Presentation Overview

• Planning Process
• Final Draft Specific Plan:
  ▪ Organization
  ▪ Key Recommendations
• Next Steps
• Questions
Specific Plan Context
Downtown Watsonville Specific Plan Area
Specific Plan Process Overview

2 AC Meetings
- Introduction/project overview
- Existing conditions, issues, opportunities and visioning

1 AC Meeting & Community Meeting #1
- Guiding Principles Plan framework
- Streets, public spaces, land use

1 AC Meeting & Community Meeting #2
- Refined plan framework and Opportunity sites

3 AC Meetings
- Design character/Development code
- Housing
- Mobility & Parking

2 AC Meetings & Community Meeting #3
- Review of Specific Plan (2)

NOP-30-day review period

Draft Program EIR 45-day review period
Community Engagement Efforts

- Stakeholder Interviews & Focus Groups
- Advisory Committee Meetings (9)
- Community-Wide Workshops (3)
- Pop-Up Events (9)
- Online Engagement
  - Themes and Guiding Principles Feedback (100 comments)
- Community-Wide Surveys (2)
  - Strengths, Issues, & Opportunities Survey (666 respondents)
  - Public Spaces, Character Areas, Streetscape & Bike Network (257 respondents)
- City Council Updates (2)
Specific Plan Overview
Plan Structure

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

Plan 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 greenhouse gas emissions
Chapter 2: Vision, Goals & Policies

- Preserve key elements that make Downtown unique
- Establish a varied choice of uses and experiences for our diverse community
- Create housing opportunities for all
- Promote local economic prosperity
- Create a vibrant, safe, and active Downtown
- Foster a healthy, inclusive, and culturally connected community where all can thrive
- Re-imagine and innovate mobility options and connections
- Incorporate sustainable design elements to improve community health
Chapter 2: Vision, Goals & Policies

- LAND USE
- URBAN DESIGN
- AFFORDABLE HOUSING AND HOUSING PRODUCTION
- ANTI-DISPLACEMENT
- HISTORIC PRESERVATION
- ECONOMIC DEVELOPMENT
- MOBILITY AND PARKING
- TRANSIT
- INFRASTRUCTURE

Goal 7
Pursue reinvestment in existing affordable housing in the downtown to stabilize existing neighborhoods.

Anti-displacement Strategies

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

- **Policy 7.2: Reinvestment.** Partner with non-profits and affordable housing developers to support acquisition of and reinvestment in existing affordable housing downtown.

- **Policy 7.3: Education and Outreach.** Promote existing programs among downtown residents through outreach efforts and educational opportunities.

- **Policy 7.4: Existing City Programs.** Continue implementing existing citywide housing programs such as the inclusionary housing ordinance, incentives such as priority processing for 100% affordable housing projects.

- **Policy 7.5: Assistance Programs.** Continue to look for grant opportunities to expand funding for the First Time Home Buyer Program and Downpayment Assistance Program.
Chapter 3: Design Framework

1. Celebrate the historic Watsonville Plaza as a major activity node.
2. Recognize the Historic Core as the heart of Downtown Watsonville; focus revitalization efforts here and expand to other areas over time.
3. Prioritize a pedestrian environment with a road diet on Main Street and restoration of two-way traffic on E. Lake Avenue and E. Beech Street.
4. Catalyze downtown revitalization with development on the identified opportunity sites.
5. Continue active ground-floor uses and building design along Main Street and other identified frontages to reinforce an active pedestrian environment.
6. Grove St. Provide streetscape improvements on Downtown streets.
7. Use gateways and wayfinding signage to mark arrival in Downtown.

Legend:
- Historic Core
- Pedestrian Environment (Priority)
- Opportunity Site
- Active Frontages
- Streetscape Improvements
- Gateway
- Paseos
- Activity Node
- Specific Plan Boundary
- Parks/Open Space
- Building Footprint
- Rail Line
Chapter 3: Design Framework - Character Areas

- Downtown Core
- Civic Core
- Gateway
- Commercial Flex
- Residential Flex
- Workspace / Industrial
- East Neighborhood
- West Neighborhood
Chapter 3: Design Framework - Historic Downtown Core

**Placemaking Priorities**

- Require active ground floor uses (retail and restaurants), with housing and office above
- Consistent and unifying streetscape and public realm improvements
- Encourage & enable outdoor dining with wide sidewalks, street furnishing, parklets, etc.
- Maintain/create continuous, active street-wall (including new shopfronts, and façade rehabilitation of existing buildings)
- Create and manage a Downtown Improvement District including a shared parking supply, branding & wayfinding program, programming of special events, etc.)
Chapter 3: Design Framework – Historic Downtown Core – Opportunity Sites

Mansion House Block

Gottschalks Block

New mixed use buildings
Existing Ortiz Dell (historic portion)
Paseos and Courtyards

The Terrace
New School Over Commercial
School Dropoff
Bus Depot

Long-term Development Opportunity, Including Shared Parking Structure
Chapter 4: Mobility - Street Network Improvements
Chapter 4: Mobility - Street Network: Main Street

Between E. Lake and E. Beach

Between Central Avenue and First Street
Chapter 5: Public Realm - Streetscape Improvements
Chapter 5: Public Realm - Streetscape Improvements

Street & Pedestrian Lighting

Signage & Wayfinding

Street Furnishing Palette

Parklets
Chapter 6: Land Use & Zoning

- Administration
- General Development Standards
- Downtown Zones and Overlays
- Regulating Plan
- Use Standards
- Objective Standards
  - Building Placement
  - Building Height
  - Building Massing
  - Façade Design
  - Frontage Types
  - Entries
  - Architectural Elements
Chapter 6: Land Use & Zoning - Land Use Regulations

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

<table>
<thead>
<tr>
<th>Use</th>
<th>Downtown Core</th>
<th>Gateway Overlay</th>
<th>Elsewhere in the Zone</th>
<th>Downtown Neighborhood</th>
<th>Downtown Industrial 1</th>
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<tbody>
<tr>
<td>Alcohol-Related: Group A</td>
<td>AUP required 1</td>
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<td>Alcohol-Related: Group B</td>
<td>SUP required 1</td>
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<td>Antique Shop</td>
<td>Not permitted on parcels fronting Main Street; AUP required elsewhere</td>
<td>AUP required</td>
<td>AUP required</td>
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<tr>
<td>Automobile Service</td>
<td>Not permitted</td>
<td></td>
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<td>Cannabis Facility</td>
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<td></td>
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<tr>
<td>Church</td>
<td>SUP Required</td>
<td></td>
<td></td>
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<tr>
<td>Drive-through</td>
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<td></td>
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<tr>
<td>Dwelling Unit</td>
<td>Permitted on upper floors; Not permitted on ground floors</td>
<td>Permitted</td>
<td>Permitted</td>
<td>SUP Required</td>
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<tr>
<td>Heavy Industrial &amp; Manufacturing</td>
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<tr>
<td>Light Industrial / R&amp;D</td>
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<tr>
<td>Office</td>
<td>Permitted on upper floors; AUP required for ground floors</td>
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<td>Permitted</td>
<td>Permitted</td>
<td></td>
</tr>
<tr>
<td>Payday Lenders</td>
<td>Not permitted</td>
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</tr>
<tr>
<td>Storage/warehouse</td>
<td>Not permitted</td>
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<td>Thrift Shop</td>
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<tr>
<td>Use Code 65</td>
<td>SUP required</td>
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<tr>
<td>Vehicle fueling facility</td>
<td>Not permitted</td>
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</tbody>
</table>

1. Additional requirements for alcohol-related uses found in the City’s Alcohol Ordinance, in WMC Chapter 14-25 apply.
2. 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.
Building Massing

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

Table 6-6: Massing Increment Dimensional Standards

<table>
<thead>
<tr>
<th>Applicability</th>
<th>Downtown Core</th>
<th>Downtown Neighborhood</th>
<th>Downtown Industrial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facade length beyond which the Massing Increment standards become applicable</td>
<td>For façades longer than 100’</td>
<td>For façades longer than 80’</td>
<td>For façades longer than 150’</td>
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<tr>
<td>Massing Increment (max.)</td>
<td>100’</td>
<td>60’</td>
<td>100’</td>
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<tr>
<td>Façade height difference between Massing Increments (min.)</td>
<td>10% of lesser façade height</td>
<td>10% of lesser façade height</td>
<td>10% of lesser façade height</td>
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<tr>
<td>Building base height difference between massing increments (min.)</td>
<td>2’</td>
<td>2’</td>
<td>2’</td>
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<tr>
<td>Upper floors setback (min.)</td>
<td>10’</td>
<td>10’</td>
<td>10’</td>
</tr>
<tr>
<td>Bay width</td>
<td>15’–30’ (see Section 6.5.D for more bays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gap between Massing increments (min.)</td>
<td>N/A</td>
<td>16’ wide by 20’ deep</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Chapter 7: Historic Preservation - Designated Resources

13 Designated Resources:
- (7) Federal
- (4) State
- (10) Local
Chapter 7: Historic Preservation - Eligible Resources

(75) Eligible Resources:
• (58) Tier 1
• (17) Tier 2

4 Potential Districts
Chapter 8: Infrastructure

- Water Supply
- Sanitary Sewer
- Stormwater
Chapter 8: Implementation

**STRATEGIC IMPLEMENTATION ACTIONS**

- Promote Roadway and Streetscape Improvements on Main Street
  - Caltrans partnership
- Progress Planning for Downtown Civic Core Facilities
- Fund Downtown Signage and Wayfinding Improvements
  - Signage and Wayfinding
- Expand Downtown Parking District
- Develop Accountability Reporting
- Ongoing Capacity Building and Public Outreach
Chapter 8: Implementation

PUBLIC IMPROVEMENT COSTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost Estimate (in $s)</th>
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<tbody>
<tr>
<td>Roadway, Pedestrian, and Bicycle Improvements</td>
<td>$10.5 million</td>
</tr>
<tr>
<td>Streetscape Improvements</td>
<td>$8.3 million</td>
</tr>
<tr>
<td>Utilities Improvements</td>
<td>$30.0 million</td>
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<tr>
<td>TOTAL COSTS</td>
<td>$48.8 million</td>
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</table>

FUNDING SOURCES

- Existing Development Impact Fees
- Enterprise Funds
- Reimbursement Agreements
- Grants and Other Non-Local Funding
Environmental Review

- Initial Study Prepared
- Potential Impacts Identified (to be evaluated in an EIR):
  - Aesthetics
  - Biological Resources
  - Noise
  - Cultural Resources
  - Population/Housing
  - Transportation
  - Air Quality
  - Hazards and Hazardous Materials
  - Tribal Cultural Resources
- Technical Studies
  - Water Supply Assessment (complete)
  - Traffic Study (in progress)
Next Steps
Next Steps

- **Kick-off EIR**
  - Release Notice of Preparation (NOP)
  - 30-day review period

- **EIR Certification/Plan Adoption Hearings – Spring 2023**
  - Scoping Meeting
  - 45-day review period
The City Council, by motion, accept the final draft of the Downtown Watsonville Specific Plan (DWSP) and direct staff to complete the Environmental Impact Report (EIR) for the Downtown Watsonville Specific Plan.