

# Why The Cedar-Vine Linkup?

**The air photo below graphically illustrates downtown traffic congestion that is becoming more acute as our area grows.**

This situation can be partially remedied by the proposed Cedar-Vine linkup. It is the first and key step. Very simply, it will provide easier access to businesses and better traffic circulation in the downtown area.

Peak hour traffic congestion delays and discourages potential customers. With diminishing customer traffic, businesses suffer and die. Property valuations would then go down.

**THE SOLID WHITE LINE IN THE CENTER OF THE PHOTO OUTLINES THE AREA AFFECTED. BUILDINGS THAT WOULD BE DEMOLISHED BY THE CUT-THROUGH ARE (NORTH TO SOUTH): SANTA CRUZ SENTINEL, SALINAS VALLEY SAVINGS LOAN ASSOCIATION, BOB VORIS REALTY, 3-STORY OLD TELEPHONE BUILDING, THE NEW ENGLANDER MEN'S SHOP, THE OLD GARRETT HOME (NOW AN OFFICE BUILDING), AND THE CADY BUILDING.**





A group of civic leaders, city planners, engineers and consultants have spearheaded a plan of action that can benefit the entire community.

The proposal calls for an assessment district embracing properties in the downtown area. Cost of the project would be borne by property owners on a percentage basis, rated by benefits the properties would receive from the linkup. Plans call for 15-year bonds to be issued to meet costs.

Petitions were sent to these individuals last September; to date more than 50 per cent have signed petitions favoring the assessment district. The city council voted in September to sign the petition and set aside \$12,500 for the city's share of the \$607,500 project.

A majority of the board of supervisors favor the issue and will make their final decision tomorrow. The project is on the agenda for a public hearing and city council action Tuesday night.

The Downtown association has given a 75 per cent favorable vote to the proposal.

Here are some of the reasons which make the Cedar-Vine cut-through so vitally important:

- By tradition the downtown is the business, commercial and civic hub of any community. The prosperity and progress of a community is directly related to the condition of this central core.

- At the present time the downtown sector of Santa Cruz is the most valuable property per square foot of any land in the county. Not only does it represent assessed valuation in excess of \$8 million to both the city and county tax base, but it is the principal shopping area of the entire county. It is essential to the tax base of the city and county that we do everything possible to retain a high level of value to this property.

- A number of communities around the country—several are quite close—have experienced an almost fatal blow to their downtown economy

through inadequate planning, traffic strangulation and neglect. In San Jose many millions of dollars are being pumped into the revitalization of their depressed downtown district. Costly remedial action such as this adds to the tax burden of all taxpayers.

- The growth of our community is assured with the building of the new University of California campus, new industries and commercial activity. With this growth is certain to come greater demands on our retail, commercial and civic facilities. An increase in retail trade, our tax base and property values will be a companion factor. To meet this expansion, it is the obligation of our business and civic community to support any and all measures designed to provide the greatest advantages for all our citizens.

Property owners within the proposed district—most of the central business district—who wish to sign the petition of protest, can still do so at the building inspection department in the civic auditorium.