



Chapter 5:

PUBLIC REALM IMPROVEMENTS

- 5.1—Introduction
- 5.2—Streets
- 5.3—Streetscape Improvements
- 5.4—Public Art
- 5.5—Events Programming
- 5.6—Plazas and Courtyards





PLACEMAKING IS A PEOPLE-CENTERED AND COLLABORATIVE APPROACH TO THE PLANNING, DESIGN, AND MANAGEMENT OF PUBLIC SPACES. IT STRENGTHENS THE CONNECTION BETWEEN PEOPLE AND THE PLACES THEY SHARE AND VALUE.

Section 5.1

INTRODUCTION

PHOTO CAPTION—Example of a public gathering in a town square



Placemaking helps to promote better urban design, facilitates creative patterns of use, and pays particular attention to the physical, cultural, and social identities that define a place.

Placemaking can include a wide variety of public actions, regulations, and strategies that promote people-oriented places that are walkable, bikeable, pleasant, and help foster community vitality and vibrancy.

The purpose of this chapter is to describe recommended public realm improvements in the Specific Plan area that serve to fulfill the Specific Plan goal of enhancing the pedestrian experience and creating linkages between various activity nodes. The recommended public realm improvements consist of an interrelated palette of sidewalk improvements, street trees, street furniture, street lighting, signage, and landscaping. Public art can also have a role in the streetscape palette. These improvements are intended to enhance and unify the visual and spatial experience of the driver, pedestrian, and the bicyclist, and help provide key linkages between the activity centers and neighborhoods in the Plan area.

These recommendations are conceptual, and the City will need to further assess and supplement these recommendations, as noted, on a case-by-case basis.



Section 5.2

STREETS

The public realm primarily consists of the public rights-of-ways stitching together publicly accessible open spaces such as parks, squares, plazas, courtyards, and alleys. Streets are foundational to the function of downtown and make up most of the public space in cities. They also have the potential to foster business activity, serve as a front yard for residents, and provide a safe place for people to get around, whether on foot, bicycle, car, or transit. When balancing priorities, it is important to note 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.



The vitality of downtown life demands a design approach that is sensitive to the multi-faceted role streets play in the city.

These roles are:

- Vehicular/transit circulation (easy access to downtown, control traffic congestion)
- Bicycle circulation (complete, comfortable safe network to provide access to downtown)
- Pedestrian circulation (“walkability;” safe, comfortable navigation on foot through town)
- The “outdoor rooms” of a downtown –where most of the “activity” in downtown occurs (outdoor dining, shopping, socializing)
- Business support by providing exposure/visibility and convenient curbside parking

Chapter 4: Mobility describes the various street types and recommended cross-sections for the major streets in Downtown Watsonville. Detailed recommendations for Main Street, E. Beach Street, E. Lake Avenue, Rodriguez Street, and other neighborhood streets are provided.

PHOTO CAPTION—Streetscape of Main Street in Downtown Watsonville

Section 5.3

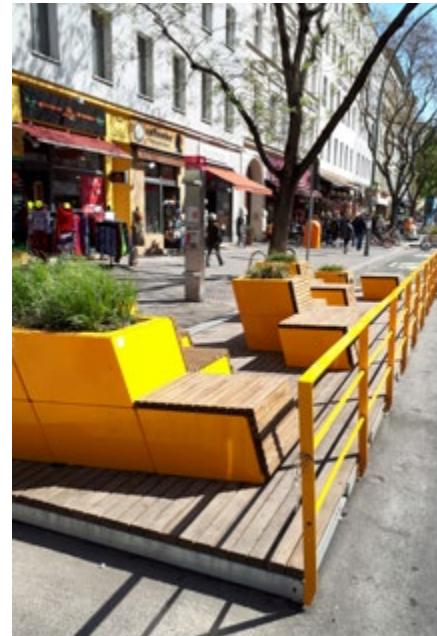
STREETSCAPE IMPROVEMENTS

To achieve the vision of the Specific Plan, a coordinated effort of public realm improvements must be put into motion. As public realm improvements grow, so will the interest and desire to develop, work, and live in Downtown. Establishing a pleasant publicly accessible environment is key to evolving downtown Watsonville into a destination. The following streetscape elements are recommended and further described in this section and illustrated in **Figure 5-1**:

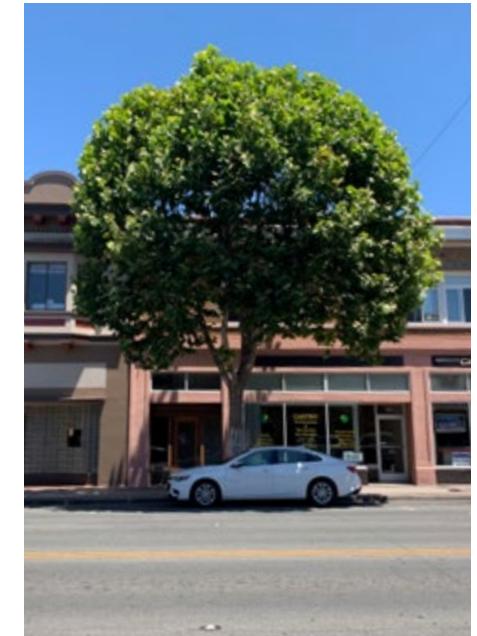


Sidewalks and Crosswalks— Sidewalk extensions, midblock crosswalks, and other improvements to the sidewalk will help improve the pedestrian experience. Chapter 4 contains more information about locations and specific improvements.

FROM LEFT TO RIGHT—Sidewalk in Downtown Watsonville; Example of Parklet in Germany¹²; Existing canopy of tree on Main Street



Parklets—Parklets are encouraged in key locations along Main Street and E. Beach Street in the Historic Downtown Core character area. These parklets will allow for expanding space for outdoor dining at key locations. Parklets along Caltrans facilities will require encroachment permits from Caltrans. Those along city streets may provide table service for adjacent restaurants and cafes.¹³



Street Trees—Streets in the Plan area will accommodate additional street trees and landscaping to establish a consistent public realm experience while also reducing heat island concerns. The improvements will be made in coordination with the city's existing Street Tree Program and Caltrans to ensure that mobility is unobstructed and that the pedestrian experience is being enhanced. (See public realm map for locations)

¹² "Kreuzberg Bergmannstraße Parklets" by Fridolin freudenfett, licensed under CC BY-SA 4.0

#001

Posted by **Oatmeal** on **07/14/2022** at **7:12pm** [Comment ID: 5855] - [Link](#)

Agree: 0, Disagree: 0

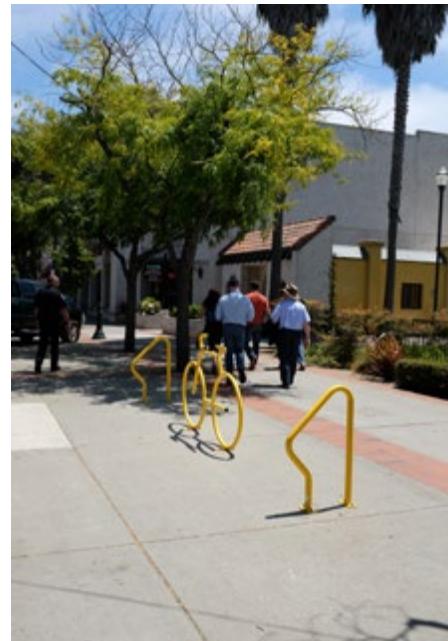
I'd like to see benches, park-lets in places where anyone can use them, not just customers to certain restaurants - that seems exclusionary.

Reply by **annak2205** on **07/14/2022** at **8:41pm** [Comment ID: 5902] - [Link](#)

Type: Question

Agree: 0, Disagree: 0

Who would be responsible for maintaining these "public parklets"?



Street Lighting—Lighting will be incorporated throughout the Plan area but will be concentrated at activity nodes and along public circulation paths. The prioritization of appropriately scaled lighting at activity nodes, gateways, parklets and public facilities will support a comfortable walking, cycling, and driving experience while affording visibility at intersections, and street character enhancement.

Street Furnishings—Street furnishings will be incorporated at activity nodes, public spaces, and along active paths. Furnishing will include a range of options that can accommodate pedestrians and cyclists while also catering to the varying needs of visitors, residents, and employees of downtown.

Gateways—Gateways will be introduced at key locations to communicate a sense of arrival in Downtown. Gateways will be sited in areas with high vehicular traffic volumes and will seek to define the downtown and the respective character area in which it is located. (See public realm map for locations)

Wayfinding and Signage—Wayfinding will be incorporated and designed to help visitors navigate the Downtown. Wayfinding and signage should be prioritized in areas with high activity and should follow any guidelines established by the Wayfinding and Signage Master Plan. (See public realm map for potential locations)

FROM LEFT TO RIGHT—Example of pedestrian-level lighting at the Americana in Glendale, CA; Bike rack in Downtown Watsonville; Example of Gateway at Orinda Theatre Square in Orinda, CA; Wayfinding in Downtown Watsonville

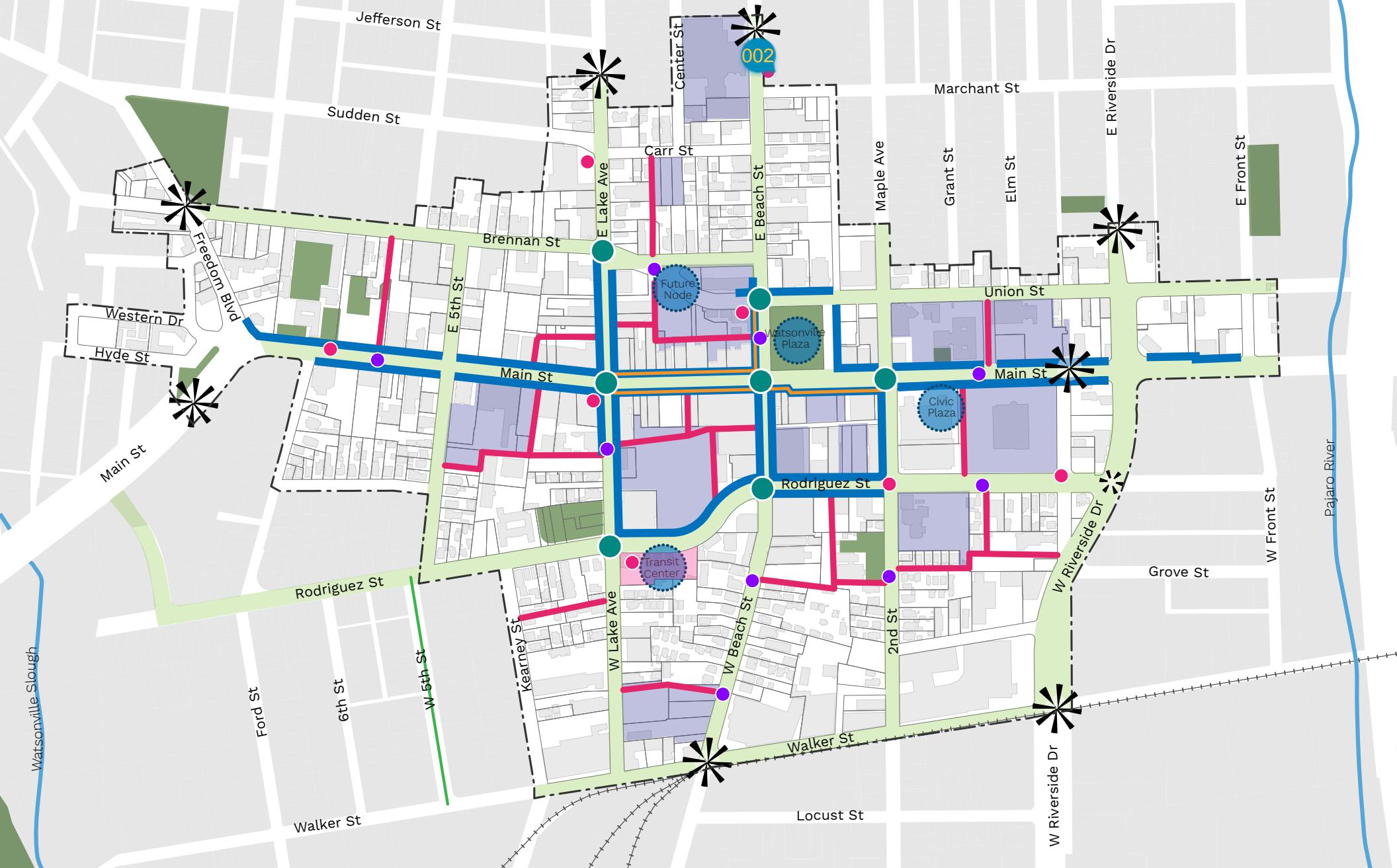


FIGURE 5-1 PUBLIC REALM MAP

DWSP_PublicDraft_062422_Ch5-8.pdf

Public Realm Improvements

- Bus Shelters
- Activity Node
- Gateway
- Intersection Improvements

■ Opportunity Site

■ Streets

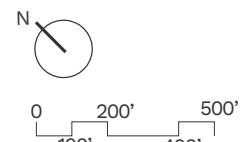
— Potential Parklets

003

Public Circulation Network

- Paseos
- Active Frontages
- Transit Facility

- Specific Plan Boundary
- Building Footprint
- Parks/ Open Space
- Rail Line



#002

Posted by **me@judyg.com** on **07/01/2022 at 5:18pm** [Comment ID: 5453] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

Eliminate all but one "welcome to Watsonville" signs.

Spend the money on developing access to the Depot / Train.

Focus on the Train as a way to get into the town.

#003

Posted by **JS** on **07/14/2022 at 7:47pm** [Comment ID: 5870] - [Link](#)

Agree: 0, Disagree: 0

Yes, we need more trees in downtown!



Parklets

Parklets are small seating areas of green space **004** created as a public amenity on or alongside a street or sidewalk. Depending on their use, they could be a partnership between the City, local businesses, residents, and neighborhood associations. The growing demand by residents, visitors, and business owners for outdoor spaces (heightened by COVID-19) has grown interest in establishing more parklets within urban cores. Parklets can have distinctive designs that incorporate a mixture of seating, greenery, bike amenities, and can also act as a buffer between the street and the sidewalk. In July 2021, the Watsonville Public Works Department launched its Parklet Pilot Program by constructing the city's first downtown parklet in front of Slice Pizza on Main Street. This pilot program was funded as part of the city's supplemental CDBG recovery funding and is aimed at both supporting local businesses and expanding safe outdoor dining and entertainment opportunities throughout the city.

The Specific Plan envisions additional parklets incorporated into downtown with the following strategies:

- Support local businesses through the integration of outdoor dining with parklets.
- Expand the city's Parklet Program to include more pilot projects downtown.
- Priority locations for new parklets include the Historic Downtown Core character area including along Main Street between Maple Avenue and E. Lake Avenue, and E. Beach Street.

005



FROM LEFT TO RIGHT, TOP TO BOTTOM—Parklet example in San Francisco, CA¹³; Parklet example outside of cafe; Parklet Example in São Paulo, Brazil¹⁴.

¹³ "1331 9th Avenue Parklet" by Kathleen Corey, licensed under CC BY 2.0

¹⁴ "Parklet in São Paulo" by Wagner Tamanaha, licensed under CC BY-SA 2.0

#004

Posted by **Pam** on **07/14/2022** at **1:19am** [Comment ID: 5666] - [Link](#)

Type: Love!

Agree: 2, Disagree: 0

Great idea. More green, more shade, more places to sit with others.

Reply by **Oatmeal** on **07/14/2022** at **7:13pm** [Comment ID: 5857] - [Link](#)

Agree: 0, Disagree: 0

Yes, but make at least some of them open to anyone.

Reply by **Kenzo** on **07/14/2022** at **11:31pm** [Comment ID: 5907] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

I agree, such a great idea! I would like to expand on this idea and do something on the scale of what Santa Cruz had, e.g., The Pacific Garden Mall. That was such an asset to the community. Such an interesting variety of plants next to artwork.

#005

Posted by **Pam** on **07/14/2022** at **1:42am** [Comment ID: 5673] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

Maybe the city could collaborate with Amah Mutsun Tribal Band to develop a native medicinal herbs garden in approp downtown location to be resource for herbs and healing plants, an educational tool, a place for public art and green space for calming and mental health

Street Trees 006

Street trees are an important component of public realm design because of their ability to provide shade and a consistent and uniform street character.⁰⁰⁷ The Specific Plan area has an inconsistent palette and pattern of street trees. Some streets have no street trees at all, and except for a few street segments with a consistent stand of trees, a diverse mix of street tree species can be found. This lack of uniformity contributes to an inconsistent and fragmented character. Per the 2022 Tree Canopy & Land Cover Assessment Summary Report, most of the downtown streets have under 5% tree canopy cover.

The Specific Plan goal is to reinforce existing patterns of street trees, retaining mature street trees, where possible, and to create a unified street frontage along major corridors in the Plan area. A palette of carefully selected street trees will unify the variety of existing and future land uses in the Plan area. In addition to offering a pleasant sidewalk experience, street trees provide shade, seasonal color, defined street edge, and urban forest. Canopy trees can also lower overall temperatures on sidewalks and roadways by shading. In addition, large tree canopies can capture and treat storm water before it drains into the local watershed. A uniform pattern of street trees also increases visual consistency by creating a street wall and enhancing the area's image of stability and longevity.

The City is in the process of preparing an Urban Forest Management Plan, which will include a street tree planting list and plan to direct future planting efforts by identifying species, spacing, and growth characteristics to maximize the shade canopy on streets, neighborhoods, and historic areas.



TOP TO BOTTOM—Street trees in front of new development in Downtown Watsonville; Street trees providing shade on sidewalk in Downtown Watsonville

#006

Posted by **Pam** on **07/14/2022 at 1:25am** [Comment ID: 5668] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

I really appreciate City of Watsonville's collaboration with Wetlands Watch around the urban foresting. SO important!

#007

Posted by **Pam** on **07/14/2022 at 1:22am** [Comment ID: 5667] - [Link](#)

Type: Suggestion

Agree: 2, Disagree: 0

They also help reduce carbon in atmosphere and provide more healthy and calming environment.

Reply by **Oatmeal** on **07/14/2022 at 7:14pm** [Comment ID: 5858] - [Link](#)

Agree: 0, Disagree: 0

How about at least some trees be sources of food, not just ornamental?

Reply by **annak2205** on **07/14/2022 at 8:42pm** [Comment ID: 5903] - [Link](#)

Agree: 1, Disagree: 0

Agreed. It would be lovely to have a greener downtown!

In addition to referencing the Watsonville Citywide Street Tree Plan and Landscape Guidelines & Policies and any other relevant policies/documents, the following criteria and suggested tree list should provide direction for street tree planting in downtown Watsonville:

- Prioritize providing shade in areas with the greatest activity. Select deciduous species to maximize seasonal sun and shade along commercial and mixed-use streets and evergreen along residential streets.
- Size and space street trees based on the dimensions as per the City of Watsonville's Landscape Guidelines and Policies of the Urban Greening Plan:
- Minimum one 36" box tree for every 30-45 lineal feet of street frontage for commercial and multi-family residential projects.
 - Minimum of one 15-gallon tree for every 30-45 lineal feet of frontage, or fraction thereof, for all single-family residential projects.
- Street tree species shall be consistent along each street. However, different species may be used at intersections to create special character. Tree species shall be selected in accordance with the Citywide Street Tree Program, Plant Palette, and Landscaping Guidelines and Policies of the Urban Greening Plan.
- Selected street trees should be appropriately sized for the scale of the street (i.e., large enough at maturity to define the street edge and larger tree canopy on wider streets). Other criteria include requiring low water use, limited propensity for sidewalk damage, and the ability to thrive in urban environments.
- Size and space tree wells to be a minimum of 5' long and not interfere with PG&E service lines.
- Regularly prune trees to limit obstructed visibility while helping to define the street edge.
- Planter wells should consider tree grates, permeable pavers, decomposed granite, understory plants, or similar treatments.
- The City's Public Works Department shall determine sidewalk replacement. The property owner shall dedicate full right-of-way and/or street or sidewalk easements to allow future construction of required street improvements.
- Street tree removal and replacement is encouraged where tree species are incompatible, diseased, or when there is a risk of harm or infrastructural damage. The following trees are encouraged to be removed if present:
 - Ash - *Fraxinus spp*
 - Pear, Ornamental - *Pyrus calleryana*
 - Privet, Glossy - *Ligustrum lucidum*



PHOTO CAPTION—Example of Catalina Ironwood street tree providing shade to a building

#008

Posted by **EileenCN** on **07/14/2022** at **3:12pm** [Comment ID: 5725] - [Link](#)

Type: Love!

Agree: 3, Disagree: 0

Shade is so important with a reliably warming climate!

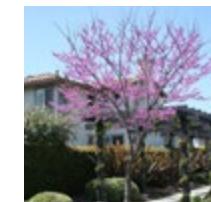
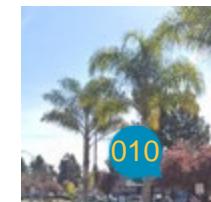
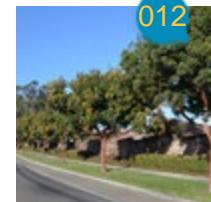
Suggested Tree List

013

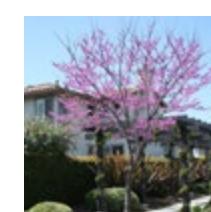
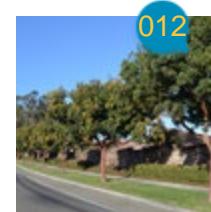
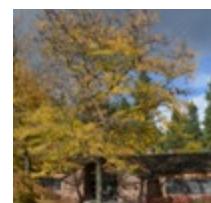
The following table contains a list of 30 recommended street trees for planting in downtown Watsonville. The spacing should be based on canopy size of mature trees, available planting areas along sidewalks/parkways and adjacent land uses. Additionally, the minimum size for a tree well will depend on sidewalk width, adjacent land uses and tree type.



SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME
COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME
TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
<i>Acer rubrum</i> 'Armstrong', 'Armstrong Gold', 'Brandywine' or 'October Glory'	<i>Aesculus</i> <i>californica</i>	<i>Aesculus x carnea</i> 'Briotii'	<i>Albizia julibrissin</i>	<i>Arbutus 'Marina'</i>	<i>Arecastrum</i> <i>romanoffianum</i>	<i>Cercis canadensis</i>	<i>Cordia boissieri</i>
Red Maple	California Buckeye	Red Horsechestnut	Silk Tree, Mimosa Tree	Hybrid/Marina Madrone	Queen Palm	Eastern Redbud	Texas Olive, Cordia
Deciduous	Deciduous	Deciduous	Deciduous	Evergreen	Palm	Deciduous	Evergreen



SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME
COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME
TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
<i>Crataegus</i> <i>phaenopyrum</i>	<i>Eriobotrya</i> <i>deflexa</i>	<i>Erythrina</i> <i>crista-galli</i>	<i>Gleditsia</i> <i>triacanthos</i> var. <i>inermis</i> "Shademaster"	<i>Ilex</i> <i>vomitoria</i>	<i>Jacaranda</i> <i>mimosifolia</i>	<i>Lagerstroemia</i> <i>indica</i> 'biloxi'	<i>Lagerstroemia</i> <i>indica</i> 'Natchez'
Washington Hawthorn	Bronze Loquat	Cockscomb Coral Tree	Thornless Honeylocust	Yaupon	Jacaranda	'Tuscarora'	'Muskogee'
Evergreen	Evergreen	Deciduous	Deciduous	Evergreen	Deciduous	Crape Myrtle	Deciduous



SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME
COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME
TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
<i>Albizia</i> <i>julibrissin</i>	<i>Arbutus</i> 'Marina'	<i>Arecastrum</i> <i>romanoffianum</i>	<i>Cercis</i> <i>canadensis</i>	<i>Cordia</i> <i>boissieri</i>	<i>Eriobotrya</i> <i>deflexa</i>	<i>Erythrina</i> <i>crista-galli</i>	<i>Gleditsia</i> <i>triacanthos</i> var. <i>inermis</i> "Shademaster"
Silk Tree, Mimosa Tree	Hybrid/Marina Madrone	Queen Palm	Eastern Redbud	Texas Olive, Cordia	Bronze Loquat	Cockscomb Coral Tree	Thornless Honeylocust
Evergreen	Evergreen	Deciduous	Deciduous	Evergreen	Evergreen	Deciduous	Deciduous

SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME	SCIENTIFIC NAME
COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME	COMMON NAME
TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
<i>Arbutus</i> 'Marina'	<i>Arecastrum</i> <i>romanoffianum</i>	<i>Cercis</i> <i>canadensis</i>	<i>Cordia</i> <i>boissieri</i>	<i>Eriobotrya</i> <i>deflexa</i>	<i>Erythrina</i> <i>crista-galli</i>	<i>Gleditsia</i> <i>triacanthos</i> var. <i>inermis</i> "Shademaster"	<i>Gleditsia</i> <i>triacanthos</i> var. <i>inermis</i> "Shademaster"
Hybrid/Marina Madrone	Queen Palm	Eastern Redbud	Texas Olive, Cordia	Bronze Loquat	Cockscomb Coral Tree	Thornless Honeylocust	Thornless Honeylocust
Evergreen	Deciduous	Deciduous	Evergreen	Evergreen	Deciduous	Deciduous	Deciduous



#009

Posted by **Oatmeal** on **07/14/2022 at 7:16pm** [Comment ID: 5860] - [Link](#)

Agree: 0, Disagree: 0

I saw some of these in San Jose in bloom - they were gorgeous! I'd love to have them here.

#010

Posted by **nataalieco** on **07/12/2022 at 6:56pm** [Comment ID: 5582] - [Link](#)

Type: Less Relevant

Agree: 1, Disagree: 0

Palm trees are non native, require lots of water, don't provide shade, and can be highly flammable when dry. We should prioritize native species that provide shade and trap more carbon and pollution

#011

Posted by **Pam** on **07/14/2022 at 1:32am** [Comment ID: 5670] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

Palms are not native to our area and need a lot of water. This doesn't seem like a wise choice. I suggest removing Palm from this list.

Reply by **Oatmeal** on **07/14/2022 at 7:16pm** [Comment ID: 5859] - [Link](#)

Agree: 0, Disagree: 0

I'd much prefer other trees to palm trees.

#012

Posted by **Jordan Wilson-Dalzell** on **07/10/2022 at 2:32am** [Comment ID: 5539] - [Link](#)

Agree: 2, Disagree: 0

Please plant mostly native trees

#013

Posted by **Pam** on **07/14/2022** at **1:27am** [Comment ID: 5669] - [Link](#)

Agree: 0, Disagree: 0

Does the city utilize recycled water for landscaping?

And are trees chosen for needing less water? Given current drought and likely continuation and increasing heat, this is very important.



SCIENTIFIC NAME
Lyonothamnus floribundus subsp.
Aspleniiifolius
COMMON NAME
Catalina Ironwood
TYPE
Evergreen



SCIENTIFIC NAME
Melaleuca linariifolia
COMMON NAME
Flaxleaf Paperbark
TYPE
Evergreen



SCIENTIFIC NAME
Melaleuca quinquenervia
COMMON NAME
Cajeput Tree
TYPE
Evergreen



SCIENTIFIC NAME
Metrosideros excelsa
COMMON NAME
New Zealand Christmas Tree
TYPE
Evergreen



SCIENTIFIC NAME
Olea europaea
COMMON NAME
Olive Tree
TYPE
Evergreen



SCIENTIFIC NAME
Pistacia chinensis
COMMON NAME
Chinese Pistache
TYPE
Deciduous



SCIENTIFIC NAME
Platanus acerifolia 'Yarwood'
COMMON NAME
London Plane
Yarwood
TYPE
Deciduous



SCIENTIFIC NAME
Prunus cerasifera
COMMON NAME
Purple-Leaf Plum
TYPE
Deciduous



SCIENTIFIC NAME
Prunus serrulata
COMMON NAME
Japanese Flowering Cherry
TYPE
Deciduous



SCIENTIFIC NAME
Pyrus calleryana 'Aristocrat'
COMMON NAME
Aristocrat Pear
TYPE
Deciduous



SCIENTIFIC NAME
Rhus lancea
COMMON NAME
African Sumac
TYPE
Evergreen



SCIENTIFIC NAME
Tilia americana 'Redmond'
COMMON NAME
American Linden
TYPE
Deciduous



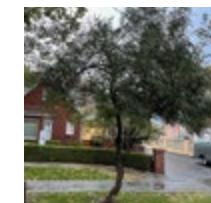
SCIENTIFIC NAME
Tristaniopsis conferta
COMMON NAME
Brisbane Box
TYPE
Evergreen



SCIENTIFIC NAME
Ulmus 'Frontier'
COMMON NAME
Frontier Hybrid Elm
TYPE
Deciduous



SCIENTIFIC NAME
Ulmus davidiana var. *japonica*
COMMON NAME
Japanese Elm
TYPE
Deciduous



SCIENTIFIC NAME
Vitex agnus-castus
COMMON NAME
Chaste Tree
TYPE
Deciduous

016

015

014

#014

Posted by **Pam** on **07/14/2022 at 1:43am** [Comment ID: 5674] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

For inspiration on adding more fruit trees to our city's plan, see this NPR report from 2015:
<https://www.npr.org/sections/thesalt/2015/05/21/408293431/urban-food-forests-make-fruit-free-for-the-picking>

#015

Posted by **Pam** on **07/14/2022 at 1:37am** [Comment ID: 5672] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

Apple trees have history here, no invasive root systems that might cause structural infrastructure damage. They can also be in containers in parklets. And they can be trimmed to climb along a wall like a vine. And there can be harvesting and canning parties to bring folks together

#016

Posted by **Pam** on **07/14/2022 at 1:35am** [Comment ID: 5671] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

I suggest adding fruit trees which would not only provide shade but also healthy food. Understanding there are some cons (potential mess from fallen fruit and extra maintenance), I think they'd be minimal compared to benefits.

Street and Pedestrian Lighting

A vibrant downtown with a mix of uses is anticipated to be active seven days a week for 18 hours a day. Successful, vibrant downtowns with a mix of uses are anticipated to be active seven days a week, 18 hours a day. Such a safe, well-lit street environment is critical to Downtown Watsonville's success. Street lighting is a key element that provides a sense of security to users and helps create an appealing walkable environment for evening and nighttime activities. In addition to vehicular-scaled lights along the major vehicular corridors, pedestrian-scaled lights should be installed along major retail and mixed-use streets.



The following selection criteria should be used when selecting pedestrian-scaled fixtures:

- Pedestrian-scaled lighting should be 14-18 feet tall and placed appropriately to illuminate public spaces and pathways (e.g., walkways, steps, ramps, alleys, etc.) efficiently, especially in concentrated areas with high activity such as commercial corridors, bus-boarding areas, and along major pedestrian access routes. When feasible, pedestrian light fixtures shall be installed onto existing street light poles for additional illumination of sidewalks.
- Spacing for light pedestrian-scaled fixtures should be between 60-80 feet.
- Fixtures should be compatible with the style, color, and streetscape aesthetic of downtown and follow guidance provided by the Public Improvement Standards and Wayfinding and Signage Master Plan (e.g., customization, artistic or other treatments).
- Shield or confine light spread to targeted areas by appropriately selecting, retrofitting, and locating lighting to limit glare, sky glow, and light intrusion.
- Durability of products, materials, and finishes shall incorporate vandal resistance, weather resistance, and low maintenance.
- Smart lighting systems and strategies should be used to improve energy efficiencies, safety, time of day use, and illumination levels.
- Employ uplighting and ornamental lighting to highlight and draw attention to points of interest, public spaces, entries, paths, and urban design and architectural details.

FROM LEFT TO RIGHT, TOP TO BOTTOM—Pedestrian-scaled street light example in Walnut Creek, Pedestrian-scaled lights along a walkway, Existing historic street lights on Main Street

#017

Posted by **Pam** on **07/14/2022** at **1:45am** [Comment ID: 5675] - [Link](#)

Type: Question

Agree: 0, Disagree: 0

Does smart lighting include solar lights with batteries?

#018

Posted by **Oatmeal** on **07/14/2022** at **7:18pm** [Comment ID: 5861] - [Link](#)

Agree: 0, Disagree: 0

I'd really like to see more public bathrooms!



Street Furnishings



Street furnishings are inclusive of a variety of elements intended to create a navigable, comfortable, and pleasant experience. These amenities should be provided on major retail streets, public open spaces, and areas with high pedestrian activities. These amenities include benches, waste receptacles, bicycle racks, tree grates, bus shelters, water fountains, lighting, and shade structures. Establishing a unified palette of pedestrian amenities helps to create a cohesive streetscape environment while also helping to attract residents and visitors to downtown Watsonville.

020

022

The following selection criteria should be used when selecting street furnishings:

- Establish a coordinated palette for street furnishings – including for benches, planters, bike racks, trash receptacles, bollards, and tree grates – consistent with City's Wayfinding and Signage Master Plan.
- Pedestrian amenities should provide design expression by complementing surrounding design and maintaining a uniform aesthetic regardless of vendor or manufacturer.
- Durability of products, materials, and finishes shall incorporate vandal resistance, weather resistance, and low maintenance.
- Trash receptacles should accommodate both waste and recycling while allowing for easy removal of waste.

Gateways



Entry gateways can be used to establish an identity for Downtown Watsonville. Gateways can take many forms – from monuments in parkways to street arches to vertical pylons. As a part of the Signage and Wayfinding Plan discussed previously, gateway signage will also be provided.

Criteria for gateway design include the following:

- Gateways should be scaled proportionate to the scale of the street.
- Gateways should be at a vehicular scale, i.e., be visible to passing motorists.
- The design of the gateway should be coordinated with the district wide signage and wayfinding system.

See **Figure 5-1 Public Realm Map** for locations and the Wayfinding Master Plan for additional guidance.

FROM LEFT TO RIGHT—Bench and waste receptacle in Downtown Watsonville; Bus shelter in Downtown Watsonville; Example of a Gateway in North Park neighborhood San Diego, CA¹⁵. Printed 07/15/2022

#019

Posted by **EileenCN** on **07/14/2022 at 3:25pm** [Comment ID: 5731] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Yes, please consider public art at gateways! Kathleen Crossetti has done such an excellent job with her mosaic projects of searching out and promoting local talent. I encourage that approach.

#020

Posted by **Pam** on **07/14/2022 at 1:46am** [Comment ID: 5676] - [Link](#)

Type: Suggestion

Agree: 2, Disagree: 0

Please include table and benches around plaza area to accommodate family eating and ensure outdoor eating isn't only for paying customers at local restaurants, but that lower income residents can also enjoy this pleasure. It also builds community and restores mental health.

#021

Posted by **nataalieco** on **07/13/2022 at 8:08pm** [Comment ID: 5609] - [Link](#)

Type: Suggestion

Agree: 4, Disagree: 0

Can we add compost bins, especially in eating areas?

Reply by **Oatmeal** on **07/14/2022 at 7:19pm** [Comment ID: 5862] - [Link](#)

Agree: 0, Disagree: 0

Very clearly labeled Landfill, Recycling, Compost...

#022

Posted by **nataalieco** on **07/13/2022 at 8:07pm** [Comment ID: 5607] - [Link](#)

Type: Suggestion

Agree: 2, Disagree: 0

Can we make a point to avoid or prohibit anti-homeless architecture?

#023

Posted by **EileenCN** on **07/14/2022** at **3:18pm** [Comment ID: 5728] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

The city's outreach about tree planting and tree giveaways has been excellent! Please keep this program going. Perhaps the city is already working with the school district to provide more trees to the schools, but if not, please consider.

#024

Posted by **EileenCN** on **07/14/2022** at **3:22pm** [Comment ID: 5730] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Yes! Street furnishings really encourage the use of outdoor spaces and the willingness of residents to walk downtown.

Signage and Wayfinding

026

The City of Watsonville is in the process of preparing a Wayfinding Master Plan that provides citywide direction for signage and wayfinding. Once adopted, the Wayfinding and Signage Master Plan will govern signage in the downtown (See Wayfinding and Signage Master Plan for recommendations).

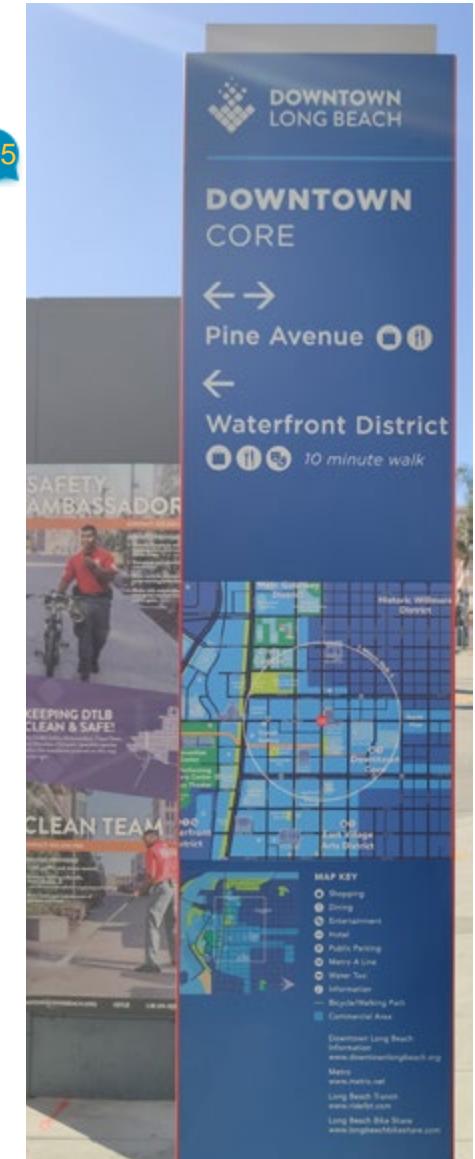
The following are the goals of the wayfinding system:

- Help visitors navigate to their destinations as easily as possible.
- Increase the functionality of wayfinding in and around Watsonville.
- Develop wayfinding solutions that assist in identifying neighborhoods, businesses, recreation, key regions, and destinations.
- Coordinate wayfinding and tourism tools, including signage, and identify technology.
- Create a pedestrian wayfinding system that facilitates the communities desire to have a walkable downtown, but also facilitate a branded placemaking experience to downtown and other areas of the City where residents and visitors frequent.

FROM LEFT TO RIGHT—Wayfinding in Redwood City, Theatre District, CA; Wayfinding in Downtown Long Beach, CA

Guidelines for the wayfinding system include the following:

- **Wayfinding signage** shall follow the styles and color palette established by the city's Wayfinding Master Plan.
- **Educational signage** should be used to highlight areas of historic significance, conservation initiatives, city programs and sustainability efforts.
- **Directional signs to destinations** should have a consistent design and should include multiple destinations per sign. Destinations include:
 - Civic Plaza
 - Civic Center, City Hall, Library
 - Pajaro River
 - Educational institutions
 - Streets and paseos



#025

Posted by **Jordan Wilson-Dalzell** on **07/10/2022** at **2:33am** [Comment ID: 5540] - [Link](#)

Agree: 3, Disagree: 0

Please have options for disabled folks

#026

Posted by **Pam** on **07/14/2022** at **1:50am** [Comment ID: 5677] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

There's already some. Is this best use of money? Have public art lead the placebuilding/signage that you are in Watsonville. Local artists can help make the gateway and wayfinding signs as opposed to the generic - or they should match/add to what exists, not replace (wasteful)

Section 5.4

PUBLIC ART

029

PHOTO CAPTION—Mosaic created through the “Watsonville Brillante” project installed on the Watsonville Civic Plaza parking garage



028

Public art can have a significantly positive economic and cultural impact in the City of Watsonville, while also enhancing quality of life for those who live within the city and in downtown. Public art and programming will enhance the pedestrian experience and contribute to a sense of community. Art will be incorporated throughout the Plan area but focused on locations with high activity and are visible from pedestrians, cyclists, and motorists alike. As development and revitalization continues, there is an increased need to develop alternative sources of cultural and artistic outlets to improve the environment, image, and character of the community

027

The City of Watsonville has a Public Art Program intended to promote, support, and increase the creation of public art displays within the City of Watsonville to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees, and visitors. (See City Public Arts Program for additional information) The City also has a public art ordinance that gives the City the authority to impose aesthetic and design conditions on property development in addition to

a 0.75% fee on development to help fund public art in the city. The DWSP aims to be supportive of the goals and recommendations of the Public Art Program and ordinance because in the downtown, public art will play an important role in helping to establish identity, foster community pride, and engaging local artists and residents. Public art allows the community to come together, engage in dialogue, and explore creative growth.

#027

Posted by **EileenCN** on **07/14/2022 at 3:30pm** [Comment ID: 5732] - [Link](#)

Type: Love!

Agree: 1, Disagree: 0

Kudos to Kathleen Crocetti! Her approach to making public art and the art created through her project are inclusive in every way and beautiful!

Reply by **Oatmeal** on **07/14/2022 at 7:21pm** [Comment ID: 5864] - [Link](#)

Agree: 0, Disagree: 0

It's a terrific example and could be emulated. Wonderful to know so many youth and other people helped make the mosaics.

Reply by **annak2205** on **07/14/2022 at 8:44pm** [Comment ID: 5904] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

This Mosaic Project is a wonderful example of community-involved public art.

Reply by **Kenzo** on **07/14/2022 at 11:21pm** [Comment ID: 5906] - [Link](#)

Agree: 0, Disagree: 0

Public art presents such a positive image of a city. Watsonville needs so much more of it.

#028

Posted by **Pam** on **07/14/2022 at 1:52am** [Comment ID: 5679] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

can we please replace the cannons in the central plaza with locally made public art that highlights peacebuilding and community love? The canons provide no historical, aesthetic or moral value and actually represent values that go against our vision for Watsonville.

#029

Posted by **Pam** on **07/14/2022 at 1:51am** [Comment ID: 5678] - [Link](#)

Type: Love!

Agree: 2, Disagree: 0

Hurray for public art! I love the murals around town and hope we'll have more!

Reply by **Oatmeal** on **07/14/2022 at 7:21pm** [Comment ID: 5863] - [Link](#)

Agree: 1, Disagree: 0

Our local art is a key part of what makes Watsonville unique. It adds so much to the experience of being downtown - more art please!

Examples of appropriate temporary and permanent public art inclu**032**

- Murals (also see Downtown Movable Murals part of the Public Art Program)
- Sculptures
- Water and landscape featur**033**
- Interactive art
- Light and sound installations



Guidelines for selecting and placing new public art in Downtown Watsonville include:

- Locate art at public and/or quasi-public locations for the public enjoyment of art event, festivals and displays. Potential locations for public art include public plazas, open spaces, paseos, alleyways, blank walls, gateways, and other areas with high concentrations of activity.
- Encourage arts-related uses to locate in the area, including art galleries, performing arts and music venues, artist's workshops, art studios, and outdoor public gathering spaces.
- Establish visual identity through the integration of art with streetscape improvements such as seating, lighting, bicycle infrastructure, parklets and other streetscape amenities. Support artist-designed streetscape furnishings and utilities to integrate artistic features, supporting design creativity in new furnishings, streetscape installations and publicly located utilities.
- Expand the Public Arts Program that could include temporary and permanent installations, and live performances promoting the unique cultural identity, history, and innovation within downtown**030**
- Focus a portion of the City's Public Art Fund to the Plan Area to support the installation of art.

FROM LEFT TO RIGHT—“Hermanita” by Juan Fuentes created through the Watsonville Brillante project installed on the Watsonville Civic Plaza parking garage; Mural in Downtown Watsonville; Public art on utility box in Downtown Watsonville

#030

Posted by **EileenCN** on **07/14/2022 at 3:37pm** [Comment ID: 5734] - [Link](#)

Type: Love!

Agree: 2, Disagree: 0

There are so many local artists that could help with this. The local artists' collective "Arte del Corazón" is full of energy and ideas.

#031

Posted by **Jordan Wilson-Dalzell** on **07/10/2022 at 2:33am** [Comment ID: 5541] - [Link](#)

Agree: 1, Disagree: 0

Please prioritize hiring marginalized artists

#032

Posted by **JS** on **07/14/2022 at 8:16pm** [Comment ID: 5884] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Yes, more public art please

#033

Posted by **EileenCN** on **07/14/2022 at 3:35pm** [Comment ID: 5733] - [Link](#)

Type: Suggestion

Agree: 2, Disagree: 0

Water features, especially those that can be enjoyed by children, bring so much beauty and joy to a city. I've seen splash pools and fountains designed for water play both in hot cities, like New York City as well as in colder coastal cities, like Seattle. PLEASE consider!

Reply by **Oatmeal** on **07/14/2022 at 7:22pm** [Comment ID: 5865] - [Link](#)

Agree: 0, Disagree: 0

Yes and as the climate warms we will need more options to cool off a little.

Reply by **Kenzo** on **07/14/2022** at **11:16pm** [Comment ID: 5905] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

I've often had the same thought. As a child, I remember playing in parks that had water features. Are some of my most cherished memories. So fun! Something Watsonville badly needs.



Section 5.5

EVENTS PROGRAMMING

PHOTO CAPTION—Child with Dia de los Muertos face painting and guitar at Cultural Festival in Downtown Watsonville



Programming publicly accessible space is key to successful placemaking⁰³⁴ programmed spaces help to create significantly more value than passive spaces that depend on organic activity to attract a critical mass. A well programmed environment has the potential to establish a focal point that generates visitors while also increasing land values and increasing revenue in the surrounding area. Programmed spaces also help to promote walking, biking, and increase the sense of safety by attracting more eyes on the street. The following are existing and suggested programmed events suited for downtown:

#034

Posted by **JS** on **07/14/2022 at 8:03pm** [Comment ID: 5872] - [Link](#)

Type: Needs Love

Agree: 0, Disagree: 0

Watsonville has an incredible cultural heritage. We need a bold vision and dedicated budget to create powerful programs that will serve our local population and attract people from the region. The Day of the Dead event is a great example.

#035

Posted by **JS** on **07/14/2022 at 7:55pm** [Comment ID: 5871] - [Link](#)

Type: Needs Love

Agree: 0, Disagree: 0

We need more dedicated spaces for the arts. PVA taking over the Porter Building and Arts Council Santa Cruz County opening a new space for the arts are two great steps in the right direction, but we still need to activate other spaces across downtown.

#036

Posted by **JS** on **07/14/2022 at 8:08pm** [Comment ID: 5875] - [Link](#)

Type: Needs Love

Agree: 0, Disagree: 0

The beautiful annual Day of the Dead celebration should be a major event for the City of Watsonville. It could put town on the map! We need to engage business to join in by setting traditional altars or offering special treats / menus for the occasion, similar to the Art Walk.

Existing Events 043

- **Strawberry Festival**—A free annual festival featuring live entertainment, arts & crafts, delicious strawberry treats, and a family-friendly carnival. For more information visit www.celebratestrawberries.com
- **Spirit of Watsonville 4th of July Parade**—A good, old-fashioned parade held at the City Plaza in celebration of the 4th of July. For more information visit www.spiritofwatsonville.org
- **Music in the Plaza**—A concert series that consists of performances on Thursday evenings through the summer. Music ranges from Banda to Tropical to Motown/R&B Top 40 to Jazz and more.
- **Holiday in the Plaza**—A free Multicultural Celebration & Holiday Tree Lighting Ceremony.
- **Farmers Market**—A weekly gathering of local farmers and vendors with seasonal produce and prepared foods.

FROM TOP TO BOTTOM—Strawberry Festival in Watsonville; Music in the Plaza; Holiday in the Plaza

**Suggested Events**

- **040. Festival**—038 organized, extended presentation of films in one or more cinematic or screening venues. This can be an indoor or outdoor program with films of varying focuses (e.g., international, domestic, current, or past releases)
- **Wine Walk**—A social gathering of legal aged attendees exploring local businesses by way of social drinking and tasting. This program typically includes various stations for wine, food, and products for purchase.
- **Art Walk**—A showcase of local art and the artists that 037 create it. In addition to being a public open house, local business can play host to local artists and their work.
- **Music in the Park/Plaza**—A musically focused gathering of singers, bands, orchestras, and ensembles that is often paired with dance and creative performance.
- **Civic Events**—Programming focused on benefiting the local community and society. These could include volunteering, clean-ups, community gardening, voting, and other group activities.

FROM TOP TO BOTTOM—Bike ride in front of train locomotive; Art gallery viewing in Watsonville; Census information booth in Downtown Watsonville



#037

Posted by **JS** on **07/14/2022 at 8:14pm** [Comment ID: 5883] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

I really like this idea connecting artists with businesses. We currently have a Movement for the Arts in Watsonville that is building more momentum.

#038

Posted by **EileenCN** on **07/14/2022 at 3:40pm** [Comment ID: 5736] - [Link](#)

Type: Needs Love

Agree: 2, Disagree: 0

We already have a well-established "Watsonville Film Festival" which brings excellent films to Watsonville every year.

#039

Posted by **JS** on **07/14/2022 at 8:12pm** [Comment ID: 5879] - [Link](#)

Type: Needs Love

Agree: 0, Disagree: 0

The Watsonville Film Festival just celebrated its 10th anniversary presenting an amazing program, but still many people don't know about it. The City could help to make it more visible. We have a filmmaking ecosystem and emerging filmmakers that also need more support.

#040

Posted by **Kenzo** on **07/14/2022 at 11:41pm** [Comment ID: 5908] - [Link](#)

Agree: 0, Disagree: 0

What's going on with the Fox theater? Any plans to revamp this back to its glory?

#041

Posted by **JS** on **07/14/2022 at 8:24pm** [Comment ID: 5891] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

It would be wonderful to have ongoing art classes for children at the Plaza. This is something that I have seen in other parks / Plazas.

#042

Posted by **Jordan Wilson-Dalzell** on **07/10/2022** at **2:34am** [Comment ID: 5542] - [Link](#)

Agree: 1, Disagree: 0

For the sake of pets and veterans and those w ptsd and the environment, please don't do fireworks

#043

Posted by **EileenCN** on **07/14/2022** at **3:39pm** [Comment ID: 5735] - [Link](#)

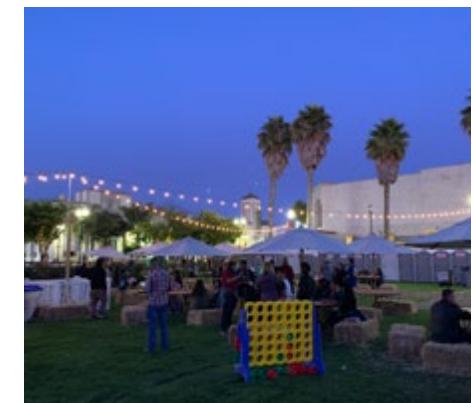
Type: Suggestion

Agree: 2, Disagree: 0

Please mention here the "Día de los Muertos" celebration put on by the Watsonville Film Festival.

The following guidelines apply to the selection and location of events programming in downtown:

- Draw inspiration from the local community, culture, heritage, and history of Watsonville to inform programming in the downtown.
- Partner with 45 organizations, coalitions, community members, and local businesses that can champion and invest in the program.
- Vary programming based on seasons, time-of-day, holidays, scale, and target audiences (e.g., local draw and regional draw)
- Foster a strong sense of community with well-designed public spaces that accommodate fixed and flexible programming (e.g., community events, mobile vending, pop-up parks, and temporary uses) and provide a variety of locally serving uses and amenities.
- Provide needed amenities to host robust programming (e.g., Wi-Fi, restrooms, electrical outlets, parking, water, shade, etc.)
- Retain and expand existing programming throughout the Plan area.
- Consider weekend or temporary street closures to accommodate events in downtown.



FROM LEFT TO RIGHT, TOP TO BOTTOM—Holiday in the Plaza Festival; Folklórico dancing at cultural festival; Evening event in Downtown Watsonville

#044

Posted by **Pam** on **07/14/2022 at 1:56am** [Comment ID: 5681] - [Link](#)

Agree: 0, Disagree: 0

typo - based not base

#045

Posted by **Pam** on **07/14/2022 at 1:55am** [Comment ID: 5680] - [Link](#)

Type: Love!

Agree: 2, Disagree: 0

We already have such wonderful local orgs and partnering has started. City invests and local orgs invest and community benefits. Yes to more of this!

Section 5.6

PLAZAS AND COURTYARDS

PHOTO CAPTION—Music in the Plaza, Downtown Watsonville



Watsonville's historic City Plaza is located at 350 Main Street and consist of 1.4 acres of public space with portable restrooms, park benches, and a historically preserved gazebo (off-limits to public).

The Watsonville City Plaza is envisioned as a major pedestrian-oriented public space along Main Street between Beach and Peck Street, with flexible space for dining, arts and entertainment, and community gathering. The Specific Plan also envisions the creation of additional plazas and courtyards throughout the Plan area as a part of new private development projects and promote recreation, enjoyment, and social gathering. These new plazas and courtyards would be connected to the street network with paseos and alleyways.

Design of these new plazas and courtyards should follow the following recommendations/guidelines:

- Require new **047**ate developments to support outdoor gathering by providing plazas and courtyards in retail, commercial and mixed-use setting**048**
- Enhance plazas and courtyards with the use of landscaping, streetscape amenities, and art. These spaces should offer amenities and features that draw people into the space, such as water features, public art, shade, and drinking fountains, landscaping, and seating options that could include seat walls, planter ledges, benches, and seating steps**046**
- Direct pedestrian access to building entrances and activity nodes from the new plazas and courtyards.
- Program these outdoor spaces with regular events, art displays and other programming per the Programming subsection.

#046

Posted by **EileenCN** on **07/14/2022 at 3:47pm** [Comment ID: 5737] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

Please consider filling small spaces with shade trees, fountains, and lush landscaping. I've seen such spaces getting excellent use in many cities. The combination of shade with the visual element of interesting plants and the auditory element of water is very attractive.

#047

Posted by **JS** on **07/14/2022 at 8:25pm** [Comment ID: 5893] - [Link](#)

Type: Love!

Agree: 1, Disagree: 0

Great idea!

#048

Posted by **EileenCN** on **07/14/2022 at 3:49pm** [Comment ID: 5738] - [Link](#)

Type: Love!

Agree: 1, Disagree: 0

Excellent idea! We need to require more from retail developments, especially chain stores and restaurants.

The background of the slide is a high-angle aerial photograph of a city. The image shows a mix of residential neighborhoods with single-family homes and larger apartment complexes, as well as commercial areas with industrial buildings, parking lots, and some green spaces. The lighting suggests it's either early morning or late afternoon, casting long shadows.

Chapter 6:

LAND USE & ZONING

- 6.1—General Provisions
- 6.2—Summary of Content & Standards
- 6.3—Regulating Plan
- 6.4—Land Use Regulations
- 6.5—Form Regulations
- 6.6—Site Standards & Guidelines
- 6.7—General Definitions





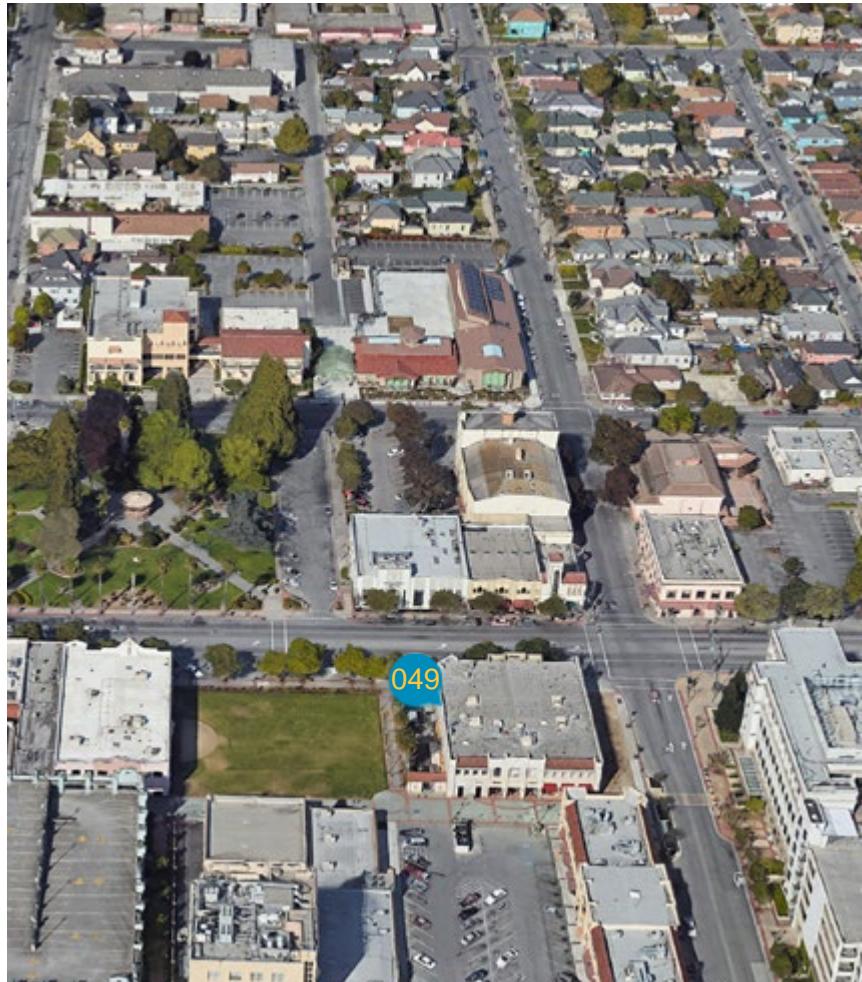
THE QUALITIES OF BUILDINGS AND THEIR PRIVATE FRONTAGES ARE CRITICAL TO THE SUCCESS OF DOWNTOWN WATSONVILLE AS ENVISIONED BY THE COMMUNITY.

Land Use and Zoning sets standards and guidelines to regulate future development on privately-owned properties in downtown Watsonville. It establishes standards related to allowed land use, development intensity, height, building frontage design, building placement, open area, and block size. The chapter also includes detailed guidance on the design of ground floors, building facades, building architecture, landscaping character, and other building and site design elements.

Section 6.1

GENERAL PROVISIONS

LAND USE & ZONING—implements the community's Vision, Goals, and Policy Direction for development in Downtown, as described and illustrated in previous chapters.



A. Authority & Applicability

Unless otherwise noted, the development standards, guidelines, and review processes within this section replace existing zoning for all property within the plan area. This section contains both standards (which are mandatory) and guidelines (which are advisory). Where no clear label is present, the language shall suffice to communicate the intent: “shall” is always mandatory, “may” is permissive, and “should” is advisory, identifying guidance only. “Director” always means the Director of Community Development or designee.

B. Intent

The purpose of this chapter is to deliver the physical outcomes envisioned for Downtown Watsonville, based on the community's Vision, Goals, and Policy Direction as described and illustrated in **Chapter 2**.

#049

Posted by **Jordan Wilson-Dalzell** on **07/10/2022** at **2:35am** [Comment ID: 5543] - [Link](#)

Agree: 0, Disagree: 0

Please add alt text and image Ids for accessibility



A. Administration

Unless otherwise noted, all procedures for the review and approval of planning entitlements shall be in accordance with those set forth in *Watsonville Municipal Code (WMC) Chapters 14.12 and 14.20*. This shall include, but not be limited to, the entitlements listed in **Table 6-1**. Exceptions up to 20% of any measurable standard within this development code, excluding those found in **Section 6.5.B: Building Height**, may be granted through the Design Review Permit Process, provided the project meets the intent of the relevant standard and is consistent with the vision for Downtown identified by this Specific Plan.

Table 6-1 Administration

Procedure	WMC Reference
Pre-application Process	Chapter 14-12, Part 2
Administrative Review Permit	Chapter 14-12, Part 3
Design Review Permit	Chapter 14-12, Part 4
Conditional Use Permits: Administrative Use Permits and Special Use Permits	Chapter 14-12, Part 5
Variances	Chapter 14-12, Part 6
Amendments to an Adopted Specific Plan	Section 14-12.905
Modification to approved permit	Chapter 14-12, Part 10
Home Occupation Permit	Chapter 14-12, Part 11
Sign Permit	Chapter 14-12, Part 12
Temporary Use Permit	Chapter 14-12, Part 13
Fence Permit	Chapter 14-12, Part 14
Nonconforming Uses & Structures	Chapter 14-20

B. General Development Standards

Unless in conflict with specific provisions of this chapter, all standards set forth in *WCM Chapter 14.40* shall be applicable to development within the plan area. This shall include the sections listed in **Table 6-2**.

Table 6-2 General Development Standards

Topic	WMC Reference
Accessory buildings	Section 14-40.030
Septic tank area requirements	Section 14-40.040
Building sites	Section 14-40.050
Clear corner triangles	Section 14-40.060
Easements may be included in lot area	Section 14-40.070
Essential services	Section 14-40.080
Frontage required	Section 14-40.090
Height limits	Section 14.40.100
Lots of record	Section 14-40.110
Open spaces required	Section 14-40.120
Projections into required yard areas	Section 14-40.130
Screening	Section 14-40.140
Separate utilities	Section 14-40.150
Signs	Chapter 14-21

Section 6.3

SUMMARY OF CONTENTS & STANDARDS



This development code is organized by topic. Within each topic and sub-topic, development standards and guidelines differ by zone and/or by overlay.

Section 6.3, immediately following this summary, establishes the Downtown Zones and Overlays.

Section 6.4 regulates Land Use by zone and overlay.

Section 6.5 contains form-based, quantitative standards. Key tables from Section 6.5 are including on the following pages. While the following is not an exhaustive list of the form-based standards and guidelines, it serves as a table of contents. It also provides a snapshot of the role of each section and allows standards to be easily referenced alongside each other. Visit the relevant section to find further explanation of the tables and to find additional associated standards and guidelines.

#050

Posted by **EileenCN** on **07/14/2022 at 3:53pm** [Comment ID: 5739] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

Please notice that in the absence of real play equipment, children use the canons in the plaza to play and climb. What message do we send to our children by not providing anything age appropriate for them? Do we want a weapon to be a symbol in our plaza? I don't.

Remove canons.

#051

Posted by **Jordan Wilson-Dalzell** on **07/10/2022 at 2:36am** [Comment ID: 5544] - [Link](#)

Agree: 0, Disagree: 0

Could you add image descriptions for visually impaired folks who use screen readers? otherwise the image isn't accessible.

Table 6-4 in Section 6.5.A
 regulates building placement by zone, to ensure that new buildings are sited and oriented to define and engage the public realm.

Downtown Core		Downtown Neighborhood	Downtown Industrial
Front street build-to range, according to ground floor use:			
Non-Residential	0' – 10'		5' – 15'
Residential or Retail-Ready	10'		10' – 15'
Front street buildout (min)	100%		70%
Side street build-to range	NA		5' – 10'
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.)			
Side yard	0'	10% of lot width or 5', whichever is less	
Rear (w/ alley)		15' from the centerline of the alley	
Rear (w/o alley)		5'	

Table 6-5 in Section 6.5.B
 regulates building height by zone, to appropriately scale buildings relative to the Downtown vision. The Neighborhood Transition Overlay overrides the standards of the zone, per Standard 6.5.3.a, in order to establish a height transition to the surrounding neighborhoods.

Downtown Core		Downtown Neighborhood	Downtown Industrial	Neighborhood Transition Overlay
Allowed Number of Stories				
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)
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)				
Ground Floor	0 feet	0 to 4 feet	0 to 4 feet	
Floor Heights (min - measured from floor to ceiling)				
Ground Floor	12 feet	8 feet	12 feet	8 feet
Upper Floor		8 feet		8 feet
Building Base Height (min)				
Base on Buildings of 1 or 2 stories	14 feet	10 feet	12 feet	10 feet
Base on Buildings of 3 or 4 stories		16 feet		
Base on Buildings of 5 stories or more		25 feet		

Table 6-6 in Section 6.5.C provides standards to ensure that new large developments do not have monolithic façades that feel overbearing to pedestrians. Large façades are broken into 'Massing Increments' to reflect the rhythm and scale of the historic Downtown.⁰⁵²

	Downtown Core	Downtown Neighborhood	Downtown Industrial
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>
Massing Increment (max.)	100'	60'	100'
Façade height difference between massing increments (min.)	10% of lesser façade height	10% of lesser façade height	10% of lesser façade height
Building base height difference between massing increments (min.)	2'	2'	2'
Upper floors setback (min.) Distance set back from the primary façade	10'	10'	10'
Bay width	15'-30' (see Section 6.5.D for more on bays)		
Gap between Massing Increments (min.)	N/A	16' wide by 20' deep	N/A

Table 6-7 in Section 6.5.D ensures that façades have enough fenestration to engage the public realm and provide eyes on the street.

	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%				

Table 6-8 in Section 6.5.E identifies which frontage types are allowed in which overlay, to ensure that the ground floors of buildings properly relate to the public realm.⁰⁵³

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Shopfront	Yes	Yes	Yes
Common Entrance / Lobby	Yes ²	Yes	Yes
Retail / Housing Flex	No	Yes ¹	Yes ¹
Ground Floor Office	No	Yes ¹	Yes
Ground Floor Residential	No	No	Yes ¹
Vehicular Access	No	Yes	Yes

1. Allowed only if a conditional use permit is acquired where necessary for the corresponding ground floor use. See **Section 6.4.A**.

2. Common entries and small lobbies are allowed in Main Street Overlay Zone, but must look like storefronts, with clear glass fronting the street. Lobbies should comprise no more than 20% of the frontage, the remaining length being storefronts.

#052

Posted by **EileenCN** on **07/14/2022 at 3:56pm** [Comment ID: 5740] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Yes! façades should be inviting.

#053

Posted by **EileenCN** on **07/14/2022 at 3:57pm** [Comment ID: 5741] - [Link](#)

Type: Love!

Agree: 1, Disagree: 0

Agree!

Table 6-9 in Section 6.5.E

requires a minimum frequency of building entries to bring pedestrian activity to the sidewalk.

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Frequency of Building Entries (max. distance between entrances)	50'	50'	75'

Table 6-13 in Section 6.5.F

regulates architectural elements which may encroach beyond the building façade, to enhance the relationship between the building and the public realm.

	Main Street Overlay <i>Encroachment beyond the façade</i>	Gateway Overlay <i>Encroachment beyond the façade</i>	Elsewhere in Downtown <i>Encroachment beyond the façade</i>
Stoop¹	Not allowed	Not allowed	up to 2' min. from ROW sidewalk
Porch¹	Not allowed	Not allowed	8' min. and up to 2' min. from ROW sidewalk ⁵
Terrace¹	Not allowed	Not allowed	
Bay Window²	2' to 4'	2' to 4'	2' to 4'
Balcony²	4' to 8'	4' to 8'	4' to 8'
Awning or Canopy³	Up to 8'	Up to 8'	Up to 8'
Roof Eave / Cornice Assembly²	Up to 5'	Up to 5'	Up to 5'
Arcade⁴	See Table 6-14 for standards and guidelines	Not allowed	Not allowed
Gallery⁴		Not allowed	Not allowed

After **Section 6.5.F**, the Chapter concludes with Site Standards & Guidelines, **Section 6.6**, which are applicable throughout Downtown and General Definitions, **Section 6.6**, which is a glossary of all words in italic blue font found in the chapter.

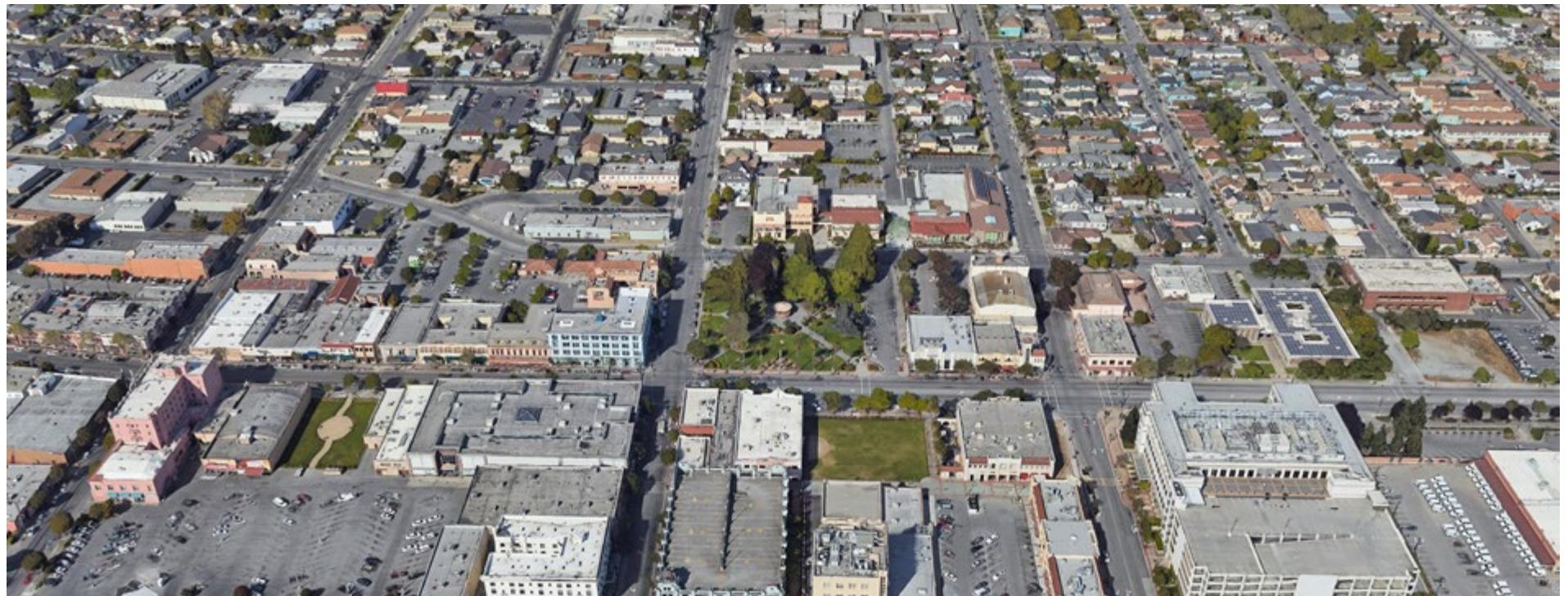
Section 6.4

REGULATING PLAN

The Role of the Regulating Plan. Within each regulatory topic of this Chapter, development standards and guidelines differ by zone and overlay. This is because different areas of the Downtown are intended to have different characteristics, informed by the existing context and future vision as described in previous chapters. The **Regulating Plan Figure 6-1** establishes these zones and overlays, whose intent

is summarized in **Sections 6.3.A and 6.3.B** on the following pages. In general, the arrangement of zones and overlays concentrates urban activity and intensity in the center of Downtown and allows development to transition to existing lower-intensity neighborhood fabric at the periphery of Downtown and to industrial activity to the south.

RESPECTING AND LEVERAGING EXISTING URBAN PATTERNS—This aerial of existing Downtown Watsonville shows how a higher concentration of urban intensity around Main Street and the Plaza fades to the lower intensity of the surrounding neighborhoods. The Regulating Plan zones and overlays respect this natural transition and support a range of beautiful, functional, and sustainable urban environments throughout Downtown.



CHAPTER 6—LAND USE & ZONING

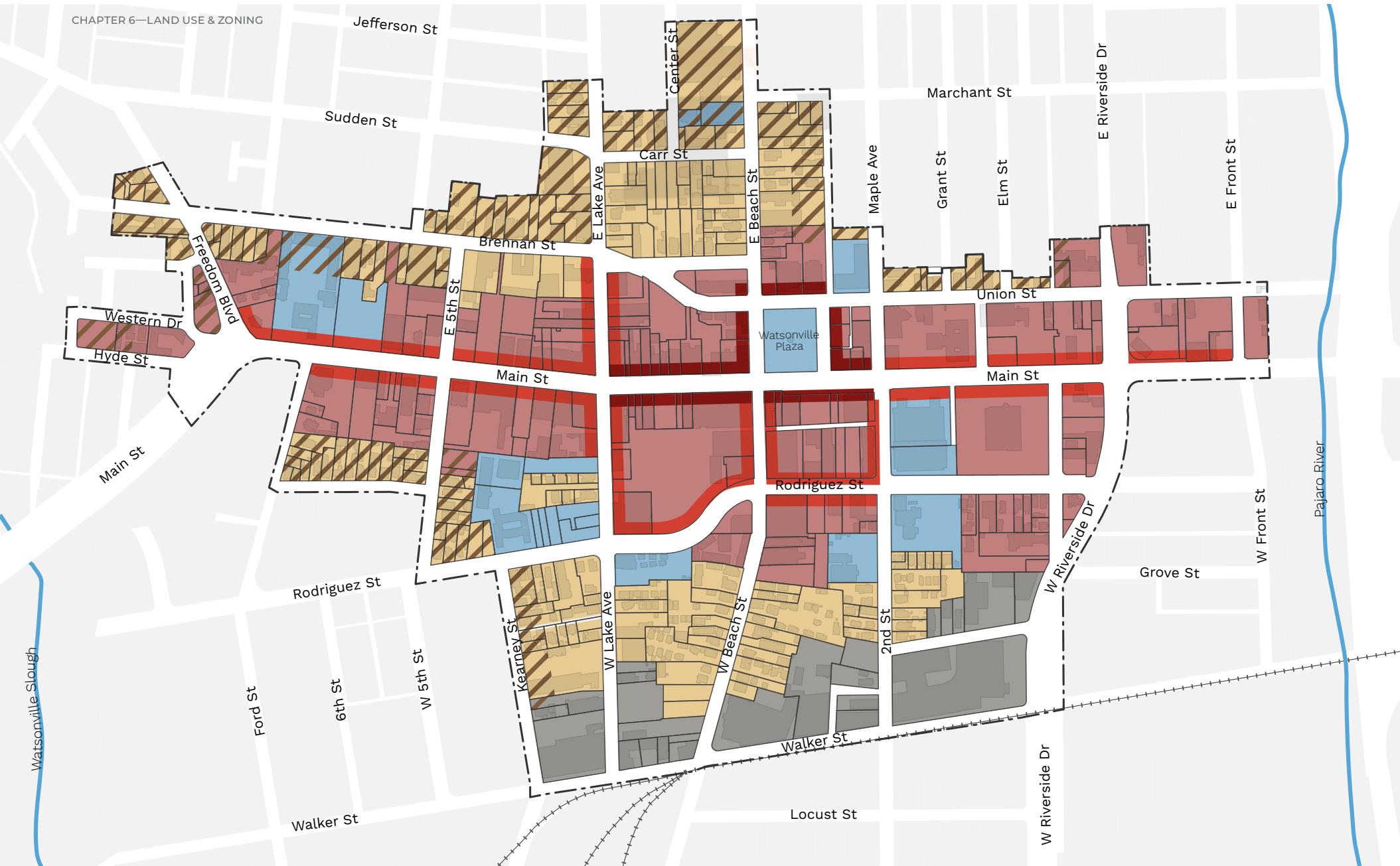
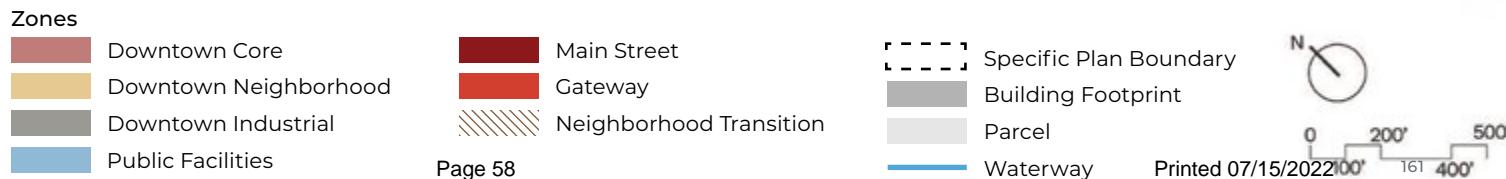


FIGURE 6-1 REGULATING PLAN

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

DWSP_PublicDraft_062422_Ch5-8.pdf

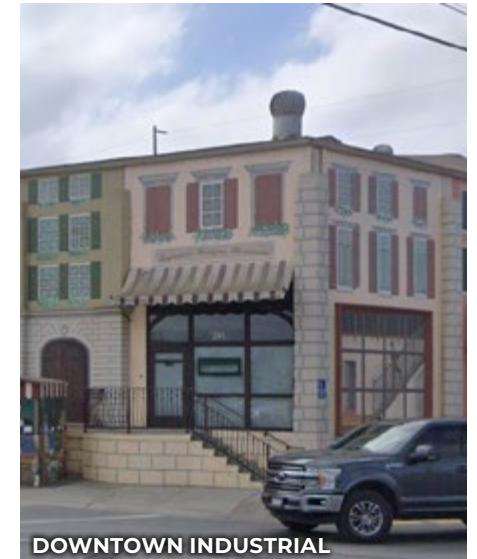


A. Zones



1. Downtown Core

The Downtown Core Zone is an active, walkable environment, characterized by buildings up to 6 stories. This is the heart of Downtown—generally flanking Main Street—where the most active and intense development patterns and uses are anticipated. Upper floors contain residential units or office space. Buildings are close to the sidewalk and have little-to-no side setbacks.



2. Downtown Neighborhood

The Downtown Neighborhood Zone is characterized by smaller scale buildings than those of the Downtown Core Zone and generally includes a similar mix of active and residential uses.



3. Downtown Industrial

The Downtown Industrial Zone is where existing industrial uses may continue to exist and operate, while adaptive re-use of those buildings and infill development of a flexible mix of uses—including new housing—are anticipated over time. Per *WMC Section 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.



4. Public Facilities

New development on parcels zoned Public Facilities shall be subject to the development and use standards that are set forth in *WMC Section 14-16.800-803*.

B. Overlays

1. Main Street

The Main Street Overlay is where the most active ground floor uses occur, and the highest quality frontages are required. The overlay is contiguous so that the “main street” environment is concentrated and not interrupted by pockets of less active environments.

2. Gateway

The Gateway Overlay is provided to extend some of the characteristics of the Main Street Overlay further down Main Street and onto select cross streets – but with some flexibility.

3. Neighborhood Transition

Development within this overlay transitions down in scale to that of the adjoining neighborhoods.



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**.

058

Table 6-3 Land Use Regulations

Use	Downtown Core			Downtown Neighborhood	Downtown Industrial ¹	
	Main Street Overlay	Gateway Overlay	Elsewhere in the Zone			
Antiquehop 057	Not permitted				AUP required	
Automobile Service	Not permitted				Not permitted	
Bar	SUP required				SUP required	
Church	SUP Required				SUP Required	
Drive-through	Not permitted		054	Not permitted		
Dwelling Unit	Permitted on upper floors; Not permitted on ground floors	Permitted on upper floors; AUP required for ground floors		Permitted	Permitted	
Liquor Store 056	SUP required				SUP required	
Heavy industrial & Manufacturing	Not permitted				Not permitted	
Light Industrial / R&D	Not permitted				AUP required	
Office	Permitted on upper floors; Not permitted on ground floors	Permitted on upper floors; AUP required for ground floors	055	Permitted	Permitted	
Payday Lenders	Not permitted			Not Permitted	Not Permitted	
Storage/warehouse	Not permitted				Not permitted	
Thrift Shop	Not permitted				AUP required	
Use Code (GLU) 653	SUP required				SUP required	
Use Code (GLU) 659	SUP required				SUP required	
Vehicle fueling facility	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.

#054

Posted by **EileenCN** on **07/14/2022 at 4:00pm** [Comment ID: 5742] - [Link](#)

Type: Love!

Agree: 1, Disagree: 0

Yay!

Reply by **Oatmeal** on **07/14/2022 at 7:35pm** [Comment ID: 5869] - [Link](#)

Agree: 0, Disagree: 0

No more drive-throughs anywhere in Watsonville! Too many already.

#055

Posted by **nataalieco** on **07/12/2022 at 6:59pm** [Comment ID: 5583] - [Link](#)

Type: Less Relevant

Agree: 3, Disagree: 0

Thrift and Antique stores encourage reuse/recycling and are often more affordable and accessible to low-income residents. We should promote a regenerative economy and not add restrictions on these stores.

Reply by **Oatmeal** on **07/14/2022 at 7:34pm** [Comment ID: 5868] - [Link](#)

Agree: 0, Disagree: 0

I'm not understanding the intention to prohibit thrift shops. We need to discourage rampant consumerism and encourage re-use.

#056

Posted by **Pam** on **07/14/2022 at 2:07am** [Comment ID: 5683] - [Link](#)

Agree: 1, Disagree: 0

I'd rather see limits on liquor stores than on thrift stores.

#057

Posted by **ambalder** on **07/13/2022 at 11:16pm** [Comment ID: 5638] - [Link](#)

Agree: 2, Disagree: 0

Thrift stores promote recycling and are good for the environment, don't restrict them!

Reply by **Pam** on **07/14/2022** at **2:05am** [Comment ID: 5682] - [Link](#)

Agree: 2, Disagree: 0

Both antique shops and thrift stores should be unlimited. Yes, they recycle, encourage re-use, and good for folks on limited incomes. Better to limit "fast food" and "fast fashion" stores which don't help personal and environmental health.

#058

Posted by **me@judyg.com** on **07/01/2022** at **5:20pm** [Comment ID: 5454] - [Link](#)

Type: Suggestion

Agree: 0, Disagree: 0

Antique Shop and Thrift shop must be allowable uses. These activities will be doable for some people and attract others. Do not dis-allow either of these. Funky - attracts - Money.

B. Use Definitions

Antique Shop. A place of business that sells furnishings, utensils, equipment, objects of art, objects having aesthetic value, ornamental objects, curios and like objects of personal value, all of which by reason of age, antiquity, obsolescence, or rarity, are valued principally for decorative, aesthetic, or sentimental value or purpose, or as collector's items, as opposed to the utility value or purpose for which originally manufactured or produced. An antique shall have an age of at least 40 years.

Automobile service. An establishment for which the primary purpose is the on-site repair, cleaning, detailing, dismantling, or similar work on cars.

Bar. Per *WMC Section 14-18.112*: “Bar’ shall mean an alcohol-sales establishment where the primary use is the sale and consumption of alcoholic beverages and where secondary uses may include food service. The premise may contain a counter upon and over which alcoholic beverages, including beer, wine, and distilled spirits are served. An establishment in possession of a Type 40, 42, 47, 48, 51, or 52 Alcoholic Beverage Control License and with an excess of thirty (30%) percent of the gross floor area devoted to the sale or consumption of alcoholic beverages shall be considered to be a bar, and subject to the provisions herein.”

Church. A facility for which regular religious services are the primary function.

Drive-through facility. An establishment where customers are regularly attended while remaining seated within an automobile.

Dwelling unit. Any building or portion thereof that is used as an independent living facility for one or more persons.

Liquor Store. A retail establishment which has 25% or more of the shelving devoted to the public display and sale of alcoholic beverages for off-site consumption.

Heavy industrial/manufacturing. An establishment that includes labor-intensive manufacturing, assembly, fabrication, or repair processes that produces odors, noise, vibration, hazardous waste materials, or particulates that may negatively affect other uses on the same site or neighboring properties.

Light Industrial / R&D. Non-nuisance industry, business, service, and research work.

Office. A building or portion thereof used as a place for commercial, professional, or bureaucratic work that does not depend on regular on-site visits from customers.

Storage/warehouse. A facility for which the primary purpose is storage, wholesaling, and/or distribution.

Thrift Shop. Any individual personal partnership, firm, or corporation whose business includes buying, selling, trading, taking in pawn, accepting for sale on consignment, or accepting for auctioning, secondhand tangible property.

Use Code 653. Pool and billiard parlors and bowling alleys, per *WMC 14-16.1002*.

Use Code 659. Indoor commercial amusement and recreation activities and entertainment services, per *WMC 14-16.1002*.

Vehicle fueling facility. A gas station. This does not include electrical fueling stations, which are permitted but still subject to the standards of this Chapter.



C. Required Determinations for Conditional Uses

Required Determinations for Issuance of Conditional Use Permits, including Administrative Use Permits and Special Use Permits.

1. Intent

The intent of the Downtown Specific Plan is to enable a lively and dynamic mix of diverse land uses within in a safe, comfortable, human-scale, pedestrian-oriented, mixed-use downtown environment. The intrinsic value and amenity of fine downtowns derives in large measure from their concentration of relatively high intensities of diverse uses within a relatively small area.⁰⁵⁹ The vision, policies, standards and guidelines of this Plan are structured and organized to require development patterns and building forms and configurations within which the permitted land uses—as identified in **Section 6.4.A**—can comfortably coexist and add value to one another by their proximity and connectivity, without generating any undue conflicts between adjacent uses and users.

In order to potentially further expand the range and diversity of uses in Downtown Watsonville, for uses so designated in **Table 6–3**, the Director may grant an Administrative Use Permit (AUP) or the Planning Commission may grant a Special Use Permit (SUP) upon conducting a special review in accordance with **Section 14.12.500** of the Watsonville Municipal Code (WMC). The special review shall be for the purpose of determining that each such proposed use is, and will continue to be, compatible with surrounding, existing, or planned uses; and for the further purpose of establishing such special conditions as may be necessary to insure the harmonious integration and compatibility of such uses in the Downtown and with the surrounding area.

The Zoning Administrator or Planning Commission, as provided in **14.12.500**, may approve, conditionally approve, or deny an application for a conditional use and, in granting conditional approval, may impose such requirements and conditions with respect to site design, architectural design, construction, maintenance, operation, and duration as may be deemed reasonable and necessary for the protection of adjacent properties and the public interest. The granting of a Conditional Use Permit shall not exempt the applicant from complying with the requirements of other provisions of this Specific Plan, the WMC, the Building Code, or other local, state, or federal requirements.

#059

Posted by **EileenCN** on **07/14/2022 at 4:08pm** [Comment ID: 5743] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

Diversifying the stores and restaurants downtown would make a huge difference. We need a variety of restaurant types, coffee shops and clothing and shoe stores that are neither low-end, as we currently have, no high-end as in vacation spots, but interesting and moderately priced.

2. Required Determinations

The following determinations shall be made and appropriate conditions applied to ensure:

- a. That the proposed use will not become a public nuisance, resulting in disturbances of the peace, illegal drug activity including sales or possession thereof, public drunkenness, drinking in public, harassment of passersby, gambling, prostitution, public urination, curfew violations, theft, assaults, batteries, acts of vandalism, illegal parking, excessive littering, excessive noise (particularly between the hours of 11:00 p.m. and 7:00 a.m.), noxious smells or fumes, lewd conduct, or frequent police detention, citations or arrests, or any other activity declared by the City to be a public nuisance determined by California law to be public nuisance.
 - i. That the proposed use will not generate noise, light, glare, dust, noxious odors or other similar adverse effects on surrounding uses. For the purposes of this requirement, "surrounding uses" shall include occupants of neighboring buildings, occupants of other floors within the same building, and pedestrians passing along the sidewalk in front of the subject property.
 - ii. By the design and construction of buildings and by hours of operation of the subject use, noise that would be disruptive to residents of dwellings beside or above the proposed use shall not be permitted between the hours of 11:00 P.M. and 7:00 A.M.
- b. That the proposed use will not generate access and parking requirements in excess of those provided for in **Chapter 4: Public Realm & Transportation**.
- c. That perceived privacy and/or security requirements of the proposed use will not lead building users to maintain rarely opened opaque window coverings on street-facing windows, nor to routinely utilize rear or side entries rather than street-facing front doors as the primary means of access and egress to the building.
- d. That the ground floor rooms adjacent to the street frontage will be occupied during much of the day and occupied and/or lighted during most evenings.
- iii. For all retail, restaurant and indoor recreational uses, display windows shall not "wall off" views into retail interior spaces, and the interiors of dining rooms and activity rooms shall be clearly visible to passing pedestrians.
- iv. For office uses, front rooms should include lobbies, waiting areas, and office spaces in which window blinds are typically open.
- v. For residential uses, front rooms should include living rooms and dining rooms, and not include bathrooms, closets and other uninhabited spaces.

Section 6.6

FORM REGULATIONS

FORM REGULATIONS—This Section ensures that all new buildings contribute to the Downtown environment, respecting its context and building on its history. The Lettunich Building (shown below) is a great existing example of a Downtown contributor.



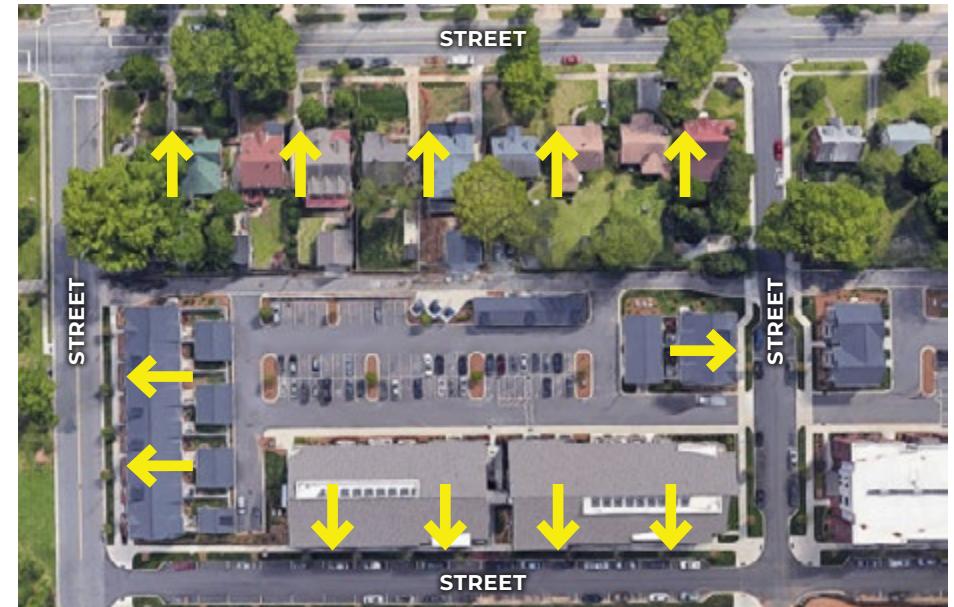
A. Building Placement

1. Intent

The standards and guidelines of this section seek to ensure that, to the extent practical, new buildings are sited and oriented to appropriately define and engage new and existing *streets*, public spaces, *courts*, and *paseos* (See **Section 6.7** for a glossary of all words in italic blue font).

2. Applicability

The standards and guidelines of this section apply to all projects which include the construction of new *primary buildings*.



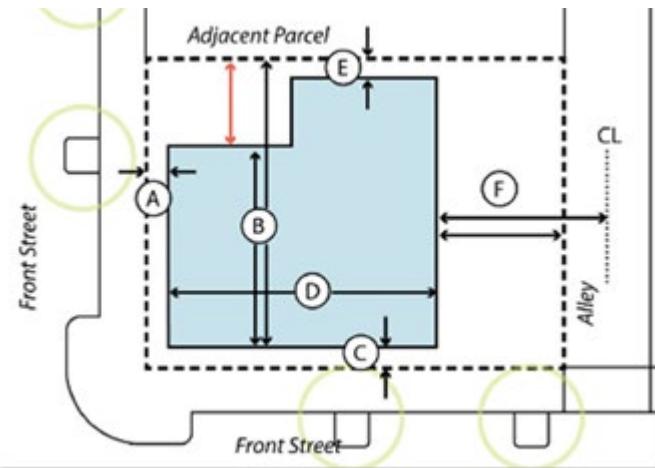
BUILDING PLACEMENT—This example block shows buildings sited and oriented (with yellow arrows representing building orientation) to define and engage streets, with parking to the rear of buildings.

3. Standards

- a. Frontage Buildout.** New *primary buildings* shall be set in relation to the *build-to ranges* in compliance with **Table 6–4** and the text of this section. The following elements may recess from or break the ground floor façade and constitute allowed exceptions to the *frontage buildout requirement*.
 - i. **Forecourts**, subject to **Section 6.6.E.3**, can span up to 35% of a lot's frontage buildout requirement.
 - ii. Entrances—no wider than 12'—to *paseos* or *passages*, or *side yards* (See **Section 6.6.E**).
 - iii. Exterior staircases and associated landing areas.
 - iv. Chamfered corners, provided they include an entrance or stairway.
 - v. Specific to the Downtown Neighborhood and Downtown Industrial Zones: up to 70 feet of surface parking frontage may abut a street. Any portion of the surface parking lot adjacent to the street and in excess of any driveway width must be set back 5 feet from the sidewalk, or as far back as the building face - whichever is greater. A wall or hedge that is between 3 and 3.5 feet in height must be located within this setback area, but shall be no closer than 1.5 feet to either the sidewalk or to the edge of the surface lot. Screening may be interrupted only for vehicular and pedestrian access & visibility.
- b. Parking.** Apart from the exception stated above (**Standard 6.5.A.3.a.v**), all surface parking shall be located behind the primary building, to the rear of the lot. Structured ground floor parking must be set behind at least 30 feet of occupiable ground floor liner space. Vehicular entries are subject to the standards of **Section 6.5.E.10**.
- c. Building Orientation.** Buildings, in order to properly orient toward and engage the public realm, shall take access from and front the public realm per **Section 6.5.E**.
- d. Front Setback and Encroachments.** The design of the front setback area is regulated by **Section 6.5.E**. Allowed encroachments into the front setback are regulated in **Section 6.5.F**. Allowed encroachments into required side and rear setback areas are identified in *WMC Section 14.40.1.30*.

Table 6-4 Building Placement

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'		



e. Exceptions to Required Setbacks and Build-To Ranges. The Director may grant exceptions to the standards of **Table 6-4** in the case of adaptive reuse of existing buildings, provided that the ground floor frontage is calibrated, to the extent practical, according to the standards and guidelines of **Section 6.5.F**.

B. Building Height

1. Intent

These standards and guidelines are intended to implement the physical vision that is articulated in **Chapter 2**.

2. Applicability

The standards and guidelines of this section apply to all new buildings within the plan area.

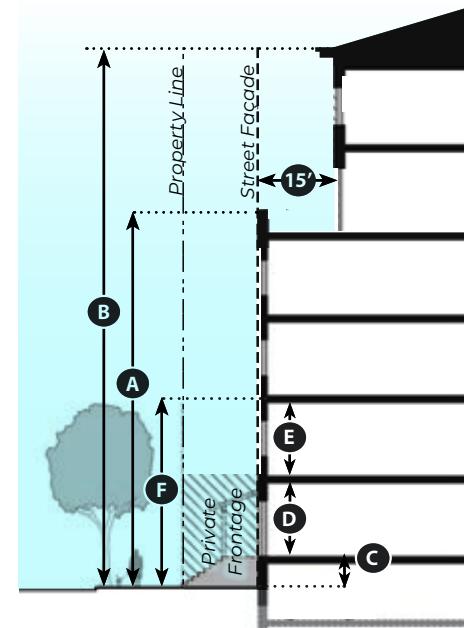
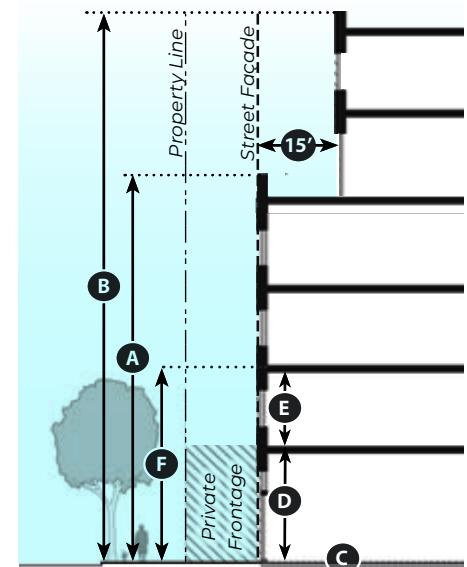
3. Standards

- a. Building height and upper floor stepbacks shall conform to the standards of **Table 6-5**. Where applicable per the Regulating Plan (**Figure 6-1**), the Neighborhood Transition Overlay overrides the Zone for the first 100 feet from the nearest property line outside the
- b. Downtown Plan Area.
- b. Throughout Downtown, Within 30 feet of the closest property line, buildings may not exceed one story more than the allowed height of a neighboring zone. For the purpose of this standard, “neighboring” shall mean a property abutting, directly across a street from, or directly

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	

* See Standard 6.5.B.3.a



across an alley from the subject property.

c. Except for retail-ready ground floors (**Section 6.5.E.7**) and accessible ground floors at sidewalk level, all residential ground floors shall be raised between 1.5 and 4 feet from sidewalk grade.

d. The **building base** shall be measured from the sidewalk grade to the (lower) cornice, string course, or horizontal plane break. In absence of any of these

elements, the mid-point between the topmost point of the first-floor openings and the lowermost point of the second-floor openings shall serve as an upper reference point.

e. Upper-floor terraces and rooftop decks are allowed. **060**

f. The upper floor setback area may be covered by an open structure—such as a **trellis** or **upper floor loggia**, shown below—with a front façade that is no more than 10% solid, excluding any parapet wall height.

g. Ground floor units throughout the Downtown Core shall be 12' feet tall, floor to ceiling, and designed so that future compliance with the *Americans with Disabilities Act of 1990 (ADA)* for commercial use is not precluded. See the Retail-Ready frontage type in **Section 6.5.E.7**.

h. Specified architectural elements may exceed the height limit in accordance with *WMC Section 14-40-100*.

i. Pitched roofs, if provided, should

be symmetrical, and sloped no less than 4:12, except that roofs for porches and other attached shed roofs which should be no less than 2:12. Gables facing the public realm should not exceed 30 feet in width.

BUILDING BASE—Highlighted in blue below are the bases of buildings. Building base heights are regulated in **Table 6-5**.



OPEN STRUCTURES IN UPPER-FLOOR SETBACKS—The upper floor setback area may be covered a trellis (right) or upper floor loggia (left), outlined in yellow below.



#060

Posted by **Pam** on **07/14/2022** at **2:10am** [Comment ID: 5684] - [Link](#)

Agree: 0, Disagree: 0

rooftop and deck gardens should be encouraged. Maybe have a downtown beautification award annually - maybe there already is?

C. Building Massing

1. Intent

The standards in this section are intended to ensure that new large developments do not have massive, monolithic façades that feel overbearing to pedestrians. This is mitigated by requiring large developments to create the look and feel of multiple smaller buildings despite being a single large development. This will reflect the rhythm and scale of the historic Downtown. New buildings whose primary building façade exceeds the length listed under *Applicability* in **Table 6-6**, which varies by Zone, shall be divided into smaller 'Massing Increments' with maximum lengths in accordance with **Table 6-6**. Massing Increments are visually discrete design compositions that are: a) distinguishable from each other and b) have a coherent look and character from the ground to the top of the façade. Not only does subdividing a long building façade make for a more dynamic and interesting streetscape, but it makes the building more resilient. Should the market change

in the future, the building can be configured to be easily modifiable by Massing Increments. Changes can be made incrementally in this way, in order to meet the needs of different tenants or to adapt to other uses. Buildings that take this more sustainable approach are a better investment because they tend to last longer, as opposed to conventional developments that get completely demolished and replaced in order to start over. Massing Increments in the Downtown Core and Downtown Industrial zones shall be differentiated from each other in accordance with **Section 6.5.C.2.a**; Massing Increments in the Downtown Neighborhood zone shall differentiated from each other in accordance with **Section 6.5.C.2.b**.

If a project is less than the length identified in **Table 6-6** under *Applicability* for its zone, its façade does not need to be broken into multiple Massing Increments.



INTENT: New development must reflect massing increments (B) which relate to the widths of existing buildings in Downtown Watsonville, such as the Mansion House (shown above).



AVOID: This façade would feel inappropriately massive and monotonous in Downtown Watsonville. Façades whose overall length (A) exceeds that listed under *Applicability* in **Table 6-6** need to be broken into multiple Massing Increments.

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

2. Standards

a. **Downtown Core and Downtown Industrial.** Massing increments within the Downtown Core and Downtown Industrial Zones shall be differentiated in the following ways:

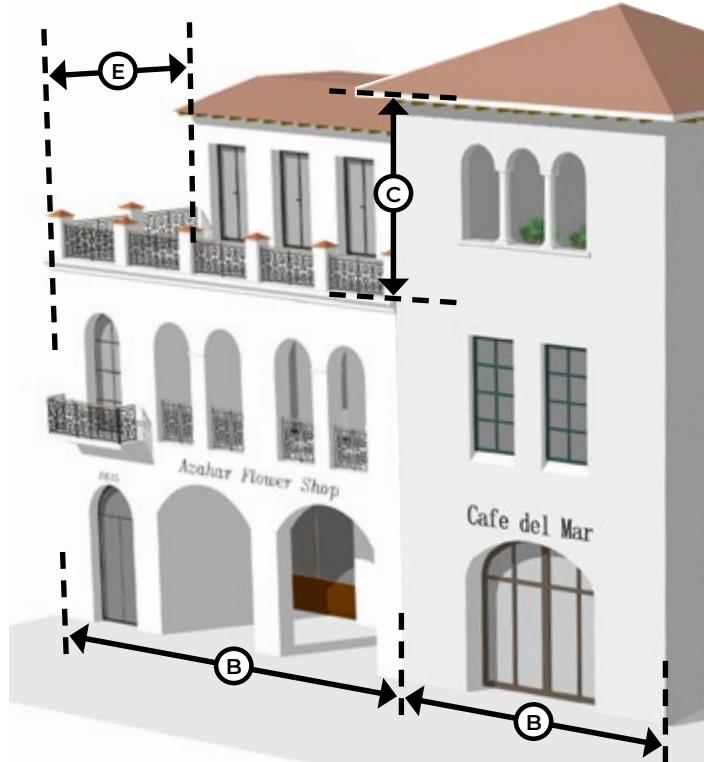
- The façade height of each massing increment—as measured from the adjacent sidewalk level to the eave, cornice, or parapet—shall differ from the façade height of its neighboring massing increment(s) per **Table 6-6**. Upper floors which are set back from the primary façade per the ‘upper floor setback’ listed in **Table 6-6** are not considered part of the façade height. The resulting setback area may be covered by an open structure—such as a trellis or upper floor *arcade*—with a front façade that is no more than 10% solid, excluding any parapet wall height (Illustrated in **Section 6.5.B**).
- A *forecourt*—subject to the standards in **Section 6.6.E.3**—satisfies this standard as the façade height at the forecourt is effectively 0'.
- The height of the building base—as defined in **Standard 6.5.B.3.D**—of each Massing Increment shall differ from the building base height of neighboring Massing Increment(s) per **Table 6-6**.



1. A **forecourt**—subject to the standards in **Section 6.6.E.3**—satisfies this standard as the building base height at the forecourt is effectively 0'.
2. Exception: If all upper floors above the building base are set back to create an upper-level forecourt (see the precedent below), the building base height of the module which contains the upper-level forecourt may match its neighbors.
- iii. Façade elements—such as openings and balconies that are typically vertically organized into bays—shall not overlap the division between Massing Increments. The entire façade composition must be contained within its massing increment.
- iv. Only one massing increment design may be repeated on the same project elevation. Repeated massing increments may not be immediately adjacent to each other. A repeated increment may appear a maximum of 3 times on the same project elevation.
- v. A clearly noticeable difference in façade material is encouraged but not required.
- vi. Any other differentiation that meets the intent of the standard is encouraged.



UPPER-LEVEL FORECOURT—All upper floors above the building base are set back to create an upper-level forecourt which creates an adequate differentiation between Massing Increments (B).

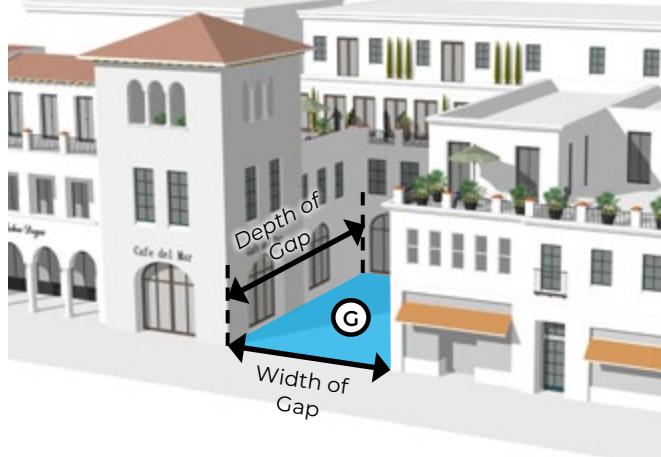


UPPER FLOORS SET BACK—The upper level of the left portion of the building is set back (E) in order to create an adequate difference in façade height (C) between the two Massing Increments (B).

b. Downtown Neighborhood. Massing Increments within the Downtown Neighborhood Zone shall be differentiated in the following ways:

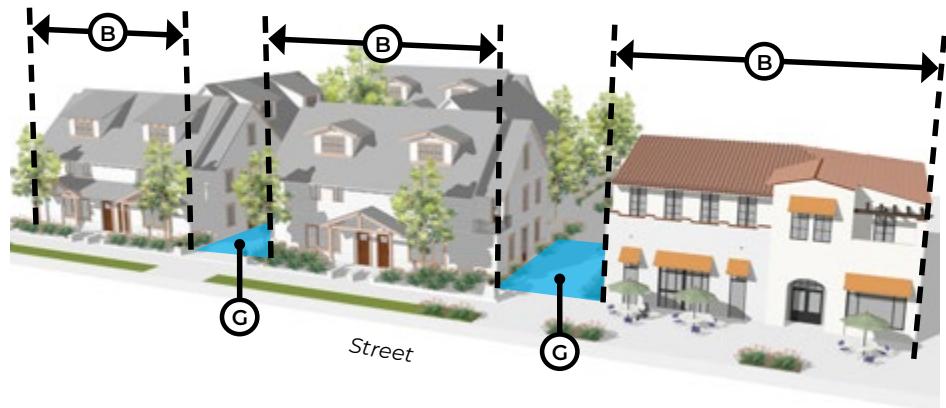
- vii. Massing Increments shall be separated by a gap (G) of no less than 16' wide by 20' deep, per **Table 6-6**.
- viii. Only one massing increment design may be repeated on the same project elevation. A repeated increment may appear a maximum of 3 times on the same project elevation.
- ix. Architectural style variation between massing increments is encouraged to reinforce a pattern of individual, neighborhood-scale buildings, to better fit in with existing buildings in this zone.
- x. The use of pitched roofs are encouraged to further relate the buildings to the residential neighborhood scale.
- xi. Any other differentiation that meets the intent of the standard is encouraged.
- xii. Gaps between massing increments may—but are not required to—serve as entries to paseos, courts, side yards, or any other on-site open space. Gaps may also serve as small courts or yards and be surrounded on all sides by building, as illustrated below.

EXAMPLE—This Gap between Massing Increments serves as a small forecourt, surrounded on all sides by building.

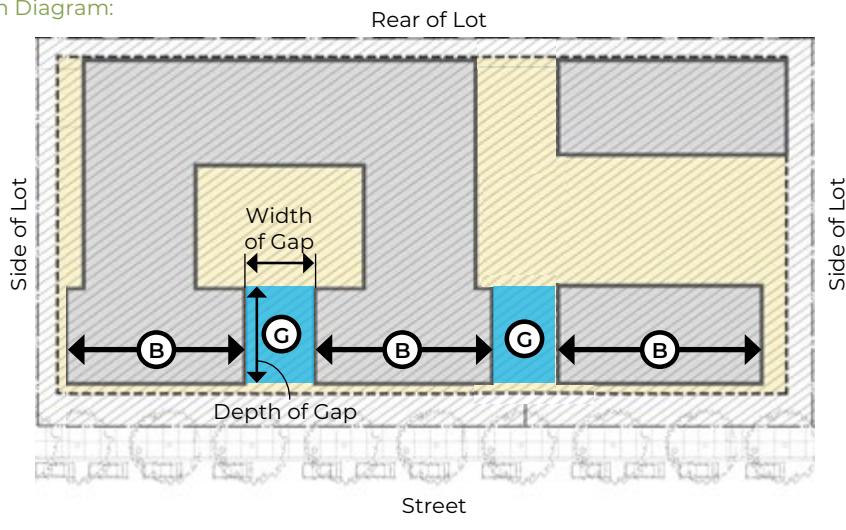


MASSING INCREMENTS IN THE DOWNTOWN NEIGHBORHOOD

Perspective View:



Plan Diagram:



- Property Line
- Property
- Buildable Area
- Building Footprint in Downtown Neighborhood zone
- Massing Increment (See **Table 6-6** for dimensions)
- Gap between Massing Increments (See **Table 6-6** for dimensions)

D. Façade Design

Building façades are the walls of the outdoors rooms of the community. In order to appropriately reflect and evoke the heritage of Downtown Watsonville as a town-scale traditional district, new façades should reflect the historic patterns and sensibilities.

1. Façade Composition Standards

a. **Façade elements shall be organized by a grid.** Patterns of openings within each individual façade or Building Increment—when required per Section 6.5.C—shall be organized into a grid per the standards below.

- Horizontal alignment of elements.** Rooflines, openings, and materials within each façade or façade module must align horizontally, and be generally consistent in style across the entire width.
- Vertical alignment of openings into bays.** The entirety of a building's façade or Massing Increment shall be clearly divided into vertical bays, subject to the following standards:
 - Façade bays shall extend from the ground to the top of the façade.
 - Each bay must be between 15' and 30' wide.
 - Openings shall be stacked within bays as illustrated below. Openings should typically be arranged symmetrically within bays.



FAÇADES ORGANIZED BY A GRID of floors and bays. Each bay in this example features a shopfront on the ground floor with 1 or 2 columns of upper floor windows stacked above. This pattern is especially appropriate for the Downtown Core.



b. **Buildings shall have a base, middle, and top.**

- The building base should read as visually supportive, with materials that appear solid and strong. Building base heights are scaled to the size of the building; their height is regulated alongside building heights in Section 6.5.B. The building base is the primary portion of the façade observed from the street, so it should feature details and materials which are pleasing to the pedestrian. The building base should be differentiated from the rest of the façade—whether by a string course, change in material, change in type of openings, or a combination of these elements.
- The middle of the building features floors which should be generally repetitive, with only minor variations between each floor.
- The top of the building should feature some form of capping element(s), such as a cornice, enhanced ornamentation, or a decorative parapet. In larger buildings, such as the Lettunich Building shown below, the upper floor may be visually incorporated into the building top.

2. Façade Fenestration Standards

- a. Façades shall be designed with fenestration—openings on the façade, including windows and doors—in the amounts identified by **Table 6-7**.
 - vi. Fenestration amount is calculated as a percentage of openings—including all windows and doors on the façade—to an area of façade. Each portion of the façade grid, as defined in the **Section 6.5.D.1.a**, must have a fenestration percentage which falls within the range identified by **Table 6-7**. This is illustrated in the façade diagram to the right.
 - vii. Per **Table 6-7**, the required fenestration amount varies by Zone and Overlay (where applicable) and by location on the façade.
- b. General to all floors:
 - viii. Except for shopfront or bay windows, all glass should be set in a minimum of 4 inches from the main façade plane.
 - ix. Windows should have an external reflectance of less than 15%, and a transparency higher than 80%. Opaque windows are prohibited.
 - x. Non-operable shutters—known as ‘faux shutters’—are discouraged.
 - xi. The horizontal distance between wall openings should not exceed 15 feet within a façade or massing increment.
 - xii. Exterior doorways count as fenestration when calculating percentage of fenestration of a façade.
- c. Specific to ground floors:
 - xiii. The façade area of the ground floor is the first ten vertical feet of a building, multiplied by its width.
 - xiv. When ground floor façades have over 90% glass, the illusion of the upper floors resting on a glass box must be avoided. Structural elements should be visible in order to show that the upper floors are supported, whether it is by slender steel column or piers framing or in front of clear glass, or more substantial masonry piers between display windows.
 - xv. Bedroom and bathroom windows are not allowed on the ground floor façade along any new or existing street.
 - xvi. Display windows which block views into interior spaces may only comprise up to 25% of the required fenestration.

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.



- xvii. Ground floor window sills should be no more than 5' above the grade of the sidewalk.
- xviii. **Section 6.5.E** establishes further ground floor fenestration requirements, beyond the base standards in **Table 6-7**, to create a balance between privacy and transparency according to frontage type.
- d. Specific to upper floors:
 - xix. Wall openings should generally not span across stories (vertically) or bays (horizontally).
 - xx. Upper-floor wall openings should be taller than they are wide.

3. Parking Structure Façade Standards

a. Parking structures shall either be designed with façades that meet the standards of **Sections 6.5.C** and **6.5.D**, or be faced by art walls (murals, decorative or sculptural material, etc.) by the approval of the Director.

b. The façades of parking structures should fit into the urban context, and when not faced by art walls, they should look similar to any other Downtown building.

c. **Future-Proof Parking.** Parking garages which can easily convert to accommodate other uses—such as offices or housing—if and when the need for parking diminishes, are encouraged. Features which enable such 'future-proof' flexibility include:

- xxi. Level floors, apart from necessary ramps
- xxii. Floors with 8' minimum clear height from floor to ceiling

d. **Ground floor façade.** Per Standard **6.5.A.3.b**, structured ground floor parking must be set behind at least 30 feet of occupiable ground floor liner space. Vehicular entries are subject to the standards of **Section 6.5.E.10**.



The façade of the existing parking structure at the corner of Beach and Rodriguez Streets in Downtown Watsonville is organized like a typical Downtown building and the ground floor is lined with occupiable space.



This parking structure is designed like a typical Downtown Building, and any ground floor parking is set behind commercial space with shopfronts lining the street. This building could easily accommodate other uses—such as



This garage façade features attractive architectural detailing.



This parking structure is designed like a typical Downtown building.

4. Façade Materials

- a. Fiberglass or plastic (false) architectural elements or ornamentations are discouraged.
- b. Materials used on shopfronts should be smooth and non-abrasive to touch.
- c. Rough-cast and sand-finishes are discouraged on all building surfaces that are visible from a street.
- d. Where more than one material is used for the façade, the heavier material must be used below the lighter material (e.g. brick below siding, not vice versa).
- e. Modulations, color schemes, balconies, and other façade elements should be consistent within an individual façade or within an individual Building Increment, when required per Section 6.5.C.



Fiberglass classical ornamentation and poorly applied.



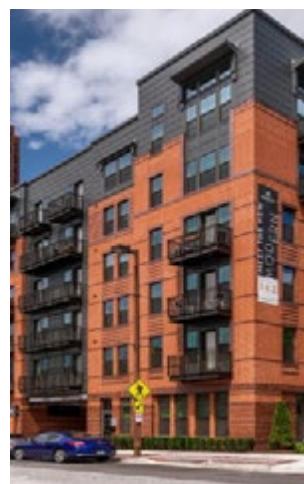
Rough-cast finish.



Sand-finish.



Heavy stone used below lighter siding material.



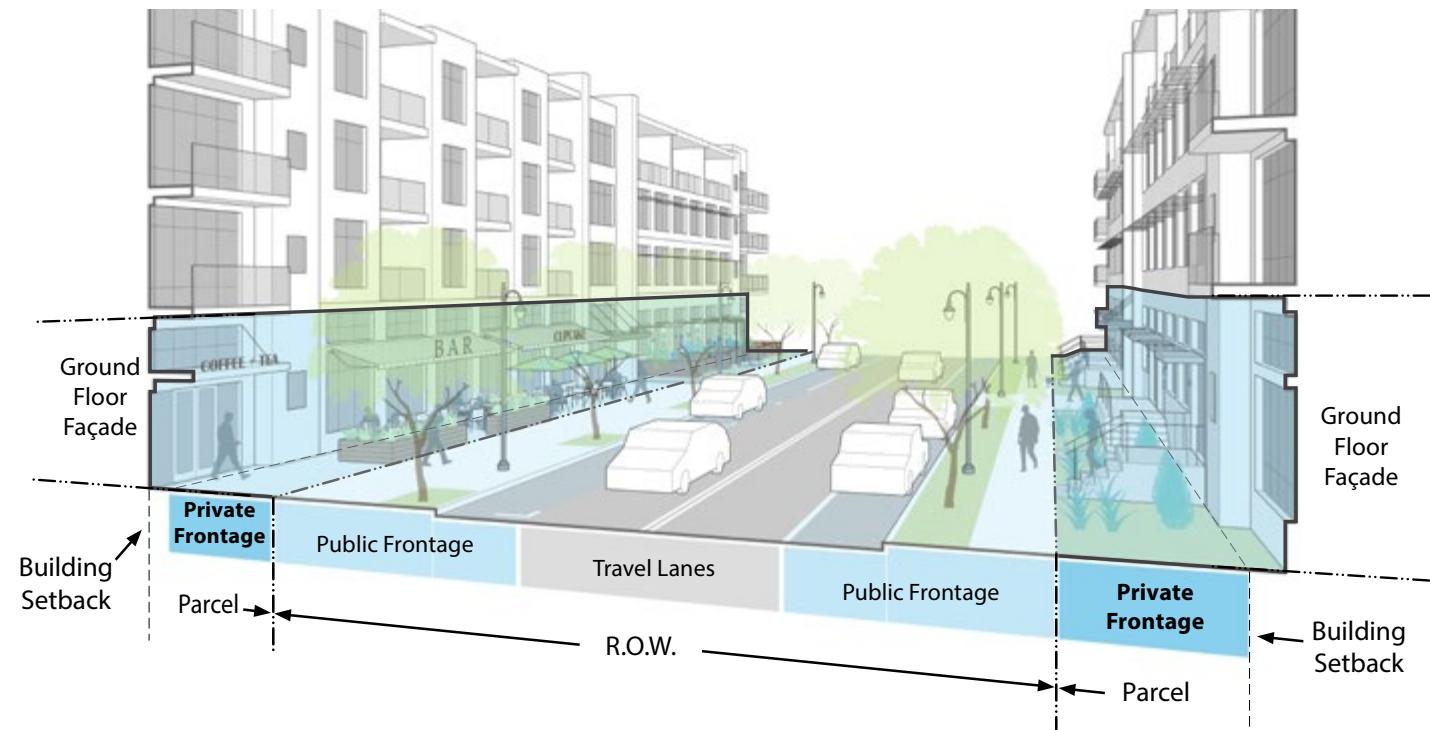
Materials and design are consistent within each Building Increment.



E. Private Frontages: Building Access and Ground Floor Design

1. Intent

Downtown Watsonville is to be an active, pedestrian-oriented urban environment that is comfortable, safe, and easy to navigate by foot, bicycle, or any mode of vehicular transit. As such, careful attention must be given to the way that buildings shape and front Downtown's network of public streets, paseos, and open spaces—also known as the "Public Realm." The space between the travel lanes of a street and the building, and including the building's ground floor façade, is defined as "frontage." In order to create a high-quality urban environment, the design of that frontage must be calibrated to the ground-floor use of the adjacent buildings and to the unified Downtown character envisioned in this Plan. Frontages must be designed to provide an appropriate degree of privacy or transparency relative to the needs of the public-facing ground-floor use. Commercial shops and spaces rely on more exposure for their success, while ground-floor residences need added privacy so they aren't forced to close



their blinds and can therefore provide encourage "eyes on the street." This section provides the design standards and guidelines for the private portion of this frontage, while Chapter 4: Mobility & Transportation provides strategies and recommendations for the public right-of-way.

2. Applicability

The standards and guidelines of this section apply to any new building or façade renovation along a street or public open space in the Downtown Plan Area. The entire ground floor façade facing a public street or public open space is required to consist of the frontage types allowed in this section.

Private Frontages are defined as the ground floor building façade and the area between that façade and any property line along a street or public open space. This area serves as the

transition and interface between the building interior and street environment. **Table 6–8** identifies six Private Frontage Types which are regulated by Overlays, with design standards and guidelines for each type provided on the following pages. These frontage types can be used in combination with encroaching architectural elements that will be noted under each frontage type.

Table 6–8 Allowed Frontage Types by Overlay

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
Shopfront	Yes	Yes	Yes
Common Entrance / Lobby	Yes ²	Yes	Yes
Retail / Housing Flex	No	Yes ¹	Yes ¹
Ground Floor Office	No	Yes ¹	Yes
Ground Floor Residential	No	No	Yes ¹
Vehicular Access	No	Yes	Yes

1. Allowed only if a conditional use permit is acquired where necessary for the corresponding ground floor use. See **Section 6.4.A**.

2. Common entries and small lobbies are allowed in Main Street Overlay Zone, but must look like storefronts, with clear glass fronting the street. Lobbies should comprise no more than 20% of the frontage, the remaining length being storefronts.

Table 6–9 Frequency of Entries

Frequency of Building Entries (max. distance between entrances)	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
	50'	50'	75'

3. Building Access

A key role of private frontages is to provide access from the public realm into the building. The following standards apply:

- All buildings must take primary access from the public sidewalk or from private on-site open spaces (see **Section 6.6.E**) that directly connect to public realm.
- Entrances into residential units may not be located more than 250 feet from the tenant/visitor parking space(s) assigned to that unit, as measured along walking paths.
- Access occurs via one of the allowed frontage types.
- Frequency of Entries.** The quantity of building entrances on a street has a drastic effect on the perceived liveliness of a street. The frequency of entrances is regulated by **Table 6–9**

4. Frontage Types

The following pages provide design standards and guidelines for the allowed private frontage types in Downtown. The standards specific to each frontage type apply wherever such type occurs.

5. Shopfronts

Shopfronts are characterized by large ground floor openings, including windows and entries, which provide transparency and connection between the public realm and ground floor uses such as shops and restaurants. The primary entrance is typically at sidewalk grade, unless ADA accessibility is accomplished by other means, and provides direct access to the ground-floor use. The basic architectural elements comprising the storefront are large clear windows, doors with glass, and transom windows. If storefronts have a setback, the setback is typically treated as an extension of the sidewalk.

Design Standards

- a. Shopfront openings shall be organized into bays, with upper floor windows stacked above, per the standards Section 6.5.D.

Design Guidelines

- b. Where permitted, storefronts may be used in combination with *Galleries* or *Arcades*, or where the setback is sufficient and context is appropriate, in combination with a *Dooryard*, *Terrace*, or *Porch* (see Section 6.5.F Encroaching Architectural Elements).
- c. Ground floor windows should have a minimum transparency of 80% and an external reflectance of less than 15%.
- d. If a storefront is recessed or otherwise setback, and is not designed in combination with a *Dooryard*, *Terrace*, or *Porch* (as allowed in Section 6.5.F), the resulting setback should be designed as a seamless continuation of the sidewalk, not as a landscaped area or buffer. Where permitted, this area may be used for outdoor dining and merchandising.

Figure 6-2 Shopfront

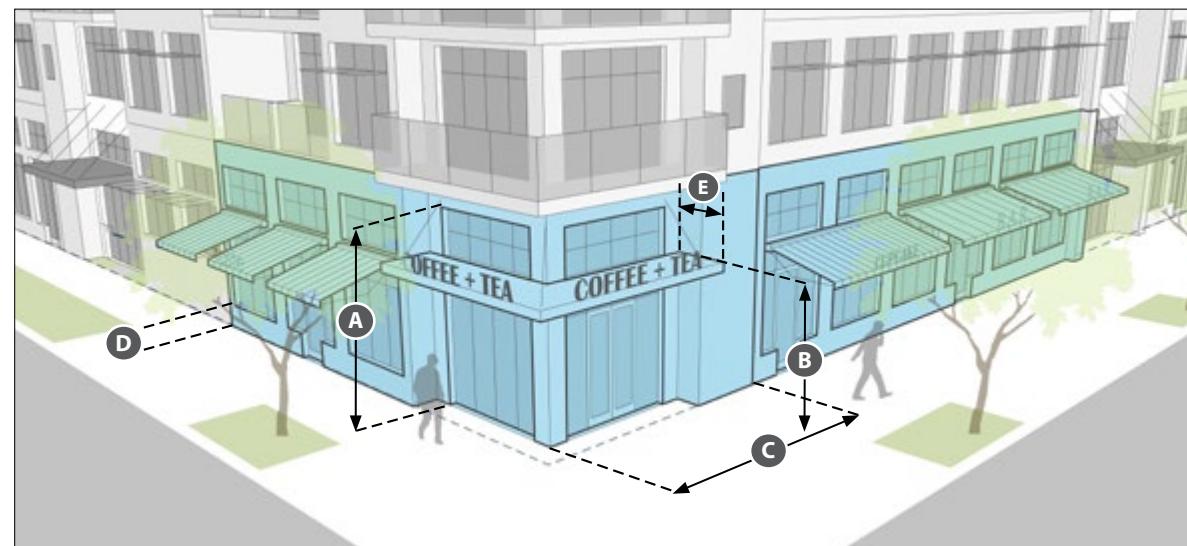


Table 6-10 Shopfronts

	Design Guidelines	MIN	MAX
A	Height to top of transom	12'	16'
B	Height to bottom of canopy / awning	8'	10'
C	Width of each storefront bay	10'	25'
D	Height of storefront base	1'	3'
E	Awning/Canopy Depth	4'	-

6. Common Entrance / Lobby

Common entrances and lobbies, like shopfronts, should have a strong connection to the public realm. While not always open to the wider public, they are spaces that are shared by all tenants which rely on them for building access. Access to individual units (ground and upper floors) is provided via a shared hall/corridor within the building.

Design Guidelines

- a. Common entrances should be conspicuous and designed as a focal-point of the ground-floor façade. Designs that engage multiple floors and/or help modulate the façade of the main building are encouraged (See also **Section 6.5.C/D** for Building Massing and Façade Design Standards and Guidelines).
- b. Lobbies should be visible from the public right of way. Ground floor windows shall have a transparency higher than eighty percent and an external reflectance of less than fifteen percent. Window sills may be no higher than 2 feet from adjacent grade. All shade should be provided on the exterior of the building. See **Section 6.5.D.2** for more fenestration requirements.
- c. In some cases, a Common Entrance may include or be combined with a semi-private yard or open space to provide a comfortable, attractive outdoor public transitional space that allows congregation off of the sidewalk, standards for which are provided in **Section 3.10** Site Standards.

Figure 6-3 Commercial Common Entrance / Multiple Floor Lobby

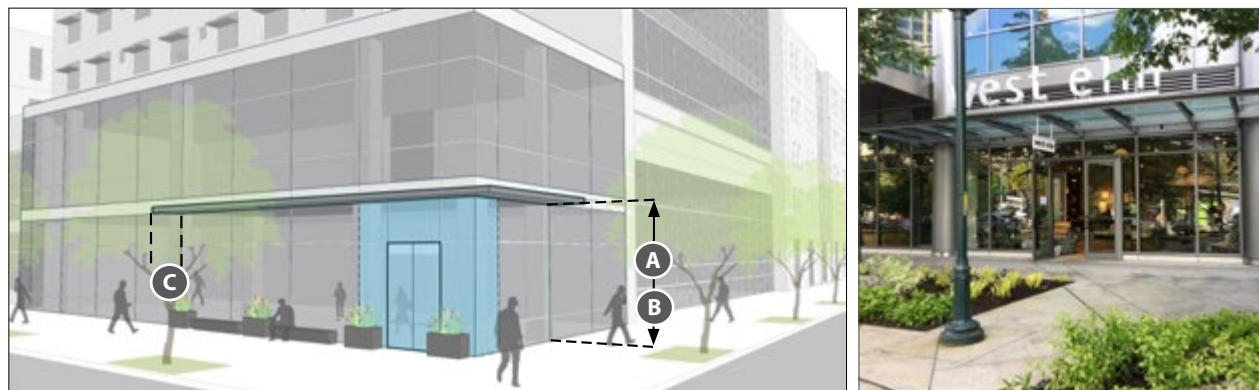
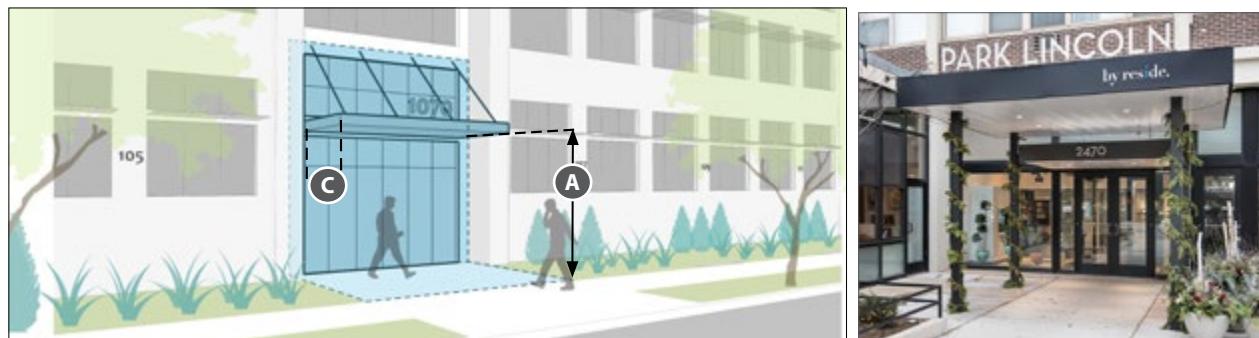


Figure 6-4 Residential Common Entrance/Lobby



- 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.

7. Retail-Ready

Retail-Ready frontage is a versatile type that can host residential uses in the near-term and be easily converted into shopfronts in the future if the market improves for commercial uses.

Design Standards

- a. Within the Gateway Overlay, the ground floor shall be at or with 6" of the level of the sidewalk, to allow ADA access to the entry with little to no ramp necessary. Outside of the Main Street and Gateway Overlays, Retail-Ready ground floors may be raised per the standards in **Section 6.5.B.**

Design Guidelines

- b. The ground floor fenestration amount should be between 50% and 95%.
- c. The setback should be designed and landscaped to provide privacy when the frontage hosts uses which require privacy, such as residences or offices.
- d. When in residential use, ground floor bedroom and bathrooms windows are prohibited along the front façade.
- e. When in retail use, if a dooryard or terrace is not used and the entry is at ground level, the setback is typically treated as an extension of the sidewalk.
- f. When in retail use, the ground floor fenestration should be transparent and provide visibility to the interior spaces per **Section 6.5.E.5** Shopfronts.

Figure 6-5 Retail-Ready Dooryard

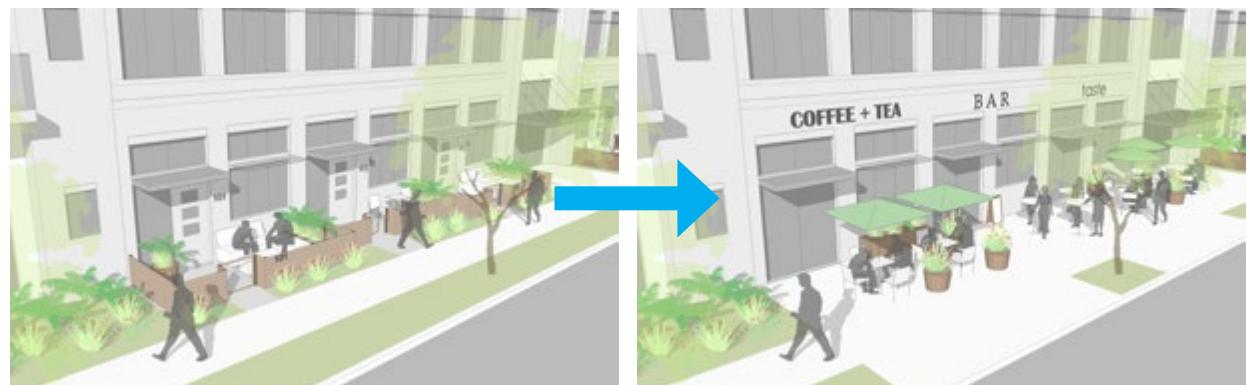


Figure 6-6 Retail-Ready Terrace



8. Ground Floor Office

The private frontages of ground floor offices, where allowed in Downtown, must be carefully designed to ensure that they appropriately contribute to the active public realm environment of downtown.

Like ground floor residential, they typically require some level of privacy, but they still have the opportunity to give life to the street.

Design Standards

- When located in the Gateway Overlay, ground floor offices shall conform to all Retail-Ready standards and guidelines.
- Fenestration shall be calibrated according to overlay. See **Section 6.5.D.2** for more information.

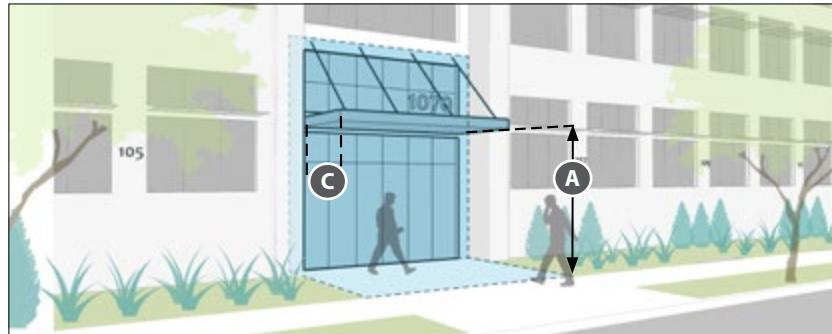
Design Guidelines

- In general, the most public-friendly office functions such as reception and waiting area or office amenity space should be located closest to the primary façade. Areas for private functions, such as examination rooms, should not be located on the primary façade.
- Ground floor offices may take access directly from the sidewalk and/or from a Common Entrance or Lobby (See **Section 6.5.E.6**).
- The setbacks of ground floor offices at or near the level of the sidewalk may feature a dooryard or simple landscaping, or they may be designed as extensions of the sidewalk if

Figure 6-7 Office Common Entrance / Multiple Floor Lobby



Figure 6-8 Office Common Entrance/Lobby



privacy is not desired. Raised ground floor offices may use a Terrace, Porch, or Stoop. See **Section 6.5.F** Encroaching Architectural Elements.

Table 6-12 Office 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.

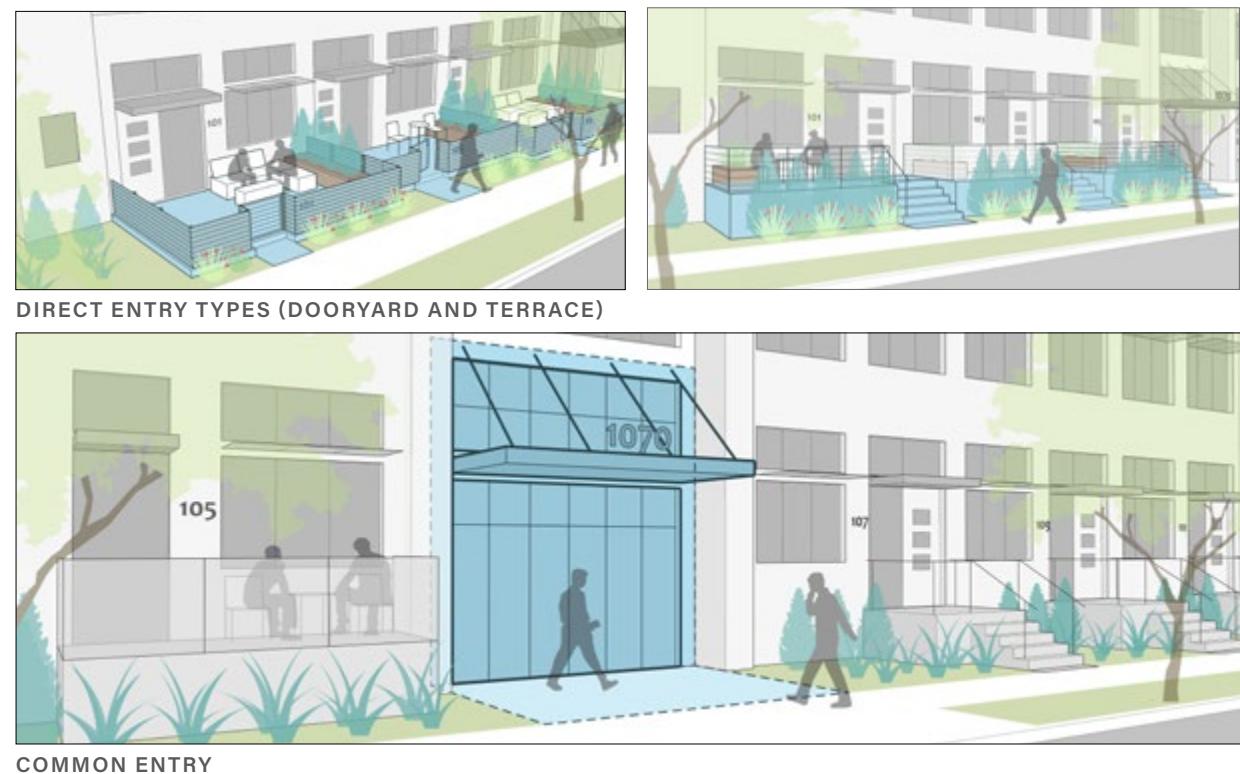
9. Ground Floor Residential

Ground Floor Residential frontages provide a transition from the public sidewalk to semi-private or private space. These frontages moderate the balance the privacy needs of the residential unit with the need to provide eyes on the street to ensure a safe and activated public realm environment. Accordingly, the closer the ground floor façade is to the street, the more carefully designed the frontage must be. Ground floor units are either entered through a common entry (such as an entry lobby or shared private court) or directly from the public sidewalk, typically through a transitional entry element such as a dooryard, porch, terrace, or stoop.

Design Standards

- a. For required residential setback requirements see **Section 6.5.A** and **Table 6-4** Building Placement.
- b. See **Section 6.5.D** and **Table 6-7** Fenestration for residential fenestration standards.
- c. Ground floor bedroom and bathrooms windows are prohibited along the front façade in the Downtown Core.
- d. If access to ground floor units is directly from the public sidewalk, entry may be provided via a Dooryard, Terrace, Porch, or Stoop. See **Section 6.5.F** Encroaching Architectural Elements.
- e. If direct access is not provided, entry may be via a Common Entry with shared passageways.

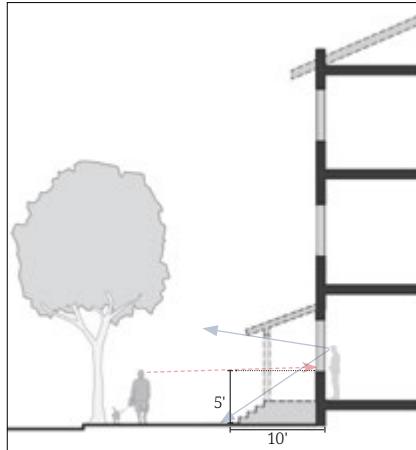
Figure 6-9 Ground Floor Frontages and Entry Type Variations



Design Guidelines

- f. Privacy for ground floor residential spaces is achieved through a combination of elevation, landscape, and setbacks. Residential units with direct entries should have a first floor level that is 1.5' to 4' above the level of the sidewalk, unless the unit is meant to be ADA accessible or Retail-Ready.
- g. Windows on ground floor residential are typically similar to those found on upper floors of the façade.
- h. Ground floor bedroom and bathrooms windows should not be located along the front façade anywhere in Downtown.

Figure 6–10 Pedestrian and Resident Interface



The raised elevation of the ground floor from sidewalk level, and taller ground floor sill heights (generally above eye-level), allow residents to overlook the street outside, while preventing passers-by from seeing into private interior spaces.

- i. Privacy Modulation. The distance from the sidewalk to the façade and first floor windows is used to maintain a balance between resident comfort level and neighborhood security and activity. The closer a residential unit is to the sidewalk, the higher the ground floor elevation should be to maintain a sense of privacy. See **Table 6–5** for ground floor height standards. However, this height is affected by ground floor fenestration standards. See **Section D.2.C.V** for more information.

PRIVACY MODULATION EXAMPLES



Shallow Setback (Very Urban Condition) The façade is close to the sidewalk (less than 5ft), so the unit's ground floor is raised high enough that pedestrians must look up to see into the interior. The opaque front door and the landscaping is used to ensure privacy. However, the lower bushes and ground cover soften the wall in a nod to the neighborhood context.



No Setback (Atypical Urban Condition) The façade is immediately at the back of walk, but window sill height is above eye level of the passerby, maintaining privacy within the unit while allowing the tenant to overlook the street.



Comfortable Setback/Elevation (Typical Urban Condition) The combination of modest setbacks and ground floor elevation - in the form of semi-private dooryard/terraces - provides sufficient privacy and a comfortable buffer between the sidewalk and large glass openings of the living room, with more private bedrooms on the second floor.



Generous Setback (Less Urban Condition) These ground-floor units are at-grade with the sidewalk, with low sill-height. In this case, generous landscape setbacks (15ft) provide a sufficient privacy buffer from the street allowing residents to look out onto the public realm.

10. Vehicular Access

Vehicular Access frontages typically provide access to parking garages or through a building to rear service areas or surface parking. Because of their utilitarian nature, their design is often neglected. However, they require particular care in their design as their sheer size and presence along the street wall can make them one of the most disruptive elements to the quality of the pedestrian environment.

Design Standards

- a. For standards related to parking structure façades, see **Section 6.5.D.3**.

Design Guidelines

- b. Vehicular access should be taken off alleys where alleys are present. The provision of alleys makes higher quality frontages possible and are highly encouraged.
- c. Vehicular entries and exits should be organized into bays (See **Section 6.5.D**). Each opening should fit within a single bay.
- d. Vehicular entries should be organized into openings which are as similar as possible to a storefront.
- e. Openings should be no wider than is necessary for one vehicle to enter or exit. It is preferable to have two separate openings—one entry and one exit—than to have a very wide opening which accommodates both entry and exit.

Figure 6-11 Vehicular Access: Desirable Designs



Vehicular Access can be organized into attractive, well-proportioned bays, just like storefronts.



- f. Entries should be at least 50 feet from the corner of a block.
- g. Gates or doors which secure vehicular entries should be designed as attractive urban elements, just like pedestrian entry doors.



F. Encroaching Architectural Elements

Certain **encroaching architectural elements** may be combined with appropriate private frontage types—as regulated in the previous section, **6.5.E**—to form interesting, cohesive, and active ground-floor environments. These may extend beyond the build-to range—identified in **Section 6.5.A**—into the front setback and, in some cases, into the public right-of-way. **Table 6-13** identifies where these encroachments are allowed and how much they may encroach beyond the surface of the façade. The table and notes below identify which elements may encroach into the public right-of-way, and under what conditions they may do so.

Table 6-13
Encroaching Architectural Elements

	Main Street Overlay	Gateway Overlay	Elsewhere in Downtown
	<i>Encroachment beyond the façade</i>	<i>Encroachment beyond the façade</i>	<i>Encroachment beyond the façade</i>
Stoop¹	Not allowed	Not allowed	up to 2' min. from ROW sidewalk
Porch¹	Not allowed	Not allowed	8' min. and up to 2' min. from ROW sidewalk ⁵
Terrace¹	Not allowed	Not allowed	
Bay Window²	2' to 4'	2' to 4'	2' to 4'
Balcony²	4' to 8'	4' to 8'	4' to 8'
Awning or Canopy³	Up to 8'	Up to 8'	Up to 8'
Roof Eave / Cornice Assembly²	Up to 5'	Up to 5'	Up to 5'
Arcade⁴	See Table 6-14 for standards and guidelines	Not allowed	Not allowed
Gallery⁴		Not allowed	Not allowed

1. May not encroach into the public right-of-way
2. May encroach into the public right-of-way on upper floors
3. May encroach into the public right-of-way provided that the resultant sidewalk width, covered by the arcade or gallery, is at least 10 feet clear from the inside of the post, column, or pier to the ground floor building face. In most cases, this requires that the ground floor façade be set back more than 0' and results in a wider sidewalk than currently exists.
4. May encroach into the public right-of-way if they provide a clear sidewalk width, covered by the arcade or gallery, of at least 10 feet from
5. As a result, a Porch or Terrace may only occur within setbacks of 10' or more.



Projecting Roof Eave



Shop Awnings



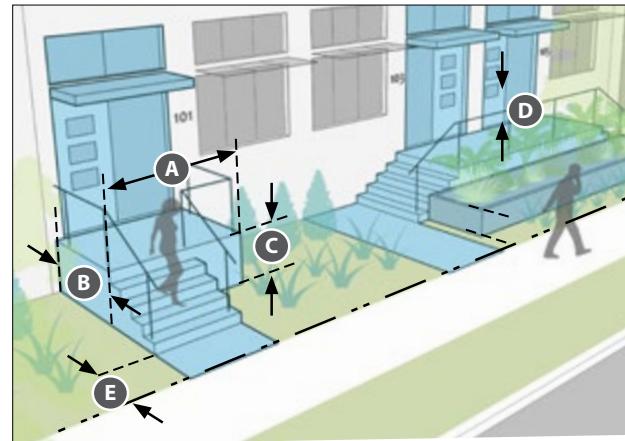
Bay Windows

1. General to All

If utilized, these elements should comply with the following suggestions:

- a. Materials, style, and design should be consistent with the architecture of the building and neighborhood character.
- b. Deep eaves, balconies, bay windows, and projected rooms of traditionally styled buildings should have visible supports in the form of projecting beams or braces. Balconies on contemporary styled buildings may simply project.
- c. Glazing on doors should be clear glass with at least 90 percent visible light transmission. Glazing should not be reflective (mirrored).
- d. Landscaping should be appropriate to the architecture and scale of the building.
- e. Five of the listed architectural elements—those which extend to the ground—carry additional recommendations. These are the Stoop, Porch, Terrace, Arcade, and Gallery.

2. Stoop



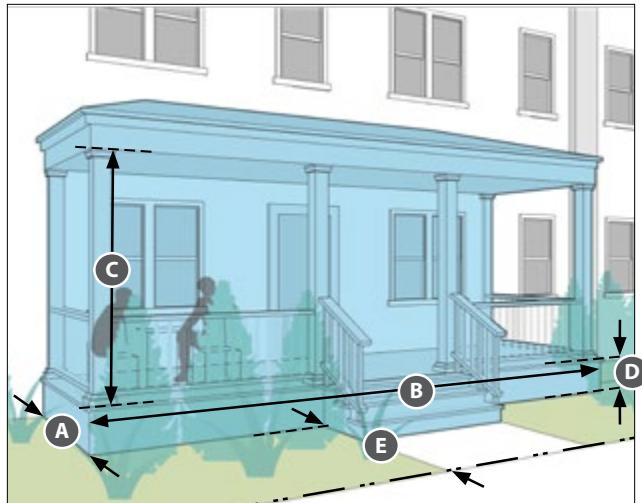
A stairway and landing leading directly from the right of way to an elevated building entrance.

Recommended Dimensions		MIN	MAX
A	Stoop width	4'	8'
B	Stoop depth (not including stairs)	4'	8'
C	Stoop floor height ³	1.5	3'
D	Planter/fence height	-	3'
E	Setback from Sidewalk	2'	6'

Additional Suggestions

- The exterior stairway may be perpendicular or parallel to the adjacent sidewalk. When parallel to the sidewalk, landscape of 1-2 feet should be provided between the side of stair/stoop and the sidewalk.
- Adjoining stoops should be limited to two entries. A stoop may also provide access to a common entry.
- Gates are discouraged.

3. Porch



Porches are roofed, unenclosed rooms attached to the exterior of a building that provide access and comfortable semi-private outdoor social spaces that help activate the public realm.

Recommended Dimensions		MIN	MAX
A	Porch depth (excluding stairs) ¹	8'	-
B	Porch width	10'	-
C	Porch height ²	8'	12'
D	Floor height ³	1.5'	3'
E	Between porch and front PL	2'	-

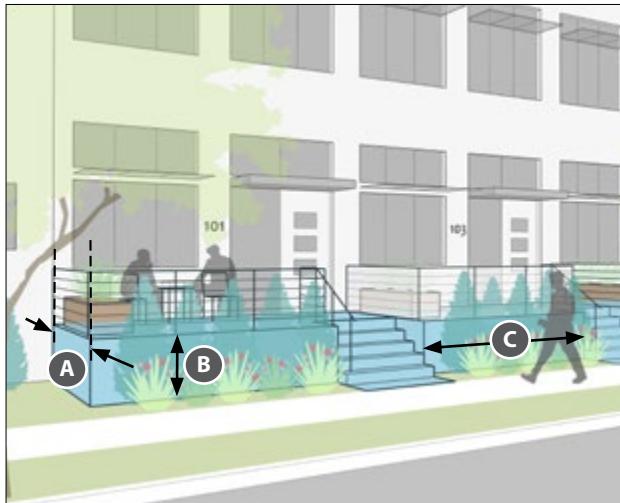
Additional Suggestions

- Porches may be used to provide access to multiple front doors of ground-floor units.
- Porches may also wrap around building corners. This is particularly appropriate on corner lots.

Notes

- 1 Between building façade and end of porch deck.
- 2 From porch floor to top of porch columns.
- 3 Measured from grade at right of way.

4. Terrace



An enclosed area outside of an elevated ground floor, usually enclosed by a low wall or fence.

Recommended Dimensions		MIN	MAX
A	Depth, clear	8'	-
B	Finish level above sidewalk	-	3'
	Length of terrace	-	150'
C	Distance between stairways	-	50'

Additional Suggestions

- Door and window design should be appropriate for street-fronting façades.

5. Arcade



6. Gallery



The Mansion House in Downtown Watsonville has a gallery which once featured classical details corresponding to the architecture of its façade, as can be seen in the upper right historic photograph.

Table 6-14 Arcades and Galleries: Standards

	Arcade	Gallery
Definition	Arcades are extensions of upper floors over a sidewalk, supported by structural elements such as piers, columns, or arches. Arcades provide shade, glare control, and weather protection.	Galleries are appendages to building façades that extend over sidewalks, providing shade for pedestrians and often providing balcony space above. They are supported by structural elements such as piers, columns, or arches which extend to the ground.
Location	Arcades and Galleries may only be permitted in the Main Street Overlay. They are especially encouraged on south- and west-facing façades in order to shade the sidewalk from sunlight. The required dimensions result in a sidewalk wider than currently exists in most of the Main St Overlay.	
Encroachment	Arcades and Galleries shall extend to a distance of 2 feet from the curb face.	
A Sidewalk	The resultant sidewalk width, covered by the arcade, shall be at least 10 feet clear from inside of the vertical support to ground floor building face.	
B Vertical Supports	Vertical supports may be piers, columns, or arches. Vertical supports may not exceed 3 feet in width. Typically, the width of the support should not exceed 1/5th of the distance between supports.	
C Openings	The openings between vertical supports, as seen from the street, should be taller than they are wide. Openings shall correlate with façade bays (see Section 6.5.D).	
D Clearance	The minimum vertical clearance at each opening shall be a minimum of 12', excluding decorative brackets, spandrels, and/or lower portions of arches.	
E Height	Only floors 2, 3, and 4 may extend over the sidewalk. Any floor above the 4th floor shall be at or behind the build-to range.	Galleries may be single or double-story, and should correlate with building floors.

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Section 6.7

SITE STANDARDS & GUIDELINES

A. Introduction

1. Intent

The following site standards and guidelines are generally intended to inform the design and location of elements of site for the purpose of the health, safety, and general welfare of the immediate occupants of each building, and for the neighborhood.

2. Applicability

The following standards apply to all new development, or whenever below-mentioned features are introduced to an existing development. The sections below shall be applied as standards unless strict compliance is determined by the Zoning Administrator to be incompatible with the requirements of other departments or agencies, in which case they may be applied as guidelines. In cases where the Zoning Administrator determines that deviations from the strict interpretation of any standard in this section is appropriate, the Zoning Administrator shall also seek to ensure that the obvious intent of each standard is still met.

B. Specific to Waste & Utility Placement

1. Utility access and equipment

a. Utility access and equipment such as back-flow preventers, transformer boxes, gas and electric meters, and other utilities should be placed within or adjacent to and be accessed from the alley, subject to the requirements and approval of the associated utility company. On lots with no alley, meters and similar equipment should be underground vaults or in utility rooms/closets within buildings, were possible. If such locations are infeasible, these services should be in inconspicuous locations along the sides of project sites and should be thoroughly screened from public view.

2. Mechanical and electrical equipment

a. All mechanical and electrical equipment – including, but not limited to, air-conditioning units, antennas, garage door motors – whether roof-mounted, ground-mounted or otherwise, should be screened from public view or located so as not to be visible from streets. Such equipment and related screening should be designed with materials and colors that conform to and are an integral part of the design of the building.

- i. Mechanical equipment that generates noise, smoke or odors, should not be located on or within 10 feet of a public right of way or any on-site common open spaces.
- ii. Noise- and odor-generating equipment and containers should be located in areas that will not create a nuisance to adjacent properties, with bins being covered when possible. Openings to trash enclosures should always be shielded from public rights of way.

3. Telecommunication Devices

- a. Telecommunication devices (such as satellite dishes or other equipment) should be screened from public view or located so as not to be visible from streets. Applicants are encouraged to work with satellite providers to locate satellite dishes out of view on building roofs and/or on rear yard or side yard facing façades if adequate signal strength and quality can be achieved. In multifamily and multi-tenant buildings, conduits should be provided from such a location to each unit.



Example of an appropriately placed double standpipe connection in the base of a building at the sidewalk.



Example of inappropriately placed ground-level utilities in a parkway.

4. Wet Utilities

- a. Wet utilities should typically be located in the street but may be located in the alley to address topographical, efficiency or other engineering reasons. If “wet” and “dry” utilities are co-located in the alley, proper trench separation and utility access must be ensured. On lots with no alley, all “wet” utilities should be in the street or public right-of-way. Utility meters and entrances should also be provided below-grade in the street or sidewalk and should be flush with the surrounding grade.



Example of mechanical equipment well-screened by an architectural element incorporated into the building's composition.



Example of inappropriately placed utility boxes in a parkway.

5. Service Entrances & Waste Disposal Areas

- a. Service entrances, waste disposal areas, and other similar service areas should be located adjacent to alleys and take their access from them. On lots with no alley, these areas should be located as far away from – and screened from views from – the public right of way as practical.



Wherever possible, mechanical/utilities equipment should be placed in alleys. In this example, they are further shielded by architectural elements and a hedge.



Example of inappropriately placed check valves and other utility devices in the front yard of a commercial building.



C. Specific to Site Walls

1. Fence and Wall Heights

- a. Fence and wall heights shall be measured from the grade directly below. In cases where the grade differs on either side of the fence or wall, the lower measuring point shall be the average between the grades of the sides. Fences and walls (including retaining walls) must be set back at least 18 inches from the sidewalk.

2. Entrance Arbors

- a. Entrance arbors up to 9 feet in height and 5 feet in width may be permitted.

3. General to frontages

- a. Fence and wall posts within the front setback shall be limited to 3.5 feet in height.
- b. Retaining walls may not have more than 3 feet of difference between the grade on either side. Fences or walls up to 3.5 feet in height may be erected above retaining walls provided that:
 - i. Any fence or wall more than 3.5 feet as measured from the sidewalk is at least 50% open.
 - ii. At no point does the fence intrude into the line of visibility between the landing of the entrance(s) of the primary building(s) and the sidewalk. This shall be measured from point that are 5 feet above said landing(s) and 5 feet above the sidewalk.

4. Specific to Corner Lots

- a. On corner lots, fences and walls may reach 6 feet in height to enclose the private rear yard from the side street, but must be set back at least as far back as the building face of the primary building. Fences and walls may reach 8 feet in height, provided that any portion of the fence or wall that is more than 6 feet in height is at least 50% open.

5. Specific to interior side yards and rear yards

- a. Fences and walls may reach 6 feet in height and flush with the façade of the primary building. Interior side and rear fences and walls may reach 8 feet in height, provided that any portion of the fence or wall that is more than 6 feet in height is at least 50% open.
- b. Any rear fence or wall along any alley shall be so constructed as to provide a space in the rear yard that is sufficient in length, depth, and height to house trash bins off of the alley. If another area within the rear yard meets this requirement, it shall not be necessary to incorporate such a space for trash bins into the fence or wall.
- c. Gates and doors on rear fences shall not open outward towards the alley but shall be designed to open inward to the property.



Landskaped
retaining wall
and fence.



Landskaped
fencing set back
from sidewalk



Entrance arbor.



Cafe rear yard
with a wood
fence.

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.



#061

Posted by **EileenCN** on **07/14/2022** at **4:15pm** [Comment ID: 5744] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Courtyard spaces are so important! They make the outdoor space more attractive and give residents a reason to go downtown.

#062

Posted by **EileenCN** on **07/14/2022** at **4:16pm** [Comment ID: 5745] - [Link](#)

Type: Love!

Agree: 0, Disagree: 0

Yes! (And another vote for fountains!)

4. Side Yard

- a. Description.** A side yard is an open space along one side of a building. It can serve as a semi-private space through which visitor access is provided to one or more buildings or dwellings, or it can be a private space for the exclusive use of the residents of one or more dwellings.
- b. Guidelines.** Side yards should be defined by buildings on a minimum of two sides. Side yards should not exceed twenty-five feet in width where adjacent to streets or public open spaces.
- c. Build-Out Requirements.** An entry to a side yard is a permitted exception to the build-out requirement for a lot. See **Section 6.5.A.**

Single- and multifamily residences separated by side yards.



5. Rear Yard

- a. Description.** A rear yard is a private, landscaped open space located behind a building. It is for the use of the residents or users of one or more dwellings.
- b. Guidelines.** For buildings with two or more units, a rear yard may be divided into separated private yards, provided each private yard is directly adjacent to the dwelling unit.

Rear yards can contain amenities for multifamily buildings.



6. Passage

- a. Description.** Passages provide a pedestrian connection between or through buildings, from the street to a court, building entrance, or rear parking lot. Passages may be covered or uncovered. They may be gated or completely open to the street. Passages which provide public access through a block are known as *paseos* (See Chapter 4).
- b. Guidelines.** Passages should be a minimum of six feet in width.
- c. Build-Out Requirements.** An entry to a passage is a permitted exception to the build-out requirement for a lot. See Section 6.5.A.

A passage may provide access to residential units.



7. Roof Deck/Terrace

- a. Description.** A roof deck or terrace is an outdoor gathering space that may be assigned to individual units or shared by all residents or tenants of a building.
- b. Guidelines.** Roof decks should include a minimum of one amenity and design element, such as a trellis, seating area, fountain, landscaping, or outdoor fireplace to encourage their use as an outdoor gathering place.

A roof deck/terrace used as a dining area for restaurants.





Section 6.8

GENERAL DEFINITIONS

Introduction. The following definitions are supplemental to those in the Watsonville Municipal Code. When in conflict, the definitions herein shall prevail.

Access Drive. A private right of way primarily intended as vehicular access to on-site parking or loading.

Alley. A narrow service street which provides secondary access to the rear of lots within a block. Driveways, parking aisles, and fire lanes are not alleys.

Arbor (entrance arbor). A wooden structure that is intended to define an entrance into an on-site outdoor space, such as a front yard or parking lot.

Arcade. A façade with a ground floor colonnade supporting the upper stories of the building, intended to provide shade, glare control, and weather protection.

Bay. A fifteen- to thirty-foot wide division of a façade that extends from the ground to the top of the façade. Bays are typically internally symmetrical.

Bay Window. A window that projects from any building elevation.

Block. An aggregation of lots which are bound on all sides by public rights of way. Block dimensions are measured along private property lines.

Building Base. The visually unified horizontal portion of a building that begins on the ground and extends one or more floors, typically ending at an architectural feature like a cornice or string course. The building base appears to be holding up the upper floors.

Building Length. The length of the building as measured parallel to the front property line.

Build-to range. The conceptual range parallel to a front or side-street property line that a specified percentage of the building face must fall within (see Frontage Buildout Requirement).

Close. A dead-end street which contains a landscaped median. Rather than having a turnaround bulb at its terminus, the landscaped median within a close maintains a consistent width along its entire length.

Chamfered corner. A bevel where two perpendicular building faces meet, resulting in a third face at a 45-degree angle.

Civic Building. A private or public structure of civic importance that is noncommercial in nature. This includes, but is not limited to, schools, places of worship, libraries, museums, city hall, or any other building type that has historically been prominently featured in traditional cities and towns as a center of public life. Civic buildings do not include retail or mixed-use buildings, residential buildings, day care facilities, privately-owned office buildings, or municipal yards.

Civic Space. Outdoor space that is either owned by the City and intended for public use, or is on a private parcel, immediately adjacent to a right of way, and functions as public open space.

Court. 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.

Director. The Director of Community Development, or designee.

Dormer Window. An individual roofed window that protrudes out of a sloped roof.

Drive Aisle. A vehicular lane within a parking lot that provides access to the individual parking spaces.

Driveway. A vehicular lane within a lot that leads to on-site parking.

Encroachment. Any structure extending beyond the build-to range into a required setback area or, in some cases, into the public right-of-way.

Fenestration. All openings on the façade, including windows and doors.

Fire Lane. An on-site right of way required by the Fire Marshal for the access of emergency vehicles.

Forecourt. 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.

Frontage Buildout Requirement.

The requirement that a specified portion of building façade meet the build-to range along a street-adjacent property line.

Frontage, Private. The ground floor building façade and the area between the building façade and any property line along a street or public open space.

Frontage, Public. The space between any street-adjacent property line and the first travel lane in the roadway.

Gallery. A ground-floor colonnade that supports a shed roof or deck that covers the sidewalk, intended to provide shade, glare control, and weather protection.

Gratuitous complication (façades).

Façade modulations that have no discernible function or meaning. This does not refer to architectural ornamentation, which might include eaves, entablature, bay windows, oriel, window and door surrounds, light fixtures, canopies, balconies, or other historically purposeful aesthetic embellishments.

Ground Floor. The floor of a building located nearest to the level of the existing grade around the building.

Half-Story. The uppermost story of a building in which the sloping roof forms the walls. These are often lighted by dormer windows and include knee walls under roof slopes.

Industrial Building. A building or portion of building for which the primary use is industrial in nature, and includes manufacturing, assembly, fabrication, or repair processes.

Local Symmetry. The balanced distribution of equivalent forms or spaces on either side of an imaginary central vertical line. A locally symmetrical condition occurs only on a portion of the building, and does not refer to the entire building or façade.

Lot. A portion of land delineated from others to host an allowed development.

Lot Line. A front, side, or rear edge of a lot. For the purpose of this code, lot line is synonymous with property line.

Loggia. A gallery or room with one or more open sides. It may be a portion of a house which has a side open to a terrace or garden, or it may be a portion of an upper floor of a building open to the street.

Massing Increment. An internally coherent façade composition that is visually distinguishable from an adjacent façade composition of the same project.

Outbuilding. A building on the rear of a property but separate from, and smaller in scale than the building which contains the primary use of the site.

Open work fence. A fence in which the solid portions are evenly distributed and constitute no more than 50 percent of the total surface area.

Paseo. A pedestrian path that provides a connection from one right of way or civic space to another. They are publicly-accessible but may be privately maintained or dedicated to the City.

Passage. An on-site pedestrian path.

Pergola. A wooden structure that is intended to either provide a small area of shade or define an entrance into an on-site outdoor space, such as a front yard or parking lot.



Pier. The vertical elements which, when dividing shopfronts, often define bays or Massing Increments.

Primary Building. A building situated towards the adjacent street or public open space that accommodates the primary use of the site. This is distinguished from an outbuilding, which is ancillary in use and form, and sits near the rear of the site.

Primary Entrance. Doors that include direct access from the sidewalk into a building, or into a zaguán that leads to a court.

Primary Façade. The outermost consistent plane of a building face along a street.

Podium Building. A building wherein units are constructed atop a concrete podium that contains parking and/or commercial space.

Retail-Ready. (Syn. Flex Unit) A private frontage type that is designed to be easily convertible to a retail/service use. This entails high ceilings, a shopfront frontage assembly, and design that does not preclude future commercial ADA compliance.

Rosewalk. A wide paseo with residential frontages on either side.

Rowhouse Building. A building containing an array of side-by side units.

Shopfront. A ground-floor frontage assembly that includes an arrangement of large transparent windows and a conspicuous entrance that leads directly into a retail unit. Shopfronts are spatially defined on either side by vertical elements called piers.

Side Yard. The required side setback area between a side property line and a structure.

Street. A right of way that provides multi-modal throughput and primary points of access to buildings. Driveways, parking aisles, fire lanes, and alleys are not streets.

Street, Front. The side of the lot that is adjacent to a street. For the purpose of this code, any frontage along the Main Street Overlay or Gateway Overlay shall be considered the front. A property may have multiple fronts.

Street, Side (applicable only to corner lots). The side of the property that is adjacent to a street that is the Main Street Overlay or Gateway Overlay that is not considered a front (see Street, Front).

Through Lot. A lot which extends from one street frontage to another, across the entire span of the block.

Tower Element. A part of a building that has a relatively small footprint in relation to, and is taller than, the rest of the building.

Trellis. A framework of light wooden or metal bars, chiefly used as a support for fruit trees or climbing plants.

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A collage of historical black and white photographs of a coastal town. The images include a close-up of palm trees, a view of a Safeway grocery store, a bridge over water, and a park with a fountain and a bench. The overall tone is historical and architectural.

Chapter 7:

HISTORIC PRESERVATION

7.1—Historic Resources

7.2—Recommendations





DOWNTOWN WATSONVILLE IS RICH WITH HISTORIC RESOURCES CONTAINING MANY ELEMENTS OF HISTORICAL SIGNIFICANCE.

The Downtown Watsonville Specific Plan aims to celebrate these historic resources while preserving them as fundamental focal and cultural points of the downtown area. A reconnaissance-level survey was conducted early in the planning process to identify known and potentially significant historical resources in the Specific Plan area. While the 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 Specific Plan area by identifying potential opportunities and constraints relating to historical resources. In combination with the City's existing historic context statement, the survey and the recommendations included in this chapter 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. (See Appendix C for additional information about the History of Downtown Watsonville).

Section 7.1

HISTORIC RESOURCES

FROM LEFT TO RIGHT—Historic photo of Watsonville Plaza; Historic photo of Fox Theater at the intersection of Main Street and Maple Street.



The Specific Plan area contains 13 properties which are currently listed in the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and/or Watsonville Historic Register. As properties which are currently **designated**, they qualify as historical resources for the purposes of CEQA.



#063

Posted by **Pam** on **07/14/2022** at **2:13am** [Comment ID: 5685] - [Link](#)

Type: Suggestion

Agree: 1, Disagree: 0

I don't think cannon has any historical relevance to our community and could be replaced by something more relevant and healing



The research and survey efforts also identified 75 potentially eligible individual resources within the Specific Plan 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 historic integrity (ability of a property to convey its historical associations or attributes) according to the Secretary of Interior's Standard for the Treatment of Historic Properties.

Tier I resources are those that have a high degree of historic integrity, while **Tier II resources** have less 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 survey identified 58 **Tier I** and 17 **Tier II** resources.

The survey 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.

Designated Resources

The 13 designated historic resources in Downtown Watsonville are shown in **Figure 7-1** and described in **Table 7-1**. These include four buildings listed on the National Register of Historic Places, three deemed eligible for formal listing on the National Register, and six on the local Watsonville Historic Register (HR). All properties listed on the National Register are also listed on the CRHR and Watsonville HR.

064



#064

Posted by **mgperez** on **07/13/2022** at **8:14pm** [Comment ID: 5611] - [Link](#)

Agree: 1, Disagree: 0

Are there any restrictions to what can happen to property if it is designated as historical? I saw a lot of houses so I wonder what does that mean for home owners? are they not allowed to make improvements after the designation

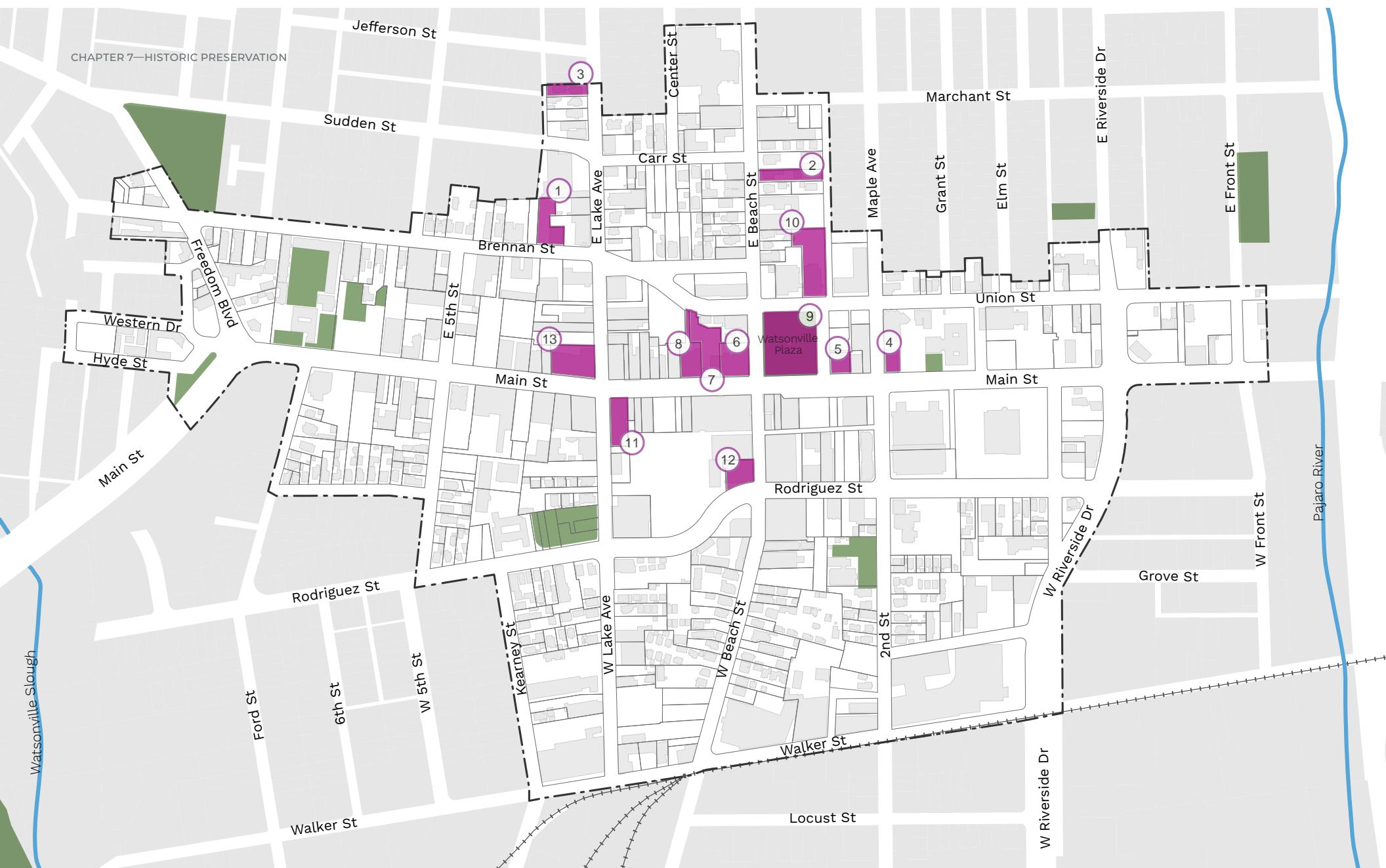


FIGURE 7-1
DESIGNATED
RESOURCES



TABLE 7-1 DESIGNATED RESOURCES



Watsonville Woman's Club
12 Brennan Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Tudor Revival
Frank Wyckoff, Architect

**DATE OF
CONSTRUCTION**
1917

DESIGNATION
Watsonville HR



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

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Queen Anne Victorian
William Weeks, Architect

**DATE OF
CONSTRUCTION**
1884

DESIGNATION
NRHP, CRHR and
the Watsonville HR



Tyler/Ash House
225 East Lake Avenue

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Queen Anne Victorian
William Weeks, Architect

**DATE OF
CONSTRUCTION**
1890's

DESIGNATION
Watsonville HR



Porter Building
280 Main Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Classical Revival
William Weeks, Architect

**DATE OF
CONSTRUCTION**
1903

DESIGNATION
Watsonville HR
(located on City
Hall property)



Wells Fargo Building
326 Main Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Art Deco
H.H. Winner, Architect

**DATE OF
CONSTRUCTION**
1940

DESIGNATION
Determined
eligible for listing
in the NRHP (2S2)



Lettunich Building
406 Main Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Renaissance Revival/Chicago Style
William Weeks, Architect

**DATE OF
CONSTRUCTION**
1911

DESIGNATION
NRHP, CRHR and
the Watsonville HR



Mansion House Hotel
418-428 Main Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Second Empire
Thomas Beck, Architect

**DATE OF
CONSTRUCTION**
1871

DESIGNATION
NRHP, CRHR and
the Watsonville HR

**8 Kalich Building**

426-434 Main Street

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Renaissance Revival

William Weeks, Architect

DATE OF CONSTRUCTION	DESIGNATION
1914	Watsonville HR

**9 Watsonville City Plaza**Bounded by Main, Peck, Union, and
East Beach Streets**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

William Weeks, Architect (bandstand)

DATE OF CONSTRUCTION	DESIGNATION
1906 (bandstand)	NRHP, CRHR and the Watsonville HR

**10 318 Union Street****ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Spanish Colonial Revival

Lorimer Rich, Architect

DATE OF CONSTRUCTION	DESIGNATION
1937	Determined eligible for listing in the NRHP (2S2)

**11 Resetar Hotel**

15 West Lake Avenue

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Spanish Colonial

William Weeks, Architect

DATE OF CONSTRUCTION	DESIGNATION
1927	Determined eligible for listing in the NRHP (2S2)

**12 26 West Beach Street****ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Neoclassical Revival

William Weeks, Architect

DATE OF CONSTRUCTION	DESIGNATION
1911	Watsonville HR

**13 Jefsen Hotel**

6 East Lake Avenue

**ARCHITECTURAL STYLE/
ASSOCIATED ARCHITECT**

Italianate

DATE OF CONSTRUCTION	DESIGNATION
1902-1907	Watsonville HR



Eligible Resources

The research and survey efforts also identified 75 potentially eligible individual resources within the Specific Plan 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, potentially eligible individual resources were divided into two tiers (Tier I and Tier II) based on their level of integrity. These are shown in **Figure 7-2** and further described in Appendix C: Historic Report. 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.

Tier I resources (58 total) are those that have a high degree of historic integrity, while Tier II resources (17 total) have less integrity and have been more substantially modified through the replacement of historic fabric and/or modification. 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.



Potential Historic Districts

In addition to the potentially eligible individual resources in Downtown, the survey identified several areas within the Specific Plan 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. These four groupings, shown in **Figure 7-2**, are concentrated in clearly defined geographical areas and may contain contributing and non-contributing resources pending further study.

FROM LEFT TO RIGHT, TOP TO BOTTOM—The “Judge” Julius Lee House/Lewis Home is a Victorian Style Single-family house with a circular two story tower; Classical Revival Porter Building on Main Street.

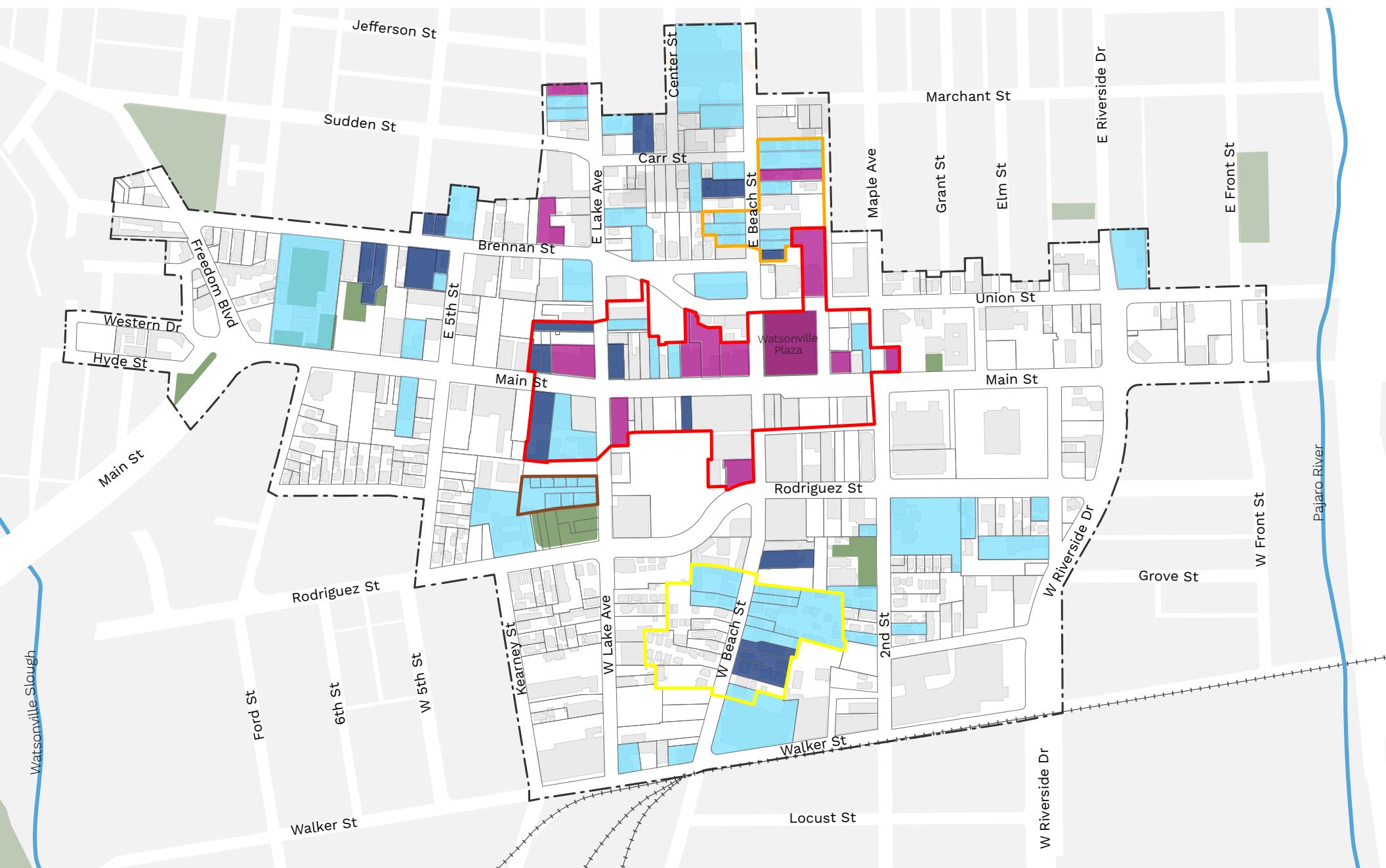


FIGURE 7-2
SURVEY FINDINGS
OF EXISTING
& POTENTIAL
RESOURCES

DWSP_PublicDraft_062422_Ch5-8.pdf

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



0 200' 400' 500'

Main Street Commercial District

The Main Street Commercial District is located centrally within Watsonville, the Specific Plan area, and the Downtown Core character 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 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. See Figure 7-3.

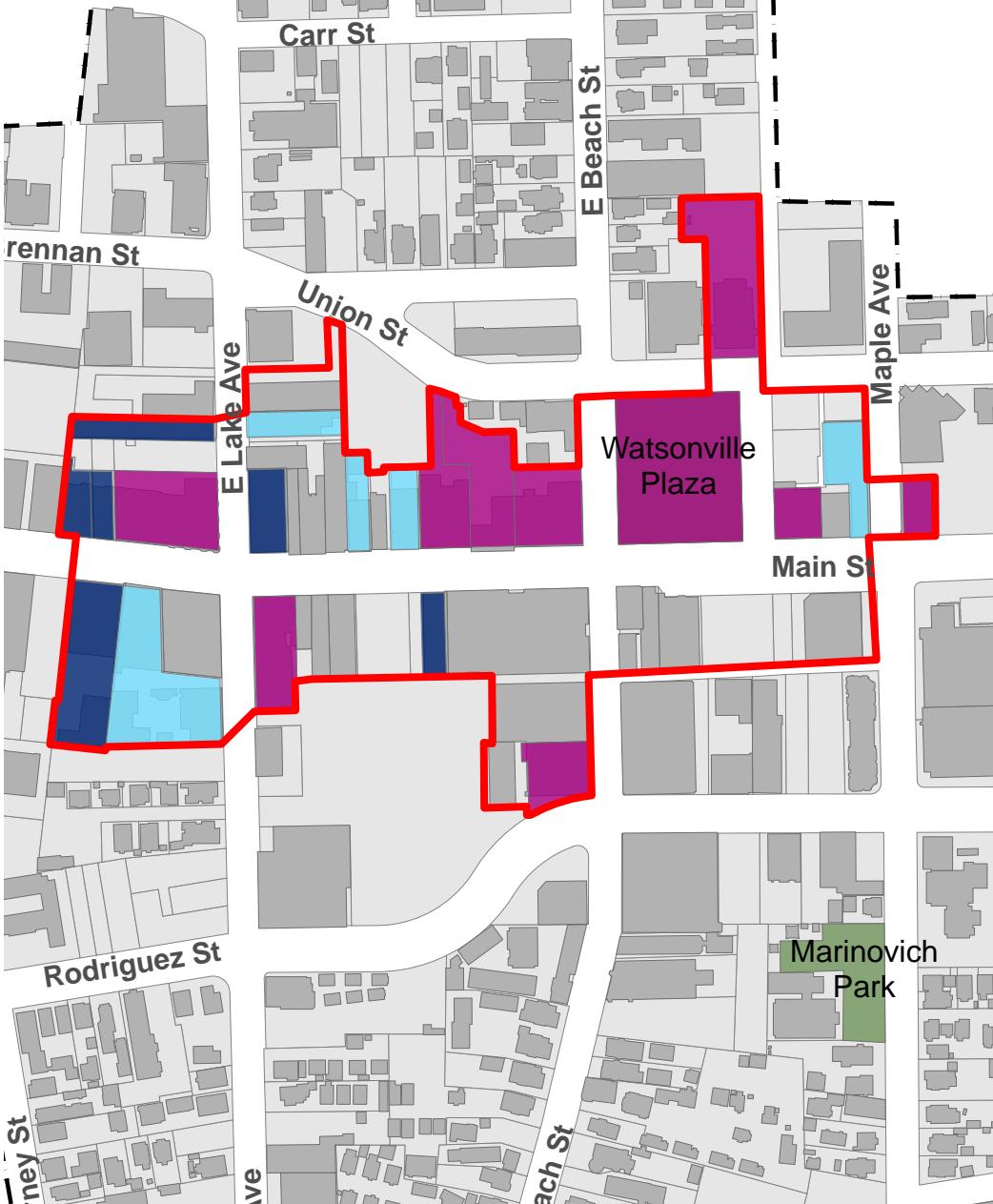


FIGURE 7-3
MAIN STREET COMMERCIAL DISTRICT

Potential Individual Resources

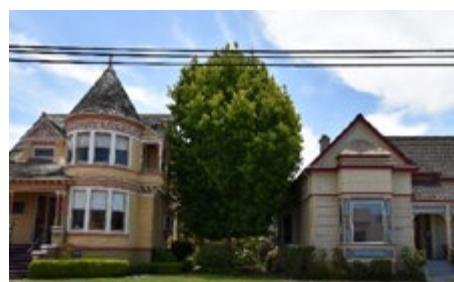
- Tier 1
- Tier 2
- Designated Resource

Potential Historic District

- Main Street Commercial District
- Specific Plan Boundary
- Parks/ Open Space

East Beach Street Residential District

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. **Figure 7-4**.



**FIGURE 7-4
EAST BEACH STREET RESIDENTIAL DISTRICT**

Potential Individual Resources

- Tier 1
- Tier 2
- Designated Resource

Potential Historic District

- East Beach Street Residential Group
- Specific Plan Boundary
- Parks/ Open Space

West Beach Street Residential District

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. See Figure 7-5.

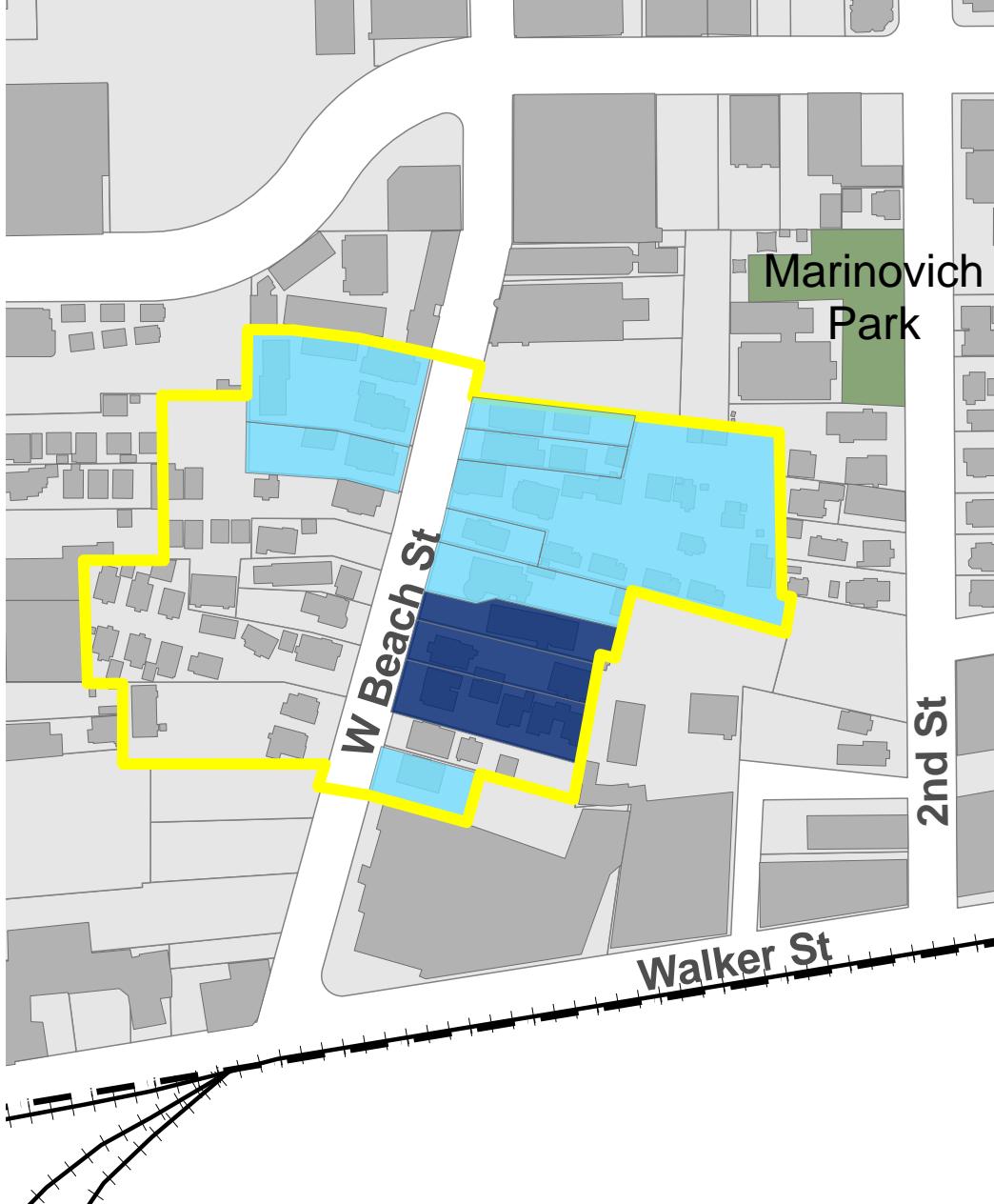


FIGURE 7-5
WEST BEACH STREET RESIDENTIAL DISTRICT

Potential Individual Resources

- Tier 1
- Tier 2

Potential Historic District

- West Beach Street Residential Group
- Specific Plan Boundary
- Parks/ Open Space

West Lake Avenue Bungalows

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. Most 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 Specific Plan area. **Figure 7-6**.

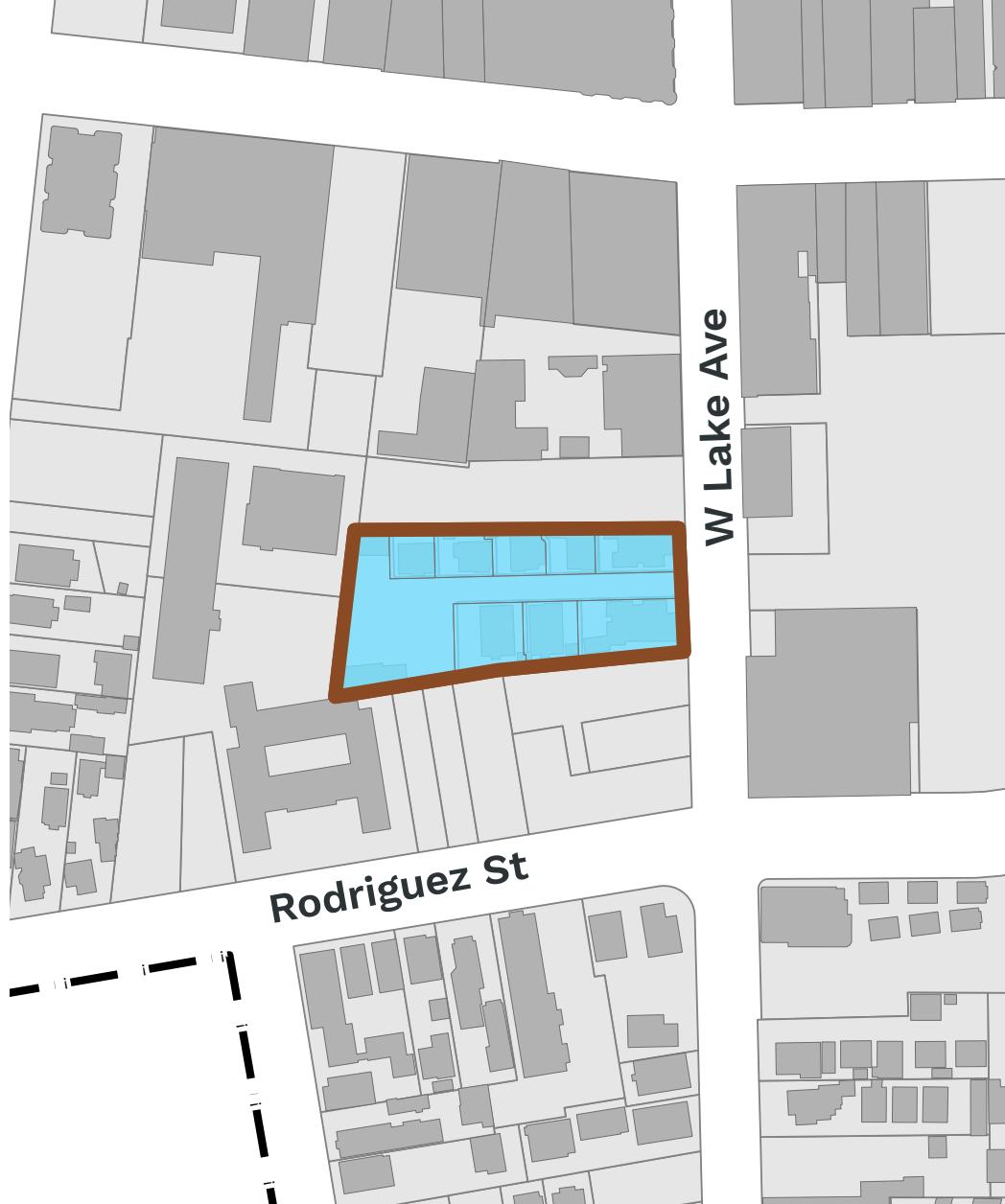


FIGURE 7-6
WEST LAKE AVENUE DISTRICT

Potential Individual Resources

Tier 1

Potential Historic District

West Lake Avenue Bungalows

Specific Plan Boundary

Parks/ Open Space



Section 7.2

RECOMMENDATIONS

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. To address these potential impacts and to inform future historic preservation planning efforts, the following recommendations have been made for individual resources and groupings of historical resources. Please see Appendix C for further direction.

BOTTOM LEFT—Historic photo of the Reseter Hotel along Main Street.



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. 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.



BOTTOM LEFT— Historic photo of a parade along Main Street



Historic District Recommendations

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.



FROM TOP TO BOTTOM—Historic photo of Main Street capturing the previous City Hall and the former Fox Theater; Historic Watsonville Plaza view from Beach Street.

Changes to the Historic Ordinance

The City may also consider revisions to Chapter 8-13: Preservation Of Historical, Architectural, And Aesthetic Structures of the Watsonville 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.



BOTTOM LEFT—Historic photos of Watsonville City gateway and entrance to the city.



Chapter 8: **INFRASTRUCTURE**

- 8.1—Introduction
- 8.2—Water Supply
- 8.3—Sanitary Sewer
- 8.4—Stormwater





**THE PURPOSE OF THIS CHAPTER IS
TO SUMMARIZE THE EXISTING AND
PLANNED INFRASTRUCTURE
FACILITIES (WATER, SANITARY
SEWER, AND STORMWATER)
AND PROVIDE RECOMMENDED
INFRASTRUCTURE UPGRADES FOR
THE DOWNTOWN WATSONVILLE
SPECIFIC PLAN AREA.**

Section 8.1

INTRODUCTION

The recommended upgrades are based on comparing the existing facilities and their capabilities/capacities with the proposed development within the Specific Plan area. An analysis was conducted for the existing infrastructure facilities in the Specific Plan area and was presented in the Existing Utilities Report, prepared in July 2020. Capacities and deficiencies in these existing utility systems have been analyzed using available documents from the City to understand infrastructure improvements needed to support future growth within the Plan area. The recommendations provided in this chapter will serve as a guideline for future improvements to the infrastructure within the Specific Plan area.

The analysis assumes the maximum net new development in the Plan area is as shown in **Table 8-1**:



Table 8-1 Specific Plan Growth Projections

	Residential (du)	Commercial (sf)	Industrial (sf)	Public/ Quasi-Public (sf)
Residential Units	3,910			
Dining Establishment		154,828		
Retail		56,453		
Office		22,581		
Public/Quasi-Public				114,569
Research & Development Flex			100,632	
Industrial			293,847	
Total	3,910	226,780	402,530	114,569

* Source: *Downtown Watsonville Growth Projections Approach – FINAL*, Raimi Associates

PHOTO CAPTION—New retail development in Watsonville



Section 8.2

WATER SUPPLY

The City of Watsonville ('City') owns and operates its own water system and works cooperatively with the Pajaro Valley Water Management Agency ('PV Water'). Distribution mains within the Specific Plan area are primarily cast iron pipe (CIP) or ductile iron pipe (DIP) and range in size from 2 to 16-inches in diameter (refer to [Existing Conditions Report – Existing Utilities](#) and [Figure 8-1](#)).

The City of Watsonville's 2020 Urban Water Management Plan¹⁶ (UWMP) provides information on present and future water demand/supplies and assesses the City's water resource needs. The draft version of the City of Watsonville's Water System Master Plan¹⁷ (WSMP) has been prepared by Carollo Engineers and documents future demand projections, summarizes recommended improvements to the City's water distribution system, and discusses the City's pipeline replacement program. The Specific Plan area is entirely within Zone 1 of City planning documents.

Per capita water use in Watsonville was 87 gallons per capita per day (gpcd) in 2020 and is expected to

remain at 87 gpcd according to the UWMP. The City's total water demand in 2020 was approximately 6.3 MGD and is projected to reach 7.5 MGD by 2045 (Table ES-1, UWMP). Total water supply is approximately 16.9 MGD.

Water demand due to development within the Specific Plan area is estimated to be approximately 0.77 MGD based on duty factor assumptions available within the WSMP and the per capita usage identified in the UWMP. Duty factor assumptions are 2.0 person/du and 87 gpcd for residential spaces (high-density), 0.1 gpd/sf for commercial spaces, 0.14 gpd/sf for industrial spaces and 0.062 gpd/sf for irrigation (public spaces). Refer to [Table 8-2](#).

Table 8-2 Future Plan Water Demand

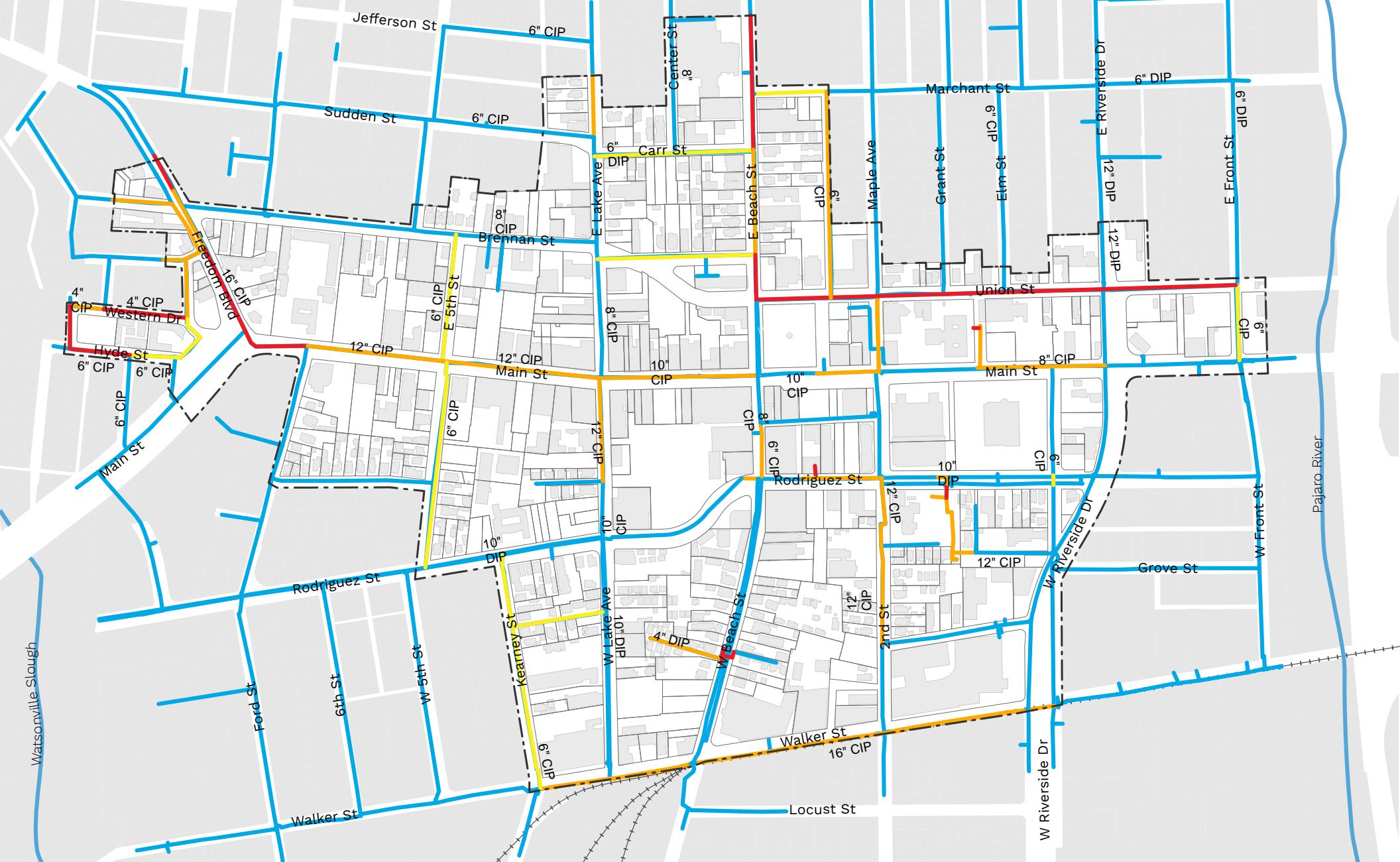
Type of Use	Total Units	Water Usage	Total Usage (gpd)	Total Usage (MGD)
Residential	3,910 du	174 gpd/du	680,340	0.68
Commercial	226,780 sf	0.1 gpd/sf	22,678	0.02
Industrial	402,530 sf	0.14 gpd/sf	56,354	0.06
Public	114,569 sf	0.062 gpd/sf	7,103	0.01
Total				0.77



PHOTO CAPTION—Aerial view of Struve Slough in Watsonville

¹⁶Harris & Associates, "City of Watsonville 2020 Urban Water Management Plan", July 2021

¹⁷Carollo, "Draft City of Watsonville Water System Master Plan, Technical Memorandum 2, Future System



**FIGURE 8-1 WATER SUPPLY:
EXISTING FACILITIES &
RECOMMENDED IMPROVEMENTS**

Source: City of Watsonville (2022); Santa Cruz County (2021); DWSP_PublicDraft_062422_Ch5-8.pdf

Zones

- Domestic Water Service
- Replace Per Draft Water System Master Plan (Figure 5, Priority for Replacement = High & Very High)
- Potential Upsizing to 8"

- Specific Plan Boundary
- Building Footprint
- Parcel
- Waterway



Water System

The water system appears to have adequate capacity to serve development within the Specific Plan area. The water demand generated by future development within the Specific Plan area (0.77 MGD) is relatively insignificant compared to the system's available water supply (16.9 MGD).

Key findings within the WSMP indicate that the City has sufficient storage to meet 2040 demand in all zones except Zone 2 and has sufficient pump station capacity to meet 2040 demands in all zones except Zone 4A (Specific Plan area is within Zone 1). New water main is recommended outside the Specific Plan area to increase reliability of the water system and improve fire flow capacity (refer to draft WSMP).

In addition, the City has an ongoing pipeline replacement program where the City replaces approximately 1-2 miles of pipeline per year, based on a condition assessment with ranking criterion established by the City and modified by Carollo in the WSMP. The ranking system is based on leak history, age, fire protection, potential impacts, material, distribution and visual observation. Figure 5 of the WSMP provides a color-coded map depicting pipe replacement priorities within the City. Recommended improvements within the Specific Plan area are listed adjacent and identified in **Figure 8-1**.

Recommendations

Recommended improvements within the Plan area are prioritized below based on input from the City and identified in **Figure 8-1**.

- **Priority #1:** Replace per draft WSMP condition assessment (Figure 5, total replacement score greater than 8).
- **Priority #2:** Replace per draft WSMP condition assessment (Figure 5, total replacement score greater than 6). Replacement should be re-evaluated in the future.
- **Priority #3:** Potential upsizing of 4- and 6-inch mains to 8-inch minimum. Replacement should be re-evaluated in the future. Projects should consult with the City and obtain hydrant flow tests at nearby hydrants to understand available fire flows and pressures prior to upsizing.
- Install a new well in Zone 1 or Zone 2 to reliably meet 2040 demands (WSMP). The City has identified a potential new well at an existing Zone 2 well site (outside the Plan area). Thus, this recommended improvement is not shown in **Figure 8-1**.



PHOTO CAPTION—View from Struve Slough in Watsonville

Section 8.3

SANITARY SEWER

The City owns and operates its own sanitary sewer collection system, comprised of 13 sub-basins that discharge to the

Watsonville Wastewater Treatment Facility. Sewer within the Plan area are PVC, HDPE, VCP or TP and range in size from 6 to 27-inches in diameter. Existing facilities are shown in **Figure 8-2**. A portion of the Plan area is within Sub-Basin 7, and Sub-Basin 7 has been identified as prone to flooding during wet weather events in the Sub-Basin 7 Sanitary Sewer Assessment Study (Sub-Basin-7 Report).

The Sanitary Sewer System Capacity Evaluation and Assurance Plan was completed by MWH in February 2007 (2007 Report), and the Sub-Basin-7 Report was completed by HydroScience Engineers, Inc in December 2020. The 2007 Report includes an evaluation of the existing City's sanitary sewer collection system, and the Sub-Basin 7 Report expands upon the 2007 Report to further develop the Sub-Basin 7 system model and incorporate all existing pipes within Sub-Basin 7. Both reports contain recommendations for improvements to ensure adequate capacity for existing and future

development. Several improvements have been made to the sanitary sewer system since the 2007 Report was prepared. The City plans to complete an updated Sanitary Sewer System Capacity Evaluation and Assurance Plan in the future, which will include updated hydraulic modeling of the City's sewer system.

The existing sewage treatment capacity is 12.0 MGD average dry weather flow, and the current flow treated at the plant is approximately 5.3 MGD. The proposed sewage flow due to development within the Plan

Waste Water

area is calculated assuming 95% of the estimated water demand enters the wastewater collection system.

The calculated water demand due to development within the Plan area is 0.77 MGD. Thus, the estimated sewage

flow is approximately 0.73 MGD, as shown in **Table 8-3** below.

The wastewater treatment facility has adequate capacity to serve development within the Plan area.

Table 8-3 Future Plan Sewage Load

Type of Use	Total Units	Water Usage	Total Usage (gpd)	Total Usage (MGD)
Residential	3,910 du	174 gpd/du	646,323	0.65
Commercial	226,780 sf	0.1 gpd/sf	21,544	0.02
Industrial	402,530 sf	0.14 gpd/sf	53,536	0.05
Public	114,569 sf	0.062 gpd/sf	6,748	0.01
Total				0.73

*95% of water usage

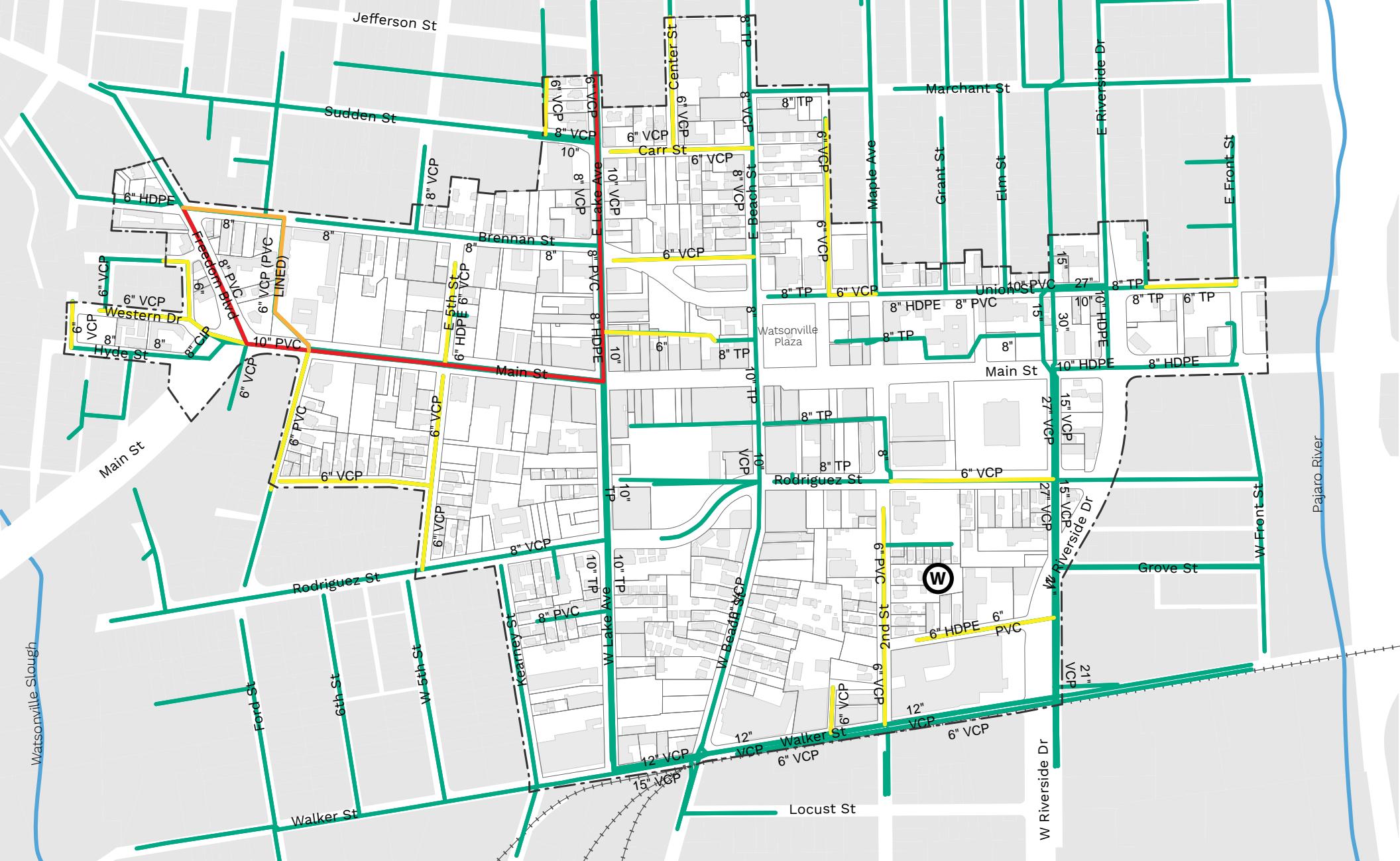


FIGURE 8-2 SANITARY SEWER: EXISTING FACILITIES & RECOMMENDED IMPROVEMENTS

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).

Zones

- Sanitary Sewer Service
- Priority #1 Upsizing Per Sub-Basin 7 Report (High Priority)
- Priority #2 Upsizing Per Sub-Basin 7 Report (Mid Priority)
- Priority #3 Potential Upsizing to 8" Minimum Diameter

Waste Water

The sewage flow generated by future development within the Plan area (0.73 MGD) is relatively insignificant compared to the available treatment capacity (10.30 MGD).

The results of flow and hydraulic modeling within the Sub-Basin 7 Report indicate that sections of sanitary sewer within the Plan area have capacity deficiencies. Recommended improvements to increase capacity within the Plan area are listed below and depicted in **Figure 8–3: Sanitary Sewer: Existing and Recommended Facilities**.

Recommendations

Recommended improvements to increase capacity within the Plan area are prioritized below based on input from the City and identified in Figure 8–2: Sanitary Sewer: Existing and Recommended Facilities.

- **Priority #1:** Upsize per Sub-Basin 7 Report (high priority)
 - a. Freedom/Main Street - Upsize 8/10-inch to 12/15-inch pipe.
 - b. East Lake Avenue - Upsize 6/8-inch (northern line) to 10-inch pipe. Upsize 10-inch (southern line) to 15-inch pipe.
- **Priority #2:** Upsize per Sub-Basin 7 Report (mid priority)
 - a. Palm/Sudden Street - Upsize 6/8-inch to 10-inch pipe.
 - b. Brennan Street - Upsize 8-inch to 10-inch pipe.
- **Priority #3:** Potential upsizing of 4- and 6-inch mains to 8-inch minimum PVC to comply with current City standards.



PHOTO CAPTION—Planting native vegetation is one strategy to manage stormwater runoff



Section 8.4

STORMWATER

Storm sewer infrastructure within the Plan area is primarily reinforced concrete pipe (RCP) or corrugated metal pipe (CMP) and range in size from 8 to 60 inches in diameter. See Figure 8-3:
Stormwater: Existing and Recommended Facilities.

Much of the Plan area is impervious (approximately 90-95%) consisting of buildings, roadways, parking lots, drives, etc. Development within the Plan area will not likely increase impervious area, but impervious area will be replaced, requiring water quality treatment and runoff reduction. In addition, impervious area will be replaced within Watershed Management Zone 1 (see Figure 8-3), which requires peak runoff to be managed, water quality treatment and runoff reduction. Because impervious area will likely not increase, peak runoff will not increase, and peak controls may not be required within Watershed Management Zone 1.

Projects within the Plan area may be eligible to achieve reduced

runoff retention requirements or alternative (off-site) compliance by documenting technical infeasibility due to site conditions and/or space constraints (redevelopment project/ high-density development). Although the City currently does not have an approved Urban Sustainability Area (USA) through the Water Board, it is understood that projects within a USA are able to provide off-site compliance for water quality treatment and retention requirements without documenting technical infeasibility. In addition, projects in a USA only need to provide retention equivalent to the pre-project runoff volume retained. In any case, water quality treatment is still required, but can be provided off-site, or below-ground, if needed.



PHOTO CAPTION—Fox Theater on a rainy day in Downtown Watsonville

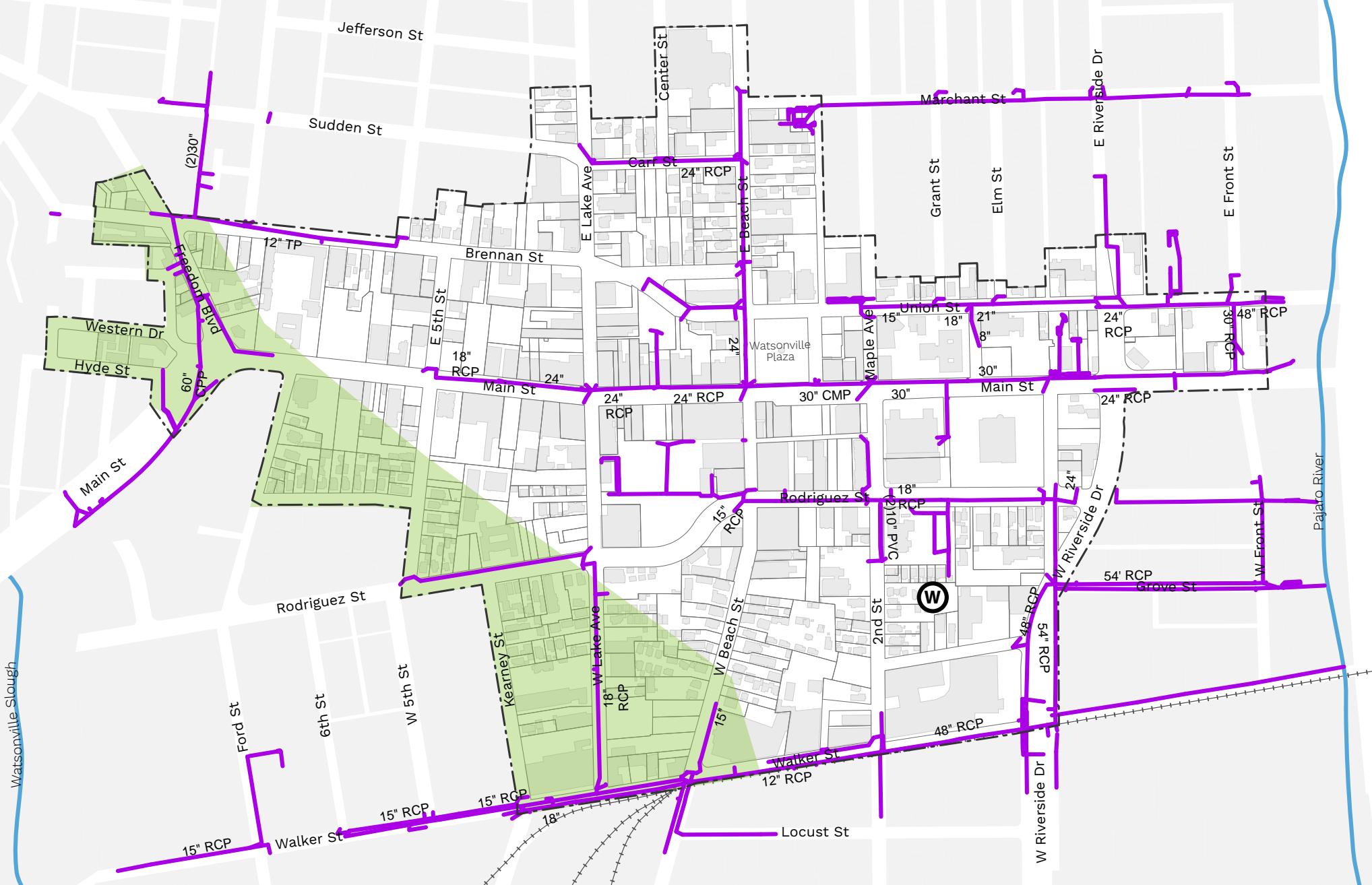
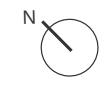


FIGURE 8-3
STORMWATER: EXISTING FACILITIES &
RECOMMENDED IMPROVEMENTS

Source: City of Watsonville (2022); Santa Cruz County (2021); ESRI (2022).
 DWSP_PublicDraft_062422_Ch5-8.pdf



0 100' 200' 400' 500'



Stormwater

Regulatory Requirements

Stormwater discharges in the City of Watsonville are under the jurisdiction of the State Water Resources Control Board, regulated through the Central Coast Regional Water Quality Control Board under the National Pollutant Discharge Elimination System (NPDES) Small Municipal Separate Storm Sewer System (MS4) Phase II permit.



PHOTO CAPTION—Storm drain signage

NPDES Program and Construction

General Permit

The NPDES program is a provision of the Federal Clean Water Act and requires each project that disturbs one or more acres of soil to obtain coverage under the Construction General Permit. The Construction General Permit is regulated by the State Water Resources Control Board and controls stormwater discharges associated with construction activities. Projects that disturb less than one acre but are part of a larger common plan of development that in total disturbs one or more acres are also required to obtain permit coverage. The Construction General Permit requires a Stormwater Pollution Prevention Plan (SWPPP) to be prepared and submitted to the State Water Resources Control Board.

In addition, projects with a disturbance area greater than 5,000 square feet (greater than 15,000 square feet for detached single-family homes) are required to submit a Stormwater Control Plan (SWCP) to the City. For

projects with a disturbance area less than one acre, a SWPPP is not required to be submitted and instead an Erosion and Sediment Control Plan (ESCP) must be submitted to the City of Watsonville. Both requirements are mandated by the State Water Resources Control Board.

City of Watsonville Stormwater Post Construction Requirements

All new and redeveloped projects within the Plan area that contain storm sewer improvements must comply with the City of Watsonville's Stormwater Post Construction Standards. The City of Watsonville's Stormwater Post Construction requirements are summarized below:

- Threshold: greater than 2,500 square feet.** All projects that create and/or replace > 2,500 square feet of impervious surface (collectively over the project site), including detached and single-family home projects, are required to implement design strategies that limit disturbance, minimize impervious area and minimize stormwater runoff by

implementing one or more specified design measures: directing roof runoff into cisterns, rain barrels or vegetated areas, directing runoff from sidewalks, walkways, patios, driveways and uncovered parking lots to vegetated areas, or constructing bike lanes, driveways and walkways with permeable surfaces.

- **Threshold: greater than 5,000 square feet.** All projects, except detached single-family homes, > 5,000 square feet of Net Impervious Area, and detached single-family homes > 15,000 square feet of Net Impervious Area, are required to provide water quality treatment. Net impervious area is the total (including new and replaced) post-project impervious areas, minus any reduction in total imperviousness from the pre-project to post-project condition. The total required water quality treatment volume can be decreased by reducing the total impervious surfaces. Water quality treatment can be provided through Low Impact Development (LID), biofiltration, or non-retention-based treatment systems. Non-retention-based treatment systems include flow-through treatment systems

such as media filters.

- **Threshold: greater than 15,000 square feet.** All projects, except detached single-family homes, which create and/or replace > 15,000 square feet of impervious surface (collectively over the entire project site) and detached single-family homes > 15,000 square feet of Net Impervious Area, are required to meet the runoff retention performance requirements.
 - If a redevelopment project is located within an approved Urban Sustainability Area, the total amount of runoff volume to be retained from replaced impervious surfaces shall be equivalent to the pre-project runoff volume retained.
 - Per the Central Coast Regional Water Quality Board, an Urban Sustainability Area should encompass redevelopment, high density, and transit-oriented development projects that are intended to promote infill of existing urban areas and reduce urban sprawl.
 - If a project can demonstrate that it is technically infeasible to infiltrate the full runoff retention volume, full retention

of the runoff retention volume is not required and instead the project can provide retention of no less than 10% of the project's equivalent impervious area. The Water Quality Treatment Performance Requirement is not subject to this adjustment. Off-site mitigation is required when regulated projects fail to demonstrate technical infeasibility of full retention or demonstrate technical infeasibility but fail to dedicate at least ten percent of the project's equivalent impervious surface area to retention-based stormwater control measures.

- **Threshold: greater than 22,500 square feet.** The City requires all projects that create and/or replace >22,500 sf of impervious surface in Watershed Management Zone 1 to manage peak stormwater runoff and meet water quality treatment and runoff retention performance requirements.
- **Special Circumstances.** The City may designate special circumstances to certain projects based on site/receiving water conditions. Special circumstances include discharging stormwater

to highly altered channels or existing flow control facilities and projects located where there was once a historic lake or wetland. These special circumstances are exempt from runoff retention and peak management, but water quality treatment performance requirements still apply.

- **Alternative Compliance.**

Certain projects can also receive alternative compliance (off-site compliance) if the project can demonstrate technically infeasibility, or if the project is located within a Watershed/Regional Plan or Urban Sustainability Area (USA). Alternative compliance refers to Water Quality Treatment, Runoff Retention and Peak Management Performance Requirements that are achieved off-site through mechanisms such as developer fee-in-lieu arrangements and/or use of regional facilities. Technical infeasibility includes site conditions such as shallow depth to seasonally high groundwater, shallow depth to bedrock, poor soils, and space constraints. Space constraints includes some redevelopment projects and high-density development.



- The following items must be prepared for and require approval from the listed party:

1. Central Coast Regional Water Quality Control Board (CCRWQCB):

- Notice of Intent (NOI)
- Stormwater Pollution Prevention Plan (SWPPP)
 - Description of erosion and sediment control measures and BMPs
 - Plan of erosion and sediment control measures

2. City of Watsonville:

- Stormwater Control Plan (SWCP).
- Erosion and Sediment Control Plan (ESCP) worksheet is required regardless of size where soil disturbance will occur.



PHOTO CAPTION—Planters outside of Civic Plaza

Low Impact Development

As stated above, all projects subject to water quality treatment are required to treat runoff by utilizing Low Impact Development (LID) treatment systems that implement harvesting and use, infiltration and evapotranspiration control, biofiltration treatment systems, or non-retention-based treatment systems. LI 065 treatment systems that could be utilized are bioretention filters, green roofs, vegetated swales, roof leader disconnection, cisterns, and permeable pavers. Non-retention-based systems that could be utilized are flow-through media filters that could be located entirely below-ground.



PHOTO CAPTION—Bioretention filter

#065

Posted by **EileenCN** on **07/14/2022** at **3:10pm** [Comment ID: 5723] - [Link](#)

Type: Suggestion

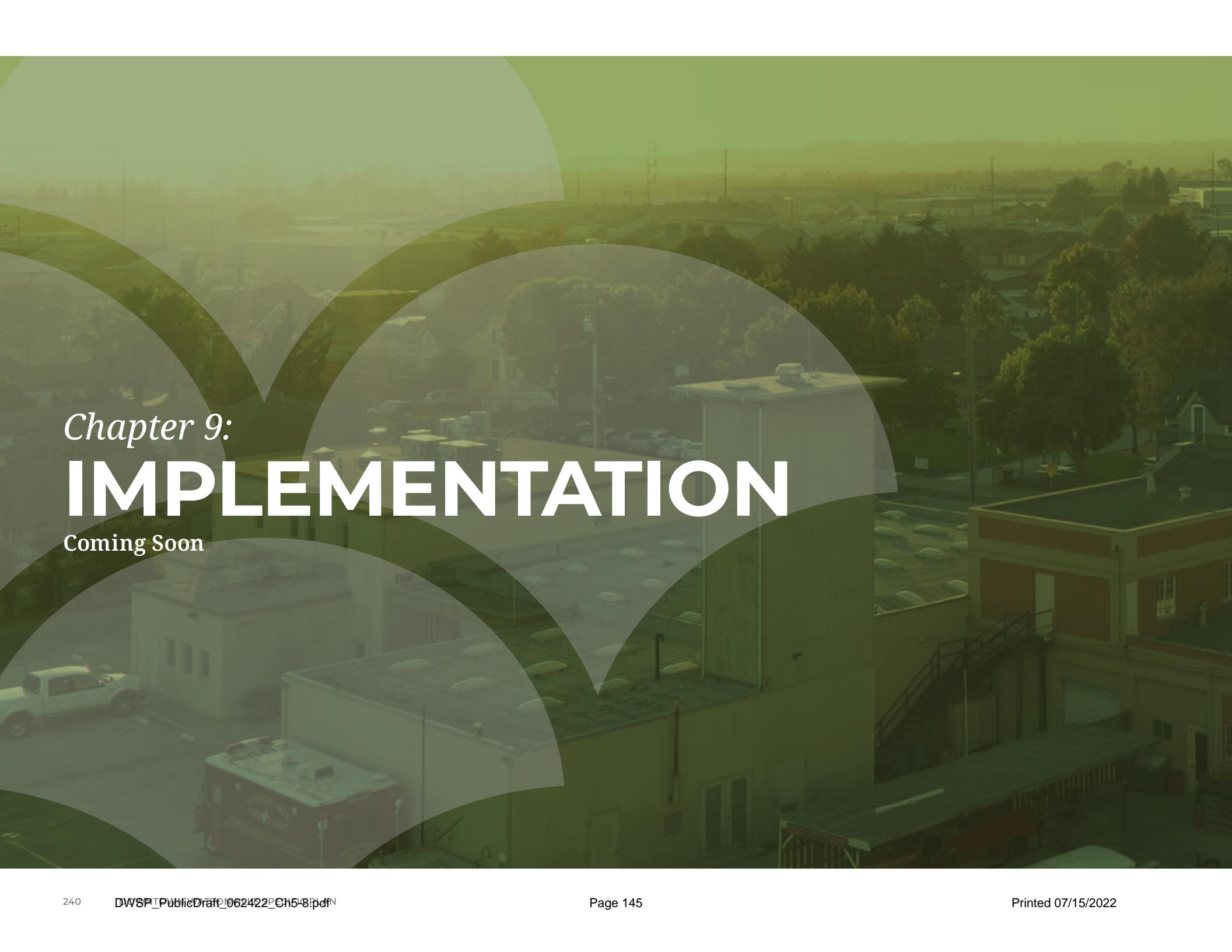
Agree: 1, Disagree: 0

These are excellent ideas! Could another stormwater use be that water stored in cisterns is used to later water city trees and landscapes? In San Francisco, I saw large waterproof bags of water next to city trees that slowly watered trees via a drip system.

Reply by **Oatmeal** on **07/14/2022** at **7:32pm** [Comment ID: 5867] - [Link](#)

Agree: 0, Disagree: 0

I was just looking for where in plan it specifies to SINK/SLOW/CAPTURE water as much as possible. One of the poor features of most cities is the amount of pavement, with precipitation hitting pavement and swept immediately into pipes and out to the ocean..... capture water!

The background image is a high-angle aerial photograph of a city. It features a mix of industrial buildings with flat roofs and green trees. In the foreground, there are several large, light-colored industrial buildings. A red fire truck is parked in front of one of these buildings. The city extends into the distance, with more buildings and trees under a clear sky.

Chapter 9:

IMPLEMENTATION

Coming Soon



