

*City of Watsonville*

# Downtown Specific Plan + EIR

Advisory Committee Meeting # 9 | July 21, 2022

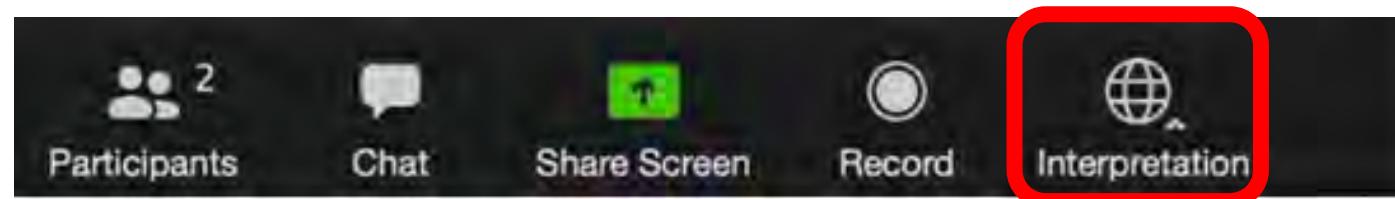
# Zoom – What You Need To Know

- Interpretation

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

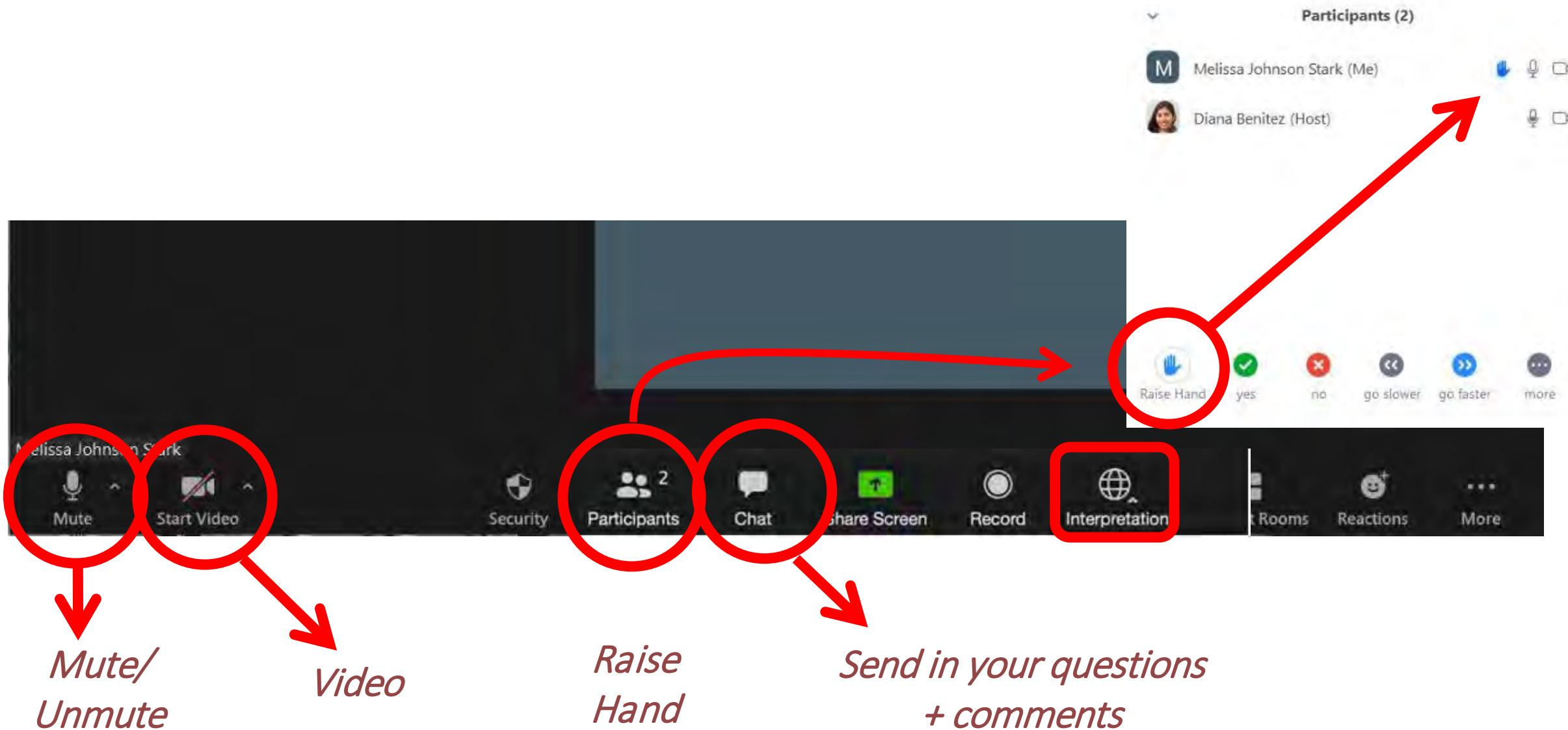
Español – bajo la opción Español

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



*This meeting is being recorded | Esta reunión está siendo grabada*

# Zoom – What You Need To Know



# Zoom – What You Need To Know

For any technical difficulties, please email Celia Castro at  
[celia.castro@cityofwatsonville.org](mailto:celia.castro@cityofwatsonville.org)

Para cualquier dificultad técnica, envíe un correo  
electrónico a Celia Castro a  
[celia.castro@cityofwatsonville.org](mailto:celia.castro@cityofwatsonville.org)

# Welcome & Introductions

# Project Team Introductions

## City Staff

- **Suzi Merriam**, Community Development Director
- **Justin Meek**, Principal Planner
- **Celia Castro**, Permit Technician
- **Carlos Landaverry**, Housing Manager, Interpreter

## Consultant Team

- **Simran Malhotra**, Principal, Raimi + Associates
- **Jasmine Williams**, Senior Planner, Raimi + Associates
- **Peter VanderWal**, Principal, Sargent Town Planning

# Advisory Committee

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

# Agenda

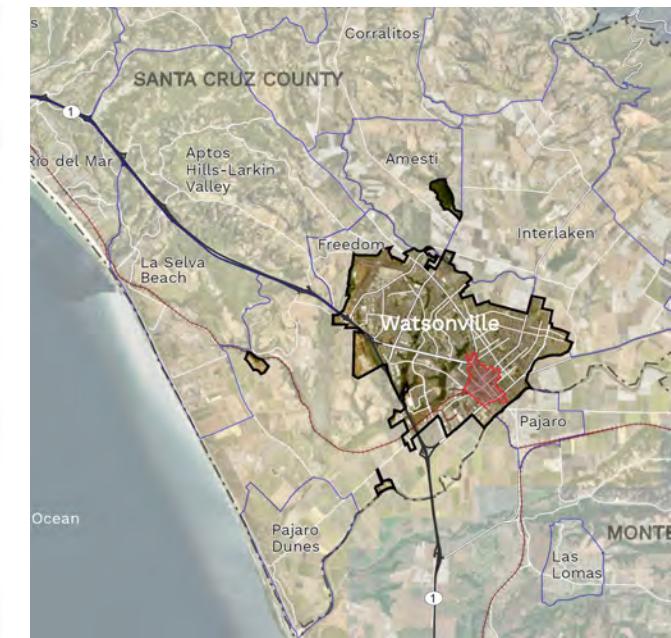
*Welcome! Tonight, we will...*

- Public Review Draft Specific Plan
  - Overview of comments received
  - Topics for further discussion
- Discussion
- Next Steps



# Specific Plan Context

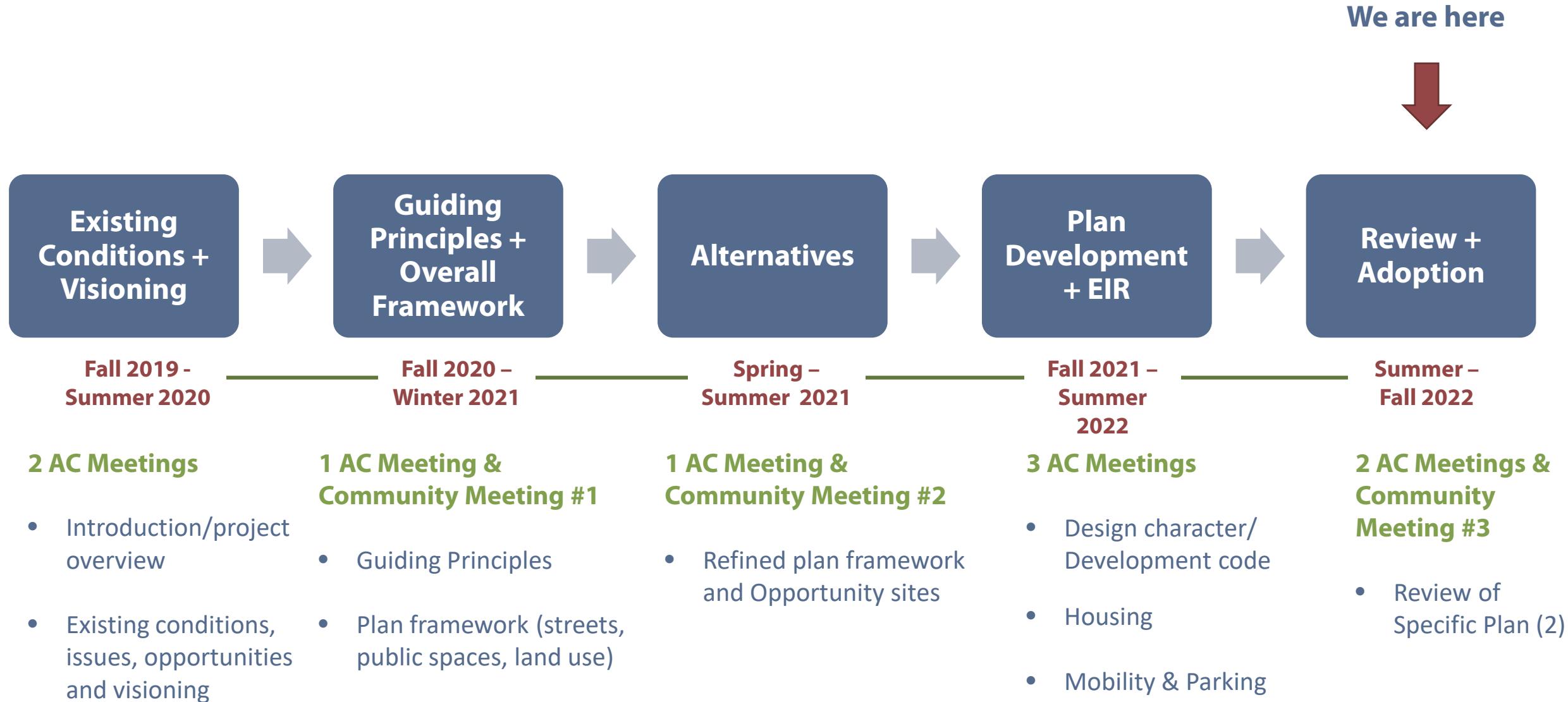
# Downtown Watsonville Specific Plan Area



A legend consisting of four entries: 'Specific Plan Boundary' with a dashed black line icon, 'Parks/ Open Space' with a green rectangle icon, 'Rail Line' with a black line icon, and 'Waterway' with a blue line icon.

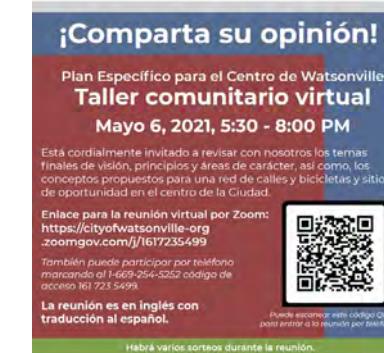


# Specific Plan Process Overview



# Community Engagement Efforts

- Stakeholder Interviews & Focus Groups
- Advisory Committee Meetings (9)
- Community-Wide Workshops (3)
- Online Engagement
  - Themes and Guiding Principles Feedback (100 comments)
  - Public Review Draft
    - Online Feedback (168 comments) + Email Feedback (10+ letters)
- Community-Wide Surveys (2)
  - Strengths, Issues, & Opportunities Survey (666 respondents)
  - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- City Council Updates (2)



**Help shape Downtown Watsonville! Share your voice**

Downtown Watsonville Specific Plan Community Survey #2

Community Survey #2 is an opportunity to share your thoughts about the future of Downtown Watsonville. Your input and feedback will help the City create a shared vision for the Downtown Specific Plan.

Survey Link: [www.surveymonkey.com/r/DWSPSurvey2English](http://www.surveymonkey.com/r/DWSPSurvey2English) or scan this QR code with your smartphone!

Share your ideas for the vision of Downtown!

**DW** downtown watsonville specific plan For more information about the project, visit the project website: [www.rb.gy/jcyrb4](http://www.rb.gy/jcyrb4)

# Plan Structure

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



# Plan Objectives

## Objectives

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



# Public Comments Received

# Public Comment Received

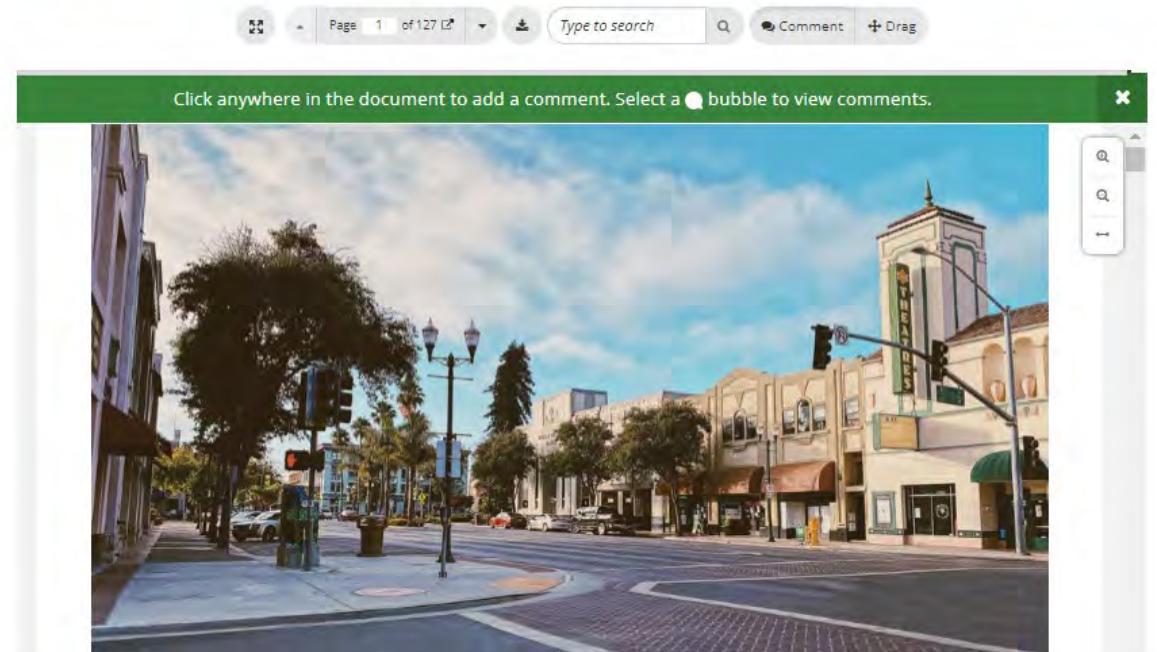
- Comments received at the Joint Workshop/AC meeting on June 30, 2022
- Online comments (168 – June 30 to July 15)
- Email comment letters (10)

Select Language ▾

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

We want to hear from you!

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



# Public Comment Received - Joint Workshop/AC meeting

- Workplace Industrial - bring tech while highlighting agriculture rather than beer gardens and coffee roasters
- Concern with **chicanes** is that they can sometimes alienate cyclists because the cyclist may lose portions of the bike lane and are forced to share the lane with cars
- **Trees** could be used for more than their beauty and instead support agriculture, education, and water conservation. Consider lower water needs, native species, local adaptation, and fire safety
- A **Caltrain train stop is planned at Pajaro** and a bike to train connection could bring people to Downtown through Pajaro; encourage that access with this plan
- Consider **connections to edges and the Slough trail** because people use them to get across town without cars. These could be gateways for people rather than for cars
- Consider ways to designate **the depot as historic** list or include it by adjusting the Plan Area boundary
- Walkability and **seating** are both important. The farmers markets and some events lack seating and tables
- Allow/encourage **nightlife such as dancing**
- **Antique stores and thrift stores** are important to Downtown and attract unique crowds
- Electrification of Downtown such as EV charging stations

# Public Comment Received – Online Feedback

## Land Use

- Support maintaining a mix of housing and economic diversity with a vibrant mix of businesses
- Yes to higher density in the downtown to include more housing, especially around transportation corridors
- Allow thrift stores and antique stores as these encourage reuse/recycling and are often more affordable and accessible to low-income residents
- Appreciate the promotion of affordable family housing and anti-gentrification/ displacement policies
- In favor of adaptive reuse of buildings for services and retail needed by the community
- Appreciate the plan to support of small local businesses
- In favor of attracting night life and making downtown a 24/7 destination
- Non-conforming uses - If an existing business closes, can a new business of the same type open there, even if it's on the restricted list for new businesses?

## Mobility

- Concur with the promotion of less cars and more safe and comfortable walking and biking by reducing vehicle speeds and creating bike improvements
- Support making mobility easy, affordable, convenient, amenable, and efficient with mid-block crossings, bike lanes, bike parking
- Appreciate the focus on shared and sustainable forms of transportation
- Appreciate the confirmation of parking supply and underutilization
- Support unbundling parking to lower housing costs while also saving space for other uses
- Encourage micro mobility options near bus station to connect users to their final destinations: scooters, ebikes, electric car shares

# Public Comment Received – Online Feedback

## Art & Culture

- Support more local/public/community involved art and architectural elements (e.g., murals and mosaics, gateways) all while representing the community's history
- Support events and programming that will highlights Watsonville's cultural heritage

## Streetscape

- Parklets should be open to all public and not just the adjacent business
- Approve of the greening of downtown with variety of native plants to add shade, places to sit, reducing carbon emissions and creating a healthy and calming environment
- Agree with street furnishings encouraging the use of outdoor space, and walking/biking
- Support the use of streetscape amenities to enhance the area (e.g., parklets, tables, benches), especially around the plaza
- Support elements of sustainability applied to the streetscape

## Implementation

- Agree with the growth of community benefits, city programs (housing, public works), and partnerships with local organizations, businesses, and artists

# Public Comment Received – Email letters

- Keep climate change (incl. water use) as a top priority in all decisions
- Plant trees, trees, trees. Not palm trees; shade trees
- Make sidewalks as wide as possible with various areas for outdoor seating
- Make the city bicycle friendly, such that folks could actually shop by bike. Make the bike lanes as safe as possible
- Support increasing building height, redevelopment into housing, road diet, and eliminating parking minimums
- How will the Mansion House opportunity site plans impact current tenants and their longtime businesses at these shopping centers?
- Impacts of Union Street closure
- Consider breaking up the street wall on Main Street via recessed entries, widened paseos, and/or tabling for restaurants and coffee shops
- Parking standards
- Comments on Workplace Industrial Character Area (Downtown Industrial Zone)
- Regulatory Plan – Use List, Active Frontage Overlay, Design Standards, Building Heights

## Topics for Further Discussion

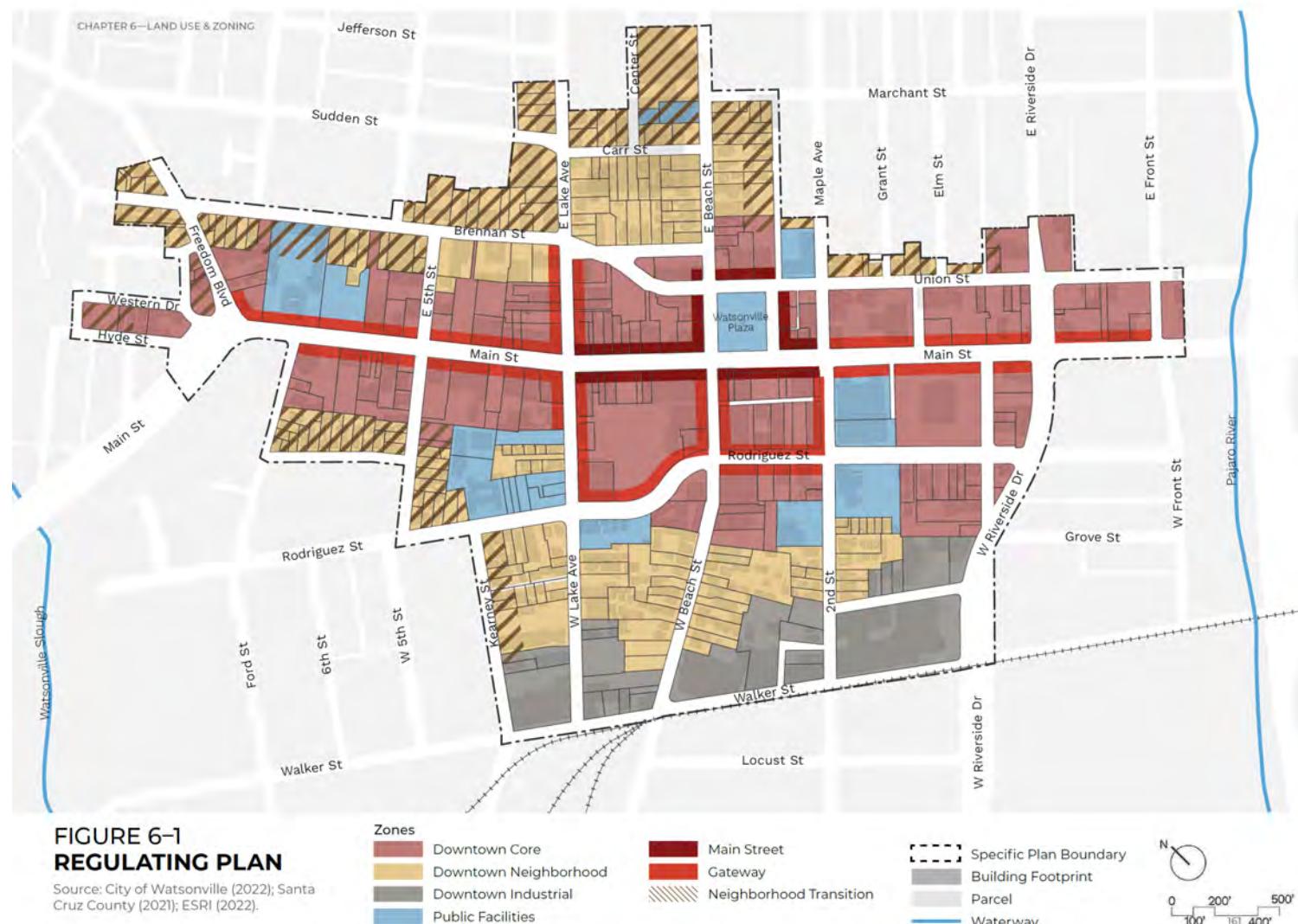
# Topics for Further Discussion

- Workplace Industrial Character Area (Downtown Industrial Zone)
  - Uses
  - Parking
  - Frontage requirements
- Regulatory Plan – Use List
  - Thrift stores and Antique stores
  - Art galleries
- Regulatory Plan – Active Frontage Overlay
- Regulatory Plan – Design Standards
- Regulatory Plan – Building Heights
- Regulatory Plan – Parking Standards
- Mansion House Opportunity Site
- Parklets
- Historic Properties
  - Designations
  - Process

# Workplace Industrial Character Area/Downtown Industrial Zone

## ■ **Comments Received:**

- Allow all industrial uses, including manufacturing, as a principally permitted use, without an AUP or SUP
- Reduce frontage requirements
- Modify parking locations



# Downtown Industrial – Use Table

- The General Industrial Zone in the City is unchanged

## Existing Industrial Uses in the Specific Plan area

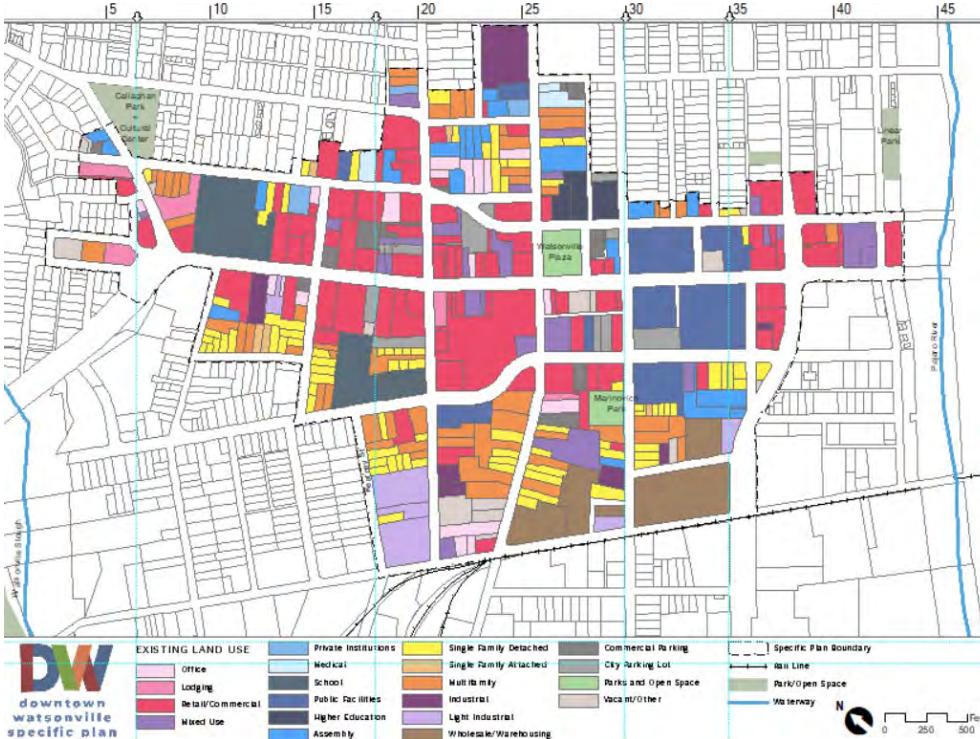


Table 6-3 Land Use Regulations

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

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

# Downtown Industrial – Frontage Standards

- Requirements
- Exceptions
- Current setbacks generally meet this requirement



## 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*.

- Forecourts**, subject to Section 6.6.E.3, can span up to 35% of a lot's frontage buildout requirement.
- Entrances—no wider than 12'—to *paseos* or *passages*, or *side yards* (See Section 6.6.E).
- Exterior staircases and associated landing areas.
- Chamfered corners, provided they include an entrance or stairway.
- 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.

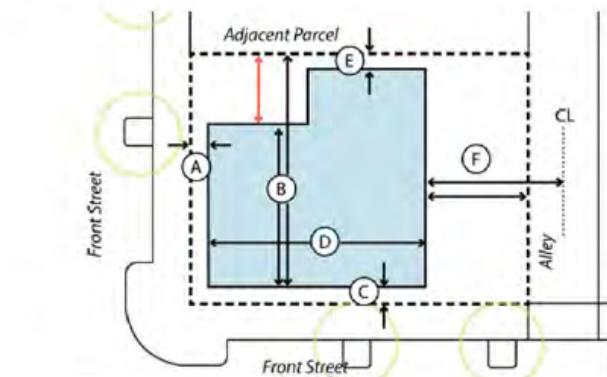
**b. Parking.** Apart from the exception stated above (Standard 6.5.A.3.a.v), all surface parking shall be located behind the primary building, to the rear of the lot. Structured ground floor parking must be set behind at least 30 feet of occupiable ground floor liner space. Vehicular entries are subject 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 14.40.130.

Table 6-4 Building Placement

|                                      | Downtown Core                                               | Downtown Neighborhood                | Downtown Industrial                                                                                            |
|--------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>A</b>                             | Front street build-to range, according to ground floor use: |                                      |                                                                                                                |
| Non-Residential                      | 0' – 10'                                                    | 5' – 15'                             |                                                                                                                |
| Residential or Retail-Ready          | 10'                                                         | 10' – 15'                            |                                                                                                                |
| <b>B</b>                             | Front street buildout (min)                                 | 100%                                 | 70%                                                                                                            |
| <b>C</b>                             | Side street build-to range                                  | NA                                   | 5' – 10'                                                                                                       |
| <b>D</b>                             | 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. |
| <b>Side and Rear Setbacks (min.)</b> |                                                             |                                      |                                                                                                                |
| <b>E</b>                             | Side yard                                                   | 0'                                   | 10% of lot width or 5', whichever is less                                                                      |
| <b>F</b>                             | Rear (w/ alley)                                             | 15' from the centerline of the alley |                                                                                                                |
| <b>F</b>                             | 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.

# Downtown Industrial – Recommended Plan Changes

## ■ RECOMMENDED CHANGE

- Modify Specific Plan to allow all industrial uses, including manufacturing, as a principally permitted use, without an AUP or SUP, in the Downtown Industrial Zone
- Add requirements for residential uses to provide additional screening and buffers

## ■ NO CHANGE

- Frontage requirements and parking locations

# Discussion

# Regulatory Plan – Use List

## ■ Allow Uses everywhere in Downtown

- Thrift stores and Antique stores
- Art galleries

## ■ 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.

■ **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.

Table 6-3 Land Use Regulations

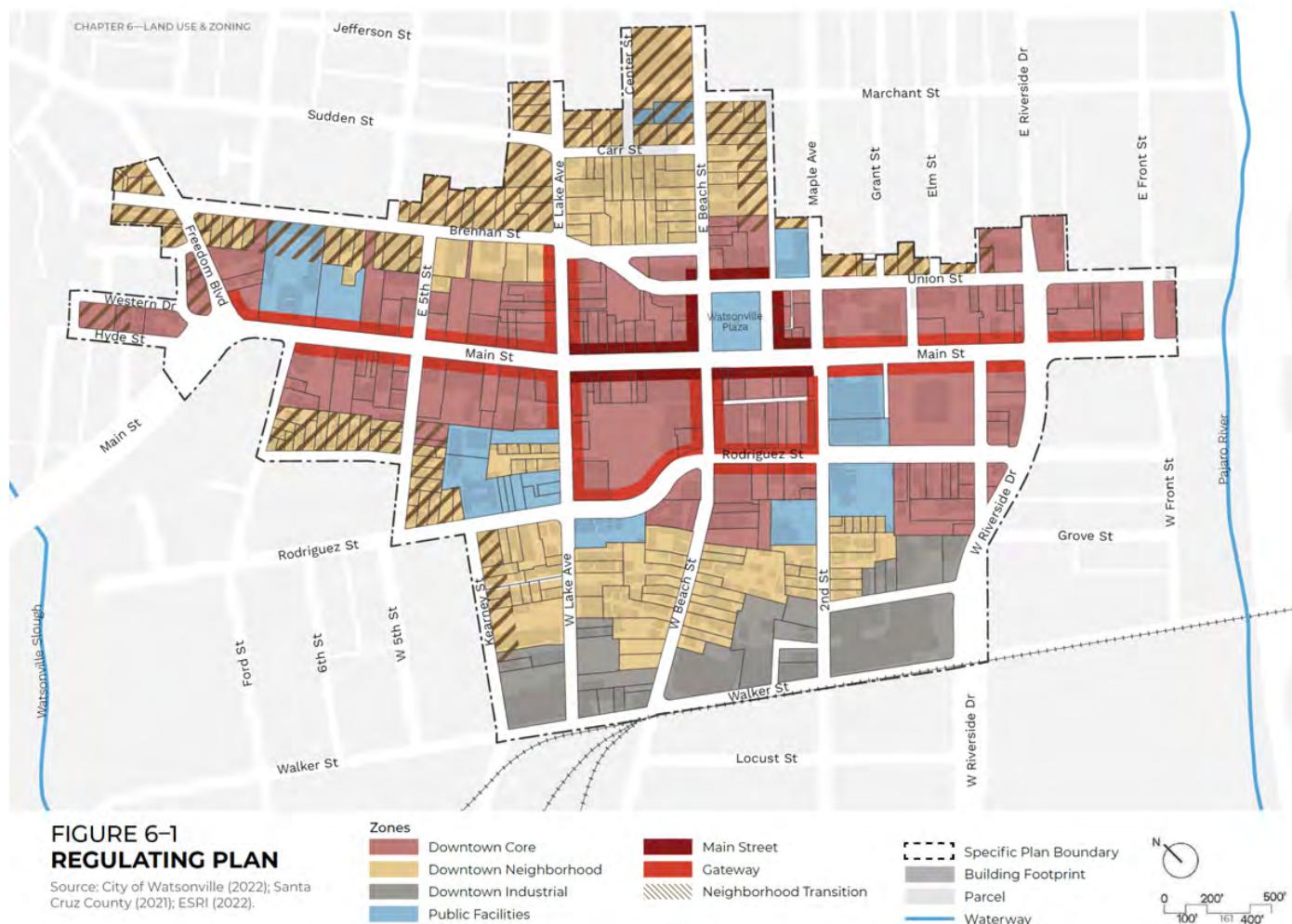
| Use                              | Downtown Core                                                |                                                              |                       | Downtown Neighborhood | Downtown Industrial <sup>1</sup> |  |
|----------------------------------|--------------------------------------------------------------|----------------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

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

# Regulatory Plan – Use List

- Existing thrift stores and antique stores are permitted to remain
- New thrift stores and antique stores are allowed in DN and DI zones.
- Art galleries fall under General Retail and are permitted everywhere in DT

## ■ NO CHANGE RECOMMENDED

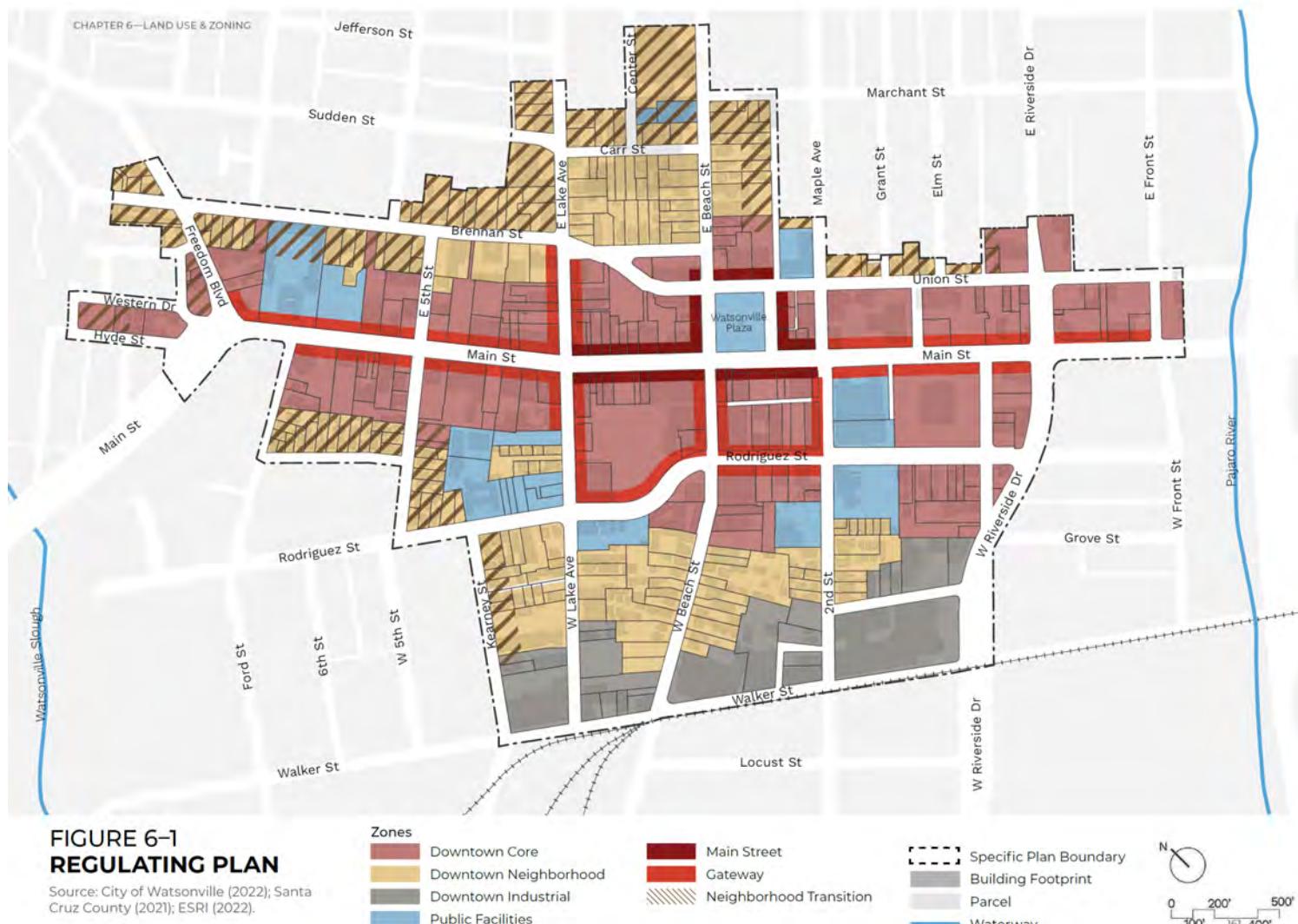


# Discussion

# Regulating Plan – Overlay & Frontage Requirements

## Comments Received:

- 100% front street buildout should not be required for the Downtown Core or 70% for Downtown Industrial - standards should be lower and allow more flexibility
- Allow residential and office uses on the ground floor in the Main Street Overlay
- Allow vehicle access off of Main Street



# Regulating Plan – Main Street Overlay

- Requirement for ground floor active uses in the MS Overlay
- Limited to the Historic Core<sup>6</sup> block frontages)
- Reflects the vision for an active, vibrant Downtown environment
- **NO CHANGE RECOMMENDED**



# Regulating Plan – Frontage Requirements

- Requirements
- Exceptions



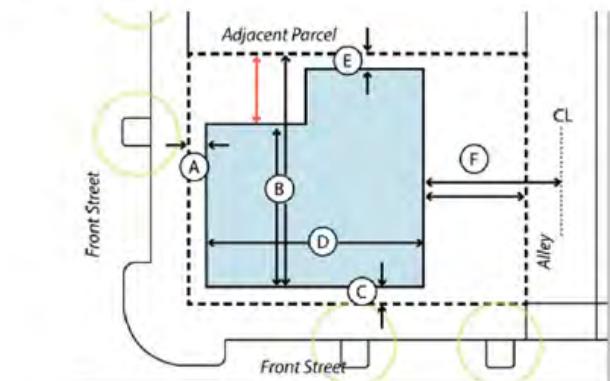
## ■ NO CHANGE RECOMMENDED

### 3. Standards

- 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*.
  - Forecourts**, subject to Section 6.6.E.3, can span up to 35% of a lot's frontage buildout requirement.
  - Entrances—no wider than 12'—to *paseos* or *passages*, or *side yards* (See Section 6.6.E).
  - Exterior staircases and associated landing areas.
  - Chamfered corners, provided they include an entrance or stairway.
  - 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.
- 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.
- Building Orientation.** Buildings, in order to property orient toward and engage the public realm, shall take access from and front the public realm per Section 6.5.E.
- 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 14.40.130.

Table 6-4 Building Placement

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



- 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.

# Regulating Plan – Frontage Requirements

- Vehicle Access is not allowed in the Main Street Overlay but is allowed in the Gateway Overlay and elsewhere in Downtown
- Vehicular access is encouraged off alleys
- This approach reflects current City policy

**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.

|                                 | Main Street Overlay | Gateway Overlay  | Elsewhere In Downtown |
|---------------------------------|---------------------|------------------|-----------------------|
| <b>Shopfront</b>                | Yes                 | Yes              | Yes                   |
| <b>Common Entrance / Lobby</b>  | Yes <sup>2</sup>    | Yes              | Yes                   |
| <b>Retail / Housing Flex</b>    | No                  | Yes <sup>1</sup> | Yes <sup>1</sup>      |
| <b>Ground Floor Office</b>      | No                  | Yes <sup>1</sup> | Yes                   |
| <b>Ground Floor Residential</b> | No                  | No               | Yes <sup>1</sup>      |
| <b>Vehicular Access</b>         | 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.

# Regulating Plan – Frontage Requirements

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

Figure 6-5 Retail-Ready Dooryard



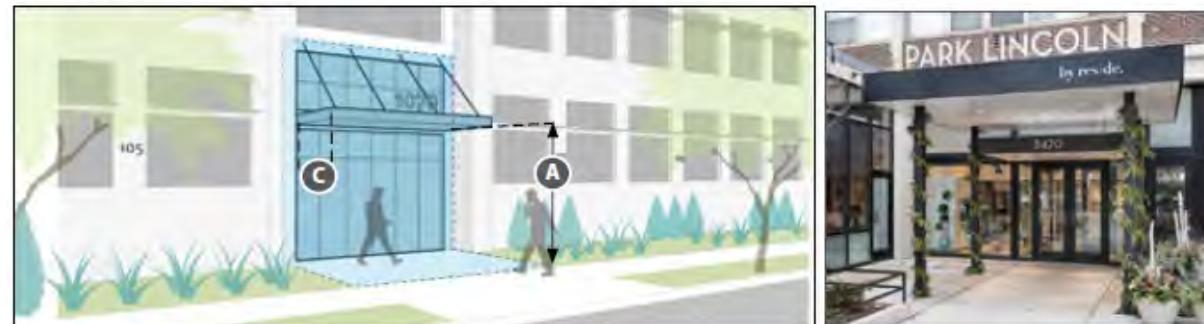
Figure 6-6 Retail-Ready Terrace



Figure 6-3 Commercial Common Entrance / Multiple Floor Lobby



Figure 6-4 Residential Common Entrance/Lobby



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

Table 6-11 Common Entrance/Lobby

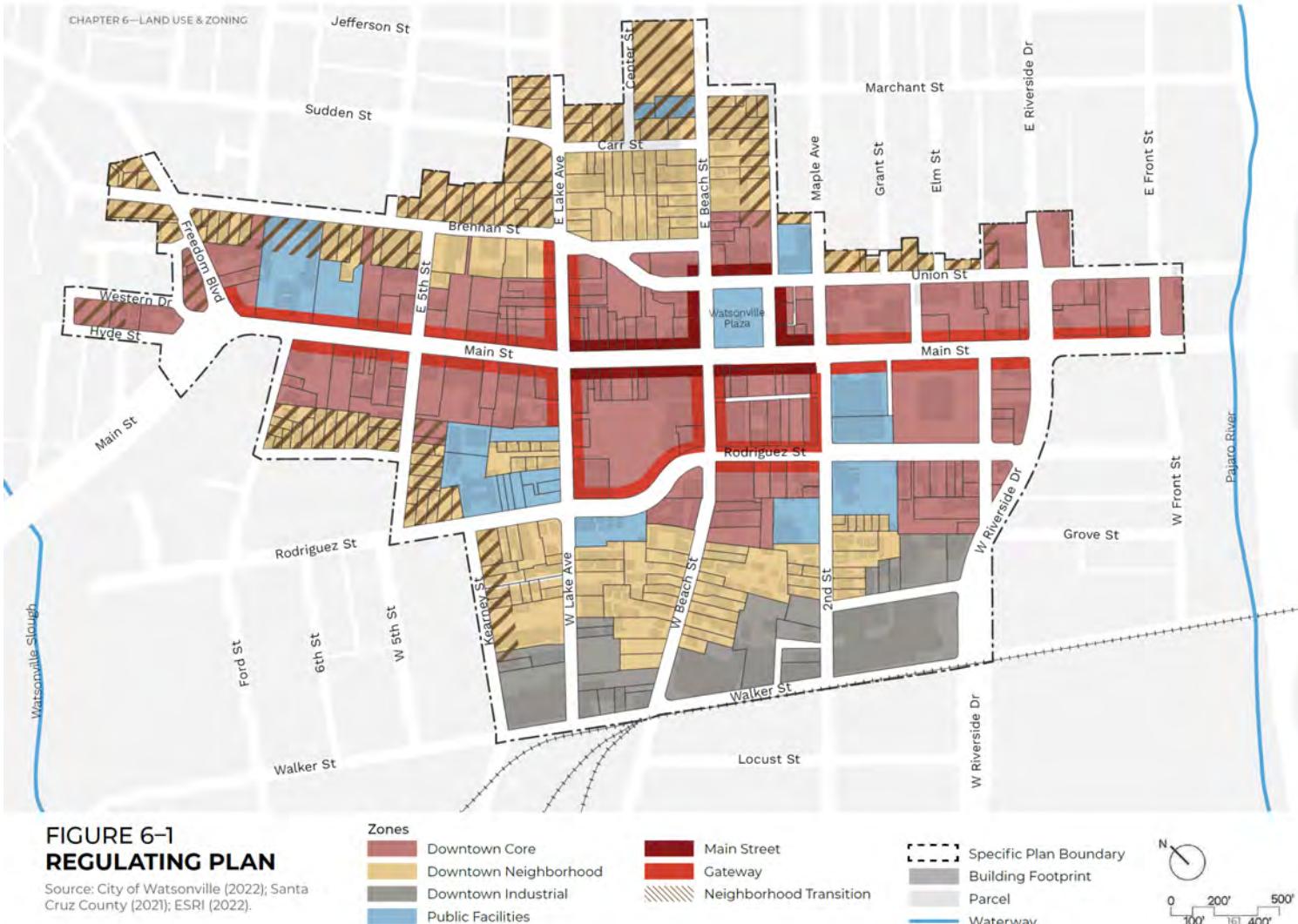
|          | Frontage Element Recommendations  | MIN   | MAX |
|----------|-----------------------------------|-------|-----|
| <b>A</b> | Height to top of transom          | 10'   | 20' |
| <b>B</b> | Height to bottom of canopy/awning | 8'    | -   |
|          | Distance to back of sidewalk      |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

\* Does not include public R.O.W.

# Discussion

# Regulating Plan – Design Standards

- **Comments Received:**
- Do not require (or loosen) requirements for Massing Increments
- Façade Design requirements are restrictive and should be loosened
- Loosen Façade Materials requirements
- Modify Shopfronts section to allow businesses more flexibility
- City should have fewer requirements and allow for creative and attractive designs



# Regulating Plan – Design Standards

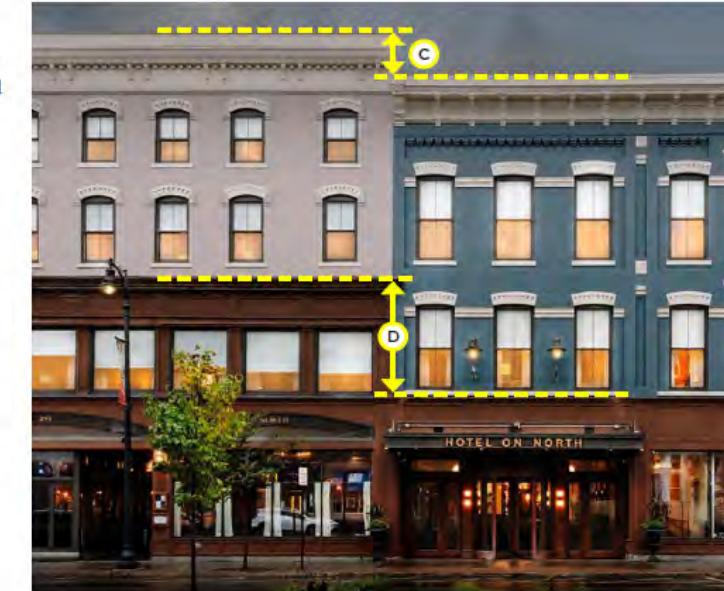
- State requirement for objective design standards and for ministerial review of all residential and mixed-use projects
- Built in flexibility in SP design standards
  - Required standards + Suggested design guidelines
  - Options regarding how to meet standards
  - Exceptions

Table 6-6 Massing Increment Dimensional Standards

|                                                                                             | Downtown Core                                | Downtown Neighborhood              | Downtown Industrial                 |
|---------------------------------------------------------------------------------------------|----------------------------------------------|------------------------------------|-------------------------------------|
| <b>A</b> 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>B</b> Massing Increment (max.)                                                           | 100'                                         | 60'                                | 100'                                |
| <b>C</b> Façade height difference between Massing Increments (min.)                         | 10% of lesser façade height                  | 10% of lesser façade height        | 10% of lesser façade height         |
| <b>D</b> Building base height difference between massing increments (min.)                  | 2'                                           | 2'                                 | 2'                                  |
| <b>E</b> Upper floors setback (min.)<br>Distance set back from the primary façade           | 10'                                          | 10'                                | 10'                                 |
| <b>F</b> Bay width                                                                          | 15'-30' (see Section 6.5.D for more on bays) |                                    |                                     |
| <b>G</b> 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:
  - i. 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**).
  1. 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'.
  - ii. 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**.



# Regulating Plan – Design Standards

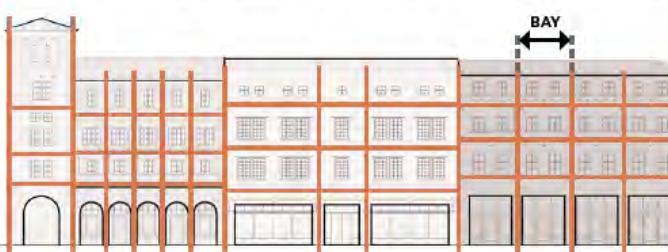
- Exceptions provided for certain standards
  - *Exceptions up to 20% of any measurable standard within this development code, excluding those found in Section 6.5.B: Building Height, may be granted through the Design Review Permit Process, provided the project meets the intent of the relevant standard and is consistent with the vision for Downtown identified by this Specific Plan.*
- Additional discretionary pathway available for project proponent if so desired
- **NO CHANGE RECOMMENDED**

## 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

- 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.



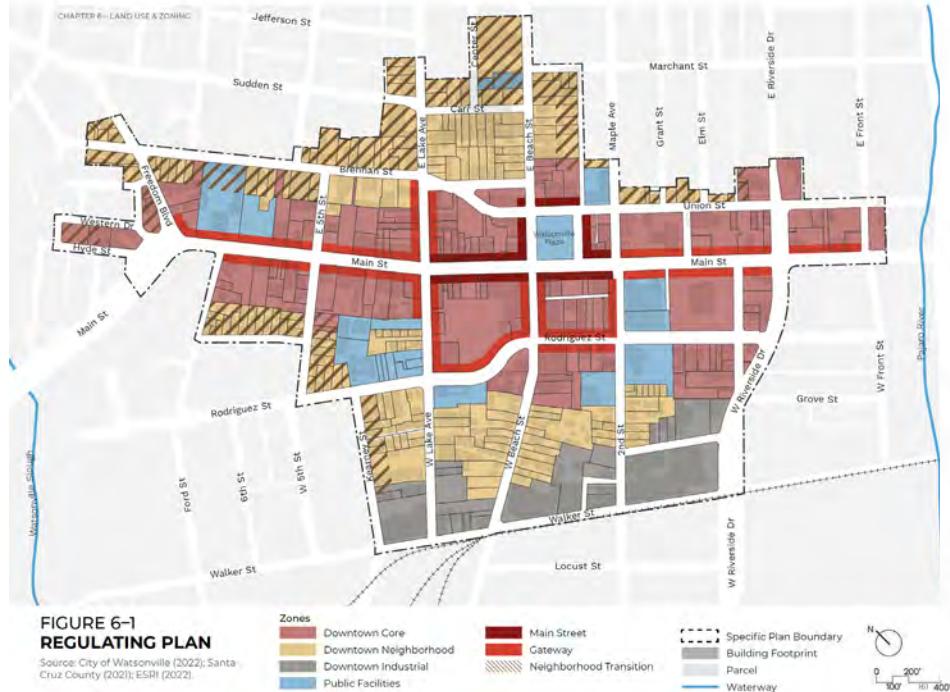
#### b. Buildings shall have a base, middle, and top.

- 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.

# Discussion

# Regulating Plan – Building Heights

- **Comments Received:**
- Building heights should not be limited to 6 stories in Downtown, especially in the Downtown Core

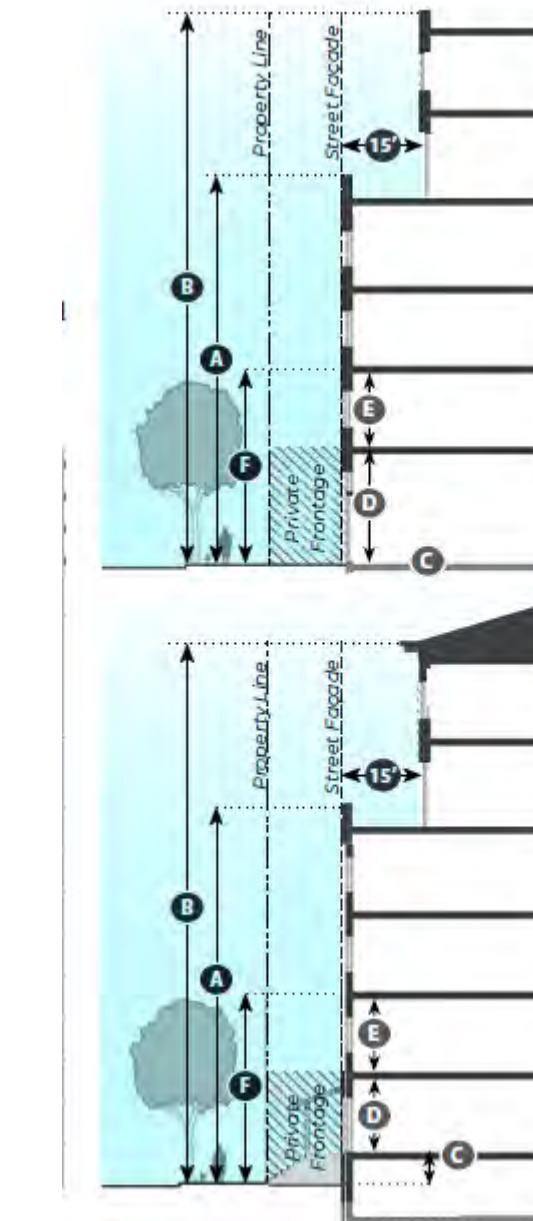


|                                                                                | Downtown Core                                                                                  | Downtown Neighborhood | Downtown Industrial | Neighborhood Transition Overlay |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------|---------------------|---------------------------------|
| <b>Allowed Number of Stories</b>                                               |                                                                                                |                       |                     |                                 |
| Street Façade                                                                  | 2 to 4 stories;<br>30% of the length of<br>the façade can be<br>built up to 6 stories<br>(max) |                       | 4 stories (max)     | 3 stories (max)                 |
| Upper Floors which are set back from<br>the street façade a minimum of 15 feet | 6 stories (max)                                                                                |                       | 4 stories (max)     | 3 stories (max)                 |
| <b>Ground Floor Level (measured from level of exterior sidewalk)</b>           |                                                                                                |                       |                     |                                 |
| Ground Floor                                                                   | 0 feet                                                                                         |                       | 0 to 4 feet         | 0 to 4 feet                     |
| <b>Floor Heights (min - measured from floor to ceiling)</b>                    |                                                                                                |                       |                     |                                 |
| Ground Floor                                                                   | 12 feet                                                                                        | 8 feet                | 12 feet             | 8 feet                          |
| Upper Floor                                                                    |                                                                                                | 8 feet                |                     | 8 feet                          |
| <b>Building Base Height (min)</b>                                              |                                                                                                |                       |                     |                                 |
| 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               |                     |                                 |

# Regulating Plan – Building Heights

Table 6-5 Building Height

|                                                                      | Downtown Core                                                               | Downtown Neighborhood                                                                       | Downtown Industrial | Neighborhood Transition Overlay* |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------|----------------------------------|
| <b>Allowed Number of Stories</b>                                     |                                                                             |                                                                                             |                     |                                  |
| A                                                                    | Street Façade                                                               | 2 to 4 stories;<br>30% of the length of<br>the façade can be built<br>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)                  |
| <b>Ground Floor Level (measured from level of exterior sidewalk)</b> |                                                                             |                                                                                             |                     |                                  |
| C                                                                    | Ground Floor                                                                | 0 feet                                                                                      | 0 to 4 feet         | 0 to 4 feet                      |
| <b>Floor Heights (min - measured from floor to ceiling)</b>          |                                                                             |                                                                                             |                     |                                  |
| D                                                                    | Ground Floor                                                                | 12 feet                                                                                     | 8 feet              | 12 feet                          |
| E                                                                    | Upper Floor                                                                 |                                                                                             | 8 feet              | 8 feet                           |
| <b>Building Base Height (min)</b>                                    |                                                                             |                                                                                             |                     |                                  |
| 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             |                                  |



# Regulating Plan – Building Heights

- Recommended heights based on current market conditions, construction techniques, and Building + Fire Codes
- State Density Bonus Law – allowed height exemptions for affordable units through incentives/concessions:
  - Lowers the threshold required to qualify
  - Decreases the maximum ratio of required vehicular parking
  - Up to 33 feet or 3 stories near a Major Transit Stop for 100% affordable projects
- NO CHANGE RECOMMENDED

# Discussion

# Parking Standards

- Comments Received:
- Reduce parking requirements overall
- Eliminate parking minimums for residential uses

## Standards (Private Parking)

Table 4-1 Off-Street Parking Minimum Requirements

| Multifamily Residential | Existing Minimum Requirement | Future Minimum Requirement |
|-------------------------|------------------------------|----------------------------|
| Studio/1-bedroom unit   | 2 spaces per unit            | 0.8 spaces per unit        |
| 2-bedroom unit          | 2 spaces per unit            | 1.6 spaces per unit        |
| 3-bedroom unit          | 2 spaces per unit            | No change                  |
| 4-bedroom unit          | 3 spaces per unit            | No change                  |
| 5-bedroom unit          | 4 spaces per unit            | No change                  |

\* Existing Requirements based on WMC § 14-17.210

\* Proposed based off ITE Parking Generation Manual 5th Edition (Land Use Code 221 Mid-Rise Multifamily in Multi-Use District)

Table 4-2 Off-Street Parking Maximum Requirements for Density Bonus Projects

| Multifamily Residential | Maximum Limit       |
|-------------------------|---------------------|
| Studio/1-bedroom unit   | 1 space per unit    |
| 2/3-bedroom unit        | 1.5 spaces per unit |
| 4-bedroom unit          | 2.5 spaces per unit |

# Parking Standards

- Parking issue in neighborhoods
- Right-sized parking approach
- Commercial parking – shared parking approach
  - Expansion of Parking District
- Residential parking required on-site
  - Significant reductions from current standards
- New parking spaces are not required when adaptively reusing a non-residential building as lofts or another form of housing

## ■ NO CHANGE RECOMMENDED

**Table 4-1 Off-Street Parking Minimum Requirements**

| Multifamily Residential | Existing Minimum Requirement | Future Minimum Requirement |
|-------------------------|------------------------------|----------------------------|
| Studio/1-bedroom unit   | 2 spaces per unit            | 0.8 spaces per unit        |
| 2-bedroom unit          | 2 spaces per unit            | 1.6 spaces per unit        |
| 3-bedroom unit          | 2 spaces per unit            | No change                  |
| 4-bedroom unit          | 3 spaces per unit            | No change                  |
| 5-bedroom unit          | 4 spaces per unit            | No change                  |

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\* Proposed based off ITE Parking Generation Manual 5th Edition (Land Use Code 221 Mid-Rise Multifamily in Multi-Use District)

**Table 4-2 Off-Street Parking Maximum Requirements for Density Bonus Projects**

| Multifamily Residential | Maximum Limit       |
|-------------------------|---------------------|
| Studio/1-bedroom unit   | 1 space per unit    |
| 2/3-bedroom unit        | 1.5 spaces per unit |
| 4-bedroom unit          | 2.5 spaces per unit |

# Discussion

# Mansion House Opportunity Site

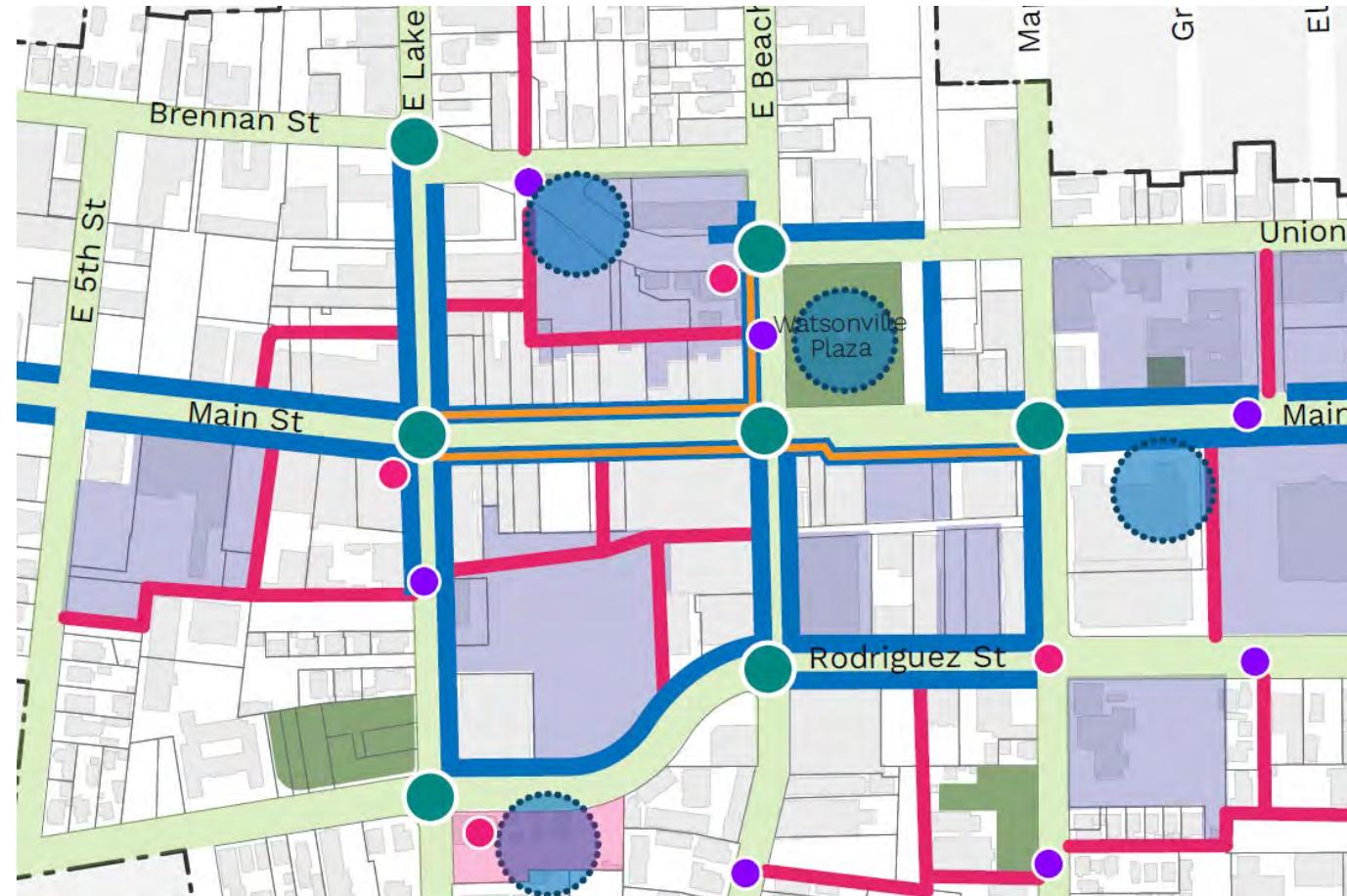
- Comments/Questions Received:
- Concerns about whether the Ortiz Deli building would be retained
- Questions about what would be involved in redeveloping this area
- Potential costs to vacating right-of-way / relocating utilities
- Questions about Union Street closure
  - Traffic patterns/impact on 2-way East Beach Street and East Lake Street
  - How the traffic changes will impact East Beach Plaza and East Fifth Plaza
  - Main Street lane reduction and its impact on accessing East Beach Plaza and East Fifth Plaza



# Discussion

# Parklets

- Comments Received:
- Allow parklets to be open to all public (not associated with a business)



# Parklets

- City of Watsonville Parklet Program
  - Business sponsored
  - Maintenance
- Caltrans requirements for public use of parklets in their ROW

- NO CHANGE RECOMMENDED



The graphic features a photograph of a parklet with wooden planters and a circular City of Watsonville seal. Overlaid text reads: CITY OF WATSONVILLE PARKLET PROGRAM. Below this, a green section contains the following information:

**WHAT'S A PARKLET?**

"Parklet" refers to an outdoor temporary curb extension area that includes a small seating or community gathering area or bicycle parking area temporarily constructed over street parking space(s).

The purpose of a "parklet" is to create a safe, comfortable and inviting pedestrian experience for the general public

**Construction Standards**

- The parklet area must be located at least one parking space or twenty feet from any corner and 10 feet from any driveway.
- The parklet shall not be located in front of a fire hydrant, above a fire hydrant shut-off valve or over utility or manhole covers.

# Discussion

# Historic Resources

- Question Received:
- Why celebrate history? The past has been discriminatory
- Are there any restrictions to what can happen to property if it is designated as historic?



## 13 Designated Resources:

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

 Designated Resource

# Eligible Resources

## (75) Eligible Resources:

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

## 4 Potential Districts

Potential Individual Resources

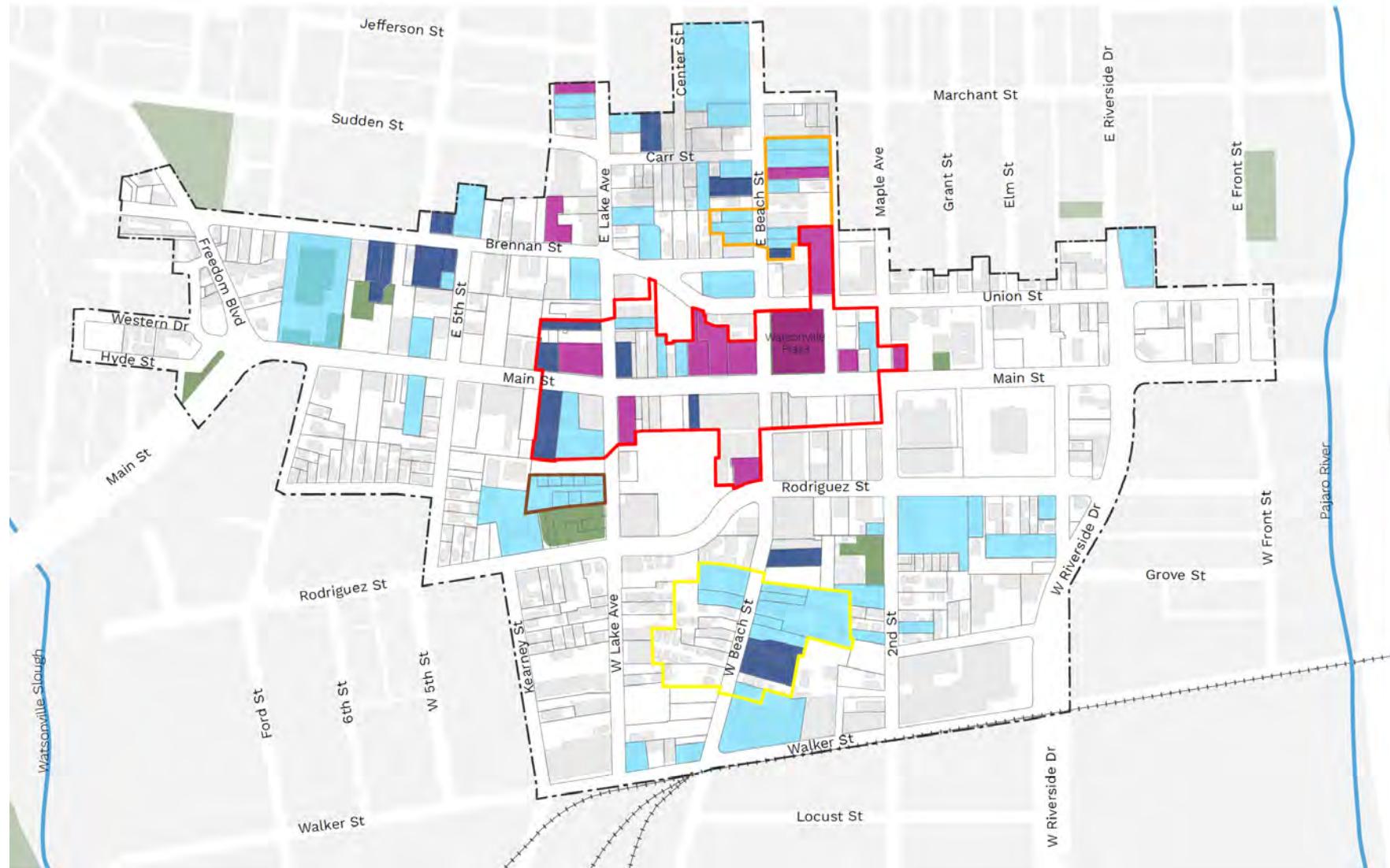
- Tier 1
- Tier 2
- Designated Resource

Potential Historic Districts

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

Specific Plan Boundary

- Building Footprint
- Parks/ Open Space
- Waterway



# Discussion

# Wrap-up & Next Steps

# Wrap-up & Next Steps

- EIR and technical studies in progress
- Planning Commission and City Council review of the Specific Plan - Fall

*City of Watsonville*

# Downtown Specific Plan + EIR

Advisory Committee Meeting # 9 | July 21, 2022