

City of Watsonville

Downtown Specific Plan + EIR

Community Workshop #2 | May 6, 2021

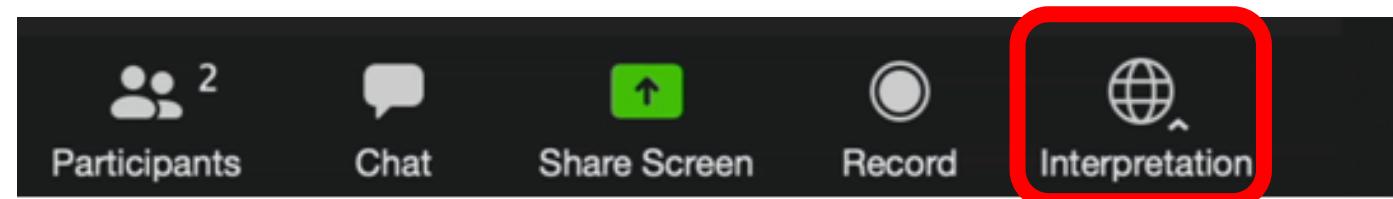
Zoom – What You Need To Know

§ Interpretation

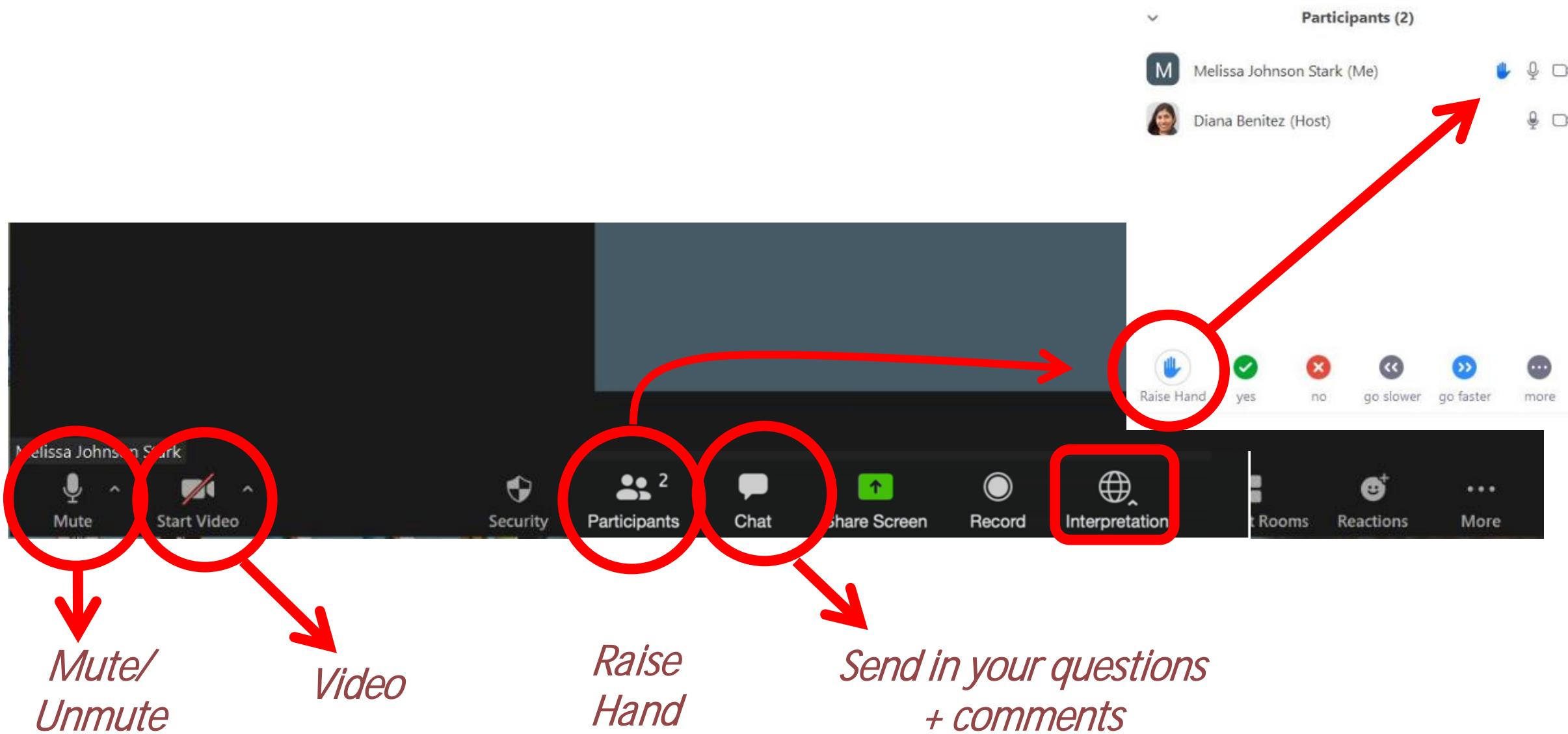
La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:

Español (*Carlos and Ivan*) – bajo la opción Español

Por favor haz clic en el ícono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado



Zoom – What You Need To Know



Zoom – What You Need To Know

For any technical difficulties, please email Elena Ortiz at
elenas.ortiz@cityofwatsonville.org

Para cualquier dificultad técnica, envíe un correo electrónico a
Elena Ortiz a elenas.ortiz@cityofwatsonville.org

Welcome and Introductions

Agenda

Welcome! Tonight we will...

- Provide an overview of the Downtown Watsonville Specific Plan project
- Updates on progress to date
- Review and receive feedback on the potential Opportunity Sites concepts
- Review and receive feedback on the proposed Street and Bicycle Network



Raffle #1- Gift Cards to Downtown Businesses!



3 Prizes

Presentation

What is the Downtown Watsonville Specific Plan?

What is a Specific Plan?

- § A comprehensive planning and zoning tool for a small area
- § Consistent with the General Plan
- § Establishes the **vision and guiding principles**
- § Contains **policy and development standards:**
 - **Distribution, location, and extent of the uses of land, including open space**
 - **Development and design regulations for buildings and public realm**
 - **Proposed distribution, intensity and extent and major components of transportation and infrastructure**
- § Strong focus on **implementation**



Downtown Watsonville Specific Plan Area



Specific Plan Process Overview



Revised Vision Themes and Guiding Principles

Vision Themes and Guiding Principles



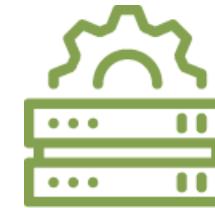
Vitality



Dignity



Equity



Preservation



Safety



Innovation

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

What we've heard so far

What we have heard so far... (Big Ideas)

- § 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 more housing choices and maintain affordability



What we have heard so far... (Big Ideas)

- § Build on and extend Downtown's walkable scale
- § Re-imagine Main Street right-of-way to prioritize the pedestrian experience and create a sense of space
- § Provide streetscape improvements - additional lighting, shaded sidewalks, plantings
- § Improve bicycle and pedestrian connectivity and safety
- § Address traffic speed and congestion concerns

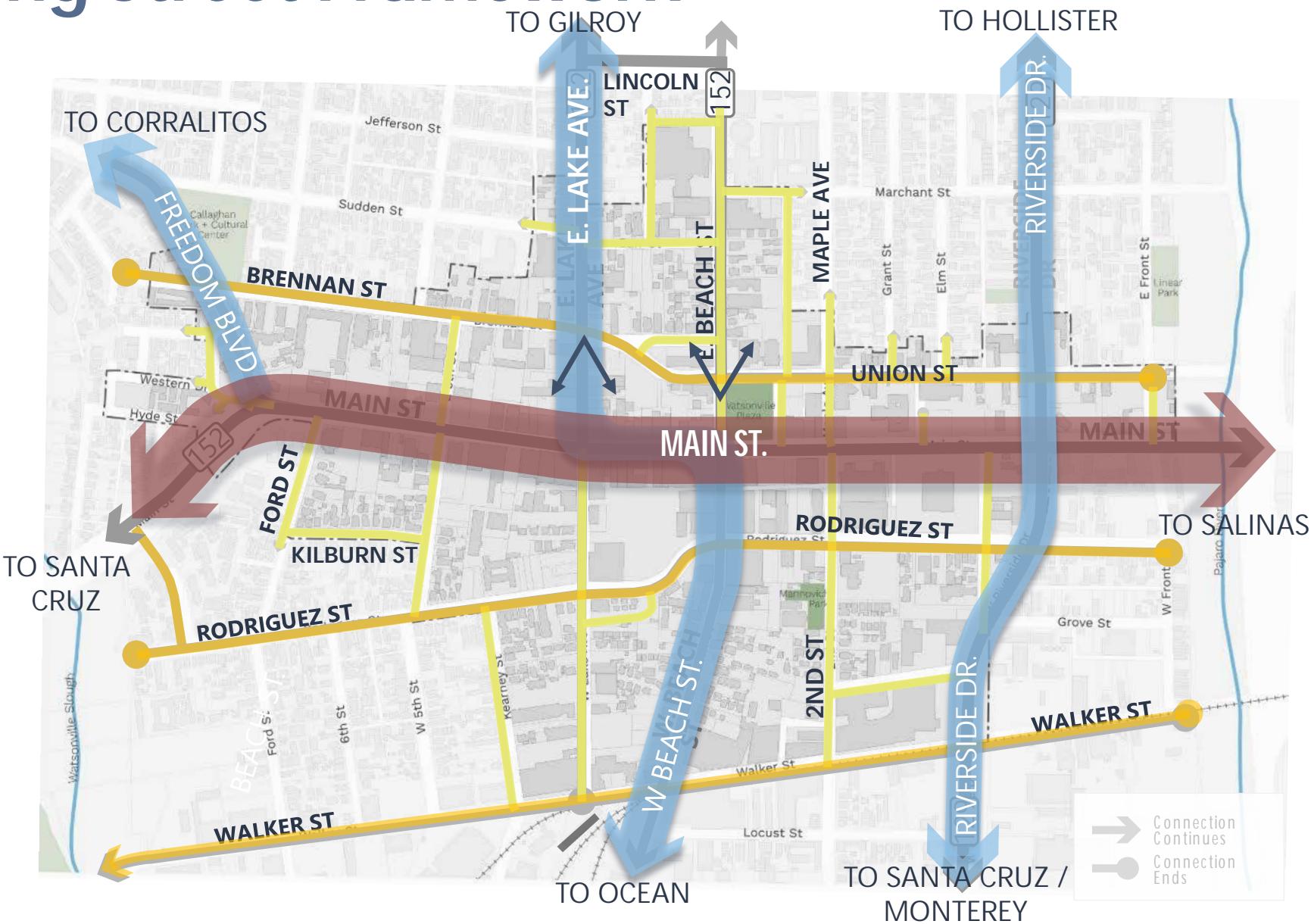


Street Framework

Downtown Existing Street Framework

FRAMEWORK NETWORK

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



Downtown Street Framework

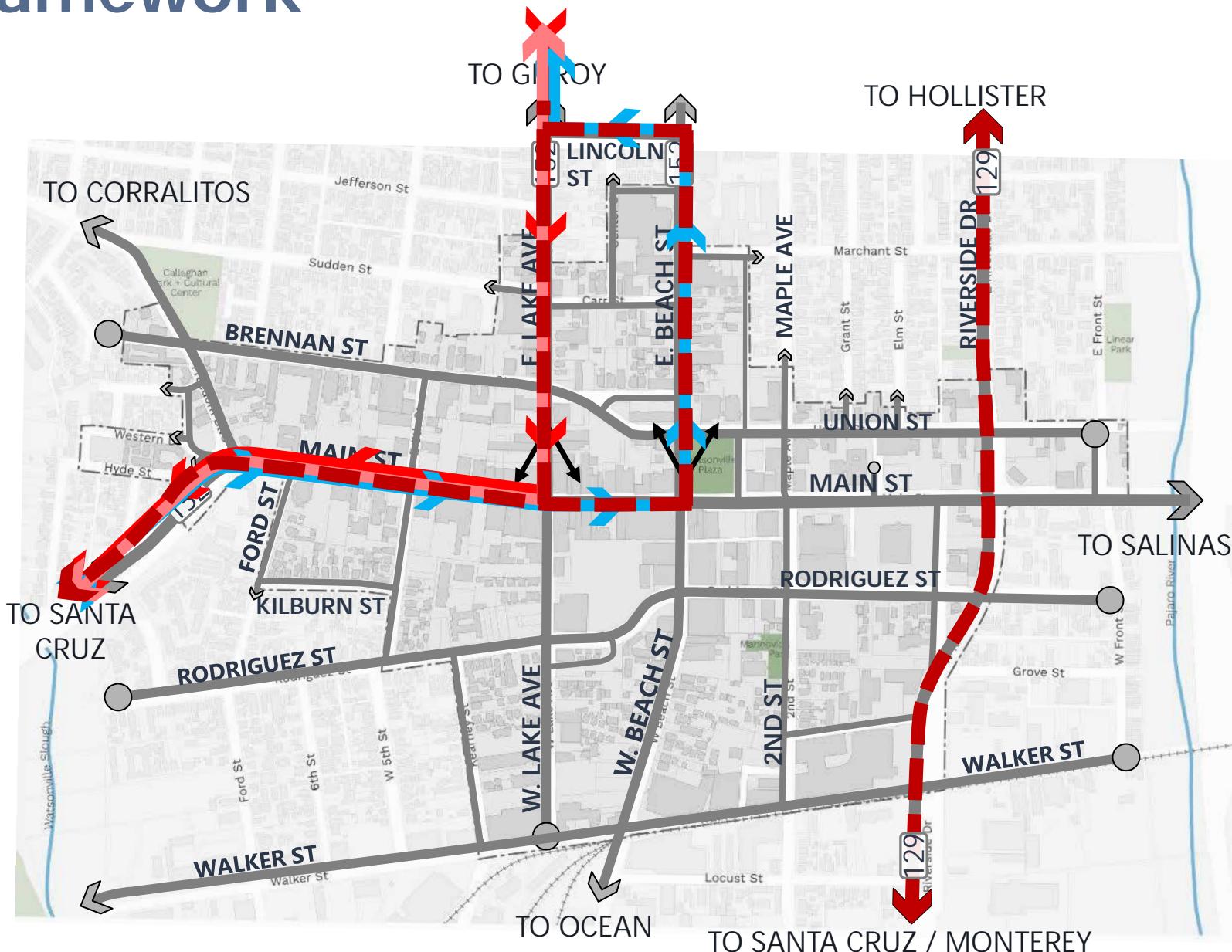
CALTRANS ROUTES:

SR-129 (To Salinas / Hollister)

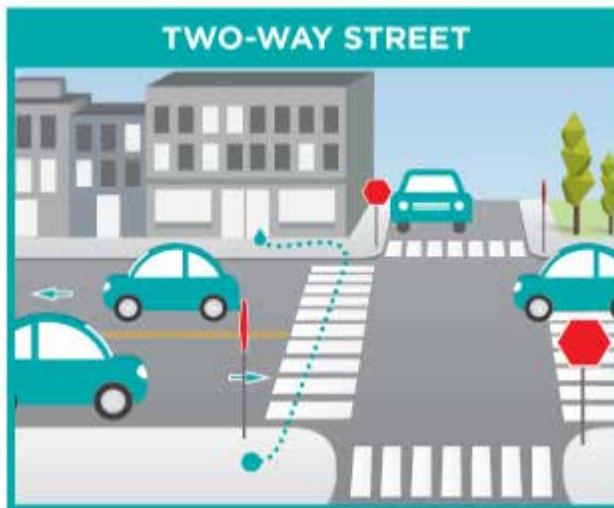
SR-152 (To Santa Cruz & Gilroy)

Caltrans SR-152 Options

- § Short-Term: Remain 1-way
- § Long-Term: Become 2-way



One-way to Two-way Conversions



Category	One-Way Street	Two-Way Street
Traffic Safety	Faster traffic speeds and fewer signalized intersections	Slower traffic speeds and more signalized intersections
Business Access	Frustrating; circle back to your destination and turning delays	Customer-friendly; less unnecessary circulating traffic
Emergency Services Access	Only one direction for entry	Double direction for entry
Economic Development	Limited visibility and unforgiving if you pass business	Double the storefront visibility
Bicycle Access	Limited network	2-way demand met in safer, traffic-calmed environment
Walking Access	High speeds make it difficult to cross street	Predictable crossings in traffic-calmed environment

Balancing Priorities (Street Design Trade-offs)

§ Downtowns districts are complex with numerous physical, economic, social, programmatic layers – the needs of each of which need to be carefully balanced to allow the whole place to succeed

- Streets serve many roles & have competing interests):
 - § 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)
 - § Support businesses by providing exposure/visibility and convenient curbside parking

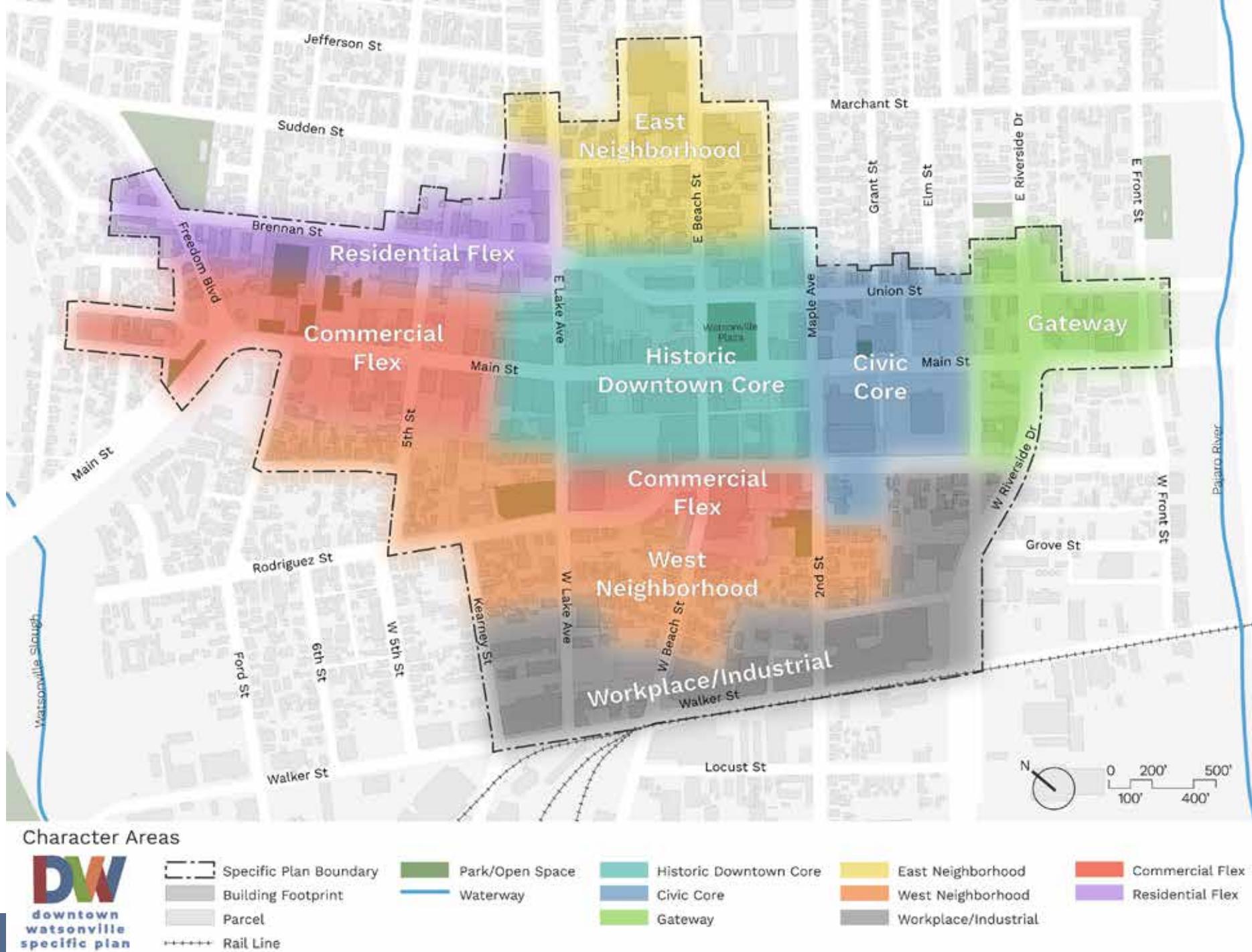
** The prioritizing of these functions may need to differ in different parts of town (Character Areas)



Downtown Character Areas and Opportunity Sites

Revised Downtown Character Areas

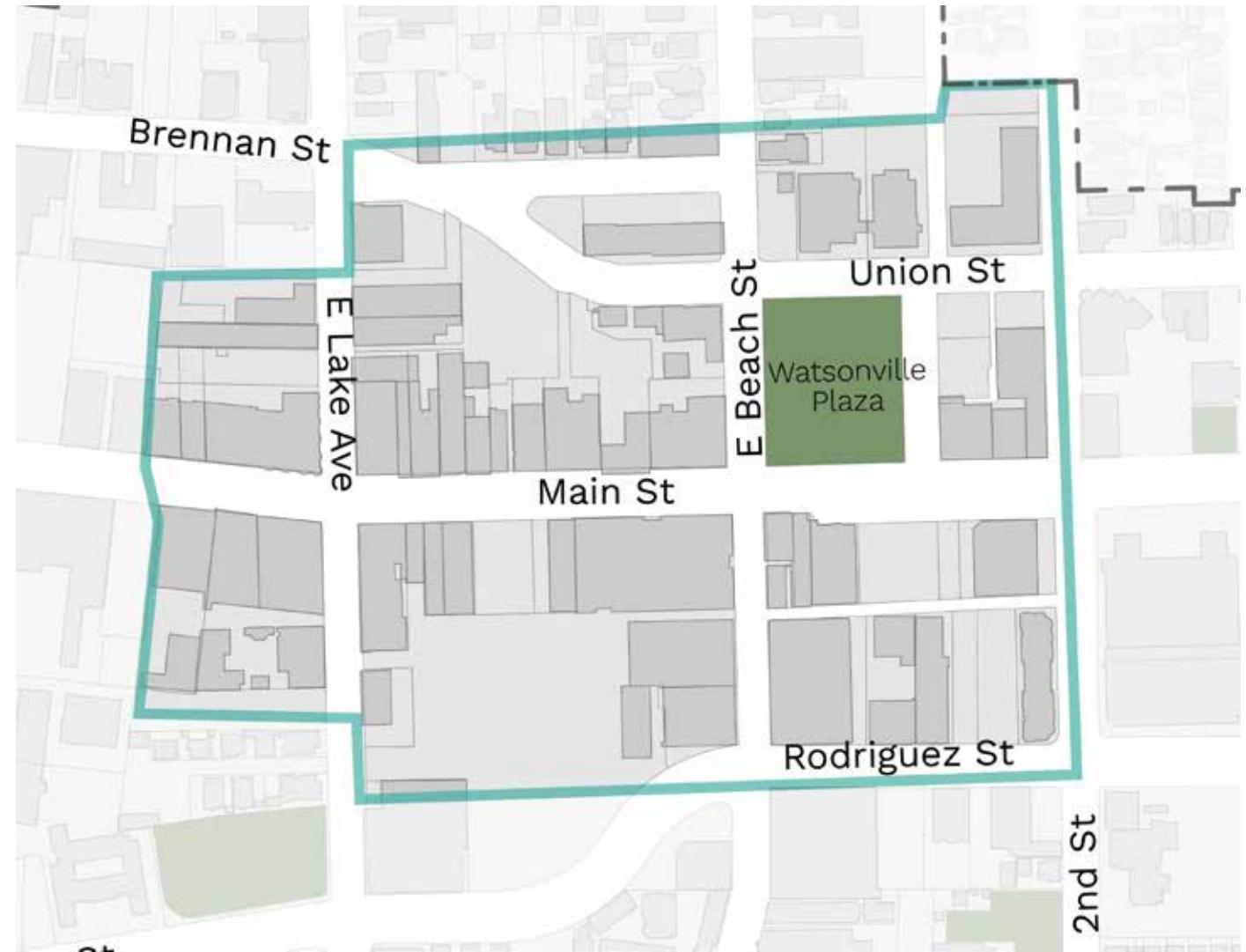
- § Downtown Core
- § Civic Core
- § Gateway
- § Commercial Flex
- § Residential Flex
- § Workspace / Industrial
- § East Neighborhood
- § West Neighborhood



Historic Downtown Core

Key Existing Characteristics, Proposed Land Use and Character,
Potential Catalytic Opportunity Site

Historic Downtown Core

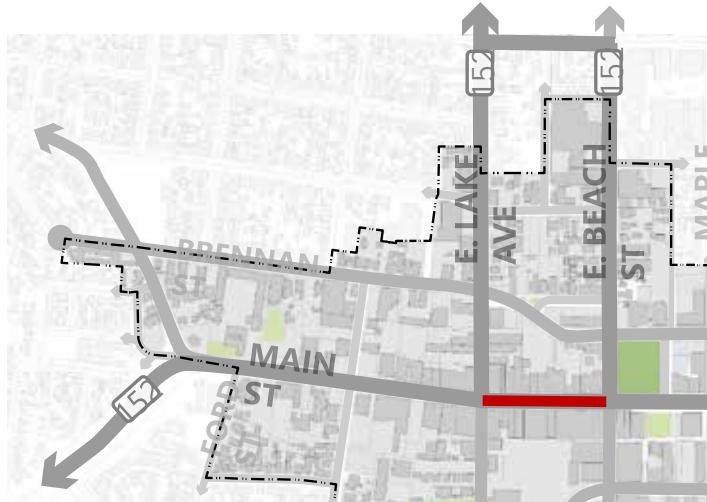


Historic Downtown Core – Placemaking Priorities

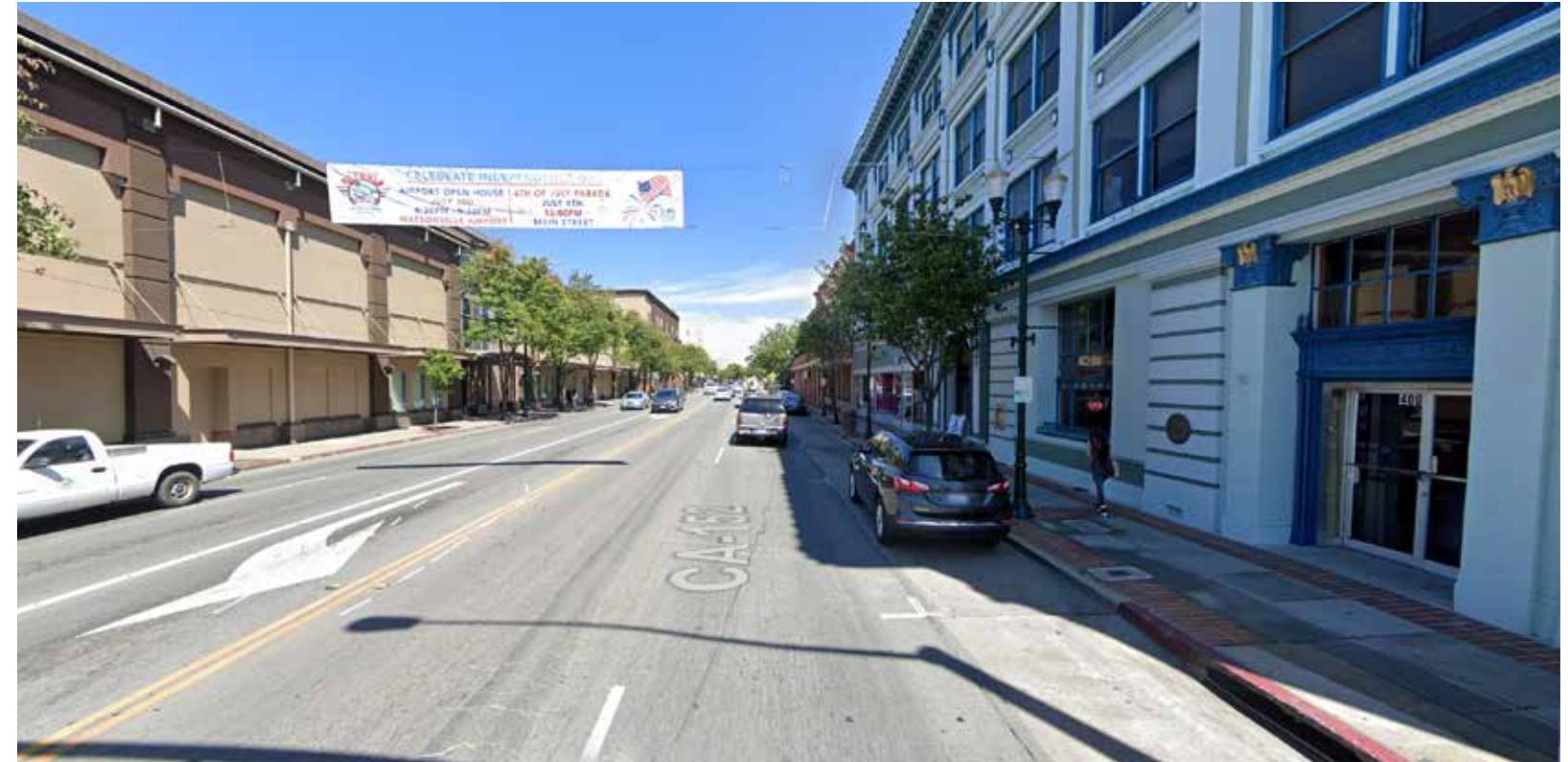
- § Require **active ground floor uses** (retail and restaurants), with housing and office above
- § **Consistent and unifying streetscape** and public realm improvements
- § Encourage & enable outdoor dining with wide sidewalks, street furnishing, parklets, etc.
- § Maintain/create continuous, active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



Main St (SR 152 between Lake & Beach) – Existing Condition



Existing Condition



2 x 12 ft. travel lanes each direction

- *Wide; 10 ft. is typical lane width in urban district*

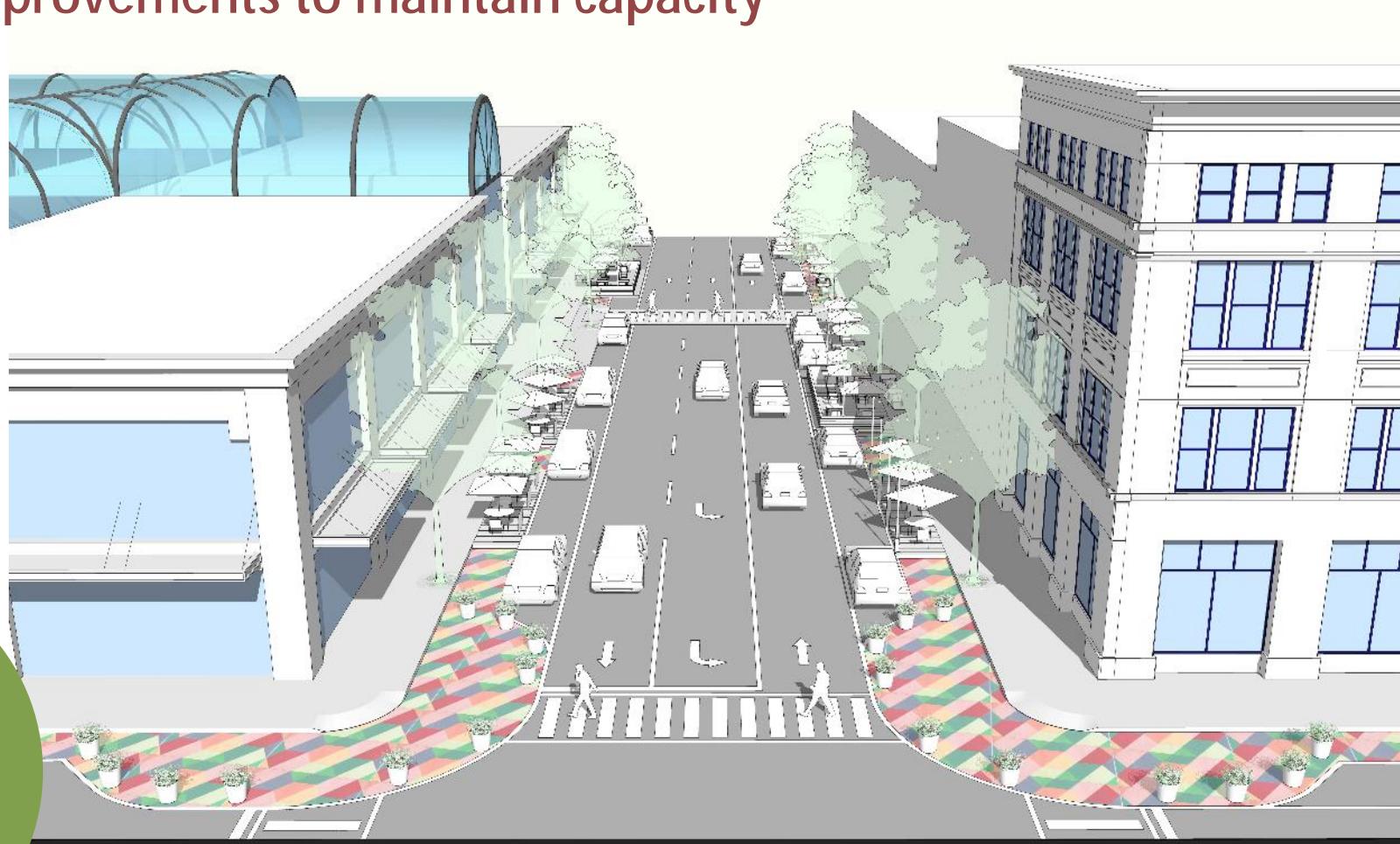
8ft parking lanes

10ft sidewalks

- *Quite narrow for urban district*

Main St (SR 152 between Lake & Beach) – Short-Term Option

Temporary improvements to maintain capacity



Short-
Term

*60 ft Curb-to-Curb
2 travel lanes + left turn + parking both sides + parklets*

Main St (SR 152 between Lake & Beach) – Long-Term Option

Permanent improvements - parklets, formal plantings, median mid-block crossing



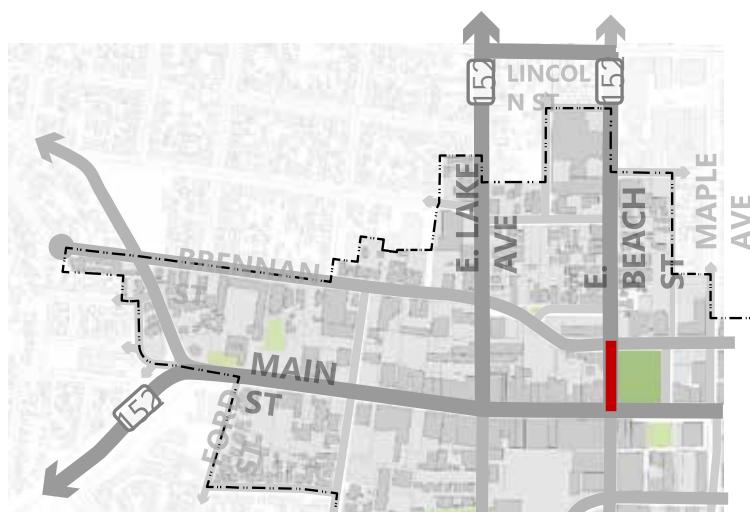
Parklet Precedent

Long-
Term

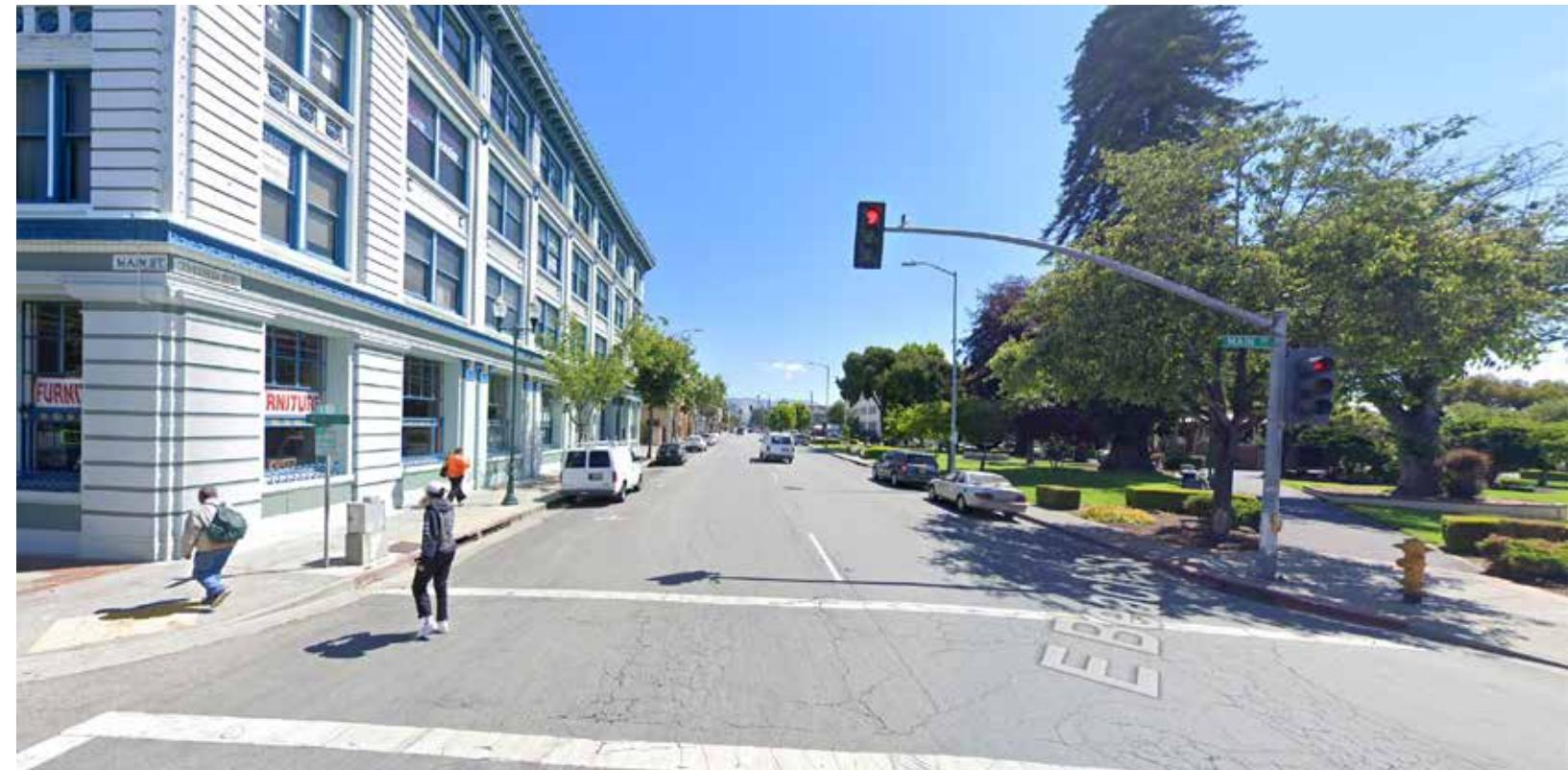


*60 ft Curb-to-Curb
2 travel lanes + left turn + parking both sides + parklets*

E Beach St (SR 152) – Existing Condition



Existing Condition



10ft sidewalks 8ft parking lanes One-Way Couplet; 2 - 16ft travel lanes 8ft parking lanes

- *Narrow with utilities for urban district*

*Excessively wide/Unsafe
10 ft. is typical lane width in urban district*

*50 ft Curb-to-Curb
2 x 16-ft travel lanes + parking both sides*

E Beach St (SR 152) – Short-Term Option

Add parklets and safe pedestrian crossing infrastructure

Short-
Term



*50 ft Curb-to-Curb
2 travel lanes + parking both sides + sidewalk/parklet zone*

E Beach St (SR 152) – Long-Term Option

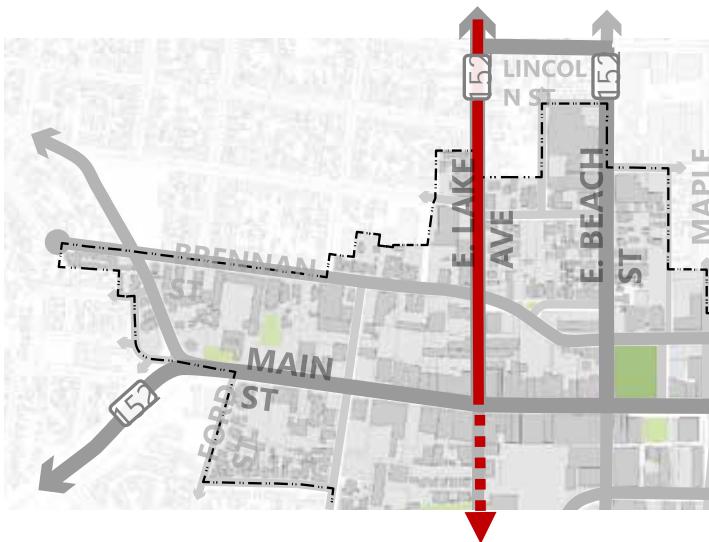
2-way vehicular traffic, permanent improvements

Long-
Term



*50 ft Curb-to-Curb
2 travel lanes + parking both sides + sidewalk/parklet zone*

E Lake Ave (SR 152 east of Main) - Existing



Existing Condition



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

*Excessively wide/Unsafe
10 ft. is typical lane width in urban district*

- *Very narrow
for urban
district*

Note: One-Way configuration continues West to Rodriguez

E Lake Ave (SR 152 east of Main) – Short-Term Option

Buffer parking and add parking lane planters

Short-
Term



*43 ft Curb-to-Curb
2 travel lanes + parking both sides, turn lane at intersections*

★ *Both lanes travel in the same direction for the couplet segment b/t Main and Lincoln*

E Lake Ave (SR 152 north of Main) – Long-Term Option

2-way traffic

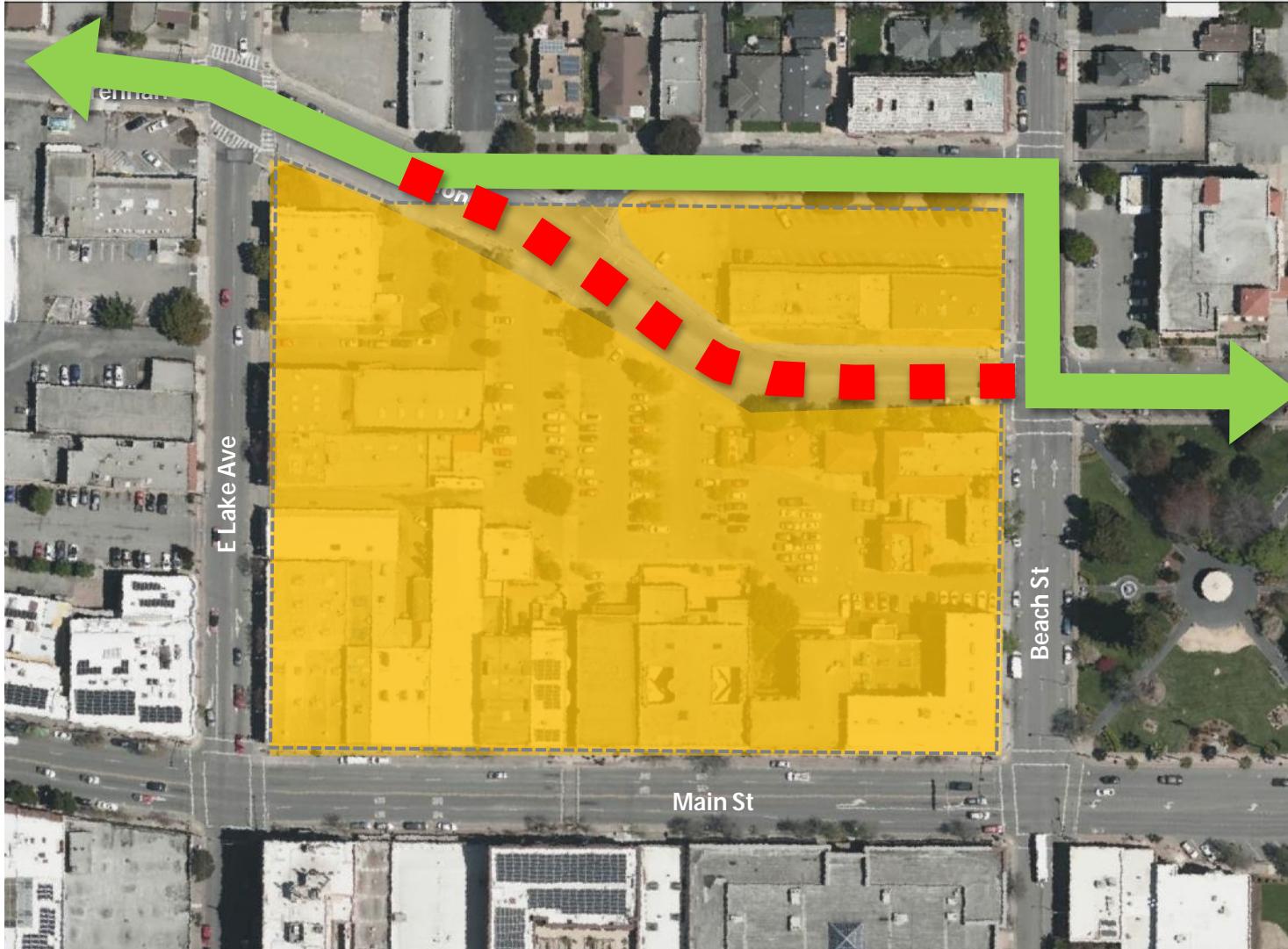
Long-
Term



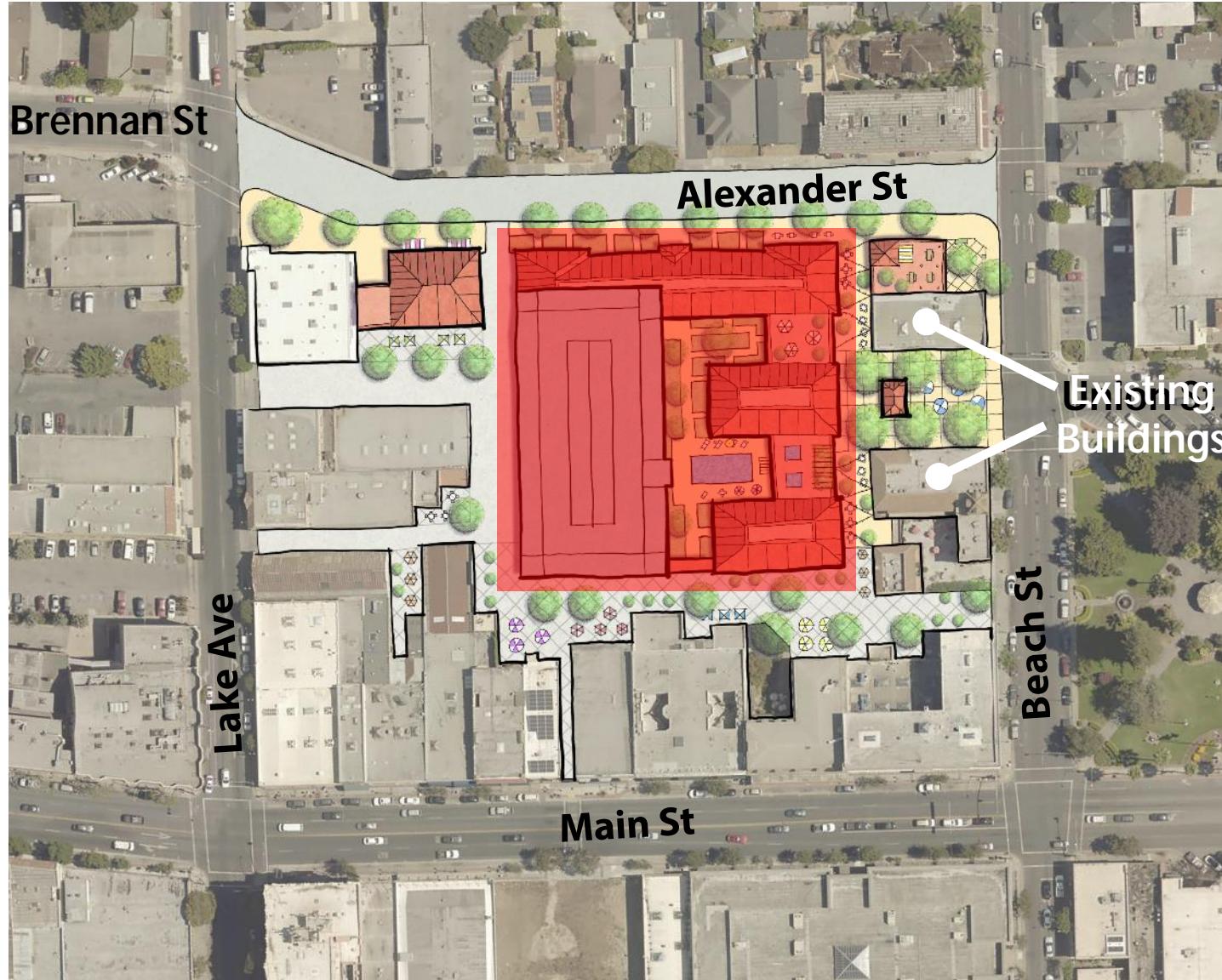
*43 ft Curb-to-Curb
2 travel lanes + parking*

Historic Downtown Core – Potential Catalytic Opportunity Site

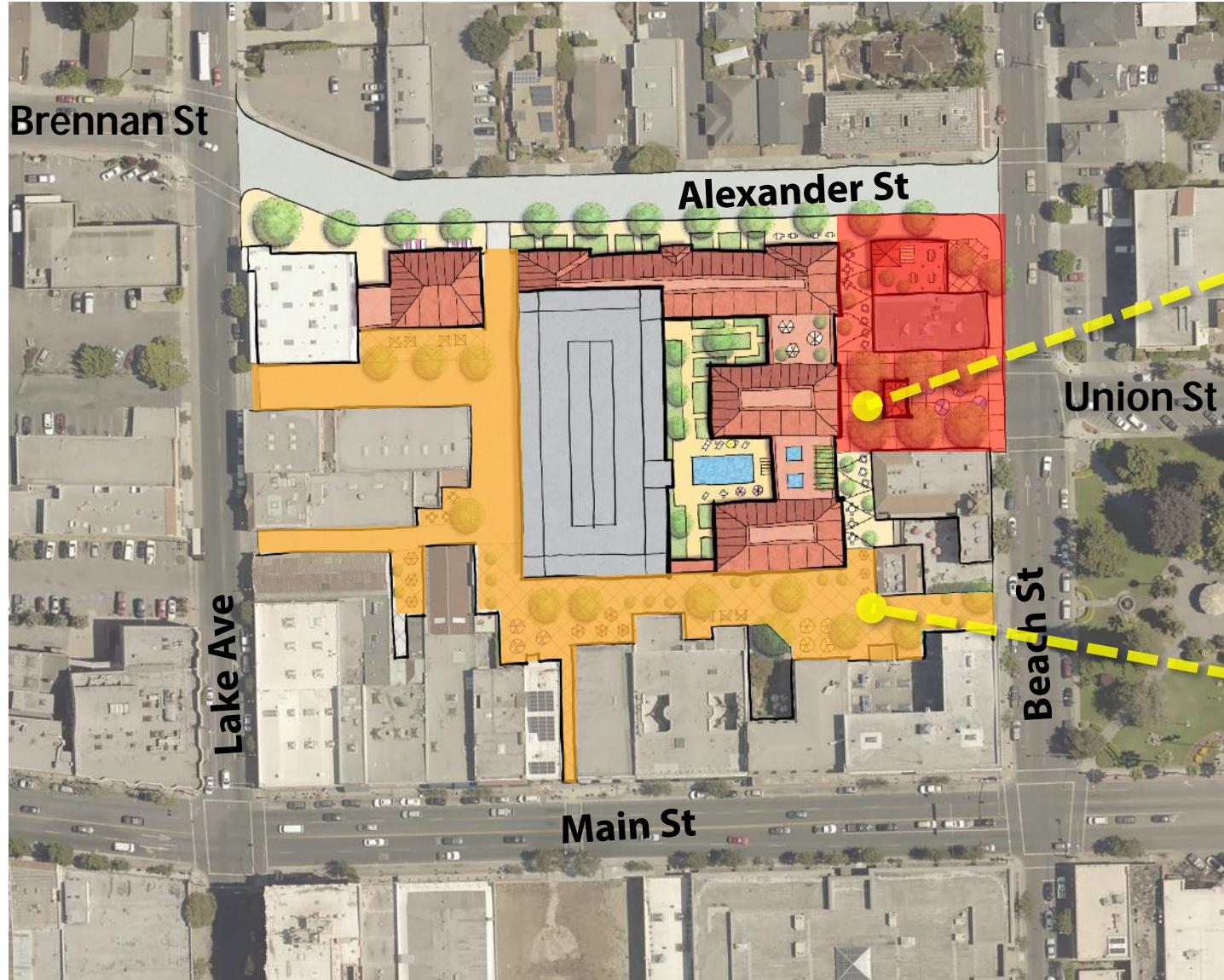
Mansion House Block – Main St, Beach St, Alexander St, and E Lake Ave



Historic Downtown Core – Potential Catalytic Opportunity Site



Historic Downtown Core – Potential Catalytic Opportunity Site



Mansion House Block



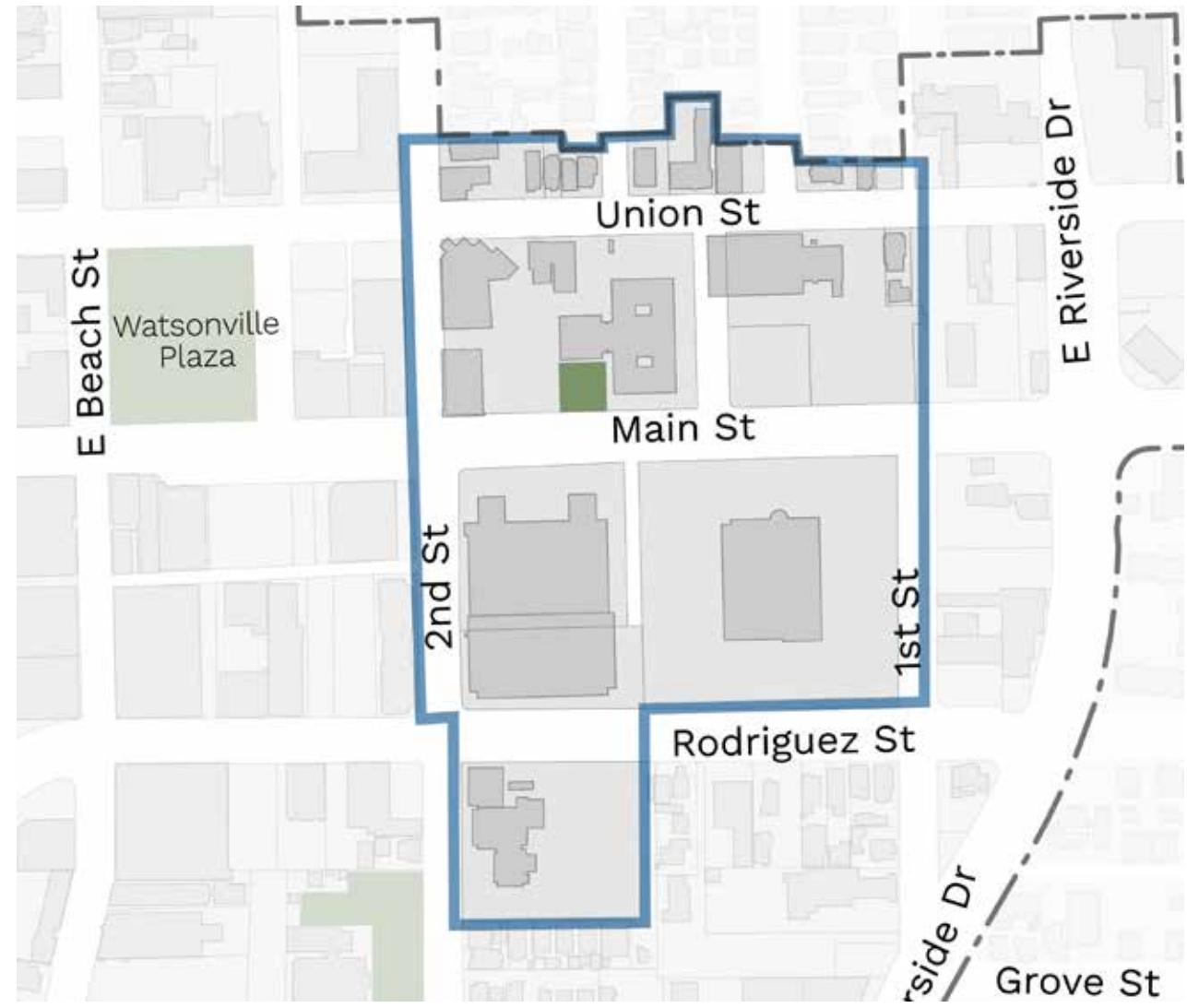
Historic Downtown Core – Potential Catalytic Opportunity Site



Civic Core

Key Existing Characteristics, Proposed Land Use and Character,
Potential Catalytic Opportunity Site

Civic Core



Civic Core – Placemaking Priorities

§ Opportunity to **redevelop majority city-owned block** along Main Street between Main Street and E. Riverside Drive with **active, mixed-use infill** – *(including retail, housing, entertainment & civic uses)*

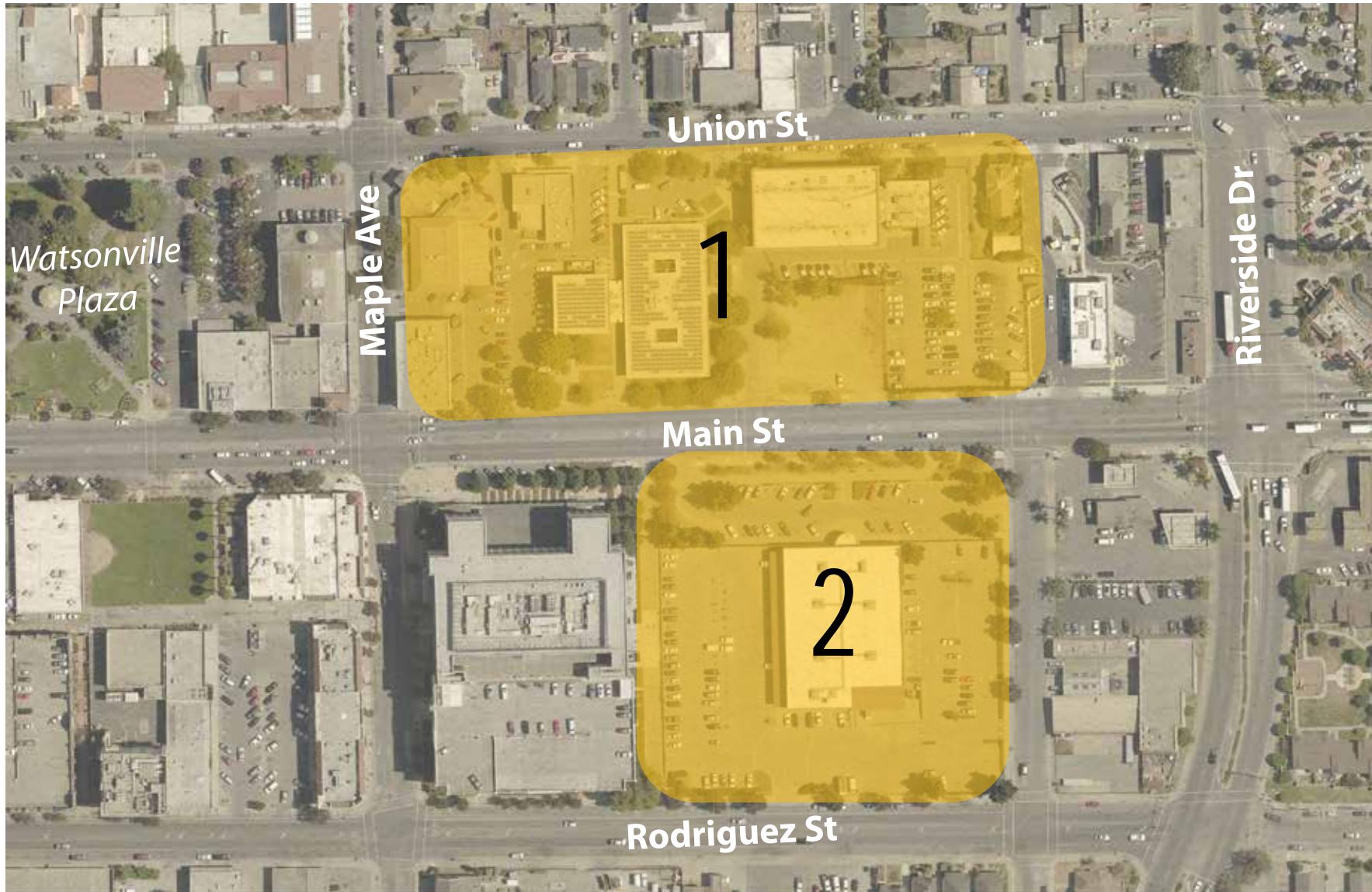
- Potential to Consolidate City services (Police Station) on the Rodriguez St. Fire Station site
- Could allow higher densities and intensity along Main St. to match Civic Plaza, scaling down to neighborhoods east of Union Street

§ **Consistent and unifying streetscape** and public realm improvements to improve walkability along Main Street and Rodriguez

§ Leverage underutilized Civic Center parking structure to **provide significant shared parking on nights and weekends**



Civic Core - Potential Catalytic Opportunity Sites

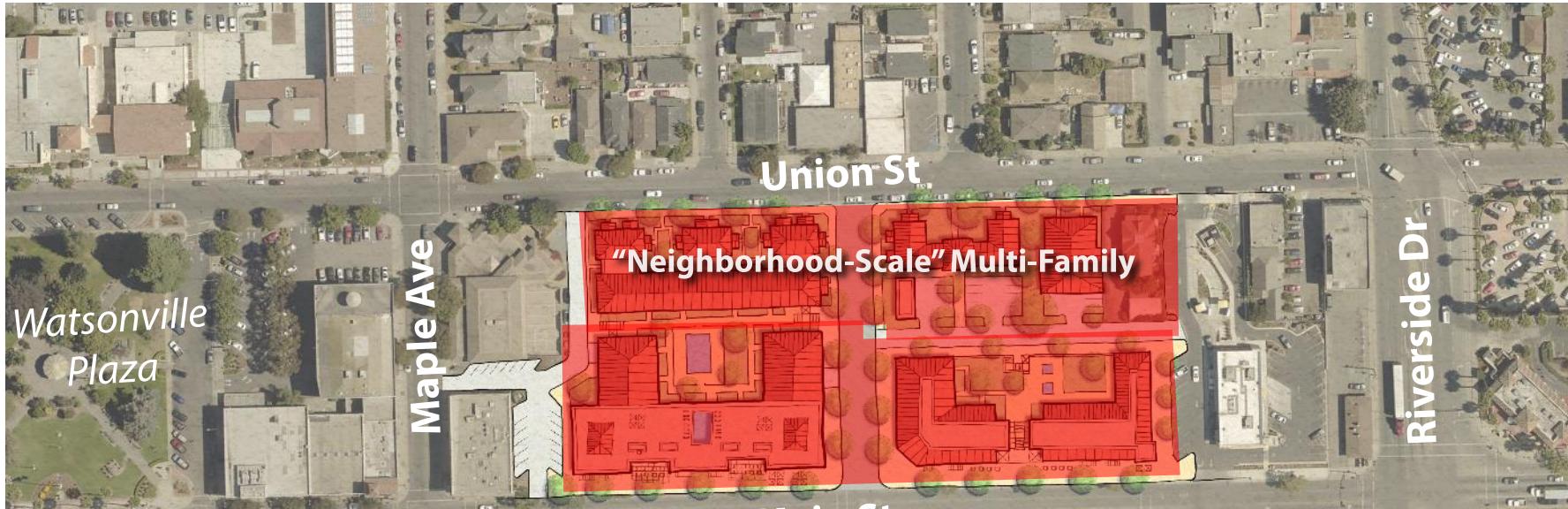


1. Existing City Hall / Civic Campus
2. US Postal Service Site (Long Term)

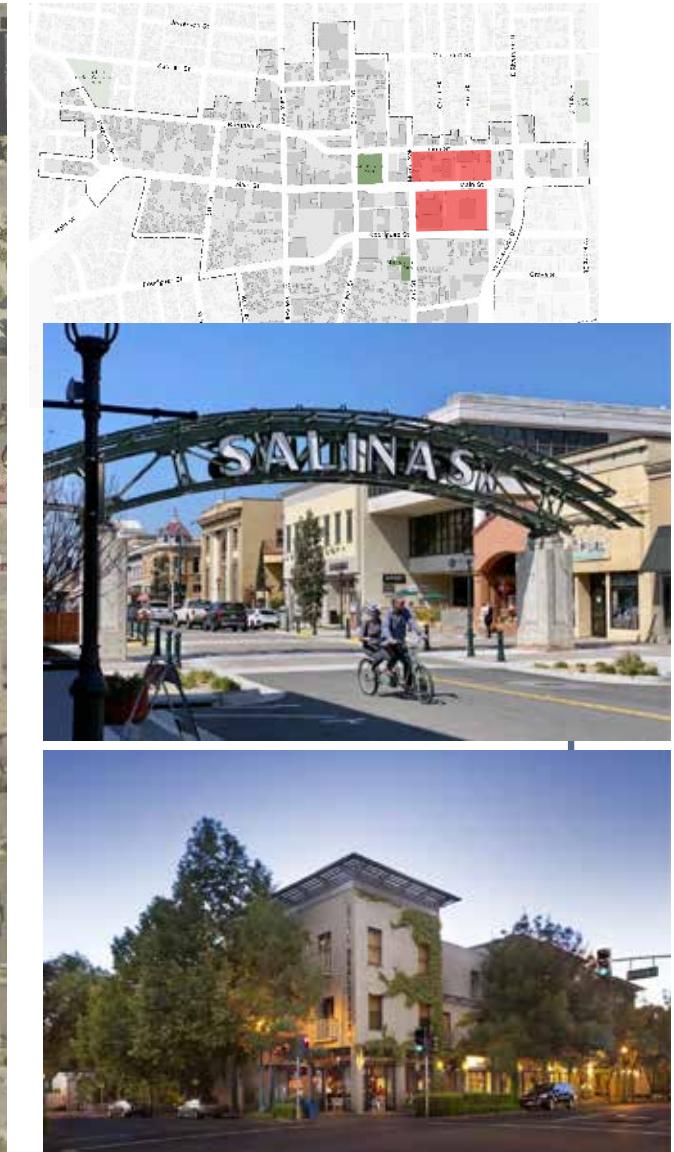
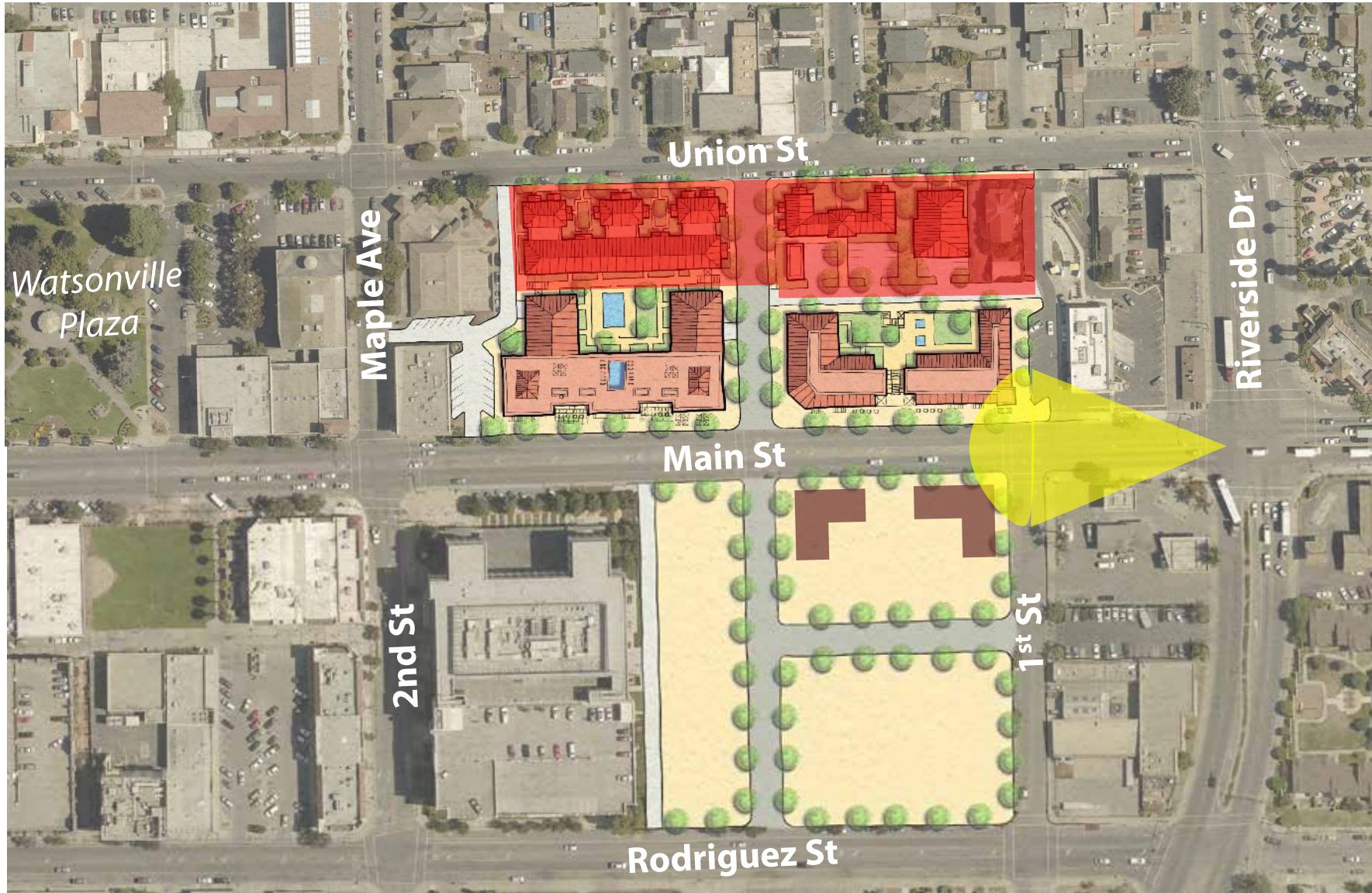
Civic Core - Potential Catalytic Opportunity Sites



Civic Core - Potential Catalytic Opportunity Sites



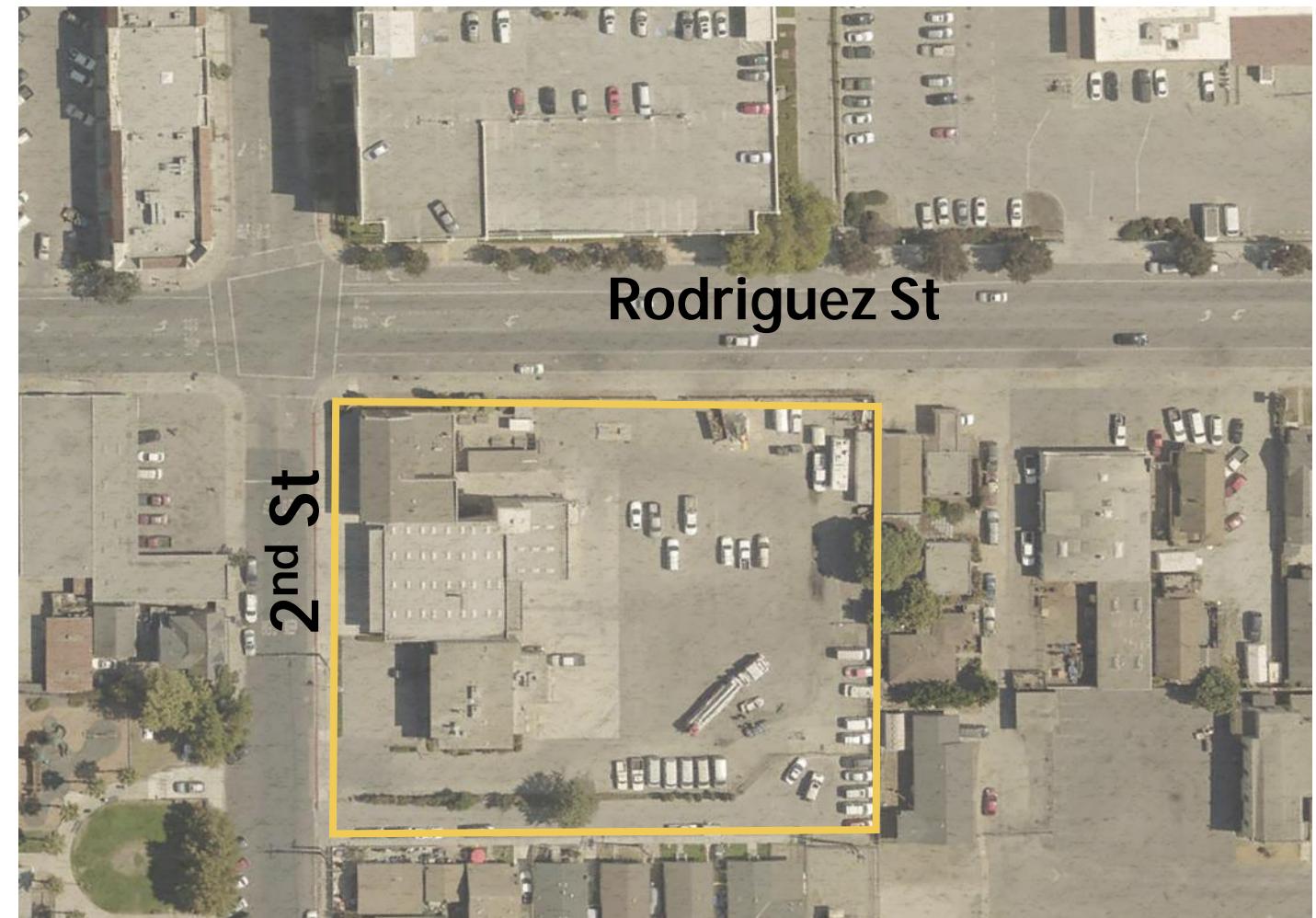
Civic Core - Potential Catalytic Opportunity Sites



Civic Core – Potential Catalytic Opportunity Site

Fire Department Site – Main St and Rodriguez St

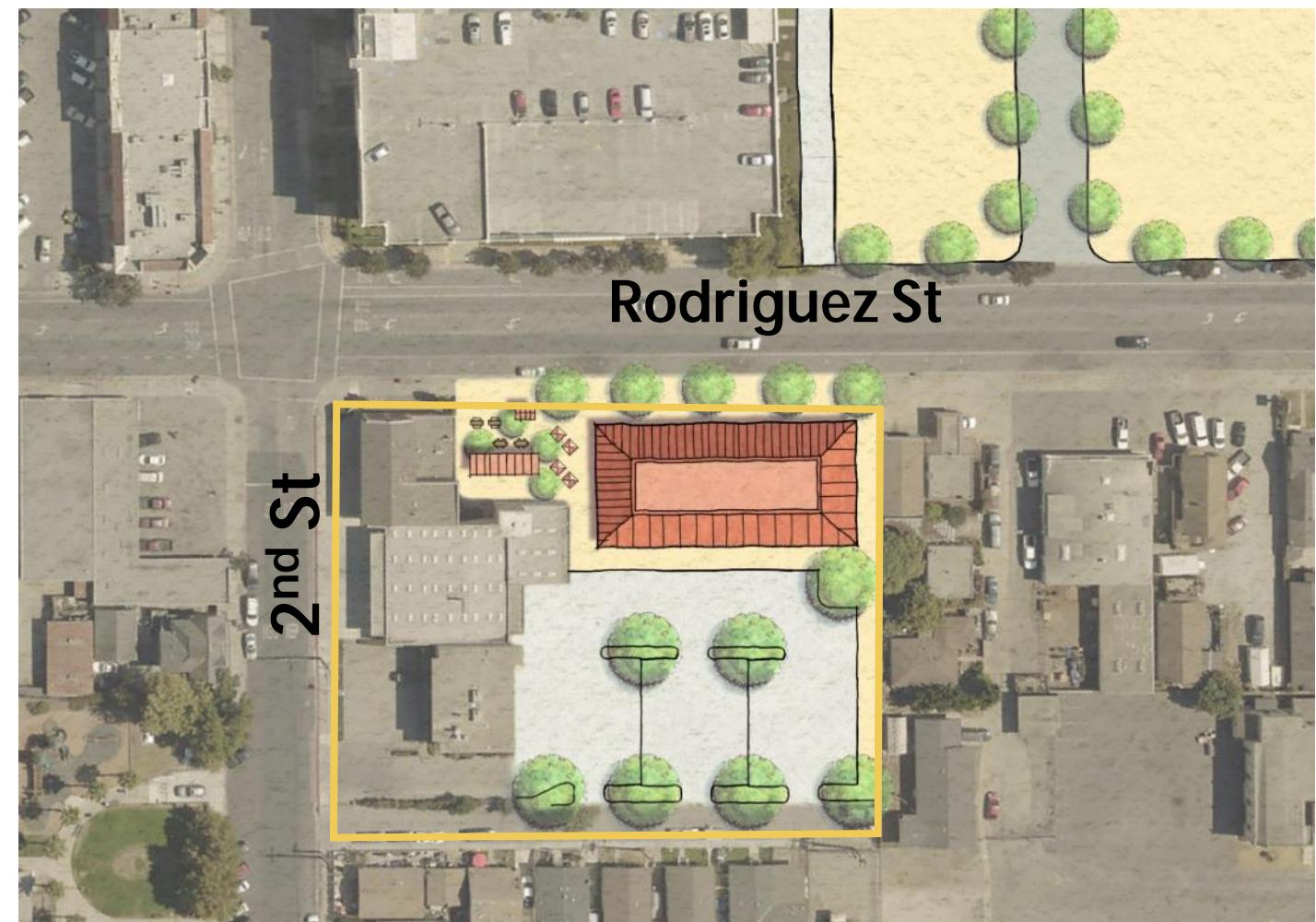
§ Existing Fire Station & Museum to remain



Civic Core – Potential Catalytic Opportunity Site

Fire Department Site – Main St and Rodriguez St

- § Existing Fire Station & Museum to remain
- § Relocate Police Department to this site
- § Parking to be supplemented with shared parking structure across Rodriguez St.



Commercial “Flex”

Key Existing Characteristics, Proposed Land Use and Character,
Potential Catalytic Opportunity Site

Commercial “Flex”



Commercial “Flex” – Placemaking Priorities

§ Basic street network is already strong; additional/improved connectivity can be added as infill occurs

§ Infill development types that activate Downtown

- Several opportunities to add significant new housing options in Downtown
- Could be in the form of vertical mixed use on Main Street or stand-alone residential projects on other sites

§ Consistent and unifying public realm improvements

Commercial “Flex” – Potential Catalytic Opportunity Site



Main and 5th Infill



Gateway District

Key Existing Characteristics, Proposed Land Use and Character,

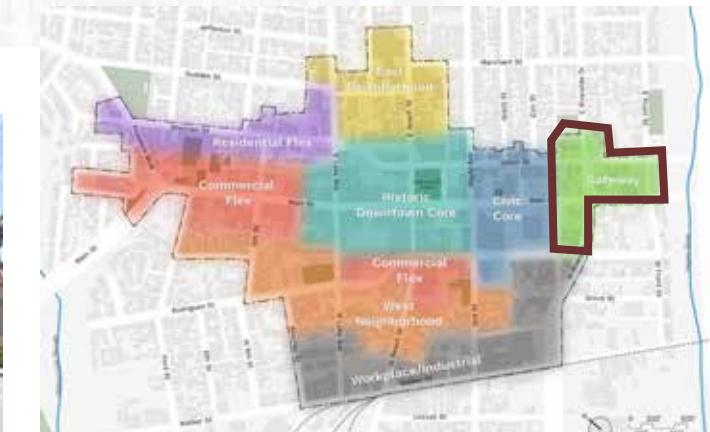
Gateway District - Placemaking Priorities

§ Opportunity to establish a gateway into Downtown on Main St, near Riverside Dr

- Gateway signage & monuments
- Prominent Gateway buildings built at or near the street

§ Transition building form and use, and public realm environment when entering the Civic Core and Historic Downtown Core

§ Consistent and unifying public realm improvements



Residential Flex

Key Existing Characteristics, Proposed Land Use and Character,

Residential Flex

Placemaking Priorities

§ Along Brennan Street; opportunities to provide new housing choices in **Downtown**, either as stand-alone projects or as vertical mixed-use infill:

- Potential for increased density/intensity (3-4 story heights) that transition (scale down) sensitively to surrounding single family neighborhood context

§ Streetscape and public frontage improvements that:

- support new and existing businesses on west side of street while providing appropriate transitions to the single-family homes on the east side of the street



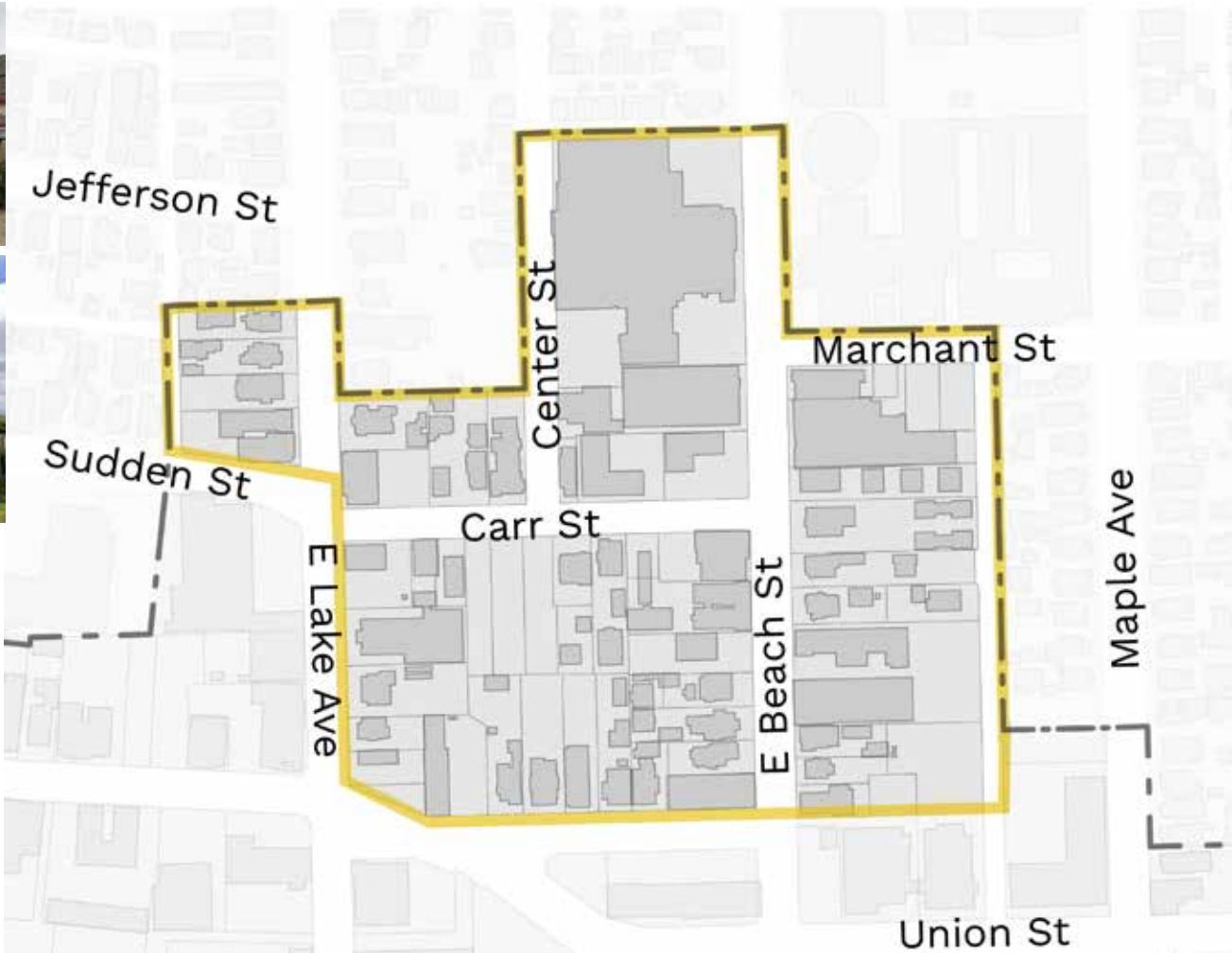
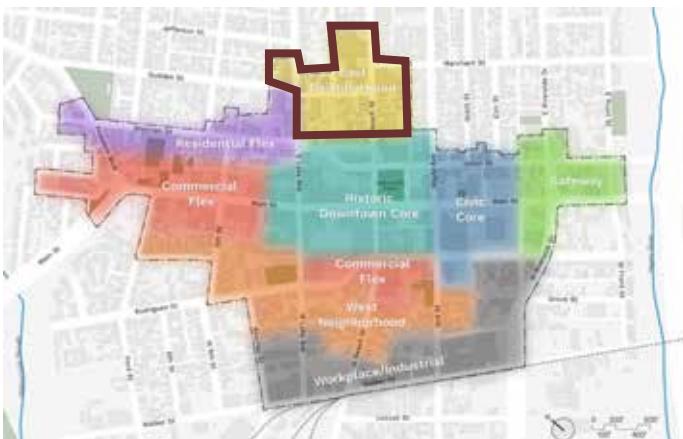
Conceptual Illustration of Public Realm Improvements on Brennan St



East Neighborhood

Key Existing Characteristics, Proposed Land Use and Character,

East Neighborhood



East Neighborhood – Placemaking Priorities

- § Adaptive reuse of Martinelli Site with uses that better support the activation of Downtown (*residential, commercial/office, civic, college, etc.*)
- § Allow (by right) neighborhood-scale multifamily and enable neighborhood-scale mixed-use infill.
- § Preserve the character and quality of historic homes on E Beach St and Alexander St:
 - Focus on uses that leverage the value of these significant architectural landmarks (*Bed & Breakfasts, Restaurants, Coffee Shops, Galleries, etc.*)

West Neighborhood

Key Existing Characteristics and Proposed Land Use and Character

West Neighborhood



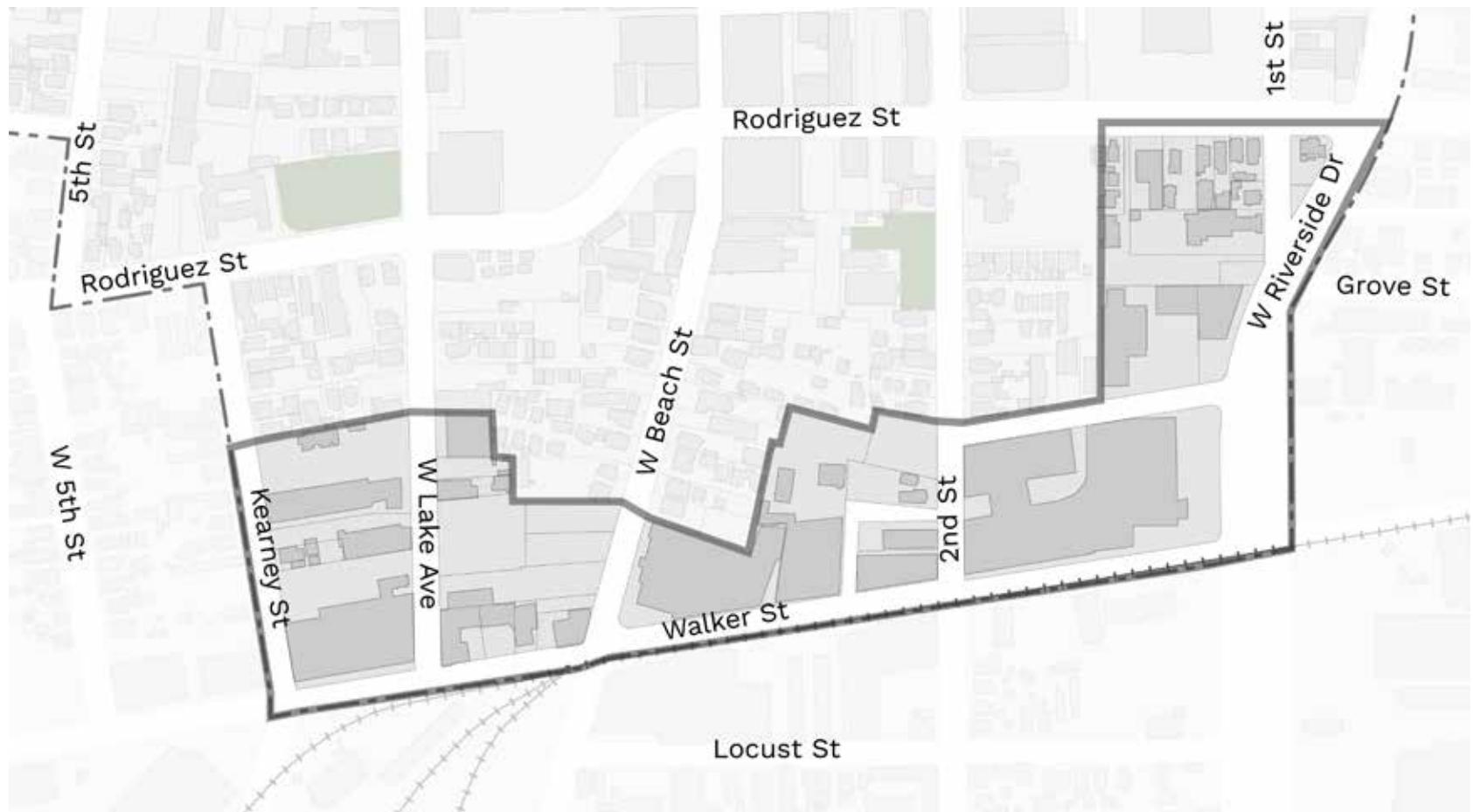
West Neighborhood – Placemaking Priorities

- § Allow (by right) neighborhood-scale multifamily and enable neighborhood-scale mixed-use infill.
- § Allow this area to evolve/transition into a (horizontally) mixed-use neighborhood with a wide variety of active uses, including multi-family housing, live-work, maker-space, light-industrial etc.

Workplace/Industrial

Key Existing Characteristics, Proposed Land Use and Character,
Potential Catalytic Opportunity Site

Workplace/Industrial



Workplace/Industrial – Placemaking Priorities

§ Encourage/Incentivize adaptive reuse of vacant/ underutilized industrial sites:

- business incubator for tech, creative offices, maker-space, galleries, breweries, coffee roasters, etc...

§ Focus a critical mass of activity around the historic depot site and Walker St

- 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.)

§ Several large vacant / underutilized sites that could redevelop providing a concentration of new jobs and residents in this district and within a short walk of the Historic Core

Workplace/Industrial – Potential Catalytic Opportunity Site



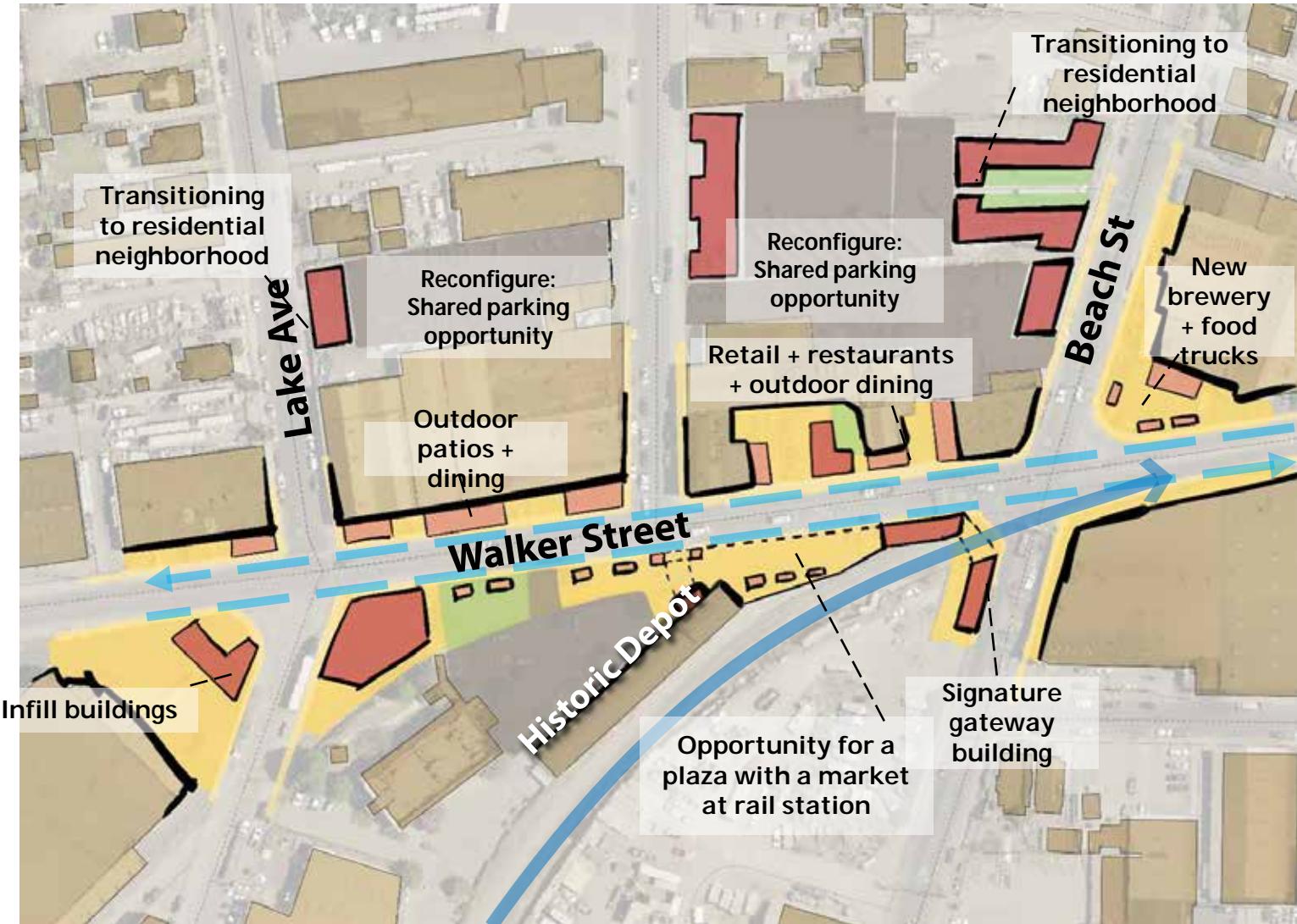
Site between Walker St, W. Lake Ave, and W. Beach St



Workplace/Industrial – Potential Catalytic Opportunity Site

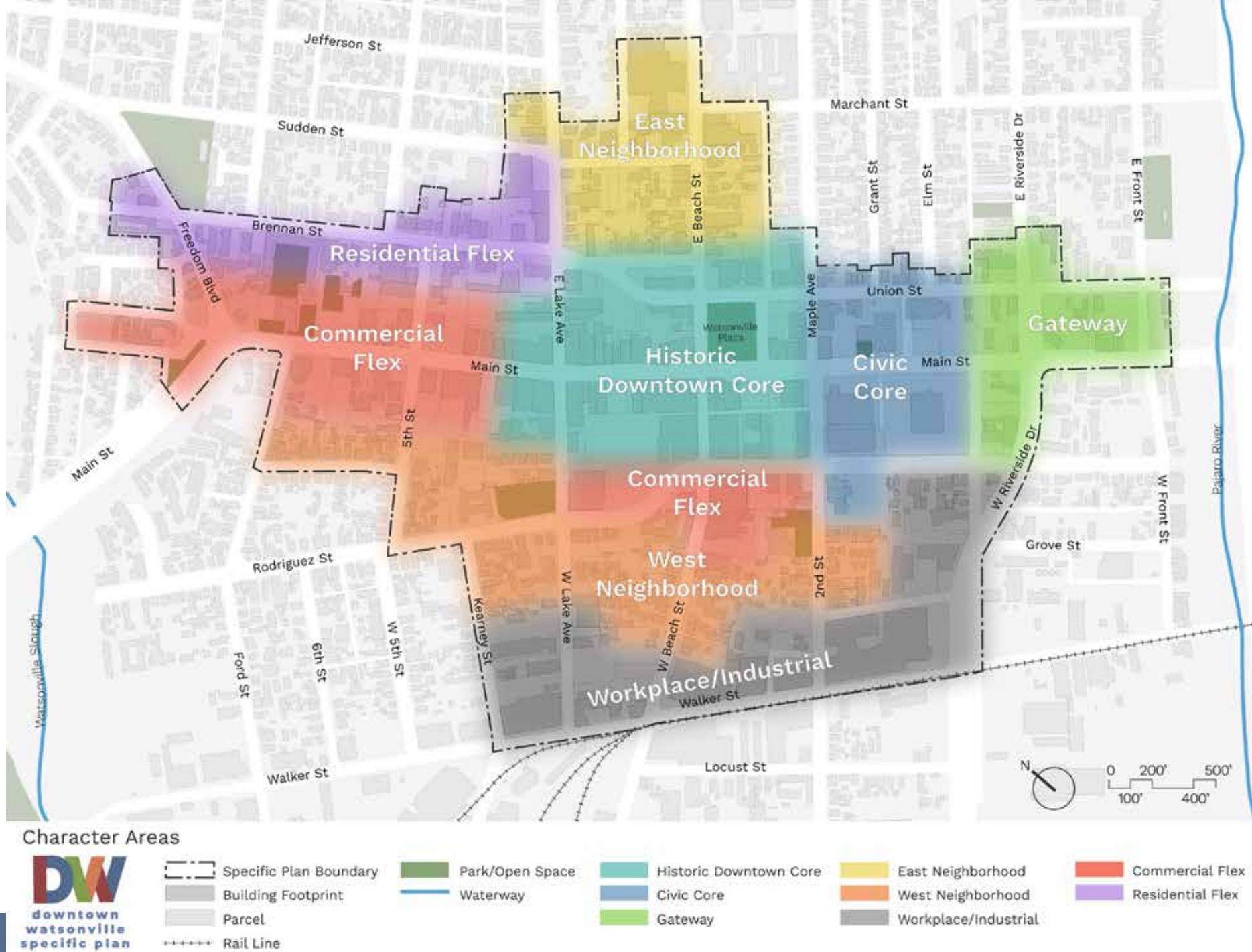


Workplace/Industrial – Potential Catalytic Opportunity Site



Downtown Character Areas

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



Street Improvements

Existing and Proposed Network

Downtown Street Framework

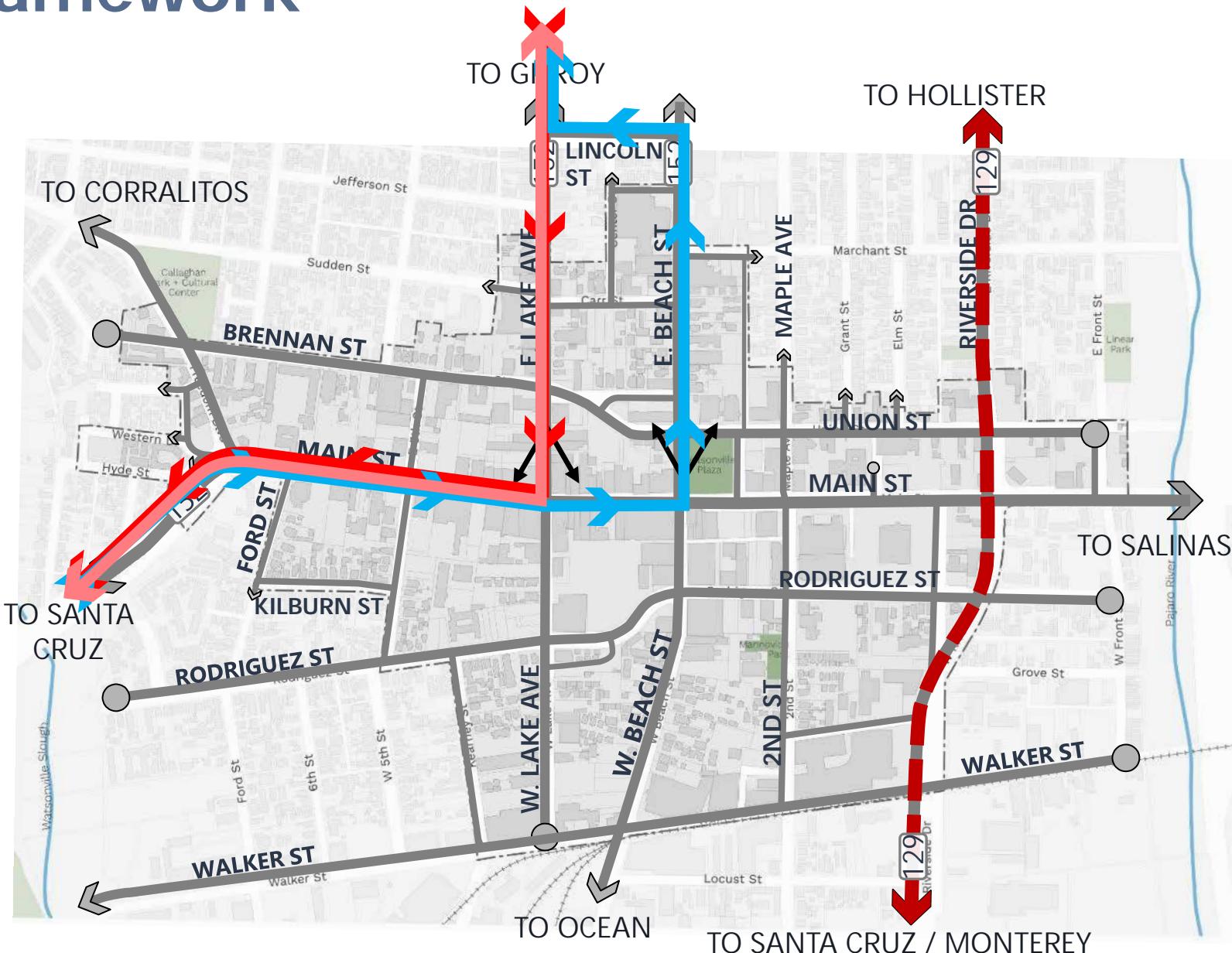
CALTRANS ROUTES:

SR-129 (To Salinas / Hollister)

SR-152 (To Santa Cruz & Gilroy)

Caltrans SR-152 Options

- § Short-Term: Remain 1-way
- § Long-Term: Become 2-way



Main St (SR 152 between Lake & Beach)

Short term and long-term improvements



*60 ft Curb-to-Curb
2 travel lanes + left turn + parking both sides + parklets*

E Beach Street (SR 152)

One-way to two-way conversion

Short term and long-term improvements



*50 ft Curb-to-Curb
2 travel lanes + parking both sides + sidewalk/parklet zone*

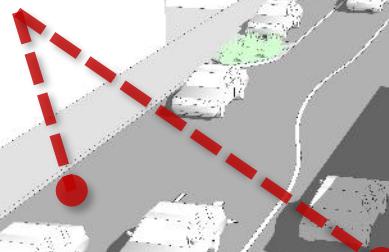
E Lake Ave (SR 152 east of Main)

One-way to two-way conversion

Short term and long-term improvements

Left-Turn Detail

Parking removed where left-turn pockets needed

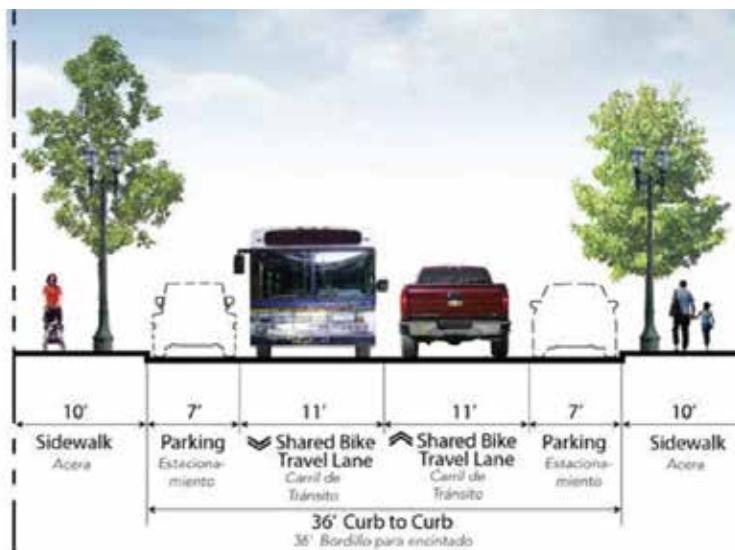


43 ft Curb-to-Curb
2 travel lanes + parking both sides, turn lane at intersections

Other Downtown & Neighborhood Streets

Including:

- § Brennan/Union
- § Maple/2nd Street
- § Beach (outside of couplet)



Complete Streets Proposal



36-44 ft Curb-to-Curb
2 travel lanes w sharrows + parking/parklets

Walker St – Long-Term Option

Monterey Bay Sanctuary Scenic Trail proposal

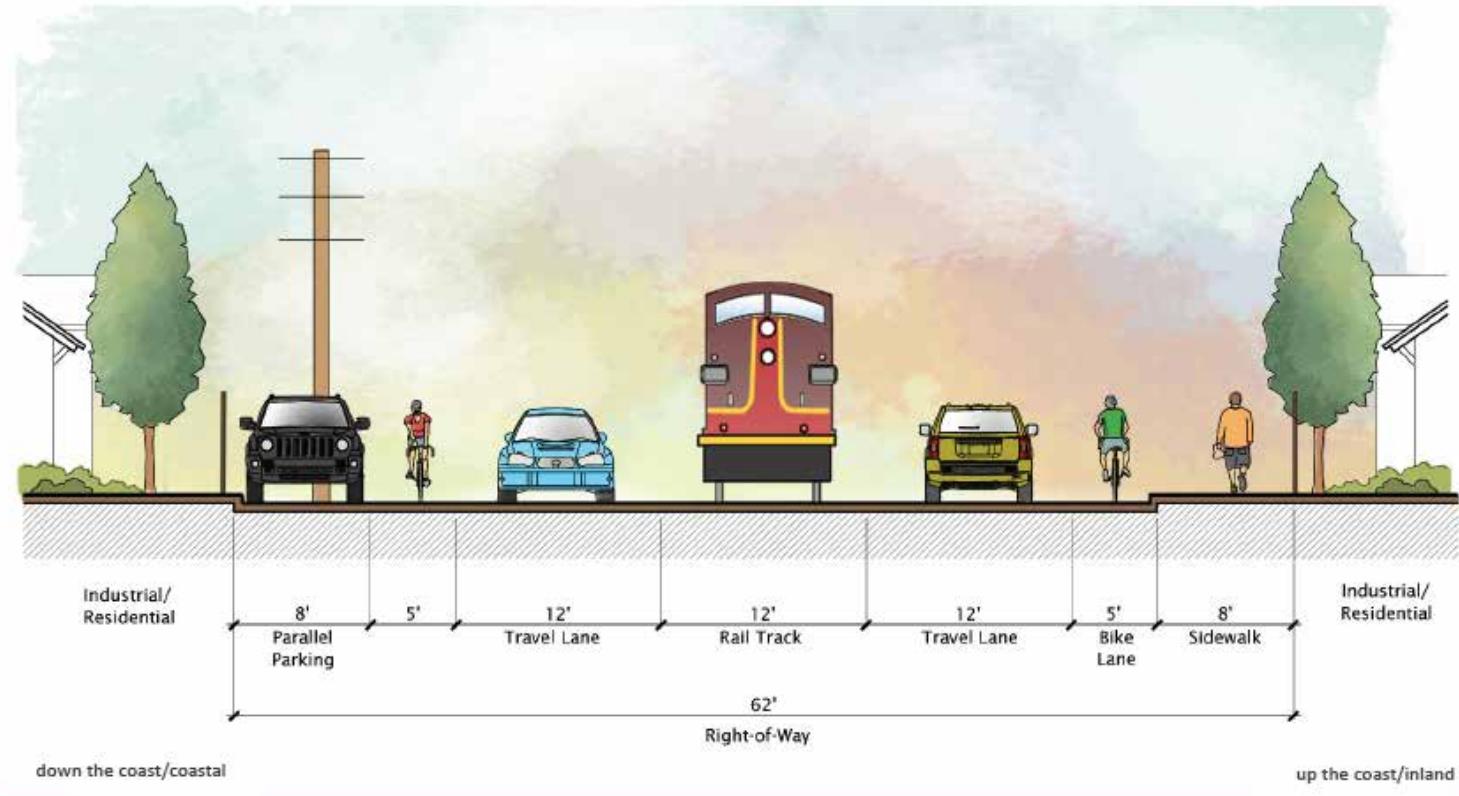


Figure 4-54 Segment 19 trail section

*Curb-to-Curb= varies
2 travel lanes+ street car + 2 bike lanes + parking*

Bicycle Improvements

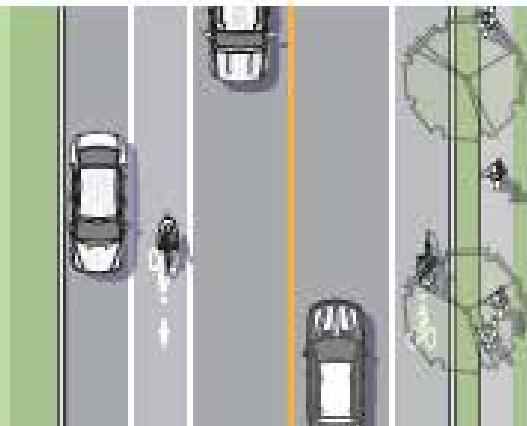
Existing and Proposed Network

Bicycle Facilities

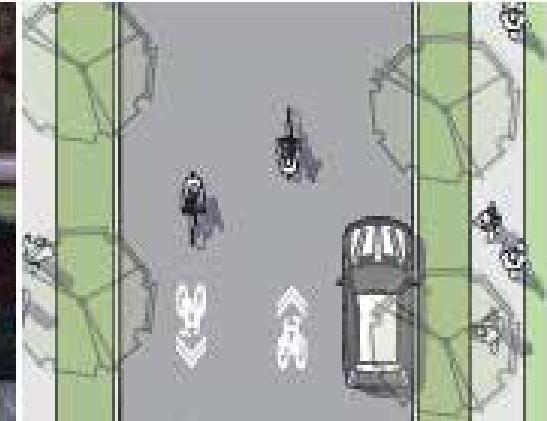
Bike Path (Class I)



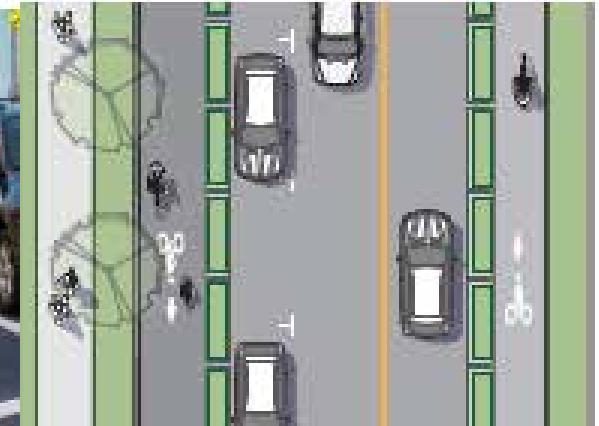
Bike Lane (Class II)



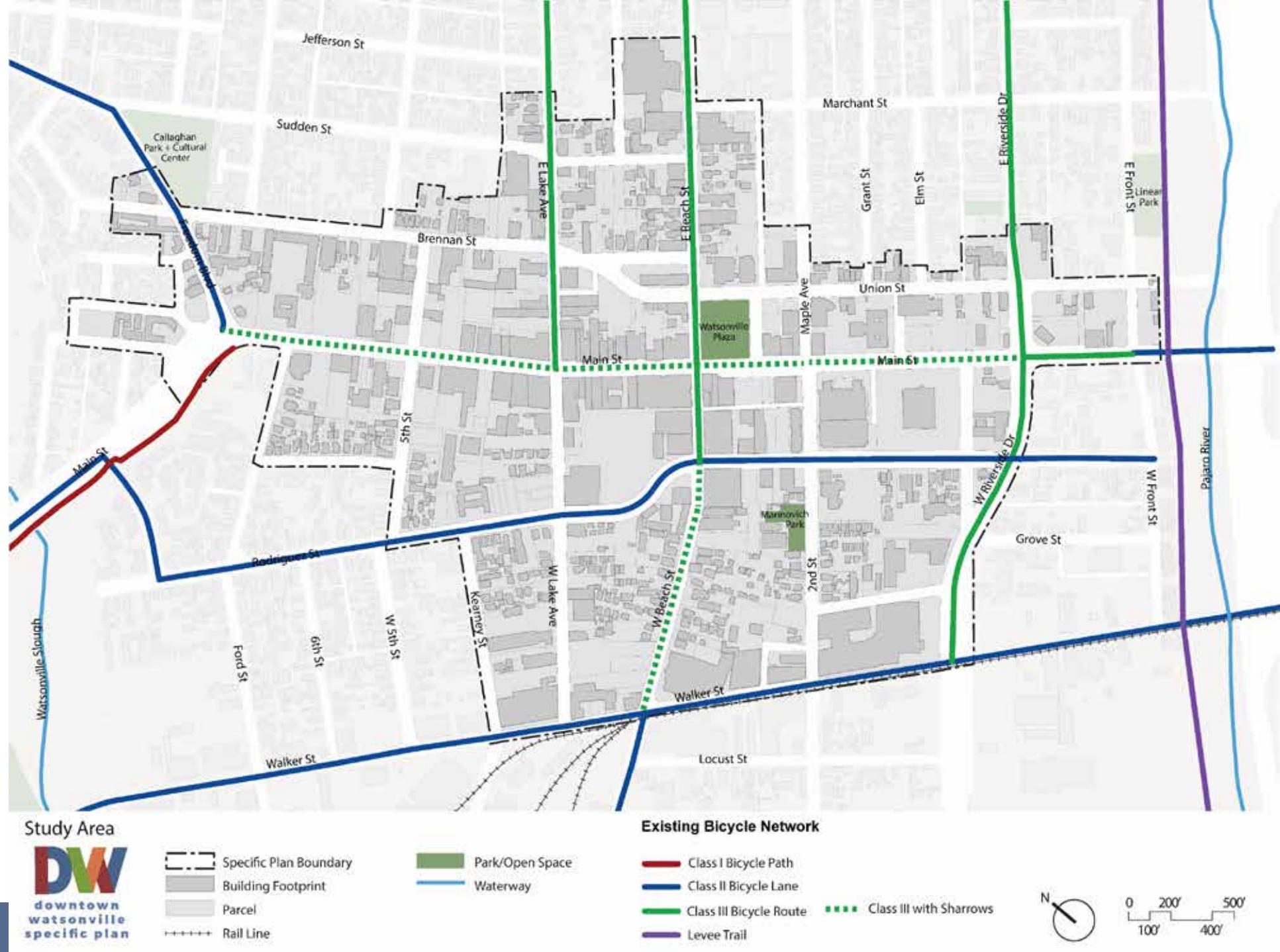
Bike Route (Class III)



Separated Bikeway/Cycle Track (Class IV)



Existing Bicycle Network



Proposed Bicycle Network



Study Area



downtown
watsonville
specific plan

Specific Plan Boundary
Building Footprint
Parcel
Rail Line

Park/Open Space
Waterway

Existing Bicycle Network

Class I Bicycle Path
Class II Bicycle Lane
Class III Bicycle Route
Class IV Bikeway

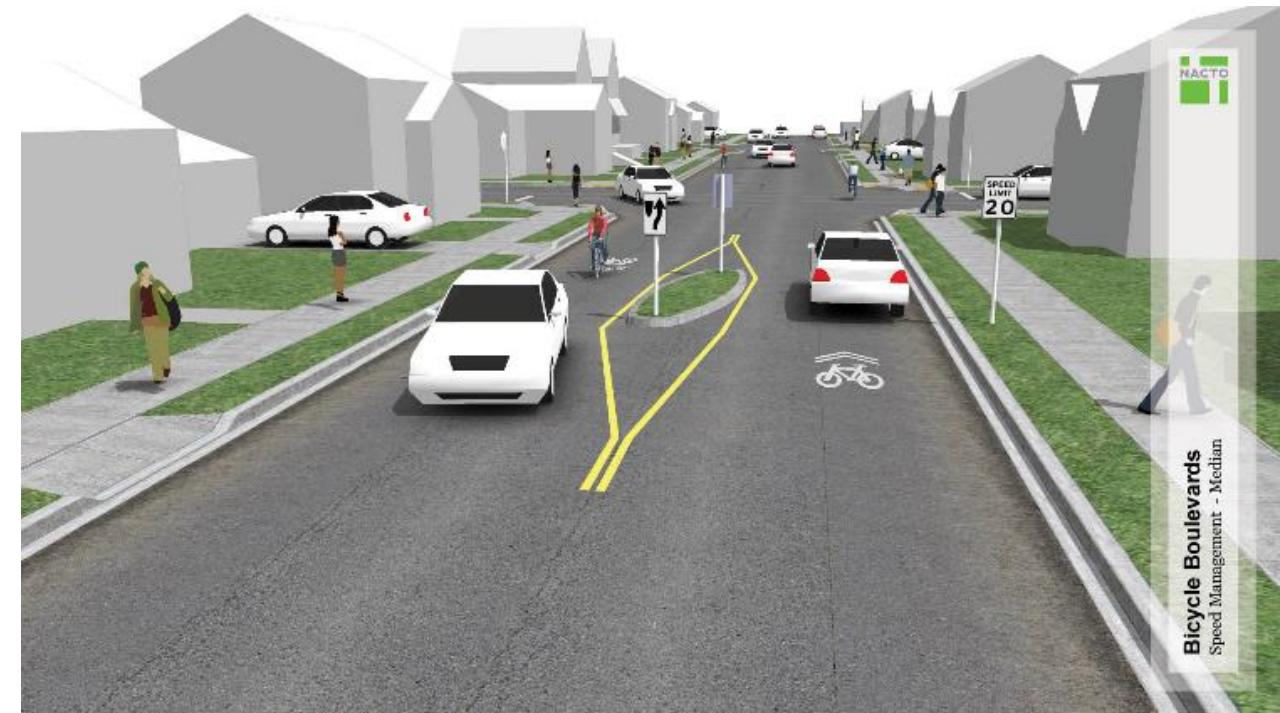
Recommended Bicycle Facilities

Class II Bicycle Lane
Class III with Sharrows
Levee Trail



0 200' 500'
100' 400'

Proposed Bicycle Network



Discussion Break-out Rooms

Questions for Small Group Discussion

§ For each of the Character Areas:

- Placemaking priorities:

- § Are these the right vision and priorities?

- § Are we missing anything?

- Opportunity sites

- § Do the concepts shown meet your vision for the Character Area?

- § Are there any opportunities we have missed?

§ Street and Bicycle Network

- Does the proposed street and bicycle network balance the desired priorities?

- Are there other opportunities we should explore?

Report Back by Group

Online Community Survey

Community Survey Links

<https://www.surveymonkey.com/r/DWSPSurvey2English>

<https://www.surveymonkey.com/r/DWSPSurvey2Spanish>

Raffle #2 - Gift Cards to Downtown Businesses!



Wrap-Up and Next Steps

City of Watsonville

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