



# Watsonville Downtown Specific Plan Area

## Historic Resources Survey Report

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# Executive Summary

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Raimi and Associates, Inc. (R+A) retained Rincon Consultants, Inc. (Rincon) to prepare a historic resources survey in support of the City of Watsonville Downtown Specific Plan (DWSP). The DWSP is a comprehensive planning document and regulatory tool which, upon completion, will assist the City of Watsonville (City) to implement its General Plan by guiding development in the DWSP area. The purpose of the historic resources survey is to provide the City with baseline data on existing conditions and to identify known and potentially eligible individual and groupings of historic resources in the DWSP area. This information will inform future planning and development efforts and support compliance with California Environmental Quality Act (CEQA) and other applicable state and local regulations.

This report presents a summary of the work performed by Rincon, specifically a focused background research effort and a reconnaissance-level survey of the DWSP area. All work was carried out in accordance with the applicable guidelines and standards, including the *Secretary of the Interior's Standards for Archaeology and Historic Preservation* and National Park Service Bulletin No. 24, *Guidelines for Local Surveys: A Basis for Preservation Planning* and overseen by Architectural Historians who meet the Secretary of the Interior's Professional Qualification Standards (PQS) for architectural history and history (36 CFR Part 61).

Rincon's background research effort included a review of existing documentation related to potential historic resources in the DWSP area with additional background and archival research performed as necessary to inform survey efforts. During the period in which this study was undertaken, the movement of people throughout California was limited in response to COVID-19 and research was therefore largely limited to available digital resources.

Following the background research effort described above, a reconnaissance-level survey of the DWSP area, inclusive of approximately 420 Santa Cruz County Assessor's parcels totaling just over 195 acres, was conducted. Also, in response to the COVID-19 restrictions noted above, survey methods relied heavily on online and other virtual technology. To limit the time architectural historians spent physically in the field, the survey employed a two-step process in which the entirety of the DWSP area was first surveyed digitally through the use of Google Earth (digital desktop review). Following the digital desktop review, City staff performed a focused survey of properties identified during the preliminary survey efforts. Under the direction of Rincon's PQS-qualified Architectural Historians, City staff field checked and photographed approximately 100 Santa Cruz County Assessor's parcels. After Covid-19 related restrictions were lifted, a Rincon Architectural Historian performed a spot check to confirm survey findings.

As a result of the research and survey efforts described above, Rincon confirmed the DWSP area contains 13 properties which are currently listed in the National Register of Historic Places, California Register of Historical Resources, and/or Watsonville Historic Register. As properties which are currently designated, they qualify as historical resources for the purposes of CEQA. The research and survey efforts also identified 77 potentially eligible individual resources within the DWSP area. For the purposes of future planning efforts, potentially eligible individual resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. Tier I resources are those that have a high degree of historic integrity, while Tier II resources have a lesser degree of integrity. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation. The

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survey identified 59 Tier I and 18 Tier II resources. The effort additionally identified four areas within the DWSP which contain intact groupings of historic period development that may, pending further research, be appropriate for designation as potential historic districts or alternatively as conservation overlay zones. Recommendations to address potential impacts and to support future historic preservation planning efforts have also been provided.

# 1 Project Background

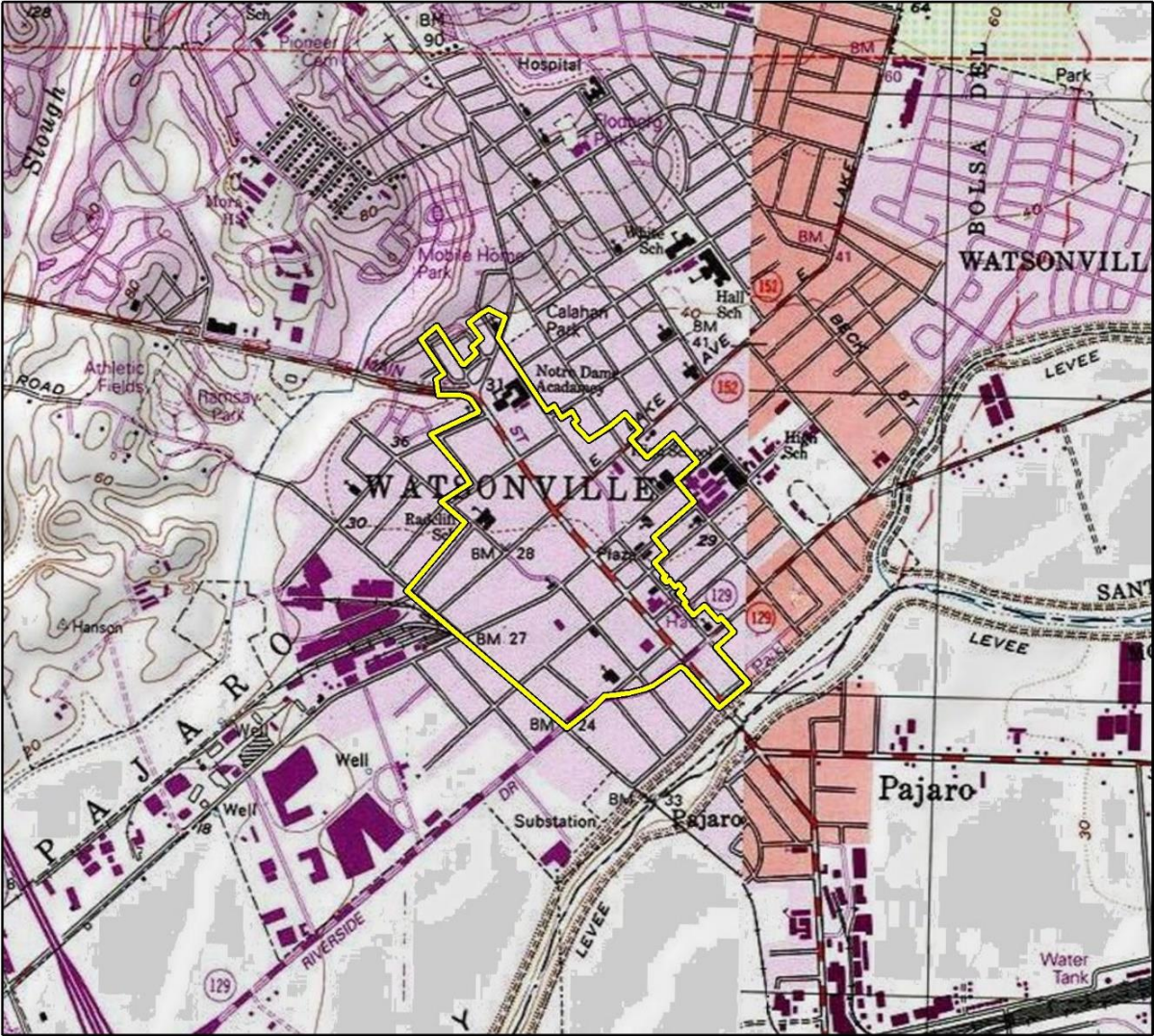
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Raimi and Associates, Inc. (R+A) retained Rincon Consultants, Inc. (Rincon) to prepare a reconnaissance-level survey of the Downtown Watsonville Specific Plan (DWSP) area. The DWSP area (survey area) occupies roughly 195 acres in the central portion of the city of Watsonville, Santa Cruz County, California (Figure 1). The boundaries of the survey area are consistent with the DWSP area and include approximately 420 Santa Cruz County Assessor's parcels in the southern portion of the city. The survey area centers on a one mile stretch of Main Street, between the banks of the Pajaro River and Santa Cruz Road. Its irregular boundaries are depicted in Figure 2. Contained within the survey area are the city's historic-period downtown area, its current civic center, and several historic-period residential areas in addition to pockets of industrial development. While development in the survey area is characteristically low-rise, there are several mid-rise commercial and institutional buildings on and along Main Street between Riverside Drive and Lake Avenue. The survey area is bound on all sides by urbanized areas of the city of Watsonville.

Rincon Senior Architectural Historian Steven Treffers, M.H.P., provided strategic oversight and management of the project. Architectural Historians James Williams, M.A. and Rachel Perzel, M.A., conducted the background research effort digital desktop review, and co-authored this report. Field survey efforts were conducted by the city of Watsonville Community Development Department Director, Suzi Merriam under the direction of Mr. Treffers. Ms. Perzel performed the spot check of survey results. Mr. Treffers, Ms. Perzel and Mr. Williams meet and exceed the Secretary of the Interior's Professional Qualification Standards (PQS) for architectural history and history (36 CFR Part 61).

The current study included a focused background research effort and a reconnaissance-level survey of the DWSP area. It builds on earlier efforts that preliminarily identified potential historic resources in the survey area. Earlier efforts include the compilation of the City of Watsonville Historic Register (Watsonville HR) as part of the *Draft Watsonville Vista 2030 General Plan* and a field survey of potentially significant properties undertaken by the city in 2003. The purpose of this study is to provide the city with baseline data on existing conditions and potential historic resources in the DWSP area, to help guide their future planning and management and to facilitate compliance with the California Environmental Quality Act (CEQA) and other applicable state and local regulations.

Figure 1 DWSP Area Vicinity Map



Basemap provided by National Geographic Society, Esri and their licensors © 2021. Watsonville West & Watsonville East Quadrangles, T12S R02E S4,5,6,9. The topographic representation depicted in this map may not portray all of the features currently found in the vicinity today and/or features depicted in this map may have changed since the original topographic map was assembled.

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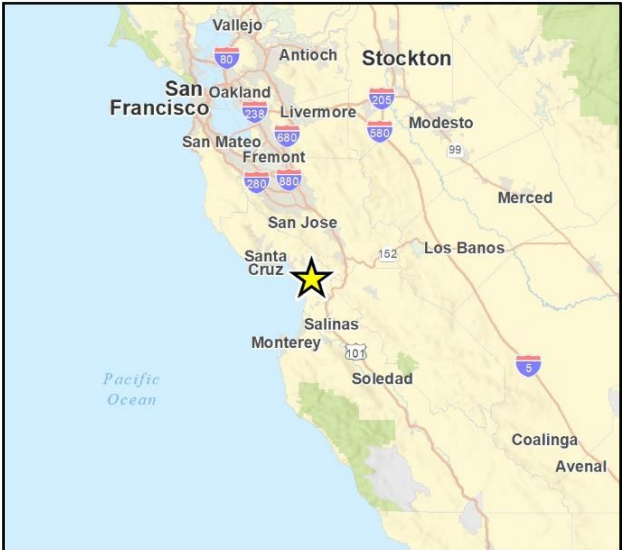
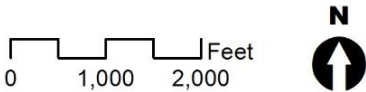




Figure 2 DWSP Area Location Map



## 2 Methods

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The present survey was completed to identify known and potential historical resources within the DWSP area. It expands on previous survey and inventory efforts completed by the City and serves to inform future planning efforts and environmental review of projects under the DWSP. As detailed below, the methods for the survey included background research, including a review of archival materials, existing documentation and previous inventory efforts, and a reconnaissance-level desktop review and field survey. The survey was completed during the COVID-19 pandemic and as a result, there were numerous constraints relating to in-person research and field work; digital resources were therefore used extensively as part of this study. All work efforts were completed or overseen by architectural historians meeting the Secretary of the Interior's PQS for history and architectural history (36 CFR Part 61).

### 2.1 Background Research

Throughout the first several months of 2020, Rincon conducted background research consisting of archival research, a review of past surveys and historical resources documentation, and a review of federal, state, and local historical resource registers to identify known historical resources. The purpose of the background research effort was to define the historical and architectural context of the study area, which would in turn inform the identification of potential historical resources. Methods for each portion of the background research effort are described in the following sections.

#### Archival Research

Archival research was conducted to gain an understanding of the developmental history of the study area. Methodology focused on the review of a variety of primary and secondary source materials relating to the history and development of Watsonville and more specifically the DWSP area. Sources included, but were not limited to, historical maps, aerial photographs, and written histories of the area. These materials, some of which are listed below, provided background information on the development of the city and informed the historic context and survey findings.

- Historic period aerial images of the study area accessed via the online collections of the University of California Santa Cruz Library and Nationwide Environmental Title Research (Netronline)
- Sanborn Fire Insurance Company maps accessed via the Los Angeles Public Library (LAPL)
- Santa Cruz County Assessor's office
- Historic period newspaper publications including archived copies of the Santa Cruz Sentinel and The Californian accessed at newspapers.com
- Historic period photographs of the study area and surrounding region accessed via several online repositories including but not limited to Calisphere and the Watsonville Public Library (Shades of Watsonville collection)
- Other sources as noted in the references section

## Existing Documentation

Rincon performed a review of previously prepared documents that include a discussion of 1) the study area's developmental history or historic context or 2) potential historic resources located in the study area. Materials reviewed include publicly accessible documents as well as several provided by the city, listed below.

- Historic Context Statement for the City of Watsonville<sup>1</sup>
- Walking and Driving Tour of Historic Main Street
- The Watsonville 2005 General Plan
- The Draft Watsonville Vista 2030 General Plan
- Circa 2003 Historic Resources Survey conducted by Andrea Koch and Suzi Aratin<sup>2</sup>

## Inventory Review

The purpose of the inventory review was to identify all previously designated resources located within the study area. The following were reviewed as part of this effort:

- National Register of Historic Places
- California Register of Historical Resources
- California Office of Historic Preservation Built Environment Resources Directory for Santa Cruz County
- City of Watsonville Historic Register (Appendix A of the Draft Watsonville Vista 2030 General Plan)

## 2.2 Reconnaissance-level Survey

National Park Service Bulletin No. 24, describes a reconnaissance-level survey “as a ‘once over lightly’ inspection of an area, most useful for characterizing its resources in general and for developing a basis for deciding how to organize and orient more detailed survey efforts.” (NPS Bulletin No. 24, p. 12). Also known as a “windshield survey” this type of survey is appropriate for generating a broad understanding of the types of resources present in a given area, in order to inform and guide future survey efforts, designation, and historic preservation planning. Due to the circumstances surrounding COVID-19, in particular the Executive Order in place during the time this study was undertaken, it was necessary to limit field time and rely as heavily as possible on a desktop approach. Rincon therefore developed the two-step process described below to conduct the reconnaissance-level survey effort.

## Digital Desktop Review

While background research was ongoing during the early months of 2020, Rincon conducted a digital desktop review of the study area. The purpose of this effort was to gain an understanding of existing conditions and streamline the field-based portion of the survey. The process entailed the

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<sup>1</sup> *The Historic Context Statement for the City of Watsonville* was prepared by Circa in April 2007. It provides a detailed historic context of the city, inclusive of the study area and was relied upon heavily to provide context for the identification of potential resources.

<sup>2</sup> The City of Watsonville provided Rincon with a spreadsheet and inventory forms of 55 previously recorded properties, 31 of which are located in the study area. No associated survey report or additional information about the impetus or methods of the survey was available and the inventory forms do not present formal historical resource evaluations. The identified properties were assumed to be those with potential architectural significance; Rincon independently assessed potential architectural/historical significance as part of the current effort.

systematic desktop review of all properties in the study area by a PQS- qualified Architectural Historian. The digital desktop review was primarily supported with use of ArcGIS and Google Earth.

Santa Cruz County Assessor data was uploaded into an ArcGIS-based application (web map) which was georeferenced by parcel location. Assessor data minimally includes the following information for each parcel in the study area: assessor's parcel number (APN), address, property characteristics such as use code and number of buildings on site, and date of construction. Rincon added supplemental information, such as previous survey findings and current California Historical Resource Status Codes, to the data set as applicable.

A desktop survey of the entirety of the study area was then conducted using the Google Earth Pro Street view function. Focus was given to properties with construction dates prior to 1975 (45 years of age at the time of survey). Observations related to architectural style, integrity and potential character-defining features were noted and stored in the previously described web map. Concentrations of historic-period properties were also identified in consideration of potential historic districts or overlay/conservation zones. Based on a combination of assessor data (particularly dates of construction) and additional information collected during the research effort and desktop review, properties within the study area were then divided into two tiers (Tier I and Tier II) based on their likelihood to qualify as historical resources. Tier I resources are those that have a high degree of historic integrity, while Tier II resources have a lesser degree of architectural integrity. Elements considered while determining levels of integrity include but are not limited to building modifications such as window and door replacements, application of non-original siding or other materials and construction of additions. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation.

## **Field Survey**

The field survey portion of the reconnaissance-level survey was undertaken by Watsonville Community Development Department Director Suzi Merriam, under the direction of PQS-qualified Senior Architectural Historian Steven Treffers. All Tier I and Tier II properties identified through the digital desktop review described above were visited and photographed on the following dates: May 23 and 30, June 6, 26 and 29 and July 10, 2020. Ms. Merriam also field checked and photographed all previously designated resources to confirm existing conditions. Photographs were subsequently provided to and reviewed by Rincon to assess potential architectural and/or historical significance. They were uploaded to the project web map and cross referenced with the results of the digital desktop review to ensure that existing conditions were accurately reflected.



## 3 Regulatory Setting

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The following provides a summary of regulations that have a bearing on historical resources and may apply to future projects within the DWSP Area.

### 3.1 CEQA

California Public Resources Code (PRC) Section 21804.1 requires lead agencies determine if a project could have a significant impact on historical or unique archaeological resources. As defined in PRC Section 21084.1, a historical resource is a resource listed in, or determined eligible for listing in, the California Register of Historical Resources (CRHR); a resource included in a local register of historical resources or identified in a historical resources survey pursuant to PRC Section 5024.1(g); or any object, building, structure, site, area, place, record, or manuscript that a lead agency determines to be historically significant. PRC Section 21084.1 also states resources meeting the above criteria are presumed to be historically or culturally significant unless the preponderance of evidence demonstrates otherwise. Resources listed in the National Register of Historic Places (NRHP) are automatically listed in the CRHR and are, therefore, historical resources under CEQA. Historical resources may include eligible built environment resources and archaeological resources of the precontact or historic periods.

According to CEQA, an impact that results in a substantial adverse change in the significance of a historical resource is considered a significant impact on the environment. A substantial adverse change could result from physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of the historical resource would be materially impaired (CEQA Guidelines §15064.5 [b][1]). Material impairment is defined as demolition or alteration in an adverse manner [of] those characteristics of a historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in, the CRHR or a local register (CEQA Guidelines §15064.5[b][2][A]). Generally, a project which is found to comply with the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (the Standards) is considered to be mitigated below a level of significance (CEQA Guidelines Section 15126.4 [b][1]).

#### National Register of Historic Places

Properties which are listed in or have been formally determined eligible for listing in the NRHP are automatically listed in the CRHR and are therefore considered historical resources per CEQA. The NRHP was authorized by Section 101 of the National Historic Preservation Act and is the nation's official list of cultural resources worthy of preservation. The NRHP recognizes the quality of significance in American, state, and local history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects. Per 36 CFR Part 60.4, a property is eligible for listing in the NRHP if it meets one or more of the following criteria:

- Criterion A:** Are associated with events that have made a significant contribution to the broad patterns of our history
- Criterion B:** Are associated with the lives of persons significant in our past

- Criterion C:** Embody the distinctive characteristics of a type, period, or method of installation, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction
- Criterion D:** Have yielded, or may be likely to yield, information important in prehistory or history

In addition to meeting at least one of the above designation criteria, resources must also retain integrity. The National Park Service recognizes seven aspects or qualities that, considered together, define historic integrity. To retain integrity, a property must possess several, if not all, of these seven qualities, defined as follows:

- Location:** The place where the historic property was constructed or the place where the historic event occurred
- Design:** The combination of elements that create the form, plan, space, structure, and style of a property
- Setting:** The physical environment of a historic property
- Materials:** The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property
- Workmanship:** The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory
- Feeling:** A property's expression of the aesthetic or historic sense of a particular period of time
- Association:** The direct link between an important historic event or person and a historic property

Certain properties are generally considered ineligible for listing in the NRHP, including cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions, relocated structures, or commemorative properties. Additionally, a property must be at least 50 years of age to be eligible for listing in the NRHP. The National Park Service states that 50 years is the general estimate of the time needed to develop the necessary historical perspective to evaluate significance (National Park Service 1997:41). Properties which are less than 50 years must be determined to have "exceptional importance" to be considered eligible for NRHP listing.

## **California Register of Historical Resources**

Properties listed or eligible for listing in the CRHR are considered historical resources for the purposes of CEQA. The CRHR was established in 1992 and codified by PRC §§5024.1 and 4852. The CRHR is an authoritative listing and guide to be used by State and local agencies, private groups, and citizens in identifying the existing historical resources of the State and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change (Public Resources Code, 5024.1(a)). The criteria for eligibility for the CRHR are consistent with the NRHP criteria but have been modified for state use in order to include a range of historical resources that better reflect the history of California (Public Resources Code, 5024.1(b)). Unlike the NRHP however, the CRHR does not have a defined age threshold for eligibility; rather, a resource may be eligible for the CRHR if it can be demonstrated sufficient time has passed to understand its historical or architectural significance (California Office of Historic Preservation 2006). Further, resources may still be eligible for listing in the CRHR even if they do not retain sufficient integrity for NRHP

eligibility (California Office of Historic Preservation 2006). Generally, the California Office of Historic Preservation recommends resources over 45 years of age be recorded and evaluated for historical resources eligibility (California Office of Historic Preservation 1995:2).

Properties are eligible for listing in the CRHR if they meet one of more of the following criteria:

- Criterion 1:** Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage
- Criterion 2:** Is associated with the lives of persons important to our past
- Criterion 3:** Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values
- Criterion 4:** Has yielded, or may be likely to yield, information important in prehistory or history

## 3.2 City of Watsonville

Chapter 8-13 of the City of Watsonville's municipal code authorizes the City Council, by ordinance, to designate structures, features, or integrated groups of structures and features on a single lot or site as "historic structures" if they have special character, or historical, architectural, or aesthetic interest (Municipal Code Chapter 8-13, Section 8-13.02[a]). "Historic structures" are further defined in Chapter 2, Section 9-2.200 as:

1. Listed individually in the NRHP (a listing maintained by the Department of the Interior) or preliminarily determined by the Secretary of the Interior as meeting the requirements for individual listing on the NRHP;
2. Certified or preliminarily determined by the Secretary of the Interior as contributing to the historical significance of a registered historic district or a district preliminarily determined by the Secretary of Interior to qualify as a registered historic district;
3. Individually listed on a state inventory of historic places in states with historic preservation programs which have been approved by the Secretary of Interior; or
4. Individually listed on a local inventory of historic places.

Alterations to historic structures as defined above is subject to review by the Planning Commission and Section 8-13.12 of Chapter 8-13 of the municipal code, which states:

The Planning Commission shall be guided by the standards set forth in this section in its review of permit applications for work or change of conditions on a historical structure. In appraising the effects and relationships established herein, the Planning Commission in all cases shall consider the factors of architectural style, design, arrangement, texture, materials and color, and any other pertinent factors.

- a) The proposed work shall be appropriate for and consistent with the effectuation of the purposes of this chapter and shall preserve or enhance the characteristics and particular features specified in the designating ordinance.
- b) The proposed work shall not adversely affect the exterior architectural features of the structure and, where specified in the designating ordinance for a publicly-owned structure, its major interior architectural features; nor shall the proposed work adversely affect the special character or special historical, architectural, or aesthetic interest or value of the structure and its site, as viewed both in themselves and in their setting.

## 4 Historic Context

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The following historic context is excerpted from the *Historic Context Statement for the City of Watsonville* (Circa 2007):

### *Watsonville Before Incorporation*

Watsonville was officially incorporated in 1868, however that is not the beginning of settlement in the area. The local Native Americans, or, as we call them today, the Ohlone Indians, lived in the coastal Monterey Bay area for approximately 4,500-5,000 years before the discovery and settlement by the Spanish Missionaries. Possibly the densest population of Indians north of Mexico, approximately 10,000 people lived between Point Sur and the San Francisco Bay, comprising 40 different groups, each with their own territory.

It is not known whether there were ever any Ohlone villages within the City of Watsonville, however, the Ohlone surely made trails through the area in their travels between the coast and the inland hills. The Ohlone did not make permanent villages, rather they followed a year-round harvest, traveling approximately 100 square miles between the ocean, the rivers, and the hills and meadows. The structures they built were generally made out of tule reeds, easily constructed and abandoned with little loss. Most archaeological evidence of the Native Americans comes from their ocean-side shell mounds and burial sites.

There have been several burial sites found in the Pajaro Valley, near the City, in the last 30 years. These include a burial ground on Lee Road in 1975, 28 remains found during the construction of Pajaro Valley Middle School on Salinas Road in 1994, remains excavated at the Lakeview Elementary School site in Santa Cruz County on East Lake Avenue in 1996, and a major site discovered near the Pajaro River on a bluff adjacent to San Andreas Road in 2002. Information regarding excavations in the area are kept on file at the Northwest Information Center in Sonoma, California.

In the fall of 1769, Spanish military explorer Gaspar de Portola and his overland crew turned away from the coast near present-day Monterey where they encountered a burned Native American village on the edge of a river. The story says that the natives left a large bird, stuffed with straw, on the riverbank. While the Franciscan Father Crespi named the river the Santa Ana, the soldiers called it the Pajaro, or “bird,” River. Not long after, the exploration party discovered San Francisco Bay and claimed it for Spain.

Thus began the Mission Period in California’s history, which spanned the years 1770-1834. The Franciscans set up six missions in Ohlone territory, the closest to Watsonville being Missions San Juan Bautista (1797) and Santa Cruz (1791).

During the 60-year period of Mission rule, the Ohlone were lured into the Missions, and urged to be baptized. Once baptized, the fathers took responsibility for their souls and kept them at the missions against their will. After years of living under the rule of the Missionaries, the Ohlone lost their traditional way, including crafts, language, and social skills. In addition, thousands of Ohlone died of disease brought by the Spanish. After Mexican independence in 1821, the Mexican governors had carved up the Pajaro Valley into land grants and distributed the ranchos among friends and prominent citizens. The site of present-day Watsonville sits on what was known as Bolsa del Pajaro, part of the larger Rancho del Pajaro grant. This particular

property was claimed and contested by dozens of individuals, including the Rodriguez brothers, Sebastian and Alexander. Final claims were not settled until 1860, when Sebastian Rodriguez became the recognized legal owner of the Rancho del Pajaro. By this time, he had passed away and his two oldest sons, Jose and Pedro, tended the land. In 1860, they granted a small parcel of land to the growing settlement on their now legally confirmed land holdings. This parcel remains today as Watsonville's Plaza.

### *1868-1888: Settlement of the City and Coming of the Railroad*

Judge John Watson and D.S. Gregory first laid out the town of Watsonville in 1852 on a portion of Bolsa del Pajaro that Watson "obtained" from Sebastian Rodriguez. There are many accounts of the initial founding of Watsonville, but they all agree that the legality of Watson's possession of this piece of land was questionable. Regardless, he and Gregory planned out a town, one-mile square, near the banks of the Pajaro River. Even though Watson left the area soon after, never to return, the town became his namesake. By 1868, Watsonville's population had expanded to almost two thousand people. The first city government was organized, elections were held, and Watsonville became an incorporated municipality.

Early Watsonville was a rough western ranching town, comprised of a few modest houses, a sprinkling of churches and a small but growing commercial district along Main Street. All this was surrounded by farms and fields. By 1870, most of the cattle ranching on the large land grants had been replaced by grains and potatoes, followed by fruit trees and produce cultivation. Production ranged from small family plots to large commercial operations with most being farmed by recent immigrants on plots subdivided from the ranchos.

Growth in Watsonville was further spurred with the coming of the railroad in 1871. This connection with the outside world transformed the city from a rural outpost to the second largest city in Santa Cruz County. The Main Street commercial district continued to expand with the growing population and the city's increased importance as the center of agricultural trade and business for all the surrounding, smaller communities. The increase in regional importance also brought a level of civility to the town.

**Figure 3 Downtown Watsonville Viewed from the Roof of the Mansion Hotel, 1876**  
(Source: Pajaro Valley Historical Association)



Newspapers were established, civil institutions grew and became formalized, and the number of social clubs flourished. Theaters, an opera house and department stores were built to serve a community hungry for entertainment. At the same time, large numbers of immigrants from all over the world found their way to the banks of the Pajaro River and settled on the rich farmland of the Pajaro Valley.

#### *1888-1898: Sugar Beets*

The last decade of the 19th century could be called the Sugar Beet years for Watsonville. For this brief period, the sugar beet reigned king in the Pajaro Valley, mainly thanks to the influence of the California Sugar Beet Company, which was already based in both San Francisco and Aptos. Realizing that the river bottom land of the Pajaro Valley was much better suited to sugar beet production than Aptos, Claus Spreckels started to move operations southward.

In the 1870s, Claus Spreckels began experimenting with growing and processing sugar beets on the banks of Soquel Creek near Aptos. Finding this successful, in 1888 he built what was then one of the largest sugar beet factories in the world near the railroad tracks in Watsonville. Hundreds of acres of the surrounding farmland were planted with sugar beets to utilize the enormous processing capacity of the new plant. While the Industrial Revolution was changing manufacturing around the world, Spreckels' sugar beet plant was transforming agribusiness in the Pajaro Valley. The days of the small-time processing plant were numbered. Individual operators began to give way to the corporate machine. Food processing was becoming big business and Watsonville was to become a leader in agribusiness innovations.

#### *1898-1911: Apples, Floods and Building Booms*

Changes in technology and agriculture shaped the first years of the 20th Century. Fruit trees had largely replaced the earlier grain crops. Various new mechanized means for preparing food for shipments to the East Coast and Europe made California, and Watsonville in particular, a hotbed

of product-related activity and experimentation. The automobile made its local debut as the city itself continued to grow and prosper.

Part of this new prosperity became evident in the scores of new commercial and residential buildings commissioned during this time. The well-known architect, William H. Weeks, made his home in Watsonville and was primarily responsible for creating most of the grand and civic architectural designs that helped to define the early century boom years.

Two natural disasters affected Watsonville, and the whole Pajaro Valley during this time. The first was the famous 1906 earthquake that shook and burned much of San Francisco to the ground. Watsonville sustained damage but had recovered by the time of the extensive flood of 1911. However, the city continued to thrive and even these two setbacks couldn't stop the ever-quickenning pace of development and growth.

#### *1910-1920: Lettuce, Apples, Celebrations*

To show off their wonderful town and all that it had to offer, enterprising Watsonville citizens devised the first Apple Annual celebration in 1910. This popular event, showcasing the humble apple in all its forms, codified Watsonville's place as The Apple City. Complete with parades, shows, and exhibits, the Apple Annual became a major civic event.

As the Apple Annual was becoming more and more well known, the Pan Pacific International Exposition was taking shape in San Francisco, 90 miles to the north. During the years of the exposition, the Apple Annual was moved north, further publicizing Watsonville to the rest of Northern California and the world. At the same time, experimentation with a new crop was about to put Watsonville on the map for something besides apples. Lettuce, a notoriously difficult crop to ship long distances, was benefiting from other advances in refrigerated transport. Trials with refrigeration, combined with expanded lettuce cultivation, opened vast new markets to Watsonville farmers.

**Figure 4 Pajaro Valley Lettuce Company Warehouse, Date Unknown  
(Source: Pajaro Valley Historical Association)**



All the jubilation and prosperity of these years met with sobriety in 1917 when the United States entered World War I. Many second-generation Americans joined the armed forces and were sent to fight in and around, and sometimes against, their native countries. Back home, the economy braced for rationing and the carefree years of festivals and celebrations faded into the past.

#### *1921-1930: Boom Years*

In-between World War I and Great Depression, many in Watsonville tried to recapture the glory years of the first decade of the century. However, modernization was coming to town and with it, a change in population and shifts in social awareness. Prohibition polarized the town as saloon owners clashed with the pious citizenry. A somewhat seedy feeling settled on lower Main Street where many of the less reputable bars and brothels were located. Tensions were further heightened by a growing resentment toward foreigners, particularly against Japanese and Filipino immigrants.

Yet throughout this, the population continued to steadily increase. Regular passenger train service connected the town to Santa Cruz, San Francisco, Monterey and beyond. More schools were built, the established businesses continued to expand, and an air of prosperity, somewhat subdued by the recent war, returned to the area.

#### *1931-1944: The Great Depression, WWII, Japanese Internment, Dust Bowl*

The 1929 Stock Market crash didn't affect the Pajaro Valley right away. It wasn't until the early 1930s that the Depression the rest of the country had been deep into began to creep into Watsonville and the surrounding communities. Most notable during this period were the large numbers of Americans heading west to the rich soils of the central and coastal valleys of



California, trying to escape the poverty brought on by the Depression and the Dust Bowl in the lower Plains States. The plight of these refugees was best chronicled in work of local writer, John Steinbeck.

**Figure 5 Watsonville Post Office, 1937 (Source: Pajaro Valley Historical Society)**



While Americans from the Midwest were coming further west, those foreign immigrants already in the Pajaro Valley were experiencing increased resentment from local whites. Hostilities because of union formation and increased demands by workers for better working conditions, combined with a general anti-immigrant (especially anti-Asian) sentiment were further strained by the plunge in economic vitality. By the time the United States entered World War II, overt racism and discrimination were the norm in a location that had always been extremely ethnically mixed and relatively tolerant compared to the rest of the country. The culmination of these hostilities was the signing of Executive Order 9066 by President Roosevelt, which called for the systematic removal the Japanese population from all coastal areas.

#### *1945-1952: Population Boom, School Expansion, Flooding*

The years immediately following World War II were full of upheaval and activity. Modernization was taking place all over the City. Subdivisions were being planned out. The local school systems underwent their first round of consolidation. Parking meters were installed on Main Street. And what was primarily a barn-storming airport before the war became an active municipal airport serving passengers and freight shipments alike.

Public works projects such as finally installing a proper levee system were undertaken to protect all of the investment going on downtown. In the midst of this, a shift in population was happening. Many Japanese who were interned during World War II returned to the area and faced new competition from the large numbers of Mexican workers brought in through the Bracero Program. Some Japanese families stayed and rebuilt their lives, others left. As a whole, they did not ever return to agriculture in the same numbers as before the war. Their places, at least in the fields, were now filled by Mexicans, starting the trend that continues today.

### *1953-1960: Post War Growth*

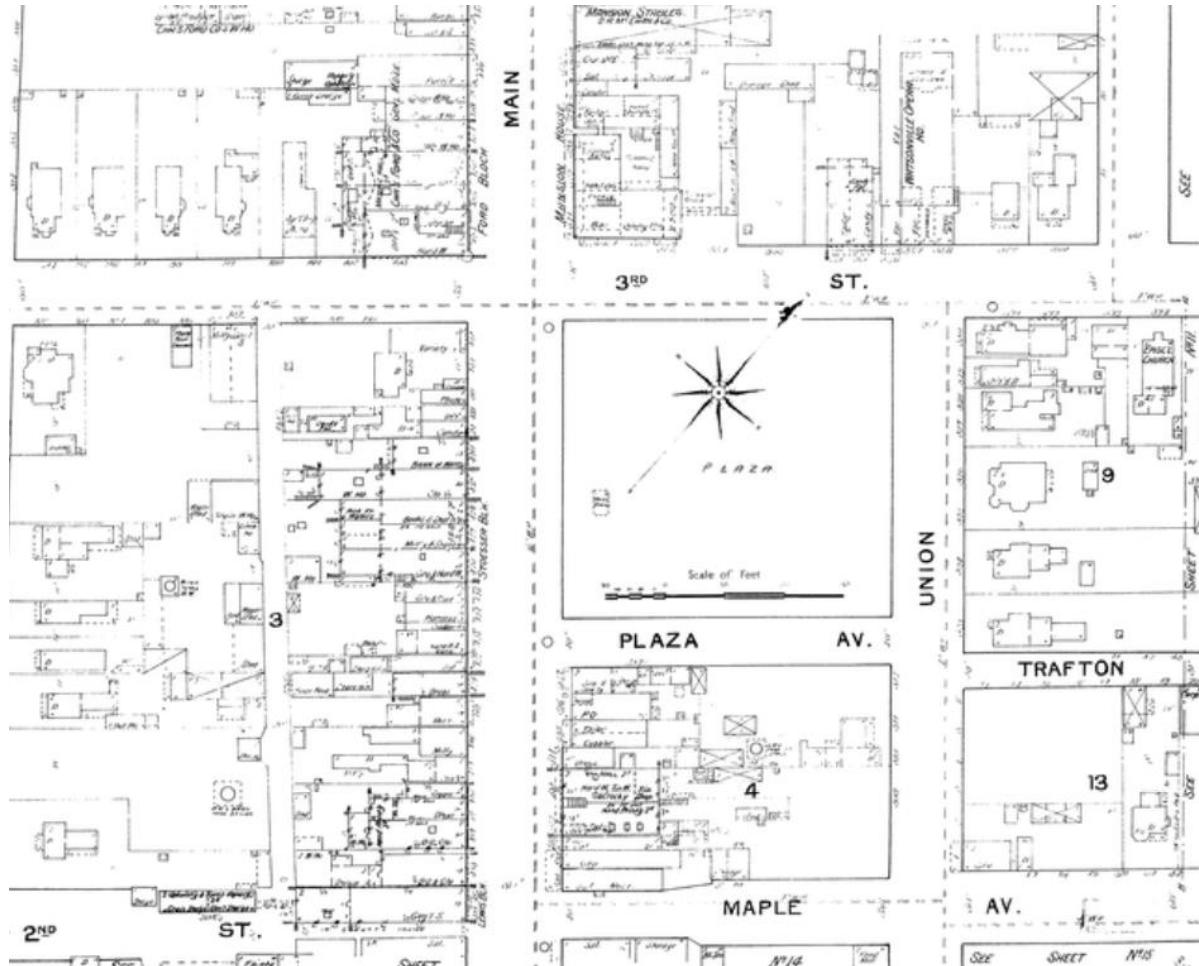
Thousands of soldiers and military personnel were stationed in the area during World War II and many decided to remain after they finished their service period. The initial post-WWII housing boom continued to accommodate these men and their ever-increasing families. Further reorganization of the school districts became necessary and over half a dozen new schools were constructed. The City continued to annex land as quickly as they could, but it was soon filled with new subdivisions and tract housing. All this growth necessitated new municipal facilities, including a new city hall and a new hospital.

Commercially, passenger rail service ended as automobile travel became more popular. Road construction replaced rail construction and the era of highways that began to reshape California in the 1920s came to dominate the everyday life of all citizens, rich or poor. Shopping centers were built outside of the downtown on thoroughfares leading out of town to house new retail shops and services. While downtown remained the commercial center of town, events in the following thirty years would significantly alter this situation.

## **Developmental History of Downtown Watsonville**

The Plan Area comprises Watsonville's historic commercial core, some of the community's oldest residential neighborhoods, and the northeastern fringe of its main warehouse and industrial district. Sanborn Fire Insurance maps show that the current patterns of commercial and residential development were established more or less by the 1880s. The 1886 edition of the Sanborn map shows that the Main Street corridor was already predominantly commercial, with a notable concentration of businesses located near the plaza, on Main, Peck and Beach streets and Maple Avenue (Figure 6). Industrial development was limited, but included packing, milling, and warehouse operations and the Watsonville Brewery, clustered around Main Street near the waterfront. By the time the 1888 edition was surveyed, there were significant neighborhoods of single-family homes around the intersection of Beach and Rodriguez Streets and north of Union and Brennan Streets. Chinatown was located at the southeast corner of Union Street and Maple Avenue. Through the late nineteenth century, institutional properties, including the Watsonville Opera House and at least two public schools, were located centrally in the commercial core or in bordering residential areas. Development northwest of Ford Street was limited by unreclaimed "swamp land." By 1892, Walker Street was constructed along the Southern Pacific Railroad tracks. It had yet to assume its current industrial character, however, and was sparsely lined with residences. Martinelli's Ciderworks (near Beach and Marchant streets) supported a growing neighborhood of single-family dwellings. (Proquest 1886; 1888; 1892).

**Figure 6 1892 Sanborn Map of City Plaza and Immediate Surroundings**  
(Source: ProQuest)



Watsonville's rapid population growth in the 1890s fueled development throughout the city, including the new sections of the Specific Plan Area. By 1902, the Main Street corridor expanded north to Freedom Boulevard (historically Santa Cruz Road). Development in this area included St. Patrick's Catholic Church (just outside the Plan Area), Stoesser's cement plant near the intersection of Main and Ford streets, and several residences along both sides of Main Street. A large area between Main and Rodriguez streets east of Sixth Street experienced increasingly dense residential development, while the area bounded by Rodriguez, Walter, Second, and Fourth streets was home to a growing number of homes and cottages. These were likely constructed in conjunction with the early development of the industrial district that emerged to the south, along Walker Street. A box factory, feed mill, vinegar distillery, and several warehouses appeared on, or just off, Walker Street by the early twentieth century. By the time the survey was conducted for the 1920 Sanborn map warehousing dominated the northside of Walker Street. The densification of existing residential and commercial areas and the construction of a few scattered institutional properties made up much of the remainder of development carried out between 1902 and 1920. By the late 1930s, historic aerial photos show, the Specific Plan Area was completely developed (Figure 7) (ProQuest 1902; 1920; UCSC Digital Collections 1937).

**Figure 7 1935 Aerial Photograph of Downtown Watsonville**  
(Source: UCSC Digital Collections)



Available sources offer little evidence of new development until after World War II. The Specific Plan Area was essentially entirely developed by this time, and most new construction involved the redevelopment of properties and the realignment of some streets on the city's irregular grid. Sanborn maps and historic aerial photographs show that a number of properties on the southeast side of the city were razed to accommodate the construction of Riverside Drive, which created a thoroughfare carrying Highway 129. Between 1968 and 1982, Brennan and Rodriguez Streets were both realigned between Beach Street and Lake Avenue. This work involved the demolition of several buildings, mostly commercial and residential (Netronline 1968; 1981; 1982). The destructive Loma Prieta Earthquake of 1989 led to the loss of multiple buildings in downtown Watsonville, including the National Register-listed Stoesser Block and Annex at 331-341 Main Street. Much of the redevelopment that took place after World War II centered on Main Street, especially between Maple Avenue and the Pajaro River. Unfolding over several decades, this redevelopment included the construction of large institutional buildings—such as City Hall, the Civic Plaza building and a new post office—and several new commercial and residential properties located near the riverfront (Netronline 1952-2016). Additionally, over the last decade, several historic-period commercial buildings formally located on Main Street, in particular between Riverside Drive and 2<sup>nd</sup> Street, were demolished and redeveloped with commercial buildings that house establishments such as McDonalds and a gas station.

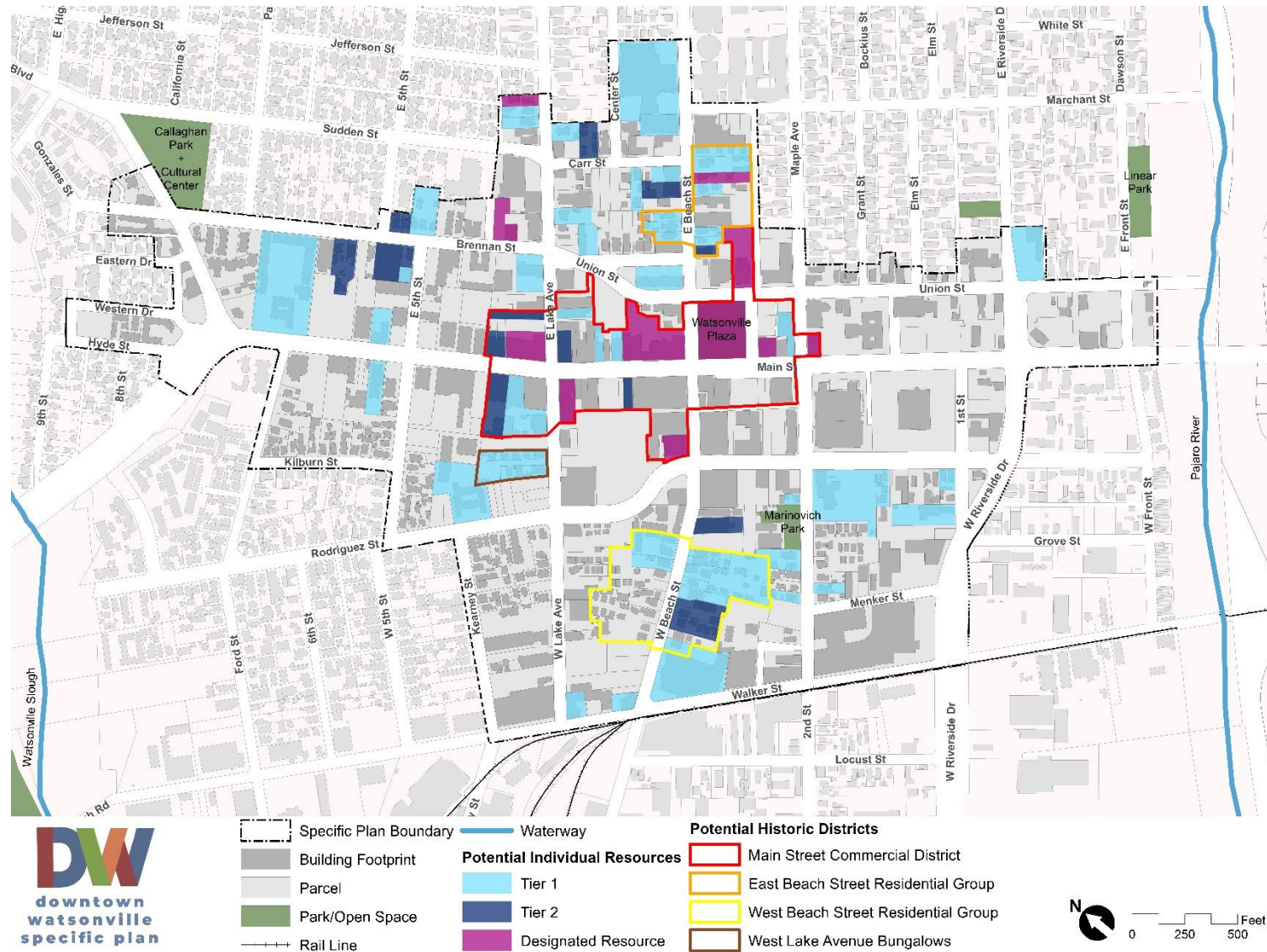
## 5 Results

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The purpose of the reconnaissance-level survey was to identify known and potentially significant historical resources in the DWSP area. The survey identified three resource types within the survey area: designated resources, potentially eligible individual resources, and groupings of resources which may constitute a historic district or overlay/conservation zone pending further study. While the current survey was completed at the reconnaissance-level and in-depth property-specific research was not conducted, the resulting survey findings may be used as a basis for future planning efforts in the DWSP area by identifying potential opportunities and constraints relating to historical resources. As presented below, the background research and survey identified 13 previously designated resources, 77 potentially eligible individual historical resources (including 59 Tier I and 18 Tier II), and four areas which contain intact and cohesive groupings of unified properties. An overview of survey findings is provided in Figure 8; findings are additionally presented in Table 1, Table 2 and Table 3. The tables present the property's address, construction date based on Santa Cruz Assessor data as available, and a field photograph.



### Figure 8 Survey Findings



## Previously Designated Resources

The research and survey conducted for this study identified 13 extant resources within the DWSP area that are currently listed in the NRHP, CRHR, and/or the City of Watsonville Historic Register (Watsonville HR).<sup>3</sup> These resources are listed below in Table 1 and displayed in Figure 2. One property, the Stoesser Block and Annex at 331-341 Main Street, was previously listed in the NRHP but was demolished following the 1989 Loma Prieta Earthquake and is no longer extant. Because the 13 extant properties are listed in designated or formally determined eligible for listing in the NRHP, CRHR, and/or Watsonville HR, they are considered historical resources pursuant to CEQA (PRC Section 21084.1)



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<sup>3</sup> The Watsonville HR is included in Appendix A of the Draft Watsonville Vista 2030 General Plan. The list of designated resources presented in this study includes two additional resources which are designated but not listed in the Watsonville HR; these are 26 West Beach Street and 6 East Lake Avenue.




**Table 1 Known Designated Resources Within the DWSP**




Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
1	Watsonville Woman's Club 12 Brennan Street	Tudor Revival Frank Wyckoff, Architect	1917	Listed in the Watsonville HR	
2	"Judge" Julius Lee House/Lewis Home 128 East Beach Street	Queen Anne Victorian William Weeks, Architect	1884	Listed in the NRHP, CRHR and the Watsonville HR	



Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
3	Tyler/Ash House 225 East Lake Avenue	Queen Anne Victorian William Weeks, Architect	1890s	Listed in the Watsonville HR	
4	Porter Building 280 Main Street	Classical Revival William Weeks, Architect	1903	Listed in the Watsonville HR (located on City Hall property)	

**Watsonville Downtown Specific Plan Area**

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
5	Wells Fargo Building 326 Main Street	Art Deco H.H. Winner, Architect	1940	Determined eligible for listing in the NRHP (2S2)	
6	Lettunich Building 406 Main Street	Renaissance Revival/Chicago Style William Weeks, Architect	1911	Listed in the NRHP, CRHR and the Watsonville HR	
7	Mansion House Hotel 418-428 Main Street	Second Empire Thomas Beck, Architect	1871	Listed in the NRHP, CRHR and the Watsonville HR	

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
8	Kalich Building 426-434 Main Street	Renaissance Revival William Weeks, Architect	1914	Listed in the Watsonville HR 1914	
9	Watsonville City Plaza Bounded by Main, Peck, Union, and East Beach Streets	William Weeks, Architect (bandstand)	1906 (bandstand)	Listed in the NRHP, CRHR and the Watsonville HR	
10	318 Union Street	Spanish Colonial Revival Lorimer Rich, Architect	1937	Determined eligible for listing in the NRHP (2S2)	

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**Watsonville Downtown Specific Plan Area**




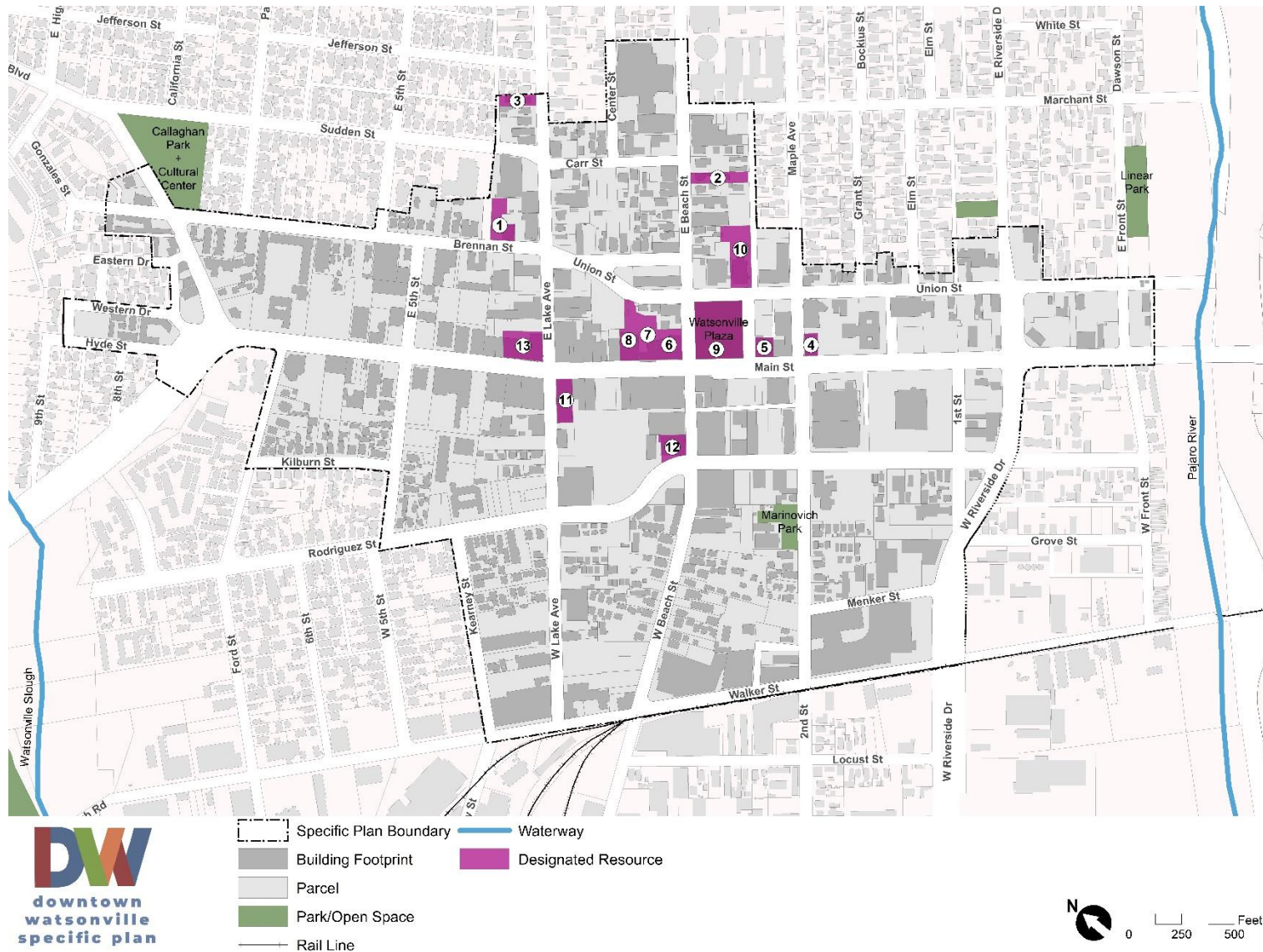
Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
11	Resetar Hotel 15 West Lake Avenue	Spanish Colonial William Weeks, Architect		Determined eligible for listing in the NRHP (2S2) 1927	
12	26 West Beach Street	Neoclassical Revival William Weeks, Architect	1911	Listed in Watsonville HR	
13	Jefsen Hotel 6 East Lake Avenue	Italianate	1920-1907	Listed in Watsonville HR	



Figure 9 Known Designated Resources Within the DWSP



## Potentially Eligible Individual Historical Resources

This survey identified 77 potentially eligible individual historical resources within the DWSP area. These potential resources are not currently designated but have potential to be eligible historical resources pending further study. For the purposes of future planning efforts and to categorize historical resources eligibility potential, potentially eligible individual historical resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. Tier I resources (59 total) are those that have a high degree of architectural integrity (Table 2), while Tier II resources (18 total) have a lesser degree of integrity and have been more substantially modified through the replacement of historic fabric and/or modification (Table 3). The purpose of differentiating between Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation. Potentially eligible individual resources identified vary in their type and include single-family residential, multiple types of commercial properties, in addition to institutional and industrial properties. The architectural styles of the identified buildings also include a wide range of styles, among them Victorian, Craftsman, and Period Revival.




**Table 2 Tier I Potential Historical Resources**

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
118 1st Street	Spanish Colonial Revival	1958	
105 2nd Street	Classical Revival Ralph Wyckoff, Architect	1925	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
114 2nd Street	Gothic Revival	1900	
132 2nd Street	Italianate/Folk Victorian	Circa 1900	
143 2nd Street	Queen Anne	Circa 1900	



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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
150 2nd Street	Queen Anne	Circa 1900	
11 Alexander Street	Moderne	1934	
38 Brennan Street	Craftsman	Circa early 1900s	



Address	Architectural Style/Associated Architect	Date of Construction	Photograph
133 Brennan Street	Mission Revival	After 1920	
17 Carr Street	Folk Victorian	1912	
1 Cherry Court (Kay's Garage/Moses Service Station; rare property type)	Spanish Revival	1928	
29 East 5th Street	Mid-Century Modern	1951	




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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
104 East Beach Street	Queen Anne	1897	
107 East Beach Street (SC Rodgers Home)	Queen Anne	1901	
108 East Beach Street	Queen Anne	1909	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
109 East Beach Street	Folk Victorian	1926	
115 East Beach Street	Colonial Revival	1904	
124 East Beach Street (Josephine Brumson Home)	Queen Anne	1893	






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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
127 East Beach Street	Streamlined Moderne	1940	
134 East Beach Street (Van Doren Rodgers Daley House)	Italianate	1855	
202 East Beach Street	Colonial Revival	1909	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
215 East Beach Street (Veteran's Memorial Building)	Mission Revival	Post 1920	
227 East Beach Street	Mission Revival	Post-1920	
18 East Lake Avenue	Mission Revival	1935	
35 East Lake Avenue	Mid-Century Modern	1957	

**Watsonville Downtown Specific Plan Area**

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
116 East Lake Avenue	Colonial Revival	1904	
214 East Lake Avenue (Resetar House)	Colonial Revival	1924	
217 East Lake Avenue	Colonial Revival	1907	



Address	Architectural Style/Associated Architect	Date of Construction	Photograph
221 East Lake Avenue	Victorian	1899	
118 East Riverside Drive (Suey Hing Benevolent Society)	Vernacular	NA	
436 Main Street	Italianate	1895	
446 Main Street	Italianate	1910	




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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
609 Main Street	Mission Revival	1865	
618 Main Street (Coast Counties Gas & Electric)	Mission Revival	1932	
5 Maple Avenue	Spanish Colonial Revival G. Albert Lansburgh, Architect	1922	
201 Rodriguez Street	Folk Victorian	1899	



Address	Architectural Style/Associated Architect	Date of Construction	Photograph
550 Rodriguez Street	Mission Revival Ralph Wyckoff, Architect	1917; expanded 1928; remodeled 2005	
480 Union Street	Mid-Century Modern	1953	
300 Walker Street	Neoclassical Revival	1913	
130 West Beach Street	Craftsman	1994	





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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
131 West Beach Street	Victorian	1910	
135 West Beach Street	Victorian	1910	
136 West Beach Street	Craftsman	1922	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
137 West Beach Street	Mid Century Modern	1969	
141 West Beach Street	Victorian	1888	
143 West Beach Street (Henry Wiley Home, remodeled by William Weeks in 1898)	Eclectic Queen Anne	1880	



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Address	Architectural Style/Associated Architect	Date of Construction	Photograph
165 West Beach Street	Victorian	1900	
169 West Beach Street	Mission Influence	1927	
18 West Lake Avenue	Modern	1938	
30 West Lake Avenue	Craftsman	1919	





Address	Architectural Style/Associated Architect	Date of Construction	Photograph
30 West Lake Avenue A	Folk Victorian	1919	
30 West Lake Avenue B	Folk Victorian	1919	
30 West Lake Avenue C	Folk Victorian	1919	
30 West Lake Avenue D	Mid-Century Modern	1919	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
34 West Lake Avenue	Craftsman	1919	
34 West Lake Avenue A	Craftsman	1919	
34B West Lake Avenue	Craftsman	1919	

Address	Architectural Style/Associated Architect	Date of Construction	Photograph
328 Walker Street	Modern	1908-1920	





**Table 3 Tier II Potential Historical Resources**

Address	Architectural Style	Date of Construction	Photograph
45 Brennan Street	Spanish Revival	N/A	
48 Brennan Street	Victorian	1915	







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Address	Architectural Style	Date of Construction	Photograph
50 Brennan Street	Mid-Century Modern	1949	
111 Brennan Street	Folk Victorian	Circa 1920s	
115 Brennan Street	Craftsman	1924	
123-125 East Beach Street (Old Watsonville Hospital)	Mission Revival	1926	

Address	Architectural Style	Date of Construction	Photograph
32 Carr Street	Folk Victorian	1908	
100 East Beach Street	Colonial Revival	Circa early 1900s	
19 East Lake Avenue	Spanish Revival	1925	
470 Main Street	Mid Century Modern	1920	



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**Watsonville Downtown Specific Plan Area**

Address	Architectural Style	Date of Construction	Photogrpah
522-528 Main Street	Italianate	1912	
523 Main Street	Classical Revival	1925	
433 Main Street	Art Deco	1926	
119 West Beach Street	Moderne	1939	

Address	Architectural Style	Date of Construction	Photogrpah
145 West Beach Street	Craftsman	1912	
151 West Beach Street	Folk Victorian	1900	
155 West Beach Street	Folk Victorian	Circa early 1900s	



## Potentially Eligible Groupings

In addition to the potentially eligible individual resources included in the preceding tables, the survey identified several areas within the DWSP area that feature intact and cohesive groupings of historic-period development and common historical and/or architectural trends. Pending further research, the following groupings may be found eligible as historic districts or conservation overlay zones depending on their significance, integrity, and applicable designation criteria. The groupings are concentrated in clearly defined geographical areas and may contain contributing and non-contributing resources pending further study.

## Main Street Commercial District

The Main Street Commercial District is located centrally within Watsonville and the DWSP area. It encompasses 49 Santa Cruz County Assessor parcels and approximately three blocks of Main Street generally between Maple/2<sup>nd</sup> Street and West 5<sup>th</sup> Street. A review of assessor data and Sanborn Fire Insurance Company (Sanborn) Maps indicates many of the buildings within this area were constructed around the turn of the 20<sup>th</sup> century as part of the development of the city's commercial core, a use it has retained to the present. The buildings within this potential district generally range between 2 to 5 stories and vary in their architectural style, including examples of Italianate, Queen Anne and Mediterranean Revival. They share common characteristics and functions which foster the corridor's feeling and association as a downtown commercial core. These characteristics also include the relationship of the structures to the sidewalk and street, as well as to one another.



## East Beach Street Residential Group

The East Beach Street Residential Group includes approximately 12 Santa Cruz County Assessor parcels that line the north and south sides of East Beach Street between Union Street and Marchant Street adjacent (to the east) to the previously described Main Street Commercial Historic District. Available data suggests that many of the buildings in this group were constructed concurrently within those in the commercial district, around the turn of the 20<sup>th</sup> century. While some of the buildings in the district have been converted to commercial properties, the district historically supported residential use. Potential contributors are primarily, large, multi-story residential buildings which feature variations of the Victorian Style.





## **West Beach Street Residential Group**

The West Beach Street Residential Group includes approximately 20 Santa Cruz County Assessor parcels that line the north and south sides of West Beach Street between Walker Street and Rodriguez Street. This potential district is also located adjacent (to the west) to the Main Street Commercial Historic District and historically supported residential use. Potential contributors were constructed around the turn of the 20<sup>th</sup> century. This group also primarily displays variations of the Victorian Style and while high style examples are present, buildings in this group are typically smaller and more vernacular than those in the East Beach Street Residential Group. Parcels in this group typically feature multiple residences on one parcel.





## West Lake Avenue Bungalows

The West Lake Avenue Bungalows encompasses nine Santa Cruz County Assessor parcels, which, assessor's data indicates were constructed in 1919. The group is located on West Lake Avenue between Rodriguez Street and Main Street just west of the Main Street Commercial Historic District. The group features eight bungalows laid out in a bungalow court design; two of the bungalows face south onto West Lave Avenue, and the remainder are east and west-facing along a private road extending off West Lake Avenue. A majority of the potential contributors were designed in the Craftsman Style and display characteristic features of the style, for example wide overhanging eaves, decorative (false) beams under gables and full or partial width porches. At least one of the bungalows in the group displays a Folk Victorian, rather than the Craftsman Style. The research conducted for this study indicates that this is a rare property type within the DWSP area.



## 6 Recommendations

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As detailed above, the background research and reconnaissance-level survey identified three resource types within the survey area: designated resources, potentially eligible individual resources, and groupings of resources which may constitute a historic district or overlay/conservation zone pending further study. The 11 designated properties are historical resources pursuant to CEQA, and potentially eligible individual and groupings of properties will require further study to confirm their historical resources eligibility. As future planning and development efforts proceed under implementation of the DWSP, there is a potential for impacts to historical resources to occur, should those resources be demolished or altered in an adverse manner. The results of this historical resources survey will provide an invaluable planning tool by providing a baseline for understanding potential constraints and opportunities related to historic preservation efforts and future development in the DWSP area. In combination with the City's existing historic context statement, this study will assist City staff, project applicants, and the public in making informed decisions and provide a consistent framework for future identification and treatment of historical resources. To address these potential impacts and to inform future historic preservation planning efforts, Rincon is providing the following recommendations for individual resources and groupings of historical resources.

### Individual Resources

- During the project planning phase, and prior to permit approval for a specific project, it should be confirmed if there are any historical resources which could be impacted by the project. The 11 designated resources are known historical resources and the 79 Tier I and Tier II properties have an increased likelihood of being historical resources pending further study. If the property is not currently designated but does contain built environment features over 45 years of age, a historical resources evaluation should be prepared by a qualified architectural historian or historian who meets the Secretary of the Interior's PQS in architectural history or history (36 CFR Part 61). The qualified architectural historian or historian should conduct an intensive-level evaluation in accordance with the guidelines and best practices promulgated by the State Office of Historic Preservation (OHP) to identify any potential historical resources within the proposed project area. All properties 45 years of age or older should be evaluated within their historic context and documented in a report meeting the State OHP guidelines. All evaluated properties should be documented on Department of Parks and Recreation Series 523 Forms. The report should be submitted to the City for review and concurrence.
- If it is determined that the project site contains a historical resource, efforts should be made to avoid impacts as feasible. Any relocation, rehabilitation, or alteration of the resource should be implemented consistent with the Secretary of the Interior's Standards for the Treatments of Historic Properties (Standards). In accordance with CEQA, a project that has been determined to conform with the Standards generally would not cause a significant adverse direct or indirect impact to historical resources (14 CCR Section 15126.4[b][1]). Application of the Standards should be overseen by a qualified architectural historian or historic architect meeting the PQS. In conjunction with any development application that may affect the historical resource, a report identifying and specifying the treatment of character-defining features and construction activities shall be provided to the City for review and concurrence, in addition to the historical resources evaluation.

- If significant historical resources are identified on a development site and compliance with the Standards and or avoidance is not feasible, the applicant or developer should provide a report explaining why compliance with the Standards and or avoidance is not feasible for the City's review and approval. Site-specific mitigation measures should be established and undertaken, including, but not limited to, documentation of the historical resource in the form of a Historic American Buildings Survey-Like report. If a report is proposed, it should be commissioned by the project applicant or their consultant to comply with the Secretary of the Interior's Standards for Architectural and Engineering Documentation and should generally follow the Historic American Buildings Survey Level III requirements, including digital photographic recordation, detailed historic narrative report, and compilation of historic research. The documentation should be completed by a qualified architectural historian or historian who meets the PQS and submitted to the City prior to issuance of any permits for demolition or alteration of the historical resource.
- The City may also consider revisions to Chapter 8-13 of the municipal code to better align with current best professional practices and the guidance of the California Office of Historic Preservation. As currently adopted, the ordinance largely ties local designation to existing designation or recognition at the federal or state level. The California Office of Historic Preservation's 2001 assistance bulleting *Drafting and Amending Historic Preservation Ordinances: A Manual for California's Local Governments* provides guidance and identifies key issues when revising an ordinance and discusses the advantages of and disadvantages to various approaches (California Office of Historic Preservation 2001). Revisions to the Chapter 8-13 would also provide an opportunity to establish a local historic preservation commission and procedures for designating and modifying resources at the local level.

## Groupings of Resources

- The City does not currently include provisions within its municipal code for the establishment of historic districts or conservation overlay zones. The establishment of such designations would provide the City and the public to recognize and provide protections to areas containing cohesive and intact groupings of properties conveying the historical and/or architectural history of Watsonville. The City may consider adopting an ordinance which provides for the designation historic districts and/or conservation overlay zones.
- In the absence of a means of designating at the local level, the CRHR and NRHP do provide for the designation of historic districts. The City may consider further research and survey efforts of the groupings identified above to determine if they qualify for CRHR and/or NRHP designation as a historic district. Future efforts towards this end should be conducted by an architectural historian in accordance with best professional practices and the guidelines of the National Park Service and California Office of Historic Preservation. Grants and other funding sources may be considered to support these efforts.
- Short of official designation, the City may also consider adopting policies and objectives for groupings of potential historical resources. This may include further research and study, and the establishment of design guidelines, which would seek to ensure future development is consistent with the overall historic character of the surrounding properties.

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