

# East Side Growth Potential Study Urged By Consultants

By Alan Jones  
Sentinel Staff Writer

The first step toward solving east Santa Cruz shopping area problems should be a growth potential study by a "nationally recognized authority specializing in commercial real estate."

But both city hall and east side commercial interests should agree first to go along with the consultant's recommendations, "in the light of the past history of disagreements."

This is the first recommendation of a preliminary study, just completed by planning consultants Livingstone and Blayney, which is being mailed today to members of the east Santa Cruz advisory committee.

East side planning has been stalled ever since opposition from east side businessmen knocked the area out of the general plan when it was adopted. The plan is blank in the east Santa Cruz business triangle, and no future land uses are indicated.

The Livingstone report makes two sets of recommendations to

follow the growth potential study. If the study shows poor growth prospects for the area, a limited plan should go into effect:

1. The general plan and zoning map should be revised in accord with the study results.

2. Public projects should be scheduled as needed for traffic safety, to relieve traffic congestion, and "to accomplish other objectives" to benefit the entire community.

3. Off-street parking plans should be prepared and carried out.

4. A plan to improve the area's appearance should be carried out.

Looking on the brighter side, if the study shows good growth prospects, the report recommends broader action:

1. A 10-year development plan spelling out land use, design of present and future building and open spaces, parking, traffic, and beautification of the area.

2. Zoning and other ordinances should be prepared, including financing and priorities.

4. Project plans, conforming with the development plan and the public improvements plan, should be prepared.

5. Assessment districts should be formed and any other measures needed to act on the project plans should be taken.

The Livingstone report is not over-optimistic. Revitalizing a business district "is extremely difficult" at best, the report says, and recommends that city hall and private interests agree in advance that when one party takes a certain step, the other will take

## SC Business License Fees Go Up Tonight

The cost of city business license applications, already two months late, will go up after midnight tonight.

The 10 per cent penalty now being charged will go to 20 per cent for applications postmarked after midnight tonight or received after today at the city license bureau.

The license applications were due July 1, with the 10 per cent penalty being assessed after that date.

the "next logical step to advance toward mutually determined goals."

The do-it-yourself plan, presented to the city council by east Santa Cruz businessmen this summer, only takes care of part of the area, the report says. The plan envisioned purchase of a seven-acre core, and rehabilitation of a 35-acre surrounding area between Soquel avenue and Water street east of Branciforte avenue.

Basic questions should be answered before any project is given the green light, the report says. Among them: what is the economic future of east Santa Cruz? Will it be an expansion area for downtown? Will it be a functional link between downtown and the proposed Capitola regional shopping center, containing mainly business ser-

vices? Will it have a retail nucleus flanked by thoroughfare commercial strips, as the general plan proposed?

Several approaches to the east side problem are possible, according to the report.

One would be a comprehensive development plan, detailed enough so the cost of all projects could be estimated and their feasibility examined. The plan would include priorities of public projects, linked to expected private developments, and an indication of how public projects would be financed. "This essentially is the approach the city considered last year and abandoned," the report notes.

Another way would be to plan and build a series of public and private projects without an over-all plan for a framework. "This essentially is the procedure suggested by the east side advisory committee in proposing its urban renewal project," the report says. "Clearly, better decisions can be made . . . if they can be viewed as parts of an over-all plan.

A third way would be to work out a joint program to improve the appearance of the area by new signs, landscaping, painting, etc. This is an "essentially cosmetic approach," the report says, and would do nothing to solve problems of parking, traffic or excessive walking distance between stores.

All three approaches make sense if done in a logical sequence based on "a realistic, objective study of the area's development potential," the report says.



## Trial Opens In \$150,000 Suit Against