

Community Survey #1 - Summary

Strengths, Issues, Opportunities, and Vision

Overview

As a part of the Downtown Watsonville Specific Plan project, the City of Watsonville conducted an online community survey to collect feedback on strengths, issues, opportunities, and community vision for the Downtown. The survey officially opened on September 30th, during the DWSP Community Workshop #1, and closed on November 16th. The survey was available in English and Spanish. The survey had a total of 666 responses, 132 of which were in Spanish. Note that not all respondents answered every question in the survey.

While the survey was primarily conducted online, City Staff also solicited in person responses at the Farmers' Market at the Plaza on several days. Appendix A lists the methods by which the survey was advertised.

Survey Responses

The survey asked six questions about Downtown along with three demographic questions. This document summarizes survey responses and is organized by question. The data is frequently presented through three cohorts of respondents. The **first** being the overall comprehensive survey data from the **666 total responses**.

The **second** cohort pulls out the survey respondents who live in or around the downtown. This cohort includes 205 respondents. This was done to consider if there are significant difference in the responses based on where respondents live.

The **third** cohort consists of survey respondents who are between the ages of 25-44 years old. This cohort includes adults who are forming or have recently formed new households and includes 283 respondents. This cohort allows us to see if certain elements rank higher as compared to other cohorts. As evidenced in the detailed information below, the analysis of the cohort responses do not show major differences. While there are some minor differences, overall, there are insignificant differences between them.

Quick Look

The following is the order of how the data is presented in this document and a brief summary of responses:

Demographics

- *Age:* 68% of survey respondents identified between the ages of 25 – 64
- *Background:* 70% of survey respondents identified as Hispanic, Latino, or Spanish Origin
- *Residence Location:* 31% of survey respondents live in or around the downtown while, 42% live elsewhere in Watsonville

How often do you visit downtown?

- 44% of survey respondents visit downtown multiple times a week

What are the reasons you come to downtown?

- The Farmers Market is overwhelming one of the main reasons why people visit downtown. Each of the three cohorts identified this as their top reason for visiting downtown. The next two top reasons varied by cohort and included visiting the plaza, dining, and walk/person leisure.

What do you like most about Downtown? Please pick three strengths that are most important to you.

- Across the three cohorts, the Farmers' Market and the Plaza ranked as the first and second strengths respectively. The third strength changes depending on cohort and included local businesses and murals and art.

What are the key issues that Downtown is currently facing?

- Across the three cohorts, people experiencing homelessness/mental health issues and safety ranked as the first and second key issues the downtown is currently facing. The third key issue changes depending on cohort and varied between cleanliness and a lot of vacant buildings

Rank elements that help make a downtown successful in order that you think would help make Downtown Watsonville successful.

- Across the three cohorts, varied choice of uses and experiences and pedestrian and bicycle friendly environment ranked as the first and second elements that make downtown successful respectively. The third element changes depending on cohort.

Which opportunities that currently exist in the downtown are most exciting to you to build on?

- Across the three cohorts, the top most exciting opportunities to build on was the same - re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses. Second and third most exciting opportunities varied by cohort and included: new uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses), available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences, and construction of more housing (both market rate and affordable), which will bring more people to the Downtown

Open response (anything else you would like to share?)

- There was a total of 353 open responses. These responses are included at the end of the document.

What do the results tell us?

- The Farmer's Market and the Plaza are undoubtedly two of the greatest strengths that currently exist downtown. They were both identified as top strengths of the downtown and main reasons why people visit the downtown.
- The community is concerned about homelessness/mental health issues in downtown as well as safety in the downtown. A connection between the homelessness/mental health issue and safety concerns can be drawn as these two issues are interrelated.
- Respondents would like to see more varied choice of uses and experiences within the downtown. While "nothing to do downtown" only ranked in the top 5 for two of the cohorts in terms of key issues, varied choice of uses and experiences came in as the #1

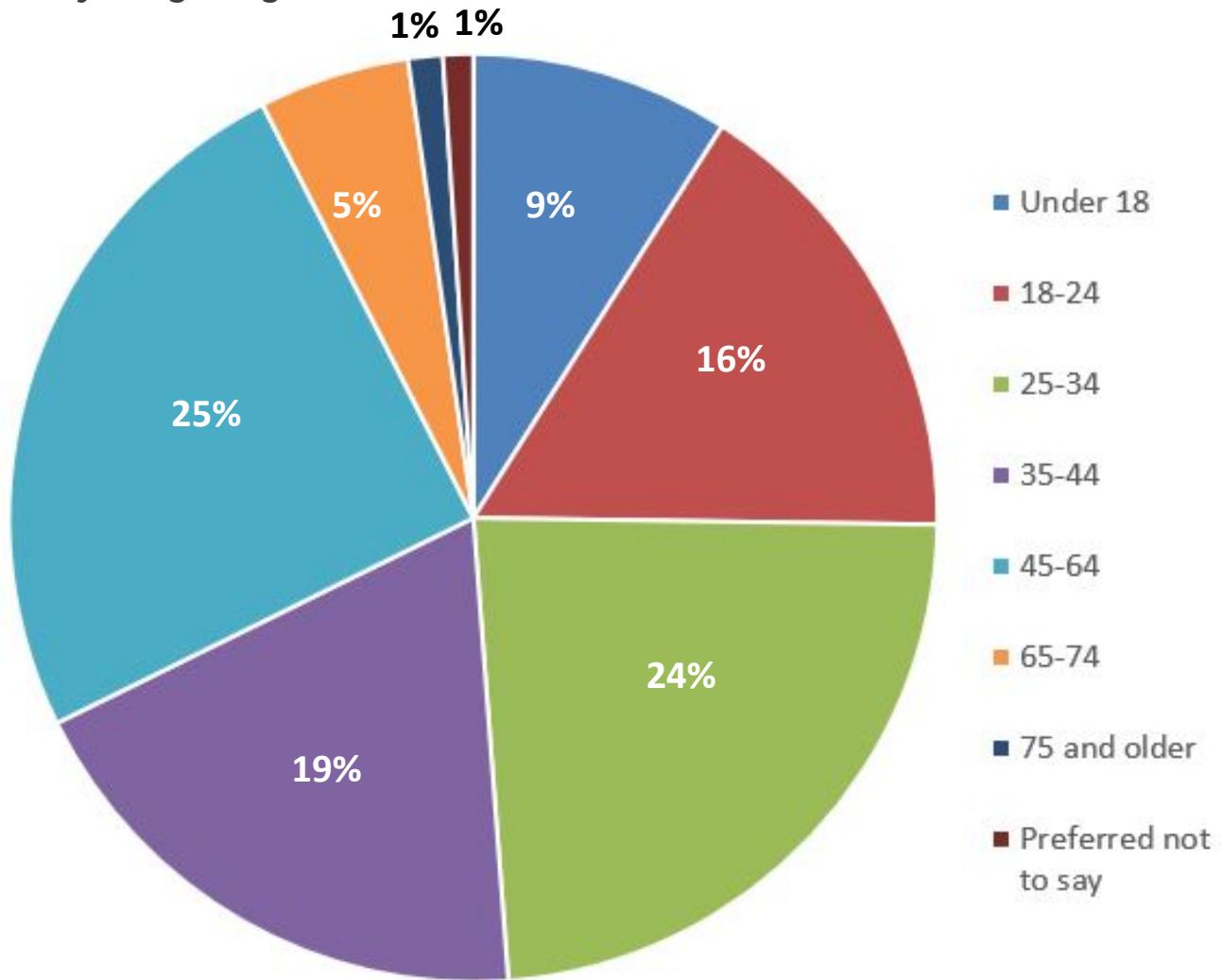
element throughout all cohorts that respondents believe would help make downtown more successful. Adding mixed-used buildings to downtown ranked #3 for two of the cohorts. Additionally, the top three current opportunities to build off in the downtown all related to creating new uses in the downtown – whether that be through re-use of vacant buildings or new development.

- Respondents would like an enhanced pedestrian and bicycle friendly environment in the downtown. Safety ranked as the #2 key issue throughout all cohorts, identifying lack of safety in the downtown as something felt regardless of respondent age and where they live.
- While, gentrification fears ranked as the 7th key issue facing downtown throughout all cohorts, gentrification was called out in many open responses. It is clear respondents would like to keep Watsonville unique and local - maintaining historic and cultural connections is important to the community.

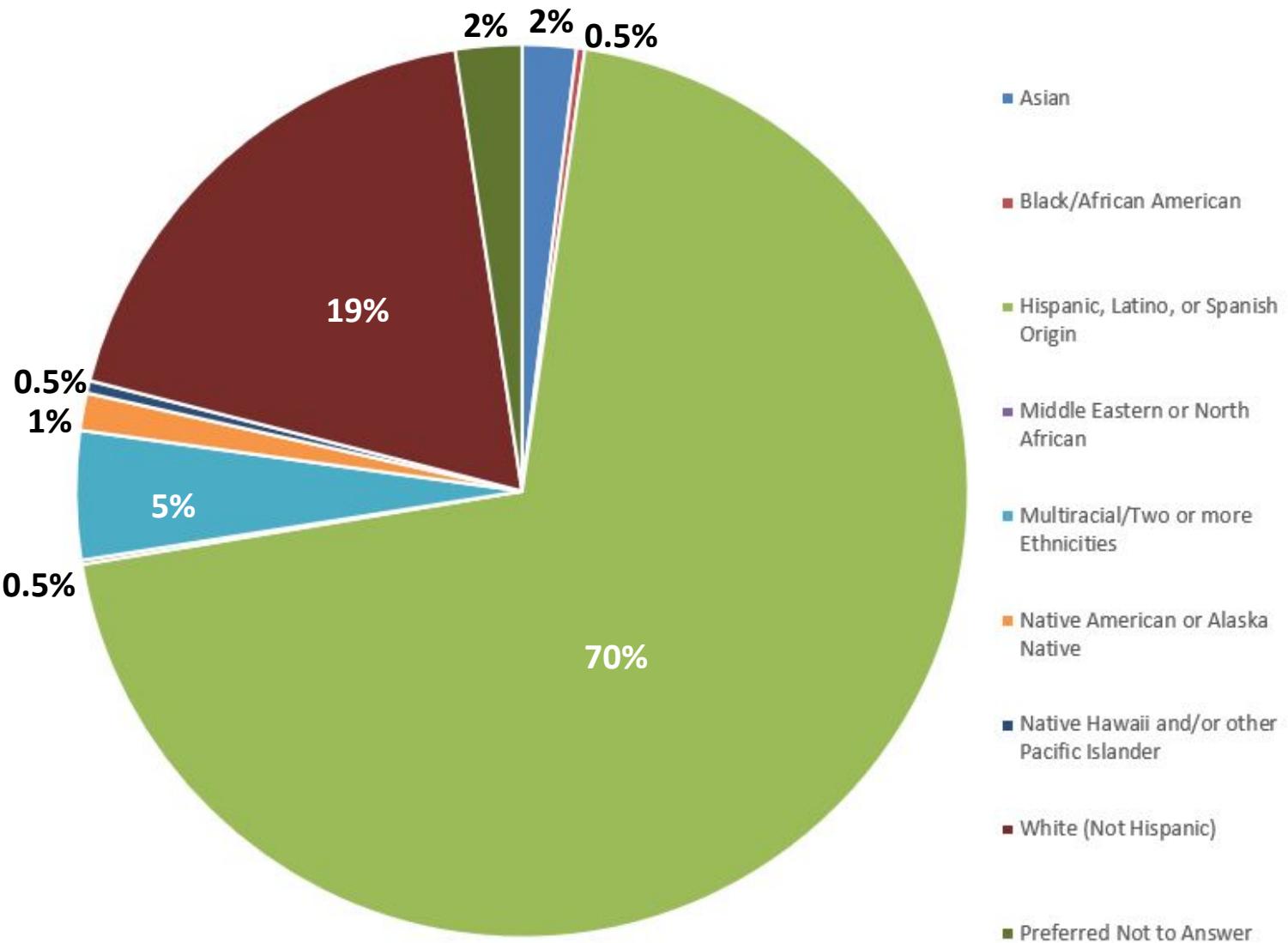
Survey Responses

Demographics

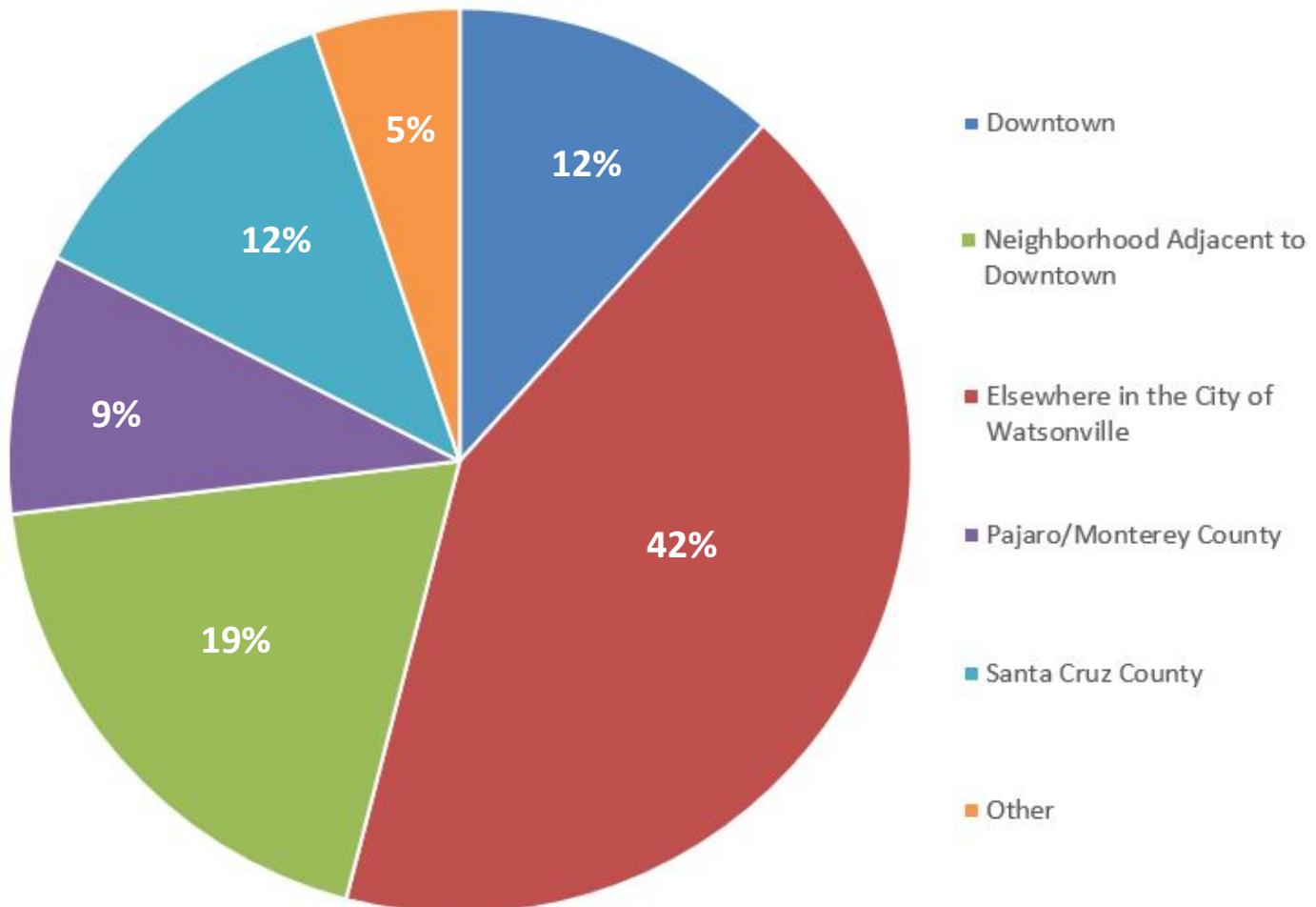
What is your age range?



What is your background?

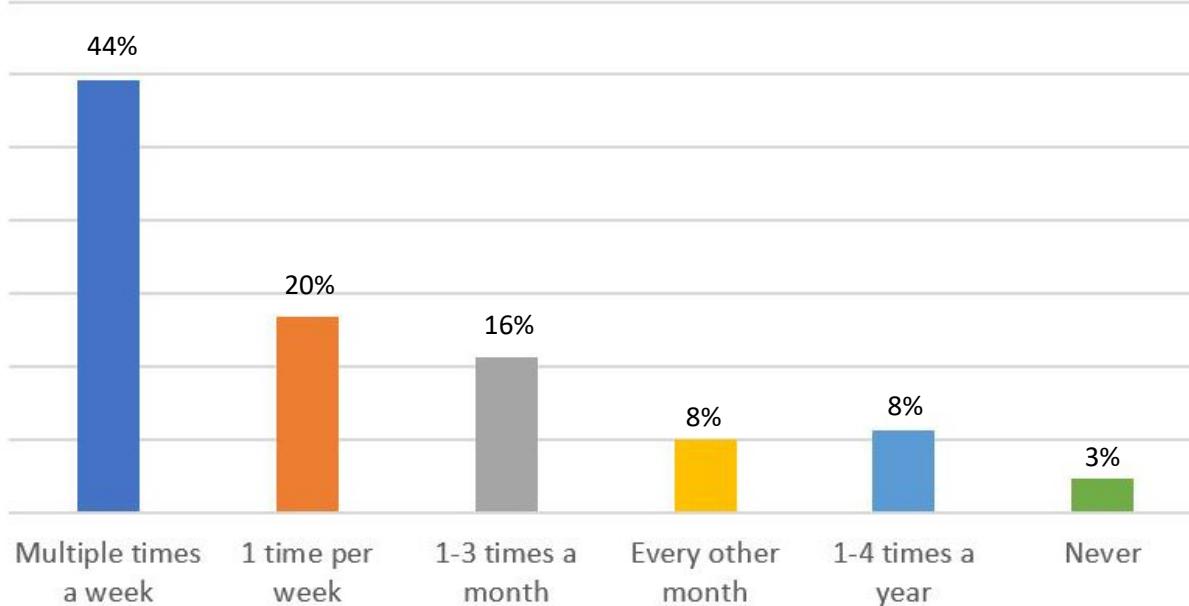


Where do you live?



How often do you visit Downtown?

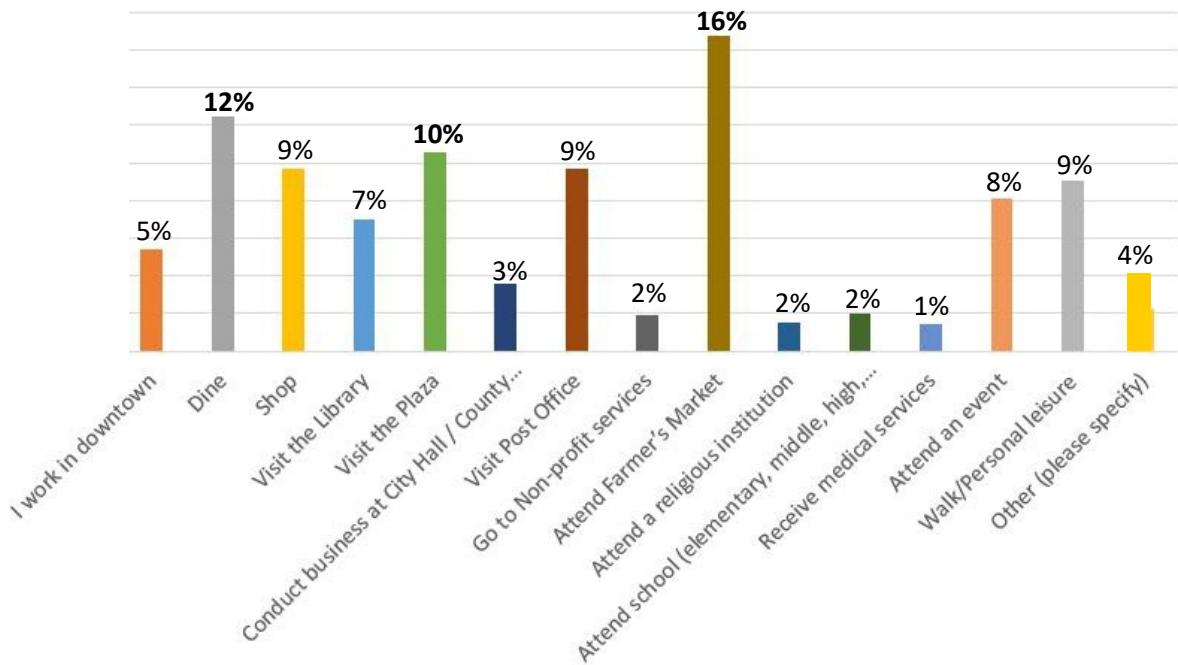
The survey asked respondents how often they visit Downtown. Below are responses for all 666 participants of the survey:



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

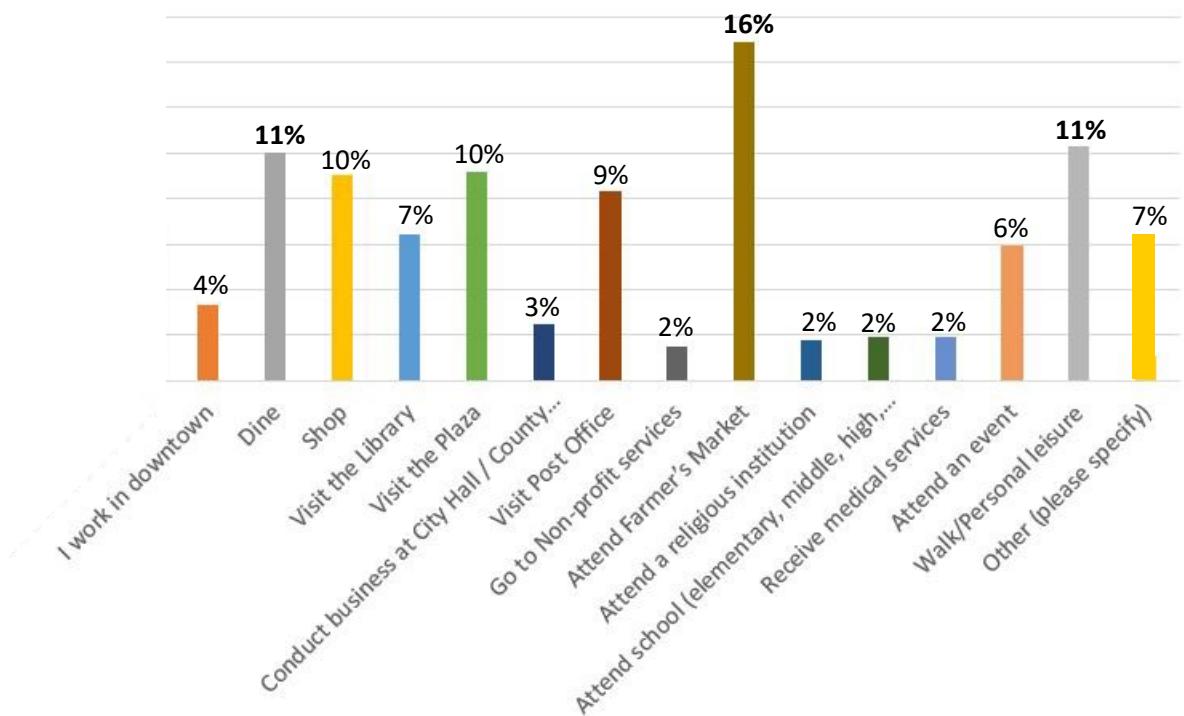
The survey asked respondents why they visit Downtown and to select all that apply. Below are the responses for all respondents. Overwhelmingly, the **Farmer's Market** draws people the most to downtown (16% of responses). **Dining** was the second most popular reason (12% of responses) identifying this as a reason respondents come to downtown. **Visiting the Plaza** came in third (10% of responses) and followed closely by shopping, going for walk (personal leisure), and visiting the post office (each representing 9% of responses).

Comprehensive Results



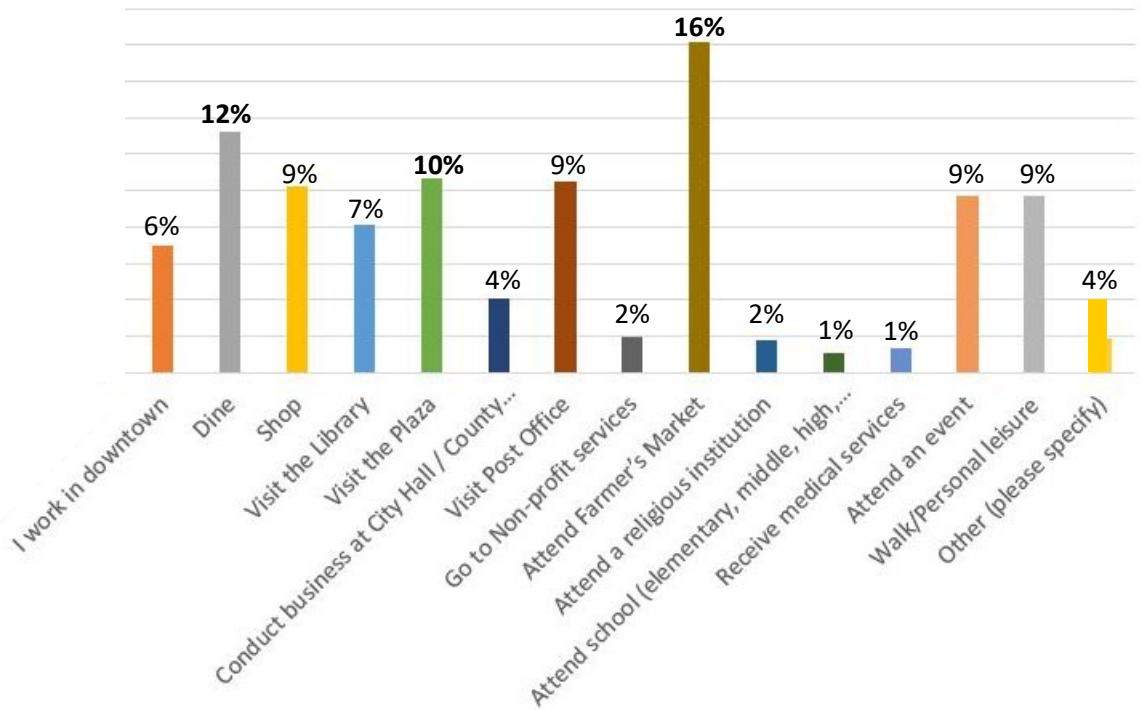
Of the 666 survey respondents, 205 identified as **living in downtown or in an adjacent neighborhood** to downtown. The graph below shows these responses and the reasons why they come to downtown. Comparing them to the comprehensive responses results are relatively similar with **Walk/Personal Leisure** coming in a bit higher and tying **Dine** for second place for those who live in and around downtown. These individuals also **shop** more downtown, tying **visiting the Plaza** as the third most popular reason they visit downtown.

Live in and Around Downtown Cohort



Of the 666 total respondents, 283 identified between the ages of 25-44. Below are their responses to the reasons why they visit downtown. Identical to the comprehensive group and those who live in and around the downtown, the **Farmer's Market** is the number one reason why people come to downtown with 16%. **Dining** in second place with 12%. **Visiting the Plaza** third place with 10%. Compared to those who live in and around downtown, this cohort attends more events in Downtown at 9% vs. 6%.

Age 25-44 Cohort



Other (please specify)

To visit the bank or (pre-Covid) to accompany students

wells fargo bank

Personal services

Laundry

Drive by

Bank

To Support Mexican Watsonville Born & Raised Businesses

feel most welcomed here

own a business

Drive through town sometimes on way to work

Banking

Enjoy the CULTURE

Drive through to get home

Walk to the metro station

enjoy the drive through

Boxing Gym, Taiko Drumming, Digital Nest

Barbershop

Never go there

my grandma lived there and my tia (her daughter) lives in an apartment there, i visit multiple times a week to check up on my tia and abuelo. It's the street I grew up

Pokemon Go

Visit my bank

I don't, nothing attractive.

Exercise

go to the bank

before covid, attended yoga

To go to the bank

I walk my dog down to the plaza

visit city hall

bank

Friday plaza

my animals are kept at watsonville high

Drive through often, and fuel up.

Slice project & yoga classes

Go to the bank or El Frijolito

Recreation- yoga

School counselor

Love to see movies back fox theater but needs to go back to theaters with the balcony

Ramsey skate park

Own a business

Go to the bank (Wells Fargo)

I just drive thru downtown to get home

banking

Live and work only two blocks away from downtown

Pay bills

personal services - haircut

volunteer at Fire Museum

Friends

My family and I own property Downtown.

Go to the bank

I volunteer/work downtown

Ride my bike through downtown

Para visitar a familiares que viven en el centro de la ciudad.

Al banco Wells Fargo

Amo ir a la plaza

Estar en bicicleta

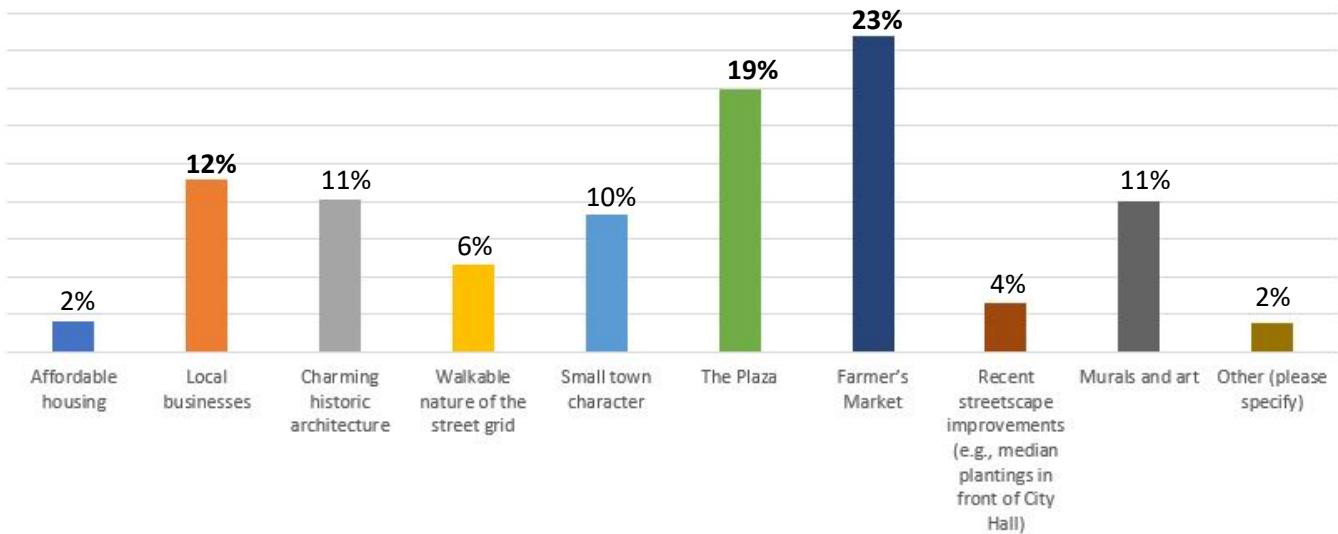
Tomar fotos

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.

The 666 respondents ranked the strengths of downtown as follows. From most to least important:

1. Farmer's Market
2. The Plaza
3. Local Businesses
4. Charming Historic Architecture
5. Murals and Art
6. Small Town Character
7. Walkable Nature of the Street Grid
8. Recent Streetscape Improvements
9. Affordable Housing
10. Other

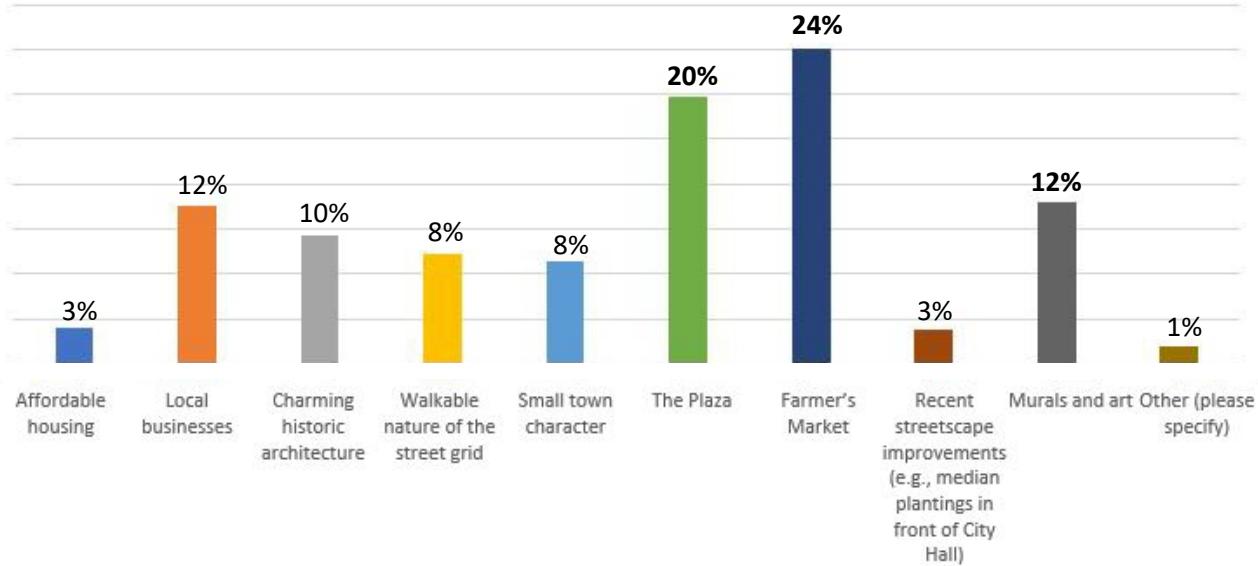
Comprehensive Results



Comparing the overall results to those who live in and around downtown the ranking of strengths is very similar. However, those who live in and around downtown concluded murals and art is the #3 strength compared to it being at #5 for the overall survey results. These 205 respondents also placed affordable housing and walkable nature of the street grid a bit higher than compared to the overall survey.

1. Farmer's Market
2. The Plaza
3. Murals and Art
4. Local Businesses
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6. Walkable Nature of the Street Grid
7. Small Town Character
8. Affordable Housing
9. Recent Streetscape Improvements
10. Other

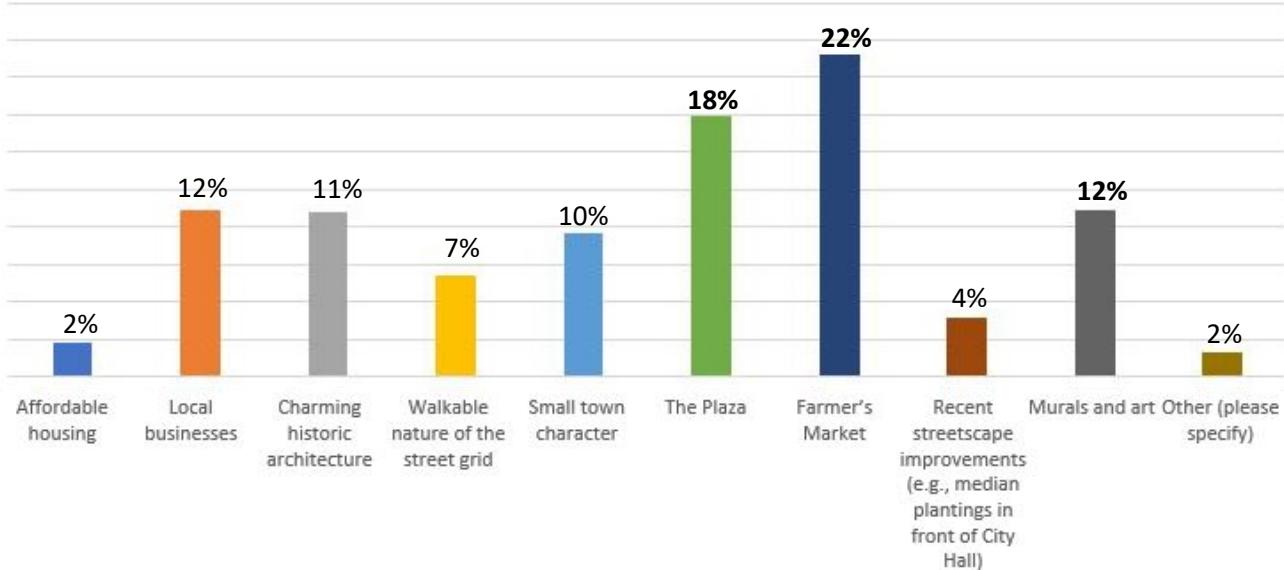
Live in and Around Downtown Cohort



Comparing the overall results to the 283 respondents who identified as 25-44 years old the ranking of strengths is similar to those who live in and around the downtown. Small town character did rank a bit higher in this cohort at #6 and recent streetscape improvements landed at #8 in the ranking.

1. Farmer's Market
2. The Plaza
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6. Small Town Character
7. Walkable Nature of the Street Grid
8. Recent Streetscape Improvements
9. Affordable Housing
10. Other

Age 25 – 44 Cohort



Other (please specify)

Not really that much to like about downtown Watsonville!

low crime

The trees wrapped in lights

The Bean

All of the above.

Future Train Station connected to bike ways and high speed rail

The beauty of Downtown and the history behind it. Also, the buildings are getting old so you might want to fix that but please keep the buildings similiar.

None of the above

I don't like anything.

Digital NEST

Yoga, Slice Project Pizza, LIBRARY!!!!

Watsonville such a very rich history. As a life-long resident, I wish this was brought out in the downtown area. I would like to spend more time in downtown Watsonville, but the downtown area really needs a facelift. In my opinion, it would benefit from balancing out some of the traditional small business with some newer business (i.e. breweries, small museums, remodeling the park).

Nothing stands out.

currently there NO many great things downtown...

The plaza and farmers market

Nothing, no reason to visit

The Library

Church

There aren't 3. The city council has no vision or business experience

familiarity

Food

hot dog stand

Restaurants

I don't really visit Downtown on my own time just for work. The reason why because there is nothing to do, plus no parking and so much traffic. It's not a safe environment for me and my children to walk downtown

access to nonprofit services like El Pajaro; Comm Bridges, CAB, WLC

Recent streetscape improvements are great but I would like to see it run all through North Main Street. I also like the farmers market.



Me encanta La Plaza desde mi ninez hace 40 años

Free food from Salvation Army

Restaurants Mexicanos

The center piece of the plaza

Le gusta Mira a nueva gente / familias en el centro

Le gusta que este bonito

La plazita necesita mas seguridad

Todo

Parks

She likes big events that are held by Watsonville

Las personas

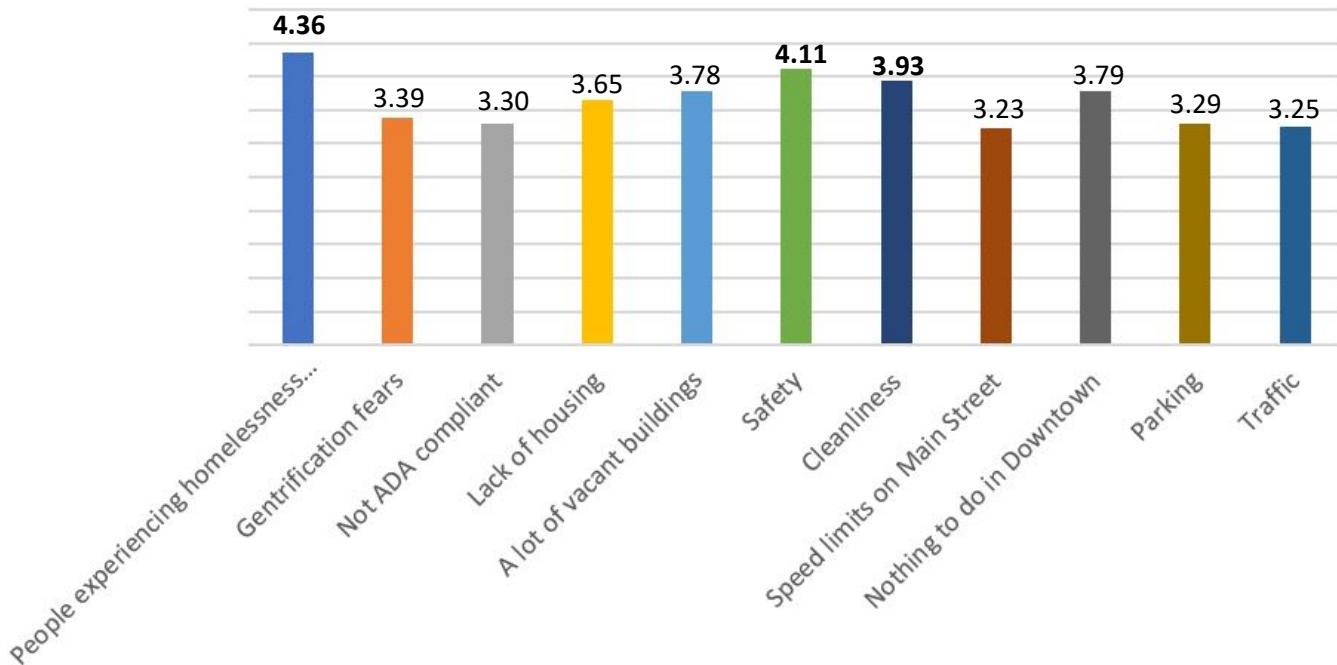
Klowns from outer space

What are the key issues that Downtown is currently facing? Please rate these key issues from "Not Important At All" to "Extremely Important".

The 666 respondents rated the key issues currently facing downtown on a scale from 1 – 5, with 1 being Not Important at All and 5 being Extremely Important. The results presented are an average of the responses. The following are the key issues ranked from most to least important:

1. People experiencing homelessness and mental health issues
2. Safety
3. Cleanliness
4. Nothing to do in Downtown
5. A lot of vacant buildings
6. Lack of housing
7. Gentrification fears
8. Not ADA compliant
9. Parking
10. Traffic
11. Speed limits on Main Street

Comprehensive Results

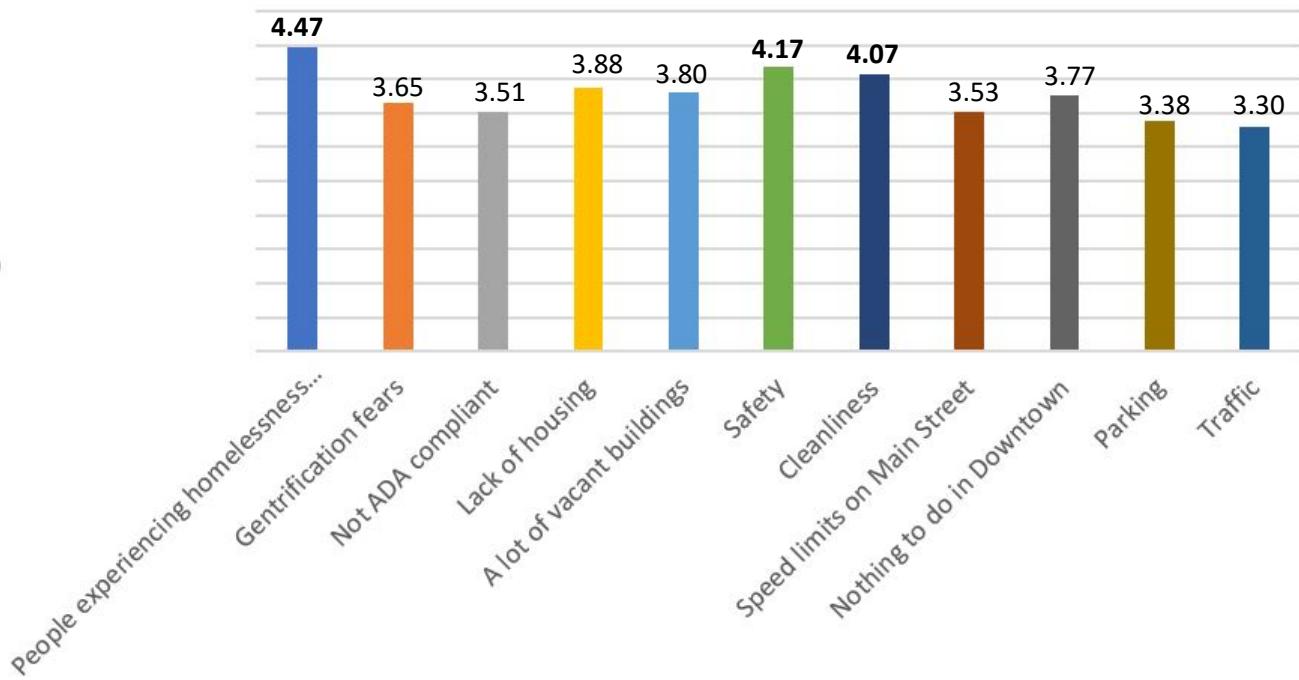


Comparing the overall results to those who live in and around downtown the ranking of issues is similar. However, those who live in and around downtown placed lack of housing at #4 most important issues compared to the comprehensive responses at #6. Speed limits on Main Street is also seen as a more important issue for this cohort ranking at #8 compared to #11 in the comprehensive results.

The following are the key issues ranked from most to least important:

1. People experiencing homelessness and mental health issues
2. Safety
3. Cleanliness
4. Lack of housing
5. A lot of vacant buildings
6. Nothing to do in Downtown
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8. Speed limits on Main Street
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Live in and Around Downtown Cohort

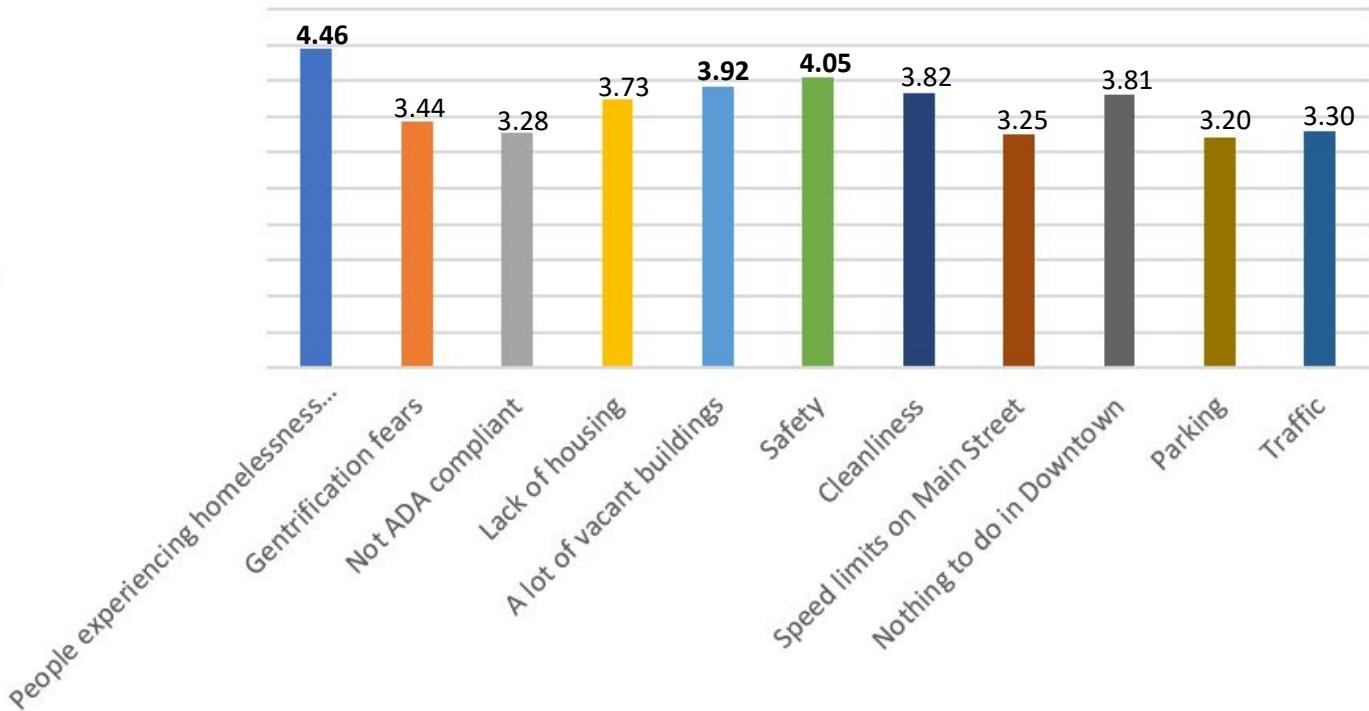


Comparing the overall results to the 283 respondents who identified as 25-44 years old the ranking of issues is similar with some minor differences. A lot of vacant buildings ranked #3 most important issues facing the downtown in this cohort – compared to #5 in the overall results. Additionally, the issues of traffic ranked a bit a higher at #8 compared to #10 of the comprehensive results.

The following are the key issues ranked from most to least important:

1. People experiencing homelessness and mental health issues
2. Safety
3. A lot of vacant buildings
4. Cleanliness
5. Nothing to do in Downtown
6. Lack of housing
7. Gentrification fears
8. Traffic
9. Not ADA compliant
10. Speed limits on Main Street
11. Parking

Age 25 – 44 Cohort



Other (please specify)

downtown watsonville is lame. Nothing to do. Makes us drive outside of town to get some night life/ cute restaurants to eat out. Just filled of homeless people, ugly buildings and traffic everywhere.

There is a lack of variety in cuisine choices, as well as clothing retailers.

Lack of business that attract foot traffic and diverted clientele

Need a variety of stores, bars, restaurants, and shopping. Currently there are only Mexican restaurants. I've counted over 12 in two blocks

Cleanliness of downtown, people who are having mental health issues or homelessness can pose a sense of lack of safety, having more designated foot patrol officers or county mental health official s

small business are fun an all but not to every generation. there al old buildings that can be able to become a place of attraction for the teen and kids

Lower costs for a special period to bring in companies. Diversity of food option and shopping options. Gottachalks building occupation

there is something to do in downtown

Watsonville really needs to bring more business meaning more outdoor dining', shops, etc. Similar to downtown Santa Cruz, to attract people to come into town. Is sad to see that downtown is dead and scary at night. We need shops, no more furniture stores, discount malls, or 99 cent shops.

Lack of free resources to help the community members in need.

bicycle theft

Should be a place where we can have fun and feel safe as a person under the age of 18

need more good gathering spots - better restaurants.

Lack of transparency around application of toxic pesticides in the areas around downtown, particularly on days with a breeze blowing into downtown. #PesticideDrift

Connectivity of public transit with future local commuter train, bike ways and high speed rail

I don't think most of the things in downtown are great..I mean we always skip downtown and go to Gilroy, Santa Cruz or a nearby city to eat or do fun things. I feel like it should lean to a more of an adult fun but at the same time have some things for kids to do. Like add a small park at the Plaza!

Having a GW bust that doesn't represent this city whatsoever and only made racists feel powerful again and the city allowing that.

Having more local/fun attractions/business would benefit out community. No big corporations! No big business that would over throw the Small Mom and Papa. Local resident owned business! Support a new business owner, not someone who already has 2 or more successful business!

Our downtown offers nothing to me. There are many beautiful downtowns in the area that I would rather drive to and enjoy. These include Los Gatos, Campbell, Palo Alto, Morgan Hill. Please look into turning our downtown into a place we would like to visit and spend money in.

Make it safe for people if all ages and abilities on bikes or walking. We shouldn't have to fear death just to go downtown.

No stores to go to anymore so there is no reason to go downtown-

Already plenty to do downtown...could add infrastructure for more community events and support youth spaces

we need more things downtown before it will be an attractive housing option

Address homelessness

downtown sucks. Missing some night life.

need to talk directly with property owner of vacant buildings and keep regular communication open

Would love to see the fox theater restored into some kind of venue as well as vacant/run down buildings!

Our community faces many teens who end up in gangs yet the community turns there back on resources to help children get out of that cycle. We need more areas to connect as teens. Teens can't connect at the "movies" we need SAFE hangout areas

it's ghetto

lack of family activities

As stated earlier, I think the downtown would benefit from a bit of a facelift along with opportunities for new shops and businesses. When I see similar communities such as Gilroy, Hollister, and Salinas and see what they have been able to do with their downtown it makes me realize that we can do the same. Especially because we have such a rich history in Watsonville as well.

The city planners should look to the cities of Mtn. View, Morgan Hill, and Gilroy and see how they've upgraded their main streets successfully.

There is nothing to do in downtown unless you need to buy something at the farmer's market. There are no outdoor areas to eat. Love to eat locally, but I don't do it as much since it's difficult to find a safe parking spot. Loved the wine festival. It was fun to walk around and get to know downtown areas. Local coffee shops, deli shops, bakeries, outdoor eating areas are needed. Shops, stores need to keep their display windows and front of building clean and clutter free. Downtown is dated and uninviting. Great buildings architecture, beautiful gardens and art/ murals, but there is nothing else to invite people to stay longer. I would love to see a food truck park or area, comedy night, more cultural festivals in downtown not just Cinco de Mayo. Our community is very diverse.

We need to attract businesses to downtown to attract people to come shop. Downtown looks pretty but it is worthless if there is nothing to go for.

Lack of diversity and variety in the current shops and restaurants. Heavy slant towards lower-income shoppers. I recognize that represents a need in the community but it will draw in nicer restaurants, stores, businesses, or patrons.

bike lanes

Seeing police on walking beat or bicycles

Huge lack of places to dine, have a drink, and no good shopping

Needs more stuff for kids the city needs to take the Fox Theater and sell tickets for a reasonable price

please bring local coffee shops, diverse foods, bars/restaurants/brewery, indoor markets

More outdoor venues

City leaders have really ruined downtown.

It would be cool if there was more cool restaurants and bars. There's no variety. All we have is Jalisco and Alteño and a bunch of the same type of smaller restaurants. Honestly hoping for some gentrification.

Unfriendly toward business wanting to come to Watsonville/nothing but people/no place to shop/stupid plan to narrow Main Street

Need to fill those empty buildings. Recent improvements have downtown looking cute and clean but "nothing there"

Extremely loud cars and driving at a high speed.

The main st. It is the important aspect of the city of Watsonville if they modify it they will create more problems for those of us who live and circulate here. The beauty of this city must

be based on other art, not on modifying the avenue as such

we need more trees. they cool the temperature and provide bird habitat. we are the pajaro valley.

make use of outdoor seating need outdoor cafes everywhere need more greenspace and pocket parks. your parks department does great job

please bring a drive in somewhere to Watsonville

Crime

More dinning and drinking options with outdoor sitting in the downtown corridor

The Farmers Market has a negative affect on neighboring businesses (their \$\$ decline due to FM), needs to move to a more appropriate location with better parking, neighboring businesses parking is used excessively by the FM. many locals avoid downtown on FM Fridays because of traffic, blocked streets etc. Need to focus on agricultural sales, not small food vendors. existing food vendors compete directly with established brick and mortar rent paying businesses. homeless/drug/alcoholics constantly harassing downtown businesses and patrons. Gottchalls building needs to leased with office or retail upstairs and retail downstairs. downtown cannot change/improve until this 10-15 year long vacancy is filled. Fox theater to become movie theater, performing arts center.

Create spaces for outside dinning. Pedestrian lighting. Make the ambiance appealing. Cobble stone street side walk with mural work, plants, sitting areas for our elderly to sit and bathrooms like San Francisco that self-clean themselves. Relocate homeless shelters away from downtown area as they attract unintended consequences such as trash, nuisance, drugs, alcohol, feces on the ground and residents are afraid of them.

Car vandalism in parking structures and lack or no interest from the police department to pursue these cases.

Not enough quality businesses and dining. No uniformity for business signage. Too many discount stores.

Downtown needs a facelift, the exterior of the buildings downtown look dirty and just poorly taken care of. The only thing about downtown that is worth going is the farmers market. Other than that we don't have much down there. You go downtown Santa Cruz and there is such a wide range of restaurants, shopping, and activities to choose from. Yes they have many homeless as Watsonville but with everything they have to offer downtown Santa Cruz you don't have time to focus on that factor. In Watsonville you start will very unappealing front window displays of stores and just no life it is dual and the buildings are very dark the exterior just nothing appealing to look at or even be interested in to stop and shop on Main Street. We have the old Gotshalls building that has sat there for years and could be utilized for so much more but our community or the owner seem to think otherwise. It would be nice to see more outside dinning, other options of dining to choose from, better retail shopping or boutiques to go into, maybe some outdoor activities once or twice a month and a better use of color on the buildings.

Encourage new businesses to come downtown

Traffic dangers

Lack of restaurants and retail that draw people downtown.

Run down historical buildings.

Other than the Farmers market on fridays, there isn't much offered in the downtown area that is worth the trip

Lack of housing for people with disabilities.

Usar edificios vacíos para generar ingreso

Panadería

Necesitamos algo que hacer

Dirty bathrooms (limpieza)

"Homeless" drogándose en la vía pública es extremadamente importante solucionarlo

Nada

Violencia en Watsonville - extremadamente importante

Public restrooms

Más entrenamiento en la plaza

Apartments for senior citizens

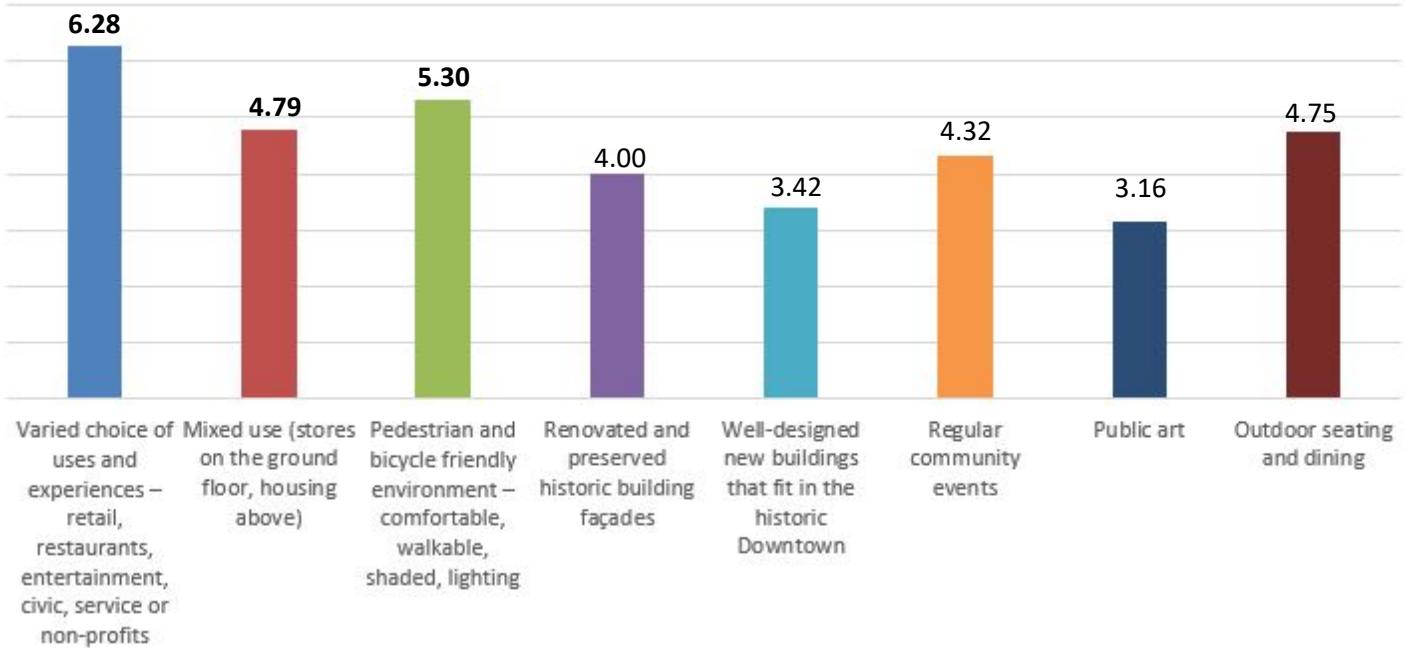
Me gustaría ver más actividades para familias con la oportunidad de conocer esas oportunidades. Varias veces me enteré ya que paso un evento o festival.

The following elements help make a downtown successful. Please rank the elements in order that you think would help make Downtown Watsonville successful (most to least effective).

The 666 respondents ranked the elements that help make a downtown successful from most to least effective. Most effective was given a value of 8 and least effective was given a value of 1. These results were then averaged. The following are the comprehensive results from most to least effective:

1. Varied choice of uses and experiences – retail, restaurants, entertainment, civic, service or non-profits
2. Pedestrian and bicycle friendly environment – comfortable, walkable, shaded, lighting
3. Mixed use (stores on the ground floor, housing above)
4. Outdoor seating and dining
5. Regular community events
6. Renovated and preserved historic building façades
7. Well-designed new buildings that fit in the historic Downtown
8. Public Art

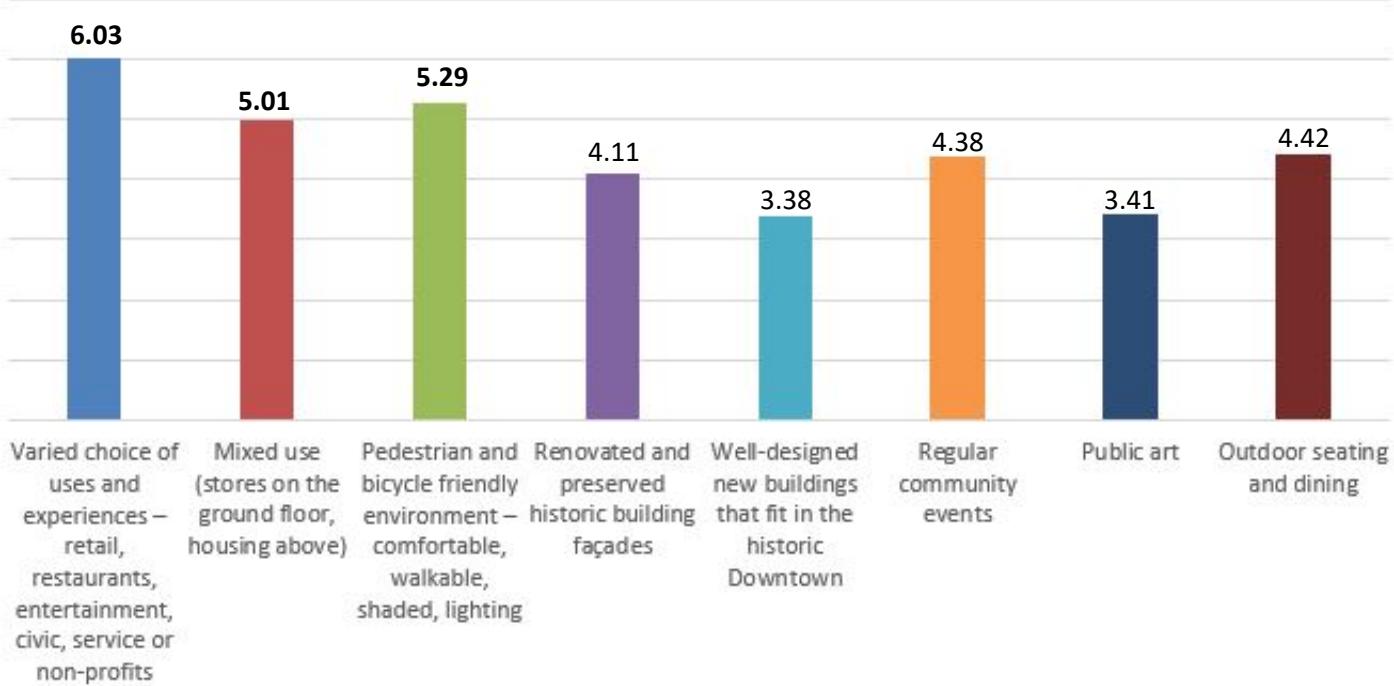
Comprehensive Results



The 205 respondents who live in and around downtown ranked the elements identical to the comprehensive group with one exception of switching public art and well-designed new buildings that fit in with the historic downtown. Public art ranks 7th in this group and well-designed buildings 8th.

1. Varied choice of uses and experiences – retail, restaurants, entertainment, civic, service or non-profits
2. Pedestrian and bicycle friendly environment – comfortable, walkable, shaded, lighting
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8. Well-designed new buildings that fit in the historic Downtown

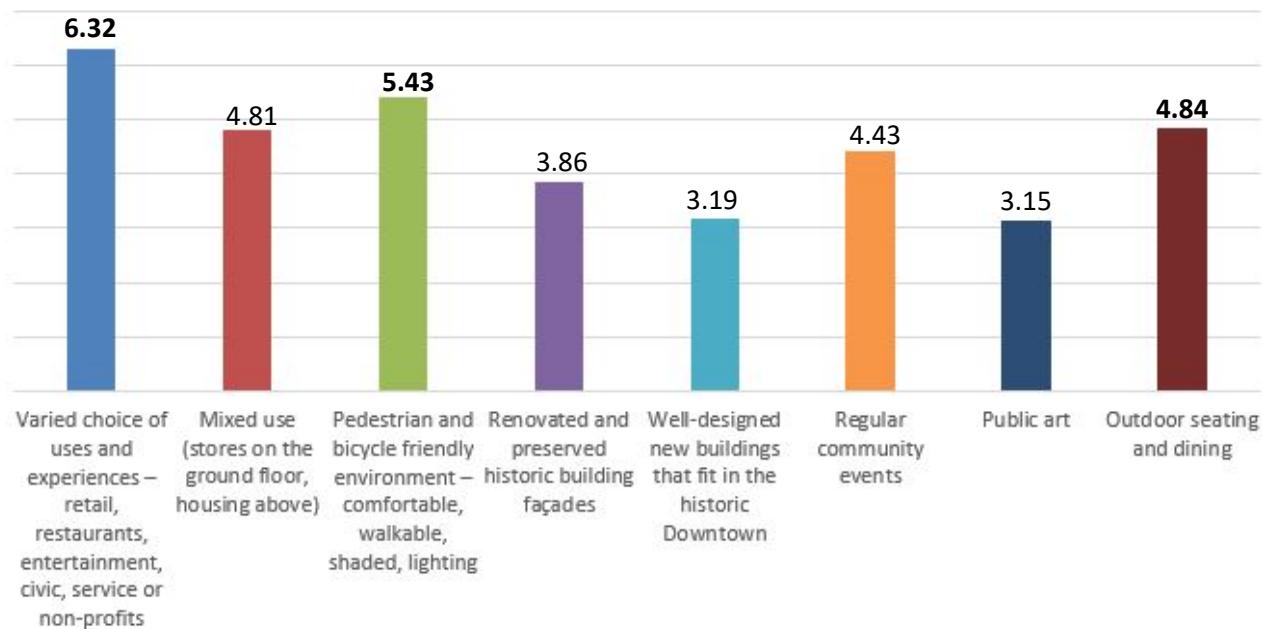
Live in and Around Downtown Cohort



The 283 respondents who identify as 25-44 years old ranked the elements similar to the comprehensive group, however, this cohort placed outdoor seating and dining as the 3rd most important element rather than the 4th as the overall group did.

1. **Varied choice of uses and experiences – retail, restaurants, entertainment, civic, service or non-profits**
2. **Pedestrian and bicycle friendly environment – comfortable, walkable, shaded, lighting**
3. **Outdoor seating and dining**
4. Mixed use (stores on the ground floor, housing above)
5. Regular community events
6. Renovated and preserved historic building façades
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Age 25 – 44 Cohort



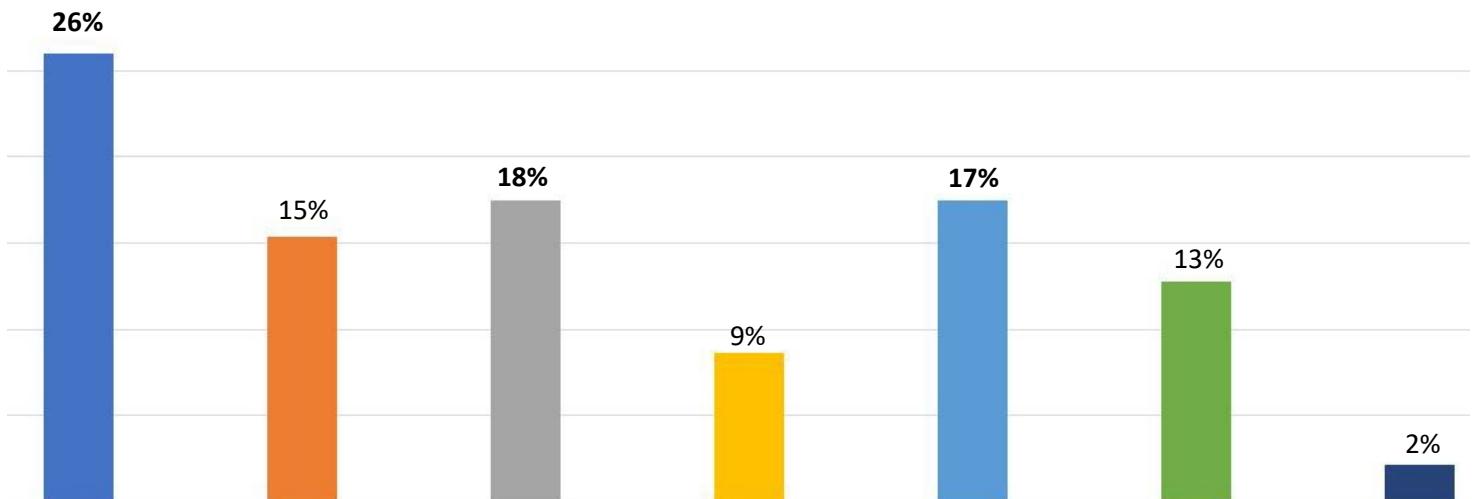
It is worth noting that when looking at a cohort of respondents who are 45 and older their top three elements changed. This cohort identified public art as the most important element, well-designed new buildings that fit in the historic downtown came in second, and regular community events placed third.

**Currently, there are a lot of opportunities in the Downtown to build on.
Which opportunities are most exciting to you (pick three)?**

The 666 respondents ranked the opportunities to build on in the downtown from most to least exciting. The responses are as follows:

1. Re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses
2. New uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses)
3. Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences
4. Construction of more housing (both market rate and affordable), which will bring more people to the Downtown
5. Opportunity to redesign Main Street (current roadway is very wide - widen sidewalks, add bike lane or parklets, etc.)
6. Strong non-profit presence providing services to residents
7. Other (please specify)

Comprehensive Results

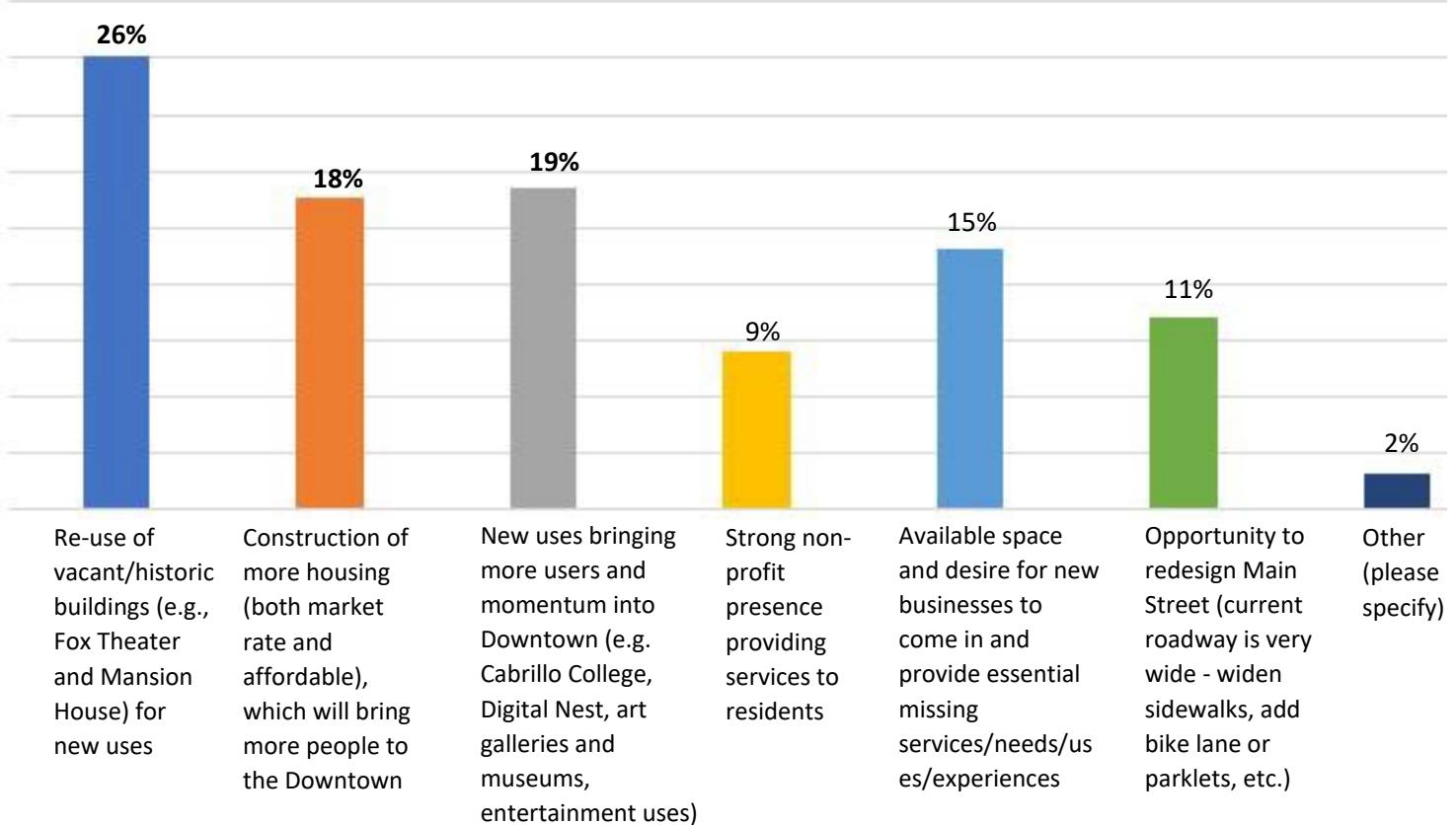


Opportunity	Percentage
Re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses	26%
Construction of more housing (both market rate and affordable), which will bring more people to the Downtown	15%
New uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses)	18%
Strong non-profit presence providing services to residents	9%
Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences	17%
Opportunity to redesign Main Street (current roadway is very wide - widen sidewalks, add bike lane or parklets, etc.)	13%
Other (please specify)	2%

The 205 respondents who live in and around downtown ranked the opportunities to build on in the downtown similarly to the comprehensive group – the two top opportunities are the same. The difference between is the third opportunity where this cohort placed construction of more housing (both market rate and affordable) as their third most exciting opportunity.

1. Re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses
2. New uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses)
3. Construction of more housing (both market rate and affordable), which will bring more people to the Downtown
4. Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences
5. Opportunity to redesign Main Street (current roadway is very wide - widen sidewalks, add bike lane or parklets, etc.)
6. Strong non-profit presence providing services to residents
7. Other (please specify)

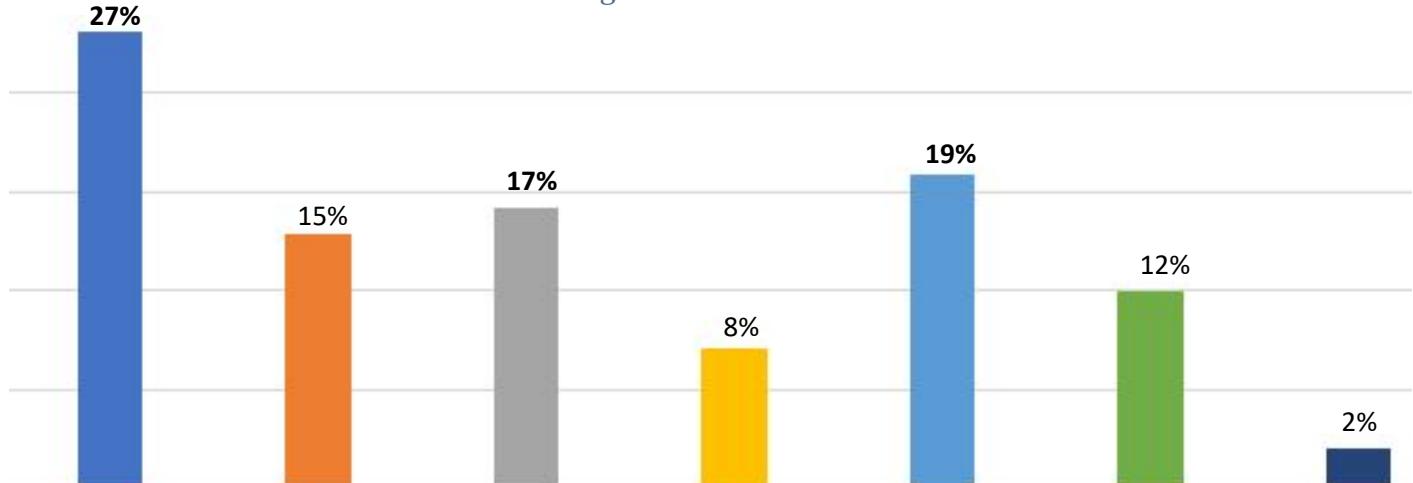
Live in and Around Downtown Cohort



The 283 respondents who identify as 25-44 years old ranked the opportunities very similarly to the comprehensive group with one exception. Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences and new uses bringing more users and momentum into Downtown (e.g., Cabrillo College, Digital Nest, art galleries and museums, entertainment uses) has switched in the ranks.

1. Re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses
2. Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences
3. New uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses)
4. Construction of more housing (both market rate and affordable), which will bring more people to the Downtown
5. Opportunity to redesign Main Street (current roadway is very wide - widen sidewalks, add bike lane or parklets, etc.)
6. Strong non-profit presence providing services to residents
7. Other (please specify)

Age 25 – 44 Cohort



Re-use of vacant/historic buildings (e.g., Fox Theater and Mansion House) for new uses	Construction of more housing (both market rate and affordable), which will bring more people to the Downtown	New uses bringing more users and momentum into Downtown (e.g. Cabrillo College, Digital Nest, art galleries and museums, entertainment uses)	Strong non-profit presence providing services to residents	Available space and desire for new businesses to come in and provide essential missing services/needs/uses/experiences	Opportunity to redesign Main Street (current roadway is very wide - widen sidewalks, add bike lane or parklets, etc.)	Other (please specify)
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Other (please specify)

Bars! Again out downtown sucks, don't forget a lot of young people are part of this community, not just families.

Affordable housing for sell condos, townhomes,

Nada

public restrooms

Just don't gentrify this place.

Create a unique Watsonville - get a great bookstore, a unique coffee shop - that will pull in lingering visitors

Connectivity of public transit with future local commuter train, bike ways and high speed rail

Affordable housing NEEDS to be priority. If we are bringing in market rate hosing it will just drive folks out of the community.

Safe and clean public bathrooms in multiple places around downtown.

Getting rid of the GW bust should be top priority.

Add more businesses or activities where 18 and under kids Can go and actually have fun instead of playing games at home. Add a bowling alley, an arcade, something that would make people actually want to stay in town instead of driving miles to enjoy themselves out of town that is what Watsonville lacks as there's nothing that the community actually wants

Mass transit connection to Santa Cruz (train on rail corridor). Also be sure the bike facilities you add downtown are protected bike lanes, not regular bike lanes

more funding towards youth centers

There needs to be more experience stores in downtown, places for people to gather and be entertained.

Actual restaurants not McDonald's

Eliminate homelessness

NIGHTLIFE!

if we are incentivizing illegal housing units, we need to do something with the dilapidated bldgs downtown

Keep main street wide, traffic going towards pájaro is already horrible in the afternoon

more reputable stores that fit within the community

building more housing will not bring more people to downtown if there is nothing to do there. We need housing because we don't have enough . We also need businesses to attract people.

none

A hotel, conference center and MORE restaurants, breweries and places people WANT to go

make it more lively, so many leave town to go to Downtown Santa Cruz.

This space should not be used for social services. This should be an entertainment place of destination for food, music, community. Social services are best in an area where clients can have their needs met; by the police station, on Beach where there are other services provided etc. civil services and non profits should be built up in a separate area from downtown: where people gather for celebration.

A place to shop...we need a Walmart & Costco. Sales tax dollars go out of town. Nowhere to shop in this town

more retail opportunities

pedestrian safety

More restaurants

#1 move Farmers Market to another location, #2 fill Gottchalls, #3Fox Theater - movie theater/performing arts, #5 attract new restaurants, breweries, remove 1 way streets, improve downtown traffic flow without increasing traffic on Brennan and parallel streets, prevent 558 Mainstreet main access on Brennan street - this will have a huge safety and negative traffic impact on the neighborhood, require develop to access from main street.

Make it pedestrian friendly and plan a path which highlights public transit (bus and future train). In the early 1900's, the residence of Watsonville, used the train in Pajaro to travel to Santa Cruz, San Francisco and Monterey for day trips. Heard stories from females who were teenagers using the train system. Seems like they had a better upbringings with old technology (train public system) whereas our youth today does not have any options and utilize a playstation and social media. Need to create spaces for our youth. Also, think about our elders. We will all be there.

Hold current businesses and property owners (such as Mr. Hansen and CVS) accountable for maintaining a clean and safe environment that is not conducive to vagrancy.

Safe space for Artists to use, not just an art gallery (forvisual Art). Because there are also other art forms that need a space too. Music Room, Dance Room, Drama Room,

More stores bakeries

Nothing really stands out. Mainly because anything we add to downtown is going to create more traffic than there already is and there is no parking

Do not limit the roadway to one lane in each direction. Traffic is already awful, and that option would make it worse.

I believe New Uses... and Available space can go hand and hand. 3rd one was Opportunity to redesign Main Street.,

Restaurants con mesas al aire libre

(blank)

(blank)

(blank)

Vivienda accesible para trabajadores agrícolas

mas arte para disfrutar, comprar y experimentar con mis hijos.

Open response (anything else you would like to share?)

Do not let non Watsonville residents come in and drive up prices. Give business permits to those native to Watsonville. Invest in THIS community

Watsonville has so much potential, but sadly, it was much more vibrant and there were many more things to do in the 70's and 80's. It's really quite pathetic, embarrassing even. City leaders should be ashamed!

I do not live in Watsonville but I teach in the area and I look forward to more improvements for my students and their families.

Downtown is plain boring. Out neighboring cities have bars, clubs , restaurants, MODERN clothes shops etc. Which causes for people to travel out of our city and go give money to other cities. We forget that we have tons and tons of young adults who travel to other cities to find entertainment.

Bowling alley ? Like round one Theater / shopping center Walmart

No

There need to be more things for children, teens and young adults to do downtown.

We need more affordable housing for the current residents of Watsonville, most are getting priced out and have to move away. Due to gentrification

We need retailers that are family friendly.m, such as Old Navy and Gap. As for dining, the last thing we need is more Mexican food! Bring in a classy chain, such as Cheesecake Factory! Or PF Chang's!

Make it similar to downtown Santa Cruz

It's my biggest hope to have a splash pad down town. There are a lot of cities that have a really safe and beautiful areas for a small kids to cool off. Summers are getting hotter. A splash pad will bring a lot of families downtown. I love Watsonville. Thanks for the survey!

Soccer fields, visual and performing arts center, bike lanes.

We need life in downtown. It is pretty but store choices are poor. I never shop downtown ever. Look at what other small towns have that attract people. Vintage shops, coffee shops, unique eateries, Look at Lodi, Livermore Lincoln, they all have a fun downtown. I have to go out of town to spend my money, Watsonville is full of opportunity but it just looks sad

None

I like downtown. I would say that there is really not much for people to come here for. I think we need a more popular chain restaurant. Something that brings people. A little outdoor seating and a redesign of downtown streets. It's so loud and cars are flying through- it doesn't initially feel like a place you want to come walk around and bring your kids too. Too many knick knack stores with stuff people aren't interested in. We need a great coffee shop on main. We need a cool eatery that appeals to the healthy minded people in our community. We need a really good clothing store. Those 3 will bring people downtown.

I would love to see the downtown area full of places to enjoy from dining to different entertainment activities. It would be amazing if we could also get more art and murals put up to attract more people in the area and show some beauty and the talent of local artists.

Spaces in Watsonville should be given first to small local businesses and organizations. We do not need boutique hotels we need community spaces and local business from local families.

No

No

No

n/-

No

no

No

Try and improve on the variety of stores, food, and shopping opportunities downtown. Lack of diversity takes people elsewhere. We see how busy the beer mule is on Aviation, imagine if we were able to bring something similar downtown. Along with that, we must also have a variety of stores, and other food venues to keep people downtown and help them spend their money. It's also difficult because there is a lot of homelessness in the downtown area. People sleeping in the plaza and other open spaces in the vicinity.

Let's try to not attract white people and spread gentrification. Watsonville will become a Latinx community composed of generations of Latinx. We don't need the white trash coming down here.

Cleaner bathrooms, cleaner/newer water fountains

N/a

Stop gentrification! We don't need white elites coming into our community and trying to appropriate the space as if it's theirs. They have little regard or concern for our community and our people.

Downtown is not very walkable. Not enjoyable to walk for many aesthetic and convenience reasons.

To many crazy people

N/A

More plants and bringing in local small business that bring diversity to what we already have

No

This survey felt like it was designed to get one type of results. There were not enough options about downtown that did not generate a gentrification justified response. Not enough questions that specify targeted the actually people that live in Watsonville

Support local watsonville residents who are Mexican & or Latino with immigrant backgrounds. Stop only supporting white businesses & blaming it on money. There are loans & grants available to aid in new businesses for local mexican residents.

#PorterforPVA

Keep it local and for the benefit of residents.

I wish downtown would be like the 80's, more shops, lively.

No

No.

N/A

n/a

The Downtown really needs a great public park space at the north end of the downtown strip around the Union Bank, Chase Bank area.

more street lights and speed bumps in dark streets with speeders.

downtown just needs more people there! Bringing more housing and more businesses should drive that. There is great potential in downtown watsonville!

Make the Downtown more inclusive and not exclusive. The recent anger and racism from the Hispanic community must stop. Watsonville is for all not some. This needs to get under control to facilitate the growth and development of the Downtown.

please take care of the people who are suffering with mental health issues and homelessness and poverty

N/A

What we need is more affordable housing. Our city consists of working class families. People can barely afford rent as is. No one needs & NO ONE ASKED for expensive studios. Please take care of the people currently living in your city (including your homeless individuals) before you even think about building things that attract people from outside the city.

No

Make Watsonville and Affordable Town to Live

GENTRIFICATION

The "fear" of gentrification is justified. Don't be sellouts to the highest bidder if you care about our existing community.

strategically-placed and well-maintained porta-potties are essential in an area frequented by homeless folks and there are several such locations in Watsonville

NO everything is good

I am a community member who is terrified about the threat of gentrification in Watsonville. This needs to stop.

Downtown would benefit from a lot more affordable housing and small business opportunities. There is plenty of talented people in the city without the proper means to do so, with some help/partnership with a local credit union and other business leaders we can see our city flourish with new and bold ideas.

Local businesses should have priority in filling empty spaces. It would also be great if main st. storefronts remain presentable, to help draw people in. If other businesses are brought in they should first be first to supply the community's needs and then to draw more people in. Same applies to housing on the upper level of buildings.

Before new construction is started, let's find businesses to fill the vacancies.

I'd like to see more soccer fields and parks built, soccer is a big part of this community please invest more soccer fields . I need more community base and affordable programs that my family and I can participate in. I really enjoy farmers market, film festival, and music in the plaza. I would love to see an art center where I can take my kids for guitar lessons, folclórico, and art classes.

No more hair salons or taquerias!

Better lighting for walking/driving at night. It would be really nice if there were more activities to do downtown to be able to go and hang out with friends.

no

More stores and more lights because its very dark. I tend to get scared passing the shelter home and I feel like that shouldn't be a problem. More activies at the levee on riverside

I want to see more lighting in the downtown. Pedestrian lighting.

I just really want to make sure that our city doesn't become gentrified and not become an area in which Mexican Americans feel comfortable.

I would want there to be more lighting because some people might not feel safe when walking at night for example (pajaro/ Monterey county)

no

I want to see more organized street walks.

maybe a park

You guys should open the mall again and the movie theater

It would be nice if we could get some kind of entertainment besides the theater. It sucks that we have to go to other cities in order to have fun. It would also be nice if we could have more stores to buy clothes or something like that.

no

no

no.

There's an increase in homelessness, drug use, and mental health issues- what's being done?

N/A

no

N/a

I think Watsonville has great bones. It is rare to have both beautiful historic buildings and a plaza anchoring the town. It could be very vibrant - with many shops of local artisans - Like sections of Portland, Oregon - small neighborhood villages. It is an honor and great to have our own newspaper and it would be fantastic if the Pajaronian could have a major store front presence for our community. If the PVA Pajaro Valley Arts can inhabit the Porter Building, The Fox Theater can reopen and show classic films, and the Pajaronian can establish a presence on Main Street - Those three businesses can create a strong downtown.

N/A

Not at this time

No

Public art can help heal the wound in the community from the recent painting over of the mural in the WHS cafeteria. When it comes to new development, sustainability should be a priority. There should be wider access to public internet and peaceful areas in which to publicly access it (distance learning needs call).

Do not turn downtown unto just 1 road. It can be multiple blocks. No more turning downtown into housing or schools. That is space we will never get back.

Best success to the city!

Downtown Watsonville has beautiful old buildings and a poor assortment of businesses (or none at all). Vagrants trash our streets and threaten my children. Get friendly to business and our police officers to make downtown Watsonville great.

No

I would LOVE to have a Pajaro Train Station Connecting public transit with future local commuter train, bike ways and high speed rail.

no

Again affordable housing needs to be prioritized when building new units. We also need to prioritize businesses owned by locals. Also, GET RID OF THE GEORGE WASHINGTON BUST, thank you :)

N/A

Activities and centers from our community

Not really but I just want the buildings to stay as they look but fixed up and painted and so on.

Please don't gentrify the shxt out of this beautiful and cultural downtown. You will not hear the end of it from people that live here and truly enjoy it every day.

I haves lived here in Watsonville my whole 30 years of life, no jail tome and back, we need Watsonville be supportive of all socioEconomic Situations.

Please please try to make the community fun. People join gangs and get in trouble because there's nothing else for them to do. The buildings downtown are old and run down which is why the youth dont go there besides to eat. A lot is done to keep the older community happy but you lack to think about the youth which are the future for Watsonville. If they grow up being bored in Watsonville they will move out the f the city and go somewhere else instead of staying and growing with the community. That's why i left and don't see myself coming back to Watsonville besides visiting family

Instead of letting white people bring in new businesses that will gentrify the area provide small

businesses with aid to better their business.

Clean up the homeless issue and try to bring in higher-end retail.

Please do not widen sidewalks by making Main St. a two lane road. Traffic is horrible downtown and it's even worse on Friday's, when the Farmers' Market is going on. Also, building new buildings with housing that is not affordable to an existing Watsonville resident is ridiculous. Housing in Watsonville is already outrageous and gentrification is only going to make the cost of living rise. Please take a look at the demographics of those who live downtown and it's surrounding neighborhoods and create an environment and spaces that will benefit them.

Thank you for doing this survey!!!

please don't gentrify my community. We don't need outside businesses we need affordable housing. we don't need white santa cruz businesses taking over we need more funding into affordable housing. please don't take our community away from us

No

Main street in downtown is a major vehicular thoroughfare--how to alleviate traffic congestion while making it pedestrian friendly? Also, supporting the development of businesses that serve current residents, their needs, affordability, and wants.

I really love Downtown however the portion of the street between the jump place and the Chinese Mansion House thing is very shady.

No

More parking, enforcement on speeding.

Slow down traffic on Main Street

Remove the George Washington bust! Replace with a leaser that is more relatable to the people who utilize the plaza more. Latinx folk.

Listen to the people!!!!

Have more family educational events

Look at other downtowns that have been revamped. It should never have gotten in this sorry shape!

Affordable housing has to be the most important. With places like the terrace at market value it is what we need least of.

entertainment lacking causing dollars to be spent in nearby cities

No

Watsonville itself is very large in sq ft, making it harder to get residents to downtown depending on where they live, buses and bikes can help but is there a way to make it happen with a safe sidewalks project, the most recent sidewalk on green valley between Clifford and Freedom was long overdue, thx for getting it done! Maybe combined with paths along Struve slough these could link back with a map/signage for pedestrian "all paths lead- a la plaza". We downtown grows it will be easier for locals to bridge the gap between the outer edges of the 'Ville and our historic inner downtown core.

no

No

Please remove the statue of Washington from downtown. He does not represent our history, the city of Watsonville, or the residents that live and work in our community. The statue is a colonial reminder that racism persists in the U.S.

STOP GENTRIFYING WATSONVILLE!!! MORE MURALS NOT ONLY . DOWNTOWN BUT EVERYWHERE IN TOWN EVEN PAJARO VALLEY. THE CITY NEEDS TO PROVE THAT THEY CARE ABOUT SOCIAL JUSTICE. TAKE DOWN THAT UGLY ASS GEORGE WASHINGTON STATUE, THAT DOESNT REPRESENT US.

No

Watsonville is becoming more and more accommodating with homeless people. Stop homelessness! There are a lot of RV parked all over town especially by motel 6. Please keep watsonville a safe place to live.

I'd love to have a bookstore downtown. In general, I think filling empty storefronts with unique stores, cafes, galleries & restaurants will make downtown Watsonville a destination.

N/A

no

Make fox theater into a roller rink !!!

No gentrification!

It really sucks to have to go out of watsonville to have some fun on a friday / saturday night. Soooo many young adults who get DUIs etc bc they go out to Gilroy, San Jose, Salinas when we could have nightlife here & simply use ubers etc

no

No, But I would say to have more opportunities for high schoolers of middle schoolers to be in clubs out of school in Cabrillo or near there.

No

Thank you for your concern and work to improve our community.

Keep Main Street 4 lanes. Continue plants in the median like in front of the Post Office

I am very excited about the future of downtown Watsonville: preserving its small town, culturally rich character while invigorating businesses, promoting activities and becoming more inviting

no

No

I was once in Santa Fe, NM when there was an artists sale in the plaza. I would love to see this in Watsonville. Jewelry, paintings, ethnic crafts to show the artistry & ethnicity of Watsonville & surrounding areas would be great. Maybe in early December to promote Christmas present purchasing.

There is nothing else I would like to share.

n/a

End the gentrification of Watsonville.

the highway corridor that is downtown needs to be discussed and options of how Caltrans has been successful with other downtown planning. We block streets now and to divert traffic puts the city at greater risk of accidents on the parallel streets for bicyclists and pedestrians. You can't reduce the lane on Main Street and need to be realistic on any traffic pattern changes and the unintended consequences of how you will divert 26,000 vehicles down Main Street that has a direct correlation and impact of a bridge to move traffic

outdoor dining would look very inviting like in Gilroy, there also seems to be a lot of homeless people hanging out and walking near downtown making it look dirty. Maybe more services for the homeless.

No

A water feature/tasteful splash fountain in the Plaza would be great for hot day with the kids! Winter ice skating, kiosks for pop up vendors, Some sort of incorporating outdoor experience features like the Bay Area Discovery Museum but using our local flora and fauna,

No

More things to do like in Downtown Santa Cruz

Just as I said above, I would personally like to see more safe areas for teens to hangout and

socialize

no

n/a

N/a

Create a safer community, even visually is important

no

No, thank you

No

no

We have to much of the same in our town. We need new kinds of restaurants and establishments.

We need more things to do as a teen and fun things

abolish the gentrification of Watsonville!

N/A

There's a difference between gentrification and making the town nicer and more modern. I think this town could use some fixing up and rebuilding.

no

No thank you

No

no.

No

No

STOP GENTRIFICATION!!!!

I really love our town. This is where I grew up and taught for many years. Although, I commute to the bay area now because of employment, Watsonville is the place I choose to raise my family. I am very excited to hear that our downtown area is an area of focus. Watsonville has so much to offer, and I can't wait to see what it will look like. THANK YOU!

We have too many "Discount mall" type areas. It really does cheapen the main street areas.

I see vibrant downtowns in other area cities and I can't figure out why Watsonville can't have that also. It hasn't been the same since the earthquake but that was over 30 years ago. Let's get it together Watsonville!!

Watsonville needs more Mexican events downtown every weekend for families to go and have a good time. Music, food and other types of family activities need to be available. Watsonville is so boring and there's no place to go. The bowling alley was closed and it was the last good place to go on weekends or after work. It's ashamed having to go nearby cities to have some nice activities with our families!

A local coffee shop(s) (not Starbucks) that stays open late downtown would be great, with the opportunity for live music or other cultural events in doors.

I remember walking towards downtown from freedom Blvd and feeling same. Now, I can't do that. Homelessness, people with mental issues due to many buildings around downtown make downtown feel not safe. Those buildings offer great help, but should be relocated to a safer area for its patients or tenants.

Our town hasn't grown like others. We don't have big shopping centers like Gilroy or Salinas...we always have to commute out of the county. We don't have a Walmart or a Costco.

I think high traffic, vehicle speed, safety and the correct business type are the most important

things to help bring downtown to what it could be. Far to many speeders and cars on Main St., currently no shops/stores that I would want to visit downtown with the current safety concerns, and parking has always been a problem.

The "Mexican Guernica" mural (blue/red and white) is powerful. It is sad that it is fading. Artists should be paid to freshen it up.

The homeless problem within watsonville is out of control. No improvements will be effective without tackling this issue first. I avoid Downtown, Ramsey park, any areas that have homeless and mentally ill.

Our City Council needs to see other towns to see what is working there. We need shops like a florist/nursery, antique shops do very well, brewery, Mexican ceramics, coffee shop. For example look at downtown Lodi. That town was nothing. Now it is full of cute shops downtown and wineries in the outskirts. Watsonville has so much possibility but no one is going to come to downtown if there is nothing there to attract you. Sadly, we all go out of town to enjoy ourselves and spend our money in other towns.

Leave the plaza alone. Don't wreck it.

Thank you

Not all bicycle riders observe the law. They ride in and out of moving traffic creating a dangerous situation for themselves and drivers. Please cite for reckless riding.

Keep the George Washington bust in the plaza

What we have in the farmers market we need to show all around the city.

Safety should be the number one focus. The influx of homelessness downtown has brought with it drug use, vandalism, and other safety issues. We need to address this issue if we are to make downtown the place people WANT to go hang out.

we need more coffee shops, other than starbucks & please no more fast food!

Watsonville needs retail, dining, and entertainment development to keep the community engaged and adolescents out of trouble.

My ideal downtown is extremely foot traffic friendly, good bike paths, green technology, community events, good food, unique shopping, lots of plants.

No

In Question #5 one was the most important, eight was the least. The question was not clear on which direction to rank things

Pre-COVID the community events were a big success. It would be nice to see more engagement and intention of the vacant spaces for all age activities and special events. We do not need more low end retail or fast food offerings. Watsonville is better than that. Work harder to attract different options to the space - so much wasted potential.

Be wonderful to have a downtown like other small cities in the area...Example Santa Cruz, Mountain View, Sunnyvale, Campbell

Downtown is good for the Farmer's Market but a lot of nearby neighborhoods suffer because of the lack of parking and because of traffic flow. There really is a lack of redirecting traffic and people not following signs; if there were someone monitoring that, it would be great for all of us who live nearby and inadvertently have to pass by, especially since there's a one way street nearby. Is there another place for the Farmer's Market to be held?

No

Not

N/A

The old Gottschalk building owner has been allowed to keep that building empty for what seems like 10+ years. Every building owner should be held to the same standards regardless if they own 1 building or multiple. It's time the City REQUIRED this building to be fixed, sold or rented out. Additionally, City of Watsonville needs to encourage nicer more upscale stores to come into the City. It's disgusting that the Council and City seem to think that just because

this is a diverse community only stores like foodmax and dollar tree and other low budget shops should be allowed to enter the market. There are people with money in Watsonville, Corralitos, La Selva and Aptos that have money to spend yet we have to go elsewhere to shop. Set higher standards. Use money to clean up the sidewalks.

Use the Fox Theater to organize events and restore it to two screening so we can use balcony

Watsonville's downtown architecture is a treasure that need protected and cultivated. The city needs to take actions that will bring people into downtown not drive them away.

So much wasted/vacant space available. Currently downtown is not vibrant. So many unnecessary shops that don't offer an attraction to locals. too many pawn shops, second hand stores, etc. We need local coffee shops (too many Starbucks!), diverse food, brewery's, entertainment.

I hope the charm and character remain. Create a great space for people to enjoy. A destination. Outdoor eating and music. Art. Produce. Clean. Safe.

It's sad that there is no incentive for rich land/property owners to fill vacant spaces with businesses. They then become a blight and hold back the downtown from returning to it pre-earthquake glory.

I was almost killed crossing Main Street in the crosswalk right before the plaza. The car in the far lane cannot see past the car who stops in the close lane. The crosswalk should be removed or made safer with a pedestrian button that turns on flashing lights. In general, we need to make blatantly clear that Main Street is not primarily a stretch of Hwy 152, it is a main commercial strip for the people who live on our community. Anti-car and pro-cycling/pedestrian policy sends this message most clearly.

Feels unsafe to go there with all the men that hang out and homeless

Please remove George Washington statue!

It would've been nice to have shopping/bars/restaurants inside the gottschalks building. The idea of a charter school occupying the top floor of that building when wanting to use the bottom floor for local vendors is an idea not thought out. How accessible is the school from the public? And how safe will this be for drivers and students in downtown considering the plan to extend the sidewalks creating more traffic and frustrated drivers?

Why was a school approved in the gottschalks building if we're trying to revitalize downtown? These kids won't bring anything to the businesses there, also will deter businesses from wanting to open nearby. The traffic will be absolutely ridiculous. How is this benefiting anyone downtown? The gottschalks location had a lot of potential.

Gentrifying versus renovating is a very fine line. Please keep in mind the people that CURRENTLY use the plaza older Mexican men who will likely not even be able to participate in this survey. Think about how comfortable they would feel with new people coming in to where they spend their leisure time. We do not need more white People coming to use our services or businesses just because they were priced out of Santa Cruz. It is simply not fair.

I personally would love to see more people in our community enjoying the downtown area with new healthy restaurants opening up. However I would like to make sure that it's a downtown that everyone can enjoy meaning there needs to be free things to do and not just restaurants. Also if housing is put in there needs to be a decent amount of affordable housing that way we can keep more members of our community here because our citizens are what make Watsonville great. I would hate to see us lose great people because it's too expensive to live here.

Keep the Watsonville plaza's charm. Stop the gentrification in our town.

Would love to see a variety of restaurants in the downtown area with outdoor seating & live music.

Give Watsonville young people things to do downtown!

No

Spruce up Main Street, excited that Watsonville is finally getting a makeover!

The idea to make Main Street narrower is boneheaded. The impact it would have on

surrounding streets And bottleneck traffic.

I care deeply about the environment, so definitely more plants, greenery, green buildings, and less impact on the ecosystem is a plus.

Downtown Watsonville needs a public market (look up Emeryville Public Market or Abbot Square in Santa Cruz). We need an area to go where we can have several eating options and support local chefs that might not have the means to rent out a space to themselves. Musicians can play in the evening also supporting the local art scene.

We need more housing that people can walk to services/ businesses from, let's put it downtown. No more fast food restaurants please.

Equality for all

I know that this survey is only to gather our input on downtown. However the homeless people need to be address because people will not feel confortable visiting the area. Another issue is the epidemic of loud cars that people are driving and intimidating every citizen. Please put a stop by following our noise ordinance.

We need to stop allowing cheap stores to open and devalue the downtown area.

Please don destroy the main street closing it or modified in it. Its the Alma mother of Watsonville City.

move the George Washington statue to in front of city hall. post a NEW informational plaque that lists both his accomplishments and his failings. make the city plaza a "jardin de heroes de Watsonville" using different materials of their face and commerative plaques to identify them around the cement circle that sits in front of the bandstand. councilmember Estrada has endorsed my plan. it is a rational and fair compromise. he was neither a saint or the devil.

Yes, there is limited interested in existing buildings. I personally believe that the owners of the building would not be willing to renovate and update their buildings that would attract more profitable businesses that would help with tax revenues.

the plaza is very special and unique-do not change it. look at other neglected areas of watsonville to use your money. historic buildings downtown feel abandoned and neglected. make it more neighborhood-like--the landscaping and planted containers are beautiful and well maintained-murals beautiful. your parks department does a great job. add more gardens with benches ,add loads of hanging containers. show off all the amazing growers in watsonville. The murals are wonderful. Plant more trees add more benches. local growers should donate trees and plants. specialized boutiques to bring shoppers in. give people destinations to walk to and from. ice cream shops with benches outside for families? food trucks on weekends? make it a food destination specializing in different mexican cuisines. people will come for best tacos, best chili, best whatever. have chili cookoffs. taco contests. i loved the cool car parade. do that more and have food trucks for ppl to eat. all of the growers should be donating money and materials-make them involved. watsonville a unique and special place-show off it's history and say NO to fast food. Tighten restrictions downtown. remove all junky signage and have historic or artistic signage not cheapo ugly window displays. downtown business need to step up if they want to bring in customers and town needs to make them step up. many (most) downtown storefronts are off putting .

we need a drive in

Leave Main Street with four lanes to deal with the traffic. Back in the 1970's there was no problem walking on the sidewalks. It was busy. Develop a trail on long the river...

Renovating/cleaning the older buildings would definitely help Downtown look a bit more welcoming. A few more residential high rise buildings would allow people to be closer to Downtown Watsonville and if there were more services in the area that people could use instead of driving further away, it would make them want to stay local.

Need more quality retail and entertainment. Love Conchita's Ice Cream, Kongs Burger, Togo's Sandwiches and Ace Hardware.

I think the speeding limit should be lowered to 15 mph and either triple or quadruple the speeding ticket fines in all of the downtown area! There's just too many drivers rushing and not being considerate of pedestrians!!

Shopping options are limited downtown. There is a need for retail clothing and shoe stores.

A great and safe experience for children.

Please do not get rid of lanes on main st. That road is congested as it is.

We need more stores and things to do.

More area where it's patrolled by police officers because a lot of people run red lights, and they don't stop for pedestrians.

Affordable options in downtown are currently limited. One of your questions state that it is "currently offered". Please consider removing that option because it's a false statement.

There needs to be more national retailers in Watsonville, to keep tax dollars in the city. Most people go out of town to shop. It's unfortunate that the city hasn't played a proactive role in getting a national retailer in the Gottchals building. Many people around town have said there have been retailers that have been interested in the building but walked away from renting the building out of frustration with the landlord.

Wish it were affordable for local businesses to come in and set up shops, rent wise.

make it similar to downtown Santa Cruz.

People that say "Well, you can't please everyone" are lazy, unimaginative and unwilling to admit that they do not know everything. There is a way for downtown to be a place for everyone. It can be a gathering spot for people of all ages, ethnicities and beliefs. Listen to the public, but be realistic. Listen to the business owners, but think about the community. Listen to the nonprofits, but ask for the data. Downtown Watsonville has an unbelievable amount of potential. Do not waste it.

Don't take out a lane on main street, that's going to make our lives a nightmare and it doesn't make downtown more of a destination. Get the homeless out of the vets hall and away from the high school if it becomes like Santa Cruz no one is going to want to be downtown.

Downtown needs a more diverse choice of restaurants and retail/window-shopping style stores that appeal to a larger demographic than just the immediate local population. In doing so, it needs to be developed with safety in mind for evening dining and walking.

No, I am curious what things have been proposed to the council already

NA

trees in front of businesses are too big, need more regular trimming. they block the view of businesses

No

I want to see Main Street become a lively place again.

I think there should be a platform for community members to discuss concerns related to gentrification

see above

Don't take too long to make the changes. I want to be alive to see this a reality.

No

Downtown Watsonville could do so much better if a variety of businesses could be given grants or waivers to operate, business owners should get parking vouchers or fee reductions, homeless population needs to be relocated elsewhere within or outside the city, some homeless folks need medication and mental health assistance and they can be violent at times.

Downtown needs to be more safe and clean. There is nothing exciting or a reason to visit downtown. We need fresh new restaurants

more youth oriented stores restaurants in downtown

As stated in "other" for question 7, those of us who live downtown know and appreciate all of its existing, beautiful amenities. Please make Mr. Hansen, CVS and Auto Zone accountable

for supporting vagrancy in downtown by insisting they regulate their properties. Maintaining an environment that encourages daily drug deals, public urination, defecation, and vagrancy should not be supported by the City of Watsonville. It is a disgrace that this has been going on at an increasingly disturbing level ever since Auto Zone was built. PLEASE PUT AN END TO IT.

No

We need proper English pub

Downtown Watsonville has all important elements of being a thriving and successful main street in focus for the city. I think it critical that the roadway is reduced traffic calmed in a much more pedestrian friendly environment with Basley larger sidewalks outdoor areas eating areas to be both pedestrian basically friendly. Downtown Watsonville has all important elements of being a thriving and successful main street in focus for the city. I think it critical that the roadway is reduced traffic calmed in a much more pedestrian friendly environment with baths larger sidewalks outdoor areas eating areas to be both pedestrian and bicycle friendly If the traffic Situation is solved everything else will start to find a place.

I truly hope that downtown can get a face lift and open their doors to more businesses that help to provide more jobs for locals and to help attract more people to our community.

Let's promote new development (especially housing) and try and attract new businesses to come downtown by making zoning flexible to adapt to the needs/demands of the marketplace

no thank you

Do not reduce the lanes on Main Street. Address downtown and residential parking. When adding new businesses be sure there is adequate parking!

Not at this time.

traffic on main and west lake needs to slow down. Noise from illegal fireworks and loud cars makes downtown non inviting place to go.

Beautification is also essential.

Watsonville has a charming downtown and a lovely small-town feel. I like that so many different people from all walks of life gather in the downtown (especially in the Plaza) to socialize and enjoy the public spaces. It would be great to have more of a variety of businesses downtown, and make it more friendly to active transportation. Residents want to linger downtown; we need to give them a reason to be there!

I would like the stress the use of sustainable city planning- no new gas-powered infrastructure, water reuse, etc.. New housing should be mixed-income and should prioritize Watsonville residents.

Downtown is literally the main street/route in Watsonville where everyone uses it to get to other streets. It doesn't make sense to keep adding things to it if it is just going to create more traffic and there is never parking as it is already. Downtown Watsonville is not like other downtowns because downtown is the main street/route where everyone uses to get to other streets that is why there is always so much traffic especially Friday's because of the framer's market. Other downtowns their environment is different more welcoming, more space, have more parking, way less traffic. Safer to cross the st because there is not as much traffic as there is in downtown Watsonville. That is mainly because they are not located on busy main streets/routes like Watsonville is.

the City, for years, has been discussion "downtown redevelopment". Unfortunately, the mountain of disinterest has been hard to move

No

I believe mainstreet from the bridge to the intersection of freedom ave should be the focus and continuing this redesign down freedom blvd.

Consider having more COVID-19 safety adjustments

municipal broadband

More services for homeless people in the area. Safety for those who want to come to

downtown area without fear of intimidation, theft, harrassment.

More events to community Information about programs of job

No.

Too many vacancies/nothing to do in downtown

A successful downtown is where everyone feels welcome and safe.

We need much more housing, and we need simple, quick processes to approve housing and get it built so as many people as possible can afford the housing.

Downtown redevelopment is a tremendous opportunity for Watsonville. The City should be very helpful to potential developers and businesses to get things started.

For officials to be a little more open minded to new business and business plans

The possibility to change the Farmers Market to a weekend when Main St is less used and has more available parking. Friday is a hectic day and lot of traffic goes through the corridor.

No

There is a need to bring in bigger businesses into the city of Watsonville. Not many entertainment options for teens and young adults, this is why so many Watsonville residents go to surrounding cities to spend money. Please bring in new businesses before Watsonville gets left in the dust.

I would like the City to share the result of this survey. I don't recall seeing any results for any downtown specific plan surveys and it seems the public's input is being ignored. If we can have transparency, that would be great.

Downtown is a diamond in the rough, just needs a little attention and polishing

Please don't modernize the plaza!!! Leave it as it is!!

Watsonville is in desperate need of defunding police and investing more money into serving and truly protecting the community. Our children need it now more than ever.

No need for G Washington's bust in the plaza. Would like to see a more representative figure of the people of this town.

No

When it comes to housing, is there any plans in the future for a Non-profit organization to build a living space like Independence Square for Seniors? To add, how many of the affordable housing units will be available for the disability community?

I want to see more native plants and green roofs. As we build up it should look pretty.

Thank you for getting feedback!

Thank you for spending time to let the community give their input.

Thank you for holding this meeting. Please don't forget about the homeless let's provide them with showers and bathrooms.

Need activities and uses that draw people to the downtown. A family fun center with bowling alley, arcade, and indoor race track.

Por favor no hacer cambios La Plaza. Cuando eramos ninos ibamos al cine y @ los hotdogs y luego descansar en la plaza calidad de familia uno @ uno sin parque para eso ibamos a Ramsey Park, La Rosa Park, Pinto Lake o otros parques es muy peligroso poner un parque para nino cuando hay mucho trafico y personas con faltas de facultades mentales

Presence historic architecture More entertainment

N/a

Tener mas baños publicos

Homeless mas asistencia de ayuda para ellos.

Todos tener mas cuidado con la limpieza que haya menos homeless

Haya oficinas para ofrecer ayudas a personas con nada de trabajo. Recreacion a bajo costo para familias necesitadas

Poner un pocos mas attention a la gente de las calles, hay muchas personas sin hogar en la ciudad

Que pongan mas lamparas en las calles, cuando transita la gente de noche las calles son muy obscuras y eso ayuda a la delincuencia y a los conductores es mas peligro.

Yo tengo anos escuchando porque la gente no va mucho a La Plaza es porque hay mucha delincuencia, y la policia poco o casi nada hace

Qué lo más hermoso del centro es su plaza con ambiente pueblerino.

El area frente a la estación de policías se concentra mucha gente comiendo y no tienen cuidado al cruzar o comen en sus carros, pero parados en la carretera

Quisiera que se mejorara la situación de vivienda que fuera más accesible ya que muchos trabajadores agrícolas necesitan más oportunidades de vivienda y una vida digna.

NO

Mas luz en la noche y mas seguridad

Le gustaria ver nuevas tiendas para oficinas o de compras

Toda esta bien menos trafico

Areglos para que se mire mejor

Cancha de futbol

Mas baños

Quiere que la plaza sea mas grande

Mas umpio y que toda esta bien

I would like for the City Plaza to always stay open

Necesidad de mas luz y baños en el centro

Mas trabajo

Juegos y actividades para ninos

Mas trabajos para la comunidad

Le gustaria very mas gente en La Plaza

Cuidan la naturaleza y Arnold's en la plazita

Que alga mas parques

Mas baños en el centro

Mas alegro a las edificios historicas

Que se mire bien y bonito

Mas negocios en el centro

Mas tiendas y negocios en el centro

Mas actividades para familia

Public restrooms in La Plaza

Necesitamos mas viviendas en lava ciudad

Considero que hay mucha necesidad de actividades culturales tanto familiares como para niños y jovenes y darlas a conocer para que la gente asista a ellos.

Que la plaza tuviera mas seguridad. Mas policia para quidar la plaza.

Mas negocios en el centro

Put more healthier food options

She doesn't agree on reducing 4 lanes to 2. Expanding businesses isn't necessary. Alleviate homelessness and more partnerships with organizations like MidPen Housing.

Mas lugores para sentarse y que se mantane limpio el centro

More public bathrooms

Better services de la policia

Mas viviendas para comprar casas

No dejen que gentrifiquen nuestro Pueblo

No

No

Mas Entretimiento de noche por ejemplo cafés con iluminación de noche restaurantes con patio de noche eventos de noche en la plaza celebraciones de días festivos de diferentes culturas de noche por ejemplo posadas desfiles de luz en navidad mas eventos de comunidad festival de manzana limpieza de nuestras playas hacer nuestras playas más turísticas más limpias más accesibles para gente discapacitada y acceso de escaleras también para gente mayor

No

Na

No

Más vivienda no

seria bueno tener mas viviendas y que sean tambien para las personas que ahora duermen o están desalojados. Vamos bien como ciudad con las actividades familiares pero es difícil saber cuando están pasando. Me gustaría ver una tienda de artes en el centro, mas restaurantes con mesas al aire libre y mas uso de bicicletas.

El centro comercial de Watsonville necesita más tiendas comerciales para que los residentes hagan sus compras en la ciudad y no fuera.



Appendix A

Below are the methods by which the survey was advertised.

Date	Audience Reached	Platform
9.30.20	<i>Survey Opened</i>	
9.30.20	Meeting Attendees	Community Workshop #1 Zoom Meeting
9.30.20	Facebook Viewers	City of Watsonville Facebook
10.6.20	Advisory Committee Members	Email
10.6.20	Facebook Viewers	City of Watsonville Facebook
10.8.20	Advisory Committee Members	Email
10.13.20	City of Watsonville Website Viewers	City of Watsonville Website
10.15.20	Facebook Viewers	City of Watsonville Facebook
10.16.20	Farmers' Market Attendees	Farmers' Market (in-person)
10.15.20	Downtown NextDoor Users	NextDoor App
10.16.20	City of Watsonville Website Viewers	City of Watsonville Website
10.22.20	Facebook Viewers	City of Watsonville Facebook
10.28.20	High School Students	Watsonville High School (in-person)
10.29.20	Facebook Viewers	City of Watsonville Facebook
10.30.20	Farmer's Market Attendees	Farmer's Market (in-person)
Early Nov	Downtown Residents	Flyers handed to downtown residents (in-person)
Early Nov	Utility Bill Recipients	City of Watsonville Utility Bill
Early Nov	Watsonville Residents	City of Watsonville Electronic Newsletter
11.5.20	Facebook Viewers	City of Watsonville Facebook
11.6.20	Farmer's Market Attendees	Farmer's Market (in-person)
11.12.20	Facebook Viewers	City of Watsonville Facebook
11.13.20	Farmer's Market Attendees	Farmer's Market (in-person)
11.16.20	<i>Survey Closed</i>	