



## Downtown Watsonville Revitalization

The City of Watsonville's Downtown Task Force has been working for the past 18 months to create a comprehensive Downtown plan to improve the economy and enhance the experience of the Downtown. This group of businesses, property owners and residents learned about the best practices of Downtowns in the State and around the Country.



We are excited to announce the first project, which will create a pedestrian-friendly area between Beach Street and Riverside. These changes will enhance safety by reducing the travel lanes from 4 to 2, creating safer pedestrian crossings and improving bicycle access. The changes will help

**City Closures in November** – Facilities will be closed for the Thanksgiving Holiday and furloughs: November 24th - 28th.

### Watering Days Reminder

Odd numbered addresses - Wed. & Sat.  
Even numbered addresses - Thurs. & Sun  
.All watering for only 15 minutes.

reduce traffic speeds while maintaining traffic flow, provide expanded sidewalk areas, and enhance the functioning of the intersection at 2nd and Main. Cities that have undergone similar changes report that retail sales figures have increased and property owners have started investing again.

The City is also in process of creating an entertainment district that will encourage more restaurants and entertainment venues to attract new customers and businesses. Your input will be valuable as the process continues. **For more information call 768-3092.**

## Holiday Tree Lighting

This year the City Plaza will once again feature a beautiful 30 ft, live holiday tree. The tree will arrive at the City Plaza early in November to be lighted and decorated by volunteers from the community and staff from the City Parks Division. Along with the tree, colorful strings of lights will adorn the City Plaza. All are invited to view the lighting of this

magnificent tree on December 7th at 5 pm.

After the holidays, the tree will be planted in a City park. Trees from the past two years were planted at Pinto Lake City Park. A big thank you to the generous donor of the tree for continuing to give the gift of the holiday spirit to our community.

**If you would like to help decorate the holiday tree and the City Plaza, contact the Parks and Community Services Department at 768-3240 or visit their website at [www.watsonvillerec.com](http://www.watsonvillerec.com).**



**Planned PetHood: Santa Cruz County Animal Shelter** – Low cost spay/neuter services to help reduce the homeless animal population.

**For information call 454-7200 or visit 150A Pennsylvania Drive.**



## Keeping Up With Watsonville

**Pennsylvania Drive, Clifford Avenue Roundabout Landscaping** – Completed. Drought tolerant plants were used for all roundabout landscape areas.

**Main Street Water Main Replacement Project** – Completed. A total of 1,800 ft. of new pipes and valves were installed to improve our water service.

**Public Works Receives Grants** – \$200,000 from the Monterey Bay Unified Air Pollution Control District for the Freedom Blvd. Adaptive Traffic Control System to improve traffic flow and an additional \$27,000 for the purchase of an electronic vehicle.

**Measure G** – Visit the City's website to view: Guidelines, Oversight Committee, Budget Plans and Media.

**2015 Watsonville Strawberry Festival Poster Contest** – Deadline for entries: 5 pm, Nov 20th. Winning artist will be awarded \$1,000. **For more information call 768-3240.**

**Utility Bill Payment** – Pay online by visiting the City's Website. You can also mail it, pay by phone, or use the 2 drop-boxes at City Hall.

## Holiday Activities

**Holiday Home Decorating Contest** – Open to all residents within the Watsonville city limits. Call Parks & Community Services at 768-3240 for details.

**Holiday Factory Sale** – December 6th from 9 am - 4 pm. Visit the City's website for details.

**Holiday Tree Lighting** – Dec 7, 5pm