

North Watt Avenue Specific Plan – Draft Vision + Purpose

The Shared Vision

The shared Vision for the North Watt Avenue Specific Plan Area is based on the General Plan, Board of Supervisors direction related to the Infill Program, the public and stakeholder engagement conducted to support the previous Corridor Plan and North Highlands Town Center Special Planning Area, and additional outreach for this Specific Plan. This shared Vision has guided the development of this Specific Plan:

The North Watt Avenue Specific Plan Area is a vibrant community that has experienced significant reinvestment. This reinvestment has added new housing opportunities and supported both long-existing and newer businesses. North Watt Avenue is a desirable place to live, work, and visit. Strategic public investments have beautified the area, improved bicycle and pedestrian safety and convenience, and accelerated private investment. Today, there are few vacant properties and retail storefronts, and many residents are within walking distance of employment opportunities, public transit, green space, retail, and services. New public gathering places, along with regular and special events, have strengthened the sense of community for North Watt.

The Purpose and Focus of this Specific Plan

The General Plan emphasizes improving streetscapes along the County's commercial corridors, including North Watt Avenue, and promoting compact residential, commercial, and mixed-use development. The North Watt Avenue Specific Plan is designed to implement the General Plan for this corridor, and to accelerate infill development that will increase local economic activity, improve transit ridership, add housing near jobs and services, and create new public gathering spaces.

The North Watt Avenue Specific Plan is intended to remove regulatory constraints to infill development, consistent with the Board of Supervisors' 2024 Resolution regarding Housing and Infill Development, which directs staff to increase corridor development that can be built by-right, and to provide a flexible framework for development that allows innovation and encourages creative approaches.

The North Watt Avenue Specific Plan identifies public infrastructure improvements needed to support new infill development, along with strategies to fund and implement these improvements in ways that can attract private investment in both existing properties and future infill projects.