



Appendices

APPENDIX A: COMMUNITY ENGAGEMENT SUMMARY

Appendix A: Community Engagement Summary

The Specific Plan process presented a unique and important opportunity for community members to participate and share their ideas to guide Downtown's future. A primary objective of the Plan was to accurately reflect community aspirations and ideas. The information gathered through engagement activities were recorded and compiled to ensure City staff, the Advisory Committee (AC), the public, and decision-makers have a full understanding of community and stakeholder opinions when drafting, reviewing, and adopting the Downtown Watsonville Specific Plan.

The City was committed to fostering public ownership of the Downtown Specific Plan and created multiple ways to get involved in the update process. These opportunities included:

- Subscribing to the project email list
- Visiting the project webpage
- Reviewing project flyers
- Visiting and engaging with the City's social media channels
- Attending public meetings and workshops
- Completing online surveys
- Talking to your neighbors, friends, and colleagues

The engagement effort was an open and transparent process, centered on the following key objectives:

- Consistent, two-way communication between stakeholders and the City,
- Representation from diverse stakeholders including community members who may not usually participate in civic projects and government meetings,
- Education and communication to the public about the planning process,
- Gathering meaningful input and feedback from the stakeholders and the community at large to inform the planning process,
- Alignment of the plan with stakeholder and community needs,
- Solicitation and integration of feedback on key issues for Downtown Watsonville, and
- Community ownership of the process and final plan.

Interactive Project Website

As a means to keep the community up to date on important project related information, the City hosted a project webpage for the duration of the project. The project webpage contained information about the project, shared announcements, explained the purpose of the Specific Plan, communicated objectives,

shared milestones, and archived resources and materials from past events and meetings. The website also provided a majority of information in both English and Spanish. The project webpage for the Downtown Watsonville Specific Plan can be accessed by visiting:

<https://www.cityofwatsonville.org/1626/Downtown-Specific-Plan>

Stakeholder Meetings

On September 25th and 26th of 2019, the project team met with a range of members from the Watsonville community – community groups, business leaders, advocacy organizations, and community leaders – and conducted 11 stakeholder interviews discussing key issues and opportunities for the Downtown Watsonville Specific Plan. The comments received at these meetings were categorized into five major categories – opportunities, challenges, needs, other comments, and examples of desirable, model communities and areas.

Focus Groups

A business focus group was held on December 17th, 2020, via zoom. The purpose of the focus group was the following:

- Review market and regulatory context
- Share Community feedback
- Discuss what works and what doesn't, future land uses, and the development framework and process
- Explore the viability of potential opportunity sites

Advisory Committee Meetings

City council helped to establish and Advisory Committee (AC) for the project which comprised of 15 individuals. Advisory committees are a structured way for individual community members to share their opinions and perspectives, study issues, and develop recommendations in a focused, small group format. Members were strictly advisory and non-voting and met eight times during the planning process. The AC reviewed plan concepts, helped to guide the engagement process, and provided advice on plan direction. These meetings were open to the public through public noticing and Spanish translation was provided at every meeting. The following summarizes the eight AC meetings, and the topics covered at each meeting:

Advisory Committee Meeting #1: September 25, 2019

- The meeting was attended by the Mayor, Councilmembers, Planning Commission Chair and 11 members of the Advisory Committee.

- The meeting purpose was as follows:
 - Initiate the Advisory Committee
 - Provide an overview of the Specific Plan process
 - Discuss Advisory Committee roles and responsibilities
 - Review and discuss the Public Participation Plan
 - Brainstorm key issues and opportunities

Advisory Committee Meeting #2: August 5, 2020

- 14 members of the Advisory Committee attended the meeting.
- The meeting purpose was as follows:
 - Reconvene the Advisory Committee for the Downtown Watsonville Specific Plan
 - Review Existing Conditions Analysis prepared by the consultant team
 - Brainstorm the guiding principles for the Specific Plan process
 - Develop a shared vision for Downtown Watsonville
 - Provide an overview of the Specific Plan process moving forward

Advisory Committee Meeting #3: December 15, 2020

- 13 members of the Advisory Committee attended the meeting
- The meeting purpose was as follows:
 - Review community survey results
 - Overview draft vision themes and guiding principles
 - Discuss land use character areas
 - Refine land uses, design character and public realm concepts in breakout rooms

Advisory Committee Meeting #4: April 28, 2021

- 10 members of the Advisory Committee attended the meeting
- The meeting purpose was as follows:
 - Update the Advisory Committee on progress to date
 - Review and receive feedback on the Character Areas and Opportunity Sites concepts
 - Review and receive feedback on the proposed Street and Bicycle Network concepts

Advisory Committee Meeting #5: October 6, 2021

- Eight members of the Advisory Committee attended the meeting
- The meeting purpose was as follows:
 - Updates on progress to date
 - Report Back on Community Survey #2 Results
 - Review and receive feedback on the proposed Zoning Framework

Advisory Committee Meeting #6: February 10, 2022

- 11 members of the Advisory Committee attended the meeting
- The meeting purpose was as follows:
 - Updates on project progress
 - Learn about current setting, City housing programs, recent State laws, and best practices from other communities
 - Discuss policy recommendations for affordable housing and anti-displacement

Advisory Committee Meeting #7: April 17, 2022

- The meeting was attended by (7) members of the Advisory Committee
- The meeting purpose was as follows:
 - Updates on project progress
 - Learn about the Downtown Watsonville Specific Plan's mobility and parking recommendations

Advisory Committee Meeting #8: June 30, 2022 *(Information to come after meeting)*

Community Workshops

Community Workshops were open to the public and intended to explain and solicit feedback on major components of the project. Interactive community meetings were held three (3) times during the project. Meetings typically lasted 2-3 hours and were intended to focus on discovery, receiving guidance on the Plan framework and sharing drafts of the Plan resulting from the project efforts. The format, structure, and activities of each will reflected the specific topic and stage in the process to gather input from participants and guide the development of the Specific Plan. Spanish translation was also provided at every meeting.

- *Community Workshop #1* was held on September 30, 2020. The meeting was held on Zoom and broadcasted live on the City of Watsonville's Facebook Page. About 40 community members attended the meeting. The goal for this workshop was to educate the community about the project background and to engage participants in identifying and understanding key issues and a future vision for the area. The meeting **objectives were:**
 - Provided an overview of the Downtown Watsonville Specific Plan project
 - Review existing conditions, issues + opportunities
 - Gather feedback on your vision for downtown Watsonville
 - **Release** the community survey
- *Community Workshop #2* was held on May 6, 2021. The meeting was held on Zoom and broadcasted live on the City of Watsonville's Facebook page. 40 community members attended the meeting. This workshop was critical in providing the team with direction to

prepare the framework plan, receiving guidance on the preferred alternative, and the detailed Specific Plan. The meeting **objectives were:**

- Provide an overview of the Downtown Watsonville Specific Plan project
- Provide 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 concepts
- *Community Workshop #3* will be held on June 30, **2022**, on Zoom and broadcasted live on the City of Watsonville's Facebook page. *(Information to come after meeting)*

Online Engagement + Community-Wide Surveys

As a parallel process to the workshops, the City used online surveys to engage with and receive input from the public. Surveys were also translated into Spanish to ensure that all voices in the community were heard. The topics covered included:

- Community Survey #1 Strengths, Issues, and Opportunities Survey
- As a part of the Downtown Watsonville Specific Plan project, the City of Watsonville conducted an online community survey to collect feedback on strengths, issues, opportunities, and community vision for the downtown. The survey officially opened on September 30th, during the DWSP Community Workshop #1, and closed on November 16th. The survey was available in English and Spanish. The survey had a total of (666) responses, (132) of which were in Spanish. It should be noted 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. The Pop-up Event section below lists details about the Farmers Market pop-ups in addition to a list of the dates that they were held.
- Community Survey #2: Public Spaces, Character Areas, Streetscape & Bike Network
- 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. While the survey was primarily conducted online, City staff also solicited in person responses at the Farmers' Market at the Plaza on several days. The Pop-up Event section below lists details about the Farmers Market pop-ups.

Pop-up Events

Pop up Events – In conjunction with the two online surveys, the project team conducted nine pop-up events at the weekly Farmers Market at Watsonville City Plaza to enable a broader diversity of community members to provide their input. The project team hosted informational booths at each pop-up event to answer questions, hand out project flyers and collect paper survey responses in English and Spanish.

The following events were held for each of the surveys:

Community Survey #1

- Friday, October 16th, 2020
- Friday, October 30th, 2020
- Friday, November 6th, 2020
- Friday, November 13th, 2020

Community Survey #2

- Friday, May 14th, 2021
- Friday, May 21st, 2021
- Friday, May 28th, 2021
- Friday, June 4th, 2021
- Friday, June 11th, 2021

Additionally, the project team spoke with a group of Watsonville High School students on October 28th, 2020, about the Specific Plan and to receive the students' input on Community Survey #1.

Planning Commission & City Council Updates

At various stages of the project, the team briefed the City's Planning Commission and City Council on project updates and progress. The following topics were covered during Planning Commission and City Council updates:

- **Planning Commission Briefing March 2, 2021**
 - The project team provided a progress report to the Planning Commission on the following topics:
 - Specific Plan Process Overview
 - Progress To Date
 - Existing Conditions Reports
 - Downtown Character Areas

- Vision Themes and Guiding Principles
 - Land Use and Mobility Alternatives
 - Community Engagement efforts and feedback to date
 - Downtown Street Network
 - Downtown Character Area and Opportunity Sites
 - Next Steps
- **City Council Briefing March 9, 2021**
 - The project team provided a progress report to the City Council on the following topics:
 - Specific Plan Process Overview
 - Progress To Date
 - Existing Conditions Reports
 - Downtown Character Areas
 - Vision Themes and Guiding Principles
 - Land Use and Mobility Alternatives
 - Community Engagement efforts and feedback to date
 - Downtown Street Network
 - Downtown Character Area and Opportunity Sites
 - Next Steps
- **City Council Briefing November 9, 2021**
 - The project team provided a progress report to the City Council on the following topics:
 - Specific Plan Process Overview
 - Community Engagement efforts
 - Efforts since the last project update
 - Character Areas
 - Public Realm Design Refinements
 - Opportunity Sites
 - Community Survey #2 Results
 - Big ideas from the community
 - Street & Bicycle Network Updates
 - Downtown Character Areas & Opportunity Sites
 - Coding the Downtown Vision
 - Next Steps

Other Engagement

The project team identified additional engagement efforts to bring attention to the Specific Plan project, while also soliciting feedback from a wide range of constituents. Meetings with the following organizations/groups were held in addition to the foundational engagement efforts detailed above:

- **Watsonville Citizens Academy** –The City of Watsonville provided an update on the Downtown Specific Plan at a meeting of the Watsonville Citizens Academy on November 21, 2019. The Academy had 19 participants.
- **Watsonville High School Capstone Project** – Every year, Watsonville High School seniors are required to create a community action project, also called a Capstone Project, in which they develop a program to benefit the community. In October 2019, City staff presented the Downtown Watsonville Specific Plan to the senior class in order to recruit students to assist in outreach to Watsonville teens to gain valuable input in their vision of the downtown area.
- Empower Watsonville (PVPSA Youth Group)
- ITAC
- Watsonville Vision Zero Task Force (WVZTF)
- WVZTF Working Group on Bike Friendly Communities
- Economic Development Administrative (EDA)

Word cloud developed as a part of the Visioning Exercise at Community Workshop #1



Stakeholder Interviews Summary

On September 25th and 26th, Raimi + Associates met with a range of members from the Watsonville community – community groups, business leaders, advocacy organizations, and community leaders – and conducted eleven stakeholder interviews discussing key issues and opportunities for the Downtown Watsonville Specific Plan. The comments received at these meetings have been categorized into five major categories – opportunities, challenges, needs, other comments, and examples of desirable, model communities and areas.

Consolidated Feedback

Opportunities

Downtown Environment

- Downtown is accessible to the whole Watsonville community.
- Celebrate the history of Downtown Watsonville and its historic buildings/architecture.
- Desire to keep the plaza as it is.
- Downtown events such as the Farmer's Market and Music Thursdays are great and could be expanded to have food demos at Plaza Vigil for example, or arts gallery on Sudden Street collaborating during Music Thursdays.
- Lettunich and Fox Theater buildings have great character and potential to be key attractions in Downtown. For example, Fox Theater could be revitalized into a cultural center.

Development Opportunities

- Current development interest in Watsonville.
- Watsonville has arts, food and nature and should be celebrated.
- Many stakeholders believe alcohol ordinance will help Downtown.
- Successful Watsonville businesses (Annie Glass, Martinelli's, etc.) should establish a Downtown presence, maybe pop ups in vacant storefronts.
- Beautiful, new library.
- Engaged property and business owners.
- Opportunity to diversify restaurant cuisine.

Opportunities for Youth

- Cabrillo College brings youth downtown.

- Digital Nest – workforce development center focused on youth and currently collaborating with local High School.

Watsonville Community

- Watsonville is a vibrant working class community with a strong “can-do” entrepreneurial spirit.
- Watsonville has a strong connection with the agricultural community, which should be leveraged into Farm to Table restaurants.
- Some stakeholders feel that Old City Hall is underutilized and suggested that it could be a future redevelopment site.
- Businesses such as Martinelli’s or the new hotels should highlight Watsonville attractions with brochures: Historic Downtown Architecture, Mural Walk, etc.
- Collaborative relationships between organizations, businesses, and the City.
- Establish a Downtown that will support a continuous community throughout the year.
- Potential commuter train from Santa Cruz to Watsonville, however, some stakeholders question whether it will be successful as ridership is not there yet.
- There needs to be collaboration and synergy within the Downtown businesses.

Challenges

Downtown Environment

- A lot of vacant storefronts, which detract from the vibrancy of Downtown.
- Watsonville is in the shadow of Santa Cruz. Watsonville is not Santa Cruz, doesn’t want to be and never will be.

Development Constraints

- Property owners sitting on land, with no accountability.
- Many buildings have large floorplates. Owners are looking to lease at a market rate price but many business owners either can’t afford the space or fill it up.

Downtown Businesses

- Downtown businesses close early. If you eat dinner Downtown, there is nothing to do or keep you there afterwards.
- People that currently live in Watsonville are not spending their money in Watsonville because there is no concentration of retail or opportunity to spend.
- Lack of Downtown street activation is increasing crime rates and overall comfort within Downtown.
- Some current uses do not belong within the Downtown (i.e., autobody shops).
- SROs are an issue Downtown, surrounding area generally feels unsafe.

- In many instances, signage is poor Downtown, people don't know what is there; it is important to raise the visibility of local businesses to help them thrive.
- No current strong Downtown business alliance or association.

Traffic and Parking

- Main Street is a highway and auto centric. Not safe for pedestrians or bicyclists.
- Very high rate of pedestrian fatalities in Downtown.
- Need to slow down traffic, particularly on Main Street.
- Downtown is currently not a destination, but rather a pass through.
- People are driving everywhere, even a minute down the street. Need to figure out how to get people out of their cars and walk.
- Free two-hour parking Downtown limits visitors time Downtown, many stakeholders would rather see metered parking and free parking in the garages.
- Parking structures have a negative connotation Downtown and this needs to be changed, an active garage equals less crime.
- Transit hub needs to be safer and more welcoming, currently does not have a positive connotation which detracts ridership.

Opportunities for Youth

- Currently, there are no opportunities for youth to come together and recreate in Downtown.

Cultural Issues

- Many stakeholders noted that Watsonville is a welcoming place; however, some stakeholders also suggested that a legacy of racism is a contributor to Downtown's deterioration and raised concerns on whether reinvestment would occur.
- Need to find a better balance between police enforcement and being an active community. Cruising Thursday nights used to be part of Watsonville's social scene and identity, but strong police enforcement put an end to that social scene.
- Concerns of gentrification happening already throughout Watsonville. Understood that while it cannot be stopped, its impacts can be mitigated.
- Homelessness characteristics changing, used to be largely Latino with alcohol abuse issues now it is largely not Latino but individuals with mental health and substance abuse issues.
- Homeless population in Downtown is generally struggling with mental health issues causing perceptions of unsafety; however, some stakeholders still feel safe.

Local Alliances and Leadership

- City needs to take lead and drive positive narrative around Downtown.
- City needs to collaborate with Downtown businesses and acknowledge the value of bringing people into the Downtown through events. For example, Digital Nest is hosting Nest Flight networking event and bringing in a lot of employers for youth to speak with.

- Large employers who are in Watsonville need to engage with the local community more and hire locally.
- Implementation of plans is a challenge.

Other

- Little to no recovery after earthquake destruction.
- Farmer's Market is great, but some stakeholders are concerned that it takes away from the businesses who are Downtown.
 - Private parking for Downtown businesses is being taken up by Farmer's Market attendees which ends up causing friction between the business owners paying for the parking spot and the Farmer's Market attendees.
- There is no formal policy for food trucks, and they are taking away income from tax-paying businesses.
- Strawberry Festival is nice, but a lot of the vendors are from out of town. Would be good to have a focus on local Watsonville vendors.
- Abandoned vehicles detract from Downtown atmosphere, need an active approach to manage.

Needs

Uses

- Grocery store.
- Housing for all ages:
 - Especially workforce housing.
- Experiences that create an atmosphere.
- Establish a formal space that showcases local vendors.
- Co-working spaces.
- Pop-up stores at vacant storefronts to showcase merchandise and activate vacant space.
- Coffee shops for people to socialize or work.
- Safe places for community youth to hang out.

Amenities

- Public art.
- Safe and secure bike parking.
- Cultural center.
- Sidewalk improvements all throughout the Downtown.
- Pedestrian oriented amenities.
- Rooftop bars/public spaces.

- Need connections to the slough and trails with signage.
- Dog park.

Services

- Regular street and sidewalk cleaning.
- Homelessness support.

Jobs

- Need to bring tech companies to Watsonville somehow; Silicon Valley is creeping down south and will continue to do so.
- Diverse job opportunities – mid-skill or vocational positions in addition to currently available high and low skill opportunities.
- Kitchen incubator – potential culinary arts jobs creator.
- Employers need to commit to hiring locally and investing in local talent.

Other Comments

- Many stakeholders referenced tall buildings, such as the Resetar building, as having an appropriate height and not being out of scale for Downtown.
- Transition from residential to industrial area is needed.
- Cannabis is not an appropriate use for Downtown due to security regulations that would detract from Downtown feel.

Model Communities

- Santa Cruz
- Capitola
- Scotts Valley

Advisory Committee Meeting #1

Summary Notes

Meeting Objectives

- Initiate the Advisory Committee for the Downtown Watsonville Specific Plan.
- Discuss the roles and responsibilities of the Advisory Committee.
- Provide an overview of the Specific Plan process.
- Brainstorm on key issues and opportunities in Downtown Watsonville.

Attendees

Advisory Committee Members

- **Present:** Francisco Estrada (Mayor), Felipe Hernandez (Councilmember), Jenni Veitch-Olson (Planning Commission Chair), Jane Barr, Gina Cole, Maria Elena De la Garza, Neva Hansen, Carmen Herrera Mansur, Rachel Mayo, Sal Orozco, William Ow, Manuel Rodriguez, Shaz Roth, Tony Scurich, Brian Spector
- **Additions:** Aurelio Gonzalez (Councilmember)
- **Absent:** None

City Staff

- **Present:** Matt Huffaker (City Manager), Justin Meek (Principal Planner), David Honda (Police Chief), Rudy Lopez (Fire Chief), Maria Esther-Rodriguez (City Engineer/Asst. PW Director)
- **Absent:** Suzi Merriam (CDD Director), Murray Fontes (Principal Engineer – transportation), David Caneer (Principal Engineer – water & storm water)

Consultant Team

- Simran Malhotra and Kelsey Hubbard, Raimi + Associates

Summary Notes

Introduction and Welcome

Matt Huffaker, City Manager opened the meeting and welcomed the Advisory Committee (AC) members. Justin Meek, Principal Planner, introduced the consultant team. AC members introduced themselves and shared how long they have been part of the Watsonville community and in what capacity.

Overview of the Downtown Specific Plan

Simran Malhotra provided a brief overview of the consultant team and their roles, a summary of what a Specific Plan is, key components of the Specific Plan process, the project schedule and community engagement approach.

AC Roles and Responsibilities

Simran Malhotra provided a brief overview of the role and responsibilities of the Advisory Committee. Ground rules for participation were also covered.

Study Area Tour

Kelsey Hubbard briefly presented a virtual walking tour of the Downtown area. The virtual walking tour highlighted Downtown assets, development sites, good urban design and planning practices as well as opportunities for improvements.

Group Discussion

The consultant team posed four questions to the Committee. A summary of responses are as follows:

1. *What are the key issues that Downtown is facing now and in the future?*

- *Safety – pedestrian environment*
- *Main Street is too auto centric, and people drive too fast*
- *Traffic*
- *Vacant buildings and underutilized parcels*
- *No real destination downtown*
- *No synergy between residents and businesses*
- *Cleanliness*
- *Homelessness and mental health issues*
- *Lack of density downtown, not enough people live there to activate it*
- *Little opportunity to be social at night*
- *Lacking cohesive identity*

2. *What are the strengths of Downtown and what are the opportunities for improvement?*

- *More housing is needed downtown*
- *Fox Theater and Mansion House both hold great potential to be a jewel in Downtown*
- *Watsonville is a unique community with agriculture, wine, art, education, and nature*
- *Plaza is a great strength of downtown!*
- *The Farmer's Market has a distinct character and draws people in*

3. *What topics do you want to have more in-depth discussion on during Advisory Committee meetings?*

- *Traffic and parking*
- *Economic development*
- *Pedestrian environment*
- *Housing*

4. *How can you help with community engagement? What ideas do you have for reaching out to the diversity of community members?*

- *Reach out to local radio stations*
- *HOAs*
- *Advertise very visually*
- *Provide dinner and childcare at public meetings*
- *Social media*

Public Comments

Members of the public were given the opportunity to share any thoughts or comments. Six community members participated in public comment.

- *Signage is confusing Downtown, don't really know what is there*
- *Downtown is not ADA friendly*
- *Strong community outreach needs to happen*
- *Advocating for activities that draw young people Downtown*
- *Synergy needs to happen between property owners, tenants, and the City.*
- *Youth outreach is very important, they are Watsonville's future.*
- *Add members to the Committee that represent youth and mobility-challenged viewpoints.*

Wrap-up and Next Steps

Adjourn at 7:30 pm

Advisory Committee Meeting #2

Summary Notes

Meeting Objectives

- Reconvene the Advisory Committee for the Downtown Watsonville Specific Plan.
- Review Existing Conditions Analysis prepared by the consultant team.
- Brainstorm the guiding principles for the Specific Plan process.
- Develop a shared vision for Downtown Watsonville.
- Provide an overview of the Specific Plan process moving forward.

Attendees

Advisory Committee Members

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

City Staff

- **Present:** Suzi Merriam (CDD Director), Justin Meek (Principal Planner), David Honda (Police Chief), Rudy Lopez (Fire Chief), Maria Esther-Rodriguez (City Engineer/Asst. PW Director), Murray Fontes (Principal Engineer – transportation)
- **Absent:** David Caneer (Principal Engineer – water & storm water), Tom Sims (Assistant Police Chief)

Consultant Team

- Matthew Raimi, Simran Malhotra, and Kelsey Hubbard, Raimi + Associates

Summary Notes

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed the Advisory Committee (AC) members and re-introduced the consultant team to the AC. Suzi Merriam, CDD Director, made opening remarks – providing project updates to date and addressing how COVID-19 has affected the specific plan process. Simran Malhotra took attendance of the AC and each AC member shared what their favorite COVID-19 activity has been. Simran then revisited the ground rules and purpose of the AC.

Review of Existing Conditions Analysis

Simran Malhotra presented the existing conditions reports developed by the consultant team, which included an Economic Profile and Real Estate Market Assessment and an Existing Land Use, Policy, and Built Form Framework. Matt Raimi presented key findings on the existing conditions and a summary of what the consultant team has heard so far from the AC and Stakeholder Interviews. Elements of a successful downtown were presented to the AC – after which AC members were called on alphabetically to vocalize their vision for a successful Downtown. Following this, the floor was opened up for discussion.

Group Discussion

The consultant team posed four questions to the Committee. A summary of responses are as follows:

- *What is your vision for a successful Downtown Watsonville?*
 - Pedestrian and bicycle friendly
 - Diverse commercial uses that provide various experiences and options
 - Safe and walkable pedestrian environment – particularly on Main Street
 - Historic architecture beautifully restored
 - More housing – a mix of both affordable and market rate housing
 - A destination that attracts and welcomes a wide range of people
 - Mixed-use buildings
 - Vibrant and lively
 - Inclusive to everyone –all ages, all incomes, all backgrounds
 - Provides educational opportunities accessible to everyone
 - Job creation through new businesses

- *What will Downtown Watsonville feel like in 20 years regarding physical and social form. What characteristics are the same? What are different?*

Physical Form:

- New infill housing with a wide variety of buildings that complement each other - both historic and new
- Main Street decreased from three to two lanes and sidewalks expanded, prioritizing the pedestrian experience
- More public transportation – build off rail trail opportunity
- Urban forest – more trees and streetscape improvements
- Less vacancy – more people and business
- Art galleries and performing arts spaces
- Diversity of restaurants and businesses
- Outdoor seating for cafes and restaurants – streets coming to life with people!
- Restored and re-adapted historic buildings

Social Form:

- Inclusive and welcoming to all, regardless of social status, race, or income. Strong sense of belonging for everyone
 - Lively, vibrant, and colorful!
 - More public art!
 - Encouraging local entrepreneurs to start businesses downtown
 - Maintain small town character and charm
 - Maintain cultural diversity and identity
-
- *When you think about defining success within the downtown, how would you define it?*
 - Vibrancy
 - Healthy quality of life, mental and physical
 - Environmentally friendly spaces – solar, green roofs
 - Less auto-centric and more pedestrian friendly
 - Folklore stories about Watsonville passed down from generation to generation
 - Fox Theater restored and thriving!

Public Comments

Members of the public were given the opportunity to share any thoughts or comments. Several community members provided public comment.

- Would like to see the chat feature open during these meetings
- Need more creative spaces for artists downtown – dance spaces, performing art spaces
- Downtown needs to be multi-generational
- Keep Watsonville’s unique identity - Watsonville is not Santa Cruz and do not want Watsonville to turn into Santa Cruz
- Low income and affordable housing are needed. A lot of people who grew up in Watsonville can no longer afford to live there
- Would like to see a downtown that is not constrained by highways – rather a downtown that prioritizes pedestrians and bicyclists
- Make downtown lively – feature live music or outdoor theater spaces
- Mixed-use zoning throughout downtown
- Should be growing vertically and increasing downtown housing density
- Representative from Caltrans spoke and mentioned how strong the engagement is in Watsonville and Caltrans is looking forward to a collaborative process regarding Caltrans routes in downtown

Questions posed by Advisory Committee Members

- Q: Why is the team not using the 2020 census information as this is a long-term plan?
 - A: The 2020 census data is not yet available, and the Specific Plan process cannot wait until it becomes available
- Q: How is the community being made aware of these meetings?
 - A: Meeting notifications were posted in the City’s newsletters, as well as, on the project website, which is maintained by the City, and the City’s social media accounts
- Q: What does the consultant team mean by “lack of synergy between residents and businesses”?
 - A: The consultant team has heard through stakeholder interviews that the residents who live downtown do not use the downtown very much. The services and uses they are looking for are not in the downtown so there is this lack of synergy between desires of residents and what businesses are providing

- Q: What percentage of vacant spaces in retail are existing?
 - A: 5%
- Q: How may Transit-Oriented Development (TOD) change the downtown?
 - A: New TOD multifamily housing in downtown will enliven downtown by adding vibrancy and more foot traffic
- Suggestion to add affordable housing developers into this discussion
 - A: Jane Barr, an AC member, represents the affordable housing developer community

Wrap-up and Next Steps

Simran closed the meeting, offering next steps and acknowledged that community engagement will begin at this point in the process.

Adjourned at 8:00 pm

Advisory Committee Meeting #3

December 15, 2020

Summary Notes

Meeting Objectives

- Review community survey results
- Overview draft vision themes and guiding principles
- Discuss land use character areas
- Refine land uses, design character and public realm concepts in Breakout Rooms
- Report Back and Public Comments

Attendees

Advisory Committee Members

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

City Staff

Present: Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Ivan Carmona (Associate Planner), Sarah Wilke (Assistant Planner), Carlos Landaverri (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

- Matt Raimi, Simran Malhotra, and Kelsey Hubbard, Raimi + Associates

Summary Notes

Introduction and Welcome

Matt Raimi, Project Consultant, welcomed the Advisory Committee (AC) members and re-introduced the consultant team to the AC. A brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features were covered and a contact email was provided in case any attendees had technical issues. Attendance was taken for Advisory Committee members. Matt introduced the agenda for the meeting and provided a brief overview of the Specific Plan process and where we currently are at in the process.

Review of Community Survey Results and What we Have Heard so Far...

Kelsey Hubbard, project consultant, presented a high-level summary of the comprehensive community survey results. Kelsey detailed that the full survey summary deepens the analysis by separating out two additional cohorts of responses from the overall comprehensive results. The two cohorts are A. respondents who live in and around the downtown, and B. respondents who identify between the ages of 25-44 years old. Kelsey noted that the survey results echo and support the community input the consultant team has gathered to date. This is a strong sign that key strengths, issues, and opportunities have been identified and represent the community's desires and a strong pathway to move the project forward. A link to the full survey summary was provided in the chat and is posted on the project website. Additionally, the link is featured at the end of this document.

Simran, project consultant, followed with a presentation of a summary of what the consultant team has heard so far from other community engagement efforts – connecting this to the survey results and detailing that the survey reinforces a majority of what we have heard so far. Simran also reviewed strengths, key issues, and opportunities for the Downtown.

Draft Vision Themes and Guiding Principles

Following the community survey results and what we have heard so far summary, Simran presented the draft Vision Themes and Guiding Principles for the Downtown Specific Plan. She outlined that these Vision Themes and Guiding Principles were informed by community and

stakeholder input that has been received to date. These Vision Themes and Guiding Principles will affect the physical, social, and regulatory framework for the Downtown Specific Plan.

Vision Themes: Vitality, dignity, equity, preservation, safety, and innovation

Guiding Principles (note these are high level guiding principles – there are further details following each high-level principle in the full Guiding Principles document):

- Preserve key elements that make Downtown unique
- Establish a varied choice of uses and experiences for the diverse community
- Create housing opportunities for all
- Promote local economic prosperity
- Create a vibrant, active Downtown environment
- Foster a healthy, inclusive, and culturally connected community where all members can thrive
- Re-imagine mobility options and connections

The consultant team asked for the Advisory Committee and the community's input on these Vision Themes and Guiding Principles. Public comment will remain open until January 10th, 2021 at 11:59 PM. A link to provide comment on the Vision Themes and Guiding Principles was provided in the Zoom chat, as well as the document was sent out to all AC members prior to the meeting and additionally posted on the project website. A link to provide comment on the Vision Themes and Guiding Principles is featured at the end of this document.

Elements of a Successful Downtown

Simran presented elements that make a downtown successful and noted that many of these elements align with what the community has identified as what they would like to see in the downtown or how the downtown can improve. Elements that help make a downtown successful:

- Diversity of uses
- Community events and gathering spaces
- Adaptive reuse and new construction
- Pedestrian-orientated frontages – comfortable, shaded, walkable streetscapes, and public realm

Downtown Framework and Character Areas

Simran presented a refined downtown framework and character area map. The downtown framework was broken into character areas. There are six character areas:

- Historic Downtown Core
- Civic Core
- Commercial “Flex”
- Workspace/Industrial “Flex”
- “Flex” Neighborhood East
- “Flex” Neighborhood West

The following information was presented for each character area: key land use characteristics – area and buildings, public and private street frontages, opportunity sites, proposed land uses and urban design character. This detailed information can be accessed in the full meeting presentation which is located on the project website and a link is provided at the end of this document.

Comments/Questions from AC Members

- Everything we are seeing is very high level and AC members need time to dive deeper into the full material.
- Some documents are titled as “Plan” and people that may have not been involved in all the meetings may be confused by this.
- Curious, where mapping GIS data is coming from
 - Answer: Combination of City and County GIS information
- Is there an overlay of the train and rail trail map that can be shared while discussing this?
 - Answer: Unfortunately, no. However, information on the trail was provided so it could be taken into account.
- Does the guiding principle that speak to diversity include all different types of abilities and status such as age?
 - Answer: Yes, guiding principles answer these issues regarding age inclusivity.

- Are there any other communities you have worked in that we could draw lessons from and overlay in Watsonville?
 - Answer: Yes, however, Watsonville is unique in its own way and it is important that we treat it as such. Guiding Principles are comprehensive, desire to create vibrant downtown building on its historic fabric, other communities use notion that downtown is more than just a commercial corridor, other services and uses need to be incorporated.
- What do you mean by housing opportunities for all? What is the process for housing opportunities for all?
 - Answer: We are still in the visioning part of the process; it is too early to answer this question, but we will address this further along in the process.
- What do you mean by “culturally connected” community?
 - Answer: All community concerns are addressed (ensuring all cultures and communities that make up Watsonville are connected and can thrive)
- Suggesting clarifying culturally connected vs inclusive - terminology seems redundant.
- Principle speaking to downtown being inclusive for all connects to there being a variety of uses and experiences in the downtown that can meet the needs of all community members.
- Important to not underestimate infrastructure, from landscaping to having outdoor seating, to create atmosphere to draw people to the downtown.

Breakout Room Discussion

Meeting attendees were then assigned into breakout rooms where groups were given two character areas each to dive into and discuss in detail. Each breakout room had one facilitator from the project team and all attendees were enabled to use the Zoom annotate tool to write comments and draw directly on the maps provided. The following maps were provided for each character area: building footprints, aerial, existing land uses, public and private frontages, and opportunity sites.

The consultant team asked for specific feedback on whether the downtown framework and character areas are on the right track in terms of land use and existing character, to identify

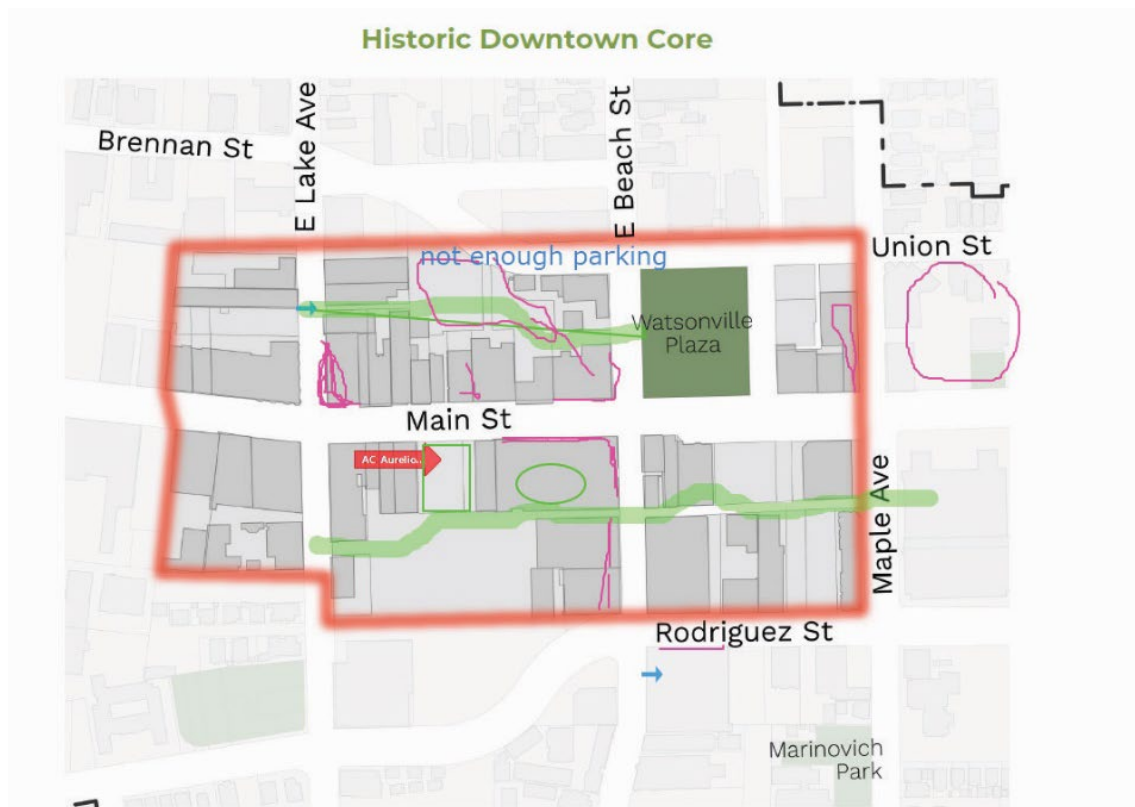
anything that may be missing regarding land use characteristics and potential opportunity sites, and review public realm recommendations and identify if there is anything attendees would change. The mapbook and worksheet provided is available publicly to capture additional comments until January 10th – it is located on the project website and a link is provided at the end of this document.

Breakout room discussions are summarized below:

AC Group 1: Historic Downtown Core and Civic Core

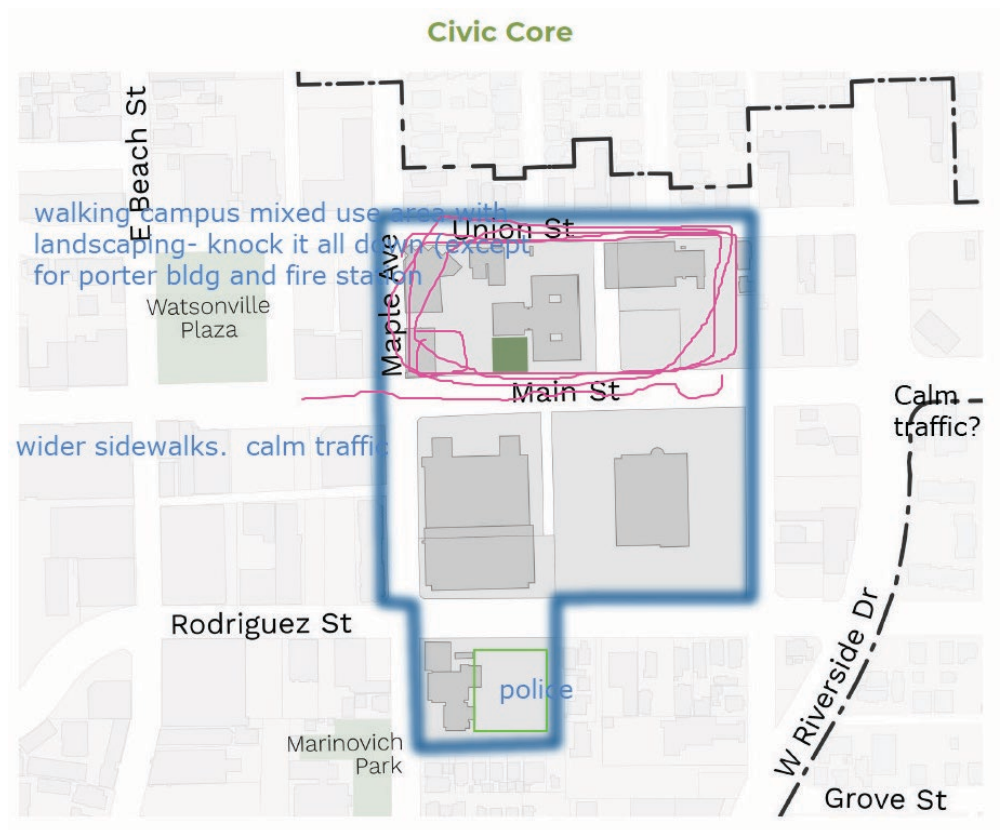
Group 1 identified the following in the Historic Downtown Core:

- Currently not enough parking on Union Street
- There is potential for pedestrian connections to be made on the backside of lots, in the middle of block, between East Beach Street and East Lake Avenue. This pathway would connect pedestrians from the Plaza to East Lake Avenue and provide a safer alternative than the current high-speed atmosphere and unfriendly pedestrian environment on Main Street.
- Another potential pedestrian connection could be made through the middle of the blocks and backside of the lots from Maple Avenue to East Lake Avenue.
- Strong public frontages would make a positive impact at the corner of East Beach Street and Main Street, West Beach Street and Main Street, and East Lake Avenue and Main Street.
- Opportunity for an incentive program that would incentivize people to maintain and upgrade storefronts. Would be great to also have an education program on how to make attractive storefront displays.



Group 1 identified the following in the Civic Core:

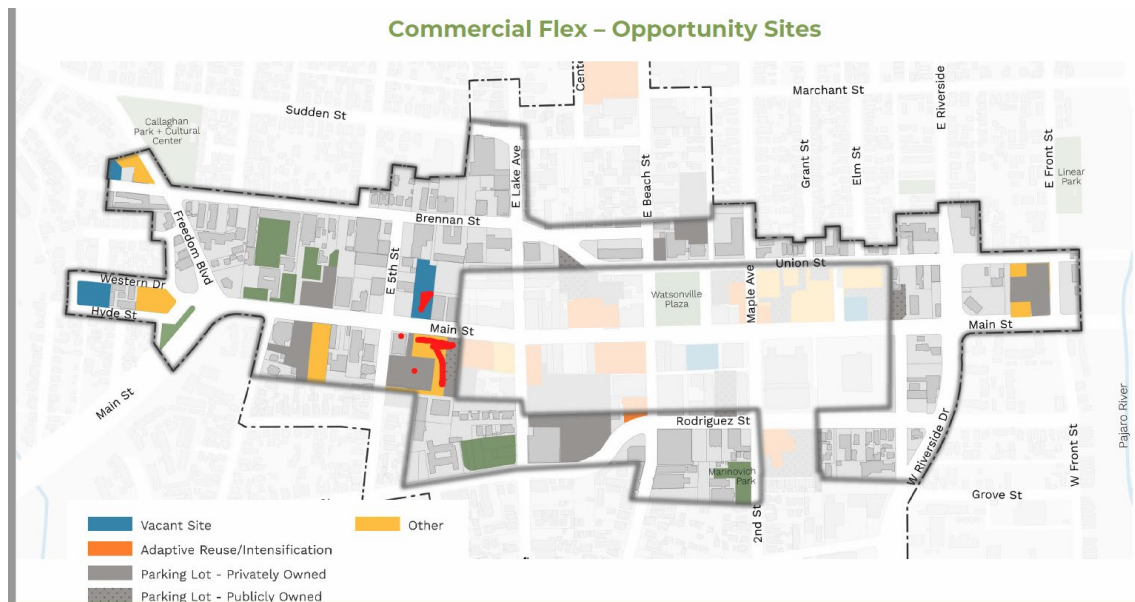
- Traffic needs to be calmed going into Main Street. Wider sidewalks would help calm traffic on Main Street, as well as the installation of a round-about at the intersection of W Riverside Dr and Main Street.
- Relocate the Police Station to share the Fire Station site.
- Create a walkable mixed-use campus feel with landscaping.
- City Hall block should be redeveloped with a new city hall complex and creating a walkable, campus feel.



AC Group 2: Commercial “Flex” and “Flex” Neighborhoods East

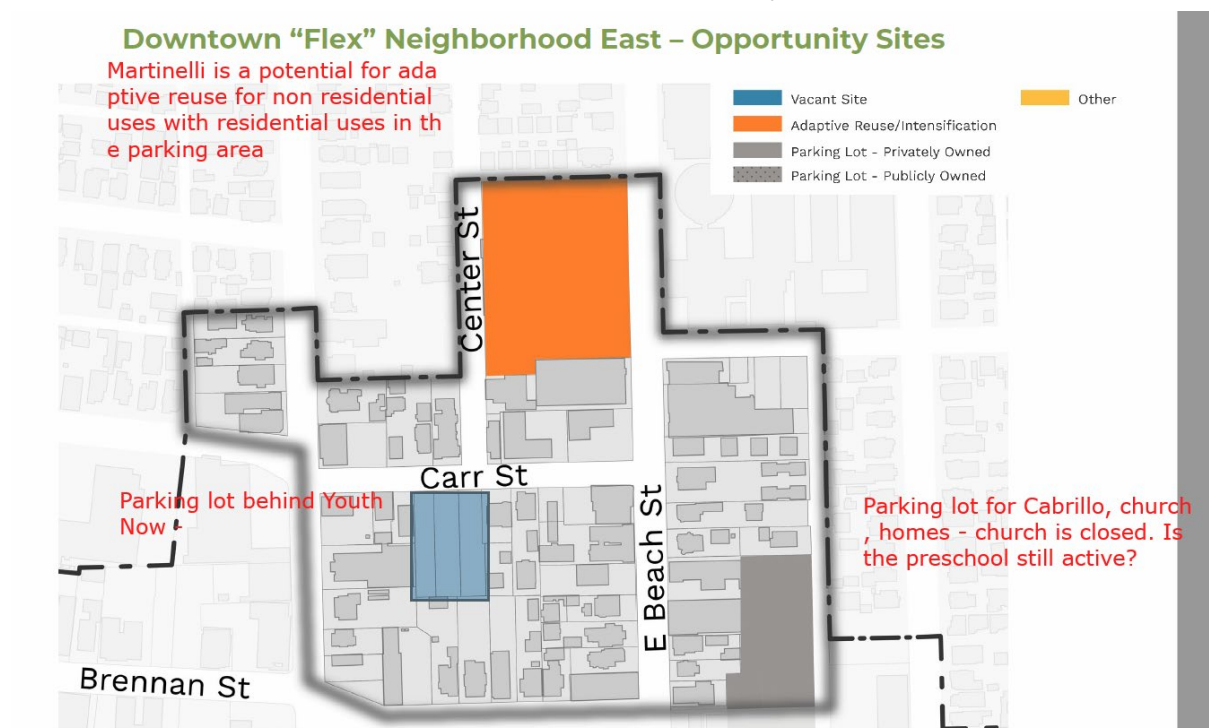
Group 2 identified the following in the Commercial “Flex” area:

- Parking is an issue in the commercial flex area. This group discussed parking alternatives. If parking is consolidated in parking lots, continue to provide close-by parking for handicapped individuals and seniors.



Group 2 identified the following in the “Flex” Neighborhood East area:

- Martinelli’s is a site for potential adaptive reuse for non-residential uses with residential uses in the parking lot area.
- Opportunity to reuse parking lot that currently serves as an off-peak parking lot for Cabrillo College, the church, and homes in the neighborhood.
- Parking lot behind Youth Now is also an opportunity site.

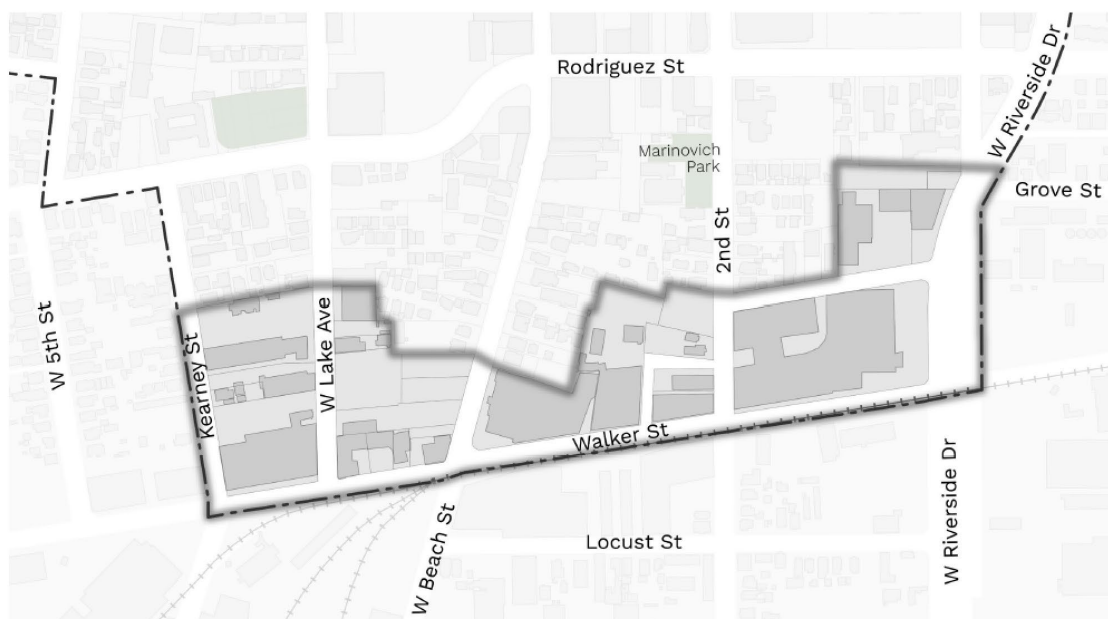


AC Group 3: Workspace/Industrial and “Flex Neighborhoods West

Group 3 identified the following in the Workplace Industrial “Flex” area:

- This area is a historic part of Watsonville – however, has a different character than the downtown core
- Walker Street is industrial in nature and the plan should build off of this character
- Question: If existing industrial uses were to be “phased out” where would they be relocated? Important to think about this when creating the plan
- Would be great to add some light industrial/live-work/flex space opportunities and character to the area to take advantage of young entrepreneurs in the area e.g., Westside of Santa Cruz
- This area has potential to connect with Cabrillo College and offer training/classes for specific industries. They could also offer construction management classes to meet the demand for potential rebuilding, especially in response to recent fires
 - Cabrillo is currently interested in expanding the number and breath of classes they offer so that students do not have to travel to the main campus for all classes.

Workplace Industrial Flex



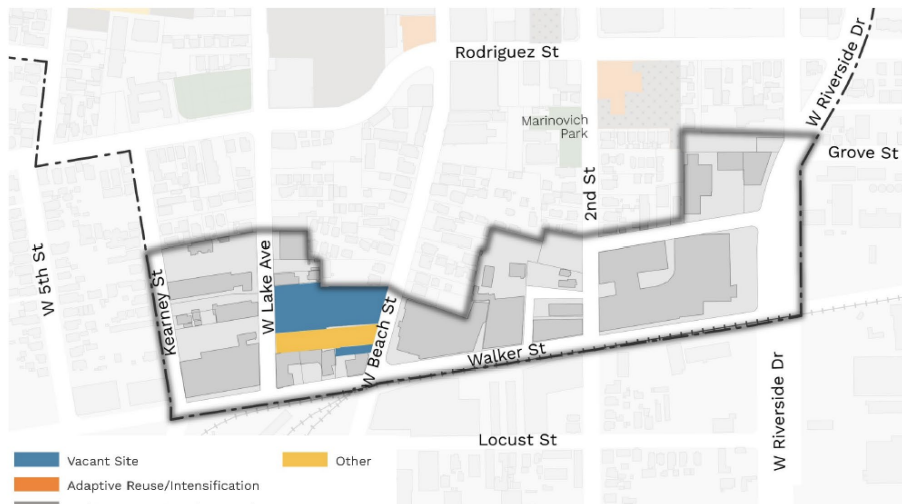
Historic (“core”) part of Watsonville.

Walker is industrial in nature.

Question about where some of these existing industrial uses would be relocated if “phased out”

Light industrial / live-work / flex space opportunities (e.g., Westside of Santa Cruz). Take advantage of young entrepreneurs.

Workplace Industrial Flex – Opportunity Sites

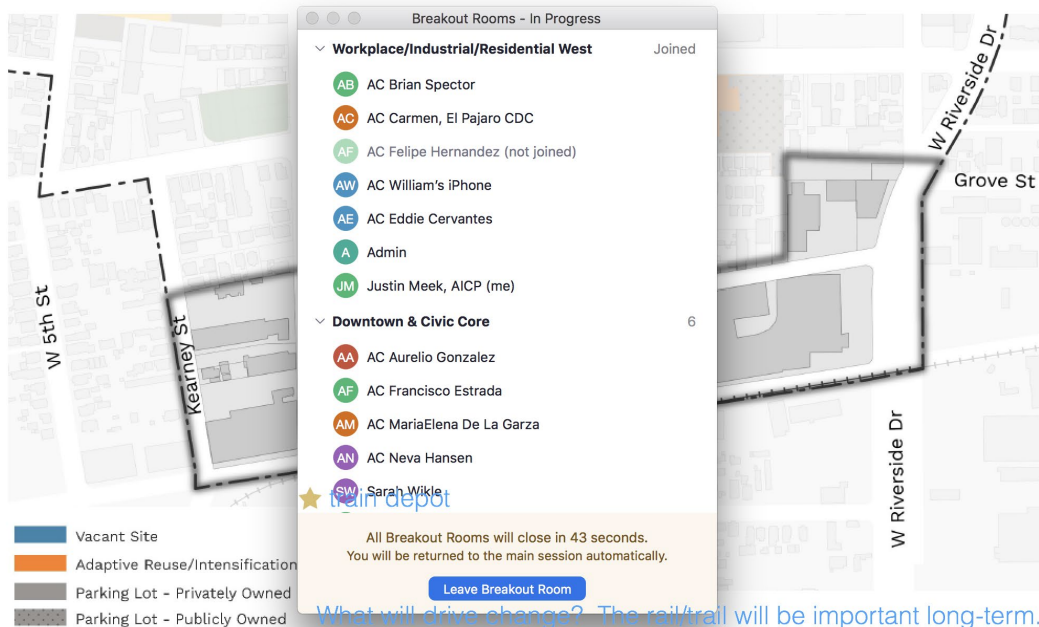


Cabrillo perspective: potential training / classes for specific industries.

Construction management classes to meet demand for potential rebuilding, especially in response to recent fires

Looking at expanding the number and breath of classes so that students do not have to travel to the main campus

Workplace Industrial Flex – Opportunity Sites



What will drive change? The rail/trail will be important long-term.

Other cities have revitalized industrial areas and rail service for supporting commuters and tourism

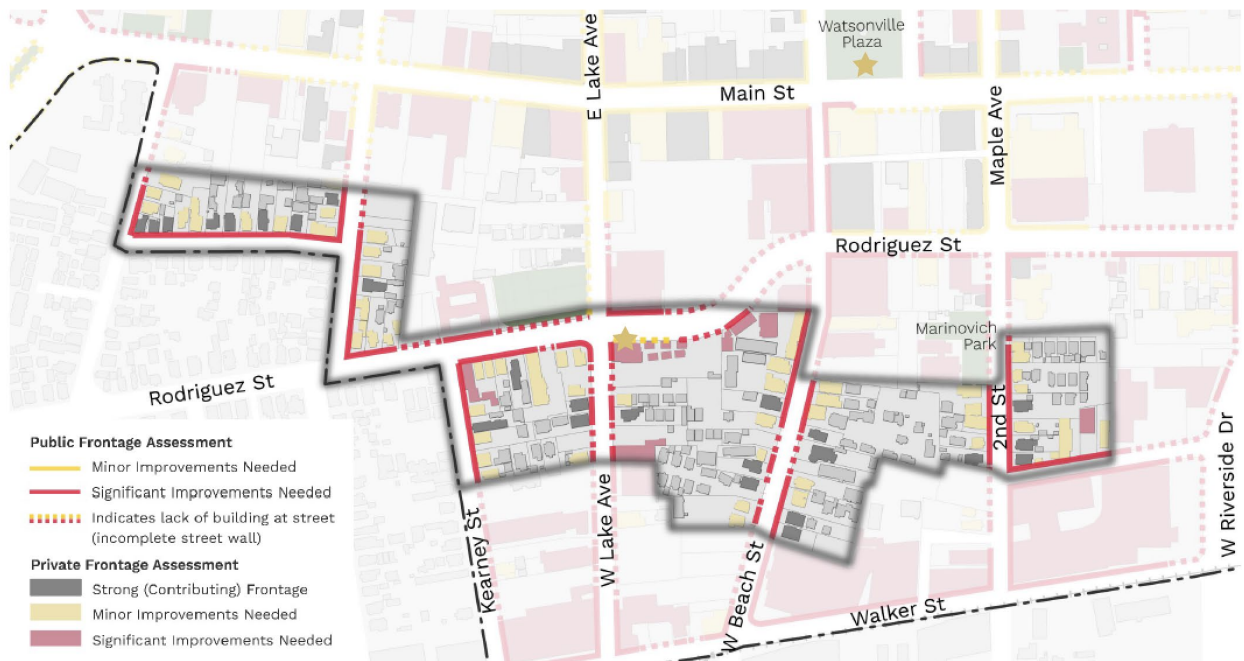
Other good examples to draw from but not necessarily copy

One good example may be the Westside SC Specific Plan which allows a mix of light industrial and residential uses.

Group 3 identified the following in the “Flex” Neighborhood West area:

- Important to think about what is going to drive change.
- The rail trail is going to be important to this area long-term.
- Suggest researching other cities that have revitalized industrial areas and rail service to support commuters and tourism
 - A potential example could be the Westside SC Specific Plan which allows flexibility – i.e., a mix of light industrial and residential uses.
- This area is “light density” for downtown area
- Parking is dictating the urban form in this area
- Important to think of a way to offset parking and costs
- Most properties in this area are occupied – not many vacant parcels

Downtown “Flex” Neighborhood West – Public and Private Frontages

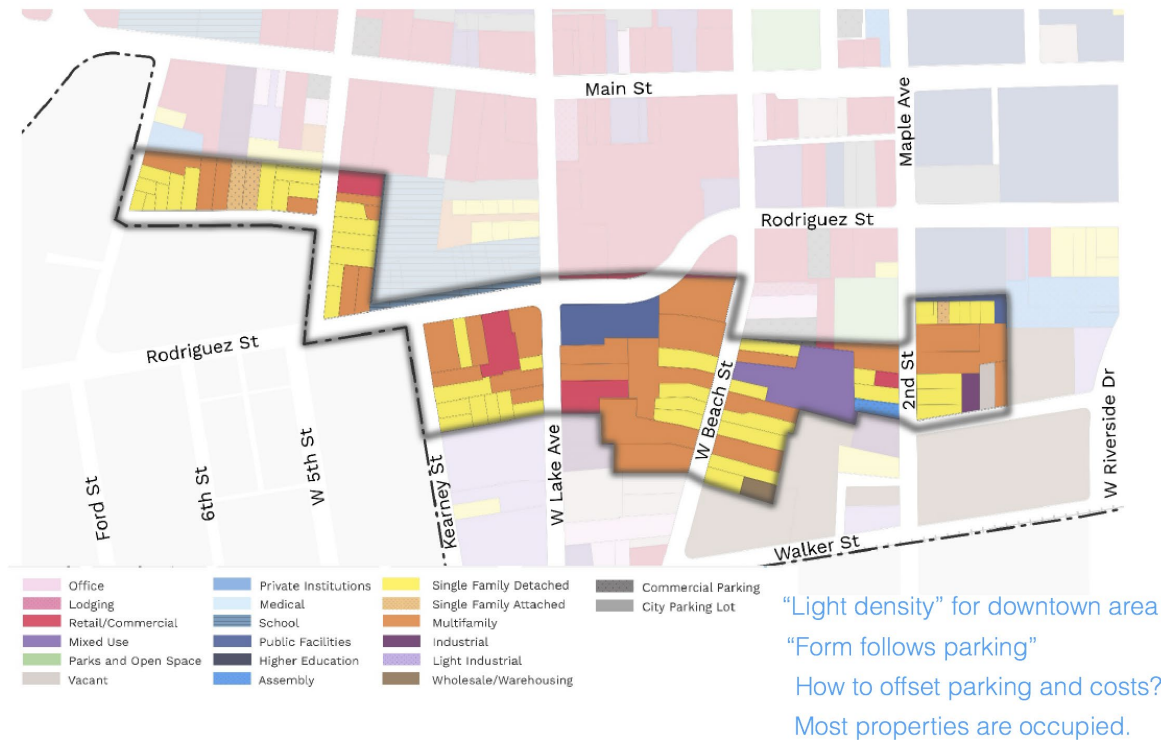


Infrastructure improvements important to infill development

Need comprehensive plan for entire downtown

Concern about focus on one area and taking away from other areas, such as Main St, which should be a priority given limited budget.

Downtown “Flex” Neighborhood West – Existing Land Uses

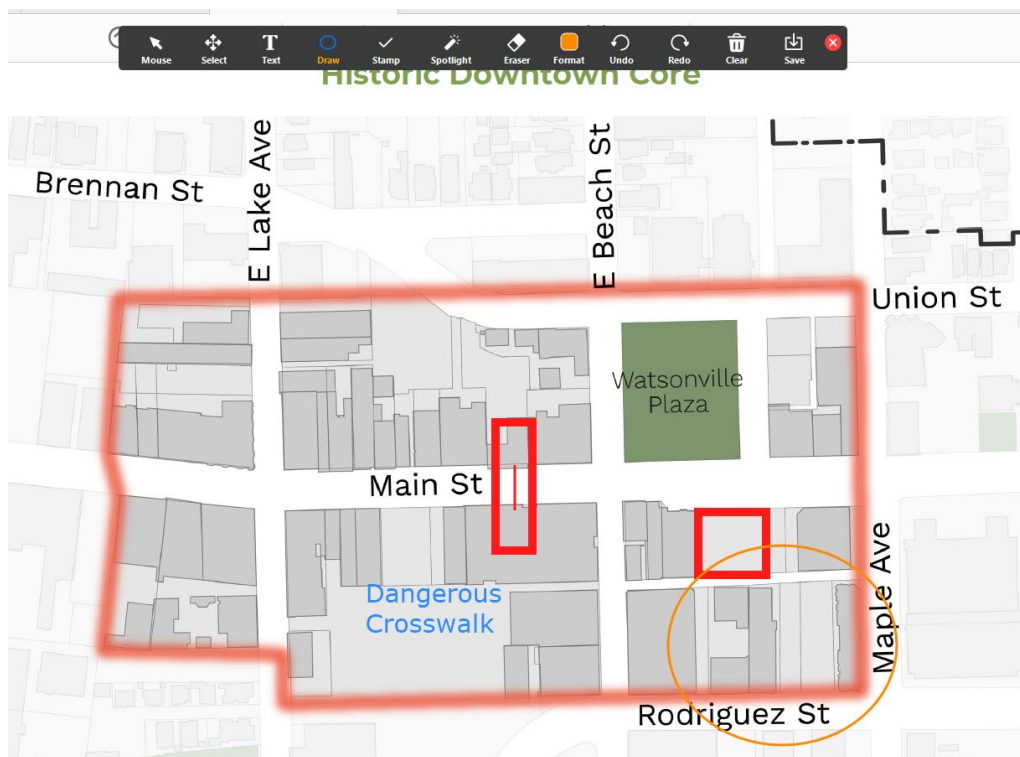


Public Attendees Group: All character areas on a high level (note this group was able to discuss and cover three of the six character areas)

The Public Attendees Group identified the following in the Historic Downtown Core:

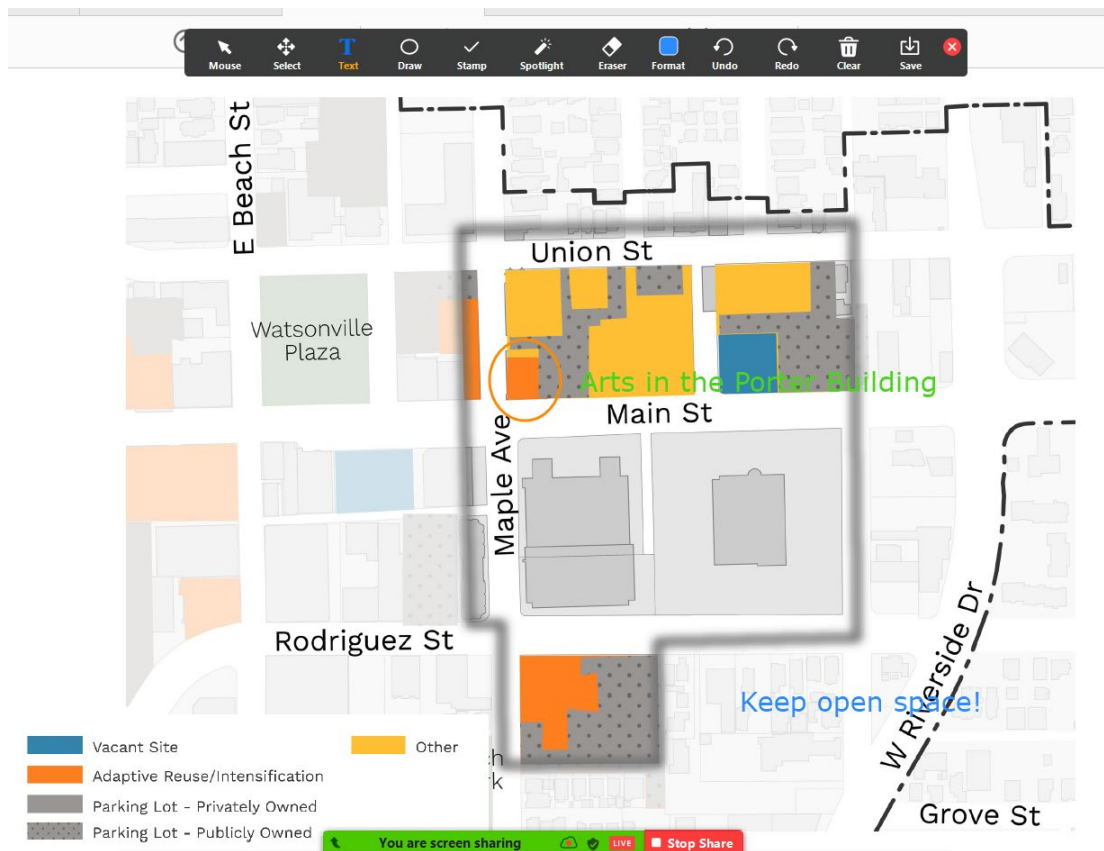
- There is a need for more useful things downtown other than restaurants. Watsonville does not need a new gourmet ghetto.
- Cabrillo College is going to expand in the future – need to think about potential locations for the campus to expand to.
- Experiential recreational facilities are needed in this area such as bowling or a pickle ball court. It is important for community health to offer a space for fun physical activities
- Would like to see a lot of new mixed used in this area. Single use is not serving the community at all hours.
- Interested in Caltrans constraints and limitations and what that means for Main Street in terms of changes.
- Farmer’s Market is nice but it does not highlight local produce. The Oxbow Market in Napa is a great market that highlights local produce really well.

- This area needs to be more walkable and pedestrian-friendly. The charter school moving into the Gottschalks building is going to bring a lot more foot traffic to the area and this area is currently not pedestrian-friendly.
- Need to separate pedestrians from cars. There is an unmarked crosswalk on Main Street that is very dangerous.
- Scooters, e-bikes, and other micro-mobility options will be coming to the downtown eventually. This would help motivate people to get out of their cars by providing mobility options.
- Before the earthquake, this area thrived. There were larger department stores and more retail options.
- Safety issue did not exist before the earthquake but now it certainly does.
- Need to think about what downtown is going to look like post-pandemic. Outdoor dining will likely increase and downtown will need the infrastructure for this – space, seating, and umbrellas.
- The green space across from the Plaza is connected to the Farmer's Market and also has been a space for artist pop-ups – would like to see this continue.



The Public Attendee Group identified the following in the Civic Core:

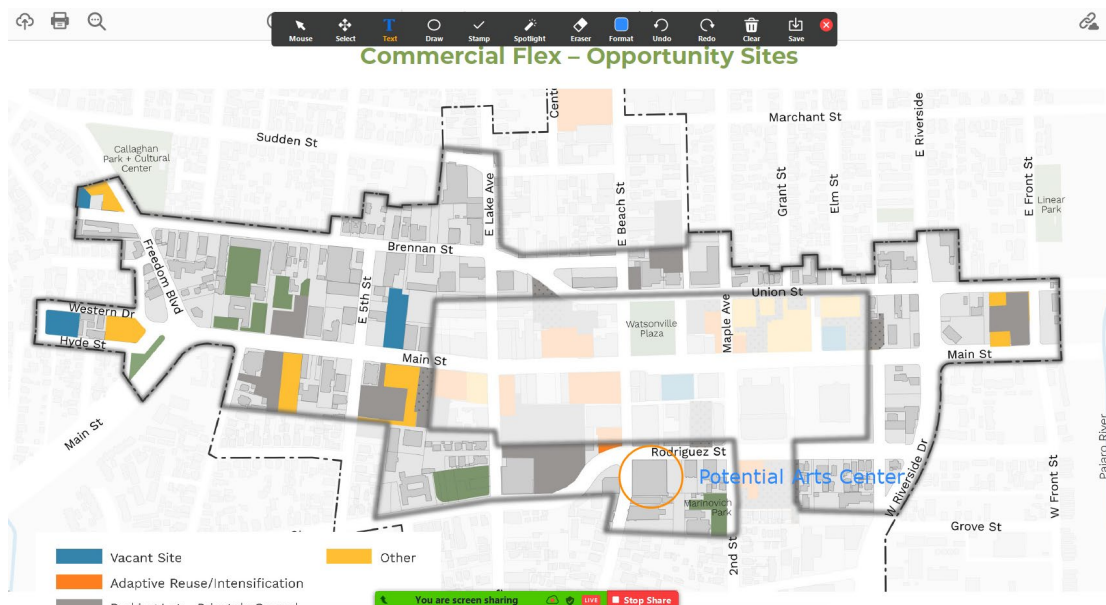
- Porter building on Main Street – City is selling it, and this is definitely an opportunity site
- Porter building could be a Watsonville arts center – this could solidify downtown and really center it.
- Many think that the owner of the Fox Theater is just going to sit on it, which does not help anything at all.
- PV arts trying to keep Watsonville character intact with the Porter Building. They are working with other organizations. Arts are involving all the community, seniors, youth. Wondering what the possibilities are to show support for PB Arts.
- Dangerous crosswalk on Main Street that needs to be addressed.



The Public Attendee Group identified the following in the Commercial “Flex” Area:

- Previously there was proposed interest for projects on Union – Affordable Housing, various retail, Sprouts – what happened to these?

- Market is of tremendous historic value to the community.
- Bus station and Metro – laws will change for housing and this will allow for a lot more infill. This is a highlight impacted area. Many multigenerational families living in the commercial flex area
- Telephones are all over the place and people cannot take strollers around. Not ADA compliant.
- Important to protect the small local businesses that currently exist in downtown.



Breakout Room Report Back

Following the breakout rooms, the group reconvened together and reported back on their conversation. These report backs are featured in the detailed character area discussions above.

Public Comments

Members of the public were given the opportunity to share any thoughts or comments. Several community members provided public comment.

- Is there a way to divert traffic off of Main Street? Would be best to slow down the entire Main Street corridor.
 - Answer: Potentially. Currently exploring options and opportunities

- Need to consider how slowing down traffic would also benefit businesses. Important to get the business community buy in on this,
- There needs to be more opportunities for kids in the downtown. Water play areas – fountains to run through – nature playgrounds, important to offer active play options for kids.
- Breweries would bring people to the downtown.
- Would love to see a community garden downtown.
- Is there any discussion of narrowing down Main Street? Is this being considered?
 - Answer: Yes, this is being considered. Caltrans currently owns the ROW of Main Street and the project team has been in discussions with them – exploring potential opportunities

Wrap-up and Next Steps

Simran closed the meeting, offering next steps and acknowledged that we will be addressing mobility options and land uses in more detail next meeting. This will include Main Street and Caltrans relationship, detailed land use alternatives, development standards, and addressing parking issues downtown. Simran also re-introduced the platform where the community can publicly comment on the draft Vision Themes and Guiding Principles.

Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Meeting Presentation Slides:

- www.cityofwatsonville.org/DocumentCenter/View/15150/DWSP-AC-Mtg-3-Presentation-Slides-12-15-2020

Community Survey #1 Summary:

- www.cityofwatsonville.org/DocumentCenter/View/15109/Survey-1-Summary-12-08-20

Vision Themes and Guiding Principles Public Comment Link:

- www.raimi.konveio.com/dwsp_visionandguidingprinciples

Downtown Character Area Mapbook and Worksheet

- www.cityofwatsonville.org/DocumentCenter/View/15152/DWSP-AC-Mtg-3-worksheet-maps

Advisory Committee Meeting #4

April 28, 2021

Summary Notes

Meeting Objectives

- Update the Advisory Committee on progress to date
- Review and receive feedback on the Character Areas and Opportunity Sites concepts
- Review and receive feedback on the proposed Street and Bicycle Network concepts

Attendees

Advisory Committee Members

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

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Sarah Wilke (Assistant Planner), Carlos Landaverri (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

- Simran Malhotra and Kelsey Hubbard, Raimi + Associates
- Peter VanderWal and Andrew Krizman, Sargent Town Planning
- Meghan Weir and Monique Ho, Nelson\Nygaard

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed the Advisory Committee (AC) members and re-introduced the consultant team and Suzi Merriam introduced City Staff who were in attendance. A brief

overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features were covered and a contact email was provided in case any attendees had technical issues. Roll call attendance was taken for Advisory Committee members. Simran followed with an overview of the meeting agenda, an overview of the Specific Plan process, where the team is currently at in the process, and what efforts the consultant team has completed since the last Advisory Committee Meeting in December 2020.

Final Vision Themes and Guiding Principles

Simran presented the revised Vision Themes and Guiding Principles which are now final for the project. The Vision Themes and Guiding Principles were updated based on the over 100 public comments that were received from December 15th, 2020 – January 10th, 2021. The final Vision Themes and Guiding Principles are as follows:

Vision Themes: Vitality, dignity, equity, preservation, safety, and innovation

Guiding Principles (note these are high-level guiding principles – there are further details following each high-level principle which can be viewed in the full Vision Themes and Guiding Principles are featured at the end of this document)

- 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 members can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health

What Big Ideas We Have Heard So Far

Following the Vision Themes and Guiding Principles, Simran summarized the Big Ideas the consultant team has heard through community input to date. These big ideas are listed below:

- Retain Downtown's **historic architecture and character**
- Build on and extend **Downtown's walkable scale**
- **Activate Downtown** with new uses, special events and programming, and:
 - Provide **improvements to the public realm** – streetscape, public art, murals
 - **Re-imagine Main Street** right-of-way to address goals

- Provide **more housing choices** and maintain affordability
- Improve **bicycle and pedestrian connectivity and safety**
- Address **traffic speed and congestion concerns**

Downtown Character Areas and Opportunity Sites

Simran presented a refined downtown framework and character area map. The downtown framework has been divided into character areas - originally there were six character areas which were presented at the last Advisory Committee meeting. Through refinements there are now eight total character areas. They are listed below, and the new character areas are underlined. A full map of the character areas is featured at the end of this document.

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

For each character area the key existing characteristics, placemaking priorities, and proposed land use and character were presented. Additionally, some character areas feature potential opportunity sites. These opportunity sites have the potential to spark catalytic development and new uses in the downtown. Brief high-level concepts were presented for each of the potential opportunity sites to illustrate the types of development that could occur on these sites. However, since many of these sites are privately owned, these concepts are only a preliminary idea of what could be built on these sites. This detailed information can be accessed in the full meeting presentation which is located on the project website and a link is provided at the end of this document.

Downtown Street Framework and Improvements

Peter VanderWal, project consultant, began this section by highlighting the importance of balancing priorities and tradeoffs that each street intervention and potential improvement brings. When balancing priorities, it is important to remember that streets have various users with various needs. There are

pedestrians, vehicles, bicyclists, business owners - all of whom share the same right-of-way but at times have conflicting priorities in terms of the way they would like to utilize the right-of-way.

Megan Weir, project consultant, provided an overview of the downtown existing street framework. This included the Main Street corridor, various regional connectors (Lake Avenue, Beach Street, Riverside Drive, Freedom Blvd), cross-town connectors (Union Street/Brennan Street, Rodriguez Street & Walker Street), and local neighborhood-serving streets and how they each relate to the connection and movement of users in the downtown.

Megan explained that a key multi-functioning street in the downtown is Caltrans State Route - 152 which runs along portions of Main Street, Lake Avenue, and Beach Street. Caltrans controls the portions of each street that SR- 152 runs through. Currently, Lake Avenue and Beach Street are part of a one-way couplet – the consultant team is exploring short- and long-term options on how to improve these streets as well as their potential conversion to two-way again. The benefits for the conversion for various users and to the public realm in the downtown was also discussed.

Existing, short, and long-term options were presented for the following streets along with the tradeoffs and benefits each option brings to the downtown and its various users. To view the existing, short, and long-term options, please see the full presentation at the end of this document.

- Main Street (SR-152 between Lake Avenue and Beach Street)
- East Beach Street (SR-152)
- East Lake Avenue (SR-152)
- Walker Street
- Various Neighborhood Streets including Brennan Street, Union Street, Maple Street, and 2nd Street

Bicycle Improvements

Following the street improvements, Megan presented the existing bicycle facilities and the proposed bicycle network improvements. An overview of the various types of bike facilities was provided and then maps of both existing facilities and proposed bicycle networks were presented to the group. These maps can be found at the end of this document, as well, as in the full meeting presentation.

Comments/Questions from AC Members

Following the presentation Simran asked the group if they had any questions on the presentation materials. Two questions/comments were raised by AC members.

- A reminder to not lose sight of the need to have cameras on the street lights.
- When will public comment be?
 - *Members of the public will stay in the main room as the AC breakout to into groups. There will also be formal public comment after we do report backs from breakout rooms.*

Breakout Room Discussion and Report Back

Meeting attendees were then assigned into breakout rooms where groups were instructed to dive into each character area and discuss the following in detail -

- 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?

The AC members were in two breakout groups while the public attendees stayed in the Zoom main room. Each breakout room had one facilitator and one notetaker from the project team and all attendees were enabled to use the Zoom annotate tool to write comments and draw directly on the maps provided.

Following the breakout rooms, the group reconvened together and reported back on their conversation. Breakout room discussions are summarized in a high-level below:

AC Group 1:

- Support the idea of gateways into the downtown – a reference to Salinas’ new signage was offered and could be used as an example for Watsonville.

- Discussed the logistics of developing on publicly owned land vs. privately owned and what parking agreements may come with this.
- Would like to see roof terraces as another form of open space in the downtown.
- Plaza is a great gathering space – would like to see parklets as another form of open space that can improve the public realm.

AC Group 2:

- Agreed that Main Street should go through a road diet and acknowledged the complicated relationship that Caltrans has to this improvement.
- Important to not lose sight of Vision Zero – people coming downtown need a sense of security, regardless of what use or mode brings them to the downtown.
- Need to take into account what is already in the downtown and remember that there are a lot of privately owned businesses.
- A lot of support for the ideas that were presented, now interested in prioritizing and figuring out where to start first.
- Discussion of the types of housing that is needed in the downtown, especially when more people will be coming to the downtown.
- Important to consider how the City will address and work with the local community who is experiencing homelessness.

Public Attendees Group:

- Main concern that was discussed was Affordable Housing and what that actually means.
- Request for a formal training on housing from the City so that the community can better understand the legality behind housing, what the city has control over, what the council has control over, etc.
- Important to retain the local small business, such as The Bean. These businesses are vital to the downtown and community.
- More arts!!! Fox Theater, Porter Building, and Youth Center would be a great area to develop the arts and support local artists.
- Proposed the idea of adding parking behind Gottschalks with Affordable Housing above.
- Supports the ideas of pedestrian pathways/walkways that cross-cut blocks and make the pedestrian experience safer and at times faster in the downtown.

Public Comments

Members of the public were given the opportunity to share any additional thoughts or comments on the material presented thus far. Two community members provided public comment. These comments are summarized below:

- Would love to see the Porter Building become an Arts Center. The Fox Theater could become a live-theater for comedy, dance, and performance shows. Important to showcase the art and talent that currently exists in Watsonville. All of the presentation material looked really nice but main concern is that current residents may no longer be able to afford to live in Watsonville after this. Need to focus on the current residents, their income, and then find a balance so Watsonville can grow while current residents can stay. Would love to see more arts represented in the Downtown Specific Plan
- Excited about the street calming concepts and to slow traffic throughout the downtown. Also excited about the potential long-term concepts for Caltrans SR-152. By slowing these streets down it will be a great asset to the plaza and to the experience in downtown. Interested in the various housing types that were presented and support these diverse types of housing.

Wrap-up and Next Steps

Simran closed the meeting, offering next steps and acknowledged that there will be a community workshop on May 6th. There will also be a second community survey released at the community workshop which will be open for about five weeks. Simran requested that AC members share the survey with their friends, family, and networks. The consultant team will be bringing back revised recommendations to the AC at some point this summer/fall. These recommendations will take into account all community input the consultant team has received to date – including the second community survey. A part of these recommendations will include a discussion on Affordable Housing and an Anti-Displacement Strategy.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Advisory Committee Meeting #4 Full Presentation:

- www.cityofwatsonville.org/DocumentCenter/View/16051/DWSP-AC-Mtg-4-Presentation-Slides-4-28-2021

Advisory Committee Meeting #4 Facebook Live Recording

- www.facebook.com/watsonvillecity/videos/1166928660444245/

Community Survey #2 – English

- www.surveymonkey.com/r/DWSPSurvey2English

Community Survey #2 – Spanish

- www.surveymonkey.com/r/DWSPSurvey2Spanish

Final Vision Themes and Guiding Principles:

- www.cityofwatsonville.org/DocumentCenter/View/15529/Vision-Themes-and-Guidng-Principles

Advisory Committee Meeting #5

October 6, 2021

Summary Notes

Meeting Objectives

- Updates on progress to date
- Report Back on Community Survey #2 Results
- Review and receive feedback on the proposed Zoning Framework

Attendees

Advisory Committee Members

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

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Sarah Wilke (Assistant Planner), Carlos Landaverri (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

- Simran Malhotra and Jasmine Williams, Raimi + Associates
- Peter VanderWal and Andrew Krizman, Sargent Town Planning

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed the Advisory Committee (AC) members and re-introduced the consultant team and Suzi Merriam introduced City Staff who were in attendance. A brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features were covered and a contact email was provided in case any attendees had technical issues. Roll call attendance was taken for Advisory Committee members. Simran followed with an overview of the

meeting agenda, an overview of the Specific Plan process, where the team is currently at in the process, and what efforts the consultant team has completed since the last Advisory Committee Meeting on April 28, 2021.

What We've Heard So Far

Simran presented the overall engagement process to-date as well as the outreach methods used and results from Community Survey #2. The survey results were based on 257 responses that were received from May 6th, 2021 – June 17th, 2021. The survey collected the following information:

- Respondent Age & Race Breakdown
- Respondent Location
- Character Area Responses: Historic Downtown Core, Civic Core, Gateway, Commercial Flex, Residential Flex, Workplace/Industrial, East Neighborhood, West Neighborhood
 - Downtown Big Idea Priorities
 - Historic Downtown Core-Top Three Priorities
 - Civic Core- Top Two Priorities
 - Commercial Flex- Top Three Priorities
 - East Neighborhood- Top Two Priorities
 - West Neighborhood- Top Three Priorities
 - Workplace/ Industrial District Neighborhood- Top Two Priorities
 - Open Ended Responses
 - Preserve Downtown's historic look & feel
 - Address safety, homelessness, and mental health issues
 - Create a vibrant and navigable downtown
 - Encourage a mixture of uses and experiences
 - Make housing a priority
 - Combat gentrification and displacement
- Public Environment Responses:
 - Main St. (SR 152 between Lake & Beach)
 - Beach St. (SR 152)
 - Regional Bike Connections
 - Open-Ended Responses
 - Incorporate parklets and widened sidewalks (The team will continue to discuss trade-offs with the community)
 - Create pedestrian and bicycle friendly environment

- Traffic concerns are linked to reduced bicycle and pedestrian safety

Comments/Questions from AC Members & Public

Following the presentation Simran asked the group if they had any questions on the presentation materials. Four questions/comments were raised by AC members and the public.

- Would like to see Main St. lanes reduced to accommodate parklets and other amenities.
- Only a minority of people were against lane reduction which is great because many favored parklets and sidewalks.
- It would be nice to have Watsonville highlight the agricultural industry and make those roads less about pedestrians and more about trucks. Moving pedestrians away from Walker St. in certain areas.
- Many people in District 1 have asked for more pedestrian enhancement along Walker St. for their employees, because they walk to the area.

Zoning Code Framework Plan

Coding the Downtown Vision: Peter VanderWal, Project Consultant, began the Zoning Code Framework Plan section by discussing how to implement the character area vision through zoning. Peter explained that the “Development Code” was a tool used to regulate and implement the vision for Downtown that has been expressed through character areas. This could be implemented in the following ways:

- Activate the Core of Downtown
- Extensions of the Core
- Workplace Industrial Environment
- “Flex” Downtown Neighborhoods
- Sensitive neighborhood-adjacent “edges” of downtown

Peter explained the differences between conventional and form-based zoning while highlighting some of the features, limitations, and advantages associated with each. Following a detailed discussion of each zoning type, Peter introduced the concept of having a “hybrid” code which would incorporate standards from both the form-based and conventional zoning systems.

Active Public Realm Environment (Public & Private Frontages): Following the explanation of code systems, Peter presented recommendations for creating an active public realm through code requirements. Peter defined the public realm as a network of streets and public spaces that connect and unify the great variety of uses and building forms downtown. He explained the details of the

mechanisms available through the code that could create an active public realm. This included the design and calibration of frontages (e.g., public vs private frontages) as well as the need to create flexible frontages that can accommodate a variety of active ground floor uses, especially where ground floor uses may be desired to change over time.

Comments/Questions from AC Members & Public

Following the presentation Simran asked the group if they had any questions on the presentation materials. Three questions/comments were raised by AC members and the public.

- These are good examples of how architecture can open to the streetscape with very little cost. This can make all the difference downtown.
- Have these changes been considered along Walker St.? Also, has there been consideration for the Walker St. train and trail connection?
 - *We can't predict the future but were trying to understand what the future looks like and what the possibilities are. We will discuss this further later in the presentation.*
- What are the mechanisms to make builders use these designs?
 - *The objective standards in the zoning code, which makes it completely required for any new buildings.*

The Active Downtown Core (Built Form & Urban Character): Following questions/comments, Peter began to explain that the Downtown Core (Main St. and area around Watsonville Plaza) were intended to be the most active areas downtown. His presentation for this section highlighted the mechanisms available to create the most ideal and activated environment downtown. Peter presented the following tools along with a brief definition and visual representation for each:

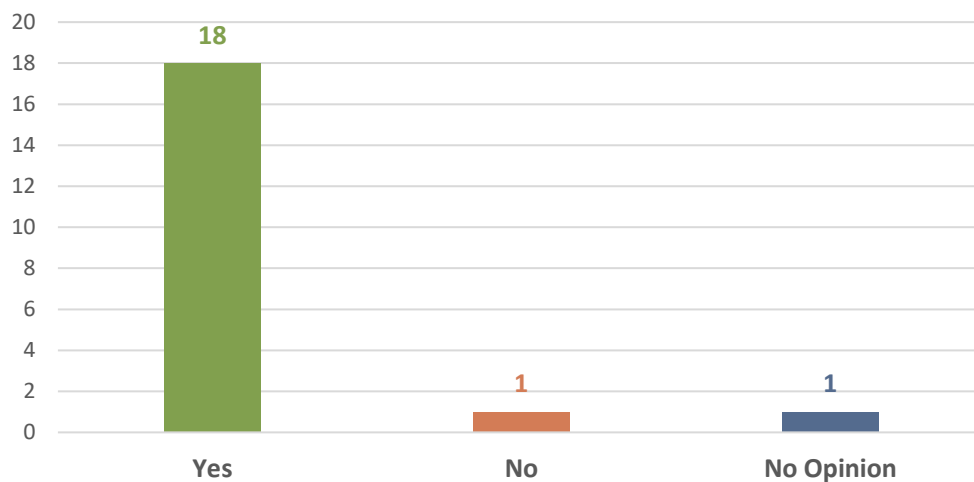
- Shopfront Transparency
- Seamless Indoor/ Outdoor Spaces
- Active Residential Frontages
- Frequency of Entries
- Generous Ground Floor Height
- Building Height
- Massing & Façade Composition
- Downtown Corridors (Extensions outward of the core along primary streets with use flexibility)
- “Retail Ready” (Flexible) Frontages

Comment/Questions & Poll Question #1 for AC Members & Public

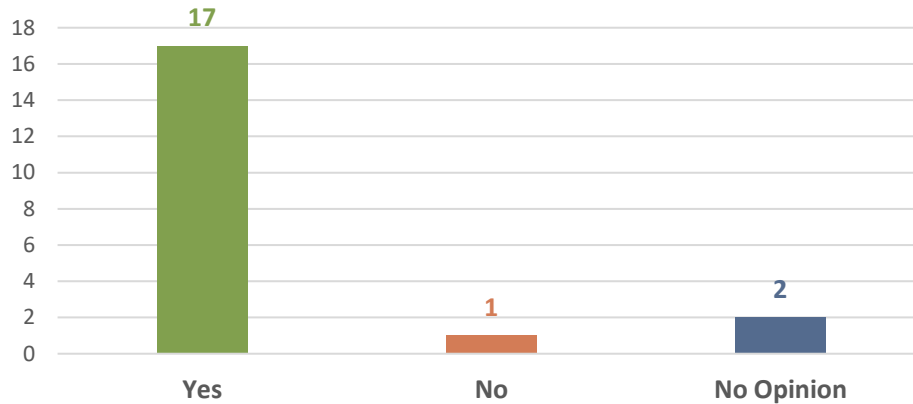
Following the presentation by Peter, Simran asked the group if they had any questions on the presentation materials and Jasmine opened the first group poll. Not all attendees answered every question. The Advisory Committee and public were asked the following three questions.

1. Does prioritizing the most active uses / frontages around Watsonville Plaza make sense?
 - *90% of respondents responded Yes; 5% of respondents responded No; 5% of respondents indicated No Opinion*
2. Do you agree with the code requiring flexible frontages to accommodate a variety of active ground floor uses?
 - *85% of respondents responded Yes; 5% of respondents responded No; 10% of respondents responded No Opinion*
3. Do 4-6 story building heights seem appropriate in the core?
 - *90% of respondents responded Yes; 10% of respondents responded No*

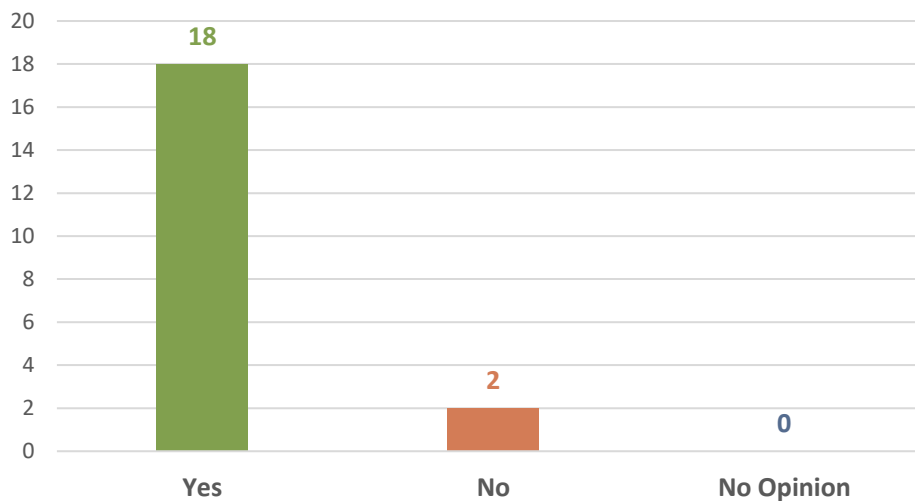
**1. Does prioritizing the most active uses / frontages
around Watsonville Plaza make sense?**



2. Do you agree with the code requiring flexible frontages to accommodate a variety of active ground floor uses?



3. Do 4-6 story building heights seem appropriate in the core?



Jasmine closed the poll after providing the group with a few minutes to cast their responses. After closing the poll, Jasmine shared and read the results to the group. Simran followed the poll results by opening the floor to discussion.

- How tall is the Civic Plaza building?
 - It's a tall 4 story - current height limit is 75 feet in CCA

- 4-6 story buildings are appropriate, and a taller building could be suitable. Height limits may change with invoking of affordable housing legislation (three stories over a local jurisdiction's height limits through invoking Density Bonus Law)
- I like the examples that show residents on the first floor. Safety is a concern for first floor residential.
- What is the vision for parking in the downtown area given these types of uses and accommodating them?
 - *Shared parking district and parking ratios are being explored.*
- Open storefront concept will activate spaces, current downtown has closed off spaces.
- Is there an obligation for new buildings to do housing? And that you can go three stories higher if you provide affordable housing?
 - *The intent is to not require certain types of uses. Residential would be allowed in most parts of the Specific Plan. There is no requirement, but there will be an allowance for it.*

Flex Downtown Neighborhoods (Built Form & Urban Character): Following the first poll and questions/comments, Peter continued his presentation and introduced concepts that are envisioned for the Downtown Flex Neighborhoods. Peter discussed creating a flexible mixed-use neighborhood that would have its own distinct neighborhood character, neighborhood-scale buildings, and “context-aware”/compatibility standards. His presentation provided visual examples for neighborhood-scale building types such as:

- Small-Lot/Side Yard House (15 Dwelling Units/Acre)
- Multi Plex (4-8 Dwelling Units/Acre)
- Attached/Rowhouse (20-25 Dwelling Units/Acre)
- Courtyard Housing- Surface Parked (20-25 Dwelling Units/Acre)
- Walkup Apartments (25-35 Dwelling Units/Acre)

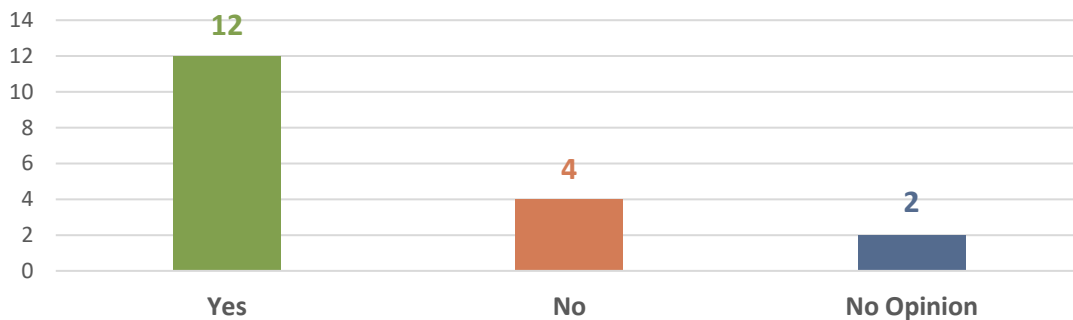
Comment/Questions & Poll Question #2 for AC Members & Public

Simran followed Peters presentation by asking the group if they had any questions on the presentation materials and Jasmine opened the second group poll. Not all attendees answered every question. The Advisory Committee and public were asked the following three questions.

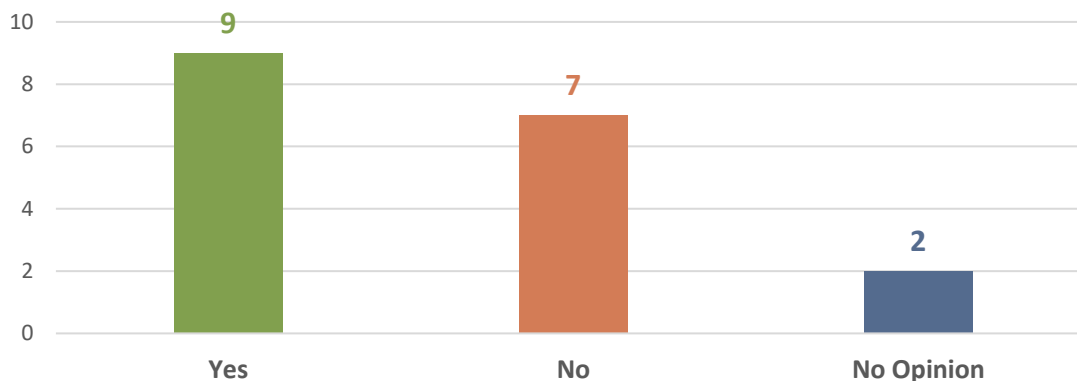
1. Does it seem appropriate to treat the Flex Neighborhoods as a single zone with a very flexible mix of uses and housing types in this zone?

- 67% of respondents responded Yes; 22% of respondents responded No; 11% of respondents indicated No Opinion
2. Does it seem appropriate to treat the Flex Neighborhoods as a single zone with a very flexible mix of uses and housing types in this zone?
- 50% of respondents responded Yes; 39% of respondents responded No; 11% of respondents responded No Opinion

1. Does it seem appropriate to treat the Flex Neighborhoods as a single zone with a very flexible mix of uses and housing types in this zone?



2. Does the approach of neighborhood-scale building types in this area seem logical? Building heights could range from 2-4 stories, but the code would provide compatibility standards to ensure building scale is appropriate based on immediate context.



Jasmine closed the poll after providing the group with a few minutes to cast their responses. Upon closing the poll, Jasmine shared and read the results to the group. Simran followed the poll results by opening the floor to discussion.

- Be careful when we talk about scale. Yes, we need to consider the scale of residential neighborhoods but projects within a block or two of downtown may be transitioning to larger, dense housing. There is currently lots of pressure to build due to RHNA.¹ We may not have the amount of housing that is needed if we look at lower scales of housing.
- Even lower density residential can accommodate 3 stories. I can't see anywhere being limited reasonably to lower than 3 stories. One person's "inappropriate transition" can be another person's "inappropriately low existing density." CLT (Cross Laminated Timber) is now wood construction for up to 15 stories.
- Is there a reason not to go higher considering the housing crisis (7,000 unit need immediately)?
 - *Construction type of building changes as you go up (wood to frame)- buildings become more expensive and due to costs in Watsonville that type of construction is less feasible.*
 - *However, construction is changing and may be feasible in the future.*
 - *This is a good point of discussion, maybe the code should be allowing for greater heights especially if there is the feasibility for it.*
- Even with Density Bonus you can go taller, but you may not want to go taller. I cannot see 8-9 story buildings in downtown Watsonville. The height question deserves conversation among staff.
- Height is ok, but code compatibility standards don't work as they are subjective.
- How does more than 6 stories affect sunlight in the area?
- Compatibility is worthwhile but we need to have options open for developers to build at a greater height to meet these numbers.
- Please have the community in mind before developers.
- A building height increase results in an increase in cost. Conflict exists between the cost in construction and amount of units/cost of rent. There needs to be a balance between the cost

¹ RHNA stands for the "Regional Housing Needs Allocation" that is assigned to the City. It is based in large part on population growth projections and housing demand, and represents the City's share for providing needed housing in the AMBAG region.

of construction of what units will be rented for. What is the expectation of the city, consultant, and community members regarding what the rent will be?

- *This is a good point; cost of construction does drive the cost of the units.*
Construction is changing and we should not limit ourselves to how things are now.
Height can impact the feasibility of the project.

- We shouldn't forget that we need all levels of affordable housing including market rate housing.
- I understand that single-family residential is slowly going away and that changes are happening to housing.
- Let's not forget about the Safe Streets program to make sure PVUSD students can safely walk to Radcliffe, Mintie White, E.A Hall, and Watsonville High School. Also consider the charter schools such as Ceiba and the new Charter school at the Gottschalk's building.
 - *Great comment and needed. This should also include the children attending Navigator's Watsonville prep.*

Workplace/Industrial: After Simran wrapped up the second poll discussion, Peter continued his presentation focused on the Workplace/Industrial character area. Peter explained that the team was hoping to confirm the priorities for this area which included preserving existing industrial uses, providing guidelines for adaptive reuse, enabling infill development, and incorporating tactical public realm improvements. Peter provided some additional clarification on each of the priorities. He stated that new or industrial residential uses would be subject to review to prevent the unintended displacement of businesses. He also shared that a variety of new uses could re-use structures while businesses could contribute to tactical public realm improvements that create a unique district. Peter concluded his presentation by suggesting that infill development in this area could help bring new uses to vacant or underutilized parcels, especially near existing and potential multi-modal connection being discussed for this area.

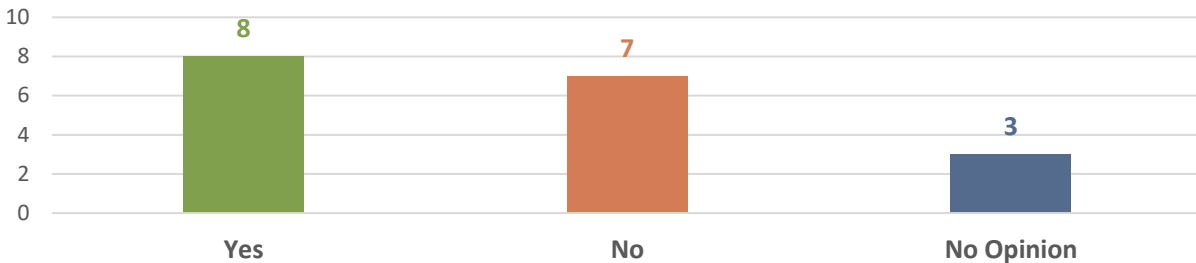
Comment/Questions & Poll Question #3 for AC Members & Public

Simran followed Peters presentation by asking the group if they had any questions on the presentation materials and Jasmine opened the third and final group poll. The following four questions about the Workplace/Industrial area were asked.

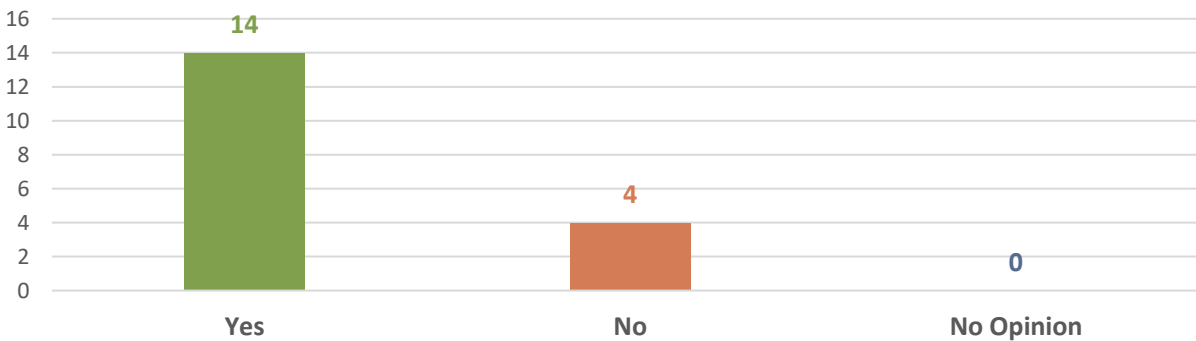
1. Preserve existing industrial / workplace uses?
 - *44% of respondents responded Yes; 39% of respondents responded No; 17% of respondents responded No Opinion*

2. Preserve existing buildings / adaptive re-use?
 - 78% of respondents responded Yes; 22% of respondents responded No
3. Encourage new / additional uses?
 - 78% of respondents responded Yes; 22% of respondents responded No
4. If you answered yes to Q3, indicate which new / additional uses should be allowed:
 - 72% of respondents chose Light Industrial Uses
 - 72% of respondents chose Flex/R&D Uses
 - 44% of respondents chose Logistics Uses
 - 89% of respondents chose Other/ Downtown Supportive Uses (e.g., Coffee Roasting, Bakeries, Brewing/Distilleries, Fresh Food Processing)

1. Preserve existing industrial / workplace uses?



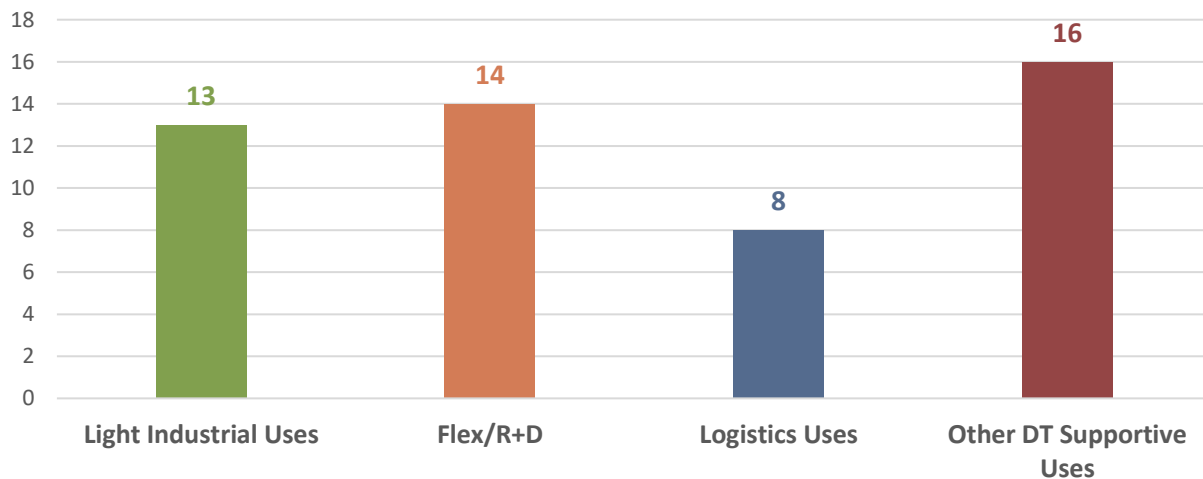
2. Preserve existing buildings / adaptive re-use?



3. Encourage new / additional uses?



4. If you answered "yes" to "3", which new/additional uses should be allowed: (check all that apply)



Jasmine closed the poll after providing the group with a few minutes to cast their responses. After closing the poll, Jasmine shared and read the results to the group. Simran followed the poll results by opening the floor to discussion.

- Answered yes, to preserve industrial to make sure that jobs are kept. If they go vacant then yes, there should be new and additional uses.
- We need to be mindful of jobs and housing balance.
- Should the future of this area just be limited to jobs, or should we encourage residential here?
 - *If you take the employers out of the area and put residents there, then how will the residents pay rent? The area needs the employment first.*
 - *Prefer to see residential in flex areas first.*
 - *We should be expanding out from the core but anything half a mile from the bus station should be considered for housing especially with more funding opportunities.*

- *This comes down to needing that rail. Yes, we need jobs, and the reality is that they don't exist, and that people are commuting to work. Housing needs to be the priority because of the housing crisis. We need that flexibility because some people are counting on that rail to get to work. Conversation seems premature because we don't know if rail is coming. We need flexibility.*
 - *Perhaps it makes sense to explore allowing uses contingent on the rail line.*
- Older industrial buildings need to be used for new housing. If this area is going to be mixed-use, we must invite different types of businesses that will be compatible with higher density housing. We cannot put high noise uses next to multifamily housing.
- Speed bumps like Bridge St. would be better for Walker and Rodriguez/Second St.
- Lots of conflicting information regarding rail trail, which go along Walker Street. If that becomes a major corridor for people, it is just a block or two from the bus station. This could be a major transportation hub. You could bring jobs to this area. If there is housing nearby, it may make sense. We need flexibility in planning for the transit line to become a reality and need to plan for that.
- I don't want to see businesses pushed out or moved. However, vacant business should be filled with more opportunities (jobs & mixed-use of restaurants for people working) and if safe more housing.
- Is there interest for businesses to move into this area or is this an empty space and this is just being proposed?
 - *Nothing is being proposed at this time but we're thinking ahead if something does get proposed.*
- If Walker becomes a major corridor to move people, it is just a block or two to the bus station and it could be a major transportation core which ties back to the jobs and the opportunity for more jobs.
- As the town grows, they will need support services (e.g., food, retail, shops).
- If properties are rezoned that does not mean the use will go in. It is up to property owners to make changes for new uses.
- Existing industrial property owners will make the changes based on the market.
- Supports seeing nonprofits downtown as assets.

Public Comments

Members of the public were given the opportunity to share any additional thoughts or comments on the material presented thus far. Three community members provided public comment. These comments are summarized below:

- Thank you for keeping the meeting accessible and via Zoom. Also, thank you for allowing the community to participate and speak for more than 2 minutes at the end.
- I appreciate the hard work. Beautifying Watsonville and the housing crisis should be prioritized over jobs. The whole state is a bedroom state. Maybe we could do more research on the impact of building upwards. The rail would be a great opportunity to move residents around and alleviate congestion and pollution.
- We need more trees (e.g., fruit trees) to help with the environment, wildlife, and shade.

Wrap-up and Next Steps

Simran closed the meeting, offering next steps. She shared that the consultant team will be bringing back revised recommendations to the AC at some point this year. Additionally, she mentioned that the consultant team would be providing more details about the street environment, bike network, policies about housing (e.g., anti-displacement and affordability). Last, Simran and Justin shared that a draft of the Specific Plan is expected for Spring 2022. The draft will come to the Advisory Committee for their review first and then will be taken to City Council by the end of 2022.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Advisory Committee Meeting #5 Agenda:

- <https://www.cityofwatsonville.org/DocumentCenter/View/17311/DWSP-Advisory-Committee-Mtg-5-Agenda-10-6-21>

Advisory Committee Meeting #5 Full Presentation:

- <https://www.cityofwatsonville.org/DocumentCenter/View/17457/DWSP-AC-Mtg-5-Presentation-Slides-10-6-21>

Advisory Committee Meeting #5 Facebook Live Recording

- <https://drive.google.com/file/d/1tTha1ZWVILqM3-QFA9pKn86hzp8PCsOt/viewFinal> Vision

Themes and Guiding Principles:

- www.cityofwatsonville.org/DocumentCenter/View/15529/Vision-Themes-and-Guidng-Principles

Community Survey#2 Summary Memo

- <https://www.cityofwatsonville.org/DocumentCenter/View/17382/Survey-2-Summary-7-7-21>

Advisory Committee Meeting #6

February 10, 2021

Summary Notes

Meeting Objectives

- Updates on project progress
- Learn about current setting, City housing programs, recent State laws, and best practices from other communities
- Discuss policy recommendations for affordable housing and anti-displacement

Attendees

Advisory Committee Members

- **Present (11):** Jane Barr, Gina Cole, Maria Elena De la Garza, Francisco (Paco) Estrada-Councilmember, Aurelio Gonzalez, Neva Hansen, Carmen Herrera Mansur, Ben Ow, Manuel Rodriguez, Shaz Roth, and Jenni Veitch-Olson
- **Absent (7):** Eduardo Cervantes, Felipe Hernandez, Sylvia Luna, Sal Orozco, William Ow, Brian Spector and Tony Scurich

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Carlos Landaverry (Housing Manager Community Development), Sarah Wikle (Associate Planner), Elena Ortiz (Administrative Analyst) and, Angelica Jauregui (Interpreter)

Consultant Team

- Simran Malhotra and Jasmine Williams, Raimi + Associates
- Benjamin Sigman, EPS

Total Meeting Attendees

- 62

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed the Advisory Committee (AC) members and began by providing a brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features. She also mentioned that the meeting was being recorded and live streamed on Facebook in addition to sharing a contact email in case any attendees had technical issues during the meeting. Roll call was not taken on the call; however, the project team recorded meeting attendance. Simran introduced the consultant team and Suzi Merriam, City of Watsonville (City) Community Development Director, introduced City Staff who were in attendance. Suzi followed by discussing past AC efforts since the start of the project and mentioned that all AC meetings would be completed by June 2022. Suzi explained that the meeting's focus would be on the topic of housing and took some time to remind attendees of the plans vision themes and guiding principles before getting into any housing discussions. Suzi concluded her presentation setting ground rules for the Advisory Committee.

Simran followed with an overview of the meeting agenda, an overview of the Specific Plan process, and where the team is currently at in the project. She shared details of past planning and engagement efforts, recent and ongoing efforts (e.g., Big Ideas for Downtown, Character Areas, Public Realm Design Refinements, Caltrans Updates), and what efforts the consultant team intends to complete before the end of the project.

Housing In Watsonville

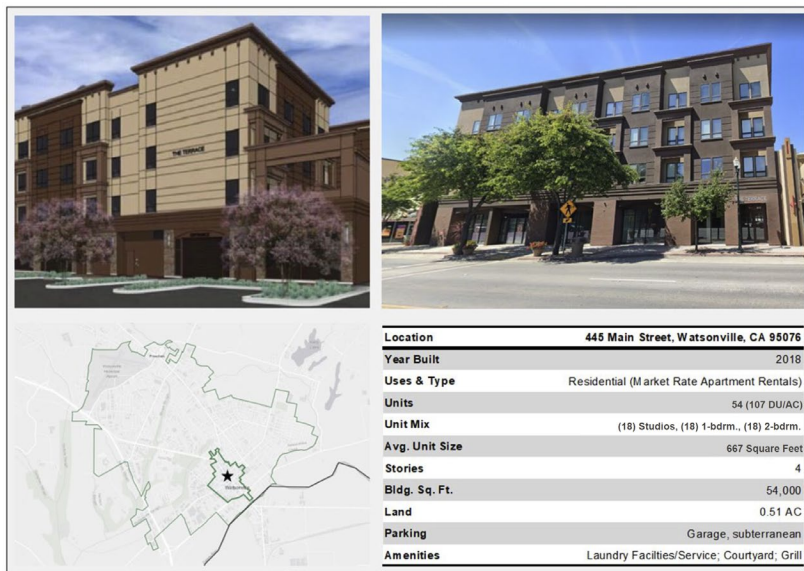
Benjamin Sigman kicked-off a three-part presentation segment intended to discuss housing in Watsonville, what has been heard from the community, and existing housing policies and programs. He also reminded attendees that the information presented was solely intended to set the stage for potential solutions that might be applicable to the Downtown Watsonville Specific Plan.

Where We Are:

Benjamin presented on background information and housing in Watsonville and set the stage with existing data about the city. The topics covered in this segment included:

- Downtown Watsonville's existing land use mix (retail, commercial, civic, religious, industrial, and residential uses)
- Population trends indicating that the growth rate has been slower than the County over the last decade and that in recent years there has been a further slowdown

- Housing needs (RHNA) vs. Housing production (issued building permits) in Watsonville
- Summary of multi-family rental trends
 - City-wide multi-family inventory 14% increase
 - Multi-family rents experienced a 42% increase in the last 22 years, but annualized are modest
- Multi-family vs. single-family housing stock
- An example project profile of recent development success (The Terrace at 445 Main Street)
- Affordable housing counts and units in the works



Following the contextual stage setting, Benjamin transitioned into a discussion about what the City has heard since the beginning of the DWSP planning process. He mentioned that these were the thoughts and opinions of the Watsonville community and that they required understanding to help frame the discussion clearly and honestly.

What We Heard:

Benjamin shared that the project team has been listening to the community throughout the planning process and that he would be reflecting what member of the community had shared about Watsonville. Benjamin broke down the community comments into two categories:

- Housing, Development & Redevelopment
 - Lack of housing
 - Affordability and diverse income groups

- Mixed-uses
- Reduced parking requirements
- Keep families in Watsonville
- Gentrification & Displacement
 - Keeping Watsonville unique and local
 - Focus on businesses and unused buildings
 - Avoid displacement
 - Preserve historic and cultural identities

City Policies & Programs:

The next part of the presentation was covered by the City's Housing Manager, Carlos Landaverry. Carlos began his presentation by explaining existing policies and programs that currently exist in the city to help expand affordable housing options in the city:

- Inclusionary Housing Ordinance, which requires a percentage of new housing units be affordable for very low to above moderate-income households
- In-lieu fees
- Incentives for 100% affordable projects
- First Time Home Buyers Program
- Down Payment Assistance Program
- Owner-Occupied and Rental Housing Rehabilitation
- Emergency Rental Assistance Program

Questions from AC Members & Public

Following Carlos' presentation, the following questions/comments were raised by AC members and the public.

- How does the City currently fund our affordable housing programs?
 - *Programs are funded through grants from the state and federal governments. The city also has a local housing fund that is funded through developer impact fees.*
- How much is it costing the City to administer some of the programs? And what are the numbers associated with these subsidies?
 - *The City combines funding sources to make purchases affordable to a local resident*

- *For every loan produced it needs to be serviced and units need to be monitored. The City manages marketing, outreach, looks for funding, applies for funding, reapplies, and reports annually and sometimes quarterly.*
 - *The first-time homebuyer program has assisted with over 300 loans.*
 - *The City of Watsonville housing division is a full-service division (all in house). The City manages resident eligibility, certifying, reporting, and grant applications. The City also gets residents prepared, by partnering with non-profits, and financial and legal counseling. On the development side, the City also collaborates with local developers to help build more housing in the city.*
- For housing developers that develop units for sale, when was the last time that a developer developed more than 50 units?
 - *Sunshine Gardens has (87) units, Hillcrest Estates has (144), and 221 Airport Blvd. has (48) for sale units.*
- What is the maximum income for family of 5? How do we help people afford to live here without losing population?
 - *The maximum income that a family of five can make is \$141,000, while; the median income is \$55,000; most families of 4 are considered low income.*
- Why is the City paying developers? Are these funds coming from taxpayers?
 - *What was referred to is the City funding that can go to 100% affordable developments - that is done by non-profits who develop most of the affordable housing in the state. Those projects are paid for by public HCD (State Housing and Community Development Dept) funds and tax credits primarily.*
 - *An example of a 100% affordable housing project that the City contributed funding to help with financing the development of project is the Miles Lane Project at 139 Miles Lane.*

New State Housing Legislation

The next part of the presentation was an overview of recent state housing legislation. Simran stated that the State of California has acknowledged the need for significant more housing, both market rate and affordable, and to make it happen, has passed numerous laws. In her presentation, Simran provided a high-level summary of the following laws encouraging housing production:

- State Density Bonus Law (SDBL)
- Recent SDBL Amendments (AB 2345)

- Housing Crisis Act (HCA-SB 330)
- Objective Design Standards (HCA-SB 330)
- Housing Accountability Act (HAA)

Simran explained that the production of housing alone is not enough to address state-wide housing concerns, she also outlined several laws focused on accelerating housing production such as:

- Affordable Housing Streamlining (SB 35)
 - In the chat, City staff Justin Meek provided an example of a project approved under SB 35 is a 100% affordable housing project by Eden Housing at 1482 Freedom Blvd.
- Duplexes/Lot Splits in Single Family Zones (SB 9)
- SB 478
- SB 791
- Extension of HCA (SB 8)
- Increased Density in Transit-Rich Areas (SB 10)

Similarly, Simran expressed the need for laws to intentionally focus on affordable housing. She briefly explained the following affordability related laws:

- AB 447
- AB 571
- AB 787
- AB 1043
- AB 1095
- SB 728

Simran's presentation continued to include details about state laws related to anti-displacement such as:

- Housing Crisis Act (HCA-SB 330)
- Tenant Protections (AB 1482)
- Tenant Protections (SB 329)

The last part of Simran's segment offered details about state laws related to the housing element, which is a required element of the City's General Plan and is expected to be updated in the next year or so, going into effect in 2023. The laws she covered included:

- AB 725
- No Net Loss (SB116/SB1333)
- AFFH (AB 1304)
- Rezoning (AB 1398)

Best Practices and Potential Policy Recommendations

The last part of the presentation was focused on policy examples from other communities and policy recommendations for consideration in Downtown Watsonville.

What Other Communities Are Doing?

Benjamin began this segment by sharing a foundational framework by which to understand affordable housing and anti-displacement policy. Benjamin explained that often, public policy strategies to address affordable housing needs and anti-displacement goals commonly are grouped into four categories:

- Housing Production – development of new housing
- Housing Preservation – reinvestment in existing housing
- Neighborhood Stabilization – tenant protections
- Household Assistance – financial support for renters and owners

To help clarify the components of each category, Benjamin also shared specific examples for production, preservation, stabilization, and assistance. He also linked back to Carlos' earlier presentation and mentioned that the City is already doing a lot under each of the four categories. Benjamin reiterated the fact that there isn't any other place like Watsonville and that nothing shared in this presentation is intended to turn Watsonville into a completely different place. He emphasized that these were simply successful examples and ideas to help inform possible solutions. Benjamin discussed locational examples that have been used at smaller scales (similar to the level of a Downtown Specific Plan). Benjamin shared ongoing/adopted examples of the following places:

- Livermore- Isabel Neighborhood (Adopted)
- Sacramento- Stockton Blvd. Plan (Ongoing)
- Berkeley- Adeline Corridor (Adopted)
- Oakland- Downtown Oakland Specific Plan (Ongoing)
- Fresno- Downtown Neighborhoods Plan (Adopted)

Potential Policies for the Downtown Watsonville Specific Plan:

Benjamin explained that some policy strategies are commonly implemented at city-wide and regional levels, while others can work well when tailored for implementation through a subarea plan:

- Housing Production – plan-level goals for new housing
- Housing Preservation – strategic protection of existing housing

Neighborhood stabilization and household assistance are more typically implemented at city and/or regional levels.

Benjamin explored each of the four types of strategies and provided potential strategies specific to the City of Watsonville and the downtown. He explained that housing production policies pursue an elevated goal for development of new below-market-rate housing in the downtown by encouraging 100% affordable housing project development. Options could include:

- Pursuing plan-wide affordable through existing inclusionary policy and development of all-affordable projects
- Encouraging 100% below-market-rate housing with City funding and collaborative, streamlined project processing
- Considering 100% below-market-rate housing on public sites
- Providing deferred low interest loans for selected development impact fees for 100% below-market-rate housing projects

Housing preservation policies could pursue reinvestment in existing affordable housing in the downtown by:

- Encouraging protection of existing affordable housing downtown (generally older housing stock)
- Partnering with non-profits to support acquisition and reinvestment in existing affordable housing downtown

Neighborhood stabilization and assistance efforts are best applied at a city-wide level, where the city can:

- Continue existing citywide housing programs
- Promote existing programs among downtown residents through outreach efforts and educational opportunities

Questions from AC Members & Public

Following Benjamin's presentation, Simran asked the group if they had any questions on the presentation materials. Four questions/comments were raised by AC members and the public.

- What is the City doing to preserve the senior citizen neighborhoods? How is senior neighborhood zoning enforced? Is it enforced by City, State, or both?

- *Existing senior neighborhoods have a special zoning designation, R-1P, and the age restriction of their homeowner's associations also keep the sales prices on the homes lower.*
- The City has not done a good job of revitalizing the downtown. Some of the initiatives that have been proposed have been ineffective. Some of the problems that need to be explored in the downtown is more mixed-use. Has the City looked at lifting height restrictions in the downtown corridor?
 - *Yes, that is a discussion that was had during past AC meetings.*
- Why are we putting so much emphasis on affordable housing when most of the housing in downtown is low income? Market rate is not here- we only have two buildings in the downtown, and a thriving downtown needs all kinds of income levels of housing. We should be discussing housing more broadly. We aren't displacing residents when we are giving space that was greatly needed. Also, why aren't we seeing examples from communities that look more like Watsonville (e.g., Gilroy, Hollister, or Salinas)
 - *The specific plan is looking to increase housing overall, many different types, not just affordable. The City's housing ordinance already has an affordability component which applies here.*
 - *The plan is looking to cast a broad net, specifically on affordable housing and anti-displacement*
- We haven't addressed or acknowledged that low-income housing is well represented in downtown.
- I have asked the City for numbers for market rate vs. low income. These number would be helpful in a conversation like tonight's.
 - *An assessment of the housing market prepared by EPS is available at: <https://www.cityofwatsonville.org/DocumentCenter/View/14027/DWSP-Market-Assessment-and-Demand-Analysis-July-2020>. (See the sections on household income and real estate conditions.)*
- It will be good to get a definition of the term "affordable housing"
 - *Affordable housing is generally defined as housing on which the occupant is paying no more than 30 percent of gross income for housing costs.*

Discussion

Following any questions, Simran opened the floor for discussion about the potential anti-displacement and housing solutions applicable to the downtown. The AC members and public used this time to

express their sentiments verbally or in the chat. The following summarizes the comments received during the meeting:

- What public land do we have downtown that could potentially be used?
 - *City Hall, and several parking lots.*
- What percentage of downtown use is currently housing?
 - *Multi- and single-family housing are about 20% of downtown currently.*
- A mix of affordable and market rate housing is needed to support business and have a sustainable, successful, and vibrant downtown. Let's also look at some cities that have comparable economic structures to Watsonville (e.g., downtown Salinas, Gilroy, and Hollister).
- If we want low-income housing, it's already set in place. For developers to invest and we want a mix, we need to have surety that the developer can get the project through and a plan that is favorable for developers (e.g., a clear path to travel to get a product). From there, you will get a true mix assuming the economic proforma makes sense.
- I appreciate the focus on displacement, as we plan for a mix, what will happen to families who are currently downtown, if it is true that most housing is low-income?
- Salinas has been thriving in large part because Taylor Farms is investing in Salinas. We are dependent on downtown being developed with a mix, but in the meantime, we shouldn't say no low-income housing just because it already exists downtown.
- I wonder if there has been a study of affordability for the community of Watsonville. We need to be building housing that is affordable for the current community. "Affordable" can be misleading or confusing and can put a stigma in the conversation.
- Now that remote work is becoming a common thing, are there new ideas on how to approach area median income with remote work in mind? This could distort the notion of affordable.
 - *Area median income is based on HUD and the state. It's depended on their location not where their jobs are.*
- You can have a person bringing in an income from elsewhere (e.g., Silicon Valley) and that disrupts the median income of the area. Affordable becomes less affordable.
 - *The city currently has its own income categories because it is so different from the county, however, cities can't restrict who comes in. The city needs to encourage more housing at all levels which is what others have said and what the Specific Plan seeks to do.*

- How do you fund the increased need? Transfer tax (e.g., Berkeley or San Francisco) are taking the highest values and putting a higher percentage tax on those and then putting that money into a fund. Essentially, taxing rich and subsidizing housing.
- Someone moving in who is higher income doesn't change the median income if the stats we heard earlier are true - that 73% of Watsonville are low-income on the county-wide scale. Since median is what half of people earn less than, what potentially makes a much bigger difference to median income is when lower income households are displaced/priced out. If that can be prevented, then median doesn't necessarily increase.
- Displacement isn't a future problem, it's happening now. We are avoiding things that are happening now. The new developments (e.g., Main St.) have affordable pricing but those prices are still through the roof. I know of many people being displaced (e.g., field workers). For example, many kids moved out because farm workers had to move to Los Banos. The community is young and wants to stay in Watsonville. What can we do to have them stay? Can we increase ordinance from 20%-25% affordability requirement?
 - *Other cities had inclusionary requirement set at 20%, but what they are doing is creating a higher percentage in the Specific Plan area. They are trying to make up the difference by bring more funding, partnering with developers, and utilizing public land.*
- Is Sunshine Gardens for sale and can the City do anything with it?
 - *Yes, it's on the market, but it's under active construction and the City doesn't build housing. We provide funds for others to do it, so we can't buy it.*
- The adaptive reuse ordinance had a lot to do with the work done in Salinas. Affordability levels matters as much as the percentages do. Sometimes, we set inclusionary ordinances outside of other rules, we must look at impact fees as well. This will help to understand what it truly takes to get to a higher percentage.
- We need to understand that any net new gain is taking the demand and softening it. What's most important to understand is that the cost of development is out of control. For affordable housing, developers often need to make at least a \$4.5-million-dollar investment. We need to be careful that we include housing for all kinds, all types of persons. When we have a mix of people in a building it's a blending and mixed community.
- Additional comments from AC members include: There is housing already there, we're talking about improving housing and changing the face of our downtown Main Street. The plan should help developers to build housing, focus on underutilized properties, and ensure that housing is distributed equally throughout the zone.
 - *The code will also help to increase affordable by design.*

- Great turn out and participation. All voices are important and thanks for giving the advisory community full opportunity to share what they have learned through the process.
- Thanks for the presentation and rich discussion. I appreciate the discussion about ways to mitigate displacement and echo the comment that this is what we heard from the community and that this is the reason we're having this specific meeting. Yes, we're talking about downtown tonight, but a lot of these ideas could be applicable elsewhere, there is opportunity to explore new and different ideas in other areas. I also appreciate the opportunity to hear ideas from other cities. Perhaps we should also think about what to do with the K-Mart area.
 - *The City will be updating housing element and we will have the opportunity to share ideas then.*

Public Comments

Members of the public were given the opportunity to share any additional thoughts or comments on the material presented thus far. Three community members provided public comment. These comments are summarized below:

- Please upgrade Rodriguez St. and Walker St. to be more pedestrian friendly for PVUSD students. Too many children and accidents have occurred at Walker St. and Second St. intersection.
- Please consider how this can help veterans.
- Loan fees for loans on second homes (Vacation home/Airbnb's are an additional cost that renters would need to make up).
- Displacement is happening, my mom has lived in city for 30 years and her new landlord raised the rent and we needed to move. Can we work with more non-profits or other types of developers? It is important to have a more mixed community. I think 25% is a good increase of percentage and increasing the height limits would encourage developers to build more. We should pull additional levers to bring more development downtown. I would also like to note that privilege allows people to forget that people are being displaced.
- Thank you for the format and addressing questions. With the mention of Salinas success, in future meetings we must acknowledge their thriving night life and how we don't have one in Watsonville.
- We may be focusing on the tip of an iceberg. We must look at business and economic opportunity. Other areas have shops, here we have empty shops and theaters. We should be

looking at opportunity, downtown should be an economic hub. Maybe we should call this a comprehensive plan not a specific plan.

- *The specific plan is intended to do what you just suggested. This is just a focused conversation about housing.*
- More housing can lead to robust economic opportunities. Residential is the highest and best use downtown. Also, if you understand the economics of a 5% affordable housing requirement increase, the financial cost is huge. It could be the difference between a project being build and not being built. Any type of new housing is a good thing.
- Greenway's Executive Director on the RTC made the move to take the mountain line from FF's. It was supposed to be decided in closed door session, you were never meant to know that FF's abilities would be reduced.
- Just one more example: In the downtown there is so much unused parking space in garages that new housing projects shouldn't have a minimum parking requirement, and that alone can subsidize more inclusionary housing.
- Yes, I do agree that businesses are important, I forgot to add this to my 2-minute comment, but how do we help local small businesses to come in like those shops and help people who are from here start a business? Us young people and everyone else really want places to have fun. We leave the area to go dancing or arcades or bowling.
- Thank you for the work. What have our neighbors done because they seem like they are thriving. What did they specifically do?
- Historically, when the city has faced displacement, churches got together to find housing and build housing. Mixed use is important. Right now, downtown is primarily commercial. Hansen took advantage of mixed-use (leverages commercial and introduced housing).
- Thank you all for your contributions.
- What about residents in Resetar and other low-income housing locations? Low income with limited physical abilities, senior, etc. How will new housing impact their lives as these changes of living wages move forward? What are we doing with Kmart? We need retail and living structures (Like the Terrace). I'm a limited age and disabled person and I can't afford anything at the Terrace. \$500 per month would take most of my income.
- Mixed-use is key to address the needs of our community. QSR, Entertainment, 2nd Floor Office and other mixed-use tenants. TOGO's is an excellent example of investment in the downtown. Greg Wimp should talk about the experience of opening a QSR in the downtown.
 - Good points! First, we need downtown to be an entertainment zone with mixed housing. If we have an existing underutilized property like a furniture building on Main

St. with zero housing, if we add a new mixed-use project 50 unit on that site and a development occurs on it an additional 15% low-income units get generated (about 7 - 8 units would be created for 55 years or more) at the developer's expense. To get a ratio of 25% low-income unit becomes ecumenically infeasible. All low-income projects would need government funding. Developers need surety in investing \$25-35 million per project into a single building in the downtown corridor.

- Sorry I'm not an economics major, but that's why I said let's explore working with more nonprofits and add other incentives so that 5% isn't such a huge problem. If other cities are doing it, I don't see why we can't get creative and explore other ways. But yes, for sure businesses with apartments built on top is what I want to see since from what I know about environmental issues, mixed-use is super important for encouraging walking and public transportation use.
- Is there already a plan for the ground level of the old Ford's department store building?
 - *A portion of it is dedicated to the Navigator School and part for retail.*

Wrap-up and Next Steps

Simran closed the meeting, offering next steps. She shared that the consultant team will be seeing the Advisory Committee more frequently as the project moves towards completion. Additionally, she mentioned that the consultant team would be providing more details about parking and mobility recommendations, and economic development recommendations. Last, Simran shared that a public release draft of the Specific Plan is expected by June 2022. The draft will come to the AC for their review first and then will be taken to City Council by the end of 2022. Following Simran, Suzi closed the meeting by thanking everyone for the civil discourse and sharing ideas, thoughts, and experiences, because it leads to a better planning process.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Advisory Committee Meeting #6 Agenda:

- <https://www.cityofwatsonville.org/DocumentCenter/View/18009/DWSP-Advisory-Committee-Mtg-6-Agenda-2-10-22>

Advisory Committee Meeting #6 Full Presentation:

- <https://www.cityofwatsonville.org/DocumentCenter/View/18028/DWSP-AC-Mtg-6-Presentation-Slides-2-10-2022>

Advisory Committee Meeting #6 Recording:

- English <https://www.youtube.com/watch?v=6zH9Hgug97Y>
- Spanish/Español <https://www.youtube.com/watch?v=NIClgSVFVKU>

Market Assessment and Demand Analysis (July 2020):

- [https://www.cityofwatsonville.org/DocumentCenter/View/14027/DWSP-Market--Assessment-and-Demand-Analysis-July-2020](https://www.cityofwatsonville.org/DocumentCenter/View/14027/DWSP-Market-Assessment-and-Demand-Analysis-July-2020)

Advisory Committee Meeting #7

April 14, 2021

Summary Notes

Meeting Objectives

- Updates on project progress
- Learn about the Downtown Watsonville Specific Plan's mobility and parking recommendations
- Discuss the recommendations

Attendees

Advisory Committee Members

- **Present (7):** Jane Barr, Aurelio Gonzalez, Neva Hansen, Carmen Herrera Mansur, Jenni Veitch-Olson, Sylvia Luna, and Andrew Ow
- **Absent (11):** Eduardo Cervantes, Gina Cole, Maria Elena De la Garza, Francisco (Paco) Estrada- Councilmember, Felipe Hernandez, Sal Orozco, Ben Ow, Manuel Rodríguez, Shaz Roth, Brian Spector, and Tony Scurich

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Sarah Wikle (Associate Planner), Elena Ortiz (Administrative Analyst), and Angelica Jauregui (Interpreter)

Consultant Team

- Simran Malhotra and Jasmine Williams, Raimi + Associates
- Meghan Weir and Zachary Zabel, Nelson Nygaard

Total Meeting Attendees

- 44

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed the Advisory Committee (AC) members and began by providing a brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features. She also mentioned that the meeting was being recorded and live streamed on Facebook in addition to sharing a contact email in case any attendees had technical issues during the meeting. Roll call was not taken on the call; however, the project team recorded meeting attendance. Simran introduced the consultant team and Justin Meek, City of Watsonville (City) Principal Planner, introduced City Staff who were in attendance. Justin followed by discussing past AC efforts since the start of the project and mentioned that there are two final meetings before the project concludes in the summer of this year. Justin explained that the meeting's focus would be on the topic of mobility and parking and that feedback would be used to refine the mobility chapter of the Specific Plan.

Simran followed with a reminder of the project vision and guiding principles, an overview of the meeting agenda, Specific Plan process, and where the team is currently at in the project. She shared details of past planning and engagement efforts, recent and ongoing efforts (e.g., Big Ideas for Downtown, Character Areas, Public Realm Design Refinements, Caltrans Updates, and drafting of the Specific Plan), and what efforts the consultant team intends to complete before the end of the project.

Mobility In Watsonville

Zachary Zabel kicked-off a six-part presentation intended to discuss mobility in Watsonville. The segments included an explanation of the mobility framework, where we are, what we heard from the community, model priorities, network recommendations, design concepts, and parking and curb management.

Mobility Framework:

Zachary presented on background information and mobility in Watsonville and set the stage with the framework which covered:

- Transportation in the Specific Plan Area
- Mobility Themes
- Mobility Goals
- Mobility Foundation

Following the mobility framework, Zachary transitioned into a discussion about what the project team has heard since the beginning of the DWSP planning process. He mentioned that these were the thoughts and opinions of the Watsonville community and that they required understanding to help frame the discussion clearly and honestly.

What We Heard:

Zachary shared that the project team has been listening to the community throughout the planning process and that he would be reflecting what members of the community had shared about mobility in Watsonville. Comments included:

- Building on and extending Downtown's walkable scale
- Providing streetscape improvements such as additional lighting, shaded sidewalks, and plantings
- Improving bicycle and pedestrian connectivity and safety
- Addressing traffic speed and congestion
- Creating an all ages and abilities bicycle network
- Increasing the separation between people walking, biking, and motor vehicles
- Finding opportunities to expand the public realm (e.g., outdoor dining, parklets, and paseos)

Modal Priorities:

Zachary transitioned into an explanation of modal priorities by sharing a graphic that represented how the community can distill achieving the goals previously discusses by prioritizing streets to move people as opposed to motor vehicles. Zachary explained that the plan recognized these priorities by recommending a transportation system that balances the need of different types of travel and focuses on the things that will improve the overall experience within the Plan Area. Zachary shared a glimpse into the structure of the mobility chapter and guidelines which will provide technical guidance and specifications for some of the features in the design concepts, as well as ensure that new development in the downtown also improves the way that everyone can get around. The downtown multimodal network is intended to create prioritized spaces and networks for people who walk, bike, and take transit by:

- Installing improvements to enhance pedestrian safety and access, bicycle connectivity, and revitalizing the Downtown streetscape.
- Providing bicycle infrastructure that connects Downtown to key locations and provides a low stress environment for bicycle riding.

- Providing widened and more comfortable sidewalks for walking.
- Improving intersections to reduce crossing distances and increase visibility between different modes.

Questions from AC Members & Public

Following this segment of the presentation, the following questions/comments were raised by AC members and the public.

- What will these improvements do to emergency vehicle travel?
 - *These improvements are expected to keep flow as efficient as possible for emergency vehicles. Changing the lane configuration of Main Street from four to three with a center running turn lane and one lane in each direction simplifies potential conflict points, such as turning movements at intersections, and reduces vehicle pausing on inside and outside lanes, which results in traffic flowing more efficiently and in a calmer manner. (This simultaneously makes the street safer for pedestrian by reducing the crossing distance, enhancing visibility, and eliminating potential conflicts.)*

Network Recommendations:

Following the question segment, Meghan Weir described the network recommendations that will be part of the Downtown Watsonville Specific Plan. Meghan explained that there were three key network changes being put forward by the plan:

- Converting E Lake Avenue and E Beach Street, which currently operate as one-way couplets, into two-way streets.
- Reducing the number of travel lanes for Main Street from four to three with a center running left turn lane and one lane in each direction.
- Squaring off the connection between Union Street and Alexander Street from E Lake Avenue to E Beach Street and converting that portion of Union Street for private development.

Meghan also focused attention on a variety of improvements specific to the pedestrian network, which is expected to expand pedestrian connections, improve crossings, and generally make the entire Downtown district more inviting and comfortable for people walking. These include:

- Wider sidewalks or parklets where possible **to expand the pedestrian realm**
- Intersection improvements like direct accessible ramps and curb extensions
- Crossing improvements like new signal timing to give pedestrians a head-start before cars start turning
- Sidewalk lighting rather than highway-scale street lighting

- An expanded network of paseos - so pedestrians can cut across blocks and enjoy a smaller scale space free of cars

To conclude the network recommendations segment, Meghan identified some recommended bike network improvements throughout the Downtown area. The improvements include:

- Incorporating new facilities to fill in east/west gaps and add more north/south connections east of Main Street. These allow for more convenient, safe, and comfortable travel by bicycle to key destinations.
- Designing bicycle facilities beyond minimum acceptable widths to create a safe and inviting bicycle network for people of all ages and abilities and to reduce potential conflicts between bicyclists and motorists.
- Minimizing impacts on residential parking by enhancing the bicycle network.

Questions from AC Members & Public

Following the presentation, the following questions/comments were raised by AC members and the public.

- There is a concern about traffic safety in the Downtown. Specifically, about cars going through red lights. Will the Specific Plan address redlight cameras? And what is their legality?
 - *The Specific Plan is focused more on physical change, programs, and development policies. However, there is room to identify those priorities within the guidelines. Red light cameras are seen more as enforcement. Vision Zero is focused on pedestrian and bicycle safety as a city-wide scale so that would be an appropriate forum for further investigation. The Downtown Specific Plan can refer to the importance of Vision Zero in the downtown.*
- The plan is to introduce traffic calming on Main Street and what is the impact to other streets like Walker Street?
 - *Traffic calming doesn't always translate to lower volume as the emphasis is on creating a street design that by default enforces better speed control, resulting in slower, more careful, and more predictable traffic flow. This doesn't mean the capacity will be significantly altered. Post-road diet studies show that there are little volume changes (i.e., additional traffic) on surrounding streets. The intention is not to push cars off Main Street. It is also important to note that the traffic calming recommendations are being provided in the DWSP for a variety of streets dependent on street types, which could also be applied to other surrounding neighborhood streets.*

- How will we address bicycle education because many people do not know how to use the streets to bike?
 - *Education could be addressed as a priority or guideline and backed up by other programs the city has in place. The team will make a note as a policy idea to include more robust ideas for education (ideally at a city-wide scale) and integration into safe routes to school.*
- How do you treat locations where there are both bulb-outs and bike lanes?
 - *We don't get into the design specificity in this plan but there are some real good design interventions and best practices; there is more emphasis on bulb-outs on wide streets which won't have bike lanes, Streets with bike lanes will have other traffic calming measures.*
- What is the discussion with Caltrans?
 - *We have had preliminary conversations with Caltrans. There has been interest in the plan recommendations including changes in lane configurations (i.e., from four to three) and enhancement for pedestrians. There is a potential for making changes, with the State taking this on, but it would be designed, built, and funded by Caltrans. This represents a large cost savings to Watsonville.*
- What is the timing?
 - *They have different programs and cycles for identifying, planning, designing, funding, and installing them. For example, this could be a SHOPP project in the next cycle (which could be years out). However, the timing is reasonable and having this in the plan puts it on the record and makes sure that Caltrans is supportive and potentially prioritizes this change; the advantage is that it's a Caltrans street and is consistent with their priorities regarding creating multi-modal corridors^{1,2} and complete streets^{3,4} and reducing greenhouse gas emissions, in accordance with State mandates.⁵ The*

¹ Caltrans website: Multi-Modal System Planning Guidelines and Procedure,

<https://dot.ca.gov/programs/transportation-planning/multi-modal-system-planning/guidelines-procedures>

² Corridor Planning Process Guide (Caltrans Division of Transportation Planning, February 2020),

<https://dot.ca.gov/-/media/dot-media/programs/transportation-planning/documents/system-planning/systemplanning/corridor-planning-process-guide-12-24-2019-a11y.pdf>

³ Caltrans to require “Complete Streets” features in planning and design of all new projects,

<https://dot.ca.gov/news-releases/news-release-2021-039>

⁴ Caltrans Director’s Policy DP-37: Complete Streets (effective date 12/7/2021), <https://dot.ca.gov/-/media/dot-media/programs/sustainability/documents/dp-37-complete-streets-a11y.pdf>

⁵ Caltrans website: driving down greenhouse gas levels, <https://dot.ca.gov/programs/public-affairs/mile-marker/summer-2021/ghg>

<https://dot.ca.gov/programs/public-affairs/mile-marker/summer-2021/ghg>

work that the community has done is important, because if we weren't doing what we're doing this now, then Caltrans likely wouldn't be coming to the table. It has allowed Caltrans to go to the State to say, "We want to support Watsonville in implementing these changes to their Main Street." Having a process that is backed by engagement carries weight and also makes it easier to secure funding.

- What about the alignment on Alexander and Union and providing adequate emergency response?
 - *This should provide the same level of connectivity for emergency vehicles, but it may just be an extra turn at a zig zag.*
- What will be done to create effective bike lanes on narrow streets?
 - *Traffic calming will help to make bike facilities on narrow streets feel safe.*

Design Concepts

Meghan continued the presentation by explaining that the team had developed sample cross sections to illustrate what the various types of bicycle facilities could look like on a range of different Downtown streets. Meghan provided improvement explanations for each of the following design concepts:

- *Main Street (E Lake Avenue to E Beach Street)*
 - Changing the total number of travel lanes from four to three, with a center running left turn lane and one lane in each direction,
 - Reallocating the additional right-of-way to expand the sidewalk furniture zone with on-street parklets and streetscaping adjacent to on-street parking.
 - Curb extensions at intersections and midblock crossings to further improve the crossing for people on foot.
- *E Lake Avenue (at Main Street Intersection)*
 - Allows Lake Avenue to function as a more locally serving street.
 - Shortens crossing distance.
 - Maintains on-street parking where necessary, especially on residential frontage.
 - Provides space for a turn pocket at intersections to keep traffic operations smooth.
- *E Beach Street (Main Street & Union Street)*
 - Allows Beach Street to function as a more locally serving street.
 - Shortens crossing distance at intersections.
 - Adds space for parklets on the north side to expand the sidewalk zone.
 - Maintains on-street parking where necessary.
- *Rodriguez Street (W Lake Avenue to W Beach Street)*

- Simplify the lane configuration at the intersection for a consistent one lane in each direction (continuous from south of Beach Street and further north).
- The additional space accommodates buffered bike lanes.
- Maintain existing ROW and vehicle lane widths.
- Increase northbound bicycle lane from 4' to 6', which is consistent with current design standards.
- Increase east side buffer from 2' to 3' and add vertical separation such as planters.
- Add 3' to west side buffer with flexible posts.
- *Union Street (Maple Avenue and Grant)*
 - Traffic calming elements to create a more inviting shared space for people walking and riding bikes.
 - The City has been awarded transportation funding to install corner curb extensions along Union Street and Brennan Street, which is planned for construction in 2024.
 - Class III sharrows with signage
 - Chicanes with planter boxes placed at midblock locations, designed to minimize impacts to on-street parking.
 - Maintain existing ROW.
 - Maintain vehicle lane widths.
 - Minimize impacts to on-street parking.
- *Walker Street (Lake Avenue to Beach Street)*
 - Enhancing existing bike lane buffers with vertical delineators to further separate vehicular traffic from bicyclists.
 - Bicycle and pedestrian path connecting the Downtown to Watsonville Slough Wetlands and a future trail to Pajaro Valley High School. (Monterey Bay Sanctuary Scenic Trail Network Master Plan).
 - Additional feasibility and concept development will be necessary to define the proposed rail trail cross section on Walker Street south of W Beach Street.
- *Paseos and Sidewalk Zones*
 - Paseos are the pedestrian-only paths that cut through downtown blocks. Acting as narrow alleyways, they can be highlighted as a pedestrian spaces and part of a more complete network.
 - Sidewalk zones keep room for frontage, through path of travel, and furniture.

- Additional parklet space adjacent to curb would function as an extension of the furniture zone

Questions from AC Members & Public

Following Meghan's presentation, Simran asked the group if they had any questions for the project team. The following questions/comments were raised by AC members and the public.

- I like the traffic calming and connecting bike lanes but was wondering how public transportation like metro bus was considered? Also, on one-lane roads on Main Street, will the buses stopping for passengers be an issue?
 - *The bus system is not working at the capacity where it would be a significant issue. It's functional for busier streets to have in-lane loading. Expanding sidewalk zone helps. If buses consistently have bus stops at the far side of the intersection it can simplify the mixing. A lot can be done to minimize conflict.*
- Can someone define "Bulb Out"?
 - *A bulb out is an extension of the sidewalk at an intersection, these serve to shorten crossing distance for pedestrians.*
- The rail-trail (Monterey Bay Scenic Trail) currently being built should go a long way to help improve safe travel in the area.

Parking and Travel Management

Zachary began the last segment by sharing information about the existing parking system downtown. He explained that previous analysis has revealed nearly all parking facilities within Downtown are significantly underutilized. This indicates that the parking system would be supportive of redevelopment at key opportunity sites on existing surface parking lots and that future parking demand can be met through the more efficient use and sharing of existing supply before investing in new public supply or requiring construction of more spaces as part of new development.

Zachary also explained that the plan would help to find the right-size parking for the Downtown district. He continued to explain that the parking recommendations in the Specific Plan move forward these previous findings by proposing an expansion of the parking district across the specific plan area and providing lower minimum parking requirements for new residential developments. Zachary concluded by explaining the intent of curb management is to minimize conflicts between operators of ride hailing vehicles, commercial freight, and e-commerce deliveries without compromising the safety of people walking and biking. Strategies of the plan include curb-side flexible parking zones, guidelines for off-

street truck loading, consolidation of deliveries through parcel pick-up locations, the use of data to monitor use in real-time, updated guidance on on-street parking time limits, demand-based pricing, signage, and wayfinding.

Questions & Discussion from AC Members & Public

Following Zachary's presentation, he opened the floor for questions discussion about the potential mobility and parking solutions applicable to the downtown. The AC members and public used this time to express their sentiments verbally or in the chat. The following summarizes the comments received during the meeting:

- To clarify, are W Lake and Beach becoming all 2-way?
 - *As one of the recommendations of the SP would be to convert East Lake Avenue and East Beach Street from 1-way to 2-way, the portion of West Lake Avenue that is currently 1-way would also need to be converted to 2-way.*
- Can you please outline what the new recommended lower minimum parking requirements for new residential projects will be?
 - *Those are still being finalized. Those new ratios would impact multifamily new residential focused on the ratio that is supplied by the number of units in the project. Right now, its 2 spaces for a unit. What we have set will allow for an average of 1.4 spaces if you look at a building with a portfolio of mixed unit sizes.*
- Is the recommendation to expand the parking district to the entire Downtown district?
 - *Yes, the DT parking district has been around for several decades and expanded several times. We are recommending expanding the parking district to the Downtown Specific Plan Area.*
- Can we assume the parking requirements will be dictated by the city and state? Will the city oversee these?
 - *The Specific Plan will establish reduced ratios for different types of development, additionally when they use the state density bonus, they can achieve additional reductions.*
- Please define TDM.
 - *TDM stand for Transportation Demand Management. Programmatically, this can include TMA, educational programs, commute trip coordination's, giving out materials at occupancy stage to encourage mode shift behavior.*
- How can we get buy in from residents that have multiple cars in a household?

- *The goal of the Specific Plan is to increase options for residents so they aren't always dependent on vehicles. This can over time change behavior, this is not an overnight shift. Additionally, with the amount of surplus parking there is an opportunity for shared parking agreements or permits that would let them park on site.*
- Could you give us an idea for how long it will take a plan like this to be implemented?
 - *Timing is challenging, due to coordination with Caltrans and the State.*
- Once the plan is done what is the recommendation to make it available to the public?
 - *The team is working on the Specific Plan document and by June we will have a public draft for the public to review and provide comments; we'll also have a community workshop; we'll make changes following that and then take the plan to the Planning Commission and City Council later in the fall. The EIR which evaluated the environmental impacts will be drafted with the plan. The adopted plan is expected by the end of this year.*
 - *The city is also working on a city-wide wayfinding program, survey that community members can currently participate in*
https://docs.google.com/forms/d/e/1FAIpQLSefm27rgvprnE_J2xz9khi6LsU_90HKAnLOLlxcxMJM6GjNig/viewform
- I am supportive of the two-way conversion on Lake/Beach and the road diet on Main Street; I also support all increased bike amenities such as the bike repair stations.
- It's great that the plan is thinking of all different ages and stages.
- Paseos and sidewalk zones are important because of our big blocks and some of the alleys aren't accessible, and areas are closed off.
- Shared parking is important because a lot of people have several cars, with people building additional units and adding units to homes, people are having to walk farther.

Public Comments

Members of the public were given the opportunity to share any additional thoughts or comments on the material presented thus far. Five community members provided public comment. These comments are summarized below:

- We should be hopeful the state money for grants funding transportation- some commuter rail specific. I want to see how the rail trail fits in with the three segments being approved
- We must watch and make sure funding goes through. There is something on the ballot that would take away access to rail on the corridor. People are encouraged to study up on Measure D. It could harm the potential of rail and trail in the future.

- Thank you for keeping this online and keeping them accessible.
- Are there other uses aside from apartments that could be introduced along Alexander that could support the downtown area?
 - We've previously discussed a concept behind Plaza Vigil. The Specific Plan isn't defining what happens it just suggests something "like" multi-family might be built. The concept also includes public space in the form of plazas, paseos and courtyards.
- We must be very aware that we don't reduce the parking ratios too much because this a demand on alternative parking space will put a burden on the city parking lots. We must be aware that the state density bonus requirements are higher.
- We might also consider a possible future in which emerging electric bike and on-demand autonomous vehicle technologies radically reduce car ownership.

Wrap-up and Next Steps

Simran closed the meeting, by thanking the Advisory Committee and the public for their time, effort, comments, and questions. She shared that the consultant team will be in touch with the Advisory Committee in the coming weeks to confirm the next meeting date.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Advisory Committee Meeting #7 Agenda:

- <https://www.cityofwatsonville.org/DocumentCenter/View/18410/DWSP-Advisory-Committee-Mtg-7-Agenda-4-14-22>

Advisory Committee Meeting #7 Full Presentation:

- <https://www.cityofwatsonville.org/DocumentCenter/View/18513/DWSP-AC-Mtg-7-Presentation-Slides-4-14-2022>

Advisory Committee Meeting #7 Recording:

- https://youtu.be/xwgE705J0_0

City Wayfinding Survey:

- https://docs.google.com/forms/d/e/1FAIpQLSefm27rgvprnE_J2xz9khi6LsU_90HKAnLOLIxcxMJM6GjNig/viewform

Community Workshop #1

Summary Notes

Meeting Agenda

- Provide an overview of the Downtown Watsonville Specific Plan project
- Review existing conditions, issues + opportunities
- Gather feedback on your vision for Downtown Watsonville
- Take the community survey

Attendees

Community Members

About 40 community members attended this meeting via Zoom. The meeting was also broadcasted live on the City of Watsonville's Facebook page.

City Staff

Suzi Merriam (Community Development Director), Justin Meek (Principal Planner), Ivan Carmona (Associate Planner), Sarah Wilke (Assistant Planner), Carlos Landaverry (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

Matthew Raimi, Simran Malhotra, and Kelsey Hubbard, Raimi + Associates

Meeting Summary

Opening Exercise

Simran Malhotra, Project Consultant, briefly opened the meeting, welcoming attendees and introducing a Mentimeter.com word cloud exercise where attendees were invited to share their vision for Downtown by submitting words and phrases that describe their vision. These words and phrases

were compiled into a word cloud and updated live as attendees submitted their vision. Words that appear larger on the cloud were most frequently submitted by attendees.



Zoom Tools and Interpretation Feature

Five to seven minutes was allotted to allow attendees to join the meeting; once the attendee number began to remain stable Simran reviewed Zoom logistics and tools for the meeting. Ivan Carmona, City of Watsonville staff, introduced how to utilize the interpretation feature on Zoom which was made available for Spanish speaking attendees.

Welcome and Introductions

Suzi Merriam, City of Watsonville CDD Director, gave official opening remarks – detailing the purpose of the workshop. She then briefly described what a specific plan is and what it aims to do for Downtown Watsonville. Suzi then introduced the consultant team and City staff to attendees, as well as spoke about the project's Advisory Committee, what their role is on the project, and meetings to date. Suzi highlighted that Advisory Committee meetings are open to the public and all are welcome to attend. Simran Malhotra presented the agenda for the workshop.

Raffle Drawing #1 and Icebreaker

The first of two live raffle drawings were conducted; identifying four winners to have a pizza from Slice Project delivered to their home during the meeting. Simran introduced a brief icebreaker to the group, asking attendees to raise their hand in Zoom and share what their favorite thing is to do in Downtown Watsonville. Three community members verbally shared; their responses are summarized below:

What is your favorite thing to do in Downtown Watsonville?

- Attend Farmer's market
- Eat at authentic Mexican restaurants
- Hang out and talk with community members in the plaza
- Take my dog for a walk while picking up garbage – helping keep Downtown beautiful

Presentation

Simran Malhotra began the workshop presentation – starting with an overview of what a specific plan is. A map of the Specific Plan study area was introduced, as well as, the project process and schedule, the technical studies that will accompany the Specific Plan, and various ways the community can participate in the planning process. Simran then presented various elements that help make a downtown successful, noting that Watsonville already has many of these elements in place, which is a great starting point for the Specific Plan to build off of. Existing land uses, downtown demographics, downtown character areas, and street networks were presented from the consultant team's existing conditions work. At this point, the floor was opened up to an Open Forum for questions and answers.

Open Forum – Question and Answer

Matt Raimi, Project Consultant, began the open forum by inviting attendees to ask questions about the presentation or project process before diving into three questions the consultant team specifically wanted input on from the community.

- ***Questions about the presentation or project process:***

- Q: What kind of values do you want in the new Watsonville? Do you want Watsonville to represent its diversity? George Washington bust and cannon do not belong in the plaza anymore. Also wondering what kind of businesses you are targeting to come here? Santa Cruz businesses or local Watsonville businesses?

- A: We are at the beginning of the process and right now we are collecting information. For now, there is not a clear direction which is why we are meeting tonight and will continue to gather input from the community. The city can target businesses to a certain degree, but businesses go into a property which likely has private owners and the city is not able to dictate what businesses can go where on privately owned land.
- Q: Will slides be available after this meeting? It was hard to find information on this meeting. Want to review slides again to see if Gottschalks building is listed as vacant on the slide or not.
 - A: Presentation will be on the city's project page. We are presenting vacant land in terms of a land use perspective – only land that does not have a building is considered vacant.
- Q: What is a Caltrans designation? Is widening sidewalks on Main Street going to be an issue with this designation? Is there a plan to redirect traffic somewhere?
 - A: Caltrans owns the right-of-way on Main Street which means they have control of what the right-of-way is and this can make it harder to make changes to the road. Yes, it is true that changes have been discussed in attempt to make Main Street more pedestrian friendly
- Q: Noticed that you kept using the term underutilized, would like to know what constitutes an underutilized site? What is a concrete example of an underutilized site in downtown?
 - A: Underutilized means a use that is not taking full advantage of what that site could be. For example, a surface parking lot on a site which could be better used for a building that could have affordable housing. Main Street surface parking lots are underutilized.
- Q: Zoning in downtown, is it mixed use? Are there limits to how tall buildings can be?
 - A: Downtown is zoned Central Commercial Core area – which allows retail on the first floor and residential and office uses on the upper floors. The current height limit in the downtown is 75 feet. Both the zoning and maximum building height in the downtown can change through this process.
- Q: Why are we worried more about the plaza looking more urban when there is not enough affordable housing going on. I am confused on this.
 - A: We are not talking about changing the plaza itself. The plaza is the City's crown jewel and needs to be preserved as an open public space. However, what happens around the plaza has potential to change. The sites around the plaza could potentially see new development.

- Q: How are we going to have residents of Watsonville walk to work when residents can not even afford to live there? What is the plan for more affordable housing near the plaza?
 - A: City has inclusionary housing ordinance which requires any new developments to have affordable housing component to it. Secondly, the Specific Plan process can establish a higher requirement for affordable housing in downtown. The city is also looking to increase density in the Downtown and increase the number of units they are allowed to build in downtown. Through an increase in density, we achieve more supply, which will result in reduced pressure on housing rents/prices.
- Q: Slide that was shown summarizing the Advisory Committee conversations was oversimplified.
 - A: The slide was intended to provide a broad overview of those conversations with the aim of letting people know that conversations have happened to date. The aim of this workshop is not to dwell on what was said at the Advisory Committee meetings but to gain new input from community members. There are very detailed notes of the Advisory Committee meetings on the project website.
- Q: Who are considered the stakeholders in downtown?
 - A: Businesses, nonprofits, people who live downtown, people that work downtown, Watsonville residents. It is a broad term for anyone who has input on what is happening in the downtown.
- Q: When the plan is moving forward, will you take into account those who live just outside of the Specific Plan planning boundary?
 - A: Yes, absolutely. Surrounding context will be considered throughout this planning process.
- Q: What about the cannons and the George Washington bust?
 - A: This Specific Plan process will not be changing the plaza at all. The plaza is dealt with through the Parks and Rec Department and Commission – the cannon and George Washington bust will be addressed by the Parks and Rec Department and Commission in a different conversation.
- ***Group Discussion: What should stay the same in Downtown?***
 - The small town feel, small businesses. Mexican restaurants are great. We want to keep our downtown owned by locals. No more chain restaurants or chain stores. Home-grown businesses would be the best!

- Preserve the authenticity that is Watsonville
 - Downtown Plaza and the events that can be held there. I also enjoy the local restaurant feel.
 - Preserve the parks and open spaces. Would love to see more art downtown and preserve the art that is there right now
 - Character of the plaza frames what the community is, celebrating culture – the predominate Mexican heritage that Watsonville has. Agrees with previous comments that locally owned businesses are a top priority in downtown. Preserve local art.
 - The great businesses in the area need to stay, however, there needs to be more opportunity for local entrepreneurs in the downtown area to start a business. Opening a business is tough and if we can get a smoother pathway to opening a business more people would give it a try. There are a lot of people that have the potential, as well as, downtown has the buildings to bring businesses into. The potential is there, if there was a way to ease the process that would be great. Downtown dies around 8:00/9:00 PM at night which ends up shortening business hours.
 - Architecture is special. Like the small town feel. Would like to see the plaza stay the same and also expanded to really be utilized as a hub for the community.
-
- *Group Discussion: What elements do you think are missing in the downtown and what challenges do you think need to be overcome?*
 - Would like to see the height of the buildings increase in the downtown. We need to build up, tired of seeing townhomes being built in the city. Would like to see more than 1 or 2 bedroom units in downtown, rather family housing so that families could live in the downtown together.
 - Vacant buildings are sitting empty and have so much potential. Gottschalks building, Fox Theater. These empty buildings with owners who do not want to do anything with the buildings are the biggest challenge downtown is currently facing.
 - Parking is a challenge. Recommends going back to the angled street parking. Also recommends not adding new housing and building up, this will make Watsonville too crowded years down the road. The City should use existing buildings before adding new.

- Housing affordability is the biggest challenge that downtown faces. Need to think about who we are planning for. Would like to see some big goals set in terms of housing and affordable housing.

- ***Group Discussion: Housing and Affordable Housing***

- Q: Are we expecting to define the number of affordable housing units and low-income units in this plan? What can realistically be done to decrease the cost of housing?
 - A: The Specific Plan can do a lot of different things, if it is the will of the community to set a target then the planning process will do its best to achieve this. It is important to not only identify a number of units but also a pathway to get these units built.
 - A: Specific plan needs to be clear on how the RHNA (Regional Housing Needs Assessment) affects the Downtown Watsonville Specific Plan. We need education on RHNA for the community members. We need to also talk about what the city can do and what it has the power to do to provide affordable housing units to residents.
- Q: Who in the City is in charge of setting standards determining who qualifies for affordable housing or not. The speaker personally knows a lot of people that should qualify for affordable housing but do not and these people are getting pushed out of the city.
 - A: There are many different formulas. Eligibility requirements and income brackets are all set by the State and then the City goes from there.
- Q: Is there any way for the city to make its own definition of affordable housing?
 - A: We already do this. Watsonville's housing limits are 30% less than compared to the County. City Council set this standard years ago.
- Note: The City plans to set up a separate discussion on housing and affordable housing rules and technicalities for community educational purposes.

-
- *Group Discussion: Finish this sentence: A successful downtown Watsonville would_____*

- ____ be a safe place for children with childcare services!
- ____ incorporate something like the “Made with Love Market” in Arizona on a monthly or regular basis. The Public Market in Emeryville is also a cool model and thinks would be successful in Watsonville. Local residents could rent a stall and display and sell their talents. Small business mentality, everyone supporting each other.
- ____ be open past 10 PM and still be alive. Have spaces for live performances
- ____ “have mixed income housing, have a low carbon footprint, high density, good public transportation, green roofs – solar and living plants, night life for people both over and under 21, art that represents the culture of the community and community spaces”
- ____ have orange and lemon trees in downtown rather than the low maintenance bushes that provide nothing but aesthetic to downtown. These trees could also help feed the homeless who are downtown. In terms of homelessness would like to see some kind of program where people who are experiencing homelessness can clean up the downtown in exchange for food or vouchers to exchange for a shower at a gym or a pizza at a restaurant. More events for all ages are important. Live artists for art projects that involve the community.

Online Community Survey:

Following the Open Forum Discussion, the Community Visioning Survey was introduced to attendees and then five minutes was given for attendees to complete the survey. This survey is available in both English and Spanish. Links were provided on the presentation, in the Zoom chat, and on the Facebook Live stream. The survey will remain open for 3 weeks. Attendees were encouraged to share the survey with friends, family, colleagues, and anyone who may be interested in shaping the downtown.

Raffle #2 Drawing, Wrap-up and Next Steps

A second live raffle drawing was completed with one winner of a gift card to Forever Fly, a local business in downtown. Simran closed the meeting, thanking attendees for their participation and then reviewed next steps, detailing that summary notes of this meeting will be available on the project website and the consultant team will be checking in with City Council and the Planning Commission.

Meeting Adjourned

Comments in the Zoom chat:

- Concerned the plan will care more about businesses than affordable housing
- Concerned through this process that Watsonville will be gentrified instead of providing resources and opportunities for residents and youth already living there. Do not want Watsonville to become another Santa Cruz
- There is a lot of residential next to the delineated area for the downtown plan. That area will be impacted by anything that happens in the downtown area
- Farm workers are already being pushed out of the community because they cannot afford to live here. Having to move further away from their job which creates long commute hours
- Goal is to decrease the cost of living
- Move cannons in the plaza to the Santa Cruz County Fairgrounds. Would rather see modern pieces of art created by LatinX artists.
- Not understanding the median income – is it for one person? If so, the county AMI is considerably higher. Seems verbiage should be added to indicate it is for one person
- Would like to see discussion focused on affordable housing and opportunities/resources for the residents already here
- Would like to see a statue that commemorates the work of El Campesino and honor the community. This link was shared: <https://americanart.si.edu/artwork/vaquero-31943>
- Watsonville needs an art hub and to expand our local current small businesses
- The best way to pay for much more affordable housing is more height. It takes both - height and requirements for more affordable housing that can prioritize locals
- One thing some CA cities have started doing is having a tax on vacant buildings / parcels that goes toward affordable housing

- The city needs to collaborate with Plaza Vigil to bring in more local businesses from people who do not have the funds to start a business but have great ideas and work ethic. Make rent affordable, educate locals who are interested in starting a business. Working with Plaza Vigil is essential and vital to get more people to start their own businesses
- Yes, more community gardens! More nightlife/things to do for all ages. Bowling alley, arcade, swimming pools, dance halls, etc.
- Advisory Committee meetings are open to the public, if you want to stay engaged you should attend
- Watsonville works is letting the homeless help clean up trails, but I agree we could get them vouchers along with pay. Portable showers and bathrooms for the homeless are needed

Project related links shared in the Zoom chat:

Project Website:

<https://www.cityofwatsonville.org/1626/Downtown-Specific-Plan>

Community Visioning Survey (English and Spanish):

<https://www.surveymonkey.com/r/DWSPCommunity1English>

<https://www.surveymonkey.com/r/DWSPCommunity1Spanish>

Watsonville's Affordable Housing Ordinance:

<https://www.codepublishing.com/CA/Watsonville/#!/Watsonville14/Watsonville1446.html>

Community Workshop #2

May 6, 2021

Summary Notes

Meeting Objectives

- Provide an overview of the Downtown Watsonville Specific Plan project
- Provide 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 concepts

Attendees

***Community Members:** About 40 community members attended this meeting via Zoom. The meeting was also broadcasted live on the City of Watsonville's Facebook page.*

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Sarah Wilke (Assistant Planner), Carlos Landaverri (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

- Simran Malhotra and Kelsey Hubbard, Raimi + Associates
- Peter VanderWal and Andrew Krizman, Sargent Town Planning
- Meghan Weir and Zach Zabel, Nelson/Nygaard

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed community members and re-introduced the consultant team and Suzi Merriam introduced City Staff who were in attendance. A brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features were covered and a contact

email was provided in case any attendees had technical issues. Simran presented an overview of the agenda for the meeting and then conducted the first of two live raffle drawings; winners received gift cards to local downtown businesses.

Simran followed with an overview of what a specific plan is, the specific plan process, and what the consultant team has done to date.

Final Vision Themes and Guiding Principles

Simran presented the revised Vision Themes and Guiding Principles which are now final for the project. The Vision Themes and Guiding Principles were updated based on the over 100 public comments that were received from December 15th, 2020 – January 10th, 2021. The final Vision Themes and Guiding Principles are as follows:

Vision Themes: Vitality, dignity, equity, preservation, safety, and innovation

Guiding Principles (note these are high-level guiding principles – there are further details following each high-level principle which can be viewed in the full Vision Themes and Guiding Principles that are featured at the end of this document)

- 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 members can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health

What Big Ideas We Have Heard So Far

Following the Vision Themes and Guiding Principles, Simran summarized the Big Ideas the consultant team has heard through community input to date. These big ideas are listed below:

- Retain Downtown's **historic architecture and character**
- Build on and extend **Downtown's walkable scale**
- **Activate Downtown** with new uses, special events and programming, and:
 - Provide **improvements to the public realm** – streetscape, public art, murals
 - **Re-imagine Main Street** right-of-way to address goals

- Provide **more housing choices** and maintain affordability
- Improve **bicycle and pedestrian connectivity and safety**
- Address **traffic speed and congestion concerns**

Downtown Street Framework and Improvements

Simran then provided an overview of the downtown existing street framework. This included the Main Street corridor, various regional connectors (Lake Avenue, Beach Street, Riverside Drive, Freedom Blvd), cross-town connectors (Union Street/Brennan Street, Rodriguez Street & Walker Street), and local neighborhood-serving streets and how they each relate to the connection and movement of users in the downtown.

Simran explained that a key multi-functioning street in the downtown is Caltrans State Route - 152 which runs along portions of Main Street, Lake Avenue, and Beach Street. Caltrans controls the portions of each street that SR- 152 runs through. Currently, Lake Avenue and Beach Street are part of a one-way couplet – the consultant team is exploring short- and long-term options on how to improve these streets as well as their potential conversion to two-way again. The benefits for the conversion for various users and to the public realm in the downtown was also discussed.

Concluding this section, Peter VanderWal, project consultant highlighted the importance of balancing priorities and tradeoffs that each street intervention and potential improvement brings. When balancing priorities, it is important to remember that streets have various users with various needs. There are pedestrians, vehicles, bicyclists, business owners - all of whom share the same right-of-way but at times have conflicting priorities in terms of the way they would like to utilize the right-of-way.

Downtown Character Areas and Opportunity Sites

Peter presented a refined downtown framework and character area map. The downtown framework has been divided into character areas - originally there were six-character areas which were presented at the last Advisory Committee meeting. Through refinements there are now eight total character areas. They are listed below, and the new character areas are underlined. A full map of the character areas is featured at the end of this document.

- Historic Downtown Core
- Civic Core
- Gateway

- Commercial Flex
- Residential Flex
- Workspace/Industrial Flex
- East Neighborhood
- West Neighborhood

For each character area the key existing characteristics, placemaking priorities, and proposed land use and character were presented. Additionally, some character areas feature potential opportunity. These opportunity sites have the potential to spark catalytic development and new uses in the downtown. Brief high-level concepts were presented for each of the potential opportunity sites to illustrate the types of development that could occur on these sites. However, since many of these sites are privately owned, these concepts are only a preliminary idea of what could be built on these sites. This detailed information can be accessed in the full meeting presentation which is located on the project website and a link is provided at the end of this document.

Street Improvements

Megan Weir, transportation consultant, Megan provided a high-level overview of the street level recommendations, including short- and long-term changes to the street. Specific concepts for working within the Caltrans right-of-way (Hwy 152) were also presented.

Bicycle Improvements

Following the street improvements, Megan presented the existing bicycle facilities and the proposed bicycle network improvements. An overview of the various types of bike facilities was provided and then maps of both existing facilities and proposed bicycle networks were presented to the group. These maps can be found at the end of this document, as well, as in the full meeting presentation.

Questions/Comments

- Watsonville is a working town with active industrial uses, and these uses should be preserved.
- Highlight connection to the beach with better signage and wayfinding
- Build on agricultural heritage.

Breakout Room Discussion and Report Back

Meeting attendees were then assigned into one of three breakout rooms where groups were instructed to dive into each character area and discuss the following in detail -

- 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?

Each group had one facilitator and one notetaker from the project team and all attendees were enabled to use the Zoom annotate tool to write comments and draw directly on the maps provided.

Following the breakout rooms, the group reconvened together and reported back on their conversation. Breakout room discussions are summarized in a high-level below:

Group 1: (Justin & Peter)

- Discussed the road network, esp. along Walker Street – possible connections and rail line enhancements.
- Walker Street has no sidewalks and is especially not accessible to those who are mobility impaired.
- Liked the bicycle network.
- Concern about how Hwy 152 runs into Downtown.
- How do we enhance walkability in Downtown?

Group 2: (Suzi & Kelsey)

- Like the idea of more amenities for High School students to walk to, with more outdoor dining and seating. Also like the idea of a parking structure behind Plaza Vigil.
- General agreement about not changing the flavor and character of Watsonville. Instead elevate what Watsonville is.
- Provide more green spaces, urban farming, green roofs, recreational spaces, bringing in elements of the Climate Action Plan.
- Build on Downtown's strengths.

- Lot of discussion on bike safety, ensure bikeways in Downtown are as safe as possible.
- Celebrate and elevate Cabrillo and nonprofits in Downtown. They bring a fair amount of pedestrian traffic to Downtown.
- Build housing at all income levels – both affordable and low income.
- Look at providing more parking – paid and free.
- Do something with the Fox theater and Depot building.
- Watsonville ought to put out a call for creating a spectacular architecture specimen low-income housing on a transit-adjacent site.
- Create a nightlife area behind Plaza Vigil – plaza area, dancing, etc. Build housing on the Post Office site.
- Keep the Bean!

Group 3:

- Support the Plaza as the heart and support it.
- Mid-block crossing to the Plaza Vigil block is a good idea.
- Ensure there is new programming for current and new visitors, expand to other areas in Downtown such as Stroesser Alley and Romo Park.
- Collaborate with Recreation Dept.
- Extend pedestrian connections all the way to the hotels on Freedom and Main.
- Support and excitement for reduced travel lanes and make a destination where those want to eat, work and play.
- Enhanced opportunities for dining and other activity, new parklets dining, support for new businesses.
- Concerns about parklet safety - can be done with bulb-outs, bollards, trees, etc.
- Help ease new business startup constraints, especially for restaurants.
- Make bike riding safer in Downtown.
- Ensure there is space for buses and other transit

Facebook Live Stream Comments:

- Hope the plan includes lots of lighting for everyone's safety.
- Need safety improvements on Rodriguez.
- Need to get all the power lines underground on Rodriguez Street and definitely more lighting is needed on Rodriguez as well.

- Will this place be accessible to the public? Because there are a lot of homeless people that camp in that area at night.
- This would be good, but which current businesses will have the outdoor seating? There needs to be businesses that people will want to visit. Also, can the city provide a trail period for super small businesses like in Santa Cruz downtown is doing?
- Any improvements on Walker Street should start with changing the traffic speed limit
- Seems like a lot of focus is on Walker... which is an industrial space that would be overwhelmed with congestion, parking, etc.
- Suggest signs flashing lights cross walks.
- Kids walk from Second to Radcliff school. Instead of doing a market behind the train station why not make a parking for those are going to commute?
- One of the opportunity sites has an existing industrial business that make kitchen cabinets, etc.
- Plus, the restaurant across the street has been there for many years, is the City going to help them upgrade?
- Why bring another brewery we have George's liquor store across the street?
- What happened to Safe Streets project?
- My son crosses Walker Street to second street coming from Ceiba college prep and he tells me that he doesn't feel safe crossing.

Community Survey

Simran introduced the second community survey to attendees, encouraging all to participate and share with their networks. The survey is available in both English and Spanish and the links are featured at the end of this document.

Raffle #2, Wrap-up, and Next Steps

The second live raffle was conducted where winners received gift cards to local downtown businesses. Simran closed the meeting, offering next steps and what is expected to be covered that the next community meeting.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Community Meeting #2 Full Presentation:

- <https://www.cityofwatsonville.org/DocumentCenter/View/16115/DWSP-Community-Workshop-2-Presentation-Slides-5-6-21>

Community Meeting #2 Facebook Live Recording

<https://www.youtube.com/watch?v=wTnZvpltCEc>

Final Vision Themes and Guiding Principles:

- www.cityofwatsonville.org/DocumentCenter/View/15529/Vision-Themes-and-Guidng-Principles

Community Survey #1 - Summary

Strengths, Issues, Opportunities, and Vision

Overview

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

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

Survey Responses

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

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

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

Quick Look

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

Demographics

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

How often do you visit downtown?

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

What are the reasons you come to downtown?

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

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

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

What are the key issues that Downtown is currently facing?

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

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

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

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

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

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

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

What do the results tell us?

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

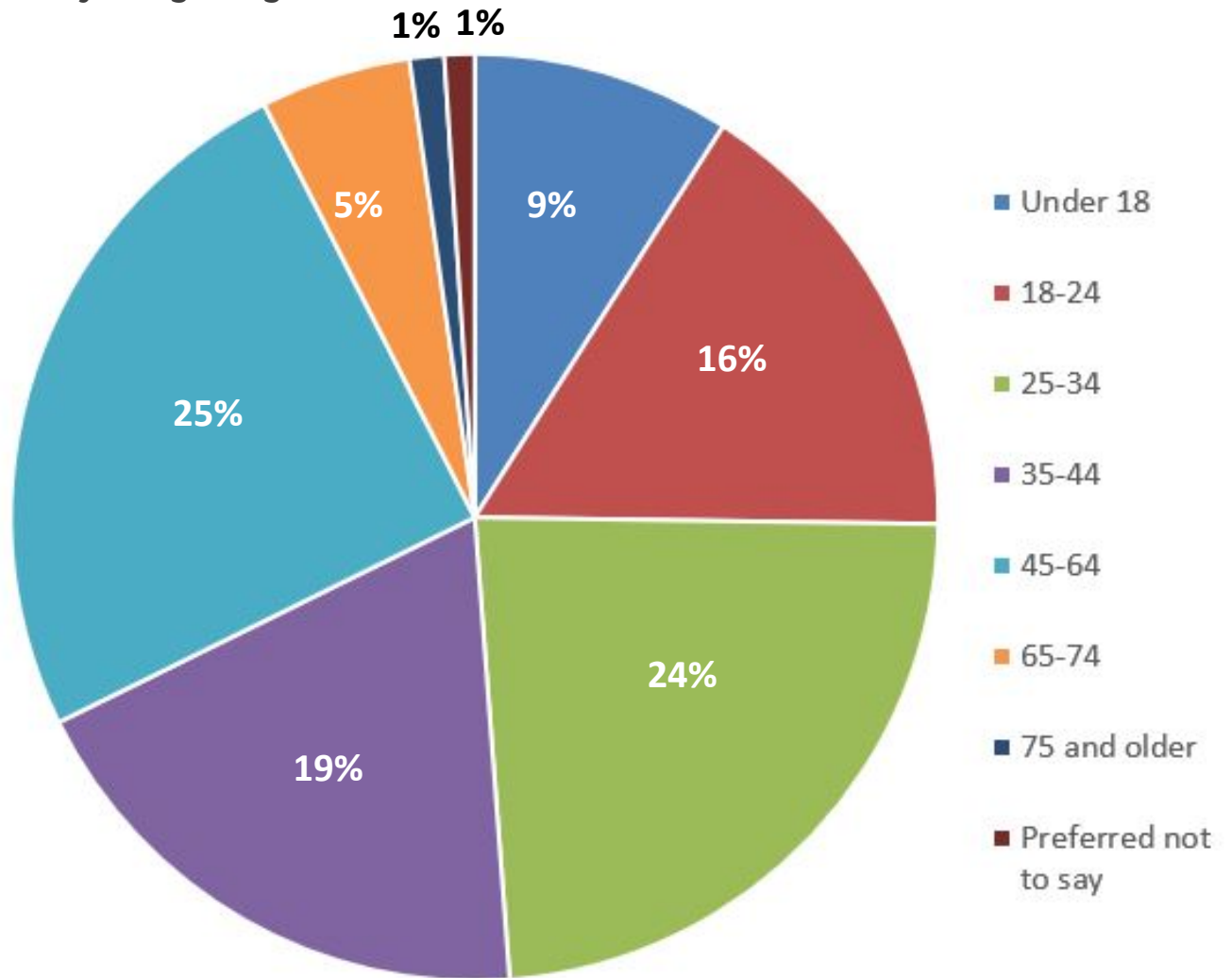
element throughout all cohorts that respondents believe would help make downtown more successful. Adding mixed-used buildings to downtown ranked #3 for two of the cohorts. Additionally, the top three current opportunities to build off in the downtown all related to creating new uses in the downtown –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

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

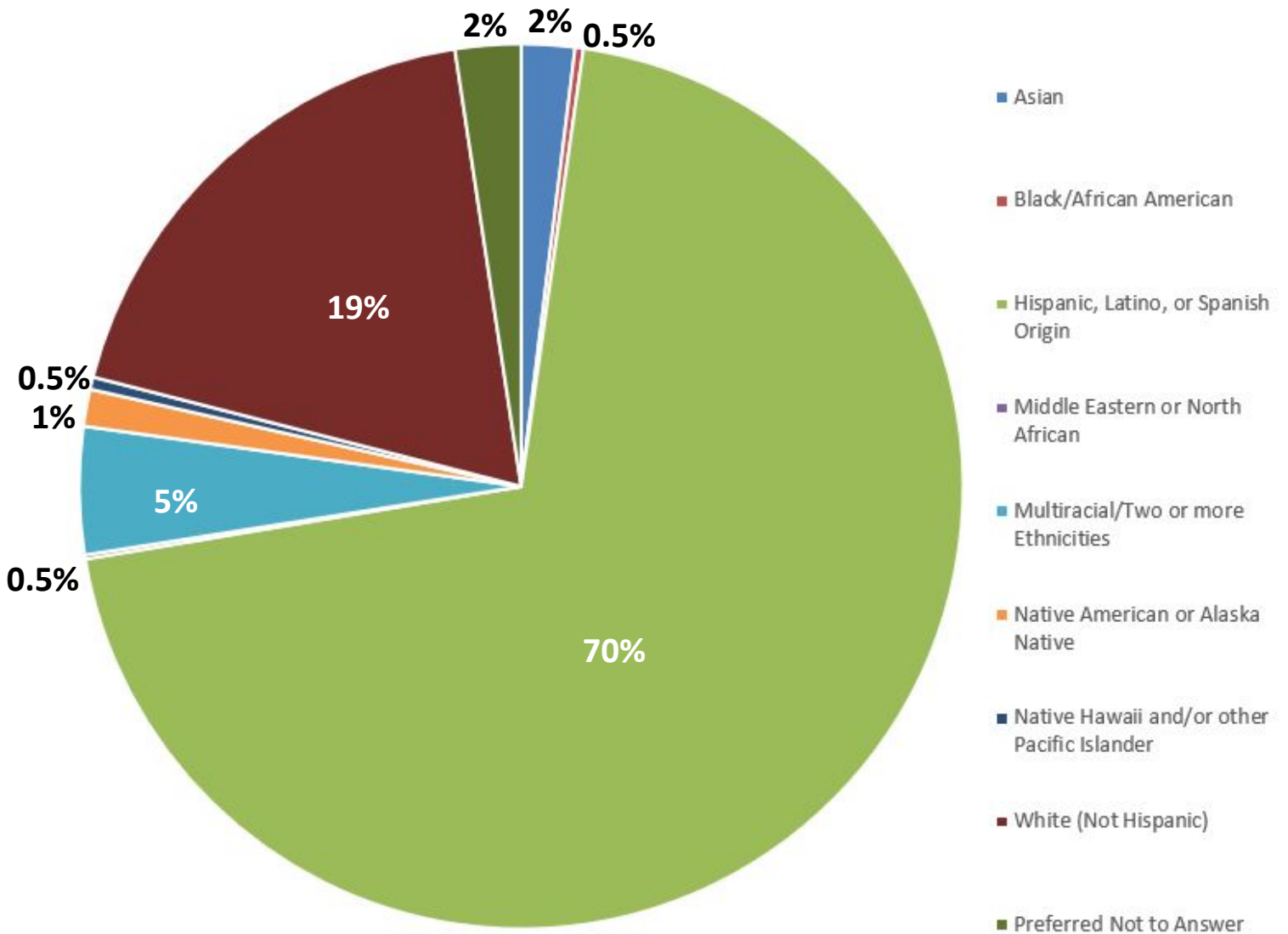
Survey Responses

Demographics

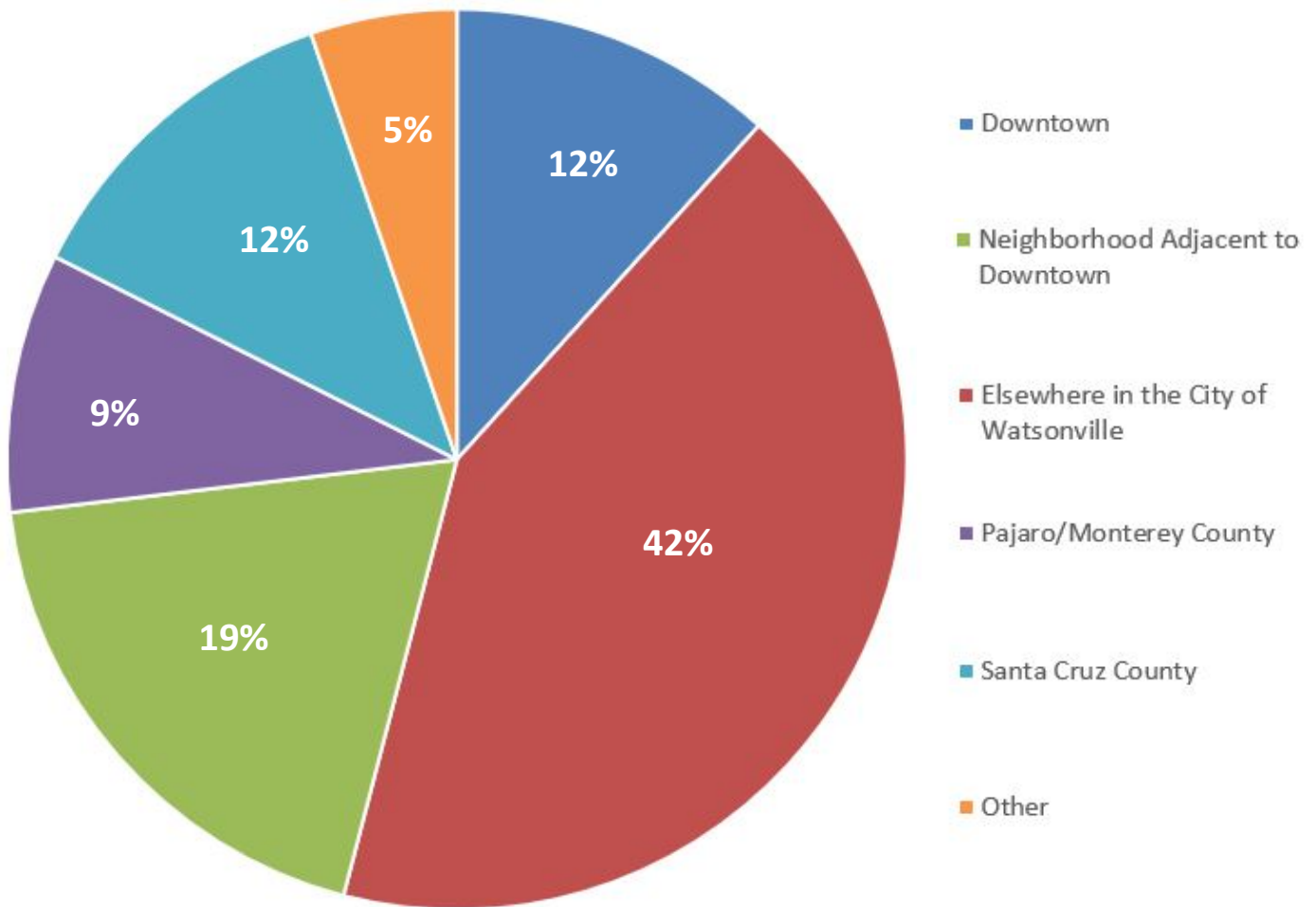
What is your age range?



What is your background?

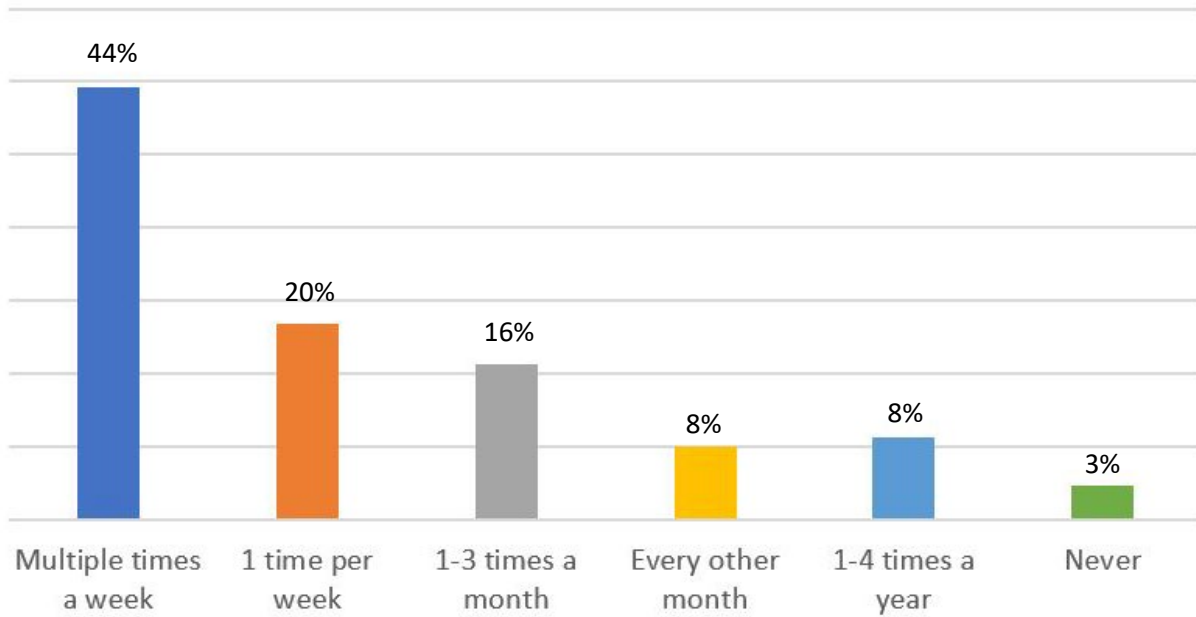


Where do you live?



How often do you visit Downtown?

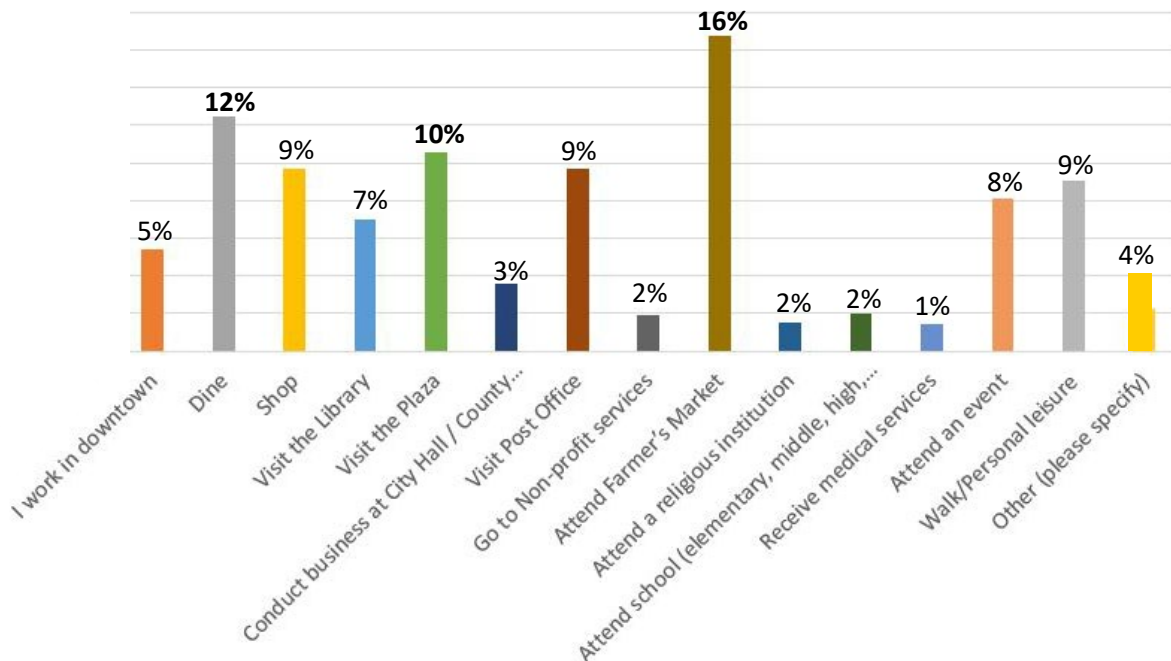
The survey asked respondents how often they visit Downtown. Below are responses for all 666 participants of the survey:



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

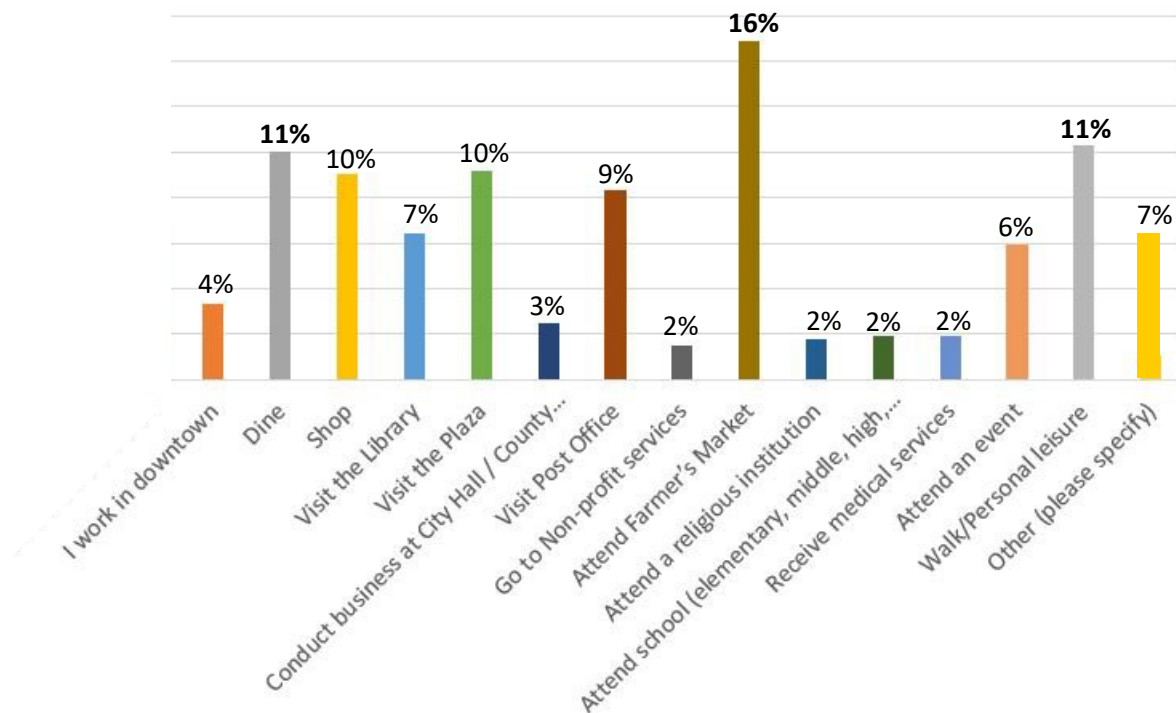
The survey asked respondents why they visit Downtown and to select all that apply. Below are the responses for all respondents. Overwhelmingly, the **Farmer's Market** draws people the most to downtown (16% of responses). **Dining** was the second most popular reason (12% of responses) identifying this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

Comprehensive Results



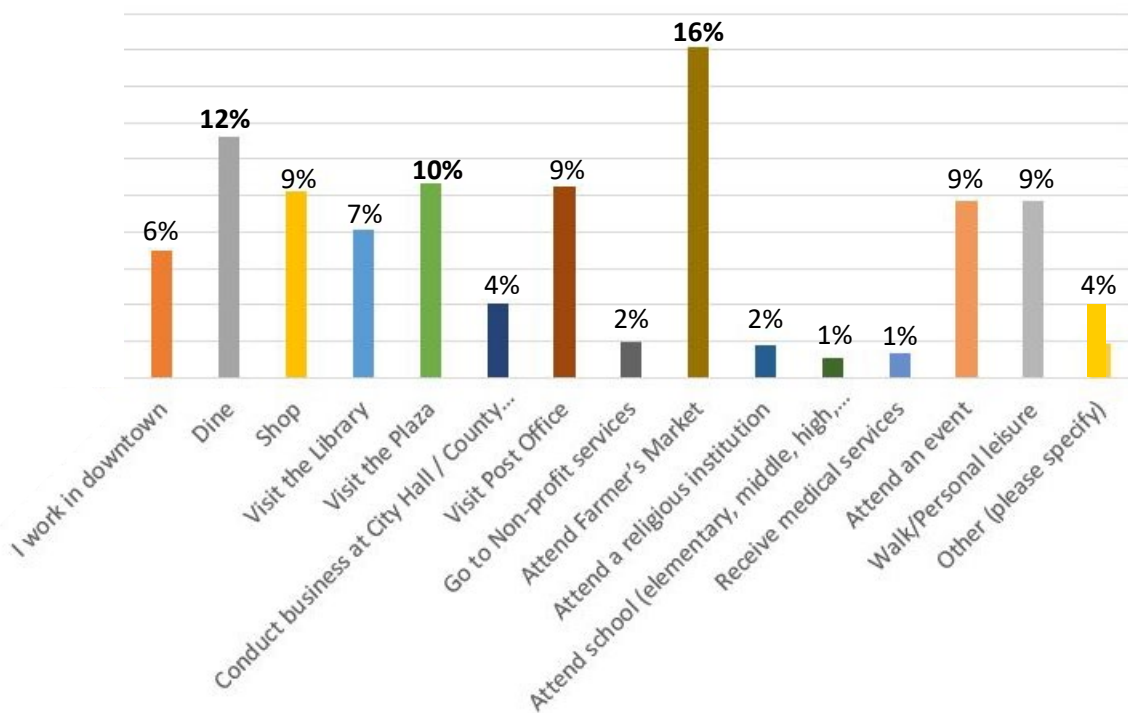
Of the 666 survey respondents, 205 identified as **living in downtown or in an adjacent neighborhood** to downtown. The graph below shows these responses and the reasons why they come to downtown. Comparing them to the comprehensive responses results are relatively similar with **Walk/Personal Leisure**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

Live in and Around Downtown Cohort



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

Age 25-44 Cohort



Other (please specify)

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

wells fargo bank

Personal services

Laundry

Drive by

Bank

To Support Mexican Watsonville Born & Raised Businesses

feel most welcomed here

own a business

Drive through town sometimes on way to work

Banking

Enjoy the CULTURE

Drive through to get home

Walk to the metro station

enjoy the drive through

Boxing Gym, Taiko Drumming, Digital Nest

Barbershop

Never go there

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

Pokemon Go

Visit my bank

I don't, nothing attractive.

Exercise

go to the bank

before covid, attended yoga

To go to the bank

I walk my dog down to the plaza

visit city hall

bank

Friday plaza

my animals are kept at watsonville high

Drive through often, and fuel up.

Slice project & yoga classes

Go to the bank or El Frijolito

Recreation- yoga

School counselor

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

Ramsey skate park

Own a business

Go to the bank (Wells Fargo)

I just drive thru downtown to get home

banking

Live and work only two blocks away from downtown

Pay bills

personal services - haircut

volunteer at Fire Museum

Friends

My family and I own property Downtown.

Go to the bank

I volunteer/work downtown

Ride my bike through downtown

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

Al banco Wells Fargo

Amo ir a la plaza

Estar en bicicleta

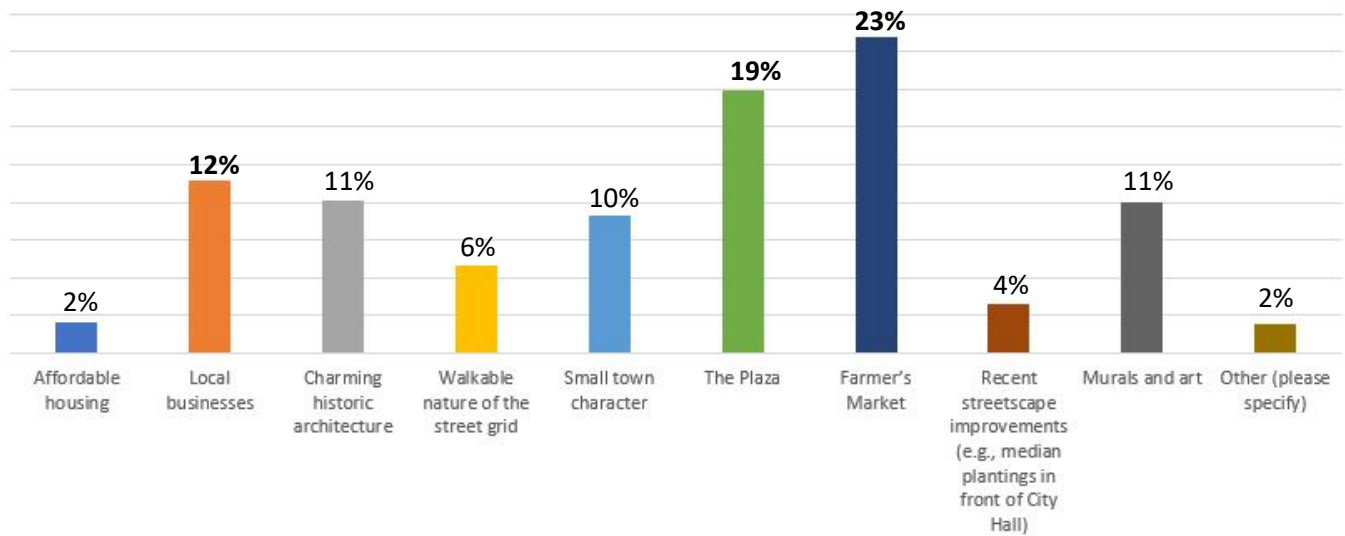
Tomar fotos

Currently, there are many great things about Downtown Watsonville. What do you like most about Downtown? Please pick three strengths that are most important to you.

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

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

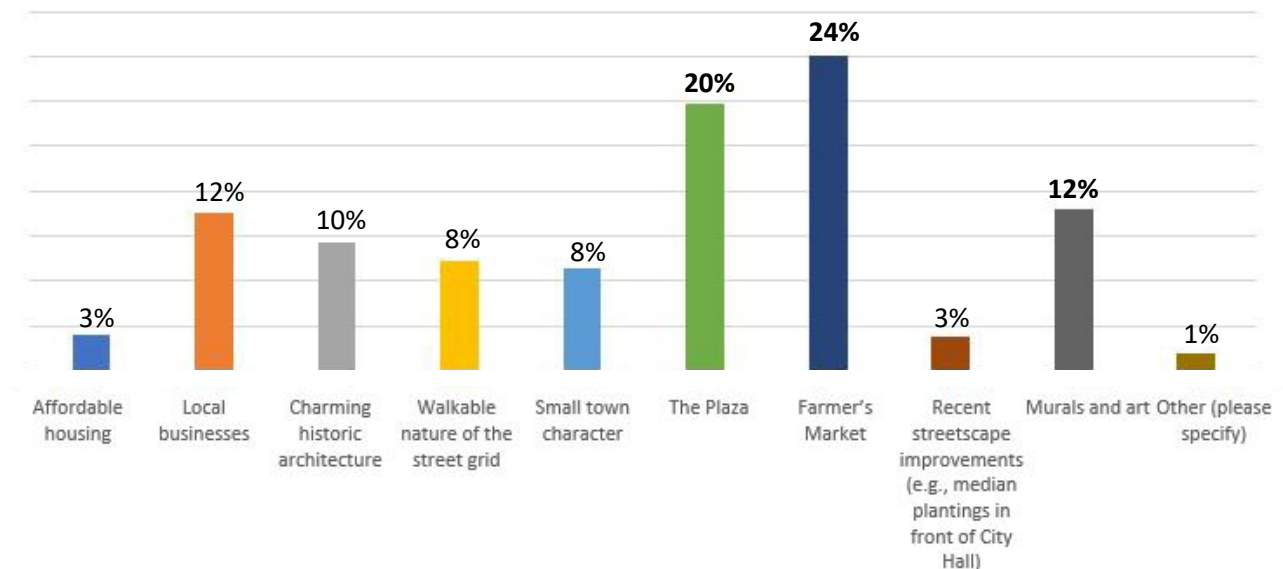
Comprehensive Results



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

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

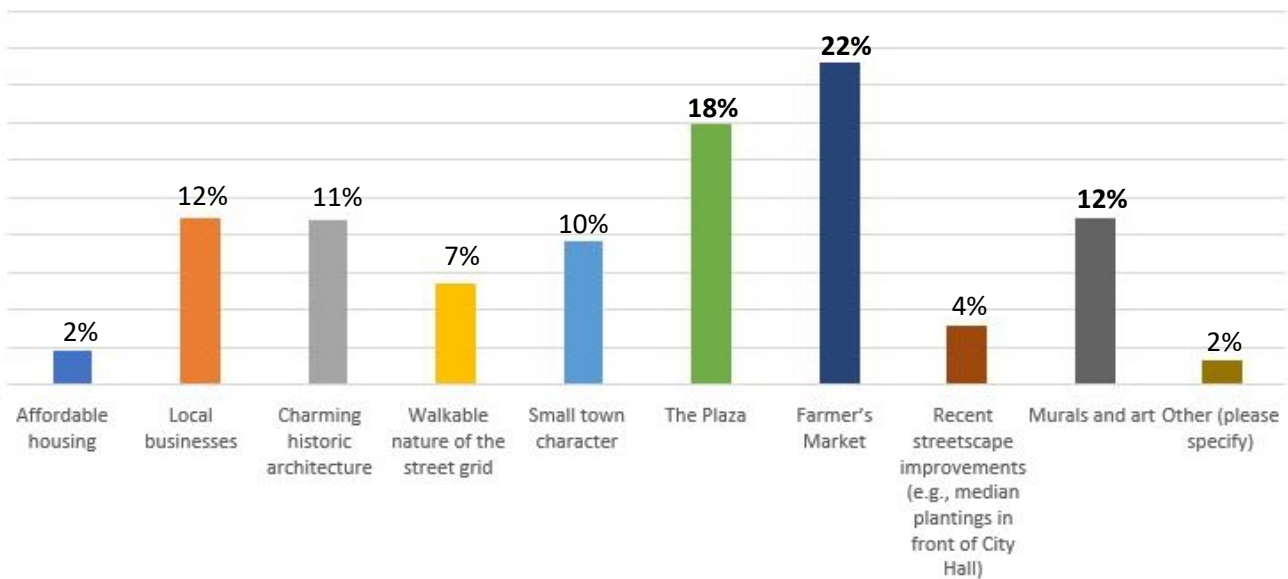
Live in and Around Downtown Cohort



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

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

Age 25 – 44 Cohort



Other (please specify)

Not really that much to like about downtown Watsonville!
low crime
The trees wrapped in lights
The Bean
All of the above.
Future Train Station connected to bike ways and high speed rail
The beauty of Downtown and the history behind it. Also, the buildings are getting old so you might want to fix that but please keep the buildings similiar.
None of the above
I don't like anything.
Digital NEST
Yoga, Slice Project Pizza, LIBRARY!!!!
Watsonville such a very rich history. As a life-long resident, I wish this was brought out in the downtown area. I would like to spend more time in downtown Watsonville, but the downtown area really needs a facelift. In my opinion, it would benefit from balancing out some of the traditional small business with some newer business (i.e. breweries, small museums, remodeling the park).
Nothing stands out.
currently there NO many great things downtown...
The plaza and farmers market
Nothing, no reason to visit
The Library
Church
There aren't 3. The city council has no vision or business experience
familiarity
Food
hot dog stand
Restaurants
I don't really visit Downtown on my own time just for work. The reason why because there is nothing to do, plus no parking and so much traffic. It's not a safe environment for me and my children to walk downtown
access to nonprofit services like El Pajaro; Comm Bridges, CAB, WLC
Recent streetscape improvements are great but I would like to see it run all through North Main Street. I also like the farmers market.

Me encanta La Plaza desde mi ninez hace 40 años

Free food from Salvation Army

Restaurants Mexicanos

The center piece of the plaza

Le gusts Mira a nueva gente / familias en el centro

Le gusta que este bonito

La plazita necesita mas seguridad

Todo

Parks

She likes big events that are held by Watsonville

Las personas

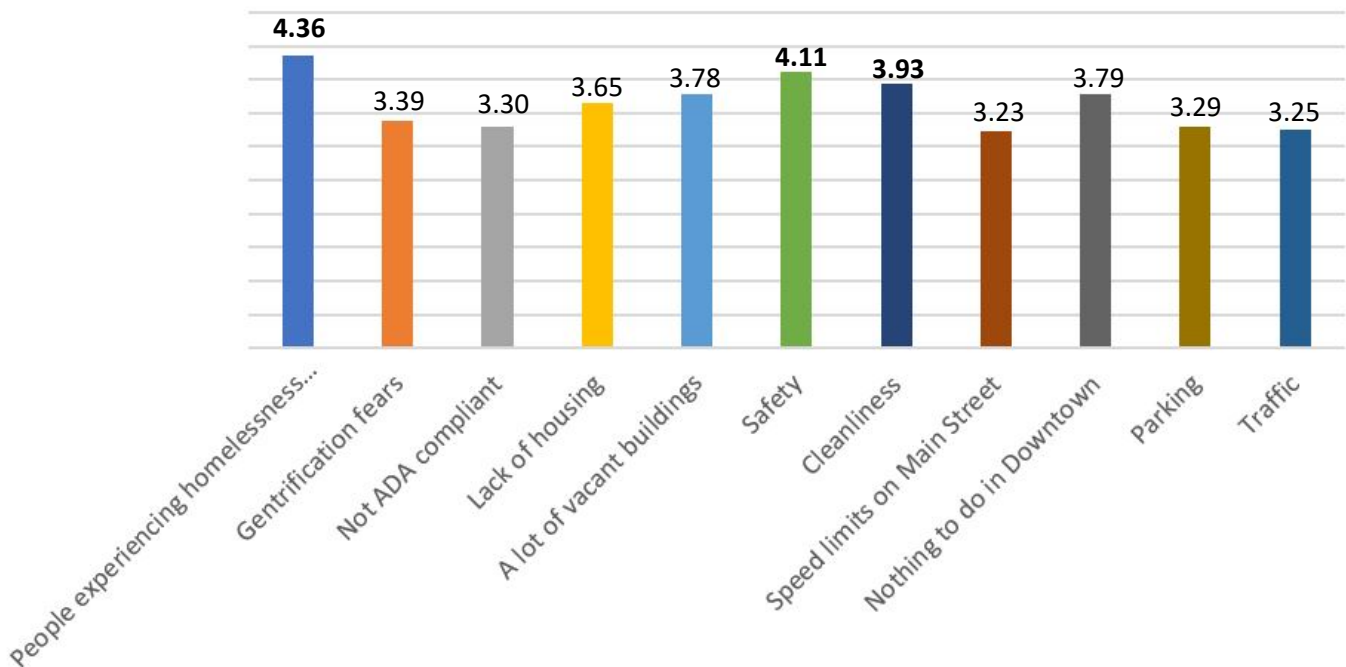
Klowns from outer space

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

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

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

Comprehensive Results

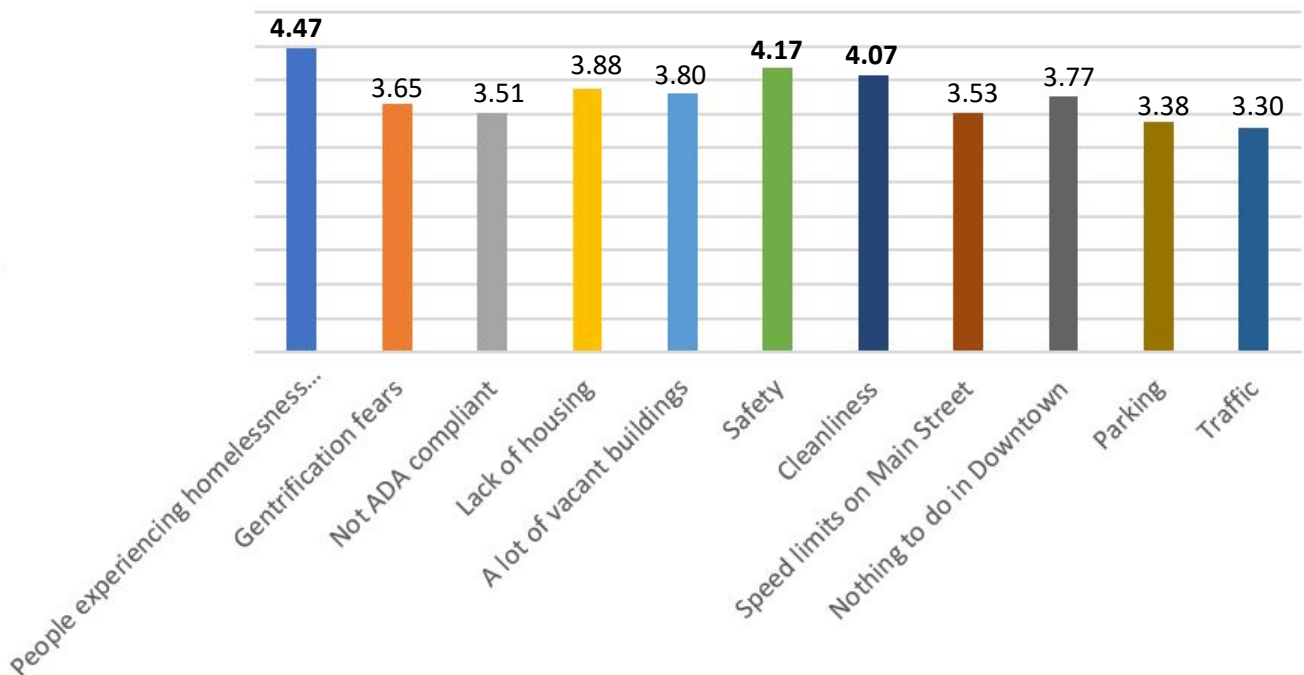


Comparing the overall results to those who live in and around downtown the ranking of issues is similar. However, those who live in and around downtown placed lack of housing at #4 most important issues compared to the comprehensive responses at #6. Speed limits on Main Street is also seen as a more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

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

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

Live in and Around Downtown Cohort

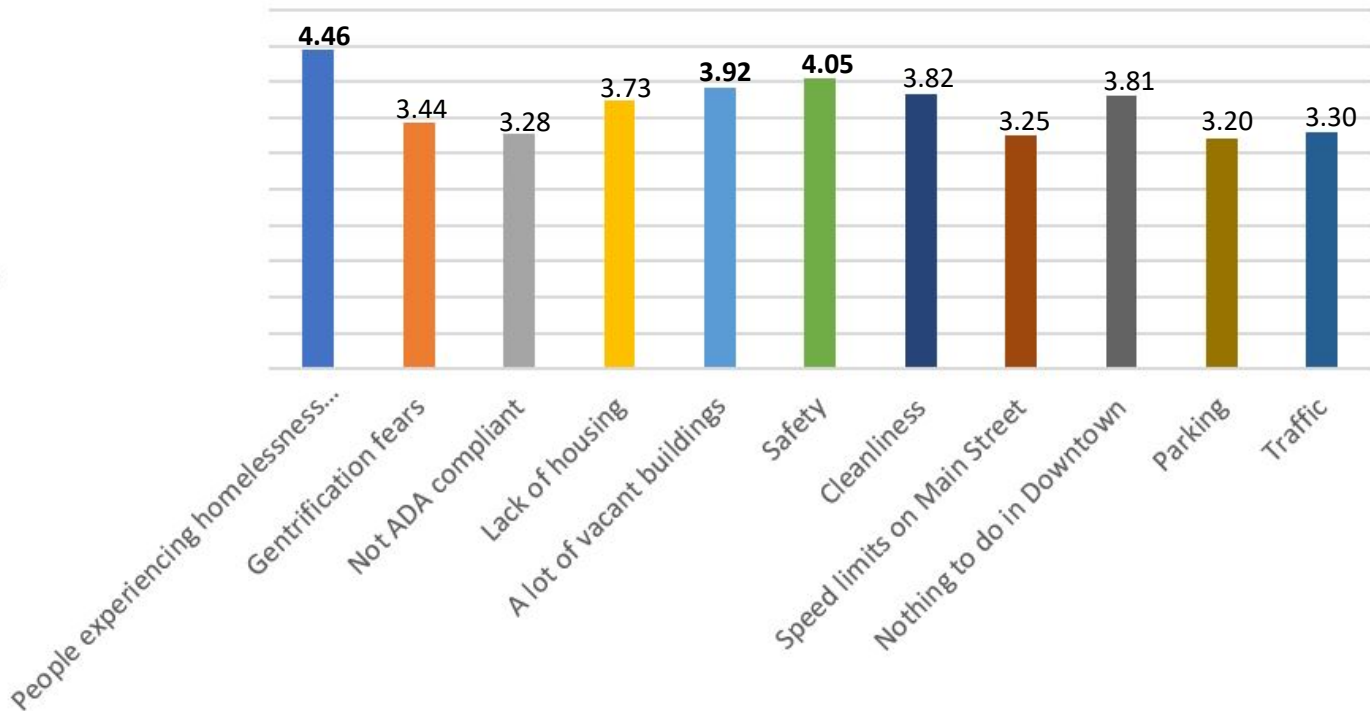


Comparing the overall results to the 283 respondents who identified as 25-44 years old the ranking of issues is similar with some minor differences. A lot of vacant buildings ranked #3 most important issues facing the downtown in this cohort – compared to #5 in the overall results. Additionally, the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

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

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

Age 25 – 44 Cohort



Other (please specify)

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

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

Lack of business that attract foot traffic and diverted clientele

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

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

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

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

there is something to do in downtown

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

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

bicycle theft

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

need more good gathering spots - better restaurants.

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

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

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

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

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

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

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

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

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

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

Address homelessness

downtown sucks. Missing some night life.

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

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

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

it's ghetto

lack of family activities

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

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

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

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

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

bike lanes

Seeing police on walking beat or bicycles

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

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

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

More outdoor venues

City leaders have really ruined downtown.

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

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

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

Extremely loud cars and driving at a high speed.

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

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

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

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

please bring a drive in somewhere to Watsonville

Crime

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

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

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

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

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

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

Encourage new businesses to come downtown

Traffic dangers

Lack of restaurants and retail that draw people downtown.

Run down historical buildings.

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

Lack of housing for people with disabilities.

Usar edificios vacios para generar ingreso

Panaderia

Necesitamos algo que hacer

Dirty bathrooms (limpieza)

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

Nada

Violencia en Watsonville - extremadamente importante

Public restrooms

Mas entrenimiento en la plaza

Apartments for senior citizens

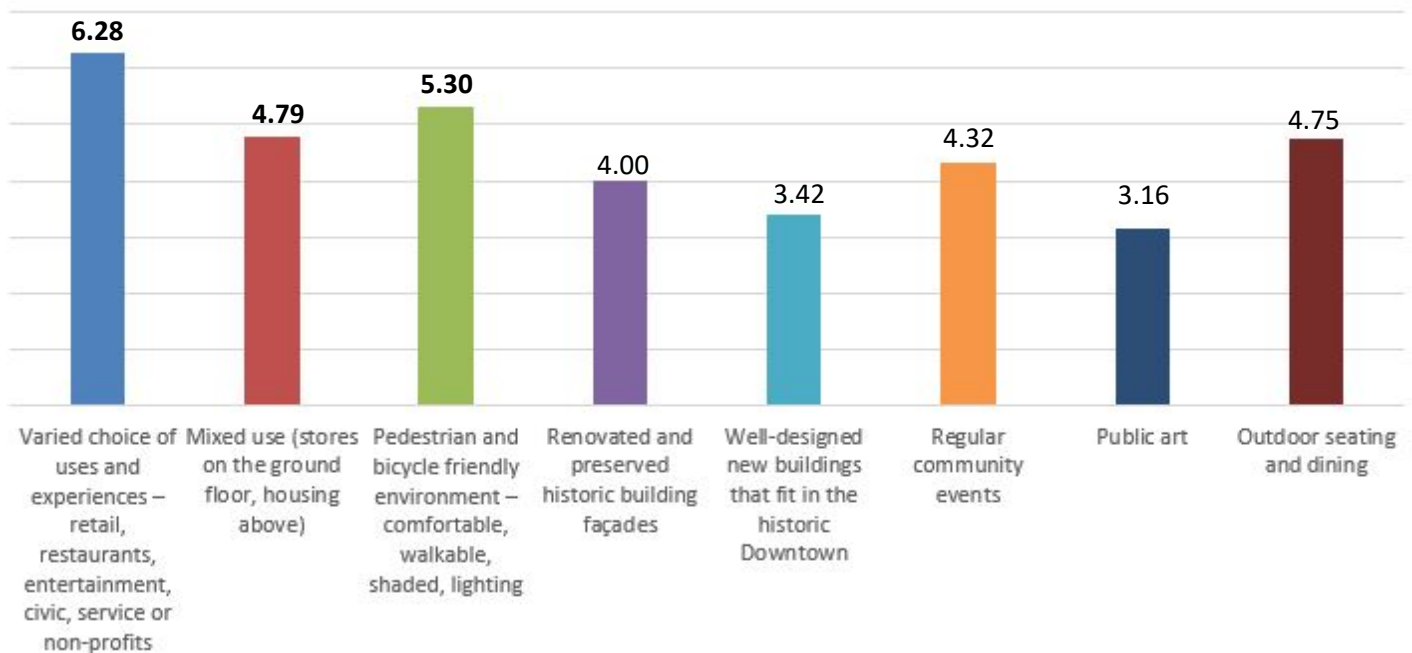
Me gustaría ver mas actividades para familias con la oportunidad de conocer esas oportunidades. Varias veces me entero ya que paso un evento o festival.

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

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

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

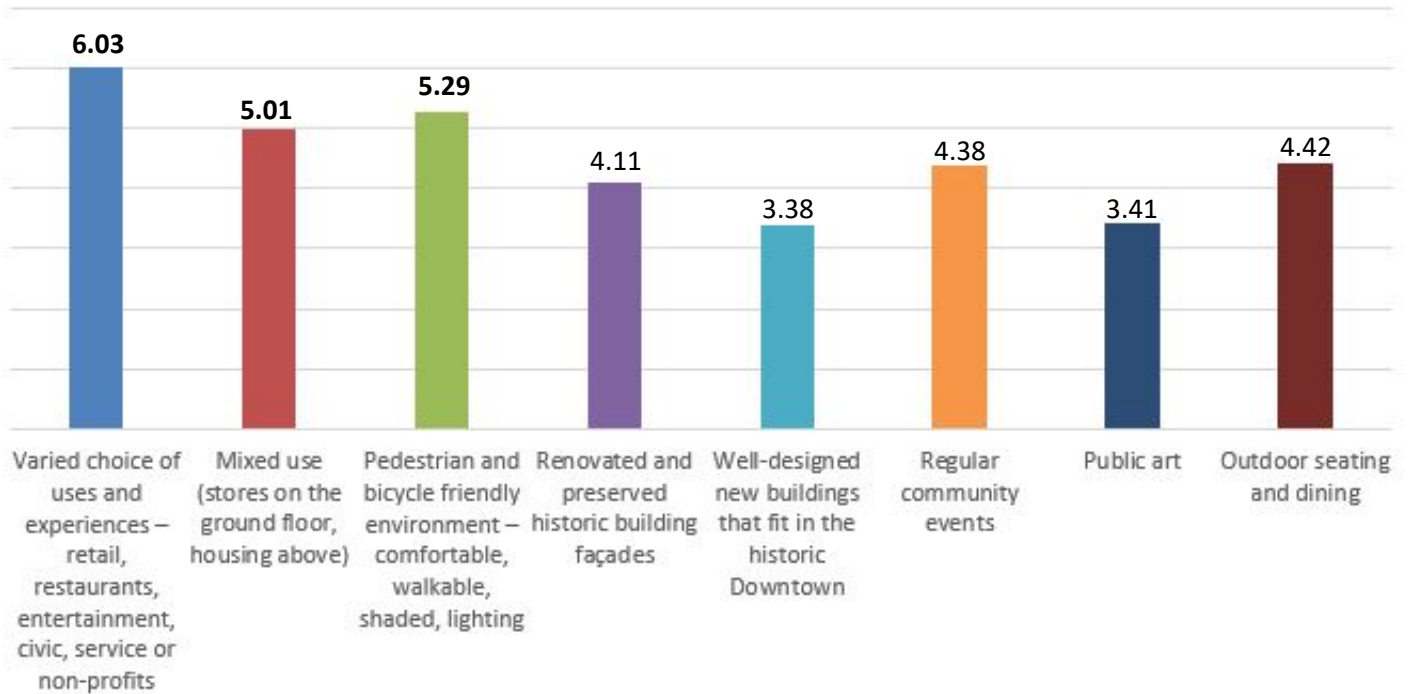
Comprehensive Results



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

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

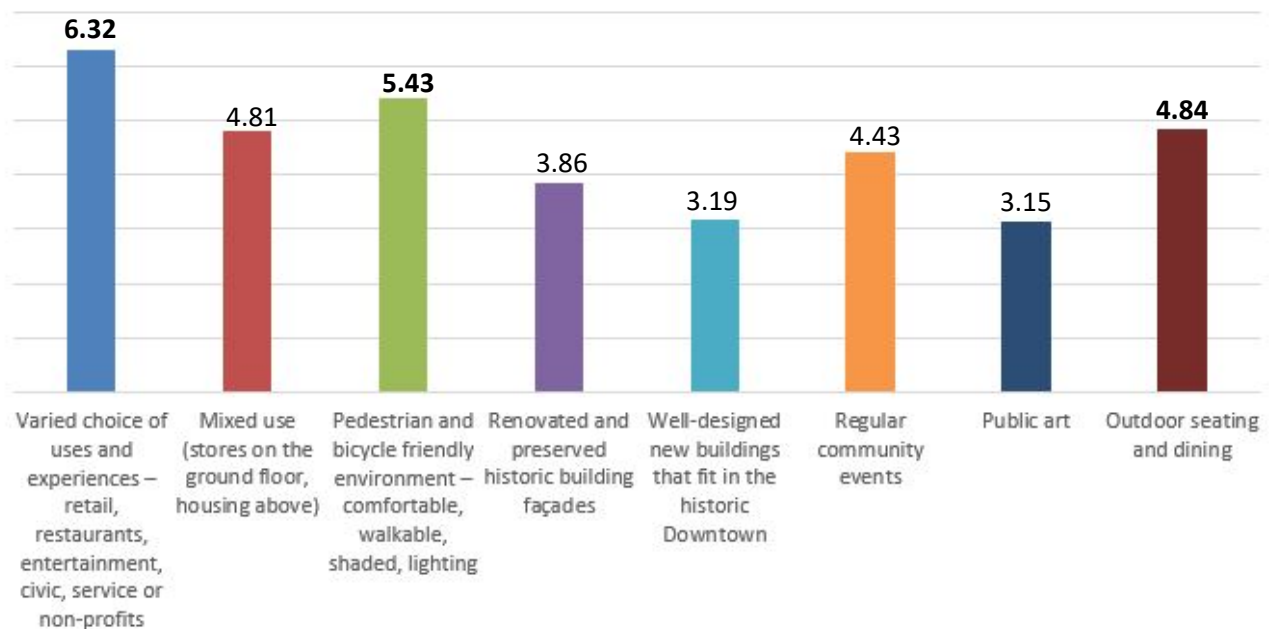
Live in and Around Downtown Cohort



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

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

Age 25 – 44 Cohort



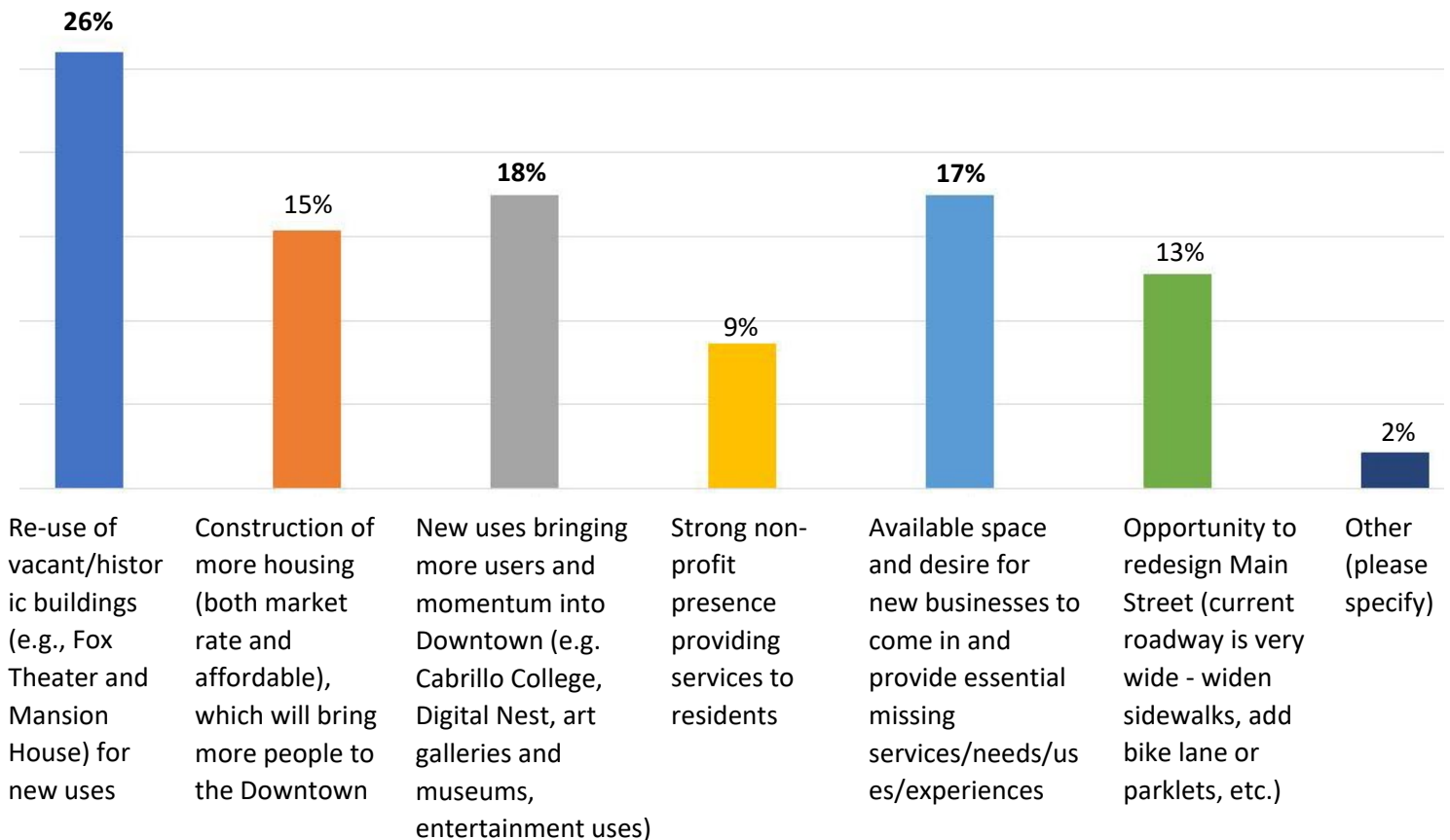
It is worth noting that when looking at a cohort of respondents who are 45 and older their top three elements changed. This cohort identified public art as the most important element, well-designed new buildings that fit in the historic downtown came in second, and regular community events placed third.

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

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

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

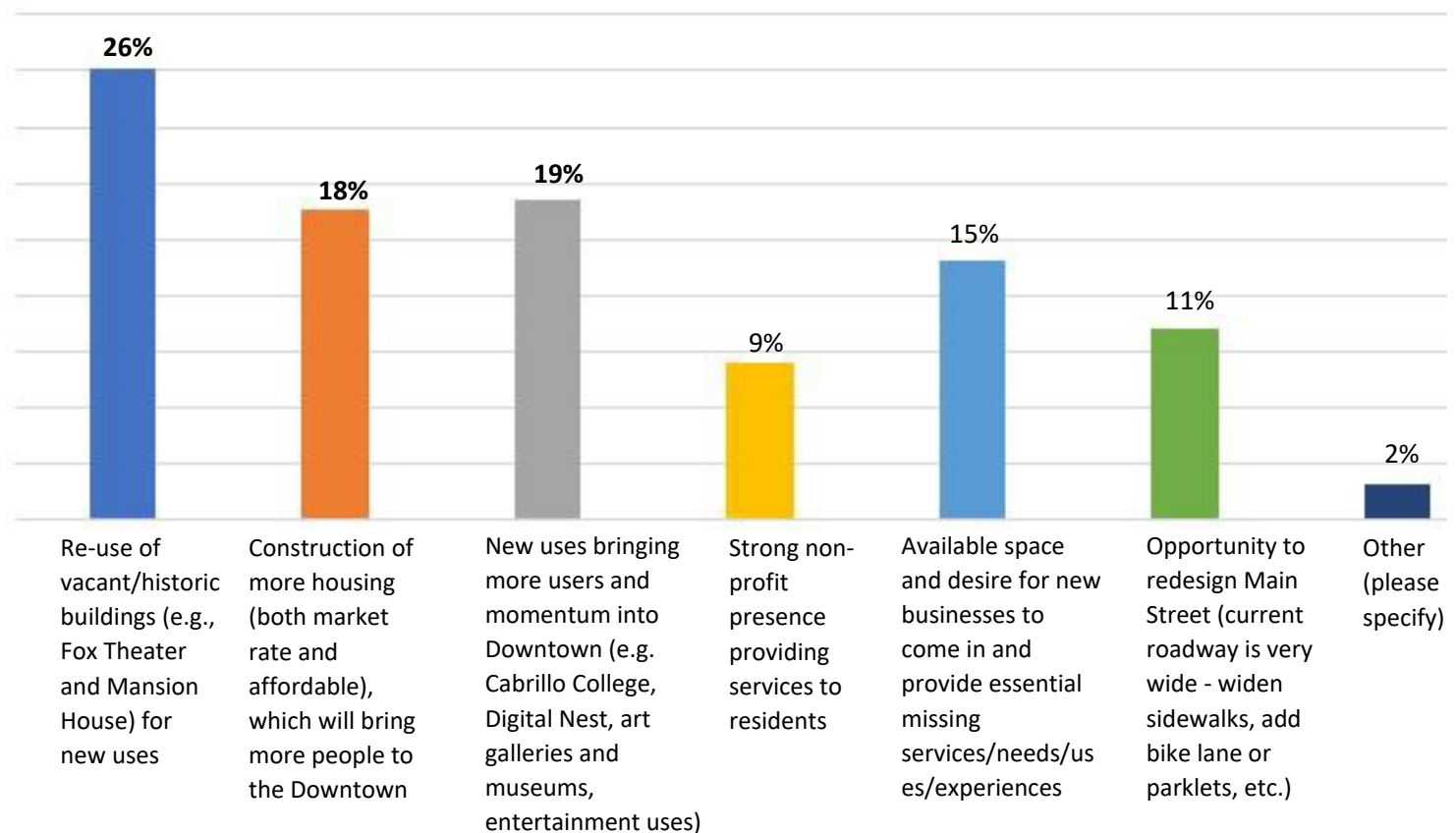
Comprehensive Results



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

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

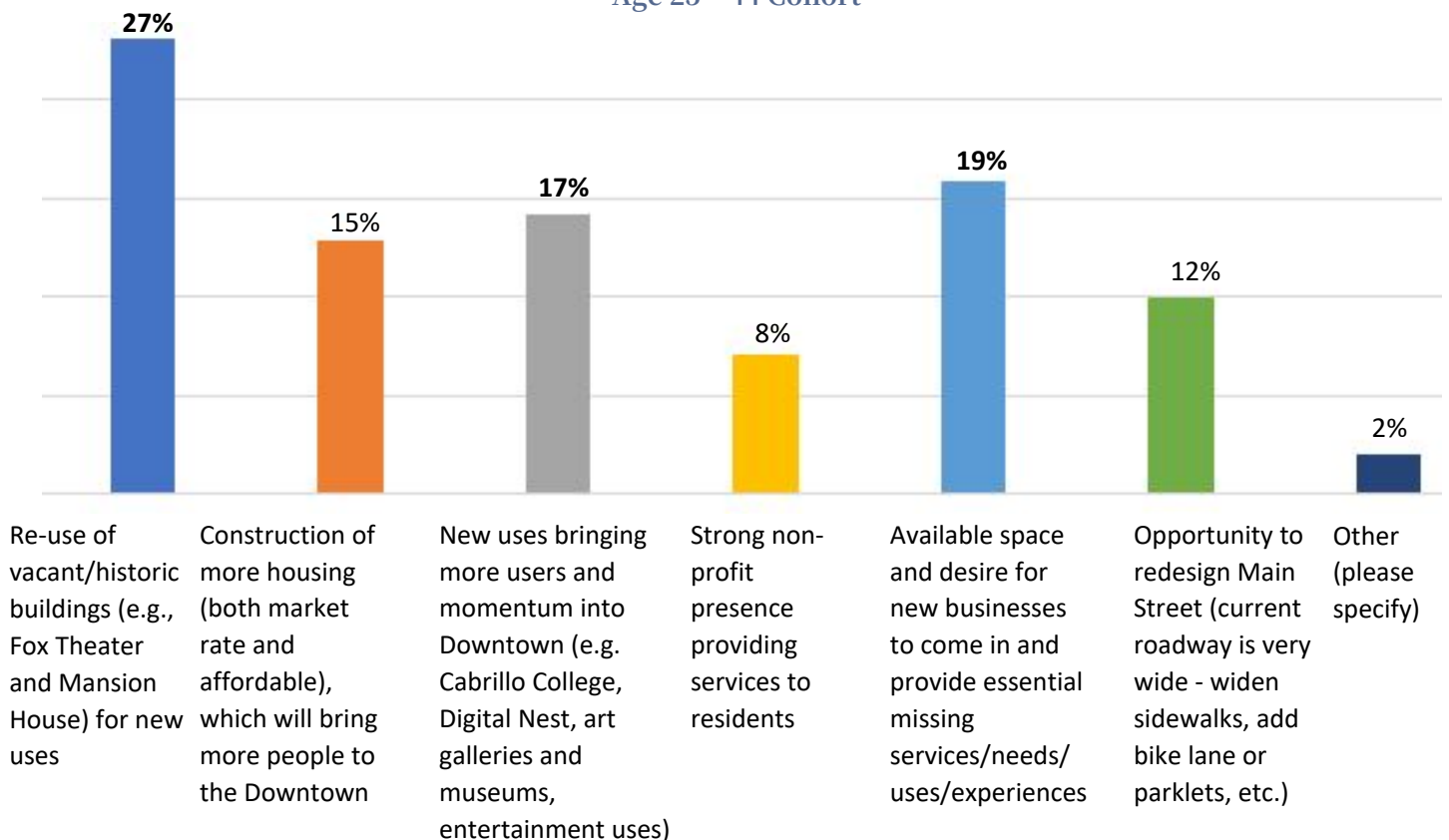
Live in and Around Downtown Cohort



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

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

Age 25 – 44 Cohort



Other (please specify)

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

Affordable housing for sell condos, townhomes,

Nada

public restrooms

Just don't gentrify this place.

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

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

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

Safe and clean public bathrooms in multiple places around downtown.

Getting rid of the GW bust should be top priority.

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

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

more funding towards youth centers

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

Actual restaurants not McDonald's

Eliminate homelessness

NIGHTLIFE!

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

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

more reputable stores that fit within the community

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

none

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

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

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

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

more retail opportunities

pedestrian safety

More restaurants

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

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

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

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

More stores bakeries

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

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

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

Restaurants con mesas al aire libre

(blank)

(blank)

(blank)

Vivienda accesible para trabajadores agrícolas

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

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

Do not let non Watsonville residents come in and drive up prices. Give business permits to those native to Watsonville. Invest in THIS community
Watsonville has so much potential, but sadly, it was much more vibrant and there were many more things to do in the 70's and 80's. It's really quite pathetic, embarrassing even. City leaders should be ashamed!
I do not live in Watsonville but I teach in the area and I look forward to more improvements for my students and their families.
Downtown is plain boring. Out neighboring cities have bars, clubs , restaurants, MODERN clothes shops etc. Which causes for people to travel out of our city and go give money to other cities. We forget that we have tons and tons of young adults who travel to other cities to find entertainment.
Bowling alley ? Like round one Theater / shopping center Walmart
No
There need to be more things for children, teens and young adults to do downtown.
We need more affordable housing for the current residents of Watsonville, most are getting priced out and have to move away. Due to gentrification
We need retailers that are family friendly.m, such as Old Navy and Gap. As for dining, the last thing we need is more Mexican food! Bring in a classy chain, such as Cheesecake Factory! Or PF Chang's!
Make it similar to downtown Santa Cruz
It's my biggest hope to have a splash pad down town. There are a lot of cities that have a really safe and beautiful areas for a small kids to cool off. Summers are getting hotter. A splash pad will bring a lot of families downtown. I love Watsonville. Thanks for the survey!
Soccer fields, visual and performing arts center, bike lanes.
We need life in downtown. It is pretty but store choices are poor. I never shop downtown ever. Look at what other small towns have that attract people. Vintage shops, coffee shops, unique eateries, Look at Lodi, Livermore Lincoln, they all have a fun downtown. I have to go out of town to spend my money, Watsonville is full of opportunity but it just looks sad
None
I like downtown. I would say that there is really not much for people to come here for. I think we need a more popular chain restaurant. Something that brings people. A little outdoor seating and a redesign of downtown streets. It's so loud and cars are flying through- it doesn't initially feel like a place you want to come walk around and bring your kids too. Too many knick knock stores with stuff people aren't interested in. We need a great coffee shop on main. We need a cool eatery that appeals to the healthy minded people in our community. We need a really good clothing store. Those 3 will bring people downtown.
I would love to see the downtown area full of places to enjoy from dining to different entertainment activities. It would be amazing if we could also get more art and murals put up to attract more people in the area and show some beauty and the talent of local artists.
Spaces in Watsonville should be given first to small local businesses and organizations. We do not need boutique hotels we need community spaces and local business from local families.
No
No
No
n/-
No

no
No
Try and improve on the variety of stores, food, and shopping opportunities downtown. Lack of diversity takes people elsewhere. We see how busy the beer mule is on Aviation, imagine if we were able to bring something similar downtown. Along with that, we must also have a variety of stores, and other food venues to keep people downtown and help them spend their money. It's also difficult because there is a lot of homelessness in the downtown area. People sleeping in the plaza and other open spaces in the vicinity.
Let's try to not attract white people and spread gentrification. Watsonville will become a Latinx community composed of generations of Latinx. We don't need the white trash coming down here.
Cleaner bathrooms, cleaner/newer water fountains
N/a
Stop gentrification! We don't need white elites coming into our community and trying to appropriate the space as if it's theirs. They have little regard or concern for our community and our people.
Downtown is not very walkable. Not enjoyable to walk for many aesthetic and convenience reasons.
To many crazy people
N/A
More plants and bringing in local small business that bring diversity to what we already have
No
This survey felt like it was designed to get one type of results. There were not enough options about downtown that did not generate a gentrification justified response. Not enough questions that specify targeted the actually people that live in Watsonville
Support local watsonville residents who are Mexican & or Latino with immigrant backgrounds. Stop only supporting whote businesses & blaming it on money. There are loans & grants available to aid in new businesses for local mexican residents.
#PorterforPVA
Keep it local and for the benefit of residents.
I wish downtown would be like the 80's, more shops, lively.
No
No.
N/A
n/a
The Downtown really needs a great public park space at the north end of the downtown strip around the Union Bank, Chase Bank area.
more street lights and speed bumps in dark streets with speeders.
downtown just needs more people there! Bringing more housing and more businesses should drive that. There is great potential in downtown watsonville!
Make the Downtown more inclusive and not exclusive. The recent anger and racism from the Hispanic community must stop. Watsonville is for all not some. This needs to get under control to facilitate the growth and development of the Downtown.
please take care of the people who are suffering with mental health issues and homelessness and poverty
N/A

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

No

Make Watsonville and Affordable Town to Live

..... GENTRIFICATION

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

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

NO everything is good

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

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

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

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

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

No more hair salons or taquerias!

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

no

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

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

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

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

no

I want to see more organized street walks.

maybe a park

You guys should open the mall again and the movie theater

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

no

no

no.

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

N/A

no

N/a

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

N/A

Not at this time

No

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

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

Best success to the city!

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

No

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

no

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

N/A

Activities and centers from our community

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

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

I have lived here in Watsonville my whole 30 years of life, no jail time and back, we need Watsonville be supportive of all socioeconomic situations.

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

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

businesses with aid to better their business.

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

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

Thank you for doing this survey!!!

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

No

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

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

No

More parking, enforcement on speeding.

Slow down traffic on Main Street

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

Listen to the people!!!!

Have more family educational events

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

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

entertainment lacking causing dollars to be spent in nearby cities

No

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

no

No

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

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

No

Watsonville is becoming more and more accommodating with homeless people. Stop homelessness! There are a lot of RV parked all over town especially by motel 6. Please keep watsonville a safe place to live.
I'd love to have a bookstore downtown. In general, I think filling empty storefronts with unique stores, cafes, galleries & restaurants will make downtown Watsonville a destination.
N/A
no
Make fox theater into a roller rink !!!
No gentrification!
It really sucks to have to go out of watsonville to have some fun on a friday / saturday night. Soooo many young adults who get DUIs etc bc they go out to gilroy, san jose, salinas when we could have nightlife here & simply use ubers etc
no
No, But I would say to have more opportunities for high schoolers of middle schoolers to be in clubs out of school in cabrillo or near there.
No
Thank you for your concern and work to improve our community.
Keep Main Street 4 lanes. Continue plants in the median like in front of the Post Office
I am very excited about the future of downtown Watsonville: preserving its small town, culturally rich character while invigorating businesses, promoting activities and becoming more inviting
no
No
I was once in Santa Fe, NM when there was an artists sale in the plaza. I would love to see this in Watsonville. Jewelry, paintings, ethnic crafts to show the artistry & ethnicity of Watsonville & surrounding areas would be great. Maybe in early December to promote Christmas present purchasing.
There is nothing else I would like to share.
n/a
End the gentrification of Watsonville.
the highway corridor that is downtown needs to be discussed and options of how caltrans has been successful with other downtown planning. We block streets now and to divert traffic puts the city at greater risk of accidents on the parallel streets for bicyclists and pedestrians . You can't reduce the lane on main street and need to be realistic on a any traffic pattern changes and the unintended consequences of how you will divert 26,000 vehicles down main street that has a direct correlation and impact of a bridge to move traffic
outdoor dining would look very inviting like in Gilroy, there also seems to be a lot of homeless people hanging out and walking near downtown making it look dirty. Maybe more services for the homeless.
No
A water feature/tasteful splash fountain in the Plaza would be great for hot day with the kids! Winter ice skating. kiosks for pop up vendors, Some sort of incorporating outdoor experience features like the the Bay Area Discovery Museum but using out local flora and fauna,
No
More things to do like in Downtown Santa Cruz
Just as I said above, I would personally like to see more safe areas for teens to hangout and

socialize
no
n/a
N/a
Create a safer community, even visually is important
no
No, thank you
No
no
We have too much of the same in our town. We need new kinds of restaurants and establishments.
We need more things to do as a teen and fun things
abolish the gentrification of Watsonville!
N/A
There's a difference between gentrification and making the town nicer and more modern. I think this town could use some fixing up and rebuilding.
no
No thank you
No
no.
No
No
STOP GENTRIFICATION!!!!
I really love our town. This is where I grew up and taught for many years. Although, I commute to the bay area now because of employment, Watsonville is the place I choose to raise my family. I am very excited to hear that our downtown area is an area of focus. Watsonville has so much to offer, and I can't wait to see what it will look like. THANK YOU!
We have too many "Discount mall" type areas. It really does cheapen the main street areas.
I see vibrant downtowns in other area cities and I can't figure out why Watsonville can't have that also. It hasn't been the same since the earthquake but that was over 30 years ago. Let's get it together Watsonville!!
Watsonville needs more Mexican events downtown every weekend for families to go and have a good time. Music, food and other types of family activities need to be available. Watsonville is so boring and there's no place to go. The bowling alley was closed and it was the last good place to go on weekends or after work. It's ashamed having to go nearby cities to have some nice activities with our families!
A local coffee shop(s) (not Starbucks) that stays open late downtown would be great, with the opportunity for live music or other cultural events in doors.
I remember walking towards downtown from freedom Blvd and feeling safe. Now, I can't do that. Homelessness, people with mental issues due to many buildings around downtown make downtown feel not safe. Those buildings offer great help, but should be relocated to a safer area for its patients or tenants.
Our town hasn't grown like others. We don't have big shopping centers like Gilroy or Salinas...we always have to commute out of the county. We don't have a Walmart or a Costco.
I think high traffic, vehicle speed, safety and the correct business type are the most important

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

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

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

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

Leave the plaza alone. Don't wreck it.

Thank you

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

Keep the George Washington bust in the plaza

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

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

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

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

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

No

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

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

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

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

No

Not

N/A

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

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

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

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

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

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

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

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

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

Please remove George Washington statue!

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

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

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

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

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

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

Give Watsonville young people things to do downtown!

No

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

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

surrounding streets And bottleneck traffic.

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

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

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

Equality for all

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

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

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

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

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

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

we need a drive in

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

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

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

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

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

A great and safe experience for children.

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

We need more stores and things to do.

More area where it's patrolled by police officers because alot of people run red lights, and they dont stop for pedestrians.

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

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

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

make it similar to downtown Sanrta Cruz.

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

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

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

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

NA

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

No

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

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

see above

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

No

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

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

more youth oriented stores restaurants in downtown

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

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

No

We need proper English pub

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

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

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

no thank you

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

Not at this time.

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

Beautification is also essential.

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

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

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

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

No

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

Consider having more COVID-19 safety adjustments

municipal broadband

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

downtown area without fear of intimidation, theft, harrassment.

More events to community Information about programs of job

No.

Too many vacancies/nothing to do in downtown

A successful downtown is where everyone feels welcome and safe.

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

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

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

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

No

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

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

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

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

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

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

No

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

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

Thank you for getting feedback!

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

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

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

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

Presence historic architecture More entertainment

N/a

Tener mas baños publicos

Homeless mas asistencia de ayuda para ellos.

Todos tener mas cuidado con la limpieza que haya menos homeless

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

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

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

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

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

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

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

NO

Mas luz en la noche y mas seguridad

Le gustaria ver nuevas tiendas para or de compras

Toda esta bien menos trafico

Areglos para que se mire mejor

Cancha de futbol

Mas baños

Quiere question la plaza sea mas grande

Mas umpio y que toda esta bien

I would like for the City Plaza to always stay open

Necesidad de mas luz y banos en el centro

Mas trabajo

Juegos y actividades para niños

Mas trabajos para la comunidad

Le gustaria very mas gente en La Plaza

Cuidan la naturaleza y Arnold's en la plazita

Que alga mas parques

Mas banos en el centro

Mas alegre a las edificios historicas

Que se mire bien y bonito

Mas negocios en el centro

Mas tiendas y negocios en el centro

Mas actividades para familia

Public restrooms in La Plaza

Necesitamos mas viviendas en lava ciudad

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

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

Mas negocios en el centro

Put more healthier food options

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

Mas lugares para sentarse y que se mantane limbio el centro

More public bathrooms

Better services de la policia

Mas viviendas para comprar casas

No dejen que gentrifiquen nuestro Pueblo

No

No

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

No

Na

No

Más vivienda no

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

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

Appendix A.1

Below are the methods by which the survey was advertised.

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

Community Workshop #2

May 6, 2021

Summary Notes

Meeting Objectives

- Provide an overview of the Downtown Watsonville Specific Plan project
- Provide 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 concepts

Attendees

***Community Members:** About 40 community members attended this meeting via Zoom. The meeting was also broadcasted live on the City of Watsonville's Facebook page.*

City Staff

Suzi Merriam (CDD Director), Justin Meek (Principal Planner), Sarah Wilke (Assistant Planner), Carlos Landaverri (Housing Manager Community Development), and Elena Ortiz (Administrative Assistant II)

Consultant Team

- Simran Malhotra and Kelsey Hubbard, Raimi + Associates
- Peter VanderWal and Andrew Krizman, Sargent Town Planning
- Meghan Weir and Zach Zabel, Nelson/Nygaard

Introduction and Welcome

Simran Malhotra, Project Consultant, welcomed community members and re-introduced the consultant team and Suzi Merriam introduced City Staff who were in attendance. A brief overview of zoom tools such as mute/unmute, raise hand, and live Spanish interpretation features were covered and a contact

email was provided in case any attendees had technical issues. Simran presented an overview of the agenda for the meeting and then conducted the first of two live raffle drawings; winners received gift cards to local downtown businesses.

Simran followed with an overview of what a specific plan is, the specific plan process, and what the consultant team has done to date.

Final Vision Themes and Guiding Principles

Simran presented the revised Vision Themes and Guiding Principles which are now final for the project. The Vision Themes and Guiding Principles were updated based on the over 100 public comments that were received from December 15th, 2020 – January 10th, 2021. The final Vision Themes and Guiding Principles are as follows:

Vision Themes: Vitality, dignity, equity, preservation, safety, and innovation

Guiding Principles (note these are high-level guiding principles – there are further details following each high-level principle which can be viewed in the full Vision Themes and Guiding Principles that are featured at the end of this document)

- 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 members can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health

What Big Ideas We Have Heard So Far

Following the Vision Themes and Guiding Principles, Simran summarized the Big Ideas the consultant team has heard through community input to date. These big ideas are listed below:

- Retain Downtown's **historic architecture and character**
- Build on and extend **Downtown's walkable scale**
- **Activate Downtown** with new uses, special events and programming, and:
 - Provide **improvements to the public realm** – streetscape, public art, murals
 - **Re-imagine Main Street** right-of-way to address goals

- Provide **more housing choices** and maintain affordability
- Improve **bicycle and pedestrian connectivity and safety**
- Address **traffic speed and congestion concerns**

Downtown Street Framework and Improvements

Simran then provided an overview of the downtown existing street framework. This included the Main Street corridor, various regional connectors (Lake Avenue, Beach Street, Riverside Drive, Freedom Blvd), cross-town connectors (Union Street/Brennan Street, Rodriguez Street & Walker Street), and local neighborhood-serving streets and how they each relate to the connection and movement of users in the downtown.

Simran explained that a key multi-functioning street in the downtown is Caltrans State Route - 152 which runs along portions of Main Street, Lake Avenue, and Beach Street. Caltrans controls the portions of each street that SR- 152 runs through. Currently, Lake Avenue and Beach Street are part of a one-way couplet – the consultant team is exploring short- and long-term options on how to improve these streets as well as their potential conversion to two-way again. The benefits for the conversion for various users and to the public realm in the downtown was also discussed.

Concluding this section, Peter VanderWal, project consultant highlighted the importance of balancing priorities and tradeoffs that each street intervention and potential improvement brings. When balancing priorities, it is important to remember that streets have various users with various needs. There are pedestrians, vehicles, bicyclists, business owners - all of whom share the same right-of-way but at times have conflicting priorities in terms of the way they would like to utilize the right-of-way.

Downtown Character Areas and Opportunity Sites

Peter presented a refined downtown framework and character area map. The downtown framework has been divided into character areas - originally there were six-character areas which were presented at the last Advisory Committee meeting. Through refinements there are now eight total character areas. They are listed below, and the new character areas are underlined. A full map of the character areas is featured at the end of this document.

- Historic Downtown Core
- Civic Core
- Gateway

- Commercial Flex
- Residential Flex
- Workspace/Industrial Flex
- East Neighborhood
- West Neighborhood

For each character area the key existing characteristics, placemaking priorities, and proposed land use and character were presented. Additionally, some character areas feature potential opportunity. These opportunity sites have the potential to spark catalytic development and new uses in the downtown. Brief high-level concepts were presented for each of the potential opportunity sites to illustrate the types of development that could occur on these sites. However, since many of these sites are privately owned, these concepts are only a preliminary idea of what could be built on these sites. This detailed information can be accessed in the full meeting presentation which is located on the project website and a link is provided at the end of this document.

Street Improvements

Megan Weir, transportation consultant, Megan provided a high-level overview of the street level recommendations, including short- and long-term changes to the street. Specific concepts for working within the Caltrans right-of-way (Hwy 152) were also presented.

Bicycle Improvements

Following the street improvements, Megan presented the existing bicycle facilities and the proposed bicycle network improvements. An overview of the various types of bike facilities was provided and then maps of both existing facilities and proposed bicycle networks were presented to the group. These maps can be found at the end of this document, as well, as in the full meeting presentation.

Questions/Comments

- Watsonville is a working town with active industrial uses, and these uses should be preserved.
- Highlight connection to the beach with better signage and wayfinding
- Build on agricultural heritage.

Breakout Room Discussion and Report Back

Meeting attendees were then assigned into one of three breakout rooms where groups were instructed to dive into each character area and discuss the following in detail -

- 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?

Each group had one facilitator and one notetaker from the project team and all attendees were enabled to use the Zoom annotate tool to write comments and draw directly on the maps provided.

Following the breakout rooms, the group reconvened together and reported back on their conversation. Breakout room discussions are summarized in a high-level below:

Group 1: (Justin & Peter)

- Discussed the road network, esp. along Walker Street – possible connections and rail line enhancements.
- Walker Street has no sidewalks and is especially not accessible to those who are mobility impaired.
- Liked the bicycle network.
- Concern about how Hwy 152 runs into Downtown.
- How do we enhance walkability in Downtown?

Group 2: (Suzi & Kelsey)

- Like the idea of more amenities for High School students to walk to, with more outdoor dining and seating. Also like the idea of a parking structure behind Plaza Vigil.
- General agreement about not changing the flavor and character of Watsonville. Instead elevate what Watsonville is.
- Provide more green spaces, urban farming, green roofs, recreational spaces, bringing in elements of the Climate Action Plan.
- Build on Downtown's strengths.

- Lot of discussion on bike safety, ensure bikeways in Downtown are as safe as possible.
- Celebrate and elevate Cabrillo and nonprofits in Downtown. They bring a fair amount of pedestrian traffic to Downtown.
- Build housing at all income levels – both affordable and low income.
- Look at providing more parking – paid and free.
- Do something with the Fox theater and Depot building.
- Watsonville ought to put out a call for creating a spectacular architecture specimen low-income housing on a transit-adjacent site.
- Create a nightlife area behind Plaza Vigil – plaza area, dancing, etc. Build housing on the Post Office site.
- Keep the Bean!

Group 3:

- Support the Plaza as the heart and support it.
- Mid-block crossing to the Plaza Vigil block is a good idea.
- Ensure there is new programming for current and new visitors, expand to other areas in Downtown such as Stroesser Alley and Romo Park.
- Collaborate with Recreation Dept.
- Extend pedestrian connections all the way to the hotels on Freedom and Main.
- Support and excitement for reduced travel lanes and make a destination where those want to eat, work and play.
- Enhanced opportunities for dining and other activity, new parklets dining, support for new businesses.
- Concerns about parklet safety - can be done with bulb-outs, bollards, trees, etc.
- Help ease new business startup constraints, especially for restaurants.
- Make bike riding safer in Downtown.
- Ensure there is space for buses and other transit

Facebook Live Stream Comments:

- Hope the plan includes lots of lighting for everyone's safety.
- Need safety improvements on Rodriguez.
- Need to get all the power lines underground on Rodriguez Street and definitely more lighting is needed on Rodriguez as well.

- Will this place be accessible to the public? Because there are a lot of homeless people that camp in that area at night.
- This would be good, but which current businesses will have the outdoor seating? There needs to be businesses that people will want to visit. Also, can the city provide a trail period for super small businesses like in Santa Cruz downtown is doing?
- Any improvements on Walker Street should start with changing the traffic speed limit
- Seems like a lot of focus is on Walker... which is an industrial space that would be overwhelmed with congestion, parking, etc.
- Suggest signs flashing lights cross walks.
- Kids walk from Second to Radcliff school. Instead of doing a market behind the train station why not make a parking for those are going to commute?
- One of the opportunity sites has an existing industrial business that make kitchen cabinets, etc.
- Plus, the restaurant across the street has been there for many years, is the City going to help them upgrade?
- Why bring another brewery we have George's liquor store across the street?
- What happened to Safe Streets project?
- My son crosses Walker Street to second street coming from Ceiba college prep and he tells me that he doesn't feel safe crossing.

Community Survey

Simran introduced the second community survey to attendees, encouraging all to participate and share with their networks. The survey is available in both English and Spanish and the links are featured at the end of this document.

Raffle #2, Wrap-up, and Next Steps

The second live raffle was conducted where winners received gift cards to local downtown businesses. Simran closed the meeting, offering next steps and what is expected to be covered that the next community meeting.

Meeting Adjourned at 8:00 pm

Relevant Meeting Links

Project Website:

- www.cityofwatsonville.org/1626/Downtown-Specific-Plan

Community Meeting #2 Full Presentation:

- <https://www.cityofwatsonville.org/DocumentCenter/View/16115/DWSP-Community-Workshop-2-Presentation-Slides-5-6-21>

Community Meeting #2 Facebook Live Recording

<https://www.youtube.com/watch?v=wTnZvpltCEc>

Final Vision Themes and Guiding Principles:

- www.cityofwatsonville.org/DocumentCenter/View/15529/Vision-Themes-and-Guidng-Principles



Appendices

APPENDIX B: APPLICABLE GENERAL PLAN GOALS & POLICIES

Appendix B: Relevant General Plan Policies & Implementation Measures

2005 General Plan

Per California State law, specific plans must be internally consistent with the jurisdiction's general plan. The Watsonville 2005 General Plan (adopted 1991) regulates the land uses in the Specific Plan area. Where Specific Plan zoning is inconsistent with the 2005 General Plan, a General Plan Amendment is being concurrently adopted with this Specific Plan to ensure consistency between the two documents.

The Downtown Watsonville Specific Plan is consistent with the following goals, policies, and implementation measures in the 2005 General Plan:

Chapter 4: Land Use and Community Development- Goals, Policies & Implementation Measures

- **Goal 4.2. Neighborhoods.** Conserve and improve the living environment of existing neighborhood commercial services.
- **Goal 4.3. Commercial Land Use.** Revitalize the central business district and provide adequate neighborhood commercial services.
- **Goal 4.4. Industrial Land Use.** Achieve economic diversification, living wage employment, the preservation of agricultural economic base of the Pajaro Valley, and maintain a balance among jobs, housing, and other urban land uses.
- **Goal 4.5. Public Land Use.** Provide public and institutional land uses and service in proportion to population growth.
- **Goal 4.6. Local Employment.** Promote a variety of employment opportunities within the city providing living wage jobs to Watsonville residents. Stimulate creation of 7,500 additional jobs by 2005. Pursue opportunities for jobs skill training.
- **Goal 4.7. Land Use Sustainability.** Ensure that the orderly development of land for the needs of the existing and projected population within the City limit and Sphere of Influence is vase on the land's overall sustainability, including: the accessibility of existing and proposed public facilities, services, and utilities; physical and financial constraints; and/or growth inducing impacts.
 - **Policy 4.A Residential Land Use.** The City shall plan for housing production on a five-year cycle consistent with the policies of the adopted Housing Element (See chapter 6, Housing: Goals, policies, and Programs). The overall housing objectives for the General Plan time frame shall also be considered in long-range planning for housing.

- **4.A.4 Housing Development Pacing** – The City shall monitor the creation of housing and jobs and review opportunities for pacing the development of housing with the creation of new jobs in the City. The monitoring program is intended to ensure a balance of jobs and housing units in the City, so the City avoids becoming a bedroom community for other areas.
- **Policy 4.B Neighborhood Preservation.** The City shall plan for the protection of existing neighborhood qualities and the provision of adequate neighborhood facilities in developing areas.
 - **4.B.3 Historic Preservation** – The City shall encourage continued identification, designation, and maintenance of significant buildings, homes, and landmark features.
- **Policy 4.C Commercial Land Use.** The City shall plan for revitalization of the central business district along with the distribution of convenient neighborhood commercial centers.
 - **4.C.1 Downtown Redevelopment** – The city shall use the redevelopment process to encourage the location of retail, professional, and residential uses as well as personal services within the central business district to serve the entire Pajaro Valley.
 - **4.C.3. Priority CBD Processing** – Provide priority development review processing for mixed use (residential/commercial) projects.
 - **4.C.4 Visitor Commercial** – Plan for additional visitor serving facilities within the CBD and in proximity to Highway 1.
 - **4.C.6 Downtown Design Plan** – Prepare and implement a downtown design plan for the CBD that addresses elements for building appearance, street landscaping, circulation, sign control and parking.
 - **4.C.7 Civic Center** – The retention of civic uses in the downtown shall be encouraged to support the revitalization of that area.
 - **4.C.8 Housing Support** – A variety of moderate and high-density housing to support the downtown commercial area and provide housing for the employment base of the Westside Industrial Area.
 - **4.C.9 Linear Park**–Land areas in the downtown, adjacent to the Pajaro River, shall be dedicated to open space types of uses. Pedestrian and bicycle trails shall be included in the area and linked to the citywide and regional bicycle trails.

- **4.C.10 – Mix Use Development of commercial corridor-** The city shall encourage the inclusion of residential development in project proposed along commercial corridor, such as Freedom Boulevard and East Lake Avenue.
- **Policy 4.D Industrial Land Use.** The city shall promote modernization of existing industrial plants and the location of new industrial facilities on land planned for industry in Watsonville 2005.
 - **4.D.2- Design & Open Space-** The city shall require that new industrial development be designed to blend with the natural environment and incorporate adequate open space and landscaping to provide an aesthetically pleasing buffer from residential land use. Additionally, on-site recreational space for employees and resource protection for environmentally sensitive habitats shall be required, where appropriate.
 - **4.D.3- On-Site Services** - The city shall encourage incorporation of on-site services such as childcare, food service, and recreation, to discourage traffic associated with these trip purposes, where appropriate.
 - **4.D.4- Industrial Reserve-** The city shall maintain a reserve of industrial land sufficient to meet the long-term job creation goals and to enable the City to maximize economic opportunities consistent with the city's Comprehensive Economic Development Action Plan.
 - **4.D.7- Public Transportation and Utilities-** Accommodations for public transportation and utilities shall be provided to facilitate access to the housing, commercial areas, government facilities, and jobs in and adjacent to the Redevelopment District.
- **Policy 4.F Economic Development-** The city shall plan for economic development.
 - **4.F.2- Job Creation-** The City shall encourage local employment opportunities by maintaining a balance among major land uses.
 - **4.F.6- Communications-** The City shall maintain communications with the business community to promote local business.
 - **4.F.7- Skills Training-** The City shall promote and encourage the expansion of public and private job training programs to better match job skills with local employment opportunities.
 - **4.F.10- Child Care-** The City shall encourage new commercial and industrial projects to provide employer assistance for childcare services.

- **Policy 4.G Land Use Suitability-** The City shall encourage the development of urban uses on those land best suited for urban uses and discourage it on land unsuited for urban uses.
 - **4.G.1- Provisions for Higher Densities-** The City, through the development review process, shall consider higher densities on those lands found to be least affected by physical, policy, or economic constraints.
 - **4.G.2- Multiple Use-** Wherever feasible and appropriate, and where the potential impact and mitigation measures associated with mixed use can be identified and fully considered through the CEQA process, the City shall support intensification of use by combining uses on one site, e.g., residential, and commercial, institutional, and recreational.
 - **4.G.1- Multiple Purpose Open Space-** The City shall designate as open space those areas with multiple constraints sufficient to make urban development unsuitable. These areas shall be used for active or passive recreation, environmental protection, alternative transportation corridors, and/or city beautification, depending on the nature of the constraint.

Chapter 5: Urban Design and Scenic Resources- Goals, Policies & Implementation Measures

- **Goal 5.1 Visual Resources** Preserve and enhance the built and natural visual resources within Watsonville.
- **Goal 5.2 Community Appearance** Blend new development with recognized values of community appearance and scenic qualities, and ensure that new development enhances, rather than detracts from, its surroundings.
- **Goal 5.4 Downtown** Preserve and enhance the visual appearance of Main Street from the Pajaro River Bridge to Freedom Boulevard.
- **Goal 5.6 Urban Design** Achieve high standards of street, site and building design that are both efficient, and aesthetically pleasing.
- **Goal 5.7 Heritage Preservation** Enhance and protect structures, sites, and other landmarks that give residents of the Planning Area a link with their cultural heritage.
- **Goal 5.8 Urban Beautification** Support public and private urban beautification activities and promote pride in community appearance.
 - **Policy 5.A Project Design Review-** The preservation of visual resources shall be accomplished through the design review process.

- **5.A.1 Design Review Applications** – The City shall use and periodically update the Design Review Guidelines for project evaluation.
- **5.A.2 Design Information Requirements** – Application requirements for projects to meet the design review criteria shall include a preliminary site plan, exterior elevations, vehicular and pedestrian circulation, grading, parking plans, colors, sign locations and elevations, fence height and design, and a landscape plan.
- **5.A.3 Design Review** – The City shall require that all new construction projects and remodeling or renovation projects (except single-family homes) over a specified value, as designated from time to time by the City Council, undergo design review according to chapter 14-11 of the Watsonville Municipal Code.
- **5.A.4 Development Standards** – In addition to the Design Review Guidelines, the City shall use the adopted standards for multiple family residential developments to ensure that medium- and high-density development is designed so as to enhance rather than detract from the urban environment.
- **5.A.5 Scenic Resources** – The City shall, through its design review process, consider the impact of the development on both the visual quality of the built environment and the scenic quality of natural features including sloughs, wetland, rivers, lakes, hillsides and stands of vegetation.
- **Policy 5.B Design Consistency**- The City shall review new development proposals to encourage high standards of urban design and to ensure that elements of architectural design and site orientation do not degrade or conflict with the appearance of existing structures.
 - **5.B.1 Visual Compatibility** – Whenever new development is proposed next to historic landmarks or buildings considered to be visually significant, the design review process shall be used to maintain or create visual harmony between the new and old structures.
 - **5.B.2 Neighborhood Identity** – New development in established neighborhoods shall be encouraged to utilize the surrounding architectural themes and/or materials to promote neighborhood harmony and identity.
 - **5.B.3 Enhancement** – The City shall utilize the development standards, zoning ordinance regulations for each district, and the design review guidelines to ensure that new development is an asset to the existing neighborhood and community with regard to parking, landscaping, open space, and project design.
- **Policy 5.D Downtown Design Plan** The City shall prepare, adopt, and implement a design plan for the urban design, circulation, parking, and commercial sign location within the central business district.

- **5.D.1 Project Requirements** – Projects within the central business district (CBD) shall be required to follow the guidelines of the design plan as a condition of approval.
- **Policy 5.E Viewscape Protection-** The City shall use the General Plan Land Use chapter and the design review process to ensure that major new development projects do not impact scenic vistas now enjoyed throughout the city.
 - **5.E.1 Scenic Vistas** – Site orientation and building bulk conditions shall be used to protect scenic vistas.
 - **5.E.2 Peripheral Open Space** – Provision of a greenbelt shall be used to preserve and enhance the urban viewscape as well as to define the limits for urban use.
- **Policy 5.F Design Factors** The design review process shall combine elements of aesthetics with considerations for project efficiency.
 - **5.F.1 Project Appearance Factors** – Considerations for project appearance shall include, but are not limited to, the following:
 - Compatibility with adjacent architectural styles
 - Respect for design features of the original architectural style for building renovation projects
 - Avoidance of monotonous expanses of blank walls, including fire walls
 - Orientation of the project with respect to natural topography, the retention of trees, and significant natural habitat
 - Placement and screening of trash containers from view and adequacy of the type and number of trash containers provided on site
 - Undergrounding of utility lines and meter boxes and screening of transformers
 - Visual interest of exterior finishes and colors
 - Discrete placement of microwave dish and satellite antennas
 - Placement and design of external lighting fixtures to blend with the architectural style, provide safe areas, and avoid off-site glare.
 - **5.F.2 Project Efficiency Factors** – Consideration for project efficiency shall include, but not be limited to, the following:
 - Project site orientation with respect to privacy, views, and solar access of neighboring structures
 - Design of project access and parking
 - Provision for safe and convenient pedestrian movement
 - Location and efficiency of loading and service docks
 - Location and accessibility of utility meters inspection points

- Ease of maintenance of exterior finishes
 - Placement of structures for solar considerations
 - The selection of landscape planting materials for summer shade, privacy, screening, erosion control, and water conservation
 - Adequate irrigation for landscaped areas.
- **Policy 5.G Historic Preservation** The City shall evaluate and make recommendations for the preservation of historic structures, landmarks, and buildings of particular architectural interest
- **5.G.1 Building Conditions** – The City shall place conditions on building renovation and construction near architecturally significant structures to protect their architectural integrity and ensure that Watsonville’s charm and heritage are not destroyed.
 - **5.G.2 Historic Inventory** – The City shall maintain and periodically update an inventory of historic and architecturally significant buildings.
 - **5.G.3 Historic Designation** – The City shall continue to designate and/or take action to protect structures of special character, architectural value, and aesthetic value. Structures include significant buildings, homes, and landmark features.
 - **5.G.4 Preservation Zoning** – The City shall enact historic preservation zoning to protect significant examples of the city’s cultural and architectural heritage.
 - **5.G.5 Private Participation** – The City shall encourage and provide incentives for the private preservation and restoration of historic and architecturally interesting buildings.
- **Policy 5.H Streetscape Beautification** The City shall promote streetscape beautification activities and civic pride in community appearance.
- **5.H.1 Street Tree Planting** – The City shall pursue a citywide program of tree planting and maintenance. The use of appropriate trees shall take into consideration the need to maintain visual clearance at intersections and other public safety concerns.
 - **5.H.2 Beautification Awards** – The City shall recognize and award private efforts to enhance city appearance.
 - **5.H.3 Gateways** – The City shall identify areas which serve as gateways or entry points to the city and develop landscaping and signing to highlight those points.
 - **5.H.4 Property Maintenance** – Maintenance of building exteriors and landscaping shall be addressed through the design review process. Visual clutter in yards shall be prevented through enforcement of zoning ordinance restrictions on parking and storage in front and side yards.

- **Policy 5.I Scenic Streets and Highways** The City shall identify scenic streets and highways in the Planning Area according to adopted criteria.
 - **5.I.1 Criteria for Designation** – The following criteria may be considered as a basis for adopting a route as scenic.
 - Presence of background views and natural vistas.
 - Absence of clutter along the street or road.
 - Location of interesting features such as historic or architecturally significant structures.
 - Significant vegetation, either natural or landscaped.
 - Presence of a variety of views.
 - Presence of a “gateway” or entry to the city along the route.
 - **5.I.2 City and County Cooperation** – The City shall work with Santa Cruz County to establish appropriate sign control and land uses for those routes designated as scenic in the General Plan but outside the City’s jurisdiction.
 - **5.I.3 Guidelines and Standards** – The City shall adopt standards or guidelines for development along designated scenic corridors and future corridors considered for designation.

Chapter 9: Environmental Resources- Goals, Policies & Implementation Measures

- **Goal 9.1 Open Space Network** Provide a comprehensive network of open space land uses for outdoor recreation and environmental protection.
- **Goal 9.2 Open Space Preservation** Preserve the open space and agricultural land uses surrounding the urban limit line which contribute to the economic base, provide scenic vistas, and offer opportunities for scientific exploration.
- **Goal 9.3 Natural Resources** Identify and protect the natural resources of the Watsonville Planning Area.
- **Goal 9.4 Air Quality** Maintain or improve the present air quality level within the Pajaro Valley.
- **Goal 9.5 Water Quality** Ensure that surface and groundwater resources are protected.
- **Goal 9.6 Soil Conservation** Preserve and protect the soil resources throughout the community and minimize the environmental degradation caused by soil erosion, construction impact on soils, and deterioration of water quality caused by suspended solids.
- **Goal 9.11 Hazardous Materials** Protect the air, water, soil, and biotic resources from damage by exposure to hazardous materials through aggressive management of hazardous materials.

- **Goal 9.12 Energy** Promote the conservation of energy and the use of alternative energy resources in transportation and residential, commercial, and industrial development.
 - **Policy 9.B Natural Resource Protection** The City shall designate land necessary for the preservation of natural resources and to avoid conflicts with urban land uses.
 - **9.B.2 Natural Resource Mitigations** – The City shall require implementation of environmental mitigations on projects that may destroy or impair the future use or existence of natural resources.
 - **9.B.6 Environmental Review** – The City shall conduct an appropriate environmental review process and require that proposed projects adjacent to surrounding, or containing, wetlands be subject to a site-specific analysis which will determine the appropriate size and configuration of areas to buffer wetlands from urban development.
 - **Policy 9.C Air Quality** The City shall cooperate with the Monterey Bay Unified Air Pollution Control District (MBUAPCD) to maintain and improve regional air quality. *In addition to the measures listed below, measures 4.A.4 and 4.G.1 promote improved air quality by providing for a balance of jobs and housing, and by increasing the density of residential development which makes use of transit feasible.*
 - **9.C.3 Housing Jobs Linkages** – The City shall encourage new residential development to include housing suitable to employees of workplaces in the city and its immediate environs in order to minimize commuting and the motor vehicle emissions thus generated. The City shall strive to locate housing and job land uses to enhance the use of carpooling and transit.
 - **9.C.4 Design Review** – The City shall require new development to include considerations for transit, Transportation Demand Management (TDM), and alternative travel modes in project designs including but not limited to transit stops, car and van pool preferred parking, and bicycle access and storage facilities.
 - **9.C.5 Industrial and Commercial Development** – The City shall as a part of its development review process and CEQA process place conditions on new industrial and commercial development responding to the stationary and transportation related air quality impacts.
 - **9.C.9 Environmental Review** – The City shall use the environmental review process to determine both stationary source and transportation related potential air quality impacts for project proposals.

- **9.C.11 Planning for Electric Automobiles** – The City Council shall consider an ordinance requiring all new development to install electrical power sources in parking areas and garages to recharge electric automobiles.
- **Policy 9.D Water Quality** The City shall provide for the protection of water quality to meet all beneficial uses, including domestic, agricultural, industrial, recreational, and ecological uses. Discussion: Water conservation and use reduction is addressed in the Public Facilities chapter (11) of this Plan.
 - **9.D.1 Recharge Protection** – The City shall direct urban development away from the groundwater recharge zones and surface water bodies. Projects with potential to jeopardize water quality shall be required to include mitigation measures prior to project approval.
- **Policy 9.E Soil Conservation** The City shall prevent degradation of local soil resources through erosion control improvement and grading guidelines.
 - **9.E.1 Vegetation** – The City shall require that removal of vegetation from a site be limited to the area required for building, and that all exposed soils be provided with new vegetation prior to project completion.
- **Policy 9.H Archaeological Resources** The City shall foster and provide for the preservation of cultural resources and artifacts of historic and prehistoric human occupation within the Pajaro Valley.
 - **9.H.1 Inventory** – The City shall maintain an inventory of historic and prehistoric sites, structures, and landmarks of historic and cultural significance in order to determine the potential impacts on these resources from proposed projects.
 - **9.H.3 Project Conditions** – The City shall require appropriate land use controls on projects that may endanger or destroy historic and prehistoric artifacts. Such controls include addition of fill to prevent disruption of site by grading, and site planning to avoid disturbance on sensitive portions of the site.
 - **9.H.4 Private Participation** – The City shall foster and encourage private efforts to preserve historic sites and cultural artifacts.
- **Policy 9.I Hazardous Materials** The City shall protect the natural environment through aggressive enforcement and compliance with hazardous materials plans.
 - **9.I.6 Buffer Zone** – Where residential uses exist or are proposed adjacent to industrial and commercial uses, a buffer zone or barrier shall be used to decrease potential threat of contamination by hazardous materials.

- **Policy 9.I Energy** The City shall strive to reduce non-renewable energy resource consumption and promote the use of alternative energy resources.
 - **9.J.1 Alternative Transportation** – As outlined in the Transportation and Circulation chapter, the City shall promote the use and development of alternative transportation modes intended to reduce the consumption of fossil fuels and other non-renewable energy resources.

Chapter 10: Transportation and Circulation- Goals, Policies & Implementation Measures

- **Goal 10.1. Street and Highway Facilities.** Plan and provide for a safe, efficient, and environmentally sensitive network of streets and highways for movement of people and goods.
- **Goal 10.4. Bicycle Circulation.** Plan for and provide a safe, convenient network of bicycle facilities.
- **Goal 10.5. Pedestrian Circulation.** Recognize the importance of pedestrian travel, alone, or in combination with other travel modes, and to encourage walking.
- **Goal 10.7. Aesthetic Considerations.** Plan and provide for a circulation network that preserves and enhances scenic amenities.
- **Goal 10.8. Truck Transportation.** Recognize the importance of a truck transportation to the Watsonville area and to plan for the safe, unobtrusive movement of trucks.
- **Goal 10.9. Utility Routing.** Ensure the adequate provision of necessary public utilities in a way which minimizes their visual impacts and potential hazards to the safety of residents.
- **Goal 10.10. Emergency Access.** Ensure sufficient provision of emergency or secondary access and maintain acceptable response times for all parts of the service area.
 - **Policy 10.A Street and Highway Improvements-** The City shall pursue a program of regularly scheduled maintenance and street improvements, accompanied by the planned extension of roadways to serve new development.
 - **10.A.4 Arterial Improvements-** The city shall use the Capital Improvements Program, and recommendations of the 1988-2005 Major Street Master Plan, as updated in 1992, to complete a network of major arterials. Arterial street design includes two-lane capacity in each direction, center-divider planting, controlled parking, limited driveway access, and pedestrian and bicycle facilities where feasible. Water conservation guidelines and dual water systems shall be considered in median development.

- **10.A.5 Alley Improvements-** For new developments adjacent to existing alleys, the City shall require that alley be improved to a minimum standard of 20 feet.
- **Policy 10.B State Highway Improvements-** The City shall encourage improvements to state highways within the Planning Area in order to increase their efficiency in the regional and local circulation network.
 - **10.B.3 Highway 152- Scenic Corridor-** The city shall support the designation of Highway 152 as a scenic corridor from Highway 1 east to the Santa Cruz County line. To this effect, the City shall support measures to prohibit large trucks on scenic Highway 152. Encourage the addition of two lanes from Holohan to Lincoln.
- **Policy 10.D Project Priority** The City shall maintain liaison with county, regional, and state transportation planning agencies to ensure the highest priority for completion is given to transportation system improvements that serve to implement the long-range land use policies of *Watsonville 2005*.
- **Policy 10.F Planning for Transit-** The City shall use its land use planning authority to enhance the use of transit.
 - **10.F.2-Land Use Designation-** Medium-and high-density residential designation shall be assigned to properties adjacent to existing or planned major arterials and transit corridors where the negative impacts of traffic on residential uses can be mitigated.
 - **10.F.3 Mixed Use Designation-** In order to reduce dependence on the automobile and encourage the use of transit, centrally located commercial developments shall be encouraged to provide housing adjacent to or above the commercial uses.
- **Policy 10.G Transit Promotion-** In order to encourage use of transit by all age groups and for all purposes, the City shall ensure that transit centers and stops are safe, attractive and do not deter transit use.
 - **10.G.1-Transit Amenities** As part of the Capital Improvements Program and development review process, the City shall ensure that transit centers and major transit stops are accessible, well lighted, and protected from the elements.
- **Policy 10.K Bicycle Facilities Development** The City shall plan for and implement a comprehensive network of bicycle facilities in order to promote the bicycle as an alternative to the private automobile.

- **10.K.1-New Construction and Improvements** New construction and Improvements- New construction and improvements to designate streets shall include facilities for safe bicycle travel consistent with the City's Bicycle Plan.
- **10.K.2-Designation of Bicycle Lanes** The city shall designate specified arterials for the development of bicycle lanes, consistent with the Bicycle Plan.
- **10.K.3-Design for Bicycle Lanes** The city shall require new development project to include bicycle lanes as par for the project proposal, consistent with the Bicycle Plan.
- **Policy 10.M Bicycle Support Facilities**
 - **10.M.1-Bicycle Storage** The city shall use the development review process to ensure that new commercial, industrial, and public project provide secure bicycle storage areas for their employees, customers, clients, and attendees.
- **Policy 10.N Pedestrian Travel** The city shall plan for and implement a comprehensive network of safe pedestrian facilities in order to promote pedestrian travel.
 - **10.N.1-Construction/Improvement** The city shall require facilities for safe pedestrian travel as part of the new construction or improvements to existing streets.
 - **10.N.1-Design of Walkway** The City shall require new development to include pedestrian walkways adjacent to new streets and/or connecting the development to existing streets.
- **Policy 10.O Walkway Aesthetic and Safety** Pedestrian walkways should be designed to promote walking by providing a safe and aesthetically pleasing path of travel.
 - **10.O.1-Walkway Lighting** Walkways and parking areas shall be required to include lighting fixtures at regular intervals sufficient for public safety.
 - **10.O.1-Parking Lot Design** New developments and remodeling or use changes for existing parking areas shall take pedestrian travel into consideration.
 - **10.O.1-Accessible Pedestrian Areas** All parking lots and pedestrian pathways shall be constructed in compliance with the City and/or State's accessibility standards.
- **Policy 10.P Pedestrian Access** Access for pedestrian travel shall be maintained where it already exists and provided where it does not, in order to prevent or eliminate barriers to pedestrian travel.

- **10.P.1-Access to Adjoining Land Uses** The city shall require pedestrian access between adjoining multiple family residential developments, and from such residential developments to adjacent recreational or commercial areas.
- **10.P.1-Retention of Existing Access** Where alleyways, arcades, or similar pedestrian pathways already exist, new development or development associated with a change in land use shall be required to retain or replace the existing access.
- **10.P.1-High Density Commercial Areas** New or redeveloped commercial areas shall be designed to promote walking rather than driving within the area, by clustering and/or concentrating the commercial uses and through pedestrian sensitive design.
- **Policy 10.S Aesthetics** The City shall seek to preserve and enhance scenic vistas to and from the transportation corridors.
 - **10.S.1-Visual Clutter** The city shall use land use regulations, design review, and conditions of project approval to control the size, type, and location of commercial signs, utility equipment, and trash containers to avoid visual clutter and preserve scenic vistas.
- **Policy 10.T Landscaping** The city shall encourage the use of vegetation to create or enhance scenic vistas and to serve as buffers for transportation facilities.
 - **10.T.1-Plant Type, Size, and Location** The City shall use the design review process to establish conditions for the type, size, and location of plant species along transportation corridors and in parking areas.
 - **10.T.1-Tree Preservation** The City shall design roadway improvements to avoid the destruction of landmark trees, individual specimen trees, and clusters of trees whenever possible.
- **Policy 10.P Truck Facilities and Routing** Commodity movement utilizing trucks shall be encouraged and facilitated while related impacts on City streets are minimized to the extent possible.
 - **10.O.1-On-Site Facilities** The city shall use the development review process to ensure that new development which depends on large truck transportation provides on-site facilities sufficient to mitigate the impacts related to truck size, weight, and noise.
 - **10.O.1-Access Improvements** The City shall require developers to commercial and industrial property to improve the street immediately adjacent to the project

access point to standards which accommodate the weight and length of trucks entering the project site.

- **10.O.1-Truck Maneuvering** The City shall use the development review process to require that commercial and industrial development projects provide adequate on-site commercial delivery space that does not block access to adjacent streets or require backing maneuvers on public roads for either entering or leaving.
- **Policy 10.Y Emergency Access** The city shall ensure that emergency or secondary access is provided for all new development in the city's service area.
 - **10.Y.3-Secondary Access** For those developments where size and/or location presents potential emergency access problems, the city shall require provision of secondary access, including crash gates and emergency roads, where necessary or appropriate.

Chapter 11: Public Facilities- Goals, Policies & Implementation Measures

- **Goal 11.1 Service Availability** Maintain or increase the current availability of public services and facilities consistent with projected population growth in the City limits and Sphere of Influence and according to the fiscal resources of the City.
- **Goal 11.2 Public Services** Assure new development can be served by adequate public services and facilities.
- **Goal 11.3 Water Supply** Construct and maintain a water system and institute water management policy that will provide a sufficient quantity of appropriate-quality water to meet the needs of the existing and planned community.
- **Goal 11.4 Wastewater Management** Continue the safe and efficient collection, treatment, and disposal of domestic and industrial wastewater to meet the needs of the service population, protect the environment, and comply with all applicable regulations.
- **Goal 11.5 Solid Water Management** Operate an efficient waste management program that protects the health of area residents, prolongs the useful life of the landfill site, and encourages recycling of any and all materials found to be feasible for recovery and reuse.
- **Goal 11.8 Public Services** Maintain public protection service levels consistent with City standards for acceptable risk levels.
 - **Policy 11.A Facilities Coordination**

- **11.A.1 Coordination** – The City shall coordinate developer-financed site improvements with publicly-financed improvements through the Capital Improvement Program.
- **11.A.2 Master Plan Consistency** – The City shall evaluate, and may place conditions on, new development to achieve consistency with the master plans for streets, parks, water supply, and waste-water management.
- **11.A.3 Development Fees** – The City shall maintain a schedule of development impact fees that is commensurate with the increased need for public services and facilities generated by new development.
- **Policy 11.B Infrastructure** The City shall identify public infrastructure needs and use the Capital Improvements Program to schedule improvements necessary for achieving long-term land use and community development objectives.
 - **11.B.1 Growth Management** – Through the use of specific plans in new growth areas, the City shall regulate the timing and location of future urban development to be consistent with the service capacity and financial capability of current support services and the five-year Capital Improvement Program schedule.
 - **11.B.3 Incremental Costs** – The City shall require that new development projects pay additional incremental public service costs which they generate.
 - **11.B.4 Cost Sharing** – The City shall support extension of utilities to serve new development only when the cost is borne by that development and the extension is consistent with land use and community development policies and/or is necessary to serve public uses.
- **Policy 11.C Water System Design** The Water system shall be designed, constructed, and managed to provide a sufficient quantity of appropriate-quality water for the existing and planned community.
 - **11.C.5 Site Improvements** – New projects within the urbanized area shall be required to complete on-site water connection improvements consistent with water quality standards of the Water Department.
- **Policy 11.F Wastewater Management Design** The City shall continue to provide adequate waste-water treatment levels to meet the needs of the City and the service area users. Compliance with applicable state and federal standards will be pursued to the extent possible.

- **11.F.4 Fees** – The City shall assess sanitation impact fees on new development in proportion to the amount of wastewater they are anticipated to generate and the cost of extending services unless alternative funding resources are available.
- **Policy 11.G Solid Waste Management** The City shall continue to operate an environmentally sensitive solid waste management program and encourage the recycling of paper, glass, plastics, and metals. The City shall encourage waste minimization and source reduction of all wastes, with special emphasis on hazardous materials.
 - **11.G.3 Litter Control** – The City shall continue an aggressive program of street cleaning and litter abatement in order to prevent pollution of wetlands and provide for a cleaner urban environment.
- **Policy 11.J Public Protection** The City shall continue to provide sufficient funding, trained personnel, and all necessary equipment and facilities to maintain city standards for public safety and response time.
 - **11.J.1 Project Review** – The City shall continue to use Police and Fire Department project review to ensure that new development projects allow for built-in fire and police alarms and other public safety features, and to allow for review of potential traffic impacts on response time.
 - **11.J.6 Community Participation** – The Police Department shall develop community resource programs which emphasize increased community involvement and participation in defining community needs, establishing priorities, and developing programs to meet these needs. The Police Department shall promote neighborhood crime prevention programs such as the Neighborhood Watch.
 - **11.J.7 Traffic Safety** – The Police Department shall preserve life and property on the highways through: the reduction of accidents and injuries, facilitation of the safe and expeditious flow of commercial and private vehicular traffic, and the public's voluntary compliance with traffic regulations due to a combination of education and enforcement.
 - **11.J.9 Response Time** – The City shall strive to provide properly staffed and equipped fire stations to provide a response time of four minutes or less from the nearest fire station to all portions of the city as measured by the Fire Chief, except for residential neighborhoods which have Fire Department approved built-in protection. There would be a special planning effort by the Fire Department to

provide a four-to-six-minute response time for a first response for emergency medical service.

- **11.J.16-Built-in Fire Protections** – The Fire Department shall pursue methods of encouraging the installation of built-in fire protection such as automatic fire sprinkler systems and fire alarm systems. Local ordinances requiring built-in protection should be strengthened for defined residential and commercial hazards.

Chapter 12: Public Safety- Goals, Policies & Implementation Measures

- **Goal 12.1 Land Use Safety** Plan for and regulate the uses of land in order to provide a pattern of urban development that will minimize exposure to hazards from either natural or human-related causes.
- **Goal 12.6 Personal Safety** Ensure that community standards for personal safety are enforced.
- **Goal 12.7 Emergency Preparedness** Anticipate the potential for disasters; maintain continuity of life-support functions during an emergency; and maximize efforts for post-emergency recovery.
 - **Policy 12.A Environmental and Public Safety** The City shall plan for and maintain development standards that minimize risks to human lives and property resulting from environmental and man-caused hazards. The City shall protect neighboring residential development from the immediate threats of potentially hazardous industrial or agricultural materials and airport hazards through careful land use planning.
 - **12.A.3 Industrial Buffer Zone** – The City shall require new industrial projects to provide a clear zone between industrial structures and adjacent residential land use.
 - **12.A.5 Risk Reduction** – The City shall identify, avoid, and/or minimize natural and human-caused hazards in the development of property and the regulation of land use.
 - **Policy 12.B Seismic Hazards** The City shall use the development review process to ensure that potential geologic hazards are evaluated and mitigated prior to construction.
 - **12.B.2 Structural Design** – The City shall place structural design conditions on new development to ensure that recommendations of the geo-technical evaluation are implemented.
 - **12.B.6 Un-Reinforced Buildings** – The City shall establish a program to evaluate, and mitigate where possible, potentially hazardous buildings constructed prior to

the adoption of building codes for earthquake resistant design. The focus of this evaluation shall be buildings constructed of un-reinforced masonry walls.

- **Policy 12.C Soil Constraints** The City shall take all appropriate actions to ensure that current land use activities and new developments are mitigated to prevent soil failure and other soil-related dangers.
 - **12.C.3 Foundation Design** – The City shall require that new development provide for appropriate foundation design to comply with city building standards and recommendations of the soil investigation.
- **Policy 12.D Flood Hazard Reduction** The City shall pursue the protection of new and existing development from the impacts of flooding up to the 100-year event.
 - **12.D.1 Flood Protection** – The City shall require new development to conform to the Flood Damage Prevention Ordinance and the guidelines of the National Flood Insurance Program.
 - **12.D.2 Storm Water Retention** – The City shall condition new development to provide for onsite retention and percolation of storm water run-off.
 - **12.D.3 Storm Drains** – New development shall be required to pay for or extend all necessary storm drains to serve the project site.
 - **12.D.4 Storm Water Collection** – The City shall require street design to include curbs and gutters that collect and direct storm water run-off to drainage facilities.
- **Policy 12.E Hazardous Materials Control** The City shall strictly enforce ordinances and regulations for the use, storage, transport, and disposal of hazardous materials.
 - **12.E.1 Inspections** – The City shall conduct periodic safety inspections of industrial and commercial facilities that use and store hazardous materials and dangerous chemicals.
 - **12.E.1 Identification of Potentially Hazardous New Businesses** – The City shall use the development processing and business license process to identify potential hazardous uses and to require preventative programs including, but not limited to, the development of neighborhood, area evacuation plans, and hazardous material handling and disposal plans.
- **Policy 12.F Fire Safety Standards** The City shall use development approval authority, code enforcement, and periodic inspections to ensure that fire prevention standards are maintained.

- **12.F.1 Access** – The City shall require that new driveways and roadways meet minimum standards of the Uniform Fire Code or subsequent standards established by city ordinances.
- **12.F.3 Private Access Roads** – All private access roads shall be maintained by a responsible party to ensure safe and expedient passage to the Fire Department at any time. All locking devices shall be subject to approval of the Fire Department.
- **12.F.5 Width and Vertical Clearance** – All roadways shall maintain city standards for minimum width and vertical clearance.
- **12.F.6 Alleys** – Existing alleyways shall be up-graded to city standards for emergency access, street addressing, and available water supply.
- **12.F.9 Open Area** – Property owners shall be responsible for maintaining vacant sites free of trash, weeds, or other fire safety hazards.
- **12.F.10 Building Safety** – Property owners shall be responsible for maintaining their structures at a reasonable degree of fire and life safety as identified by the uniform fire, building, mechanical, electrical, and other such adopted codes, and city ordinances.
- **12.F.11 Built-in Fire Protection** – The City shall continue to promote the installation of built-in fire extinguishing systems and early warning fire alarm systems. The City acknowledges that fact that built-in fire protection is a better substitute than expanding public fire protection services.
- **Policy 12.H Fire Suppression Planning** The City shall maintain a level of fire protection for the community that emphasizes an aggressive initial attack to stop fires in early stages as well as to have adequate staff and equipment (including mutual aid) to prevent a conflagration.
 - **12.H.1 Level of Service** – The City shall strive to provide properly staffed and equipped fire stations to provide a response time of four minutes from the nearest fire station to all portions of the city as measured by the Fire Chief, except for the following: residential neighborhoods having no special fire hazard or special populations having a medical related problem, i.e. convalescent homes and senior housing, which may install an approved fire sprinkler system to substitute for the fire station location in the area between four and seven minute response time.
 - **12.H.6 Financing** – New development shall be required to contribute a proportional share of the cost of constructing and equipping additional fire stations.

- **Policy 12.I Crime Prevention** The City shall provide sufficient funding, adequate personnel levels, and necessary equipment to maintain civil order and prevent crime.
 - **12.I.2 Project Security Review** – The City shall refer new development projects to the Po-lice Department for a security review. This review shall include, but not be limited to:
 - The provision of adequate lighting for personal security.
 - The provision of adequate locking de-vices for windows and doors.
 - The location of walkways and access points.
- **Policy 12.M Noise** The City shall utilize land use regulations and enforcement to ensure that noise levels in developed areas are kept at acceptable levels, and that future noise-sensitive land uses are protected from noise that is harmful.
 - **12.M.2 Truck Routes** – The City shall continue efforts to designate truck routes that by-pass residential areas and other noise sensitive areas.
 - **12.M.6 Site Planning** – The City shall evaluate sire orientation and building design to decrease the potential for noise intrusion, using the noise contour map and compatibility guidelines.



Appendices

APPENDIX C: HISTORIC REPORT





Watsonville Downtown Specific Plan Area

Historic Resources Survey Report

prepared for

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October 2021

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Executive Summary

Raimi and Associates, Inc. (R+A) retained Rincon Consultants, Inc. (Rincon) to prepare a historic resources survey in support of the City of Watsonville Downtown Specific Plan (DWSP). The DWSP is a comprehensive planning document and regulatory tool which, upon completion, will assist the City of Watsonville (City) to implement its General Plan by guiding development in the DWSP area. The purpose of the historic resources survey is to provide the City with baseline data on existing conditions and to identify known and potentially eligible individual and groupings of historic resources in the DWSP area. This information will inform future planning and development efforts and support compliance with California Environmental Quality Act (CEQA) and other applicable state and local regulations.

This report presents a summary of the work performed by Rincon, specifically a focused background research effort and a reconnaissance-level survey of the DWSP area. All work was carried out in accordance with the applicable guidelines and standards, including the *Secretary of the Interior's Standards for Archaeology and Historic Preservation* and National Park Service Bulletin No. 24, *Guidelines for Local Surveys: A Basis for Preservation Planning* and overseen by Architectural Historians who meet the Secretary of the Interior's Professional Qualification Standards (PQS) for architectural history and history (36 CFR Part 61).

Rincon's background research effort included a review of existing documentation related to potential historic resources in the DWSP area with additional background and archival research performed as necessary to inform survey efforts. During the period in which this study was undertaken, the movement of people throughout California was limited in response to COVID-19 and research was therefore largely limited to available digital resources.

Following the background research effort described above, a reconnaissance-level survey of the DWSP area, inclusive of approximately 420 Santa Cruz County Assessor's parcels totaling just over 195 acres, was conducted. Also, in response to the COVID-19 restrictions noted above, survey methods relied heavily on online and other virtual technology. To limit the time architectural historians spent physically in the field, the survey employed a two-step process in which the entirety of the DWSP area was first surveyed digitally through the use of Google Earth (digital desktop review). Following the digital desktop review, City staff performed a focused survey of properties identified during the preliminary survey efforts. Under the direction of Rincon's PQS-qualified Architectural Historians, City staff field checked and photographed approximately 100 Santa Cruz County Assessor's parcels. After Covid-19 related restrictions were lifted, a Rincon Architectural Historian performed a spot check to confirm survey findings.

As a result of the research and survey efforts described above, Rincon confirmed the DWSP area contains 13 properties which are currently listed in the National Register of Historic Places, California Register of Historical Resources, and/or Watsonville Historic Register. As properties which are currently designated, they qualify as historical resources for the purposes of CEQA. The research and survey efforts also identified 75 potentially eligible individual resources within the DWSP area. For the purposes of future planning efforts, potentially eligible individual resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. Tier I resources are those that have a high degree of historic integrity, while Tier II resources have a lesser degree of integrity. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation. The

Watsonville Downtown Specific Plan Area

survey identified 58 Tier I and 17 Tier II resources. The effort additionally identified four areas within the DWSP which contain intact groupings of historic period development that may, pending further research, be appropriate for designation as potential historic districts or alternatively as conservation overlay zones. Recommendations to address potential impacts and to support future historic preservation planning efforts have also been provided.

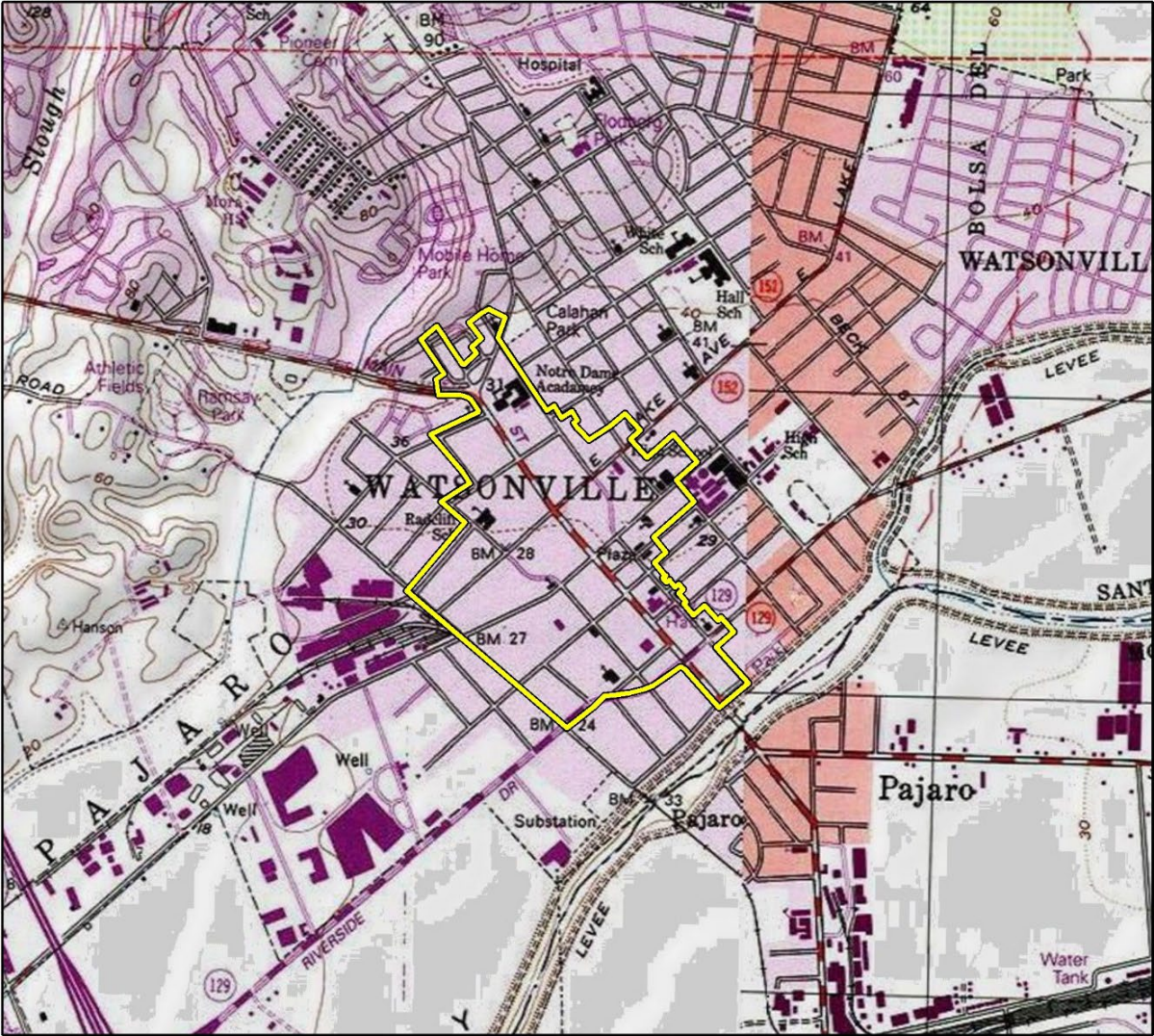
1 Project Background

Raimi and Associates, Inc. (R+A) retained Rincon Consultants, Inc. (Rincon) to prepare a reconnaissance-level survey of the Downtown Watsonville Specific Plan (DWSP) area. The DWSP area (survey area) occupies roughly 195 acres in the central portion of the city of Watsonville, Santa Cruz County, California (Figure 1). The boundaries of the survey area are consistent with the DWSP area and include approximately 420 Santa Cruz County Assessor's parcels in the southern portion of the city. The survey area centers on a one mile stretch of Main Street, between the banks of the Pajaro River and Santa Cruz Road. Its irregular boundaries are depicted in Figure 2. Contained within the survey area are the city's historic-period downtown area, its current civic center, and several historic-period residential areas in addition to pockets of industrial development. While development in the survey area is characteristically low-rise, there are several mid-rise commercial and institutional buildings on and along Main Street between Riverside Drive and Lake Avenue. The survey area is bound on all sides by urbanized areas of the city of Watsonville.

Rincon Senior Architectural Historian Steven Treffers, M.H.P., provided strategic oversight and management of the project. Architectural Historians James Williams, M.A. and Rachel Perzel, M.A., conducted the background research effort digital desktop review, and co-authored this report. Field survey efforts were conducted by the city of Watsonville Community Development Department Director, Suzi Merriam under the direction of Mr. Treffers. Ms. Perzel performed the spot check of survey results. Mr. Treffers, Ms. Perzel and Mr. Williams meet and exceed the Secretary of the Interior's Professional Qualification Standards (PQS) for architectural history and history (36 CFR Part 61).

The current study included a focused background research effort and a reconnaissance-level survey of the DWSP area. It builds on earlier efforts that preliminarily identified potential historic resources in the survey area. Earlier efforts include the compilation of the City of Watsonville Historic Register (Watsonville HR) as part of the *Draft Watsonville Vista 2030 General Plan* and a field survey of potentially significant properties undertaken by the city in 2003. The purpose of this study is to provide the city with baseline data on existing conditions and potential historic resources in the DWSP area, to help guide their future planning and management and to facilitate compliance with the California Environmental Quality Act (CEQA) and other applicable state and local regulations.

Figure 1 DWSP Area Vicinity Map



Basemap provided by National Geographic Society, Esri and their licensors © 2021. Watsonville West & Watsonville East Quadrangles, T12S R02E S4,5,6,9. The topographic representation depicted in this map may not portray all of the features currently found in the vicinity today and/or features depicted in this map may have changed since the original topographic map was assembled.

 Watsonville Downtown Specific Plan Area

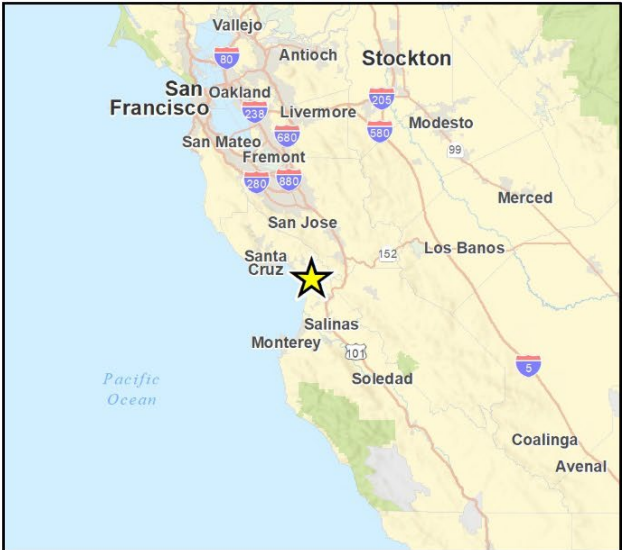
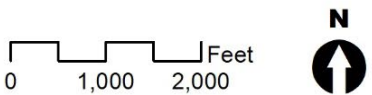


Figure 2 DWSP Area Location Map



2 Methods

The present survey was completed to identify known and potential historical resources within the DWSP area. It expands on previous survey and inventory efforts completed by the City and serves to inform future planning efforts and environmental review of projects under the DWSP. As detailed below, the methods for the survey included background research, including a review of archival materials, existing documentation and previous inventory efforts, and a reconnaissance-level desktop review and field survey. The survey was completed during the COVID-19 pandemic and as a result, there were numerous constraints relating to in-person research and field work; digital resources were therefore used extensively as part of this study. All work efforts were completed or overseen by architectural historians meeting the Secretary of the Interior's PQS for history and architectural history (36 CFR Part 61).

2.1 Background Research

Throughout the first several months of 2020, Rincon conducted background research consisting of archival research, a review of past surveys and historical resources documentation, and a review of federal, state, and local historical resource registers to identify known historical resources. The purpose of the background research effort was to define the historical and architectural context of the study area, which would in turn inform the identification of potential historical resources. Methods for each portion of the background research effort are described in the following sections.

Archival Research

Archival research was conducted to gain an understanding of the developmental history of the study area. Methodology focused on the review of a variety of primary and secondary source materials relating to the history and development of Watsonville and more specifically the DWSP area. Sources included, but were not limited to, historical maps, aerial photographs, and written histories of the area. These materials, some of which are listed below, provided background information on the development of the city and informed the historic context and survey findings.

- Historic period aerial images of the study area accessed via the online collections of the University of California Santa Cruz Library and Nationwide Environmental Title Research (Netronline)
- Sanborn Fire Insurance Company maps accessed via the Los Angeles Public Library (LAPL)
- Santa Cruz County Assessor's office
- Historic period newspaper publications including archived copies of the Santa Cruz Sentinel and The Californian accessed at newspapers.com
- Historic period photographs of the study area and surrounding region accessed via several online repositories including but not limited to Calisphere and the Watsonville Public Library (Shades of Watsonville collection)
- Other sources as noted in the references section

Existing Documentation

Rincon performed a review of previously prepared documents that include a discussion of 1) the study area's developmental history or historic context or 2) potential historic resources located in the study area. Materials reviewed include publicly accessible documents as well as several provided by the city, listed below.

- Historic Context Statement for the City of Watsonville¹
- Walking and Driving Tour of Historic Main Street
- The Watsonville 2005 General Plan
- The Draft Watsonville Vista 2030 General Plan
- Circa 2003 Historic Resources Survey conducted by Andrea Koch and Suzi Aratin²

Inventory Review

The purpose of the inventory review was to identify all previously designated resources located within the study area. The following were reviewed as part of this effort:

- National Register of Historic Places
- California Register of Historical Resources
- California Office of Historic Preservation Built Environment Resources Directory for Santa Cruz County
- City of Watsonville Historic Register (Appendix A of the Draft Watsonville Vista 2030 General Plan)

2.2 Reconnaissance-level Survey

National Park Service Bulletin No. 24, describes a reconnaissance-level survey “as a ‘once over lightly’ inspection of an area, most useful for characterizing its resources in general and for developing a basis for deciding how to organize and orient more detailed survey efforts.” (NPS Bulletin No. 24, p. 12). Also known as a “windshield survey” this type of survey is appropriate for generating a broad understanding of the types of resources present in a given area, in order to inform and guide future survey efforts, designation, and historic preservation planning. Due to the circumstances surrounding COVID-19, in particular the Executive Order in place during the time this study was undertaken, it was necessary to limit field time and rely as heavily as possible on a desktop approach. Rincon therefore developed the two-step process described below to conduct the reconnaissance-level survey effort.

Digital Desktop Review

While background research was ongoing during the early months of 2020, Rincon conducted a digital desktop review of the study area. The purpose of this effort was to gain an understanding of existing conditions and streamline the field-based portion of the survey. The process entailed the

¹ *The Historic Context Statement for the City of Watsonville* was prepared by Circa in April 2007. It provides a detailed historic context of the city, inclusive of the study area and was relied upon heavily to provide context for the identification of potential resources.

² The City of Watsonville provided Rincon with a spreadsheet and inventory forms of 55 previously recorded properties, 31 of which are located in the study area. No associated survey report or additional information about the impetus or methods of the survey was available and the inventory forms do not present formal historical resource evaluations. The identified properties were assumed to be those with potential architectural significance; Rincon independently assessed potential architectural/historical significance as part of the current effort.

systematic desktop review of all properties in the study area by a PQS- qualified Architectural Historian. The digital desktop review was primarily supported with use of ArcGIS and Google Earth.

Santa Cruz County Assessor data was uploaded into an ArcGIS-based application (web map) which was georeferenced by parcel location. Assessor data minimally includes the following information for each parcel in the study area: assessor's parcel number (APN), address, property characteristics such as use code and number of buildings on site, and date of construction. Rincon added supplemental information, such as previous survey findings and current California Historical Resource Status Codes, to the data set as applicable.

A desktop survey of the entirety of the study area was then conducted using the Google Earth Pro Street view function. Focus was given to properties with construction dates prior to 1975 (45 years of age at the time of survey). Observations related to architectural style, integrity and potential character-defining features were noted and stored in the previously described web map. Concentrations of historic-period properties were also identified in consideration of potential historic districts or overlay/conservation zones. Based on a combination of assessor data (particularly dates of construction) and additional information collected during the research effort and desktop review, properties within the study area were then divided into two tiers (Tier I and Tier II) based on their likelihood to qualify as historical resources. Tier I resources are those that have a high degree of historic integrity, while Tier II resources have a lesser degree of architectural integrity. Elements considered while determining levels of integrity include but are not limited to building modifications such as window and door replacements, application of non-original siding or other materials and construction of additions. The purpose of differentiating Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation.

Field Survey

The field survey portion of the reconnaissance-level survey was undertaken by Watsonville Community Development Department Director Suzi Merriam, under the direction of PQS-qualified Senior Architectural Historian Steven Treffers. All Tier I and Tier II properties identified through the digital desktop review described above were visited and photographed on the following dates: May 23 and 30, June 6, 26 and 29 and July 10, 2020. Ms. Merriam also field checked and photographed all previously designated resources to confirm existing conditions. Photographs were subsequently provided to and reviewed by Rincon to assess potential architectural and/or historical significance. They were uploaded to the project web map and cross referenced with the results of the digital desktop review to ensure that existing conditions were accurately reflected.

3 Regulatory Setting

The following provides a summary of regulations that have a bearing on historical resources and may apply to future projects within the DWSP Area.

3.1 CEQA

California Public Resources Code (PRC) Section 21804.1 requires lead agencies determine if a project could have a significant impact on historical or unique archaeological resources. As defined in PRC Section 21084.1, a historical resource is a resource listed in, or determined eligible for listing in, the California Register of Historical Resources (CRHR); a resource included in a local register of historical resources or identified in a historical resources survey pursuant to PRC Section 5024.1(g); or any object, building, structure, site, area, place, record, or manuscript that a lead agency determines to be historically significant. PRC Section 21084.1 also states resources meeting the above criteria are presumed to be historically or culturally significant unless the preponderance of evidence demonstrates otherwise. Resources listed in the National Register of Historic Places (NRHP) are automatically listed in the CRHR and are, therefore, historical resources under CEQA. Historical resources may include eligible built environment resources and archaeological resources of the precontact or historic periods.

According to CEQA, an impact that results in a substantial adverse change in the significance of a historical resource is considered a significant impact on the environment. A substantial adverse change could result from physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of the historical resource would be materially impaired (CEQA Guidelines §15064.5 [b][1]). Material impairment is defined as demolition or alteration in an adverse manner [of] those characteristics of a historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in, the CRHR or a local register (CEQA Guidelines §15064.5[b][2][A]). Generally, a project which is found to comply with the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (the Standards) is considered to be mitigated below a level of significance (CEQA Guidelines Section 15126.4 [b][1]).

National Register of Historic Places

Properties which are listed in or have been formally determined eligible for listing in the NRHP are automatically listed in the CRHR and are therefore considered historical resources per CEQA. The NRHP was authorized by Section 101 of the National Historic Preservation Act and is the nation's official list of cultural resources worthy of preservation. The NRHP recognizes the quality of significance in American, state, and local history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects. Per 36 CFR Part 60.4, a property is eligible for listing in the NRHP if it meets one or more of the following criteria:

- Criterion A:** Are associated with events that have made a significant contribution to the broad patterns of our history
- Criterion B:** Are associated with the lives of persons significant in our past

- Criterion C:** Embody the distinctive characteristics of a type, period, or method of installation, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction
- Criterion D:** Have yielded, or may be likely to yield, information important in prehistory or history

In addition to meeting at least one of the above designation criteria, resources must also retain integrity. The National Park Service recognizes seven aspects or qualities that, considered together, define historic integrity. To retain integrity, a property must possess several, if not all, of these seven qualities, defined as follows:

- Location:** The place where the historic property was constructed or the place where the historic event occurred
- Design:** The combination of elements that create the form, plan, space, structure, and style of a property
- Setting:** The physical environment of a historic property
- Materials:** The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property
- Workmanship:** The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory
- Feeling:** A property's expression of the aesthetic or historic sense of a particular period of time
- Association:** The direct link between an important historic event or person and a historic property

Certain properties are generally considered ineligible for listing in the NRHP, including cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions, relocated structures, or commemorative properties. Additionally, a property must be at least 50 years of age to be eligible for listing in the NRHP. The National Park Service states that 50 years is the general estimate of the time needed to develop the necessary historical perspective to evaluate significance (National Park Service 1997:41). Properties which are less than 50 years must be determined to have "exceptional importance" to be considered eligible for NRHP listing.

California Register of Historical Resources

Properties listed or eligible for listing in the CRHR are considered historical resources for the purposes of CEQA. The CRHR was established in 1992 and codified by PRC §§5024.1 and 4852. The CRHR is an authoritative listing and guide to be used by State and local agencies, private groups, and citizens in identifying the existing historical resources of the State and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change (Public Resources Code, 5024.1(a)). The criteria for eligibility for the CRHR are consistent with the NRHP criteria but have been modified for state use in order to include a range of historical resources that better reflect the history of California (Public Resources Code, 5024.1(b)). Unlike the NRHP however, the CRHR does not have a defined age threshold for eligibility; rather, a resource may be eligible for the CRHR if it can be demonstrated sufficient time has passed to understand its historical or architectural significance (California Office of Historic Preservation 2006). Further, resources may still be eligible for listing in the CRHR even if they do not retain sufficient integrity for NRHP

eligibility (California Office of Historic Preservation 2006). Generally, the California Office of Historic Preservation recommends resources over 45 years of age be recorded and evaluated for historical resources eligibility (California Office of Historic Preservation 1995:2).

Properties are eligible for listing in the CRHR if they meet one of more of the following criteria:

- Criterion 1:** Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage
- Criterion 2:** Is associated with the lives of persons important to our past
- Criterion 3:** Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values
- Criterion 4:** Has yielded, or may be likely to yield, information important in prehistory or history

3.2 City of Watsonville

Chapter 8-13 of the City of Watsonville's municipal code authorizes the City Council, by ordinance, to designate structures, features, or integrated groups of structures and features on a single lot or site as "historic structures" if they have special character, or historical, architectural, or aesthetic interest (Municipal Code Chapter 8-13, Section 8-13.02[a]). "Historic structures" are further defined in Chapter 2, Section 9-2.200 as:

1. Listed individually in the NRHP (a listing maintained by the Department of the Interior) or preliminarily determined by the Secretary of the Interior as meeting the requirements for individual listing on the NRHP;
2. Certified or preliminarily determined by the Secretary of the Interior as contributing to the historical significance of a registered historic district or a district preliminarily determined by the Secretary of Interior to qualify as a registered historic district;
3. Individually listed on a state inventory of historic places in states with historic preservation programs which have been approved by the Secretary of Interior; or
4. Individually listed on a local inventory of historic places.

Alterations to historic structures as defined above is subject to review by the Planning Commission and Section 8-13.12 of Chapter 8-13 of the municipal code, which states:

The Planning Commission shall be guided by the standards set forth in this section in its review of permit applications for work or change of conditions on a historical structure. In appraising the effects and relationships established herein, the Planning Commission in all cases shall consider the factors of architectural style, design, arrangement, texture, materials and color, and any other pertinent factors.

- a) The proposed work shall be appropriate for and consistent with the effectuation of the purposes of this chapter and shall preserve or enhance the characteristics and particular features specified in the designating ordinance.
- b) The proposed work shall not adversely affect the exterior architectural features of the structure and, where specified in the designating ordinance for a publicly-owned structure, its major interior architectural features; nor shall the proposed work adversely affect the special character or special historical, architectural, or aesthetic interest or value of the structure and its site, as viewed both in themselves and in their setting.

4 Historic Context

The following historic context is excerpted from the *Historic Context Statement for the City of Watsonville* (Circa 2007):

Watsonville Before Incorporation

Watsonville was officially incorporated in 1868, however that is not the beginning of settlement in the area. The local Native Americans, or, as we call them today, the Ohlone Indians, lived in the coastal Monterey Bay area for approximately 4,500-5,000 years before the discovery and settlement by the Spanish Missionaries. Possibly the densest population of Indians north of Mexico, approximately 10,000 people lived between Point Sur and the San Francisco Bay, comprising 40 different groups, each with their own territory.

It is not known whether there were ever any Ohlone villages within the City of Watsonville, however, the Ohlone surely made trails through the area in their travels between the coast and the inland hills. The Ohlone did not make permanent villages, rather they followed a year-round harvest, traveling approximately 100 square miles between the ocean, the rivers, and the hills and meadows. The structures they built were generally made out of tule reeds, easily constructed and abandoned with little loss. Most archaeological evidence of the Native Americans comes from their ocean-side shell mounds and burial sites.

There have been several burial sites found in the Pajaro Valley, near the City, in the last 30 years. These include a burial ground on Lee Road in 1975, 28 remains found during the construction of Pajaro Valley Middle School on Salinas Road in 1994, remains excavated at the Lakeview Elementary School site in Santa Cruz County on East Lake Avenue in 1996, and a major site discovered near the Pajaro River on a bluff adjacent to San Andreas Road in 2002. Information regarding excavations in the area are kept on file at the Northwest Information Center in Sonoma, California.

In the fall of 1769, Spanish military explorer Gaspar de Portola and his overland crew turned away from the coast near present-day Monterey where they encountered a burned Native American village on the edge of a river. The story says that the natives left a large bird, stuffed with straw, on the riverbank. While the Franciscan Father Crespi named the river the Santa Ana, the soldiers called it the Pajaro, or “bird,” River. Not long after, the exploration party discovered San Francisco Bay and claimed it for Spain.

Thus began the Mission Period in California’s history, which spanned the years 1770-1834. The Franciscans set up six missions in Ohlone territory, the closest to Watsonville being Missions San Juan Bautista (1797) and Santa Cruz (1791).

During the 60-year period of Mission rule, the Ohlone were lured into the Missions, and urged to be baptized. Once baptized, the fathers took responsibility for their souls and kept them at the missions against their will. After years of living under the rule of the Missionaries, the Ohlone lost their traditional way, including crafts, language, and social skills. In addition, thousands of Ohlone died of disease brought by the Spanish. After Mexican independence in 1821, the Mexican governors had carved up the Pajaro Valley into land grants and distributed the ranchos among friends and prominent citizens. The site of present-day Watsonville sits on what was known as Bolsa del Pajaro, part of the larger Rancho del Pajaro grant. This particular

property was claimed and contested by dozens of individuals, including the Rodriguez brothers, Sebastian and Alexander. Final claims were not settled until 1860, when Sebastian Rodriguez became the recognized legal owner of the Rancho del Pajaro. By this time, he had passed away and his two oldest sons, Jose and Pedro, tended the land. In 1860, they granted a small parcel of land to the growing settlement on their now legally confirmed land holdings. This parcel remains today as Watsonville's Plaza.

1868-1888: Settlement of the City and Coming of the Railroad

Judge John Watson and D.S. Gregory first laid out the town of Watsonville in 1852 on a portion of Bolsa del Pajaro that Watson "obtained" from Sebastian Rodriguez. There are many accounts of the initial founding of Watsonville, but they all agree that the legality of Watson's possession of this piece of land was questionable. Regardless, he and Gregory planned out a town, one-mile square, near the banks of the Pajaro River. Even though Watson left the area soon after, never to return, the town became his namesake. By 1868, Watsonville's population had expanded to almost two thousand people. The first city government was organized, elections were held, and Watsonville became an incorporated municipality.

Early Watsonville was a rough western ranching town, comprised of a few modest houses, a sprinkling of churches and a small but growing commercial district along Main Street. All this was surrounded by farms and fields. By 1870, most of the cattle ranching on the large land grants had been replaced by grains and potatoes, followed by fruit trees and produce cultivation. Production ranged from small family plots to large commercial operations with most being farmed by recent immigrants on plots subdivided from the ranchos.

Growth in Watsonville was further spurred with the coming of the railroad in 1871. This connection with the outside world transformed the city from a rural outpost to the second largest city in Santa Cruz County. The Main Street commercial district continued to expand with the growing population and the city's increased importance as the center of agricultural trade and business for all the surrounding, smaller communities. The increase in regional importance also brought a level of civility to the town.

Figure 3 Downtown Watsonville Viewed from the Roof of the Mansion Hotel, 1876
(Source: Pajaro Valley Historical Association)



Newspapers were established, civil institutions grew and became formalized, and the number of social clubs flourished. Theaters, an opera house and department stores were built to serve a community hungry for entertainment. At the same time, large numbers of immigrants from all over the world found their way to the banks of the Pajaro River and settled on the rich farmland of the Pajaro Valley.

1888-1898: Sugar Beets

The last decade of the 19th century could be called the Sugar Beet years for Watsonville. For this brief period, the sugar beet reigned king in the Pajaro Valley, mainly thanks to the influence of the California Sugar Beet Company, which was already based in both San Francisco and Aptos. Realizing that the river bottom land of the Pajaro Valley was much better suited to sugar beet production than Aptos, Claus Spreckels started to move operations southward.

In the 1870s, Claus Spreckels began experimenting with growing and processing sugar beets on the banks of Soquel Creek near Aptos. Finding this successful, in 1888 he built what was then one of the largest sugar beet factories in the world near the railroad tracks in Watsonville. Hundreds of acres of the surrounding farmland were planted with sugar beets to utilize the enormous processing capacity of the new plant. While the Industrial Revolution was changing manufacturing around the world, Spreckels' sugar beet plant was transforming agribusiness in the Pajaro Valley. The days of the small-time processing plant were numbered. Individual operators began to give way to the corporate machine. Food processing was becoming big business and Watsonville was to become a leader in agribusiness innovations.

1898-1911: Apples, Floods and Building Booms

Changes in technology and agriculture shaped the first years of the 20th Century. Fruit trees had largely replaced the earlier grain crops. Various new mechanized means for preparing food for shipments to the East Coast and Europe made California, and Watsonville in particular, a hotbed

of product-related activity and experimentation. The automobile made its local debut as the city itself continued to grow and prosper.

Part of this new prosperity became evident in the scores of new commercial and residential buildings commissioned during this time. The well-known architect, William H. Weeks, made his home in Watsonville and was primarily responsible for creating most of the grand and civic architectural designs that helped to define the early century boom years.

Two natural disasters affected Watsonville, and the whole Pajaro Valley during this time. The first was the famous 1906 earthquake that shook and burned much of San Francisco to the ground. Watsonville sustained damage but had recovered by the time of the extensive flood of 1911. However, the city continued to thrive and even these two setbacks couldn't stop the ever-quickenning pace of development and growth.

1910-1920: Lettuce, Apples, Celebrations

To show off their wonderful town and all that it had to offer, enterprising Watsonville citizens devised the first Apple Annual celebration in 1910. This popular event, showcasing the humble apple in all its forms, codified Watsonville's place as The Apple City. Complete with parades, shows, and exhibits, the Apple Annual became a major civic event.

As the Apple Annual was becoming more and more well known, the Pan Pacific International Exposition was taking shape in San Francisco, 90 miles to the north. During the years of the exposition, the Apple Annual was moved north, further publicizing Watsonville to the rest of Northern California and the world. At the same time, experimentation with a new crop was about to put Watsonville on the map for something besides apples. Lettuce, a notoriously difficult crop to ship long distances, was benefiting from other advances in refrigerated transport. Trials with refrigeration, combined with expanded lettuce cultivation, opened vast new markets to Watsonville farmers.

Figure 4 Pajaro Valley Lettuce Company Warehouse, Date Unknown
(Source: Pajaro Valley Historical Association)



All the jubilation and prosperity of these years met with sobriety in 1917 when the United States entered World War I. Many second-generation Americans joined the armed forces and were sent to fight in and around, and sometimes against, their native countries. Back home, the economy braced for rationing and the carefree years of festivals and celebrations faded into the past.

1921-1930: Boom Years

In-between World War I and Great Depression, many in Watsonville tried to recapture the glory years of the first decade of the century. However, modernization was coming to town and with it, a change in population and shifts in social awareness. Prohibition polarized the town as saloon owners clashed with the pious citizenry. A somewhat seedy feeling settled on lower Main Street where many of the less reputable bars and brothels were located. Tensions were further heightened by a growing resentment toward foreigners, particularly against Japanese and Filipino immigrants.

Yet throughout this, the population continued to steadily increase. Regular passenger train service connected the town to Santa Cruz, San Francisco, Monterey and beyond. More schools were built, the established businesses continued to expand, and an air of prosperity, somewhat subdued by the recent war, returned to the area.

1931-1944: The Great Depression, WWII, Japanese Internment, Dust Bowl

The 1929 Stock Market crash didn't affect the Pajaro Valley right away. It wasn't until the early 1930s that the Depression the rest of the country had been deep into began to creep into Watsonville and the surrounding communities. Most notable during this period were the large numbers of Americans heading west to the rich soils of the central and coastal valleys of

California, trying to escape the poverty brought on by the Depression and the Dust Bowl in the lower Plains States. The plight of these refugees was best chronicled in work of local writer, John Steinbeck.

Figure 5 Watsonville Post Office, 1937 (Source: Pajaro Valley Historical Society)



While Americans from the Midwest were coming further west, those foreign immigrants already in the Pajaro Valley were experiencing increased resentment from local whites. Hostilities because of union formation and increased demands by workers for better working conditions, combined with a general anti-immigrant (especially anti-Asian) sentiment were further strained by the plunge in economic vitality. By the time the United States entered World War II, overt racism and discrimination were the norm in a location that had always been extremely ethnically mixed and relatively tolerant compared to the rest of the country. The culmination of these hostilities was the signing of Executive Order 9066 by President Roosevelt, which called for the systematic removal the Japanese population from all coastal areas.

1945-1952: Population Boom, School Expansion, Flooding

The years immediately following World War II were full of upheaval and activity. Modernization was taking place all over the City. Subdivisions were being planned out. The local school systems underwent their first round of consolidation. Parking meters were installed on Main Street. And what was primarily a barn-storming airport before the war became an active municipal airport serving passengers and freight shipments alike.

Public works projects such as finally installing a proper levee system were undertaken to protect all of the investment going on downtown. In the midst of this, a shift in population was happening. Many Japanese who were interned during World War II returned to the area and faced new competition from the large numbers of Mexican workers brought in through the Bracero Program. Some Japanese families stayed and rebuilt their lives, others left. As a whole, they did not ever return to agriculture in the same numbers as before the war. Their places, at least in the fields, were now filled by Mexicans, starting the trend that continues today.

1953-1960: Post War Growth

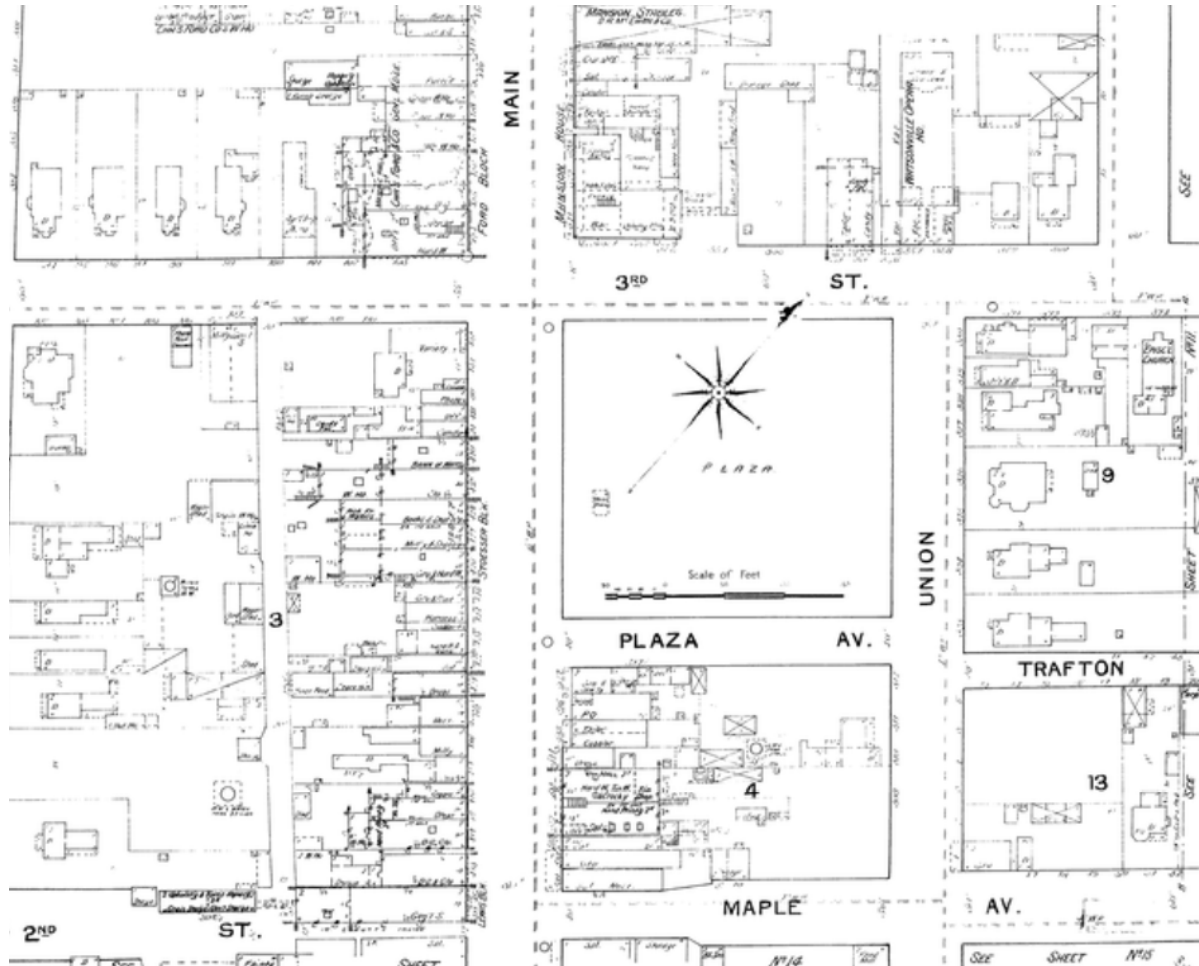
Thousands of soldiers and military personnel were stationed in the area during World War II and many decided to remain after they finished their service period. The initial post-WWII housing boom continued to accommodate these men and their ever-increasing families. Further reorganization of the school districts became necessary and over half a dozen new schools were constructed. The City continued to annex land as quickly as they could, but it was soon filled with new subdivisions and tract housing. All this growth necessitated new municipal facilities, including a new city hall and a new hospital.

Commercially, passenger rail service ended as automobile travel became more popular. Road construction replaced rail construction and the era of highways that began to reshape California in the 1920s came to dominate the everyday life of all citizens, rich or poor. Shopping centers were built outside of the downtown on thoroughfares leading out of town to house new retail shops and services. While downtown remained the commercial center of town, events in the following thirty years would significantly alter this situation.

Developmental History of Downtown Watsonville

The Plan Area comprises Watsonville's historic commercial core, some of the community's oldest residential neighborhoods, and the northeastern fringe of its main warehouse and industrial district. Sanborn Fire Insurance maps show that the current patterns of commercial and residential development were established more or less by the 1880s. The 1886 edition of the Sanborn map shows that the Main Street corridor was already predominantly commercial, with a notable concentration of businesses located near the plaza, on Main, Peck and Beach streets and Maple Avenue (Figure 6). Industrial development was limited, but included packing, milling, and warehouse operations and the Watsonville Brewery, clustered around Main Street near the waterfront. By the time the 1888 edition was surveyed, there were significant neighborhoods of single-family homes around the intersection of Beach and Rodriguez Streets and north of Union and Brennan Streets. Chinatown was located at the southeast corner of Union Street and Maple Avenue. Through the late nineteenth century, institutional properties, including the Watsonville Opera House and at least two public schools, were located centrally in the commercial core or in bordering residential areas. Development northwest of Ford Street was limited by unreclaimed "swamp land." By 1892, Walker Street was constructed along the Southern Pacific Railroad tracks. It had yet to assume its current industrial character, however, and was sparsely lined with residences. Martinelli's Ciderworks (near Beach and Marchant streets) supported a growing neighborhood of single-family dwellings. (Proquest 1886; 1888; 1892).

Figure 6 1892 Sanborn Map of City Plaza and Immediate Surroundings
(Source: ProQuest)



Watsonville's rapid population growth in the 1890s fueled development throughout the city, including the new sections of the Specific Plan Area. By 1902, the Main Street corridor expanded north to Freedom Boulevard (historically Santa Cruz Road). Development in this area included St. Patrick's Catholic Church (just outside the Plan Area), Stoesser's cement plant near the intersection of Main and Ford streets, and several residences along both sides of Main Street. A large area between Main and Rodriguez streets east of Sixth Street experienced increasingly dense residential development, while the area bounded by Rodriguez, Walter, Second, and Fourth streets was home to a growing number of homes and cottages. These were likely constructed in conjunction with the early development of the industrial district that emerged to the south, along Walker Street. A box factory, feed mill, vinegar distillery, and several warehouses appeared on, or just off, Walker Street by the early twentieth century. By the time the survey was conducted for the 1920 Sanborn map warehousing dominated the northside of Walker Street. The densification of existing residential and commercial areas and the construction of a few scattered institutional properties made up much of the remainder of development carried out between 1902 and 1920. By the late 1930s, historic aerial photos show, the Specific Plan Area was completely developed (Figure 7) (ProQuest 1902; 1920; UCSC Digital Collections 1937).

Figure 7 1935 Aerial Photograph of Downtown Watsonville
(Source: UCSC Digital Collections)

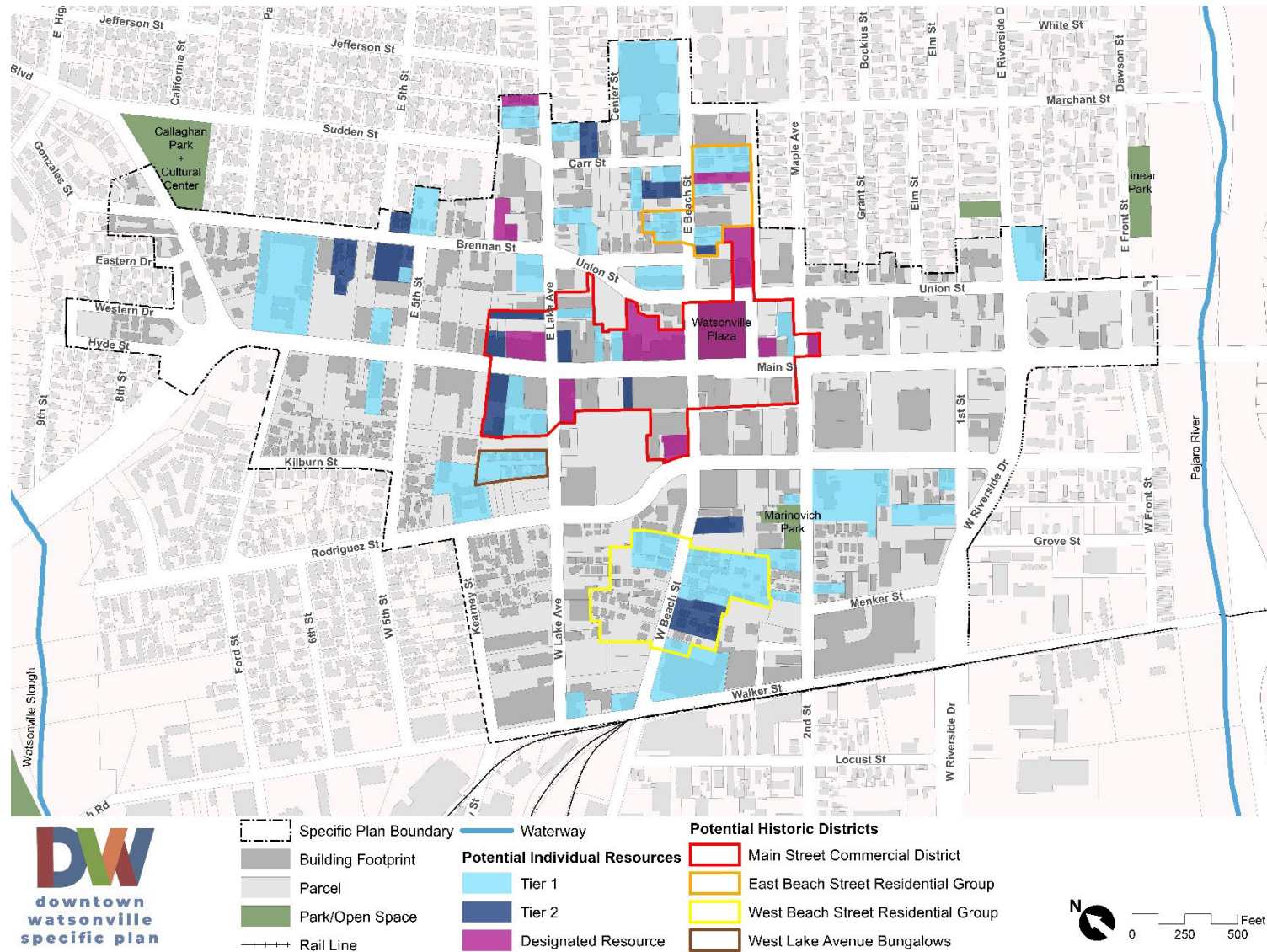


Available sources offer little evidence of new development until after World War II. The Specific Plan Area was essentially entirely developed by this time, and most new construction involved the redevelopment of properties and the realignment of some streets on the city's irregular grid. Sanborn maps and historic aerial photographs show that a number of properties on the southeast side of the city were razed to accommodate the construction of Riverside Drive, which created a thoroughfare carrying Highway 129. Between 1968 and 1982, Brennan and Rodriguez Streets were both realigned between Beach Street and Lake Avenue. This work involved the demolition of several buildings, mostly commercial and residential (Netronline 1968; 1981; 1982). The destructive Loma Prieta Earthquake of 1989 led to the loss of multiple buildings in downtown Watsonville, including the National Register-listed Stoesser Block and Annex at 331-341 Main Street. Much of the redevelopment that took place after World War II centered on Main Street, especially between Maple Avenue and the Pajaro River. Unfolding over several decades, this redevelopment included the construction of large institutional buildings—such as City Hall, the Civic Plaza building and a new post office—and several new commercial and residential properties located near the riverfront (Netronline 1952-2016). Additionally, over the last decade, several historic-period commercial buildings formally located on Main Street, in particular between Riverside Drive and 2nd Street, were demolished and redeveloped with commercial buildings that house establishments such as McDonalds and a gas station.

5 Results

The purpose of the reconnaissance-level survey was to identify known and potentially significant historical resources in the DWSP area. The survey identified three resource types within the survey area: designated resources, potentially eligible individual resources, and groupings of resources which may constitute a historic district or overlay/conservation zone pending further study. While the current survey was completed at the reconnaissance-level and in-depth property-specific research was not conducted, the resulting survey findings may be used as a basis for future planning efforts in the DWSP area by identifying potential opportunities and constraints relating to historical resources. As presented below, the background research and survey identified 13 previously designated resources, 75 potentially eligible individual historical resources (including 58 Tier I and 17 Tier II), and four areas which contain intact and cohesive groupings of unified properties. An overview of survey findings is provided in Figure 8; findings are additionally presented in Table 1, Table 2 and Table 3. The tables present the property's address, construction date based on Santa Cruz Assessor data as available, and a field photograph.

Figure 8 Survey Findings





Previously Designated Resources

The research and survey conducted for this study identified 13 extant resources within the DWSP area that are currently listed in the NRHP, CRHR, and/or the City of Watsonville Historic Register (Watsonville HR).³ These resources are listed below in Table 1 and displayed in Figure 2. One property, the Stoesser Block and Annex at 331-341 Main Street, was previously listed in the NRHP but was demolished following the 1989 Loma Prieta Earthquake and is no longer extant. Because the 13 extant properties are listed in designated or formally determined eligible for listing in the NRHP, CRHR, and/or Watsonville HR, they are considered historical resources pursuant to CEQA (PRC Section 21084.1)




³ The Watsonville HR is included in Appendix A of the Draft Watsonville Vista 2030 General Plan. The list of designated resources presented in this study includes two additional resources which are designated but not listed in the Watsonville HR; these are 26 West Beach Street and 6 East Lake Avenue.




Table 1 Known Designated Resources Within the DWSP

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
1	Watsonville Woman's Club 12 Brennan Street	Tudor Revival Frank Wyckoff, Architect	1917	Listed in the Watsonville HR	
2	"Judge" Julius Lee House/Lewis Home 128 East Beach Street	Queen Anne Victorian William Weeks, Architect	1884	Listed in the NRHP, CRHR and the Watsonville HR	

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
3	Tyler/Ash House 225 East Lake Avenue	Queen Anne Victorian William Weeks, Architect	1890s	Listed in the Watsonville HR	
4	Porter Building 280 Main Street	Classical Revival William Weeks, Architect	1903	Listed in the Watsonville HR (located on City Hall property)	

Watsonville Downtown Specific Plan Area

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
5	Wells Fargo Building 326 Main Street	Art Deco H.H. Winner, Architect	1940	Determined eligible for listing in the NRHP (2S2)	
6	Lettunich Building 406 Main Street	Renaissance Revival/Chicago Style William Weeks, Architect	1911	Listed in the NRHP, CRHR and the Watsonville HR	
7	Mansion House Hotel 418-428 Main Street	Second Empire Thomas Beck, Architect	1871	Listed in the NRHP, CRHR and the Watsonville HR	

Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
8	Kalich Building 426-434 Main Street	Renaissance Revival William Weeks, Architect	1914	Listed in the Watsonville HR 1914	
9	Watsonville City Plaza Bounded by Main, Peck, Union, and East Beach Streets	William Weeks, Architect (bandstand)	1906 (bandstand)	Listed in the NRHP, CRHR and the Watsonville HR	
10	318 Union Street	Spanish Colonial Revival Lorimer Rich, Architect	1937	Determined eligible for listing in the NRHP (2S2)	

Watsonville Downtown Specific Plan Area




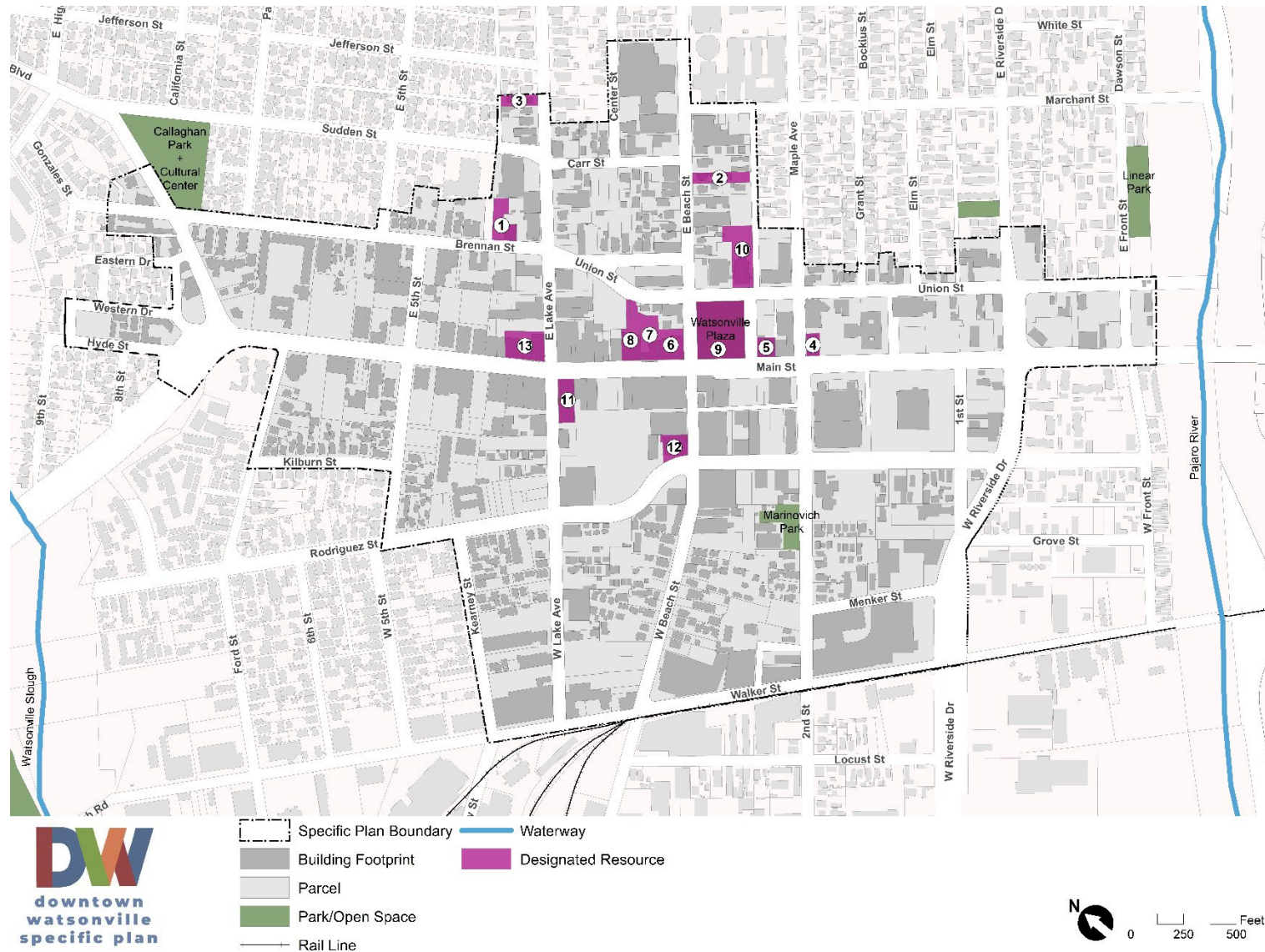
Map Number	Resource Name/Location	Architectural Style/ Associated Architect	Date of Construction	Designation	Photograph
11	Resetar Hotel 15 West Lake Avenue	Spanish Colonial William Weeks, Architect		Determined eligible for listing in the NRHP (2S2) 1927	
12	26 West Beach Street	Neoclassical Revival William Weeks, Architect	1911	Listed in Watsonville HR	
13	Jefsen Hotel 6 East Lake Avenue	Italianate	1920-1907	Listed in Watsonville HR	



Figure 9 Known Designated Resources Within the DWSP



Potentially Eligible Individual Historical Resources




This survey identified 75 potentially eligible individual historical resources within the DWSP area. These potential resources are not currently designated but have potential to be eligible historical resources pending further study. For the purposes of future planning efforts and to categorize historical resources eligibility potential, potentially eligible individual historical resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. Tier I resources (58 total) are those that have a high degree of architectural integrity (Table 2), while Tier II resources (17 total) have a lesser degree of integrity and have been more substantially modified through the replacement of historic fabric and/or modification (Table 3). The purpose of differentiating between Tier I and Tier II properties is to classify those properties which have a higher likelihood of historical resources eligibility pending further study and formal evaluation. Potentially eligible individual resources identified vary in their type and include single-family residential, multiple types of commercial properties, in addition to institutional and industrial properties. The architectural styles of the identified buildings also include a wide range of styles, among them Victorian, Craftsman, and Period Revival.

Table 2 Tier I Potential Historical Resources

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
1	118 1st Street	Spanish Colonial Revival	1958	
2	105 2nd Street	Classical Revival Ralph Wyckoff, Architect	1925	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
3	114 2nd Street	Gothic Revival	1900	
4	132 2nd Street	Italianate/Folk Victorian	Circa 1900	
5	143 2nd Street	Queen Anne	Circa 1900	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
6	150 2nd Street	Queen Anne	Circa 1900	
7	11 Alexander Street	Moderne	1934	
8	38 Brennan Street	Craftsman	Circa early 1900s	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
9	133 Brennan Street	Mission Revival	After 1920	
10	17 Carr Street	Folk Victorian	1912	
11	1 Cherry Court (Kay's Garage/Moses Service Station; rare property type)	Spanish Revival	1928	
12	29 East 5th Street	Mid-Century Modern	1951	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
13	104 East Beach Street	Queen Anne	1897	
14	107 East Beach Street (SC Rodgers Home)	Queen Anne	1901	
15	108 East Beach Street	Queen Anne	1909	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
16	109 East Beach Street	Folk Victorian	1926	
17	115 East Beach Street	Colonial Revival	1904	
18	124 East Beach Street (Josephine Brumson Home)	Queen Anne	1893	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
19	127 East Beach Street	Streamlined Moderne	1940	
20	134 East Beach Street (Van Doren Rodgers Daley House)	Italianate	1855	
21	202 East Beach Street	Colonial Revival	1909	





#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
22	215 East Beach Street (Veteran's Memorial Building)	Mission Revival	Post 1920	
23	227 East Beach Street	Mission Revival	Post-1920	
24	18 East Lake Avenue	Mission Revival	1935	
25	35 East Lake Avenue	Mid-Century Modern	1957	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
26	116 East Lake Avenue	Colonial Revival	1904	
27	214 East Lake Avenue (Resetar House)	Colonial Revival	1924	
28	217 East Lake Avenue	Colonial Revival	1907	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
29	221 East Lake Avenue	Victorian	1899	
30	118 East Riverside Drive (Suey Hing Benevolent Society)	Vernacular	NA	
31	436 Main Street	Italianate	1895	
32	446 Main Street	Italianate	1910	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
33	609 Main Street	Mission Revival	1865	
34	618 Main Street (Coast Counties Gas & Electric)	Mission Revival	1932	
35	5 Maple Avenue	Spanish Colonial Revival G. Albert Lansburgh, Architect	1922	
36	201 Rodriguez Street	Folk Victorian	1899	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
37	550 Rodriguez Street	Mission Revival Ralph Wyckoff, Architect	1917; expanded 1928; remodeled 2005	
38	480 Union Street	Mid-Century Modern	1953	
39	300 Walker Street	Neoclassical Revival	1913	
40	130 West Beach Street	Craftsman	1994	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
41	131 West Beach Street	Victorian	1910	
42	135 West Beach Street	Victorian	1910	
43	136 West Beach Street	Craftsman	1922	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
44	137 West Beach Street	Mid Century Modern	1969	
45	141 West Beach Street	Victorian	1888	
46	143 West Beach Street (Henry Wiley Home, remodeled by William Weeks in 1898)	Eclectic Queen Anne	1880	

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#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
47	165 West Beach Street	Victorian	1900	
48	169 West Beach Street	Mission Influence	1927	
49	18 West Lake Avenue	Modern	1938	
50	30 West Lake Avenue	Craftsman	1919	

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
51	30 West Lake Avenue A	Folk Victorian	1919	
52	30 West Lake Avenue B	Folk Victorian	1919	
53	30 West Lake Avenue C	Folk Victorian	1919	
54	30 West Lake Avenue D	Mid-Century Modern	1919	

Watsonville Downtown Specific Plan Area

#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
55	34 West Lake Avenue	Craftsman	1919	
56	34 West Lake Avenue A	Craftsman	1919	
57	34B West Lake Avenue	Craftsman	1919	




#	Address	Architectural Style/Associated Architect	Date of Construction	Photograph
58	328 Walker Street	Modern	1908-1920	

Table 3 Tier II Potential Historical Resources



#	Address	Architectural Style	Date of Construction	Photograph
1	45 Brennan Street	Spanish Revival	N/A	
2	48 Brennan Street	Victorian	1915	

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#	Address	Architectural Style	Date of Construction	Photograph
3	50 Brennan Street	Mid-Century Modern	1949	
4	111 Brennan Street	Folk Victorian	Circa 1920s	
5	115 Brennan Street	Craftsman	1924	
6	123-125 East Beach Street (Old Watsonville Hospital)	Mission Revival	1926	

#	Address	Architectural Style	Date of Construction	Photograph
7	32 Carr Street	Folk Victorian	1908	
8	100 East Beach Street	Colonial Revival	Circa early 1900s	
9	19 East Lake Avenue	Spanish Revival	1925	
10	470 Main Street	Mid Century Modern	1920	

Raimi & Associates, Inc.
Watsonville Downtown Specific Plan Area

#	Address	Architectural Style	Date of Construction	Photograph
11	522-528 Main Street	Italianate	1912	
12	523 Main Street	Classical Revival	1925	
13	433 Main Street	Art Deco	1926	
14	119 West Beach Street	Moderne	1939	

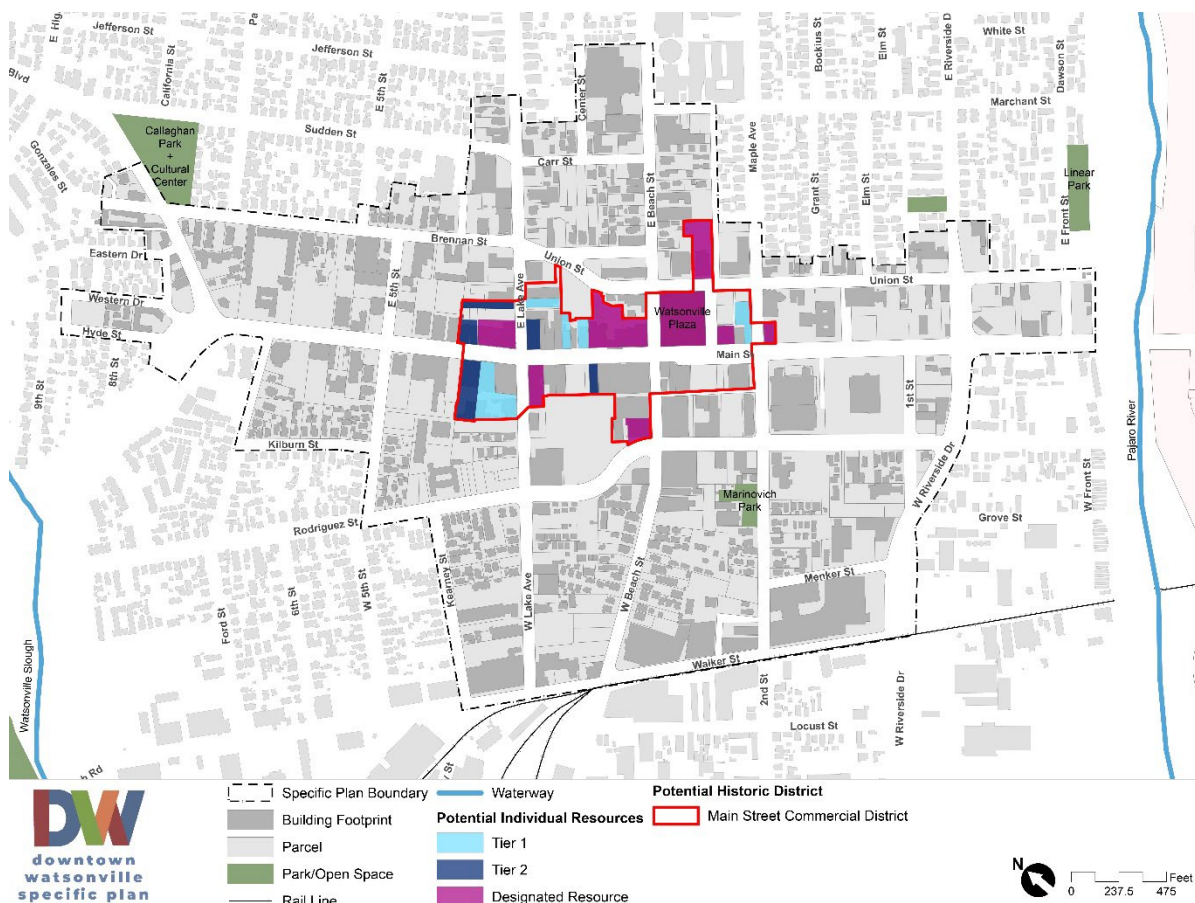
#	Address	Architectural Style	Date of Construction	Photograph
15	145 West Beach Street	Craftsman	1912	
16	151 West Beach Street	Folk Victorian	1900	
17	155 West Beach Street	Folk Victorian	Circa early 1900s	

Potentially Eligible Groupings

In addition to the potentially eligible individual resources included in the preceding tables, the survey identified several areas within the DWSP area that feature intact and cohesive groupings of historic-period development and common historical and/or architectural trends. Pending further research, the following groupings may be found eligible as historic districts or conservation overlay zones depending on their significance, integrity, and applicable designation criteria. The groupings are concentrated in clearly defined geographical areas and may contain contributing and non-contributing resources pending further study.

Main Street Commercial District

Figure 10 Main Street Commercial District Key Map



The Main Street Commercial District is located centrally within Watsonville and the DWSP area. It encompasses 49 Santa Cruz County Assessor parcels and approximately three blocks of Main Street generally between Maple/2nd Street and West 5th Street. A review of assessor data and Sanborn Fire Insurance Company (Sanborn) Maps indicates many of the buildings within this area were constructed around the turn of the 20th century as part of the development of the city's commercial core, a use it has retained to the present. The buildings within this potential district generally range between 2 to 5 stories and vary in their architectural style, including examples of Italianate, Queen Anne and Mediterranean Revival. They share common characteristics and functions which foster the

corridor's feeling and association as a downtown commercial core. These characteristics also include the relationship of the structures to the sidewalk and street, as well as to one another.



East Beach Street Residential Group

Figure 11 East Beach Street Residential Group Key Map

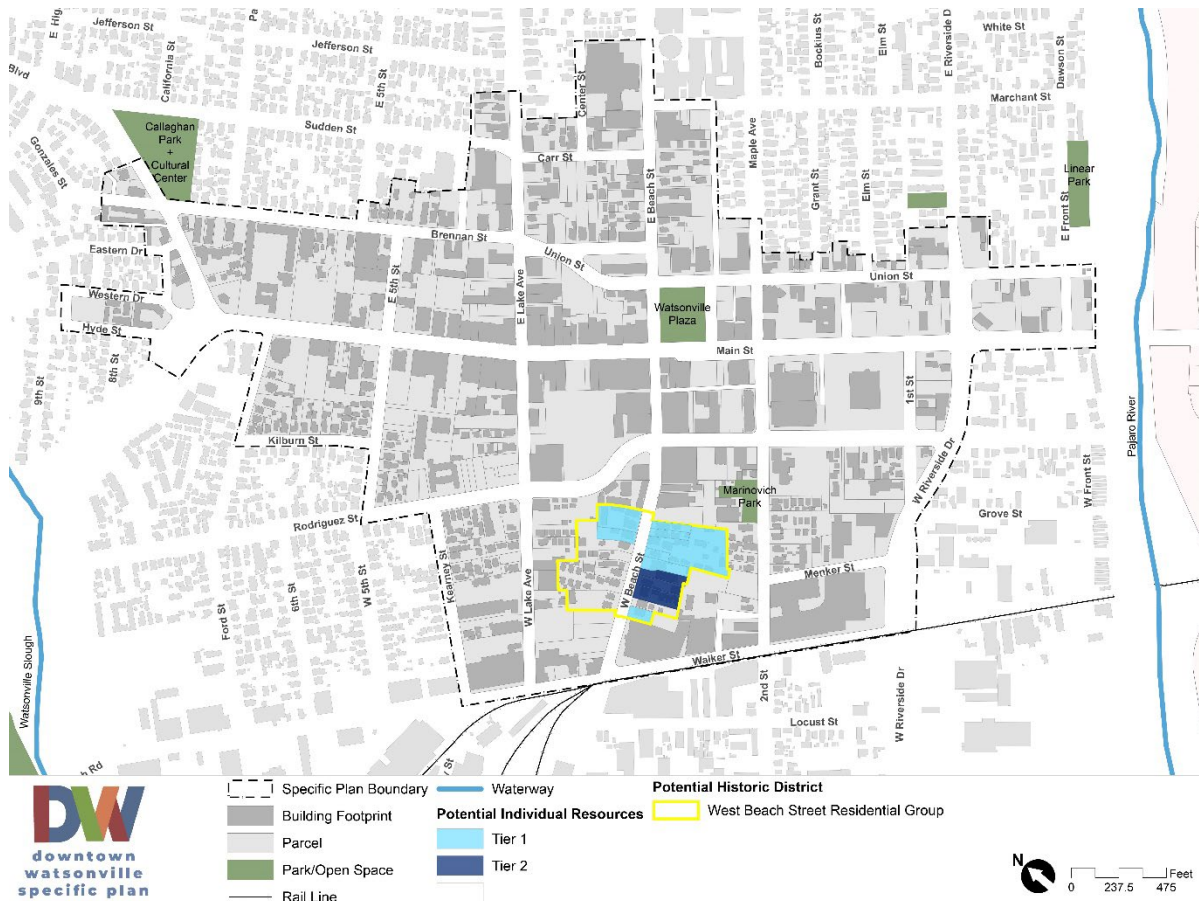


The East Beach Street Residential Group includes approximately 12 Santa Cruz County Assessor parcels that line the north and south sides of East Beach Street between Union Street and Marchant Street adjacent (to the east) to the previously described Main Street Commercial Historic District. Available data suggests that many of the buildings in this group were constructed concurrently within those in the commercial district, around the turn of the 20th century. While some of the buildings in the district have been converted to commercial properties, the district historically supported residential use. Potential contributors are primarily, large, multi-story residential buildings which feature variations of the Victorian Style.



West Beach Street Residential Group

Figure 12 West Beach Street Residential Group Key Map



The West Beach Street Residential Group includes approximately 20 Santa Cruz County Assessor parcels that line the north and south sides of West Beach Street between Walker Street and Rodriguez Street. This potential district is also located adjacent (to the west) to the Main Street Commercial Historic District and historically supported residential use. Potential contributors were constructed around the turn of the 20th century. This group also primarily displays variations of the Victorian Style and while high style examples are present, buildings in this group are typically smaller and more vernacular than those in the East Beach Street Residential Group. Parcels in this group typically feature multiple residences on one parcel.



West Lake Avenue Bungalows

Figure 13 West Lake Avenue Bungalows Key Map



The West Lake Avenue Bungalows encompasses nine Santa Cruz County Assessor parcels, which, assessor's data indicates were constructed in 1919. The group is located on West Lake Avenue between Rodriguez Street and Main Street just west of the Main Street Commercial Historic District. The group features eight bungalows laid out in a bungalow court design; two of the bungalows face south onto West Lake Avenue, and the remainder are east and west-facing along a private road extending off West Lake Avenue. A majority of the potential contributors were designed in the Craftsman Style and display characteristic features of the style, for example wide overhanging eaves, decorative (false) beams under gables and full or partial width porches. At least one of the bungalows in the group displays a Folk Victorian, rather than the Craftsman Style. The research conducted for this study indicates that this is a rare property type within the DWSP area.



6 Recommendations

As detailed above, the background research and reconnaissance-level survey identified three resource types within the survey area: designated resources, potentially eligible individual resources, and groupings of resources which may constitute a historic district or overlay/conservation zone pending further study. The 13 designated properties are historical resources pursuant to CEQA, and potentially eligible individual and groupings of properties will require further study to confirm their historical resources eligibility. As future planning and development efforts proceed under implementation of the DWSP, there is a potential for impacts to historical resources to occur, should those resources be demolished or altered in an adverse manner. The results of this historical resources survey will provide an invaluable planning tool by providing a baseline for understanding potential constraints and opportunities related to historic preservation efforts and future development in the DWSP area. In combination with the City's existing historic context statement, this study will assist City staff, project applicants, and the public in making informed decisions and provide a consistent framework for future identification and treatment of historical resources. To address these potential impacts and to inform future historic preservation planning efforts, Rincon is providing the following recommendations for individual resources and groupings of historical resources.

Individual Resources

- During the project planning phase, and prior to permit approval for a specific project, it should be confirmed if there are any historical resources which could be impacted by the project. The 13 designated resources are known historical resources and the 75 Tier I (58) and Tier II (17) properties have an increased likelihood of being historical resources pending further study. If the property is not currently designated but does contain built environment features over 45 years of age, a historical resources evaluation should be prepared by a qualified architectural historian or historian who meets the Secretary of the Interior's PQS in architectural history or history (36 CFR Part 61). The qualified architectural historian or historian should conduct an intensive-level evaluation in accordance with the guidelines and best practices promulgated by the State Office of Historic Preservation (OHP) to identify any potential historical resources within the proposed project area. All properties 45 years of age or older should be evaluated within their historic context and documented in a report meeting the State OHP guidelines. All evaluated properties should be documented on Department of Parks and Recreation Series 523 Forms. The report should be submitted to the City for review and concurrence.
- If it is determined that the project site contains a historical resource, efforts should be made to avoid impacts as feasible. Any relocation, rehabilitation, or alteration of the resource should be implemented consistent with the Secretary of the Interior's Standards for the Treatments of Historic Properties (Standards). In accordance with CEQA, a project that has been determined to conform with the Standards generally would not cause a significant adverse direct or indirect impact to historical resources (14 CCR Section 15126.4[b][1]). Application of the Standards should be overseen by a qualified architectural historian or historic architect meeting the PQS. In conjunction with any development application that may affect the historical resource, a report identifying and specifying the treatment of character-defining features and construction activities shall be provided to the City for review and concurrence, in addition to the historical resources evaluation.

- If significant historical resources are identified on a development site and compliance with the Standards and or avoidance is not feasible, the applicant or developer should provide a report explaining why compliance with the Standards and or avoidance is not feasible for the City's review and approval. Site-specific mitigation measures should be established and undertaken, including, but not limited to, documentation of the historical resource in the form of a Historic American Buildings Survey-Like report. If a report is proposed, it should be commissioned by the project applicant or their consultant to comply with the Secretary of the Interior's Standards for Architectural and Engineering Documentation and should generally follow the Historic American Buildings Survey Level III requirements, including digital photographic recordation, detailed historic narrative report, and compilation of historic research. The documentation should be completed by a qualified architectural historian or historian who meets the PQS and submitted to the City prior to issuance of any permits for demolition or alteration of the historical resource.
- The City may also consider revisions to Chapter 8-13 of the municipal code to better align with current best professional practices and the guidance of the California Office of Historic Preservation. As currently adopted, the ordinance largely ties local designation to existing designation or recognition at the federal or state level. The California Office of Historic Preservation's 2001 assistance bulleting *Drafting and Amending Historic Preservation Ordinances: A Manual for California's Local Governments* provides guidance and identifies key issues when revising an ordinance and discusses the advantages of and disadvantages to various approaches (California Office of Historic Preservation 2001). Revisions to the Chapter 8-13 would also provide an opportunity to establish a local historic preservation commission and procedures for designating and modifying resources at the local level.

Groupings of Resources

- The City does not currently include provisions within its municipal code for the establishment of historic districts or conservation overlay zones. The establishment of such designations would provide the City and the public to recognize and provide protections to areas containing cohesive and intact groupings of properties conveying the historical and/or architectural history of Watsonville. The City may consider adopting an ordinance which provides for the designation historic districts and/or conservation overlay zones.
- In the absence of a means of designating at the local level, the CRHR and NRHP do provide for the designation of historic districts. The City may consider further research and survey efforts of the groupings identified above to determine if they qualify for CRHR and/or NRHP designation as a historic district. Future efforts towards this end should be conducted by an architectural historian in accordance with best professional practices and the guidelines of the National Park Service and California Office of Historic Preservation. Grants and other funding sources may be considered to support these efforts.
- Short of official designation, the City may also consider adopting policies and objectives for groupings of potential historical resources. This may include further research and study, and the establishment of design guidelines, which would seek to ensure future development is consistent with the overall historic character of the surrounding properties.

7 References

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