

*City of Watsonville*

# Downtown Specific Plan + EIR

Planning Commission | September 5, 2023

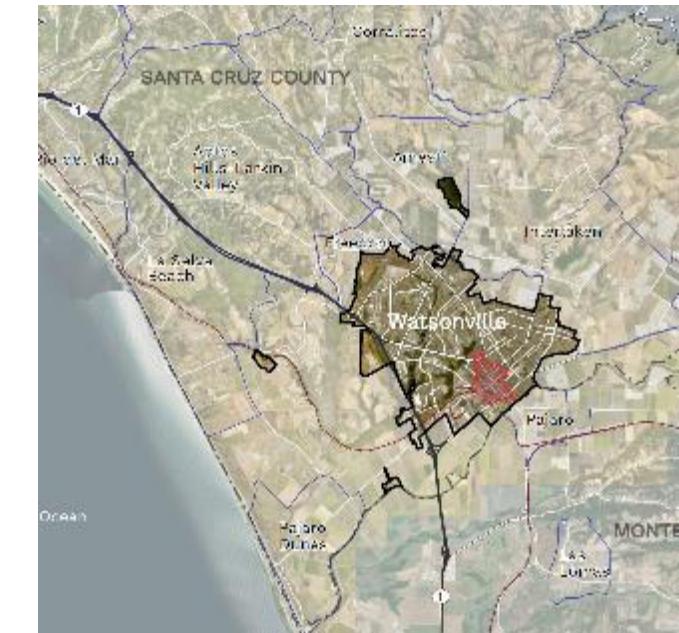
# Presentation Overview

- Planning Process
- Final Draft Specific Plan:
  - Organization
  - Key Recommendations
- General Plan and Map Amendments
- Zoning Code and Map Amendments
- Environmental Review
- Staff Recommendations

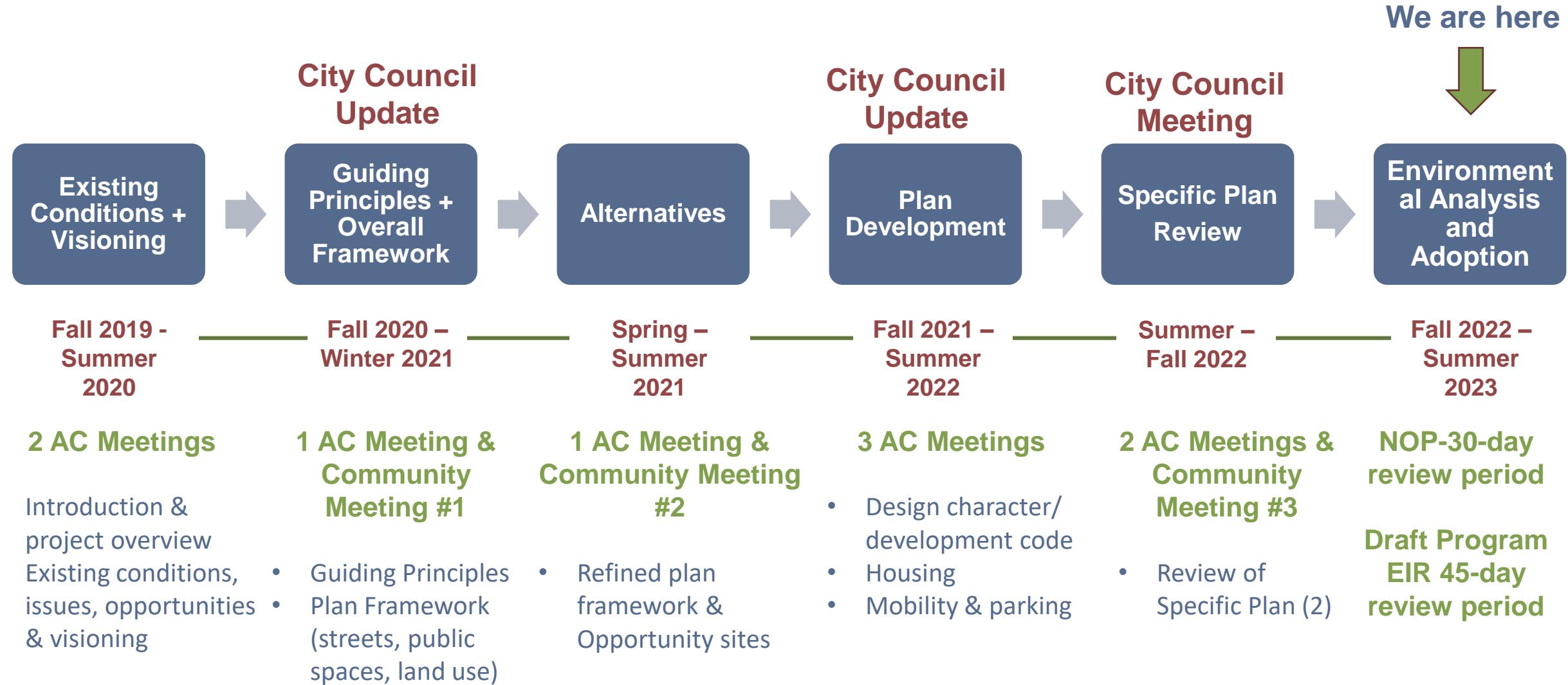


# Specific Plan Context

# Downtown Watsonville Specific Plan Area



# Specific Plan Process Overview



# Community Engagement Efforts

- Stakeholder Interviews & Focus Groups
- Advisory Committee Meetings (9)
- Community-Wide Workshops (3)
- Pop-Up Events (9)
- Online Engagement
  - Themes and Guiding Principles Feedback (100 comments)
- Community-Wide Surveys (2)
  - Strengths, Issues, & Opportunities Survey (665 respondents)
  - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- City Council Updates (3)



Help shape Downtown Watsonville  
Share your voice

Downtown Watsonville Specific Plan  
Community Survey #2

Community Survey #2 is an opportunity to share your thoughts about the future of Downtown Watsonville. Your input and feedback will help the City create a shared vision for the Downtown Specific Plan.

Survey Link:

[www.surveymonkey.com/r/DWSISurvey2English](https://www.surveymonkey.com/r/DWSISurvey2English)  
or scan this QR code with your smartphone!

Share your ideas for the vision of Downtown!



For more information about the project,  
Visit the project web at: [www.cityofwats.org/DWSP](http://www.cityofwats.org/DWSP)



# Specific Plan Overview

# Plan Structure

- Chapter 1: **Introduction**
- Chapter 2: **Downtown Vision, Goals & Policy Directions**
- Chapter 3: **Design Framework**
- Chapter 4: **Mobility and Transportation**
- Chapter 5: **Public Realm Improvements**
- Chapter 6: **Land Use and Zoning**
- Chapter 7: **Historic Preservation**
- Chapter 8: **Infrastructure**
- Chapter 9: **Implementation**
- **Appendices**



# Chapter 1: Introduction

## Plan Objectives

- Create an active, vibrant **18-hour** downtown
- Celebrate historic buildings, open space and street grid
- Foster **mixed use** and higher intensity development to bring more residents downtown
- Improve the pedestrian experience
- Support **active** modes of transportation
- Reduce greenhouse gas emissions



# Chapter 2: Vision, Goals & Policies



Vitality



Dignity



Equity



Preservation



Safety



Innovation

- Preserve key elements that make Downtown unique
- Establish a varied choice of uses and experiences for our diverse community
- Create housing opportunities for all
- Promote local economic prosperity
- Create a vibrant, safe, and active Downtown
- Foster a healthy, inclusive, and culturally connected community where all can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health

# Chapter 2: Vision, Goals & Policies

- LAND USE
- URBAN DESIGN
- AFFORDABLE HOUSING AND HOUSING PRODUCTION
- ANTI-DISPLACEMENT
- HISTORIC PRESERVATION
- ECONOMIC DEVELOPMENT
- MOBILITY AND PARKING
- TRANSIT
- INFRASTRUCTURE

## Goal 7

Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

### Anti-displacement Strategies

#### Goal 7

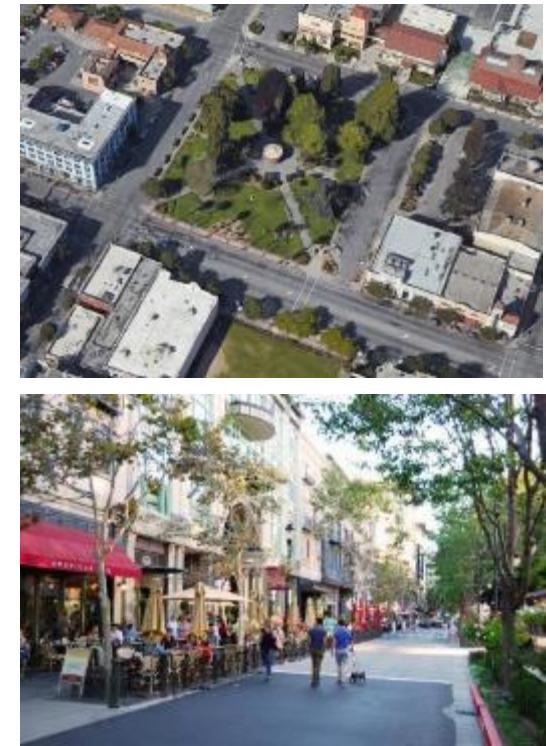
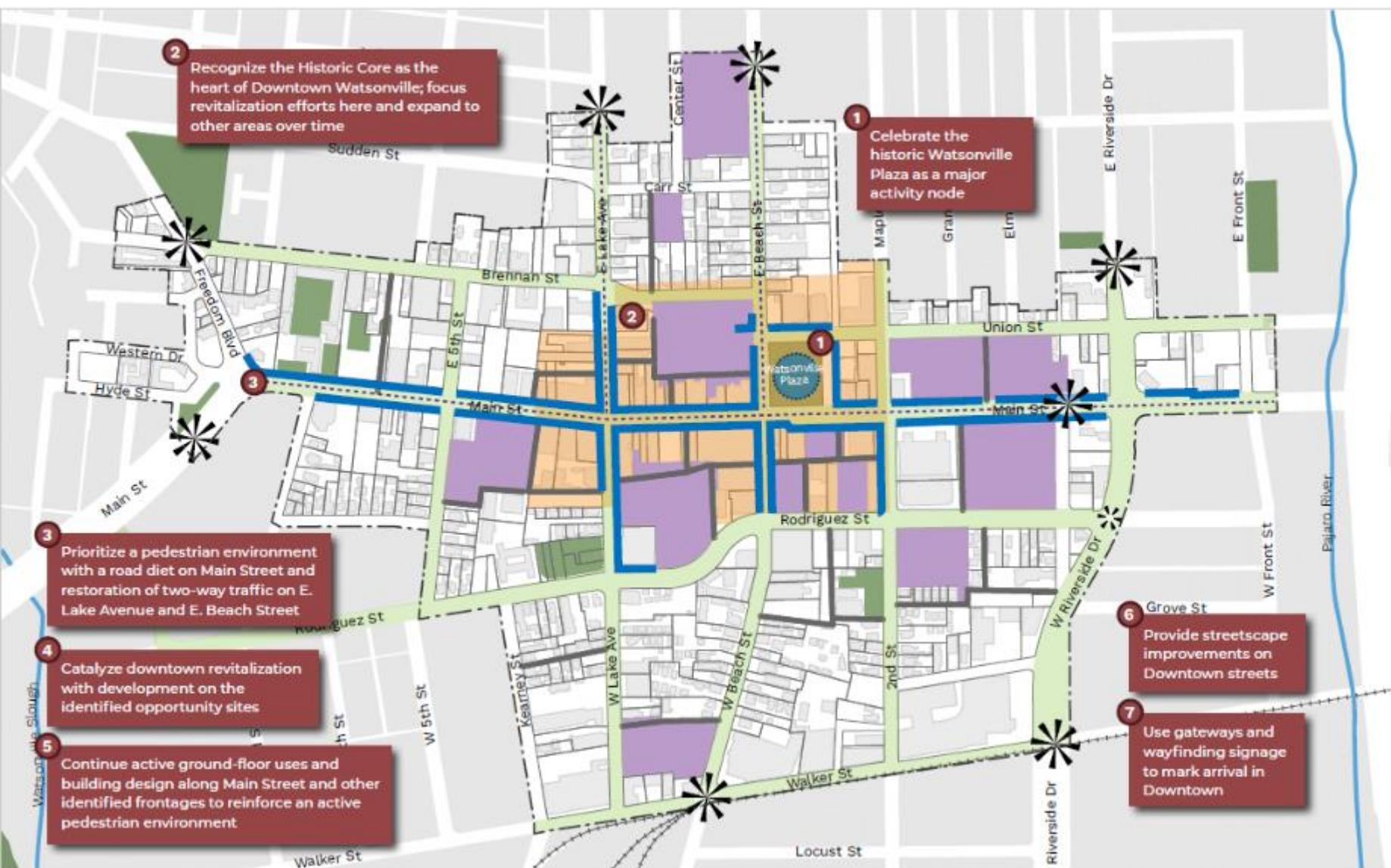
Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner Occupied and Rental Housing Rehabilitation programs.
- **Policy 7.2: Reinvestment.** Partner with non-profits and affordable housing developers to support acquisition of and reinvestment in existing affordable housing downtown.
- **Policy 7.3: Education and Outreach.** Promote existing programs among downtown residents through outreach efforts and educational opportunities.
- **Policy 7.4: Existing City Programs.** Continue implementing existing city-wide housing programs such as the inclusionary housing ordinance, incentives such as priority processing for 100% affordable housing projects.
- **Policy 7.5: Assistance Programs.** Continue to look for grant opportunities to expand funding for the First Time Home Buyer Program and Down-payment Assistance Program.



- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner-Occupied and Rental Housing Rehabilitation programs.

# Chapter 3: Design Framework

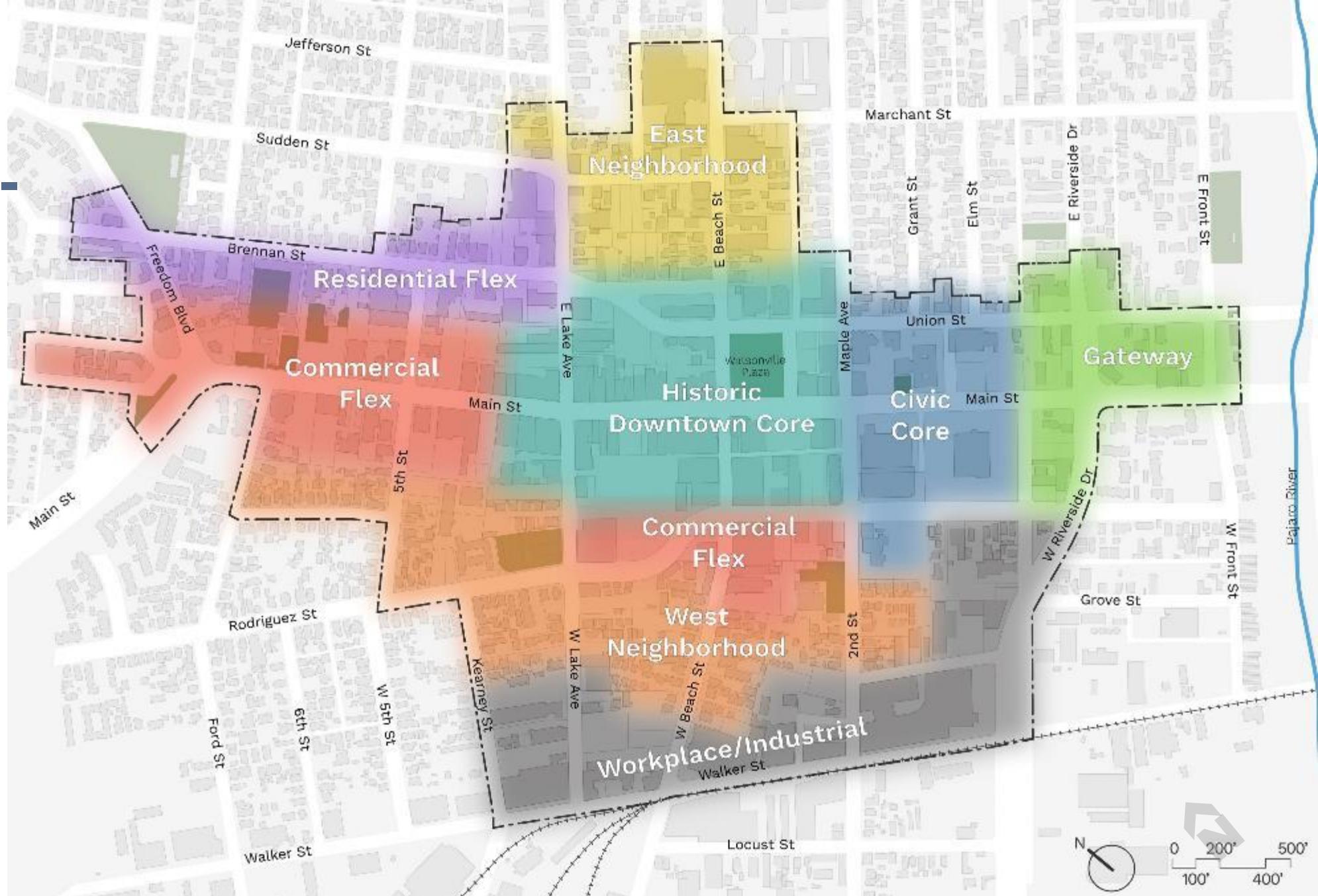


- 2 Historic Core
- 3 Pedestrian Environment (Priority)
- 4 Opportunity Site
- 5 Active Frontages
- 6 Streetscape Improvements
- 7 Gateway
- Paseos
- Activity Node
- Specific Plan Boundary
- Parks/ Open Space
- Building Footprint
- Rail Line

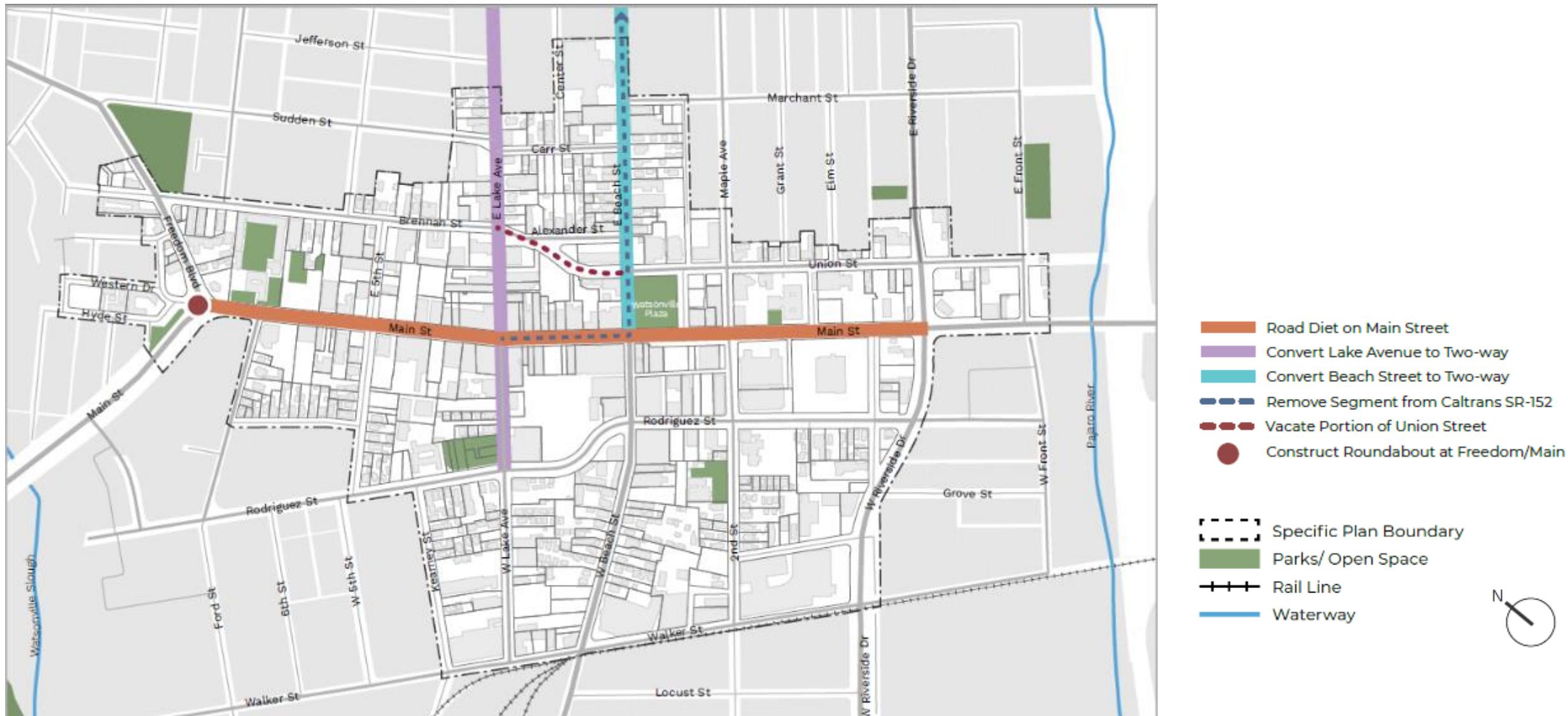


# Chapter 3: Design Framework - Character Areas

- Downtown Core
- Civic Core
- Gateway
- Commercial Flex
- Residential Flex
- Workspace / Industrial
- East Neighborhood
- West Neighborhood



# Chapter 4: Mobility - Street Network Improvements



# Chapter 4: Mobility - Street Network: Main Street



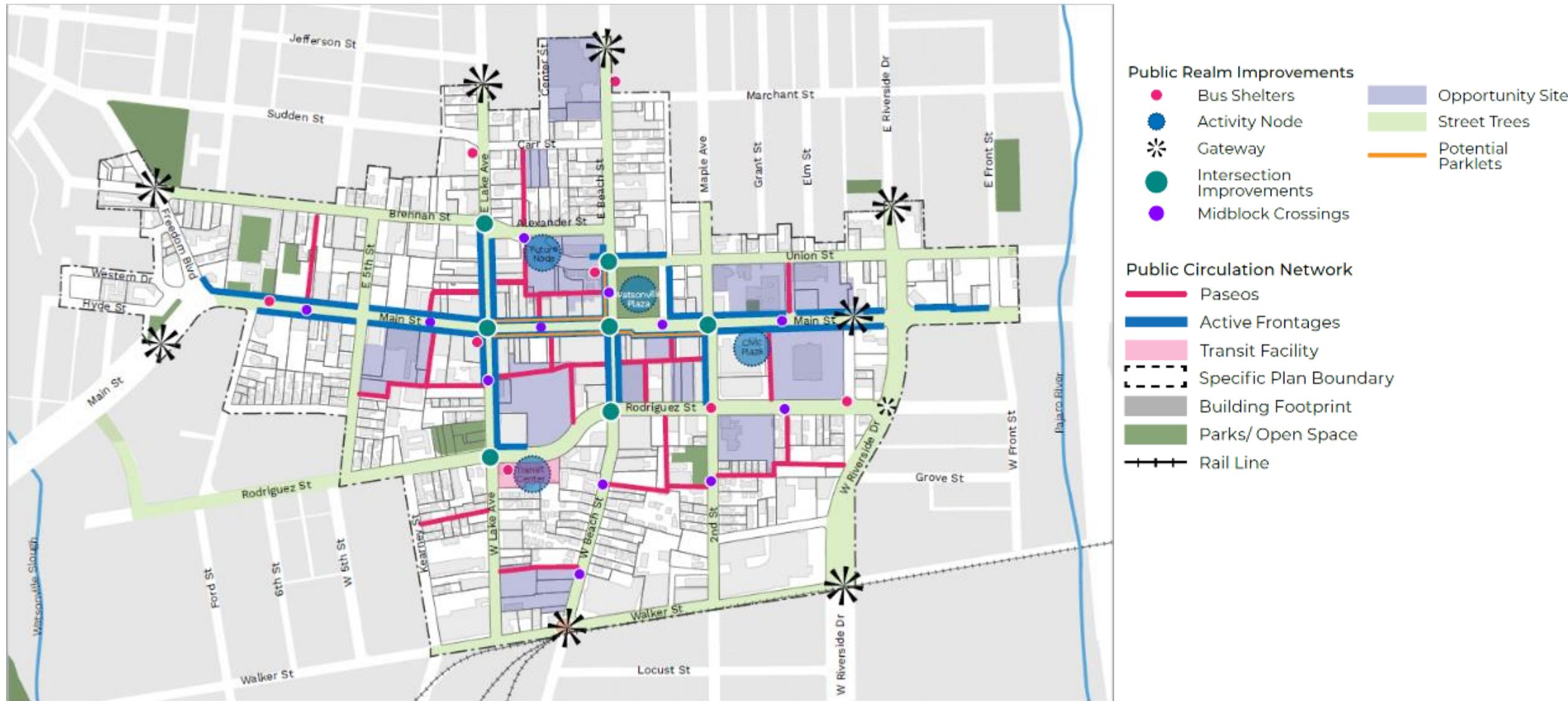
Between E. Lake and E. Beach



Between Central Avenue and First Street



# Chapter 5: Public Realm - Streetscape Improvements



# Chapter 5: Public Realm - Streetscape Improvements

## Street Furnishing Palette

### Street & Pedestrian Lighting



### Signage & Wayfinding

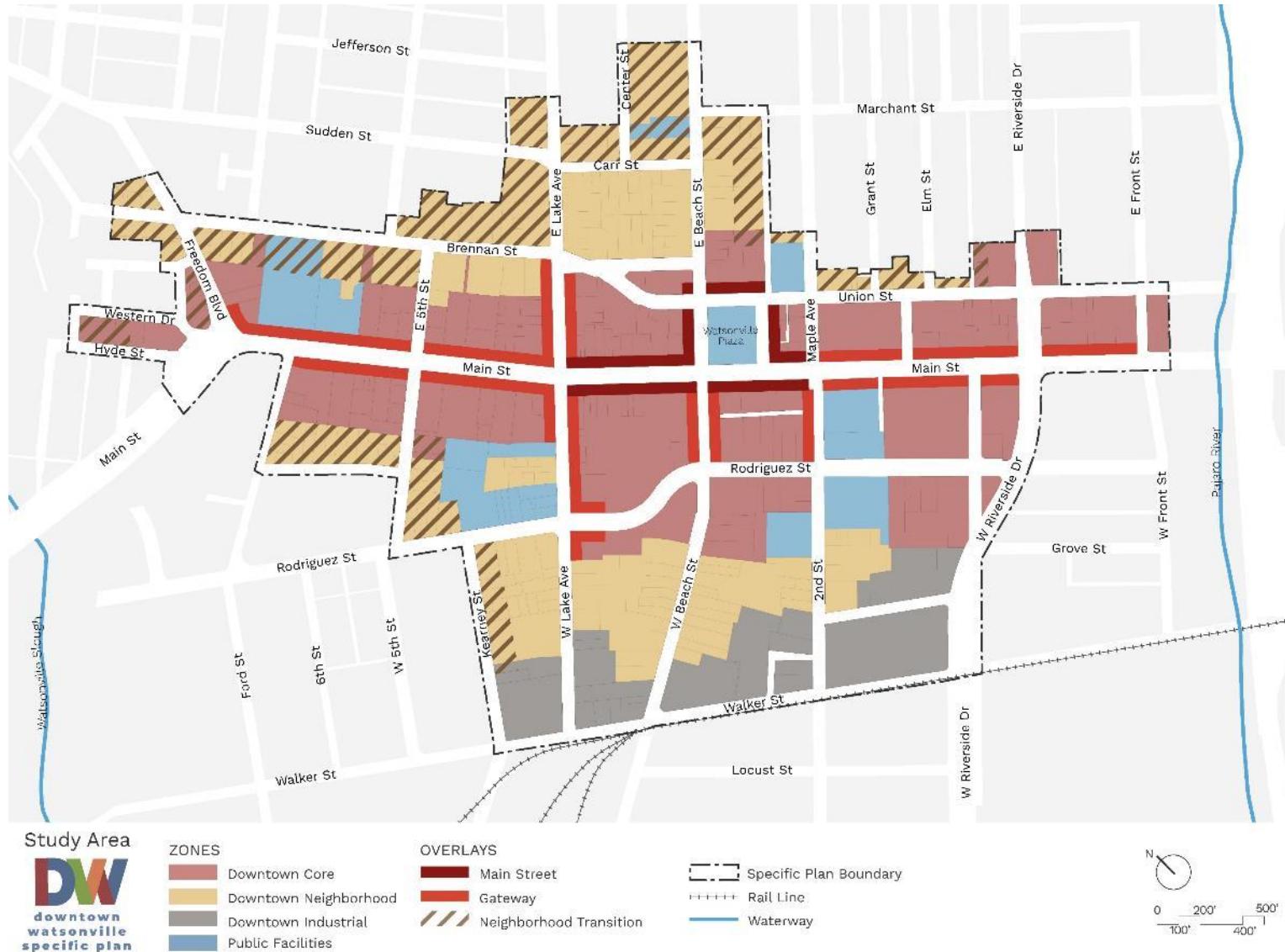


### Parklets



# Chapter 6: Land Use & Zoning

- Administration
  - General Development Standards
  - Downtown Zones and Overlays
  - Regulating Plan
  - Use Standards
  - Objective Standards
    - Building Placement
    - Building Height
    - Building Massing
    - Façade Design
    - Frontage Types
    - Entries
    - Architectural Elements



# Chapter 6: Land Use & Zoning - Land Use Regulations

## ■ Use Regulations and Permit Types:

- Simplified list of what's allowed
- Definitions
- Follows City's current permits and procedures:
  - Permitted, Conditionally Permitted (AUP or SUP), Prohibited
- Findings for CUPs

Table 6-3 Land Use Regulations

Use	Downtown Core			Downtown Neighborhood	Downtown Industrial <sup>1</sup>	
	Main Street Overlay	Gateway Overlay	Elsewhere in the Zone			
Alcohol-Related: Group A	AUP required <sup>1</sup>					
Alcohol-Related: Group B	SUP required <sup>1</sup>					
Antique Shop	Not permitted on parcels fronting Main Street; AUP required elsewhere			AUP required	AUP required	
Automobile Service	Not permitted			Not permitted	Permitted	
Cannabis Facility	Not permitted					
Church	SUP Required					
Drive-through	Not permitted					
Dwelling Unit	Permitted on upper floors; Not permitted on ground floors		Permitted	Permitted	SUP Required	
Heavy Industrial & Manufacturing	Not permitted			Not permitted	Permitted <sup>2</sup>	
Light Industrial / R&D	Not permitted			AUP required <sup>2</sup>	Permitted <sup>2</sup>	
Office	Permitted on upper floors; Not permitted on ground floors	Permitted on upper floors; AUP required for ground floors	Permitted	Permitted	Permitted	
Payday Lenders	Not permitted					
Storage/warehouse	Not permitted			Not permitted	Permitted	
Thrift Shop	Not permitted on parcels fronting Main Street; AUP required elsewhere			AUP required	AUP required	
Use Code 65	SUP required					
Vehicle fueling facility	Not permitted					

1. Additional requirements for alcohol-related uses found in the City's Alcohol Ordinance, in WMC Chapter 14-25 apply.

2. Per WMC § 14-12.400, all new industrial development, as with all new development, will be subject to required findings of compatibility between adjacent uses related to traffic, noise, odors, visual nuisances, and other similar adverse effects.

# Chapter 6: Land Use & Zoning - Form Regulations

## Building Massing

- Require large developments to create the look and feel of multiple smaller buildings to reflect the rhythm and scale of the historic Downtown

Table 6-6 Massing Increment Dimensional Standards

	Downtown Core	Downtown Neighborhood	Downtown Industrial
<b>A</b> Applicability Façade length beyond which the Massing Increment standards below become applicable	For façades longer than 100'	For façades longer than 80'	For façades longer than 150'
<b>B</b> Massing Increment (max.)	100'	60'	100'
<b>C</b> Façade height difference between Massing Increments (min.)	10% of lesser façade height	10% of lesser façade height	10% of lesser façade height
<b>D</b> Building base height difference between massing increments (min.)	2'	2'	2'
<b>E</b> Upper floors setback (min.) Distance set back from the primary façade	10'	10'	10'
<b>F</b> Bay width	15'-30' (see Section 6.5.D for more on bays)		
<b>G</b> Gap between Massing Increments (min.)	N/A	16' wide by 20' deep	N/A



# Chapter 7: Historic Preservation - Designated Resources

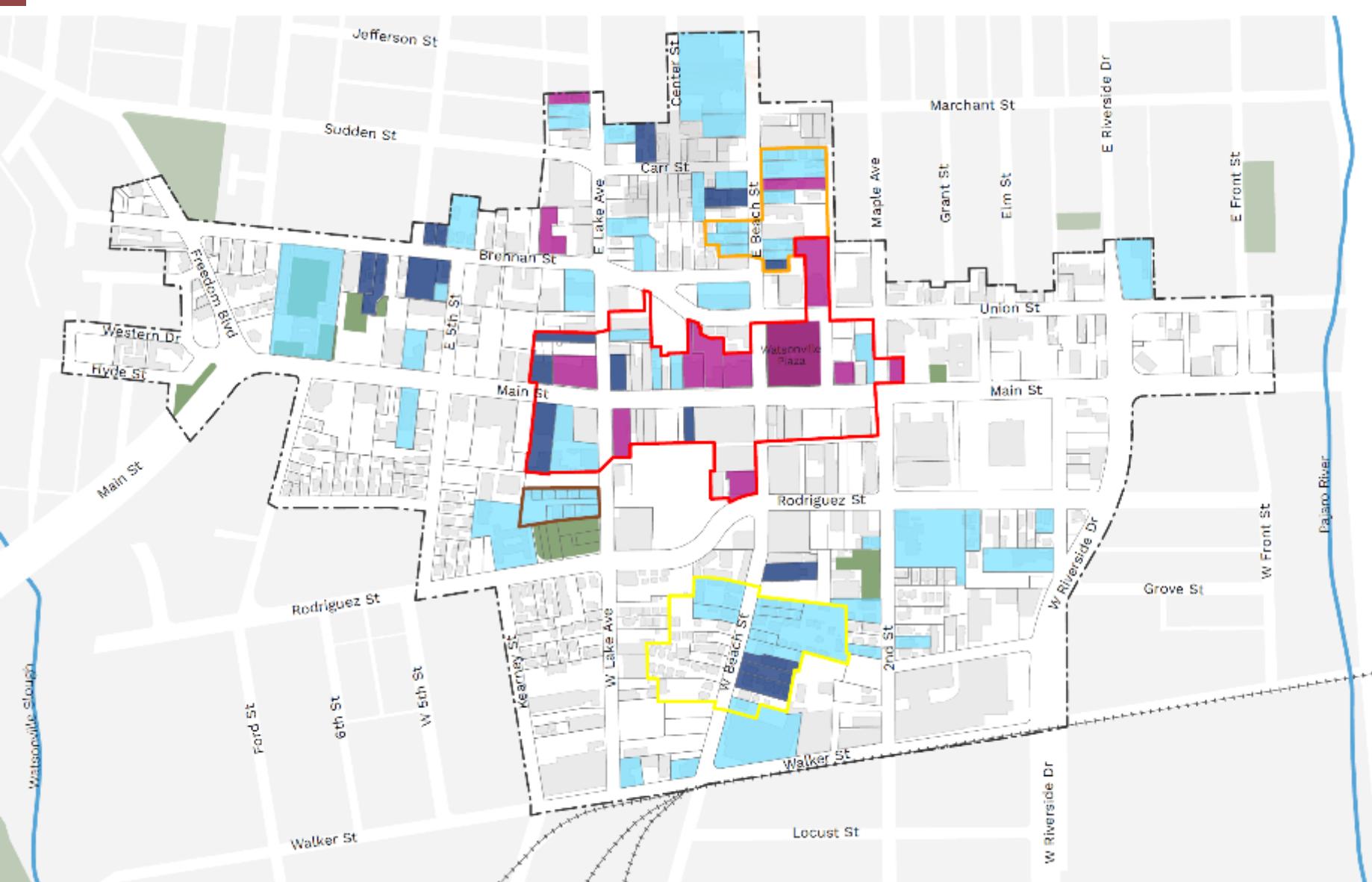


13 Designated Resources:

- (7) Federal
- (4) State
- (10) Local

Designated Resource

# Chapter 7: Historic Preservation - Eligible Resources



75 Eligible Resources:

- (58) Tier 1
- (17) Tier 2

4 Potential Districts

#### Potential Individual Resources

- Tier 1
- Tier 2
- Designated Resource

#### Potential Historic Districts

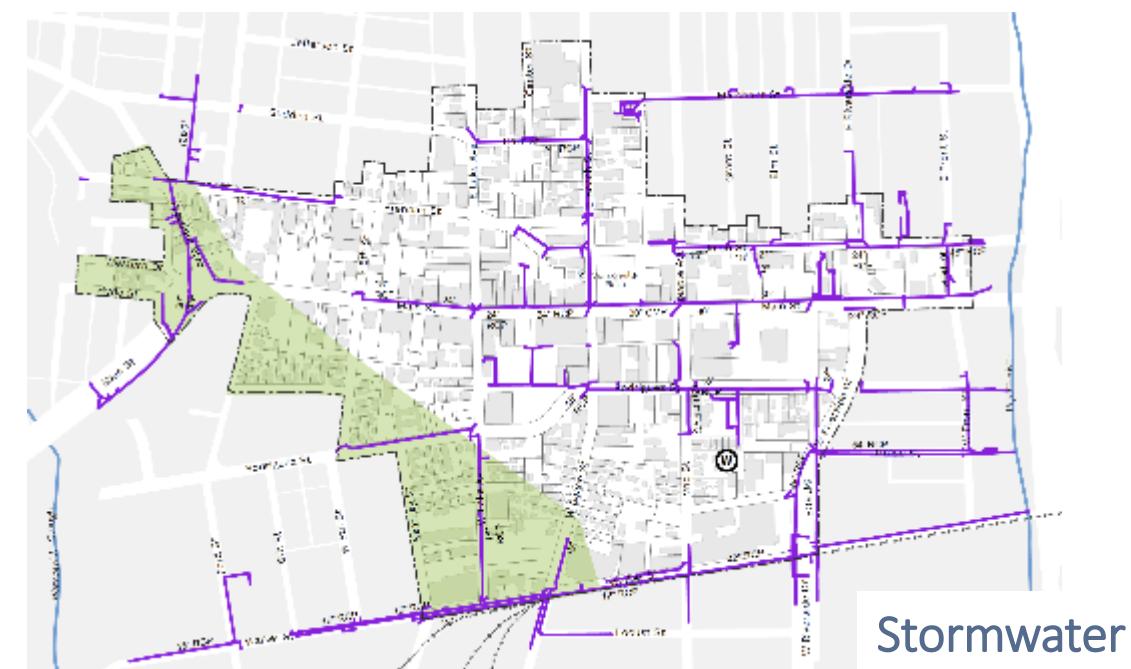
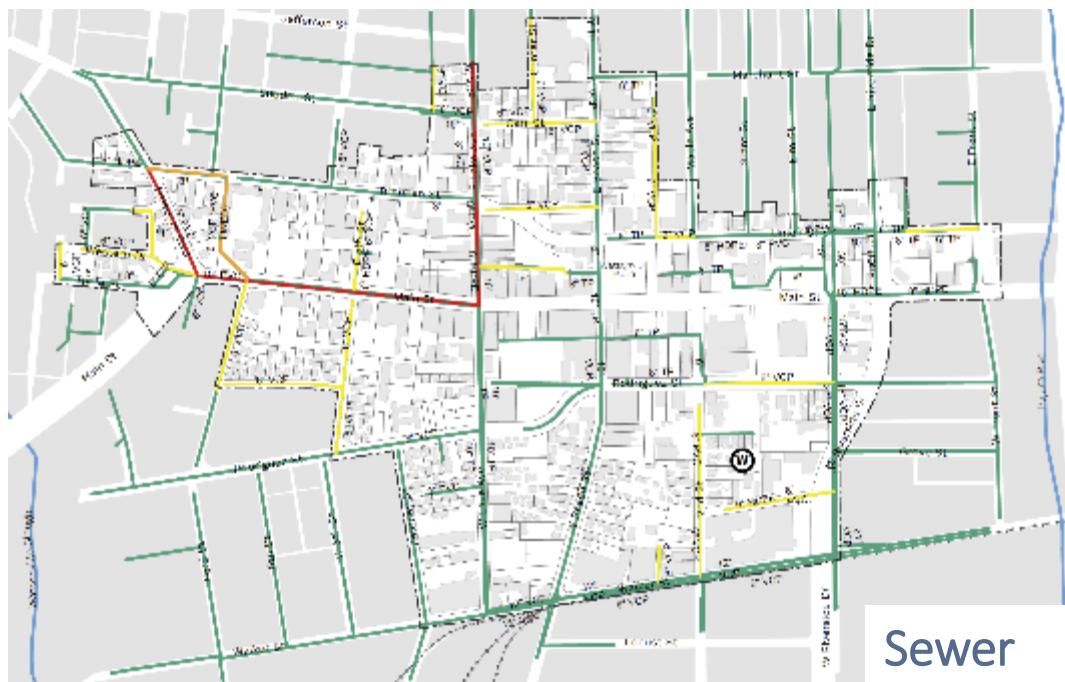
- Main Street Commercial District
- East Beach Street Residential Group
- West Beach Street Residential Group
- West Lake Avenue Bungalows

#### Specific Plan Boundary

- Building Footprint
- Parks/Open Space
- Waterway

# Chapter 8: Infrastructure

- Water Supply
- Sanitary Sewer
- Stormwater



# Chapter 8: Implementation

## STRATEGIC IMPLEMENTATION ACTIONS

- Promote Roadway and Streetscape Improvements on Main Street
  - Caltrans partnership
- Progress Planning for Downtown Civic Core Facilities
- Fund Downtown Signage and Wayfinding Improvements
  - Signage and Wayfinding
- Expand Downtown Parking District
- Develop Accountability Reporting
- Ongoing Capacity Building and Public Outreach



# Chapter 8: Implementation

## PUBLIC IMPROVEMENT COSTS

Description	Cost Estimate (in \$s)
Roadway, Pedestrian, and Bicycle Improvements	\$10.5 million
Streetscape Improvements	\$8.3 million
Utilities Improvements	\$30.0 million
<b>TOTAL COSTS</b>	<b>\$48.8 million</b>

## FUNDING SOURCES

- Existing Development Impact Fees
- Enterprise Funds
- Reimbursement Agreements
- Grants and Other Non-Local Funding

# General Plan Amendments

# General Plan Amendments

## Add Two New Downtown Mixed Use Land Use Designations

- Downtown Central Core (Total FAR 3.0, Minimum Commercial FAR 0.15, Maximum Residential Density up to 125 du/acre)
- Downtown Mixed Use (Total FAR 2.0, Maximum Residential Density up to 85 du/acre)

## Delete Central Commercial Land Use Designations

## Revise Implementation Measure 4.A.3 as follows:

Downtown Intensification –The City shall *allow FARs up to 3.0 and residential densities up to 125 dwelling units per net acre* ~~permit an increase in residential density for R-HD lands (up to 36.99 dwelling units per net acre, or 42.99 if development is SRO housing)~~ within the *Downtown Watsonville Specific Plan*. ~~area central business district if adequate off street parking can be provided and a Level of Service D (see Transportation and Circulation chapter (10) for description) can be maintained on adjacent collector streets.~~

# General Plan Amendments

## Revise Implementation Measure 4.C.6 as follows:

Downtown ~~Design Specific~~ Plan—The City shall prepare, consider, and implement a *specific plan for downtown Watsonville* ~~downtown design plan for the central business district~~. This plan shall contain elements for building appearance, *zoning regulations*, street landscaping, circulation, sign control and parking.

## Add Implementation Measure 4.A.7 as follows:

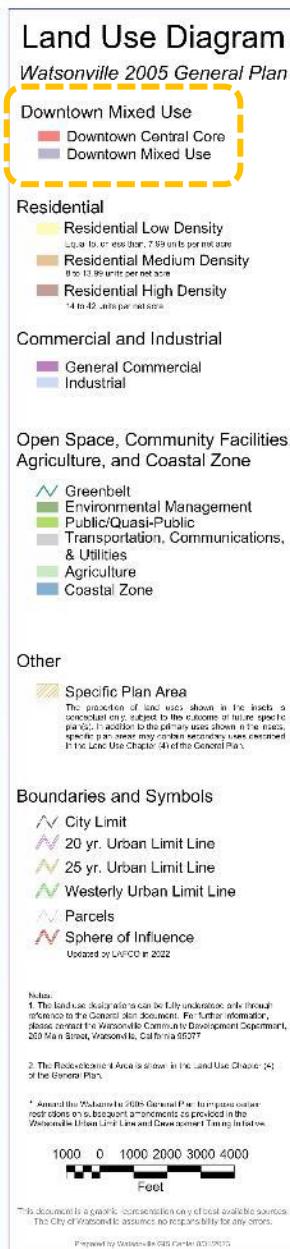
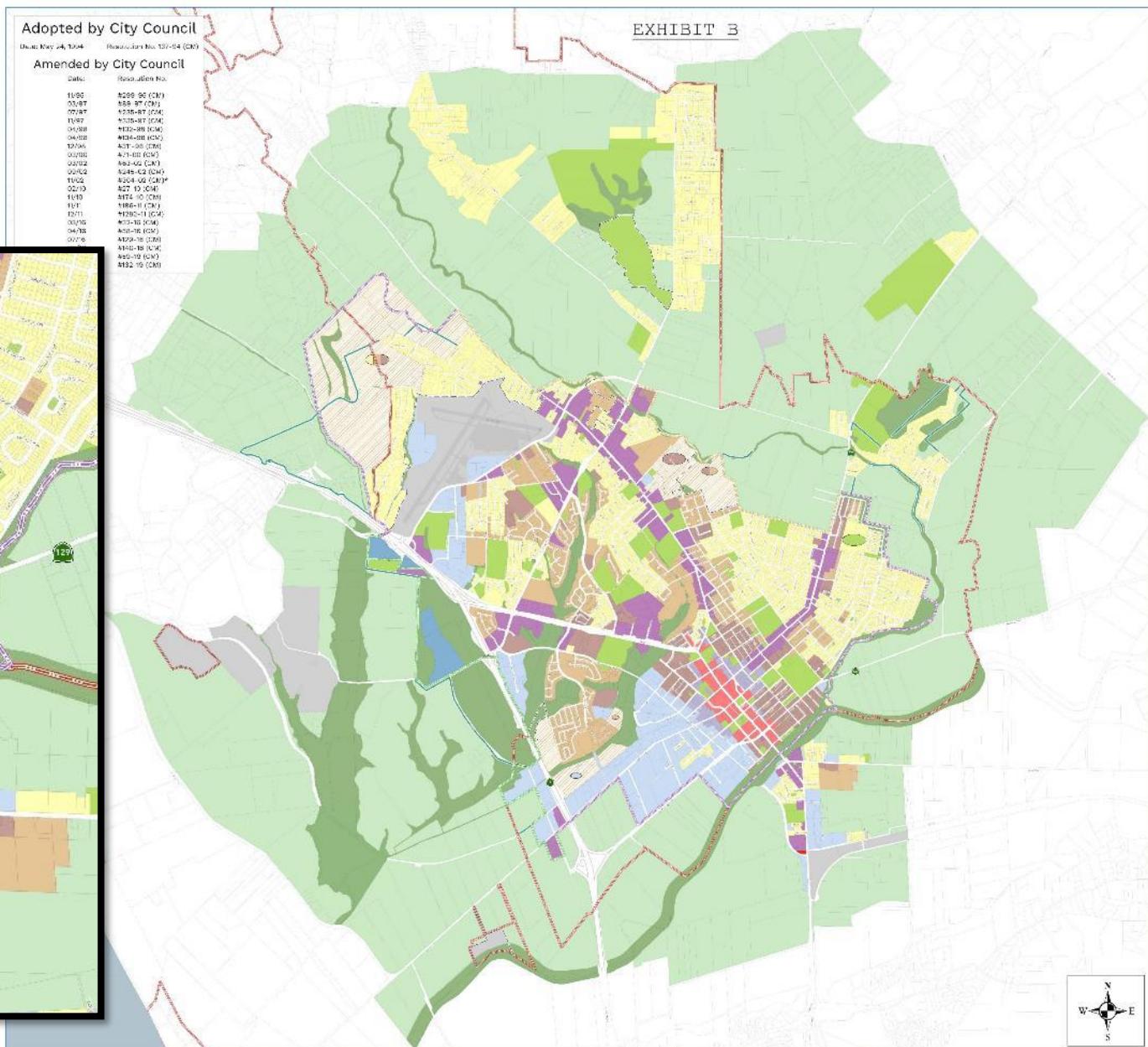
*Specific Plan for Downtown Watsonville* – The City shall prepare a specific plan for downtown Watsonville to facilitate housing production and preservation; increase retail-entertainment activity; encourage higher-density mixed-use residential projects; add visitor-oriented uses; support a greater range of civic and cultural activities; improve the safety and comfort of pedestrians; enhance bicycle infrastructure and connections; and target uses and activities that appeal to a wide range of Watsonville's residents and employees.

# General Plan Amendments

## Revise Implementation Measure 10.C.2 as follows:

Project Funding – *Except for projects in the Downtown Watsonville Specific Plan area*, the ~~The~~ City shall require as a condition of approval that all development or rezoning which would contribute to a deterioration of existing service levels below LOS D, provide the necessary improvements, contribute to their provision through the payment of impact fees, or otherwise mitigate impacts to maintain at least an LOS D. Where existing conditions are already below LOS D, any new development must mitigate traffic conditions to the extent of preventing further deterioration in level of service or, if possible, improving level of service.

# General Plan Map



# Zoning Amendments

# Zoning Amendments

**Adopt Chapter 6 of the  
Downtown Watsonville Specific  
Plan by Ordinance**

**Amend the Zoning Map to reflect  
the DWSP area**

**Amend the Zoning Code to refer  
to the land use & development  
standards for properties in the  
DWSP plan area**



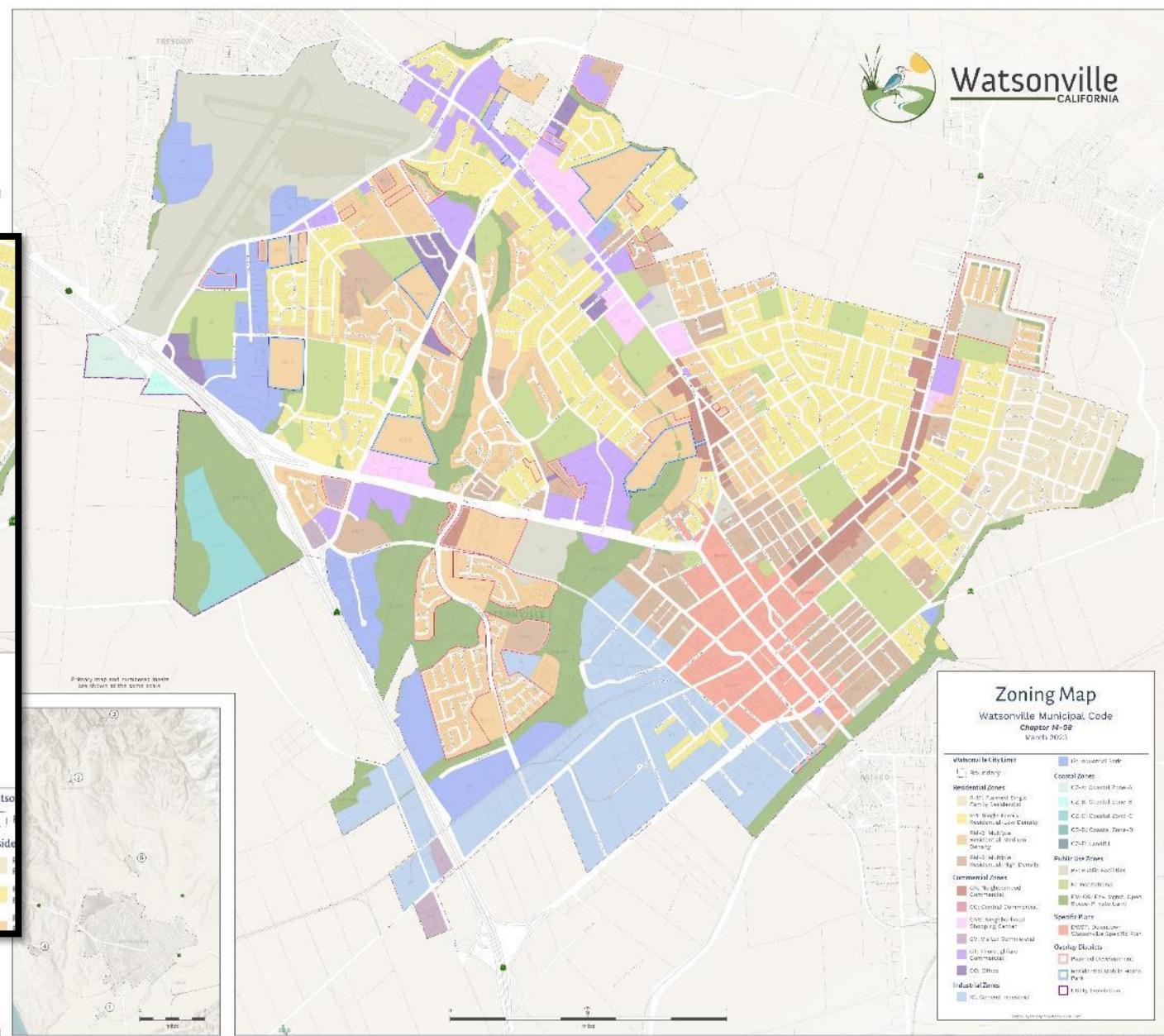
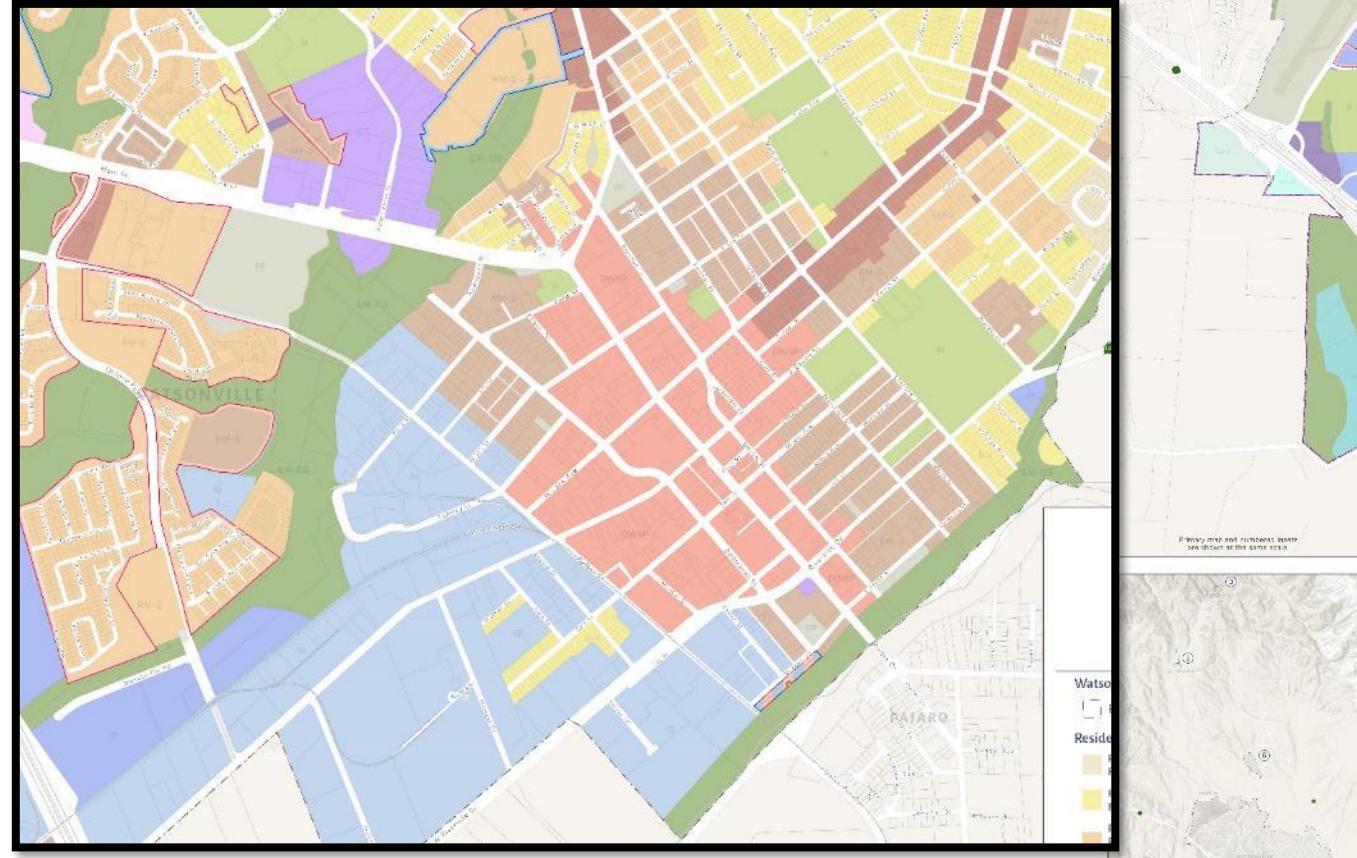
## DOWNTOWN WATSONVILLE SPECIFIC PLAN

### Chapter 6: Land Use and Zoning

CITY OF WATSONVILLE, CALIFORNIA Adopted by Ordinance XX-XXX dated XXXXXXXX



# Zoning Map



# Environmental Review

# Environmental Review Process

- **Initial Study Prepared**
- **Potential Impacts Evaluated in Draft EIR**
  - Air Quality
  - Biological Resources
  - Tribal/Cultural Resources
  - Geology & Soils
  - Hazards & Hazardous Materials
  - Noise
  - Transportation
- **Technical Studies**
  - Water Supply Assessment
  - Traffic Impact Analysis
- **Draft EIR Circulation**
  - 45-day public review period (5/12/23 - 6/26/23)
  - Letters received:
    - Caltrans, CDFW
    - Bike Santa Cruz County
    - Two individuals

# Environmental Findings

## Significant and Unavoidable Impacts (not mitigated below level of significance)

- Air Quality
- Cultural Resources
- Noise
- Transportation

## Mitigation and Monitoring Program

- MMRP contains mitigation measures for new development in the Specific Plan area

## Statement of Overriding Considerations

- Recommend City Council adopt a SOC

# Staff Recommendation

# Staff Recommendation

*Planning Commission recommends that the City Council:*

- Approve and certify the Final EIR prepared for the DWSP, including CEQA Findings;
- Approve a General Plan text amendment creating two new mixed-use land use designations for downtown Watsonville and amending the General Plan Land Use Diagram to reflect the new land use designations in the DWSP plan area;
- Adopt the DWSP; and
- Amend the Zoning Map to reflect the boundaries of the DWSP plan area and amend the Zoning Code to refer to the land use and development standards for properties in the DWSP plan area.



*City of Watsonville*

# Downtown Specific Plan + EIR

Planning Commission | September 5, 2023



RAIMI + ASSOCIATES | SARGENT TOWN PLANNING | EPS | RINCON | NELSON/NYGAARD | KIMLEY HORN | BKF