

# RR - Earthquake CITY QUAKE REPORT

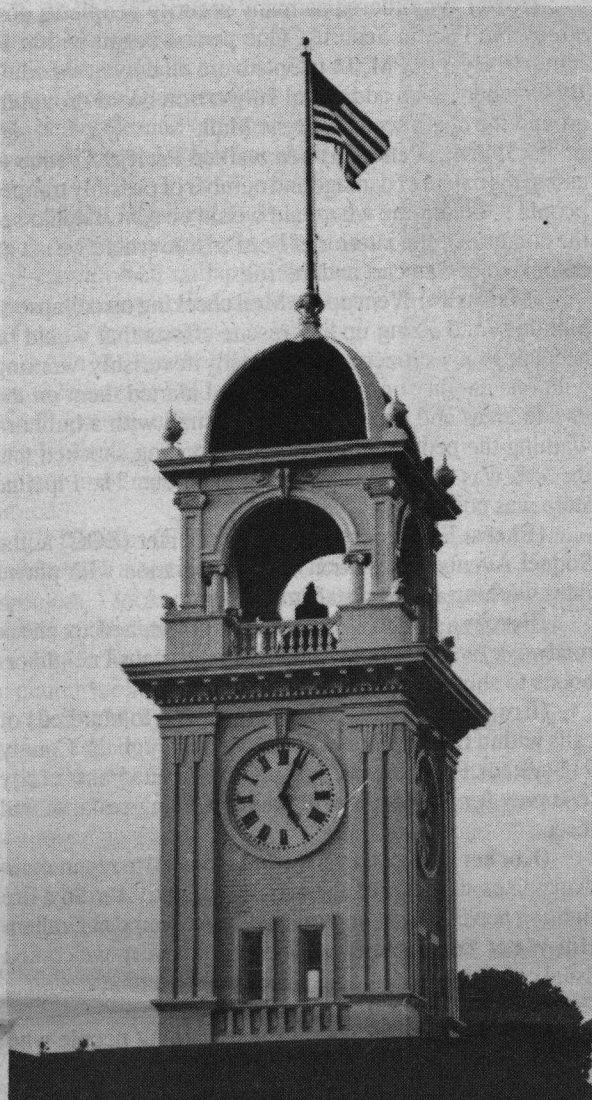
A special report to  
Santa Cruz City employees

December 1989 • City of Santa Cruz • 809 Center Street, Santa Cruz, CA 95060

## October 17, 1989, 5:04PM 7.1 Earthquake Changes Face of the City



Oct. 18: Shockley's, Lilly Marlene's and the Rittenhouse Bldg.



The Town Clock stopped.

### To All City Employees,

On behalf of the Mayor and Members of the City Council, as well as myself, I want to thank you for your extraordinary performance in response to the October 17 earthquake. You have worked tirelessly to secure the public's safety and to bring order out of chaos. You may be interested to know that I have received many commendations from state and federal emergency services professionals who observed our operations and were deeply impressed.

I want to acknowledge all those individuals who were called upon during this emergency. Many assumed roles completely different from their normal work assignments, and demonstrated exceptional commitment and adaptability. Those who performed their regular jobs did so with stellar dedication and competence. There was an outstanding display of teamwork and leadership through many long days.

Complete recovery from this disaster will take years. Demands on City staff since the earthquake have been relentless. We've accomplished an incredible amount, and look forward to making the transition to a more normal routine.

Our top priorities for the immediate future are to develop an organizational structure and process for rebuilding downtown, address housing needs for those displaced due to the earthquake, and pursue state legislation which will enable the City to stabilize its financial situation.

Despite this disaster, the future is positive. Our City has a diversified economy and an exceptional commitment to rebuild. Our priorities will change, but we will not sacrifice the values that have made Santa Cruz strong.

*Richard C. Wilson, City Manager*

## On the Rebound: Phoenix Pavilions Rise

On November 11, less than one month after the earthquake, seven Phoenix Pavilions began to rise in parking lots along Cedar Street. In the midst of limited access to Pacific Avenue, these tent-like structures and the Bank of America building will become new temporary homes to businesses that were displaced by the earthquake.

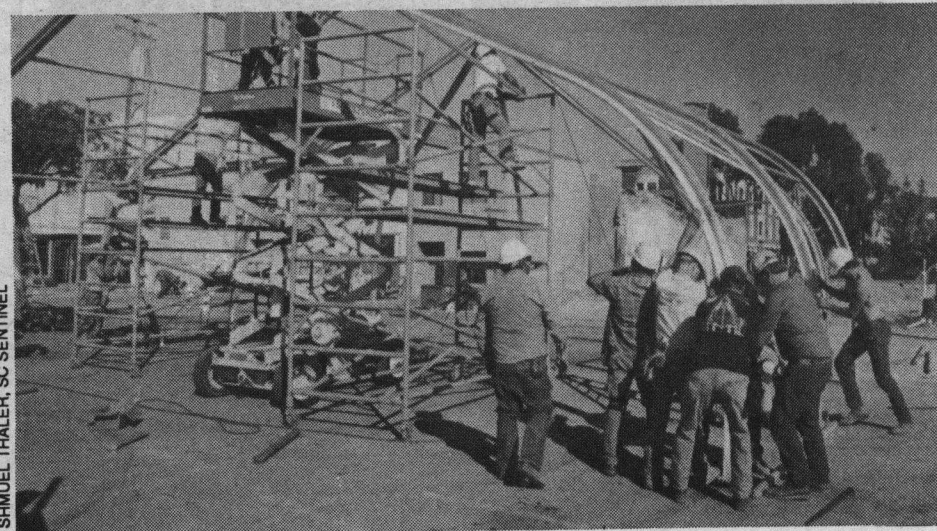
More than 35,000 square feet of retail space opened for the traditionally "busiest shopping day of the year," the day after Thanksgiving. For most merchants, holiday shopping provides their most important annual revenues. This year is much more critical to the downtown merchants because of the great losses from the earthquake — damage to buildings, inventories and 5 weeks of lost revenues.

After the earthquake one of the major problems facing the city was the relocation of displaced merchants on the Mall. With 23 buildings demolished, over 40 merchants no longer had a home for their merchandise. Several buildings will need major reconstruction before tenants can reoccupy them. Other merchants are in "limbo" while building owners decide whether to reconstruct or demolish their damaged buildings. And, in some cases, merchants are in buildings that are in the "fall shadow" of the Palomar, which needs rehabilitation before buildings around it are safe. It soon became apparent that the re-establishment of businesses along Pacific Avenue was not going to be an easy task.

Business merchants were also thinking about the "next step" — getting businesses opened again. Merchant Sue Groff had seen a tent-like structure at a convention and brought up the idea at the City's Downtown Commission meeting. From the first idea, a core group of people began investigating how and where space might be made available for downtown merchants to reopen. This was a true public-private partnership effort and included City staff Matt Farrell and Chris Schneider; merchants Harriet Deck, Lee Slaff, April Shen, Margaret Wilson and other members from the Downtown Association; and William Rubel and Sue Groff from the City's Downtown Commission.

On Veterans' Day, in true "barn-raising" style, over 100 volunteer carpenters, iron workers, operating engineers, and other tradespeople from local unions showed up to begin construction. City employees worked through two weekends managing the details of tent construction, including traffic and safety supervision. City bureaucracy was streamlined to allow for water hookups and "trailer/tent" business permits. PG&E and Pacific Bell donated all the materials and labor to bring power and telephones to the pavilions.

Funding for the tent set-up and conversion of the Bank of America building to shared-retail space has come from the California Department of Commerce (\$75,000) and the City of San Jose (\$45,000). The Cultural Council of Santa Cruz County, the Downtown Association, and the Santa Cruz Area Chamber of Commerce jointly leased the tents, and, in turn, sub-leased space to individual tenants. Final costs of the pavilions are expected to be about \$300,000 annually.



SHMUEL THALER, SC SENTINEL