

DOWNTOWN WATSONVILLE SPECIFIC PLAN

CITY OF WATSONVILLE, CALIFORNIA—*Final Draft, October 2022*

downtown watsonville specific plan

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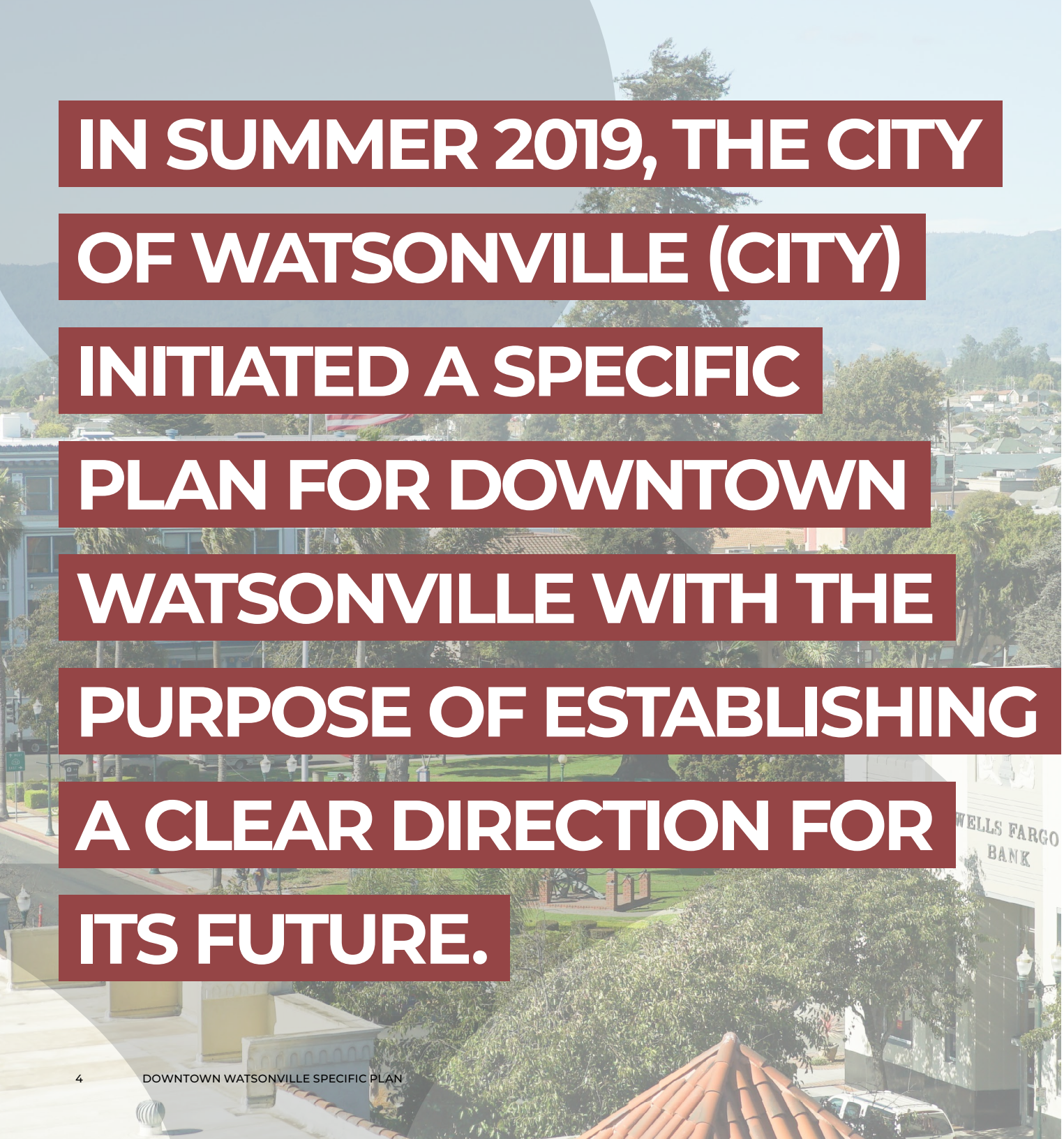
Chapter 1:

INTRODUCTION

1.1—What is a Specific Plan
1.2—Plan Context and Purpose
1.3—Existing Conditions
1.4—Plan Objectives
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WELLS FARGO
BANK

IN SUMMER 2019, THE CITY OF WATSONVILLE (CITY) INITIATED A SPECIFIC PLAN FOR DOWNTOWN WATSONVILLE WITH THE PURPOSE OF ESTABLISHING A CLEAR DIRECTION FOR ITS FUTURE.



The Downtown Watsonville Specific Plan (Specific Plan) articulates a community vision and planning framework that will serve as a guide for the city and other public agency decision-makers, community members and stakeholders over the next 20-30 years. The Specific Plan has been developed in accordance with the California Environmental Quality Act (CEQA), California planning law, City planning policies, and input from community members, property owners, decision-makers, and City staff.

The Specific Plan provides a comprehensive land use and mobility plan along with development and design regulations that support the Specific Plan's goals and policies and guides future public and private development. In addition, the Specific Plan includes an implementation strategy and mechanisms to ensure that development will be coordinated and will meet the intent of the Specific Plan.





FROM LEFT TO RIGHT—The Terrace at 445 Main Street was built in 2018 and offers 54 Market Rate apartment rentals in Downtown Watsonville ; Main Street offers a charming scale and a mix of uses necessary to enhance the downtown.

The Specific Plan and accompanying EIR is funded through a Sustainable Communities Grant from Caltrans, and SB 2. The intent of the SCS grant is to provide financial support to cities to encourage local and regional planning that furthers state goals, including the provision of a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Additional funding is provided by a SB 2 grant from the State of California to complete the Program EIR.

Section 1.1

WHAT IS A SPECIFIC PLAN?

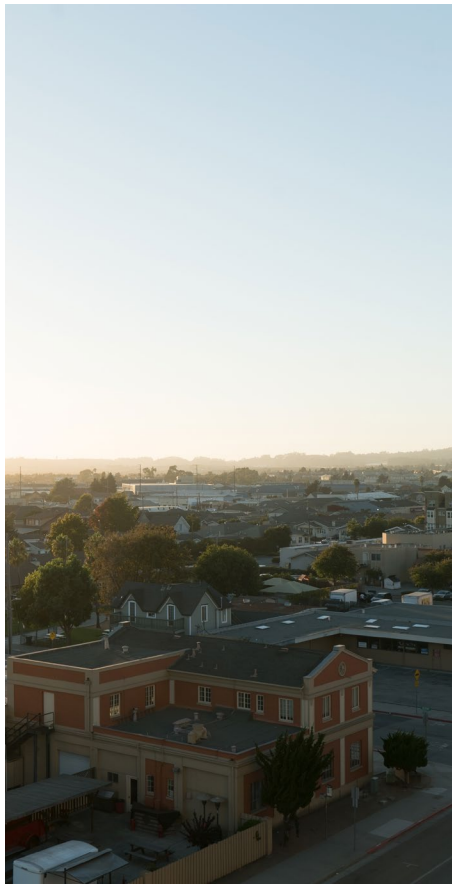
PHOTO CAPTION— Watsonville Civic Plaza provides municipal services for residents of Watsonville. The building houses government offices, including the Watsonville legislative body, and provides public records, government services, and information about Watsonville services.



A Specific Plan is a regulatory tool that local governments use to implement their General Plan and to guide development in a localized area. While the General Plan is the overall guide for growth and development in a community, the goal of a Specific Plan is to focus on the unique characteristics of a special area by customizing the planning process and land use regulations to that area. The authority for preparation and adoption of specific plans is set forth in the California Government Code, Sections 65450 through 65457. The California Government Code authorizes jurisdictions to adopt specific plans by ordinance as regulatory documents. The law allows adoption of Specific Plans as may be required for the implementation of the General Plan.

A Specific Plan is intended to be a tool for developers, property owners, City staff and decision makers by providing strong and clear policies, development standards, and a vision that guides land use decisions, infrastructure improvements, design, and economic development activities in the project area.

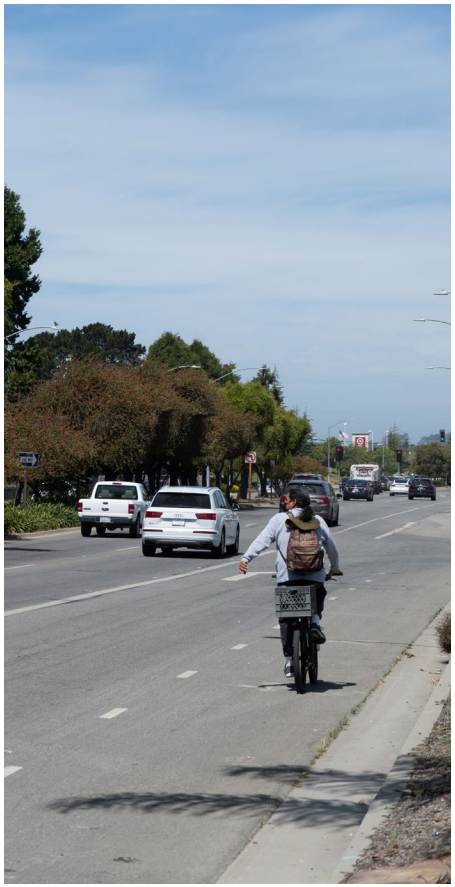
A Specific Plan includes:



Distribution, location, intensity, and extent of the uses of land.



Development and design regulations for buildings and the public realm.



Major components of transportation and infrastructure.

This Plan also provides opportunities for streamlined CEQA review. The Program Environmental Impact Report (PEIR) prepared for the Plan may simplify environmental review for projects that are consistent with the Plan.

The Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings, and changes in land use shall be reviewed for conformance with this Specific Plan. This Plan is adopted by ordinance under the authority of the City's Municipal Code, which establishes Specific Plans as a tool to regulate land use and development.

Section 1.2

PLAN CONTEXT AND PURPOSE

The City of Watsonville is in the Pajaro Valley of Santa Cruz County and is approximately six square miles in size. The city is bounded by the Pajaro River to the south and unincorporated Santa Cruz County to the east, north and west. Regionally, the City is located near the epicenter of a rail transit network currently in the planning phases. The Monterey Bay Sanctuary Scenic Trail envisions passenger transit along the rail line and the 2018 California State Rail Plan proposes rail service along the same line. A bicycle and pedestrian path is proposed next to the tracks. This provides Watsonville with a unique opportunity to establish critical connections and plan the appropriate location for a future transit stop along the Scenic Trail on Walker Street and determine appropriate land uses in the vicinity of the future rail transit station.

PHOTO CAPTION—California yarrow and California poppies bloom among native grasses on Watsonville Slough Farm.



The City has and continues to be the economic, educational, and cultural center of the Pajaro Valley, one of the most productive agricultural areas in the world. The City's jurisdictional boundaries are restricted by an urban growth boundary and airport land use restrictions. Because of these limitations on growth, the City has put efforts toward incorporating additional housing and economic opportunities through higher density infill along the City's major corridors, including the downtown. The Specific Plan will help achieve these objectives by accommodating additional residential uses in a compact and active mixed-use environment through both new construction and adaptive reuse of historic buildings.

The Plan area constitutes about 195.5 acres with about 55.5 acres dedicated to streets and rights-of-way. Downtown is centered on Main Street and extends west to the edge of existing neighborhoods and the industrial district, south to Pajaro, and several blocks east to the existing neighborhoods. The Downtown Specific Plan area is shown in **Figure 1–1** and **Figure 1–2**.

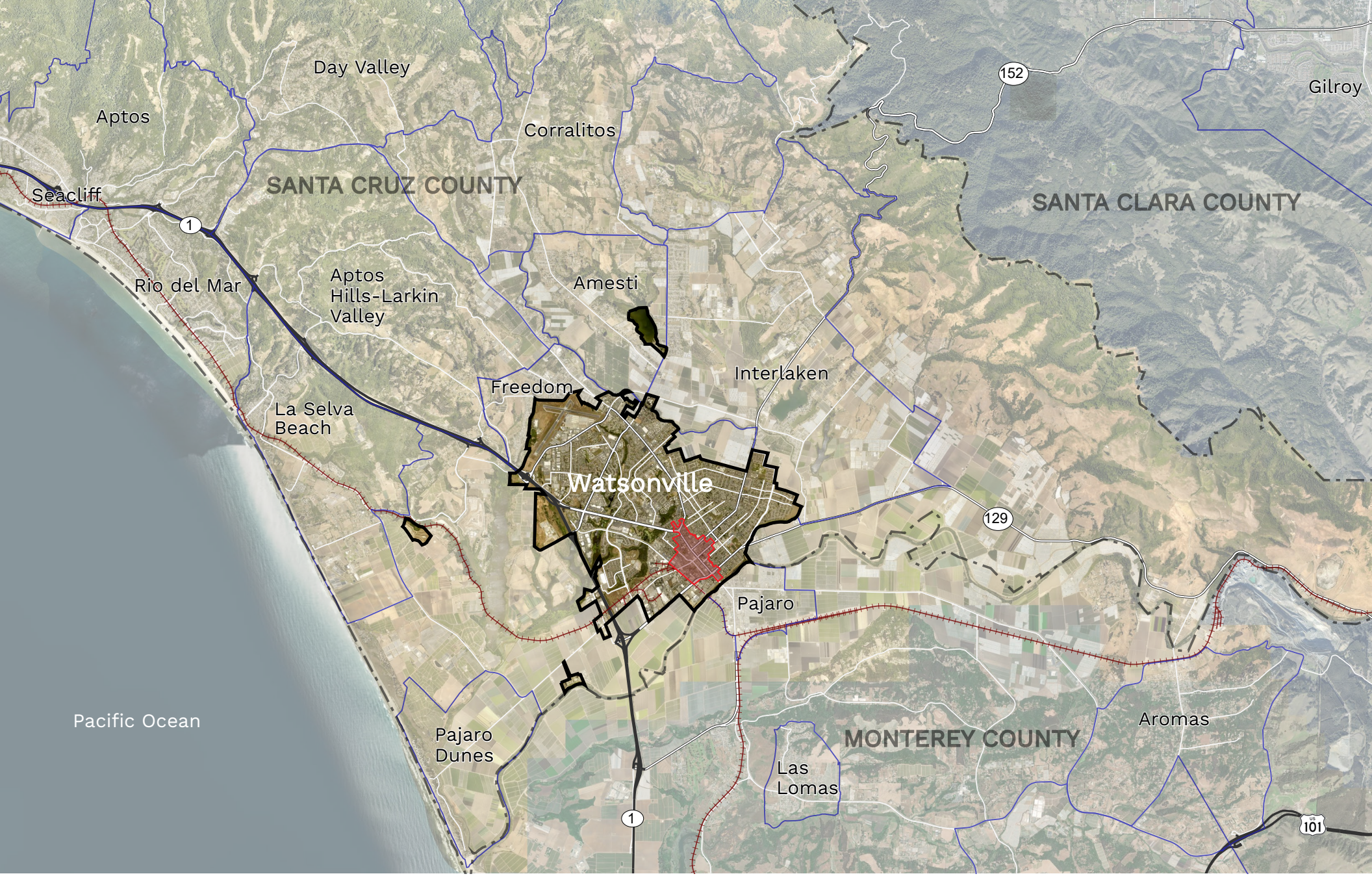


FIGURE 1–1
DOWNTOWN WATSONVILLE SPECIFIC PLAN CONTEXT AREA

Organized in a traditional urban street grid with walkable neighborhoods and shopping corridors, downtown Watsonville is the heart of the community. Development in downtown started before the City was incorporated in 1868. The area contains a mix of contemporary and historic buildings, urban plazas, higher-density residential buildings, government offices, community-serving retail uses, and is home to numerous community events that attract both visitors and residents.

Once a thriving and bustling downtown, the Main Street has struggled to compete regionally with other commercial areas and has experienced high retail and commercial vacancy rates for the past several decades. The City has taken many steps to revitalize the downtown since the destructive 1989 Loma Prieta earthquake, including several downtown plans and downtown design guidelines, as well as the development of a new Civic Plaza that is home to the South County Courthouse, City library, City administrative offices, City Council Chambers, and public meeting space.







State Highway 152 (SR-152), a Caltrans facility, operates along portions of Main Street and as a one-way couplet along E Lake Avenue and E Beach Street. Riverside Drive on the south end of the Plan area is a part of State Highway 129 (SR-129). Caltrans has been an integral part of the planning process and for developing recommendations for right-of-way improvements such as sidewalks and streets within their facilities. The City has also worked on improvements to the downtown parking district and completed a downtown parking study to modernize the on- and off-street parking provided in the downtown to attract shoppers and assist in retail business investment and opportunity.

Downtown is also beginning to see interest from private developers for new mixed-use and residential development. With growing interest and attention to downtown Watsonville, the City has established this Plan as the visionary guide for development in downtown Watsonville.



FROM LEFT TO RIGHT, TOP TO BOTTOM—A mixed-use development with ground floor commercial and parking garage; Martinelli's has significantly contributed to Watsonville's heritage; Corner business; Main Street intersection at Maple Street.



FIGURE 1–2
DOWNTOWN WATSONVILLE SPECIFIC PLAN AREA

Specific Plan Boundary
Building Footprint
Parks/ Open Space
Waterway

N

0 200’ 500’
100’ 400’

Section 1.3

EXISTING CONDITIONS

FROM LEFT TO RIGHT, TOP TO BOTTOM—Downtown Watsonville has a wonderful foundation to build upon. From a charming Main Street, to historic buildings, to a strong civic plaza that includes City Hall, Police Station, and Fire Department.



Existing Land Use

The Specific Plan area is served by a mix of uses which include retail, commercial, civic, religious, industrial, and residential. City Hall and the Police Station, Civic Plaza with Council Chambers, Library and County Courthouse, U.S. Post Office, and Cabrillo College are the major civic and institutional anchors in the downtown. The historic City Plaza is the significant downtown public open space that supports civic and community activities. At the center of downtown is Main Street, along which many of the historic and large mixed-use buildings are located with ground-floors consisting of local retail and services while the upper levels accommodate office and residential uses. Along Walker Street, single-story industrial buildings provide employment.









PHOTO CAPTION—The Downtown housing stock has architecturally unique single-family homes with heights ranging from one to three stories.



Whereas citywide residential stock is overwhelmingly single-family (approximately two-thirds), housing stock downtown is the opposite. Roughly 60 percent of the downtown residential stock is in multifamily structures. From 2000 to 2022, the City-wide multifamily inventory has increased by 14 percent however, multifamily rents per square foot per month have increased by 42 percent making the housing stock less affordable.[1] Watsonville's downtown has seen the successful delivery of new mid-rise housing, a clear sign that denser housing may be viable at other sites in the downtown area.

There has been no office development in downtown Watsonville since 2008, but continued employment growth and fully occupied existing stock hints at future potential to incorporate more office and employment type uses.[1] The retail industry is going through a complex evolution and "brick and mortar" retail is increasingly challenging, but downtown retail is well occupied and additional convenience retail and restaurants likely will be market supportable as local resident and worker populations increase. Industry trends favor experiential retail and featuring local food & beverage may be a strategy for balancing uses in the downtown while also attracting more residents and visitors.

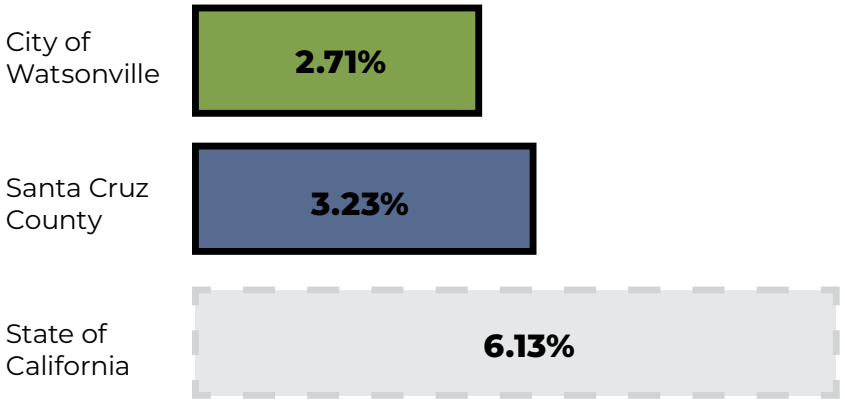
1. US Census Bureau, ESRI Business Analyst, California Department of Finance, Economic & Planning Systems, Inc

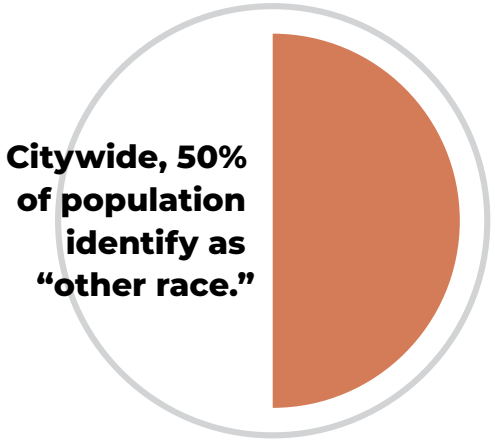
Demographics Trends

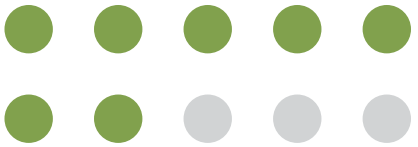
The Specific Plan area and the City of Watsonville have social and demographic characteristics that define a unique part of Santa Cruz County. However, the 2010-2020 population trends of the city (2.71%) show a lower rate of population change than the state (6.13%) and county (3.23%).[2] By comparison to Santa Cruz County and the State of California, the city and downtown are notably younger and culturally and ethnically diverse. The younger ages of downtown and city residents also likely contribute to other socio-economic discrepancies, such as household income discussed in the next section. The city-wide population is nearly 50 percent "other race" while countywide, roughly seven in ten residents are "white alone." The relatively high reporting of the "other race" category in Watsonville likely is attributable to Spanish-speaking residents who do not self-identify as white alone, and thus report "other race."[3]

2. California Department of Finance E-5
3. US Census Bureau, ESRI Business Analyst, Economic & Planning Systems, Inc.

Population change between 2010–2020







Countywide, roughly seven in ten residents are "white alone."

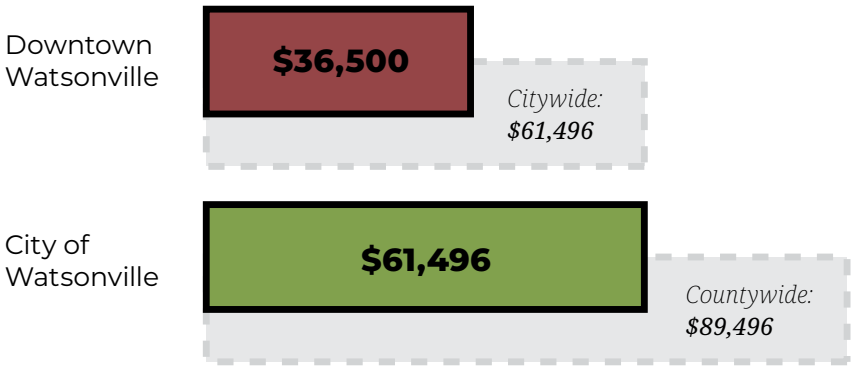
Economic Trends

The city and downtown are distinctly economically disadvantaged, with relatively low educational attainment and income levels. The median household income in downtown, at roughly $36,500, is over $24,000 lower than that citywide. And at about $61,496, citywide median household income is over $28,000 below the countywide median.[4] Household income is closely related to educational attainment. Data reveals a high concentration of downtown residents (40 percent) have less than a 9th grade education. By comparison, approximately 28 percent of city residents and about 11 percent of county residents have less than a 9th grade education.[5]

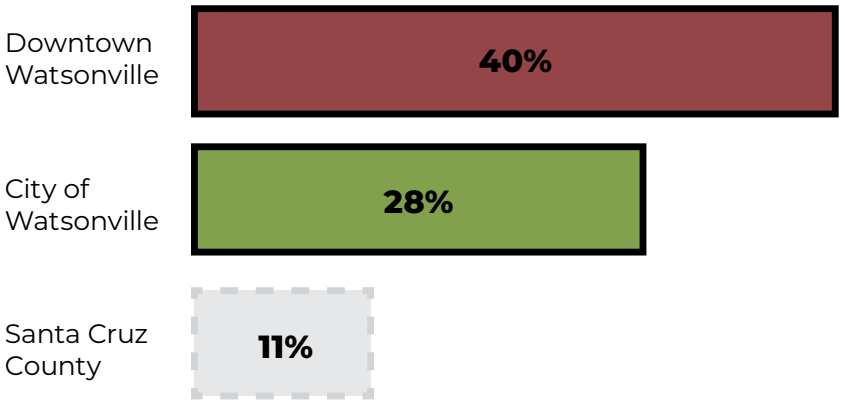
Watsonville has enjoyed growth in non-agricultural economic sectors and remains a county-wide leader in agricultural and logistics industries. Recent job growth in Watsonville has occurred at a healthy rate, significantly outpacing population growth in recent years. The annual employment growth rate in the city over the past decade (2008-2018) was 1.2 percent, which is slightly above the statewide growth rate (1.14 percent).[6] Examining the city's employment sectors more closely, the five largest industries are fairly evenly divided. These five sectors represent approximately 13,500 positions, or 62 percent of all jobs. Because of the rural and agricultural nature of region, the largest industry in Watsonville comprises roughly 3,200 agriculture, forestry, fishing, and hunting jobs. This is followed by nearly 2,900 public administration jobs and the demographically driven sectors of healthcare and retail, which, combined, account for nearly 5,300 jobs. The fifth largest sector, manufacturing, accounts for about 2,100 positions.[7]

4. US Census Bureau, ESRI Business Analyst
5. US Census Bureau, ESRI Business Analyst, Economic & Planning Systems, Inc.
6. California EDD, Economic & Planning Systems, Inc.
7. California Employment Development Department; Economic & Planning Systems, Inc.

Median Household Income



Percentage of Population with Less than a 9th Grade Education



Section 1.4

PLAN OBJECTIVES

PHOTO CAPTION—The city lights up the beloved City Plaza for the winter holidays. The annual tree lighting ceremony usually takes place the Sunday before Thanksgiving.



Downtown Watsonville is the heart of the community and the Specific Plan channels existing momentum and establishes a vision and framework that supports a high-quality of life. The goals, policies, and strategies in this Plan are grounded in the reality that no single plan for a limited geographic area can comprehensively address all the issues faced by a community. At the same time, a planning document like a Specific Plan is one of the best tools the city has available to state a vision directly and explicitly for the community and enact mechanisms to achieve it. Long-term success of the Plan will rely not only on the City and other public agencies (e.g., Caltrans) that fund and maintain public improvements and services, but also on the people who live, work, and visit downtown Watsonville. This is a plan to support a community-driven vision.

The Specific Plan strives to foster higher-intensity and encourage mixed-use neighborhoods by building on the historic origins of the downtown area, celebrating its historic buildings, community events, and open spaces, all while harnessing new ideas, investment, and innovation. The Specific Plan will knit together the historic downtown with adjacent industrial and residential areas to create walkable and complete neighborhoods with a mix of retail, services, amenities, employment, and residential uses that will help to activate downtown; all day and into the evening, seven days a week.



PHOTO CAPTION—The Holiday Lights in the Plaza also activates the downtown streets with entertainment for kids.

The Specific Plan aims to establish a community vision, guiding principles, policies, standards, and a planning framework to guide how the downtown should evolve into the future. The Specific Plan is intended to inform future public and private actions relating to the Plan area's development to realize the community vision.

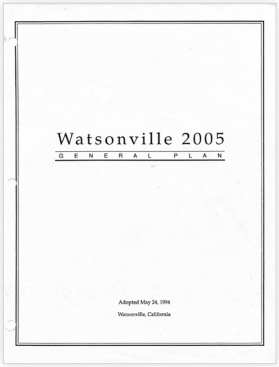
It also provides the foundation for the city to continue pursuing other partners, strategies, and funding sources for the improvements and programs identified in the Plan. Reinvestment, reuse and infill development, redevelopment of properties in the downtown area, and strategic corridors shall be preceded and guided by this plan.

The Specific Plan will also encourage compact development near transit to decrease automobile dependency, reduce both local and regional traffic congestion and related greenhouse gas emissions, and provide additional guidance and plans to increase multimodal access to and from the historic Downtown area.

Section 1.5

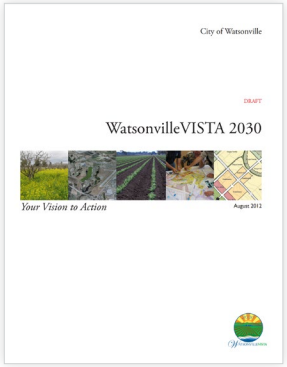
RELATIONSHIP TO OTHER PLANS

The Downtown Watsonville Specific Plan takes into consideration numerous interrelated existing adopted plans, policies, and regulations, at the City, regional, State, and federal levels. This Plan balances the desires and aspirations of diverse group of community members and stakeholders, as well as local and regional initiatives with competing objectives.



2005 General Plan

Per California State law, specific plans must be internally consistent with the jurisdiction's general plan. The Watsonville 2005 General Plan (adopted 1991) regulates the land uses in the Specific Plan area. Where Specific Plan zoning is inconsistent with the 2005 General Plan, the General Plan is being updated concurrent with this Specific Plan to ensure consistency between the two documents.



2030 Draft General Plan

The Draft 2030 General Plan contains policies and guidance for downtown Watsonville including a vision that contains the highest densities, the most pedestrian friendly design, and the greatest variety of uses in downtown in attractive infill projects. The Draft 2030 General Plan focuses on most intensive redevelopment on underutilized sites while protecting and enhancing historic properties. The Draft 2030 General Plan also calls for strengthening retail and cultural destinations, broadening available housing options, and creating a "sense of place." The Plan focuses on the importance of the design of the interface between the public and private realms and the goal to make pedestrian-friendly streets and urban environments.

Zoning Ordinance

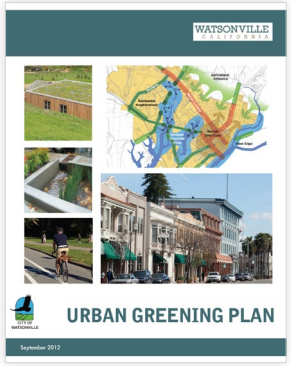
The land use and development standards in this document supersede the land use and development standards in the Zoning Ordinance (Title 14 of the City's Municipal Code) for properties within the Specific Plan area. Regulations not addressed in this Plan, such as standards for specific land uses, will still be regulated by the Zoning Ordinance. (See Chapter 6: Land Use & Zoning for additional information.)

Housing Element

The current Housing Element (5th Cycle 2015-23) is a required element of the City's General Plan and includes city-wide strategies to address housing. The 6th Cycle Element is expected to be updated in the coming months. The City's Regional Housing Needs Allocation (RHNA) for the 6th Cycle is approximately 2,053 units, many of which may be built in downtown Watsonville.

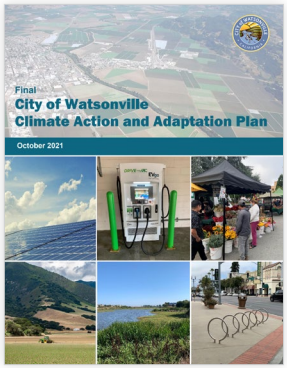
Complete Streets Plan

The Downtown Complete Streets Plan provides a vision of a multi-modal, revitalized Downtown that is safer and more accessible for all users and modes of transportation, including pedestrians, bicyclists, transit riders and motorists. The Complete Streets Plan describes improvements that would improve safety, provide greater access, and add amenities for those traveling in the Downtown. The recommendations in the Complete Streets Plan are superseded by the Specific Plan provisions.



Watsonville Urban Greening Plan

The Watsonville Urban Greening Plan was developed in 2012 to identify and design projects that address greenhouse gas emissions or help residents adapt to challenges posed climate change. The Urban Greening Plan is composed of six key elements, three of which are referenced in this plan: Citywide Street Tree Program, Landscape Guidelines and Policy, and Green Roof Design Report & Criteria.



Watsonville Climate Action and Adaptation Plan

The Watsonville Climate Action and Adaptation Plan was developed in 2021 to reduce the community's greenhouse gas (GHG) emissions below certain targets. As the transportation sector contributes the greatest amount of GHG emissions, the Climate Action and Adaptation Plan calls for implementing a range of strategies to reduce the number and length of vehicle trips, including facilitating smart growth, increasing multimodal transportation facilities, managing better available parking, and supporting passenger rail service. The Specific Plan supports these strategies through fostering high-density, infill development near transit, identifying pedestrian and bicycle enhancements, and revising parking and other development standards to reduce the transportation sector's GHG contribution by reducing single-occupant vehicle driving and encouraging alternative modes of transportation.

Citywide Signage and Wayfinding Master Plan

The City of Watsonville is working to complete and adopt a Citywide Signage and Wayfinding Master Plan that will define the types and design of signs, where they should be used, located, and what information they include. The program will consider all modes of transportation and will outline a phased implementation strategy. The plan will also provide sufficient detail to support the manufacturing, fabrication and installation of signage and wayfinding in the city.

Section 1.6

PLAN STRUCTURE

The Downtown Watsonville Specific Plan (Specific Plan) is organized into the following chapters:



Chapter 1: Introduction sets the stage for the rest of the document by discussing the local context, relationship to other planning documents, purpose of the plan, and objectives.



Chapter 2: Downtown Vision, Goals & Policy Direction describes the existing context, issues and opportunities, engagement efforts and the vision and guiding principles to direct future development in downtown Watsonville. This included the physical design and policy strategies to collectively shape the future of the Plan area.



Chapter 3: Design Framework provides recommendations for public realm improvements in addition to providing a description of the intent and purpose for each downtown Character Area.



Chapter 4: Mobility and Transportation explores multi-modality, the street network, street cross-sections and streetscape standards, bicycle and pedestrian networks, and parking and curb management.



Chapter 5: Public Realm Improvements focuses on a series of publicly accessible rights-of-ways, parks, squares, plazas, courtyards, alleys, paseos, and parklets and the connections between those spaces.



Chapter 6: Land Use and Zoning sets standards and guidelines to regulate future development on privately-owned properties in downtown Watsonville. It establishes standards related to allowed land use, development intensity, height, building frontage design, building placement, open area, and block size. The chapter also includes detailed guidance on the design of ground floors, building facades, building architecture, landscaping character, and other building and site design elements.



Chapter 7: Historic Preservation explores the historic context of downtown Watsonville and identifies potential historic districts and recommendations.



Chapter 8: Infrastructure frames the infrastructure context of downtown by identifying utility networks and demand analysis. The chapter includes a list of priority infrastructure projects (including water, sewer, and recycled water).



Chapter 9: Implementation provides implementation actions necessary to realize the Specific Plan vision, as well as financing and funding tools to implement the Specific Plan.

Appendices provides a thorough Community Engagement Summary (Appendix A), applicable General Plan goals and policies(Appendix B), and detailed information about Downtown Historic Resources (Appendix C).



Chapter 2:

DOWNTOWN VISION, GOALS & POLICY DIRECTION

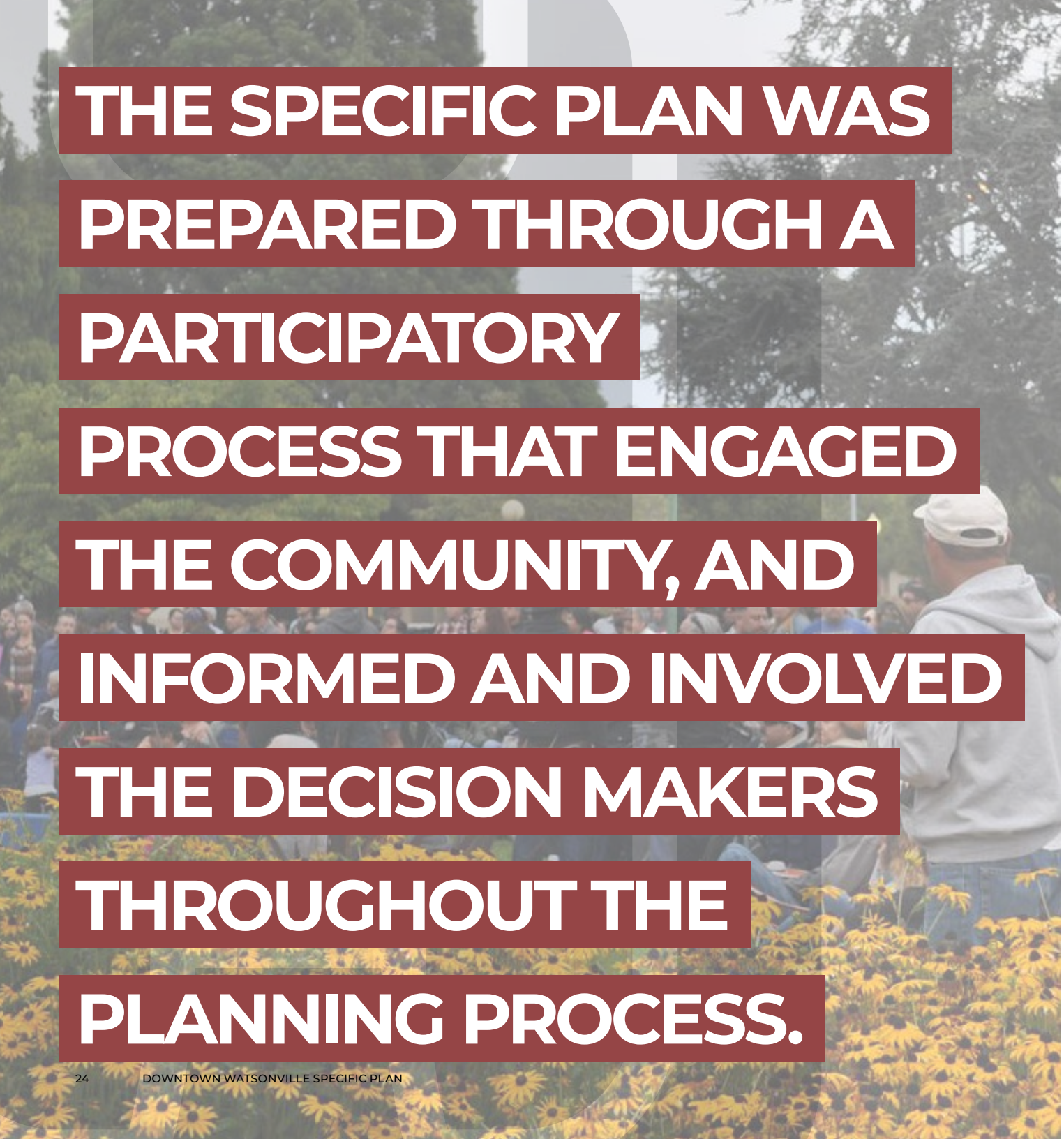
2.1—Strengths, Issues & Opportunities

2.2—Community Engagement

2.3—Downtown Vision Themes & Guiding Principles

2.4—Specific Plan Goals and Policies





THE SPECIFIC PLAN WAS PREPARED THROUGH A PARTICIPATORY PROCESS THAT ENGAGED THE COMMUNITY, AND INFORMED AND INVOLVED THE DECISION MAKERS THROUGHOUT THE PLANNING PROCESS.

In keeping with the goals of the SCS grant, the Specific Plan process also educated the community about the benefits of infill and improved livability through enhanced mobility strategies.

Section 2.1

STRENGTHS, ISSUES & OPPORTUNITIES

PHOTO CAPTION—View of Downtown Watsonville from Civic Plaza



The project was initiated through a thorough data gathering process, which included reviewing and evaluating relevant planning documents, performing an existing physical conditions analysis of the downtown, and identifying issues and opportunities. The existing conditions analysis focused on mobility, noise, utility systems, water supply, and market trends. This phase of the project provided an initial level of understanding of the Specific Plan area and framed the direction and recommendations of the Specific Plan.

Downtown Watsonville has a great foundation to build upon, and the Specific Plan is focused on highlighting the opportunities that will lead to a more sustainable, active, healthy, and successful downtown environment. The key strengths, issues and opportunities are described in the following pages.

City and Downtown Identity

Watsonville is a unique community with agriculture, wine, art, education, and nature themes. The downtown has charming historic and architectural character that compliments its vibrant potential. With gems like the downtown plaza, murals, art, and events (e.g., the weekly farmer's market), there is a distinct character that draws people to downtown. Watsonville is steeped in agricultural history and heritage, with significant ongoing economic activity and culturally deep appreciation for California-grown products. The community also shares civic pride, believes in the City's future, and feels a loyalty to the City and community. The pride in Watsonville is driving the vision for downtown through this Plan, it aligns City and stakeholder goals and establishes a common understanding of the desired future for the city center.

Downtown is, however, challenged by the lack of cohesive identity and functionality, density, and synergy between residents and businesses there is also a lack of activity necessary to feel like a 24/7 bustling downtown.







FROM LEFT TO RIGHT, TOP TO BOTTOM—Aerial view of Main Street facing south; Agricultural fields in front of the Santa Cruz mountains; Folklórico dance performance at the Watsonville Strawberry Festival

Downtown Land Uses and Street Grid

Downtown's pedestrian scale, and recent beautification and streetscape improvements, have helped to make downtown more walkable. The downtown is also surrounded by neighborhoods that help to provide diverse housing options in addition to the synergy needed to keep downtown active 24/7. The downtown particularly lends itself to denser development that is suitable for a diverse mix of housing types and income levels (e.g., market rate and affordable) in addition to mixed uses and activities. The existing downtown affords a historic charm with several opportunities for adaptive reuse (e.g., Fox Theater and Mansion House).







Similarly, there is significant economic promise for new businesses, especially those that can provide essential missing services and needs. Downtown is endowed with civic, educational, and institutional anchors that generate vibrancy and provide essential public services to the City and region. Leveraging the downtown's proximity to Cabrillo College will attract a young and educated demographic, and recent changes to the alcohol ordinance will introduce new uses within the downtown, including new cafes and restaurants. The presence of non-profits and the agricultural industry create unique opportunities for community services and creative business types (e.g., kitchen and retail incubators). With its historic urban fabric and walkable street grid, the downtown is well positioned to evolve into a unique regional destination that invites visitors in and captures their interest.

The limited residential development makes it challenging to have the activity needed to create a 24/7 downtown environment. As the need for housing grows across the state, and city demands increase, code adjustments and incentives are needed to promote new residential development that increases the local resident base and supports renewed vibrancy. Traditional retail has struggled in downtown, and fitness studios and personal services, or other unique customer-oriented businesses may be the appropriate uses for ground-floor spaces now and moving forward to bring more vitality to downtown.

FROM LEFT TO RIGHT, TOP TO BOTTOM—Fox Theater; Mansion House; The Terrace at 445 Main Street

Mobility and Parking

With Main Street as the commercial spine of downtown, there is also an opportunity to widen sidewalks, add bike lanes, and introduce parklets that support a walkable community. The Main Street presents a key opportunity to become a strengthened commercial backbone of downtown with streetscape enhancements, ground floor activations, facade enhancements, and travel lane reductions. Additionally, converting E Lake Avenue and E Beach Street, which currently operate as one-way couplets, into two-way streets could enhance safety in the area and encourage multi-modal commuting. Last, squaring off the connection between Union Street & Alexander Street could enhance connectivity while the vacated portion of Union Street could provide an expanded opportunity site for private development.







The existing roadway network in Downtown is not developed in a uniform grid but features a multitude of varying block lengths, several curvilinear streets, and some one-way streets. The downtown roadway network accommodates local access through State Route 152 and State Route 129 while they also serve as conduits of regional travel which includes heavy truck use. Main Street (which is partially owned by Caltrans as State Route 152 and the City of Watsonville) serves as a spine of the network, distributing traffic beyond the Plan area throughout the city and connecting to State Route 1. The shared ownership of Main Street makes enhancements challenging and requires a heightened level of coordination to achieve improvements.

Navigating the downtown is difficult due to its auto-centric Main Street environment, minimal wayfinding signage, and unresolved traffic and congestion. Downtown retailers also deal with constrained parking as it remains an issue despite the presence of public parking facilities in the vicinity of the city center. Similarly, pedestrian and cyclist safety are a concern due to limited and unconnected bike facilities, narrow sidewalks, and the lack of streetscape amenities needed to create an appealing and enjoyable public realm.

FROM LEFT TO RIGHT, TOP TO BOTTOM—Streetscape on Main Street in Downtown Watsonville; Mosaic art created through "Watsonville Brillante" project"; Mid-block crossing connects with a paseo to parking behind the frontage buildings

Business and Economic Environment

While downtown Watsonville is busy during weekday business hours, it tends to quiet significantly in the evening and on weekends. The downtown possesses great economic potential and is a great place to start and grow a business, and to make investments in new and renovated real estate. The economic potential is also supported by the city's general affordability by comparison to the high-cost coastal California; Watsonville offers lower cost housing and commercial spaces. By attracting new businesses to the downtown, the additional daytime workers offer an opportunity to support the evolution of downtown and the new business activity downtown will help enhance the vitality of the city core.

Downtowns have suffered by the ongoing trend in retailing toward large-format stores and online shopping. This will continue to be an economic challenge for small-scale retail businesses, and the growth of downtown as the center of commercial activity. Because of this, downtown Watsonville has faced retail contraction with the COVID pandemic accelerating this trend. However, downtowns that offer unique experiences, dining choices and experiential retail are still great places that people will want to visit and experience.





FROM LEFT TO RIGHT—Ortiz Store & Deli; El Primo Produce

Social Issues

The limited number of high-skill employees living in Watsonville has the potential to impact the city's desirability as it relates to existing and potential new business. There is an opportunity to increase Watsonville's labor force skillset by prioritizing programs and services focused on the education and training of Watsonville employees, making the city more desirable for business. Growth of the downtown will also require added efforts to enhance community safety for residents, workers, and visitors.

There are expressed safety concerns that stem from a lack of perceived cleanliness and various social issues, such as ADA compliance, homelessness, and mental health. The increasing societal burden of homelessness, the presence of transient hotels, and the perception of crime has increased and may be affecting downtown's economic development potential. Downtown also struggles with demographic imbalances, households are concentrated in lower income brackets and the area lacks critical mass of middle-class consumers to support new retail and entertainment uses. While economic diversity is important, demographic, and economic shifts are also cause for fears and concerns related to gentrification, displacement, and small and local business preservation. Similarly, polarizing politics with vocal opposition to growth and private-sector investment may slow or deter the evolution of the downtown.

Governmental Support



PHOTO CAPTION—The Civic Plaza houses City Council chambers, County Courthouse and City Library

City services in Watsonville have been at the forefront of effective governance. The Community Development Department is credited for its accessible, creative, and nimble performance processing of development applications which streamlines and facilitates the development process. This planning effort will also provide clear articulation of the City's intentions for Downtown, establishing better clarity for investors and less subjectivity in permitting and entitlement processes.

Section 2.2

COMMUNITY ENGAGEMENT

PHOTO CAPTION—Opportunities for engagement were widely advertised. Below is a flyer for the first virtual community workshop.



In 2019, the City of Watsonville started a community planning process to develop a Specific Plan for Downtown. The Specific Plan process presented a unique and important opportunity for community members to participate and share their ideas to guide Downtown's future. A primary objective of the Plan was to accurately reflect community aspirations. The city highly prioritized having a community engagement process that was structured to provide multiple opportunities and avenues for engagement, to increase inclusion and participation in sharing input about potential Plan recommendations. This Plan has been developed with extensive input from a broad range of stakeholders which included residents, business owners, workers, property owners, Caltrans, and representatives of community organizations/associations. The Specific Plan's cumulative engagement was a 3-year process and has led to valuable community input, which in turn, grew the visionary outcomes documented in this Plan.

Engagement Objectives

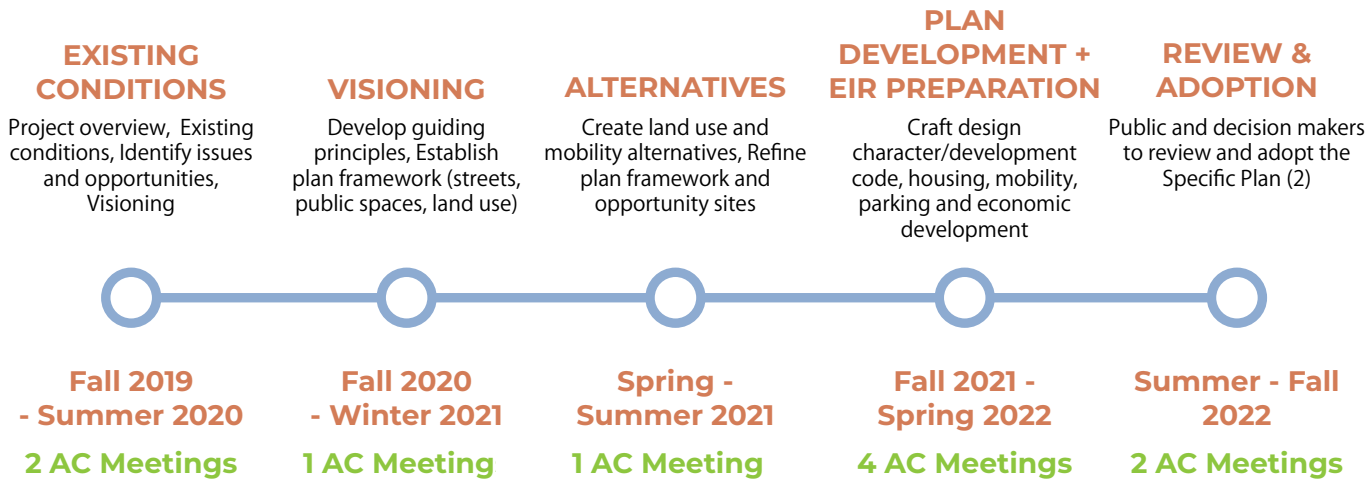
The project team listened, informed, and translated the community's and stakeholders' viewpoints and vision by using easily understood informational materials that were linguistically and culturally inclusive. The project team regularly reported back to the public regarding how the information gathered would be used in the development of the Specific Plan. The engagement effort was an open and transparent process, centered on key objectives that included:

- Consistent, two-way communication between stakeholders and the City,
- Representation from diverse stakeholders including community members who may not usually participate in civic projects and government meetings,
- Education and communication to the public about the planning process,
- Gathering meaningful input and feedback from the stakeholders and the community at large to inform the planning process,
- Alignment of the plan with stakeholder and community needs,
- Solicitation and integration of feedback on key issues for downtown Watsonville, and
- Community ownership of the process and final plan.

Engagement Plan

At the beginning of the planning process, the project team developed a Public Participation Plan that presented a "roadmap" or synopsis of the activities to be undertaken to develop the Specific Plan. The Public Participation Plan outlined the engagement strategies used to support the technical planning and environmental efforts needed to help define a clear vision for downtown Watsonville. Engagement activities occurred throughout the planning process during key phases, and included the preparation and review of:

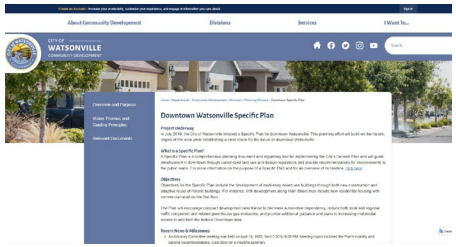
- Identification of Key Issues, Opportunities, and Visioning,
- Land Use and Multi-modal Transportation Alternatives,
- Design and development direction for the Specific Plan, and
- Preparation of the Specific Plan and associated Environmental Impact Report.



Engagement Activities

The City of Watsonville was committed to providing meaningful community engagement opportunities throughout the process. Detailed descriptions of each meeting can be found in Appendix A, where information about meeting format, location, content, and purpose are provided. In summary, the engagement process included the following activities and events:

Project Information Webpage
The City created a dedicated project webpage on the City of Watsonville website. It included information about the project, documents produced for the project, meeting summaries, and meeting announcements, among other materials.



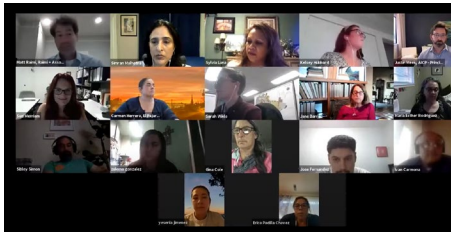
Stakeholder Meetings
Meetings were held with representatives of a range of community groups, business leaders, advocacy organizations, and community leaders early in the engagement process to help identify key assets and opportunities.

Advisory Committee Meetings (9)
The City formed an Advisory Committee (AC), comprised of approximately eighteen (18) individuals, which were strictly advisory and non-voting and met nine (9) times during the planning process. One-on-one interviews with the AC members were also held during the process. The AC provided input on plan concepts, guided the engagement process, and provided advice on plan direction. These meetings were publicly noticed, and Spanish translation was provided at every meeting. All but one of these meetings were held virtually on the City's Zoom platform, making it more convenient for the public to attend.



Community Workshops (3)
Interactive community meetings were held three (3) times during the project. These evening meetings were held virtually on the City's Zoom platform due to public health restrictions during the COVID-19 pandemic. Spanish translations were provided at every meeting. The following meetings were held:

- **Workshop #1:** The first workshop contained an overview of the Specific Plan objectives, existing conditions, and a visioning exercise.
- **Workshop #2:** This workshop covered an overview of the final Vision Themes and Guiding Principles. The presentation also covered land use recommendations, opportunity site concepts, as well as the proposed street and bicycle network concepts.
- **Workshop #3:** The final workshop presented the Public Draft Specific Plan for review and feedback.



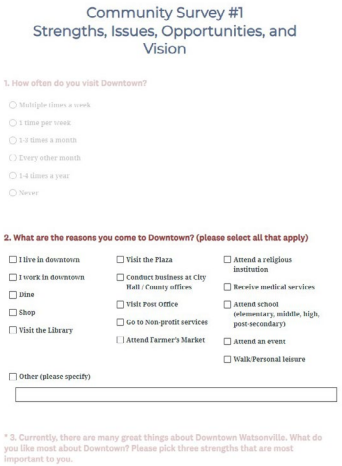


FROM LEFT TO RIGHT, TOP TO BOTTOM—Project webpage; Advisory Committee Meeting on August 5, 2020; Community Workshop on September 30, 2020; Meeting announcements and materials were made available in both English and Spanish to support an equitable planning process.

Online Engagement + Community-Wide Surveys (3)

As a parallel process to the workshops, the City used online surveys to engage with and receive input from the public. Surveys were also translated into Spanish to ensure that all voices in the community were heard. The topics covered included:

- Strengths, Issues, and Opportunities Survey (666 respondents),
- Draft Vision Themes and Guiding Principles Feedback (100 comments received), and
- Public Space, Character Areas, Streetscape & Bike Network (257 respondents).


Community Survey #1
Strengths, Issues, Opportunities, and Vision

1. How often do you visit Downtown?

Multiple times a week
1 time per week
1-3 times a month
Every other month
1-4 times a year
Never

2. What are the reasons you come to Downtown? (please select all that apply)

I live in downtown
I work in downtown
Dine
Shop
Visit the Library
Visit the Plaza
Conduct business at City Hall / County offices
Visit Post Office
Go to Non-profit services
Attend Farmer's Market
Attend a religious institution
Receive medical services
Attend school (elementary, middle, high, post-secondary)
Attend an event
Walk/Personal leisure
Other (please specify)

* 3. Currently, there are many great things about Downtown Watsonville. What do you like most about Downtown? Please pick three strengths that are most important to you.

Pop up Events

In conjunction with the two online surveys, the project team conducted nine pop-up events at the weekly Farmers Market at Watsonville City Plaza to enable a broader diversity of community members to provide their input. The project team hosted informational booths at each pop-up event to answer questions, hand out project flyers and collect paper survey responses in English and Spanish.

Additionally, the project team spoke with a group of Watsonville High School students on October 28th, 2020, about the specific plan and to receive the students' input on Community Survey #1.



Additional Engagement

The project team identified additional engagement efforts to bring attention to the Specific Plan project, while also soliciting feedback from a wide range of constituents. Meetings with the following organizations/groups were held in addition to the foundational engagement efforts detailed above:

- Watsonville Citizens Academy
- Empower Watsonville (PVPSA Youth Group)
- Interagency Technical Advisory Committee (ITAC)
- Watsonville Vision Zero Task Force (WVZTF)
- WVZTF Working Group on Bike Friendly Communities
- Santa Cruz County Workforce Development Board
- Watsonville High School
- Monterey Bay Economic Partnership (MBEP)



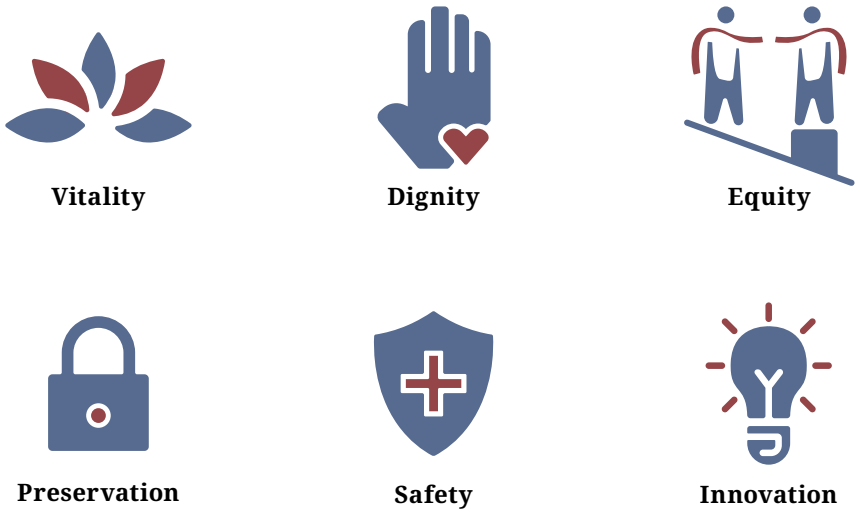
FROM LEFT TO RIGHT—Strengths, issues, and opportunities survey; Pop-up booth at the Farmer's Market in the Plaza; Community survey flyer

Section 2.3

DOWNTOWN VISION THEMES & GUIDING PRINCIPLES

PHOTO CAPTION—The six vision themes for the Downtown Watsonville Specific Plan were informed by extensive community input.

Vision Themes



As the heart of the town, and the center of life and culture, Watsonville's downtown plays an important role in defining the city. Downtown's vibrancy provides important amenities—attracting people to a common area, a place for festivals and celebrations, a great place to start a small business, and a lively place that is attractive to young and old alike. The success of the downtown requires focusing the most intensive redevelopment on underutilized sites while at the same time protecting and enhancing historic properties. This area can afford the highest densities, the most pedestrian friendly design, and the greatest variety of uses. It is not only a business district, but also a neighborhood. Watsonville's downtown is envisioned to grow over time, and as such, the form and development of the downtown will be based on anticipated realities.

Downtowns are complex with numerous physical, economic, social, and programmatic layers – the needs of each of which must be carefully balanced to allow the whole place to succeed. Developed with extensive community input, the Vision Themes and Guiding Principles are intended to provide a high-level framework for the Downtown Watsonville Specific Plan.

The Vision Themes and Guiding Principles for the Specific Plan were informed and created utilizing community and stakeholder input (See Appendix A). This input came in the form of individual stakeholder meetings, a community workshop, several Advisory Committee meetings, and a community wide survey.

The vision and guiding principles seek to foster a cohesive downtown as a destination, promote residential development, afford land use flexibility, attract business, and enhance the sense of community safety.

Guiding Principles and Implementation Strategies

Preserve key elements that make downtown unique

- Celebrate the Plaza as an authentic gathering place and central node for the community and foster its energy to elevate community connections.
- Foster a sense of place through community driven murals and public art installations.
- Continue and build off successful community event momentum – such as the Farmers Market, Film Festival, Wine Walk and Music in the Plaza.
- Promote the uniqueness and small-town charm of the downtown as a vibrant and safe place to live, work, and play.
- Revitalize and showcase the beautiful historic architecture and urban fabric in downtown.

Establish a varied choice of uses and experiences for our diverse community

- Identify and recruit key missing uses that would help diversify the options of experiences in downtown.
- Ensure downtown offers a variety of uses and experiences that are accessible to a range of ages, income levels, and other socioeconomic status.
- Build on existing uses that provide services and support to the community.
- Activate downtown throughout the day and into the evening through strategically planned uses, programs and events that serve diverse community needs and interests.
- Improve surrounding neighborhoods' connection physically and socially to the downtown.

Create housing opportunities for all

- Encourage housing (market rate, affordable, and low-income) that supports the varied socioeconomic interests and needs of the community.
- Increase supply and diversity of housing to support different types of households including young adults, families, seniors, empty nesters, individuals or families with special needs, and people experiencing homelessness.
- Revitalize vacant historic structures into vibrant mixed-use buildings that incorporate housing.
- Promote higher density mixed-use residential near public transportation, along Main Street, and other main corridors.

Promote local economic prosperity

- Maintain and strengthen downtown's diverse business presence supporting economic prosperity for all.
- Attract new commercial uses – retail, restaurants, entertainment uses, office uses – to downtown to expand its economic base.
- Incentivize uses that help create an 18-hour downtown and encourage social and commercial vitality in downtown.
- Embrace local entrepreneurship, talent, and creativity through public/private partnerships (Cabrillo College, Digital Nest, etc.) and use of available vacant space.
- Support the non-profit presence in the downtown, leveraging positive community connections and attracting residents to downtown.

Create a vibrant, safe, and active downtown

- Encourage mixed use with ground floor commercial uses and housing above.
- Reclaim and adaptively reuse vacant historic buildings for new, contemporary uses that contribute to the desired character.
- Establish architectural aesthetic and signage guidance for downtown businesses to adhere to - creating a distinct and unified look in the downtown
- Incentivize more housing to bring more people to downtown.
- Allow outdoor dining and seating to encourage activity and provide additional opportunities for community gathering.
- Establish continuous active street frontages to encourage a successful pedestrian environment.
- Create a complete and safe downtown for all users with pedestrian, bicycle, and mobility-aid friendly focused design.
- Improve pedestrian safety and comfort throughout the downtown through streetscape improvements including additional lighting, shaded sidewalks, plantings, and other infrastructure.

Foster a healthy, inclusive, and culturally connected community where all can thrive

- Promote livability regardless of age, ethnicity, income by focusing on community connection, needs, and sense of belonging.
- Ensure cleanliness downtown through the investment in clean-up programs promoting a sense of community ownership and pride.
- Foster cultural pride through community planned programs and events that respect and honor Watsonville's history.
- Embrace Watsonville's rich cultural history by uplifting the past through design, art, and event programming.
- Work cooperatively with community members to help build a sense of belonging and ownership.

Re-imagine and innovate mobility options and connections

- Design safe pedestrian, bicyclist, and mobility aid facilities that invite all users regardless of age and ability to use and enjoy.
- Connect downtown to the future rail trail and commuter rail improving regional mobility.
- Focus development momentum around downtown transit facilities creating a complete and connected neighborhood.

Incorporate sustainable design elements to improve community health

- Leverage connections to the adjacent natural environment (Pajaro River, sloughs, etc.) with bicycle and walking trails.
- Bring awareness to Watsonville's natural environment with educational displays.
- Consider establishing targets for urban greening and low-impact development (street trees, native plantings, and increase in plant materials, pervious paving, etc.)

Section 2.4

SPECIFIC PLAN GOALS AND POLICIES

Downtowns represent the heart of great cities. Great downtowns are commercial, cultural, and symbolic centers. They serve all residents and attract many visitors. They offer vibrant and inviting places to shop, work, live, and attend civic events. They also reveal the unique history of a place and the pride that the community has invested in it.

PHOTO CAPTION—The historic Fox Theater, located on the corner of Main Street and Maple Avenue, is one of Santa Cruz County's oldest movie theaters.



The goals and policies outlined in this section set forth the framework for realizing the vision for downtown Watsonville, serve as guidelines for decision making and provide direction for the future. The goals and policies demonstrate the intentions for the physical development, redevelopment, conservation, and growth of the downtown. These policies strive 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.

These are organized in the following topics:

1. Land Use
2. Urban Design
3. Affordable Housing and Housing Production
4. Anti-displacement Strategies
5. Historic Preservation
6. Economic Development
7. Mobility and Parking
8. Transit
9. Infrastructure

The City's General Plan also contains goals and policies for the downtown. The relevant goals and policies are included in Appendix B.

Land Use

Goal 1

Diversify the mix of land uses in Downtown Watsonville to maximize its function as the city's vibrant and cohesive center, while also maintaining its overall historic scale and character.

- **Policy 1.1: Mixed Use Development.** Encourage a broad range of mixed-use development (e.g., commercial on the ground floor, mixed with dwelling units and/or office on the upper floors).
- **Policy 1.2: Range of Densities.** Encourage multifamily housing at appropriate densities, both in mixed use and stand-alone formats to bring in more residents to Downtown Watsonville and create an 18-hour downtown.
- **Policy 1.3: 18-hour Downtown.** Encourage new uses that bring evening and weekend activity, such as retail shopping and services; food stores; restaurants and cafes; entertainment venues; community facilities; outdoor public spaces; and other similar uses.
- **Policy 1.4: Active Uses.** Encourage and reinforce areas of existing and new street-activating retail and other ground floor uses (see Chapter 6: Land Use & Zoning for details).
- **Policy 1.5: Robust Retail.** Attract neighborhood and visitor serving uses, including experiential retail and restaurants, to increase patronage from Watsonville residents and the surrounding region.
- **Policy 1.6: Employment.** Attract office uses to bring additional daytime population that further supports restaurants and retail and diversifies Watsonville's employment base.
- **Policy 1.7: Opportunity Sites.** Prioritize development on the identified opportunity sites to catalyze revitalization in downtown.
- **Policy 1.8: Priority CBD Processing.** Provide priority development review processing for mixed-use (residential/commercial) projects.



PHOTO CAPTION—The City-owned right-of-way on Main Street has a landscaped median that contributes to the street environment.

Urban Design

Goal 2

Identify and celebrate the various parts of Downtown in creating a mixed-use vibrant environment.

- **Policy 2.1: Character Areas.** Recognize that different parts of the Specific Plan area have distinct character and should be designed to enhance those unique characteristics. Promote, encourage, and increase higher levels of infill, reuse, reinvestment, and revitalization within each of the Character Areas.
- **Policy 2.2: Historic Core.** Prioritize new active uses, adaptive reuse, and pedestrian improvements in the Historic Core along Main Street and around the Plaza.
- **Policy 2.3: Varied Intensity.** Allow the highest densities and heights in the Historic Core and Civic Core with moderate-intensity developments in areas adjacent to single family neighborhoods.

Goal 3

Incorporate placemaking concepts to make Downtown a pedestrian friendly, active, and vibrant mixed-use environment.

- **Policy 3.1: Active and Attractive Street Wall.** Create an active continuous street wall with buildings at the back of walk along Main Street and other major corridors to create a seamless pedestrian experience. The downtown should offer an attractive urban environment, with pedestrian-friendly streets and a high level of special enclosures created by taller buildings built close to the street.
- **Policy 3.2: Built Form.** Orient the function, shape (height and mass) and configuration of buildings to the street to create an urban experience.
- **Policy 3.3: Gathering Spaces.** Encourage entertainment, dining, cultural uses, and other social gathering spaces to activate the area, draw visitors, and serve residents throughout the day.
- **Policy 3.4: Walkable Environment.** Improve the pedestrian experience, public space, aesthetics, and design quality to attract visitors, serve residents and workers, and promote walking.

Goal 4

Celebrate Watsonville's unique setting and resources to make Downtown a regional attraction.

- **Policy 4.1: Sense of Place.** Leverage and strengthen Watsonville's cultural and historic identities to create a sense of place.
- **Policy 4.2: Tourism & Cultural Destinations.** Attract more visitors by adding cultural activities and facilities, such as regular concerts and museums.
- **Policy 4.3: Unique Elements.** Allow and encourage public and private buildings and development projects that promote Watsonville's history, arts, and culture through the addition of signs, distinctive landscaping, monuments, and/or other features that identify the downtown as a distinct place.
- **Policy 4.4: Connections to Nature.** Connect to the Watsonville Slough and Pajaro River with bicycle and walking trails and provide interpretive graphics to celebrate these unique resources.



PHOTO CAPTION—The Watsonville City Plaza is a gathering place for the community.

Affordable Housing and Housing Production

Goal 5

Increase the production of new below market rate (BMR) and market rate housing units in downtown.

- **Policy 5.1: Mix of Unit Types.** Encourage a range of housing types and sizes – including small, medium, and large residential units, intergenerational housing, co-housing, live-work, or other innovative housing formats for a variety of different household sizes, income levels and stages of life throughout the Plan area.
- **Policy 5.2: Inclusionary Housing.** Pursue plan-wide affordable housing production through existing inclusionary policy and development of all-affordable projects.
- **Policy 5.3: Housing Needs.** Broaden available housing options by identifying housing affordability and typology gaps and providing to developers.

Goal 6

Leverage City resources and funding for production of more affordable housing in Downtown.

- **Policy 6.1: Incentives for Housing Production.** Develop new and apply existing incentives for affordable housing. Apply existing city incentives (e.g., providing City affordable housing funding such as CDBG, Affordable Housing Fund, etc.) to promote the development of affordable housing in the Plan area.
- **Policy 6.2: City Funding and Expediting Processing.** Encourage 100% below-market-rate housing with City funding and collaborative, streamlined project processing.
- **Policy 6.3: Funding.** Consider innovative funding sources, tax credit programs, and public-private partnerships to make affordable housing more viable in the Plan area.
- **Policy 6.4: Publicly owned Sites.** Consider offering or developing 100% below-market-rate housing on publicly owned opportunity sites.
- **Policy 6.5: Fee deferrals.** Provide deferred low interest loans for selected development impact fees for 100% below-market-rate housing projects.

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 citywide 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.



PHOTO CAPTION—Informational booth for the 2020 Census

Historic Preservation

Goal 8

Maintain and enhance the historic character of the Downtown through coordinated planning that builds upon its key assets and reinforces its historic development patterns.

- **Policy 8.1: Historic Identity.** Identify and protect the integrity of the historic core around the Plaza.
- **Policy 8.2: Historic Preservation.** Continue to identify, designate, and maintain significant buildings, homes, and landmark features.
- **Policy 8.3: Street Grid.** Protect and enhance the existing fine-grained street grid pattern in Downtown.
- **Policy 8.4: Adaptive Reuse.** Protect historic structures by strongly encouraging their adaptive reuse.
- **Policy 8.5: Sensitive Infill.** Use development and design regulations to develop sensitively designed infill projects.
- **Policy 8.6: Historic Districts.** Evaluate and designate groupings of historic structures as historic districts.
- **Policy 8.7: Historic Ordinance.** Update the City's historic ordinance to reflect best practices for the preservation and modification of historic structures.



PHOTO CAPTION—Historical view of Main Street in Downtown Watsonville

Economic Development

Goal 9

Enhance commercial activity as a driver for downtown's economic vitality and growth.

- **Policy 9.1: Existing Businesses.** Retain existing retail and service businesses that serve the needs of the community and provide employment opportunities for residents.
- **Policy 9.2: Mix of Uses.** Ensure the continued presence of a diverse range of retail and service uses in the Specific Plan area, even as the character and use mix of downtown Watsonville change over time.
- **Policy 9.3: Regional Attraction.** Encourage location of new retail, professional, and residential uses as well as personal services within the downtown to serve the entire Pajaro Valley region.
- **Policy 9.4: Opportunity Sites.** Prioritize infill development on vacant and underutilized sites to jumpstart Downtown's revitalization.



PHOTO CAPTION—Produce mural at East Beach Plaza

Mobility and Parking

Goal 10

Provide convenient access and circulation for all modes of transportation, enhance walkability and bikeability in Downtown Watsonville.

- **Policy 10.1: Complete Streets.** Design streets to provide safe and comfortable facilities for all people walking, biking, rolling, riding transit, or operating motor vehicles.
- **Policy 10.2: Main Street.** Re-design Main Street as a traffic calmed street with an emphasis on active uses and the highest levels of pedestrian activity.
- **Policy 10.3: Caltrans Facilities.** Work with Caltrans to re-imagine SR 152 to function as a Downtown Street with priority given to pedestrians and destination traffic.
- **Policy 10.4: Truck Route.** Consider removing the truck route designation from SR-152 within Downtown.
- **Policy 10.5: Bicycle Network.** Provide a connected network of bike facilities within the Specific Plan area and connect to existing and planned regional bike trails including the Pajaro River Levee Path, Watsonville Slough Trail, and the Monterey Bay Scenic Sanctuary Trail.
- **Policy 10.6: Bicycle Facilities.** Require bike repair stations at key public locations and bicycle parking to make bicycle usage more convenient.
- **Policy 10.7: Pedestrian Improvements.** Improve pedestrian facilities to improve safe and efficient pedestrian circulation in Downtown including upgraded crosswalks, curb extensions, midblock crossings, paseos, and ADA accessible facilities.
- **Policy 10.8: Travel Demand Management.** Increase the availability of mobility options to access and travel within the Specific Plan area without driving alone and reduce Vehicle Miles Traveled (VMT) associated with new development.

Goal 11

Provide an efficient parking strategy to manage parking demand and supply in Downtown.

- **Policy 11.1: Parking Management.** Effectively manage parking to accommodate demand through increased utilization of existing supply.
- **Policy 11.2: Shared Parking.** Eliminate barriers to development by reducing requirements for on-site parking through use of shared parking.
- **Policy 11.3: Parking Minimums.** Reduce parking requirements to increase housing affordability and reduce construction costs.
- **Policy 11.4: Parking District Expansion.** Expand the boundaries of the existing Downtown Parking District to match the Specific Plan boundary.
- **Policy 11.5: Curb Management.** Effectively manage competing priorities for curb space to safely accommodate active travelers, passenger pick-up/drop-offs, and deliveries.

Transit

Goal 12

Leverage and support existing transit services to realize Downtown's potential to become a multi-modal mixed-use district.

- **Policy 12.1: Transit Center.** Capitalize on the presence and function of the Transit Center at Rodriguez Street by improving pedestrian connectivity to the rest of downtown.
- **Policy 12.2: Historic Transit Station.** Work with the appropriate agencies to establish a transit station at the historic Watsonville Railroad Depot and improve connections to the rest of Downtown.



Infrastructure

Goal 13

Ensure that the infrastructure in place is adequate to meet the needs of residents and businesses in Downtown Watsonville.

- **Policy 13.1: Water Demand.** Evaluate demand for water use and estimate needed upgrades to ensure adequate water supply for the anticipated amount of development.
- **Policy 13.2: Sanitary Sewer.** Identify any needed upgrades to ensure adequate wastewater removal.
- **Policy 13.3: Stormwater Quality.** Minimize impacts to stormwater quality in a manner that improves water quality by following City of Watsonville's Stormwater Post Construction requirements.
- **Policy 13.4: Urban Sustainability Area.** Consider pursuing approval of an Urban Sustainability Area designation from the Central Coast Regional Water Quality Control Board.
- **Policy 13.5: View Corridors.** Minimize the impact of utilities on view corridors by undergrounding utilities as infill projects are developed.

PHOTO CAPTION—Santa Cruz METRO Bus



Chapter 3:

DESIGN FRAMEWORK

3.1—Introduction
3.2—Design Framework
3.3—Character Areas
3.4—Growth Projections for the Specific Plan Area





DOWNTOWN WATSONVILLE ALREADY HAS THE FOUNDATION FOR A GREAT CITY CENTER. ITS HISTORIC BUILDINGS, SMALL SHOPS, URBAN STREETS, AND PLAZA MAKE IT A MEMORABLE AND PEDESTRIAN-FRIENDLY PLACE.

Section 3.1

INTRODUCTION

PHOTO CAPTION—Watsonville Civic Plaza



At the same time, there are many promising opportunities to build upon downtown's attractive features. The downtown also has vacant lots and nondescript low-rise buildings that, over time, might be replaced with urban uses that can contribute to the area's vitality. The Specific Plan presents an extraordinary urban design opportunity to create a unique sense of place by building on these existing elements, as well as highlighting the historic character and architectural features of the area.

The goal of the Design Framework is to develop the Plan area holistically, as a system of spaces, structures, and environments integrated into its surroundings rather than as linear strips of unrelated buildings and undefined streetscapes.

A clear framework with a strong sense of place provides visitors and residents with an understanding of how to find their way around easily and safely and to efficiently identify uses and activities. Arrangement of land uses into identifiable nodes, improved streetscapes, connected courtyards and open spaces, and enhanced landmarks and features will help make Downtown Watsonville an accessible, distinctive, and cohesive identity.

Section 3.2

DESIGN FRAMEWORK

The Design Framework, as illustrated in Figure 3–1, sets forth the overall urban design approach that will achieve the Specific Plan's goal of transforming the area into an active, vibrant downtown. The urban design approach is based on the major strategies, or "big ideas," identified by the community during the development of the Specific Plan. Each of these strategies is intended to support the implementation of the Downtown vision with the creation of new housing, jobs, and improvements to transportation and public spaces for residents and businesses in the downtown.

These big ideas or strategies are:

- Retain downtown's charming historic architecture and character
- Build on and extend downtown's walkable scale
- Activate downtown with new uses, special events and programming
- Provide improvements to the public realm–streetscape, public art, murals
- Re-imagine Main Street right-of-way to address traffic calming and walkability goals
- Provide more housing choices and maintain affordability
- Improve bicycle and pedestrian connectivity and safety
- Address traffic speed and congestion concerns

PHOTO CAPTION—Aerial view of Watsonville City Plaza



The Design Framework recognizes that the Plaza is the focus of the Downtown and the area immediately surrounding it should have the most prominence in terms of activity, building intensity and priority. This area (see Historic Downtown Core character area in the next section) will be the focus of changes to the street network with traffic calming and "road diet" on Main Street, as well as several placemaking elements to improve the pedestrian experience. Adaptive reuse of historic buildings and new mixed-use infill with new ground floor active storefronts will create an active street frontage. Parklets, sidewalk extensions and street amenities including high-quality furniture and street lighting will contribute to the desired sense of place. A palette of carefully selected street trees will unify the variety of existing and future land uses in the Plan area.

The Design Framework also considers the desired land use vision for other parts of downtown. This vision is described in the next section that describes the identified character areas. Along with the vision for the character areas, the design concepts for opportunity sites, and the bicycle network recommendations together also inform the design framework.

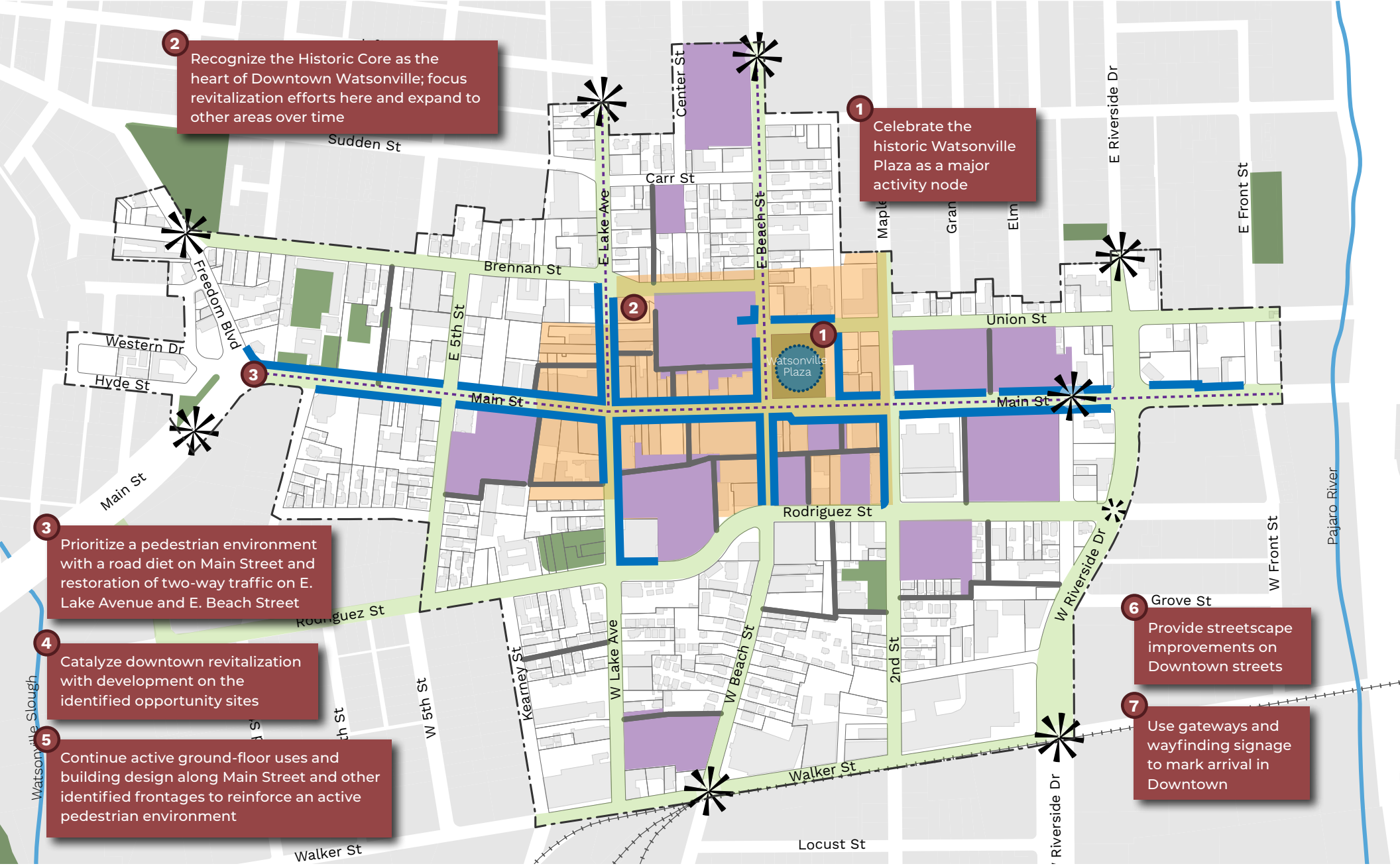


FIGURE 3–1
DESIGN FRAMEWORK

- 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

N

0 200’ 500’
100’ 400’

Section 3.3

CHARACTER AREAS

TOP TO BOTTOM—Main Street streetscape; Fox Theater in Downtown Watsonville





Different parts of the Plan area have varied and distinct use and form characteristics which should be recognized and enhanced as the Plan area redevelops. Each of these subareas or "character areas" define the identity and "look and feel" of each area within downtown, the attributes that make each of these places distinct and unique, fostering a sense of place with consistent urban design. Character Areas establish a framework that each one is developed with an appropriate mix of land uses, activities, public open spaces, and amenities, as these are the building blocks for a complete neighborhood.

There are eight-character areas within the Specific Plan: Historic Downtown Core, Civic Core, Gateway, East Neighborhood, West Neighborhood, Workplace/Industrial, Commercial Flex, and Residential Flex. **Figure 3–2**: Character Areas illustrates the boundaries of the character areas within downtown.

For each of the character areas, this section provides a more focused vision, defines the desired urban design characteristics, and provides guidance for the land use mix. Each character area contains strategies and priorities to implement the vision for downtown Watsonville, and to create a unified sense of place and address land use compatibility. This section provides high-level guidance on vision, use, placemaking strategies, and opportunity sites within each area. Chapter 6: Land Use & Zoning prescribes development and design regulations for all construction within the Plan area.

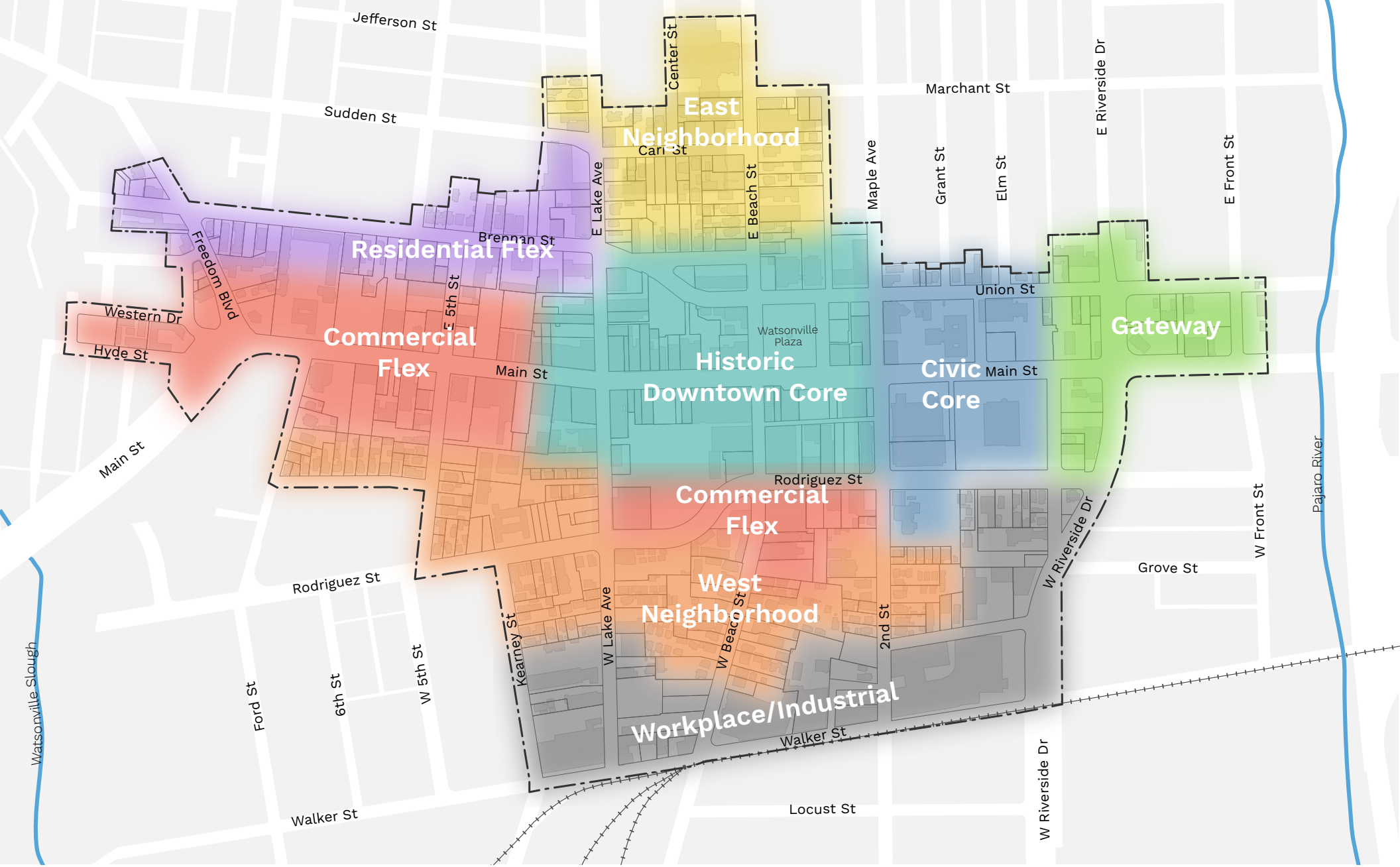


FIGURE 3–2
CHARACTER AREAS

- Historic Downtown Core
- Civic Core
- Gateway
- Workplace/ Industrial
- East Neighborhood
- West Neighborhood
- Commercial Flex
- Residential Flex
- Specific Plan Boundary
- Waterway

N

0 200’ 500’
100’ 400’

Opportunity Sites

In some of the character areas, vacant and underutilized sites have been identified as opportunity sites. Development on these opportunity sites have the potential to be catalytic projects that could help to spark redevelopment and reinvestment in the downtown. Many of these sites are publicly owned, or if privately-owned, have owner interest in redeveloping.

The concept designs shown for these opportunity sites are intended to be illustrative in nature. Development on these sites shall follow the regulations noted in Chapter 6. **Figure 3–3** illustrates the location for Opportunity Sites in downtown Watsonville.

PHOTO CAPTION—Martinelli's property is identified as a opportunity site.



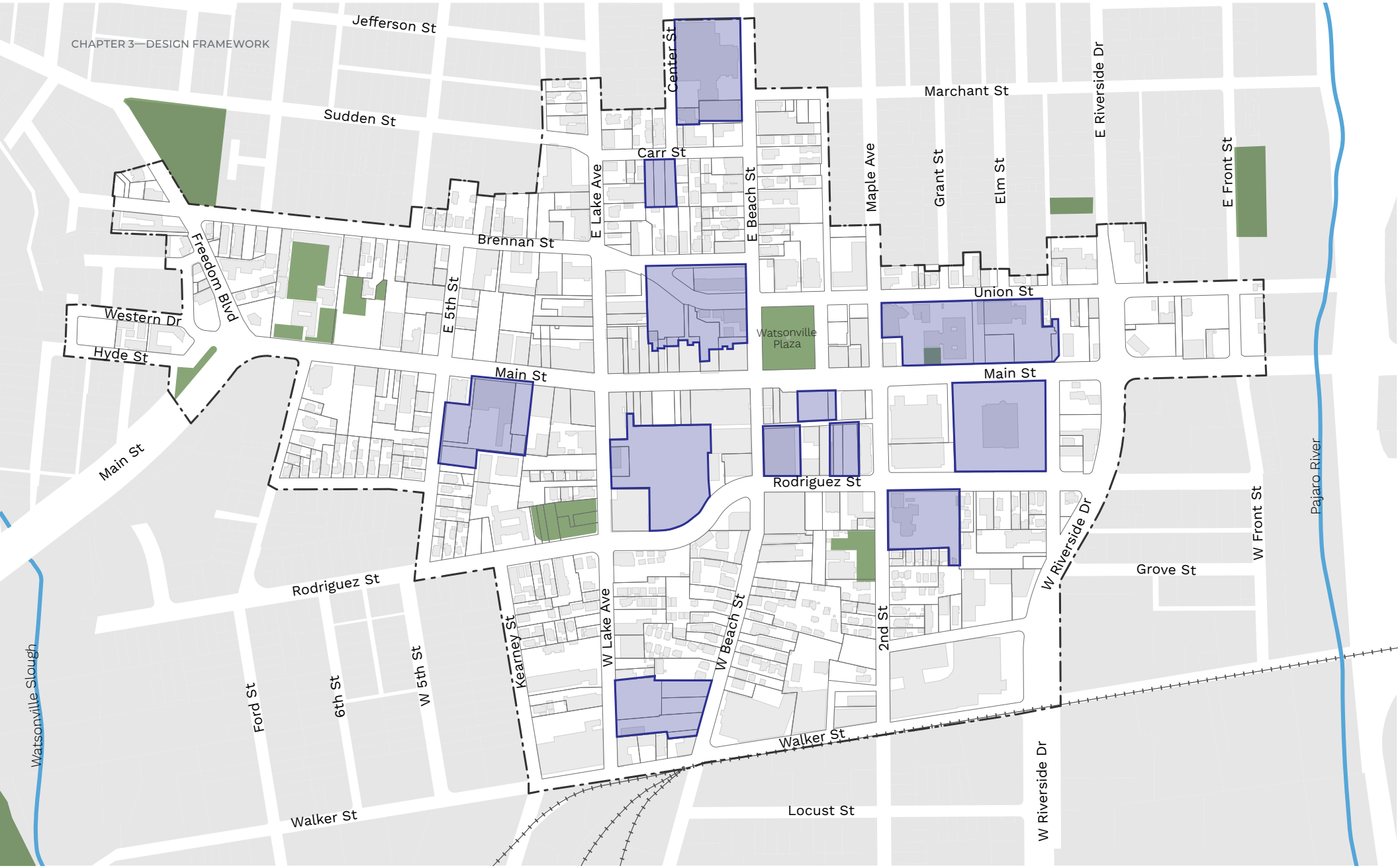


FIGURE 3–3
OPPORTUNITY SITES

- Opportunity Sites
- Specific Plan Boundary
- Building Footprint
- Parks/Open Space
- Waterway

N

0 200’ 500’
100’ 400’

Historic Downtown Core

Existing Setting

The Historic Downtown Core is in the heart of downtown and includes a mix of well-regarded landmarks and places like Watsonville Plaza as well as many historic buildings that give downtown Watsonville a unique and authentic character. See **Figure 3–4**.

The Plaza is well programmed with many special events, ranging from weekly Farmers Markets to the annual Strawberry Festival. The historic buildings in this area are built at the front property line with no setbacks, creating a strong street wall presence along the sidewalk. The sidewalks are narrow, typically 10 feet in most locations. Street amenities are limited with sporadic street trees and street furniture. The existing street network establishes a clear hierarchy but is challenged by the constraints posed by Caltrans Route 152 along portions of Main Street and E. Lake Avenue and E. Beach Street. However, it presents an opportunity to make enhancements that are inclusive of transportation and traffic management, safety, and streetscape design (e.g., wider sidewalks, parklets, bulb outs, etc.).

The Historic Downtown Core has the potential to be a successful mixed-use area that incorporates housing and ground-floor retail. Today, there are only a limited number of housing units in this area. Several buildings in the Downtown Core have vacant and underutilized storefronts and are non-contributing to the street character with boarded or closed storefront windows and openings, disrupting the historic street pattern. Several vacant parcels and surface parking lots provide an opportunity for infill development.

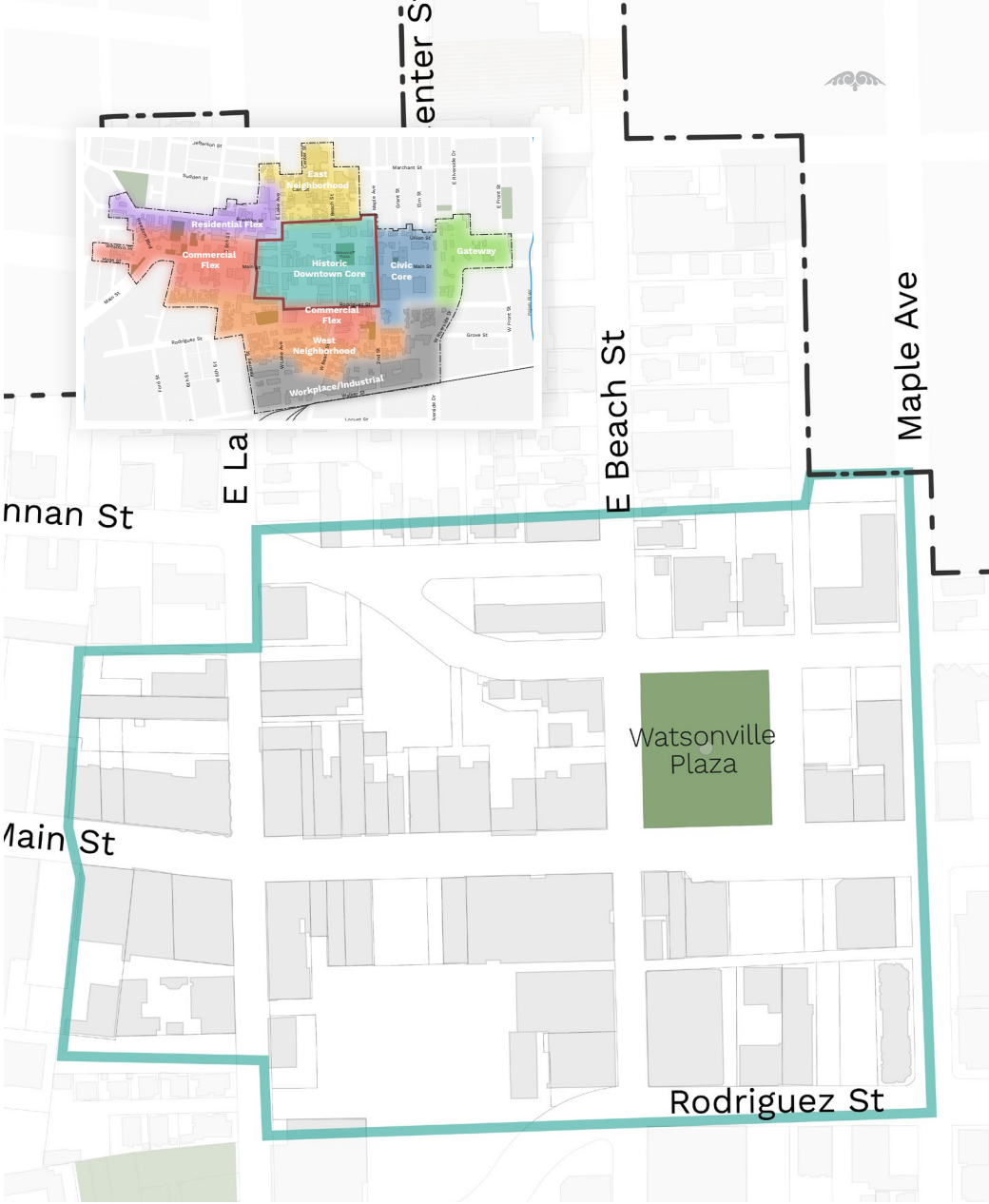


FIGURE 3–4
HISTORIC DOWNTOWN CORE CHARACTER AREA

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

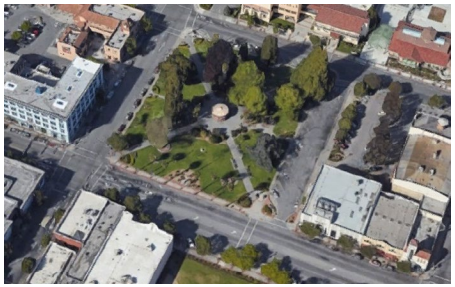
* *Note: Map is not to scale.*

Vision

The vision for this character area is to create an active, vibrant pedestrian-oriented environment that builds on the historic fabric and brings more vitality to downtown throughout the day and into the evening. To achieve this vision, the Plan seeks to recalibrate this area to create and maintain a continuous street wall with transparent and visible storefronts. To preserve the historic charm of the Historic Downtown Core, façade rehabilitation will be necessary to restore the historic frontage character. Ground floors in this area should be designed to be retail-ready, with the appropriate height, street setbacks and outdoor space necessary to enable and encourage street activity.

The street network will be modified to create a traffic-calmed Main Street with reduced number of travel lanes, parklets and bulb-outs. The E. Beach and E. Lake one-way couplet will be converted to two-way with the Beach Street portion removed from the Hwy 152 system. Both streets will also accommodate parklets, on-street parking and new streetscape amenities.









FROM LEFT TO RIGHT, TOP TO BOTTOM—Mansion House; Watsonville City Plaza; Lettunich Building; Fox Theater

Uses

The types of uses envisioned in the Historic Downtown Core include residential, commercial, office, and service uses among other similar uses deemed conditionally acceptable by the City.

Placemaking Strategies

The Historic Downtown Core is a critical location to support active modes of transportation and street activity in the downtown. To promote a people-centered use of public space, the following placemaking strategies have been identified for the Historic Downtown Core character area:

- Require active ground floor uses (retail and restaurants), with housing and office above.
- Encourage and enable outdoor dining on sidewalks and new parklets.
- Maintain and create a continuous and active street-wall (e.g., new shopfronts and façade rehabilitation of existing buildings).
- Incorporate consistent and unifying streetscape and public realm improvements.
- Create and manage a Downtown Improvement District including a shared parking supply, branding and wayfinding program, programming of special events, etc.

Opportunity Sites

The Historic Downtown Core is home to two major opportunity sites for significant infill development, of which the city controls several key parcels. These opportunity sites are the Mansion House block and Gottschalk block.

Mansion House Block

The opportunity site is located within the block bound by Main Street, Beach Street, Alexander Street, and Lake Avenue. The Watsonville Plaza is directly adjacent to the site. Prior to the 1960's, Brennan and Union Streets were not connected and instead the Brennan continued to Alexander Street before ending at Beach Street. Similarly, Union Street stopped at Beach Street. In the 1960's, Union and Brennan Streets were connected through the Mansion House block, which created an island between Union and Alexander Street. The Specific Plan considers restoring the former street configuration for this block, which would create a major development site in the heart of downtown. While issues of traffic flow, utilities relocation and other topics would need to be considered and addressed, this opportunity site would be a major catalyst. The development site includes the City-owned parking lot behind the Mansion House and the vacated street right-of-way.

The new site configuration could accommodate a shared parking structure as well as a new mixed-use infill project that could better define and connect to the Watsonville Plaza. The new development could include ground-level commercial spaces, residential above, and public courtyards connected with paseos. This mixed-use infill development would help to support activity in the Historic Downtown Core. The Ortiz Deli building located on the corner of E. Beach and Alexander Streets, could be retained, and incorporated in the new site configuration.

A small plaza at the terminus of Union Street would create a view corridor, connecting street activity to the interior courtyards, alleyways, and paseos. Programming of these interior public open and gathering spaces with outdoor dining, cinema, and other active uses will help activate the development. See **Figure 3–5 Mansion House Opportunity Site** for details.

Figure 3–5 Mansion House Opportunity Site

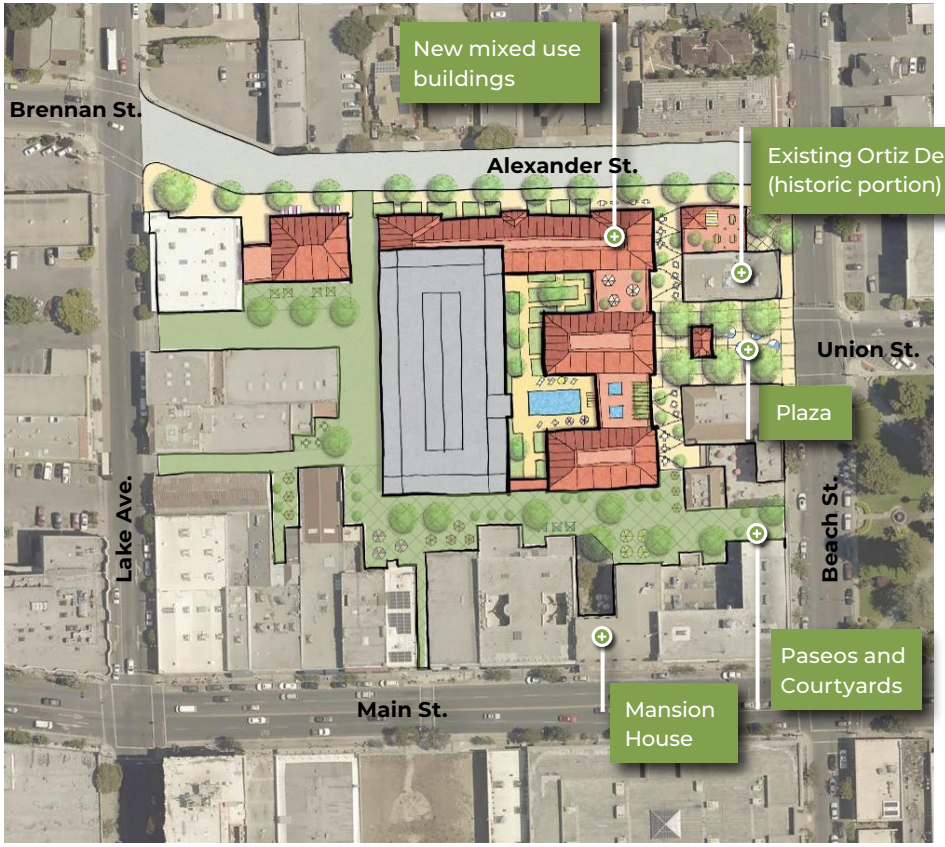






PHOTO CAPTION—Examples of multifamily residential units and shared public outdoor spaces to be programmed with various activities at different times of the day.

Gottschalks Block

This block is one of the larger sites located directly in the heart of downtown, bound by Main Street, Beach Street, Rodriguez Street, and Lake Avenue. West of Main Street is the Gottschalk building which has a charter school use above vacant ground-floor commercial space. The 54-unit Terrace housing development is located in this block. Other uses on this block include a CVS Pharmacy, Auto Zone and the Resetar single room occupancy development. Much of the block interior is a privately-owned surface parking lot serving the various uses located in that block.

The concept for this opportunity site addresses the goal to improve pedestrian circulation through large blocks by using paseos and alleyways to break the large blocks up into smaller blocks. These smaller blocks would reinforce the historic nature of the Downtown Core as a walkable and easy to navigate environment. These paseos could also create a comfortable pedestrian connection between the Watsonville Transit Center on the corner of W. Lake Avenue and Rodriguez Street and Main Street.

In the near term, there is an opportunity to provide better circulation on-site. Connections could be improved by incorporating a drop-off/pick-up location and reconfiguring the shared parking lot to establish a pleasant walking path along the back of the buildings. Improvements could be as simple as reconstructing part of the building to providing critical access through the block from Main Street into the interior of the block. The parking lot presents a longer-term development opportunity to provide a shared parking structure, new uses along W. Lake Avenue and Rodriguez Street.

Figure 3–6 Gottschalks Block Opportunity Site



Civic Core

Existing Setting

The Civic Core is uniquely positioned within downtown and is anchored by City Hall, the joint-use Civic Plaza, Library, Police Station, and Post Office. Many properties in this character area are publicly owned. The Civic Core has some of the tallest buildings and massing in the downtown with prominent buildings like the joint-use Civic Plaza fronting Main Street. Most buildings are located behind parking areas or large landscaped setback areas, providing a suburban frontage. The City also owns the Fire Station site with a large parking lot to the rear along 2nd Street. The US Post Office parcel with its expansive parking lot surrounding the post office is a large presence on Main and Rodriguez Streets that is ripe for intensification. Additionally, a shared parking structure (located on 2nd Street and Rodriguez Street) adds to the shared parking supply for the Historic Downtown Core and the Civic Core on nights and weekends.

The Main Street segment in the Civic Core is not under Caltrans jurisdiction and is under the control of the City. Recent streetscape improvements along Main Street include a landscaped median, crosswalks, street trees and other street amenities. Improvements to make Rodriguez Street more pedestrian-friendly are needed. Main Street is the gateway from the south from Pajaro. Traffic calming along Main Street is a desired goal.

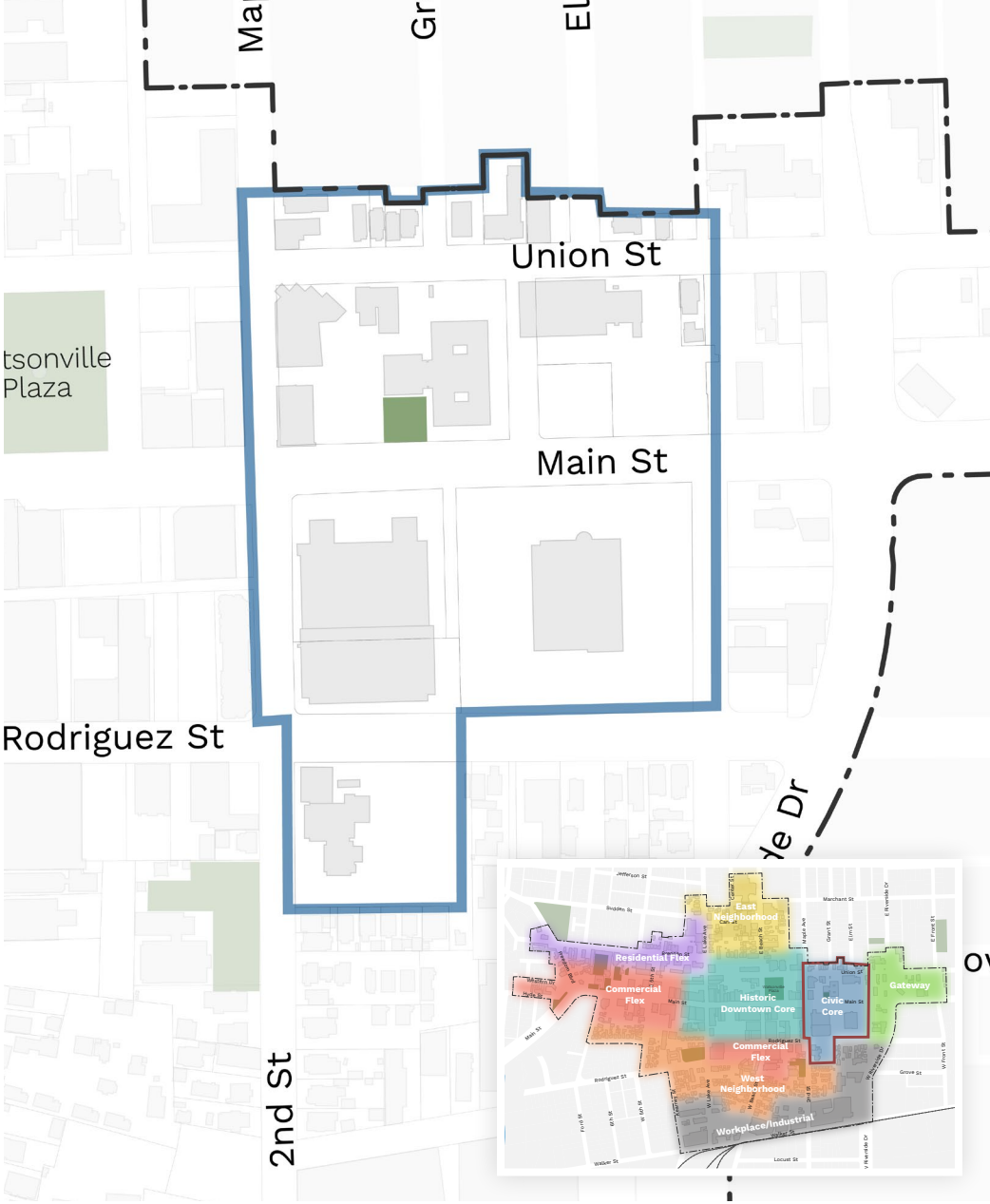


FIGURE 3–7
CIVIC CORE CHARACTER AREA

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

* *Note: Map is not to scale.*

Vision

The vision for this character area is to maintain its core civic functions and to extend the active pedestrian environment from the Historic Core by adding active mixed-use infill development. This vision can be achieved by consolidating city functions in a couple of specific locations, allowing space for new development. The vision also includes the long-term repurposing of the large, underutilized Post Office site, in addition to streetscape upgrades such as landscape medians and crosswalks to provide connectivity and improve walkability along Main Street and Rodriguez Streets.







Opportunity Sites

The Civic Core has several City-controlled, vacant, and underutilized sites on Main Street which present an important opportunity to evolve the Civic Core into a thriving civic mixed-use area within downtown. Opportunity sites in the Civic Core character area include The City Hall, Police Station, Fire Station, and US Post Office sites.

Uses

The types of uses envisioned in the Civic Core are civic uses, mixed-use with retail, housing, and entertainment.

Placemaking Strategies

The Civic Core is a character area intended to be defined by civic focused uses in a mixed-use environment. There is an opportunity to consolidate similar uses while also integrating area-unifying public realm enhancements that are supportive of active modes and connections. The following placemaking strategies have been identified for the Civic Core character area:

- Redevelop the majority city-owned block fronting Main Street between Maple Street and 1st Street with active, mixed-use infill including retail, housing, entertainment, and City Hall uses.
- Consolidate City essential services - Police and Fire - on Rodriguez Street and the Fire Station site.
- Allow higher densities and intensity along Main Street to match the scale of the Civic Plaza, while ensuring a transition in scale to neighborhoods east of Union Street.
- Establish a consistent and unifying streetscape with public realm improvements supportive of walkability along Main Street and Rodriguez Street.
- Leverage the underutilized Civic Center parking structure to provide significant shared parking on nights and weekends.
- Extend Central Avenue from Main Street to Union and Rodriguez Streets to create a connection and infill sites

FROM LEFT TO RIGHT, TOP TO BOTTOM—Watsonville Civic Plaza; Porter Building; Intersection of Main Street and Second Street in front of Porter Building

City Hall/ Civic Campus

This is a city-owned site where municipal services and the Police Department are located. This site excludes the Porter building located on the corner of Maple Avenue and Main Street and will be sold to a private entity. To achieve the site's full potential, the Police Department could be relocated to the fire station site on 2nd Street and Rodriguez Street. The redevelopment project could include a mix of market rate and affordable housing, new commercial uses along with accommodating existing City Hall functions. This site could be occupied by 3-4 story mixed-use and/ or residential buildings over a single-story podium, with courtyard space above the parking. The development would need to be sensitive to adjacent single-family uses by transitioning into smaller neighborhood-scaled multifamily buildings along the east side of Union Street. Larger, taller buildings would be located along the Main Street frontage, echoing the scale of the 4-story Civic Plaza.

PHOTO CAPTION—Example of mixed-use and residential development

Figure 3–8 City Hall/Civic Campus & U.S. Postal Service Opportunity Site









U.S. Postal Service (Long-Term)

This is a prime location that is currently used by a one-story post office surrounded by a vast surface parking lot. If the postal service building were to cease operations in this location or be relocated elsewhere in the city in the future, this site has tremendous potential to connect to and support the City Hall/Civic Campus site and function as a Civic Core gateway into downtown. Redevelopment could create a more active environment and additional development sites by developing a smaller block and street network that extends Central Avenue to the west of Main Street towards Rodriguez Street.

Fire Department

The site is located at 2nd Street and Rodriguez Street where the existing fire station and museum would be anticipated to remain. Currently, the back of the site is used for parking and for conducting fire department exercises. If this site is redeveloped, then a new location for conducting these activities would need to be identified. The vision for this site includes relocating the Police Department to this site, consolidating essential City services to one block. In the event of a Police Department relocation, while the interior of the site will contain parking, additional parking needs of the relocated station would need to be supplemented with a shared civic parking structure across Rodriguez Street.

Figure 3–9 Fire Department Opportunity Site



Gateway District

Existing Setting

The Gateway character area contains the southern portion of the Plan area along Main Street and includes properties along Riverside Drive and First Street. This character area functions as a transition area and gateway to the central portion of the Plan area and the more active Historic and Civic Core character areas.



PHOTO CAPTION—Existing view of Main Street near Riverside Drive, a proposed gateway site; Source: Google Maps 2022

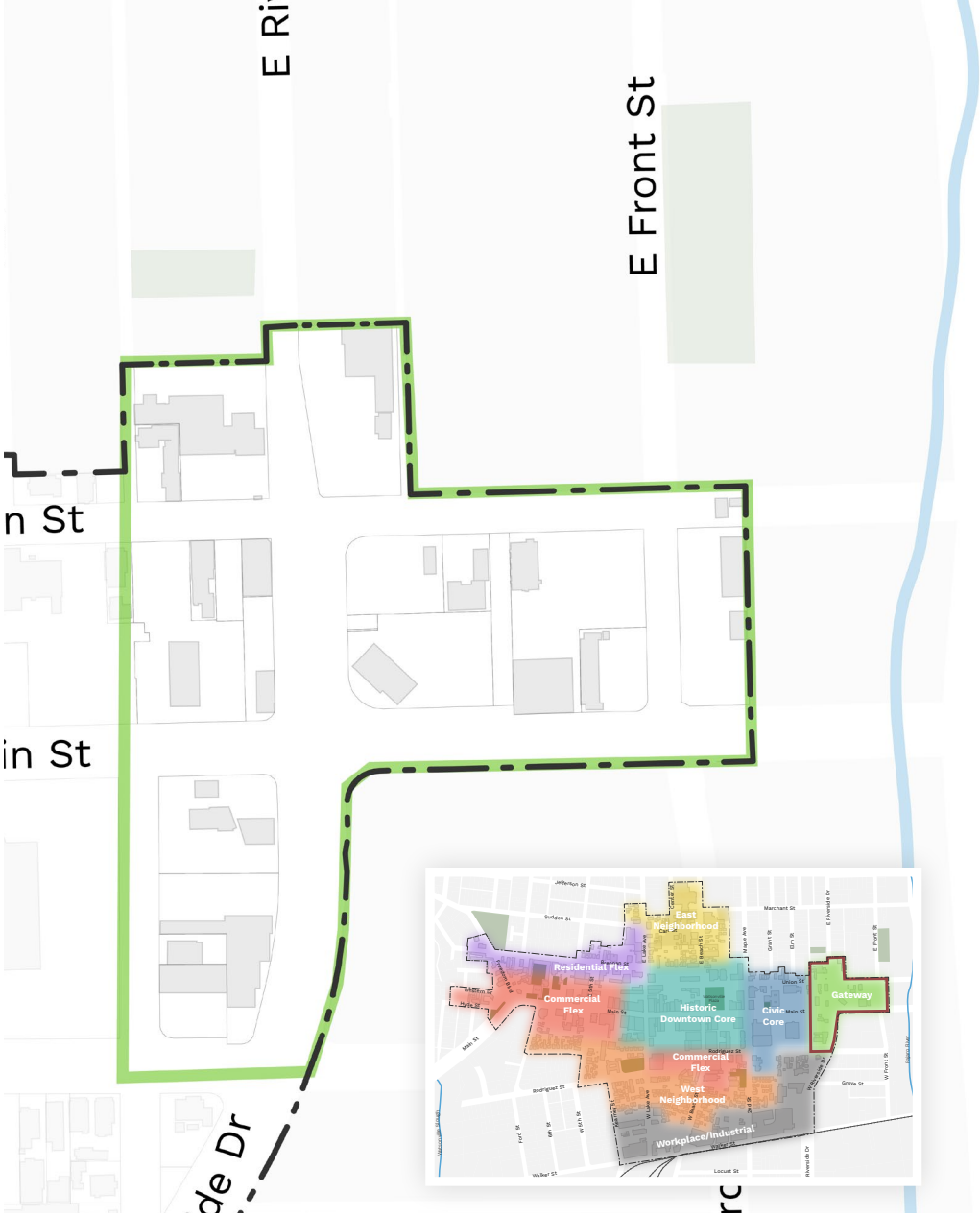


FIGURE 3–10
GATEWAY CHARACTER AREA

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

* *Note: Map is not to scale.*

Vision

The Gateway character area is envisioned to be a transition area and gateway to the central portion of the Plan area and the more active Historic and Civic Core character areas. Development in this character area would create a sense of entry to downtown. Consistent streetscapes and gateway treatments would help create the desired public realm.



PHOTO CAPTION—Example gateway to Downtown Montpelier, Vermont. [8]

Uses

The uses envisioned in the character area include a mix of commercial and residential uses, both as stand-alone and in a mixed-use format.

Placemaking Strategies

The Gateway character area is defined by its transitional nature and will establish a sense of arrival or departure from the downtown. The following placemaking strategies have been identified for this area:

- Establish a gateway into downtown on Main Street near Riverside Drive with gateway signage and/or gateway monuments.
- Require new development to be built at or near the street, creating an urban form consistent with the denser Civic Core and Historic Downtown Core character areas.
- Establish consistent and unifying public realm improvements.

Opportunity Sites

No opportunity sites for this character area have been identified. However, connections to the Pajaro River Levee Trail have been identified at two potential access points including at Front Street at the Linear Park and on Walker Street. If provided, these access points could positively influence the Plan area in addition to reinforcing bicycle connectivity along Union Street to the Levee Trail.

[8] "Montpelier Sign" by Carla Occaso

Commercial Flex

Existing Setting

The Commercial Flex character area covers portions of Main Street north of the Historic Core, and along Rodriguez Street at Beach Street. This area is adjacent to historic neighborhoods that provide a strong customer base for downtown uses. The large block sizes within this area limit walkability for pedestrians. Much of the original building stock is still in place, which could be revitalized with minor improvements. Along Main Street, the uses evolve to less active uses such as churches, schools, banks along with commercial uses. The street frontages along Main Street are generally intact and can be improved with minor interventions. The Rodriguez Street section contains a variety of under-utilized lots and buildings in a street environment with inconsistent street treatments.



FIGURE 3–11 **COMMERCIAL FLEX CHARACTER AREA**

* *Note: Map is not to scale.*

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

Vision

The vision for this area is to become a lively, walkable mixed-use environment with new active ground floor uses that bring foot traffic to the area. The intent is to create a mix of uses that includes housing and commercial but is less intensive than the Historic Core and Civic Core areas. The Commercial Flex area is an ideal location to encourage, but not require, active ground floor uses as well as continue the street wall along Main Street with both horizontal and vertical mixed use.









FROM LEFT TO RIGHT, TOP TO BOTTOM—Two-story building on street corner in Downtown Watsonville; Multifamily housing; Mixed density housing in Downtown Watsonville; Blocked off shopfront openings on building side.

Uses

The types of land use envisioned support a mixed-use environment inclusive of commercial, housing, and office uses.

Placemaking Strategies

The Commercial Flex area could evolve into a vibrant mixed-use area, providing a concentration of new jobs and residents within a short walk of the Historic and Civic Cores. The following placemaking strategies would support such a vision:

- Build off the strong existing street network and incorporate improved connectivity as infill occurs.
- Attract infill development types that activate downtown.
- Incorporate diverse type and affordability levels of new housing options.
- Support vertical mixed use on Main Street or stand-alone residential projects on other sites.
- Establish consistent and unifying public realm improvements.
- Construct a roundabout at Freedom Boulevard and Main Street.

Main and 5th Street Infill

This is a three-parcel site that includes a city-owned parking lot and two privately-owned parcels. The site is serviced by an existing alley on 5th Street and a city parking lot off Lake Avenue. The site includes the Ramos Furniture Store, indoor playground store and a public parking lot. Bank of America is located on the corner of Main and 5th Streets. To the south of the site is a pleasant courtyard next to the Woman and Infants Center (WIC), which is currently not connected to the interior of the block.

Redevelopment of this site provides an opportunity to create new mix of uses, improve pedestrian connectivity within this large block, and highlight the existing gathering spaces such as the WIC courtyard. Reconfiguring the rear part of the site could connect the existing alley and parking, allowing for vehicular access and circulation to provide access to the new buildings. The internal block connections could also link to the WIC courtyard and provide pedestrian connections to Main Street and Lake Avenue.

The portion of the site fronting Main Street provides a development site for a new mixed-use building. The concept establishes a mixed-use development along Main Street with walk-up residential buildings toward the back of the site. The 3-4 story development could take the form of a podium building over parking that would line the ground floor of Main Street with commercial uses. The upper levels would access residential units or office use, and courtyard space. This building that could introduce a significant number of residences or office square footage into downtown.

South of the Bank of America building, is a second parking area that is underutilized. The concept for this portion of the site includes neighborhood scaled multifamily buildings (e.g., missing middle or multi-plex courtyard typology) with surface parking that blends into the single-family housing along 5th Street.

Figure 3–12 Main and 5th Street Opportunity Site



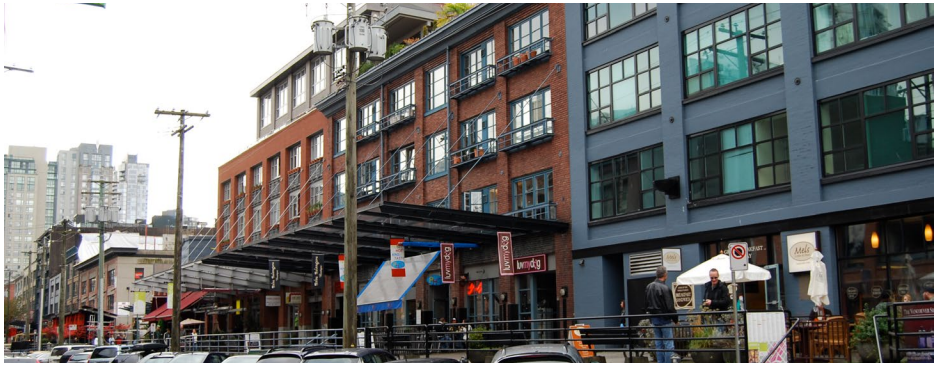


PHOTO CAPTION—Example of mixed-use development

Residential Flex

Existing Setting

The Residential Flex Character Area is located along the segment of Brennan Street between E. Lake Avenue and Freedom Boulevard. The area is more suburban in character and includes many existing single-family homes; many of which have been converted to commercial or office uses.



PHOTO CAPTION—Existing view of Brennan Street (between 5th Street and Palm Avenue); Source: Google Maps 2022

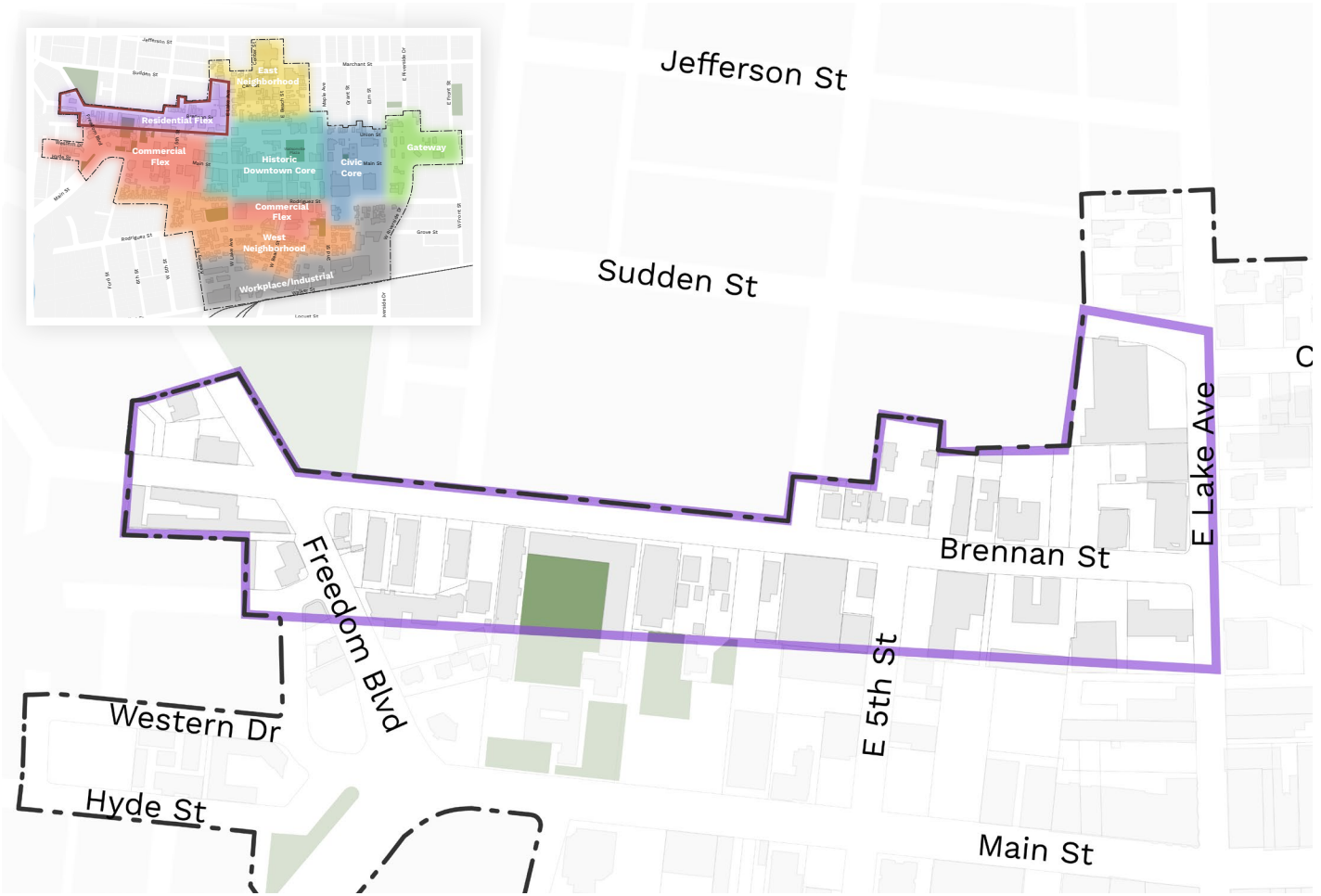


FIGURE 3–13 **RESIDENTIAL FLEX CHARACTER AREA**

* *Note: Map is not to scale.*

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

Vision

The vision for the Residential Flex character area is to continue a mix of residential and commercial uses with an appropriate scale of transition east into the residential neighborhoods. Small scale and stand-alone residential is permitted along Brennan Street and clustered to the east side of the street while the west side accommodates more service and business uses.






PHOTO CAPTION—Examples of multi-story multifamily residential housing

Uses

The types of land use envisioned in the Residential Flex Character Area support a mixed-use environment inclusive of small-scale residential, commercial and office uses.

Placemaking Strategies

This area would seek to retain its residential character while supporting compatible uses and development typologies of similar scales. The following placemaking strategies support in achieving the area's vision:

- Create opportunities for new housing choices in downtown, either as stand-alone projects or as vertical mixed-use infill along Brennan Street.
- Consider increased density/intensity that creates a scaled-down transition to the surrounding single-family neighborhood.
- Establish streetscape and public frontage improvements that support new and existing businesses on the west side of the street.

Opportunity Sites

Given the existing residential character of the Residential Flex zone, no opportunity sites were identified in this character area. The focus of this area should be on placemaking opportunities.

East Neighborhood

Existing Setting

The East Neighborhood character area is anchored by the Martinelli's property and contains a mix of uses that include traditional single-family residential of which many have been converted to offices and neighborhood commercial, public, and industrial uses. There is also a strong traditional urban development pattern in the area where downtown extends into the historic neighborhoods. Many of the single-family homes are historic and have been converted to office uses. The East Neighborhood is also home to a significant amount of landmark civic and industrial buildings that support an authentic neighborhood character (e.g., Martinelli & Co., Veteran's Memorial Building, School, Church, etc.).

The Martinelli's facility is an important historic and cultural resource for downtown. The iconic company started business in 1886 at this location. While business operations have mostly been relocated to other more modern facilities, this site has a special significance for both the company and the City of Watsonville.

The character area is flanked by the Hwy 152 couplet on E. Lake Avenue and E. Beach Street and is characterized by higher traffic volumes and speeds. The public realm is in need of major improvements.

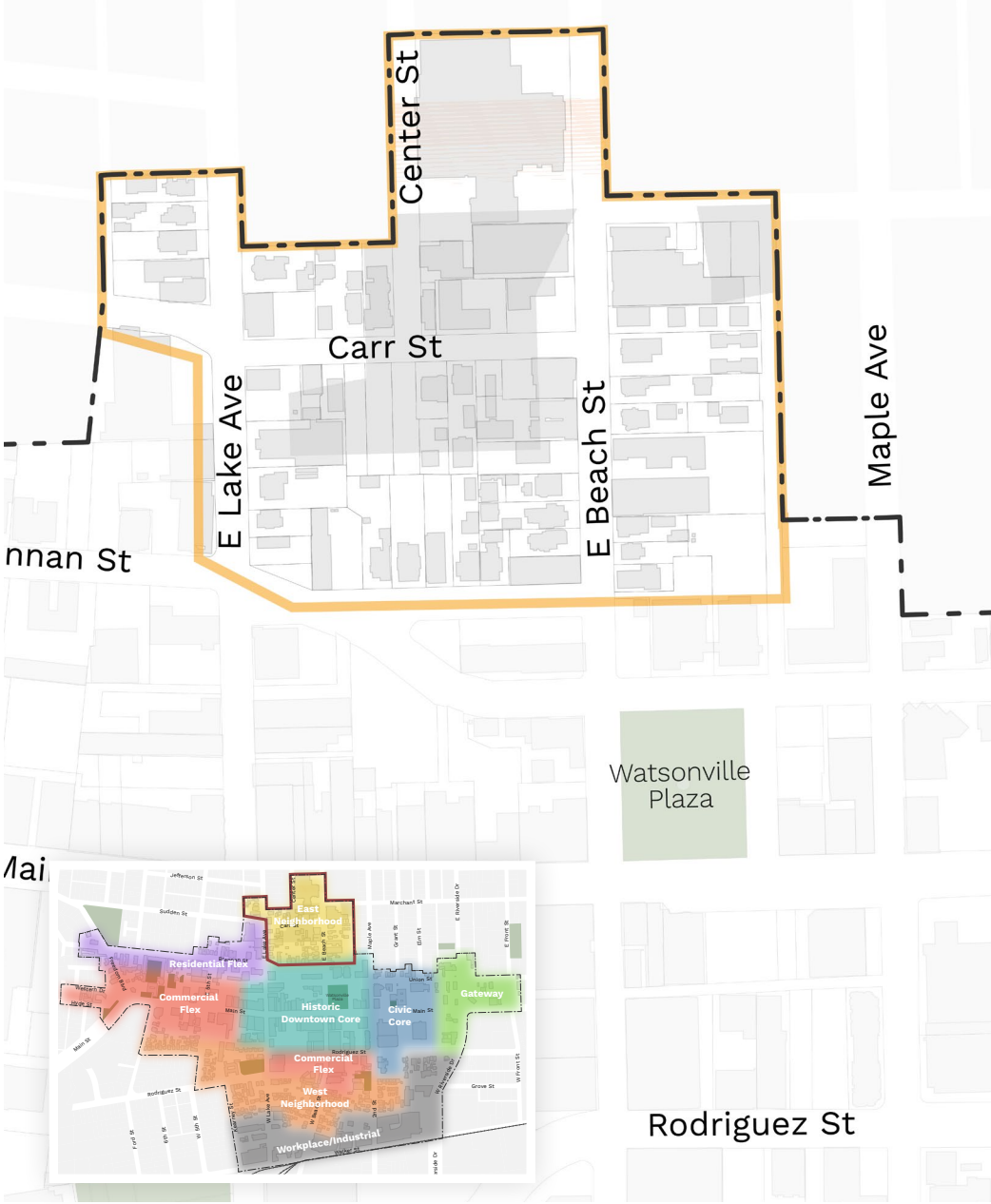


FIGURE 3–14
EAST NEIGHBORHOOD CHARACTER AREA

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

* *Note: Map is not to scale.*

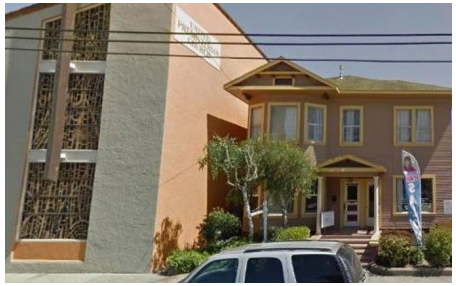
Vision

The vision for this character area is to create a vibrant mixed-use neighborhood with residential, commercial, office, civic, and educational uses. The buildings in the area would be appropriately scaled and step-back to smoothly transition into, and maintain compatibility with, the surrounding context and historic neighborhoods.











Uses

The types of land use envisioned support infill opportunities for housing (standalone multifamily or mixed-use), commercial, office and visitor-serving uses.

Placemaking Strategies

- Encourage the adaptive reuse of the Martinelli's Site with uses that are supportive of the activation of downtown (e.g., residential, commercial/office, civic, college, etc.)
- Allow neighborhood-scale multifamily and enable neighborhood-scale mixed-use infill.
- Preserve the character and quality of historic homes on Beach Street and Alexander Street. Focus on uses that leverage the value of these significant architectural landmarks (e.g., bed & breakfasts, restaurants, coffee shops, galleries, etc.)

FROM LEFT TO RIGHT, TOP TO BOTTOM—Martinelli Building; Victorian-style home on East Beach Street; Victorian-style home; Multifamily housing adjacent to church; Veterans Memorial Building

Martinelli Site

The Martinelli's site is a 2-acre property that is currently zoned industrial and serves as a production facility for the Martinelli's company. Martinelli's is a culturally meaningful business in Watsonville, due to its long-standing history. The company has another, larger facility in town and no longer uses this property for its main operations. It has expressed the possibility of ceasing operations in downtown Watsonville in the future, and if that were to occur, the site would become available for a new development opportunity. While the Specific Plan does not provide a design concept for this site, the plan establishes parameters for the redevelopment of the site while also ensuring that Martinelli's is not restricted in its use while it exists. Given the site's cultural significance, adaptive reuse is strongly recommended.

New development must consider the site's historic and cultural significance, proximity to the high school, the activation of Beach Street and the adaptive reuse of portions of the existing brick L-shaped building. New development would be appropriately scaled to respond to the adjacent housing located on Eaton Court and Center Street. New uses could include a mixture of housing, retail, and office as well as visitor serving uses, such as a museum, art gallery, coffee shops, and others.

Bethel Parking Lot

This is a vacant parking lot near Martinelli's that has the potential to be developed with residential infill development.





PHOTO CAPTION—Martinelli property

West Neighborhood

Existing Setting

The West Neighborhood character area is a short walk from the Historic Downtown and Civic Core areas and has a strong mix of uses – residential, commercial, and industrial – in suburban patterns. Incompatible uses currently exist adjacent to each other with multifamily residential directly adjacent to industrial uses. Numerous historic houses with strong architectural character exist in this area, with many well-maintained properties that have been improved creating a charming and appealing environment.

The large block sizes in the West Neighborhood are long, up to 1,000 feet long and deter walking. The West Neighborhood is also home to Marinovich Park and Radcliff Elementary School which bring people to the area from all over the city.

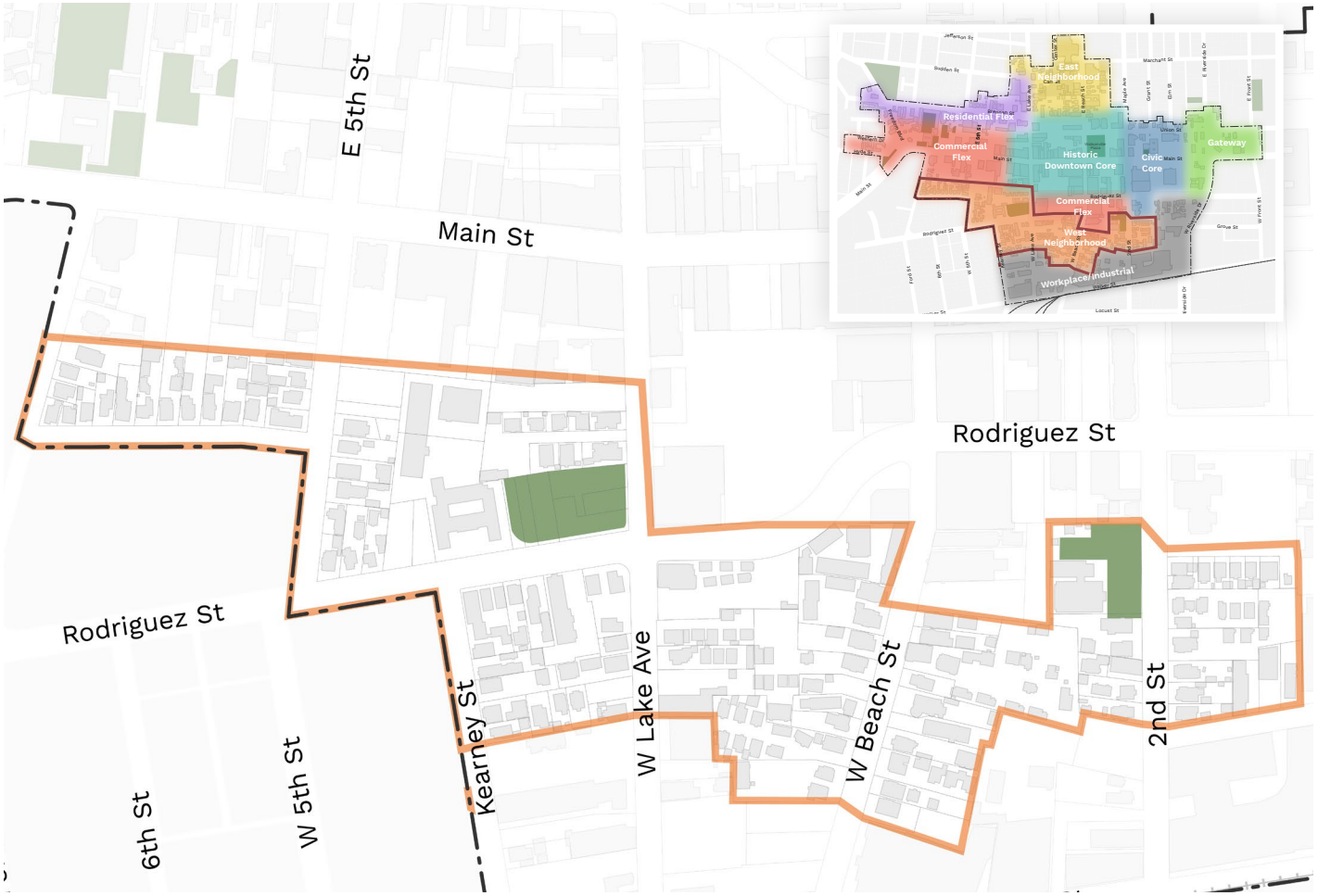


FIGURE 3–15 **WEST NEIGHBORHOOD CHARACTER AREA**

* *Note: Map is not to scale.*

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

Vision

The vision for this area is to build on existing uses and transition to a vibrant mixed-use neighborhood – allowing a wide variety of active uses, including multifamily housing, live-work, maker spaces, and light industrial uses. Underutilized sites could be adaptively reused for live-work opportunities while leveraging the concentration of residents within proximity to the Workplace Industrial, Historic Downtown Core, and Civic Core character areas. Additionally, major street frontages such as Lake Avenue, Beach Street, and Rodriguez Street are envisioned to have a more urban feel with smaller setbacks.





TOP TO BOTTOM—Multifamily housing in Downtown Watsonville; Mix of commercial and residential uses

Uses

The types of land use envisioned support infill opportunities for housing (standalone multifamily or mixed-use), commercial, office and incubator/light industrial uses.

Placemaking Strategies

- Support by-right neighborhood-scale multifamily and enable neighborhood-scale mixed-use infill.
- Evolve the area into a horizontally mixed-use neighborhood with a wide variety of active uses, including multifamily housing, live-work, maker space, light-industrial, etc.
- Enhance bike and pedestrian connections by focusing on the access point to the Watsonville Slough along Walker Street/Harkins Slough Road. The slough is located outside the Specific Plan area but still has a significant importance to downtown.

Opportunity Sites

There are limited vacant sites available; however, there are several underutilized properties that provide opportunities for reinvestment.

Workplace/Industrial

Existing Setting

The Workplace/Industrial character area is located along Walker Street and is adjacent to the Westside Industrial Area. It is characterized by factory and light-industrial businesses originally serviced by rail. The Workplace/Industrial area has a strong jobs base and presents a good opportunity for new businesses to locate in and near downtown. The vacant and underutilized industrial buildings in the area are not in pristine condition but have the potential for adaptive reuse.

Currently, the large block sizes and incomplete pedestrian infrastructure deter walkability. The truck-oriented public realm with multiple, large driveways, parking access and rolled curbs further contribute to this condition.

The historic rail depot is located at Walker Street and W. Lake Avenue, just outside the Plan boundary. In the future, the Historic Depot could potentially provide passenger rail access to Watsonville, making this area a new downtown gateway. Walker Street contains the planned Segment 19 of the Monterey Bay Sanctuary Scenic Trail, which is both a multi-use path and an on-street facility.

Vision

The vision for this area is to continue to provide jobs for residents and build off the existing workplace/industrial character by adapting underutilized sites into business incubators for tech, creative offices, makerspaces, galleries, breweries, coffee roasters, and coffee shops. This area could be more tactically activated to attract a critical mass to downtown. A prototypical approach can be applied to turn some of the parking areas of former industrial businesses into areas with outdoor dining, congregation, and usable outdoor space. This area will have a funky industrial-artsy feel with a continued eclectic mix of industrial and limited new infill housing. The historic depot could provide future passenger rail access to Watsonville, making this area a new downtown gateway.

This area has large, underutilized buildings that can be adaptively re-used while the lower cost of land in this area could incentivize new investment. Walker Street would become more active with public facing uses and amenities, while the future transit stop at the historic depot could provide linkages back to the Downtown Core. Residential uses may also be conditionally permitted in this character area, especially with the advent of passenger rail.





LEFT TO RIGHT—Industrial and residential uses; Industrial buildings in Downtown Watsonville

Uses

The types of land use envisioned for this area focus on employment uses include industrial, flex, research and development, office, supportive commercial and limited residential.

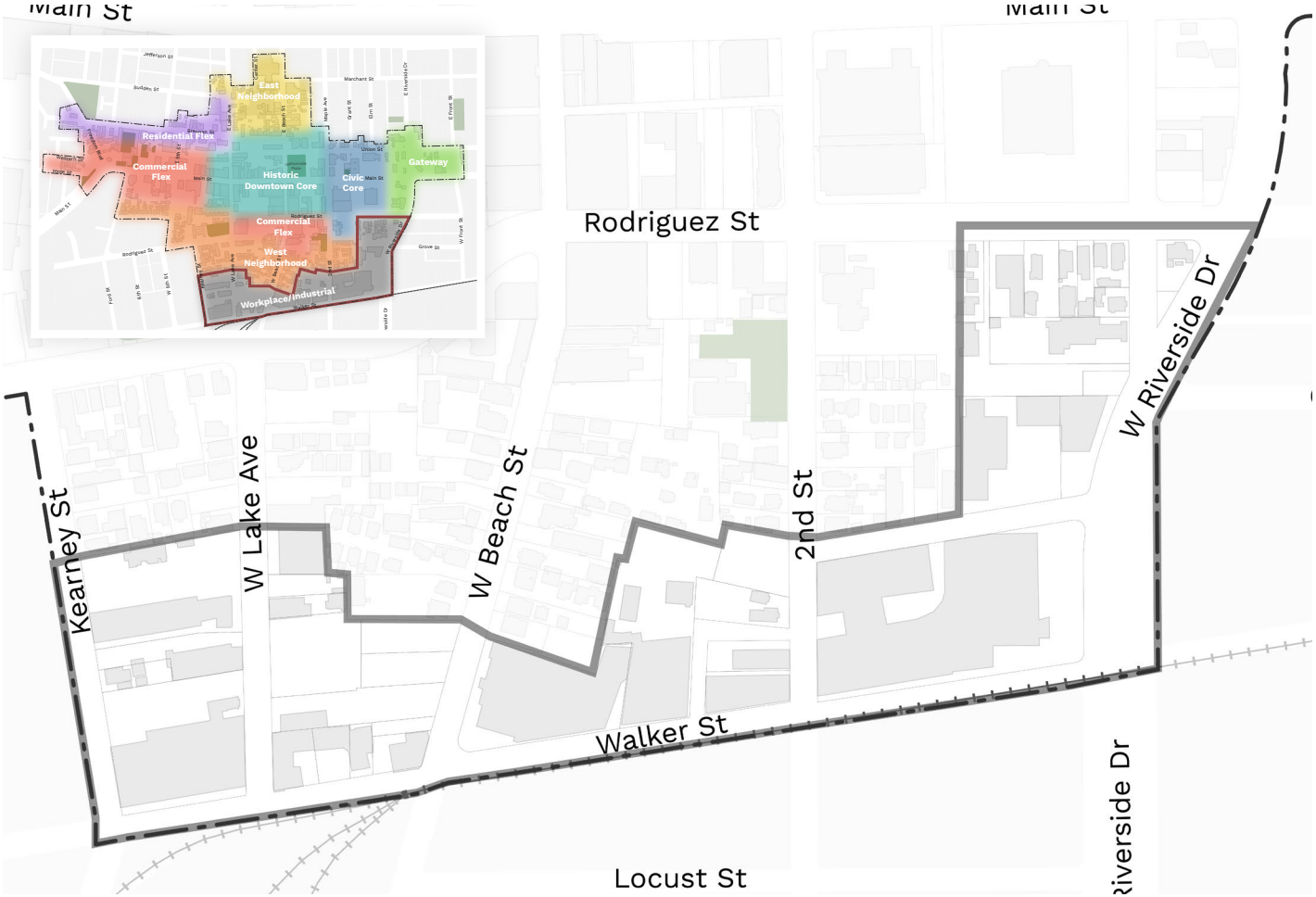


FIGURE 3–16 **WORKPLACE/INDUSTRIAL CHARACTER AREA**

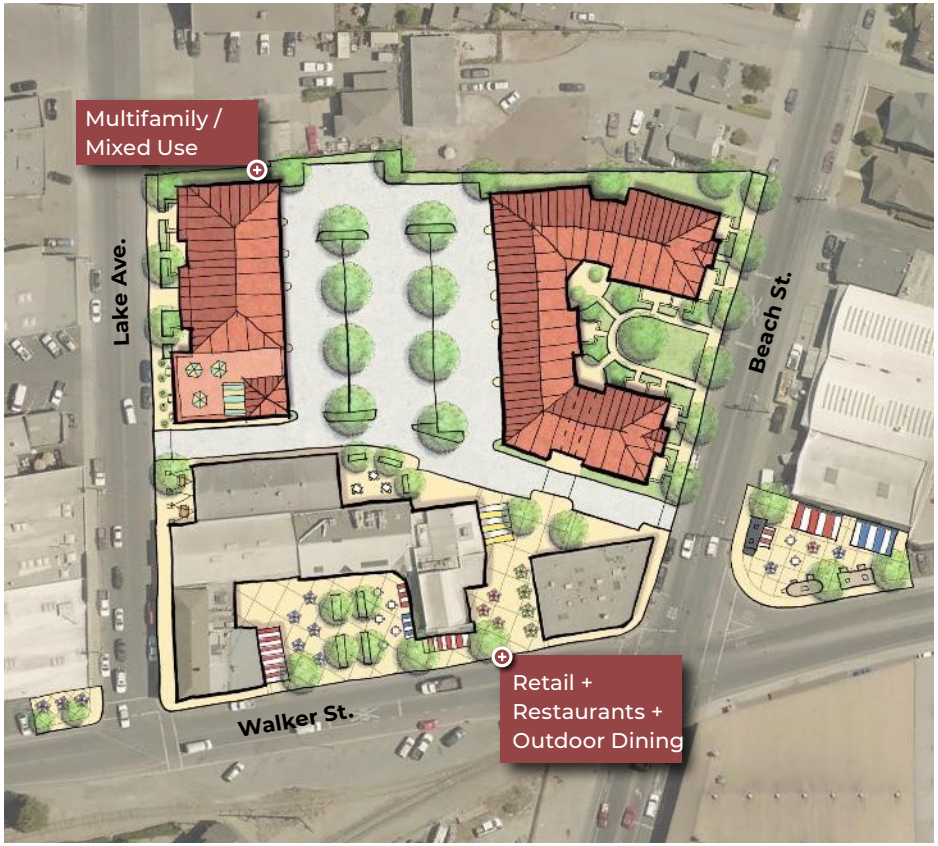
Character Area Boundary
Specific Plan Boundary
Parks/Open Space

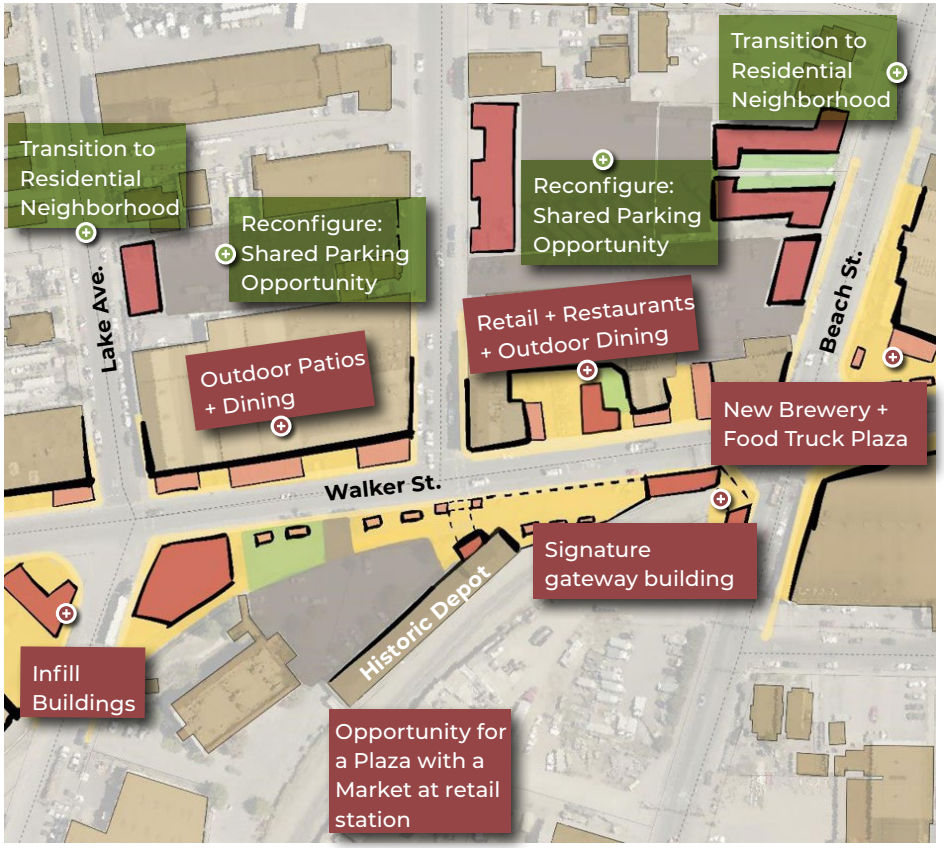
Placemaking Strategies

- Encourage and incentivize adaptive reuse of vacant/underutilized industrial sites.
- Focus a critical mass of activity around the historic depot site and Walker Street.
- Redevelop large vacant / underutilized sites to provide a concentration of new jobs and within a short walk of the Historic Core.
- Conditionally allow residential uses on strategic sites, especially in conjunction with transit service along the rail corridor.
- Support streetscape and public realm improvements on Walker Street that activate building frontages and support new businesses and pedestrian activity (including wide sidewalks, street trees & furnishing, outdoor dining, public plazas & paseos, etc.).
- Establish consistent and unifying public realm improvements.

Beach/Lake Industrial Site

Figure 3–17 Beach/Lake Industrial Site





A major opportunity site in the Workplace/Industrial character area is located between W. Lake Avenue and W. Beach Street and one parcel east of Walker Street. Currently, an under-utilized truck parking lot, this large site is under single ownership. Redevelopment of this site could include a variety of different uses, including a light industrial flex development. It could also redevelop with a mix of uses including residential, as shown in **Figure 3–17**.





PHOTO CAPTION—Examples of re-purposed industrial buildings

Section 3.4

GROWTH PROJECTIONS FOR THE SPECIFIC PLAN AREA

The Specific Plan area is mostly developed with historic commercial buildings and established residential neighborhoods. Hence, future potential growth is likely to be directed to the identified opportunity sites, vacant City-owned parcels, and a limited number of vacant or under-utilized sites that could be redeveloped. The goal of this approach is to develop growth projections that can cover all anticipated development in the next 25 years but not over-estimate what could be built.

These growth projections will be the basis for traffic forecasts, as well as the EIR technical studies for noise and air quality. The growth projections will also be used to forecast greenhouse gas emissions and analyze infrastructure demand (water, sewer, wastewater). The City will monitor development relative to the projections over time.

Table 3–1 Growth Projections for the Specific Plan Area

Proposed Use	Type	Size (Square Feet)	Total
Residential	Residential	3,886 DU	3,886 DU
Restaurants, Cafes, Bars	Commercial Industrial	150,248 SF 7,537 SF	157,785 SF
Retail	Commercial	57,788 SF	57,788 SF
Research and Development	Industrial	56,524 SF	56,524 SF
Office	Commercial Industrial	23,115 SF 37,683 SF	60,798 SF
Civic	Civic	114,572 SF	114,572 SF
Industrial	Industrial	275,084 SF	275,084 SF
Total	**Residential Commercial Industrial Civic**	**3,886 DU 231,151 SF 376,827 SF 114,572 SF**	**722,550 SF**



Chapter 4:

MOBILITY AND TRANSPORTATION

4.1—Multimodal Network and Strategies

4.2—Street Network

4.3—Parking, Curb Management and Transportation Demand Management


CNG
SANTA CRUZ METRO

THE MOBILITY AND TRANSPORTATION CHAPTER PRESENTS STRATEGIES AND NETWORK RECOMMENDATIONS FOR ALL MODES OF TRAVEL WITHIN THE DOWNTOWN WATSONVILLE SPECIFIC PLAN AREA



Along with the associated standards and guidelines for implementation. The chapter includes the following topics:

- **Multimodal Network and Strategies—**a description of the vision and framework for pedestrian, bicycle, and transit network recommendations in the Plan area, including an overview of existing networks and recommended standards and guidelines for implementation.
- **Street Network—**a description of the street network, design concepts for downtown streets, pedestrian network improvements, and bike network improvements.
- **Parking, Curb Management and Travel Demand Management—** a description of parking, curb management and transportation demand management strategies, including an overview of existing systems and recommended standards and guidelines for implementation.

Section 4.1

MULTIMODAL NETWORK AND STRATEGIES

PHOTO CAPTION—Streetscape of Main Street in Downtown Watsonville



Mobility Framework

The multimodal network and strategies recommendations within this chapter are informed by the Specific Plan's Vision Themes and Guiding Principles that were developed through stakeholder meetings, community workshops, and Advisory Committees.

Specific Plan Themes

- **Safety**—Create a transportation network that is safe for all travelers by reducing conflicts between modes and implementing proven traffic calming design elements throughout the Plan area.
- **Dignity**—Design facilities for walking, biking, and rolling that provide safe and comfortable access for travelers of all ages and ability.
- **Equity**—Provide a range of affordable mobility options to improve access for all residents, employees, and visitors of the Plan area.
- **Vitality**—Improve connectivity to surrounding neighborhoods and support access to local businesses within the Plan area.
- **Preservation**—Enhance the streetscape experience of the Plan area though improvements like additional lighting, planting, and shading.
- **Innovation**—Reduce vehicle trips and accommodate future demands through implementation of parking, transportation demand, and curb management strategies.

Mobility Goals

Complete Streets—Design streets to provide safe and comfortable facilities for all people walking, biking, rolling, riding transit, or operating motor vehicles.

Parking—Effectively manage parking to accommodate demand through increased utilization of existing supply and eliminate barriers to development by reducing requirements for on-site parking through use of shared parking.

Curb Management—Effectively manage competing priorities for curb space to safely accommodate active travelers, passenger pick-up/drop-offs, and deliveries.

Travel Demand Management—Increase the availability of mobility options to access and travel within the Plan area without driving alone and reduce Vehicle Miles Traveled (VMT) associated with new development.









This chapter is also informed by recent transportation related planning efforts conducted by the City including the Vision Zero Action Plan (2021), Downtown Watsonville Complete Streets Plan (2019), and Downtown Watsonville Parking Plan (2017). The Specific Plan advances those efforts by providing standards, guidelines, and design concepts to implement the following in Downtown Watsonville:

- Install improvements to enhance pedestrian safety and access, ADA accessibility, bicycle connectivity, and revitalize Downtown streetscape.
- Provide bicycle infrastructure that connects Downtown to key locations and provides a low stress environment for bicycle riding.
- Provide enhanced facilities for walking.
- Enhance parking, travel demand, and curb management to support an environmentally and fiscally sustainable downtown that increases quality of life in Watsonville.

FROM LEFT TO RIGHT, TOP TO BOTTOM— Example of a multimodal street with separated bike lanes, on-street parking, and wide, shaded sidewalks Watsonville Brillante at the Civic Center parking structure; Rideshare pickup zone; Carshare parking

Pedestrian Network

Existing Conditions

All trips, whether by automobile, transit, or bicycle, begin and end with walking. Current street design standards include provision of sidewalks (7 feet wide) or a combination of planting strips and sidewalks (9 feet wide), which are relatively narrow for downtown commercial areas. The built environment in the Plan area can contribute to a welcoming atmosphere for pedestrian activity where sidewalk widths are adequate. Downtown consists of a mix of land uses ranging from residential to central commercial to light industrial. The City has already made some key investments to improve safety, including sidewalk and crosswalk upgrades, bulb-outs, tactile warning devices, landscaped medians, and added signage. These improvements, while concentrated along a limited number of corridors, are a step in the right direction towards improving pedestrian visibility and comfort.

Standards



PHOTO CAPTION—Existing crosswalk on Main Street near Watsonville Civic Plaza

- **Continuous sidewalks** shall be provided on all streets within the Plan area.
- **Design and maintenance of pedestrian facilities** should provide safe and comfortable walking for the most vulnerable travelers, including children, seniors, and those with mobility impairments.
- **Complete street** designs that reduce conflicts between modes and enhance the experience of traveling by active modes should be installed throughout the Plan area.
- **Traffic calming measures** that reduce the speed of motor vehicles and reduce collision severity should be installed throughout the Plan area as deemed feasible by City engineers.
- **Tactile warning measures** such as truncated domes shall be installed with all ramp improvements to enhance navigation for travelers with vision impairments.

Guidelines





TOP TO BOTTOM—Example of a wide, unobstructed sidewalk with pedestrian amenities and curb bulb-out

- **A clear path of travel**, at least 5' wide should be provided for pedestrians along all sidewalks, without obstruction from lighting, utilities, fire hydrants, or street furniture (see Figure 4-10). Where space allows, sidewalks should be widened to at least 10 feet.
- **Crosswalks** should be clearly marked and provided at each leg of an intersection. Widths should correspond to the sidewalks they connect to or be a minimum of 12' outside stripe to outside stripe, whichever is greater. High-visibility treatments, such as ladder or "triple four" designs, should be used for all crosswalk upgrades or new installations to allow motorists to see pedestrians more easily from further away.
- **Direct accessible ramps** should be provided and aligned to each crosswalk at an intersection.
- **Curb extensions or bulb-outs** should be installed at intersections where feasible to reduce crossings distances, slow turning vehicles, and increase the visibility of pedestrians. Curb extensions may also accommodate streetscape features such as lighting, landscaping, or wayfinding.
- **Lead-pedestrian intervals** should be provided at signalized intersections to prioritize crossing for people walking and using active mobility devices before through and right-turning vehicles are able to enter an intersection. Examples of active mobility devices include manual or electric wheelchairs, scooters, etc.
- **Pedestrian access across driveways** should be provided by maintaining the elevation and material type of the sidewalk across the driveway. Where feasible the length and occurrence of commercial driveways should be limited.
- **Human-scale lighting**, such as the historic double acorn design used in some parts of Downtown should be installed on block faces within the study area that lack or have gaps in lighting for pedestrians.
- **Mid-block crossings** may be provided on block faces between two intersections if warranted by the presence of heavy volumes of desired pedestrian crossings. Yield pavement markings or "shark's teeth" should be provided in advance of mid-block crossings to alert motorists.
- **Pedestrian activated warning systems** such as Rectangular Rapid Flashing Beacons (RRFBs) and Audible RRFBs may be installed at mid-block crossings without a traffic signal or where heavy traffic volumes and the visibility of pedestrians warrant their presence.
- **Chicanes** are offset curb extensions that may be installed on low volume local streets to slow the speed of motor vehicles. Chicanes are typically installed with a gradual taper so that it creates an S-shaped roadway.





TOP TO BOTTOM—Example of a high-visibility crosswalk and pedestrian activated warning system

Bicycle Network

Existing Conditions

The purpose of the citywide bicycle network is to expand active travel options within the city and adjoining communities for commuters, and to provide opportunities for recreation. In the past decade, Class II bicycle lanes and Class III bike routes have been established along several major collectors and arterial roads. Many of these bikeways connect Downtown Watsonville to the broader Santa Cruz County bicycle network.

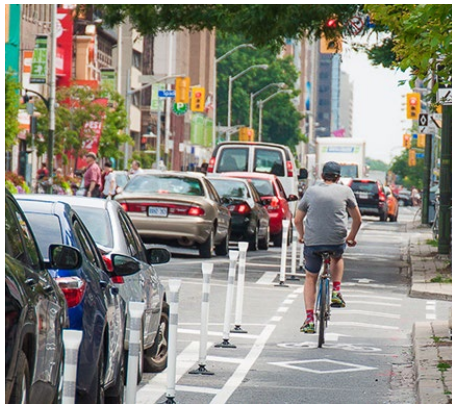
Key bicycle network connections to Downtown include a Class II bicycle lane along a portion of Freedom Boulevard (from Miles Lane to Main Street), a multi-class (I, II, III) on Green Valley Road just outside the Plan area, a Class II bicycle lane on Airport Boulevard, and a Class II bicycle lane on West Beach Road. Outside City limits, a Class II bicycle lane on Freedom Boulevard is part of a contiguous, 9-mile route for cyclists traveling from Watsonville to Aptos. Four to five-foot-wide bicycle lanes are also provided on both sides of the majority of Rodriguez Street, some with buffered area, and serve as a key first/last mile connection to the Watsonville Transit Center.

Bicycle travel within the Plan area is limited to a few corridors and some Class II and Class III bicycle facilities are disconnected with limited intersecting routes, which forces people riding bicycles to share space with motor vehicles. Bicycle lanes along Beach Street are inconsistent, changing between Class II and Class III designations within Downtown before discontinuing altogether north of Lincoln Street. Bicycle parking in the Plan area is also limited and may not be easily accessible or provide security for long-term storage.

PHOTO CAPTION—Bike lane along Walker Street



Standards





TOP TO BOTTOM—Examples of a Class II separated bike lane and Class III bike route shared with vehicle traffic

- **Bicycle facility types** shall be designed according to the following standards:
  - **Bike Paths (Class I)** provide a separate right-of-way from motor vehicles for the exclusive use of bicycle riders and pedestrians.
  - **Bike Lanes and Buffered Bike Lanes (Class II)** provide an exclusive space for people riding bicycles on the roadway within a one-way striped lane, with a minimum of 5' of unobstructed paved right-of-way. Striped or vertical "buffers" at least 2' wide may be provided on one or both sides to increase separation between moving and/or parked motor vehicles.
  - **Bike Routes (Class III)** provide right-of-way for people riding bicycles that is shared with motor vehicle traffic. Bike routes should be signed and may include shared lane marking – "sharrows" – on the pavement to increase the awareness of motorists. Because Class III facilities mix bicycle travel with motor vehicles, they should only be implemented on low speed and low volume streets.
- **Separation between bicycles and vehicles** shall be provided with buffers on all bike lanes where minimum travel lane, parking lane, and sidewalk lane widths can be maintained, especially on streets with vehicle travel speeds of 35 mph or greater.
- **Design guidance for construction of bicycle facilities** shall be referenced from the latest versions of the California Manual on Uniform Traffic Control Devices (CA-MUTCD), National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, and documents produced by the Santa Cruz County Regional Transportation Commission (SCCRTC).
- **Parking for bicycles** shall be provided throughout the Plan area including short-term parking near major activity centers and long-term parking near the Transit Center.
- **Minimum bicycle parking supply** shall be provided in new developments, with ratios based on the size of the land use, as prescribed by the Association of Pedestrian and Bicycle Professionals (APBP) Bicycle Parking Guidelines.
- **Bicycle detection** shall be installed at all actuated intersections along existing and future bike facilities as existing signals are repaired or replaced. Bicycle actuated signals automatically change to prioritize bicycle movement after detection.
- **Bicycle repair stations** with tools and space for the standard maintenance of a bicycle shall be provided in locations with public long-term bicycle parking and access-restricted rooms in new developments.
- **Conflict zone markings** shall be used to indicate the presence of bicycle facilities through intersections, right-turn pockets, and driveways.
- **Bike box markings** shall be installed at all signalized intersections with bicycle facilities where left turns are permitted to provide a safe place for people riding bicycles to establish themselves ahead of motor vehicles at stop lights.

Guidelines

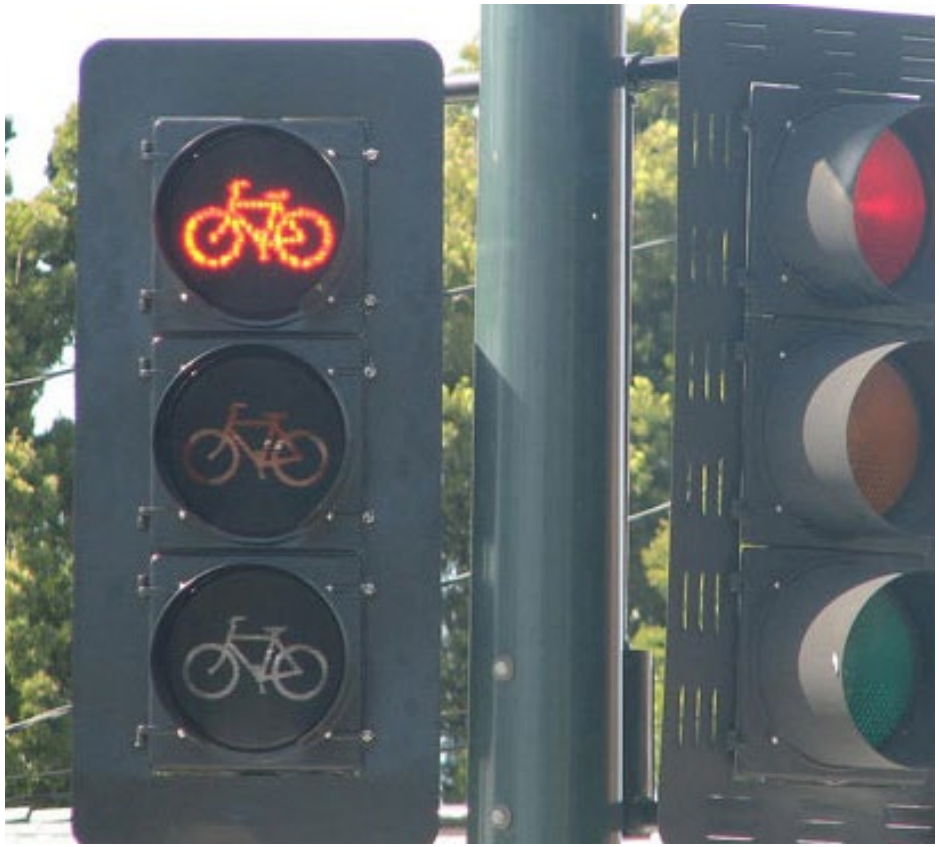


PHOTO CAPTION—Example of a bicycle signal head

- **Signal phasing at intersections** with separated bicycle facilities (Class I or II) should have their own signal phase for people riding bicycles or a shared lead pedestrian-interval to reduce conflicts from right-turning vehicles.
- **High-visibility paint**, consistent with CA-MUTCD colored paving and striping standards, should be used to delineate where on-street bicycle facilities exist on the pavement of the roadway.
- **Bicycle parking types** should be installed as follows:
  - **Long-term bicycle parking** should provide secure and covered parking for periods longer than two hours. This type of parking is most appropriate for employment sites, schools, transit stations, and multifamily residential uses. Long-term parking should provide protection from the weather and may be implemented using lockers, cages, or access-restricted rooms inside buildings; and
  - **Short-term bicycle parking** should provide convenient parking for where the typical parking duration is less than two hours. This type of parking is most appropriate for retail, service, and institutional uses. Short-term parking should provide a rack configured so the bicycle frame and at least one bicycle wheel can be secured with a U-lock or padlock and cable.
- **Bike share docking stations** may be installed on-street, similar to a parklet, to encourage use at enhanced bicycle facilities and reduce obstructions to pedestrians on the sidewalk.

Transit Network

Existing Conditions

The Watsonville Transit Center, located on the corner of Rodriguez Street and West Lake Avenue, provides inter- and intra-city transit connections for the Plan area. The Transit Center is served by Santa Cruz METRO's fixed-route and paratransit services, in addition to a limited number of Monterey-Salinas Transit fixed-route and Greyhound bus services.

Standards



PHOTO CAPTION—Watsonville Transit Center

- **Improve transit** by working with local agencies to expand the speed and frequency of fixed-route bus service.
- **Enhance access to transit** by connecting pedestrian and bicycle improvements to bus stops and requiring new developments near transit to improve stop amenities.
- **Bus stops** should provide shelters, seating, digital real-time schedule displays and lighting.
- **Circulator service** should be supported by working with Santa Cruz METRO to inform route development and identify funding sources to make the zero-emission circulator pilot permanent.
- **Support regional transit** by ensuring any future station in Watsonville as part of potential passenger rail on the Santa Cruz Branch Line alignment provides easy access to the Plan area.

Guidelines

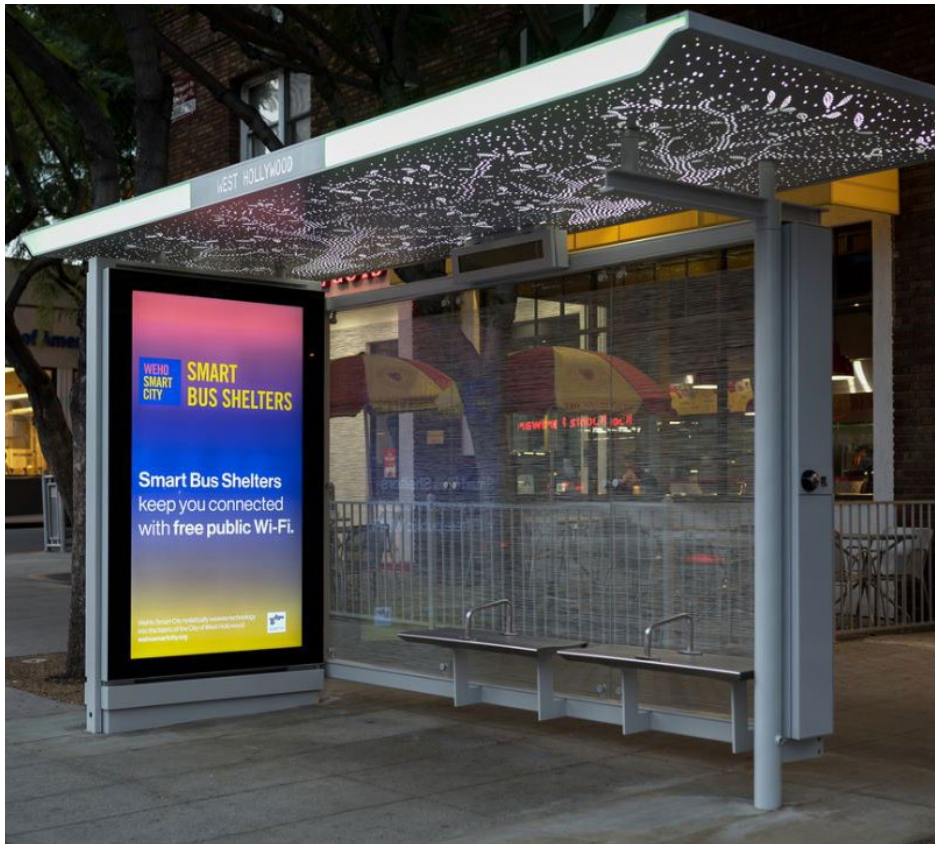


PHOTO CAPTION—Example of a bus shelter with real-time information display, enhanced lighting, and free public Wi-Fi

- **Bus stop improvements** including real-time information displays, enhanced lighting, and upgraded shelters may be included to improve the transit riding experience and as TDM mitigation measures for new development.
- **Future transit service** may be expanded by working with local and regional transit operators to adjust routes to enhance connectivity between the Plan area and parts of the community with high concentrations of zero vehicle households, lack current transit options, or currently require multiple transfers.
- **Coastal rail trail access** may be provided by supporting the implementation of the Monterey Bay Sanctuary Scenic Trail Network bicycle and pedestrian trail within the Sana Cruz Branch Line right-of-way.
- **Travel lane use for buses** may include stopping in a travel lane if approved by the City to reduce transit delay. Where feasible in-lane bus stops should only occur on the far-side of intersections.
- **Transit signal priority** may be installed to give buses priority at intersections to enhance speed and reliability.

Section 4.2

STREET NETWORK

Roadway Network

The Downtown roadway network accommodates regional traffic movement and local access. State Route 152 and State Route 129 pass through downtown east to west serving as conduits of regional travel. State Route 152 continues as Main Street serving as the north-south spine of the network, distributing traffic beyond the Plan area throughout the city and connecting to State Route 1. The existing roadway network in Downtown is not developed in a uniform grid but features a multitude of varying block lengths, several curvilinear streets, and some one-way streets.



PHOTO CAPTION—Existing view of Main Street.

The Specific Plan includes several key roadway improvements to support multimodal travel, increase safety, and improve access to local amenities and businesses. The future improvements are also designed to reduce potential conflict points between motorists, people who walk, and people who bike.

Key improvements include:

- Reducing the number of travel lanes for Main Street from four to three with a center running left turn lane (or landscaped median) and one lane in each direction between Riverside Drive and Freedom Boulevard.
- Converting East Lake Avenue and East Beach Street, which currently operate as one-way couplets, into two-way streets.
- Squaring off the connection between Union Street and Alexander Street from East Lake Avenue to East Beach Street and vacating that portion of Union Street for private development.

Figure 4–1 illustrates the recommended roadway improvements and changes to the directionality of East Lake Avenue and East Beach Street. **Figure 4–2** Watsonville's existing roadway classification from the 2005 General Plan, which is described below for reference.



FIGURE 4–1
RECOMMENDED SPECIFIC PLAN ROADWAY NETWORK IMPROVEMENTS

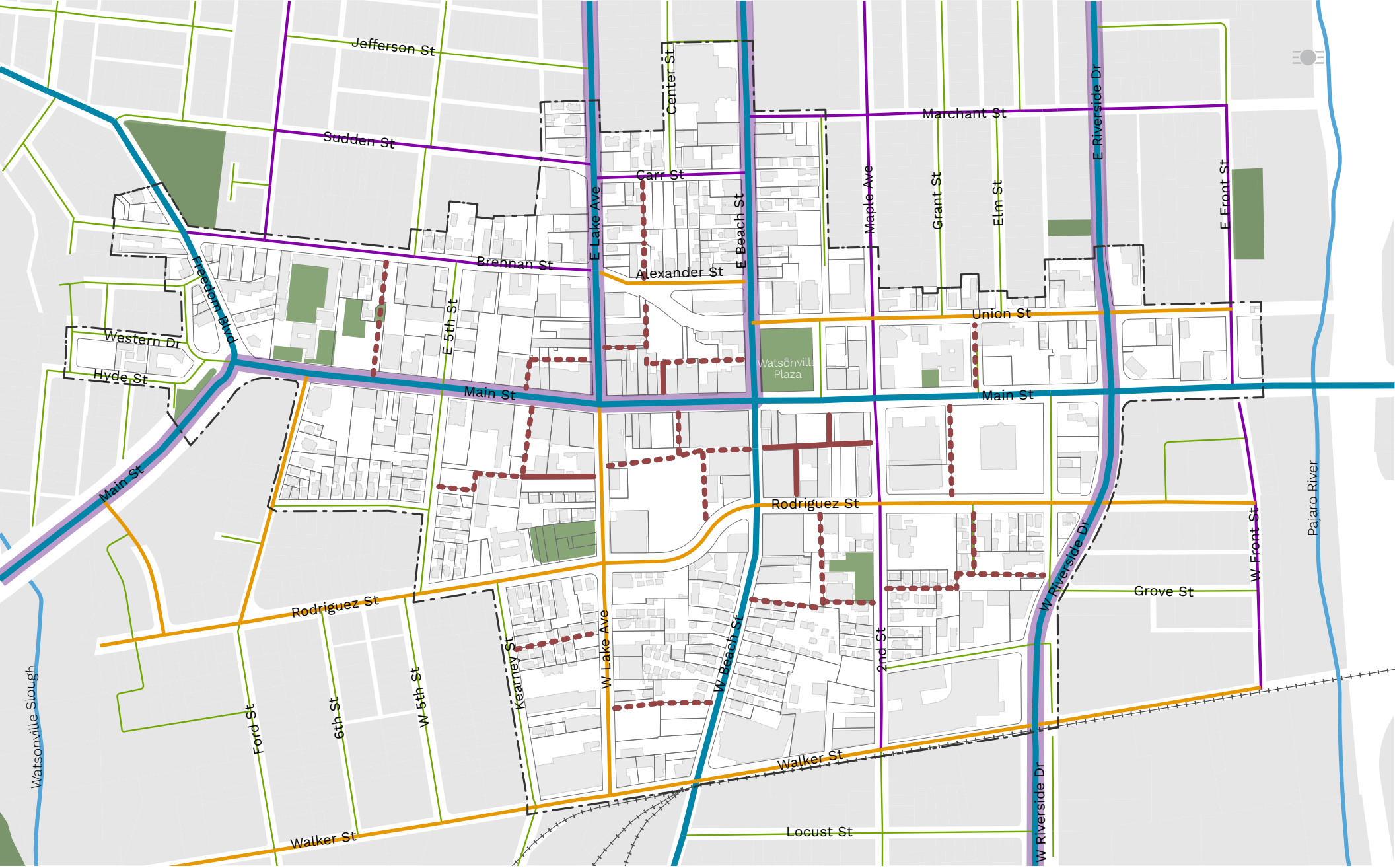


FIGURE 4–2
EXISTING SPECIFIC PLAN ROADWAY NETWORK

- State Route
- Major Arterial
- Minor Arterial
- Collector
- Local Street
- Specific Plan Boundary
- Parks/ Open Space
- Rail Line
- Waterway
- Paseos

Street Types



- **Major arterials** are higher speed streets that move large volumes of traffic across the urbanized area and provide access to the freeway. Some major arterials, namely Riverside Drive, have on-street parking on segments that border residences and neighborhood commercial development. Major arterials near thoroughfare commercial, shopping centers, and/or industrial areas do not have on-street parking. Main Street is the only major arterial with a landscaped median within the Caltrans right-of-way between Highway 1 and Freedom Boulevard. Except for the portion of Main Street that goes through downtown that is not within the Caltrans right-of-way, no other roadway has both a landscaped median and on-street parking. Major arterials in the Plan area are East and West Beach Street, East Lake Avenue, Freedom Boulevard, Main Street, and Riverside Drive.



- **Minor arterials** are medium speed, medium capacity streets that connect major arterials and local streets, for regional and local circulation between residential areas and areas of employment or business. Many minor arterials have on-street parking, and these streets typically border residential neighborhoods. Minor arterials in the Plan area are West Lake Avenue, Rodriguez Street, Walker Street, and sections of Ford Street and Union Street.



- **Collector streets** are relatively low speed, low volume street used for neighborhood circulation and access to private property. Collector streets also connect local streets to the arterial network. Designated collector streets in the Plan area are Sudden Street, Carr Street, Brennan Street, Marchant Street, Maple Avenue, 2nd Street, and Front Street.



- **Local streets** are low speed, low volume roadways that provide direct access to primarily residential areas and are characterized by multiple driveways and on-street parking. Local streets within the Plan area typically do not have a painted centerline, are less than 50 feet in right-of-way, and are mostly found in residential neighborhoods abutting Downtown. Examples of designated local streets in the Plan area include 5th Street, Grant Street, Kearney Street, Center Street, Trafton Street, Elm Street, and Grove Street.



- **Paseos** are narrower facilities between buildings without vehicular access, other than potential fire access, and are dedicated pedestrian-only facilities.

Roadway Network

Figure 4–3 to **Figure 4–10** present existing street views and cross-sections for future redesign concepts for certain roadways within Downtown Watsonville. These concepts aim to improve the safety and circulation of people walking and biking while preserving residential on-street parking. Street design features also expand the pedestrian realm by installing parklets intermittently along key commercial corridors. The right-of-way dimensions are intended to serve as standards but allow for flexibility in the implementation process for other streetscape features. Implementation of future designs will require further study, engineering, and coordination with adjacent property owners.





FROM LEFT TO RIGHT—Streetscape along Civic Plaza; Example of a Parklet

Main Street (East Lake Avenue to East Beach Street)

Figure 4–3 illustrates the existing view and the future cross sections for Main Street within the Caltrans right-of-way, between East Lake Avenue and East Beach Street. Future improvements include reducing the total number of travel lanes from four to three, with a center running left turn lane and one lane in each direction and reallocating the additional right-of-way to expand the sidewalk furniture zone with on-street parklets and streetscaping adjacent to on-street parking.

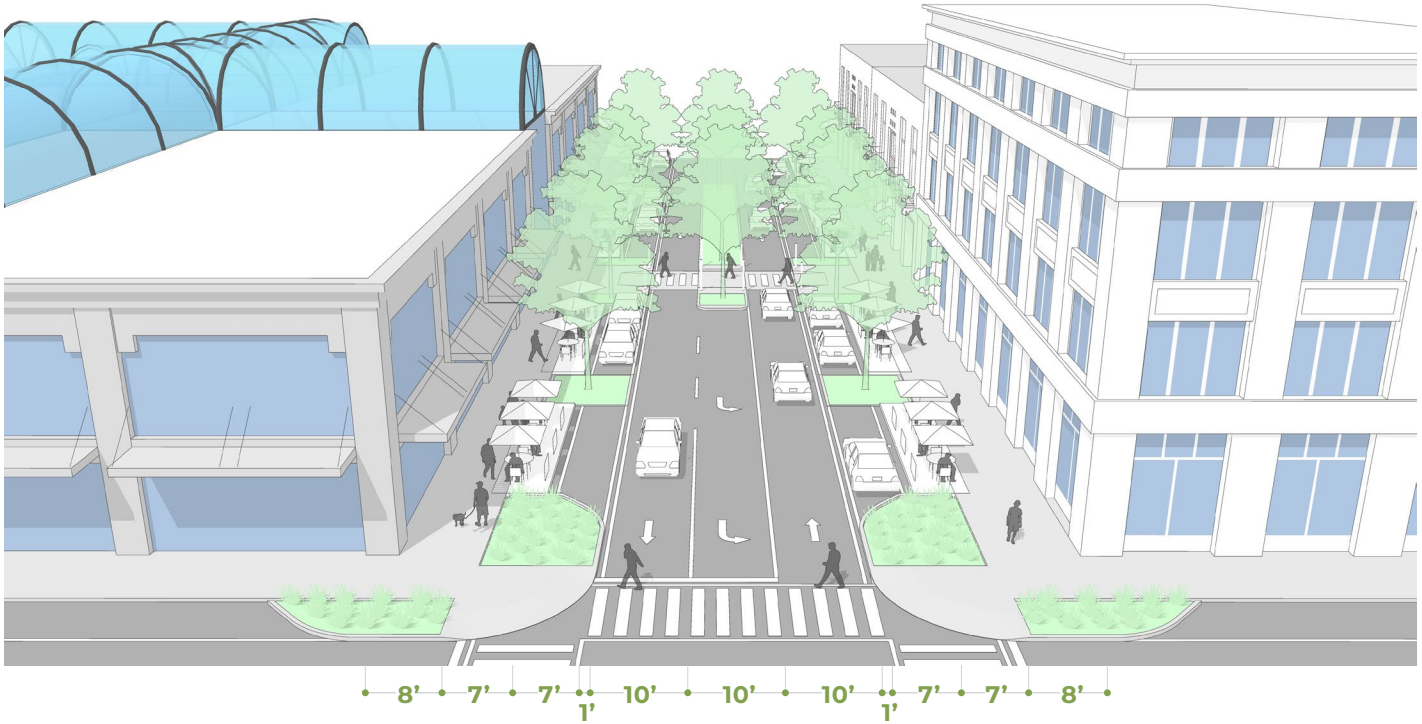
SUMMARY OF CHANGES:

- Reduce travel lanes from four to three with a center running left turn lane and one lane in each direction.
- Reallocate additional on-street right-of-way for parklets, sidewalk furniture, and widened sidewalks where feasible.
- Maintain on-street parking.
- Improve pedestrian crossings at intersections.
- Provide medians at midblock locations where feasible.



PHOTO CAPTION— Existing View of Main Street (East Lake Avenue to East Beach Street); Source: Google Maps 2022

Figure 4–3 Future Main Street Cross Section (East Lake Avenue to East Beach Street)



Main Street (Central Avenue to 1st Street)

Figure 4–4 shows the existing view and future cross section for Main Street between Central Avenue and 1st Street. This segment of Main Street will reduce wide outside travel lanes to create space for planters or planting strips between the sidewalk and outside vehicular travel lane. Planting strips improve safety by adding more separation between pedestrians and vehicular traffic.

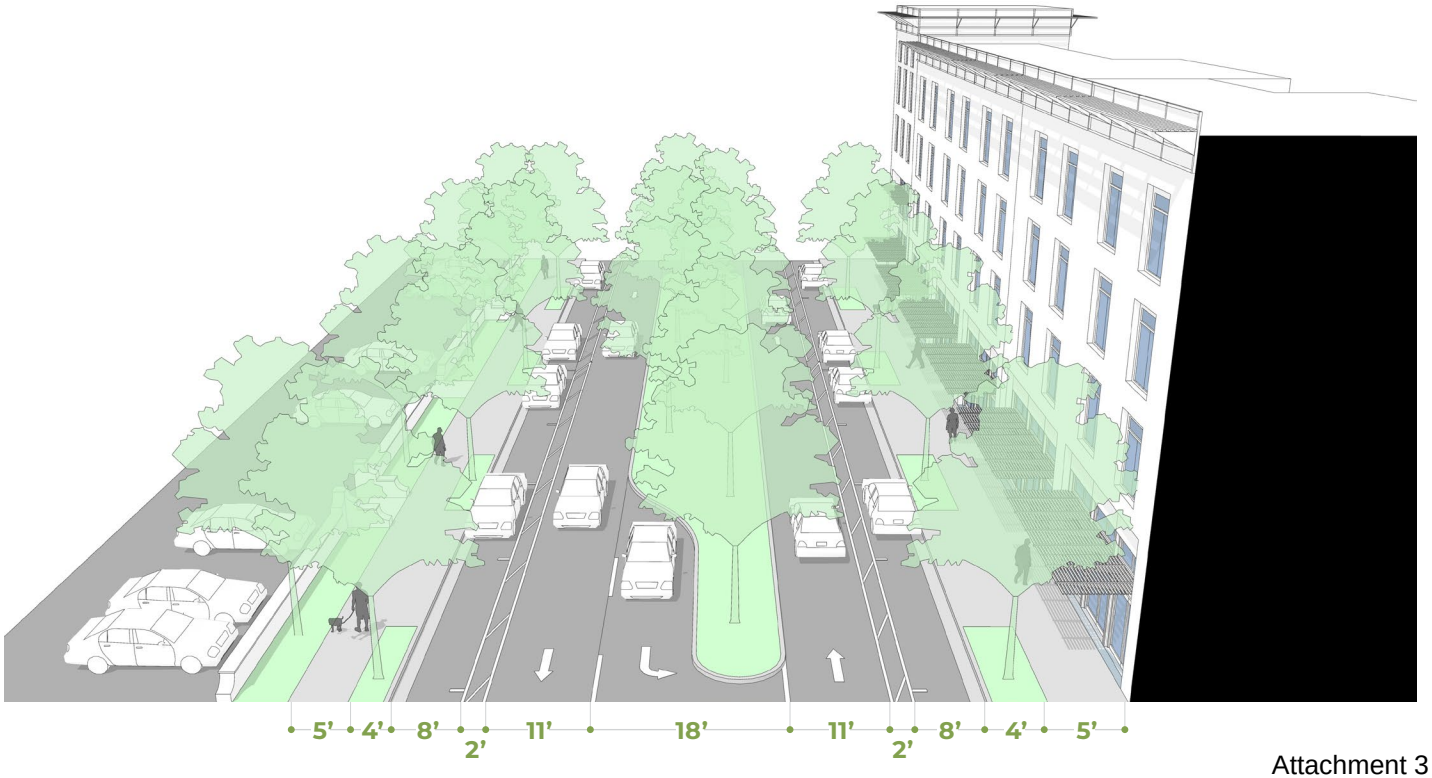
SUMMARY OF CHANGES:

- Maintain total right-of-way (ROW) of 78 feet.
- Require a public easement of 6 feet at the front property line to expand the sidewalk.
- Reduce travel lanes from four to two with one vehicular travel lane in each direction and maintain or widen the existing landscaped median and/or center running left turn lanes where applicable.
- Replace outside travel lanes with on-street parking and 2-foot buffers.
- Consider expanding the pedestrian realm with bulb-outs and planters at intersections.



PHOTO CAPTION— Existing View of Main Street (Central Avenue to 1st Street); Source: Google Maps 2022

Figure 4–4 Future Main Street Cross Section (Central Avenue to 1st Street)



East Lake Avenue

Figure 4–5 shows the existing view and future cross section for East Lake Avenue between Main Street and Brennan Street. Future improvements include converting East Lake Avenue from one-way westbound to two-way travel, with a center left turn lane where necessary for traffic operations or local access.

SUMMARY OF CHANGES:

- Maintain existing ROW.
- Maintain number of vehicular travel lanes.
- Replace two westbound through lanes and dedicated right turn lane at intersections with one through lane in each direction and dedicated center turn lane at intersections or along the full length of commercial blocks as needed for local access.
- Preserve on-street parking.
- Center left turn lane may not be necessary through the length of the corridor and parking may be feasible where no left turn is needed.



PHOTO CAPTION— Existing View of East Lake Avenue; Source: Google Maps 2022

Figure 4–5 Future East Lake Avenue Cross Section (between Main Street and Brennan Street)



East Beach Street

Figure 4–6 shows the existing view and future cross section for East Beach Street between Main Street and Union Street. Like East Lake Avenue, the East Beach Street future section calls for a conversion from one-way eastbound to two-way travel. This one-block segment will include narrower vehicle travel lanes to create space for parklets used to expand the pedestrian realm. Major intersections (not shown here) will include crossing improvements such bulb-outs and upgraded crosswalks to improve pedestrian safety.

SUMMARY OF CHANGES:

- Maintain existing ROW.
- Maintain number of vehicle travel lanes.
- Replace two eastbound through lanes with one through lane in each direction.
- Preserve on-street parking where feasible.
- Dedicate 7 feet of curb-to-curb right-of-way for parklets on north side or widened sidewalks on both sides.



PHOTO CAPTION—Existing View of East Beach Street; Source: Google Maps 2022

Figure 4–6 Future East Beach Street Cross Section (Main Street to Union Street)



Rodriguez Street

Rodriguez Street provides connections to the Watsonville Transit Center and serves as a major north-south corridor in the bicycle network. The right of way and lane geometry varies along the length of this corridor, and there are several factors that will impact bicycle facility design details. For example, at the West Beach Street intersection, Rodriguez transitions from one to two northbound lanes before transitioning back to one northbound lane north of West Lake Avenue. To accommodate buffered bike lanes and conform with existing lane geometry north of West Lake Avenue and south of West Beach Street, one northbound vehicle travel lane will be removed. Further study will be required. Further south, where there is already a bicycle lane present, there may be an opportunity to implement a parking protected bicycle lane and/or protected intersection design treatments to provide more separation between people riding bikes and moving vehicles. However, the presence of driveways, bus loading zones at bus stops, the fire department, and other potential mid-block vehicle conflict points must be considered.



PHOTO CAPTION—
Existing view of Rodriguez Street; Source: Google Maps 2022

SUMMARY OF CHANGES:

- Maintain existing ROW and vehicle lane widths.
- Maintain only one vehicle travel lane in each direction.
- Increase northbound bicycle lane from 4 feet to 6 feet and maintain best practice bicycle lane widths of 6 feet minimum where feasible.
- Increase east and west side buffer widths and add vertical separation such as planters or flexible bollards where feasible.

Given Rodriguez Street's function as a primary north-south corridor parallel to Main Street, the potential to elevate the public realm and support future development, and the various design factors for bicycle infrastructure, a focused corridor plan will require additional feasibility analysis and design to define specific recommendations.

Union Street

Figure 4–7 shows the existing view and future cross section for Union Street between Maple Avenue and Grant Street. The City has been awarded transportation funding to install corner curb extensions along Union Street and Brennan Street and is planned for construction in 2024. Future improvements provide Class III sharrows with signage along with traffic calming measures to slow vehicular traffic and increase comfort for people biking. Traffic calming measures may include chicanes with planter boxes placed at midblock locations, designed to minimize impacts to on-street parking.

SUMMARY OF CHANGES:

- Maintain existing ROW.
- Maintain vehicle lane widths.
- Minimize impacts to on-street parking.
- Add Class III marked sharrows with signage.
- Integrate traffic calming measures such as chicanes or planter boxes.



PHOTO CAPTION—Existing View of Union Street; Source: Google Maps 2022

Figure 4–7 Future Union Street Cross Section (Maple Avenue to Grant Street)



Walker Street

Walker Street provides connections to the existing and planned regional trail network and to residential and industrial neighborhoods along the west edge of the Plan area. The right of way and lane geometry varies widely along the length of this corridor, and there are several factors that will impact bicycle facility design details. For example, rail tracks run through the center of the street south of West Beach Street, and many of the properties throughout the corridor have rolled curbs and off-street parking or long stretches of flexible vehicle access along their frontages.

Long-term plans from the Monterey Bay Sanctuary Scenic Trail Network Master Plan call for a bicycle and pedestrian path connecting the Downtown area to the existing trail network in the Watsonville Slough Wetlands and a future trail to Pajaro Valley High School. The proposed rail trail would be located along the existing publicly owned railroad right-of-way, and additional feasibility and concept development will be necessary to define the cross section on Walker Street south of West Beach Street.



PHOTO CAPTION—
Existing view of Walker Street; Source: Google Maps 2022

SUMMARY OF CHANGES:

- Maintain existing curb-to-curb dimensions and one vehicle travel lane in each direction
- Integrate flexible delineators within existing buffers
- Maintain and/or add a clear path of travel for pedestrians and complete sidewalks where possible

The curb-to-curb width and vehicle access needs vary along the length of Walker Street. Where there is sufficient right-of-way, existing bicycle lanes and buffers should be widened to maximize comfort while future phases of the rail trail network are in development.

On Walker Street south of West Beach street, plans for a bike path or bike lane connecting to Riverside Drive and the regional trail network are being considered. Additional feasibility and design strategies for addressing conflicts between onsite parking, driveways, rail tracks and bike access must be considered.

West 5th Street

Figure 4–8 shows the existing view and future cross section for a typical neighborhood street such as West 5th Street. Neighborhood streets will provide sharrows with signage and traffic calming measures to create a low-stress environment for people walking and biking. Neighborhood streets connect to major east-west and north-south corridors within the bicycle network.

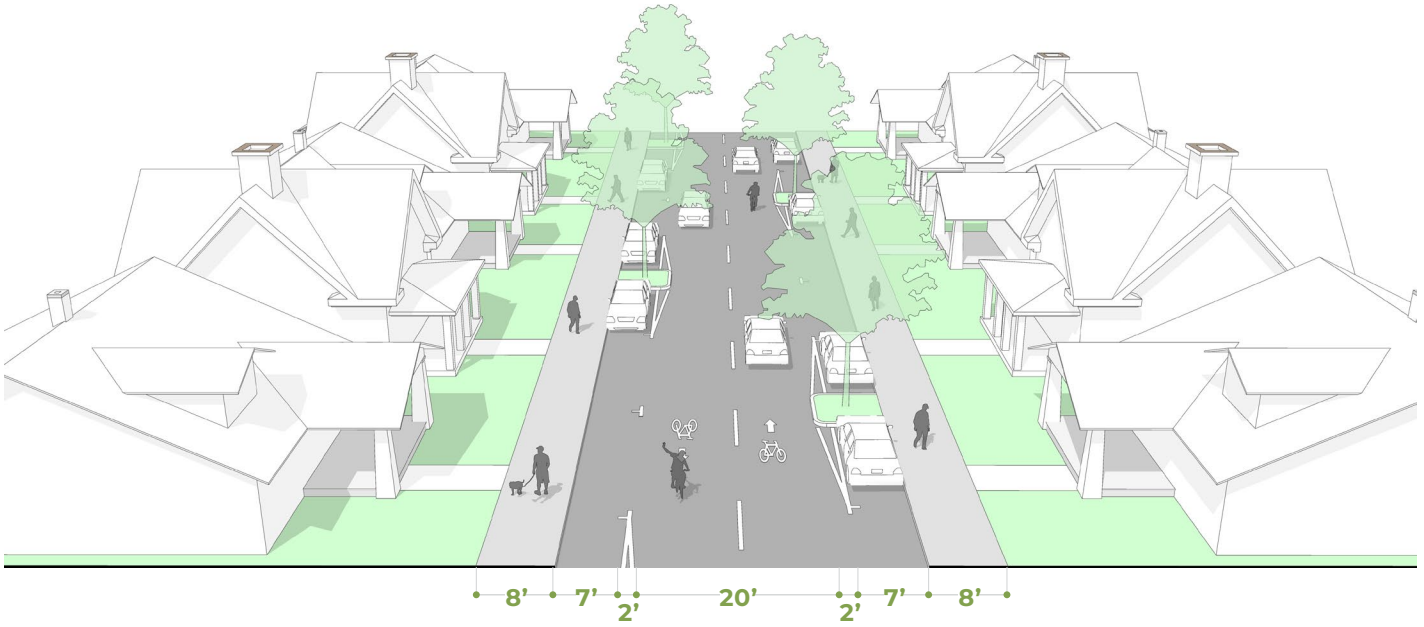
SUMMARY OF CHANGES:

- Maintain existing ROW and number of vehicle travel lanes, maintain 11-foot vehicle lanes
- Reduce parking lane width by 1 foot, from 8 feet to 7 feet.
- Add Class III marked sharrows with signage.
- Provide a 2-foot buffer between the parking lane and Class III sharrows.
- Preserve residential on-street parking.
- Integrate traffic calming measures such as bulb-outs at intersections, and chicanes or planter boxes at midblock locations where feasible.



PHOTO CAPTION— Existing View of West 5th Street; Source: Google Maps 2022

Figure 4–8 Future West 5th Street Cross Section (Walker Street to Rodriguez Street)



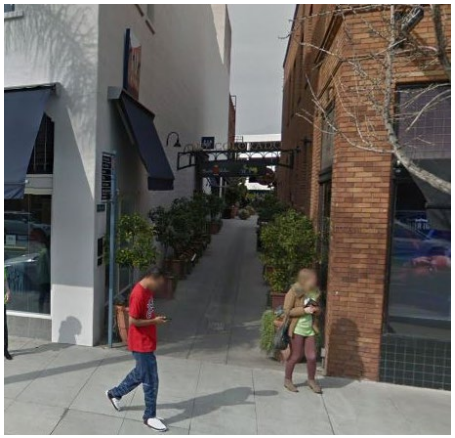
Paseos

Figure 4–9 illustrates the conceptual design for the minimum width of a typical paseo that is proposed throughout the study area. Alleyways and the space between buildings are repurposed to create gathering spaces and comfortable walking paths that connect to busier arterial streets. Lighting and other amenities will be provided to enhance the pedestrian experience.

Figure 4–9 Future Paseo Cross Section



PHOTO CAPTION—Example of paseos with businesses and foliage







Pedestrian Network Improvements

The Specific Plan identifies pedestrian network improvements and best practices for sidewalk design. As illustrated in the cross sections above, there are opportunities to expand the pedestrian realm with parklets and curb extensions, and to increase the permeability of the Downtown street network with paseos. **Figure 4–10** presents the different elements of a Downtown sidewalk, which should include a frontage zone to accommodate building entryways and facades, a pedestrian through zone with a clear and unobstructed path of travel, and a street furniture/curb zone where utilities, landscape elements, and other amenities are located outside of the through zone. The dimensions of these elements will vary in width. For example, on some streets there is no available space for a frontage zone, and commercial land uses will not occupy sidewalk space. Likewise, the total width of the pedestrian through zone will vary depending on available right of way, and the furniture zone width will also vary depending on available right of way or may be accommodated in the expanded pedestrian zone via parklets. Similarly, available sidewalk width will determine if and where sidewalk dining is allowed.

Many of the pedestrian improvements address the need for safer, more visible crossings on high-speed, high-volume arterial streets and comfortable off-street facilities that provide alternative access routes to local amenities. Underutilized alleyways and spaces between buildings shall be repurposed to create a paseo network, which will provide pedestrians alternative paths to travel around Downtown. Upgrades at major intersections such as Main Street and East Lake Avenue may include curb extensions, crosswalk visibility enhancements, and leading pedestrian intervals (LPIs). **Figure 4–11** shows the location of future pedestrian network improvements.

Recommended Pedestrian Network Improvements

- Enhanced midblock crossings (e.g., pedestrian refuge islands, rapid flashing beacons, pavement markings and signage) to connect paseos intersecting arterial streets. All improvements will be ADA-compliant.
- Create network of paseos at locations shown in **Figure 4–11**, with minimum widths of 12 feet.
- Improved pedestrian connections (e.g., signalization, high-visibility striping, curb extensions, and/or other treatments) at the locations shown in 4-10.

Figure 4–10 Sidewalk Zones for Downtown/Commercial Streets

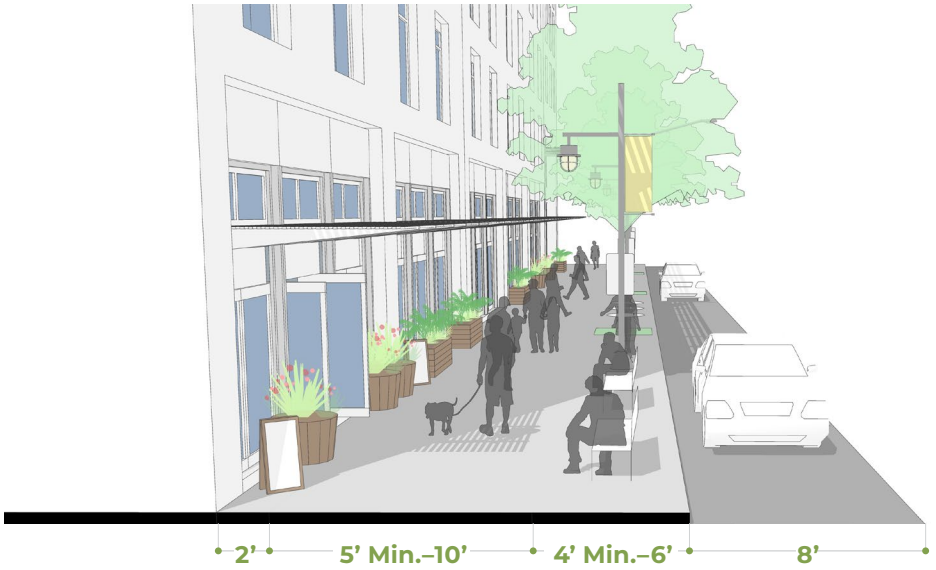




FIGURE 4–11
PEDESTRIAN NETWORK IMPROVEMENTS

Existing Improvements
- Paseos and Mid-Block Walkways
- Midblock Crossings

Future Improvements
- Paseos
- Intersection Improvements
- Midblock Crossings

- Specific Plan Boundary
- Building Footprint
- Parks/ Open Space
- Rail Line
- Waterway

N

0 100’ 200’ 400’ 500’

Bicycle Network Improvements

PHOTO CAPTION—Recently installed bike lane at Bridge Street/Hushbeck Avenue



The Specific Plan includes several new bicycle facilities. The new facilities will close gaps in the existing bicycle network, expand Downtown's existing network, and allow for more convenient, safe, and comfortable travel by bicycle. Key destinations within downtown will be more accessible with these improvements, including schools, residential neighborhoods, and retail venues. **Figure 4–12** illustrates the existing and future bicycle facilities within downtown.

To create a safe and inviting bicycle network for people of all ages and abilities and to reduce potential conflicts between bicyclists and motorists, it is critical for bicycle facilities to be designed beyond minimum acceptable widths. Many of the bicycle improvements address the need for more east-west connectivity to access Main Street and existing north-south facilities located near the edge of the study area, and to provide comfortable facilities along neighborhood streets. Many residential streets in the Plan area have on-street parking with relatively high utilization rates, and bicycle network recommendations are designed to minimize impact on residential parking.

Recommended Bicycle Network Improvements

- New signed bicycle route on Marchant Street between East Beach Street and the Levee Trail.
- Identify Levee Trail as a designated public bicycle and pedestrian facility.
- New access improvements from Marchant Street to the Levee Trail.
- New signed bicycle route on Sudden Street between Freedom Boulevard and East Beach Street.
- New signed bicycle route on Brennan Street/Union Street between Freedom Boulevard and the Levee Trail.
- New access improvements from Union Street to the Levee Trail.
- Improved connection to the Levee Trail from River Park.
- Improved wider bicycle lanes, with an enhanced buffer between adjacent vehicular travel lanes and the bicycle lane, on Rodriguez Street between West Lake Avenue and West Beach Street.
- New bicycle lanes on Walker Street from West Riverside Drive to the Pajaro River.
- New shared-use path from West Front Street along Rodriquez Street to the Levee Trail.
- New signed bicycle route on Ford Street between Walker Street and Main Street.
- New signed bicycle route on West 5th Street between Walker Street and Rodriguez Street.
- New bicycle lanes on 5th Street between Rodriguez Street and Brennan Street.
- New signed bicycle route on 2nd Street/Maple Avenue between Walker Street to Lincoln Street.
- New signed bicycle route on East Front Street between Main Street and Marchant Street.

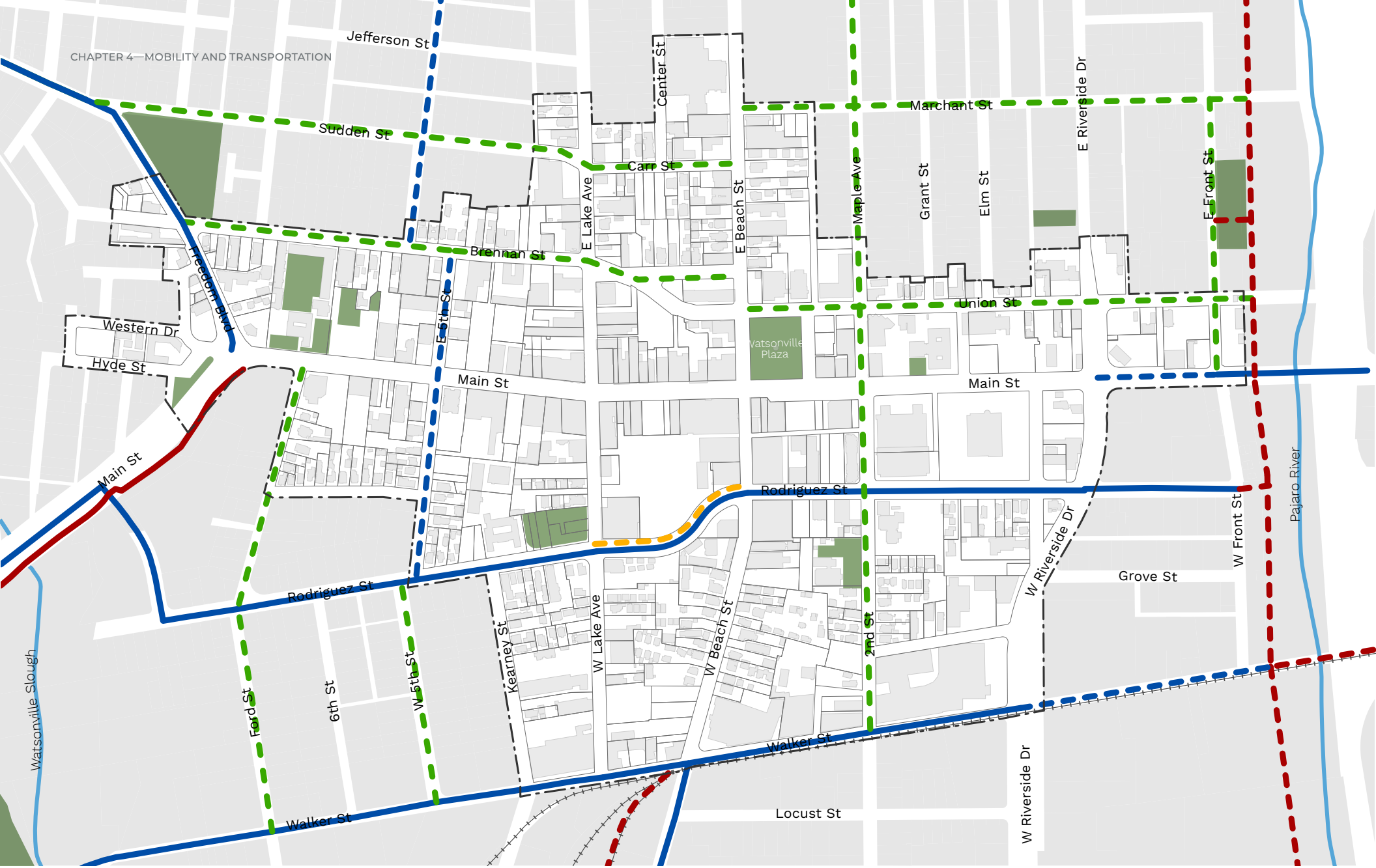


FIGURE 4–12
FUTURE BICYCLE NETWORK

Existing Bicycle Network & Opportunity Corridors
- Class I Bicycle Path
- Class II Bicycle Lane
- Class III Bicycle Route

Future Bicycle Facilities
- Class I Shared-Use Path
- Class II Bicycle Lane
- Class III with Sharrows
- Upgraded existing Class II with vertical separation

- Specific Plan Boundary
- Building Footprint
- Parks/ Open Space
- Rail Line
- Waterway

N

0 200' 500'
100' 400'

Section 4.3

PARKING, CURB MANAGEMENT AND TRANSPORTATION DEMAND MANAGEMENT

PHOTO CAPTION—Watsonville Civic Center Parking Structure



Parking System

Existing Conditions

As the commercial, civic, and entertainment center of the city, parking is a vital component of Downtown Watsonville. There are 16 municipal parking lots in Downtown with more than 1,000 publicly available off-street spaces. In addition, there are approximately 550 on-street parking spaces. Combined, there are nearly 1,600 public parking spaces in Downtown. Private parking facilities provide nearly 1,500 additional spaces, which are primarily reserved for customers and employees of specific land uses.

According to the Watsonville Downtown Parking Plan completed in 2017, nearly all parking facilities within Downtown are significantly underutilized. As corroborated by staff in preparation for this Specific Plan, a large parking surplus exists with a few areas of high demand and many underutilized parking lots and garages. On average, approximately half of the parking supply is available across the system during the busiest times of day. Time limits are also inconsistent and may be confusing, thereby discouraging efficient use of existing facilities and "park-once" behavior. The study also found that Watsonville's ratio of parking demand per square foot is low compared with peer cities on the West Coast of similar size. These factors indicate that the parking system would be supportive of redevelopment at key opportunity sites on existing surface parking lots and should seek to accommodate future parking demand through the more efficient use and sharing of existing supply before investing in new public supply or requiring construction of more spaces as part of new development.

The Watsonville Municipal Code (WMC) establishes minimum off-street parking requirements for different land uses, including residential, commercial, and recreational parking. Many of Watsonville's parking standards are higher than national standards, set by the Institute of Transportation Engineers (ITE), particularly for commercial and industrial uses. However, the city does have a Downtown Parking District, which is contained within but smaller than the Plan area. Properties within the district are exempt from providing on-site parking for commercial uses, which has helped lead to efficient sharing of public parking lots and garages between different land uses with varying peak parking demand times throughout the day and week.

For residential land uses, existing parking requirements for multifamily dwelling units are typically two spaces per unit, with additional guest spaces required depending on the number of bedrooms and the number of units in the building. Although all commercial land uses within the Parking District are not required to provide off-street parking, minimum requirements still apply to construction of new residential units, even for the adaptive reuse of an existing building. For example, if the owner of an existing building within the Parking District wished to replace a ground-floor furniture store with a restaurant, no new parking would be required, however, converting the upper floors of the same building from vacant office space to residential lofts would require meeting off-street residential parking requirements. The Downtown Parking Plan (2017) recommended an amendment to the zoning code to remove these requirements for residential conversions of existing buildings and to consider removing minimum requirements entirely for all new development within Downtown to make the construction of new housing supply financially feasible and encourage urban designs that foster an improved experience for multimodal travel. The following standards and guidelines are informed by the Downtown Parking Plan and reflect many specific recommendations from that plan.

Standards (Public Parking)



PHOTO CAPTION—Example of a well-lit parking lot

- **Maximize the use of existing supply** through time restrictions and pricing that best reflect actual demand and the needs of intended users while incentivizing the use of underutilized off-street supply through longer time limits, lower pricing, and/or free validation through local businesses.
- **Accommodate the potential net loss of on-street parking** that may result from installing buffered bicycle facilities, traffic calming, and pedestrian realm improvements.
- **Prioritize in-fill development of off-street parking lots** that are underutilized and not the highest and best use of Downtown land; this should especially be encouraged where associated parking demand can be accommodated by existing public or shared private parking supply.
- **Reinvest all parking revenues** generated to support the continued provision of shared parking, streetscape improvements, and TDM options within the Plan area.
- **Increase parking user safety** by providing increased hours of enforcement in City owned facilities during evening and weekend hours and provide ample and well-maintained lighting and clearly marked pedestrian routes of travel.

Standards (Private Parking)

Table 4–1 Off-Street Parking Minimum Requirements

Multifamily Residential	Existing Minimum Requirement	Future Minimum Requirement
Studio/1-bedroom unit	2 spaces per unit	0.8 spaces per unit
2-bedroom unit	2 spaces per unit	1.6 spaces per unit
3-bedroom unit	2 spaces per unit	No change
4-bedroom unit	3 spaces per unit	No change
5-bedroom unit	4 spaces per unit	No change

* *Existing Requirements based on WMC § 14-17.210*
* *Proposed based off ITE Parking Generation Manual 5th Edition (Land Use Code 221 Mid-Rise Multifamily in Multi-Use District)*

Table 4–2 Off-Street Parking Maximum Requirements for Density Bonus Projects

Multifamily Residential	Maximum Limit
Studio/1-bedroom unit	1 space per unit
2/3-bedroom unit	1.5 spaces per unit
4-bedroom unit	2.5 spaces per unit

- **Expand the Downtown Parking District** to the boundaries of the Plan area to make all non-residential land uses exempt from on-site parking requirements.
- **Encourage shared parking** by allowing new development to accommodate parking demand off-site by using underutilized private or public off-street parking supply through a shared parking agreement.
- **Unbundle parking** by requiring residential developers and property owners to separate the cost of parking from rents so that tenants have the option to purchase assigned parking or forgo a parking space.
- **Remove minimum parking requirements** for new residential units in existing buildings that do not result in a net parking loss, to increase the feasibility of renovating or adaptively reusing non-residential buildings to accommodate housing in the Plan area.
- **Lower minimum parking requirements** for new residential development within the Plan area to right-size supply to support Specific Plan objectives and lower the cost of providing new housing units in the Plan area. Provision of guest parking should be based on market feasibility and removed from requirements for new multifamily housing. Future reduced minimums are per **Table 4–1**.
- **Projects containing affordable housing** should be exempt from minimum parking requirements if they meet one of the following criteria:
  - Rental senior projects 100% affordable to lower income, either with paratransit service or within 1/2-half mile of accessible bus route (operating at least eight times per day).
  - Rental special needs projects 100% affordable to lower income households, either with paratransit service or within 1/2-half mile of accessible bus route (operating at least eight times per day).
  - Housing developments 100% affordable to lower income households.
- **Maximum parking limits** should be applied to projects that are entitled under the California State Density Bonus Law as shown below in **Table 4–2**. AB 2345 sets a state-mandated maximum limit for off-street parking spaces for projects that qualify through meeting specified amounts of affordable housing.

Guidelines (Public Parking)

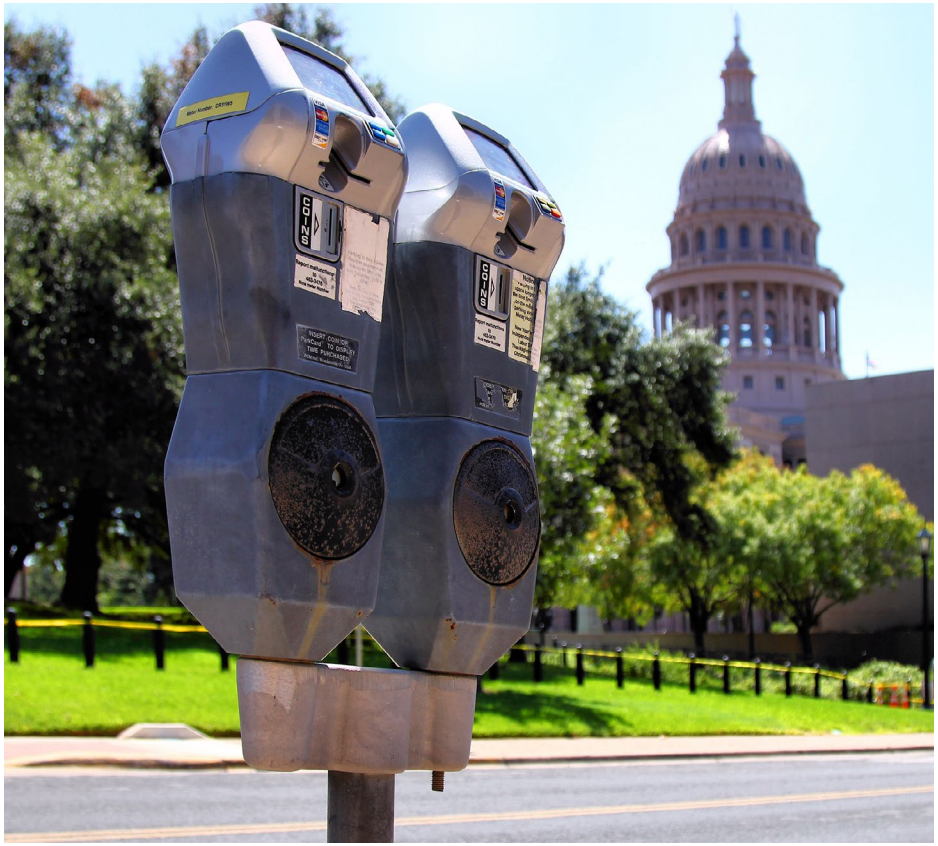


PHOTO CAPTION—Example of a debit and credit card accessible parking meter in Austin, TX[9]

- **Parking time limits** should be set to best serve intended visitors. Most on-street spaces geared towards dining and "park-once" retail and entertainment should allow for at least 2-hours of parking. Some locations with high turnover of visitors may benefit from shorter time limits, while longer time limits should be permitted at off-street facilities with the lowest utilization.
- **Price on-street parking** where parking occupancy rates routinely exceed 85% or near opportunity sites where occupancy can be expected to exceed 85% if time limits are not in place.
- **Performance-based pricing** may be implemented over time so that rates for the highest demand public off-street facilities and on-street spaces best reflect actual demand and regulations encourage target utilization rates. Typical target utilization rates for effectively managed parking systems are 85%-90% per block face for on-street spaces and 90-95% for off-street facilities.
- **Payment technology** where parking is priced should provide options for payment by credit-cards, debit cards, and pay-by-phone.
- **Signage about parking regulations** should clearly communicate restrictions and time limits in a manner that is uniform throughout the Plan area to limit confusion and enhance a sense of place.
- **Wayfinding for parking facilities** should clearly indicate the closest available long-term public parking options throughout the Plan area and may include real-time availability by number of spaces.
- **Parking enforcement technologies** such as license plate recognition (LPR), smart meters, parking access and revenue control systems (PARCS), and handheld citation units may be used to improve occupancy monitoring, regulation enforcement, and revenue collection.
- **Parking permit rates** should be evaluated on an annual or bi-annual basis and may be increased to better support the City's ongoing costs for providing public parking.
- **Employee permit programs** may be implemented to provide designated parking at reduced rates for Plan area workers in underutilized off-street facilities to increase turnover of spaces closest to businesses and improve availability for customers.

9. "Parking Meter Austin Texas" by Larry D. Moore, licensed under CC BY-SA 4.0

Guidelines (Private Parking)



PHOTO CAPTION—Example of a privately-operated lot with stacked parking

- **Removal of minimum parking requirements** for all new uses within the expanded parking district may be evaluated and adopted in the future based on evaluation of parking utilization from development sites post occupancy.
- **Tandem and stacked parking** may be used for non-residential uses with the condition that the spaces are operated by a contracted parking management/valet vendor that has been certified by the City. Mechanized vertical stacking technologies allow for increased developable footprint while accommodating parking demand on-site. Tandem parking that accommodates no more than two vehicles per space may be provided for residential uses.
- **Parking facility design** should conform with standards established by the Public Works Department as outlined in the City of Watsonville Public Improvement Standards Manual.
- **Futureproofing** should be encouraged for any subsequent construction of parking structures, which may include level floors, ramps at the center or external to a garage, and high floor-to-ceiling heights to sufficiently accommodate conversion to commercial or residential uses.

Curb Management

Existing Conditions

Curb space in downtown is designated with loading zones for the exclusive use of vehicles during the loading or unloading of passengers or goods. Commercial vehicles are restricted from stopping at curbs for longer than 20 minutes while loading or unloading materials, and vehicles loading or unloading passengers are restricted to three minutes. There are 17 passenger loading (white curb) spaces and 18 commercial loading (yellow curb) spaces in Downtown, which makes up 2 percent of the Downtown parking supply. Most of the commercial loading spaces are concentrated on East Lake Avenue and Brennan Street whereas most of the passenger loading spaces are located on Brennan and Union Street.

Standards



PHOTO CAPTION—Example of a passenger loading zone[10]

- **Flexible loading and pick-up/drop-off** (PUDO) zones in high demand areas that allow for passenger loading, curb-side pick-ups from local business, and immediate deliveries shall be provided throughout the Plan area. Flex loading zones reduce loading impacts on traffic flow, allow for faster taxi TNC pick-up/drop-off times, increase customer access at local businesses, and reduce conflicts for people walking and biking.
- **Freight and commercial loading** for all non-residential uses should be accommodated off-street where feasible and via alleyways where available. These trips should also be encouraged to occur in off-peak hours to reduce impacts on traffic and conflicts with other modes.

10. "Passenger loading zone" by John Robert McPherson, licensed under CC BY-SA 4.0

Guidelines



PHOTO CAPTION—Example of Amazon Locker in Gig Harbor, WA[11]

- **Off-street truck loading spaces** should be provided for certain commercial land uses as stated in § 14-17.1501.
- **Consolidated deliveries** should be encouraged for parcels at businesses and residential uses. Centrally located parcel pick-up kiosks, such as Amazon Hub Lockers, may be used to provide secure deliveries while reducing the amount of vehicle trips and loading by couriers at specific commercial and residential addresses.
- **Mobility data specification** may be required from private operators of shared mobility devices such as e-scooters, shared bicycles, etc. to provide real-time information about their vehicles, including their availability and the location of where they are parked.

11. "Amazon Hub Locker - Kebab Gig Harbor" by Senapa, licensed under CC BY-SA 4.0

Transportation Demand Management (TDM)

Existing Conditions

Transportation demand management (TDM) aims to reduce single-occupant vehicle (SOV) travel, minimize peak period vehicle trips, and shift trips to transit, biking, walking, or shared rides. TDM is a multi-faceted approach to manage transportation resources through pricing, incentives, services, communication, marketing, and other techniques. Strategies work together synergistically to achieve SOV trip reduction and mode share goals. By working to reduce SOV trips within the Plan area, impacts from future development such as congestion or localized pollution can be reduced. TDM also supports sustainability and greenhouse gas (GHG) reduction goals by helping to reduce associated vehicle miles traveled (VMT).

VMT is a measure of total vehicular travel that accounts for the number of vehicle trips and the length of those trips. As of July 1, 2020, agencies analyzing the environmental impacts from transportation as part of the California Environmental Quality Act (CEQA) can no longer define impacts based on traffic congestion. Instead, VMT has been identified as a recommended measure of significance. VMT impacts associated with a project are often determined based on a project's location, which reflects the surrounding density and land use mix and the availability of transit, bicycle, and pedestrian facilities. To mitigate VMT impacts associated with development in the Plan area, an individual project may adjust site design to maximize connectivity to existing multimodal networks and implement TDM strategies to expand mobility choices and support mode shift. Depending on VMT mitigation needs, TDM plans that outline a menu of options to be built or programmed to increase modal options and achieve a quantifiable amount of trip reduction may be required.



PHOTO CAPTION—Vehicle traffic on Main Street in Downtown Watsonville

Standards



PHOTO CAPTION—Example of designated carpool and vanpool parking

- **TDM programs** should be developed, implemented, and updated based on regular evaluation to encourage traveling to and within the Plan area by a variety of affordable travel options.
- **Marketing and education** to influence travel behavior change should be conducted by the City or a TMA to promote available mobility options with the Plan area and highlight the importance that travel choices have on the vitality of downtown.
- **Guaranteed rides home** should be made available to all employees within the Plan area through the City's preferred vendor to provide free or subsidize rides in the occasional event of an emergency for commuters who do not drive alone to work.
- **Shared mobility** should be implemented in coordination with a private vendor to install dock-based bike share stations within the Plan area. The City should work with the County to identify additional funding opportunities.
- **Car share spaces and vehicles with a preferred vendor** should be provided in municipal garages, or in private facilities that allow public access, to provide options for residents that choose to live in the Plan area without an automobile.
- **TDM Plan requirements** shall be created for some or all development proposals to include required TDM measures—or an approved TDM Plan—as a condition of approval. Site specific TDM measures are most effective when implemented at major employment sites or at higher density mix-use residential projects.
- **VMT Mitigation Fee Program** should be created to assign a monetary value for VMT reduction such that a developer could purchase VMT reduction credits for the purposes of mitigating VMT more than determined impact thresholds which in turn fund the construction of active transportation facilities in the Plan area and enhance connectivity to regional trails.

Guidelines

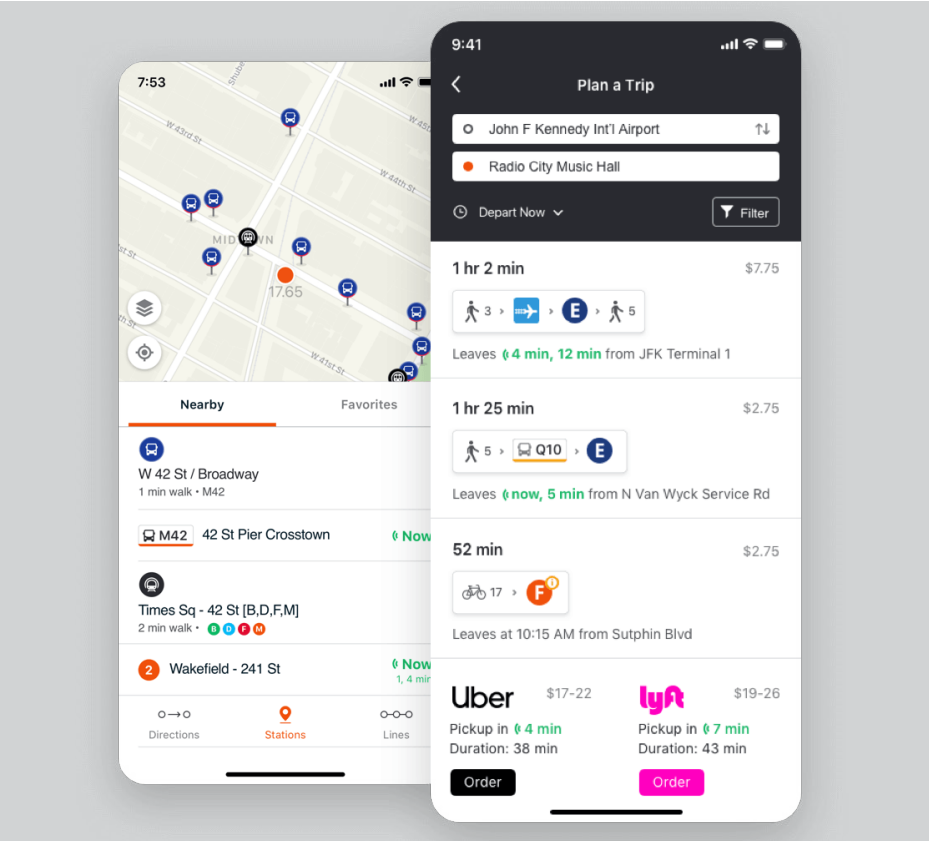


PHOTO CAPTION—Example of a mobile app (Moovit) that integrates all mobility options into one digital platform

- **Transportation Management Association (TMA)** may be established to manage, promote, and communicate TDM options to Plan area residents, employees, and visitors more effectively. TMAs are particularly useful in downtown commercial areas where specific businesses may lack the resources to implement TDM programs themselves. A TMA may also support the creation and distribution of marketing materials of travel options or conduct more targeted educational training with on-site property managers and employers.
- **Discounted transit passes** may be provided to Plan area employees and residents through parking revenues or be included as a TDM mitigation measure for new development.
- **Telecommuting and flexible work schedules** to reduce the frequency of commuter trips during peak hours should be encourage for major employers and may be included as a TDM mitigation measure for new development.
- **Rideshare matching** that helps connect commuters with similar origins or destinations to available carpools and vanpools should be encouraged for employers and multifamily residential projects and may be includes as a TDM mitigation measure for new development.
- **Annual travel surveys** of employer and residents may be conducted to assess the efficacy of TDM programs and travel behaviors within the Plan area.
- **Digital platforms** such as a webpage or mobile phone application may be created to provide information, availability, schedules, and pricing of mobility options for the Plan area.
- **Funding for TDM initiatives** in the Plan area may be supported through revenue generated by public parking.
- **Affordable housing** more than inclusionary rates may be provided as a TDM mitigation measure for new residential development.

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Chapter 5:

PUBLIC REALM IMPROVEMENTS

5.1—Introduction

5.2—Streets

5.3—Streetscape Improvements

5.4—Public Art

5.5—Events Programming

5.6—Plazas and Courtyards


CELEBRATING 150 YEARS
WATSONVILLE



PLACEMAKING IS A PEOPLE-CENTERED AND COLLABORATIVE APPROACH TO THE PLANNING, DESIGN, AND MANAGEMENT OF PUBLIC SPACES. IT STRENGTHENS THE CONNECTION BETWEEN PEOPLE AND THE PLACES THEY SHARE AND VALUE.

Section 5.1

INTRODUCTION

PHOTO CAPTION—Example of a public gathering in a town square



Placemaking helps to promote better urban design, facilitates creative patterns of use, and pays particular attention to the physical, cultural, and social identities that define a place. Placemaking can include a wide variety of public actions, regulations, and strategies that promote people-oriented places that are walkable, bikeable, pleasant, and help foster community vitality and vibrancy.

The purpose of this chapter is to describe recommended public realm improvements in the Specific Plan area that serve to fulfill the Specific Plan goal of enhancing the pedestrian experience and creating linkages between various activity nodes. The recommended public realm improvements consist of an interrelated palette of sidewalk improvements, street trees, street furniture, street lighting, signage, and landscaping. Public art can also have a role in the streetscape palette. These improvements are intended to enhance and unify the visual and spatial experience of the driver, pedestrian, and the bicyclist, and help provide key linkages between the activity centers and neighborhoods in the Plan area.

These recommendations are conceptual, and the City will need to further assess and supplement these recommendations, as noted, on a case-by-case basis.

Section 5.2

STREETS

The public realm primarily consists of the public rights-of-ways stitching together publicly accessible open spaces such as parks, squares, plazas, courtyards, and alleys. Streets are foundational to the function of downtown and make up most of the public space in cities. They also have the potential to foster business activity, serve as a front yard for residents, and provide a safe place for people to get around, whether on foot, bicycle, car, or transit. When balancing priorities, it is important to note that streets have various users with various needs. There are pedestrians, vehicles, bicyclists, business owners - all of whom share the same right-of-way but at times have conflicting priorities in terms of the way they would like to utilize the right-of-way.



The vitality of downtown life demands a design approach that is sensitive to the multi-faceted role streets play in the city.

These roles are:

- Vehicular/transit circulation (easy access to downtown, control traffic congestion)
- Bicycle circulation (complete, comfortable safe network to provide access to downtown)
- Pedestrian circulation ("walkability;" safe, comfortable navigation on foot through town)
- The "outdoor rooms" of a downtown –where most of the "activity" in downtown occurs (outdoor dining, shopping, socializing)
- Business support by providing exposure/visibility and convenient curbside parking

Chapter 4: Mobility describes the various street types and recommended cross-sections for the major streets in Downtown Watsonville. Detailed recommendations for Main Street, E. Beach Street, E. Lake Avenue, Rodriguez Street, and other neighborhood streets are provided.

PHOTO CAPTION—Streetscape of Main Street in Downtown Watsonville

Section 5.3

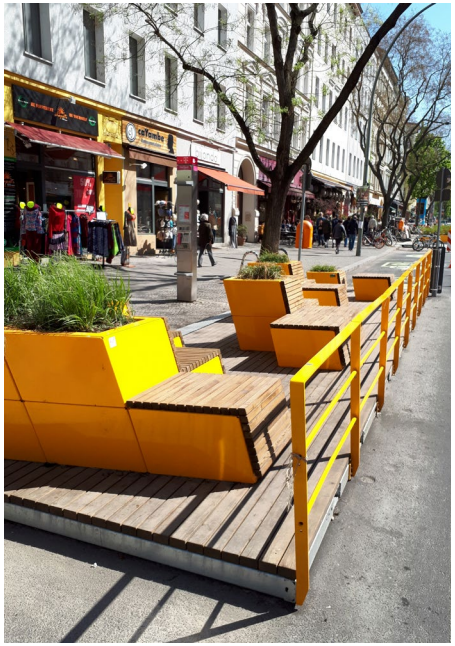
STREETSCAPE IMPROVEMENTS

To achieve the vision of the Specific Plan, a coordinated effort of public realm improvements must be put into motion. As public realm improvements grow, so will the interest and desire to develop, work, and live in Downtown. Establishing a pleasant publicly accessible environment is key to evolving downtown Watsonville into a destination. The following streetscape elements are recommended and further described in this section and illustrated in **Figure 5–1**:



Sidewalks and Crosswalks— Sidewalk extensions, midblock crosswalks, and other improvements to the sidewalk will help improve the pedestrian experience. Chapter 4 contains more information about locations and specific improvements.

FROM LEFT TO RIGHT—Sidewalk in Downtown Watsonville; Example of Parklet in Germany[12]; Existing canopy of tree on Main Street



Parklets—Parklets are encouraged in key locations along Main Street and E. Beach Street in the Historic Downtown Core character area. These parklets will allow for expanding space for outdoor dining at key locations. Parklets along Caltrans facilities will require encroachment permits from Caltrans. Those along city streets may provide table service for adjacent restaurants and cafes.

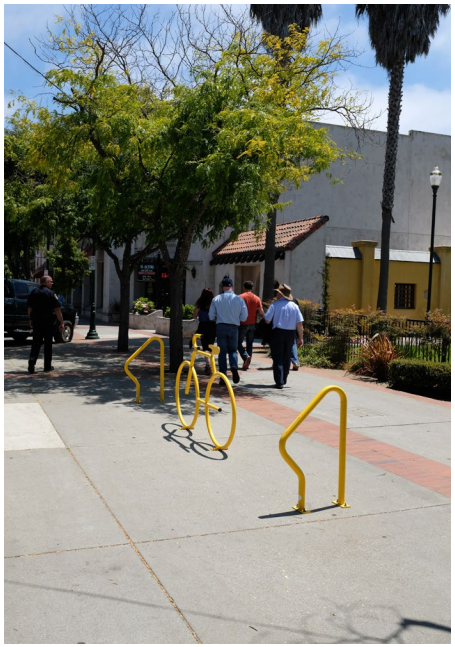


Street Trees—Streets in the Plan area will accommodate additional street trees and landscaping to establish a consistent public realm experience while also reducing heat island concerns. The improvements will be made in coordination with the city's existing Street Tree Program and Caltrans to ensure that mobility is unobstructed and that the pedestrian experience is being enhanced. (See public realm map for locations)

12. "Kreuzberg Bergmannstraße Parklets" by Fridolin freudenfett, licensed under CC BY-SA 4.0



Street Lighting—Lighting will be incorporated throughout the Plan area but will be concentrated at activity nodes and along public circulation paths. The prioritization of appropriately scaled lighting at activity nodes, gateways, parklets and public facilities will support a comfortable walking, cycling, and driving experience while affording visibility at intersections, and street character enhancement.



Street Furnishings—Street furnishings will be incorporated at activity nodes, public spaces, and along active paths. Furnishing will include a range of options that can accommodate pedestrians and cyclists while also catering to the varying needs of visitors, residents, and employees of downtown.



Gateways—Gateways will be introduced at key locations to communicate a sense of arrival in Downtown. Gateways will be sited in areas with high vehicular traffic volumes and will seek to define the downtown and the respective character area in which it is located. (See public realm map for locations)



Signage and Wayfinding—Wayfinding will be incorporated and designed to help visitors navigate the Downtown. Wayfinding and signage should be prioritized in areas with high activity and should follow any guidelines established by the Signage and Wayfinding Master Plan. (See public realm map for potential locations)

FROM LEFT TO RIGHT—Example of pedestrian-level lighting at the Americana in Glendale, CA; Bike rack in Downtown Watsonville; Example of Gateway at Orinda Theatre Square in Orinda, CA; Wayfinding in Downtown Watsonville

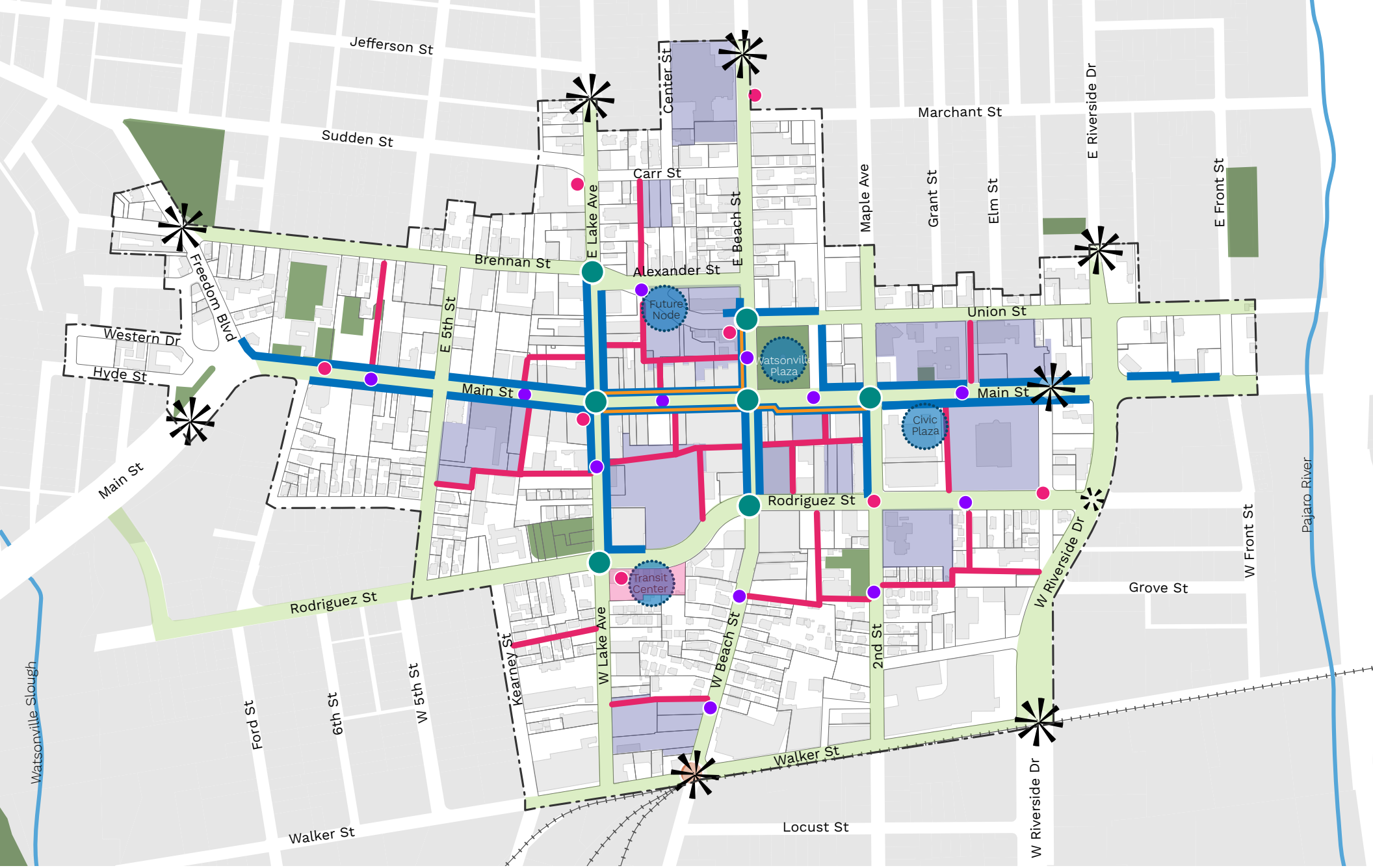


FIGURE 5–1 PUBLIC REALM MAP

Public Realm Improvements

- Bus Shelters
- Activity Node
- Gateway
- Intersection Improvements
- Midblock Crossings
- Opportunity Site
- Street Trees
- Potential Parklets

Public Circulation Network

- Paseos
- Active Frontages
- Transit Facility

- Specific Plan Boundary
- Building Footprint
- Parks/ Open Space
- Rail Line

N

0 100’ 200’ 400’ 500’

Parklets

Parklets are small seating areas of green spaces created as a public amenity on or alongside a street or sidewalk. Depending on their use, they could be a partnership between the City, local businesses, residents, and neighborhood associations. The growing demand by residents, visitors, and business owners for outdoor spaces (heightened by COVID-19) has grown interest in establishing more parklets within urban cores. Parklets can have distinctive designs that incorporate a mixture of seating, greenery, bike amenities, and can also act as a buffer between the street and the sidewalk. In July 2021, the Watsonville Public Works Department launched its Parklet Pilot Program by constructing the city's first downtown parklet in front of Slice Pizza on Main Street. This pilot program was funded as part of the city's supplemental CDBG recovery funding and is aimed at both supporting local businesses and expanding safe outdoor dining and entertainment opportunities throughout the city.



The Specific Plan envisions additional parklets incorporated into downtown with the following strategies:

- Support local businesses through the integration of outdoor dining with parklets.
- Expand the city's Parklet Program to include more pilot projects downtown.
- Priority locations for new parklets include the Historic Downtown Core character area including along Main Street between Maple Avenue and E. Lake Avenue, and E. Beach Street.





FROM LEFT TO RIGHT, TOP TO BOTTOM—Parklet example in San Francisco, CA[13]; Parklet example outside of cafe; Parklet Example in São Paulo, Brazil[14].

13. "1331 9th Avenue Parklet" by Kathleen Corey, licensed under CC BY 2.0
14. "Parklet in São Paulo" by Wagner Tamanaha, licensed under CC BY-SA 2.0

Street Trees

Street trees are an important component of public realm design because of their ability to provide shade and a consistent and uniform street character. The Specific Plan area has an inconsistent palette and pattern of street trees. Some streets have no street trees at all, and except for a few street segments with a consistent stand of trees, a diverse mix of street tree species can be found. This lack of uniformity contributes to an inconsistent and fragmented character. Per the 2022 Tree Canopy & Land Cover Assessment Summary Report, most of the downtown streets have under 5% tree canopy cover.

The Specific Plan goal is to reinforce existing patterns of street trees, retaining mature street trees, where possible, and to create a unified street frontage along major corridors in the Plan area. A palette of carefully selected street trees will unify the variety of existing and future land uses in the Plan area. In addition to offering a pleasant sidewalk experience, street trees provide shade, seasonal color, defined street edge, and urban forest. Canopy trees can also lower overall temperatures on sidewalks and roadways by shading. In addition, large tree canopies can capture and treat storm water before it drains into the local watershed. A uniform pattern of street trees also increases visual consistency by creating a street wall and enhancing the area's image of stability and longevity.

The City is in the process of preparing an Urban Forest Management Plan, which will include a street tree planting list and plan to direct future planting efforts by identifying species, spacing, and growth characteristics to maximize the shade canopy on streets, neighborhoods, and historic areas.





TOP TO BOTTOM—Street trees in front of new development in Downtown Watsonville; Street trees providing shade on sidewalk in Downtown Watsonville

In addition to referencing the Watsonville Citywide Street Tree Plan and Landscape Guidelines & Policies and any other relevant policies/documents, the following criteria and suggested tree list should provide direction for street tree planting in downtown Watsonville:

- Prioritize providing shade in areas with the greatest activity. Select deciduous species to maximize seasonal sun and shade along commercial and mixed-use streets and evergreen along residential streets.
- Size and space street trees based on the dimensions as per the City of Watsonville's Landscape Guidelines and Policies of the Urban Greening Plan:
  - Minimum one 36" box tree for every 30-45 lineal feet of street frontage for commercial and multi -family residential projects.
  - Minimum of one 15-gallon tree for every 30-45 lineal feet of frontage, or fraction thereof, for all single-family residential projects.
- Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character. Tree species shall be selected in accordance with the Citywide Street Tree Program, Plant Palette, and Landscaping Guidelines and Policies of the Urban Greening Plan.
- Selected street trees should be appropriately sized for the scale of the street (i.e., large enough at maturity to define the street edge and larger tree canopy on wider streets). Other criteria include requiring low water use, limited propensity for sidewalk damage, and the ability to thrive in urban environments.
- Size and space tree wells to be a minimum of 5' long and not interfere with PG&E service lines.
- Regularly prune trees to limit obstructed visibility while helping to define the street edge.
- Planter wells should consider tree grates, permeable pavers, decomposed granite, understory plants, or similar treatments.
- The City's Public Works Department shall determine sidewalk replacement. The property owner shall dedicate full right-of-way and/ or street or sidewalk easements to allow future construction of required street improvements.
- Street tree removal and replacement is encouraged where tree species are incompatible, diseased, or when there is a risk of harm or infrastructural damage. The following trees are encouraged to be removed if present:
  - Ash - *Fraxinus spp*
  - Pear, Ornamental - *Pyrus calleryana*
  - Privet, Glossy - *Ligustrum lucidum*



PHOTO CAPTION—Example of Catalina Ironwood street tree providing shade to a building

Suggested Tree List

The following table contains a list of 30 recommended street trees for planting in downtown Watsonville. The spacing should be based on canopy size of mature trees, available planting areas along sidewalks/parkways and adjacent land uses. Additionally, the minimum size for a tree well will depend on sidewalk width, adjacent land uses and tree type.



SCIENTIFIC NAME
Acer rubrum 'Armstrong', 'Armstrong Gold', 'Brandywine' or 'October Glory'

COMMON NAME
Red Maple

TYPE
Deciduous



SCIENTIFIC NAME
Aesculus californica

COMMON NAME
California Buckeye

TYPE
Deciduous



SCIENTIFIC NAME
Aesculus x carnea 'Briotii'

COMMON NAME
Red Horsechestnut

TYPE
Deciduous



SCIENTIFIC NAME
Albizia julibrissin

COMMON NAME
Silk Tree, Mimosa Tree

TYPE
Deciduous



SCIENTIFIC NAME
Arbutus 'Marina'

COMMON NAME
Hybrid/Marina Madrone

TYPE
Evergreen



SCIENTIFIC NAME
Arecastrum romanzoffianum

COMMON NAME
Queen Palm

TYPE
Palm



SCIENTIFIC NAME
Cercis canadensis

COMMON NAME
Eastern Redbud

TYPE
Deciduous



SCIENTIFIC NAME
Cordia boissieri

COMMON NAME
Texas Olive, Cordia

TYPE
Evergreen



SCIENTIFIC NAME
Crataegus phaenopyrum

COMMON NAME
Washington Hawthorn

TYPE
Evergreen



SCIENTIFIC NAME
Eriobotrya deflexa

COMMON NAME
Bronze Loquat

TYPE
Evergreen



SCIENTIFIC NAME
Erythrina crista-galli

COMMON NAME
Cockspur Coral Tree

TYPE
Deciduous



SCIENTIFIC NAME
Gleditsia triacanthos var. inermis "Shademaster"

COMMON NAME
Thornless Honeylocust

TYPE
Deciduous



SCIENTIFIC NAME
Ilex vomitoria

COMMON NAME
Yaupon

TYPE
Evergreen



SCIENTIFIC NAME
Jacaranda mimosifolia

COMMON NAME
Jacaranda

TYPE
Deciduous



SCIENTIFIC NAME
Lagerstroemia indica 'biloxi'

COMMON NAME
Biloxy Crape Myrtle

TYPE
Deciduous



SCIENTIFIC NAME
Lagerstroemia indica 'Natchez' 'Tuscarora' 'Muskogee'

COMMON NAME
Crape Myrtle

TYPE
Deciduous



SCIENTIFIC NAME
Lyonothamnus floribundus subsp. Aspleniifolius

COMMON NAME
Catalina Ironwood

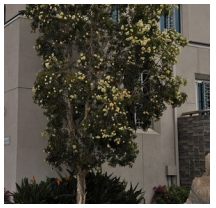
TYPE
Evergreen



SCIENTIFIC NAME
Melaleuca linariifolia

COMMON NAME
Flaxleaf Paperbark

TYPE
Evergreen



SCIENTIFIC NAME
Melaleuca quinquenervia

COMMON NAME
Cajeput Tree

TYPE
Evergreen



SCIENTIFIC NAME
Metrosideros excelsa

COMMON NAME
New Zealand Christmas Tree

TYPE
Evergreen



SCIENTIFIC NAME
Olea europaea

COMMON NAME
Olive Tree

TYPE
Evergreen



SCIENTIFIC NAME
Pistacia chinensis

COMMON NAME
Chinese Pistache

TYPE
Deciduous



SCIENTIFIC NAME
Platanus acerifolia 'yarwood'

COMMON NAME
London Plane Yarwood

TYPE
Deciduous



SCIENTIFIC NAME
Prunus cerasifera

COMMON NAME
Purple-Leaf Plum

TYPE
Deciduous



SCIENTIFIC NAME
Prunus serrulata

COMMON NAME
Japanese Flowering Cherry

TYPE
Deciduous



SCIENTIFIC NAME
Pyrus calleryana 'Aristocrat'

COMMON NAME
Aristocrat Pear

TYPE
Deciduous



SCIENTIFIC NAME
Rhus lancea

COMMON NAME
African Sumac

TYPE
Evergreen



SCIENTIFIC NAME
Tilia americana 'Redmond'

COMMON NAME
American Linden

TYPE
Deciduous



SCIENTIFIC NAME
Tristania conferta

COMMON NAME
Brisbane Box

TYPE
Evergreen



SCIENTIFIC NAME
Ulmus 'Frontier'

COMMON NAME
Frontier Hybrid Elm

TYPE
Deciduous



SCIENTIFIC NAME
Ulmus davidiana var. japonica

COMMON NAME
Japanese Elm

TYPE
Deciduous



SCIENTIFIC NAME
Vitex agnus-castus

COMMON NAME
Chaste Tree

TYPE
Deciduous

Street and Pedestrian Lighting

A vibrant downtown with a mix of uses is anticipated to be active seven days a week for 18 hours a day. Successful, vibrant downtowns with a mix of uses are anticipated to be active seven days a week, 18 hours a day. As such, a safe, well-lit street environment is critical to Downtown Watsonville's success. Street lighting is a key element that provides a sense of security to users and helps create an appealing walkable environment for evening and nighttime activities. In addition to vehicular-scaled lights along the major vehicular corridors, pedestrian-scaled lights should be installed along major retail and mixed-use streets.







The following selection criteria should be used when selecting pedestrian-scaled fixtures:

- Pedestrian-scaled lighting should be 14-18 feet tall and placed appropriately to illuminate public spaces and pathways (e.g., walkways, steps, ramps, alleys, etc.) efficiently, especially in concentrated areas with high activity such as commercial corridors, bus-boarding areas, and along major pedestrian access routes. When feasible, pedestrian light fixtures shall be installed onto existing street light poles for additional illumination of sidewalks.
- Spacing for light pedestrian-scaled fixtures should be between 60-80 feet.
- Fixtures should be compatible with the style, color, and streetscape aesthetic of downtown and follow guidance provided by the Public Improvement Standards and Signage and Wayfinding Master Plan (e.g., customization, artistic or other treatments).
- Shield or confine light spread to targeted areas by appropriately selecting, retrofitting, and locating lighting to limit glare, sky glow, and light intrusion.
- Durability of products, materials, and finishes shall incorporate vandal resistance, weather resistance, and low maintenance.
- Smart lighting systems and strategies should be used to improve energy efficiencies, safety, time of day use, and illumination levels.
- Employ uplighting and ornamental lighting to highlight and draw attention to points of interest, public spaces, entries, paths, and urban design and architectural details.

FROM LEFT TO RIGHT, TOP TO BOTTOM—Pedestrian-scaled street light example in Walnut Creek, Pedestrian-scaled lights along a walkway, Existing historic street lights on Main Street

Street Furnishings





Street furnishings are inclusive of a variety of elements intended to create a navigable, comfortable, and pleasant experience. These amenities should be provided on major retail streets, public open spaces, and areas with high pedestrian activities. These amenities include benches, waste receptacles, bicycle racks, tree grates, bus shelters, water fountains, lighting, and shade structures. Establishing a unified palette of pedestrian amenities helps to create a cohesive streetscape environment while also helping to attract residents and visitors to downtown Watsonville.

The following selection criteria should be used when selecting street furnishings:

- Establish a coordinated palette for street furnishings – including for benches, planters, bike racks, trash receptacles, bollards, and tree grates – consistent with City's Signage and Wayfinding Master Plan.
- Pedestrian amenities should provide design expression by complementing surrounding design and maintaining a uniform aesthetic regardless of vendor or manufacturer.
- Durability of products, materials, and finishes shall incorporate vandal resistance, weather resistance, and low maintenance.
- Trash receptacles should accommodate both waste and recycling while allowing for easy removal of waste.

Gateways

FROM LEFT TO RIGHT—Example of a bench and waste receptacle; Bus shelter in Santa Clara, CA; Example of a gateway sign in downtown Worcester, MA [15]

Entry gateways can be used to establish an identity for Downtown Watsonville. Gateways can take many forms – from monuments in parkways to street arches to vertical pylons. As a part of the Signage and Wayfinding Plan discussed previously, gateway signage will also be provided.

Criteria for gateway design include the following:

- Gateways should be scaled proportionate to the scale of the street.
- Gateways should be at a vehicular scale, i.e., be visible to passing motorists.
- The design of the gateway should be coordinated with the district wide signage and wayfinding system.
- The City could also consider public art at gateway locations.



See **Figure 5–1 Public Realm Map** for locations and the Signage and Wayfinding Master Plan for additional guidance.

15. "City of Worcester" by Selbert Perkins Design

Signage and Wayfinding

The City of Watsonville is in the process of preparing a Signage and Wayfinding Master Plan that provides citywide direction for signage and wayfinding. Once adopted, the Signage and Wayfinding Master Plan will govern signage in the downtown (See Signage and Wayfinding Master Plan for recommendations).

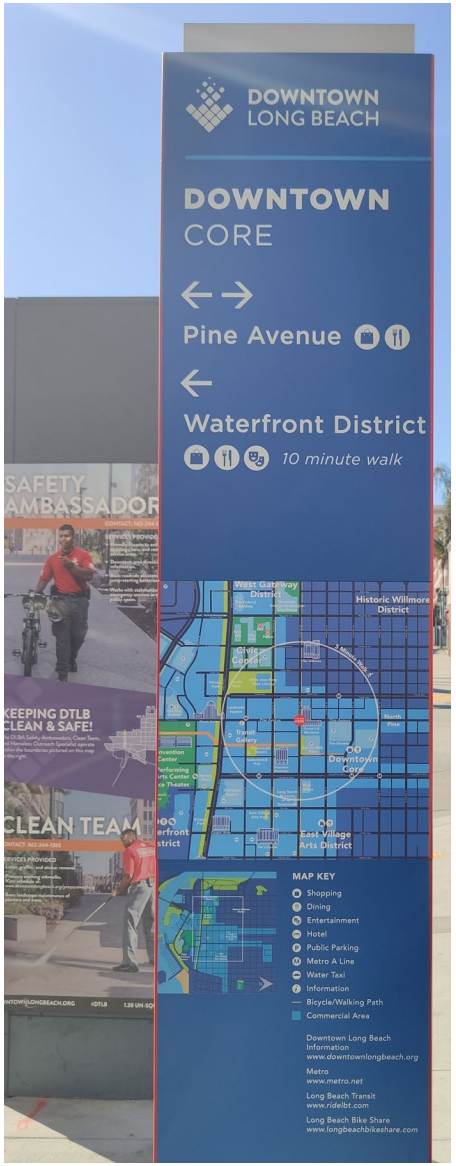
The following are the goals of the wayfinding system:

- Help visitors navigate to their destinations as easily as possible.
- Increase the functionality of wayfinding in and around Watsonville.
- Develop wayfinding solutions that assist in identifying neighborhoods, businesses, recreation, key regions, and destinations.
- Coordinate wayfinding and tourism tools, including signage, and identify technology.
- Create a pedestrian wayfinding system that facilitates the communities desire to have a walkable downtown, but also facilitate a branded placemaking experience to downtown and other areas of the City where residents and visitors frequent.
- Support placemaking opportunities that celebrate the history and future of Watsonville.
- Coordinate and build consensus with the stakeholders, approving agencies and community.

Guidelines for the wayfinding system include the following:

- **Wayfinding signage** shall follow the styles and color palette established by the city's Wayfinding Master Plan.
- **Educational signage** should be used to highlight areas of historic significance, conservation initiatives, city programs and sustainability efforts.
- **Directional signs to destinations** should have a consistent design and should include multiple destinations per sign. Destinations include:
  - Civic Plaza
  - Civic Center, City Hall, Library
  - Pajaro River
  - Educational institutions
  - Streets and paseos





FROM LEFT TO RIGHT—Wayfinding in Redwood City, Theatre District, CA; Wayfinding in Downtown Long Beach, CA

Section 5.4

PUBLIC ART

PHOTO CAPTION—Mosaic created through the "Watsonville Brillante" project installed on the Watsonville Civic Plaza parking garage



Public art can have a significantly positive economic and cultural impact in the City of Watsonville, while also enhancing quality of life for those who live within the city and in downtown. Public art and programming will enhance the pedestrian experience and contribute to a sense of community. Art will be incorporated throughout the Plan area but focused on locations with high activity and are visible from pedestrians, cyclists, and motorists alike. As development and revitalization continues, there is an increased need to develop alternative sources of cultural and artistic outlets to improve the environment, image, and character of the community.

The City of Watsonville has a Public Art Program intended to promote, support, and increase the creation of public art displays within the City of Watsonville to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees, and visitors. (See City Public Arts Program for additional information) The City also has a public art ordinance that gives the City the authority to impose aesthetic and design conditions on property development in addition to a 0.75% fee on development to help fund public art in the city. The DWSP aims to be supportive of the goals and recommendations of the Public Art Program and ordinance because in the downtown, public art will play an important role in helping to establish identity, foster community pride, and engaging local artists and residents. Public art allows the community to come together, engage in dialogue, and explore creative growth.

Examples of appropriate temporary and permanent public art include:

- Murals (also see Downtown Movable Murals part of the Public Art Program)
- Sculptures
- Water and landscape features
- Interactive art
- Light and sound installations







Guidelines for selecting and placing new public art in Downtown Watsonville include:

- Locate art at public and/or quasi-public locations for the public enjoyment of art event, festivals and displays. Potential locations for public art include public plazas, open spaces, paseos, alleyways, blank walls, gateways, and other areas with high concentrations of activity.
- Encourage arts-related uses to locate in the area, including art galleries, performing arts and music venues, artist's workshops, art studios, and outdoor public gathering spaces.
- Establish visual identity through the integration of art with streetscape improvements such as seating, lighting, bicycle infrastructure, parklets and other streetscape amenities. Support artist-designed streetscape furnishings and utilities to integrate artistic features, supporting design creativity in new furnishings, streetscape installations and publicly located utilities.
- Expand the Public Arts Program that could include temporary and permanent installations, and live performances promoting the unique cultural identity, history, and innovation within downtown.
- Focus a portion of the City's Public Art Fund to the Plan Area to support the installation of art.

FROM LEFT TO RIGHT—"Hermanita" by Juan Fuentes created through the Watsonville Brillante project installed on the Watsonville Civic Plaza parking garage; Mural in Downtown Watsonville; Public art on utility box in Downtown Watsonville

Section 5.5

EVENTS PROGRAMMING

PHOTO CAPTION—Child with Dia de los Muertos face painting and guitar at Cultural Festival in Downtown Watsonville



Programming publicly accessible space is key to successful placemaking. Programmed spaces help to create significantly more value than passive spaces that depend on organic activity to attract a critical mass. A well programmed environment has the potential to establish a focal point that generates visitors while also increasing land values and increasing revenue in the surrounding area. Programmed spaces also help to promote walking, biking, and increase the sense of safety by attracting more eyes on the street. The following are existing and suggested programmed events suited for downtown:

Existing Events

- **Strawberry Festival—**A free annual festival featuring live entertainment, arts & crafts, delicious strawberry treats, and a family-friendly carnival. For more information visit www.celebratestrawberries.com
- **Spirit of Watsonville 4th of July Parade—**A good, old-fashioned parade held at the City Plaza in celebration of the 4th of July. For more information visit www.spiritofwatsonville.org
- **Music in the Plaza—**A concert series that consists of performances on Thursday evenings through the summer. Music ranges from Banda to Tropical to Motown/R&B Top 40 to Jazz and more.
- **Holiday in the Plaza—**A free Multicultural Celebration & Holiday Tree Lighting Ceremony.
- **Farmers Market—**A weekly gathering of local farmers and vendors with seasonal produce and prepared foods.







FROM TOP TO BOTTOM—Strawberry Festival in Watsonville; Music in the Plaza; Holiday in the Plaza

Suggested Events

- **Film Festival—**An organized, extended presentation of films in one or more cinematic or screening venues. This can be an indoor or outdoor program with films of varying focuses (e.g., international, domestic, current, or past releases)
- **Wine Walk—**A social gathering of legal aged attendees exploring local businesses by way of social drinking and tasting. This program typically includes various stations for wine, food, and products for purchase.
- **Art Walk—**A showcase of local art and the artists that create it. In additional to being a public open house, local business can play host to local artists and their work.
- **Music in the Park/Plaza—**A musically focused gathering of singers, bands, orchestras, and ensembles that is often paired with dance and creative performance.
- **Civic Events—**Programming focused on benefiting the local community and society. These could include volunteering, clean-ups, community gardening, voting, and other group activities.







FROM TOP TO BOTTOM—Bike ride in front of train locomotive; Art gallery viewing in Watsonville; Census information booth in Downtown Watsonville

The following guidelines apply to the selection and location of events programming in downtown:

- Draw inspiration from the local community, culture, heritage, and history of Watsonville to inform programming in the downtown.
- Partner with organizations, coalitions, community members, and local businesses that can champion and invest in the program.
- Vary programming base on seasons, time-of-day, holidays, scale, and target audiences (e.g., local draw and regional draw)
- Foster a strong sense of community with well-designed public spaces that accommodate fixed and flexible programming (e.g., community events, mobile vending, pop-up parks, and temporary uses) and provide a variety of locally serving uses and amenities.
- Provide needed amenities to host robust programming (e.g., Wi-Fi, restrooms, electrical outlets, parking, water, shade, etc.)
- Retain and expand existing programming throughout the Plan area.
- Consider weekend or temporary street closures to accommodate events in downtown.





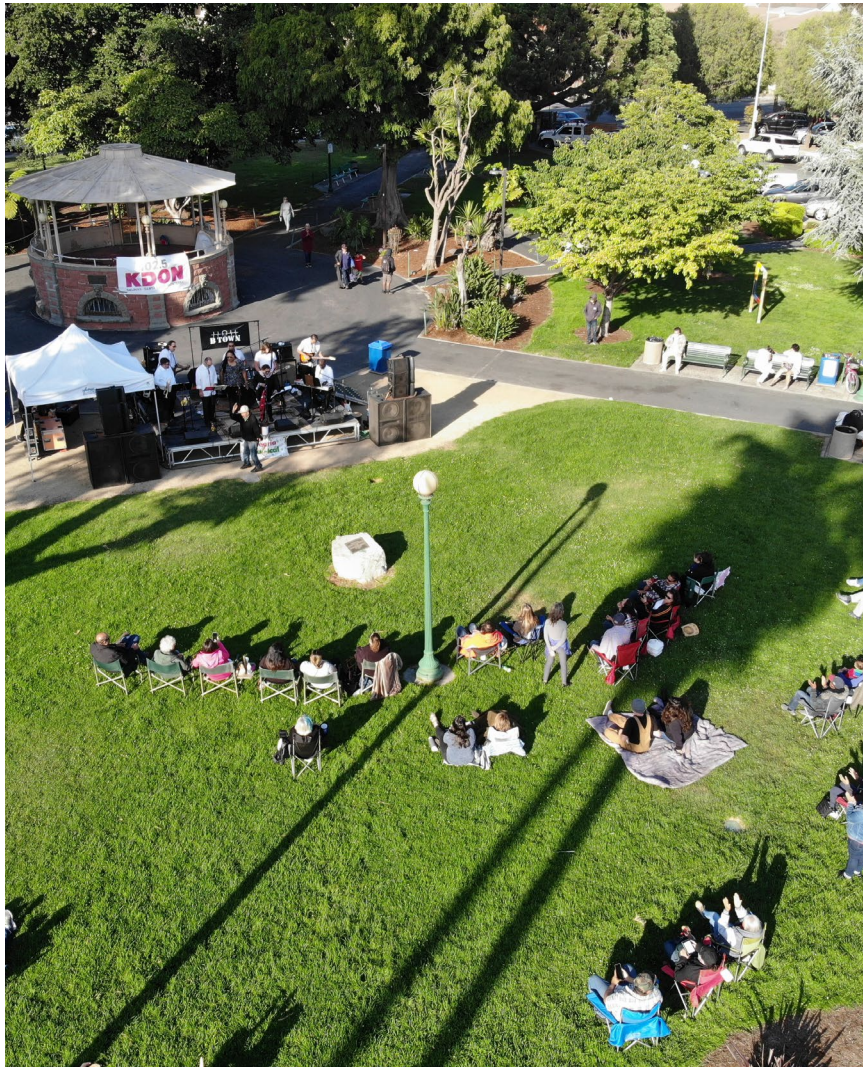


FROM LEFT TO RIGHT, TOP TO BOTTOM—Holiday in the Plaza Festival; Folklórico dancing at cultural festival; Evening event in Downtown Watsonville

Section 5.6

PLAZAS AND COURTYARDS

PHOTO CAPTION—Music in the Plaza, Downtown Watsonville



Watsonville's historic City Plaza is located at 350 Main Street and consist of 1.4 acres of public space with portable restrooms, park benches, and a historically preserved gazebo (off-limits to public). The Watsonville City Plaza is envisioned as a major pedestrian-oriented public space along Main Street between Beach and Peck Street, with flexible space for dining, arts and entertainment, and community gathering. The Specific Plan also envisions the creation of additional plazas and courtyards throughout the Plan area as a part of new private development projects and promote recreation, enjoyment, and social gathering. These new plazas and courtyards would be connected to the street network with paseos and alleyways.

Design of these new plazas and courtyards should follow the following recommendations/guidelines:

- Require new private developments to support outdoor gathering by providing plazas and courtyards in retail, commercial and mixed-use settings.
- Enhance plazas and courtyards with the use of landscaping, streetscape amenities, and art. These spaces should offer amenities and features that draw people into the space, such as water features, public art, shade, and drinking fountains, landscaping, and seating options that could include seat walls, planter ledges, benches, and seating steps.
- Direct pedestrian access to building entrances and activity nodes from the new plazas and courtyards.
- Program these outdoor spaces with regular events, art displays and other programming per the Programming subsection.



Chapter 6:

LAND USE & ZONING

6.1—General Provisions

6.2—Summary of Content & Standards

6.3—Regulating Plan

6.4—Land Use Regulations

6.5—Form Regulations

6.6—Site Standards & Guidelines

6.7—General Definitions



Aerial view of Downtown Watsonville.



THE QUALITIES OF BUILDINGS AND THEIR PRIVATE FRONTAGES ARE CRITICAL TO THE SUCCESS OF DOWNTOWN WATSVONVILLE AS ENVISIONED BY THE COMMUNITY.

This chapter sets standards and guidelines to regulate future development on privately-owned properties in downtown Watsonville. It establishes standards related to allowed land use, development intensity, height, building frontage design, building placement, open area, and block size. The chapter also includes detailed guidance on the design of ground floors, building facades, building architecture, landscaping character, and other building and site design elements.

Section 6.1

GENERAL PROVISIONS

THIS CHAPTER—LAND USE & ZONING—implements the community's Vision, Goals, and Policy Direction for development in Downtown, as described and illustrated in previous chapters.



A. Authority & Applicability

Unless otherwise noted, the development standards, guidelines, and review processes within this section replace existing zoning for all property within the plan area. This section contains both standards (which are mandatory) and guidelines (which are advisory). Where no clear label is present, the language shall suffice to communicate the intent: "shall" is always mandatory, "may" is permissive, and "should" is advisory, identifying guidance only. "Director" always means the Director of Community Development or designee.

B. Intent

The purpose of this chapter is to deliver the physical outcomes envisioned for Downtown Watsonville, based on the community's Vision, Goals, and Policy Direction as described and illustrated in **Chapter 2**.

C. Administration

Unless otherwise noted, all procedures for the review and approval of planning entitlements shall be in accordance with those set forth in *Watsonville Municipal Code (WMC) Chapters 14.12 and 14.20*. This shall include, but not be limited to, the entitlements listed in **Table 6–1**. Exceptions up to 20% of any measurable standard within this development code, excluding those found in **Section 6.5.B: Building Height**, may be granted through the Design Review Permit Process, provided the project meets the intent of the relevant standard and is consistent with the vision for Downtown identified by this Specific Plan.

Table 6–1 Administration

Procedure	WMC Reference
Pre-application Process	Chapter 14-12, Part 2
Administrative Review Permit	Chapter 14-12, Part 3
Design Review Permit	Chapter 14-12, Part 4
Conditional Use Permits: Administrative Use Permits and Special Use Permits	Chapter 14-12, Part 5
Variances	Chapter 14-12, Part 6
Amendments to an Adopted Specific Plan	Section 14-12.905
Modification to approved permit	Chapter 14-12, Part 10
Home Occupation Permit	Chapter 14-12, Part 11
Sign Permit	Chapter 14-12, Part 12
Temporary Use Permit	Chapter 14-12, Part 13
Fence Permit	Chapter 14-12, Part 14
Nonconforming Uses & Structures	Chapter 14-20

D. General Development Standards

Unless in conflict with specific provisions of this chapter, all standards set forth in *WCM Chapter 14.40* shall be applicable to development within the plan area. This shall include the sections listed in **Table 6–2**.

Table 6–2 General Development Standards

Topic	WMC Reference
Accessory buildings	Section 14-40.030
Septic tank area requirements	Section 14-40.040
Building sites	Section 14-40.050
Clear corner triangles	Section 14-40.060
Easements may be included in lot area	Section 14-40.070
Essential services	Section 14-40.080
Frontage required	Section 14-40.090
Height limits	Section 14.40.100
Lots of record	Section 14-40.110
Open spaces required	Section 14-40.120
Projections into required yard areas	Section 14-40.130
Screening	Section 14-40.140
Separate utilities	Section 14-40.150
Signs	Chapter 14-21

Section 6.2

SUMMARY OF CONTENTS & STANDARDS



This development code is organized by topic. Within each topic and sub-topic, development standards and guidelines differ by zone and/or by overlay. The following summary is included as an overview, but full standards are located throughout the Code.

Section 6.3, immediately following this summary, establishes the Downtown Zones and Overlays.

Section 6.4 regulates Land Use by zone and overlay.

Section 6.5 contains form-based, quantitative standards. Key tables from Section 6.5 are including on the following pages. While the following is not an exhaustive list of the form-based standards and guidelines, it serves as a table of contents. It also provides a snapshot of the role of each section and allows standards to be easily referenced alongside each other. Visit the relevant section to find further explanation of the tables and to find additional associated standards and guidelines.

Table 6–4 in Section 6.5.A regulates building placement by zone, to ensure that new buildings are sited and oriented to define and engage the public realm.

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Front street build-to range, according to ground floor use:			
Non-Residential	0' – 10'		5' – 15'
Residential	N/A	N/A	10' – 15'
Retail-Ready	N/A	10'	10' – 15'
Front street buildout (min)	100%		70%
Side street build-to range	N/A	5' – 10'	
Side street buildout (corner lots)	N/A	Must meet the build-to range for the first 40' behind the façade; outbuildings must be located on street side.	
Side and Rear Setbacks (min.) - *See § 6.5.A.3.b.g–i for additional side and rear setbacks*			
Side yard	0'		10% of lot width or 5', whichever is less
Rear (w/ alley)	15' from the centerline of the alley		
Rear (w/o alley)	5'		

Table 6–5 in Section 6.5.B regulates building height by zone, to appropriately scale buildings relative to the Downtown vision. The Neighborhood Transition Overlay overrides the standards of the zone, per Standard 6.5.3.a, in order to establish a height transition to the surrounding neighborhoods.

		Downtown Core	Downtown Neighborhood	Downtown Industrial	Neighborhood Transition Overlay [1]
Allowed Number of Stories					
A	Street Façade	2 to 4 stories; 30% of the length of the façade can be built up to 6 stories (max)	4 stories (max) [1]		3 stories (max)
B	Total Number of Floors	6 stories (max); 5th and 6th floors set back from the street façade a minimum of 15 feet	4 stories (max) [1]		3 stories (max)
Ground Floor Level (measured from level of exterior sidewalk)					
C	Ground Floor	0 feet	0 to 4 feet		0 to 4 feet
Floor Heights (min - measured from floor to ceiling)					
D	Ground Floor	12 feet	8 feet	12 feet	8 feet
E	Upper Floor	8 feet			8 feet
Building Base Height (min)					
F	Buildings up to 2 stories in height	14 feet	10 feet	12 feet	10 feet
F	Buildings 3 or 4 stories in height	16 feet			
F	Buildings 5 stories or more in height	25 feet			

1. See Standard 6.5.B.3.a.

Table 6–6 in Section 6.5.C provides standards to ensure that new large developments do not have monolithic façades that feel overbearing to pedestrians. Large façades are broken into 'Massing Increments' to reflect the rhythm and scale of the historic Downtown.

	Downtown Core	Downtown Neighborhood	Downtown Industrial
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'***
Massing Increment (max.)	100'	60'	100'
Façade height difference between massing increments (min.)	10% of lesser façade height	10% of lesser façade height	10% of lesser façade height
Building base height difference between massing increments (min.)	2'	2'	2'
Upper floors setback (min.) Distance set back from the primary façade	10'	10'	10'
Bay width	15'–30' (see **Section 6.5.D** for more on bays)		
Gap between Massing Increments (min.)	N/A	16' wide by 20' deep	N/A

Table 6–7 in Section 6.5.D ensures that façades have enough fenestration to engage the public realm and provide eyes on the street.

	Downtown Core			Downtown Neighborhood	Downtown Industrial
	Main Street Overlay	Gateway Overlay	Elsewhere in Zone		
Ground Floor	70% – 95%	50% – 95%	35 – 95%	35 – 90%	25 – 90%
Upper Floors	15% – 70%				

Table 6–8 in Section 6.5.E identifies which frontage types are allowed in which overlay, to ensure that the ground floors of buildings properly relate to the public realm.

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Shopfront	Yes	Yes	Yes
Common Entrance / Lobby	Yes[2]	Yes	Yes
Retail-Ready	No	Yes [1, 3]	Yes [1]
Ground Floor Office	No	Yes [1]	Yes
Ground Floor Residential	No	No	Yes [1]
Vehicular Access	No	Yes	Yes

1. Allowed only if a conditional use permit is acquired where necessary for the corresponding ground floor use. See **Section 6.4.A**.
2. Common entries and small lobbies are allowed in Main Street Overlay Zone, but must look like shopfronts, with clear glass fronting the street. Lobbies should comprise no more than 20% of the frontage, the remaining length being shopfronts.
3. Retail-ready frontage within the gateway overlay is not permitted to contain residential dwelling units, per Section 6.4: Land Use Regulations.

Table 6–9 in Section 6.5.E requires a minimum frequency of building entries to bring pedestrian activity to the sidewalk.

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Frequency of Building Entries (max. distance between entrances)	50’	50’	75’

Table 6–11 in Section 6.5.F regulates architectural elements which may encroach beyond the building façade, to enhance the relationship between the building and the public realm.

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
	Encroachment beyond the façade	***Encroachment beyond the façade***	***Encroachment beyond the façade***
Stoop[1]	Not allowed	Not allowed	up to 2’ min. from ROW sidewalk
Porch[1]	Not allowed	Not allowed	8’ min. and up to 2’ min. from ROW sidewalk[5]
Terrace[1]	Not allowed	Not allowed	
Bay Window[2]	2’ to 4’	2’ to 4’	2’ to 4’
Balcony[2]	4’ to 8’	4’ to 8’	4’ to 8’
Awning or Canopy[3]	Up to 8’	Up to 8’	Up to 8’
Roof Eave / Cornice Assembly[2]	Up to 5’	Up to 5’	Up to 5’
Arcade[4]	See **Table 6–12** for standards and guidelines	Not allowed	Not allowed
Gallery[4]		Not allowed	Not allowed

After Section 6.5.F, the Chapter concludes with Site Standards & Guidelines, **Section 6.6**, which are applicable throughout Downtown and General Definitions, **Section 6.6**, which is a glossary of all words in italic blue font found in the chapter.

Section 6.3

REGULATING PLAN

The Role of the Regulating Plan. Within each regulatory topic of this Chapter, development standards and guidelines differ by zone and overlay. This is because different areas of the Downtown are intended to have different characteristics, informed by the existing context and future vision as described in previous chapters. The **Regulating Plan (Figure 6–1)** establishes these zones and overlays, whose intent is summarized in **Sections 6.3.A** and **6.3.B** on the following pages. In general, the arrangement of zones and overlays concentrates urban activity and intensity in the center of Downtown and allows development to transition to existing lower-intensity neighborhood fabric at the periphery of Downtown and to industrial activity to the south.

RESPECTING AND LEVERAGING EXISTING URBAN PATTERNS—This aerial of existing Downtown Watsonville shows how a higher concentration of urban intensity around Main Street and the Plaza fades to the lower intensity of the surrounding neighborhoods. The Regulating Plan zones and overlays respect this natural transition and support a range of beautiful, functional, and sustainable urban environments throughout Downtown.



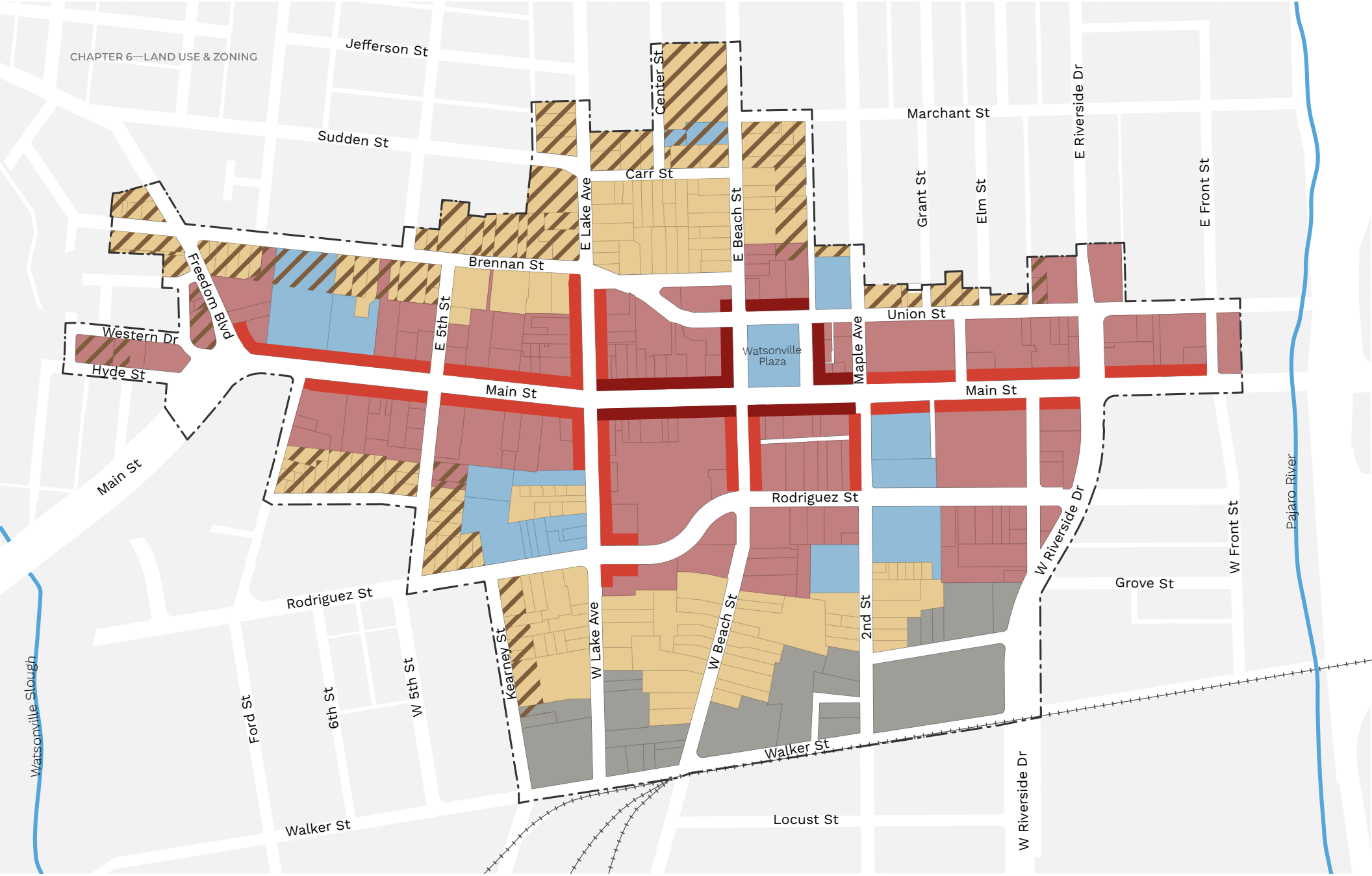


FIGURE 6–1
REGULATING PLAN

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

ZONES
- Downtown Core
- Downtown Neighborhood
- Downtown Industrial
- Public Facilities

OVERLAYS
- Main Street
- Gateway
- Neighborhood Transition

- Specific Plan Boundary
- Rail Line
- Waterway

N

0 100' 200' 400' 500'

A. Zones


DOWNTOWN CORE

1. Downtown Core

The Downtown Core Zone is an active, walkable environment, characterized by buildings up to 6 stories. This is the heart of Downtown—generally flanking Main Street—where the most active and intense development patterns and uses are anticipated. Upper floors contain residential units or office space. Buildings are close to the sidewalk and have little-to-no side setbacks.

2. Downtown Neighborhood

The Downtown Neighborhood Zone is characterized by smaller scale buildings than those of the Downtown Core Zone and generally includes a similar mix of active and residential uses.


DOWNTOWN NEIGHBORHOOD

3. Downtown Industrial

The Downtown Industrial Zone is where existing industrial uses may continue to exist and operate, while adaptive re-use of those buildings and infill development of a flexible mix of uses—including new housing—are anticipated over time. Per *WMC Section 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. Additional standards for new residential development in this zone must also be followed.

4. Public Facilities

New development on parcels zoned Public Facilities shall be subject to the development and use standards that are set forth in *WMC Section 14-16.800-803*.


DOWNTOWN INDUSTRIAL



PUBLIC FACILITIES

B. Overlays

1. Main Street

The Main Street Overlay is where the most active ground floor uses occur, and the highest quality frontages are required. The overlay is contiguous so that the "main street" environment is concentrated and not interrupted by pockets of less active environments.

2. Gateway

The Gateway Overlay is provided to extend some of the characteristics of the Main Street Overlay further down Main Street and onto select cross streets – but with some flexibility.

3. Neighborhood Transition

Development within this overlay transitions down in scale to that of the adjoining neighborhoods.



MAIN STREET OVERLAY


GATEWAY OVERLAY


NEIGHBORHOOD TRANSITION

Section 6.4

LAND USE REGULATIONS

A. Use Standards

This section includes land use provisions for all properties within the plan area. Uses not listed in **Table 6–3** shall be allowed by right unless prohibited elsewhere in the *WMC*. For example, retail and restaurants are allowed by right throughout the plan area; therefore, they are not included in **Table 6–3**. Definitions of the uses in **Table 6–3** are in **Section 6.4.B**. All uses are subject to all applicable development standards, State law, and any other applicable requirements that are beyond the scope of this section. Administrative Use Permits, Temporary Use Permits, and Special Use Permits shall be subject to the procedural requirements of *WMC Chapter 14-12, Part 5*. Required determinations for issuances of Conditional Use Permits, including Special Use Permits and Administrative Use Permits, are found in **Section 6.4.C**.

Table 6–3 Land Use Regulations

Use	Downtown Core			Downtown Neighborhood	Downtown Industrial [1]
	Main Street Overlay	Gateway Overlay	Elsewhere in the Zone		
Alcohol-Related: Group A	AUP required [1]				
Alcohol-Related: Group B	SUP required [1]				
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 [2]
Light Industrial / R&D	Not permitted			AUP required [2]	Permitted [2]
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.

B. Use Definitions

Alcohol-Related: Group A. Group A includes the following uses: Brewpub (ABC License Type 23, 75), restaurant with beer and wine sales (ABC License Type 41), grocery store with beer and wine sales (ABC License Type 20), and wine bar (ABC License Type 42).

Alcohol-Related: Group B. Any alcohol-related use not included in Group A (see above). Group B includes, but is not limited to, grocery store with liquor sales (ABC License Type 21), restaurant with bar/liquor sales (ABC License Type 47), and bars as defined in WMC section 14-18.112 (ABC License Type 48).

Antique Shop. A place of business that sells furnishings, utensils, equipment, objects of art, objects having aesthetic value, ornamental objects, curios and like objects of personal value, all of which by reason of age, antiquity, obsolescence, or rarity, are valued principally for decorative, aesthetic, or sentimental value or purpose, or as collector's items, as opposed to the utility value or purpose for which originally manufactured or produced. An antique shall have an age of at least 40 years.

Automobile service. An establishment for which the primary purpose is the on-site repair, cleaning, detailing, dismantling, or similar work on cars.

Cannabis Facility. Any building or structure used for or related to the cultivation, processing, testing, retail sales, delivery or manufacturing of cannabis, per *WMC 14-53.103*.

Church. A facility for which regular religious services are the primary function.

Drive-through facility. An establishment where customers are regularly attended while remaining seated within an automobile.

Dwelling unit. Any building or portion thereof that is used as an independent living facility for one or more persons.

Heavy industrial/manufacturing. An establishment that includes labor-intensive manufacturing, assembly, fabrication, or repair processes that produces odors, noise, vibration, hazardous waste materials, or particulates that may negatively affect other uses on the same site or neighboring properties.

Light Industrial / R&D. Non-nuisance industry, business, service, and research work.

Office. A building or portion thereof used as a place for commercial, professional, or bureaucratic work that does not depend on regular on-site visits from customers.

Storage/warehouse. A facility for which the primary purpose is storage, wholesaling, and/or distribution.

Thrift Shop. Any individual personal partnership, firm, or corporation whose business includes buying, selling, trading, taking in pawn, accepting for sale on consignment, or accepting for auctioning, secondhand tangible property.

Use Code 65. Commercial amusement and recreational services included in Use Code 65 of the Watsonville Land Use Classification Manual with the exception that adult entertainment uses (6541 and 6542) are not permitted.

Vehicle fueling facility. A gas station. This does not include electrical fueling stations, which are permitted but still subject to the standards of this Chapter.

C. Required Determinations for Conditional Uses

Required Determinations for Issuance of Conditional Use Permits, including Administrative Use Permits and Special Use Permits.

1. Intent

The intent of the Downtown Specific Plan is to enable a lively and dynamic mix of diverse land uses within in a safe, comfortable, human-scale, pedestrian-oriented, mixed-use downtown environment. The intrinsic value and amenity of fine downtowns derives in large measure from their concentration of relatively high intensities of diverse uses within a relatively small area. The vision, policies, standards and guidelines of this Plan are structured and organized to require development patterns and building forms and configurations within which the permitted land uses—as identified in **Section 6.4.A**—can comfortably coexist and add value to one another by their proximity and connectivity, without generating any undue conflicts between adjacent uses and users.

In order to potentially further expand the range and diversity of uses in Downtown Watsonville, for uses so designated in **Table 6–3**, the Director may grant an Administrative Use Permit (AUP) or the Planning Commission may grant a Special Use Perming (SUP) upon conducting a special review in accordance with *Section 14.12.500* of the Watsonville Municipal Code (WMC). The special review shall be for the purpose of determining that each such proposed use is, and will continue to be, compatible with surrounding, existing, or planned uses; and for the further purpose of establishing such special conditions as may be necessary to insure the harmonious integration and compatibility of such uses in the Downtown and with the surrounding area.

The Zoning Administrator or Planning Commission, as provided in *14.12.500*, may approve, conditionally approve, or deny an application for a conditional use and, in granting conditional approval, may impose such requirements and conditions with respect to site design, architectural design, construction, maintenance, operation, and duration as may be deemed reasonable and necessary for the protection of adjacent properties and the public interest. The granting of a Conditional Use Permit shall not exempt the applicant from complying with the requirements of other provisions of this Specific Plan, the WMC, the Building Code, or other local, state, or federal requirements.

2. Required Determinations

The following determinations shall be made and appropriate conditions applied to ensure:

a. That the proposed use will not become a public nuisance, resulting in disturbances of the peace, illegal drug activity including sales or possession thereof, public drunkenness, drinking in public, harassment of passersby, gambling, prostitution, public urination, curfew violations, theft, assaults, batteries, acts of vandalism, illegal parking, excessive littering, excessive noise (particularly between the hours of 11:00 p.m. and 7:00 a.m.), noxious smells or fumes, lewd conduct, or frequent police detention, citations or arrests, or any other activity declared by the City to be a public nuisance determined by California law to be public nuisance.

i. That the proposed use will not generate noise, light, glare, dust, noxious odors or other similar adverse effects on surrounding uses. For the purposes of this requirement, "surrounding uses" shall include occupants of neighboring buildings, occupants of other floors within the same building, and pedestrians passing along the sidewalk in front of the subject property.

ii. By the design and construction of buildings and by hours of operation of the subject use, noise that would be disruptive to residents of dwellings beside or above the proposed use shall not be permitted between the hours of 11:00 P.M. and 7:00 A.M.

b. That the proposed use will not generate access and parking requirements in excess of those provided for in **Chapter 4: Public Realm & Transportation**.

c. That perceived privacy and/or security requirements of the proposed use will not lead building users to maintain rarely opened opaque window coverings on street-facing windows, nor to routinely utilize rear or side entries rather than street-facing front doors as the primary means of access and egress to the building.

d. That the ground floor rooms adjacent to the street frontage will be occupied during much of the day and occupied and/or lighted during most evenings.

i. For all retail, restaurant and indoor recreational uses, display windows shall not "wall off" views into retail interior spaces, and the interiors of dining rooms and activity rooms shall be clearly visible to passing pedestrians.

ii. For office uses, front rooms should include lobbies, waiting areas, and office spaces in which window blinds are typically open.

iii. For residential uses, front rooms should include living rooms and dining rooms, and not include bathrooms, closets and other uninhabited spaces.

Section 6.5

FORM REGULATIONS

FORM REGULATIONS—This Section ensures that all new buildings contribute to the Downtown environment, respecting its context and building on its history. The Lettunich Building (shown below) is a great existing example of a Downtown contributor.



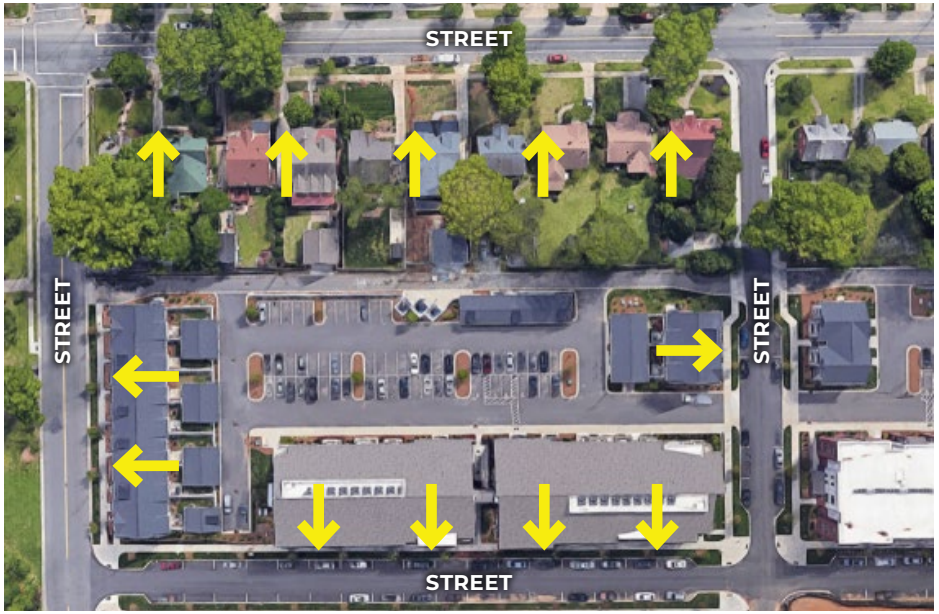
A. Building Placement

1. Intent

The standards and guidelines of this section seek to ensure that, to the extent practical, new buildings are sited and oriented to appropriately define and engage new and existing ***streets***, public spaces, ***courts***, and ***paseos*** (See **Section 6.7** for a glossary of all words in italic blue font).

2. Applicability

The standards and guidelines of this section apply to all projects which include the construction of new ***primary buildings***.



BUILDING PLACEMENT—This example block shows buildings sited and oriented (with yellow arrows representing building orientation) to define and engage streets, with parking to the rear of buildings.

3. Standards

a. Frontage Buildout. New *primary buildings* shall be set in relation to the *build-to ranges* in compliance with **Table 6–4** and the text of this section. The following elements may recess from or break the ground floor façade and constitute allowed exceptions to the *frontage buildout requirement*.

i. *Forecourts*, subject to **Section 6.6.E.3**, can span up to 35% of a lot's frontage buildout requirement.

ii. Entrances—no wider than 12'—to *paseos*, *passages*, or *side yards* (**§ 6.6.E**).

iii. Exterior staircases and associated landing areas.

iv. Chamfered corners, provided they include an entrance or stairway.

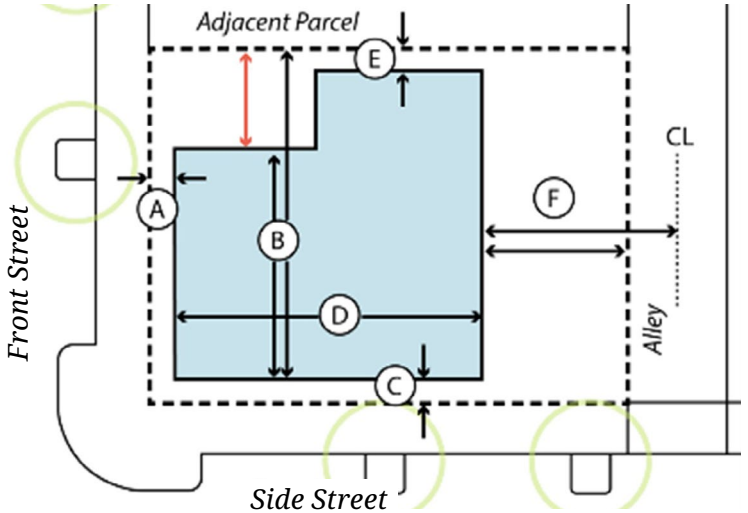
v. Specific to frontage outside of the Main St and Gateway Overlays: up to 70 feet of surface parking frontage may abut a street. Including sidewalks and any landscaping, the distance between buildings on either side of the surface parking shall be 100' or less. Any portion of the surface parking lot adjacent to the street—apart from any driveway width—must be set back 5 feet from the sidewalk, or as far back as the building face, whichever is greater. A wall or hedge that is between 3 and 3.5 feet in height must be located within this setback area, but shall be no closer than 1.5 feet to either the sidewalk or to the edge of the surface lot. Screening may be interrupted only for vehicular and pedestrian access & visibility.

vi. In select locations, and only if needed to support a new primary building(s) which is located in and meets the standards of the Main St and/or Gateway Overlays, up to 75% of the block's frontage may be surface parking. Allow locations are limited to: on the south side of Union St, between Maple Ave and Riverside Dr; on the north side of Rodriguez St, between Lake Ave and Beach St; and on the north side of Rodriguez St, between 2nd St and Riverside Dr. This surface parking shall be screened per **§ 6.5.A.3.a.v** and shall feature trees throughout the parking lot.

Table 6–4
Building Placement

		Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
A	**Front street build-to range, according to ground floor use:**			
	Non-Residential	0' – 10'		5' – 15'
	Residential	N/A	N/A	10' – 15'
	Retail-Ready	N/A	10' [2]	10' – 15'
B	**Front street buildout (min)**	100%		70%
C	**Side street build-to range** [1]	N/A	5' – 10'	
D	**Side street buildout (corner lots)** [1]	N/A	Must meet the build-to range for the first 40' behind the façade; outbuildings must be located on street side.	
Side and Rear Setbacks (min.)				
E	**Side yard**	0'		10% of lot width or 5', whichever is less[3]
F	**Rear (w/ alley)**	15' from the centerline of the alley		
F	**Rear (w/o alley)**	5'		5' [3]

1. Side street standards are only applicable to corner lots. See Standard 6.5.A.3.f for more.
2. Retail frontages in the Gateway Overlay may contain non-residential uses, but they may not contain ground floor residential dwelling units, per the Land Use Regulations (see Table 6–3).
3. See § 6.5.A.3.g–h for additional side and rear setbacks in the Downtown Neighborhood and Downtown Industrial Zones.



b. Parking and Vehicular Access. Apart from the exceptions stated above (**Standards 6.5.A.3.a.v** and **6.5.A.3.a.vi**), all surface parking shall be located behind the primary building, to the rear of the lot. Structured ground floor parking shall be set behind at least 30 feet of occupiable ground floor liner space. Vehicular access into the ground floor of a building, where allowed, comprises part of a building's frontage buildout and is regulated by **Section 6.5.E** (the Vehicular Access frontage type). Vehicular drives into a lot do not comprise part of the frontage buildout and are subject to the following standards:

i. They are not exceptions to the buildout percentage;
ii. They shall be no wider than 10' if one-way or 18' if two-way;
iii. They are not allowed in the Main Street overlay or anywhere an alley is present.

c. Building Orientation. Buildings, in order to property orient toward and engage the public realm, shall take access from and front the public realm per **Section 6.5.E.**

d. Front Setback and Encroachments. The design of the front setback area is regulated by **Section 6.5.E**. Allowed encroachments into the front setback are regulated in **Section 6.5.F**. Allowed encroachments into required side and rear setback areas are identified in *WMC Section 14.40.130*.

e. Exceptions to Required Setbacks and Build-To Ranges. The Director may grant exceptions to the standards of **Table 6–4** in the case of adaptive reuse of existing buildings, provided that the ground floor frontage is calibrated, to the extent practical, according to the standards and guidelines of **Section 6.5.E**.

f. Corner Lots. Side street standards are only applicable to corner lots. Corner lot applicants shall identify which street is their front street and which street is their side street, typically following the pattern of nearby blocks. Main St shall never be treated as a Side Street; frontage along Main St is always subject to the Front Street standards. For projects which comprise more than 60% of a block's area, that project shall treat all adjacent streets as Front Streets.



SURFACE PARKING—In some locations, a limited amount of surface parking is allowed in new development to abut a street in support of new active Downtown buildings. See standards 6.5.A.3.a.v. and 6.5.A.3.a.vi for where surface parking is an exception to buildout requirements.



VEHICULAR ACCESS INTO A BUILDING—Vehicular access into the ground floor of a building is a frontage type and is regulated by Section 6.5.E.



VEHICULAR DRIVE INTO A LOT—Vehicular drives are to be located and designed so as to preserve the beauty and function of a walkable Downtown environment. See Standard 6.5.A.3.b.

g. **Side and Rear Setbacks for New Residential Uses in the Downtown Industrial Zone.** Any new residential building in the Industrial Zone (where allowed by SUP per Section 6.4.A) shall be arranged so as to minimize adverse impacts on dwelling units from neighboring industrial uses. Any new residential unit shall be set back a minimum of 10' from the property line of any adjacent industrial use. This setback shall include landscaping and/or site walls (subject to §6.6.C.5) which minimize adverse impacts.

h. **Side and Rear Setbacks for New Industrial Uses.** Any new industrial building on a lot with a property line that abuts the Downtown Neighborhood Zone shall have a rear setback of 10' (min). This setback shall include landscaping and/or site walls (subject to §6.6.C.5) which minimize adverse impacts.

B. Building Height

1. Intent

These standards and guidelines are intended to implement the physical vision that is articulated in **Chapter 2**.

2. Applicability

The standards and guidelines of this section apply to all new buildings within the plan area.

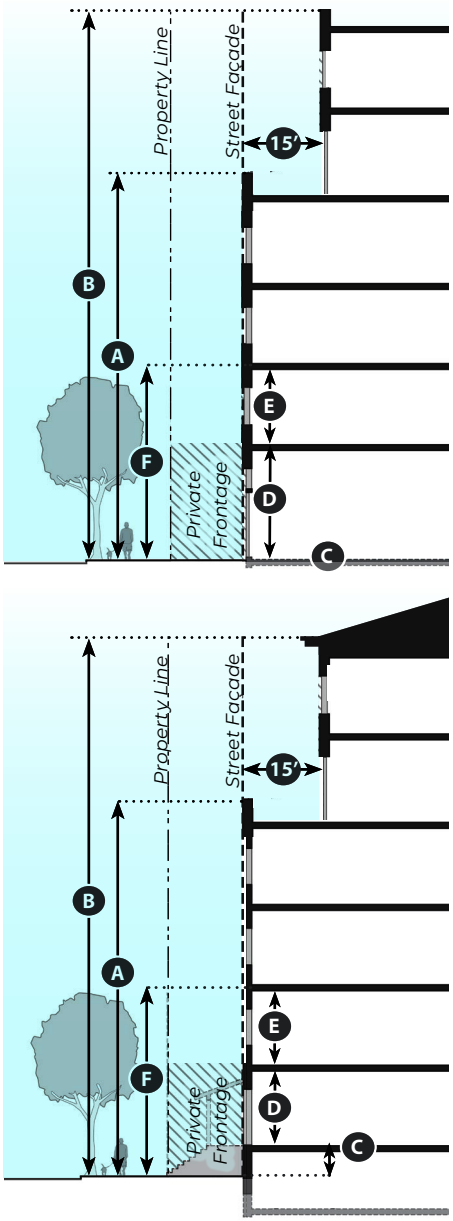
3. Standards

a. Building height and upper floor stepbacks shall conform to the standards of **Table 6–5**. Where applicable per the Regulating Plan (**Figure 6–1**), the Neighborhood Transition Overlay overrides the Zone for the first 100 feet from the nearest property line outside the Downtown Plan Area.

b. Throughout Downtown, Within 30 feet of the closest property line, buildings may not exceed one story more than the allowed height of a neighboring zone. For the purpose of this standard, "neighboring"

Table 6–5
Building Height

		Downtown Core	Downtown Neighborhood	Downtown Industrial	Neighborhood Transition Overlay [1]
Allowed Number of Stories					
A	Street Façade	2 to 4 stories; 30% of the length of the façade can be built up to 6 stories (max)	4 stories (max) [1]		3 stories (max)
B	Total Number of Floors	6 stories (max); 5th and 6th floors set back from the street façade a minimum of 15 feet	4 stories (max) [1]		3 stories (max)
Ground Floor Level (measured from level of exterior sidewalk)					
C	Ground Floor	0 feet	0 to 4 feet		0 to 4 feet
Floor Heights (min - measured from floor to ceiling)					
D	Ground Floor	12 feet	8 feet	12 feet	8 feet
E	Upper Floor	8 feet			8 feet
Building Base Height (min)					
F	Buildings up to 2 stories in height	14 feet	10 feet	12 feet	10 feet
F	Buildings 3 or 4 stories in height	16 feet			
F	Buildings 5 stories or more in height	25 feet			



1. See Standard 6.5.B.3.a.

shall mean a property abutting, directly across a street from, or directly across an alley from the subject property.

c. Except for retail-ready ground floors (**Section 6.5.E.7**) and accessible ground floors at sidewalk level, all residential ground floors shall be raised between 1.5 and 4 feet from sidewalk grade.

d. The ***building base*** shall be measured from the sidewalk grade to the (lower) cornice, string course, or horizontal plane break. In absence of any of these elements, the mid-point between the topmost point of the first-floor openings and the lowermost point of the second-floor openings shall serve as an upper reference point.

e. Upper-floor terraces and rooftop decks are allowed.

f. The upper floor setback area may be covered by an open structure—such as a ***trellis*** or ***upper floor loggia***, shown below—with a front façade that is no more than 10% solid, excluding any parapet wall height.

g. Ground floor units throughout the Downtown Core shall be 12' feet tall, floor to ceiling, and designed so that future compliance with the *Americans with Disabilities Act of 1990 (ADA)* for commercial use is not precluded. See the Retail-Ready frontage type in **Section 6.5.E.7**.

h. Specified architectural elements may exceed the height limit in accordance with *WMC Section 14-40-100*.

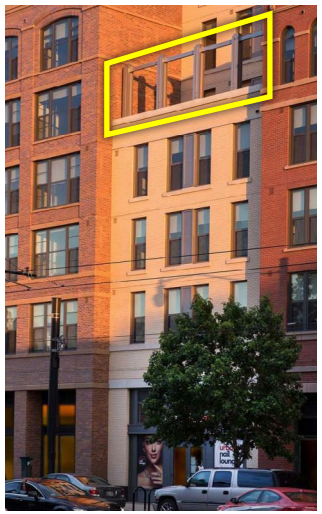
i. Pitched roofs, if provided, should be symmetrical, and sloped no less than 4:12, except that roofs for porches and other attached shed roofs which should be no less than 2:12. Gables facing the public realm should not exceed 30 feet in width.

BUILDING BASE—Highlighted in blue below are the bases of buildings. Building base heights are regulated in **Table 6–5**.



OPEN STRUCTURES IN UPPER-FLOOR SETBACKS—The upper floor setback area may be covered a trellis (right) or upper floor loggia (left), outlined in yellow below.





C. Building Massing

1. Intent

The standards in this section are intended to ensure that new large developments do not have massive, monolithic façades that feel overbearing to pedestrians. This is mitigated by requiring large developments to create the look and feel of multiple smaller buildings despite being a single large development. This will reflect the rhythm and scale of the historic Downtown. New buildings whose primary building façade exceeds the length listed under *Applicability* in **Table 6–6**, which varies by Zone, shall be divided into smaller 'Massing Increments' with maximum lengths in accordance with **Table 6–6**. Massing Increments are visually discrete design compositions that are: a) distinguishable from each other and b) have a coherent look and character from the ground to the top of the façade. Not only does subdividing a long building façade make for a more dynamic and interesting streetscape, but it makes the building more resilient. Should the market change in the future, the building can be configured to be easily modifiable by Massing Increments. Changes can be made incrementally in this way, in order to meet the needs of different tenants or to adapt to other uses. Buildings that take this more sustainable approach are a better investment because they tend to last longer, as opposed to conventional developments that get completely demolished and replaced in order to start over. Massing Increments in the Downtown Core and Downtown Industrial zones shall be differentiated from each other in accordance with Section **6.5.C.2.a**; Massing Increments in the Downtown Neighborhood zone shall differentiated from each other in accordance with **Section 6.5.C.2.b**.

If a project is less than the length identified in **Table 6–6** under *Applicability* for its zone, its façade does not need to be broken into multiple Massing Increments.



INTENT: New development must reflect massing increments (B) which relate to the widths of existing buildings in Downtown Watsonville, such as the Mansion House (shown above).



AVOID: This façade would feel inappropriately massive and monotonous in Downtown Watsonville. Façades whose overall length (A) exceeds that listed under *Applicability* in **Table 6–6** need to be broken into multiple Massing Increments.

Table 6–6 Massing Increment Dimensional Standards	Downtown Core	Downtown Neighborhood	Downtown Industrial
A **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 **Massing Increment (max.)**	100'	60'	100'
C **Façade height difference between Massing increments (min.)**	10% of lesser façade height	10% of lesser façade height	10% of lesser façade height
D **Building base height difference between massing increments (min.)**	2'	2'	2'
E **Upper floors setback (min.)** Distance set back from the primary façade	10'	10'	10'
F **Bay width**	15'–30' (see **Section 6.5.D** for more on bays)		
G **Gap between Massing Increments (min.)**	N/A	16' wide by 20' deep	N/A

2. Standards

a. Downtown Core and Downtown Industrial. Massing increments within the Downtown Core and Downtown Industrial Zones shall be differentiated in the following ways:

i. The façade height of each massing increment—as measured from the adjacent sidewalk level to the eave, cornice, or parapet—shall differ from the façade height of its neighboring massing increment(s) per **Table 6–6**. Upper floors which are set back from the primary façade per the 'upper floor setback' listed in **Table 6–6** are not considered part of the façade height. The resulting setback area may be covered by an open structure—such as a trellis or upper floor ***arcade***—with a front façade that is no more than 10% solid, excluding any parapet wall height (Illustrated in **Section 6.5.B**).

1. A ***forecourt***—subject to the standards in **Section 6.6.E.3**— satisfies this standard as the façade height at the forecourt is effectively 0'.

ii. The height of the building base—as defined in **Standard 6.5.B.3.D**—of each Massing Increment shall differ from the building base height of neighboring Massing Increment(s) per **Table 6–6**.



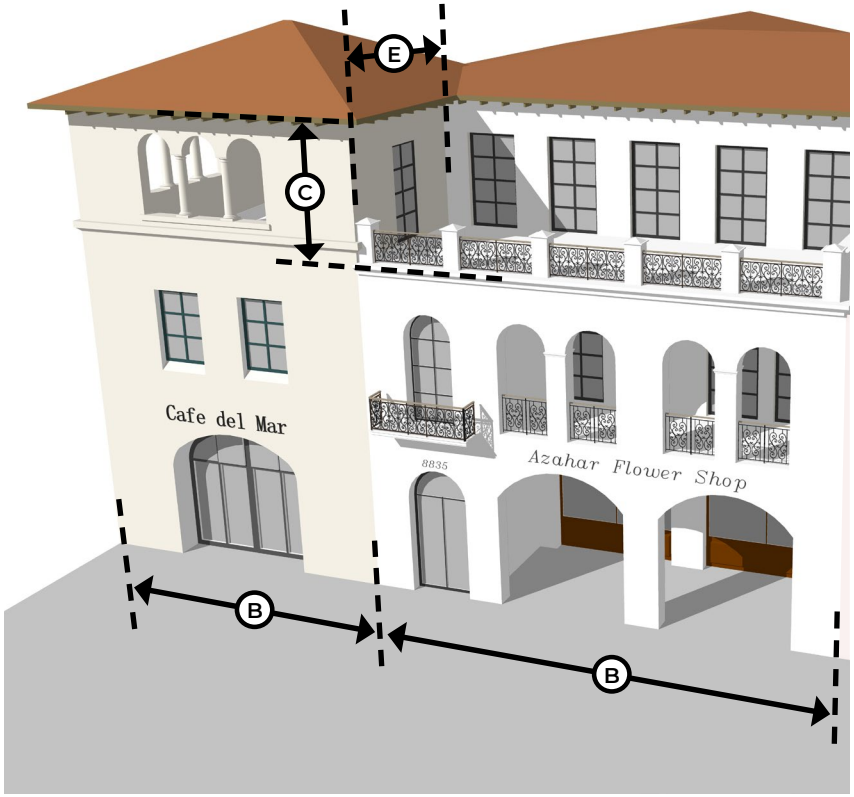
1. A ***forecourt***—subject to the standards in **Section 6.6.E.3**— satisfies this standard as the building base height at the forecourt is effectively 0'.
2. Exception: If all upper floors above the building base are set back to create an upper-level forecourt (see the precedent below), the building base height of the module which contains the upper-level forecourt may match its neighbors.

iii. Façade elements—such as openings and balconies that are typically vertically organized into bays —shall not overlap the division between Massing Increments. The entire façade composition must be contained within its massing increment.

iv. Only one massing increment design may be repeated on the same project elevation. Repeated massing increments may not be immediately adjacent to each other. A repeated increment may appear a maximum of 3 times on the same project elevation.

v. A clearly noticeable difference in façade material is encouraged but not required.

vi. Any other differentiation that meets the intent of the standard is encouraged.



UPPER FLOORS SET BACK—The upper level of the right portion of the building is set back (E) in order to create an adequate difference in façade height (C) between the two Massing Increments (B).



UPPER-LEVEL FORECOURT—All upper floors above the building base are set back to create an upper-level forecourt which creates an adequate differentiation between Massing Increments (B).

b. Downtown Neighborhood. Massing Increments within the Downtown Neighborhood Zone shall be differentiated in the following ways:

i. Massing Increments shall be separated by a gap (G) of no less than 16' wide by 20' deep, per **Table 6–6**.

ii. Only one massing increment design may be repeated on the same project elevation. A repeated increment may appear a maximum of 3 times on the same project elevation.

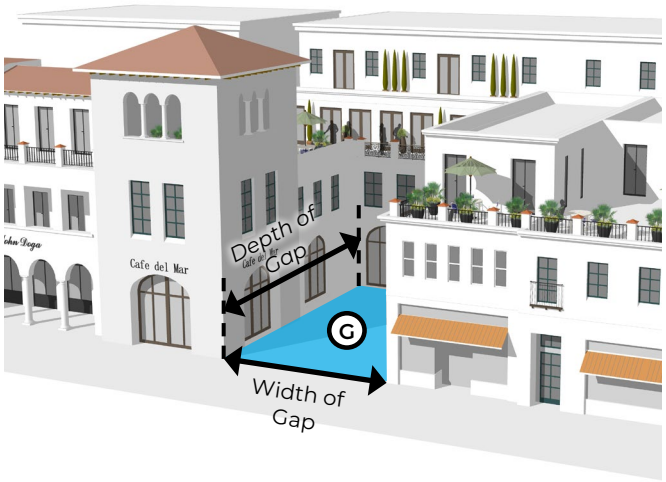
iii. Architectural style variation between massing increments is encouraged to reinforce a pattern of individual, neighborhood-scale buildings, to better fit in with existing buildings in this zone.

iv. The use of pitched roofs are encouraged to further relate the buildings to the residential neighborhood scale.

v. Any other differentiation that meets the intent of the standard is encouraged.

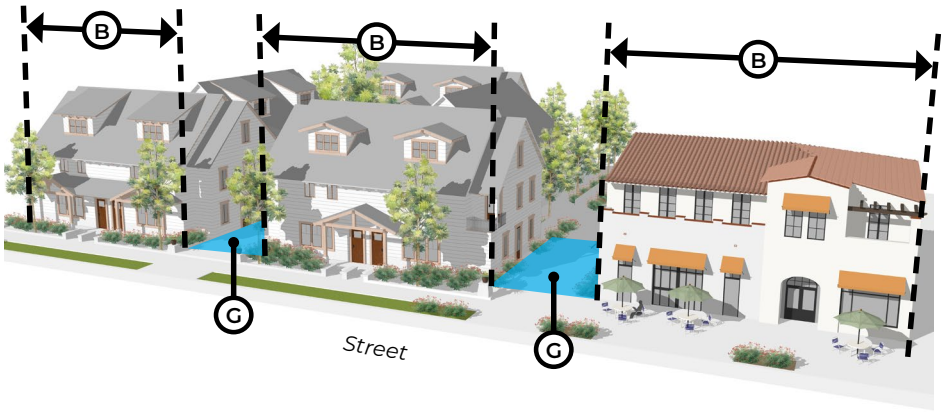
vi. Gaps between massing increments may—but are not required to—serve as entries to paseos, courts, side yards, or any other on-site open space. Gaps may also serve as small courts or yards and be surrounded on all sides by building, as illustrated below.

EXAMPLE—This Gap between Massing Increments serves as a small forecourt, surrounded on all sides by building.

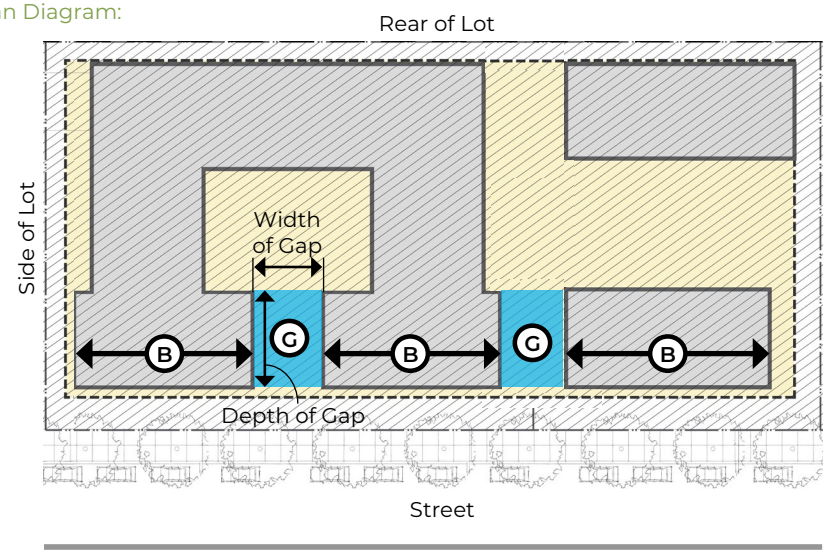


MASSING INCREMENTS IN THE DOWNTOWN NEIGHBORHOOD

Perspective View:



Plan Diagram:



Property Line

Property

Buildable Area

Building Footprint in Downtown Neighborhood zone

B Massing Increment (See **Table 6–6** for dimensions)

G Gap between Massing Increments (See **Table 6–6** for dimensions)

D. Façade Design

Building façades are the walls of the outdoors rooms of the community. In order to appropriately reflect and evoke the heritage of Downtown Watsonville as a town-scale traditional district, new façades should reflect the historic patterns and sensibilities.

1. Façade Composition Standards

a. Façade elements shall be organized by a grid. Patterns of openings within each individual façade or Building Increment—when required per Section 6.5.C—shall be organized into a grid per the standards below.

i. **Horizontal alignment of elements.** Rooflines, openings, and materials within each façade or façade module must align horizontally, and be generally consistent in style across the entire width.

ii. **Vertical alignment of openings into bays.** The entirety of a building's façade or Massing Increment shall be clearly divided into vertical bays, subject to the following standards:

1. Façade bays shall extend from the ground to the top of the façade.
2. Each bay must be between 15' and 30' wide.
3. Openings shall be stacked within bays as illustrated below. Openings should typically be arranged symmetrically within bays.



FAÇADES ORGANIZED BY A GRID of floors and bays. Each bay in this example features a shopfront on the ground floor with 1 or 2 columns of upper floor windows stacked above. This pattern is especially appropriate for the Downtown Core.



b. Buildings shall have a base, middle, and top.

i. The building base should read as visually supportive, with materials that appear solid and strong. Building base heights are scaled to the size of the building; their height is regulated alongside building heights in Section 6.5.B. The building base is the primary portion of the façade observed from the street, so it should feature details and materials which are pleasing to the pedestrian. The building base should be differentiated from the rest of the façade—whether by a string course, change in material, change in type of openings, or a combination of these elements.

ii. The middle of the building features floors which should be generally repetitive, with only minor variations between each floor.

iii. The top of the building should feature some form of capping element(s), such as a cornice, enhanced ornamentation, or a decorative parapet. In larger buildings, such as the Lettunich Building shown below, the upper floor may be visually incorporated into the building top.

2. Façade Fenestration Standards

a. Façades shall be designed with fenestration—openings on the façade, including windows and doors—in the amounts identified by **Table 6–7**.

i. Fenestration amount is calculated as a percentage of openings—including all windows and doors on the façade—to an area of façade. Each portion of the façade grid, as defined in the **Section 6.5.D.1.a**, must have a fenestration percentage which falls within the range identified by **Table 6–7**. This is illustrated in the façade diagram to the right.

ii. Per **Table 6–7**, the required fenestration amount varies by Zone and Overlay (where applicable) and by location on the façade.

b. General to all floors:

i. Except for shopfront or bay windows, all glass should be set in a minimum of 4 inches from the main façade plane.

ii. Windows should have an external reflectance of less than 15%, and a transparency higher than 80%. Opaque windows are prohibited.

iii. Non-operable shutters—known as 'faux shutters'—are discouraged.

iv. The horizontal distance between wall openings should not exceed 15 feet within a façade or massing increment.

v. Exterior doorways count as fenestration when calculating percentage of fenestration of a façade.

c. Specific to ground floors:

i. The façade area of the ground floor is the first ten vertical feet of a building, multiplied by its width.

ii. When ground floor façades have over 90% glass, the illusion of the upper floors resting on a glass box must be avoided. Structural elements should be visible in order to show that the upper floors are supported, whether it is by slender steel column or piers framing or in front of clear glass, or more substantial masonry piers between display windows.

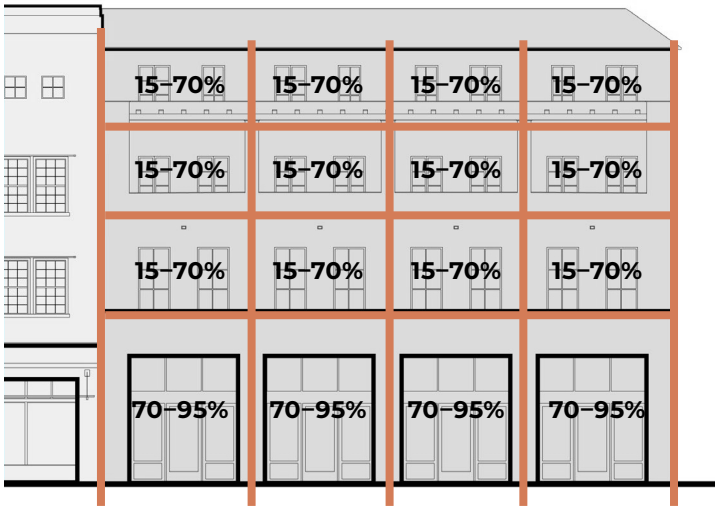
iii. Bedroom and bathroom windows are not allowed on the ground floor façade along any new or existing street.

iv. Display windows which block views into interior spaces may only comprise up to 25% of the required fenestration.

Table 6–7 Fenestration Requirements

	Downtown Core			Downtown Neighborhood	Downtown Industrial
	Main Street Overlay	Gateway Overlay	Elsewhere in Zone		
Ground Floor	70% – 95%	50% – 95%	35 – 95%	35 – 90%	25 – 90%
Upper Floors	15% – 70%				

FENESTRATION—Each portion of the façade grid must meet the applicable fenestration requirement. This example displays Main Street Overlay requirements.



v. Ground floor window sills should be no more than 5' above the grade of the sidewalk.

vi. **Section 6.5.E** establishes further ground floor fenestration requirements, beyond the base standards in **Table 6–7,** to create a balance between privacy and transparency according to frontage type.

d. Specific to upper floors:

i. Wall openings should generally not span across stories (vertically) or bays (horizontally).

ii. Upper-floor wall openings should be taller than they are wide.

3. Parking Structure Façade Standards

a. Parking structures shall either be designed with façades that meet the standards of **Sections 6.5.C** and **6.5.D**, or be faced by art walls (murals, decorative or sculptural material, etc.) by the approval of the Director.

b. The façades of parking structures should fit into the urban context, and when not faced by art walls, they should look similar to any other Downtown building.

c. **Future-Proof Parking.** Parking garages which can easily convert to accommodate other uses—such as offices or housing—if and when the need for parking diminishes, are encouraged. Features which enable such 'future-proof' flexibility include:

i. Level floors, apart from necessary ramps

ii. Floors with 8' minimum clear height from floor to ceiling

d. **Ground floor façade.** Per **Standard 6.5.A.3.b**, structured ground floor parking must be set behind at least 30 feet of occupiable ground floor liner space. Vehicular entries are subject to the standards of **Section 6.5.E.10**.



The façade of the existing parking structure at the corner of Beach and Rodriguez Streets in Downtown Watsonville is organized like a typical Downtown building and the ground floor is lined with occupiable space.



This parking structure is designed like a typical Downtown Building, and any ground floor parking is set behind commercial space with shopfronts lining the street. This building could easily accommodate other uses—such as



This garage façade features attractive architectural detailing.



This parking structure is designed like a typical Downtown building.

4. Façade Materials

a. Fiberglass or plastic (false) architectural elements or ornamentations are discouraged.

b. Materials used on shopfronts should be smooth and non-abrasive to touch.

c. Rough-cast and sand-finishes are discouraged on all building surfaces that are visible from a street.

d. Where more than one material is used for the façade, the heavier material must be used below the lighter material (e.g. brick below siding, not vice versa).

e. Modulations, color schemes, balconies, and other façade elements should be consistent within an individual façade or within an individual Building Increment, when required per Section 6.5.C.



Fiberglass classical ornamentation and poorly applied.



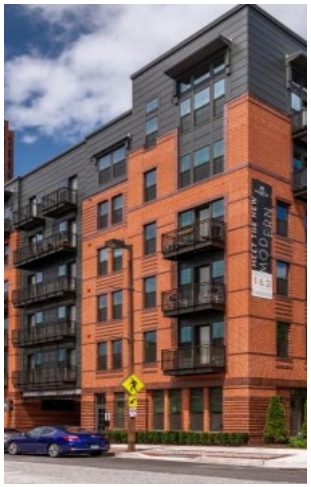
Rough-cast finish.



Sand-finish.



Heavy stone used below lighter siding material.



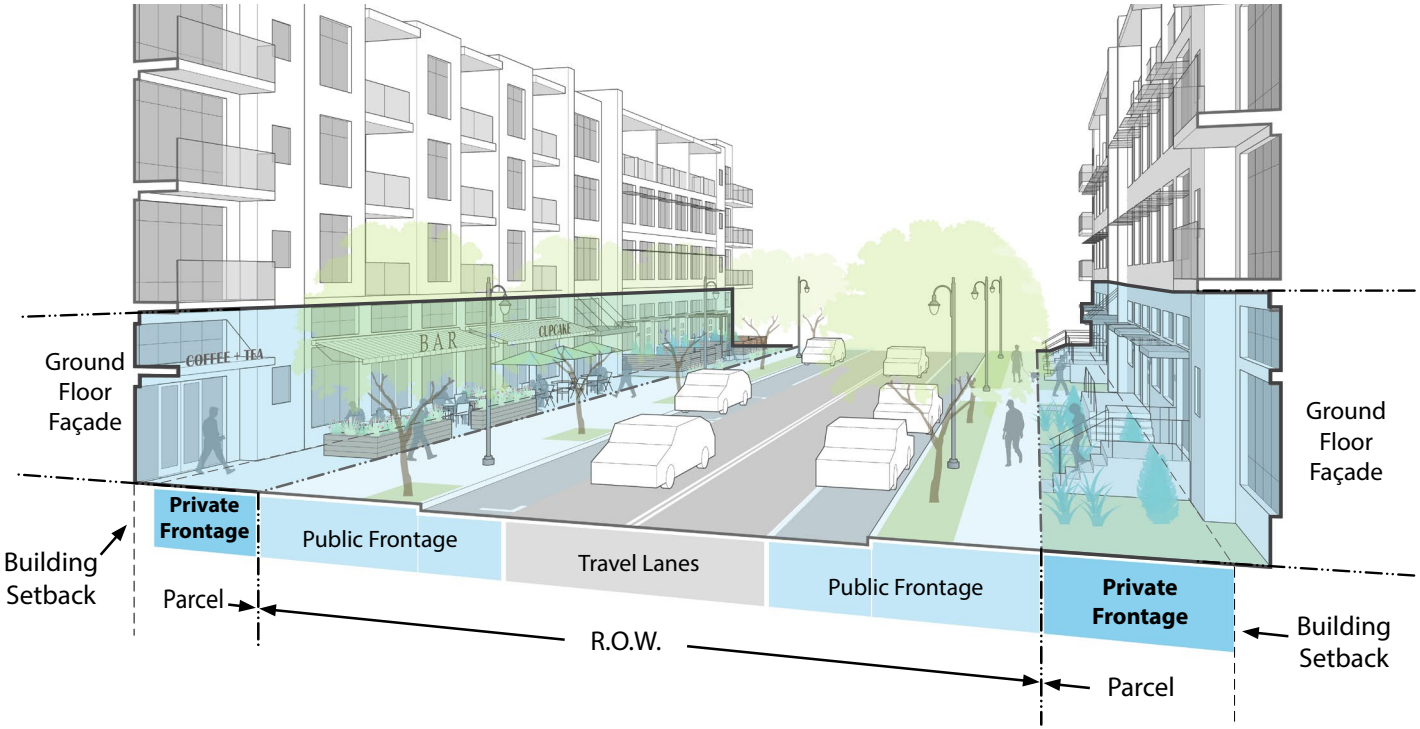


Materials and design are consistent within each Building Increment.

E. Private Frontages: Building Access and Ground Floor Design

1. Intent

Downtown Watsonville is to be an active, pedestrian-oriented urban environment that is comfortable, safe, and easy to navigate by foot, bicycle, or any mode of vehicular transit. As such, careful attention must be given to the way that buildings shape and front Downtown's network of public streets, paseos, and open spaces—also known as the "Public Realm." The space between the travel lanes of a street and the building, and including the building's ground floor façade, is defined as "frontage." In order to create a high-quality urban environment, the design of that frontage must be calibrated to the ground-floor use of the adjacent buildings and to the unified Downtown character envisioned in this Plan. Frontages must be designed to provide an appropriate degree of privacy or transparency relative to the needs of the public-facing ground-floor use. Commercial shops and spaces rely on more exposure for their success, while ground-floor residences need added privacy so they aren't forced to close their blinds and can therefore provide encourage "eyes on the street." This section provides the design standards and guidelines for the private portion of this frontage, while Chapter 4: Public Realm & Transportation provides strategies and recommendations for the public right-of-way.



2. Applicability

The standards and guidelines of this section apply to any new building or façade renovation along a street or public open space in the Downtown Plan Area. The entire ground floor façade facing a public street or public open space is required to consist of the frontage types allowed in this section.

Private Frontages are defined as the ground floor building façade and the area between that façade and any property line along a street or public open space. This area serves as the transition and interface between the building interior and street environment. **Table 6–8** identifies six Private Frontage Types which are regulated by Overlays, with design standards and guidelines for each type provided on the following pages. These frontage types can be used in combination with encroaching architectural elements that will be noted under each frontage type.

Table 6–8 Allowed Frontage Types by Overlay	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Shopfront	Yes	Yes	Yes
Common Entrance / Lobby	Yes[2]	Yes	Yes
Retail-Ready	No	Yes [1, 3]	Yes [1]
Ground Floor Office	No	Yes [1]	Yes
Ground Floor Residential	No	No	Yes [1]
Vehicular Access	No	Yes	Yes

1. Allowed only if a conditional use permit is acquired where necessary for the corresponding ground floor use. See **Section 6.4.A**.

2. Common entries and small lobbies are allowed in Main Street Overlay Zone, but must look like shopfronts, with clear glass fronting the street. Lobbies should comprise no more than 20% of the frontage, the remaining length being shopfronts.

3. Retail-ready frontage within the gateway overlay is not permitted to contain residential dwelling units, per Section 6.4: Land Use Regulations.

Table 6–9 Frequency of Pedestrian Entries	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Frequency of Building Entries (max. distance between entrances)	50’	50’	75’

3. Building Access

A key role of private frontages is to provide pedestrian access from the public realm into the building. The following standards apply:

a. Access occurs via one of the allowed frontage types per **Table 6–8**.

b. All buildings must take primary pedestrian access from the public sidewalk or from private on-site open spaces (see **Section 6.6.E**) that directly connect to public realm.

c. Pedestrian entrances into residential units may not be located more than 250 feet from the tenant/visitor parking space(s) assigned to that unit, as measured along walking paths.

d. Frequency of Pedestrian Entries. The quantity of building entrances on a street has a drastic effect on the perceived liveliness of a street. The frequency of entrances is regulated by **Table 6–9**.

e. Vehicular Access. Where an alley is present and provides vehicular access to a lot, that lot shall take rear vehicular access (as necessary) and may not take vehicular access from the street. See **Section 6.5.E.10** for the Vehicular Access frontage type.

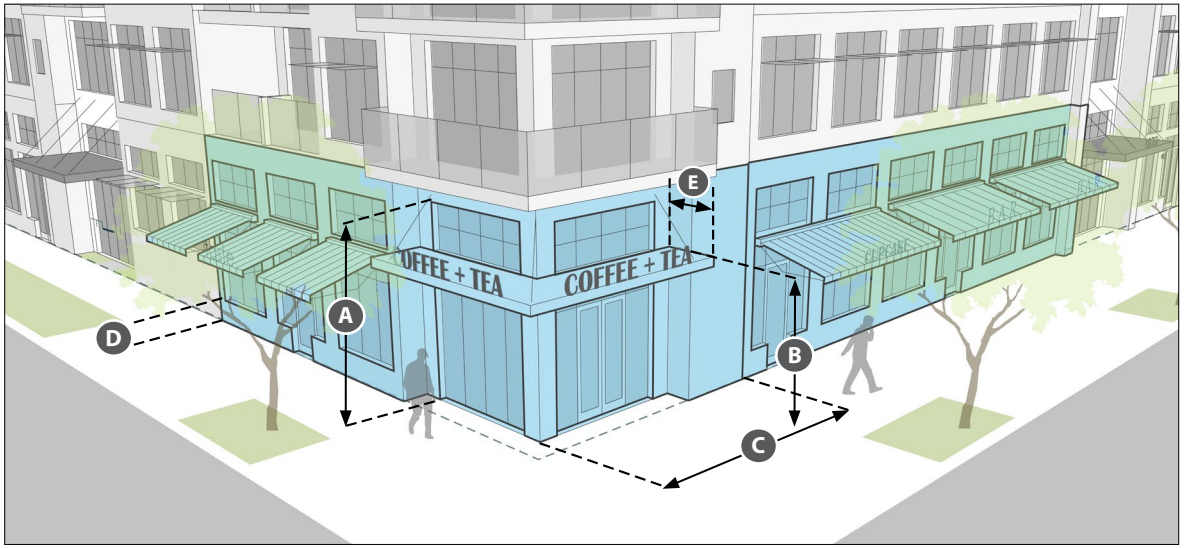
4. Frontage Types

The following pages provide design standards and guidelines for the allowed private frontage types in Downtown. The standards specific to each frontage type apply wherever such type occurs.

5. Shopfronts

Shopfronts are characterized by large ground floor openings, including windows and entries, which provide transparency and connection between the public realm and ground floor uses such as shops and restaurants. The primary entrance is typically at sidewalk grade, unless ADA accessibility is accomplished by other means, and provides direct access to the ground-floor use. The basic architectural elements comprising the storefront are large clear windows, doors with glass, and transom windows. If shopfronts have a setback, the setback is typically treated as an extension of the sidewalk.

Figure 6–2 Shopfront



Design Standards

a. Shopfront openings shall be organized into bays, with upper floor windows stacked above, per the standards **Section 6.5.D**.

Design Guidelines

b. Where permitted, shopfronts may be used in combination with ***Galleries*** or ***Arcades,*** or where the setback is sufficient and context is appropriate, in combination with a ***Dooryard***, ***Terrace***, or ***Porch*** (see **Section 6.5.F** Encroaching Architectural Elements).

c. Ground floor windows should have a minimum transparency of 80% and an external reflectance of less than 15%.

d. If a shopfront is recessed or otherwise setback, and is not designed in combination with a ***Dooryard***, ***Terrace***, or ***Porch*** (as allowed in **Section 6.5.F**), the resulting setback should be designed as a seamless continuation of the sidewalk, not as a landscaped area or buffer. Where permitted, this area may be used for outdoor dining and merchandising.

e. All shade should be provided on the exterior of the building; the majority of the interior space should be visible from the right of way.

f. With minor exceptions, all shopfront openings should provide visibility into the interior space, and not be visually obstructed by signage, merchandising racks, storage shelves, etc.

g. Window sills of non-entry bays should be no higher than 2 feet from adjacent sidewalk grade.

	Design Guidelines	MIN	MAX
A	Height to top of transom	12’	16’
B	Height to bottom of canopy / awning	8’	10'
C	Width of each shopfront bay	10'	25’
D	Height of shopfront base	1'	3'
E	Awning/Canopy Depth	4’	-

6. Common Entrance / Lobby

Common entrances and lobbies, like shopfronts, should have a strong connection to the public realm. While not always open to the wider public, they are spaces that are shared by all tenants which rely on them for building access. Access to individual units (ground and upper floors) is provided via a shared hall/corridor within the building.

Figure 6–3 Commercial Common Entrance / Multiple Floor Lobby

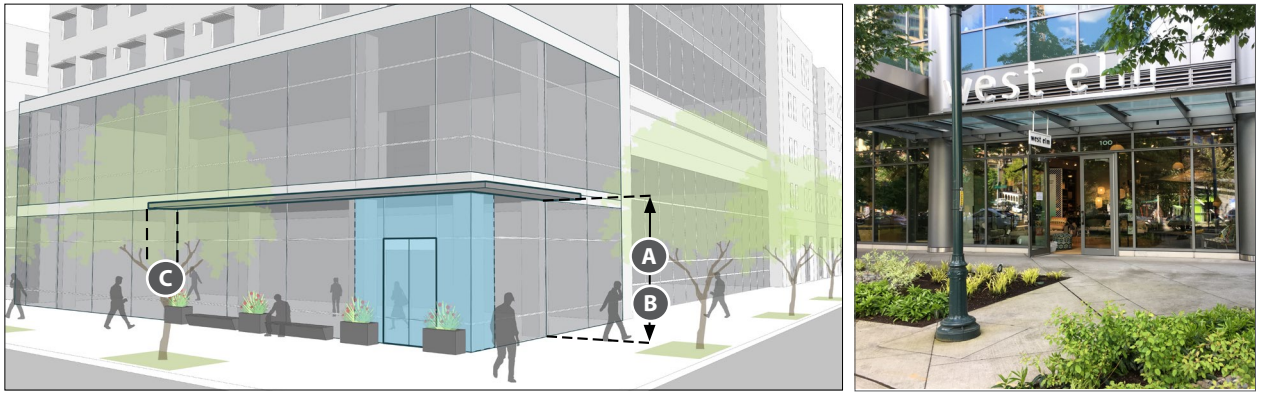
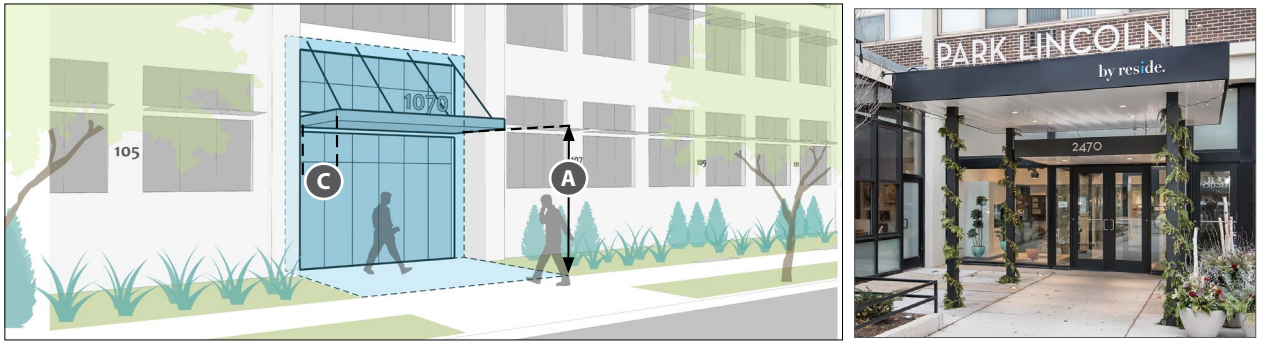


Figure 6–4 Residential Common Entrance/Lobby



Design Guidelines

a. Common entrances should be conspicuous and designed as a focal-point of the ground-floor façade. Designs that engage multiple floors and/or help modulate the façade of the main building are encouraged (See also **Section 6.5.C/D** for Building Massing and Façade Design Standards and Guidelines).

b. Lobbies should be visible from the public right of way. Ground floor windows shall have a transparency higher than eighty percent and an external reflectance of less than fifteen percent. Window sills may be no higher than 2 feet from adjacent grade. All shade should be provided on the exterior of the building. See **Section 6.5.D.2** for more fenestration requirements.

c. In some cases, a Common Entrance may include or be combined with a semi-private yard or open space to provide a comfortable, attractive outdoor public transitional space that allows congregation off of the sidewalk, standards for which are provided in **Section 3.10** Site Standards.

d. Common entrances may also be used with a Porch, Dooryard, Terrace, Arcade, or Gallery (See **Section 3.6.5** Encroaching Architectural Elements).

	Frontage Element Recommendations	MIN	MAX
A	Height to top of transom	10’	20’
B	Height to bottom of canopy/awning	8’	-
	Distance to back of sidewalk	-	20’
	Area of outdoor space*	80 sf	-
C	Awning/Canopy Depth	4’	-

* *Does not include public R.O.W.*

7. Retail-Ready

Retail-Ready frontage is a versatile type that might host office or residential uses (where permitted) in the near-term and be easily converted into shopfronts in the future if the market improves for commercial uses.

Design Guidelines

- **a.** The ground floor should be at or with 6" of the level of the sidewalk, to allow ADA access to the entry with little to no ramp necessary.
- **b.** The ground floor fenestration amount should be between 50% and 95%.
- **c.** The setback should be designed and landscaped to provide privacy when the frontage hosts uses which require privacy, such as residences or offices.
- **d.** When in residential use, ground floor bedroom and bathrooms windows are prohibited along the front façade.
- **e.** When in retail use, if a dooryard or terrace is not used and the entry is at ground level, the setback is typically treated as an extension of the sidewalk.
- **f.** When in retail use, the ground floor fenestration should be transparent and provide visibility to the interior spaces per **Section 6.5.E.5** Shopfronts.

Figure 6–5 Retail-Ready Dooryard

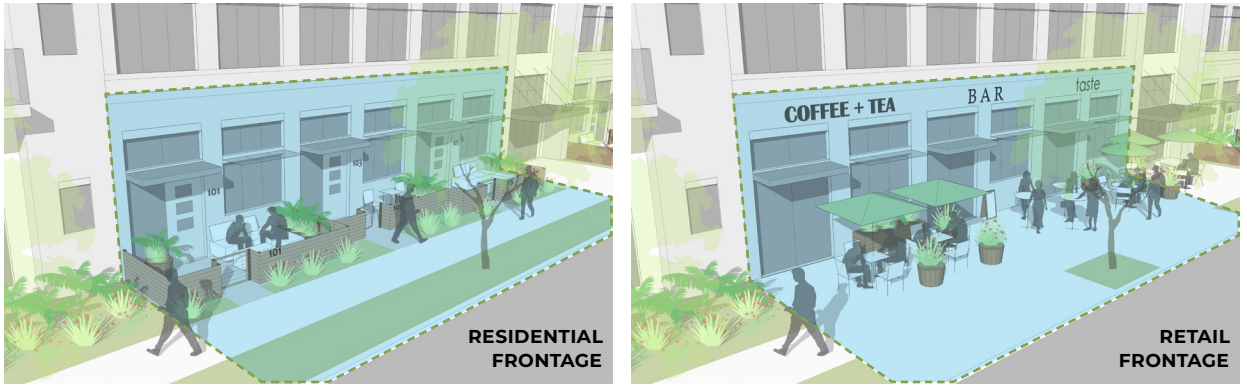


Figure 6–6 Retail-Ready Terrace





8. Ground Floor Office

The private frontages of ground floor offices, where allowed in Downtown, must be carefully designed to ensure that they appropriately contribute to the active public realm environment of downtown. Like ground floor residential, they typically require some level of privacy, but they still have the opportunity to give life to the street.

Figure 6–7 Office Common Entrance / Multiple Floor Lobby

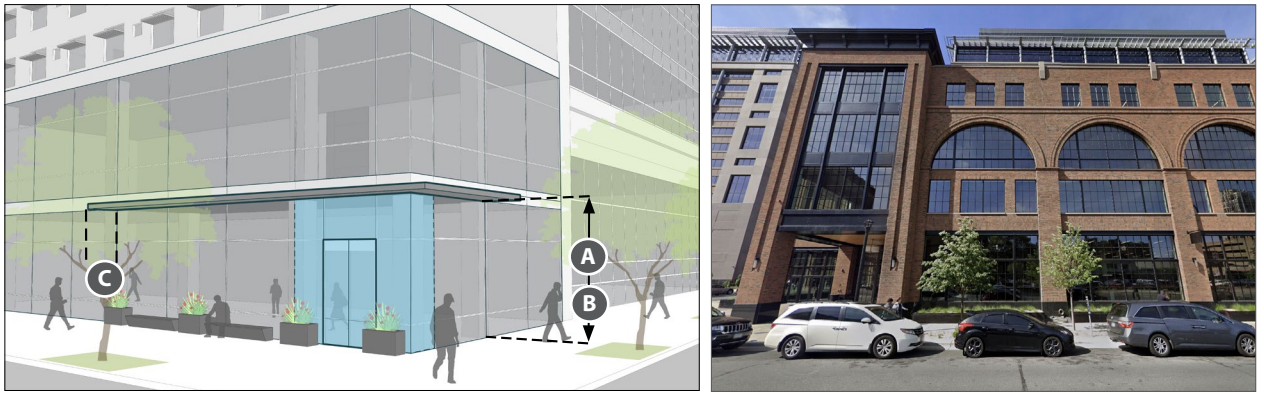
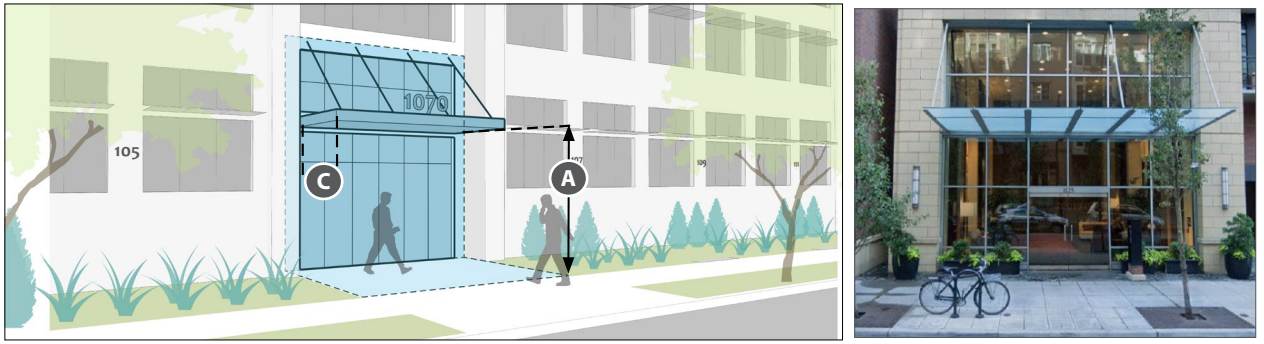


Figure 6–8 Office Common Entrance/Lobby



Design Standards

- **a.** When located in the Gateway Overlay, ground floor offices shall conform to all Retail-Ready standards and guidelines.
- **b.** Fenestration shall be calibrated according to overlay. See **Section 6.5.D.2** for more information.

Design Guidelines

- **c.** In general, the most public-friendly office functions such as reception and waiting area or office amenity space should be located closest to the primary façade. Areas for private functions, such as examination rooms, should not be located on the primary façade.
- **d.** Ground floor offices may take access directly from the sidewalk and/or from a Common Entrance or Lobby (See **Section 6.5.E.6**).
- **e.** The setbacks of ground floor offices at or near the level of the sidewalk may feature a dooryard or simple landscaping, or they may be designed as extensions of the sidewalk if privacy is not desired. Raised ground floor offices may use a Terrace, Porch, or Stoop. See **Section 6.5.F** Encroaching Architectural Elements.

Table 6–10 Common Entrance / Lobby

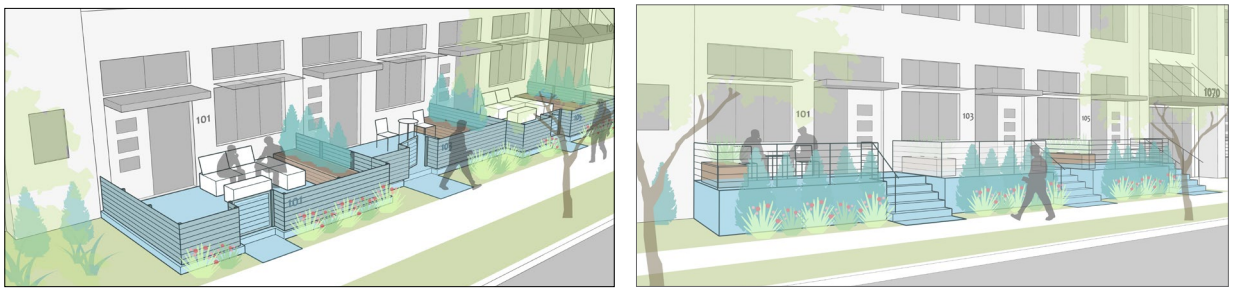
	Frontage Element Recommendations	MIN	MAX
A	Height to top of transom	10’	20’
B	Height to bottom of canopy/awning	8’	-
	Distance to back of sidewalk	-	20’
	Area of outdoor space*	80 sf	-
C	Awning/Canopy Depth	4’	-

* *Does not include public R.O.W.*

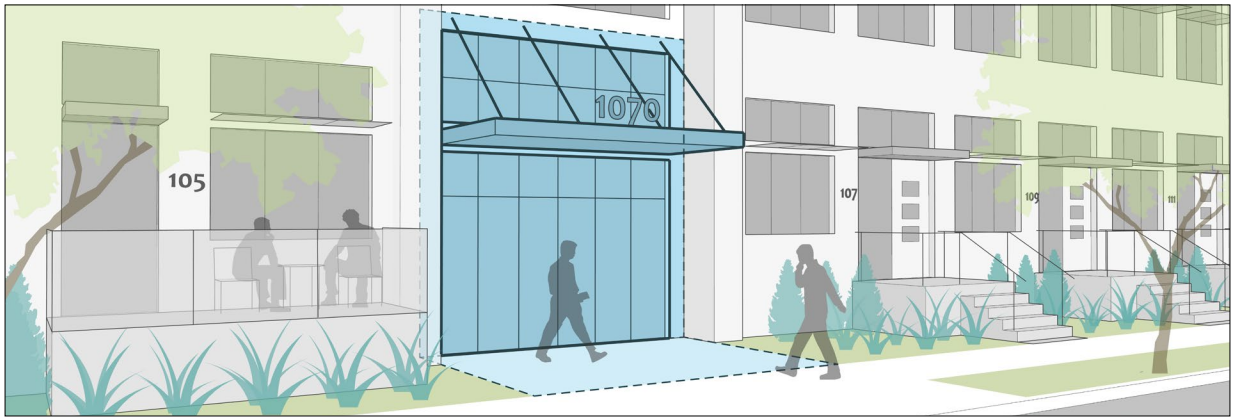
9. Ground Floor Residential

Ground Floor Residential frontages provide a transition from the public sidewalk to semi-private or private space. These frontages moderate the balance the privacy needs of the residential unit with the need to provide eyes on the street to ensure a safe and activated public realm environment. Accordingly, the closer the the ground floor façade is to the street, the more carefully designed the frontage must be. Ground floor units are either entered through a common entry (such as an entry lobby or shared private court) or directly from the public sidewalk, typically through a transitional entry element such as a dooryard, porch, terrace, or stoop.

Figure 6–9 Ground Floor Frontages and Entry Type Variations



DIRECT ENTRY TYPES (DOORYARD AND TERRACE)



COMMON ENTRY

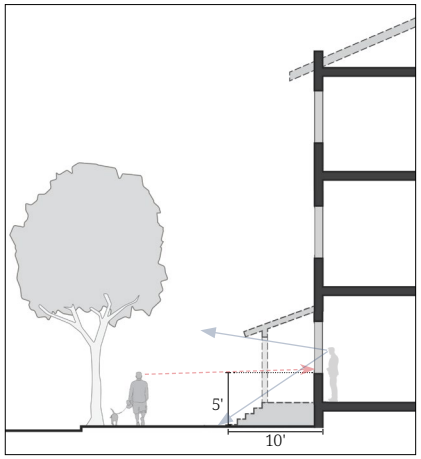
Design Standards

- **a.** For required residential setback requirements see **Section 6.5.A** and **Table 6–4** Building Placement.
- **b.** See Section **6.5.D** and **Table 6–7** Fenestration for residential fenestration standards.
- **c.** Ground floor bedroom and bathrooms windows are prohibited along the front façade in the Downtown Core.
- **d.** If access to ground floor units is directly from the public sidewalk, entry may be provided via a Dooryard, Terrace, Porch, or Stoop. See **Section 6.5.F** Encroaching Architectural Elements.
- **e.** If direct access is not provided, entry may be via a Common Entry with shared passageways.

Design Guidelines

- **f.** Privacy for ground floor residential spaces is achieved through a combination of elevation, landscape, and setbacks. Residential units with direct entries should have a first floor level that is 1.5' to 4' above the level of the sidewalk, unless the units is meant to be ADA accessible or Retail-Ready.
- **g.** Windows on ground floor residential are typically similar to those found on upper floors of the façade.
- **h.** Ground floor bedroom and bathrooms windows are should not be located along the front façade anywhere in Downtown.

Figure 6–10 Pedestrian and Resident Interface



The raised elevation of the ground floor from sidewalk level, and taller ground floor sill heights (generally above eye-level), allow residents to overlook the street outside, while preventing passers-by from seeing into private interior spaces.

i. Privacy Modulation. The distance from the sidewalk to the façade and first floor windows is used to maintain a balance between resident comfort level and neighborhood security and activity. The closer a residential unit is to the sidewalk, the higher the ground floor elevation should be to maintain a sense of privacy. See **Table 6–5** for ground floor height standards. However, this height is affected by ground floor fenestration standards. See **Section D.2.C.V** for more information.

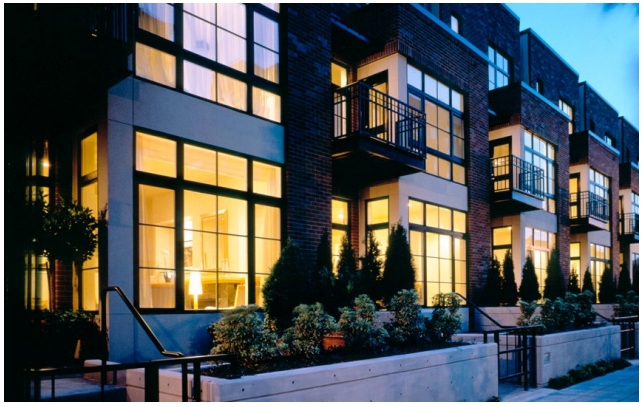
PRIVACY MODULATION EXAMPLES



Shallow Setback (Very Urban Condition) The façade is close to the sidewalk (less than 5ft), so the unit's ground floor is raised high enough that pedestrians must look up to see into the interior. The opaque front door and the landscaping is used to ensure privacy. However, the lower bushes and ground cover soften the wall in a nod to the neighborhood context.



No Setback (Atypical Urban Condition). The façade is immeditaly at the back of walk, but window sill height is above eye level of the passerby, maintaining privacy within the unit while allowing the tennant to overlook the street.



Comfortable Setback/Elevation (Typical Urban Condition). The combination of modest setbacks and ground floor elevation - in the form of semi-private dooryard/terraces - provides sufficient privacy and a comfortable buffer between the sidewalk and large glass openings of the living room, with more private bedrooms on the second floor.



Generous Setback (Less Urban Condition). These ground-floor units are at-grade with the sidewalk, with low sill-height. In this case, generous landscape setbacks (15ft) provide a sufficient privacy buffer from the street allowing residents to look out onto the public realm.

10. Vehicular Access

Vehicular Access frontages are entries for vehicles into the ground floor façade of the building. They typically provide access to parking garages or through a building to rear service areas or surface parking. Because of their utilitarian nature, their design is often neglected. However, they require particular care in their design as their sheer size and presence along the street wall can make them one of the most disruptive elements to the quality of the pedestrian environment.



Vehicular Access can be organized into attractive, well-proportioned bays, just like shopfronts.





Design Standards

a. **In the Main Street Overlay,** Vehicular Access frontage on a street is not permitted.
b. **Outside the Main Street Overlay,** Vehicular Access frontage on a street is only allowed when no alley provides access to the lot. The provision of alleys makes higher quality frontages possible and are highly encouraged.
c. **Openings and Bays.** Vehicular Access shall be organized into openings which are proportioned and detailed to appear similar to Shopfronts (**Section 6.5.E.9**). These openings shall be organized into vertical bays in coordination with the overall façade per **Standard 6.5.D.1.a.ii**.
d. **Width.** Vehicular Access openings shall be no more than 13 feet wide. Where adjacent openings are necessary to provide entry and exit, they shall be separated by a pier (a portion of wall) of at least 2 feet in width.
e. **Buildout.** Vehicular Access frontage may comprise no more than 40% of a building's required buildout (per **Table 6–4** in **Section 6.5.A**), and a single project may have no more than 2 Vehicular Access openings on any one street.
f. **Parking Structures.** For standards related to parking structure façades, see **Section 6.5.D.3**.

Design Guidelines

g. Entries should be at least 50 feet from the corner of a block.
h. Gates or doors which secure vehicular entries should be designed as attractive urban elements, just like pedestrian entry doors.

Figure 6–11 Vehicular Access



Frontage Element Recommendations		MIN	MAX
A	Width of Opening	-	13’
B	Width of pier/wall between openings	2’	-
C/D	Percentage of building's required frontage (C divided by D)	-	40%

F. Encroaching Architectural Elements

Certain **encroaching architectural elements** may be combined with appropriate private frontage types—as regulated in the previous section, **6.5.E**—to form interesting, cohesive, and active ground-floor environments. These may extend beyond the build-to range—identified in **Section 6.5.A**—into the front setback and, in some cases, into the public right-of-way. **Table 6–11** identifies where these encroachments are allowed and how much they may encroach beyond the surface of the façade. The table and notes below identify which elements may encroach into the public right-of-way, and under what conditions they may do so.

Table 6–11
Encroaching Architectural Elements

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
	Encroachment beyond the façade	***Encroachment beyond the façade***	***Encroachment beyond the façade***
Stoop[1]	Not allowed	Not allowed	up to 2' min. from ROW sidewalk
Porch[1]	Not allowed	Not allowed	8' min. and up to 2' min. from ROW sidewalk[5]
Terrace[1]	Not allowed	Not allowed	
Bay Window[2]	2' to 4'	2' to 4'	2' to 4'
Balcony[2]	4' to 8'	4' to 8'	4' to 8'
Awning or Canopy[3]	Up to 8'	Up to 8'	Up to 8'
Roof Eave / Cornice Assembly[2]	Up to 5'	Up to 5'	Up to 5'
Arcade[4]	See **Table 6–12** for standards and guidelines	Not allowed	Not allowed
Gallery[4]		Not allowed	Not allowed

1. May not encroach into the public right-of-way

2. May encroach into the public right-of-way on upper floors

3. May encroach into the public right-of-way provided that the resultant sidewalk width, covered by the arcade or gallery, is at least 10 feet clear from the inside of the post, column, or pier to the ground floor building face. In most cases, this requires that the ground floor façade be set back more than 0' and results in a wider sidewalk than currently exists.

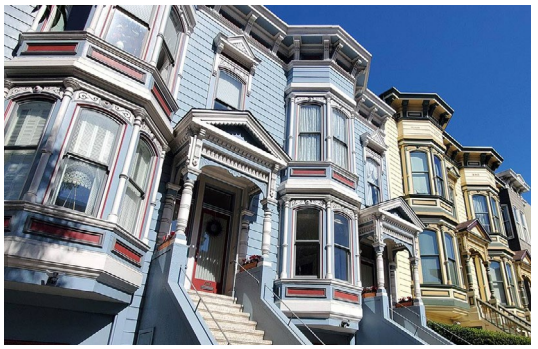
4. May encroach into the public right-of-way if they provide a clear sidewalk width, covered by the arcade or gallery, of at least 10 feet from

5. As a result, a Porch or Terrace may only occur within setbacks of 10' or more.



Projecting Roof Eave


Shop Awnings


Bay Windows

1. General to All

If utilized, these elements should comply with the following suggestions:

a. Materials, style, and design should be consistent with the architecture of the building and neighborhood character.

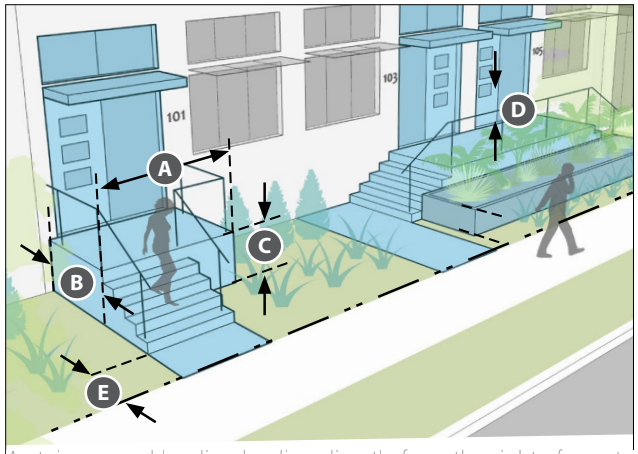
b. Deep eaves, balconies, bay windows, and projected rooms of traditionally styled buildings should have visible supports in the form of projecting beams or braces. Balconies on contemporary styled buildings may simply project.

c. Glazing on doors should be clear glass with at least 90 percent visible light transmission. Glazing should not be reflective (mirrored).

d. Landscaping should be appropriate to the architecture and scale of the building.

e. Five of the listed architectural elements—those which extend to the ground—carry additional recommendations. These are the Stoop, Porch, Terrace, Arcade, and Gallery.

2. Stoop



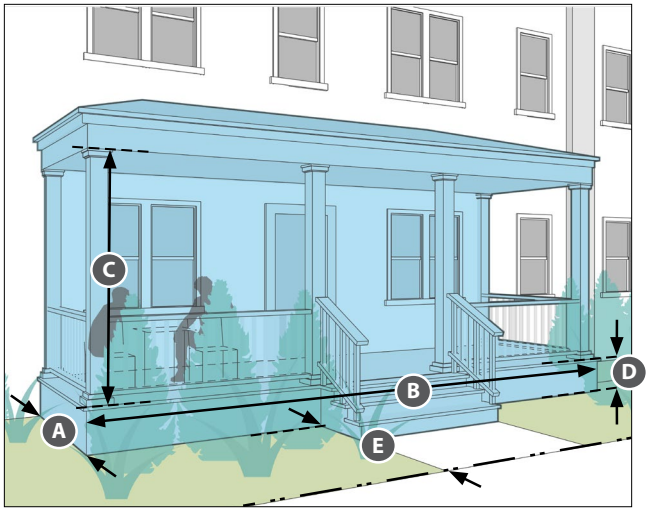
A stairway and landing leading directly from the right of way to an elevated building entrance.

Recommended Dimensions		MIN	MAX
A	Stoop width	4'	8'
B	Stoop depth (not including stairs)	4'	8'
C	Stoop floor height[3]	1.5	3'
D	Planter/fence height	-	3'
E	Setback from Sidewalk	2'	6'

Additional Suggestions

- The exterior stairway may be perpendicular or parallel to the adjacent sidewalk. When parallel to the sidewalk, landscape of 1-2 feet should be provided between the side of stair/stoop and the sidewalk.
- Adjoining stoops should be limited to two entries. A stoop may also provide access to a common entry.
- Gates are discouraged.

3. Porch



Porches are roofed, unenclosed rooms attached to the exterior of a building that provide access and comfortable semi-private outdoor social spaces that help activate the public realm.

Recommended Dimensions		MIN	MAX
A	Porch depth (excluding stairs)[1]	8'	-
B	Porch width	10'	-
C	Porch height[2]	8'	12'
D	Floor height[3]	1.5'	3'
E	Between porch and front PL	2'	-

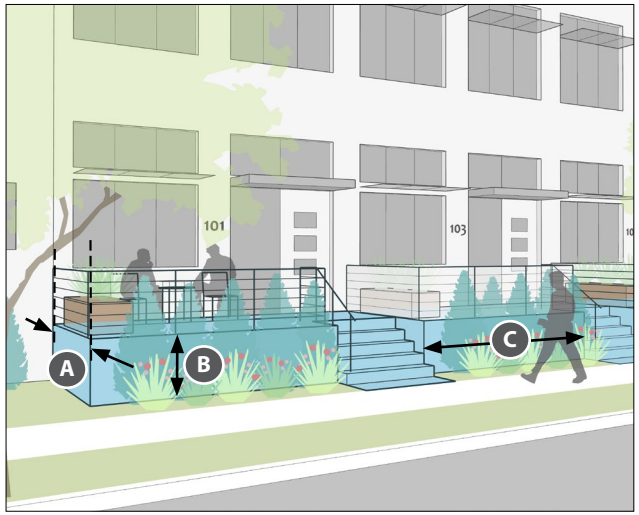
Additional Suggestions

- Porches may be used to provide access to multiple front doors of ground-floor units.
- Porches may also wrap around building corners. This is particularly appropriate on corner lots.

Notes

1 Between building façade and end of porch deck.
2 From porch floor to top of porch columns.
3 Measured from grade at right of way.

4. Terrace



An enclosed area outside of an elevated ground floor, usually enclosed by a low wall or fence.

Recommended Dimensions		MIN	MAX
A	Depth, clear	8'	-
B	Finish level above sidewalk	-	3'
	Length of terrace	-	150'
C	Distance between stairways	-	50'

Additional Suggestions

- Door and window design should be appropriate for street-fronting façades.

5. Arcade



6. Gallery





The Mansion House in Downtown Watsonville has a gallery which once featured classical details corresponding to the architecture of its façade, as can be seen in the upper right historic photograph.

Table 6–12 Arcades and Galleries: Standards

	Arcade	Gallery
Definition	Arcades are extensions of upper floors over a sidewalk, supported by structural elements such as piers, columns, or arches. Arcades provide shade, glare control, and weather protection.	Galleries are appendages to building façades that extend over sidewalks, providing shade for pedestrians and often providing balcony space above. They are supported by structural elements such as piers, columns, or arches which extend to the ground.
Location	Arcades and Galleries may only be permitted in the Main Street Overlay. They are especially encouraged on south- and west-facing façades in order to shade the sidewalk from sunlight. The required dimensions result in a sidewalk wider than currently exists in most of the Main St Overlay.	
Encroachment	Arcades and Galleries shall extend to a distance of 2 feet from the curb face.	
A Sidewalk	The resultant sidewalk width, covered by the arcade, shall be at least 10 feet clear from inside of the vertical support to ground floor building face.	
B Vertical Supports	Vertical supports may be piers, columns, or arches. Vertical supports may not exceed 3 feet in width. Typically, the width of the support should not exceed 1/5th of the distance between supports.	
C Openings	The openings between vertical supports, as seen from the street, should be taller than they are wide. Openings shall correlate with façade bays (see **Section 6.5.D**).	
D Clearance	The minimum vertical clearance at each opening shall be a minimum of 12', excluding decorative brackets, spandrels, and/or lower portions of arches.	
E Height	Only floors 2, 3, and 4 may extend over the sidewalk. Any floor above the 4th floor shall be at or behind the build-to range.	Galleries may be single or double-story, and should correlate with building floors.

Section 6.6

SITE STANDARDS & GUIDELINES

A. Introduction

1. Intent

The following site standards and guidelines are generally intended to inform the design and location of elements of site for the purpose of the health, safety, and general welfare of the immediate occupants of each building, and for the neighborhood.

2. Applicability

The following standards apply to all new development, or whenever below-mentioned features are introduced to an existing development. The sections below shall be applied as standards unless strict compliance is determined by the Zoning Administrator to be incompatible with the requirements of other departments or agencies, in which case they may be applied as guidelines. In cases where the Zoning Administrator determines that deviations from the strict interpretation of any standard in this section is appropriate, the Zoning Administrator shall also seek to ensure that the obvious intent of each standard is still met.

B. Specific to Waste & Utility Placement

1. Utility access and equipment

a. Utility access and equipment such as back-flow preventers, transformer boxes, gas and electric meters, and other utilities should be placed within or adjacent to and be accessed from the alley, subject to the requirements and approval of the associated utility company. On lots with no alley, meters and similar equipment should be underground vaults or in utility rooms/closets within buildings, were possible. If such locations are infeasible, these services should be in inconspicuous locations along the sides of project sites and should be thoroughly screened from public view.

2. Mechanical and electrical equipment

a. All mechanical and electrical equipment – including, but not limited to, air-conditioning units, antennas, garage door motors – whether roof-mounted, ground-mounted or otherwise, should be screened from public view or located so as not to be visible from streets. Such equipment and related screening should be designed with materials and colors that conform to and are an integral part of the design of the building.

i. Mechanical equipment that generates noise, smoke or odors, should not be located on or within 10 feet of a public right of way or any on-site common open spaces.

ii. Noise- and odor-generating equipment and containers should be located in areas that will not create a nuisance to adjacent properties, with bins being covered when possible. Openings to trash enclosures should always be shielded from public rights of way.

3. Telecommunication Devices

a. Telecommunication devices (such as satellite dishes or other equipment) should be screened from public view or located so as not to be visible from streets. Applicants are encouraged to work with satellite providers to locate satellite dishes out of view on building roofs and/or on rear yard or side yard facing façades if adequate signal strength and quality can be achieved. In multi-family and multi-tenant buildings, conduits should be provided from such a location to each unit.

4. Wet Utilities

a. Wet utilities should typically be located in the street but may be located in the alley to address topographical, efficiency or other engineering reasons. If "wet" and "dry" utilities are co-located in the alley, proper trench separation and utility access must be ensured. On lots with no alley, all "wet" utilities should be in the street or public right-of-way. Utility meters and entrances should also be provided below-grade in the street or sidewalk and should be flush with the surrounding grade.

5. Service Entrances & Waste Disposal Areas

a. Service entrances, waste disposal areas, and other similar service areas should be located adjacent to alleys and take their access from them. On lots with no alley, these areas should be located as far away from – and screened from views from – the public right of way as practical.



Example of an appropriately placed double standpipe connection in the base of a building at the sidewalk.



Example of inappropriately placed ground-level utilities in a parkway.



Example of mechanical equipment well-screened by an architectural element incorporated into the building's composition.



Example of inappropriately placed utility boxes in a parkway.



Wherever possible, mechanical/utilities equipment should be placed in alleys. In this example, they are further shielded by architectural elements and a hedge.



Example of inappropriately placed check valves and other utility devices in the front yard of a commercial building.

C. Specific to Site Walls

1. Fence and Wall Heights

a. Fence and wall heights shall be measured from the grade directly below. In cases where the grade differs on either side of the fence or wall, the lower measuring point shall be the average between the grades of the sides. Fences and walls (including retaining walls) must be set back at least 18 inches from the sidewalk.

2. Entrance Arbors

a. Entrance arbors up to 9 feet in height and 5 feet in width may be permitted.

3. General to frontages

a. Fence and wall posts within the front setback shall be limited to 3.5 feet in height.

b. Retaining walls may not have more than 3 feet of difference between the grade on either side. Fences or walls up to 3.5 feet in height may be erected above retaining walls provided that:

i. Any fence or wall more than 3.5 feet as measured from the sidewalk is at least 50% open.

ii. At no point does the fence intrude into the line of visibility between the landing of the entrance(s) of the primary building(s) and the sidewalk. This shall be measured from point that are 5 feet above said landing(s) and 5 feet above the sidewalk.

4. Specific to Corner Lots

a. On corner lots, fences and walls may reach 6 feet in height to enclose the private rear yard from the side street, but must be set back at least as far back as the building face of the primary building. Fences and walls may reach 8 feet in height, provided that any portion of the fence or wall that is more than 6 feet in height is at least 50% open.

5. Specific to interior side yards and rear yards

a. Fences and walls may reach 6 feet in height and flush with the façade of the primary building. Interior side and rear fences and walls may reach 8 feet in height, provided that any portion of the fence or wall that is more than 6 feet in height is at least 50% open.

b. Any rear fence or wall along any alley shall be so constructed as to provide a space in the rear yard that is sufficient in length, depth, and height to house trash bins off of the alley. If another area within the rear yard meets this requirement, it shall not be necessary to incorporate such a space for trash bins into the fence or wall.

c. Gates and doors on rear fences shall not open outward towards the alley but shall be designed to over inward to the property.



Landscaped retaining wall and fence.



Landscaped fencing set back from sidewalk



Entrance arbor.



Cafe rearyard with a wood fence.

D. Specific to Lighting

1. General to All

a. Site lighting should be shielded by permanent attachments to light fixtures so that light sources are not visible from a public way and to prevent off-site glare.

b. Wall-pack types of lighting are not recommended, but if proposed must be provided with full cutoff shields and must contribute to the architecture of the building.

c. Specific to residential ground floors: site and building-mounted luminaires should produce initial illuminance value no greater than 0.04 horizontal and vertical footcandles.

d. Specific to nonresidential ground floors: site and building-mounted luminaires should produce a maximum initial illuminance value no greater than 0.1 horizontal and vertical footcandles at the boundary with adjoining residential lots, and no greater than 0.01 horizontal footcandles 10 feet beyond that boundary.



On-site light sources should be shielded from the public right-of-way.





Shielded and/or frosted lighting avoids off-site glare.

E. On-Site Open Space

1. Introduction

On-site open space is private or shared outdoor space that exists for the enjoyment and use of building tenants, and sometimes the public. It can also provide comfortable paths through which pedestrian access is provided from the street to any buildings (or portions of buildings) that lack direct street frontage. This Section identifies a series of open space types and design characteristics of each type.

2. Court

a. **Description.** A court is an open space surrounded by one or more buildings, for use by residents or tenants, or for activation as a public plaza or outdoor dining area. It can provide visitor access from the street to dwellings, retail, office spaces, or buildings within the lot that lack direct access from the street.
b. **Guidelines.** A court's perimeter should be coherent and well-defined by walls on at least three sides. Courts should include a minimum of one shared amenity, such as a seating area, fountain, BBQ island, or outdoor fireplace.

A court may provide access to private residences or amenity spaces.





3. Forecourt

a. **Description.** A forecourt is a court that abuts the public sidewalk. Where forecourts give access to retail and other public uses, they function as an extension of the public realm. Where forecourts grant access to residential or other private uses, they function as transitional spaces between the public and private realms.
b. **Guidelines.** Forecourts should be a minimum of 15' x 15' in size.
c. **Build-Out Requirements.** A forecourt is a permitted exception to the build-out requirement for a lot. See **Section 6.5.A**.

Forecourts help transition from the public to private realm.



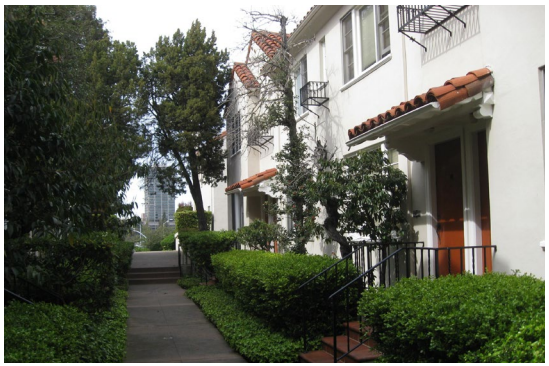


4. Side Yard

a. **Description.** A side yard is an open space along one side of a building. It can serve as a semi-private space through which visitor access is provided to one or more buildings or dwellings, or it can be a private space for the exclusive use of the residents of one or more dwellings.
b. **Guidelines.** Side yards should be defined by buildings on a minimum of two sides. Side yards should not exceed twenty-five feet in width where adjacent to streets or public open spaces.
c. **Build-Out Requirements.** An entry to a side yard is a permitted exception to the build-out requirement for a lot. See **Section 6.5.A**.

Single- and multi-family residences separated by side yards.

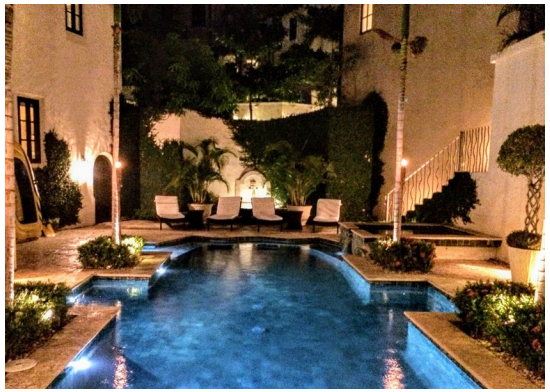




5. Rear Yard

a. **Description.** A rear yard is a private, landscaped open space located behind a building. It is for the use of the residents or users of one or more dwellings.
b. **Guidelines.** For buildings with two or more units, a rear yard may be divided into separated private yards, provided each private yard is directly adjacent to the dwelling unit.

Rear yards can contain amenities for multi-family buildings.





6. Passage

a. **Description.** Passages provide a pedestrian connection between or through buildings, from the street to a court, building entrance, or rear parking lot. Passages may be covered or uncovered. They may be gated or completely open to the street. Passages which provide public access through a block are known as ***paseos*** (See **Chapter 4**).
b. **Guidelines.** Passages should be a minimum of six feet in width.
c. **Build-Out Requirements.** An entry to a passage is a permitted exception to the build-out requirement for a lot. See **Section 6.5.A**.

A passage may provide access to residential units.





7. Roof Deck/Terrace

a. **Description.** A roof deck or terrace is an outdoor gathering space that may be assigned to individual units or shared by all residents or tenants of a building.
b. **Guidelines.** Roof decks should include a minimum of one amenity and design element, such as a trellis, seating area, fountain, landscaping, or outdoor fireplace to encourage their use as an outdoor gathering place.

A roof deck/ terrace used as a dining area for restaurants.





Section 6.7

GENERAL DEFINITIONS

Introduction. The following definitions are supplemental to those in the Watsonville Municipal Code. When in conflict, the definitions herein shall prevail.

Access Drive. A private right of way primarily intended as vehicular access to on-site parking or loading.

Alley. A narrow service street which provides secondary access to the rear of lots within a block. Driveways, parking aisles, and fire lanes are not alleys.

Arbor (entrance arbor). A wooden structure that is intended to define an entrance into an on-site outdoor space, such as a front yard or parking lot.

Arcade. A façade with a ground floor colonnade supporting the upper stories of the building, intended to provide shade, glare control, and weather protection.

Bay. A fifteen- to thirty-foot wide division of a façade that extends from the ground to the top of the façade. Bays are typically internally symmetrical.

Bay Window. A window that projects from any building elevation.

Block. An aggregation of lots which are bound on all sides by public rights of way. Block dimensions are measured along private property lines.

Building Base. The visually unified horizontal portion of a building that begins on the ground and extends one or more floors, typically ending at an architectural feature like a cornice or string course. The building base appears to be holding up the upper floors.

Building Length. The length of the building as measured parallel to the front property line.

Build-to range. The conceptual range parallel to a front or side-street property line that a specified percentage of the building face must fall within (see Frontage Buildout Requirement).

Close. A dead-end street which contains a landscaped median. Rather than having a turnaround bulb at its terminus, the landscaped median within a close maintains a consistent width along its entire length.

Chamfered corner. A bevel where two perpendicular building faces meet, resulting in a third face at a 45-degree angle.

Civic Building. A private or public structure of civic importance that is noncommercial in nature. This includes, but is not limited to, schools, places of worship, libraries, museums, city hall, or any other building type that has historically been prominently featured in traditional cities and towns as a center of public life. Civic buildings do not include retail or mixed-use buildings, residential buildings, day care facilities, privately-owned office buildings, or municipal yards.

Civic Space. Outdoor space that is either owned by the City and intended for public use, or is on a private parcel, immediately adjacent to a right of way, and functions as public open space.

Court. A court is an open space surrounded by one or more buildings, for use by residents or tenants, or for activation as a public plaza or outdoor dining area. It can provide visitor access from the street to dwellings, retail, office spaces, or buildings within the lot that lack direct access from the street.

Director. The Director of Community Development, or designee.

Dormer Window. An individual roofed window that protrudes out of a sloped roof.

Drive Aisle. A vehicular lane within a parking lot that provides access to the individual parking spaces.

Driveway. A vehicular lane within a lot that leads to on-site parking.

Encroachment. Any structure extending beyond the build-to range into a required setback area or, in some cases, into the public right-of-way.

Fenestration. All openings on the façade, including windows and doors.

Fire Lane. An on-site right of way required by the Fire Marshal for the access of emergency vehicles.

Forecourt. A court that abuts the public sidewalk. Where forecourts give access to retail and other public uses, they function as an extension of the public realm. Where forecourts grant access to residential or other private uses, they function as transitional spaces between the public and private realms.

Frontage Buildout Requirement. The requirement that a specified portion of building façade meet the build-to range along a street-adjacent property line.

Frontage, Private. The ground floor building façade and the area between the building façade and any property line along a street or public open space.

Frontage, Public. The space between any street-adjacent property line and the first travel lane in the roadway.

Gallery. A ground-floor colonnade that supports a shed roof or deck that covers the sidewalk, intended to provide shade, glare control, and weather protection.

Gratuitous complication (façades). Façade modulations that have no discernible function or meaning. This does not refer to architectural ornamentation, which might include eaves, entablature, bay windows, oriels, window and door surrounds, light fixtures, canopies, balconies, or other historically purposeful aesthetic embellishments.

Ground Floor. The floor of a building located nearest to the level of the existing grade around the building.

Half-Story. The uppermost story of a building in which the sloping roof forms the walls. These are often lighted by dormer windows and include knee walls under roof slopes.

Industrial Building. A building or portion of building for which the primary use is industrial in nature, and includes manufacturing, assembly, fabrication, or repair processes.

Local Symmetry. The balanced distribution of equivalent forms or spaces on either side of an imaginary central vertical line. A locally symmetrical condition occurs only on a portion of the building, and does not refer to the entire building or façade.

Lot. A portion of land delineated from others to host an allowed development.

Lot Line. A front, side, or rear edge of a lot. For the purpose of this code, lot line is synonymous with property line.

Loggia. A gallery or room with one or more open sides. It may be a portion of a house which has a side open to a terrace or garden, or it may be a portion of an upper floor of a building open to the street.

Massing Increment. An internally coherent façade composition that is visually distinguishable from an adjacent façade composition of the same project.

Outbuilding. A building on the rear of a property but separate from, and smaller in scale than the building which contains the primary use of the site.

Open work fence. A fence in which the solid portions are evenly distributed and constitute no more than 50 percent of the total surface area.

Paseo. A pedestrian path that provides a connection from one right of way or civic space to another. They are publicly-accessible but may be privately maintained or dedicated to the City.

Passage. An on-site pedestrian path.

Pergola. A wooden structure that is intended to either provide a small area of shade or define an entrance into an on-site outdoor space, such as a front yard or parking lot.

Pier. The vertical elements which, when dividing shopfronts, often define bays or Massing Increments.

Primary Building. A building situated towards the adjacent street or public open space that accommodates the primary use of the site. This is distinguished from an outbuilding, which is ancillary in use and form, and sits near the rear of the site.

Primary Entrance. Doors that include direct access from the sidewalk into a building, or into a zaguan that leads to a court.

Primary Façade. The outermost consistent plane of a building face along a street.

Podium Building. A building wherein units are constructed atop a concrete podium that contains parking and/or commercial space.

Retail-Ready. (Syn. Flex Unit) A private frontage type that is designed to be easily convertible to a retail/ service use. This entails high ceilings, a shopfront frontage assembly, and design that does not preclude future commercial ADA compliance.

Rosewalk. A wide paseo with residential frontages on either side.

Rowhouse Building. A building containing an array of side-by side units.

Shopfront. A ground-floor frontage assembly that includes an arrangement of large transparent windows and a conspicuous entrance that leads directly into a retail unit. Shopfronts are spatially defined on either side by vertical elements called piers.

Side Yard. The required side setback area between a side property line and a structure.

Street. A right of way that provides multi-modal throughput and primary points of access to buildings. Driveways, parking aisles, fire lanes, and alleys are not streets.

Street, Front. The side of the lot that is adjacent to a street. For the purpose of this code, any frontage along the Main Street Overlay or Gateway Overlay shall be considered the front. A property may have multiple fronts.

Street, Side (applicable only to corner lots). The side of the property that is adjacent to a street that is the Main Street Overlay or Gateway Overlay that is not considered a front (see Street, Front).

Through Lot. A lot which extends from one street frontage to another, across the entire span of the block.

Tower Element. A part of a building that has a relatively small footprint in relation to, and is taller than, the rest of the building.

Trellis. A framework of light wooden or metal bars, chiefly used as a support for fruit trees or climbing plants.

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Chapter 7:

HISTORIC PRESERVATION

7.1—Historic Resources

7.2—Recommendations



DOWNTOWN WATSONVILLE IS RICH WITH HISTORIC RESOURCES CONTAINING MANY ELEMENTS OF HISTORICAL SIGNIFICANCE.



The Downtown Watsonville Specific Plan aims to celebrate these historic resources while preserving them as fundamental focal and cultural points of the downtown area. A reconnaissance-level survey was conducted early in the planning process to identify known and potentially significant historical resources in the Specific Plan area. While the survey was completed at the reconnaissance-level and in-depth property-specific research was not conducted, the resulting survey findings may be used as a basis for future planning efforts in the Specific Plan area by identifying potential opportunities and constraints relating to historical resources. In combination with the City's existing historic context statement, the survey and the recommendations included in this chapter will assist City staff, project applicants, and the public in making informed decisions and provide a consistent framework for future identification and treatment of historical resources. (See Appendix C for additional information about the History of Downtown Watsonville).

Section 7.1

HISTORIC RESOURCES

FROM LEFT TO RIGHT—Historic photo of Watsonville Plaza; Historic photo of Fox Theater at the intersection of Main Street and Maple Street.



The Specific Plan area contains 13 properties which are currently listed in the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and/or Watsonville Historic Register. As properties which are currently **designated**, they qualify as historical resources for the purposes of CEQA.



The research and survey efforts also identified 75 potentially eligible individual resources within the Specific Plan area. For the purposes of future planning efforts, potentially eligible individual resources were divided into two tiers (Tier I and Tier II) based on their level of historic integrity (ability of a property to convey its historical associations or attributes) according to the Secretary of Interior's Standard for the Treatment of Historic Properties . **Tier I resources** are those that have a high degree of historic integrity, while **Tier II resources** have less integrity. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation. The survey identified 58 **Tier I** and 17 **Tier II** resources.

The survey additionally identified four areas within the DWSP which contain intact groupings of historic period development that may, pending further research, be appropriate for designation as potential historic districts or alternatively as conservation overlay zones. Recommendations to address potential impacts and to support future historic preservation planning efforts have also been provided.

Designated Resources

The 13 designated historic resources in Downtown Watsonville are shown in **Figure 7–1** and described in **Table 7–1**. These include four buildings listed on the National Register of Historic Places, three deemed eligible for formal listing on the National Register, and six on the local Watsonville Historic Register (HR). All properties listed on the National Register are also listed on the CRHR and Watsonville HR.





FIGURE 7–1
DESIGNATED RESOURCES

Potential Individual Resources
- Designated Resource

- Specific Plan Boundary
- Building Footprint
- Parcel
- Parks/ Open Space
- Waterway

N

0 100’ 200’ 400’ 500’

TABLE 7–1 DESIGNATED RESOURCES



Watsonville Woman's Club
12 Brennan Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Tudor Revival
Frank Wyckoff, Architect

DATE OF CONSTRUCTION
1917

DESIGNATION
Watsonville HR



"Judge" Julius Lee House/Lewis Home
128 East Beach Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Queen Anne Victorian
William Weeks, Architect

DATE OF CONSTRUCTION
1884

DESIGNATION
NRHP, CRHR and the Watsonville HR



Tyler/Ash House
225 East Lake Avenue

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Queen Anne Victorian
William Weeks, Architect

DATE OF CONSTRUCTION
1890's

DESIGNATION
Watsonville HR



Porter Building
280 Main Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Classical Revival
William Weeks, Architect

DATE OF CONSTRUCTION
1903

DESIGNATION
Watsonville HR (located on City Hall property)



Wells Fargo Building
326 Main Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Art Deco
H.H. Winner, Architect

DATE OF CONSTRUCTION
1940

DESIGNATION
Determined eligible for listing in the NRHP (2S2)



Lettunich Building
406 Main Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Renaissance Revival/Chicago Style
William Weeks, Architect

DATE OF CONSTRUCTION
1911

DESIGNATION
NRHP, CRHR and the Watsonville HR



Mansion House Hotel
418-428 Main Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Second Empire
Thomas Beck, Architect

DATE OF CONSTRUCTION
1871

DESIGNATION
NRHP, CRHR and the Watsonville HR



Kalich Building
426-434 Main Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Renaissance Revival
William Weeks, Architect

DATE OF CONSTRUCTION
1914

DESIGNATION
Watsonville HR



Watsonville City Plaza
Bounded by Main, Peck, Union, and East Beach Streets

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
William Weeks, Architect (bandstand)

DATE OF CONSTRUCTION
1906 (bandstand)

DESIGNATION
NRHP, CRHR and the Watsonville HR



318 Union Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Spanish Colonial Revival
Lorimer Rich, Architect

DATE OF CONSTRUCTION
1937

DESIGNATION
Determined eligible for listing in the NRHP (2S2)



Resetar Hotel
15 West Lake Avenue

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Spanish Colonial
William Weeks, Architect

DATE OF CONSTRUCTION
1927

DESIGNATION
Determined eligible for listing in the NRHP (2S2)



26 West Beach Street

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Neoclassical Revival
William Weeks, Architect

DATE OF CONSTRUCTION
1911

DESIGNATION
Watsonville HR



Jefsen Hotel
6 East Lake Avenue

ARCHITECTURAL STYLE/ ASSOCIATED ARCHITECT
Italianate

DATE OF CONSTRUCTION
1902-1907

DESIGNATION
Watsonville HR

Eligible Resources

The research and survey efforts also identified 75 potentially eligible individual resources within the Specific Plan area. These potential resources are not currently designated but have potential to be eligible historical resources pending further study. For the purposes of future planning efforts, potentially eligible individual resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. These are shown in **Figure 7–2** and further described in Appendix C: Historic Report. Potentially eligible individual resources identified vary in their type and include single-family residential, multiple types of commercial properties, in addition to institutional and industrial properties. The architectural styles of the identified buildings also include a wide range of styles, among them Victorian, Craftsman, and Period Revival.

Tier I resources (58 total) are those that have a high degree of historic integrity, while Tier II resources (17 total) have less integrity and have been more substantially modified through the replacement of historic fabric and/or modification. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation.





Potential Historic Districts

In addition to the potentially eligible individual resources in Downtown, the survey identified several areas within the Specific Plan area that feature intact and cohesive groupings of historic-period development and common historical and/or architectural trends. Pending further research, the following groupings may be found eligible as historic districts or conservation overlay zones depending on their significance, integrity, and applicable designation criteria. These four groupings, shown in **Figure 7–2**, are concentrated in clearly defined geographical areas and may contain contributing and non-contributing resources pending further study.

FROM LEFT TO RIGHT, TOP TO BOTTOM— The "Judge" Julius Lee House/Lewis Home is a Victorian Style Single-family house with a circular two story tower; Classical Revival Porter Building on Main Street.

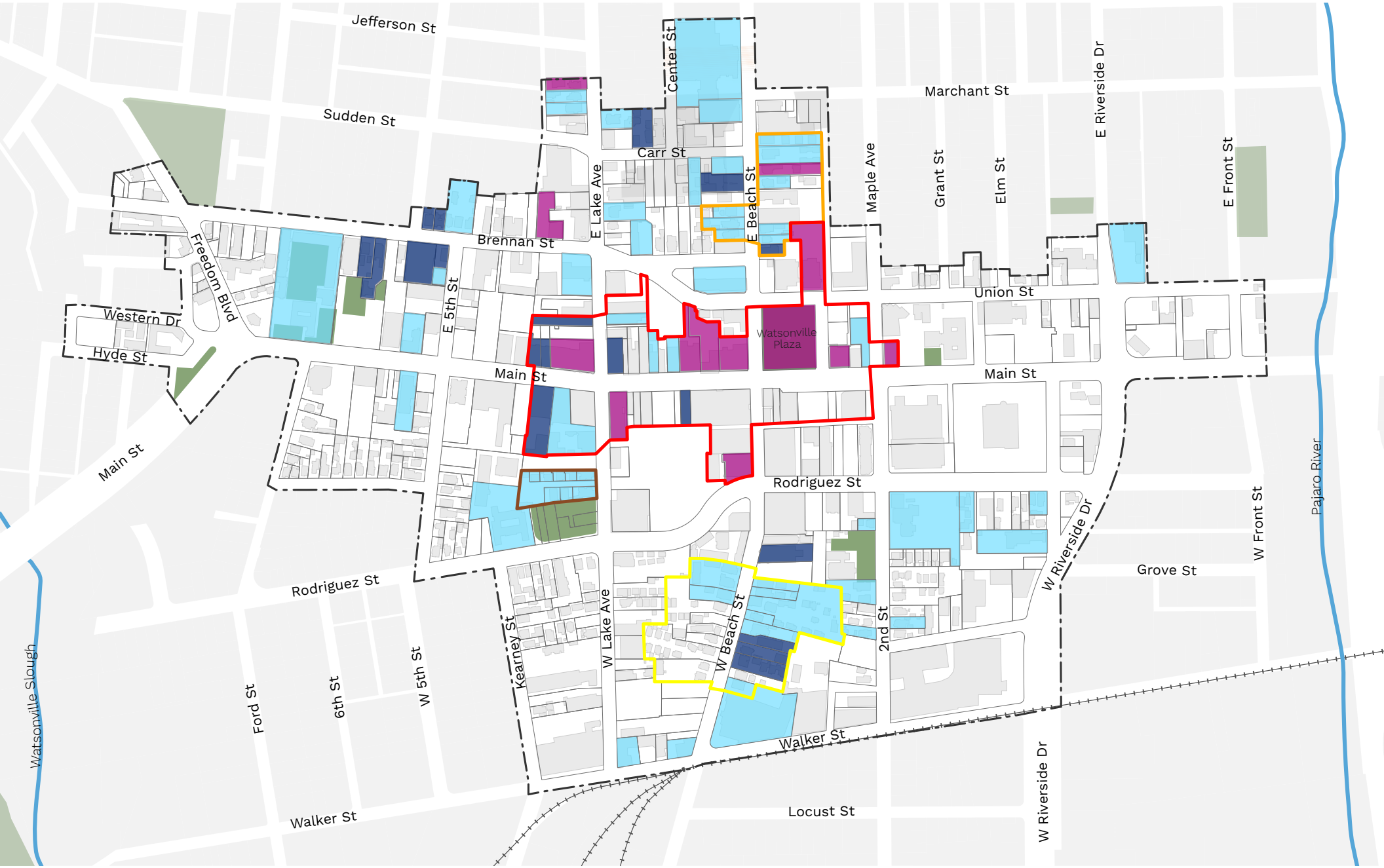


FIGURE 7–2
SURVEY FINDINGS OF EXISTING & POTENTIAL RESOURCES

Main Street Commercial District

The Main Street Commercial District is located centrally within Watsonville, the Specific Plan area, and the Downtown Core character area. It encompasses 49 Santa Cruz County Assessor parcels and approximately three blocks of Main Street generally between Maple/2nd Street and West 5th Street. A review of assessor data and Sanborn Fire Insurance Company (Sanborn) Maps indicates many of the buildings within this area were constructed around the turn of the 20th century as part of the development of the city's commercial core, a use it has retained to the present. The buildings within this potential district range between 2 to 5 stories and vary in their architectural style, including examples of Italianate, Queen Anne, and Mediterranean Revival. They share common characteristics and functions which foster the corridor's feeling and association as a downtown commercial core. These characteristics also include the relationship of the structures to the sidewalk and street, as well as to one another. See **Figure 7–3**.









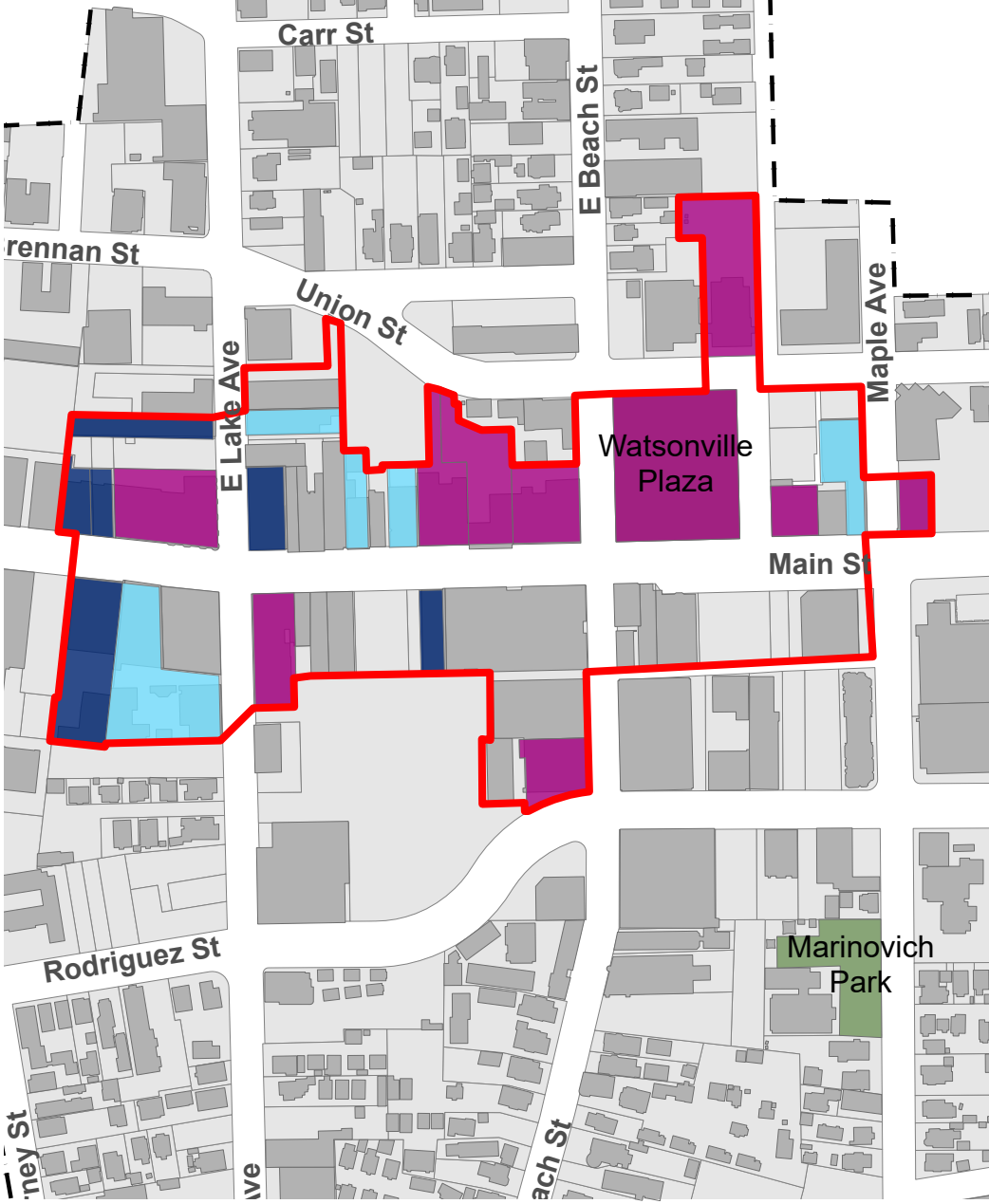


FIGURE 7–3
MAIN STREET COMMERCIAL DISTRICT

Potential Individual Resources
- Tier 1
- Tier 2
- Designated Resource

Potential Historic District
- Main Street Commercial District
- Specific Plan Boundary
- Parks/ Open Space

* *Note: Map is not to scale.*

East Beach Street Residential District

The East Beach Street Residential Group includes approximately 12 Santa Cruz County Assessor parcels that line the north and south sides of East Beach Street between Union Street and Marchant Street adjacent (to the east) to the previously described Main Street Commercial Historic District. Available data suggests that many of the buildings in this group were constructed concurrently within those in the commercial district, around the turn of the 20th century. While some of the buildings in the district have been converted to commercial properties, the district historically supported residential use. Potential contributors are primarily, large, multi-story residential buildings which feature variations of the Victorian Style. **Figure 7–4**.









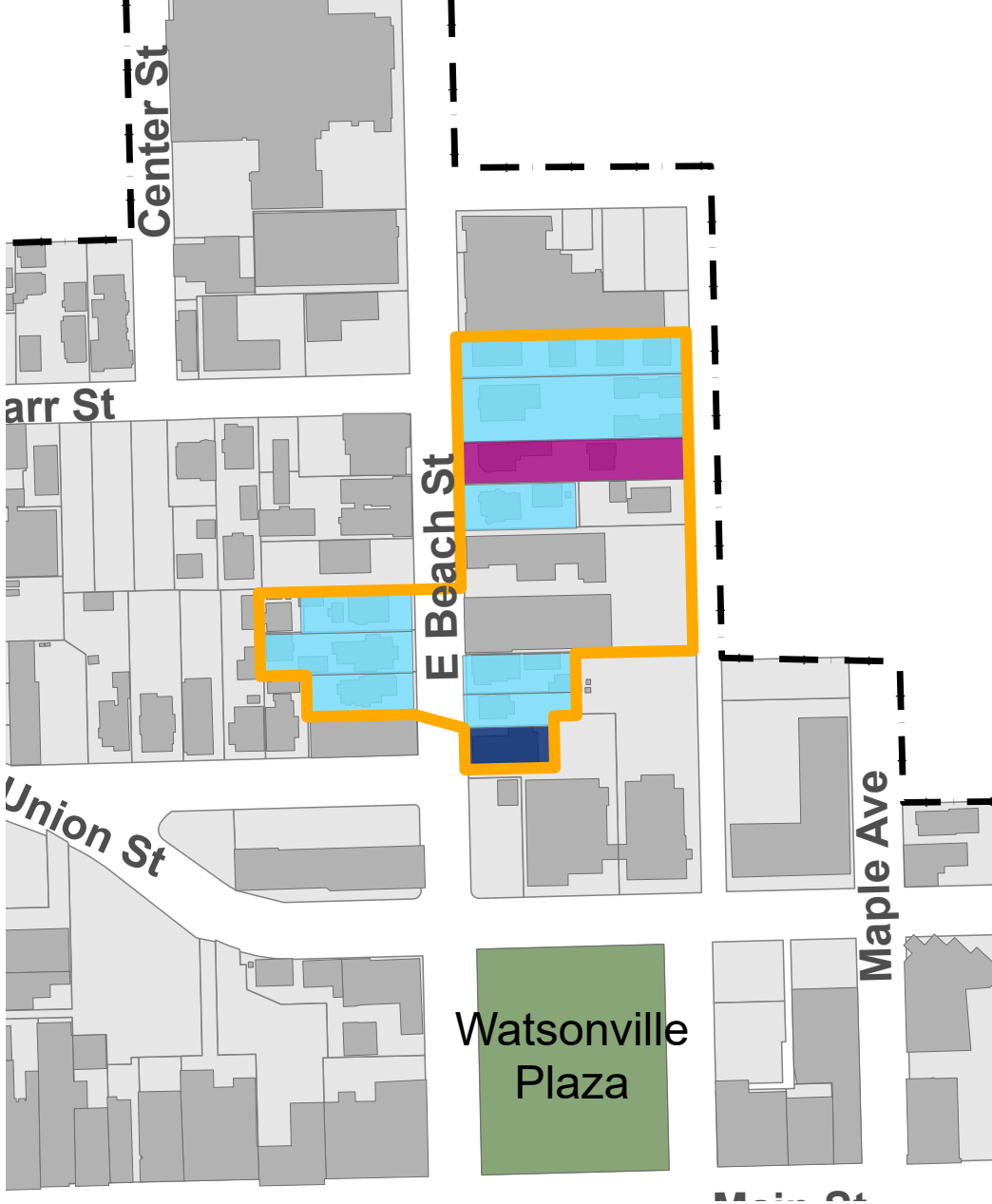


FIGURE 7–4
EAST BEACH STREET RESIDENTIAL DISTRICT

Potential Individual Resources
- Tier 1
- Tier 2
- Designated Resource

Potential Historic District
- East Beach Street Residential Group
- Specific Plan Boundary
- Parks/ Open Space

* *Note: Map is not to scale.*

West Beach Street Residential District

The West Beach Street Residential Group includes approximately 20 Santa Cruz County Assessor parcels that line the north and south sides of West Beach Street between Walker Street and Rodriguez Street. This potential district is also located adjacent (to the west) to the Main Street Commercial Historic District and historically supported residential use. Potential contributors were constructed around the turn of the 20th century. This group also primarily displays variations of the Victorian Style and while high style examples are present, buildings in this group are typically smaller and more vernacular than those in the East Beach Street Residential Group. Parcels in this group typically feature multiple residences on one parcel. See **Figure 7–5**.



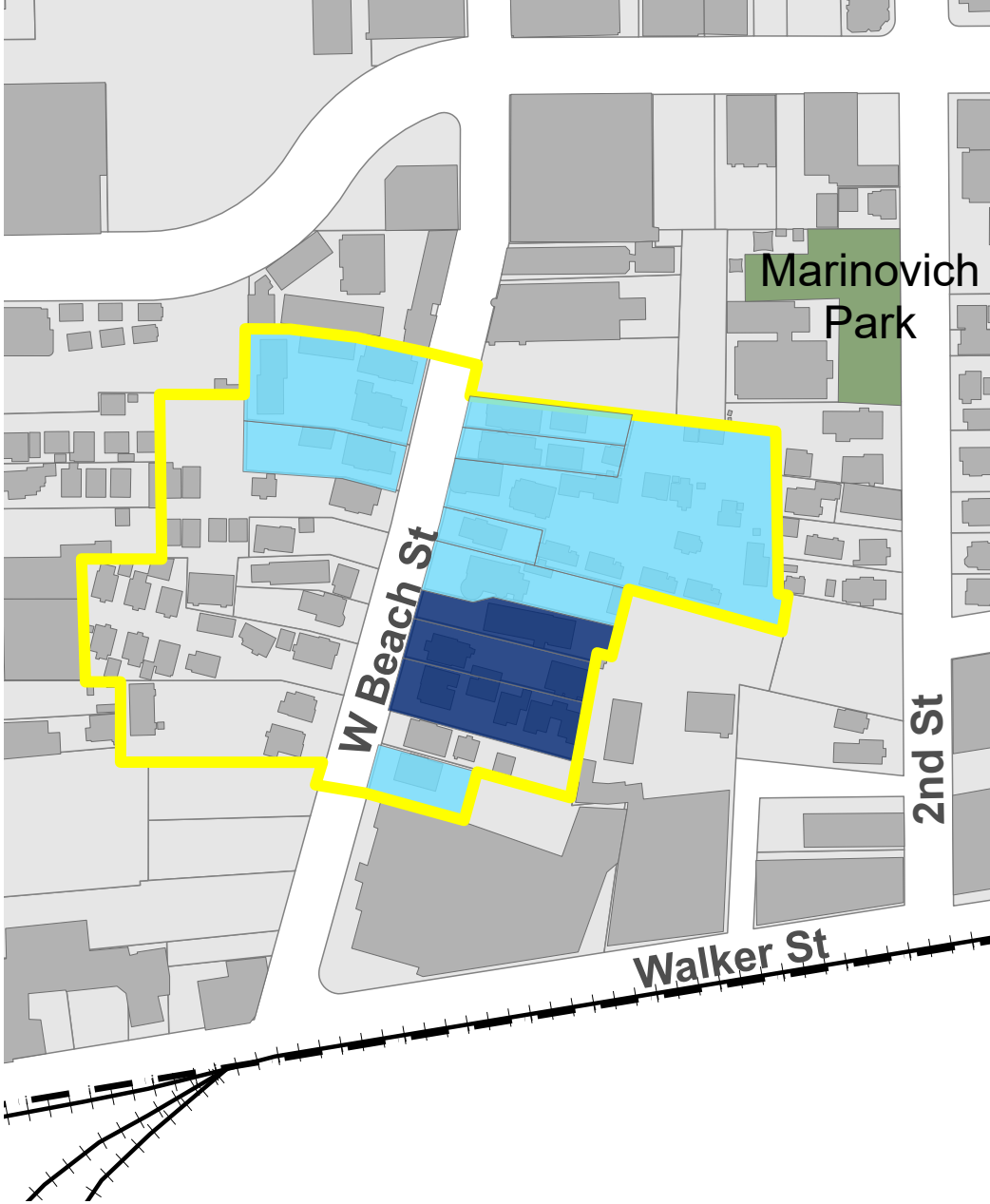


FIGURE 7–5
WEST BEACH STREET RESIDENTIAL DISTRICT

Potential Individual Resources
- Tier 1
- Tier 2

Potential Historic District
- West Beach Street Residential Group
- Specific Plan Boundary
- Parks/ Open Space

* *Note: Map is not to scale.*

West Lake Avenue Bungalows

The West Lake Avenue Bungalows encompasses nine Santa Cruz County Assessor parcels, which, assessor's data indicates were constructed in 1919. The group is located on West Lake Avenue between Rodriguez Street and Main Street just west of the Main Street Commercial Historic District. The group features eight bungalows laid out in a bungalow court design; two of the bungalows face south onto West Lake Avenue, and the remainder are east and west-facing along a private road extending off West Lake Avenue. Most of the potential contributors were designed in the Craftsman Style and display characteristic features of the style, for example wide overhanding eaves, decorative (false) beams under gables and full or partial width porches. At least one of the bungalows in the group displays a Folk Victorian, rather than the Craftsman Style. The research conducted for this study indicates that this is a rare property type within the Specific Plan area. **Figure 7–6**.









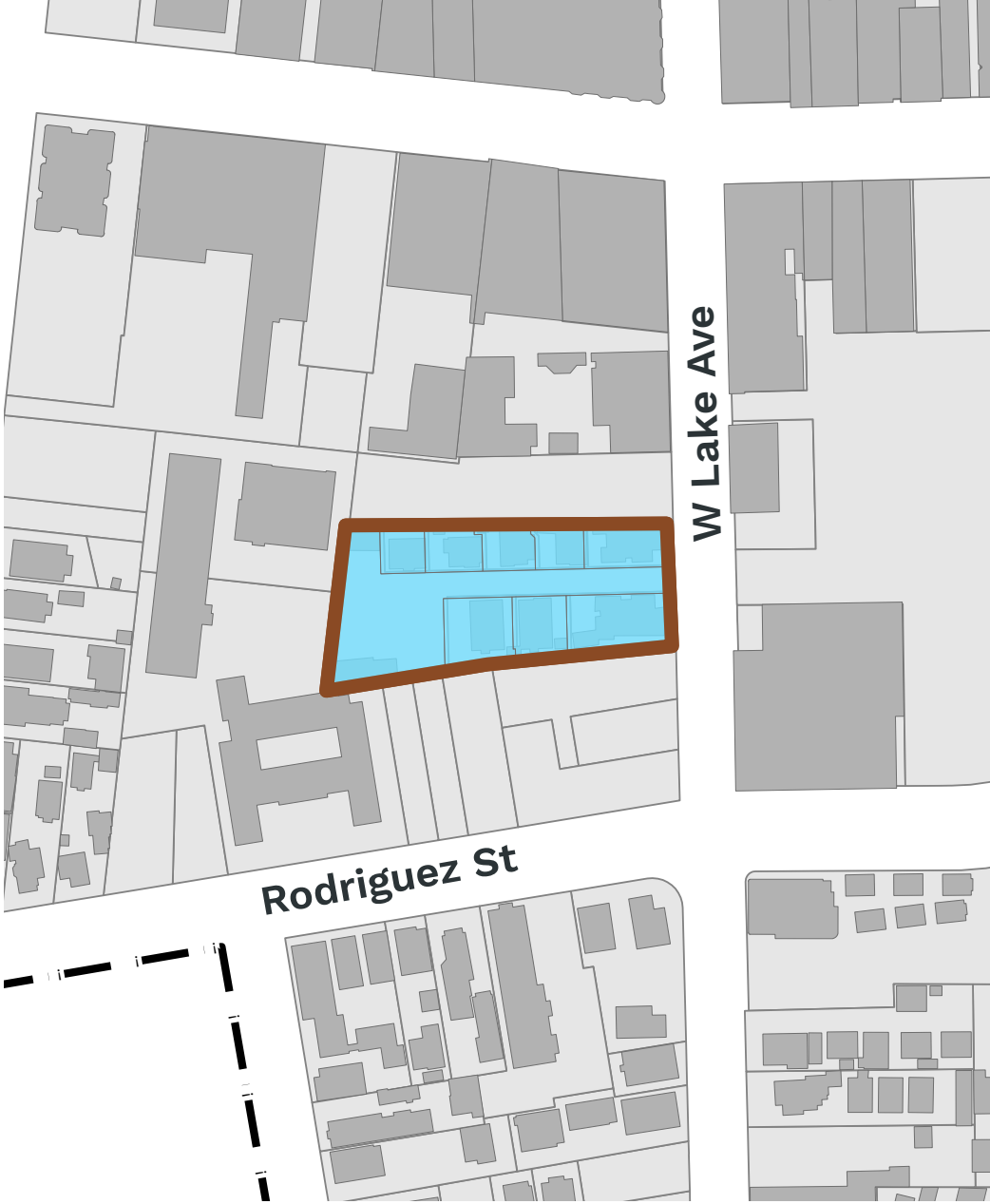


FIGURE 7–6
WEST LAKE AVENUE DISTRICT

Potential Individual Resources
Tier 1

Potential Historic District
West Lake Avenue Bungalows
Specific Plan Boundary
Parks/ Open Space

* *Note: Map is not to scale.*

Section 7.2

RECOMMENDATIONS

As future planning and development efforts proceed under implementation of the DWSP, there is a potential for impacts to historical resources to occur, should those resources be demolished or altered in an adverse manner. To address these potential impacts and to inform future historic preservation planning efforts, the following recommendations have been made for individual resources and groupings of historical resources. Please see Appendix C for further direction.

BOTTOM LEFT—Historic photo of the Resetar Hotel along Main Street.



Individual Resources

During the project planning phase, and prior to permit approval for a specific project, it should be confirmed if there are any historical resources which could be impacted by the project. If the property is not currently designated but does contain built environment features over 45 years of age, a historical resources evaluation should be prepared by a qualified architectural historian or historian who meets the Secretary of the Interior's PQS in architectural history or history (36 CFR Part 61). The qualified architectural historian or historian should conduct an intensive-level evaluation in accordance with the guidelines and best practices promulgated by the State Office of Historic Preservation (OHP) to identify any potential historical resources within the proposed project area. All properties 45 years of age or older should be evaluated within their historic context and documented in a report meeting the State OHP guidelines. All evaluated properties should be documented on Department of Parks and Recreation Series 523 Forms. The report should be submitted to the City for review and concurrence.

If it is determined that the project site contains a historical resource, efforts should be made to avoid impacts as feasible. Any relocation, rehabilitation, or alteration of the resource should be implemented consistent with The Secretary of the Interior's Standards for the Treatments of Historic Properties (Standards). In accordance with CEQA, a project that has been determined to conform with the Standards generally would not cause a significant adverse direct or indirect impact to historical resources (14 CCR Section 15126.4[b][1]).

Application of the Standards should be overseen by a qualified architectural historian or historic architect meeting the PQS. In conjunction with any development application that may affect the historical resource, a report identifying and specifying the treatment of character-defining features and construction activities shall be provided to the City for review and concurrence, in addition to the historical resources evaluation.

If significant historical resources are identified on a development site and compliance with the Standards and or avoidance is not feasible, the applicant or developer should provide a report explaining why compliance with the Standards and or avoidance is not feasible for the City's review and approval.

Site-specific mitigation measures should be established and undertaken, including, but not limited to, documentation of the historical resource in the form of a Historic American Buildings Survey-Like report. If a report is proposed, it should be commissioned by the project applicant or their consultant to comply with the Secretary of the Interior's Standards for Architectural and Engineering Documentation and should generally follow the Historic American Buildings Survey Level III requirements, including digital photographic recordation, detailed historic narrative report, and compilation of historic research. The documentation should be completed by a qualified architectural historian or historian who meets the PQS and submitted to the City prior to issuance of any permits for demolition or alteration of the historical resource.



BOTTOM LEFT— Historic photo of a parade along Main Street

Historic District Recommendations

The City does not currently include provisions within its municipal code for the establishment of historic districts or conservation overlay zones. The establishment of such designations would provide the City and the public to recognize and provide protections to areas containing cohesive and intact groupings of properties conveying the historical and/or architectural history of Watsonville. The City may consider adopting an ordinance which provides for the designation historic districts and/or conservation overlay zones.

In the absence of a means of designating at the local level, the CRHR and NRHP do provide for the designation of historic districts. The City may consider further research and survey efforts of the groupings identified above to determine if they qualify for CRHR and/or NRHP designation as a historic district. Future efforts towards this end should be conducted by an architectural historian in accordance with best professional practices and the guidelines of the National Park Service and California Office of Historic Preservation. Grants and other funding sources may be considered to support these efforts.

Short of official designation, the City may also consider adopting policies and objectives for groupings of potential historical resources. This may include further research and study, and the establishment of design guidelines, which would seek to ensure future development is consistent with the overall historic character of the surrounding properties.





FROM TOP TO BOTTOM—Historic photo of Main Street capturing the previous City Hall and the former Fox Theater; Historic Watsonville Plaza view from Beach Street.

Changes to the Historic Ordinance

The City may also consider revisions to Chapter 8-13: Preservation Of Historical, Architectural, And Aesthetic Structures of the Watsonville Municipal Code to better align with current best professional practices and the guidance of the California Office of Historic Preservation. As currently adopted, the ordinance largely ties local designation to existing designation or recognition at the federal or state level. The California Office of Historic Preservation's 2001 assistance bulleting Drafting and Amending Historic Preservation Ordinances: A Manual for California's Local Governments provides guidance and identifies key issues when revising an ordinance and discusses the advantages of and disadvantages to various approaches (California Office of Historic Preservation 2001). Revisions to the Chapter 8-13 would also provide an opportunity to establish a local historic preservation commission and procedures for designating and modifying resources at the local level.



BOTTOM LEFT—Historic photos of Watsonville City gateway and entrance to the city.



Chapter 8:

INFRASTRUCTURE

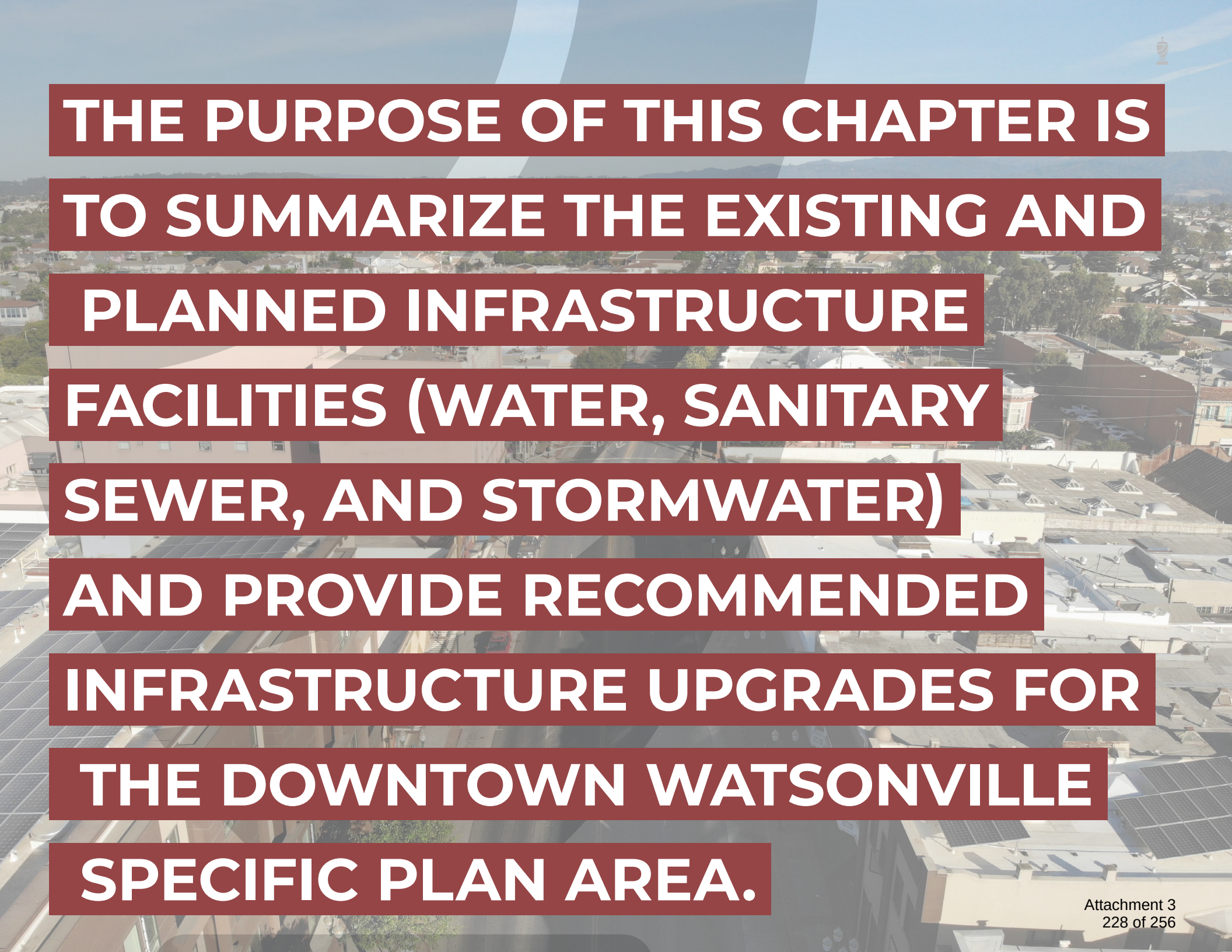
8.1—Introduction

8.2—Water Supply

8.3—Sanitary Sewer

8.4—Stormwater




THE PURPOSE OF THIS CHAPTER IS TO SUMMARIZE THE EXISTING AND PLANNED INFRASTRUCTURE FACILITIES (WATER, SANITARY SEWER, AND STORMWATER) AND PROVIDE RECOMMENDED INFRASTRUCTURE UPGRADES FOR THE DOWNTOWN WATSONVILLE SPECIFIC PLAN AREA.

Section 8.1

INTRODUCTION

The recommended upgrades are based on comparing the existing facilities and their capabilities/capacities with the proposed development within the Specific Plan area. An analysis was conducted for the existing infrastructure facilities in the Specific Plan area and was presented in the Existing Utilities Report, prepared in July 2020. Capacities and deficiencies in these existing utility systems have been analyzed using available documents from the City to understand infrastructure improvements needed to support future growth within the Plan area. The recommendations provided in this chapter will serve as a guideline for future improvements to the infrastructure within the Specific Plan area.

The analysis assumes the maximum net new development in the Plan area is as shown in **Table 8–1**:

Table 8–1 Specific Plan Growth Projections

Proposed Use	Type	Size (Square Feet)	Total
Residential	Residential	3,886 DU	3,886 DU
Restaurants, Cafes, Bars	Commercial Industrial	150,248 SF 7,537 SF	157,785 SF
Retail	Commercial	57,788 SF	57,788 SF
Research and Development	Industrial	56,524 SF	56,524 SF
Office	Commercial Industrial	23,115 SF 37,683 SF	60,798 SF
Civic	Civic	114,572 SF	114,572 SF
Industrial	Industrial	275,084 SF	275,084 SF
Total	**Residential Commercial Industrial Civic**	**3,886 DU 231,151 SF 376,827 SF 114,572 SF**	**722,550 SF**



PHOTO CAPTION—New retail development in Watsonville

Section 8.2

WATER SUPPLY

The City of Watsonville ('City') owns and operates its own water system and works cooperatively with the Pajaro Valley Water Management Agency ('PV Water'). Distribution mains within the Specific Plan area are primarily cast iron pipe (CIP) or ductile iron pipe (DIP) and range in size from 2 to 16-inches in diameter (refer to Existing Conditions Report – Existing Utilities and **Figure 8–1**).

The City of Watsonville's 2020 Urban Water Management Plan[16] (UWMP) provides information on present and future water demand/supplies and assesses the City's water resource needs. The draft version of the City of Watsonville's Water System Master Plan[17] (WSMP) has been prepared by Carollo Engineers and documents future demand projections, summarizes recommended improvements to the City's water distribution system, and discusses the City's pipeline replacement program. The Specific Plan area is entirely within Zone 1 of City planning documents.

Per capita water use in Watsonville was 87 gallons per capita per day (gpcd) in 2020 and is expected to remain at 87 gpcd according to the UWMP. The City's total water demand in 2020 was approximately 6.3 MGD and is projected to reach 7.5 MGD by 2045 (Table ES-1, UWMP). Total water supply is approximately 16.9 MGD.

Water demand due to development within the Specific Plan area is estimated to be approximately 0.76 MGD based on duty factor assumptions available within the WSMP and the per capita usage identified in the UWMP. Duty factor assumptions are 2.0 person/du and 87 gpcd for residential spaces (high-density), 0.1 gpd/sf for commercial spaces, 0.14 gpd/sf for industrial spaces and 0.062 gpd/sf for irrigation (public spaces). Refer to **Table 8–2**.

Table 8–2 Future Plan Water Demand

Type of Use	Total Units	Water Usage	Total Usage (gpd)	Total Usage (MGD)
Residential	3,886 du	174 gpd/du	676,164	0.68
Commercial	231,151 sf	0.1 gpd/sf	23,115	0.02
Industrial	379,827 sf	0.14 gpd/sf	53,176	0.05
Public	114,572 sf	0.062 gpd/sf	7,103	0.01
Total				0.76



PHOTO CAPTION—Aerial view of Struve Slough in Watsonville

16 Harris & Associates, "City of Watsonville 2020 Urban Water Management Plan", July 2021

17 Carollo, "Draft City of Watsonville Water System Master Plan, Technical Memorandum 2, Future System Evaluation", January 2020

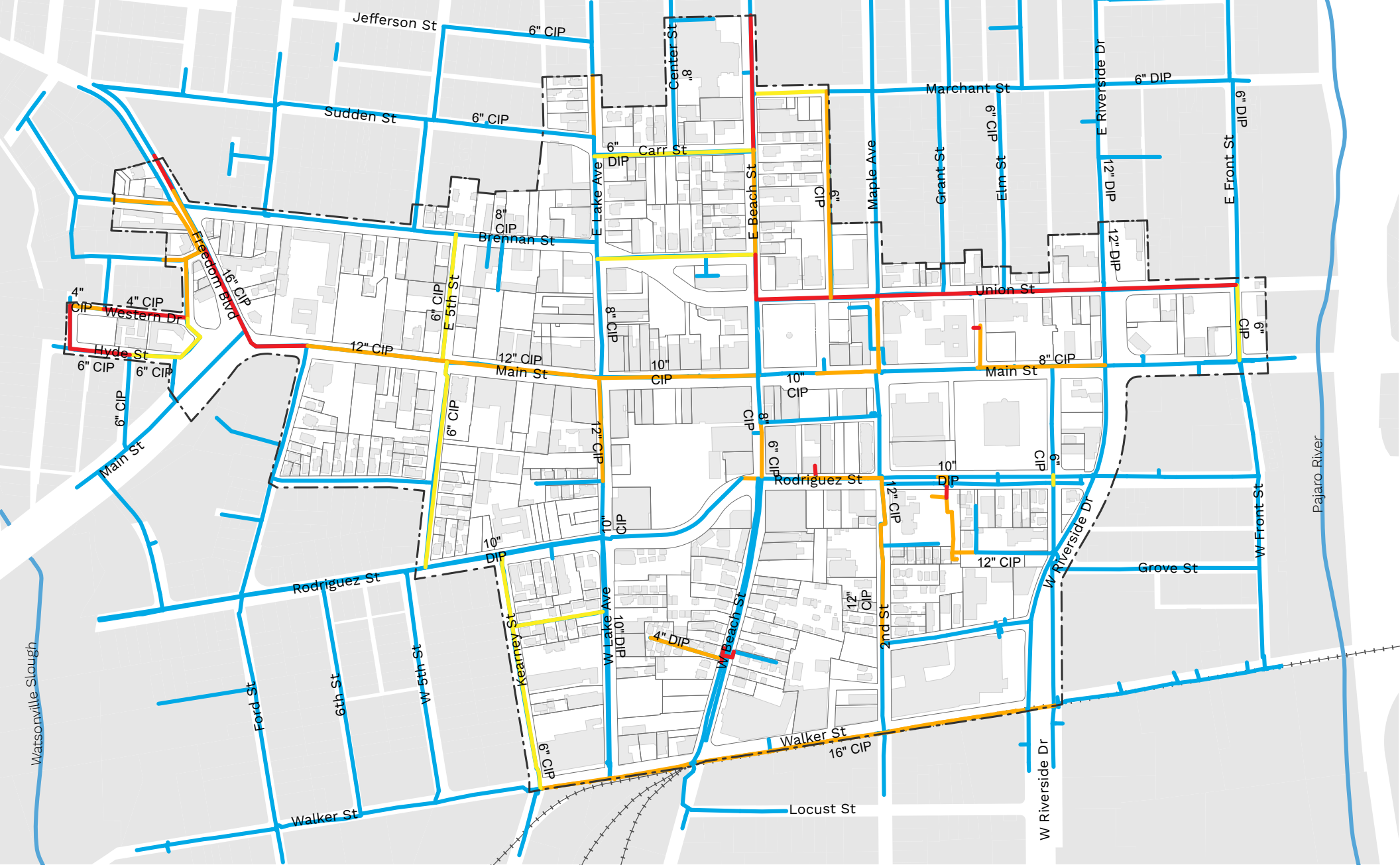


FIGURE 8–1 **WATER SUPPLY: EXISTING FACILITIES & RECOMMENDED IMPROVEMENTS**

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

Zones

- Domestic Water Service
- Replace Per Draft Water System Master Plan (Figure 5, Priority for Replacement = High & Very High)
- Potential Upsizing to 8" Minimum Diameter
- (W) Production Well

- Specific Plan Boundary
- Building Footprint
- Parcel
- Waterway

N

0 200' 500'
100' 400'

Water System

The water system appears to have adequate capacity to serve development within the Specific Plan area. The water demand generated by future development within the Specific Plan area (0.76 MGD) is relatively insignificant compared to the system's available water supply (16.9 MGD).

Key findings within the WSMP indicate that the City has sufficient storage to meet 2040 demand in all zones except Zone 2 and has sufficient pump station capacity to meet 2040 demands in all zones except Zone 4A (Specific Plan area is within Zone 1). New water main is recommended outside the Specific Plan area to increase reliability of the water system and improve fire flow capacity (refer to draft WSMP).

In addition, the City has an ongoing pipeline replacement program where the City replaces approximately 1-2 miles of pipeline per year, based on a condition assessment with ranking criterion established by the City and modified by Carollo in the WSMP. The ranking system is based on leak history, age, fire protection, potential impacts, material, distribution and visual observation. Figure 5 of the WSMP provides a color-coded map depicting pipe replacement priorities within the City. Recommended improvements within the Specific Plan area are listed adjacent and identified in **Figure 8–1**.

Recommendations

Recommended improvements within the Plan area are prioritized below based on input from the City and identified in **Figure 8–1**.

- **Priority #1:** Replace per draft WSMP condition assessment (Figure 5, total replacement score greater than 8).
- **Priority #2:** Replace per draft WSMP condition assessment (Figure 5, total replacement score greater than 6). Replacement should be re-evaluated in the future.
- **Priority #3:** Potential upsizing of 4- and 6-inch mains to 8-inch minimum. Replacement should be re-evaluated in the future. Projects should consult with the City and obtain hydrant flow tests at nearby hydrants to understand available fire flows and pressures prior to upsizing.
- Install a new well in Zone 1 or Zone 2 to reliably meet 2040 demands (WSMP). The City has identified a potential new well at an existing Zone 2 well site (outside the Plan area). Thus, this recommended improvement is not shown in **Figure 8–1**.



PHOTO CAPTION—View from Struve Slough in Watsonville

Section 8.3

SANITARY SEWER

The City owns and operates its own sanitary sewer collection system, comprised of 13 sub-basins that discharge to the Watsonville Wastewater Treatment Facility. Sewer within the Plan area are PVC, HDPE, VCP or TP and range in size from 6 to 27-inches in diameter. Existing facilities are shown in **Figure 8–2**. A portion of the Plan area is within Sub-Basin 7, and Sub-Basin 7 has been identified as prone to flooding during wet weather events in the Sub-Basin 7 Sanitary Sewer Assessment Study (Sub-Basin-7 Report).

The Sanitary Sewer System Capacity Evaluation and Assurance Plan was completed by MWH in February 2007 (2007 Report), and the Sub-Basin-7 Report was completed by HydroScience Engineers, Inc in December 2020. The 2007 Report includes an evaluation of the existing City's sanitary sewer collection system, and the Sub-Basin 7 Report expands upon the 2007 Report to further develop the Sub-Basin 7 system model and incorporate all existing pipes within Sub-Basin 7. Both reports contain recommendations for improvements to ensure adequate capacity for existing and future development. Several improvements have been made to the sanitary sewer system since the 2007 Report was prepared. The City plans to complete an updated Sanitary Sewer System Capacity Evaluation and Assurance Plan in the future, which will include updated hydraulic modeling of the City's sewer system.

The existing sewage treatment capacity is 12.0 MGD average dry weather flow, and the current flow treated at the plant is approximately 5.3 MGD. The proposed sewage flow due to development within the Plan area is calculated assuming 95% of the estimated water demand enters the wastewater collection system. The calculated water demand due to development within the Plan area is 0.76 MGD. Thus, the estimated sewage flow is approximately 0.72 MGD, as shown in **Table 8–3** below.

The wastewater treatment facility has adequate capacity to serve development within the Plan area.

Waste Water

Table 8–3 Future Plan Sewage Load

Type of Use	Total Units	Sewer Load	Total Load (gpd)	Total Load (MGD)
Residential	3,886 du	165 gpd/du	642,356	0.64
Commercial	231,151 sf	0.1 gpd/sf	21,959	0.02
Industrial	379,827 sf	0.13 gpd/sf	50,517	0.05
Public	114,572 sf	0.059 gpd/sf	6,748	0.01
Total				0.72

* *95% of water usage*



FIGURE 8–2 **SANITARY SEWER: EXISTING FACILITIES & RECOMMENDED IMPROVEMENTS**

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

Zones

- Sanitary Sewer Service
- Priority #1 Upsizing Per Sub-Basin 7 Report (High Priority)
- Priority #2 Upsizing Per Sub-Basin 7 Report (Mid Priority)
- Priority #3 Potential Upsizing to 8" Minimum Diameter
- Specific Plan Boundary
- Building Footprint
- Waterway

N

0 200' 500'
100' 400'

Waste Water

The sewage flow generated by future development within the Plan area (0.72 MGD) is relatively insignificant compared to the available treatment capacity (10.30 MGD).

The results of flow and hydraulic modeling within the Sub-Basin 7 Report indicate that sections of sanitary sewer within the Plan area have capacity deficiencies. Recommended improvements to increase capacity within the Plan area are listed below and depicted in **Figure 8–3**: Sanitary Sewer: Existing and Recommended Facilities.

Recommendations

Recommended improvements to increase capacity within the Plan area are prioritized below based on input from the City and identified in Figure 8-2: Sanitary Sewer: Existing and Recommended Facilities.

- **Priority #1**: Upsize per Sub-Basin 7 Report (high priority)
  a. Freedom/Main Street - Upsize 8/10-inch to 12/15-inch pipe.
  b. East Lake Avenue - Upsize 6/8-inch (northern line) to 10-inch pipe. Upsize 10-inch (southern line) to 15-inch pipe.
- **Priority #2:** Upsize per Sub-Basin 7 Report (mid priority)
  a. Palm/Sudden Street - Upsize 6/8-inch to 10-inch pipe.
  b. Brennan Street - Upsize 8-inch to 10-inch pipe.
- **Priority #3:** Potential upsizing of 4- and 6-inch mains to 8-inch minimum PVC to comply with current City standards.



PHOTO CAPTION—Planting native vegetation is one strategy to manage stormwater runoff

Section 8.4

STORMWATER

Storm sewer infrastructure within the Plan area is primarily reinforced concrete pipe (RCP) or corrugated metal pipe (CMP) and range in size from 8 to 60 inches in diameter. See **Figure 8–3**: Stormwater: Existing and Recommended Facilities.

Much of the Plan area is impervious (approximately 90-95%) consisting of buildings, roadways, parking lots, drives, etc. Development within the Plan area will not likely increase impervious area, but impervious area will be replaced, requiring water quality treatment and runoff reduction. In addition, impervious area will be replaced within Watershed Management Zone 1 (see **Figure 8–3**), which requires peak runoff to be managed, water quality treatment and runoff reduction. Because impervious area will likely not increase, peak runoff will not increase, and peak controls may not be required within Watershed Management Zone 1.

Projects within the Plan area may be eligible to achieve reduced runoff retention requirements or alternative (off-site) compliance by documenting technical infeasibility due to site conditions and/or space constraints (redevelopment project/ high-density development). Although the City currently does not have an approved Urban Sustainability Area (USA) through the Water Board, it is understood that projects within a USA are able to provide off-site compliance for water quality treatment and retention requirements without documenting technical infeasibility. In addition, projects in a USA only need to provide retention equivalent to the pre-project runoff volume retained. In any case, water quality treatment is still required, but can be provided off-site, or below-ground, if needed.



PHOTO CAPTION—Fox Theater on a rainy day in Downtown Watsonville

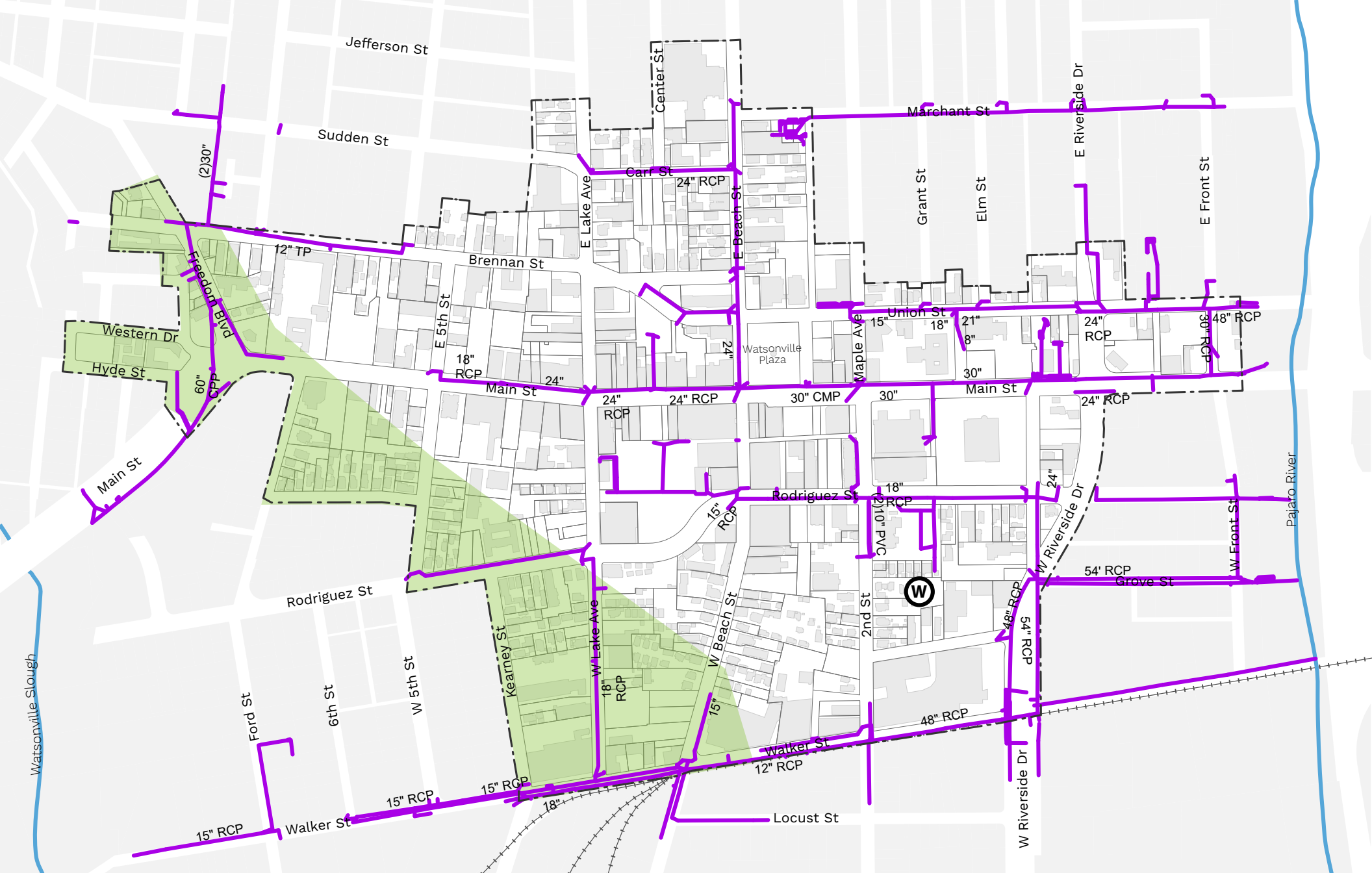


FIGURE 8–3
STORMWATER: EXISTING FACILITIES & RECOMMENDED IMPROVEMENTS

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

Zones
- Stormwater Service
- Watershed Zone 1 Boundary (Approximate)
- Specific Plan Boundary
- Building Footprint
- Waterway

N

0 100' 200' 400' 500'

Stormwater

Regulatory Requirements

Stormwater discharges in the City of Watsonville are under the jurisdiction of the State Water Resources Control Board, regulated through the Central Coast Regional Water Quality Control Board under the National Pollutant Discharge Elimination System (NPDES) Small Municipal Separate Storm Sewer System (MS4) Phase II permit.



PHOTO CAPTION—Storm drain signage

NPDES Program and Construction General Permit

The NPDES program is a provision of the Federal Clean Water Act and requires each project that disturbs one or more acres of soil to obtain coverage under the Construction General Permit. The Construction General Permit is regulated by the State Water Resources Control Board and controls stormwater discharges associated with construction activities. Projects that disturb less than one acre but are part of a larger common plan of development that in total disturbs one or more acres are also required to obtain permit coverage. The Construction General Permit requires a Stormwater Pollution Prevention Plan (SWPPP) to be prepared and submitted to the State Water Resources Control Board.

In addition, projects with a disturbance area greater than 5,000 square feet (greater than 15,000 square feet for detached single-family homes) are required to submit a Stormwater Control Plan (SWCP) to the City. For projects with a disturbance area less than one acre, a SWPPP is not required to be submitted and instead an Erosion and Sediment Control Plan (ESCP) must be submitted to the City of Watsonville. Both requirements are mandated by the State Water Resources Control Board.

City of Watsonville Stormwater Post Construction Requirements

All new and redeveloped projects within the Plan area that contain storm sewer improvements must comply with the City of Watsonville's Stormwater Post Construction Standards. The City of Watsonville's Stormwater Post Construction requirements are summarized below:

- **Threshold: greater than 2,500 square feet.** All projects that create and/or replace > 2,500 square feet of impervious surface (collectively over the project site), including detached and single-family home projects, are required to implement design strategies that limit disturbance, minimize impervious area and minimize stormwater runoff by

implementing one or more specified design measures: directing roof runoff into cisterns, rain barrels or vegetated areas, directing runoff from sidewalks, walkways, patios, driveways and uncovered parking lots to vegetated areas, or constructing bike lanes, driveways and walkways with permeable surfaces.

- **Threshold: greater than 5,000 square feet.** All projects, except detached single-family homes, > 5,000 square feet of Net Impervious Area, and detached single-family homes > 15,000 square feet of Net Impervious Area, are required to provide water quality treatment. Net impervious area is the total (including new and replaced) post-project impervious areas, minus any reduction in total imperviousness from the pre-project to post-project condition. The total required water quality treatment volume can be decreased by reducing the total impervious surfaces. Water quality treatment can be provided through Low Impact Development (LID), biofiltration, or non-retention-based treatment systems. Non-retention-based treatment systems include flow-through treatment systems such as media filters.
- **Threshold: greater than 15,000 square feet.** All projects, except detached single-family homes, which create and/or replace > 15,000 square feet of impervious surface (collectively over the entire project site) and detached single-family homes > 15,000 square feet of Net Impervious Area, are required to meet the runoff retention performance requirements.
    - If a redevelopment project is located within an approved Urban Sustainability Area, the total amount of runoff volume to be retained from replaced impervious surfaces shall be equivalent to the pre-project runoff volume retained.
    - Per the Central Coast Regional Water Quality Board, an Urban Sustainability Area should encompass redevelopment, high density, and transit-oriented development projects that are intended to promote infill of existing urban areas and reduce urban sprawl.
    - If a project can demonstrate that it is technically infeasible to infiltrate the full runoff retention volume, full retention of the runoff retention volume is not required and instead the project can provide retention of no less than 10% of the project's equivalent impervious area. The Water Quality Treatment Performance Requirement is not subject to this adjustment. Off-site mitigation is required when regulated projects fail to demonstrate technical infeasibility of full retention or demonstrate technical infeasibility but fail to dedicate at least ten percent of the project's equivalent impervious surface area to retention-based stormwater control measures.
- **Threshold: greater than 22,500 square feet.** The City requires all projects that create and/or replace >22,500 sf of impervious surface in Watershed Management Zone 1 to manage peak stormwater runoff and meet water quality treatment and runoff retention performance requirements.
- **Special Circumstances.** The City may designate special circumstances to certain projects based on site/receiving water conditions. Special circumstances include discharging stormwater to highly altered channels or existing flow control facilities and projects located where there was once a historic lake or wetland. These special circumstances are exempt from runoff retention and peak management, but water quality treatment performance requirements still apply.
- **Alternative Compliance.** Certain projects can also receive alternative compliance (off-site compliance) if the project can demonstrate technically infeasibility, or if the project is located within a Watershed/Regional Plan or Urban Sustainability Area (USA). Alternative compliance refers to Water Quality Treatment, Runoff Retention and Peak Management Performance Requirements that are achieved off-site through mechanisms such as developer fee-in-lieu arrangements and/or use of regional facilities. Technical infeasibility includes site conditions such as shallow depth to seasonally high groundwater, shallow depth to bedrock, poor soils, and space constraints. Space constraints includes some redevelopment projects and high-density development.

- The following items must be prepared for and require approval from the listed party:

1. **Central Coast Regional Water Quality Control Board (CCRWQCB):**
   a. Notice of Intent (NOI)
   b. Stormwater Pollution Prevention Plan (SWPPP)
      i. Description of erosion and sediment control measures and BMPs
      ii. Plan of erosion and sediment control measures
2. **City of Watsonville:**
   a. Stormwater Control Plan (SWCP).
   b. Erosion and Sediment Control Plan (ESCP) worksheet is required regardless of size where soil disturbance will occur.



PHOTO CAPTION—Planters outside of Civic Plaza

Low Impact Development

As stated above, all projects subject to water quality treatment are required to treat runoff by utilizing Low Impact Development (LID) treatment systems that implement harvesting and use, infiltration and evapotranspiration control, biofiltration treatment systems, or non-retention-based treatment systems. LID treatment systems that could be utilized are bioretention filters, green roofs, vegetated swales, roof leader disconnection, cisterns, and permeable pavers. Non-retention-based systems that could be utilized are flow-through media filters that could be located entirely below-ground.



PHOTO CAPTION—Bioretention filter



Chapter 9:

IMPLEMENTATION AND FINANCING

9.1—Strategic Early Implementation Actions

9.2—Funding and Financing Needs

9.3—Funding Sources


TOWNSEND'S
AUTO PARTS
STOP

THIS CHAPTER DESCRIBES IMPLEMENTATION ACTIONS AND FUNDING OPTIONS NEEDED TO ACHIEVE THE GOALS OF THE SPECIFIC PLAN.

Implementation of the Plan will require a comprehensive approach that includes private sector development, City actions, and coordination with partners and stakeholders. Together, these projects and actions will support the incremental transformation of downtown into a more vibrant mixed-use urban neighborhood with increased housing options, new workplaces, and additional retail opportunities.

Section 9.1

STRATEGIC EARLY IMPLEMENTATION ACTIONS

The Downtown Watsonville Specific Plan envisions that the City of Watsonville will undertake a suite of early-stage strategic implementation actions to promote new public and private investment and development in the Plan area. As part of Specific Plan implementation, the City will establish departmental roles and responsibilities, along with a prioritization of efforts and scheduling that balances new downtown improvements with other needed local capital projects and ongoing public facilities maintenance obligations.

Promote Roadway and Streetscape Improvements on Main Street

Main Street presents a key opportunity to become a strengthened commercial backbone of downtown with streetscape enhancements, ground floor activations, facade enhancements, and travel lane reductions. A key goal of the plan is to re-design Main Street with traffic calming measures to increase the emphasis on active uses and the greater pedestrian activity (Policy 10.2: Main Street). The City will work with the California Department of Transportation (Caltrans) to re-imagine SR 152 to function as a Downtown Street with priority given to pedestrians and destination traffic (Policy 10.3: Caltrans Facilities). To promote implementation actions related to Main Street improvements, City Staff will seek a City Council resolution on the matter, coordinate with Caltrans on project planning, and take additional steps to support Caltrans in the pursuit of funding through the state's SHOPP process.

Progress Planning for Downtown Civic Core Facilities

The Civic Core has several City-controlled, vacant, and underutilized sites on Main Street which present an important opportunity to evolve the city center into a thriving civic-anchored mixed-use area within downtown. Opportunity sites in the Civic Core area include the City Hall, Police Station, Fire Station, and US Post Office sites. The Specific Plan identifies the potential for a "civic campus" where site redevelopment could include a mix of market-rate and affordable housing types and new commercial uses, and also accommodate existing City Hall functions. Including the Post Office site, the land assemblage has the potential to function as an important "gateway" into downtown.

To progress this vision, City staff may undertake facilities needs assessment studies and facilities planning efforts, including considering relocation of City Police facilities to another location. Additional efforts may be undertaken to advance planning and design for the sites, potentially including environmental site assessments, infrastructure/utilities conditions studies, and other due diligence to evaluate the redevelopment potential of the sites. Ultimately, these planning and due diligence activities may inform the preparation of a Request of Proposals or support another type of procurement/developer solicitation process that leads to new investment in the City's Civic Core.

Fund Downtown Signage and Wayfinding Improvements

Signage, wayfinding improvements, parklets, public art, and other low-cost improvements to the Plan area can bring identity and thus have the potential to catalyze downtown investment. Key to evolving downtown, these cost-effective improvements will improve aesthetics, increase usability, and enhance visitor experience. The City is already funding parklets, and staff may seek additional funding from City and outside sources for other cost-effective streetscape improvements that can be made in the near term. Some signage and wayfinding investments may be early implementation action items, while other signage and wayfinding improvements may be phased in later, along with broader roadway reconfigurations or infrastructure projects.

Parking District Expansion

The Specific Plan includes expansion of the Downtown Parking District, with the primary goal of altering on-site parking requirements for new commercial development. In the future, the Downtown Parking District could also seek to deliver new parking facilities that support growth and investment in downtown. By developing larger parking facilities that serve multiple parking demands, physical and cost-related "economies of scale" may be achieved that lower financial burden of parking for new development and growth.

To further this concept, City staff will continue to evaluate future downtown parking needs and potential parking solutions, with the goal of potentially preparing a parking facility strategy and possibly introducing new, consolidated parking facilities. Along with parking program planning and evaluation, the City also may consider a range of potential sources of funding for parking projects, including needed construction and maintenance cost obligations. One potential source of funding is a parking in-lieu fee that would be paid by new development to fulfill parking requirements. The City would use the funding to build and maintain required parking. Other types of public parking facilities, along with funding and financing approaches also may be considered, including possibly creating another parking district downtown to serve existing and new commercial uses. Adding this public parking requires capital investment and operations funding from a broader payer base than just new development projects, potentially a new special tax or assessment on downtown property.[18]

18. Section 9.3 discusses Community Facilities Districts and Benefit Assessment Districts.

Develop Accountability Reporting

The City of Watsonville is committed to the successful implementation of the Specific Plan. To ensure that progress is made in a timely and orderly manner, and potentially to identify new strategic implementation actions, generally increase efforts, or "course correct" during the implementation of the Plan, the City will develop a program of regular reporting on key Plan objectives. For example, tracking public and private investment, new housing units, business openings, or other implementation metrics could illustrate Plan progress for a range of audiences, including City staff, elected officials, residents, and businesses. In some cases, staff can leverage current reporting procedures (e.g., Public Works can report on Plan implementation when department staff brings new projects to Council for approval). Status updates may be produced on a regular interval and could be presented to City Council, and also discussed as part of ongoing City outreach efforts related to downtown Watsonville.

Ongoing Capacity Building and Public Outreach

City staff should continue outreach to residents and businesses to increase awareness of Plan objectives and to build support for public improvements, including on Main Street. Business roundtable events are one of the possible outreach programs to be undertaken. Other ways of disseminating information or collecting feedback include the City's website or social media, surveys, and community events. Incorporating the input of local community members and local businesses facilitates a more equitable process and is likely to increase support for the Plan. Pursuing this action early in the implementation process creates the opportunity to fine tune implementation efforts to better meet the needs of residents and businesses. Furthermore, these activities build capacity and trust with downtown community members who may be impacted by changes.

Section 9.2

FUNDING AND FINANCING NEEDS

This section describes the specific infrastructure improvements required to meet the vision of the Specific Plan. The proposed public improvements can be updated and refined over time as projects move forward and the downtown evolves. The costs presented here are initial planning-level estimates which will be confirmed with more detailed project-specific engineering and design work in the future. In total, the plan envisions nearly $50 million in public realm improvements, including roadway, streetscape, and utilities investments. **Table 9–1** summarizes the major public facilities costs by type.

Table 9–1 Summary of Public Improvement Costs (2022 Dollars)

Description	Cost Estimate
Roadway, Pedestrian, and Bicycle Improvements	$10.5 M
Streetscape Improvements	$8.3 M
Utilities Improvements	$30.0 M
Total	**$48.8 M**

Roadway, Pedestrian, and Bicycle Improvements

Plan area roadway, pedestrian, and bicycle improvements are described in detail below. **Table 9–2** summarizes the anticipated cost to develop these public improvements, including planning and design efforts.

Table 9–2 Roadway, Pedestrian & Bicycle Improvement Costs*

Description	Cost Estimate
Main Street Road Diet[19]	$2.7 M
One-Way to Two-Way Conversions	$ 0.7 M
Rodriguez Street Road Diet (between Beach & Main)	$0.6 M
Intersection Improvements	$0.3 M
Mid-Block Crossings	$2.0 M
Paseo Improvements	$3.2 M
Bike Lanes	$1.0 M
Total	**$10.5 M**

* *Costs are presented in 2022 dollars and include a planning and design allowance.*

19. Section 9.3 discusses State funding from the California Department of Transportation that likely will be available for the Main Street road diet project.

Roadway Network

Improvements to the roadway network include "road diet" projects, one-way to two-way traffic conversions, which are achieved through restriping and complemented by expanded sidewalks, new and improved bike lanes, intersection upgrades, and street lighting. Key roadway improvements include:

- Reducing the number of automobile travel lanes on Main Street from four lanes to two lanes, adding a landscaped median and leaving one travel lane in each direction.
- Converting East Lake Avenue and East Beach Street from one-way "couplet" streets to two-way streets.
- Reducing the number of travel lanes for Rodriguez Street to widen bicycle lanes and sidewalks between Beach and Lake streets.

Pedestrian Network Improvements

The Specific Plan identifies pedestrian network improvements and best practices for sidewalk design. Key improvements include:

- Intersection improvements are proposed at various locations and will include curb extensions, upgraded curb ramps, and high visibility crosswalks.
- A network of paseos at various locations, with unique pavers and planters and scaled to a minimum width of 12 feet.
- Enhanced midblock crossings (e.g., pedestrian refuge islands, rapid flashing beacons, pavement markings and signage) to connect the new paseos at intersecting arterial streets.

Recommended Bicycle Network Improvements

New bike lane striping and bike lane buffers (e.g., delineator cones) throughout the Plan area, to improve bicycle connections and safety, including:

- New Class 3 signed bicycle route on Marchant Street between East Beach Street and the proposed Levee Trail.
- New Class 3 signed bicycle route on Brennan Street/Union Street.
- Improved wider bicycle lanes on Rodriguez Street, including an enhanced buffer between adjacent vehicular travel lanes and the bicycle lane.
- New Class 2 bicycle lanes on 5th Street and Class 3 bicycle lanes on 2nd Street.

Streetscape Improvements

Streetscape improvements in the Plan Area, including new parklets, street trees, street lighting, and furnishings, are described in detail below. **Table 9–3** summarizes the anticipated cost to develop these public improvements, including planning and design efforts.

Table 9–3 Streetscape Improvement Costs*

Description	Cost Estimate
Parklets	$1.0 M
Street Trees	$1.3 M
Street Lighting	$5.5 M
Street Furnishings	$0.5 M
Total	**$8.3 M**

* *Costs are presented in 2022 dollars and include a planning and design allowance.*

Parklets

Parklets are encouraged in key locations along Main Street and East Beach Street in the Historic Downtown Core character area. These parklets will allow for expanding space for outdoor dining at key locations.

Street Trees

Streets in the Plan area will accommodate additional street trees and landscaping to establish a consistent public realm experience while also reducing heat island concerns. The improvements will be made in coordination with the city's existing Street Tree Program, Urban Greening Plan, and Caltrans.

Street Lighting

Lighting will be incorporated throughout the Plan area but will be concentrated at activity nodes and along public circulation paths in the heart of downtown. Street lighting at activity nodes, gateways, parklets, and public facilities will support a comfortable walking, cycling, and driving experience while also improving visibility at intersections, and adding to street character.

Street Furnishings

Street furnishings will be incorporated at activity nodes, public spaces, and along active paths. Furnishing will include a range seating, bicycle racks, and trash receptacles that accommodate pedestrians and cyclists while also catering to visitors, residents, and employees of downtown.

Water Supply, Wastewater, and Storm Water

Improvements to City utilities include new, upsized water supply and sanitary sewer pipes, in addition to project-specific stormwater improvements. An engineer's analysis finds that the City's water and wastewater systems generally have adequate capacity to serve development within the Plan area, though wastewater pipes may need to be upsized for major projects in some locations. In addition to localized wastewater capacity constraints, the results of flow and hydraulic modeling indicate that sections of the water supply system and sanitary sewers serving the Plan area have existing deficiencies. Recommended improvements to improve system reliability and to increase water and sewer capacity within the Plan area include numerous pipe upsizing projects. The engineer's report concludes that approximately $30 million in pipe replacement projects will be needed in the Plan area in the future, as shown in **Table 9–4**.

In addition, development within the Plan area will require water quality treatment and runoff reduction investments. Importantly, however, some projects may not create a net increase impervious surfaces (i.e., over baseline conditions), and thus new controls may not be required. In some cases, projects within the Plan area may be eligible to achieve reduced runoff retention requirements off-site. Regardless, when stormwater infrastructure improvements are needed to achieve compliance, requirements will be conditions of approval and associated costs will be borne directly by project developers.

Table 9–4 City Public Utilities Improvements*

Description	Cost Estimate
Water System Upgrades	$16.6 M
Sanitary Sewer System Upgrades	$13.3 M
Total	**$30.0 M**

* *Costs are presented in 2022 dollars and include a planning and design allowance.*

Section 9.3

FUNDING SOURCES

There is a range of funding sources and financing options available to serve infill development in California. The most frequently used funding and financing approaches rely on the creation of new real estate value, including development-based funding (e.g., fees and exactions) and land-secured financing (e.g., Mello-Roos Community Facilities Districts). In addition, tax increment financing (TIF) instruments that funnel property tax into new public facilities can be helpful in some instances, particularly as a complement to development-based and land-secured approaches, though this method relies on General Fund revenue that otherwise would go toward municipal services. Despite the presence of numerous funding sources and financing techniques, options are limited when real estate value creation is constrained by market factors, regulatory requirements, and other economic factors.

In downtown Watsonville, history has shown that real estate investment potential is negatively affected by added marginal development costs (e.g., higher development impact fees). The success of the downtown vision hinges on new private-sector investment, and accordingly, the Plan seeks to limit additional cost burdens on real estate development, at least in the near term. Importantly, while the Specific Plan envisions significant modifications and upgrades to public roadways, streetscapes, and utilities, as discussed above, real estate development and Plan implementation can move forward in most cases independent of these public realm investments. As such, the Plan's implementation strategy does not seek to rely on new area-specific development impact fees, special taxes, or other funding approaches that add new costs burdens on private sector projects within the Plan area.

Existing Development Impact Fees

The City of Watsonville currently charges development impact fees, including:

- City-Wide Traffic Impact Fee
- Recreation and Parks Facilities Fee
- Public Facilities Impact Fee
- Fire Impact Fee
- Carbon Fund Impact Fee
- Sanitary Sewer Connection Fee
- Water Service Connection Fee
- Groundwater Impact Fee
- Storm Drainage Fee
- Impervious Area Impact Fee
- Public Art Fee

The Plan anticipates that the City of Watsonville will continue to charge development impact fees and implement its fee programs, investing in capital improvements throughout the City and in the Plan area. In time, the City will undertake technical work to update fees, at which point downtown improvements may be prioritized in capital improvement plans that underly the fee programs. For example, the roadway conversions envisioned by the Plan are a major shift of streets that improves vehicular flows and may be an appropriate use of the City's existing Traffic Impact Fee revenue.

Enterprise Funds

The City of Watsonville operates three utility enterprises, including water and sewer enterprises. These enterprises collect revenues associated with the services provided and have a commitment to fund replacement of critical infrastructure and rehabilitation of water and sewer assets within these city systems. While there are various near-term priorities, including sewer plant upgrades, pump station projects, new reservoirs, and additional wells, the upgrading and upsizing of existing water and sewer lines throughout the city is regularly undertaken by the utility enterprises. Since water and sewer infrastructure capacity within the Plan area is sufficient to serve future development under the Plan in most cases, replacement of existing water and sewer lines likely will occur over time, based on systemwide priorities and the availability of enterprise funding.

Reimbursement Agreements

In some locations downtown, a major development project may trigger the need for wastewater pipe upsizing. While the City is prioritizing infrastructure investments to avoid capacity constraints that could temporarily limit new development, there may be situations where new projects seek to expedite City pipe replacement upgrades. Should such a case arise, the City may consider allowing developers to fund (and construct) needed public facilities upgrades. In such cases, the City could choose to enter into a reimbursement agreement through which the developer would be compensated for the public improvements over time. In these situations, the City could agree to reimburse the developer on a schedule, providing sufficient time for the City to accrue enterprise or other funds for the needed upsizing project.

Grants and Other Non-Local Funding

The City will seek funding from outside sources to advance implementation of the Specific Plan. State and federal funding for roadways and other public infrastructure will be pursued strategically on an ongoing basis. Caltrans is anticipated to be a major funding source for Main Street improvements, along with other non-local funding opportunities that become available over time.

California Department of Transportation

The City has gained support from Caltrans for roadway improvements on Main Street. It is anticipated that state funding through Caltrans will be available for the “road diet” project that will reduce the number of travel lanes. Through Caltran’s State Highway Operations and Protection Program (SHOPP), the City anticipates the California Transportation Commission (CTC) will approve funding to support implementation of these Specific Plan improvements, as well as other upgrades to State Route 152. The City Council supports the road diet and passed a Resolution at its September 13, 2022, meeting related to working with Caltrans to forward the initiative.

Community Development Block Grant (CDBG)

The Parklet Program in Downtown Watsonville will fund the construction of two parklets in the downtown. The City already has devoted $65,000 in Community Development Block Grant funding to the program. In addition to construction of the two parklets, additional funding may be made available to businesses and property owners.

Other Grant Programs

Active Transportation Program (ATP) Grants—ATP is a California grant program that encourages bicycling and walking, especially for children traveling to school and for residents of disadvantaged communities. Safe Routes to School grants are awarded through the ATP, and school-based projects and programs are highly competitive for ATP funding based on the program criteria.

Safe Streets and Roads for All (SS4A) Grants—The SS4A program, a new United States Department of Transportation program, offers competitive funding for planning and construction of roadway safety projects. Implementation projects need to be identified in an Action Plan, and the City may update its Vision Zero Action Plan to improve competitiveness for funding. The City recently partnered with other regional agencies on an SS4A grant for planning purposes.

Regional Early Action Planning (REAP) Grants—Administered by the California Department of Housing and Community Development, in collaboration with other state agencies, this grant program offers $600 million to California cities to implement improvements identified in their regional plans, with particular focus on projects that encourage infill development and/or reduce vehicle miles traveled (VMT).

Other Public Funding and Financing Tools

Current planning for the Specific Plan implementation does not contemplate the introduction of new fees, special taxes, or City formation of any district that devotes tax revenue to Plan area infrastructure development or operations. In the future, however, if downtown development and associated public improvements fail to materialize, additional public funding and financing tools may be studied and potentially brought to bear. Common public funding financing tools in California include:

- ***Area Development Impact Fees—***Impact fees are ordinance-based, one-time charges on new development, including “area fees” which are charged within distinct city subareas. Impact fees cover new development’s “proportional-share” of the total capital cost of necessary for supporting public infrastructure and facilities (as codified in California Government Code Section 66000 - the Mitigation Fee Act). Development impact fees can be imposed through adoption of a local enabling ordinance and may be charged for a particular improvement (e.g., transportation improvements) or include multiple infrastructure improvement categories. These fees become development project costs and may have a negative effect on the financial feasibility of new real estate development.
- ***Mello-Roos Community Facilities District Special Taxes—***Since the mid-1980s the Mello-Roos Community Facilities District (CFD) has been a well-used infrastructure finance tool, though it is not particularly well suited for most infill applications due to voting requirements. Two-thirds voter approval is needed to form CFDs in areas that have more than 12 residents. If approved, however, owners or users of real estate pay additional “special taxes” that can be used to fund new public facilities and operations. The special taxes add to the cost of property ownership and may have a negative effect on the financial feasibility of new real estate development.

- ***Benefit Assessment Districts—*** Special benefit assessment districts establish a mechanism for charging properties that benefit from specific public improvements or services. The formation of assessment districts requires majority approval of the affected property owners. Benefit assessments can fund a wide range of infrastructure improvements or services, so long as a direct and measurable benefit can be identified for the benefitting properties. There are numerous forms of special benefit assessments in the California statutes, including Lighting and Landscape Assessment Districts. However, in 1996, Proposition 218 effectively curtailed the use of Assessment Districts in California by limiting the methods by which local governments may exact revenue from taxpayers without their consent. In addition, recent court rulings have further tightened the requirements for demonstration of "special benefit" thus further reducing the flexibility of assessment districts.

- ***Local Tax Increment Financing (TIF)—***Local agencies may establish a TIF district to capture incremental increases in property tax revenue from future development and direct those funds to public facilities development. In the absence TIF, these public revenues would accrue to the city's General Fund (or other property-taxing entity revenue fund). In general, TIF funds can be used for public infrastructure, including roads and utilities, parks, and affordable housing. While any tax increment investment in support infrastructure, no matter how small, could benefit a marginally financially feasible project, it is important to consider that the use of local property tax to support new development has fiscal implications, resulting from limiting the tax revenue funding for new public services costs associated with development.

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