

WATSONVILLE HISTORY 1970's-1980's

Explosion of growth in city — here's documentation

The city Planning Department at our request has compiled a list of major and/or significant developments in Watsonville since 1980. We were surprised, as was the planning staff, at just how long the list ran. It documents impressively the general feeling that the city's been undergoing a period of unsurpassed growth in recent years.

REFERENCE

Industrial

Name	Location	Approved	Built
Santa Cruz Metro Transit District 9.4 acre site	Sakata Lane	1982	1983
Seagate 206,000 sq. ft. building	Airport & Nielson	1982	1984, not yet occupied
Hanger Way Industrial Park 30 lots	Hanger Way	1983	some vacant lots
Westridge Park 8 lots, 32 acres	Harkins Slough Rd. & Westridge Dr.	1983	one building, one under construction
Termicold Corp 200,000 sq. ft. building	Riverside Dr. near Harvest	1983	1985
Landmark Industrial 42 lots, 150 acres	Landmark Parkway & Harkins Slough Rd.	1985	not yet built
Tandem Computers 81,000 sq. ft. building	Anna St. & Hangar Way	1982	1984
Skyways 40,000 sq. ft.	Aviation Way	1985	1986
Fixed Based Operation Center 44,000 sq. ft.	Aviation Way	1985	1986

Commercial

Name	Location	Approved	Built
Watsonville Square 12 acres	Green Valley Rd. & Main St.	1980, 1983 & 1985 expansions	1982
Freedom Food Center 26,000 sq ft building	Freedom Blvd. near Green Valley Rd.	1981	1984
Lucky Center 56,00 sq ft building	Freedom Blvd. & Alta Vista	1981	1982
Green Valley Professional Park 3 acres	Penny Lane & Green Valley Rd.	1981	1/3 completed
Mini-Storage Rentals 200 storage units	Freedom Blvd.	1985	under construction

Crockers Lockers 24,000 sq ft building	Holm Rd. & Herman Ave.	1982	1983
La Manzana 28,000 sq ft rehab	Main St. & West Lake Ave.	1983	1985
Penny Lane/Aspen Way Offices 9,000 sq ft buildings	Penny Lane & Aspen Way	1984	1986
Orchard Supply Hardware 63,000 sq ft building	Main St. & Green Valley Road	1985	under construction
Watsonville Inn 100-unit motel	Highway 1 & Green Valley Rd.	1986	not yet built
Pajaro Valley Inn 100-unit motel	Highway 1 & Airport Blvd.	1985	not built yet
Ramada Inn 110-unit motel	Highway 1 & Beach Rd.	1986/87	not built yet
Elder Partner Convalescent Hospital 99 beds	Crestview Drive & Madison St.	Rezoning denied 1986	not built yet
Pajaro Hills Commercial 4 acres	Green Valley Drive & Main St.	pending	not yet built

Residential

Name	Location	Approved	Built
Madonna Vista 344 units	Clifford Ave. & Montebello Dr.	1980	285 units built ongoing construction
Green Valley Highlands 175 apts.	Green Valley Rd. & Hope Drive	1980 as condos 1986 as apts	not yet built
Apple Hill 150 condos	Main St. & Highway 1	1980	many built ongoing construction
Maranatha Meadows 87 lots	Maranatha Dr. off Green Valley Rd.	1980 on	most built; ongoing construction
Oakridge Subdivision 20 lots	off Green Valley Rd.	1980	1 lot left
Winchester Acres 30 townhouses	Winchester Drive & Diamond Drive	1980	under construction
T.E.C.H.O. 24 townhouses	Lake Village Drive & Weeks Drive	1982	not yet built
SC Housing Authority 72 units	Scattered sites	1982	1985

Meadow View Apts. 192 apts.	Green Valley Rd. & Harkins Slough Rd.	1983	1985
Winchester Acres 76 townhouses & condos	Winchester Drive off Hammer Drive	1983	40 units built ongoing construction
Martinelli Manor 36 lots	Arbol Drive & Brewington	1983	1985
Garden Apartments 80 apts.	Pennsylvania Drive & Clifford Ave.	1984	1986
Evergreen Apartments 37 apts.	Main St. & Rodriguez St.	1985	not yet built
OMC 27 condos	East end of Crestview Drive	1986	not yet built
Buena Vista Terrace 80 senior apts.	West end of West High St.	1986	not yet built
Horizon Hills I and II 15 acres approx. 150 units poss.	Harkins Slough Rd. south of Ramsey Park	pending	not yet built
Elder Partners Senior Apts. 78 apts.	Crestview Drive & Madison St.	Rezoning denied 1986	not built
Heritage Development 86 apts. 32 townhouses	North of Crestview Drive	Rezoning denied 1986	not built
Crestview Arms 30 condos	North of Crestview Drive	1986	under construction
Tuttle Ave. Apts. 26 apts.	Tuttle Avenue & East Lake Avenue	1987	not yet built
Maranatha Village 26 townhouses	Maranatha Drive & Green Valley Rd.	1986	under construction

Awaiting development

Name	Size	Location	Action
Rehrman Property	4 1/2 acres	Main St. near Green Valley Rd.	Rezoning from low density residential to commercial and high density residential
Console Property	33 acres	Main St. near Clifford Ave.	Rezoning from low density residential to open space, commercial and medium density residential
200 block downtown	6 acres	Main St. and Riverside Dr.	U.S. Post Office to be built; development proposals being developed
Franich Annexation	72 acres	East of Highway 152	Approved; currently in litigation
Burgstrom Annexation	20 acres	North of Bay Village area near Salsipuedes Creek	Pending

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A chance to put in your 2 cents' worth

HOW WOULD you like to see Watsonville grow?

A simple question, yet an important one. So important, in fact, the city's now embarked on a fact-finding mission to lay the groundwork for a plan that will guide growth into the next century.

California law requires every city to adopt a General Plan every 20 years. This involves a lot more than just sitting around a table drawing lines on a map. First a mass of information involving important concerns must be gathered and weighed. Among these considerations:

Land: How should idle land be developed? Tough decisions when various uses — commercial, residential, industrial, parks — compete for the same space.

Housing: How much housing do we have? How much do we need in the future, especially low-cost housing?

Transportation: People need to move around, whether by car, bus or on foot, to get to their jobs, or the store, or visit their friends. Transportation planning is all a part of this.

Open space: We need to think about parks, about saving natural habitats, and preserving farm lands.

The Plan also deals with noise problems, especially those produced by traffic, and safety issues, such as those arising from use of hazardous materials.

To find out what citizens think about these problems, the city Planning Department is conducting a survey with a whole range of questions about issues such as jobs, growth, traffic, shopping, neighborhoods, housing, parks, etc.

We've reproduced the survey on the opposite page. You are invited to fill it out, cut it out and mail it to the Planning Department, Box 430, Watsonville.

In addition, the Watsonville Chamber of Commerce has prepared its own questions, which have a slightly different emphasis, and we give those as well. Once again, you are urged to fill in your answers, and mail the form to the Chamber office at 44 Main St.

If you want to save a stamp, you can mail both forms in one envelope. Address it to Survey Editor, Register-Pajaronian, 1000 Main St., Watsonville 95076. We will see they are delivered to the proper place.

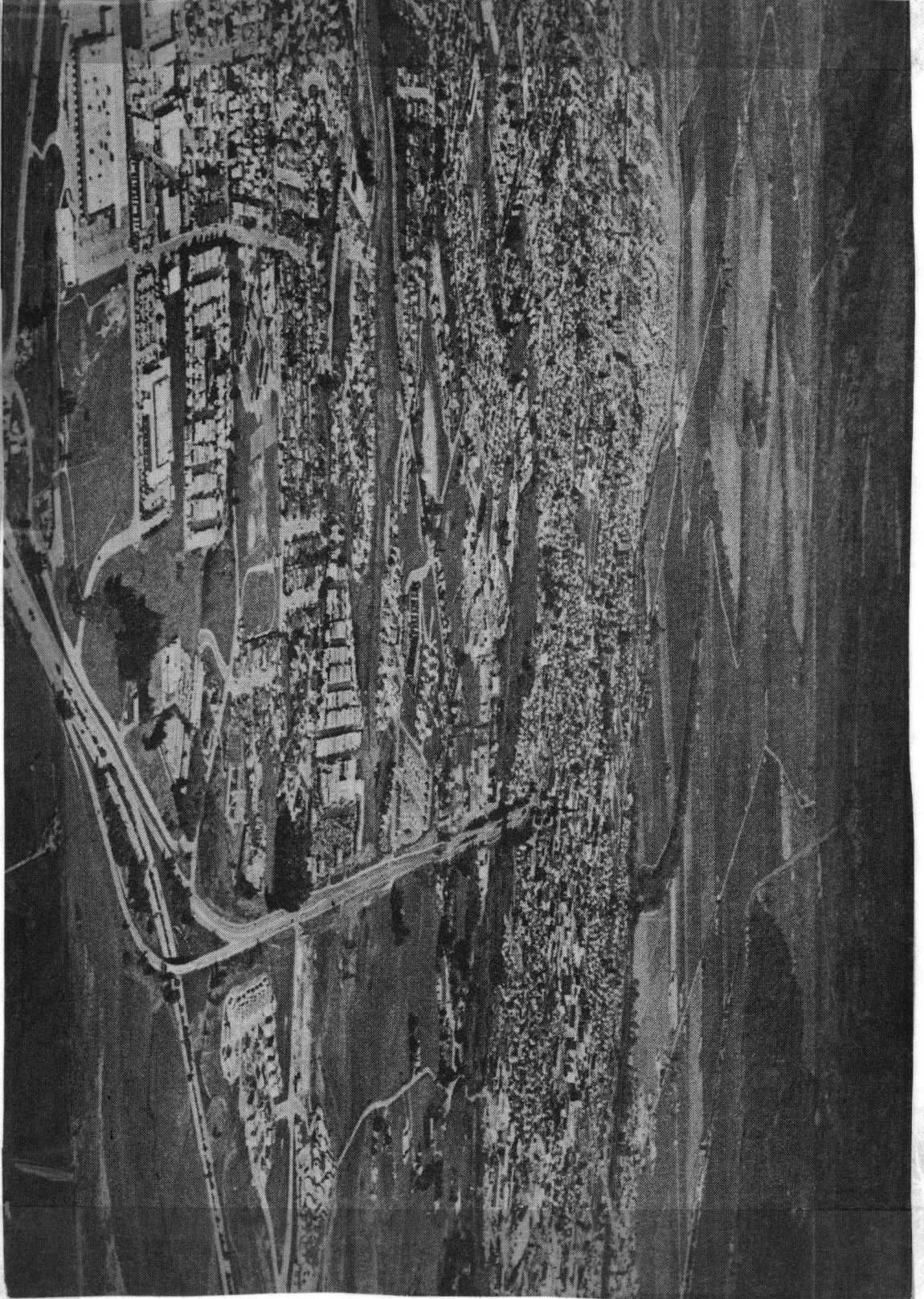
Both surveys are timely. The City Council will hold its second temperature-reading town hall meeting next week to seek public views on many of the issues the questions on this page address. The meeting will begin at 7:30 p.m. Tuesday at the Watsonville Senior Center, 114 East Fifth St.

Meanwhile, we hope you will take advantage of the rare opportunity presented by the two surveys on this page. We feel they're a bit more important than those annoying consumer questionnaires that come in the mail from time to time. In this case, your answers can make a difference in the future quality of life in the Pajaro Valley.



Contrast

The two aerials show dramatically growth in Watsonville during the time the existing General Plan, now being updated, has been in effect. The photo at left, date uncertain, appears to have been taken soon after the freeway bypass was built (right corner). Green Valley Road is almost rural, and forms a 'T' where it joins Main street. Today, the Green Valley-Main intersection is one of the city's busiest. Photo at left courtesy of Covello and Covello Photography; top, Register-Pajaronian photo by Kurt Ellison.



REFERENCE

APTOS BRANCH LIBRARY
7695 Soquel Drive
Aptos, California 95003