

# Bold Proposal Made For West San Lorenzo Park

By Jack Rannells

A bold proposal to transform the barren western side of the San Lorenzo Park redevelopment project into a central coast area focal point was warmly received by Santa Cruz redevelopment officials and downtown businessmen yesterday afternoon.

The visionary, \$6 million urban center program includes a multi-story commercial-business-professional complex, most of it floating on a platform above a 1000-stall parking lot.

Development would be staged over five to eight years to minimize conflict with existing firms.

The developers "realistically" would expect to work out a validation agreement for use of the copious parking areas by all downtown businesses.

There would be "no strings attached" requiring concessions by the city, the prospective developers repeatedly pointed out. They would want to develop and control all roads and landscaping.

The group includes Keith Shaffer, Opal Cliffs businessman; Carl N. Swenson Co., Inc., San Jose contractors; and Kump Associates, Palo Alto architectural firm.

The trio submitted a \$100,000 check to the redevelopment agency as 10 per cent of the flat \$1 million bid for the 12.8-acre area — all land in the Water to Soquel strip except the post office and county veterans building.

This is the second proposal received for the area in the past month.

The first, submitted by M. L. Mitchell, Lawrence J. Purcell and James A. Ginella Sr., of San Francisco, included an offer of \$915,000 for the 10-acre area between new River street and Soquel avenue. It included requirements for city development of parking lots and service roads.

Redevelopment Chairman Tom Polk Williams announced a joint meeting with the city council Monday night to discuss the two proposals. He indicated a final selection may be made at the regular agency meeting Thursday.

However, Ginella, who was among about 40 persons in the audience yesterday, told Redevel-

opment Director Olin Carl White after the presentation that his group will submit more detailed, possibly revised, plans at the Thursday meeting.

(The artist's sketch accompanying this article shows the Shaffer-Swenson-Kump development in relation to upper Pacific avenue and the remainder of the redevelopment area.)

"Parking is the key — both to our development and existing businesses," Architect Ernest Kump said in his articulate presentation. He said integration with the downtown area is another fundamental point.

The platform approach was chosen because the parcel did not offer adequate area for the desired score of development and necessary parking, Kump said.

"We think the result is a strong statement for the community. The buildings will rise up and out of the ground and present a very interesting play of space and visual relationships," Kump said.

About 250,000 square feet of building area is envisioned in the plan. The "deck" would only be eight feet above ground level. It would be reached by escalators and ramps. The building area toward Front street would start at ground level, screening off much of the parking.

"We won't want a sea of cars," Kump said.

Shaffer said, "We think the community is ready for something like this or we wouldn't put up this type of money."

The basic proposal calls for a start on construction of the first phase — at least one-fifth of the area — within a year after basic contracts are executed. All land would be purchased within five years.

Development would proceed as fast as economic conditions warrant, Shaffer said. The consumer base should swell rapidly with the opening of the University of California campus in 1965 or 1966, he noted.

The redevelopment agency would retain 10 per cent of outstanding land purchase balances on hand at all times. It could be reinvested. The developers also would pay interest on the unpaid balance once the initial purchase was made.

Shaffer said the group would welcome use of the area for parking during the development stages.

Swenson, who would handle construction, said the group will stick to the master plan finally approved by the agency.

The U. S. achievement made headlines and aroused admiration throughout Western Europe — even though the edge was taken off the flight by Russian Yuri A. Gagarin's global orbit three weeks ago.

Radio stations broke into their scheduled programs with a direct relay from the United States that captured the tension and excitement of the final countdown and blastoff at Cape Canaveral, Fla.

In Japan, radio and TV programs were interrupted to announce the feat, from launching to landing.

America's frank and open handling of its first manned space flight was contrasted favorably with the secrecy surrounding Gagarin's trip.

"It was a great privilege to be allowed to participate in Shepard's flight," said Kenneth J. Carter, secretary of the British Interplanetary Society. "I was pretty well up there in the capsule with him."

"The Americans had the right way of doing it," he said. "Unlike the Russians, they allowed us all to take part in this fantastic adventure."

West Germany came through with the first governmental greeting.

rests in his capsule before his successful trip into space this

After the trip, Shepard declared he had a beautiful view and

photo)

# Base County Mapping Program Approved

A badly-needed base mapping program for the county was given a green light by the board of supervisors yesterday afternoon to the tune of a staggering \$60,000 increase in the county surveyor's budget.

Supervisors okayed the hiring of five draftsmen to attack the task of bringing the county's maps up to date and keeping them current with the anticipated increase in subdividing and other land parceling.

It is expected to take the draftsmen two years to bring the base maps up to date. County surveyor Frank B. Lewis said that date was "only a guess—and probably a conservative one."

The hiring of the draftsmen mainly accounted for the unexpected rise in the surveyor's budget. Salaries and fringe benefits went up to \$151,298 from last year's \$103,004. Services and supplies increased from 1960-61's budget of \$7850 to \$9600. Capital outlay budgeted is \$3525. The grand total preliminary budget

was set at \$164,423—up from 1960-61's \$111,204.

The decision to hire the draftsmen came after much harried discussion. Chairman Lewis Nelson said he hoped the county wouldn't be stuck with the draftsmen as permanent employees after their work is done.

A suggestion to hire a private firm to bring the maps up to date was discussed and rejected. Engineer Tom Polk Williams Jr. said he thought a private firm could do the job cheaper. But the board learned that all the present records and maps are in the surveyor's office and confusion would result if a private firm had to come into the county offices and do the work—adding more cost in the long run.

"We've stalled too long on this," Supervisors Francis Silliman said. "The situation is going to get worse the longer we wait."

The "situation" has been desperate for some time. At present, the surveyor's office has no up-to-date base map showing all new

subdivisions and similar land splits in the county. This causes untold problems.

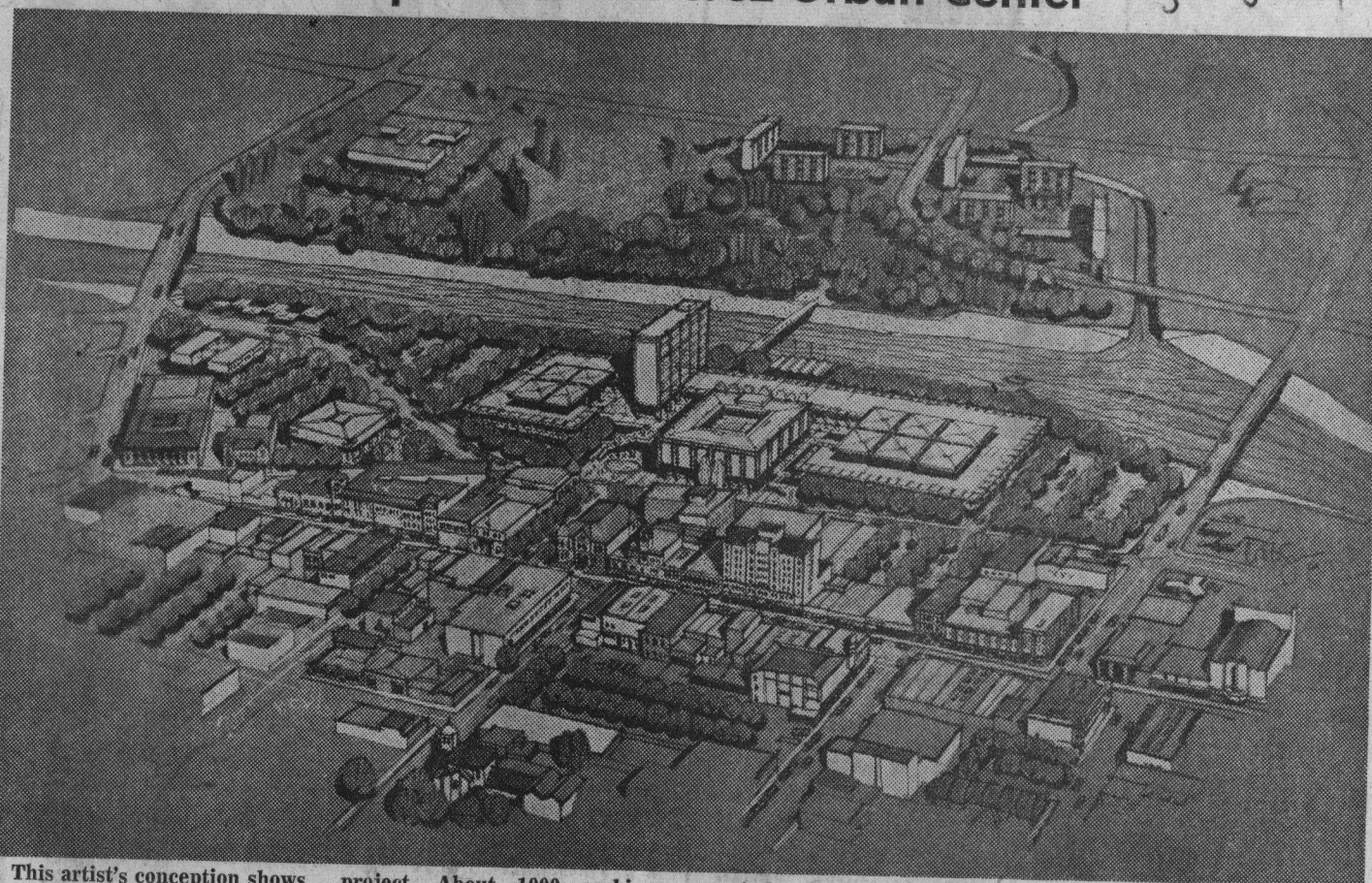
For example, when a special district is being formed—various maps designed for various purposes and drawn to even more varied scales have to be used. They have to be culled from the map files of the surveyor's office, the planning department, the assessor's office and other departments.

With the rapidly increasing rate of subdivision development and adding of new roads, the offices affected have been bogging down under the load. The department heads have been urging that the county catch up on its mapping and as fast as possible.

The unified base map program proposed by the county surveyor, would result in a mapping of the concentrated growth areas of the county on a 100-foot to an inch uniform scale. Each map prepared by the surveyor's office would cover a quarter section of land.

## Proposed Santa Cruz Urban Center

5-5-61



This artist's conception shows the Shaffer-Swenson-Kump proposal for a \$6 million urban center development on the western side of the San Lorenzo Park

project. About 1000 parking spaces would be located on the grounds, including areas under the buildings. The tower structure would house offices. The

remainder of the main complex would be devoted to stores. The post office triangle would be developed for professional offices. The design is oriented to

the San Lorenzo river footbridge and a plaza at Front and Cooper. Construction would be staged over five to eight years.

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# Santa Cruz Stores Are Open Tonight

Urban Renewal

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