

*City of Watsonville*

# Downtown Specific Plan + EIR

Community Workshop #2 | May 6, 2021

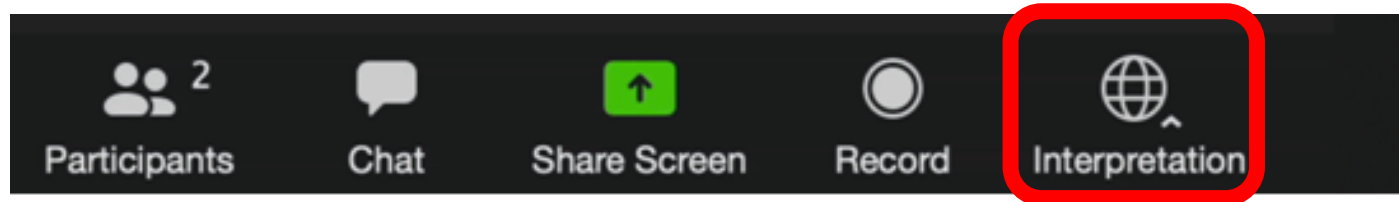
# Zoom – What You Need To Know

## § Interpretation

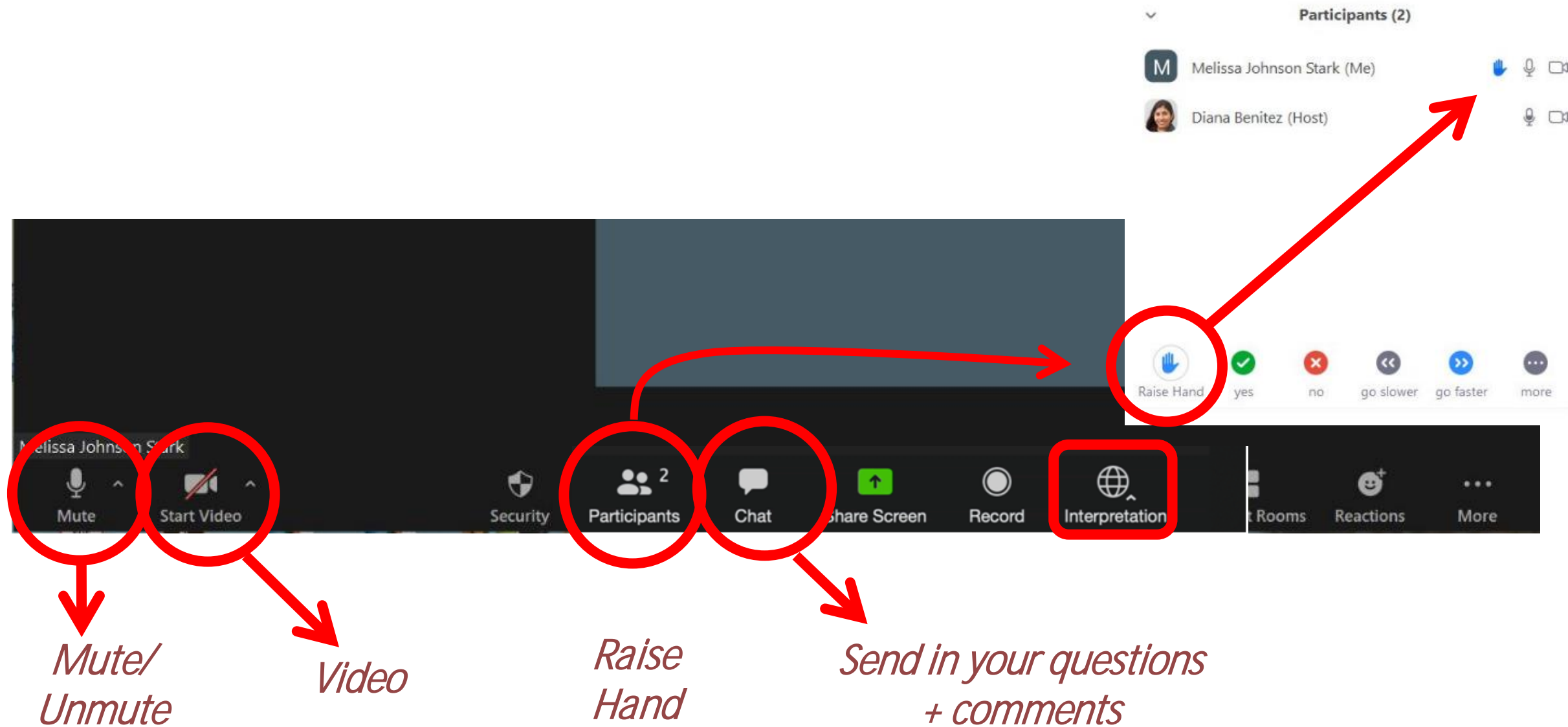
**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

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

Por favor haz clic en el icono 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  
[elena.ortiz@cityofwatsonville.org](mailto:elena.ortiz@cityofwatsonville.org)

Para cualquier dificultad técnica, envíe un correo electrónico a  
Elena Ortiz a [elena.ortiz@cityofwatsonville.org](mailto:elena.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



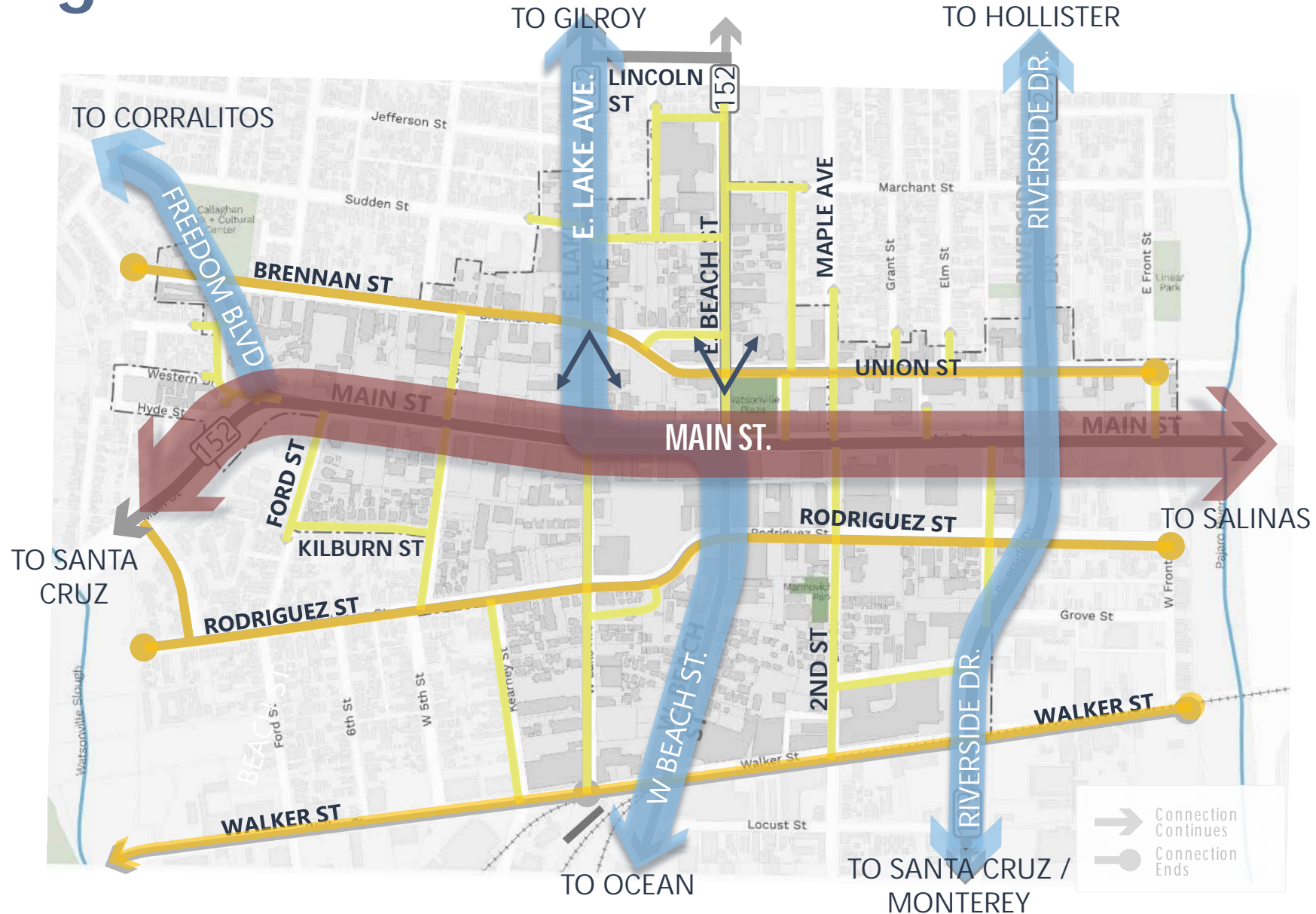
# Street Framework



# 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:

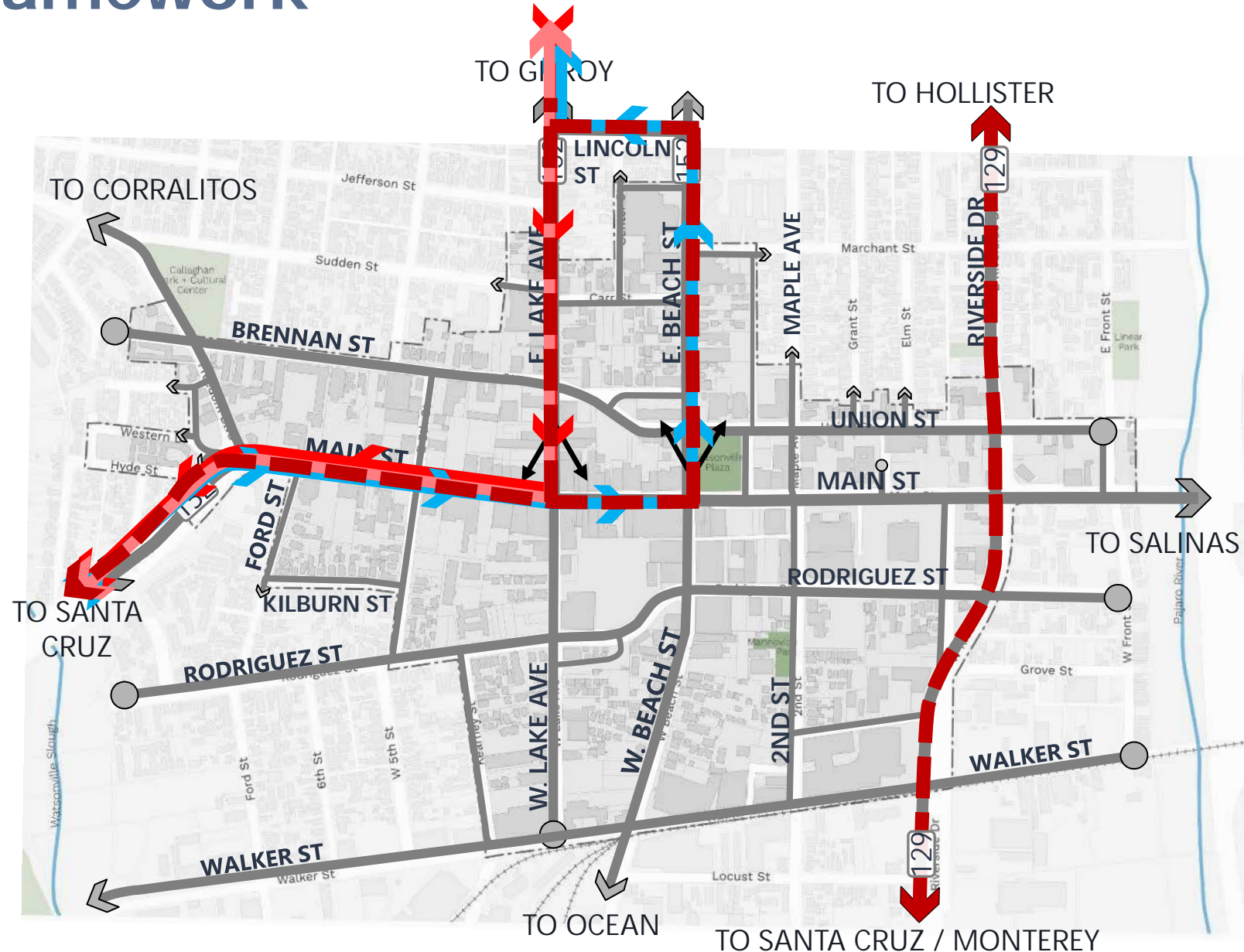
SR-129 (To Salinas / Hollister)

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



## Traffic Safety

Faster traffic speeds and fewer signalized intersections



## Business Access

Frustrating; circle back to your destination and turning delays



## Emergency Services Access

Only one direction for entry



## Economic Development

Limited visibility and unforgiving if you pass business



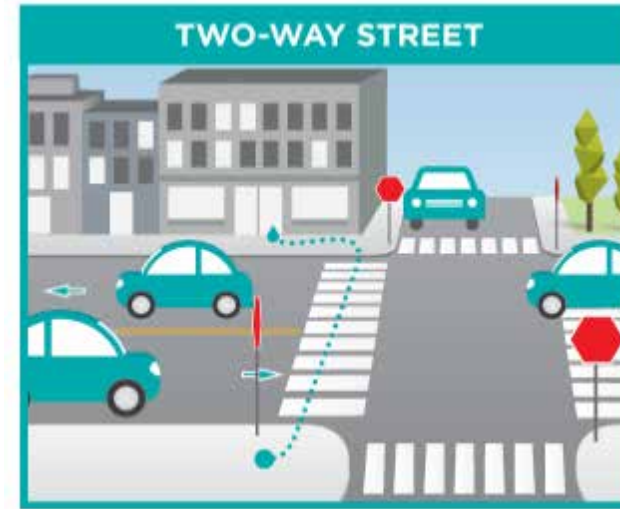
## Bicycle Access

Limited network



## Walking Access

High speeds make it difficult to cross street



## Traffic Safety

Slower traffic speeds and more signalized intersections



## Business Access

Customer-friendly; less unnecessary circulating traffic



## Emergency Services Access

Double direction for entry



## Economic Development

Double the storefront visibility



## Bicycle Access

2-way demand met in safer, traffic-calmed environment



## Walking Access

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)**

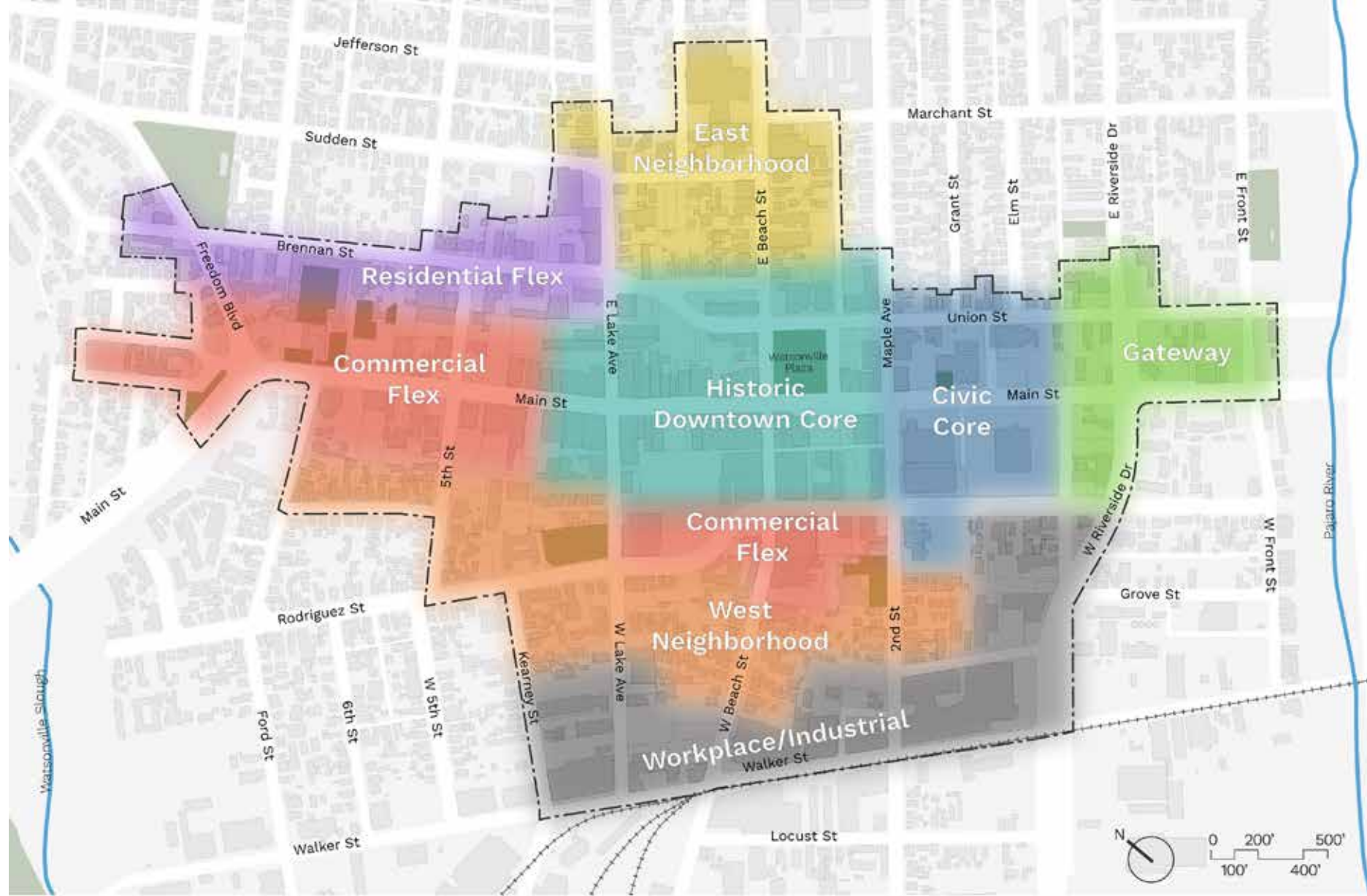


## **Downtown Character Areas and Opportunity Sites**



# Revised Downtown Character Areas

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



Character Areas



- Specific Plan Boundary
- Building Footprint
- Parcel
- Rail Line

- Park/Open Space
- Waterway

- Historic Downtown Core
- Civic Core
- Gateway

- East Neighborhood
- West Neighborhood
- Workplace/Industrial

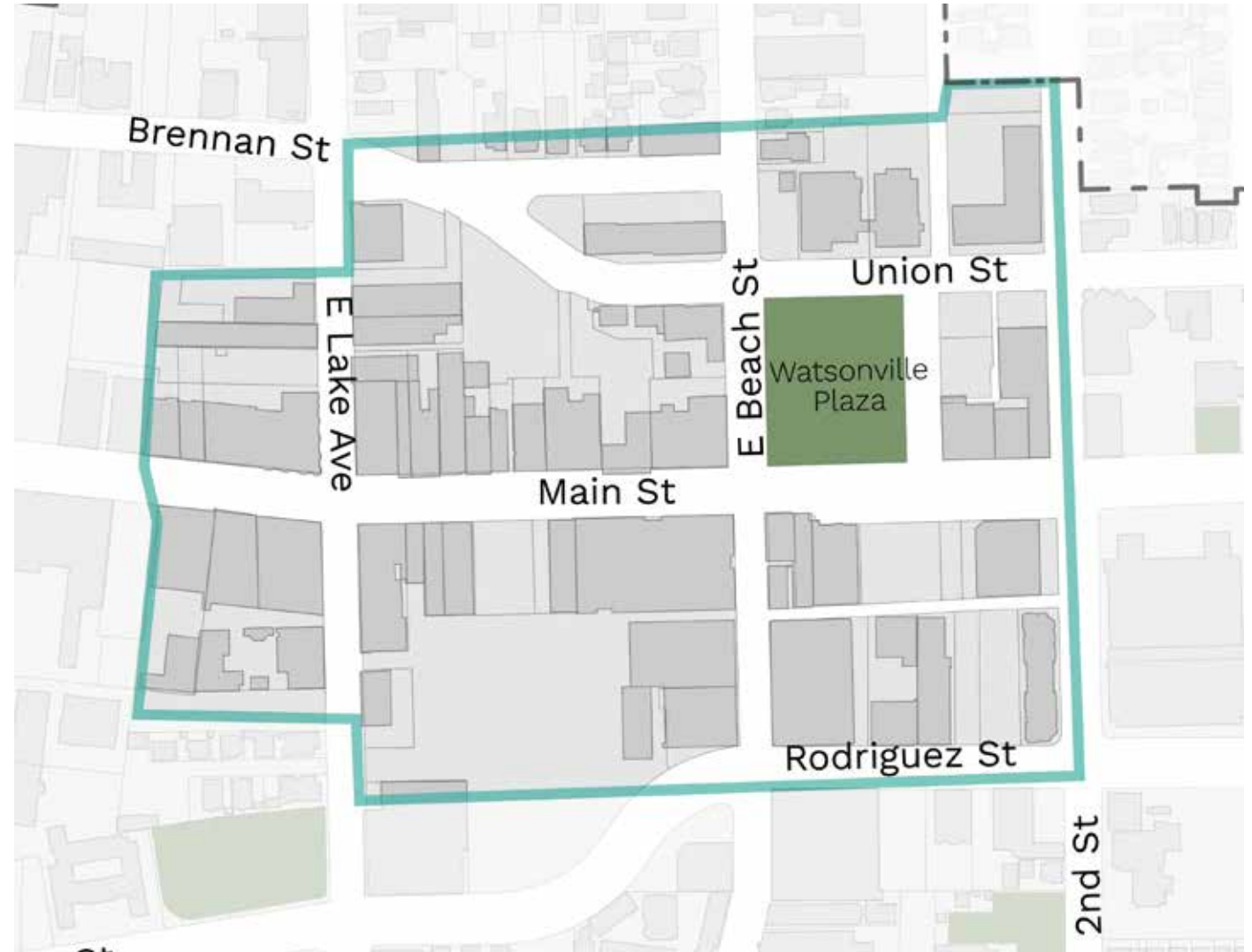
- Commercial Flex
- Residential Flex

# Historic Downtown Core

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



# Historic Downtown Core



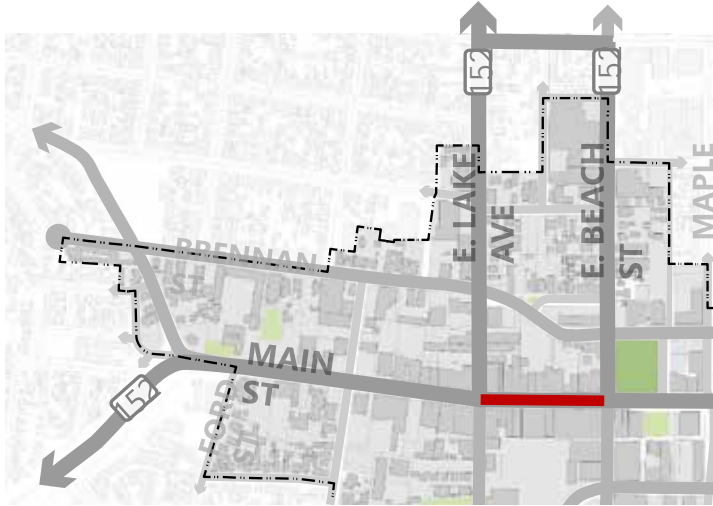
# Historic Downtown Core – Placemaking Priorities

- § 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



2 x 12 ft. travel lanes each direction

8ft parking lanes

10ft sidewalks

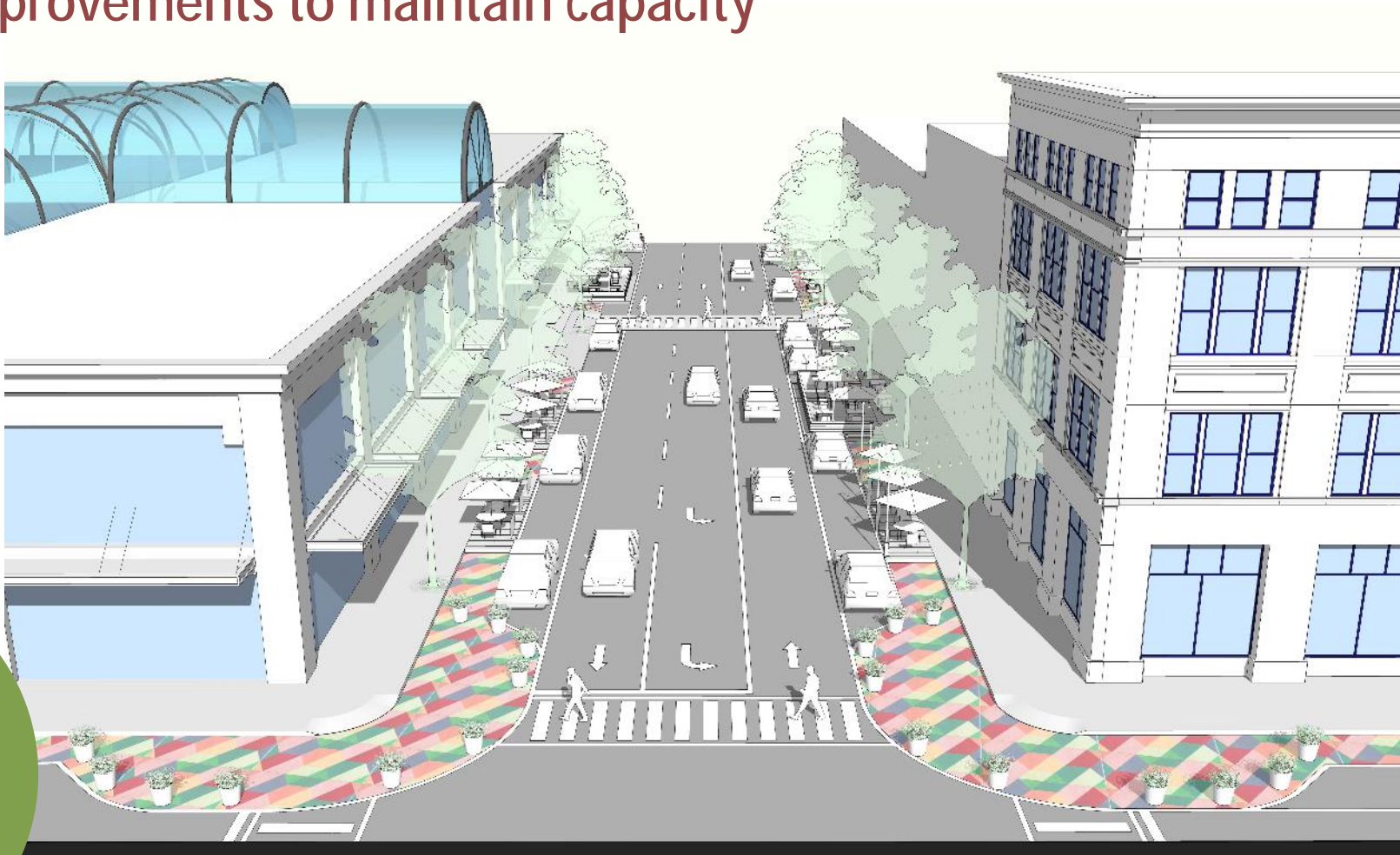
- Wide; 10 ft. is typical lane width in urban district

- Quite narrow for urban district

Existing  
Condition

# 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

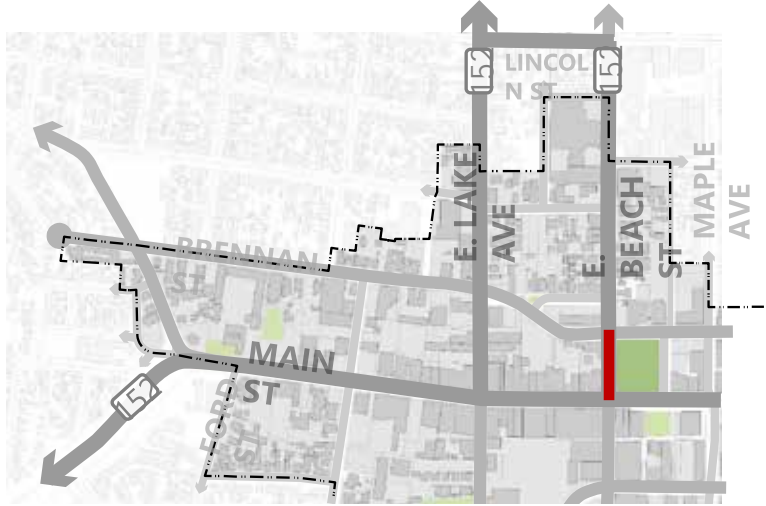


*60 ft Curb-to-Curb*

*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

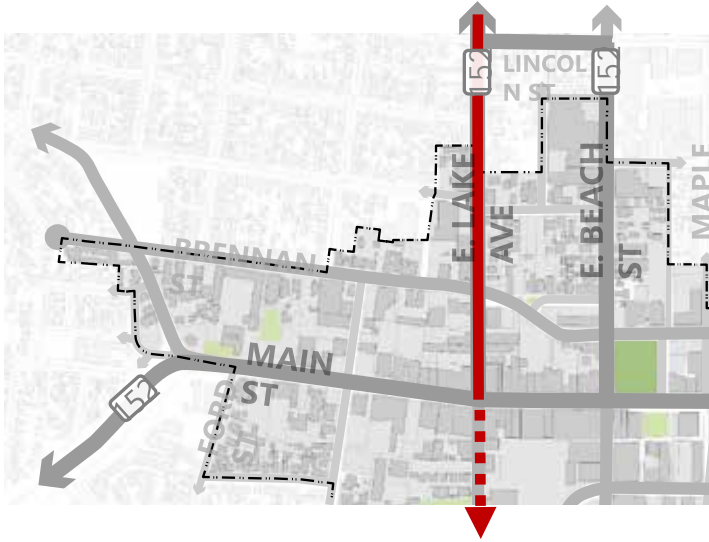
2-way vehicular traffic, permanent improvements

Long-Term

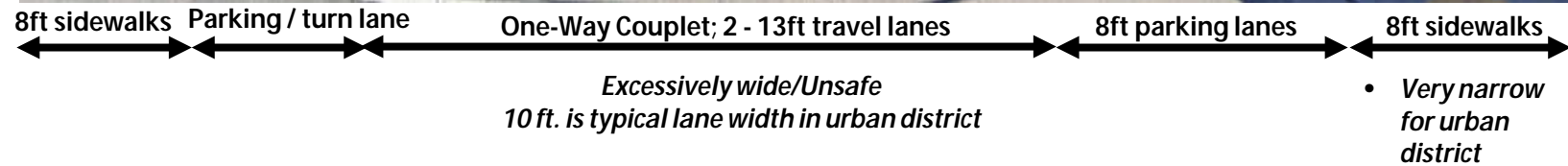


*50 ft Curb-to-Curb  
2 travel lanes + parking both sides + sidewalk/parklet zone*

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



Existing  
Condition



*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



*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*

Short-  
Term

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

2-way traffic



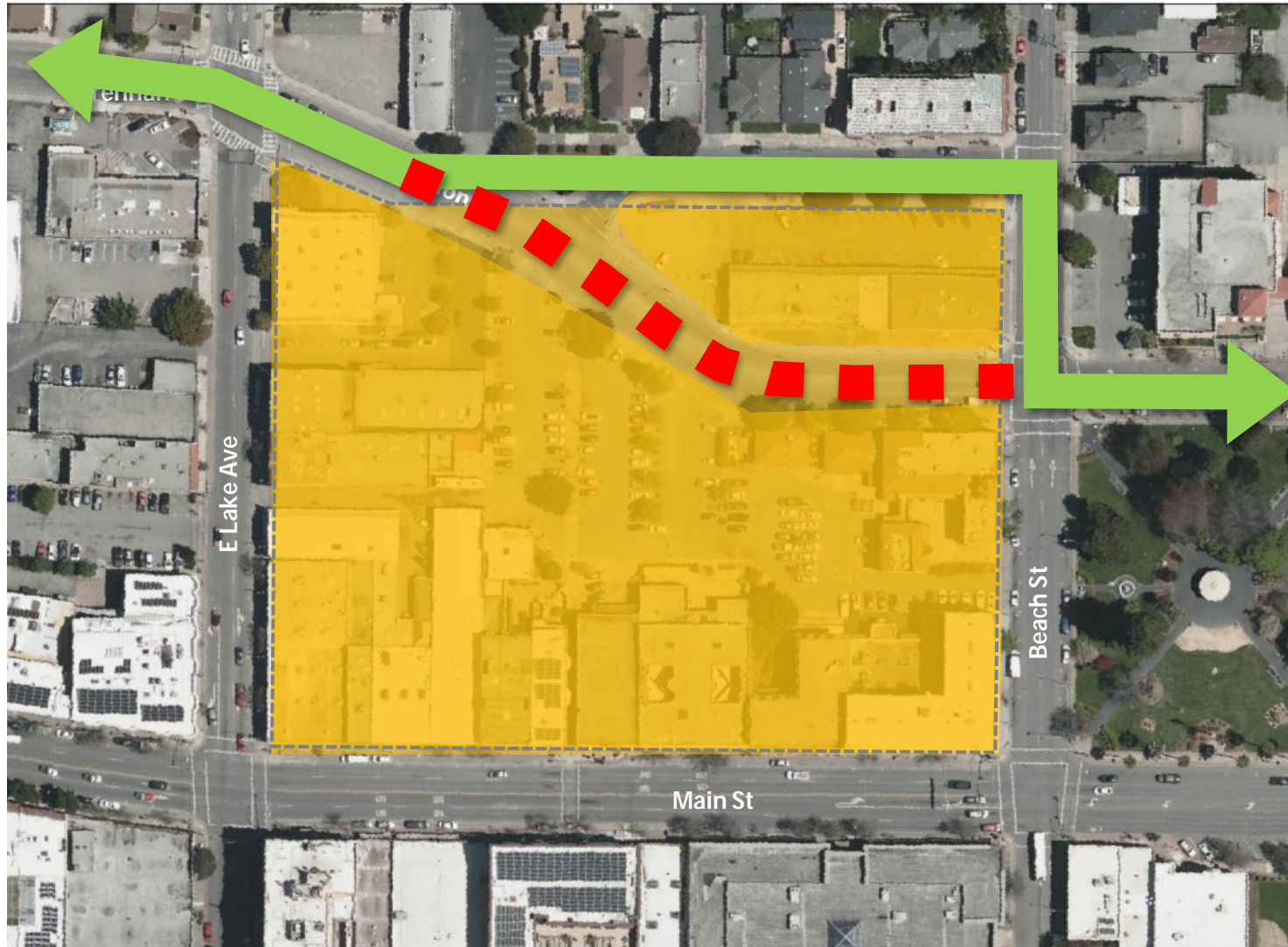
*43 ft Curb-to-Curb  
2 travel lanes + parking*

Long-  
Term



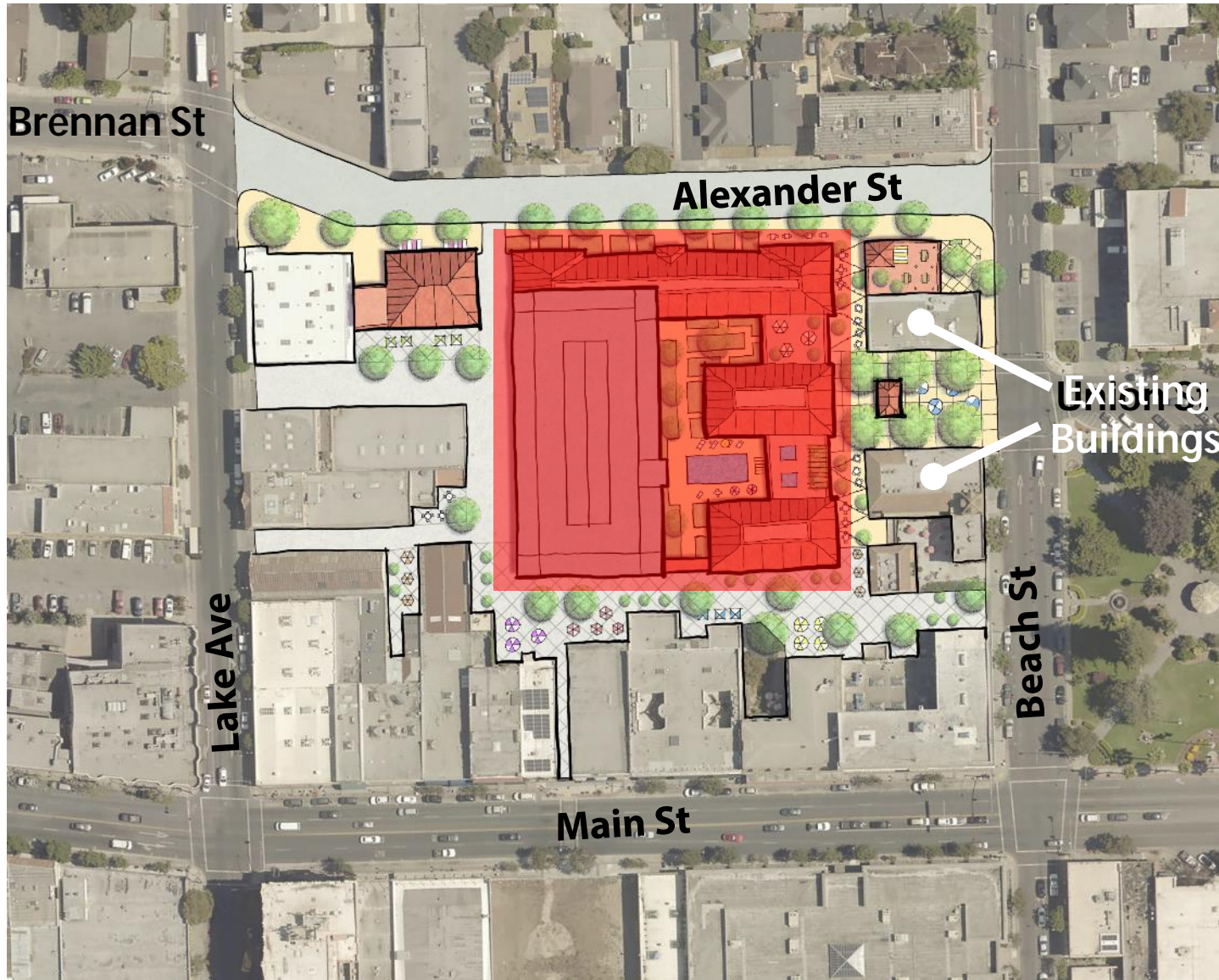
# Historic Downtown Core — Potential Catalytic Opportunity Site

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



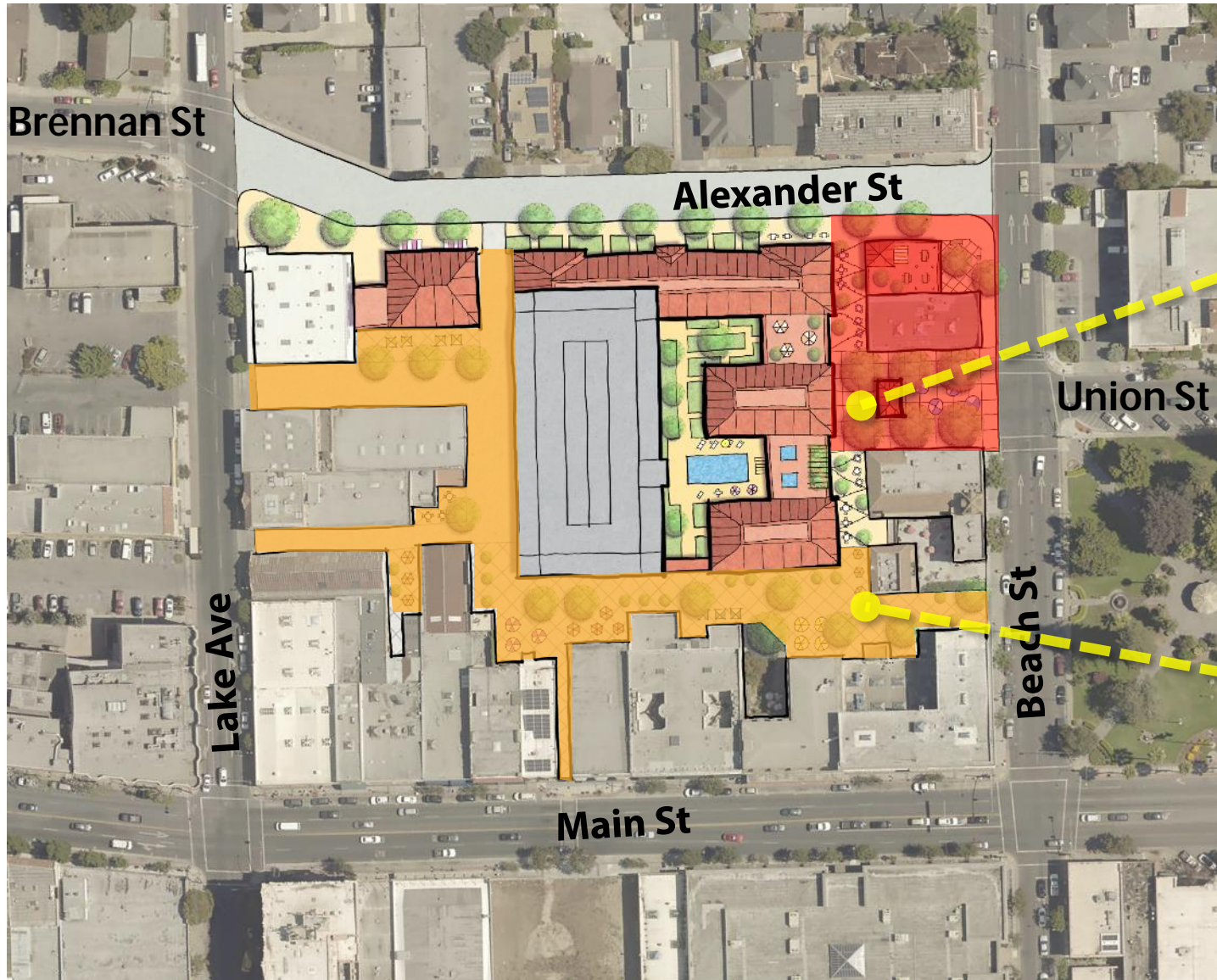


# Historic Downtown Core – Potential Catalytic Opportunity Site





# Historic Downtown Core – Potential Catalytic Opportunity Site





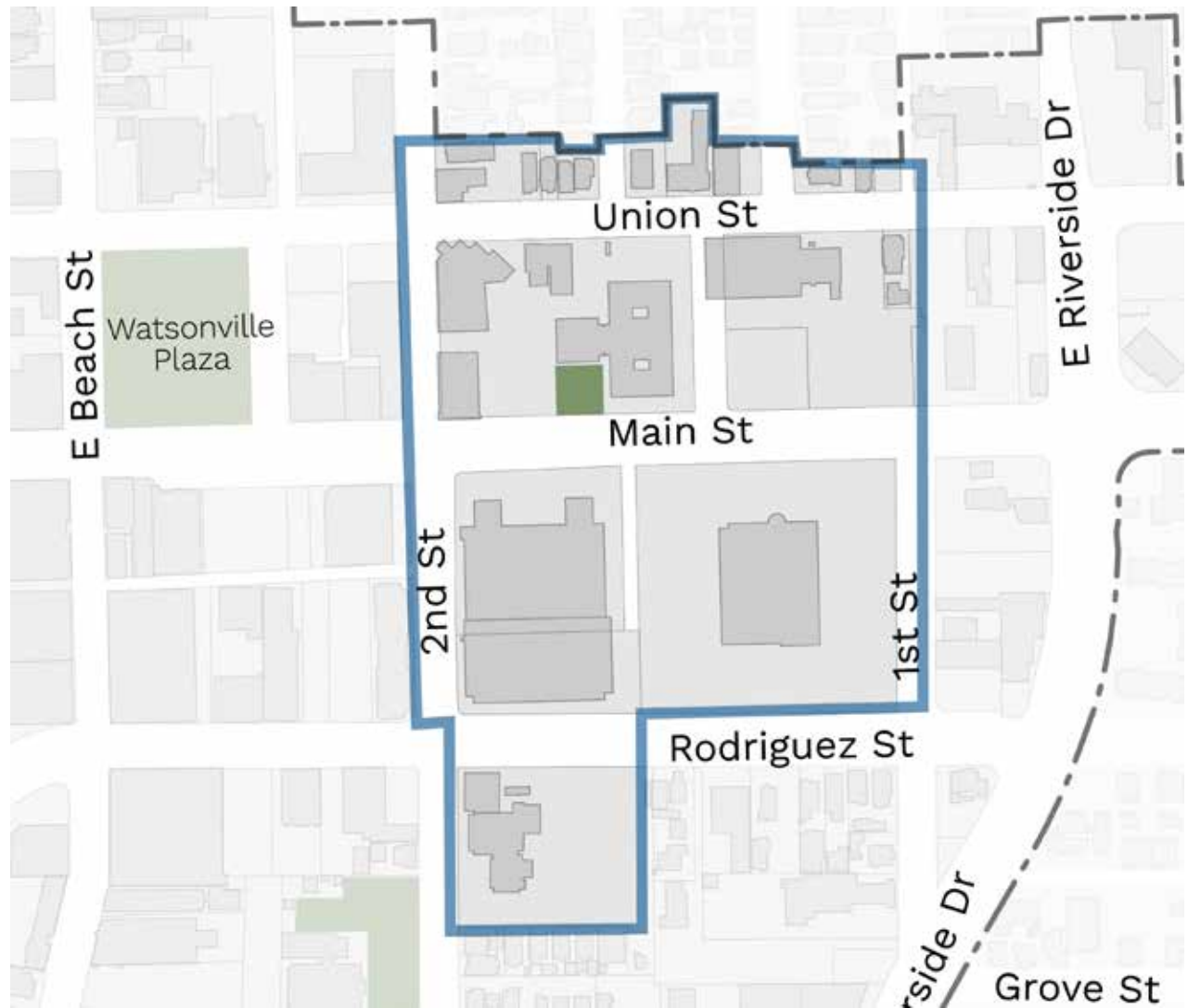
# Historic Downtown Core – Potential Catalytic Opportunity Site



## 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)*

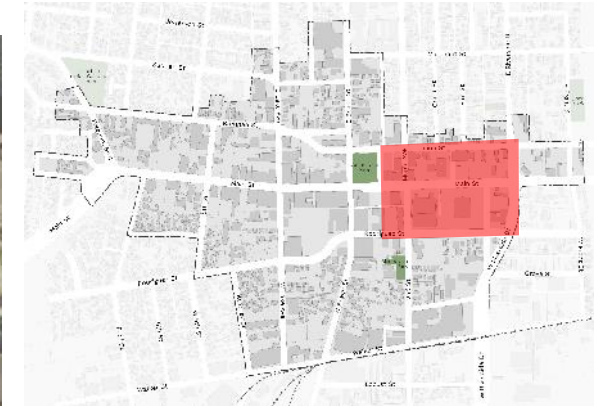
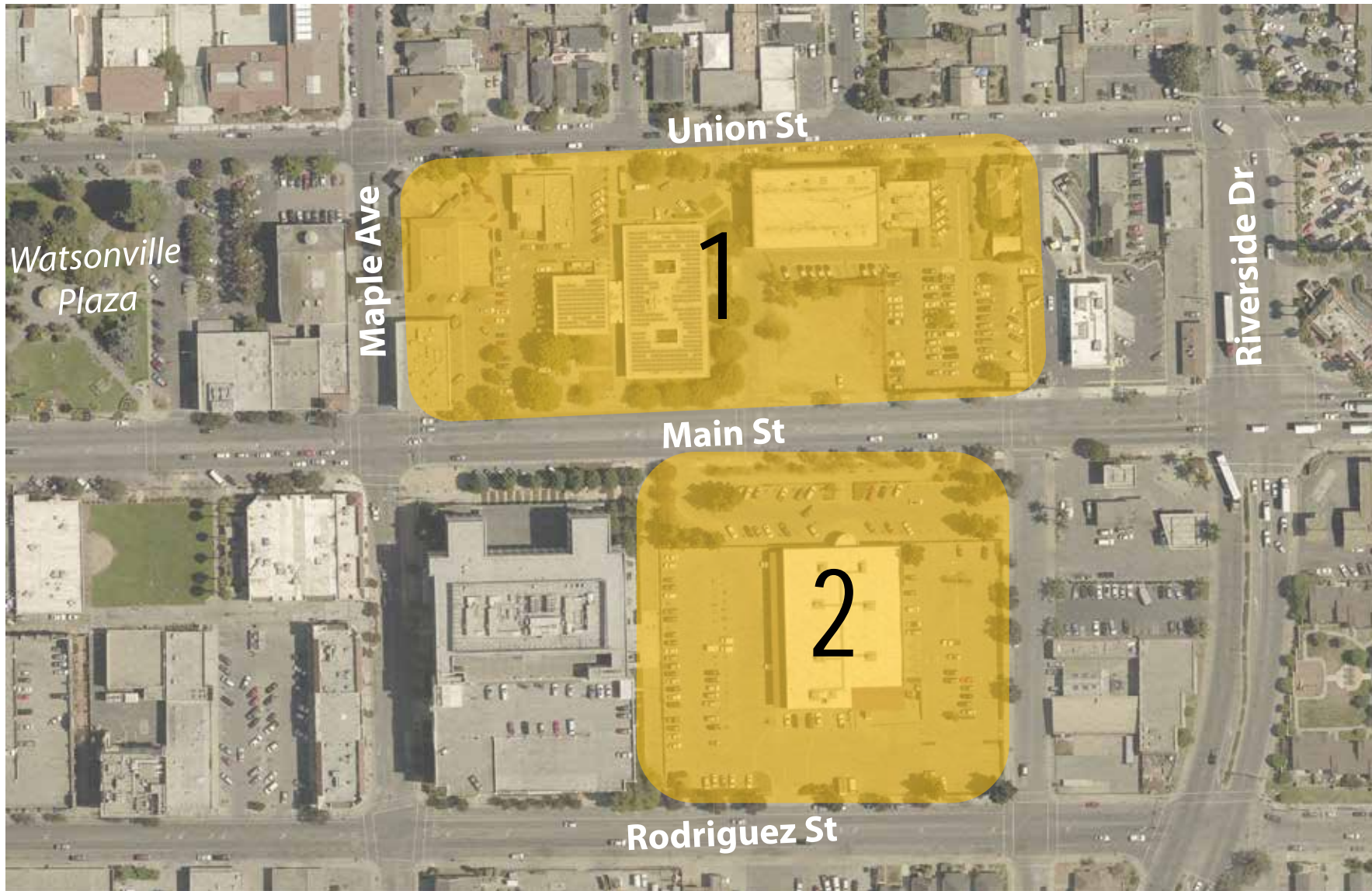
- Potential to Consolidate City services (Police Station) on the Rodriguez St. Fire Station site
- Could allow higher densities and intensity along Main St. to match Civic Plaza, **scaling down to neighborhoods east of Union Street**

§ **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**



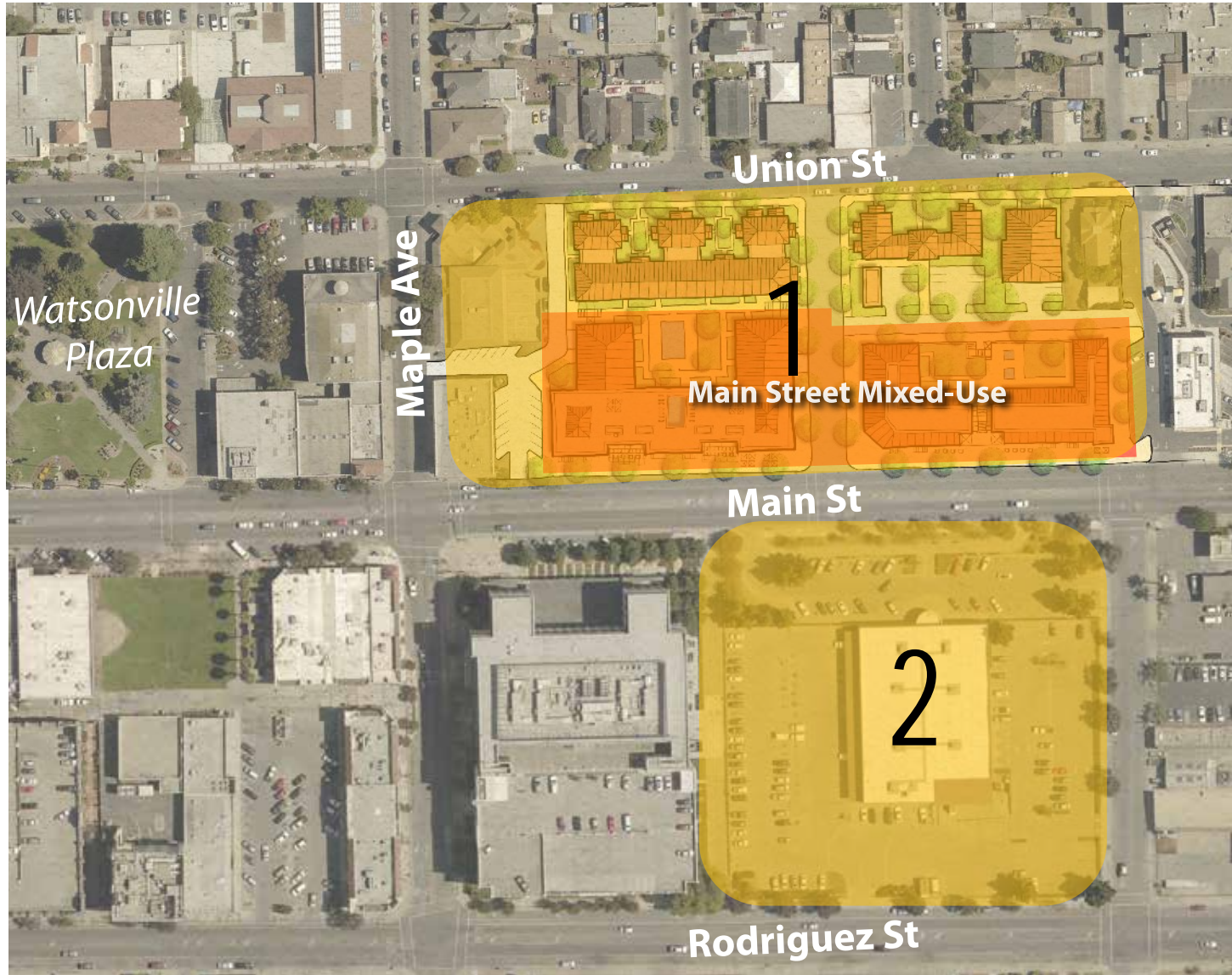
# Civic Core - Potential Catalytic Opportunity Sites



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



# Civic Core - Potential Catalytic Opportunity Sites



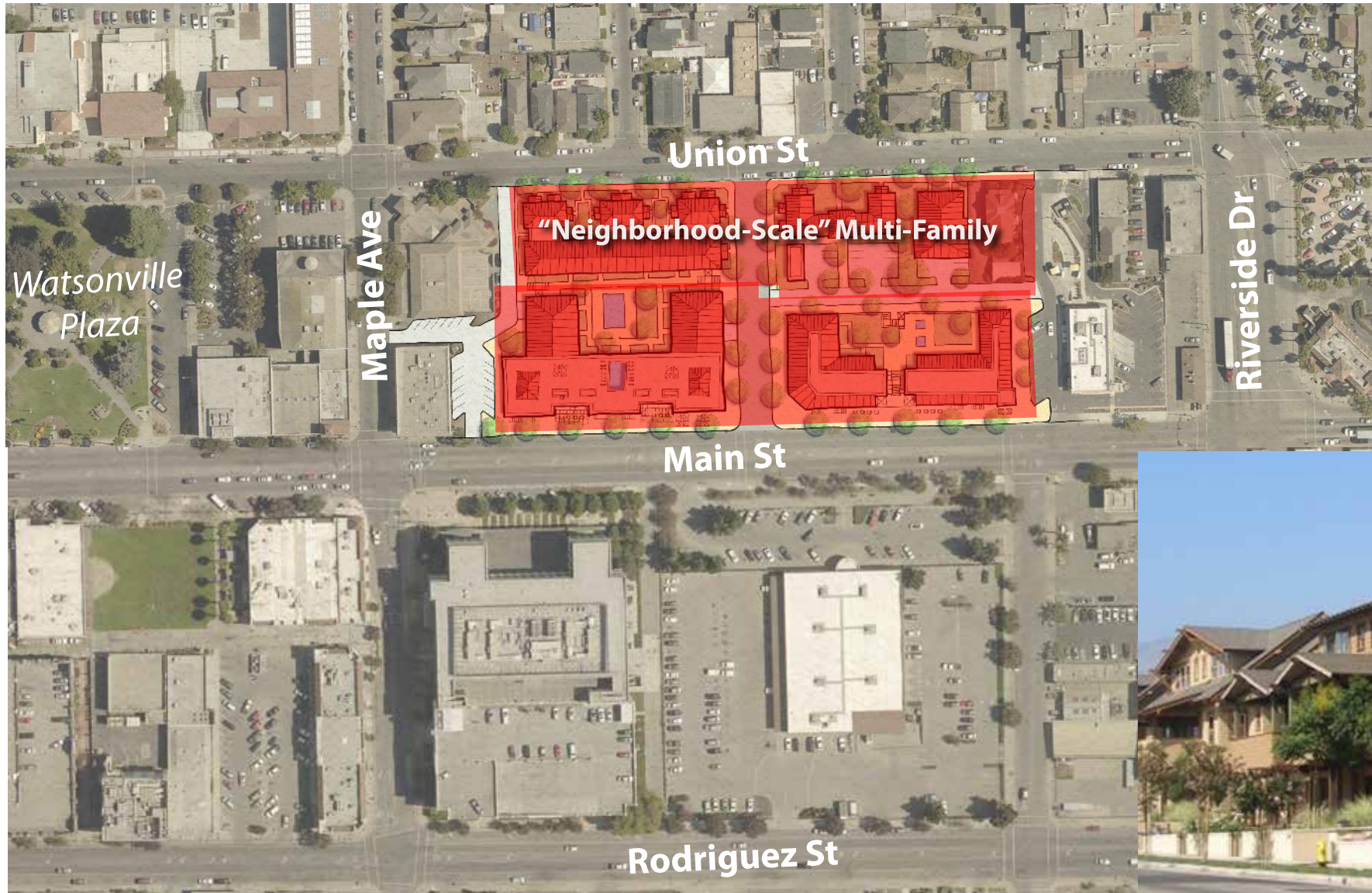
1. Existing City Hall / Civic Campus



2. US Postal Service Site (Long Term)

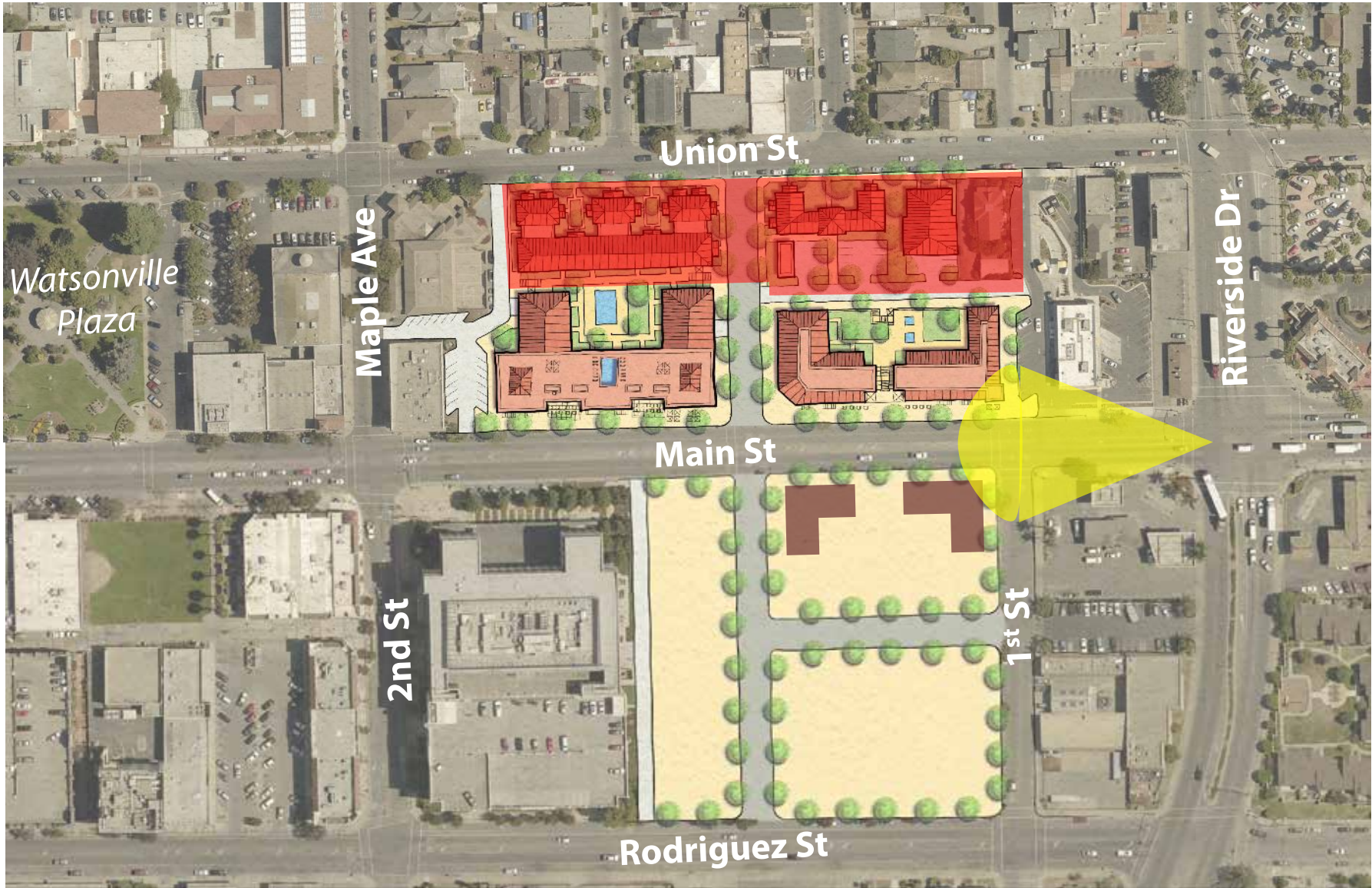


# Civic Core - Potential Catalytic Opportunity Sites





# Civic Core - Potential Catalytic Opportunity Sites

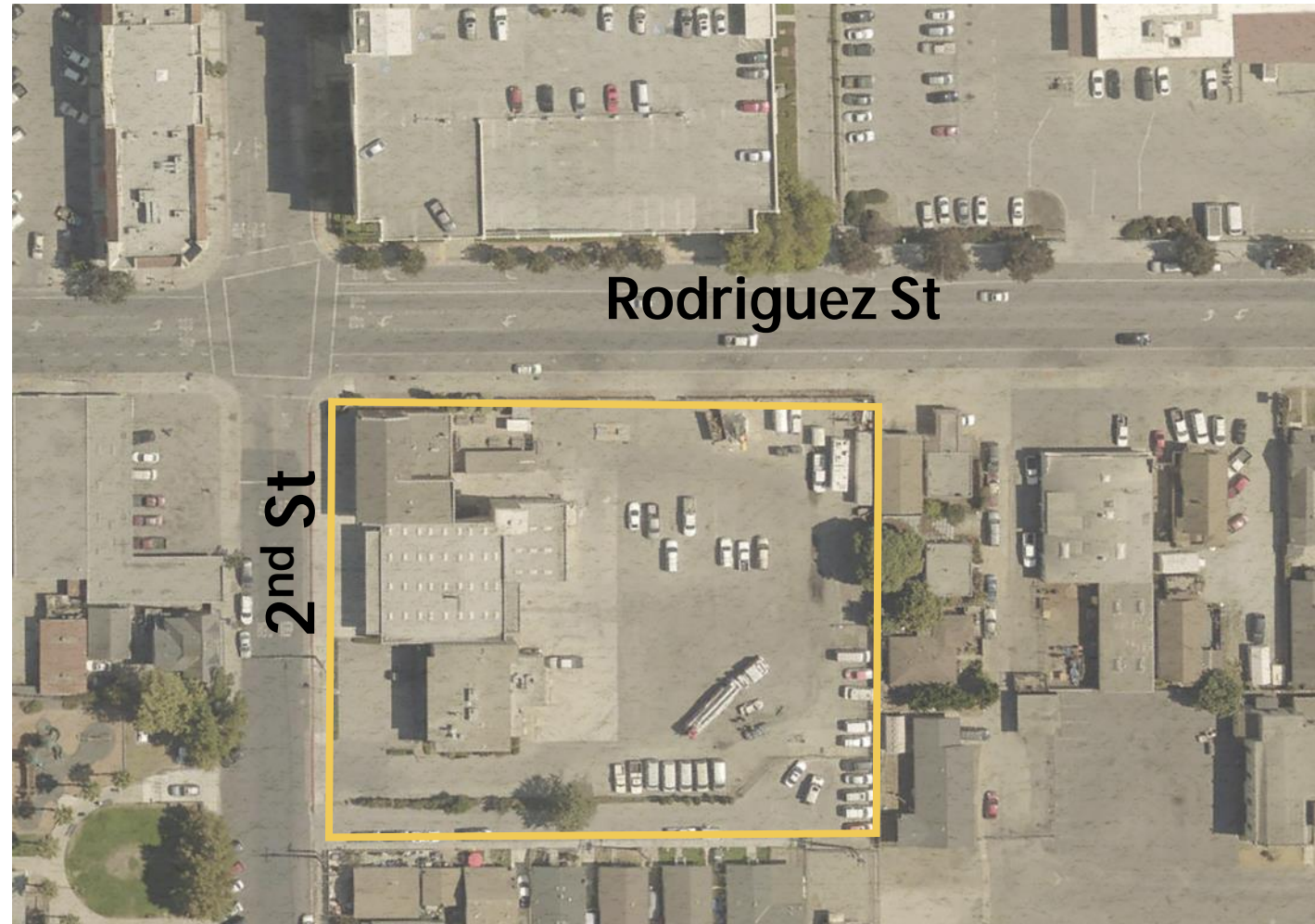
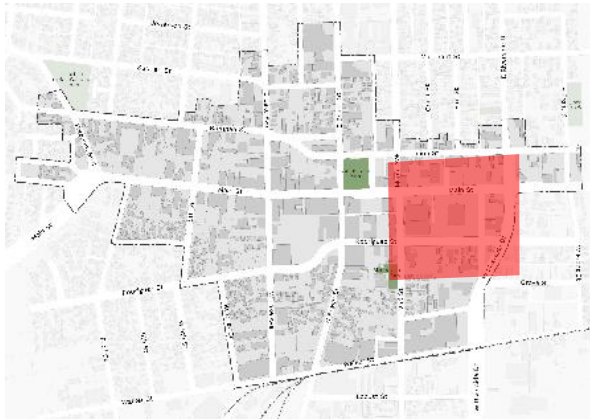




# Civic Core – Potential Catalytic Opportunity Site

## Fire Department Site – Main St and Rodriguez St

§ Existing Fire Station & Museum to remain

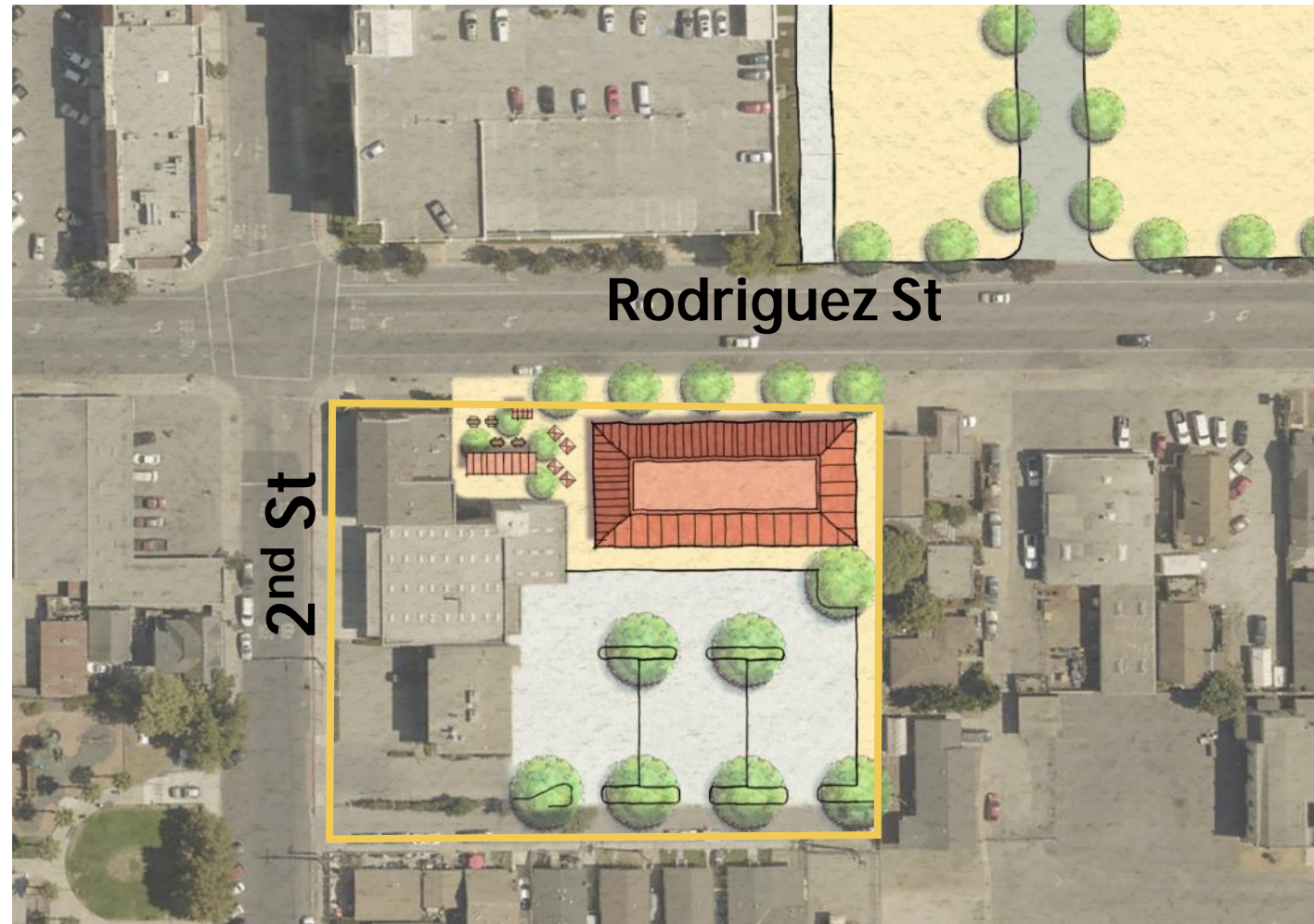
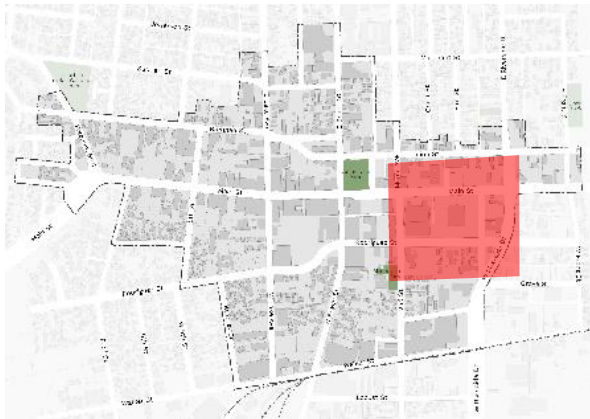




# Civic Core – Potential Catalytic Opportunity Site

## 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 5<sup>th</sup> Infill





# Gateway District

Key Existing Characteristics, Proposed Land Use and Character,

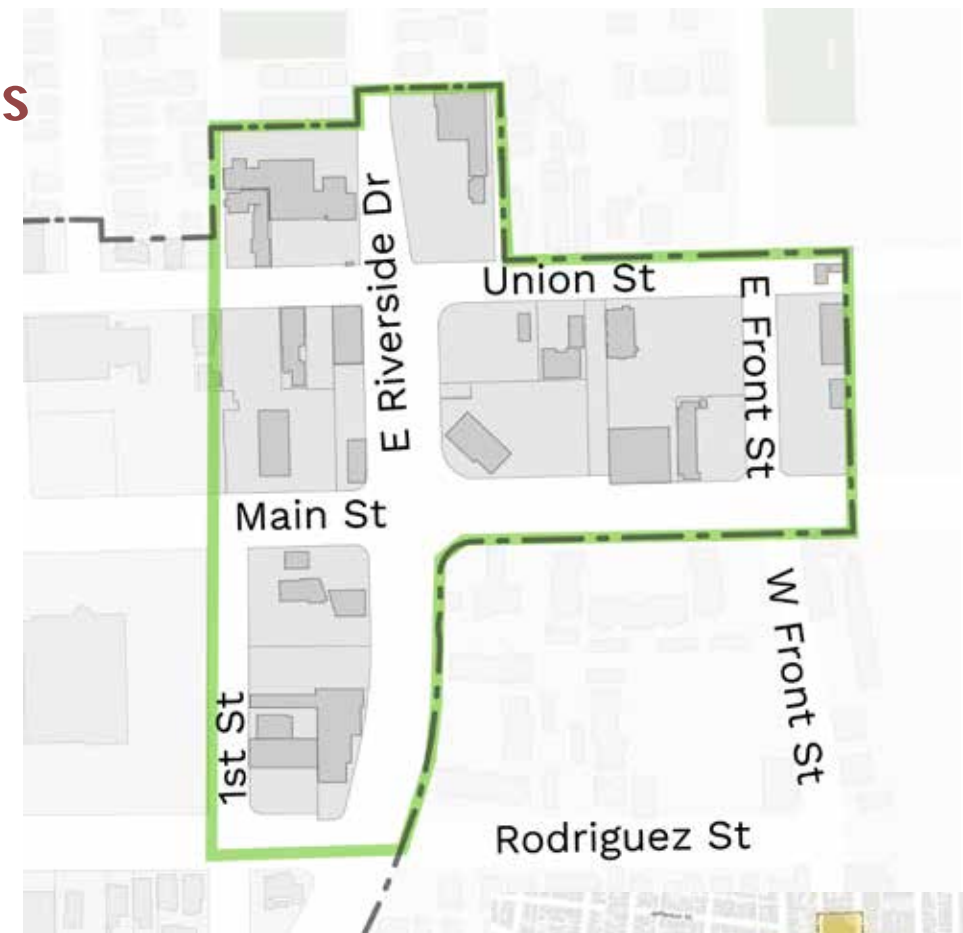
# Gateway District - Placemaking Priorities

§ 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

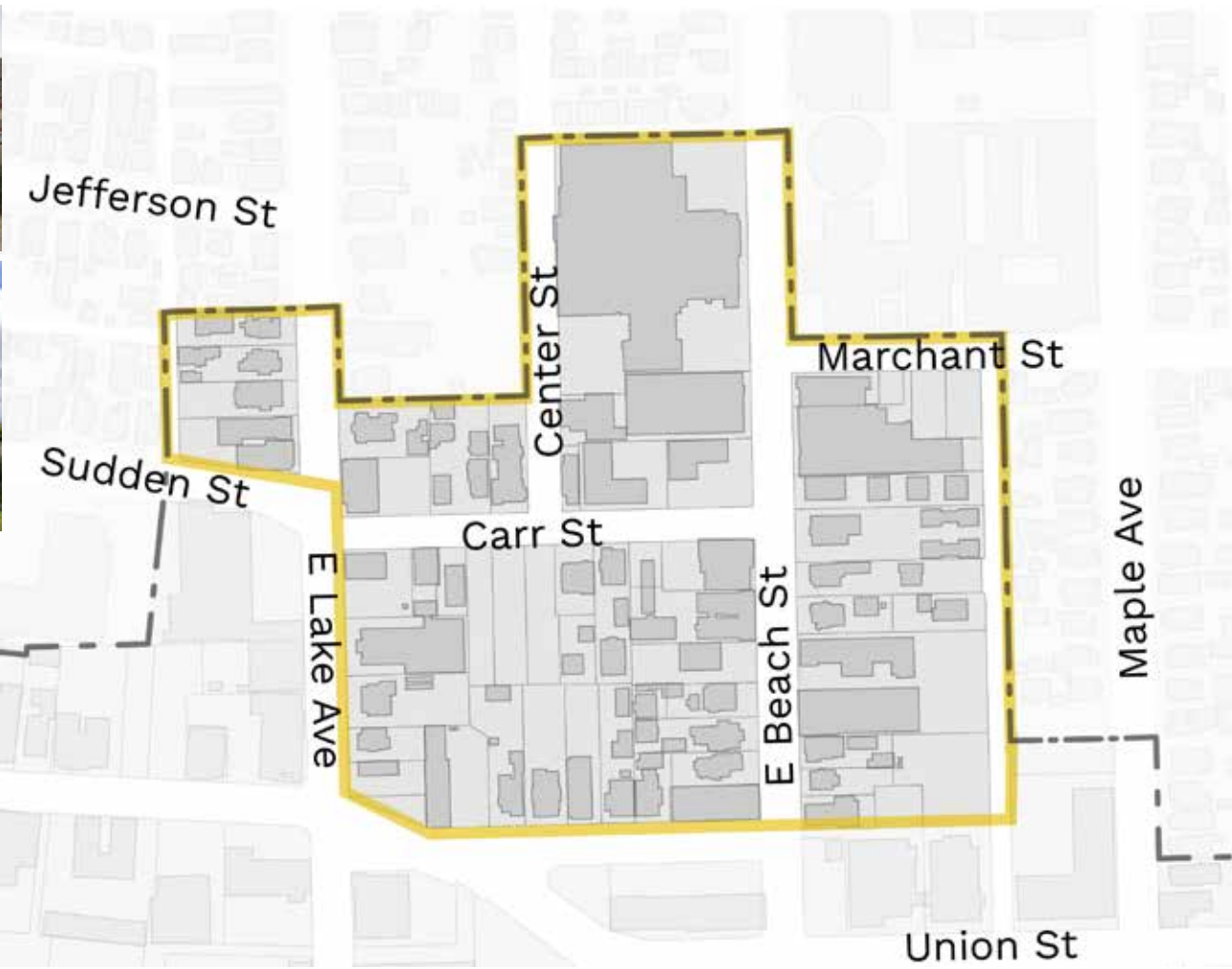
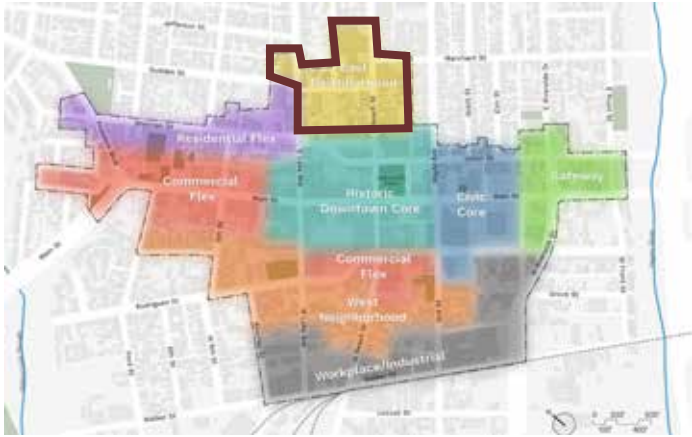




# East Neighborhood

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

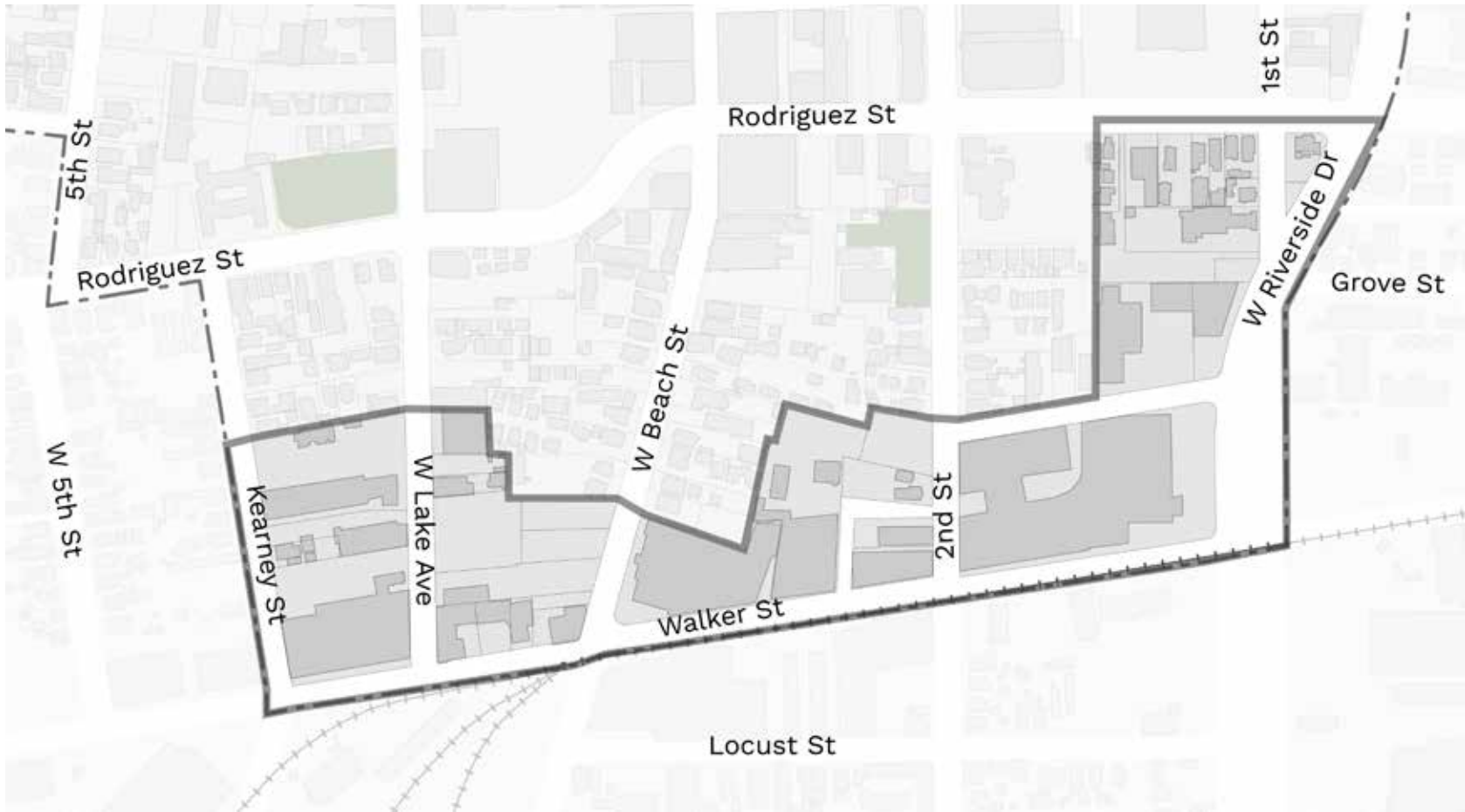
- § Allow (by right) neighborhood-scale multifamily and enable neighborhood-scale mixed-use infill.
- § Allow this area to evolve/transition into a (horizontally) mixed-use neighborhood with a wide variety of active uses, including multi-family housing, live-work, maker-space, light-industrial etc.

# 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...

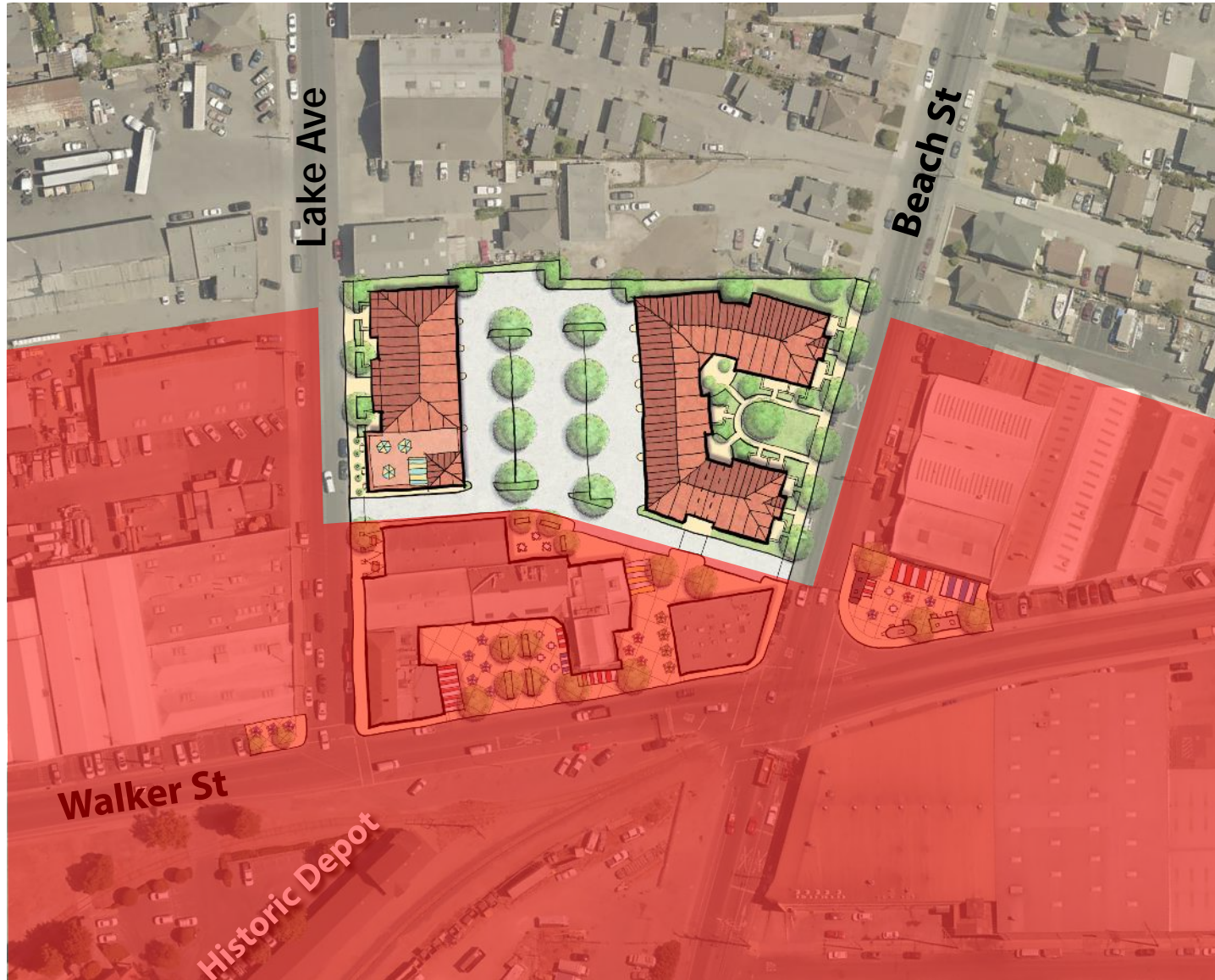
§ Focus a **critical mass of activity** around the historic depot site and Walker St

- 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

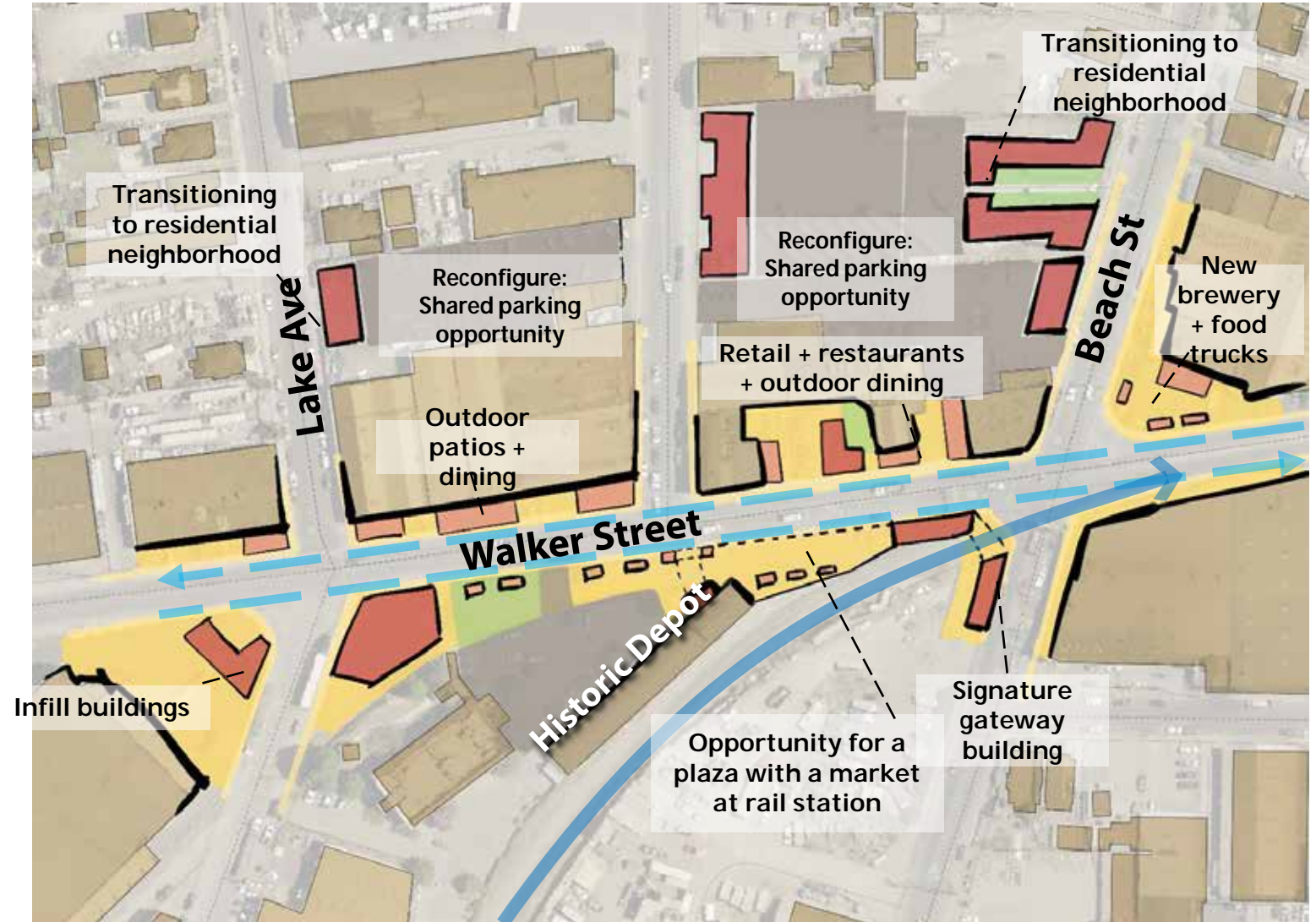


# Workplace/Industrial – Potential Catalytic Opportunity Site





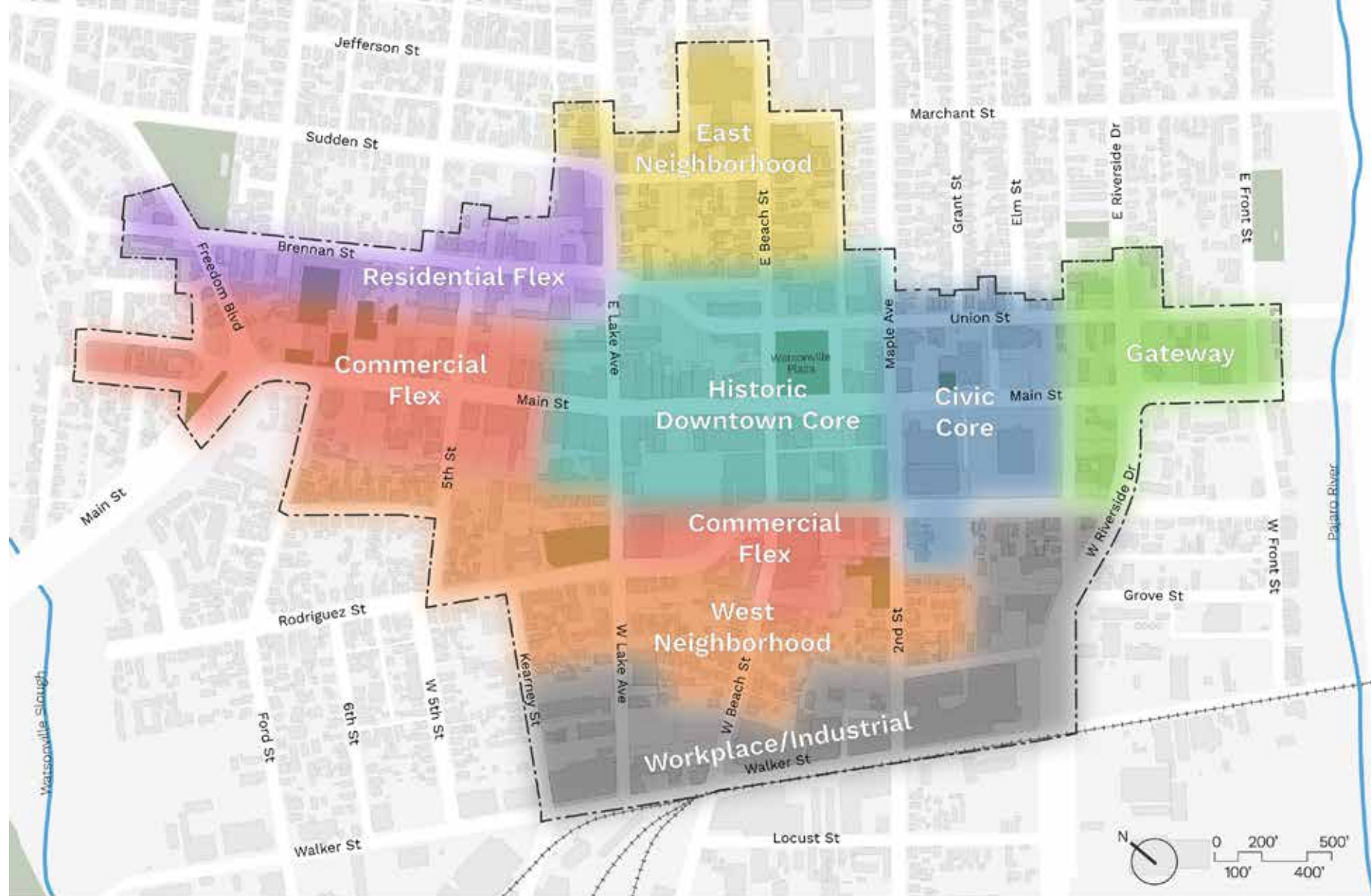
# Workplace/Industrial – Potential Catalytic Opportunity Site





# Downtown Character Areas

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



Character Areas



- Specific Plan Boundary
- Building Footprint
- Parcel
- Rail Line

- Park/Open Space
- Waterway

- Historic Downtown Core
- Civic Core
- Gateway

- East Neighborhood
- West Neighborhood
- Workplace/Industrial

- Commercial Flex
- Residential Flex



# Street Improvements

*Existing and Proposed Network*

# Downtown Street Framework

## CALTRANS ROUTES:

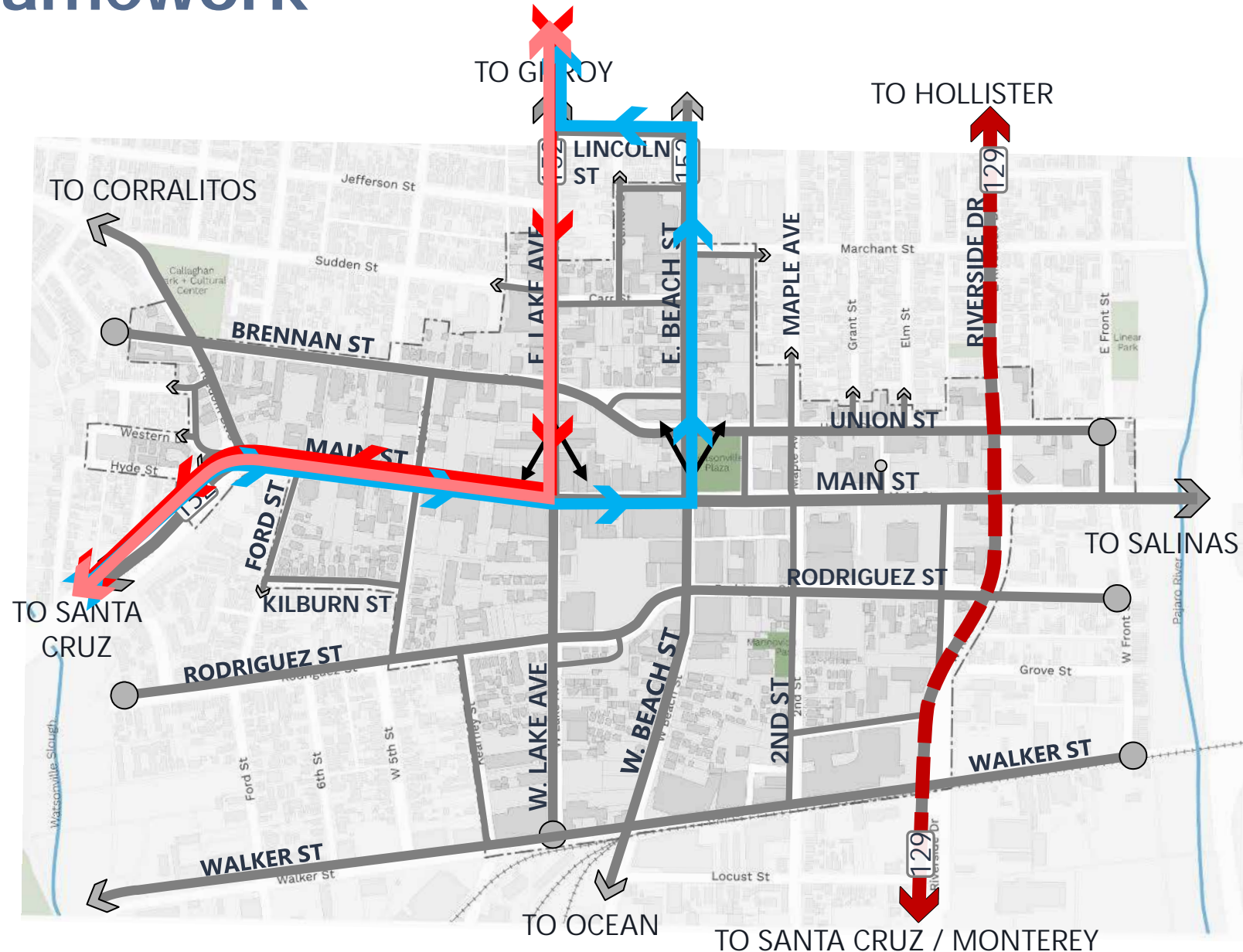
SR-129 (To Salinas / Hollister)

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*

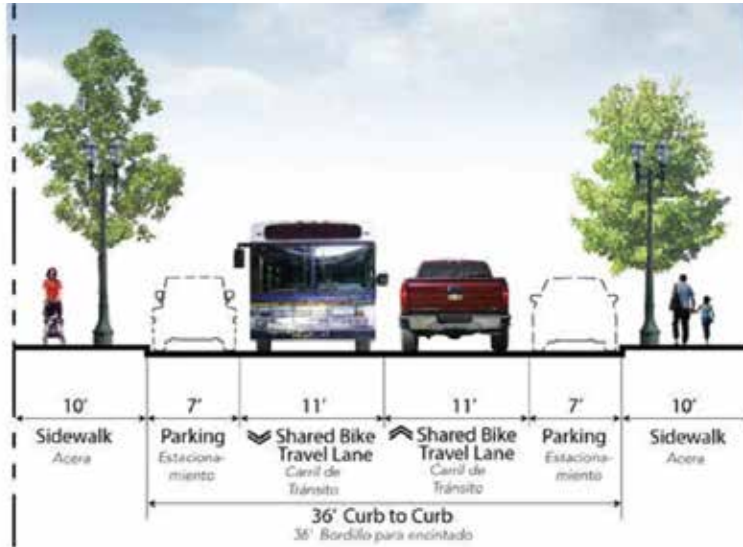
# Other Downtown & Neighborhood Streets

Including:

§ Brennan/Union

§ Maple/2<sup>nd</sup> 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

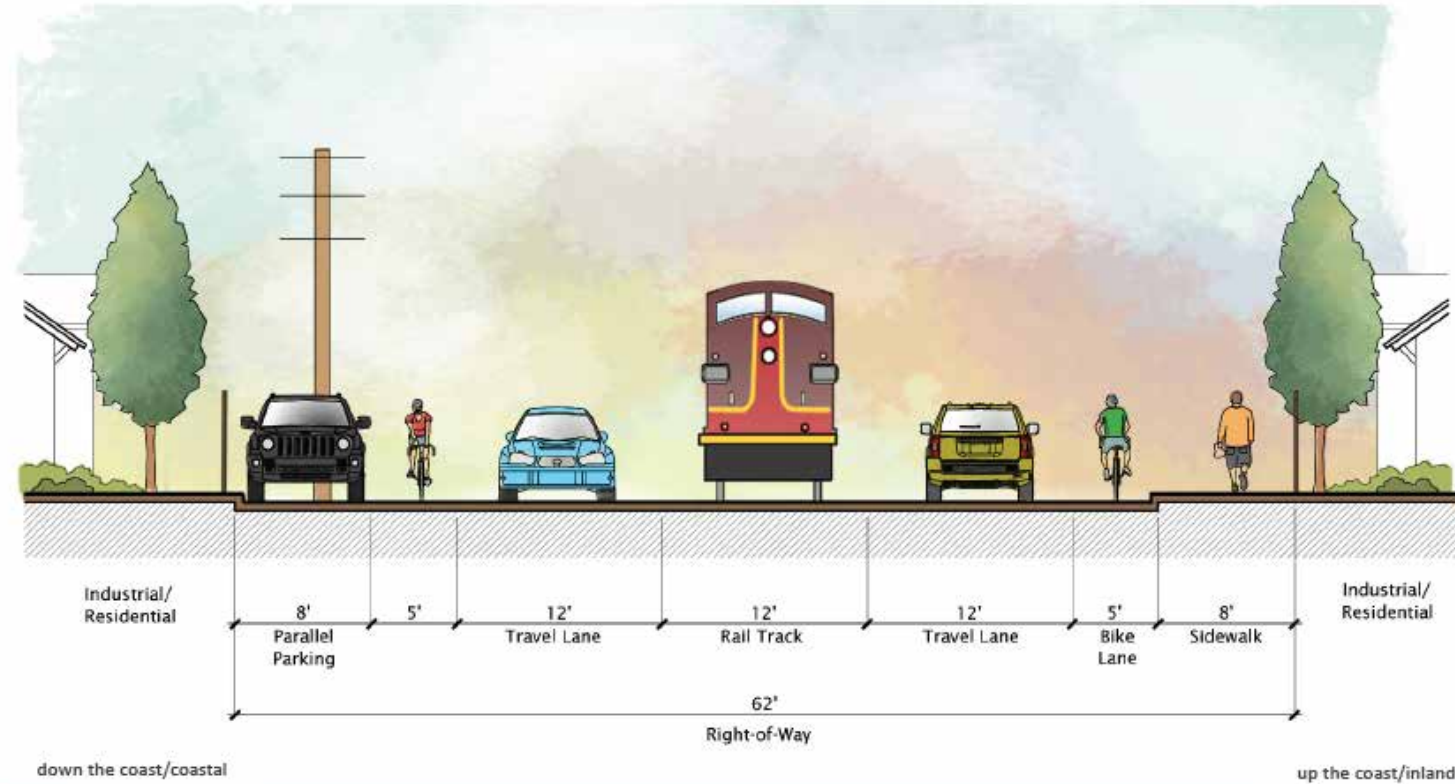


Figure 4-54 Segment 19 trail section

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

# Bicycle Improvements

*Existing and Proposed Network*

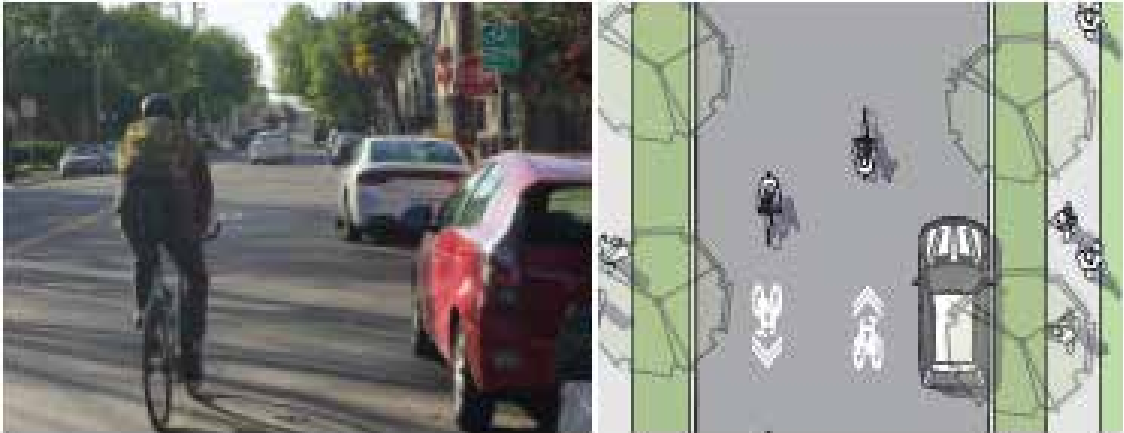


# Bicycle Facilities

Bike Path (Class I)



Bike Route (Class III)



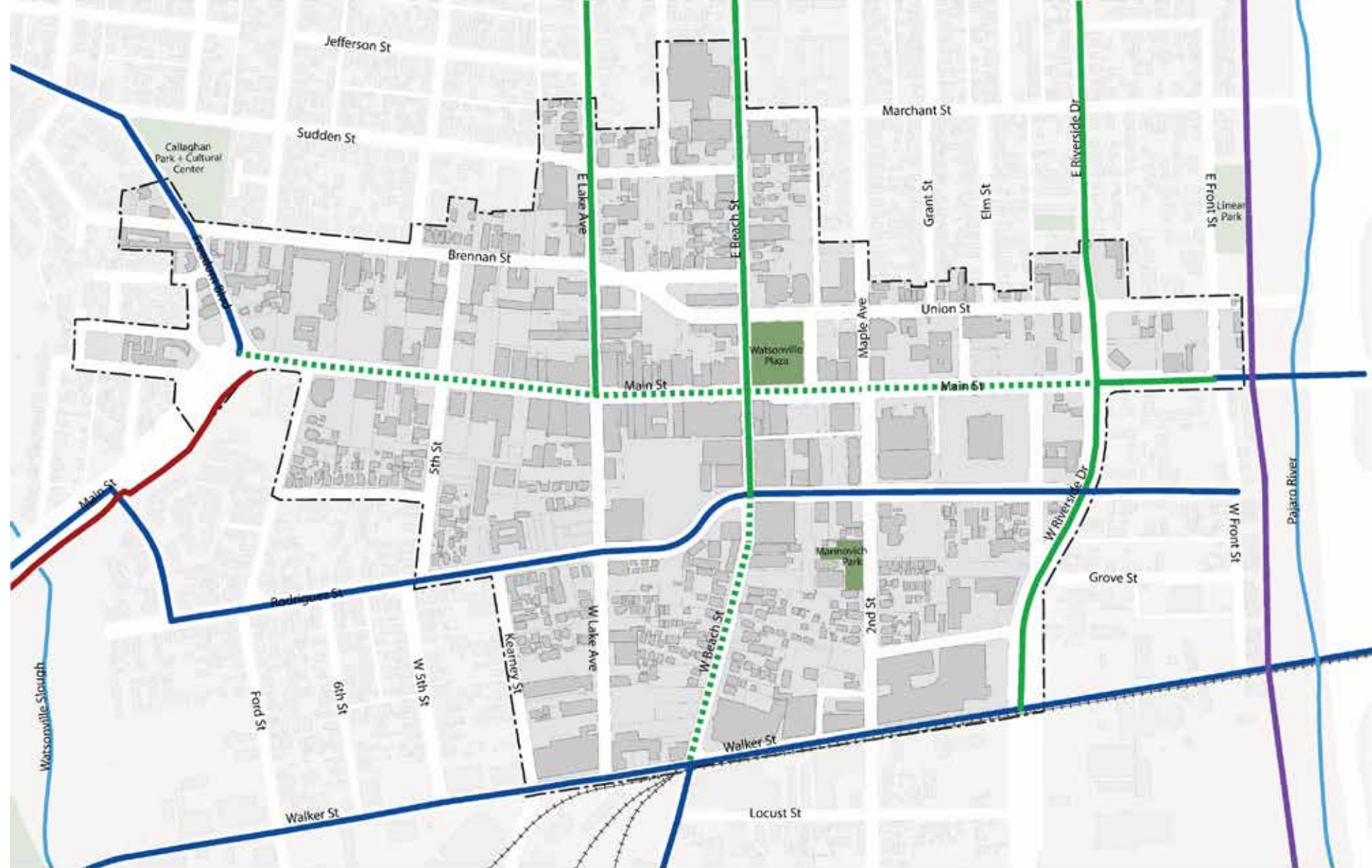
Bike Lane (Class II)



Separated Bikeway/Cycle Track (Class IV)



# Existing Bicycle Network



Study Area

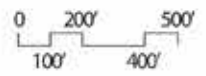
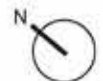


- Specific Plan Boundary
- Building Footprint
- Parcel
- Rail Line

- Park/Open Space
- Waterway

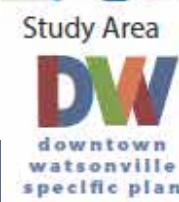
Existing Bicycle Network

- Class I Bicycle Path
- Class II Bicycle Lane
- Class III Bicycle Route
- Class III with Sharrows
- Levee Trail





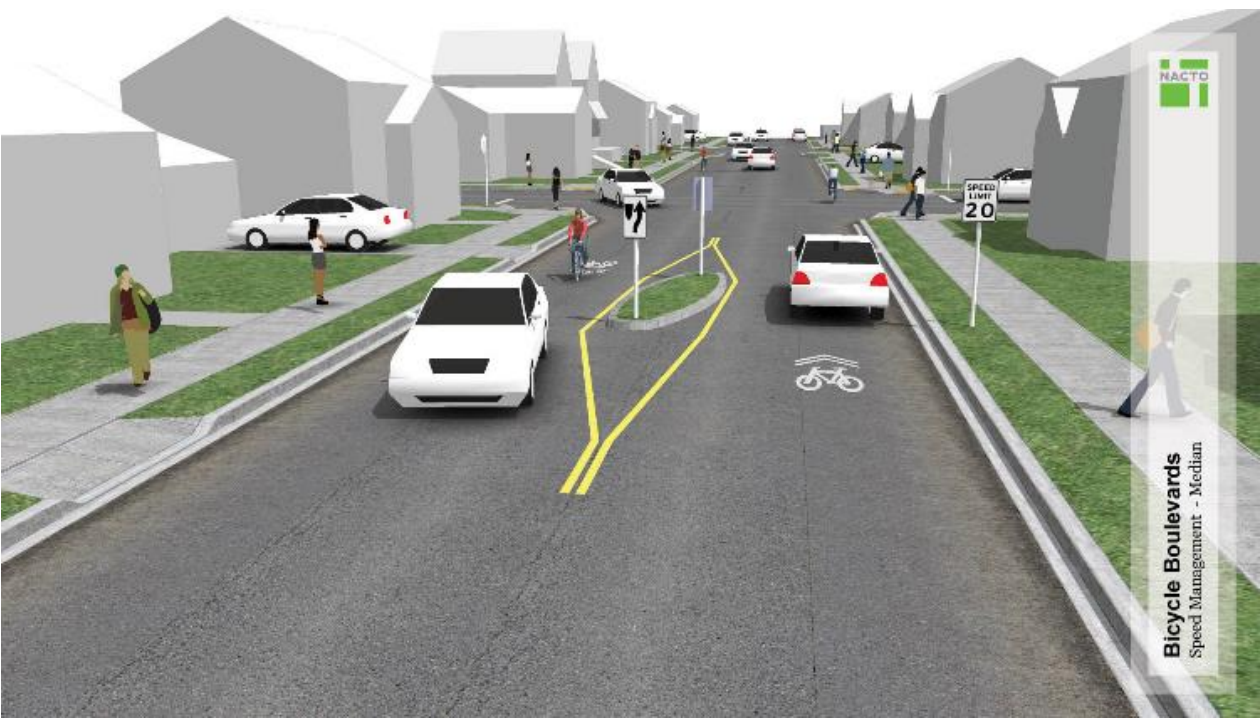
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# Proposed Bicycle Network



# 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*

# Downtown Specific Plan + EIR

Community Workshop #2 | May 6, 2021