

Talk About A Santa Cruz Boom? Look Around

By Alan Jones

Don't look now, but that boom that everyone's been talking about is suddenly here.

Last summer's visitors to Santa Cruz may have a little difficulty finding their way around town next summer, because new businesses, homes, streets and highways are beginning to sprout in all directions.

The old image of Santa Cruz as a one-season resort town just won't hold up any longer. There'll be room for tourists as long as there's a Santa Cruz, but a lot of other things are happening.

The prime mover in the blossoming boom is the University of California campus. Contractors will start the \$11-million project this year as officials try to get ready for the first student crop in fall of 1965.

Among the UC projects will be a \$3.3-million physical sciences building, a \$1-million development of academic areas and dining facilities, a \$660,000

central services building, a \$233,000 peripheral road, and a \$50,000 access road from High street.

Two other major projects are planned near the campus. Santa Cruz's first planned community project, a \$7-million development of the old George ranch on Meder street, is half way through the process of official approval. The developers, University Terrace, Inc., promise the first homes on the 93-acre site will be finished this summer.

The development will include about 400 apartments, 80 or more one-family homes, and a two-acre complex of professional buildings.

Fred Vellutini, a former city councilman, has announced plans for a nine-acre apartment development on Western drive, with from 180 to 200 living units. Vellutini has planning commission approval of apartment zoning for the site, but the proposal has not yet gone before the city council.

Another major westside pro-

ject is Garfield Park Village, scheduled for completion in August. The village, sponsored by Christian Church Homes of Northern California, Inc., will provide 48 apartments for senior citizens. Estimated cost of the project, at 721 Bay street, is \$472,000.

Downtown Santa Cruz is taking on a big dirt-moving job with the Chestnut street cut-through, a job estimated at more than \$100,000. Bids on the project will be opened January 22. When finished, the cut will link Highway 1 and Mission street with a backdoor entrance to downtown. And traffic at the post office plaza bottleneck should drop considerably.

The big downtown buildup will be in and around the redevelopment area straddling the San Lorenzo river.

Already under construction are the Title Insurance and Trust company on River street, a \$325,000 building; the Colonial Title company building at 110 Dakota

street (next to the Bundox), \$150,000 worth of building; a four-office professional building at 101 Dakota street worth \$35,000. All three are redevelopment projects.

During 1964, work also will start on the \$650,000 expansion of the post office, a project now in the hands of the architect. And the new courthouse will be under way after a fashion — the services building should be finished and construction started on the main courthouse itself. The courthouse is a \$3.7-million job.

Smaller projects in the vicinity include a \$22,000 office building at 548 Ocean street and a new Christian Scientist church at 612 Ocean street. Another building, the China Cafe, was completed at Soquel and Riverside avenues only a few weeks ago.

Two dedications are scheduled for early this year — the small craft harbor and the neighborhood park in the redevelopment area. A third "civic" sort of project to be completed early in the year is the Santa Cruz industrial park. Improvements now in progress at the industrial park include sewers, utility lines, drainage and streets.

The industrial park will almost certainly be expanded a few years hence to adjoin the UC campus. The plan, first proposed by the chamber of commerce, is to establish "research and development" type industry to tie in with the university's research center.

At the small craft harbor, one concession — boat sales — has been completed and opened for business. Still to be built are a restaurant, marine repair shop, ship's chandlers and other shops.

Housing isn't being neglected in the bustle of new construction. In addition to University Terrace, Garfield Park and Vellutini's project, there are endless apartment projects, ranging from four-unit plans to developments of 40 or more units.

Among them are a 45-unit apartment on Atlantic avenue, a 21-unit apartment on Gault street, 48 additional units at the Cathay apartments on 24th avenue, 24 units at 121 Grant street, the recently completed 34 units of the Riviera on Riverside avenue, and the 16-unit Ponderosa to be built at 140 South Morrissey avenue.

One of Santa Cruz' most esthetic developments, the half-million-dollar Professional Plaza at 550 Water street, is all but complete. The Plaza includes medical, dental and optical offices, a pharmacy and a laboratory.

Two new bank branches are planned — the Mission street branch of Bank of America, and the east side (harbor) branch of

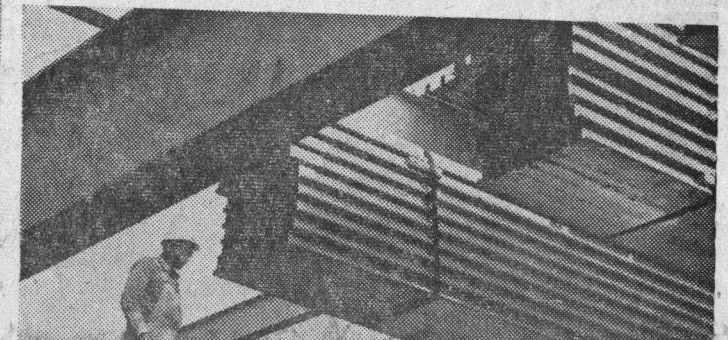
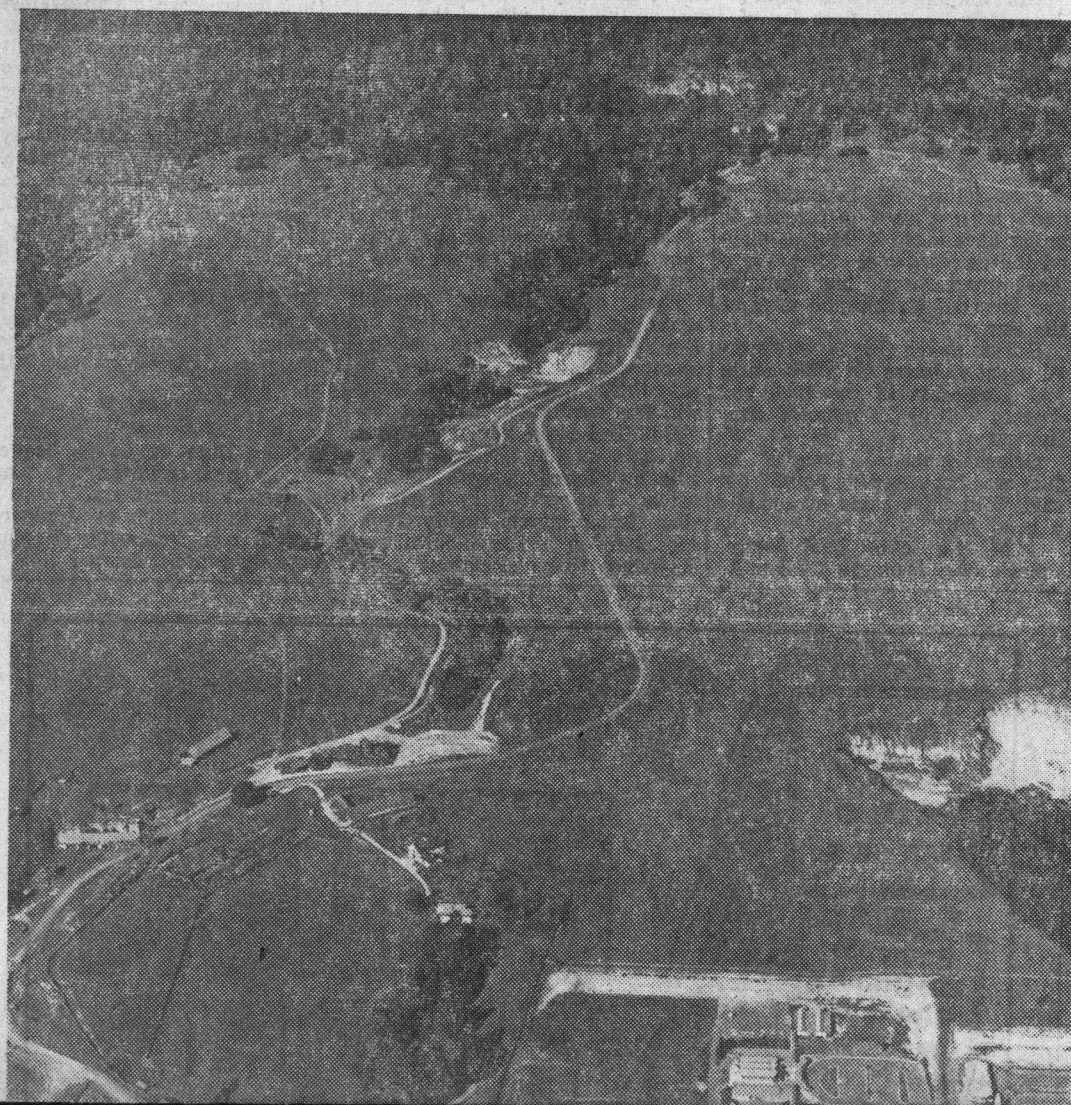


Port district authorities are unwilling to set a dedication date for the Santa Cruz small craft harbor, shown here in a

recent aerial photo. But it's plain that local boat owners aren't waiting for dedication to shelter their craft in the har-

bor. Approximately 95 boats are visible in this picture. The floats and slips are all but completed, and paving and parking lot work should be finished in January. The big task left is construction of concessinaires'

buildings. The harbor will have boat sales (already in business), a chandler's, a restaurant, mariner repair facilities, a boat rental complex and sport fishing.



This vast expanse of grazing land is the University of California campus site—and the road meandering across it is the forerunner of an \$11-million construction job scheduled

to start next year. Cowell college, first of several "college clusters," will start construction in 1964. The road seen here is a temporary road for construction access. Along the

bottom of the picture is High street, with West Lake school at the lower right. Buildings of the old Cowell ranch, site of the campus, can be seen at lower left.



The Murray street improvement project, shown here looking east, is one of 1963-64's big city jobs. The widening and improved surface will provide

improved access to the Santa Cruz small craft harbor. On the right, a new retaining wall is being built as a preliminary to new paving. The project is

scheduled for completion about February 1, barring delays. The Murray street route shortens the roundabout East Cliff drive route to the harbor.

Beyond Santa Cruz proper lies the booming mid-county. Just announced is an unspecified development plan for the 38-acre Brown ranch at 41st avenue.

In the south county is the biggest project of all—the \$60-million Krag ranch development in Rio del Mar which when carried through will dwarf all the individual developments to date — except the University. Also in the works is a \$1-million expansion of the Rancho del Mar shopping center in Aptos, and a tentative big shopping center in Scotts Valley.

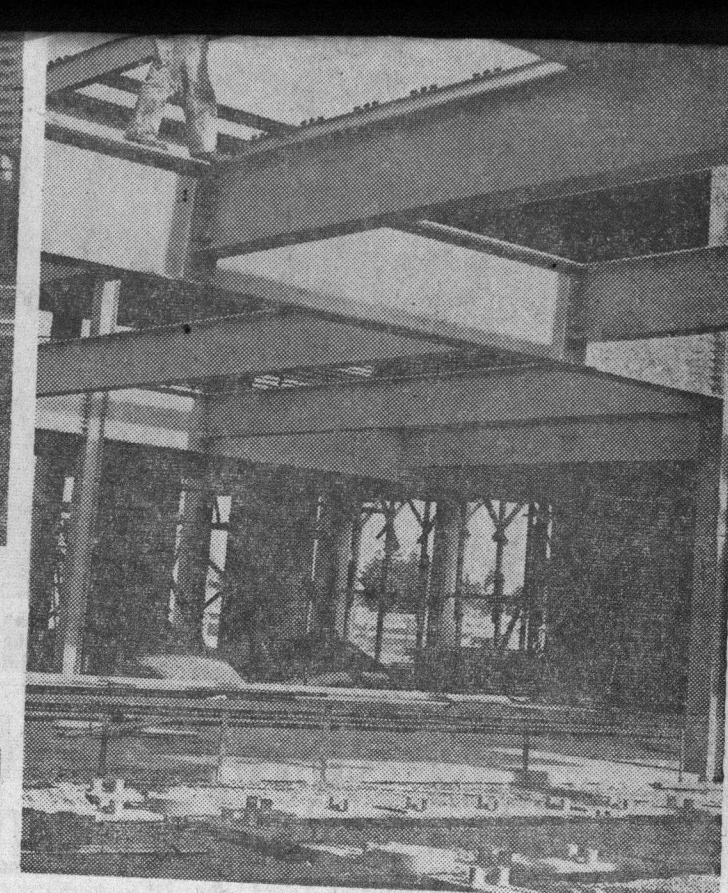
The city's general plan, to be considered by the council starting January, will be just in the nick of time judging from the multitude of 1964 plans. Projects for the city and university together total about \$25 million.

It looks like a good building year. In fact, despite a long-drawn-out silence from San Francisco in recent months, 1964 may even see a new Greyhound depot.



Adding a Polynesian touch to the Live Oak area is The Beach Comber, 48-unit apartment house on 24th avenue at Corcoran lagoon. The Beach Comber is an adjunct to the

Cathay apartments at 657 24th avenue—and just one of a swarm of new apartments planned or being built in Santa Cruz and mid-county.



Taking shape on River street is the Title Insurance and Trust company's new building, a \$325,000 project in the redevelopment area. The project was the first to break ground in the redevelopment area west of the San Lorenzo river. Work

started August 25, and April 1 is the target date for completion. The 20,000 square foot building was designed by architect Ernest Kump, and is being built by Carl N. Swenson, Inc., for Park Plaza Associates, the developers.



Bill Beck, owner of the Mariner boat-engine sales shop shown here, is the first concessionaire at the small craft harbor to open his doors. Beck, a former Canadian ship captain, operated the Mariner on North Pacific avenue before the new building on Lake avenue was finished.

United States farmers spend \$27 billion to \$28 billion annually for goods and services to produce crops.

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