

raimi+
associates

City of Watsonville

Downtown Specific Plan + EIR

Advisory Meeting #7 | April 14, 2022

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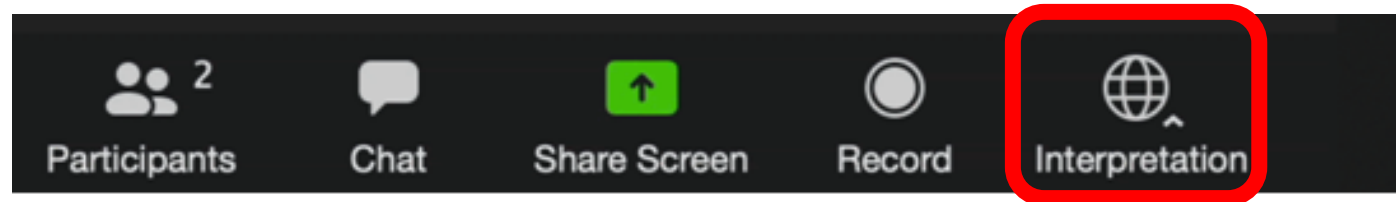
Zoom – What You Need To Know

■ Interpretation

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

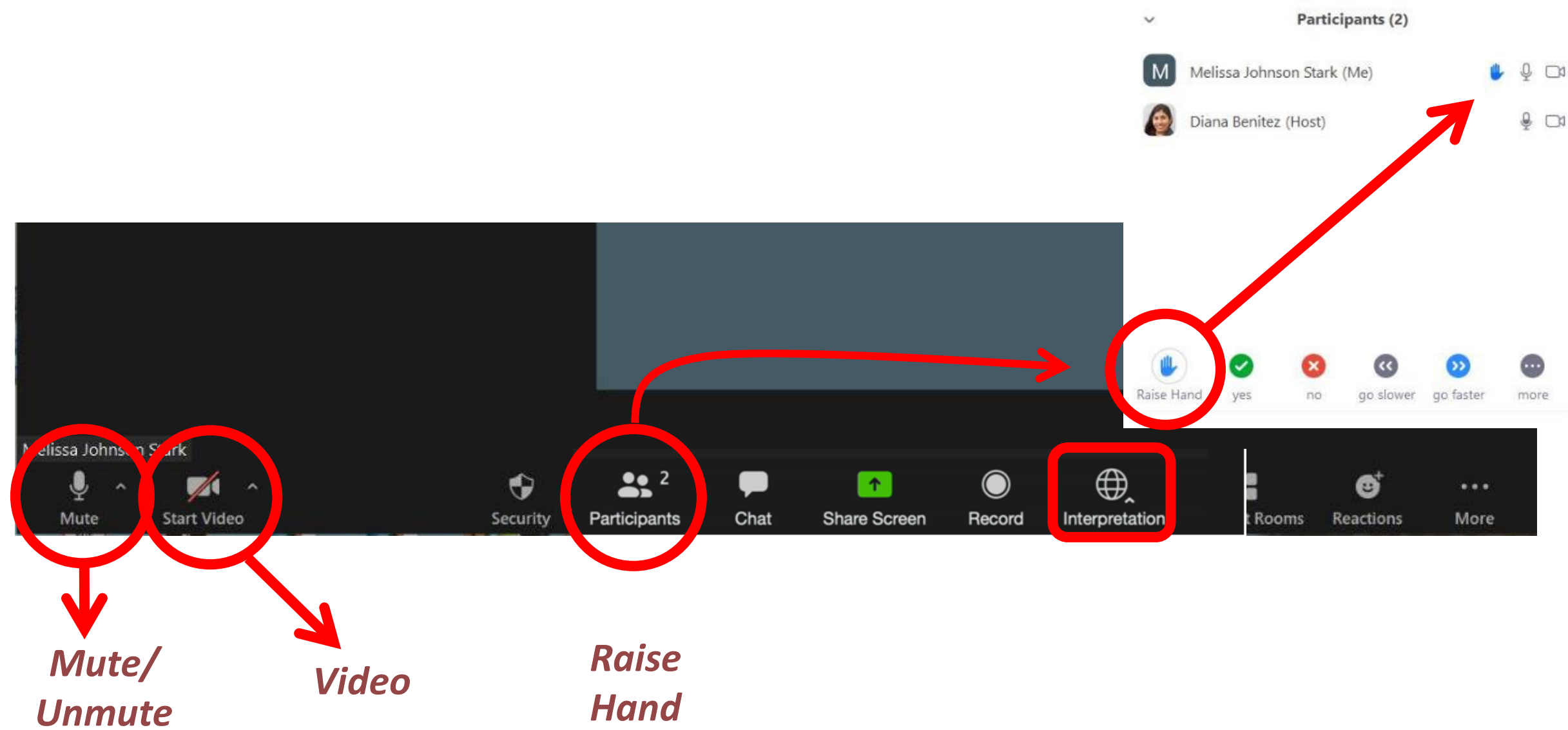
Español – bajo la opción Español

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



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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

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

Welcome and Introductions

Advisory Committee

- Jane Barr
- Eduardo Cervantes
- Gina Cole
- Maria Elena De la Garza
- Francisco Estrada, Councilmember
- Aurelio Gonzalez
- Neva Hansen
- Felipe Hernandez
- Sylvia Luna
- Carmen Herrera Mansur
- Sal Orozco
- Ben Ow
- William Ow
- Manuel Rodriguez
- Shaz Roth
- Tony Scurich
- Brian Spector
- Jenni Veitch-Olson

Project Team Introductions

City Staff

- Suzi Merriam, Community Development Director
- Justin Meek, Principal Planner
- Elena Ortiz, Administrative Analyst
- Angelica Jauregui, Interpreter

Consultant Team

- Simran Malhotra, Principal, Raimi + Associates
- Jasmine Williams, Senior Planner, Raimi + Associates
- Meghan Weir, Principal, Nelson\Nygaard
- Zach Zabel, Senior Associate, Nelson\Nygaard

Advisory Committee Meetings

1. Introduction/project overview
2. Existing conditions, issues, opportunities and visioning
3. Plan framework (streets, public spaces, land use)
4. Refined plan framework and Opportunity sites
5. Downtown design character/Development code
6. Housing
- 7. Mobility and parking**
8. Specific Plan review
9. Revised Specific Plan review

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

Agenda

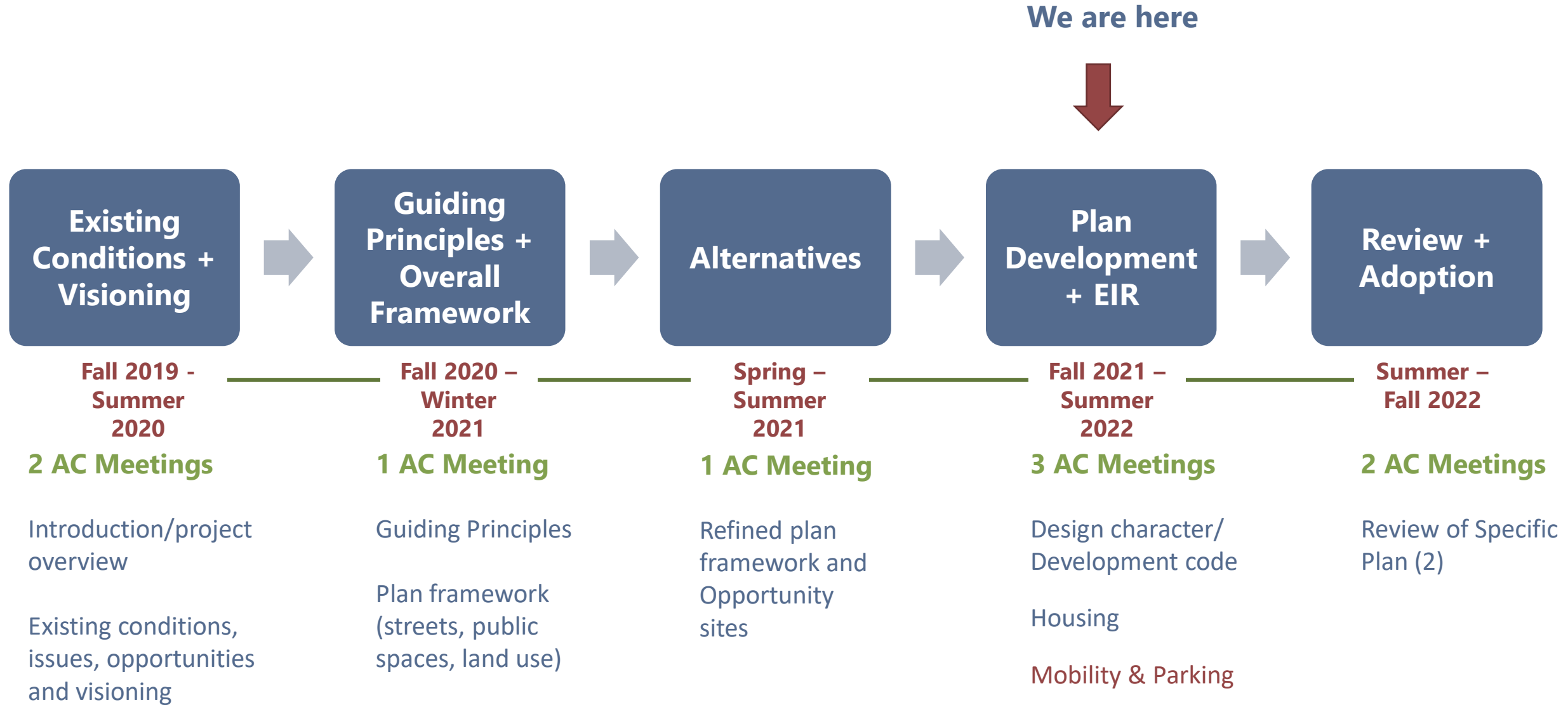
Welcome! Tonight, we will...

- Updates on Progress to Date
- Presentation & Discussion:
 - Mobility Framework
 - Where We Are
 - What We Heard
 - Modal Priorities
 - Design Concepts
 - Parking & Curb Management
- Public Comment



Specific Plan Process Overview

Specific Plan Process Overview

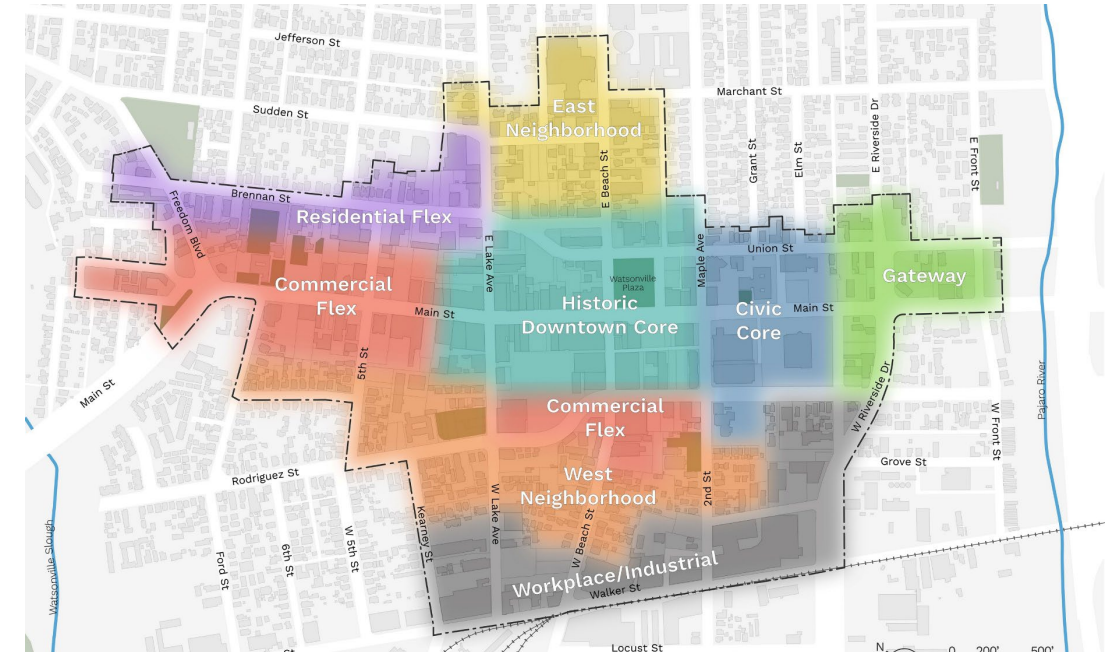


Community Engagement Efforts to Date

- **Stakeholder Interviews & Focus Groups**
- **Advisory Committee Meetings (6) and Interviews**
- **Community-Wide Workshops (2)**
- **Online Engagement**
 - Draft Themes and Guiding Principles Feedback (100 comments)
- **Community-Wide Surveys (2)**
 - Strengths, Issues, and Opportunities Survey (666 respondents)
 - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- **City Council Updates (2)**

Recent and Ongoing Work Efforts

- **Big Ideas for Downtown**
- **Character areas**
 - Refinement of boundaries
 - Placemaking priorities
- **Opportunity sites**
 - Conceptual plans
- **Public realm design refinements**
 - Street network
 - Bicycle network
- **Caltrans Updates**
 - Potential Funding for Road Diet on Main Street
- **Drafting of Specific Plan document**



Mobility In Watsonville

Mobility Framework, Where We Are, What We Heard, Modal Priorities, Design Concepts, Parking & Curb Management

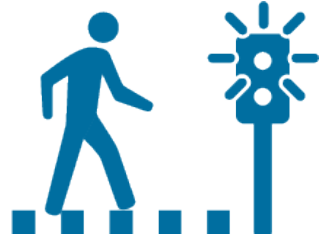
Mobility Framework

Multimodal Network & Strategies



Mobility Themes

■ Safety



■ Dignity



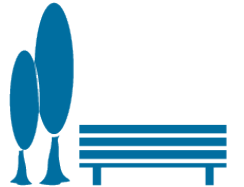
■ Equity



■ Vitality



■ Preservation



■ Innovation

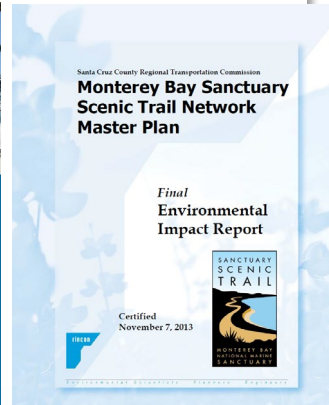
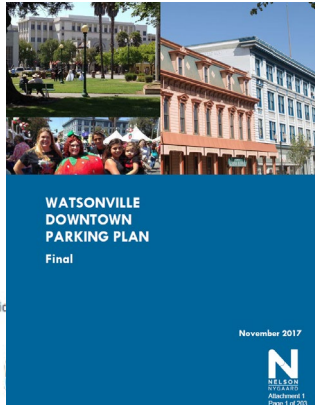
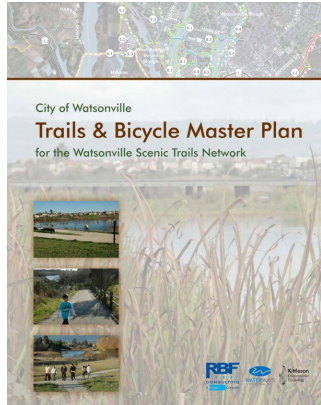
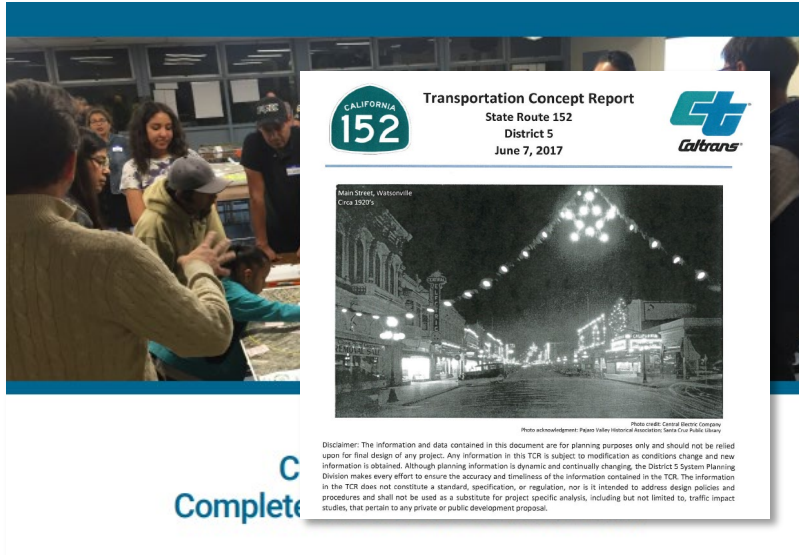


Mobility Goals

- Complete Streets
- Parking
- Curb Management
- Travel Demand Management
(TDM)

Mobility Foundation

- Trails & Bicycle Master Plan (2012)
- Draft 2030 General Plan (2012)
- Monterey Bay Sanctuary Scenic Trail Network Master Plan (2013)
- SR 152 Transportation Concept Report (2017)
- Downtown Parking Study (2017)
- Complete Streets to School Plan (2020)
- Downtown Complete Streets Plan (2019)
- Vision Zero Action Plan (2021)



Where We Are and What We Heard

Watsonville: Where We Are

Existing Mobility Conditions

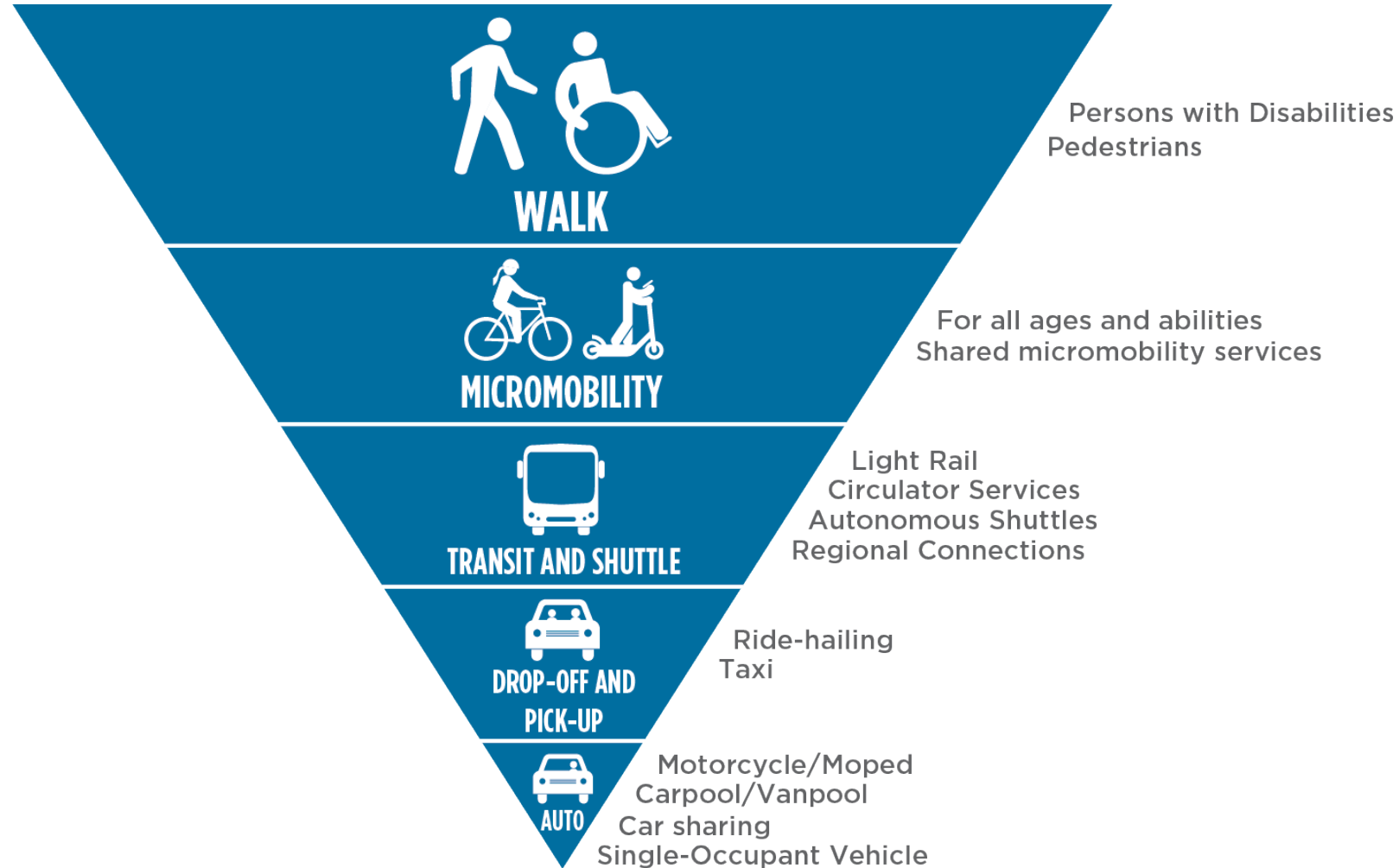


What We Heard From The Community



Modal Priorities

Prioritize people over vehicle movement



Standards and Guidelines

Pedestrian

- Continuous sidewalks
- Better crossings
- Sidewalk lighting
- Direct connections



Bicycles

- Separate from traffic
- Calm traffic
- Use best practice design manuals
- Expand bicycle parking options
- Intersection improvements



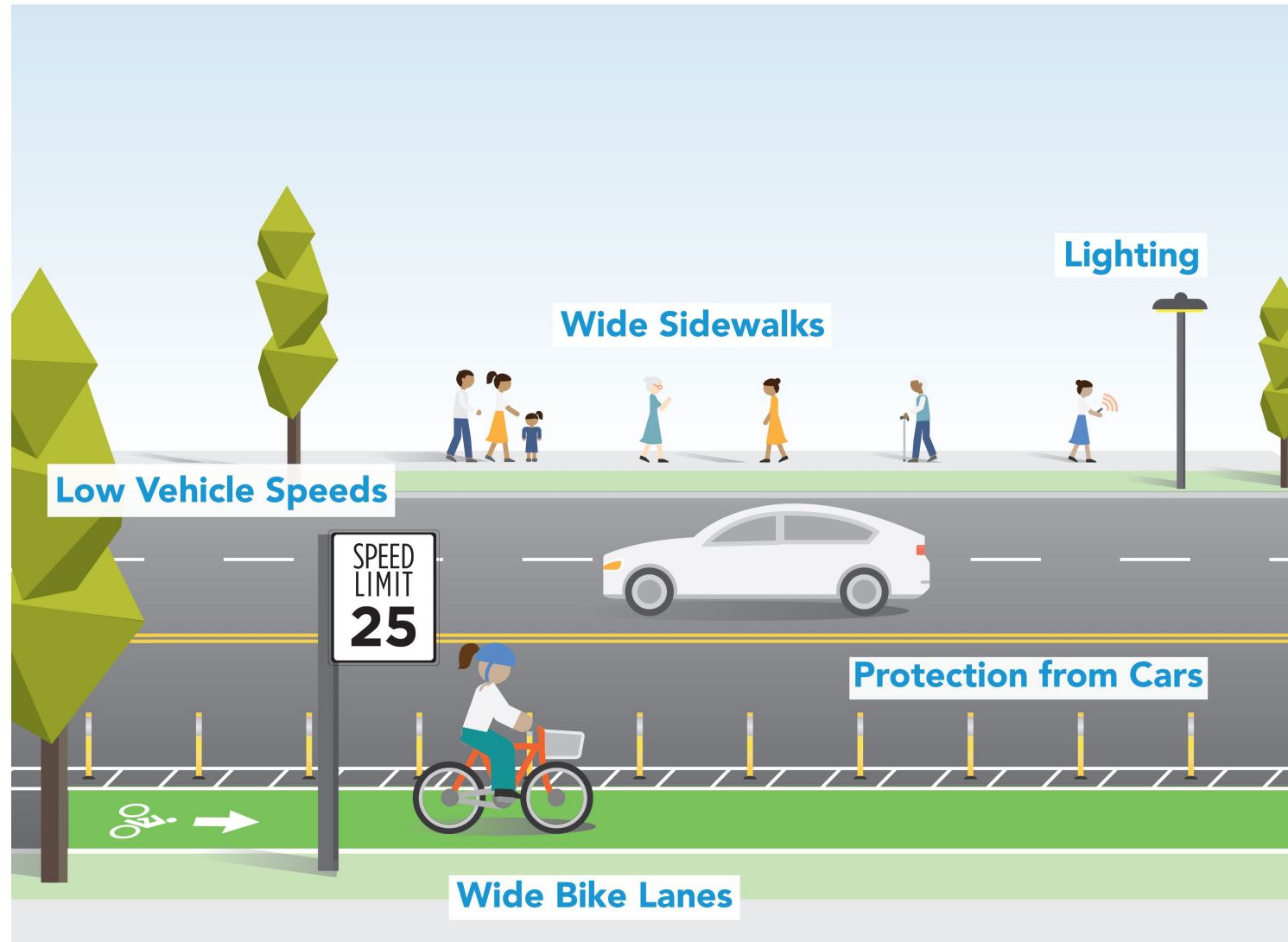
Transit

- Connections to downtown
- Connections to regional service
- Improve bus service speed and frequency
- Bus shelters and amenities



Downtown Multimodal Network

Create prioritized spaces and networks for people who walk, bike and take transit

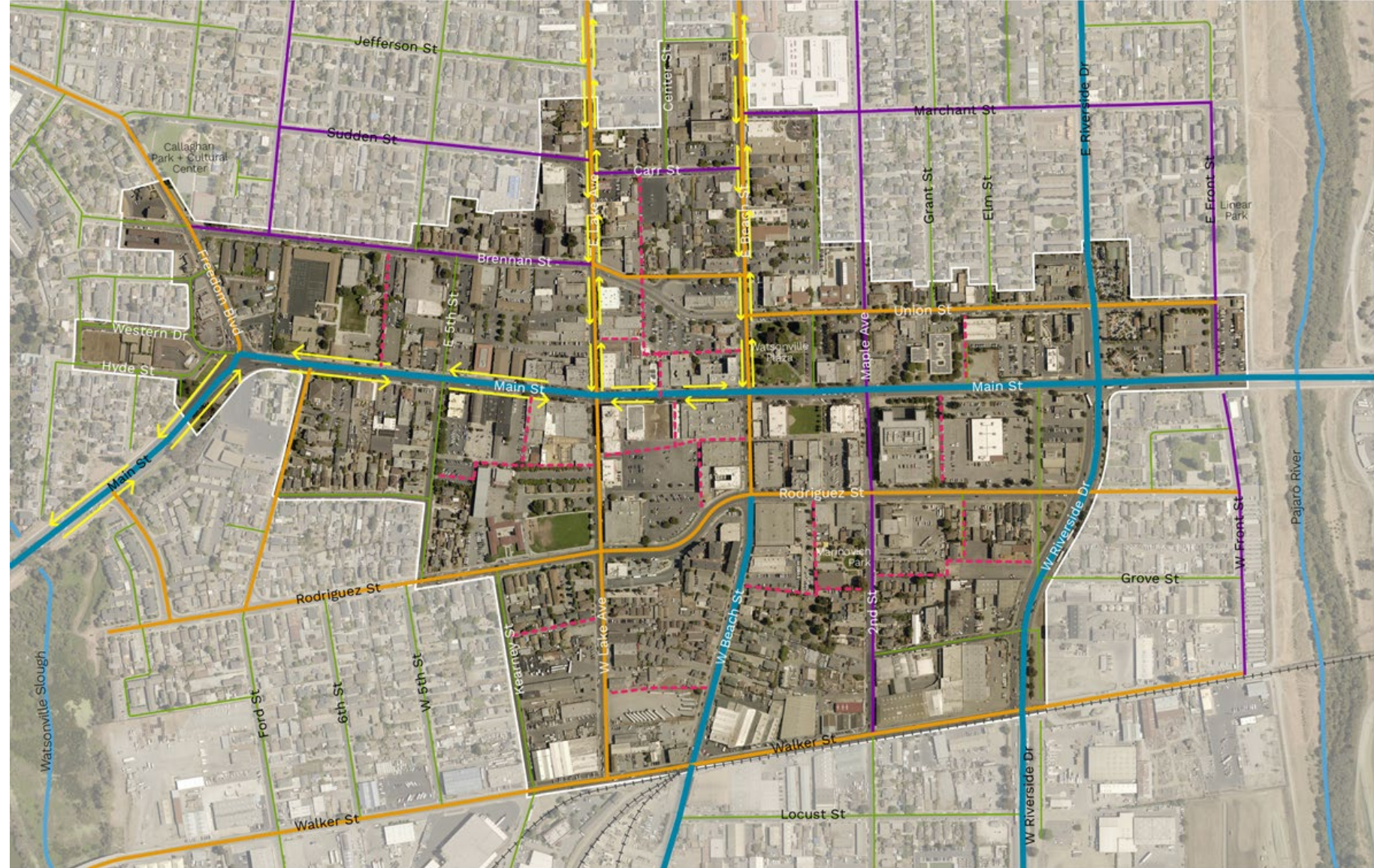


Questions?

Network Recommendations

Street Network Improvements

- Convert E Lake Ave and E Beach St to two-way
- Reduce number of lanes on Main St from four to three with a center running left turn lane
- Square off connection between Union St and Alexander Ave from E Lake Ave to E Beach St



Study Area



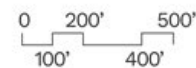
- Specific Plan Boundary
- Building Footprint
- Parcel
- Rail Line

- Park/Open Space
- Waterway

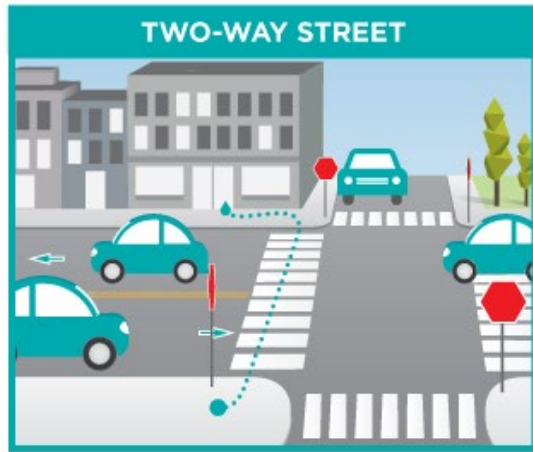
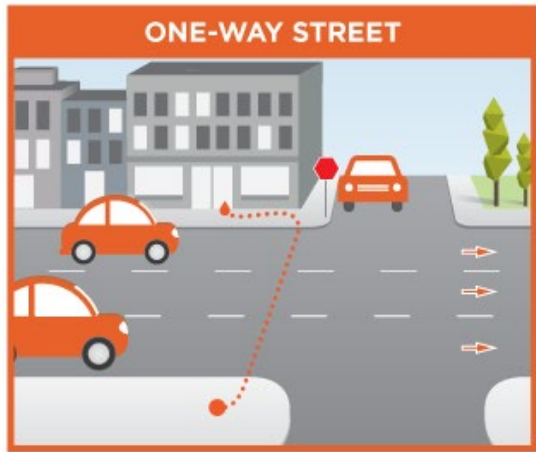
Roadway Network

- Major Arterial
- Minor Arterial
- Collector
- Local Street

- Paseos
- Direction of Travel



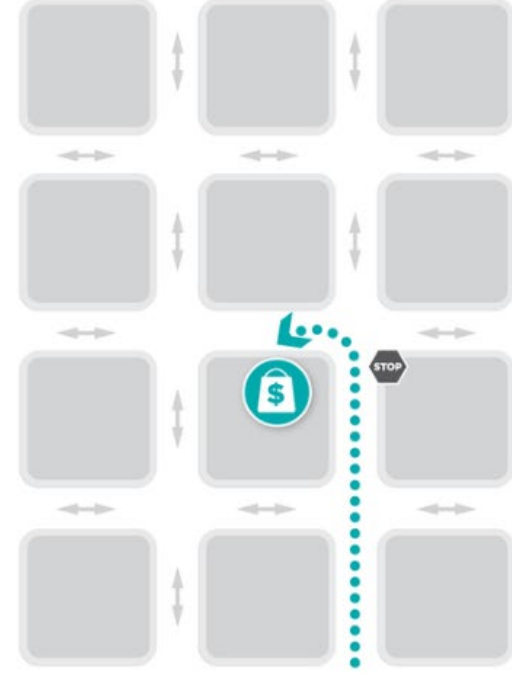
Two-way Conversion on Lake and Beach Couplet



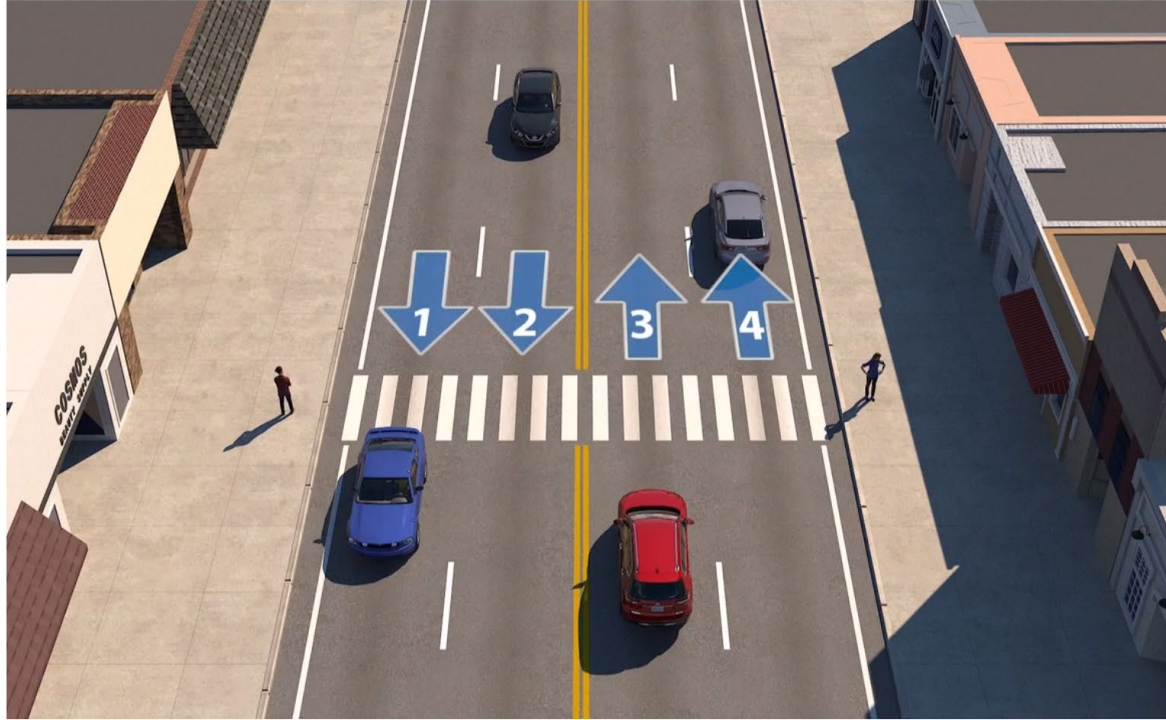
ONE-WAY STREET NETWORK



TWO-WAY STREET NETWORK

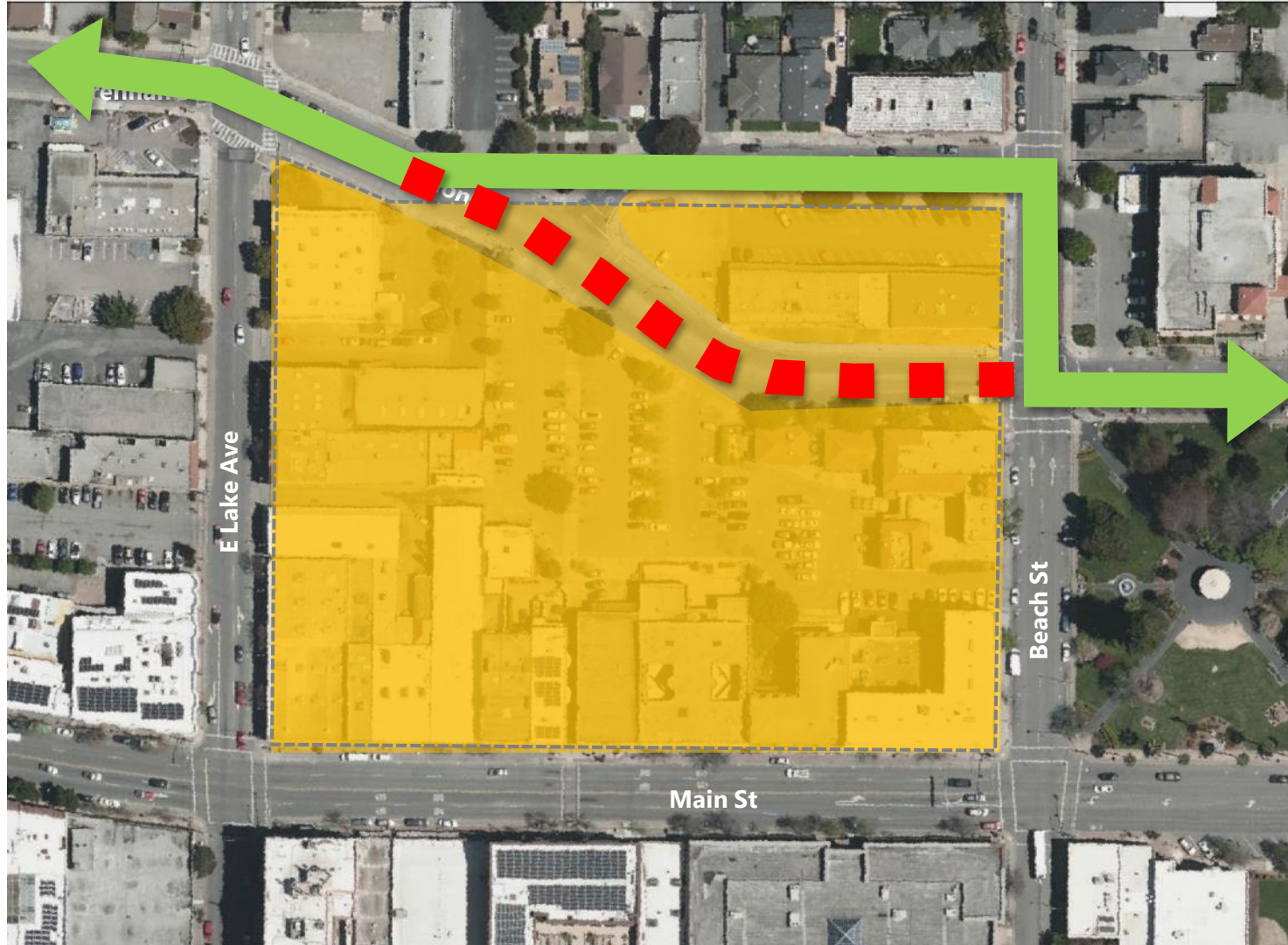


Road Diet on Main Street



Source: IOWADOT

Realign Alexander Street



Pedestrian Network Improvements

- Upgraded crosswalks
- Direct accessible ramps
- Curb extensions
- Lead-pedestrian intervals
- Human-scale lighting
- Mid-block crossings
- Paseos
- Chicanes



Study Area

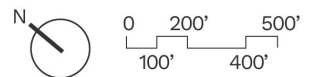


- Specific Plan Boundary
- Building Footprint
- Parcel
- ++++ Rail Line

- Park/Open Space
- Waterway

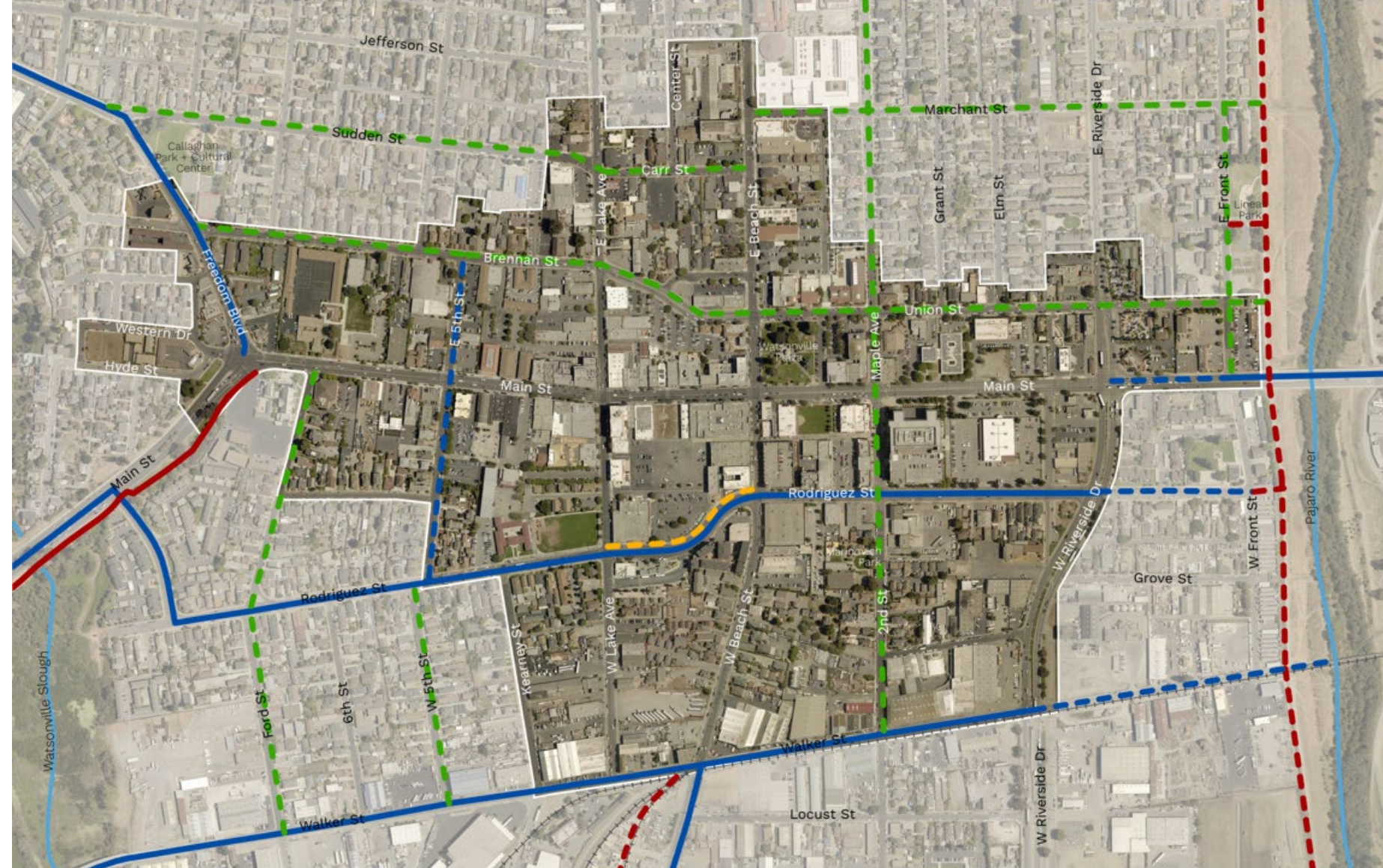
Pedestrian Network

- Paseos
- Intersection Improvements
- Midblock Crossings



Bike Network Improvements

- Facility types:
 - Bike paths (Class I)
 - Bike lanes and buffered bike lanes (Class II)
 - Bike routes (Class III)
- Enhanced buffers
- Bicycle parking
- Bicycle repair stations



Study Area



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

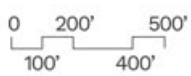
- Park/Open Space
- Waterway

Existing Bicycle Network & Opportunity Corridors

- Class I Bicycle Path
- Class II Bicycle Lane
- Class III Bicycle Route

Recommended Bicycle Facilities

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



Questions?

Design Concepts

Main Street (E Lake Avenue to E Beach Street)

Existing



Proposed

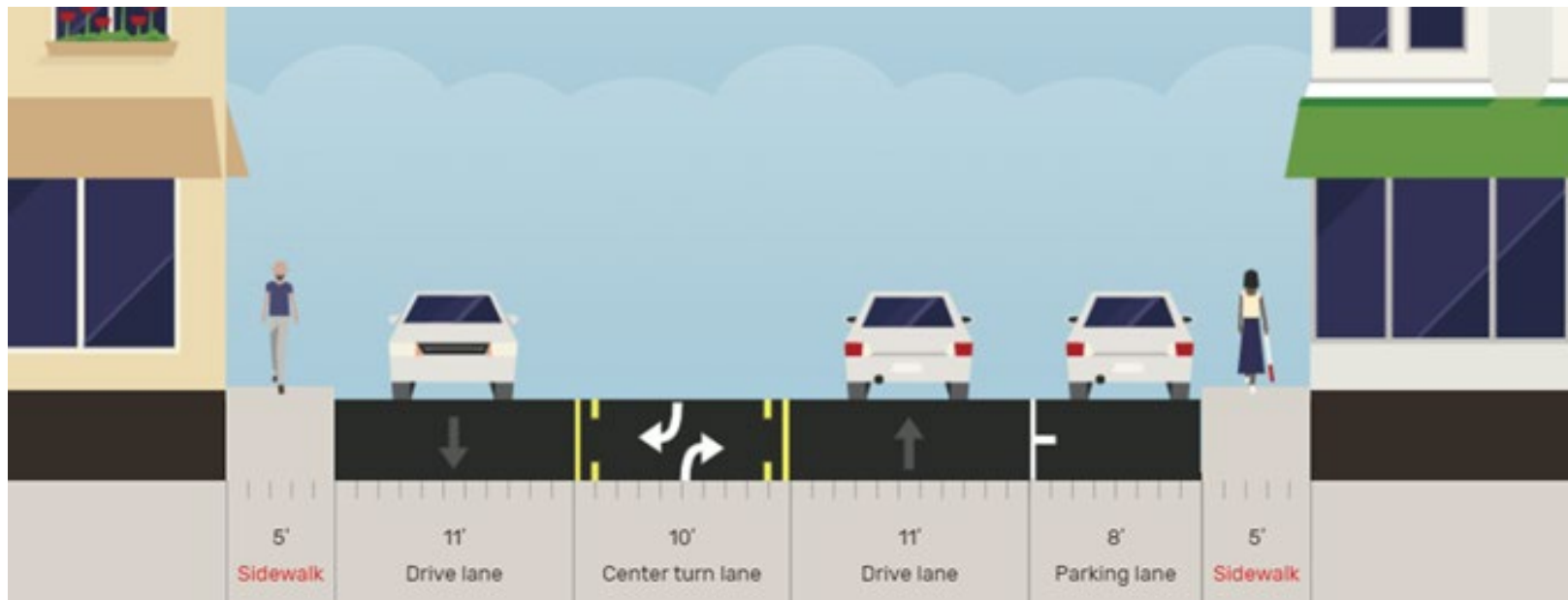


E Lake Avenue (at Main Street Intersection)

Existing



Proposed

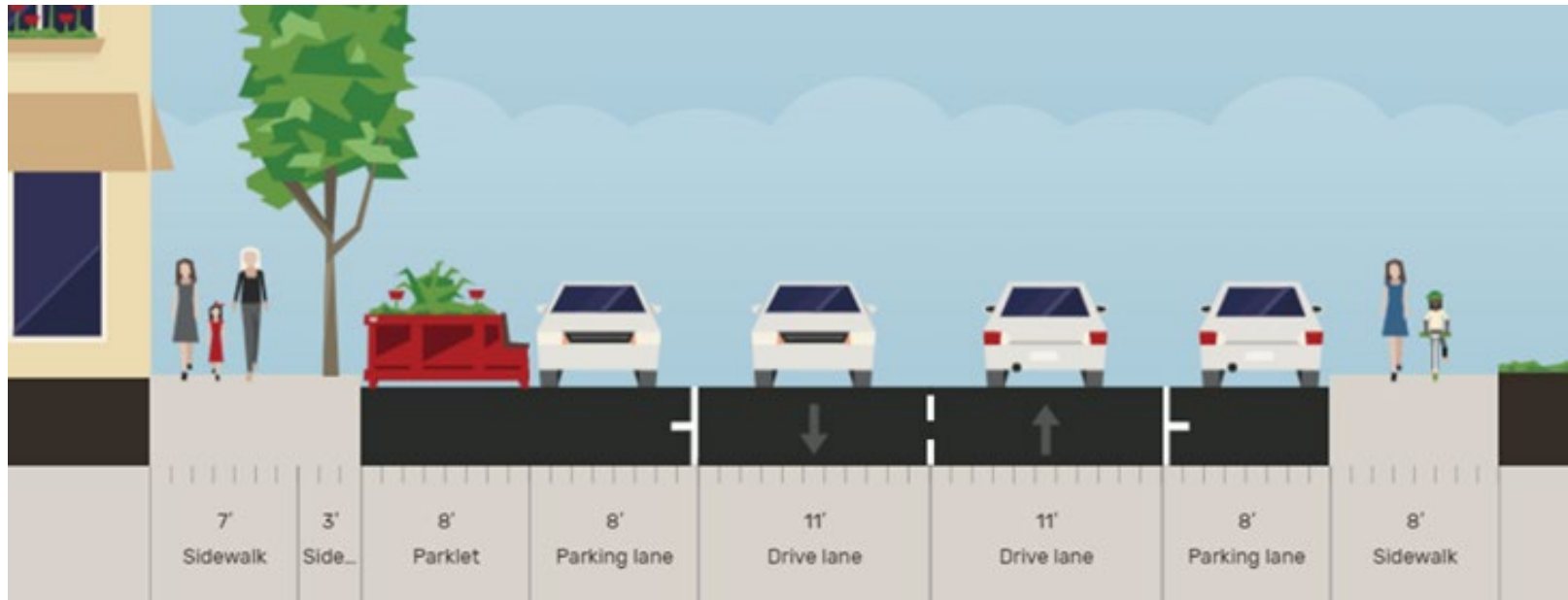


E Beach Street (Main Street to Union Street)

Existing



Proposed

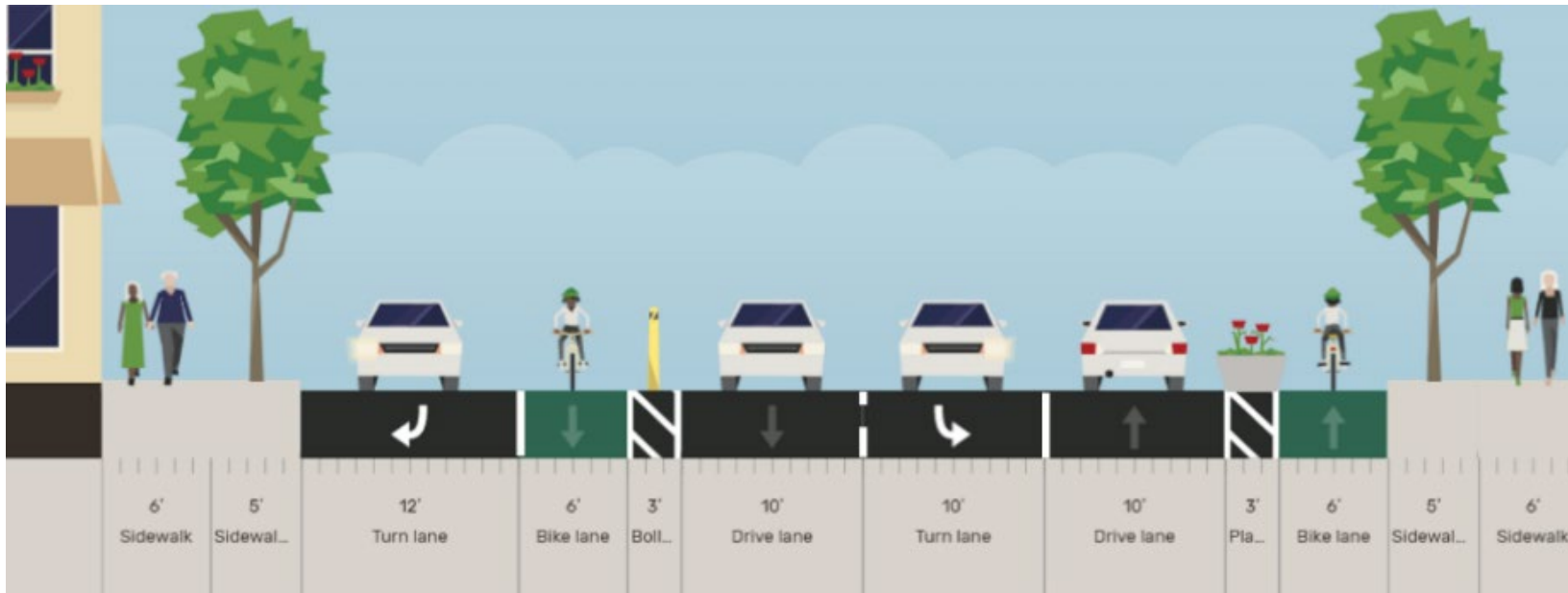


Rodriguez Street (W Lake Avenue to W Beach Street)

Existing



Proposed

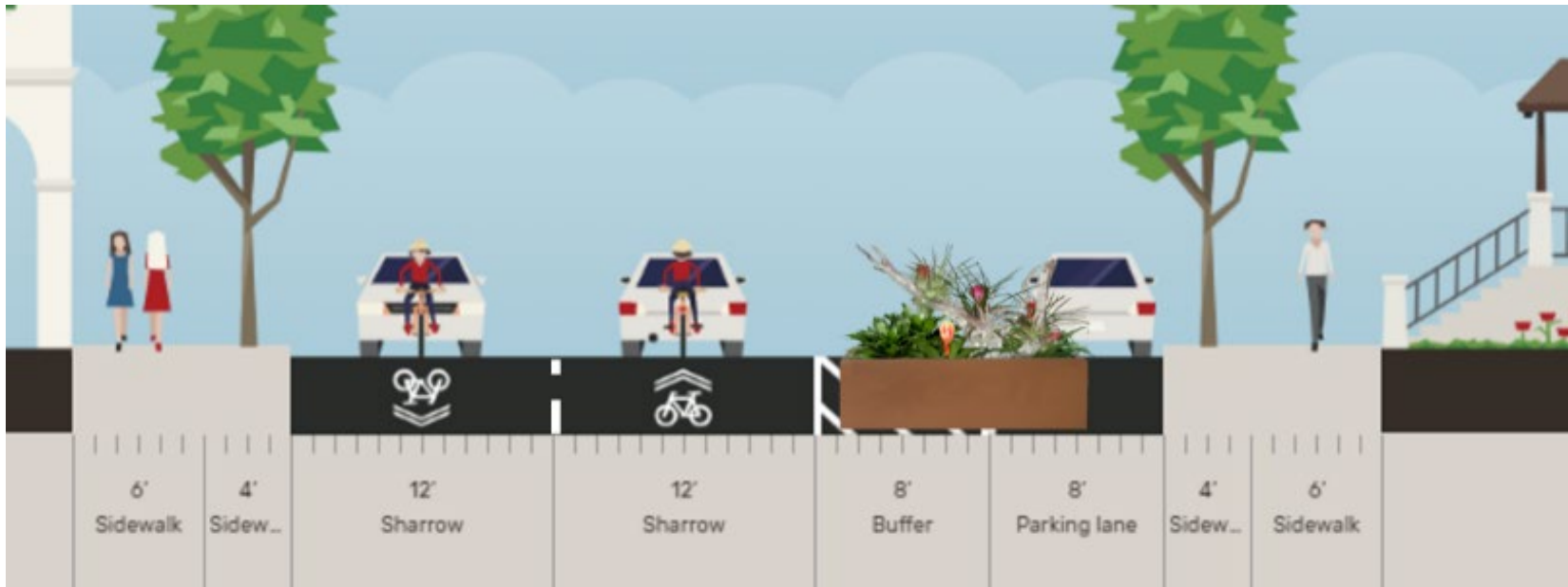


Union Street (Maple Avenue to Grant Street)

Existing



Proposed

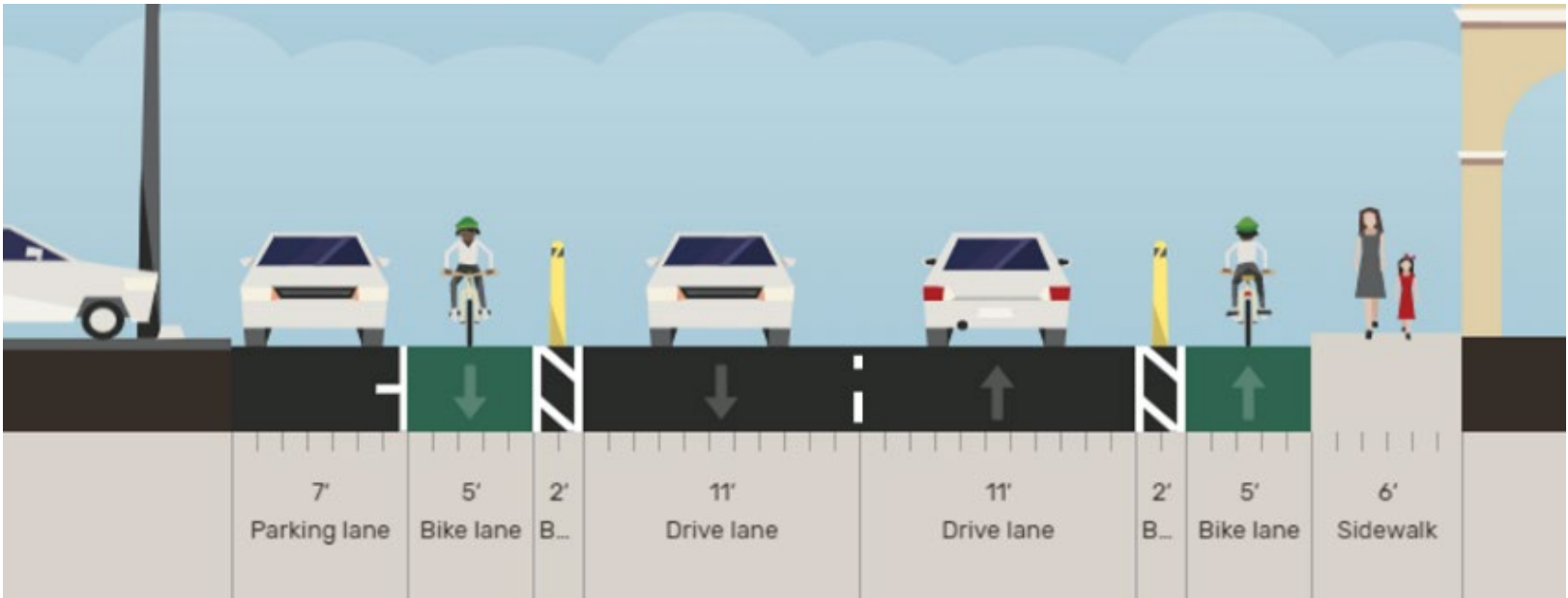


Walker Street (W Lake Ave to W Beach Street)

Existing



Proposed



Paseos and Sidewalk Zones



Paseos



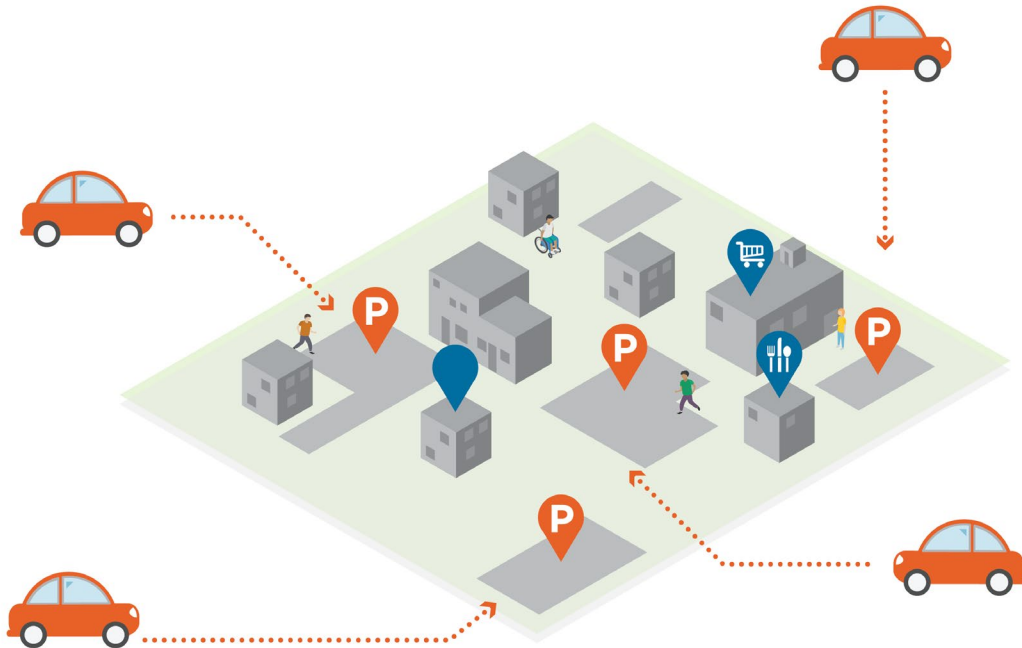
Sidewalk Zones

Questions?

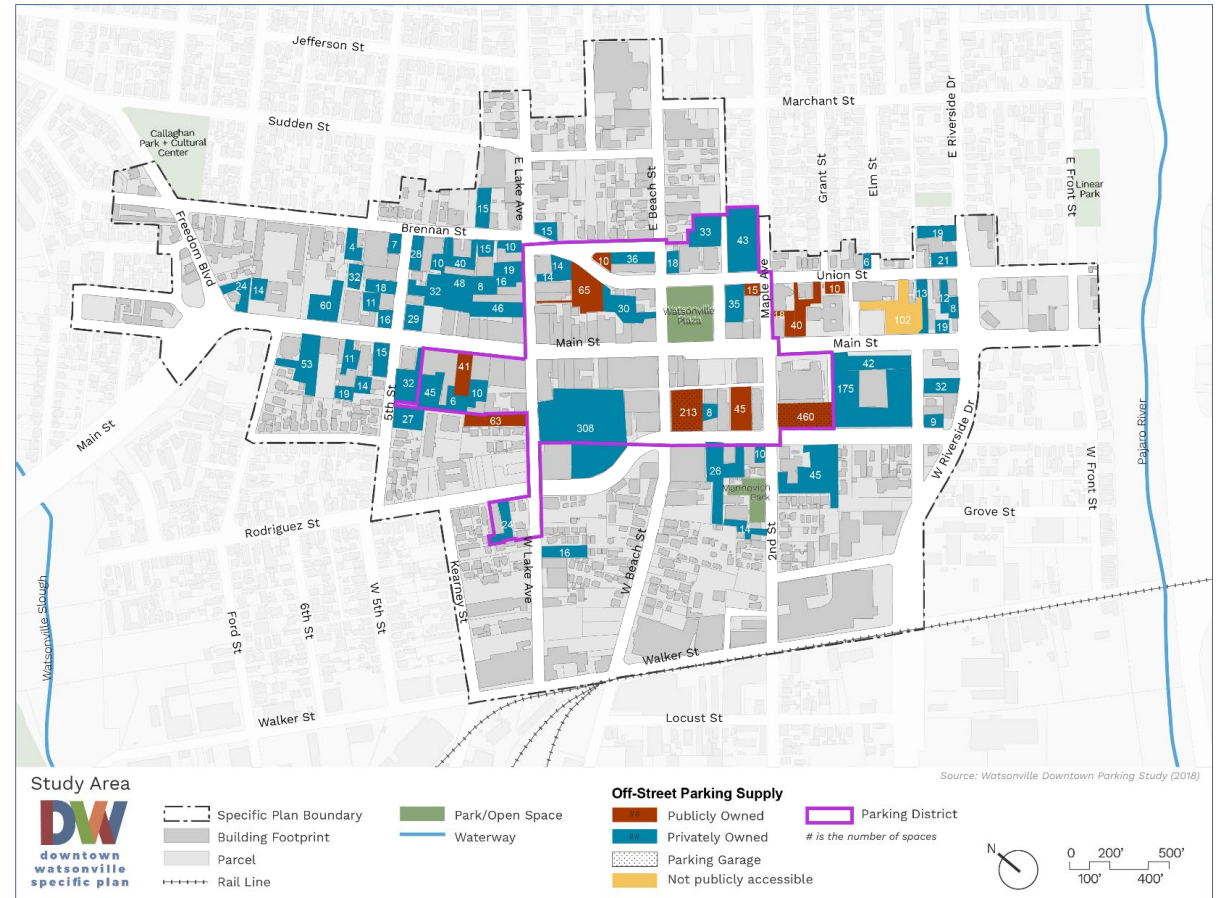
Parking and Travel Management

Existing System

Distributed Parking



Existing Off-street Parking Supply



Right-size parking for the district

Shared District Parking



Why reduce parking minimums?



Renter
Renee



Homeowner
Harriet



Shopkeeper
Shauna



Developer
Danielle



Planner
Pamela

1

Increase housing affordability and reduce construction costs



2

Give new flexibility to small business owners who want to use their off-street parking for other uses



3

Support economic growth



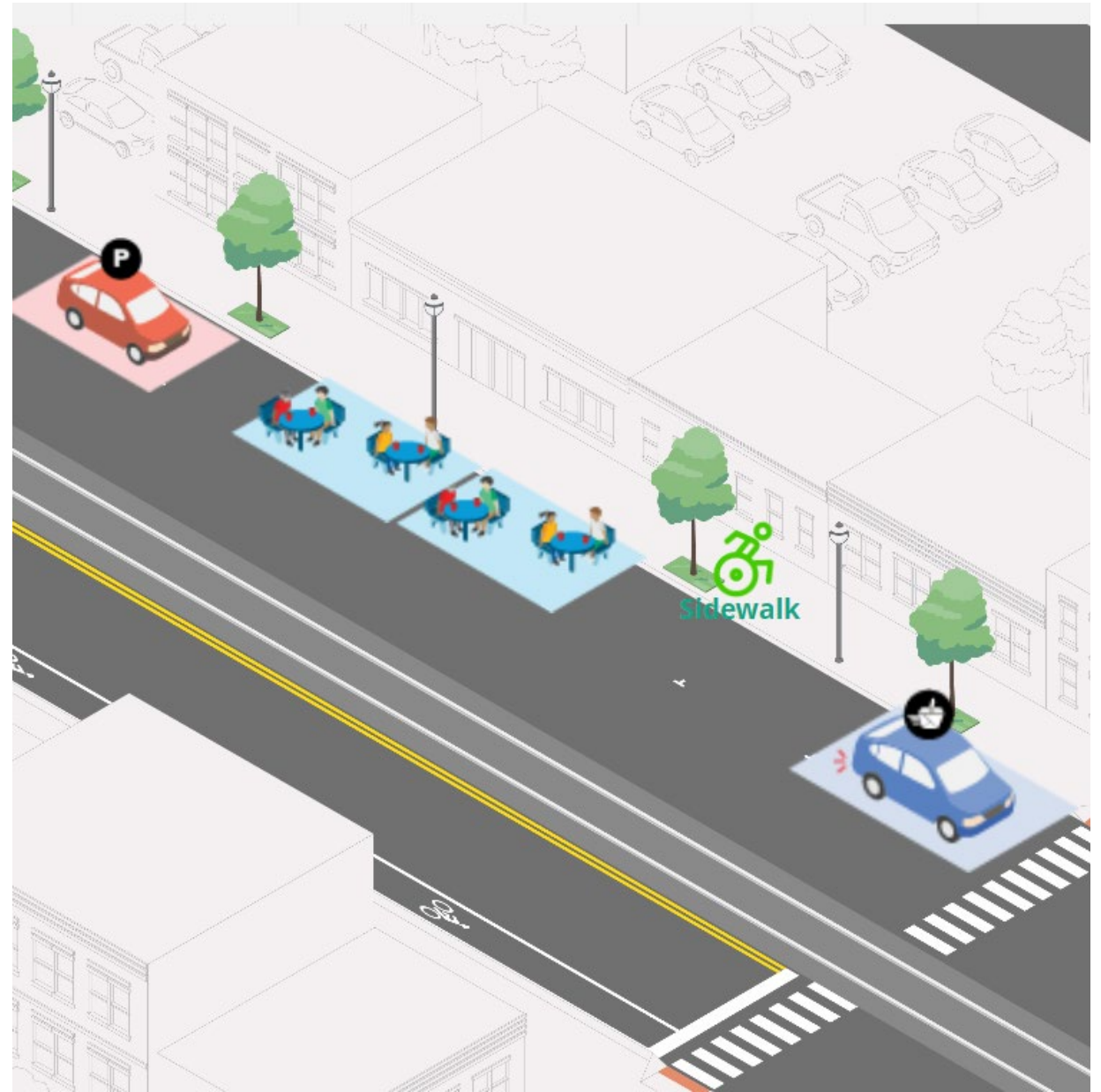
4

Reduce our emissions and make walking, biking, and transit more appealing



Curb Management

- Accommodate passenger pick-up/drop-offs
- Enable on-street dining and pick-ups
- Consolidate commercial deliveries
- Reduce conflicts between modes



Questions and Discussion

Public Comments

(2 minutes per speaker)

Next Steps

- **Release of Draft Specific Plan – June 2022**
- **Advisory Committee Meeting and Community Workshop – Public Draft Specific Plan – June 2022**
- **Program EIR preparation – May - September 2022**
- **Adoption Hearings – October - November 2022**



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