

raimi+
associates

City of Watsonville

Downtown Specific Plan + EIR

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



RAIMI + ASSOCIATES | SARGENT TOWN PLANNING | EPS | RINCON | NELSON/NYGAARD | KIMLEY HORN | BKF

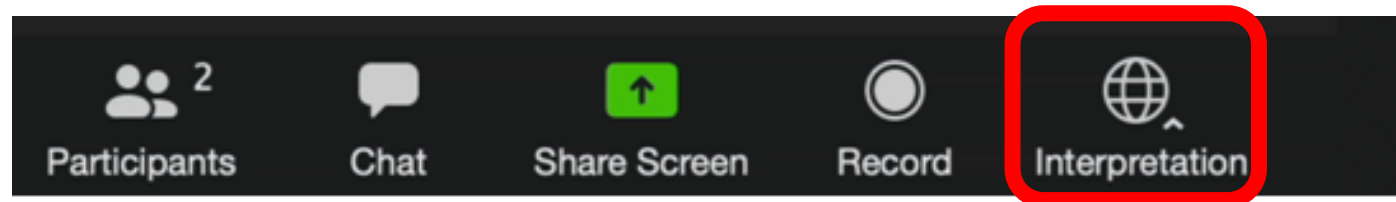
Zoom – What You Need To Know

- Interpretation

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

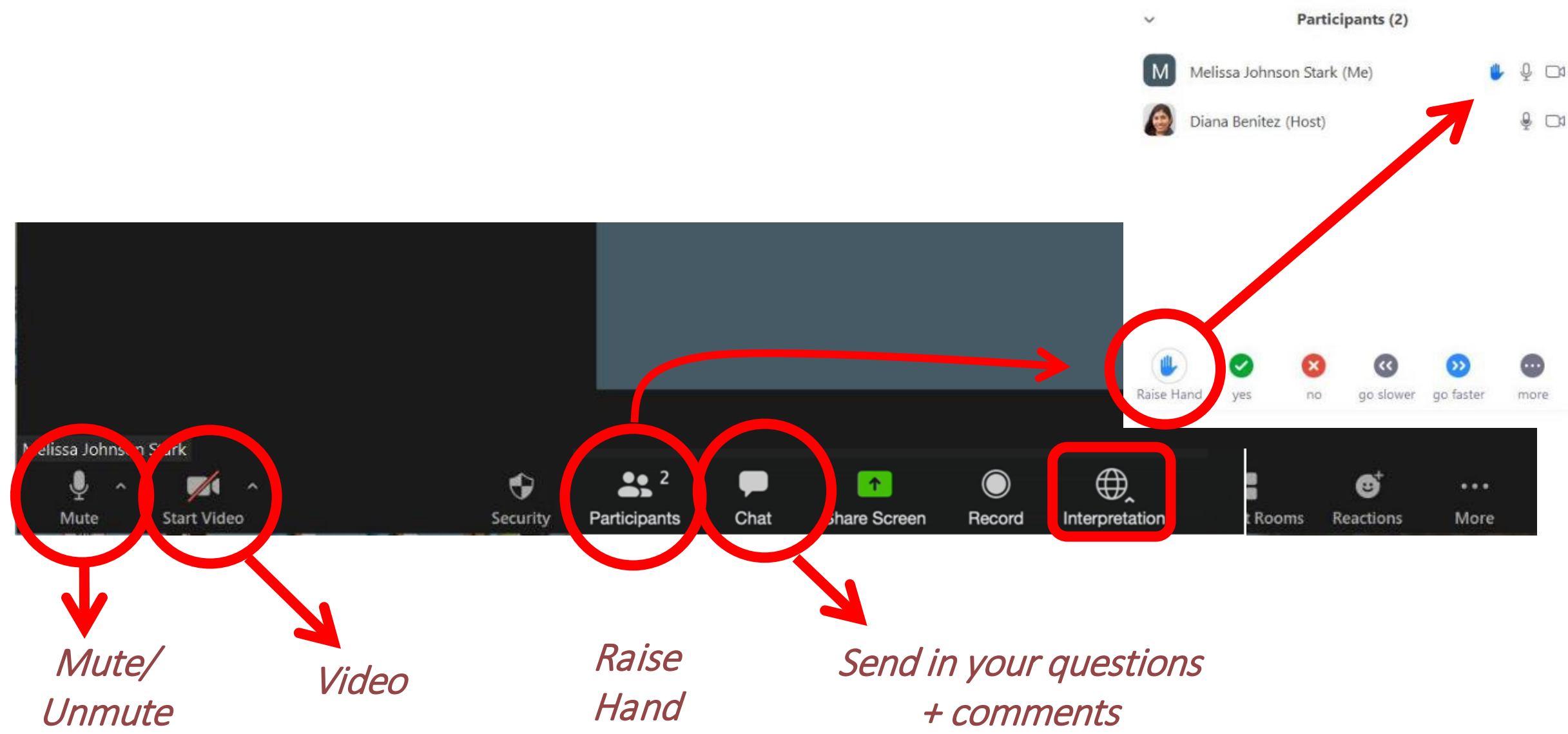
Español – bajo la opción Español

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



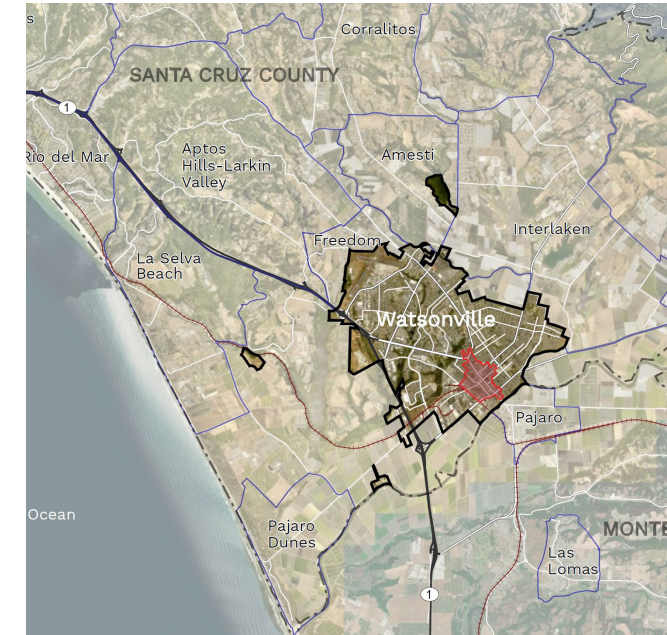
Specific Plan Context





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

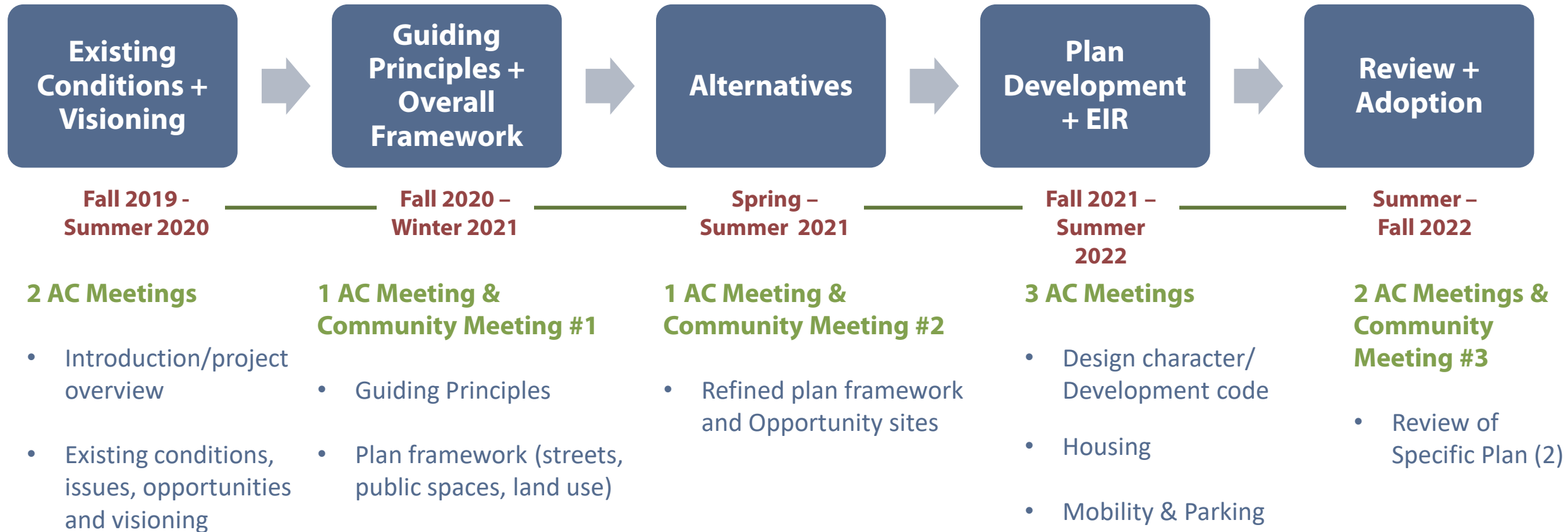


-  Specific Plan Boundary
 Parks/ Open Space
 Rail Line
 Waterway



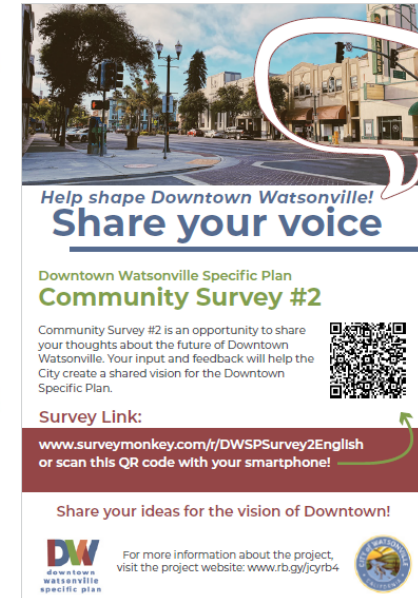
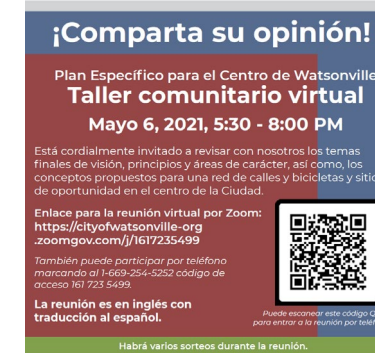
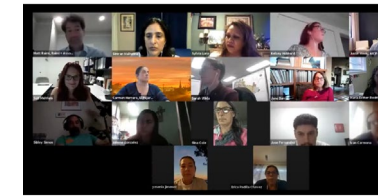
Specific Plan Process Overview

We are here



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**



DOWNTOWN WATSONVILLE SPECIFIC PLAN

CITY OF WATSONVILLE, CALIFORNIA—Public Draft, June 2022



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.

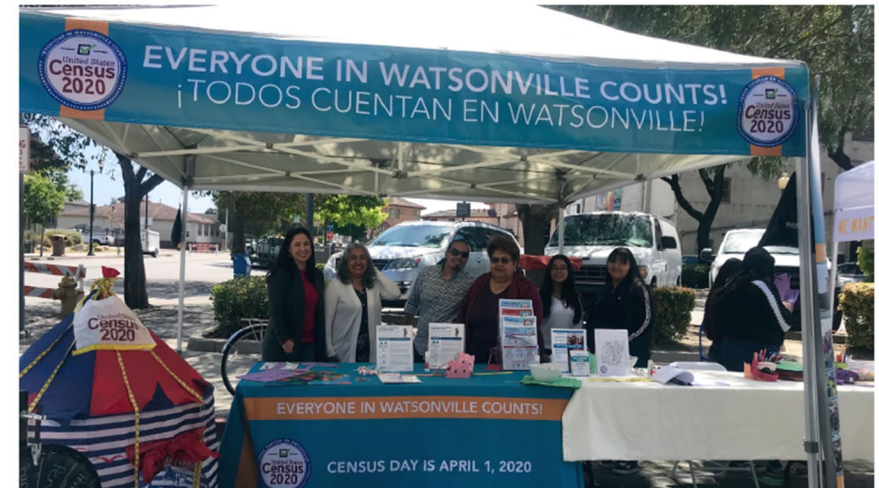
- **Policy 7.1: Existing affordable housing stock.** Protect existing affordable housing downtown (older housing stock) by restricting condominium conversions, preserving existing SROs, instituting replacement requirements, and by expanding the City's existing Owner-Occupied and Rental Housing Rehabilitation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

Goal 11

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

Mobility and Parking

• 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.

• 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 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 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.

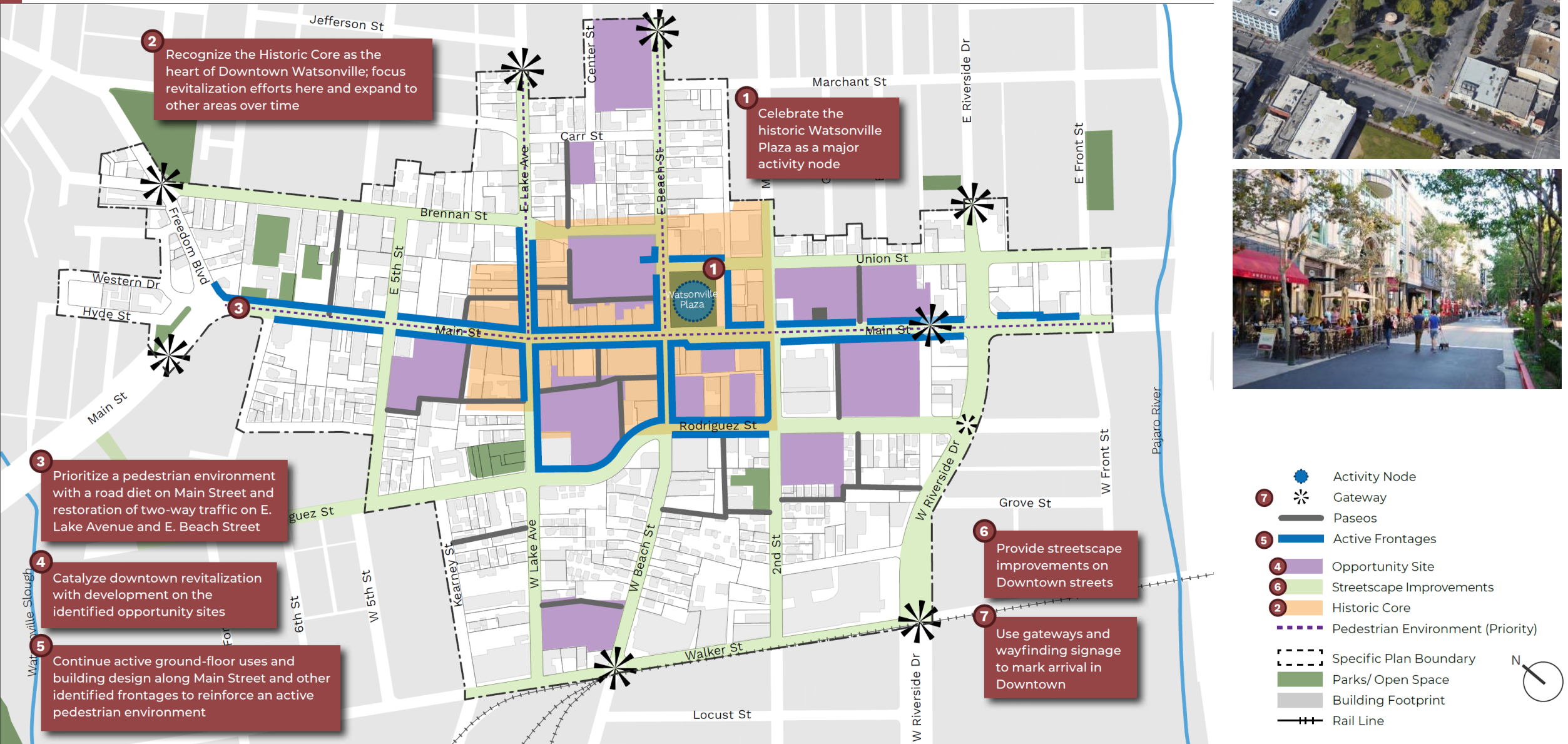
• Policy 11.5: Curb Management.

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

Questions?

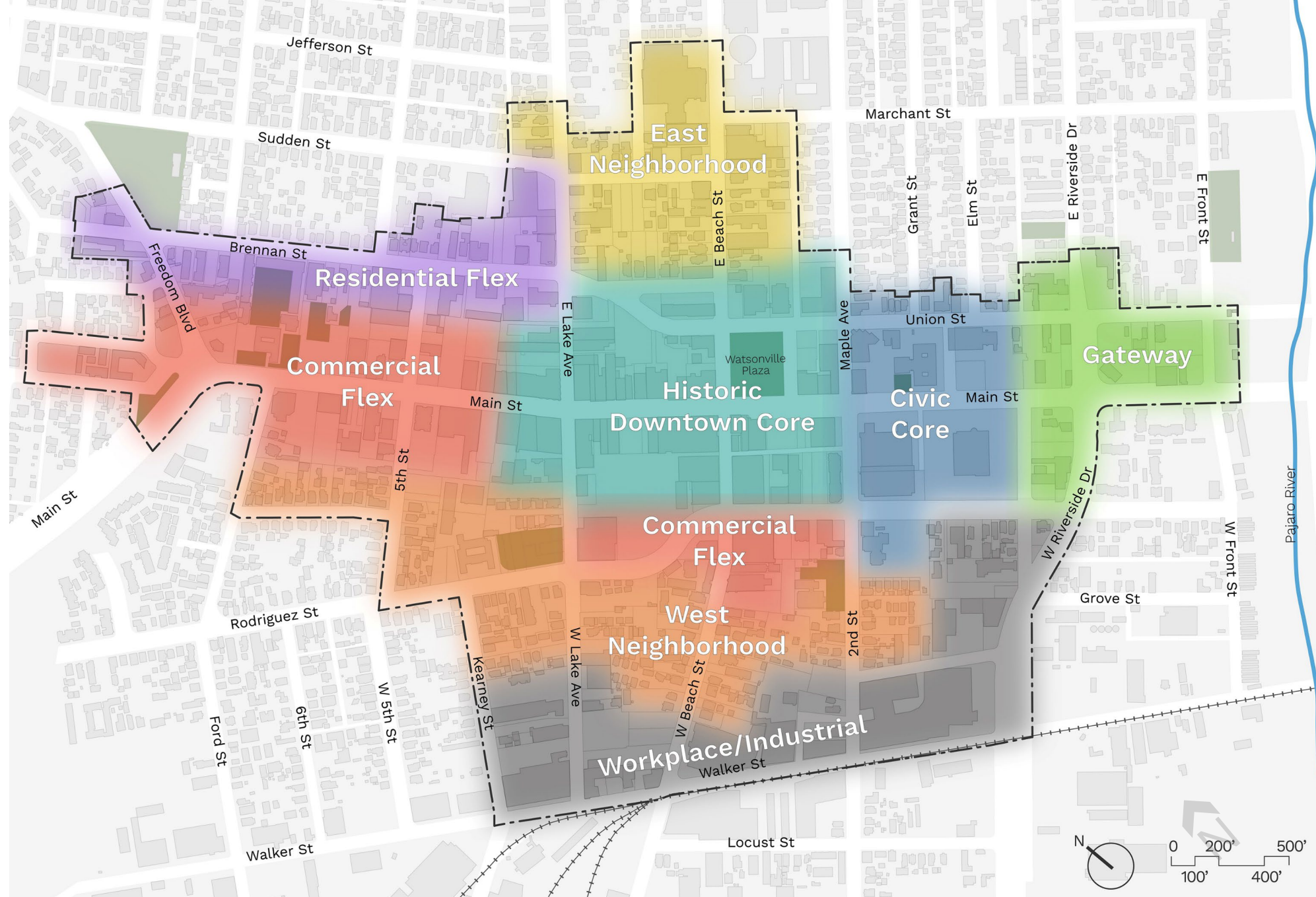
Chapter 3: Design Framework

Design Framework



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.)



FIGURE 3-4
HISTORIC DOWNTOWN CORE CHARACTER AREA

- Character Area Boundary
- Specific Plan Boundary
- Parks/Open Space

* Note: Map is not to scale.

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

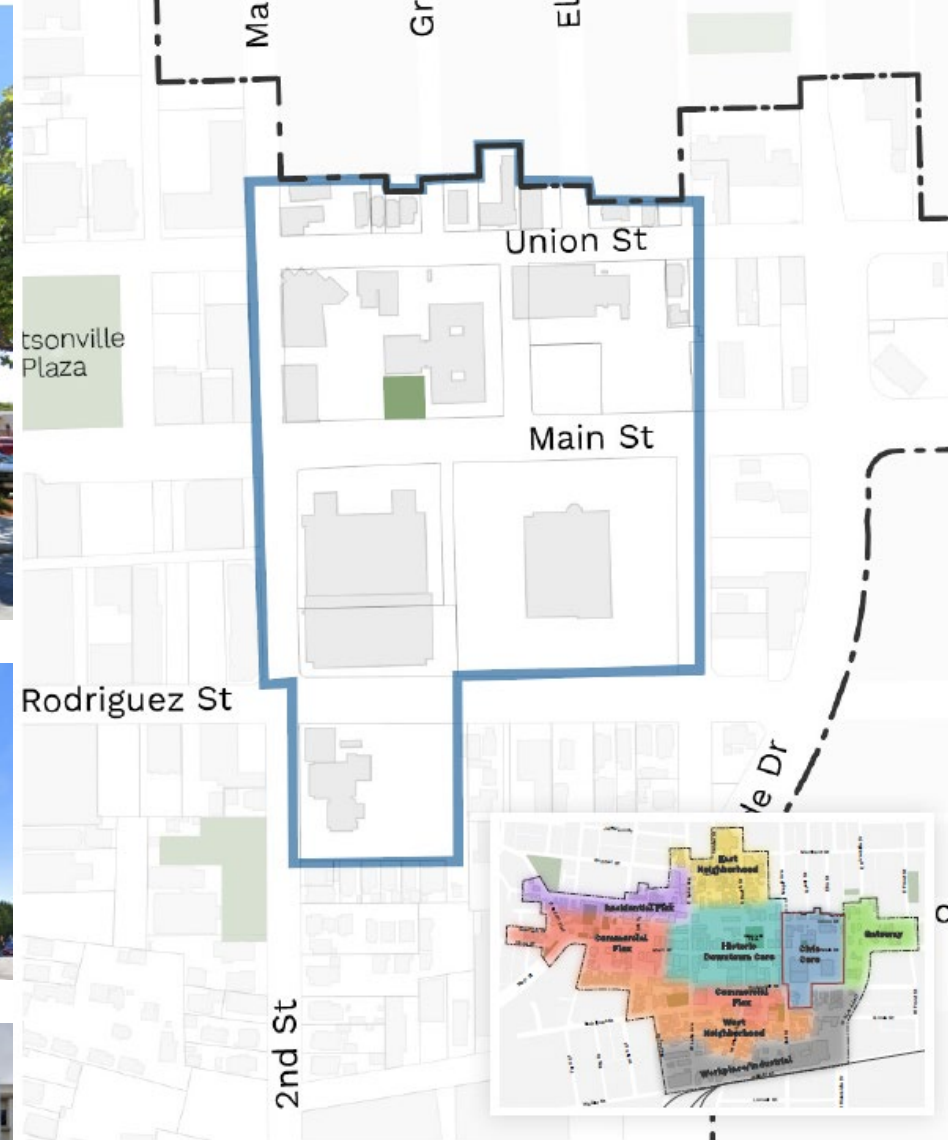


FIGURE 3-7
CIVIC CORE CHARACTER AREA

- 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

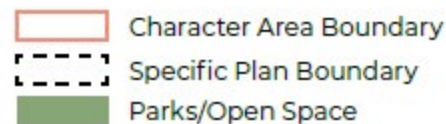
Placemaking Priorities

- 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 CHARACTER AREA

* Note: Map is not to scale.



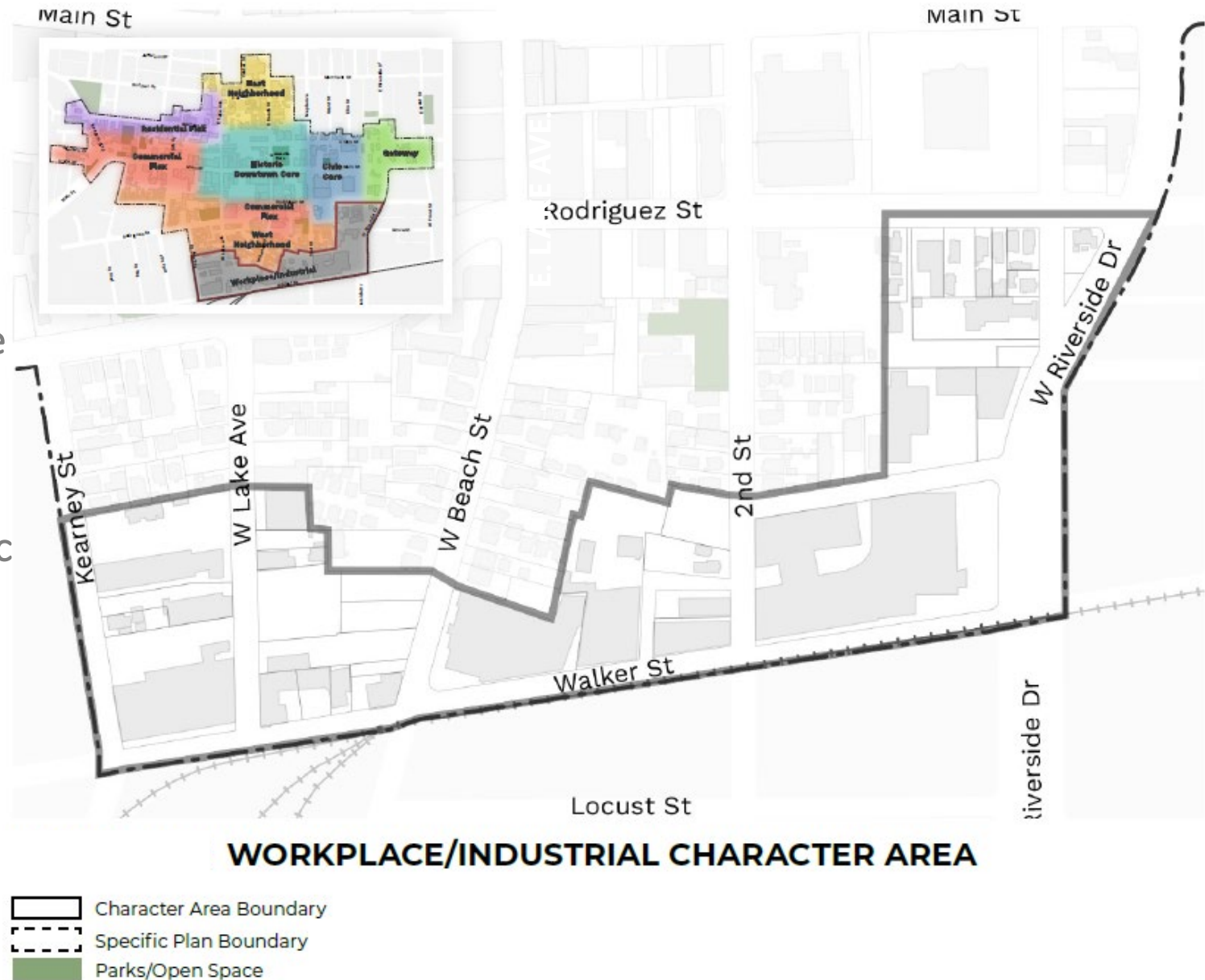
Commercial Flex– Opportunity Sites

Main and 5th Street Infill



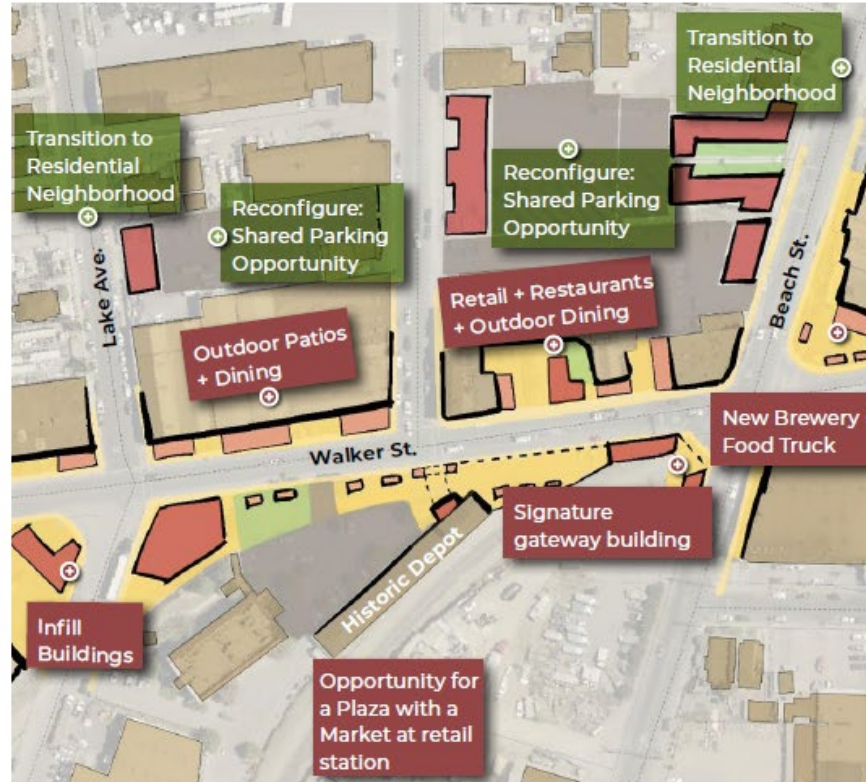
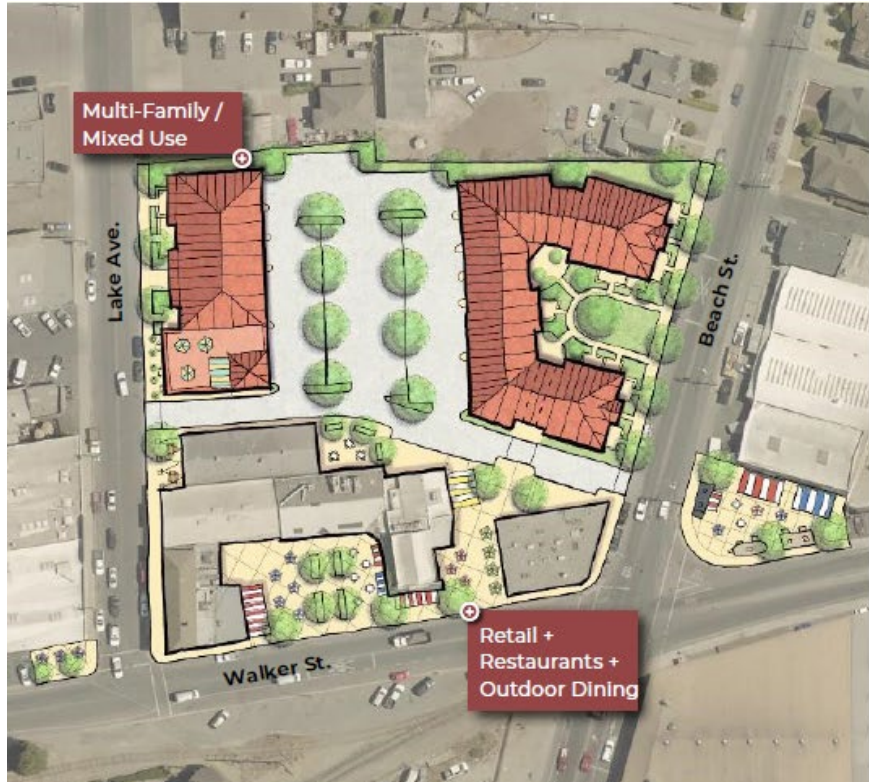
Workplace/Industrial Placemaking Priorities

- 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

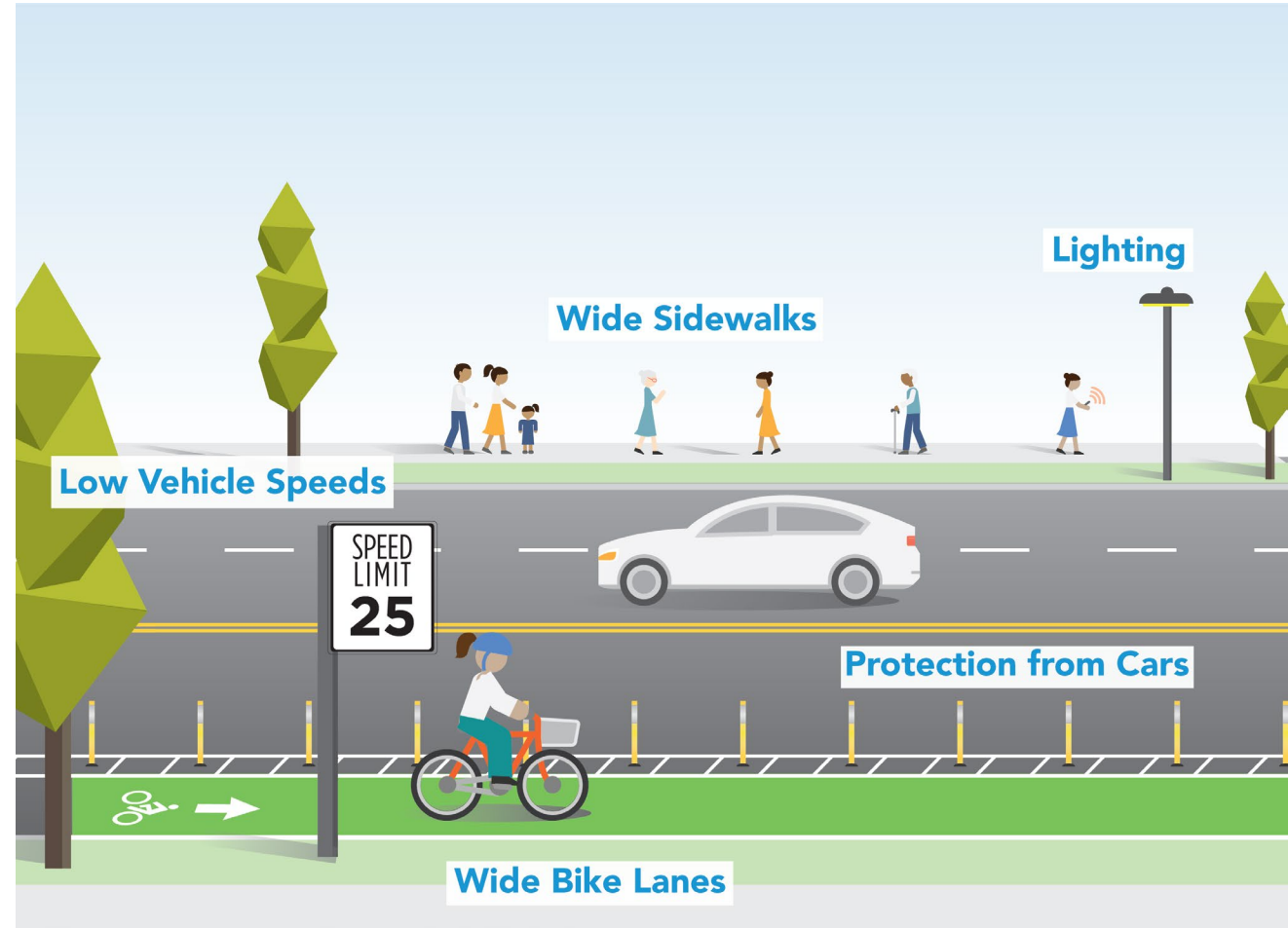
Multimodal Strategies & Objectives

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

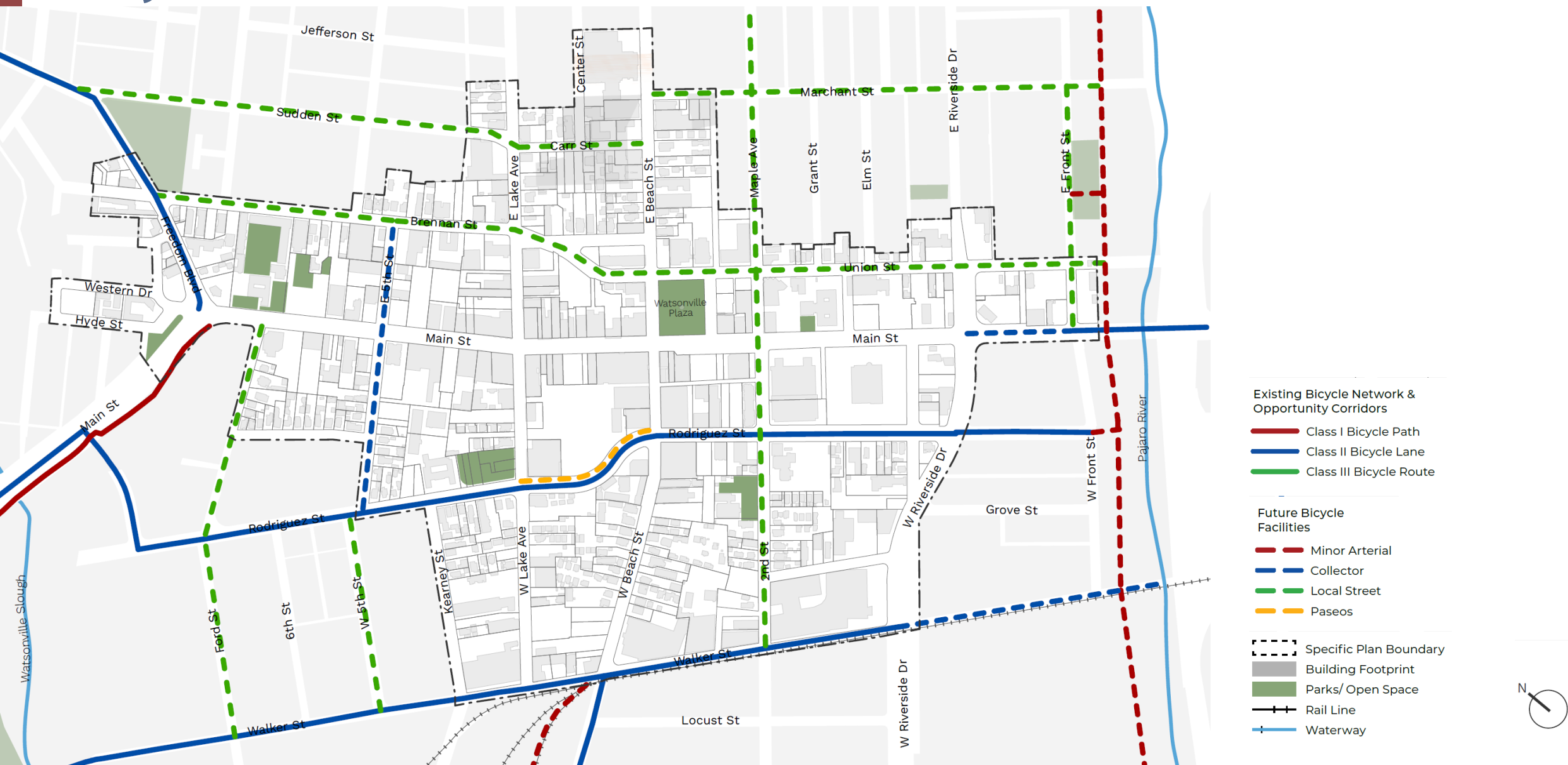
- Short-Term: Remain 1-way
- Long-Term: Become 2-way



100



Bicycle Network



Multimodal Network and Strategies



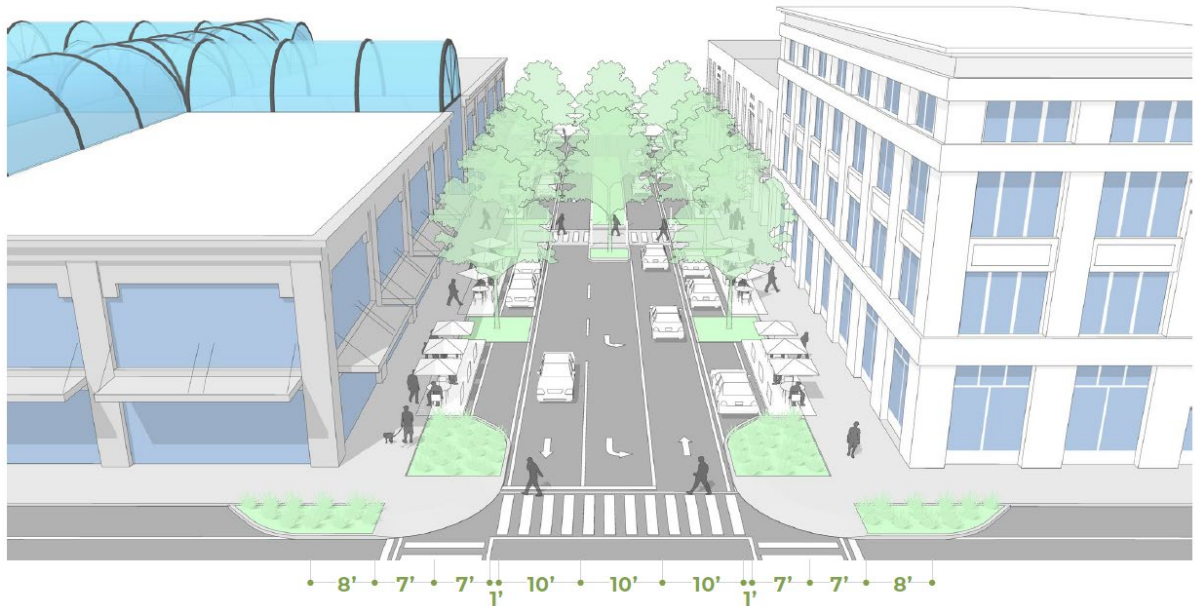
Street Network: Main Street



Between E. Lake and E. Beach



Between Central Avenue and First Street



Street Network: E. Beach Street & E. Lake Avenue

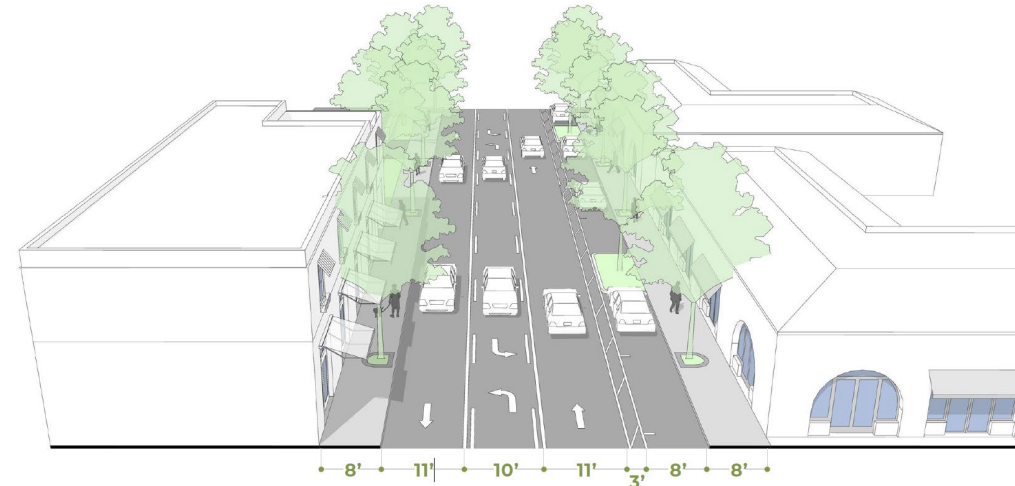
(Main Street to Union Street)



E. Beach Street



E. Lake Avenue

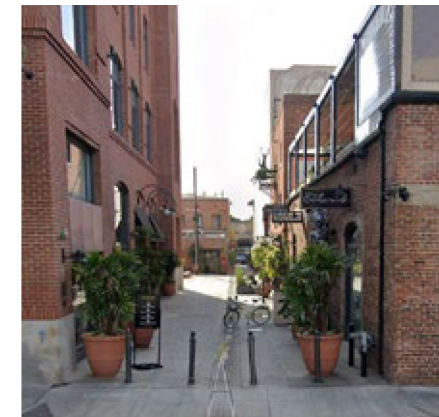
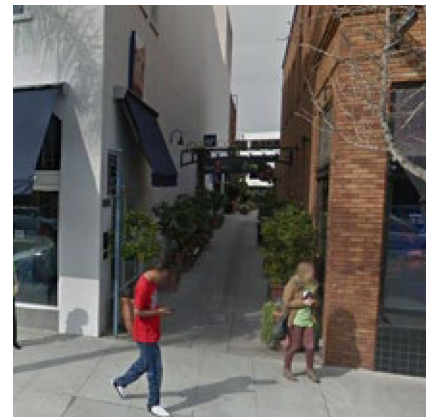
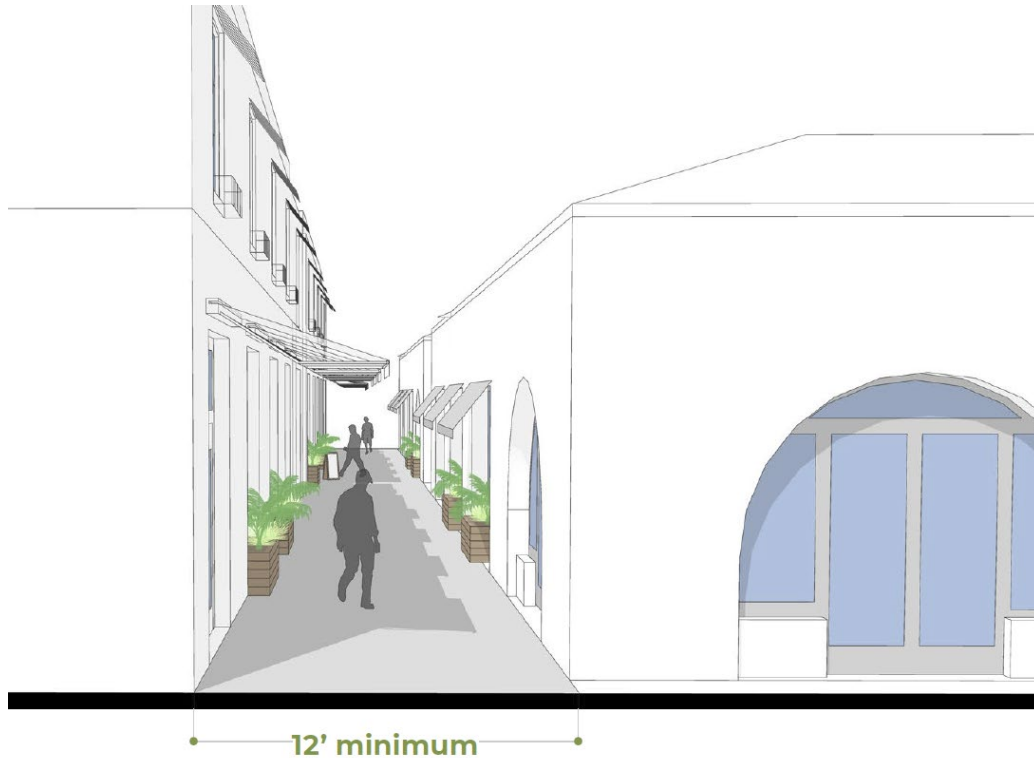


Street Network: Union Street (Maple Avenue to Grant Street)



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

- **TDM programs** should be developed, implemented, and updated based on regular evaluation 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.

- **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 mixed-use residential projects.
- **VTM 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 in turn fund the construction of active transportation facilities in the Plan area and enhance connectivity to regional trails.

Guidelines

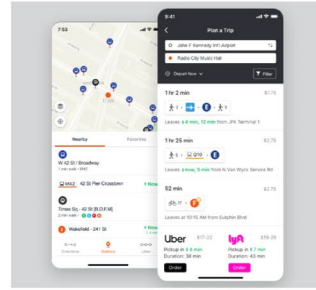
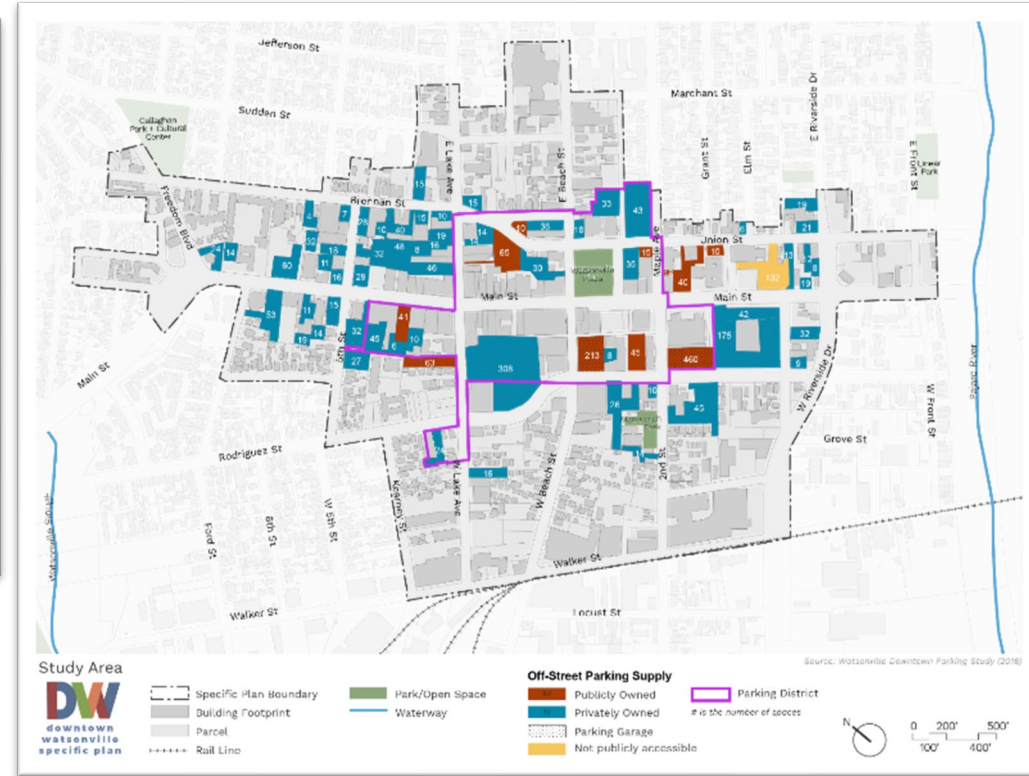


PHOTO CAPTION—Example of a mobile app (Moovit) that integrates all mobility options into one digital platform

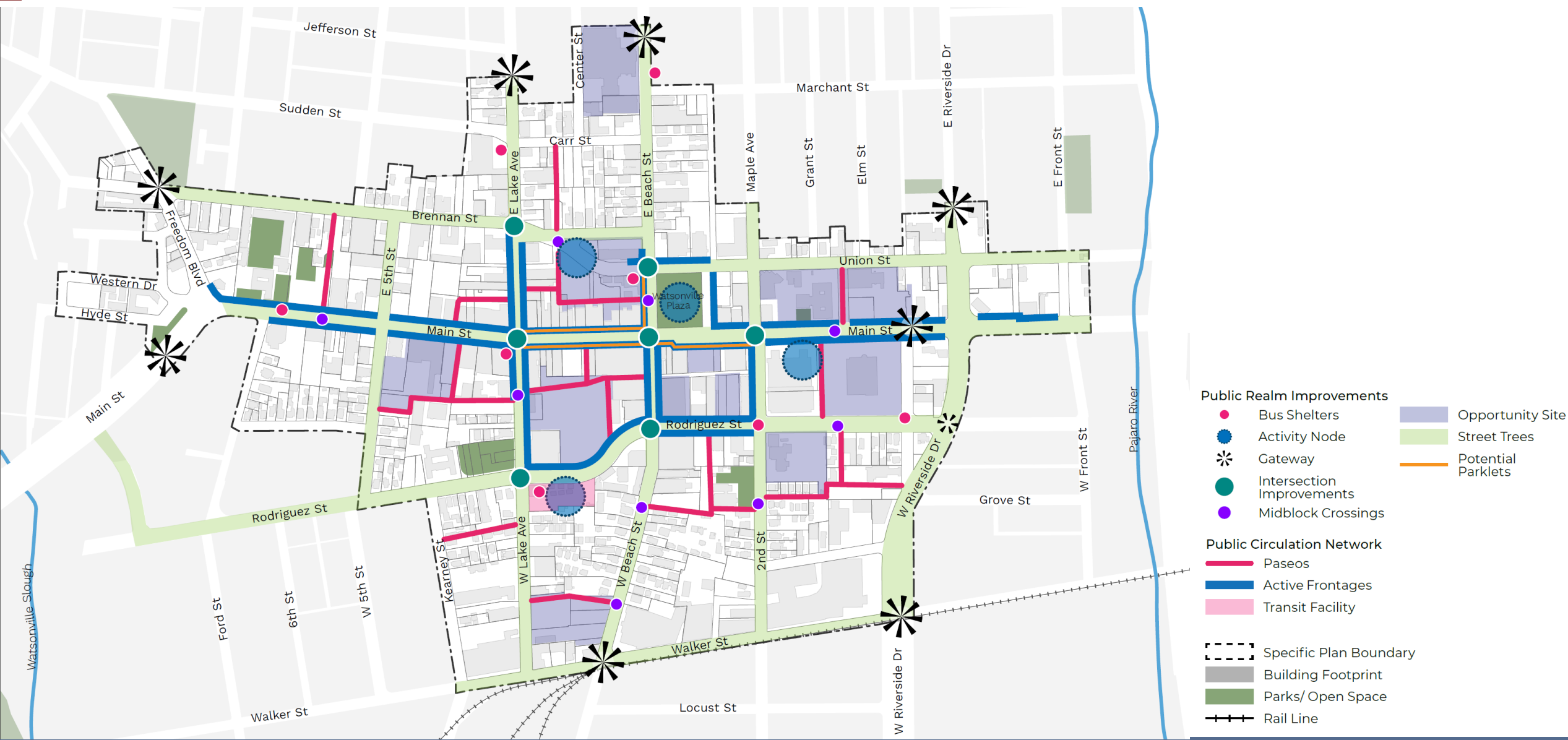
- **Transportation Management Association (TMA)** may be established to manage, promote, and communicate TDM options to Plan area residents, employees, and visitors more effectively. TMAs are particularly useful in downtown commercial areas where specific businesses may lack the resources to implement 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 employees.
- **Discounted transit passes** may be provided to Plan area employees and residents through parking revenues or be included as a TDM mitigation measure for new development.
- **Telecommuting and flexible work schedules** to reduce the frequency of commuter trips during peak hours should be encouraged for major employers and may be included as a TDM mitigation measure for new development.
- **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.
- **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.
- **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 crista-galli
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
Biloxy Crape Myrtle
TYPE
Deciduous



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

Streetscape Improvements

Street & Pedestrian Lighting



Parklets

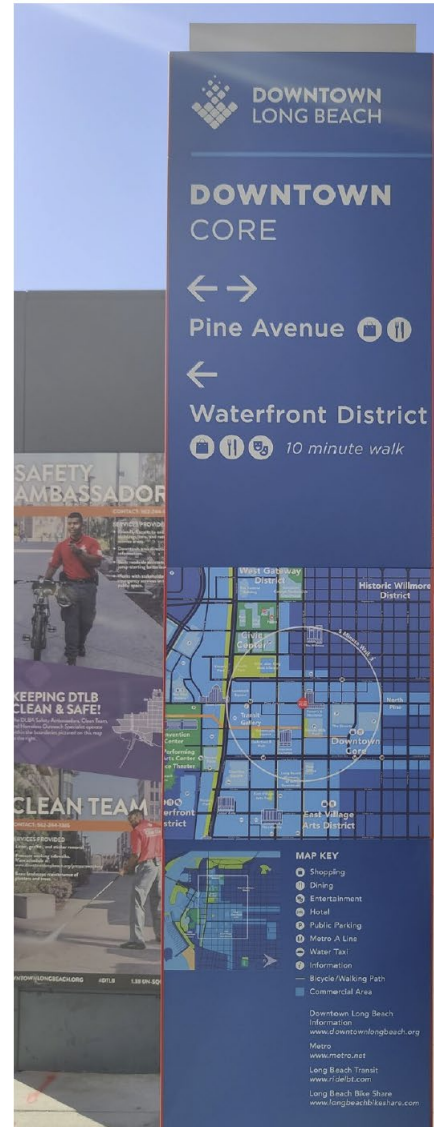


Streetscape Improvements

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

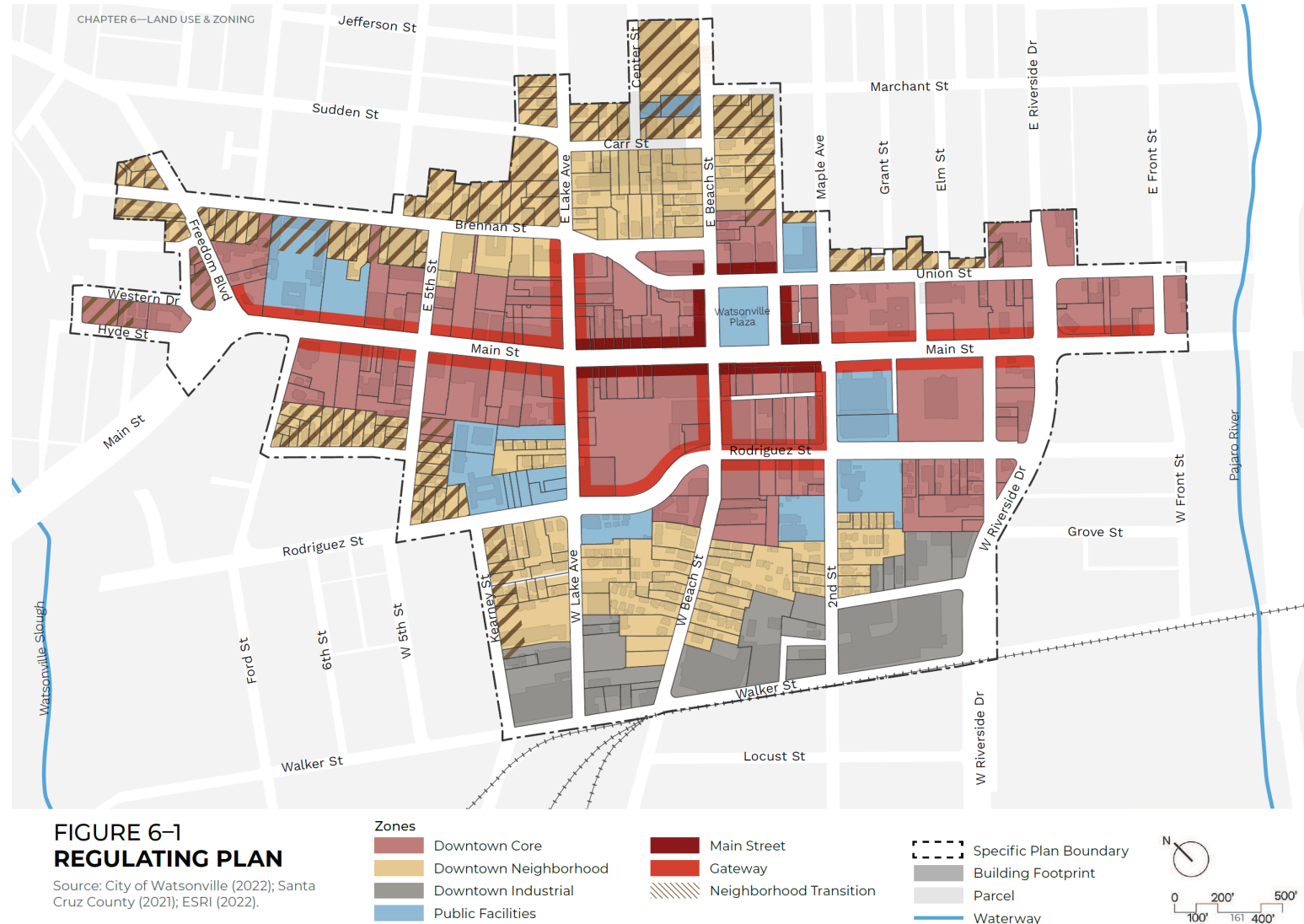


Questions?

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

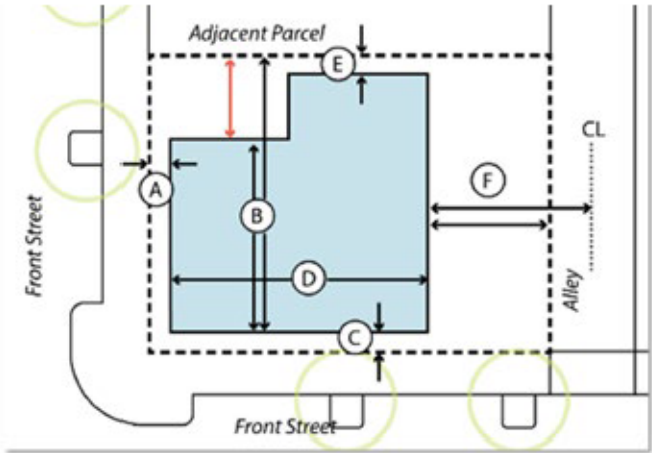
1. Per WMC § 14-12.400, all new industrial development, as with all new development, will be subject to required findings of compatibility between adjacent uses related to traffic, noise, odors, visual nuisances, and other similar adverse effects.

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.

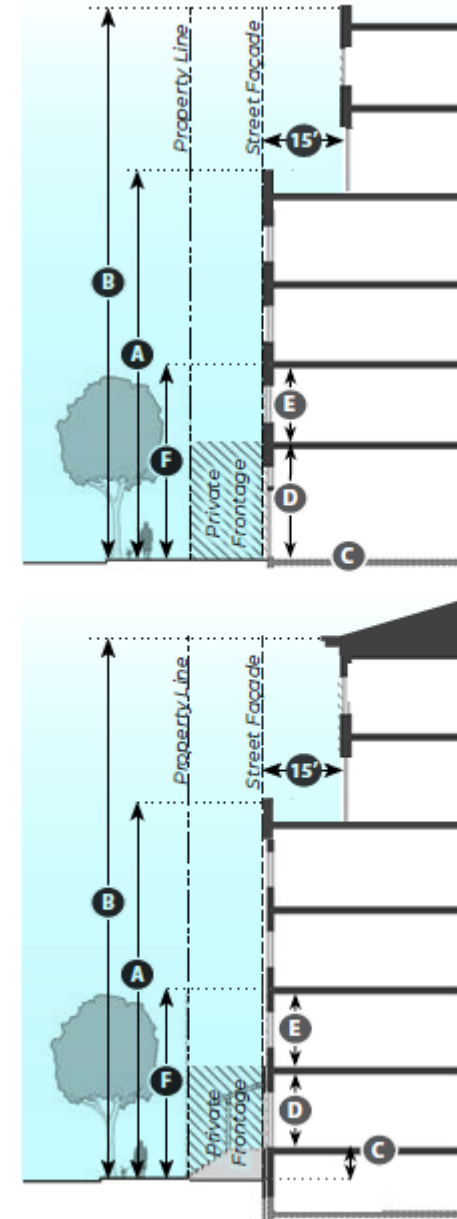
Table 6-4 Building Placement		Downtown Core	Downtown Neighborhood	Downtown Industrial
A	Front street build-to range, according to ground floor use:			
	Non-Residential	0' – 10'	5' – 15'	
	Residential or Retail-Ready	10'	10' – 15'	
B	Front street buildout (min)	100%	70%	
C	Side street build-to range	NA	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

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	8 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	10 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	<i>For façades longer than 100'</i>	<i>For façades longer than 80'</i>	<i>For façades longer than 150'</i>
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

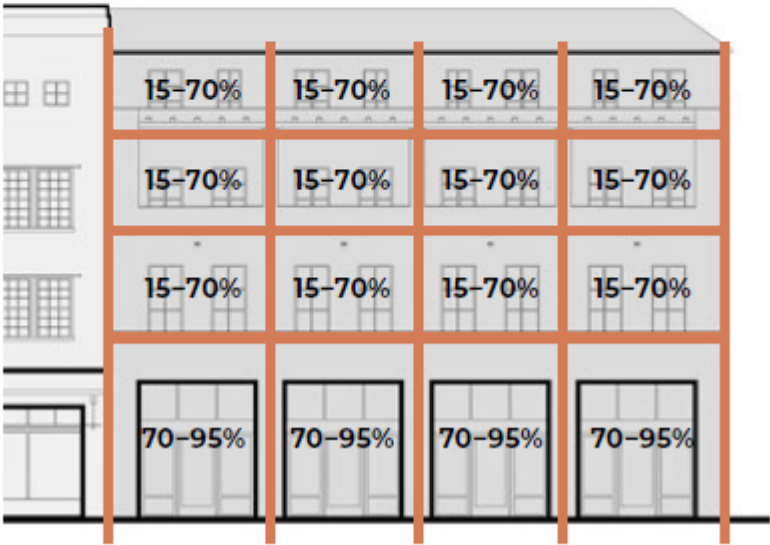
- Base, middle and top, Rhythm pattern
- Fenestration requirements



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

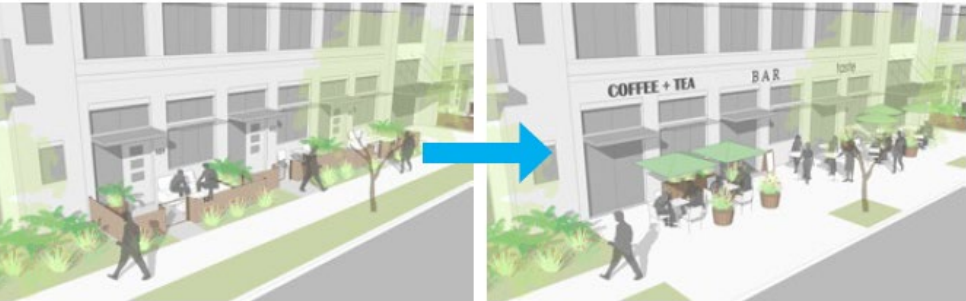


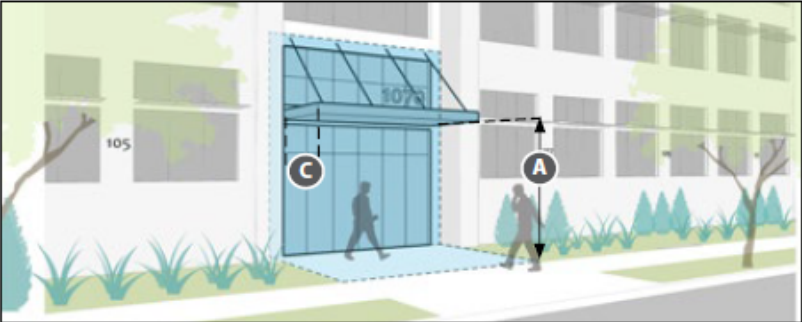
Figure 6-6 Retail-Ready Terrace



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'
	Area of outdoor space*	80 sf	-
C	Awning/Canopy Depth	4'	-

* Does not include public R.O.W.

Site Standards & Guidelines

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.

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.



3. Forecourt

- a. **Description.** A forecourt is a court that abuts the public sidewalk. Where forecourts give access to retail and other public uses, they function as an extension of the public realm. Where forecourts grant access to residential or other private uses, they function as transitional spaces between the public and private realms.
- b. **Guidelines.** Forecourts should be a minimum of 15' x 15' in size.
- c. **Build-Out Requirements.** A forecourt is a permitted exception to the build-out requirement for a lot. See Section 6.5.A.

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

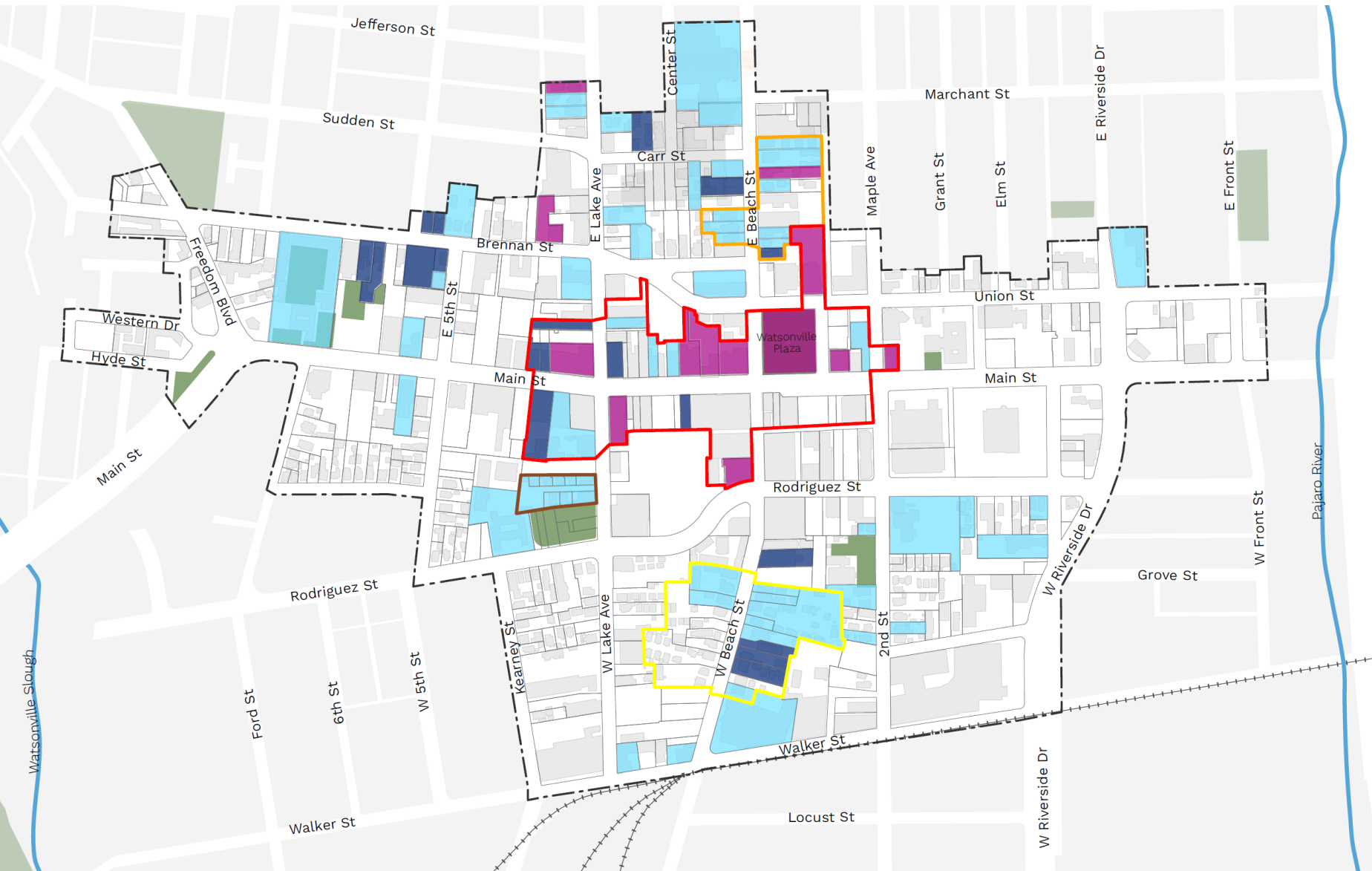


26 West Beach Street



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 |
| Light Blue: Tier 1 | Red Outline: Main Street Commercial District |
| Dark Blue: Tier 2 | Dashed Line: Specific Plan Boundary |
| Purple: Designated Resource | Green: Parks/Open Space |

* 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 |
| Light Blue: Tier 1 | Yellow Outline: East Beach Street Residential Group |
| Dark Blue: Tier 2 | Dashed Line: Specific Plan Boundary |
| Purple: Designated Resource | Green: Parks/Open Space |

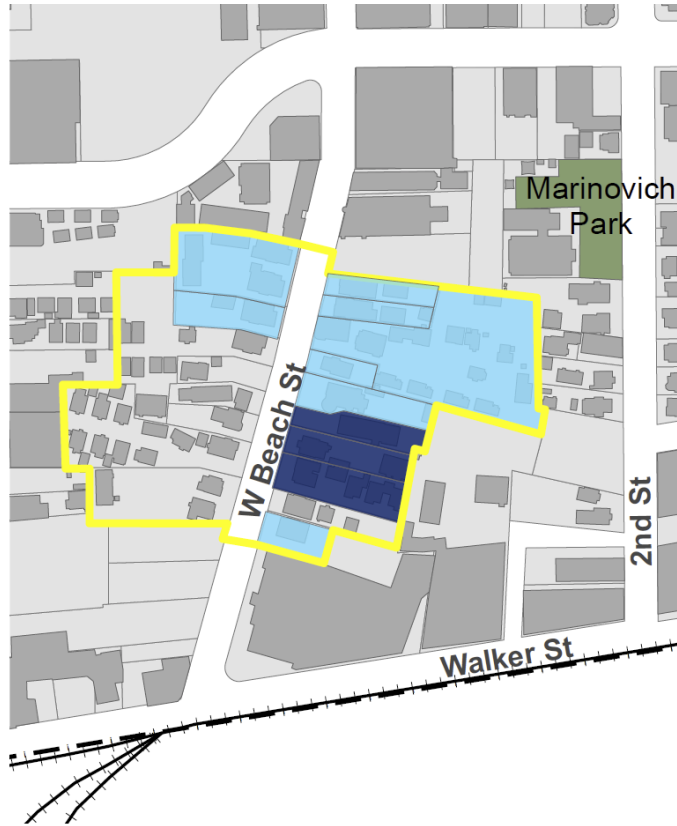
* Note: Map is not to scale.



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Historic Districts

West Beach Street Residential District



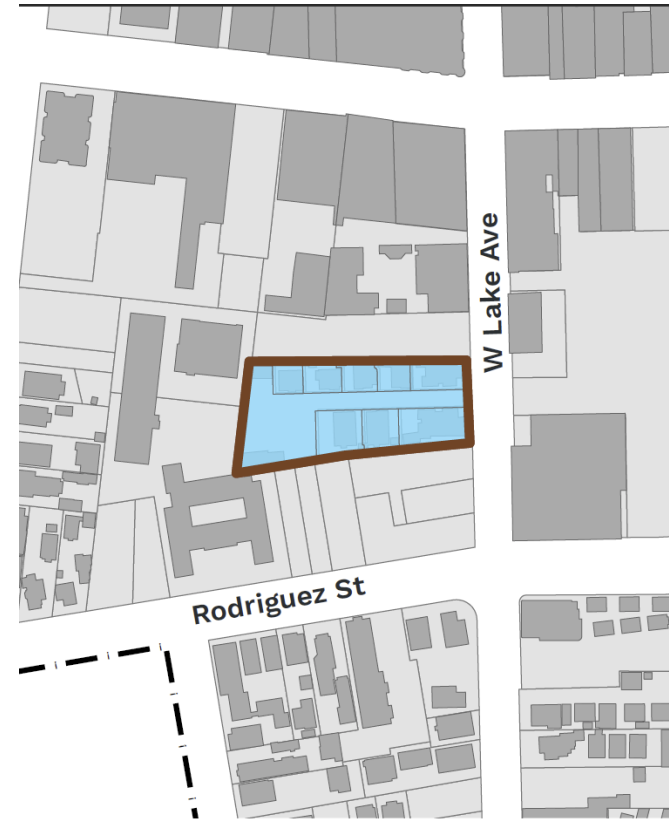
**FIGURE 7-5
WEST BEACH STREET RESIDENTIAL DISTRICT**

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.

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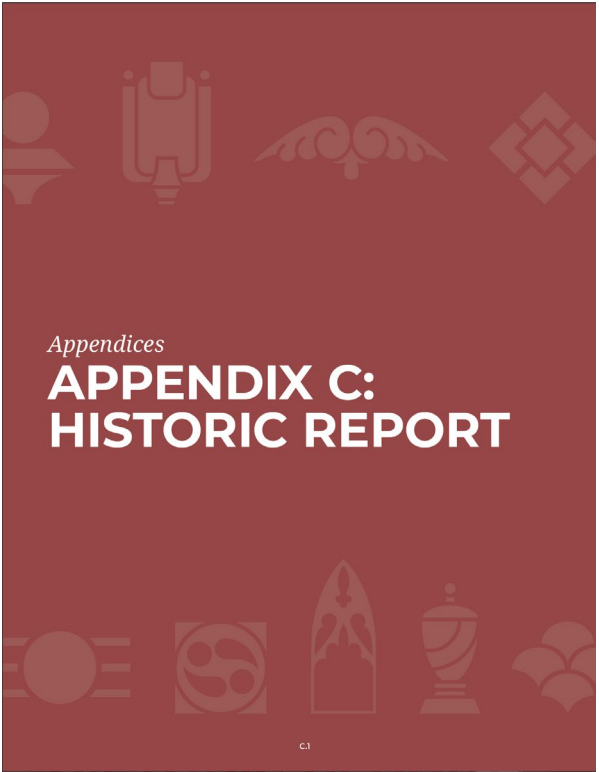
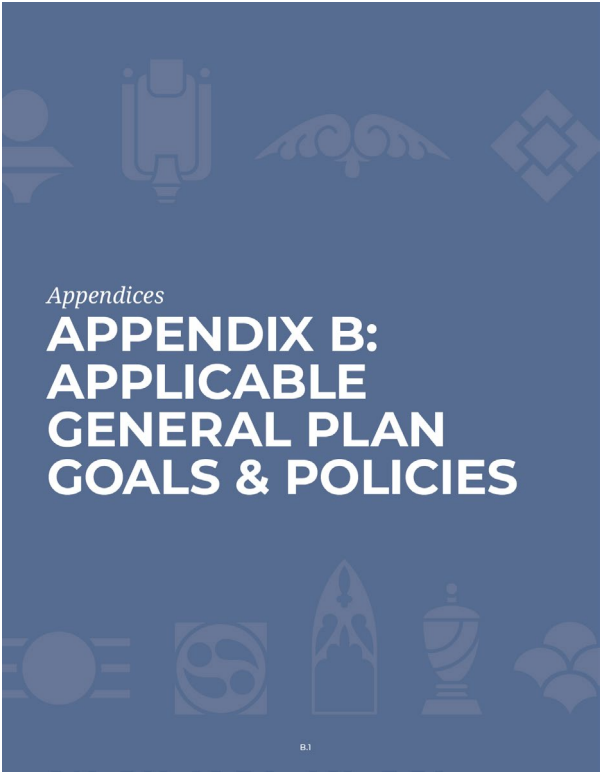
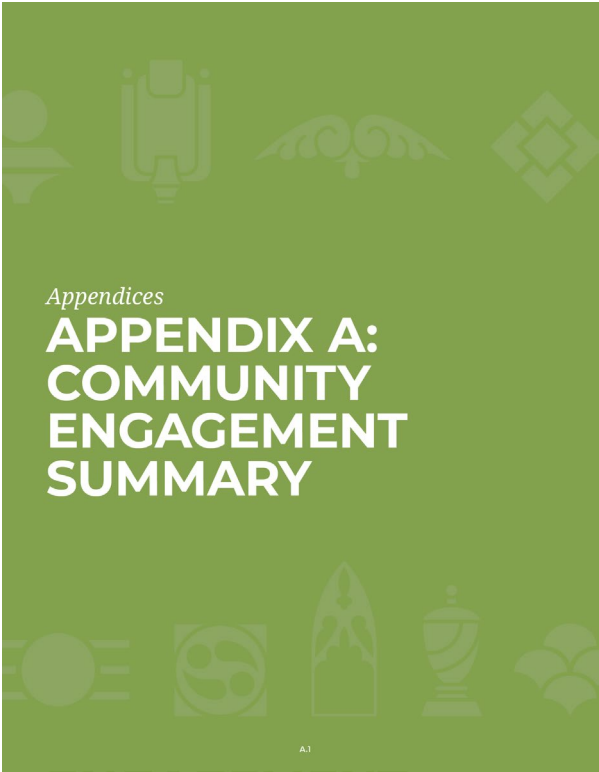
Chapter 8: Infrastructure

- Water Supply
- Sanitary Sewer
- Stormwater



Appendices

Appendices



Questions?

Discussion

Wrap-up & Next Steps

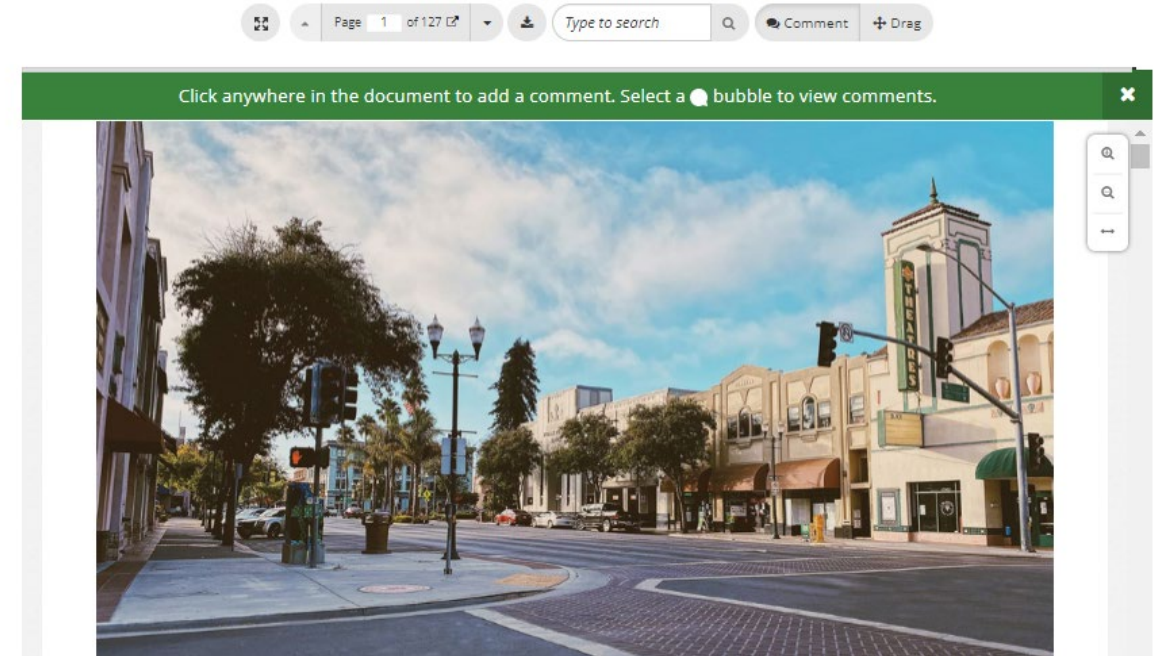
How to Provide Comments

- 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.

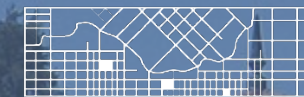


Wrap-up & Next Steps

- 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!





raimi+
associates

City of Watsonville

Downtown Specific Plan + EIR

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