

# Impact of UC Plans on a Quiet City

## Santa Cruz Sees Change

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SANTA CRUZ, Dec. 25. —"It's right over there," said Peter Tedesco, city manager of Santa Cruz, "right where that cow is. That's where they're going to build the library."

He pointed to another part of the gently rolling slope, with its magnificent view of Santa Cruz, Monterey Bay, and the mountains.

"That's where the theater will be, on top of a rich limestone deposit. Over there — that's one of the places they're thinking about for the football stadium. And the dormitories will be about here."

Tedesco stopped. He was taking some visitors on a jeep tour of the Cowell Ranch, only one and one-half miles west of downtown Santa Cruz.

"You know," he said, "this used to be quite a place. When the limestone quarries were really going, about the turn of the century, there were bunk-houses here, and a commissary, and a jail. And some of the old lime kilns are still here."

The ranch was originally bought by Henry Cowell, who came to California in the 1850's and pioneered in the lime and cement business.

### 500 Students

His land today is home to only a few cows and a rancher. But by the fall of 1966, unless present plans are changed, the new University of California at Santa Cruz will open on the Cowell Ranch with 500 students.

And once the Cowell cows move on to make way

will stimulate retail business, will spur homebuilding, and will help bring back some of the conventions that Santa Cruz has lost in recent years.

### Things Will Change

It will bring more little theaters, more new churches, and, some say, more erudite letters to newspaper editors.

It will help tie Santa Cruz more closely to the Bay area, since students and professors will not find it difficult to make the 45-minute drive to San Jose or the 95-minute drive to San Francisco or Berkeley.

And it will change Santa Cruz politics, with faculty and students expected to include more Democrats than Republicans in a community that is now a conservative Republican stronghold.

But for all these changes, one leading resident sees little chance that Santa Cruz will become "a boom city."

Gordon Sinclair, managing editor of the Santa Cruz Sentinel, said that land speculation will probably always be a problem but noted that the city, the county, and the university have agreed to joint planning that will closely regulate development of the area surrounding the campus.

"I think the university gives us our best opportunity to maintain our community with the same charm it has now but without the growth problems of



Photo by Air-Photo Co., Palo Alto

**THE SEED OF CHANGE**—Dotted line on this aerial photo encloses site of new University of California campus on Cowell Ranch, about a mile and a half from downtown Santa Cruz. Campus is expected to bring fundamental changes to the city proper (lower right). Note San Lorenzo river running into Monterey bay (lower right), long stretches of scenic beaches.

give us direction in our fu- resort city—and these peo- for the university regents





for the undergraduates, the quiet city of Santa Cruz will never again be quite the same.

Santa Cruz business and civic leaders have predicted the impact of the university on Santa Cruz. They say:

It will eventually have almost as many students (25,000) as Santa Cruz now has residents (25,596).

It will bring the enthusiasm of students and professors to a town in which one resident in four is over 65, and most likely retired.

It will attract "brain" industries—research and electronics, for example—that can use professors and graduate students for part-time work and consultation.

It will become the largest employer in Santa Cruz,

other cities," he said. The strong community support for education was demonstrated, Sinclair said, when 77 per cent of the voters recently lined up in favor of a \$6,600,000 bond issue to build a new Cabrillo (Junior) College.

Cabrillo, now in temporary quarters, will open in the fall of 1962 on a campus between Santa Cruz and Watsonville. Sinclair suggested that in the early years of the university there may be some dependence on the Cabrillo library and other facilities.

### Opinions Split

James H. Hammond, general manager of the Greater Santa Cruz Chamber of Commerce, called the university's coming "a good thing—something that will

ture growth." Hammond said that "this community pretty generally likes itself—it is pleased with its natural beauty, with the lack of traffic (even though there are some tourist jams on week-ends), and with the proximity to beaches and parks."

But, he added, "we recognize that things are going to change and the university has been approved without significant dissent."

Does this mean that everybody in Santa Cruz will be happy to live in a university town?

Not quite. There are some, mostly older residents, who would like to retain the good old days when Santa Cruz was a popular

ple do not really want to see the city grow at all.

Others are concerned about the cost of supplying roads, water pipes, and sewer mains for the university.

These utilities could mean higher taxes, and for retired persons on fixed incomes the prospect of higher taxes is unsettling.

With this in mind, Santa Cruz County administrative officer Richard C. O'Reilly is studying a business license tax to bring in \$100,000 a year and pay for the university roads and utilities without increasing property taxes.

These improvement costs for the first stage of university construction have been estimated at \$2,170,000 in a report prepared

by three San Jose planning and architectural firms, Lawrence Lackey, Campbell & Wong, and Royston, Hanamoto & Mayes.

O'Reilly has noted that the university's effects will be felt all through Santa Cruz County and beyond. He estimated that the county's population in 1985 without a university would have risen to 200,000 (it is 84,200 now) but that with the university it will go to 300,000.

And in view of this prediction, the Chamber of Commerce's Hammond observed:

"We can guess at what this growth will mean to Santa Cruz," he said, "but the truth is that we really don't know. We've never been through something like this."



**MIXED VIEWS**—Richard C. O'Reilly (l.), county administrative officer, will seek ways to collect money for increased costs without raising property taxes. Managing editor Gordon Sinclair (r.) of Santa Cruz Sentinel sees university as best chance to maintain community's charm.



City manager Peter Tedesco points across rolling hills from spot near center of what will be new UC campus



Chamber of Commerce manager James H. Hammond sees campus as giving "direction to our future growth."