

City of Watsonville

Downtown Specific Plan + EIR

Joint Community Meeting & Advisory Committee Meeting # 8 | June 30, 2022

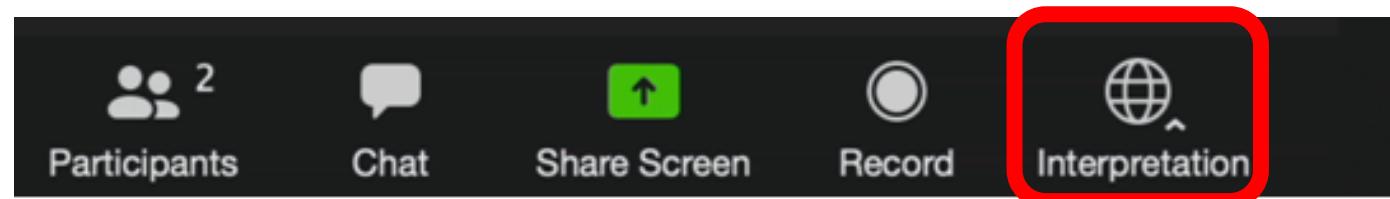
Zoom – What You Need To Know

- Interpretation

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

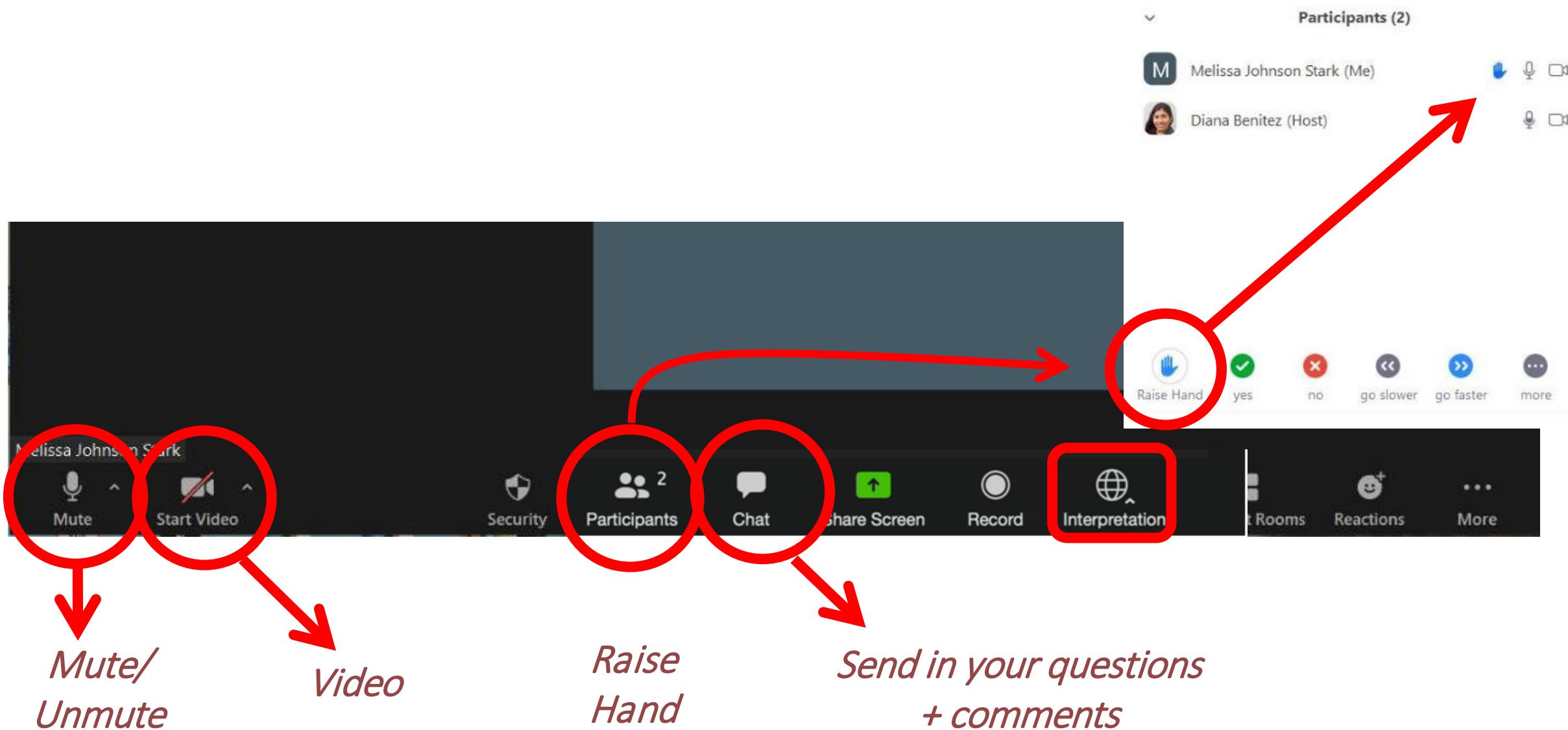
Español – bajo la opción Español

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



This meeting is being recorded / Esta reunión está siendo grabada

Zoom – What You Need To Know



Zoom – What You Need To Know

For any technical difficulties, please email Celia Castro at
celia.castro@cityofwatsonville.org

Para cualquier dificultad técnica, envíe un correo
electrónico a Celia Castro a
celia.castro@cityofwatsonville.org

Welcome & Introductions

Project Team Introductions

City Staff

- Suzi Merriam, Community Development Director
- Justin Meek, Principal Planner
- Celia Castro, Permit Technician
- Angelica Jauregui, Interpreter

Consultant Team

- Simran Malhotra, Principal, Raimi + Associates
- Jasmine Williams, Senior Planner, Raimi + Associates

Advisory Committee

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

Agenda

Welcome! Tonight, we will...

- Planning Process to Date
- Draft Specific Plan:
 - Organization
 - Key Recommendations
- Discussion
- Next Steps
- Raffle



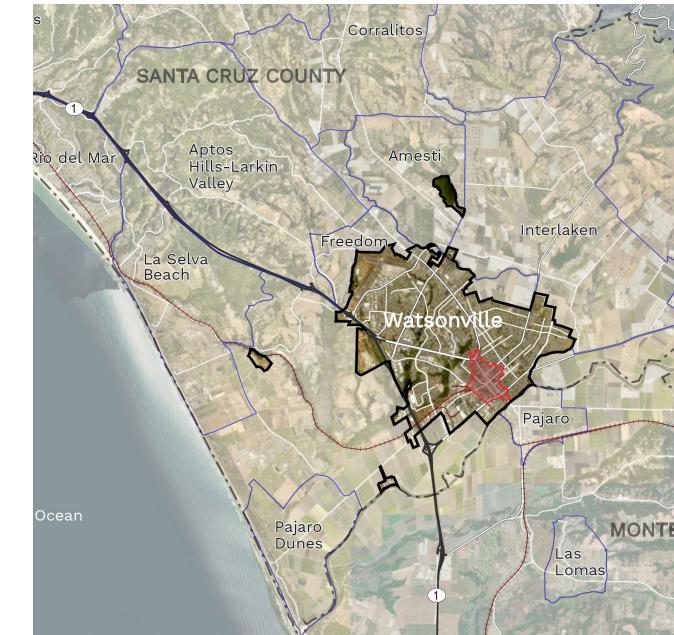
Specific Plan Context

What is a Specific Plan?

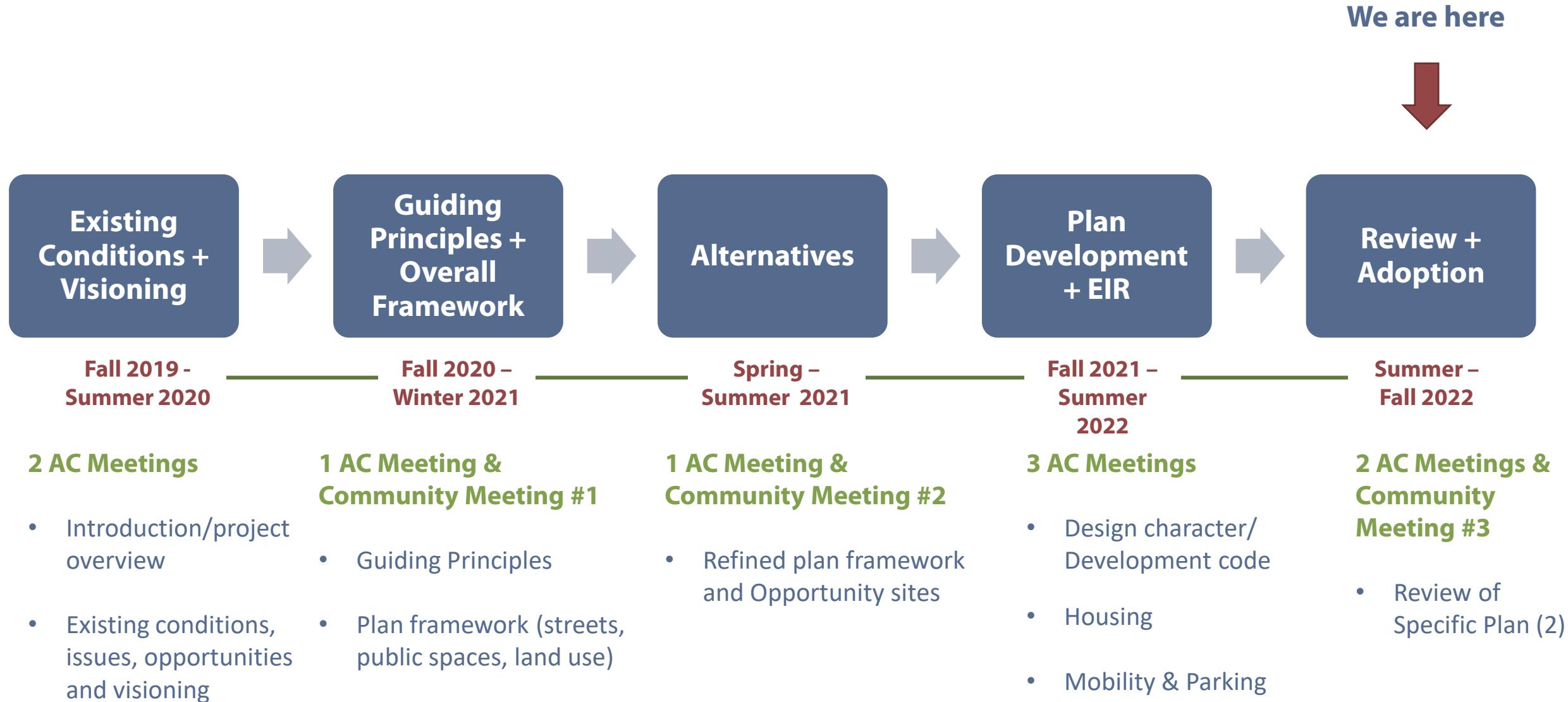
- A comprehensive planning and zoning tool for a small area
- Consistent with the General Plan
- Establishes the **vision and guiding principles**
- Contains **policy and development standards**:
 - **Distribution, location, and extent of the uses of land**, including open space
 - **Development and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



Downtown Watsonville Specific Plan Area

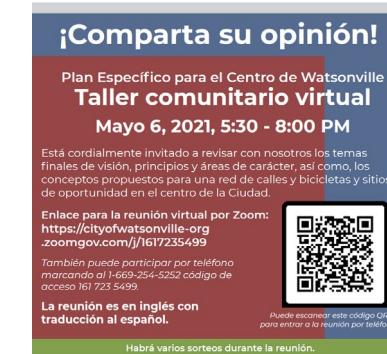


Specific Plan Process Overview



Community Engagement Efforts

- Stakeholder Interviews & Focus Groups
- Advisory Committee Meetings (8)
- Community-Wide Workshops (3)
- Online Engagement
 - Themes and Guiding Principles Feedback (100 comments)
- Community-Wide Surveys (2)
 - Strengths, Issues, & Opportunities Survey (666 respondents)
 - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- City Council Updates (2)



Specific Plan Overview

Plan Structure

- Chapter 1: **Introduction**
- Chapter 2: **Downtown Vision, Goals & Policy Direction**
- Chapter 3: **Design Framework**
- Chapter 4: **Mobility and Transportation**
- Chapter 5: **Public Realm Improvements**
- Chapter 6: **Land Use and Zoning**
- Chapter 7: **Historic Preservation**
- Chapter 8: **Infrastructure**
- Chapter 9: **Implementation** *(in progress)*
- **Appendices**



Chapter 1: Introduction

Plan Objectives

Objectives

- Create an active, vibrant 18-hour downtown
- Celebrate historic buildings, open space and street grid
- Foster mixed use and higher intensity development to bring more residents downtown
- Improve the pedestrian experience
- Support active modes of transportation
- Reduce congestion and greenhouse gas emissions



Chapter 2: Vision, Goals & Policies

Vision Themes and Guiding Principles



Vitality



Dignity



Equity



Preservation



Safety



Innovation

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

Specific Plan Goals

LAND USE

- Diversify the mix of land uses in Downtown Watsonville to maximize its function as the city's vibrant and cohesive center, while also maintaining its overall historic scale and character

URBAN DESIGN

- Identify and celebrate the various parts of Downtown in creating a mixed-use vibrant environment
- Incorporate placemaking concepts to make Downtown a pedestrian friendly, active, and vibrant mixed-use environment
- Celebrate Watsonville's unique setting and resources to make Downtown a regional attraction

AFFORDABLE HOUSING AND HOUSING PRODUCTION

- Increase the production of new below market rate (BMR) and market rate housing units in downtown
- Leverage City resources and funding for production of more affordable housing in Downtown

ANTI-DISPLACEMENT

- Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods

Specific Plan Goals

HISTORIC PRESERVATION

- Maintain and enhance the historic character of the Downtown through coordinated planning that builds upon its key assets and reinforces its historic development patterns

ECONOMIC DEVELOPMENT

- Enhance commercial activity as a driver for downtown's economic vitality and growth

MOBILITY AND PARKING

- Provide convenient access and circulation for all modes of transportation, enhance walkability and bikeability in Downtown Watsonville
- Provide an efficient parking strategy to manage parking demand and supply in Downtown

TRANSIT

- Leverage and support existing transit services to realize Downtown's potential to become a multi-modal mixed-use district

INFRASTRUCTURE

- Ensure that the infrastructure in place is adequate to meet the needs of residents and businesses in Downtown Watsonville

Goals & Policies

Goal 7

Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner-Occupied and Rental Housing Rehabilitation programs.

Goal 7

Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

Anti-displacement Strategies

- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner-Occupied and Rental Housing Rehabilitation programs.
- **Policy 7.2: Reinvestment.** Partner with non-profits and affordable housing developers to support acquisition of and reinvestment in existing affordable housing downtown.
- **Policy 7.3: Education and Outreach.** Promote existing programs among downtown residents through outreach efforts and educational opportunities.
- **Policy 7.4: Existing City Programs.** Continue implementing existing citywide housing programs such as the inclusionary housing ordinance, incentives such as priority processing for 100% affordable housing projects.
- **Policy 7.5: Assistance Programs.** Continue to look for grant opportunities to expand funding for the First Time Home Buyer Program and Down-payment Assistance Program.



Goals & Policies

Goal 10

Provide convenient access and circulation for all modes of transportation, enhance walkability and bikeability in Downtown Watsonville.

- **Policy 10.1: Complete Streets.**

Design streets to provide safe and comfortable facilities for all people walking, biking, rolling, riding transit, or operating motor vehicles.

Goal 10

Provide convenient access and circulation for all modes of transportation, enhance walkability and bikeability in Downtown Watsonville.

- **Policy 10.1: Complete Streets.**

Design streets to provide safe and comfortable facilities for all people walking, biking, rolling, riding transit, or operating motor vehicles.

- **Policy 10.2: Main Street.** Re-design Main Street as a traffic calmed street with an emphasis on active uses and the highest levels of pedestrian activity.

- **Policy 10.3: Caltrans Facilities.**

Work with Caltrans to re-imagine SR 152 to function as a Downtown Street with priority given to pedestrians and destination traffic.

- **Policy 10.4: Truck Route.** Consider removing the truck route designation from SR-152 within Downtown.

Mobility and Parking

Goal 11

Provide an efficient parking strategy to manage parking demand and supply in downtown.

- **Policy 11.1: Parking Management.**

Effectively manage parking to accommodate demand through increased utilization of existing supply.

- **Policy 11.2: Shared Parking.**

Eliminate barriers to development by reducing requirements for on-site parking through use of shared parking.

- **Policy 10.5: Bicycle Network.**

Provide a connected network of bike facilities within the Specific Plan area and connect to existing and planned regional bike trails including the Pajaro River Levee Path, Watsonville Slough Trail, and the Monterey Bay Scenic Sanctuary Trail.

- **Policy 10.6: Bicycle Facilities.**

Require bike repair stations at key public locations and bicycle parking to make bicycle usage more convenient.

- **Policy 10.7: Pedestrian**

Improvements. Improve pedestrian facilities to improve safe and efficient pedestrian circulation in Downtown including upgraded crosswalks, curb extensions, midblock crossings, and paseos.

- **Policy 10.8: Travel Demand Management.**

Increase the availability of mobility options to access and travel within the Specific Plan area without driving alone and reduce Vehicle Miles Traveled (VMT) associated with new development.

- **Policy 11.3: Parking Minimums.**

Reduce parking requirements to increase housing affordability and reduce construction costs.

- **Policy 11.4: Parking District Expansion.**

Expand the boundaries of the existing Downtown Parking District to match the Specific Plan boundary.

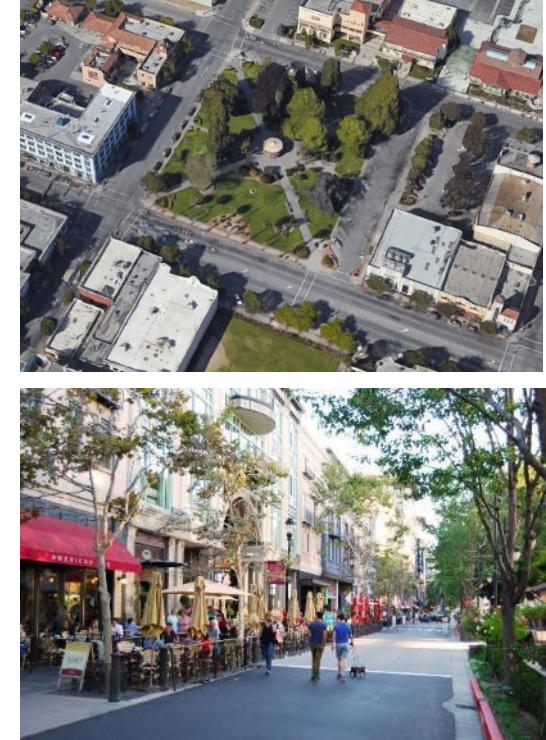
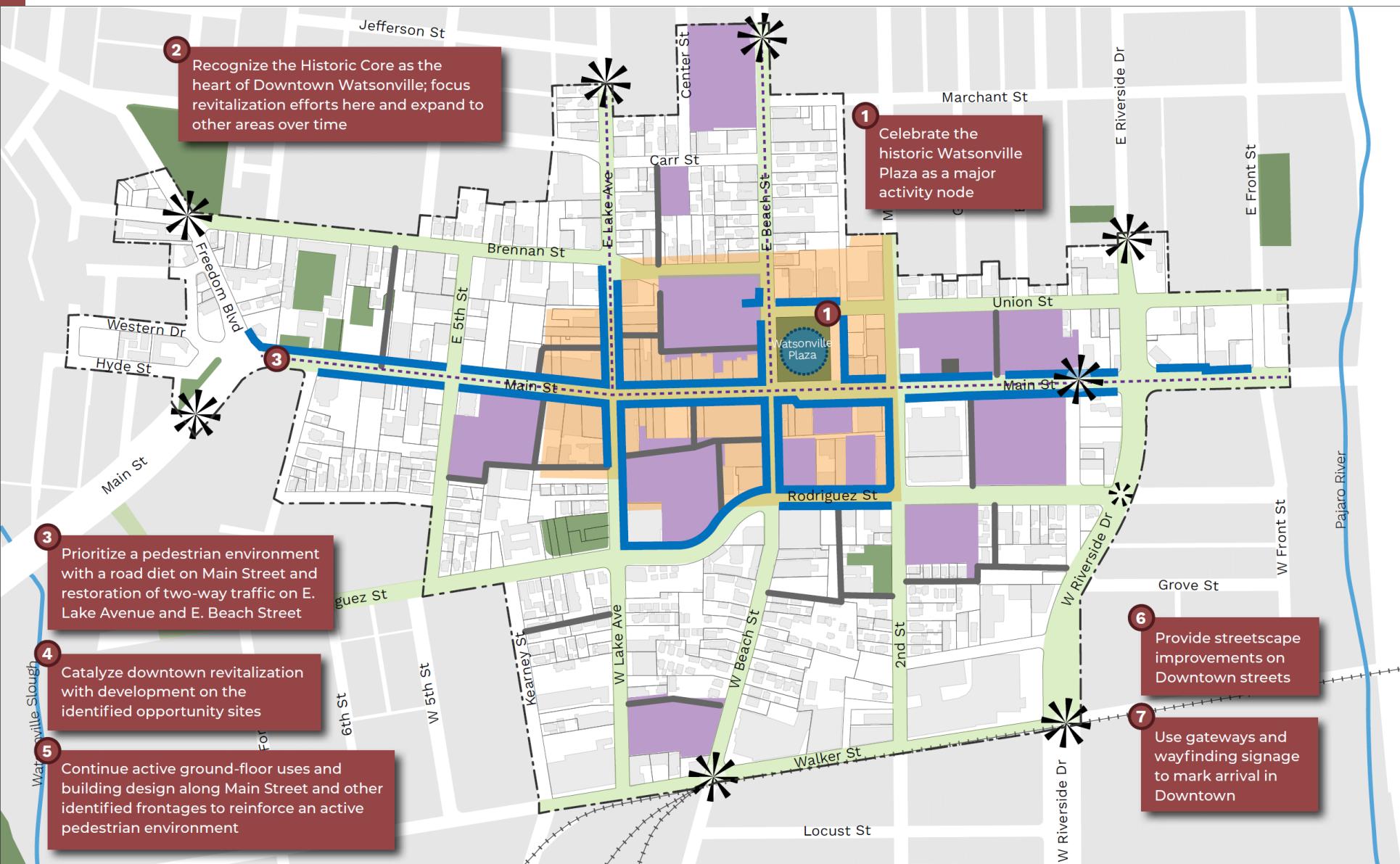
- **Policy 11.5: Curb Management.**

Effectively manage competing priorities for curb space to safely accommodate active travelers, passenger pick-up/drop-offs, and deliveries.

Questions?

Chapter 3: Design Framework

Design Framework

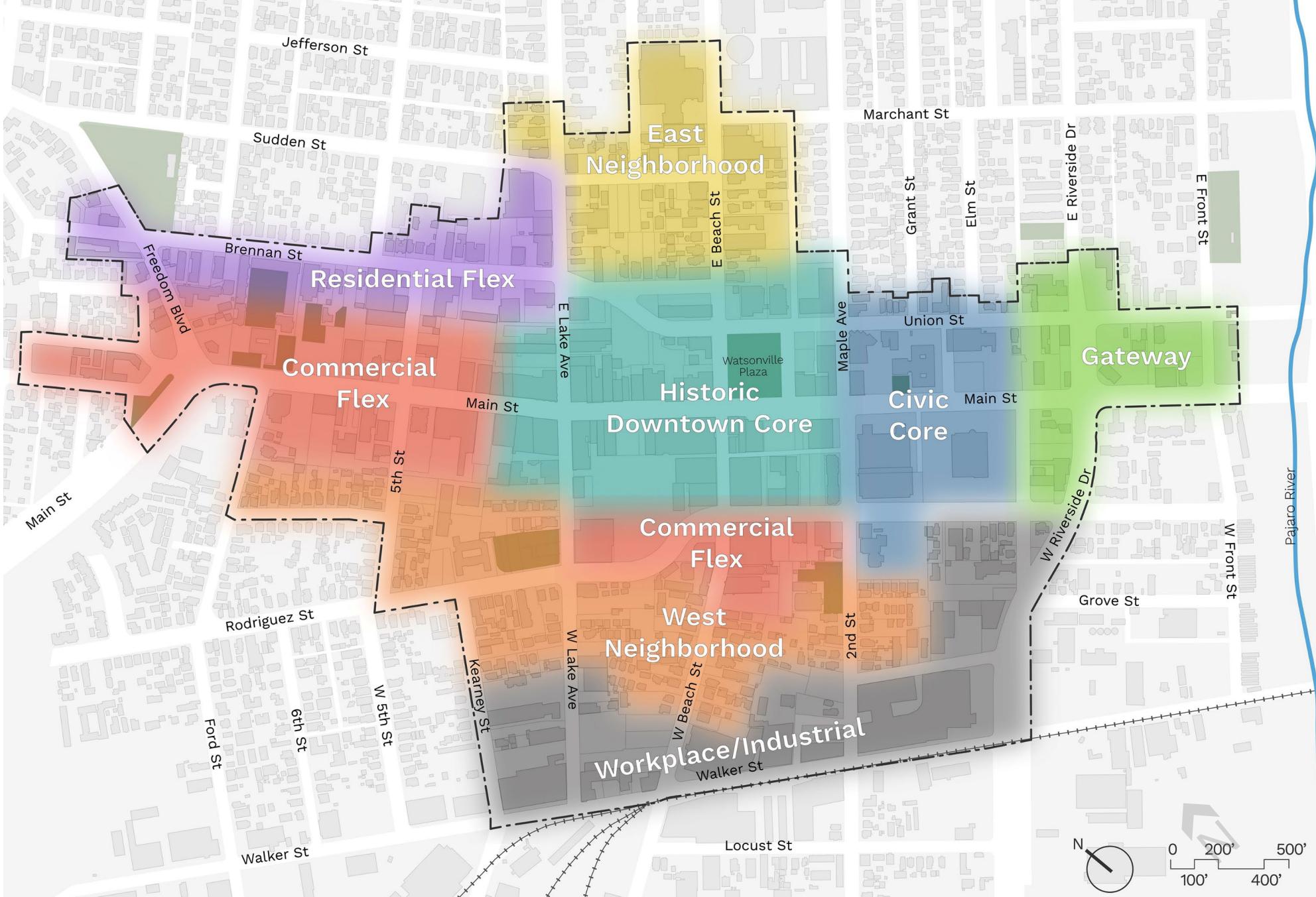


- Activity Node
- Gateway
- Paseos
- Active Frontages
- Opportunity Site
- Streetscape Improvements
- Historic Core
- Pedestrian Environment (Priority)
- Specific Plan Boundary
- Parks/ Open Space
- Building Footprint
- Rail Line



Downtown Character Areas

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



Historic Downtown Core

Placemaking Priorities

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



Historic Downtown Core – Opportunity Sites

Mansion House Block



Gottschalks Block



Civic Core

Placemaking Priorities

- Redevelop the majority city-owned block fronting Main with active, mixed-use
- Consolidate City essential services
- Allow higher densities and intensity along Main Street while ensuring a transition in scale to neighborhoods
- Establish a consistent and unifying streetscape
- Leverage the underutilized Civic Center parking structure
- Extend Central Avenue from Main Street to Union and Rodriguez Streets to create a connection and infill sites

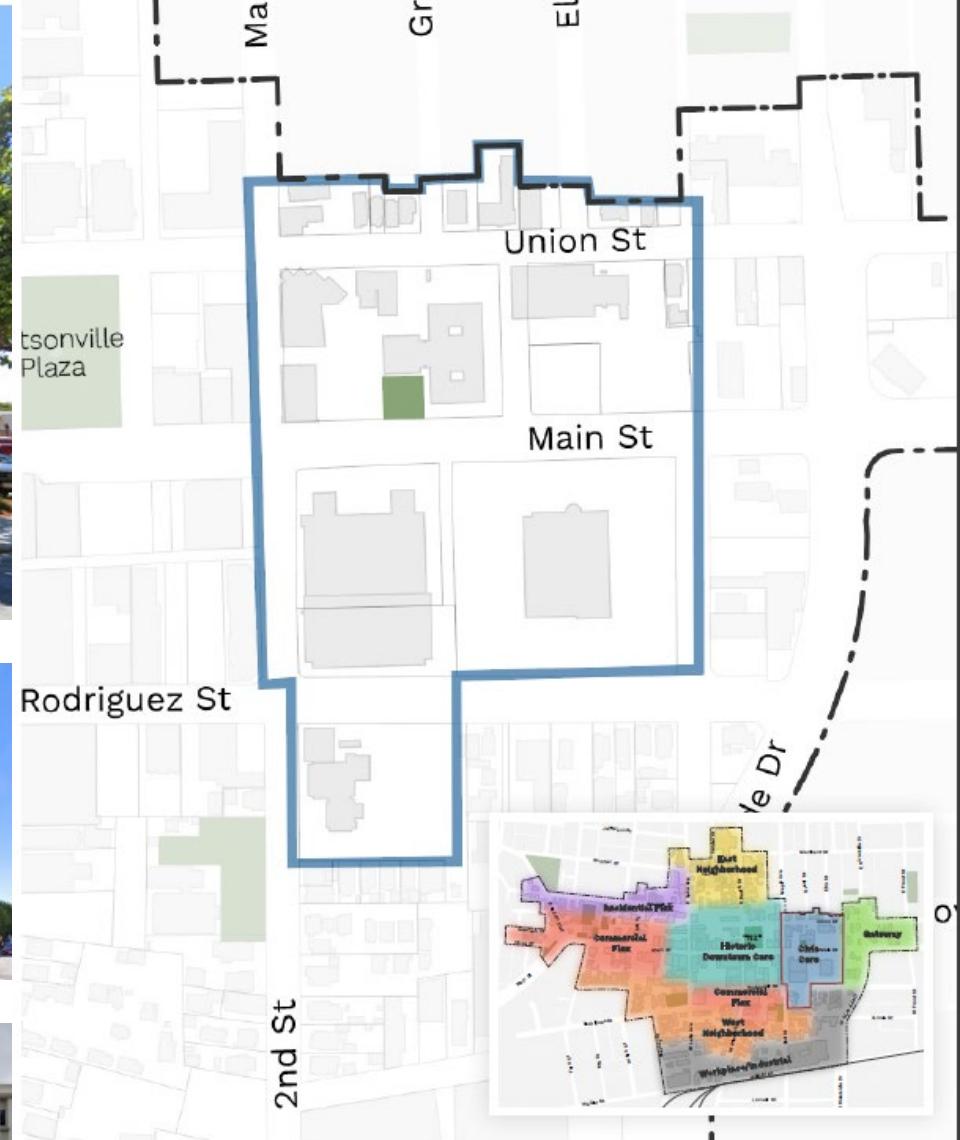


FIGURE 3-7
CIVIC CORE CHARACTER AREA

Character Area Boundary
Specific Plan Boundary
Parks/Open Space

Civic Core – Opportunity Sites

City Hall / Civic Campus & U.S. Postal Service (Long-Term)



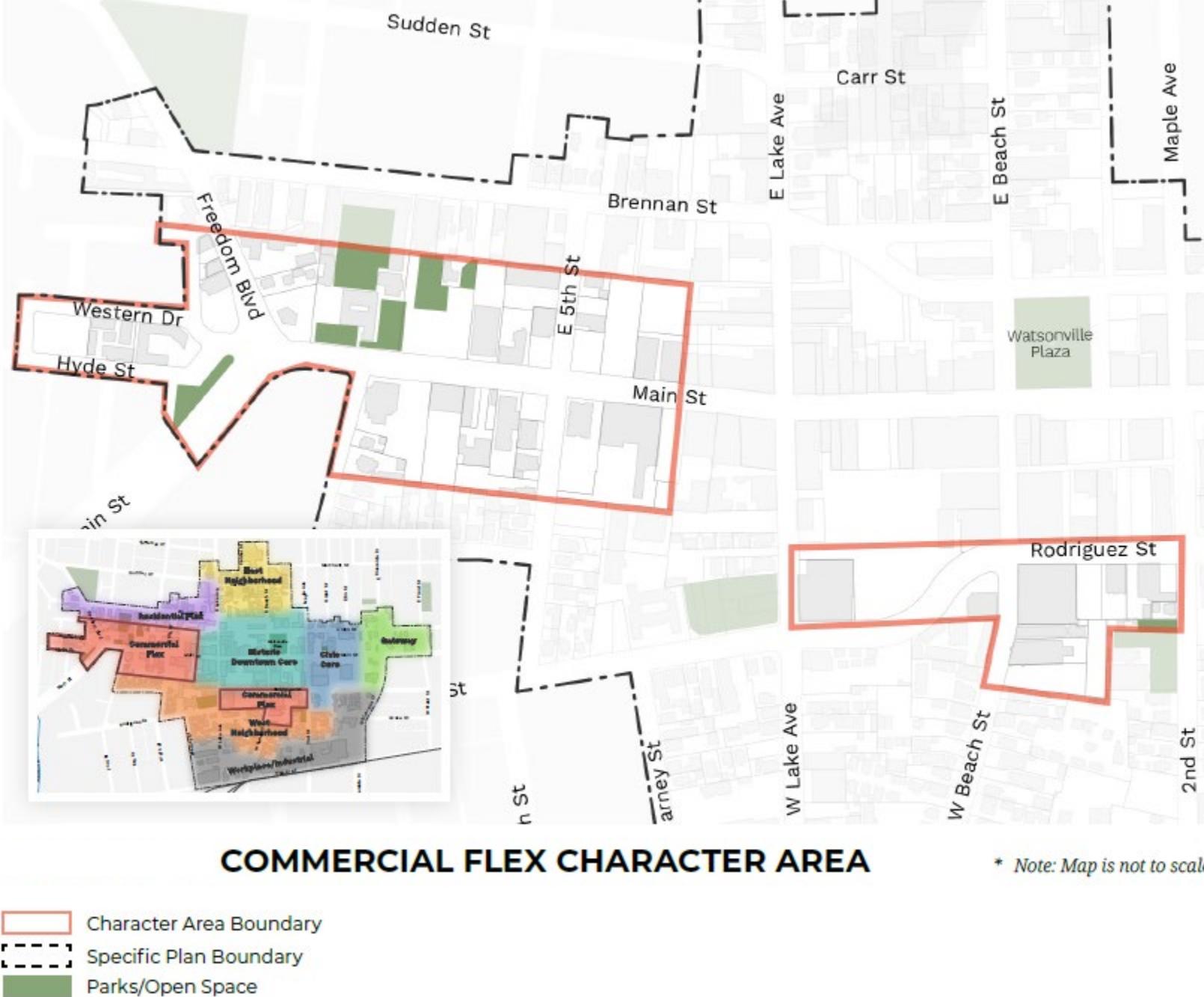
Fire Department



Commercial Flex

Placemaking Priorities

- Build off the strong existing street network and incorporate improved connectivity as infill occurs.
- Attract infill development types that activate downtown.
- Incorporate diverse type and affordability levels of new housing options.
- Support vertical mixed use on Main Street or stand-alone residential projects on other sites.
- Establish consistent and unifying public realm improvements.
- Construct a traffic circle at Freedom and Main Streets.



Commercial Flex- Opportunity Sites

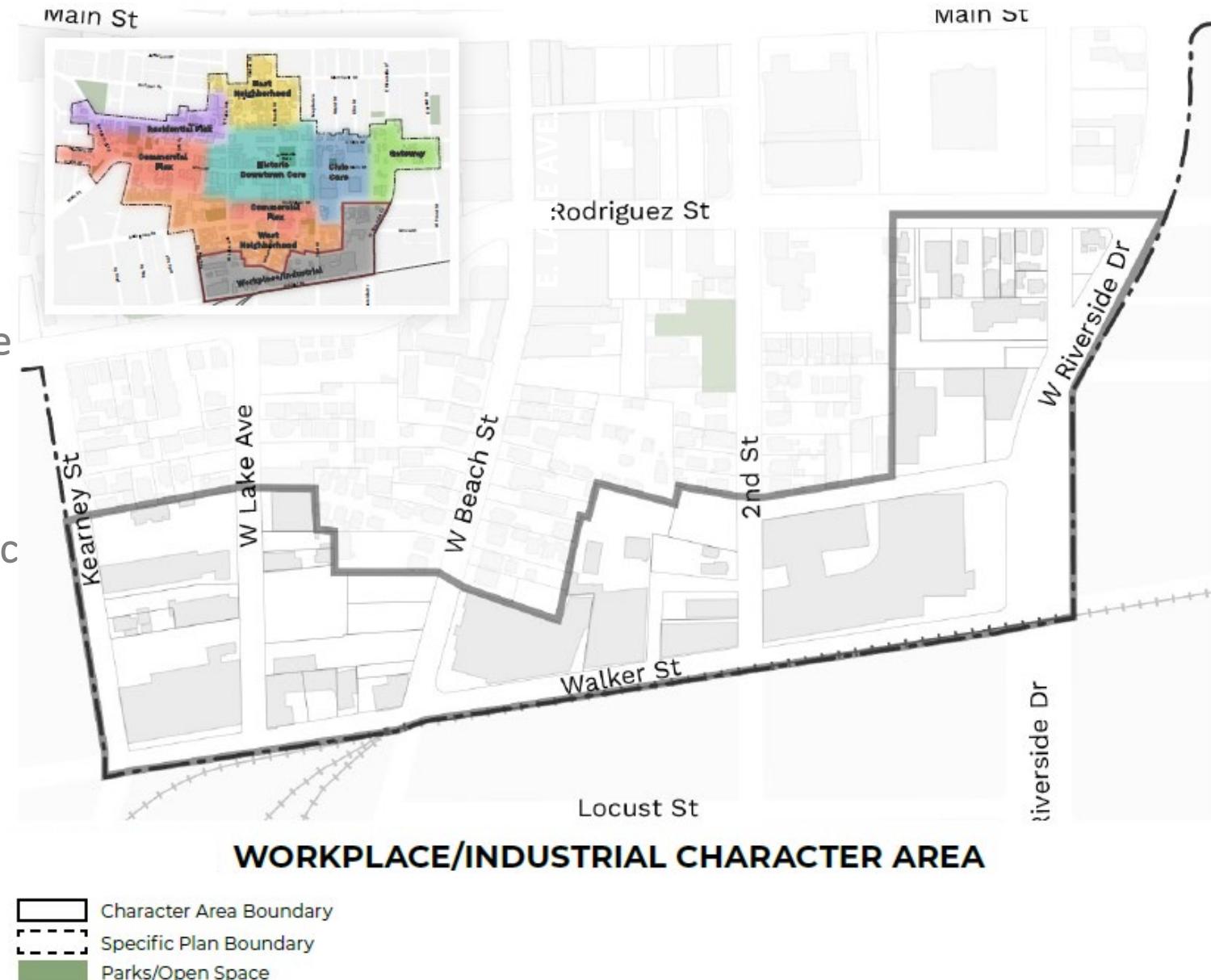
Main and 5th Street Infill



Workplace/Industrial

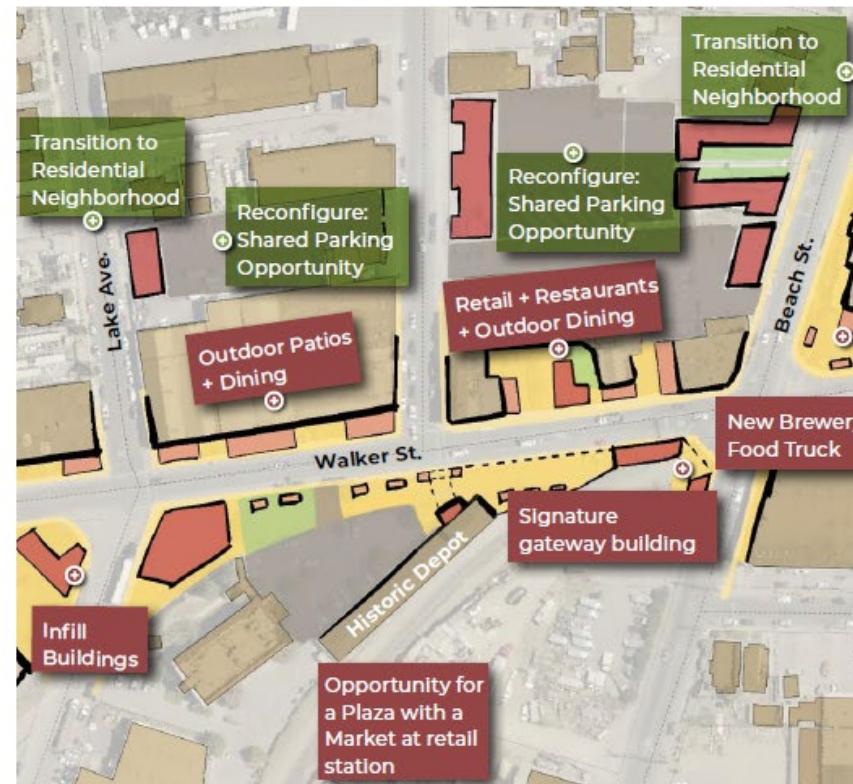
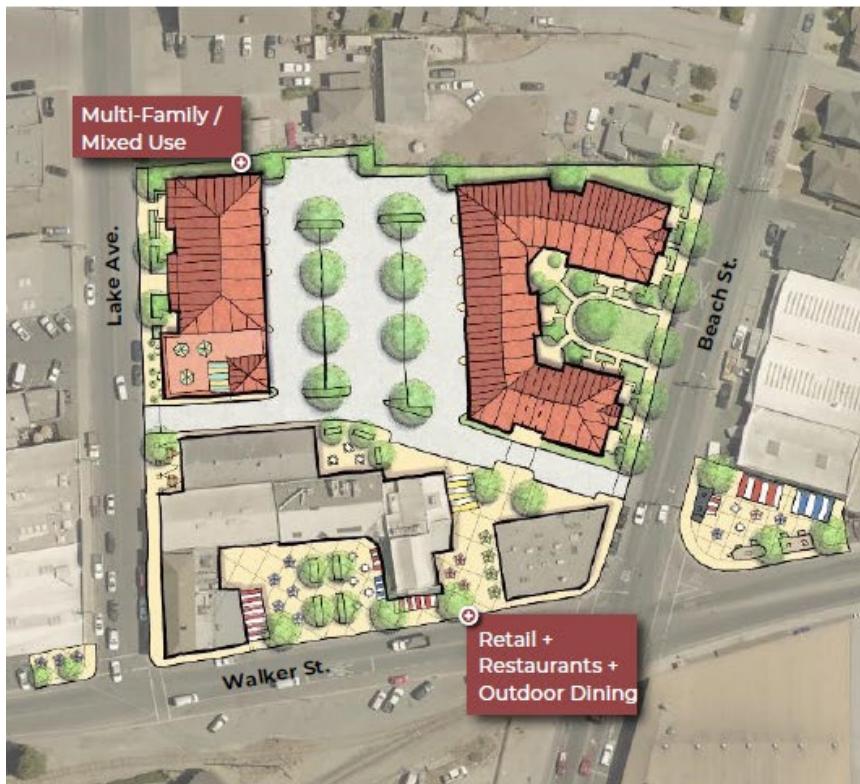
Placemaking Priorities

- Encourage and incentivize adaptive reuse of vacant/underutilized industrial sites.
- Focus a critical mass of activity around the historic depot site and Walker Street.
- Redevelop large vacant / underutilized sites to provide a concentration of new jobs and within a short walk of the Historic Core.
- Conditionally allow residential uses on strategic sites
- Support streetscape and public realm improvements on Walker Street
- Establish consistent and unifying public realm improvements.



Workplace/Industrial– Opportunity Sites

Beach/Lake Industrial Site



Questions?

Chapter 4: Mobility

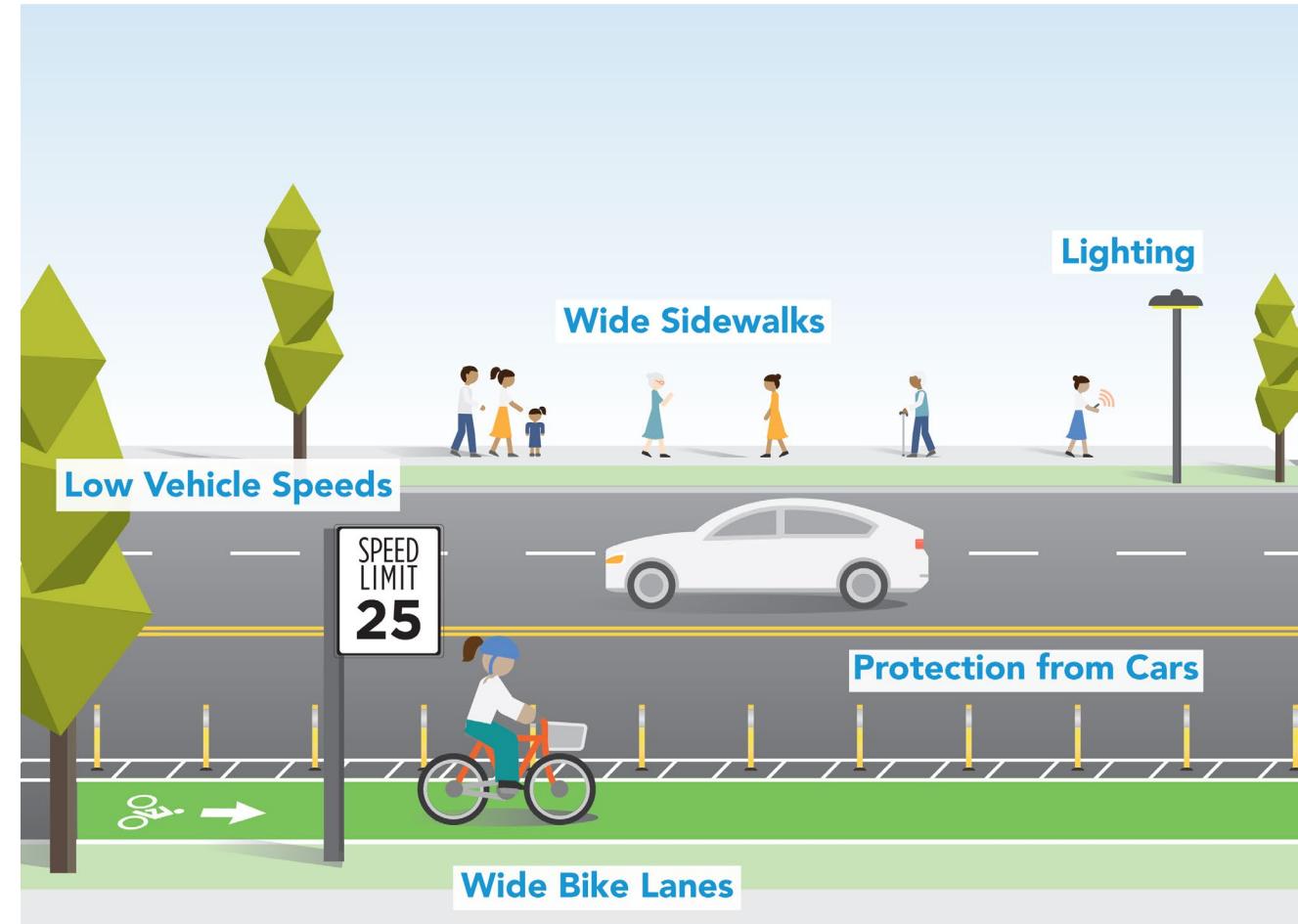
Multimodal Strategies & Objectives

Objectives

- Complete Streets
- Parking
- Curb Management
- Travel Demand Management

Strategies

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



Downtown Street Framework

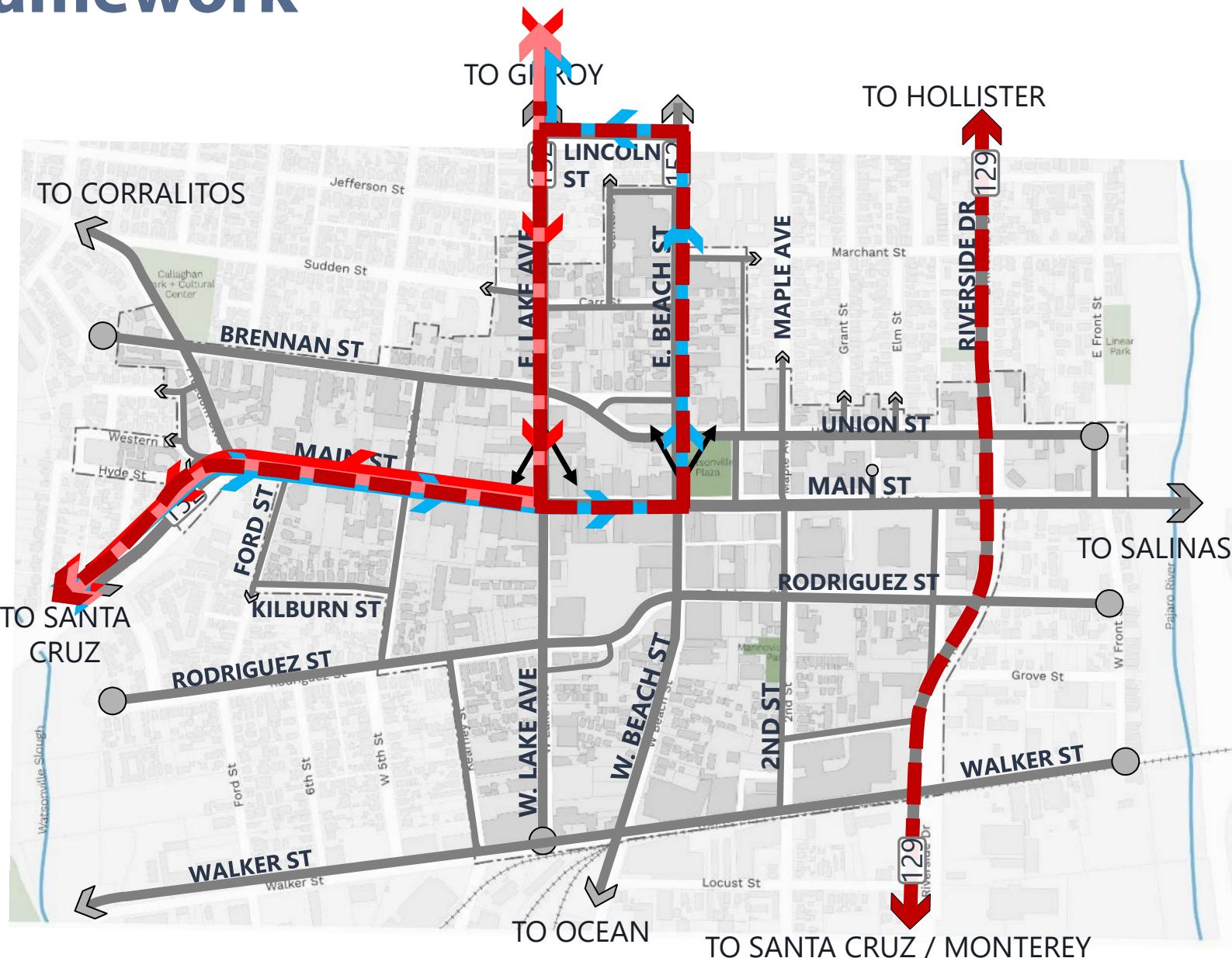
CALTRANS ROUTES:

SR-129 (To Salinas / Hollister)

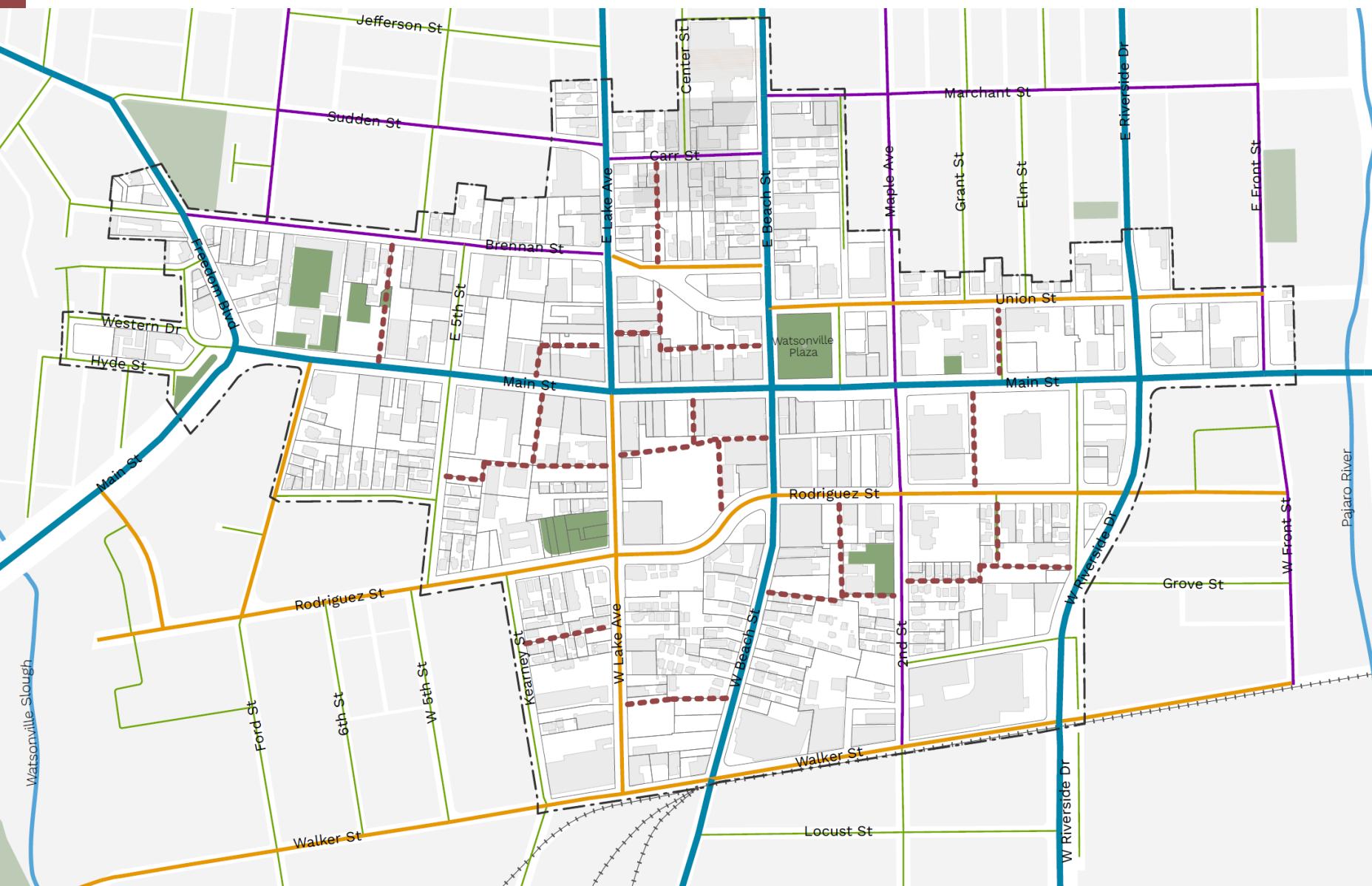
SR-152 (To Santa Cruz & Gilroy)

Caltrans SR-152

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



Street Network



- Roadway Network
 - Major Arterial
 - Minor Arterial
 - Collector
 - Local Street
 - Paseos
- Specific Plan Boundary
- Parks/ Open Space
- Rail Line
- Waterway



Bicycle Network



Multimodal Network and Strategies



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

Future Pedestrian Improvements

- Paseos and Mid-Block Walkways
- Intersection Improvements
- Midblock Crossings

■ Specific Plan Boundary

■ Building Footprint

■ Parks/ Open Space

■ Rail Line

■ Waterway



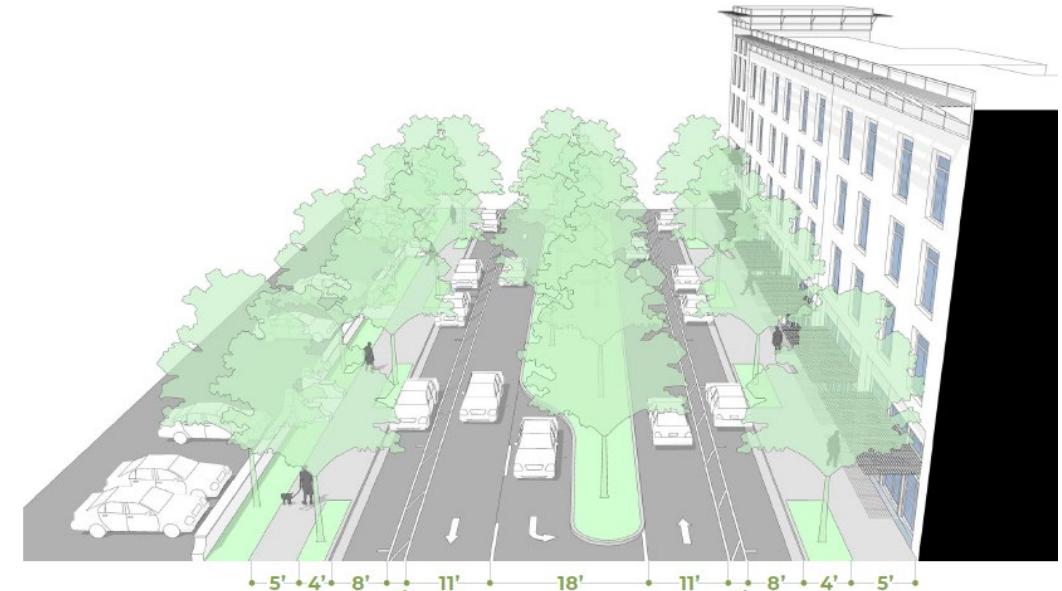
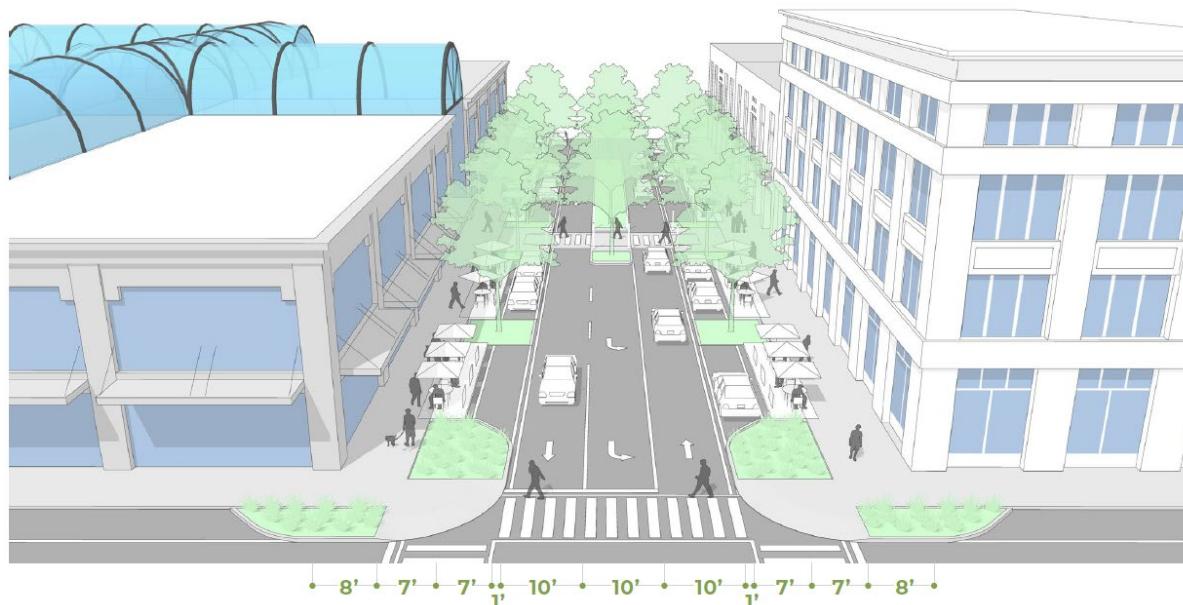
Street Network: Main Street



Between E. Lake and E. Beach



Between Central Avenue and First Street



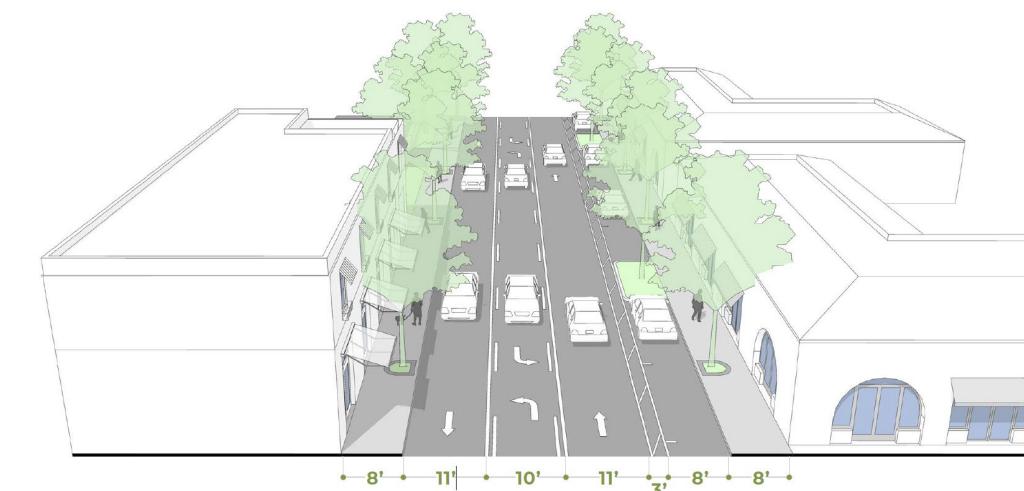
Street Network: E. Beach Street & E. Lake Avenue (Main Street to Union Street)



E. Beach Street



E. Lake Avenue

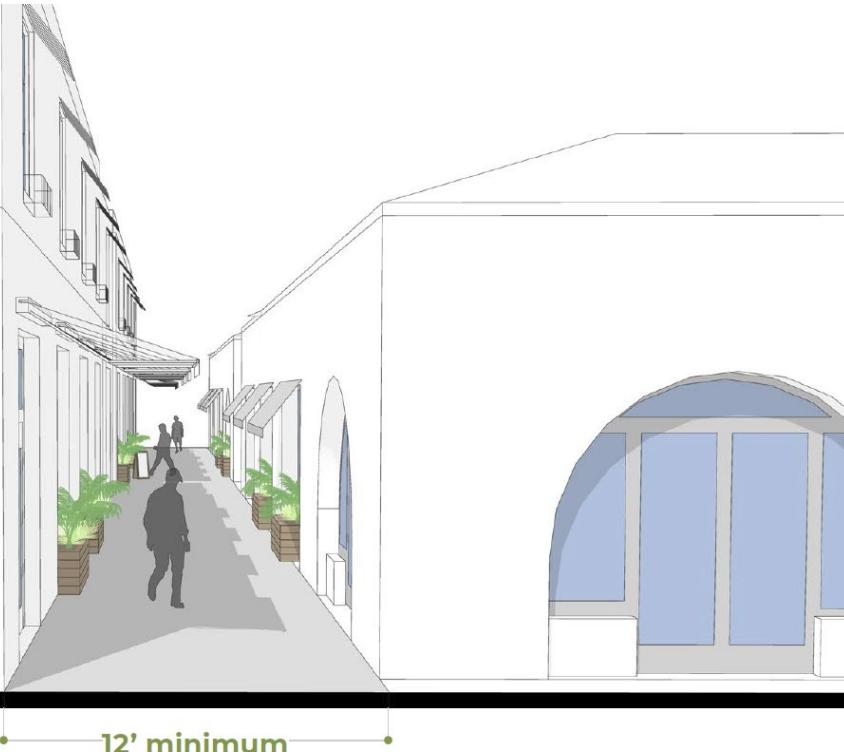


Street Network: Union Street (Maple Avenue to Grant Street)



Street Network: Paseos

- Alleyways and the space between buildings are repurposed to create gathering spaces and comfortable walking paths that connect to busier arterial streets.



Parking, Curb Management and Transportation Demand Management

Standards



PHOTO CAPTION—Example of designated carpool and vanpool parking

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- TDM programs** should be developed, implemented, and updated based on regular evaluations to encourage traveling to and within the Plan area by a variety of affordable travel options.
- Marketing and education** to influence travel behavior change should be conducted by the City or a TMA to promote available mobility options with the Plan area and highlight the importance that travel choices have on the vitality of downtown.
- Guaranteed rides home** should be made available to all employees within the Plan area through the City's preferred vendor to provide free or subsidized rides in the occasional event of an emergency for commuters who do not drive alone to work.
- Shared mobility** should be implemented in coordination with a private vendor to install dock-based bike-share stations within the Plan area. The City should work with the County to identify additional funding opportunities.

CHAPTER 4—PUBLIC REALM AND TRANSPORTATION

Guidelines

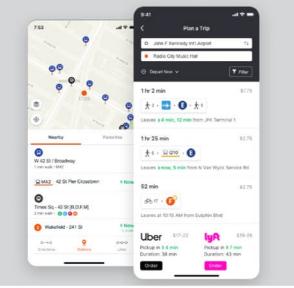
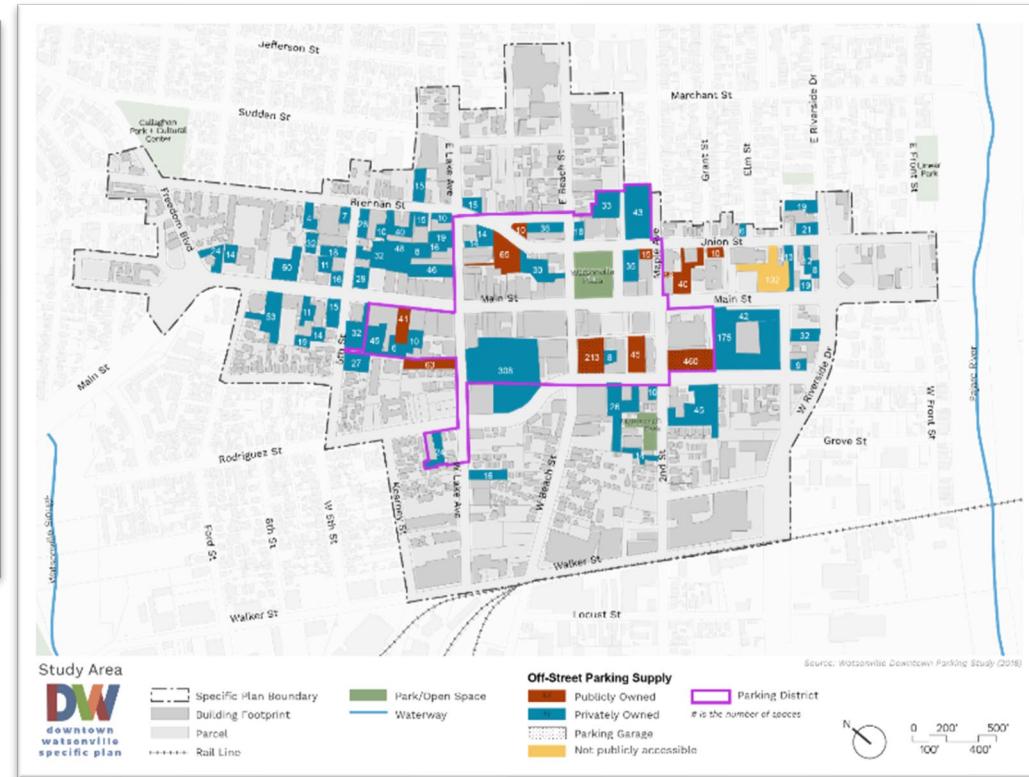


PHOTO CAPTION—Example of a mobile app (Moovit) that integrates all mobility options into one digital platform

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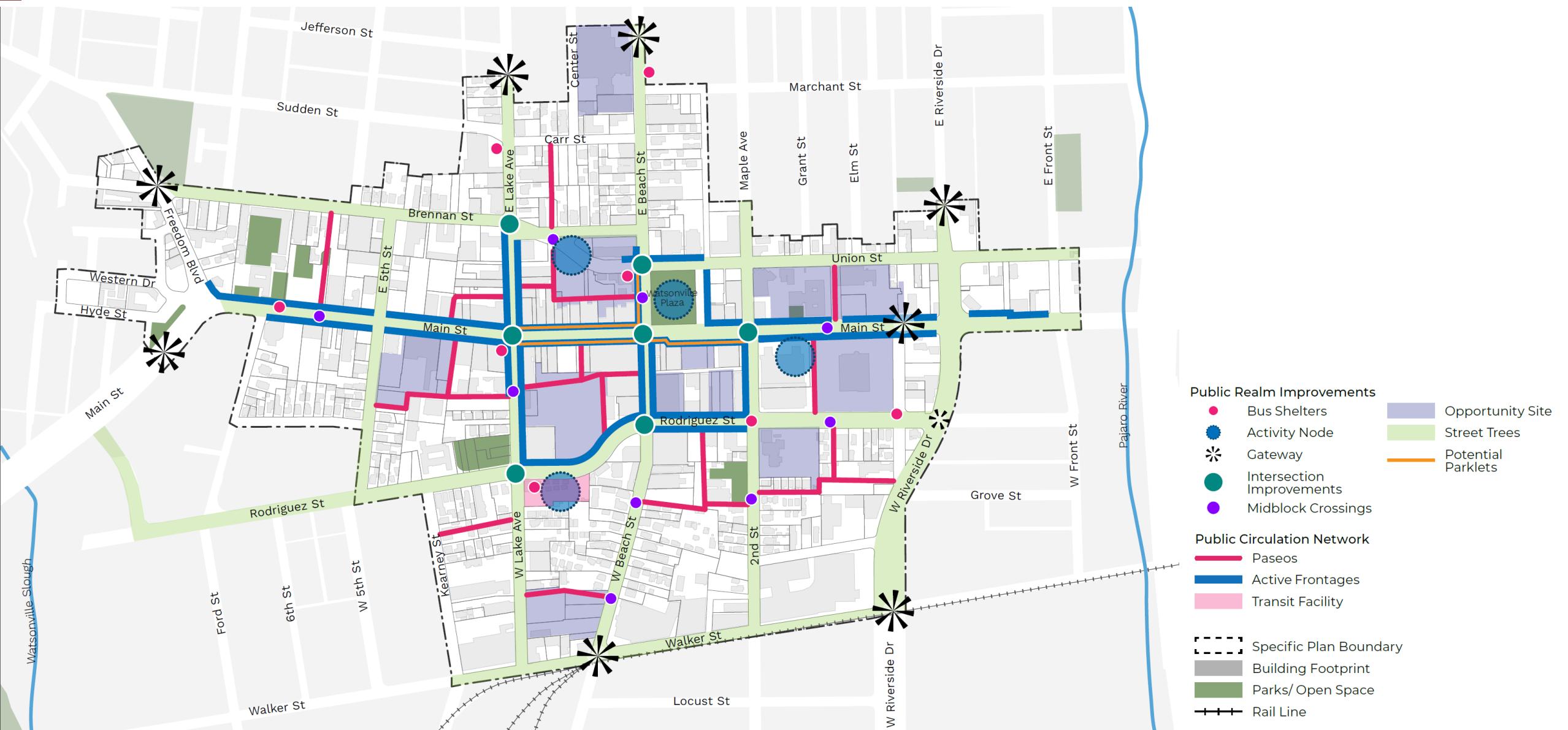
- Car share spaces and vehicles with a preferred vendor** should be provided in municipal garages, or in private facilities that allow public access, to provide options for residents that choose to live in the Plan area without an automobile.
- TDM Plan requirements** should be created for some or all development proposals to include required TDM measures—or an approved TDM Plan—as a condition of approval. Site specific TDM measures are most effective when implemented at major employment sites or at higher density mix-use residential projects.
- VMT Mitigation Fee Program** should be created to assign a monetary value for VMT reduction such that a developer could purchase VMT reduction credits for the purposes of mitigating VMT more than determined impact thresholds which could then be used for the construction of active transportation facilities in the Plan area and enhance connectivity to regional trails.
- Rideshare matching** that helps connect commuters with similar origins or destinations to available carpools and vanpools should be encouraged for employers and multifamily residential projects and may be included as a TDM mitigation measure for new development.
- Transportation Management Association (TMA)** may be established to manage, promote, and communicate TDM options to Plan area residents, employers, and visitors more effectively. TMAs are particularly useful in downtown commercial areas where specific businesses may lack the resources to implement TDM programs themselves. A TMA may also support the creation and distribution of marketing materials of travel options or conduct more targeted educational training with on-site property managers and employers.
- Annual travel surveys** of employer and residents may be conducted to assess the efficacy of TDM programs and travel behaviors within the Plan area.
- Digital platforms** such as a webpage or mobile phone application may be created to provide information, availability, schedules, and pricing of mobility options for the Plan area.
- Funding for TDM initiatives** in the Plan area may be supported through revenue generated by public parking.
- Telecommuting and flexible work schedules** to reduce the frequency of trips and daily commutes for hours should be encouraged for major employers and may be included as a TDM mitigation measure for new development.
- Affordable housing** more than inclusionary rates may be provided as a TDM mitigation measure for new residential development.

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



Chapter 5: Public Realm

Streetscape Improvements



Streetscape Improvements: Street Trees

- Recommended list of 30 species
- Spacing based on canopy size of mature trees, available planting areas along sidewalks/parkways and adjacent land uses
- Maintain existing stands of trees and infill as necessary



SCIENTIFIC NAME
Acer rubrum
'Armstrong',
'Armstrong Gold',
'Brandywine' or
'October Glory'
COMMON NAME
Red Maple
TYPE
Deciduous



SCIENTIFIC NAME
Aesculus
californica
COMMON NAME
California Buckeye
TYPE
Deciduous



SCIENTIFIC NAME
Aesculus x carnea
'Briotii'
COMMON NAME
Red Horsechestnut
TYPE
Deciduous



SCIENTIFIC NAME
Albizia julibrissin
COMMON NAME
Silk Tree, Mimosa
Tree
TYPE
Deciduous



SCIENTIFIC NAME
Arbutus
'Marina'
COMMON NAME
Hybrid/Marina
Madrone
TYPE
Evergreen



SCIENTIFIC NAME
Arecastrum
romanzoffianum
COMMON NAME
Queen Palm
TYPE
Palm



SCIENTIFIC NAME
Cercis
canadensis
COMMON NAME
Eastern Redbud
TYPE
Deciduous



SCIENTIFIC NAME
Cordia
boissieri
COMMON NAME
Texas Olive, Cordia
TYPE
Evergreen



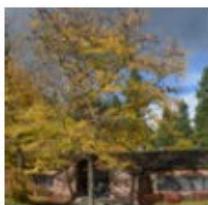
SCIENTIFIC NAME
Crataegus
phaenopyrum
COMMON NAME
Washington
Hawthorn
TYPE
Evergreen



SCIENTIFIC NAME
Eriobotrya
deflexa
COMMON NAME
Bronze Loquat
TYPE
Evergreen



SCIENTIFIC NAME
Erythrina
cristagalli
COMMON NAME
Cockspur Coral
Tree
TYPE
Deciduous



SCIENTIFIC NAME
Gleditsia
triacanthos
var. inermis
"Shademaster"
COMMON NAME
Thornless
Honeylocust
TYPE
Deciduous



SCIENTIFIC NAME
Ilex
vomitoria
COMMON NAME
Yaupon
TYPE
Evergreen



SCIENTIFIC NAME
Jacaranda
mimosifolia
COMMON NAME
Jacaranda
TYPE
Deciduous



SCIENTIFIC NAME
Lagerstroemia
indica
'biloxi'
COMMON NAME
Biloxi Crape
Myrtle
TYPE
Deciduous



SCIENTIFIC NAME
Lagerstroemia
indica
'Natchez'
'Tuscarora'
'Muskogee'
COMMON NAME
Cape Myrtle
TYPE
Deciduous

Streetscape Improvements

Street & Pedestrian Lighting

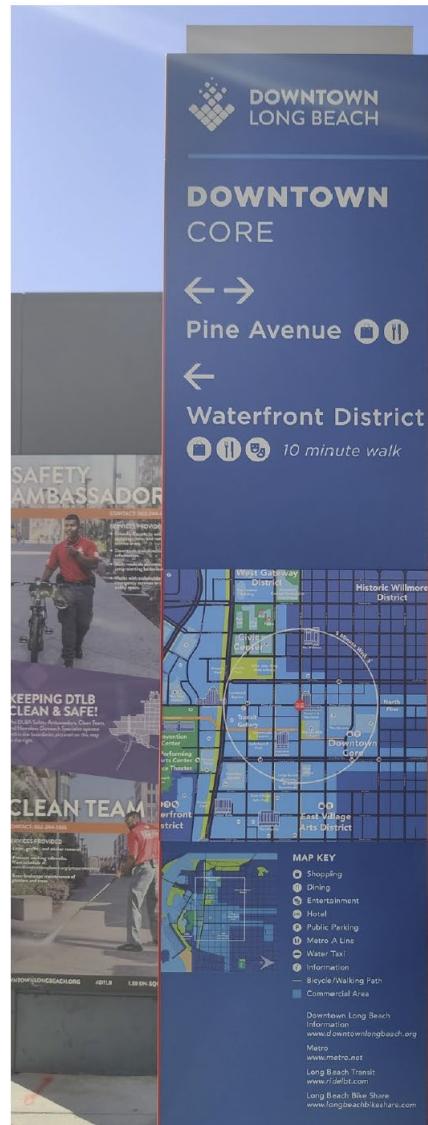


Parklets



Streetscape Improvements

Gateways



Signage & Wayfinding



Streetscape Improvements: Street Furnishings and Public Art

Street Furnishing Palette



LANDSCAPE FORMS, PLAINWELL TRASH RECEPTACLE



LANDSCAPE FORMS, PLAINWELL BENCH



ZAHNER GRATE & PLANTERS: POMONA PLANTERS SYSTEMS



LANDSCAPE FORMS, LOOP BICYCLE RACK

Public Art

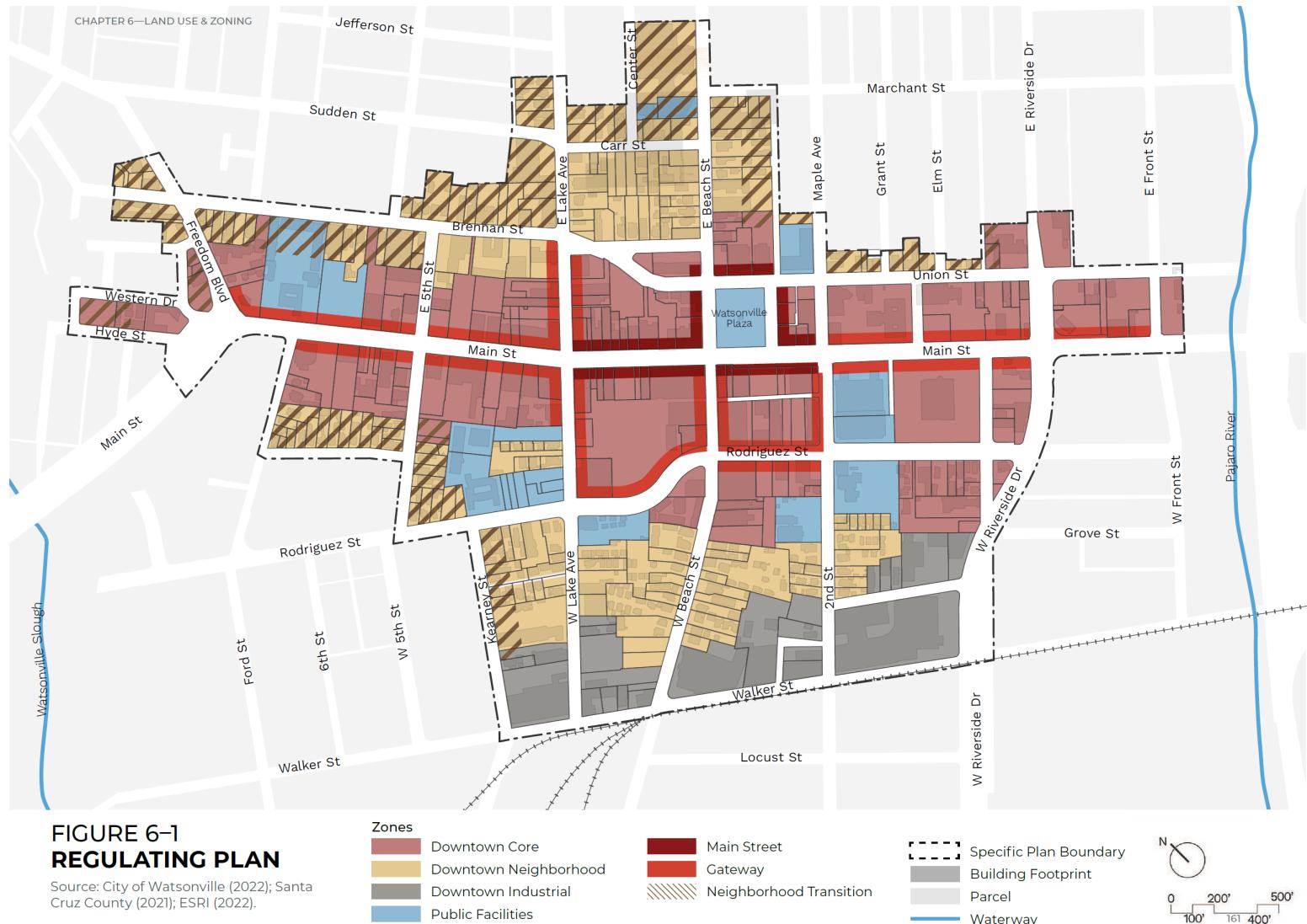


Questions?

Chapter 6: Land Use & Zoning

Land Use and Zoning

- Administration
- General Development Standards
- Downtown Zones and Overlays
- Regulating Plan
- Use Standards
- Objective Standards
 - Building Placement
 - Building Height
 - Building Massing
 - Façade Design
 - Frontage Types
 - Entries
 - Architectural Elements



Land Use Regulations

- Use Regulations and Permit Types:
 - Simplified list of what's allowed
 - Definitions
 - Follows City's current permits and procedures:
 - Permitted, Conditionally Permitted (AUP or SUP), Prohibited
 - Findings for CUPs

Section 6.5

LAND USE REGULATIONS

A. Use Standards

This section includes land use provisions for all properties within the plan area. Uses not listed in Table 6-3 shall be allowed by right unless prohibited elsewhere in the WMC. Definitions of the uses are in Section 6.4.B. All uses are subject to all applicable development standards, State law, and any other applicable requirements that are beyond the scope of this section. Administrative Use Permits, Temporary Use Permits, and Special Use Permits shall be subject to the procedural requirements of *WMC Chapter 14-12, Part 5*. Required determinations for issuances of Conditional Use Permits, including Special Use Permits and Administrative Use Permits, are found in Section 6.4.C.

Table 6-3 Land Use Regulations

| Use | Downtown Core | | | Downtown Neighborhood | Downtown Industrial ¹ |
|----------------------------------|---|---|-----------------------|-----------------------|----------------------------------|
| | Main Street Overlay | Gateway Overlay | Elsewhere in the Zone | | |
| Antique Shop | | | Not permitted | AUP required | AUP required |
| Automobile Service | | | Not permitted | Not permitted | Permitted |
| Bar | | | SUP required | SUP required | SUP required |
| Church | | | SUP Required | SUP Required | SUP Required |
| Drive-through | | | Not permitted | Not permitted | Not permitted |
| Dwelling Unit | Permitted on upper floors; Not permitted on ground floors | Permitted on upper floors; AUP required for ground floors | Permitted | Permitted | SUP Required |
| Liquor Store | | | SUP required | SUP required | SUP required |
| Heavy industrial & Manufacturing | | | Not permitted | Not permitted | Not permitted |
| Light Industrial / R&D | | | Not permitted | AUP required | Permitted |
| Office | Permitted on upper floors; Not permitted on ground floors | Permitted on upper floors; AUP required for ground floors | Permitted | Permitted | Permitted |
| Payday Lenders | | | Not permitted | Not Permitted | Not Permitted |
| Storage/warehouse | | | Not permitted | Not permitted | Permitted |
| Thrift Shop | | | Not permitted | AUP required | AUP required |
| Use Code (GLU) 653 | | | SUP required | SUP required | SUP required |
| Use Code (GLU) 659 | | | SUP required | SUP required | SUP required |
| Vehicle fueling facility | | | Not permitted | Not permitted | Not permitted |

1. Per WMC § 14-12.400, all new industrial development, as with all new development, will be subject to required findings of compatibility between adjacent uses related to traffic, noise, odors, visual nuisances, and other similar adverse effects.

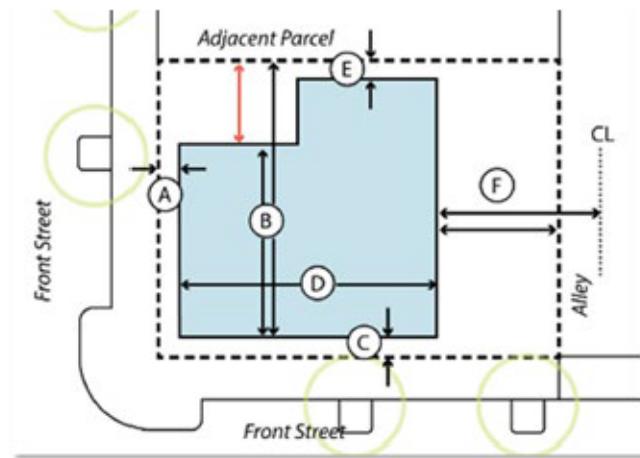
Form Regulations – Building Placement



BUILDING PLACEMENT—This example block shows buildings sited and oriented (with yellow arrows representing building orientation) to define and engage streets, with parking to the rear of buildings.

Table 6-4 Building Placement

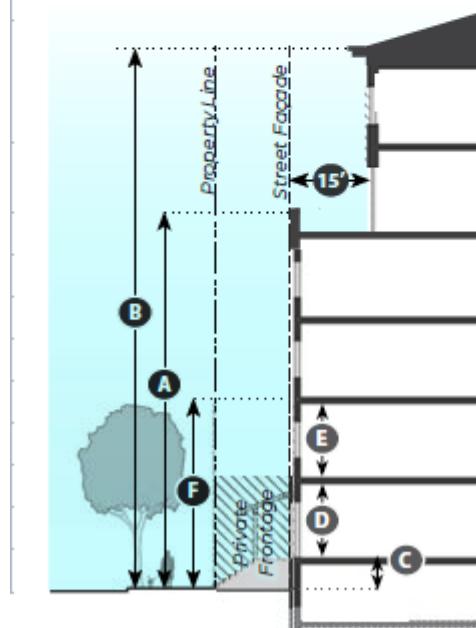
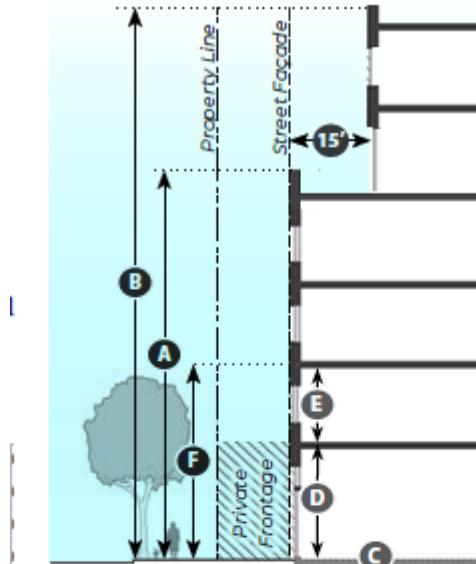
| | Downtown Core | Downtown Neighborhood | Downtown Industrial |
|--|--------------------------------------|--|---------------------|
| A Front street build-to range, according to ground floor use: | | | |
| Non-Residential | 0' – 10' | 5' – 15' | |
| Residential or Retail-Ready | 10' | 10' – 15' | |
| B Front street buildout (min) | 100% | 70% | |
| C Side street build-to range | NA | 5' – 10' | |
| D Side street buildout (corner lots) | NA | Must meet the build-to range for the first 40' behind the façade; outbuildings must be located on street side. | |
| Side and Rear Setbacks (min.) | | | |
| E Side yard | 0' | 10% of lot width or 5', whichever is less | |
| F Rear (w/ alley) | 15' from the centerline of the alley | | |
| F Rear (w/o alley) | 5' | | |



Form Regulations - Height

Table 6-5 Building Height

| | Downtown Core | Downtown Neighborhood | Downtown Industrial | Neighborhood Transition Overlay* |
|--|---|---|---------------------|----------------------------------|
| Allowed Number of Stories | | | | |
| A | Street Façade | 2 to 4 stories; 30% of the length of the façade can be built up to 6 stories (max) | 4 stories (max) | 3 stories (max) |
| B | Upper Floors which are set back from the street façade a minimum of 15 feet | 6 stories (max) | 4 stories (max) | 3 stories (max) |
| Ground Floor Level (measured from level of exterior sidewalk) | | | | |
| C | Ground Floor | 0 feet | 0 to 4 feet | 0 to 4 feet |
| Floor Heights (min - measured from floor to ceiling) | | | | |
| D | Ground Floor | 12 feet | 8 feet | 12 feet |
| E | Upper Floor | | 8 feet | 8 feet |
| Building Base Height (min) | | | | |
| F | Base on Buildings of 1 or 2 stories | 14 feet | 10 feet | 12 feet |
| F | Base on Buildings of 3 or 4 stories | | 16 feet | |
| F | Base on Buildings of 5 stories or more | | 25 feet | |



Form Regulations – Building Massing

- Require large developments to create the look and feel of multiple smaller buildings to reflect the rhythm and scale of the historic Downtown

Table 6-6 Massing Increment Dimensional Standards

| | Downtown Core | Downtown Neighborhood | Downtown Industrial |
|--|--|-----------------------------|------------------------------|
| A Applicability Façade length beyond which the Massing Increment standards below become applicable | For façades longer than 100' | For façades longer than 80' | For façades longer than 150' |
| B Massing Increment (max.) | 100' | 60' | 100' |
| C Façade height difference between Massing Increments (min.) | 10% of lesser façade height | 10% of lesser façade height | 10% of lesser façade height |
| D Building base height difference between massing increments (min.) | 2' | 2' | 2' |
| E Upper floors setback (min.) Distance set back from the primary façade | 10' | 10' | 10' |
| F Bay width | 15'-30' (see Section 6.5.D for more on bays) | | |
| G Gap between Massing Increments (min.) | N/A | 16' wide by 20' deep | N/A |



Form Regulations – Façade Design

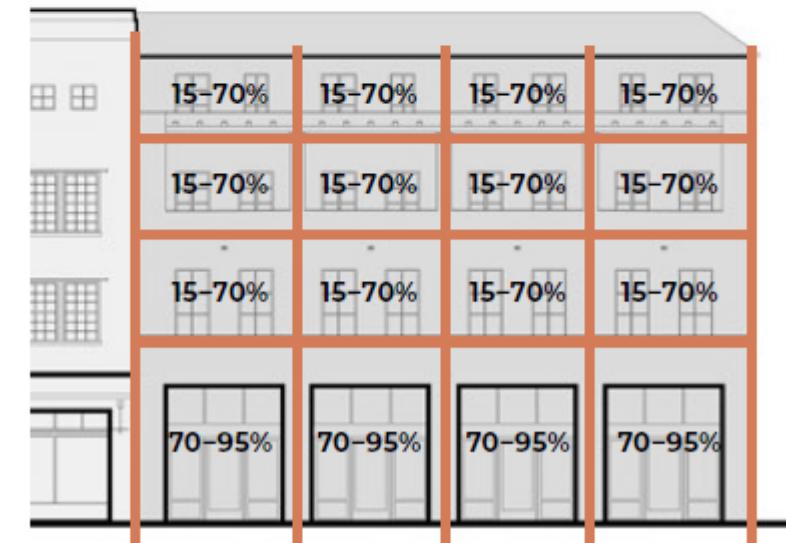
- Base, middle and top, Rhythm pattern
- Fenestration requirements



Table 6-7
Fenestration Requirements

| | Downtown Core | | | Downtown N'hood | Downtown Industrial |
|--------------|---------------------|-----------------|-------------------|-----------------|---------------------|
| | Main Street Overlay | Gateway Overlay | Elsewhere In Zone | | |
| Ground Floor | 70% – 95% | 50% – 95% | 35 – 95% | 35 – 90% | 25 – 90% |
| Upper Floors | 15% – 70% | | | | |

FENESTRATION—Each portion of the façade grid must meet the applicable fenestration requirement. This example displays Main Street Overlay requirements.



Form Regulations - Frontages

- Shopfront
- Common Entrance / Lobby
- Retail / Housing Flex
- Ground Floor Office
- Ground Floor Residential

Figure 6-5 Retail-Ready Dooryard

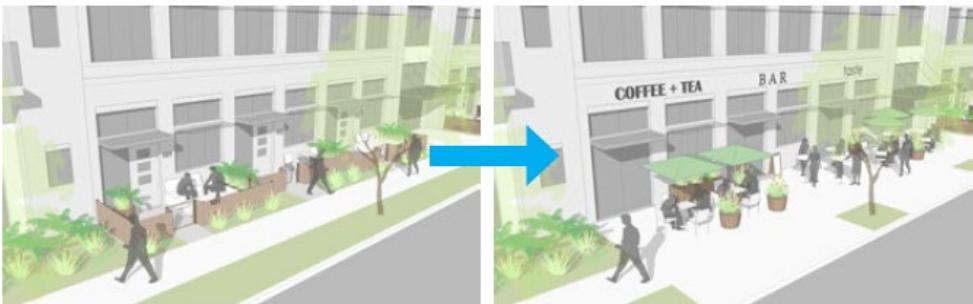


Figure 6-6 Retail-Ready Terrace



Figure 6-3 Commercial Common Entrance / Multiple Floor Lobby

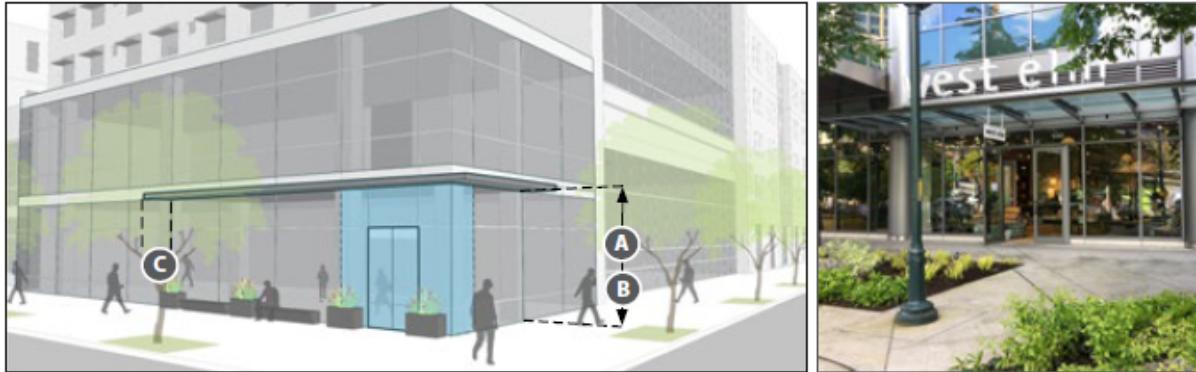
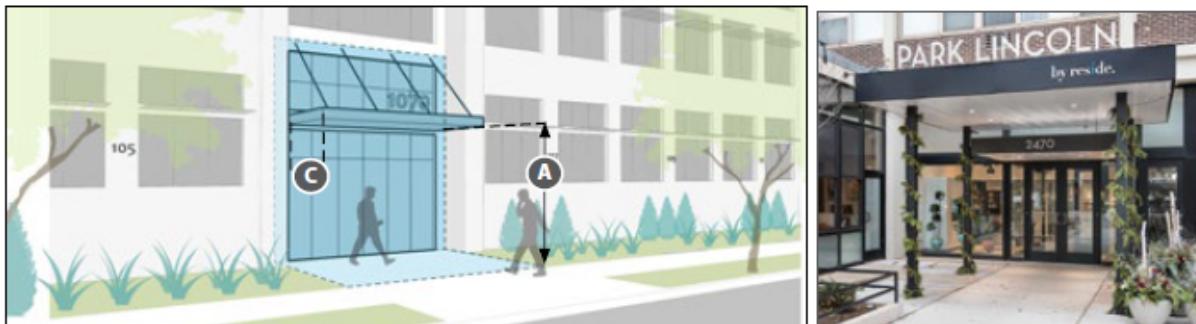


Figure 6-4 Residential Common Entrance/Lobby



d. Common entrances may also be used with a Porch, Dooryard, Terrace, Arcade, or Gallery (See [Section 3.6.5](#) Encroaching Architectural Elements).

Table 6-11 Common Entrance/Lobby

| Frontage Element Recommendations | | MIN | MAX |
|----------------------------------|-----------------------------------|-------|-----|
| A | Height to top of transom | 10' | 20' |
| B | Height to bottom of canopy/awning | 8' | - |
| | Distance to back of sidewalk | - | 20' |
| C | Area of outdoor space* | 80 sf | - |
| | Awning/Canopy Depth | 4' | - |

* Does not include public R.O.W.

Site Standards & Guidelines

6

D. Specific to Lighting

1. General to All

- a. Site lighting should be shielded by permanent attachments to light fixtures so that light sources are not visible from a public way and to prevent off-site glare.
- b. Wall-pack types of lighting are not recommended, but if proposed must be provided with full cutoff shields and must contribute to the architecture of the building.
- c. Specific to residential ground floors: site and building-mounted luminaires should produce initial illuminance value no greater than 0.04 horizontal and vertical foot-candles.
- d. Specific to nonresidential ground floors: site and building-mounted luminaires should produce a maximum initial illuminance value no greater than 0.1 horizontal and vertical footcandles at the boundary with adjoining residential lots, and no greater than 0.01 horizontal foot-candles 10 feet beyond that boundary.



On-site light sources should be shielded from the public right-of-way.



Shielded and/or frosted lighting avoids off-site glare.

CHAPTER 6—LAND USE & ZONING

E. On-Site Open Space

1. Introduction

On-site open space is private or shared outdoor space that exists for the enjoyment and use of building tenants, and sometimes the public. It can also provide comfortable paths through which pedestrian access is provided from the street to any buildings (or portions of buildings) that lack direct street frontage. This Section identifies a series of open space types and design characteristics of each type.

2. Court

- a. **Description.** A court is an open space surrounded by one or more buildings, for use by residents or tenants, or for activation as a public plaza or outdoor dining area. It can provide visitor access from the street to dwellings, retail, office spaces, or buildings within the lot that lack direct access from the street.
- b. **Guidelines.** A court's perimeter should be coherent and well-defined by walls on at least three sides. Courts should include a minimum of one shared amenity, such as a seating area, fountain, BBQ island, or outdoor fireplace.

A court may provide access to private residences or amenity spaces.



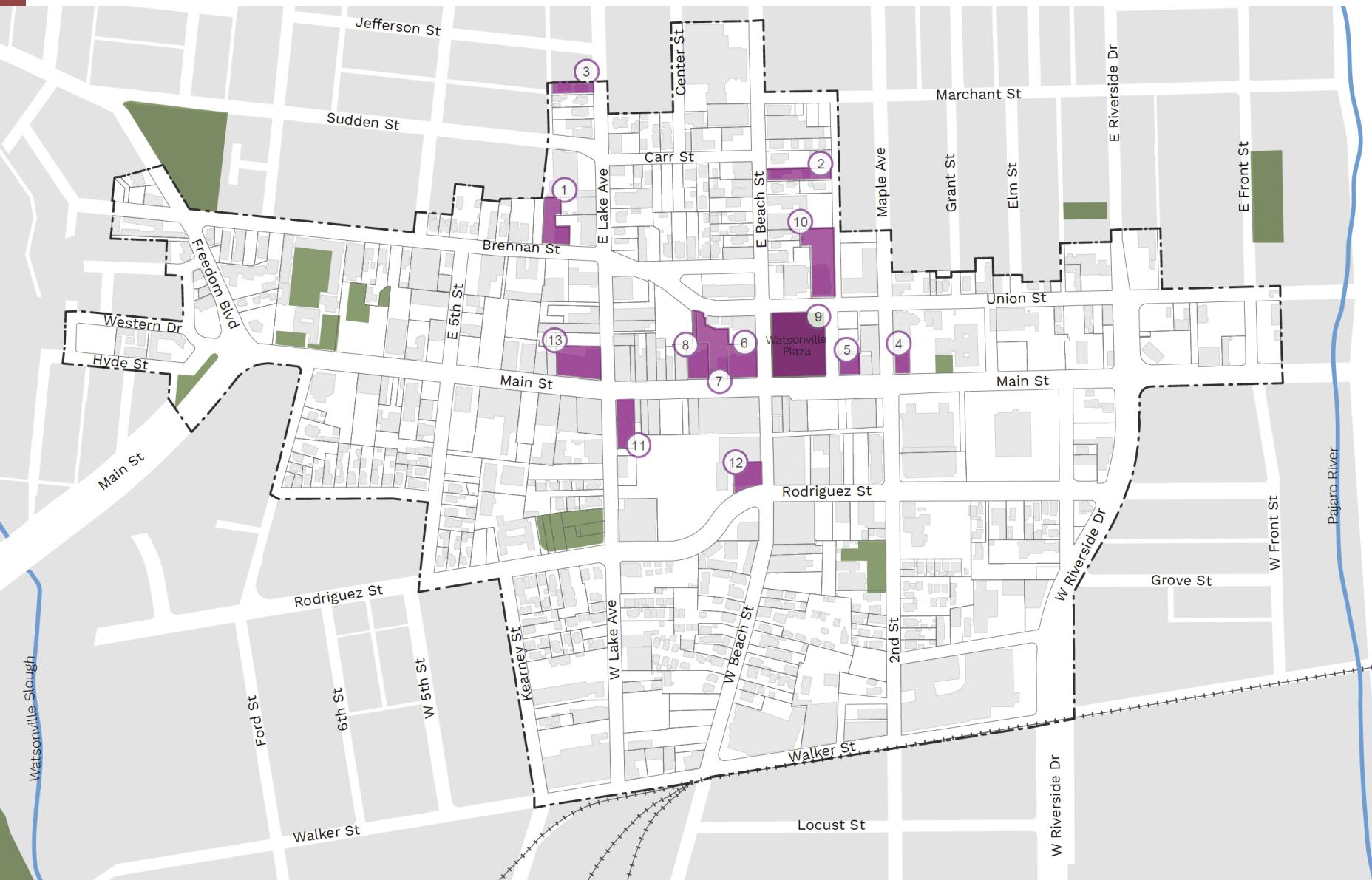
Forecourts help transition from the public to private realm.



Questions?

Chapter 7: Historic Preservation

Designated Resources



13 Designated Resources:

- (7) Federal
- (4) State
- (10) Local

Designated Resource

Designated Resources



Watsonville Woman's Club
12 Brennan Street

“Judge” Julius Lee House/Lewis Home
128 East Beach Street

Tyler/Ash House
225 East Lake Avenue



Porter Building
280 Main Street

Wells Fargo Building
326 Main Street

Lettunich Building
406 Main Street

Mansion House Hotel
418-428 Main Street

Designated Resources



Kalich Building
426-434 Main Street



Watsonville City Plaza
Bounded by Main, Peck, Union, and
East Beach Streets



318 Union Street



Resetar Hotel
15 West Lake Avenue

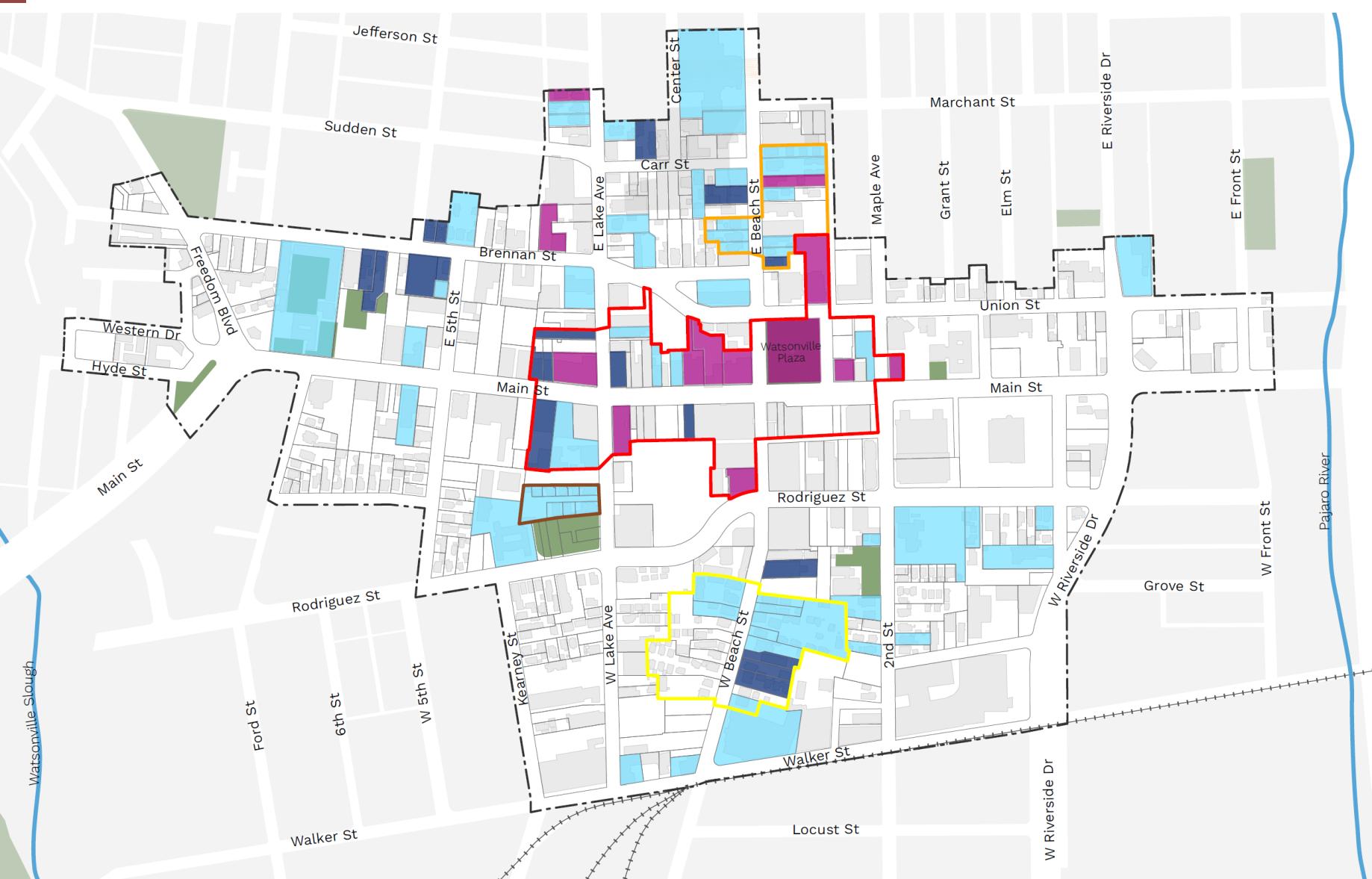


26 West Beach Street



Jefsen Hotel
6 East Lake Avenue

Eligible Resources



(75) Eligible Resources:

- **(58) Tier 1**
- **(17) Tier 2**

4 Potential Districts

Potential Individual Resources

- Tier 1
- Tier 2
- Designated Resource

Potential Historic Districts

- Main Street Commercial District
- East Beach Street Residential Group
- West Beach Street Residential Group
- West Lake Avenue Bungalows

Specific Plan Boundary

Building Footprint

Parks/ Open Space

Waterway

Historic Districts

Main Street Commercial District



FIGURE 7-3
MAIN STREET COMMERCIAL DISTRICT

| Potential Individual Resources | Potential Historic District |
|--------------------------------|---------------------------------|
| Tier 1 | Main Street Commercial District |
| Tier 2 | |
| Designated Resource | |

* Note: Map is not to scale.



East Beach Street Residential District

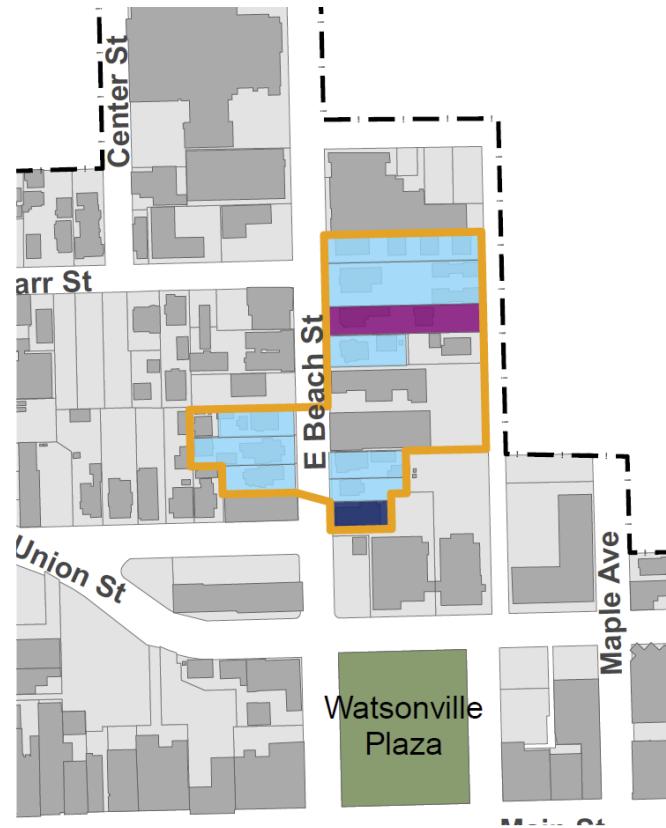


FIGURE 7-4
EAST BEACH STREET RESIDENTIAL DISTRICT

| Potential Individual Resources | Potential Historic District |
|--------------------------------|-------------------------------------|
| Tier 1 | East Beach Street Residential Group |
| Tier 2 | |

* Note: Map is not to scale.



Historic Districts

West Beach Street Residential District

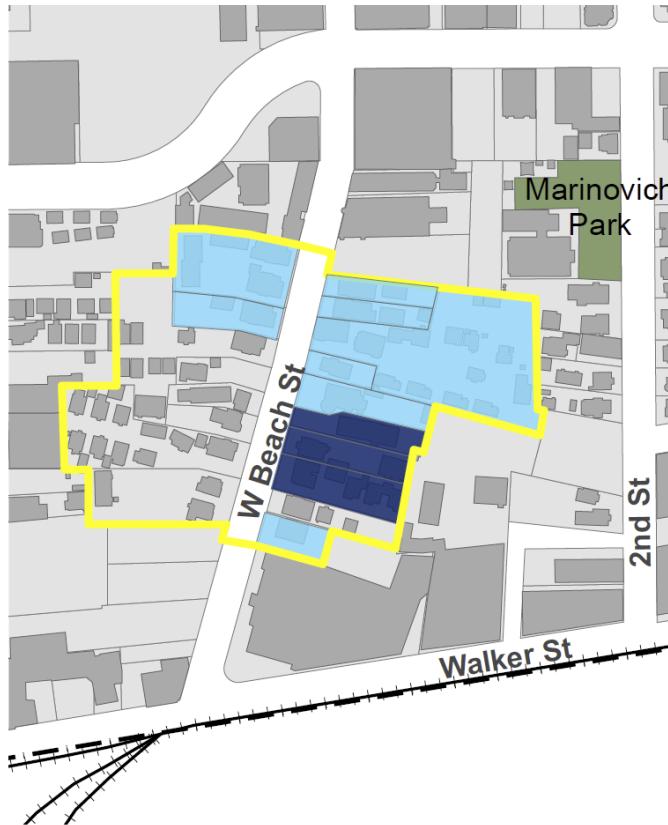


FIGURE 7-5
WEST BEACH STREET RESIDENTIAL DISTRICT

Potential Individual Resources
Tier 1
Tier 2
Potential Historic District
West Beach Street Residential Group
Specific Plan Boundary
Parks/ Open Space

* Note: Map is not to scale.



East Beach Street Residential District

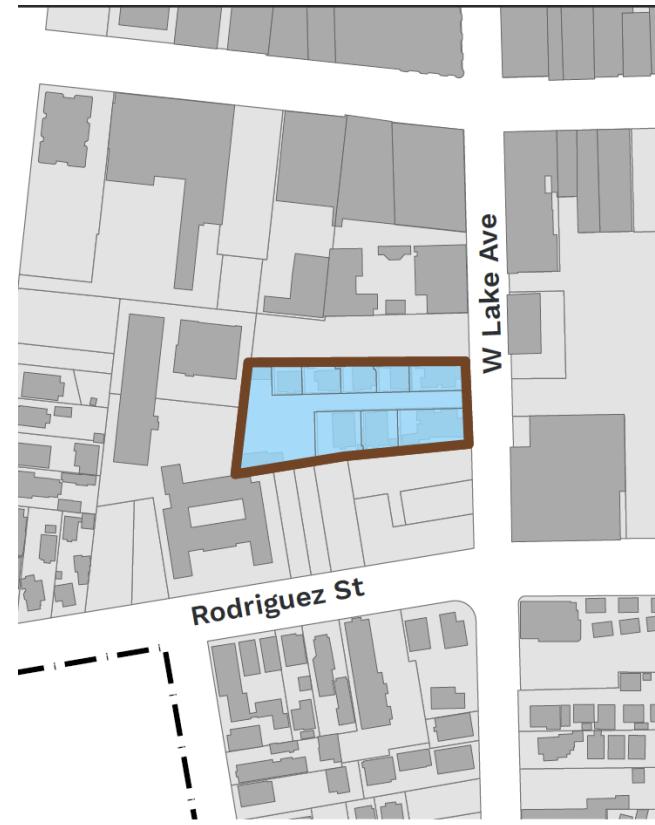


FIGURE 7-6
WEST LAKE AVENUE DISTRICT

Potential Individual Resources
Tier 1
Potential Historic District
West Lake Avenue Bungalows
Specific Plan Boundary
Parks/ Open Space

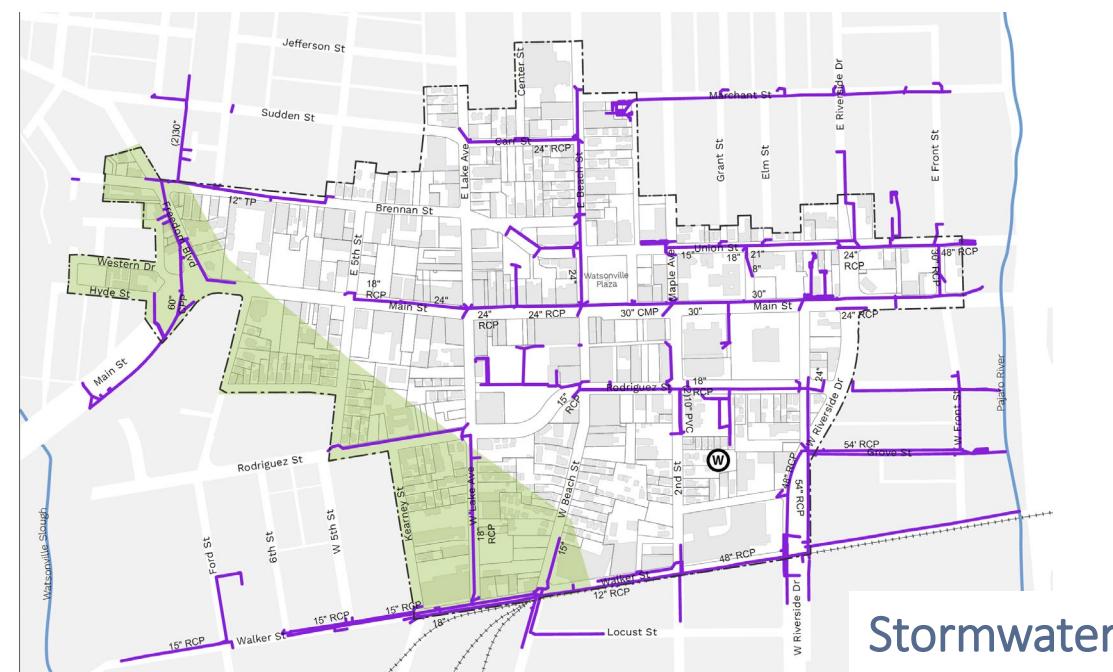
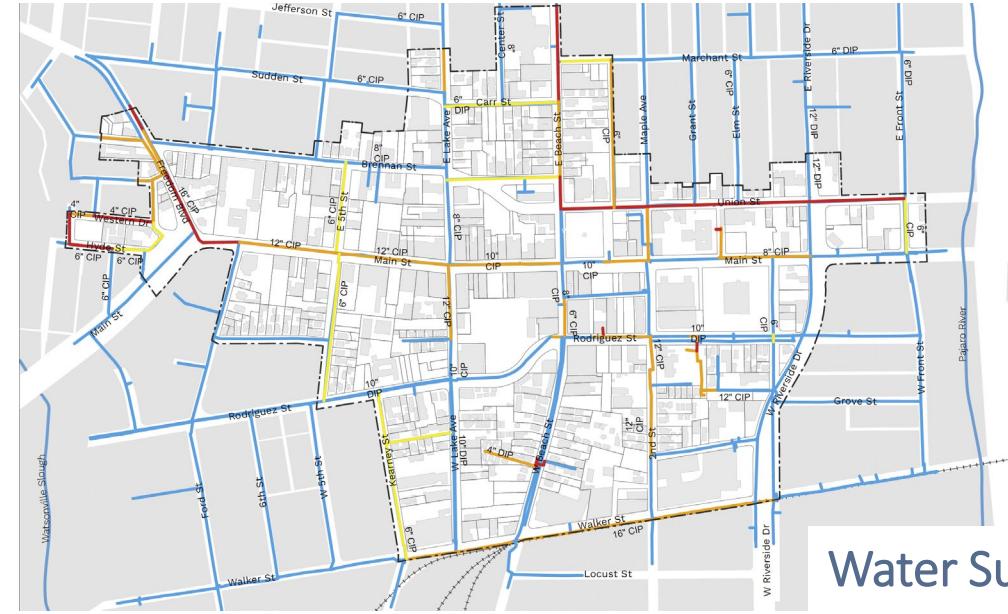
* Note: Map is not to scale.



Chapter 8: Infrastructure

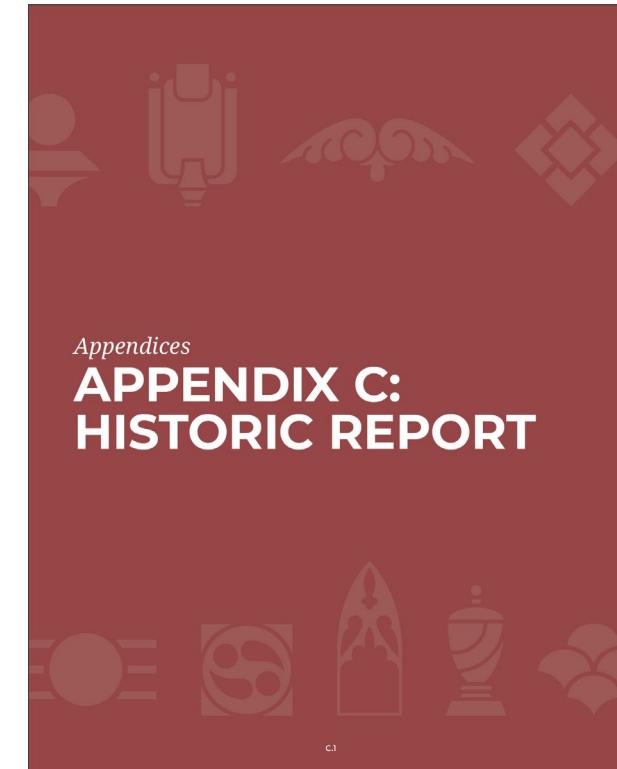
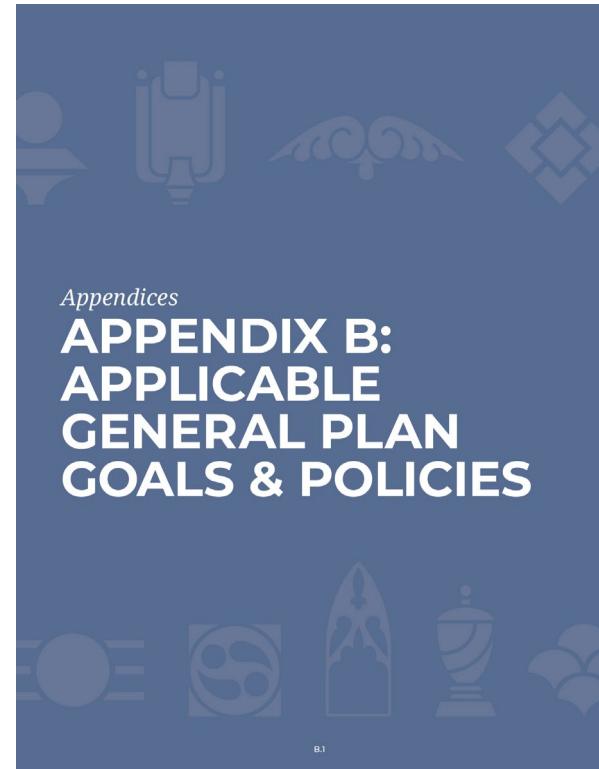
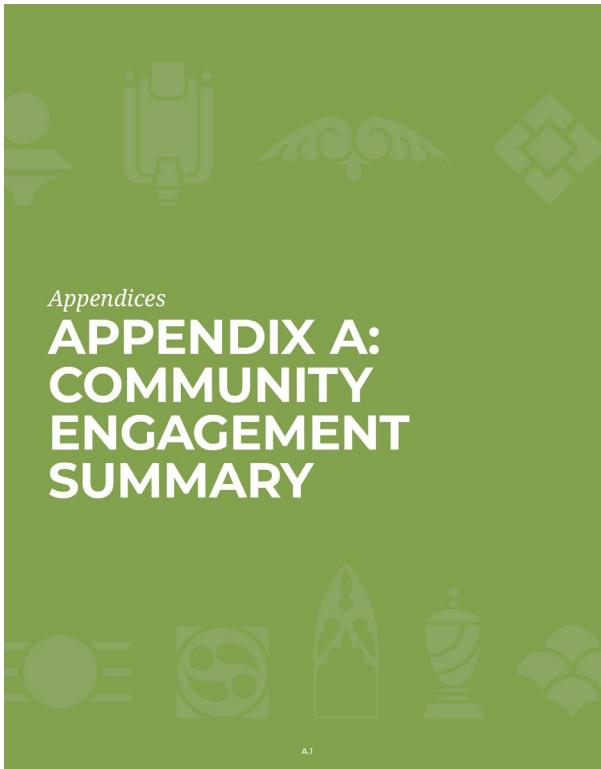
Infrastructure

- Water Supply
- Sanitary Sewer
- Stormwater



Appendices

Appendices



Questions?

Discussion

Wrap-up & Next Steps

How to Provide Comments

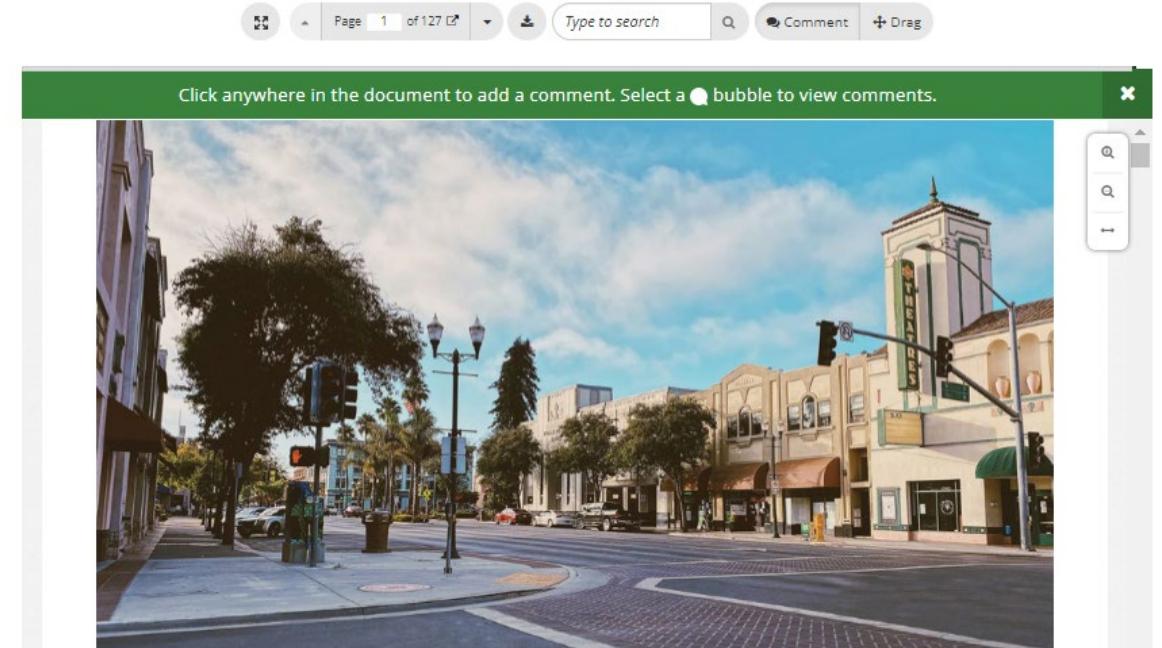
Select Language ▾

- Review of the Public Draft Specific Plan:
 - *Go to the project webpage to provide your comments online on the Plan:*
<https://www.cityofwatsonville.org/1626/Downtown-Specific-Plan>
 - *Or email:*
downtown.specific.plan@cityofwatsonville.org
 - *Provide feedback by July 14, 2022*

Downtown Watsonville Specific Plan (Public Draft) - Chapters 1-4

We want to hear from you!

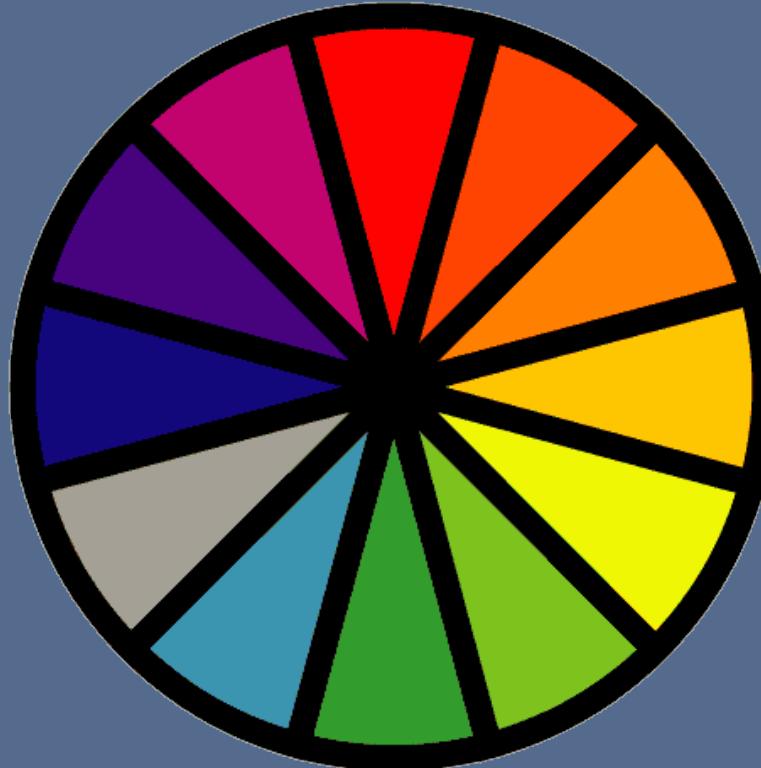
The City of Watsonville has prepared a Specific Plan for downtown Watsonville. This planning effort builds on the historic origins of the area while establishing a clear vision for the future of downtown Watsonville. The Specific Plan articulates a community vision and planning framework that will serve as a guide for the City and other public agency decision-makers, community members and stakeholders over the next 20- 30 years. The City is soliciting feedback on the Specific Plan document through Thursday, July 14, 2022.



Wrap-up & Next Steps

- Public comments due – July 15, 2022
- Final Advisory Committee Meeting - July 21, 2022
- EIR in progress
- Plan Adoption Hearings - Fall 2022

Raffle - Gift Cards to Downtown Businesses!



City of Watsonville

Downtown Specific Plan + EIR

Joint Community Meeting & Advisory Committee Meeting | June 30, 2022