

AGRICULTURE

Local historians tell us that Watsonville was once part of a Spanish grant to Don Sebastian Rodriquez, and was settled in part by disappointed men who had failed to strike it rich in the gold fields. They drifted south to discover the beautiful oceanfront valley the early Spanish explorers had named Pajaro (bird). Those frustrated miners who turned to farming started what is now an agricultural empire with some 20,000 acres of prime farmland under cultivation or in agricultural reserve. Farm products and the industrial complex, keyed to agriculture, total an \$80 million annual industry.

The main crops of the fertile Pajaro Valley are apples, berries, and vegetables. The mild climate allows an ideal long growing season, so the vegetable acreage produces two crops per year, and strawberries are in continuous production from April to November. To process these, and other foods, Watsonville has over 80 plants engaged in packaging, freezing, canning and cold storage.

In recent years horticulture (mainly floriculture) has become an expanding enterprise in the Watsonville area, bringing much beauty along with a \$5 million industry in which 75 employers grow acres of flowers, bulbs, seeds, Christmas trees, and holly. Watsonville provides carnations, orchids, roses and other flowers for corsages and bouquets enjoyed throughout the United States.

Watsonville has been an agricultural community, but within the past few years a growing number of light manufacturing firms have joined the industrial community to help diversify the economy. While Watsonville seeks this new industry, it is protecting the agricultural base of the city by planning and zoning in advance of commercial expansion for the preservation of apple orchards and prime farm land.

WATSONVILLE,


Watsonville is located in beautiful Pajaro Valley in the Monterey Bay Region of California, 90 miles south of San Francisco and 355 miles north of Los Angeles.

The population of Greater Watsonville is 26,000 with a trading area of 40,000. Residential sites can be chosen at the beach, country or heart of town in all sizes and prices. Home styles range from the graceful early-California type to the contemporary design beach houses at Pajaro Dunes — in between are custom built tract style homes, garden apartments, town houses, and mobile home parks. At present, low cost housing units for both rentals and ownership are under construction.

Year round recreational opportunities are abundant: golfing, fishing, boating, camping and game hunting. Within a ten mile driving range of Watsonville are six state beach parks and a mountain park, three golf courses, and Pinto Lake, a newly developed regional park.

Watsonville residents are served by 43 churches representing all major faiths, a new general hospital with 103 beds and modern laboratory facilities, and 5 convalescent hospitals. The Pajaro Valley Unified School District provides educational facilities through 16 elementary, 3 junior high, and 2 senior high schools. In addition, there are 3 parochial schools. Within minutes are the Cabrillo Community College and the Santa Cruz campus of the University of California.

Watsonville's progressive city government and its general plan have kept Watsonville forward-looking in all phases of development while preserving those qualities which make it a good place to work and live.

Watsonville 

WATSONVILLE

INDUSTRY & AGRICULTURE

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INDUSTRY

The same mild climate that has influenced great agricultural growth now makes Watsonville an attractive industrial area. City Planners, business leaders, and both government and privately owned utilities have cooperatively worked to plan Watsonville's tomorrows.

Watsonville has 320 acres zoned for light and heavy industry available in parcels from one to 60 acres. The land is flat to gently rolling, has good drainage, and utilities are either already in, or at the property line. All utilities provide special industrial rates.

A newly developed industrial park adjacent to Watsonville Municipal Airport has available to light industry 244 acres parceled in a variety of sizes for sale or lease. Through phased development of the industrial park area, the length of the existing airport runway is to be increased from the present 4,500 feet to 6,100 thereby accommodating business jets and medium range transport aircraft. Additional sites for both light and heavy industry are available in the Beach Road and Pajaro areas.

Watsonville is well located to serve major markets with excellent transportation facilities. It is served by Southern Pacific Railroad's main line between Los Angeles and San Francisco, Greyhound lines, and 6 major motor truck carriers provide overnight delivery to all California cities. In addition to charter service at Watsonville Municipal Airport, both passenger and freight services are available at nearby airports . . . Monterey, 28 miles south; San Jose, 47 miles north, and San Francisco International, 85 miles north. There is a new by-pass freeway route to scenic Highway 1 and ten miles east of Watsonville Highway 152 connects with California's major north-south freeway, Highway 101.

Local financial resources for assisting prospective industry include 6 banks and 2 savings and loan associations, all of whom maintain either an Industrial or Business Development Division. There is an adequate and growing labor force for both seasonal and year-round employment.

