

R - Mid County

Rio Del Mar Improvement Association, Inc.

P. O. BOX 285

APTOS, CALIFORNIA

**The Board of Supervisors need
you to tell them**

NO!

**on SUTTER HILL-DEER PARK
SHOPPING CENTER**

PLEASE READ AND HEED THIS URGENT MESSAGE FROM THE DIRECTORS OF YOUR
ASSOCIATION. THE FUTURE OF RIO AS A GOOD PLACE TO LIVE IS HANGING BY
A THREAD. YOUR IMMEDIATE ACTION MAY SAVE IT FROM DESTRUCTION.

On March 28th the Board of Supervisors rejected its planning staff's recommendations, the Planning Commission's decision, and stunned the community into shocked incredulity, by approving in concept Sutter Hill Company's application for a Use Permit and the necessary commercial zoning to construct a shopping center complex on the Deer Park property.

Although it may well be an uphill battle, we do have one more chance to reverse the decision. On application of Supervisor Ralph Sanson (who was unable to represent our district at the hearing because of a conflict of interest; but has since been released by his client) the Board, on a 3 to 2 vote, granted a rehearing for -

APRIL 25, 1972

7:30 P.M.

CABRILLO COLLEGE THEATRE

Here is what you can do to help -

ATTEND THE REHEARING. Attendance was poor at the original hearing, which may have led the three Board members (Henry Mello, George Cress and Dan Forbus) who voted for the development, to conclude that the objections presented by the Association and others did not have very widespread community support.

WRITE TO THE BOARD OF SUPERVISORS, 701 Ocean Street, Santa Cruz, Ca. 95060. This is important, even though you may have signed one of the petitions in circulation. In political circles, one letter is always worth a fistful of signatures. A brief statement of your objections is all that is necessary. DO IT INSTANTER, or it won't get there in time to be counted.

THE TIME IS PAST TO SAY "IT CAN'T HAPPEN HERE!" It has; and unless we can convince at least three supervisors that this use of the land could be the ecological, environmental and economic disaster we know it will be, we will have in our midst a six-acre shopping complex surrounded by sixteen acres of apartments, motel, professional buildings, possibly convalescent hospital and other commercial structures, none of which are specified in the present plan.

Conjure, if you can, with the mind-boggling spectacle of a super-market and a variety store, each at least a third again as large as the Aptos Safeway and Vessey's, surrounded by satellite shops, a bank, restaurant, etc., etc., all dependent on the intersection of Club House Drive and Rio Blvd. for access. Just the army of employees and trucks necessary to service such a facility would be bad enough. Add to that the customers who would be attracted from all over the mid-county via the limited Rio overcrossing, those from Seascapes who will be pulled through Club House Drive and Sumner Avenue, the hundreds of Rio residents who now shop via Spreckels Drive. Complete the picture by imagining the dust, fumes, noise, night-lighting, signs, the inevitable four-laning of Rio Blvd., and the required stop and go traffic signals.

And what about the people who have homes in the immediate environs? Their residential rights, guaranteed by the Aptos General Plan, could be wiped out over night. Could we reasonably condemn them to this unwholesome environment? Could we, in good conscience, object to their converting their properties to commercial uses? Hardly! In a few short years, Rio Blvd. and lower Club House would look like the Alameda in San Jose, lined with drive-ins, pizza parlors, bars, and the lesser industries which cluster around shopping centers to enjoy the exposure without paying the high rents.

We have just appropriated a great deal of money to build a fire station at this intersection. Imagine a fire at five oclock, with traffic backed up on Club House, Rio Blvd. and the overcrossing ramps waiting for the traffic lights to change at the intersection. We would cry before the fire engines could fight their way out of the fire house.

The Association, in cooperation with other citizens' groups, both in mid-county and elsewhere, is preparing a well-reasoned, factually sound, and what should be a persuasive argument against the proposal. Included will be traffic and other statistics which were conspicuously lacking in the application for the permit.

Perhaps a greater effort could have been made to counteract the highly skilled professionalism with which the Sutter-Hill representatives sold the plan to the Board; but, just about everyone, in and out of government, or so we thought, opposed it. It was considered the least controversial project ever proposed in Rio's stormy development history. From its inception two years ago, outside of those with a profit motive, not more than a couple of dozen people ever had a kind word for it.

In addition to the disapproval of the County's staff and its Planning Commission, the Aptos General Plan Review Committee, appointed by the Board, rejected it. Organizations adopting resolutions against it included: Aptos Chamber of Commerce, Seacliff, Park Wilshire, Vienna Woods and Aptos Terrace Improvement Associations. More recently, the County-appointed Youth Commission, the Capitola Chamber of Commerce and the Bonny Doon Association have condemned it.

At the hearing, some reliance appeared to be placed on a petition filed by Sutter-Hill containing about 140 signatures. In rebuttal, Jan Enzweiler organized a committee to circulate one in opposition. So far, over 2000 signatures have been obtained. Jan reports that 96% of those contacted eagerly signed. Of those who demurred, a few expected either to work in the new center or rent space there. Others professed to "never sign anything", or wanted competition for Safeway at any cost. This latter group may now have changed their minds, since the Planning Commission just approved a shopping center, anchored by Monte Mart, at the southwest quadrangle of the Seacliff interchange, on land already zoned for the purpose.

Requests for copies of the petition have been received from so many people throughout the County that it has been physically impossible to cover so much territory, much as we appreciate this unsolicited support. The Association is, however, underwriting a display ad in all the local papers which those who support our opposition can clip and mail in. Right now, call up five friends, wherever they live in the County, and ask them to clip, sign and mail the coupon at once. We can't afford to leave any stone unturned which might dispel the erroneous impression Supervisors seem to have had that their constituents were divided on this question.

The coupon is reprinted at the bottom of this page. If the petition circulators missed you, use it at once.

Although they believe this decision to be dead wrong, without exception, all Association directors who have observed this Board of Supervisors in action over the past few years, have respected their integrity and sincerity in calling the shots as each honestly sees them. More than any board in recent history, they have appeared to try to respond to the needs and desires of the people, and have sought public participation in the planning process. Neither their feet - nor their brains - have been set in concrete; and each one has repeatedly demonstrated a willingness to hear and weigh all facts and opinions; and, in the light of good, new

Send this coupon today

NO to SUTTER HILL-DEER PARK DEVELOPMENT

Name

Address

ZIP

Supervisory District Number.....

Send to:

no!

**226 Wixon Avenue
Aptos 95003**

Ad paid for by the Rio del Mar Improvement Association, Ken Call, president.
Sponsored by citizens committee against the Sutter Hill Development at Deer Park

APLOS - DEER PARK

evidence, have reversed themselves in the past. If the various community groups do their jobs right in presenting pertinent information, and we all support them by our presence and our letters, we could have a favorable result.

AND AN IMPORTANT WORD OF CAUTION: Association members have a tradition of courteous conduct at meetings; but lately anger and sheer disappointment have impelled a very few of our neighbors to blow their tops, to the serious detriment of our interests. Nothing will turn a supervisor off faster, or anyone else for that matter, than insults, threats, accusations, rudeness, hissing and booing. If you know someone with a short fuse, or sit near him at the meeting, do your darndest to cool him. With all that is at stake, and the time, money and effort invested in this cause, we can't afford to let some hot-head blow it in a momentary fit of frustration. Just remember that we have to win this one at the Board level. Courts are extremely reluctant to upset planning decisions; and rarely do. Besides which, if we have to resort to the uncertainties of litigation, the astronomical cost would wipe out our surplus fast, and probably result in having to double our dues.

There is nothing wrong with a little polite applause for a speaker who articulates our position - - equally polite silence is indicated for those who disagree with us. Supervisors will get the message without any catcalls.

Pass the word, be on hand early, write your letter, keep your fingers crossed, bring your four-leaf clover; but leave your lucky horseshoe at home lest you be tempted to throw it.

case read
immediately
and act at
once to save
Rio del Mar

BULK RATE
PERMIT NO. 2
APTOS
CALIF.

SANTA CRUZ PUBLIC LIBRARY
224 CHURCH STREET
SANTA CRUZ, CA. 95060

ATTN. - RUTH K. COLLINS