

**City of Watsonville**  
**Public Works and Utilities Department**



**M E M O R A N D U M**

**DATE:** April 30, 2019

**TO:** Matthew D. Huffaker, City Manager

**FROM:** Steve Palmisano, Director Public Works & Utilities  
Maria Esther Rodriguez, Assistant Director of Public Works & Utilities

**SUBJECT:** Complete Streets Plan – Downtown Watsonville  
Preferred Draft Plan

**AGENDA ITEM:** May 14, 2019 **City Council**

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**RECOMMENDATION:**

Staff recommends that the City Council receive an update on the Downtown Watsonville Complete Streets Plan, provide input and direct staff to prepare a final plan.

**DISCUSSION:**

**Background**

At the August 29, 2017 meeting, the City Council adopted resolution 143-17 (CM) accepting a \$225,583 Sustainable Communities Grant from the State of California, Department of Transportation (Caltrans). The grant allows for the City to develop the City of Watsonville Complete Streets Plan in the City's Downtown core area, in partnership with the Santa Cruz County Regional Transportation Commission (RTC) and Caltrans.

The Downtown Watsonville Complete Streets Plan will focus on developing a safe and comfortable network of well integrated multimodal transportation facilities to accommodate and welcome all types of users, including pedestrians, bicyclists, public transit riders and motorists. The project area includes Rodriguez Street, Main Street and Union Street/Brennan Street and all intersecting cross streets between Riverside Drive and Freedom Boulevard.

The Plan will identify improvements that provide comfortable access to area shopping and services for all users, attract new businesses to our downtown area, create a vibrant atmosphere, improve facilities for people living with disabilities, and will support City and Statewide greenhouse gas emission reduction goals.

### **Initial Plan Development**

In February, 2018, City Council awarded Callander Associates Landscape Architecture, Inc. the contract to provide services for preparation of the Plan. Public engagement is an integral part of this Plan: efforts began early on and continue throughout the process using a range of outreach techniques designed to solicit broad community input and representation for groups unrepresented in transportation planning efforts.

Early project outreach to the community in Spring 2018 included presence at

- Watsonville Farmer's Market,
- Earth Day/Day of the Child,
- Chamber of Commerce Business Expo,
- Watsonville Open Streets and
- a Project Stakeholders meeting.

These events allowed for interactions to solicit input on what community members wanted to see in their downtown, what current challenges they faced getting to and around downtown, and ideas for improvements. A survey was developed to capture input at these events and was also promoted and made available online on the City's website (See Attachment 1, Spring 2018 Survey Summary)

### **Preliminary Concept Designs**

With input gathered during the initial input phase, preliminary designs of a plan began taking shape. A variety of concepts based upon the specific comments received were developed along the 3 major corridors: Main Street, Rodriguez Street and Union Street/Brennan Street.

A Complete Streets Plan is intended to focus on developing a safe and comfortable network of well integrated multimodal transportation facilities to accommodate and welcome all types of users, including pedestrians, bicyclists, public transit riders and motorists. Concepts were developed to reflect such a network and visual images were created that reflected a) the existing conditions, b) a pedestrian oriented option and c) a bicycle oriented option.

Visual concepts, a 3D virtual reality component and a follow up survey were shared in Summer 2018 at the following venues:

- A Project Stakeholders meeting
- Watsonville Strawberry Festival
- Downtown Business Group Meeting
- Chamber of Commerce meeting
- Farmer's Market
- Lunch in the Plaza
- Metro Transit Center
- South County Bike and Pedestrian Work Group meeting
- Cabrillo College Open House
- Several additional local school classes and groups
- Online surveys

The information gathered included questions that would allow for identifying age, where people live, and how often they visit Downtown. The survey also captured preferences

on transportation modes and streets. Over 500 surveys were completed that were then used to begin formulating a preferred draft plan. (See Attachment 2, Summer 2018 Survey)

### **Preferred Draft Plan**

The Preferred Draft Plan reflects what the community preferences are based upon the information gathered in the surveys. (See Attachment 3, Preferred Plan/ Circulation)

Key features in the preferred plan include:

#### **Pedestrian Improvements proposed:**

- bulb-outs at almost every intersection
- high visibility cross walks
- widened sidewalks in several areas

#### **Bicycle Facilities proposed:**

- buffered bicycle lanes on Main St
- sharrows on Brennan St/ Union St
- bike lane improvements on Rodriguez St
- bicycle lanes on Lake and Beach Streets

#### **Vehicle Travel lane changes proposed:**

- removal of 1 lane each direction on Main St (to allow for bicycle lanes and some added parking)
- removal of 1 lane on Rodriguez St between W Lake and W Beach streets

#### **Parking changes proposed:**

- addition of on street parking on Main St in several areas
- removal of parking on north side of W Lake St between Main and Rodriguez
- removal of parking on Maple St between Main and Union St

Caltrans is a part of the project team as this is a State funded grant and because Main Street, East Lake Avenue and East Beach Street in this plan are part of SR 152. Any improvements proposed on SR 152 would require approval by Caltrans; any proposed lane reductions would require a Traffic Study. The planning process emphasizes that these plans be reflective of what the community would like to see. **Therefore, if it is the community's desire to pursue a lane reduction on the State Route, the Plan would capture this as a necessary first step.**

Once finalized, the Complete Streets Plan will allow the City to apply for grant funding to construct various downtown improvement and beautification projects identified in the plan.

Staff recommends that City Council review the preferred plan, provide input and direct staff to prepare the final plan.

**STRATEGIC PLAN:**

This project is consistent with Strategic Plan Goal #3, Infrastructure and Environment, Section E.2. Develop improved multi-modal transportation features for bicycles and pedestrians.

**FINANCIAL IMPACT:**

The total cost for preparation of this plan is \$227,000 with \$164,000 being funded by the Sustainable Communities Grant, \$27,000 being funded by the Regional Transportation Commission's Visualizing Sustainable Transportation project grant, and \$36,000 paid for with Measure D funds. No additional funding is required.

**ALTERNATIVES:**

None

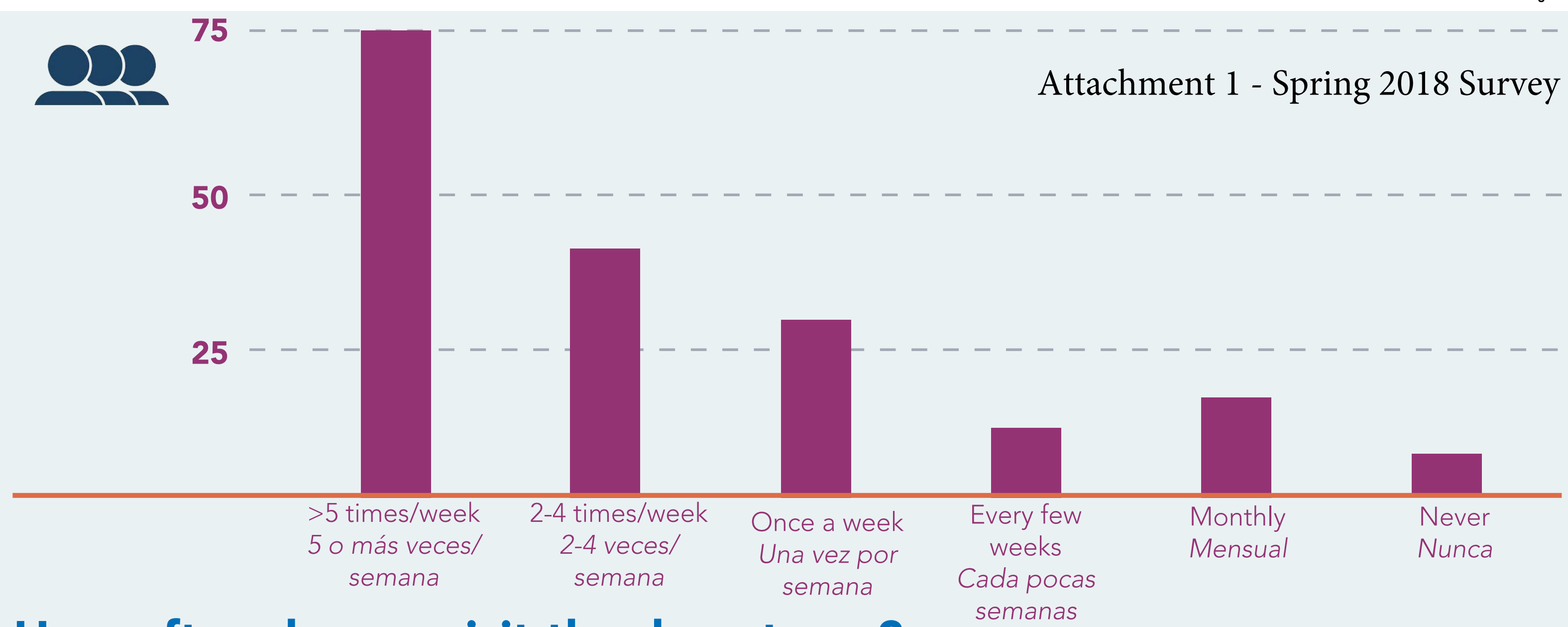
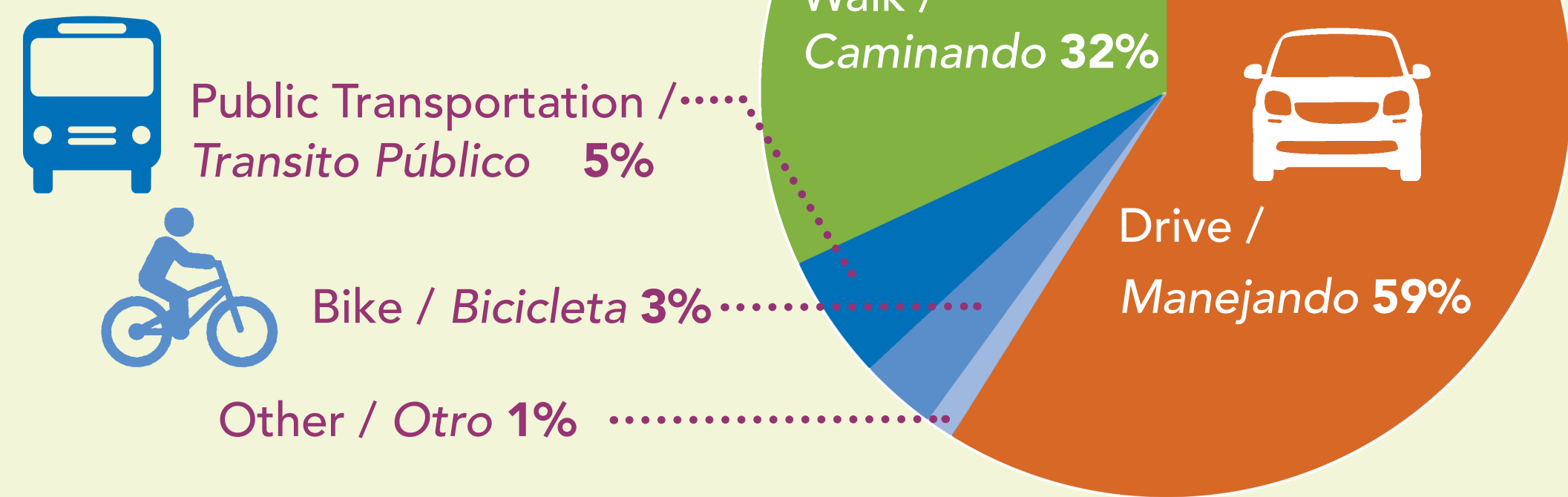
**ATTACHMENTS:**

- 1: Spring 2018 Survey
- 2: Summer 2018 Survey
- 3: Preferred Plan

cc: City Attorney



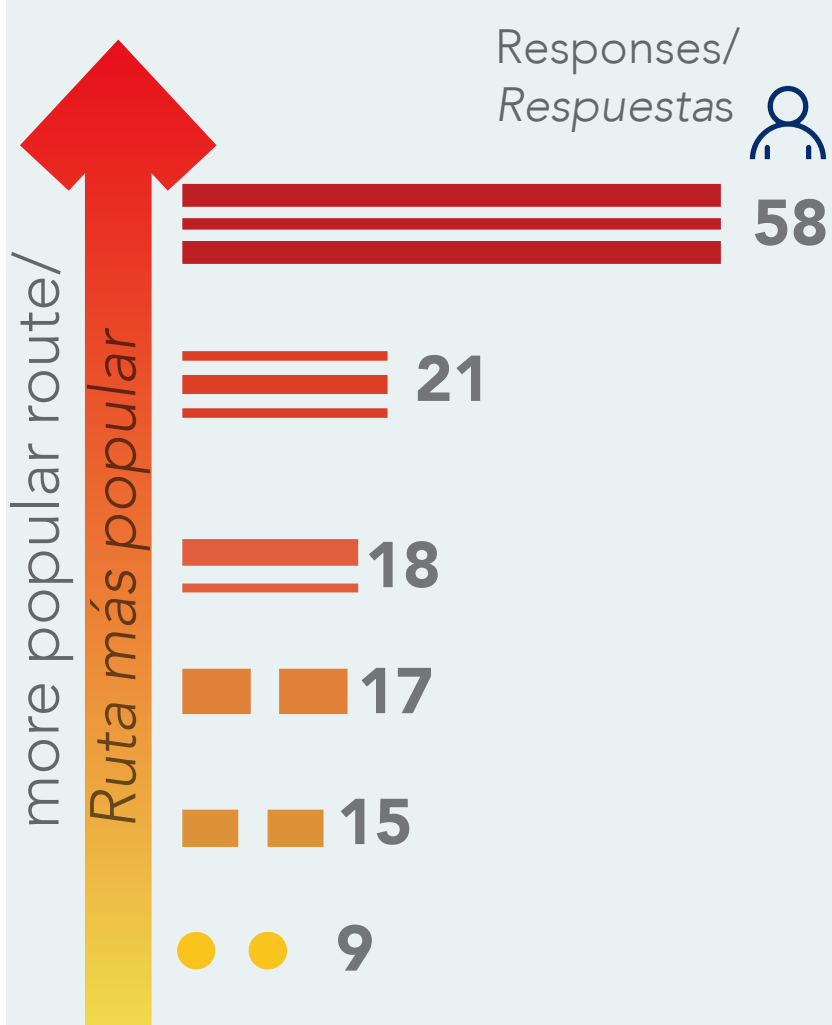
## How do you get to the downtown? ¿Cómo va al Centro de la Ciudad?



## How often do you visit the downtown? ¿Con que frecuencia visita el Centro de la Ciudad?

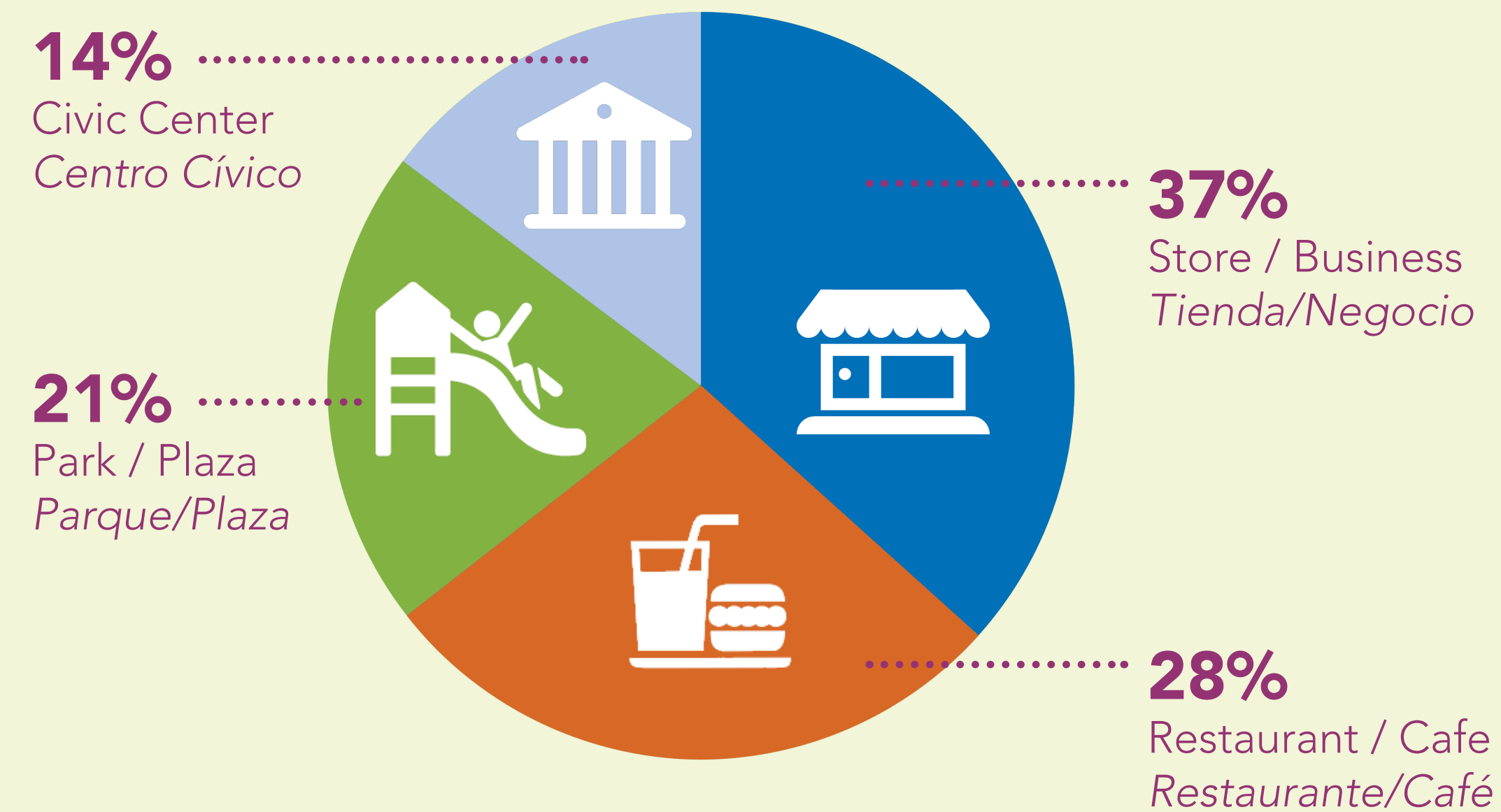
## Which route do you take through the downtown? ¿Qué ruta usa cuando viaja por el Centro de la Ciudad?

Responses/ Respuestas



## Where is your favorite place to go in the downtown? ¿Dónde está su lugar favorito para ir en el Centro de la Ciudad?

Responses/ Respuestas

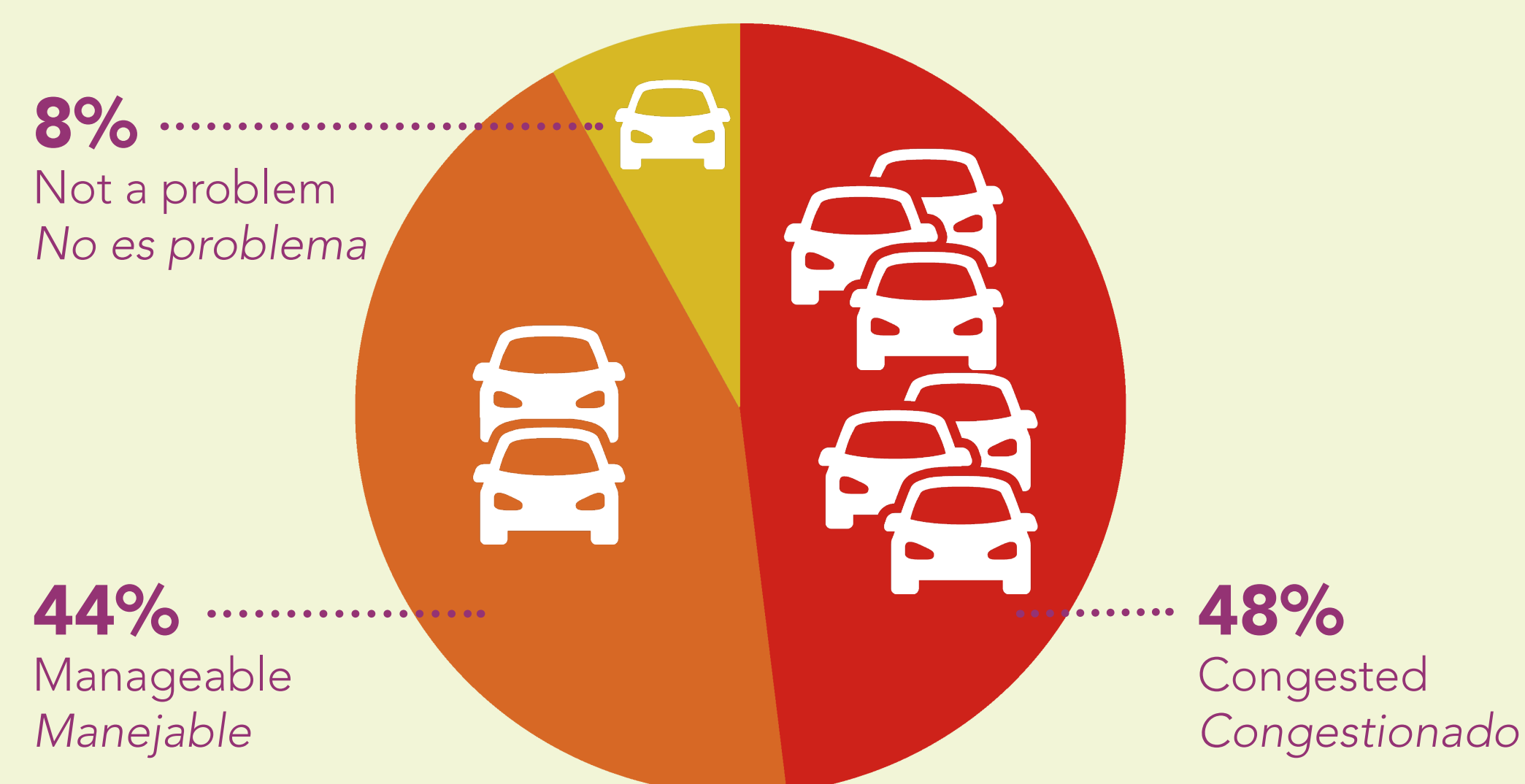


## What improvement options do you most support? ¿Cuáles opciones de mejoras más apoya usted?

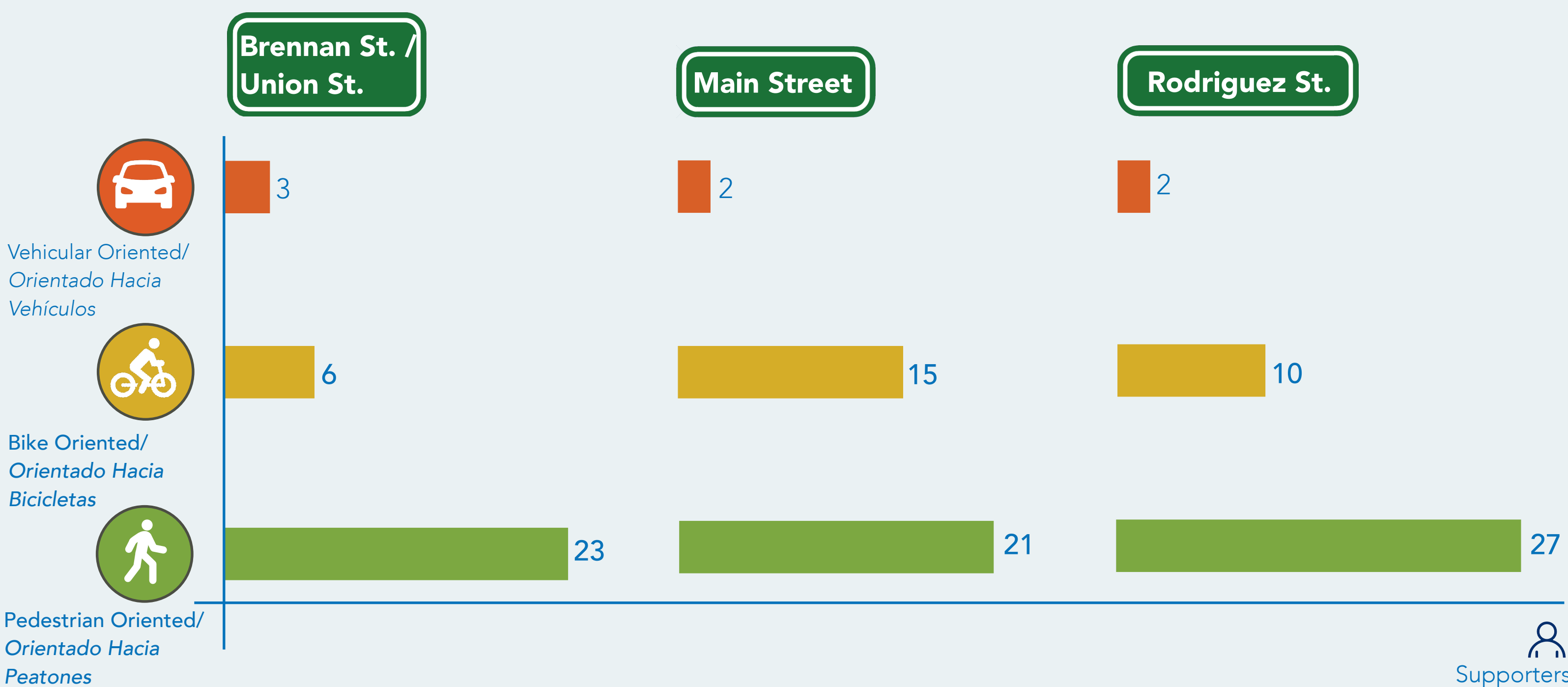


## How would you describe traffic congestion in downtown? ¿Cómo describiría la congestión del tráfico en el centro de la ciudad?

Responses/ Respuestas



## What street design option do you most support? ¿Cuál opción de diseño más apoya usted?



# COMMUNITY INPUT RESULTS / RESULTADOS DE LAS OPINIONES DE LA COMUNIDAD

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

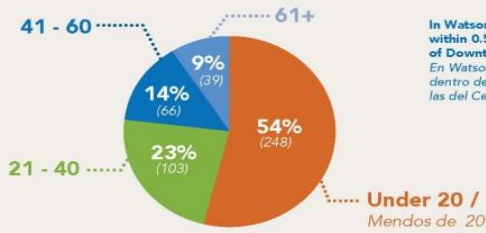
Callander Associates  
Landscape Architecture



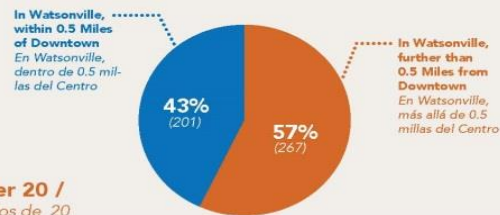


# 462 Watsonville Residents Surveyed (Residentes de Watsonville encuestados)

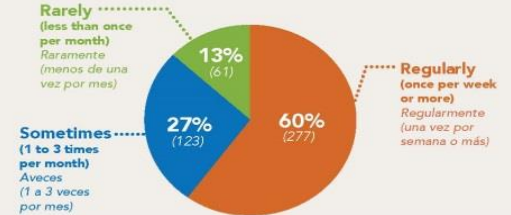
How old are you?  
¿Cuántos años tiene?



Where do you live?  
¿Dónde vive?

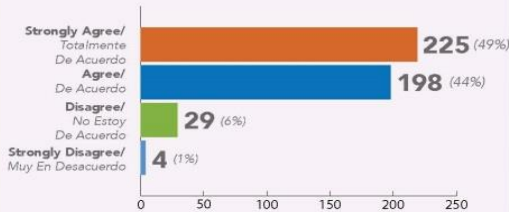


How often do you visit Downtown Watsonville?  
¿Con qué frecuencia visita el Centro de Watsonville?

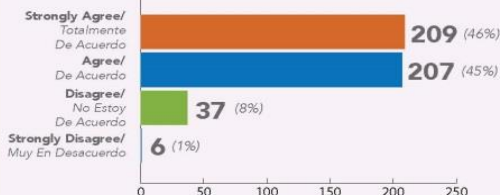


Please tell us how strongly you agree with the following statements:  
Por favor déjenos saber que tanto está de acuerdo con la siguiente declaración:

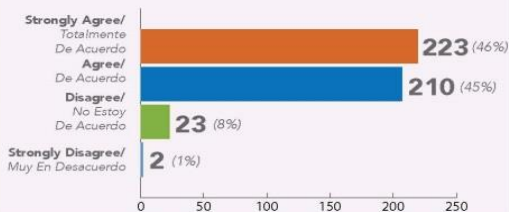
"It is important to improve walkability to and through Downtown"  
"Es importante mejorar la transitabilidad a y a través del Centro"



"It is important to improve bicycle access to and through Downtown"  
"Es importante mejorar el acceso para bicicletas a y a través del Centro"



"Efficient and reliable public transit service near jobs, housing, and services is an important solution for Watsonville"  
"Servicio eficiente y confiable de transporte público cerca de trabajos, viviendas y servicios es una solución importante para Watsonville."



## Main Street

There are two design alternatives for Main Street. Please tell us which of the options below you most support.

Hay dos diseños alternativos para la Calle Main. Por favor déjenos saber cuál de las opciones hacia abajo más apoya.



## Brennan Street / Union Street

There are two design alternatives for the Brennan/Union street corridor. Please tell us which of the options below you most support.

Hay dos diseños alternativos para el corredor de las calles Brennan/Union. Por favor déjenos saber cuál de las opciones hacia abajo más apoya.



## Rodriguez Street

The proposed design for Rodriguez Street includes improvements to improve access for both pedestrians and bicyclists. Please tell us which of the choices below you most support.

El diseño propuesto para la Calle Rodriguez incluye mejoras para mejorar acceso para ambos peatones y ciclistas. Por favor déjenos saber cuál de las opciones más apoya.

Improve Rodriguez Street as proposed  
Mejorar la Calle Rodriguez según lo propuesto

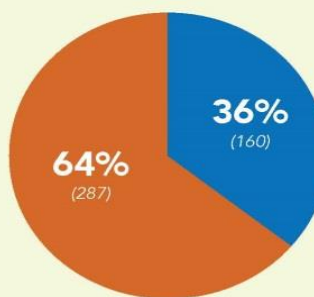


Which north-south corridor in Downtown (besides Rodriguez Street) do you feel is more important to have bike lanes?

¿Qué corredor norte-sur en el centro de la ciudad (además de la Calle Rodriguez) cree que es más importante tener carriles para bicicleta?

## Main Street

It is more important for Main Street to have bicycle lanes than for Brennan/Union Street corridor to have bike lanes  
Es más importante tener carriles para bicicletas en la Calle Main que en el corredor de las Calles Brennan/Union.



## Brennan Street / Union Street

It is more important for Brennan/Union Street to have bicycle lanes than for Main Street to have bike lanes  
Es más importante tener carriles para bicicletas en las Calles Brennan/Union que en la Calle Main.

COMMUNITY INPUT RESULTS /  
RESULTADOS DE LAS OPINIONES DE LA COMUNIDAD



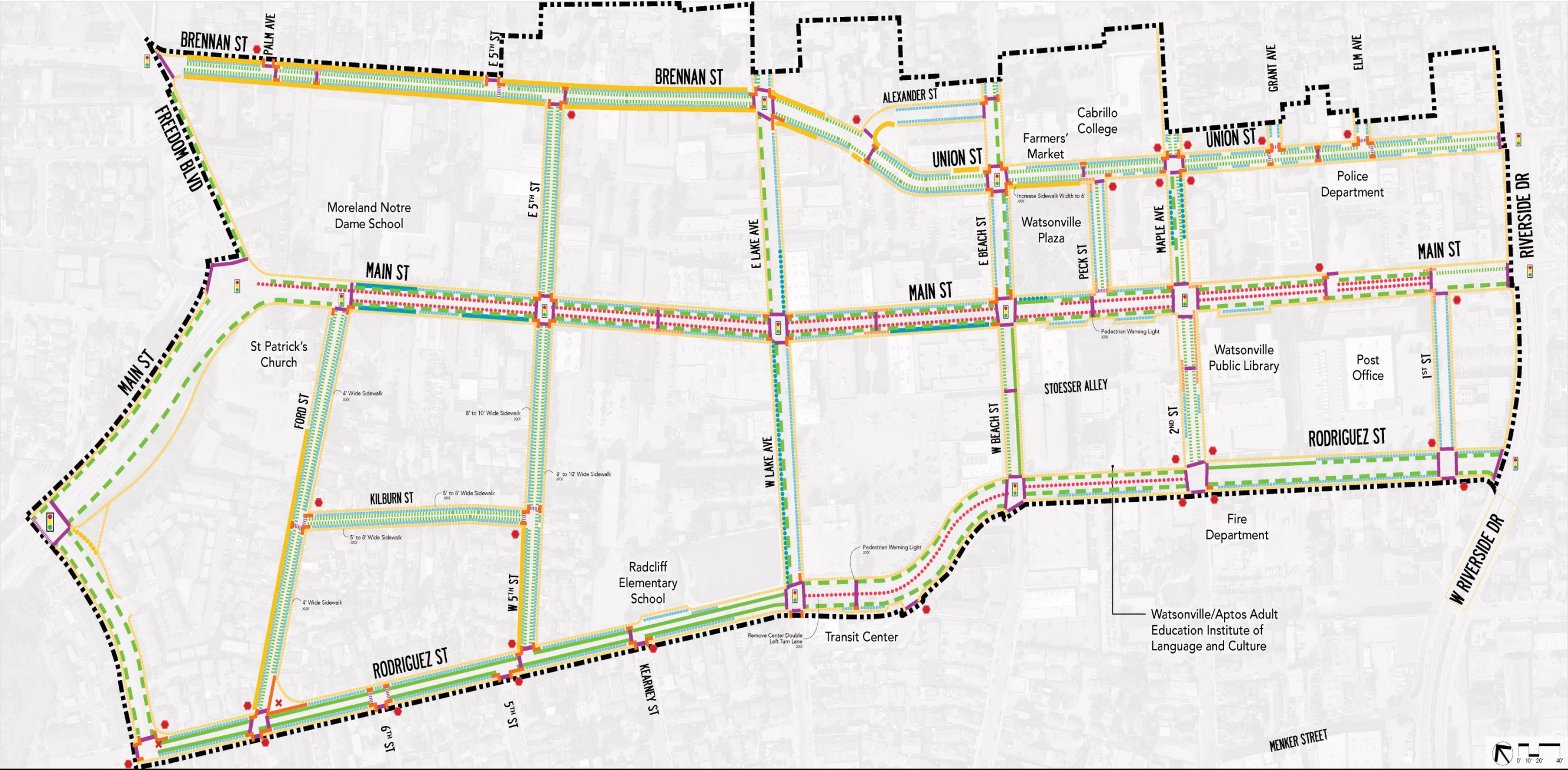
Callander Associates  
Landscape Architecture

18115\_DowntownWatsonville\_WatsonvilleResidents\_StreetSurvey.pdf  
October 24, 2018



LEGEND / LEYENDA

- SIDEWALK - EXISTING - 8' to 10' XXX
- SIDEWALK - WIDTH INCREASE XXX
- SIDEWALK - NEW XXX
- ... TRAVEL LANE TO BE REMOVED XXX
- ... PARKING - EXISTING TO REMAIN XXX
- ... PARKING - EXISTING TO BE REMOVED XXX
- PARKING - NEW XXX
- BIKE LANE XXX
- BIKE LANE - WITH BUFFER XXX
- ... SHARROWS XXX
- ... CURB BULB OUT - EXISTING XXX
- CURB BULB OUT - NEW XXX
- CROSSWALK - HIGH VISIBILITY XXX
- ... CROSSWALK - NEW LEG XXX
- ✕ PORKCHOP ISLAND - TO BE REMOVED XXX
- STOP SIGN, EXISTING XXX
- 🚦 TRAFFIC LIGHT, EXISTING XXX



PREFERRED PLAN - CIRCULATION / XXX  
DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

