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Boulder Creek has a chance to decide its future

Consultants want residents' advice on town plan

By PAULINE HALAJIAN
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BOULDER CREEK — The county has approved a \$40,000 contract with a San Francisco consulting company for preliminary designs for the new Boulder Creek town plan.

The firm, Freedman Tung & Bottomley, has begun sketches for the mountain community.

But preliminary sketches are as far as the company will go without suggestions from local residents.

"It's entirely a public process at this time," said Terry Vierra, president of the Boulder Creek Business Association. "Citizen participation is paramount, and the more input we get the better."

The first of five citizen workshops is scheduled for 7 p.m. Nov. 7 at the Boulder Creek Elementary School.

Terry Bottomley said the company wants to hear from residents "to get the insiders' view."

"We don't live in Boulder Creek and so we rely on the residents and the merchants to tell us what they like and don't like," he said.

The firm will then tell townspeople what they see, and compare notes, Bottomley said.

"The key is to rely on the virtues

of Boulder Creek's relatively compact size," he said, "whether the goal is to attract a greater share of the tourist market or just to maintain a quieter, more rustic lifestyle for residents."

With the influx of new people moving to Boulder Creek from the Santa Clara Valley, those goals might be changing.

According to an economic study of the revitalization of Boulder Creek, the town has the second most affluent area in Santa Cruz County as far as income per household, and the highest education per family, Vierra said.

"Boulder Creek is a bedroom community for the Santa Clara Valley in which 70 percent of those people commute to the valley dai-

ly," said Vierra. "Consequently, they still have their old shopping habits, such as maybe shopping near their work or using a mall they're familiar with."

Vierra want residents to recognize that they have a downtown in Boulder Creek, and to support their own.

"The more money spent locally, the more it comes back to the community," he said.

The six-month design process will look at such issues such as traffic, downtown land use, street beautification, pedestrian circulation, economic development, drainage and sewage disposal.

The preliminary plans are expect-

ted to be complete by the first of the year, at which time a series of public hearings will be scheduled for January of 1991.

Part of the the three-phase project includes collecting the town's background information and establishing the character that the town would like to maintain.

Vierra's hope in getting as many people in the community involved and focusing on the downtown area is, "to give them a sense that they really are an integral part of the community."

Information on future citizen workshops can be obtained at the Boulder Creek Business Association meetings. For more information call, 338-6448.