

Community Survey #2 - Summary

Public Spaces, Character Areas, Streetscape & Bike Network

Overview

As a part of the Downtown Watsonville Specific Plan project, the City of Watsonville conducted an online community survey to collect feedback on design recommendations for public spaces, character areas, streetscape, and bike network in Downtown Watsonville. The survey officially opened on May 6th, during the DWSP Community Workshop #2, and closed on June 17th. The survey was available in English and Spanish. The survey had a total of 257 responses, 23 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 eleven questions about Downtown along with three demographic questions. This document summarizes survey responses and is organized by question. This summary report depicts the overall comprehensive survey data from the **257 total responses**. The following is the order of how the data is presented in this document and a summary of responses:

Demographics

- *Age:* 69% of survey respondents identified between the ages of 25 – 64
- *Background:* 51% of survey respondents identified as Hispanic, Latino, or Spanish Origin
- *Residence Location:* 27% of survey respondents live in or around the downtown while, 46% live elsewhere in Watsonville

What are the priority “Big Ideas” for the future of Downtown Watsonville?

Of the 257 participants of the survey and the nine options, the top 5 priority “Big Ideas” included:

1. Providing streetscape improvements- additional lighting, shaded sidewalks, plantings (5.9 weighted response)
2. Build on and extend Downtown’s walkable scale (5.9 weighted response)
3. Activate Downtown with new uses, special events and programming (5.8 weighted response)
4. Retain Downtown’s historic architecture and character (5.7 weighted response)

5. Re-imagine Main Street right-of-way to prioritize the pedestrian experience and create a sense of place *(5.0 weighted response)*

Questions re. Character Areas

Ranked from highest to lowest priority, what strategies will help implement the vision for each of the following Character Areas?

Historic Downtown Core

- The top three priority options included “Develop more active ground floor uses (retail and restaurants), with housing and office above” *(4.7 weighted response)*, “Allow and engage outdoor dining” *(4.3 weighted response)*, and “Improve walkability with streetscape and public improvements such as wider sidewalks, parklets, and street furnishings” *(4.1 weighted response)*
- The lowest three priority options included “Provide active streets featuring continuous buildings, new shopfronts, and rehabilitated facades” *(3.3 weighted response)*, “Enhance connectivity and safety with alleys and paseos that provide pedestrian-only cut throughs in large blocks” *(2.8 weighted response)*, “Create an organization to implement and manage things such as shared parking supply, branding & wayfinding program, programming of special events, etc.” *(2.0 weighted response)*.

Civic Core

- The top two priority options included “Redevelop the majority city-owned block bound by Main Street, Maple Street, Union Street, and First Street with active, mixed-use infill including retail, housing, entertainment, and civic uses. Design of the site would allow higher densities and height” *(3.3 weighted response)*, and “Provide streetscape and public improvements such as wider sidewalks, and street furnishings to improve walkability along Main Street and Rodriguez Street” *(2.5 weighted response)*
- The lowest two priority options included “Redevelop the Post Office site by restoring a street grid through the site and allowing mixed use infill” *(2.3 weighted response)*, and “Use excess parking capacity in the Civic Center parking structure to serve the new development” *(1.9 weighted response)*

Commercial Flex District

- The top three priority options included “Encourage mixed-use development with active ground floor commercial uses on Main Street or Rodriguez Street.” *(3.7 weighted response)*, “Revitalize and adaptively reuse historic buildings” *(3.6 weighted response)*, “Enhance connectivity and safety with new pathways and paseos within large blocks that create pedestrian-only cut thoughts” *(2.7 weighted response)*.

- The lowest two priority options included “Provide streetscape improvements such as new landscaping and street furnishings” (2.6 weighted response) and “Allow stand-alone residential development on Rodriguez Street” (2.5 weighted response)

East Neighborhood

- The top two priority options were equally prioritized and included “Adaptively reuse Martinelli’s with uses such as residential, commercial/office, civic, educational, makerspaces” and “Incentivize adaptive reuse of historic homes with uses that value architectural landmarks such as bed-and-breakfasts, restaurants, coffee shops, and art galleries” (2.8 weighted response)
- The lowest two priority options included “Encourage neighborhood-scale multifamily residential project as infill development” (2.4 weighted response) and “Allow neighborhood-scale mixed-use development” (2.1 weighted response)

West Neighborhood

- The top three priority options were most closely ranked by comparison to the least favored option. Priorities included “Allow neighborhood-scale multifamily residential development” (2.9 weighted response), “Encourage live-work spaces” (2.8 weighted response), “Allow neighborhood-scale mixed-use development” (2.5 weighted response)
- The lowest priority option included “Encourage maker spaces and light industrial uses” (1.8 weighted response)

Workplace/ Industrial District Neighborhood

- The top two priority options included “Allow neighborhood-scale mixed-use development.” (2.7 weighted response), and “Allow neighborhood-scale multifamily residential development” (2.5 weighted response)
- The lowest two priority option were ranked equally and included “Encourage live-work spaces” and “Encourage makes spaces and light industrial uses” (2.4 weighted response)

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

- There was a total of 65 open responses following the character districts’ strategy prioritization questions. These responses are included later in the document.

What do the results tell us?

- The community has expressed a strong desire to preserve the historic look and feel of downtown. While they agree that new development will be needed, their hope is that newer buildings complement the historic character of 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. Many respondents have suggested a desire to incorporate clean up strategies and lighting to increase safety while also supporting pedestrians and cyclists in the downtown.
- Suggestions were made by respondents to create a vibrant and navigable downtown by incorporation more gateways, streetscape amenities, usable outdoor spaces, wayfinding, and signage. These interventions are suggested as ways to support residents, visitors, cyclist, and pedestrians alike.
- Respondents would like to see a mixture of uses and experiences within the downtown. Respondents have suggested the incorporation of more anchor retail, grocery stores, restaurants, coffee shops (small businesses), and youth specific establishments such as bowling alleys and arcades. Many respondents have also suggested that the mixture of uses, and experiences should cater to the local community rather than visitors.
- Housing was a priority for many respondents. Respondents suggested that housing should aim to help solve the homelessness and housing crisis by ensuring that new housing is specifically affordable and geared toward diverse groups of middle- or low-income residents.
- Gentrification and displacement were called out in several open responses. It is clear respondents would like to preserve Watsonville's historic and cultural identities which includes its architecture and people. Respondents have suggested the use of placemaking interventions, community spaces, and partnerships with local organizations to help keep resources, jobs, and opportunities focused on the residents that already live in Watsonville.

Questions re. Public Environment

What is your level of agreement or disagreement with the following strategies suggested to support enhancing the pedestrian environment and safety on Main Street?

Of the 257 participants, respondents indicated the greatest preference and agreement with allowing parklets (Temporary or permanent) to allow space for outdoor dining (A total of 77% overall agreement; 43% strongly agree and 34% agree). The second most agreed upon strategy was widening sidewalks to allow more room for pedestrians (a total of 64% overall agreement; 34% strongly agree and 30% agree).

What is your level of agreement or disagreement with potentially converting East Beach Street & East Lake Avenue into two-way streets?

Respondents, overwhelmingly agreed to Convert parts of East Beach Street and East Lake Avenue (Part of Highway 152) into a two-way. 39% of respondents strongly agreed, and 39% of respondents agreed to the strategy (A total of 78% overall agreement).

What is your level of agreement or disagreement with the strategies proposed to support the enhancement of local and regional bike connections?

Overall, more than half (69%- 76%) of respondents agreed with all the strategies that were proposed. Respondents indicated the greatest preference and agreement with Connecting Walker Street bike lanes to the Pajaro Levee trail and to the bike path along the Watsonville Slough (A total of 76% overall agreement; 41% strongly agree and 35% agree).

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

- There was a total of 34 open responses following the transportation strategy related questions. These responses are included later in the document.

What do the results tell us?

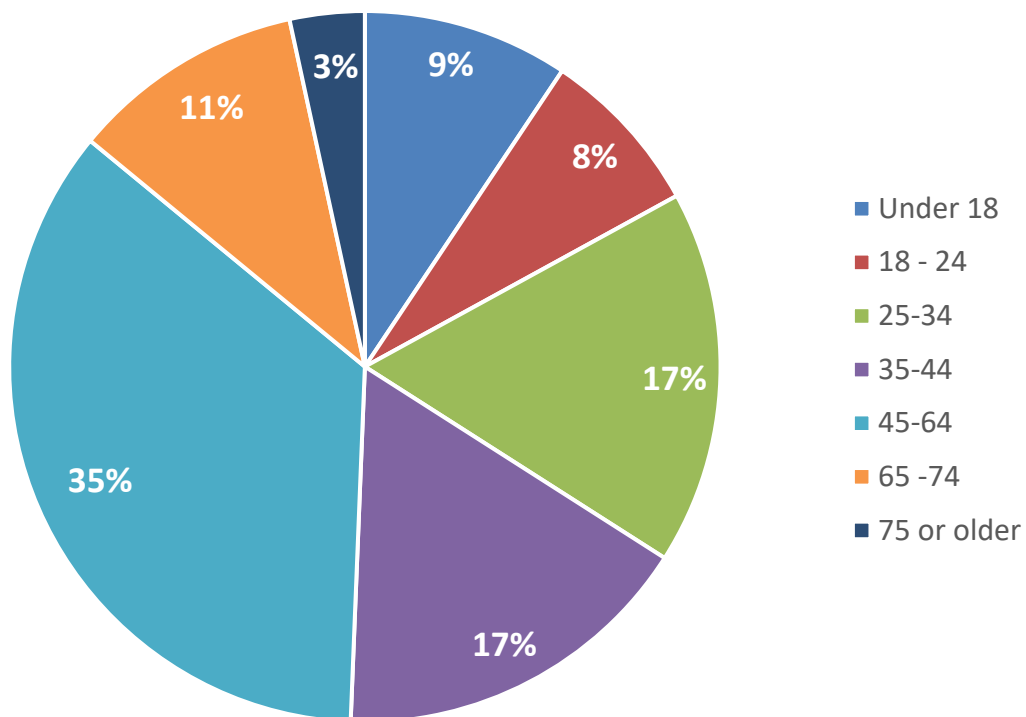
- A very important finding of the survey is related to respondents overwhelming desire to incorporate parklets and widened sidewalks into the downtown yet there is less agreement with reductions in parking and travel lanes. To incorporate wider sidewalks and/or parklets, the area will undoubtedly need to take space from travel lanes or parking to accommodate these enhancements. The community will need to continue exploring this topic by having conversations about the tradeoffs that would need to be made.
- Respondents overwhelmingly commented on their desire for a pedestrian and bicycle friendly environment in Watsonville. Many respondents suggested the creation of bike lanes, clear markings, signage, and better lighting as ways to create an environment that is more friendly for active mode travelers. Respondents also expresses their understanding that a friendly and safe environment will encourage people to be less dependent on their cars and thus improve noise and air quality.
- Many respondents also communicated that they would like to see more businesses open that are affordable, healthy (less drive-thru options) and help to diversify the economy. Suggestions were made to work on attracting unique businesses to Watsonville, especially those that can also attract the youth of the community.

- Respondents were also concerned about the need to reduce traffic and their fear that traffic could become worse on streets such as Riverside Drive and Lake Street. Survey respondents linked their concern about traffic to reduced bicycle and pedestrian safety.

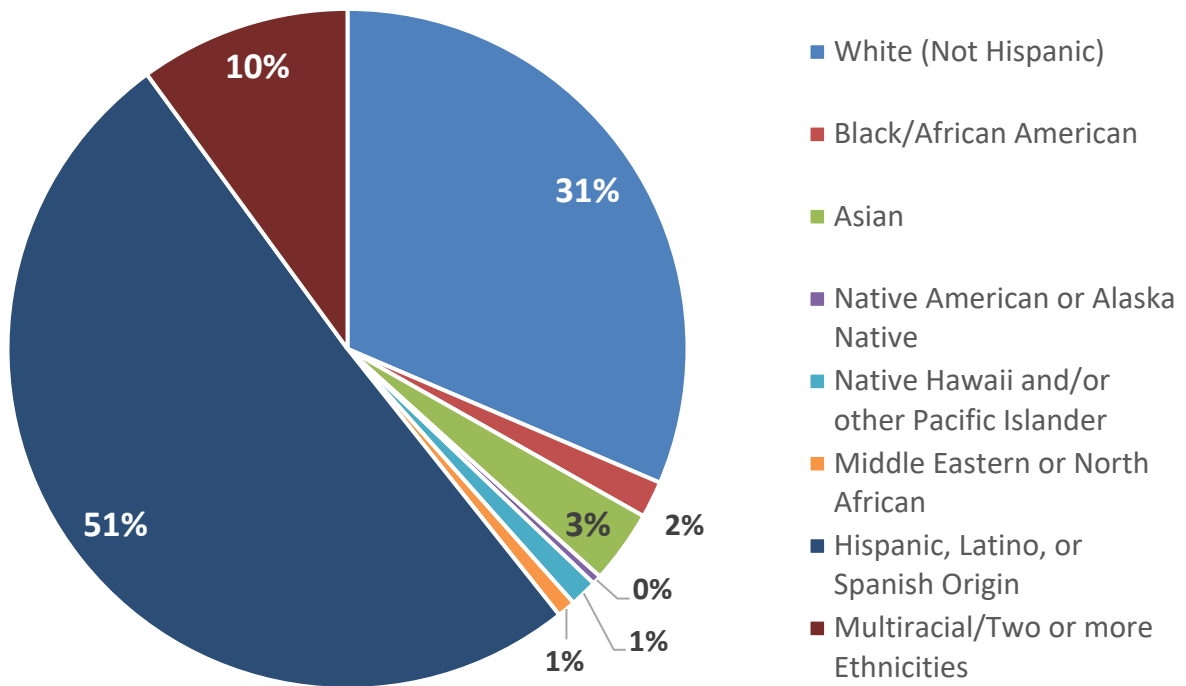
Detailed Survey Responses

Demographics

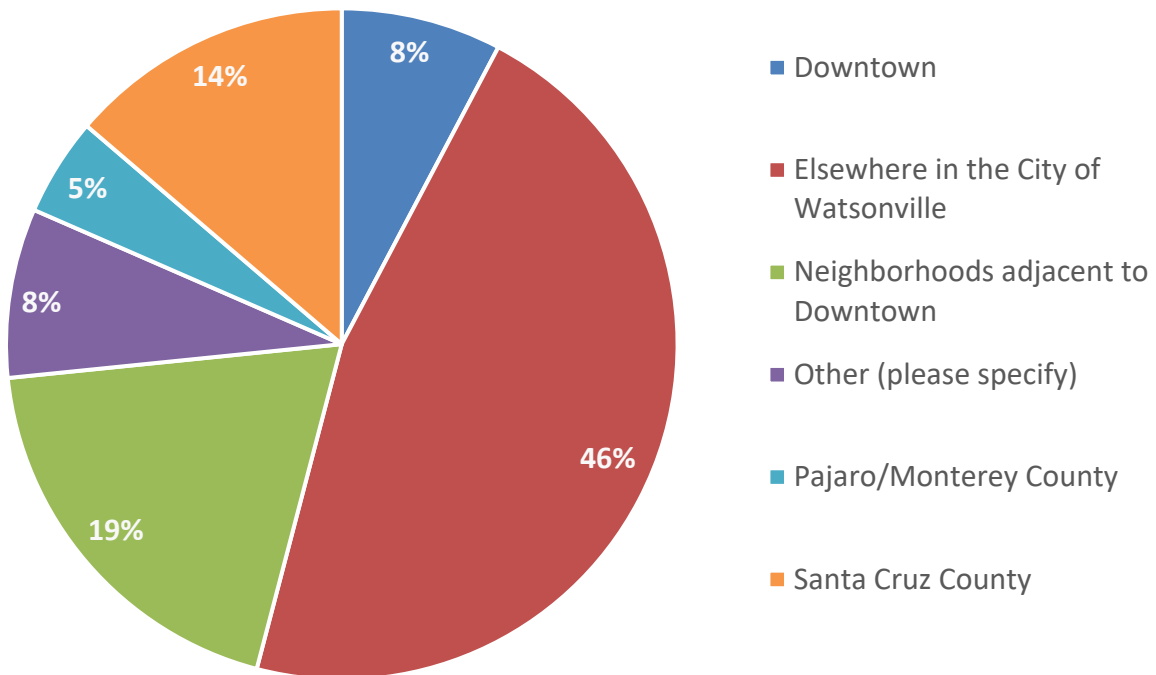
What is your age range?



What is your background?



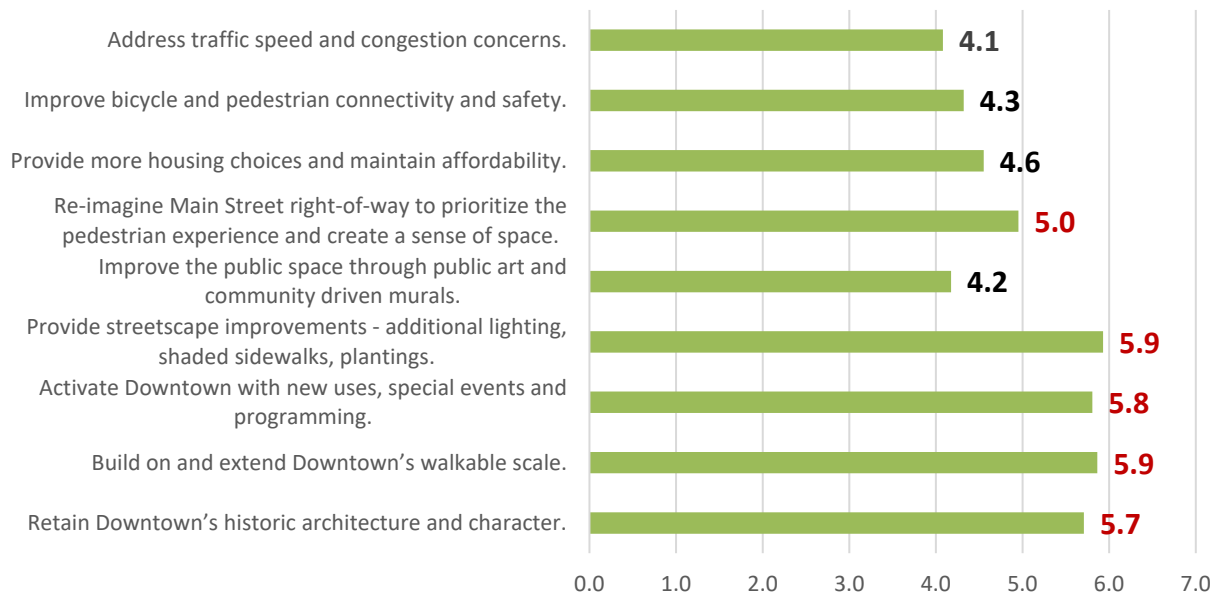
Where do you live?



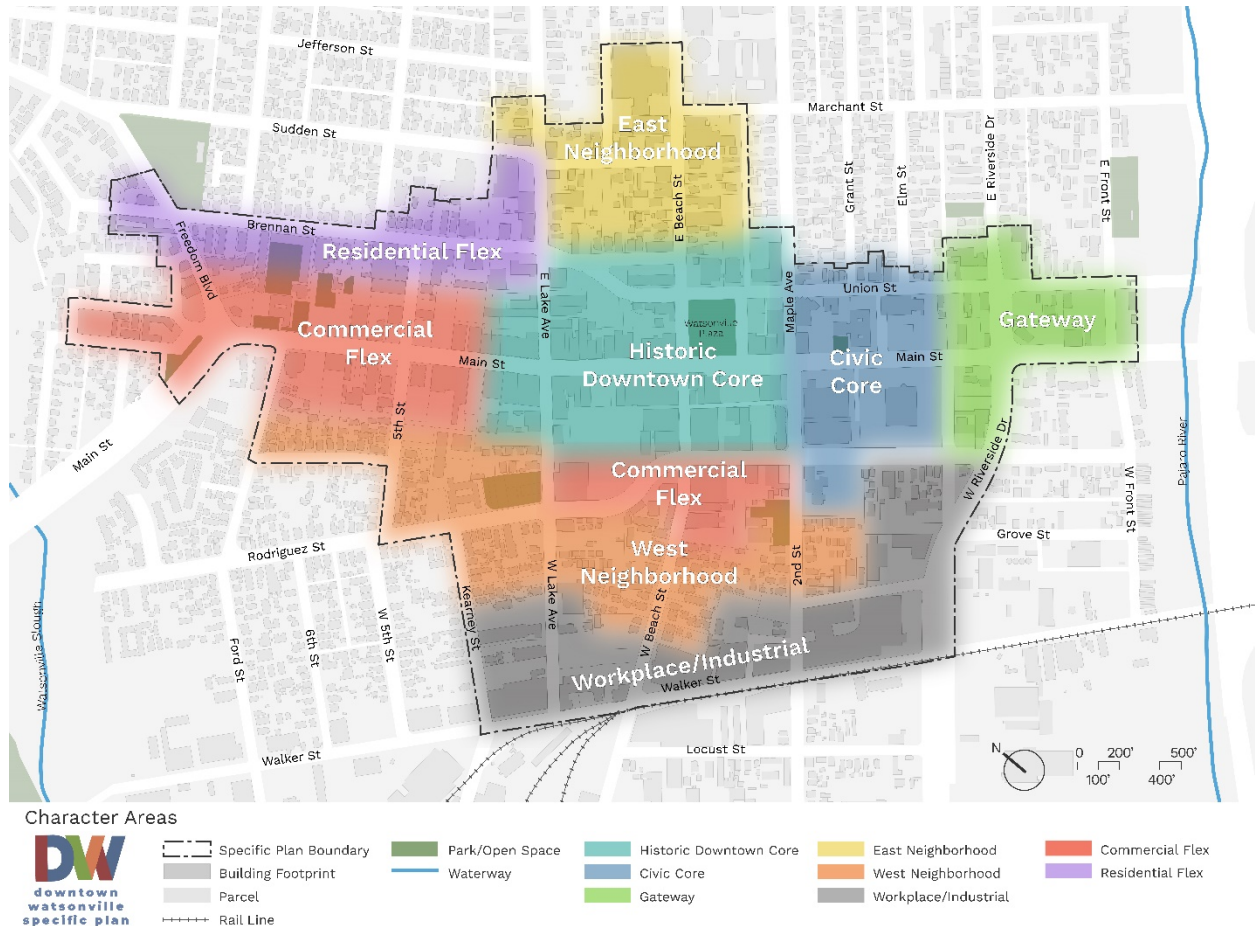
Based on community input to date, the following list summarizes the “Big Ideas” we have heard from the community and stakeholders for the future of Downtown Watsonville. Please prioritize the following:

The survey asked respondents to prioritize their favorite “Big Ideas “for Downtown Watsonville.

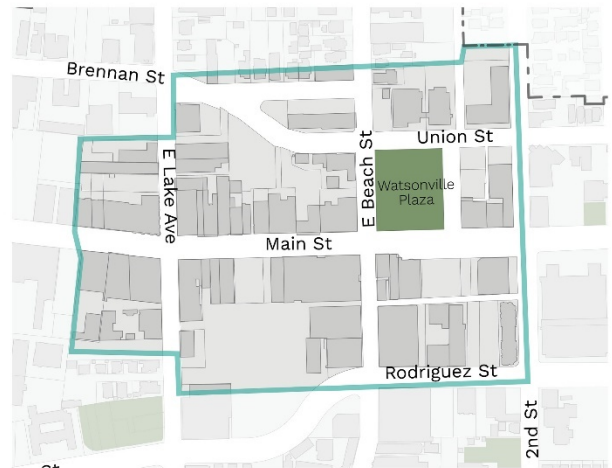
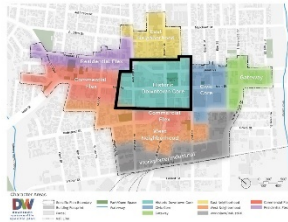
Below are responses for all 257 participants of the survey:



Different parts of Downtown Watsonville each have a different feel and character that we are calling “character areas.” The map below shows these areas. The following set of questions is about the vision of each character area and related features to achieve this vision.

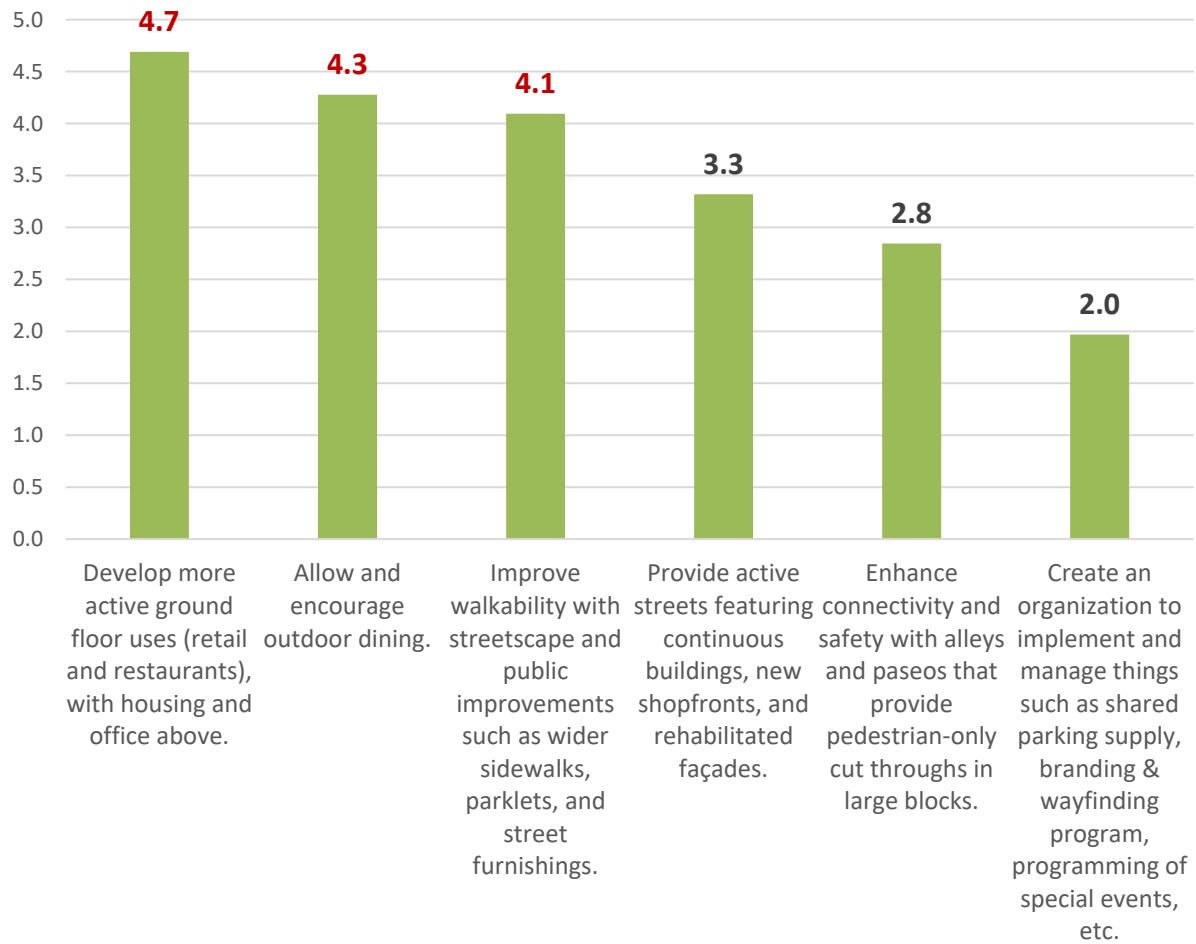


Historic Downtown Core Potential Look and Feel

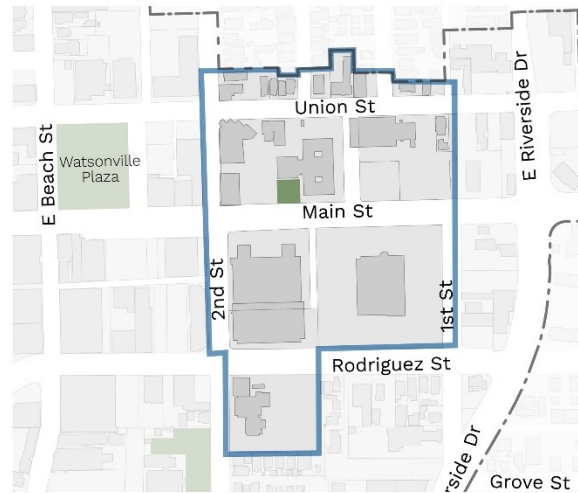
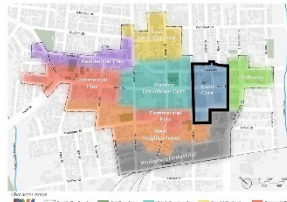


The Historic Downtown Core is located in the heart of Downtown and includes the Plaza as well as many historic buildings. The vision for this area is to create an active, vibrant pedestrian-oriented environment that builds on the historic fabric and brings more vitality to Downtown throughout the day and into the evening. The following strategies will implement the Historic Downtown Core vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the historic Downtown Core vision from highest to lowest priority. Below are the responses for all respondents. Overwhelmingly, the desire to **Develop more active ground floor uses (retail and restaurants), with housing and office above** was the most heavily weighted (4.7 weight of responses). **Allow and encourage outdoor dining** was the second most popular response (4.3 weight of responses) identifying this as a priority strategy for the Historic Downtown Core. **Improve walkability with streetscape and public improvements such as wider sidewalks, parklets, and street furnishings** came in third (4.1 weight of responses) and followed by *provide active streets featuring continuous buildings, new shopfront, and rehabilitate facades* (3.3 weight of responses), *enhance connectivity and safety with alleys and paseos that provide pedestrian-only cut throughs in large blocks* (2.8 weight of responses), and *create an organization to implement and manage things such as shared parking supply, branding & wayfinding program, programming of special events, etc.* (2.0 weight of responses).

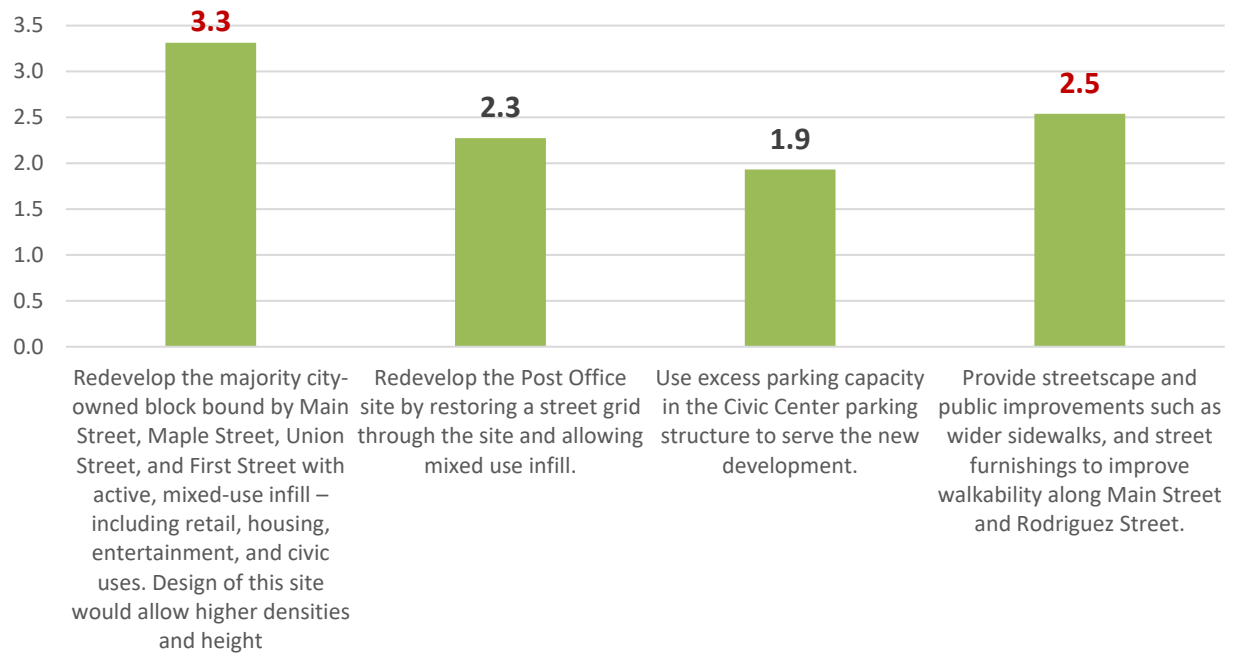


Civic Core Potential Look and Feel

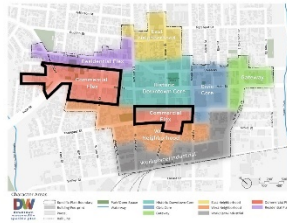


The properties within the Civic Core are largely publicly owned and anchored by City Hall, the Library, Police Station, and Post Office. The vision for this area is to add active mixed-use infill development by putting city functions together in one portion of the district, thus allowing space for new development. The vision also includes the long-term repurposing of the Post Office site. The following strategies will implement this vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the Civic Core vision from highest to lowest priority. Below are the responses for all respondents. Overwhelmingly, the desire to **Redevelop the majority city-owned block bound by Main Street, Maple Street, Union Street, and First Street with active, mixed-use infill- including retail, housing, entertainment, and civic uses. Design of this site would allow higher densities and height** was the most heavily weighted (3.3 weight of responses). **Provide streetscape and public improvements such as wider sidewalks, and street furnishings to improve walkability along Main Street and Rodriguez Street** was the second most popular response (2.5 weight of responses) identifying this as a priority strategy for the Civic Core. **Redevelop the Post Office site by restoring a street grid though the site through the site and allowing mixed use infill** came in third (2.3 weight of responses) and followed by *use excess parking capacity in the Civic Center parking structure to serve the new development* (1.9 weight of responses).

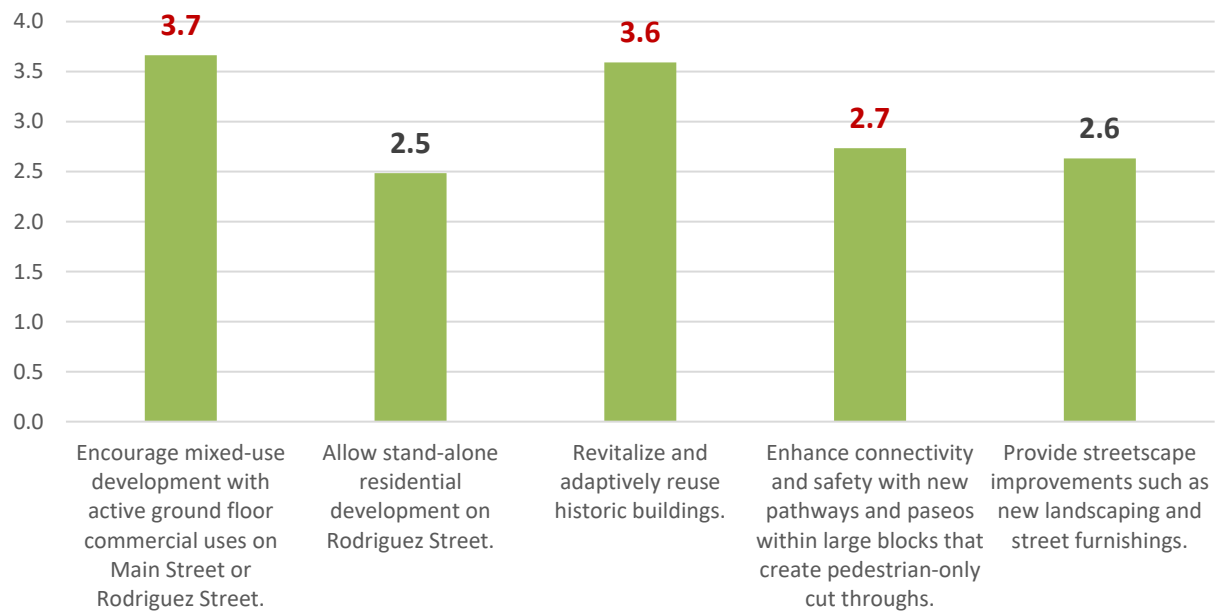


Commercial Flex District Potential Look and Feel

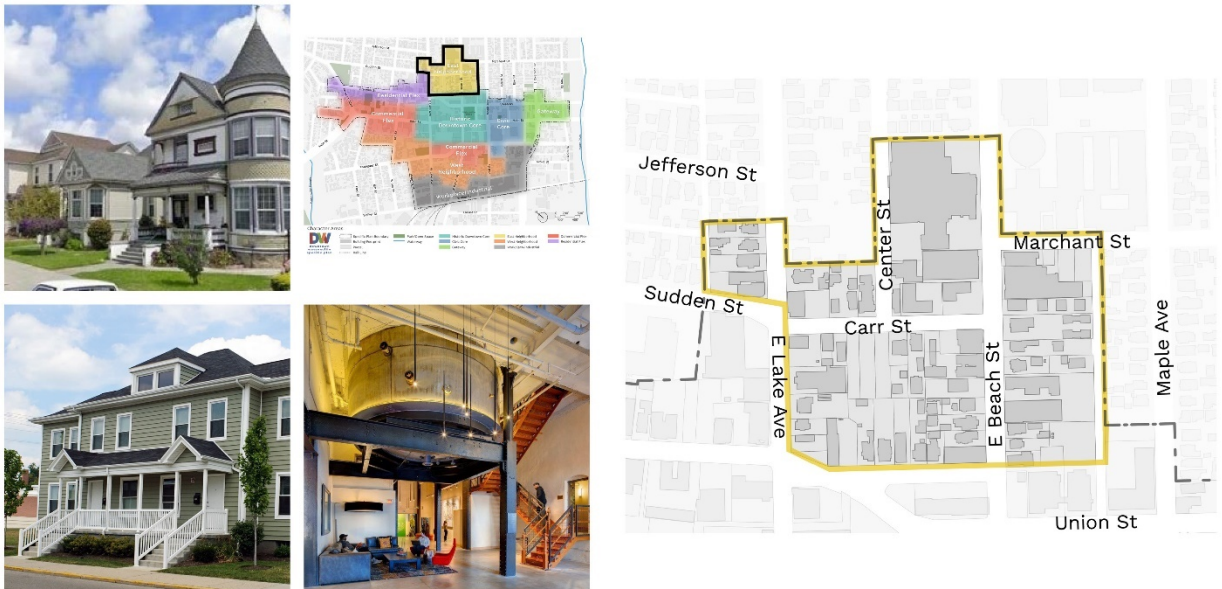


The Commercial Flex District covers portions of Main Street north of the Historic Core and Rodriguez Street that is near historic neighborhoods that provide a strong customer base. The large block sizes within this area limit walkability for pedestrians. The vision for this area is to become a lively, walkable mixed-use district with new active ground floor uses that bring foot traffic to the area. The following strategies will help implement this vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the Commercial Flex District vision from highest to lowest priority. Below are the responses for all respondents. The community's first desire is to **Encourage mixed-use development with active ground floor commercial uses on Main Street or Rodriguez Street** which was the most heavily weighted (3.7 weight of responses). **Revitalize and adaptively reuse historic buildings** was the second most popular response (3.6 weight of responses) identifying this as a priority strategy for the Commercial Flex District. **Enhance connectivity and safety with new pathways and paseos within large blocks that create pedestrian-only cut throughs** came in third (2.7 weight of responses) and followed by *provide streetscape improvements such as new landscaping and street furnishings* (2.6 weight of responses) and *allow stand-alone residential development on Rodriguez Street*. (2.5 weight of responses).

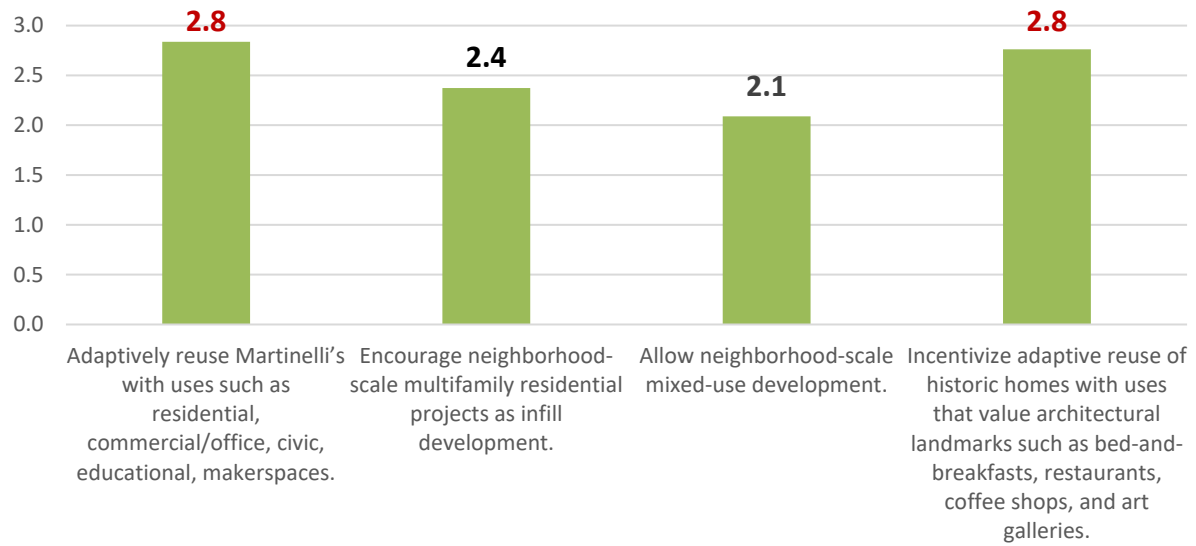


East Neighborhood District Potential Look and Feel

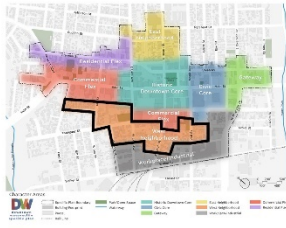


The East Neighborhood District is anchored by the Martinelli's property and is a mix of single family residential and neighborhood commercial uses. Many of the single-family homes are historic and have been converted to office uses. The vision for this site is to create a vibrant mixed-use neighborhood with residential, commercial, office, civic, and educational uses. The following strategies will help implement this vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the East Neighborhood District vision from highest to lowest priority. Below are the responses for all respondents. Respondents, equally desired to **Adaptively reuse Martinelli's with uses such as residential, commercial/office, civic, educational, makerspaces, and incentivize adaptive reuse of historic homes with uses that value architectural landmarks such as bed-and-breakfasts, restaurants, coffee shops, and art galleries** as these two strategies were the most heavily weighted (2.8 weight of responses). **Encourage neighborhood-scale multifamily residential projects as infill development** was the third most popular response (2.4 weight of responses) identifying this as a priority strategy for the East Neighborhood District. *Allow neighborhood-scale mixed-use development* came in fourth (2.1 weight of responses).

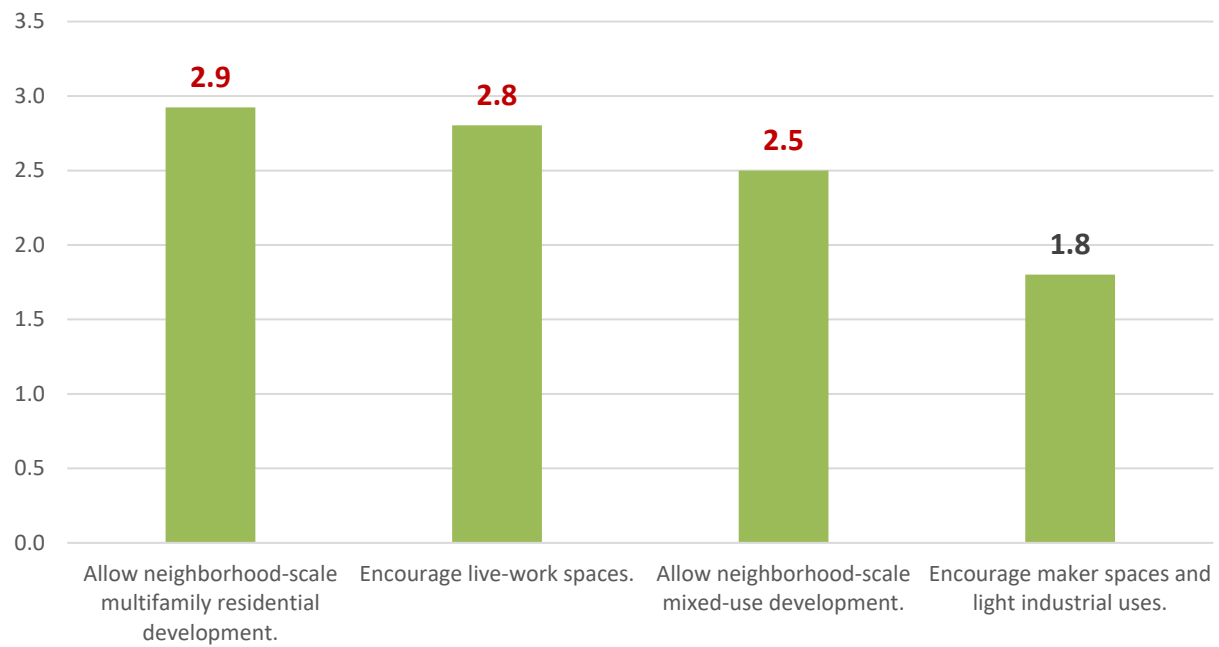


West Neighborhood District Potential Look and Feel

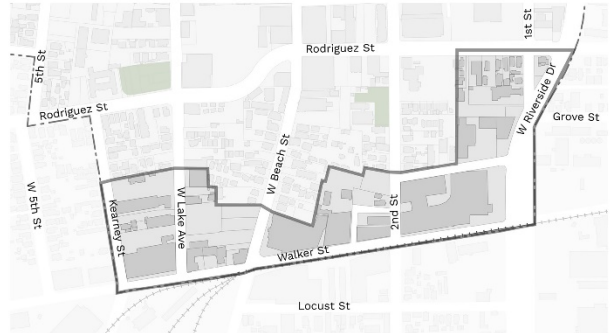
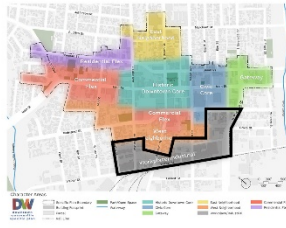


The West Neighborhood District is a short walk from the Historic Downtown and Civic Core and has a strong mix of uses – residential, commercial, and industrial. The vision for this district is to build on existing uses and transition to a vibrant mixed-use district – allowing a wide variety of active uses, including multi-family housing, live-work, maker space, light industrial uses. The following strategies will help implement this vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the West Neighborhood District vision from highest to lowest priority. Below are the responses for all respondents. Respondents, primarily desired to **Allow neighborhood-scale multifamily residential development**, as the most heavily weighted (2.9 weight of responses). **Encourage live-work spaces** was the second most popular response (2.8 weight of responses) identifying this as a priority strategy for the West Neighborhood District. *Allow neighborhood-scale mixed-use development* came in third (2.5 weight of responses) and *Encourage maker spaces and light industrial uses* came in fourth (1.8 weight of responses).

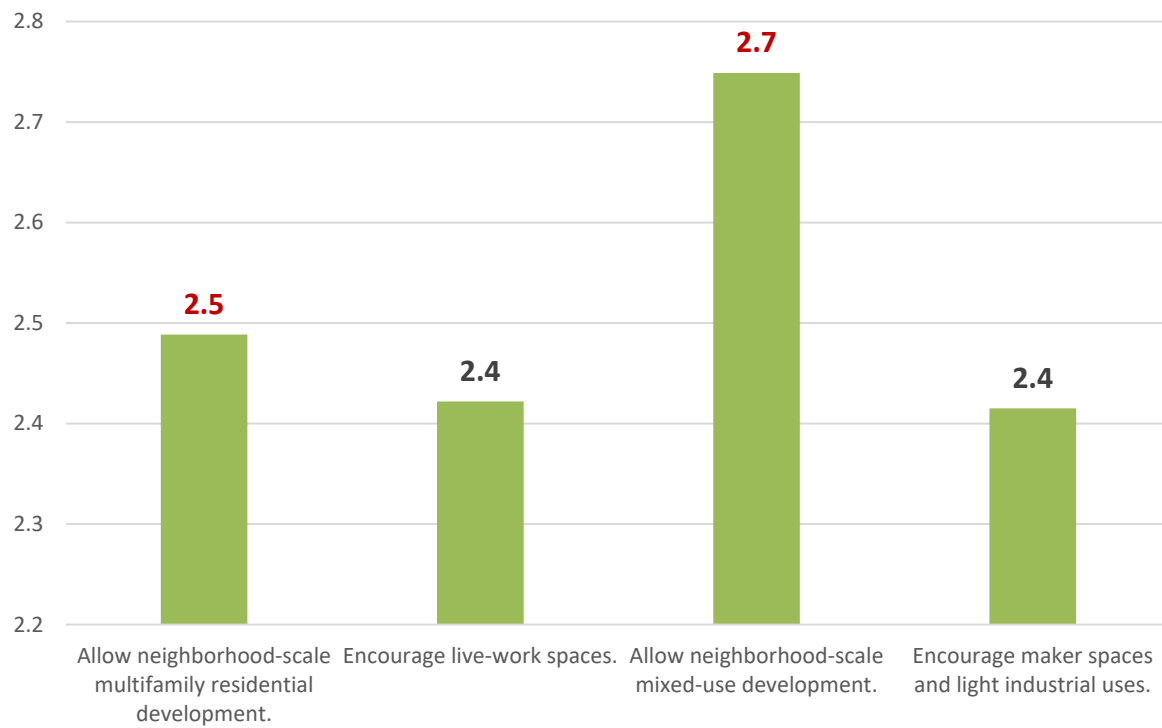


Workplace/Industrial District Along Walker St. Potential Look and Feel



The Workplace/Industrial District is along Walker Street. The vision for this district is to continue to provide jobs for residents and build off its workplace/industrial character by adapting underutilized sites into business incubators for tech, creative offices, maker spaces, galleries, breweries, and coffee shops. This district will have a funky industrial-artsy feel. The following strategies will help implement this vision. Please rank the strategies from highest to lowest priority.

The survey asked the 257 respondents to rank the strategies that will implement the Workplace/Industrial District vision from highest to lowest priority. Below are the responses for all respondents. Respondents, overwhelmingly desired to **Allow neighborhood-scale mixed-use development**, as the most heavily weighted (2.7 weight of responses). **Allow neighborhood-scale multifamily residential development** was the second most popular response (2.5 weight of responses) identifying this as a priority strategy for the Workplace/Industrial District. *Encourage live-work spaces* came and *Encourage maker spaces and light industrial* were tied as the third priority (2.4 weight of responses).



Open Response: Is there anything else you would like to share?

All the updates coming to Watsonville sound good so far. So long as we keep the feel and look of Downtown and many of the historic builds get a bit of a touch up, such as the Mansion House. Maybe some of the newer buildings that will be built can have the look of an early 20th century tall buildings? Such as the Resetar Hotel and Lettunich Building. Thanks for taking all this input from everyone!

Any new development should be completed by the people of Watsonville, for the people of Watsonville. Any development, residential, business etc. should be vetted to ensure the benefits go to the people of this town and that individuals that are not from Watsonville will not profit or exploit our town.

Any way we can restore and improve Watsonville while capture if it's unique cultures and making it more accessible and safe for all would be wonderful! Let's make this town vibrant again!

As a fourth generation Watsonville native and having lived the past sixteen years downtown, I am fiercely begging you to solve our homeless epidemic first. Even if all of these ideas were to come to pass, they will be all for naught if our town becomes a second Santa Cruz. Please continue to consider the value of us long term residents of this great downtown as you move forward. We live here because we love it here because it is NOT Santa Cruz. Thank you!

As a full time realtor for our area there are a few complaints I hear about the downtown Watsonville area. The lighting at night is scarce, the signage to our parking structures is minimal and there is no welcoming night life (bars, restaurants, art activities, etc.). If we can turn the COVID 19 pandemic into a positive and utilize the vacant locations for inspiring youthful vibes we will see a strong positive shift in our community activity; social media awareness, vacation attention, historical awareness, etc. The Watsonville area has some beautiful rich history that does not need to be destroyed, it only needs an opportunity to shine with youthful new shops, bars, restaurants and historical/art centers. Thank you for arranging this survey. - Danielle Silveira | Century 21 MM | DRE# 02079146

As much as I would love to enjoy the artsy funky development mentioned for the west side community, it does raise concerns for me about current residents of that neighborhood and them being forced out of their neighborhood

Before any of this takes place the town needs to be cleaned up and safe!

Bicycling lanes need some sort of barrier from cars/trucks. Enhanced lighting is very important.

Check out downtown Turlock they've done a nice job

Crack down on cars with modified exhaust systems exceeding city and state noise limits.

Create space for academic child-youth enrichment opportunities for all ages, interactive, innovative educational spaces that would engage the whole family (beyond the limited programming that Parks and Recs offers). Let's make our town inclusive and family friendly vs. trying to entice more breweries to come in to our town. Let's invest in our children and families. Bring in organizations that will provide opportunities for our youth to engage in the arts, theater, sciences. Create safe, fun learning environments downtown (besides the limited space and programming that the youth center provides) where our youth can gather.

Do not reduce lanes on Main Street. Bad idea. Where is all the traffic going to go? Create more pollution by having cars stuck on Main Street. Having the wide Main Street is part of the historical heritage of our town. Where is the water going to come from on adding on all the housing?

Do not touch the homes of current residents. You cannot mask the gentrification occurring in the city. Focus on businesses and any unused buildings first. I don't care how modern and pretty you want to make the homes look, do not displace Watsonville residents. Should any more housing be added in our city, it should remain affordable. We know the type of people you are trying to lure into out town. Stop pushing our culture out.

Downtown and Watsonville more anchor stores so we don't have to leave town to shop & keep sales tax revenues in town.

Downtown very dated and lacking vibrant and modern attractions, amenities. Good to see a new vision. Need more bike paths, coffee shops, breweries, trader joes

Encourage arts, restaurants, shops, and mixed-use developments

For Walker Street - acknowledge our brilliance as an agricultural town. Support and build on the existing industry. Don't put uses that will conflict with trucks - e.g., bike lanes that intersect truck lanes, cafes, or breweries. This is our gold - agricultural industry. Encourage TRADES - people that live here, and bring jobs - This

is a WORKING Town. Continue to build and highlight our special economy. Build high density low income transit-oriented infill project. Get the Regional Light Rail / Depot here.

funky and artsy have different meanings to different people. to me, funky and artsy in the downtown means outdoor sculpture in public places that gets people thinking and talking.

Housing choices MUST be low income, work force, affordable housing, we have plenty of market value buildings downtown and new ones being developed. We need to create space for art, a stage behind plaza vigil with open space, tables, transform the area into a hub for performing artists of all kinds.

I find it interesting that any art related activities are relegated to old Victorians and the industrial areas. Arts belong in the central core.

I like the idea of community spaces like art galleries and some coffee shops but I think the focus on coffee shops and breweries mentioned in this survey caters to a more out of town silicon valley audience. I want to ensure that we are revitalizing downtown to serve our community and not recreating San Jose for well off tech employees.

I still believe that if we had a Marketplace with various vendors inside such as San Pedro Square in San Jose would definitely be a plus for redevelopment and in getting people to downtown. We need a lot more small business owners in the downtown with other options for eateries, deli's etc.

I still do not see any plan of any kind that talks about better lighting not just in the downtown area but throughout Watsonville. The homeless situation is very bad too. We need to take care of our issues before implementing new ideas

I suggest you implement a more effective method of collecting community input! The last survey produced a representation of only 2% of the population!! Those results are nowhere near a representation of what the general populace desires for our community!

I think it would be so representative and complementary to our town to have urban flower gardens and urban food gardens, as well as more green infrastructure within our neighborhoods and recreational spaces. This would give us the green parks and spaces we dearly lack as well as help build our defense against the impending affects of climate change. We are a small community, we work hard, and we need beautiful spaces. I also want to add that we are a majority non-techy and non-modern community. I am grateful to see our input and involvement is being considered!

I think Watsonville has potential to have a lovely downtown that people would come to visit. You need shops people want to shop in, cafes, restaurants. Visit other towns like Lodi, that went from nothing to tourist attractions. We have the buildings, we need the businesses that attract people

I vote for Porter Building to be used by Pajaro Valley Arts. Would love more live music all over town. We need music venues.

I was attacked by a homeless man downtown. No amount of imagination, design, and investment in the built environment will succeed without commensurate investment by the city in Mental Health and Addiction services.

I would like to know if there's anything going to be added to city parks in the downtown area that have to do with reducing food waste. It would be great to have compost bins for people to compost food scraps

I would like to see all main entrances to our town improved. People coming in to Watsonville off of Hwy 1 thru Riverside drive need to see a more welcoming site then just a Nice sign that says 'City of Watsonville' make it 'Special', a mini park, like Gilroy has off of Hwy 152, sure nobody may sit there, but it paints a welcoming picture. Also cleaning up of Hwy 129 near the WHS Sports fields the sidewalks are littered with High weeds and trash. The most welcoming site into Our City is again the 'Watsonville sign' on the small Grassy knoll by the Verizon Store off of Hwy 1 connecting to Main Street. It can use some lighting and perhaps a small circular brick garden around the sign. Again, sending a Welcoming message of 'We Care' come see our new downtown! These are just some ideas. Oh and to help ease traffic, Change the Friday Farmers market to Wednesday, this will ease the congestion on Fridays of people trying to get in and out of town or get thru town. Also offer Bands the opportunity to play/practice on those days in the plaza. Free advertising for the bands, free music for the City. Thank you for your time.

I would like to see that efforts are made to generate renewable power (wind/ solar on sites, solar roads/ sidewalks, sidewalks made from recycled plastic that generate electricity from foot traffic, a bio-gas digester utility/ mulch program) for Watsonville developments or see LEED certification from developments.

If it's possible to one day to modernize the shop/restaurant offerings in downtown. I know that's what you're trying to do already though :D

Incentivize remote work & complete the Rail/Trail by 2023.

Increase housing, middle, low and affordable. All housing helps solve the housing crisis.

it is necessary to develop our city that will capture the culture of Watsonville and its residents

Make local artists / cultural orgs a priority in this vision. They help promote economic development and bring the heart to these projects.

Make the City processes for homeowner changes (to multi-family units) and improvement easier and less costly.

More affordable housing for Watsonville. Let's not be Santa Cruz's bedroom community.

My hopes is that this doesn't encourage gentrification by bringing stupid hipsters and running this town with their daddy' money. General consensus is against raising prices for businesses. We don't need Silicon Valley to breed in our community. I'm fine with the economy booming cause we need it, but I'm against dividing the community.

No more breweries!

Please eliminate or reduce parking minimums. Please lots and lots of housing. We need more housing and housing affordability. Please allow flexibility for new projects so we can get new development and investment in Watsonville. Please allow for a variety of uses. Please don't put in restrictions that subsidize cars and polluting industries and cause projects to be expensive, the costs of which are then passed on to businesses or residents. Make the process for new projects simple and fast and cheap so downtown can be revitalized.

Prioritize building climate resiliency through increased safety for walking/bicycling/non-car transportation; through making Watsonville the place to go for entertainment, art, shopping, hanging out, networking; keep money and talent here, but don't gentrify and push out people!

Provide additional safe crosswalks

THANKS for including some citizen input!

The downtown area needs to attract both Watsonville residents and those in surrounding areas. It is necessary to design a more uniformed downtown look with street furniture and building facade that will invite the public. In addition, there needs to be retail shopping options for Watsonville residents that encourage shopping in town rather than commute to other cities. At the moment residents go out to Santa Cruz, San Jose, Monterey, or Gilroy to shop for essential needs. A serious downtown revitalization project must take place. We need to have a mixture of businesses in downtown. Currently the lines of business in downtown only attract a few number of groups. We need diversity and step out of our boundaries, while keeping the historical downtown look and keeping up with change. It is imperative that we move away from the idea that Watsonville has nothing to offer to tourists, or residents from neighboring cities. We must be innovative and offer our residents the ability to live, work, and play in their own town.

The entire town up to the Freedom annex area and a bag of Walker needs a makeover. A much improved landscape and maintenance of all public areas is much needed. We really do need to have a city looking natural with trees and plants greener to make it feel homey and welcoming and well taken care of

The use of the Resetar Hotel needs to be revisited. As long as the current type of residents continue to live there and roam unchecked along our streets, downtown revitalization will never be realized.

The Watsonville Wetlands is a special area that no other central coast area has. Make the footpaths join into parking areas within the city with signs and information.

These are great ideas to revitalize the downtown.

this was awesome to be included, and as a high school teacher I encouraged my students to complete it, and to get their adult family to as well. Keep engaging the public in all ways possible, and reach out to local Cabrillo and high school students and their families to help in surveying/ focus groups

Walkability and housing first. I'm really hopeful that the businesses that have the opportunity to move into these spaces are locally owned and that existing community treasures are prioritized. More green space and opportunities for exercise, and please not every business an alcohol retailer. More all-ages spaces for youth please!

Watsonville needs entertainment like a bowling, arcade

Watsonville needs to encourage adorable housing.

We need a draw for families and children downtown - a splash pad, a natural-themed playground that might tie in to the history and agriculture of Watsonville, pop-up play and art opportunities on an ongoing (ideally weekly) basis, a Farmers' Market with more vegetable and fruit vendors and fewer food vendors.

We need affordable homes that families can buy so that they feel more rooted and connected to the community. The permanency of home ownership will lead to a strong sense of pride for one's community.

We need in -out! Black Bear restaurant— Denny's—Costco store where Kmart is at!

We need more art spaces!!

We need to stop allowing Discount Malls and secondhand stores from flooding downtown

While this is a generalization of revitalizing our downtown we need to include the property owners input for their buildings and to ensure the public safety traffic mitigation for our highway corridor that has ONE bridge to traffic. Morgan hill failed their downtown plan and reverted back to two lanes of traffic and has a major bi-pass to direct traffic Livermore expanded the highway to divert traffic. It would be foolish to expect highway one to be the traffic diversion for 26000 vehicles daily down Main Street. It would be dangerous to divert the parallel streets for more traffic when we can't even get downtown on a Friday with locked streets and delays in emergency vehicles response time to the east side of town with the traffic backed up with streets blocked. It is too dangerous to think 18 wheelers have an alternative route. It is too dangerous to diversify pedestrian traffic on Main Street and increase the volume over to the ancillary parallel streets

Who is paying for all the low income housing? We need to quit catering to a specific population in Watsonville and integrate a more culturally diverse plan to welcome other families and entice young families to stay and live in Watsonville

Why did you change the priority ranking numbers for the West Neighborhood District? That could skew the survey!

Why is downtown Main St. Considered part of a highway? It should be renamed as such. Not a street, according to my ticket.

Work on freedom next then connecting streets

Yes, I think we should block a certain part of downtown Watsonville (create a one way street) where pedestrians can walk down town and grab food etc. Open up places like boutiques, breweries, small shopping center (similar to del monte) or even big department stores like Marshalls/TJ Maxx. Add decks for outside dining, lights for night time, add on to the plazita...perhaps a playground for kids/ San Pedro market style addition? Downtown has a lot of potential - however it currently is not appealing... I prefer to walk downtown SC...but it also has to do with the community. People that live in Watsonville are not going to pay for overpriced ice cream, beverages, food etc. so I think a shopping center, breweries would be nice and appealing to some of the younger folks.

Embellézanse la ciudad hay mucho homeless en la ciudad que da mal aspecto con la basura que dejan. Me gustaría que los fines de semana pusieran música y dejaran a personas vender en la plaza para ir a cenar al Aire libre y convivir en el centro

Public Environment

Main Street Vision



Public comment and survey results indicate support for enhancing the pedestrian environment and safety on Main Street. Strategies such as implementing a road diet (reducing the number of travel lanes) on Main Street, widening sidewalks, adding parklets and outdoor dining will help achieve this vision. Please indicate your level of agreement or disagreement with these strategies.

The survey asked the 257 respondents to indicate their level of agreement or disagreement with strategies that will implement the Main Street vision. Overall, respondents indicated the greatest preference and agreement with **allowing parklets (Temporary or permanent) to allow space for outdoor dining** (A total of 77% overall agreement; 43% strongly agree and 34% agree). The second most agreed upon strategy was *widening sidewalks to allow more room for pedestrians* (a total of 64% overall agreement; 34% strongly agree and 30% agree). Below are the responses for each individual strategy from all respondents.

a) Reduce the number of lanes on Main Street to calm traffic and make it safer for pedestrians.

While respondent agreement to this strategy was low, the general disagreement to the strategy was at 33%. This means that more than half of respondents were not opposed to this as a strategy. This is important to note because to accommodate the other two high agreement strategies, travel lanes would need to be utilized to introduce parklets or widened sidewalks. The community will need to engage in further discussion about **Reducing the**

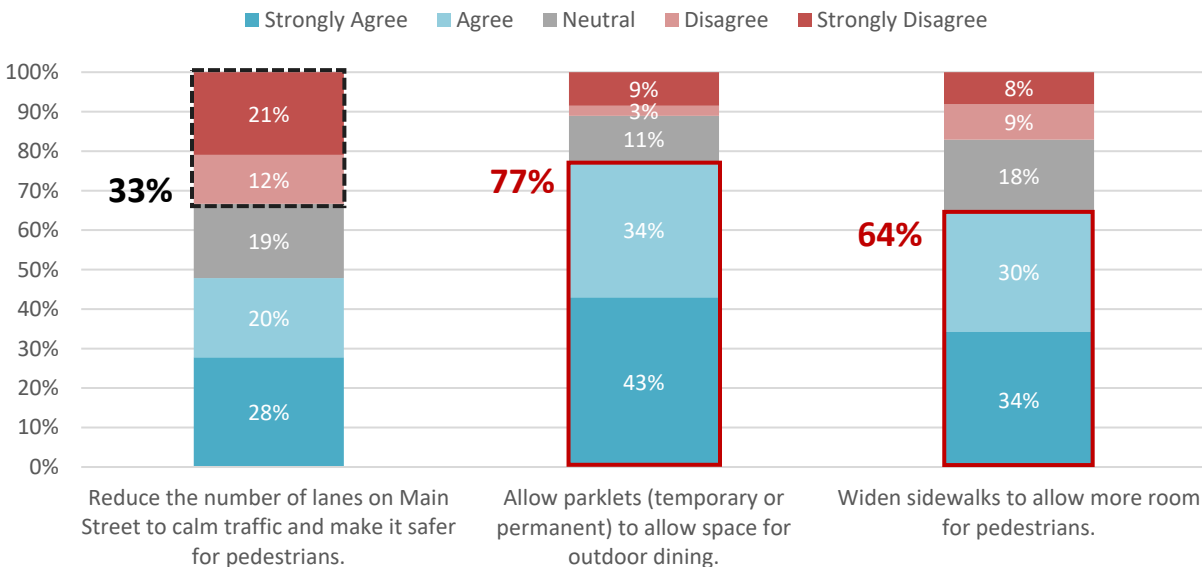
number of lanes on Main Street to calm traffic and make it safer for pedestrians. 28 % of respondents strongly agreed, and 20% of respondents agreed to the strategy (A total of 48% overall agreement). 19% of respondents indicated that they were neutral on the strategy, while 12% disagreed and 21% strongly disagreed to the strategy (A total of 33% overall disagreement).

b) Allow parklets (temporary or permanent) to allow space for outdoor dining.

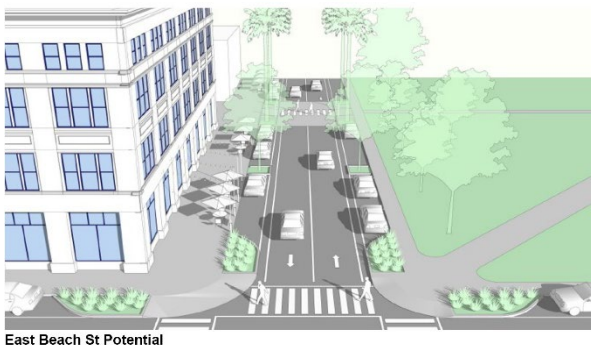
Respondents were in the greatest agreement with **allowing parklets (temporary or permanent) to allow space for outdoor dining.** 43% of respondents strongly agreed, and 34% of respondents agreed to the strategy (A total of 77% overall agreement). 11% of respondents indicated that they were neutral on the strategy, while 3% disagreed and 9% strongly disagreed to the strategy (A total of 11% overall disagreement).

c) Widen sidewalks to allow more room for pedestrians.

By comparison to the strategies listed above, respondents favored **widening sidewalks to allow more room for pedestrians.** 34% of respondents strongly agreed, and 30% of respondents agreed to the strategy (A total of 64% overall agreement). 18% of respondents indicated that they were neutral on the strategy, while 9% disagreed and 8% strongly disagreed to the strategy (A total of 17% overall disagreement).

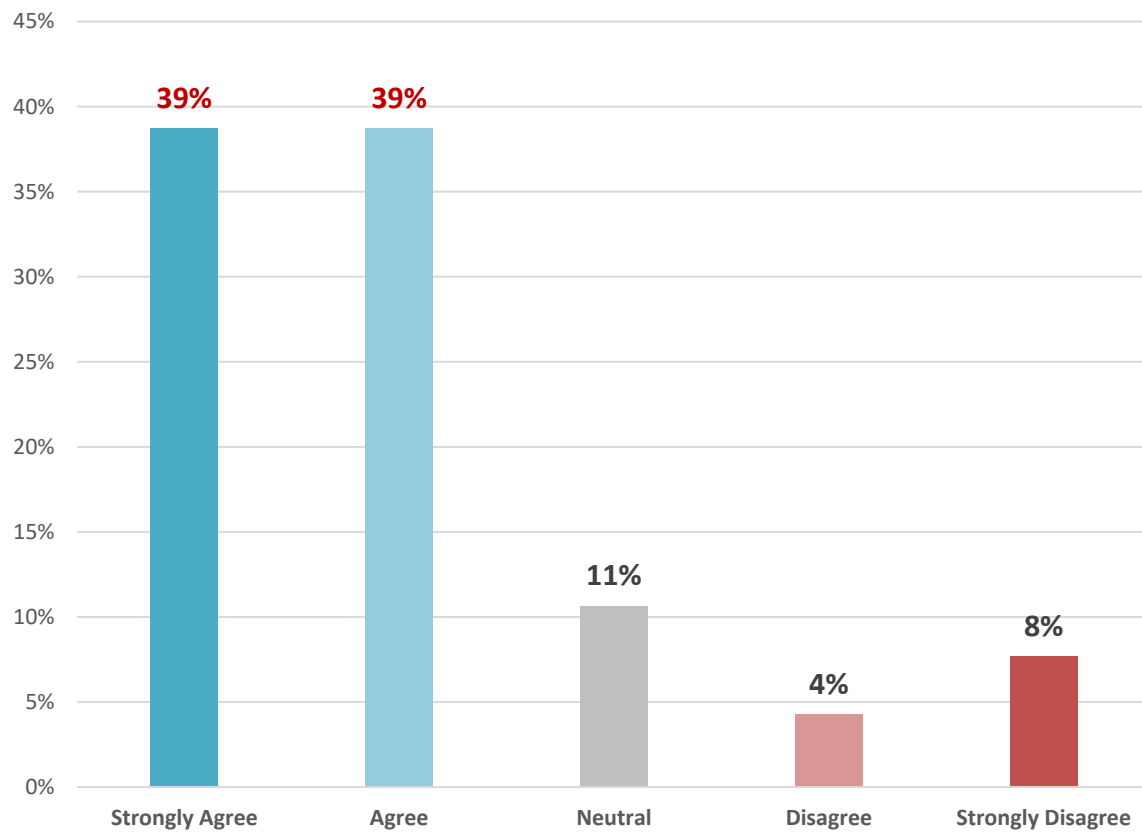


One-Way vs. Two-Way Streets



Currently, parts of East Beach Street and East Lake Avenue are part of Highway 152 – these Caltrans-controlled portions are currently one-way streets. In the future, there is potential for these streets to become two-way. A conversion to two-way would decrease traffic speeds, allow for parallel parking on both sides, feature parking lane planters and parklets. Please indicate your level of agreement or disagreement with this proposal.

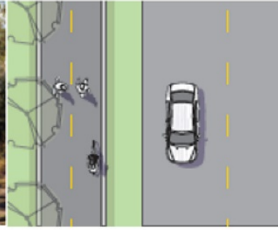
The survey asked the 257 respondents for their level of agreement or disagreement to the proposal to convert parts of East Beach Street and East Lake Avenue (part of Highway 152)- to become two-way. Below are the responses for all respondents. Respondents, overwhelmingly agreed to **Convert parts of East Beach Street and East Lake Avenue (Part of Highway 152) into a two-way**. 39% of respondents strongly agreed, and 39% of respondents agreed to the strategy (A total of 78% overall agreement). 11% of respondents indicated that they were neutral on the strategy, while 4% disagreed and 8% strongly disagreed to the strategy (A total of 12% overall disagreement).



Types of Bike Facilities



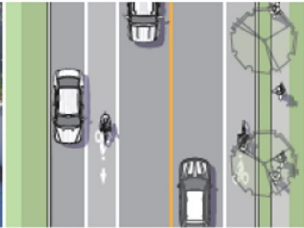
Bike Path (Class I)



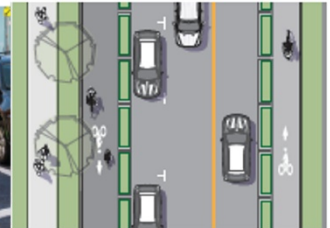
Bike Route (Class III)



Bike Lane (Class II)



Separated Bikeway/Cycle Track (Class IV)



Study Area
DW
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
■ Levee Trail

Recommended Bicycle Facilities

■ Class II Bicycle Lane
■ Class III with Sharrow
■ Class IV Bikeway



0 200 500
100 400

Public comment and survey results indicate support for enhanced local and regional bike connections. Please indicate your level of agreement or disagreement with these strategies.

The survey asked the 257 respondents to indicate their level of agreement or disagreement with strategies that will enhance local and regional bike connections. Overall, more than half of respondents agreed with all of the strategies that were proposed. Respondents indicated the greatest preference and agreement with **Connecting Walker Street bike lanes to the Pajaro Levee trail and to the bike path along the Watsonville Slough** (A total of 76% overall agreement; 41% strongly agree and 35% agree). The second most agreed upon strategy *Connecting Rodriguez Street bike lanes to the Pajaro Levee trail and providing bicycle connections to the bike path on Main Street* (a total of 74% overall agreement; 37% strongly agree and 37% agree). Below are the responses for each individual strategy from all respondents.

a) Enhance North-South bike connections on Rodriguez and Walker Streets with improvements to existing bike facilities.

By comparison to the other strategies, respondents were in the least agreement with **Enhancing North-South bike connections on Rodriguez and Walker Streets with improvement to existing bike facilities**. 35 % of respondents strongly agreed, and 34% of respondents agreed to the strategy (A total of 69% overall agreement). 22% of respondents indicated that they were neutral on the strategy, while 6% disagreed and 4% strongly disagreed to the strategy (A total of 10% overall disagreement).

b) Connect the Rodriguez Street bike lanes to the Pajaro Levee trail and provide bicycle connections to the bike path on Main Street.

Respondents conveyed a strong agreement with **Connecting the Rodriguez Street bike lanes to the Pajaro Levee trail and providing bicycle connections to the bike path on Main Street**. 37 % of respondents strongly agreed, and 37% of respondents agreed to the strategy (A total of 74% overall agreement). 19% of respondents indicated that they were neutral on the strategy, while 3% disagreed and 5% strongly disagreed to the strategy (A total of 8% overall disagreement).

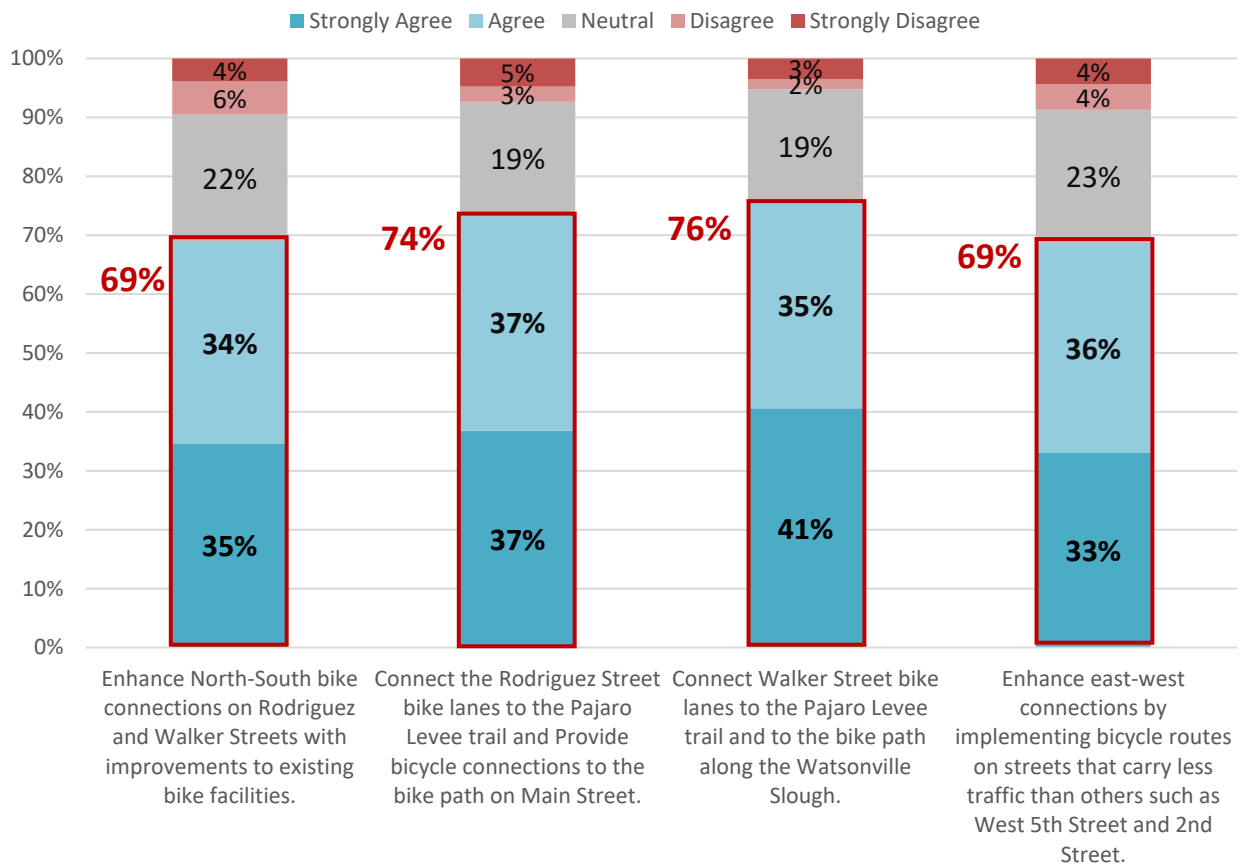
c) Connect Walker Street bike lanes to the Pajaro Levee trail and to the bike path along the Watsonville Slough.

Respondents expressed the greatest agreement with **Connecting Walker Street bike lanes to the Pajaro Levee trail and to the bike path along the Watsonville Slough**. 41 % of respondents strongly agreed, and 35% of respondents agreed to the strategy (A total of 76% overall agreement). 19% of respondents indicated that they were neutral on the

strategy, while 2% disagreed and 3% strongly disagreed to the strategy (A total of 5% overall disagreement).

d) Enhance east-west connections by implementing bicycle routes on streets that carry less traffic than others such as West 5th Street and 2nd Street.

By comparison to the other strategies, respondents were in the least agreement with **Enhancing the east-west connections by implementing bicycle routes on streets that carry less traffic than others such as West 5th Street and 2nd Street. 33 % of respondents strongly agreed, and 36% of respondents agreed to the strategy (A total of 69% overall agreement).** 23% of respondents indicated that they were neutral on the strategy, while 4% disagreed and 4% strongly disagreed to the strategy (A total of 8% overall disagreement).



Open Response: Is there anything else you would like to share?

Add bike share in Santa Cruz County (Jump bikes)

Before any of this takes place the town needs to be cleaned up and safe!

Bright green bike paths preferred.

Crack down on drivers of cars with modified exhaust systems that exceed 95 dbA state noise limits and impact quality of life of residents!

Don't change number of lanes in Main Street

Don't have the police patrolling downtown

Improve the bike paths themselves! More signage for the paths

Increasing cyclists who could potentially be riding in the middle of Brennan Street is a recipe for disaster - many cars drive wayyy too fast!

keep bike traffic off Walker and put it on Rodriguez. Keep trucks free from killing bicyclists.

Let's make opening up a business more easily and affordable but I do think it needs to be monitored so that we just don't have 100 businesses of the same thing we need to have a mix and diverse economic stimulus diverse businesses in the town if you want to attract the youth and just good business

Levee trail: Why doesn't Watsonville have a paved bike path to Pajaro Dunes beach? Please maximize class I and class IV with planters etc. separating bikes from cars. Class II and III exist and do not feel safe. Santa Cruz has paved class I throughout town up and down their river. Why not add paved class I up and down new levee build just approved for federal funding?

Mixing bikes on Main Street with heavy traffic is a bad combination. We need to dedicate safe bike and pedestrian streets with the paseos to utilize. We can still make this plan work without lane reductions

More palm trees on my street all the way to the church

no more junk food drive throughs!!!! and decent restrooms in the city plaza !!

Please attract businesses to our downtown

Please don't use the same sort of markings for bike lanes that are on Bridge Street, which make me want to ride around them, either into the car lane or onto the sidewalk. They are so annoying.

please please add bike lanes, main street is dangerous I've almost been hit multiple times.

Signage for bike paths should be highly considered for safety precautions. Approximately 2 months ago a cyclist was hit on main street in front of St. Patrick's church

Slow traffic down on East and West Lake streets.

support railbanking

The levee and trails need to be lit up at night for safety. Too many dark corners and pockets for things to go south

The more support for bikes, promoting more in-city activity (vs. commuting out of Watsonville for jobs), the better.

The more that can be done to encourage walking and biking over car trips, the better!

There should be transportation to the Beach from downtown area and transportation to the Fairgrounds such as bike lanes and bus lanes.

There's a lack of housing in the area and everyone literally owns a car. Even a cat can own one. There's also too many idiot drivers here. I'm in favor for parklets, but this plan has shown to be dangerous in areas like Salinas, where some idiot driver ran into a parklet. Too many idiot drivers ruin most of these plans. Just be aware of that.

Truthfully all I see is traffic worsening so just leave as is.

We need a designated, class iv, bike lane on Freedom from Main St. going north to Green Valley. Currently there is permission for bicycles to use the whole lane, but many car drivers don't pay attention to these signs and it's dangerous to ride there.

We need to get people out of cars for many reasons! Increasing safety is of paramount importance.

When implementing Class III bike facilities, we need to include provisions for driver and cyclist education on how to use sharrows.

where possible avoid placing bike lanes next to parked cars - avoid cyclists being 'doored'

While I do currently love our wetlands trails, they could use a bit more 'care' as I am often walking the trails with garbage bag and picker in hand. I would also like to possibly see the trails around Ramsay Park, and by the Nob Hill area to add Exercise stops like some other cities have and how the PVUSD provided at some schools in the 80's & 90's. Pull up bars, sit up inclines, etc. Thank you.

With all these changes, the potential impact of additional traffic on Riverside Drive should be considered and alternate routes solutions should be strategized. It is already a highly trafficked street impacting that neighborhood, residence and their quality of life. Also would like to see forward thinking innovations/redevelopments that are environmentally friendly and less high density spaces. More trees and plants to preserve our pajarito valley.

Yes! Please make the roads safer for cyclists

quien hace los estudios de todos estos cambios de la ciudad son personas k estan familiarizadas o viven aqui en la ciudad no es lo mismo planes de ciudades grandes comparando a esta ciudad

Appendix A

Below are the methods by which the survey was advertised.

Date	Audience Reached	Platform
<i>5.6.21</i>	<i>Survey Opened</i>	
5.6.21	Meeting Attendees	Community Workshop #2 (zoom meeting)
5.7.21	Facebook Viewers	City of Watsonville Facebook
5.7.21	City of Watsonville Website Viewers	City of Watsonville Website (online until 6.13.21)
5.14.21	Farmers' Market Attendees	Farmers' Market (in-person)
5.21.21	Facebook Viewers	City of Watsonville Facebook
5.21.21	Farmers' Market Attendees	Farmers' Market (in-person)
5.24.21	Advisory Committee Members	Email
5.26.21	Pajaro Valley Chamber of Commerce	Email
5.28.21	Farmers' Market Attendees	Farmers' Market (in-person)
6.2.21	High School Students	Empower Watsonville / PVPISA (zoom meeting)
6.3.21	Interested Parties	Email
6.4.21	Farmers' Market Attendees	Farmers' Market (in-person)
6.11.21	Farmers' Market Attendees	Farmers' Market (in-person)
<i>6.17.21</i>	<i>Survey Closed</i>	Survey Closed