GoToMeeting – What You Need To Know
For any technical difficulties, please email Elena Ortiz at elena.ortiz@cityofwatsonville.org
Welcome and Introductions
Introductions + Icebreaker Question

What has been your favorite activity during the COVID-19 shutdown?
Advisory Committee Introductions

- Jane Barr
- Eduardo Cervantes
- Gina Cole
- Maria Elena De la Garza
- Francisco Estrada, Mayor
- Aurelio Gonzalez, Councilmember
- Neva Hansen
- Felipe Hernandez, Councilmember
- Sylvia Luna

- Carmen Herrera Mansur
- Sal Orozco
- William Ow
- Manuel Rodriguez
- Shaz Roth
- Tony Scurich
- Brian Spector
- Jenni Veitch-Olson
Agenda

Welcome! Tonight we will...

- Review existing conditions
- Review what we have heard to date
- Discuss elements of a successful Downtown
- Develop a shared vision for Downtown Watsonville
- Brainstorm guiding principles for the future of Downtown
- Public Comments
Advisory Committee Purpose

- Guide Specific Plan process
- Help develop vision, policies, design and regulations
- Represent the community’s interests
- Assist with public outreach and participation (as needed)
- Serve as a champion for the project
Advisory Committee Meeting Structure

- Presentation of information and discussion
- Facilitated by City team (consultant and City staff)
- No voting on topics
- No Chair or Vice Chair
- Meetings are open to the public; the public is encouraged to attend and will be allowed to share their ideas

(Note: Requests for information should be made through City staff.)
Advisory Committee Roles + Responsibilities

- Attend Advisory Committee meetings
- Share your ideas – your honest and thoughtful input is critical
- Review materials prior to meetings (sent via email)
- Attend community workshops and other community meetings (strongly encouraged)
- Talk with neighbors, friends, and constituents to obtain their ideas
- Be a resource and ambassador for the project
Advisory Committee Ground Rules

- Participate in good faith
- Respect your fellow members even if you don’t agree
- Allow space for differences of opinion
- Operate in the spirit of consensus
- Be a good listener
  - Share the floor
  - Do not interrupt one-another
- Ask questions for clarification and mutual understanding
Specific Plan Process + Schedule

Planning Area
Specific Plan Process and Schedule

Existing Conditions + Visioning
Review existing conditions, identify issues and opportunities and develop a long term vision for Downtown.

Alternatives
Create and refine land use and mobility alternatives.

Plan Development + EIR Preparation
Craft development and design regulation and conduct environmental analysis.

Review + Adoption
Public and decision makers to review and adopt the Specific Plan.

- **Project Kickoff**
  - **Summer 2020**
    - 1 Advisory Committee Meeting
  - **Fall 2020**
    - 2 Advisory Committee Meetings
  - **Winter 2021 - Summer 2021**
    - 4 Advisory Committee Meetings
  - **Fall 2021**
    - 1 Advisory Committee Meeting
Downtown Watsonville Specific Plan Area
Existing Conditions
Economic Profile + Real Estate Market Assessment

Population  Employment  Housing
## Population Trends

<table>
<thead>
<tr>
<th>Geography</th>
<th>2010</th>
<th>2019</th>
<th>2010-2019 Change</th>
<th>Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Watsonville</td>
<td>2,040</td>
<td>2,193</td>
<td>153</td>
<td>0.81%</td>
</tr>
<tr>
<td>Watsonville (City)</td>
<td>51,199</td>
<td>53,881</td>
<td>2,682</td>
<td>0.57%</td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>262,382</td>
<td>275,839</td>
<td>13,457</td>
<td>0.56%</td>
</tr>
<tr>
<td>California Statewide</td>
<td>37,253,956</td>
<td>39,927,315</td>
<td>2,673,359</td>
<td>0.77%</td>
</tr>
</tbody>
</table>

## Housing – Summary of Residential Units

<table>
<thead>
<tr>
<th>Geography</th>
<th>Single-Family Units</th>
<th>Multifamily Units</th>
<th>Total Housing</th>
<th>Share of Ownership</th>
<th>Share of Rentership</th>
<th>Vacancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Watsonville</td>
<td>296</td>
<td>444</td>
<td>740</td>
<td>14.4%</td>
<td>80.6%</td>
<td>5.0%</td>
</tr>
<tr>
<td>As a Share of Citywide Total</td>
<td>3%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watsonville (Citywide)</td>
<td>8,705</td>
<td>4,385</td>
<td>13,090</td>
<td>46.6%</td>
<td>50.2%</td>
<td>3.1%</td>
</tr>
<tr>
<td>As a Share of County Total</td>
<td>11%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>76,250</td>
<td>22,690</td>
<td>98,940</td>
<td>55.7%</td>
<td>35.6%</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

Note: Latest available data for the Downtown Watsonville Specific Plan Area are as of 2017. Citywide and County units are as of 2019.

[1] Single-family units include detached and attached units. Multifamily units include units in buildings that have two or more units.

Sources: US Census Bureau, ESRI Business Analyst, California Department of Finance, Economic & Planning Systems, Inc.
## Employment Trends

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Watsonville (City)</td>
<td>19,298</td>
<td>21,762</td>
<td>2,464</td>
<td>1.21%</td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>76,154</td>
<td>90,686</td>
<td>14,532</td>
<td>1.76%</td>
</tr>
<tr>
<td>California Statewide</td>
<td>15,494,915</td>
<td>17,355,855</td>
<td>1,860,940</td>
<td>1.14%</td>
</tr>
</tbody>
</table>

Sources: California EDD, Economic & Planning Systems, Inc.
**Watsonville Economy – Top Five Sectors**

Sources: California Employment Development Department, Economic & Planning Systems, Inc.
Existing Land Use + Policy Framework

Land Use Patterns
2005 General Plan

Draft 2030 General Plan
Zoning
Existing Land Uses

- Mix of retail, commercial, civic, religious, industrial and residential uses

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Area in Acres</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civic/Institutional</td>
<td>31.0</td>
<td>23%</td>
</tr>
<tr>
<td>Commercial</td>
<td>43.9</td>
<td>31%</td>
</tr>
<tr>
<td>Industrial</td>
<td>17.9</td>
<td>13%</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>7.7</td>
<td>6%</td>
</tr>
<tr>
<td>Multifamily Residential</td>
<td>14.4</td>
<td>10%</td>
</tr>
<tr>
<td>Parking</td>
<td>6.3</td>
<td>4%</td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td>2.4</td>
<td>2%</td>
</tr>
<tr>
<td>Single-Family Residential</td>
<td>12.8</td>
<td>9%</td>
</tr>
<tr>
<td>Vacant/Other</td>
<td>3.4</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Existing Land Uses
Existing Land Uses
2005 General Plan

- Additional residential density allowed in RHD areas
- Policies for adaptive reuse and preservation of historic buildings

<table>
<thead>
<tr>
<th>DESIGNATION</th>
<th>ACRES</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Commercial (CC)</td>
<td>71.21</td>
<td>50.5%</td>
</tr>
<tr>
<td>General Commercial (GC)</td>
<td>4.78</td>
<td>3.4%</td>
</tr>
<tr>
<td>Industrial (I)</td>
<td>19.59</td>
<td>13.9%</td>
</tr>
<tr>
<td>Public/Quasi-Public (P)</td>
<td>25.86</td>
<td>18.4%</td>
</tr>
<tr>
<td>Residential High Density (RHD)</td>
<td>19.23</td>
<td>13.6%</td>
</tr>
<tr>
<td>Residential Low Density (RLD)</td>
<td>0.24</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>140.91</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Draft 2030 General Plan

- Contains policies and guidance for Downtown
- Envisioned to **grow substantially** – 750 HH & 975 jobs
- Focus the most intensive **redevelopment on underutilized sites**
- Protect and enhance **historic** properties
- Strengthen **retail and cultural** destinations
- Broaden available **housing** options
- Create a “**sense of place**”
- **Design the interface** between the public and private realms
- Make **pedestrian-friendly** streets and urban environments
Existing Zoning

- Housing permitted in upper floors in CCA Zone
- Housing allowed by Special Use Permit (SUP) only in CT & CN Zones
- Housing not allowed in IG Zone
- Height limit restrictions
Downtown Framework, Built Form + Street Network

EXISTING NEIGHBORHOODS AND CORRIDORS
Downtown Framework

- **CALTRANS ROUTES:**
  - SR-129 (To Hollister & SR-1)
  - SR-152 (To Santa Cruz & Gilroy)
    - “One-Way “Couplet”: 2 travel-lanes eastbound and westbound (Lake Ave & Beach St) competes with the intent of a walkable downtown.
Downtown Framework

FRAMEWORK NETWORK

- **Main St Corridor** (Historic Main Street)
- **Regional Connectors:** (Lake Ave, Beach St, Riverside Dr, Freedom Blvd; connections to Santa Cruz, Salinas, Gilroy and the beach)
- **Cross-Town Connectors:** (Union St/Brennan St, Rodriguez St & Walker St)
- **Local (Downtown) Street Network**
- **Historic Depot / Bus Depot / W. Lake Ave Corridor**
Downtown Framework

LARGE BLOCKS DOWNTOWN:

- Most blocks in Downtown Watsonville are **600ft or longer** (2,000-3000 ft block perimeters)
- Typical walkable urban blocks: **250-400 ft** block lengths (>1,200 ft perimeter)
- **Watsonville Plaza:** 280 x 250 ft
- Additional connectivity needed through large blocks (paseos & walkable alleys)
**Downtown Gateways**

**POINTS OF ARRIVAL**

1. Main St South (from Santa Cruz);
2. Main St North (from Salinas);
3. W. Riverside Dr (from Salinas)
4. E. Lake Ave (from Gilroy)
5. Lake Ave (from Bus/Rail depot)
Downtown Character Areas

POTENTIAL AREAS

- Downtown Core
- Civic Core
- Commercial “Flex”
- Workspace / Industrial
- “Flex” Neighborhoods – (East & West)
Downtown Core

KEY CHARACTERISTICS

- **Historic Main Street** (Beach St to 5th St)
- **Watsonville Plaza**: Anchors the Downtown Core and Civic Districts
- **Several Historic Landmarks**: give the Downtown Core a distinct identity
- **Opportunity Sites**: Several key vacant / underutilized sites in the Core
- **CALTRANS RTE 152** poses a significant challenge to the intended urban environment envisioned for downtown
Downtown Core

HISTORIC LANDMARKS

- Several Historic Landmarks in the Downtown Core:
  - Watsonville Plaza
  - Lettunich Building
  - Fox Theater
  - Mansion House
  - Brewington Block
  - Resetar Building
  - Etc...
Downtown Core

WATSONVILLE PLAZA

- Major landmark of the city, well programmed with many special events (Strawberry Festival, Farmers Markets, Outdoor Concerts, etc...)

- Key vacant / underutilized parcels surrounding Plaza are important opportunity sites
Downtown Core

STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- **Main St** (north of Beach);
  - 4 x 12 ft lanes; (60ft curb-to-curb)
  - 10 ft sidewalks (small) w\ planters
Downtown Core
STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- **Main St** (north of Beach);
  - 4 x 12 ft lanes; (60ft curb-to-curb)
  - 10 ft sidewalks (small) w\ planters

- **Beach St** (Main to Lincoln);
  - One-way eastbound;
  - 2 x 16 ft lanes; (50ft curb-to-curb)

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**Caltrans Route 152**

- One-Way Couplet; 2 - 16ft travel lanes
- 8ft parking lanes
- 10ft sidewalks
- Narrow with utilities for urban district
- Curb extensions at intersections and relocate utilities for more sidewalk
- Excessively/Unsafe Lane Widths; 10 ft. is typical lane width in urban district
- Consider extending diagonal parking on park side
- Potential to convert back to two-way travel
- Extend to 16-18ft diagonal parking on Plaza side
Downtown Core

STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- **Main St** (north of Beach);
  - 4 x 12 ft lanes; (60 ft curb-to-curb)
  - 10 ft sidewalks (small) w/ planters

- **Beach St** (Main to Lincoln);
  - One-way eastbound;
  - 2 x 16 ft lanes; (50 ft curb-to-curb)

- **Lake Ave** (east of Main);
  - One-way westbound;
  - 2 x 13 ft lanes; (44 ft curb-to-curb)

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**STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152**

- One-Way Couplet; 2 - 13 ft travel lanes
- 8 ft parking lanes
- 8 ft sidewalks

- **Note**: One-Way configuration continues West to Rodriguez

- **Potential to convert back to two-way travel**
- **Sidewalk extensions and parking “breakers”**
- **Very narrow for urban district**

- **Excessively/Unsafe Lane Widths**: 10 ft. is typical lane width in urban district
- **Sidewalk extensions accommodating gutter/runoff**
- **Accommodate existing street trees**
- **Remove turn lane**

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**Parking / turn lane**

8 ft sidewalks  Parking / turn lane  One-Way Couplet; 2 - 13 ft travel lanes  8 ft parking lanes  8 ft sidewalks
Civic Core

KEY CHARACTERISTICS

- Anchored by City Hall and new/joint-use Library, and Post Office
- Recent Streetscape Improvements on Main St: Landscape median and crosswalks are a good start
- New Shared Parking Structure: (2nd St & Rodriguez St)
- Mostly suburban development patterns: limit the Civic Core’s effectiveness as a gateway into Downtown
Commercial Flex

KEY CHARACTERISTICS

- Widely varied development patterns ranging from urban to very suburban
- "Mix of uses": Housing and commercial; less coherent organization than Core
- Brennan/Union & Rodriguez are very important corridors: the "seams" that stitch the Core to the surrounding neighborhoods
- Many vacant/underutilized parcels: significant infill opportunities (particularly for housing) in this Area
- Very Large Block Sizes limit walkability
**Workplace / Industrial Flex**

**KEY CHARACTERISTICS**

- Characterized by factory and light-industrial businesses originally serviced by rail

- **Historic Depot**: Terminates Lake Ave (at Walker St); this area could be a future “entry” to downtown (assuming LRT)

- **Strong jobs base** and good opportunity for new businesses to locate downtown

- **Many vacant/underutilized parcels**: significant mixed-use infill opportunities

- **Very Large Block Sizes** limit walkability
Downtown “Flex” Neighborhoods

KEY CHARACTERISTICS

- Existing “Mixed-Use” Neighborhoods:
  - **East Neighborhood:** Mix of traditional single-family homes (most of which have been converted to office), “downtown” commercial, civic, and industrial (Martinelli’s) in traditional urban patterns
  - **West Neighborhood:** Mix of multi-family, commercial, and industrial, in less-orderly, suburban patterns

- Concentration of Residents already living Downtown
Key Findings
Key Findings – Market and Demographics

- **Economic & Demographic**
  - City remains countywide leader in agricultural and logistics industries
  - City and Downtown notably younger and ethnically richer than County
  - City and Downtown are distinctly economically disadvantaged, with relatively low educational attainment and income

- **Housing**
  - Downtown potential for more mid-rise multifamily housing but needs to be balanced with affordability and displacement concerns

- **Office**
  - Continued employment growth and fully occupied existing office stock hint at future potential
  - User-built more likely than speculative development (especially near term)

- **Retail**
  - Healthy occupancy in Downtown retail suggests future potential as Downtown residents and employees increase
  - Industry trends favor experiential retail, and featuring local food/beverage may be a strategy
Key Findings – Policy Framework

- Both the 2005 General Plan and Draft 2030 General Plan envision Downtown as a **mixed-use area** that serves all Watsonville. Current General Plan policies are supportive of this vision.

- **Zoning regulations are less consistent with the vision:**
  - Base zoning
  - Allowed uses by right
  - Densities
  - Height
  - Setbacks
  - Parking requirements

- **Design guidance** for the public realm and the interface with the private frontages is needed

- **Current mix of uses** is not supportive of a vibrant successful downtown

- Opportunities for infill and revitalization
Key Findings – Land Use and Urban Design

AUTHENTIC CHARACTER & CONNECTIVITY

- Downtown is **easily accessible** to everyone in the city
- Many remaining historic buildings and landmarks give Downtown Watsonville a unique and authentic character
- Much of the original/authentic building stock still in place: could be revitalized with relatively minor improvements
- Strong **existing street-network** with a clear hierarchy
- Additional/improved connectivity can be added relatively simply as infill occurs
- Main St is **not** under CALTRANS jurisdiction between Riverside Dr and Beach St only
Key Findings – Land Use and Urban Design

CIVIC INVESTMENTS

- **New joint-use Civic Plaza** is a prominent building anchoring the district & fronting the street.

- **City parking structures** can add to the shared parking supply of the core on nights and weekends.

- **Historic Depot**: could provide future passenger rail access to Watsonville, making this area a new Downtown Gateway.
Key Findings – Land Use and Urban Design

LAND USE PATTERNS

- The Workplace Flex area could evolve into a vibrant mixed-use / live-work area, providing a concentration of new jobs and residents within a short walk of the Core.

- Business incubator for tech, maker-spaces, creative offices, breweries, coffee roasters, etc...

- Live-Work Opportunity – concentration of residents within close proximity to Industrial/Workplace District and Downtown and Civic Core.
Key Findings – Land Use and Urban Design

OPPORTUNITY SITES

- The city owns/controls several key parcels along the historic Main Street
- Several key-opportunity sites for significant infill development
- Inexpensive land could incentivize new investment
- Large underutilized industrial buildings that can be adaptively re-used
Key Findings – Land Use and Urban Design

CHALLENGES

- **Lack of activation** Downtown; Limited retail/dining options, and most businesses are not open in the evenings
- **Car oriented public realm** (CALTRANS routes in particular) does not prioritize pedestrian activity / safety
- **Lack of housing** in the Downtown Core; not yet / no longer a mixed-use district
- Many **vacant/underutilized storefronts** and “blank” frontages Downtown
- **Streetscape improvements needed** in many places to support pedestrian circulation, calm traffic, and improve property values
Key Findings – Land Use and Urban Design

CHALLENGES

- Predominantly suburban development patterns in some character areas; auto-oriented frontages
- Very large block sizes (up to 1000ft long) deter walkability in some areas
- Very little reinvestment by property owners; many buildings/sites suffering from blight
- Many buildings with large floorplates makes rent unaffordable for prospective business owners
- Disorderly development patterns in the western area: Incompatible uses (multi-family residential directly adjacent industrial, storage, etc...)
What we’ve heard so far…

Advisory Committee Meeting #1, Advisory Committee Member Interviews, and Stakeholder Interviews
What we have heard so far...

STRENGTHS OF DOWNTOWN

- Watsonville is a **unique community** with agriculture, wine, art, education, and nature themes
- Charming **historic** architecture and character
- The Plaza is the **Crown Jewel** of the downtown
- Farmer’s Market has a distinct character and draws people to the downtown
- Recent **streetscape improvements**, beautifying the streets
- **Murals and art!**
- **Scale** of downtown **very walkable**
- The neighborhoods in and surrounding Downtown provide **affordable housing** for residents
What we have heard so far...

KEY ISSUES FACING DOWNTOWN

**Traffic and Safety**
- Main Street is too auto-centric, people driving too fast
- Pedestrian and cyclist safety
- Main Street congestion/traffic

**Identity and functionality**
- No real destination or cohesive identity
- Lacking synergy between residents and businesses
- Lack of density downtown, not enough people live there to activate it
- Little opportunity to be social at night
- Lack of wayfinding signage

**Social Issues**
- Cleanliness
- Not ADA compliant

**Social Issues**
- People experiencing homelessness and mental health issues
- Resetar and clientele

**Demographic changes**
- Fear of gentrification
- Concerns about displacement
- Small local business preservation
- Concern with migration from the Bay area
What we have heard so far…

**OPPORTUNITIES IN THE DOWNTOWN**

- Fox Theater and Mansion House both hold **great potential**
- **More housing** is needed (both market rate and affordable)
- **Cabrillo College** brings young people to the downtown, but need a place to go or something to do
- **Kitchen and retail incubators and Digital Nest** establish fresh momentum to build off of
- **Strong non-profit presence** providing services to residents
- Space for new businesses to come in and **provide essential missing services/needs**
- Main Street roadway very wide - **opportunity to widen sidewalks, add bike lane or parklets**
- Recently approved alcohol ordinance allows new uses within the downtown
- Desire to see **more diverse uses**
Elements of a Successful Downtown
Elements of a Successful Downtown

DIVERSITY OF USES – RETAIL, RESTAURANTS, ENTERTAINMENT, CIVIC, OFFICE, SERVICE NON-PROFITS
Elements of a Successful Downtown

DIVERSITY OF USES – INFILL HOUSING, MIXED-USE, ADAPTIVE REUSE
Elements of a Successful Downtown

COMFORTABLE, SHADED, PEDESTRIAN-ORIENTED STREETSCAPES & FRONTAGES
Elements of a Successful Downtown

COMFORTABLE, SHADED, PEDESTRIAN-ORIENTED STREETSCAPES & FRONTAGES
Elements of a Successful Downtown

COMFORTABLE, WALKABLE STREETScape & PUBLIC REALM
Discussion
Discussion

- What is your vision for a successful Downtown Watsonville?
  - What are the most important elements in Downtown?
  - What should be preserved and what could change?
  - What defines success?

- What are the guiding principles that should be considered to guide the future of Downtown?
  - What are common themes or values?
  - How do we balance competing interests?
Public Comments
Wrap-Up and Next Steps