

# Santa Cruz

## Diversity is word for city

SANTA CRUZ — Diversity best describes the city of Santa Cruz.

It's a city which grows from the blue waters of Monterey Bay to the foot of evergreen Santa Cruz Mountains. And, there's a little bit of everything in between.

It's a city of people who subscribe to traditional American values and work in traditional jobs, and people who follow Bagwon Rajneesh. And a little bit of everything in between.

Like many other California cities, the history of Santa Cruz dates back to the establishment in 1791 of the mission La Exaltacion de la Santa Cruz along the banks of the San Lorenzo River. Because of flooding, the mission settlement was moved two years later atop a bluff, now known as Mission Hill.

The city developed through its natural resources — fishing, lumbering and agriculture. The first wharf was built in 1853. The current wharf is the city's fourth wharf, built in 1914.

Another industry was born here in the mid-1860s when visitors began arriving to enjoy the mild, year-round climate.

Tourists later were lured by the Sea Beach Hotel, built in 1890, and the Boardwalk Casino, built in 1904.

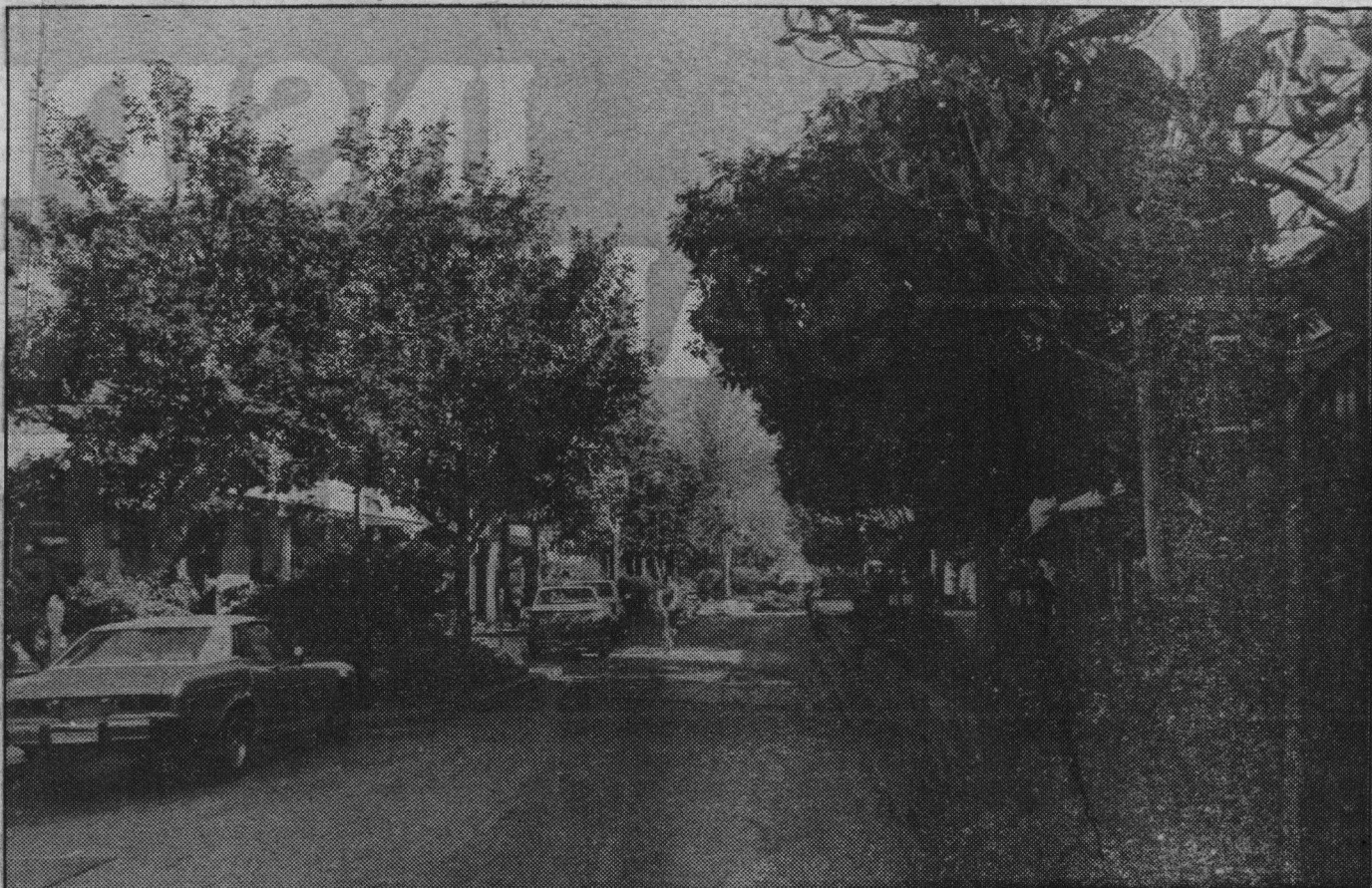
Railroad service, connecting Santa Cruz with Los Gatos, was begun in 1880 by the South Pacific Coast narrow-gauge railroad. In later years, Sun Tan Special trains brought thousands of holiday and weekend visitors through the Santa Cruz Mountains to the beach and Boardwalk.

Trains were replaced by autos which today crawl bumper-to-bumper over Highway 17 to the beach.

The economy was diversified in the 1950s with the construction of the Wm. Wrigley Co. chewing gum plant, and in the 1970s and 80s by the addition of electronics companies, including Plantronics, Intel and Synertek.

Major social changes began in the middle '60s with the opening of the Univer-

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Pacific Avenue has mirrored the city's changes

## Diversity

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sity of California campus on the hills above the city.

The university brought new people and new ideas. The once-sleepy seaside resort blinked and then was wide awake — and becoming mildly cosmopolitan. Bookstores and theaters opened. Fish restaurants were joined by those serving Indian and Szechwan food.

The downtown business district was transformed into a garden mall. The old county courthouse was transformed into Cooper House. It's outdoor cafe with jazz band entertainment became the fulcrum of the new mall.

The Vietnam War brought discontent to America and the discontented and disillusioned to San Francisco and then to Santa Cruz. Flower children flourished like begonias. They marched in protest down the Pacific Garden Mall.

When the war was over, they drifted along the mall to the sound of flutes. The rest of the world seemed to change in the 1970s, but Santa Cruz remained locked in a time warp.

Now Santa Cruz, a city of 45,000, is emerging in a new light in the 1980s. Some say Santa Cruz not only has caught up with the rest of the country, but has nudged ahead through city elections which brought the city into the '80s with progressive City Council, led by two socialist-feminist mayors.

But, as Santa Cruz looks to the future, its remembering its past. Construction is under way on major commercial building additions to Municipal Wharf and a number of new hotels and motels, including an addition to the Dream Inn hotel and possibly a 230-room Hilton hotel on Beach Street.