

Pio Scaroni Ranch

Photograph by Stephanie Lenz and Dave Lewis

Our California Coastline – Going, Going ... ?

Unless we act *now* to develop a rational plan for the proper use of the California coastline, we will find ourselves driving along the Cabrillo Highway from Monterey to San Francisco *with scarcely a glimpse of the Pacific Ocean and grossly inadequate access to our beachlands.*



If you cannot attend the Hearing but want to give your support to saving our Santa Cruz County coastline, write personally to:

LOCAL AGENCY FORMATION COMMISSION
County Government Center,
Santa Cruz, California 95060

The future of our coastline from Santa Cruz to Half Moon Bay is threatened by piecemeal decisions now in the making.

The latest threat to our community's environment is the proposed De La Cruz Beach development, three-and-a-half miles west of Santa Cruz on the Cabrillo Highway. The 950-acre parcel, formerly the Pio Scaroni Ranch, was bought recently by the American Standard Corporation. The property extends on both sides of the Highway. The acreage includes some of the most spectacular coastal beach and forest lands in the state of California.

The developers' only revealed plan is incredibly bad: acres of tract housing covering the Brussels sprouts fields, steep straight streets gouging through the upper slopes, a single entrance road (will it be guarded?) to the beach area along 1.5 miles of Highway, 2,200 small lots, 7,000 people: **URBAN SPRAWL**.

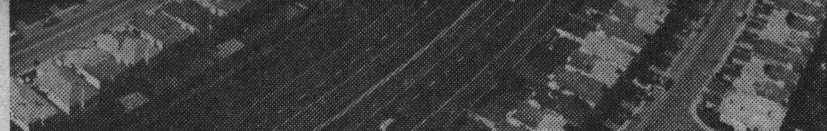
Is this the pattern we want for our coastline?

Do you approve of the wanton desecration of the beauty of our coastal lands?

Do you approve of pockets of haphazard development in direct opposition to the Santa Cruz County General Plan?

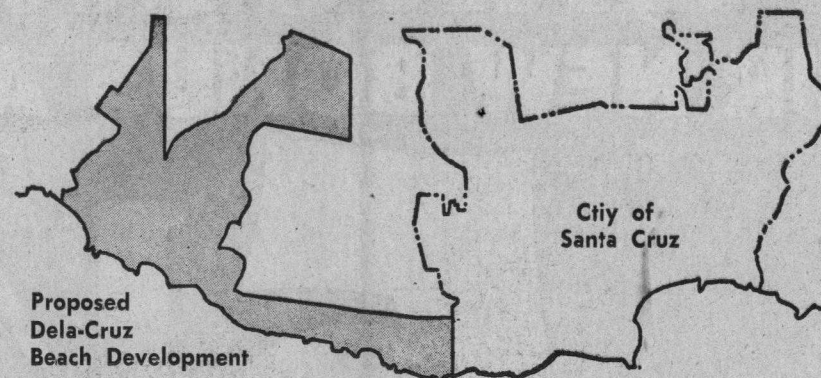
Do you approve of *leap-frog* annexation of lands to the City of Santa Cruz, with all of the added tax burdens that might result? Don't we first need thorough ecological and land-use studies conducted jointly by the City and County?

If you believe as we do that this magnificent stretch of California coast represents a unique and irreplaceable economic and aesthetic asset to our community, and if you believe that control of the development of these lands is *our* responsibility and not that of big-city, absentee developers, then speak out.



URBAN SPRAWL

Photograph by Donald Aitken



Shaded sections indicate areas proposed for annexation.

THE TIME:

10 A.M. WEDNESDAY, DECEMBER 17

THE PLACE:

County Board of Supervisors' Chambers
Santa Cruz County Courthouse
Ocean and Water Streets, Santa Cruz

THE OCASSION:

A public hearing on the subject of the proposed annexation of north coastal properties to the City of Santa Cruz.

YOU are invited.

Come to the Hearing Wednesday and learn the facts. Come and make yourself heard.

Mr. Louis Haber
Mr. John Lappin
Mr. J. R. McCallie
Mr. Ralph Sanson

SANTA CRUZ COUNTY SUPERVISORS

County Government Center,
Santa Cruz, California 95060

Mr. Henry Mello, Chairman
Mr. George Cress
Mr. Dan Forbus
Mr. J. R. McCallie
Mr. Ralph Sanson

SANTA CRUZ CITY COUNCILMEN

Santa Cruz City Hall,
Santa Cruz, California 95060

Mr. Richard Werner, Mayor
Mr. Ernest Wicklund, Jr.
Mrs. Anne Garni
Mr. Eugene Fleming
Mr. Norman Walters
Mrs. Lorette Wood
Mr. Samuel Leask, III

If you do not have time to write a personal letter, simply fill in and mail coupon A below.

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Soquel High School Biology Club
Students for Ecological Action, Aptos High School
UCSC Garden Project
Ecology Action
Zero Population Growth

COUPON A

Local Agency Formation Commission
Santa Cruz County Courthouse
Santa Cruz, California 95060

Gentlemen:

I respectfully urge you not to approve annexation of western lands to the City of Santa Cruz until coordinated studies have been made of the area in question by our City and County officials.

Sincerely,

Name _____

Address _____

City/State/Zip Code _____

Please mail your letter or the above coupon by 2 P.M. Monday, December 15 (tomorrow), so that it will reach the addressees well in advance of the Wednesday morning Hearing.

COUPON B

The Secretary
SAVE THE COAST
P.O. Box 1492
Santa Cruz, California 95060

Sir:

I want to help to save our California coastline.

To help pay for this ad, I enclose my contribution in the amount of \$ _____
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