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

1. Existing Conditions + Visioning
   - Fall 2019 - Summer 2020

2. Guiding Principles + Overall Framework
   - Fall 2020 – Winter 2021

3. Alternatives
   - Spring – Summer 2021

4. Plan Development
   - Fall 2021 – Summer 2022

5. Specific Plan Review
   - Summer – Fall 2022

6. Environmental Analysis and Adoption
   - Fall 2022 – Summer 2023

2 AC Meetings
- Introduction & project overview
- Existing conditions, issues, opportunities & visioning

1 AC Meeting & Community Meeting #1
- Guiding Principles Plan Framework (streets, public spaces, land use)

1 AC Meeting & Community Meeting #2
- Refined plan framework & Opportunity sites

3 AC Meetings
- Design character/development code
- Housing
- Mobility & parking

2 AC Meetings & Community Meeting #3
- Review of Specific Plan (2)

NOP-30-day review period
Draft Program EIR 45-day review period

We are here
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)
Specific Plan Overview
Plan Structure

- Chapter 1: Introduction
- Chapter 2: Downtown Vision, Goals & Policy Direction
- 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

- 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.

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

1. Celebrate the historic Watsonville Plaza as a major activity node.
2. Recognize the Historic Core as the heart of Downtown Watsonville; focus revitalization efforts here and expand to other areas over time.
3. Prioritize a pedestrian environment with a road diet on Main Street and restoration of two-way traffic on E. Lake Avenue and E. Beech Street.
4. Catalyze downtown revitalization with development on the identified opportunity sites.
5. Continue active ground-floor use and building design along Main Street and other identified frontages to reinforce an active pedestrian environment.
6. Grove St: Provide streetscape improvements on Downtown streets.
7. Use gateways and wayfinding signage to mark arrival in Downtown.
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 & 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
## 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

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

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 well as 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.
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>
<thead>
<tr>
<th>Table 6-6: Massing Increment Dimensional Standards</th>
<th>Downtown Core</th>
<th>Downtown Neighborhood</th>
<th>Downtown Industrial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aplicability</td>
<td>For façades longer than 100’</td>
<td>For façades longer than 60’</td>
<td>For façades longer than 100’</td>
</tr>
<tr>
<td>A Massing Increment (max.)</td>
<td>100’</td>
<td>60’</td>
<td>100’</td>
</tr>
<tr>
<td>B Façade height difference between Massing Increments (min.)</td>
<td>10% of lesser façade height</td>
<td>10% of lesser façade height</td>
<td>10% of lesser façade height</td>
</tr>
<tr>
<td>C Building base height difference between massing increments (min.)</td>
<td>2’</td>
<td>2’</td>
<td>2’</td>
</tr>
<tr>
<td>D Upper floors setback (min.)</td>
<td>Distance set back from the primary façade</td>
<td>10’</td>
<td>10’</td>
</tr>
<tr>
<td>E Bay width</td>
<td>15’-30’ (see Section 6.5.D for more on bays)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>F Gap between Massing increments (min.)</td>
<td>N/A</td>
<td>16’ wide by 20’ deep</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Chapter 7: Historic Preservation - Designated Resources

13 Designated Resources:
- (7) Federal
- (4) State
- (10) Local
Chapter 7: Historic Preservation - Eligible Resources

75 Eligible Resources:
- (58) Tier 1
- (17) Tier 2

4 Potential Districts
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
## PUBLIC IMPROVEMENT COSTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost Estimate (in $s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway, Pedestrian, and Bicycle Improvements</td>
<td>$10.5 million</td>
</tr>
<tr>
<td>Streetscape Improvements</td>
<td>$8.3 million</td>
</tr>
<tr>
<td>Utilities Improvements</td>
<td>$30.0 million</td>
</tr>
<tr>
<td><strong>TOTAL COSTS</strong></td>
<td><strong>$48.8 million</strong></td>
</tr>
</tbody>
</table>

### 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 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.
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
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