



Watsonville  
COMMUNITY DEVELOPMENT

# 632 East Lake Avenue

APPROVAL OF A ZONING MAP AMENDMENT (PP2025-8346)  
CHANGING THE ZONING MAP DESIGNATION FROM  
NEIGHBORHOOD SHOPPING CENTER (CNS) TO THOROUGHFARE  
COMMERCIAL (CT) FOR A 1.18-ACRE SITE LOCATED AT 632 EAST  
LAKE AVENUE (APN: 017-321-02)

**CITY COUNCIL | 03/11/2025**

INTERIM ASSISTANT COMMUNITY DEVELOPMENT DIRECTOR ORBACH

# OVERVIEW

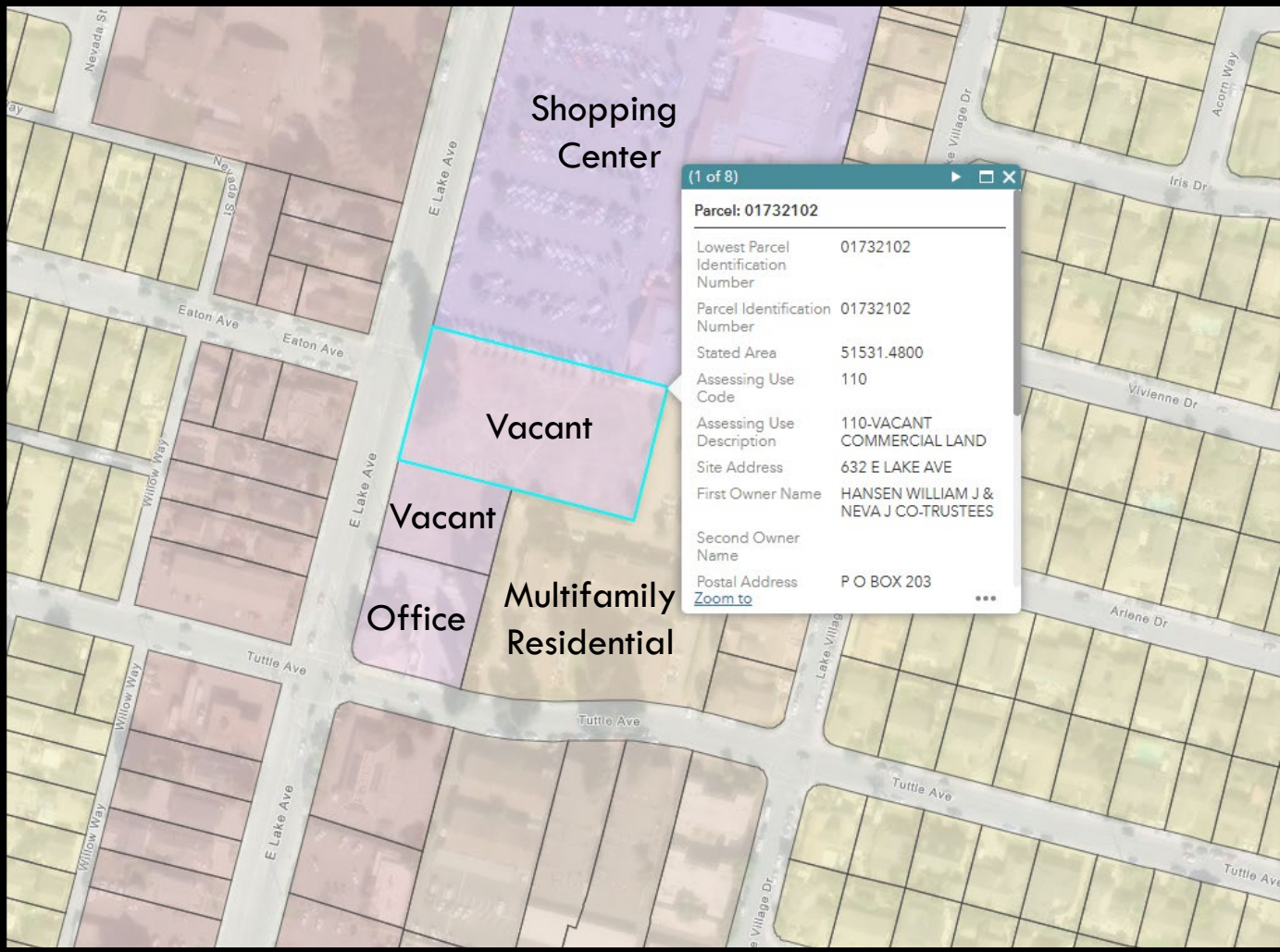
- PROJECT SITE
- BACKGROUND
- ZONING MAP AMENDMENT
- FINDINGS
- RECOMMENDATION

# PROJECT SITE

632 EAST LAKE AVENUE

GENERAL PLAN: GENERAL COMMERCIAL

ZONING DISTRICT: NEIGHBORHOOD SHOPPING CENTER (CNS)



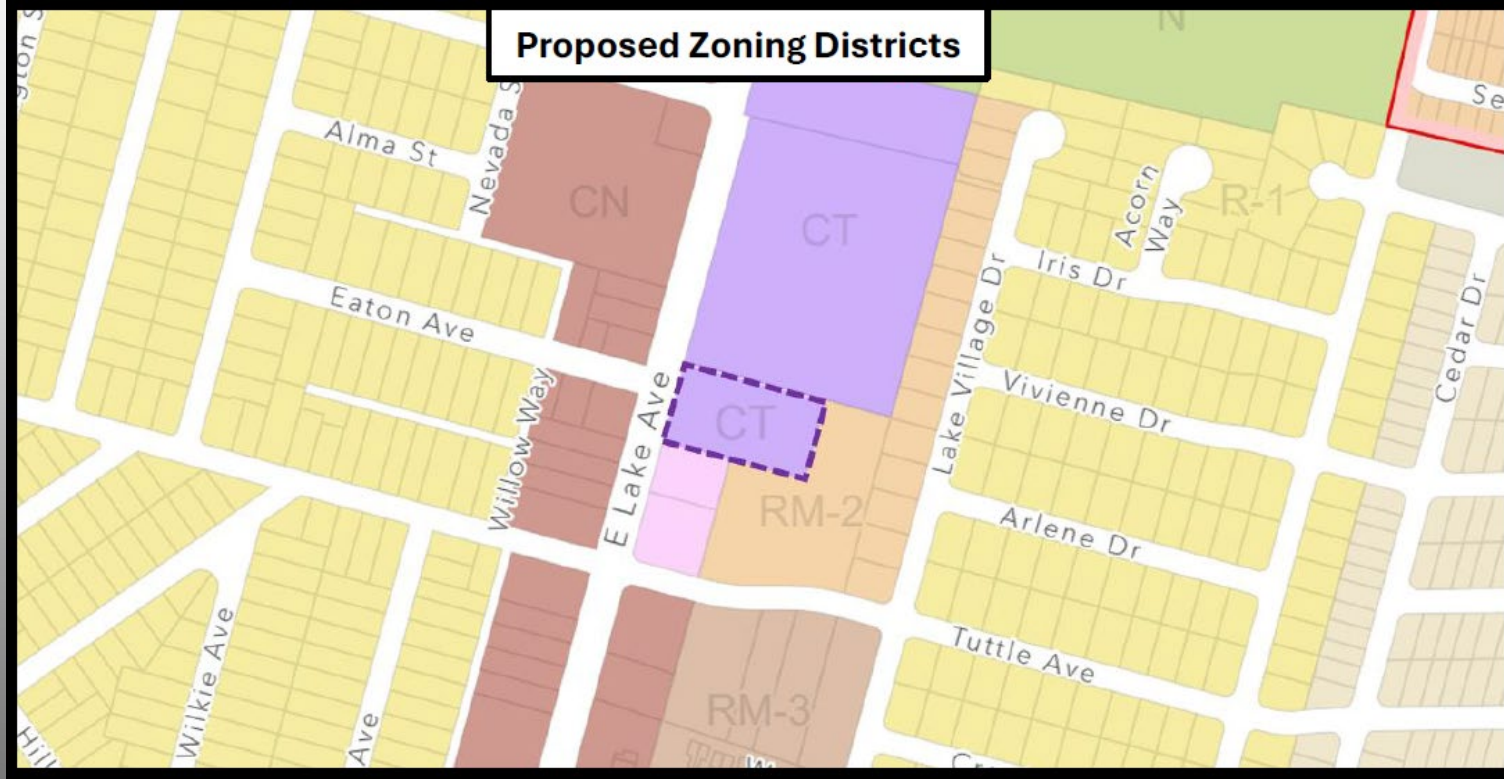
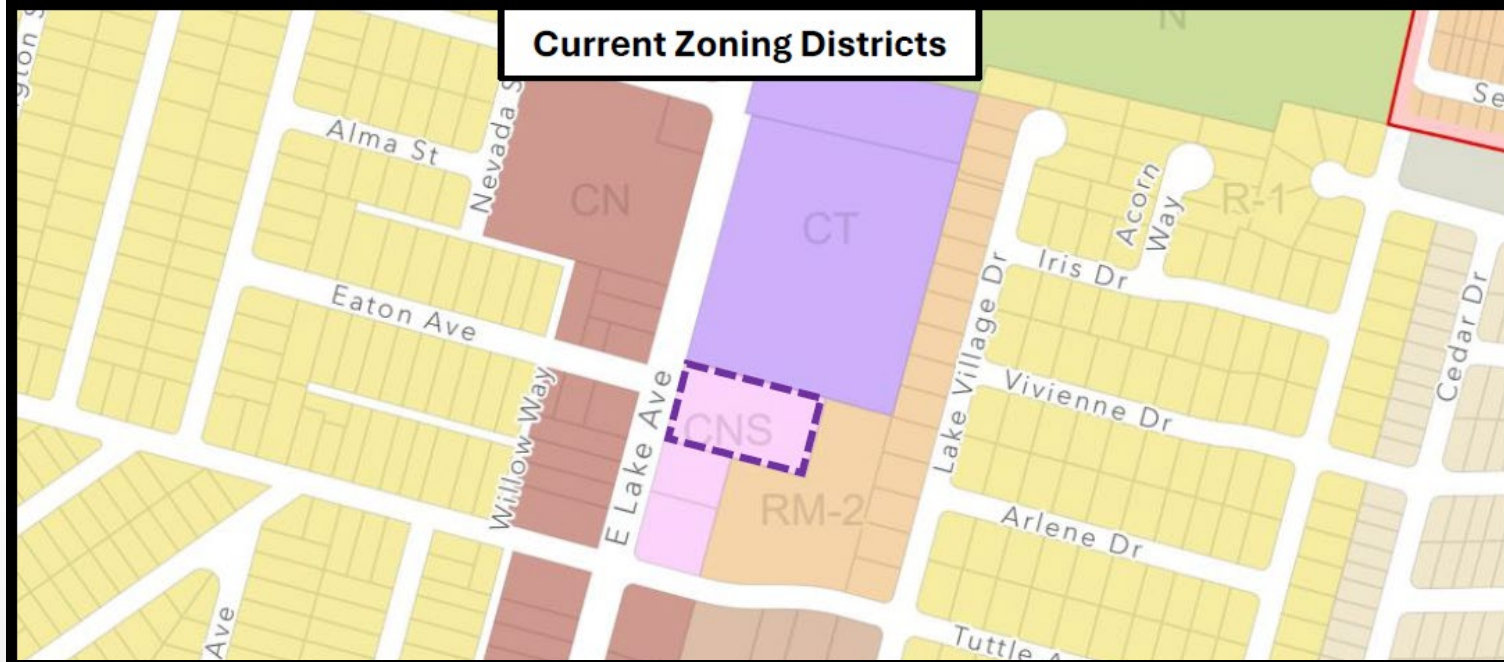
# BACKGROUND



- 632 EAST LAKE AVE WAS DEVELOPED IN 1870 WITH A SINGLE-FAMILY RESIDENCE KNOWN AS THE RODGERS HOUSE
- IN 1998, THE RODGERS WAS RELOCATED TO THE SANTA CRUZ COUNTY FAIRGROUNDS WHERE IT WAS RESTORED AND DESIGNATED A HISTORICAL STRUCTURE
- THE PROPERTY HAS SINCE REMAINED VACANT

# Proposed Zoning Map Amendment

- Change from Neighborhood Shopping Center (CNS) to Thoroughfare Commercial (CT)



# WHY A ZONING MAP AMENDMENT?

TO PERMIT THE ESTABLISHMENT OF DIFFERENT USES ON THE  
PARCEL THAT:

1. REFLECT THE PARCEL'S THOROUGHFARE LOCATION  
ALONG SR-152; AND
2. BETTER ALIGN WITH THE PROPERTY OWNER'S  
DEVELOPMENT GOALS FOR THE PARCEL.

# REQUIRED FINDINGS

- GENERAL PLAN MAP AMENDMENTS REQUIRE TWO FINDINGS TO BE MADE (WMC § 14-12.708)



# ZONING MAP AMENDMENT FINDINGS

## WMC SECTION 14-12.708

### a) THAT THE PROPOSED AMENDMENT IS CONSISTENT WITH THE POLICIES EMBODIED IN THE GENERAL PLAN;

- THE PROPOSED ZONING CODE TEXT AMENDMENT IS CONSISTENT WITH THE POLICIES EMBODIED IN THE GENERAL PLAN, INCLUDING:
  - LAND USE ELEMENT GOAL 4.2: NEIGHBORHOODS
  - LAND USE ELEMENT GOAL 4.7: LAND USE SUITABILITY
  - LAND USE ELEMENT POLICY 4.G: LAND USE SUITABILITY

### b) THAT THE PROPOSED AMENDMENT IS COMPATIBLE TO THE EXTENT POSSIBLE WITH THE ACTUAL AND GENERAL PLANNED USE OF THE ADJACENT PROPERTIES.

- THE PROPOSED ZONING MAP AMENDMENT IS COMPATIBLE TO THE EXTENT POSSIBLE WITH THE ACTUAL AND GENERAL PLANNED USE OF THE ADJACENT PROPERTIES, BECAUSE:
  - REZONING TO CT IS COMPATIBLE WITH THE ADJACENT PROPERTY AT 952 EAST LAKE AVENUE;
  - THE SITE IS LOCATED ON A MAJOR THOROUGHFARE (EAST LAKE AVENUE/CA-152); AND
  - THE SITE PROVIDES CONVENIENT VEHICULAR ACCESS AND PARKING FOR THE PUBLIC.



## **RECOMMENDATION**

Adopt an ordinance approving a Zoning Map Amendment to change the zoning designation from Neighborhood Shopping Center (CNS) to Thoroughfare Commercial (CT) for a 1.18± acre site located at 632 East Lake Avenue (APN: 017-321-02); and finding the Zoning Map Amendment exempt from review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines § 15061(b)(3).

The image features a light gray background with a subtle gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text "Thank you!" is centered in the upper half of the image.

Thank you!