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# Urban Renewal: What's It All About?

(Earl Newkirk, executive director of the city redevelopment agency, discusses urban renewal in these columns on Sunday, Wednesday and Friday. Suggestions and comments may be offered in person, by mail or telephone. The redevelopment agency is housed in the city hall annex, 322 Church street, telephone GA 6-0460.

By Earl Newkirk

In our last column, we expressed the opinion that Santa Cruz has a terrific opportunity to get federal aid in improving our community and forestalling a repetition here of the slums which have blighted many eastern cities.

This federal assistance is available only to the community which takes stock of its blight conditions and the tools it is using to prevent future blight, and then pledges to remove existing blight and to prevent its cropping up in new sections.

In short, the community must draw up what the federal government terms a "workable program."

Only when a workable program has been approved at the local level and submitted to the federal government as proof of the community's desire to help itself does the government make available loans and grants to carry out a project such as our San Lorenzo park project.

This workable program is a plan setting forth the city's present position in relation to seven basic goals and a long-range blueprint for attaining those goals.

The seven goals are:

- 1—Sound local housing and health codes soundly enforced.
- 2—A general or "master plan" for the future development of Santa Cruz—a road map for the future growth of the city.
- 3—An inventory of blighted and threatened areas to develop a plan of treatment to stop blight in its tracks.
- 4—Coordinated activity on the part of all departments and offices of the city to effectively administer plans for urban renewal.
- 5—Financial capability to carry out the program; using community revenues and resources to build a better city for the future instead of continuing to pay heavily for past mistakes.
- 6—Re-housing of families displaced by any and all projects be-

ing carried out in the community, whether it be our redevelopment project, construction of dikes and levees, highways, or whatever—in other words, developing more and more methods for expanding the supply of good housing for all income groups through new construction and rehabilitation, and providing help in relocating families so displaced.

7—Full - fledged community-wide citizen participation and support, public demand for a better community and public backing for the steps needed to improve it—not only to keep it from deteriorating.

Most of these goals are things we are already doing and some we have pretty well achieved. Others are well advanced; still others are being done only partly or ineffectively.

But this assessment is being made by your city government now as its primary contribution to urban renewal. This, then, is the first phase of a city-wide urban renewal program already launched by your city government.

The second phase, being developed simultaneously with the first, in our case, is that of organizing and carrying out a specific project—our San Lorenzo park project.

This is the job of your redevelopment agency.



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