

**X EARTHQUAKE '89 -**  
**SC gets** *City of S.C.*  
**advice on** *rebuilding*  
**rebuilding**

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How the Pacific Garden Mall in Santa Cruz will look when it is rebuilt should be a vision shared by as many as 300 to 400 people.

Richard Bradley, president of the International Downtown Association, advised the Santa Cruz City Council at a study session yesterday to get people representing all facets of the community involved in planning the redevelopment of the mall.

"If looking at the downtown, the business community has really got to be involved from the start," said Bradley, who flew from Washington D.C. to discuss mall redevelopment with the council.

Bradley suggested involvement by many people initially so that "alligators," or groups such as historic-preservation organizations that can stand in the way of development, have a hand in devising the redevelopment plan and don't simply crop up later with objections. That should help Santa Cruz avoid the failure many communities face in getting plans realized, he said.

The boundaries of downtown Santa Cruz have to be defined and the planning group — which should represent both the public and private sectors of the city — needs to find some shared values to decide what is important to them in a downtown, Bradley said.

"And I hope you ask the broader question: 'Where's Santa Cruz going in the next 10 years?'" he said.

Funding will also have to come from both the public and private sectors, Bradley said. He estimated \$500,000 would need to be raised in the first year of the redevelopment project, which he suggested be given a three-year limit, but he said the budget and activity would then drop off.

City Manager Dick Wilson estimated an annual revenue loss from the downtown of \$1 million to \$3 million. The city might be able to get some money from the state to rebuild, he said, but might also have to sell off some property to raise enough money.

"I think, clearly, it's going to be real difficult," Wilson said.

Bradley urged the council to move quickly in starting the joint planning process for downtown.