

Lew Sornsen, after extensive research, constructed the background with no nails and used,

Rothsack, 305 Riverside avenue, modeled for Mary. A wax figure of James Dean will be

Urban Renewal:

12-9-56

What's It All About?

(Earl Newkirk, executive director of the city redevelopment agency, discusses urban renewal and redevelopment in these columns three times weekly. Suggestions, comments and queries are welcomed by the agency, whose office is in the city hall annex, 322 Church street, GA 6-0460.)

For some time now I have devoted first one than another column to emphasizing that the term "urban renewal" means a composite of redevelopment, rehabilitation and conservation. Each of these terms I have attempted to explain and define in previous

columns. And I have repeatedly said it seems to me it behooves us in Santa Cruz to think not only in terms of the other devices which must be used by a community if it really believes in the overall concept of civic improvement through urban renewal.

Last July I attended a one day "urban renewal clinic" in Berkeley sponsored by the California Real Estate association. A similar one was staged under the organization's sponsorship in Los Angeles. I have just re-read a copy of the speech made by Eugene Conser, executive vice president of the national association of real estate boards, at this "clinic." He puts forth so beautifully some of the thoughts I have been attempting to convey, that I believe it would be worthwhile to quote here some excerpts from his speech.

" . . . Or we can joint with government in admitting that mistakes have been permitted to exist, that they can be corrected and that we assume our share of responsibility to work with government in doing it.

"The National Association of Real Estate Boards has adopted the latter policy. . . . Once housing supply was in balance with demand, attention could be given to tearing out the slums and to elimination of blight conditions. . . . We are especially pleased that you in California are driving to get more widespread acceptance of urban renewal and redevelopment programs. It is fitting that you should be the leaders. . . . Now why should California be concerned with this program? True it is, that the worst conditions in California are not comparable to the decay, the filth the overcrowding and the human demoralization that exists in block after block of ancient slums in some of our eastern cities. But serious blight certainly has set in here. Unless it is checked, it will become many times more costly in the years ahead than the price of correction today. Many eastern cities face years of costly demolition and rebuilding to wipe out slums

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