

# Grand Avenue

Once on a time, a long time ago, three citizens, Wm. T. Cope, F. A. Hihn and Christian Hoffman, attempted, unsuccessfully, to open what was to be called "Grand Av.," and which undertaking sunk \$2900 for Mr. Hoffman, as he told us in speaking of the failure.

The plan was to carry Vine St. through to Cedar St., to widen said last named street to a uniform width, and to open its lower end to the extension of either Pacific Av. or Washington St. The opening was a commendable one, but as strong as the trio was, Mr. Cope being the purchasing agent, it lost out. In some cases the lots necessary to a right-of-way were bought, as in the case of C. D. Holbrook, Lincoln St. In other instances they were bonded, certain amounts of money being paid for time options.

Now, at an opportune date, the opening of Grand Av. is under reconsideration. This is an opportune time for such movement. The auto is here, and here to remain, and can hardly find parking room on Pacific Av. At the date of the Cope-Hihn-Hoffman investment this valuable passenger and freight car was unheard of. Our present population is double what it was in 1886, and our wants of transportation treble what they were thirty-four years ago.

The first step in the proposed plan is to open Water St. through from the plaza to Vine, a single block, almost on a direct line with and to Cherry St. It is calculated that the city will open a street, by the side of the library, from Locust St. to Church St. at once. The main problem is, to open a street from Church St. to Walnut Av., through a narrow block that is 1000 feet long, with not even a narrow line in it, an obstacle that divides the city in a central section, a street now more necessary than ever before, because, when the Hihn lot becomes a Civic Center, it should be reached from all directions without obstruction. The fire house is soon to be located in this center, and every owner of local improvements is vitally interested in throwing wide open to the fire wagons and fire ladders streets numerous, wide and straight. Then will quickly follow the widening of Cedar St. at its intersection with Lincoln St., and the extension of Cedar St. southward.

This done, Pacific Av. will be greatly relieved of its present congestion, and yet remain our great commercial thoroughfare, balanced on the east by Front St. and on the west by Grand Av.

Market St., San Francisco, is made great by parallel streets and the streets that open into Market from both sides.

To take the narrow view, as some taxpayers may possibly do, that to improve Front St. and open Grand Av. is to depreciate Pacific Av. frontage, it to theorize that Santa Cruz is to be in 1940 what it was in 1900, although its population of 20 years ago, less than 6000, then, must be near 12,000 now, will not increase during the coming years, and that our tax roll has reached its maximum sum, although the record contradicts this pessimistic view.

If Santa Cruz has no immediate future, why sustain our chamber of commerce in entering into a \$7500 investment and a three years' contract for a better, larger and greater commonwealth? Why not close the business blinds and run up the manufacturing shutters, stop road and street work, and construct a reinforced concrete fence around this old mission

that will make the Chinese stone wall of thousands of years ago look like a needle in a hay mow!