

# RDA Accomplishments

## 1981-1996

Project	Amount	Date
Ford and Walker Street Improvements	\$1,083,716.35	1981
West Beach Street Improvements	\$233,202.40	1982
Salud Para La Gente Loan for for capital improvements to their facility on East Beach Street	\$90,000	August 15, 1982
Downtown Revitalization Seminar	\$1,900	March 1991
Downtown Streetscape – Phase One (Public Improvements on the Westside of the 300 Block of Main Street)	\$24,000	December 15, 1992
Mello Center	\$400,000	1992
Construction of Kearney Street Park Site	\$154,000	January 1994
Cabrillo College (Acquisition and T.I Old Post Office)	\$1,088,508.86	February 22, 1994
River Park Site Improvements	\$276,532	1995-1996
300 Block of Main Street Improvement Project – landscape, light fixture improvements	\$189,285	March 1995
Parking Lot Site acquisition , corner of Maple Avenue and Union Street (former Masonic Temple Site, destroyed in earthquake)	\$85,000	June 27, 1996
Maple Avenue Reconstruction between Union and Main Street	\$170,635.33	July 30, 1996
12 West Beach - County Building Loan	\$500,000	July 23, 1996

# RDA Accomplishments 1996-2000

El Pajaro CDC commercial building – Plaza Vigil	\$90,000	1997
Cabrillo College Expansion	\$1,400,000	June 10, 1997
Soccer Central structure on the 200 Block of Main Street	\$145,000	June 24, 1997
Cabrillo College Expansion - Purchase of 328 Union Street	\$497,293.75	January 14, 1997
Muzzio Community Center Purchase of 16,18, 20 West Front Street and 130 Rodriguez Street (Marsano Property). \$364,000 purchase price, \$63,300 demolition and rehab –	\$364,000 \$63,300	April 22, 1997
Gottschalks – Tenant Improvement Loan	\$500,000	November 1997
Red Roof Inn loan	\$425,000	January 28, 1998
Business Booster loan to Ace Hardware	\$36,400	April 14, 1998
Stoesser Alley - Site improvements – parking lot and walkway improvements	\$65,000	February 9, 1999
Watsonville Farmers’ Market Grant	\$12,000	June 2000
Downtown directional signs project – 22 directional signs, including four median “gateway” signs	\$135,000	September 2000
Relocation of soccer central to Ramsay Park	\$250,000	November 14, 2000
Relocation and Rehab Agreement with Fox Racing Shox -130 Hangar Way	\$320,000	November 14, 2000
Paseo Plaza Parking Lot Improvement Project	\$264,352	December 12, 2000

# RDA Accomplishments

## 2000-2005

Stoesser Alley – Resurfacing from Second Street to West Beach Street	\$80,000	November 13, 2001
Monarch Disabled Housing , Rehab Loan to Santa Cruz Community Counseling Center, to Assist in the Rehabilitation of Property at 512 Lincoln Street	\$87, 184	March 12, 2002
Westside Industrial Area Streetscape Plan	\$33,884	May 14, 2002
<u><a href="#">Civic Plaza Building</a></u> @ 275 Main Street/Parking Structure <ul style="list-style-type: none"> <li>● Main Library – \$10.3 M</li> <li>● Superior Courts - \$5.6 M</li> <li>● Community Room - \$1.5 M</li> <li>● Lease Space - \$2.9 M</li> <li>● Parking Structure – \$2.0 M <a href="http://blip.tv/play.AYLowkWA.html?p=1">http://blip.tv/play.AYLowkWA.html?p=1</a></li> </ul>	\$22,300,000 (total project cost)	2003
Acquisition of 37 Davis Avenue – Neighborhood Services	\$15,900	February 24, 2005
Sponsorship of the Pajaro Valley Chamber of Commerce Latino Business Association Breakfast	\$2,500	September 27, 2005

# RDA Accomplishments

## 2006 - Present

Auto Center Drive, Main Street Design Improvement Projects	\$481,480	June 27, 2006
Relocation of Historic Gas Station	\$50,000	2006
Monument Signs Project at Riverside Drive and Sakata Lane and Main Street at Green Valley	\$121,786	August 26, 2008
Second Street Improvements at Stoesser Lane area – landscape, architectural design	\$17,535	May 19, 2008
Loan to Pajaro Valley Chamber of Commerce	\$10,000	August 2008
Hansen Park – 445 Main Street	\$40,000	March 24, 2009
Romo Park – 335 Main Street	\$20,000	September 22, 2009
Solario Parking Lot – 570 Main Street	\$55,000	November 17, 2009
Jalisco's Parking Lot – 601 Main Street	\$35,165	November 17, 2009
Loan to Romo Properties LLC., for tenant improvements – 28 Second Street	\$400,000	July 1, 2010
Manabe-Ow Infrastructure Construction and Design Loan	\$750,000	March 2011

# Façade Improvement Program

Address		
Ace Hardware – 451 Main Street	\$10,000	August 5, 1998
Jefsen Building – Green Valley Corporation 500 Main Street	\$10,000	August 10, 1998
John's Shoes – 456 Main Street	\$6,909	August 18, 1998
Lettunich Building – Greystone Associates – 406 Main Street	\$39,497	January 11, 1999
Canada Shoes – 459 Main Street	\$9,148.65	January 11, 1999
Mansion House – 420 Main Street	\$20,000	January 11, 1999
Resetar Hotel – 15 W. Lake	\$39,278	February 22, 1999
Plaza Hotel – 101-103 Beach Street	\$30,000	September 3, 1999
Moore's Tax Service – 30 Alexander Street	\$6,686	December 22, 1999
Chopstick's Restaurant – 437 Main Street	\$16,995	September 5, 2001
Watsonville Meat Market – 625 Main Street	\$23,000	October 2002
Van Stennis – 238 Walker Street (@ Beach)	\$31,884.37	January 2, 2003
C&M Furniture – 456 Main Street	\$15,340.75	February 2003
Jon Friesell – 1621 Freedom Boulevard	\$9,550	July 28, 2003
Bagel Café Bistro – 972 Main Street	\$10,000	April 5, 2004
MC Partnership – 475 Union Street	\$40,000	September 3, 2004
Hirschaut, Donald & Hoffman, Michelle – 567 Auto Center Drive	\$6,400	May 2005
MTD Investments, LLC – 1205 Freedom Boulevard, Suite 2	\$5,250	June 2005
Baker Brothers – 55 Brennan Street (Bob & Carol)	\$21,942	June 6, 2005
Baker Brothers – 31 East Fifth Street (David & Debbie)	\$29,940	June 6, 2005
Fox Theater – 15 Maple Avenue	\$5,000	March 25, 2008
James & Eleni Petroutsas – 3-15 W. Beach Street	\$21,503	November 18, 2010
<b>Total Façade Funding</b>	<b>\$408,323.77</b>	

# RDA Housing Projects

Project	Amount	Date
Jefsen Hotel site Improvements and Housing- 29 affordable housing units - 508 Main Street	\$500,000	January 29, 1988
Loan to Pajaro Valley Affordable Housing Corporation for purchase of 10 units on Ford Street	\$135,000	1991
Purchase of 118, 110, 112 Kearney Street and 561 Rodriguez Street– to establish Park + three affordable housing units	\$205,000	January 1992
Tierra Linda – 18 affordable housing units (490-492 Beck Street)	\$350,000	\$250,000 in 1992 \$100,000 in 1994
Loan to Housing Authority of the County of Santa Cruz for the Arista Place Project	\$57,000	July 27, 1993
Pajaro Court Apartments – loan to PV Affordable Housing Corporation (now South County Housing)	\$330,500	November 25, 1992 \$300,000 in 1992 \$30,500 in 1993
Loan to the Pajaro Valley Housing Corporation for \$58,000 for the Lincoln Square Farm Worker Housing Project	\$58,000	June 25, 1996
Pacific Terrace/Landis Avenue Project – 28 unit low income apartments/ improvements to Landis Avenue	\$737,000	1997 \$512,000 in 1997 \$225,000 in 1999

# RDA Housing Projects

Acquisition of 1160 Main Street – Pacifica Apartments (affordable housing)	\$380,000	January 11, 2000
First Time Homebuyer Loans: 100 loans since 2001,through the Down Payment Assistance Program, a deferred loan given to low and moderate income households to purchase their first home.	\$3,580,054	2001-onoging
Acquisition of 1138 Main Street – (affordable housing- Pacifica Avenue).	\$460,000	April 10, 2001
Acquisition of property at 320 and 330 Rodriguez Street –Langendorf Building/ Patrick Building – Watsonville/Aptos Adult School (sold for \$373,000)	\$530,000	November 13, 2001
Acquisition of 33 West Front Street (old radiator repair shop) affordable housing (Riverside Mobile home park)		June 10, 2002
Vista Nueva Subdivision (Youthbuild Affordable Housing Project) - Acquisition of 329 and 333 Airport Road ( Project corner of Ross and Airport)	\$265,000	July 9, 2002
Vista Nueva Subdivision (YouthBuild )– Acquisition of 325 and 327 Airport Boulevard	\$727,000	November 25, 2003
36 Airport Road Acquisition (intended as affordable housing)	\$860,000	November 25, 2003
Loan to PV Shelter Services – Rehabilitation Loan for 110, 112 & 561 Kearney and Rodriguez Street	\$25,575.50	May 8, 2009

# RDA Housing Projects

Evergreen Apartments ( a 37 unit “at-risk” rental housing project) RDA loan for the acquisition of the real property on which the housing was located (previously leased from City) Affordability extended for an additional 55 years.	\$1,000,000	June 9, 2009
Sunny Meadows Apartments (a 200-unit “at risk” rental housing project), RDA predevelopment, acquisition & rehabilitation loan, preserve 178 units as affordable for an additional 55 years.	\$2,125,000 Committed	2009-2011
Via Del Mar – 40 affordable housing units – 124 West Beach Street	\$1,215,000	June 30, 2004
Villa La Posada – 42 affordable housing units	\$100,000	
Pajaro Courts – 10 affordable housing units	\$30,500	
<a href="http://blip.tv/play/AYLowkWA.html?p=1">Riverside Mobile Home Park</a> – 101 W. Front Street, Spaces 1-25 (Loans to Non-Profit Housing Developer \$2 million as well as to individual owners of mobile homes \$644,656.29) <a href="http://blip.tv/play/AYLowkWA.html?p=1">http://blip.tv/play/AYLowkWA.html?p=1</a>	\$3,400,000	2007
Pacifica Apartments - the Redevelopment Agency provided \$1.2 million to the project for the construction of 20-affordable units.	\$1,200,000	2010
49 and 53 Airport Road – Predevelopment loan for In-Fill Housing	\$90,457.25	2006-2007

# Façade Improvements



# Fox Racing Shox

- Fox Racing moved to Watsonville in 1999
- Started with around 75 employees
- Now employ over 800
- Mostly Watsonville residents
- A Redevelopment Loan of \$300,000 made this possible.



# Manabe-Ow



# Cabrillo College –Before



# Cabrillo Today



# Hacienda Walk



# Downtown Wayfinding



# Youthbuild



# Stoesser Alley/City Walk



# Downtown Parks

