

Growth

Proper Industry A Good Neighbor And Can Pay Big Share Of Costs

By Sy Berg

The proper kind of industry can be good neighbors and also pay a big share of the cost of a Santa Cruz of tomorrow, a group of property owners and residents of the area around Harvey West park were told in city council chambers yesterday afternoon.

The audience was invited to the Greater Santa Cruz Chamber of Commerce-sponsored program, to acquaint them with the "industrial park" concept of development being considered for their area.

They were encouraged to ask questions of the assembled chamber and city officials.

The substance of the chamber's presentation was that Santa Cruz very soon will face problems which have already been faced and solved by other California communities, and it can benefit from their experience by planning now.

Salient points emphasized were:

1. A large increase in population will produce a large demand for community service facilities which have to be paid by taxes.
2. Industry pays more taxes per square foot to the community than residential development, and residential development demands more tax-paid services. Industry also provides jobs.
3. Not all industry is desirable for the Santa Cruz area. An effort should be made to select that light industry "we can live with comfortably."

(A committee on performance standards is cooperating with city and county officials to set maximum desirable limits of noise, smoke, fumes, vibration, and other possible "by-products" of industrial development, that can be tolerated by the community.)

4. The "industrial park" concept of development with architectural control and deep, land-staped set-backs allowing self-contained traffic arteries and parking facilities—has been successful

in other communities with problems similar to those facing Santa Cruz.

5. However, at present there is a great scarcity of suitable land for such projects in Santa Cruz. Much land is zoned for heavy industry (M-2). This classification discourages the location of light industry. Much land has been zoned residential because of the out-dated idea that all industry can use only flat land.

6. At present, there are too few specific, acceptable sites in the city for the kind of desirable light industry (laboratory, research, packaging, light assembly, etc.) Santa Cruz needs to help pay its bills. (It was noted by chamber director George Atwood, who served as moderator, that at least eight requests for such sites were now on file in the chamber of commerce office.)

San Mateo was cited as a city which had recruited some 137 industrial plants with a total valuation of some \$13.5 million. Success of its effort was indicated by subsequent expansion of 91 of these plants with a valuation of some \$22 million.

Sylvania Electronic Systems Inc. was cited as the type of industry desirable for Santa Cruz because it can help solve many more problems that it creates.

Specific questions asked by members of the audience and answered by the informal "panel" included the following:

Q. Isn't the 90 some acres in the Harvey West park-River street area too small?

Chamber Manager James Hammond: Industrial parks of various sizes are operating successfully. The size ranges from a mere 15 acres to thousand of acres.

Q. Does this proposal mean we'll have more sawmills with smoke and noise?

City Planning Director Neal Walton: This is the type of indus-

try we don't want. Not only is it objectionable to residents but also to the sort of light industry we want.

City Manager Dave Koester: It is a non-conforming use of the area and something is being done now to try to alleviate your objections.

Q. Isn't all this talk premature. Why don't we wait for the (Williams and Mocine) general plan?

Walton: The plan should be ready for presentation to the city council about the middle of April. It will indicate light industry use of that area as desirable. In any case, it is not too early to start thinking and talking about these things.

Tom Polk Williams Jr.: It would take at least a year to prepare a large industrial site for occupancy.

Q. How can such an industrial use come about with only one access—River street—to the area?

Hammond: We're not necessarily bound by just what is there now. Previously, there was an Evergreen drive route which was eliminated by the freeway. But additional routes can be provided when the need arises.

Q. Who will pay for improvements—roads, sewers, utilities, etc.—that are required for such development?

Tom Polk Williams Jr.: It would be a cost against the land in the area financed by means of assessment districts, a method provided by state law. Everybody who benefits from the improvements pays their share in proportion to benefits received. Payments are stretched over a period of time.

Q. How is such an assessment district formed?

Williams: First, a petition with names of property owners repre-

senting at least 60% of the area is presented to the city council requesting such a district.

The council appoints a technical group to prepare and assemble the necessary information.

This group later submits to the council a plan which includes definition of the area, cost of improvements, cost to each individual property owner, and the period of time during which assessment payments will be made.

If a majority of the affected residents approve, the city council will authorize the formation of the assessment district to accomplish the desired improvements.

Q. Won't the fact that industry comes in depress the value of my residential property?

Atwood: Just the opposite. Industrial land is more valuable than residential land.

Hammond: Some industrial property in Palo Alto is now going for about \$70,000 per acre.

Hammond summarized the findings of the chamber's industrial committee, which had presented the program—illustrated with pictures of various industrial developments in the area containing plants of such business leaders as Parke, Davis and Company, Johnson and Johnson, and McKesson and Robbins.

He noted that industry can be a good neighbor if properly selected and adequately controlled. He indicated the "present hodge-podge of uses" in many of the city areas would not help to solve the emerging problems of a growing Santa Cruz.

He emphasized that experience of other communities has shown that with adequate performance standards, the use of buffer zones, and cluster-type planning, industry and residents can be integrated to the benefit of both.

Monday Music Program Ex

By Roy Alexander
The March program of the Monday Music club proved to be an

Que Lente" (Valse pour Piano).

In both numbers this young, promising artist displayed a sensitive touch and fine understanding

Theater Guild Tryouts Tomorrow

Live Oak