

# Renewal Raises Questions

Urban renewal is not a simple business.

When a city embarks on an urban renewal operation like the one planned for the Front-Water-Ocean-Soquel quadrangle, planners are confronted with innumerable question marks.

Perhaps the most basic of these is:

"What do the people want?" It is to help find the answer to this question that a preliminary sketch of the possible future look of the San Lorenzo park project is printed on this page.

It was prepared by Harold F. Wise associates, the planning firm retained by the city redevelopment agency to chart the anatomy of the project.

It is a purely speculative drawing. The planners declare emphatically that it is in no way a fixed plan.

The planners, redevelopment agency, city planning commission and city council need to know what Santa Cruzans want to see in the 81 acres within the project boundaries.

Preparing a sketch showing suggested features of the project is not necessarily a must at this early stage of planning. It was done as a tactical maneuver to elicit response from the community and its leaders.

The planners want reaction—constructive reaction.

If there is considerable well-founded objection to any of the component parts or to the sketch as a whole, the objectionable features will be dropped posthaste.

But the planners feel they have made a solid start toward forming the fundamental outlines of the project.

Without exception, the suggested uses in the sketch have been proposed by groups or individuals who represent Santa Cruz thought. Whether these proposals are to be translated into reality depends on a number of factors—including the will of the people.

Before covering the sketch in detail, it might be helpful to trace the history of the infant urban renewal effort in Santa Cruz.

Every square inch of land and property touched by the December 22-23 flood became a technically "blighted" area under the provisions of federal urban renewal laws.

To capitalize on this circumstance, and to secure federal aid in rebuilding damaged sectors, the city council took these steps last January:

1—Declared the entire flooded district a redevelopment area.  
2—Delineated the Front-Water-Ocean-Soquel quadrangle as the

## One Conception Of Quadrangle Renewal



This is one conception of how the San Lorenzo park project might appear upon completion. It's the first sketch incorporating most of the fea-

tures mentioned for inclusion since urban renewal came to Santa Cruz in the wake of the December flood that raged across much low-lying area, in-

cluding the quadrangle bounded by Front, Water and Ocean streets and Soquel Avenue. Miscellaneous suggestions translated here into an integrated

whole came from various groups and individuals. Outstanding features include a diversion of Front street, a park, community center, senior cit-

izens' hall, swimming pool and a hotel-motel-convention center. The planners would like to know what you think of it. Details are in accompanying story.

and shrubs, the planners figure. Community center, parking area, lining sum for a community center, determining the eventual physi- At any rate, the problems of

Sunday, May 20, 1956

Santa Cruz Sentinel-News-17

## Scotts Valley School Board To Have First Woman Member

Mrs. Margaret Brose of Scotts Valley became the first woman to be elected to office on the Scotts Valley elementary school board as a result of the rural district trustees election Friday, according to the unofficial tally.

She received 209 votes and the other candidate elected to the Scotts Valley board, Bill Graham, totalled 300 votes. Other candidates running for the two positions on the board were Robert Hopson, 122 votes, and Alden Moody, 129.

The hottest race of all was witnessed out in Live Oak which did not finish tabulating results on all measures until 5 a.m. yesterday. Incumbents Henry Ferlaak and Kenneth Bryant were voted out of office and replaced by candidates Gorman Woody, a cabinet maker, and Clarence Swanberg, a butcher.

Woody netter 546 votes while Swanberg received 496. Bryant received 353 votes and Ferlaak 334.

In the Aptos elementary district, Incumbent Fred Banks returned to office with 332 votes. The other candidate elected was Mrs. Henry Iverson, who received 266. E. R. Lawrence, a veteran board member, received only 163 ballots.

A write-in took place in the Central district, with six persons writing in Leon Miller to deadlock the vote at 6-6 with Incumbent Robert E. Whalen. The lone candidate, Stanley MacCarty, did not receive any votes. A drawing by lot will be conducted to break the tie vote.

Incumbent Fred Vetz soundly defeated Mrs. Phyllis Espindola 117-74 for the lone open position on the Freedom board.

Howard Roberts received 66 votes and William Ryken 48 to obtain seats on the Bonny Doon school board. Shepherd Quate received 39 votes.

Total votes for unopposed candidates were: Addis O'Connor, Bald Mountain, 16; Kenneth D. Henline, 57, Happy Valley; Hiram Mogaard, 46, Mountain; Mrs. Sally Gianone, 13, Seaside; and Peter Pianavilla, 38, Pacific.

Incumbents for the Watsonville school boards were unopposed. Results were: Allen Lopes, 112, Mrs. Marguerite Blaisdell, 105, elementary trustees; and Harry Ashcraft, 272, high school.

The candidates for the Soquel school board were unopposed with Incumbent John Needham totalling 637 votes and candidate George Myers, 631.

Elected to the San Lorenzo

Valley school board on unopposed slates were Tom Colosi and Albert H. Buchanan.

### SOCIAL SECURITY CLUB WILL MEET

A special musical program is planned for tomorrow's meeting of the Santa Cruz Social Security club at 1:30 p. m. at Hackley hall. There also will be a speaker and refreshments, according to Secretary Mary Mueller.

## ARE YOU SURE YOU'RE A CHRISTIAN?

Almost every person you meet thinks he is a Christian. But just because he THINKS he is a Christian does not make it so! Many people say they feel Christ in them and thus they believe they are Christians. But some sensational feeling does not make one a Christian!

It is necessary that we KNOW whether we are Christians or not, because when we stand before God in judgment (2 Corinthians 5:10) we will be condemned if we have not been Christians!

Someone asks, "How can I be sure if I am a Christian?" Jesus said, "Ye shall KNOW the truth and the truth shall make ye free." The words of Jesus are truth, according to the gospel of John. Therefore, to be sure that you are a Christian, obey the gospel of Christ. Read the New Testament and obey its teachings, then you can have the full assurance of being a Christian, nothing more or nothing less.

We find that those who obeyed the gospel in the New Testament did not become a certain kind of Christian, but just a Christian. In fact there was only one true church when the New Testament was written and the members of it were Christians. Paul said that the curse of God rested upon those who would pervert this gospel (Galatians 1:6-10).

The examples of conversions in the New Testament show that those who were old enough to hear the gospel of Christ BELIEVED, REPENTED, CONFESSED THEIR FAITH IN CHRIST, AND WERE BAPTIZED (IMMERSED) FOR THE REMISSION OF THEIR SINS (Acts). Have you done the exact things they did? IF NOT THEN YOU HAVE NOT OBEYED THE GOSPEL OF CHRIST AND YOU ARE NOT A CHRISTIAN! Obey Jesus today and rest on His promise of eternal life.

You always are welcome  
where Christians assemble  
to worship at

**JOHN  
BATTISTINI**



first redevelopment project area (additional projects may be set up in other sections of the redevelopment area).

3—Formed the city redevelopment agency to carry out an urban renewal program.

The agency, headed by Chairman Kermit McGranahan, filed an application declaring its intention to renew the quadrangle, christened the operation San Lorenzo park project, and asked the government for \$80,180 in planning funds.

The project was approved in February and the planning funds set aside. In March, Earl Newkirk, a federal URA man who had helped draw up the bulky application for federal assistance, left his government post and became the agency's executive director.

The Wise planners commenced work the same month. Their task is to provide three plans—preliminary, tentative and final.

The preliminary plan should be completed in time for the city planning commission to have a look at it June 6, the date of the commission's regular monthly meeting.

Now, the sketch. Worked up by John Boucher, who had the professional experience and creative ability of fellow Wise planners to draw on, the sketch takes in the entire project area.

On the west side of the San Lorenzo, between Front street and the river, little is reflected in the drawing of the land uses of today in the area stretching from Water street south to Soquel avenue.

An exception is the post office, located in the northeast or upper left hand corner, which is included as part of the "new look."

Front street between Cooper street and the Plaza is closed to normal traffic and finds employment instead as a parking area. In the drawing, a new street labeled "Front street extension" takes off from Front-Cooper intersection and angles northward to a junction with Water street.

The great bulk of the remaining area on the west side of the river is reserved for parking and commercial uses. Particulars have not been supplied, but the sketch is merely a generalization of a tentative idea.

Rimming the west bank of the river are the proposed flood walls to be built by the army. Across the river itself, the sketch shows three footbridges to facilitate the flow of foot traffic in an area whose predominant tenor is a recreational one.

Proceeding eastward, or to the right, the viewer sees that the sketch is becoming more grandiose.

Occupying a good portions of the east bank, and extending inward to a depth that approaches the line where Garfield street runs today, is a park shaped like half a pear.

Two lines of levees completely encircle the park. One, on the riverbank proper, is of sufficient height to contain all but the highest floods.

The second levee, following the park's inner boundary, is high enough to hold back a flood the size of last winter's—and then some.

If the river hurdles the first levee it will damage only trees

And the city will have a central park boasting a practically unobstructed view of the San Lorenzo.

In the upper right-hand corner, the existing service station at Ocean and Water streets remains, although landscaped and somewhat altered in layout. Next it is a huge parking field.

Curving southward from the parking field is a series of structures representing a hotel-motel-convention center with a banquet hall, meeting hall, restaurant, bar and other facilities conducive to attracting convention trade.

Another large parking field lies just below the circular restaurant-bar building.

The kidney-shaped cluster of improvements below this field are a senior citizens' hall, com-

## Activities For Senior Citizens Are Scheduled

Another full week of activities for the Senior Citizens Opportunities has been set up in Santa Cruz. All persons interested in participating in any of the groups may contact Mrs. Irene Fulton, GA 3-6961.

Tomorrow: Lacework, rug making, sewing, and handwork instruction, 10:30 a.m. to noon, in the scouthouse, 224 Market street, Mrs. Edith Peterson, instructor. Choral group under the direction of Charles Tipper, 1:30 to 4 p.m. in the scouthouse.

Tuesday: Cards and games in the scouthouse from 1:30 to 4 p.m. with Smith Tiffany in charge. Dance, 7 to 10 p.m. in the scouthouse; Robert O'Boyle is temporarily in charge.

Wednesday: Guitar, mandolin and uke instruction, 10:30 a.m. to noon, in the scouthouse, Marian Bradbury, instructor.

Thursday: Drama group, 10:30 a.m. to noon in the scouthouse under the direction of Mrs. Florence Genkin; cards and games, 1:30 to 4 p.m. in the scouthouse. Orchestra class, 7:30 p.m. at the home of Major Matilda Dedrick, 411 Cayuga street.

Friday: "Seniorama" chairman meeting, 10:30 a.m. in the scouthouse.

Saturday: Old time dance, 7 to 11 p.m. at the Laurel school auditorium, Laurel and Center streets, A. H. Clark, chairman.

For further information call GA 3-7619 or GA 3-4885.

## Man 'Speaks' For Swedish People With Pistol

Stockholm (AP). — An elderly man rose in the gallery of the Swedish parliament Friday, fired two blanks from a pistol and denounced the government's monetary policy.

The startled parliament listened in silence.

As police dashed to the gallery, he concluded "Now I have spoken for the whole Swedish people and you can do whatever you want with me."

Police said they could not identify him immediately.

community swimming pool and tennis courts, all set back from the north bank of Branciforte creek.

The blank triangle bounded by the creek, Ocean street and Soquel avenue is labeled for commercial usage and parking.

It doesn't show in the sketch, but in theory the area is completely landscaped to take advantage of terrain and natural beauty, to set off each development and to screen out traffic and commercial activity.

It is to be noted that many existing streets have disappeared. They are replaced by thoroughfares following the natural lines of traffic flow within the project.

Another noteworthy point is the total absence of residential development. Currently there are 126 homes in the area.

The sketch depicts a few tentative thoughts of both planners and some Santa Cruzans. The question is—what do you think of it?

You will get your chance to express your approval or disapproval, or to offer your own ideas, when the redevelopment plan reaches the public hearing stage.

Or, you can contact the redevelopment agency at its offices in the city hall annex, 322 Church street. The telephone number is GA 6-0460.

Popular sentiment, while necessary, is not the only formative factor which the planners must take into consideration. Another is financial feasibility.

It could turn out to be financially impractical to carry out all or any of the suggestions now being ground to size in the planning mill. In that case, the plans will have to be changed.

The San Lorenzo park project must pay for itself, at least to a great extent. Here's how profit and loss is worked out:

The redevelopment agency buys the land within the project area, using money borrowed from the government. The purchased land is cleared and made ready for its new use as dictated by the plan adopted prior to acquisition.

The agency hopes the increase in property values brought about by dedication of the land to higher uses will result in re-sale profits.

These profits would help pay for the public improvements envisioned by the planners — the park, swimming pool, etc.

But there are possible pitfalls. If the planners initially set aside so much land for public improvements that the profit-loss estimates go deep into red ink, the plans will have to be revised.

The agency doesn't want a large loss on its hands and, anyway, the federal government wouldn't permit it.

That's because the government is committed to pay two-thirds of the actual loss. So the forthcoming plans will be thoroughly checked for financial feasibility at both the local and federal levels.

Everyone connected with the project frankly admits there is a good possibility there will be a loss. The problem is to keep it within bounds.

If, say the net loss turned out to be \$300,000, the U. S. would stand \$200,000 of it. That would leave \$100,000 for the local agency to cover—not a bankrupt-

Santa Cruz.

One way this theoretical \$100,000 loss could be financed is through issuance of bonds by the agency. The law provides that such bonds can be secured by the increase in tax revenues accruing from higher property values.

So, public feeling and dollar sense will play large parts in

community of the San Lorenzo park project. Another vital factor will be the availability of private capital and the willingness of businessmen to follow the plan.

If, for example, no investor can be found to put up the money to buy land and build a hotel-motel-convention center, the planners' thoughts will have to take a new direction in that respect.

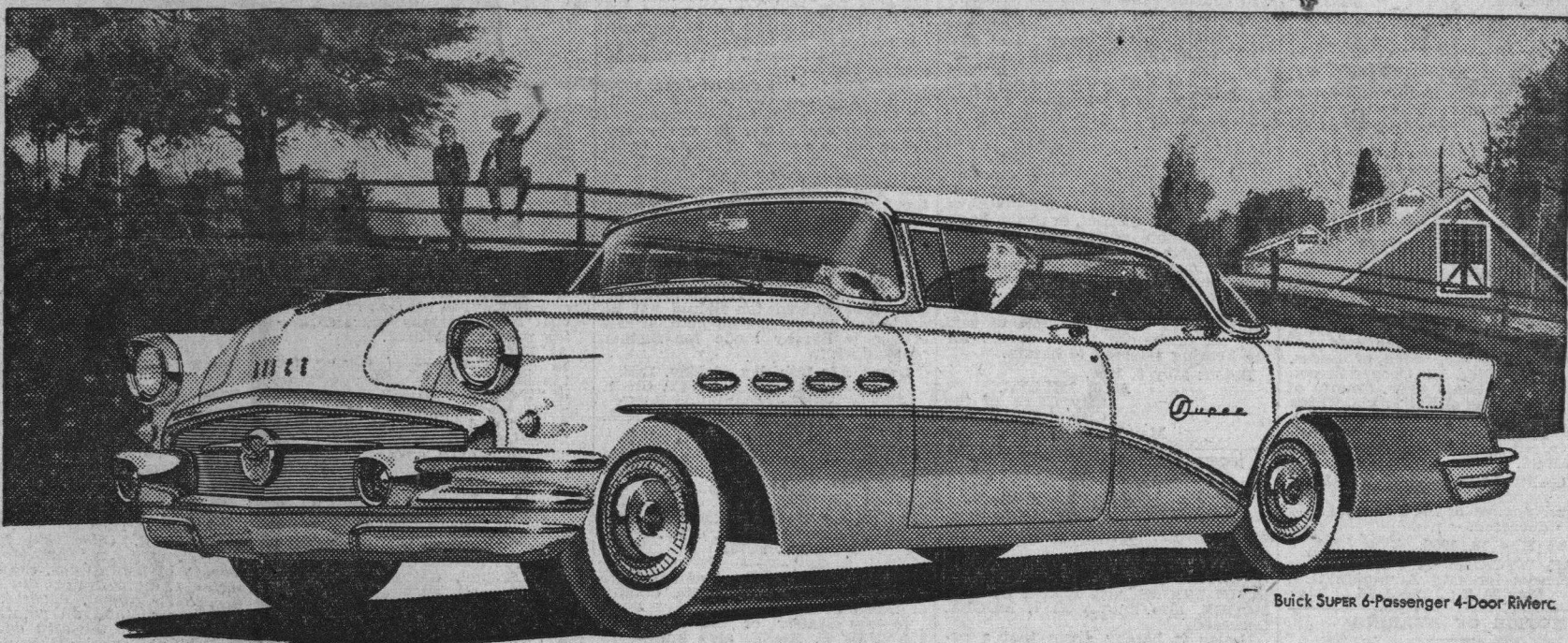
practicality and feasibility will be met head-on later in the planning effort.

Right now, the planners want to know what you think of their initial approach to the challenge of creating a center combining usefulness and beauty out of one of the city's oldest sections.

(See Editorial On Page 25)

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