

Application No: PP2019-432/APP#18

APNs: 018-241-20

Applicant: Pacific Coast Development

Hearing Date: February 23, 2021

DESIGN REVIEW FINDINGS (WMC § 14-12.403)

- 1. The proposed development is consistent with the goals and policies embodied in the adopted General Plan and the general purpose and intent of the applicable district regulations.**

Supportive Evidence

The project site is designated CC (Central Commercial) on the General Plan Land Use Diagram and is within the CCA (Central Commercial Core Area) Zoning District. The purpose of the Central Commercial designation is to allow retail sales; personal, professional, financial and medical services; lodging; entertainment; and restaurants serving the needs of the community. Intensities in this area may not exceed a Floor Area Ratio of 2.75 when all parking can be accommodated on site. The project would not result in a residential density that exceeds a Floor Area Ratio of 2.75. The General Plan also envisions the construction of multi-family residential units above first floor retail uses in the Downtown.

Per state law, the project is eligible for a density bonus of up to 20 percent greater than the maximum allowed because it will provide 20% of the residential units at affordable levels per the City of Watsonville's Affordable Housing Ordinance, and is eligible for up to 2 concessions.

The proposed project is consistent with the following General Plan goals, policies and implementation measures concerning housing, land use compatibility, design, site improvement, and wildlife habitat protection.

- ***Housing Element Goal 3.0: Housing Production*** – Provide housing opportunity for Watsonville's share of the regional housing need for all income groups.
- ***Housing Element 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.
- ***Housing Element 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.

- **Housing Element 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.
- **Housing Element 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.
- **Housing Element Program 18: Design Review Process** – The City will continue to use the Livable Community 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.
- **Goal 4.7 Land Use Suitability** – Ensure that the orderly development of land for the needs of the existing and projected population within in the City limit and Sphere of Influence is based on the land’s overall suitability, including: the accessibility of existing and proposed public facilities, services, and utilities, physical and financial constraints; and/or growth inducing impacts.
- **Policy 4.G Land Use Suitability** – The City shall encourage the development of urban uses on those lands best suited for urban uses and discourage it on lands unsuited for urban uses.
- **Implementation Measure 4.C.8: Housing Support-** A variety of moderate- and high-density housing shall be developed to support the downtown commercial area and provide housing for the employment base of the Westside Industrial Area.
- **Implementation Measure 4.A.2: Land Use Compatibility** – The City shall monitor housing production to ensure compatibility with surrounding land uses.
- **Goal 5.1 Visual Resources** – Preserve and enhance the built and natural visual resources within Watsonville.
- **Goal 5.2 Community Appearance** – Blend new development and recognized values of community appearance and scenic qualities, and ensure that new development enhances, rather than detracts from its surroundings.
- **Goal 5.6 Urban Design** – Achieve high standards of street, site and building design that are both efficient, and aesthetically pleasing.
- **Policy 5.A Project Design Review** – The preservation of visual resources shall be accomplished through the design review process.
- **Policy 5.B Design Consistency** – The City shall review new development proposals to encourage high standards of urban design and to ensure that

elements of architectural design and site orientation do not degrade or conflict with the appearance of existing structures.

- **Implementation Measure 5.A.4: Development Standards** – *In addition to the Design Review Guidelines, the City shall use the adopted standards for multiple family residential developments to ensure that medium- and high-density development is designed so as to enhance rather than detract from the urban environment.*
- **Implementation Measure 5.B.3: Enhancement** – *The City shall utilize the development standards, zoning ordinance regulations for each district, and the design review guidelines to ensure that new development is an asset to the existing neighborhood and community with regard to parking, landscaping, open space, and project design.*
- **Goal 9.5 Water Quality** – *Ensure that surface and groundwater resources are protected.*
- **Policy 9.D Water Quality** – *The City shall provide for the protection of water quality to meet all beneficial uses, including domestic, agricultural, industrial, recreational, and ecological uses.*

The project would provide high-density housing above a modern restaurant space within the historic Downtown core. The development of 50 rental units, 10 of which would be affordable to a variety of income levels, will both provide much needed housing for residents while also contributing to achieving the RHNA¹ figures in the City's 2015-2023 Housing Element for these income categories for the 10 affordable units.

The parcel abuts existing utilities that can be extended to serve the project. The project is not anticipated to induce population growth other than the residents that would directly inhabit the proposed residential units.

The parcel is within the Central Commercial Core Area (CCA) Zoning District. The purpose of the CCA Zoning District is to establish an area for the development of a concentrated, pedestrian-oriented downtown center with intensive commercial, financial, administrative, professional, entertainment, cultural, and residential uses within the heart of the City.

The project is consistent with the list of allowable uses for and general purpose of the CCA Zoning District, in that restaurants are principally permitted on the first floor, and condominiums and apartments are principally permitted use on upper floors in the Downtown. If the restaurant proposes the sale of alcohol, a separate Conditional Use Permit shall be required.

¹ The Regional Housing Needs Allocation (or "RHNA") is based on State of California projections of population growth and housing unit demand and assigns a share of the region's future housing need to each jurisdiction within the Association of Monterey Bay Area Governments (AMBAG). These housing need numbers serve as the basis for the update of the Housing Element in each California city and county.

2. **The proposed development is compatible with and preserves the character and integrity of adjacent development and neighborhoods and includes improvements or modifications either on-site or within the public rights-of-way to mitigate development related adverse impacts such as traffic, noise, odors, visual nuisances, or other similar adverse effects to adjacent development and neighborhoods.**

Supportive Evidence

The proposed project would be an in-fill opportunity in the historic downtown core, providing a high-quality restaurant space on the first floor with 50-apartment units on the upper 3-stories. The project has been designed in conformance with the Livable Community Residential Design Standards and the Downtown Land Use and Architectural Guidelines.

- The proposed project would not generate traffic in such an amount that would overload the street network outside the development. A Traffic Study was prepared for the project that indicated that, as conditioned, the project will not cause significant adverse impacts to the levels of service in the vicinity. Improvements include:
 - Installation of lane striping within the alley off of Brennan Street and signs at the driveway to increase drivers' awareness of appropriate vehicle position within the cross-section of the driveway and alley.
 - Installation of a convex mirror on the south side of the driveway off of Brennan Street providing visibility around the corner of the existing building for drivers exiting the site and drivers entering from southbound Brennan Street.
 - Installation of a sound and light alert system for pedestrians on Brennan Street to alert to cars approaching the intersection from the driveway. This will give additional warning and protection to pedestrians when vehicles are exiting.

Nighttime illumination has the potential to change ambient lighting conditions and create a visual nuisance. A complete photometric lighting plan shall be submitted with the building permit application for the project to determine consistency with the City's General Plan and lighting standards. The Downtown Land Use and Architectural Guidelines call for the use of a variety of lighting levels, with increased lighting levels at entries and courtyards, to highlight signs, and to bring out the architectural details of the building.

The project will include an internal trash collection area within the podium parking lot that would collect trash, recycling, and food scraps into separate containers that would be dropped from collection stations on each residential floor of the building. Management would relocate all refuse to an outside trash area and yard waste containers prior to trash pickup days.

3. **The proposed development will not generate pedestrian or vehicular traffic which will be hazardous or conflict with the existing and anticipated traffic in the neighborhood.**

Supportive Evidence

The proposed project would not generate traffic which would be hazardous or conflict with existing and anticipated traffic in the neighborhood. A Traffic Study was prepared for the project by Kittelson & Associates that indicated that with conditions, the project would not cause adverse impacts to vehicular traffic or pedestrians in the area. The following conditions will be added to the project approval:

- Install lane striping within the alley off of Brennan Street and signs at the driveway to increase drivers' awareness of appropriate vehicle position within the cross-section of the driveway and alley.
- Install a convex mirror on the south side of the driveway off of Brennan Street providing visibility around the corner of the existing building for drivers exiting the parcel and drivers entering from southbound Brennan Street.
- Install a sound and light alert system for pedestrians on Brennan Street to alert to cars approaching the intersection from the driveway. This will give additional warning and protection to pedestrians when vehicles are exiting.

4. **The proposed development incorporates roadway improvements, traffic control devices or mechanisms, or access restrictions to control traffic flow or divert traffic as needed to reduce or eliminate development impacts on surrounding neighborhood streets.**

Supportive Evidence

Primary access is by a twenty-foot wide driveway to and from Brennan Street. The Hansen Trust owns 13.5 foot of the driveway and has an easement over another 6.5 feet for a total of twenty.

Secondary access is by a 20-foot easement over other parcels to East Lake Avenue. Mitigation measures to reduce transportation-related impacts to a less than significant level have been included as conditions of approval. No other roadway improvements, traffic control devices or access restrictions to control or divert traffic flow is needed.

5. **The proposed development incorporates features to minimize adverse effects including visual impacts of the proposed development on adjacent properties:**

- a) **Harmony and proportion of the overall design and the appropriate use of materials;**

- b) **The suitability of the architectural style for the project; provided, however, it is not the intent of this section to establish any particular architectural style;**
- c) **The sitting of the structure on the property, as compared to the sitting of other structures in the immediate neighborhood;**
- d) **The size, location, design, color, number, and lighting; and**
- e) **The bulk, height, and color of the project structure as compared to the bulk, height, and color of other structures in the immediate neighborhood.**

Supportive Evidence

The project involves providing an infill mixed-use project within the historic downtown core.

The project is designed in accordance with the City of Watsonville Livable Community Residential Design Guidelines and the Downtown Main Street Land Use and Architectural Guidelines. The project design is well-composed, balanced, and appropriately articulated on the front and rear facades with materials and architectural details that are aesthetically pleasing and harmonious. The massing of wall and roof planes are broken up by the use of dormers, trim, offsets in surfaces, and varying roof heights. Buildings materials are a brick veneer on the first floor with stucco siding (painted 3 different colors); a 3-foot wide stucco belly band in contrasting Grays Harbor blue divides the first floor and the upper floors. Parking is unobtrusively tucked under and behind the building.

The project's trash enclosure would not attract nuisance pest species, as trash will be collected and stored within the covered parking area in a secured trash room and moved out to the trash area the night before trash pick-up day.

- 6. **The proposed development complies with all additional standards imposed on it by the particular provisions of this chapter, any City of Watsonville architectural guidelines, development and public improvement standards, and all other requirements of this title applicable to the proposed development.**

Supportive Evidence

There are no additional standards applicable to the proposed development. As discussed previously, the project is designed in accordance with the City of Watsonville Livable Community Residential Design Guidelines and the Downtown Land Use and Architectural Guidelines.

- 7. **The proposed development will not be materially detrimental to the public health, safety, convenience and welfare or result in material damage or prejudice to other property in the vicinity.**

Supportive Evidence

The project involves providing a mixed-use infill project within the historic downtown core. The project will provide 50 residential units, 10 of which will be deed restricted for affordable for 55 years. The first floor of the building facing Main Street will include a modern restaurant space to provide an additional amenity to the downtown area.

In addition, the project site is within a developed area that is currently served by municipal services, including water, sewer, police and fire, and therefore would not cause a serious public health or safety problem to future residents.