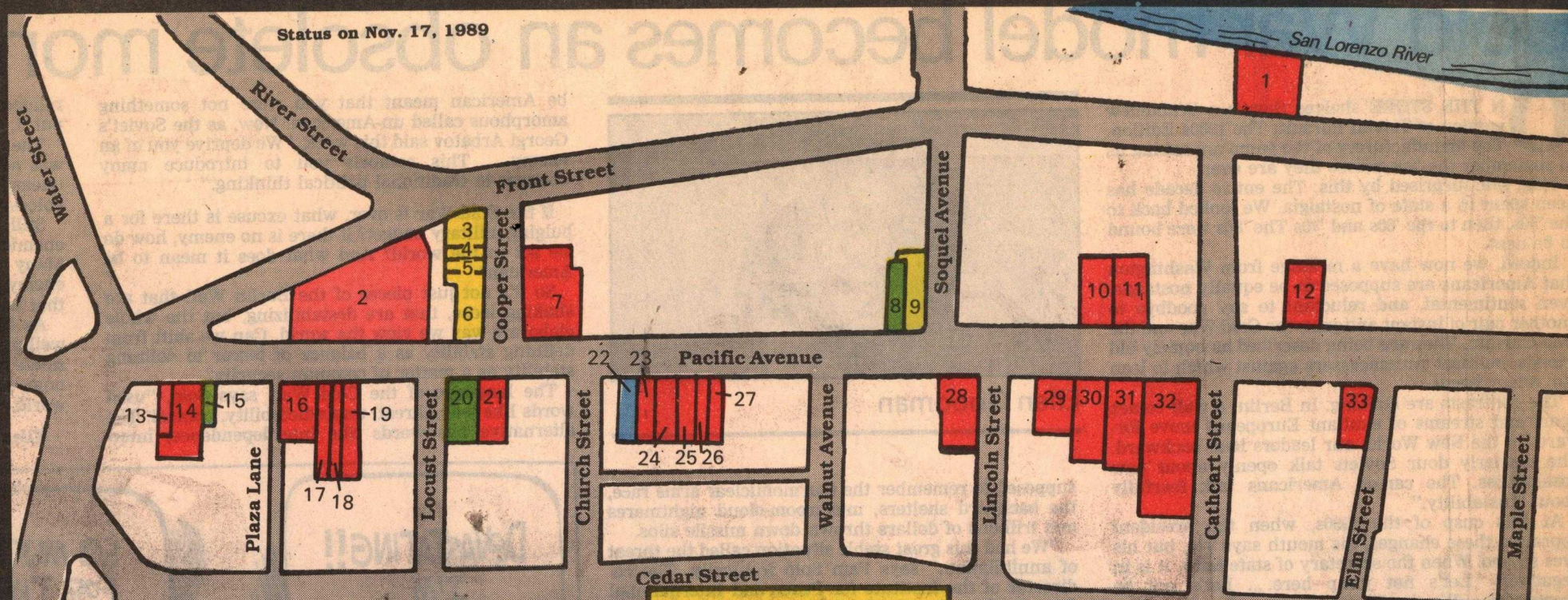
Wilson is to present a preliminary outline for the structure of a rebuilding committee when the council meets Nov. 28. "We'll need consulting help and economic help," Wilson said.

Wormhoudt said money must come from both the private and public sector. "The private sector will have to come up with some money, perhaps first," she said.

Bradley estimated a budget of as much as \$500,000 for a group with an independent staff of professional planners experienced in rebuilding.

William Rubel, chairman of the Downtown Commission, said the ideas and discussion must come from the community.

## DEMOLISHED BUILDINGS ON THE PACIFIC GARDEN MALL



**Currently demolished**  
**To be demolished**

- 1 Runyan's Furniture
- 2 ST. GEORGE HOTEL  
Sportsman's Shop  
Bubble Cafe  
Dream Sweet Futons  
Pacific Garden Mall  
Antique Collective  
Housing Law Center  
St. George Hotel  
Sock Shop Santa Cruz  
Trojenz Ltd.  
Pacific Trading Co.  
Bunny's Shoes  
Gatsby's  
The Daisy
- 3 Leonard Building
- 4 Shen's Gallery
- 5 Shandrydran
- 6 County Bank Building
- 7 COOPER HOUSE  
Bento Baki  
The Crepe Place  
The Crystal Kaleidoscope  
Patti's Bloomers  
Carmel Candles and Confections
- 8 Camouflage
- 9 Trust Building

### Legend

**Pending possible demolition**  
**Currently unsafe**

- 10 Acapulco  
Colonial Rooms
- 11 GOOD TIMES BUILDING  
Good Times  
Blue Moon Cafe  
Pacific Garden Imports  
Certified Organic Farmers  
Trips  
Wooden Razor Barber Shop
- 12 Greenpeace-Upper Crust
- 13 S.C. Coffee Roasting Co.
- 14 Bookshop Santa Cruz  
Cafezhino
- 15 Lulu Carpenter's  
Western Visions
- 16 Penniman Title
- 17 Moderne Life  
The Gold Camel  
Dr. Bernard Zwerling  
Raven Lange Acupuncture
- 18 Santa Cruz Hardware  
Family Service Assn.  
Michael Gray Graphics
- 19 Chi Pants
- 20 Rainbow Records
- 21 Yesterdays
- 22 Body Option Inc.

- 23 Angelica's
- 24 Lilly Marlene Restaurant
- 25 Shockley's Jewelers Inc.
- 26 Robert's
- 27 Revelation
- 28 MEDICO DENTAL (HIHN) BUILDING  
Sparkle  
Gergen's Hallmark Shop  
Clayton's Royal Dry Cleaners  
(Second floor offices, 1211 Pacific Ave.)  
Jack Jacobson  
Hermia and Emily Kaplan  
Hihn Realty  
Contractor's Drafting Service  
St. Silicon/Jeffrey Armstrong  
San Jose Mercury-News  
Pacific Tax Service  
Lynn Piquett Design  
Kathleen Roberts Design  
North Wind Alaskan Travel & Exploration
- 29 Athletic Express  
Gensler Lee Diamonds  
Pipeline
- 30 Logos Books & Records
- 31 Plaza Books/Paper Vision
- 32 Ford's Department Store
- 33 Spodick's General Furniture Co.

Sizemo Graphics.

## THE GREAT SANTA CRUZ MOUNTAINS EARTHQUAKE OF 1989

"The point is," he said, "you need real consensus behind a community plan."

Power has shifted in the past 20 years from "the good old boys" who pretty much got what they

wanted, to other segments of the community, according to Bradley's theories.

More people had power but "all we were able to say is 'stop, no and don't,'" said Rubel.

"We're not against development per se, but we're against bad development, ugly development" he said.

Further, control should change, said Primack. "People who have

spent the last 10 years frustrating development are not the people who should be deciding," he said.

It's the small property owners who will decide what happens, Rubel said.

"We need to revolutionize way the Planning Department tions," Rubel said. "They should provide information, resource guidance on how to make peoples' dreams become reality."