

City Newsletter



VOL. VII,1 - 11

Prepared by the Office of the City Manager

March-April 1969

Underground Utilities

The City Council has adopted an ordinance providing for control of extensions of existing utility lines, the duplication of existing pole lines and the requirements for undergrounding of utility services for all new developments.

A priority list of underground utility districts has been established in conjunction with street improvement projects and in areas not involving street improvements, i.e., areas where present overhead facilities would be converted to underground. Church Street, in the vicinity of City Hall, will be the first underground utility district to be undertaken under this schedule.

Former East Side Library Site Park Proposal

During the past couple of months, the staff of the Planning Department has been working with Mr. Ed Wood, Landscape Architect, in the development of schematic plans for the east side park. Preliminary plans have been completed and were submitted to a Council Committee who recommended that the design sketches be shown to the East Side Businessmen's Association. The Association has endorsed the proposal and it will next be submitted to the City Council for action.

Sign Ordinance Initiative Defeated at the Polls

By a vote of 2955 to 2517, the electors of the City of Santa Cruz voted to retain the City's sign ordinance. This ordinance was the product of several years' work by the City staff, interested citizens, the Planning Commission, and the City Council and became the subject of an initiative petition approximately 18 months ago because it was felt by some persons that certain of its regulations were too restrictive. These had to do primarily with the prohibition of off-site advertising and outside display of merchandise. Although there was general agreement that there are sections of the ordinance which should be reviewed (the City Council had directed the Planning Commission to undertake a study of the entire ordinance), it was also generally recognized that a sign ordinance is essential to the community, and that revisions should be undertaken through careful study, rather than outright appeal.