Watsonville VISTA 2030

Your Vision to Action

August 2012
City of Watsonville 2030 General Plan


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Executive Summary

What is WatsonvilleVISTA 2030 and why is it important?
WatsonvilleVISTA 2030 represents the comprehensive update of the Watsonville 2005 General Plan that are required by State Planning Laws. General plans serve as living documents that outline future community growth and objectives and are re-evaluated and updated every five years. WatsonvilleVISTA 2030 is “Your Vision To Action”—a plan for Watsonville to build on its strengths and evolve into a vibrant urban place surrounded by a rich agricultural backdrop.

What is the General Plan's Vision for Watsonville's Future?
The General Plan recognizes the extensive community involvement that established the Urban Growth boundary for the City of Watsonville through the Measure U process initiated by Action Pajaro Valley (APV). Measure U was a voter approved initiative, approved in 2002, that established 20 and 25 year urban limit lines that surround the City of Watsonville in order to protect the vital agricultural lands and other sensitive environmental features that give Watsonville its character. Measure U resulted from a 4 year collaboration with a variety of interest groups through the APV process to create a growth plan that provided future growth opportunities in a manner that also balanced protection of environmental and economic resources. The urban growth boundary was a critical policy that directed the major growth policies in the updated General Plan. The General Plan includes policies that promote Watsonville as a livable community with a compact urban center with access to jobs and housing. The Plan encourages clustering services near housing in order to reduce car trips. The Plan promotes pedestrian and bicycle connections throughout the City and encourages citizens to use alternative modes of transportation. The Plan establishes higher density mixed-use development zones along critical corridors, including

Why is the General Plan Important?
The General Plan guides how, when and where the City will grow over the next 25 years. The Plan establishes the community's vision of what it wants to become and how it will be achieved through policy goals and objectives. The Plan establishes areas for new housing, commercial centers and jobs. It also protects existing neighborhoods by maintaining stable land use districts. The Plan identifies new community services, including parks and infrastructure, which may be needed to serve the future population. The Plan identifies priorities for funding of City services such as fire, police and parks.
Freedom Boulevard and East Lake Avenue, and in the downtown.

Interwoven throughout the document are public policies that acknowledge, embrace, and respond to the diverse population of Watsonville, from young children to seniors, from individuals to families, and long-time citizens and new residents. This updated plan celebrates the opportunities, hopes and desires of the community in Watsonville with regard to the city's evolving physical urban form, economic health, job availability, education opportunities, mobility and access, housing for all income levels, and important historical, cultural, and environmental resources. The plan also considers the provision of public services to the community: recreation, youth and senior, school, library services, and also environmental protection, police, fire, water, and other facilities and safety-related services.

**About the Process**
The planning process, which began in November 2003, was based on broad-based community process building on the Work of APV and Measure U. Public participation in the planning process shaped the vision and plan for the City's future growth. Working with the community, the City's Community Development Department and a team of consultants facilitated a process to understand the community's goals for shaping Watsonville's future. In order to maximize public involvement, two community workshops, two neighborhood-specific meetings, and two final open houses were held to capture citizens' input, comments, and feedback.

**What We Heard from the Community**
The community's priorities are reflected in the Guiding Principles. Residents of Watsonville have placed a high value on quality of life issues, including:
- Preserving existing neighborhood character and community value.
- Ensuring suitable housing for all residents.
- Protecting working agricultural lands that support the City's economy.
- Diversifying the economic base to provide a range of employment options for city residents.
- Providing adequate public infrastructure to maintain efficient mobility and access in the City.
- Conserving natural resources and open space and important environmental features both inside and outside the growth boundaries.
- Preserving vital transportation links including the airport.
Additionally, regularly scheduled steering committee meetings Planning Commission and City Council hearings were conducted to engage the community and obtain their comments.

With the Guiding Principles and the community priorities in mind, WatsonvilleVISTA 2030 examines the relationship between projected population and employment growth and the evolving character of Watsonville. It looks at the City’s possibilities for change within the contexts of the Pajaro Valley, the Monterey Bay Crescent region, Santa Cruz County, Silicon Valley, and, to a lesser degree, the state and country. The WatsonvilleVISTA 2030 process engaged local residents and worked closely with the steering committee Planning Commission and City Council comprised of community leaders and citizens to help shape where the city’s future growth should be located. The product of this process, framed by the Guiding Principles and Measure U, is a vision for Watsonville’s future and the 2030 General Plan for the City.

Guiding Principles
The Guiding Principles reflect what is important to the residents of Watsonville. They are the core values that create the foundation for the vision and overall plan. Goals, with accompanying “performance goals,” are included in the WatsonvilleVISTA 2030 document and will help measure the City’s progress in nine key areas:

Economic Development
Foster a prosperous and robust economy with policies that recognize the skills and needs of Watsonville’s workforce, while devising strategies that coordinate trends and the professional aspirations of Watsonville’s youth with business development, business recruitment, education, and skill development programs. Policies and public investments should help retain agriculture-related business and environmental assets, while encouraging visitor-, research- and service-related enterprises.
Rural Setting
Advance development patterns that protect and are compatible with agricultural lands. Promote protection of ecologically valuable, and scenic open lands, and provide for the enjoyment of these features by Watsonville’s residents.

Housing
Promote a range of housing opportunities with products, sizes, prices, and rents that are consistent with demographic forecasts for Watsonville and the larger region, and the needs of a diverse community.

Transportation
Increase transportation options and integrate land uses and transportation to improve accessibility and livability goals.

Human Scale
Encourage pedestrian-friendly neighborhoods, a vibrant downtown, and great streets, parks and plazas, by leveraging public investments and guiding private actions. Safe and comfortable settings should be a goal in both urbanized and new growth areas.

Downtown
Revitalize Downtown Watsonville by strengthening the array of cultural and retail destinations, broadening available housing options, and creating pedestrian-friendly streets and urban environments.

Infill and Reuse
Encourage redevelopment of underutilized areas, in a manner that supports transit and brings amenities to surrounding neighborhoods and employment centers.

Diversity
Encourage social and economic diversity within Watsonville, and environments that promote a shared sense of community.

Heritage
Protect Watsonville’s agricultural and architectural heritage and, in all improvements, encourage a “sense of place” that is rooted in Watsonville’s unique climate, topography, history, and cultural traditions.

These principles are the foundation for improving the overall livability of the City of Watsonville. The General Plan considers these principles as a whole in addressing the mandatory elements as well as the additional components of the plan. These principles should be the basis for evaluation of future plan modifications. Additionally these principles should be evaluated during the 5 year review process.

This Executive Summary provides a snapshot of the larger WatsonvilleVISTA 2030 document. For a more in-depth discussion of each element (13 in total), and maps, charts and detailed appendixes, please refer to the WatsonvilleVISTA 2030 document, available at City Hall or www.watsonvillevista.info.
Summary of the Elements

WatsonvilleVISTA 2030 includes thirteen elements: growth and conservation strategy; land use and community development; urban design and human scale; economic development; transportation and circulation; housing; historic preservation; recreation, parks, and open space; a diverse population; environmental resource management; public services and facilities; and public hazards. These elements include the seven elements required by State Law as well as optional elements addressing Watsonville’s unique issues and opportunities. The following provides a brief description of each element.

1. Growth and Conservation Strategy
WatsonvilleVISTA 2030 continues the City’s long-standing commitment to compact development while maintaining a clear boundary between rural and urban uses and preservation of agriculture as defined by voter approved measure U growth boundaries. The City recognizes the importance of its natural resources, including its rivers, creeks, sloughs, lakes and adjacent wetland habitat. Policies for the timing and location of future growth areas are covered in this element, as well as plans for a greenbelt, or vegetated buffer between agricultural land and urban land. Currently, several boundary lines define the extent of the planning area within the City of Watsonville and those examined in the Growth and Conservation strategy include the Watsonville Planning Area boundary line, the City Water services boundary and the Urban Limit Line. Generally, this chapter of the General Plan addresses how the City can accommodate growth while staying true to its conservation priorities.

2. Land Use and Community Development
This Element, in many ways the heart of the Plan, includes the City’s policies for future growth, shows estimates of the future population for Watsonville, and examines current and future land uses. It illustrates the City’s goals for development, redevelopment, conservation, and growth. It includes a map showing the proposed locations and pattern of future land use and covers the phasing of growth in certain areas. This element considers how Watsonville can accommodate future population growth and stay consistent with its goals to protect the area’s agricultural heritage, farmland and sensitive open spaces; facilitate development of more housing—particularly affordable workforce housing; provide ample room and infrastructure for businesses to grow; and maintain and improve overall quality of life. The element includes policies that new development will pay for itself through the development of community assessment districts or similar mechanisms.

3. Urban Design and Human Scale
The Urban Design and Human Scale Element provides guidelines for the design of Watsonville’s physical environment to reflect livable community design principles. These principles emphasize the importance of how design can improve quality of life by encouraging a mixture of uses to allow residents to live and work in close proximity. The guidelines also provide design direction that ranges from where the front door of a store is located to how tall the buildings should be to what types of beautification elements are encouraged in downtown. This emphasis on urban design is to increase a feeling of safety, provide “eyes on the street,” and enhance Watsonville’s sense of place.

4. Economic Development
The Economic Development Element examines the economic trends and goals for Watsonville. The focus of this element is on providing for job growth, understanding the trends in employment, real estate, and in the larger statewide and region-wide economic picture; and attracting new industry while retaining existing ones. Key issues include increasing levels of workforce housing and improving the educational attainment levels of city residents, in order to retain existing and attract new employers while providing greater access for current residents to access existing employment opportunities.
WatsonvilleVISTA 2030

5. Transportation and Circulation
The City's transportation system is designed to facilitate the safe and efficient movement of people and goods in and out of Watsonville and provide a framework for local development. The Transportation and Circulation element considers the City's infrastructure for automobiles, bicycles, pedestrians, freight, and air travel. It establishes goals, policies, and implementation measures to guide the future of the transportation network. It provides standards and guidelines for streets that not only move traffic but also enhance neighborhood livability. Key issues include managing traffic congestion, balancing the needs of different travel modes and diverse age groups. This section also prioritizes future road improvements and determines who will provide the transportation improvements that serve new development.

6. Housing
The housing goals and policies are designed to respond to current and future housing needs and to preserve and improve housing and neighborhoods; promote the production of a diversity of housing; assist in the provision of affordable housing; remove or mitigate constraints to housing investment; and promote equal housing opportunity. The City has developed goals and policies to encourage the preservation, maintenance, and improvement of housing in Watsonville. The Watsonville Housing Element is published as a separate document, included as an adopted part of the WatsonvilleVISTA 2030 General Plan. The 2002-2007 Housing Element, certified in September 2003, provides a summary of supporting programs, five-year objectives, implementation timelines, funding sources, and responsible agencies. This Element will be subject to update in 2008 and require re-certification by HCD.

7. Historic Preservation
Watsonville's rich history is reflected in the historic buildings remaining throughout the community—from modest residential cottages to grand mansions to small commercial buildings. These structures contribute to the City's character. As the City accommodates new developments, it is important to recognize and preserve the historic symbols of Watsonville’s past. The Historic Element examines the current inventory of historic properties and makes recommendations for criteria and codes that could help preserve the City’s historic building stock.

8. Recreation, Parks, and Open Space
Parks contribute to neighborhood livability and help create a sense of community identity. The City takes an active role in developing and maintaining Watsonville's parks and other recreational facilities. This chapter describes the challenges, goals, policies, and adopted implementation measures related to parks and open space. The Recreation, Parks and Open Space Element includes a map of potential

What We Heard from the Community

- More city beautification efforts, including the addition of street trees on arterials and boulevards.
- Improve walkability in key districts, particularly in downtown, along the Freedom Blvd. corridor, East Lake Avenue, Walker Street, and other identified areas.
- Enhance the pedestrian experience on streets: wider sidewalks and/or landscaping to provide a buffer from traffic.
- Encourage new residential development to be more pedestrian-friendly.
- Encourage garages behind housing and place less emphasis on cars in the front of homes.
- Preserve views of open space, mountains, and wetlands.
trail connections and trail systems to connect existing trails; an analysis of which areas of the city are underserved by parks; and an inventory of existing parks and school facilities, including an examination of the potential for shared-use of those resources.

9. A Diverse Population
One of Watsonville’s greatest assets is its diverse, culturally rich community. In order to preserve and honor this diversity, the City is committed to maintaining, supporting, adapting and developing programs and services to meet the needs of Watsonville residents. The City aims to achieve this by through focusing on educational attainment for youth, housing affordability, and by supporting and celebrating the City’s Hispanic/Latino community. Goals, policies and implementation measures covered in this element include supporting seniors, youth and families, encouraging more quality child care, and promoting access to healthy food.

10. Environmental Resource Management
Watsonville is home to diverse habitats with abundant wildlife and vegetation, many of which are clustered around the City’s water resources. These areas support a complex system of plants and animals—a natural environment that provides aesthetic and recreational amenities for city residents. The Environmental Resource Management element of the General Plan discusses the City’s natural setting and resources. The City’s relationship with the Pajaro River Watershed and the Monterey Bay National Marine Sanctuary are examined. Additionally, a list of threatened or endangered plants and animals in the area is included with policies for protecting these resources including expanded buffers from these resources. Finally, this element includes a discussion of the benefits of urban trees and ‘green building’ policies.

11. Public Services and Facilities
WatsonvilleVISTA 2030 addresses the need to maintain a balance between the rate of private development and the provision of public services within the City of Watsonville and adjacent impacted areas. Goals and policies are provided for infrastructure development, water supply, wastewater management, solid waste management, library services, educational services, fire, and police protection. This element focuses on critical aspects of public safety including the fire department and police, as well as public resources such as the library, the sewer treatment facility, and schools.

12. Public Hazards
The planning process can be used to minimize exposure to hazard risk. WatsonvilleVISTA 2030 addresses hazard mitigation through an analysis of conditions and hazards that have the potential to cause loss of life, injury, property damage, economic loss, and social dislocation. For Watsonville, these conditions include seismic and other geological hazards, flooding, urban and wildland fires, hazardous materials, aviation hazards, and the harmful effects of noise. The hazards section addresses disaster preparedness including fire safety and fire suppression, hazardous materials spill response planning, and strategies to minimize loss of life and property in an emergency. This element includes maps of flood prone areas, seismic hazards, evacuation routes, geologic hazards and an analysis of the areas most affected by airport noise.
Implementation
The City will take steps to ensure that the goals and policies reflected in the updated General Plan are implemented. These General plans include the formation of a Benchmarking Committee to establish priorities, measure progress and monitor the implementation of the community’s vision.

The General Plan Review Process
To ensure that the General Plan remains viable and responsive to changing conditions over time, an update timeline and process has been adopted. To measure its success in addressing community goals and needs, City planning staff, with oversight provided by the Planning Commission, will conduct an annual review of the General Plan and associated environmental documentation, including the effectiveness of mitigation measures for developmental projects. Additionally, every five years a major review of the General Plan will be conducted to ensure continued viability for the coming years.

Benchmarking to Measure Progress
To support implementation of the vision, the community and its officials needed a way to accurately measure progress towards the goals of the WatsonvilleVISTA 2030. In order to do this, a consistent benchmarking process will be conducted. A Benchmark Committee will track progress in each of the General Plan chapter elements using reliable data that is easy to obtain. The benchmarks will be consistent, understandable, relevant, useful, and simple to measure. The Benchmark Committee will ensure that the criteria used to establish the benchmarks remains consistent, and that the method for evaluation is systematic and fair.
WatsonvilleVISTA 2030

1.0 UPDATING THE GENERAL PLAN

WatsonvilleVISTA 2030 is the update of the Watsonville 2005 General Plan. It is a living document that is periodically reevaluated and updated (every five years). It is also the planning process and resultant “VISION To Action” and plan for Watsonville to build on its many strengths and opportunities to evolve into a vibrant urban place amidst a rich agricultural background. This updated general plan builds on the strengths and accomplishments of the adoption of Watsonville 2005—a secondary waste-water treatment plant, a transit center, substantial protection of open space, provision of more park and recreation space, significant development of affordable housing, and higher rates of long-term home-ownership as compared to other areas in Santa Cruz County among other achievements.

Interwoven throughout this document are public policies that affect the diverse population of Watsonville, from young children to seniors, from individuals to families, and long-time citizens and new residents. This updated plan celebrates the opportunities, hopes and desires of the community of people in Watsonville with regard to the city’s evolving physical urban form, economic health, mobility and access, housing for all income levels, and important historical, cultural, and environmental resources. The plan also considers the provision of public services to the community: recreation, youth and senior, school, library services, and also environmental protection, police, fire, water, and other facilities and safety-related services.

The planning process, which commenced in November 2003, is founded on community input. Working with the community, the city’s Community Development Department and a team of consultants facilitated the process of gathering and understanding the community’s goals and desires shaping the city’s future.
Based on the community’s basic values, WatsonvilleVISTA 2030 has emerged as a comprehensive blueprint for city development. The planning process has involved identifying trends that threaten those values and formulating strategies with wide appeal to protect them. With help from members of the community and through a number of meetings with the City’s General Plan Update Steering Committee, these broad and basic values have been translated into the “guiding principles” for city development.

With the guiding principles in mind, WatsonvilleVISTA 2030 examines the relationship between projected population and employment growth and the evolving character of Watsonville. It observes the city’s plausible directions for change. It looks at these possibilities for change within the contexts of the surrounding Pajaro Valley, the Monterey Bay Crescent region, Santa Cruz County, Silicon Valley, and even, though to a lesser degree, the state and country. In the process, the WatsonvilleVISTA 2030 team of consultants and city staff engaged local residents and worked closely with a steering committee comprised of community leaders and citizens to help shape where the city’s future growth should be located. The product of this process, framed by the guiding principles, is a “vision” of the future for Watsonville and the 2030 General Plan for the city.
1.1 GUIDING PRINCIPLES

The guiding principles reflect what is important to the residents of Watsonville. They are the core values that define the foundation for the vision and overall plan (the land use diagram and other elements that cannot be depicted on the map). The performance goals are the targets by which to measure the City's progress toward achieving the desired future.

**Economic Development**
Foster a prosperous and robust economy with policies that recognize the skills and needs of Watsonville's workforce, while devising strategies that coordinate trends and the professional aspirations of Watsonville's youth with business development, business recruitment, education, and skill development programs. Policies and public investments should help retain agriculture-related business and environmental assets, while encouraging visitor-, research- and service-related enterprises.

**Performance Goals**
- Increase number of Watsonville residents employed in Watsonville.
- Increase enrollment in college and job skills courses targeted at workforce needs.
- Improve ratio of jobs to housing.
- Increase job diversity.
- Improve long-term employment stability.
- Retain and improve businesses relating to agriculture.
- Increase research- and service-related businesses.

**Rural Setting**
Encourage development patterns that protect and are compatible with agricultural lands. Encourage protection of ecologically valuable, and scenic open lands, and provide for the enjoyment of these features by Watsonville's residents.

**Performance Goals**
- Maintain Urban Limit Line, as mandated by Measure U.
- Avoid development on sloughs, creeks, and other valuable wetlands and slopes exceeding 25 percent.
▪ Enhance connections between sloughs, creeks, other valuable wetlands, and naturalized drainages for ecological purposes.
▪ Increase trails to and along natural and scenic features within the City and at its edge.
▪ Maintain significant views of natural and scenic features within the City and at its edge.
▪ Reduce levels of water and air pollution to below state and federal thresholds.
▪ Reduce per capita water use.
▪ Approve housing and job densities consistent with available, developable lands and demographic forecasts.
▪ Maintain sufficient separation between new development and natural assets to insure continued viability of environmental assets.

Housing
Encourage a range of housing opportunities with products, sizes, prices, and rents that are consistent with demographic forecasts for Watsonville and the larger region, and the needs of a diverse community.

Performance Goals
▪ Calibrate available, developable land and allowable densities for Watsonville’s fair share of affordable housing.
▪ Maintain the proportion of Watsonville households able to purchase housing in Watsonville.
▪ Increase the supply of housing appropriate for aging “baby boomers.”
▪ Increase the supply of rental housing appropriate for families with children.
▪ Increase the supply of affordable housing options that can be used on a seasonal basis by farmworkers.
▪ Use mixed-use building types to provide significant new housing opportunities for city residents.
Transportation
Increase transportation options and integrate land uses and transportation to improve accessibility and livability goals.

Performance Goals

- Reduce average trip time and the amount of time spent in congestion (when compared with conventional growth scenarios).
- Increase vehicle miles traveled per infrastructure dollar spent.
- Increase per capita trips using transit, bicycles, or on foot.
- Reduce single-occupant vehicle mode split.
- Maintain or improve the Airport’s safety and functionality.

Human Scale
Encourage pedestrian-friendly neighborhoods, a vibrant downtown, and great streets, parks and plazas, by leveraging public investments and guiding private actions. Safe and comfortable settings should be a goal in both urbanized and new growth areas.

Performance Goals

- Provide a high proportion of streets with sidewalks, low design speeds, tree canopy, street furnishings and themed elements.
- Provide a high proportion of homes within one-quarter mile of parks, schools, retail conveniences, and transit.
- Provide a high proportion of streets lined by building façades with windows and entrances.
- Reduce the proportion of street frontages lined by parking lots or blank walls.
- Reduce vehicle miles traveled per household.
- Increase street connectivity.
- Provide a park within one-quarter mile of most homes, by retrofitting urbanized areas and setting aside land in new growth areas.
- Create attractive plazas where densities are high, and design and program them to be active, safe, and comfortable.
Downtown
Revitalize Downtown Watsonville by strengthening the array of cultural and retail destinations, broadening available housing options, and making pedestrian-friendly streets and urban environments.

Performance Goals

- Recruit retail, entertainment, and cultural destination uses to the Downtown, by developing a retail strategy that identifies potential tenants and attracts them through streetscape improvements, policy incentives, and a comprehensive parking strategy.
- Increase the supply of housing in the Downtown by providing incentives and minimizing obstacles to its creation.
- Continue programs for the rehabilitation of historic buildings and the creation of attractive plazas and streetscapes.
- Improve pedestrian safety and comfort in the Downtown, in recognition of the importance of the pedestrian environment for Downtown retailers.

Infill and Reuse
Encourage redevelopment of underutilized areas, in a manner that supports transit and brings amenities to surrounding neighborhoods and employment centers.

Performance Goals

- Provide a high level of re-use along commercial corridors.
- Provide a high-level of re-use near the downtown.
- Increase levels of retail conveniences within one-quarter mile of residences and employment centers.
- Increase levels of potential transit riders within one-quarter mile of transit.
Diversity
Encourage social and economic diversity within Watsonville, and environments that promote a shared sense of community.

Performance Goals

- Increase residential areas having diverse housing types and broad range of household incomes.
- Avoid displacing low-income households as neighborhood values appreciate.
- Increase cross-cultural events and cross-cultural shopping environments.

Heritage
Protect Watsonville’s agricultural and architectural heritage and, in all improvements, encourage a “sense of place” that is rooted in Watsonville’s unique climate, topography, history, and cultural traditions.

Performance Goals

- Increase protection and incentives for historic preservation.
- Increase awareness among local residents and visitors of the area’s agricultural, cultural, ethnic and social heritage and activities.
- Maintain and create new vistas from Watsonville’s neighborhoods toward surrounding mountains and farmland.
- Encourage an architectural vocabulary that responds to Watsonville’s climate by and cultural traditions.

These principles are the foundational goals of improving the overall livability of the City of Watsonville. The General Plan considers these principles as a whole in addressing the mandatory elements as well as the additional components of the plan.
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1.2 GENERAL PLAN PURPOSE

In general, WatsonvilleVISTA 2030 can be considered as the City’s “blueprint” for long-term, future development. The General Plan is a document of City policies regarding long-term development, in the form of maps and accompanying text. The General Plan may also be called a “City Plan,” “Comprehensive Plan,” or “Master Plan.” The updated General Plan expresses the City’s comprehensive view of its future and how it will achieve the delicate balance of housing a growing population, stimulate job growth, protect important agricultural resources and farmland, and safeguard significant environmental lands and open space. It is also a tool to direct the costs and benefits associated with community development, and to mitigate any effects on the existing community.

Furthermore, WatsonvilleVISTA 2030 is a document to be used by decision makers to evaluate proposals from the public and private sectors. The goals and policies that comprise the General Plan will help guide City leaders in their decision-making with respect to the physical—and at times social—development of the city. Additionally, the General Plan is a document to be used by citizens of the community to better understand and participate in future community development decisions. WatsonvilleVISTA 2030 provides use as both a guideline tool for city government and educational document for community residents.

The city of Watsonville recognizes that its General Plan will be studied and followed by residents, businesses, developers, policy makers and other interested parties. As the City’s adopted statement of community values, the General Plan’s main purpose is to provide consistent, long-term implementation of policy from 2005 to 2030. About every five years, the General Plan will be reevaluated and updated.

The General Plan is a legal document required by each local agency by the State of California Government Code Section 65301 and adopted by the City Council or Board of Supervisors. State law requires that a General Plan contain the following seven essential “elements”:

1. Land Use
2. Circulation
3. Housing
4. Conservation
5. Open-space
6. Noise
7. Safety

(Government Code Sections 65300)

Simultaneously, it allows each jurisdiction to adopt optional elements covering a variety of subjects of particular interest to that jurisdiction, such as economic development, historic preservation, urban design, recreation, public facilities, among others.

The City of Watsonville’s 2030 General Plan encompasses a number of these additional elements. To enable access to a wider audience, the updated General Plan also consists of a separate summary version/vision document that is coupled with this main technical document.
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1.3 THE PLANNING PROCESS

The purpose of WatsonvilleVISTA 2030 project was to update the Watsonville 2005 General Plan. The process was designed to identify the characteristics that make the City of Watsonville a great place to live, to examine the impacts and implications of projected new growth to the year 2030, and to develop strategies to increase the long-term vitality of the city.

WatsonvilleVISTA 2030 was created cooperatively with residents within the City of Watsonville and surrounding adjacent lands. Community participation and contributions to the planning process were incorporated into the updated General Plan. This approach builds upon a long tradition of active resident participation in community development.

To begin the planning process, in Fall 2003, the City established a Steering Committee, comprised of fifteen members—ten local community representatives, three elected officials, and two planning commission members. The steering committee represented a broad range of interests, including that of the agricultural, business, social service, and environmental communities as well as neighborhoods. The Committee’s task was to review the individual components of the WatsonvilleVISTA 2030. The Committee was also asked to evaluate current planning policies, identify planning issues of community concerns, and help form the “guiding principles” of the plan based on the community’s concerns. Their guidance is reflected in a balanced vision and approach to cultivating housing and employment opportunities while protecting the area’s agricultural heritage and environmental resources.

Public participation in the planning process played a paramount role helping to shape a vision and plan for the city’s future growth. Throughout the process, a number of public involvement opportunities were provided to gather community members’ input, comments, and/or feedback. A community workshop, two neighborhood-specific meetings, and two final open houses were held to capture important public input, comments, and feedback. Additionally, regularly scheduled steering committee meetings were made open to the public.

In the first phase of the project, the staff and consultant team concentrated on collecting data and information about the characteristics of Watsonville. In addition to augmenting recently compiled demographic and land use data, consultant team members observed and gathered data about the city directly. They observed the physical conditions throughout the City; photographed opportunity areas and simulated potential future change; and met with and interviewed a number of citizens of the community, local area business people, and development and civic leaders.
The update team then worked with community members and with the Steering Committee at monthly meetings to identify the most important and valued features, aspects, and other characteristics of the city. Members were asked to photograph locations and areas they believed to have high community value and places within Watsonville that needed to be improved. The images collected and organized from this task helped to facilitate discussion and debate on the underlying basic values of the identified features. From these exercises gradually emerged a cohesive set of general ideals, goals, and values that framed how future growth should occur within the city. After a series of subsequent dialogue and refinements, a consensus on a set of community values was formulated and recorded into the “Guiding Principles” for Watsonville’s anticipated new growth.

The Guiding Principles set the tone for developing and evaluating potential growth scenarios. These growth scenarios explored various development trajectories or paths on how to accommodate the projected future growth:

- **SCENARIO A**: This scenario followed a development trend of primarily single-family housing in new growth areas and, where feasible, industrial-based employment;

- **SCENARIO B**: This focused on the majority of new housing and employment being accommodated mainly through redevelopment, reuse, and infill—typically meaning higher-density living environments and higher-intensity mixed-use housing and employment opportunities;

- **SCENARIO C**: This scenario leaned towards a balance between the previous two. It attempted to integrate a potential for more moderate and higher intensities of use in the new growth areas. It also emphasized a variety of moderate to higher-density opportunities in downtown and along the major commercial corridors.

These scenarios were presented to the Steering Committee and members of the public at an early-spring 2004 meeting. Split into two equally diverse groups, members of the committee representing the interests of the Watsonville area citizens were asked to engage in a map exercise, which instructed them to debate and come to a consensus on which areas of Watsonville should be protected, which should be developed, and how these areas should develop in the next 20 to 25 years to accommodate the projected new growth.
From this Steering Committee workshop emerged the focus areas for the Community Workshop. At this community-wide workshop, the participating public was provided the opportunity to express how they believed new housing and employment development should occur in the focus areas: the Measure “U” growth areas, downtown, and commercial corridors.

Weeks in advance of the workshop, a steady stream of announcements—in both English and Spanish—were broadcast on local radio stations, printed on posters and flyers and distributed throughout the city; and placed in a variety of local newspapers. Also, hundreds of brochures were mailed to area residents and circulated throughout the city. The weekend date was selected for the workshop to take advantage of a higher potential for greater public turnout and participation.

On a Sunday in April 2004, over 100 community residents participated in mapping out their desired future for Watsonville. Working in groups of 8 to 12 people, community members were tasked to debate and discuss their points of view on how new development should be managed in Watsonville, keeping in mind the trade-offs, impacts, and implications of the group’s choices for new growth. They were tasked to come to a consensus about which lands in the area should be off-limits to development and how lands allowed for development might be developed. Using color-coded stickers or “chips” representing various development types—groups were asked to depict their consensus on how new housing and employment land uses might be best located or arranged to sustain the forecasted new growth. In addition, they were tasked to delineate where transportation system could be improved, either by building new roads, connections, and/or expanding transit service or alternative modes of travel and circulation routes.

The key to these workshops is not so much the amount of population and employment growth Watsonville could sustain over the next several decades but what form of development pattern would emerge to absorb new growth. Compiled data, findings, and results from the Community Workshop and Steering Committee Workshop helped generate a draft map showing the distribution of various

Members of community showing where they would like to locate future housing and employment.

Outreach poster for Public Workshop

Steering Committee Workshop
types of housing and employment. Derived from the results were concept sketches of new land use arrangements in the growth areas, specifically in the Buena Vista and Atkinson Lane areas. Results, concept sketches, and draft maps were shared and discussed with members of the public, the Steering Committee, and staff. Feedback and comments from the public and the Steering Committee guided additional refinements to the neighborhood concept sketches, evolving vision, and updated land use diagram.

Based on the reinforced themes from community members’ input, the Steering Committee’s guidance, and the Community Development staff’s local knowledge, the consultant team revised and updated the land use diagram, the “backbone” to the General Plan, and prepared an initial draft of the updated General Plan. Subsequent feedback and commentary from the general public and guidance from the steering committee provided additional refinements and finishing touches to the updated General Plan: WatsonvilleVISTA 2030.
1.4 OBSERVING WATSONVILLE

The City of Watsonville is an attractive place to live for many. It is also a place where many chose to live much of their lives. Community stability and high quality of life is reflected in Watsonville's high percentage of long-term residents in the county and high percentage of homeownership in the county, among the highest in the County. Maintaining and continually improving the city's high quality of life is a high City priority. In the recent past, the City's accomplishments and efforts have helped tremendously to keep Watsonville a desirable place to live and work.

Accomplishments in Recent Years:

- Measure “U” and new growth area opportunities
- Provision of many affordable homes
- Continued protection of open space
- Tapping the resources and opportunities of a diverse and young population
- Attracting and cultivating a broad base of industries

The purpose of the plan is to integrate these and other City strengths and carry the momentum over to addressing the city’s growth challenges. The challenges facing Watsonville today, and in the future, are not unlike those facing many other urban areas. Some of Watsonville’s challenges include:

- Escalating housing costs
- Stagnation in historic job sectors
- High unemployment
- Rising population and increased traffic
- Built out conditions; limited expansion capability
- Shift in demand of available local labor force job skills
- Enrichment of youth education, activities, and opportunities

As is evident from the experience of communities all over California and the United States, there are no simple solutions to these challenges. These issues will be addressed through a wide range of efforts by all sectors of the community. Achieving resolutions will require the participation and cooperation on the part of everyone involved, including the State of California, Santa Cruz County, the Local Agency Formation Commission, the City of Watsonville, Watsonville residents, and the various community stakeholder groups.

The General Plan proposes a responsible approach to addressing the needs of the existing and future Watsonville residents. It seeks to balance the needs of the various stakeholders and manages many of the difficult issues facing the City. Watsonville VISTA 2030, however, is only a first step, which lays the groundwork to improve the lives of Watsonville residents and adjacent area residents. The actual solutions must ultimately come from, and be carried out by, the people in the community.

To better understand these challenges, they will be discussed in the regional geographic, economic, and demographic context in which Watsonville is situated.
Regional Setting

Watsonville is located in the Pajaro Valley in southern Santa Cruz County, immediately north of Monterey County. It is situated within the fertile Pajaro River Valley that is part of the crescent between the cities of Santa Cruz and Monterey. With respect to major metropolitan areas, Watsonville is about 45 miles south of San Jose and 85 miles south of San Francisco and Oakland.

The city is centrally located between the Santa Cruz Mountains to the northeast and the Pacific Ocean to the southwest.

Watsonville is the urban hub of the Pajaro Valley, which is primarily an agricultural area. The topography varies in the Pajaro Valley. It includes level areas and gently rolling farmlands.

Bodies of water, waterways, and wetlands cover part of the Watsonville environs. Five small lakes are located near the city’s northern and eastern boundary. The city is bounded by Corralitos Creek to the north, Salisipuedes Creek to the east, and the Pajaro River to the south. The Pajaro River forms the boundary between Santa Cruz and Monterey Counties. Several small creeks and sloughs meander through the city and extend to the south and west of Highway 1, which form what is referred to as the Watsonville Slough System.
Watsonville’s Role in Santa Cruz County

Watsonville serves as the urban center for south Santa Cruz County. The urbanized area provides a wide range of access to housing, employment, shopping, and recreation opportunities and government services for south county residents. As the second largest city in the Santa Cruz County, Watsonville provides significant support, housing, processing, and transportation facilities to the agricultural, manufacturing, health, real estate, wholesale and retail trade industries.

Within the region, Watsonville is also a leader in preservation of productive agricultural land and significant environmental resources, including hundreds of acres of open space, parks, sloughs, wetlands, and coastal zone lands. In November 2002, local residents passed the landmark “Watsonville Orderly Growth and Agricultural Protection” initiative, popularly known as Measure “U”. The measure established urban limit lines (ULL) and designated appropriate geographical areas for urban development over the next 20 to 25 years. It encourages efficient growth patterns and protects the city’s quality of life by encouraging development within or existing developed areas.

Overall, Watsonville provides many opportunities for its residents to live, work, and enjoy life in the region. With a broad range of housing options, a diversified economic base, and many amenities, many consider Watsonville a great place to live.
Population Growth, Housing, and Employment Characteristics

Observing Watsonville from the perspective of population growth, demographic, housing, and employment characteristics offers insight into what the city will likely need in response to future growth. To clearly understand what must be planned for, it is essential to recognize some basic attributes underlying the perceptions, trends, and characteristics about the city and its environs.

Population

From 1990 to 2000 and to 2010, Watsonville continued its apparent rapid growth from the previous decades. Annexation of inhabited county lands in the 1990s and concentrated City efforts to improve the census count in 2000 primarily contributed to the city’s population increase. (There was a significant undercount of population in the 1990 census.) Other factors that played a part in the City’s population growth included new housing well suited for families with children, comparatively more affordable housing than other areas in Santa Cruz County, and in-migration of agricultural workers and foreign-born immigrants with familial or friendly connections to city residents.

Figure 1.1 Population Growth Trend Comparisons of Santa Cruz County Jurisdictions, 1980 to 2010.

<table>
<thead>
<tr>
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<td>Watsonville</td>
<td>23,662</td>
<td>31,099</td>
<td>44,265*</td>
<td>51,199</td>
<td>+31%</td>
<td>+42%</td>
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<td>Santa Cruz</td>
<td>41,483</td>
<td>49,040</td>
<td>54,593</td>
<td>59,946</td>
<td>+18%</td>
<td>+11%</td>
<td>+9.8%</td>
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<tr>
<td>Scotts Valley</td>
<td>6,891</td>
<td>8,615</td>
<td>11,385</td>
<td>11,580</td>
<td>+25%</td>
<td>+32%</td>
<td>+1.7%</td>
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<tr>
<td>Capitola</td>
<td>9,095</td>
<td>10,171</td>
<td>10,033</td>
<td>9,918</td>
<td>+12%</td>
<td>-1%</td>
<td>-1.1%</td>
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<tr>
<td>Unincorporated</td>
<td>107,010</td>
<td>130,809</td>
<td>135,326</td>
<td>129,739</td>
<td>+22%</td>
<td>+3%</td>
<td>-4.1%</td>
</tr>
<tr>
<td>County Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Cruz Total</td>
<td>188,141</td>
<td>229,734</td>
<td>255,602</td>
<td>262,382</td>
<td>+22%</td>
<td>+11%</td>
<td>+2.7%</td>
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</table>


* City’s 2000 Census populations estimate was recertified in April 2003 to 46,468.
In 2010, the Census reported that 96 percent of the population in Watsonville identified themselves belonging to a particular race (category): 44 percent White, 1 percent Black or African American, 1 percent American Indian or Alaska Native, 3 percent Asian, and 47 percent Some Other Race. Four percent considered themselves to be of two or more races.

Asked about their origin or ethnicity, 81 percent, 41,656 persons, of the population considered themselves of Hispanic or Latino origin, an increase from 75 percent of the population in 2000. The White, non-Hispanic population comprised 14 percent of the city’s population; Asian ethnic populations made up 3 percent. All other groups rounded out the remaining 2 percent of the population.

Since 1970, as the City’s population has grown, the city on average has also steadily become younger; the median age for city residents declined from 33 years to 29 years. A considerable increase in young adult families (largely made up of Hispanics age 25-44) living in Watsonville contributed to the change in median age. The young adult group (age 25-44) now makes up the largest portion, with 29 percent of the City’s population. That they now make up the largest...
group, combined with the significant increase in middle-aged adults (45-64 years) between 2000 and 2010 (a 50 percent increase), portends a considerable increase in middle adults and seniors (65+ years) in the next 10 to 20 years. While young people will still make up a large segment of Watsonville’s population in the future, a fair segment of the population will be getting older due to aging of long-term residents.

The age characteristics of a community are generally linked to the make up of households in the community; they also play a role in helping to determine housing and educational needs of the community. The 2010 Census reports that of the 13,528 households in Watsonville, 78 percent consist of families, the same as reported in the 2000 Census. Singles make up 18 percent of the households and 2 percent are other non-family type households.

The average household size decreased from 3.84 in 2000 to 3.63 in 2010. However, this is still higher than 3.24 in 1990. This increase can partially be explained by market conditions and demographic factors. High housing costs in Watsonville—and in the region altogether—matched with more modest incomes of many Watsonville residents, has often resulted in “doubling up” or multiple families living in one household. Also, many family households include grandparents or other extended family members.

### Housing and Affordability

The City of Watsonville has played a prominent role in promoting affordable housing within its jurisdiction and the region. In a State and region where housing costs are among the highest in the nation, the City of Watsonville has made great strides in working to provide affordable housing to its members of the community. The City’s efforts include an ordinance requiring new housing developments to include units that are affordable to families who live and work in Watsonville. More than 450 of these units have been approved since the ordinance was amended in 2001. Additionally, the ordinance includes provisions for density bonuses to developers who build affordable housing. The City also offers Home Buyer Assistance programs and Infill Housing Loans to help ensure affordable housing can be attained by members of the community.

In recent years, data, figures, and a number of reports have shown that the Santa Cruz-Watsonville Metropolitan Statistical Area (MSA) is one of the most expensive regions in the nation to purchase a home. In the year 2000, the MSA experienced annual housing price increases that were over 25 percent at its peak. While housing price increase rates have slowed in the last couple of years, many homes for sale in the region are still often priced beyond the means of many area residents.

While still somewhat more affordable than the other areas in Santa Cruz County, Watsonville has followed the same trend as the rest of the county with escalating home prices. In 2000, the U.S. Census reported Watsonville’s median home price/value was $224,700. In 2001, a number of independent reports and real estate tracking services listed median home sales prices in Watsonville at $340,000, over a 50 percent increase from 2000. In 2004, recent real-estate data report that the median home selling price in Watsonville was $475,000—more than double the price in 2000, although
somewhat of a modest increase from the previous year. In 2005, the median home price was reported at above $700,000.

In the near term, housing prices will likely continue to increase, but at a more moderate pace. Steep increases of the late 90s and early 2000 and 2001—somewhat in line with the Silicon Valley high-flying dot-com boom—will likely normalize to more modest rates in the future. It is entirely unknown what will happen beyond the 2-5 year horizon. While housing prices are likely to steadily rise, the General Plan must respond and continue to emphasize affordable living in Watsonville—not just for double-income families, but for the young, single, and elderly people. Continued efforts by the City to foster a broad mix of affordable housing types will play an important role in meeting the varying needs of a population diverse in age, culture, and income.

According to the 2008-2010 Census American Community Survey, the median home price for a single-family house in the City of Watsonville is $366,300.

**Income and Employment**

In the year 2000, the median household income was $37,600—about 70 percent of the Santa Cruz County median of $54,000. The 2006-2010 Census American Community Survey estimates the median household income in Watsonville to be $46,675—about 72 percent of the Santa Cruz County median of $65,273. This reflects the considerable number of residents holding lower-skilled, lower-paying jobs, and who also experience higher rates of unemployment in the City. In 2001, the unemployment rate in Watsonville was 12.8 percent, double the countywide rate of 6.1 percent. The 2006-2010 Census American Community Survey estimates the unemployment rate was 11.0 percent, about one third higher than the countywide rate of 8.3 percent.

With a steadily increasing college age cohort (ages 18-24) and projected continued increase of young (ages 25-44) and middle (ages 45-64) adults, Watsonville will consist largely of working age residents. To avoid becoming a “bedroom community” to other employment centers, the City must cultivate a wide range of employment opportunities for which its citizens can vie and also support the education, training, and enhancement of local residents’ skills to broaden their opportunities for existing jobs.

While agriculture-related business and manufacturing historically have made up a large portion of the employment base in the City—currently together they make up over a third of Watsonville’s sources for employment—the traditional agricultural base will steadily become a smaller fraction of the overall employment base. Certainly agriculture and manufacturing will still be a part of the Watsonville economic base, but to provide the higher incomes demanded by a more vigorous economic development program, these sectors must follow the vanguard of agriculture-turned research and development firms or the local
highly specialized manufacturing companies. Many opportunities lie in these sectors' adaptation to the changing economic environment. These changing times show that Watsonville steadily continues to grow in the service sector, although still behind that of the County. In the next 10 to 20 years, this sector will need to play a prominent role in the City's economic development program to achieve a balance between creating housing and jobs.

To get there, the City will need to support and encourage educators at all levels to emphasize education and skills development for local residents to cultivate Watsonville's economic progress. Not only will it be imperative to develop specialized training and education opportunities for young people—school aged children, high school students, and recent high school graduates—but it will also be important to support learning opportunities for young adult workers seeking to shift into higher-skilled, higher-paying jobs. As the labor force participation rate for women, particularly Hispanic women, continues to rise, educational programs that optimize their opportunities should become part of the overall strategy to maintain and advance the City's economic growth.

Local Success Connected to Housing Local Workforce

As noted earlier, the city's population is predominantly Latino. The 2006-2010 Census American Community Survey estimates 41 percent were foreign-born. While the percent of the population who are foreign is expected to decline, the Latino population group will continue to drive the population growth. And while today many Latinos live in rental housing, many are expected, over time, to own their own home, particularly if they remain in Watsonville. Thus, awareness of the Latino culture and its generally larger and more familial household structure must play a major role in the development of the future stock of affordable housing.

In the coming years, affordability of housing means a broad selection of housing types for a wide range of incomes, age-groups, and a predominant Latino culture.

The stock of affordable housing also influences the ability for businesses to remain and expand in Watsonville. While the City has made great strides in helping create and attain affordable housing, in the next 20 to 25 years, if Watsonville aims to maintain and expand its employment base and avert becoming solely a “bedroom community,” the city will need to continue to ensure affordable housing for its working residents—the employees of expanding businesses in the area. It may appear ironic, but indications from a number of local business owners reveal that the major determinant of business success is affordable housing. Business owners resonate the need for housing that their employees can afford. Thus, much of Watsonville’s economic success hinges on its ability to address housing of the local workforce.
In 2030: How Many New Residents and Households? How Many New Jobs?

Projecting the *exact* number of new residents, homes to be built, and jobs to be created by the year 2030 is most certainly an inexact endeavor and forecasting results can vary. Agreeing on the projection of the probable growth of new residents, new homes, and new jobs in an area offers a much more useful basis to analyze the implications of future growth. In April 2004, the Association of Monterey Bay Area Governments (AMBAG) released projected forecasts for population, households, and employment. A modified AMBAG projection was released in 2008 that reflected the economic downturn that the County has experienced. The wide range of projections indicates the difficulty in establishing future projections. Ultimately, it is up to the community to define acceptable levels of future growth.

![Figure 1.4 Association of Monterey Bay Area Governments (AMBAG) Forecasts for the City of Watsonville, 2000-2030. (Approved April 10, 2004).](image)

For the *Watsonville VISTA 2030* planning process, the City of Watsonville and the General Plan Update Steering Committee agreed to use the AMBAG forecast data. In order to establish a project that provides the City with future growth potential, the City has decided to include a projection that averages the difference between the 2004 and 2008 AMBAG projections. This makes the assumption that the economy will make improvements over the next 20 years and be more consistent with growth patterns that the City has experienced in the past. Using a consistent population per household number from the most recent Census of 3.63 persons per household, is estimated that approximately 4,100 additional units will be required over the next 20 years.

Thus, the City aims for 4,100 households and 7,500 jobs as targets for growth by 2030. Please see section 3.1 City Growth Targets, on page 3-2.
Figure 1.5 AMBAG Forecasts for Watsonville, 2005-2030 (Approved 2008).

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<th>2005</th>
<th>2030</th>
<th>Estimated Growth Increment</th>
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<tr>
<td>Population</td>
<td>44,571</td>
<td>61,245</td>
<td>11,674</td>
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<tr>
<td>Households</td>
<td>13,463</td>
<td>16,628</td>
<td>3,165</td>
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<tr>
<td>Employment</td>
<td>22,917</td>
<td>27,043</td>
<td>4,126</td>
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Source: Association of Monterey Bay Area Governments

Figure 1.6 Growth Targets for the City of Watsonville, 2010-2030.

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<th>2010 (1)</th>
<th>2030 (2)</th>
<th>Estimated Growth Increment</th>
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<tbody>
<tr>
<td>Population</td>
<td>51,199</td>
<td>65,831</td>
<td>14,632</td>
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<tr>
<td>Households</td>
<td>14,089</td>
<td>18,189</td>
<td>4,100</td>
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<tr>
<td>Pop per Household</td>
<td>3.63</td>
<td>3.63</td>
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<tr>
<td>Employment</td>
<td>22,917</td>
<td>30,417</td>
<td>7,500</td>
</tr>
</tbody>
</table>

Source: (1) US Census, 2010
(2) Average between 2004 and 2008 AMBAG forecast
Commitment to People, Commitment to Sense of Place

The City demonstrates its commitment to its citizens through involving them in the planning and decision-making process. It is a process whereby differences of opinion are recognized and resolved in a spirit of respect, openness, and trust. The City’s recognition of the importance of citizens in the planning and decision-making process demonstrates the city’s commitment to a community where people come first.

The City’s assumption of the responsibility to provide land and opportunity for education, employment, and housing for its current and future residents reflects the commitment to local residents. To meet the City residents’ land needs while maximizing the protection and preservation of the surrounding farmlands and wetlands, the General Plan directs efficient physical development patterns on available vacant, underutilized, or redevelopable land. The General Plan emphasizes that new physical development also includes housing for all income groups, noting in particular housing for lower-income households.

The City’s commitment to people is underscored in its design for overall improved quality of life for all residents—including the young and elderly members of the city. In this General Plan, the City highlights its ideas for improved recreation, transportation, and public facilities—ensuring more opportunities for all residents to enjoy their living environment and have increasingly efficient mobility and access throughout the City. The City also strives to continually reduce risks of hazards to its residents, ensuring that public safety is an important priority. And foremost, to maintain a sense of place and a connection to its past, the City will strongly support the preservation of its rich agricultural, historical, and cultural resources.

Goals, Policies and Implementation

Goal 1.1 Updated General Plan
Ensure a consistent and timely update process for the General Plan so that it remains viable and responsive to changing conditions over time.

Policy 1.1.1 Annual Review of the General Plan
The City of Watsonville will conduct an annual review of the General Plan to measure its success in addressing community goals and needs.

Policy 1.1.2 Five Year Major Revision of the General Plan
A major revision of the General Plan will be conducted on an incremental basis every five years.

Implementation

1.1.11 Annual Review Process.
City planning staff with oversight provided by the Planning Commission will conduct an annual review of the General Plan and associated environmental documentation, including the effectiveness of mitigation measures for developmental projects in accordance with California state law.

1.1.12 Five Year Major Revision of the General Plan Process.
City planning staff with oversight provided by the Planning Commission will conduct a major review of the General Plan in accordance with California state law.
Goal 1.2 Establish Benchmarking System for Evaluation of the General Plan
Measure the General Plan's progress toward meeting key benchmarks using a consistent benchmarking system on a yearly basis. The benchmark system will evaluate economic, environmental, and social indicators as determined by the Benchmark Committee consistent with the goals and policies outlined by the General Plan.

Policy 1.2.1 Benchmark Committee to Establish Benchmarking Process
Upon adoption of the General Plan, the City Council will establish a Benchmark Committee. This Benchmark Committee shall include at least one Planning Commission member. The Benchmark Committee will meet to determine the appropriate benchmarks for measuring progress of the General Plan policies toward meeting sustainability and community goals.

Implementation

1.2.11 Benchmarking System.
The Benchmark Committee will establish a benchmarking system that evaluates and measures progress made by the General Plan in each of the chapter areas including economic development; conservation; land use; community development; transportation and circulation; housing; historic preservation; recreation, parks and open space; diversity; environmental resource management and restoration financing; public services and facilities; and public hazards.

1.2.12 Benchmark Criteria.
The Benchmark Committee will establish benchmarks using reliable and stable data that is easy to obtain. The benchmarks used will be consistent, understandable, relevant, useful, and simple to measure. The benchmark system must accurately portray each of the areas under consideration. The Benchmark Committee will need to ensure that the criteria used to establish the benchmarks remains consistent, and that the method for evaluation is systematic and fair.
2.0 GROWTH and CONSERVATION STRATEGY

The Watsonville General Plan, originally adopted in 1969, and subsequently updated in 1994 as the Watsonville 2005 General Plan set a goal for the city to expand as a compact, unified City and maintain a clear definition between rural and urban uses. Watsonville VISTA 2030 continues the commitment to compact development, maintenance of a clear definition between rural and urban uses, and preservation of agriculture. The City of Watsonville recognizes the importance of its unique resources, including its rivers, creeks, sloughs, lakes and adjacent wetland habitat. It establishes a clear boundary between urban and rural uses.

The City of Watsonville recognizes that the agricultural land adjacent to its urban limit line are important for the economy as well as its sense of history and place. The lands of the Pajaro Valley which surround Watsonville define the City as a distinct place, separated from other urban areas by ample undeveloped land. The City is committed to the preservation of agriculture in the Pajaro Valley and thus supports Santa Cruz County’s policies to promote agriculture on the lands beyond the City’s urban limit line. However, within urbanized areas of the County the City encourages Santa Cruz County to also pursue a strategy of encouraging the development of affordable housing consistent with the Action Pajaro Valley Pajaro Valley Growth Management Strategy.

It is vital that future expansion of the City be anticipated and planned for by managing the natural and built environment wisely. While compact growth is a positive trend relative to the preservation of agricultural land (compact patterns of development minimize the need to consume productive agricultural land), there are limits to the ability of the City to increase its population density. For instance, the limited capacity on some major arterials and parts of the street network will likely
require major roadway improvements to handle increased traffic. Land for parks and schools are limited. Also, the desire to preserve the community’s character and protect existing neighborhoods may be at odds with the introduction of higher density development.

Nevertheless, achieving the General Plan development goals within City limits and designated future growth areas should be underscored. In order to satisfy the needs of its growing population, the City must make the most of its new growth expansion options while also optimizing its infill and redevelopment opportunities within existing city boundaries and encouraging its neighboring jurisdictions to assume their fair share responsibility.

The basis for the growth and conservation strategy follows:

- Continue to serve the needs of the existing and future population, which include:
  - A balance of land uses to satisfy the need for affordable housing, employment, and recreation and education
  - A supply of jobs in Watsonville that are sufficient to provide a living wage and that reduce the need to commute elsewhere for employment
  - Elimination of the housing affordability gap
  - A sound financial strategy for the city
- Urban development should take place under the City’s jurisdiction and those areas designated by the Pajaro Valley Growth Management Strategy; the City is best suited to provide urban services.
- Infill development, where feasible, can only meet a portion of the population’s need.

- Expand the Sphere of Influence. Additional land outside the existing City limits will be needed to accommodate growth in 2025 and 2030.
- Continue a compact development pattern in newly annexed areas. The density and intensity of development within these areas will equal or exceed that within the existing City. Thus, negative impacts on the environmental and agricultural lands can be mitigated while still accommodating new housing, jobs, services, and recreation opportunities for the current and future population.
- Link urban development within the expansion areas to the City’s Capital Improvement Program and Public Services Budget to ensure that new development is economically feasible. New development shall “pay its own way.” Thus, development will follow a logical outward sequence.
- Encourage the continuation of agriculture in the Pajaro Valley by allowing and providing for compact, orderly development patterns that minimize the impact on farmland; provide affordable housing and living wage jobs for agricultural worker families and suitable places for agricultural support businesses.
- Continue and expand the protection and restoration of wetlands, minimize the impact on wetlands by development, and enhance recreational opportunities related to wetlands.
- Honor and maintain Measure U defined urban limit lines to provide clear separation between urban and agricultural uses; schedule multi-year intervals to consider appropriate expansion of the urban limit lines to help maintain adequate supply of land for future growth.
- Intensify appropriate existing areas which are rezoned for a higher density to the maximum extent feasible.
Encourage neighboring jurisdictions to provide increased densities in areas designated for urban development in the Pajaro Valley Growth Management Strategy.

Limit expansion of utilities outside of the urban limit line unless such projects meet the objectives of the Growth Management Strategy and applicable City water extension policies.

Measure U

The Watsonville Urban Limit Line and Development Timing—popularly known as Measure U—helps direct where potential new growth should occur. In November 2002, 60 percent of City voters approved Measure U. It established twenty-year, twenty-five-year, and westerly urban limit lines around the City, and directed growth into several unincorporated areas—primarily the Buena Vista, Manabe-Burgstrom, and Atkinson Lane areas—adjacent to the current City boundary. The Measure was designed to protect commercial agricultural lands and environmentally sensitive areas while providing a measure of surety to the City on its ability to address housing and job creation for the next 20 years.

For the City of Watsonville, this means that some housing and employment areas can be built on vacant land that is currently located outside of the City limits. If housing and employment goals are to be achieved, additional development must be accommodated through infill, refill, or re-use development. Simply put, not all of the projected growth can—or should be—accommodated in the Measure U designated new growth areas.
2.1 Planning Boundaries

Several boundary lines define the framework for separating urban and rural land uses. The first is the Watsonville Planning Area boundary line, which defines the outermost boundary for planning and encompasses land intended to remain in rural use as well as land intended for urban use. The perimeter of the boundary represents the area where existing City Water services are currently extended, but land use jurisdictions remains with Santa Cruz County. The second is the urban limit line which lies within the Planning Area boundary, and defines the area intended for City focused urban use. The third boundary is the Sphere of Influence boundary, which delineates land eligible for annexation to the City of Watsonville. Land within the Sphere of Influence is intended for urban use.

The WatsonvilleVISTA 2030 planning process focuses on the jurisdiction of the City and its sphere of influence while still taking care to consider adjacent and outlying areas affected by their proximity to the City. The community acknowledges that conservation of the prime agricultural land that surrounds the city’s urban limit line is a principal planning concern to sustain the City’s future growth. To ensure protection of surrounding agricultural lands and to stay focused on the lands to which the City legally maintains jurisdiction, the Urban limit line was set tightly around the area defined by measure U and the existing City limits. As part of the City’s policy direction, the Sphere of Influence boundary is intended to be adjusted to reflect the urban limit line.

Watsonville Planning Area Boundary
The Watsonville Planning Area shown in Figure 2.1 encompasses land that the City currently provides limited services including water. The total population in the service area is approximately 63,000 residents. There are approximately 15,500 residents in the water service areas outside City limits. Land use decisions in these areas are governed by the County of Santa Cruz; however these decisions have some impact on the City of Watsonville. The City requests that the County provide notice on development activity in order that the City can ascertain if a project will impact City services or transportation and comment appropriately. There is no implied intent to extend the Urban Limit Line or the Sphere of Influence boundary to the Planning Area Service boundary.

Urban Limit Line
The Urban Limit Line is shown on Figure 2.1. This Urban Limit Line was adopted by a vote of the people of Watsonville and, with certain exceptions (described in implementation of this Plan) cannot be amended except by a vote of the people until on or after November 1, 2027, for the 25 year Urban Limit Line and, should that Memorandum of Understanding terminate, the westerly Urban Limit Line, and until on or after November 1, 2022, for the 20 year Urban Limit Line.

Sphere of Influence
A Sphere of Influence (SOI) defines land eligible for annexation. Annexation occurs with the consent of the City and the Local Agency Formation Commission (LAFCO) in accordance with the procedures of the Cortese/Knox Hertzberg act. Watsonville has not extended its SOI since 1994. As part of the General Plan the City will request amendments of the SOI to match Measure U’s boundaries.
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2.2 Agriculture and Urban Development

The Pajaro Valley’s exceptional agricultural resources have given Watsonville a unique economic advantage historically. Temperate climate and fertile soils make the Pajaro Valley home to some of the most productive agricultural land in the world. The fruits, vegetables and flowers that are farmed on this land are the driving force behind the Valley’s thriving agricultural economy. In 2004, 18 percent of all jobs in Watsonville were directly related to agriculture, and Watsonville plays an important role in housing those who work agricultural jobs—both inside and outside the City.

The agricultural heritage of Watsonville and the Pajaro Valley is an important aspect of Watsonville’s character. Agriculture has historically provided an important lifestyle and employment choice for the residents of the Pajaro Valley. No land shown on the Land Use Diagram of the Watsonville Vista 2030 is designated for agricultural use.

Agricultural lands are classified in several ways. Two prominent classification systems for agricultural land surrounding Watsonville are: (1) The Soil Conservation Service (SCS) Capability Classification Class I and II lands with a Storie rating 60-100; and (2) the County of Santa Cruz land use designation Commercial Agriculture (CA). Lands currently under Williamson Act Contracts are also notable.

Watsonville has contributed significantly over the years to the preservation of the agricultural base of the Pajaro Valley. With the highest developed density in Santa Cruz County, the City has solidly supported the agricultural industries that comprise much of its economic base. In addition, Watsonville has worked diligently to support agricultural workers and their families by providing an affordable, full service community. Watsonville’s ability to continue to meet that commitment is challenged given the escalation of land values, housing costs, utility costs; many of which are out of the control of the City. Recent modifications of the City’s agricultural buffer policies will ensure that adequate buffers are maintained between new urban growth areas and existing agricultural uses.

The most viable agriculture land is often also the land most suited for urban development—flat land on good soil. The resulting conflict can only be resolved with a balanced approach to developing future growth areas. Watsonville VISTA 2030 recognizes the need for such a balance and endeavors to accomplish that as sensitively as possible. The General Plan also recognizes the interplay of various elements to support agriculture, as the preservation of agricultural land alone will not ensure preservation of agriculture or the agricultural economy. Adequate housing and social support services for the agricultural labor force, facilities for support industries, availability of agricultural water, and transportation infrastructure are also essential to maintaining and expanding an agriculturally-based and/or related economy.

To preserve agriculture and simultaneously stimulate other economic development activity in the Pajaro Valley, the City encourages the surrounding jurisdictions to support City-oriented development in already urbanized areas. This means encouraging more strategic configurations of land development (well designed townhomes, duplexes, triplexes, some apartments, and mixed-use buildings) to mitigate the consumption of raw agricultural lands while accommodating growth in the region. And more specifically, the City promotes collaboration with surrounding jurisdictions to encourage the area’s projected new growth to occur within Watsonville City limits and other existing urbanized areas in the County, to minimize new development in agricultural areas and in development patterns that are wasteful of land resources and service provisions.
Where feasible, the Urban Limit Line will be complemented by a greenbelt/buffer area which is a band of land separating urban uses from those beyond the Urban Limit Line. This buffer is to lie within the ULL and be the responsibility of the urban development to maintain. The exact width, location and configuration is dependent upon the purpose(s) which it serves and the physical characteristics of the land. The buffer is considered a passive component of the City’s open space system.
Figure 2.2
Agricultural Land and Areas of Change

Legend
- Street
- Highway
- Stream
- Urban Limit Line West
- 20 yr. Urban Limit Line
- 25 yr. Urban Limit Line
- Agricultural Land in Vicinity
- Designated Redevelopment Area
- New Growth/Specific Plan Area
- Lakes
- Watsonville City Limit

1 inch = 2,000 feet
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Goals, Policies and Implementation

The following goals, policies, and implementation measures are intended to provide a framework for the management of growth within the existing City limit and urban limit lines. These goals build on previous plans’ goals and are also derived from the “Guiding Principles” of this updated Plan.

Goal 2.1 Orderly Growth that Protects Agricultural Resources.
Encourage development patterns that protect and are compatible with agricultural lands.

Policy 2.1.1 City-Centered Development.
Urban development will occur as infill within existing City of Watsonville limits and in designated future growth areas within the Urban Limit Line. The City will continue to encourage land use policies in existing urbanized areas in the Planning Area that implement the Action Pajaro Valley Growth Management Strategy.

Implementation

2.1.11 Governmental Cooperation.
The City shall collaborate with Santa Cruz and Monterey Counties to establish mutually reinforcing goals of City-centered development patterns to avert the intrusion of rural residential uses and urban development into agricultural lands. Santa Cruz County will be encouraged to modify land use policies in existing urbanized areas in the Planning Area that reflect the City’s water extension policies and the Action Pajaro Valley Growth Management Strategy.

2.1.12 Pajaro Community.
The City shall continue to monitor and participate in planning for the Pajaro community within Monterey County to ensure consistency with the Action Pajaro Valley Growth Management Strategy. Since annexation of Pajaro to Watsonville is not currently allowed under State law, development of those lands should be limited to infill in Monterey County. Urban expansion into lands adjacent to the boundary of Pajaro should not be permitted. The City shall actively discourage large scale commercial development outside of the existing redevelopment project area because of flooding, loss of prime agricultural land, traffic, and economic issues.

2.1.13 Government Regulation.
The City shall amend as necessary its development regulation measures to encourage City centered development and to maintain the City’s distinct character, which includes the agricultural land surrounding the City’s Urban Limit Line in the Watsonville Planning Area.

2.1.14 Urban Services.
The City Council shall establish policies for extension of water services to area within the County that are in the City’s Planning Area. New development within City limits shall receive the highest priority for extension of urban services.

2.1.15 Adequate Supply of Land for Urban Needs.
The City shall seek an amendment of the Sphere of Influence to coincide with the City’s designated Urban Limit Line. The City shall comply with the Measure U schedule of development.
Goal 2.2 Containment of Urban Development.
Maintain Urban Limit Line growth boundaries as mandated by Measure U. Amend the Sphere of Influence line to reflect the Urban Limit Line (ULL) and pursue annexation of future growth areas within the ULL.

Policy 2.2.1 Annexation.
The City shall pursue annexation of undeveloped and underdeveloped land between the City limit boundary and Urban Limit Line (ULL) in phases to allow efficient expansion of urban infrastructure and promote development of lands within existing urban areas before development of lands in outlying areas. The segments of the ULL are defined in Implementation Measure 3.C.1 and shown in the General Plan Land Use Diagram. The City shall not initiate annexation applications to LAFCO or adopt rezoning ordinances for urban development unless the annexation or rezoning would be consistent with the phasing policies in Implementation Measure 3.G.2; provided that, to the extent that applicable State law allows for simultaneous LAFCO approval of annexation of multiple areas subject to phasing conditions, the City may pursue such multiple annexations provided that the phasing is consistent with this policy. Except as provided in Implementation Measure 3.C.3, the City shall not initiate any annexation of land: (1) beyond the 25-year ULL until on or after November 1, 2027; (2) beyond the 20-year ULL until on or after November 1, 2022; or (3) beyond the westerly ULL as long as the Memorandum of Understanding between the City of Watsonville, Santa Cruz County, and the Coastal Commission (City of Watsonville Resolution 69-00 (CM), adopted March 14, 2000 (“MOU”)) remains in effect. Should that MOU terminate for any reason, the City shall not initiate annexations of land beyond the westerly ULL until on or after November 2027 except as required to accommodate public facilities described in the MOU.

Implementation

2.2.11 Sphere Amendment.
The City shall petition the Santa Cruz Local Agency Formation Commission (LAFCO) to amend the Sphere of influence to coincide with the Urban Limit Line shown in the General Plan Land Use Diagram.

2.2.12 Annexation of Land in an Adjacent County.
The City shall monitor and consider requesting legislation permitting the City to annex unincorporated, urbanized land contiguous with the City, situated in an adjoining county.
Policy 2.2.2 Urban Limit Line.
The City shall adhere to the Urban Limit Lines adopted in Measure U to contain urban development within the specified boundaries.

Implementation

2.2.21 Urban Limit Line Location.
The Urban Limit Line has been adopted by vote of the people of the City of Watsonville through the Watsonville Orderly Growth and Agricultural Protection Initiative. The specific location represents a shared vision, taking into account and balancing agricultural and open space land preservation, economic development and stability, environmental integrity, and social equity. The location of the Urban Limit Line is based on practical considerations such as: the size of parcels, location of lot lines, existing development at urban densities, environmentally sensitive areas, and other natural features such as the Corralitos Creek, Salsipuedes Creek, Pajaro River, sloughs, and topography. The Urban Limit Line consists of three segments as follows:

Twenty Year ULL. Until on or after November 1, 2022, the 20 Year ULL may not be amended except by vote of the people or as provided in Implementation Measure 3.C.3. This segment of the ULL is in two parts and located as follows: The first part commences near the most southwesterly corner of APN: 015-211-03, at the intersection of the north side of Highway 1 and City limits; then northwesterly along the north boundary of Highway 1 approximately 850 feet to a point where Larkin Valley Road leaves Highway 1 in a northerly direction; then northwesterly along Larkin Valley Road, to the intersection with Buena Vista Road; then northwesterly along Old Adobe Road to the most westerly corner of APN: 49-171-07; then leaving Old Adobe Road, northeasterly in a straight line to the northerly corner of APN: 49-171-21 (where the said line intersects with Calabasas Road); then northwesterly along Calabasas Road to the most westerly boundary of APN: 49-511-03; then northeasterly along said boundary ±700’ to the top of a ridge (identified as contour elevation 180 feet in the most recent applicable quadrant of the United States Geological Survey map); then southeasterly along the top of said ridge (said ridge runs parallel with Calabasas Road, more or less) to a point where said ridge line intersects the northwesterly boundary of APN: 49-181-19; then northeasterly along said northwesterly boundary to Freedom Boulevard at a point on Freedom Boulevard where said APN: 49-181-19 intersects the southerly right-of-way of Freedom Boulevard at which point the initial segment of the 20-year ULL ceases and the 25-year ULL commences.

The second part of the 20-year ULL commences at a point at the northerly intersection of the present City limits and East Lake Avenue, then southeasterly along existing City limits, to the northeasterly corner of Lot 578, Tract 719 Bay Village No. 6 (64 Maps at Page 47, Santa Cruz County Records); then easterly and southerly around the extension of the property described in Santa Cruz County Local Agency Formation Commission Resolution 883 (Village Associates/Delta Way Reorganization) to the most easterly corner of Lot 143, Tract 721, Pajaro Village Sub. No. 2 (64 Map, Page 13); then southeasterly along existing City limits to Salsipuedes Creek; then generally southerly and westerly along the City limits to its intersection of West Beach Street and Lee Road, where it ends (hereafter referenced as “20 Year ULL”).

Twenty-five Year ULL. Until on or after November 1, 2027, the 25-year ULL may not be amended except by vote of the...
people or as provided in Implementation Measure 3.C.3. This segment of the ULL is located as follows:

Commencing at the most northerly corner of APN: 49-181-19; then southeasterly along Freedom Boulevard to its intersection with the City limits; then, northeasterly along said City limits to the intersection of Corralitos Creek and Airport Boulevard; then along said Corralitos Creek to Green Valley Road; then northerly following the City limits, along Green Valley Road, to Holohan Road; then easterly, following the City limits, along Holohan Road to the most easterly corner of APN 19-861-23; then southerly along the easterly boundary of APN 19-861-23 and its extension along the City limits to its intersection with Corralitos Creek; then easterly along Corralitos Creek to the northeastern corner of APN: 19-241-23; then easterly along the northeastern boundary of APN: 48-231-01, the northern boundary of APN: 48-231-17 and approximately 446 feet along the northwestern boundary of APN: 48-231-18 to a point; then southerly, approximately 870 feet across APN: 48-231-18 to the northermost point on APN: 48-251-09; then easterly and southerly along the easterly boundary of APN: 48-251-09 to the City limits; then continuing easterly and northerly along the City limits to the intersection of East Lake Avenue and Coleman Avenue (hereafter referenced as “25-year ULL”).

Westerly ULL. This segment of the ULL constitutes the Eastern boundary of an area that currently remains undeveloped as specified by a Memorandum Of Understanding between the City of Watsonville, Santa Cruz County, and the Coastal Commission (City of Watsonville Resolution 69-00 (CM), adopted March 14, 2000, hereafter referenced as “MOU”). As long at this MOU remains in effect, its provisions govern the City’s planning and development policies in the area west of the Westerly ULL (Development Phasing Area G). Should that MOU terminate for any reason, the Westerly ULL, nonetheless, may not be amended until on or after November 1, 2027 except by a vote of the people or as provided in Implementation Measure 3.C.3 or for public facilities described in the MOU. This segment of the ULL is located as follows:

Commencing at the point on the City limits at the intersection of West Beach Street and Lee Road; then, along said City limits southerly, westerly and northerly to a point on Highway 1; then crossing Highway 1 to a point on the northeastern side; then westerly along Highway 1 approximately ±1,000 feet to a point on the City limits and Highway 1; then generally northwesterly to the intersection of Highway 1 and the extension of Larkin Valley Road (hereafter referenced as “Westerly ULL”).

2.2.22 County Cooperation.

The City shall participate in the revision of the general plans for Santa Cruz and Monterey County and other locally relevant planning efforts. The City shall encourage each county to actively promote agricultural and open space land uses, and to strictly prohibit further residential and commercial expansion on commercial agriculture lands beyond the urban limit line that significantly impacts the provision of services by the City. However, the City will encourage Santa Cruz County to update its land use programs and the Housing Element in the City’s Planning Area for those existing urban areas that reflect the policies of the Action Pajaro Valley Growth Management Strategy. The City
shall monitor the County Housing Element process to ensure that this issue is addressed.

2.2.23 Amendments to Urban Limit Line and Development Phasing Policies.

The Urban Limit Line shown on the Land Use Diagram of the General Plan, the figure entitled “Development Phasing Areas and Urban Limit Line” and Policies 2.2.1, 2.2.2, and 2.2.3 and their respective implementation measures, 2.2.11 and 2.2.12 and 2.2.21 through 2.2.23 (collectively “ULL Maps and Policies”), were adopted by the people of the City of Watsonville through the Watsonville Orderly Growth and Agricultural Protection Initiative and may only be amended by a vote of the people of the City of Watsonville except as follows:

a) The City Council may amend the location of the ULL, provided that the amended boundary is inside the limits of the ULL as established by the Watsonville Orderly Growth and Agricultural Protection Initiative and implementation measures remain in the General Plan.

b) On or after November 1, 2027, the City Council may amend the 25-year ULL shown on the Land Use Diagram of the General Plan and related ULL Maps and Policies. On or after November 1, 2022, the City Council may amend the 20-year ULL and related ULL Maps and Policies. Should the MOU terminate for any reason, the City Council on or after November 1, 2027, may amend the Westerly ULL and related ULL Maps and Policies, provided, however that earlier Council amendments of the Westerly ULL are permitted where necessary to accommodate public facilities as set forth in Policy 3.C.1 and the MOU. At the time of such amendments, the City may amend any other provision of the General Plan to conform to the amended ULL Maps and Policies.

c) The Land Use Diagram in the General Plan and the other ULL Maps and Policies and related land use designations adopted pursuant to the Watsonville Orderly Growth and Agricultural Protection Initiative may be amended by the Watsonville City Council in their entirety if, within eighteen months of submittal by the City of a complete application (including applicable environmental review documents), the Santa Cruz LAFCO does not amend the Watsonville Sphere of Influence to a configuration substantially corresponding to the ULL.

d) The Land Use Diagram in the General Plan and the other ULL Maps and Policies and related land use designations adopted pursuant to the Watsonville Orderly Growth and Agricultural Protection Initiative may be amended by the Watsonville City Council in their entirety if, within one year of submittal by the City of a complete annexation application (including applicable environmental review documents) for land within the ULL that is consistent with the phasing of development and other provisions of Policy 3.G, the Santa Cruz LAFCO does not approve the annexation in a manner substantially corresponding to the application.
Policy 2.2.3 Development Phasing.
The City shall pursue annexation of undeveloped and underdeveloped lands between the City limits and the Urban Limit Line.

Implementation

2.2.31 Specific Plan Approval.
Areas with specific plan designations must have specific plan approval before, or concurrent with, subdivision or other development approvals. These areas include:

- Buena Vista (I, II, and III)
- Atkinson Lane
- Manabe-Burgstrom

2.2.32 Phasing of Development.
Development of large parcels of annexed land shall proceed according to the phasing schedule in the specific plan.

Area A, Buena Vista, lies within the ULL and shall be processed for development in phases as follows:

Buena Vista I may be processed for development as soon as possible following completion of a specific plan calling for primarily residential uses, with some neighborhood commercial, light industrial, schools, open space and parks.

No final map for Buena Vista II may be recorded until after 2016, or after final maps have been recorded for fifty percent of the residential units in Buena Vista I, whichever is earlier, but in any event not before January 2010 and following completion of a specific plan.

No final map for Buena Vista III may be recorded until after 2016, or after final maps have been recorded for fifty percent of the residential units in Buena Vista II, whichever is earlier, but in any event not before January 2012 and following completion of a specific plan.

Area B, Atkinson Lane, lies within the ULL. No tentative map shall be approved until after January 1, 2010, and after completion of a specific plan. Uses in this area shall be restricted to residential and support commercial uses with a requirement that at least fifty percent of the number of units be deed restricted affordable workforce housing with an emphasis on the housing of agricultural workers. “Affordable” shall mean a category of housing that may be purchased or rented by a household with very low (50 percent of annual Watsonville median household income ("mhi")), low (80 percent mhi), median (100 percent mhi), moderate (120 percent mhi) or above moderate (150 percent mhi) income.

Area C, the area South of Corralitos Creek lies outside of the ULL, and is subject to Annexation Policy 2.2.1 and which shall not be subject to planning or processing for development until on or after November 1, 2027.

Area D, the area East of East Lake Avenue, lies outside of the ULL, and is subject to Annexation Policy 2.2.1 which shall not be subject to planning or processing for development until on or after November 1, 2022.
Area E, the Villages, lies within the ULL. This site has been annexed and received approval of a Tentative Subdivision Map and is restricted to senior housing.

Area F, the Manabe/Burgstrom area, lies within the ULL and may be planned and processed for development as soon as possible pursuant to applicable State law. Uses in this area shall be restricted to industrial and other job-generating uses.

Area G, the area west of the Westerly ULL, shall be subject to the MOU. Should that MOU terminate for any reason, the area shall, nonetheless, not be subject to planning or processing for development until on or after November 1, 2027, except for water service, waste water service, leachate lines or other public facilities, as provided in the MOU or as provided in Policy 2.2.2 and related Implementation Measures.

2.2.33 Unbuildable Land.
Lands deemed unsuitable for development by the City of Watsonville shall not be approved for development. If development is not permitted, lands may be used as greenbelt and/or designated environmental management.

2.2.34 Agricultural Land Use.
Foster the continuation of agriculture in the Pajaro Valley.

Policy 2.2.4 Agricultural Land Conservation.
The City shall plan for the preservation and enhancement of important agricultural lands by encouraging Santa Cruz County and Santa Cruz LAFCO to focus continued urbanization of lands beyond the urban limit line to those already urbanized areas recognized by the Action Pajaro Valley Growth Management Strategy, and those that are consistent with the City water service policy and by encouraging the retention of Commercial Agriculture land beyond the urban limit line for long term agricultural purposes.

Implementation

2.2.41 Urban Limit Line.
To preserve agricultural land uses outside the urbanized area, the City shall not initiate/pursue annexation or increased urbanization by the City outside the Urban Limit Line.

2.2.42 Retention of Agriculture.
The City shall encourage retention of agricultural uses on lands beyond the Urban Limit Line by restricting the extension of urban services to those areas in accordance with the City's adopted water and agricultural buffer policies.

2.2.43 Williamson Act.
The City shall encourage landowners in Santa Cruz County, outside the urban limit line, to maintain agricultural production through the use of Williamson Act contracts.
2.2.44 Limits on Urban Expansion. The City shall continue to enforce the Urban Limit Line and conditions set forth by Measure U. Specifically, the City shall not allow urban uses beyond the Urban Limit Line as it is depicted in the Land Use Diagram until 2027, with the sole exception of the area just west of Corralitos Creek and north of East Lake Avenue, where development can occur after 2025 following the process outlined in Measure U.

2.2.45 Industries Related to Agriculture. The City shall encourage industries that derive synergies from and help to support local agriculture.

2.2.46 Agricultural Workforce and Housing. The City shall continue to encourage regional cooperation in addressing the agriculture workforce housing issues, including the development of new farm worker housing in Santa Cruz County.

2.2.47 Water Quality and Erosion Control. The City shall continue to provide for the protection of water quality and for the control of erosion.

Policy 2.2.5 Establishment of an Agricultural and Open Space Buffer. The City shall maintain a buffer policy to protect agriculture and environmental resources from urban encroachment. This buffer policy may also serve one of the following purposes:

- Protect natural resources
- Serve as passive recreation
- Promote City beautification
- Buffer airport operations
- Utilize constrained land unsuitable for development

Implementation

2.2.51 Cooperation with Counties. The City shall continue work with Santa Cruz and Monterey Counties to ensure that buffers between agricultural uses and urban development are maintained and established.

2.2.52 Establish Buffer from Agricultural Land. Residential uses shall provide a buffer between agricultural activity and urban lands per the City buffer policy Resolution 274-04 (CM) or as amended from time to time. Buffers for environmentally sensitive lands shall be consistent with policy 11.1.12.
3.0 LAND USE and COMMUNITY DEVELOPMENT

This chapter is the backbone of the General Plan. It illustrates the City’s intentions for physical development, redevelopment, conservation, and growth. It includes the Land Use Diagram that designates and guides the proposed locations and pattern of land use. As the City of Watsonville is expected to continue to steadily grow in population and employment opportunities in the coming 20 to 25 years, strategic development of the land will help the City and its residents achieve their goals to:

- protect the area’s agricultural heritage, farmland and sensitive open spaces;
- facilitate development of more housing, particularly attainable workforce housing;
- provide ample room and infrastructure for businesses to grow; and
- maintain and improve overall quality of life.

As a relatively more affordable place to live in Santa Cruz County and the Monterey Bay “Crescent” area, more and more people look to Watsonville as an option for housing. It is not just in-migrating residents, however, that are adding to the population of Watsonville; the natural increase—more births than deaths—in the City is also adding to the population. How much growth can be expected to occur in Watsonville in the next 20 to 25 years?

Community Concerns

Residents of Watsonville have placed a high value on quality of life issues. The Guiding Principles reflect those values and feelings. The following statements reiterate those values. The subsequent questions present issues that have been raised in the process of aligning community concerns with land use values and goals.

High quality of life issues:

- Preserve existing neighborhood character and community value.
- Provide suitable housing for all residents.
- Preserve working agricultural lands that support the City’s economy.
- Diversify the economic base to provide a range of employment options for city residents.
- Provide adequate public infrastructure to maintain efficient mobility and access in the City.
- Conserve natural resources and open space and important environmental features.

Some questions raised:

- How will the City provide for a reasonable amount of growth while protecting the agricultural economic base and avoiding environmental and public safety hazards?
- How will the City avoid becoming a bedroom community?
- How will the City diversify the local economy and still retain or expand the local food processing economy?
- How will the City ensure that sufficient park and open space are provided to serve new and existing residential development?
- How will the City facilitate redevelopment and infill opportunities in existing developed areas?
- How will the City address the impact on rural homeowners whose homes are in close proximity to areas slated for new development?
- What measures will be taken to ensure a balance between local economic development and the fiscal demands created by population growth and new residential development?
- How will the City handle increased traffic?
3.1 CITY GROWTH TARGETS

For the City of Watsonville, over the next 20-25 years to the year 2030, the City aims to accommodate 4,100 new households and 7,500 new jobs. These are the targets used to plan for growth within the City’s jurisdiction and sphere of influence for this General Plan.

These “growth targets” are based on a combination of more recent population figures, analysis of land capacity within the City, and feedback from citizens and the Steering Committee on pragmatic approaches to sustaining new growth.

Figure 3.1 City of Watsonville Growth Targets for General Plan

<table>
<thead>
<tr>
<th></th>
<th>2010 (1)</th>
<th>2030 (2)</th>
<th>Estimated Growth Increment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>51,199</td>
<td>65,831</td>
<td>14,632</td>
</tr>
<tr>
<td>Households</td>
<td>14,089</td>
<td>18,189</td>
<td>4,100</td>
</tr>
<tr>
<td>Pop per Household</td>
<td>3.63</td>
<td>3.63</td>
<td>3.6</td>
</tr>
<tr>
<td>Employment</td>
<td>22,917</td>
<td>30,417</td>
<td>7,500</td>
</tr>
</tbody>
</table>

Source: (1) US Census, 2010
(2) Average between 2004 and 2008 AMBAG forecast

A detailed discussion of the locational distribution of this growth is on page 3-30.
3.2 LAND ANALYSIS

To sustain the forecasted new growth, the City must efficiently use the available land within its jurisdiction and sphere of influence. An effective strategy for redevelopment and infill will be necessary to meet the projected demand for housing and employment opportunities. It is expected that roughly half of all new housing and slightly more than half of all new employment opportunities that require “space” (not all new jobs will occupy or require new buildings, i.e., home-businesses and jobs based outdoors) will be met within the current city limit, through redevelopment of designated underutilized lands and potential redevelopment opportunities and shrewd development of scarce vacant land. The other half of housing units and employment opportunities are envisioned to be developed in three new growth areas within the city’s urban limit lines. A detailed land use analysis was conducted to determine plausible scenarios for sustaining new growth in Watsonville.

The Watsonville City limits boundary envelops 4,242 acres (6.6 square miles), including Pinto Lake, the City Landfill, and the City Wastewater Treatment Plant (Figure 3.2). Nearly 4,090 acres (6.4 square miles) comprises the contiguous City limits. Of that acreage, 83 percent is developed, 15 percent is not available for development, and only 2 percent is vacant and available for potential development (Figure 3.3). The “not available for development” lands include schools, parks, and environmentally sensitive areas.

Within the current City limits (2010), a very scant and scattered amount of vacant properties are available for development. Accommodating new growth will require taking advantage of infill, redevelopment and reuse opportunities.

Figure 3.4 breaks down the availability of the 4,090 acres within the contiguous City Limits based on the allowable uses designated by the current
Figure 3.4 Availability of Land by Allowable Land Use, 2004

![Bar chart showing land use distribution](chart1.png)

Source: City of Watsonville GIS Department, 2004.

Figure 3.5 Allowable Land Uses of Vacant Land within Current City Limits, 2004.

![Pie chart showing land use distribution](chart2.png)

Source: City of Watsonville GIS Department, 2004.
zoning codes. The chart reveals the limited housing development opportunities within City limits.

Looking at only the vacant areas within the city limits (Figure 3.5), only 80 acres are potentially available for development—less than 2 percent of the land within the contiguous City limit. Of that, only 16 percent, or 14 acres, is available for residential development and 21 percent, or 18 acres, for commercial uses. Industrial land comprises 39 percent, or 33 acres, of all vacant properties, the largest among all categories.

In recent years, a majority of the coastal zone designated properties have been developed for public uses; only a small percentage remains for additional limited development. Currently, some publicly- or quasi-publicly owned properties show some potential for development. A few acres from the transportation uses (primarily lands on the fringe of the airport) have some reinvestment opportunity. The 10 acres listed in the environmental management zone are areas that have not been given a “constrained” designation; it is unlikely, however, that these parcels will be developed.

Considering reinvestment areas, over three quarters of it is currently designated for industrial uses (82 percent, or 359 acres). About 10 percent, or 14 acres, is available for residential development; and 3 percent, or 13 acres, for commercial uses.

This assessment of the existing lands within the contiguous City limits reveals significant limitations to sustaining the City’s projected growth forecast. To even approach sustaining half of the new housing and jobs within the current city limits, much of this “developable” (redevelopable) land within the industrial zone will require inventive higher intensity uses. And not all development in this zone ought to remain strictly industrial in nature. New development must include opportunities for integrating higher-density employment generating uses, including office buildings and “flexible-
“mixed-use” spaces, which can accommodate a range of employment facilities from studio architectural design space, technology research and development, and even innovative light manufacturing. While a majority of new employment opportunities will be developed within the underutilized land in the industrial zone, some will be achieved within existing commercial areas.

Overall, the City must embrace and encourage a broad range of mixed-use development. Retail and commercial on the ground floor will be mixed with dwelling units on the upper floors. These mixed-use development types will range in densities as well. Typically they will be higher in the downtown area and less dense away from downtown. However, market forces may impose different densities. The City must be prepared to embrace opportunities that are balanced and support the goals to sustain the growth forecast.
3.3 OTHER AVAILABLE LAND

The Watsonville VISTA 2030 planning process assessed primarily the lands within the City of Watsonville’s jurisdiction and within its sphere of influence. While the planning process generally considered outlying areas—the urbanized areas of Pajaro (in Monterey County); Freedom, Interlaken, and Pinto Lake areas (in Santa Cruz County); the surrounding commercial agricultural lands; and sensitive environmental lands and open space—no projected new housing or employment opportunities were allocated to these areas.

In 2004, the land use analysis within the contiguous City boundary showed that approximately 520 acres are potentially available to accommodate some of the forecasted new growth over the next 20 to 25 years. Much of this is in the form of underutilized or potentially redevelopable lands—properties with reinvestment.

Using a redevelopment analysis tool to take a closer look at the land’s reinvestment and redevelopment potential, additional acreage that showed potential for sustaining new growth was found within the City. The analysis conservatively calculated an additional 55 acres of reinvestment opportunities. These lands include older shopping centers and properties with relatively higher potential investment returns located primarily along the major travel corridors.

Beyond current City limits, but within the city’s sphere of influence and urban limit lines, lies about 620 acres that are vacant and buildable (unconstrained) and are anticipated to be annexed into the City. These are the Measure “U” designated growth areas (see Figure 3.10). They were selected as Watsonville’s “new growth areas” in an effort to find a balanced approach to provide land to sustain new growth while protecting important agricultural lands and resources and local environmental assets. Development in these areas is designed to occur in several stages over the course of the next 10—30 years, and will consist of a broad range of housing and employment opportunities. More detailed discussion of these areas are in section 3.5 New Growth Areas.

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**Figure 3.6 Potentially Developable Land in New Growth Areas**

<table>
<thead>
<tr>
<th>New Growth Area</th>
<th>acres</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Area</td>
<td>620</td>
<td>100</td>
</tr>
<tr>
<td>Manabe-Burgstrom</td>
<td>100</td>
<td>14</td>
</tr>
<tr>
<td>Atkinson Lane</td>
<td>65</td>
<td>11</td>
</tr>
<tr>
<td>Buena Vista</td>
<td>466</td>
<td>75</td>
</tr>
</tbody>
</table>

Source: City of Watsonville GIS Department, 2004.
Redevelopment Analysis

This secondary analysis studied the parcels within the redevelopment project area and tested them for reinvestment and redevelopment potential based on their current zoning and assessed land and improvement values. This first iterative analysis yielded approximately 65 acres showing potential for successful reinvestment.

In addition, visual observations of properties were conducted to verify likely candidates—large parcels predominantly consisting of surface parking lots surrounding older commercial structures—that did not exceed the return on investment threshold for redevelopment potential in the first iteration. A second iteration using modified land use designations—mixed-use on commercially zoned properties—that allowed for higher development densities resulted in an additional 76 acres of reinvestment opportunities.

Understanding that this analysis reveals only the potential for reinvestment of these properties, a modest estimate was used to determine a practical amount of acreage that would likely turnover for new housing and business opportunities. Taking less than half of the 65 acres in the first iteration and about one-third of the 76 acres from the second iteration resulted in approximately 55 acres of properties with reasonably viable reinvestment opportunities to accommodate new growth. This conservative estimate of 55 acres helps to provide new housing and employment opportunities within the existing City limits.

The redevelopment modeling tool that was used is a software extension, called PLACE3S, for a common geographic information system (GIS) application, ESRI’s ArcView 3.x. PLACE3S considers a multitude of attributes about each parcel’s physical and fiscal attributes to calculate its redevelopment potential, which is measured by a self-selected return on investment (ROI) threshold, typically a 10 percent return on investment. In essence, PLACE3S calculates a generalized redevelopment pro-forma analysis for each parcel. It takes into account each parcel’s land value; building value; zoning designation—or development mix; parking requirements; allowable buildable floor area ratio—and thus allowable density; construction costs; demolition costs; likely annual receivable rent; operating costs; and vacancy rate. More simply, this method estimates redevelopment potential by calculating the financial feasibility of a development. If it is financially feasible, over time, redevelopment will occur given market demand.

### Figure 3.7 New Housing and Employment Opportunities

<table>
<thead>
<tr>
<th>Land Category</th>
<th>acres</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Area</td>
<td>1,197</td>
<td>100</td>
</tr>
<tr>
<td>Vacant Within-City</td>
<td>85</td>
<td>7</td>
</tr>
<tr>
<td>Reinvestment Areas Within-City</td>
<td>437</td>
<td>36</td>
</tr>
<tr>
<td>Measure U - New Growth Areas</td>
<td>620</td>
<td>52</td>
</tr>
<tr>
<td>Additional Potentially Redevelopable</td>
<td>55</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: City of Watsonville GIS Department, 2004.
Fregonese Calthorpe Associates calculations, 2004
Figure 3.8
Vacant and Underutilized Land

City of Watsonville

Legend
Vacant Land
Vacant Land w/ Env. Constraints *
Vacant Land w/ Entitlement
Underutilized Land
Business Enhancement Opportunity Sites
Needs Policy Change
Parcel
Watsonville City Limit

Motto: "Opportunity Through Diversity; Unity Through Cooperation"

* All or a portion of the Parcel has an Environmental Constraint(s), such as Sloughs, Steep Slopes, etc.

1 inch = 1,700 feet

Prepared by Watsonville GIS Center 04/10/2012 (CODD03105).
This Document is a graphic representation using the best currently available sources. The City of Watsonville assumes no responsibility for any errors.
BACKSIDE of VACANT and UNDERUTILIZED MAP
### 3.4 WATSONVILLE VISTA VISION

General Plan Land Use maps are, by necessity, detailed to the property line. While this means that General Plans are easier to use to guide zone changes, the detail and complexity of Watsonville’s map obscures the basic concepts that guide the development of the Land Use Map. This vision is also based on the analysis of Watsonville, its potential development scenarios, the policies and elements of this Plan, and the results of public workshops and other public input.

The “Vision” illustrates the basic components of the community’s vision.

**Agriculture Land**  
The first element in the vision is the Urban Limit Line and the Agricultural preserve. The concept of limiting the community’s sprawl while preserving productive agricultural land and open space is essential to the community’s economic well-being and to the preservation of its character.

**Streams and Sloughs**  
Watsonville abounds with streams and sloughs, which are the backbone of the open space system of the Plan. Not only does it provide the traditional benefits of green space, but it also provides the routes for trails and other recreational amenities to tie Watsonville’s parks system together. In addition, retaining the streams and sloughs in a natural state can assist in improving the water quality in the Watsonville area.

**Open Space and Parks**  
These areas are essential open spaces, from active parks to natural areas that provide for the recreational uses by the residents of the City.

**Corridors**  
These are important transportation corridors that provide both transportation and important land uses. There are two main types, the Arterial corridor, exemplified by Main Street, which has high vehicle flows and a great deal of recent development. Another type is best exemplified by Freedom Boulevard, called the Boulevard. These areas will be the focus of redevelopment and development of a mixed use environment, including housing, retail, and services. The environment is envisioned as evolving to a more human scale, pedestrian-friendly design, with traffic moving at a slower pace.

**Downtown**  
The heart of the town, the center of life and culture, Watsonville’s downtown is an important part of defining the City. As in other cities, its vibrancy provides important amenities—attracting people to a common area, a place for festivals and celebrations, a great place to start a small business, and a lively place that is attractive to young and old alike. The success of the downtown requires focusing the most intensive redevelopment on underutilized sites while at the same time protecting and enhancing historic properties. This area has the highest densities, the most pedestrian friendly design, and the greatest variety of uses. It is not only a business district, it is a neighborhood. Watsonville’s downtown is envisioned to grow substantially over time.

**Centers**  
Outside of the downtown, neighborhood centers contain services that are close to housing, and provide convenient retailing and products. These can be mixed use, but many times are single use. However, each center is closely surrounded with higher density housing within walking distance. The design of the streets is pedestrian friendly and traffic speeds are slow.
Neighborhoods
These are the primary areas in the City, and provide some of the most cherished qualities—a mixture of housing, quiet streets, street trees, access to open space and shopping, schools and other child-oriented services. Because much of Watsonville is already developed, most of which are Stable Neighborhoods, only minimal change is expected over time in these areas. The little change that is likely to occur will be additions of accessory dwelling units (ADUs) to existing properties and promoting addition of street trees in existing neighborhoods. In recent years, permits for ADUs have exceeded 40 per year. In the next several decades, allowing even just a modest portion of the current trend of ADUs permitted per year will contribute a reasonable stock of dwelling units within the city.

New Neighborhoods to be built are envisioned to develop the characteristics of healthy neighborhoods. These neighborhoods will have a broad range of housing types that can be afforded by a diverse set of people with different levels of income.

Industrial Districts
These areas are intended to provide a location for current and future industrial/employment centers within the City. This district designation maintains the opportunity for retention and expansion of existing businesses such as warehousing and food processing, while encouraging and fostering opportunity for re-use of existing industrial areas for more intensive industrial/employment generating uses. Small retail and service uses are encouraged to serve the industrial areas and reduce vehicle miles traveled (VMT). This designation is not intended for community or regional retail (“big box”) centers.

The WatsonvilleVISTA vision displays these essential components graphically. It does not replace the Land Use Diagram map or other land use maps in specific area plans.
BACKSIDE of VISION MAP
3.5 NEW GROWTH AREAS

While much of the City is stable or a renewal area, there are several that are New Growth Areas—areas inside the Urban Growth Boundary but outside the current City limits, and adjacent to urbanized areas. These will accommodate approximately half the increase in population in the next 20 years, and much of the employment growth as well. The new growth areas are:

- Buena Vista
- Atkinson Lane
- Manabe-Burgstrom

Prior to any new development in these areas, specific plans must be created to serve as blueprints for each area’s buildout.

SPECIFIC PLAN AREAS

The specific plan designation is an influential and effective tool to control land use in precise areas of the City. Specific plans implement conceptual general plan guidance by making site-specific plans for land uses, infrastructure and services, and by establishing standards for development. Specific plans tailor policy and regulation to an area and must conform to the major policies and strategies of the general plan.

All properties lying within the boundaries of a specific plan area are subject to the land uses, densities, intensities, public improvements, and other requirements specified in the specific plan prepared for that area. The land uses and densities shown on the WatsonvilleVISTA 2030 Land Use Diagram within these areas are conceptual only and may change subject to the outcome of the specific plan.

Specific plan areas:

- Buena Vista (adjacent to the north edge of the City)
- Atkinson Lane (adjacent to eastern edge of the City, south of Corralitos Creek)
- Manabe-Burgstrom (tucked in the southwest corner of the City)

The following describes the areas in Watsonville that will require specific plans for development approval and the locations that will benefit from updates to current area plans. The descriptive text provides framework vision for what could be built in these areas and was prepared in part to establish parameters for buildout.

The concepts are based on feedback gathered from members of the community. The accompanying sketches were derived from community input at public workshops, open houses, and leadership meetings open to the public during the planning process. Note, they are for conceptual purposes only. They are not specific plans.
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BACKSIDE of NEW GROWTH AREAS MAP
Buena Vista I, II, and III
The Buena Vista Area consists of three sections or phase areas: I, II, and III. Buena Vista I is in the southern section of the area. Buena Vista II is in the northern portion of the area and west of Calabasas Rd. Buena Vista III is in the northeastern section of the area and east of Calabasas Rd. Measure U established timing for phases and indicates that Phase II and III cannot occur sooner than 2016 and 2017, respectively, or until half of the lots are developed in Phase I, whichever is sooner.

Through a community workshop and at a neighborhood meeting, local area citizens were asked to help brainstorm ideas for possible arrangements of development in the area. From this, concepts were sketched of plausible development arrangements in the area. Figure 3.11 outlines general land use that could accommodate a maximum capacity of 1,300 units for all phases identified by implementation policy 3.4.11 might be attainable. The actual development capacity, overall and by phase, will be established through the development and adoption of a Specific Plan.

Buena Vista Area

Phase I
The Buena Vista I area is anticipated to be the first of the Buena Vista area divisions that will be developed. It is located on the southern end of the Buena Vista area, just west of the municipal airport. It is also the largest of the Buena Vista subdivisions, encompassing an estimated 226.35 gross acres. A significant portion of this area is in an airport protection zone and will remain undeveloped.

Buena Vista 1 is subject to the restrictions identified in the Airport Master Plan. The Specific Plan for the area will be developed in conformance with the Airport Master Plan.

Phase II
The Buena Vista II area covers the northwest corner of the development area. It contains the smallest amount of developable land in the Buena Vista divisions due to environmental constraints, mainly which are steep slopes. It encompasses 142.17 gross acres.

Phase III
The Buena Vista III area wraps around the northeast corner of the Buena Vista area. It contains approximately 97 gross acres.
Figure 3.11 Buena Vista Option

BUENA VISTA OPTION
Adjusted Safety Compatibility Zones

Legend
- Buena Vista Specific Plan Area
- Safety Compatibility Zones 1-5
- Adjusted Safety Compatibility Zones
- Parcels
- Watsonville City Limit

GP Land Use Designation
- Specific Plan Area
- Environmental Mangement
- General Commercial
- Neighborhood/Corridor Mixed Use
- Public Park
- Agriculture
- Public/Quasi-Public
- Industrial
- Rural Residential
- Residential Low Density
- Residential Medium Density
- Residential High Density

1 inch = 800 feet

Source: City of Watsonville GIS Department (2012)
Specific Plan Issues & Considerations

The Specific Plan for Buena Vista will need to address a number of key issues for this area. The following should be included:

1) Developing a land use plan that will meet the growth targets of this plan and Measure U.

2) Develop urban designs that are compatible with the Urban Design section of this plan.

3) Either use existing zoning districts or develop new districts that will effectively implement the general concept for the Buena Vista area. This may include urban design standards and guidelines that supplement the development codes.

4) Develop integrated neighborhoods that are walkable. These neighborhoods are envisioned to consist of primarily single family homes; however a variety of ownership housing types should be included in the plan. While not a specific target area for affordable housing, opportunities for affordability should be addressed in the specific plan.

5) Develop a small shopping area for the daily needs of the future residents of the Buena Vista area. This should not be so large as to draw significant amounts of customers from the general Watsonville area.

6) Consider airport and related land use conflicts and include designs that reduce land use conflicts consistent with airport land use policies in the General Plan.

7) Protect steep slopes and environmentally sensitive areas through the specific plan and implementation of the goals and policies of this General Plan.

8) Develop park and school sites appropriate to the area and consistent with the City’s and PVUSD’s needs, and financing for park acquisition and development and school construction if necessary. The City will consider formation of an assessment district or similar mechanism to maintain joint use facilities between the City and PVUSD.

9) Develop a financial plan for the extension of urban services (sewer, water, storm drainage) to the area based on the demands anticipated by the specific plan.

10) Develop plans for internal circulation, connection to the City and connection to Highway 1. The plan should include methods of financing the transportation improvements for the area contained in this General Plan and in specific transportation designs developed for the specific plan.

11) Develop plans that have a revenue neutral Community Service District (CSD) to support all City services including sewer, water, police, fire, etc.

12) Evaluate creation of additional affordable housing opportunities (beyond City’s Inclusionary Ordinance) within the project area with focus on “workforce” housing.
Atkinson Lane
Atkinson Lane is located on the eastern edge of the City’s boundary near Corralitos Creek. The area is just east of Freedom Blvd.

The area contains approximately 65 gross acres, which is envisioned to be used to develop a broad range of housing types, including at least 50 percent affordable apartments, townhomes, and single-family homes as required by Measure U. Market rate single family homes and estate homes are anticipated to be built on the eastern edge of the area. Some may serve as a buffer zone to the agricultural land to the east.

A small retail area may serve as a shopping village for the new development. It is envisioned to include neighborhood retail services—potentially a grocery store—and some other small businesses. Some mixed-use buildings are anticipated to include additional affordable housing opportunities for local residents.

Construction in this area is expected to occur within the next 10 to 15 years. The area is envisioned to accommodate approximately 500 new housing units—including affordable units—and some neighborhood-serving employment opportunities within the next two decades. About 90 jobs are anticipated to be located in this area.

The development concept also integrates a new park and the preservation of the wetland pond. In all, existing environmental features will be respected. Additionally, possible new road connections and enhancements of existing roads will help maintain good circulation in the area.
Specific Plan Issues & Considerations

The Specific Plan for Atkinson Lane will need to address a number of key issues for this area. The following should be included:

1) Developing a land use plan that will meet the growth targets of this plan and measure U, specifically the 50 percent affordability goal for the housing in this area.

2) Develop urban designs that are compatible with the Urban Design section of this plan.

3) Either use existing zoning districts or develop new districts that will effectively implement the general concept for the Atkinson area. This may include urban design standards and guidelines that supplement the development codes.

4) Identify and resolve potential conflicts with existing neighborhoods in the Atkinson area.

5) Protect environmental areas, specifically including the wetland pond.

6) Develop a financial plan for the extension of urban services (sewer, water, storm drainage) to the area based on the demands anticipated by the specific plan.

7) Develop plans for internal circulation, connection to the City, and connections to East Lake Avenue. The plan should include methods of financing the transportation improvements for the area contained in this General Plan and in specific transportation designs developed for the specific plan.

8) Access plans to connect to Highway 152.

9) Develop plans that seek to obtain revenue neutrality such as Community Service District (CSD) to support all require City Services on an ongoing basis including sewer, water, police, fire, etc.

Figure 3.13 Connecting Atkinson

Connecting Atkinson. Conceptual connections to Highway 152.
Manabe-Burgstrom
The Manabe-Burgstrom area is bounded by the southwestern corner of the current City limit. It is immediately north of a number of underutilized industrial properties on West Beach Street.

Of the 89 acres of the area, approximately 58 acres are expected to accommodate primarily employment-generating developments, from office and flexible-use spaces to light industrial uses. Some small retail uses, which will primarily serve the employment district, are also expected to be located here. The area may even contain a modest component of housing adjacent to currently developing residential areas immediately above the slough. As championed throughout the plan, new housing development in the area should follow the principles of good urban design and the City’s “Livable Community Residential Design Guidelines.

The other 25 acres are planned for environmental protection and expansion of the Watsonville slough system. This enhancement shall enhance the linkage of the Watsonville slough with Struve slough and may include a trail system among other environmental enhancements defined by the Specific Area. Overall, this area is envisioned to accommodate a large portion of the City’s new jobs—approximately 2,100. The jobs will account for about 28 percent of all new employment opportunities in the City in the next two decades. It also envisions a small development of approximately 100 workforce housing units.

Envisioned development in the Manabe-Burgstrom area will consist primarily of an innovative business park based on flex-space and/or corporate headquarters design, which would also include light industrial space. To ensure an attractive and exciting place for businesses to locate, development in the Manabe-Burgstrom area will utilize good urban design to weave together a fabric of innovative spaces for office, research and development, light industrial and a minimal amount of retail jobs with the surrounding natural setting. Buildings would be sited to foster a pedestrian-friendly urban form while maintaining good access for business-related transport vehicles and respecting surrounding slough areas. A specific plan was approved for this area in October of 2010.

Figure 3.14
Development Concept
Specific Plan Issues & Considerations

The Specific Plan for Manabe-Burgstrom area was adopted in October of 2010 and includes:

1) Developing a land use plan that will meet the growth targets of this plan and Measure U.

2) Develop an economic development plan in conjunction with the specific plan that will develop targets and specific industry groups that could be attracted to this area. A marketing plan should be developed in conjunction with the specific plan, and the development standards should be tailor made for the targeted industries.

3) Develop land use regulations that will permit a wide variety of employment generating uses, but will prevent large scale retail uses or low employment density uses. As this is one of the best new employment areas for the City, this area should be where approximately 2,000 new jobs are located. Because of this, uses such as big box retail, low density warehousing employment and car sales should be prohibited.

4) Develop a financial plan for the extension of urban services (sewer, water, storm drainage) to the area based on the demands anticipated by the specific plan. These plans should consider their impact in the financial feasibility of developing the targeted industries of system development charges, and ensure that the development costs in this area remain regionally competitive.

5) Develop plans for internal circulation, and connection to the City and the region. Special attention should be given to industrial traffic and its needs, as well as the transportation needs of the 2,100 employees. Transportation demand management plans for commuting traffic should be included in the specific plan. The plan should include methods of financing the transportation improvements for the area contained in this General Plan and in specific transportation designs developed for the specific plan.

6) Develop the plan to respect adjacent slough areas by incorporating design features that provide visibility to the slough and design adequate buffers to promote enhanced wildlife corridor connections to other slough systems in the vicinity.

7) Develop a long term financing plan and mechanisms to address long-term maintenance of the wetland restoration area including: recontouring, replanting, and weeding and maintaining and modifying water control structures.
The goal of the WatsonvilleVISTA planning process is to efficiently and effectively allocate the approximately 4,100 new households and 7,500 new jobs. These numbers may be construed as “target” goals for the City to aim towards.

This general distribution of new households and employment opportunities was acknowledged by members of the community and agreed upon by the General Plan Update Steering Committee. The data reflect thorough review, dialogue, and feedback from members of the community, the steering committee, and staff, on the various potential future development scenarios and probable land-use arrangements in Watsonville. They are derived from comments and feedback from participatory members of the community on the plausible land use arrangements discussed at various Steering Committee meetings, the public Community Workshop, two public neighborhood open houses, and a number of meetings with staff from the Community Development Department.

With the community working towards these goals, a balance between more efficient development of housing and places of employment on infill and redevelopment land within the City and efficient development of the designated new growth areas will occur. Based on a detailed analysis of infill development potential conducted as part of the 2010 Housing Element of the City has reduced its potential for infill development to be made consistent with the projections.

This pattern of growth is anticipated to create a variety of housing options for Watsonville residents. While detached single-family homes will still be a popular choice for housing, small-lot single-family homes, townhomes, condominiums, and accessory dwelling units will offer additional options. Many of these compact housing types will be integrated into mixed-use buildings with employment opportunities on the ground floor.

For other new employment opportunities, much will be accommodated through 2- and 3-story buildings designed for flexible uses and energy efficiency. Development of these new buildings will also respect surrounding sensitive habitats and local environmental management areas.

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**Figure 3.15 General Distribution of New Growth**

<table>
<thead>
<tr>
<th>General Location</th>
<th>% of Total</th>
<th>Households</th>
<th>% of Total</th>
<th>Employment (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buena Vista</td>
<td></td>
<td>1,300</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>Manabe-Ow</td>
<td></td>
<td>100</td>
<td></td>
<td>2,100</td>
</tr>
<tr>
<td>Atkinson Lane</td>
<td></td>
<td>500</td>
<td></td>
<td>90</td>
</tr>
<tr>
<td>New Growth</td>
<td>46%</td>
<td></td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Freedom Blvd</td>
<td></td>
<td>700</td>
<td></td>
<td>980</td>
</tr>
<tr>
<td>East Lake Ave</td>
<td></td>
<td>250</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>Downtown</td>
<td></td>
<td>750</td>
<td></td>
<td>975</td>
</tr>
<tr>
<td>West Beach Ave</td>
<td></td>
<td>0</td>
<td></td>
<td>1,435</td>
</tr>
<tr>
<td>Airport Area</td>
<td></td>
<td>0</td>
<td></td>
<td>1,200</td>
</tr>
<tr>
<td>Neighborhood Infill</td>
<td></td>
<td>500</td>
<td></td>
<td>220</td>
</tr>
<tr>
<td><strong>Infill</strong></td>
<td>54%</td>
<td><strong>4,100</strong></td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>4,100</strong></td>
<td></td>
<td><strong>7,500</strong></td>
</tr>
</tbody>
</table>

(1) Figures in “Employment” represent only jobs that are expected to require real estate space. A number of jobs are expected to be created that do not require office, retail, or industrial work space, including, home-based businesses, outdoor related jobs and other similar activities.

BACKSIDE of DISTRIBUTION MAP
3.0 LAND USE and COMMUNITY DEVELOPMENT

3.6 LAND USE MAP

The Land Use Map is to be used as a guide to future land use decisions. The map indicates the kind of land use that is envisioned for the various areas, and while specific zoning is adjusted and determined over time, the General Plan reflects what the end state is envisioned to be.

Based on the estimated capacity for vacant land development and redevelopment, the City of Watsonville can accommodate 49 percent of new household growth and 52 percent of new employment opportunities within the existing current City limit. This will require a skillful arrangement of concentrated building design types, including townhomes, apartments, and mixed-use developments, offices, and flexible-use spaces. The following Land Use Diagram represents the land use pattern and arrangement that underlies the household and employment distribution.

General Plan Land Use Designations

RESIDENTIAL

Residential High Density
This land use category provides housing opportunities through multi-story apartment, condominium, and accessory dwelling unit additions, particularly in the established downtown neighborhoods. Densities for this category typically range from 17 to 42 units per acre. A fair portion of the City’s affordable housing goals can be accomplished at these densities, particularly for smaller households. Note, however, many locations adjacent to the downtown with this designation will remain at the lower end of the density spectrum. Many of these properties are within stable neighborhoods or historically significant areas. Any modifications to a property towards intensified use will typically be in the form of adding an accessory dwelling unit.

Residential Medium Density
This land use category provides diverse housing opportunities through various types of residences: single-family homes on small-lot subdivisions, townhomes, duplexes, triplexes, condominiums, apartments, mobile homes, and clustered developments. Densities for this category range from 10 to 16.99 dwelling units per acre. Most affordable family housing units can be delivered in the upper strata of this density range.

Residential Low Density
This land use category provides family type housing opportunities through various types of single-family residences, primarily detached single-family homes. Densities for this category typically do not exceed 9.99 households per acre. Most residences in this category are available only at market rate; few can be categorized as affordable. These properties, however, do offer opportunities for accessory dwelling units.
GENERAL COMMERCIAL
General categories of allowed uses include: retail sales; personal, professional, financial, business and medical offices and services; entertainment; lodging; restaurants and automobile sales intended to serve needs of the community and the surrounding region. Building intensities in these areas, on average, are built to a Floor Area Ratio (FAR) of 0.45, except where building heights are permitted to exceed 3 stories. Where building heights are permitted to exceed three stories, land development intensity may reach, but not exceed 1.5 FAR.

INDUSTRIAL
This land use category allows both industrial and employment activity. In order to maximize effective utilization of space and to encourage job production, this land use category is intended to encourage development of space that is adaptable to various job producing uses and which allows for combinations of job-producing uses including industrial, warehouse, distribution, research and development, manufacturing, corporate office, business services and quasi-retail uses.

General categories of industrial use allowed include: wholesale sales; storage; heavy commercial; transportation services; distribution; warehousing; construction, fabrication and trade shops; general manufacturing; food processing; and related services, business services and flexible uses including combinations of the above uses and associated office uses. The intent of the designation is to serve a full range of industrial, warehousing, manufacturing, and other employment-generating needs.

General categories of employment activity include businesses requiring office and/or flexible workspace, i.e., research and development, design studios, or small technology production facilities. This category also generally allows personal, professional, financial and/or medical services that meet the needs of the community.

Retail and service uses such as restaurants, convenience stores, and childcare centers are allowable, but primarily to serve the needs of the district.

A target of 1.0 FAR should be the aim for the development intensity throughout the district.

MIXED USE
Downtown Mixed Use
This category is the most intense type of land use in the city; it is a combination of high density residential and commercial and employment-generating land uses. Residential land uses may allow up to a maximum of 60 dwelling units per acre. Mixed use in the downtown also allows for a mix of commercial and employment-generating land uses. In the downtown area, the majority of these uses will include retail sales; restaurants; and personal, professional, financial and/or medical services. Development intensity in these districts should target a 1.0 FAR; they will optimally range between 1.5 and 4.0 FAR within the parking district. Buildings in this district shall be oriented to the street in such a way that encourages a pedestrian friendly district. Additionally, parking districts and transportation demand management practices are necessary to accommodate high intensity mixed-use development and manage local parking.
BACKSIDE of LAND USE MAP
With little vacant land within the City, Watsonville needs to find new ways to grow. Taking advantage of underutilized areas for infill and redevelopment can play a significant role in the City's ability to sustain projected growth. Below are some actions that can help encourage and support infill and redevelopment activities in Watsonville.

- Increase familiarity and understanding of the mixed-use development model helping local developers, bankers, lenders, realtors, insurance agents, and other development industry professionals learn the benefits of infill and redevelopment activity.

- Cultivate relationships with financiers, developers, and other experts in the field or infill redevelopment.

- Use visualizations to help show the impact of improvements and what the development community's efforts can possibly achieve.

- Implement street renovation to improve pedestrian environment in conjunction with building façade enhancements. An improved streetscape can signal to developers that the jurisdiction has sincere interests in spurring redevelopment in the area.

- Help increase profitability of a project, and thus the interest of developers and the redevelopment potential of an underutilized property. Reducing parking requirements could increase the rate of return for developers and help to spur more development within the existing urban fabric.

- Reassess zoning code. Realign development code to allow development standards that achieve “real” floor area ratios.

- Use incentives and leverage public funds to target pilot projects to help get initial projects off the ground, boost local appeal, and show overall support for redevelopment in designated areas.

Neighborhood/Corridor Mixed Use
This land category is a combination of medium and low density residential and commercial and employment-generating land uses. Residential uses are allowed up to a maximum of 42 du/acre, consistent with the high density district. It also allows for a mix of commercial and employment-generating land uses. This category is typically located along the major commercial corridors: Freedom Boulevard and East Lake Avenue. This may also be properly located within “village centers” in proposed development schemes for the Buena Vista and Atkinson Lane new growth areas. The majority of these uses will include retail sales; restaurants; and smaller scale personal, professional, financial and/or medical services. Redevelopment of properties (and assuming intensification of uses) in these districts should target an FAR of 1.0. It’s understood that pioneer reinvestment/redevelopment opportunities will take root at typically lower building intensities, typically between 0.35 and 0.75 FAR. However, in the long term, the new development in the neighborhood/corridor oriented mixed-use areas will optimally range between a 1.5 and 3.0 FAR at the point of adoption of an area plan and parking strategy for the area. Applying good urban design, buildings in these districts shall be oriented to the street in such a way that encourages a pedestrian friendly district. Parking and transportation demand management strategies should be established to mitigate parking concerns. Streetscape improvements help to reduce traffic conflicts.
PUBLIC/QUASI-PUBLIC
General categories of allowed uses in this category include: government or quasi-public buildings or facilities, public utility facilities, schools, hospitals, and places of worship. It also encompasses public and quasi-public utilities, wastewater treatment plants, solid waste transfer stations, recycling facilities, and transportation facilities, including the airport. Also permitted in this district are other institutions primarily serving the needs of the community. The maximum intensity of uses permitted in this district shall be determined according to the location, accessibility, traffic impacts, existing site conditions, compatibility with adjacent properties, and natural and built constraints.

PUBLIC PARK
This land use category defines designated spaces within the city and typically maintained by the city that allow for public use as outdoor recreational space. These lands are generally expanses of open space—or a body of water—but may also contain some developed structures and facilities, which can include picnic tables, playgrounds, ball fields and courts, and restrooms. Any new development of structures or facilities in these areas shall be sensitive to the natural landscape, mitigate its impacts on the surroundings, and consider possible connections to other park, open-space, or environmental features within the City.

COASTAL ZONE
This category includes lands within the City limits designated as “Coastal Zone” under the California Coastal Act and passive and active publicly owned facilities, linear and improved parks as adopted under the City’s Local Coastal Plan. Development intensity will be determined based on the provisions of the approved Local Coastal Plan, the appropriateness of the location, accessibility, traffic impacts, existing site conditions, design compatibility with adjacent uses, natural and built constraints, and community impacts.

ENVIRONMENTAL MANAGEMENT
These areas are set aside for the protection and preservation of natural resources such as wetlands, sloughs, wildlife habitat, and mineral and archaeological resources. Development adjacent to Environmental Management lands shall be required to perform site specific studies to establish limits of resources and appropriate buffers. The Land Use Map shall be amended without action of the City Council to make these technical revisions. As part of this process the Land Use Map may be interpreted by the Planning Commission or the City Council without a formal GPA, to make technical revisions in the boundaries of the Environmental Management Area. Except where site specific analysis has been performed, this designation represents a generalized depiction of the boundaries of environmental resources. (See the Environmental Resource Element for more details.) Allowed development will be determined based on the suitability of the location, accessibility, traffic impacts, existing site conditions, design compatibility with adjacent land use, natural and built constraints, and community impacts.

POTENTIAL GATEWAY and/or NODE
These designated locations are potential sites or areas for inviting passage from one part of the City to another or a place with the potential to become a vibrant urban focal point within the City. Particularly along Freedom Boulevard, these locations are enveloped by designated mixed-use land uses that lend their plausible redevelopment to creating an attractive urban environment. These locations can become the interspersed urban hubs that connect the City together.
AREA PLANS

Places with “area plans” are typically already developed districts. To integrate the General Plan land-use features in these areas, updates to the area plans will need to follow.

Locations for updating area plans:

- Freedom Corridor (primarily from the downtown area to the airport area).
- Downtown (area centered on Main Street and west to the edge of existing neighborhoods and the industrial district, south to Pajaro, and several blocks east to the existing neighborhoods).

Freedom Corridor Area

The concept for Freedom Corridor proposes that the boulevard, over time, evolve into a mixed-use and more pedestrian-friendly environment. Streetscape improvements—adding street trees, continuous sidewalks, and traffic calming devices, such as a median and curb bulb-outs—to the corridor will help to enhance the pass-through experience for pedestrians and drivers. It can also signal to developers the City’s commitment to supporting transformation of the corridor, thus generating interest in investment in the area. Reinvestment in the area is anticipated to generate 2- and 3-story mixed-use buildings along the corridor primarily through reuse of underutilized properties and development on infill opportunities. (There is little vacant land in the corridor.)

The corridor is anticipated to sustain 900 dwelling units and 980 jobs over the next 20 to 25 years. While this growth implies increased traffic, the improved walking environment, possible new road connections, and anticipated improvements to the roadway and transit through the corridor will help to maintain good circulation in the area.

The area plan should address the following issues:

1) Developing the urban design for new buildings, and how to integrate them into the existing built environment. The City’s Urban Design Element and the Transportation Plan’s Context Sensitive Design should be used for this update.

2) Develop specific design standards for new development on the corridor.

3) Design and program streetscape improvements, consistent with the context sensitive design policies in the Transportation Plan—such as curb extensions and medians.

4) Develop a Return on Investment analysis to ensure the financial feasibility of potential new projects.

5) Develop a targeted investment of redevelopment funds to spur “catalyst projects” that will set the standard for a new kind of development on Freedom Boulevard.

6) Management of parking issues through creation of a parking district, shared parking opportunities, and staggered major parking structure investments.

7) Income generation to reinvest in redevelopment opportunities.
Figure 3.18 Freedom Corridor Concept
Downtown Area
Downtowns represent the heart of great cities. Great downtowns are commercial, cultural and symbolic centers. They serve all residents and attract many visitors. They offer vibrant and inviting places to shop, work, live, and attend civic events. And, they reveal the unique history of a place and the pride that the community has invested in it.

In many respects, Downtown Watsonville is already a great City center. Its historic buildings, small shops, tree-lined streets and Plaza make it a memorable and pedestrian-friendly place. At the same time, there are many promising opportunities to build upon the downtown’s attractive features.

Robust Retail. Retail lacks the types of goods and activities that would attract patrons of all incomes and ethnic heritage. Downtown planning should take tips from “the mall” and recognize the importance of “destination” retailers to bring the patrons and foot traffic necessary to support smaller shops.

Housing & 24-Hour Activity. Great downtowns are also great places to live. They contain urban amenities that appeal to young professionals, older “empty nesters,” and others. Downtown housing also supports a greater range of businesses, extends business hours, and makes the downtown feel safer and more welcoming at night.

Employment. Business offices can further support restaurants and retail, and can help diversify Watsonville’s employment base.

Tourism & Cultural Destinations. A vibrant downtown will attract more visitors. Cultural activities, such as concerts and museums, can enhance perceptions of Watsonville as a great place to visit.

Parking. Parking is critical, but it is important to recognize the effectiveness of pedestrian- and transit-oriented environments in reducing parking demand.

Coordinated parking strategies allow a range of uses to share parking in a more efficient way, and can make the redevelopment of small parcels more feasible by making parking available “off-site.”

Opportunity Sites & Comprehensive Strategies. Fortunately, Watsonville’s Downtown possesses many underutilized and vacant parcels for future development. Comprehensive strategies should be pursued for the Downtown, which consider these site-specific resources, and expand recent efforts to make the Downtown more pedestrian-friendly.
Figure 3.19 Downtown Concept
Guidelines for Implementation of Redevelopment Opportunities in the Freedom Corridor and the Downtown Area

The redevelopment project areas where “Area Plans” will help guide the transformation of the districts will require specific targeted plans to provide for the regulatory framework to permit compatible development, and public investment for streetscape and public parking in order to accommodate a more “main street” or downtown environment. In many cases, initial projects may need a public subsidy in order to catalyze a new kind of development. Especially on Freedom Boulevard, the typical suburban development with a large surface parking lot is both incompatible with the mixed-use vision, and practically impossible on many of the small lots that exist. Therefore, a new paradigm of development needs to be established in order to stimulate new development.

One key need will be to perform financial analysis of new investment, and design regulations and public investment in order to make the desired development type financially feasible. If return on investment is not sufficient, reinvestment in an area will not occur.

For the City of Watsonville, leveraging reinvestment in existing built areas—especially the Freedom Corridor and the Downtown—provides the opportunity for exciting City transformation. Redevelopment in these areas is anticipated to integrate more residents and jobs into the existing urban fabric. To help stimulate and continually support reinvestment in the City, the following elements should be included in any area plan for these districts:

Develop a consistent vision of the area that is based on the form of the structures anticipated, rather than zoning uses alone. Area plans should focus on the development types and the pedestrian and business environment. As these areas will also be used for future housing, the new environment planned should be compatible with living as well as business. The Urban Design Chapter should be used to guide this development.

Conduct a Return on Investment Analysis (ROI) as part of the area plan development.
Reinvestment planning requires that the investment climate be fully understood. The initial reinvestment analysis showed that higher densities and a more urban form of development will need to be accommodated in order to foster a “Main Street.” In order to spur the desired type of development, regulations need to be crafted that are both compatible with the vision and the fiscal realities of development.

Reduce parking requirements in redevelopment areas.
Parking in these areas shall be reduced to allow for more of the property to be used for actual building space. This will help to facilitate an increase on private investment returns and thus increase developer interest in the area.

Initiate a parking district.
Manage parking and transportation demand in the district through shared parking policies. More efficient use of parking spaces in the district will help to ensure efficient redevelopment of limited land resources. A shared parking analysis needs to be conducted in order to determine the amount of parking required over time. Once parking demand is calculated, tax increment redevelopment funds from the area should be reserved to develop the common parking districts.
**Stagger major parking investments.**
Parking structures may eventually need to be built to provide enough parking for the district. Major parking structure investments should be staggered over time, and developed as needed. However, the needed sites should be acquired early in the redevelopment phase and held, or developed as surface lots, until the need arises for more expensive structures.

**Streetscape program.**
Use public monies and improvements to leverage private investment. Investments in the streetscape signal to developers a City’s sincere interest in transforming the project areas. Streetscape improvements on Freedom should include wide sidewalks, street trees, and on street parking. Tax increment financing (redevelopment funds) may be used to pay for such improvements, as well as other public improvements. The Transportation Element contains more information on context sensitive street designs for Freedom Boulevard and the Downtown Area.

**Allow variety of building heights.**
Allow a variety of building heights to be developed in the redevelopment project areas. Pioneer developments may be 2- to 3 stories, but later developments may be allowed to be 4 stories. This will allow for increased density to ramp up to the target range density for the district. That target density of dwelling units and jobs shall be defined in the final Area Plans for the redevelopment project areas.

**Continue development assistance at a steady rate.**
At initial glance, overall change in each project area may seem high (750 to 1,200 units over 30 years), small steady change makes transformation of the City much easier to comprehend and accept. Consider that only 25 to 40 units per year are necessary to provide for needs of the anticipated growth for these areas.

**Ensure development of affordable housing.**
As already occurs in new housing developments in the City, an affordable housing component shall be included in subsidized redevelopment projects. The City shall continue its efforts to provide development assistance loans to projects that ensure affordable housing.
Goals, Policies, and Implementation

The following goals, policies, and implementation measures are intended to provide a framework for land use within the existing City limit and urban limit lines. These goals build on previous plans’ goals and are also derived from the “Guiding Principles” of this updated plan.

Goal 3.1 Reinforce Preservation of Rural Character.
Reinforce preservation of surrounding rural character by conservation of agricultural land and open space through encouraging reinvestment in, and higher-density redevelopment of, underutilized opportunities within existing urban areas.

Policy 3.1.1 Promote, encourage, and cultivate efforts to increase higher levels of infill, reuse, reinvestment, and revitalization along commercial corridors, neighborhood centers, and in and adjacent to downtown.

Implementation

3.1.11 The City shall use the redevelopment process to encourage location of retail, professional, and residential uses as well as personal services within the central business district to serve the entire Pajaro Valley region. The City shall allow moderate- to higher-intensity developments in the downtown and adjacent districts to improve its overall vitality.

3.1.12 The City shall use the redevelopment process to encourage location of retail, professional, and residential uses as well as personal services within strategic commercial corridors. The City shall allow more intense mixed-use developments on Freedom Boulevard and in strategic pockets along East Lake Avenue and Walker Street and other corridors as identified to cultivate an urban vitality in these corridors.

Policy 3.1.2 Reinvestment, reuse and infill development, redevelopment of properties in the downtown area, and strategic corridors shall be preceded and guided by an area plan.

Implementation

3.1.21 The City shall prepare or commission the preparation of new area plans or updates to existing area plans, specifically for, but not limited to the Downtown Area and the Freedom Boulevard Corridor.

The City shall use the following as growth targets for new dwelling units and jobs for each area:

Approximate number of projects and employment capacity:

Downtown Area—750 du; 975 jobs
Freedom Corridor—700 du; 800 jobs

3.1.22 The City shall prepare or commission the preparation of area plans of other developed areas that are identified as strategic redevelopment areas. These areas may include, but are not limited to, Walker Street, the East Lake Avenue Corridor, and the West Beach Street Corridor.
Policy 3.1.3 Implementation of reinvestment and redevelopment opportunities shall be encouraged through the exercise of a broad set of implementation tools.

Implementation

3.1.31 The City shall develop a consistent vision of redevelopment project areas that is based on the anticipated physical form of structures rather than allowed zoning and land uses alone.

3.1.32 The City shall consider and review the feasibility of developing a “Streetscape Improvement Program” to help spur private investment in redevelopment project areas.

3.1.33 The City shall consider conducting “Return on Investment” (ROI) analyses as part of area plan development.

3.1.34 The City shall review parking ordinance standards and consider reducing parking requirements in redevelopment project areas. Reduced parking requirements (to less than 1 or up to 1 parking space per dwelling unit and 1 parking space per 1,000 square feet of office or commercial retail space) can help to significantly increase the ROI of a project and thus increase private developer interest in investing in the area.

3.1.35 The City shall study the feasibility of creating parking districts within the redevelopment project areas.

3.1.36 The City shall allow a variety of building heights in the redevelopment project areas. Heights for these buildings may range from 2- to 3-stories in the corridor areas and up to 4-stories in the downtown area or where considered appropriate.

3.1.37 The City shall continue to support redevelopment opportunities at a steady rate over the next 25 to 30 years; 25 to 40 units per year are necessary to sustain the needs of the projected growth in these areas, an eight-fold increase over today.
Goal 3.2  Broad Range of Housing Types Based on Livable Community Residential Guidelines.
Encourage new residential developments that provide a range of styles, sizes, prices, rents, and location; and follow the concepts of the City’s Livable Community Residential Guidelines.

Policy 3.2.1  New residential developments shall provide a diverse range of housing types and options.

Implementation

3.2.11 The City shall continue to support the development of a broad range of housing types, including apartments, townhomes, accessory dwelling units, mixed-use buildings with housing components, and dwellings on small lots.

3.2.12 The City shall support housing options that reflect the current and forecasted demographics of Watsonville and the larger region, including younger and senior members of the community; people with different incomes; and the variety of cultural traditions that influence housing arrangements and styles.

Policy 3.2.2  New residential developments shall be encouraged to incorporate the principles of the City’s Livable Community Residential Guidelines (LCRG).

Implementation

3.2.21 The City shall consider streamline approval of residential developments that are consistent with the City’s zoning and the Livable Community Residential Guidelines with regard to allowable density, setbacks, height limits, parking, and other related regulations.

The City shall amend existing multifamily design guidelines to ensure that livable community principles are incorporated into the guidelines.

The City shall review parking ordinance standards to incorporate new residential parking standards to reduce impacts of parking identified in the Livable Community Residential Guidelines.

The City shall review open space standards to ensure that projects incorporate adequate common open space encouraged by the livable communities design guidelines.

Private Recreation Facilities
1. The City shall adopt ordinance revisions for new development requiring provision of additional private open space and recreation facilities.
2. Residential projects shall comply with City regulations, through the planning and design review process, to provide safe play areas for children that are consistent with state accessibility requirements.
Goal 3.3 Efficient Use of Employment Generating Land Uses.
Encourage flexible uses on commercial, industrial, and employment-generating land to maximize opportunities for business expansion, increase employment opportunities, and improve the jobs to housing ratio.

Policy 3.3.1 Flexibility shall be exercised in allowing non-traditional employment uses in commercial and industrial lands to maximize efficient development of employment-generating land.

Implementation

3.3.11 The City shall allow a broad range of building types on employment-generating lands that can accommodate a variety of economic activities.

3.3.12 The City shall encourage and support attraction of higher intensity businesses to these areas.

3.3.13 The City shall remain flexible in allowing a variety of businesses to germinate in these areas. Flexibility shall be the default practice in an effort to strengthen the attraction of enterprises that are favorable to market conditions at the time of desired development.

3.3.14 The City shall review the zoning ordinance and update it as necessary to integrate (or incorporate a new “employment district” zone that specifies) development standards and design principles for the various flexible commercial and industrial land uses.

3.3.15 The City shall consider adopting zoning amendments to commercial and industrial land that allow for shared parking, multi-story buildings up to 3 stories, floor area ratios (FAR) up to 1.5 where appropriate, and flexible coexistence of commercial and industrial uses within the same project or property.

This land use category primarily contains businesses requiring office and/or flexible workspace, i.e., research and development, design studios, or small technology production facilities. This category also generally allows personal, professional, financial and/or medical services that meet the needs of the community. Retail sales and restaurants (i.e., coffee shops) are also allowable, but primarily serve the needs of the district. A target of 1.0 FAR should be the aim for development intensity. Buildings in this district shall be oriented to the street in such a way that encourages a pedestrian friendly district. To ensure opportunities for good urban design and a “main street” or “urban” sense of place, parking and transportation demand management (TDM) tools should be developed in these districts.

The City shall remain flexible in allowing opportunities for businesses that are favorable to market conditions at the time of desired development.
Goal 3.4 Efficient Use of Designated New Growth Areas.
Encourage efficient development in designated New Growth Areas beyond existing City limits (2004) to help sustain projected City growth.

Policy 3.4.1 Efficient development in the New Growth Areas shall be guided and preceded by approved specific plans.

Implementation

3.4.11 The City shall prepare or commission the preparation of specific plans for the new growth areas designated by Measure U:

Buena Vista I, II, and III
Atkinson Lane
Manabe-Burgstrom

The City shall use the following as maximum growth targets for new dwelling units and jobs for each area:

Buena Vista—1,300 du; 200 jobs
Atkinson Lane—500 du; 90 jobs
Manabe-Burgstrom—2,100 jobs

3.4.12 In Buena Vista, the City shall require phasing of development. Timing of development in the Buena Vista area shall be consistent with stipulation of Measure U, as noted in policy 2.2.3 and its implementation measures.

3.4.13 In the Atkinson Lane area, the City shall require 50 percent of housing developed to be affordable.

3.4.14 In the Manabe-Burgstrom area, the City shall allow a broad range of employment-generating land uses and intensities including offices, business parks, research and development facilities, design studios, production facilities, and others to facilitate progress towards the projected employment demand.

Buildings shall be constructed to maximize allowable floor area ratios of up to 1.5 FAR.

Buildings may allow a mix of compatible commercial and industrial uses.

The City shall require the establishment of a financial mechanism such as a Landscape, Lighting, Maintenance Assessment District (LLMAD) to address long term maintenance of the twenty-five (25) acre wetland restoration area.

Shared parking shall be allowed in this employment area.

A small component of workforce housing will be considered adjacent to existing housing development.

No big box retail.

The City shall allow a broad range of housing types and densities—including some moderate and possibly some high densities—to facilitate progress towards the projected 2030 housing demand and new jobs.

The City shall incorporate Community Service Districts (CSD) in new growth areas to make new development help achieve revenue neutrality by paying for any new services required.

The City shall use planning efforts such as Area plans as a method to implement safe routes to school and other pedestrian improvements in the Freedom area and other major infill areas.
Goal 3.5 Preserve Character of Established Neighborhoods.
Encourage preservation and protection of long established neighborhood qualities.

Policy 3.5.1 New development in established traditional neighborhoods shall not drastically alter or detract from the existing character of the neighborhood.

Implementation

3.5.11 The City shall continue to evaluate existing neighborhood land use patterns prior to the approval of new development that might prove disruptive to the local circulation and the use of community facilities such as parks and schools.

3.5.12 The City shall exercise land use and zoning regulations to ensure balanced neighborhood development that minimizes impacts on existing neighborhoods.

3.5.13 The City shall encourage continued identification, designation, and maintenance of significant historic buildings, homes, and landmark features to help preserve neighborhood character, history, and integrity.

Policy 3.5.2 Promote healthy neighborhoods and community by encouraging neighborhood convenience stores to carry healthy food such as fresh fruits and vegetables.

Implementation

3.5.21 Condition neighborhood markets (convenience stores) at the time of development review to incorporate the sale of fresh fruits and vegetables.

Goal 3.6 Developing Suitable Land.
Encourage appropriate development on lands best suited for urban uses.

Policy 3.6.1 Appropriate land uses shall be encouraged to develop on lands best suited for that use.

Implementation

3.6.11 The City shall allow moderate and higher densities within the existing City limits where it is most compatible. Through the development review process, the City shall encourage higher densities (development of townhomes, apartments, and mixed-use buildings with residential units) in locations least affected by physical, policy, and economic constraints.

3.6.12 The City shall allow multiple uses and support intensification where feasible and appropriate. Where the potential impacts and mitigation measures associated with mixed-use can be identified and fully considered through the California Environmental Quality Act process, the City shall encourage use intensification by allowing multiple uses on the site, e.g., residential and commercial uses.

3.6.13 The City shall designate as open space those areas with multiple constraints sufficient to make urban development unsuitable. These areas shall be used for active or passive recreation, environmental protection, alternative transportation corridors, and/or city beautification, depending on the nature of the constraint.
3.6.14 The City shall not permit new development to encroach upon lands zoned for Environmental Management-Open Space (EM-OS).

3.6.15 If human remains of Native American origin are discovered during ground-disturbing activities, it is necessary to comply with state laws relating to the disposition of Native American burials, which falls within the jurisdiction of the California Native American Heritage Commission (NAHC) (Public Resources Code, Section 5097). If human remains are discovered or recognized in any location other than a dedicated cemetery, there shall be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent human remains until:

- the Santa Cruz County coroner has been informed and has determined that no investigation of the cause of death is required and
- if the remains are of Native American origin,

- the descended from the deceased Native Americans have made a recommendation to the landowner or the person responsible for the excavation work for means of treating or disposing of, with appropriate dignity, the human remains and any associated grave goods as provided in the Public Resources Code, Section 5097.98, or

- the California NAHC was unable to identify a descendant or the descendant failed to make a recommendation within 24 hours after being notified by the NAHC.

According to California Health and Safety Code, six or more human burials at one location constitute a cemetery (Section 8100), and disturbance of Native American cemeteries is a felony (Section 7052). Section 7050.5 requires that excavation be stopped in the vicinity of discovered human remains until the coroner can determine whether the remains are those of a Native American. If the remains are determined to be Native American, the coroner must contact the California NAHC.
Goal 3.7 Consistency With General Plan.
The City shall remain committed to using the General Plan as the blueprint and guideline for future growth; all new development should be consistent with the General Plan.

Policy 3.7.1 The City shall regulate future urban development to be consistent with the goals of this General Plan.

Implementation

3.7.11 The City shall conduct an annual review of urban development and capital improvements to ensure that long-term land use objectives are being achieved by evaluating the cumulative effects of individual project approvals.

3.7.12 The City shall annually review and update the Zoning Code for consistency with the General Plan and Land Use Diagram. In addition, the review shall evaluate whether the Zoning Code can be improved to better address the long-term land use objectives.

3.7.13 The City shall respond to public complaints and conduct periodic inspections to ensure that projects are being constructed, maintained, and operated in a manner consistent with the project approval.

3.7.14 The City shall use the environmental review process to ensure that project mitigations including mitigation monitoring program required by CEQA, implement the policies of the General Plan, reduce environmental impacts to acceptable levels, and make adequate provisions for public safety.

3.7.15 The City shall strictly limit provision of urban services in areas designated for environmental management or otherwise viewed as unsuitable for urban development; however, an extension of urban services shall be allowed in order to facilitate travel through areas designated for environmental management.

3.7.16 The City shall place traffic impact mitigation on new development consistent with the policies of the Transportation and Circulation section and the City standards for access, parking, and roadway improvements.

3.7.17 The City shall prepare or update existing design guidelines for residential, commercial, industrial, and mixed-use projects. Design guidelines shall follow the parameters outlined in the Urban Design Element.

3.7.18 The City shall consider mixed-use zones or “overlay” zones to allow, at a minimum, buildings to be 2 stories and up to 3 where appropriate, and up to 4 to 6 stories on a case by case basis.

3.7.19 The City shall, in mixed-use projects, consider allowing a range of FARs from 1.0 to 3.0.

3.7.20 For mixed-use projects, the City shall not necessarily require open space to be provided on the project site. Each project, however, may be required to pay an impact fee to help develop designated common open space appropriate for the redevelopment project area.
3.7.21 The City shall evaluate the option for developers to prepay several years’ property tax if the City must purchase property or open space facilities to serve the development.

3.7.22 The City shall encourage that a preferred development density of a project should remain within the acceptable range of density; it should not be less than the lowest range of densities nor more than the highest range of densities.

Goal 3.8 Public and Quasi-Public Land Use.
Ensure adequate amount of land for public and quasi-public uses needed to serve City residents.

Policy 3.8.1 The City shall plan for and designate an adequate amount of land to accommodate the institutional land uses needed to serve residential neighborhoods and the entire City.

Implementation

3.8.11 Coordination.
The City shall actively participate with the Pajaro Valley Unified School District to coordinate planning for school site development in conjunction with neighborhood park and residential development. This coordination shall include consultation with PVUSD when the City reviews residential or commercial development proposals or considers its own park and recreation needs to meet the needs of projected housing development.

3.8.12 Needs Assessment.
As City population grows, the City shall conduct a needs assessment to expand recreational opportunities and other public facilities to meet the needs of the community.
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Walkable mixed-use neighborhoods provide the basic building blocks for more livable—and environmentally sustainable—cities. Design plays a vital role in their creation. At a large scale, the arrangement of complementary land uses and transportation can influence how easily people can walk to local destinations or transit. At the scale of the street, landscaping and street-facing building entrances and windows create attractive places that support neighborhood life and discourage crime. At the scale of the building, porches, overhangs and other architectural features offer protection from heat and rain, and reduce energy use.

Quality design is a necessary accompaniment to the urban settings and densities anticipated by the General Plan. Good design influences how people perceive a neighborhood or city. Design can make shopping districts vibrant and make residential neighborhoods more welcoming. An essential ingredient is how buildings face streets, parks and plazas. Do buildings help make streets more active? Do windows create the possibility that someone can watch, and therefore discourage unwanted behavior? Do buildings frame the street spatially? And do they communicate that Watsonville is a unique place?

The design of streets also influences community life. Streets can do much more than merely move traffic. Residential streets can provide a safe place where neighbors come together and where children play, but they must be designed to calm traffic. Streets with retail and community activity provide a stimulating place where people come together to participate in community life. Streets are also a place where residents can enjoy scenic views as part of their daily lives.

The Urban Design and Human Scale Element seeks to establish functional relationships that foster healthy communities, add economic value, and enhance Watsonville’s aesthetic character. These objectives are essential, not only for the well-being of Watsonville’s residents, but also as an important ingredient for attracting and retaining businesses.

**Community Concerns**

Based on public input at workshops and open houses, the following major issues were established as critical improvements to maintain a healthy community.

- City beautification efforts should be intensified.
- Plans for adding street trees to existing arterials and boulevards should be provided.
- Improve walkability in districts with highest potential to benefit from enhancements, particularly in the downtown, Freedom Blvd. corridor, East Lake Avenue, Walker Street, and other areas and streets as identified.
- Enhance pedestrian passage and experience on streets by widening sidewalks and/or adding landscaping to provide a buffer from traffic.
- Encourage new residential development patterns to be more inviting to pedestrians by encouraging walkable neighborhoods and street-facing architectural elements, including front porches.
- Encourage placement of garages behind housing and/or place less emphasis on cars in the front of homes.
- Conserve views valued by the community, particularly of open space, mountains, and wetlands.
Conditions & Considerations

Walkable Districts
Communities must be pleasant places to walk, if we want people to reduce their use of cars. Walkable districts represent the basic building block for a city that is more sustainable—socially, environmentally, and economically. Walkable districts mix complementary uses, maintain reasonable walking distances, and bring building entrances and facades to the street. Conveniences and recreation can be walked to easily, along safe and attractive routes. This traditional pattern presents a sensible alternative to auto-reliant development that separates housing and jobs from conveniences and transit, exacerbates traffic congestion, creates social enclaves, and consumes more land.

Livable Streets
Streets set the stage for many dimensions of community life. Streets that are lined with trees, sidewalks, building entries and windows make walking more attractive whether for errands or recreation. Well-designed streets also make it easier to meet neighbors and partake in community life. Their character can also have a profound effect on the image and identity of a city or neighborhood.
Neighborhood Scale and Walkability. With segregated uses (top), walking is discouraged as trips tend to be more circuitous and often converge along heavily-traveled “collector” streets. Complementary uses set with and interconnected street network (bottom) bring together essential aspects of community and minimizes reliance on the car.
**Street-Facing Architecture**

Streets are more attractive and safe when they are lined with building entrances and windows, rather than parking lots or blank garage doors. By minimizing front setbacks, buildings contribute activity and informal surveillance to the street, which encourages walking. Porches provide families with a protected place where they can engage in neighborhood life. By reducing setbacks, buildings also establish a more intimate and village-like scale. Established areas that lack pedestrian-supportive architecture can transform over time through infill, intensification, and redevelopment.

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**Livable Community Residential Design Guidelines**

The creation of more walkable districts with street-facing architecture is also addressed in Watsonville’s “Livable Community Residential Design Guidelines.” The Urban Design and Human Scale Element elevate many concerns within the Livable Community Residential Design Guidelines to General Plan policy, as well as adding additional provisions for non-residential areas.
Corridors-Boulevards

Aging strip commercial properties along Freedom Blvd., East Lake Avenue, Main Street (between Freedom and Pennsylvania), and Walker Street represent opportunities for future infill and redevelopment. Change and intensification of these areas can be shaped to create “mixed-use boulevards,” which can offer a range of shops and services and encourage walking for many trips. Street trees and other enhancements can help beautify these frequently traveled routes.

Transforming Major Corridors. Many General Plan policies encourage the transformation of existing strip commercial corridors into mixed-use boulevards to bring conveniences closer to residents, deliver needed housing, and support transit.
Downtown Revitalization
Watsonville’s downtown represents not only the heart of the community, but a location where an intense sense of community can be generated by strengthening its array of cultural and retail destinations, and by encouraging urban housing. The downtown contains many assets including historic buildings and uses with higher intensities. The downtown also has vacant lots and nondescript low-rise buildings that, over time, might be replaced with urban uses that can contribute to the area’s vitality.

A Sense of Place
Watsonville has a unique heritage that is rooted in its climate, topography, history and cultural traditions. Private development and City actions can reinforce and enhance Watsonville’s unique character. Another dimension of place making is the ways that buildings and public space relate: buildings should create coherent and well-shaped public spaces, and shield public spaces from parking lots and other features that dilute activity and urban form along streets, parks, and plazas.

City Beautification and Scenic Resources
Watsonville’s aesthetic character is vital to community pride and its attractiveness to visitors and businesses. Scenic resources play a special role and consist of Watsonville’s natural and agricultural environs, as well as its historic buildings and districts.

Diversity in Housing
Diverse housing represents an important ingredient for the social and economic health of a community, by supporting a wider range of industries, shops, and services with diverse housing opportunities. Watsonville also makes it possible for individuals to remain in a community during all of their stages in life—as young adults, as parents with children at home, and in retirement.

Holistic Design
Every increment of construction should be made in such a way to make the City whole. Each individual action should consider (with regard to its contribution) creating more livable places and a more livable city.
Downtown Concept. The transformation of Downtown Watsonville can continue by encouraging attractive “infill” projects and through the strategic arrangement of destinations and parking. (This image is for illustrative purposes only. Location of uses are subject to future study.)
Goals, Policies, and Implementation

Goal 4.1  Design and Develop Walkable Districts. Encourage pedestrian-friendly neighborhoods, a vibrant downtown, and great streets, parks and plazas, by leveraging public investments and guiding private actions. Safe and comfortable settings should be a goal in both urbanized and new growth areas.

Policy 4.1.1  The City should encourage the integration of complementary land uses within walking distance of each other, as is provided for in the Land Use Element of this General Plan.

Implementation

4.1.11 Pedestrian Supportive Zoning and the Livable Community Guidelines. The City should amend existing zoning ordinances to support the creation of pedestrian-supportive development consistent with provisions of the General Plan and the Livable Community Design Guidelines.

4.1.12 Pedestrian Connections. The City should encourage pedestrian circulation networks that provide relatively direct connections between homes and jobs and the retail, civic, or other facilities that can serve them. The City should require sidewalks as part of all street improvements, preferably with street trees between the curb and the primary path of pedestrian movement. Within new growth areas, the City should encourage local circulation patterns that distribute traffic among multiple routes and avoid the use of heavily traveled collector streets.
4.1.13 **Street-Facing Buildings.**
In residential, retail, office, or mixed-use areas, zoning revisions and design guidelines should encourage buildings that abut streets and trails in a fairly continuous way.

![Street-facing Architecture. In the Downtown and along corridors, mixed-use buildings are encouraged to provide needed housing and desirable retail conveniences.](image1)

4.1.14 **Mitigating Parking.**
Parking lots, garage doors, loading zones, and mechanical equipment should be set back away from streets and trails. Along a street or trail, parking can be set below buildings but should not be conspicuous.

![Mitigating Parking. Building entrances, windows, and activity can be placed closer to the street when parking is placed behind or below buildings.](image2)
4.1.15 Street Frontage.

Buildings should be set forward and contain windows and building entrances that face streets and trails. Blank walls should not face streets or trails.

Not all buildings need to address a street or trail, as long as the frontage along streets provides a satisfactory walking environment through the use of building fronts and landscaping. (See tables 4.2, 4.3, and 4.4 below.)

**Figure 4.2 Suggested Front Setbacks for Buildings (minimum and maximum)**

<table>
<thead>
<tr>
<th></th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown &amp; Corridors</td>
<td>0 feet</td>
<td>5 feet</td>
</tr>
<tr>
<td>Urban Residential &amp; Employment</td>
<td>5 feet</td>
<td>15 feet</td>
</tr>
<tr>
<td>Lower Density Residential</td>
<td>10 feet</td>
<td>20 feet</td>
</tr>
<tr>
<td>Industrial &amp; Auto-Serving Commercial</td>
<td>10 feet</td>
<td>30 feet</td>
</tr>
</tbody>
</table>

**Figure 4.3 Suggested Extent of Windows and Doors within Street-Facing Facades (minimum area)**

<table>
<thead>
<tr>
<th></th>
<th>Ground Floor</th>
<th>Upper Floors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown &amp; Corridors</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Lower Density Residential</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Industrial &amp; Auto-Serving Commercial</td>
<td>25%</td>
<td>no requirement</td>
</tr>
</tbody>
</table>

**Figure 4.4 Suggested Street Frontage Requirements**

(measured as a percent of the length of each parcel line that abuts the street)

<table>
<thead>
<tr>
<th></th>
<th>Building (minimum)</th>
<th>Parking, Garage Doors, and or Blank Walls (maximum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Corridors &amp; Employment</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Lower Density Residential</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Industrial &amp; Auto-Serving Commercial</td>
<td>no minimum</td>
<td>no maximum</td>
</tr>
</tbody>
</table>
4.16 Building Entrances.
Building entrances that do not connect directly to a street or trail, should be accompanied by a pedestrian path that leads directly to a street or trail.

Goal 4.2 Contextual Design.
Protect Watsonville’s agricultural and architectural heritage and, in all improvements, encourage a “sense of place” that is rooted in Watsonville’s unique climate, topography, history, and cultural traditions.

Policy 4.2.1 The City should encourage designs for buildings and landscapes that complement Watsonville’s unique setting, character, and ecology, and should implement this policy objective through: revisions to its zoning, design review requirements, and/or through the development and application of special studies and design guidelines.

Implementation

4.2.11 Climatic Response.
The City should encourage building designs that respond to Watsonville’s climate to increase human comfort, reduce energy use, and energy system costs. Awnings, arcades, trellises, eaves, and/or recessed windows should be used, and should have greater depth than is typical to maximize protection from the sun and rain. Building entrances should always be covered by being deeply recessed, or by being accompanied by an overhanging roof or porch. At least one operable window should be provided in all rooms with exterior windows. Windows, “light shelves,” and skylights are encouraged for lighting interior spaces. HVAC equipment should be shaded. Deciduous shade trees are also encouraged near south- and west-facing facades, to block summertime sunlight while admitting sunlight in the wintertime.
4.2.11 Aesthetic Compatibility.
While it is not the City’s desire to insist that new architecture follow historic precedent, it is expected that design responses to Watsonville’s climate and geography will make future projects sympathetic to Watsonville’s cultural heritage. Whenever new development is proposed immediately next to historic buildings or existing neighborhoods, or when a project is adding to or remodeling an existing building, the City should seek a heightened level of visual harmony through the design review process—relative to materials, proportions of openings, roof form, and transitional mass and scale. In all instances, “mirrored” glass should be avoided, and the visual impact of parking, garages, mechanical equipment, and refuse containers should be mitigated. Specific provisions for residential buildings are listed below and in Watsonville’s “Livable Community Design Guidelines.”

4.2.12 Sense of Permanence.
Exterior materials should be durable. Exterior materials that are obviously simulated should be avoided. Materials should be properly detailed, to improve their appearance and extend their life, and to avoid conditions where veneers are revealed.

4.2.13 Ecological Site Design.
The site design and landscaping for new development should address the need to filter pollutants from stormwater runoff. Stormwater quality features are preferred, which reveal the area’s unique topography and native vegetation. Specific strategies are discussed in the Natural Resources Element.

Goal 4.3 Good Urban Form in the Downtown and Corridor Areas.
Protect Watsonville’s agricultural and architectural heritage and, in all improvements, encourage a “sense of place” that is rooted in Watsonville’s unique climate, topography, history, and cultural traditions.

Policy 4.3.1 The City should initiate and implement initiatives to encourage a downtown that is more vibrant and is more welcoming at all hours of the day and night. Specific objectives include: increasing retail-entertainment activity; encouraging higher-density mixed-use residential projects; adding visitor-oriented uses; supporting a greater range of civic and cultural activities; improving the safety and comfort of pedestrians; and targeting uses and activities that appeal to a wider range of Watsonville’s residents (for more discussion on “Downtown” and “Corridor Areas” refer to pages 3-40 to 3-45 and policy 3.1.2 on page 3-47).

Implementation

4.3.11 Downtown Area Plan.
The City shall update the area plan for revitalizing and intensifying Watsonville’s central business district (CBD) according to policy 3.1.2 and its implementation actions.

4.3.12 Urban Form.
The downtown should offer an attractive urban environment, with pedestrian-friendly streets and a high level of special enclosures created by taller buildings built close to the street. Buildings should be built at or near streetside property lines. Active interior space should have windows that face the street, and should not be elevated more than 5 feet above the street. If parking is visible below the active ground-floor, it should be visually mitigated. Highly fenestrated commercial uses are preferred at ground level within the downtown. For pedestrian-supportive street features, see the Transportation Element.
4.3.13 Parking.

The City should encourage comprehensive strategies for parking in the downtown, where walk-to destinations, transit use, and shared parking opportunities will reduce demand for parking. The General Plan endorses reducing parking requirements to under one parking space per unit. Reductions in parking demand shall be studied further and reduced parking requirements shall be codified. In particular, the City shall investigate, develop and implement shared use parking measures to reduce parking needed and to more efficiently utilize present and future parking. The City should also consider planning and financing the creation of multi-level parking garages as a way of supporting development on smaller parcels and of yielding efficiencies associated with shared parking.

Policy 4.3.2 The City should implement initiatives for the Freedom Boulevard and East Lake corridors, portions of Main Street (between Freedom Boulevard and Pennsylvania), and Walker Street. The initiatives should seek to transform these corridors into mixed-use boulevards by: encouraging new development with street-facing buildings, encouraging active uses within the ground floors of such buildings, establishing pedestrian-friendly streetscapes with strong civic identities, and addressing economic realities for retail and mixed-use.

Implementation

4.3.21 Corridor-Boulevard Area Plans & Design Standards.

The City should develop area plans for portions of the Freedom, East Lake and Main Street corridors, where mixed-use boulevards are desired. Each corridor area plan should be comprehensive and integrate retail, housing, transportation, parking, urban design, recreation, historic resource and economic considerations. The City should develop design standards to guide the future character of mixed-use boulevards. For additional discussion, see policy 3.1.1 on page 3-46.

4.3.22 Corridor Urban Form.

Corridors should offer an attractive urban environment, with a high level of special enclosures created by taller buildings built close to the street as described in “4.1.13, Street-Facing Buildings.” Active, well-fenestrated commercial buildings are preferred along the ground-level of these mixed-use corridors/boulevards.
4.3.23 Street Design.
Streetscapes that support mixed-use development along corridors should be encouraged. The phasing of new development and street improvements should be coordinated.

4.3.24 Housing in the Corridors.
The City should solicit the interest of mixed-use and residential developers who have demonstrated a commitment to urban housing of a high quality. Promotional materials might describe each corridor’s unique advantages, the demographics and buying power within its market area, and a proforma of generic development opportunities. Additionally, clear design guidelines and a pattern book of preferred housing types should be developed.
Goal 4.4  Good Urban Form Through Residential Design.
Foster good urban form in the City through residential design.

Policy 4.4.1  The City should revise zoning provisions, the “Residential Development Standards,” and other policies to maintain the scale and character of established neighborhoods, and create new neighborhoods consistent with the provisions of the General Plan and Watsonville’s “Livable Community Design Guidelines.”

Implementation

4.4.11 Relations of Buildings to Street.
Every residence’s front facade should face a street, public trail, or landscaped walkway; and street frontages should be addressed by front facades. The front façade should include a clearly defined primary entrance that includes a porch, stoop, or fenestrated vestibule. The visual impact of parking, garage doors, mechanical equipment, and refuse containers should be mitigated.

4.4.12 Infill Housing.
In Watsonville’s established neighborhoods, infill housing should be of a similar scale, orientation, and form as nearby structures, except when adjacent to Watsonville’s downtown and corridors/boulevards where higher density building types may be appropriate. Accessory units, duplexes, and triplexes should be considered acceptable solutions for maintaining the scale of single-family areas, while allowing additional density.
4.4.13 New Growth Areas.
See discussion in the Land Use Element on the New Growth Areas and on page 3-45 under policy 3.4.1.

4.4.14 Integration of Parks, Trails, and Other Community Facilities.
New development should integrate these features as described in the Parks & Recreation Element. Streets should provide convenient physical and visual access to these community features. New projects should also face building entrances and windows toward these features to provide informal surveillance. Front facades should face into parks, and townhouses and apartments should be used to enclose parks spatially and put residents who have little or no yard adjacent to parks.
Goal 4.5  Good Urban Form Through Employment Area Intensification.
Foster good urban form in the westside employment area of the City through intensification of land use and application of design guidelines.

Policy 4.5.1  The City shall promote strategies and programs that encourage intensification within its westside employment area, as new development and redevelopment occur. At the same time, the City should celebrate through design its connection to agriculture and recognize the importance of agricultural processing to the local economy.

Implementation

4.5.11  Flexibility.
The City should encourage buildings that can be adapted to allow industrial uses to intensify and/or give way to office or research & development uses. Development plans should identify opportunities to insert mezzanines or additional floors, and to accommodate potential future buildings within the site.

4.5.12  Building Orientation.
On Beach Street, Riverside Drive, and the future trail along Watsonville Slough, new construction should place an attractive front façade and building entrance. Administration, office and research activities should be placed along front facades to increase opportunities for windows.

4.5.13  Street Design.
New projects should help implement provisions within the Westside Streetscape Plan.
Goal 4.6  Design and Create Good Urban Streets.
Foster good urban form through designing and building streets with the needs of pedestrians in mind.

Policy 4.6.1  The City should promote streetscapes that provide comfortable environments for pedestrians, accommodate cars, and are attractive reminders of Watsonville’s pride.

Implementation

4.6.11 Street Standards.
Street standards should be adopted that balance the needs of vehicles and pedestrians, and support adjacent land uses through their design. Streets should be pedestrian-friendly with street trees, adequate sidewalks, and decorative light fixtures. Travel lane widths and intersection curb radii should not exceed the minimum acceptable for the street’s function. Standards for street design appear in the Transportation Element. Specific provisions for residential streets are also contained in Watsonville’s “Livable Community Design Guidelines.”

4.6.12 Street Networks.
Where new streets are called for, street alignments and connections should provide reasonably direct routes to local destinations, such as retail and community facilities; pedestrian paths may be used to create these direct routes where streets are not feasible because of existing development or topography. New street networks should connect with and extend the street pattern of established areas, where practical. Street stubs should be provided at interior property lines, where a future need to circulate through a parcel is anticipated. Additional standards for street circulation appear in the Transportation Element.

4.6.13 Sidewalks.
Sidewalks should be provided along all public streets. They should be ADA compliant and provide a clear path for pedestrians, uninterrupted by utility boxes, poles, fire hydrants, or other features.

4.6.14 Alleys.
The City should develop standards for alleys as they offer an efficient way to service and park street-facing buildings with windows, entrances and smaller setbacks.

4.6.15 Traffic Calming.
The City should continue to support traffic calming activities for the protection of pedestrians.

4.6.16 Tree Planting.
The City should pursue a Citywide program of tree planting. Street trees should be placed between the curb and sidewalk. Trees should have prepared soil, drainage, and irrigation for their continued health. Street trees should be not more than 40 feet apart or as advised by a qualified arborist. Trees should maintain visual clearance at intersections and other public safety concerns.

4.6.17 Street Lights.
The City should review existing street lighting standards from the perspective of pedestrian comfort and community identity, and identify ways that street lighting can attain a more traditional form and scale—especially in the downtown, along corridors, and in residential neighborhoods.
Goal 4.7  Preserve Scenic Resources.
Encourage preservation of important City vistas, particularly of natural, historic, and agricultural heritage features of Watsonville.

Policy 4.7.1  The City should seek to preserve and enhance visual enjoyment of natural and historic features within Watsonville, as well as the enjoyment of natural and agricultural areas that surround the City. The City should also control the character of visually prominent locations, such as “gateways” into the City, and the end of important urban vistas.

Implementation

4.7.11 Natural Resources.
Natural resources shall be conserved and enhanced as provided for in the Natural Resources Element.

4.7.12 Gateways.
The City should design and implement signage and landscaping for major points of entry into the City, as identified in Figure 4.5 Gateways and Vistas.

4.7.13 Vistas.
The configurations of major streets give some parcels exceptional visual prominence, as described in Figure 4.5 Gateways and Vistas. The visual sensitivity of projects proposed in these locations should be considered during design review.

4.7.14 Historic Resources.
The City should endeavor to conserve and enhance its historic resources through context-sensitive design, as provided for within the Historic Element. Fences should complement and should not obscure historic resources.
Figure 4.5 Gateways and Vistas

Gateways and Vistas. Unique visual opportunities are created when entering town from the countryside ("gateways") and views where major streets bend ("vistas").
Goal 4.8 Aesthetically Pleasing Signage.
Encourage use of signage and wayfinding markers that are aesthetically pleasing.

Policy 4.8.1 Signage.
The design review process shall be used to ensure that signs (materials, size, color, lettering and location) are aesthetically pleasing and compatible with the surroundings.

Implementation

4.8.11 Conditions on Development.
Conditions should be placed on proposed development to ensure that Design Review Guidelines for signs and advertising criteria are followed, and that criteria for specific zoning districts are implemented.

4.8.12 Uniform Sign Program.
In order to discourage visual clutter, the City should require integrated sign programs for projects with multiple business tenants.

4.8.13 Modify Sign Ordinance.
The City shall update the sign ordinance.

Goal 4.9 Encourage Design Quality.
Enhance and expand development project review procedures to ensure conformance with policies that encourage appropriate relationships among buildings, parking, streets, and open space, and elevate the quality of construction and design.

Policy 4.9.1 Development project review procedures should continue and expand consideration of appropriate relationships among buildings, parking, streets, and open space, and seek to elevate the quality of construction and design.

Implementation

4.9.11 Project Review.
Project proposals for non-single-family uses should undergo development review according to chapter 14-12 Part 4 of the Watsonville Municipal Code. Project review should apply to new construction, remodeling or renovation projects deemed significant.

4.9.12 Design Guidelines.
Development project proposals should conform with adopted guidelines. Guidelines should contain measurable provisions to provide consistency and streamline the review process. Existing guidelines should be reviewed and, if necessary, modified to be in conformance with General Plan provisions. For some uses, new guidelines may be needed. New guidelines should also accompany future area plans and specific plans.
4.9.13 Design Factors.
The design review process should encourage projects that support General Plan goals and policies, respond appropriately to context, and encourage an attractive and human-scaled architecture and landscaping.

Considerations include:

- building orientation, with regard to front façade, entry, privacy, views, solar access, trees, and topography;

- pedestrian movement, for safety, convenience and comfort, including the avoidance of blank walls;

- parking, garage, equipment, and loading, so as to mitigate its visual and social effects along pedestrian paths;

- exterior finishes, with regard to regional and local precedents, color, durability, and ease of maintenance;

- landscaping, for enclosure, seasonal color, erosion control, adequate irrigation, water conservation, and human comfort;

- utilities, with regard to their character, undergrounding or screening, and coordination with landscaping and pedestrian movement;

- lighting, so as to blend with architectural style, avoid glare off-site or into residences, and provide safe areas;

- antennae and mechanical equipment, in an effort to screen through discrete placement;

- neighborhood character, relative to materials, proportions of openings, and roof form, and transitioning mass and scale; and,

- historic adjacencies and additions, suggesting stylistic considerations.
5.0 ECONOMIC DEVELOPMENT

The purpose of the economic element is to provide the City with a framework for economic growth. Watsonville’s location in the Monterey Crescent, as well as its proximity to major metropolitan areas and abundant natural resources, offers significant opportunities. The strategies in this plan will help define Watsonville in the minds of businesses and residents throughout the region. Sound economic development policies will enhance Watsonville’s ability to capture regional job growth and business expansion while maintaining its capacity to provide public services for current and future residents.

A common understanding of economic development helps clarify intent and purpose. With this in mind, we encourage a definition that acknowledges the importance of collaboration and partnership. Economic development is the use of public resources to stimulate private investment. In other words, effective policy for Watsonville should be judged by how well public resources can create a response from private investors. This response can certainly be measured in jobs, but also in capital investment (land and buildings), technology, and spin-off (cluster) benefits.

“Economic development is the use of public resources to stimulate private investment.”

Approach
This chapter builds on information compiled and analyzed by the consulting team with input from city officials and other key stakeholders. This document is a direct result of these discussions and of additional research conducted by members of the consulting team.
Scenario Planning
In order to better understand the impact of potential
development trends in the city, the consulting
team developed three employment scenarios for
Watsonville. Scenario modeling was used as a
foundation for the general plan because of its ability
to demonstrate the impact of different approaches
to future development. This is especially true for
economic development in Watsonville, where the
relationship between employment, housing and land
use are directly intertwined.

The three employment scenarios represent
alternatives futures for the community. On the one
hand, Watsonville's growth is assumed to be that of
a bedroom community (Scenario 1). On the other,
employment gains reshape the city as a thriving
employment center (Scenario 3). An additional
alternative reflects growth along current strengths
(Scenario 2).

The consulting team also prepared estimates of
office and industrial space that would be required
under each scenario. Different employment
scenarios call forth different office and industrial
space demands. Different types of business will
have greater or lesser demand for space, and this
is reflected in the intensity of property use. This
intensity is itself measurable in terms of total square
footage requirement by sector. A comparison of the
employment patterns and real estate needs for the
three scenarios is presented in Figure 5.1.

These scenarios are not a sure predictor of the future.
What actually happens in a community is often a
function of elements that cannot be easily predicted
and that may be the result of national incidents and
events which play out very differently in different
places. Nevertheless, these scenarios to represent
plausible alternatives and are deserving of careful
consideration.

The three scenarios have only a modest effect on the
overall structure of employment in percentage terms.
Given Watsonville's current manufacturing strength
and the small, though key, base of employment
represented by farm workers, it is unlikely that
substantial shifts would occur absent the loss of
several large employers. The scenarios do, however,
produce fairly dramatic differences in terms of the
number of jobs. This is also to be expected under the
scenarios chosen—a bedroom community scenario
would, by definition, generate less employment than
a scenario in which new business growth is generated
internally, as in Scenario 3.

The “Current Strengths” scenario, which was
modeled on the city's recent employment patterns
and jobs-to-household ratio, most closely
resembles the "base case" for Watsonville. However,
maintaining or improving upon these trends will
require the city to pursue the goals set forth in this
plan. For example, developing aggressive infill, reuse,
and revitalization strategies and allowing flexibility
in non-residential land uses will be key to creating
opportunities for employment growth throughout
the city. Additionally, implementing policies to
encourage the development of a wide range of
housing options will help the city address the current
workforce housing challenge.

Absent these goals, the city runs the risk of
becoming a “bedroom community” for Santa Clara
County. Under this scenario, the city would become
increasing reliant on property taxes with little new
job growth in areas other than those required to
support a growing population (typically low-paying
jobs in retail and personal services).
Employment Goals
As part of the planning process, the consulting team worked with the city to translate the scenarios into employment and housing goals for individual planning areas. The employment figures represent jobs that require a physical place.

The goals and policies outlined in this element, in concert with those presented elsewhere in the plan, are intended to provide the city with the means to achieve these employment targets.

Figure 5.1 Summary of Employment Scenarios & Real Estate Forecasts

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</thead>
<tbody>
<tr>
<td>Total Employment (by Establishment)</td>
<td>23,522</td>
<td>22,828</td>
<td>23,856</td>
<td>25,915</td>
<td>26,709</td>
<td>3,187</td>
</tr>
<tr>
<td>Total Estimated Occupied Office Space (SF)</td>
<td>1,801,634</td>
<td>1,760,261</td>
<td>1,864,056</td>
<td>2,052,034</td>
<td>2,141,788</td>
<td>340,154</td>
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<tr>
<td>Total Industrial Space (SF)</td>
<td>5,171,298</td>
<td>4,964,650</td>
<td>5,045,132</td>
<td>5,319,510</td>
<td>5,327,027</td>
<td>155,729</td>
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</thead>
<tbody>
<tr>
<td>Total Employment (by Establishment)</td>
<td>23,522</td>
<td>23,633</td>
<td>25,645</td>
<td>29,025</td>
<td>31,287</td>
<td>7,766</td>
</tr>
<tr>
<td>Total Estimated Occupied Office Space (SF)</td>
<td>1,801,634</td>
<td>1,804,556</td>
<td>1,963,919</td>
<td>2,228,266</td>
<td>2,407,534</td>
<td>605,900</td>
</tr>
<tr>
<td>Total Industrial Space (SF)</td>
<td>5,171,298</td>
<td>5,194,675</td>
<td>5,608,904</td>
<td>6,135,005</td>
<td>6,772,755</td>
<td>1,601,457</td>
</tr>
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<tbody>
<tr>
<td>Total Employment (by Establishment)</td>
<td>23,522</td>
<td>24,439</td>
<td>27,434</td>
<td>32,134</td>
<td>35,866</td>
<td>12,344</td>
</tr>
<tr>
<td>Total Estimated Occupied Office Space (SF)</td>
<td>1,801,634</td>
<td>1,876,288</td>
<td>2,169,547</td>
<td>2,614,018</td>
<td>2,997,944</td>
<td>1,196,310</td>
</tr>
<tr>
<td>Total Industrial Space (SF)</td>
<td>5,171,298</td>
<td>5,379,320</td>
<td>6,019,344</td>
<td>7,024,683</td>
<td>7,811,755</td>
<td>2,640,457</td>
</tr>
</tbody>
</table>

Source: TIP Strategies estimates based on Association of Monterey Bay Area Governments forecast
Community Assessment
To understand the opportunities available to Watsonville, the team conducted an economic assessment of the area. The purpose of the assessment was to identify Watsonville's unique economic strengths and weaknesses in the context of the Pajaro Valley, as well as the larger regional economy. The analysis focuses on those factors that define the community's overall business climate, such as available skilled labor and community population, current industries and major employers, and land use.

To complete this assessment, we relied on the most current and accurate data sources (proprietary and public) covering those attributes of greatest concern to business leaders, site selectors, and other economic decision makers. The quantitative analysis was supplemented by interviews with major employers, education officials, local retailers, and members of the development community. Highlights of the assessment follow.

Figure 5.2 General Distribution of Growth.

<table>
<thead>
<tr>
<th>General Location</th>
<th>Households</th>
<th>Employment (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buena Vista</td>
<td>1,300</td>
<td>200</td>
</tr>
<tr>
<td>Manabe-Burgstrom</td>
<td>100</td>
<td>2,100</td>
</tr>
<tr>
<td>Atkinson Lane</td>
<td>500</td>
<td>90</td>
</tr>
<tr>
<td>Freedom Blvd.</td>
<td>700</td>
<td>980</td>
</tr>
<tr>
<td>East Lake Ave.</td>
<td>250</td>
<td>300</td>
</tr>
<tr>
<td>Downtown</td>
<td>750</td>
<td>975</td>
</tr>
<tr>
<td>West Beach Ave.</td>
<td>0</td>
<td>1,435</td>
</tr>
<tr>
<td>Airport Area</td>
<td>0</td>
<td>1,200</td>
</tr>
<tr>
<td>Neighborhood Infill</td>
<td>500</td>
<td>220</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,100</strong></td>
<td><strong>7,500</strong></td>
</tr>
</tbody>
</table>
Current Conditions
Understanding current conditions—such as socioeconomic factors, labor and industry trends, and recent dynamics of the real estate market—lays a foundation for the economic development planning process. Our analysis of these elements, combined with input from local business and community leaders, and the insights gained from the scenario modeling process, informed the development of policies in this element that will influence Watsonville’s economic and political landscape in the coming decades.

Socioeconomic Factors
Santa Cruz County has doubled in population over the past 30 years. There are three basic components to the county’s growth: (1) natural increase, or the net difference between births and deaths; (2) domestic migration, or the movement from one location to another within the United States; and (3) international migration, or the movement between the United States and a foreign country. Since 1990, Santa Cruz County has experienced steady natural increase and steady foreign in-migration. This growth has been offset, however, by accelerating domestic out-migration.

By comparison, the City of Watsonville tripled its population during the same period. Only Scotts Valley experienced greater population growth between 1970 and 2000 when measured in percentage terms. However, the drivers of this population growth are not always what they seem. Roughly half of Watsonville’s growth between 1990 and 2000 was the result of annexation of inhabited areas, rather than the result of attracting new residents. When a community increases its geographic area, it can “grow” its population independently of the forces affecting the region as a whole. This is a factor for Watsonville, and it plays a part in a comparative view of cities in the county.

Figure 5.3  Population for Selected Cities, 1970-2000.

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<tr>
<td></td>
<td>change</td>
<td>%</td>
<td>change</td>
<td>%</td>
<td>change</td>
<td>%</td>
</tr>
<tr>
<td>SANTA CRUZ CO.</td>
<td>123,790</td>
<td>188,141</td>
<td>229,734</td>
<td>255,602</td>
<td>131,812</td>
<td>106.5</td>
</tr>
<tr>
<td>Watsonville</td>
<td>14,719</td>
<td>23,662</td>
<td>31,099</td>
<td>44,265</td>
<td>29,546</td>
<td>200.7</td>
</tr>
<tr>
<td>Scotts Valley</td>
<td>3,621</td>
<td>6,891</td>
<td>8,615</td>
<td>11,385</td>
<td>7,764</td>
<td>214.4</td>
</tr>
<tr>
<td>Santa Cruz (city)</td>
<td>32,076</td>
<td>41,483</td>
<td>49,040</td>
<td>54,593</td>
<td>22,517</td>
<td>70.2</td>
</tr>
<tr>
<td>Aptos</td>
<td>8,704</td>
<td>7,039</td>
<td>9,061</td>
<td>9,396</td>
<td>692</td>
<td>8.0</td>
</tr>
<tr>
<td>MONTEREY CO.</td>
<td>247,450</td>
<td>290,444</td>
<td>355,660</td>
<td>401,762</td>
<td>154,312</td>
<td>62.4</td>
</tr>
<tr>
<td>Salinas</td>
<td>58,896</td>
<td>80,479</td>
<td>108,777</td>
<td>151,060</td>
<td>92,164</td>
<td>156.5</td>
</tr>
<tr>
<td>SAN BENITO CO.</td>
<td>18,226</td>
<td>25,005</td>
<td>36,697</td>
<td>52,234</td>
<td>35,008</td>
<td>192.1</td>
</tr>
<tr>
<td>SANTA CLARA CO.</td>
<td>1,065,313</td>
<td>1,295,071</td>
<td>1,497,577</td>
<td>1,682,585</td>
<td>617,272</td>
<td>57.9</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
47,700 people by 2003 according to the Association of Monterey Bay Area Governments (AMBAG). Regional forecasts prepared by AMBAG predict continued growth in the area through the coming decades.

As a result of the county’s migration patterns, the composition of the county’s population is changing rapidly, driven largely by changes in Watsonville. Santa Cruz County is one-quarter Hispanic, largely because Watsonville is three-quarters Hispanic. The impact of local demographic trends are felt in a number of ways. For example, the average household size in Watsonville (3.84 persons per household) is higher than the county (2.7), the state (2.87), and the nation (2.59). This translates into more school-age children as a share of the population, placing additional strain on the local school district. This situation, combined with the city’s significant population of residents for whom English is not the primary language, affects educational attainment rates, which are lagging in the adult population. This in turn limits employment opportunities and career advancement, resulting in lower than average income levels for local residents.

Real Estate
Like most of the Greater Bay Area in Northern California, Watsonville’s non-residential real estate market has stalled (even as housing prices have risen dramatically). Net absorption of manufacturing, office, and R&D in the city has been sporadic since 2000. Only the warehouse market has been consistent—but with negative net absorption rather than positive. Watsonville’s warehouse market is quite large with over 2.7 million square feet of space. As of the end of the first quarter of 2004, BT Commercial, a local broker, reported that seven buildings of 20,000 SF or more were sitting vacant—underutilized assets in an economy that needs more jobs.

The availability of affordable housing was cited as a significant deterrent to economic development. Despite recent development of major housing projects, businesses continue to feel the effects of a long-standing shortage in affordable housing. As less land is available in Santa Cruz County, housing costs in Watsonville have risen. This trend is likely to continue, as regional housing costs also continue to rise. Watsonville’s situation is exacerbated by the combination of high housing costs and relatively low household incomes.
Employment & Industry
Despite difficult economic conditions, local businesses continue to expand and add new employees. Companies interviewed in the development of this element are keenly aware of technology demands and are re-positioning themselves in a more tech-savvy way. Agricultural-based businesses are sophisticated in their relationship to the supply chain and are finding new markets for existing products. With some exceptions, there is a general satisfaction with being in Watsonville.

Given the city’s agricultural base, it is no surprise that major employers in Watsonville are concentrated in associated industries such as food processing and distribution. Many of these companies chose Watsonville over other Bay Area locations because of cost considerations. Eventually, however, rising costs will begin to influence location and expansion decisions, even in lower-cost Watsonville. Moreover, interviews with local employers confirmed what the socioeconomic data suggest: educational attainment and workforce skills are a problem for employers and the lack of affordable housing is a problem for the employees. Complicating these issues are high unemployment rates (a common problem in seasonal agricultural economies) that are difficult to resolve without raising workforce skill levels. Meanwhile, many gainfully employed Santa Cruz County residents make a long, daily commute to jobs in other counties.

Fiscal
Watsonville has been able to meet its goals in recent budget cycles due to a combination of sound fiscal management and revenue growth from annexation. The city has also been successful in leveraging state and federal funds. Roughly 11 percent of the city’s 2003-2004 general revenues came from grants and state revenues. Dedicated funds connected with the city’s Federal Enterprise Community status have totaled more than $45 million since November 1998. This status is slated to expire on June 30, 2005, which will have a potentially negative impact on future competitive funding opportunities.

California’s budget crisis, however, threatens to derail future state funding opportunities. With our definition of economic development in mind, it becomes imperative to determine whether public funds can produce a discernible private response. The city’s current non-housing tax increment financing revenues are dedicated primarily to a single project. The state’s fiscal challenges, combined with the prospect of having fully developed the city’s available land, will make it difficult for the city to maintain current service levels in the future. The development of a new city hall can (and should) be continued with a broader vision of how private dollars can be generated in the surrounding area. This vision will of necessity require retail establishments, as well as space for professional service firms.
Strategic Considerations

Watsonville, while rooted in agriculture and food processing, has a diverse and stable economic base that extends far beyond those traditional industries. The community can grow its economic base, both through the attraction of new companies and—more importantly—through the expansion of existing firms.

Challenges

Interviews with local businesses and developers reveal a number of obstacles to continued business growth in Watsonville:

- **Improving the educational attainment and skill levels of existing workforce.** Lower operating costs have been a key factor in the growth of businesses in the city. However, today’s competitive environment means that business cost advantages must be combined with the availability of skilled workers. Local business people interviewed for this work expressed concerns about the quality of the available workforce, ranging from educational attainment to reliability to English language competency. These concerns affect the ability of businesses to expand, influence profitability, and limit the ability to train existing workers for higher levels of responsibility.

  Job layoffs are an unfortunate reality of current market conditions and can only be offset when the skills of the workers are not easily matched by lower cost labor elsewhere. This argues for a workforce that is both more flexible and more educated, even in those occupations that have traditionally been defined as low-wage. Examples can be found in nursing, in office support, and even in agriculture.

- **Increasing the supply of affordable “workforce” housing.** The availability of affordable housing was cited as a deterrent to economic development. While housing costs are an issue throughout California, Watsonville’s situation is exacerbated by the income levels of area residents. This combination of low household incomes and high housing costs will make future growth in the area difficult and will continue to put pressure on area residents. At $500,000, the city currently has among the lowest median home prices in Santa Cruz, according to data published by the California Board of Realtors. Competition from other areas, such as Salinas, removes this relative advantage by offering somewhat lower-cost homes within the same general market area.
- **Enhancing the city’s “quality of place.”** Economic development activities are often undertaken in a vacuum—as if “jobs” were somehow independent of the people who hold them. Workers need places to live, amenities, and educational opportunities. Quality housing, good restaurants and good schools are not luxuries for an educated workforce—they are necessities. This plan is about quality of place. Cities that fail to provide a range of alternatives for their residents will fall behind those that do. As a result, a focus on quality of place becomes even more important to Watsonville’s future.

- **Removing obstacles to development.** Interviews with developers familiar with the area revealed important obstacles facing large-scale development projects in the Watsonville area. Pressure from regional environmental groups, enforcement issues, and low income levels combine to make the city less attractive to developers.

- **Strengthening the City’s fiscal position.** The connection between municipal revenues and the economic base of a city is too often taken for granted. While residential property taxes can form a solid revenue base, it is not uncommon for the cost of services to exceed the amount paid in. In fact, the greater the disparity between housing values and residential property taxes, the greater the need for business taxes to make up the difference. Like residential rates, business taxes can act as a disincentive for corporate relocation and expansion. Without a diverse economic base, one that balances retail sales receipts with other business taxes (especially those based on corporate investment), Watsonville faces considerable risks to its fiscal viability. Corporate payrolls have an important direct effect on retail sales and housing values. Businesses with a low number of employees (typical of many smaller retail establishments) and those that pay low wages, affect the overall revenue opportunities of the City through their influence on housing values and retail sales.
Opportunities
Despite these challenges, the city has a variety of options to expand and enhance its economic activity. These opportunities can—and should—interlink:

- **Business expansion.**
  The healthy state of local businesses suggests that business expansion remains the highest opportunity for job growth and that expansion assistance would have immediate positive benefits for the local economy. While the presumption of "business recruitment" continues to dominate economic development programs, an aggressive approach to the expansion of local companies would do much more than ensure retention. In addition, a “cluster-based” recruitment model might be misguided. Local businesses understand their supplier base perfectly and would benefit more from a general improvement in professional services. However, ensuring that there is adequate space for expansion will be key to future economic growth.

  Business recruitment is also a viable option for Watsonville. The exception rests with the overall availability of labor and housing. In other words, a recruitment program should not precede a concerted effort to address workforce competency and housing affordability.

- **Development at Manabe-Burgstrom.**
  Industrial land and buildings need to be part of Watsonville’s overall growth strategy. While many existing businesses currently have expansion space, this will not continue indefinitely. In addition, the relocation of new businesses—both manufacturing and service based—could exceed existing capacity. As a result, the formation of a new business park based on flex space/corporate headquarters design would provide a valuable asset to the community. Competitive pressures for housing and retail services in other coastal cities will drive land prices up to levels that approximate those of Silicon Valley, making affordable and attractive options for business growth in Watsonville entirely realistic. Combined with an extension of the state Enterprise Zone, if possible (a state imposed moratorium on expansion of Enterprise Zones now exists), and targeted incentives, flexible planning will make new development an attractive option to a wide variety of businesses.
- **Downtown/retail development.**
  Increasing retail sales in Watsonville’s downtown will be key to the city’s economic future. In addition to adding to the tax base, a strong retail strategy will provide a means for increasing community visibility in the region and should be a high priority for city leaders. The advantage of a downtown as an economic entity bears many of the same hallmarks as a retail shopping mall. While it will be difficult for Watsonville to compete successfully for a major retail development, it can create its own, comparable shopping experience.

  Plans for downtown must leverage current initiatives, such as the proposed redevelopment of the 200 Block, and past planning efforts, such as the Paseo Plaza Project. However, future efforts must recognize that any investment of public resources should be evaluated in terms of its ability to generate private investment. For downtown this means not only generating additional capital investment, but also identifying and recruiting employment at higher income levels. This is a goal that other communities have met through linkages with existing higher wage occupations (such as those represented by the hospital), and the use of focused training programs to encourage and support these job classifications. Watsonville should not assume that current education levels are an insurmountable obstacle to this approach. Matching regional labor demand and supply is a feasible and effective strategy.

- **Freedom Boulevard Corridor.** Identifying opportunities for infill and redevelopment was a stated priority for this plan. Based on the team’s analysis of redevelopment potential, as well as the experience of the consulting team, Freedom Boulevard represents the most significant opportunity for redevelopment in the city. This street has the potential to serve as a major corridor linking downtown with the airport and the Buena Vista area. Specific considerations for the corridor begin with an understanding of the retail potential in the city and in the surrounding market area. The competitive environment should include near-by shopping centers and should identify retail options in each center or strip development. The market area “pull factor” of Freedom Boulevard should be assessed based on existing shopping center distance (and the range of products offered). From this baseline understanding, the city can work with small-scale developers to create niche opportunities that range from specialty grocery stores to furnishings and boutiques. Finally, the stability of retail and service options should be clearly demonstrable to developers through the use of prospectuses that make investment options clear. Infill and redevelopment projects frequently face higher land acquisition costs and development costs than greenfield sites because of surrounding uses, contamination, and/or the effects of market speculation. This tendency, coupled with the difficulties in establishing the market value of the finished development, can make infill and redevelopment projects difficult to finance through traditional means. Exploring non-traditional financing options should be an important element in planning for the Freedom Boulevard Corridor.
Environmental enhancement promotes tourism. Natural resource enhancement such as the development of the slough trails, native plant restoration programs and visitor centers, promote the natural resources of the community and provide opportunities for additional tourism. Programs such as the bird watching festival, and native plant walks support future tourism opportunities that can enhance the economic climate of the City.

Goals, Policies, and Implementation

The following policies and implementation measures seek to accomplish the goals set out through a combination of project-level and city-wide approaches. The former concentrate on achieving employment goals within specific new growth and redevelopment areas, while the latter address larger issues affecting the city’s ability to retain and attract businesses and workers.

Goal 5.1 Quality of Place. A vibrant community with a wide range of lifestyle options and amenities for current and future residents.

Policy 5.1.1. New Growth Areas. To facilitate the employment goals established for the New Growth Areas (Buena Vista, Manabe-Burgstrom, and Atkinson Lane), the city should encourage the expansion of existing businesses and provide targeted incentives to attract new businesses. Of the New Growth Areas, Manabe-Burgstrom should be the city’s highest priority because of its potential for employment.
5.0 ECONOMIC DEVELOPMENT

Implementation

5.1.11 Position Manabe-Burgstrom as “Blue Ribbon” Project.
Manabe-Burgstrom should be developed as a “blue ribbon” project that can help advance the city’s image in the region. While recruitment of new business is still viable for Manabe-Burgstrom, the city should focus on the site as a means to encourage the expansion of existing businesses. The park should be viewed as a way to create a “move-up” opportunity for existing employers and their supplier network. The project must also be viewed in terms of its connection with the rest of the city as well as its place in the city’s transportation network. To ensure that the city’s vision is realized, the city should prepare and implement a specific plan for the area.

5.1.12 Use Master Developer Approach for Manabe-Burgstrom.
The City should consider using a master developer for Manabe Burgstrom. This approach would set forth specific standards for the development and invite developers to meet those standards. Once the specific standards have been determined and a master developer has been identified, the city should seek state and federal funding for the project.

Policy 5.1.2 Redevelopment Areas. The City should encourage redevelopment and infill of both residential and non-residential uses within designated redevelopment areas.

Implementation

5.1.21 Document Vacant and Underutilized Property.
The City should continue to document, on a parcel-by-parcel basis, those properties in each redevelopment area that are vacant or underutilized in terms of property tax revenue generation or employment. Parcels with absentee owners should be identified as this can be an indicator of sites that are not being maintained or utilized to their fullest potential. The work of the consulting team, reflected in the “Vacant and Underutilized Land” map on page 41, provides a starting point for this process.

5.1.22 Conduct Market Demand Analysis.
The City should analyze the demand for each potential type of use (i.e., residential, office, commercial, mixed-use) within each redevelopment area. This analysis should document the current supply and absorption rates for existing products in Watsonville and the surrounding area that would compete with new development. It should also identify the target market for each product type and delineate relevant physical, economic, and social characteristics that would affect the area’s appeal to those markets (e.g., safety, proximity to amenities, etc.).
5.1.23 Assemble Parcels.
Where appropriate, the City should consider assembling specific parcels into larger parcels that would make them more attractive to developers. Foreclosure on delinquent parcels, if any, is one method communities have used to facilitate this process. Waiving tax delinquencies and helping future owners obtain clear title is one incentive that could be offered to encourage redevelopment of specific properties.

5.1.24 Review Permitting Process as it Relates to Redevelopment/Infill Projects.
The City should streamline existing development review and approval processes for those projects that achieve infill and redevelopment goals.

5.1.25 Assess Impact of Zoning and Land Use Regulations.
Existing regulations should be reviewed to ensure that they do not present a barrier to infill or redevelopment.

5.1.26 Explore Non-Traditional Financing Options.
The City should explore non-traditional approaches to financing, such as the development of public-private partnerships that pool available funds (like those available under the Community Reinvestment Act) and help to educate community lenders about infill projects.

5.1.27 Establish Design Infill/Redevelopment Guidelines.
The City should ensure that new projects are constructed in a manner that complements existing development and furthers the goals outlined in the General Plan’s Urban Design and Human Scale element.

5.1.28 Develop Infill/Redevelopment Incentives Policy.
The City should develop an incentives policy specifically targeted to encourage infill and redevelopment throughout the community. This policy would establish specific criteria—such as employment and wage targets, design standards, and community “livability” goals—which trigger incentives. Examples of incentives would include an expedited review, waivers, or reduction of the project’s development-related fees, or in some cases, tax abatements or credits.

5.1.29 Identify Specific Projects for Redevelopment Funds.
As redevelopment funds become available, the City should identify specific initiatives for funding. The availability of these funds and other relevant incentives should be marketed to the development community. Because of the level of employment targeted and its potential to transform the image of Watsonville, Freedom Boulevard should be the priority corridor among redevelopment areas.
Goal 5.2 Industry.
A business environment that supports the retention of existing businesses, fosters entrepreneurship, and attracts new business to the City.

Policy 5.2.1 Business Retention, Expansion, and Recruitment.
The City should continue to foster a business climate that facilitates the retention and expansion of existing businesses, fosters entrepreneurship, and attracts new business to the City.

Implementation

5.2.11 Develop Target Industry Program.
The City should work with local and regional groups to identify target industries for the region. Targets should be selected based on their fit with existing businesses and city objectives, such as local “living wage” goals and the preservation of agricultural land. Consideration should be given to non-traditional targets, including tourism and retail, as well as to developing targets for specific areas of the city (such as encouraging business services and commercial growth along Freedom Boulevard; focusing industrial growth on the existing industrial area; and identifying airport-related targets, such as freight forwarders, for vacant and underutilized areas identified around the airport).

5.2.12 Form Business Council.
The City should consider the formation of a business council. This group could advise the City regarding the impact of specific regulations and ordinances on the local business climate, assist in the prioritization of local economic development initiatives, provide a “reality check” for long-term planning, and offer insight about business needs such as training or regulatory constraints.

5.2.13 Coordinate Economic Development Initiatives.
The City should work with existing local and regional economic development groups, such as the Pajaro Valley Chamber of Commerce, the small business development center, as well as area trade association, to coordinate business-related initiatives.

5.2.14 Conduct Image and Marketing Campaign.
The City should undertake a sustained marketing effort to promote a positive image to existing businesses and residents, and those outside the region. This initiative could include a formal marketing campaign, as well as a citywide educational program/process which leads to engaged community leaders.

5.2.15 Foster Small Business and Entrepreneurial Development.
The City should work to foster a business climate that supports small business and fosters entrepreneurial development. Specific actions include creating a small business ombudsman to serve as a liaison between the business community and relevant city departments; promoting the city’s services to relevant small business organizations; exploring the development of innovative education and training programs; and providing technical assistance.
Policy 5.2.2 Downtown/Retail Strategy.
The City should participate with the private sector to revitalize the city’s central business district. This effort should focus on both aesthetic and economic issues, including the development of a retail/commercial strategy for the downtown in context with Freedom Boulevard, East Lake, and the industrially zoned properties throughout the City.

5.2.21 Form Downtown Organization.
Working with relevant groups, the City should help form a new downtown development organization. The resulting organization should view the downtown as an economic development force as well as an overall amenity. It should be structured as a board with public and private participation, should be connected to local economic and community development organizations and should have a narrow mission with specific goals. The board should have a “sunset” provision dissolving it upon completion of its mission.

5.2.22 Conduct Market Research.
The City should conduct a targeted analysis to help city leaders better understand the current state of retail in the downtown and examine opportunities for future expansion. This research should document the needs of existing retailers, identify current “gaps” and opportunities for retail development in the city, and provide information on site location factors for existing and potential retailers.

5.2.23 Prepare Retail Strategy.
The downtown development organization should work with the city to develop a retail strategy for existing business and for the attraction of new retail based on findings from the research outlined in implementation measure 5.2.21. The process should include conducting an inventory of existing sites and buildings in the downtown area and identifying land that could be assembled and presented to a potential retailer or other appropriate target.

5.2.24 Increase Retail Sales Revenues.
As part of the city’s downtown revitalization and retail strategy development, the City should focus on identifying methods for increasing retail sales tax revenue, both by increasing retail activity within the city limits and by enhancing the collection of taxes from existing businesses. Sales tax revenues can provide a means for the continued expansion of the tax base even after the city’s available land has been developed to capacity.

5.2.25 Link Retail and Tourism.
The City should ensure that retail development efforts are viewed with an eye towards capitalizing on Watsonville’s tourism assets, including significant festivals and events, nature tours that capitalize on the unique habitat created by sloughs and the associated Wetlands nature center and Wetlands of Watsonville trail system, the Watsonville Fly-In and Air Show, as well as proximity to beaches, parks, and museums in the area.
Policy 5.2.3 Housing Affordability.
The City should continue to develop and implement innovative programs to address Watsonville’s housing issues. As identified in this element and elsewhere in the General Plan, housing availability is a critical issue for businesses. As a result, the direct involvement of Watsonville companies in the development of new housing programs should be considered.

Implementation

5.2.31 Continue Current Programs.
The City should continue current housing programs designed to increase the availability of affordable housing and “workforce” housing. The City has been a leader in the region in the provision of affordable housing; however, the need for affordable housing will continue to be a challenge for the city and the region as a whole.

5.2.32 Involve Key Stakeholders in Best Practices Research.
City officials should work with major employers and members of the real estate and financial community to benchmark best practices regarding workforce housing. A collaborative approach might lead to the inclusion of workforce housing within appropriate industrial areas, especially when these units can be located close to the actual place of employment, similar to the old concept of providing “worker housing.”

Goal 5.3 Talent.
A workforce that is flexible and more educated at all wage levels that can meet the needs of existing businesses and help draw others to the area.

Policy 5.3.1 Education and Workforce.
The City should work with relevant groups to identify and help implement programs that can raise educational attainment levels and improve career opportunities for local residents including the expansion of Cabrillo College annex and the establishment of a vocational school in Watsonville.

Implementation

5.3.11 Identify Education and Workforce Partners.
The City should continue and expand efforts to address education and workforce issues by working with officials from Pajaro Valley Unified School District, Cabrillo College, Hartnell College, as well as business leaders from major industry sectors in the region (including healthcare, agriculture/food processing, manufacturing) and representatives from the Santa Cruz County Workforce Investment Board. To avoid siphoning support from similar initiatives already in place, the City should identify existing groups that may be able to take on this function or be refocused to include this charge.
5.3.12 Develop Work Program.
A key part of the education and workforce effort should include the development of a work program that identifies strategies to address broad issues (such as the availability and marketing of adult education and vocational programs that are currently available to local residents), as well as specific needs, (such as the current shortage of nurses at Watsonville Community Hospital). This work plan should begin with an inventory of existing initiatives in the region to identify gaps and overlaps. The group should also document examples of innovative programs from outside the region.

5.3.13 Pursue Innovative Workforce Programs.
The City should continue to work with the Santa Cruz County Workforce Investment Board to identify partnership opportunities related to the recruitment and development of a talented and diverse workforce. Particular attention should be given to identifying existing initiatives that address “essential employability skills.” Consider development of a vocational school in the City and promote other job training programs such as the YouthBuild program to provide a broader range of job opportunities for youth.

5.3.14 Market Value of Higher Education to Residents.
The City should work with Cabrillo College and other relevant groups to develop strategies for marketing the value of higher education to area residents.

5.3.15 Continue Partnership with Cabrillo College.
The City will continue to partner with Cabrillo Community College, University of California (UC) Santa Cruz, and California State University (CSU) Monterey Bay to establish satellite university offices at the Watsonville Cabrillo College campus to offer lower and upper division UC or CSU courses that would count towards a bachelor’s degree. Regular meetings should be held with the Watsonville City Council, the Cabrillo College Board of Governors and the Chancellors of UC Santa Cruz and CSU Monterey Bay in an effort to realize this policy.

5.3.16 Linking Job Opportunities to County Workforce Investment Board.
The City shall link job opportunities on publicly funded projects with programs administered and implemented by the County Workforce Investment Board and/or its successor agency.
Goal 5.4 Fiscal.
A diverse economic base that balances retail sales receipts with other business taxes and enhances the City's fiscal viability.

Policy 5.4.1 Fiscal Analysis Tools.
The City should employ all available financial tools to evaluate the City's financial position and the merits of specific investments and land use decisions.

Implementation

5.4.11 Conduct Cost of Services Study.
The City should consider conducting a cost of services study to provide an understanding of the fiscal implications of various development patterns.

5.4.12 Conduct Cost-Benefit Analyses.
The City should conduct cost-benefit analysis on specific projects. Incentives should only be awarded to those projects that stimulate private investment and show a positive return on investment in the form of expanding the City's tax base.
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6.0 TRANSPORTATION and CIRCULATION

The City’s transportation system has three tangible functions: (1) to provide for the safe and efficient movement of people and goods in, out and within the community by all modes of travel; (2) to provide a logical framework for local development; and (3) to provide access to property for purposes of public safety. Beyond the basic functions of mobility and accessibility, the City’s transportation framework (its multi-modal network of streets and paths, transit services, and freight movement infrastructure) provides many less tangible, but equally important, functions including placemaking, economic vitality, environmental enhancement, livable neighborhoods, community orientation and identity, and promotion of public social contact. All of these functions combine to support the community’s long range vision for Watsonville.

The Transportation and Circulation chapter considers the City’s multi-modal layers of infrastructure and services including the street and highway system, alternative transportation systems, freight movement, air travel, and utility routing. It establishes goals, policies, and implementation measures to guide the development of the transportation network. It provides standards and guidelines for future implementation of streets that achieve varying functions from moving traffic to enhancing neighborhood livability. Key issues concern establishment and maintenance of acceptable levels of service, ensuring a balance in modes of travel, assigning priorities for road improvements, and determining responsibility for providing improvements to serve new development.

The guiding principle and goals of this chapter focus on minimizing the transportation related impacts of growth, and on developing transportation options for movement of people and commodities. The role of the transportation network in determining the future development pattern of Watsonville cannot be overstated.

The Transportation and Circulation chapter policies and recommendations are an effort to coordinate a variety of transportation related programs. This General Plan includes an update to, and integration of, the City of Watsonville Major Street Master Plan. The updated Major Streets Master Plan evaluates the street and highway needs to accommodate the 2030 land use vision and Watsonville’s growth areas.

Transportation Guiding Principles and Performance Goals

The General Plan guiding principle for transportation is:

“Increase transportation options and integrate land uses and transportation to achieve accessibility and livability goals.”

The following performance goals are used to measure the successful achievement of the principle:

- Reduce average trip time and aggregate vehicle hours of delay (when compared with conventional growth scenario).
- Provide for safe and efficient travel.
- Increase vehicle miles traveled per infrastructure dollar spent.
- Increase per capita trips using transit, bicycles, battery powered carts, or on foot.
- Reduce single-occupant vehicle mode split.
- Maintain or improve the Airport’s safety and functionality.
- Support Cab, Jitney and small intercity bus systems.
Existing Travel Patterns and Traffic Conditions

2000 Census Journey to Work
According to year 2000 Journey to Work statistics, Watsonville’s employed residents primarily commute to work using automobiles. However, Watsonville residents use alternatives to driving alone more than the average Santa Cruz County employed resident. Watsonville’s drive-alone share of commuting is 61 percent compared to 71 percent for the County. Carpooling in Watsonville is nearly twice that for the County (25 percent versus 14 percent). Commuting by public transit or rail in Watsonville is relatively low (3 percent), but the same as for the County as a whole. Similarly, bicycle commuting in Watsonville and in the County is the same (2 percent). Watsonville, however, has a relatively high percentage of people who walk to work (about 5 percent), reflecting the compact nature of the City.

Figure 6.1 Commute Mode by Percent

Commute Travel Times
The majority of Watsonville’s resident travel between 5 and 25 minutes to their place of employment (over 60 percent). A smaller proportion of residents commute between than 45 and 90 minutes (12 percent), and a very small proportion commutes greater than 90 minutes (3 percent). Average commute travel times for Watsonville are almost identical to those of commuters in Santa Cruz County as a whole.
Regional Travel Characteristics and Issues
Automobile travel, particularly the single occupant automobile, remains Santa Cruz County’s primary mode of transportation. Because of the relatively lower cost of housing in Santa Cruz County as compared to Santa Clara County, more people are choosing to reside in Santa Cruz County communities such as Watsonville and commute longer distances to work. As the County population grows, travel by automobile naturally increases. According to the 2005 Regional Transportation Plan (RTP) prepared by the Santa Cruz County Regional Transportation Commission the number of registered vehicles in Santa Cruz County has grown by 39 percent between 1980 and 2003, and total vehicle miles of travel has increased by 91 percent in the same time period. Vehicle miles of travel now exceeds two billion miles annually, and is projected to increase another 22 percent to 2.7 billion miles by the year 2020.

The result of this level of growth in traffic is evident in the congestion experienced on the County’s roads and highways. Traffic on Highway 1 near Santa Cruz alone has grown from 58,000 vehicles per day in 1990 to over 110,000 vehicles per day in 2000. Reasons identified in the RTP for growth in travel demand and an inability to keep up with the demand include:

- Strong economic growth in the Bay Area with higher paying jobs combined with relatively lower cost housing in Santa Cruz County creating a surge in inter-county commuting;
- Land use patterns that promote driving;
- Lack of funding at the federal, state, and local level for transportation improvements; and
- Lack of public and agency consensus on transportation options and solutions.

The state highway system is a vital part of Watsonville’s transportation network. Currently three state highways serve the City including Highway 1, 152 and 129. These roadways provide an essential service by moving interregional traffic through the community. They provide major arteries that are used by residents and others to get around the community and provide major routes that serve the commercial core of the City.
Existing Circulation System Level of Service

Level of Service Standards
Automobiles are and will continue to be the primary transportation mode for the City’s residents and employees; therefore, the City strives to provide adequate capacity so that its system of roadways operates free of excessive traffic congestion and delay. Evaluating the circulation system requires establishing suitable performance criteria.

The operational performance of the City’s roadway system is expressed using “Levels of Service.” Level of service (LOS) is a measure of the quality of the overall operating characteristics of a street or highway as perceived by the motorist. Traffic conditions are typically measured through the evaluation of peak hour levels of service that characterize traffic conditions associated with varying levels of traffic. Levels of service range from LOS A to LOS F. Figure 6.2 describes traffic flow quality for different levels of service.

Level of Service D provides an acceptable level of operation for urban areas and is generally used for planning purposes. Watsonville/Vista requires street improvements when traffic volumes exceed LOS D on roadway segments and at signalized intersections except for those accepted to operate at less than a LOS D in the 2004–2030 Major Streets Master Plan as updated in 2005. The updated Major Streets Master Plan is incorporated into this General Plan as referenced in page 6-35. Maintaining a minimum LOS D may require roadway improvements that anticipate future growth within the City and the region. This level of service standard is not applicable at unsignalized intersections where peak hour operations may exceed LOS D, but a traffic signal is not warranted. Unsignalized intersections that operate worse than LOS D should be evaluated for feasible improvements to improve operations.

Figure 6.2 Level of Service Definitions

<table>
<thead>
<tr>
<th>LEVEL OF SERVICE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Relatively free-flow. No restrictions to vehicle maneuverability or speed. Very slight delay.</td>
</tr>
<tr>
<td>B</td>
<td>Stable flow. Some slight reduction in maneuverability and speed. Vehicle platoons form. This is a suitable level of operation for rural design. Slight delay.</td>
</tr>
<tr>
<td>C</td>
<td>Stable flow or operation. Higher volumes. More restrictions on maneuverability and speed. This level of operation is suitable for urban planning purposes. Acceptable delay.</td>
</tr>
<tr>
<td>D</td>
<td>Approaching unstable flow or operation. Queues develop. Little freedom to maneuver. Tolerable delays for short periods.</td>
</tr>
<tr>
<td>E</td>
<td>Unstable flow or operation. Low operating speed; momentary stoppages. This condition is not uncommon in peak hours. Congestion; intolerable delay.</td>
</tr>
<tr>
<td>F</td>
<td>Forced flow or operation. There are many stoppages. The highway acts as vehicle storage area. Jammed.</td>
</tr>
</tbody>
</table>
Roadway Level of Service

Existing roadway level of service was evaluated for key roadway segments throughout the City of Watsonville. Measuring the performance of roads and highways are typically based on volume thresholds, type of roadway, number of traffic signals per mile, and other roadway characteristics. Watsonville’s roadways are evaluated using level of service techniques consistent with the Transportation Research Board’s Highway Capacity Manual. Figure 6.3 shows that almost all of the segments analyzed presently operate at LOS D or better during both the AM peak and PM peak periods.

Figure 6.3 Roadway Level of Service Summary

<table>
<thead>
<tr>
<th>Roadway Segment</th>
<th>Classification</th>
<th>AM Peak Hour</th>
<th>PM Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Two-Way Volume</td>
<td>LOS</td>
<td>Two-Way Volume</td>
</tr>
<tr>
<td>Airport Blvd. (Larkin Valley to Nielsen St.)</td>
<td>4 Lane-divided, Urban Arterial</td>
<td>1,489</td>
<td>A</td>
</tr>
<tr>
<td>Airport Blvd. (Freedom Blvd. to Green Valley Rd.)</td>
<td>2 Lane - undivided, Urb. Minor Arterial</td>
<td>1,103</td>
<td>D</td>
</tr>
<tr>
<td>Freedom Blvd. (Airport Blvd. to Buena Vista Rd.)</td>
<td>4 Lane - undivided, Urb. Minor Arterial</td>
<td>1,208</td>
<td>A</td>
</tr>
<tr>
<td>Green Valley Rd. (Main St. to Pennsylvania Dr.)</td>
<td>4 Lane - undivided, Urban Arterial</td>
<td>1,312</td>
<td>A</td>
</tr>
<tr>
<td>Green Valley Rd. (Airport Blvd./ Holohan Rd. to Amesti Rd.)</td>
<td>4 Lane - undivided, Urban Minor Arterial</td>
<td>1,161</td>
<td>A</td>
</tr>
<tr>
<td>Main St. (Green Valley Road to SR-1)</td>
<td>4 Lane - divided, Urban Arterial</td>
<td>1,792</td>
<td>A</td>
</tr>
<tr>
<td>Main St. (Riverside Dr. to San Juan Rd.)</td>
<td>4 Lane - undivided, Urban Arterial</td>
<td>1,644</td>
<td>A</td>
</tr>
<tr>
<td>East Lake Ave. (Wagner Ave. to Nugent Ave.)</td>
<td>2 Lane - undivided, Urb. Minor Arterial</td>
<td>1,024</td>
<td>E</td>
</tr>
<tr>
<td>Riverside Dr. (Bridge St. to Lakeview Rd.)</td>
<td>2 Lane - undivided, Urban Arterial</td>
<td>811</td>
<td>B</td>
</tr>
<tr>
<td>Riverside Dr. (SR-1 to Industrial Rd.)</td>
<td>4 Lane - divided, Urban Arterial</td>
<td>1,436</td>
<td>A</td>
</tr>
<tr>
<td>Beach St. (Walker St. to Harvest Dr.)</td>
<td>2 Lane - undivided, Urban Arterial</td>
<td>621</td>
<td>A</td>
</tr>
<tr>
<td>Walker St. (W. Beach St. to Kearney St.)</td>
<td>2 Lane - undivided, Urban Minor Arterial</td>
<td>541</td>
<td>A</td>
</tr>
</tbody>
</table>

Source: Highway Capacity Manual (HCM)
Intersection Level of Service

Intersection level of service is measured using the operational method described in the 2000 edition of the Highway Capacity Manual for signalized and unsignalized intersections. Signalized intersection level of service is determined based on the capacity of the intersection as a whole and the average delay a driver experiences at the intersection. Unsignalized intersection level of service criteria are determined by the average delay drivers experience for individual movements from the side street, not for the intersection as a whole. Figure 6.4 depicts the relationship between the level of service rating and delay for signalized and unsignalized intersections.

Levels of service are measured during a weekday peak period since it generally represents the highest hour for overall traffic volumes during the week.

Figure 6.4 Level of Service Definitions for Intersections

<table>
<thead>
<tr>
<th>LEVEL OF SERVICE</th>
<th>SIGNALIZED INTERSECTION DELAY (s/vehicle)</th>
<th>UN SIGNALIZED INTERSECTION DELAY (s/vehicle)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>≤ 10</td>
<td>0-10</td>
</tr>
<tr>
<td>B</td>
<td>&gt; 10-20</td>
<td>&gt; 10-15</td>
</tr>
<tr>
<td>C</td>
<td>&gt; 20-35</td>
<td>&gt; 15-25</td>
</tr>
<tr>
<td>D</td>
<td>&gt; 35-55</td>
<td>&gt; 25-35</td>
</tr>
<tr>
<td>E</td>
<td>&gt; 55-80</td>
<td>&gt; 35-50</td>
</tr>
<tr>
<td>F</td>
<td>&gt; 80</td>
<td>&gt; 50</td>
</tr>
</tbody>
</table>


Figure 6.5 identifies the 2004 levels of service at twelve key signalized intersections and Figure 6.6 shows the levels of service for twelve key unsignalized intersections in Watsonville. Currently, all of the signalized intersections operate at LOS D or better during the AM peak, midday peak, and the PM peak period.

Half of the unsignalized intersections operate at LOS D or better for the worst approach from the side streets. The following intersections operate at LOS E or F for the worst approach during the AM peak hour:

- Northbound Highway 1 ramps and Larkin Valley Road;
- Main Street (SR-152) and northbound Highway 1 ramps; and
- Southbound Highway 1 ramps and Riverside Drive (SR-129).

The following intersections operate at LOS F for the worst movement during all periods analyzed:

- Southbound Highway 1 ramps and Ranport Road;
- Blackburn Street and Riverside Drive (SR-129); and
- Northbound Highway 1 ramps and Riverside Drive (SR-129).

On major urban arterial streets during peak hour traffic conditions, it is not unusual for stop controlled side streets to operate at LOS E or F with long traffic delays, even where side street volumes are very low. This does not mean that a traffic signal should be installed at the intersection. In fact, the more traffic signals introduced on a street, the more overall delay everyone will experience. The City follows the guidelines set forth in the Manual on Uniform Traffic Control Devices, as amended by the California Supplement, regarding warrants identifying under what circumstances an intersection requires a traffic signal.
### Figure 6.5  Signalized Intersection Level of Service Summary (2004)

<table>
<thead>
<tr>
<th>Signalized Intersections</th>
<th>AM Peak (7 AM to 9 AM)</th>
<th>Mid-Day Peak (11 AM to 1 PM)</th>
<th>PM Peak (4 PM to 6 PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOS</td>
<td>Delay</td>
<td>LOS</td>
</tr>
<tr>
<td>Freedom Blvd. / Airport Blvd.</td>
<td>C</td>
<td>29</td>
<td>N/A</td>
</tr>
<tr>
<td>Freedom Blvd. / Green Valley Rd.</td>
<td>C</td>
<td>29</td>
<td>N/A</td>
</tr>
<tr>
<td>Freedom Blvd. / Clifford Ave.</td>
<td>B</td>
<td>10</td>
<td>N/A</td>
</tr>
<tr>
<td>Green Valley Rd. / Loma Prieta Ave. / Pennsylvania Dr.</td>
<td>B</td>
<td>13</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. (SR-152) / Green Valley Rd.</td>
<td>D</td>
<td>52</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. (SR-152) / Pennsylvania Dr.</td>
<td>B</td>
<td>18</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. (SR-152) / Auto Center Dr.</td>
<td>B</td>
<td>18</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. (SR-152) / Freedom Blvd.</td>
<td>B</td>
<td>19</td>
<td>B</td>
</tr>
<tr>
<td>East Lake Ave. / Main St. (SR-152)</td>
<td>B</td>
<td>14</td>
<td>B</td>
</tr>
<tr>
<td>East Lake Ave. (SR-152) / Lincoln St.</td>
<td>C</td>
<td>33</td>
<td>C</td>
</tr>
<tr>
<td>East Lake Ave. (SR-152) / Martinelli St.</td>
<td>B</td>
<td>16</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. / Beach St.</td>
<td>B</td>
<td>13</td>
<td>B</td>
</tr>
<tr>
<td>Main St. / Riverside Dr. (SR-129)</td>
<td>D</td>
<td>44</td>
<td>C</td>
</tr>
</tbody>
</table>

**Notes:** This St. exists as State Route 152 on one leg of the intersection and a City St. on another leg. N/A = traffic counts were not conducted during this time period.

*Source: Kimley-Horn Associates, 2005.*

### Figure 6.6  Unsignalized Intersection Level of Service Summary (2004)

<table>
<thead>
<tr>
<th>Unsignalized Intersections</th>
<th>AM Peak (7 AM to 9 AM)</th>
<th>Mid-Day Peak (11 AM to 1 PM)</th>
<th>PM Peak (4 PM to 6 PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOS</td>
<td>Delay</td>
<td>LOS</td>
</tr>
<tr>
<td>Buena Vista Dr. / Freedom Blvd.</td>
<td>C</td>
<td>19</td>
<td>N/A</td>
</tr>
<tr>
<td>NB Hwy 1 on-off ramps / Larkin Valley Rd.</td>
<td>E</td>
<td>48</td>
<td>N/A</td>
</tr>
<tr>
<td>SB Hwy 1 on-off ramps / Ranport Rd.</td>
<td>F</td>
<td>&gt;50</td>
<td>N/A</td>
</tr>
<tr>
<td>Main St. (SR-152) / NB Hwy 1 on ramp / SB Hwy 1 off ramp</td>
<td>E</td>
<td>49</td>
<td>N/A</td>
</tr>
<tr>
<td>NB Hwy 1 off ramp / Harkins Slough Rd.</td>
<td>B</td>
<td>13</td>
<td>N/A</td>
</tr>
<tr>
<td>SB Hwy 1 on ramp / Harkins Slough Rd.</td>
<td>B</td>
<td>12</td>
<td>N/A</td>
</tr>
<tr>
<td>Clifford Ave. / Pennsylvania Dr.</td>
<td>D</td>
<td>29</td>
<td>N/A</td>
</tr>
<tr>
<td>Blackburn St. / Riverside Dr. (SR-129)</td>
<td>F</td>
<td>&gt;50</td>
<td>F</td>
</tr>
<tr>
<td>Blackburn St. / Bridge St.</td>
<td>C</td>
<td>21</td>
<td>B</td>
</tr>
<tr>
<td>Beach St. / Emling Rd.</td>
<td>C</td>
<td>17</td>
<td>N/A</td>
</tr>
<tr>
<td>NB Hwy 1 on-off ramps / Riverside Dr. (SR-129)</td>
<td>F</td>
<td>&gt;50</td>
<td>N/A</td>
</tr>
<tr>
<td>SB Hwy 1 on-off ramps / Riverside Dr. (SR-129)</td>
<td>E</td>
<td>42</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Notes:** (1) Level of Service and delay reported are from the worst approach of the intersection.

*Source: Kimley-Horn Associates, 2005.*
Transportation System

Functional Street Classification

In addition to the major arterials, the city’s road network consists of minor arterials, collectors, and local streets. The hierarchy of streets, based on function, is described below. Additional definitions are included in the Glossary.

**Freeway**: A divided highway with limited access, designed for high speed, long distance travel and large traffic volumes.

**Major Arterial**: A relatively high speed, long distance surface street designed to move large volumes of traffic across the urbanized area and to provide access to the freeway.

**Minor Arterial**: Medium speed, medium capacity surface street used primarily to move traffic within the urbanized area primarily to and from residential areas to areas of employment or business.

**Collector**: A relatively low speed, low volume street, used for neighborhood circulation and access to private property; also used to collect traffic from local streets and distribute it to the arterial network.

**Local Street**: A low speed, low volume roadway providing direct access to primarily residential property; characterized by multiple driveways and on-street parking.

Special Streets

**Industrial Street**: A medium capacity, low speed collector with additional width to accommodate larger vehicles.

**Parkway**: A high capacity, high speed divided arterial connecting new growth areas and open spaces in Watsonville. Parkways may have two to four lanes, and are distinguished by a wide landscaped median.

Figure 6.7, the major street system to the year 2030, shows arterial and collector streets in the city and its vicinity.

Two state highways pass through the City of Watsonville on surface streets, Highway 152 and Highway 129. These highways bring high volumes of automobile and freight traffic through the City. There has been interest in rerouting Highway 152 away from the center of Watsonville and relinquishing the existing Highway 152 alignment to the City. A bypass route around the west and north sides of the city would relieve the central city of significant traffic, particularly large trucks.
Figure 6.8 Major Streets Master Plan and Level of Service

Legend

A Two-lane collector
Between Buena Vista Rd and Freedom Blvd
B Collector street
Connection of Atkinson Ln and Crestview Dr to SR-152
C Complete full diamond interchange
Harkins Slough Rd and Hwy 1
D Widen Airport Blvd to 4 lanes
Between Freedom Blvd and Green Valley Rd
Figure 6.10  General Plan 2030 Roadway Level of Service

Legend
A  Two-lane collector
   Between Buena Vista Rd and Freedom Blvd
B  Collector street
   Connection of Atkinson Ln and Crestview Dr to SR-152
C  Complete full diamond interchange
   Harkins Slough Rd and Hwy 1
D  Widen Airport Blvd to 4 lanes
   Between Freedom Blvd and Green Valley Rd

Source: AMBAG Travel Model and Kimley-Horn and Associates, Inc. (2006); City of Watsonville GIS Department (2012)
Public Transit Service

The Santa Cruz County Transportation Commission estimates that 2-3 percent of the daily trips taken in the Watsonville area are via transit—either fixed route buses or demand responsive paratransit.

Twenty years ago, a survey of Watsonville transit users showed a trend which mirrors the County as a whole: Watsonville transit riders are generally transit-dependent, meaning that they do not have a car available to them for daily, personal use. To some extent this trend remains true today. However, with ever-increasing congestion and new more reliable services, transit is a viable and competitive form of transportation.

Changes have been made in the routes for Santa Cruz Metropolitan Transit District service to the Watsonville area. The focus of the changes is to reduce waiting times and transfers, and to improve connections to Santa Cruz and the mid-county area. These changes are intended to increase transit use within the Watsonville area and between Watsonville and northern areas of the county.

Policies and implementation measures in Watsonville/Vista emphasize the importance of transit not only for the transit-dependent population, but for a wide range of residents and commuters who could benefit from increased service. The land use patterns in Watsonville/Vista include high-density residential development in expansion areas, mixed-use residential and commercial along major transit corridors, and high job-generation densities largely in the southwest quadrant of the city. These land use distribution policies result in improved opportunities to utilize transit. Major employers will be encouraged to make transit incentives a cornerstone of their Transportation Demand Management (TDM) programs. Policies and programs to provide transit improvements including shelters, pullouts, and reinforced pavement are included in this plan.

Service Providers

Local bus service is provided by the Santa Cruz Metropolitan Transit District (SCMTD). Bus service to the Salinas/Prunedale and Castroville/Marina areas in Monterey County are available via the Watsonville transit center on Monterey-Salinas Transit (MST). Regional service to and from Watsonville is provided by Greyhound. Limited Amtrak bus service is also available between Watsonville and San Jose. Private taxi cab service and a number of senior and social service agencies provide door-to-door transportation, primarily for elderly and/or disabled persons.

The Watsonville Transit Center is currently located at Rodriguez Street and West Beach Street one block from the central business district. This facility includes a 4,000-square foot structure with concessions, restrooms and an information and ticket sales area. Bicycle and vehicle parking areas and covered loading platforms are also available.

Transit Alternatives in the Watsonville-Santa Cruz Major Transportation Investment Study

In 1999, the Santa Cruz County Regional Transportation Commission (SCCRTC) concluded a four-year Major Transportation Investment Study (MTIS) of the Watsonville to Santa Cruz to the University of California, Santa Cruz (UCSC) corridor (Watsonville-Santa Cruz Corridor). The Watsonville-Santa Cruz Corridor extends from Watsonville Junction north through the city of Santa Cruz to the UCSC Campus. The corridor is approximately 20 miles long and encompasses the Union Pacific / Santa Cruz Branch Line rail alignment, Highway 1, downtown Santa Cruz and the UCSC campus, the cities of Watsonville, Capitola, and Santa Cruz and several unincorporated communities in Santa Cruz County.

As part of the Watsonville-Santa Cruz Corridor MTIS, eight transportation alternatives were defined with a set of transportation options to pursue over
the next 15 years. Bus service alternatives evaluated in the MTIS include:

- **Alternative 6—Busway**
  This alternative includes paving Union Pacific / Southern Pacific railroad right-of-way from Park Avenue in Capitola to Bay Street in Santa Cruz, a distance of 6 miles, for primary use by express and local buses. The busway would be designed to provide safe and concurrent operation of buses, freight rail traffic, and bicycles in the right-of-way. This alternative would not service Watsonville directly with buses.

- **Alternative 8—Improved Bus Service**
  This alternative includes significant expansion of existing bus service to meet the future transportation needs of the corridor including marketing and promotion of this and other ridesharing alternatives.

The SCCRTC and other agencies have not selected a preferred alternative resulting from the MTIS, each of the various transportation alternatives are still under consideration. However, acquisition of the rail line right-of-way for some future transportation improvement is currently being pursued.

### Bicycle Transportation

#### Watsonville Bicycle Plan
As part of the 1988–2005 Major Street Master Plan and 1992 Parks and Open Space Master plan, a 2005 Bikeway and Pedestrian Plan was developed. A primary goal of the Bicycle Plan was to provide a safe and convenient network of bicycle facilities throughout the City and surrounding region. The Plan recommended a network of new bicycle facilities comprised of over 15 miles of high priority facilities, and nearly 10 miles of low priority facilities.

In 1998 the Santa Cruz County Regional Transportation Commission’s Bicycle Committee and the Pajaro Valley Transportation Management Association prepared a comprehensive bicycle plan for Watsonville incorporating and updating the 2005 Bicycle Plan. The purpose of this update was to combine bicycle goals and objectives, and plans from the City’s General Plan, Santa Cruz County’s General Plan, the Regional Transportation Plan and other local documents into a single cohesive bicycle planning document. The 1998 City of Watsonville Bicycle Plan recommends a bikeway system that is consistent with the Santa Cruz County bikeway system.
Types of Bikeway Facilities
There are three types of bicycle facilities used in Watsonville:

**Bike Path (Class I)**—is typically separated from motor vehicle facilities in its own right-of-way, providing two-way bike travel on a single wide path. Bike paths work best in areas with few crossings (i.e. along edges and in open spaces, such as riverfronts and greenbelts). Where bike paths cross motor vehicle routes, care must be taken to make the crossing as safe as possible for bicyclists. The California Department of Transportation (Caltrans) standard minimum width of a bike path is 8 feet.

**Bike Lanes (Class II)**—are striped lanes on roadways that are marked with signage, pavement striping, and pavement stencils. Bike lanes are on streets shared with motor vehicle traffic, but mark an area outside of the travel lanes for bicyclists. Caltrans’ recommended width for a bike lane against a curb is 5 feet. Where parallel auto parking occurs against the curb, Caltrans recommends a minimum of 12 feet from curb face to lane stripe, resulting in a bike lane width of 4 feet.

**Bike Routes (Class III)**—are designated routes on streets with signs to help guide bicyclists on recommended routes. Class III bike routes are used on streets where auto traffic volumes and speeds do not warrant the use of other class facilities. Bicyclists share the road with auto traffic on Class III routes. The recommended minimum shared automobile and bicycle lane width is 14 feet.

Figures 6.11 and 6.12 show Watsonville’s existing and future bikeway system by facility type.

Bikeways Linked to Open Space System
Goal 9.3 and implementation measure 9.3.12 of the Recreation and Open Space element provides for a continuous network of trails along Watsonville’s natural areas such as sloughs, creeks, and the Pajaro River. Multi-use trails are an opportunity to expand the bikeway system particularly for recreational purposes and for bicyclists who prefer to ride off-street. Bikeways are already under construction along some of the City’s sloughs. Implementation of the trail system should consider linkages to the on-street bikeway system at key points of access.

Bicycle Support Facilities
Bicycle support facilities are an important element of an effective bicycle system. Facilities and amenities that support and encourage bicycling include secure and convenient bicycle parking, employee shower and changing facilities, bike sensitive traffic signals (bike detectors) at intersections to allow bicyclists to trigger signals, and intermodal connections allowing bicyclists to transfer between modes of travel.

The City of Watsonville’s zoning codes establishes requirements for bike racks at new development, and the City encourages enclosed bicycle parking at shopping centers, civic centers, and businesses. Intermodal facilities include bike racks on buses, vanpools, bike racks and lockers at transit stops, park-and-ride lots, train stations, and parking structures.
Figure 6.12 Future Bikeway System

Source: City of Watsonville GIS Department (2012).
Pedestrian Transportation

Pedestrian travel is a critical component of every trip made in Watsonville. All trips, whether by automobile, transit, or bicycle, begin and end with walking. Historically, pedestrian facilities simply included sidewalks, off-street paths, and crosswalks at intersections. Current street design standards include provision of sidewalks (7 feet wide) or a combination of planting strips and sidewalks (9 feet wide). The definition of pedestrian facilities has expanded to encompass the comfort, attractiveness, and safety of the pedestrian environment. Pedestrian facility elements include street trees for shade in the summer, pedestrian-scaled lighting, amenities such as street furniture, Americans with Disabilities (ADA) accessibility requirements, bus stops, and public spaces such as plazas, outdoor cafes, and rest areas. Additional pedestrian amenities include 6 miles of trails within the wetlands system. While considered a place to enjoy the scenery of the wetlands, these trails are also used as safe alternative routes to school and to access nearby shopping areas.

Concurrent with the preparation of the 2005 Bikeway Plan, the City prepared a Pedestrian Plan. The pedestrian plan integrated pedestrian facilities with the overall street plan. In addition to providing sidewalks or separate pathways, the goal of the policies and implementation measures is to ensure planning sensitive to the needs of pedestrians to encourage more pedestrian travel. Areas where pedestrian facilities are generally absent are those areas outside the City limits; improvements in unincorporated areas will require assistance from the County. The pedestrian plan identified existing gaps in the system and needed sidewalk improvements.

The section on street standards includes a discussion of Context Sensitive Design; the need for designing streets specifically to accommodate the functions of the adjacent land uses. Context Sensitive Design emphasizes improvements to the pedestrian area of the street, an area often ignored or minimized in street design standards.
Truck Transportation

As an agricultural area, the Pajaro Valley relies on trucks for commodity movement. As industry becomes a more significant part of the area’s economic base, the amount of truck traffic is likely to increase. The problems associated with Watsonville’s interdependence on trucking are addressed in the policies and implementation measures. Some of these problems include noise, safety, speed, and damage to pavement and other roadway facilities.

Truck Routes

As part of the *Major Street Master Plan*, truck routes have been designated within the city to limit intrusion into residential neighborhoods and reduce traffic problems caused by truck travel through the downtown area. As identified in the 2001 *Revised Truck Routes* map the following roadways are designated truck routes in the City:

- Airport Boulevard—Highway 152 to City Limit
- Highway 152 (Main Street)—Airport Boulevard to City Limit
- West Lake Avenue—Walker Street to Main Street
- Highway 152 (East Lake Avenue)—Main Street to City Limit
- Highway 1 (Cabrillo Highway)—Highway 52 to Highway 129
- South Green Valley Road—Highway 1 to Highway 152
- West Beach Street—Lee Road to Lincoln Street to Highway 152
- Lee Road—across City Limits
- Industrial—West Beach Street to Highway 129
- Harvest Drive—West Beach Street to Highway 129
- Walker Street—Ford to West Front
- Ford and Kearney—Walker Street to Walker Street
- Highway 129 (Riverside Drive)—Highway 1 to City Limit

Truck Volumes

Truck volumes are typically expressed in the percentage of the overall traffic. Figure 6.13 shows the total truck percentage on four of the City’s truck routes.

**Figure 6.13  Percentage of Trucks on Routes**

<table>
<thead>
<tr>
<th>Roadway</th>
<th>Location</th>
<th>Average Daily Traffic</th>
<th>Average % of Trucks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Boulevard</td>
<td>North of Freedom Boulevard</td>
<td>13,730</td>
<td>1%</td>
</tr>
<tr>
<td>Highway 152 (Main Street)</td>
<td>West of Green Valley Road</td>
<td>24,300</td>
<td>3%</td>
</tr>
<tr>
<td>West Beach Street</td>
<td>West of Walker Street</td>
<td>7,940</td>
<td>4%</td>
</tr>
<tr>
<td>Highway 129 (Riverside Drive)</td>
<td>East of Blackburn Street</td>
<td>10,720</td>
<td>7%</td>
</tr>
</tbody>
</table>
Rail Service

Freight
Freight service to and from Watsonville is provided by the Southern Pacific Railroad between San Francisco and Los Angeles. This is a vital freight link between population centers and the food processing plants located in Watsonville and northern Monterey County (Pajaro). Limited freight service is also available between Watsonville, Santa Cruz, and Davenport.

Passenger
Amtrak (Salinas Station)
Passenger service is not available from Watsonville, although AMTRAK stops in nearby Salinas, providing limited bus connections between Watsonville and Salinas.

Watsonville to Santa Cruz
Union Pacific Branch Rail Line
In August 1999, as part of the MTIS Program of Projects, SCCRTC voted to pursue acquisition of the Santa Cruz Branch Rail Line right-of-way. In April 2002, the environmental review for acquisition of the rail line was completed. The Union Pacific Branch Rail Line between Watsonville and Santa Cruz / Davenport would be in public ownership and would be available as a transportation resource for the community in the future.

MTIS Rail Service Alternatives
As part of the Watsonville-Santa Cruz Corridor MTIS, three of the eight transportation improvement alternatives are for rail service alternatives. It should be noted that whatever alternative is implemented, freight rail service will continue on the line. Provided below are descriptions of the three rail service alternatives discussed in the MTIS.

- Alternative 4—Rail Transit from Watsonville Transit Center to UCSC via Harvey West:
  This alternative proposes rail transit service from the Watsonville Junction to the University of California, Santa Cruz along the Union Pacific and Big Trees rail lines.

- Alternative 5—Rail Transit from Watsonville Transit Center to Harvey West and Natural Bridges
  This alternative proposes rail transit service from Watsonville Junction to Natural Bridges and Harvey West via Front Street in downtown Santa Cruz.

- Alternative 6—Rail Transit from Downtown Watsonville to Harvey West
  Same route as Alternative 4, but terminating at Harvey West; no rail service would be provided to UCSC.

MTIS Rail Technology

The rail technology proposed for Alternatives 4, 5, and 7 is Diesel Multiple Unit (DMU) rail vehicles. DMUs are single level, self-propelled passenger rail vehicles. The passenger cars can operate as single vehicles or in trains (or, in “multiple units”) without a separate locomotive for power. DMU rail vehicles are an emerging opportunity to use self-propelled passenger train vehicles in corridors that extend from heavily used passenger lines to less densely populated regions.

Monterey Peninsula to San Francisco
Passenger Rail Service
The Transportation Agency for Monterey County (TAMC) plans to initiate new passenger service using the Monterey Branch Line purchased from Union Pacific in 2003. The Monterey Branch Line runs from Castroville to Monterey. Several different service options are under consideration, including intercity rail from the Monterey Peninsula to San Francisco, local rail service between the Monterey Peninsula and Castroville, bus rapid transit service, or a combination of services. This rail or bus rapid transit service could connect to the planned Caltrain commuter rail service in Castroville, which extends northward to Pajaro and beyond. Local transit service could also be extended to Salinas over the...
long term with key stations in Monterey, Seaside, Sand City, Cal State Monterey Bay, Marina and Castroville.

**Extension of CalTrain Commuter Service to Monterey County**

There is a proposal to extend the existing CalTrain commuter rail service currently running between San Francisco and Gilroy south to Salinas. The extension will initially include three new station stops, Pajaro, Castroville and Salinas, and will operate on the existing Union Pacific Railroad track. The rail extension, in addition to connecting Monterey with San Francisco and Santa Clara counties, will also connect Monterey County to Sacramento via connections to the Amtrak Capitol service and Altamont Commuter Express. Watsonville could benefit from service at Pajaro if passenger rail is extended to Monterey County, as long as a designated multimodal route is established from the City of Watsonville to the new station.

**Downtown Parking**

Downtown Watsonville is the commercial, civic, and entertainment heart of the City. It is a compact, mixed-use area where people live, work and shop. Parking in the downtown is a vital component of its success, providing for the long-term needs of employees and the short-term needs of visitors and retail businesses.

Watsonville established a parking district in the 1960’s as a funding mechanism for the acquisition and maintenance of municipal parking lots. Properties within the parking district were not required to provide all of their parking on-site. By being part of the parking district, these properties were allowed to use municipal parking facilities towards meeting their parking demand. Presently there are 17 municipal parking lots in downtown (the entire downtown is larger than the parking district) providing a total of 917 off-street parking spaces. In addition, there are about 532 on-street parking spaces. Combined, there are nearly 1,450 public parking spaces in the downtown. Private parking facilities provide another 1,470 parking spaces.

In 2003, the City of Watsonville prepared a downtown parking study in response to community concerns about a lack of parking in key areas of the downtown. Key findings of the parking study’s evaluation of existing conditions include:

- During the weekday peak period (noon to 1:00 PM), 64 percent of all available parking spaces (public and private) are occupied;
- Within the parking district about 72 percent of the available spaces are occupied;
- On-street spaces experience the highest parking occupancy, about 75 percent during the weekday peak;
- Municipal parking facilities experience a peak occupancy of about 70 percent;
- Some individual parking lots in downtown
experience occupancies exceeding 85 percent (or the practical capacity of the lot);

- Weekend parking demand in downtown is substantially less (41 percent occupied spaces) than weekday demand; and
- Overall conclusion is that, except for several high demand municipal parking lots, there is adequate parking supply to meet today's demands.

The downtown parking study also evaluated future conditions. Future conditions assessed the parking supply and demand of anticipated new development up to the year 2005, including intensification of existing uses and occupation of currently vacant property. Changes in downtown land use anticipate the addition of new retail, office, public/civic space, an increase in students at Cabrillo College, new residential units, and construction of a 460 space parking garage. The future analysis concluded that the future parking supply would just meet the future parking demand with exacerbated concentrations of parking in certain areas. Recommended solutions include:

- Parking demand management (incentives to get more people to walk, bike, carpool or use transit);
- Parking supply management (re-striping lots to gain more spaces, changing pricing to discourage long-term parking, modifying time restrictions, acquiring or reserving places for new parking lots);
- Providing new municipal parking facilities including parking structures; and
- Reinstating the parking district to help finance municipal parking supply.

Guiding Principles for Downtown Parking in 2020

The following guiding principles ensure that Downtown Watsonville will remain the vibrant, economically vital core of the City by providing adequate parking to complement the compact, walkable, mixed-use nature of the downtown.

- Ensure downtown is accessible by all modes of travel;
- Improve pedestrian linkages and streetscape between parking facilities and all downtown areas (encouraging people to walk longer distances between parking and their destination);
- Use wayfinding to ensure public parking facilities are easy to locate;
- Provide sufficient, but not excessive, parking supply (vast areas of empty parking detract from the attractiveness of downtown as well as its perceived vibrancy);
- Maintain and expand the on-street parking supply (consider diagonal parking wherever feasible to maximize on-street supply);
- Provide long-term parking options for employees;
- Ensure new residential development provides private parking to ensure viable residential projects;
- Manage short-term and long-term parking supply;
- Emphasize on-street parking in the downtown core for retail and visitor;
- Emphasize off-street and periphery parking for employees;
- Protect adjacent neighborhoods from spillover parking impacts;
- Market and promote the downtown parking strategies; and
- Adopt a long-term mechanism (such as parking districts) to finance public parking facilities and maintenance.
Regional Setting

Regional Transportation Plan

The State of California requires that regional transportation planning agencies periodically prepare a long range transportation plan known as the Regional Transportation Plan (RTP). This document, prepared by the Santa Cruz County Regional Transportation Commission, contains Santa Cruz County’s transportation goals and policies, proposals for short-term and long-term transportation improvements, and a financial plan for funding and implementing transportation projects. The RTP also provides an environmental assessment of the proposed transportation plan. The RTP along with its related Environmental Impact Report was completed in 2005.

The State Transportation Improvement Program (STIP) process requires that each regional transportation planning agency prepare, adopt and submit a Regional Transportation Improvement Program (RTIP) to the California Transportation Commission every two years. This program is a five-year capital improvement program for transportation projects in the countywide area of Santa Cruz. State highway projects, county and city road projects using state or federal funds, transit and bicycle facility projects using state funds, and airport projects using state or federal funds are included. Implementation measure 6.1.41 of the Watsonville VISTA General Plan is intended to ensure that the objectives of the RTIP are consistent with the land use and community development objectives of the General Plan.

2004 Regional Transportation Improvement Program (RTIP)

The 2004 RTIP provides a summary of the region’s transportation projects currently earmarked to receive state or federal funding through fiscal years 2008/2009. The City of Watsonville will work with partner agencies to seek new funding for transportation improvements. If these projects are approved by the California Transportation Commission they will be included in the STIP for implementation. County and Watsonville transportation projects in the RTIP include:

- Reconstruct the Highway 1/Harkins Slough Road interchange to widen bridge and add bike lanes and sidewalks;
- Slope stabilization of Green Valley and Ramport Roads;
- Reconstruction and the addition of a center turn lane on Walker Street from West Beach Street to Riverside Drive;
- Reconstruction and widening of Harkins Slough Road from Watsonville Slough to Ramsey Park including bridge construction, and new pedestrian and bicycle facilities;
- Rehabilitation of Green Valley Road (Harkins Slough Road to Main Street) and Freedom Boulevard (High Street to Lincoln Street);
- Construction of curb ramps at intersections, Citywide; and
- Widening of Calabasas Road from Buena Vista Road to White Road including new bicycle lanes, and curb, gutter and sidewalks.
Additional project using state funds include:

- Highway 129 Highway Advisory Radio System;
- Highway 129 and 152 Operational Improvements;
- Highway 152/Holohan/College Road intersection Improvements;
- Airport Boulevard Signal Synchronization from Westgate Drive to Freedom Boulevard;
- Neighborhood Traffic Plan Implementation; and
- The Pajaro Rail Station Design.

Planned or proposed projects identified in the Watsonville area that are not funded include:

- Widening of Highway 129 to include a bikeway from Lee to Lakeview Road;
- Widening of Riverside Drive from 2 to 4 lanes from Union to Bridge Street;
- Widening of East Lake Avenue (Highway 152) from 2 to 4 lanes from Martinelli to Holohan Street;
- Widen Highway 152 to provide bike lanes between Green Valley to Monterey County line, Beach Street from Walker to Lincoln, and Lake Avenue from Main Street to fairgrounds; and
- Ultimate widening of the Ohlone Parkway from two to four lanes.

Highway 1 HOV Lane Widening Project
Caltrans and the Santa Cruz County Regional Transportation Commission (SCCRTC) have initiated preliminary engineering and environmental studies for the construction of High Occupancy Vehicle (HOV) lanes on Highway 1 between Morrisey Boulevard in the City of Santa Cruz and San Andreas Road/Larkin Valley Road north of Watsonville. This project would encourage the use of transit, carpooling, and vanpooling between Santa Cruz and South County communities. The project also includes new pedestrian/bicycle overcrossings of Highway 1, ramp metering, sound walls, and auxiliary lanes between adjacent interchanges. While funding has not been identified for this project, it remains on SCCRTC’s and Caltrans’ list of future capital projects.
Plan Standards

Street Standards
The City of Watsonville has established standard plans for the various types of streets identified in the Functional Street Classification system, specifically arterials, collectors, local streets, industrial streets, and parkways. Figure 6.14 summarizes the basic cross-sectional geometric dimensions for these streets, while Figure 6.15 illustrates typical cross-sections.

Context Sensitive Design
This General Plan augments the City’s functional street classification system with a classification system for creating balanced multi-modal and more pedestrian and transit-friendly streets in Watsonville’s urban areas. It is the intent of WatsonvilleVISTA to establish a street design overlay of the City’s functional street classification system, and to establish policies for the development of context-sensitive street design standards.

The role of the functional street classifications is to designate a hierarchy of streets emphasizing varying levels of traffic movement and automobile access to property. Traditionally, the functional street classification system has not addressed the needs of pedestrians and bicyclists, and the interests of the residents and businesses who live and work on Watsonville’s streets.

Context sensitive design (CSD) is the development of street designs and practices that respect the functional classification of a street, but consider the needs of the adjacent land use and reflect the overall context through which the street passes. Under CSD, an arterial street serving a concentration of retail commercial businesses would be designed quite differently than the same arterial as it passes through an employment district or a high density residential neighborhood. Throughout most of the Country over the past 50 years, there was a “one size fits all” philosophy when it came to streets where the same arterial, collector, or local street design was applied to every street regardless of the context and the activity generated by adjacent land use.

Figure 6.14  Current Standard Cross-Sectional Dimensions for Watsonville Street Types

<table>
<thead>
<tr>
<th>Roadway</th>
<th>Arterial</th>
<th>Collector</th>
<th>Local Street</th>
<th>Industrial Street</th>
<th>Parkway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Element / Street Type</td>
<td>Alt A</td>
<td>Alt B</td>
<td>Alt A</td>
<td>Alt B</td>
<td>Alt A</td>
</tr>
<tr>
<td>Right of Way</td>
<td>78</td>
<td>84</td>
<td>52</td>
<td>58</td>
<td>48</td>
</tr>
<tr>
<td>Traveled Way</td>
<td>64</td>
<td>64</td>
<td>40</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td>Travel Lanes (each direction)</td>
<td>24</td>
<td>24</td>
<td>12</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Parking Lanes / Shoulder</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Edge Conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Sidewalk Only</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Curb Type</td>
<td>Barrier</td>
<td>Barrier</td>
<td>Barrier</td>
<td>Barrier</td>
<td>Barrier</td>
</tr>
<tr>
<td>Median Width</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

Source: City of Watsonville Public Improvement Standards, 2003.
Note: All dimensions in feet.
Note: All dimensions are minimums
Figure 6.15  Typical Street Cross-Sections

LOCAL STREETS

INDUSTRIAL STREETS

ARTERIAL STREETS

COLLECTOR STREETS

PARKWAY

SOURCE: City of Watsonville - Standard Drawing (S-930/S-931)
6.0 TRANSPORTATION and CIRCULATION

A Framework for a Context-Based Street Classification System

The framework for establishing context-based streets corresponds “context zones” with the types of streets that best serve the context zone. Context zones are areas in Watsonville that have a predominantly similar mix of land uses and density of development ranging from natural and agricultural zones to the urban core (Central Business District). Also included is a context zone designating special districts such as institutional, industrial, or other non-residential concentrations of land uses that do not fit into the other context zones. Figure 6.16 presents these context zones and their relationship to the General Plan land use designations. While the natural/agricultural context zone is included in Figure 6.16, the context-based street types corresponding to this context zone (rural highways) are not addressed in the General Plan. Only context zones and streets in Watsonville’s urbanized areas are included. Figure 6.17 presents the general design characteristics of the proposed context-based street types, as well as the correspondence between street types and the City’s functional street classifications. Definitions for context-based street types include:

**Major Arterial Streets**

**Suburban Boulevard**—High-capacity, high speed thoroughfare in suburban environments designed to carry through traffic, serves longer trips and provide limited access to land. Emphasize vehicle mobility and commercial land access. While less pedestrian-oriented than other context-based streets, Suburban Boulevards provide pedestrian facilities. May be high ridership transit corridors. Boulevards use access management techniques and medians are required. Primary goods movement routes and primary emergency response routes. On-street parking may be allowed, but usually restricted in favor of traffic capacity.

**Boulevard**—Medium-capacity thoroughfare in urban and suburban environments designed to carry intra-city traffic, serves medium distance trips and provide limited access to land. Frequently high ridership transit corridors and local transit routes. Boulevards use access management techniques and medians are required. Primary goods movement routes. On-street parking may be allowed.

**Minor Arterial and Collector Streets**

**Avenue**—Medium-capacity and moderate speed urban thoroughfare. Some avenues feature a landscaped median curbed island. May serve as the main street of a commercial or mixed-use area. Emphasize alternative modes in which pedestrian, bicycle and transit design elements dominate. Located in high intensity mixed-use commercial, retail, and high-density residential areas with substantial pedestrian activity. Avenues are attractive for pedestrians and bicyclists with landscaped medians and street trees and/or planting strips.

Avenues usually have on-street parking and wide sidewalks supporting commercial land uses. Some access management features are utilized to control traffic movements, but avenues provide access to abutting land uses and therefore provide parallel on-street parking. Transit service usually comprised of local bus routes. In commercial areas avenues have wide sidewalks, street trees, and other pedestrian amenities. In residential areas, avenues have moderately wide sidewalks and planting strips to buffer pedestrians from vehicles. Truck movements on avenues are restricted to local deliveries.

**Connector**—Low to medium-capacity thoroughfare designed to (1) connect residential neighborhoods with each other, (2) connect neighborhoods with commercial and other districts, (3) connect districts with each other, or (4) may serve as the main street of a commercial or mixed-use sector.
**Figure 6.16 Definition of Context Zones for Context-Based Street Design**

<table>
<thead>
<tr>
<th>Context Zone</th>
<th>General Plan Land Use Categories</th>
<th>General Characteristics</th>
</tr>
</thead>
</table>
| Natural /Agricultural | Public Park  
Agriculture  
Environmental Management | Agricultural lands, parks, open space                                                    |
| Suburban Residential | Residential Low Density                                             | Low density residential neighborhoods                                                   |
| Suburban Commercial  | General Commercial                                                  | Low density and low intensity neighborhood serving commercial                            |
| General Urban       | Residential Medium Density  
Residential High Density  
Neighborhood Corridor Mixed Use | Medium to high density mix of residential and commercial uses, predominantly detached buildings |
| Urban Core          | Downtown Mixed Use  
Residential High Density                                           | Highest-density commercial, employment, and residential use with supporting institutional/civic and open space |
| Special District    | Employment  
Industrial  
Public/Quasi Public                                                  | Predominantly single-use non-residential uses - institutional, employment, and utility  |

**Figure 6.17 General Design Characteristics of Context-Based Urban Street Types**

<table>
<thead>
<tr>
<th>Street Type</th>
<th>Corresponding Functional Street Classification</th>
<th>Max. Travel Lanes</th>
<th>Speed</th>
<th>Intersection Spacing</th>
<th>Transit Service</th>
<th>Median</th>
<th>Access Mgmt.</th>
<th>Curb Parking</th>
<th>Pedestrian Facilities</th>
<th>Bicycle Facilities</th>
<th>Freight Mvmt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suburban Boulevard</td>
<td>Major Arterial</td>
<td>6</td>
<td>35-45</td>
<td>1/4 to 1/2 mile</td>
<td>Express and Local</td>
<td>Required</td>
<td>Yes</td>
<td>Provisional</td>
<td>Sidewalk or Off-Street Path</td>
<td>Yes or parallel route</td>
<td>Regional Route</td>
</tr>
<tr>
<td>Boulevard</td>
<td>Major Arterial</td>
<td>4-6</td>
<td>25-35</td>
<td>1/4 mile</td>
<td>Express and Local</td>
<td>Required</td>
<td>Yes</td>
<td>Provisional</td>
<td>Sidewalk</td>
<td></td>
<td>Regional Route</td>
</tr>
<tr>
<td>Avenue</td>
<td>Minor Arterial Collector</td>
<td>4</td>
<td>25-35</td>
<td>1/8 to 1/4 mile</td>
<td>Local</td>
<td>Optional</td>
<td>Partial</td>
<td>Parallel</td>
<td>Sidewalk</td>
<td></td>
<td>Local Truck Route</td>
</tr>
<tr>
<td>Connector</td>
<td>Collector Industrial Street</td>
<td>2</td>
<td>25</td>
<td>300 feet to 1/8 mile</td>
<td>Local</td>
<td>No</td>
<td>No</td>
<td>Parallel</td>
<td>Sidewalk</td>
<td></td>
<td>Local Deliveries Only</td>
</tr>
<tr>
<td>Main Street</td>
<td>Collector Local Street</td>
<td>2</td>
<td>20</td>
<td>150-300 feet</td>
<td>Local</td>
<td>No</td>
<td>No</td>
<td>Parallel or Diagonal</td>
<td>Sidewalk</td>
<td>Local Deliveries Only</td>
<td></td>
</tr>
<tr>
<td>Street</td>
<td>Local Street</td>
<td>2</td>
<td>20</td>
<td>lot width</td>
<td>Local</td>
<td>No</td>
<td>No</td>
<td>Parallel</td>
<td>Sidewalk</td>
<td>Shared</td>
<td>Local Deliveries Only</td>
</tr>
</tbody>
</table>
**Main Street**—Low capacity, low speed street serving dense pedestrian-oriented commercial retail areas. Main streets serve highest intensity retail and mixed land uses including downtown areas. They emphasize walking, bicycling, and transit within an attractive landscaped and high amenity corridor. Main streets have very high levels of pedestrian activity and frequently use diagonal on-street parking to meet short term demand. Buildings are typically oriented to the street with parking lots located behind buildings.

**Street**—Low-capacity, and very low speed thoroughfare in suburban and urban areas primarily serving abutting property. Local streets serve both residential and commercial, employment and industrial areas. These streets emphasize walking, bicycling, neighborhood livability, and land access over mobility. They are more pedestrian-oriented than commercial streets, giving a higher priority to planting strips, sidewalks, on-street parking, and bicycle lanes than to the number of lanes.
### Context Zone / Street Type Correspondence

Figure 6.18 below corresponds context zones and context-based street types, identifying the appropriate range of street-types to serve a particular land use area. This table is used when context-based street design is applied to the design of new streets or redesign of existing streets. Determining a correspondence begins with identification of the functional classification of the street and identification of the context zone the street serves. Functional class and context then correspond to a range of context-based street types. The definitions provided in the previous section narrow the selection for the most appropriate street type.

### Design Guidelines for Context-Based Streets

Figure 6.19 provides general guidance for the design of context-based streets in constrained right of way. The guidance prioritizes street design elements and identifies appropriate types of traffic management and transportation systems management strategies that can be applied to the street. This guidance can be applied to the City of Watsonville's standard roadway rights of way—providing only high priority design elements when right of way is constrained and both high and low priority elements when there is sufficient right of way.

#### Figure 6.18  Context Zone / Street Type Correspondence

<table>
<thead>
<tr>
<th>Functional Street Class / Context Based Street Type</th>
<th>Suburban Residential</th>
<th>Suburban Commercial</th>
<th>General Urban</th>
<th>Urban Core</th>
<th>Special Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Arterial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suburban Boulevard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boulevard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minor Arterial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boulevard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Figure 6.19 Context-Based Street Design Priorities

<table>
<thead>
<tr>
<th>Street Type</th>
<th>High Priority Design Elements</th>
<th>Low Priority Design Elements</th>
<th>Traffic Management and Transportation Systems Management Features</th>
</tr>
</thead>
</table>
| Suburban Boulevard/Boulevard | • Number and width of travel lanes  
• Vehicular capacity  
• Access management  
• Street trees in wells or planting strips  
• Medians with pedestrian refuges at crossings  
• High amenity transit facilities  
• Design for large vehicles  
• Bus turnouts | • Bicycle lanes  
• Urban design features  
• On-street parking  
• Multimodal intersection design | • Medians  
• On-street parking  
• Buffers between vehicles and pedestrians  
• Signal synchronization  
• Arterial access management  
• Intelligent Transportation Systems  
• Transit priority operations |
| Avenue/Connector       | • Wide sidewalks with amenities in commercial areas and vista points  
• Detached sidewalks in residential areas  
• High amenity transit facilities  
• Bicycle lanes on designated bike routes  
• Street trees in wells or planting strips  
• On-street parking  
• Urban design features  
• Pedestrian scaled lighting  
• Multimodal intersection design  | • Number and width of travel lanes  
• Vehicular capacity  
• Design for large vehicles  
• Medians (except for pedestrian refuge)  
• Access management  
• Mid-block crosswalks  
• Bus turnouts | • Medians  
• On-street parking  
• Street trees  
• Narrower travel lanes  
• Traffic circles and roundabouts  
• Curb extensions  
• Alternative paving material  
• Signal synchronization  
• Transit priority operations |
| Main Street/Street | • Wide sidewalks with public spaces  
• Curb extensions  
• Street trees in wells or planting strips  
• Pedestrian scaled lighting  
• On-street parking (parallel or diagonal)  
• Urban design features  
• High amenity transit facilities  
• Multimodal intersection design  
• Midblock crosswalks | • Medians  
• Width and number of travel lanes  
• Vehicular capacity  
• Access management  
• Design for large vehicles  
• Bike lanes  
• Bus turnouts | • Narrow travel lanes  
• Alternative paving material  
• Buffers between pedestrians and vehicles  
• On-street parking  
• Small curb return radii at intersections  
• Raised intersections  
• High visibility crosswalks  
• Neighborhood Traffic Management and traffic calming |
|-------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| Industrial Street | • Lane width  
• Sidewalks (attached)  
• Planting strips outside of sidewalk  
• Design for large vehicles | • Medians  
• Access management  
• Bicycle lanes  
• On-street parking  
• Number of lanes  
• High amenity transit facilities  
• Street trees  
• Bus turnouts | • Signal synchronization  
• Arterial access management  
• Intelligent Transportation Systems |
2005–2030 Major Streets Master Plan

Plan Purpose and Objectives
The purpose of the 2005–2030 Major Streets Master Plan (MSMP) is to update the 1988–2005 MSMP and its 1992 update. The objective of the MSMP is to adopt a master street plan and ensure it is consistent with the General Plan. The MSMP evaluates the City’s current and proposed roadway system under the General Plan’s land use projections to determine compliance with level of service standards.

Land Use Projections
Traffic projections for evaluation of the Watsonville/Vista 2030 General Plan land use are determined with the use of the Association of Monterey Bay Area Government’s (AMBAG) regional travel demand forecasting model. Year 2030 land use projections for Watsonville were developed during the preparation of the General Plan update. Year 2030 land use projections for the region outside of Watsonville are based on AMBAG projections.

Figure 6.20 compares the AMBAG year 2000 land use data for Watsonville (from 2000 census) to the year 2030 General Plan land use projections.

In the year 2030, Watsonville’s population is expected to increase by about 60 percent with a 67 percent increase in housing units and a 41 percent increase in employment. This growth is distributed to a combination of growth areas (e.g. Buena Vista) and infill intensification within Watsonville.

Future Traffic Conditions
Figure 6.21 compares several afternoon peak hour citywide performance indicators between 2000 and 2030 conditions. Trip generation identifies the growth in traffic during the highest peak hour of a typical weekday. The trip generation includes all trips within Watsonville and those trips with only one end in Watsonville. The 2030 General Plan land use projections are estimated to increase traffic by 35 percent over 2000 estimates, about 7,500 vehicle trips throughout the city.

Figure 6.20  Comparison of 2000 and 2030 Land Use Projections for Traffic Modeling

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Housing Units</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 AMBAG Model</td>
<td>44,131</td>
<td>11,601</td>
<td>24,559</td>
</tr>
<tr>
<td>2030 General Plan</td>
<td>70,380</td>
<td>19,374</td>
<td>34,660</td>
</tr>
<tr>
<td>Percent Change</td>
<td>60%</td>
<td>67%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Sources: AMBAG (Association of Monterey Bay Area Governments) travel demand forecasting model, and Fregonese Calthorpe Associates.
The increase in traffic on city streets corresponds to an increase in total delay (aggregate delay of all vehicles traveling in the peak hour) from an estimated 87 hours to 365 hours. The increase in delay, on average, adds about 30 seconds of delay per vehicle traveling on Watsonville streets. The average trip length (in miles) is an indicator of the dispersal of jobs and housing. Longer trip lengths indicate longer distances between housing and commercial and employment areas. It would be expected, as the region grows, that many of the resident’s jobs would remain outside of Watsonville, and that growth in the edges of the city would increase the distance between neighborhoods and commercial areas. Hence, the average trip length is estimated to increase about 2 miles over the 30 year period.

Proposed Roadway Improvements

As shown in Figure 4.2-8: Proposed Roadway Improvements, the MSMP update includes the following roadway improvements to accommodate the projected growth to the year 2030:

- A new 2-lane collector street connecting Buena Vista Drive to Freedom Boulevard with connections at Calabasas Road.
- A new collector street connecting Atkinson Lane to Highway 152 with Crestview Extension.
- Full diamond interchange at Harkins Slough Road and Highway 1.
- Widening of Airport Boulevard to a 4-lane arterial street with center turn lane between Freedom Boulevard and Green Valley Road including widening of the bridge over Corralitos Creek.

<table>
<thead>
<tr>
<th></th>
<th>PM Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2000</td>
</tr>
<tr>
<td>Trips from Watsonville</td>
<td>11,039</td>
</tr>
<tr>
<td>Trips to Watsonville</td>
<td>10,069</td>
</tr>
<tr>
<td>Total Trips</td>
<td>21,108</td>
</tr>
<tr>
<td>Hours of Delay</td>
<td>87</td>
</tr>
<tr>
<td>Average Trip Length</td>
<td>9.5</td>
</tr>
</tbody>
</table>

Source: Association of Monterey Bay Area Government’s (AMBAG) travel demand forecasting model and Kimley-Horn and Associates, Inc.
Figure 6.22 Proposed Roadway Improvements

Legend
A Two-lane collector
B Collector street
C Complete full diamond interchange
D Widens Airport Blvd to 4 lanes

Projected Roadway Levels of Service

Figure 6.23 compares existing roadway levels of service on key arterial streets to 2030 conditions. All but one of the roadways evaluated operate at the City’s standard LOS D or better in the existing condition. The roadway which fails to meet the City’s level of service standards in 2030 is Airport Boulevard (east of Freedom).

A review of PM peak hour volume to capacity ratios citywide indicates LOS D or better operations on all of the city’s arterials and collectors, except for the one segment of Airport Boulevard discussed above and several short roadway segments as they approach major intersections. These locations may require intersection improvements.

MSMP Transportation Improvement Update

The MSMP update includes the following roadway improvements to accommodate the projected growth to the year 2030:

- Widening of Airport Boulevard to a 4-lane arterial street with center turn lane between Freedom Boulevard and Green Valley Road including widening of the bridge over Corralitos Creek.
- A new 2-lane collector street connecting Buena Vista Drive to Freedom Boulevard with connections at Calabasas Road.
- A new collector street connecting Atkinson Lane to Highway 152.
- An extension of Crestview Drive to the new Atkinson Lane collector.
- Full diamond interchange at Harkins Slough Road and Highway 1.

Transportation Systems Management (TSM)

The City of Watsonville recognizes that it will reach a point where it cannot continue to build new streets or widen existing streets. Transportation Systems Management (TSM) is an opportunity to increase the safety and efficiency of Watsonville’s transportation infrastructure, without widening streets, through the application of existing, and new innovative technologies and effective use of existing resources. TSM is the science of optimizing and maximizing the current City’s infrastructure and investment.

Managing traffic flow on Watsonville’s streets through TSM has many advantages:

- Relieves automobile congestion;
- Improves the efficiency and attractiveness of transit, which also relies on efficient traffic flow;
- Improves safety for pedestrians and bicyclists, who share streets with automobiles;
- Less traffic congestion allows automobiles to stay on streets intended for citywide travel minimizing intrusion into residential neighborhoods;
- Cost less than widening streets in the long term.

Transportation Systems Management is a series of technologies, methods, and strategies that can be divided into several broad categories:

- Intelligent Transportation Systems (ITS) and Signal Synchronization
- Innovative Engineering Solutions at Intersections
- Arterial Access Management
- Transportation Demand Management
- Neighborhood Traffic Management
# 6.0 TRANSPORTATION and CIRCULATION

Figure 6.23 Roadway Level of Service Comparison: 2004 vs. 2030 PM Peak Hour

<table>
<thead>
<tr>
<th>Roadway Segment</th>
<th>Classification</th>
<th>2004 (PM Peak Hour)</th>
<th>2030 Baseline (AMBAG) (PM Peak Hour)</th>
<th>2030 Revised General Plan (PM Peak Hour)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Two-Way Volume</td>
<td>LOS</td>
<td>Two-Way Volume</td>
</tr>
<tr>
<td>Airport Blvd. (Larkin Valley to Nielsen St.)</td>
<td>4 Lane - divided, Urban Arterial</td>
<td>1,409</td>
<td>A</td>
<td>2,241</td>
</tr>
<tr>
<td>Airport Blvd. (Freedom Blvd, to Green Valley Rd.)</td>
<td>2 Lane - undivided, Urban Minor Arterial (GP: 4 Lane-divided, Urban Arterial)</td>
<td>1,207</td>
<td>E</td>
<td>1,525</td>
</tr>
<tr>
<td>Freedom Blvd. (Airport Blvd. to Buena Vista Rd.)</td>
<td>4 Lane - undivided, Urban Minor Arterial</td>
<td>1,363</td>
<td>A</td>
<td>1,609</td>
</tr>
<tr>
<td>Green Valley Rd. (Main St. to Pennsylvania Dr.)</td>
<td>4 Lane - undivided, Urban Arterial</td>
<td>1,359</td>
<td>A</td>
<td>1,803</td>
</tr>
<tr>
<td>Green Valley Rd. (Airport Blvd / Holohan Rd. to Amesti Rd.)</td>
<td>4 Lane - undivided, Urban Minor Arterial</td>
<td>1,355</td>
<td>A</td>
<td>1,437</td>
</tr>
<tr>
<td>Main St. (Green Valley Road to SR-1)</td>
<td>4 Lane - divided, Urban Arterial</td>
<td>1,951</td>
<td>A</td>
<td>4,471</td>
</tr>
<tr>
<td>Main St. (Riverside Dr. to San Juan Rd.)</td>
<td>4 Lane - undivided, Urban Arterial</td>
<td>2,260</td>
<td>A</td>
<td>4,706</td>
</tr>
<tr>
<td>East Lake Ave. (Wagner Ave. to Nugent Ave.)</td>
<td>2 Lane - undivided, Urban Minor Arterial</td>
<td>1,270</td>
<td>F</td>
<td>1,122</td>
</tr>
<tr>
<td>Riverside Dr. (Bridge St. to Lakeview Rd.)</td>
<td>2 Lane - undivided, Urban Arterial</td>
<td>942</td>
<td>D</td>
<td>1,898</td>
</tr>
<tr>
<td>Riverside Dr. (SR-1 to Industrial Rd.)</td>
<td>4 Lane - divided, Urban Arterial</td>
<td>1,057</td>
<td>A</td>
<td>1,553</td>
</tr>
<tr>
<td>Beach St. (Walker St. to Harvest Dr.)</td>
<td>2 Lane - undivided, Urban Arterial</td>
<td>768</td>
<td>B</td>
<td>1,105</td>
</tr>
<tr>
<td>Walker St. (W. Beach St. to Keamey St.)</td>
<td>2 Lane - undivided, Urban Minor Arterial</td>
<td>545</td>
<td>A</td>
<td>552</td>
</tr>
</tbody>
</table>

**Notes:** Only PM peak hour analysis was done for the cumulative scenarios.
Intelligent Transportation Systems (ITS) and Signal Synchronization

New technology is being applied nationally to gain substantial transportation benefits without the need to widen streets. Some of these technologies, such as signal synchronization are in wide use in Watsonville today. However, opportunities remain for the application of other ITS strategies. A few examples are:

- Adaptive “Real-Time” Traffic Operations using cameras and a centralized traffic management center to control traffic and incidents as they occur. Airport Boulevard, Freedom Boulevard, Main Street, and Green Valley Road are candidate corridors.

- Integrated Freeway and Arterial Streets System—installation of Changeable Message Signs along arterials to advise drivers of road problems. Major access to Highway 1 (Airport Boulevard, Freedom Boulevard, Main Street, and Green Valley Road) are candidates for these systems.

- Incident Management—used when it is necessary to close roadways because of incidents, detour plans are prepared with Changeable Message Signs in strategic locations to identify alternative routes and warn drivers of delays.

- Multimodal Traveler Information Services—providing travelers with information concerning traffic conditions, using monitoring, communications, and data processing capabilities of a traffic-signal management system and broadcasts of information on cable television, internet, or changeable message signs.

Ramp Metering

Metering the traffic entering freeway ramps is a proven method to optimize freeway capacity and travel speeds. Ramp metering encourages through traffic to remain on the freeway and not use city streets to bypass congestion, as well as encouraging short local trips to stay on surface streets. Ramp metering should be considered as part of any interchange projects on Highway 1. Ramp metering can impact City streets by causing backups at very high-volume ramps. Should the situation arise, Watsonville can coordinate with Caltrans to mitigate these impacts by installing ramp queue detectors, which adjust the metering rates onto the highway when queues reach a point where they interfere with City street operations.
Innovative Engineering Solutions for Intersection

Innovative engineering solutions can be implemented at both signalized and non-signalized intersections as a means of improving localized traffic congestion or improving safety. These solutions include:

- Traffic signal modifications:
  - modernizing existing traffic signals
  - installing new traffic signals
  - removing unnecessary traffic signals
  - interconnecting and synchronizing individual signals into signal systems or networks
  - optimizing signal timing for traffic flow during both high and low volume hours
  - use of video cameras and a centralized control center to make real-time adjustments to signal operations to clear congestion
  - posting of synchronized traffic speeds

- Traffic operations solutions at intersections can include many different corridor and intersection changes:
  - approach widening
  - channelization or addition of turn lanes within the right of way
  - parking removal
  - re-striping travel lanes
  - conversion of two-way streets to one-way couplets
  - relocating transit stops
  - implementing modern roundabouts

Preferential Treatment for High Occupancy Vehicles (HOV)

Measures that give transit, carpooling, emergency vehicles and other high-occupancy modes of transportation preferential treatment over single-occupant vehicle travel support a number of TSM objectives. These measures include exclusive HOV lanes, reversible HOV lanes, and peak period elimination of on-street parking for buses, and bus queue jump lanes at intersections. Preferential treatment for HOV’s encourage the use of public transportation by improving the competitiveness of transit over driving. Carpooling becomes more attractive as well as travel times increase for cars with multiple occupants.
**Access Management**

Access management is a strategy for providing access to land development while simultaneously preserving the flow of traffic on the surrounding transportation system. Access management addresses traffic problems caused by unmanaged development before they occur. It is a process of controlling access onto major streets and activity sites to minimize conflicts and friction caused by multiple, closely spaced driveways and intersections. Access management improves vehicular, pedestrian and bicycle safety as well as improving traffic flow. The principles behind access management include 1) limiting the number of conflict points travelers experience, 2) separate conflicts as much as possible if they cannot be eliminated, and 3) remove slower turning traffic from through traffic lanes. Access management strategies include:

- Provide a system of interconnected secondary and local streets to accommodate short local trips without requiring travel on the major street system;
- Limiting the numbers of driveways accessing major streets and limit the number of driveways per property;
- Consolidate driveways serving adjacent activity centers;
- Establish/require a minimum distance between driveways and intersection corners;
- Provide access to multiple smaller properties via alleys, secondary streets parallel to major streets, or internal access roads;
- Require adequate driveway throats for commercial development;
- Use continuous raised/landscaped medians to restrict turns and direct turns to optimal locations;
- Use landscaped buffers to define commercial access points;
- Provide right turn deceleration lanes or right turn lanes at driveways or intersections with high turning volumes;
- Provide left turn lanes with raised medians at intersections;
- Strategically use continuous two-way left turn lanes to remove turning traffic from through lanes on undivided four-lane streets and consider converting these streets to three lanes;
- Restrict on-street parking in certain areas, and near major intersections, to reduce friction on traffic flow; and
- Provide bus turnouts on major streets (typically at farside of intersection) to remove stopped buses from travel lane.

Access management strategies should be implemented as redevelopment or new development occurs within the following corridors:

- Main Street (outside of downtown);
- Ohlone Parkway;
- Airport Boulevard;
- Green Valley Road;
- Holohan Road (County roadway); and
- Freedom Boulevard.
Transportation Demand Management

Transportation Demand Management (TDM) describes a series of techniques designed to maximize the efficiency of the existing transportation system by reducing dependency on single occupant vehicles. As with other TSM strategies, the goals of TDM are to reduce traffic congestion, improve air quality, and reduce or eliminate the need for costly new roads and highways or widening of existing streets. TDM strategies can focus on three overall objectives:

1) Increase transportation options for commute and other trip purposes;
2) Result in a change in when someone chooses to travel, the route they choose, or the mode of travel to reduce traffic congestion; or
3) Reduce or eliminate the need to physically make a trip because of efficient land use patterns or effective transportation substitutes.

Transportation Demand Management programs can be developed by individuals, employers, local agencies, or Transportation Management Associations. Programs vary dramatically depending on the needs of the individual, group, or geographic area. Some of the TDM measures include:

- Carpool or vanpool rideshare matching services;
- Vanpools (i.e. provision of vehicles, insurance, and subsidies);
- Commute options information dissemination;
- Direct marketing to employers, employer events, information, and information about pre-tax transit payment;
- Emergency ride home services;
- Bike loans;
- Carsharing programs;
- Preferential carpool parking and/or services;
- Financial incentives (i.e. parking cashout, subsidized transit fares)
- Parking charges;
- Telecommuting options at workplace;
- Flexible work schedules; and
- Various biking incentives and support facilities such as employer provision of bicycling safety equipment, workhour flex time and grace periods, prizes for bicycle commuting, shower and changing facilities, etc.

Pájaro Valley Transportation Management Association

The Pájaro Valley Transportation Management Association (PVTMA) is a non-profit membership organization of local employers and property owners working together to encourage more efficient use of the transportation system with the goal of improving the quality of life and economic climate of Santa Cruz County. The PVTMA provides programs for members and some programs for the general public. Some of the services the PVTMA provides to its members include:

- Programs that educate students about the environmental affects of an auto-oriented society;
- Programs and free one-day passes to citizens who desire to try public transportation and to encourage alternative commute choices;
- Emergency ride home program;
- Bike safety program and safety equipment distribution; and
- Commuter Club, an incentive based program to encourage and support individuals who pledge to use alternatives to the single occupant vehicle.
Neighborhood Traffic Management

Traffic is a major factor that affects the livability of Watsonville. As speeding and vehicular volume increases, walking to the neighborhood store or even across to the street to a neighbor’s house can be an uncomfortable event. Where a person lives is a very important part of how a person views their community. The noise, safety hazards, vehicular speeds, vehicular volumes, existence of sidewalks and bike lanes all contribute the neighborhood’s integrity. Many communities across the Country are instituting Neighborhood Traffic Management programs or measures to respond to community concerns about intrusive traffic, speeding, pedestrian and bicycle safety, and overall livability in neighborhoods.

Neighborhood Traffic Management is comprised of policies or programs for systematically and comprehensively addressing traffic problems. A key component of neighborhood traffic management is educating the public about different traffic calming tools and their effectiveness, costs, and trade-offs. Methods include:

**Enforcement** of existing traffic and parking regulations can be very effective in addressing neighborhood issues.

**Education** of the residents, employees and the visitors to the area is also effective in responding to neighborhood traffic and parking issues.

**Engineering** such as road design elements, curb extensions, and speed humps are also effective tools when appropriately designed, tested, and placed.

“Aesthetics,” where the visual aspect of the design of features can have a calming effect on the transportation in the area. Aesthetics can be improved through streetscape and landscaping measures and color or textures of material. Neighborhood acceptance will be greater with aesthetic and more permanent designs.

Air Transportation

Watsonville Municipal Airport is the only public use airport in Santa Cruz County and is a self-supporting City enterprise. The airport is located in the northwest area of the City of Watsonville, three miles from the city center. Ground access to the airport is via three state highways: Highways 1, 129, and 152 and via local streets including Airport Boulevard and Aviation Way. As of 2003 about 326 aircraft are based at the airport serving aircraft owners in Santa Cruz and Santa Clara Counties. Watsonville Municipal Airport-based aircraft is expected to increase to about 380 with an expected 144,500 landings and takeoffs by year 2020.

Industrial services located at the airport include storage, aircraft sales and repairs, flight school, and salvage operations.

The 2001–2020 Watsonville Municipal Airport Master Plan (adopted June 2003) includes the following planning objectives:

- Support the development of an efficient public use airport;
- Provide for the development of the Watsonville Municipal Airport consistent with the Master Plan while minimizing adverse effects on the natural physical setting; and,
- Provide for the development of the Watsonville Municipal Airport consistent with the Master Plan while minimizing adverse effects on adjacent land uses, the local community and the region.

To meet aviation demand, additional facilities and reconstruction of existing facilities will be necessary throughout the planning period. The existing 4,500 foot runway accommodates light based and transient business jets. A runway extension to 5,300 feet total length will be needed to safely accommodate turbine powered jet aircraft with increased fuel and cargo loads, and for safety of landing IFR (Instrument
Flight Rules) aircraft in the often foggy conditions. This extended runway will allow for utilization of 75 percent of business jets. Increases in aircraft parking facilities will be necessary; the development of covered parking for the storage of based aircraft will handle the increased need.

Utility Routing

The provision of adequate utilities for the projected 2030 population is discussed in the Public Services and Facilities Chapter. The Transportation and Circulation chapter considers utilities only in terms of the potential impacts their routing could have on the community. Routing should be carefully considered to avoid potential hazards, to ensure efficiency, and to correct or prevent adverse visual impacts.
Goals, Policies, and Implementation for Transportation and Circulation

The goals for transportation and circulation reflect an evaluation of current transportation conditions, changing practices in transportation engineering and planning and the City’s long-range needs to provide for alternatives to private automobile use. The goals reflect the interconnection between land use and transportation and strive to establish a balance between all modes of travel. The goals build upon the goals from previous plans, most of which remain relevant and desirable for Watsonville’s future transportation system. The City will regularly review and monitor the progress of the transportation element goals, policies, and implementation measures.

Goal 6.1 Street and Highway Facilities.
Plan and provide for a safe, efficient, and environmentally sensitive network of streets and highways for movement of people and goods.

Policy 6.1.1 Street and Highway Improvements.
The City shall pursue a program of regularly scheduled maintenance and street improvements, accompanied by the planned connection and improvement of roadways to serve new development.

Implementation

6.1.11 Improvement Scheduling.
The City shall use the Capital Improvement Program to ensure that needed road improvements are scheduled for timely completion.

6.1.12 Costs of Improvements.
The City shall use the development review process to ensure that new development projects creating a need for additional roadway improvements provide the required improvements and/or pay an appropriate share of the costs, based on traffic impact fees and assessment districts.

6.1.13 Coordination of Improvements.
The Planning Department shall consult with the Public Works Department to ensure that short range roadway improvements and extensions are consistent with long-range policies for land use and community development.

6.1.14 Arterial and Collector Improvements.
The City shall use the Capital Improvements Program, and recommendations of the 2005–2030 Major Street Master Plan to complete a network of major arterials and collector streets. Arterial street design includes two-lane capacity in each direction, center-divider planting, controlled parking, access management techniques, and pedestrian and bicycle facilities where feasible. Water conservation guidelines and dual water systems shall be considered in median development.

Collector street design includes one-lane capacity in each direction, a center left turn lane (considering raised medians as an option), allowance of on-street parking, and pedestrian facilities. Bicycle facilities should be implemented on designated bike routes.

6.1.15 New Streets.
New major collector streets will be constructed to serve growth areas and to improve circulation in existing areas. These streets will be constructed by the new developments and/or be funded through a combination of development traffic impact fees and the City’s Capital Improvements Program. Street patterns in growth areas serve the multimodal mobility and accessibility needs of residents and
employees. Street connectivity should be at a scale that serves pedestrian travel. New street patterns shall maintain and enhance existing pedestrian connections. A new collector street shall be constructed in the Buena Vista area connecting Buena Vista Drive to Freedom Boulevard with connections at Calabasas Road. A new collector street shall be constructed connecting Atkinson Lane to Highway 152, and an extension of Crestview Drive to the new collector.

6.1.15 Alley Improvements.
For new developments adjacent to existing alleys, the City shall require that alleys be improved to a minimum standard of 20 feet.

6.1.16 Signal Synchronization.
The City shall continue its efforts to synchronize traffic signals to reduce extended periods of idling and stop-and-go traffic.

6.1.17 Transportation Systems Management.
The City shall explore the use of Intelligent Transportation Systems (ITS) and arterial access management as a means of increasing capacity and safety on major arterial corridors.

Policy 6.1.2 State Highway Improvements.
The City shall encourage improvements to state highways within the Planning Area in order to increase their efficiency in the regional and local circulation network.

Implementation

6.1.21 Highway 129: Bridge Crossing.
The City shall encourage and support the upgrading of Highway 129 to minimum state highway standards to better accommodate the transport of agricultural commodities and reduce accidents. The upgrade shall include construction of a new bridge at the Salsipuedes Creek.

6.1.22 Highway 129: Truck Route.
The City shall continue to encourage the use of Highway 129 as the designated east-west truck route. The City should encourage Caltrans to make safety improvements to this corridor.

6.1.23 Highway 1: Freeway.
The City shall support upgrading the section of Highway 1 between the Santa Cruz/Monterey County boundary and Castroville to freeway design standard (four lanes). The City shall advocate widening Highway 1 between Highway 17 and Highway 129 to provide for at least three lanes in each direction (with High Occupancy Vehicle Lanes during peak periods) and the provision of off- and on-ramps to Highway 1 at Harkins Slough Road. The City shall participate in funding mechanisms as identified by regional agencies (e.g. SCCRTC, AMBAG, etc.) through standard voter initiative processes.
6.1.24 Highway 152 Bypass.
The City shall seek opportunities with Caltrans to jointly explore the feasibility of developing a Highway 152 bypass. A feasibility study would evaluate the relinquishment of the existing Highway 152 alignment, evaluate safety, and assess various alignments. The City would require Caltrans to reconstruct existing Highway 152 prior to its relinquishment.

6.1.25 Highway 129 Alternative Route
The City work with Caltrans to assess the feasibility of rerouting Highway 129 from East Riverside Drive to a new alignment along Main Street to San Juan Road to Murphy Road (with a new bridge) to Riverside Road (Highway 129). Study of this alternative Highway 129 route requires evaluation of its impacts on residents and neighborhoods along the proposed route.

6.1.26 Highway 152 Operational Analysis.
Analyze the existing one-way couplet of Highway 152 to determine if an alternate route will create a smoother flow of traffic. Also analyze the potential of creating two-way couplets on both East Lake Avenue and Beach Street instead of one-way streets.

Policy 6.1.3 Level of Service.
The City shall maintain a minimum Level of Service D (LOS D) on signalized intersections on arterial and collector streets serving the City except for those accepted to operate at less than an LOS D in the 2005–2030 Major Streets Master Plan. Unsignalized intersections may operate at less than a LOS D during peak periods and will be monitored to determine if operational improvements are feasible or if the intersection meets warrants for the installation of a traffic signal.

Implementation

6.1.31 Improvement Project Programming.
The City shall include and prioritize within the Capital Improvements Program the street and intersection improvements called for in the 2005–2030 Major Street Master Plan.

6.1.32 Project Funding.
The City will require as a condition of approval that all development or rezoning which would contribute to deterioration of existing service levels below LOS D, provide the necessary improvements, contribute to their provision through the payment of traffic impact fees, or otherwise mitigate impacts to maintain at least a LOS D. Where existing conditions are already below LOS D, any new development such as new residential, commercial or industrial development, must mitigate traffic conditions to the extent of preventing further deterioration in level of service or, if possible, improving level of service.
Goal 6.2 Transportation and Land Use Integration.
Plan land use patterns and development types that maximize the City’s investment in transportation infrastructure and design streets that serve both a transportation and placemaking function. Placemaking is the creation of a physical space that is highly distinctive, a location primarily for the activity of people, which is economically vital, safe, accessible, and popular. It includes streets, public areas and buildings that encourage human interaction and economic transactions needed for prosperous communities. Places should be safe, comfortable, and interesting to the pedestrian. Places encourage walking and enable neighbors (and employees) to know each other and protect their communities. Placemaking includes the preservation and renewal of historic buildings, districts and environmentally sensitive areas.

Policy 6.2.1 Context Sensitive Street Design.
The City will consider construction of context-based street designs for new street construction and retrofit of existing streets or major street frontage redevelopment within specific corridors that emphasize multi-modal transportation functions. Context sensitive design establishes modal priorities based on the needs of the adjacent land uses.

Implementation

6.2.11 Update Street Design Standards.
The City will develop design criteria and street standards for context-based boulevards, avenues, main streets, and streets that conform to conventional City right of way widths. Street design standards should be coordinated with the City’s development and urban design guidelines for building orientation, lighting, streetscape, etc.
6.2.12 Develop Context Sensitive Street Classification System.
The City shall develop, through a public process, a context-based street classification system overlaid onto the existing functional classification system. Context-based designs will be required for construction of new streets and redevelopment of street frontages within the context-based classification system.

Goal 6.3 Transit Facilities and Service.
Promote the use of transit as an alternative to the automobile for all types of travel.

Policy 6.3.1 Public Transit Facilities and Services.
The City shall take an active role in transit planning by the Santa Cruz Metropolitan Transit District (SCMTD) for the Watsonville Planning Area.

Implementation

6.3.11 Transit Vehicles.
The City shall encourage the use of small, fuel-efficient jitney type urban city buses for local transit in the central business district and between residential areas and employment centers.

6.3.12 Downtown Transit Center.
The City shall continue to promote and encourage use of the downtown transit center.

6.3.13 Transit Stop Locations.
The City shall cooperate with the Santa Cruz Metropolitan Transit District and Monterey Salinas Transit in the evaluation of, and recommendation for, location of transit stops and shelters. Transit stops and shelters should be designed to be compatible with through traffic, bicycle, and pedestrian movements.

6.3.14 Transit Access to Community Services.
The City shall continue to work with the Metropolitan Transit Board to ensure that the public transportation system (Bus Routes) provides adequate access to important community services, such as grocery stores.

6.3.15 Promote Park and Ride Lots.
The City shall continue to promote the development of park and ride lots to facilitate more transit ridership.
Policy 6.3.2 Planning For Transit.
The City shall use its land use planning authority to enhance the use of transit. The General Plan’s promotion of compact, mixed-use and transit-oriented land use patterns and multimodal infrastructure is intended to encourage the Santa Cruz Metropolitan Transit District (SCMTD) to improve service and to meet increasing demand.

Implementation

6.3.21 Provision of Transit Facilities.
The use of transit to and from new development shall be promoted by requiring new development to include transit facilities such as bus shelters and turnouts where appropriate.

6.3.22 Use Designation.
Medium and high-density residential designation shall be assigned to properties adjacent to existing or planned major arterials and transit corridors where the negative impacts of traffic on residential uses can be mitigated.

6.3.23 Mixed Use Designation.
In order to reduce dependence on the automobile and encourage the use of transit, centrally located commercial developments shall be encouraged to provide housing adjacent to or above the commercial uses.

6.3.24 Transportation Demand Management.
The City shall encourage major public and private employers to prepare and implement a Transportation Demand Management program (TDM), which may include, but is not limited to, ride sharing, van pooling, preferential parking, flex-time, employee bus pass programs, and other incentives for transit use.

6.3.25 Transportation Demand Management (TDM) Incentives.
The City shall provide incentives to developers to encourage them to include TDM measures in their projects. Incentives may include allowing less parking in exchange for company sponsored car or van pooling, ride sharing or transit use.

6.3.26 Transit Priority Corridors.
The City shall coordinate with Caltrans, Santa Cruz Metropolitan Transit District and Monterey Salinas Transit to explore opportunities to improve the attractiveness of transit in major corridors through the use of transit priority signal systems.

6.3.27 Planning for Secondary Transit Systems.
The City shall coordinate with the Santa Cruz Metropolitan Transit District and Monterey Salinas Transit to develop a strategic plan for a secondary transit system potentially including neighborhood/district circulators, employment center shuttles, downtown remote parking shuttles, and connections to the transit center.
Policy 6.3.2.1 Transit Promotion.
In order to encourage use of transit by all age groups and for all purposes, the City shall ensure that transit centers and stops are safe, attractive and do not deter transit use.

Implementation

6.3.2.11 Transit Amenities.
As part of the Capital Improvements Program and development review process, the City shall ensure that transit centers and major transit stops are accessible, well lighted, and protected from the elements.

6.3.2.12 Transit Center Security.
The City shall make police patrol of transit centers and major stops a high priority in order to discourage criminal activities in these locations.

6.3.2.13 Other Fixed-Route Service.
The City shall consider fixed route transit options other than the bus for major travel corridors adjacent to urban development.

Policy 6.3.3 Paratransit.
In order to encourage all types of transit use, the City shall support transit options for paratransit and other private transit, including taxis, jitney, and small intercity bus systems.

Implementation

6.3.31 Special Population Needs.
The City will consider the transportation needs of special populations such as children, youth, families, the elderly, and other special needs populations when planning public transit facilities and services and reviewing development proposals.

6.3.32 Demand-Responsive Service.
In order to best serve the transit needs of elderly and disabled persons, and inhabitants of the less densely populated areas of Watsonville, the City shall encourage development of demand-responsive service for evenings and weekends when fixed-route service is unlikely to be utilized.

6.3.33 Private Transit Operations.
The City shall encourage private transit and paratransit operations, including bus and taxi companies, and privately owned and operated jitney service to operate in Watsonville, in order to provide for the increased mobility of Watsonville residents.
Goal 6.4 Rail Facilities and Service.
Plan and provide for the continued use of rail to move industrial/agricultural commodities and encourage the establishment of passenger service to the Watsonville area.

Policy 6.4.1 Rail Facilities Use.
The City shall support existing and future use of rail facilities for both commodity and passenger transportation.

Implementation

6.4.11 Right of Way Preservation.
When new land uses are proposed near existing rights-of-way, those rights-of-way shall be preserved for continued or future freight or passenger use.

6.4.12 Prevention of Conflicting Land Use.
The City shall not permit conflicting new land uses that could preclude the use of railroad rights-of-way for future commodity or passenger uses.

6.4.13 Railroad Mitigation Measures.
Development adjacent to existing railroad rights-of-way shall be required to use mitigating measures for noise and viewscape protection in anticipation of future rail service.

Policy 6.4.2 Future Passenger Rail Service.
The City shall consider all options for future fixed guideway passenger service.

Implementation

6.4.21 Rail Service Options.
The City shall encourage discussion and study by both private and public agencies of options for passenger service on existing alignments.

6.4.22 Reservation of Right-Of-Way.
Whenever feasible, areas within new development shall be reserved to accommodate future fixed guideway transit by siting new development to reserve space for future rail service on existing rights-of-way.

6.4.23 Transit Corridor Study.
As part of the development of the specific plans proposed, the City shall identify transit corridor alternatives for consideration in the planning and development process.

6.4.24 AMTRAK/Caltrain Service.
The City shall support addition of an AMTRAK/Caltrain passenger stop at Watsonville Junction.

6.4.25 Fixed Guideway.
The City supports the development of a fixed guideway transportation system between Santa Cruz and Watsonville, including the acquisition of necessary corridor right of way by the appropriate agencies.

6.4.26 Intercity Service.
The City supports the planning and implementation of intercity service between San Francisco and the Monterey Peninsula.
Goal 6.5  Bicycle Circulation.
Plan for and provide a safe, convenient network of bicycle facilities that serves both local and regional travel.

Policy 6.5.1  Bicycle Facilities Development.
The City shall plan for, and implement a comprehensive network of bicycle facilities in order to promote the bicycle as an alternative to the private automobile.

Implementation

6.5.11  New Construction and Improvements.
New construction and improvements to streets designated as bike routes shall include facilities for safe bicycle travel consistent with the City’s Bicycle Plan.

6.5.12  Designation of Bicycle Lanes.
The City shall designate specified arterials for the development of bicycle lanes, consistent with the Bicycle Plan.

6.5.13  Design for Bicycle Lanes.
The City shall require new development projects to include bicycle lanes as part of the project proposal, consistent with the Bicycle Plan.

6.5.14  Coordination of Planning.
The City shall coordinate local and Santa Cruz County plans for bicycle lanes and walkways.

6.5.15  Integration with Open Space.
The City shall ensure that bicycle facilities are integrated into the City’s open spaces, greenways and parks to provide a system of off-street facilities for recreational and commute bicyclists.

Policy 6.5.2  Bicycle Facilities Maintenance.
Bicycle facilities shall be kept clean and clear of obstructions.

Implementation

6.5.21  Bike Lane Sweeping.
The City shall continue a regular bicycle lane sweeping program.

6.5.22  Parking Enforcement.
The City may institute parking restrictions along major designated arterials that are designated bike routes.

6.5.23  Conflict Elimination.
The City shall work with the Santa Cruz County Transportation Commission Bicycle Committee and Watsonville Police Department to identify potential areas of conflict between bicycle facilities and vehicles and eliminate the occurrence of conflicts, particularly at intersections.

Policy 6.5.3  Bicycle Support Facilities.
The City shall encourage bicycle facilities in new developments, as an incentive for bicycling as a commute alternative.

Implementation

6.5.31  Bicycle Storage.
The City shall use the development review process to ensure that new commercial, industrial, and public projects provide secure bicycle storage areas for their employees, customers, clients, and attendees.

6.5.32  State Design Standards.
Where possible, bikeways shall be constructed and marked in conformance with Caltrans Planning and Design Criteria, and be consistent with the Bicycle Plan.
6.5.33 Bicycles on Bridges.
The City shall require that all bridges be constructed with sufficient width (four feet minimum on each side) to safely accommodate bicycle travel.

6.5.34 Sensing Devices for Signalized Intersections.
Vehicle sensing devices at all signalized intersections shall be sensitive enough for bicyclists to activate the signal in the absence of a car. The City will consider installing bicycle loop detectors at signalized intersections on designated bike routes, or install push buttons accessible to bicyclists waiting at the curb.

Goal 6.6 Pedestrian Circulation.
Recognize the importance of pedestrian travel, alone, or in combination with other travel modes, and to encourage walking.

Policy 6.6.1 Pedestrian Travel.
The City shall plan for, and implement a comprehensive network of safe pedestrian facilities in order to promote pedestrian travel.

Implementation

6.6.11 Construction/Improvement.
The City shall require facilities for safe pedestrian travel as part of new construction or improvements to existing streets.

6.6.12 Design of Walkways.
The City shall require new development to include pedestrian walkways adjacent to new streets and/or connecting the development to existing streets.

6.6.13 Sidewalk Standards.
Sidewalks on new or existing streets shall be designed and constructed according to at least minimum City standards, including curb cuts to facilitate use by persons with physical disabilities. The City shall encourage the construction of wider, tree-lined, sidewalks in the downtown, high density residential neighborhoods, and on mixed use neighborhood corridors.

6.6.14 Accessible Public Space.
Design new public and private plazas, cafes, and rest areas to be easily accessible from alternative forms of transportation.
Policy 6.6.2  Walkway Aesthetics and Safety. Pedestrian walkways should be designed to promote walking by providing a safe and aesthetically pleasing path of travel.

Implementation

6.6.21  Walkway Lighting. Walkways and parking areas shall be required to include lighting fixtures at regular intervals sufficient for public safety. Developers are encouraged to provide pedestrian scaled light fixtures as approved by the City on sidewalk frontages.

6.6.22  Parking Lot Design. New developments and remodeling or use changes for existing parking areas shall take pedestrian travel into consideration, providing connections to adjacent streets in a manner that is direct as possible.

6.6.23  Accessible Pedestrian Areas. All parking lots and pedestrian pathways shall be constructed in compliance with the accessibility standards as defined by the United States Access Board.

6.6.24  Landscaping. Walkways in private developments shall be landscaped to the standards adopted by the City.

Policy 6.6.3  Pedestrian Access. Access for pedestrian travel shall be maintained where it already exists and provided where it does not, in order to prevent or eliminate barriers to pedestrian travel.

Implementation

6.6.31  Access to Adjoining Land Uses. The City shall require pedestrian access between adjoining multiple family residential developments, and from such residential developments to adjacent recreational or commercial areas.

6.6.32  Retention of Existing Access. Where alleyways, arcades, or similar pedestrian pathways already exist, new development or development associated with a change in land use shall be required to retain or replace the existing access.

6.6.33  School-Related Walkways. When sites are considered for neighborhood schools and/ or recreational areas, access to these sites from adjacent residential areas shall be designed in order to minimize the necessity for automobile transportation and potential automobile/pedestrian conflicts. School and recreational areas that lack pedestrian amenities shall be considered for retrofitting of such amenities.
6.6.34 Safe Routes to School Planning.
6.6.34 Safe Routes to School Planning—
The City shall coordinate with school districts, Caltrans, and the County to develop plans for safe access to schools for children. Planning shall include coordination of school bus programs, preparation of safe routes to school plans, development of school boundaries that avoid crossing barriers such as major arterials, etc.

6.6.35 High Density Commercial Areas.
New or redeveloped commercial areas shall be designed to promote walking rather than driving within the area, by clustering and/or concentrating the commercial uses and through pedestrian sensitive design.

Goal 6.7 Aviation Facilities.
Maintain, protect, and improve the facilities and services of the Watsonville Municipal Airport as part of the regional transportation network.

Policy 6.7.1 Aviation Facilities.
As the only general aviation airport in Santa Cruz County, the Watsonville Airport shall be protected from adjacent development which is incompatible with existing and future services as outlined in the Airport Master Plan and Regional Airport System Plan.

Implementation

6.7.11 Cooperative Planning.
The County of Santa Cruz and the City shall coordinate land use planning for parcels impacted by airport operations. The City shall encourage the County to revise plans for Pajaro Valley to be consistent with WatsonvilleVISTA.

6.7.12 Zoning for Safety.
The City shall maintain strict zoning and land use controls within the Airport Operations Impact Area.

6.7.13 State Guidelines.
The City shall use the State’s guidelines to review and manage development within the airport’s area of influence.
Policy 6.7.2 Airport Operations. The City shall continue to emphasize the economic importance of airport operations to the Watsonville Planning Area and to the regional transportation system.

Implementation

6.7.21 Airport Improvements. The City shall continue to seek available funding sources and make appropriate capital improvements consistent with the recommendations of the Airport Master Plan.

6.7.22 Project Funding. The City shall work with the local transportation commission, California Department of Transportation, and State Transportation Commission to ensure that projects at the Watsonville Airport are given funding priority in the State Transportation Improvement Program.

6.7.23 Master Plan Update. The City shall review the Airport Master Plan at least every five years to determine the need for additional updating.

Goal 6.8 Regional Transportation Planning. Recognize Watsonville's role in developing the regional transportation system and coordinate local planning efforts with regional planning agencies.

Goal 6.9 Aesthetic Considerations. Plan and provide for a circulation network that preserves and enhances scenic amenities.

Policy 6.9.1 Aesthetics. The City shall seek to preserve and enhance scenic vistas to and from the transportation corridors.

Implementation

6.9.11 Scenic Vistas. The City shall investigate the use and development of scenic vistas and roadside rest areas when major roadway improvement and extension projects are undertaken.

6.9.12 Visual Clutter. The City shall use land use regulations, design review, and conditions of project approval to control the size, type, color, and location of commercial signs, utility equipment, and trash containers to avoid visual clutter and preserve scenic vistas.
Policy 6.9.2  Landscaping.
The City shall encourage the use of vegetation to create or enhance scenic vistas and to serve as buffers for transportation facilities.

Implementation

6.9.21  Plant Type, Size and Location.
The City shall use the design review process to establish conditions for the type, size, and location of plant species along transportation corridors and in parking areas.

6.9.22  Tree Preservation.
The City shall design roadway improvements to avoid the destruction of landmark trees, individual specimen trees, and clusters of trees whenever possible.

6.9.23  Screening.
The City shall use appropriate plant types to screen drainage structures and other related facilities associated with roadway improvement projects.

6.9.24  Street Trees.
The City shall develop context-based street design guidelines that include trees in medians and in sidewalk planting strips or treewells. The guidelines will include a palette of tree species, and standards for spacing, proper irrigation and maintenance.

Goal 6.10  Truck Transportation.
Recognize the importance of truck transportation to the Watsonville area and to plan for the safe, unobtrusive movement of trucks.

Policy 6.10.1  Truck Facilities and Routing.
Commodity movement utilizing trucks shall be encouraged and facilitated while related impacts on City streets are minimized to the extent possible.

Implementation

6.10.11  On-Site Facilities.
The City shall use the development review process to ensure that new development which depends on large truck transportation provides on-site facilities sufficient to mitigate the impacts related to truck size, weight, and noise.

6.10.12  Access Improvements.
The City shall require developers of commercial and industrial property to improve the street immediately adjacent to the project access point to standards which accommodate the weight and length of trucks entering the project site.

6.10.13  Damage Control.
The City shall require that damage done to public streets by trucks involved in the construction process be repaired, or the City shall be appropriately compensated.

6.10.14  Truck Maneuvering.
The City shall use the development review process to require that commercial and industrial development projects provide adequate on-site commercial delivery space that does not block access to adjacent streets, or require backing maneuvers on public roads for either entering or leaving.
Policy 6.10.2 Commercial Truck Routes.
The City shall take all reasonable actions to prevent heavy truck traffic from using neighborhood collector streets.

Implementation

6.10.21 Truck Route Designation.
The City shall plan and adopt truck routes and associated regulations for the purpose of keeping large trucks out of residential neighborhoods and limiting the truck size and hours of operation in noise sensitive areas.

6.10.22 Truck Route Signing.
The City shall continue efforts to clearly designate appropriate truck routes and discourage the use of neighborhood collector streets for commercial truck use.

6.10.23 Commercial Truck Parking.
The City shall regulate the docking location and permitted hours for commercial truck parking to avoid conflict with commercial and residential traffic.

6.10.24 Truck Route Design.
The City shall review the design of all designated truck routes to ensure appropriate designs for the safety of all modes of travel.

6.10.25 The City shall consider re-designating truck routes in conjunction with the planning and implementation of the Highway 152 Bypass and the rerouting of Highway 129.

Policy 6.10.3 Transportation of Hazardous Materials.
The City shall develop a process for ensuring that hazardous wastes being transported out of and through the city are carefully monitored.

Implementation

6.10.31 Permit Conditions.
As part of the truck route designations, specific provisions or guidelines shall be established for the hours, method, route, and amount of hazardous waste being transported. These provisions shall be used to develop permit conditions for land uses within the city which generate hazardous wastes.

6.10.32 Spill Cleanup.
The City shall cooperate with the California Highway Patrol to develop a plan for cleaning up hazardous substance spills which might occur on State Highways and other streets within the city.
Goal 6.11 Utility Routing.
Ensure the adequate provision of necessary public utilities in a way that minimizes their visual impacts and potential hazards to the safety of residents.

Policy 6.11.1 Utility Routing.
The City shall continue to cooperate and work with public utilities in the routing for transmission or transportation of water, electricity, or natural gas in order to best serve the community.

Implementation

6.11.11 Utility Location.
The City shall consider enacting an ordinance requiring public utilities to submit their plans for new transmission or transportation of water, electricity, or natural gas in order to best serve the community.

6.11.12 Seismic Hazards.
Where possible, the City shall avoid crossing areas of known seismic activity with underground utilities. When such a route cannot be avoided, special design shall be utilized to ensure the highest level of safety and prevention of underground ruptures.

Goal 6.12 Emergency Access.
Ensure sufficient provision of emergency or secondary access and maintain acceptable response times for all parts of the service area.

The City shall ensure that emergency or secondary access is provided for all new development in the city’s service area.

Implementation

The City’s police and fire departments shall continue to participate in the review of new projects in order to ensure that project design, circulation, and access allows maintenance of minimum emergency response time.

The City shall use the Zoning Ordinance and development guidelines to require sufficient access for emergency services in new development.

For those developments where size and/or location present potential emergency access problems, the City shall require provision of secondary access, including crash gates and emergency roads, where necessary or appropriate.
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7.0 HOUSING

The Watsonville Housing Element is published as a separate document. It is included as an adopted part of the WatsonvilleVISTA 2030 General Plan. For more detailed information about housing, please refer to the 2008-2013 Housing Element, Certified in January of 2010. The Housing Element is updated every five years. The land use assumptions for the 2005 General Plan were used during this cycle because of the legal status of the WatsonvilleVISTA 2030 General Plan was not concluded. The land use assumptions have been analyzed and found to be consistent with the housing numbers adopted under the AMBAG Regional Housing Needs Plan (RHNIP) as contained in the City’s Certified Housing Element. The City’s element is effective until December of 2013. The “Goals, Policies and Programs chapter of that document is excerpted and included here for convenience.

Housing Goals and Policies

On a bi-annual basis, the City Council prepares a Strategic Plan that identifies key planning issues in Watsonville, sets forth goals to address identified needs, and allocates appropriate financial resources to achieve those goals. Based on a review of housing needs identified in the Community Profile (Chapter 2 of the Housing Element) and the City’s Strategic Plan, the following housing goals and policies are designed to:

1) Preserve and improve housing and neighborhoods;
2) Promote the production of a diversity of housing;
3) Assist in the provision of affordable housing;
4) Remove or mitigate constraints to housing investment; and
5) Promote equal housing opportunity.

The City has developed the following goals and policies to encourage the preservation, production, maintenance, and improvement of housing in Watsonville. Figure 7.1 (at the end of this section) provides a summary of each supporting program, five-year objective, time frame for implementation, funding sources, and the agency responsible to implement the program.
Housing and Neighborhood Conservation
Conserving and improving the housing stock is an important goal. Forty-five percent of the housing stock in Watsonville is 30 years old or older, the age when most homes begin to have major rehabilitation needs. The City actively supports neighborhood preservation and upgrading through provisions of housing repair assistance and code enforcement.

Goal 1.0 Improve, conserve, and preserve safe, affordable housing to meet the needs of all residents.

Policy 1.1 Encourage homeowners and landlords to maintain properties in sound condition through the City’s residential rehabilitation assistance programs and code enforcement efforts.

Policy 1.2 Continue to preserve and maintain the City’s historical and architecturally significant buildings and neighborhoods.

Policy 1.3 Encourage citizen involvement in addressing the maintenance and improvement of the housing stock and neighborhood quality.

Policy 1.4 Support housing providers in the acquisition, rehabilitation, and maintenance of older residential properties as long-term affordable housing.

Policy 1.5 Preserve the existing stock of affordable housing, including mobile homes, through City regulations, as well as financial and other forms of assistance.

Policy 1.6 Revitalize neighborhoods by addressing substandard housing, investing in public infrastructure, and providing appropriate public services and facilities.

Housing Assistance
Watsonville is home to various groups with special housing needs, including seniors, large families, disabled persons, homeless persons, single parent families, and students, among others. These groups may face greater difficulty in finding decent and affordable housing due to special circumstances. Special circumstances may be related to one’s income, family characteristics, disability, or health issues. The City remains committed to addressing the special needs of Watsonville residents.

Goal 2.0 Expand and protect housing opportunities for all economic segments and special needs groups within the community.

Policy 2.1 Encourage the provision of jobs and housing by annexing areas for new employment opportunities and promoting the City’s affordable housing programs with Watsonville businesses.

Policy 2.2 Continue to offer and promote homeownership assistance programs to lower-and moderate-income households to purchase housing and give preference, to the extent possible, to those who work or live in Watsonville.

Policy 2.3 Continue to support the provision of rental assistance to lower-income households, and encourage property owners to list units with the Housing Authority of the County of Santa Cruz.

Policy 2.4 Continue to enforce notification and provide relocation assistance for lower income persons displaced due to demolition, reuse, condominium conversion, or rehabilitation as a result of code enforcement.

Policy 2.5 Support efforts by non-profits to expand transitional and emergency housing in Watsonville, including support of grant applications and assistance in identification of suitable sites.
Policy 2.6  Encourage and support, as feasible, non-profit and for-profit agencies who provide supportive services and alternative housing options for persons with special housing needs in Watsonville.

Policy 2.7  Support the provision of child care centers in residential neighborhoods, through commercial business as feasible, and in new residential projects.

Housing Production
Housing diversity is important to ensure that all households, regardless of age, income level, and household type, have the opportunity to find housing suited to their lifestyle. Part of this diversity is addressed through the regional housing needs assessment process, which encourages the provision of housing for all economic segments in the community. However, housing diversity is also addressed by supporting alternative housing options for residents with special housing needs. The following goals and policies are designed to encourage appropriate and quality housing in Watsonville.

Goal 3.0  Provide housing opportunity for Watsonville’s share of the regional housing need for all income groups.

Policy 3.1  Encourage the production of housing that meets the needs of all economic segments, including lower-, moderate-, and above moderate-income households, to achieve a balanced community.

Policy 3.2  Provide high quality rental and ownership housing opportunities for current and future residents that are affordable to a diverse range of income levels.

Policy 3.3  Encourage a variety of housing types to address the needs of farmworkers, including affordable rentals, mobile homes, single room occupancy hotels, manufactured and factory-built housing, and group housing.

Policy 3.4  Continue to implement the Affordable Housing Ordinance, Density Bonus Ordinance, and other programs as a means of integrating affordable units within new residential development.
Policy 3.5  Pursue State, Federal, and other funding sources for housing activities as a means to leverage local funds and maximize assistance.

Policy 3.6  Encourage and support the efforts of non-profit organizations that develop housing affordable to very low- low-, and moderate-income households.

Policy 3.7  Examine the feasibility of developing quality live/work housing, as appropriate, as a means to provide affordable housing.

Policy 3.8  Ensure that adequate infrastructure, public facilities, water and services are available or in place to support the development of new housing.

Removal of Government Constraints
Under State law, the Housing Element must address, and where legally possible, remove governmental constraints affecting the maintenance, improvement, and development of housing. The following programs are designed to mitigate government constraints on housing and facilitate development of housing affordable to lower- and moderate-income households, including families, seniors, and persons with special needs.

Goal 4.0  Where appropriate, mitigate unnecessary governmental constraints to the maintenance, improvement, and development of housing.

Policy 4.1  Provide regulatory and/or financial incentives, where appropriate, to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Policy 4.2  Implement and enforce residential design guidelines to ensure that the community’s expectations are met with respect to the quality and style of housing projects.

Policy 4.3  Continue to provide priority processing to affordable housing projects.
Policy 4.4  Expressly permit the development of second units as a means to provide additional affordable housing opportunities.

Policy 4.5  Periodically review City regulations, ordinances, departmental processing procedures and residential fees related to rehabilitations and/or construction to assess their impact on housing costs, and revise as appropriate.

Policy 4.6  Provide regulatory and financial incentives, as appropriate, to facilitate the development of supportive housing for families with children, and other special needs groups.

Policy 4.7  Revise and modernize Title 14, Zoning Ordinance, of the Watsonville Municipal Code, to achieve community-wide objectives.

Policy 4.8  Continue to support the incorporation of energy efficient devices in existing housing and utilization of energy efficient designs for new housing.

Fair and Equal Housing Opportunity
Ensuring fair and equal housing opportunity is an important goal. Whether through mediating disputes, investigating bona fide complaints of discrimination, or through the provision of education services, the provision of fair housing services is important to ensuring fair and equal access to housing. Watsonville supports the provision of fair housing opportunity through the following goal and supporting policies.

Goal 5.0  Ensure fair and equal housing opportunity for all persons regardless of race, religion, sex, marital status, family type, ancestry, national origin, color or other protected status.

Policy 5.1  Continue to enforce fair housing laws prohibiting arbitrary discrimination in the building, financing, selling or renting of housing on the basis of race, religion, family status, national origin, disability, or other such factors.

Policy 5.2  Continue to support organizations that offer fair housing and mediation services to Watsonville residents.

Policy 5.3  Promote and support, as feasible, housing that meets the special needs of large families, single-parent/female-headed households, families with children, students, elderly persons, homeless persons, farm workers, and the disabled.

Policy 5.4  Encourage the provision of housing adaptable to the physically disabled through integration of universal design features in new development, and compliance with Title 24 of the California Health and Safety Code.
Housing Programs
The goals and policies contained in the Housing Element address Watsonville’s housing needs and are implemented through housing programs offered by the Redevelopment and Housing Department and Community Development Department. In drafting these goals and policies, Section 65583 of the Government Code requires the housing element to address five major areas:

1) Housing and Neighborhood Conservation
2) Provision of Housing Assistance
3) Housing Production
4) Removal of Governmental Constraints
5) Equal Housing Opportunity

The housing programs described contain existing programs as well as future programs needed to address identified housing needs. Figure 7.1 (included at the end of this section) provides a summary of each program, the five-year objective, timeframe for implementation, funding sources, and the agency responsible to implement the program. However, it is important to note that the current State budget crisis, withholding of housing funds, and unfunded mandates may restrict the ability of the City to implement these programs.

HOUSING AND NEIGHBORHOOD CONSERVATION

1. Code Enforcement
Code enforcement is a means to ensure that the character and quality of neighborhoods is enhanced and maintained. Code enforcement efforts in Watsonville focus on bringing substandard units into compliance with City building, housing, and property maintenance codes.

Five year Objective:
The City will continue to carry out code enforcement activities, including performing property inspections and citing code violations, when necessary.
2. Housing Rehabilitation Loan Programs
To strengthen the City’s code enforcement efforts and improve neighborhoods, the City offers home rehabilitation loan programs. Correcting code violations is the top priority of the loans. The rental rehabilitation program gives a priority to properties with 11 or fewer units. Assisted rental units must be affordable for at least five years. Rental rehabilitation loans have interest rates of 0% to 6% with payments for up to 30 years. The City will apply annually for funding to support the Rehabilitation Loan programs.

3. Lead and Asbestos Containment Abatement
As an older and established community, Watsonville has a significant stock of older homes, many of which are historically significant, located in and around the downtown as well as recently annexed areas. These units are in the poorest condition and are predominantly occupied by lower-income households. Because of their age, many of these units are likely to contain lead-based paint hazards. According to the City’s Consolidated Plan, Watsonville children comprise 60% (133) cases of the lead paint poison causes in the County since 1992. To address these issues, property owners who receive a federally-funded loan from the City to buy or rehabilitate a home may qualify for a forgivable loan to contain or abate lead or asbestos hazards. The City will apply annually for funding to support the Lead and Asbestos abatement program.

Five-year Objective:
The City anticipates assisting 15 renter households and 30 ownership households during the planning period. The City will advertise the availability of this program through bilingual brochures at City Hall, in the City’s bilingual newsletter, and posting on the City's website.

Five-year Objective:
The City will continue to offer Lead and Asbestos Containment and Abatement Loans. The City anticipates assisting 10 households during the planning period. The City will advertise the availability of this program through bilingual brochures at City Hall, in the City’s bilingual newsletter, and posting on the City's website.
## Five-year Objective:
The City will help preserve the affordability of the Sunny Meadows project (200 at-risk units) as follows:
1) monitor status of at-risk projects; 2) provide technical assistance as feasible to property owners and non-profit developers; and 3) conduct tenant notification as required by law for at-risk projects.

## Five-year Objective:
The City will support AB 566 (Nova), which will require Mobile Home park subdividers to survey residents and demonstrate majority support in favor of each proposal prior to conversion. The City will continue its review of the Mobile Home Park Conversion Ordinance and revise as needed, to streamline the process and ensure consistency with State law.

### 4. Preservation of Affordable Housing
Watsonville has a significant stock of affordable housing units receiving public subsidies or regulated by the City’s Affordable Housing Ordinance. Approximately 1240 affordable units have been built (many in recent years). To date, only one tax credit project (Evergreen apartments) in Watsonville is at high risk of conversion to market-rate housing. In addition, one non-profit-owned project (Sunny Meadows) is at low risk. To help preserve this project (and other affordable housing developments in Watsonville), the City will take the following actions:

- Monitor the at-risk units by maintaining close contact with property owners regarding their long-term plan for their properties.
- Provide financial and/or technical assistance to existing property owners and/or other organizations interested in purchasing and maintaining the properties, should the owners be interested in selling.
- Notify tenants at least one year prior to potential conversion, inform tenant of their rights and conversion procedures, and provide information on assistance available to them.
- The Redevelopment Agency is currently partnering with non-profit housing advocates to preserve the affordability of at-risk projects.

### 5. Mobile Home Conversion Ordinance
Watsonville is home to six mobile home parks containing a total of 800 homes. Through its existing Mobile Home Park Conversion Ordinance, the City has established requirements and procedures for the control and approval of the conversion of mobile home parks to community mobile home parks, mobile home park condominiums, and non-mobile home park uses. However, the current Ordinance is outdated, designed for condominium conversions, and conflicts with State law. A comprehensive revision of the Ordinance is necessary to streamline the process, provide greater clarity, and make the process consistent with State law.
6. First Time Homebuyer Loans
The City offers home purchase loans for eligible first-time and move-up homebuyers. Homebuyers who live or work within the City limits are given priority for these loans. Lower-income first-time homebuyers who live or work in Watsonville can borrow the highest amount available, which is $90,000. Other buyers can borrow a maximum of $30,000. The payments on these loans are deferred up to 45 years. Instead of charging an interest rate, these loans are made on a shared appreciation basis. For instance, if the City finances 10% of the purchase price, it will receive 10% of the homes' sales price or appraised value at the time the loan is repaid. The City will apply annually for funding to support the First Time Homebuyers loans.

7. Down Payment Assistance Loans
Some homebuyers are unable to achieve homeownership because they do not have sufficient funds for a down payment and/or closing costs. Recognizing this need, the City offers down payment assistance loans to homebuyers who currently live or work within the City limits are given a priority for these loans. At present, the maximum loan amount is $60,000. Other buyers can borrow a maximum of $30,000. The payments on these loans are deferred up to 45 years. Instead of charging an interest rate, these loans are made on a shared appreciation basis.

Five-year Objective:
The City will continue to offer First Time Home Buyer Loans. The City anticipates assisting 60 households during the planning period. The City will advertise the availability of this program through bilingual brochures at City Hall, in the City's bilingual newsletter, and posting on the City's website.

Five-year Objective:
The City will continue to offer Down Payment Assistance Loans and anticipates assisting 40 households during the planning period. The City will advertise the availability of this program through bilingual brochures at City Hall, in the City's bilingual newsletter, and posting on the City's website.
Five-year Objective:
The City will continue to participate in the MCC program through the County Housing Authority as funding is available. The City will attempt to assist the maximum number of households possible during the planning period. The Housing Authority expects to receive more MCC funding in the future however, due to the real estate slump and financial crisis, it is not possible for Housing Authority officials to estimate funding levels over the next few years. The City will advertise the availability of this program through bilingual brochures at City Hall, in the City's bilingual newsletter, and posting on the City's website.

8. Mortgage Credit Certificate
The Mortgage Credit Certificate (MCC) program is a federal program that allows qualified first-time homebuyers to take an annual credit against federal income taxes equal to 20% of the annual interest paid on the applicant's mortgage. This enables homebuyers to have more income available to qualify for a mortgage loan and make monthly payments. The value of the MCC must be taken into consideration by the mortgage lender in underwriting the loan and may be used to adjust the borrower's federal income tax. The MCC program has covenant restrictions to ensure the affordability of participating homes for 15 years. Watsonville participates in the program through the County Housing Authority. The Housing Authority does not believe that Federal funding will be continued for this program.

Five-year Objective:
The City will continue to support the Housing Authority's efforts to provide rental vouchers to needy residents. The City will continue to encourage the Housing Authority or other agencies to list available rentals.

9. Section 8 Rental Assistance
The County of Santa Cruz Housing Authority administers the Section 8 Rental Assistance program in Watsonville. The Section 8 Rental Program extends rental subsidies to very low-income households, including families, seniors, the disabled, and farmworkers. The Section 8 Program offers a voucher that pays the difference between the current fair market rent (FMR) and what a tenant can afford to pay (i.e. 30% of household income). The voucher allows a tenant to choose housing that costs above the payment standard, provided that the tenant pays the extra cost. Currently, 1,924 households in Watsonville receive vouchers. Section 8 may now be used to assist certificate holders to purchase a home as well.
10. Relocation Assistance Ordinance
The Relocation Assistance Ordinance requires landlords to pay relocation benefits to tenants who are displaced from dangerous buildings. Specifically, landlords must provide three months of rent plus moving allowance and storage costs for tenants who are displaced from a dangerous building as determined by the Building Official. In conjunction with the Relocation Assistance Program, displaced families can also receive motel vouchers for up to a week and a case worker to help them find and secure replacement housing. The City will advance relocation benefits under the Ordinance if the landlord does not pay in a timely manner.

11. Child Care Assistance
Watsonville is primarily a community of families. Between 1990 and 2000, there was a noticeable increase in married couples with children in the City. To address this trend, the City permits child (day) care homes as an accessory use in all residential zones. As of 2002, State licensing board records report that 30 child care centers, 100 large family day care homes, and 8 infant care facilities are licensed in Watsonville. Additional smaller day care homes are available options for child care. The City also supports projects offering child care. The City encouraged development of the Transit Center Project, with 40 units of affordable rental housing and a child care center serving 36 children.

Five-year Objectives:
The City will continue to implement the Relocation Assistance Ordinance to assist tenants who are displaced from dangerous buildings.

Five-year Objective:
The City will continue to support the provision of child care assistance and facilitate the development of new housing with a child care component.
12. Application for Grants and Loans
In 2000, the voters of California approved Proposition 46, authorizing the issuance of bonds to support well over $2 billion in new and continued housing programs. In 2006, voters approved Proposition 1C for 2.8 billion in additional funds for affordable housing and emergency shelters. This will fund affordable housing (both ownership and rental), neighborhood revitalization efforts, special needs housing and supportive services, downtown revitalization, and a variety of other programs that help meet the housing needs of communities across the State. The City had considerable success in applying for available grants and loan programs and will continue efforts to investigate potential funding sources.

HOUSING PRODUCTION

13. Adequate Sites Program
A key component of the Housing Element is the identification of adequate sites to accommodate the City’s share of regional housing needs as determined by AMBAG. The City has identified a variety of vacant and underutilized sites where new housing may be developed, including infill sites, mixed-use opportunities in underutilized commercial areas, and single-family neighborhoods where second units may be added. During the 1990s, the City has had an impressive record of pursuing annexations to provide opportunities for housing, but has been constrained by LAFCO and County growth control policies in recent years. The City’s 2030 General Plan establishes a very limited future growth boundary.

Five-year Objective:
The City will investigate funds available under Proposition 46, 1C and other affordable housing programs, and pursue those that help meet the housing needs of Watsonville residents.

Five-year Objective:
The City will continue to inventory sites to meet its remaining share of regional housing needs as determined by AMBAG.
14. In-fill Housing Loans
The City can finance the development of up to four rental units, including second and mixed-use units, through the In-fill Housing Loan Program. In-fill housing loans have low-interest rates (currently 0% to 6%) with payments spread over 15 to 30 years. Loan funds can be advanced for planning and design costs, as well as the construction of the units. The units financed with these loans must be rented to very low or low-income households at affordable rents. Depending on the funding source, the amount of assistance provided, the term of the permanent loan, the owner’s cash flow and other factors, the occupancy and rent restrictions placed on the units will range between 20 and 55 years. The City will apply annually for funding to support the In-fill housing loan program.

15. Affordable Housing Ordinance (Chapter 14-46)
Under the Affordable Housing Ordinance, developers are required to set aside a certain portion of units (up to 35%) in projects of seven or more units for targeted income level groups. Due to the cost of single-family homes, homeownership projects are required to set aside units for median, moderate, and above-moderate income households. Meanwhile, rental projects are required to fulfill their affordability requirements for very low, low, and median income households. The term of affordability is a minimum of 40 years. Developers who exceed the minimum number of affordable units may be eligible for density bonuses under Chapter 14-47. The Density bonus provisions have been amended to meet new State requirements. It should be noted that the recent Palmer/ Sixth St Properties v. City of Los Angeles (2009 Costa-Hawkins) court decision places into question requirements for rental housing set-asides. As such, the most likely future developers of these 16+ unit apartments will not be private developers, but non-profit housing corporations with separate financing mechanisms. In the event a private developer sought to build a rental Project of that size, it would likely be processed as a density bonus or PUD, which would require a public hearing process.

Five-year Objective:
The City will continue to offer In-fill Housing Loans to facilitate in-fill affordable housing. The City will actively pursue State, federal, and private funding sources as a means of leveraging local funds and maximizing assistance.

Five-year Objective:
The City will continue to implement the Affordable Housing Ordinance to ensure that the private sector assists in meeting the housing needs of all income groups in Watsonville. The City will also conduct a review of the Affordable Housing Ordinance within two years of certification to evaluate and implement measures to address the needs of Extremely Low Income (ELI) households as income level category for housing provision set asides for rental housing projects. In light of the recent Costa-Hawkins decision regarding rental housing set-asides, the City will consider alternative measures to meet the needs of the community. These measures and/or financial incentives may include reduced development fees, outreach to local housing non-profits, expedited permit processing, financial aid to ELI buyers through the RDA such as buy downs of properties, and other measures to encourage development of housing types such as SROs to address the needs of families and individuals of this income group.
16. Partnership with Non-Profit Housing Agencies
Non-profit housing developers play an important role in providing affordable housing in Watsonville. The City has granted direct financial assistance, land write-downs, regulatory incentives, and other forms of assistance to a number of developers to provide both ownership and rental housing to lower-and moderate-income households. In recent years, the City has assisted South County Housing, Santa Cruz Community Counseling Center, Mid-Peninsula Housing Coalition, Habitat for Humanity, CHISPA, and others in the provision of affordable housing.

17. Mixed-Use Development
Within Watsonville, several areas in the community are suitable for a mix of residential and commercial uses. Adding residential development on some of the City’s underutilized commercial areas will create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. Inclusion of residential uses in new mixed-use development will be encouraged through the use of incentives such as reduced parking requirements and shared parking (between commercial and residential uses). Single room occupancy (SROs) hotels may be encouraged in the CT and CN zoning districts and in high-density residential areas; currently, they are permitted in the CCA and CC zones.
18. Transitional Housing and Emergency Shelters
The City is actively involved in addressing homelessness. As an active participant in the Santa Cruz County Continuum of Care Coordinating Group, the City passed a resolution (No. 387-91) supporting a coordinated Countywide effort to assist the homeless and prepare a five-year strategic plan. Locally, the City conditionally permits transitional housing in the RM-2, RM-3, CC, and CN districts. The City supports the Pajaro Valley Shelter Services and Salvation Army Loma Prieta Transitional Housing Complex and anticipates developing up to 20 units of transitional housing on City-owned land. The City Council created a new PF (Public Facilities) and N (Institutional) Zone (adopted May 22, 2003) to replace various regulations governing residential, institutional and quasi-public uses. With these new Zoning districts, transitional housing became allowable in the Public Facilities Zoning district with the approval of an Administrative Use Permit. In order to facilitate this housing, the City has allowed a significant reduction in parking requirements and no minimum lot area requirement (unlike other residential uses). Additionally the City is dedicated to removing constraints to transitional housing by allowing for such facilities in the High Density Residential Zone (RM-3) through a text amendment to the Zoning Ordinance. This endeavor will increase access to transitional and supportive housing within the City.

Five-year Objective:
The City will continue to support the development of new and expansion of existing transitional housing facilities. The City will continue to participate and provide financial assistance to the Continuum of Care Coordinating Group in developing and implementing the five-year plan. The City will also develop a third transitional housing facility. In 2003, the City approved changes to the Zoning Ordinance to allow emergency shelters and transitional housing in the PF Zoning district via an Administrative Use Permit. The City will pursue additional amendments to the zoning ordinance within one year of adoption by the City Council to establish transitional housing and emergency housing as principally permitted uses in Public Facilities and RM-3 zoning districts without requiring any type of conditional use permit. Additionally the City will initiate a zoning Ordinance amendment, pursuant to SB2, to allow transitional and supportive housing as principally permitted residential uses only subject to those restrictions that apply to other residential uses of the same type in the same zone without undue special regulatory requirements.
Five-year Objective:
The City will facilitate consolidation of smaller, multi-family parcels by publicizing the underutilized sites inventory on the City’s website and making it available at the planning counter, providing technical assistance to property owners and developers in support of lot consolidation, and deferral or lowering of development fees as appropriate. The City will annually monitor the effectiveness of these strategies to address the housing needs of lower income households and consider alternative strategies if those listed are proving ineffective.

19. Small and Nonconforming Lot Consolidation
The City will provide technical assistance to property owners and developers in support of lot consolidation through a variety of actions. Such actions include identifying and publicizing opportunities for potential consolidation. In addition, these opportunities will be flexibly paired with the planned Development (PD) district and density bonus options to allow the greatest amount of flexibility possible. This could include permit streamlining, reduction in setbacks, parking requirements or fees for parking district impacts and other impact fees. The ultimate goal of this policy is to encourage and incentivize more intense residential development in areas that are historically underutilized and nonconforming.

REMOVAL OF GOVERNMENTAL CONSTRAINTS

20. Density Bonuses (Chapter 14-47)
In 2006, the City Council adopted a new Chapter 14-47 of the Zoning Code regarding Density Bonuses, as mandated by State law. Under the Density Bonus Ordinance, developers who reserve a certain percentage (above the minimum required by the Affordable Housing Ordinance) of units as affordable to qualified very low, low, and moderate income households may be eligible for up to a 35% density bonus, regulatory incentives, and reduced parking requirements. Regulatory concessions include modifications of development standards or zoning requirements that result in identifiable cost reductions (e.g., setbacks, lot size). Upon request, parking requirements may be adjusted to the State minimum outlined in AB 1866.
21. Planned Development District (PD)
A PD designation allows the regulations of the underlying zoning district to be superseded, modified, or amended. In order to create a superior housing product, the City frequently uses the PD designation to permit higher densities through smaller lots, narrower streets, and other deviations from conventional zoning regulations. Using the PD designation, the City has facilitated greater housing affordability by approving small-lot single-family homes in Sea View Ranch, Vista Montaña, Sunset Cove, Bay Breeze, and Las Brisas. Some of these homes have been situated on 2,500 square foot lots.

22. Design Review Process
In April, 2001, the City adopted Livable Community Residential Design Guidelines. These Guidelines supplement quantitative standards in the Zoning Code with neighborhood and architectural design principles. These Guidelines help in part to clarify the City and community’s expectations in the quality and style of projects and ensure that developments are also consistent with General Plan policies. All projects with two or more units are required to comply with the City’s Design Review process and the Residential Design Guidelines.

Five-year Objective:
The City will continue to use the PD designation to provide flexibility in developments and facilitate creative housing option as well as explore amendments to the Zoning and Subdivision Ordinances to encourage lot consolidation in districts with substandard lots, fee and development waivers for projects meeting redevelopment criteria and other incentives for developers and property owners in such districts. The City will also consider an amendment to reduce the lot size requirement for a PD zone within two years of City Council adoption of the Housing Element.

Five-year Objective:
The City will continue to use the Residential Design Guidelines in concert with the City’s General Plan, Zoning and Subdivision Ordinance and other area plans. The City will continue to ensure that projects comply with the City’s design review process and the Design Guidelines.
Five-year Objective:
The City will continue to use the Accessory Dwelling Unit Ordinance to provide in-fill residential housing throughout the City. The City will establish additional approaches to encourage second unit development including revision of the existing ordinance to create greater incentives such as smaller lot size requirements, advertising second-unit development opportunities where possible, and establishing pre-approved design prototypes to encourage and stimulate the development of second units.

23. Accessory Dwelling Unit Ordinance
Accessory Dwelling Units provide an important housing opportunity for seniors, college students, and other special needs groups. Given the dwindling supply of developable land in Watsonville, integrating accessory dwelling units in existing residential neighborhoods present an opportunity for the City to accommodate needed rental housing. In 2003, the City Council adopted Chapter 14-23 of the Zoning Code, regulating Accessory Dwelling Units, in compliance with new State law, which required all jurisdictions to permit such uses by right in residential zones. Since adoption of the Ordinance, 105 accessory units have been constructed in the City. The City will also conduct a feasibility study to consider an ordinance waiving affordable housing in-lieu fees to those who wish to provide affordable housing to the community through development of Accessory Dwelling Units on their properties.

24. Zoning Ordinance Update
The City will amend Title 14 (Zoning) of the Watsonville Municipal Code to address changes in housing priorities. This comprehensive update will include greater density on residential lots, mixed use provisions along transit corridors and throughout the downtown, and greater flexibility in order to address changes in state legislation.

Five-year Objective:
The City will complete a comprehensive Zoning ordinance and map update pending resolution of General Plan litigation. This update will also include consideration of the removal of constraints to developing affordable housing at the RM-3 density for apartment units 16 or greater to require a simple administrative review and design review permits.
25. Fair Housing Program
The City supports fair housing and refers all alleged cases of discrimination to the State Office of Fair Employment and Housing and the California Rural Legal Assistance (CRLA). The City also prepares an Analysis of Impediments to Fair Housing. The City supports equal opportunity lending programs and non-discriminatory practices in selection of residents for participation in the City's housing assistance programs. The City also sponsors an Annual Housing Fair in which CRLA hosts one of the workshops on Landlord and Tenant Rights. The City also distributes the Consumer Affairs “Tenant Rights and Responsibilities” booklet, and Fannie-Mae’s “Your Credit Rights” booklet at the Annual Housing Fair and the City’s Permit Center.

26. Housing for Disabled Persons
Consistent with Senate Bill 520 enacted January 1, 2002, the City analyzed potential constraints to the development, maintenance, and improvement of housing intended for persons with disabilities. The City will outreach to non profit housing partners and the City website as the City moves through the process of increasing housing opportunities for this needs group. The analysis included an evaluation of existing land use controls, permit and processing procedures, and building codes. During this process, the City found that several constraints will be mitigated over the planning period of the 2002-2007 Housing Element. First, the City’s Zoning Ordinance was amended to eliminate the definition of a family as well as the limitations on the number of occupants in a house. Moreover, public meetings on the Housing Element revealed a need for a centralized database in the County to assist disabled persons in finding accessible housing in Watsonville. These actions would improve housing opportunities for persons with disabilities in Watsonville.

Five-year Objectives:
The City will continue to support the State Office of Fair Employment and Housing, CRLA, and equal opportunity lending programs. The City will support efforts by the Housing Authority or other agency to list units accessible to disabled persons.

Five-year Objectives:
The City will conduct an evaluation by December of 2010 and if any constraints are found, will take actions within six months to address constraints. The City will also prepare its Analysis of Impediments to Fair Housing as required by federal law. In addition, the City will eliminate the definition of a family in the Zoning Ordinance and support the County’s (or other agency) efforts to create a centralized database of affordable rental housing accessible to disabled persons. Further the City will modify Chapter 14-40 (exceptions and Modifications) of the Watsonville Municipal Code as necessary to allow for modifications to the Zoning regulations for people with disabilities within 18 months of certification by the State.
Five-year Objective:
*By 2010, the City will also evaluate the Zoning Ordinance to determine whether any codes constrain the development of residential care facilities, emergency shelters, transitional housing, farm worker housing, and other types of special needs housing. One such constraint to be addressed under these circumstances is the conditional approval required for these types of housing. Pursuant to SB2, transitional and supportive housing along with emergency shelters, shall be permitted by right without any discretionally action required in all Residential zoning Districts (R-1, RM-2, and RM-3) to enable greater access to housing and care. The zoning ordinance amendment to remove the conditional Use permit constraint will take place within one year of adoption of the Housing element by the City Council.*

27. Special Needs Housing
The City will make other changes to better facilitate the development of housing for persons with special needs. This includes amending the Zoning Ordinance to include a definition of residential care facilities, emergency shelters, transitional housing facilities, and other types of special needs housing. Moreover, the regulations for permitting residential care facilities serving six or fewer persons, emergency shelters, transitional housing, farm worker housing, and other special needs housing are also unclear. Finally, certain zoning and development regulations can impede the construction of residential care facilities, emergency shelters, transitional housing, farm worker housing, and other types of special needs housing. Therefore, the Zoning Ordinance and other local regulations should be analyzed to determine whether such constraints exist. The City has committed to analyze potential constraints and, if found, develop programs to mitigate or remove such constraints.

Five-year Objective:
*The city will amend Zoning and Public Works Ordinances as necessary to establish bumping rights system when water availability letters are drafted to project applicants.*

28. Water Servic Priority
CA SB 1087 (2005) requires water and sewer providers to adopt written policies and procedures that grant a priority for service hook-ups to developments that help meet the community’s share of the regional need for lower-income housing. In addition, the law prohibits water/sewer providers from denying, conditioning approval of, or reducing amounts of service for any affordable housing Project unless specific written findings are made
Figure 7.1 Housing Program Implementation

<table>
<thead>
<tr>
<th>Housing Program</th>
<th>Program Goal</th>
<th>Five-Year Objectives</th>
<th>Funding Source</th>
<th>Responsible Agency</th>
<th>Time frame</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOUSING AND NEIGHBORHOOD CONSERVATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Code Enforcement.</td>
<td>Bring substandard housing units into compliance with codes.</td>
<td>Continue to carry out code enforcement activities.</td>
<td>General; CDBG</td>
<td>CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Housing Rehabilitation Loans</td>
<td>Assist residents in repairing, upgrading, and improving housing</td>
<td>Assist 15 renter households and 30 ownership households advertise program</td>
<td>Cal Home</td>
<td>RHD</td>
<td>2007-2014</td>
</tr>
<tr>
<td>3. Lead and Asbestos Loan program</td>
<td>Help property owners abate Lead and Asbestos hazards.</td>
<td>Assist units as available through County funding.</td>
<td>CDBG HOME</td>
<td>RHD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4. Preservation of Affordable Housing.</td>
<td>Preserve the existing stock of affordable housing.</td>
<td>The City will assist preservation of any at risk developments.</td>
<td>Set-aside funds; Housing in Lieu fees</td>
<td>RHD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5. Mobile Home Park Conservation Ordinance</td>
<td>Preserve existing mobile home parks as affordable housing.</td>
<td>Review and revise ordinance to ensure consistency with State law</td>
<td>General Fund</td>
<td>RHD; CDD</td>
<td>2007-2014</td>
</tr>
<tr>
<td><strong>PROVISION OF HOUSING ASSISTANCE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6. First time home Buyer Loans;</td>
<td>Assist first time and move up buyers in purchasing homes.</td>
<td>Assist 60 Households. Advertise program</td>
<td>HOME; Cal Home; set aside funds; In Lieu fees</td>
<td>RHD</td>
<td>2007-2014</td>
</tr>
</tbody>
</table>
### Figure 7.1 Housing Program Implementation (cont.)

<table>
<thead>
<tr>
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<th>Responsible Agency</th>
<th>Time frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Mortgage Credit Certificate</td>
<td>Assist 1st-time/move up buyers in purchasing homes.</td>
<td>Continue to participate in program as funding is available.</td>
<td>Tax Credit</td>
<td>HACSC; RHD</td>
<td>2007-2014</td>
</tr>
<tr>
<td>9. Section 8 Rental Assistance</td>
<td>Provide rental assistance to very low-income households.</td>
<td>Continue to participate. Encourage property owners to list rentals with the Housing Authority</td>
<td>Federal</td>
<td>HACSC; RHD</td>
<td>2007-2014</td>
</tr>
<tr>
<td>10. Relocation Assistance Ordinance;</td>
<td>Ensure benefits and assistance are provided to displaced tenants.</td>
<td>Continue to administer program</td>
<td>CDBG; General Fund</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>11. Child Care Assistance</td>
<td>Encourage development of new housing with a child care component.</td>
<td>Support the provision of child care assistance and facilitate the development of new housing with child care</td>
<td>General Fund; CDBG</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>12. Application for Grants and Loans;</td>
<td>Ensure that funds are available to continue and modify housing programs.</td>
<td>Review available funds under Proposition 46 and other sources. Apply to meet city housing needs.</td>
<td>RHD; General Fund</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

**HOUSING PRODUCTION**

| 13. Adequate Sites Program; | Facilitate availability of sufficient sites to meet the City’s share of regional housing needs. | Continue to inventory sites for remaining need. | General Fund | CDD; RHD | 2007-2014 |
Figure 7.1 Housing Program Implementation (cont.)

<table>
<thead>
<tr>
<th>Housing Program</th>
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<th>Funding Source</th>
<th>Responsible Agency</th>
<th>Time frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>15. Affordable Housing Ordinance;</td>
<td>Ensure that new developments meet the City's ordinance</td>
<td>Continue to administer program</td>
<td>General Fund</td>
<td>CDD; RHD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>16. Partnership with Non-Profit Housing Agencies;</td>
<td>Provide additional affordable housing opportunities</td>
<td>Continue to partner with non-profit housing agencies.</td>
<td>Set-aside funds, HOME; MHP; FWHG, AHP; CDBG</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>17. Mixed Use Development</td>
<td>Promote mixed use development</td>
<td>Continue to promote residential uses in conjunction with Commercial uses.</td>
<td>General Fund</td>
<td>CDD; RHD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>18. Transitional Housing and Emergency Shelters;</td>
<td>Meet Transitional housing needs. Amend Ordinance to meet state requirements</td>
<td>Continue to support development and expansion of existing transitional housing and promote the development of a new facility. Amend ordinance to meet State SB 2 requirement</td>
<td>CDBG; FWHG; HOME;MHP</td>
<td>RHD; CDD</td>
<td>2010</td>
</tr>
<tr>
<td>19. Small and Non Conforming lot consolidation</td>
<td>Publicize and incentivize lot consolidations</td>
<td>Offer public lists and other forms of support to encourage lot consolidation</td>
<td>General Fund</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>RECOVMS OF GOVERNMENTAL CONSTRAINTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Affordable Housing Incentives;</td>
<td>Facilitate the development of affordable housing.</td>
<td>Continue to offer incentives to facilitate development of affordable housing.</td>
<td>General Fund</td>
<td>CDBG; HOME; Set-aside funds; in lieu fees</td>
<td>RHD; CDD</td>
</tr>
<tr>
<td>21. Planned Development District (PD)</td>
<td>Provide flexibility in developments and facilitate creative housing options</td>
<td>Continue to Use the PD designation.</td>
<td>General Fund</td>
<td>CDD</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
### Figure 7.1 Housing Program Implementation (cont.)

<table>
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<tr>
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<th>Time frame</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>22. Design Review Process;</strong></td>
<td>Clarify community expectations, ensure new projects follow guidelines</td>
<td>Continue to administer program.</td>
<td>General Fund</td>
<td>CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>23. Accessory Dwelling Unit Development</strong></td>
<td>Comply with State law and provide additional affordable opportunities.</td>
<td>Continue to administer program</td>
<td>General Fund</td>
<td>CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>24. Zoning Ordinance Update</strong></td>
<td>Ensure consistency w/ General Plan and State law</td>
<td>Complete Zoning Ordinance update when General Plan litigation is settled</td>
<td>General Fund</td>
<td>CDD</td>
<td>2010</td>
</tr>
<tr>
<td><strong>25. Fair Housing Program;</strong></td>
<td>Provide fair housing to residents.</td>
<td>Continue to support the State, CRLA, Housing Authority and equal opportunity lending programs.</td>
<td>CDBG</td>
<td>RHD; CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>26. Housing for Disabled Persons</strong></td>
<td>Identify and remove constraints affecting persons with disabilities</td>
<td>Conduct evaluation and if constraints are found take action within 6 months to address constraints. Continue to support centralized database.</td>
<td>General Fund</td>
<td>CDD</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>27. Special Needs Housing.</strong></td>
<td>Facilitate development of housing for persons with special needs</td>
<td>Amend the Zoning Ordinance to be consistent with SB2 for emergency and transitional shelters</td>
<td>General Fund</td>
<td>CDD</td>
<td>2010</td>
</tr>
<tr>
<td><strong>28. Water Service Priority</strong></td>
<td>Allow priority water services for projects meeting RHNA goals</td>
<td>Amend Zoning Ordinance to grant priority-stating water availability letters in the event water shortages, based on determination of Project status</td>
<td>General Fund</td>
<td>CDD/PW</td>
<td>2010-2011</td>
</tr>
</tbody>
</table>
### Figure 7.1 Housing Program Implementation (cont.)

<table>
<thead>
<tr>
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<th>Responsible Agency</th>
<th>Time frame</th>
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<tbody>
<tr>
<td><strong>Quantified Objectives</strong></td>
<td><strong>Income Group</strong></td>
<td><strong>RHNA Goals</strong></td>
<td><strong>Rehab</strong></td>
<td><strong>Preserve</strong></td>
<td>New</td>
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<tr>
<td></td>
<td>Extremely low</td>
<td>103</td>
<td>8</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Very Low</td>
<td>103</td>
<td>31</td>
<td>44</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>155</td>
<td>116</td>
<td>114</td>
<td>85</td>
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<tr>
<td></td>
<td>Moderate</td>
<td>175</td>
<td>164</td>
<td>57</td>
<td>120</td>
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<tr>
<td></td>
<td>Above Mod.</td>
<td>387</td>
<td>0</td>
<td></td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>923</td>
<td>319</td>
<td>228</td>
<td>500*</td>
</tr>
</tbody>
</table>

**Abbreviations:**

RHD = Redevelopment and Housing; CDD = Community Development Department; PCSD = Parks and Community Services Department; HACSC = Housing Authority of the County of Santa Cruz; AHP = Affordable Housing Program; CDBG = Community Development Block Grant; FWHG = Farmworker Housing Grant; HOME = HOME program; MHP = Mobile home Program.

*New construction objectives take into consideration a number of factors. During the 2002-2007 Housing Element cycle, housing construction was fueled by unprecedented increases in demand, sparked by predatory lending and market mob factors. Under these conditions, the City completed about 70% of its RHNA objectives for new construction. Using these same calculations, the unadjusted amount of new construction would be approximately 650 units. The City has adjusted these numbers to account for decreased demand amid the present housing slump and subsequent economic crisis.*
This page left blank intentionally.
The City of Watsonville has a rich and diverse history that reflects its early beginnings in the 1850’s, and the growth of agriculture through the latter half of the 19th century and into the 20th century. Today, Watsonville is emerging as the largest City in Santa Cruz County while retaining its agricultural base and branching out into other fields of commerce.

The land that now encompasses the City of Watsonville was first cultivated as pasture land for cattle belonging to the Spanish Missions in the area in the late 1700’s, and the area was called Rio del Pajaro, or river of the bird. After the desecularization of the Missions, the land was broken up into ranchos.

The Gold Rush in 1848 brought many new settlers to the Watsonville area, people who were disillusioned by loss of fortunes mining for gold, looking for opportunity in agriculture in the fertile Pajaro Valley. Thus the valley transitioned from cattle ranching to cultivation of crops. The first crops were potatoes and grain, branching out to strawberries, apples, and sugar beets as the main crops.

The fertile land attracted many different populations from around the world who were looking to better their lot in life or relocate after making money in the gold mines. These included the Irish, Portuguese, Danish, Chinese, Croatians, Japanese, Mexicans, Filipinos, and scores of Basques, English, French, Germans, Greeks, Italians, Manxmen, Scots, Swedes and Swiss. Each population brought skill and knowledge in agriculture and business, and has left a legacy in our cultural diversity today.

With a base in agriculture, the town was laid out in 1852, incorporated in 1868, and flourished after the Southern Pacific Railroad linked the area to the Santa Clara Valley in 1871. Churches, schools, newspapers, libraries, and major businesses appeared as electricity and telegraph lines worked their way into the lives of Watsonville residents.

The effect of World War II on agricultural production and the location of four nearby military installations (Ford Ord, Camp McQuaide, Alameda Naval Air Station Auxilliary Base, and Lighter Than Air Base) contributed to further economic and residential development in Watsonville and many people who were in the service stayed in the area.

Watsonville is expanding and undergoing a shift in its economic base, branching out from the original mainstay of agriculture to other things, such as light industry, manufacturing, tourism and service oriented businesses. And as the City continues to grow and change, its history is reflected in the breadth of historic buildings that remain throughout the City.

The variety of building types found in Watsonville range from modest residential cottages to grand mansions, small commercial buildings to packing sheds. These varied properties give the City of Watsonville character and define the chronological development of the community. Each district or neighborhood tells a story of who lived and worked there at a particular time in Watsonville history. As the City grows and expands to accommodate new development, it is imperative to recognize and retain the existing historic buildings that mark the City’s past.
8.1 Importance of an Historic Element

Historic preservation is the act of protecting something—e.g. a building, neighborhood or landscape—because it’s important to the community, on a local or national level. Some properties are worth saving because the community would be less interesting, less attractive, without them. Others are retained and properly adapted for a new use, thereby avoiding the expense of demolition while promoting sustainability ethics by preserving the materials and craftsmanship that would be costly or even impossible to replace. Other properties may be humble in design but are important for their association with a watershed event or an important person.

Historic resources are the physical evidence of the past and act as “markers” in the chronological development of a community’s cultural heritage - no matter what the size or location. However, once a resource is significantly altered or removed, it is gone forever. No re-creation can duplicate the physical and emotional connection to the past.

An Historic Element helps to guide the understanding and protection of historic resources within a community so that they are not lost forever. It is an important first step in the preservation planning process. Historic resources are what define the community’s character and individuality. Therefore, the Historic Element guards the community character by preserving the past and responsibly shepherding future development.

Communities benefit from historic preservation in several ways: retaining historic resources creates more attractive places to live and work. This promotes economic stimulation through rehabilitation and adaptive use of historic buildings to create appealing places to live and work. The style and variety of historic places make communities much better to look at and experience. Communities that protect their historic neighborhoods attract more visitors, and those people stay longer and fuel the economy. New businesses locate in communities that invest in themselves. One of the first things a prospective business considers is how the community cares for and respects itself. Historic places communicate where a community came from, what previous generations achieved, what they believed, and what they envisioned. By protecting reminders of the past, issues and policies can be developed that enhance the existing fabric while thoughtfully contributing to the future.

The City of Watsonville has not adopted criterion or status codes to assist in the evaluation process. The County of Santa Cruz recognizes significant historical resources in the County utilizing a status code based on the National Register status code list. This rating makes for consistency when reviewing properties for national, state or local significance. However, the County status list is not as detailed as the National list and therefore limits strategies for the protection of resources. California Historical Resource Status Codes (CR) were recently adopted by the State Historic Preservation Office and provide greater detail regarding status levels.

The history of Watsonville is reflected in the breadth
of historic buildings that remain throughout the city. The variety of building-types range from modest residential cottages to grand mansions, small commercial buildings to packing sheds. These varied properties are what give the City of Watsonville character and define the chronological development of the community. Each district or neighborhood tells a story of who lived and worked in Watsonville at a particular time in history.

Many properties have been inventoried, or recorded, but are not officially listed as a resource on a local, California Register or the National Register. Significant historic properties that are currently listed on the National Register of Historic Places include the following:

- 322 E. Beach Street (Bockius-Orr House)
- 128 E. Beach Street (Lee House)
- 406 Main Street (Lettunich Building)
- 335 E. Lake (Madison House)
- 418–424 Main (Mansion House Hotel)

An extensive field survey of potentially important properties was conducted in 2003, and other properties related to railroad and industrial development have been identified as potentially significant. However, a Historic Context is necessary to properly evaluate the significance of these properties.
8.2 How does the Historic Element influence or impact new development?

Under CEQA Guidelines section 15332 regarding in-fill construction (new construction in an historic district or adjacent to an historical resource) calls for analysis of impacts, either the cumulative impact of consecutive projects or a single project that results in a substantial adverse change in the significance of a historical resource. For CEQA purposes, an historic resource or district is one that is eligible for inclusion on the California Register and does not need to be formally listed on the Register.

In part, the Historic Element is meant to guide new construction and development so as not to cause an impact to historic resources or districts. Again, by utilizing the Secretary of the Interior’s Standards, sensitive new construction and development can be a win-win situation by providing quality new construction while protecting community character and history. Careful and thoughtful planning only benefits a community that prides itself on protecting a legacy for future generations. In some cases, new construction can return a distressed neighborhood or district to its original glory by building on vacant, abandoned lots and instilling a sense of renewed vigor and confident investment.
Goals, Policies and Implementation Related to Watsonville’s Historical Resources

The City of Watsonville values its cultural and environmental heritage. To protect, preserve and maintain the city’s historic resources, and cultural and environmental heritage the following goals, as identified by the city, have been outlined as follows. Policies and implementation measures are provided to assist the City of Watsonville achieve these desired goals.

The National Park Service has developed guidelines for many aspects of preservation planning. To assure consistency and fairness in the planning process professionals regularly utilize these guidelines. The Standards for Planning state that “Preservation planning is a process that organizes preservation activities (identification, evaluation, registration and treatment of historic properties) in a logical sequence...The Standards for Planning outline a process that determines when an area should be examined for historic properties, whether an identified property is significant, and how a significant property should be treated. Preservation planning is based on the following principles:

- Important historic properties cannot be replaced if they are destroyed. Preservation planning provides for conservative use of these properties, preserving them in place and avoiding harm when possible and altering or destroying properties only when necessary.

- If planning for the preservation of historic properties is to have positive effects, it must begin before the identification of all significant properties has been completed. To make responsible decisions about historic properties, existing information must be used to the maximum extent and new information must be acquired as needed.

- Preservation planning includes public participation. The planning process should provide a forum for open discussion of preservation issues. Public involvement is most meaningful when it is used to assist in defining values of properties and preservation planning issues, rather than when it is limited to review of decisions already made. Early and continuing public participation is essential to the broad acceptance of preservation planning decisions.”
Goal 8.1 Update Historic Preservation Ordinance.
Provide clear and consistent parameters to protect, preserve and maintain historic resources. In order to further promote historic preservation and the listing of additional properties to the City’s local register, the Preservation Ordinance shall be updated to be consistent with the criteria and guidelines found in county, state, and national preservation regulations, which are outlined in Appendix C.

Policy 8.11 Incorporate Preservation Zoning and Codes.
Preservation overlay zones, and heritage and conservation areas will be used to conserve development in culturally and historically significant areas. The City shall review the county, state, and national listing criteria and regulations to revise the City’s preservation ordinance to include clear and consistent parameters to promote historic preservation while protecting, preserving and maintaining historic resources.

Implementation

8.1.11 Revise Historic Preservation Ordinance.
The City shall develop and adopt a revised historic preservation ordinance that promotes the preservation of historic properties, follows the state criteria for designation of historic properties, and protects historic resources in the City of Watsonville.

8.1.12 Criteria and Status Codes.
The City shall develop and adopt criteria for listing and status codes that are consistent with the state and national codes that assist in the categorization and documentation of historic resources, described in Section 8-13.02 of the Watsonville Municipal Code (Preservation of Historical, Architectural, and Aesthetic Structures). See Appendix E for state and national status codes.

8.1.13 Consider Creation of Historic Districts and Overlay Zones.
The City contains many intact historic neighborhoods which maybe worthy of designation as historic districts. These may include the upper Brewington area, Maple Street and vicinity, as well as others, and shall be identified in the Historic Context Statement. Preservation overlay zones, and heritage and conservation areas will be used to conserve development in culturally and historically significant areas.

Watsonville subdivisions that may be of significance and therefore worthy of evaluation include, but are not limited to, the following subdivisions:

- J.Waters (1894) bounded by Sudden, West Lake Ave, Madison and the alley
- Bockius Subdivision #1 (1899) bounded by Maple, Lincoln, Riverside Drive and Marchant.
- Weeks Tract (1905) 400 block and partial 300 block of Palm
- Watsonville Heights Subdivisions 1 & 2 (1905 & 1909) bounded by Broadis, Freedom/Sudden, California and irregular property lines east of Madison
- Buena Vista Heights (1911) bounded by High, Freedom, Brennan and Gonzales
- Brewington & Roger #1 (1925) bounded by Palm, Brewington, West Lake and property line west of Hill
• Brewington & Roger #2 (1928) bounded by Stanford, Monte Vista, Brewington Palm and property line west of Hill Brewington area, Maple Street and vicinity, as well as others, and shall be identified in the Historic Context Statement. Preservation overlay zones, and heritage and conservation areas will be used to conserve development in culturally and historically significant areas.

Goal 8.2 Develop and Adopt a Historic Context Statement.
Create a well-defined historic context based on property types, architectural character-defining features, local development and land-use patterns, and include significance of place and cultural themes. The context statement will outline the chronological development of the City with connections made between the pattern of development and structures and properties that may still exist today. The context will also give an understanding to how and why the City was developed in the way it exists today.

Policy 8.2.1 Context for Evaluation.
The context statement will provide documented information to allow for the comprehensive evaluation of a property’s importance within the historic context of the City of Watsonville.

Implementation

8.2.11 Evaluation Tools.
Develop, adopt, and utilize the historic context statement to identify and evaluate properties within various genres of history, architecture, archaeology, engineering, and culture.
Goal 8.3 Create Incentives for Historic Preservation.
Promote the protection of historic properties through utilization of incentives, because listed historic structures and districts raise property values and improve the character of a city.

Policy 8.3.1 Property Owner Assistance.
The city shall investigate funding sources for the preservation of historic properties as well as available tax-incentive programs, to include the Federal Tax Credit for Historic Properties, the Mills Act, and the City’s Redevelopment Agency façade improvement grant.

Implementation
8.3.11 List of programs.
The city shall make available an updated list of available assistance programs for the preservation of historic properties.

Goal 8.4 Nominate and list additional resources to the Watsonville Register of Historic Properties.
Review 1976 Cardwell Survey of historic buildings and nominate eligible buildings from that list to the Watsonville Historic Register. Additionally, review and nominate structures or districts not included on the survey to be listed on the Watsonville Historic Register (see Appendix A for additional information regarding the process for reviewing the historic significance of a property).

Policy 8.4.1 Property Identification.
Follow the adopted criteria to review and list eligible properties to the local, state, or national register. This analysis should be conducted or overseen by a professional who meets the Secretary of the Interior’s professional qualification standards for history or architectural history (Federal Code 36 CFR Part 61). See Appendix B for more information on the analysis of historic significance.

Implementation
8.4.11 Property Owner Involvement.
The City shall encourage owners of potentially historic properties to conduct research on their properties for nomination and listing in the local register. Such research should be conducted or overseen by a professional historic preservation consultant.

8.4.12 Evaluation of Properties.
Identify, survey, and evaluate districts, neighborhoods, and individual structures that have the potential to be historic, and whose integrity should be protected, whether formally designated on any historic register, for planning purposes.
Goal 8.5 Preservation Education.
Educate property owners on appropriate rehabilitation procedures.

Policy 8.5.1 Property Owner Education.
Information will be made available to property owners regarding the Secretary of the Interior’s Standards, design review, incentives for historic preservation, and other related programs.

Implementation

8.5.11 Provision of Materials.
The City of Watsonville will partner with the Pajaro Valley Historic Association and other similar groups to develop an education program and website to educate owners of historic properties in various areas of preservation including incentives for preservation, the Secretary of the Interior’s Standards, and design review criteria. This partnership will reach out to the community to educate property owners on the importance of preservation as well as hold hands-on technical workshops.

8.5.12 Website for Historic Preservation.
The City shall expand its website to include a section dedicated to historic preservation resources and information for use by the general public.

8.5.13 Historic Plaque Program.
The City shall pursue a historic plaque program to identify houses that are on the City’s Historic Inventory.

8.5.14 Walking Tour.
The City shall work with the Watsonville Historic Association to create a public information pamphlet and a walking tour program that highlights the City’s historic heritage.

Goal 8.6 Retention of Historic Resources.
Protect historic structures, whether designated to a historic register or not, from demolition, neglect, and development pressures.

Policy 8.6.1 Meeting the California Environmental Quality Act (CEQA) Requirements.
Under CEQA, a project that results in a “substantial adverse change in the significance of an historical resource” may have a significant adverse effect on the environment (Public Resources Code Section 21084.1). An “historical resource” is a resource listed in, or determined to be eligible for listing in, the California Register.

All National Register listed or eligible resources qualify for listing in the California Register. The Public Resources Code defines “substantial adverse change” as “demolition, destruction, relocation or alteration,” activities that would impair the significance of an historical resource.
Policy 8.6.2 Preserve Distinguishing Elements of Historic Resources.
Historic resources contain building materials and elements not found in contemporary construction, that may be difficult or impossible to replace, if lost. These include original wood gutters, wood windows, siding, and roof materials. Removal of these elements may significantly alter the appearance of an historic resource.

Implementation

8.6.21 Project Review.
Initiate development standards to guide new development and construction adjacent to historic resources or districts to be compatible to such resources and districts by following the Secretary of the Interior’s Standards for the Treatment of Historic Buildings.

8.6.22 Review of Ministerial Projects.
Removal, modification, or replacements of historic fabric such as wood windows and gutters, roofing materials, siding and the like from any listed or eligible historic structure shall require review for compliance with the Secretary of the Interior’s Standards for the Treatment of Historic Structures.
9.0 RECREATION, PARKS, and OPEN SPACE

Conditions & Considerations
Parks and other recreational features offer places to play, to rest, and to gather, and are essential to the physical and mental well-being of individuals and communities. The City of Watsonville takes an active and central role in furnishing parks and other recreational facilities, and providing for on-going maintenance and services. (See Figures 9.1 and 9.2 for inventory of parks and other facilities.) This chapter describes Watsonville’s unique challenges, in this regard, and describes goals, policies, and implementation measures designed to meet them.

Whatever the setting, it is be important to recognize the positive role that parks and recreation have in enhancing the lives of residents and maintaining economic stability within neighborhoods. They contribute to a positive image and a sense of community identity. Parks and recreation are essential to neighborhood livability, especially where large private yards are impractical. They are an important ingredient for enhancing the health and character of residents—especially youth. But for parks and recreational facilities to be effective, they must be adequate in size, easily accessible—especially on foot, and contain activities and design features that are well suited to the people they serve.

Figure 9.1 Inventory of Existing Parks

<table>
<thead>
<tr>
<th>COMMUNITY PARKS</th>
<th>ADDRESS</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinto Lake Park (City)</td>
<td>451 Green Valley Rd</td>
<td>78.5</td>
</tr>
<tr>
<td>Buena Vista Park (Future)</td>
<td>n/a</td>
<td>35.3</td>
</tr>
<tr>
<td>Ramsay Park</td>
<td>1301 Main St</td>
<td>25.8</td>
</tr>
<tr>
<td>Franich Park</td>
<td>1150 East Lake Ave</td>
<td>14.2</td>
</tr>
</tbody>
</table>

Total Community Park Acreage 153.7

<table>
<thead>
<tr>
<th>NEIGHBORHOOD PARKS</th>
<th>ADDRESS</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seaview Park (Future)</td>
<td>n/a</td>
<td>4.0</td>
</tr>
<tr>
<td>Callaghan Park</td>
<td>225 Sudden St</td>
<td>2.5</td>
</tr>
<tr>
<td>Peace Dr Park</td>
<td>62 Peace Dr</td>
<td>2.5</td>
</tr>
<tr>
<td>Hope Dr Park</td>
<td>75 Hope Dr</td>
<td>2.4</td>
</tr>
<tr>
<td>Crestview Park</td>
<td>301 Crestview Dr</td>
<td>2.1</td>
</tr>
<tr>
<td>Mesa Village Park</td>
<td>n/a</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Total Neighborhood Park Acreage 15.6

<table>
<thead>
<tr>
<th>POCKET PARKS</th>
<th>ADDRESS</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Park</td>
<td>100 East Front St</td>
<td>1.8</td>
</tr>
<tr>
<td>Joyce-McKenzie Park</td>
<td>500 Joyce Dr</td>
<td>1.7</td>
</tr>
<tr>
<td>City Plaza</td>
<td>358 Main St</td>
<td>1.4</td>
</tr>
<tr>
<td>Flodberg Park</td>
<td>219 Alvarado St</td>
<td>1.1</td>
</tr>
<tr>
<td>Marinovich Park</td>
<td>118 Second St</td>
<td>1.1</td>
</tr>
<tr>
<td>Muzzio Park</td>
<td>26 W. Front St</td>
<td>1.1</td>
</tr>
<tr>
<td>Las Brisas (Future)</td>
<td>n/a</td>
<td>1.0</td>
</tr>
<tr>
<td>Gonzalez Park</td>
<td>7 West High St</td>
<td>0.6</td>
</tr>
<tr>
<td>Brentwood Park</td>
<td>320 Brentwood Dr</td>
<td>0.4</td>
</tr>
<tr>
<td>Arista Park</td>
<td>52 Arista Ct</td>
<td>0.3</td>
</tr>
<tr>
<td>Atri Park</td>
<td>602 Atri Ct</td>
<td>0.3</td>
</tr>
<tr>
<td>Bronte Park</td>
<td>615 Bronte Ave</td>
<td>0.3</td>
</tr>
<tr>
<td>Riverside Mini Park</td>
<td>127 Riverside Dr</td>
<td>0.3</td>
</tr>
<tr>
<td>Cherry Blossom Park</td>
<td>41 Loma Prieta Av</td>
<td>0.2</td>
</tr>
<tr>
<td>Kearney Park</td>
<td>119 Kearney St</td>
<td>0.3</td>
</tr>
<tr>
<td>Memorial Park</td>
<td>Main St &amp; Freedom Blvd</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Total Pocket Park Acreage 12.0

* 70 acres of water surface plus 8.5 acres of land area

Source: Catalyst Park Analysis, 2004. Based on existing park data provided by the City of Watsonville.
Figure 9.2 Inventory of Existing and Planned Schools

<table>
<thead>
<tr>
<th>PUBLIC SCHOOLS</th>
<th>PROPERTY OWNER NAME</th>
<th>LOT ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rolling Hills Middle School</td>
<td>Pajaro Valley Unified School District</td>
<td>10.0</td>
</tr>
<tr>
<td>Starlight Elementary School</td>
<td>Pajaro Valley Unified School District</td>
<td>3.4</td>
</tr>
<tr>
<td>Alianza Elementary School</td>
<td>Pajaro Valley Unified School District</td>
<td>4.0</td>
</tr>
<tr>
<td>Ann Soldo School</td>
<td>Pajaro Valley Unified School District</td>
<td>3.0</td>
</tr>
<tr>
<td>Pajaro Valley High School</td>
<td>Pajaro Valley Unified School District</td>
<td>2.9</td>
</tr>
<tr>
<td>Salsipuedes Elementary School</td>
<td>Pajaro Valley Unified School District</td>
<td>6.5</td>
</tr>
<tr>
<td>Landmark Elementary School</td>
<td>Pajaro Valley Unified School District</td>
<td>2.0</td>
</tr>
<tr>
<td>Watsonville High School</td>
<td>Pajaro Valley Unified School District</td>
<td>6.1</td>
</tr>
<tr>
<td>Mintie White School</td>
<td>Pajaro Valley Unified School District</td>
<td>5.7</td>
</tr>
<tr>
<td>Hyde Elementary School</td>
<td>Pajaro Valley Unified School District</td>
<td>11.6</td>
</tr>
<tr>
<td>Linscott Charter School</td>
<td>Pajaro Valley Unified School District</td>
<td>1.7</td>
</tr>
<tr>
<td>E. A. Hall Middle School</td>
<td>Pajaro Valley Unified School District</td>
<td>10.0</td>
</tr>
<tr>
<td>MacQuidy School</td>
<td>Pajaro Valley Unified School District</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Total School Acreage 81.0

Source: Catalyst Park Analysis, 2004. Based on best available data provided by the City of Watsonville.
Park Demand
In the last decade, Watsonville has significantly improved opportunities for recreation. Franich and Sea View Ranch Parks were established along with inviting trails along Watsonville’s habitat-rich sloughs. But even with these major improvements, Watsonville faces a serious recreational “deficit,” in terms of park acreage and facilities. While national standards call for 10 acres of park per 1,000 residents, Watsonville presently has less than 4.9 acres per 1,000 residents. Forecasted population growth will increase the demand for recreational facilities dramatically. Watsonville’s population is expected to increase by 46 percent (nearly 23,000 new residents) by 2030. Figure 9.3 summarizes the acreage of existing parks and the demand for future parks when City standards are applied to projected population growth. School playgrounds are not factored into this calculation although they provide significant opportunities for community recreation. Until a formal agreement between the City and Pajaro Valley School District is established for long-term operation and maintenance, the City will not count these areas towards the community’s open space demand.

Figure 9.3 Park Supply and Projected Demand

<table>
<thead>
<tr>
<th>Park Type</th>
<th>Existing Acreage</th>
<th>City Standard (per 1,000)</th>
<th>Future Demand**</th>
<th>Additional Park Acreage needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood</td>
<td>25.5</td>
<td>2 acres</td>
<td>140</td>
<td>114.5</td>
</tr>
<tr>
<td>Community</td>
<td>118.5</td>
<td>3 acres</td>
<td>211</td>
<td>92.5</td>
</tr>
<tr>
<td>All Parks</td>
<td>144</td>
<td>5 acres</td>
<td>351</td>
<td>208</td>
</tr>
<tr>
<td>Schools</td>
<td>81</td>
<td></td>
<td>-81</td>
<td></td>
</tr>
<tr>
<td>Net Demand</td>
<td></td>
<td></td>
<td>127*</td>
<td></td>
</tr>
</tbody>
</table>

* 81 additional acres of school areas have not been included in net demand calculation
** Assumes a total of 70,418 residents

Source: Catalyst Park Analysis, 2004. Based on existing park data provided by the City of Watsonville and the AMBAG population growth forecast.
Tailoring Facilities to Likely Users
Parks are more fully enjoyed when their facilities and design are tailored to the needs and interests of the surrounding community. The number of children and senior citizens is expected to grow even more dramatically than the population as a whole. Figure 9.5 shows potential Community Park locations that meet these criteria, as well as existing concentrations of children who are presently underserved and deserve special consideration.

Pedestrian Accessibility
Getting to a park can be challenging for many Watsonville residents. Figure 9.5 indicates areas in Watsonville that are more than one-quarter mile from a park (over 2 acres in size) or school, and many of these have high concentrations of children. In many instances walking to a park is further encumbered by the need to cross a busy street. Children and seniors benefit when parks are within a few blocks and be accessed using safe, local streets. Furthermore, neighborhoods become more livable and valuable, and can be built at higher densities, when they contain attractive parks nearby (see Figure 9.4).

Recreational Opportunities
Population growth is expected in undeveloped “new growth” areas, and as redevelopment occurs along Watsonville’s corridors and in its downtown. Through comprehensive planning, new growth areas offer unique opportunities to set aside sufficient land for recreation and in optimal locations. For built out areas, park creation will be more challenging and will require effective strategies for park acquisition. Smaller parks (than are typical in suburban communities) are more easily integrated in both urbanized and new growth areas. Land just outside of the City may also need to be considered as the City searches for suitable and affordable locations. Increasing demand for recreational space may also be met, in part, by encouraging larger developments to provide recreational open space that is shared by the project’s residents, but is privately owned and maintained.

Connections with Nature
Watsonville presents unique opportunities to place some recreational features in close proximity to natural open spaces. Of special note are opportunities for trails and parks near sloughs, creeks and the Pajaro River, and the creation of an interconnected open space system. The Recreation, Parks, and Open Space (9.0) and Environmental Resource (11.0) chapters of this General Plan address the protection and conservation of these areas. Together, these chapters satisfy requirements for an Open Space Element as mandated by State planning law.

Figure 9.4 Park Accessibility. Accessibility to parks is enhanced when barriers to pedestrians are minimized, such as distance, busy roads, and rugged terrain. Creeks and other sensitive natural areas to enhance awareness and enjoyment of these areas.
Figure 9.5 Distribution of Existing Facilities. While much of Watsonville is within a short walk of a park or school (shown in lighter shade), other parts are more distant and deserve special consideration as new parks are created. Of special importance are areas where there are high concentrations of children (shown in red).
Goals, Policies, and Implementation Measures

Goal 9.1 Meet Community Needs for Park, Open Space, and Recreational Facilities.
Enhance the quality of life by assuring the provision of services, programs, and facilities that reflect the leisure needs and desires of the community.

Policy 9.1.1 Parks, Facility and Program Planning.
The City shall employ a comprehensive strategy to meet community needs for parks, recreation facilities, programs and services.

Implementation

9.1.11 Parks, Facilities and Open Space Master Plan.
The City shall update its Parks and Open Space Master Plan (Revised 1992). The revision shall address current deficiencies in park space, specific sites, accessibility, funding sources, fees and charges, and maintenance programs.

9.1.12 Community Support.
The City shall solicit the input of community members in the design and program of parks and recreation facilities.

9.1.13 Joint Use of School Facilities.
The City shall seek joint use agreements with the Pajaro Valley Unified School District to ensure public access to school facilities during non-school use periods.

9.1.14 Integrated Open Space.
Parks, trails and recreation facilities shall respect the goals and policies of the Natural Resources Element of the General Plan.

Goal 9.2 Provide a Full Range of Well-Maintained Parks and Recreational Facilities Commensurate with Watsonville’s Population and Park Standards.
Parks, recreation facilities, trails and open space shall be developed in accordance with the Parks Master Plan. Parks shall be distributed throughout the City in accordance with Parks Master Plan policies with due regard for specific needs and available lands within the planning areas/neighborhoods.

Policy 9.2.1 Park Acquisition, Development and Maintenance.
The City shall designate neighborhood areas and ensure the provision of facilities in future growth areas for development of parks and recreation facilities that reflect the population growth and neighborhood need, and adopted park acreage and maintenance standards.

Implementation

9.2.11 City Park Acreage Standards.
The City shall strive to provide 5 acres of parkland for every 1000 residents and ensure that new development complies with this requirement. School playgrounds and fields shall be counted where access is ensured by a joint use agreement.

9.2.12 Neighborhood and Vest Pocket Parks.
Neighborhood parks shall range from 2 to 14 acres in size, and shall contain at least one formal or informal sports field. Vest pocket parks are less than 2 acres in size, and shall only be developed in existing urban neighborhoods and/or where urban densities are encouraged. The City shall strive to provide 2 acres of Neighborhood or Vest pocket park for every 1,000 residents.

9.2.13 Community Parks.
Community parks shall be at least 14 acres in size, and shall contain multiple sports fields and/or other facilities of citywide importance. The City standard for
Community Parks is 3 acre for every 1000 residents. If it is not possible to contain all community parks within the Urban Limit Line the City shall pursue cooperative facilities with adjacent counties to serve the needs of the residents.

9.2.14 Edge Opportunities.
Given Watsonville’s shortfall of parks and limited available land within the Urban Limit Line, consideration should be given to creating new parkland outside of the Urban Limit Line, in cooperation with the Watsonville Unified School District and Santa Cruz County. Edge locations may also complement the creation of appropriate buffer conditions for agricultural activities.

9.2.15 Distribution for Accessibility.
The City shall seek new park locations that will serve residential areas that are more than a quarter mile from an existing or planned park, or separated from an existing or planned park by a street that consists of four or more travel lanes. Where possible parks shall be associated with and connected to the trail network. If necessary joint City/County facilities shall be considered outside the Urban Limit lines.

9.2.16 New Growth Areas.
In the Buena Vista and Atkinson Lane future growth areas, the extent and location of new parks shall be determined through the City’s comprehensive planning efforts, and shall give priority to park locations that abut linear open space features where trails may extend. In coordination with area planning efforts, the City shall require developing properties to dedicate parkland so as to meet or exceed park demand generated by anticipated new development.

9.2.17 Urbanized Areas.
Park development in existing neighborhoods shall be coordinated with City revitalization and redevelopment initiatives.

9.2.18 Unique Features.
Parks and trails shall be designed to conserve scenic and natural features, including creeks, wetlands, woodlands, and trees. Park and trail features shall be designed to minimize impacts upon riparian and slough ecologies. Interpretive signs, overlooks and interpretive programs shall be considered to encourage public awareness of Watsonville’s unique geography.

9.2.19 Parks & Facility Maintenance.
1. Park and trail maintenance shall be accomplished in accordance with established maintenance standards. Maintenance staff shall continue to play a vital role in the design and programming of future parks to ensure maintenance efficiencies.

2. The City shall conduct an annual maintenance audit of parks and recreation facilities, and fund and make repairs as required.
Goal 9.3 Provide a Network of Trails Along Natural Areas to Promote Safe Travelways and Appreciation of Sloughs, Creeks, and the Pajaro River.

The City shall develop and maintain a trail system that encourage both appreciation and respect for natural habit and provide safe, secure passageways in and around the community.

Policy 9.3.1 Trail Systems.

Implementation

9.3.11 Protection of Slough, Riparian Corridors and other environmentally sensitive areas.

The City shall continue to protect it sloughs and riparian corridors and other environmentally sensitive areas as provided for in the Environmental Resources Element.

9.3.12 Continuous Trail Network.

The City shall strive to make a more continuous network by requiring cooperation with adjacent jurisdictions to establish trails and linear open space between Sloughs and Riparian Corridors, as indicated in Figure 9.6 and described below through the preparation of a Trails Master Plan. Trail alignments shall be coordinated with all necessary jurisdictions and abut undevelopable land, where practical, to provide trail users with expansive views.

Within the Buena Vista area, a linear open space with trail shall be pursued in coordination with the County to link trails anticipated along Corralitos Creek and Harkins Slough. In addition, Buena Vista Park shall have a trail that extends from Buena Vista Drive to Larkin Valley Road.

The City shall seek to extend trails along Struve Slough to Airport Boulevard, and shall endeavor to install landscaped trails along Airport Boulevard and Green Valley Road, to connect trails anticipated along Struve Slough and Corralitos Creek.

The City shall endeavor to establish trail connections between Watsonville Slough and the Pajaro River, through cooperation with various county, state and interested groups. Potential alignments include: a landscaped trail along Ohlone Parkway and extending south near the Urban Limit Line, and/or along Walker Street as part of an enhanced streetscape with bike lanes.

9.3.13 Regional Trail System.

The City shall encourage the development of a regional trail system which may include improvements and expansion of the levee, wetlands, and other trails.
Figure 9.6 Continuous Trail Network. Trails should be considered in association with Watsonville’s sloughs, creeks and other sensitive natural areas to enhance awareness and enjoyment of these areas.
Goal 9.4  Provide Comprehensive Programs and Services.
Recreation and community service programs shall promote human development, health and wellness, cultural unity, community problem-solving, community image and safety.

Policy 9.4.1  Recreation Programming and Services.
The City shall provide a comprehensive program of recreation and community services that provide experiences for all ages and that foster human development and interaction, promote health and wellness, economic development and strengthen community, security and safety.

Implementation

9.4.11  Program Reviews.
The City shall conduct a biennial review of its recreation and community service programs to ensure that they reflect the current desires and needs of the community. The City shall conduct an annual review of programs and services to ascertain appropriate program and service efficiencies and required alternatives.

9.4.12  Community Awareness.
The City shall ensure that the public is aware of its programs and community services by utilizing a variety of resources including newsletters, program brochures and fliers, catalogs, calendars, and public electronic and print media. The City will also collaborate with the School District and other local non-profit organizations in providing program information to children and their families. Bilingual materials shall be the norm in the provision of program information.

9.4.13  Opportunities for Youth.
The City shall seek advice and suggestions of young people in the provision of recreation programs and services. Further, it shall develop programs that develop self-esteem, leadership, empowerment and community problem-solving in the youth that are served and the youth the City employs.

9.4.14  Cultural and Educational Opportunities.
The City shall provide opportunities to increase individual development and wellness, promote understanding of the rich cultural diversity within the city, and create opportunities for participation in a variety of open recreation facility programs, classes, festivals, and special events that develop competencies and greater awareness. The City shall also promote opportunities for programs and facilities that include intergenerational and cultural awareness.

9.4.15  Urban Plazas, The Arts and Festivals.
The City shall encourage the arts through urban festivals, and art in public spaces programs. The City shall collaborate with arts groups and community organizations in the provision of farmers markets, celebratory festivals, and in hosting annual special events such as The Day of the Child, the 4th of July Hometown Parade, and the Strawberry Festival as well as other ethnic cultural events—Cinco de Mayo, Obon Festival, and St. Cecilia Day.

Policy 9.4.2  Art in Public Places.

9.4.21  Art in Public Places.
The City shall consider opportunities for art in public places.

9.4.22  Promote Art in Public Places.
The City shall explore options to promote art in public places. The City shall continue to implement mural policy.
10.0 A DIVERSE POPULATION

The City of Watsonville is an historically culturally rich and diverse community. The City’s mission statement reflects this valued quality:

Mission Statement:
“The City of Watsonville is dedicated to improving the economic vitality, safety and living environment for the culturally rich Watsonville community by providing leadership for the achievement of community goals and high quality, responsive services.”

In preserving and honoring the diversity of Watsonville, the City is committed to maintaining, supporting, adapting and developing programs and services to meet the needs of Watsonville residents. The following are current and anticipated aspects of the City that should play a role in shaping these community programs.

Large Youth Population
The City’s population consists of a large youth population. Persons under the age of 20 make up nearly 40 percent of the City’s population.

Considering population that is over 25 years of age in Watsonville, 49.1 percent are high school graduates (compared to 89.1 percent in Santa Cruz, 83.2 percent in Santa Cruz County, 80.4 percent in US); and 8.7 percent have bachelor’s degrees (compared to 44.4 percent in Santa Cruz, 34.2 percent in Santa Cruz County, 24.4 percent in US).

The young people offer a bright future for the City of Watsonville, if properly trained. With increasing graduation rates and access to higher education, the increased capabilities for higher earnings will help the local economy continue to thrive. The City’s continued involvement in promoting education and training programs for youth will help to ensure a skilled young population.

Housing Affordability and Income
The City of Watsonville has made great strides in helping to provide access to affordable housing within the City. The City offers a wide array of loan programs and grants to help citizens attain or create affordable housing units, including first-time homebuyer loans and rental rehabilitation and infill housing loans. The City also has adopted an Affordable Housing ordinance that requires most new housing developments to include units that are affordable to citizens and families who live and work in Watsonville.

The City’s efforts have helped to make Watsonville a desirable place to call home. Notably, the City has the highest percentage of long-term homeowners among other cities in the region. While Watsonville may be more affordable compared to other areas in Santa Cruz County, escalating housing prices (throughout the region and the State) push affordability beyond the means of many members of the community.

The 2000 Census reports that the median value of single-family owner occupied homes in Watsonville was $224,700 (in Santa Cruz City, $411,900; in Santa Cruz County, $377,500; in the US, $119,600). In the last few years, real estate trends have indicated that the median housing price in Watsonville has climbed to over $370,000. In 2005, within the region, the median household price has escalated to over $700,000.

In the last five years, the median income in Santa Cruz County has ranged from $65,500 to $75,300 (Housing Authority of Santa Cruz). Various reports indicate that 6 percent to 21 percent of County residents can afford to buy a home here.
The 2000 Census reports that the median income for a household in Watsonville is $37,617; the median income for a family is $40,293. Males have a median income of $26,701; females $22,225. The per capita income for the City is $13,205.

19.1 percent of the population is below the poverty level (6.7 percent above the national average), while 15.4 percent of families (6.2 percent above the national average) subsist below the poverty level. Out of the total population, 23.8 percent of those under the age of 18 and 8.8 percent of those 65 and older are living below the poverty line.

While escalating housing prices pose a continual challenge—as it does in nearly all coastal California communities—the City’s experience and progressive efforts in promoting affordability will help maintain and expand good access to housing.

**Hispanic/Latino Families**

The city’s population is 75 percent Hispanic or Latino. These persons are part of households and family households. Of the 11,478 total households in the city, 57.8 percent speak Spanish at home, which translates into many culturally diverse families or households. Taking into account the City’s average household size of 3.84 persons and an average family size of more than 4 persons (the US average household size is 2.59 and average family size is 3.14) together with high rents and low vacancy rates suggests that many of these families share housing.

With a large concentration of Hispanic/Latino families in Watsonville, continuing to support and celebrate the culture strengthens the City’s identity, livability, and sense of shared community.
Goals, Policies and Implementation Measures

City Programs for a Diverse Population
The diverse population in Watsonville is a major asset to the future of the City. While the population's characteristics may, to some, suggest challenges, they provide a greater overall wealth of opportunities. With knowledge of local demographics, the City of Watsonville can appropriately prepare for and provide programs to harness the culturally diverse and youthful spirit of the community.

Continuing to strongly support the diverse and ethnic populations of the community strengthens civic pride, care for the City, and overall shared sense of community. Additionally, a diverse population with a strong educational foundation is paramount to the continued success and appeal of living in Watsonville. Helping young people achieve their full potential, by increasing graduation rates and improving higher education opportunities, can help strengthen the City's shared sense of community and pride, economic opportunities through increased earnings, and the quality of life.

Finally, ensuring the overall wellness of the population fosters continued prosperity and livability for all in the community. The City shall work with various organizations to promote community access to healthy foods, encourage food security programs, and promote additional exercise programs to enhance well being of area residents.

Goal 10.1 Shared Sense of Community.
Encourage social and economic diversity within the City of Watsonville and environments that advance a shared sense of community.

Policy 10.1.1 Through local perspectives and strategies, the City shall promote social cohesion, cultural diversity and an increased sense of community

Implementation

10.1.11 The City shall continue to engage and utilize the talents of the diverse and ethnic populations in the community.
Goal 10.2  Children, Youth, and Families.
Ensure a secure, healthy and safe environment for children and youth of the City of Watsonville and provide opportunities for them to develop to their fullest potential. Through community partnerships and collaboration, ensure that families are supported and strengthened.

Goal 10.3  Seniors and Adults.
Provide and develop programs and services for seniors and adults that promote their well-being, human development, and community involvement.

Policy 10.2.1 & 10.3.1  The City of Watsonville is committed to providing and promoting a safe, secure, protective, healthy and stimulating community environment for its children, youth, families, seniors, adults, and a diverse ethnic population.

With regard to both existing and future social and economic conditions, the City of Watsonville shall uphold its commitment to its actions regarding children, youth, families, seniors and adults when it makes decisions and develops planning processes in all areas of land use, development, zoning, transportation, housing, human services, social services, health services, education and economic development.

Implementation

10.2.11 & 10.3.11  Advocacy for Children, Youth, Families, Seniors, and Adults.
The City of Watsonville shall recognize the need for increased resources and services for children, youth, families, seniors and adults. The City also recognizes that legislative action may be necessary to establish funding priorities and to enact health and safety measures for these residents. The City of Watsonville shall advocate for legislation supporting effective child, youth, family and senior oriented policies and increased funding for programs and services at the local, state, and national level.
10.2.12 & 10.3.12 Financial Support.
The City of Watsonville recognizes its responsibility in identifying and establishing broad-based funding sources and priorities through the Strategic Plan process in order to meet the goals of this policy.

The City shall:

- Consider children, youth, families, seniors, and adults as a priority throughout the annual budget process.

- Enlist the business community to support the policies in tangible ways.

- Identify public and private resources of funding for children, youth, families, seniors and adults

10.2.13 & 10.3.13 Affordable Housing and Adequate Shelters.
The City shall continue its efforts to facilitate transitional and affordable housing resources and services in order to ensure that children, youth, families, seniors and adults have a permanent home, reducing and preventing chronic homelessness.

10.2.14 & 10.3.14 Educational and Training Programs.
The City shall encourage the Pajaro Valley Unified School District, area community college districts, private schools, the University of California and California State University to maximize educational opportunities for all children, youth, seniors, and adults. The City shall also encourage education facilities to include programs to serve the needs of the elderly. The City shall consider partnerships to promote development of a vocational school.

10.2.15 & 10.3.15 Enrichment Opportunities through Recreation and Cultural Arts Programs.
The City shall provide a full range of recreation and cultural programs and activities, community events and festivals for children, youth, seniors, adults and families. The City shall promote and encourage these programs and activities in cooperation with area cities, agencies, organizations and community groups. The City shall continue to support Homework centers, Computer centers and library programs to enrich the residents of the City. The City shall also continue the Police Activities League (PAL) program to provide athletic program opportunities for children at risk.
Goal 10.4  Promote Health, Wellness, and Safety
Enhance the quality of life for City residents by promoting health, wellness, and safety through programs and services which increase healthy nutrition, physical activity, and strengthen safety and security.

Policy 10.4.1  The City shall provide opportunities and programs that promote the physical and emotional health and safety of residents.

Implementation

10.4.11  Health and Wellness.
The City shall provide various recreation programs and after school programs that offer physical activity options and promote healthy nutrition, physical activity, and that reflect the interest and diversity of residents, children, youth, seniors, adults and families. The City shall promote community awareness of children, youth, and adult mental health issues and support community efforts that address these quality of life issues.

10.4.12  Safe and Protective Environments.
The City shall promote safe and secure environments and neighborhoods for children, youth, seniors, adults and families by preventing the potential causes of harm, implementing aggressive prevention and early intervention strategies and efforts to reduce violence, use of drugs and alcohol, injury, abuse, neglect, exploitation, theft and damage to personal property. The City shall support programs and activities that promote community safety through cooperation with neighborhood watch groups, area non-profit organizations, community groups, county services and law enforcement agencies.

10.4.13  Quality Child Care.
The City shall encourage private and non-profit development of quality child care spaces that are accessible, affordable and meet the demand for services through development of partnerships and shared resources.

10.4.14  Access to Food for All Children, Youth, Families, Seniors, and Adults.
The City shall cooperate and partner with appropriate agencies to provide and increase access to nutritious and healthy food and meals to children, youth, families, seniors and adults essential for daily survival and during times of emergencies and natural disasters.

10.4.15  Encourage Child Care in Large Developments.
The City shall encourage developers of large industrial, commercial or residential projects to identify and appropriately address the potential need generated by these projects for child care facilities or services.

10.4.16  Encourage Child Care in Mixed Use Developments.
Child care facilities should be considered in the design of transit-oriented projects and mixed use projects that are suitably located for such facilities.

10.4.17  Encourage Child Care in Specific Plans.
Child care needs to be considered when developing specific plans in the City.

10.4.18  Promote Licensed Child Care Facilities.
The City will coordinate with various State Agencies to ensure that City child care facilities are safe and licensed in accordance with State requirements.
Policy 10.4.2 Promote Healthy Nutrition.
The City shall work with various organizations to promote awareness of healthy choices related to nutrition and exercise including: obesity prevention, food security, access to healthy food, malnutrition alleviation and physical activity programs.

Implementation

10.4.21 Encourage Community Gardens.
The City will continue to work with organizations that are interested in creating community gardens and to consider City surplus lands for temporary placement of community gardens.

10.4.22 Encourage Farmer’s Market.
The City will continue to support the Farmer’s Market to encourage community access to healthy foods and promote continued access to programs designed to help families such as the WIC, food stamp, the summer lunch and the Senior Farmer’s Market Coupon programs.
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11.0 ENVIRONMENTAL RESOURCE MANAGEMENT

Setting
The City of Watsonville is home to diverse and unique habitats with abundant wildlife and vegetation, which cluster around water resources including sloughs or wetlands, creeks and the Pajaro River. These areas support a complex web of flora and fauna, including some species that are threatened or endangered. These features of the local natural environment provide for unique aesthetic and recreational opportunities for city residents.

Pajaro River Watershed and the Monterey Bay National Marine Sanctuary
A watershed is a geographic area in which water, sediments and dissolved materials drain from higher elevations to a common low-lying outlet or basin including aquifers, creeks, river and the bay. The Pajaro River Watershed begins in San Benito County and drains into the Monterey Bay, and includes the entire Pajaro Valley and the City of Watsonville. It encompasses 838,330 acres and nearly 1,970 miles of free flowing waterways.

The City’s storm water system includes two thousand storm drain inlets that collect water from streets, parking lots and landscaped areas. This water flows directly into the wetlands, creeks, Pajaro River and finally into the Monterey Bay which is designated a National Marine Sanctuary.

The Monterey Bay National Marine Sanctuary (MBNMS) is a Federally protected marine area. Supporting one of the world’s most diverse marine ecosystems, it is home to numerous mammals, seabirds, fishes, invertebrates and plants in a remarkably productive coastal environment. The MBNMS was established for the purpose of resource protection, research, education, and public use of this national treasure. Given Watonville’s proximity to the sensitive water resources and the Monterey Bay, the City must reduce non-point source pollution in urban run-off from residential, commercial, industrial, municipal and transportation land uses and activities.

River and Creeks
The Pajaro River and its tributaries—Salsipuedes Creek and Corralitos Creek—mark the southern and eastern edge of Watsonville with lush riparian vegetation. The Pajaro River, as it passes Watsonville, is prone to flooding. Plans are under development for enhanced flood control infrastructure. Such plans include restoration of the habitat along the riverbanks, providing an opportunity for additional parks, trails and open space, as well as enhanced conditions for steelhead migration.

Pinto Lake
Pinto Lake is a natural 77-acre lake that is located approximately 2 miles to the North of the City. The lake is bed by several creeks and drains through large underground pipes to Corralitos Creeks. Pinto Lake provides very valuable freshwater habitat for migratory and resident waterfowl, amphibians and fish. As such, the lake is an integral part of the City’s regional freshwater ecosystem that includes the Watsonville Wetlands and the Pajaro River and its tributaries.

Both Watsonville and Santa Cruz County have parks at the lake that provide a variety of recreational opportunities such as picnicking, boating, fishing, and bird watching. The lake’s upland and aquatic habitats present birdwatchers with a rich variety and abundance of waterfowl, raptors, and songbirds. In addition to the resident fish populations, the California Department of Fish and Game stocks the lake with rainbow trout each winter. These fish provide the City residents with rewarding fishing opportunities.

The lake has had an ongoing problem with algal blooms since the 1970s. These events often lead to odor problems and fish kills that adversely affect the
ecosystem and recreational use of the lake. The City should seek opportunities to work collectively with the County and other service agencies to protect and enhance the water quality of the lake.

Watsonville Slough System
Wetlands and riparian areas are among the most productive ecosystems on earth, comparable to coral reefs and rainforests. A great variety of species of microbes, plants, insects, amphibians, reptiles, birds, fish and mammals are part of the wetland ecosystem. Wetlands can be thought of as “biological supermarkets.” They provide great volumes of food that attract many animal species. These animals use wetlands for part or all of their life cycle. Dead plant leaves and stems break down in the water to form small particles of organic material called “detritus.”

The combination of shallow water, high levels of nutrients, and primary productivity is ideal for the development of organisms that form the base of the food web and feed many species of fish, amphibians, shellfish, and insects. Many species of birds and mammals rely on wetlands for food, water, and shelter, especially during migration and breeding. This enriched material feeds many small aquatic insects, shellfish, and small fish which are food for predatory fish, reptiles, amphibians, birds and mammals.

A system of freshwater sloughs/wetlands helps to define Watsonville’s western boundaries and reaches into the City with wide swaths of natural open space. Wetlands are areas that are inundated or saturated by surface water or groundwater at a frequency and duration sufficient to support a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands are designated by three indicators including: hydric soils, indicator plants and time of water saturation.

Watsonville’s wetlands have been designated as an Area of Significant Biological Importance by the California Department of Fish and Game, and are especially important as a breeding ground for songbirds, waterfowl and raptors. The Watsonville Slough System is the largest remaining freshwater wetland on the Central Coast and is an important resting stop on the Pacific Migratory Flyway. The Watsonville’s wetlands provide scenic open space and recreation areas, offer valuable opportunities for research and education, and contribute to the City’s unique character.

Efforts have begun to restore native plants to degraded wetland areas. Additional wetland enhancements are planned for the future and outlined in the document, “Watsonville Sloughs Resource Conservation and Enhancement Plan (2003).”

Riparian Areas
Riparian areas are vegetated ecosystems along a water body through which energy, materials, and water pass. Riparian areas characteristically have a high water table and are subject to periodic flooding and influence from the adjacent body of water. These systems encompass wetlands, uplands, or some combination of these two landforms. They will not in all cases have all of the characteristics necessary for them to be also classified as wetlands.

In Watsonville, riparian areas are found alongside the water-saturated wetlands, in the uplands and along creeks and the Pajaro River. Given Watsonville’s very close proximity to many wetland and riparian areas, it is essential that the City adopt policies that preserve the integrity of riparian corridors. Specific environmental review is utilized to establish appropriate buffers to protect riparian and wetland areas and, to minimize damage to the surrounding areas while grading and sedimentation controls are used to reduce impacts from development outside the corridors.

Uplands
Adjacent to the water-saturated areas of the wetlands are grass, brush and tree-covered slopes and meadows known as “uplands.” Uplands are an essential part of the wetland habitat. Uplands provide food,
shelter and breeding ground for raptors, songbirds, owls, rodents and other small mammals. The ground-dwelling mammals of the uplands are the primary food source for the majestic hawks and eagles that soar over Watsonville’s open space and neighborhoods.

Functions of Wetlands and Riparian Areas
The functions of wetlands and riparian areas include water quality improvements; stream shading; floodwater storage; shoreline stabilization; groundwater exchange; wildlife habitat and aesthetics. The role of wetlands and riparian areas in water quality improvement includes processing, removing, transforming and storing such pollutants as sediment, nitrogen, phosphorus, and certain heavy metals. Wetland and riparian plants hold soil in place with their roots, absorb the energy and break up the flow of water currents.

Human Access to Natural Environment
Together, these riparian areas and wetlands offer exceptional opportunities to preserve rich and contiguous habitat where residents can observe and learn about nature. The wetlands, creeks and Pajaro River flow adjacent to neighborhoods, commercial and industrial areas of the City. A trail system allows access where residents can observe and learn about nature. Even in built-up areas, a network of trails and open space provides access to nature providing a source of beauty for residents. Continuation of the Wetlands Trail System and future public access projects along the Pajaro River, to the extent that they do not significantly impact natural plant and animal communities, will enhance the quality of life for Watsonville residents.

Biological Resources
Some of the plants and animals in the Watsonville area are classified as rare, threatened, or endangered by the state and/or federal governments. Others are classified as proposed or candidate species, meaning they are being considered for addition to the rare, threatened, or endangered list. The State also maintains “watch” lists for Species of Special Concern. State and federal laws prohibit the approval of any project that would impact federally listed species with first identifying mitigation measures. Figures 11.1 and 11.2 lists special status species that may exist within the urban limit line.

Drinking Water
Watsonville’s primary source of water for drinking and irrigation is the Aromas Red Sands aquifer, which is negatively impacted by intrusion of sea water due to long-term pumping of water beyond the sustainable yield. Although City residents, businesses and industry are responsible for only 10 percent of local water usage, it is imperative that all sectors take aggressive action to conserve water. The Pajaro Valley Water Management Agency (PVWMA) is the lead entity charged with resolving the overdraft of the aquifer. The City continues collaboration with the PVWMA on projects that will enhance the water supply. The City is the lead agency in the construction of a water recycling operation at the Watsonville Wastewater Treatment Facility that will result in 4000 acre feet per year of water that will be used in the irrigation of agricultural crops.

Air Resources
Watsonville is located within the North Central Coast Air Basin, which includes Monterey, Santa Cruz, and San Benito Counties. The air district generally has excellent air quality, and has qualified and applied for federal attainment status by virtue of meeting federal air quality standards. The district however, has occasionally exceeded the more stringent state air quality standards for ozone and inhalable particulate matter less than 10 microns in diameter (PM 10). As a result, the area has been classified as a moderate non attainment area for state purposes.

Ozone is produced by reactions between hydrocarbons and nitrogen Oxides (Nox) in the atmosphere. Ozone is the primary component of “smog.” The federal ambient air quality standard for ozone is .12 parts per million (ppm) while the stricter state standards is .09 ppm. Monitoring of air
Quality is conducted by the Monterey Bay Unified Air Pollution Control District (MBUAPCD). The MBUAPCD operates six ambient air monitoring stations in the North Central Coast Air Basin. These stations are located in Carmel Valley, Hollister, Salinas, Santa Cruz, Scotts Valley and Watsonville. The MBUAPCD has updated the Air Quality Management plan to achieve the national ozone standard and more stringent standard for inhalable particulates and ozone by implementing strategies to control emissions from stationary sources such as factories and from mobile sources such as automobiles.

Energy Resources
The economic health and stability of Watsonville is dependent on clean, efficient, competitively-priced energy supplies. The City should evaluate the energy sources that make use of cost-effective renewable resources and stand poised to take advantage of new sources and technologies.

Resource Depletion
The City owns and operates a municipal solid waste landfill that is located on San Andreas Road. The remaining capacity of the landfill is approximately 30 to 35 years. Given the difficulty in siting new landfills, and in compliance with the State waste reduction mandates, the City has developed infrastructure and programs to reduce waste and recycle a significant portion of the waste stream. These efforts help to maximize the remaining space in the Watsonville Landfill. In addition, the City seeks to minimize waste and conserve resources both in the operation of municipal services and in the management of solid waste.

Coastal Zone
The City of Watsonville has a Local Coastal Plan that describes use regulations for the five Coastal Zone properties within the City Limits. The sites are shown on the Land Use Diagram. The specific uses and conditions applicable to these properties are outlined in the Local Coastal Plan and the Coastal Zone Implementation Plan, included within the Municipal Code.

Archaeological Resources
The Pajaro Valley’s geographic location has provided a rich and varied array of archaeological resources. The State Archaeological Inventory has identified at least 19 recorded sites within the Planning Area and indicated a strong likelihood of future discoveries. Future development must respect these important scientific and cultural resources. Toward that end, policies are included to protect them from the adverse impacts of development.
### Figure 11.1 Special Plant Species With Potential to Occur within the Watsonville Urban Limit Line

<table>
<thead>
<tr>
<th>Common and Scientific Name</th>
<th>Status</th>
<th>Geographic Distribution</th>
<th>Habitat Requirements</th>
<th>Blooming Period</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Santa Cruz manzanita</strong></td>
<td>SC</td>
<td>Western San Francisco Bay region, Santa Cruz Mountains, Santa Clara, Santa Cruz, and San Mateo Counties.</td>
<td>Chaparral and edges of broad-leaved upland forest, chaparral, north coast coniferous forest, below 2,300 feet.</td>
<td>Nov – Apr</td>
</tr>
<tr>
<td><em>Arctostaphylos andersonii</em></td>
<td>--</td>
<td>Central coast, western San Francisco Bay region, Santa Cruz Mountains and south to Carmel, Monterey and Santa Cruz Counties.</td>
<td>Closed-cone coniferous forest, chaparral, cismontane woodland coastal scrub on sandy substrate.</td>
<td>Feb – May</td>
</tr>
<tr>
<td><strong>Hooker’s manzanita</strong></td>
<td>--</td>
<td>Central coast, southern San Francisco Bay, Pajaro Hills, Monterey and Santa Cruz Counties.</td>
<td>Chaparral, in sandy areas</td>
<td>Dec – Mar</td>
</tr>
<tr>
<td><em>Arctostaphylos hookeri ssp. hookeri</em></td>
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<tr>
<td><strong>Pajaro manzanita</strong></td>
<td>SC</td>
<td>Central coast, southern San Francisco Bay, Pajaro Hills, Monterey and Santa Cruz Counties.</td>
<td>Chaparral, in sandy areas</td>
<td>Dec – Mar</td>
</tr>
<tr>
<td><em>Arctostaphylos pajaricensis</em></td>
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<tr>
<td><strong>Congdon’s tarplant</strong></td>
<td>SC</td>
<td>East San Francisco Bay Area, Salinas Valley, Los Osos Valley.</td>
<td>Annual grassland, on lower slopes, flats, and swales, sometimes on alkaline or saline soils, below 700 feet.</td>
<td>June – Nov</td>
</tr>
<tr>
<td><em>Centromadia parryi ssp. congdonii</em></td>
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<tr>
<td><strong>Robust spineflower</strong></td>
<td>E</td>
<td>Central coastal California Alameda(^a), Monterey, San Francisco(^b), San Mateo(^c), Santa Clara(^a), and Santa Cruz Counties.</td>
<td>Coastal bluff scrub, coastal dunes openings in cismontane woodland, on sandy soil.</td>
<td>May – Sep</td>
</tr>
<tr>
<td><em>Chorizanthe pungens var. robusta</em></td>
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<tr>
<td><strong>Monterey spineflower</strong></td>
<td>T</td>
<td>Northern and central coast; San Francisco Bay, Monterey, Santa Cruz, and San Luis Obispo(^c) Counties.</td>
<td>Maritime chaparral, cismontane woodland, coastal dunes, coastal scrub, valley and foothill grassland, sandy soils.</td>
<td>Apr – June</td>
</tr>
<tr>
<td><em>Chorizanthe pungens var. pungens</em></td>
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<tr>
<td><strong>Eastwood’s goldenbush</strong></td>
<td>SC</td>
<td>Monterey County</td>
<td>Sandy soils and openings in closed-cone coniferous forest, maritime chaparral, coastal dunes, coastal scrub.</td>
<td>July – Oct</td>
</tr>
<tr>
<td><em>Ericamerica fasciculate</em></td>
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<tr>
<td><strong>Coast wallflower</strong></td>
<td>SC</td>
<td>Monterey, Santa Cruz, and San Mateo Counties, Santa Rosa Island.</td>
<td>Sandy soils and openings in maritime chaparral, coastal dunes, coastal scrub.</td>
<td></td>
</tr>
</tbody>
</table>
Figure 11.1 Special Plant Species With Potential to Occur within the Watsonville Urban Limit Line (cont.)

<table>
<thead>
<tr>
<th>Common and Scientific Name</th>
<th>Status</th>
<th>Geographic Distribution</th>
<th>Habitat Requirements</th>
<th>Blooming Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fragrant fritillary</td>
<td>E</td>
<td>Coast Ranges from Marin County to San Benito County.</td>
<td>Adobe soils of interior foothills, coastal prairie, coastal scrub, annual grassland, often on serpentinite, below 1,350 feet</td>
<td>Feb – Apr</td>
</tr>
<tr>
<td>Fritillaria liliacea</td>
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<tr>
<td>Sand Gilia</td>
<td></td>
<td>Monterey County.</td>
<td>Sandy soils in maritime chaparral, cismontane woodland, coastal dunes, coastal scrub.</td>
<td>Apr – June</td>
</tr>
<tr>
<td>Gilia tenuiflora ssp. arenaria</td>
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<tr>
<td>Kellogg’s horkelia</td>
<td></td>
<td>Coastal California from Marin County to Santa Barbara County.</td>
<td>Openings in closed-cone coniferous forest, coastal scrub, maritime chaparral, on sandy or gravelly soils.</td>
<td>Apr – Sep</td>
</tr>
<tr>
<td>Horkelia cuneata ssp. sericea</td>
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<tr>
<td>Santa Cruz tarplant</td>
<td></td>
<td>Coastal California from Marin County to San Luis Obispo County.</td>
<td>Coastal prairie and annual grasslands, on sandy, clay soils, 30-900 feet.</td>
<td>June – Oct</td>
</tr>
<tr>
<td>Holocarpha macadenia</td>
<td></td>
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<tr>
<td>Dudley’s lousewort</td>
<td></td>
<td>Monterey, Santa Cruz, San Luis Obispo, and San Mateo Counties.</td>
<td>Maritime chaparral, North Coast coniferous forest, valley and foothill grassland.</td>
<td>Apr – June</td>
</tr>
<tr>
<td>Pedicularis dudleyi</td>
<td></td>
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<tr>
<td>Santa Cruz Mountains beardtongue</td>
<td></td>
<td>Santa Clara and Santa Cruz Counties.</td>
<td>Chaparral, lower montane coniferous forest, North Coast coniferous forest, 1,300-3,600 feet.</td>
<td>May – June</td>
</tr>
<tr>
<td>Penstemon rattianni var. kleei</td>
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<tr>
<td>Yadon’s rein orchid</td>
<td></td>
<td>Monterey County</td>
<td>Coastal bluff scrub, closed-cone coniferous forest, maritime chaparral, on sandy soils</td>
<td>May – Aug</td>
</tr>
<tr>
<td>Peperia yadonii</td>
<td></td>
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</tr>
</tbody>
</table>
Status explanations

**Federal**

E = listed as endangered under the federal Endangered Species Act (ESA)

T = listed as threatened under the federal ESA

PE = proposed for federal listing as endangered under the federal ESA

PT = proposed for federal listing as threatened under the federal ESA

C = species for which USFWS has on file sufficient information on biological vulnerability and threat(s) to support issuance of a proposed rule to list

SC = species of concern; species for which existing information indicates it may warrant listing but for which substantial biological information to support a proposed rule is lacking.

**State**

E = listed as endangered under the California Endangered Species Act (CESA)

T = listed as threatened under the CESA

R = listed as rare under the California Native Plant Protection Act. This category is no longer used for newly listed plants, but some plants previously listed as rare retain this designation

C = candidate species for listing under the CESA

SSC = species of special concern in California

**California Native Plant Society (revised 6th edition)**

1A = List 1A species: presumed extinct in California

1B = List 1B species: rare, threatened, or endangered in California and elsewhere

2 = List 2 species: rare, threatened, or endangered in California but more common elsewhere

3 = List 3 species: plants about which more information is needed to determine their status.

4 = List 4 species: plants of limited distribution

-- = no listing

C known populations believed extirpated from that county
<table>
<thead>
<tr>
<th>Common and Scientific Name</th>
<th>Status</th>
<th>California Distribution</th>
<th>Habitat Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mimic tryonia (=California brackishwater snail) <em>Tryonia imitator</em></td>
<td>SC</td>
<td>California coast from Sonoma County south to San Diego County.</td>
<td>Coastal lagoons, estuaries, and salt marshes; permanently submerged areas in a variety of sediment types.</td>
</tr>
<tr>
<td>Globose dune beetle <em>Coelus globosus</em></td>
<td>SC</td>
<td>Sporadically distributed from central and southern California into Baja California; from Bodega Bay, Sonoma County, south to Ensenada, Baja California.</td>
<td>Coastal strand communities with shrubs or herbaceous plants growing in sand.</td>
</tr>
<tr>
<td>Monarch butterfly <em>Danaus plexippus</em> (wintering sites)</td>
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</tr>
<tr>
<td>California tiger salamander <em>Centromadia parryi ssp. congdonii</em></td>
<td>C</td>
<td>Central Valley, including Sierra Nevada foothills, up to approximately 1,000 feet, and coastal region from Butte County south to Santa Barbara County.</td>
<td>Small ponds, lakes, or vernal pools in grasslands and oak woodlands for larvae; rodent burrows, rock crevices, or fallen logs for cover for adults and for summer dormancy.</td>
</tr>
<tr>
<td>Santa Cruz long-toed salamander <em>Ambystoma californiense</em> (=A. tigrinum c.)</td>
<td>E</td>
<td>Small populations and breeding sites in southern Santa Cruz County and northern Monterey County.</td>
<td>Lifetime spent mostly underground in willow groves, coastal scrub, coastal live oak, or riparian habitats; migrate to breeding ponds in early to late winter, and juveniles disperse from the pond in September.</td>
</tr>
<tr>
<td>California red-legged frog <em>Rana aurora draytoni</em></td>
<td>T</td>
<td>Found along the coast and coastal mountain ranges of California from Humboldt County to San Diego County; Sierra Nevada (middle elevations [above 1,000 feet] from Butte County to Fresno County).</td>
<td>Permanent and semipermanent aquatic habitats, such as creeks and coldwater ponds, with emergent and submersed vegetation and riparian species along the edges; may estivate in rodent burrows or cracks during dry periods.</td>
</tr>
<tr>
<td>Tidewater goby <em>Eucyclogobius newberryi</em></td>
<td>E</td>
<td>Discontinuous throughout the California coast from the mouth of the Smith River in Del Norte County south to Agua Hedionda Lagoon in San Diego County.</td>
<td>Shallow coastal saltwater lagoons and lower stream reaches.</td>
</tr>
<tr>
<td>Species/Monitored By</td>
<td>Sub-Marine Code</td>
<td>Monitoring</td>
<td>Notes</td>
</tr>
<tr>
<td>----------------------</td>
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</tr>
<tr>
<td>Southwestern pond turtle / <em>Clemmys marmorata pallida</em></td>
<td>SC</td>
<td>SCC, P</td>
<td>Occurs along the central coast of California east to the Sierra Nevada and along the southern California coast inland to the Mojave and Sonora Deserts; range overlaps with that of the northwestern pond turtle throughout the Delta and in the Central Valley from Sacramento County to Tulare County. Woodlands, grasslands, and open forests; aquatic habitats, such as ponds, marshes, or streams, with rocky or muddy bottoms and vegetation for cover and food.</td>
</tr>
<tr>
<td>Black California legless lizard / <em>Anniella pulchra nigra</em></td>
<td>SC</td>
<td>SSC, P</td>
<td>Monterey Bay region. Coastal dunes with native vegetation or chaparral, pine-oak woodland, or riparian areas with loose soil for burrowing.</td>
</tr>
<tr>
<td>California clapper rail / <em>Rallus longirostris obsoletus</em></td>
<td>E</td>
<td>E</td>
<td>Marshes around the San Francisco Bay and east to Suisun Marsh. Restricted to salt marshes and tidal sloughs; usually associated with heavy growth of pickle-weed; feeds on mollusks removed from the mud in sloughs.</td>
</tr>
<tr>
<td>White-tailed kite / <em>Elanus leucurus</em></td>
<td>--</td>
<td>FP</td>
<td>Lowland areas west of Sierra Nevada from head of Sacramento Valley south, including coastal valleys and foothills to western San Diego County at the Mexico border. Low foothills or valley areas with valley or live oaks, riparian areas, and marshes near open grasslands for foraging.</td>
</tr>
<tr>
<td>Western snowy plover / <em>Charadrius alexandrinus</em></td>
<td>T</td>
<td>SSC</td>
<td>Winters along the coast from Del Norte County to San Diego County; breeding sites within this range are very limited. Coastal beaches above the normal high tide limit with wood or other debris form cover.</td>
</tr>
<tr>
<td>American peregrine falcon / <em>Falco peregrinus anatum</em></td>
<td>--</td>
<td>T</td>
<td>Permanent resident on the north and south Coast Ranges; may summer on the Cascade and Klamath ranges south through the sierra Nevada to Madera County; winters in the Central Valley south through the Transverse and Peninsular ranges and the plains east of the Cascade ranges. Nests and roosts on protected ledges of high cliffs, usually adjacent to lakes, rivers, or marshes that support large populations of other bird species.</td>
</tr>
<tr>
<td>Merlin / <em>Falco columbarius</em></td>
<td>--</td>
<td>SSC</td>
<td>Does not nest in California; rare but widespread winter visitor to Central Valley and coastal areas. Forages along coastline in open grasslands, savannas, and woodlands; often forages near lakes and other wetlands.</td>
</tr>
<tr>
<td>Common and Scientific Name</td>
<td>Status(^a)</td>
<td>Federal</td>
<td>State</td>
</tr>
<tr>
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</tr>
<tr>
<td>Northern harrier</td>
<td></td>
<td>--</td>
<td>SSC</td>
</tr>
<tr>
<td><em>Circus cyaneus</em></td>
<td></td>
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<td></td>
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<tr>
<td>Sharp-shinned hawk</td>
<td></td>
<td>--</td>
<td>SSC</td>
</tr>
<tr>
<td><em>Accipiter striatus</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooper’s hawk</td>
<td></td>
<td>--</td>
<td>SSC</td>
</tr>
<tr>
<td><em>Accipiter cooperi</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western burrowing owl</td>
<td>SC</td>
<td></td>
<td>SSC</td>
</tr>
<tr>
<td><em>Athene cunicularia hypogeae</em></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Short-eared owl</td>
<td></td>
<td>--</td>
<td>SSC</td>
</tr>
<tr>
<td><em>Asio flammeus</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loggerhead shrike</td>
<td>SC</td>
<td></td>
<td>SSC</td>
</tr>
<tr>
<td><em>Lanius ludovicianus</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Species</td>
<td>Subregion</td>
<td>Status</td>
<td>Notes</td>
</tr>
<tr>
<td>-------------------------</td>
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<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Bank swallow <em>Riparia riparia</em></td>
<td>--</td>
<td>T</td>
<td>The state's largest remaining breeding populations are along the Sacramento River from Tehama County to Sacramento County and along the Feather and lower American rivers and Cache Creek, in the Owens Valley; nesting areas also include the plains east of the Cascade Range south through Lassen County, northern Siskiyou County, and small populations near the coast from San Francisco County to Monterey County. Nest in bluffs or bank, usually adjacent to water, where the soil consists of sand or sandy loam to allow digging.</td>
</tr>
<tr>
<td>Tri-colored blackbird <em>Agelaius tricolor</em></td>
<td>SC</td>
<td>SSC</td>
<td>Largely endemic to California; permanent residents in the Central Valley from Butte County to Kern County; at scattered coastal locations from Marin County south to San Diego County; breeds at scattered locations in Lake, Sonoma, and Solano Counties; rare nester in Siskiyou, Modoc, and Lassen Counties. Nest in dense colonies in emergent marsh vegetation, such as tules and cattails, or upland sites with blackberries, nettles, thistles, and grainfields; nesting habitat must be large enough to support 50 pairs; probably requires water at or near the nesting colony; requires large foraging areas, including marshes, pastures, agricultural wetlands, dairies, and feedlots where insect prey is abundant.</td>
</tr>
<tr>
<td>Steelhead (South/Central Coast) <em>Oncorhynchus mykiss</em></td>
<td>FT</td>
<td>SSC</td>
<td>This ESU includes all steelhead spawning from the Pajaro River system south to (but not including) the Santa Maria River. Migrates from the ocean upstream to spawning areas in clear, cool, perennial sections of relatively undisturbed streams. Preferred streams typically support dense canopy cover that provides shade, woody debris, and organic matter. Streams in which spawning occurs are usually free of rooted or aquatic vegetation. Gravel substrates are the optimum spawning habitat. Nests on cliffs, in large trees, or on high-tension towers, and forages in desert scrub, foothill woodland, and grassland habitats. The home range of breeding pair of eagles may include a number of alternate nests, but only one of these sites is used each year for breeding.</td>
</tr>
<tr>
<td>Golden Eagle <em>Aquila chrysaetos</em></td>
<td>--</td>
<td>SSC, F</td>
<td>Uncommon permanent resident and migrant throughout much of California.</td>
</tr>
<tr>
<td>Least Bell's Vireo <em>Vireo bellii pusillus</em></td>
<td>FE, SE</td>
<td></td>
<td>Historically occupied lowland riparian habitat from southern coastal California north to Tehama County in interior California and north to Santa Clara County along the coast ranges. After significant declines, the species was confined to southern California, from Santa Barbara southward, by the 1980s, with only sporadic occurrences north to Monterey, Santa Cruz, and Santa Clara Counties. Breeds in early- to mid-successional riparian habitat that provides low-lying dense foliage for breeding as well as architectural diversity for foraging. Nests in dense riparian foliage, typically within one meter of the ground.</td>
</tr>
<tr>
<td>Common and Scientific Name</td>
<td>Federal</td>
<td>State</td>
<td>California Distribution</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>---------</td>
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<td>-----------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| California Horned Lark  
*Eremophila alpestris*               |         | SSC   | Breeds in coastal ranges along most of the California coast, and in the San Joaquin Valley. | Breeds and forages in extensive grassland, pasture, and other open areas having short and/or sparse herbaceous vegetation and little woody vegetation. |
| California Yellow Warbler  
*Dendroica petechia brewsteri*   |         | SSC   | Breeds throughout most of northern and central California, and along the coast south through southern California into Baja California. | Deciduous, riparian habitats consisting of alders, cottonwoods, willows and other trees and shrubs. |
| San Francisco dusky-footed woodrat  
*Neotoma fuscipes annectens*   |         | SSC   | Range extends from northern tip of San Francisco peninsula south along the coast through Santa Cruz County, and then northward along the eastern side of San Francisco Bay into Contra Costa County. | Constructs large stick nests in hardwood forests, riparian habitats, and brushlands. |

a  Status explanations

**Federal**

E = listed as endangered under the federal Endangered Species Act (ESA)
T = listed as threatened under the federal ESA
PR = federally protected under the Golden Eagle Protection Act
C = federal candidate species (formerly Category I; may be proposed for listing in the future)

**State**

E = listed as endangered under the California Endangered Species Act (CESA)
T = listed as threatened under the CESA
R = listed as rare under the California Native Plant Protection Act. This category is no longer used for newly listed plants, but some plants previously listed as rare retain this designation
C = candidate species for listing under the CESA
SSC = species of special concern in California
ISSUES & CONSIDERATIONS

Protecting Important Natural Habitats
Watsonville will continue to respect and manage natural resources in a way that sustains the natural environment and in a manner that will meet current needs without compromising the needs of future generations. Protection of local natural resources is critical to the continued health and welfare of area residents. The City of Watsonville seeks to be a good steward of these natural resources.

Managing Valuable Resources
Through a range of policies and actions, Watsonville will protect and restore natural habitats, enhance human interface with these habitats; reduce water and energy use; reduce landfill waste and litter; and prevent storm water pollution.

State General Plan Requirements
By presenting goals and policies for the protection and wise use of the environmental resources, this chapter meets State of California statutory requirements for considering “conservation” and “open space” in the context of a General Plan.

Environmental Mitigation
The California Environmental Quality Act (CEQA) requires evaluation of the impact future projects will have on the environment. As a comprehensive document, the WatsonvilleVISTA 2030 process (which includes development of an Environmental Impact Report) has assessed and seeks to mitigate the cumulative impacts of the range of public and private projects anticipated as part of the General Plan. Many projects that are in full conformance with the General Plan will not require additional environmental review. The City will comply with CEQA in the context of the General Plan and project specific analysis required by State law.

Environmental Resource Protection
Through the environmental process the City shall continue to protect and establish appropriate buffers for sensitive environmental habitats; including wetlands, riparian areas and sensitive species habitats. The environmental review process shall define the ecological value of the resource through analysis of critical factors such as wetlands indicators, and federally or state listed species. Priority will be given to those resources that are defined to provide continuity with adjacent environmental resources that support animal and water movement corridors.

Green Building
Development and construction practices are main contributors to the depletion of natural resources and a major cause of air and water pollution, solid waste, deforestation, toxic wastes, health hazards, global warming, and other negative consequences. Buildings use one-quarter of all the world’s wood harvest. Buildings consume two-fifths of all material and energy flows. Fifty-four percent of U.S. energy consumption is directly or indirectly related to buildings and their construction. Building construction and operations account for 35 percent of U.S. CO₂ emissions.

As Watsonville grows, so does the need to create additional strategies to counter the negative impacts of rapid growth—degradation to air and water quality, natural resource depletion, and inefficient land use practices. The built environment represents a major opportunity for the City, along with local designers, engineers, developers, builders, lenders, appraisers, and other sectors of the building trades, to address local and global environmental degradation. Promoting energy and resource efficient building practices is one such strategy. Green building practices provide the framework and tools to build in an efficient, healthy, and ecologically responsible manner. Encouraging green building practices is in the public’s interest because these techniques:

- Promote Watsonville’s energy, land use, environmental and growth-management policies.
- Conserve energy, water and other natural resources.
- Strengthen established goals related to increased density, mixed use and transit-oriented development, storm water and erosion control; brownfield redevelopment, and increased bicycle and pedestrian access.
- Save building owners and tenants money through increased operation and maintenance efficiencies.
- Improve indoor air quality and the health, well being, and productivity of occupants.
- Help reduce public infrastructure costs related to development.
- Minimize local ecological degradation (habitat, air, soil, and water) through efficient site and building design, sustainable construction practices, and low impact building materials and operational practices.
- Keeps money in the local economy and creates new local industries and jobs.

Benefits Of Protecting Our Community’s Trees

Environmental Benefits

**Air Quality**—Trees are an efficient and cost-effective way for a community to improve its air quality and reduce pollution. A mature tree absorbs between 120-240 pounds per year of small particles and gases, like carbon-dioxide, which are released into the air by automobiles and industrial facilities. In addition, a single tree produces nearly three-quarters of the oxygen required for one person; and a canopy of trees in an urban environment can slash smog levels up to six percent. American Forests reports that just 25,000 acres of forest can offset the equivalent emissions of 10 billion automobile miles.

**Water Quality**—Trees help anchor soil and reduce storm water runoff, saving the high costs of drainage ditches, storm sewers, and other “engineered solutions” to storm water management. A street lined with 32-foot tall trees can reduce runoff by almost 327 gallons, allowing cities to install smaller and less expensive water management systems. Reducing runoff also decreases topsoil erosion and the amount of silt and other pollutants washed into streams, rivers, and lakes.

**Lower Heating and Cooling Costs**—Trees have demonstrated the ability to reduce heating and cooling costs and counteract the “heat island” effect in urban environments. Urban areas with little vegetation can experience temperatures of up to seven degrees higher than those with tree cover. This translates into significantly higher energy costs to cool buildings. Properly planted trees can cut heating and cooling costs by as much as 12 percent and reduce overall power demand.

**Reduced Noise Pollution**—Noise pollution is an often overlooked problem. Excessive or unwanted sound has negative physical and psychological effects. Noise can come from many sources, especially roads and highways. Trees can play an

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**Tree Protection**

Trees play a vital role in a community’s scenic beauty, the character of the local landscape and the overall quality of the environment. Trees provide a variety of aesthetic and environmental values, including screening of unpleasant odors, absorption of noise, reduction of pollution and temperatures, and accentuation of the architectural design of buildings. Despite their benefits, trees are disappearing at a rapid pace. Studies show that for every seven street trees lost, only one is replanted. Just imagine what our streets and neighborhoods would be like without trees!
important role in deadening unwanted noise. Sound waves are absorbed by a tree's leaves, branches, and twigs. Studies suggest that belts of trees 100 feet wide and 45 feet long can cut highway noise in half.

**Economic Benefits**

Trees are a major economic asset to a community, building a positive community image which is a key factor in attracting residents, businesses, and visitors alike. Some of the economic benefits attributed to trees include:

**Higher Commercial Land Values and Occupancy Rates**—Trees have a positive impact on the value of commercial property. Recent surveys indicate that nine out of 10 commercial real estate appraisers believe that trees boost the sales appeal of commercial properties and add significantly to their value. In addition, commercial areas with trees enjoy higher occupancy and rental/lease rates than identical properties that lack landscaping. Some studies suggest attractive tree-lined commercial centers are more desirable than those areas without trees that have direct access to main roadways.

**Increased Consumer Patronage and Spending**—The appearance of a business can attract or repel customers. Well-landscaped businesses project an image of quality and service that entices customers. Surveys show that three out of four consumers prefer to shop in places that are graced by trees and other forms of landscaping. One study showed that patrons to shops with extensive landscaping and tree cover spent 11 percent more than they would in an identical shop without attractive landscaping and trees.

**Greater Residential Property Values**—Studies have consistently shown that trees have a major impact on the price and desirability of homes. Among identical homes, those with trees sell for an average of five percent more than homes without trees. Property values for unimproved lots can rise as much as 30 percent based on the amount and density of tree cover.

**Health**

There is mounting evidence that stress and noise have an impact on our physical and psychological health. Trees and vegetation can affect our mood and help relieve stress. Research is showing that trees have a restorative quality that helps people feel and function better:

Studies on driving and road-related stress have shown that drivers exposed to nature are less likely to have a negative response to stressful situations than those that were not exposed to nature.

Surveys have found that office workers who could see trees from their desks report higher levels of satisfaction with their jobs and better overall health than those workers that could not see trees.
Goals, Policies, and Implementation Measures

Goal 11.1 Protection of Ecologically Sensitive Areas.
Encourage protection of ecologically sensitive areas in the various environmental settings found in Watsonville.

Policy 11.1.1 The City shall seek to protect ecologically sensitive areas, including the Pajaro River, Salsipuedes Creek, Corralitos Creek, and the Wetlands of Watsonville. The wetlands of Watsonville include Watsonville Slough, Struve Slough, and the West Branch of Struve Slough. Ecologically sensitive areas include not only the listed waterways, but also the upland and riparian habitat adjacent to these waterways. Protection will also be extended to other environmentally sensitive areas defined to meet the Army Corp. definitions of wetland, or are found to contain federally or state listed sensitive species through project specific environmental review process.

Implementation

11.1.11 Resource Zoning.
The City shall designate and zone clearly identified environmentally sensitive areas as EM-OS (Environmental Management Open Space) to limit urban development and to preserve natural resources. Detailed environmental review shall clearly define the boundary of environmentally sensitive resources.

11.1.12 Buffering Riparian Areas.
The City shall prepare an Ordinance that clarifies the process for determining appropriate environmental buffers. The Ordinance shall clarify how the environmental review process shall determine when a wetland/riparian area meets the Army Corps criteria for wetlands and shall clearly delineate the boundaries of the wetland/riparian area with a to scale map as part of the process. Additionally the map shall establish an appropriate size and configuration of areas required to buffer the wetland/riparian area. For each proposed project with a wetland/riparian area, the City will require an analysis of the site to be prepared by a qualified biologist. The wetland/riparian buffer shall be no less than 100 feet from the edge of the riparian area, or of sufficient size to protect wetland/riparian area species and their habitat from the impacts of human and urban activity (noise, lights, and human traffic). No development is to occur within the buffer area. The buffer requirement may be reduced to below 100 feet in extraordinary circumstances, following resource analysis by a qualified biologist, subject to criteria defined in the buffer ordinance. In considering the reduction of the buffer requirement, the ordinance shall consider:

- Biological condition of the environmentally sensitive resource;
- Existence of structures or other improvements currently within the resource setback;
- Average setback on adjacent properties;
- Occurrence of project site within an urban location where most properties are already developed and parcels are generally small;
- Potential of the project construction or operations to disrupt the continuity of riparian habitat or preclude restoration of vegetation along a creek channel where upstream and downstream habitat are of good quality;
- The potential for occurrence of special-status species within the riparian corridor;
- Potential for project to significantly reduce the moisture that stream side vegetation receives from natural drainage of upland areas.
11.1.13 Identifying Riparian Corridors.  
For each proposed project site within or adjacent to riparian habitat, the City will require detailed mapping of the riparian corridor. The riparian corridor shall be defined as the topographic top-of-bank or the limit of riparian vegetation, whichever is greater. Surveys will be conducted by qualified biologists and will include recommendations for avoiding impacts to riparian habitat to the extent feasible, demarcation of the riparian corridor on site, and protection of vegetation using Environmentally Sensitive Area fencing. This requirement shall apply prior to City consideration of any project proposal for the site.

11.1.14 Environmental Protection.  
The City shall protect ecologically sensitive areas and provide for their continued health through the use of appropriate setbacks and limitations on potentially detrimental activities. Sensitive areas may be protected through the dedication of open space, open space zoning designations, permanent conservation easements, setback requirements, and other tools.

11.1.15 Environmental Review.  
The City shall require appropriate environmental review of all projects in accordance with CEQA regulations. Projects adjacent to or containing riparian or wetland habitats, and slopes exceeding 25 percent shall require site-specific analysis to ensure protection of these resources. All other projects shall be reviewed for impacts to water quality.

11.1.16 Use of Native Plants.  
The City shall, for the maintenance and operation of its property, use native plants and avoid the planting of non-native plants. The City shall remove invasive plants from City property that threaten to disrupt natural habitat areas. Any vegetation along waterways that is removed should be replaced with native species. This not only prevents erosion and stabilizes banks, it also improves wildlife habitat. Projects adjacent to environmentally sensitive areas shall be conditioned to install native plants adjacent to the sensitive area. The City shall require private developers to install low-water native planting whenever feasible.

11.1.17 Ecological Restoration.  
The City shall support the restoration of riparian and wetland habitat by requiring it as a condition of development where it abuts private projects, and by seeking grants and other resources for restoration in other areas. Restoration efforts shall be planned comprehensively and use native plants from regional seed stocks.

11.1.18 Chemical Usage and Integrated Pest Management.  
The City shall use integrated pest management techniques when appropriate. Chemical usage for the control of pests and invasive species will use the least toxic products available.

11.1.19 Coastal Zone.  
The City shall abide by the provisions of the Watsonville Local Coastal Plan and the Watsonville Local Coastal Plan Implementation Ordinance in the review of proposed developments on Coastal Zone lands.

11.1.20 Consultation.  
The City shall coordinate with the State Department of Fish & Game for its review and recommendations on projects that may affect sensitive habitats.
11.1.21 Discretionary Approval Required Near Wetlands.
The City shall prepare and adopt a zoning ordinance amendment requiring discretionary approval (Use Permit) for new development proposals located within 100 feet of wetlands, riparian streams and/or waters of the United States.

11.1.22 Wetlands Management Policy.
As part of the water recycling project, the City shall hire a consulting firm with environmental expertise to prepare a wetlands management plan to identify ways to maintain existing identified wetland resources within the community.

11.1.23 Buffering Sensitive Species.
The City shall prepare an Ordinance that clarifies the process for determining appropriate environmental buffers. The Ordinance shall clarify how the environmental review process shall determine if the resource meets federal or state criteria for listed species and clearly delineate boundaries of the resource with a to scale map as part of the process. Additionally, the map shall establish appropriate size and configuration of areas required to buffer identified environmentally sensitive resources. For each proposed project with a sensitive resource, the City will require an analysis of an appropriate setback for the resource to be prepared by a qualified biologist. The sensitive resource buffer shall be no less than 50 feet from the edge of the resource (defined above), or of sufficient size to protect the sensitive species and their habitat from the impacts of human and urban activity (noise, lights, and human traffic). No development is to occur within the buffer area. The buffer requirement may be reduced below 50 feet in extraordinary circumstances, following resource analysis by a qualified biologist, subject to criteria defined in the buffer ordinance. In considering the reduction of the buffer requirement, the ordinance shall consider:

- Existence of structures or other improvements currently within the resource setback;
- Average setback on adjacent properties;
- Occurrence of project site within an urban location where most properties are already developed and parcels are generally small.

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Integrated Storm water Features. Storm water quality can be improved in ways that are not only cost effective, but also add amenity.
Goal 11.2 Water Conservation & Quality.
Conserve scarce water resources and preserve water quality for the variety of local uses.

Policy 11.2.1 The City shall promote the conservation of water and provide for the protection of water quality to assure its use for domestic, agricultural, industrial, recreational, and ecological needs.

Implementation

11.2.11 Water Availability & Conservation.
The City shall cooperate with the Pajaro Valley Water Management Agency (PVWMA) in its efforts to secure a reliable long-term supply of water. The City shall also continue to improve City water conservation programs, as set forth in the Public Facilities Element, Policy 12.2.2. In addition, the City shall work with PVWMA to educate and create incentives for measures targeting private water users, including: water-efficient plumbing fixtures and faucets, reducing use of lawns and other water-intensive plants, encouraging drought-tolerant native plants and “xeriscapes,” mulching to retain soil moisture, and using water-efficient irrigation systems.

11.2.12 Point and Non-Point Pollutants.
The City will control pollutants from point and non-point sources through a comprehensive NPDES Storm water program.

11.2.13 Aquifer Protection & Salt Water Intrusion.
The City shall continue to cooperate with the PVWMA to analyze and implement solutions that reduce or eliminate additional saltwater intrusion into area aquifers. Specifically, the City shall work cooperatively with PVWMA to construct a water recycling facility adjacent to the City’s wastewater treatment plant, to provide a new source of water for agricultural use.

Goal 11.3 Design Strategies for Storm water Quality & Infiltration.
Encourage Best Management Practices (BMPs) in design of storm water facilities for effective and practical pollution and water flow control.

Policy 11.3.1 All projects shall incorporate Storm water Best Management Practices that achieve the most effective control of pollutants and flow control practicable.

Implementation

11.3.11 Best Management Practices (BMPs).
The City shall require all projects to reduce the use of impervious surfaces to the maximum extent practicable. Wherever possible, natural BMPs (such as grassy swales, ponds and biofilters) shall be used. These BMPs should be incorporated into site landscaping design, for recreational and aesthetic enhancement. Engineered BMPs (such as vaults and interceptors) shall only be used when no natural BMP can be incorporated into the site design, or when a critical natural resource requires protection beyond that attainable by natural BMPs alone.

Goal 11.4 Grading & Construction Activities.
Encourage best practices in grading and construction activities to foster protection of water quality and sensitive habitat.

Policy 11.4.1 The City shall continue to enforce regulations that protect water quality and sensitive habitat near construction sites.

Implementation

11.4.11 Construction Site Best Management Practices (BMPs).
The City shall require all construction sites to implement erosion and sediment control BMPs to the maximum extent practicable. Construction sites shall comply with City Erosion Control Standards, and an Erosion Control Plan shall be required for project approval.
11.4.12 Evaluate Grading Ordinance.
The City shall evaluate its grading ordinance and determine if revisions should be made to further enhance environmental protection.

11.4.13 Sensitive Habitat Protection.
The City shall require that construction near sensitive habitat maintain an undisturbed protective vegetated buffer, in accordance with the City’s Grading Ordinance and related regulations.

Goal 11.5 Energy and Air Quality.
Encourage protection of regional air quality through various ways of reducing energy use.

Policy 11.5.1 The City shall implement measures in the operation of City facilities and its vehicle fleet that reduce energy use, reduce exhaust emissions and contribute to the improvement of local, regional and global air quality.

The City shall cooperate with the Monterey Bay Unified Air Pollution Control District (MBUAPCD) to maintain and improve regional air quality.

The City shall purchase, to the maximum extent available, low-emission vehicles for its fleet of cars, trucks and equipment.

Implementation

11.5.11 Air Quality Evaluation.
As part of the project review process the City shall refer projects with identifiable air quality impacts to the MBUAPCD for recommendations on appropriate air quality impact mitigations.

11.5.12 Alternative Travel Modes.
The City shall promote alternative travel modes such as walking, bicycling and transit use, by supporting land use and urban design policies that: encourage higher densities near retail centers and bus service.

11.5.13 Incentives for Alternative Travel Modes.
The City shall make alternative modes of transportation more attractive (by encouraging safety, reliability, and aesthetics); and linking local housing and local jobs (both amount and type). The City shall consider establishing density bonuses for residential projects built on transit corridors. The City shall also provide incentives to employers, hospitals, and other high trip-generators to encourage walking that may include: reduced parking requirements, reduced development fees, and development intensity bonuses.
11.5.14  Enhance and review existing pedestrian system.
The City shall complete the construction of the Wetlands of Watsonville Trail System that connects neighborhoods with retail and employment centers. The City shall enhance pedestrian safety by reviewing circumstances of pedestrian and bicycle accidents, making needed infrastructure safety improvements and providing ongoing pedestrian and bicycle safety education to the community. The City shall require private development adjacent to slough systems to incorporate public trail systems along the slough when feasible.

11.5.15  Air Quality Evaluation & Mitigation.
The City shall, as part of its development review and CEQA process, place conditions on new development responding to stationary and transportation-related air quality impacts. Mitigations may include the purchase and scrapping of high emission vehicles, transportation programs that encourage transit and car/van pooling, and incentives to encourage low-emission vehicles.

11.5.16  Low-Emission Vehicles.
Prior to vehicle purchases, the City shall evaluate the benefits of alternative fuels such as vehicles propelled by electricity, natural gas, bio-diesel or hybrid combinations.

The City shall encourage local businesses to invest in alternative fuel fleets.

The City shall seek to establish distribution points for alternative fuels within Watsonville for general use by the public at such time these fuels become feasible for general usage.

Policy 11.5.2  The City shall prepare and implement a Climate Action Plan within 24 months of adoption of the General Plan Update. The Climate Action Plan shall be a fully enforceable document that establishes emissions reductions targets and identifies and quantifies strategies and measures the City will undertake to reach its targets. The Climate Action Plan shall also include a climate change preparedness analysis to address City adaptation to climate change. The City shall monitor and report on progress toward the emissions reduction targets on a periodic basis. The Climate Action Plan shall be accompanied by a certified environmental document.

Implementation

11.5.21  Climate Action Plan.
Develop a Greenhouse Gas Emissions Reduction Plan and/or Climate Action Plan to control and reduce GHG emissions. Development of the plan(s) shall include the following steps:

- Conduct a baseline analysis (GHG emissions inventory) for 1990, or most appropriate baseline year;
- Adopt an emissions reduction target;
- Develop strategies and actions for reducing emissions;
- Develop strategies and actions for adaptation to climate change;
- Develop a local carbon offset program;
- Implement strategies and actions; and
- Monitor emissions and verify results.

Require City operations and actions, as well as land use approvals to be consistent with this plan(s). This plan must be in place prior to adoption of any specific plan. Adopt the Climate Action Plan within 24 months of adoption of the Updated General Plan.
Foster development of energy efficient buildings in Watsonville.

Policy 11.6.1  The City shall encourage construction of buildings that are energy efficient.

Implementation

The City shall encourage energy efficient building design by promoting the use of interior daylighting, florescent lighting, shaded windows and heat-exchange units; reflective roofs; super-insulated windows; passive solar heating and hot water; natural cross-ventilation; high-efficiency appliances and heating/cooling systems; and the generation of electricity through wind generation, solar panels, and photovoltaics.

11.6.12  Energy Efficiency Rebates and Credits.
The City shall encourage use of these energy efficiency methods by encouraging applicants to pursue utility company rebates and encouraging financial institutions to credit real savings in energy consumption when calculating income available to pay back loans.

11.6.13  LEED Compliance.
The City shall consider developing City facilities larger than 2000 square feet to meet minimum level of compliance with the LEED green building guidelines.

Policy 11.6.2  The City of Watsonville shall consider incorporating green building principles and practices into the design, construction, and operations of all City facilities, City-funded projects, and infrastructure projects as practicable an economically feasible.

Implementation

11.6.21  Green Building, City Projects.
The City shall consider adopting an ordinance establishing Green Building standards utilizing the National Green Building Council Leadership in Energy & Environmental Design (LEED) criteria. The ordinance should consider the minimum standard to be LEED Silver.

Policy 11.6.3  The City shall evaluate all land purchases for future development on the basis of reducing environmental impacts that include but are not limited to transit and bicycle accessibility, redevelopment, solar access, on-site storm water mitigation capacity, and vegetation and habitat restoration.

Implementation

11.6.31  Green Building, City Land Acquisition.
The City should consider an ordinance that requires the City to evaluate all land purchases for future development on the basis of reducing environmental impacts that include but are not limited to transit and bicycle accessibility, redevelopment, solar access, on-site storm water mitigation capacity, and vegetation and habitat restoration.
Policy 11.6.4  The City shall provide leadership and guidance to encourage the application of green building practices in private sector development. This policy is expected to yield long-term cost savings to the City’s taxpayers due to substantial improvements in life-cycle performance and reduced life-cycle costs.

Implementation

11.6.41 Green Building, Private Developer Projects. The City shall develop a public education program to inform private project developers, architects, designers and engineers as to the benefits of implementing the LEED Green Building standards.

The City shall encourage all private project developers to follow the LEED Green Building standards by offering fee credits or other incentives. Goal 11.7  Waste Management and Reduction. Encourage reduction of waste, pollutant, and litter production; and reduce water consumption.

Policy 11.7.1  The City shall reduce the amount of solid waste disposed in the City’s landfill, shall reduce water waste and water consumption, shall reduce pollutants in storm water, and shall reduce litter.

Implementation

11.7.11 Waste Minimization. The City shall support efforts to minimize solid and hazardous waste through provision of convenient services including curbside recycling, commercial and industrial recycling collection services, drop-off recycling, used motor oil collection, household hazardous waste collection, yard waste drop-off, wood waste recycling, and provision of backyard composting bins and instructions at no charge.

11.7.12 Land Fill Fee Review. The City shall regularly review the landfill and drop-off fee structure to ensure that it encourages reduction in solid waste. The City shall evaluate the feasibility of a solid waste salvage and reuse operation to facilitate the reuse of building materials and household items.

11.7.13 Hazardous Waste. The City shall continue regular collection of household hazardous waste from residents and small quality commercial generators at the Waste and Recycling Drop-off. The City shall promote the use of least-toxic cleaning, landscaping and home maintenance products to residents.

11.7.14 Solid Waste Reduction. The City shall phase in a policy of mandatory recycling in the residential, commercial and industrial sectors to order to end the practice of landfilling easily recyclable materials such as cardboard, plastic containers, yard trimmings and office paper.

11.7.15 Expand Recycling Program. The City shall continue to expand its recycling public education efforts and shall add new incentives and disincentives including fines for placement of recyclables in the garbage. The City shall use multiple methods of communication including English and Spanish language television, radio, newspaper, utility bill inserts, cart stickers and tags, and door-to-door neighborhood outreach.

11.7.16 Litter Reduction. The City shall reduce the amount of litter found along public streets through new warning signage, periodic litter removal, and education programs in the schools, community and at the Wetlands Nature Center.
Goal 11.8  Trees.
Encourage protection and planting of trees for aesthetic and environmental value.

Policy 11.8.1  The City shall protect certain trees from being removed since trees provide a variety of aesthetic and environmental values.

Implementation

11.8.11 Tree Protection Ordinance.
The City shall pursue a tree preservation ordinance. The ordinance and accompanying documents shall set forth the types of trees to be protected and the conditions under which trees may be removed.

Policy 11.8.2  The City shall establish minimum tree planting requirements for projects.

Implementation

11.8.21 Tree Planting Ordinance.
The City shall pursue an ordinance and adopt guidelines regarding street trees and landscaping of parking lots and other developments.

11.8.22 Tree Planting Guidelines.
The City shall pursue the development of street tree planting guidelines that identify a citywide tree planting program that includes a list of appropriate street trees and a proposal that identifies appropriate trees in various areas of the community. Residents will be encouraged to plant new street trees as part of any future improvement projects. New projects will be required to follow the established tree planting guidelines.

Goal 11.9  Environmental Education.
Foster an increase in knowledge and understanding of the local environment and actions residents can take to help maintain and conserve local water quality.

Policy 11.9.1  The City shall continue to expand its education efforts to promote water conservation and efficiency, reduce water waste, and reduce solid waste disposal.

Implementation

11.9.11 Water Conservation.
The City shall continue the water conservation program which encourages existing rebates and provision of water conserving devices such as low-flow shower heads, faucet aerators and hose nozzles. Public education methods include the use of local print and electronic English and Spanish language media as well as articles in the City’s own newsletter and inserts in the City utility bills. The City shall expand its educational efforts to promote low or no-water use plantings as well as a more efficient use of landscape water on lawns, and to promote reuse, recycling, and composting of discarded materials. The City shall use multiple methods of communication in English, Spanish, and any other significant language group identified including electronic and print media and door-to-door outreach.
11.9.12 Storm Water Pollution Prevention.
The City shall continue to expand its residential storm water pollution prevention program that includes placement of storm drain warning markers on all drainage inlets, provision of educational materials and tools door-to-door, continued collection of used motor oil at the curb and at convenient drop-off locations, continued regularly scheduled street sweeping, and continued general education and enforcement in the residential, commercial and industrial sectors regarding storm water pollution prevention. The City shall continue public education programs on water quality issues, including Best Management Practices, for residents, businesses, contractors and City employees.

11.9.13 Wetlands Protection.
The City shall increase awareness among residents of the delicate nature of the local wetlands and how individuals can protect them. The City shall continue to expand its education programs based at the Wetlands Nature Center, the Wetland Educational Resource Center located at Pajaro Valley High School, in the local schools, and in the community.

Goal 11.10  Archaeological Resources.
To protect archaeological resources from adverse impacts of development.
Policy 11.10.1 The City shall foster and provide for the preservation of cultural resources and artifacts of historic and prehistoric human occupation within the Pajaro Valley.

Implementation

11.10.11 Inventory. The City shall maintain an inventory of historic and prehistoric sites, structures, and landmarks of historic and cultural significance in order to determine the potential impacts on these resources from proposed projects.

11.10.12 Protection Measures. The City shall notify the Regional Office, California Archaeological Site Survey, and the Ohlone Indian Cultural Association of projects within identified archaeological sensitive areas. An archaeological site survey by a professional archaeologist may also be required.

11.10.13 Project Conditions. The City shall require appropriate land use controls on projects that may endanger or destroy historic and prehistoric artifacts. Such controls include additions of fill to prevent disruption of a site by grading, and site planning to avoid disturbance of sensitive portions of the site.

11.10.14 Private Participation. The City shall foster and encourage private efforts to preserve historic and prehistoric sites and cultural artifacts.

11.10.15 Ordinance. The City shall continue to enforce the historic preservation ordinance and consider modifications that will increase protection of historic and prehistoric resources as recommended by the Historic Element.
12.0 PUBLIC SERVICES and FACILITIES

In planning for public facilities and services, it is important to assure a balance between service costs, safety, environmental protection, and achieving the desired land use pattern.

Watsonville VISTA addresses the need to maintain a balance between the rate of private development and the provision of public services within the City of Watsonville and adjacent impacted areas. Goals and policies are provided for infrastructure development, water supply, wastewater management, solid waste management, library services, educational services, fire, and police protection.

All of these urban support services are of concern to Watsonville, although not all of them are under the direct authority of the City Council. The subjects addressed in this chapter strongly support the goals and policies of the Land Use and Community Development Element (3.0).

Fire Services

Watsonville is currently served by two fire stations, one at Second and Rodriguez Streets and the second located at the Watsonville Airport. The quality of fire suppression capabilities is demonstrated by the Insurance Services Office (ISO) rating of 2, the highest in Santa Cruz County. The Department has a contract with the greater Pajaro Valley that includes a services area of 7 square miles.

Staffing in 2004 consisted of 33 fire personnel, one secretary, and 18 reserve firefighters. During the fiscal year 2003-2004, the department responded to 3,402 calls for assistance, over 9 per day. Daily staffing levels include one Battalion Chief and three companies of 3 firefighters each.

In 2004 the department made approximately 1,200 contacts with school children in pursuit of public education goals.

Growth and expansion into new areas will place a greater demand on the department. There is likely to be a need for a new main station and personnel to maintain appropriate response times. The Fire Department will prepare a Fire Master Plan to evaluate and direct the future needs of the Department.

The entire City is served by fire hydrants that can deliver between 1,500 to 3,000 gallons per minute for up to two hours in residential area, and 1,000 to 4,000 gallons per minute for one hour to four hours in commercial and industrial areas. In 2005, the department had an inventory of 10 vehicles including three pumper engines, one aerial ladder truck, one air and light unit, two pickups, two passenger vehicles, and a hazardous materials response vehicle.

The Department provides paramedic services. The Community Development Department coordinates with the Fire Department to evaluate building plans for fire safety issues and conducts fire safety inspections.
Police Service

The Watsonville Police Department actively pursues the goal of improving the quality of life in its neighborhoods and business areas through a community-policing model that reduces crime and violence while enhancing the relationship between residents and police department employees. The Watsonville Police Department is committed to using community policing as an integral part of combating crime and improving the quality of life in the City.

Watsonville Police Department facilities consist of a headquarters station downtown and satellite neighborhood stations located strategically throughout the rest of the City (these stations are not staffed). Additionally, police officers have access to offices at community facilities and schools.

In 2004, the department employed 64 police officers. The City’s fiscal year 2004–2005 budget authorizes 69 sworn police officers. This includes 50 officers in the Patrol Bureau, 8 in the Investigations Bureau, 4 in Administration and 7 in Logistics. The department also includes an authorized staff of 19 full-time civilian employees and 1 half-time support-staff, of which 15.5 support patrol or investigation and 4 provide administrative or finance-technical support or crime analysis. The police headquarters facility and parking lot is shared with the City Clerk, City Manager, City Attorney, Personnel and ISD departments. The police department will need additional space to accommodate additional law enforcement staff, providing sufficient shower and locker space and parking space for police vehicles.

The department fully equips sworn officers with the tools necessary to safely and effectively carry out their duties. The department provides them with firearms, non-lethal weapons, cameras, safety equipment, and a range of tools to quickly access critical information. The department has recently embarked on a project to provide officers with wireless access to a range of alert information systems and criminal databases. The wireless infrastructure also allows officers to remotely access and share information with other public service departments, helping to increase public safety through information collaboration.

The department utilizes a fleet of 60 vehicles. The fleet consists of 38 vehicles assigned to patrol functions including: 17 black & white police cars, 6 motorcycles for traffic, 2 parking enforcement vehicles, and 5 trucks for police service specialists. In addition the fleet contains 14 investigation vehicles, 4 operations support sedans, and 3 vans for youth services.

Police activities include directed and self-initiated services, dispatch calls for police service, foot patrol, area checks, warrants service, welfare safety checks, investigation of suspicious activities, and other law enforcement services. The police department receives over 4,500 calls for service and self-initiated actions per month. Over the last five years, the police department responded annually to 55,659 to 60,717 calls for service, including self-initiated activities. In Fiscal Year 2003–2004, Watsonville Police responded to nearly 3,000 priority 1 or emergency calls for service in an average time of 3 minutes and 45 seconds.

In order to maintain a high level of community policing, police response, and law enforcement services, the City shall consistently strive to achieve the optimum police officer/population ratio of 1:600. In 2004, the police force remained below the optimum ratio. Compared to other western cities’ police agencies, Watsonville’s actual officer/population ratio of 1.3 officers per 1,000 is 24 percent lower than average Western US law enforcement agencies ratio of 1.7 officers per 1,000 and 24 percent lower than the City of Santa Cruz’s ratio of 1.7 officers per 1,000. The police department’s actual sworn and civilian law enforcement employee ratio is 39 percent less than other Western City police agencies and 26 percent less than the City of Santa Cruz.
It is anticipated as the City’s population continues to grow, and in particular the juvenile population, the City can expect challenges to providing an optimum level of police protection services. To ensure efficient and effective community policing services with a less than optimum level of police personnel, the department will continue to implement a wide-range of “best practices” strategies that includes community partnerships to reduce crime and increase prevention efforts.

In the process, the City shall continue to support and the Police Department will actively participate in youth-based programs such as:

1. School Resource Officer programs at City high schools and middle schools.
2. Police Officer assigned to juvenile crime.
3. Police Officer assigned to Child Sexual/Physical Abuse.
4. Drug Abuse Police Officer assigned to Police Activities League.
5. Multi-disciplined gang-violence suppression, apprehension, prevention and intervention collaborative (BASTA), participation with School District, City Recreation, community-based organizations, district attorney’s office, and other local law enforcement agencies.
6. Truancy Abatement Crime Suppression (TACS) or its equivalent program which combines with the school district to remove truants from the streets and return them to school. School Attendance Review Board (SARB) a multi-disciplined collaborative which seeks to keep students in school and works with parents.
7. Maintain staffing to continue to offer, maintain, and supervise a Law Enforcement Explorer Scout Post.
8. Regional Occupation Program (ROP) participation lead by officer instructors delivering a criminal justice curriculum to high school students.
9. Strive to create and carry out a juvenile diversion program that seeks to divert first time juvenile offenders from the criminal justice process and holds the juvenile accountable to the community for the harm done through innovative strategies.

In addition to these youth-based programs, the City, through the police department, will maintain investigative proficiency that responds to crimes committed against elders to include abuse, fraud, and larcenies. The City shall provide traffic enforcement services as mandated in the City’s Charter. The police department will deploy a sworn law enforcement officer to act as a Sergeant-at-arms at City Council meetings when requested (mandated by the City Charter).

The City shall continue to provide for its residents a centralized emergency communications center to report emergencies and through which emergency services (police, fire, and medical) can be dispatched. The City shall continue to support the department by providing it with effective technologies, equipment, infrastructure, and well-trained emergency dispatchers. The City currently spends nearly $1 million for these services.

The City shall provide for the humane care of animals that are lost or have strayed from their owners and continue to prevent cruelty to animals by either maintaining its own animal shelter and animal patrol service or by contracting animal welfare and control services to a private company or business, or to a semi-public entity such as the Humane Society for the Prevention of Cruelty to Animals, or through a joint powers agreement.
Recreation and Parks

The City's Recreation and Community Services Department operates a system of 23 parks, three community centers (Callaghan Cultural Center, Watsonville Community Center at Marinovich Park, Ramsay Park Family Center), and the Hoularis-Rodriguez Youth Center. In addition, the department operates a neighborhood services program in a modular building located in a specific neighborhood for a 2–3 year time period. A Promotions and Special Events Division coordinates both City-sponsored and non-profit community group activities of both local and regional interest. 39 people currently staff all of these activities.

A 7-member Parks and Recreation Commission is appointed by the City Council to advise them in matters related to departmental policies and operations.

A City limit population of 65,800 requires a continuing program of parkland acquisition, facilities development and increased personnel. As the City continues to grow, new parks are increasingly important to the quality of life of its residents, as are recreation programs to meet the demands of a youthful population and a growing senior population. The department is one of the last in the Monterey Bay region to offer free after-school programs at its centers.

There is heavy demand for use of the City’s various recreation facilities and a rental program is available at all community centers. The demand on soccer and softball fields by non-profit youth leagues, City-sponsored youth and adult leagues and the general public is great. With few facilities available, existing facilities suffer great wear and tear. Maintaining recreation facilities and play spaces must be a priority expenditure.

Providing trails, recreation spaces and facilities, ensuring adequate staffing levels and coordinating special activities appealing to the entire community should be considered priorities in the city budget process.

Library Service

Library services are an integral part of the community’s cultural, social, and educational landscape. A strong library system is a reliable indication of a healthy, education-oriented and progressive community.

Since May 1994 when the Watsonville 2005 General Plan was adopted, the Watsonville Public Library has grown in many ways. By 2004, the library consisted of over 122,000 volumes in 21,000 square feet of space. In a ten-year period, facilities of Watsonville Public Library grew from one main library to a main library, a small branch library and an offsite literacy program. Hours of operation have expanded from 2,700 per year to over 5,500 hours per year. Circulation of materials has increased a bit, growing 10 percent despite the fact that the Internet has taken hold in every segment of society, making access to information seemingly easier and faster in many cases. Requests for assistance in finding information has grown over 300 percent, from 20,000 to over 64,000 per year, perhaps because the Internet can be overwhelming and the information not always reliable. Public use of the Internet mushroomed from minimal access, to over 52,000 sessions per year at the library. Staffing increased from 11.75 full-time employees to 23 full-time employees; and library funding increased from an operating budget of $700,000 to $2.8 million.

Clearly, demand for services in libraries in Watsonville and throughout Santa Cruz County has been high over the last decade. The voters made a conscious decision to support library services specifically. In 1996 the voters in Santa Cruz County passed a 16-year, ¼ cent sales tax measure for public libraries with over a 2/3 majority. As a result, Watsonville has had access to funding to enhance services, using its share of the county-wide sales tax to add library facilities, introduce new services and
augment staffing.

The Watsonville Public Library became a library system as opposed to a stand-alone library with the introduction of the Freedom Branch in 1996. When the City annexed the Airport/Freedom Boulevard area, the library took over responsibility for a small branch library from the Santa Cruz City-County Library. Located in a portable building, the branch library resided on a front corner of Freedom School. Watsonville developed a staffing plan for the branch library, had the interior of the building remodeled, and stocked the facility with new materials. Community members were very excited about their “new” library and its expanded hours. The small library was used on a regular basis, frequented by classes and members of the public.

In August of 2000, the small branch was closed and a new, larger Freedom Branch Library was opened at the old site of the Freedom Fire Station at 2021 Freedom Boulevard. The City purchased the building from the Pajaro Valley Fire District and did a complete remodel, thereby adding an additional 4,000 SF to library services in the City of Watsonville. Watsonville has a service area that expands beyond the city boundaries, particularly in the area of the Freedom Branch. As a result, while the sales tax is based on share of population, Watsonville gets an additional 8 percent because of the proximity and use of Watsonville libraries by residents of Santa Cruz County’s unincorporated areas.

In 2002, recognizing the need in the community for additional, focused attention for students who need help with their homework, the library established homework centers at each facility. On the Freedom Branch Library site, the old fire station garage was demolished and a new building was constructed. At the homework centers, the library partnered with the police department in two ways. A police satellite station was established at the Freedom Branch homework center in a separate section of the building providing space for officers to fill out reports and meet with people. In the first two years of operation, the police department helped the library obtain a Police Activities League (PAL) grant to provide staffing for the homework centers as the educational component of their more comprehensive PAL grant application. The homework centers continue to be a successful component of library services.

The City of Watsonville developed a plan to expand the main library in 1991 and submitted an application to the California State Library for Proposition 85 Bond Act grant funding. The grant applications were extremely competitive, and unfortunately Watsonville was not one of the libraries funded at that time. Efforts to expand the library and obtain a grant were renewed in 1997 and a small grant was awarded. However, it was determined that the current 17,000 square-foot main facility at 310 Union Street did not have enough space available on site for expansion. Once parking needs were factored in, along with other limitations of the site such as unreliable soil conditions for establishing underground parking, and the lack of reinforcement for an additional floor on top of the existing building, it was clear that the current library site is inadequate for expansion unless additional land was acquired.

An alternative plan was developed for providing the space the library needs. In 2007 the library will expand into a new, 42,000 square-foot space in the new mixed-use Watsonville Civic Center development being planned for downtown. The new library will include space for programs that have not been accommodated at the current site.

Opportunity to Read is the Library’s literacy program and is an important library service in support of enhancing the educational opportunities of community members. The literacy program services between 50 and 70 learners each year and is supported by volunteer tutors who assist Watsonville adult learners in improving their literacy skills, providing thousands of one-on-one tutoring hours each year. In addition, Opportunity to Read hosts family literacy programs to train the parents...
in helping their young children enjoy reading and related activities. The program will move into the new Civic Center building with the library and will occupy space on the 1st floor with its own entrance on Main Street.

The other program that will be housed in the library is the California Agricultural Workers’ History Center. Watsonville and the Pajaro Valley have a rich history of diversity in agriculture and the people who have migrated here to work in agriculture. The goal of the center will be to communicate, celebrate, and preserve the history, lives, lifestyle and various contributions of the agricultural workers in the Pajaro Valley and other parts of California throughout the years. The center is to be inclusive of all of the ethnic and cultural groups that have worked in agriculture. It is fitting that the center should be established in Watsonville, where crops are still cultivated, harvested and processed. The center will focus on the human aspect - the stories of the people in agriculture through visual depictions such as glass etchings, photographic murals, poetry and various displays throughout the building. The center itself will have 2,000 square feet on the second floor and will be stocked with books, videos, photographs, sound recordings and other materials that will be available for research.

The use of technology in libraries has increased exponentially. Where the card catalog once resided, one will now find multiple computer stations connected to high-speed networks. Additional computer stations are needed for accessing the Internet and a variety of databases and productivity tools. Libraries in the 21st century will make greater use of materials handling and inventory control systems—conveyor systems that allow items to be checked automatically and sorted onto carts automatically. The use of patron express checkout systems that allow the user to checkout the materials themselves will become commonplace.

Where the Watsonville 2005 General Plan provided for library space at the threshold of 0.6 square feet per resident, the figure today is upwards of 1.0 square feet per resident to accommodate the various uses and technology in the library of the future. With a projected population increase of 23,000 new residents in the coming 20 to 25 years, the new library expansion, which is expected to be completed in 2007 will soon be short of space to accommodate the population. As the City continues to grow into new areas, the need for library services in these areas will be an important consideration.

Library staff has an excellent track record of obtaining grants to augment services. Funding for the library is somewhat secure through 2012 due to the availability of sales tax revenues. However, the continually increasing youth population and community demands for services at the public library combined with an ever tightening budget for educational services will place additional challenges on the City’s public library system. In a time when a large, neighboring City is closing all of its libraries and California has been reported to be one of the lowest academically achieving states in the U.S., it is important that the City of Watsonville continues the priority and emphasis on library services, that staff continues developing creative and effective partnerships, and that the sales tax be reauthorized for libraries in 2012.
12.0 PUBLIC SERVICES and FACILITIES

Water Supply

City Water Supply. When rainfall hits the ground in the Pajaro Valley, a portion of the water is absorbed into the ground and eventually reaches the groundwater table. Wells then pump the water for residential, commercial, agricultural irrigation, and food processing/industrial uses. The City of Watsonville provides water to more than 14,000-metered accounts within a service area that extends well beyond the City limits, reaching north along Freedom Boulevard to Corralitos, and west to the Pajaro Dunes residential complex at the terminus of Beach Road. About 90 percent of the City’s water supply is groundwater from the Aromas Red Sands Aquifer. The remainder is collected from Corralitos and Browns Creeks and treated at a plant in Corralitos. The City operates 14 wells and two surface water intakes. None of the City’s active wells have been affected by seawater intrusion. The City’s water supply meets the strict health standards set by State and Federal agencies.

Residents within the City of Watsonville used approximately 5,208 AFY in 1997. The City provided an additional 1,892 AFY to customers outside of the City limits. Of the 7,100 AFY used by the combined water service area, approximately 1,100 AFY was surface water and 6,000 AFY was groundwater. This represents approximately 8.4 percent of the total groundwater used in the basin. From 1997 to 2010 total water used within the City’s Water Service Area remained relatively unchanged with a minor decrease to approximately 6,956 AFY.
Regional Water Supply. Latest historic water use figures reported by the Pajaro Valley Water Management Agency region showed that the 2010 5-year average total water use (including surface water) in the basin was approximately 56,308 acre-feet per year (AFY). Agricultural water use was approximately 46,176 (82%) AFY. Total regional Urban water use was approximately 10,131 (18%) AFY, including residents and businesses in the North Monterey and south Santa Cruz County counties non-agricultural rural areas, residents and businesses in the City of Watsonville, and industries using private wells. Each year more water is pumped out of the groundwater supplies than is replaced by rainfall. Over pumping, or overdraft, causes seawater intrusion, the process where ocean water seeps underground into wells, rendering them useless. The City is working with the Pajaro Valley Water Management Agency (PVWMA) on conservation efforts and on projects to increase water supplies in the Pajaro Valley.

Groundwater Overdraft. Overdraft in the Pajaro Valley Groundwater Basin is a significant concern. The Basin has been in an overdraft condition for about forty years. This condition has been intensifying in part because of crop changes in the valley. Seawater intrusion has affected numerous coastal wells in both Santa Cruz and Monterey Counties. Saline groundwater also has been encountered at depths of 700-1,000 feet below sea level at several inland locations.

Recent studies by the PVWMA report that the basin sustainable yield is approximately 43,000 AFY under current groundwater pumping practices. Groundwater modeling indicates that the elimination of pumping along the coast would reduce seawater intrusion more efficiently than a reduction in pumping throughout the basin. Consequently, the strategies developed in the Basin Management Plan assume a curtailment of pumping in the coastal zone, and development of supplemental water supplies and a coastal distribution system to meet this demand. Consequently, additional water supplies totaling 12,000 acre-feet per year are needed to meet current requirements.

The Pajaro Valley Water Management Agency (PVWMA) is the regional agency responsible for water resource management. The PVWMA adopted its Basin Management Plan (BMP) in 1993, which was updated in 2002, and is being updated again in 2012. The new BMP will identify a preferred alternative for balancing the Basin’s water demand and supply within a 50-year planning horizon. To accomplish this objective, the preferred alternative will provide approximately 12,000 acre-feet of water annually. Major elements of the BMP include a recycled water facility, strong conservation measures, and a mix of small-scale recharge and supply augmentation programs.

Future Water Supply. Analysis of 2005 water records in the City of Watsonville indicates that new residential development generates water demand of approximately 25 acre feet per dwelling unit and new commercial/industrial development generates water demand of approximately 1.1 acre feet/acre. Given the infill mixed use land use scenarios contemplated by the plan, it is likely that the actual water usage will be less. Based on this analysis it is estimated that approximately 1,600 acre feet of new municipal water supply will be required to serve the 4,100 units and 7,500 jobs estimated to be generated during the 25 year life of the General Plan.

Recognizing that the current water basin is in overdraft condition the City is committed to limiting impact of drawing additional water supply from the basin. The City is pursuing a variety of options to limit the amount of impact on the ground water basin. A combination of the following programs is intended to greatly reduce potential impacts of water usage in the basin. These programs are interrelated but can be used in combination to reduce impacts.

Water Conservation. Water conservation is a key component of the PVWMA’s Basin Management
Plan and the City’s primary overall future water supply strategy. The City Council has directed staff to prepare aggressive water use reduction programs in order to reduce groundwater demand and still accommodate growth within the water service area. To date, the Council has approved a prohibition against the waste of water, a school education program, a toilet retrofit rebate program, and a public education program. The City is committed to working with the PVWMA, local farmers, businesses and other agencies to develop and implement water conservation programs in conjunction with the Basin Management Plan. City strategies aim to reduce demands upon the groundwater. The City believes this can be accomplished through a combination of programs including education, plumbing fixture retrofitting, landscape conservation requirements, building code changes, industrial water use changes, rebates to promote low water use appliances such as clothes washers, additional landscape irrigation controls, pricing structure modifications and implementation of a water demand offset programs. It is estimated that the City could save about 800 acre-feet of water through the implementation of these aggressive water conservation practices.

Conversion of Irrigated Agricultural Lands. A portion of the City’s future growth will occur on lands that have historically been irrigated agricultural lands. The conversion of this land will result in the historical agricultural water use being displaced by the new municipal water use. Thus, the new municipal water use may be partially or fully offset by the elimination of the historical agricultural use. The future growth areas contain approximately 600 acres of land that has historically been under irrigation. The historical agricultural irrigation water use in these areas are estimated at approximately (use 2.7 af/acre for berries, 1.95 af/acre for lettuce and 0.7 af/acre for apples). An example of this conversion is the Manabe Burgstrom future growth area which currently utilizes 163,077 gallons per day for 65 acres of strawberries and lettuce. The development of an industrial park at this site will generate a demand of 63,827 gallons per day or a savings of 99,250 gallons per day or a savings of approximately 100 acre feet of water per year at business park build out. Greater saving will occur when build out is complete. It is estimated that this conversion will provide additional ground water savings of 1,100 AFY by the end of the planning period.

Recycled Water Facility.
The City is planning to construct a new Recycled Water Facility adjacent to the City’s existing Wastewater Treatment Plant in conjunction with the PVWMA BMP. The City and PVWMA completed the design and construction of the Recycled Water Facility in 2008. The facility will provide 4,000 acre-feet per year to local farmers for crop irrigation, that will help reduce groundwater overdraft and related seawater intrusion, and to reduce treated effluent discharge to the Monterey Bay.

Conversion of High Water Use Industrial Facilities
Over the last decade market conditions have led to closure of many food processing plants. Should market conditions result in closure of some plants additional water savings may occur. Based on current well water usage data, conversion of food processing facilities to non-water intensive businesses could result in a significant reduction in net water use.

Agricultural Water Conservation.
The City could also implement measures to reduce the net agricultural water use in the basin through participation in agricultural water conservation activities beyond those contemplated by the PVWMA. The City could fund water conserving agricultural retrofits and other modifications to agricultural practices that would result in water use reduction.

Additional Surface Water.
Preliminary studies indicate that the City could generate an additional 1,000 acre-feet of water through modifications to the Corralitos Filter Plant. These improvements would enable the plant to utilize currently untapped high winter creek flows.
Solid Waste

Solid Waste. The City’s Solid Waste Division is part of the Public Works and Utilities Department. The division is responsible for all aspects of solid waste and recyclable materials storage, collection, processing and disposal. The division is divided into five sections: Collections, Landfill, Recycling, Street Sweeping and Administration.

Collections. As provided for under Public Resources Code Section 49501, only City forces are permitted to provide garbage collection within the City limits. The City also regulates all aspects of self-haul and recycle collections pursuant to Public Resources Code Section 40059.

The collections section uses a fleet of fully-automated trucks servicing residential, commercial and industrial customers. All collection routes are designed to maximize the amount of waste and recyclable materials that can be collected each day. Factors such as parking, commute traffic, schools and commercial/industrial transportation requirements are all considered in route development and improvement.

As the City continues to grow, the collections section will have to incorporate additional waste and recyclable materials into existing and new routes. To provide these services cost-effectively will require the use of technology and planning to optimize truck performance and provide intelligent route design. Street design and traffic management will continue to be important aspects of ensuring cost-effective solid waste services.

Landfill. The City landfill is located approximately 4 miles outside of Watsonville on San Andreas Road. The landfill is not open to the public. Current estimates indicate that the Watsonville landfill has a total life of 30 years (as of 2004). Waste is currently being buried in the phase 3 cell, which is expected to reach capacity by 2018. Two additional areas at the landfill are available for waste disposal: phase 4, which has an estimated life of 4 years and phase 5 with 17 years.

Landfill management and operations are focused on complying with State and Federal laws and maximizing landfill airspace. To provide long term, cost-effective disposal of wastes, the City aggressively diverts reusable and recyclable materials from burial in the landfill.

As each landfill cell reaches capacity it is required to have a closure/post closure plan. These plans ensure that the landfill does not present a threat to the public or environment. Post-closure activities (such as gas and leachate control) are managed and funded for a period of 30 years after closure.

To address waste disposal after the existing landfill reaches capacity, the City is working with Santa Cruz County and the other cities in the County on long-term landfill and waste-to-energy options for waste management after 2034.

The County landfill at Buena Vista is nearing capacity and a new landfill site is being considered. The City of Watsonville will continue to monitor the process and will actively object to any proposals that include a new landfill site in the South County.

Recycling. Diversion through recycling is the most critical component in extending the active life of the City landfill. Using a mix of innovative and proven techniques, the City seeks to recycle as much of the waste stream as is practicable. The City operates two recycling facilities.

Materials Recovery Facility

The City owns and operates a fully commingled materials recovery facility (MRF) on Harvest Drive. This facility processes all recyclables generated by the City’s curbside and commercial recycling routes. The MRF also handles construction/demolition debris and other selected waste streams.
**Waste and Recycling Drop Off**
The City's Waste and Recycling Drop Off is located adjacent to the MRF. This facility provides City residents with an easily accessible location for disposal of bulky materials and those materials not compatible with regular city-provided garbage collection. Materials accepted at the drop off include green wastes, wood waste, metal, appliances, tires and mattresses.

In order to address the increased recycling needs of a growing population and expanding economic base, both the MRF and the PDO will have to accommodate increased volumes and be able to recycle additional types of material.

**Household Hazardous Wastes and Electronic Wastes**
The City’s Household Hazardous Waste Facility is located adjacent to the Waste and Recycling Drop Off. In addition to household hazardous wastes, a section of the MRF is designated specifically for the collection and processing of electronic wastes, a recently regulated waste stream.

**Street Sweeping.** The City runs its street sweeping vehicles in coordination with the residential recycle routes. This makes the service more convenient for the customer since all solid waste vehicles (garbage, recycle and sweeper) provide service on the same day. The frequency of sweeping in each area is based on factors such as litter loads and leaf fall. High use commercial areas such as Main Street are swept daily, while residential areas typically get swept every other week.

Two critical design issues for effective sweeping are street and curb design and on-street parking; Parking bays are typically inaccessible to the sweeper and rapidly accumulate litter and sediments. Streets without an adequate curb and gutter cannot be properly swept. To ensure effective sweeping, the City will most likely have to continue to prohibit on-street parking in certain areas, during specific times.

**Administration.** The administration section handles all of the environmental, safety, personnel and other management/regulatory/planning matters associated with solid waste.

**Sewer Service**
The City owns and operates a regional wastewater treatment facility located 2 miles west of City Hall on Panabaker Lane adjacent to the Pajaro River. This site is in the Watsonville Coastal Zone. In addition to treating wastewater generated from within the City limits the plant also serves the following areas within Santa Cruz County: Freedom County Sanitation District, the Salsipuedes Sanitation District, the community of Pajaro Dunes and the Pajaro County Sanitation District in Monterey County. In 2005, the wastewater treatment plant serviced a population of approximately 65,000 people.

In 1998 the City completed improvements to the Sewer treatment plant that were designed to process 12 million gallons of effluent per day at a secondary level of treatment. In 2004 the average daily flow was 7.7 million gallons per day. The City completed an upgrade to the wastewater treatment plant in 2008, which will treat up to 4,000 acre-feet per year of wastewater to the tertiary treatment level. This recycled water is supplied to the Pajaro Valley Water Management Agency which distributes the water to coastal farmers, as part of the Agency’s Basin Management Plan developed to control seawater intrusion.

Wastewater outflow is provided by a service line that extends more than 70,000 feet into Monterey Bay to the 65-foot depth contour. The Monterey Bay was designated as a National Marine Sanctuary. Implementation of the sanctuary should be carefully monitored for potential impact on the outflow facility and the required level of effluent quality. This recent designation may result in more stringent requirements for ocean discharge.
The City of Watsonville registers and monitors non-point source discharges through its source control office. The City should continue to register these sources and monitor legislation and regulation applicable to non-point source water discharge.

New Infrastructure

To accommodate the City’s projected growth, new infrastructure will need to be built in the designated growth areas and (or upgraded) in the redevelopment project areas. While the City supports growth and new development in designated areas, the City should not be solely responsible for building new infrastructure. New development is encouraged to finance the construction of new water, sewer, and storm mains and other related infrastructure. One way for new growth to pay for improvements is to assess the developing area as a special district. Revenues generated from the assessment district shall be used to finance new infrastructure.

The City shall emphasize in its policies and actions that new development shall act as the primary financier of needed new infrastructure to support the development. New development should not solely rely on public funds to finance the construction of new or upgraded infrastructure.

With a large portion of the City’s growth expected to occur in the designated new growth areas and in redevelopment project areas, a cost-estimate study was conducted to get a sense of the plausible costs of this new infrastructure.

The following data are estimates only. The cost estimates are based on the lengths of proposed main roads or road improvements in these areas, which were derived from the development concepts and growth distributions emergent from the public workshops. These data provide a general idea of what new and/or upgraded infrastructure might cost over a period of time as development occurs in the area. They do not account for inflation or fluctuations in material and labor costs.

The City has hired a separate consultant to determine the capacity of the existing sanitary sewer system. Their report will be available in July or August of 2005. When this report is complete it will show capacity problems with the existing sanitary sewer system.

To obtain more precise costs or certifiable estimates, a comprehensive analysis should occur as part of the specific plan or area plan for each location.

Major Improvements.

The estimated costs cover major improvements in each of the areas studied. They include proposed utilities (various-sized water, sewer, and storm sewer mains; force mains, pump stations, and joint trench infrastructure); proposed access roads (typically 4-lane roadways, including grading and sidewalks); and soft costs (design, plan check, inspection, environmental analysis, and right of way engineering). The estimates do not include right-of-way acquisition and environmental mitigation. A summary of the improvements by subarea are listed in Figure 12.1.

School Service

Public education in the City of Watsonville and immediately surrounding area is provided by the Pajaro Valley Unified School District (PVUSD). The District delivers educational programs to over 19,000 students at 16 elementary schools, six middle schools, and three high schools, five charter schools, 17 children's centers, a continuation high school, Adult Education School, and two alternative schools. Out of that group, seven of the elementary schools, two of the middle schools and two of the high schools are in the Watsonville-Freedom area. The balance is in the Aptos area and the rural areas beyond the City limits.
The new Pajaro Valley High School (PVHS) opened in August 2005. Currently ninth and tenth graders attend the high school (with subsequent grades following in the next two years), and will help relieve the overcrowding at Aptos and Watsonville High Schools. Enrollment at PVHS is limited to 2,200 students under the Coastal Development Permit.

Figure 12.1  Summary of Infrastructure Costs by Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buena Vista – Phase I</td>
<td>$12,734,375</td>
</tr>
<tr>
<td>Buena Vista – Phase II</td>
<td>$4,563,813</td>
</tr>
<tr>
<td>Buena Vista – Phase III</td>
<td>$2,796,563</td>
</tr>
<tr>
<td>Atkinson Lane</td>
<td>$5,887,500</td>
</tr>
<tr>
<td>Manabe-Burgstrom</td>
<td>$4,415,625</td>
</tr>
<tr>
<td>Freedom Blvd.</td>
<td>$2,198,438</td>
</tr>
<tr>
<td>East Lake. Ave.</td>
<td>$390,000</td>
</tr>
<tr>
<td>Item</td>
<td>BUENA VISTA – PHASE I</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>10’ water main</td>
<td>$225,000</td>
</tr>
<tr>
<td>8’ water main</td>
<td>$175,000</td>
</tr>
<tr>
<td>Domestic Water Well</td>
<td>$200,000</td>
</tr>
<tr>
<td>12’ sanitary sewer main</td>
<td>--</td>
</tr>
<tr>
<td>8’ sanitary sewer main</td>
<td>$450,000</td>
</tr>
<tr>
<td>Sanitary sewer force main</td>
<td>$180,000</td>
</tr>
<tr>
<td>Sanitary sewer pump station</td>
<td>$250,000</td>
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<tr>
<td>24’ storm sewer main</td>
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</tr>
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<td>18’ storm sewer main</td>
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<tr>
<td>15’ storm sewer main</td>
<td>$100,000</td>
</tr>
<tr>
<td>Joint Trench</td>
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<tr>
<td>Grading</td>
<td>$1,000,000</td>
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<tr>
<td>4-lane roadway w/ sidewalks</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>Traffic Signal</td>
<td>--</td>
</tr>
<tr>
<td>Bridge</td>
<td>--</td>
</tr>
<tr>
<td>Soft costs</td>
<td>$1,629,375</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$8,146,875</strong></td>
</tr>
</tbody>
</table>
Goals, Policies, and Implementation

The issues of concern to the community have been incorporated into long-term planning goals.

Goal 12.1 Service Availability.
Maintain or increase the current availability of public services and facilities consistent with projected population growth in the City limits and Sphere of Influence and according to the fiscal resources of the City, and assure new development can be served by adequate public services and facilities.

Policy 12.2.1 Services, Facilities, and Infrastructure Coordination.
The City shall identify public infrastructure needs and use the Capital Improvement Program to schedule improvements necessary for achieving long-term land use and community development objectives.

Implementation

12.1.11 Coordination.
The City shall coordinate developer-financed site improvements with publicly-financed improvements through the Capital Improvement Program.

12.1.12 Master Plan Consistency.
The City shall evaluate, and may place conditions on, new development to achieve consistency with the master plans for streets, parks, public schools, water supply, and wastewater management.

12.1.13 Development Fees.
The City shall maintain a schedule of development impact fees that is commensurate with the increased need for public services and facilities generated by new development.

12.1.14 Consolidation of Services.
The City shall encourage the consolidation of service districts to avoid duplication of services and promote more efficient service delivery.

12.1.15 Growth Management.
Through the use of specific plans in new growth areas, the City shall regulate the timing and location of future urban development to be consistent with the service capacity and financial capability of current support services and the five-year Capital Improvement Program schedule.

12.1.16 Fiscal Management.
The City shall provide and monitor special funds established for specific expenditures to ensure that adequate funding levels are maintained for individual service functions.

12.1.17 Incremental Costs.
The City shall require that new development projects pay additional incremental public service costs, which they generate.

12.1.18 Cost Sharing.
The City shall support the extension of utilities to serve new development only when the cost is borne by that development and other parties that may benefit and the extension is consistent with land use and community development policies and/or is necessary to serve public uses.
Goal 12.2 Water Supply.
Construct and maintain a water system and institute a water management policy that will provide a sufficient quantity of water to meet the needs of the existing and planned community. The water provided shall continue to meet all Federal and State health standards.

Policy 12.2.1 Water System Design.
The water system shall be designed, constructed, and managed to provide a sufficient quantity of appropriate-quality water for the existing and planned community.

Implementation

12.2.11 Water Supply Master Plan.
The City shall continue to review and update the Water Supply and Distribution Master Plan to ensure that the water system can provide adequate water, of appropriate quality, to meet the density of development in accordance with the City's development policies throughout the existing and proposed water service area for the City.

12.2.12 On-Going Planning.
The Water Division and the Community Development Department shall monitor growth, and project future growth centers, at no more than three-year increments. The Water Division shall maintain a five, ten and fifteen year plan of capital improvements for the Water System. The City shall use the five-year capital improvement schedule to implement a program of replacement for all water mains that are at least 40 years old, on an “as needed” basis.

12.2.13 Pajaro Valley Water Management Agency (PVWMA).
The City shall participate in the subsequent updates of the Basin Management Plan (BMP), most recently updated in February 2002.

12.2.14 Water Supply System Management.
The Water Supply System Management shall be managed and operated as an enterprise.

12.2.15 Site Improvements.
New projects within the urbanized area shall be monitored and provide annual status reports on water consumption and quality. The City shall continue the program to identify abandoned wells and have them sealed to prevent aquifer contamination.

12.2.16 Upgrade Water Supply.
During the life of the plan if it is found that additional water sources are required to serve the urban area the City shall consider among the options, upgrade to the Corralitos filter plant to process additional surface water during the high flow winter season; and the installation of new wells.
Policy 12.2.2 Water Service Policy.
The City shall follow a water service policy to ensure that the priority water service needs of the City can be met. Water service within the City and future growth areas shall be given priority over areas outside the City limits.

Implementation

12.2.21 Water Allocation.
The City shall establish a system for prioritizing the allocation of water connections in the event of a water connection cutback.

12.2.22 New Water Demand Mitigation.
New demand for water shall be mitigated to the greatest extent possible. The City shall continue its present policy of new water demand reduction requirements for new development and the payment of groundwater impact fees for residential construction. These policies shall be extended to other types of development on an equitable basis.

12.2.23 New Water Monitoring.
In new development areas the City shall monitor the reduction of water usage from the conversion of agriculture related uses to Urban uses. The City shall be credited with the identified reduction in water usage by conversion of high water agriculture crops to urban uses.

12.2.24 Water Management Plan.
The City shall maintain its State Certified Urban Water Management Plan, which shall be amended to conform with the Watsonville Vista 2030 General Plan.

Policy 12.2.3 Water Use Reduction.
The City shall develop a program of water use reduction that utilizes a combination of water conservation, replacement, education, reclamation, conversion of high intensity water uses to lower intensity uses, and reuse.

Implementation

12.2.31 Water Use Reduction Program.
The City of Watsonville shall continue to implement its water use reduction program. Program elements include residential, commercial, and industrial water conservation guidelines and education programs; guidelines for low water use/drought tolerant landscape; incentives for efficient water use; water fee structures; and water reclamation. The water system shall be designed, constructed, and managed to provide a sufficient quantity of appropriate-quality water for the existing and planned community.

12.2.32 Water Demand Offset Ordinance.
The City of Watsonville shall adopt a Water Demand Offset Ordinance. The ordinance shall require applicants for new water service to offset at least the amount of water the new development is projected to use so that there is a “zero impact” on the City’s water supply. Applicants for new service could accomplish the offset requirements by paying for water conservation measures such as low-flow fixture retrofits or synthetic turf retrofits for existing customers within City limits.
12.2.33 Water Use Reduction Credit.
The City of Watsonville shall be credited with the water reduction achieved through the following:

1. Water use reduction programs
2. Water Demand Offset Ordinance
3. Water use reductions associated with the conversion water intensive land uses to less water-intensive uses.

Goal 12.3 Wastewater Management.
Continue the safe and efficient collection, treatment, and disposal of domestic and industrial wastewater to meet the needs of the service population, protect the environment, and comply with all applicable regulations.

Policy 12.3.1 Wastewater Management.
The City shall continue to provide adequate wastewater treatment levels to meet the needs of the City and the service area users. Compliance with applicable state and federal standards will be pursued to the extent possible.

Implementation

12.3.11 Facility Funding.
The City shall pursue federal Ocean Water Grants, Revenue Bonds, the Sewer Improvement Fund, and other funding sources for future wastewater system improvements determined to be practical or required.

12.3.12 Sludge Management.
The City shall utilize the Watsonville solid waste landfill for the storage of digested sludge and shall pursue other feasible alternative sludge uses and disposal methods.

12.3.13 Connection.
The City shall coordinate with the Santa Cruz County Sanitation District for connection to the wastewater treatment system for all areas in the Freedom and Salsipuedes Sanitation Districts, which are now served by septic tanks.
12.3.14  Fees.
The City shall assess sanitation impact fees on new development in proportion to the amount of wastewater they are anticipated to generate and the cost of extending services unless alternative funding resources are available.

12.3.15 Monterey Bay National Marine Sanctuary Designation.
The City shall continue to monitor requirements connected with the designation of the Monterey Bay as a National Marine Sanctuary, particularly those related to the impact on the City’s wastewater outflow facilities.

Goal 12.4  Solid Waste Management.
Operate an efficient waste management program that protects the health of area residents, prolongs the useful life of the landfill site, and encourages recycling of any materials found to be feasible for recovery and reuse.

Policy 12.4.1  Solid Waste Management.
The City shall continue to operate an environmentally sensitive solid waste management program.

Implementation

12.4.11 Landfill.
The City shall use the best available technology and management practices to prolong landfill life and prevent contamination of groundwater.

12.4.12 Hazardous Wastes.
The City shall comply with local, state, and federal regulations for the disposal of commercial and household hazardous wastes.

12.4.13 Litter Control.
The City shall continue an aggressive program of street cleaning and litter abatement in order to prevent water pollution and provide for a cleaner urban environment.

12.4.15 Landfill Expansion.
The City shall continue to pursue the permitting of landfill expansion areas to ensure future landfill capacity adequate to meet the needs of Watsonville. The development of joint City and County solid waste operations shall be evaluated.
12.4.16 Materials Recovery.
The City shall continue to operate its Materials Recover Facility and also investigate composting, or other beneficial use, of biodegradable materials.

12.4.17 Reclamation.
The City shall study the potential for reclamation of the current landfill site for use as a recreational facility or other open space use, including agriculture, after the year 2034.

12.4.18 Agency Coordination.
The City shall participate with other agencies in long-range planning for: solid waste management, ecological protection, materials recovery, hazardous materials management, and energy production from solid waste.

Goal 12.5 Library Services.
Continue to improve the present library facility and services. Explore the development of a second facility to serve population growth in the eastern and northern portions of the city and Sphere of Influence.

Policy 12.5.1 Library Services.
The City shall maintain and improve library services for residents of the City of Watsonville.

Implementation

12.5.11 Library Master Plan.
The City shall update the Library Building Program every five years to ensure that the library services needs of the residents can be met.

12.5.12 Library Expansion.
The library staff shall continue to pursue the expansion of the new library to address the needs of the projected population. New facilities should be at least 1.0 square foot per resident to accommodate the various uses and technology in the library of the future.

12.5.14 Community Service.
The City shall provide multipurpose rooms within the library for community meetings, special exhibits, and events.
12.5.15 Library Agreement.
The City of Watsonville shall continue to work cooperatively with the County of Santa Cruz to manage the library in accordance with the Library Agreement.

12.5.16 Children, Youth and Families.
The library staff shall develop programs, as resources allow, to assist in the education and training of children, youth and families in the City.

12.5.17 Cultural Diversity Awareness.
The library shall develop programs for all population sectors to encourage an understanding, awareness, and respect for the cultural diversity of Watsonville.

Goal 12.6 City-School District Coordination.
Coordinate facilities planning and land use planning between the City and the Pajaro Valley Unified School District, to take into consideration and discuss with the PVUSD, the school district’s plans for facilities, especially related to the distribution of neighborhood parks, the construction and management of joint recreational facilities, the location of new schools, and the identification of potential school sites. Support efforts to locate advanced educational facilities in and near Watsonville.

Policy 12.6.1 Joint Education Planning.
The City will work closely with the PVUSD planning of school sites and facilities needed to serve the residents of the City of Watsonville. The City shall encourage development of advanced educational facilities in and near Watsonville, and shall coordinate with the School District in its efforts to procure funding for such facilities.

Implementation

12.6.11 Site Identification.
Following successful completion of three new education sites including Pajaro Valley High, Landmark Elementary, and Radcliff Elementary schools, the Pajaro Valley Unified School District, will identify additional sites necessary to accommodate projected population growth in Watsonville. The City will work cooperatively to facilitate the development of needed school and supporting facilities that will be funded with available resources, including but not limited to developer fees.

12.6.12 Recreation and Parks.
The City shall work with the School District to explore new ways of using school facilities for neighborhood recreation and opportunities for joint development of facilities.
12.6.13 Advanced Educational Opportunities.
Following successful completion of the Cabrillo College expansion, the City shall work with Cabrillo College to continue to expand program offerings at the Watsonville facility. Additionally, the City shall support efforts to establish a branch campus and/or satellite facilities of the California State University (CSU) or University of California (UC) system in the local vicinity, particularly as it relates to CSU-Monterey Bay at the former Fort Ord Army base in Monterey County and University of California, Santa Cruz.

Update the school district on new population projections and new residential projects that are proposed in the City to facilitate school district projections for enrollment and site locations for new facilities.

12.6.15 School Site Land Dedication.
The City shall coordinate with the PVUSD, property owners and other interested parties during the Specific Plan process to identify school sites or other measures necessary to serve the anticipated population. Furthermore, the City will consider adopting an Ordinance requiring land dedication for school sites in accordance with Section 66478 of the Subdivision Map Act to address specific school location issues as part of future major subdivision applications in new development areas.

12.6.16 Off-Site Improvement Costs for School District Improvements.
Costs for off-site improvements to serve school projects shall be reviewed on a case-by-case basis in accordance with applicable state laws. The City will negotiate with the school district prior to the formation of an assessment district to consider: 1) whether to include school property and, 2) to agree upon the financial impact of the school project in the assessment area and the most appropriate means for the district to participate.
Goal 12.7  Public Safety.
The goal of the police department is to create a community environment wherein the public has full faith and confidence in its police department and implicitly trusts that the police are honest, professional, competent, productive, responsive, and caring. It is an atmosphere wherein the law-abiding people of this City believe they are reasonably safe and secure in their homes, businesses, and in public. When that safety and security is violated or threatened, the police will respond appropriately to restore order and provide protection. It is also an environment wherein the criminal element does not feel safe in its activities and believes that they are constantly at risk of apprehension and successful prosecution. Secondly the goal of the City is to maintain public protection service levels consistent with the average of other Western U. S. law enforcement ratios as reported to the California Department of Justice and the FBI each October.

Policy 12.7.1  Public Protection.
The City shall continue to provide sufficient funding, trained personnel, and all necessary equipment and facilities to maintain city standards for public safety and response time.

Implementation

12.7.11  Project Review.
The City shall continue to use Police and Fire Department project review to ensure that new development projects allow for built-in fire and police alarms and other public safety features, and to allow for review of potential traffic impacts on response time. The Police Department will prepare public safety and crime prevention evaluations for the Planning Department on project design features to help reduce traffic hazards, prevent or reduce crime and improve police services.

Police

12.7.12  Response Time.
The Police Department shall strive to maintain a 24-hour emergency response time or response to priority-one calls of three minutes and 15 seconds or less to all parts of the City and to maintain personnel and equipment necessary to meet this standard.

12.7.13  Law Enforcement Mission.
The Watsonville Police Department provides public protection services such as crime suppression, enforcement, prevention, and traffic enforcement using the community-policing model. Community policing is a philosophy that promotes and supports organizational strategies to address the causes and reduce the fear of crime and social disorder through problem-solving tactics and community-police partnerships. Some elements of the department’s community policing plan include:

- Department-wide community policing efforts.
- Assigning one patrol officer to a specific geographic area of responsibility.
- Diverting low priority calls to civilians to free up patrol time for community policing.
- Using department based juvenile and adult probation officers.
- Employing a specialized problem solving team to address community/police identified crime and disorder problems. These officers work with a core group of community representatives.
(whom the problem has affected) in problem identification, analysis, response and evaluation.

- Neighborhood-based community policing programs including Police Activities League (P.A.L.), satellite police stations in neighborhoods, walking beats and Adopt-a-Cop programs placing police officers and their families in public housing or affordable housing sites.

- Using technology to improve problem-solving efforts, increase efficiency and free up patrol time for community policing.

The law enforcement mission is carried out through organizational and operational methods. Organizational methods include facilitating expedient communication throughout the department and accountability. Operational methods for implementation include having adequate law enforcement presence to reduce the opportunity for crime, a timely response to emergency calls, the ability to quickly react to in-progress crimes, and adequate staffing levels to employ effective investigative techniques to increase case solvability and successful prosecution.

The Police Department shall reduce the opportunities for criminal action through: highly visible law enforcement within the City, the swift investigation and apprehension of suspected criminals, and increased public awareness of personal safety and property security techniques. The police department uses the SARA problem-solving model with the community to enable people to create safer and more caring communities by addressing the causes of crime and violence and reducing the opportunities for crime to occur.

12.7.15 Juvenile Crime.
The Police Department shall provide a comprehensive, coordinated approach to the problems of juvenile delinquency. The department will direct the behavior patterns of juveniles predisposed to the commission of crimes through the application of programs that hold the juvenile accountable for their actions. The Police Department shall promote education and information programs through the area schools. The philosophy behind the comprehensive, coordinated approach is that through the cooperative efforts of the community and law enforcement, crime and violence can be minimized or prevented.
12.7.16 Community Participation.
The two key elements of community policing are community-police partnerships and problem solving. The community is a full partner in preventing and responding to problems and help the police department in identifying and defining problems and evaluating results. Problem solving is an integral component of the philosophy of community policing. The problem-solving approach is a deliberate process for reducing the impact of crime and disorder problems in the community. The police department carries out the process in partnership with the community. The department’s community policing plan includes reducing crime and citizen’s fear of crime by increasing trust, empowering the community to help solve these problems and increase the ability of police and community to identify and articulate problems. The Police Department shall develop community resource programs that emphasize increased community involvement and participation in defining community needs, establishing priorities, and developing programs to meet these needs. The Police Department shall promote community crime prevention programs such as the Neighborhood/Business Watch, Crime Prevention Board, Community Police Academy, Ride Along, and Guest Speaker. The Police Department will continue to support events and programs that raise citizen awareness and encourage civic participation in reducing crime and violence. The department will also continue to work with community and faith-based organizations in addressing community violence.

12.7.17 Traffic Safety.
The Police Department shall preserve life and property on the highways through: the reduction of accidents and injuries, facilitation of the safe and expeditious flow of commercial and private vehicular traffic, and the public’s voluntary compliance with traffic regulations due to a combination of education and enforcement.
Fire

12.7.18 Training.
Fire Department training shall include: leadership and management, fire suppression, prevention, public education, hazardous materials, emergency medical services, disaster preparedness, and rescue-related subjects.

12.7.19 Fire Response Time.
The City shall provide properly staffed and equipped fire stations to provide a response time of four minutes 90 percent of the time and 6 minutes 100 percent of the time from the nearest fire station to all portions of the City.

12.7.110 Fire Prevention.
The City shall continue to address fire prevention to reduce fire losses by proper code compliance, public education, fire investigation, and fire protection engineering.

12.7.111 Fire Staffing.
The City shall maintain an adequate number of fire personnel in accordance with the Fire Master Plan, with a goal of one firefighter per 1,000 residents.

12.7.112 Emergency Medical Services.
The City shall continue to maintain paramedic services.

12.7.113 Disaster Readiness.
The City shall follow the Emergency Operation Center Plan for disaster threat scenarios, such as earthquakes, flood, fire or major hazardous materials release.

12.7.114 Joint Fire Protection Efforts.
The City shall continue to investigate the value of joint fire protection efforts with neighboring fire districts in the Planning Area. A joint powers contract or consolidation effort could result in effective and improved fire protection in the Planning Area. The City shall actively pursue agreements with neighboring fire districts to perform joint fire protection efforts which offer measurable improvements to the City fire protection service with no substantial liabilities or extra costs.

12.7.115 Built-in Fire Protection.
The Fire Department should evaluate methods to encourage the installation of built-in fire protection such as automatic fire sprinkler systems and fire alarm systems, and consider local ordinances requiring built-in protection for specified circumstances and hazards.

12.7.116 Prepare Fire Master Plan.
The Fire Department shall complete the Fire Master Plan to establish future policy for the Department’s operation including a strategic plan for service delivery, automatic and mutual aid agreements, staffing forecasts, fire apparatus, risk management and priority of emergency services.
13.0 PUBLIC HAZARDS

WatsonvilleVISTA addresses public security issues and noise control through analysis of conditions and hazards that have the potential to cause loss of life, injury, property damage, economic loss, and social dislocation. For Watsonville, these constraints include seismic and other geological hazards, flooding, urban and wildland fires, hazardous materials, aviation hazards, and harmful effects of noise. The City cannot be made hazard free, but the planning process can be used to minimize exposure to dangerous conditions. This is the concept of acceptable risk and it is an inherent part of the environmental planning process.

Community Concerns
The safety concerns expressed by the community have already been noted in the Environmental Resource Management (11.0) and the Public Facilities and Services chapter (12.0). They focus on the protection of people and physical environments from natural and built hazards by maintaining a high level of fire, police, and other public services.

Acceptable Risk
Every community must decide what public safety standards are acceptable and the actions needed to maintain those standards. For planning purposes, an acceptable level of risk is one at which a hazard is deemed to be a tolerable exposure to danger, given the expected benefits to be gained. For some types of risk, e.g. noise and/or air pollution, numerical measures have been defined to identify the threshold of acceptable risk. In the case of seismic or flooding hazards, for example, specific locations are identified as unacceptable based on their distance from known faults or elevation. Environmental impact review is frequently used to assist in the decision-making process. Each identifiable risk must be addressed with mitigation measures that eliminate or minimize potential hazards. The measures include limitation of use of locations which are prone to hazard, special construction techniques and site planning, programs to respond to hazardous conditions and the restriction or elimination of specific operations. Refer to Figure 13.1 for evacuation routes.

Geologic Hazards
Watsonville lies between two major fault zones, the San Andreas to the north and east, and the San Gregorio, offshore to the west. Other active or potentially active fault zones that could affect Watsonville include the Zayante and Corralitos in the Pajaro Valley, and the Monterey Bay fault zone to the west.

The U.S. Geological Service has estimated that the San Andreas Fault could produce an earthquake of 8.5 magnitude on the Richter scale. In this event, the potential for surface rupture would be high. Other ground failures such as landslides and liquefaction are also possible depending on the intensity and duration of an earthquake. A large portion of Watsonville’s urbanized area would be subjected to loss of soil strength resulting from liquefaction and settlement in the event of an earthquake with a magnitude similar to the 1906 San Francisco occurrence.

Liquefaction is a process by which water-saturated granular soils transform from a solid to a liquid state because of a sudden shock or strain. Liquefaction is associated with saturated soils, having high sand and silt content. The soil conditions occur along broad bands, which follow the creeks, sloughs, rivers and lake that drain the Planning Area. Much of downtown Watsonville is in a zone of moderately high liquefaction potential. Site-specific investigations should be used to assess the potential for liquefaction-induced ground failure and identify possible mitigation measures. Figure 13.2 illustrates liquefaction potential.

The City has updated the survey of unreinforced masonry structures in conformance with state law.
Failure of unreinforced masonry structures is another earthquake related concern in Watsonville. Unreinforced masonry structures are particularly susceptible to crumbling and failure during earthquakes. Prior to the Loma Prieta Earthquake, Watsonville was in the process of addressing the issue of un-reinforced masonry structures in the City.

Areas adjacent to the San Andreas Fault possess high potential for landslides. The blockage of Hecker Pass Road, northeast of the City, in 1982 temporarily disrupted access to Watsonville. Appropriate land uses on unstable slopes include open space, agricultural or very low-density residential.

Alquist Priolo earthquake zones are state designated high risk earthquake zones that are in close proximity to major earthquake faults. The Alquist Priolo Act requires local jurisdictions to disclose the proximity to Alquist Priolo earthquake zones. The City of Watsonville has no Alquist Priolo zones in the City limits but they exist on the outskirts of town. See Figure 13.3.

Seismic waves or tsunamis are large oceanic waves produced by sea floor faulting. A seiche is a similar wave but occurring inside a bay or harbor. Although the Watsonville Planning Area would not be directly affected by these phenomena, it is likely that persons living along the coast are at risk and would use San Andreas Road and Beach Road to seek temporary shelter in Watsonville.

Steep Slopes
For land use planning purposes, a steep slopes analysis was conducted to help determine locations where new development should be carefully considered. Steep slopes greater than 25 percent should remain undeveloped. While discouraged, slopes between 20-24 percent may be developed with sensitivity to the surrounding landscape. Figure 13.4 illustrates steep slopes.

Flood Hazards
Figure 13.4 shows the portion of the City of Watsonville that is prone to inundation by a 100-year flood, a flooding event that has a one percent probability of occurring in any given year. More detailed information on flood-prone areas is available in the form of Flood Insurance Rate Maps produced by the Federal Emergency Management Agency (FEMA). These maps are available to the public and are used by the Community Development Department to determine the necessity for elevating or floodproofing new or substantially improved structures.

The Pajaro River and Corralitos Creek have a long history of flooding, as occurred in 1955 and 1975, and can be expected to flood again. In future flooding events, the extent of damage will depend upon the area inundated and the level of urbanization that exists in flood-prone areas. Under the Flood Insurance Program, new construction within the flood plain must be elevated above the 100-year flood level or flood proofed and will be at an acceptable level of risk.

Watsonville participates in the Pajaro Valley Task Force, a group comprised of representatives of public agencies and private interests, to address drainage concerns in the Pajaro Valley drainage basin. In October of 1991, they recommended the establishment of Santa Cruz County Flood Control and Water Conservation District Zone 7, which is proposed to encompass the Pajaro River Valley Drainage Basin. In late 1991, both Watsonville and Santa Cruz County established Zone 7. Monterey County had not agreed to its establishment.

Since the formation of Zone 7, assistance from the Army Corps of Engineers has been requested to prepare a study to determine improvements that could be made throughout the Pajaro Valley Drainage Basin to improve flood capacity. In the Watsonville area, this study may make recommendations relative to the Corralitos and Salsipuedes Creeks and the Pajaro River. In addition,
Figure 13.1
Evacuation Routes

Legend
- Evacuation Routes
- Street
- Highway
- Stream
- Lakes
- Watsonville City Limit
- County Boundary

1 inch = 2,000 feet

Prepared by Watsonville GIS Center 04/11/2012 (CODD03105).
This Document is a graphic representation using the best currently available sources.
The City of Watsonville assumes no responsibility for any errors.
Figure 13.2
Liquefaction Potential

Legend

- Road
- Railroad
- Levees
- River
- Lakes
- Ocean
- Liquefaction Potential
- Watsonville City Limit

City of Watsonville

Source: Maps showing Geology and Liquefaction Potential of Quaternary Deposits in Santa Cruz County, 1975.
This Document is a graphic representation using the best currently available sources.


City of Watsonville

Legend
- 20 yr. Urban Limit Line
- 25 yr. Urban Limit Line
- Urban Limit Line West
- Streets
- Levees
- River
- Watsonville City Limit
- 100 Year Flood Zone

*Slope* derived from 2007 LiDAR Data

* Slope: Less Than 10% Slope
  - 10%-20% Slope
  - Greater Than 20% Slope

Figure 13.4
Local Flood and Slope Hazards
the City and County are currently working with the Department of Fish and Game to allow some clearing of vegetation, which could improve the carrying capacity of these channels by an additional three-year storm capacity. (Storm events, similar to flooding events, are described by the frequency a given magnitude storm event will occur on the average. A three-year storm is a storm that has an intensity that, on average, will occur only once every three years.)

Without major improvements, some flooding is inevitable. The existing channel and levee system along the Pajaro River has approximately a 15-year storm capacity. The Corralitos and Salsipuedes Creeks have five and seven-year storm capacities respectively. The Monterey County North County Area Plan (1984) has designated the entire course of the Pajaro River from San Benito County to Monterey Bay as a flood-prone area (100-year floodplain).

When streets, buildings, and parking lots cover the natural ground surface, adequate storm drainage facilities must be substituted for the soil’s ability to absorb rainfall. In Watsonville, the natural drainage pattern has been supplemented by a system of structures, which is described in the 1980 Storm Drainage Master Plan. There are five separate drainage zones within the Planning Area:

- Watsonville Slough
- Struve Slough
- West Branch Struve Slough
- Downtown
- Salsipuedes Creek

New development is required to provide adequate mitigation measures to accommodate storm water run-off.

**Fire Hazards**

For land use planning purposes, fires are classified in two categories: (1) wildland fires that occur in underdeveloped areas; and (2) urban fires that involve structures and vehicles. Both types pose a threat to life and property in the Watsonville Planning Area.

Fire potential is high in certain areas of the city due to the older housing stock, overcrowding, and substandard building conditions. Based on the 1992 Citywide Housing Survey, 1,167 housing units in the City were found to be in need of some level of repair. Of these, only two units were considered dilapidated and eight units were in need of substantial repair. The remainder required minor or moderate repair. In addition, access to units located in certain areas is poor due to narrow alleys and limited on-site parking.

As a major food processing center, Watsonville has a highly concentrated aggregation of cold storage plants, freezing plants, canneries, and packing plants. The large buildings, intense use of plant equipment, chemicals and methods of production pose a potential fire safety problem. However, important fire prevention precautions have been taken to achieve an acceptable level of risk, including: extensive use of sprinkler systems, fire detectors linked to an approved central receiving station, frequent inspections, and improved access.

Wildland fires occasionally break out in the grasslands and on the dry, chaparral-covered hills. They are normally contained long before they pose a threat to the urbanized area. The California Division of Forestry has primary responsibility for fire suppression in watershed areas; but under provisions of mutual aid agreements, the City will provide reciprocal aid to other jurisdictions in time of emergency. The Freedom, Salsipuedes and County fire departments each have district boundaries and primary response within portions of the Planning Area.
Hazardous Materials
Hazardous materials include substances which are corrosive, poisonous, radioactive, flammable or explosive. Watsonville has taken action to identify and address safety issues associated with the use, storage, and transport of hazardous materials in the City. Emergency preparedness planning has been undertaken by the Watsonville Fire Department to address the issue of hazardous materials. In response to the Tanner bill, the City coordinates with Santa Cruz County to manage hazardous materials through a county-wide Hazardous Materials Area Plan.

Airport Hazards
The Watsonville Airport (Airport) is considered a reliever airport for general aviation from the San Francisco Bay area. In 2000, approximately 330 corporate and private aircraft were based at the airport. By 2020, the number of aircraft based out of the Airport is expected to increase to 381.

On average, 336 daily aircraft operations occurred in 2000. Runway operations are estimated to increase to an average of approximately 356 by 2010 and to 395 by 2020.

The Airport has a good safety record. Between 1973 and 2010, over one million operations have occurred with only 23 aircraft accidents. None of the recorded accidents involved a serious injury to a civilian or resident not involved with flying the aircraft.

Airport land use compatibility policies are established by the California Department of Aeronautics California Airport Land Use Planning Handbook (Handbook), which contains the mandatory criteria for safety, land use and density restrictions in the airport vicinity.

Safety issues regarding compatibility between airport operations and the surrounding environment include noise impacts, ground safety, and flight hazards. The Airport Master Plan 2001–2020 focuses on airport safety and noise abatement for future airport operations. An Airport Advisory Committee meets regularly to address safety and noise issues. The City will work to aggressively manage airport noise and airport safety issues in the future.

The primary means of reducing the population’s exposure to noise and accident risks is controlling land use density and limiting high occupancy structures such as schools, hotels, and hospitals and sports stadiums.

A recent update of the Airport Master Plan was completed in 2008. Subsequent updates will be undertaken at least every five years to focus on development of the Airport.
13.0  PUBLIC HAZARDS

13.a  Airport Land Use Policies Overview

The Airport land use policies contained within WatsonvilleVISTA (General Plan) set forth land use compatibility policies applicable to future development that is reasonably foreseeable in the Airport vicinity. The policies are designed to ensure that future land uses within Airport safety zones will be compatible with the long-term goals of both the Airport and the City and that the policies meet the goals of the State Aeronautics Act to “prevent the creation of new safety and noise issues” in the Airport vicinity. Within Airport Safety Zones 1-5 the City Council will demonstrate that the proposed action is consistent with the statutes as set forth in the State Aeronautics Act Section 21670 by adopting findings that the proposed project is consistent with Airport Land Use Policies.

The need for this document was driven by several factors. Most notably, the State Aeronautics Act requires the City to incorporate criteria from the California Airport Land Use Planning Handbook (Handbook) regarding safety, land use, density restrictions, and existing Federal Aviation Administration (FAA) regulations into WatsonvilleVISTA. The decision handed down by the County of Santa Cruz Superior Court (Watsonville Pilots Association et al v. City of Watsonville) also played a major role in establishing the requirement for the City to incorporate criteria from the Handbook into WatsonvilleVISTA. The Court also confirmed that the Airport is located in a “no-procedure” county and therefore, must accept the airport land use policies contained within the Handbook.

The Airport is one of the “statutory exception” airports included in Chapter One of the Handbook (California Department of Transportation, California Airport Land Use Planning Handbook, October, 2011). Statutory exceptions were created by legislation for counties that requested relief from some of the provisions contained within Article 3.5 (California Public Utilities Code, Article 3.5, Airport Land Use Commission). These exceptions were granted based on the unique conditions that occur within each statutory exception county. The Airport operates under exception Section 21670.1(e) as a County that “…has only one public use airport that is owned by a (single) city”. The City is identified as owning the Airport (California Department of Transportation, California Airport Land Use Planning Handbook, October, 2011).

Under these provisions the City and the County have not been required to create an Airport Land Use Commission (ALUC) as defined by the Public Utilities Code Section 21670 a & b, but instead have been required to incorporate provisions of the handbook into each jurisdictions General Plan and that each jurisdictions elected bodies (City Council City of Watsonville, Board of Supervisors - County of Santa Cruz) have served the role of the agency that determines consistency with approved Airport Land Use plans within those jurisdictions.

13.a.1 Airport Land Use determinations

The responsibility for the creation of an ALUC falls to the Santa Cruz County Board of Supervisors and City of Watsonville City Council. However, since the County has not opted for the creation of an ALUC, and the County is subject to the statutory exception 21670.1 (e) the responsibilities of land use determinations have fallen to the designated elected bodies of both the City of Watsonville and the County of Santa Cruz.

The following four strategies are used to achieve full consistency with the requirement to establish an ALUCP:

- incorporate airport land use policies into one or more existing general plan elements;
- adopt an airport Element within a general plan;
- adopt a stand-alone ALUCP document; or
- adopt an airport combining district or overlay zoning ordinance.
For the City, consistency has been achieved by including Airport land use policies in Watsonville VISTA and for the City Council to act as the approving body for purposes of meeting the requirements of the California Public Utilities Code.

13.2 Geographic Scope

The geographic scope of the Airport land use policies apply to the Airport safety zones (zones 1-6) that encompass the Airport and that are located within the limits of the City of Watsonville. These Airport safety zones are based on the length of the runways (short, medium, or long) at an airport with physically larger Airport safety zones being associated with longer runways. The Handbook indicates that if the length of a runway falls near the break point between two of the generic distances (i.e., near the break point between what is defined as a “short” runway and what is defined as a “medium” runway) that it may be appropriate to define Airport safety zones that are between the sizes of the standard zones for the two generic distances. For the Airport, the applicable Airport safety zones from the Handbook for a medium general aviation (GA) runway are used for Runway 2/20 and a combination of short and medium runway safety zone criterion are used for the west end of General Aviation Runway 8/26. Land use criteria for Airport safety zones applies directly to the geographic areas contained within their respective airport safety zones.

13.b Adoption and Amendment of this Element

The Airport land use policies included herein are considered to be adopted when Watsonville VISTA is adopted by the City.

13.b.1 Consistency Review and Procedures

Upon adoption of Watsonville VISTA, both the City and the County must undertake a review of their General and Specific Plans and zoning regulations and bring them into consistency with the Airport land use policies included in Watsonville VISTA. Review of local plans and projects located in the City of Watsonville pertaining to airport land use compatibility is governed by Watsonville Vista and is subject to the regulations consistent therewith in Watsonville Municipal Code Chapter 14 (Zoning).

13.b.2 Amendment

Since the County uses statutory exception Section 21670.1(e), the City is required to adopt all land use policies for Airport safety zones included in the Handbook (California Public Utilities Code, Airport Land Use Commission, Section 21670.1(e)). Therefore, the land use policies cannot be changed unless land use criteria for airport safety zones from the Handbook are amended by the State. PUC Section 21675(a) limits all other amendments of Watsonville VISTA that address land use compatibility issues in the Airport safety zones to no more than once per calendar year (California Public Utilities Code, Airport Land Use Commission, Section 21670). A comprehensive review and update of airport land use policies to determine consistency with the Handbook is recommended at least every five years.

If the airport land use policies are amended, as with its initial adoption, a local government has 180 days to amend any general and/or specific plans to be consistent with the proposed Airport land use policies.
13.c Basic Compatibility Criteria Definitions

This section outlines qualitative descriptions used to determine which land uses should be limited in a given area, generic facility terms, and land use intensities.

- **Normally Allow** – Typical examples of the use are acceptable.
- **Limit** – Use is acceptable with limitations on density or intensity.
- **Avoid** – Use generally should be permitted only if an alternative site outside the zone would not serve the intended public function.
- **Prohibit** – Use should not be permitted under any circumstances.

Other terms used to describe generic facilities in this section include:

- **Children's School** – Kindergarten through grade 12. It should be remembered that school districts and community college districts are local agencies subject to Article 3.5 of the State Aeronautics Act.
- **Large Day Care Centers** – A facility licensed by the State of California to provide non-medical day care and supervision for infant to school age children. Family child care homes are allowed residential land uses and do not fall under this category.
- **Aboveground Bulk Fuel Storage** – Tank size greater than 6,000 gallons (based on the Uniform Fire Code Criteria).

Throughout the text and policies, words are used to differentiate between requirements and best practice recommendations. These words include:

- **Shall** – Indicates a statutory requirement with a legal basis.
- **May** – Indicates that an action is statutorily permitted, but not required.
- **Should, or could** – Indicates that the action is simply a best practice recommendation.

13.d Types of Airport Impacts

The main airport land use compatibility issues regarding the Airport fall into four main categories and include:

- exposure to noise;
- land use safety with respect both to people and property on the ground and the occupants of aircraft;
- protection of airport airspace; and
- general concerns related to aircraft and overflight.

Other impacts resulting from operation of the Airport (e.g., air pollution and traffic) are not acknowledged by these compatibility policies, but are addressed through other programs.
13.e Review of Individual Development Actions

Review of projects pertaining to airport land use compatibility within the City limits is one of the fundamental responsibilities of the City Council in its role of ensuring that land uses in the vicinity of the Airport are compatible with Airport operations. These local government actions fall into two broad groups:

- land use related, including specific plans, zoning ordinances, building regulation, or individual development projects; and
- airport related, including the modification of an airport master plan or plans for the construction or expansion of an airport.

13.e.1 Actions which Always Require City Council Review

Any proposal to adopt a specific plan must be referred to the City Council for review of the Airport Manager after consultation with the Watsonville Airport Advisory Committee, if the boundaries of the specific plan fall within the City limits and encompass lands within the Airport safety area. Amendments to such specific plans also must be referred to the City Council if the proposed changes occur within an Airport safety area.

13.e.1.1 Ordinances and Regulations

City Council review of proposals to adopt or amend zoning, building, and other land uses and regulations is required in instances where those ordinances and regulations implicate compatibility criteria and policies in addition to the adoption of findings of consistency with the Airport Land Use Plan policies in WatsonvilleVISTA.

After adoption of WatsonvilleVISTA, review of proposed new or revised zoning ordinances and building regulations by the City Council shall be mandatory when a proposed or revised zoning ordinance or building regulation would have general applicability throughout the community or at least to lands within the airport safety area. The City Council review shall also be required for parcel-specific changes to zoning or other regulations when the parcels are within the Airport safety area. This is true even when a specific plan amendment is not involved. City Council review shall occur after recommendation by the Airport Manager after consultation with the Watsonville Airport Advisory Committee. The City Council shall insure that projects are consistent with the provisions of paragraph 13(b)2 by the adoption of findings of consistency.

13.e.1.2 Airport Plans and Construction

One of the roles of the City Council is to determine that any proposed airport master plan modifications are consistent with the adopted Airport land use policies in WatsonvilleVISTA and adopt findings indicating that revisions are consistent with the Airport Land Use components of WatsonvilleVISTA.

Airport Expansion Plans are defined in PUC Section 21664.5 and apply to the above review requirements for any airport expansion project that entails amendment of an Airport Permit issued by the California Department of Transportation (California Public Utilities Code, Regulation of Airports, Section 21664.5). Airport expansion is defined to include:

- the construction of a new runway;
- the extension or realignment of an existing runway; or
- the acquisition of runway protection zones or any interest in land for the purpose of the above.
13.0 PUBLIC HAZARDS

13.e.2 Other Actions Potentially Subject to City Council Review

The need for submittal of individual development proposals are subject to the discretion of the City Council. The City Council can request that certain major land use actions continue to be submitted for review. Such review shall be voluntary so long as the project is fully consistent with the Airport land use policies contained in this Plan. Any action taken by the Council on a project that is consistent with the Plan shall be advisory only. Such review shall occur after consultation with the Watsonville Airport Advisory Committee and the Airport Manager.

13.f Relationship to Local General Plans and Zoning

The Airport land use policies in WatsonvilleVISTA are intended to ensure that all other applicable specific plans and zoning ordinances implement policies that take into account factors that influence compatibility between the Airport and surrounding land uses. Land uses designated in zoning ordinances and other specific plans should be made consistent with the airport land use compatibility criteria to the extent that the affected areas are not already extensively developed. At the time of adoption of WatsonvilleVISTA land uses will fall into one of three categories:

- consistent with the airport compatibility criteria; or
- approved with conditions.
- Inconsistent with the airport compatibility criteria
3.g Safety

13.g.1 Objective

The intent of land use safety criteria is to minimize the risks associated with an off-airport aircraft accident or emergency landing. The risk to both people and property in the vicinity of an airport and to people on board the aircraft has been considered. More stringent land use controls have been applied to airport safety zones with greater risk potential. The safety compatibility of proposed land uses within the Airport safety area shall be evaluated in accordance with the tables, figures and policies set forth in Section 13.h.

13.g.2 Measures of Safety Compatibility

Safety compatibility within the Airport safety zones is established by the compliance of an existing or proposed land use with policies listed in Figures 13.8 through 13.13, which are presented in Sections 13.h.1 through 13.h.6. The Safety compatibility criteria set limits on:

- The intensity of nonresidential development in terms of the number of people concentrated in areas most susceptible to aircraft accidents.
- The density of residential development, measured in terms of dwelling units per acre. The residential density limitations cannot be equated to the usage intensity limitations for nonresidential uses. As suggested by the Handbook guidelines, a greater degree of protection is warranted for residential uses.
- Development or expansion of certain uses that represent special safety concerns regardless of the number of people present.
- The extent to which development covers the ground and thus limits the options of where an aircraft in distress can attempt an emergency landing.

13.g.3 Factors Considered in Setting Safety Compatibility Criteria

- criteria applicable within each safety zone is the airport proximity within which aircraft accidents typically occur and the relative concentration of accidents within these locations. The most stringent land use controls shall be applied to the areas with the greatest potential risks. The risk information used in the general aviation accident data and analyses contained in the Handbook.
13.h. Evaluating Safety Compatibility for New Development in the Airport Safety Zones

Land use policies for runway safety zones are included in the Handbook and are presented since the City is required to adopt safety criteria included in the Handbook. These Safety Zones include:

- Zone 1: Runway protection zone and within runway object free area adjacent to the runway;
- Zone 2: Inner approach/departure zone;
- Zone 3: Inner turning zone;
- Zone 4: Outer approach/departure zone;
- Zone 5: Sideline zone; and
- Zone 6: Traffic pattern zone.

The generic extent for short and medium runway safety zones are presented in Figures 13.5 and 13.6, respectively. The geometric shape and size of these six zones are determined by the category of the runway. The Airport has two runways:

- Runway 8/26, which falls into the short general aviation category (a runway that is less than 4,000 feet long) since it is 3,999 feet long by 100 feet wide; and
- Runway 2/20, which falls into the medium general aviation category (a runway that is between 4,000 feet long and 5,999 feet long) because it is 4,501 feet long and 150 feet wide.

However, the City has determined that for purposes of land use compatibility planning that the Airport safety zones for the west end of Runway 8/26 are considered to be a combination of a short and medium runway. This is consistent with the guidance contained in the Handbook as described in Section 13.a.2. The Handbook indicates that if the length of a runway falls near the break point between two of the generic distances (i.e., near the break point between what is defined as a “short” runway and what is defined as a “medium” runway) that it may be appropriate to define Airport safety zones that are between the sizes of the standard zones for the two generic distances. For the Airport, the applicable Airport safety zones from the Handbook for a medium general aviation (GA) runway are used for Runway 2/20 and a combination of short and medium runway safety zone criterion are used for the west end of Runway 8/26.

As required by the ruling from Watsonville Pilots Association et al v. City of Watsonville, the criteria from the Handbook for these generic Airport safety zones, their respective land use compatibility policies, and land use intensities are incorporated into the policies presented in this Chapter.

For each runway at the Airport the runway length, approach categories, normal flight patterns, and aircraft fleet mix were considered. These factors are reflected in the safety zone shapes and sizes. The safety zones depicted in Figure 13.7 are based on zone dimensional criteria in the Handbook.
Figure 13.5 Safety Compatibility Zones for a Short General Aviation Runway.

Example 1:
Short General Aviation Runway

Assumptions:
• Length less than 4,000 feet
• Approach visibility minimums ≥ 1 mile or visual approach only
• Zone 1 = 250' x 450' x 1,000'

Source: California Airport Land Use Planning Handbook, 2011

Figure 13.6 Safety Compatibility Zones for a Medium General Aviation Runway.

Example 2:
Medium General Aviation Runway

Assumptions:
• Length 4,000 to 5,999 feet
• Approach visibility minimums ≥ 3/4 mile and < 1 mile
• Zone 1 = 1,000' x 1,510' x 1,700'

Source: California Airport Land Use Planning Handbook, 2011
Figure 13.7  Airport Safety Zones.

* Airport Safety Zone 1 for small runway is 250’ X 450’ X 1,000’
  Airport Safety Zone 1 for medium runway is 1,000’ X 1,510’ X 1,700’
  Airport Safety Zone 1 for Runway 06 is 250’ X 450’ X 1,000’

Source: City of Watsonville GIS Department, 2012
13.h.1 Zone 1: Runway Protection Zone

Zone 1 is characterized as a very high risk area. Aircraft on very close final approach or departure typically use Zone 1 areas. Downdrafts, wind gusts, low glide paths, runway overruns, aborted takeoffs, and engine failures are typically responsible for accidents within this zone. Aircraft typically approach and depart at an altitude of less than 200 feet within this zone.

Approximately 20 to 22 percent of near runway accidents occur within this zone. Basic compatibility policies include:

13.h.1.1 Normally Allow

- None.

13.h.1.2 Limit

- None.

13.h.1.3 Avoid

- Nonresidential uses except if very low intensity in character and confined to the outer sides.
- Parking lots, streets and major roads.

13.h.1.4 Prohibit

- All new structures and residential land uses.

13.h.1.5 Important Factors

- Airport ownership of Zone 1 property is strongly encouraged.
- Land uses in Zone 1 are subject to FAA standards.

Figure 13.8 Land Use Density Criteria for Zone 1.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td>0</td>
<td>0 (10)</td>
<td>0</td>
</tr>
<tr>
<td>Suburban</td>
<td>0</td>
<td>0 (10)</td>
<td>0</td>
</tr>
<tr>
<td>Urban</td>
<td>0</td>
<td>0 (10)</td>
<td>0</td>
</tr>
<tr>
<td>Dense Urban</td>
<td>0</td>
<td>0 (10)</td>
<td>0</td>
</tr>
</tbody>
</table>

Note: (1) Exceptions can be permitted for agricultural activities and roads provided that FAA criteria are satisfied
Source: Airport Land Use Planning Handbook, 2011
13.h.2 Zone 2: Inner Approach/Departure Zone

Zone 2 is characterized as a high risk area. Aircraft overflying at low altitudes on final approach and straight-out departures typically use Zone 2 areas. Downdrafts, wind gusts, low glide paths, runway overruns, emergency landings on straight-out departures, aborted takeoffs, and engine failures, and forced short landings, and under-shooting approaches are typically responsible for accidents within this zone. Aircraft typically approach and depart between an altitude of 200 and 400 feet within this zone. Approximately 8 to 22 percent of near-runway accidents occur within this zone. Development within Zone 2 is subject to avigation easement dedication requirements identified in Section 13.l.

13.h.2.1 Normally Allow

- Agricultural land uses
- Non-group recreation activities.
- Low-hazard materials storage and warehouses.
- Low-intensity light industrial uses and auto, aircraft, and marine repair services.

13.h.2.2 Limit

- Nonresidential land uses to activities that attract few people.

13.h.2.3 Avoid

- All residential uses except as infill in developed areas.
- Multi-story uses and uses with high density or intensity.
- Shopping centers and most food establishments.

13.h.2.4 Prohibit

- Theaters, meeting halls, and other assembly uses.
- Office buildings greater than three stories.
- Labor intensive industrial uses.
- Children’s schools, large daycare centers, hospitals, and nursing homes.
- Stadiums and other group recreational uses.
- Hazardous material storage (e.g. fuel, or explosive material storage).

Figure 13.9 Land Use Density Criteria for Zone 2.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td>(1)</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>Suburban</td>
<td>1 per 20 acres</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>Urban</td>
<td>0</td>
<td>60</td>
<td>120</td>
</tr>
<tr>
<td>Dense Urban</td>
<td>0</td>
<td>(2)</td>
<td>(2)</td>
</tr>
</tbody>
</table>

Note: (1) Maintain current zoning if less than density criteria for suburban setting
(2) Allow infill development up to average intensity of comparable surrounding uses
Source: Airport Land Use Planning Handbook, 2011
13.h.3 Zone 3 Inner Turning Zone

Zone 3 is characterized as a moderate to high risk area. Smaller aircraft, especially smaller piston-powered aircraft use this area as a turning base for final approach for landing or during the initiation of en route direction changes on departures. Common accident types during landing procedures include overshooting a final turn and inappropriately crossing controls in an attempt to return to the runway, which would result in a tail spin, stall and uncontrolled crash. Accidents related to departure typically include mechanical failure and losing control during tight turns. Aircraft typically approach and depart at an altitude of 500 feet within this zone. Approximately four to eight percent of near-runway accidents occur within this zone. Development within Zone 3 is subject to avigation easement dedication requirements identified in Section 13.l.

13.h.3.1 Normally Allow

- Agricultural land uses
- Non-group recreation activities
- Low-intensity light industrial uses and auto, aircraft, and marine repair services
- Greenhouses, low hazard material storage and warehouses, and mini storage warehouses.

13.h.3.2 Limit

- Residential uses to very low densities.
- Office and other commercial land uses to low intensities.

13..3.3 Avoid

- Commercial and other nonresidential uses having higher usage densities.
- Buildings with more than three habitable floors above ground.
- Hazardous uses (aboveground bulk fuel storage).

13.h.3.4 Prohibit

- Major shopping centers, theaters, meeting halls, and other assembly facilities.
- Children’s schools, large daycare centers, hospitals, and nursing homes.
- Stadiums, group recreational uses.

Figure 13.10 Land Use Density Criteria for Zone 3.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>50</td>
<td>150</td>
</tr>
<tr>
<td>Suburban</td>
<td>1 per 5 acres</td>
<td>70</td>
<td>210</td>
</tr>
<tr>
<td>Urban</td>
<td>2</td>
<td>100</td>
<td>300</td>
</tr>
<tr>
<td>Dense Urban</td>
<td>2</td>
<td>(2)</td>
<td>(2)</td>
</tr>
</tbody>
</table>

Note: (1) Maintain current zoning if less than density criteria for suburban setting
(2) Allow infill development up to average intensity of comparable surrounding uses
Source: Airport Land Use Planning Handbook, 2011
13.h.4 Zone 4 Outer Approach/Departure Zone

Zone 4 is characterized as a moderate risk zone. Aircraft are usually approaching at a less than aviation traffic pattern altitude. Common accident scenarios include undershooting the runway or engine failure during takeoff. Aircraft typically approach and depart at an altitude of 1,000 feet within this zone. Approximately two to six percent of near-runway accidents occur within this zone. Development within Zone 4 is subject to avigation easement dedication requirements identified in Section 13.l.

13.h.4.1 Normally Allow

- Agricultural land uses
- Non-group recreation activities
- Low-hazard materials storage and warehouses
- Low-intensity light industrial uses and auto, aircraft, and marine repair services
- Greenhouses, mini storage warehouses
- Light industrial and vehicle repair services
- Restaurants, retail, and industry.

13.h.4.2 Limit

- Residential land uses to a low density, where noise is acceptable for residential land use.

13.h.4.3 Avoid

- High intensity residential or office buildings.

13.h.4.4 Prohibit

- Children's schools, large daycare centers, nursing homes, and hospitals.
- Stadiums and group recreational areas.

13.h.4.5 Other Factors

- Most low to moderate intensity land uses are acceptable.
- Consider potential airspace restrictions for energy and industrial projects/facilities.

Figure 13.11 Land Use Density Criteria for Zone 4.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td>(1)</td>
<td>70</td>
<td>210</td>
</tr>
<tr>
<td>Suburban</td>
<td>1 per 5 acres</td>
<td>100</td>
<td>300</td>
</tr>
<tr>
<td>Urban</td>
<td>(2)</td>
<td>150</td>
<td>450</td>
</tr>
<tr>
<td>Dense Urban</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
</tr>
</tbody>
</table>

Note: (1) Maintain current zoning if less than density criteria for suburban setting
(2) Allow infill development up to average intensity of comparable surrounding uses
Source: Airport Land Use Planning Handbook, 2011
13.h.5 Zone 5: Sideline Zone

Zone 5 is characterized as a low to moderate risk area that is not normally overflown. Risks associated with the sideline zone are usually restricted to aircraft being blown into or losing directional control during takeoff as a result of abnormal engine torque/failure, pilot error, or high gusts of wind. Approximately three to five percent of near-runway accidents occur within this zone. Development within Zone 5 is subject to avigation easement dedication requirements identified in Section 13.l.

13.h.5.1 Normally Allow

- Agricultural land uses
- Non-group recreation activities
- Low-hazard materials storage and warehouses
- Low-intensity light industrial uses and auto, aircraft, and marine repair services
- Greenhouses, mini storage warehouses
- Light industrial and vehicle repair services
- Restaurants, retail, and industry.
- All common aviation-related activities provided that FAA height-limit criteria are met.

13.h.5.2 Limit

- Office and other commercial land uses to low intensities.

13.h.5.3 Avoid

- Avoid residential uses, unless directly associated with the Airport (noise is also a factor).
- High intensity non-residential land uses

13.h.5.4 Prohibit

- Stadiums and group recreational uses.
- Children’s schools, large daycare centers, hospitals, and nursing homes.

Figure 13.12 Land Use Density Criteria for Zone 5.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td>[1]</td>
<td>50</td>
<td>150</td>
</tr>
<tr>
<td>Suburban</td>
<td>1 per 2 acres</td>
<td>70</td>
<td>210</td>
</tr>
<tr>
<td>Urban</td>
<td>[2]</td>
<td>100</td>
<td>300</td>
</tr>
</tbody>
</table>

Note:  (1) Maintain current zoning if less than density criteria for suburban setting  
       (2) Allow infill development up to average intensity of comparable surrounding uses  

Source: Airport Land Use Planning Handbook, 2011
13.0 PUBLIC HAZARDS

13.h.6 Zone 6

Zone 6 is characterized as a low-risk area where aircraft perform normal maneuvers. Aircraft typically operate in this area at an altitude between 1,000 feet and 1,500 feet above the runway. Common accident scenarios typically involve aircraft making emergency landings during a failed departure, or pattern accidents in the proximity of the airport on arrival. Approximately 18 to 29 percent of near-runway accidents occur within this zone. Although this constitutes a large percentage of runway accidents, this is primarily due to the fact that Zone 6 covers such a large surface area surrounding the airport. Development within Zone 6 is subject to avigation easement dedication requirements identified in Section 13.l.

13.h.6.1 Normally Allow

- Agricultural land uses
- Non-group recreation activities
- Low-hazard materials storage and warehouses
- Low-intensity light industrial uses and auto, aircraft, and marine repair services
- Greenhouses, mini storage warehouses
- Light industrial and vehicle repair services
- Restaurants, retail, and industry.
- All common aviation-related activities provided that FAA height-limit criteria are met.
- Residential land uses (however, noise and overflight impacts should be considered where ambient noise levels are low).

13.ih.6.2 Limit

- Processing and storage of highly hazardous materials.

13.ih.6.3 Avoid

- Outdoor stadiums and similar uses with very high intensities.
- Children's schools, large day care centers, hospitals, and nursing homes.

13.ih.6.4 Prohibit

- No land uses are prohibited in Zone 6.

Figure 13.13 Land Use Density Criteria for Zone 6.

<table>
<thead>
<tr>
<th></th>
<th>Maximum Residential Densities</th>
<th>Maximum Nonresidential Intensities</th>
<th>Maximum Single Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of dwelling units per gross acre</td>
<td>Average number of people per gross acre</td>
<td>2x the average number of people per gross acre</td>
</tr>
<tr>
<td>Rural</td>
<td>No Limit (1)</td>
<td>150</td>
<td>600</td>
</tr>
<tr>
<td>Suburban</td>
<td>No Limit (1)</td>
<td>200</td>
<td>800</td>
</tr>
<tr>
<td>Urban</td>
<td>No Limit (1)</td>
<td>No Limit (2)</td>
<td>No Limit (2)</td>
</tr>
<tr>
<td>Dense Urban</td>
<td>No Limit (1)</td>
<td>No Limit (2)</td>
<td>No Limit (2)</td>
</tr>
</tbody>
</table>

Note: (1) Maintain current zoning if less than density criteria for suburban setting
(2) Allow infill development up to average intensity of comparable surrounding uses

Source: Airport Land Use Planning Handbook, 2011
13.1 Residential Development Criteria

In determining compliance with the residential density limits listed in Section 13.h, the following factors shall be considered:

- For projects that are solely residential, the acreage evaluated equals the project site size which may include multiple parcels. See Section 13.i.9 with regard to mixed-use development.
- Secondary units, as defined by state law, shall be excluded from density calculations. As indicated in the Development by Right Policy, construction of a single-family home, including a second unit as defined by state law, on a legal lot of record as of the date of adoption of the compatibility policies within WatsonvilleVISTA is allowed in all safety zones except where residential land uses are prohibited.

13.1.1 Limits on Clustering

As used in this Chapter, “clustering” refers to the concentration of development (measured in terms of dwellings or people per acre) into a portion of the site, leaving other portions of the site relatively less developed or as open land. To a degree, clustering of development is desirable from an airport land use safety compatibility perspective in that more places where an aircraft can attempt an emergency landing would then potentially remain. However, clustering poses the risk that an out-of-control aircraft could strike the location where the development is clustered. To guard against this risk, limitations on the maximum concentrations of dwellings or people in a small area of a large project site are appropriate.

Clustering of new residential uses in the Airport’s safety zones is limited as follows:

- Clustering is not allowed in zones where new residential uses are prohibited (e.g., Zone 1);
- In zones where the risk of an aircraft accident is considered high; (e.g., Zones 2 and 3), the density of clustered new residential uses should be kept low, relative to the jurisdiction (see Figures 13.8 through 13.13).
- In Zone 4, where the risk of an aircraft accident is lessened but still substantial given its location relative to the runway centerline, the density of clustered new residential uses is in the mid to mid-low range, relative to the jurisdiction (e.g., 3 to 5 dwelling units per acre).
- In Zone 5, land is almost always owned by the Airport. Therefore, clustering of residential land uses should be avoided and only allowed in this area if it is directly associated with the Airport.
- Zone 6 has no limitations on site wide or single-acre new residential development density.

Clustering of nonresidential uses on a single 1.0-acre site should not exceed single-acre intensity limits defined for the particular safety zone. Clustering is prohibited in Zone 1 and discouraged in Zones 2 and 3.
13.i.2 Infill Development

Where land uses not in conformance with the policies within this Chapter exist at the time of adoption, infill of similar land uses may be allowed to occur in that area even if the proposed new land use is otherwise incompatible with respect to the compatibility criteria for that location. Infill development should not be allowed in the following locations:

- Any safety zone where residential development has been prohibited (e.g., Zone 1).
- Where the dwelling units would be exposed to Airport noise higher than 65 dB CNEL.

In other locations within the Airport safety area, a site can be considered for infill development as long as it is located in an area identified by the local agency as suitable for infill development, and the area meets the following conditions:

- The project site proposed for infill development is no larger than 20 acres.
- At least 65% of the infill area, together with lands lying within 1,000 feet of the perimeter of the infill area, must have been developed prior to adoption of the Airport land use policies with similar uses not in conformance with the policies within Watsonville VISTA.
- Development of the infill area would not extend the perimeter of the area defined by the existing, incompatible land uses.
- In Airport safety zones 1-5 within the City limits, residential infill development shall be limited to one single family residence and one accessory dwelling unit per legal parcel of record, so long as development standards outlined in Watsonville Municipal Code Chapter 14 can be met.

13.i.3 Mixed-Use Development

For projects involving a mixture of residential and nonresidential uses, the following policies apply:

- Where the residential and nonresidential uses are proposed to be situated on separate parts of the project site, the project shall be evaluated as if it were two separate developments. The residential density shall be calculated with respect to the area to be devoted to residential development and the nonresidential intensity calculated with respect to the area proposed for nonresidential uses. This provision means that the residential density cannot be averaged over the entire project site when nonresidential uses will occupy some of the area and the same limitation applies in reverse.
- Development in which residential uses are proposed to be located in conjunction with nonresidential uses in the same or nearby buildings on the same site must meet both residential density and nonresidential intensity criteria. The number of dwelling units shall not exceed the density limits indicated in Figures 13.8 through 13.13. Additionally, the normal occupancy of the residential portion shall be added to that of the nonresidential portion and the total occupancy shall be evaluated with respect to the nonresidential usage intensity criteria cited in Figures 13.8 through 13.13.
- Mixed-use development shall not be allowed where the residential component would be exposed to noise levels above the limits set in Section 13.n.
13.i.4 Nonresidential Development Criteria:

In determining compliance with the nonresidential intensity limits in Figures 13.8 through 13.13, the following factors shall be considered:

- The number of people expected to occupy a nonresidential development may be calculated through any of several methods including relationships to International Building Code occupancy levels, parking space requirements, floor area ratios, or actual counts at other similar facilities.
- Usage intensity calculations shall include all people (e.g., employees, customers/visitors) who may be on the property at any single point in time, whether indoors or outdoors.
- Exceptions can be made for rare special events (e.g., an air show at the Airport) for which a facility is not designed and normally not used and for which extra safety precautions can be taken as appropriate.

13.i.5 Land Uses of Special Concern

- Certain types of land uses represent special safety concerns despite the number of people associated with those uses. In other instances these uses shall be avoided or allowed only if a site outside the zone would not serve the intended function. When allowed, special measures shall be taken to minimize hazards to the facility and occupants.

13.i.6 Uses Having Vulnerable Occupants

Uses having vulnerable occupants are those in which the majority of occupants are children, elderly, and/or disabled—people who have reduced effective mobility or may be unable to respond to emergency situations. The primary uses in this category include:

- children's schools;
- daycare centers;
- hospitals, health care centers, and similar facilities, especially where patients remain overnight;
- nursing homes; and
- inmate facilities.

13.i.7 Density Calculation Methodologies

13.i.7.1 Parking Ordinance

The number of people who could be present in a given area can be calculated based on the number of parking spaces required by the zoning ordinance. If this methodology is used to calculate building occupancy, some assumptions regarding the number of people per vehicle need to be developed to calculate the number of people on-site. The number of people per acre can then be calculated by dividing the number of people on-site by the size of the parcel in acres. This approach is appropriate where the use is expected to be dependent upon access by vehicles. Conversely, this approach may not be appropriate for more urban developments, including transit-oriented development, where fewer parking spaces are provided to discourage single occupancy vehicle trips.
13.0 PUBLIC HAZARDS

13.0.1.7.2 California Building Code (CBC) Maximum Occupancy

The CBC can be used as a standard for determining the maximum occupancy of certain uses. The information provided in Figures 13.14 and 13.15 indicates the required number of square feet per occupant and the average intensities for nonresidential uses, respectively. The number of people on the site can be calculated by dividing the total floor area of a proposed use by the minimum square feet per occupant requirement listed in the table. The maximum occupancy can then be divided by the size of the parcel in acres to determine the people per acre. Surveys of actual occupancy levels conducted by various agencies have indicated that many retail and office uses are generally occupied at no more than 50% of their maximum occupancy levels, even at the busiest times of day. Therefore, the number of people calculated for office and retail uses should usually be adjusted (50%) to reflect the actual occupancy levels before making the final people-per-acre determination. Even with this adjustment, the CBC-based methodology typically produces intensities at the high end of the likely range.

13.0.1.7.3 Other Methodologies

Some uses (such as theaters or churches) may be calculated based on the number of fixed seats. This is likely to produce a range between the two methods described above. Certain uses may require an estimate based upon a survey of similar uses. This approach is more difficult, but is appropriate for uses which, because of the nature of the use, cannot be reasonably estimated based upon parking or square footage.

The City of Watsonville has determined that utilization of the California Building Code (CBC) will yield the most consistent occupancy limits in determining density in airport safety zones.

13.0.1.7.4 Calculation based on CBC

Proposed Development: Two office buildings, each two stories and containing 20,000 square feet of floor area per building. Site size is 3.0 net acres. Counting a portion of the adjacent road, the gross areas of the site is 3.5± acres.

Using the CBC as the basis for estimating building occupancy yields the following results for the above example:

- 40,000 square foot building / 100 square feet per occupant = 400 people max building occupancy
- 400 max building occupancy X 50% adjustment = 200 people maximum on site
- 200 people / 3.5 acres gross site size = 57 people per acre average for the site

13.0.1.7.5 Sample Calculation Based on CBC

For the purposes of the CBC-based methodology, the furniture store is assumed to consist of 50% retail sales floor (at 30 square feet per occupant) and 50% warehouse (at 500 square feet per occupant). Usage intensities would therefore be estimate as follows:

- 12,000 sq. ft. retail floor area / 30 sq. ft. per occupant = 400 people max. occupancy in retail area
- 12,000 sq. ft. warehouse floor area / 500 sq. ft. per occupant = 24 people max occupancy in warehouse area
- Maximum occupancy under CBC assumptions = 400 + 24 = 424 people
- Assuming typical peak occupancy is 50% of CBC numbers = 212 people maximum expected at any one time
- 212 people / 1.26 acres gross site size = 168 people per acre average for the site
### Figure 13.14 Maximum Floor Area Allowances per Occupant.

<table>
<thead>
<tr>
<th>Function of Space</th>
<th>Floor Area per Occupant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessory storage areas, mechanical equipment room</td>
<td>300 gross</td>
</tr>
<tr>
<td>Agricultural building</td>
<td>300 gross</td>
</tr>
<tr>
<td>Aircraft hangars</td>
<td>500 gross</td>
</tr>
<tr>
<td>Airport terminal</td>
<td></td>
</tr>
<tr>
<td>Baggage claim</td>
<td>20 gross</td>
</tr>
<tr>
<td>Baggage handling concourse</td>
<td>300 gross</td>
</tr>
<tr>
<td>Waiting areas</td>
<td>100 gross</td>
</tr>
<tr>
<td>Assembly Assembly</td>
<td>15 gross</td>
</tr>
<tr>
<td>Gaming floors (keno, slots, etc.)</td>
<td>11 gross</td>
</tr>
<tr>
<td>Assembly with fixed seats</td>
<td>15 gross (1) See section 1004.7</td>
</tr>
<tr>
<td>Assembly without fixed seats</td>
<td></td>
</tr>
<tr>
<td>Concentrated (chairs only - not fixed)</td>
<td>15 gross</td>
</tr>
<tr>
<td>Standing space</td>
<td>5 net</td>
</tr>
<tr>
<td>Unconcentrated</td>
<td>7 net</td>
</tr>
<tr>
<td>Bowling centers, allow 5 persons for each lane including 15 feet of runway, and for additional area</td>
<td>7 net</td>
</tr>
<tr>
<td>Business areas</td>
<td>100 gross</td>
</tr>
<tr>
<td>Courtrooms other than fixed seating areas</td>
<td>40 net</td>
</tr>
<tr>
<td>Day care</td>
<td>35 net</td>
</tr>
<tr>
<td>Dormitories</td>
<td>50 gross</td>
</tr>
<tr>
<td>Educational</td>
<td></td>
</tr>
<tr>
<td>Classroom areas</td>
<td>20 net</td>
</tr>
<tr>
<td>Shops and other vocational room areas</td>
<td>50 net</td>
</tr>
<tr>
<td>Exercise room</td>
<td>50 gross</td>
</tr>
<tr>
<td>H-5 fabrication and manufacturing areas</td>
<td>200 gross</td>
</tr>
<tr>
<td>Industrial areas</td>
<td>100 gross</td>
</tr>
<tr>
<td>Institutional areas</td>
<td></td>
</tr>
<tr>
<td>Inpatient areas</td>
<td>240 gross</td>
</tr>
<tr>
<td>Outpatient areas</td>
<td>100 gross</td>
</tr>
<tr>
<td>Sleeping areas</td>
<td>120 gross</td>
</tr>
<tr>
<td>Kitchens, commercial</td>
<td>200 gross</td>
</tr>
<tr>
<td>Laboratory</td>
<td></td>
</tr>
<tr>
<td>Educational</td>
<td>50 net</td>
</tr>
<tr>
<td>Laboratories, non-educational</td>
<td>100 net</td>
</tr>
<tr>
<td>Laboratory suite</td>
<td>200 gross</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Function of Space</th>
<th>Floor Area per Occupant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>50 net</td>
</tr>
<tr>
<td>Reading rooms</td>
<td></td>
</tr>
<tr>
<td>Stack area</td>
<td>100 gross</td>
</tr>
<tr>
<td>Locker rooms</td>
<td>50 gross</td>
</tr>
<tr>
<td>Mercantile</td>
<td></td>
</tr>
<tr>
<td>Areas on other floors</td>
<td>60 gross</td>
</tr>
<tr>
<td>Basement and grade floor areas</td>
<td>30 gross</td>
</tr>
<tr>
<td>Storage, stock, shipping areas</td>
<td>300 gross</td>
</tr>
<tr>
<td>Parking garages</td>
<td>200 gross</td>
</tr>
<tr>
<td>Residential</td>
<td>200 gross</td>
</tr>
<tr>
<td>Skating rinks, swimming pools</td>
<td></td>
</tr>
<tr>
<td>Rink and pool</td>
<td>50 gross</td>
</tr>
<tr>
<td>Decks</td>
<td>15 gross</td>
</tr>
<tr>
<td>Stages and platforms</td>
<td>15 net</td>
</tr>
</tbody>
</table>

**Note:**
1. Maintain current zoning if less than density criteria for suburban setting
2. Allow infill development up to average intensity of comparable surrounding uses

**Source:** Airport Land Use Planning Handbook
Figure 13.15 Average Intensities for Nonresidential Uses.

<table>
<thead>
<tr>
<th>Type of Use</th>
<th>Typical Intensity</th>
<th>People Per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small retail shops (not shopping center)</td>
<td>20 – 30</td>
<td></td>
</tr>
<tr>
<td>Local retail centers (grocery/drug store anchor)</td>
<td>65 – 85</td>
<td></td>
</tr>
<tr>
<td>“Big Box” centers (single story, surface parking)</td>
<td>90 – 120</td>
<td></td>
</tr>
<tr>
<td>Major retail centers / malls (1-2 stories)</td>
<td>150 – 250</td>
<td></td>
</tr>
<tr>
<td>Fast food dining</td>
<td>120 – 150</td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>90 – 120</td>
<td></td>
</tr>
<tr>
<td>Offices / banks (1-2 stories)</td>
<td>60 – 120</td>
<td></td>
</tr>
<tr>
<td>Motels</td>
<td>40 – 60</td>
<td></td>
</tr>
<tr>
<td>Light Industrial</td>
<td>20 – 50</td>
<td></td>
</tr>
<tr>
<td>Warehouses</td>
<td>10 – 20</td>
<td></td>
</tr>
</tbody>
</table>

With respect to the single-acre intensity criteria, the entire building occupancy would again be within less than 1.0 acre, thus yielding the same intensity of 168 people per single acre.

Development of the site should not exceed:

- the median density/intensity represented by all existing residential/nonresidential lots that lie within 1,000 feet from the boundary of the infill area; or
- double the density/intensity permitted within the safety zone in which the proposed infill project is located.

For a second example using the CBC-based methodology, assume a 3.38-acre development in Zone 3 with a proposed office development consisting of two 20,100-square-foot building separated by a parking lot. The total amount of office development would be 40,200 square feet. The number of people per acre is calculated using 100 square feet per occupant. Usage intensities would therefore be estimated as follows:

- 40,200 square feet of office / 100 sq. ft. per occupant = 402 people
- Assuming typical peak occupancy is 50% of CBC numbers = 201 people maximum expected at any one time (402 x 50%)
- 201 people / 3.38 acres gross site size = 59 people per acre average for the site

With respect to the single-acre intensity criteria, assume that the maximum number of people per single acre would be:

- 20,100 square feet of office / 100 square feet per occupant = 201 people
- 201 people for the maximum single acre is less than the maximum density criteria of 300 persons per single acre
### 13.i.8. Hazardous Materials Storage

Materials that are flammable, explosive, corrosive, or toxic constitute special safety compatibility concerns to the extent that an aircraft accident could cause release of the materials and thereby pose dangers to people and property in the vicinity. Facilities in this category include:

- oil refineries and chemical plants that manufacture, process, and/or store bulk quantities of hazardous materials generally for shipment elsewhere; and
- otherwise compatible land uses where hazardous materials are stored in smaller quantities primarily for on-site use.

### 13.i.9 Critical Community Infrastructure

This category pertains to facilities that damage or destruction of which would cause significant adverse effects to public health and welfare well beyond the immediate vicinity of the facility. Among these facilities are:

- emergency services facilities such as police and fire stations; and
- emergency communications facilities, power plants, and other utilities.

### 13.i.10 Open Land

Airport Safety Zones require a percentage of land to remain undeveloped to mitigate the potential for property damage and risks to life in unplanned emergency scenarios during arrival or takeoff. Figure 13.16 presents the Airport Safety Zones and the corresponding percentage of open land requirements associated with each zone. Particular emphasis should be given to preserving as much open land as possible in locations close to the extended runway centerline. This is primarily due to the accident potential of areas near the extended centerline of runways versus the accident potential of areas on the peripheral of Airport Safety Zones. To qualify as open land, an area should:

- be free of most structures and other major obstacles such as walls, large trees or poles (greater than 4 inches in diameter, measured 4 feet above the ground), and overhead wires; and
- have minimum dimensions of approximately 75 feet by 300 feet (0.5 acres).

<table>
<thead>
<tr>
<th>Airport Safety Zone</th>
<th>Percentage of Land Preservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Runway Protection Zone</td>
<td>Maintain all undeveloped land clear of obstruction in accordance with FAA standards</td>
</tr>
<tr>
<td>2: Inner Approach/Departure Zone</td>
<td>25%-30% of the overall zone with particular emphasis on the extended runway centerline</td>
</tr>
<tr>
<td>3: Inner Turning Zone</td>
<td>15% to 20% of the zone</td>
</tr>
<tr>
<td>4: Outer Approach/Departure Zone</td>
<td>15% to 20% open land with particular emphasis on the extended runway centerline</td>
</tr>
<tr>
<td>5: Sideline Zone</td>
<td>25% to 30% of usable open land</td>
</tr>
<tr>
<td>6: Traffic Pattern Zone</td>
<td>10% of usable open area, or an open area every ¼ to ½ mile should be provided</td>
</tr>
</tbody>
</table>

Source: California Airport Land Use Planning Handbook, 2011
Open land areas should be oriented with the typical direction of aircraft flight over the location involved. Roads and automobile parking lots are acceptable as open land areas if they meet the above criteria. Individual parcels may be too small to accommodate the minimum-size open area requirement. Consequently, the identification of open land areas suitable for land preservation could initially be accomplished as part of medium (5 acres or more) development projects. In areas that qualify for infill development standards the Open land area section generally do not apply.

Contiguous landscaped and parking areas are encouraged as a means of increasing the size of preserved land. Building envelopes and the airport safety zones should be indicated on all development plans and tentative maps for projects located within the Airport safety area. Portraying this information is intended to ensure that individual development projects provide the open land rates identified in WatsonvilleVISTA.

13.j Airspace Protection

13.j.1 Policy Objective

Tall structures, trees, and other objects, particularly when located near airports or on high terrain, may constitute hazards to aircraft in flight. Other land use features also can create hazards to flight by attracting wildlife, causing visual impairment, or generating electronic interference. Federal regulations establish the criteria for evaluating these hazards, but the federal government cannot prevent their creation.

13.j.2 Measures of Airspace Protection Compatibility

Regulations enacted by the FAA and the State of California for the protection of airspace are applicable in determining an object or a proposed development’s compatibility with protected airspace at the Airport. The Airport shall be evaluated in accordance with the policies in this section, including applicable airspace protection surfaces depicted in Figure 13.17.

13.j.3 Airspace Obstruction Compatibility Criteria

The criteria for determining the acceptability of a project with respect to height shall be based upon:

- the standards set forth in Federal Aviation Regulations (FAR) Part 77, Subpart C, Objects Affecting Navigable Airspace;
- the United States Standard for Terminal Instrument Procedures (TERPS); and
- applicable airport design standards published by the FAA.
- Subpart B, Notice of construction or Alteration, of regulations requires that the FAA be notified of any proposed construction or alterations of objects within 20,000 feet of a runway and having a height that would exceed a 100:1 imaginary surface beginning at the nearest point of the runway.
Figure 13.17  Airspace Protection Surfaces (Part 77).

Source: California Airport Land Use Planning Handbook, 2011
13.0 PUBLIC HAZARDS

Except as provided in other sections of this Chapter, no object, including mobile objects such as a vehicle, or temporary objects, such as a construction crane, shall have a height that would result in penetration of the airspace protection surface depicted for the Airport in Figure 13.17. Any object that penetrates one of these surfaces is, by FAA definition, deemed an obstruction.

Other than within the primary surface and beneath the approach or transitional surface, no object shall be limited to a height of less than 35 feet above the ground even if the object would constitute an obstruction. A proposed object having a height that exceeds the airport’s airspace protection surface shall be allowed only under the following circumstances:

- as the result of an aeronautical study, the FAA determines that the object would not be a hazard to air navigation;
- marking and lighting of the object will be installed as directed by the FAA aeronautical study or the California Division of Aeronautics and in a manner consistent with FAA standards in effect at the time the construction is proposed;
- an avigation easement is dedicated to the City; and
- the use complies with all policies of this Chapter related to noise and safety compatibility.

13.j.4 Other Flight Hazards

Land uses that may cause visual, electronic, or wildlife hazards, particularly bird strike hazards, to aircraft in flight or taking off or landing at the Airport shall be allowed within the Airport safety area only if the uses are consistent with FAA rules and regulations. Specific characteristics to be avoided include:

- sources of glare (such as from mirrored or other highly reflective buildings or building features) or bright lights (including search lights and laser light displays);
- distracting lights that could be mistaken for airport lights;
- sources of dust, steam, or smoke that may impair pilots’ vision;
- sources of steam or other emissions that cause thermal plumes or other forms of unstable air;
- sources of electrical interference with aircraft communications or navigation; and
- any proposed use that creates an increased attraction for wildlife and that is inconsistent with FAA rules and regulations including, but not limited to, FAA Order 5200.5A, Waste disposal Sites on or Near Airports, and Advisory Circular 150/5200-33, Hazardous Wildlife Attractants On or Near Airports. Of particular concern are landfills and certain recreational or agricultural uses that attract large flocks of birds that pose bird strike hazards to aircraft in flight.

To resolve any uncertainties with regard to the significance of the above types of flight hazards, the City should consult with FAA officials.
13.j.4.1 Hazardous Wildlife Attractants

A variety of land uses, facilities, and structures on and near airports can create wildlife hazard attractants that pose a threat to aircraft operations. Examples of these include sanitary landfills, water management facilities (e.g., drinking water intake and treatment facilities, storm water and wastewater treatment facilities, and ponds built for recreational use), wetlands, agricultural areas, natural areas, and landscaping. The FAA provides guidance on separation criteria for potential wildlife hazard attractants (non-compatible land uses and facilities) in FAA Advisory Circular 150/5200-33B, “Wildlife Hazard Attractants on and near Airports.” This guidance provides a graphic that identifies a 5,000-foot separation distance from an airport operation area serving piston-powered aircraft, a 10,000-foot separation distance from an airport operation area servicing turbine-powered aircraft, and a 5-mile radius for approach, departure, and aircraft operating in a standard traffic pattern.

Though the separation criteria described in Figure 13.18 is recommended by the FAA, it may be infeasible to adopt such far-reaching review boundaries (particularly for Perimeter C). Therefore, special review considerations should only be given to projects that occur within these perimeter zones. This consideration is especially relevant for projects that propose:

- wetland mitigation within the perimeter zones;
- water management facilities;
- sanitary landfills;

13.k Overflight Safety

13.k.1 Policy Objective

Noise from individual operations, especially by comparatively loud aircraft, can be intrusive and annoying in locations beyond the limits of the mapped noise contours. Sensitivity to aircraft overflights vary from one person to another. The purpose of overflight compatibility policies is to help notify people about the presence of overflights near airports so that they can make more informed decisions regarding acquisition or lease of property in the affected areas. Overflight compatibility is particularly important with regard to residential land uses.

13.k.2 Overflight Compatibility Policies

The overflight compatibility policies set forth in this section do not restrict the manner in which land can be developed or used. The policies serve only to establish the requirements for notice of airport proximity to be given in conjunction with real estate transactions.

13.k.3 Overflight Notification Area

The boundaries of the area around the Airport within which Airport proximity notification is required by State law as described in this Chapter and depicted in Figure 13.7. This figure also depicts the locations avigation easement dedication is required as a development condition.
Figure 13.18 Perimeter Zones for Wildlife Hazards.

Perimeter A: For airports serving piston-powered aircraft, hazardous wildlife attractants must be 5,000 feet from the nearest operations area.
Perimeter B: For airports serving turbine-powered aircraft, hazardous wildlife attractants must be 10,000 feet from the nearest air operations area.
Perimeter C: 5-mile range to protect approach, departure and circling airspace.

13.k.4 State Law Requirements Regarding Real Estate Transfer Disclosure

Effective January 1, 2004, California State statutes require that, as part of many residential real estate transactions, information must be disclosed regarding whether the property is situated within an airport influence area. These state requirements apply to the sale or lease of newly subdivided lands, condominium conversions, and to the sale of existing residential property. The statutes define an airport influence area as “…the area in which current or future airport-related noise, overflight, safety, or airspace protection factors may significantly affect land uses or necessitate restrictions on those uses as determined by an airport land use commission.” The Airport influence area for the Airport is identified as being a 2-mile radius from the airport. Where disclosure is required, the state statutes dictate that the following statement shall be provided:

“NOTICE OF AIRPORT IN VICINITY: This property is presently located in the vicinity of an airport, within what is known as an airport influence area. For that reason, the property may be subject to some of the annoyances or inconveniences associated with proximity to airport operations (for example: noise, vibration, or odors). Individual sensitivities to those annoyances can vary from person to person. You may wish to consider what airport annoyances, if any, are associated with the property before you complete your purchase and determine whether they are acceptable to you.”

As a condition for approval of residential land use development, an overflight notification shall be recorded. The following policies also establish procedural requirements for the transfer of real estate within the Airport influence area:

- the notification shall contain language as dictated by State law with regard to real estate transfer disclosure, which is covered in this section;
- the notification shall be evident to prospective buyers or renters of the applicable property;
- an overflight notification is not required for nonresidential development; and
- signs providing the above notice be prominently posted in the real estate sales office and/or other key locations at any new development within the airport area.

For the purposes of the Airport land use compatibility policies within this Chapter, the disclosure provisions of state law are deemed mandatory for new development and shall continue in effect as City Council policy even if the state law is revised or rescinded.
13.0 PUBLIC HAZARDS

13.1 Special Conditions

13.1.1 Nonconforming Uses

Existing uses (including a parcel or building) not in conformance with the Airport land use policies within this Chapter are subject to the following restrictions:

13.1.1.1 Nonconforming Residential Development

A nonconforming single-family residence may be reconstructed or expanded in building size provided that the reconstruction or expansion does not increase the number of dwelling units. For example, a bedroom could be added to an existing residence, but an additional dwelling unit could not be built unless that unit is a secondary dwelling unit as defined by State law. Policies for reconstruction include:

- a nonconforming multi-family use may be reconstructed in accordance with the Reconstruction Policy, but not expanded in number of dwelling units or floor area of the building; and
- the sound attenuation and avigation easement dedication requirements set by the Interior Noise Level and Easement Dedication Policies shall apply.

13.1.1.2 Nonconforming Nonresidential Development

A nonconforming nonresidential use may be continued, leased, or sold and the facilities may be maintained, altered, or, if required by state law, reconstructed provided that neither the portion of the site devoted to the nonconforming use nor the building’s floor area are expanded (unless the expansion is intended to meet accessibility requirements) and that the usage intensity (the number of people per acre) is not increased above the levels existing at the time the Airport land use policies contained within this Chapter are adopted. The sound attenuation and avigation easement dedication requirements set by the interior noise level and easement dedication policies in Section 13.1.4 of this Chapter shall apply under these circumstances.

13.1.2 Reconstruction

An existing nonconforming development that has been fully or partially destroyed as the result of a calamity (not planned reconstruction or redevelopment) may be rebuilt only under the following two conditions:

- Nonconforming residential uses may be rebuilt provided that the reconstruction does not result in either more dwelling units than existed on the parcel at the time of the damage or, for multi-family residential uses, an increase in the floor area of the building. Addition of a secondary dwelling unit to a single-family residence is permitted if in accordance with state law.
- A nonconforming nonresidential development may be rebuilt provided that the reconstruction does not increase the floor area of the previous structure or result in an increased intensity of use (i.e., more people per acre).
Reconstruction under the above scenarios must:

- have a permit deemed complete by the local jurisdiction within twenty-four (24) months of the date the damage occurred;
- shall incorporate sound attenuation features to the extent required by the interior noise Policies in Section 13.g and consistent with the California Noise Standards;
- shall be conditioned upon dedication of an avigation easement to the City if required under the easement dedication policy in Section 13.1.4; and
- shall comply with FAR Part 77 requirements.

Reconstruction in accordance with the two conditions mentioned above shall not be permitted in Zone 1 or where it would be in conflict with the policies in this Chapter or zoning ordinances of the City. Nothing in the above policies is intended to preclude work required for normal maintenance and repair.

13.1.3 Development by Right

Nothing in these policies prohibits:

- other than in Safety Zone 1, construction of a single-family home, including a second unit as defined by state law, on a legal lot of record as of the date of adoption of the Airport land use policies within WatsonvilleVISTA if such use is permitted by local land use regulations;
- construction of other types of uses if local government approvals qualify the development as an existing land use; or
- lot line adjustments provided that new developable parcels would not be created and the resulting density or intensity of the affected property would not exceed the applicable criteria indicated in the Section 13.i.

The sound attenuation and avigation easement dedication requirements shall apply to development permitted under this policy.

13.1.4 Avigation Easement Dedication

As a condition for approval of projects meeting the conditions below, the property owner shall be required to dedicate an avigation easement to the City.

13.1.4.1 Avigation Easement Dedication Requirements

Avigation easements are required for projects situated within the following portions of the Airport influence areas:

- all locations within the CNEL 55 dB contour depicted in Figure 13.19;
- all locations within Safety Zones 1 through 6 as depicted in Figure 13.7; and
- all locations beneath the approach or transitional surfaces or in areas of terrain penetration of airspace protection surfaces as depicted in Figure 13.17.

Avigation easement dedication shall be required for any proposed development except ministerial actions associated with modification of existing single-family residences. The avigation easement shall:

- provide the right of flight in the airspace above the property;
- allow the generation of noise and other impacts associated with aircraft overflight;
- restrict the height of structures, trees and other objects in accordance with the airspace protection policies and the Airport Airspace Plan;
- permit access to the property for the removal or aeronautical marking of objects exceeding the established height limit; and
- prohibit electrical interference, glare, and other potential hazards to flight from being created on the property.
Emergency Preparedness
The policies for environmental constraint management and safety against local hazards have been developed as preventive measures in an effort to protect lives and property. Watsonville also recognizes the need to remain prepared should disaster strike. The City has prepared a state approved Emergency Preparedness Plan and has identified evacuation routes for the relocation of residents from any part within the City of Watsonville and surrounding areas affected by hazardous conditions. As illustrated in the Evacuation Routes map, routes have been selected to move the population toward any point of the compass depending on the nature of the emergency.

In addition, the Hazard Mitigation Plan, developed in 1990 after the Loma Prieta Earthquake, identifies several emergency preparedness improvements that are of benefit in emergencies. The implementation of the recommendations in that Plan will improve the City's overall emergency response capability.

The City has developed and adopted a Community-based Disaster Response Plan, which describes a method of organizing the efforts of the entire community around disasters. This plan includes coordinating the efforts of governmental agencies as well as schools, hospitals, businesses, non-profit agencies, and other community groups and addresses short-term and long-term recovery needs.

Development of a Local Hazard Mitigation Plan will incorporate both of these plans and will guide future hazard mitigation within the City.

Noise
Noise generated from existing and proposed transportation sources has been identified as the predominant source of noise in Watsonville. Noise contours can be used as a guide to establish a land use pattern that minimizes the exposure of residents of the community to excessive levels of noise. The maximum exterior sound level acceptable in residential and noise-sensitive areas (e.g. parks, churches, schools, etc.) is 60 dBA. If a noise-sensitive development is projected to lie within the 60 dBA contour, measures can be taken to minimize noise impacts, such as providing for adequate setback of developments from roadways or the incorporation of special designs into the proposed roadway or development site. The maximum allowable interior noise level is 45 dBA.

The noise environment has a significant impact upon a city's overall quality of life. Noise is generally defined as “unwanted sound” and the standard unit or measurement is the decibel, abbreviated dBA. Sound levels measured in dBA are calculated on a logarithmic basis similar to the scale used to measure earthquakes. Therefore, an increase of 10 dBA represents a 10-fold increase in the sound energy being released.
The decibel scale exhibits the following characteristics:

- A 10-dBA increase in an existing sound level approximately doubles the perceived loudness of the sound.
- For each doubling of distance away from a line source of noise, such as a road, noise levels are reduced by 3 to 5 dBA. Doubling the distance away from a point source reduces the noise level by 6 dBA.
- The addition of two equivalent noise sources will equal a new value 3 dBA higher than the original sounds. If one sound is greater than 10 dBA higher than an adjacent sound, the lesser sound will not contribute to the resulting sound level.
- According to the Environmental Protection Agency (EPA) and various noise studies, the effects of noise on people include the following:
  - Noise levels above 40-50 dBA can disturb a sleeping person.
  - Speech interference begins to occur at 45-50 dBA, becoming severe at 60 dBA and above.
  - Work performance can be affected at noise levels of 65 dBA and above.
  - Damage to the human ear can occur at about 70 dBA, and sounds above 70 dBA can cause physical stress, such as muscular tension, increased heartbeat, and adrenaline flow.

Measuring the effects of noise is subjective at best, since individuals have different perceptions about noise effects. The State Department of Health Services has developed average levels of sound acceptability, which define noise exposure levels for varying land uses.

The predominant community noise rating scale used in California for land use compatibility assessments is the community noise equivalent level (CNEL). The CNEL reading represents the average of 24 hourly readings of equivalent levels (Leq) based on an A-weighted decibel and adjusted upward to account for increased noise sensitivity in the evening and at night. These adjustments are +5 dBA for the evening (7:00 PM to 10:00 PM) and +10 dBA for the night (10:00 PM to 7:00 AM) CNEL may be indicated by “dBA CNEL” or just “CNEL.”

The level of noise within a community is typically represented on noise contour maps. Noise contours are lines drawn about a noise source indicating constant or average dBA levels of sound during a 24-hour period exposure, as measured by the CNEL level. The noise contour for 60 dBA sound levels was used as the critical value in this analysis.

The 60 dBA sound level is consistent with the state industrial triangle formed by Route 1, Harkins Slough Road, and Beach Street. Rail operations are limited, and therefore have little impact on daily level of noise in the city. Although sound levels generated by train passbys have been measured at 86 dBA at 50 feet, and whistle blasts may be as high at 98 dBA, these sound levels are of very short duration and occur infrequently. The existing daily frequency of freight operations is not expected to generate sound levels in excess of desirable standards. A noise analysis should be considered if and when additional freight or passenger rail operations are contemplated, particularly if operation is proposed during the evening hours. The highway and airport noise contours were combined for the development of the noise contour maps. The worst case between the two LOS networks was used to identify the future noise level contours. It was found that the difference between the C and D networks was very minor. Transportation noise effects are concentrated along the highways with the greatest volume of traffic and highest speeds. The largest noise areas that exist presently and will exist in the future are in the vicinity of the airport and along Highway 1. A large portion of the city is shielded from Highway 1 noise by the natural contours in the area. However, where direct line of sight to Highway 1 is possible, the 60- dBA contour reaches out in excess of 1,000 feet. Another area of significant noise impacts occurs along Route 129. The noise intrusion band along
13.0 PUBLIC HAZARDS

Route 129 is nearly 600 feet wide on both sides of the highway. This is primarily because of the high speed of the facility and the flat terrain.

The major difference between the existing and future noise conditions is the growth of noise sensitive areas (60 dBA and higher) along the peripheral roads of the city, such as Martinelli and Bridge-Wagner Streets. New streets, such as Ohlone Parkway, will introduce a new noise source in the areas they traverse.

Inherent in the 60 dBA exterior-noise standard is a recommended maximum interior of 45 dBA. Using normal construction techniques, it is assumed that typical building reduces outdoor noise levels by 10 to 15 dBA with open windows, and 20 to 24 dBA with closed windows. Where exterior sound levels are greater than 60 dBA, an acoustical analysis for projects may be required to ensure that the indoor standards can be achieved.

13.m Airport Noise

13.m.1 Objective

The purpose of noise compatibility policies is to avoid establishment of noise-sensitive land uses in the portions of the airport environs that are exposed to significant levels of aircraft noise.

The evaluation of airport land use compatibility shall consider future and existing Community Noise Equivalent Level (CNEL) contours. An exterior noise level of 65 dB CNEL (or an indoor 45 dB CNEL) is typical, although it does not guarantee that an aircraft will not be heard indoors. Rather than accepting noise insulation as mitigation for overhead noise impacts every effort should be made to limit development of land uses that are incompatible with the existing and anticipated noise conditions. Sound mitigation should be limited to existing land uses and should only be used as a last resort.

13.m.2 Evaluating Acceptable Noise Levels for New Development

The noise compatibility of proposed land uses within the Airport safety area shall be evaluated in accordance with the criteria set forth in this section, policies listed in Section 13.g.4, attenuation factors listed in Figure 13.20, and the noise contours presented in Figure 13.19. Figure 13.21 provides an example of implementing the normalization factors outlined in Figure 3-20.

The noise contours shall depict the greatest annualized noise impact, measured in terms of CNEL, anticipated to be generated by the Airport over the planning time frame. The planning time frame shall extend at least 20 years into the future.

The noise contours are depicted in Figure 13.19. The City Council shall periodically review the projected noise level contours and update them if determined to be appropriate.
### Figure 13.20 Normalization Factors for Calculating Noise Exposure.

<table>
<thead>
<tr>
<th>Type of Correction/Description</th>
<th>Changes to measured CNEL in dB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer (year round operation)</td>
<td>0</td>
</tr>
<tr>
<td>Winter only (windows always shut)</td>
<td>-5</td>
</tr>
<tr>
<td><strong>Correction for Outdoor Noise Level Measured in Absence of Intruding Noise</strong></td>
<td></td>
</tr>
<tr>
<td>Quiet suburban or rural community (remote from large cities and from industrial activity and</td>
<td>+10</td>
</tr>
<tr>
<td>trucking).</td>
<td></td>
</tr>
<tr>
<td>Normal suburban community (not located near industrial activity).</td>
<td>+5</td>
</tr>
<tr>
<td>Urban residential community (not immediately adjacent to heavily traveled roads and industrial</td>
<td>0</td>
</tr>
<tr>
<td>areas).</td>
<td></td>
</tr>
<tr>
<td>Noisy urban residential community (near relatively busy roads or industrial areas).</td>
<td>-5</td>
</tr>
<tr>
<td>Very noisy urban residential community.</td>
<td>-10</td>
</tr>
<tr>
<td><strong>Correction for Previous Exposure &amp; Community Attitudes</strong></td>
<td></td>
</tr>
<tr>
<td>No prior experience with the intruding noise.</td>
<td>+5</td>
</tr>
<tr>
<td>Community has had some previous exposure to intruding noise but little effort is being made to</td>
<td>0</td>
</tr>
<tr>
<td>control the noise. This correction may also be applied in a situation where the community has</td>
<td></td>
</tr>
<tr>
<td>not been exposed to the noise previously, but the people are aware that bona fide efforts are</td>
<td></td>
</tr>
<tr>
<td>being made to control the noise.</td>
<td></td>
</tr>
<tr>
<td>Community has had considerable previous exposure to the intruding noise and the noise maker’s</td>
<td>-5</td>
</tr>
<tr>
<td>relations with the community are good.</td>
<td></td>
</tr>
<tr>
<td>Community aware that operation causing noise is very necessary and it will not continue</td>
<td>-10</td>
</tr>
<tr>
<td>indefinitely. This correction can be applied for an operation of limited duration and under</td>
<td></td>
</tr>
<tr>
<td>emergency circumstances.</td>
<td></td>
</tr>
<tr>
<td><strong>Pure Tone or Impulse</strong></td>
<td></td>
</tr>
<tr>
<td>No pure tone or impulsive character.</td>
<td>0</td>
</tr>
<tr>
<td>Pure tone or impulsive character present.</td>
<td>+5</td>
</tr>
</tbody>
</table>

Source: California Airport Land Use Planning Handbook
### Figure 13.21 Examples of Normalization Factors for Airport Land Use Compatibility Planning.

#### Example 1: An Airport in an Urban Setting

<table>
<thead>
<tr>
<th>Factor</th>
<th>Characteristic Present in Community</th>
<th>Correction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasonal character of noise</td>
<td>Year-round operation</td>
<td>0</td>
</tr>
<tr>
<td>Community Setting</td>
<td>Typical urban residential background noise levels</td>
<td>0</td>
</tr>
<tr>
<td>Previous Community Exposure to Noise</td>
<td>Some exposure, but no control of noise</td>
<td>0</td>
</tr>
<tr>
<td>Noise Qualities</td>
<td>No pure tones or impulse characteristics</td>
<td>0</td>
</tr>
</tbody>
</table>

*Under this condition no noise corrections would be made to the basic 65 db criterion as the design guideline*

#### Example 2: An Airport in a quiet rural location

<table>
<thead>
<tr>
<th>Factor</th>
<th>Characteristic Present in Community</th>
<th>Correction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasonal character of noise</td>
<td>Year-round operation</td>
<td>0</td>
</tr>
<tr>
<td>Community Setting</td>
<td>Quiet suburban area</td>
<td>-10</td>
</tr>
<tr>
<td>Previous Community Exposure to Noise</td>
<td>Some exposure, but no noise control</td>
<td>0</td>
</tr>
<tr>
<td>Noise Qualities</td>
<td>No pure tones or impulse characteristics</td>
<td>0</td>
</tr>
</tbody>
</table>

*Under these assumptions, a total correction of minus 10 dB would be applied to the basic criterion of CNEL 65 dB. A community fitting these conditions therefore may find that a criterion of CNEL 55 dB should be set as the maximum acceptable noise exposure for new residential and other noise-sensitive land use development.*

Source: California Airport Land Use Planning Handbook
13.m.3 Single-Event Noise Levels

Single-event noise levels resulting from aircraft overflight should be considered when evaluating the compatibility of highly noise-sensitive land uses such as residences, schools, libraries, and outdoor theaters. Noise from individual aircraft overflights can be especially important in areas that are regularly overflown by aircraft, but that do not produce significant CNEL contours (helicopter overflight areas are a particular example). Flight patterns for the Airport should be considered in the review process. Acoustical studies or on-site noise measurements may be required to assist in determining the compatibility of sensitive uses.

13.m.4 Interior Noise Levels

Land uses for which interior activities may be easily disrupted by noise shall be required to comply with the following interior noise level criteria. The maximum, aircraft-related, interior noise level that shall be considered acceptable for land uses near airports is:

- CNEL 45 dB for the following uses:
  - any habitable room of single-or multi-family residences;
  - hotels and motels;
  - hospitals and nursing homes;
  - churches, meeting halls, theaters, and mortuaries; and
  - schools, libraries, and museums.

- CNEL 50 dB for offices and office areas of industrial facilities.

The noise contours depicted in Figure 13.19 and attenuation factors listed in Figure 13.20 shall be used in determining compliance with the policies within this section. The calculations should assume that windows are closed. When a proposed building lies within multiple CNEL ranges, the 5 dB range within which 75% or more of the building is located shall apply for the purposes of determining sound attenuation requirements. When structures are part of a proposed land use action, evidence that proposed structures will be designed to comply with the criteria previously listed for CNEL 45 dB shall be submitted under the following circumstances:

- Any mobile home situated where the projected exposure to airport noise is 55-dB CNEL or greater.
- Any single- or multi-family residence situated where the projected exposure to airport noise is 60-dB CNEL or greater (note that these uses are allowed only as infill or on existing residential lots).
- Any hotel or motel, hospital or nursing home, church, meeting hall, office building, mortuary, school, library, or museum situated where the projected exposure to airport noise is 60 dB CNEL or greater.
- Exceptions to the interior noise level criteria in Section 13.g.4 of this policy may be allowed where evidence is provided that the indoor noise generated by the use itself exceeds the listed criteria.

Development within CNEL dB 60 areas must adhere to avigation dedication requirements listed in the special conditions Section 13.l.4.

The Federal Highway Administration (FWHA) has developed a method for predicting noise generated by constant-speed traffic. This method predicts the energy of a reference noise level and adjusts it for grade, traffic flow, vehicle classification, and shielding. By using the peak-hour volumes for daily traffic, an estimate of noise level can be determined at a given distance from a source. The model was adjusted to also calculate the distance for a given level of sound. Using the standard noise level of 60 dBA, the distance that this sound level occurs can be calculated and the corresponding noise contours developed.
Developing Noise Contours
Traffic counts provided by Caltrans and the Santa Cruz County Transportation Commission were used for estimating noise levels on the highway and arterial system. The locations of the 60 dBA, 65 dBA, and 70 dBA noise contours from the road centerline were developed for each roadway link. The transportation model of the 2005-2030 Master Street Plan provided the future traffic volumes used to determine the future noise contours.

Noise contours for the airport operations were developed in the updated Watsonville Airport Master Plan in 2002. These contours were based on yearly runway operations, ranging from 215,000 to 230,000 per year. The updated Airport Master Plan displays the noise contours for the Airport. (See Figure 13.19.)

Railroad noise is concentrated primarily in the industrial triangle formed by Route 1, Harkins Slough Road, and Beach Street. Rail operations are limited, and therefore have little impact on daily level of noise in the city. Although sound levels generated by train passbys have been measured at 86 dBA at 50 feet, and whistle blasts may be as high at 98 dBA, these sound levels are of very short duration and occur infrequently. The existing daily frequency of freight operations is not expected to generate sound levels in excess of desirable standards. A noise analysis should be considered if and when additional freight or passenger rail operations are contemplated, particularly if operation is proposed during the evening hours.

The highway and airport noise contours were combined for the development of the noise contour maps. The worst case between the two LOS networks was used to identify the future noise level contours. It was found that the difference between the C and D networks was very minor.

Transportation noise effects are concentrated along the highways with the greatest volume of traffic and highest speeds. The largest noise areas that exist presently and will exist in the future are in the vicinity of the airport and along Highway 1. A large portion of the city is shielded from Highway 1 noise by the natural contours in the area. However, where direct line of sight to Highway 1 is possible, the 60-dBA contour reaches out in excess of 1,000 feet.

Another area of significant noise impacts occurs along Route 129. The noise intrusion band along Route 129 is nearly 600 feet wide on both sides of the highway. This is primarily because of the high speed of the facility and the flat terrain.

The major difference between the existing and future noise conditions is the growth of noise sensitive areas (60 dBA and higher) along the peripheral roads of the city, such as Martinelli and Bridge-Wagner Streets. New streets, such as Ohlone Parkway, will introduce a new noise source in the areas they traverse.

The use of landscaped earth berms and sound walls can be used along new and existing corridors to mitigate potential noise increases. For example, the use of earth berms on Highway 1 substantially reduces the area of noise impact. In the residential areas in the north side of the city, it may be useful to lower the travel speeds of the peripheral routes in order to reduce anticipated sound levels. A plus or minus of 3 dba change in the level of sound can occur by doubling or halving the traffic volume, or by changing the speed by plus or minus 7 miles per hour.

The primary purpose for establishing the noise contour maps is to provide the City of Watsonville with a means to plan for the compatibility of projected land uses with the expected noise environment. If, during the project review process, a proposed noise-sensitive development is found to lie within the 60-dBA contour, measures can be taken to minimize noise impacts, such as providing for an adequate setback of the development from the roadway. A special noise analysis may be required for the project to ensure that the structure will be designed to achieve the interior noise level standard of 45 dBA.
## Figure 13.22 LAND USE COMPATIBILITY CHART FOR COMMUNITY NOISE ENVIRONMENTS

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Community Noise Exposure (CNEL)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normally Acceptable</td>
</tr>
<tr>
<td>Residential- Low Density, Single-Family, Duplex, Mobile Homes</td>
<td>50 - 60</td>
</tr>
<tr>
<td>Residential- Multiple Family</td>
<td>50 - 65</td>
</tr>
<tr>
<td>Transient Lodging- Motels, Hotels</td>
<td>50 - 65</td>
</tr>
<tr>
<td>Schools, Libraries, Churches, Hospitals, Nursing Homes</td>
<td>50 - 70</td>
</tr>
<tr>
<td>Auditoriums, Concert Halls, Amphitheaters</td>
<td>NA</td>
</tr>
<tr>
<td>Sport Arenas, Outdoor Spectator Sports</td>
<td>NA</td>
</tr>
<tr>
<td>Playgrounds, Neighborhood Parks</td>
<td>50 - 70</td>
</tr>
<tr>
<td>Golf Courses, Riding Stables, Water Recreation, Cemeteries</td>
<td>50 - 70</td>
</tr>
<tr>
<td>Office Buildings, Business Commercial and Professional</td>
<td>50 - 70</td>
</tr>
<tr>
<td>Industrial, Manufacturing, Utilities, Agriculture</td>
<td>50 - 75</td>
</tr>
</tbody>
</table>

Ldn = Day night average; NA = not applicable.

### Notes:
- **Normally Acceptable**: Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.
- **Conditionally Acceptable**: New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features have been included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning, will normally suffice.
- **Normally Unacceptable**: New construction or development should be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise-insulation features must be included in the design.
- **Clearly Unacceptable**: New construction or development should generally not be undertaken.

### Suitable Interior Environments
One objective of locating [both single and multi-family] residential units relative to a known noise source is to maintain a suitable interior noise environment at no greater than 45 dB CNEL or Ldn. This requirement, coupled with the measured or calculated noise reduction performance of the type of structure under consideration, should govern the minimum acceptable distance to a noise source.
Goals, Policies, and Implementation

The goals for this element address state mandates for Safety and Noise. They also reflect community concerns for emergency preparedness and personal safety.

Goal 13.1 Land Use Safety.
Plan for and regulate the uses of land in order to provide a pattern of urban development that will minimize exposure to hazards from either natural or human-related causes.

Policy 13.1.1 Environmental and Public Safety.
The City shall plan for and maintain development standards that minimize risks to human lives and property resulting from environmental and man-caused hazards. The City shall protect neighboring residential development from the immediate threats of potentially hazardous industrial or agricultural materials and airport hazards through careful land use planning.

Implementation

13.1.11 Airport Compatibility.
The City shall follow the safety compatibility analysis in the General Plan to guide safe and compatible development in the vicinity of the Airport.

13.1.12 Analysis of Land Uses Surrounding the Airport
The Policies outlined in this Chapter will guide development that is compatible with Airport operations to ensure that the Airport is preserved for use by future generations. Such development shall be consistent with the policies in the Plan and be shall be reviewed in a manner designated by the Plan.

13.1.12a Land Use Compatibility
Utilize General Plan policies and City database to determine land use compatibility with the Airport in Zones 1-5, utilizing the land use compatibility tables and the City database through the process identified in the General Plan.

13.1.13 Industrial Buffer Zones.
Where feasible, the City shall require new industrial projects to provide a clear zone between industrial structures and adjacent residential land use.

13.1.14 Notification.
In addition to establishing agricultural buffer areas, the City shall encourage notification of residents of abutting residential property when applications of insecticides or other dangerous substances are scheduled.

13.1.15 Risk Reduction.
The City shall identify, avoid, and/or minimize natural and human-caused hazards in the development of property and the regulation of land use.

Policy 13.1.2 Soil Constraints.
The City shall take all appropriate actions to ensure that current land use activities and new developments are mitigated to prevent soil failure and other soil-related dangers.

Implementation

13.1.21 Risk Mitigation.
The City shall identify and mitigate to an acceptable level of risk new development proposed in areas with geologic, seismic, flood, or other environmental constraints.
13.1.22 Soils Investigation. The City shall require a soils investigation report prior to new development on sites deemed to have a high potential for soil erosion, landslide, or other soil-related constraints.

13.1.23 Foundation Design. The City shall require that new development provide for appropriate foundation design to comply with city building standards and recommendations of the soils investigation.

13.1.24 Slope.
The City shall not permit new development on soils that are subject to landslide. The city shall also strongly discourage development on slopes greater than 25 percent.

13.1.25 Final Soil Grade.
The City shall require that soil grading blend with natural topography and that final cut slopes shall be no steeper than three horizontal to one vertical (33 percent).

Goal 13.2 Seismic and Other Geologic Hazards.
Reduce the potential for loss of life, injury, and economic damage resulting from earthquakes and associated geologic hazards such as landslides and liquefaction.

Policy 13.2.1 Seismic Hazards. The City shall use the development review process to ensure that potential geologic hazards are evaluated and mitigated prior to construction.

Implementation

13.2.11 Geologic Review.
The City may require a geo-technical report prepared by a registered professional prior to the issuance of a building permit.

13.2.12 Structural Design.
The City shall place structural design conditions on new development to ensure that recommendations of the geo-technical evaluation are implemented.

13.2.13 Setbacks.
The City shall require that all structures be located a minimum of 50 feet from any active or potentially active fault trace.

13.2.14 Essential Facilities Integrity.
The City shall evaluate the ability of essential public facilities to maintain structural integrity as defined by the state in the event of a strong earthquake. Those facilities unable to maintain structural integrity shall be modified in order to bring them into conformance. Emergency guidelines shall be developed in those buildings where structural modification is not feasible.

13.2.15 Seismic Safety Conditions.
The City shall require the application of seismic safety use conditions for development in the Seismic Safety District (EM-SS) as described in the Zoning Code.
13.2.16 Seismic Hazard Mapping.
The City shall update current seismic hazard zone maps as new information becomes available and use those maps in the development and application of an environmental constraint matrix to evaluate proposed building sites.

13.2.17 Essential Facilities Integrity.
The City shall participate with other appropriate agencies to provide the public with information on what actions to take before, during, and after an earthquake.

Goal 13.3 Flood Hazard Reduction.
Reduce the potential for loss of life and property damage in areas known to be flood prone.

Policy 13.3.1 Flood Hazard Reduction.
The City shall pursue the protection of new and existing development from the impacts of flooding up to the 100-year event.

Implementation

13.3.11 Flood Protection.
The City shall require new development to conform to the Flood Damage Prevention Ordinance and the guidelines of the National Flood Insurance Program.

13.3.12 Storm Water Retention.
The City shall condition new development to provide for onsite retention and percolation of storm water run-off.

13.3.13 Storm Drains.
New development shall be required to pay for or extend all necessary storm drains to serve the project site.

13.3.14 Storm Water Collection.
The City shall require street design to include curbs and gutters that collect and direct storm water run-off to drainage facilities.

13.3.15 Flood Mitigation.
The City shall pursue planning and financial support for the improvement of flood conditions along Corralitos and Salsipuedes Creeks, the Pajaro River, and other areas of the drainage basin impacting Watsonville in coordination with Santa Cruz Water Conservation District Zone 7. The City shall support the efforts of local and regional groups working to solve flooding issues in the Pajaro River Watershed.
Goal 13.4 Fire Safety/Protection.
Ensure that all existing structures in the city are maintained at adequate levels of fire suppression standards, that new structures conform to current fire safety standards, and the coordination is maintained between urban and rural fire districts for the prevention and suppression of structural and wildland fires.

Policy 13.4.1 Fire Safety Standards.
The City shall use development approval authority, code enforcement, and periodic inspections to ensure that fire prevention standards are maintained.

Implementation

13.4.11 Access.
The City shall require that new driveways and roadways meet minimum standards of the Uniform Fire Code or subsequent standards established by city ordinances.

13.4.12 Cul-de-sacs.
New cul-de-sac streets shall have a minimum 32-foot turning radius, per public improvement standard S-934.

13.4.13 Private Access Roads.
All private access roads shall be maintained by a responsible party to ensure safe and expedient passage to the Fire Department at any time. All locking devices shall be subject to approval of the Fire Department.

13.4.14 Construction of Roadways.
Roadways shall be “all-weather” type, as defined by city standards.

13.4.15 Width and Vertical Clearance.
All roadways shall maintain city standards for minimum width and vertical clearance.

13.4.16 Alleys.
Existing alleyways shall be upgraded to City standards for emergency access, street addressing, and available water supply.

13.4.17 Emergency Access.
On dead end streets longer than allowed by City development standards, secondary emergency access shall be required for use by emergency vehicles or approved built-in fire protection provided.

13.4.18 Fire Flow.
New development shall be conditioned to provide adequate water for fire suppression in accordance with City standards for minimum volume and duration of flow.

13.4.19 Open Area.
Property owners shall be responsible for maintaining vacant sites free of trash, weeds, or other fire safety hazards.

13.4.110 Building Safety.
Property owners shall be responsible for maintaining their structures at a reasonable degree of fire and life safety as identified by the uniform fire, building, mechanical, electrical and other such adopted codes and City ordinances.

13.4.111 Built-in Protection.
The City shall continue to promote the installation of built-in fire extinguishing systems and early warning fire alarm systems. The City acknowledges that built-in fire protection is a better substitute than expanding public fire protection services.

13.4.112 Street Numbering System.
The City shall ensure that new developments within the City do not duplicate area-wide street names and that address numbering follows a logical progression.

13.4.113 Fire Cause Investigation.
The Fire Department shall determine the cause of all fires responded to and support law enforcement agencies in their investigation of deliberately set fires.
Policy 13.4.2 Fire Safety Education.
The City shall use Fire Department personnel to perform effective fire safety and prevention programs.

Implementation

13.4.21 Public Schools.
The City shall provide fire safety and prevention programs for the Pajaro Valley Unified School District.

13.4.22 Institutions.
The City shall provide classes in fire safety for high occupancy institutional land uses, and commercial and industrial occupancies.

13.4.23 Community Groups.
The City shall provide presentations on fire safety to community groups and forums.

13.4.24 Fire Setter Counseling.
The City shall provide counseling services under the Child Fire Setter Counseling Program.

Policy 13.4.3 Fire Suppression Planning.
The City shall maintain a level of fire protection for the community in accordance with the Fire Master Plan that emphasizes an aggressive initial attack to stop fires in early stages as well as to have adequate staff and equipment (including mutual aid) to prevent a conflagration.

Implementation

13.4.31 Level of Service.
The City shall strive to provide properly staffed and equipped fire stations to meet a response time of four minutes from the nearest fire station to all portions of the City as measured by the Fire Chief, except for the following: residential neighborhoods having no special fire hazard or special populations having a medical related problem, i.e. convalescent homes and senior housing, which may install an approved fire sprinkler system to substitute for the fire station location in the area between four and seven minute response time.

13.4.32 Action Priorities.
When multiple emergency requests for service occur, the Fire Department shall take action by the following ranked priorities: a. Control of the most life-threatening fire or hazardous materials incident. b. Rescue and treatment of victims facing life-threatening injury. c. Control over non-life threatening emergency incidents. d. Support for other city and county departments to perform their emergency responsibilities.

13.4.33 Future Mutual Benefit Fire Stations.
The City shall work toward agreements with the Freedom, Salsipuedes and Santa Cruz County Fire Districts to augment fire station locations as the Planning Area population increases.
13.4.34 Mutual Aid.
The City shall continue to fulfill legal obligations and support mutual aid efforts to coordinate fire suppression within Santa Cruz County and the State of California to prevent and suppress major wildland and urban fire destruction.

13.4.35 Fire Apparatus.
The City shall maintain apparatus and equipment necessary to accomplish an aggressive and effective initial attack, as well as to prevent a potential conflagration.

13.4.36 Financing New Stations.
New development shall be required to contribute a proportional share of the cost of constructing and equipping additional fire stations.

13.4.37 Personnel Preparedness.
The City promotes clearly identified job standards and structured, well-planned training for all personnel involved with public fire protection. All suppression personnel shall be supplied with proper safety equipment to safely and effectively deal with fire and hazardous materials emergencies. The City promotes actions that develop a healthy and physically fit work force.

13.4.38 Pre-planning.
The Fire Department shall continually evaluate target fire hazards and pre-plan for major emergencies.

13.4.39 Planning Area Fire Protection.
The City shall promote the concepts of fire prevention and suppression adopted in the City's General Plan in the Planning Area located outside the City limit boundaries.

Goal 13.5 Hazardous Materials.
Reduce the potential danger related to the use, storage, transport, and disposal of hazardous materials to an acceptable level of risk for City residents.

Policy 13.5.1 Hazardous Materials Control
The City shall strictly enforce ordinances and regulations for the use, storage, transport and disposal of hazardous materials.

Implementation

13.5.11 Inspections.
The City shall conduct periodic safety inspections of industrial and commercial facilities that use and store hazardous materials and dangerous chemicals.

13.5.12 Training.
The City shall conduct periodic training exercises for the identification, containment, decontamination, and disposal of hazardous materials.

13.5.13 Planning.
The City shall coordinate with County agencies for responding to and controlling hazardous materials emergencies.

13.5.14 Education.
The City shall conduct public education programs on the safe use, storage, and disposal of hazardous materials.

13.5.15 Collection and Disposal.
The City shall follow state and federal regulations to ensure that hazardous wastes are collected, and disposed of, in a manner that prevents contamination to air, soil, or water. Special effort shall be made to develop a Hazardous Waste Disposal Program for low-level users (i.e. households, small businesses).
13.5.16 Identification of Potentially Hazardous New Businesses.
The City shall use the development processing and business license process to identify potential hazardous uses and to require preventative programs including, but not limited to, the development of neighborhood and area evacuation plans, and hazardous material handling and disposal plans.

Goal 13.6 Personal Safety.
Ensure that community standards for personal safety are enforced.

The City shall provide sufficient funding, adequate personnel levels, and necessary equipment to maintain civil order and prevent crime.

Implementation

13.6.11 Neighborhood Support.
The Policy Department shall promote neighborhood crime prevention efforts and encourage area residents to report unusual behavior and circumstances.

13.6.12 Project Security Review.
The City shall refer new development projects to the Police Department for a security review. This review shall include, but not be limited to:

   a. The provision of adequate lighting for personal security.
   b. The provision of adequate locking devices for windows and doors.
   c. The location of walkways and access points.

13.6.13 Children, Youth, and Families.
The City recognizes that the best way to ensure the safety of children, youth and families is through prevention and early intervention programs. Therefore, the City will work to prevent and correct unsafe situations to the extent possible.
Goal 13.7 Emergency Preparedness.
Anticipate the potential for disasters, maintain continuity of life-support functions during an emergency, and maximize efforts for post-emergency recovery.

Policy 13.7.1 Emergency Medical Care.
The City shall strive to maintain field emergency medical services consistent with population growth in the Planning Area.

Implementation

13.7.11 Service.
The Fire Department shall continue to provide basic life support emergency medical services when not otherwise occupied with fire and hazardous materials problems.

13.7.12 Paramedic.
The Fire Department shall support continuation of advanced life support services in the city, and shall attempt to provide this service should private service no longer be feasible or available.

Policy 13.7.2 Rescue Services
The City shall strive to maintain emergency rescue services consistent with population growth in the City.

Implementation

13.7.21 Light Rescue.
The Fire Department shall maintain adequate equipment and hand tools for the extraction of victims from vehicles, aircraft, buildings, and for other emergency rescue circumstances.

13.7.22 Heavy Rescue Management.
The Fire Department shall manage heavy duty rescue situations in which special equipment and methods are required. Special equipment in these circumstances may be obtained from other city departments or the private sector.

Policy 13.7.3 Emergency Preparedness.
The City shall be prepared to maintain critical public services during emergency situations.

Implementation

13.7.31 Training.
All City departments shall conduct the appropriate level of training activities to ensure preparedness before an emergency situation, continuity of services during an emergency situation, and recovery operations after the event.

13.7.32 Critical Facilities.
The City shall evaluate the ability to survive and continue to operate during emergency conditions, and identify alternate facilities and operating plans for post-emergency recovery.

13.7.33 Planning.
The City shall annually update the Emergency Preparedness Plan and Coordinate planning efforts with the local community and the Santa Cruz County Office of Emergency Services.

13.7.34 Evacuation.
The City shall designate evacuation routes for the Planning Area, according to the planning format outlined in the Emergency Preparedness Plan.

13.7.35 Hazard Mitigation Plan.
The City of Watsonville shall actively pursue the implementation of the recommendations included in the Hazard Mitigation Plan for the City of Watsonville and shall actively pursue the adoption and implementation of a State and Federally- approved Local Hazard Mitigation Plan.
Goal 13.8 Noise Hazard Control.
Evaluate new and existing land uses in the City for compatibility related to noise effects and require, as appropriate, mitigation where harmful effects can be identified and measurable improvements will result. The policy statements for public safety are oriented toward reduction of risks to life and property. It is recognized that good planning and management can reduce risk potential, but the City cannot be made risk free. For additional policies and implementation measures on public safety, see the Public Services and Facilities chapter (12.0).

Policy 13.8.1 Noise.
The City shall utilize land use regulations and enforcement to ensure that noise levels in developed areas are kept at acceptable levels, and that future noise-sensitive land uses are protected from noise that is harmful.

Implementation

13.8.11 Traffic Noise.
The City shall enforce provisions of the California Vehicle Code and local ordinances to reduce vehicular noise intrusion in residential areas and near other noise sensitive land uses such as schools and hospitals.

13.8.12 Truck Routes.
The City shall continue efforts to designate truck routes that bypass residential areas and other noise sensitive areas.

The City shall maintain all vehicles and mechanical equipment in peak operating condition and correctly fitted with noise control devices.

13.8.14 Soundproofing.
The City shall use the development review process and provisions of the Uniform Building Code to ensure adequate levels of soundproofing in all new construction.

13.8.15 Noise Ordinance.
The City shall prepare, adopt and enforce a comprehensive noise control ordinance.

13.8.16 Site Planning.
The City shall evaluate site orientation and building design to decrease the potential for noise intrusion, using the noise contour map and compatibility guidelines.

13.8.17 Aircraft Noise.
The City shall periodically review and update noise contour measurements as aircraft operations increase or change in nature. Recommendations for noise attenuation contained in the Watsonville Vista General Plan shall be implemented on a project-by-project basis in accordance with the policies in the General Plan.
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GLOSSARY

Abbreviations:

**AMBAG**: Association of Monterey Bay Area Governments

**BMP**: Basin Management Plan

**CBD**: Central Business District

**CDBG**: Community Development Block Grant

**CEQA**: California Environmental Quality Act

**CIP**: Capital Improvements Program

**CMP**: Congestion Management Program

**CNEL**: Community Noise Equivalent Level

**dB**: Decibel

**dBA**: A-weighted sound level in decibels

**EIR**: Environmental Impact Report

**FAR**: Floor Area Ratio

**FEMA**: Federal Emergency Management Agency

**FIRM**: Flood Insurance Rate Maps

**gpd**: gallons per day

**GMI**: Gross Monthly Income

**HCD**: Housing and Community Development—Department of the State of California

**HUD**: U.S. Department of Housing and Urban Development

**JPA**: Joint Powers Authority

**LAFCO**: Local Agency Formation Commission

**Ldn**: Day and Night Average Sound Level

**LOS**: Level of Service (traffic)

**LULAC**: League of United Latin American Citizens

**mgd**: millions of gallons per day

**MBUAPCD**: Monterey Bay Unified Air Pollution Control District

**MST**: Monterey-Salinas Transit

**PVUSD**: Pajaro Valley Unified School District

**PVWMA**: Pajaro Valley Water Management Agency

**RTP**: Regional Transportation Plan

**SCCRTC**: Santa Cruz County Regional Transportation Commission

**SCMTD**: Santa Cruz Metropolitan Transit District

**SOI**: Sphere of Influence

**SRO**: Single Room Occupancy

**TDM**: Transportation Demand Management

**TSM**: Transportation Systems Management

**WHIP**: Watsonville Housing Improvement Program
Acceptable Risk
A hazard which is deemed to be a tolerable exposure to danger given the expected benefits to be obtained. At an acceptable level of risk the majority of residents will not request additional protective actions.

Access/Egress
The ability to enter a site from a roadway (access) and exit a site onto a roadway (egress) by motorized vehicle.

Acre Foot
A unit of measure for water equaling 325,830 gallons.

Acre, Gross
The entire acreage of a site

Acre, Net
The portion of a site remaining after public or private rights-of-way and land not developable are subtracted from the total acreage, used for density calculations.

Active Fault
A fault that shows movement within the last 11,000 years and can be expected to move within the next 100 years.

Affordable
Capable of purchase or rental by a household with moderate, low, or very low income (as defined in this glossary), based on the household’s capacity to make initial monthly payments necessary to obtain housing. Housing is affordable when a household pays 25–30 percent or less of its income for housing.

Agriculture-related Business
Feed mills, dairy supplies, poultry processing, food processing plants, auction yards, veterinarians and other business supporting local agriculture.

Air Quality Standard
A health-based standard for air pollution established by the federal and state governments.

All-Weather Road Surface
A minimum of five inches of compacted aggregate base rock, Class 2 or equivalent

AMBAG
Association of Monterey Bay Area Governments—a voluntary association of local governments organized under the California Joint Powers Authority for the purpose of providing regional planning services in the areas of the economy, transportation, land use, housing, air quality, and water quality.

Ambient Air Quality
Existing air quality for an air basin or basin

Ambient Sound
Existing background sound

Approach Zone
The air space at each end of a landing strip that defines the glide path or approach path of an aircraft and which should be free from obstruction.

Aquifer
The underground layer of water-bearing rock, sand, or gravel through which water can seep or be held in natural storage. Such water holding rock layers hold sufficient water to be used as water supply.

Average Daily Traffic (ADT)
The average number of vehicles (in both directions) on a particular section of road during a 24-hour period.

Arterial
Major arterials are relatively-high-speed (40–50 mph), relatively-high-capacity (up to 50,000 average daily stops) roads providing access to regional transportation facilities and serving relatively long trips. Minor arterials are medium-speed (30–40 mph), medium-capacity (10,000–35,000 average daily trips) roads which provide intra-community...
travel and access to the countywide arterial highway system. Access to arterials should be provided at collector roads and local streets, but some direct access onto arterials exists.

**B**

**Bicycle Lane**  
A corridor expressly reserved for bicycles, existing on a street or roadway in addition to any lanes for use by motorized vehicles. Identified by the state as a Class II facility.

**Bicycle Path**  
A paved route not on a street or roadway and expressly reserved for bicycles traversing on otherwise unpaved area. Bicycle paths may parallel roads, but typically are separate from them by landscaping. Identified by the state as a Class I facility.

**Bicycle Route**  
A facility shared with motorists and identified only by signs. A bicycle route has no pavement markings or land strips. Identified by the state as a Class III facility.

**Bikeways**  
A term that encompasses bicycle lanes, bicycle paths, and bicycle routes.

**Blight**  
A condition of deterioration of a site, structure, or area that may cause nearby buildings and/or areas to decline in attractiveness and/or utility.

**Buffer**  
An area of land separating two distinct land uses, such as residential and commercial or residential and agricultural, and which softens or reduces the effect of one land use on another. For instance, landscaping and/or distance is sometimes used to “buffer” or reduce the effects of a commercial area on nearby residential units.

**Building Intensity**  
The maximum permitted level of development in a land use category. Generally defined by floor area ratios, height limits, number of dwelling units per acre, and/or other land development restrictions.

**C**

**California Environmental Quality Act (CEQA)**  
A state law requiring state and local agencies to regulate activities with consideration for environmental protection. If a proposed activity has the potential for an adverse environmental impact, an Environmental Impact Report (EIR) must be prepared.

**California Fully Protected**  
Bird and mammal species protected under California Fish and Game Law that may not be hunted, taken or possessed; except that the State Fish and Game Commission may issue a special permit to allow collecting for necessary scientific research.

**Caltrans**  
California Department of Transportation

**Capital Improvements Program**  
A program, administered by the City government and reviewed by the Planning Commission, which schedules permanent improvements five or six years into the future to fit the City’s projected fiscal capability. The program generally is reviewed annually, and the first year of the program is adopted in the City’s annual budget.

**Central Business District (CBD)**  
A business area defined by the U.S. Census of Retail Trade and often referred to as “Downtown”. In Watsonville the CBD corresponds to census trade 1103.
Channelization
The straightening and/or deepening of a watercourse for purposes of storm run-of control or ease of navigation. Channelization often includes lining of stream banks with a retaining material such as concrete.

City Limit
Encompasses incorporated territory where land use is controlled by the City.

Clear Zone
A trapezoidal shaped area which extends at ground level beyond the end of a runway to a point or points where the approach surface slope is 50 feet above the elevation of the runway end (or 50 feet above the ground, if the terrain drops away from the runway end). Land use is restricted.

Clustered Development
Development in which a number of dwelling units are placed in closer proximity than usual, or are attached, with the purpose of retaining an open space area.

Collector
Relatively-low-speed (25-30 mph), relatively-low-volume (5,000-20,000 average daily trips) street, typically two lanes, which provides circulation within and between neighborhoods. Collectors usually serve relatively short trips and are meant to collect trips from local streets and distribute them to the arterial network.

Community Development Block Grant (CDBG)
A grant program administered by the U.S. Department of Housing and Urban Development (HUD) and the State Department of Housing and Community Development (HCD). This grant allots money to cities and counties for housing and community development. Jurisdictions set their own program priorities within specified criteria.

Community Noise Equivalent Level (CNEL)
The noise rating adopted by the State of California for measurement of airport noise. It represents the average daytime noise level during a 24-hour day, measured in decibels and adjusted to an equivalent level to account for the lower tolerance of people to noise during the evening and nighttime periods.

Community Park
Land with full public access intended to provide recreation opportunities beyond those supplied by neighborhood parks. Community parks are larger in scale than neighborhood parks but smaller than regional parks.

Conservation
The management of natural resources to prevent waste, destruction, or neglect.

Corridor, Scenic
The land area which can be seen from the road (also see Scenic Corridor).

Critical Structures and Facilities
Structures or facilities whose continued use during and after a disaster are critical or whose failure might be catastrophic. Examples of critical structures including large dams, plants manufacturing or storing toxic chemicals or explosives, hospitals, medical buildings, public utilities, transportation and communications facilities, fire and police stations, bridges, and structures which can accommodate large numbers of persons such as schools, hotels, civic buildings, and civil defense shelters.
Decibel (dB)
A unit used to express the relative intensity of a sound as it is heard by the human ear. The decibel measuring scale is logarithmic. Zero (0 dB) on the scale is the lowest sound level that a normal ear can detect under very quiet (“laboratory”) conditions and is referred to as the “threshold” of human hearing. On the logarithmic scale, 10 decibels are 10 times more intense, 20 decibels are 100 times more intense, and 30 decibels are 1,000 times more intense than one decibel. A jet takeoff at 200 feet measures approximately 120 dB.

dBA
A-Weighted Sound Level—the sound pressure level in decibels as measured on a sound level meter using the A-weighting filter network. The A-weighting filter de-emphasizes the very low and very high frequency components of sound in a manner similar to the response of the human ear and gives good correlation with subjective reactions to noise.

Dedication
The turning over by an owner or developer of private land for public use, and the acceptance of land for such use by the governmental agency having jurisdiction over the public function for which it will be used. Dedications for roads, parks, school sites, or other public uses often are made conditions for City approval of a development.

Dedication, In Lieu of
Cash payments which may be required of an owner or developer as a substitute for a dedication of land, usually calculated in dollars per lot or square foot of land or building area, and referred to as in-lieu fees.

Density
Density is comprised of two factors: the number of dwelling units per acre and the number of persons per dwelling unit. Dwelling units include all residential units having kitchen, bath, and toilet facilities including single-family homes, mobile homes, town homes, townhouses, duplexes, condominiums, and apartment units.

Density Bonus
The allocation of development rights that allow a parcel to accommodate additional square footage or additional residential units beyond the maximum for which the parcel is zoned, usually in exchange for the provision or preservation of an amenity at the same site or at another location.

Development
Any physical alteration and/or improvements of the land which leads to subdivision of land; construction of any building or structure; road development; installation of utilities; grading; mineral extraction; the deposit of refuse, debris, or fill materials; or the clearing of natural vegetation cover with the exception of agricultural activities and trails. Routine repair and maintenance activities are exempted.

Dual Water System
Two pipe systems: one for potable water and one for non-potable water.

Dwelling Unit
A room or group of rooms (including sleeping, eating, cooking, and sanitation facilities, but not more than one kitchen), which constitutes an independent housekeeping unit, occupied or intended for occupancy by one family on a long-term basis.
Easement
Usually the right to use property owned by another for specific purposes. Easements are either for the benefit of land, such as the right to cross A to get to B, or “in gross” such as a public utility easement. For example, “rear” lots without street frontage may be accessed via an easement over the “front” lots. Utility companies use easements over the private property of individuals to be able to install and maintain utility facilities.

Economic Development
A process to influence local economic conditions by stimulating private investment in existing and potential firms, thereby expanding an area’s employment opportunities.

Encourage
For the goals, objectives, and policies discussed in the General Plan, the word implies a general endorsement, but not necessarily administrative, financial, or other city support.

Endangered Species, California
A native species or sub-species of a bird, mammal, fish, amphibian, reptile, or plant, which is in serious danger of becoming extinct throughout all or a significant portion of its range, due to one or more factors, including loss in habitat, change in habitat, over-exploitation, predation, competition, or disease. The status is determined by the State Department of Fish and Game together with the State Fish and Game Commission.

Endangered Species, Federal
A species which is in danger of extinction throughout all or a significant portion of its range, other than the species of Class Insecta determined to constitute a pest whose protection under the provisions of the 1973 Endangered Species Act, as amended, would present an overwhelming and overriding risk to humans. The status is determined by the U.S. Fish and Wildlife Service and Department of the Interior.

Environment
CEQA defines environment as “the physical conditions which exist within the area which will be affected by a proposed project, including land, air, water, mineral, flora, fauna, noise, and objects of historic or aesthetic significance.”

Environmental Impact Report (EIR)
A report that assesses all the environmental characteristics of an area and determines what effect or impact will result if the area is altered or disturbed by a proposed action.

Erosion
The loosening and transportation of rock and soil debris by wind, rain, or running water. The gradual wearing away of the upper surfaces of the earth.

Exaction
A contribution or payment required as an authorized precondition for receiving a development permit; usually refers to mandatory dedication (or fee in lieu of dedication) requirements found in many subdivision regulations.
Glossary

F

Family Size
The U.S. Census defines a family as a group of individuals related by blood, marriage, or adoption. Family size is the number of such persons, usually living in the same dwelling unit.

Fault
A fracture in the earth’s crust forming a boundary between rock masses that have shifted.

Fault Zone
A zone consisting of interconnected, closely spaced faults and fault traces.

Federal Candidate Species, Category 1 (Candidate1)
Species for which the U.S Fish and Wildlife Service has sufficient biological information to support a proposal to list as Endangered or Threatened.

Federal Candidate Species, Category 2 (Candidate2)
Species for which existing information indicates that these species may warrant listing, but for which substantial biological information to support a proposed rule is lacking.

Female Headed Family
Family where the principal income-earner is a female with no spouse present, and there is one or more other related person living in the home.

Fixed Guideway
A transportation mode, usually for people, that travels on a rail, cable, or wire constructed in a permanent location.

Fixed-Route Service
A transportation mode that travels an assigned route, usually on an assigned schedule, but not a rail, cable, or wire constructed in a permanent location.

Flood, 100-year
A flood stage, that statistically has a one percent probability of occurring in any given year.

Floodplain, 100-year
The area encompassing the 100-year floodway and the 100-year floodway fringe.

Floodway, 100-year
The channel of a river, creek or other watercourse together with the adjacent land areas that must be reserved in order to discharge the 100-year flood without cumulatively increasing the water surface elevation more than one foot. (The floodway is delineated on the Flood Boundary Floodway Map prepared by the National Flood Insurance Program.)

Floor Area
Total gross square footage of a building or structure, but not including any area within the building utilized for the required off-street parking.

Floor Area Ratio
The total area of a building on a lot divided by the total area of the lot.
General Plan
A compendium of the City’s goals and policies regarding its long-term development, in the form of official diagrams, maps and accompanying text. The General Plan is a legal document required of each local agency by the State of California Government Code Section 65301 and is adopted by the City Council. The General Plan may be called a “City Plan” or a “Comprehensive Plan.”

Geologic Review
The analysis of geologic hazards, including all potential seismic hazards, surface ruptures, liquefaction, land sliding, mud sliding, and the potential for erosion and sedimentation.

Goal
The ultimate purpose of an effort stated in a way that is general in nature and immeasurable; a broad statement of intended direction and purpose.

Gross Acre
See Acre, Gross.

Ground Failure
Mudslide, landslide, liquefaction, or the seismic compaction of soil.

Ground Rupture
A break in the earth’s surface along a fault, also called surface rupture.

Groundwater
Water under the earth’s surface, often confined to aquifers capable of supplying wells and springs.

Groundwater Recharge
The natural process of infiltration and percolation of rainwater from land areas or streams through permeable soils into water holding rocks which provide underground storage.

Groundwater Recharge Area
An area which by nature of surface soil and underlying rock type is particularly important for allowing surface water to percolate to underground storage.

Growth Management
The use by a community of a variety of combined techniques to establish the amount, type, and rate of growth desired by the community and to channel that growth into designated areas. Growth management policies can be implemented through growth rates, zoning, capital improvement programs, public facilities, ordinances, urban limit lines, and other programs.

Habitat
The physical location or type of environment in which an organism or biological population lives or occurs.

Handicapped
A person having a physical impairment or mental disorder expected to be of long or indefinite duration. Many such impairments or disorders are of such a nature that a person’s ability to live independently can be improved by appropriate housing conditions.

Hazardous Material
An injurious substance, including (among others) pesticides, herbicides, poisons, toxic metals and chemicals, liquefied natural gas, explosives, volatile chemicals, and nuclear fuels.

Historic Preservation
The preservation of historically significant structures and neighborhoods until such time as restoration or rehabilitation of the building(s) to a former condition can be accomplished.
**Historic Resources**
Includes, but is not limited to, any object, building, structure, site, area, or place which is historically or archaeologically significant, or is significant in the architectural, engineering, scientific, economic, agricultural, education, social, political, military, or cultural annals of California.

**Home Occupation**
A commercial activity conducted solely by the occupants of a particular dwelling unit in a manner incidental to residential occupancy.

**Household**
All persons residing in a single dwelling unit.

**Household Size**
All of the persons who occupy a housing unit.

**Housing and Community Development, Department of the State of California (HCD)**
The state agency principally charged with assessing whether, and planning to insure that, communities meet the housing needs of very low-, low- and moderate-income households.

**Housing and Urban Development, U.S. Dept. of**
A cabinet-level department of the federal government (HUD) which administers housing and community development programs.

**Housing Unit**
The place of permanent or customary abode of a person or household. A housing unit may be a single-family dwelling, a condominium, a modular home, a mobile home, a cooperative, or located in a multi-family dwelling, or any other residential unit considered real property under state law. A housing unit has, at least, cooking facilities, a bathroom, and a place to sleep. It also is a dwelling that cannot be moved without substantial damage or unreasonable cost.

**Impact Fees**
Fees levied on the developer of a project by the City as compensation for unmitigated impacts the project will produce.

**Impervious Surface**
Surface through which water cannot penetrate, such as a roof, road, sidewalk, and paved parking lot. The amount of impervious surface increases with development and establishes the need for drainage facilities to carry the increased run-off.

**Implementation**
Actions, procedures, programs, or techniques that carry out policies.

**Inactive Fault**
A fault that has documented evidence of not displacing Quaternary deposits (soil or rock older than two to three million years).

**Infill**
Development of vacant land (usually individual lots or left-over properties) within areas which are already largely developed.

**Infrastructure**
The physical systems and services which support development and people, such as streets and highways, transit services, airports, water and sewer systems, and the like.

**Building Intensity**
The maximum permitted level of development in a land use category. Generally defined by floor area ratios, height limits, number of dwelling units per acre, and/or other land development restrictions.

**Intermittent Stream**
A stream that normally flows for at least thirty (30) days after the last major rain of the season and is dry a large part of the year.
**Joint Powers Authority (JPA)**

A legal arrangement that enables two or more units of government to share authority in order to plan and carry out a specific program or set of programs that serves both units.

**Local Agency Formation Commission**

A local agency comprised of city, county, and at-large representatives; established by state law to review and approve city incorporations, special district formations, annexations to and detachments from local agencies, and other boundary changes involving local governments.

**Land Banking**

When a local government buys land and holds it for resale at a later date, usually for development of affordable housing.

**Landscaping**

Planting—including trees, shrubs, and ground covers suitably designed, selected, installed, and maintained so as to permanently enhance a site, the surroundings of a structure, or the sides or medians of a roadway.

**Land Use**

The occupation of utilization of land or water area for human activity or any purpose defined in the General Plan.

**Large Family**

A family of five or more related persons occupying one household.

**Leapfrog Development**

Development that occurs far beyond the existing limits of urban development, thereby leaving intervening vacant land behind. This passing over of the lands adjacent to the urban fringe results in the haphazard pattern of urbanization known as “sprawl.”

**Ldn**

Day-Night Average Sound Level. The A-weighted average sound level for a given area (measured in decibels) during a 24-hour period with a 10 dB weighting applied to night-time sound levels. The Ldn is approximately numerically equal to the CNEL for environmental settings.

**Level of Service (LOS)**

A scale that measures the operating capacity likely to be encountered on a roadway or at the intersection of roadways, based on a volume-to-capacity ratio, with levels ranging from A to F, with A representing the lowest volume-to-capacity ratio and the highest level of service. (See “Volume-to-Capacity Ratio”.)

**LEVEL OF SERVICE A:** Indicates a relatively free flow of traffic, with little or no limitation on vehicle movement or speed. Usually denotes a volume-to-capacity ratio of 0.00 to 0.60.

**LEVEL OF SERVICE B:** Describes a steady flow of traffic, with slight delays in vehicle movement and speed, with a volume-to-capacity ratio of 0.61 to 0.70.

**LEVEL OF SERVICE C:** Denotes steady, high-volume flow of traffic, with significant limitations on movement and speed and a volume-to-capacity ratio of 0.71 to 0.80.

**LEVEL OF SERVICE D:** The level where traffic nears an unstable flow, in which there is little freedom of movement, with a volume-to-capacity ratio of 0.81 to 0.90. Queues develop and short delays occur.

**LEVEL OF SERVICE E:** Traffic characterized by slow movement and momentary stoppages. This type of congestion is not uncommon at peak traffic hours, with a volume-to-capacity ratio of 0.91 to 1.00.
LEVEL OF SERVICE F: Very congested traffic with frequent stoppages. Indicates forced flow or operation, with a volume-to-capacity ratio of 1.00+.

Liquefaction
A process by which water-saturated granular soils transform from a solid to a liquid state because of a sudden shock or strain.

Local Road
A road providing direct access to abutting land and designed to discourage through traffic.

Lower Income
Less than or equal to 80 percent of the county median income (i.e., combination of very low income and other low income.)

Mobile Homes
A structure, transportable in one or more sections, built on a permanent chassis and designed for use as a single-family dwelling unit when connected to required utilities.

Moderate Income
Between 81 percent and 120 percent of the county median income.

Monterey Bay Unified Air Pollution Control District
A multi-county agency with legislative authority to adopt and enforce all rules and regulations necessary to control non-vehicular sources of air pollutants in the area.

Mudslide (Mudflow)
A flow of very wet rock and soil.

Mitigate
To ameliorate, alleviate, or avoid to the extent reasonably feasible. According to CEQA, mitigations include: (a) avoiding an impact by not taking a certain action or parts of an action; (b) minimizing an impact by limiting the degree or magnitude of the action and its implementation; (c) rectifying an impact by repairing, rehabilitation, or restoring the environment affected; (d) reducing or eliminating an impact by preserving and maintaining operations during the life of the action; (e) compensating for an impact by replacing or providing substitute resources or environments.
N

Neighborhood Park
City-owned land of two to ten acres intended to serve the recreation needs of people living or working within a one-half mile radius of the park and also intended to contribute to a distinct neighborhood identity.

Net Acre
See Acre, Net

Noise Attenuation
Reduction of the level of a noise source using a substance, material, or surface, such as earth berms and/or solid concrete walls.

Noise Contour
A line connecting points of equal noise level as measured on the same scale. Noise levels greater than the 60 Ldn contour (measured in dBA) require noise attenuation in residential development.

Non-renewable Energy Resources
Sources whose natural supplies are depleted in producing work such as oil, gas, coal and uranium.

Objective
A measurable goal; a statement of desirable accomplishment within a specific time frame that is definite enough to know when and if it has been achieved.

O

Open Space
Any open land or other space (such as a river) which is predominately lacking in structural development. Open Space includes natural areas, wetlands, open water, wildlife habitats, farmlands, grazing areas, and park recreation areas.

Overcrowding
A condition defined by the U.S. Census which exists when housing units provide insufficient living space to meet the needs of a household. A housing unit is determined to be overcrowded when there are 1.01 or more persons per room. Severe overcrowding is more than 1.5 persons per room.

P

Paratransit
Term variously used to describe transit systems which operate on flexible routes and/or provide demand responsive service. Generally vans, small buses, or taxis are used to provide this service, which is most frequently provided for elderly and handicapped passengers and/or in rural or semi-rural areas, as an alternative to fixed route transit.

Parcel
A lot, or contiguous group of lots, in single ownership or under single control, usually considered a unit for purposes of development.

Peak Hour
For any given traffic facility, the daily, 60-minute period during which traffic volume is highest.

Planning Area (unincorporated Territory)
The planning area is land surrounding the city that “bears a relationship to the city’s planning” as defined by state legislation. It represents the geographic area in which land use decisions may have an impact on the city, but which is governed by the county.
Policy
A specific statement guiding action and implying a clear commitment.

Potentially Active Fault
A fault along which the most recent major displacement occurred between 11,000 and 2,000,000 years ago.

Program
An action, activity, or strategy carried out in response to adopted policy to achieve a specific objective. Policies and programs establish the “who,” “how,” and “when” for carrying out the “what” and “where” of goals and objectives.

Promote
For the goals, objectives, and policies discussed in the General Plan, the word implies an endorsement reinforced with a moderate level of administrative, financial or other city support.

Recycle
The process of extraction and reuse of materials from waste products.

Restrict
To check, bound, or decrease the range, scope, or incidence of a particular condition.

Right-of-way
The strip of land over which certain transportation and public use facilities are built, such as roadways, railroads, and utility lines.

Riparian Corridor
Vegetated ecosystems that extend along intermittent streams, perennial streams, marshes, or other natural bodies of standing water, generally located between the high water mark of the water body and the top of the bank surrounding the water body.

Risk
The degree of danger or hazard

Sanitary Landfill
A disposal site employing an engineered method of disposing of solid wastes in a manner that minimizes environmental hazards by spreading, compacting to the smallest particle volume, and applying cover material over all exposed wastes at the end of each operating day.

Scenic Corridor
A highway, road, bikeway, pedestrian path or equestrian trail recognized as having unusual or outstanding scenic qualities.

Section 8 Rental Assistance Program
A federal (HUD) rent-subsidy program which is the main source of federal housing assistance for low-income households. The program operates by providing “housing assistance payments” to owners, developers, and public housing agencies to make up the difference between the “Fair Market Rent” of a unit (set by HUD) and the household’s contribution toward the rent, which is calculated at 30 percent of the household’s adjusted gross monthly income (GMI). ‘Section 8” includes programs for new construction, existing housing, and substantial or moderate housing rehabilitation.

Seiche
An earthquake-induced wave in a lake, reservoir, or harbor.

Shall
That which is obligatory or necessary

Should
Signifies a directive to be honored if at all possible.

Sign
Any representative (written or pictorial) used to
identify, announce, or otherwise direct attention to a business, profession, commodity, service, or entertainment.

**Signal Pre-emption**
A system used by emergency and public transit vehicles to change signal phasing from red to green, allowing faster cross-town access.

**Siltation**
(1) The accumulating deposition of eroded material;
(2) The gradual filling in of streams and other bodies of water with sand, silt, and clay.

**Single-Family Dwelling (Attached)**
A dwelling unit occupied or intended for occupation by only one family that is structurally connected with other such dwelling units.

**Single-Family Dwelling (Detached)**
A dwelling unit occupied or intended for occupation by only one family that is structurally independent from any other such dwelling unit or structure intended for residential or other use.

**Site**
Land used or intended of one use or a group of uses and having frontage on a public or an approved private street.

**Slope**
Calculated as the vertical rise divided by the horizontal run, the incline or land gradient expressed as a percent. For example, a hill which rises 15 feet across the horizontal length of 100 feet, has a slope of 15 percent.

**Slough**
A secondary branch of a natural drainage system where the current is sluggish when water is present.

**Solar Access**
The provision of direct sunlight to an area specified for solar energy collection when the sun’s azimuth is within 45 degrees of true south.

**Solid Waste**
A general category that includes garbage, trash, refuse, paper, ashes, metals, glass, plastics, construction debris, rock, soil, abandoned vehicles and machine parts, discarded appliances, yard wastes, manure, and other materials.

**Solid Waste Facility**
A disposal facility, disposal site (or) a solid waste transfer/processing station.

**Specific Plan**
A tool for detailed design and implementation of a defined portion of the area covered by a General Plan. A specific plan may include all detailed regulations, conditions, programs, and/or proposed legislation which may be necessary or convenient for the systematic implementation of any General Plan element(s) or a portion thereof.

**Sphere of Influence**
A plan, adopted by the Local Agency Formation Commission for each incorporated city, showing probable physical boundaries and service area of that city. Land use within the unincorporated portion of the Sphere is controlled by the County in formal consultation or by joint action with the City.

**State Scenic Highway**
A segment of a state highway that has been officially designated by the Director of California Department of Transportation as part of the State Scenic Highway System.

**Storm Run-Off**
Surplus surface water generated by rainfall that does not seep into the soil, but flows over the land to streams, rivers, or lakes.

**Strip Development**
The development of urban uses such as housing or commerce in narrow bands, generally one lot deep, along the frontage of roads and highways.
Substandard Housing
Residential dwellings which, because of their physical condition, do not provide safe and sanitary housing.

Support
For the goals, objectives, and policies discussed in the General Plan, this word implies an endorsement reinforced with a high level of administrative, financial, or other city support.

Surface Rupture
A break in the ground surface and associated deformation, usually the result of seismic activity.

Threatened Species, California
A native species or sub-species of a bird, mammal, fish, amphibian, reptile, or plant that, although not currently threatened with extinction, is likely to become an endangered species in the foreseeable future in the absence of special protection and management efforts required by Chapter 1.5 of the State Department of Fish and Game Code.

Threatened Species, Federal
A species which is likely to become an endangered species in the foreseeable future throughout all or a significant portion of its range.

Tourism
The business of providing services for persons traveling for pleasure, tourism contributes to the vitality of the community by providing revenue to local business. Tourism can be measured through changes in the transient occupancy tax, or restaurant sales.

Transit
Vehicles or systems engaged in the transportation of people by public or private conveyance, primarily rail or bus systems.

Transit-Dependent
Refers to persons unable to operate automobiles or other motorized vehicles, and to those who do not own motorized vehicles. Transit-dependent residents must rely on transit, paratransit, or owners of private vehicles for transportation. Transit-dependent residents include the young, the elderly, the poor, and those with prior violations in motor vehicle laws.

Transportation Systems Management (TSM)
A comprehensive strategy developed to address the problems caused by additional development, increasing trips, and a shortfall in transportation capacity. Transportation Systems Management
focuses on more efficiently utilizing existing highway and transit systems rather than expanding them. Objectives include reducing the number of vehicle trips, shortening trip lengths, and distributing the timing of trips throughout the day so as to ease congestion during peak travel times.

**Trip**
A one-way journey that proceeds from an origin to a destination by a single type of vehicular transportation.

**Trip Generation**
The dynamics that account for people making trips in automobiles or by means of public transportation. Trip generation is the basis for estimating the level of use for a transit system and the impact of additional development or transportation facilities on an existing, local transportation system.

**Truck Route**
A path of circulation required for all vehicles exceeding set weight or axle limits. A truck route follows major arterials through commercial or industrial areas and avoids sensitive residential areas.

**Tsunami**
A wave, commonly called a tidal wave, caused by an underwater seismic disturbance, such as sudden faulting, landslide, or volcanic activity.

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**Urban Design**
The attempt to give form, in terms of both beauty and function, to selected urban areas or to whole cities. Urban design is concerned with the location, mass, and design of various urban components and combines elements of urban planning, architecture, and landscape architecture.

**Urban Limit Line**
A planning boundary intended to contain urban development and discourage urban sprawl.

**Urban Sprawl**
Haphazard growth or outward extension of an urban area resulting from uncontrolled or poorly managed development.

**Use**
The purpose for which a lot or structure is or may be leased, occupied, maintained, arranged, designed, intended, constructed, erected, moved, altered, and/or enlarged pursuant to the City’s zoning ordinances and General Plan land use designation.

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**Vacancy Rate**
The ratio of vacant available (for sale or for rent) housing units to the total housing stock in a given area which is used as an indicator of the general availability of housing.

**Very Low Income**
Less than 50 percent of the area or county median income.

**Viewshed**
The area within view from a defined, publicly accessible observation point.
**Volume-to-Capacity Ratio**
A measure of the operating capacity of a roadway or intersection, in terms of the number of vehicles passing through, divided by the number of vehicles that theoretically could pass through when the roadway or intersection is operating at its design capacity. Abbreviated “v/c”. At a v/c ratio of 1.0, the roadway or intersection is operating at capacity. If the ratio if less than 1.0, the traffic facility has additional capacity.

**W**

**Watershed**
An area or region drained or contributing water to, a spring, stream, river, lake, or other bodies of water.

**Wetlands**
Areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs and similar areas.

**Williamson Act**
Known formally as the California Land Conservation Act of 1965, it was designed as an incentive to retain prime agricultural land and open space in agricultural use, thereby slowing its conversion to urban and suburban development. Landowners were offered reduced property tax assessments if they agreed not to develop the land for ten years. The lowered assessments were based on the agricultural use of their land, or “use value,” instead of “market value.”

**Z**

**Zoning**
The division of a city by legislative regulations into areas, or zones, which specify allowable uses for real property and size restrictions for buildings within these areas; a program that carries out policies of the General Plan.

**Zoning District**
A designated section of the City for which prescribed land use requirements and building and development standards are uniform.
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APPENDIX A
City of Watsonville Historic Register

Many properties have been inventoried, or recorded, but are not officially listed as a resource on a local, California Register or the National Register. Significant historic properties that are currently listed on the Watsonville Register and the National Register of Historic Places include the following:

- 261–261A East Beach Street  Richard Pearson Home
- 332 East Beach Street   Bockius-Orr House (National Register)
- 128 East Beach Street   Julius Lee Home (National Register)
- 12 Brennan Street   Watsonville Women's Club
- 225 East Lake Ave
- 305 East Lake Ave   Mitchell Resetar Home
- 335 East Lake Ave   Madison House (National Register)
- 280 Main Street   Porter Building
- 406 Main Street   Lettunich Building (National Register)
- 418–428 Main Street   Mansion House (National Register)
- 426–434 Main Street   Kalich Building
- Main/Beach/Peck/Union   Watsonville City Plaza (National Register)
- 139 Maple Street   Horgan House
- 37 Sudden Street   Pajaro Valley Arts Council

An extensive field survey of potentially important properties was conducted in 2003, and other properties related to railroad and industrial development have been identified as potentially significant, however, a Historic Context is necessary to properly evaluate the significance of these properties.
APPENDIX B
Analysis of Historic Significance

The analysis process is an invaluable tool intended to protect and maintain the historic status of a property or district, and its contribution to the built environment and community character. This analysis should take place any time a potentially significant or listed property is proposed for restoration, alteration, or demolition. It is also utilized when determining the significance of a property. It is not intended to halt or delay progress but to properly guide the proposed project along for greater benefit. The analysis process should include:

- Evaluation of the property’s historic significance including its associative value and context utilizing national, state and local criteria and status codes
- Evaluation of the property’s integrity and identification of character defining features
- Establishment of the period of significance based on substantiated documentation
- Determination of which Standard of the Secretary of the Interior’s Standard for the Treatment of Historic Properties will be followed for the proposed changes [Preservation, Rehabilitation, Restoration, or Reconstruction]
- Review of the proposed changes for consistency with the selected Standard to meet the criteria and requirements of the California Environmental Quality Act (CEQA) to avoid a substantial adverse change.

A professional who meets the Secretary of the Interior’s professional qualification standards for history or architectural history (Federal Code 36 CFR Part 61) should conduct each analysis.

Analysis of Properties to Meet National and Local Criteria
Analysis of properties in the form of a Reconnaissance Survey is the minimum level of information needed to be included in the Office of Historic Preservation filing system is the Primary Record (DPR 523a) that gives an overview of each property from which a preliminary evaluation may be developed. A Reconnaissance Survey is a survey, or inventory, of properties that have the potential to be historic. Following the County of Santa Cruz’s methodology of utilizing the National Register status code for historic significance, each property surveyed is designated a status code based on physical evidence regarding integrity. At this preliminary level no properties are evaluated for their Associative Value. This level of evaluation would require additional research and the completion of the DPR 523b Building, Structure and Object Record.

Historic Resource Surveys are commonly used to assess the breadth of potential resources within that community. Many communities use the forms to guide rehabilitation and development practices so that they are consistent with the California Environment Quality Act (CEQA). The findings of a survey help in the planning process. Surveys and DPR forms are not applications for listing on any register, rather, they are for information purposes only. Properties that may be historic should be evaluated for inclusion on the California Register using the DPR 523b Building, Structure and Object Record prior to the issuance of building/demolition permits or developing an Environmental Impact Report.
APPENDIX C

National, State, and Local Criteria for Evaluation of Historic Resources

The National Register Criteria for Evaluation

The National Register of Historic Places is the official list of properties, structures, districts, and objects significant in American history, architecture, archeology, engineering, and culture. National Register properties have significance to the prehistory and history of their community, State, or Nation.

The National Register Criteria for Evaluation is...“the basis for judging a property’s significance for their association with important events or persons, for their importance in design or construction, or for their information potential...” National Register Bulletin 15. The National Register Criteria recognizes the following categories:

• Criteria A: properties significant for their association or linkages to events (associative value)
• Criteria B: properties significant for their association to persons important to the past (associative value)
• Criteria C: properties significant as representatives of the manmade expression of culture or technology (design or construction value)
• Criteria D: properties significant for their ability to yield important information about prehistory or history (information value)

The California Register Criteria for Evaluation

The California Register of Historic Places is the official list of properties, structures, districts, and objects significant at the local, state or national level. Properties that are eligible for the National Register are automatically eligible for the California Register. California Register properties must have significance under one of the four following criteria.

1) Associated with events that have made a significant contribution to broad patterns of local or regional history, or cultural heritage of California of the United States;

2) Associated with the lives of persons important to the local, California or national history

3) Embodies the distinctive characteristics of a design-type, period, region, or method of construction, or represents the work of a master, or possesses high artistic value; or

4) Yields important information about prehistory or history of the local area, California or the nation.

Santa Cruz County Register Criteria for Evaluation

The County of Santa Cruz recognizes significant historical resources in unincorporated portions of the County. The Historic Preservation Chapter (16.42) of the County General Plan describes Historic Resource Designation in (section16.42.080). These regulations do not apply to the analysis of properties located in the City of Watsonville, but provide parameters for revision to the Watsonville Historic Preservation Ordinance. The designation criteria sections are quoted, in part, below:
“Structures, objects, sites and districts shall be designated as historic resources if, and only if, they meet one or more of the following criteria and have retained their architectural integrity and historic value:

1. The resource is associated with person of local, state or national historical significance.
2. The resource is associated with an historic event or thematic activity of local, state or national importance.
3. The resource is representative of a distinct architectural style and/or construction method of a particular historic period or way of life or the resource represents the work of a master builder or architect or possesses high artistic values.
4. The resource has yielded, or may likely yield information important to history or pre-history.”

Rating of Significance:
The County of Santa Cruz recognizes significant historical resources in the County utilizing a status code based on the National Register status code list. This rating makes for consistency when reviewing properties for national, state or local significance; however, the County status list is not as detailed as the National and therefore limits strategies for the protection of resources. California Historical Resource Status Codes (CR) were recently adopted by the State Historic Preservation Office and provide greater detail regarding status levels.

Evaluation of Integrity:
The National, State, and County register criteria also require that a property or building retain integrity to qualify for listing. The National Park Service's National Register Bulletin #15 defines integrity as “the ability of a property to convey its significance...The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance.” To retain a reasonable level of integrity, a property must have most of the 7 aspects of integrity, listed below:

1. Location—The place where the historic property was constructed or the place where the historic event occurred
2. Design—The combination of elements that create the form, plan, space, structure, and style of a property
3. Setting—The physical environment of a historical property
4. Materials—The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property
5. Workmanship—The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
6. Feeling—A property's expression of the aesthetic or historic sense of a particular period of time.”
7. Association—The direct link between an important historic event or person and a historic property

City of Watsonville Designation of Historic Structures:
The City of Watsonville recognizes structures of merit in Chapter 13: Preservation of Historical, Architectural, and Aesthetic Structures of the city’s General Plan. Section 8-13-02 Designation of Historic Structures outlines general parameters; however, no criterion or status codes are provided to guide the evaluation process.
The Secretary of the Interior’s Standards for the Treatment of Historic Properties (Standards) are common sense principles in non-technical language. The standards are a series of concepts about maintaining, repairing and replacing historic materials, as well as designing new additions or making alterations to historic structures. They cannot be used alone to make essential decisions about what features of a historic property should be saved and what features might be changed, but once an appropriate treatment is selected, the Standards provide philosophical consistency to the work undertaken.

Four approaches have been developed by the National Park Service to protect and preserve historic resources. Each approach is specific to the preservation, restoration, reconstruction or rehabilitation of a structure. The decision of which approach to undertake is the responsibility of the lead agency, however, rehabilitation is the most widely applied treatment. This may be due to the fact that it is the only treatment that allows for a new use, alteration and even additions to an historic property. The 4 treatments are outlined below.

Preservation:
“Preservation is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project.”

Restoration:
“Restoration is defined as the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.”

Reconstruction:
“Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.”

Rehabilitation:
“Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.”
APPENDIX E
National and State Register of Historic Places Status Codes

The National Register status codes were developed to further refine the historic status of a property, between those properties not eligible for listing to those properties that have been listed on the National Register.

The initial number in a code indicates the general status:
1. Listed on the National Register
2. Determined eligible for the National Register in a formal process involving federal agencies
3. Appears eligible for listing in the National Register in the judgment of the person(s) completing or reviewing the form
4. Might become eligible for listing
5. Ineligible for listing in the National Register but still of local interest
6. None of the above
7. Undetermined

Each general status is divided into more specific codes as follows:

1. Listed in the National Register:
   1S. Separately listed
   1D. Contributor to a listed district
   1B. Both 1S and 1D

2. Determined eligible for listing in the National Register:
   2S1. Determined eligible for separate listing by the Keeper of the National Register
   2S2. Determined eligible for separate listing through a consensus determination by a federal agency and the State Historic Preservation Officer
   2S3. Determined eligible for separate listing by a unit of the National Park Service other than the Keeper of the National Register
   2D1. Contributor to a district determined eligible by the Keeper
   2D2. Contributor to a district determined eligible for listing through a consensus determination
   2D3. Determined eligible for listing as a contributor to a district by a unit of the National Park Service other than the Keeper
   2B5. Determined eligible by more than one method listed above

3. Appears eligible for listing in the National Register
   3S. Appears eligible for separate listing
   3D. Contributor to a district that has been fully documented according to OHP instructions and appears eligible for listing
   3B. Both 3S and 3D

4. Might become eligible for listing
4R. Meets both of the following conditions: (1) Is located within the boundaries of a fully documented district that is listed in, determined eligible for, or appears eligible for the National Register; and (2) may become a contributor to the district when it is restored to its appearance during the district's period of significance.
May become eligible for separate listing in the National Register when one of the following occurs (use the code for the most important reason if more than one applies):

4S1. The property becomes old enough to meet the Register’s 50-year requirement
4S2. More historical or architectural research is performed on the property
4S7. The architectural integrity of the property is restored
4S8. Other properties, which provide more significant examples of the historical or architectural associations connected to this property, are demolished or otherwise lose their architectural integrity.

Contributor to a fully documented district that may become eligible for listing when (used the code for the most important reason if more than one applies):

4D1. The district becomes old enough to meet the Register’s 50-year requirement
4D2. More historical or architectural research is performed on the district
4D7. The integrity of the district is restored
4D8. Other districts, which provide more significant examples of the historical or architectural associations connected to this district, are demolished or otherwise lose their architectural integrity.

May become eligible as a contributor to a district that has not been fully documented

Not eligible for National Register but of local interest because the resource:

5S1. Is separately listed or designated under an existing local ordinance, or is eligible for such listing or designation
5S3. Is not eligible for separate listing or designation under an existing local ordinance but is eligible for special consideration in local planning

Is a contributor to a fully documented district that is designated or eligible for designation as a local historic district, overlay zone, or preservation area under an existing ordinance or procedure

Is a contributor to a fully documented district that is unlikely to be designated as a local historic district, overlay zone, or preservation area but is eligible for special consideration in local planning

Needs special consideration for reasons other than the above

None of the above:

Removed from listing by the Keeper of the National Register
Determined ineligible for listing in the National Register by the Keeper of the National Register
Determined ineligible for listing in the National Register through a consensus determination of a federal agency and the State Historic Preservation Officer
Found ineligible for listing in the National Register through an evaluation process other than those mentioned in 6X and 6Y above.

Not evaluated

California Historical Resource Status Codes

1. Properties listed in the National Register (NR) or the California Register (CR)
   1D Contributor to a district or multiple resource property listed in NR by the Keeper. Listed in the CR.
   1S Individual property listed in NR by the Keeper. Listed in the CR.
   1CD Listed in the CR as a contributor to a district or multiple resource property by the SHRC
   1CS Listed in the CR as individual property by the SHRC.
   1CL Automatically listed in the California Register—Includes State Historical Landmarks 770 and above and Points of Historical Interest nominated after December 1997 and recommended for listing by the SHRC.
2. Properties determined eligible for listing in the National Register (NR) or the California Register (CR)
   2B Determined eligible for NR as an individual property and as a contributor to an eligible district in a federal regulatory process. Listed in the CR.
   2D Contributor to a district determined eligible for NR by the Keeper. Listed in the CR.
   2D2 Contributor to a district determined eligible for NR by consensus through Section 106 process. Listed in the CR.
   2D3 Contributor to a district determined eligible for NR by Part I Tax Certification. Listed in the CR.
   2D4 Contributor to a district determined eligible for NR pursuant to Section 106 without review by SHPO. Listed in the CR.
   2S Individual property determined eligible for NR by the Keeper. Listed in the CR.
   2S2 Individual property determined eligible for NR by a consensus through Section 106 process. Listed in the CR.
   2S3 Individual property determined eligible for NR by Part I Tax Certification. Listed in the CR.
   2S4 Individual property determined eligible for NR pursuant to Section 106 without review by SHPO. Listed in the CR.
   2CB Determined eligible for CR as an individual property and as a contributor to an eligible district by the SHRC.
   2CD Contributor to a district determined eligible for listing in the CR by the SHRC.
   2CS Individual property determined eligible for listing in the CR by the SHRC.

3. Appears eligible for National Register (NR) or California Register (CR) through Survey Evaluation
   3B Appears eligible for NR both individually and as a contributor to a NR eligible district through survey evaluation.
   3D Appears eligible for NR as a contributor to a NR eligible district through survey evaluation.
   3S Appears eligible for NR as an individual property through survey evaluation.
   3CB Appears eligible for CR both individually and as a contributor to a CR eligible district through a survey evaluation.
   3CD Appears eligible for CR as a contributor to a CR eligible district through a survey evaluation.
   3CS Appears eligible for CR as an individual property through survey evaluation.

4. Appears eligible for National Register (NR) or California Register (CR) through other evaluation

5. Properties Recognized as Historically Significant by Local Government
   5D1 Contributor to a district that is listed or designated locally.
   5D2 Contributor to a district that is eligible for local listing or designation.
   5D3 Appears to be a contributor to a district that appears eligible for local listing or designation through survey evaluation.
   5S1 Individual property that is listed or designated locally.
   5S2 Individual property that is eligible for local listing or designation.
   5S3 Appears to be individually eligible for local listing or designation through survey evaluation.
   5B Locally significant both individually (listed, eligible, or appears eligible) and as a contributor to a district that is locally listed, designated, determined eligible or appears eligible through survey evaluation.

6. Not Eligible for Listing or Designation as specified
6C  Determined ineligible for or removed from California Register by SHRC.
6J  Landmarks or Points of Interest found ineligible for designation by SHRC.
6L  Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning.
6T  Determined ineligible for NR through Part I Tax Certification process.
6U  Determined ineligible for NR pursuant to Section 106 without review by SHPO.
6W  Removed from NR by the Keeper.
6X  Determined ineligible for the NR by SHRC or Keeper.
6Y  Determined ineligible for NR by consensus through Section 106 process—not evaluated for CR or Local Listing.
6Z  Found ineligible for NR, CR or Local designation through survey evaluation.

7.  Not Evaluated for National Register (NR) or California Register (CR) or needs reevaluation
7J  Received by OHP for evaluation or action but not yet evaluated.
7K  Resubmitted to OHP for action but not reevaluated.
7L  State Historical Landmarks 1-769 and Points of Historical Interest designated prior to January 1998—needs to be reevaluated using current standards.
7M  Submitted to OHP but not evaluated—referred to NPS.
7N  Needs to be reevaluated (Formerly NR Status Code 4)
7N1  Needs to be reevaluated (Formerly NR SC4)—may become eligible for NR w/restoration or when meets other specific conditions.
7R  Identified in Reconnaissance Level Survey: not evaluated. 12/8/2003
7W  Submitted to OHP for action—withdrawn.
### APPENDIX F

**TRANSPORTATION**

#### TWO-WAY STOP CONTROL SUMMARY

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#### Delay, Queue Length, and Level of Service

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# TWO-WAY STOP CONTROL SUMMARY

## General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/Co.:** Watsonville, CA
- **Date Performed:** Watsonville General Plan
- **Analysis Time Period:** PM Peak
- **Intersection:** Watsonville VISTA 2030
- **Jurisdiction:** Watsonville, CA
- **Analysis Year:** 2030
- **Project Description:** Watsonville General Plan

## Site Information
- **East/West Street:** NB SR-1 Ramps
- **North/South Street:** Larkin Valley Road
- **Intersection Orientation:** North-South
- **Study Period (hrs):** 0.25

## Vehicle Volumes and Adjustments

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## Minor Street

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## Delay, Queue Length, and Level of Service

### Approach

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MC228044

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Version 4.1d
### TWO-WAY STOP CONTROL SUMMARY

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**Median Type**

**RT Channelized?**

**Lanes**

**Configuration**

**Upstream Signal**

### Vehicle Volumes and Adjustments

**Major Street**

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**Minor Street**

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### Control Delay, Queue Length, Level of Service

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**Notes:**

**Copyright © 2003 University of Florida, All Rights Reserved**

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#### Median Type
- Undivided

| RT Channelized | 0 |
| Lanes | 0 | 2 | 0 | 0 | 0 |
| Configuration | T | TR |
| Upstream Signal | 0 |

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### Delay, Queue Length, and Level of Service

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# TWO-WAY STOP CONTROL SUMMARY

## General Information
- **Analyst**: Kimley-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**: PM Peak

## Site Information
- **Intersection**: Hankins Slough Rd & NB SR-1
- **Analysis Year**: 2030
- **Project Description**: Watsonville General Plan
- **East/West Street**: Hankins Slough Road
- **North/South Street**: NB SR-1 Ramps
- **Intersection Orientation**: East-West
- **Study Period (hrs)**: 0.25

## Vehicle Volumes and Adjustments

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## Control Delay, Queue Length, Level of Service

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Approach delay (s/veh) -- -- 17.9
Approach LOG -- -- 0
# WatsonvilleVISTA 2030

## Two-Way Stop Control Summary

### General Information
- **Analyst**: Kimley-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**
- **Analysis Time Period**: PM Peak
- **Project Description**: Watsonville General Plan
- **Intersection**: Harkins Slough Rd & SB SR-1
- **Jurisdiction**: Watsonville
- **Analysis Year**: 2030

### Site Information
- **Northbound**
  - **Intersection**: Harkins Slough Rd & SB SR-1
  - **Study Period (hrs)**: 0.26

### Vehicle Volumes and Adjustments

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### Delay, Queue Length, and Level of Service

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Version 4.16
### ALL-WAY STOP CONTROL ANALYSIS

**General Information**
- **Analyst**: Kinsey-Nixon and Associates
- **Agency**: Watsonville, CA
- **Date Performed**: PM Peak

**Site Information**
- **Intersection**: Clifford Ave & Pennsylvania
- **Jurisdiction**: Analysis Year 2030

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<td>72.62</td>
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## Two-Way Stop Control Summary

### General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/Co.:** Watsonville, CA
- **Date Performed:**
- **Analysis Time Period:** PM Peak
- **Project Description:** Watsonville General Plan
- **East/West Street:** Riverside Drive
- **North/South Street:** Blackburn Street
- **Intersection Orientation:** East-West
- **Study Period (hrs):** 0.26

### Site Information
- **Intersection:** Riverside Dr & Blackburn St
- **Jurisdiction:**
- **Analysis Year:** 2030

### Vehicle Volumes and Adjustments

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<th>Lanes</th>
<th>Configuration</th>
<th>Upstream Signal</th>
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<td>Lanes</td>
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<td>Configuration</td>
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### Control Delay, Queue Length, Level of Service

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<td>A</td>
<td>D</td>
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### TWO-WAY STOP CONTROL SUMMARY

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<td><strong>Configuration</strong></td>
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### Minor Street

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### Delay, Queue Length, and Level of Service

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Version 4.16
### Two-Way Stop Control Summary

**General Information**
- **Analyst**: Kimley-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**: Watsonville General Plan
- **Analysis Time Period**: PM Peak

**Site Information**
- **Intersection**: W. Beach St & Errington Rd
- **Jurisdiction**: Watsonville
- **Analysis Year**: 2030

**Vehicle Volumes and Adjustments**

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**Minor Street**

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**Control Delay, Queue Length, Level of Service**

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### TWO-WAY STOP CONTROL SUMMARY

#### General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/City:** Watsonville, CA
- **Date Performed:** PM Peak
- **Analysis Time Period:** PM Peak
- **Project Description:** Watsonville General Plan
- **Interchange:** Riverside Dr & NB SR-1 Ramps

#### Site Information
- **Intersection:** Riverside Drive
- **Jurisdiction:** Analysis Year
- **Study Period (hrs):** 0.26

#### Vehicle Volumes and Adjustments

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#### Control Delay, Queue Length, Level of Service

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## TWO-WAY STOP CONTROL SUMMARY

### General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/Co.:** Watsonville, CA
- **Date Performed:** Watsonville General Plan
- **Analysis Time Period:** PM Peak
- **Project Description:** Watsonville General Plan
- **Intersection:** Riverside Dr & SB SR-1 Ramps
- **Jurisdiction:** Watsonville
- **Analysis Year:** 2030
- **Intersection Orientation:** East-West
- **Study Period (hrs):** 0.25

### Site Information
- **East/West Street:** Riverside Drive
- **North/South Street:** SB SR-1 Ramps

### Vehicle Volumes and Adjustments

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### Control Delay, Queue Length, Level of Service

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Version 4.1.0
# TWO-WAY STOP CONTROL SUMMARY

## General Information
- **Analyst**: Kimley-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**: 04/2004
- **Analysis Time Period**: PM Peak
- **Project Description**: Watsonville General Plan

## Site Information
- **Intersection**: Buena Vista Dr & Freedom Blvd
- **Jurisdiction**: Existing
- **Analysis Year**: North-South
- **Study Period (hrs)**: 0.25

## Vehicle Volumes and Adjustments

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## Delay, Queue Length, and Level of Service

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## TWO-WAY STOP CONTROL SUMMARY

### General Information
- **Analyst**: Kimley-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**: 04/2004
- **Analysis Time Period**: PM Peak
- **Project Description**: Watsonville General Plan

### Site Information
- **Intersection**: NB SR-1 Ramps & Larkin Valley
- **Jurisdiction**: Watsonville
- **Analysis Year**: Existing
- **Study Period (hrs)**: 0.28

### Vehicle Volumes and Adjustments

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#### Minor Street

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### Delay, Queue Length, and Level of Service

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## Two-Way Stop Control Summary

### General Information
- **Analyst**: Khimley-Horn and Associates
- **Agency/Dco.**: Watsonville, CA
- **Date Performed**: 04/2004
- **Analysis Time Period**: PM Peak
- **Project Description**: Watsonville General Plan

### Site Information
- **Intersection**: SB SR-1 Ramps & Ranport Road
- **Jurisdiction**: Analysis Year
- **Existing**

### Vehicle Volumes and Adjustments

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<thead>
<tr>
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### Control Delay, Queue Length, Level of Service

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## TWO-WAY STOP CONTROL SUMMARY

**General Information**
- Analyst: Kimley-Horn and Associates, Watsonville, CA
- Date Performed: 04/2004
- Time Period: PM Peak
- Project Description: Watsonville General Plan
- Intersection: Holm Rd & Main St / NB SR-1 Ra
- Jurisdiction: North-South
- Analysis Year: Existing

**Site Information**
- North/South Street: Main Street / NB SR-1 Ramp
- Study Period (hrs): 0:26

### Vehicle Volumes and Adjustments

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### Delay, Queue Length, and Level of Service

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Watsonville VISTA 2030

AP-26
# Two-Way Stop Control Summary

## General Information

**Analyst:** Kimley-Horn and Associates  
**Agency/Co.:** Watsonville, CA  
**Date Performed:** 04/2004  
**Analysis Time Period:** PM Peak  
**Project Description:** Watsonville General Plan  
**Intersection:** Hanks Slough Rd & NB SR-1  
**Jurisdiction:** North/South Street: NB SR-1 Ramp  
**Existing:** Study Period (hrs): 0.28

## Site Information

**Analyst:** Kimley-Horn and Associates  
**Agency/Co.:** Watsonville, CA  
**Date Performed:** 04/2004  
**Analysis Time Period:** PM Peak  
**Project Description:** Watsonville General Plan  
**Intersection:** Hanks Slough Rd & NB SR-1  
**Jurisdiction:** North/South Street: NB SR-1 Ramp  
**Existing:** Study Period (hrs): 0.28

## Vehicle Volumes and Adjustments

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## Minor Street

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## Control Delay, Queue Length, Level of Service

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# TWO-WAY STOP CONTROL SUMMARY

**General Information**

- **Analyst**: Klimly-Horn and Associates
- **Agency/Co.**: Watsonville, CA
- **Date Performed**: 04/2004
- **Analysis Time Period**: PM Peak
- **Project Description**: Watsonville General Plan
- **Intersection**: Harkins Slough Rd & SB SR-1
- **Jurisdiction**: Existing
- **Study Period (hrs)**: 0.26

**Site Information**

- **Site Information**: Watsonville VISTA 2030

## Vehicle Volumes and Adjustments

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## Delay, Queue Length, and Level of Service

### Approach

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**Approach Delay**

- NB: 12.6
- SB: 0.9

**Approach LOS**

- NB: B
- SB: A
# All-Way Stop Control Analysis

## General Information
- **Analyst:** Kinsky-Howe and Associates
- **Article:** Elk Grove, CA
- **Date Performed:** 04/09/04
- **Analysis Time Period:** PM Peak

## Site Information
- **Intersection:** Clifford Ave & Pennsylvania
- **Analysis Year:** Existing

## Volume Adjustments and Site Characteristics

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## Capacity and Level of Service

| Capacity | 405 | 405 | 275 | 467 | 459 |
| Delay | 20.01 | 19.17 | 11.32 | 36.94 | 42.62 |
| LOS | C | C | B | E | E |

| Approach Delay | 20.01 | 19.17 | 36.94 | 42.62 |
| LOS | C | C | E | E |

| Intersection Delay | 32.69 |
| Intersection LOS | D |
## TWO-WAY STOP CONTROL SUMMARY

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### Vehicle Volumes and Adjustments

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<td>466</td>
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<tr>
<td>T</td>
<td>466</td>
<td>365</td>
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<tr>
<td>R</td>
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### Control Delay, Queue Length, Level of Service

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## TWO-WAY STOP CONTROL SUMMARY

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### Vehicle Volumes and Adjustments

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### Delay, Queue Length, and Level of Service

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<td>A</td>
<td>C</td>
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Rights Reserved
## TWO-WAY STOP CONTROL SUMMARY

### General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/Co.:** Watsonville, CA
- **Date Performed:** 04/2004
- **Analysis Time Period:** PM Peak
- **Project Description:** Watsonville General Plan

### Site Information
- **Intersection:** W. Beach St & Emington Rd
- **Jurisdiction:** Watsonville
- **Existing Year:**
- **Study Period (hrs.):** 0.25

### Vehicle Volumes and Adjustments

<table>
<thead>
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<th>Major Street</th>
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**Median type:** Undivided

**RT Channelized:**

| Lanes | 1 | 2 | 0 | 1 |

**Configuration:** L T TR

### Minor Street

<table>
<thead>
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<th>Minor Street</th>
<th>Northbound</th>
<th>Southbound</th>
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<td>R</td>
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**Percent grade (%):**

| Flared approach | N |
| Storage | 0 |

**RT Channelized:**

| Lanes | 0 | 0 | 0 | 0 |

**Configuration:** LR

### Control Delay, Queue Length, Level of Service

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# Two-Way Stop Control Summary

## General Information
- **Analyst:** Kimley-Horn and Associates
- **Agency/Co.:** Watsonville, CA
- **Date Performed:** 04/2004
- **Analysis Time Period:** PM Peak
- **Project Description:** Watsonville General Plan
- **Intersection:** Riverside Dr & NB SR-1 Ramps
- **Jurisdiction:** Existing
- **Analysis Year:**

## Site Information
- **East/West Street:** Riverside Drive
- **North/South Street:** NB SR-1 Ramps
- **Intersection Orientation:** East-West
- **Study Period (hrs):** 0.25

## Vehicle Volumes and Adjustments

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<td>R</td>
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- **Proportion of heavy vehicles, P_{HV}:** 4
- **Median type:** Undivided
- **RT Channelized?:** 0
- **Lanes:** 1, 1
- **Configuration:** L
- **Upstream Signal:** 0

## Minor Street

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- **Proportion of heavy vehicles, P_{HV}:** 0
- **Percent grade (%):** 0
- **Flared approach:** N
- **Storage:** 0
- **RT Channelized?:** 0
- **Lanes:** 0, 1
- **Configuration:** LT

## Control Delay, Queue Length, Level of Service

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# Watsonville Vista 2030

## Two-Way Stop Control Summary

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### Vehicle Volumes and Adjustments

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</tr>
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<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Volume (veh/hr)</td>
<td>0</td>
<td>242</td>
</tr>
<tr>
<td>PHF</td>
<td>0.81</td>
<td>0.81</td>
</tr>
<tr>
<td>Hourly Flow Rate (veh/h)</td>
<td>0</td>
<td>200</td>
</tr>
<tr>
<td>Proportion of heavy vehicles, $F_{HV}$</td>
<td>7</td>
<td>--</td>
</tr>
</tbody>
</table>

#### Minor Street

<table>
<thead>
<tr>
<th>Movement</th>
<th>Northbound</th>
<th>Southbound</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Volume (veh/hr)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>PHF</td>
<td>0.90</td>
<td>0.92</td>
</tr>
<tr>
<td>Hourly Flow Rate (veh/h)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Proportion of heavy vehicles, $F_{HV}$</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Northbound</th>
<th>Southbound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent grade (%)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Flared approach</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Storage</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RT Channelized?</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lanes</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Control Delay, Queue Length, Level of Service

<table>
<thead>
<tr>
<th>Approach</th>
<th>EB</th>
<th>WB</th>
<th>Northbound</th>
<th>Southbound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movement</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Lane Configuration</td>
<td>L</td>
<td>R</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volume, $v$ (vph)</td>
<td>602</td>
<td>185</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capacity, $c_{\text{cap}}$ (vph)</td>
<td>401</td>
<td>856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vic ratio</td>
<td>1.02</td>
<td>0.21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Queue length (95%)</td>
<td>14.43</td>
<td>0.79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control Delay (s/veh)</td>
<td>75.7</td>
<td>10.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOG</td>
<td>F</td>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approach delay (s/veh)</td>
<td>--</td>
<td>--</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approach LOG</td>
<td>--</td>
<td>--</td>
<td>F</td>
<td></td>
</tr>
</tbody>
</table>

---

AP-34
APPENDIX G
INFRASTRUCTURE COST ESTIMATES

BKF Engineers

Infrastructures Cost Estimate
City of Watsonville

Area AI: Buena Vista Phase I

1. Proposed Development

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,050 Households = 1,050 units</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 jobs x 250 sf./job =</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25,000 sf. Office/Commercial/Retail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>5000</td>
<td>45</td>
<td>$225,000</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
<td>5000</td>
<td>35</td>
<td>$175,000</td>
</tr>
<tr>
<td>Domestic water well</td>
<td>ea</td>
<td>1</td>
<td>200,000</td>
<td>$200,000</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
<td>10000</td>
<td>45</td>
<td>$450,000</td>
</tr>
<tr>
<td>Sanitary sewer force main</td>
<td>If</td>
<td>3000</td>
<td>60</td>
<td>$180,000</td>
</tr>
<tr>
<td>Sanitary sewer pump station</td>
<td>ea</td>
<td>1</td>
<td>250,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>2500</td>
<td>75</td>
<td>$187,500</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>5000</td>
<td>50</td>
<td>$250,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>2500</td>
<td>40</td>
<td>$100,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural</td>
<td>If</td>
<td>10000</td>
<td>50</td>
<td>$500,000</td>
</tr>
<tr>
<td>gas, telephone, telecommunication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and cable lines)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Proposed Access Road

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grading for roadway (100-foot right-of-way)</td>
<td>sf</td>
<td>10000000</td>
<td>1</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>4 lanes roadway with sidewalk on both sides</td>
<td>If</td>
<td>10000</td>
<td>300</td>
<td>$3,000,000</td>
</tr>
</tbody>
</table>

**SUBTOTAL**

**$6,517,500**

4. Soft Costs (25%)

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**

**$8,146,875**

**Note:**
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included
3. Soft costs include design, plan check, inspection, environmental analysis (EIR)
   Right of way engineering.
### Area AII: Buena Vista Phase II

1. **Proposed Development**

<table>
<thead>
<tr>
<th>650 Households</th>
<th>=</th>
<th>650 units</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 jobs x 250 sf./job</td>
<td>=</td>
<td>12,500 sf. Office/Commercial/Retail</td>
</tr>
</tbody>
</table>

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>3100</td>
<td>45</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
<td>3100</td>
<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
<td>6200</td>
<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>1550</td>
<td>75</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>3100</td>
<td>50</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>1550</td>
<td>40</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If</td>
<td>6200</td>
<td>50</td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**

   | Grading for roadway | sf | 620000 | 1 | $620,000 |
   | (100-foot right-of-way) | |
   | 4 lanes roadway with sidewalk on both sides | If | 6200 | 300 | $1,860,000 |

   **SUBTOTAL** | $3,650,250 |

4. **Soft Cost (25%)**

   **TOTAL** | $4,562,813 |

**Note:**

1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included.
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
4. Domestic water well could be moved to Phase III.
Area AIII: Buena Vista Phase III

1. Proposed Development

550 Households = 550 units
50 jobs x 250 sf./job = 12,500 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Unit</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost($)</th>
<th>Extension($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>lf</td>
<td>1900</td>
<td>45</td>
<td>$85,500</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>lf</td>
<td>1900</td>
<td>35</td>
<td>$66,500</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>lf</td>
<td>3800</td>
<td>45</td>
<td>$171,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>lf</td>
<td>950</td>
<td>75</td>
<td>$71,250</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>lf</td>
<td>1900</td>
<td>50</td>
<td>$95,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>lf</td>
<td>950</td>
<td>40</td>
<td>$38,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>lf</td>
<td>3800</td>
<td>50</td>
<td>$190,000</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

- Grading for roadway (100-foot right-of-way)
  - sf 380000 1  $380,000
- 4 lanes roadway with sidewalk on both sides
  - lf 3800 300  $1,140,000

SUBTOTAL $2,237,250

4. Soft Cost (25%)

TOTAL $2,796,563

Note:
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
# Area B: Atkinson Lane

1. **Proposed Development**
   
   600 Households = 600 units  
   90 jobs x 250 sf./job = 22,500 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>4000</td>
<td>45</td>
<td>$180,000</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>4000</td>
<td>35</td>
<td>$140,000</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>8000</td>
<td>45</td>
<td>$360,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>2000</td>
<td>75</td>
<td>$150,000</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>4000</td>
<td>50</td>
<td>$200,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>2000</td>
<td>40</td>
<td>$80,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>8000</td>
<td>50</td>
<td>$400,000</td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>sf</td>
<td>800000</td>
<td>1</td>
<td>$800,000</td>
</tr>
<tr>
<td>if</td>
<td>8000</td>
<td>300</td>
<td>$2,400,000</td>
</tr>
</tbody>
</table>

   **SUBTOTAL** $4,710,000

4. **Soft Cost (25%)**

   $1,177,500

   **TOTAL** $5,887,500

**Note:**
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included.
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
Appendices

BKF Engineers

Infrastructures Cost Estimate
City of Watsonville

Area C: West of East Lake/South of Corralitos Creek

1. Proposed Development

150 Households = 150 units
50 jobs x 250 sf./job = 12,500 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>1f</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>1f</td>
<td>0</td>
<td>35</td>
</tr>
</tbody>
</table>

8" sanitary sewer main

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>45</td>
<td>$0</td>
</tr>
</tbody>
</table>

24" storm sewer main

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>75</td>
<td>$0</td>
</tr>
</tbody>
</table>

18" storm sewer main

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>50</td>
<td>$0</td>
</tr>
</tbody>
</table>

15" storm sewer main

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>40</td>
<td>$0</td>
</tr>
</tbody>
</table>

Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>50</td>
<td>$0</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

4 lanes roadway with sidewalk on both sides

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1f</td>
<td>0</td>
<td>300</td>
<td>$0</td>
</tr>
</tbody>
</table>

SUBTOTAL $0

4. Soft Cost (25%)

TOTAL $0

Note:
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
BKF Engineers

Infrastructures Cost Estimate
City of Watsonville

Area D: East of East Lake

1. Proposed Development

90 Households = 90 units
40 jobs x 250 sf./job = 10,000 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>75</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If</td>
<td>0</td>
<td>50</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 lanes roadway with sidewalk on both sides</td>
<td>If</td>
<td>0</td>
<td>300</td>
</tr>
</tbody>
</table>

SUBTOTAL

$0

4. Soft Cost (25%)

$0

TOTAL

$0

Note:
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
BKF Engineers

Infrastructures Cost Estimate
City of Watsonville

Area E: Villages

1. Proposed Development

350 Households = 350 units
300 jobs x 250 sf./job = 75,000 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>1200</td>
<td>55</td>
<td>$66,000</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>0</td>
<td>35</td>
<td>$0</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>1200</td>
<td>55</td>
<td>$66,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>1200</td>
<td>85</td>
<td>$102,000</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>1200</td>
<td>65</td>
<td>$78,000</td>
</tr>
<tr>
<td>12&quot; storm sewer main</td>
<td>0</td>
<td>40</td>
<td>$0</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>0</td>
<td>50</td>
<td>$0</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

4 lanes roadway with sidewalk on both sides

SUBTOTAL $312,000

4. Soft Cost (25%)

TOTAL $390,000

Note:
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included.
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
4. Assume 1200 linear feet of utility extension.
5. No roadway widening or traffic signals included.
### Infrastructures Cost Estimate

**City of Watsonville**

**Area F: Manabe/Burgstrom**

1. **Proposed Development**
   - 50 Households = 50 units
   - 2,100 jobs x 250 sf./job = 525,000 sf. Office/Commercial/Retail

2. **Proposed Utilities**
   - **Units** | **Quantity** | **Unit Cost ($)** | **Extension ($)**
   - 10" water main | If | 3000 | 45 | $135,000
   - 8" water main | If | 3000 | 35 | $105,000
   - 8" sanitary sewer main | If | 6000 | 45 | $270,000
   - 24" storm sewer main | If | 1500 | 75 | $112,500
   - 18" storm sewer main | If | 3000 | 50 | $150,000
   - 15" storm sewer main | If | 1500 | 40 | $60,000
   - Joint trench (electrical, natural gas, telephone, telecommunication and cable lines) | If | 6000 | 50 | $300,000

3. **Proposed Access Road**
   - Grading for roadway (100-foot right-of-way) | sf | 600000 | 1 | $600,000
   - 4 lanes roadway with sidewalk on both sides | If | 6000 | 300 | $1,800,000

   **SUBTOTAL** | **$3,532,500**

4. **Soft Cost (25%)**
   - $883,125

   **TOTAL** | **$4,415,625**

**Note:**
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included.
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
Area G: West of Highway 1

1. Proposed Development

<table>
<thead>
<tr>
<th>000 Households = 000 units</th>
</tr>
</thead>
<tbody>
<tr>
<td>00 jobs x 250 sf./job = 0 sf. Office/Commercial/Retail</td>
</tr>
</tbody>
</table>

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>1f</td>
<td>45</td>
<td>0</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>1f</td>
<td>35</td>
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</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>1f</td>
<td>45</td>
<td>0</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>1f</td>
<td>75</td>
<td>0</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>1f</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>1f</td>
<td>40</td>
<td>0</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>1f</td>
<td>50</td>
<td>0</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 lanes roadway with sidewalk on both sides</td>
<td>1f</td>
<td>300</td>
<td>0</td>
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</tbody>
</table>

**SUBTOTAL** $0

4. Soft Cost (25%)

**TOTAL** $0

**Note:**
1. Right-of-way acquisition costs not included.
2. Environmental mitigation not included.
3. Soft costs include design, plan check, inspection, environmental analysis (EIR) Right of way engineering.
# Infrastructures Cost Estimate Summary

**City of Watsonville**

<table>
<thead>
<tr>
<th>Area</th>
<th>Water</th>
<th>Sewer</th>
<th>Storm Sewer</th>
<th>Joint Trench</th>
<th>Access Road</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area AI</td>
<td>$400,000</td>
<td>$450,000</td>
<td>$537,500</td>
<td>$500,000</td>
<td>$3,000,000</td>
<td>$4,887,500</td>
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<tr>
<td>Area AII</td>
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<td>$279,000</td>
<td>$333,250</td>
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<td>$1,860,000</td>
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<td>$171,000</td>
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<td>$320,000</td>
<td>$360,000</td>
<td>$430,000</td>
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<td>$2,400,000</td>
<td>$3,910,000</td>
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<td>Area C</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>Area D</td>
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<td>Area E</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>Area F</td>
<td>$240,000</td>
<td>$270,000</td>
<td>$322,500</td>
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<td>$1,800,000</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>S Manfre Rd</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>Freedom Area</td>
<td>$200,000</td>
<td>$225,000</td>
<td>$268,750</td>
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<td><strong>TOTALS</strong></td>
<td>$1,560,000</td>
<td>$1,755,000</td>
<td>$2,096,250</td>
<td>$1,950,000</td>
<td>$11,700,000</td>
<td>$20,840,250</td>
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</tbody>
</table>
## Area AI: Buena Vista Phase I

### 1. Proposed Development

1,050 Households = 1,050 units
100 jobs x 250 sf./job = 25,000 sf. Office/Commercial/Retail

### 2. Proposed Utilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>5000</td>
<td>45</td>
<td>$225,000</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
<td>5000</td>
<td>35</td>
<td>$175,000</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
<td>10000</td>
<td>45</td>
<td>$450,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>2500</td>
<td>75</td>
<td>$187,500</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>5000</td>
<td>50</td>
<td>$250,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>2500</td>
<td>40</td>
<td>$100,000</td>
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<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
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<td>10000</td>
<td>50</td>
<td>$500,000</td>
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</table>

### 3. Proposed Access Road

4 lanes roadway with sidewalk on both sides

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If</td>
<td>10000</td>
<td>300</td>
<td>$3,000,000</td>
</tr>
</tbody>
</table>

**TOTAL** $4,887,500
### BKF Engineers

#### Infrastructures Cost Estimate

**City of Watsonville**

**Area AII: Buena Vista Phase II**

1. **Proposed Development**

   650 Households  =  650 units
   50 jobs x 250 sf./job  =  12,500 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If 3100</td>
<td>45</td>
<td>$139,500</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If 3100</td>
<td>35</td>
<td>$108,500</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If 6200</td>
<td>45</td>
<td>$279,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If 1550</td>
<td>75</td>
<td>$116,250</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If 3100</td>
<td>50</td>
<td>$155,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If 1550</td>
<td>40</td>
<td>$62,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If 6200</td>
<td>50</td>
<td>$310,000</td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**

   4 lanes roadway with sidewalk on both sides | If 6200 | 300 | $1,860,000 |

**TOTAL**  |                      |       | $3,030,250 |
Area AIII: Buena Vista Phase III

1. Proposed Development

550 Households  =  550 units
50 jobs x 250 sf./job = 12,500 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($</th>
<th>Extension ($</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
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<td>1900</td>
<td>45</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>1f</td>
<td>1900</td>
<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>1f</td>
<td>3800</td>
<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
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<td>950</td>
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<tr>
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<td>1f</td>
<td>1900</td>
<td>50</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>1f</td>
<td>950</td>
<td>40</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>1f</td>
<td>3800</td>
<td>50</td>
</tr>
</tbody>
</table>

3. Proposed Access Road

4 lanes roadway with sidewalk on both sides | 1f | 3800 | 300 | $1,140,000 |

TOTAL | | | | $1,857,250 |
<table>
<thead>
<tr>
<th>Area B: Atkinson Lane</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Proposed Development</strong></td>
<td></td>
</tr>
<tr>
<td>600 Households = 600 units</td>
<td></td>
</tr>
<tr>
<td>90 jobs x 250 sf./job =</td>
<td></td>
</tr>
<tr>
<td><strong>22,500 sf. Office/Commercial/Retail</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2. Proposed Utilities</strong></td>
<td><strong>Units</strong></td>
</tr>
<tr>
<td>10&quot; water main</td>
<td>If</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If</td>
</tr>
<tr>
<td><strong>3. Proposed Access Road</strong></td>
<td></td>
</tr>
<tr>
<td>4 lanes roadway with sidewalk on both sides</td>
<td>If</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>
BKF Engineers

**Infrastructures Cost Estimate**

City of Watsonville

**Area C: West of East Lake/South of Corralitos Creek**

1. **Proposed Development**

   150 Households = 150 units
   50 jobs x 250 sf./job = 12,500 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>lf</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>lf</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>lf</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>lf</td>
<td>0</td>
<td>75</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>lf</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>lf</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>lf</td>
<td>0</td>
<td>50</td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**

   4 lanes roadway with sidewalk on both sides

   **TOTAL** $0
### Infrastructures Cost Estimate

**City of Watsonville**

**Area D: East of East Lake**

1. **Proposed Development**
   
   90 Households = 90 units  
   40 jobs x 250 sf./job = 10,000 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>0</td>
<td>45</td>
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<tr>
<td>8&quot; water main</td>
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<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
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<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>75</td>
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<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If</td>
<td>0</td>
<td>50</td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 lanes roadway with sidewalk on both sides</td>
<td>If</td>
<td>0</td>
<td>300</td>
</tr>
</tbody>
</table>

**TOTAL**

$0
BKF Engineers

Infrastructures Cost Estimate
City of Watsonville

Area E: Villages

1. Proposed Development

350 Households = 350 units
300 jobs x 250 sf./job = 75,000 sf. Office/Commercial/Retail

2. Proposed Utilities

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8&quot; water main</td>
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<td>35</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>1f</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>1f</td>
<td>0</td>
<td>75</td>
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<tr>
<td>18&quot; storm sewer main</td>
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<td>50</td>
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<tr>
<td>15&quot; storm sewer main</td>
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<td>0</td>
<td>40</td>
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<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
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<td>0</td>
<td>50</td>
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</table>

3. Proposed Access Road

4 lanes roadway with sidewalk on both sides

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
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<tr>
<td>1f</td>
<td>0</td>
<td>300</td>
<td>$0</td>
</tr>
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</table>

TOTAL $0
## Infrastructures Cost Estimate

**City of Watsonville**

### Area F: Manabe/Burgstrom

1. **Proposed Development**

   - 50 Households = 50 units
   - 2,100 jobs x 250 sf./job = 525,000 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>lf 3000</td>
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<td>$135,000</td>
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<td>8&quot; water main</td>
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<td>$105,000</td>
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<tr>
<td>8&quot; sanitary sewer main</td>
<td>lf 6000</td>
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<td>$270,000</td>
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<tr>
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<td>lf 1500</td>
<td>75</td>
<td>$112,500</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>lf 3000</td>
<td>50</td>
<td>$150,000</td>
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<tr>
<td>15&quot; storm sewer main</td>
<td>lf 1500</td>
<td>40</td>
<td>$60,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>lf 6000</td>
<td>50</td>
<td>$300,000</td>
</tr>
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</table>

3. **Proposed Access Road**

   - 4 lanes roadway with sidewalk on both sides

   If 6000 300  $1,800,000

**TOTAL**  $2,932,500
Area G: West of Highway 1

1. Proposed Development
   000 Households = 000 units
   00 jobs x 250 sf./job = 0 sf. Office/Commercial/Retail

2. Proposed Utilities
<table>
<thead>
<tr>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If 0</td>
<td>45</td>
<td>0</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If 0</td>
<td>35</td>
<td>0</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If 0</td>
<td>45</td>
<td>0</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If 0</td>
<td>75</td>
<td>0</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If 0</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If 0</td>
<td>40</td>
<td>0</td>
</tr>
<tr>
<td>Joint trench (electrical, natural gas, telephone, telecommunication and cable lines)</td>
<td>If 0</td>
<td>50</td>
<td>0</td>
</tr>
</tbody>
</table>

3. Proposed Access Road
   4 lanes roadway with sidewalk on both sides | If 0 | 300 | 0

TOTAL $0
South Manfre Road Area

1. Proposed Development

   160 Households = 160 units
   50 jobs x 250 sf./job = 12,500 sf. Office/Commercial/Retail

2. Proposed Utilities

   Estimate per City of Watsonville memorandum, dated March 5, 2003.

3. Proposed Access Road

   Estimate per City of Watsonville memorandum, dated March 5, 2003.

   TOTAL $1,779,000
## Infrastructures Cost Estimate

**City of Watsonville**

### Freedom Area

1. **Proposed Development**
   - 900 Households = 900 units
   - 980 jobs x 250 sf./job = 245,000 sf. Office/Commercial/Retail

2. **Proposed Utilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; water main</td>
<td>If</td>
<td>2500</td>
<td>45</td>
<td>$112,500</td>
</tr>
<tr>
<td>8&quot; water main</td>
<td>If</td>
<td>2500</td>
<td>35</td>
<td>$87,500</td>
</tr>
<tr>
<td>8&quot; sanitary sewer main</td>
<td>If</td>
<td>5000</td>
<td>45</td>
<td>$225,000</td>
</tr>
<tr>
<td>24&quot; storm sewer main</td>
<td>If</td>
<td>1250</td>
<td>75</td>
<td>$93,750</td>
</tr>
<tr>
<td>18&quot; storm sewer main</td>
<td>If</td>
<td>2500</td>
<td>50</td>
<td>$125,000</td>
</tr>
<tr>
<td>15&quot; storm sewer main</td>
<td>If</td>
<td>1250</td>
<td>40</td>
<td>$50,000</td>
</tr>
<tr>
<td>Joint trench (electrical, natural</td>
<td>If</td>
<td>5000</td>
<td>50</td>
<td>$250,000</td>
</tr>
<tr>
<td>gas, telephone, telecommunication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and cable lines)</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

3. **Proposed Access Road**
   - 4 lanes roadway with sidewalk on both sides

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
<th>Quantity</th>
<th>Unit Cost ($)</th>
<th>Extension ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>If</td>
<td>5000</td>
<td>300</td>
<td>$1,500,000</td>
</tr>
</tbody>
</table>

**TOTAL** $2,443,750
BUENA VISTA OPTION
Adjusted Safety Compatibility Zones

Legend
- Buena Vista Specific Plan Area
- Safety Compatibility Zones 1-5
- Adjusted Safety Compatibility Zones
- Parcels
- Watsonville City Limit
GP Land Use Designation
- Specific Plan Area
- General Commercial
- Neighborhood/Corridor Mixed Use
- Public Park
- Agriculture
- Public/Quasi-Public
- Industrial
- Rural Residential
- Residential Low Density
- Residential Medium Density
- Residential High Density

1 inch = 800 feet

Source: City of Watsonville GIS Department (2012)
East Lake Area - Working Map
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