

SCOTTS VALLEY

Developers showcase Town Center designs

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SCOTTS VALLEY » Developers for the long-awaited Scotts Valley Town Center have taken another step forward in the design process, showcasing firm designs to the public Tuesday afternoon during an open house event.

The event comes after Property Development Centers, the development arm of Safeway, which is spearheading the project, worked to gather opinions from community members over the summer. In June, when the community open houses began, designers had vague sketches and concepts of the Town Center.

Based on opinions gathered, developers had a design that had housing units on the northern end of the development, retail spaces along Mount Hermon Road and the Safeway store in the middle.

Joy Hinz said she liked the direction the design is moving in.

"Originally, they had a long straight path with stores on each side, something on the end and no outlet," said Hinz, a Scotts

ON THE NET

To see a video of one Scotts Valley resident's opinion on the Town Center project, visit santacruzsentinel.com and click on this story.

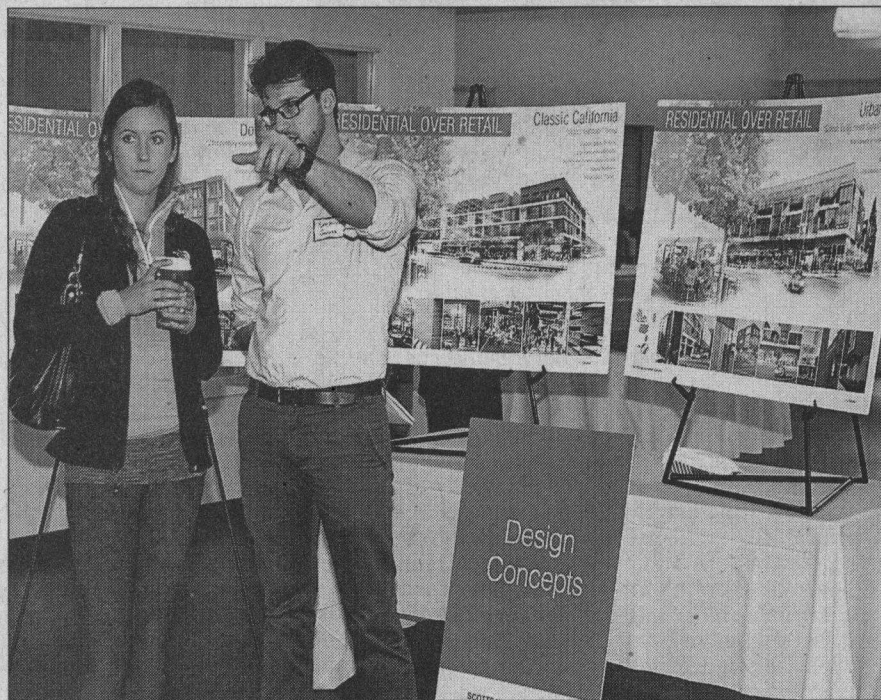
Valley resident. "They listened to what a lot of people had to say."

But she was critical about the lack of infrastructure for bicyclists, an opinion she shared with officials at the event.

"We really want to make sure we deliver what the city wants, which is a Main Street," said Thomas Fitzpatrick, development manager for the centers.

Fitzpatrick said designers took opinions from the first few meetings to shape the concepts presented at community meetings on Monday and Tuesday. Despite the rainy weather, an estimated 70 people came to the meetings, organizers said.

Alpa Patel, who co-owns several motels in Santa Cruz County with her family, came to Tuesday's meeting to suggest developers add a Smart & Final store to the retail space. Because there's not a store similar to it in the county, Patel drives to a Smart & Final in Santa



DAN COYRO — SANTA CRUZ SENTINEL

Jaclyn Downing, a Scotts Valley homeowner, hears about the long-awaited Scotts Valley Town Center from Sam Holtzman of Gensler architects during a presentation Tuesday at the Scotts Valley Community Center.

Clara County every week to buy supplies for her motels. Along the way, she also buys school supplies for her daughter.

Patel said she believes a supply store would entice business owners to shop in the area.

"That would give a lot of business and tax

money to the Scotts Valley Community," she said.

The store aside, Patel said she loved the concept of the Town Center and was eager to see what stores would come and what the final design would be.

The design for what the center is still subject to change, based on input

from the community.

"It's very fluid. These things are subject to change constantly. We'll probably have more meetings and therefore more refinement," Fitzpatrick said. "It'll always change up until we get the city entitlement process."

Developers are working

TOWN CENTER PROJECT OPEN HOUSE

What: Project Development Centers, which is spearheading the project, is showcasing early designs for the long-awaited Town Center. Developers held meetings on Monday and Tuesday and plan to hold another open house at a future date.

Details: For information about the project or to look at early designs, visit www.svtowncenterproject.com.

with city officials in the process of submitting final plans, something that could happen in 2015, Fitzpatrick said.

While there was a poster with a timeline for what has happened so far, Fitzpatrick said it was difficult to put a date on when the project would break ground. Developers are still seeking input from community members to create more concrete designs.

Hinz said the process was slow but added that slow wasn't bad.

"I think they've done well considering all the circumstances," she said. "I just wish it would have moved faster but I'd rather have it be done right than done fast."

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