



Via del Mar

Watsonville, CA

Family Housing

Via del Mar is an excellent example of infill development combined with affordability and services. The property is located adjacent to the Transit Center in downtown Watsonville and is a key element of an overall downtown revitalization effort in this regional agricultural center.



While the local economy is dominated by agriculture, Watsonville's location in Santa Cruz County and proximity to affluent communities has pushed rents up to levels that are unaffordable to many who work in the fields and service jobs. Mindful of the rising demand for affordable housing, the City of Watsonville leased the Via del Mar site from the Santa Cruz Metropolitan Transit District and then sought out a partner to develop it. Mid-Peninsula Housing Coalition stepped up to the challenge,

to help meet the housing needs of this community. Of the 40 units, eight will be designated for farmworker families.

Via del Mar includes a child care center (with preference for residents but also open to the community) which is operated by GoKids, a local child care services provider. It is also located within easy walking distance of all that downtown Watsonville has to offer, including public transportation, shopping, social services, library, schools and other educational facilities and cultural venues.



Developer

Mid-Peninsula Housing Coalition

Property Management

Mid-Peninsula Housing Management Corporation

Development Type

2005 New Construction: apartments and townhouses

Construction Type

Wood frame with composition shingle roof

Site Area: .67 acre

Density: 61 units/acre

Parking Ratio: 1.55:1 62 spaces

Development Profile

Type	No/ Units	Size (sf)
1 BR	13	508-528
2 BR	20	796-965
3 BR	7	1038-1149
TOTAL	40	

Amenities

Child care center, community room, computer center, playground

Resident Profile

Families earning up to 60% of area median income

Funders

- CA Dept. of Housing & Community Development (HOME/Serna/MHP)
- City of Watsonville Redevelopment Agency
- CalHFA
- Santa Cruz Metropolitan Transit District
- Alliant Capital (tax credit investor)

Architect

Pyatok Architects

Contractor

L&D Construction Co. Inc.

For more information contact:

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