

Renewal

Many Problems Face Sellers Of San Lorenzo Park Property

The delays for decision on public parking are not the only factors stalling the San Lorenzo Park redevelopment project.

Other basic decisions must be made.

This was obvious from comments made by Santa Cruz redevelopment agency officials during their dinner meeting with the city council Monday night.

Most general comment was that you cannot sell off the parcels if there are no buyers.

The agency is attempting to close sale of about one-third of the 24 redevelopment parcels.

Bids have been turned back on several parcels because of price or infeasibility. But most of the remainder have not drawn an offer.

Suggestions have been made to make the land more salable, but there are two sides to the coin in most of them.

The agency is in accord that prices for the land are consistent with those in comparable spots around town.

Agency member Robert Warne suggested Monday that the requirement of two-to-one parking makes the cost for building area higher and tends to scare developers away.

Paradoxically, this remark was made as the council was forming an intent to torpedo the proposed public parking program.

Warne also advocated reparation of lots in the proposed triangle around the post office and near Soquel-Front street.

"I believe that if we made those parcels smaller and tried to sell them to the people already sold on Santa Cruz — the local businessmen — we could sell them much faster than at the present," he said.

But it was pointed out that this would take time for redesign and that an objective of the redevelopment program was to induce larger commercial units.

Agency Director Olin Carl White said he feels there are two major reasons — in addition to uncertainty over public parking

—for inability to line up a developer for the 7.4-acre shopping center core on the westerly side of the river.

1. Design of the area.
2. The minimum price (if public parking is not provided).

Developers favor a street looping from Front-Short to the levee and Water-River rather than the proposed slice from Front-Cooper to Water-River, White said.

Tedesco reminded him that general traffic circulation consideration had led to final decision on the latter.

White suggested that if public parking is dropped — possibly even if it is not — a reappraisal probably should be made of parcels on the westerly side of the project.

The possibility of selling parcels for less than the designated minimum price — based on two reuse appraisals — was raised by councilmen.

Richard Ives, regional director of the federal urban renewal administration, pointed out that his office must concur in any price lower than those in the official budget.

This is because revenues will be subtracted from gross project costs to determine "net project loss." The latter figure is to be shared by federal (two-thirds) and local (one-third) governments.

If realtors are used to sell the project lands they would be required to take their commissions only from sales exceeding the established minimum figures.

Tom Polk Williams, Santa Cruz agency chairman, pointed out that exceptions from minimum prices cannot be made for one developer and not another.

The above appear to be considerations which must be resolved once and for all before any wholehearted effort to close out the San Lorenzo Park project.

Violator Gets Another Ticket

Charlotted, N.C. (AP) — Emerging from a restaurant, Cecil Bru-

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