

# GENERAL PLAN UPDATE

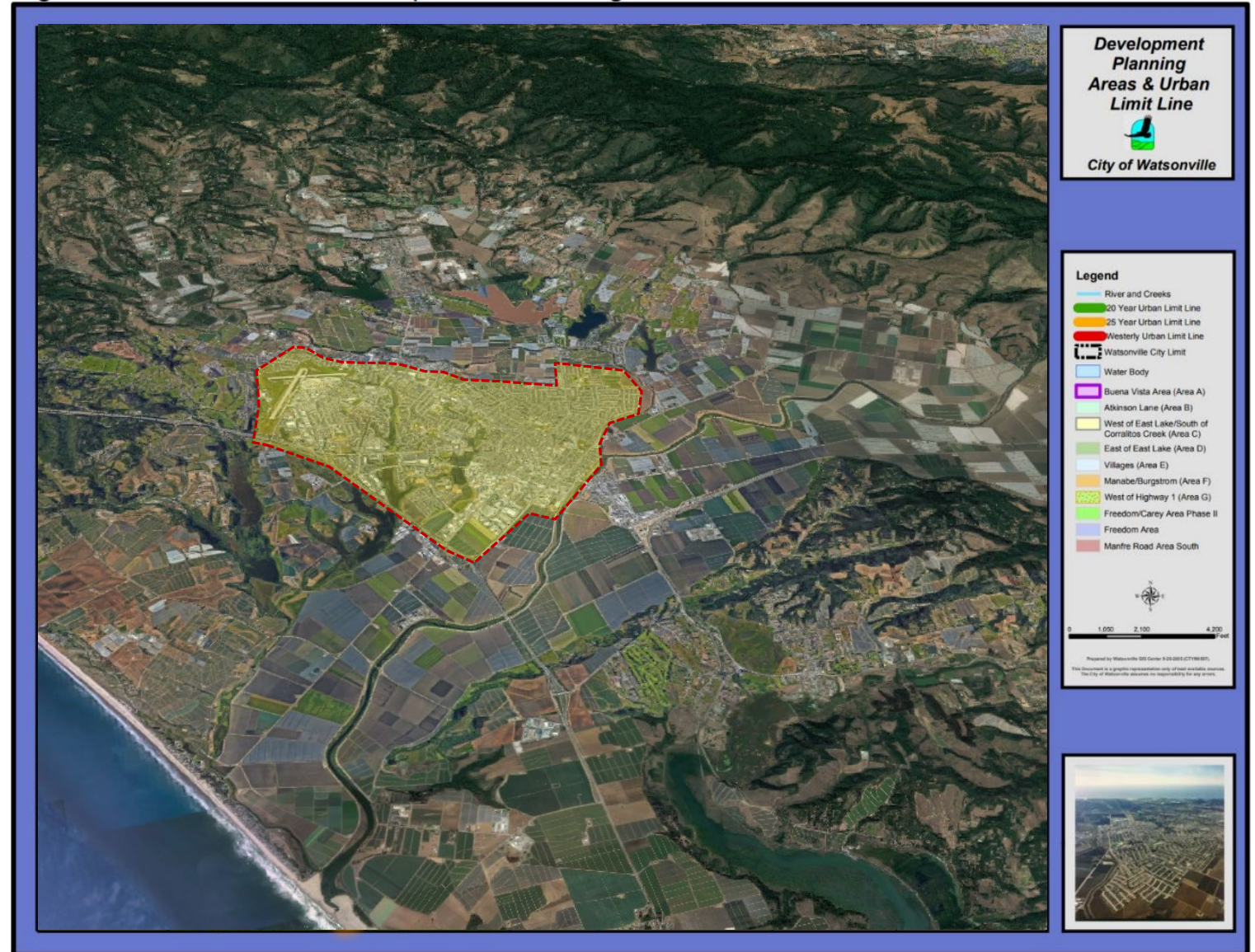
## WATSONVILLE, CALIFORNIA



# General Plan Vision & Goals

## Our Understanding of Priorities

- Compact development patterns and open space conservation
- Downtown revitalization
- Complete streets and active transportation and equitable access
- Appropriate & diverse housing and employment in fill, particularly along corridors
- Climate action & adaptation, environmental justice & social equity
- Limited potential expansion for housing and jobs
- Airport land use resolution
- **Implementation focus**



# Integrate and Refine Existing Plans

- Watsonville has inherited “ **great bones**”, strong **identity and sense of place**.
- The **VISTA 2030 General Plan** provides a strong **framework** for the GPU, building on Watsonville’s intrinsic strengths
- Later studies, the Downtown Plan, and concurrent Housing Element Update set the stage for this Plan to act as a **powerful as a housing implementation, infrastructure enhancement, and economic development tool**.
- The Plan must guide **fine-grained coordination of modest, incremental public and private improvements**, getting hundreds of small moves exactly right.
- It can also build a **strong framework for bold, longer-term initiatives** such as high-quality bus and rail transit corridors and 21st century employment districts.



# VISTA 2030 Guiding Principles

## Also Our Firm's Guiding Principles

1. **Economic Development:** Housing for All, Jobs/Housing balance/match, economic opportunity, fiscal sustainability
2. **Rural Setting:** Compact urban patterns, stable outside/inside edges
3. **Housing:** Diverse, equitable options for a diverse and growing population
4. **Transportation:** Multi - modal network, active transportation, equitable access
5. **Human Scale:** Focus on the pedestrian, make places not just projects
6. **Downtown:** Strengthen local and regional connections to Downtown.
7. **Infill and Reuse:** Grow in and up (gently) not out, focus on corridors to Downtown.
8. **Diversity:** Celebrate and support Watsonville's diverse population and culture with policies that focus on economic opportunity, environmental justice and social equity.
9. **Heritage:** Past as future. Build upon Watsonville's strong bones and unique identity as a small California town in a coastal/agricultural landscape.

# General Plan Structure

(Recommended)

1. Updating the General Plan
2. Land Use & Community Design
3. Transportation, Connectivity & Access
4. Public Services & Infrastructure
5. Airport Land Use
6. Safety/ Public Hazards
7. Environmental Resource Management
8. Housing (team with Kim ley Horn)
9. Economic Development
  - Climate action & adaptation
  - Environmental justice
  - Recreation, Parks & Open Space
  - Historic resources





# STP Team

## Sargent Town Planning

- Lead, General Plan & Zoning

## Placeworks

- General Plan Collaboration

## Circlepoint

- Engagement & Environmental

## Fehr & Peers

- Transportation & Mobility

## Economic & Planning Systems

- Economic Analysis & Policy

## Mead & Hunt

- Airport Land Use Compatibility

## CSW/ST2

- Sustainable Infrastructure

### Project Lead, Planning and Urban Design, General Plan Preparation

#### Sargent Town Planning



**David Sargent**  
Principal-in-Charge



**Peter VanderWal**  
Principal / Project Director



**Juan Gomez-Novy**  
Project Manager



**Andrew Krizman**  
Senior Planner/Designer



**Greg Tung**  
Senior Planner/Designer

Lead Contracting Consultant, Project Management, Public Engagement, Planning and Urban Design, General Plan Preparation, Zoning Code Update

#### Public Engagement | Environmental Planning

##### Circlepoint



**Susan Harden**  
Principal, Engagement



**Audrey Zagazeta**  
Principal, Environmental

Public Outreach & Engagement,  
Environmental Planning and CEQA Documentation

#### General Plan Editor-in-Chief

##### Place Works



**Mark Teague**  
Principal-in-Charge

Information Management, Writing,  
Editing, CEQA Coordination

#### Multi-Modal Mobility Planning

##### Fehr & Peers



**Matt Haynes**  
Principal-in-Charge

Transportation and Mobility Analysis,  
Multi-Modal Planning and Policy

#### Urban Economics

##### Economic & Planning Systems



**Benjamin C. Sigman**  
Principal-in-Charge

Economic Analysis, Economic  
Development Policy & Strategy

#### Airport Land Use Compatibility

##### Mead & Hunt



**Charles McCormick**  
Principal-in-Charge



**Maranda Thompson**  
Project Manager

Pilot's Association Engagement, Analysis, Airport Land Use Element

#### Infrastructure & Public Services

##### CSW / ST2 Engineering



**Robert Stevens**  
Principal-in-Charge

Existing System Analysis, Sustainable  
Infrastructure Planning and Policy

# SARGENT TOWN PLANNING

## GENERAL PLAN LEAD, URBAN DESIGN, ZONING CODE UPDATE



- **30-year California Leader** in human - scale place - making for walkable neighborhoods and active mixed - use centers, corridors and districts.
- **Highly collaborative:** Our goal is to form a single, seamless City/Consultant Team.
- **Place Type - Based General Plans:** Rancho Cucamonga, Ontario, Indio, Palm Desert, Fontana, Coachella.
- **Focus Area Plans** for sub - areas in which significant change is anticipated.
- Strong specialty in streetscape and public realm design.
- **Implementation Toolkits** bridge between General Plan vision and policy and development standards.



# Community Engagement Principles

- 1. Entire Community:** Full engagement of residents, property owners, business owners, Pilots' Association and other stakeholders
- 2. All Scales and Channels:** Engagement must be citywide and at the neighborhood level, in person and online
- 3. Innovative:** techniques for two - way communication –informing and inquiring
- 4. Pervasive:** Reach people where they are
- 5. Easy to Understand:** Highly visual and bilingual communication throughout process



City of **San Leandro**

## Reunión Comunitaria

### ¿Sabía que un nuevo Shoreline Park viene próximamente a San Leandro?

Si no lo sabía, ¿le gustaría saber más? Si le gustaría, ¡queremos escuchar que opina sobre el parque!

La ciudad de San Leandro le invita a asistir a cualquiera de las reuniones públicas que aparecen abajo para obtener más información sobre los planes de este hermoso parque costero y comentar cómo anticipa disfrutar de su tiempo ahí. Además, usted podrá proporcionar información sobre la posible obra de arte y señalización interpretativa que será colocada en el parque.

Habrà tres reuniones para ajustarse a los horarios de todos los miembros de la comunidad de San Leandro.



### Reuniones Comunitarias

<b>Miércoles 6 de julio</b>	<b>2 a 3:30 pm</b>	San Leandro Senior Community Center 13909 E 14th St.
<b>Sábado 9 de julio</b>	<b>2 a 3:30 pm</b>	San Leandro Public Library 300 Estudillo Ave.
<b>Miércoles 13 de julio</b>	<b>7 a 8:30 pm</b>	Marina Community Center 15301 Wicks Blvd.





# Questions/ Discussion

