

Local

Watsonville - Politics & Govt

Election '89

District 5: Watsonville's most diverse district

Watsonville's District 5, the Heights area, is a microcosm of Watsonville. There are businesses, a park (Callaghan), a mobile-home park, middle-class homes and some low-income housing.

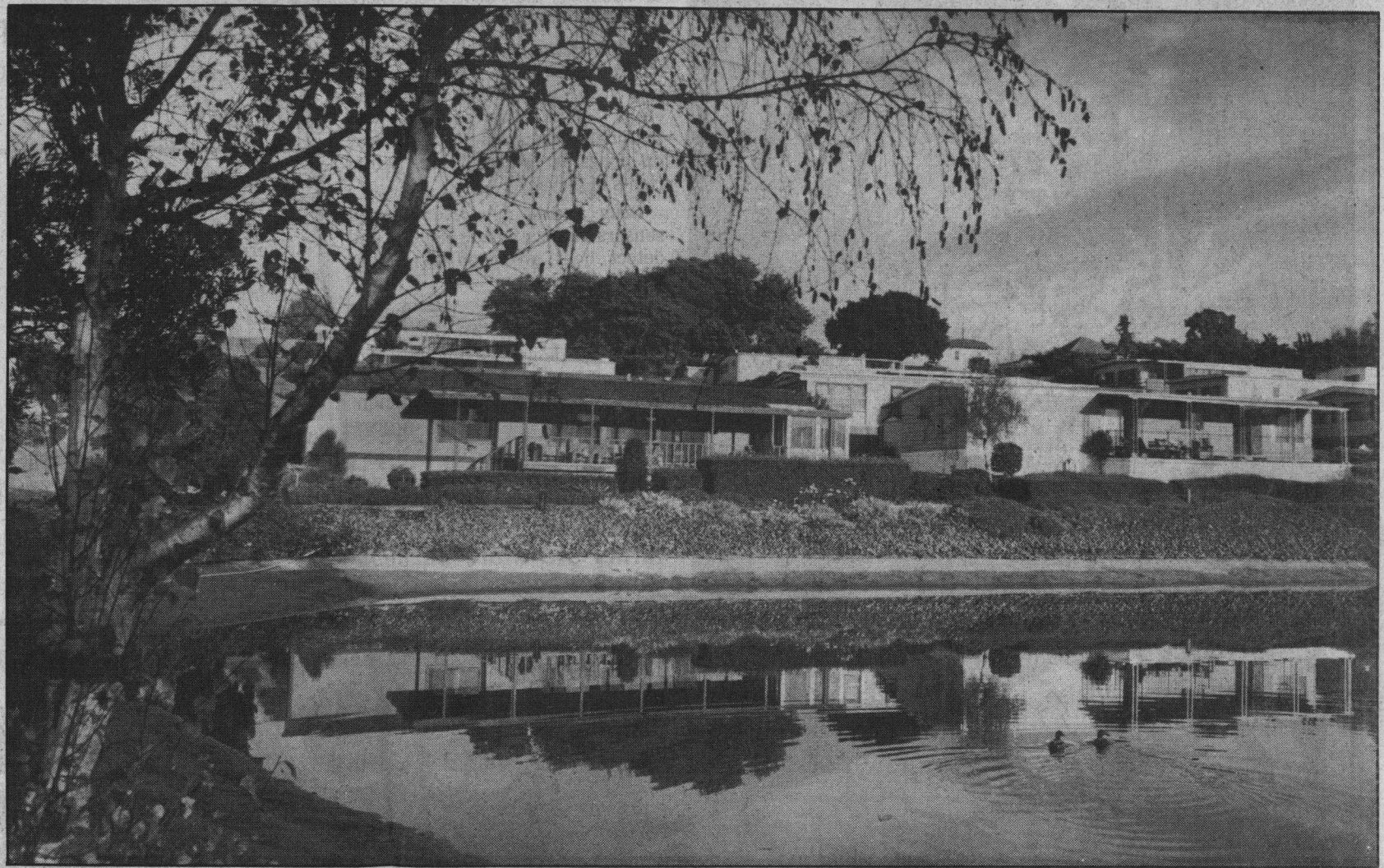
Rebuilding has suddenly become an issue in District 5, which sustained heavy damage in the Oct. 17 earthquake. The district includes Jefferson Street, a quiet little street of older homes, where the quake's damage was most severe.

The district has some new homes since the quake — the unofficial tent city people have set up at Callaghan Park. City officials are letting the people stay there, but are concerned about the conditions there when the winter rains come.

The candidates are Parr Eves, who has long been active in Democratic causes and liberal issues in Watsonville, and Luis De la Cruz, a former school principal who is a political moderate. Both have expressed a strong interest in social issues.

Marie Williams, who filed candidacy papers, announced in September she would not run. It was too late, however, to take her name off the ballot, so it will appear.

The district straddles Freedom Boulevard, starting at Miles Lane, up Santa Clara, over San Benito, down Arthur, along Main, up Rodriguez, down Ford, along Main again, over East Fifth, up Lincoln, over California, up Roosevelt, over Stanford, up Monte Vista, and over Prospect back to Freedom.

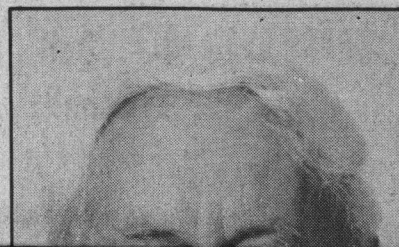


Portola Heights, a seniors-only mobile-home park, has 119 spaces in District 5.

Kurt Ellison

Eves a sharp critic of city management

on housing finances



De La Cruz defends city's record on

managing growth



On housing, finance

City Council candidate Parr Eves said he's been watching Watsonville city government and doesn't like what he sees.

Eves, a candidate in District 5, the Heights area, said there are "disarray, disagreements and divisions, now made public, which apparently have characterized the internal workings of city government for some time."

"This is no way to run a government," said Eves, who said he wants City Manager John Radin "to get his house in order" and provide an up-to-date accounting of the city's redevelopment project, financial status, and contracts and agreements.

Eves said he isn't calling for Radin's resignation at this time, but said the city manager has two options: "To either stonewall and carry on as before; or to come clean and make his last months in office ones of candor and honesty, and before the fiascoes far exceed any accomplishments he may have achieved."

The city, Eves said, is "not abiding by the order to provide for the low- and moderate-income people in our valley." He said he wants to see more efforts toward getting grants for low-income housing. The city also should take a close look at inclusionary housing laws, which require developers of large projects to provide a certain percentage of affordable housing as a condition for building.

In the city's recovery from the Oct. 17 earthquake, Eves said, "My main focus is on the people who need housing more so than the businesses," although he said the businesses needs shouldn't be overlooked.

There are a number of housing programs available, which the city needs to explore, Eves said. He admits there's no big solution that will provide for all the city's housing needs.

Eves said he wants to explore further Tony Franich's application to annex a 72-acre apple orchard on East Lake Avenue and build 600 homes there. Eves said the annexation would cause a domino effect on other annexations and building.

Eves supports the initiative on the ballot to establish a rent-control law more favorable to mobile-home park tenants, but said he couldn't understand the

City Council's decision to put the measure on the ballot, rather than approve it.

If elected, Eves said he plans to set up neighborhood groups to keep him abreast of what's going on in the district.

Eves, 60, has lived in the Pajaro Valley for 35 years, and said he always been politically involved with liberal and progressive causes, although this is the first time he's run for public office. He's lived inside the city limits for the last seven years.

Eves managed Cecil Smith's successful campaign for Santa Cruz County Supervisor in 1974 and was involved with the campaign of Russ Oaks, who lost to Sherry Mehl in the 1986 supervisory election.

He is a member of the Pajaro Valley Democratic Club and was named Democrat of the Year in 1988. He's been a member of Kiwanis for 30 years and has been on the Watsonville YMCA board of directors off and on for 30 years, serving as president in 1984 and 1987. He's also worked on United Way and Salvation Army projects.

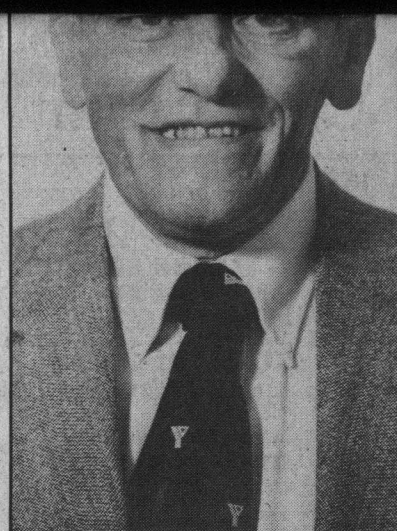
Eves said he would view election to the council "as the capstone of my public service." His wife, Mary Parker-Eves, is a Methodist minister, working part-time in Prunedale. She'll complete her religious schooling in three years, Eves said, and could be sent elsewhere. Eves said that in any case, he would not move before his council term is complete.

Eves owns P&M Business Service, on Freedom Boulevard.

'Disarray, disagreements and divisions ... apparently have characterized the internal workings of city government for some time.'

— Parr Eves

He's been with the company, which his father owned, since he came to the Pajaro Valley. Three years ago, the business went into Chapter 13 bankruptcy (reorganization). Eves said the bank-



PARR EVES

● Age: 60
● Occupation: Owner, P&M Business Services.

● Urges stronger efforts for low- and moderate-income housing.

● Says housing should take priority in the city's earthquake-relief efforts.

● Favors the initiative for a new rent-control law for mobile homes.

● Wants City Manager John Radin to 'get his house in order,' but not necessarily to resign.

ruptcy was related to a divorce he was going through at the time.

"The reorganization has proved my business is profitable," Eves said.

— Lane Wallace

Managing growth

For the last four years, Luis De La Cruz has had a say in Watsonville's growth from his position on the city Planning Commission, and he thinks the city has done a pretty good job managing growth.

"The projections have been pretty much on target," said De La Cruz, a candidate for City Council in District 5, the Heights.

"The typical thing to say is that you're for no growth," De La Cruz said, "but as long as we continue to have families, there will be growth."

De La Cruz, 37, a former principal of Salsipuedes and Calabasas elementary schools, has lived in Watsonville for eight years. He now owns Jim's Trophies in Watsonville.

The Oct. 17 earthquake has put Watsonville's housing problems in the spotlight, said De La Cruz. He wants to see an "inclusionary ordinance," which would require housing developers to designate a certain percentage of their projects for low- or moderate-income people.

"We need to be careful that we don't concentrate" low- and moderate-income housing in one part of the city, De La Cruz said, adding that Santa Cruz County and the city need to work together to provide such housing.

Re-establishing the downtown after the earthquake is also a priority, said De la Cruz. The city, he said, should be careful about putting additional housing in the downtown, even on a temporary basis. He's against replacing what had been businesses with permanent residential uses.

De La Cruz, who previously supported Tony Franich's application to annex his 72-acre apple orchard to the city and build 600 homes there, said his support is on hold until he reads a lengthy report on the project. The report was released in September.

Keeping the budget balanced will be a top priority of the new City Council, De La Cruz said, adding that he wants to make sure such basic services as police, fire and roads are maintained. He doesn't advocate any major changes in the city's stipends to local social programs, now about \$60,000 a year.

As for City Manager John Radin, De La Cruz said, "I don't

really know him well. As far as his role with the City Council, even his opponents have agreed he's within his jurisdiction to do some of the things he's done."

"I'm hearing that the issue is not so much John Radin, but the position" of city manager, De La Cruz said. He said he wants to look into the possibility of an amendment to the City Charter that would change the manager's power. Any such amendment would have to be approved by the voters.

De La Cruz said Radin has created a lot of anxiety in the community, both positive and negative.

In District 5, De La Cruz said a key issue is maintaining the roads and reducing traffic hazards. He wants to see a stop sign or traffic signal at Freedom Boulevard and Brennan Street and is concerned about the Lincoln-Stanford intersection.

De la Cruz said his experience in dealing with people is a good qualification for serving on the council.

"Talk about dealing with people," he said. "I've dealt with hundreds of people" as a school administrator as well as in a variety of volunteer efforts.

De La Cruz was born in Texas and worked as a migrant field worker as a youth. He earned a bachelor's degree from UC-Santa Cruz and a master's degree from San Jose State. He worked as a teacher for eight years before coming to the Pajaro Valley Unified School District.

In addition to the Planning Commission, De La Cruz has

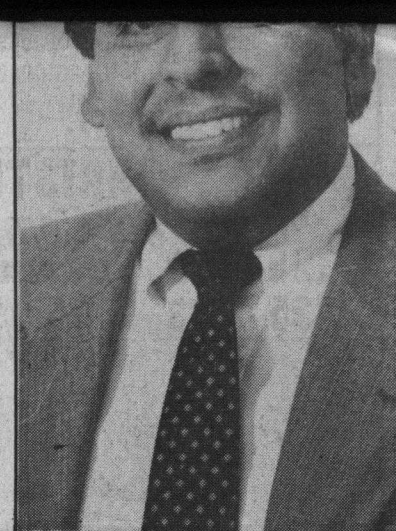
'The typical thing to say is that you're for no growth, but as long as we continue to have families, there will be growth.'

— Luis De La Cruz

served on the Pajaro Valley Arts Council, as chairman of the Watsonville Chamber of Commerce Hispanic Affairs Committee and as president of the Watsonville National Little League.

De la Cruz, who left the school district in the middle of the 1987-88 school year, said, "I left on my own. I always wanted to own my own business."

— Lane Wallace



LUIS DE LA CRUZ

● Age: 37
● Occupation: Trophy shop owner.

● Wants to see an 'inclusionary ordinance' that would require developers to designate a certain percentage of their projects for low- and moderate-income housing.

● Wants to explore the possibility of a voter-approved charter amendment to change the powers of the city manager.

● Says the city has done a 'pretty good job' managing growth.