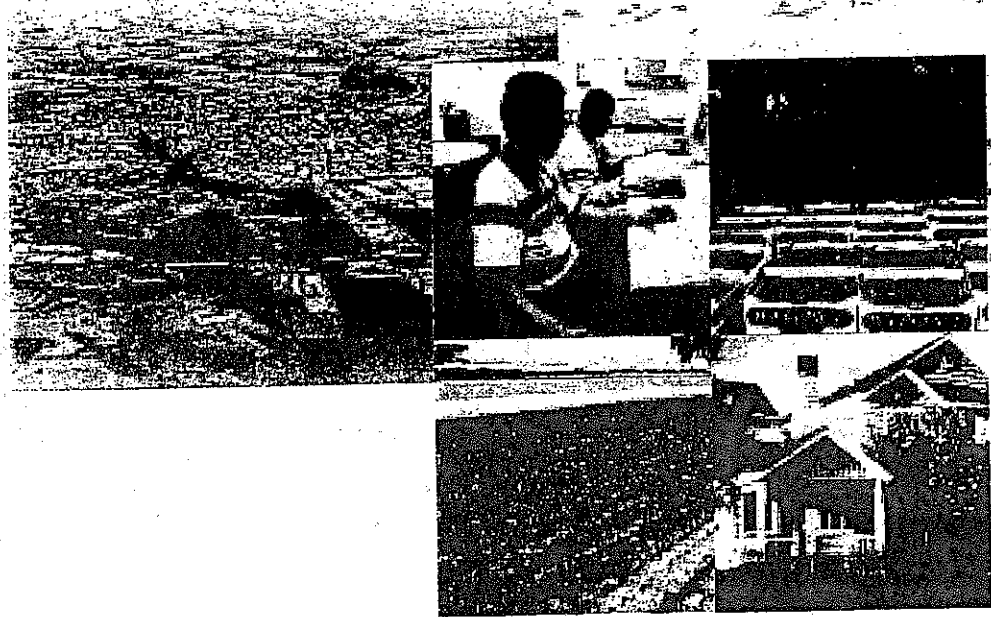


GROWTH MANAGEMENT STRATEGY



Land Use Direction
for the

ATTACHMENT 3
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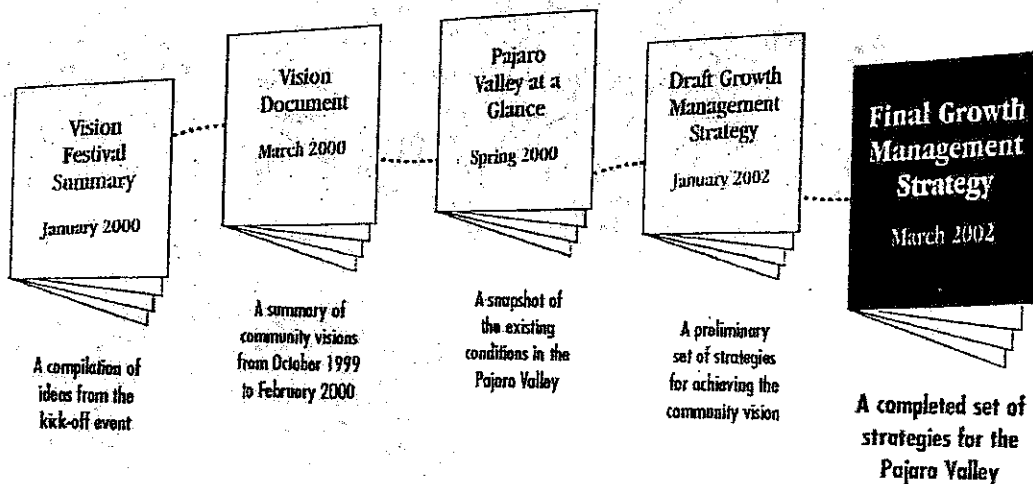




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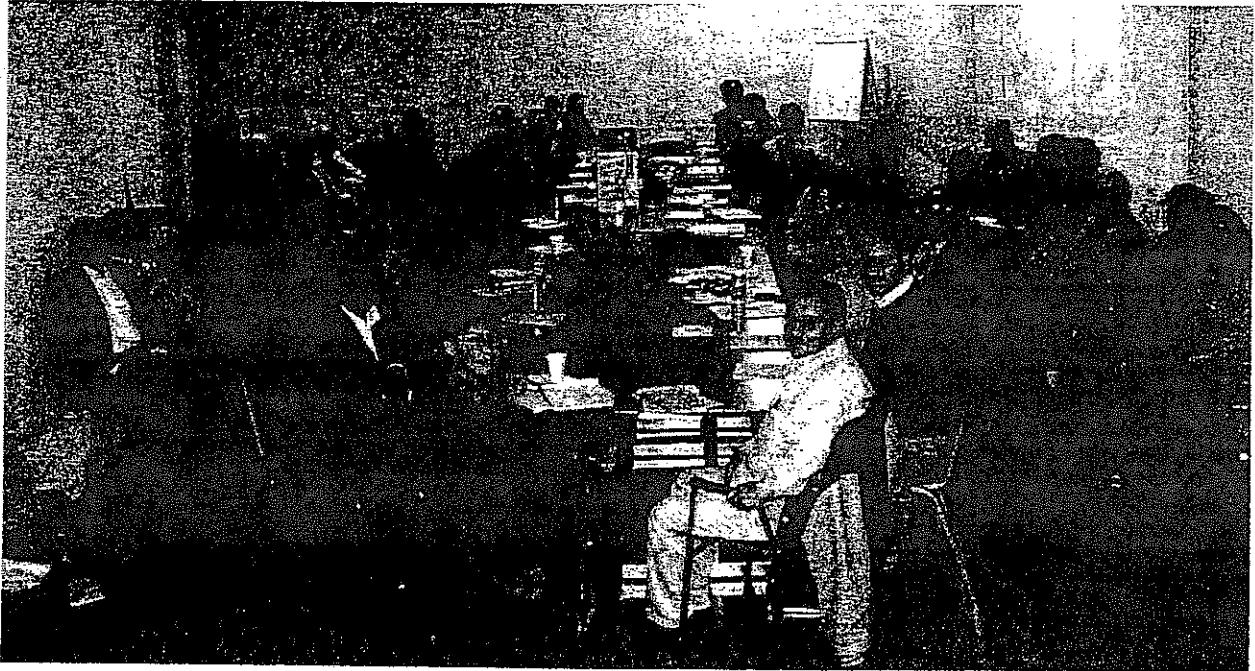
GROWTH MANAGEMENT STRATEGY

Land Use Direction for the Pajaro Valley



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Action Pajaro Valley would like to thanks the Advisory Board for all their hard work in creating this Growth Management Strategy for the Pajaro Valley.

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The development of the Action Pajaro Valley Growth Management Strategy is being overseen and actively managed by a broad-based community Advisory Board.

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CHAPTER I: INTRODUCTION AND OVERVIEW

INTRODUCTION AND OVERVIEW

In May 1998, members of the Pajaro Valley community came together to begin a visioning process about the future of the Valley. This broad-based group of residents, business, agricultural, environmental, and government agency representatives created the non-profit group, *Action Pajaro Valley*, in 1999. The group developed a constructive, collaborative process for planning and creating a positive future for all residents of the Pajaro Valley. This Growth Management Strategy is the result of that process.

A Valley of Opportunity and Challenges

The Pajaro Valley is a community as rich in culture as it is in natural resources. Its location along California's central coast, its diverse population, and its agricultural economy all contribute to the area's distinctiveness and appeal. The Pajaro Valley has an environmental, social and economic identity distinct from the areas that surround it. As a discrete sub-watershed within the Monterey Bay region, the Pajaro Valley is a special place with many assets that have attracted both people and business throughout its history.

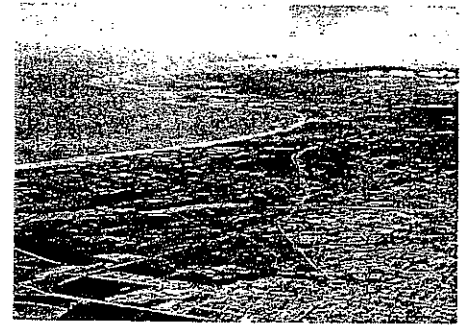
The Valley faces both challenges and opportunities as it enters the new century. Providing well-paying jobs for the Valley's diverse population, ensuring equitable access to safe, affordable housing, and protecting the Valley's unique environmental and agricultural resources are among the most critical challenges.

From Conflict to Collaboration

In recent history, development issues in the Pajaro Valley have been highly contentious. Plans that have supported development of land in the Valley have often been met with contention and distrust from environmental and agricultural stakeholders. Other planning efforts have been unsuccessful in gaining the local government and agency support necessary to implement them. This Growth Management Strategy has been created in an effort to move beyond this traditional conflict and lack of coordination between the Pajaro Valley's diverse interests.

A Unified Approach to Planning

While General Plan efforts have occurred independently in the City of Watsonville, and in Santa Cruz and Monterey counties, there has not been a unified land use plan for the Pajaro Valley as a whole. Many

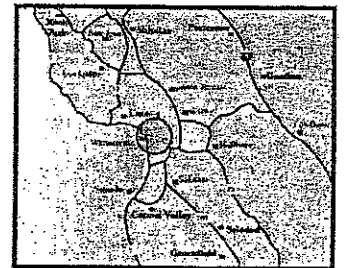


The Mission of *Action Pajaro Valley* is ...

to facilitate an on-going collaborative process for planning and creating a positive future for all residents of the Pajaro Valley.

Action Pajaro Valley includes representatives from: local government, the agricultural industry, environmental organizations, local business organizations, developers, real estate, farm land owners, water agency, health care industry, education, Latino community, seniors, and other community groups.

Location of the Pajaro Valley



The Pajaro Valley is located 24 miles north of Monterey and 95 miles south of San Francisco. It is culturally rich, and a diverse agricultural business community. Beautiful redwoods cover the mountain range on the east and the sandy shores of the Pacific Ocean are on the west.

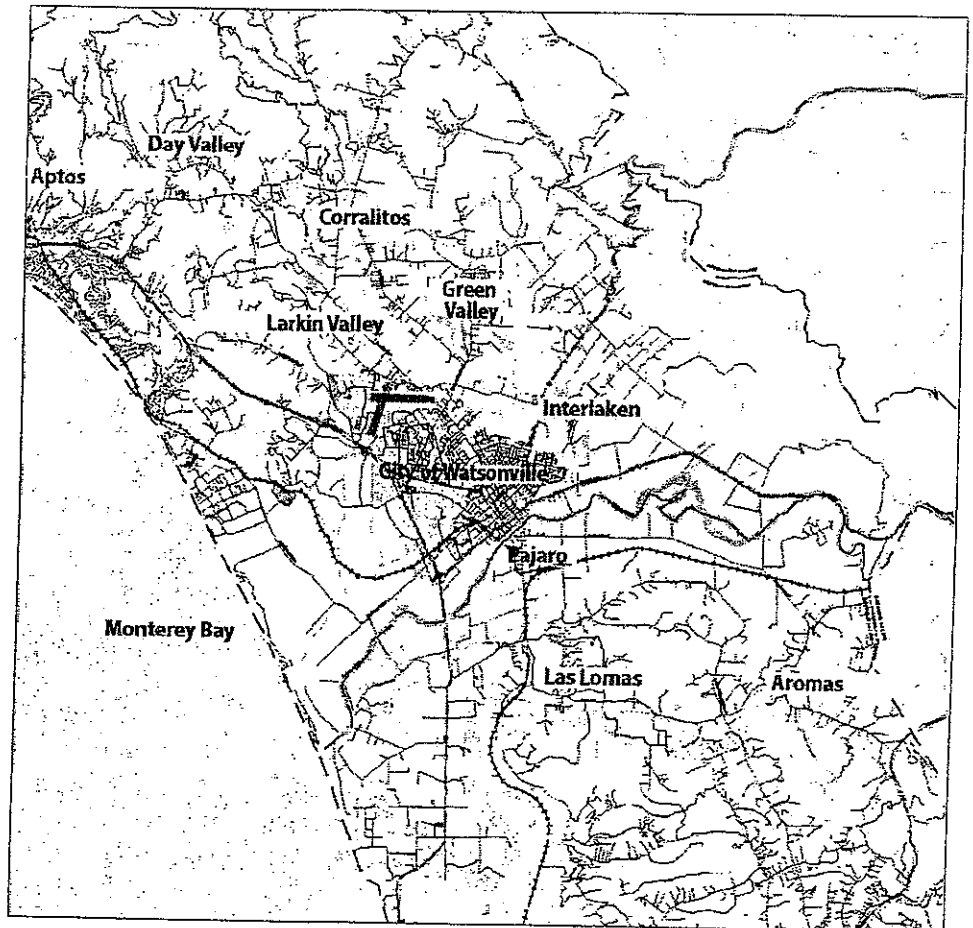
community members have viewed previous land use plans as piecemeal, and short sighted. Those plans often resulted in skepticism and disagreement in the community.

This Growth Management Strategy incorporates a unified set of land use policies for the Pajaro Valley as a consolidated ecological region. These policies balance the Valley's economic interests, environmental resources, and socioeconomic needs for the next 20-30 years.

The Growth Management Strategy embodies the shared vision of many of the Pajaro Valley residents. The policies and principles outlined in this document are based upon future population and demographic projections, infrastructure constraints and opportunities, sensitive environmental and agricultural areas, and political acceptability. The Strategy strives to preserve and enhance the Valley's economy and environment, while improving the quality of life for its people. The goal is to enhance the life of Pajaro Valley residents through tangible, implementable strategies and action plans that can serve as a guide for the community in the future.

Pajaro Valley Study Area

The Growth Management Strategy examines the Pajaro Valley as a single ecological unit that encompasses the lower Pajaro River watershed, extending into both Monterey and Santa Cruz counties and including the City of Watsonville and the Town of Pajaro.



The policies, recommendations, and strategic directions identified in this document will require a variety of implementation techniques. Implementation steps are described in the final section of this document.

This Growth Management Strategy is based upon three principle characteristics:

A Bioregional Approach to Land Use

Rather than being confined by traditional political and jurisdictional land use boundaries, this Growth Management Strategy looks at the Pajaro Valley bioregion as a complete ecological subunit, the lower Pajaro River Watershed. With a project area that spans two counties and the City of Watsonville, the region is defined by its watershed, allowing for a comprehensive, sustainable approach to land use issues in the Valley as a whole.



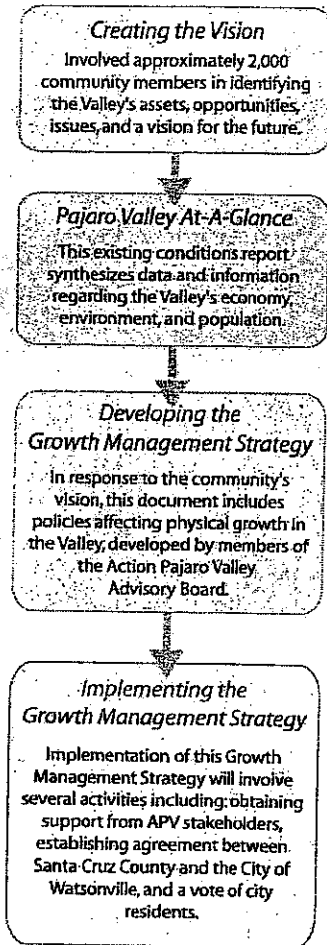
A Multi-jurisdictional Effort

The creation of the Pajaro Valley Growth Management Strategy involved active participation and representation from multiple agencies having jurisdiction in the Pajaro Valley. In a unique collaboration, representatives from the City of Watsonville, Santa Cruz County, and Monterey County, along with representatives from other governmental agencies, citizen groups, and special interest groups helped to create the policies outlined in this document. This multi-jurisdictional model of participation helps to ensure the political commitment essential to implementing the Growth Management Strategy.

Community Coalition Process

The Pajaro Valley Growth Management Strategy embodies the shared vision of a diverse group of Pajaro Valley residents. The Strategy was created by a community coalition with representatives from a wide variety of community interests including business, government, agriculture, labor, education, health and environmental stakeholders.

Action Pajaro Valley
Growth Management Strategy
Process Overview



Overview of the Visioning Process

Visioning is the process by which a community comes together to create a long-range plan that will define the future social, economic and physical development of their community. The visioning process in Pajaro Valley was begun in 1998. It was initiated by a wide variety of community interests including business, government, agriculture, labor, education, health and environmental stakeholders. Representatives from these diverse interests came together to form *Action Pajaro Valley*, a non-profit organization that is sponsoring the visioning and growth management strategy process. In order to involve all of the Valley's diverse, multicultural community, *Action Pajaro Valley* facilitated a number of community outreach activities for the visioning process that were wide reaching and bilingual in nature. These activities included a Vision Festival and community workshops in which residents of the Pajaro Valley were asked to identify *key issues and challenges, assets and opportunities, and visions for the future*. The visioning process was based upon an open, inclusive community dialogue that was focused on getting all parts of the community involved in sharing ideas about the future of the Pajaro Valley.

The results of these outreach activities are summarized in a Vision Document, produced in March 2000 (available on the APV website: www.actionpajarovalley.org). The Vision Document synthesizes and analyzes the results of an extensive community outreach effort that involved over 1,200 community members throughout the Pajaro Valley. The document includes the following major findings.

Key Issues and Challenges

Throughout the visioning process, community members of the Pajaro Valley identified the major issues and challenges for the future. The major themes of this community discussion are summarized below.

Land Use/Transportation

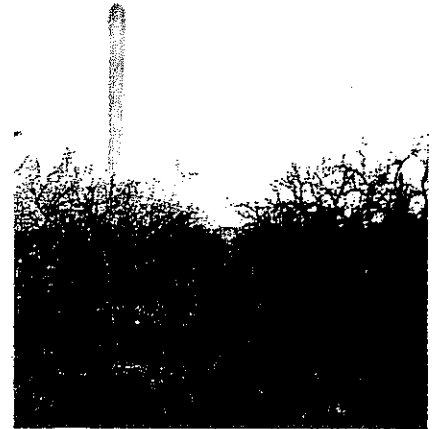
Balancing the desire for urban development to support the Valley's economy and growing population with the desire to preserve the Valley's agricultural lands and natural resources is a complicated yet imperative issue. Planning for the future in the Pajaro Valley will require an efficient infrastructure system including transportation, water and municipal services. In addition, protecting the Valley's vast environmental resources, including wetlands and streams, beaches and



open spaces, wildlife habitats and other biotic resources, is central to preserving the quality of life for Valley residents.

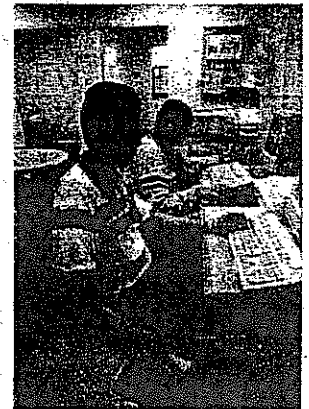
Agriculture

With a mild climate and naturally fertile soil, the Pajaro Valley is home to some of the most productive agricultural land in the world. As the major land use designation, agricultural land in the Valley is connected to several important issues. Preserving agricultural lands, the use of pesticides, salt water intrusion, and water consumption are all important issues related to agricultural land and production. Attracting agricultural laborers and ensuring adequate housing and amenities for these workers are also major challenges.



Education and Workforce Development

The need for more comprehensive workforce development and an expanded educational system were two of the most widely recognized issues in the Pajaro Valley. Ensuring adequate facilities and funding for a quality educational system and increasing the attainment level of the Valley's youth are major challenges. In addition, addressing the need for workforce training and development in attracting higher paying, high skill jobs to the area is an issue throughout the Pajaro Valley community.



Neighborhoods, Housing and Community Design

Providing comfortable and affordable housing and creating livable and safe neighborhoods are two important indicators of community well being. Creating neighborhoods that accommodate seniors, farmworkers and community members of all income levels is a community-wide issue. Furthermore, adhering to neighborhood and community design strategies that foster a sense of community unity and preserve the Valley's unique aesthetic is an important component of this issue.

Economic Development

As the economy of the Pajaro Valley grows, there are several important issues to consider. Determining the mix of economic growth in the markets that would best serve the Valley's population is a challenge. In addition, ensuring a diverse and plentiful job market with livable wages is a major issue for the future of the Valley. The need to revitalize downtown Watsonville and other centers of economic activity and provide the infrastructure for economic development throughout these areas is another issue for consideration. Finally, assessing the role of tourism and eco-tourism in supporting the Valley's economy and

providing the amenities to support that role is a component of the area's economic development issues.

Diversity, Arts and Culture

Diversity, arts, and culture play significant roles in community building. The need to celebrate and foster the ethnic and cultural diversity that exists in the Pajaro Valley emerged as a major challenge for the future. This includes issues of citizenship, race relations, identity perceptions, and integration. A related issue involves the role of arts and culture in the Pajaro Valley Community. An appropriate level of funding and resources for all types of artistic and cultural expression must be provided.



Community Services

As the population of the Pajaro Valley increases, the ability to provide the necessary services to the community is essential. These services include healthcare, recreation, social services and municipal services. Ensuring that these amenities are accessible and affordable to all of the Pajaro Valley population is an important issue for consideration.



Young People

The need to provide opportunities and assistance to the Valley's growing youth population is important. The need for recreational venues, educational opportunities, job training skills, mentoring programs, leadership development opportunities, and crime and gang prevention programs as well as programs to address the high youth pregnancy rate are all significant.

Interagency and Regional Collaboration

The Pajaro Valley is under the jurisdiction of multiple governing agencies. As a result, many issues involving governmental and agency collaboration emerged throughout the visioning process. A regional approach involving government and agency coordination is the only way to achieve social and economic equity within the Pajaro Valley.

Water

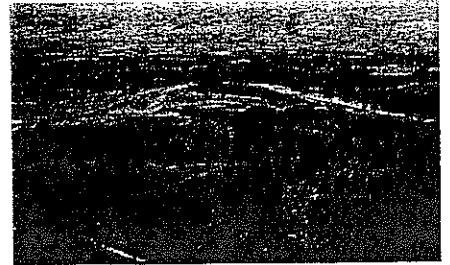
The supply and distribution of water are critical issues in the Pajaro Valley. The Pajaro Valley's water supply is essential in supporting the agricultural industry, a growing population and many rare wildlife habitats. More than 95% of the developed supply is pumped groundwater. Water quality, consumption and management, and flooding must be addressed.

Assets and Opportunities

One result of the visioning process is the identification of the Valley's Assets and Opportunities. The following section, further described in the Vision Document, helps to define the approach taken in developing the Growth Management Strategy.

Unique Natural Environment

The climate, beaches, hillsides, sloughs, lakes, river, creeks, wetlands and open spaces comprise the unique ecosystem of the Pajaro Valley. The scenic qualities of this environment attract people from all over to the Pajaro Valley. In addition, these features provide a healthy environment for the Valley's residents and opportunities for recreation space and outdoor activities. Finally, this unique natural environment provides an important habitat for the Valley's diverse wildlife.



A Diverse Community

The Pajaro Valley is made up of people of many different ethnicities, age groups and socioeconomic classes. This diversity provides the opportunity for social understanding as well as appreciation of our similarities and differences. In addition, a diverse community can celebrate and enrich itself through the artistic and cultural activities that come with multiculturalism.

A Strong Agricultural Economy

The Pajaro Valley is home to some of the most fertile and productive agricultural land in the world. The fruits, vegetables and flowers that are farmed on this land are the driving forces behind the Valley's vast and thriving agricultural economy. Recent developments include organic farming and eco-tourism. The agricultural economy is an important asset for the Valley in bringing jobs and revenue to the Valley's residents.

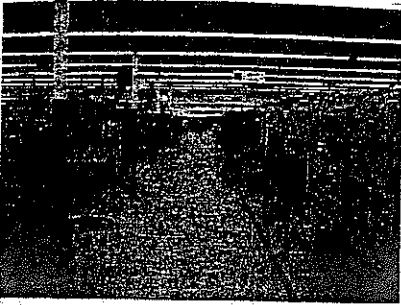
A Growing Youth Population

As the median age of the Pajaro Valley community becomes younger, there is an opportunity for the Valley to capitalize on the assets that young people bring to the community. The Valley's young people can contribute to an expanding workforce and bring energy and vitality to the community.



Community Character and Sense of Community

Residents of Pajaro Valley have a strong identity and sense of community. As a result, the Pajaro Valley has retained a "small town" feel, local character and many historic and cultural features.



Strong Industrial Base

Several industrial and manufacturing firms are headquartered in the Pajaro Valley. Frozen food, food processing, construction materials manufacturing, construction, and many other business sectors contribute greatly to the Valley's economy. The strong industrial base provides economic opportunities including jobs for Valley residents.

Labor Force

One of the Valley's most important assets is a large and growing labor force. The availability of workers and employment training programs offer opportunities to attract economic development and to strengthen support for the Valley's existing economy.

Visions for the Future

A vision is a desired end state—an ideal future. A vision may not be achievable all at once or even for many years. A community vision is only possible through the efforts of many individuals and institutions. The following vision statements represent the input and discussion of over a thousand community members in the Pajaro Valley.



A Well-Planned Community

The Pajaro Valley community wants a well-conceived, well-coordinated set of plans to guide decision-making and resource allocation. Neighborhood organizations, local and regional agencies, government, and the private sector all work together in a process of continuous planning and improvement.

A Sense of Place

The Pajaro Valley retains its character as an attractive coastal community and agricultural valley by growing slowly and sustainably and by emphasizing its history, diversity, and natural environment. The Valley offers a balance of land uses including housing, places of employment, places for shopping, parks and open space, and agricultural land. A vibrant downtown draws residents to shop and



stroll. The Valley's infrastructure, including transportation, utilities and facilities, efficiently serves these places and the community at-large.

A Healthy Natural Environment

The Pajaro Valley is a model of an environmentally responsible community. Development in the Valley balances economic vitality, social well-being, and ecological health for current and future generations. The Valley community maintains the natural environment and protects the natural character of its beaches, ocean, hillsides, river, sloughs, creeks, wetlands and other environmental resources, while providing a diverse range of recreation opportunities for Valley residents and habitat for wildlife.



A Strong Agricultural Base

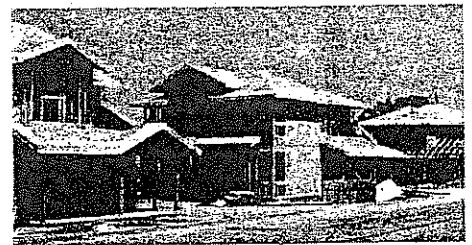
The Pajaro Valley retains a viable, healthy agricultural economy. The community supports the agricultural industry and its workforce by providing the necessary services and amenities.

A Viable Water Supply

The Pajaro Valley community recognizes the importance of water to the area's economic, environmental and social well-being. The Valley is engaged in regional planning efforts in order to ensure that there is adequate water for the Valley's economy and community, an effective flood control plan, and environmental protection measures that ensure clean rivers and sloughs and vital wildlife habitats.

Affordable, Accessible, and Comfortable Housing

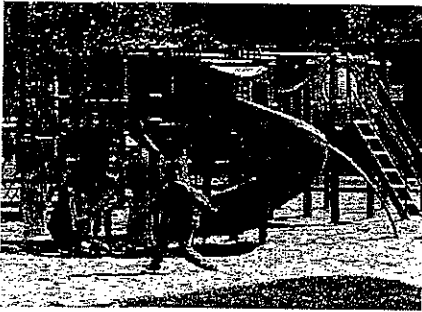
The Pajaro Valley provides a range of housing opportunities that respond to the diverse needs of its residents. Housing is available and accessible to all segments of the Pajaro Valley population including seniors, farmworkers, and community members of all income levels. Growth in the housing supply matches job growth, ensuring that those who work in the Pajaro Valley are also able to live there. Housing is both affordable and safe. New housing design fosters a sense of community and the natural aesthetic of the Pajaro Valley.



Healthy, Safe and Secure Neighborhoods

Children, youth, families and seniors feel safe and secure in the Pajaro Valley. A wide range of recreational opportunities and community services is available to all of the Valley's residents. The Valley's youth population feels valued and cared for. The community helps people during good times and times of crisis. All residents have access to quality and affordable health and social services.





An Educated and Active Population

The Pajaro Valley provides exceptional educational and vocational opportunities to community members of all ages. The community strives for educational excellence and believes in lifelong learning. The Valley's youth population has access to first-class schools and a variety of high quality educational opportunities. Community members in the Pajaro Valley have the educational and vocational skills necessary to create a diverse local workforce with low unemployment and living wages. The Pajaro Valley's workforce functions well in a dynamic economy and responds to local economic demands.

A Balanced Economy

The Pajaro Valley offers high quality employment and entrepreneurial opportunities. The economy is prosperous and stable while maintaining the Valley's "small town" feel and protecting its natural resources. The Valley maintains a healthy downtown and neighborhood centers. The community promotes private economic development that can support the public services and amenities that ensure a high quality of life for the Valley's residents. Diverse employment opportunities exist for the Valley's workforce. Private and public sectors within the Pajaro Valley cooperate to enhance economic vitality and participate in regional economic development efforts.

A Strong Community Identity

The Pajaro Valley is an inclusive, diverse and tolerant community that welcomes and celebrates all people. The community supports and is enriched by the arts and its diverse cultural opportunities. Community building, cross-cultural and intergenerational understanding, and neighborhood pride are all features of the Pajaro Valley's community identity.

Overview of the Growth Management Strategy Process

Following the conclusion of the visioning process in May 2000, the *Action Pajaro Valley* (APV) Advisory Board decided to focus its immediate efforts on the development of a Growth Management Strategy for the Pajaro Valley. The strategy addresses land use, transportation, housing, environmental constraints, and community revitalization.

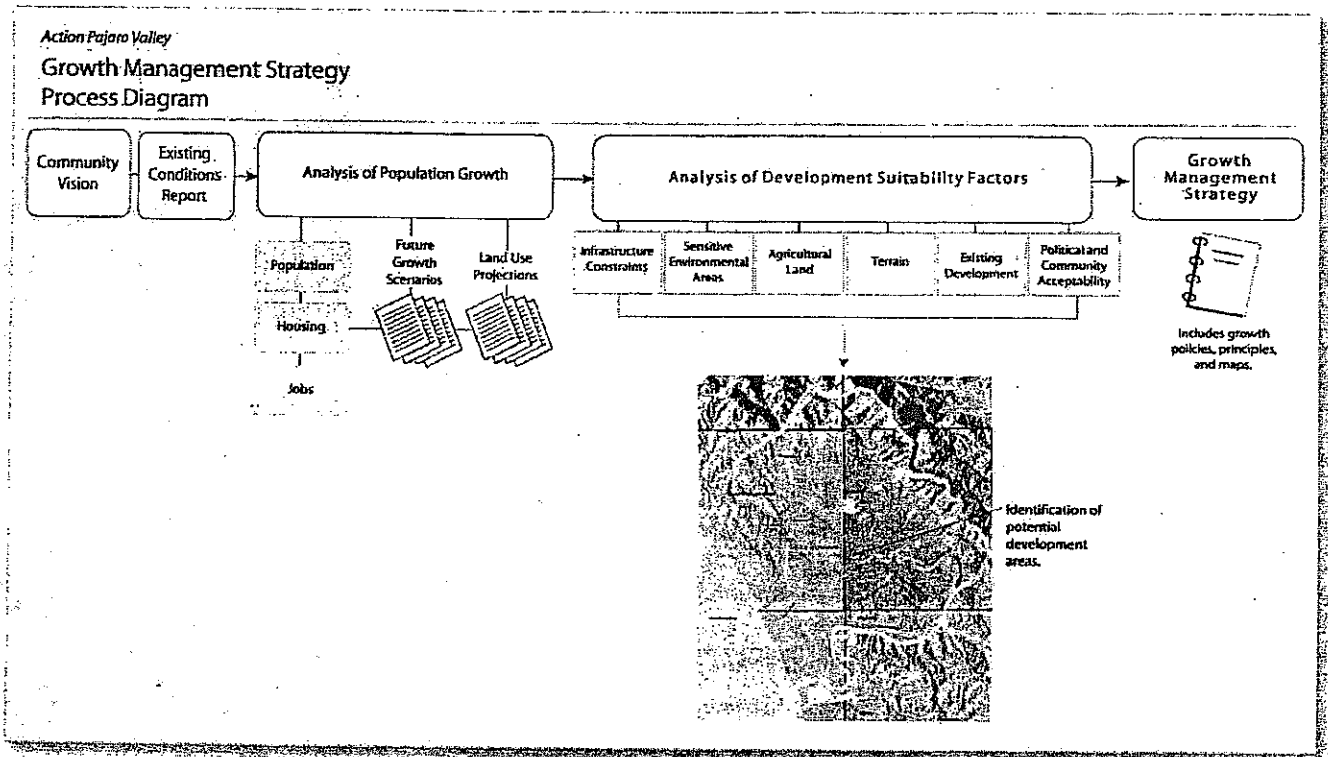
Based on the extensive public input during the visioning process and the direction by the APV Advisory Board, it became clear that this Growth Management Strategy must contain more than a line on a map or a quota for building permits. It must also address issues dealing with the quality, type, location, and amount of development, as well as the broad visions for preservation of agriculture, environmental protection, housing affordability and job creation.

Designing a Growth Management Strategy for the Pajaro Valley

Several approaches to growth management were initially analyzed for the Pajaro Valley—qualitative approaches, quota systems, geographic limits, adequate infrastructure, and jobs/housing balance. Additionally, the APV Advisory Board established that any type of strategy must include qualitative features (design principles, neighborhood prototypes, etc.) in order to address the quality and type of development desired and relate it to the social and economic fabric of the community.

Many of the land use issues faced by the Pajaro Valley are those that can be mapped—preservation of agricultural land, protection of sensitive environmental areas, land for possible industrial or residential expansion, and land subject to flooding or earthquakes. Therefore, a geographic approach combined with development policies and principles appeared to be the strongest approach. The process graphic on the following page outlines the process used in working toward a Growth Management Strategy.





The diagram above identifies the major process elements that led to the creation of this Growth Management Strategy. Based upon the community vision and an analysis of future population growth projections, the Action Pajaro Valley Advisory Board considered a variety of development suitability factors, including environmental constraints, infrastructure availability and community acceptability. From this analysis, a set of growth management principles were developed under the following headings:

Policy Area 1: Designated Communities and Growth Areas: A set of maps specifies the communities that could efficiently and sustainably accept some future growth. These maps include a proposed Urban Growth Area for the City of Watsonville and a rationale and description of growth areas included in this boundary.

Policy Area 2: Development Inside Designated Communities: These policies address design principles and prototypes promote livability and sustainability in areas where growth will occur. Examples of these principles and prototypes are further described in Chapter IV of this document.

Policy Area 3: Development Outside Designated Communities:

This policy area identifies acceptable land uses outside of designated communities, including agriculture, habitat protection, and recreational uses.

Policy Area 4: Environmental Resources: These policies address the need to promote and sustain a healthy natural environment throughout the Valley by using resources efficiently.

Document Organization

This Growth Management Strategy contains the following sections:

CHAPTER II: Analysis of Future Population Growth



CHAPTER III: Growth Policies



CHAPTER IV: Design Principles and Prototypes



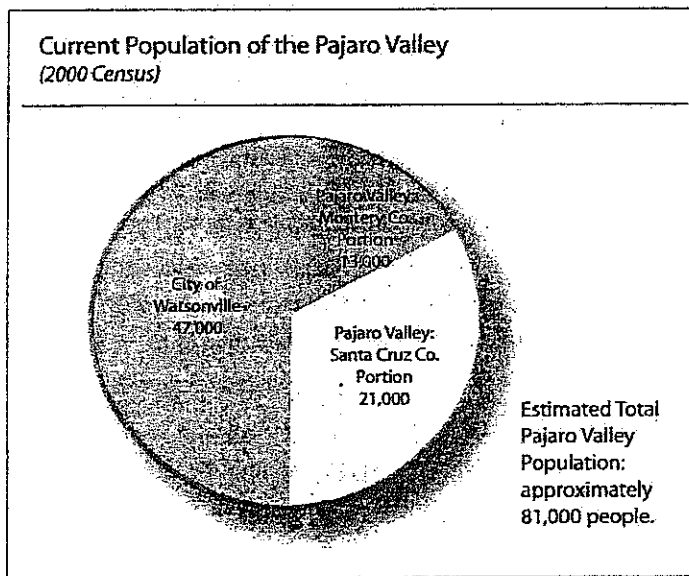
CHAPTER V: Implementation



CHAPTER II: ANALYSIS OF FUTURE POPULATION GROWTH

ANALYSIS OF FUTURE POPULATION GROWTH

Population, housing, employment, and land consumption projections are important indicators for making decisions about future land use needs. According to recent Census data (2000), approximately 81,000 people reside in the Pajaro Valley. This number will increase over the next two decades, creating greater demands for housing, resources, and jobs in the Pajaro Valley. If past trends are any guide, it is clear that in the foreseeable future, the total demand for growth will likely exceed the Valley's capacity for accommodating that growth. An examination of possible growth scenarios will help ensure that the growth management strategy adequately addresses the Valley's future needs efficiently and sustainably.



As part of the Growth Management Strategy process, the Action Pajaro Valley Advisory Board studied various growth scenarios for the Pajaro Valley. The scenarios were hypothetical and were used to provide general direction in identifying the Valley's major population, housing, and economic needs over the next 2-3 decades. They provided a framework for discussion and assisted in the development and evaluation of the growth management strategy.

Projections for the Pajaro Valley

According to both the Association of Monterey Bay Area Governments and local government projections, population in the Pajaro Valley will grow at a rate somewhere between 0.75% and 1.8% over the next 2 decades. This rate varies both by location, with higher growth rates projected in the urbanized areas, and by variations in what some local governments consider reasonable.

The Association of Monterey Bay Area Governments (AMBAG) computes population forecasts for Monterey and Santa Cruz counties, including the City of Watsonville, based upon data from the national census, State Department of Finance, and planning agencies. The 1997 *Regional Population and Employment Forecast for Monterey, San Benito and Santa Cruz Counties Final Report* (AMBAG, 1997) is the agency's most recent set of population projections. This report is expected to be updated in Spring of 2002.

The table below includes AMBAG forecasts for the Pajaro Valley area. The last column reflects the population numbers within the Pajaro Valley Water Management Agency (PVWMA) service area, an area that closely approximates the Pajaro Valley study area defined by *Action Pajaro Valley*. According to the table, the population within the PVWMA is projected to increase from approximately 71,300 (1990) to approximately 98,200 (2020).¹ This represents an average annual growth rate of about one percent per year. 92 percent of the total growth projected for the PVWMA service area is projected to occur within the City of Watsonville/Sphere of Influence.

Year	Monterey County	Santa Cruz County (including Watsonville)	City of Watsonville	PVWMA Service Area
1990 ^a	355,660	229,734	31,099	71,268
1995 ^b	362,874	241,935	33,695	75,747
2000	400,907	257,737	43,620	82,421
2005	435,453	270,060	50,495	87,411
2010	472,562	281,714	51,881	90,926
2015	503,669	292,988	53,816	94,442
2020	536,609	303,646	55,875	98,172

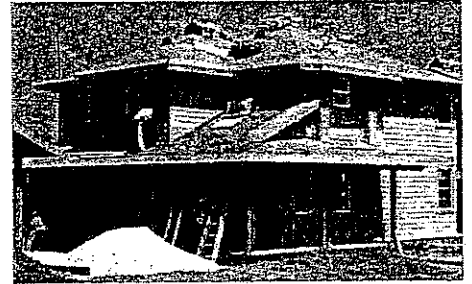
^a 1990 US Census to 1995 State Department of Finance, adjusted for April 1, 1995.
SOURCE: 1997 Regional Population and Employment Forecast for Monterey, San Benito, and Santa Cruz Counties, Association of Monterey Bay Area Governments.

¹ AMBAG 1997, as reported by the Pajaro Valley Water Management Agency, *Revised BMP Draft EIR 2001*

Results and Conclusions

The population projections help determine if the potential growth areas identified in the Growth Management Strategy will accommodate some future population growth. Even without this Growth Management Strategy in effect, future growth will most likely be limited due to:

- Infrastructure constraints;
- Sensitive environmental and agricultural areas; and
- Political and community acceptability,



The Pajaro Valley can accommodate some future growth through:

- Infill, redevelopment, and intensification; and
- Expansion of agreed upon designated communities.

It is estimated that the policies and proposed growth areas included in the Growth Management Strategy (see Chapter III) could provide approximately 4,120 additional residential units within the City of Watsonville over the next 20-25 years. Forty-seven percent (47%) of this growth would occur on land within the existing city limits of Watsonville.



<i>Action Pajaro Valley</i>	
Summary of Additional Residential Units Accommodated by Growth Management Strategy	
	Approximate Residential Units Added
Additional Units from Infill and Redevelopment within Existing City Limits	1,920
Additional Units from New Growth Areas	2,200
TOTAL	4,120

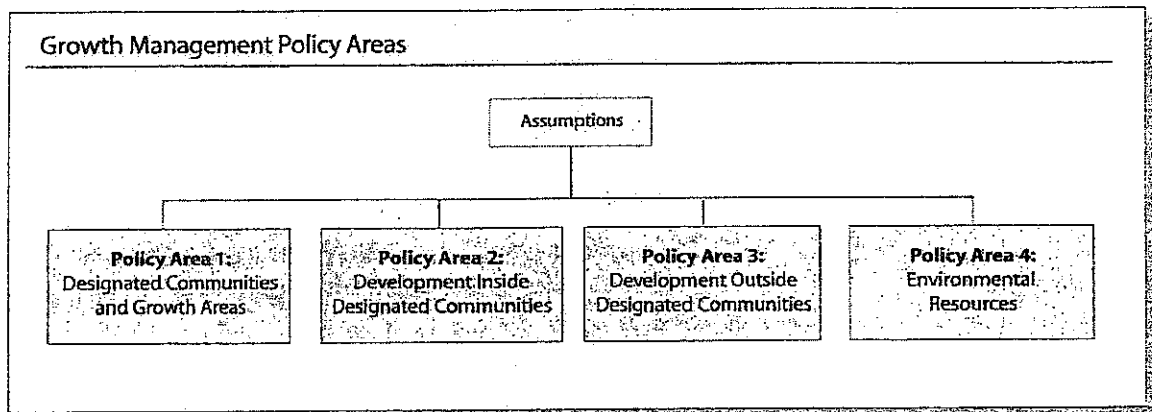
CHAPTER III: GROWTH POLICIES

GROWTH POLICIES

The policies outlined in this chapter of the Growth Management Strategy are intended to establish general and specific direction for future land use decisions in the Pajaro Valley. The policies were developed through the discussion and deliberation of the APV Advisory Board and through numerous public meetings and workshops. A growth policy sub-committee, the Process and Policy Task Force (see "Acknowledgements" for a full list of participants) refined the policy language. The policies respond to the Pajaro Valley community vision described in the introduction of this document. The implementation mechanisms for these policies are described in Chapter V of this document, and will be further established in the next phase of the growth strategy process. Local jurisdictions will be encouraged to include this policy direction in their General Plans.



The Growth Management Policies included in this chapter are grouped into the following policy areas identified in the diagram below:

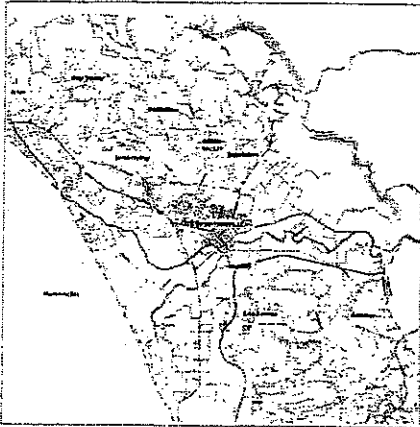


Overview of Assumptions

The growth management strategy policies are based on the following assumptions:

- A₁ Areas where growth is allowed or encouraged (designated communities) will be designated on maps (see Policy Area 1 for maps). These maps are not intended to replace existing zoning, but may result in changes to current zoning.
- A₂ Expansion areas, if any, for designated communities will be based on factors such as preservation of agricultural lands, protection of sensitive environmental areas with appropriate buffer, natural hazards such as flooding and earthquakes, availability of infrastructure, access to transportation system, adjacency to existing developed areas, and community acceptability and needs. These factors are weighted by the extent to which they can be mitigated. (See the APV At-A-Glance Document for development suitability maps).
- A₃ Areas outside of designated communities and any expansion areas will be limited, in accordance with existing zoning codes, to the agricultural purposes defined in this growth management strategy or, if environmentally sensitive lands, to natural and recreational uses consistent with their environmental values. Emphasis will be placed on non-urban uses to the extent possible within current zoning laws.
- A₄ Urban/agricultural buffers for the proposed growth areas are 200 ft. Allowable uses within the growth areas will be agreed upon in future policy.
- A₅ More efficient development will be encouraged and/or required within redevelopment areas. This development should be compatible with existing uses. (See also *City of Watsonville Livable Community Residential Design Guidelines* June 2001)
- A₆ Emphasis will be placed on building neighborhoods and communities as the organizing principle for new growth. This emphasis will include community needs, such as education, recreation, and social services.
- A₇ The Growth Management Strategy may satisfy the fair share allocation requirements for housing as determined by AMBAG.
- A₈ Sites and related opportunities to address farmworker and low-income family housing needs will be aggressively pursued.

- A₉ Land, within some reasonable limit, will be made available for skill-appropriate job creation activities that meet community needs.
- A₁₀ A process will be established for monitoring and amending growth management policies as needed, as specified on pages 51-53.



Policy Area 1: Designated Communities and Growth Areas

- 1.1 Proposed designated communities described below are shown on "Map 1: Designated Communities" on the following page.

City of Watsonville

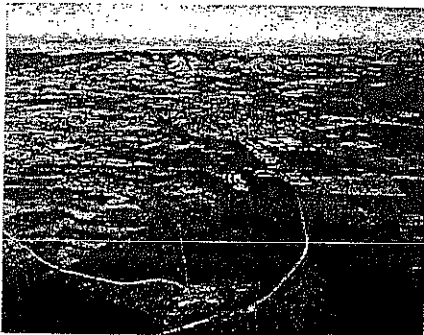
The City of Watsonville will incorporate the urban growth area specifications in Policy 1.2 and on "Map 2: Urban Growth Area for the City of Watsonville."

Green Valley Designated Community

Santa Cruz County commits to a planning process involving Green Valley residents to pursue future land use options in the next 3 years (initiate this discussion in conjunction with the upcoming County of Santa Cruz General Plan update process).

Town of Pajaro Designated Community

In conjunction with Monterey County General Plan update process, the Town of Pajaro shall pursue housing infill, redevelopment and expansion opportunities with a range of product types.



- 1.2 The City of Watsonville shall have a growth area within which it can accommodate some growth for a period of 20-25 years. This urban growth area is described below and shown on "Map 2: Urban Growth Area for the City of Watsonville." (Please refer to the Appendix for detailed maps of the growth areas)

Area A (AI, AII, and AIII): Buena Vista

This growth area could be a planned development area primarily for residential uses with some neighborhood commercial, open space, schools, and parks. The area could be developed in phases and would add a total of approximately 395.2 gross acres and 344.2 net acres to the City of Watsonville over the next 20 years. The phasing would include 2 triggers that, when either of which was complete, would allow the development of AIII to proceed: Trigger 1: 50% of the gross acreage of AII has received development entitlements; or

MAP 1

Designated Communities

LEGEND

· Designated Communities

Agriculture

Water Features

Pajaro River and Creeks

— Major Roads and Highways

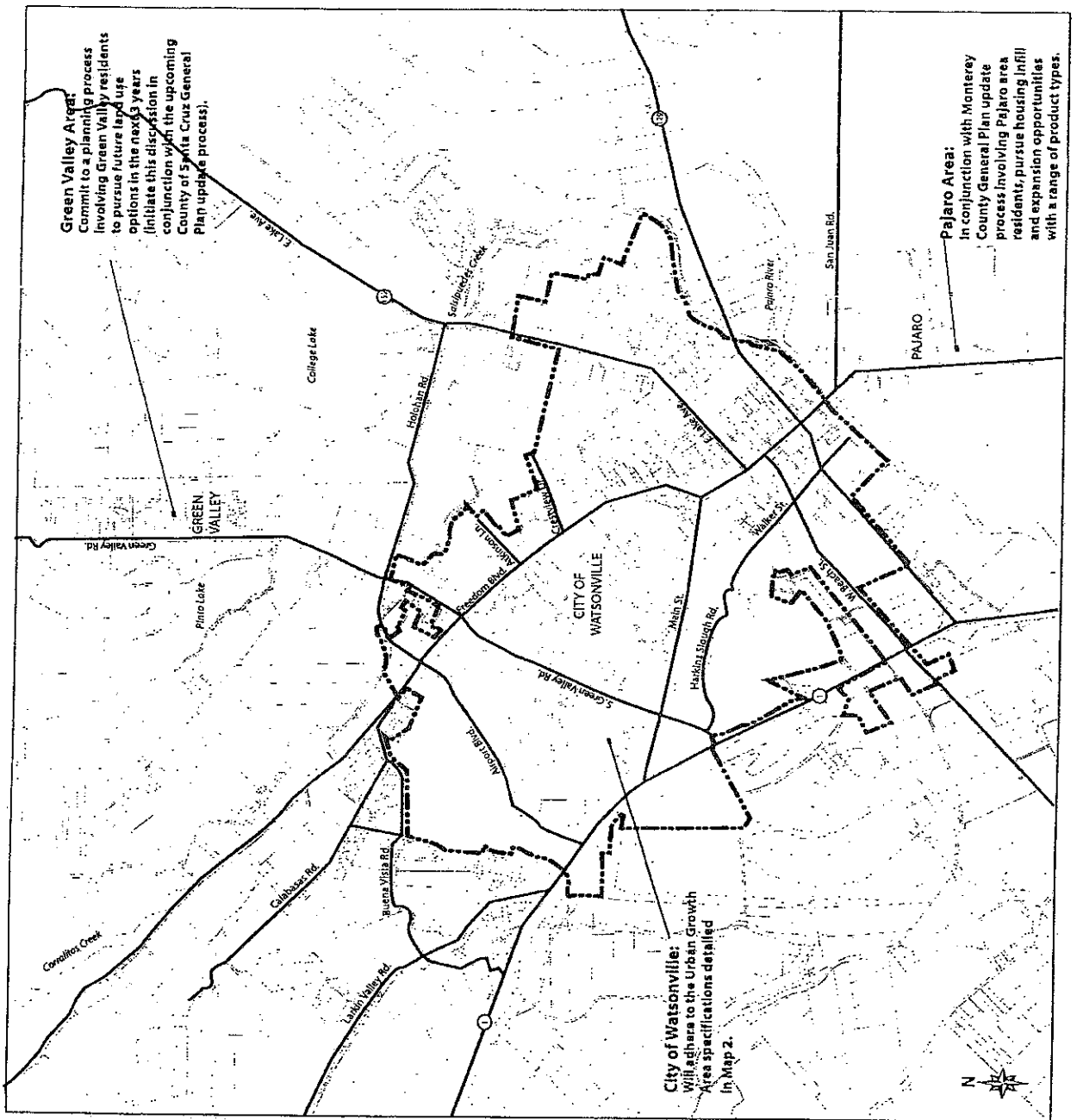
----- Existing City of Watsonville Limit

Prepared for:



Prepared by:
MIG, Inc.
March 2002












ATTACHMENT 3
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MAP 2 Urban Growth Area for the City of Watsonville

(see Appendix of this document for more detailed maps)

LEGEND

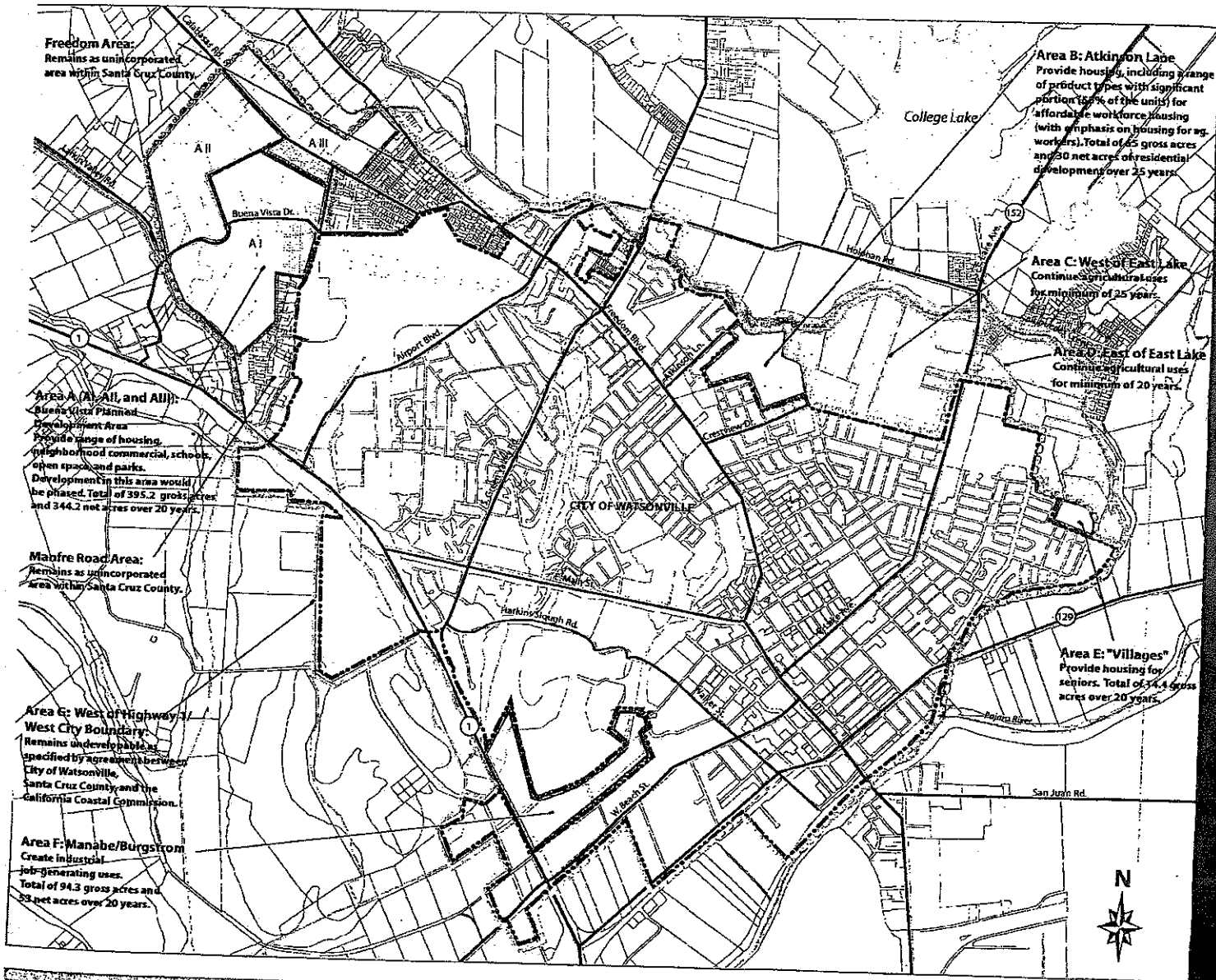
-  Existing City Boundary
-  20-year Urban Growth Area Boundary
-  25-year Urban Growth Area Boundary
-  West of Boundary Undevelopable
-  Growth Areas
-  Agricultural Reserve
-  Flood Protection Study Area
-  Agriculture
-  Water Features
-  Pajaro River and Creeks
-  Major Roads and Highways

Prepared for:



Prepared by:
MIG, Inc.
March 2002

ATTACHMENT 3
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Freedom Area:
Remains as unincorporated area within Santa Cruz County.

Area B: Atkinson Lake
Provide housing, including a range of product types with significant portion (25% of the units) for affordable workforce housing (with emphasis on housing for ag. workers). Total of 65 gross acres and 30 net acres of residential development over 25 years.

Area C: West of East Lake
Continue agricultural uses for minimum of 25 years.

Area D: East of East Lake
Continue agricultural uses for minimum of 20 years.

Area A (A I, A II, and A III):
Buena Vista Planned Development Area
Provide range of housing, neighborhood commercial, schools, open space and parks.
Development in this area would be phased. Total of 395.2 gross acres and 344.2 net acres over 20 years.

Manfre Road Area:
Remains as unincorporated area within Santa Cruz County.

Area E: "Villages"
Provide housing for seniors. Total of 34.4 gross acres over 20 years.

Area G: West of Highway 1 West City Boundary:
Remains undevelopable. Specified by agreement between City of Watsonville, Santa Cruz County and the California Coastal Commission.

Area F: Manabe/Burgstrom
Create industrial job-generating uses.
Total of 94.3 gross acres and 23 net acres over 20 years.

Trigger 2: 14 years has passed since the Urban Growth Area was ratified. This entire Area A would net an approximate 1,687 new residential units over the next 20 years.

Area B: End of Atkinson Lane

This growth area could be developed as residential, with a significant portion (at least 50% of the units) as affordable workforce housing, with emphasis on housing for agricultural workers. The growth area would add a total of 65 gross acres and 30 net acres to the City of Watsonville and a net of approximately 363 residential units over a 25-year period.

Area C: West of East Lake

Area C West of East Lake, south of Corralitos Creek, could be classified as an agricultural reserve area that would not be considered for development for a minimum period of 25 years.

Area D: East of East Lake

Similarly to Area C described above, this area, south of Salsipuedes Creek, could also be classified as an agricultural reserve area that would not be considered for development for a minimum period of 20 years.

Area E: "Villages" Housing for Seniors

This 14.4 acre area of land will be developed as affordable residential units for senior citizens. The area will net approximately 150 residential units over the next 20 years.

Area F: Manabe/Burgstrom Industrial Area

This area includes a total of 94.3 gross acres and 53 net acres that would be developed as industrial and/or other job-generating land uses over the next 20 years. The area is adjacent to existing industrial uses.

Area G: West of Highway 1

This area currently remains undevelopable as specified by a memorandum of understanding between the City of Watsonville, Santa Cruz County, and the California Coastal Commission. However, should that MOU be terminated for any reason, the area west of Highway 1 would remain undevelopable in accordance with this growth management strategy for a minimum of 25-years.

Pajaro Valley Growth Management Strategy
 Watsonville Urban Growth Area
 Summary of Acreage

Growth Area	Gross Acres	Net Acres	Approximate Residential Units Added
Area A: Buena Vista	395.2	344.2	1,687
Area B: Atkinson Lane	65.0	30.0	363
Area E: Villages	14.4	—	150
Area F: Manabe/Burgstrom	94.3	53.0	N/A
TOTAL	568.9	427.2	2,200

Examples of the policies described in Policy Area 2 are further explained in Chapter IV of this document, *Design Principles and Prototypes*.

For more information on policies and guidelines for sustainable development, please also refer to the "*City of Watsonville Livable Community Residential Design Guidelines*," June 2001
website:
<http://www.racestudio.com/watsonville.html>

Policy Area 2: Development Within Designated Communities

2.1 Development within designated communities should focus on building attractive and safe residential neighborhoods and promoting a sense of community identity. Development within designated communities should adhere to the following principles:

- Design neighborhoods that promote community and neighborhood centers, create parks public open space, and focus on pedestrian orientation.
- Ensure that neighborhoods have adequate community facilities, including schools, health facilities, community centers, parks, etc.
- Provide a wider range of residential opportunities that emphasize both public and private open space.
- Focus on infill and redevelopment that fits into the context of existing neighborhoods.
- Design for increased density without decreased quality of development and amenities.
- Provide transit accessibility in and around neighborhood centers.
- Improve roads, sidewalks, and neighborhood connections.

2.2 Development within designated communities should promote employment centered development consistent with the following principles:

- Promote mixed use within commercial and industrial areas
- Encourage appropriate neighborhood commercial development.
- Design for increased development intensity without decreased quality and amenities.
- Provide transit accessibility in and around commercial and industrial centers.
- Improve roads, sidewalks, and neighborhood connections.

2.3 Development should ensure comfortable, safe and affordable housing for all residents. Some approaches are as follows:

- Link housing to neighborhood revitalization
- Focus on providing housing suitable for local workforce
- Integrate affordable housing for families into the community
- Provide senior citizen housing
- Promote home ownership
- Increase range of housing types, including some higher-end housing
- Ensure that housing fits within a neighborhood and community context.



2.4 Larger communities, such as Watsonville and Pajaro, should have identifiable and healthy downtowns and/or centers. Some approaches are as follows:

- Provide a greater diversity of businesses
- Encourage a wider range of retail activities
- Encourage multi-cultural activities and retail opportunities
- Provide for permanent farmer's markets
- Encourage pedestrian-oriented downtowns
- Encourage infill, redevelopment and mixed-use development
- Provide for more residential opportunities
- Preserve historic buildings and heritage trees
- Encourage local entrepreneurs
- Ensure that adequate parking or transit services are available
- Support downtown plazas, public spaces, public art, and cultural exhibits.



2.5 In order to ensure that neighborhoods support trip reduction and provide necessary amenities for the immediate residents, smaller communities are encouraged to have community centers that would offer some retail, space for community meetings and events, and, in some situations, farmworker housing and local schools.





Policy Area 3: Development Outside Designated Communities

- 3.1 Lands outside of designated communities shall be restricted to agricultural, habitat protection, watershed protection, recreational, necessary infrastructure (water, wastewater, solid waste, stormwater control) to support designated communities, or other non-urban types of uses.
- 3.2 Both Santa Cruz and Monterey Counties shall maintain existing zoning policies with regards to additional development outside of designated communities.
- 3.4 Arrangement of structures necessary for agricultural production, including farmworker housing, shall be clustered in order to maximize the amount of contiguous land available for actual production.
- 3.5 Schools and other civic facilities should be located such that they support community cohesion and do not induce growth outside of designated communities.

Policy Area 4: Environmental Resources

4.1 In order to ensure planning practices that promote biotic diversity inside and outside the designated urban communities, development strategies should focus on protection, enhancement, and restoration of the Pajaro Valley's environmental resources. To achieve this end, we encourage the following:

- Concentration of urban development away from sensitive habitats
- Establishment of habitat set asides
- Restoration of wetland, river, and stream habitats
- Maintenance or improvement of scenic viewsheds
- Ensure proper transition between land uses.
- Encourage improved standards and procedures for the control and treatment of storm water runoff from developed areas.



4.2 Development within designated communities should focus on making efficient use of resources.

- Promote land use patterns that conserve energy and minimize the need for costly infrastructure.
- Encourage development that produces minimal or no waste byproducts.
- Encourage development that uses materials from renewable sources.
- Ensure that development provides for maximum practical energy efficiency.
- Ensure that development incorporates water savings features.



CHAPTER IV: DESIGN PRINCIPLES AND PROTOTYPES