
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 *Watsonville VISTA 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 adjacent to 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.

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.

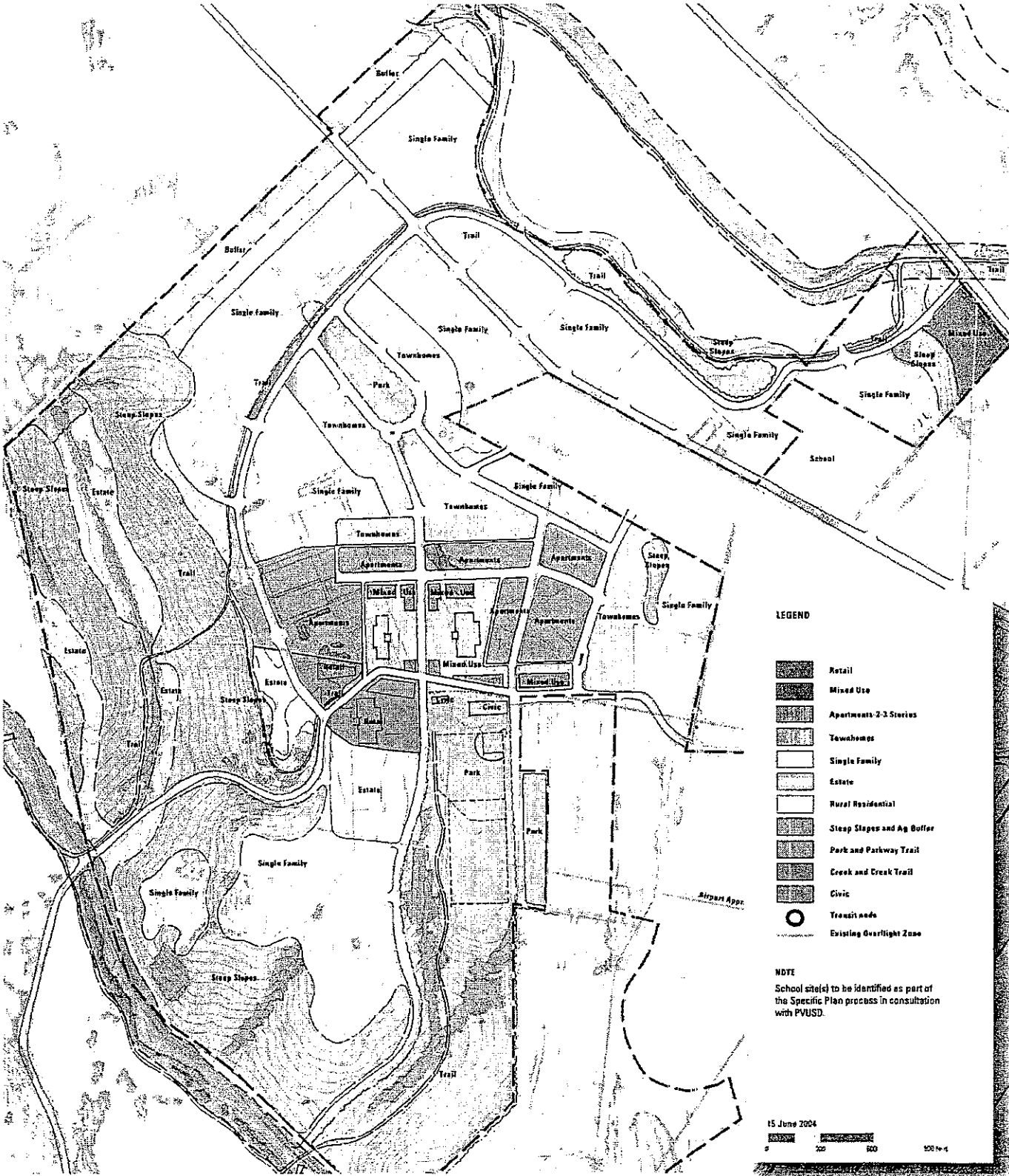
Through a community workshop and at a neighborhood meeting, local area citizens were asked to help brainstorm ideas for possible arrangements of development in the area. From this, concepts were sketched of plausible development arrangements in the area. Figure 3.11 Concept A is only a conceptual plan; Concept A is intended to conceptually show how the maximum capacity of 2,250 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.

*high density
in the
middle?*

The following description focuses on “Concept A.” It shows a neighborhood commercial center in the middle section of Buena Vista I, creating a crossroads with Buena Vista Dr. at the proposed new Buena Vista Park. Lower density housing surrounds the compact urban village community. Rural density housing is incorporated at the edges of the area to create a buffer to the rural landscape. (See appendix for discussion on additional concepts.)

As part of a Specific Plan, the City shall examine school facility needs in conjunction with PVUSD. Potential sites shall be identified through this process that meet Government Code Section 65970 requirements. School(s) shall be developed in the timeframes and phases necessary to support new development as determined by the PVUSD and the City of Watsonville.

Figure 3.11 Concept A



**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.

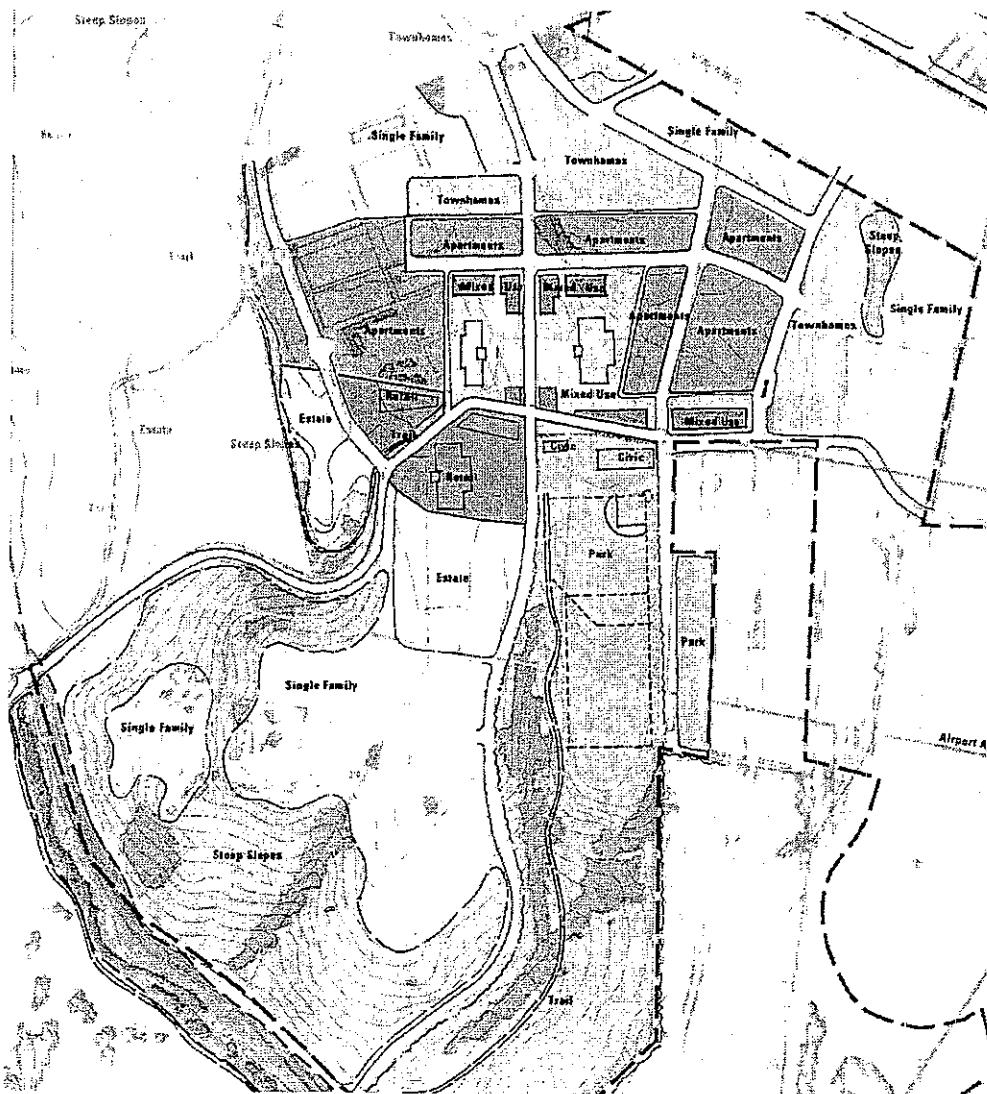
The majority of this land will be used for a range of housing types. Most will be single-family homes arranged in a more compact form to avoid development on steep slopes and environmentally sensitive areas. The more compact form of

development of single-family homes is also intended to provide extra room for a development buffer on which estate and rural type housing can be built between the existing rural areas and the housing development in the area. This phase is envisioned to also contain a small urban village comprised of compact housing (including some apartments) coexisting with neighborhood serving businesses.

The Watsonville Airport lies to the east of Phase 1. There is designated safety compatibility zones 1, 2, 4, and 6 within this phase that are directly related to activity on Runway 8. Runway 8 has been formally designated as a low activity runway, which eliminated the necessity for the inner turning zone

area (Zone 3). 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. This portion of Buena Vista is flatter terrain and makes an excellent location to develop a neighborhood center or village node around which townhomes, mixed-use/live work dwellings and a reasonable number of apartments can be built. The Specific plan will address design issues to accommodate safety issues related to the airport.

Figure 3.12 Development Concept, Phase I

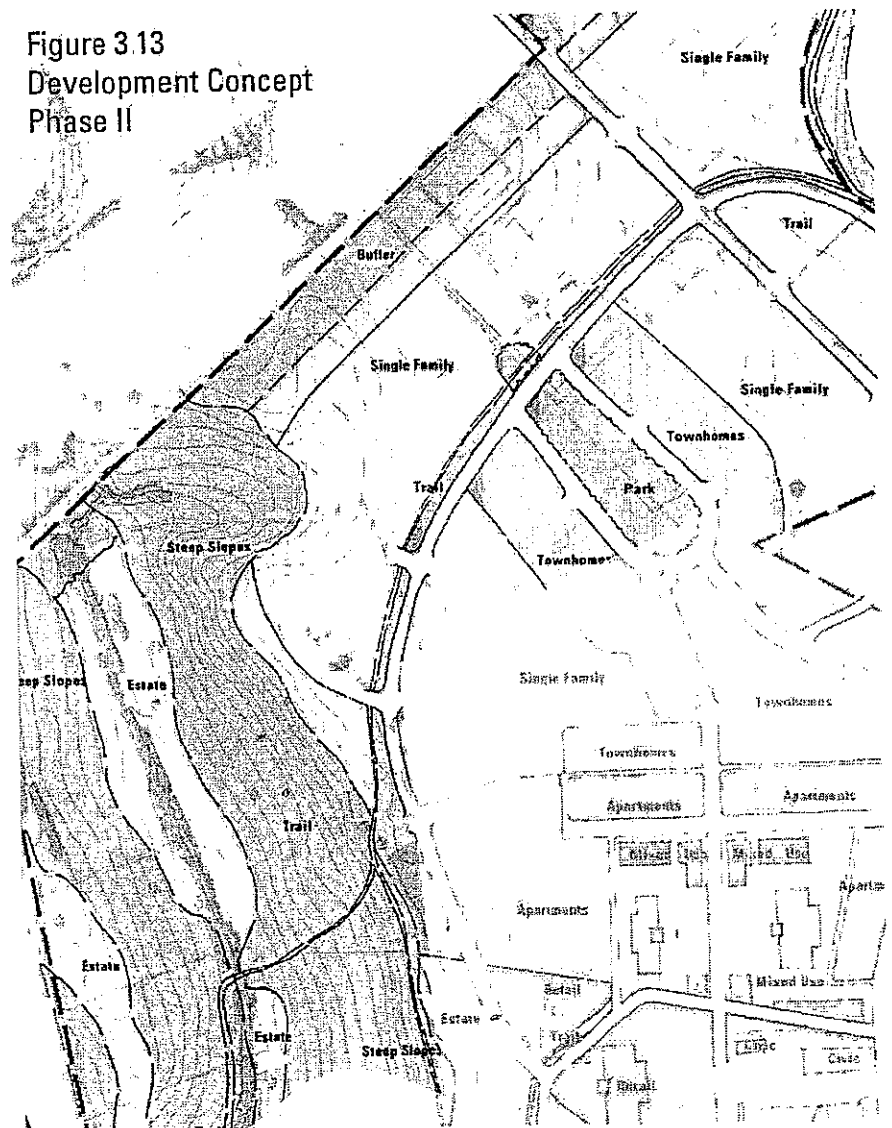


Phase II

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.

Similarly to Buena Vista I, much of this land will be developed into a variety of housing types. This section contains the majority of locations for the rural type homes that will serve as a buffer between the rural countryside and the more compact housing to be built in the area. Development in Buena Vista II is expected to occur after most, if not all, of the projected development in Buena Vista I has been completed.

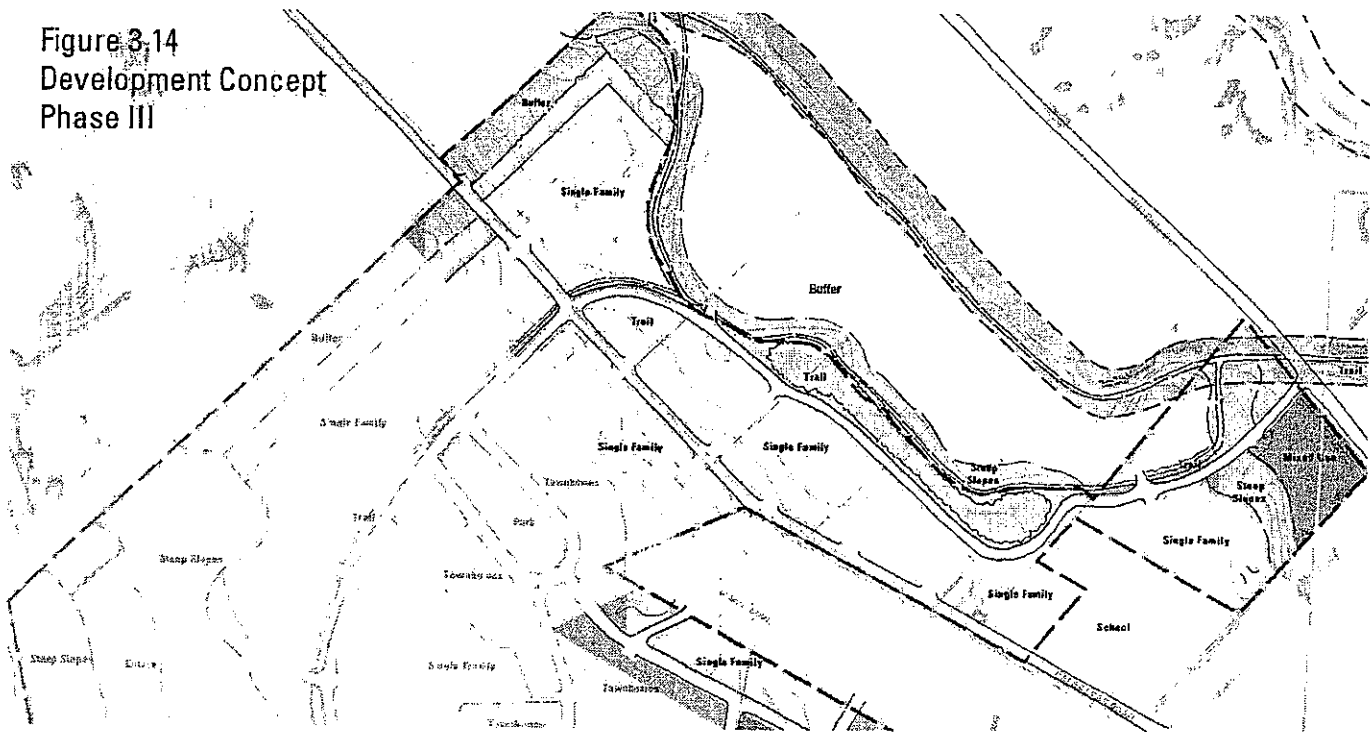
Figure 3.13
Development Concept
Phase II



Phase III

The Buena Vista III area wraps around the northeast corner of the Buena Vista area. It contains approximately 97 gross acres. Like Buena Vista I, the majority of this land will be used for a range of housing types, primarily single family homes on compact to moderate sized lots, but also including some estate homes on the periphery to help the area blend into the surrounding rural areas. Additionally, the southeastern corner of the area may be the location for a small pocket of compact single and multi-family housing and some neighborhood retail services.

Figure 3.14
Development Concept
Phase III



The area is also anticipated to contain linear open space that is comprised of parks and trails with connections to other parts of the City's trail system.

Development in Phase III will not occur until Buena Vista I and II have been built out.

Specific Plan Issues & Consideration

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

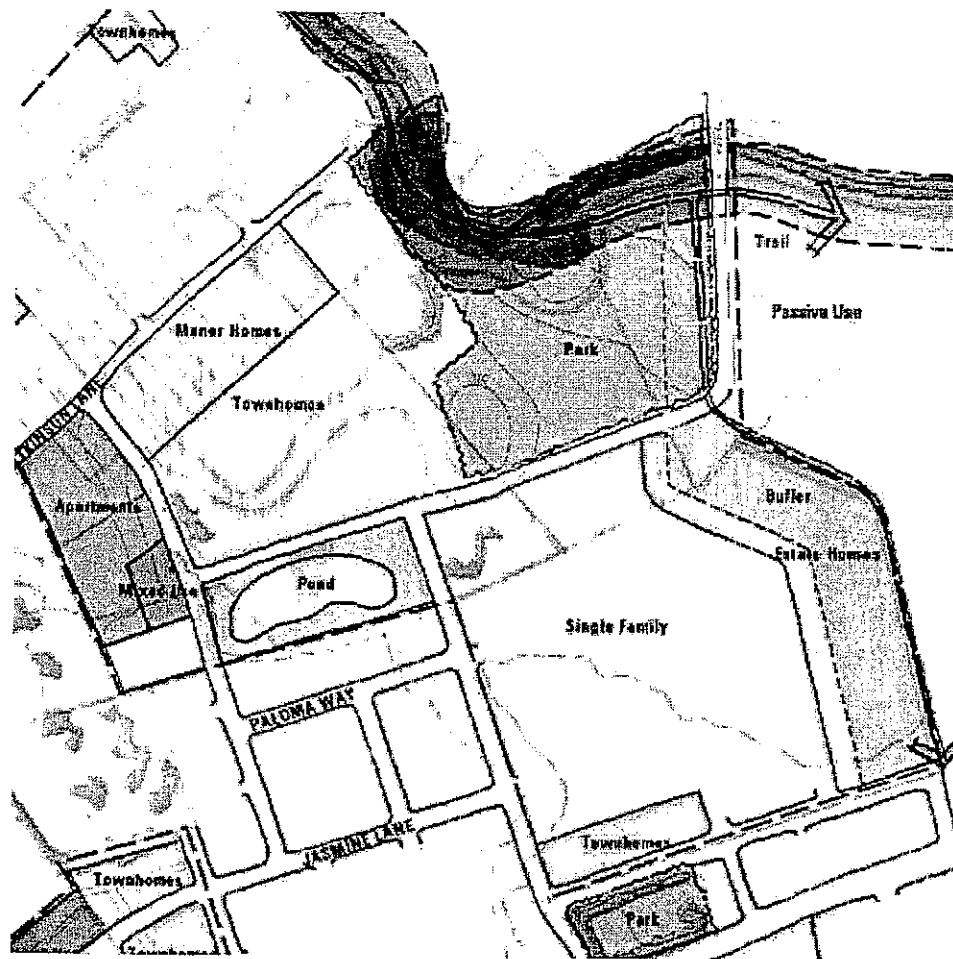
- 1) Developing a land use plan that will meet the growth targets of this plan and Measure U.
- 2) Develop urban designs that are compatible with the Urban Design section of this plan.
- 3) Either use existing zoning districts or develop new districts that will effectively implement the general concept 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 Table 37 and 38 of the Airport Master plan for the safety compatibility zones including zones 1, 2, 4, and 6.
- 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.

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.

mixed-use buildings are anticipated to include additional affordable housing opportunities for local residents.

Figure 3.15
Development Concept



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% 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

construction in this area is expected to occur within the next 10 to 15 years. The area is envisioned to accommodate approximately 600 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.

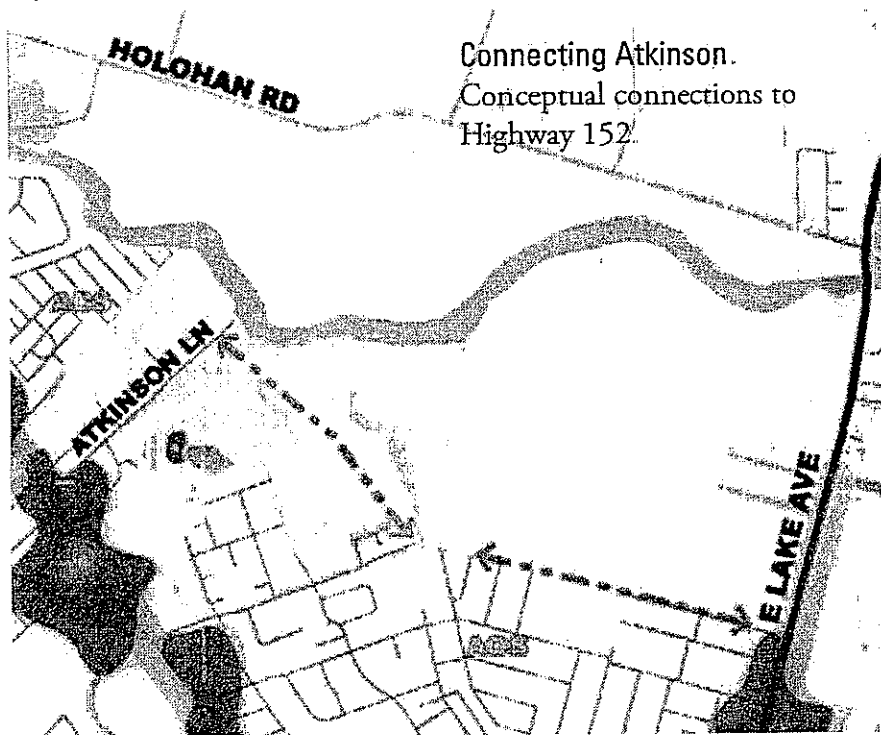
Specific Plan Issues & Considerations

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% affordability goal for the housing in this area.

- 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.

Figure 3.16 Connecting Atkinson



- 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.

- 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.

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.

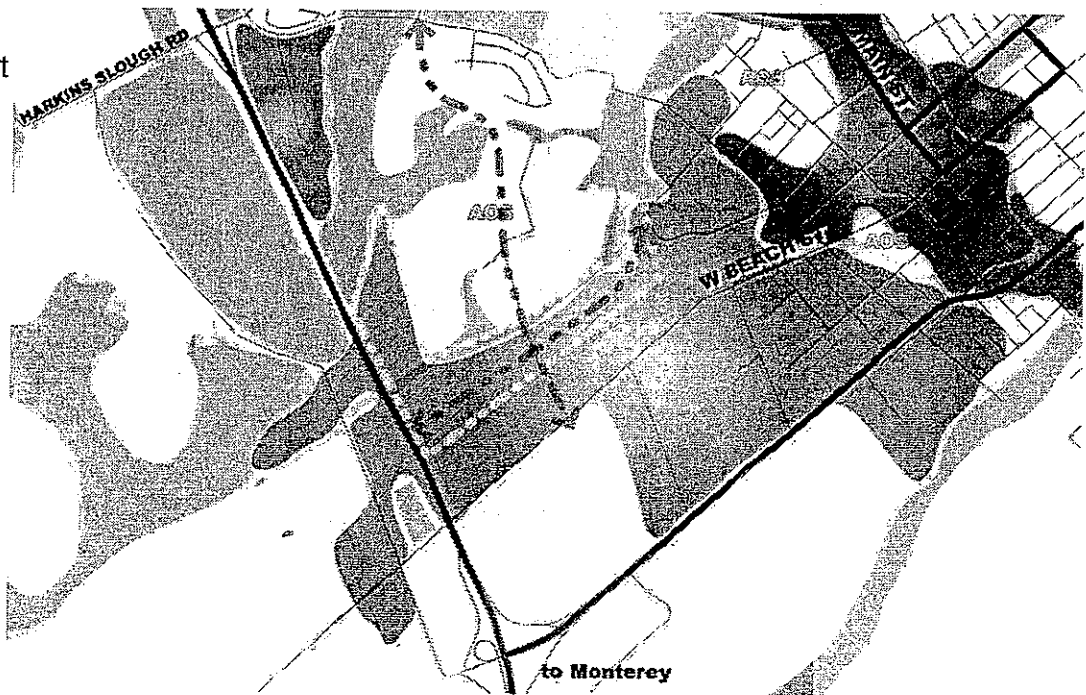
Of the 89 acres of the area, approximately 58 acres are expected to accommodate primarily employment-generating developments, from office and flexible-use spaces to light industrial uses. Some small retail uses, which will primarily serve the employment district, are also expected to be located here. 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% of all new employment opportunities in the City in the next two decades. It also envisions a small development of approximately 50 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.

Figure 3.17
Development Concept



Specific Plan Issues & Considerations

The Specific Plan for Manabe-Burgstrom 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 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 employment and industrial zoning districts and other 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 long term financing plan and mechanisms to address long term maintenance of the wetland restoration area.

The goal of the *WatsonvilleVISTA* planning process is to efficiently and effectively allocate the approximately 6,000 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.

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.

Figure 3.18 General Distribution of New Growth

Buena Vista	2,250	200
Manabe-Burgstrom	50	2,100
Atkinson Lane	600	90
Freedom Blvd	900	980
East Lake Ave.	350	300
Downtown	950	975
West Beach Ave	0	1435
Airport Area	0	1200
Neighborhood Infill	600	220
total	5,700	7,500

(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.

Source: Fregonese Calthorpe Associates calculations using City of Watsonville GIS data, 8/2004.
TIP economic development projections, 8/2004

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.

Figure 2.2

