

CITY OF WATSONVILLE

WESTSIDE INDUSTRIAL STREETSCAPE GUIDELINES

DRAFT
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prepared by
Bellinger Foster Steinmetz
Landscape Architecture

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Introduction

The City of Watsonville initiated the Westside Industrial Streetscape Guidelines to address safety, functional and visual issues. As the largest and oldest industrial area within the City, the Westside Industrial Area is a major employment and economic center for the City.

The Westside Industrial Area has historically been associated with agricultural related industries, such as food processing and cold storage, and continues to be a major hub integral to agriculture within the region. The area is also home to nonagricultural related industries, including Annielglass, Granite Construction and Graniterock.

Nearly all of the businesses within the industrial area rely on heavy truck traffic for deliveries of supplies and transportation of goods. The Westside Area is also visually prominent, located between Highway 1 and Downtown, and adjacent to Riverside Drive (Highway 129), one of the major entryways into the City.

The area evolved over time without the "Master Planned" approach of a contemporary industrial park and therefore lacks some of the more contemporary amenities such as sidewalks and street landscaping. The major challenge of the Streetscape Plan is to create a more attractive gateway to the City while maintaining the function of the industrial area.

Purpose

The purpose of the Westside Industrial Streetscape Guidelines is to establish design parameters for off-site improvements in the Westside Industrial Area, when industrial projects are reviewed by the City. These guidelines outline general parameters for street frontage improvements and define

implementation strategies to install the improvements over time. The guidelines outline funding options for the improvements such as:

- Grant Funding
- Capital Improvement Funding
- Redevelopment Funding
- In-Lieu Fee Funding
- Private Funding

The guidelines will help clarify what the City expects as part of any future development application in the Westside Industrial Area.

Goals

The following goals were established for the Streetscape Guidelines in concert with area business and property owners:

- Improve visual "gateways" to the City and Downtown.
- Have consistent recommendations for right-of-way and frontage improvements.
- Streamline review and approval process for private development improvements.
- Maintain and enhance current level of safety and functionality for all modes of transportation.
- Acknowledge current operations while recognizing future opportunities.

The Streetscape Guidelines strive to balance the desire of the City to enhance the City's appearance and improve safety while meeting the industrial users' needs to maintain the function, viability and unique character of the industrial area.

Process

The development of the guidelines included opportunities for public involvement at three community meetings, held on September 19, 2002, December 5, 2002 and July 29, 2003. Meeting notes and comments received are included in the appendix.

In addition to the community meetings, a "field trip" was sponsored by industrial area business and property owners to show the consultants and City staff some of the existing conditions, operational requirements, and issues related to the industrial area.

Following the July 29 meeting, concept plans were posted in the industrial area to allow written comment for an additional thirty (30) days.

Following the comment period, additional meetings were held with City staff and representatives of the industrial area business and property owners to further refine the plan direction.

Site Analysis

Several site issues are illustrated by the following map and photographs. Some of the major issues are outlined below:

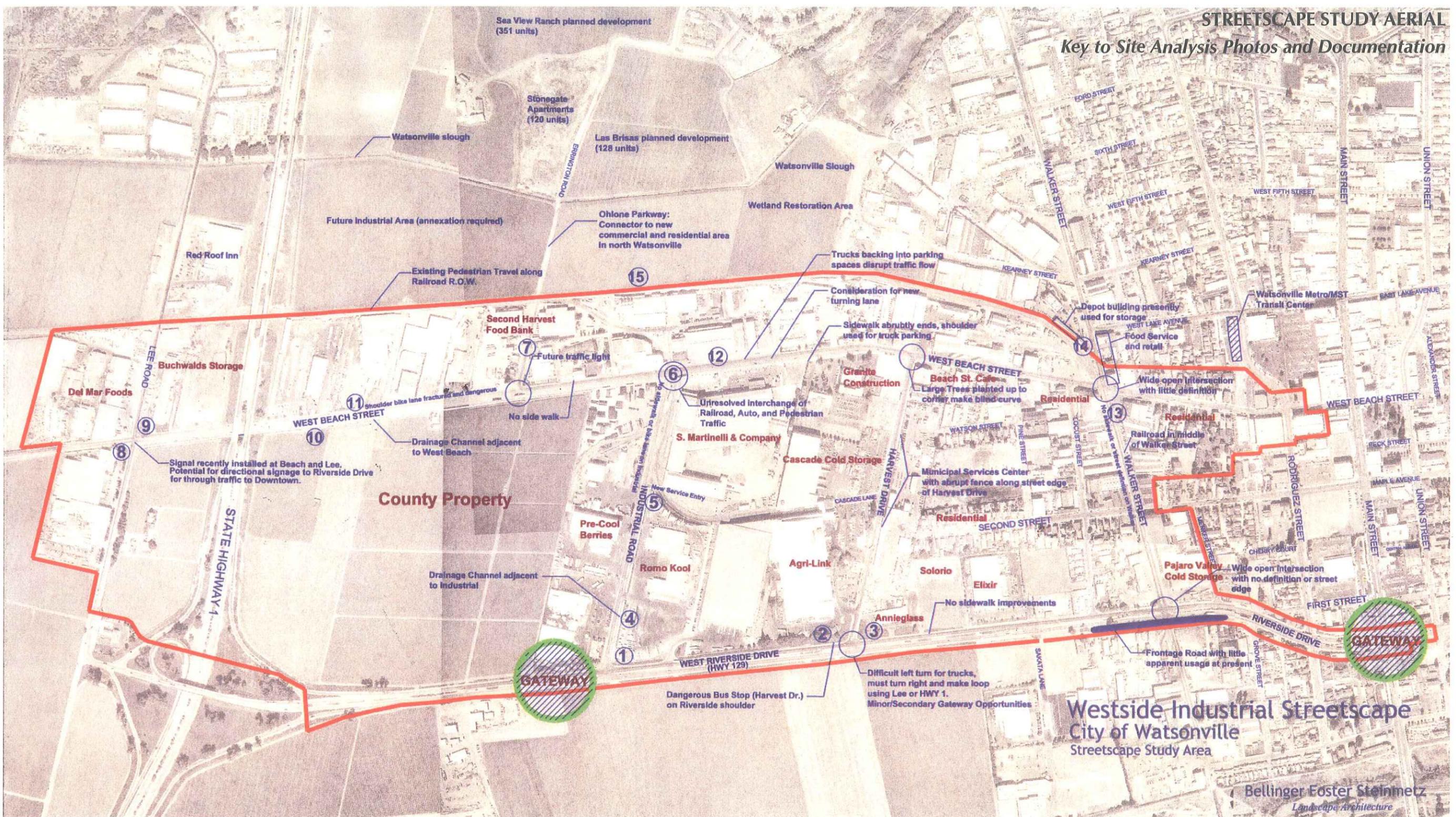
- Safety is a major concern, given the high volume of truck traffic, frequency of driveways, railway tracks, open drainage swales, and limited on-site and off-site parking.
- Riverside Drive should be treated as a major gateway to the City, and as a primary thoroughfare for non-industrial traffic between Highway One and Downtown.
- Sidewalks are not continuous, making pedestrian access for workers and residents within the industrial area difficult. Lack of sidewalks creates challenges for a general level of safety and for compliance with the Americans with Disabilities Act (ADA).
- Rights-of-Way are limited on some streets (such as Beach and Walker) which makes it more difficult to provide traditional street sections with sidewalks, parking lanes, and turning lanes.
- Truck operations, including stopping distances and sight lines, differ from automobiles so visibility is a significant design consideration.
- Some of the street shoulders are in poor condition for bicyclists.
- The bus stop on Riverside near Harvest makes for difficult access for pedestrians, due to the limited pull-out space, unpaved shoulder, open drainage swale and lack of sidewalk.
- Sidewalks may encourage additional pedestrian traffic in the industrial area which could increase safety conflicts with large trucks. The use of Beach Street as a pedestrian connection between downtown and the new residential developments along Ohlone Parkway should be discouraged.
- Non-essential traffic through the industrial area to other parts of the City should be discouraged. Gateways into the City along Riverside are desirable, but gateways inviting non-industrial traffic into the industrial area are not. Those who need to travel within the industrial area know where they are going. Focus through traffic onto Riverside rather than the internal industrial area streets.
- Many industrial users need their entire frontage for their operations, so there is no room for frontage landscaping.
- Planting of trees and shrubs may disrupt sight lines for large trucks.
- For food-related businesses, trees and other plant materials may encourage pests (such as birds) that become a sanitation issue.
- Function of the industrial area should not be sacrificed for beautification. The industrial area needs to work.
- Industrial users are concerned about how improvements will be paid for and how they will be implemented. Incremental improvements may be ineffective. With increased operational costs and increased competition from other regions and countries, costs associated with improvements may discourage

The industrial users in the area also expressed concerns:

businesses from improving their properties or increasing employment opportunities.

The photographs on the following pages illustrate some of the existing conditions in the industrial area. The improvements proposed in the next section strive to address these functional, safety and visual issues as well as the concerns of the industrial users.

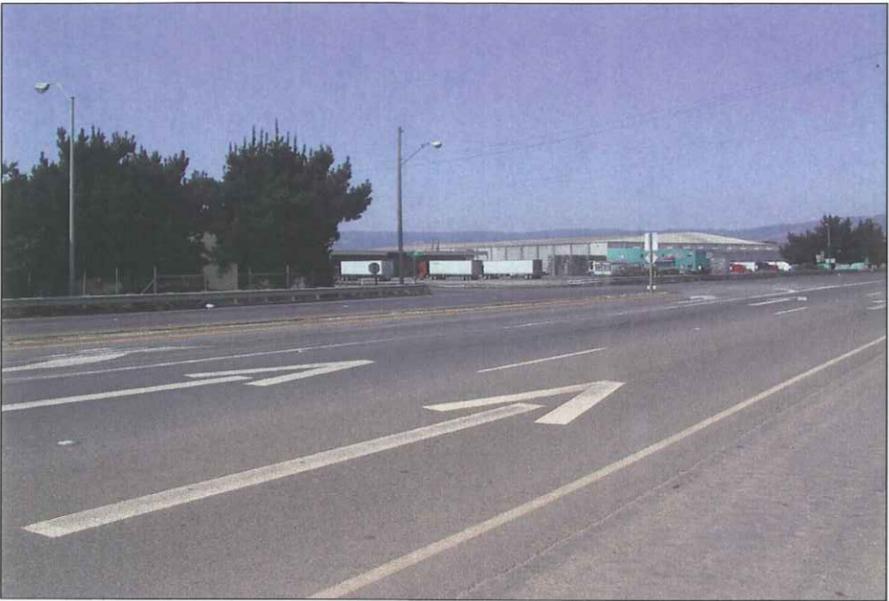
STREETSCAPE STUDY AERIAL
Key to Site Analysis Photos and Documentation



Westside Industrial Streetscape
 City of Watsonville
 Streetscape Study Area

Bellinger Foster Steinmetz
 Landscape Architecture

SITE ANALYSIS PHOTOS AND DOCUMENTATION
Keyed to Streetscape Study Aerial



1 Riverside Drive lacks features to define it as a major City gateway.



2 Bus stop on Riverside Drive near Harvest Drive is a hazardous condition for pedestrians, due to lack of sidewalk and open drainage swale.



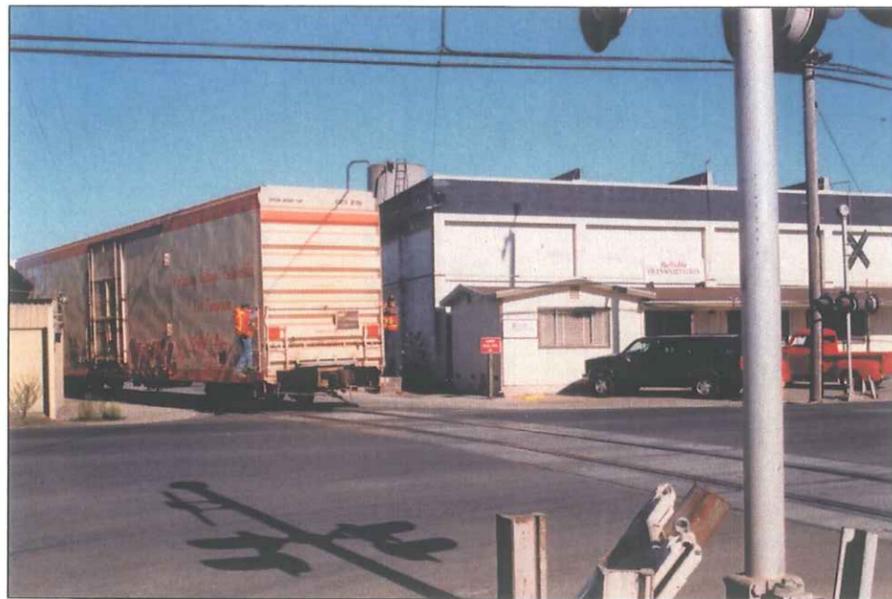
3 Corner of Riverside and Harvest Drive shows lack of sidewalk and open drainage swale along Riverside Drive.



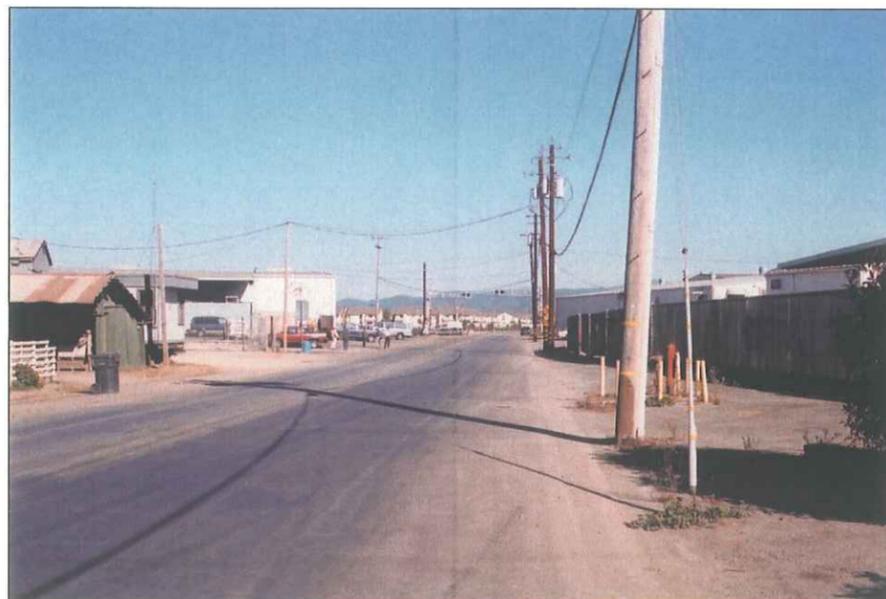
4 Example of typical street edge truck parking operations area along Industrial Road.



5. Existing drainage swale along Industrial Road. No existing identified bike or pedestrian area.



6 Railroad main line and spurs run through the industrial area. Railroad tracks make pedestrian



7 Ohlone Parkway (formerly Errington Road) is planned to become a major thoroughfare with new developments to the north.



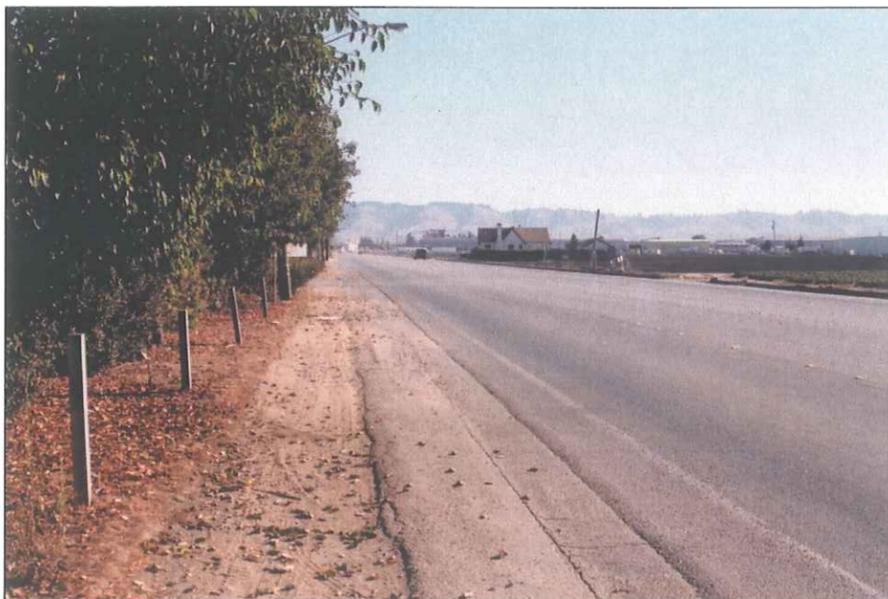
8 Beach Street/Lee Road Intersection looking east on Beach Street toward the Industrial Area. Tourist through traffic from the beach could be diverted to Riverside Drive.



9 Crates stacked up to street edge at Lee Road and West Beach intersection. New sidewalk and signals were recently installed at intersection.



10 Drainage channel along West Beach Street. Bike lane not delineated, broken curb.



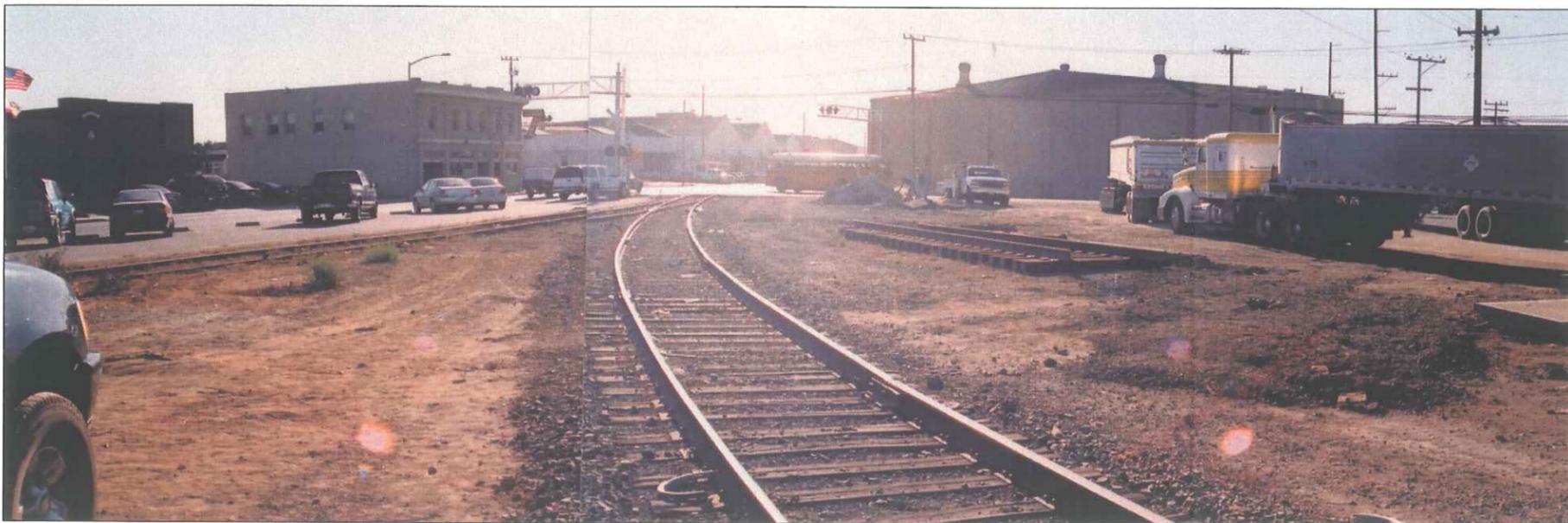
11 Existing bike lane along West Beach Street is fractured, narrow, and in need of surfacing.



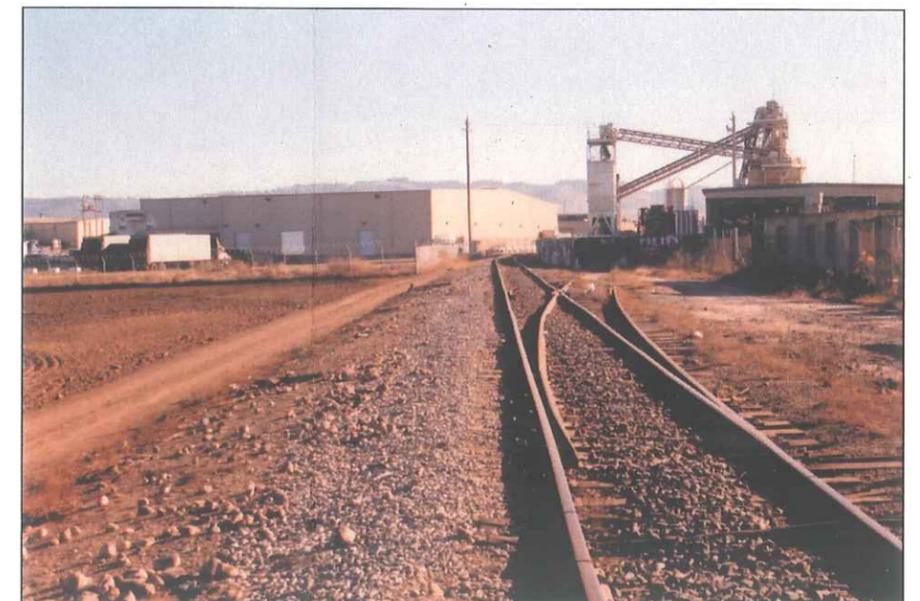
12 Truck parking along West Beach Street.



13 Walker Street bleeds into buildings with no defined pedestrian space.



14 Walker and West Beach intersection with railroad right-of-way in foreground.



15 Existing pedestrian and vehicle traffic is occurring along the railroad tracks north of West Beach Street as evidenced by worn path parallel to tracks.

Streetscape Recommendations

The following maps and sections illustrate proposed improvements in the Westside Industrial Area. Improvements are shown as both “short-term” and “long-term”. Short-term improvements are generally easier and more cost-effective to implement and address immediate safety and access needs. Long-term improvements are more comprehensive but also more expensive and may not be feasible to implement based on current use patterns. The long-term improvements provide guidelines for future public/private development and redevelopment within the industrial area. Implementation of the long-term improvements will depend on the level of new development and redevelopment over time. When implemented, the recommendations will accomplish the key objectives of the guidelines, including the following:

- Create an inviting gateway to the City and downtown along Riverside Drive.
- Improve bicycle and pedestrian circulation for workers and residents within the industrial area.
- Provide alternative pedestrian and bicycle routes that bypass the industrial area for recreational and residential users with destinations other than the industrial area.
- Maintain industrial area safety and function.

The recommended improvements are summarized below:

Short-Term Improvements

Riverside Drive

- Provide landscape improvements to medians and some shoulder areas to improve the

street’s visual quality as a gateway to the City. Maintain open views of agricultural fields.

- Construct a gateway sign between Harvest Drive and Sakata Lane.
- Encourage voluntary planting to screen large industrial parking/storage/staging areas from Riverside Drive.
- Improve bus stop at Harvest Drive at existing location or relocate to a safer location.
- Improve shoulders to provide bicycle route between Walker Street and Highway 1.
- Complete sidewalk and landscape improvements in conjunction with development east of Harvest Drive and to provide a continuous sidewalk between Harvest Drive and Locust Street.
- Improve truck turning movement from State Route 129 to Harvest Drive by increasing the turning radius.

Beach Street

- Extend a continuous sidewalk on one side of the street between Walker Street and Ohlone Parkway. The sidewalk would be on the south side of the street between Walker and Industrial, and continue on the north side of the street between Industrial and Ohlone Parkway, with a pedestrian crossing at Beach and Industrial. While it would be preferable to continue the sidewalk on the south side of the street between Industrial and Ohlone Parkway, and have the pedestrian crossing at the future signalized intersection, this segment is not within the City limits and the property is in agricultural production.

Obtaining pedestrian access is therefore problematic. The walk would also need to include an ADA-compliant crossing of the railroad tracks at Industrial and Beach.

- Improve bike lanes on both sides of Beach Street between Walker and Ohlone Parkway. Improve the shoulder condition between Ohlone Parkway and Lee Road to serve as a bicycle route.
- Maintain on-street parking on certain segments of Beach Street as shown on the plans.
- Re-stripe portions of Beach Street to include a two-way left turn lane or left turn pockets as shown on the plans. Provide adequate safety transitions at intersections for changes in lane configurations. See sections for proposed lane configurations.

Note: Opportunities for short-term landscape improvements along Beach Street are extremely limited due to site distances and intersections and driveway frequencies.

Walker Street

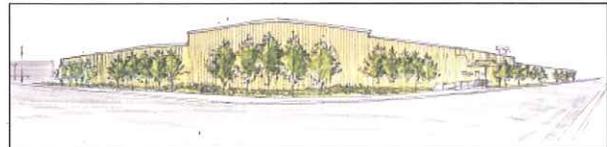
- Construct revised street section to accommodate sidewalk area and bike lanes on both sides of street. In some areas, a rolled curb should be provided to allow access to private parking areas behind the sidewalk. See section for lane configurations.
- Encourage voluntary facade renovation and private landscaping where feasible. Consider use of a consistent tall, narrow “street tree” such as a palm tree that will not impede parking and truck traffic.



Before/After: Example of potential voluntary facade improvements along Walker Street.

Harvest Drive

- Provide landscape and facade improvements to the City’s Municipal Service Center.



Before/After: Conceptual frontage improvement to the City’s Municipal Service Center on Harvest Drive.

Industrial Road

- Improve shoulders on both sides to provide a bicycle route between Riverside Drive and Beach Street.

- Encourage voluntary landscape improvements on private property to screen industrial uses and large parking/storage/staging areas.



Before/After: Example of potential voluntary short-term parking frontage area improvements that could be partially funded through a facade improvement program.

- Provide increased landscape frontage improvements where feasible.
- Reduce the number of driveways as development/redevelopment occurs.



Before/After: Riverside Drive proposed long-term improvements to create "boulevard" gateway to the City.

Long-Term Improvements

Riverside Drive

- Realign Riverside Drive from Sakata Lane to Main Street, incorporating the First Street right-of-way (south of Riverside) to create a "boulevard" entrance into the City with ample landscape areas and broad sidewalks.
- Extend the sidewalk on the north side of Riverside Drive from Harvest Drive to Industrial Drive by enclosing the existing drainage swale in a below-grade culvert.
- Continue to expand frontage and median landscape improvements where feasible.

Beach Street

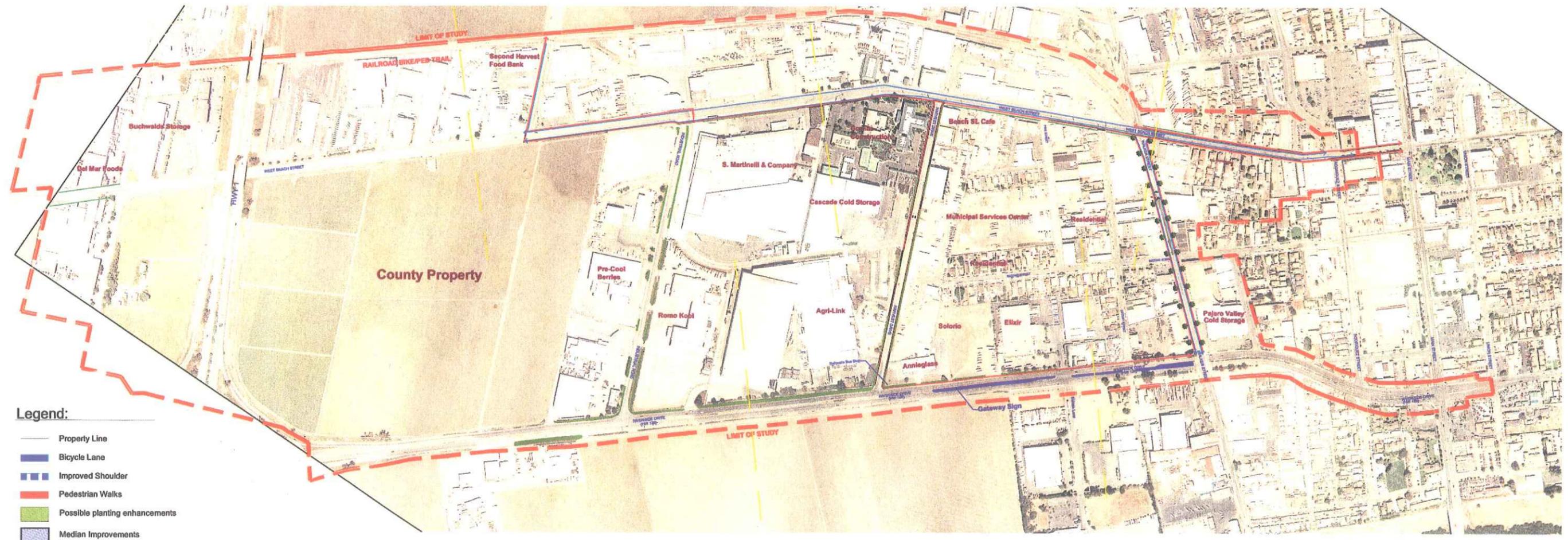
- Provide sidewalks and bike lanes on both sides of the street within City limits.

Industrial Road

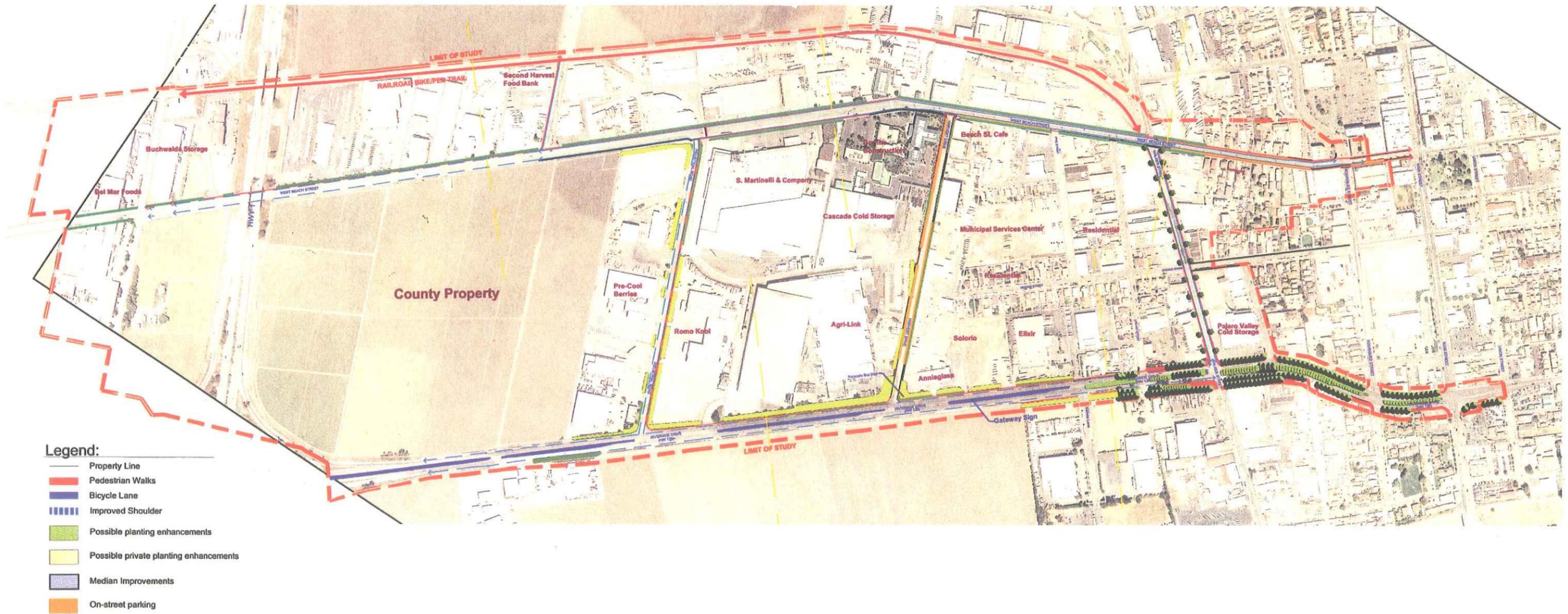
- Provide bike routes on both sides of the street and sidewalk on one side of the street by enclosing existing drainage swale in below-grade culvert.

Other Improvements

- Provide paved pedestrian/bicycle trail along the railroad right-of-way from Beach Street to Lee Road and beyond.
- Consider placement of a bridge component in the wetland trail system to connect new westside residential development with Kearney Street and Downtown.

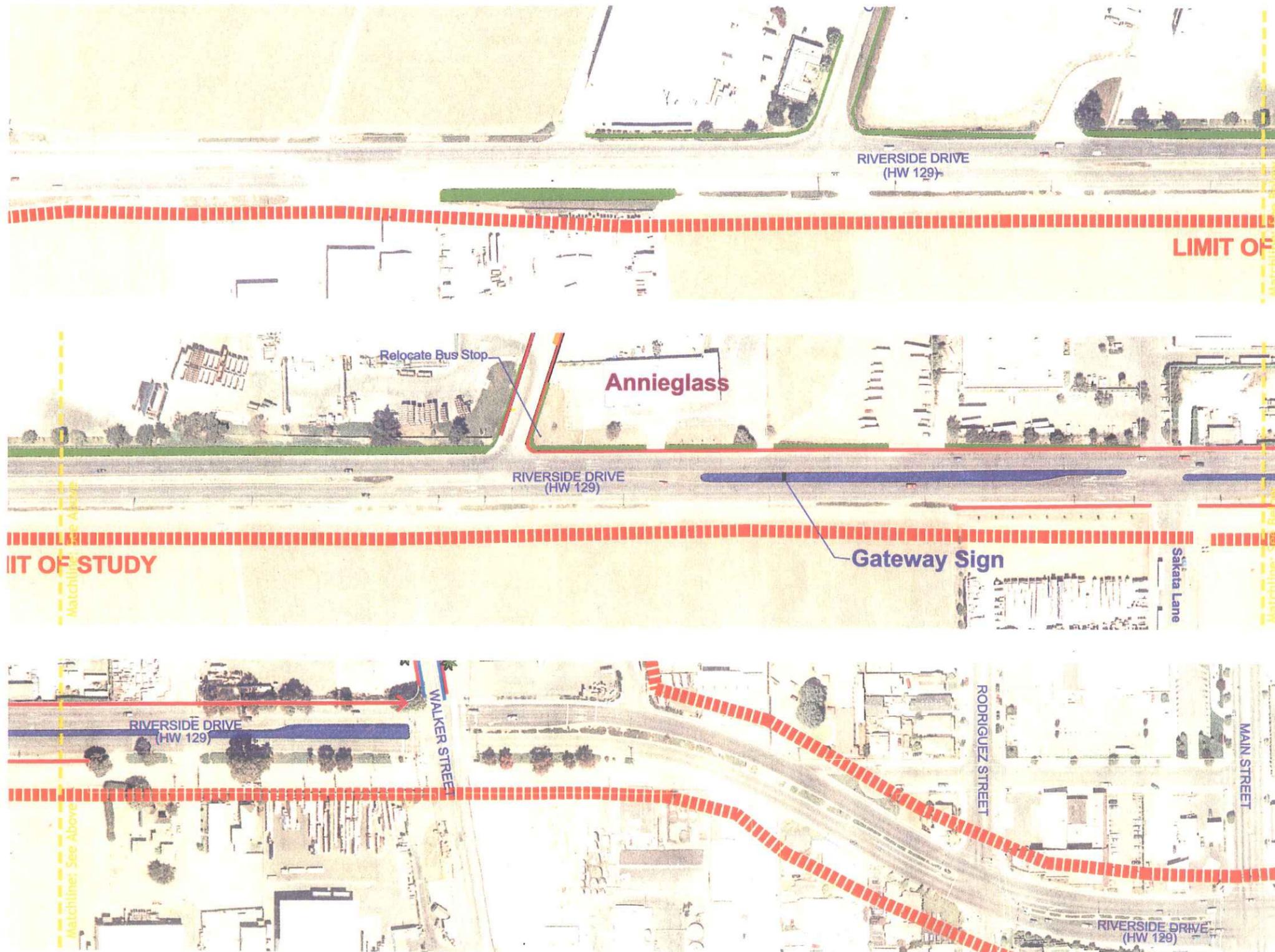


Note: This overall map is provided for context only. Refer to the following street segment sheets for specific street recommendations.



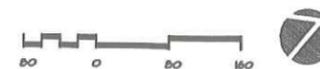
Note: This overall map is provided for context only. Refer to the following street segment sheets for specific street recommendations.

RIVERSIDE DRIVE
Short-Term Improvements

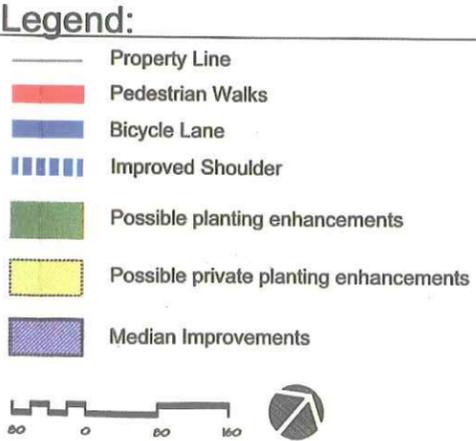
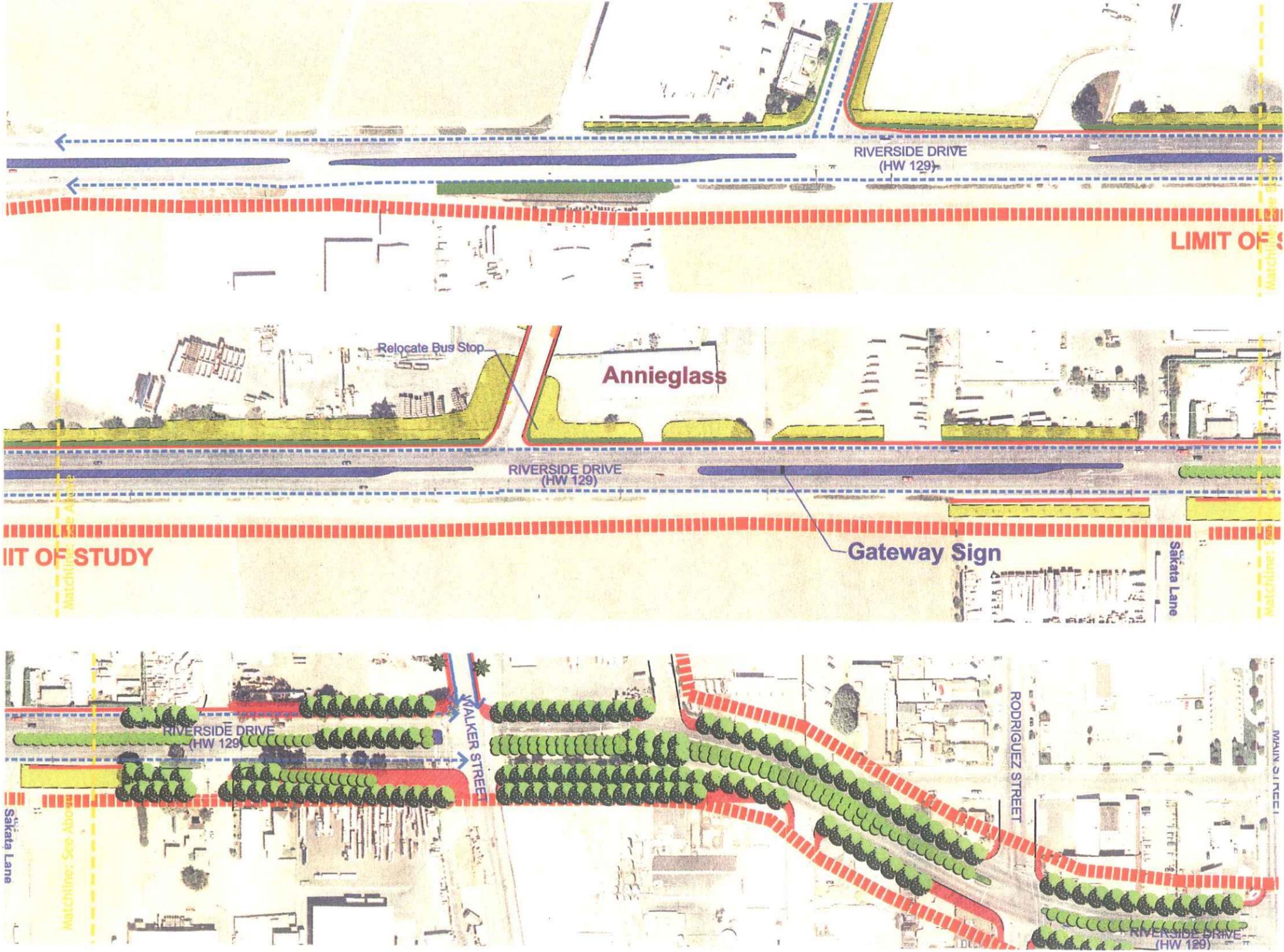


Legend:

-  Property Line
-  Bicycle Lane
-  Improved Shoulder
-  Pedestrian Walks
-  Possible planting enhancements
-  Median Improvements

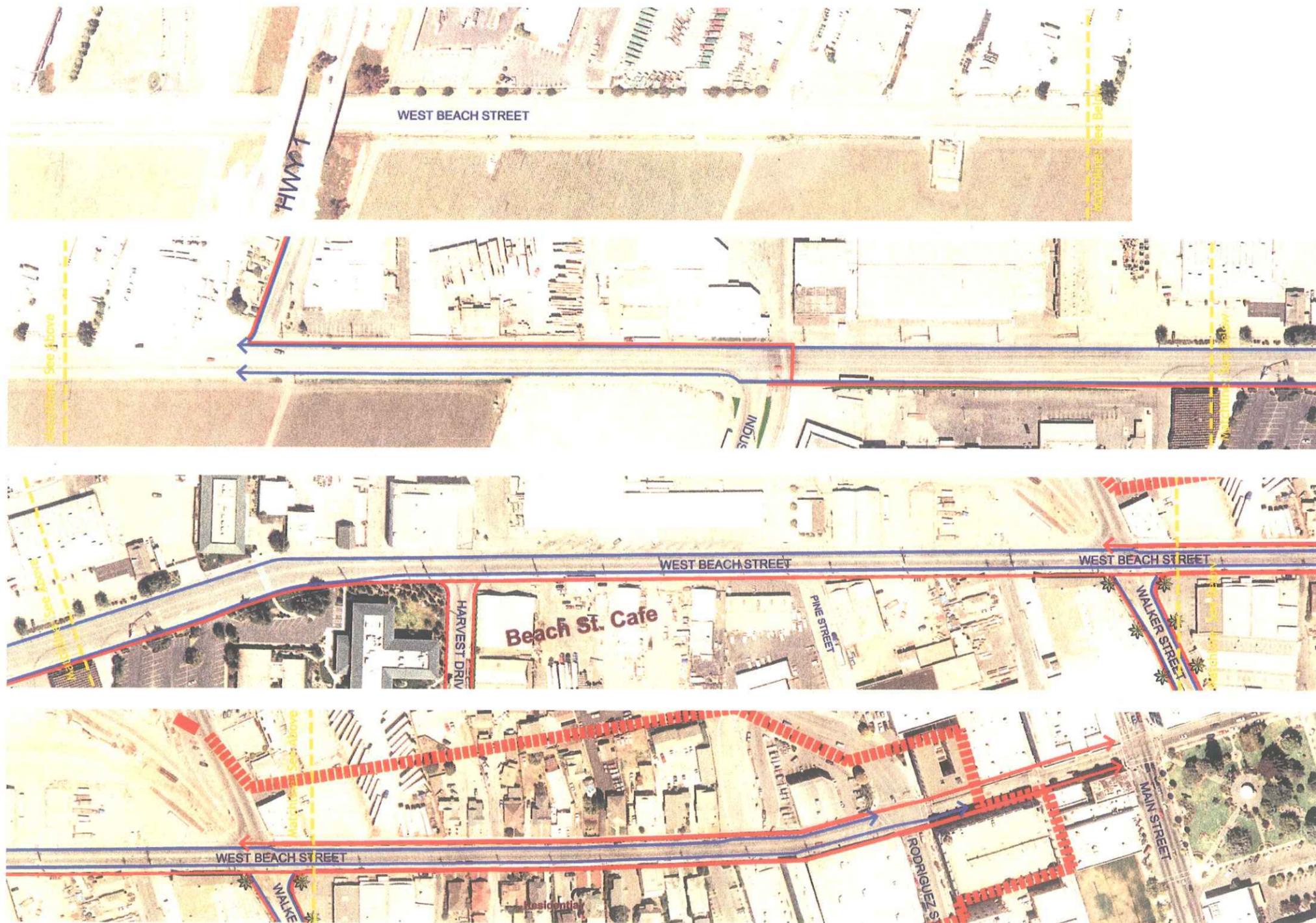


RIVERSIDE DRIVE
Long-Term Improvements



BEACH STREET

Short-Term Improvements

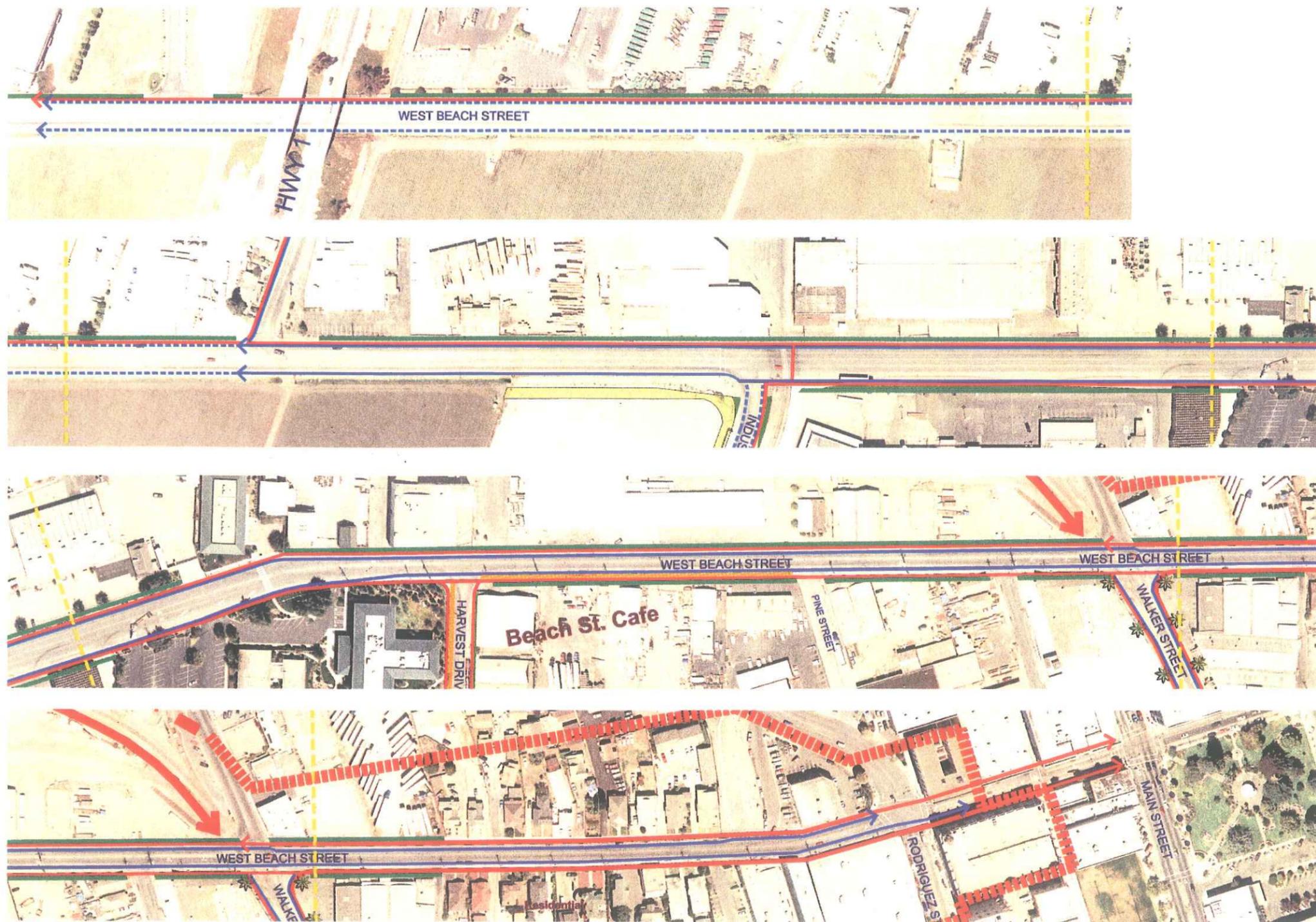


Legend:

-  Property Line
-  Pedestrian Walks
-  Bicycle Lane
-  Improved Shoulder
-  Possible planting enhancements
-  Possible private planting enhancements
-  Median Improvements



BEACH STREET Long-Term Improvements

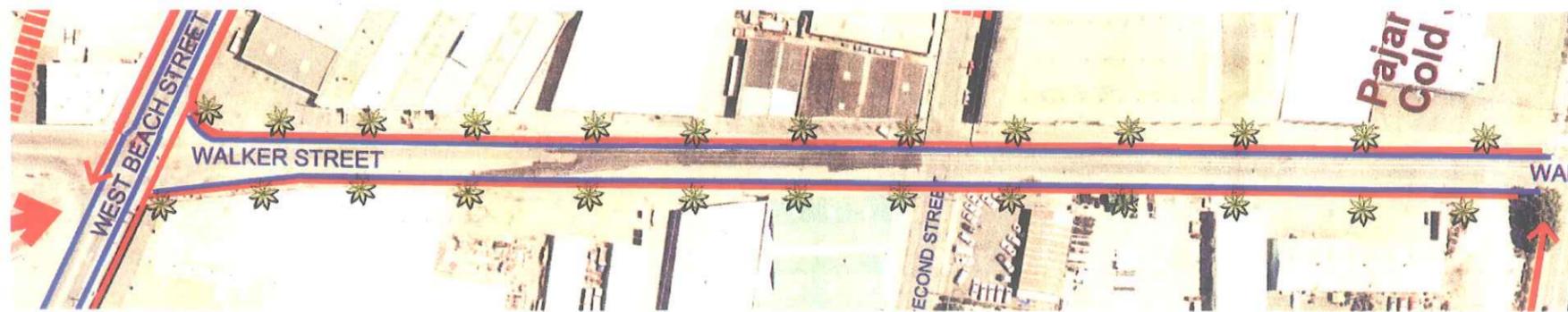


Legend:

-  Property Line
-  Pedestrian Walks
-  Bicycle Lane
-  Improved Shoulder
-  Possible planting enhancements
-  Possible private planting enhancements
-  Median Improvements
-  On-street parking



WALKER STREET
Short & Long-Term Improvements



Short-Term Improvements



Long-Term Improvements

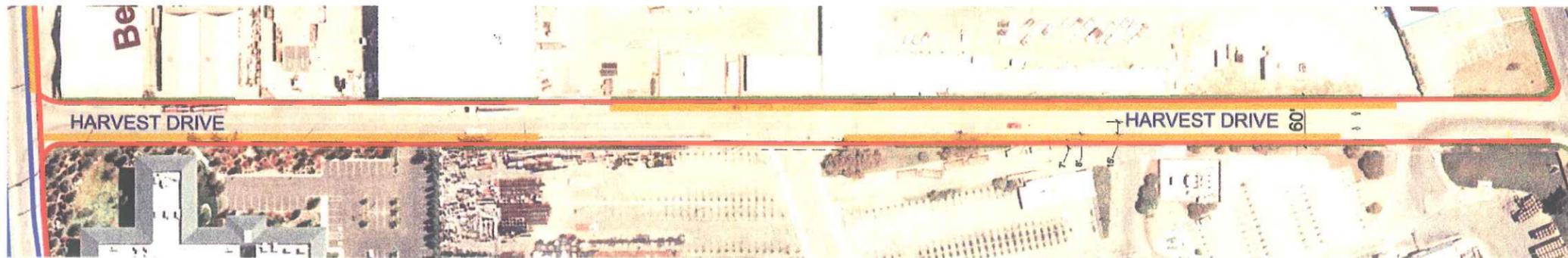
Legend:

-  Property Line
-  Pedestrian Walks
-  Bicycle Lane
-  Improved Shoulder
-  Possible planting enhancements
-  Possible private planting enhancements
-  Median Improvements

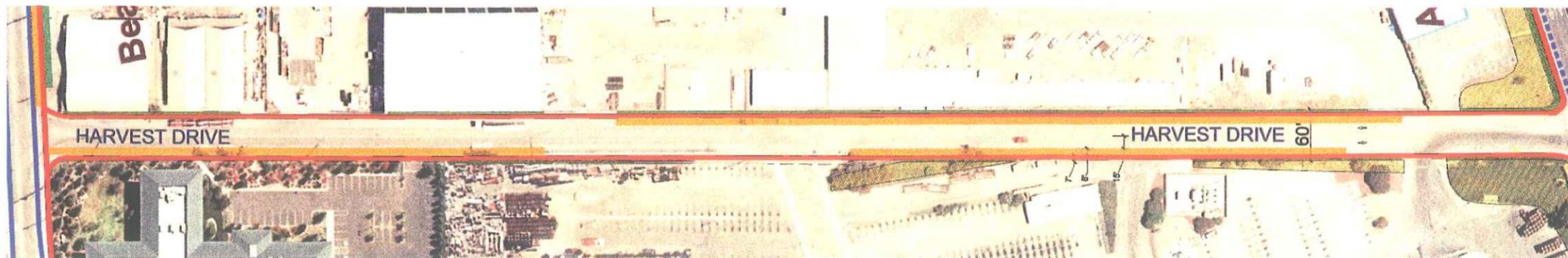


HARVEST DRIVE

Short & Long-Term Improvements



Short-Term Improvements



Long-Term Improvements

Legend:

-  Property Line
-  Pedestrian Walks
-  Bicycle Lane
-  Improved Shoulder
-  Possible planting enhancements
-  Possible private planting enhancements
-  Median Improvements
-  On-street parking

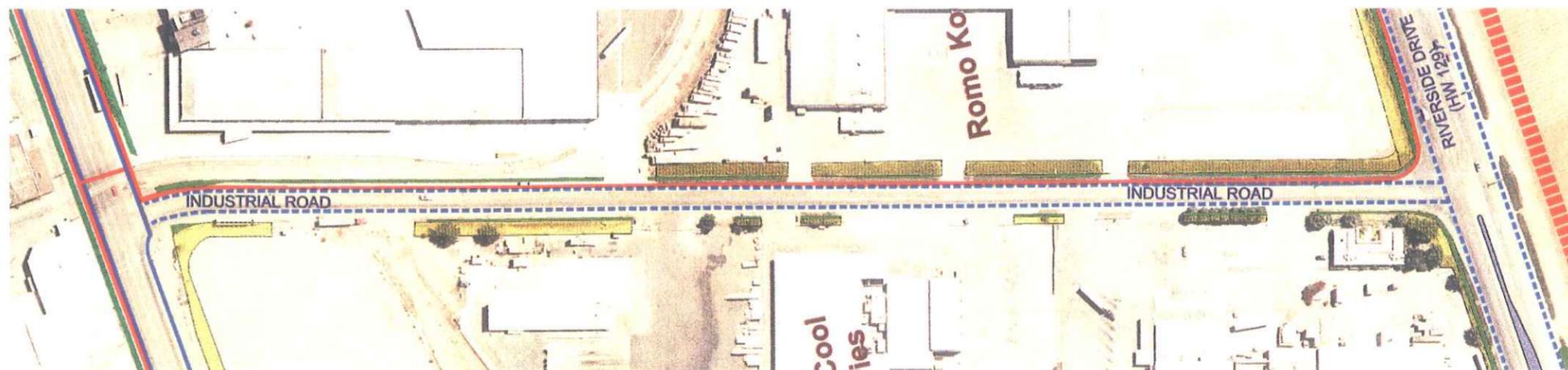


INDUSTRIAL ROAD

Short & Long-Term Improvements

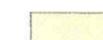


Short-Term Improvements



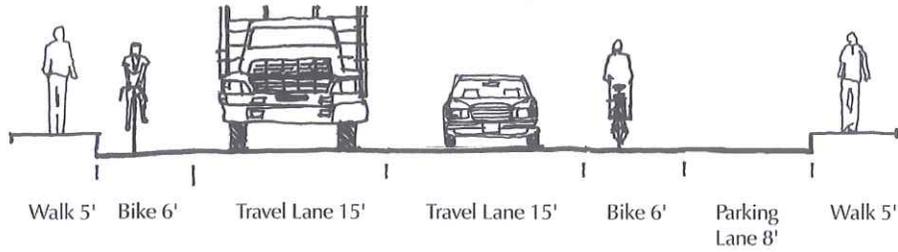
Long-Term Improvements

Legend:

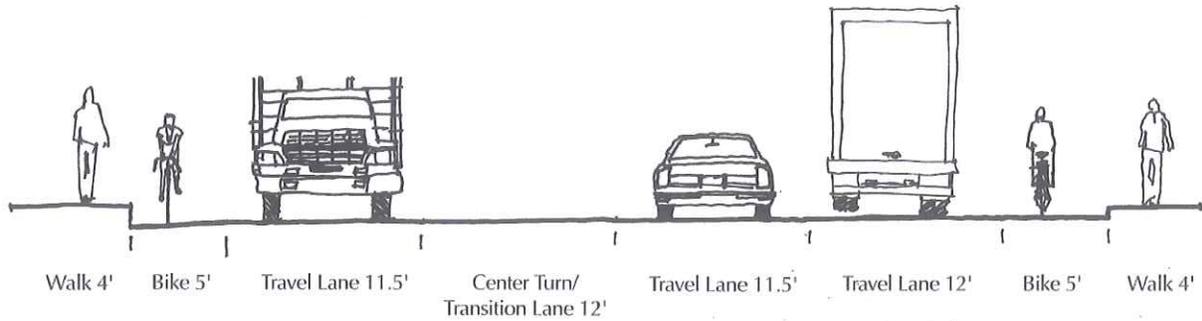
-  Property Line
-  Pedestrian Walks
-  Bicycle Lane
-  Improved Shoulder
-  Possible planting enhancements
-  Possible private planting enhancements
-  Median Improvements



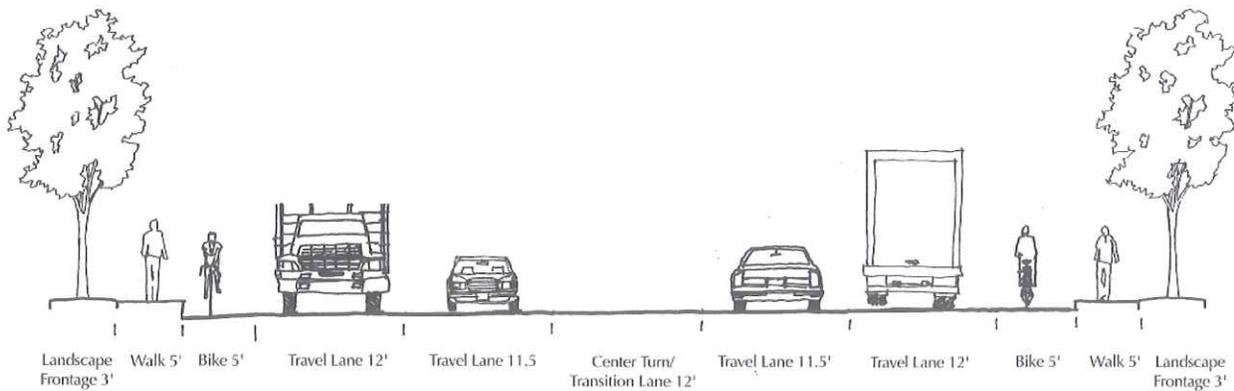
West Beach Street between Walker and Harvest – Long-Term 60' R.O.W. Section



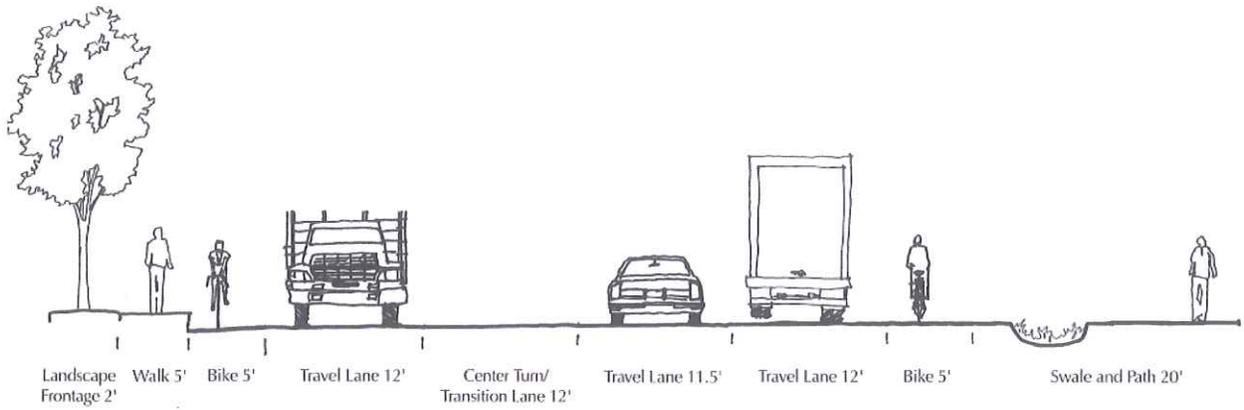
West Beach Street between Industrial and Ohlone – Long-Term 65' R.O.W. Section



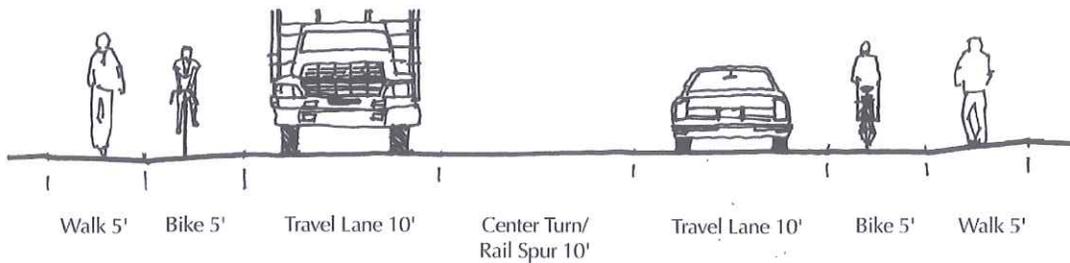
West Beach Street between Harvest and Industrial – Long-Term 85' R.O.W. Section



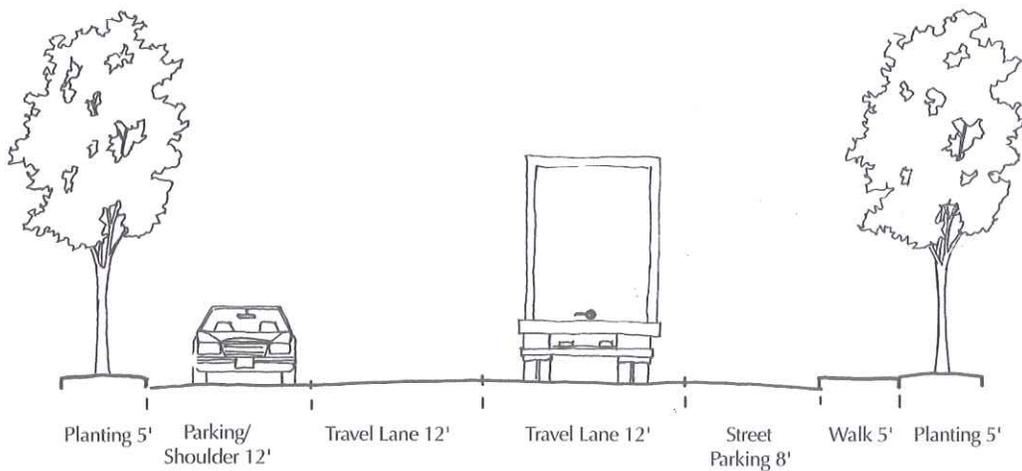
West Beach Street between Ohlone and Lee – Long-Term 85' R.O.W. Section



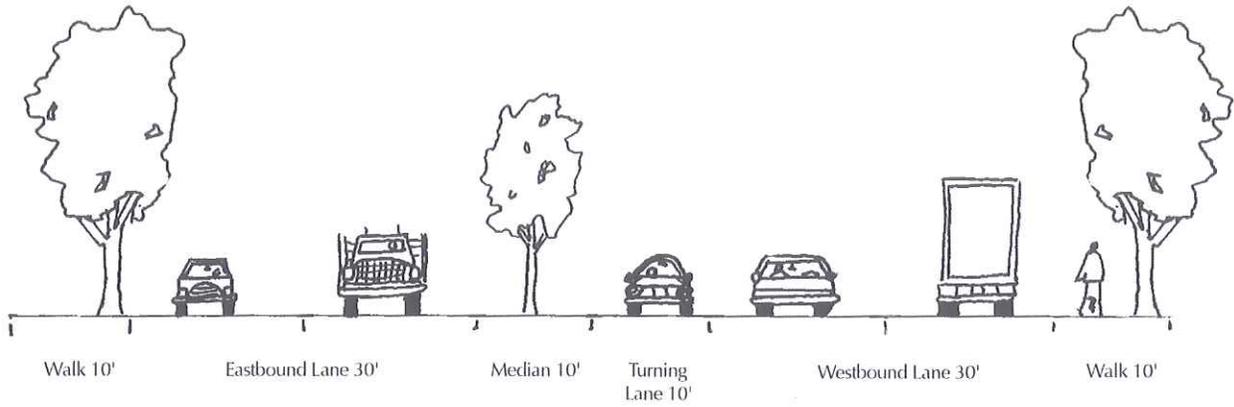
Walker Street – Long-Term 50' R.O.W. Section



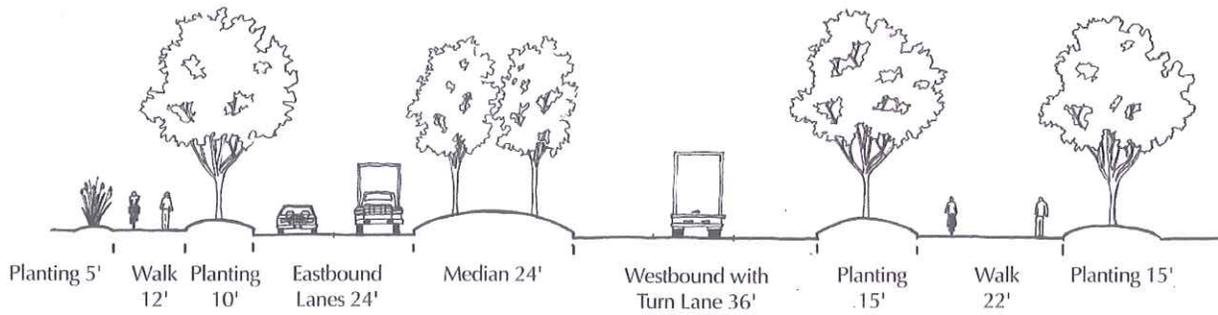
Industrial Street – Long-Term R.O.W. Section



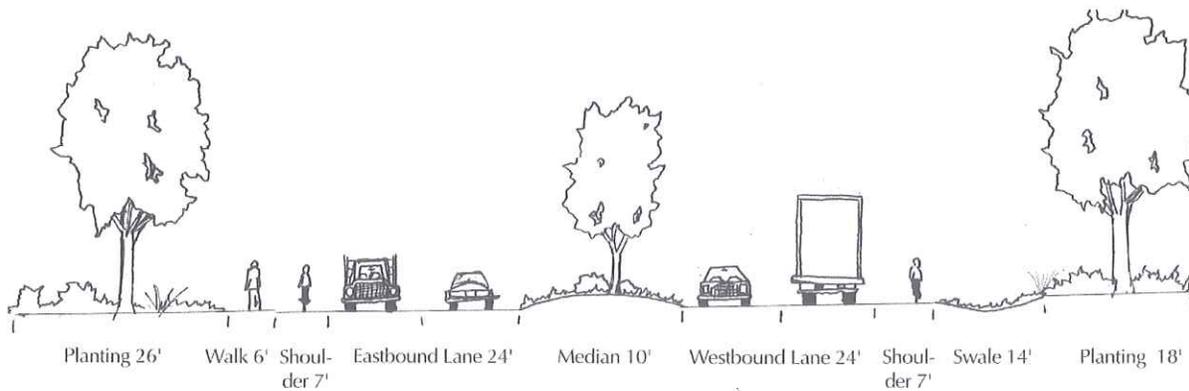
Riverside Drive – Long-Term R.O.W. Section between Rodriguez and Main



Riverside Drive – Long-Term R.O.W. Section between Rodriguez and Walker



Riverside Drive – Long-Term R.O.W. Section between Harvest Drive and Sakata Lane



Note: Sections are conceptual only. Final dimensions may change based on detailed engineering.

Guidelines for Future Development

In addition to the recommendations shown on the maps in the previous sections, the following guidelines are suggested for long-term future development of the industrial area to increase safety and function while also increasing the area's visual quality.

- Limit the number of driveways (*Numbers based on a limit of 30 driveways per mile.¹⁾*

Property Frontage (feet)	Number of Driveways
0 – 175	1
175 – 500	2
over 500	3

- Limit the width of driveways
 - Two-way access driveways – 35' maximum
 - One-way access driveways – 25' maximum
- For developments expected to generate at least 50 vehicle trips in the development's peak hour of operation, driveways should be designed as intersections, using the full 30' setback from lane of travel in determining required clear sight distances.
- Provide visual access clues at driveways²
 - Signage, landscaping, and other on-site features near an access point should be designed and located to provide clues to

the location of the access point, without interfering with the drivers' sight distances from the driveway onto the street or from the street to the vehicles entering and exiting driveways

- Provide landscape buffer zones (*Clear sight distances still apply within the landscape buffer zones; low plantings should be used where sight lines need to be kept clear.*)
 - 8' minimum landscape setbacks between street/sidewalk frontage and parking lots and/or industrial yards
 - 10' minimum landscape setbacks between street/sidewalk frontage and buildings

The City's sight line and sight distance standards should be used in determining appropriate height of landscaping in landscape buffer zones.

Tree List

The following trees are recommended for use in the industrial area based on the following criteria:

- Grow vertically, or tall enough that they can be branched to minimize conflicts with trucks, or
- stay small and can be used as an accent, and
- do not produce fruit.
- Have been used successfully in central coast conditions.

1. Adapted from *Driveway Density and Consolidation* Iowa State University Center for Transportation Research and Education. www.ctre.iastate.edu

2. Adapted from the City of Olympia, Washington's driveway standards (www.ci.olympia.wa.us)

Other References:

Municipality of Anchorage Alaska Traffic Department: *Driveways General Guidelines* www.ci.anchorage.ak.us/iceimages/Assembly2/1024-2000.pdf



Gleditsia tricanthos 'Inermis'
Honey Locust



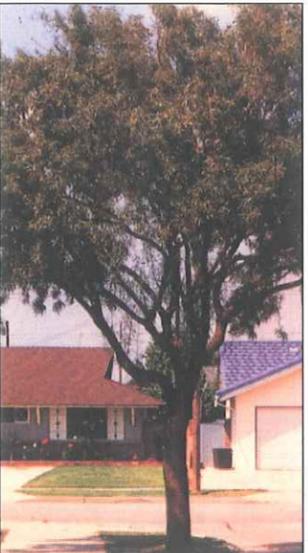
Carpinus betulus 'Fastigata'
European Hornbeam



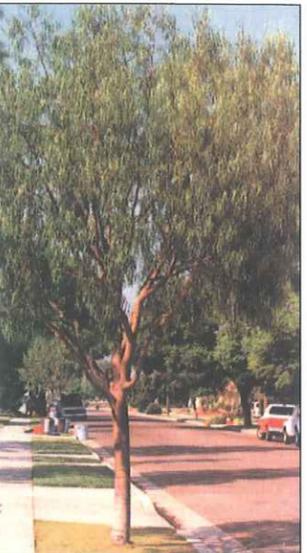
Platanus acerifolia
London Plane Tree



Quercus rubra
Red Oak



Rhus lancea
African Sumac



Geijera parvifolia
Australian Willow



Syagrus romanzoffianum
Queen Palm



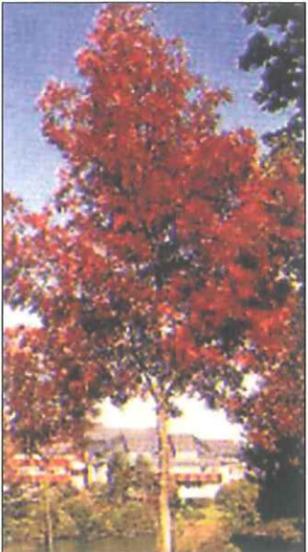
Washingtonia robusta
Mexican Fan Palm



Arbutus Marina
Strawberry Tree



Prunus
Flowering Cherry/
Flowering Plum



Fraxinus angustifolia 'Raywood'
Claret Ash



Betula
Birch



*Sequoia Sempervirens**
Redwood



Pinus canariensis
Canary Island Pine



*Cedrus deodara**
Deodar Cedar

* Should be used only in areas with ample width to accommodate low branching.

Shrubs and Groundcovers

Shrubs and groundcovers should be used that are non-invasive, hardy and drought tolerant. Planting designs should be layered with lower ground covers/shrubs near the street or back of sidewalk and medium/higher shrubs nearer fence lines and buildings. The maximum mature height of shrubs within critical sight distance areas (such as sight triangles at intersections and driveways) should be three feet. Larger shrubs should be used only for screening (such as along fence lines) where visibility is not an issue. While ornamental grasses may be used, turf areas are discouraged due to high water use and maintenance needs.



Plant Lists

Ornamental Grasses

Botanical Name

Calamagrostis brachytricha
Carex buchanii
Deschampsia cespitosa
Festuca sp.
Helictotrichon sempervirens
Muhlenbergia rigens
Pennisetum sp.
Sisyrinchium bellum

Common Name

Reed Grass
Leather Leaf Sedge
Tufted Hair Grass
Fescue
Blue Oat Grass
Deer Grass
Fountain Grass (*non self-seeding varieties*)
Blue Eyed Grass

Low Shrubs and Groundcovers

Botanical Name

Agapanthus sp.
Arctostaphylos sp.
Cistus sp.
Coleonema sp.
Convolvulus sp.
Coprosma repens
Cotoneaster dammeri
Diets sp.
Erigeron karvinskianus

Common Name

Lily of the Nile
Manzanita (*low growing varieties*)
Rockrose (*low growing varieties*)
Breath of Heaven
Bush Morning Glory
Mirror Plan
Bearberry Cotoneaster
Fortnight Lily
Santa Barbara Daisy

Low Shrubs and Groundcovers cont.

Fragaria chiloensis
Gazania sp.
Grevillea sp.
Hermerocallis Sp.
Hypericum calycinum
Lantana sp.
Lavandula sp.
Myoporum parvifolium 'Prostratum'
Penstemon sp.
Phormium sp.
Raphiolepis sp.
Rosa sp.
Rosmarinus sp.
Salvia sp.
Sollya heterophylla
Tulbaghia violacea
Vinca minor

Ornamental Strawberry
Gazania
Grevillea (*low growing varieties*)
Day Lily (*Evergreen varieties*)
Aaron's Beard
Trailing Lantana
Lavender (*low growing varieties*)
Myoporum
Beard Tongue
Flax (*low growing varieties*)
India Hawthorne (*low growing varieties*)
Rose (groundcover varieties only)
Rosemary (*low growing varieties*)
Sage
Australian Bluebell Creeper
Society Garlic
Dwarf Periwinkle

Large Screening Shrubs and Vines

Botanical Name

Arctostaphylos sp.
Bougainvillea sp.
Cistus sp.
Diets sp.
Distictis buccinatoria
Garrya sp.
Hardenbergia xidacca
Ipomoea indica
Lavatera Sp.
Photinia sp.
Pittosporum sp.
Rhamnus sp.
Raphiolepis indica
Rosa sp.
Westringia fruticosa

Common Name

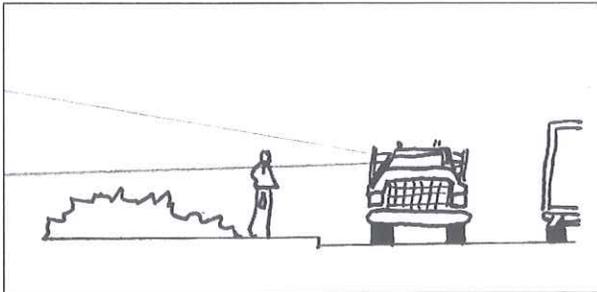
Manzanita (*large growing varieties*)
Bougainvillea
Rockrose (*large growing varieties*)
Fortnight Lily
Blood Red Trumpet Vine
Coast Silktassel
Lilac Vine
Blue Dawn Flower
Tree Mallow
Photinia
Pittosporum (*large growing varieties*)
Buckthorn (*large growing varieties*)
Indian Hawthorn (*large growing varieties*)
Vine Roses (*vine varieties*)
Coast Rosemary

Changes/Additions to Plant Lists

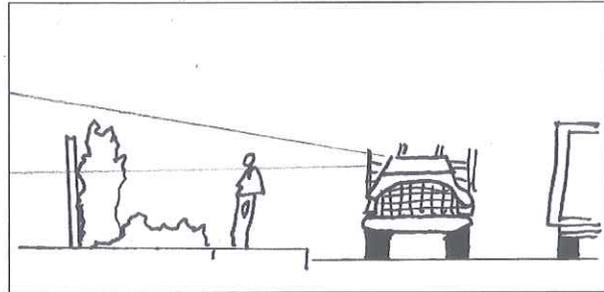
With new plant materials constantly becoming available, it is difficult to maintain an approved plant list representing the best available plants. Therefore, plants may be considered that are not included on the plant lists. Suggested plants will be reviewed by the City for possible approval based on the following criteria:

- are drought tolerant,
- are adapted to Watsonville's climactic and soil conditions, including frost tolerance,
- are low maintenance,
- if trees, do not have fruit or brittle branching conditions,
- are not invasive, and
- have ornamental qualities that complement the overall design concept.

Similarly, plants may be removed from the plant lists if they do not perform well based on the above criteria.



Low growing plants should be selected to maintain sight distances.



Higher growing shrubs should be used for screening where visibility is not an issue.

Implementation Guidelines

The Westside Industrial Streetscape Guidelines is intended to determine appropriate public and private investment in off-site infrastructure for:

- Existing property and business owners
- Future industrial tenants
- Developers
- City staff
- Decision makers
- Interested community members

Successful implementation will require a partnership between the City and property owners, along with active pursuit of grants and other income sources to supplement local funds. Having the guidelines in place will enable the City to be more competitive when applying for grant funding, and will also allow for improvements to be planned for and budgeted, as part of the City's Capital Improvement Planning (CIP) process, that support the overall plan.

Given the scope of recommended improvements, it is impossible to implement all of the improvements at one time, nor will single funding sources be sufficient. The streetscape guidelines will need to be implemented incrementally. Typically, street right-of-way improvements (streets, curbs, gutters, sidewalks, storm drainage, landscaping, lighting, bicycle lanes) are implemented with new development and are paid for primarily by the developer. This system works when there is an orderly progression of new development, or there is a large contiguous area undergoing redevelopment. However, the Westside Industrial Area does not fit this development pattern given existing infrastructure, ownership and development patterns. Therefore a combination of implementation techniques are needed to

support orderly and logical improvements within the Westside Industrial Area. Some of these are noted as follows:

- **Capital Improvement Funding**

The City establishes a five year plan for City wide infrastructure improvements, called the Capital Improvement Plan (CIP). These guidelines will assist in determining which incremental street improvements in the Westside Industrial Area will be incorporated into the CIP and establish a variety of funding options. Presently, Walker Street improvements are being funded through the City's CIP.

- **In-Lieu Fees for Street Improvements**

As an alternative to requiring property owners to construct public improvements as part of their private development improvements, an in-lieu fee is being pursued that encourages reinvestment in infrastructure improvements within the Westside Industrial Area. This fee has been proposed in response to the industrial owners concerns that infrastructure costs were unrealistically assessed on their projects. The proposed modifications to Ordinance Section 7-4 establish a more equitable system to establish a funding pool to install priority off-site infrastructure improvements through the City CIP process. Owners would have the option of constructing the recommended improvements along their street frontage or paying the in-lieu fees for remodeling projects. New development and major redevelopment are still required to install actual frontage improvements.

- **Redevelopment Agency Funding**

The Westside Industrial Area is located within the Watsonville 2000 Redevelopment Project Area and therefore is eligible for Redevelopment Agency assistance. In order to be considered for limited redevelopment funding opportunities a project must benefit the Agency and the City as a whole by following established criteria to eliminating blight, serve as a catalyst for further private investment or reinvestment in the area, generate additional tax increment, or increase employment opportunities. Once a streetscape plan is adopted, the Agency can legally provide assistance with plan implementation; however, the assistance will most likely be targeted to those areas that are most visible or that accompany major new development.

Redevelopment assistance may take the form of:

- A facade improvement program to support building and landscape improvements.
- Improvements to major entry points such as Riverside Drive.
- Common employee or truck parking areas in order to maximize development opportunities on individual parcels.
- Area wide, street, sidewalk, storm water, or waste water system improvements.

- **Grant Funding**

Transportation grants should be actively pursued for some of the improvements, including the development of the proposed trail along the railroad right-of-way. This should be closely coordinated with the Santa Cruz County Regional Transportation Commission which is exploring acquisition of the right-of-way. Extension of the slough trail system,

expansion of bike lanes and routes, and improvements to the Riverside Drive bus stop all have potential for grant funds that focus on expanding alternative forms of transportation. Grants can also be used to further leverage City and private funds for many of the proposed right-of-way improvements.

With an emphasis on multiple funding sources and continued cooperation between the City and industrial area owners and users, the City has the opportunity to greatly enhance a major gateway to the City while retaining the function, safety and vibrancy of the industrial area.

APPENDIX

Meeting Notes

Westside Industrial Area Streetscape

Neighborhood Meeting #1 • September 19, 2002

- Will there be an opportunity to meet with small groups?
- Who is going to pay for improvements?
- How much money is generated by this area to Redevelopment Agency?
- "Watsonville Industrial Group" is a group of area property/business owners that has formed to help guide this process.
- Sewer was installed and built to County code at the time. Sidewalk, curb and gutter were not required at that time.
- Industrial properties built out to property line.
- It is nice to look at farmland.
- Riverside is important gateway.
- Should not encourage non-industrial (consumer) traffic into industrial area.
- Martinelli's gets complaints from East Beach residents – moved out of downtown. Trucks and pedestrians do not mix.
- Lower speed limit on Beach.
- Can Errington Road be connected by sidewalk to Main? It's not a good idea to get Errington Road residents to downtown via Beach St. They will go to Target instead.
- Red Roof Inn – people will drive to Main Street.
- Bike lanes needed.
- Most people drive to work.
- Granite looks beautiful – "Makes the rest of us look bad!"
- Trees disrupt site line for semi's. 100-200 trucks per day per business.
- Granite landscaping affects site lines of adjacent businesses.
- Harvest & Beach a problem.
- Landscaping should be kept low, there is a concern for visibility.
- Discourage medians.
- Redevelopment Area should not be just to raise funds.
- \$3.6 million will be contributed over 30 years, which is \$150,000 per year. What improvements will be made in the Industrial Area with this funding?
- (20% of RDA funding is to be used for housing.)
- We don't need our area beautified for our business, "Ugly works."
- Landscaping and trees are ok if it works!
- Industrial businesses use the space up to the ROW. Sidewalks would take up needed spaces.
- Some properties are 100% driveway.
- Private improvements will be discouraged if associated ROW required improvements are too costly.
- Truck drivers take a long time to stop, and may not be able to stop in time for children or bikes.
- City Responsibility: The vision for the future, but the vision needs to address reality.
- Private Sector Responsibility: To be good citizens and sweep driveways, straighten fences and clean up weeds.
- City needs to improve their property.

- Grant funds are ok..
- Cost should be proportional to improvements. ROW improvement costs can be onerous.
- Some businesses are set back, but these are staging areas.
- Hard to do food processing business in California, we do not need any more costs or regulations.
- Beach Street Café is packed on weekends – It's "real" and funky! It seems to attract visitors to the industrial area.
- Food processing industry employs most of Watsonville.
- 60-70% of paychecks are cashed at local store.
- Can we do simple improvements without a lot of money?
- Separate industry & tourist corridors.
- More congestion on Walker.
- There is more vandalism and break-ins near trees which create hiding space.
- Mike at Big Creek Lumber – Any road reductions on Beach would severely restrict us.
- Low landscape works and is an improvement.
- The customers haven't complained.
- Walker Street is an active rail line along with active spurs. These are important to the industrial businesses.
- 2,000 rail cars, 6,000 per year.
- Sidewalks bring graffiti and vandalism.
- Every 7 days there is a reportable crime.
- City anti-graffiti program very successful.
- There are so many costs already, it is difficult to entice new people, unemployment is at 17%.
- Project compliance costs are 15%.
- Flood problems are most significant.
- Link between WQCB and farmland?
- Annie-Glass: Cheapest way to improve is with paint.
- Accidents at Harvest and Riverside.
- Bus stop at Riverside and Harvest has no shelter and is not safe.

How about a personal tour of the industrial area? View it from a semi-truck?

Summary of suggestions:

1. Keep pedestrians off Beach, Industrial Area and Harvest.
2. Maintain visual with low shrubs and native drought-tolerant plants.
3. Accentuate old-time Industrial Area.

(It was noted that the City must provide pedestrian access consistent with ADA guidelines.)

- Most people take the bus to AgriLink and ride bikes on Riverside.
- The most critical thing is SAFETY!
- Foot traffic from Errington, Beach and Main.
- Look at Stone Creek for an example.
- Survey of foot traffic on Beach and Industrial?

Meeting Notes

Westside Industrial Area Streetscape

Public Meeting #2 • December 5, 2002

- The idea of Industrial Area "Gateway" signs was questioned. Why announce an entrance to an area that you want to keep people out of? Having signs directing people to individual businesses isn't needed. The truckers know where to go. It was suggested instead to use the beautiful Watsonville signs to direct people to downtown and other attractions and away from the industrial area.
- If there needs to be a sidewalk along Beach, have the crosswalk be where the signal is. Either move the signal to Industrial, or move the crosswalk to Errington. The south side is better than the north for a sidewalk based on current conditions.
- Beach Street bike lanes are important and used heavily on weekends.
- The long-term plan of a trail along the railroad ROW is the best solution. Can this be done sooner instead of later?
- It will be difficult to expand industrial uses in low-lying areas due to poor soil conditions.
- Wider lanes are preferable to a center turn lane on Beach Street.
- Canopy trees are a problem with large trucks. Trees and other plant material that harbor birds and other animals is a problem for food-processing plants that must follow state requirements for cleanliness.
- Facade program, and painting of buildings makes sense.
- City perspective: We want to attract businesses that will bring employment. In order to do this the area needs to look attractive.
- Need more information on how RDA funding may benefit the industrial area.
- Next time, show areas where trees could actually be planted based on sight line requirements.
- Riverside improvements are a good idea. It focuses improvements on the area where you want people to drive.

Meeting Notes

Westside Industrial Area Streetscape

Public Meeting #3 • July 29, 2003

- Concerns were raised about the costs of implementation and maintenance of the plan. There is also concern about the liability for the trees and any consequences of trees once they are planted.
- Westside Industrial Group Representative proposed that the cost incurred to property owners be capped at 10% of the cost of private property improvement projects. The group is concerned that the plans and policies that are being implemented are making it cost prohibitive to make any improvements to their properties. New ordinances could make it more difficult to do business in Watsonville.
- There are concerns that sidewalks and bike lanes will encourage more non-motorists and that will increase safety hazards for motorists and pedestrians alike, noting that hundreds of eighteen wheelers drive down the roads of the area daily. However, there are pedestrians and bicyclists in the area and they need safer routes. A high percentage of employees of the local industries bicycle to work. The new housing development up Errington Road and the new high school may generate additional bicycle and pedestrian traffic in the area.
- There is interest in implementing the railroad ROW bike and pedestrian trail before any sidewalks go into the Industrial area to encourage such traffic away from the heavy industry and traffic. Explore ownership of the Railroad R.O.W. and the possibility of moving this project into the short-term plan.
- In accordance with the American with Disabilities Act the City needs to address accessibility to this portion of the City.
- Manuel Bersamin, District 1 Council Member, feels is important to have a vision for the future and move forward incrementally. He welcomes constituent comments.
- City Council and Industrial Group want to see the same thing—to improve safety and the aesthetics of the Westside over time. The major points of concern come into play with the *implementation* of the conceptual plan.

- Give the City Staff more authority to make decisions for permitting improvement projects on a case-by-case basis rather than having to follow strict guidelines that may or may not be practical in the unique planning scenario.
 - Look into how other cities with heavy industrial areas manage the need for ADA requirements, sidewalks and bike lanes (Long Beach, Fresno, San Francisco)
 - There was a suggestion to create a policy committee that has representatives from all stakeholders in this process to make recommendations to council.
 - Implementation concerns to explore:
 - Financing (availability of grant funding, RDA, and property owners responsibility, etc)
 - Prioritizing the plan
 - Triggers for major improvement
 - Liability
 - Maintenance
 - The Short-Term and Long- Term Conceptual Plans will be available for individual comments at Martinelli's 735 West Beach location. Site-specific comments can be made directly on the plan (please sign your name next to your comments). It will be available for a 30-day period for comments. City staff also will post the plans to the City's website for review; please send comments from this to Keith Boyle at the City's Planning Department. In addition, suggested Guidelines for Future Improvements and the Suggested Tree Palette will be available for review and comment with the Conceptual Plans.
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