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Healthy Report Card Given Aptos Village

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Aptos residents spend a lot of their money at home.

That was the gist of a report on commercial activity handed out to the Aptos Village Urban Design Committee at its Thursday night meeting by consultant Richard Peterson.

The commercial report, which Peterson had subcontracted to the firm of David Bradwell and Associates of San Francisco, finds Aptos Village to be in excellent economic health.

It notes Aptos residents make approximately 33 per cent of their total expenditures, exclusive of rents, mortgages and taxes, in Aptos proper. They spend another third in Santa Cruz and other north county locations, and the rest in the south county and out-of-county locations.

Some concern was mentioned in subdued voices during the meeting break on the money the Aptos residents are spending to help pay for Peterson and the plan he is writing at the committee's behest.

Because, the reasoning went, he may be coming up with a plan nobody can understand.

Tom Whaley, member of the Rio del Mar Improvement Assn., told Peterson about it during the meeting proper.

Whaley gave Peterson a number of examples of phrases and paragraphs he had trouble understanding, and said he thought other people might be

having difficulty with them too. One of the examples he listed was "Maximize economic interaction and support among adjacent activities—living, working and shopping."

Peterson didn't seem angry, or even surprised, Whaley had trouble with the phrase. He told him it means "Maximize economic activity."

Aptos Supervisor Dale Dawson chaired the meeting in the absence of Chairman Ralph Sanson. Dawson noted two more meetings—not one, as previously announced—are slated for the committee. They will be held on Feb. 5 and 12.

Committee member Lucile Aldrich dropped a bomb on the meeting which she said she understands Southern Pacific Railroad owns the Hopkins right-of-way road entrance to Nisene Marks Park.

If Nisene Marks is being promoted by the committee as the focal draw supreme of Aptos Village, she reasoned, then the village should have some way to get to it.

Dawson said SP would have a hard time closing the right-of-way because the public has been using it so long.

"They did it once," Aldrich shot back, recalling the way the railroad had shut off vehicular access to much of the Fred Toney shopping center in downtown Aptos a few years ago.

Peterson admitted Aldrich's point is an important one and that he will work to solve the public access problem.

Realtor Dwight Sharpe

raised the concern the committee seems on the way to attaching the planned development element to all the zoning in the village.

And the planned development designation is expensive, he noted, costing 1 per cent of the estimated construction price of development.

Dawson thought the situation too complex to have been discussed at the meeting. He thought planned development should be talked out another time.

Susan Blair, committee liaison to the county planning department, pointed out planned development is so expensive because of the additional work it places on the planning department.

Peterson mentioned the goal toward which the committee is proceeding for an architectural theme for the village is "1890s rustic."

And the venerable Bay View Hotel is the standout example of that theme, he noted.