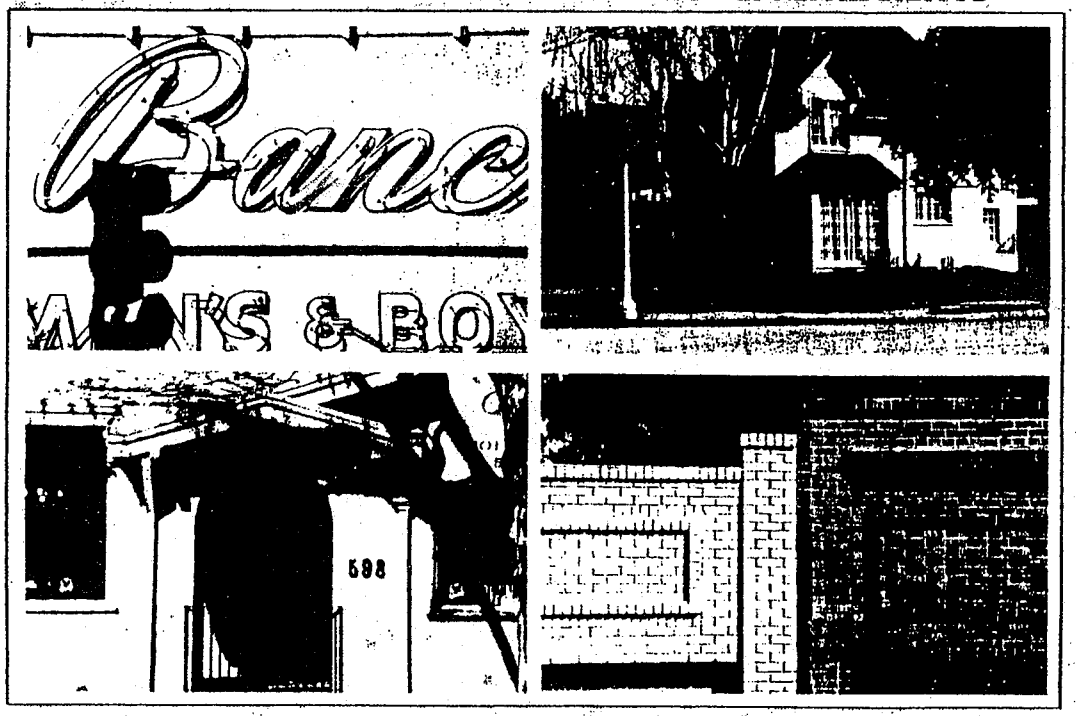
THE NORTH AREA

SPECIFIC PLAN & REVITALIZATION MANUAL

A FOUNDATION FOR IMPROVING THE NORTH AREA NEIGHBORHOOD



REVITALIZATION PROGRAM ◆ DEVELOPMENT STANDARDS ◆ DESIGN GUIDELINES

CITY OF SAN LEANDRO

THE NORTH AREA

SPECIFIC PLAN & REVITALIZATION MANUAL

REVITALIZATION PROGRAM
DEVELOPMENT STANDARDS
DESIGN GUIDELINES

Prepared for the City of San Leandro
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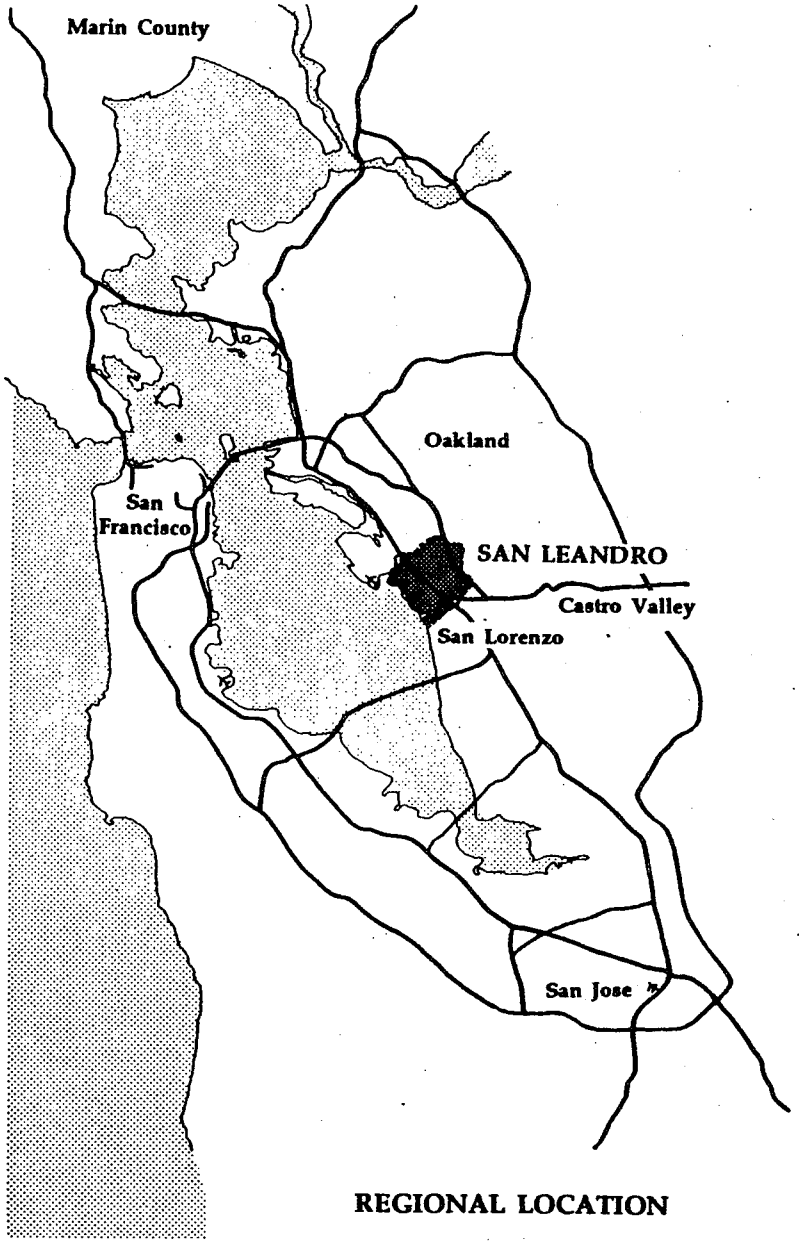
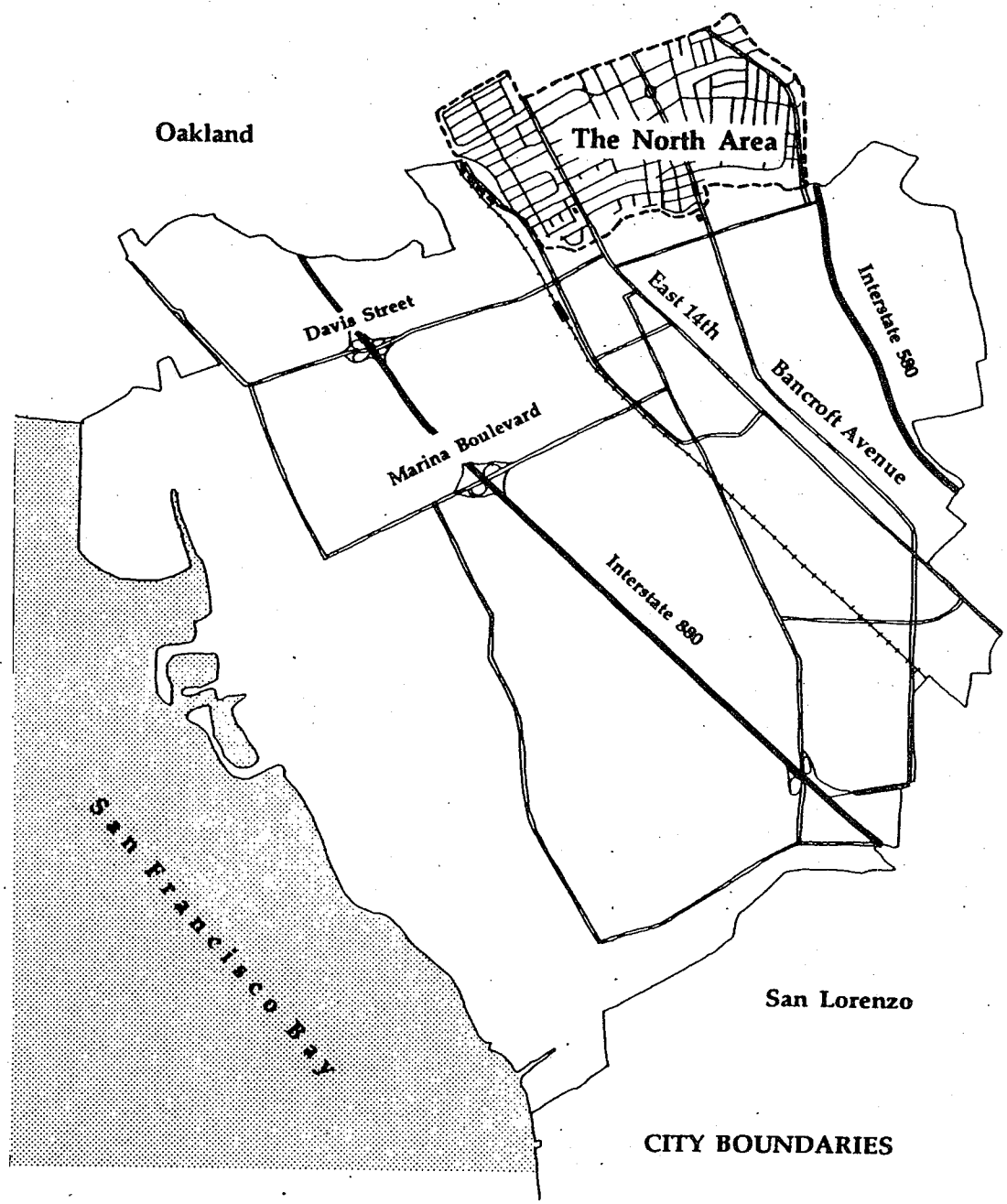
Chapter I.

INTRODUCTION



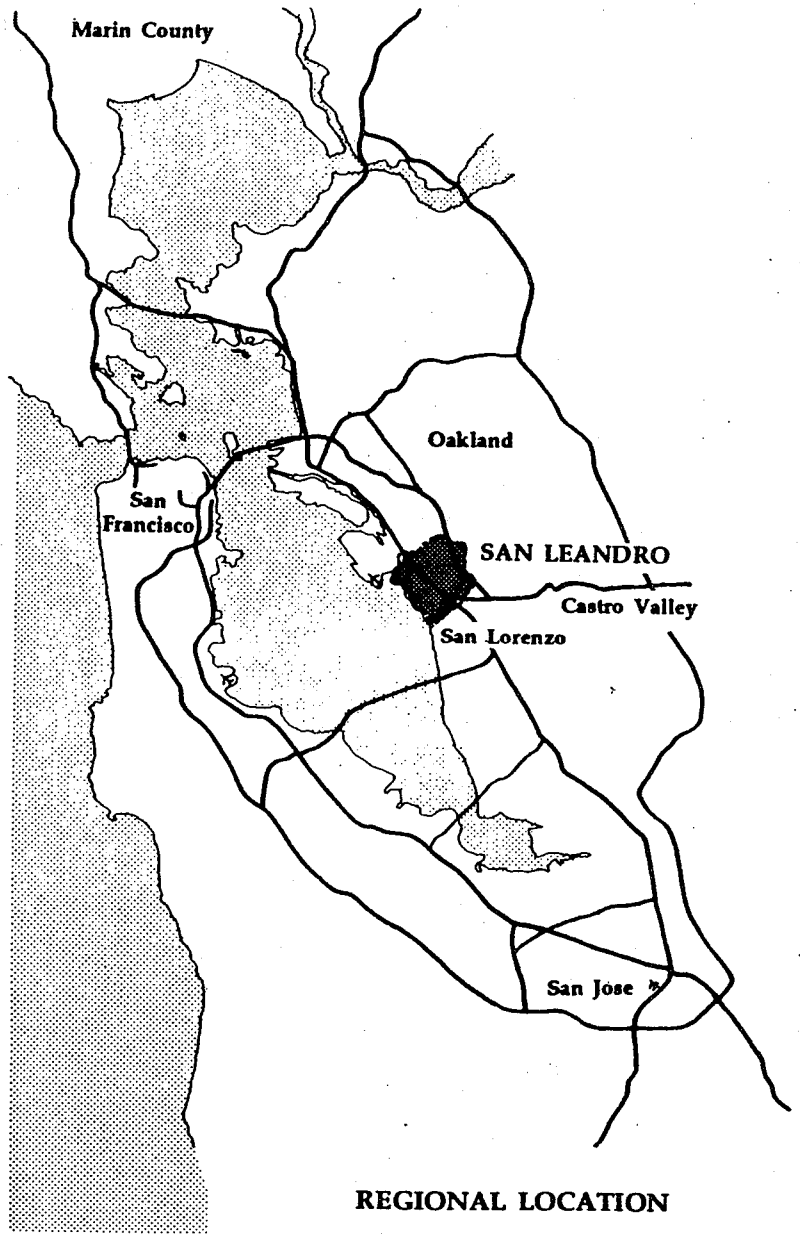
REGIONAL LOCATION



CITY BOUNDARIES

THE CITY OF

SAN LEANDRO



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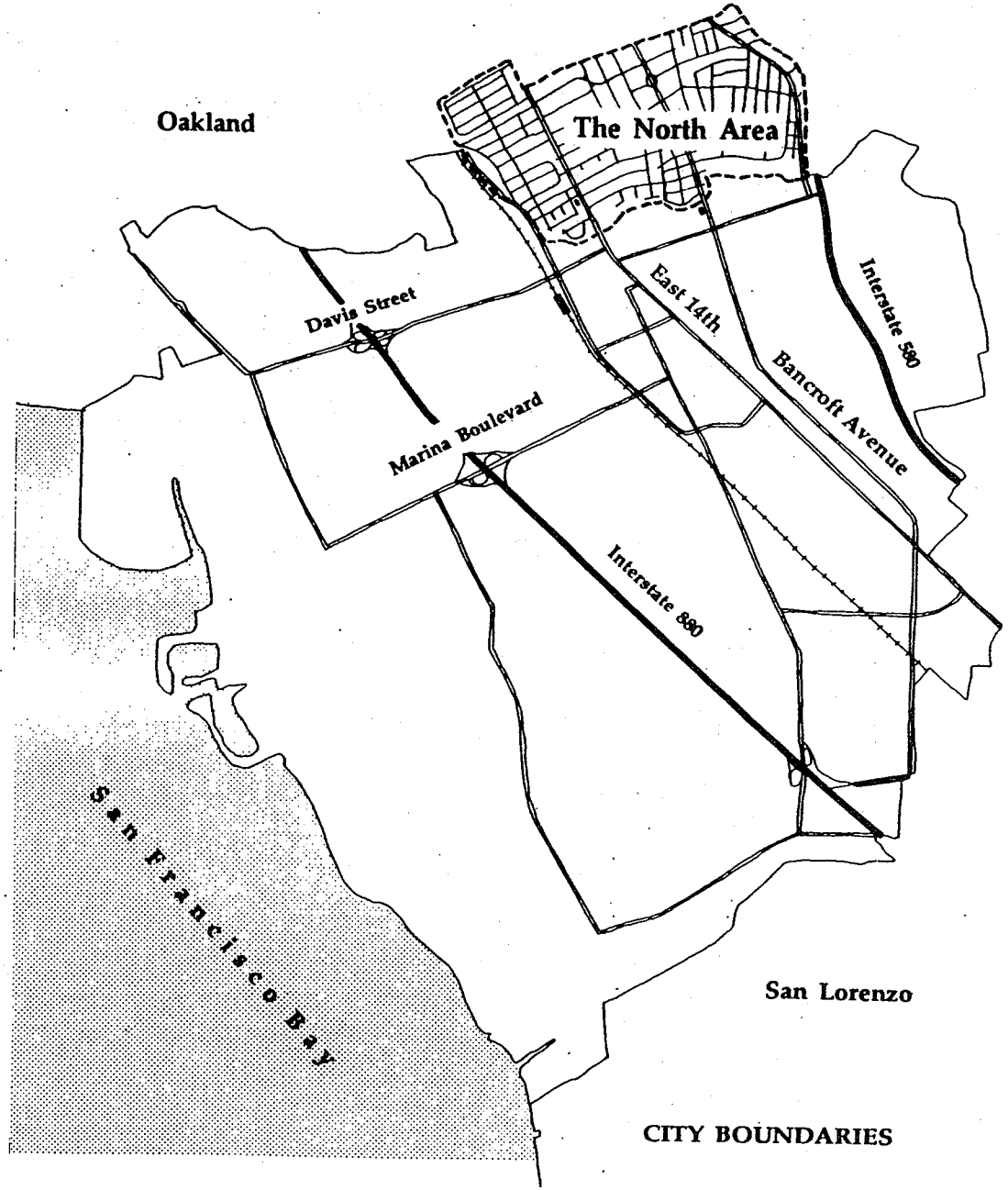


CITY BOUNDARIES

THE CITY OF

SAN LEANDRO

INTRODUCTION

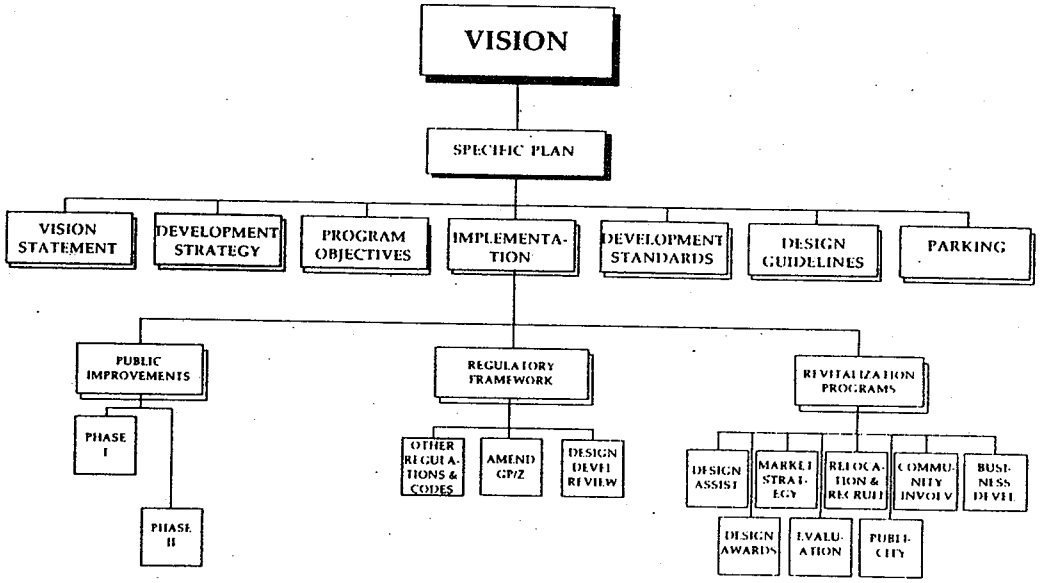
THE NORTH AREA REVITALIZATION PROGRAM

The City of San Leandro is committed to creating and maintaining a neighborhood of superior quality in the North Area. A strong base of home ownership, high standards of property maintenance, and a shared commitment to the community and its institutions are key ingredients.

City officials, North Area merchants associations, and individuals have worked together to establish the elements of an overall North Area Revitalization Program. The Program is aimed at generating and coordinating the public and private sector actions necessary to create an environment in which residents, property owners and the business community are eager to invest and reinvest in the area. It can serve as a model for revitalization efforts for other neighborhoods and commercial districts in the City as well.

The elements of the Program are illustrated by the Program Overview diagram above. They are described in more detail in Chapter IV, "Implementation".

REVITALIZATION PROGRAM OVERVIEW



THE SPECIFIC PLAN & REVITALIZATION MANUAL

As the Overview diagram illustrates, the Specific Plan and Revitalization Manual is the central policy component of the Program. It presents the community's vision for revitalization and physical improvement of the North Area's four major thoroughfares: East 14th Street; Bancroft Avenue; MacArthur Boulevard; and San Leandro Boulevard. It establishes a policy framework of development standards and design guidelines to facilitate new development and changes to existing buildings, sites and signs, as part of a strategy to put the high quality of adjacent residential areas "on display", where it is most visible to residents and visitors. The plan also directs new investment to specific areas in the district where change is both appropriate and desirable.

Perhaps most important, the Specific Plan & Revitalization Manual assures the private sector of the City's commit-

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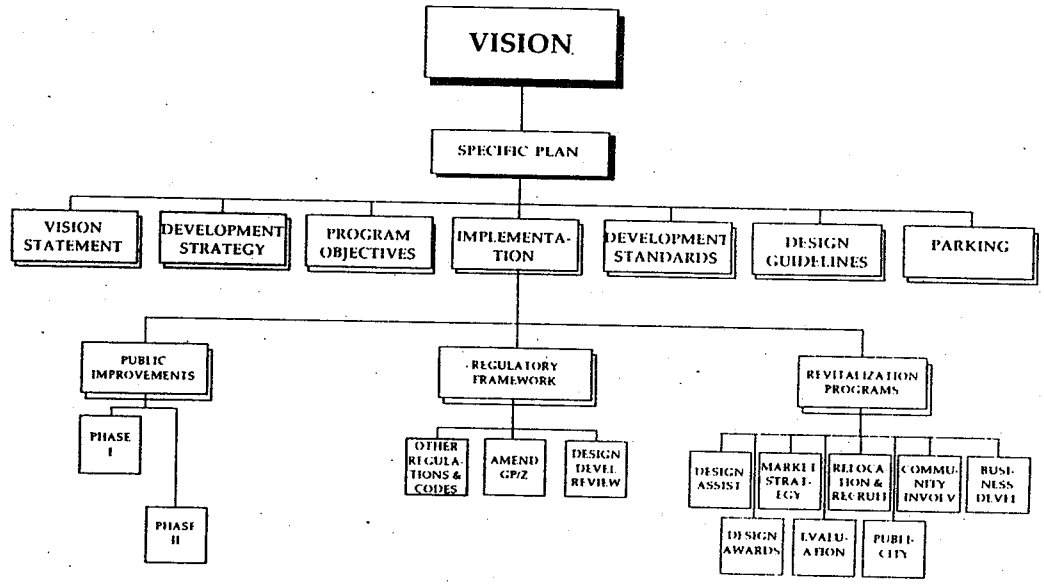

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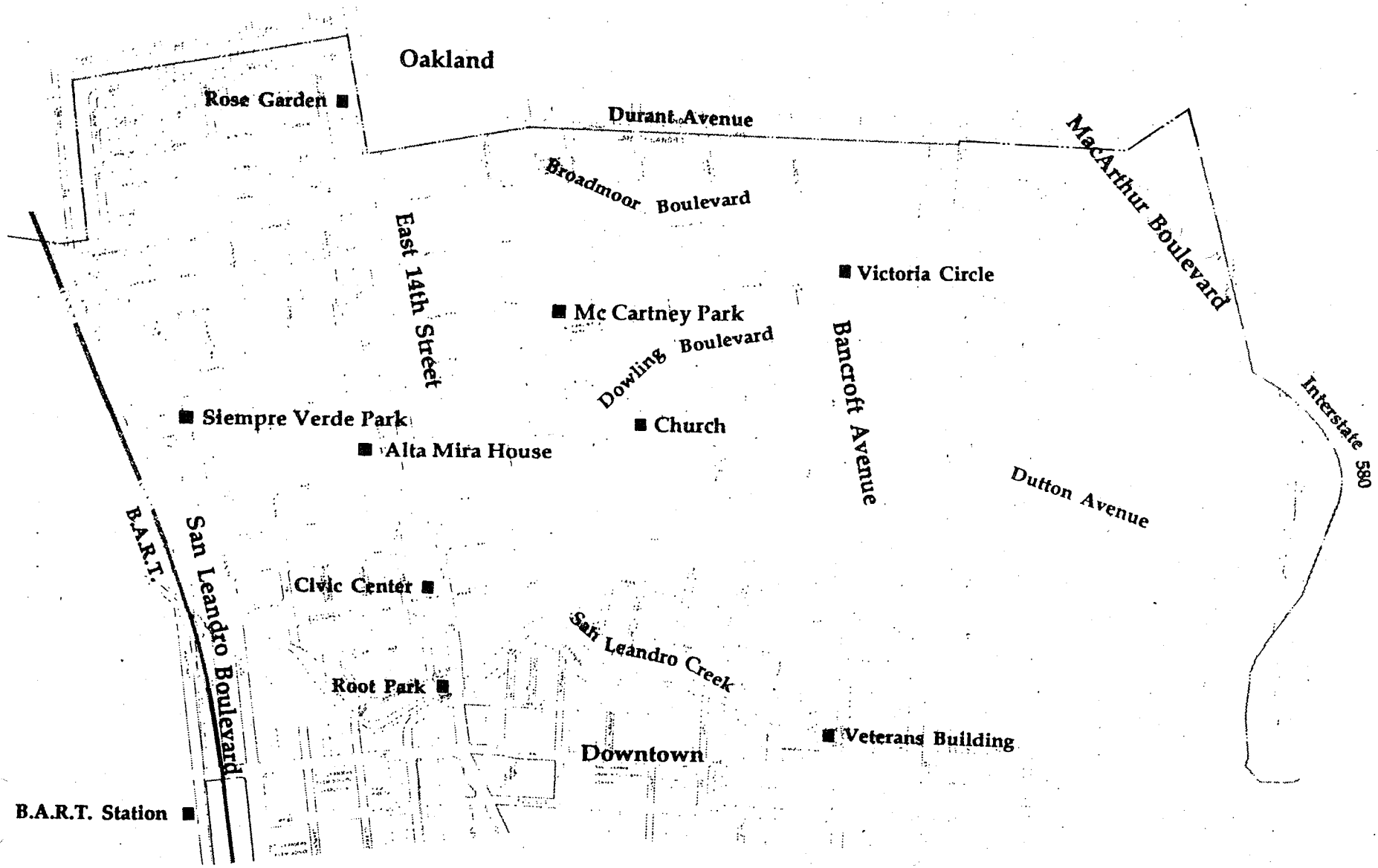
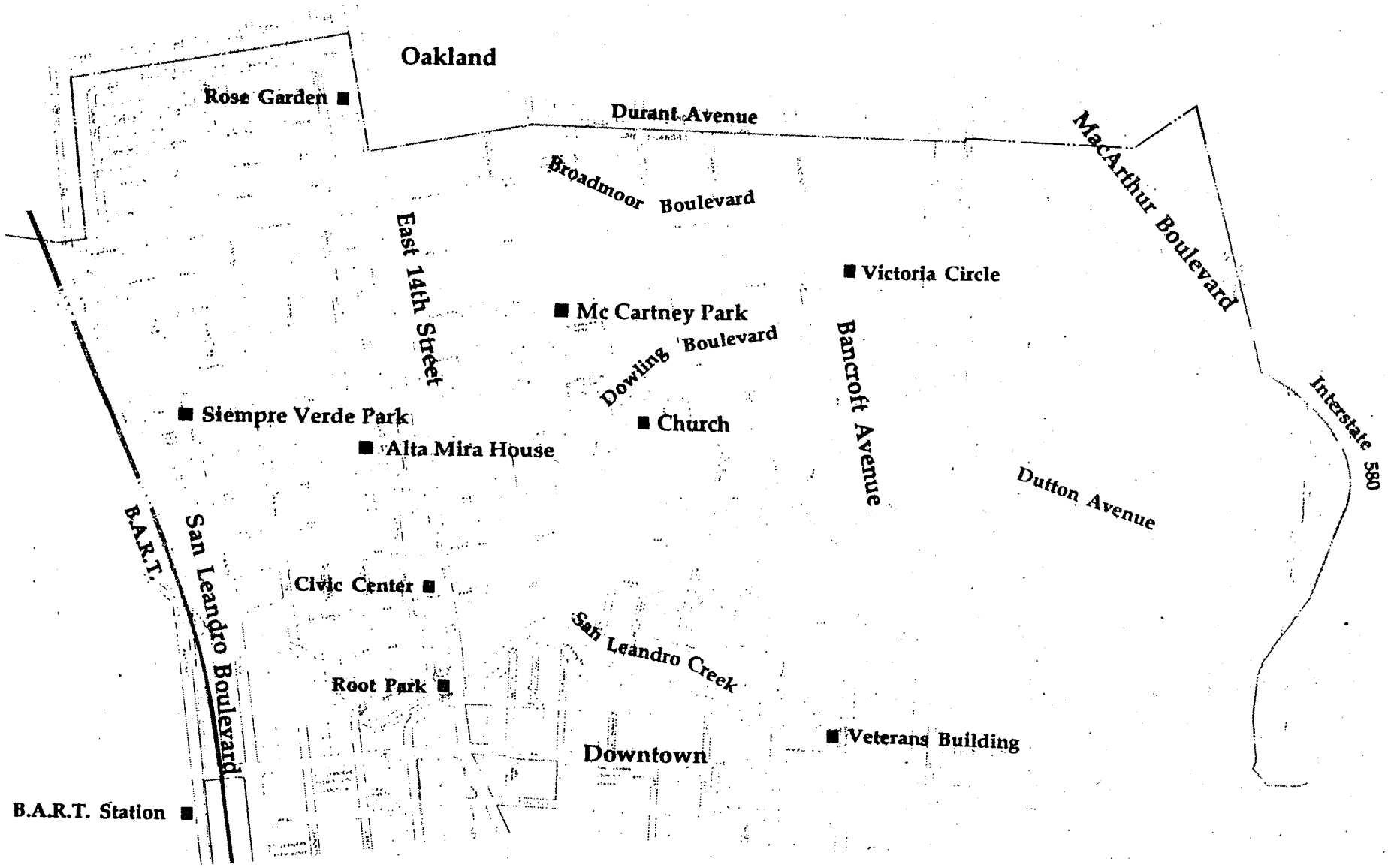


THE NORTH AREA

ORIENTATION



THE NORTH AREA

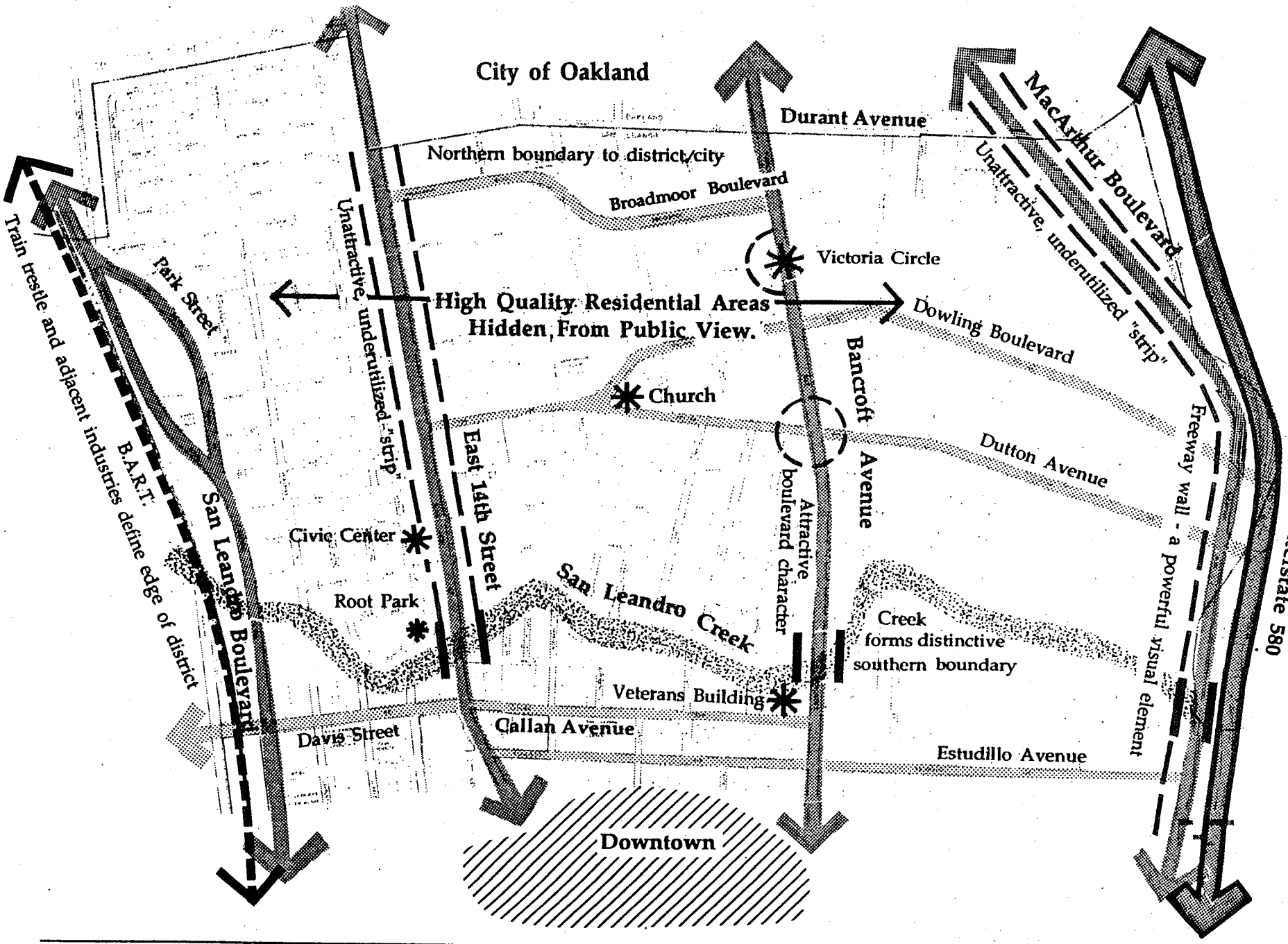
ORIENTATION

Chapter II.

A VISION FOR CHANGE

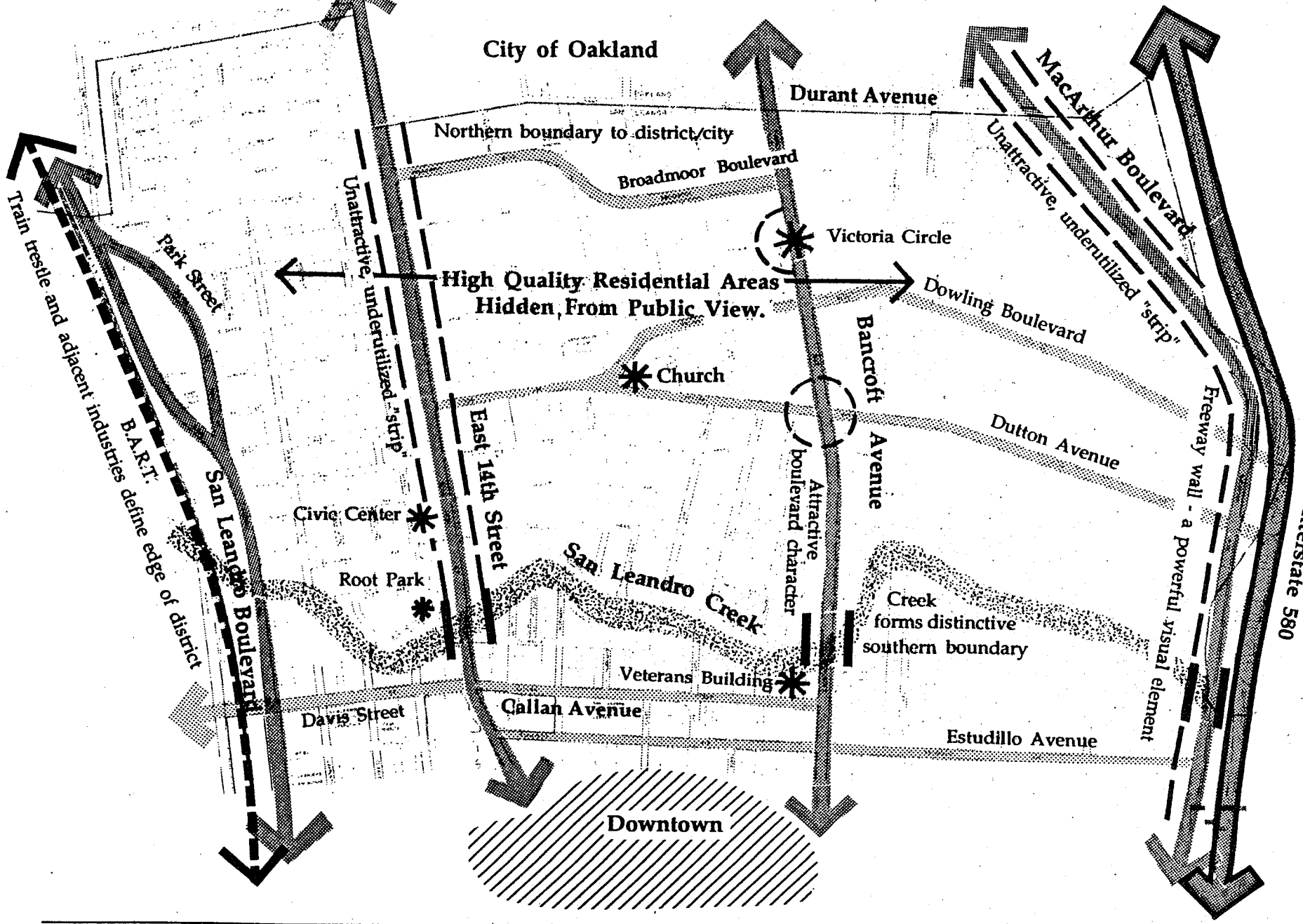
Chapter II.

A VISION FOR CHANGE



THE NORTH AREA

DISTRICT CHARACTER



THE NORTH AREA

DISTRICT CHARACTER

THE NORTH AREA TODAY

The North Area neighborhood is a distinct district within the City of San Leandro. It is bounded by the City's downtown to the south, the City of Oakland to the north, Interstate 580 to the east, and San Leandro Boulevard and the BART tracks to the west.

As illustrated by the Orientation and District Character maps, the North Area contains some of the City's most notable destinations, landmarks, and natural features. City Hall is located directly on East 14th Street. It is a prominent building and strong district focus. The Alta Mira House is a historic landmark, providing a reminder of local building and geography prior to development of the community. The BART trestles and adjacent industrial uses create a strong edge to the district on the west. The Portuguese Monument in Root Park provides both a landmark and an entry to the district, as does the Veteran's Memorial building on Bancroft. Victoria Circle is a uniquely-shaped green space of local historical significance. And San Leandro Creek, with its mature growth of trees, is one of the strongest visual elements in the City. It forms the southern boundary of the North Area and is the only more-or-less natural area remaining in an otherwise urban environment. As provided for in the San Leandro General Plan, it should be protected both as a natural area and as a visually dominant feature.

EAST 14TH STREET TODAY

RESIDENTIAL AREAS

The North Area contains between nine and ten thousand residents (four to five thousand households). It is for the most part a well-maintained neighborhood of single-family homes of interesting and varied architecture.

The North Area's homes reflect a great deal of individual character, instead of the mass-produced appearance characteristic of many newer Bay-Area neighborhoods. Mature street trees and landscaping lend an additional graciousness to its streets. High levels

of care and maintenance are obvious to residents and visitors alike, and enhance the collective impression of the neighborhood.

THE FOUR MAJOR THOROUGHFARES

Unfortunately, the high quality of residential areas is generally hidden from public view. As illustrated by the District Character map, the North Area is traversed and sub-divided by four major north-south thoroughfares: MacArthur Boulevard, Bancroft Avenue, East 14th Street, and San Leandro Boulevard. Businesses along these streets cater primarily to through-traffic, which tends to disconnect local commerce from serving adjacent residential areas; East 14th Street is the busiest, with an average daily traffic volume of approximately 20,000 cars per day. Neighborhood-serving retailing and services are concentrated at the Dutton/Bancroft and Dutton/East 14th Street intersections, with corner convenience stores scattered along each of the thoroughfares.

Of the four thoroughfares, only portions of Bancroft Avenue display the neighborhood's positive qualities. It contains high-quality housing and a healthy neighborhood-serving commercial cluster at its intersection with Dutton Avenue. A collection of interesting commercial buildings is located along the southwest side of Victoria Circle.

The two most used roadways, East 14th Street and MacArthur Boulevard, are commercial strips devoted to automobile sales and service, some restaurants, and miscellaneous retail stores and personal and business services. The marginal character of businesses along these strips is having an adverse impact on adjacent residential properties. Signs of neglect and a diminishing willingness to reinvest in border residential parcels is visible. In some locations this disinvestment is quite visibly advanced, and appears to be moving slowly into adjacent, higher quality residential areas.

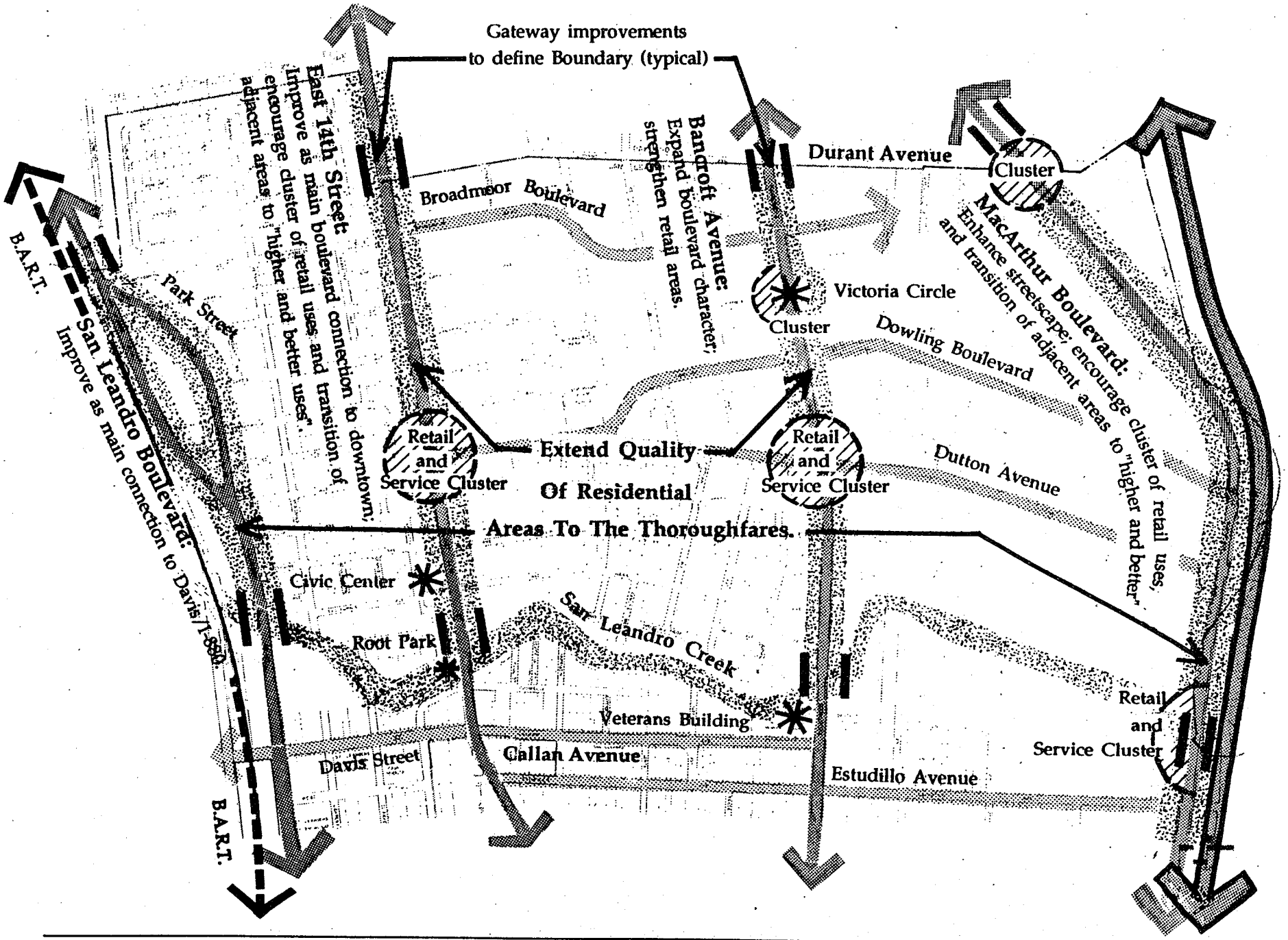
This situation is much further advanced and more visible along both East 14th and MacArthur within the City of Oakland. East Oakland is undergoing a period of general decline that has become acute in recent years, and properties along the northern city boundary of San Leandro are also becoming affected. The lack of a defined edge and entry to San Leandro contributes to a second source of disinvestment.

ARCHITECTURAL RESOURCES

Residential areas feature a range of attractive building styles, including craftsman, mission revival, and tudor style homes. In addition, some valuable and interesting commercial architecture can be found along the thoroughfares. Older storefronts contain a rich variety of architectural detailing, scale, materials, and styles. With their consistent street-walls and pedestrian orientation, they reflect the form of development prevalent before advent of the automobile.

REVITALIZATION ISSUES AND STRATEGY

Together, North Area merchants, residents, and the City Council, Planning Commission and Staff have defined the major issues facing the North Area. To address them, they have established broad goals and objectives for the district as a whole, and more detailed



THE NORTH AREA

REVITALIZATION CONCEPT

policy approaches for East 14th Street, MacArthur Boulevard, Bancroft Avenue and San Leandro Boulevard. (See Chapter V, Appendix "A" for a full list of Community Recommendations.)

REVITALIZATION ISSUES

I. DISINVESTMENT: Signs of neglect and diminishing willingness to invest in property maintenance are visible along the four thoroughfares. This pattern of disinvestment seems to be moving slowly into adjacent neighborhood areas.

II. WEAK IDENTITY: The lack of clearly defined entries to the City along the northern boundary contributes to a weak sense of city identity and continues to have a negative impact on adjacent property values.

III. PUBLIC PERCEPTION: Marginal commercial uses on the thoroughfares disguise the quality of housing nearby. Motorists passing through the North Area do not perceive it as the high quality residential neighborhood that it is.

IV. SHIFTS IN SHOPPING PATTERNS: Shopping centers have attracted patrons away from the stores which once thrived along the thoroughfares. A surplus of underutilized commercial land now exists in the area.

V. UNTAPPED LOCAL MARKET: North Area residents do not, for the most part, shop in the North Area. This indicates that an untapped market exists for neighborhood-serving retail and related service businesses.

VI. TRAFFIC: The thoroughfares are used primarily by through-traffic, not destination-oriented traffic. As regional traffic volumes increase, there will be a corresponding increase in through-traffic demand.

VII.SAFETY: There is a common perception that the district is becoming less safe, due to rising crime rates in adjacent areas.

REVITALIZATION STRATEGY

The strategy for achieving real, beneficial change in the North Area reflects four basic ideas:

I. EXTEND, RATHER THAN DEFEND THE NORTH AREA.

The North Area is a high quality residential neighborhood today. This quality must be used to reverse the process of disinvestment creeping into the North Area from the thoroughfares. It is essential to extend, rather than defend, the levels of investment and maintenance characteristic of existing residential areas by attracting new land uses and restructuring existing ones along the thoroughfares. In particular, neighborhood-serving retail clusters should be promoted to function as extensions of adjacent residential areas.

II. PUT THE QUALITY OF THE DISTRICT ON DISPLAY.

The policies of the Plan encourage renovation of interesting existing buildings which reflect the character of adjacent neighborhood areas, and development of new uses and buildings that are sensitive to and enhance that character. Public and private improvements, such as facade renovations, roadway improvements, and new buildings, must all be coordinated to enhance a distinct and attractive identity for the district. Overall, the revitalization strategy will concentrate on creation of a livable and attractive total neighborhood, including the thoroughfares. It includes a commitment to ensure the safety of residents - real and perceived - and the

compatibility of new development with the existing scale of surrounding development.

III. USE THE MARKET TO ENCOURAGE CHANGE.

Rather than resist the market trends which have resulted in regional shopping centers and other freeway-related development, the basic land use strategy must acknowledge them by encouraging underutilized commercial strip areas along the thoroughfares to transition to more viable forms of development. This involves, 1) concentrating commercial services in convenient, central locations for people living and working in the North Area, so that 2) the regional demand for housing and for new office and commercial development can be used to replace marginal uses with new uses that strengthen and revitalize the area.

IV. FOCUS PHYSICAL IMPROVEMENTS

Physical improvements signal political and economic commitment to an area. They should be focused, rather than spread throughout the North Area, to be cost-effective and highly visible statements in their own right. This will set the stage for beneficial change brought about by private investment. In the long term, new roadway improvements must address existing and future needs of local traffic, in particular the need for convenient access in and out of the neighborhood. In order to create a clear hierarchy of streets, future improvements should consider measures to direct through-traffic to preferred arteries and intersections, and to differentiate street plantings and other streetscape improvements accordingly.

The Civic Center area represents a significant opportunity to focus improvements that can help anchor the southerly end of East 14th Street and link the North Area to Downtown. The development of a comprehensive plan for the City's holdings and related properties, and the carrying out of that plan, should be integrated into the overall North Area Revitalization Program.

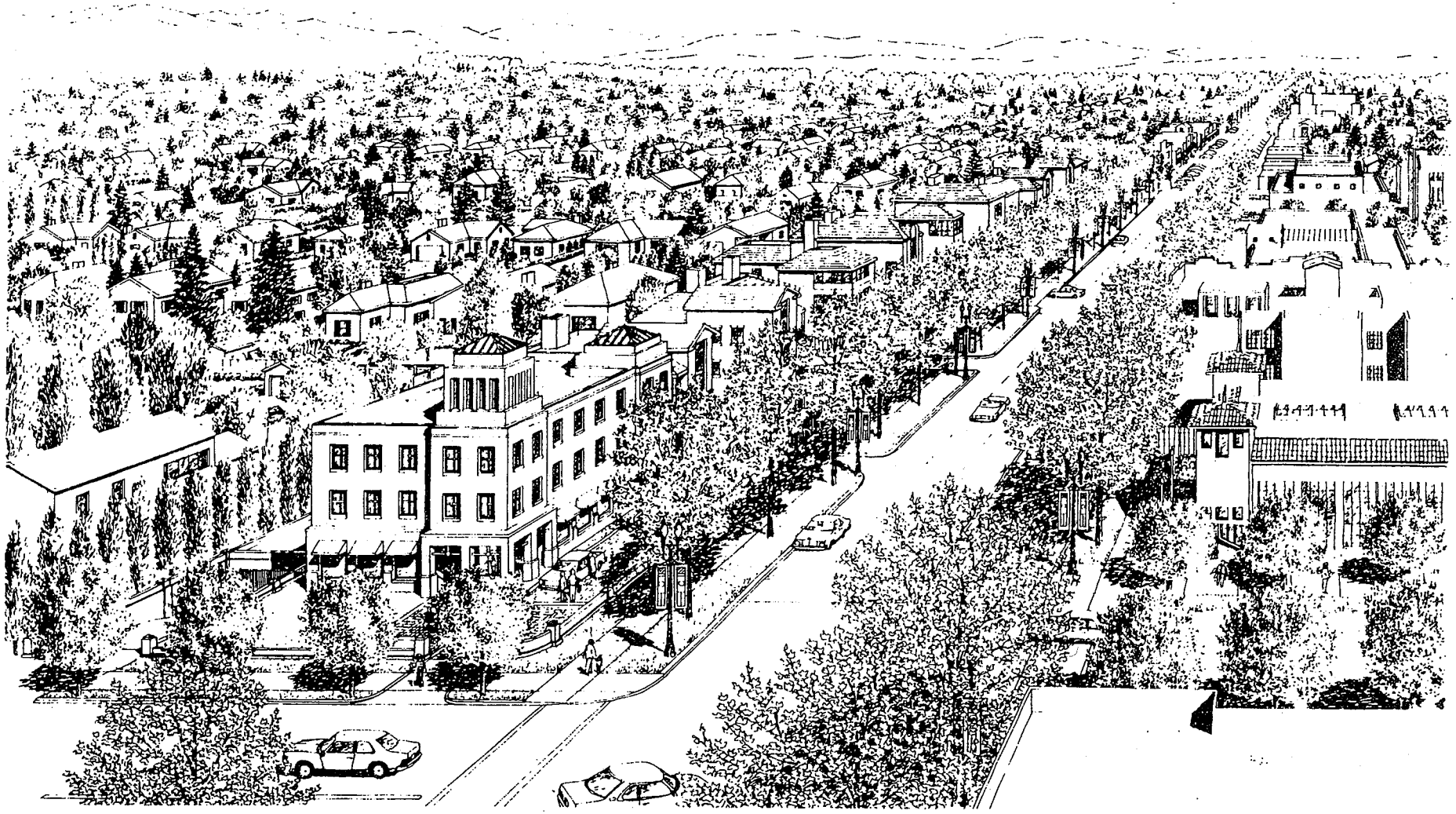
The revitalization strategy requires that policies for land use, buildings, and site design be evaluated over time to ensure they encourage the type of change envisioned. Policies to foster transition of commercial strip areas to the uses and appearance more appropriate to the North Area must be assessed in light of the economic realities of the community and region. In the event the strategy and policies proposed in the Plan do not bring about sufficient beneficial change, measures for more active intervention will be considered to increase the North Area's share of regional investment as part of the periodic review of the Program.

GRAND BUILDINGS ON DISPLAY

DEVELOPMENT OF ENTIRE BLOCK

RESIDENTIAL CONSTRUCTION

COMMERCIAL CONSTRUCTION



A VISION FOR THE DISTRICT

The North Area's identity as high quality residential area will be enhanced by upgrading its four major thoroughfares - East 14th Street, MacArthur Boulevard, Bancroft Avenue, and San Leandro Boulevard. Over time they will evolve to become gracious boulevards, punctuated by small, locally-oriented retail clusters. With the exception of these clusters, new development will form an environment characterized by "grand buildings on display" - larger, freestanding structures, with the generous open space and site amenities characteristic of boulevard streets.

GOALS, OBJECTIVES, AND POLICIES FOR THE MAJOR THOROUGHFARES

I. EAST 14TH STREET

GOAL:

East 14th Street will become the central thoroughfare of the North Area, with mixed use development, an active commercial center, and the Civic Center featured as an important City landmark.

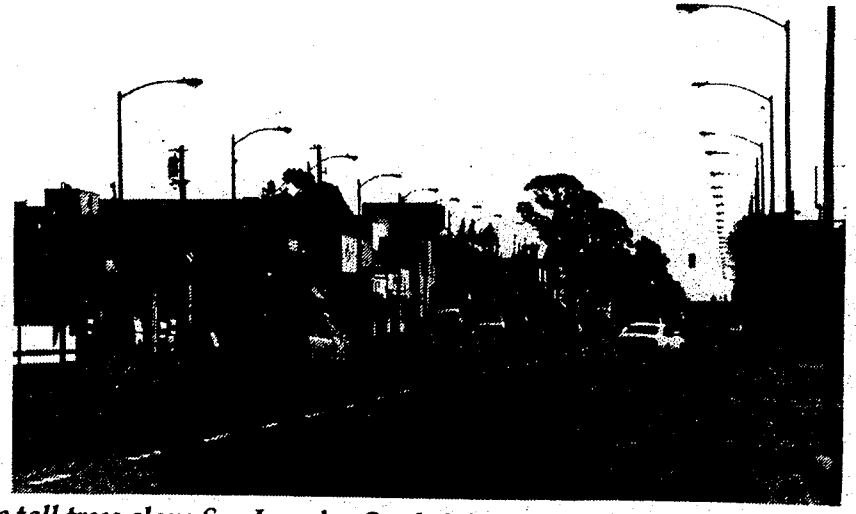
OBJECTIVES:

1. Create an attractive boulevard that connects the northern Entry to the City to Downtown;

2. Establish East 14th Street as a center for local and non-local specialty, retail, and service establishments, a niche not addressed in downtown or local shopping centers;

3. Enhance the pedestrian character of the commercial area between Georgia Way and Oaks Boulevard/ Peralta Avenue;

The commercial strip character of development blurs the northern entry to the City.
EAST 14TH STREET
LOOKING NORTH



The tall trees along San Leandro Creek define the southern edge of the District.
EAST 14TH STREET
LOOKING SOUTH

4. Enhance the visual quality and image of the Civic Center as a community landmark.

POLICY APPROACH:

The long-range solution to revitalization of East 14th Street is to cluster local and regional-serving shopping and restaurant uses adjacent to the Dutton Avenue intersection. They should slowly phase out elsewhere in favor of uses with more market support. Concentrating businesses will help stimulate the overall level of business and pedestrian activity on the street. It allows businesses to benefit from each others' customers and take advantage of shared, quick-turnover parking areas. Clustering retail not only creates a better business climate and encourages social interaction, but also frees remaining portions of the thoroughfare to transition to office and residential uses.

Renovations to enhance the pedestrian scale and visual quality of existing storefront buildings will add definition to the cluster, "punctuating" an otherwise long and undifferentiated street.

Areas north and south of the Dutton Avenue cluster should be encouraged to transition to a mix of new office and higher density residential development. These areas should become more "boulevard-like" over time, with buildings set back and a continuous green space along the street. Renovations should be encouraged for existing buildings, and existing parking lots should be landscaped in a manner compatible with the overall boulevard character of the street.

New buildings should reflect their context. For example: The Civic Center provides a focal point along the thoroughfare, and its grounds relate to the open, landscaped character of Root Park at San Leandro Creek. The Portuguese Monument and the State Historical marker reinforce the civic character and define a gateway to the North Area. New buildings should be office or other non-residential uses compatible with this overall civic character.

II. SAN LEANDRO BOULEVARD AND PARK STREET

GOAL:

San Leandro Boulevard will become the preferred traffic artery linking the northern entry to the City to Davis Street. Park Street will be enhanced as the western edge of the North Area neighborhood.

OBJECTIVES:

1. Create a clearly defined and attractive edge to the residential neighborhood. The visual appearance of heavy commercial and outdoor storage uses should be improved by upgrading buildings and screen fences and/or replacement with more attractive uses;

2. Establish San Leandro Boulevard as a high-capacity traffic artery, designed to direct cross-district traffic to key intersections.

POLICY APPROACH:

The initial approach to revitalization should encourage minor site improvements and increased building maintenance for existing residential, commercial, and industrial buildings.

A major opportunity is for the "island" between Park Street and San Leandro Boulevard, and for the properties south of the island on the western edge of the thoroughfare adjacent to the BART tracks, to completely redevelop with new uses.

HIGH QUALITY HOUSING ON BANCROFT AVENUE

In the long term, revitalization efforts should concentrate on encouraging high quality light industrial and/or office development. New buildings should be massed to be sympathetic to adjacent residential areas, but may be taller than single-family housing to create a discernible edge to the neighborhood; taller buildings could help provide a transition between housing and the elevated BART tracks. Wide, planted setbacks along the street will relate to San Leandro Creek and Siempre Verde Park, forming a continuous boulevard frontage from the Creek to the Oakland border.

III. BANCROFT AVENUE

GOAL:

Bancroft Avenue will be enhanced as a quality residential boulevard, with an active, neighborhood-serving retail cluster as its center.

OBJECTIVES:

1. Protect and upgrade the residential character of the thoroughfare.

2. Strengthen convenience and specialty retailing in the Dutton Avenue and Victoria Circle areas so they serve the North Area neighborhood.

3. Use public and private funds to improve Victoria Circle and strengthen the role, appearance, and character of this unique city landmark. Initial improvement should include restoration of the trolley stop.

4. Target improvements at Victoria Circle to create an entry gateway to the city compatible with a high-quality, residential character.

POLICY APPROACH:

With Safeway as its anchor, the Dutton retailing cluster is one of the North Area's more successful commercial areas. It should be strengthened with facade renovations that unify storefronts and add to the pedestrian scale. On the west side of the intersection, storefronts face the intersection at a diagonal. When the east side

redevelops it should complement the west, with buildings built to the sidewalk and diagonal cut corners at the intersection.

Between the Dutton cluster and Victoria Circle is an area of higher density housing and some offices. New development in this area should have landscaping to soften its edges and add scale for the pedestrian. New buildings should align with the average front set-back in a block, and should not have surface parking in front.

Existing offices and apartment buildings should be repainted and/or renovated to present a handsome facade to the Avenue, in keeping with its overall quality. North and south of Victoria Circle, homes have a relatively consistent architectural character. North of the circle, however, front yards and planting strips are generally not as well maintained, and the northerly entry to the district lacks definition. Improvements to front yards and restoration of the curbside planting strip, with trees similar to those south of the Circle, will help unify and strengthen the residential character. The generally uniform residential setbacks should be maintained. They provide an orderly quality and reinforce the public characteristics of a boulevard street.

The residential area south of Dutton Avenue should be preserved. While residential frontages are distinctly private, a public character is evidenced by the well-maintained planting strips and silk trees. The southern entry to the district is marked by the Veterans Building south of San Leandro Creek, and by tall trees adjacent to the bridge.

IV. MACARTHUR BOULEVARD

GOAL:

MacArthur Boulevard will transition to become a mixed residential and commercial service corridor, with corner neighborhood retail and restaurant uses.

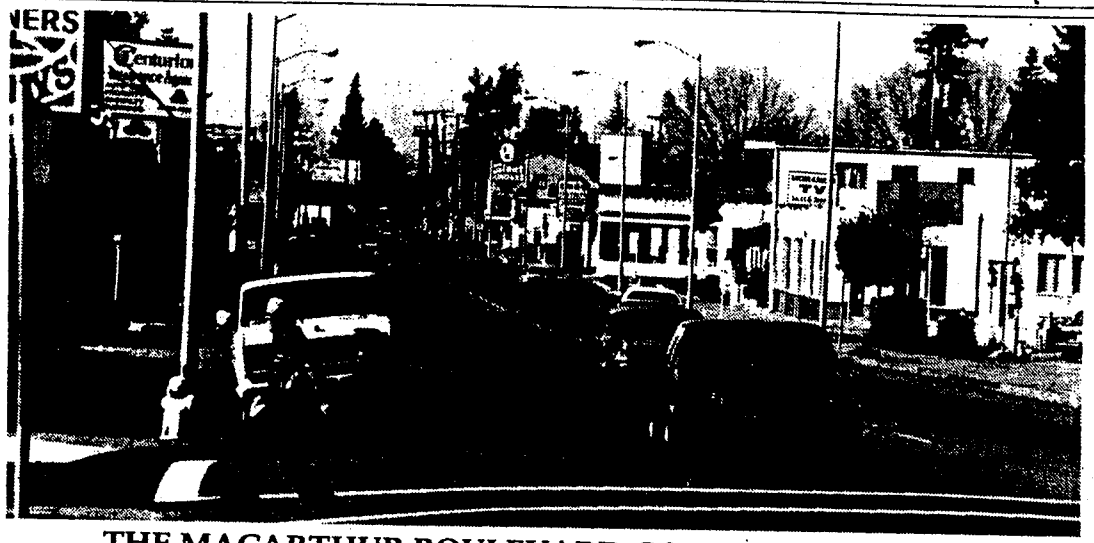
OBJECTIVES:

1. Create a compact cluster of successful retail and service ventures between the Creek and Joaquin Avenue; encourage uses that can cater to the regional access provided by Interstate 580 and Estudillo Avenue. Consider options to expand this cluster if market conditions are supportive.
2. Strengthen the concentration of businesses adjacent to Durant Avenue as a neighborhood-serving retail cluster.
3. Improve the overall appearance of private and public property.
4. Establish a working dialogue between a Business Association and City staff to monitor policies to change strip commercial uses to office and residential development outside of the commercial clusters.

POLICY APPROACH:

The best way to reverse disinvestment along MacArthur Boulevard is to concentrate specialty, food and convenience retail in smaller areas. The area between Superior Avenue and Broadmoor Boulevard is especially underutilized in terms of commercial land use. It offers opportunities for land assembly for high quality housing and/or office development.

The best opportunity for a new retail cluster is at the southerly end of the district. Freeway access is excellent. Both "Piper's Restaurant" and "Walt's TV" provide good anchors for



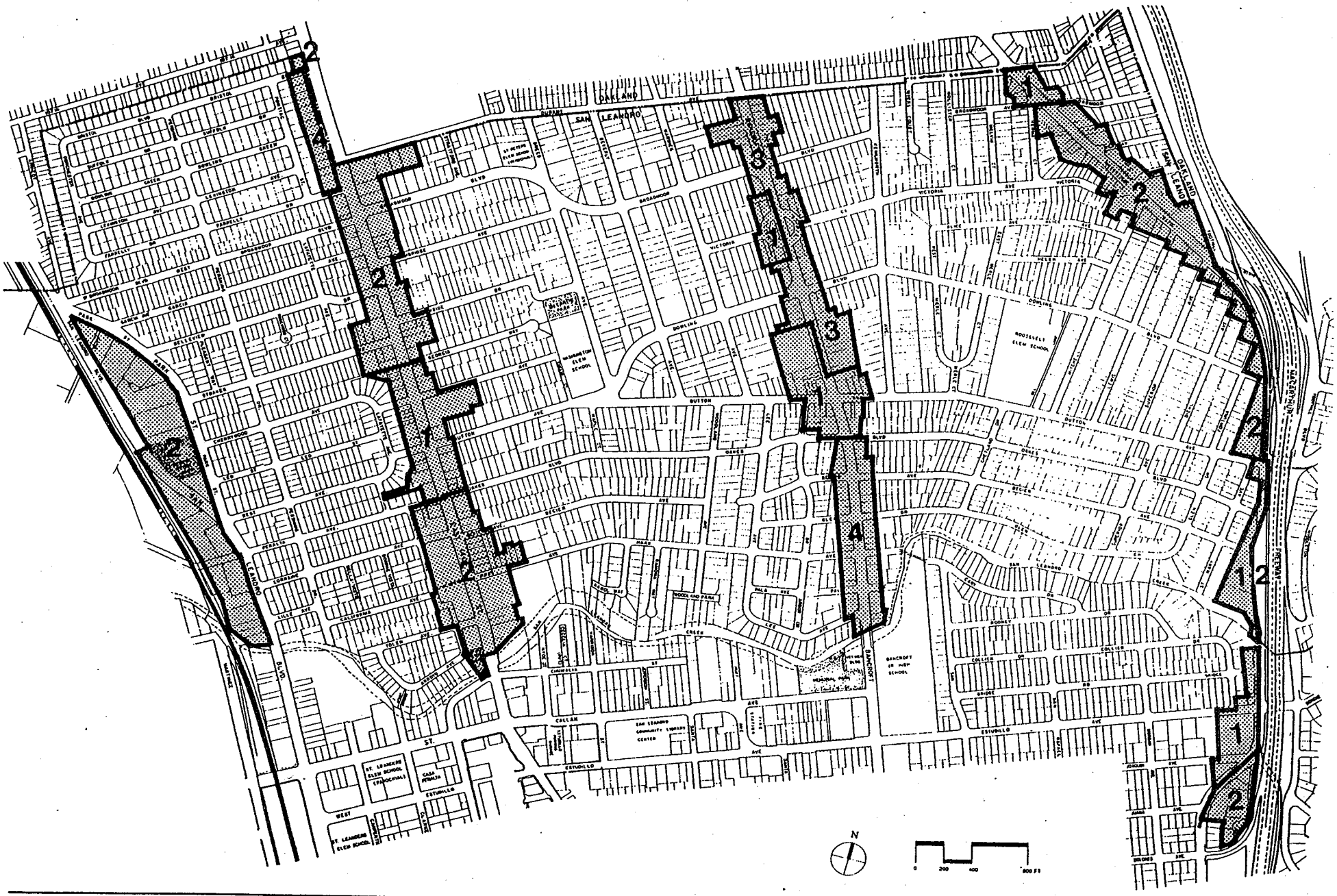
THE MACARTHUR BOULEVARD COMMERCIAL STRIP

businesses with city-wide and perhaps regional appeal. The continuous storefronts between Walt's and Estudillo Plaza Shopping Center offer the best location in which to locate the primary retailing area. Potential reuse of the Evergreen Nursery site is another possible opportunity.

To make the most of this area, visibility fron the freeway must be enhanced. Buildings need storefront renovations and improved signage. And San Leandro Creek and the freeway wall should be enhanced as amenities; for example, restaurants or specialty uses could orient to sitting areas or a boardwalk overlook along the Creek, and additional landscaping and/or murals could make the wall a more distinctive feature.

North of this "creekside" cluster, public and private activities should be guided to create a continuous green boulevard, consistent with the appearance of the other three thoroughfares. Roadway edge areas can be improved with new planting and low walls or fences. New development must be sympathetically scaled to adjacent homes, and should contribute the setbacks and plantings characteristic of a boulevard street.

The Durant cluster should fulfill its role as a northern entry to the City and neighborhood resource. Physical improvements should be used to differentiate the cluster from surrounding areas. Locally-oriented businesses should be concentrated rather than allowed to extend north along MacArthur.



1 - RETAIL AND SERVICE CLUSTER (RSC) 2 - TRANSITION DISTRICT (TD) 3 - RESIDENTIAL ENHANCEMENT DISTRICT (RED) 4 - RESIDENTIAL PRESERVATION DISTRICT (RPD)

REVITALIZATION DISTRICTS

INTRODUCTION: USING THE STANDARDS AND GUIDELINES

A central aspect of the vision for the North Area is creating a unified character and sense of place along each of the four thoroughfares. The Standards and Guidelines contained in this chapter provide a policy framework for guiding changes on privately owned parcels. They highlight and promote, rather than replace, the distinctive qualities found in the North Area t day. They reflect the character of architecture, uses, and signage found in its most attractive residential, commercial, and mixed-use areas.

The Standards and Guidelines provide the direction for business and property owners, developers, City Staff and review bodies to follow in applying pertinent codes and ordinances. When proposal findings are made, they will be evaluated according to the North Area Specific Plan's goals, objectives, standards and guidelines.

REVITALIZATION DISTRICTS

Different and distinct districts have been established along each thoroughfare to allow the Standards and Guidelines to be tailored to the diversity of conditions in the North Area. Each type of district has its own standards and guidelines. The Revitalization Districts map on the facing page shows their location. One references the Districts map to determine which district a particular parcel is located within. Standards and Guidelines begin on the following pages:

1 - Retail and Service Clusters (RSC) - page 20
2 - Transition Districts (TD) - page 37
3 - Residential Enhancement District (RED) - page 55
4 - Residential Preservation Districts (RPD) - page 64
5 - Building Materials and Colors - page 70
6 - Signs - page 74

DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

Each District contains both development standards and design guidelines. **Development Standards** apply to those aspects of the Specific Plan which are essential to achieve the stated goals and objectives, and the quality and character desired for the North Area as described in the Revitalization Strategy and Vision. They are specifications for elements of building design and site development, such as height, setbacks, and permitted use. **Design Guidelines**, on the other hand, are discretionary. They are intended to provide guidance for each new development and renovation work in terms of more subjective considerations, such as district character or design details. They also serve as criteria for design review by the City of San Leandro Planning Staff, Site Development Sub-commission, Planning Commission, and/or Board of Zoning Adjustments.

As illustrated by Prototypes for each District, the standards and guidelines provide a "recipe" for quality renovation and new construction. They are generally organized in order of increasing level of detail. For example, development standards for density or building height are located at the beginning of the policies for a district; design guidelines for window detailing are located near the end.

SECURING PROFESSIONAL DESIGN ASSISTANCE

The design guidelines should in no way be considered as a substitute for engaging the services of professional architects and building contractors for renovation projects. The assistance of qualified and experienced professionals is essential for properly designed and detailed facade renovations or designs. Property owners and developers should verify that design professionals are experienced in the type of project they are building. Architects are not typically generalists; they specialize in renovation, housing, office, or other types of special-use structures. A list of some recommended Bay Area renovation architects has been developed as part of the North Area Design Assistance program (discussed in Chapter IV).

AREA 1: RETAIL AND SERVICE CLUSTERS

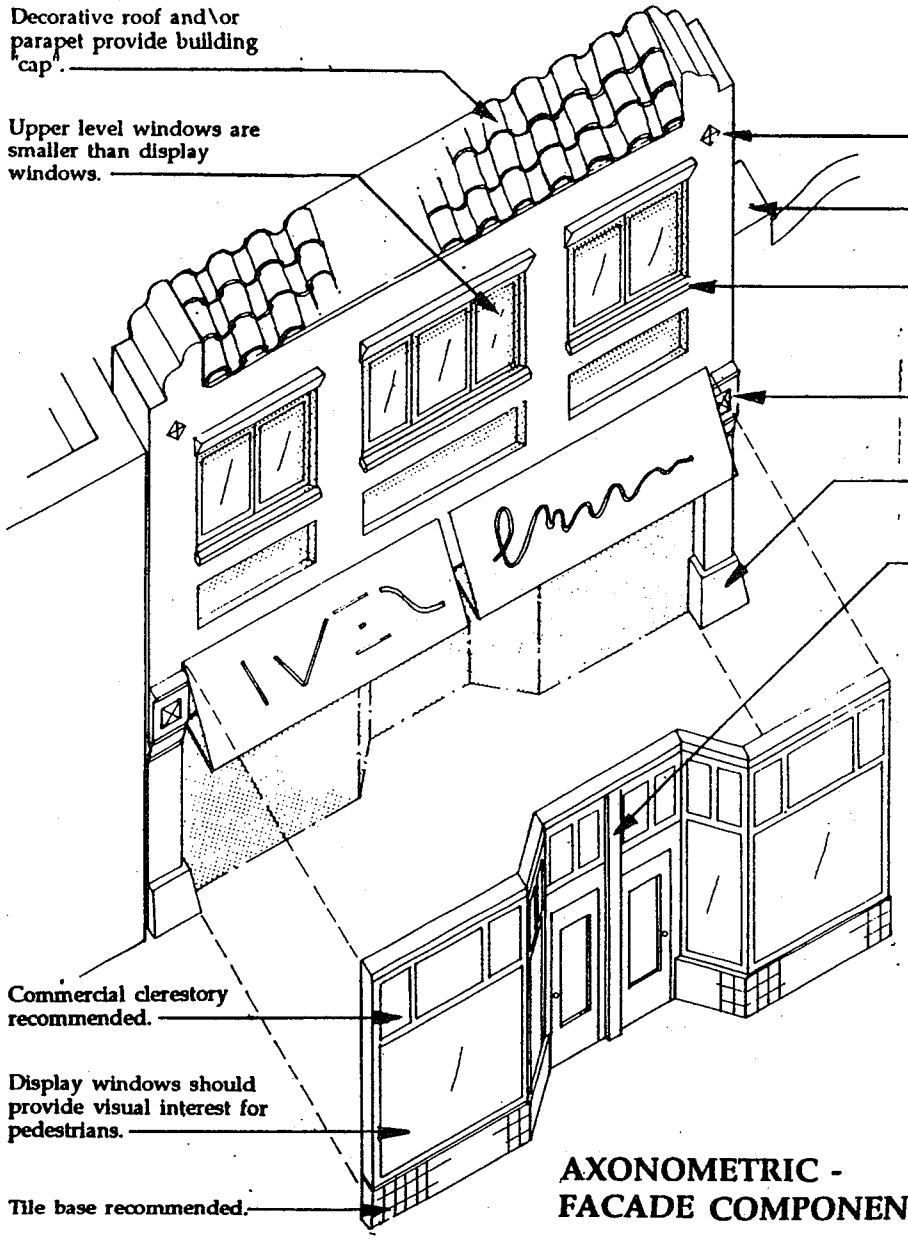
DESCRIPTION

Retail and Service Clusters (RSC) are convenient and attractive existing local shopping areas. They contain concentrations of small, contiguous "main street" type storefronts which encourage people to park their cars and walk to businesses and shops. The intimate scale of buildings and the variety and quality of architectural detail, color, and texture contribute to a pleasing pedestrian environment.

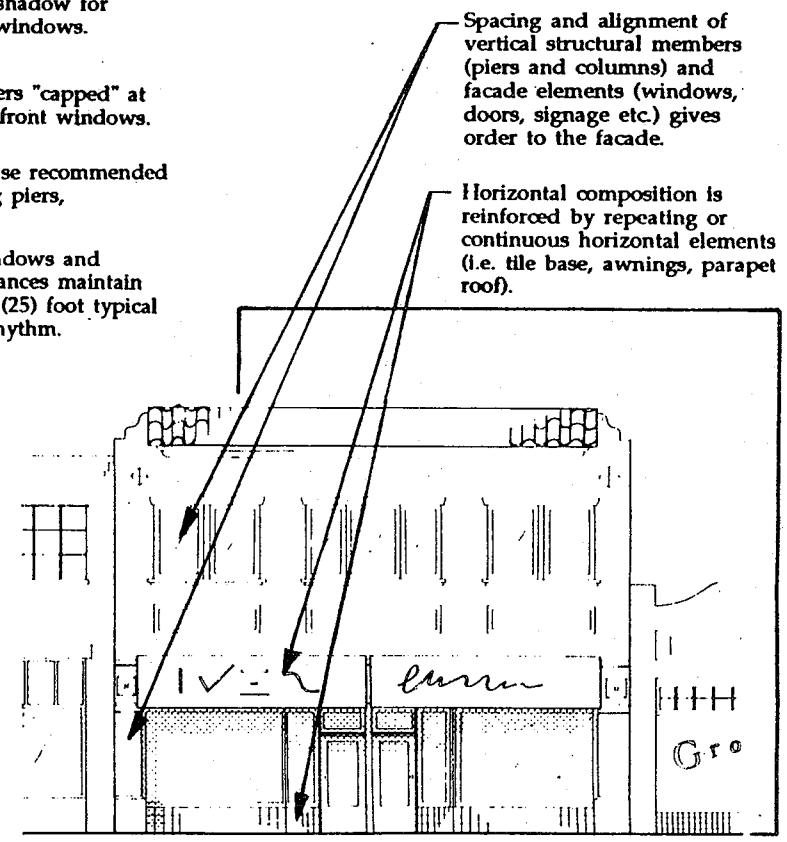
ROLE IN THE REVITALIZATION STRATEGY

As most commercial activity takes place in regional-serving shopping areas - downtowns or shopping centers - the goal of neighborhood clusters must be to maximize a locally-oriented specialty and convenience-commercial niche. Limiting locally-oriented retail and service uses to clusters will also reinforce their role as social and economic hubs for adjacent neighborhood areas. Renovations and new construction can

For a definition of terms refer to Section II, "Storefront Building Facades", page 31



AXONOMETRIC - FACADE COMPONENTS



ELEVATION - FACADE COMPOSITION

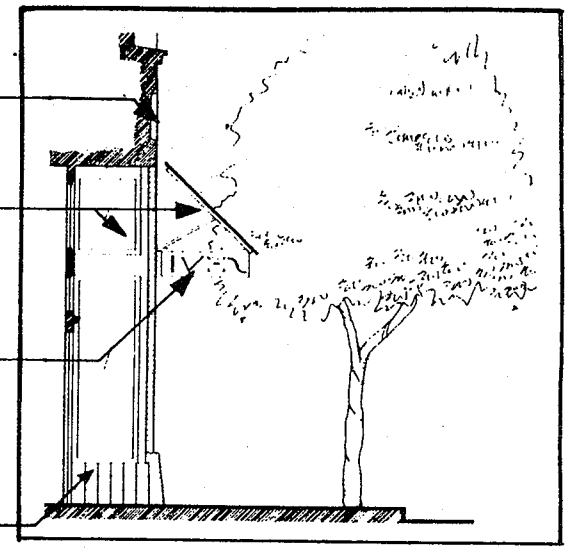
RETAIL AND SERVICE CLUSTER

PROTOTYPE ILLUSTRATIONS

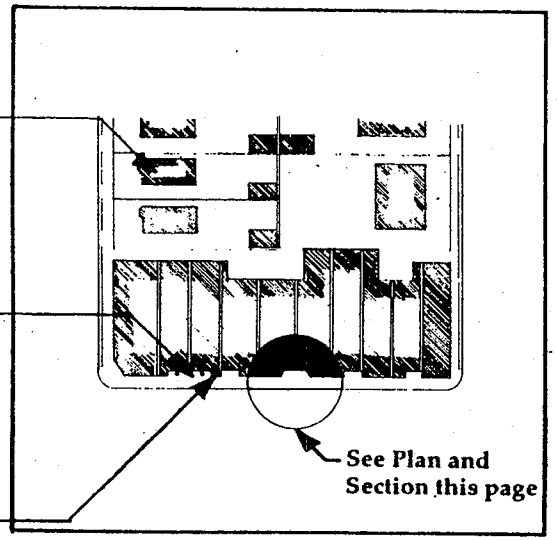
RENOVATIONS, ADDITIONS, AND NEW CONSTRUCTION SHOULD MAINTAIN AND ENHANCE THE STOREFRONT DISTRICT CHARACTER.

INDIVIDUAL COMMERCIAL STOREFRONTS SHOULD BE SCALED TO BE PEDESTRIAN ORIENTED.

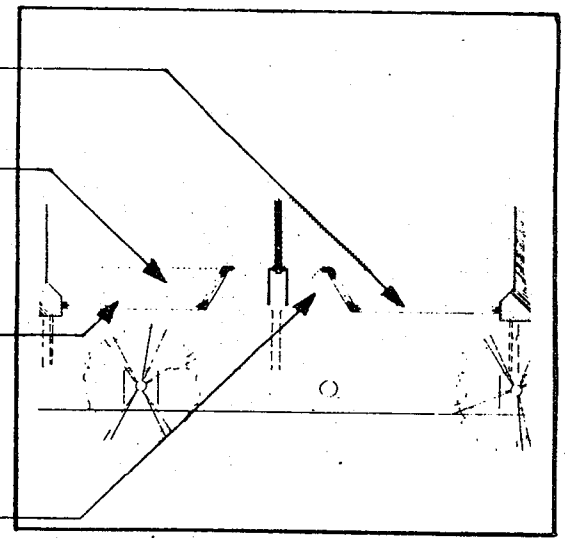
NEW FACADE COMPOSITIONS SHOULD ESTABLISH A RELATIONSHIP WITH ATTRACTIVE ADJACENT BUIDINGS.



SECTION - PEDESTRIAN SPACE



TYPICAL BLOCK



PLAN - PEDESTRIAN SPACE

RETAIL AND SERVICE CLUSTER

PROTOTYPE ILLUSTRATIONS

strengthen the character of existing architecture, and help concentrate new uses to form more vital commercial environments. But new construction must be sympathetic to existing building forms, materials, and scale.

DEVELOPMENT STANDARDS

I. *LAND USE*

A. PERMITTED GROUND LEVEL USES

The following uses shall be permitted, subject to City staff or Site Development Sub-commission review, and provided they are primarily local and/or neighborhood-serving.

1. **Retail** - specialty foods, gifts, clothing, antiques, and similar businesses;

2. **Eating and Drinking Establishments** - including those serving alcoholic beverages, provided this service is clearly ancillary to food service; drive-up or drive-in restaurants not permitted;

3. **Personal Services** - hair and nail salons, shoe repair, laundromats, dry cleaners, and similar businesses;

4. **Business Services** - those that generate high levels of foot traffic such as photography shops, photofinishers, video rental & sales, and travel agencies.

5. **Parking** - consistent with the parking provisions of the Specific Plan; see Chapter IV.

B. CONDITIONAL GROUND LEVEL USES

The following uses may be permitted as conditional uses following required public hearings, if they can demonstrate that they will generate pedestrian activity and streetside interest compatible with the desired environment for Retail and Service Clusters:

1. **Business Services** - those that generate lower levels of foot traffic, such as appliance repair, print shops, insurance agencies, or real estate offices.

2. **Business and Professional Offices** - including banks and financial institutions.

3. **Medical and Dental Offices**

4. **Bars with Live Entertainment and Nightclubs** - including establishments providing entertainment or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service.

5. **Other Business or Service Establishments** - determined to be of the same general character as those uses listed herein and above by the Zoning Enforcement Official.

C. PERMITTED UPPER LEVEL USES

1. **All Ground Level Uses Permitted Above.**

2. **Business and Personal Services.**

3. **Business and Professional Offices.**

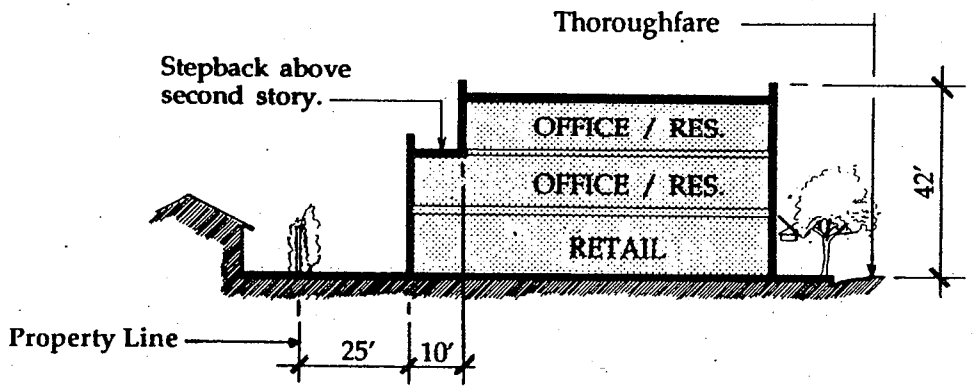
4. **Medical and Dental Offices.**

D. CONDITIONAL UPPER LEVEL USES

1. **Clubs and Lodges.**

2. **Residences** - at a maximum density of up to 30 units per acre;

BUILDING HEIGHT & ENVELOPE



SECTION - HEIGHT & SETBACKS

3. **Other Business or Service Establishments** - if determined to be of the same general character as listed herein and above.

II. BUILDING HEIGHT AND ENVELOPE

A. BUILDING HEIGHT AT STREETFRONT - Height as measured from sidewalk to top of cornice or top of parapet:

1. **Maximum Height** - three (3) story limit, forty feet (40) maximum; for two (2) stories, thirty (30) feet maximum.

2. **Minimum Height** - to maintain a pleasing sense of spatial enclosure the minimum height of new store front facades shall be twenty (20) feet. Due to relatively low existing building heights, minimums for the Dutton/Bancroft and Victoria Circle clusters shall be sixteen (16) feet.

3. **Minimum Interior Ceiling Height** - ground level requirement only - ten (10) feet required.

B. BUILDING COVERAGE

Coverage permitted up to one hundred percent (100%) excluding required rear yard setback area.

C. STREETFRONT BUILD-TO-LINES AND SETBACKS

1. **General Conditions:** Buildings should be oriented to major thoroughfares, rather than sidestreets serving abutting residential properties:

   (i) Buildings shall be built to and parallel with the front sidewalk or property line, whichever is closest, and shall align with the facades of adjacent buildings where they exist (see 2(i) Mid-block Buildings).

   (ii) Storefronts may contain recessed entries encompassing up to one third of the length of the store-front building wall. (See Design Guidelines for recessed storefronts).

(iii) Third floor construction may be built to the front building wall line or stepped back.

2. **Mid-Block Buildings** - streetfront building walls must match adjacent buildings and be parallel to the sidewalk; where existing driveways occur, consideration shall be given to visibility and pedestrian safety. Should adjacent buildings be set back by different dimensions, the new structure shall:

(i) Align with either adjacent building and remain parallel to the street, or;

(ii) Set back a distance between the setbacks of adjacent structures, and remain parallel to the street, or;

(iii) Connect the two adjacent buildings with a facade slightly skewed to the street, or;

(iv) Connect the two adjacent buildings with a facade that steps or changes in setback depth, with straight segments of the facade remaining parallel to the street.

3. **Side Street Building Wall** - buildings shall be built to the sidewalk and align with adjacent commercial buildings where they exist; buildings must conform to rear and side setback requirements.

D. SIDE YARD SETBACKS

New Buildings must be built to at least one side property line:

1. **Minimum Setback** - If set back, at least four (4) feet shall be provided for an access passage.

2. **Screening** - side yards shall not be closed to the street by solid walls or fences, but may be screened by a decorative wood or metal gate which remains unlocked during business hours; side yards shall not contain dumpsters or other storage articles.

3. **Adjacent to Single Family Residential Zoning Districts** - setbacks for RSC parcels abutting residential uses along side streets shall be a minimum of twenty-five (25) feet from the abutting property line.

E. REAR YARD SETBACK, STEPBACK, AND SITE REQUIREMENTS

1. **Adjacent to Single Family Residential Zoning Districts** - This condition is characteristic of most lots fronting the major thoroughfares. For all new construction:

(i) The first and second stories must be set back a minimum of twenty-five (25) feet from the rear property line;

(ii) A third story must be set back a minimum of thirty-five (35) feet from the rear property line;

(iii) A fourth story must be set back a minimum of fifty (50) feet from the rear property line.

2. **Adjacent to Multi-Family Residential Zoning Districts** - New construction may be built to the same height as that permitted on the adjacent parcel at a minimum distance of twenty-five (25) feet from the property line.

3. **Landscape Treatment** - New development and renovated existing rear yard areas must provide a minimum five (5) feet planting strip

with a screen planting of dense shade trees along the rear property line. New construction adjacent to single family detached homes must also include attractive screening walls or fences.

F. EXCEPTIONS/SPECIAL CONDITIONS

1. **Retail and Service Cluster parcels at Victoria Circle:**

   (i) Building height is limited to two (2) stories, thirty (30) feet maximum;

   (ii) All new or renovated storefronts shall follow the curve of the right-of-way of the Circle.

2. **Retail and Service Cluster parcels at the Bancroft/Dutton Intersection** - Building height is limited to two (2) stories, thirty (30) feet maximum.

3. **Corner Parcels** - New buildings shall be built to both right-of-way lines in order to frame the intersection, with the following exceptions:

   (i) The corner of the building may be recessed from front and side property lines on a diagonal at the ground level and/or at upper levels. The recess may "cut back" up to six feet from the corner of the property, as measured along the side property lines (see Design Guidelines - Corner Buildings).

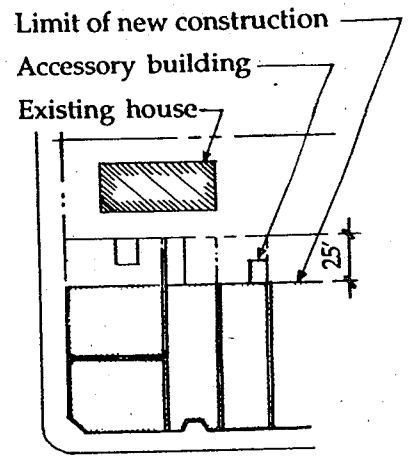
   (ii) At the Bancroft/Dutton intersection, new construction shall contain diagonal corners the full height of the facade. The diagonal facade "cut back" should be at least six (6) feet, but no more than twelve (12) feet back from the corner of the property, as measured along side property lines.

4. **Accessory Buildings** - may be permitted to exceed setback requirements according to the following:

   (i) Accessory Buildings may be a maximum of twelve (12) feet in height if located a minimum of four (4) feet from rear and side property lines;

   (ii) Accessory Buildings may be a maximum of eight (8) feet in height abutting rear and side property lines.

SIDE & REAR SETBACKS



PLAN - PARTIAL BLOCK

* Accessory buildings on corner lots shall be located at least 25' from side streets.
* Rear setbacks for new construction shall be at least 25'.

5. **Special Architectural Features** - bay windows, turrets, decorative roofs, and special entry features:

   (i) May occupy up to fifty percent (50%) of street facade width;

   (ii) May project up to three (3) feet over front and/or side street property lines, but must be no less than twelve (12) feet above the highest point in the sidewalk

over which they project. (This does not apply to East 14th Street, a State Highway.)

(iii) May be permitted to exceed rear stepback requirements.

III. SITE DEVELOPMENT

A. SITE ACCESS

1. **Ground Level Pedestrian Access -** All ground level uses shall provide primary pedestrian access directly to the thoroughfare or side street.

2. **Service Access -** Service access from rear alleys or side streets shall be preserved and enhanced wherever possible. Trash and loading areas shall not be visible from the major thoroughfares and shall be screened from view from side streets and from adjacent properties to the rear.

B. PARKING

1. **Minimum Requirements -** Requirements for new development are listed below. Requirements for rebuilding, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use (see "Converting Uses", below).

   1) ***Retail:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   2) ***Eating and Drinking Establishments:*** 1 space per 200 square feet (5/1,000 s.f.) if less than 1,500 s.f.; if greater than 1,500 s.f., 1 space per 50 square feet (20/1,000 s.f.) for area above 1,500 s.f.

   3) ***Personal Services:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   4) ***Business Services:*** 1 space per 400 square feet (2.5/1,000 s.f.).

   5) ***Business and Professional Offices:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   6) ***Medical and Dental Offices:*** 1 space per 200 square feet (5/1,000 s.f.).

   7) ***Bars with Live Entertainment and Nightclubs:*** 1 space per 35 square feet used for seating and dancing.

   8) ***Clubs and Lodges:*** 1 space per 50 square feet used for assembly purposes.

   9) ***Residences:*** 2 spaces per unit, except 1 space per studio.

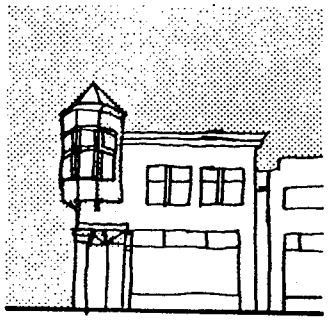
   10) ***Other Uses***: As per the Zoning Code.

2. **Parking Options.** On-site parking is not the only option available to commercial uses for meeting parking requirements. The following options are preferable to new on-site parking unless provisions for sharing are made:

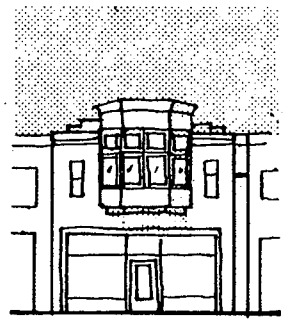
   1) ***Lease arrangements for sharing parking*** in existing parking lots are permitted; banks are an example of a type of business that has on-site parking lots which may be underutilized during evenings and weekends. Evaluation of the feasibility of such arrangements shall be made by the Zoning Enforcement Official.

   2) ***An in-lieu fee*** may be paid toward future development of public parking facilities.

SPECIAL FEATURES



CORNER BAY WINDOW



MIDBLOCK BAY WINDOW

DESIGN GUIDELINES

The RSC District Design Guidelines range from the basics of good urban design for commercial districts to facade composition for new and renovated storefronts. The Retail and Service Cluster Prototype on page 21 depicts a building form characteristic of attractive older commercial structures prevalent in RSC districts today. The prototype illustrates typical storefront architectural components and overall facade organization. It does not represent an actual building in any of the RSC districts.

I. DISTRICT CHARACTER

A. STOREFRONT RHYTHM

Storefronts in RSC areas should combine to create the lively visual "rhythm" characteristic of successful shopping environments. This rhythm is the result of storefront widths, display windows, ground level uses, and other elements addressed in the following guidelines.

1. **Storefront Width** - Renovations, additions and new construction should preserve the scale of existing buildings by using relatively narrow building increments. Storefronts and/or building bays should be between twenty-five (25) and fifty (50) feet in width.

2. **Adjacent Commercial Storefronts** - should be complemented in terms of architectural detailing (width, scale, style of windows and doors, surface ornamentation, etc.) and building massing.

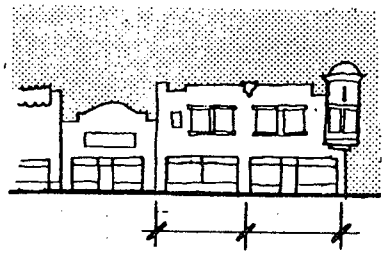
3. **Side Yards are Discouraged** - in favor of continuous building facades.

4. **Narrow Midblock Pedestrian Passages** - and/or specially designed arcaded spaces that provide through-block pedestrian circulation are recommended, particularly in mid-block locations flanked by continuous building frontages. These passages should be attractive and well lit.

B. ACTIVE BUILDING FRONTAGE

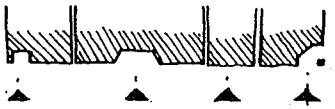
Long expanses of blank and/or inactive building frontage should not occur:

FACADE RHYTHM

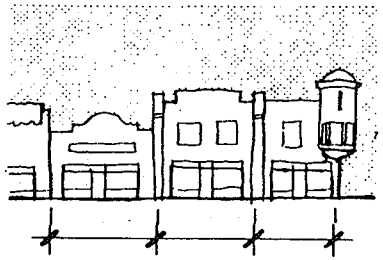


WIDE STOREFRONT
WITH NARROW BAYS

Entries Occur Every 25'-50'



ENTRIES



NARROW STOREFRONTS

1. **Spacing of Doors and Second Floor Entries** - should be at intervals of no greater than fifty (50) feet; storefront renovations and new buildings should take their cues from adjacent buildings.

2. **Ground Level Windows** - a minimum of sixty percent (60%) of the ground level facade area should be transparent window surface.

3. **Trees and Shrubs** - should not be located between buildings and pedestrians.

4. **Attractive Window Boxes** - are encouraged to add color and life to the sidewalk space.

C. FACADE MODULATION

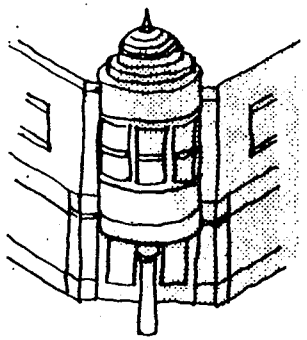
Facades wider than thirty (30) feet are recommended to have some form of vertical modulation every twenty-five (25) feet or less. This may be achieved in several ways, among them:

1. **Intermediate Piers** - to divide the building into multiple storefronts or building bays; a maximum spacing of twenty-five (25) feet is recommended.
2. **Intermediate Columns** - place free-standing columns in front of windows along the street front, every twenty-five (25) feet or less. (See Corner Conditions diagram - Corner Turret.)

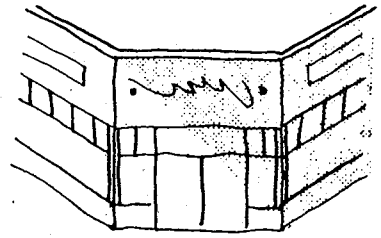
D. CORNER BUILDINGS

Corner buildings should function as landmarks for Retail Service Clusters.

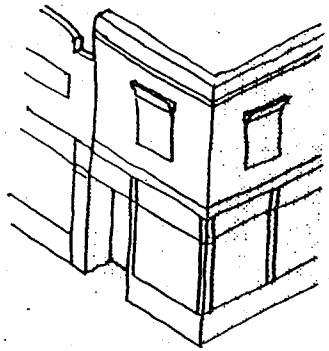
CORNER CONDITIONS



CORNER TURRET



CUT CORNER



CORNER DISPLAY WINDOW

Architecture and uses should combine to make intersections memorable locations.

1. **Activity-Generating Uses** - are especially encouraged at street corners. Coffee shops, record stores, newsstands, food stores, and other high foot-traffic uses are best. Entries to stair or elevator lobbies should not be located at corners.

2. **Special Architectural Features** - are recommended for corner buildings. These may include corner entries and/or the following:

(i) The corner of a corner building may be cut back from the front and side property lines on a diagonal at the ground level for a corner entrance, and/or at upper levels.

(ii) Where a recessed corner entry requires a column to support a second story or parapet wall above, the column should appear substantial enough to carry the load. While only a very thin vertical member is required to carry the upper level structurally, it is important to design the column as a compliment to the rest of the facade.

(iii) Recessed corner entries may be articulated by cantilevering upper levels. Supporting brackets should be used to provide the appearance of carrying the load of the upper level, whether or not they are required structurally.

(iv) Corners may be articulated with a projecting bay window or turret at upper levels.

(v) The two side elevations may be composed as discrete building facades, with the corner simply defined by a building pier at least one (1) foot wide.

II. STOREFRONT BUILDING FACADES

A. DEFINITIONS

As illustrated by the RSC Prototype and the Facade Composition diagram on pages 21 and 22, the characteristic components of Retail and Service Cluster buildings are:

1. **Building Frame** - This is the combination of piers and wall area (including upper stories and/or parapets) that create a "frame" around the ground level storefront and glazing. **Building piers, pilasters, or columns** are vertical masonry elements on the facade that flank the storefront and upper story. They may also be used to frame blank walls on side streets.

2. **Storefront** - This consists of the **entrance** and **display windows** facing the street. Often, a horizontal band of windows called a transom or commercial clerestory is located above the display windows and entry. The storefront is separated from upper portions of the building by horizontal elements such as cornices, beltcourses or awnings.

3. **Building Base** - This is the architectural element that accents where the building meets the ground, and provides visual "support" for the storefront glazing.

4. **Building Cap** - This may be a special parapet, roof, and/or cornice. It terminates the building facade and adds definition to the space of the street.

B. GENERAL RECOMMENDATIONS

1. **Preservation and Enhancement** - of attractive architectural details in renovations and additions is recommended to maintain and enhance district character. New facade designs should draw upon the proportions of the existing building shell, and the size and spacing of facade components in the best of similar local buildings. Any features that have become landmarks and/or enhance the identity of an RSC cluster should be preserved and restored. Each building should be reviewed on its own merits, and professional design assistance is strongly recommended.

2. **Incompatible Historical Styles** - should be avoided. Renovations that complement existing or original architecture are recommended. Complete facelifts should draw on restoration of original architectural features and/or exemplary local historic architecture.

C. BUILDING FRAME

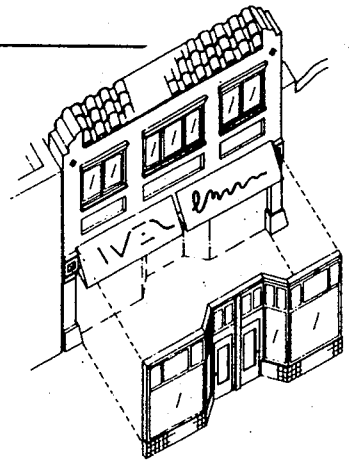
1a. **Piers - Renovation**

1) **Original Form** - The tops of piers are often covered by large, projecting canopy roofs; the base of piers have often been resurfaced with incompatible wall materials. The original shape, material, and detail of piers should be restored.

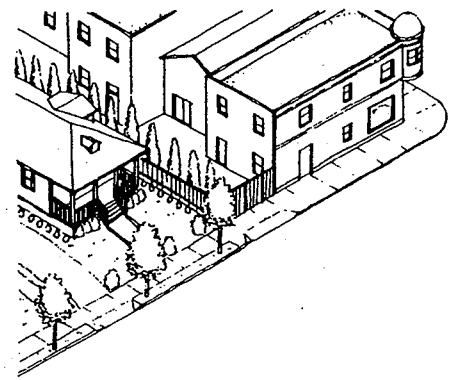
1b. **Piers - New Construction**

1) **Edge for Glazing** - There should be a minimum of twelve (12) inches of wall surface along the side edges of storefront glazing. It is recommended that these side areas be defined as piers,

DEVELOPMENT CHARACTER



STOREFRONT



RESIDENTIAL EDGE

and project slightly from the main wall surface of the facade.

2) **Height** - Building piers should be at least ten (10) feet high. Piers may extend as high or slightly higher than the parapet, within the height limitation.

3) **Architectural Termination** - Piers should have an architectural termination; for example:

(i) Piers may end at a horizontal overhand connected to the building;

(ii) Piers may end at a belt course or cornice which defines the ground floor;

(iii) Piers may be topped by a column capital;

2a. **Upper Stories - Renovation**

1) **Street-Visible Areas** - Upper story renovations for all street-visible areas are encouraged. This includes prominent building sides, as well as front facades.

2) **Original Materials** - should be fixed or replaced in accurate scale and detail:

(i) Wood windows should be refurbished or carefully replaced. If the original material cannot be used, the mullions, divisions, and operating type (double hung, casement, etc.) of the replacement should appear the same as the original. Replacement of double hung wood windows with bare aluminum sliding windows is strongly discouraged.

(ii) If used, aluminum replacement windows should have a paint or anodized finish and frame and trim detail that maintain the character of the wood windows they replace.

(iii) Column divisions between windows should be maintained. For example, if windows are separated by wood columns, and the main wall surface is to be stucco,

window columns should not be stuccoed over.

2b. **Upper Stores - New Construction**

1) **Second Floor Additions and New Two-Story Buildings** - Should have fenestration (patterns of windows) sympathetic to older commercial store fronts. They typically have a smaller percentage of window glazing in upper levels than in the storefront.

2) **Second Story Windows** - should be "punched" in the upper wall. Frames should be provided by window trim, and/or by recesses or projections in the wall surface itself. Window frames help provide a three dimensional quality for windows punched into the second floor, even where exterior walls are not especially thick.

   For every eight (8) feet of window width, a vertical support of no less than six (6) inches or greater should be used to separate the openings. If this vertical member is less than ten (10) inches, it should be covered with the material of the window trim (wood or metal), not the material of the wall (stucco or brick).

3) **Wall Panels** - above storefront windows should reflect the existing district architectural style(s) with a recessed sign panel.

4) **Tile and Terra Cotta Accents** - provide a memorable theme for RSC district buildings, and they enhance the streetscape with added color and texture. Tile accents should be cleaned or replaced where they occur. They are encouraged for building walls that are otherwise unornamented.

D. STOREFRONT

1a. **Entrances - Renovation**

1) **Original Doors and Glazing** - should be restored wherever possible. Adjacent structures often provide a good example of the size, scale, and material appropriate for the district.

2) **Special Paving Materials** - in recessed entrances, such as glazed tile, should be cleaned, repaired, or replaced as needed. Paving over these special tiles with concrete is discouraged.

1b. **Entrances - New Construction**

1) **Door Frames** - Entrance doors should contain at least three (3) inches of frame at side and top of glazing, and twelve (12) inches at the bottom.

2) **Recessed Entries** - are recommended:

   (i) Up to one-third of the store front width may be recessed for entries.

   (ii) Recess(es) should occur no less than one (1) foot from the side edge of the building.

   (iii) Depth of recess(es) should be no more than eight (8) feet.

   (iv) Special paving is encouraged for recessed areas. Special paving helps to identify the individual storefront. It can be as intricate as tile work or as simple as varying a concrete finish or color from the adjacent sidewalk.

(v) Corner entrances should be framed by piers.

2. **Display Windows**

1) **Original Glazing** - should be repaired and restored wherever possible. Wood frames and mullions can often be refurbished rather than replaced. Where original glazing is replaced, the scale, material and size of window panes and mullions should be reproduced as faithfully as possible. (See Materials and Colors for further discussion of window mullions.)

2) **New Storefront Windows** - should be recessed by at least two (2) inches.

3a. **Clerestory Windows - Renovation**

Clerestory and transom window areas should be restored to glazing whenever possible. In many buildings the space behind has been used for mechanical systems. To address this condition and retain clerestory glazing:

1) **Exposed Mechanical Systems** - Attractively designed mechanical systems may be exposed within shop interiors.

2) **Dropped Ceilings** - The ceiling may be dropped behind the display windows and clerestory glazing to 'box' mechanical appurtenances.

3) **Translucent Glass** - Textured and other types of glass that are not clear may be used, provided they allow for day lighting; colored glass is not recommended.

3b. **Clerestory Windows - New Construction**

1) **Height** - The top of commercial clerestory windows should be between twelve and fourteen (14) feet above the street. A division between the commercial clerestory and the display window provides an important element of scale for the front facade as well as for the interior.

2) **Signs** - Clerestory windows may be an opportunity for neon signs and other unique displays. (See Signage.)

4. **Awnings:**

(i) Awnings should be a minimum of seven (7) feet above the sidewalk, and should project no more than seven (7) feet out from the building wall.

(ii) Awnings should be positioned within the building frame - above the display windows and below the storefront cornice or sign panel.

(iii) Awnings should not cover building piers or clerestory windows; they should be mounted just below clerestory windows to allow day lighting.

(iv) A sequence of individual awnings over adjacent storefront bays complements the building's architecture more effectively and attractively than one continuous awning.

5a. **Blank Walls at Ground Level - Renovation**

1) **Original Glazing** - should be reinstalled where it has been removed and "blanked out". New glazing should be non-reflective glass. If privacy is required, glass block is preferable to solid walls.

2) **Blank Wall Panels** - The wall panel should be framed in the same manner as storefront windows. Piers should project at least three (3) inches to provide shade and shadow on the blank wall surface.

5b. **Blank Walls at Ground Level - New Construction**

1) **Side-Street Walls** - should be designed to the same level of quality as storefronts. Side walls visible from the roadway, due to adjacent building setbacks or side parking lots, should have bases and tops, trim, detail, and color, even though they contain few or no windows or doors.

E. BUILDING BASE

1. Renovation

1) **Original Materials** - Preservation of original base materials is strongly recommended, as is restoration of previously removed or obscured bases:

(i) Original tile should be cleaned, repaired, and replaced where possible. New tile may be added to older bases from which it has been removed. The height of the original base should be retained.

(ii) On East 14th Street, the material of the storefront base often continues above and around the door. In some cases this has been covered with incompatible materials, such as brick or simulated stone. Removal and replacement of these materials, preferably with ceramic tile, is recommended.

2. New Construction

1) **A Well-Defined Building and Storefront Base** - is strongly recommended. The base provides a critical sense of scale to the streetscape, and its height should relate to the pedestrian and to the bases of adjacent buildings if appropriate.

2) **Height** - Bases should be between sixteen and thirty (16-30) inches high.

F. BUILDING CAP

1a. Parapets, Decorative Roofs, and Cornices - Renovation

1) **Large Roof Structures** - which conflict with the prototypical main street architecture should be removed and wall surfaces restored. In many cases, for example, original building parapets have been obscured by the addition of large projecting roofs and canopies.

2) **Attractive and Interesting Parapet Profiles** - should be preserved.

3) **Restoration of Cornices** - is strongly recommended; they may require replacement or reinforcement for earthquake safety.

4) **Deteriorated Roof Covering and Structural Materials** - should be restored or replaced.

5) **Decorative Brackets** - associated with roofs should be repaired, refinished, and replaced.

6) **Where Original Materials Cannot Be Used** - the roof or parapet profile and material should be replicated. Restoration architects should be consulted for appropriate replacement materials.

1b. **Parapets, Decorative Roofs, and Cornices - New Construction**

1) **New Roofs** - should sit within enframing piers when possible.

2) **Maximum Height** - should be no taller than six (6) feet above the structural roof.

3) **Relation to Lower Stories** - Decorative roofs and parapets should begin a minimum of three (3) feet above the top of the storefront or upper level windows.

4) **A Uniquely Shaped Silhouette** - may be created by using forms such as curves, gables, pediments, etc. Symmetrical forms are common for RSC district buildings. Facade elements such as piers may extend above or be part of the parapet profile.

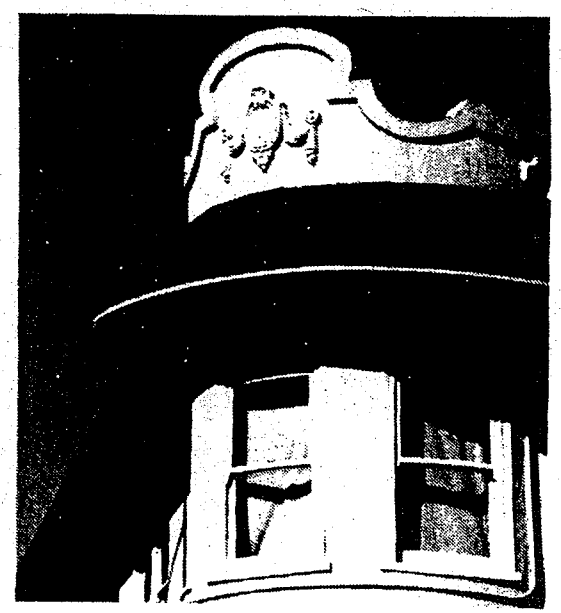
5) **Relation to Storefront** - at least three (3) feet of wall surface should separate the lowest point of the parapet or cornice and the top of the storefront window.

6) **Metal Cap Flashing** - requires care in detailing, especially on stucco walls where the flashing is prominent. Use of excessively light gauge metal will result in unsightly "oil canning", a wavy ripple in the line of the flashing. The following is recommended:

(i) Heavy gauge metal should be used to avoid rippling and distortion.

(ii) Flashing should be painted with a color that matches or complements the rest of the facade.

(iii) A substantial cornice may make the flashing proportionately smaller and less obtrusive. It can be constructed with built-up stucco layers, or added wood trim. Cornices may also be painted in complimentary colors.



Turret with decorative roof, support brackets, and sculptured parapet.

(iv) Flashing may be concealed behind trim.

7) **Screening for Rooftop Mechanical Equipment** - such as television antennae and air conditioning equipment, should be provided by parapet(s).

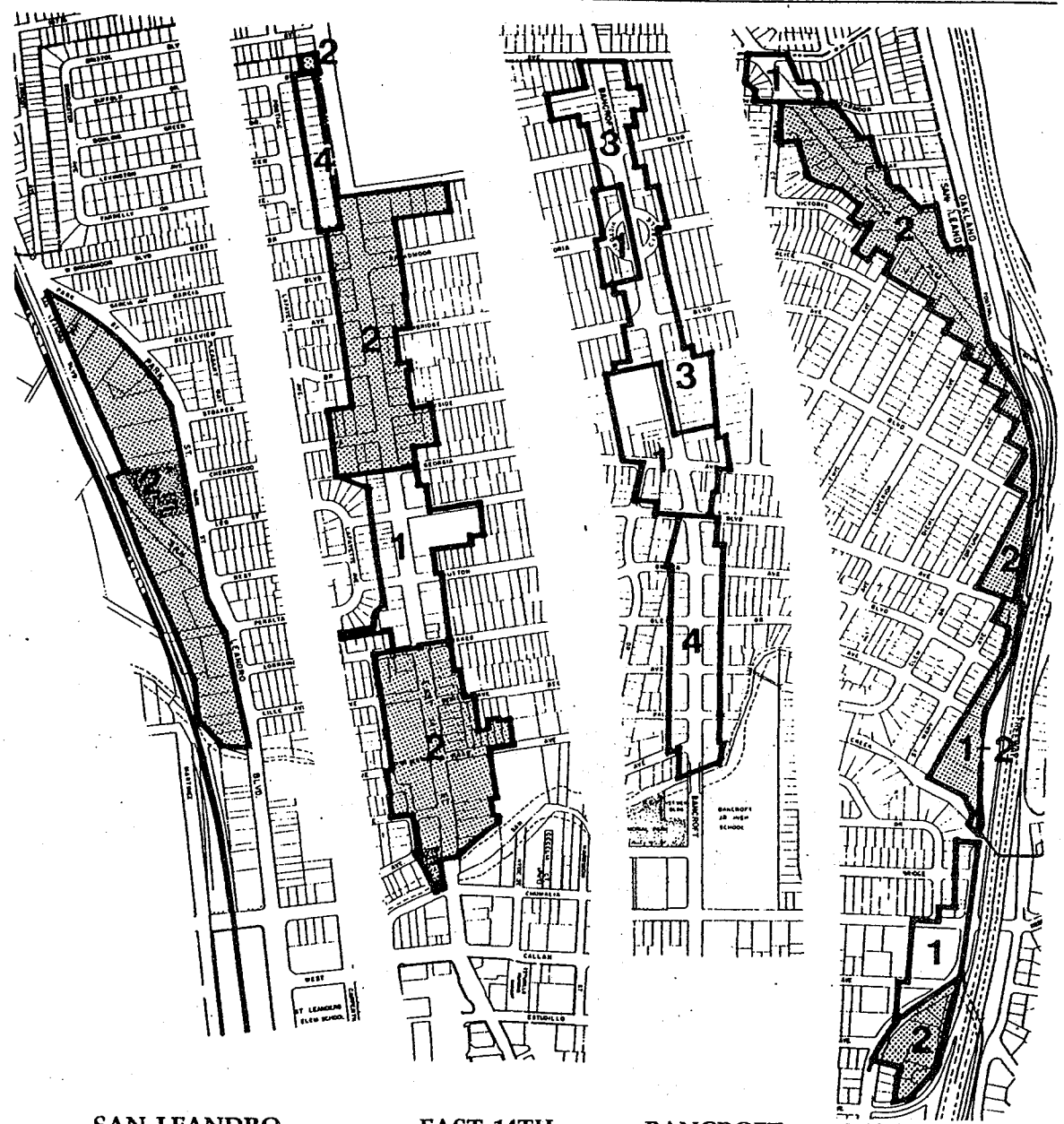
AREA 2: TRANSITION DISTRICTS

DESCRIPTION

Transition Districts (TD) are generally adjacent to Retail and Service Clusters. They contain uses that are more automobile oriented, and are characterized by a mix of commercial retail, service, and residential development, depending upon the thoroughfare. With the exception of the Bancroft corridor, Transition District areas contain significant numbers of marginal or low-value businesses. These factors, and large surface parking lots in some areas, contribute to their underutilized overall character.

ROLE IN THE REVITALIZATION STRATEGY

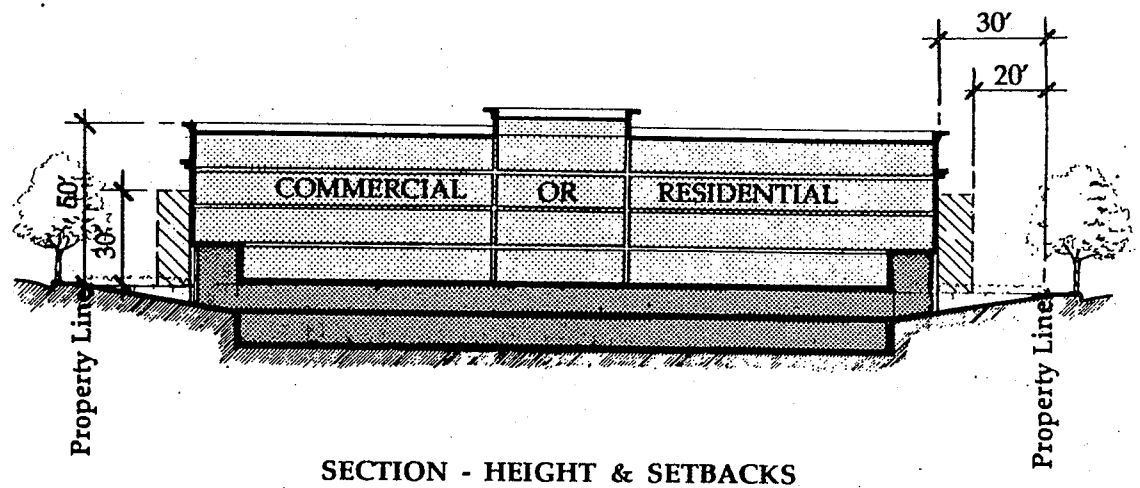
Transition Districts will undergo the most change in terms of land use, and as such are the key to revitalization of the thoroughfares. Transition District buildings and sites are planned for uses that have more market support and a more attractive overall appearance. Mixed-use projects will accommodate



SAN LEANDRO BOULEVARD | EAST 14TH STREET | BANCROFT AVENUE | MACARTHUR BOULEVARD

offices and/or higher density housing; generous setbacks and planting on thoroughfare streets will help create a gracious boulevard setting that helps to put new buildings "on display". Surface parking will not be allowed in front of buildings in order to promote this image. Existing retail uses in Transition Districts will be encouraged to relocate in Retail and Service Clusters.

BUILDING HEIGHT & ENVELOPE



SECTION - HEIGHT & SETBACKS AT SIDE STREETS

DEVELOPMENT STANDARDS

I. LAND USE

A. PERMITTED USES

The following uses shall be permitted subject to City staff or Site Development Sub-commission review.

1. **Business, Professional, and Administrative Offices**

2. **Medical and Dental Offices**

3. **Residences**

   (i) East 14th Street, and MacArthur Boulevard - Up to thirty (30) units per acre; senior citizen housing up to forty (40) units per acre.

4. **Business, Technical, and Professional Schools**

5. **Banks and Financial Institutions**

6. **Light Industrial Uses. (Park Street island and west of San Leandro Boulevard only.)**

   (i) Uses and standards of the City of San Leandro Zoning Code "Business Park" designation shall apply.

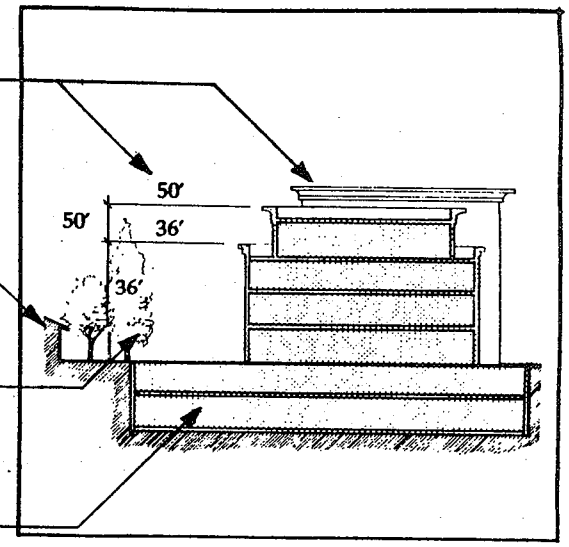
B. CONDITIONAL USES

In Transition Districts, convenience retail and/or service commercial uses which are a component of a larger mixed-use project may be appropriate. However, the amount and type of uses permitted shall bear a direct relationship to the economic vitality of Retail and Service Clusters located along the same thoroughfare. Such commercial

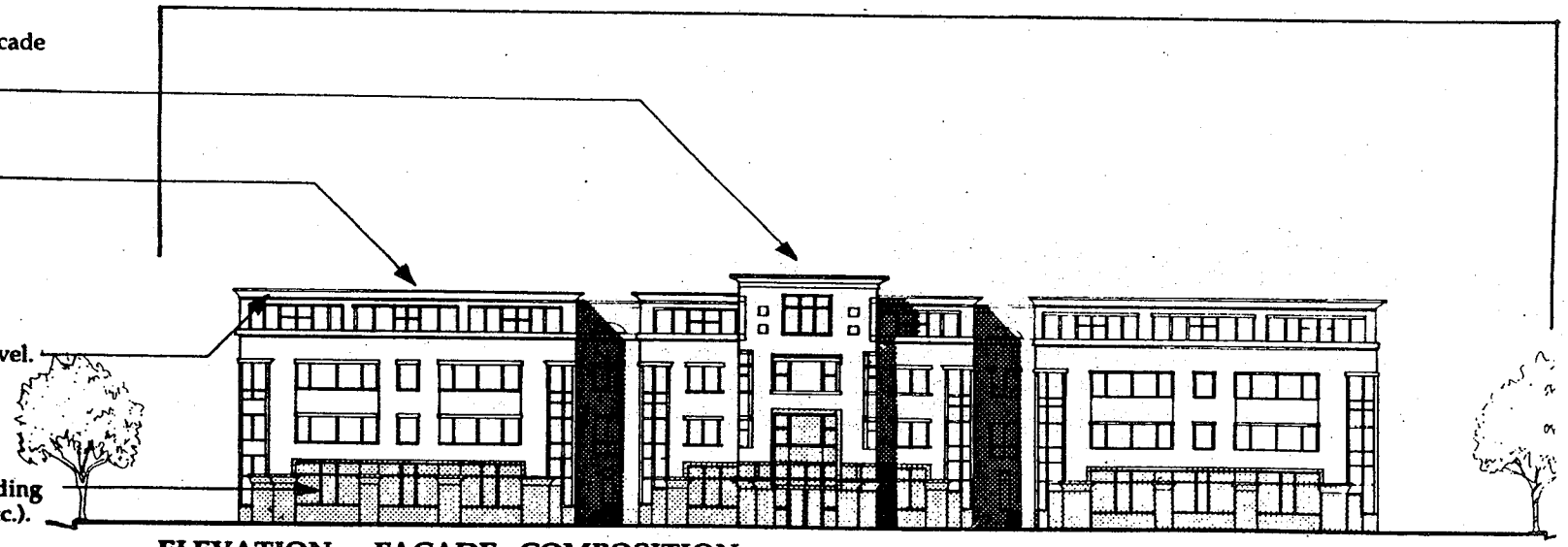
OFFICE BUILDINGS SHOULD PROVIDE A VARIETY OF SCALE AND DETAIL TO GIVE STRUCTURES PROMINENCE ON THE THOROUGHFARE, AS WELL AS VISUAL INTEREST.

MONUMENTAL ENTRY DESIGNS (I.E., DOUBLE STORY, SPECIAL MATERIALS) FRONTING MAJOR THOROUGHFARES ARE ENCOURAGED.

ALL NEW PARKS, PLAZAS, PARKING LOTS AND YARDS SHOULD BE DESIGNED TO BE ATTRACTIVE, HIGH QUALITY OPEN SPACES.



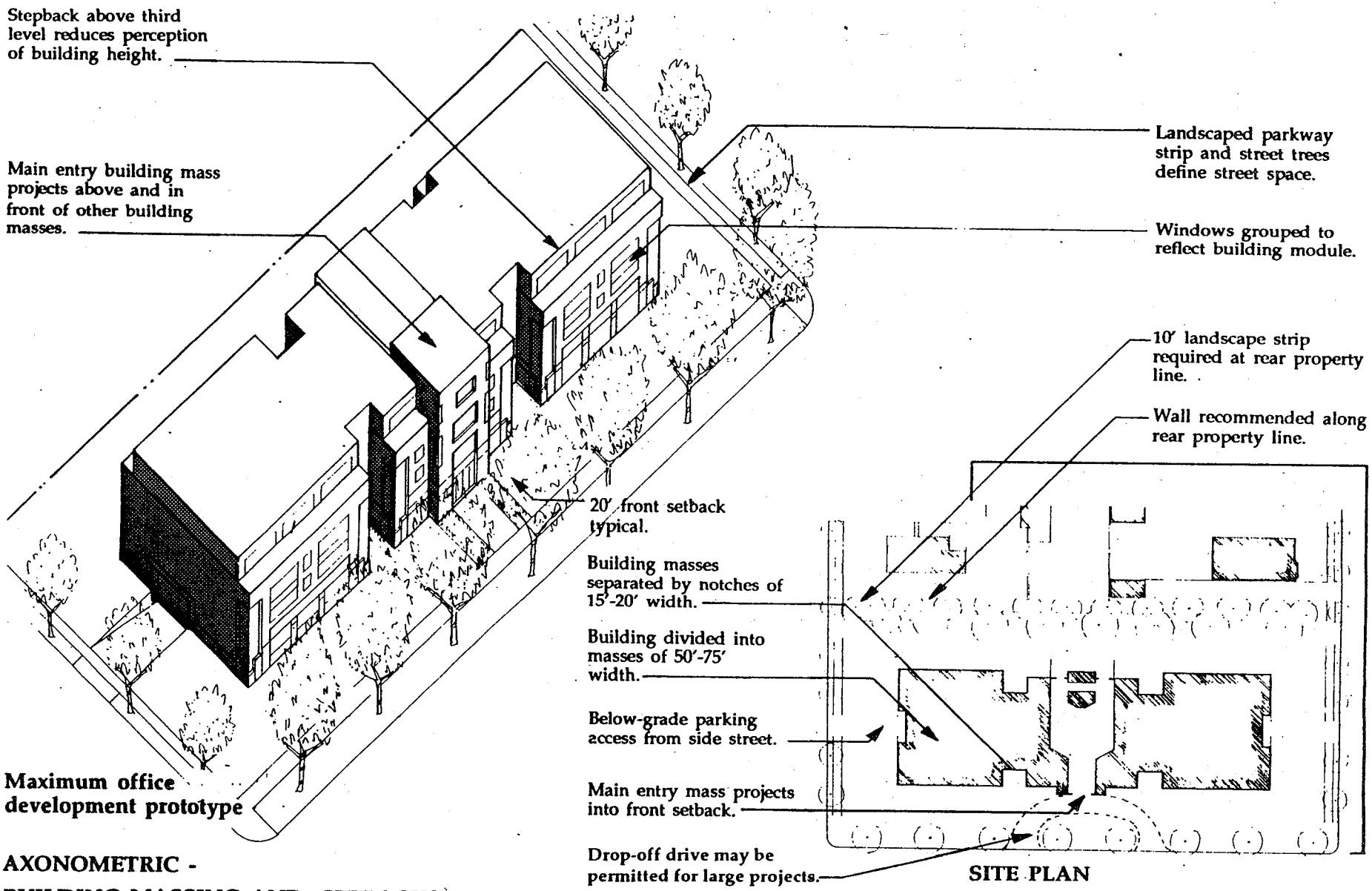
SECTION - REAR YARD AND SETBACKS



ELEVATION - FACADE COMPOSITION

TRANSITION DISTRICT - COMMERCIAL

PROTOTYPE ILLUSTRATIONS



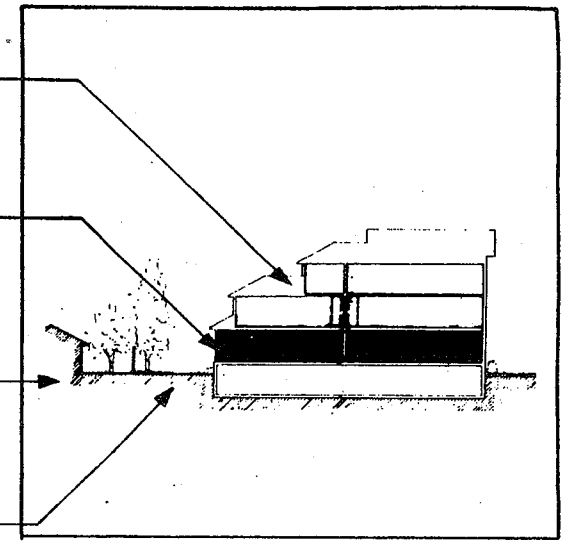
TRANSITION DISTRICT - COMMERCIAL

PROTOTYPE ILLUSTRATIONS

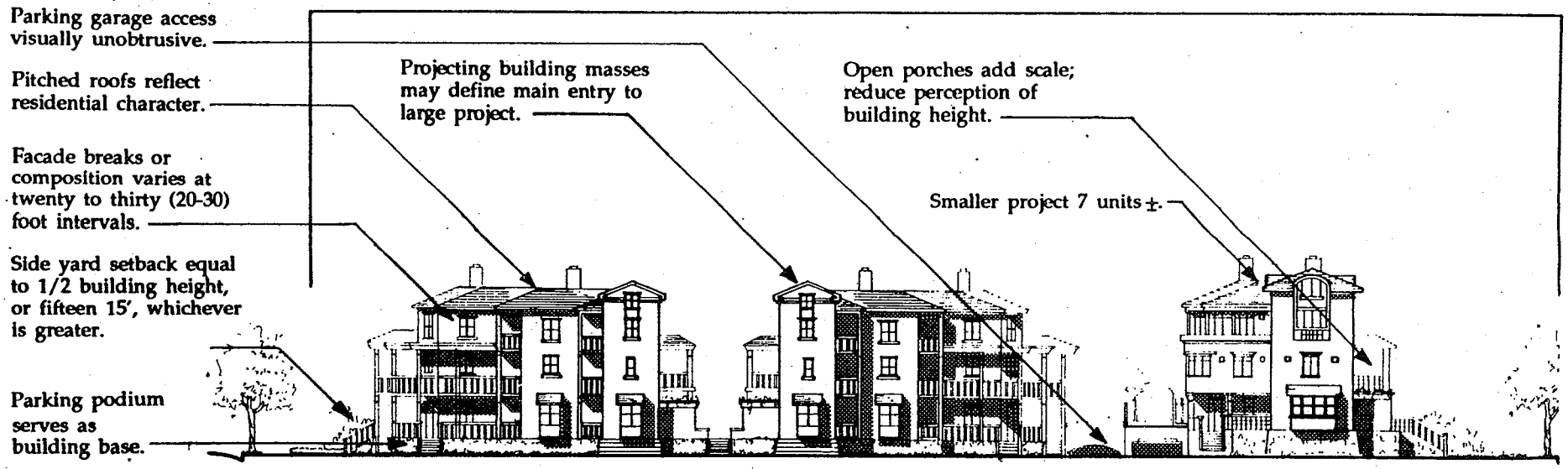
NEW RESIDENTIAL BUILDINGS SHOULD HAVE A FORMAL APPEARANCE AND FACE MAJOR THOROUGHFARES.

BUILDINGS SHOULD PROVIDE DETAIL THAT ADDS SCALE AND CHARACTER INDICATIVE OF RESIDENTIAL USE, SUCH AS WINDOW SILLS AND LINTELS, FLOWER BOXES, BALCONIES, CHIMNEYS, PITCHED AND DORMER ROOFS.

THE PRIMARY FACADE OF RESIDENTIAL COMPLEXES SHOULD CONSIST OF A MASSING MODULE THAT REDUCES THE SCALE OF LONG ELEVATIONS AND REFLECTS INDIVIDUAL HOUSING UNITS INSIDE.



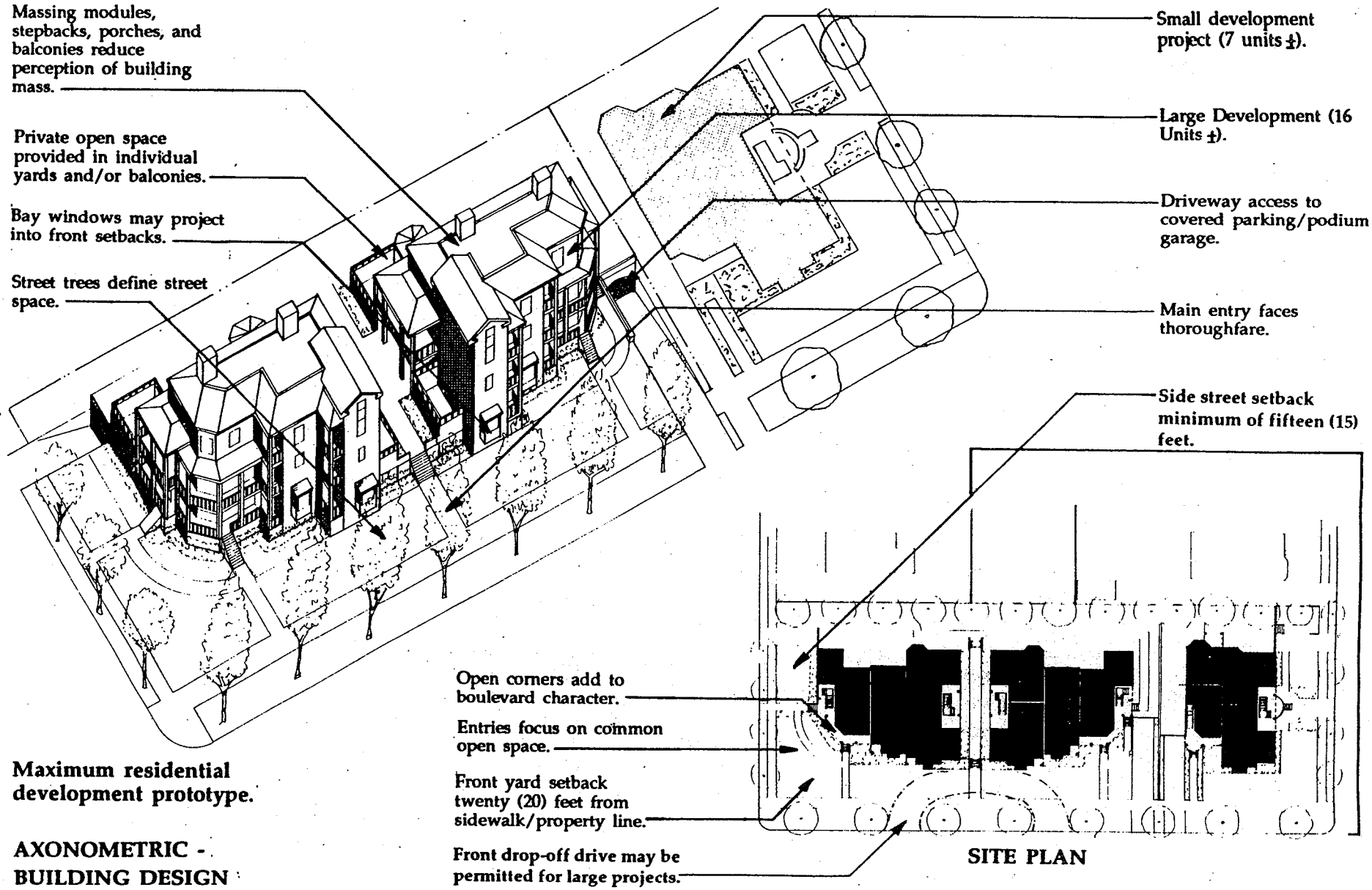
SECTION - REAR YARD AND SETBACKS



FACADE COMPOSITION

TRANSITION DISTRICT - RESIDENTIAL

PROTOTYPE ILLUSTRATIONS



Maximum residential development prototype.

AXONOMETRIC - BUILDING DESIGN

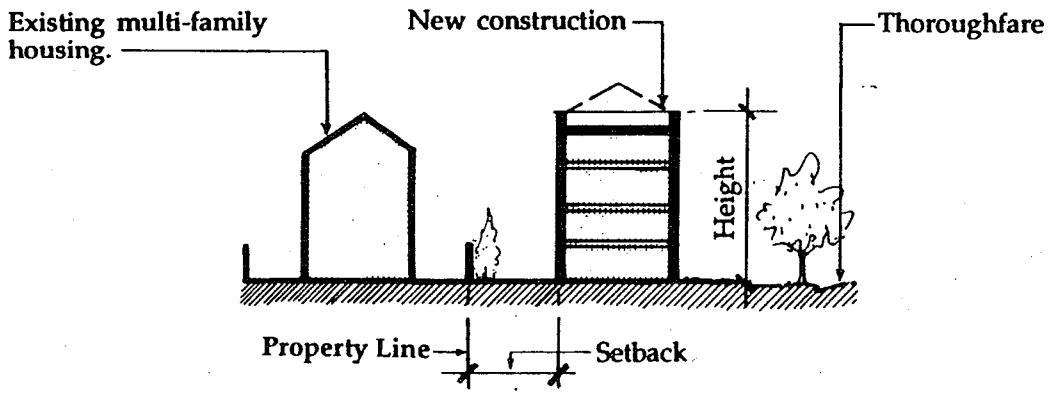
SITE PLAN

TRANSITION DISTRICT - RESIDENTIAL

PROTOTYPE ILLUSTRATIONS

REAR SETBACKS

REAR SETBACK = 1/2 BUILDING HEIGHT ; NOT LESS THAN 25'.



SECTION - ADJACENT TO MULTI-STORY BUILDINGS

uses should not compete with uses in Retail and Service Clusters. The priority is to promote new residential and office development in Transition Districts, and thriving retail uses in Retail and Service Clusters.

The Park Street island and frontage on San Leandro Blvd. east of the Union Pacific RR tracks is a special type of transition area. The primary use should be light industrial, office and "business park", with provisions for design review and site development standards that enhance the entry to the City on San Leandro Blvd. and protect residential areas to the east across Park Street. The conditional uses listed below are appropriate in Transition Districts other than the Park Street island area.

1. **Convenience Retail** - preferably as part of a larger mixed-use project;

2. **Eating and Drinking Establishments**

3. **Personal Services**

4. **Business Services**

5. **Institutional Uses** - including government buildings and churches.

6. **Indoor Recreation Uses** - such as health clubs or bowling alleys, compatible with the residential quality of adjacent neighborhood areas.

7. **Other uses** - determined to be of the same general character as those listed above by the Zoning Enforcement Official.

II. BUILDING HEIGHT AND ENVELOPE

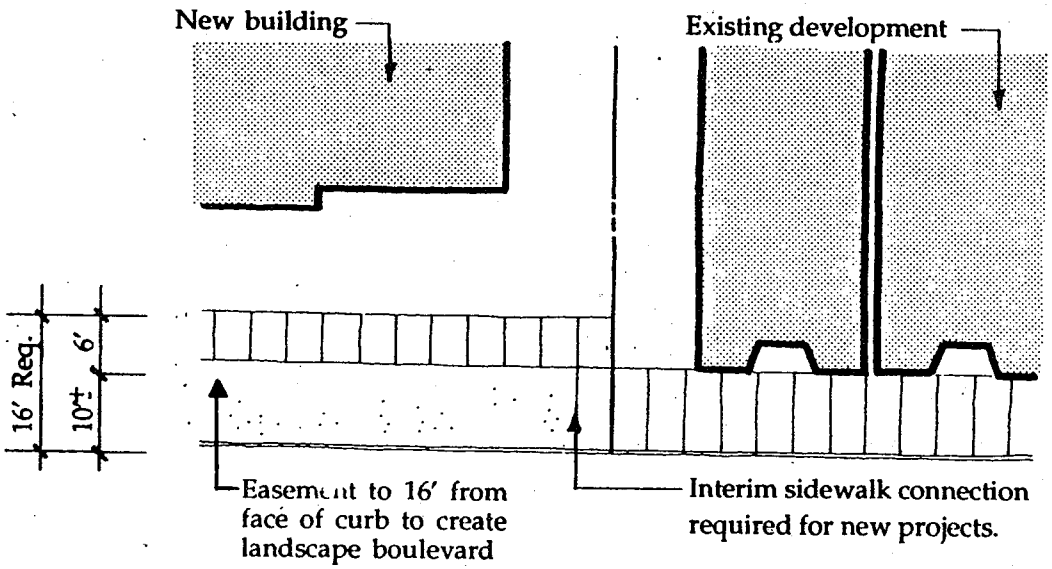
A. HEIGHT

Building height is measured from the finished grade at the base of a wall to the top of the roof cornice or parapet. For buildings with peaked roofs, height is measured to the mid-point of the eave or top cornice line.

1. **Maximum Height:**

   (i) San Leandro Boulevard, Park Street, East 14th Street and

LANDSCAPE EASEMENT & FRONT SIDEWALK



PLAN

MacArthur Boulevard - Maximum height of four (4) floors or fifty (50) feet, which ever is less.

2. **Minimum Height:**

(i) Exterior - The front facade of buildings of two stories or more shall be a minimum of twenty (20) feet. For one story buildings, the minimum height shall maintain the visual continuity of the Transition District and should be twenty (20) feet for a substantial portion of the facade.

(ii) Interior - Office and ground floor commercial spaces should have a minimum interior ceiling height of ten (10) feet.

3. **Special Condition - Building Podiums:** A podium is a foundation that elevates the first floor for aesthetic and/or functional purposes. For example, a first floor may be elevated to provide for a raised front entry or porch and/or to accommodate garage parking below.

(i) Maximum height for building podiums shall be five (5) feet above the elevation of the front sidewalk.

(ii) Barrier-free access shall be provided to the first floor.

B. FRONT SETBACKS

1. **Minimum Setbacks Along All Thoroughfares:**

(i) To create a boulevard landscape strip, a landscape easement up to a distance of sixteen (16) feet from the existing face of curb shall be required for all new development (see Landscape Easement & Front Sidewalk diagram).

(ii) Twenty (20) feet for one and two story buildings;

(iii) Twenty-five (25) feet for three story buildings.

2. **Exceptions:**

   (i) Roof eaves, cornices, awnings and special architectural features may project into the setback area up to four (4) feet.

C. SIDE SETBACKS

1. **Corner Parcels** - As illustrated by the Building Height and Envelope diagram on page 38, minimum side setbacks adjacent to a side street shall be the greater of:

   (i) One-half (1/2) the height of the proposed building, or;

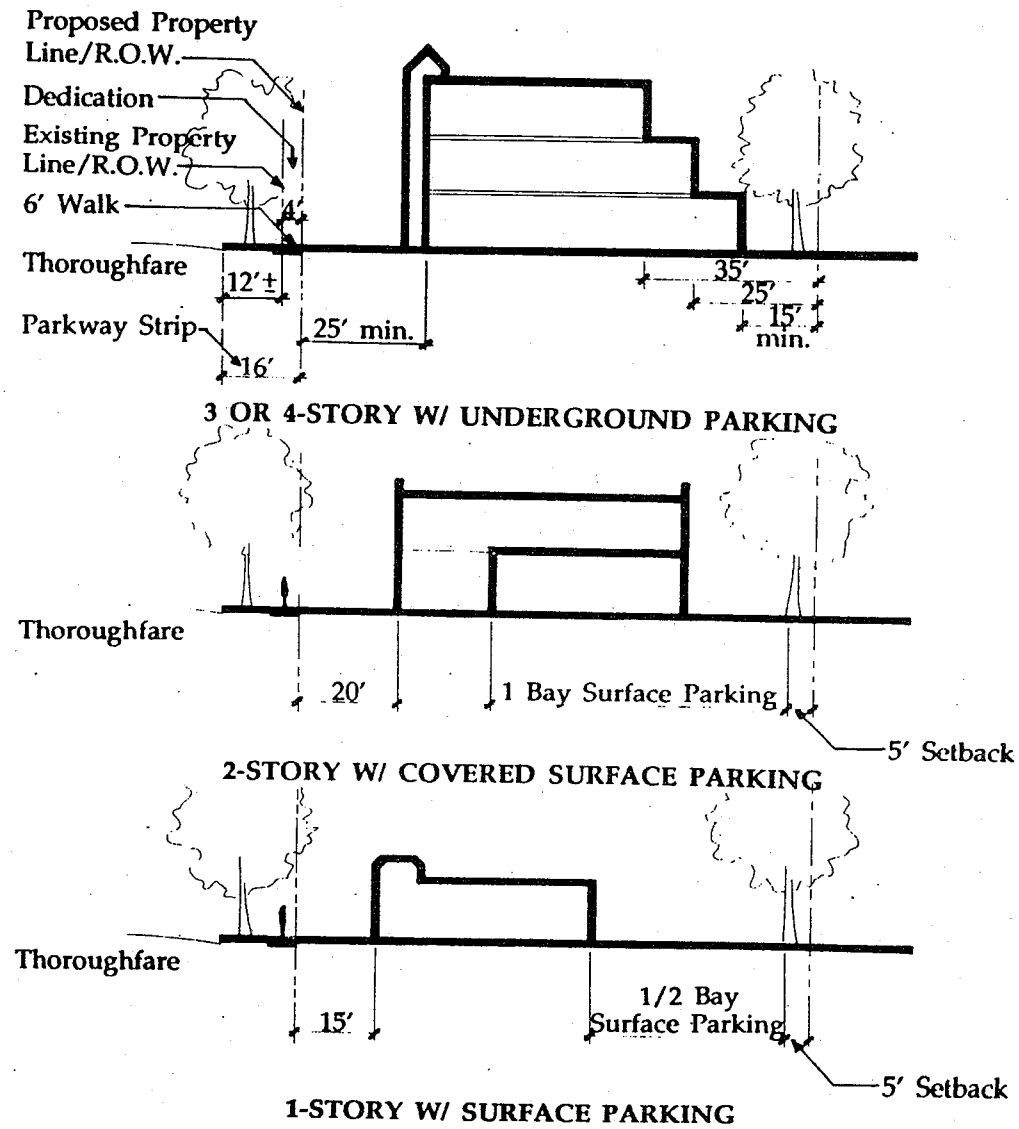
   (ii) Twenty (20) feet.

2. **Mid-Block Parcels** - Minimum side setbacks shall be the greater of:

   (i) One-half (1/2) the height of the proposed building, or;
   (ii) Fifteen (15) feet.

3. **Exception** - Roof eaves, cornices and special architectural features may project into the setback area up to four feet.

SETBACKS & DEVELOPMENT



D. REAR SETBACKS

1. **Minimum Rear Setback** - shall be fifteen (15) feet.

   (i) Parcels adjacent to single family residential zoning districts - A second floor shall be set or stepped back twenty-five (25) feet from the rear property line; A third floor shall be set or stepped back thirty-five (35) feet; A fourth floor set or stepped back fifty (50) feet.

   (ii) Parcels adjacent to multi-family residential zoning districts - New buildings within twenty-five (25) feet of the rear property line shall be no greater than the height of the adjacent buildings;

   (iii) San Leandro Boulevard - parcels backing on to the BART right-of-way, shall not be required to have rear setbacks. However, special attention should be given to design of rear walls.

E. SPECIAL CONDITIONS

1. **Special Architectural Features** - that add visual interest to the building, such as dormers, towers, entry features, and bay windows, may be permitted to extend into setback areas and above height limits.

2. **All Building Additions** - shall comply with the Development Standards, including height, set-backs, and landscape requirements, even if the original building does not.

3. **Main Lobby Entrances** - for office or residential buildings shall front onto the main thoroughfare.

III. SITE DEVELOPMENT

A. LANDSCAPE TREATMENT

1. **Front Yard** - an easement shall be required to a distance of sixteen (16) feet from the existing face of curb along all thoroughfare streets for all new development. (See Easement and Front Sidewalk diagram, page 44.) The following shall also be required:

   (i) New construction shall begin at existing face-of-curb and replace the first ten (10) feet of sidewalk with a parkway strip of grass or other ground cover and one of the city's standard street trees for the thoroughfare.

   (ii) A sidewalk six (6) feet wide shall be provided adjacent to the parkway strip.

   (iii) Between the sidewalk and the building, there shall be a landscaped front yard area. This area should be attractively planted to contribute to an open boulevard character.

2. **Rear Yards** - all projects shall provide a planting strip with ground cover and screening shade trees adjacent to the rear property line. New construction adjacent to single family detached homes shall also provide attractive screening walls or fences (see Walls and Fences below, and the Design Guidelines).

3. **Side Streets** - shall be landscaped with deciduous shade trees at a maximum spacing of thirty-eight (38) feet on center in a row parallel to the curb; a spacing of thirty-two (32) feet is recommended.

B. PARKING

1. **Minimum Requirements** - Parking requirements should be flexible enough to accommodate different forms of residential and/or office development within the framework of the Specific Plan's development standards and design guidelines. Conformance with Specific Plan standards and guidelines for design of parking areas should be a condition of approval for building additions and use changes, as feasible, as well as for all new development:

   1) ***Business, Professional and Administrative Offices:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   2) ***Medical and Dental Offices:*** 1 space per 200 square feet (5/1,000 s.f.).

   3) ***Residences:*** 2 spaces per unit, except 1 1/2 spaces per studio. Covered spaces should not be required for residential use if surface parking areas include screening walls, fences and "orchard" shadetree plantings.

   4) ***Business, Technical, and Professional Schools:*** 1 space per 250 square feet (4/1,000 s.f.), or as specified by use permit.

   5) ***Clubs and Lodges:*** 1 space per 50 square feet used for assembly purposes.

   6) ***Convenience Retail:*** 1 space per 200 square feet (5/1,000 s.f.).

   7) ***Mixed-Use - Convenience Retail, with Residential or Office:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   8) ***Restaurant:*** 1 space per 50 square feet of seating area (20/1,000 s.f.). This is the same requirement as for restaurants over 1,5000 s.f. in the Retail and Service Clusters.

   9) ***Personal Services:*** 1 space per 300 square feet (3.33/1,000 s.f.).

   10) ***Banks and Financial Institutions:*** 1 space per 300 square feet, plus 1 space for each 200 square feet of lobby area, plus 3 spaces for each automatic teller machine.

   11) ***Business Services:*** 1 space per 400 square feet (2.5/1,000 s.f.).

   12) ***Commercial Recreation and Entertainment Uses:*** Per Zoning Code for particular use.

   13) ***Other Uses:*** Per Zoning Code.

2. **Surface Parking** - is permitted only within side and rear yard areas:

   (i) Surface parking areas shall be screened from view from thoroughfares by buildings, and from all other streets by attractive low walls or fences (see Walls and Fences below, and the Design Guidelines), trellis structures, and/or generous landscaping.

   (ii) Surface parking areas shall be landscaped to include at least one (1) deciduous shade tree per three (3) parking spaces, evenly distributed to shade the parking area.

3. **Garage Parking** - podiums that extend above grade shall not be clearly discernible; parked cars and ventilation grilles shall not be visible from public thoroughfares.

4. **Lighting** - shall conform to applicable City Standards. However, lighting shall not negatively affect adjacent residential uses:

   (i) Pole height shall be low enough so that the light source cannot be seen directly from adjacent homes; or,

   (ii) Luminaries shall be darkened or shielded on the side facing adjacent homes.

C. DRIVEWAYS

1. **Curb Cuts** - Curb cuts should be minimized. In general, the following standards should apply:

   (i) For projects requiring more than thirty (30) parking spaces, a maximum of two (2) curb cuts may be provided.

   (ii) For projects requiring less than thirty (30) spaces, only one (1) curb cut may be provided.

   (iii) No new curb cuts should be added without removing an equal or greater number of existing curb cuts.

2. **Width** - Driveway width should be kept to a minimum, consistent with needs for maneuverability and safety.

   (i) One-way driveways shall have a fully depressed width no greater than twelve (12) feet;

   (ii) Two-way driveways shall have a fully depressed width no greater than twenty-four (24) feet.

D. WALLS AND FENCES

1. **Height in Front Yard Areas** - shall not exceed three (3) feet, unless used to screen existing surface parking areas (new development is not permitted to locate surface parking in front yard areas). If used to screen parking, open, ornamental fences shall be a maximum of six (6) feet in height; walls shall be a maximum of three (3) feet above the surface of the parking area.

2. **Height in Side and Rear Yard Areas** - should not exceed seven (7) feet. Design Guidelines shall be followed for walls and fences adjacent to single family residential development.

E. SERVICE AREAS

1. **Views from Thoroughfares, Side Streets and Adjacent Residential Areas** - shall be screened by buildings, walls and fences, and/or landscape materials.

F. COMMON RECREATIONAL OPEN SPACE

1. **Residential Development** - A minimum area equal to ten percent (10%) of the occupied floor area of complexes at densities of sixteen (16) units per acre or greater shall be provided for common recreational use; this may be for a garden sitting area, barbecue pit, small pool or other use. (See City of San Leandro Zoning Code for additional requirements.)

2. **Office/Commercial Development** - A minimum area equal to two and one half percent (2.5%) of the gross floor area of buildings of twenty thousand (20,000) square feet or more shall be provided for passive recreational use, such as a garden sitting area.

DESIGN GUIDELINES

This section provides recommendations for renovation and new construction of individual buildings and architectural and landscape features within Transition Districts. The Guidelines address Building Massing and Building and Site Design. As illustrated by the Commercial Office and Residential Development Prototypes, the basic concept is to promote the type of "grand buildings on display" characteristic of boulevard streets. New office and residential mixed-use buildings should provide a variety of scale and detail, to add to their prominence on the thoroughfare as well as to their visual interest for those living and working within and adjacent to them.

I. BUILDING MASSING

A. GENERAL RECOMMENDATIONS

1. **"Notches" or Other Breaks in the Building Mass** - should occur every fifty (50) to seventy-five (75) feet along the frontage of large projects.

2. **Architectural Devices** - such as groupings of windows, regular placement of piers or columns, changes in materials, or variation in the roof line should be used to support articulation of building mass.

B. COMMERCIAL/OFFICE

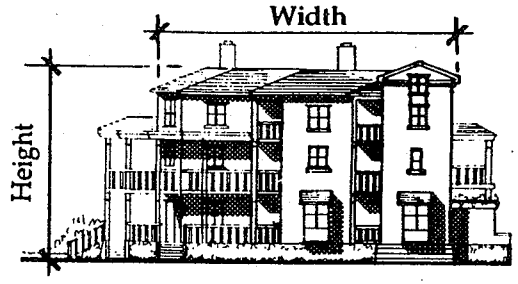
1. **Proportion and Form** - of office buildings should contribute to the visual effect of "grand buildings on display", as illustrated by the proportions diagram. The height of a major building mass should be roughly two thirds (2/3) its width. This will give larger buildings an overall form comprised of smaller, discrete components.

C. RESIDENTIAL

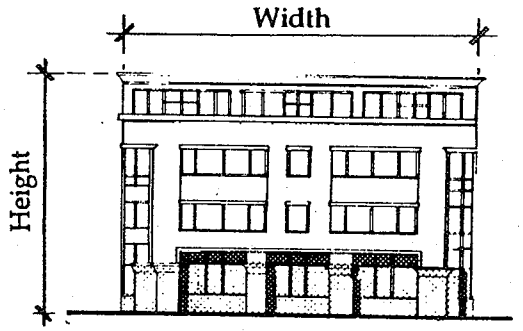
1. **Proportion and Form** - of residential development should be more finely grained than that of commercial/office development. In general, residential buildings should be based on a module that reflects the internal arrangement of dwelling units and provides relief to long building elevations. Residential buildings should also reflect the 2/3 height-to-width ratio recommended for commercial/office buildings.

PROPORTIONS

HEIGHT / WIDTH = 2 / 3



RESIDENTIAL CONSTRUCTION



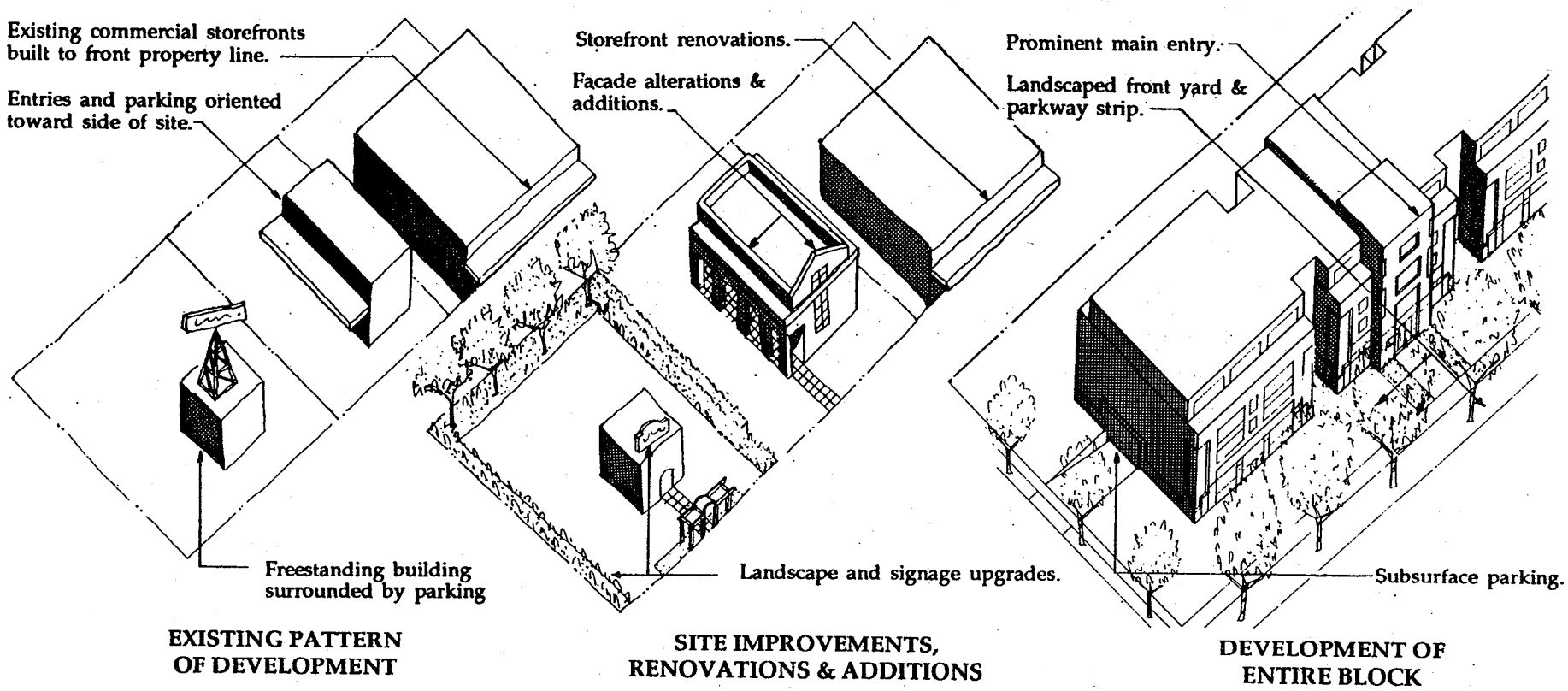
COMMERCIAL CONSTRUCTION

II. BUILDING DESIGN

A. GENERAL RECOMMENDATIONS

1. **New Buildings** - should be designed to present a strong, formal appearance along the thoroughfare frontage.

TRANSITION DISTRICT IMPROVEMENTS



2. **Facades Fronting Thoroughfares** - should provide the most interest in terms of general scale and detail, whether or not the principal entry to a building faces the thoroughfare. In particular, residential complexes should provide detail which adds scale and character indicative of residential use, including sills, flower boxes, lintels, special trim, balconies, dormers, turrets, and other architectural elements.

3. **Renovations of Existing Office or Retail Centers** - should improve the facade of each tenant space in accordance with the Design Guidelines for Retail and Service Cluster Buildings. As illustrated by the Transition District Improvement Diagram, office or retail centers may also improve facades by providing an arcade or attractive building canopy along the parking and thoroughfare sides of the building.

4. **Renovations of Existing Multi-Family Residential Buildings** - should present an attractive public

face to thoroughfares and highlight individual units with changes to the roofline and facade. This is particularly important for the "slab" apartment buildings constructed in the 50's and 60's, many of which are oriented perpendicular to the main thoroughfare.

B. ARCHITECTURAL ELEMENTS

1. **A Building Base** - should be provided for all new and renovated buildings. In general, the larger the building, the larger the base. The base is an important element of grand boulevard buildings, and should reflect the "auto-scale" of Transition Districts:

   (i) The base for a Transition District building may comprise the entire ground level, in contrast to Retail and Service Cluster Buildings where a pedestrian - oriented base of only one to three (1-3) feet is needed.

   (ii) A full ground level base may or may not be occupied by an active building use; the primary function of the base is visual, rather than functional.

   (iii) The base may be defined by architectural elements, such as piers, capitals and cornices, or simply by use of a different surface material for the first floor, depending on what is most appropriate for the style and scale of the building proposed.

2. **The Main Entrance** - in visual, if not functional terms, should always face the main thoroughfare. "Monumental" entry designs are highly recommended:

   (i) Double story entries and lobbies are recommended, as is use of special materials and architectural elements to frame the entry.

   (ii) In order to create an attractive entry design, the finish floor elevation of ground level uses may be increased up to five (5) feet above grade, provided:

   - earthwork or a detailed base screens the podium level, and;
   - a main entry stair/ramp is provided to access the thoroughfare sidewalk.

3. **Exterior Stairs** - shall be of a high quality design, preferably with posts, railing, risers, and treads that are attractively detailed and match the architectural style of the building. "Floating" concrete treads mounted on open metal stringers should not be used.

4. **The Shape of the Roof** - should emphasize the separateness of building masses:

   (i) Highly distinctive or unique roofs should only be used where they are stylistically consistent with the architecture of the building.

   (ii) The silhouette of residential projects should contribute to a residential image; for example, sloping roofs with dormer windows, chimneys, balconies, etc.

   (iii) Long expanses of uninterrupted roof line are strongly discouraged.

   (iv) All mechanical equipment, satellite receiving dishes, and television and radio antennas shall be concealed; internal attic

mounting, mounting on the rear yard side of buildings, or location in fenced or walled enclosures is preferable to rooftop locations.

5. **Side and Rear Walls** - visible to thoroughfares or side streets should be made visually interesting with windows or surface relief. Side and rear walls should be stylistically consistent with the architecture of the principal facade(s). Blank wall areas should be enhanced with surface relief, color/material changes, or other special treatments.

6. **Windows** - Windows should be grouped to reflect the primary building massing, and should add interest to wall surfaces:

   (i) Windows should not be flush with the wall of the building, but inset or projected to create shade and shadow (see Retail and Service Cluster prototype Illustrations, page 21).

   (ii) Lintels and/or sills are encouraged to add detail and interest.

   (iii) Framing and trim materials should be of high quality;

   (iv) Unfinished aluminum window frames should not be used.

   (v) Window renovations and additions are strongly encouraged to harmonize with those of the original structure, by matching the operating type (casement, double hung, etc.), size, shape, trim type, trim thicknesses and color.

III. SITE DESIGN

A. LOCATION OF BUILDINGS AND OPEN SPACE

1. **Formal Building Placement** - is recommended to promote a boulevard character of development.

   (i) Buildings should be centered on parcels with roughly equal side yard setbacks.

   (ii) Front building walls should always be parallel to the thoroughfare.

   (iii) A wide path or walk should be provided from the front sidewalk to the main building entry.

2. **Publicly Accessible or Visible Open Spaces** - for all site and/or building improvements and new construction, including parks, plazas, parking lots and yards, should be designed as attractive, high quality open space:

   (i) Landscaping and/or open fences should be provided where buildings are set back from the street; however, open yard areas should be visually accessible to passersby.

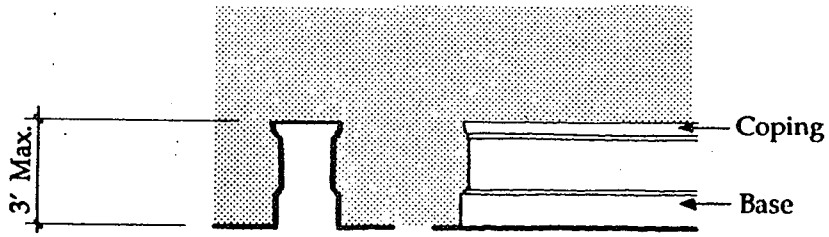
3. **Recreational Open Space Areas** - should not be located in front yard setback areas, or in sideyard areas adjacent to side streets.

B. LANDSCAPE ELEMENTS

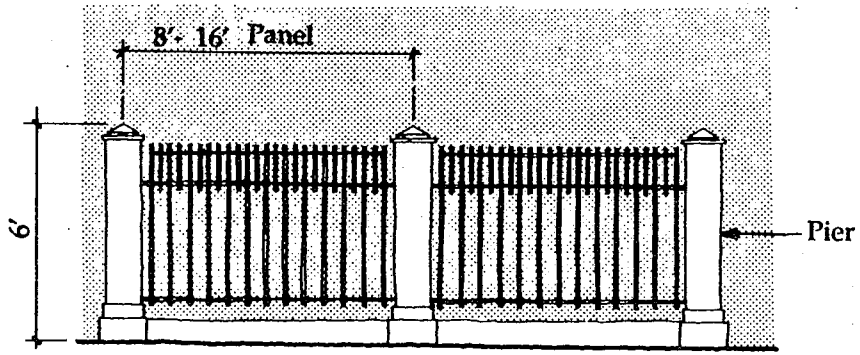
1. **Freestanding Walls and Fences** - should be designed to be compatible with the architecture of associated buildings. In the case of screen walls or fences adjacent to single family residential development, however, fences should relate primarily to the materials and style of adjacent homes.

   (i) Masonry and/or ornamental metal are recommended materials.

WALL AND FENCE COMPOSITION



LOW WALL



SCREEN FENCE

(ii) The surface of walls and fences should match and/or compliment that of the principal building.

(iii) Unfinished or unsurfaced concrete block walls are discouraged. Precast concrete is recommended.

(iv) All wooden fences visible from a public street should be painted or stained, preferably in a light color.

(v) As illustrated by the Wall and Fence Composition diagram, walls should have an attractively detailed coping and base. Ornamental metal fencing is more attractive if mounted on a masonry or concrete base.

(vi) Walls and fences should consist of regularly spaced panels no longer than four times the height of the wall, separated by vertical piers that extend above the wall or fence. Long expanses or unarticulated walls and fences are not desirable.

(vii) Metal or wood fences should include thick and thin pieces, with thicker ones surrounding the panel. Fenceposts and/or support columns may be emphasized for this purpose.

(viii) Wood fences should have support elements at least eight feet (8') on center and a concrete base and footing.

2. **Plant Materials Along the Thoroughfares** - should contribute to a harmonious and elegant boulevard character.

(i) Trees with open branching structures should be used. Deciduous trees are recommended;

(ii) Planting areas facing or visible to the thoroughfare should consist of a simple palette of plant species;

(iii) Highly individual and/or complex planting schemes should not be used in front yard areas;

(iv) Plant materials that exhibit annual or seasonal color are recommended to highlight special locations, such as main building entries, access drives, and courtyards.

3. **Plant Materials in Other Locations** - should be selected and placed to reflect both ornamental and functional characteristics.

(i) Deciduous trees should be the predominant large plant material used. They should be located adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter. Species should be selected to provide fall color, and to minimize litter and other maintenance problems.

(ii) Evergreen shrubs and trees should be used as a screening device, for example, along rear property lines, around mechanical appurtenances, and to obscure grillwork and fencing associated with subsurface parking garages.

(iii) Flowering shrubs and small trees should be used where they can be most appreciated, adjacent to walks, recreational areas, or as a framing for building entries, stairs, and walks.

C. PARKING AREAS

1. **Surface Lots** - should contain landscaping and architectural elements consistent with the architectural design of the main building and/or elements used elsewhere along the thoroughfare frontage.

(i) Space-defining architectural elements, such as arcades, trellising, columns, light standards, walls and railings, stairs and ramps, and plant materials, such as trees, climbing vines, arbors, and hedges, should be used to provide visual interest in parking areas.

(ii) Planting areas facing or visible to the thoroughfare should consist of a simple palette of plant species;

(iii) Highly individual and/or complex planting schemes should not be used in front yard areas.

(iv) Plant materials that exhibit annual or seasonal color are recommended to highlight special locations, such as main building entries or access drives.

AREA 3: RESIDENTIAL ENHANCEMENT DISTRICT

DESCRIPTION

The Residential Enhancement District (RED) is an area where housing is located directly upon a thoroughfare; where many houses are of a high quality and well maintained, but signs of low maintenance are also apparent; and where slightly higher densities of infill development would be appropriate.

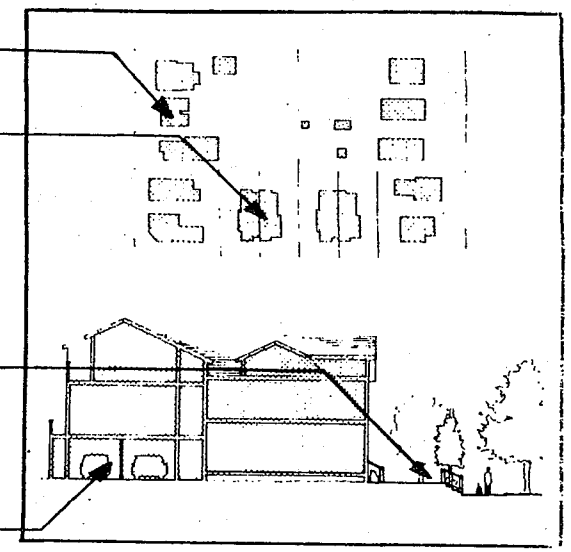
ROLE IN THE REVITALIZATION STRATEGY

Renovated and/or new housing in the Residential Enhancement District will buffer adjoining interior neighborhoods and add to a strong and pleasing residential character along the thoroughfare. The Guidelines promote a single-family residential character of building for multiple unit dwellings. As indicated by the Prototype Illustration, the scale recommended approximates that of the larger single-family houses present in the North Area today.

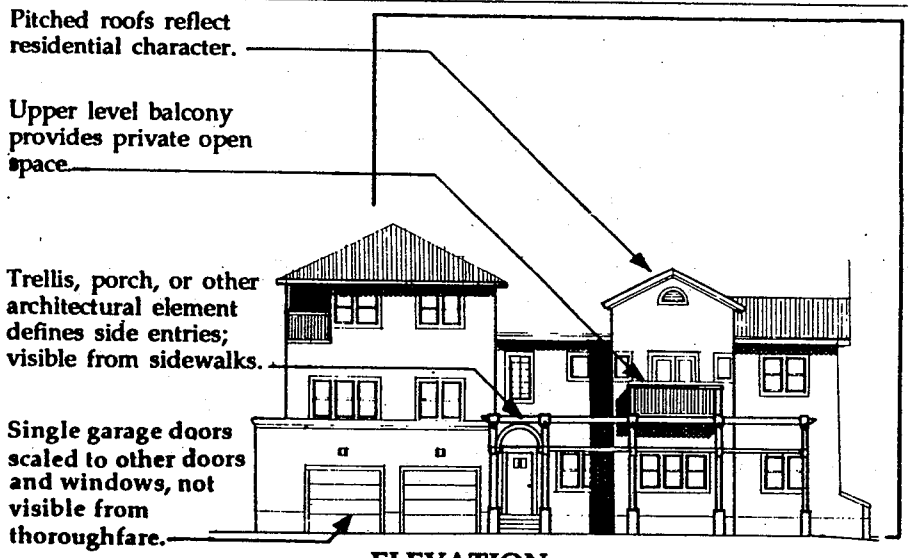
OVERALL BUILDING VOLUME SHOULD REFLECT THE COMPOSITION OF LARGER MANOR HOMES; WITH HOUSE-LIKE WINGS RATHER THAN ROWS OF REPETITIVE APARTMENT UNITS OR TOWNHOUSES. A MINIMUM OF FIFTY PERCENT OF SITES SHALL BE DEVOTED TO OPEN SPACE.

VARIETY IN UNIT FLOOR PLANS, AND ORIENTATION IS ENCOURAGED. ASYMMETRICAL PLAN ORGANIZATIONS ARE ENCOURAGED FOR VARIETY.

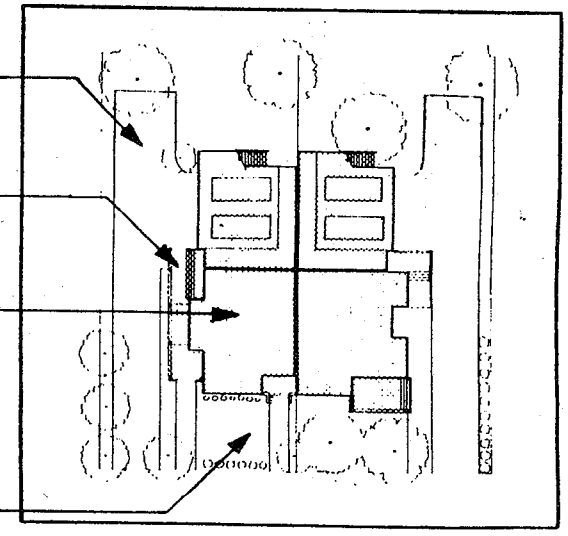
USE OF COMPLEMENTARY RESIDENTIAL ARCHITECTURAL ELEMENTS, SUCH AS COURTYARDS, PORCHES, BALCONIES, TRELLISES, AND BAY WINDOWS IS ENCOURAGED.



TYPICAL BLOCK PLAN/ SECTION



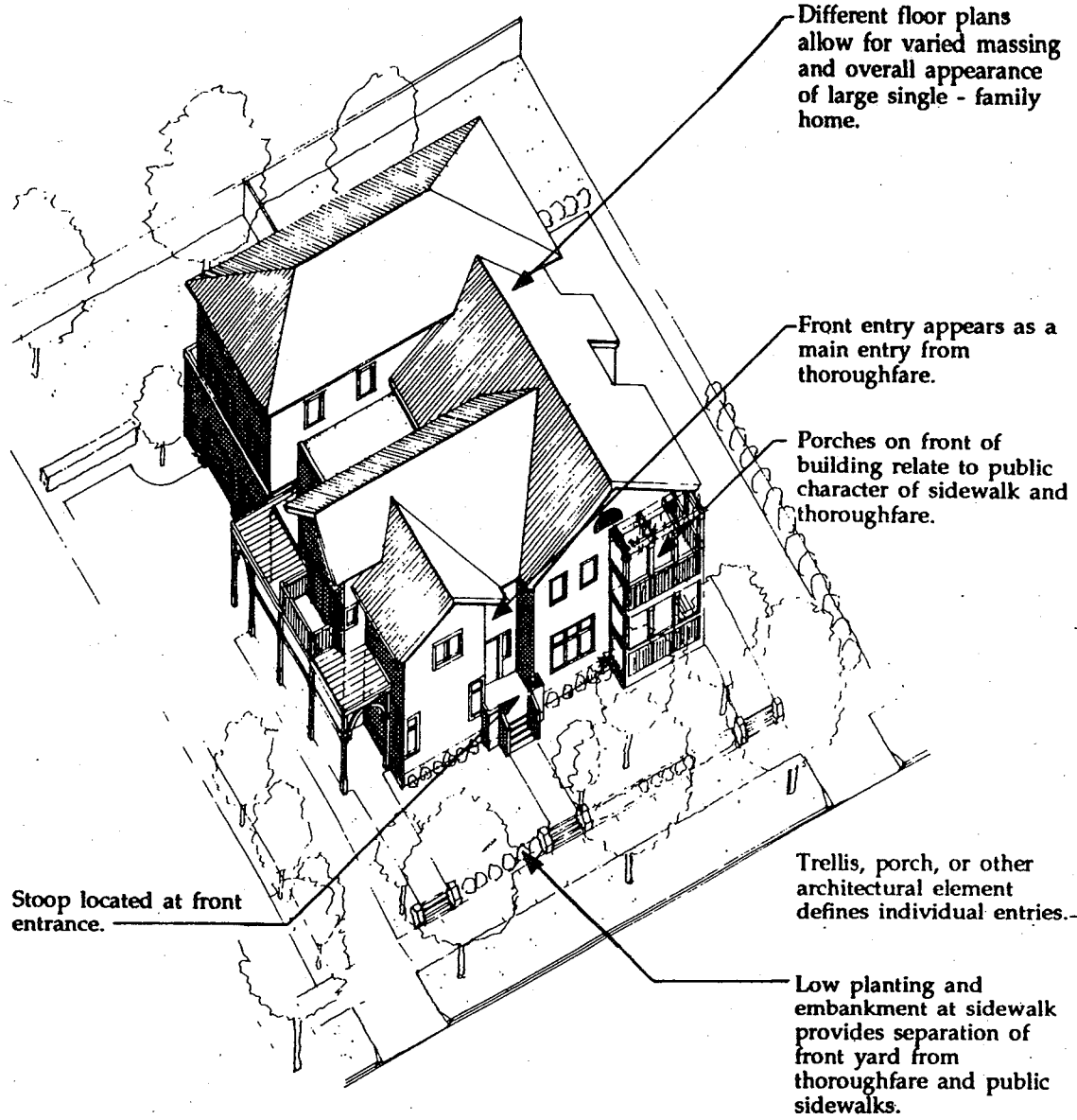
ELEVATION - FACADE COMPOSITION Side



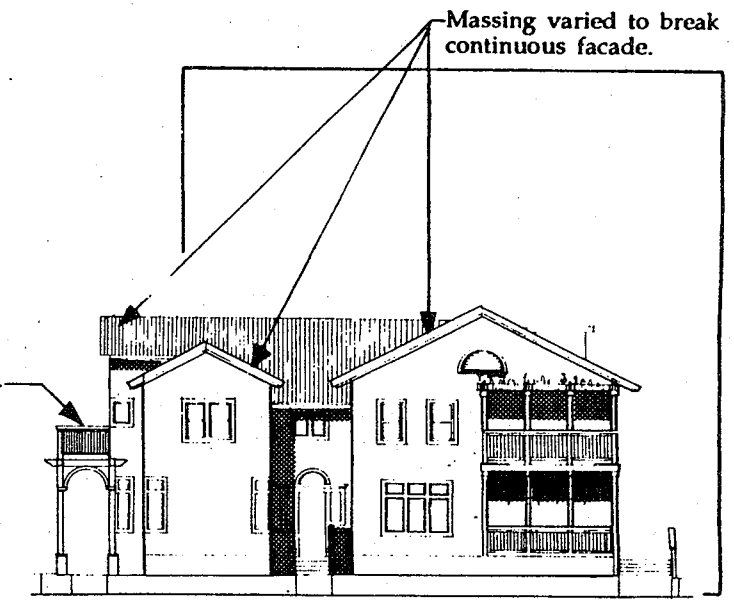
SITE PLAN

RESIDENTIAL ENHANCEMENT DISTRICT

PROTOTYPE ILLUSTRATIONS



AXONOMETRIC - BUILDING MASSING AND ARCHITECTURAL FEATURES - FOUR-UNIT PROTOTYPE



ELEVATION - FACADE COMPOSITION Front

RESIDENTIAL ENHANCEMENT DISTRICT

PROTOTYPE ILLUSTRATIONS

DEVELOPMENT STANDARDS

I. LAND USE

A. PERMITTED USES

1. **Residential** - up to sixteen (16) units per acre.

B. CONDITIONAL USES

The following uses may be permitted (except along Park Street), provided their form of development takes its cues from the residential character of adjacent neighborhood areas. The "architectural vocabulary" of non-residential development shall reflect the height, setbacks, siding, roofs, windows, doors and other features characteristic of residential development.

1. **Senior Citizen Residences** - up to twenty-five (25) units per acre.

2. **Nursing Homes, Convalescent Hospitals and Similar Residential Care Uses.**

3. **Other Uses** - determined by the Zoning Enforcement Official to be of the same general character as those listed above.

II. HEIGHT AND SETBACK

A. HEIGHT

1. **Maximum Height** - as measured from finished grade to the eave line or the top of the building wall: Two (2) floors or twenty-eight (28) feet.

2. **Exception** - to encourage roof profile variation, use of dormer windows and sloping roofs allows a height limit up to a maximum of three (3) floors, provided the eave line or top of building wall is no higher than twenty-eight (28) feet.

B. BUILDING COVERAGE

Coverage shall not exceed fifty percent (50%) of the gross parcel area.

C. FRONT YARD

1. **Minimum** - front yard setback shall be twenty (20) feet.

D. SIDE YARD

1. **Minimum** - side yard setback shall be the greater of:

   (i) One-half (1/2) the height of the building, or;

   (ii) Five (5) feet.

   (iii) Exception - "zero lot line" or "duet" residences may be permitted to have one side yard of zero (0) feet when physically abutting and attached to an adjacent residential structure on an adjacent lot. Such residences must have a minimum side yard on the other side of sixteen (16) feet, and should generally appear to be a single, large, residential building (see Design Guidelines).

E. REAR YARD

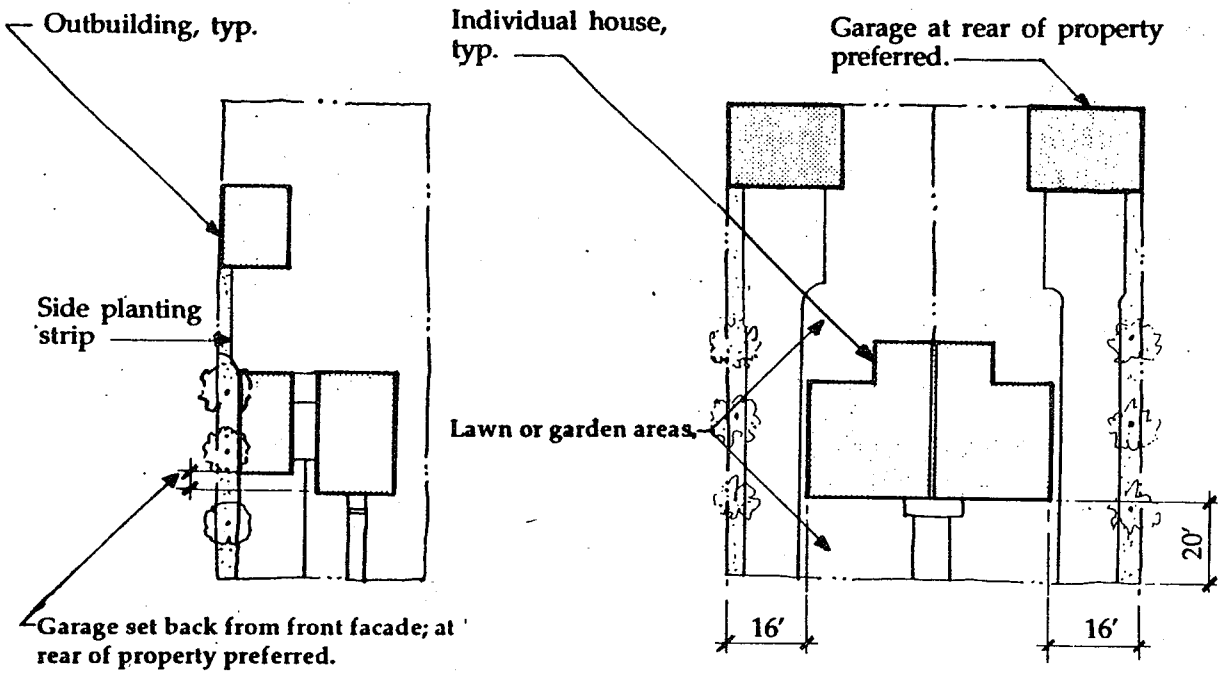
1. **Minimum** - fifteen (15) feet.

2. **Exceptions:**

   (i) Open air structures - such as trellises, patio covers, etc., may be constructed anywhere in rear yard areas up to a height of eight (8) feet.

   (ii) Enclosed patio structures - greenhouses, etc., may be up to ten (10) feet in height if set back

SITE LAYOUT



SINGLE FAMILY - DETACHED

SINGLE FAMILY - ZERO LOT LINE

a minimum of five (5) feet, and not located within eight (8) feet of side property lines.

(iii) Enclosed accessory buildings - including garages, may be constructed to side and rear property lines provided they reflect Design Guidelines for Garages.

F. GENERAL SETBACK EXCEPTION

1. **Roof and/or Cornice Overhangs** - may project into any setback area up to two (2) feet.

III. SITE IMPROVEMENTS

A. OPEN SPACE AREAS

1. **Minimum Area** - devoted to open space shall be fifty percent (50%) of the gross parcel area; a minimum of fifty percent (50%) of this area shall be pervious surface landscaped with shade and specimen trees, flower beds, and grassy areas. Gravel or crushed or colored stone is not recommended for front yard landscaped areas.

2. **Ground Level Access** - shall be provided to all ground level units in the form of a convenient connection to a public sidewalk, in addition to, or instead of walks from parking areas. This will help ensure continuity of new development with the character of adjacent residential neighborhood areas.

B. PARKING

1. **Minimum Requirements:**

Small, multi-unit residential buildings should be accommodated within Residential Enhancement Districts:

(i) ***Residential:*** 1 1/2 spaces per 0-1 BR unit and 2 1/4 spaces per 2 BR unit, with a minimum of 1 covered space and tandem parking permitted.

2. **General Standards:**

(i) Surface parking areas shall take up no more than fifty percent (50%) of the required open space area; i.e., no more than twenty-five percent (25%) of the gross parcel area.

(ii) Surface parking areas shall be landscaped to include at least one (1) deciduous shade tree per three (3) spaces, evenly distributed to shade the parking area.

(iii) Surface parking may not be located in the front yard setback area of new buildings. Surface parking may be located in side or rear yards which are screened from the thoroughfare or side street by shrubs and trees.

(iv) Paved parking surfaces shall be a minimum of five (5) feet from adjoining properties.

C. CURB CUTS

1. **Maximum Number** - of curb cuts for each new project shall be one (1), two-way curb cut, or two (2), one-way curb cuts.

D. SERVICE AND REFUSE STORAGE

1. **All Trash and Storage Areas** - shall be screened from public view.

DESIGN GUIDELINES

Residential Enhancement Districts will contain a mix of single-family and multi-unit residences. This section provides discretionary recommendations for new construction of individual buildings and architectural and landscape site features. The Guidelines address Building Massing, Facade Elements, and Site Design. The RED Prototype illustrates standards and guidelines for new multi-unit residential buildings. For preservation, renovation, or additions to existing single family homes, see the following section, "Residential Preservation Districts".

I. BUILDING MASSING

A. SINGLE-FAMILY HOMES

1. **Overbuilding of Sites** - should not occur. New detached single-family homes should be compatible with the district character of intimately-scaled, cottage style structures, with generous setbacks and lawn areas.

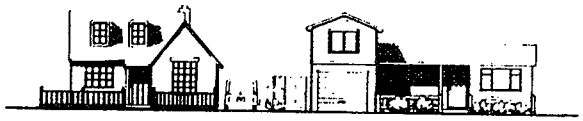
B. MULTI-UNIT BUILDINGS

1. **Large Houses or Mansions are the Model** - for new multi-unit buildings. The prototype illustrates the recommended approach:

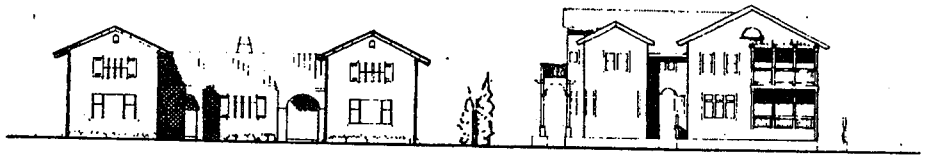
(i) Variety of Unit Types - variety between unit floor plans, configuration (two story or duplex) and orientation is encouraged. This will give buildings the variation common to a house, rather than the repetition common to apartment buildings.

(ii) Variations in Form and Massing- The overall mass of the building should provide the varied com position and facade variety of a larger home, rather than a "slab"

HOUSING TYPES & DENSITIES



LOW DENSITY - SINGLE FAMILY



LOW AND MEDIUM DENSITY - MULTI- FAMILY

HIGHER DENSITY - MULTI- FAMILY
(Seniors Housing Only)

of repetitive apartment cells, or a row of identical townhouses. Slightly asymmetrical plan organizations and a variety of space-making architectural elements, such as courtyards, porches, balconies, trellises and bay windows are encouraged.

C. ADDITIONS

1. **Prominent Original Architectural Characteristics** - should not be obscured by new additions. More recommendations for additions are contained in the next section, "Residential Preservation District".

II. BUILDING DESIGN

A. ENTRIES

The residential character of the district is strengthened by clear entry sequences, extending from the public sidewalk to the private front door (see Public/Private Transition diagram, page 68). The following are recommended:

1. **Low Fences and/or Entry Gates** - to define the edge between the public street and private residence.

2. **Main Building Elements** - such as front porches, porticoes, and stoops to create an attractive interface with semi-public front yard areas.

3. **Ornamental Lighting** - of entrance walks or paths to add attractiveness, safety, and security.

4. **Freestanding Landscape Elements** - such as trellises, arbors, and special landscape materials that add character to yard spaces and/or accent the entry sequence.

B. ROOFS

1. **New Roof Designs** - should complement qualities of roofs of neighboring residential structures, such as type (gable, hip,, etc.), slope, size, materials, and colors.

C. WINDOWS

1. **Design and Placement** - Recessed windows and built-up sills and trim should be used to create relief and texture. Color-anodized or painted finishes are recommended for aluminum windows. Colors should be coordinated with trim colors used elsewhere on the facade.

2. **Multi-Pane Windows** - should be used to add interest and a more intimate residential scale to large windows. Clear glazing is recommended. If tinted films are used for solar control, they should be applied properly to avoid an untidy appearance.

D. BUILDING MATERIALS

1. **Materials, Colors and Architectural Features** - should be compatible with the California bungalow and cottage style homes that predominate in the Residential Enhancement District. Artificial stone or other simulated building materials should not be used.

E. GARAGES

1. **Garages Should Not Dominate the Street** - The visual impact of garages on building facades and on overall neighborhood appearance should be minimized:

   (i) Garages should be set back a greater distance than the front of the residence.

   (ii) Location of garages and carports at the rear of properties is encouraged.

   (iii) Garages should be of the same architectural style as the main building.

   (iv) Use of one-car garage doors is encouraged.

   (v) Windows and/or additional architectural detailing should be used on garage doors to enhance their appearance and scale.

III. SITE DESIGN

A. WALLS AND FENCES

1. **Design** - Walls and fences should be designed to be compatible with the residential architecture of on-site and district buildings.

   (i) Along streets they should be open, low, and "neighborly".

   (ii) Lengths of fencing and wall panels should be divided into regular modules.

   (iii) Fences should include thick and thin pieces, with the thicker ones surrounding the panel. Fence posts and support columns may be emphasized and built up for this purpose.

in the Residential Preservation Districts is to preserve and maintain this character, through guiding repairs and other changes owners elect to make. New development is strictly limited to the existing height, size, setback, and density characteristic of the area today, as set forth in the City Zoning Code. Though not applied to the rest of the North Area's single family residential areas by this plan, RPD guidelines could apply to them as well.

DEVELOPMENT STANDARDS

I. LAND USE

A. PERMITTED USE:

1. **Single-Family Residential** - up to eight (8) units per acre, net roadways.

II. BUILDING ENVELOPE AND SITING

A. NEW CONSTRUCTION

1. **Demolition and Replacement** - of existing structures is strongly discouraged. New structures must replace the original building set backs and adhere as closely as possible to the original building massing.

The quality of adjacent residential areas

B. ADDITIONS

1. **Additions Shall not Encroach** - into front or side yard setback areas.

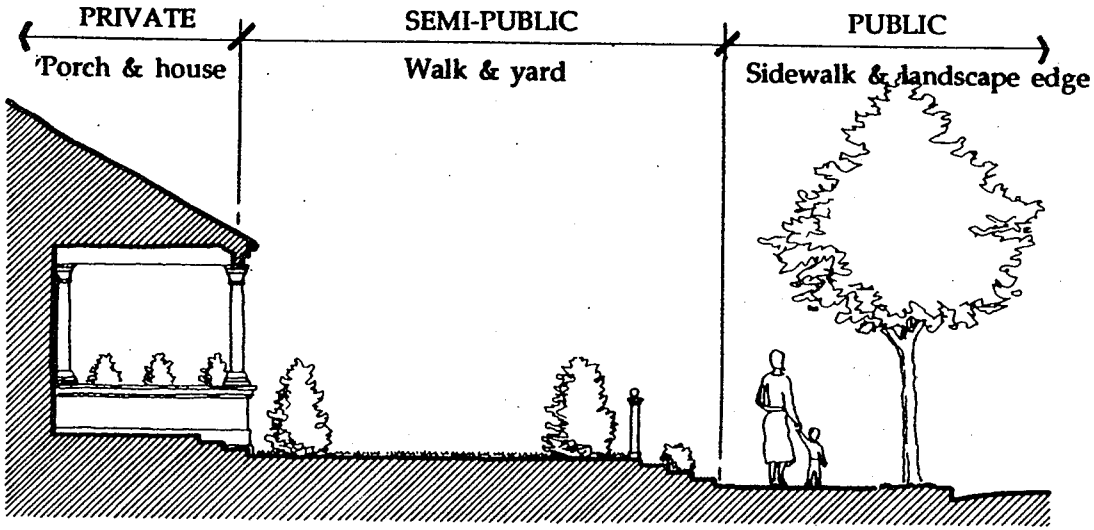
2. **Additions Shall not Exceed** - the height of the existing structure or an overall height of three inhabited levels, provided the eave line is at the second story; i.e., third stories must have dormer windows.

C. PARKING

1. **Minimum Requirements:**

   (i) *Residential:* 2 parking spaces behind the front setback line;

PUBLIC / PRIVATE TRANSITION



SECTION - PORCH, YARD & SIDEWALK

DESIGN GUIDELINES

While some additional guidelines are provided for the Residential Preservation District, guidelines for the Residential Improvement Districts generally apply. The Prototype Illustrations depict standards and guidelines for building and lot improvements.

I. BUILDING DESIGN

Recommendations for renovations in the Residential Preservation District are the same as those for Residential Enhancement Districts. (See the preceding section.) The following also apply.

A. WINDOWS

1. **Window Renovations and Additions** - should harmonize with those of the original structure; i.e., the operating type (casement, double hung, etc.), size, shape, trim, type, thickness, and color.

2. **Aluminum Replacements** - for wood windows should be of the same operating type as the original window. Sliding window replacements for double hung windows are not appropriate. Color anodized or painted, rather than bare aluminum finishes, should be used to match existing trim.

3. **Clear Glazing** - should generally be used. If tinted films are desired for solar control, proper application methods should be employed to avoid wrinkling.

B. ROOFS

1. **Roof Renovations** - should complement the existing residential structure. This may be accomplished by matching existing roof angles, materials, and colors. It is best to match the type of roof of the original structure (gable, hip, gambrel, etc.).

2. **Major Roof Alterations** - should not be visible from adjacent

streets. As illustrated by the Prototype Illustration - District Character sketch, major departures from the original roof form should occur only on the rear of the building.

II. SITE DESIGN

Recommendations for site treatment in the Residential Preservation District (RPD) are the same as those for the Residential Enhancement District.

BUILDING MATERIALS & COLORS

This section contains discretionary recommendations for material and colors for commercial and residential buildings. It addresses the following building features: roof, walls, base, glazing, trim, awnings and canopies. There are also some mandatory standards, noted as special conditions.

Materials and paint colors should generally be light in color to make the most of the quality of light in the region, and to accentuate shade and shadow detail. Dark earth tones are discouraged. However, dark or brightly colored accenting features (canopies, cornices, tile accents, etc.) are recommended. The use of a light (whites, pastels) dominant wall color, and two complementary colors for trim and ornament is recommended.

Well-trimmed roofing, light stucco walls, and divided lite windows

I. ROOF

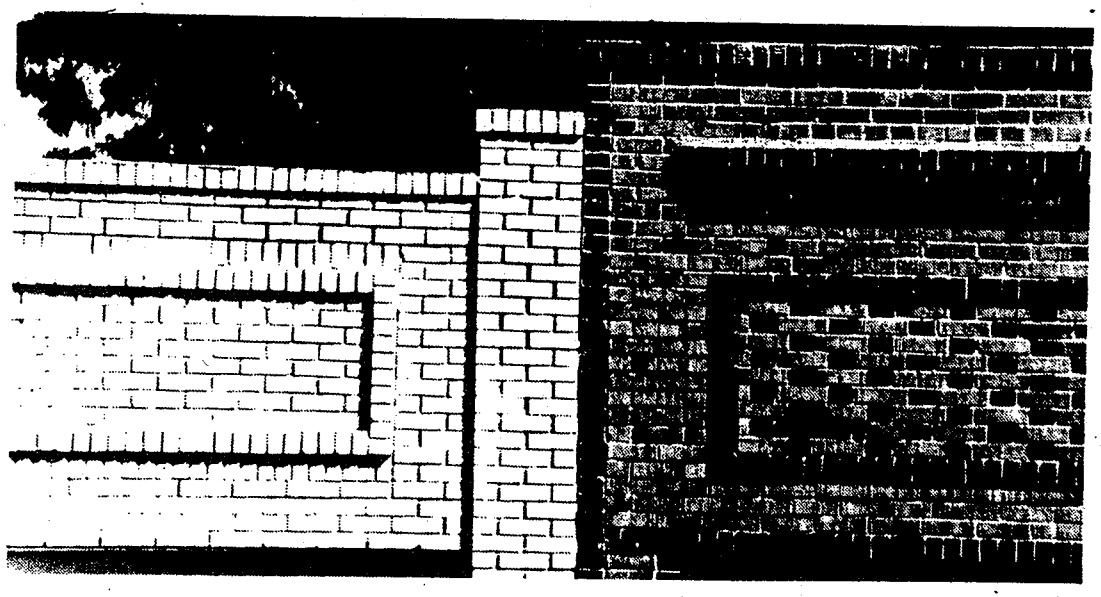
A. DESIGN GUIDELINES

1. **Clay or Concrete Tile** - The predominant type of material used for decorative roofs in RSC and RPD districts is a Spanish tile. A terra cotta or red clay color is recommended for all new unglazed clay or concrete tile roofs.

2. **Ceramic Tile** - Colorful glazed ceramic tiles are encouraged for decorative roof shapes, such as the tops of parapets, domes, and turrets in RSC Districts.

3. **Asphalt Shingles** - Asphalt shingles should be trimmed by a well-designed gutter/cornice. Where clay or asphalt tile is not feasible for decorative commercial roofs, black, dark grey, or dark green colors should be employed to distinguish them from the spectrum of colors and materials associated with residential buildings.

4. **Metal Seam Roofing** - is appropriate for commercial



Ornamental brick (pictured) and stucco are preferable surfaces for commercial buildings.

buildings, but generally not for residential buildings. Recommended finishes are natural, oxidized or anodized metal finishes (copper, steel, lead, aluminum, etc.), or painted finishes. Unfinished aluminum should not be used.

5. **Wood** - Wood shingles or shakes should not be used for commercial storefront buildings; these materials are more appropriate in a residential context; a non-combustible architectural grade of asphalt shingle is generally preferable to wood.

II. WALLS

A. DESIGN GUIDELINES

The palette of wall materials should be kept to a minimum, preferably two, such as stucco and tile, stucco and wood, or brick and tile.

1. **Stucco** - Stucco or cement plaster should be painted in shades of white or pastel colors (whites, grays, blues, or light yellows or beiges). Deep earth tones should not be used.

2. **Brick** - New brick veneer, whether tile or full size brick, must be mortared to give the appearance of structural brick.

   (i) Brick should be light in color, or painted.

   (ii) Red brick should not be used for large new commercial projects; its dark tone exaggerates building mass.

3. **Industrial Materials** - Exposed structural and galvanized steel is currently popular for storefront design. These types of industrial materials may be utilized for commercial storefronts provided RSC district guidelines for composition are followed.

4. **Wood Siding** - Shingles and shakes are not recommended for commercial storefronts; vertical or horizontal wood siding may be used when painted or stained in a light color (whites, grays, blues, or light beiges).

III. BUILDING BASE

A. DESIGN GUIDELINES

1. **Ceramic Tile** - is recommended for commercial renovations and new construction.

2. **Stucco Bases** - should project from the wall surface, or at least be separated from wall and/or pier surfaces by a reveal or sill.

3. **Simulated Finishes** - such as stucco stone should not be used.

B. SPECIAL STANDARD

1. **Brick and Wood** - may only be used for a base if the rest of the wall surface is of the same material; neither of these materials should be used alone.

IV. GLAZING

A. DESIGN GUIDELINES

1. **Clear or Translucent Glazing** - should almost always be used. Reflective glass shall not be used.

2. **Glass Block** - is recommended where both light and visual privacy are desired. Using glass block is one way to avoid expanses of blank, uninteresting streetfront walls.

3. **Tinting** - if desired, should be kept as light as possible. Green, grey, and blue are recommended tints. Brown or bronze tints are not recommended. If tinted films are used for solar control, avoid improper application resulting in a wrinkled or untidy appearance.

V. WINDOW MULLIONS AND TRIM

A. DESIGN GUIDELINES

1. **The Size of Window Mullions** - should be proportional to the glass area they enclose for both visual and structural effect; i.e., thicker mullions for larger panes.

2. **Windows Close to Passing Pedestrians** - should have highly detailed mullions.

3. **Aluminum Window Mullions** - should be painted, anodized, or "fluorocoated".

4. **Paint for Window Trim (Mullions and Frames)** - should consist of two complimentary colors that contrast the main wall surface color. For trim, one warm color (beiges, yellows and reds), and one cool color (grays, blues and greens) is recommended. Browns or muddy earth tones are discouraged. If a wall is painted a dark hue, a lighter color should be used on the trim. In all cases, contrasting or vibrant trim colors or accents in awnings, mullions, cornices, and other architectural details are recommended.

VI. AWNINGS

A. DESIGN GUIDELINES

1. **Fabric Awnings** - such as canvas and nylon are recommended, though vinyl materials that have a traditional fabric appearance may also be used.

2. **Metal Awnings for Commercial Buildings** - should utilize materials and finishes appropriate for a "main street" appearance. Care should be given to exposed edges, for example awning valences. Material

vulnerable to denting, such as bare aluminum seam roofing or flat sheet metal are not recommended.

3. **Awning Color** - should contrast the building wall. A vibrant hue coordinated with the window and wall trim is preferable. Solid colors are recommended. Subtle accents with piping or a narrow horizontal stripe may also be employed. The awning may contain lettering of the individual business name. (See Signs.)

4. **Permanently Mounted** - or non-folding structural frames for awnings should be attractive and "substantial" in design. They should be of decorative metals (brass, wrought iron, etc.) and/or painted or ornamentally designed to complement the building's architecture and visual interest.

5. **Maintenance, Repair, and Replacement** - of awnings should be prompt. Damaged, faded, or discolored awnings create a negative impression of the principal building, as well as the district overall.

VII. BUILDING CANOPIES

A. DESIGN GUIDELINES

1. **Awnings are Generally Preferable** - to building canopies. New construction or large, volume-enclosing building canopies covered with wood, metal, or asphalt shakes or shingles are not recommended for Retail and Service Clusters.

2. **Canopies Using Sloped or Curved Safety Glass** - with attractively designed and colored metal framing are preferred in order to minimize obstruction of attractive building facades.

3. **Horizontal canopies** - with continuous fluted or incised metal fascia may be used to complement the streamlined look of 1930's storefronts. Fascias should be painted to accent the wall surface. (See Signs for commercial signs which may be added to canopy overhangs.)

SIGNS

PURPOSE

Signs must be considered as more than just a way to relay information. It is also a means to enhance architecture and provide a positive link between buildings, streetscape, and open space. The standards and guidelines are intended to provide parameters for signs that may be as creative and varied as the uses they represent. The objective is not uniformity, but promotion of those characteristics that result in an attractive physical environment.

The City's zoning code provides means for amortization of non-conforming and obsolete signs. This Plan provides for use of amortization periods to remove existing signs which are not consistent with its goals and objectives.

USING THIS SECTION

Like other sections of the Standards and Guidelines, standards for signs are organized according to the four Revitalization Districts established for the North Area thoroughfares. One looks under the standards for the applicable district to see what types of signs are permissible, how large they can be, etc. Then, one looks under the guidelines for general design policies and more specific recommendations concerning the particular type of sign to be used.

DEVELOPMENT STANDARDS

I. RETAIL AND SERVICE CLUSTERS

A. PERMITTED SIGN TYPES

1. **Flush-Mounted or Painted Wall Signs** - shall comply with Sign Size requirements, below.

2. **Projecting Signs** - shall be permitted provided:

   (i) They are mounted leaving no less than eight (8) feet clear above the finished sidewalk grade, and extend no more than four (4) feet out from the main wall surface;

   (ii) They are not mounted on wall areas above the ground level, unless they are mounted on a parapet extension of a one-story building.

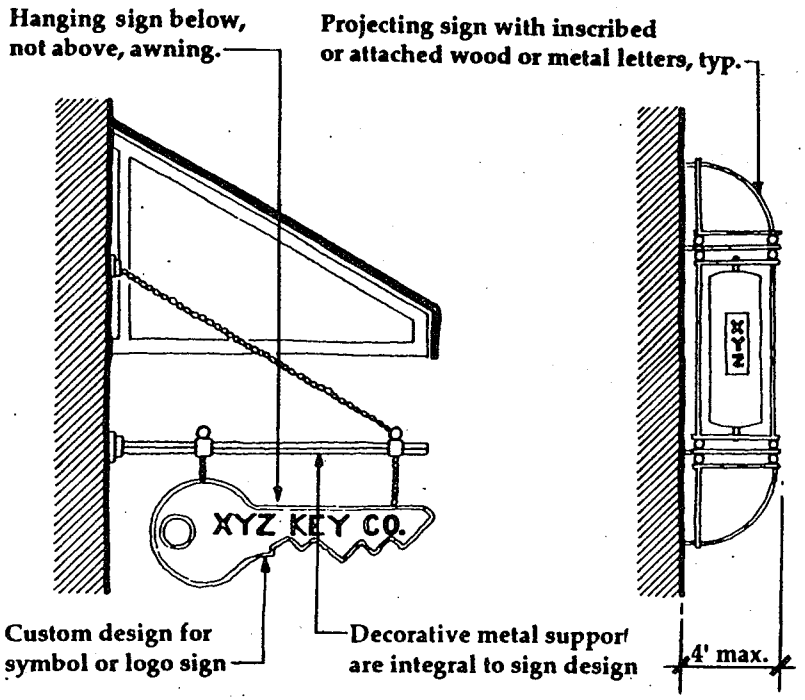
3. **Awnings/Canopies** - signs are limited to two surfaces and should not exceed fifty percent (50%) of the total awning/canopy area, excluding valances.

4. **Free Standing Signs** - such as pole-mounted and/or other forms of freestanding signs shall generally not be permitted within Retail and Service Clusters:

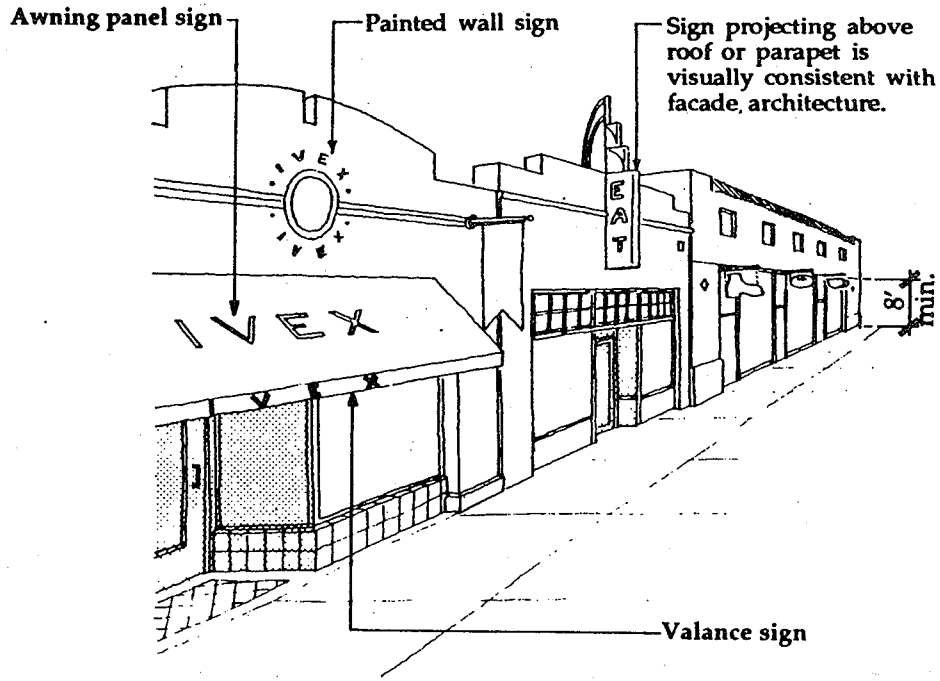
   (i) Exception: A tall sign may be installed to identify the RSC District on MacArthur Boulevard from the freeway. The sign should be mounted atop a distinctively designed column, or tower. The sign itself should be custom-designed, well-proportioned, well-lit, and identify the various uses in the Cluster below. This sign should be part of an overall sign program and architectural design. The sign should be an attractive landmark visible from I-580 (see illustration on page 79).

5. **General Standard** - in no case shall signs obstruct sight distance for vehicles or pedestrians.

RETAIL AND SERVICE CLUSTER SIGNS



PROJECTING SIGNS



TYPICAL VIEW FROM THOROUGHFARE

B. SIGN SIZE

1. **All Permitted Sign Types -** Maximum area for each permitted sign type, or any combination thereof, shall be one (1) square foot per one (1) linear foot of building wall, up to a total of one hundred (100) square feet per use.

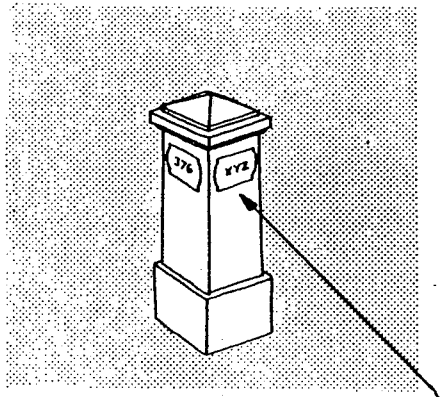
II. TRANSITION DISTRICTS

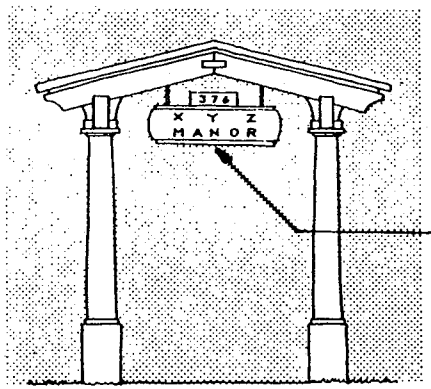
A. PERMITTED SIGN TYPES

1. **Flush-Mounted or Painted Wall Signs** - shall comply with Sign Size requirements, below.

2. **Projecting Signs** - shall be mounted leaving no less than eight (8) feet clear above the finished grade, and shall extend no more than four (4) feet out from the wall. Projecting signs may be located above the ground level in Transition Districts.

TRANSITION DISTRICT - RESIDENTIAL SIGNS



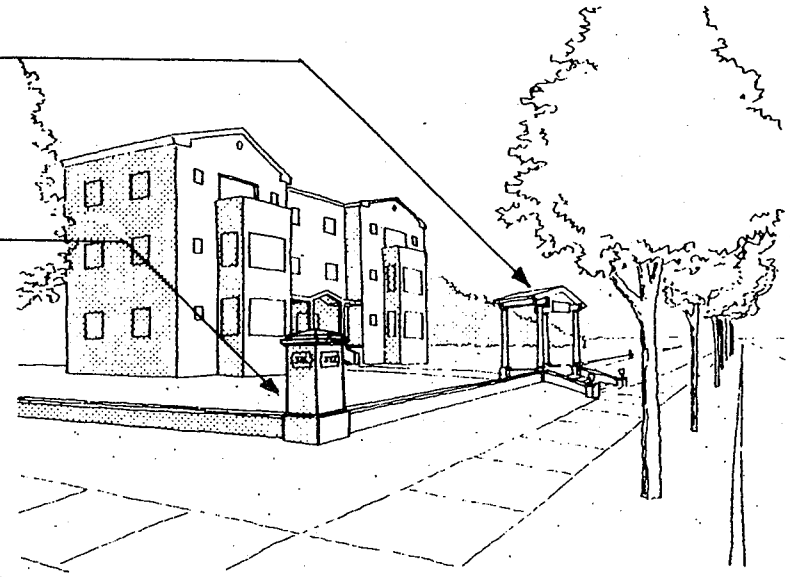


Gateway sign

Monument column sign at driveway or street corner.

Monument column signs with address/use.

Gateway sign with painted, or attached wood or metal letters, typ.



ARCHITECTURAL ELEMENT SIGNS

TYPICAL VIEW FROM THOROUGHFARE

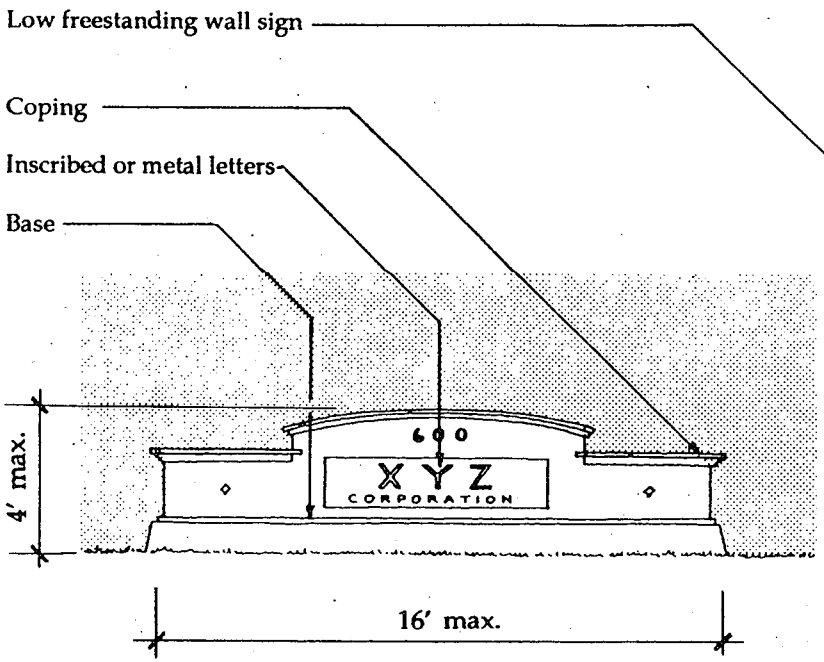
3. **Awnings/Canopies** - signs are limited to two surfaces and shall not exceed twenty-five percent (25%) of the total awning/canopy area, excluding valances.

4. **Freestanding Signs** - for new development projects shall be permitted adjacent to required landscape parkway areas along thoroughfares, according to the following:

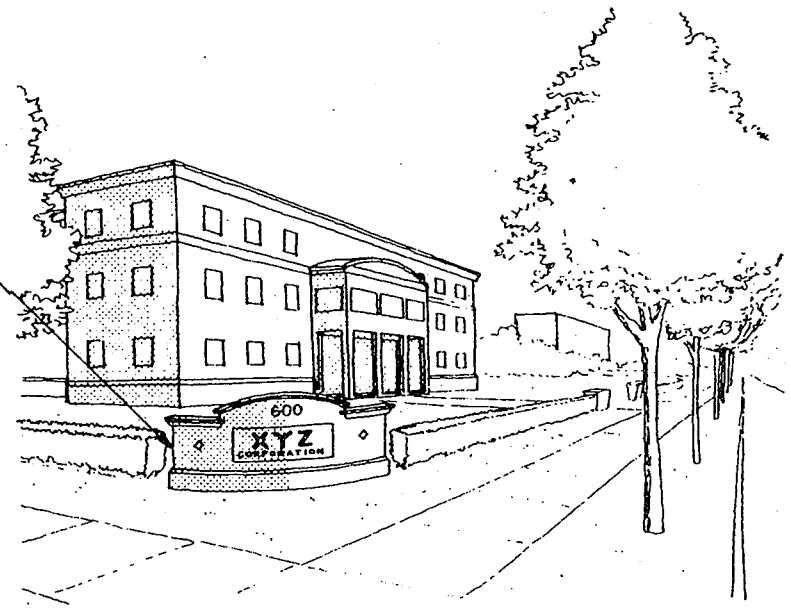
   (i) Free-standing, non pole-mounted, low wall signs shall be four (4) feet or less in height and sixteen (16) feet or less in width.

   (ii) Taller freestanding signs may be permitted if attached to walls, trellises, or similar architectural elements, and/or are stylistically related to the architecture of building(s) and/or other site features.

TRANSITION DISTRICT - OFFICE SIGNS



LOW WALL SIGN



TYPICAL VIEW FROM THOROUGHFARE

(iii) Column signs may be used; as illustrated, these shall be a maximum of eight (8) feet in height and three (3) feet in width.

(iv) Separate freestanding signs shall not be used to identify individual uses in multiple or mixed-use development projects; a single sign listing all uses, and/or the name of the overall development may be permitted. For renovation projects and/or upgrading existing signs, new freestanding signs may be installed, provided:

a) Existing freestanding signs not in conformance with the standards and guidelines of this section are removed, and;

b) The existing building is set back a distance of ten (10) feet or more from the front

property line, or 75% or more of the footprint of the existing building is outside of this setback area, and;

c) The sign is placed in a landscaped portion of this setback area; the sign shall not be placed within the public right-of-way and shall not be placed directly into concrete, asphalt, or any other paving surface.

5. **Combinations of Signs** - consisting of no more than two of the four sign types listed above are permitted per building, e.g., one flush-mounted sign and one freestanding sign.

B. SIGN SIZE

1. **All Permitted Sign Types** - Maximum area for each permitted sign type or any combination thereof, with the exception of Free Standing Signs, shall be one (1) square foot per one (1) linear foot of front building wall, up to a total of one hundred (100) square feet.

III. RESIDENTIAL ENHANCEMENT AND RESIDENTIAL PRESERVATION DISTRICTS

A. PERMITTED SIGN TYPES - Signs permitted in the Residential Enhancement District shall comply with requirements of the San Leandro Zoning Code applying to signs in residential districts.

IV. EXEMPTIONS

1. **Temporary Signs** - for sales and/or special events, and temporary construction signs, limited to a length of time determined by the City, shall be permitted.

2. **Permanent Signs** - Any sign identifying hours of operation, credit cards accepted, and other nonobtrusive information, limited to less than three (3) square feet.

V. SIGN MAINTENANCE

High levels of maintenance are essential if investment and reinvestment in the North Area is to be encouraged. Because signs are meant to be seen, maintenance of them is especially important.

1. **Paint** - Signs shall be retained in good condition, with touch-up or re painting as needed. Peeling paint should be replaced promptly.

2. **Repair** - Damaged signs and poles shall be repaired immediately.

3. **Illumination** - Bulbs and fixtures shall be replaced immediately if they burn out or are broken.

4. **Awnings** - Awnings that are damaged and/or faded shall be repaired or replaced promptly.

DESIGN GUIDELINES: ALL DISTRICTS

I. GENERAL

Signs should complement a building, not obscure it or detract from its appearance. Several general guidelines can help ensure a successful message and quality design.

1. **Architectural Style** - Style and general building proportions should be considered when choosing a sign type and location.

2. **Facade Location** - Signs should be located in areas of the facade originally designed to serve this function. Many buildings have incorporated a place for signs in the building design; on older commercial storefront buildings, this may be a recessed or framed area between the first and second floor.

   In buildings that lack wall recesses or other suitable wall surfaces, alternatives considered should include incorporation in awnings, windows, or projecting from the facade.

3. **Relationship to Architectural Details** - Signs should not cover architectural details or ornamental elements, such as moldings, piers and pilasters, arches, clerestory windows, and roof or cornice lines. To the extent possible, signs should use these kinds of details as a frame. Signs should also complement more major architectural elements, such as doors and windows.

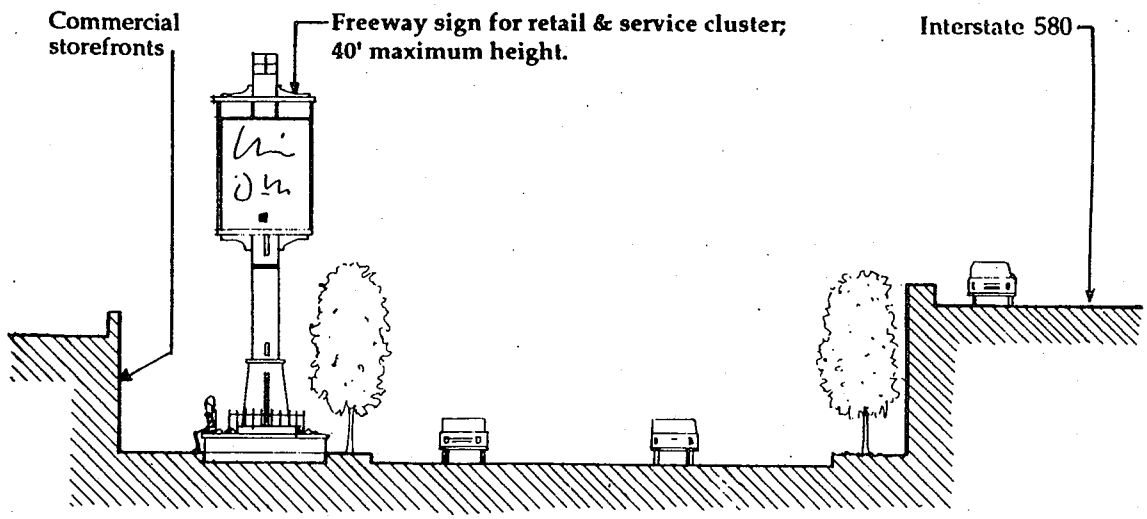
4. **Symbol, or Logo Signs** - Figurative signs shaped to reflect the silhouette of a particular object (such as a key, a menu, and the like) may be permitted if custom designed. These may be wall-mounted or freestanding, depending on the district, but should still reflect the guidelines for the specific sign type as listed in the following sections.

5. **"Canned" Signs** - Internally illuminated or "canned" signs are discouraged. They have a mass-produced appearance, a limited range of colors and lettering types, and because they are easy to hang, they tend to be used indiscriminately.

6. **Mechanical Signs** - Rotating or other types of mechanical signs should not be used, as they compete with one another for attention and are not complementary to a neighborhood or a boulevard character of development.

7. **Materials** - A successful sign depends greatly on the design and quality of its materials.

SPECIAL CONDITION



MACARTHUR BOULEVARD - RETAIL & SERVICE CLUSTER FREEWAY SIGN

Recommendations for materials are:

(i) Painted wood with individually mounted, scored, and/or painted letters;

(ii) Painted or anodized metal signs, with letters as indicated in (i), above;

(iii) Custom neon, either mounted on a painted board or "open" in front of storefront windows or transom wall panel areas, provided transformers are concealed from view;

(iv) Painted canvas awnings.

8. **Lighting** - recommendations are:

(i) Backlit (with lighting behind projecting lettering);

(ii) Top or bottom lit, with single or multiple spotlights (florescent tubes should not be used unless attractively concealed).

(iii) Flashing, blinking, or strobe lights should not be used.

II. FLUSH MOUNTED OR PAINTED WALL SIGNS

1. **Framing** - flush mounted signs should rely upon architectural details to frame the message and/or signboard.

2. **Relationship to Cornice or Roof Line** - Flush mounted signs should not extend above the cornice line or into or above roof areas, unless they function as an integral part of the roof design (see RSC Signs, page 75). For example:

(i) A sign board may extend above the cornice line if it is designed to function as a parapet in keeping with the style of the rest of the building.

(ii) A signboard may extend above an existing parapet in keeping with the style of the rest of the building.

(iii) Flush mounted signs should never extend above the eave line of a sloped roof.

III. PROJECTING SIGNS

1. **Proportion** - Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally oriented messages may be rectangular or square; however, if located below an awning or canopy, they should be slender with a proportion of at least 2:1, width to height (see Retail Service Cluster Signs, page 75).

2. **Relationship to Cornice or Roof Line** - Projecting signs should not extend above the cornice line or into the roof area, unless they are an integral part of a completely new facade design or a carefully detailed accent to existing architectural details or forms. Projecting signs should not extend above the eave line of a sloped roof.

3. **Structural Support** - Support structures for projecting signs should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports may also be appropriate if designed

to complement the sign; undetailed, standard size lumber should not be used. Unless designed as an attractive sculptural addition to the building, support structures for projecting signs should not extend above cornice or eave lines.

IV. AWNING AND CANOPY SIGNS

1. **Color** - Color combinations used for awning or canopy signs should be simple. In general, a single darker color should be used for the message and a single lighter color for the background, or the reverse. Subtle bands of color are appropriate for awnings, however, more complex patterns or textures should not be used.

2. **Location of Message** - The valance is recommended as the location for awning signs, with ancillary information on the panel above. Messages should not be located on the side of the awning because they appear as irregular projecting signs. Messages on canopies should be located on the fascia panel, not on signboards or other configurations that project above the fascia; the best use for canopies relative to additional signs is as a structure from which to hang signs for pedestrians.

V. FREESTANDING SIGNS

1. **Wall or Ground Signs** - Freestanding wall signs are recommended for new transition district projects. These should follow the Transition District Design Guidelines for freestanding walls and fences contained in the Landscape Elements section. Wall signs, or wall sign segments of longer wall sections may be a maximum of four (4) feet in height. Like walls and fences, they should have a base and coping, and incorporate the style and materials used for the main building.

2. **Monument Column Signs** - These types of signs are appropriate to mark driveways, walks, property corners and other specific points of interest. Freestanding monument ground signs should be of the same materials, and may also be constructed of pre-cast concrete. Vertical messages are recommended.

3. **Residential Enhancement/ Preservation District Signs** - Freestanding signs for small office and/or multi-family housing structures should be designed to reflect a residential character. Painted wood signs with small-scale lettering are recommended.

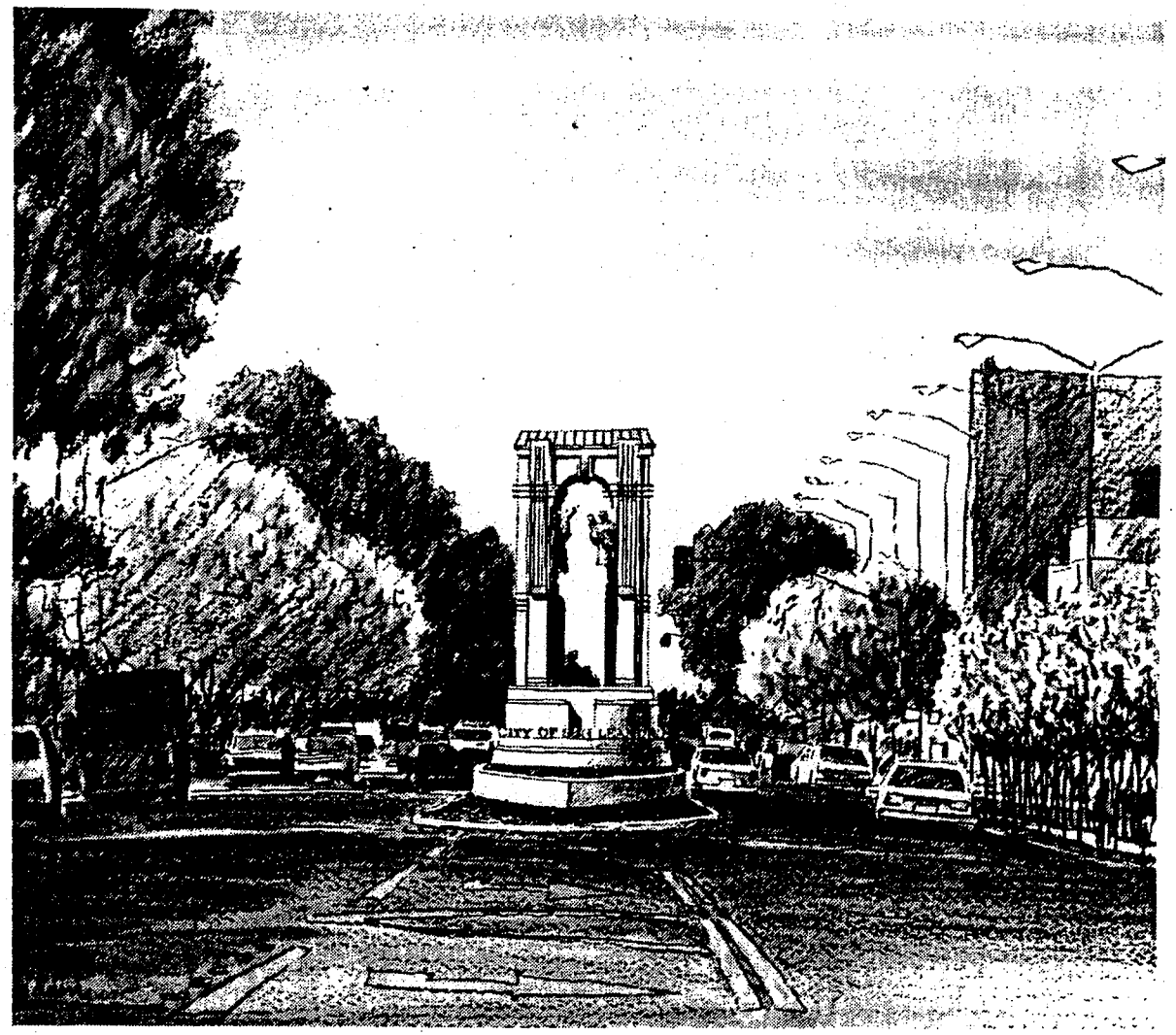
Chapter IV.

IMPLEMENTATION

INTRODUCTION

To make the North Area vision a reality requires a broad range of different actions that will extend over many years. The total effort will include some direct public investment, some joint public/private effort, and some purely private actions, all consistent with the goals of the overall program. The public actions will include some "carrots", such as direct public investment, design assistance, coordinating business and district promotion, and assistance in finding or retaining businesses that help meet program goals. There will also be some "sticks" or rules to assure that standards are adhered to and that things that go against program goals do not happen. These rules are important because private investment may not occur unless businesses and property owners know that others will meet the same standards and quality levels.

Public improvements, revitalization programs, financing approaches, the regulatory framework, parking policies, and the implementation time frame are discussed in more detail below.



NORTH AREA IMPROVEMENTS - EAST FOURTEENTH STREET ENTRY

TIME FRAME

The timetable for carrying out the North Area Revitalization Program is not date-specific. Precise dates for various implementation activities of the program are primarily a function of the budgeting process as resources are made available to support them. As a planning document, the North Area Specific Plan employs time frames which are related to and consistent with the general time frames found in the implementation strategy. That strategy is based upon the development of two, Three-Year periods and a third category for long-term, on-going actions. It builds on success of previous actions, rather than taking place at one time in order to promote efficient use of City resources. Based on the use of these three time frames, the implementation of the North Area Revitalization Program is as follows:

THE FIRST THREE YEARS

Develop the Regulatory Framework for the Revitalization Program

- Develop and use a process for interim project review pending final approval of the North Area Specific Plan. Continue this project review after adoption of the Specific Plan.

- Adopt this Specific Plan as a component of the General Plan and adopt a new Zoning Code with provisions to encourage and permit private development that carries out the Revitalization Program.

- Evaluate the Design Review capacity of the City and make necessary adjustments to continue high quality design.

- Develop, adopt and implement an industrial and commercial preservation ordinance (ICPO), paralleling the already adopted Neighborhood Preservation Ordinance, for the purpose of improving standards of property maintenance and eliminating unattractive and nuisance conditions.

Design and Construct Phase One of the Public Improvements

- Focus the first increment of public funding on improvements along East 14th Street and MacArthur Boulevard.

- Explore other funding sources both public and private to begin improvements to Victoria Park and Siempre Verde park.

- Coordinate other budgeted improvements to complement North Area Public Improvements. These include regular programs of work to improve sidewalks, curbs, gutters, street lighting and other beautification projects.

Develop and Implement Specific Revitalization Programs

- Establish and maintain a Design Assistance Program for Retail and Service Clusters and Transition Areas. This program will provide limited financial assistance for the application of building standards and guidelines during renovations and other building improvements.

- Establish a Market Strategy for the North Area. This includes coordination of business promotion for the Retail Service Clusters; promotion of the North Area to outside investors; and packaging development sites in key locations.

- Establish a Business Relocation and Recruitment Program.

- Establish a Business Development Program to provide technical assistance in the areas of retailing and business promotion.

- Implement a City Council Recognition Program to foster community pride and recognize the efforts of individuals and businesses in the North Area.

- Embark upon a publicity and special events program to expand beyond the local community. These programs will showcase progress and business stories within the North Area.

- Develop a plan for the improvement and development of City-owned facilities and City and privately-owned property in the Civic Center area. This plan should cover the area from San Leandro Creek to the southerly edge of the Dutton - East 14th Retail Service Cluster.

THE SECOND THREE YEARS

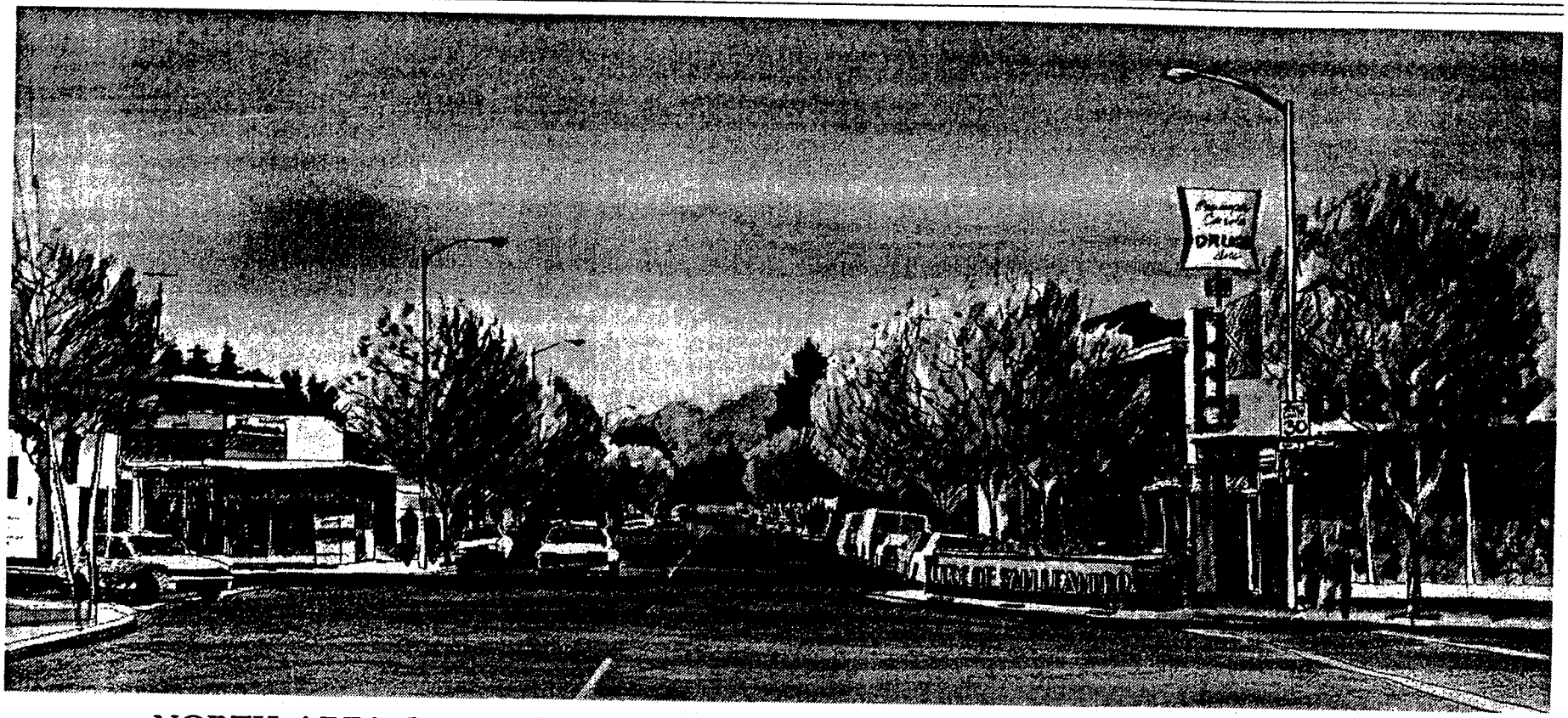
- Evaluate the effectiveness of the North Area Revitalization effort and redirect efforts as appropriate.

- Begin the construction and design of the Phase II Public Improvements. These improvements include Civic Center Rehabilitation, capital improvements related to parking needs, thoroughfare improvements to Bancroft Avenue and San Leandro Boulevard and other special improvement projects as outlined in the goals and Objectives of the Revitalization Program or as developed during the first three years.

ONGOING PROGRAMS

Once established in the first three year period, the following programs would be continued, subject to evaluation and redirection:

- Design Assistance
- Marketing Strategy
- Business Relocation and Retention
- Business Development
- Recognition Program
- Publicity and Special Events
- Yearly public improvements and maintenance programs authorized in the annual city budget.



NORTH AREA STREET IMPROVEMENTS - MACARTHUR BOULEVARD ENTRY

PUBLIC IMPROVEMENTS

The North Area, as an older part of San Leandro, was developed over several decades and was a substantially built up urbanized area prior to World War II. Public infrastructure and services in the area are substantially in place and no major additions or expansions are necessary other than increasing the water supply and fire flow in the area known as the Park Street island, between San Leandro Boulevard and Park Street. Although the basic public facilities are in place, some do need refurbishing and investment to assure they are kept commensurate with improved private property. Therefore, an integral component of the North Area revitalization program is the improvement and upgrading of specific portions of public property. For implementation purposes, these public improvements have been included in two separate Three Year Plans. Phase

One public improvements are projected for installation during the first Three Year Plan; Phase Two improvements are scheduled to occur within the second Three Year Plan. Funds for the Phase One improvements were budgeted in 1989-1990, primarily from City capital improvement funds and federal Community Development Block Grant (CDBG) funds. Private contributions for the Siempre Verde and Victoria Circle Park improvements have also been generated. Additional private contributions for those sites, and possibly for other programs, are anticipated.

Funding for Phase Two public improvements has not yet been established, pending more detailed estimates of improvement costs and establishment of priorities for the various possible projects. As these are completed, and possible funding sources identified, a more detailed Phase Two public improvement program will be established.

PHASE ONE IMPROVEMENTS

Phase One public improvements focus on the thoroughfares that are most visible and most related to private property improvement efforts - East 14th Street and MacArthur Boulevard. These public improvements include a program of extensive street tree planting, with appropriate irrigation systems, and two special City entry features to be erected near the Oakland/San Leandro corporate city limits, one for each street (see illustrations).

Other Phase One public improvements include enhancement and renovation of Siempre Verde Park and Victoria Circle Park. These park improvements will contribute to enhancement of the other two main thoroughfares, San Leandro Boulevard and Bancroft Avenue. Additional Phase One public improvements include the upgrading of the public right-of-way in the area of the Bancroft/Dutton Avenue retail cluster. These improvements consist of planting new street trees and use of decorative banners along the street to enhance the unique character of the area and to promote the area as a special place.

PHASE TWO IMPROVEMENTS

These improvements will focus on all four major street segments within the North Area - East 14th Street, San Leandro Boulevard, Bancroft Avenue and MacArthur Boulevard. They include design and construction of new City entry signs, additional street lighting along the west side of San Leandro Boulevard, replacement of broken curb, gutter and sidewalks, street resurfacing and restriping, decorative crosswalk treatments, and attractive median landscaping.

Phase Two may also include a major streetscape upgrading for East 14th Street in conjunction with improvements in on-street parking, and improvements and possible expansion of the Civic Center and adjoining public property in accord with the Civic Center area plan.

Also included may be realignment of the Park Street/San Leandro Boulevard intersection to improve traffic circulation and increase safety. Public improvements may also focus on the Peralta District and Park Street/San Leandro Boulevard area to include an upgrade of water supply in the area to support more intensive future development and fire suppression requirements, and also channeling existing street intersections to reduce use of Park Street by through traffic. Other public improvements, such as provisions for off-street parking (see next section "Parking Plan"), and additional street trees and landscaping may be completed plending availability of funds.

PARKING PLAN

The primary purpose of the parking plan is to use parking policies and standards as tools to achieve district revitalization. The North Area Specific Plan is concerned with revitalization of the North Area's four major thoroughfares, and in particular with concentrating commercial investment in "Retail and Service Cluster" districts. The Parking Plan supports this strategy by reflecting the following objectives:

1. *Establish parking requirements that are an incentive for new investment*

2. *Increase the utility of existing parking resources and the overall supply of parking as needed to accommodate relocated and newly-recruited businesses and new customers.*

3. *Control the design and configuration of parking facilities to promote a storefront shopping environment in Retail and Service Clusters and a boulevard appearance in Transition Districts.*

It is the intention of this Parking Plan that zoning approvals and requirements be consistent with all of the purposes of the Specific Plan. In making interpretations or determinations with regard to parking requirements, the Zoning Enforcement Official will make such judgements so as to encourage economic activity and property development consistent with the purposes of the North Area Specific Plan.

I. POLICIES FOR RETAIL AND SERVICE CLUSTER (RSC) DISTRICTS

PARKING REQUIREMENTS

Parking policy in RSC districts functions as an incentive for new commercial investment in two ways: First, requirements are reduced relative to what they are throughout most of the City. Second, greater flexibility is allowed in meeting them.

a) **Minimum Requirements.** Requirements reflect the shared trip and high-turnover characteristics of parking in a neighborhood-oriented commercial district, rather than the characteristics of parking in a shopping center. Requirements for rebuilding, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use (see "Converting Uses", below). District parking deficits that are the result of existing square footages should be addressed collectively at some point in the future, as district parking conditions require (see "Parking Improvements").

b) **Parking Options.** On-site parking is not the only option available to commercial uses for meeting parking requirements. In fact, the following options are preferable to new on-site parking unless provisions for sharing are made:

1) ***Lease arrangements for sharing parking*** in existing parking lots are permitted; banks are an example of a type of business that has on-site parking lots which may be underutilized during evenings and weekends. Evaluation of the feasibility of such arrangements shall be made by the Zoning Enforcement Official.

2) ***An in-lieu fee*** may be paid toward future development of public parking facilities. (See "In-Lieu Fees", below.)

IN-LIEU FEES

The in-lieu (impact) fee program pools fees for all RSC districts in the North Area. Fees are based upon a determination by the City Engineer of the estimated cost of providing a parking space, including land, construction (including lighting, landscaping, and necessary signage), and soft costs. A surface parking space requires approximately 325 square feet of area, including shared access drives and landscaping.

Fees go into an earmarked, interest-bearing fund to be used for construction of new district parking facilities when they are needed (see "Section II. Parking Improvements for RSC Districts"). Funds from all RSC districts are pooled because districts share a common trade area, the North Area neighborhood, and all are part of a coordinated revitalization strategy. What benefits one district has indirect benefits for the other districts and for the neighborhood as a whole.

Two aspects of the in-lieu fee program are essential to understand:

1) ***Funds are put toward development of shared district parking facilities.*** They do not result in a reserved parking space or spaces for those who pay the fee. Basic City parking requirements have been reduced to accommodate shared parking arrangements and facilities. Reserved parking conflicts with the objective of maximizing the utility of all parking resources.

2) ***In-lieu fees alone are not likely to pay the entire cost of new parking facilities.*** They will probably need to be matched with other funding sources. (See Section III. "Parking Implementation".) Although some RSC districts have a surplus of parking today, others have a deficit and could use additional parking in the near-term. Because they are intended to function primarily as an incentive, in-lieu fees are not expected to cover the cost of remedying existing parking deficits.

CONVERTING USES

Space may be converted from one use to another without additional parking provided both uses have the same parking requirements under the Zoning Code. For example, conversion from a retail to a neighborhood service use would not require additional parking.

Two of the most typical cases where additional parking would be needed are:

1) ***Converting a retail or service use to a restaurant:*** In-lieu fee, shared, or on-site parking is required based on the demand differential between the pre-existing use and the restaurant. For example, a 1,400 square foot retail use is converted to a restaurant: the parking required for the retail use would be 5 spaces (3.33 x 1.4 = 4.66). The restaurant would require 7 spaces (5 x 1.4 = 7). The restaurant must provide or contribute to a fund for 2 parking spaces (7 - 5 = 2).

2) ***Converting a residential use to a service or office use:*** In-lieu fee, shared, or on-site parking is required based on the demand differential between the pre-existing use and new residential. For example, a 1,000 square foot second floor apartment is converted to office: the parking required for the apartment would be two spaces. The same amount of office space requires 3 spaces (3.33 x 1 = 3). The office must provide or contribute to a fund for 1 parking space.

II. PARKING IMPROVEMENTS FOR RSC DISTRICTS

The five RSC districts in the North Area each have different mixes of businesses, arrangements and quantities of existing parking, and parking needs. This section evaluates each district and recommends improvements that address the two types of parking needed to support a successful commercial district - real supply and perceived supply.

REAL SUPPLY

Based on the levels of demand noted above for successful neighborhood-serving commercial districts (1 space per 300 square feet for retail/service/office uses; 1 space per 200 square feet for small restaurants), and existing supplies of on-street parking and public and private lots, it is estimated that:

- *The East 14th Street/Dutton Avenue Cluster* could have a parking deficit of up to 90 spaces. The parking resource is limited to on-street parallel parking and a small number of shared spaces in the alley behind businesses along the south side of the street.

- *The Bancroft/Dutton Cluster* has a parking surplus of approximately 70 spaces. The Safeway and public lots alone provide almost 160 parking spaces, creating a surplus of approximately 50 spaces for that particular block. At a parking ratio of 1 space per 300 square feet of retail floor area, this block could actually accommodate an additional 15,000 square feet of commercial development without any additional parking (50 x 300 = 15,000).

- *The Victoria Circle Cluster* has a surplus of approximately 5 spaces. The existing supply of on-street parking is generally matched to the likely future needs of this district.

- *The MacArthur/Durant Cluster* has an overall surplus of approximately 25 spaces. However, taken by itself, the main storefront block on the south side of the street between Durant and Broadmoor could have a deficit of up to 17 spaces.

- *The MacArthur/Creekside Cluster* could have a deficit of approximately 40 spaces. On-street spaces are the only source of parking.

These estimates reflect the demand levels that could exist once the districts are revitalized. In reality, parking demand for a commercial use is a function of sales, and today, for example, the East 14th Street district does not generate the level of sales that would result in a parking deficit of 90 spaces; however, it is likely that the district does have some level of deficit today.

PERCEIVED SUPPLY

The perceived supply of parking can be as important for attracting business as the actual number of parking spaces. For example, when a street is restriped from parallel to angled parking the perception of district parking accessibility increases as well as the actual number of parking spaces. Not only are parking spaces more visible but the configuration is an invitation to park. This is good for business.

Surface parking lots provide additional examples: A shady lot is more likely to attract people than an unshaded one on a hot, sunny day. One that is illuminated is more attractive to customers at night than one that is not. Lots that are difficult to find, or are far from businesses will not be used as readily. An assessment of perceived supply indicates:

- *East 14th Street/Dutton:* The width of the street and its level of traffic tend to separate one side from the other. On-street parking is visible, but access in and around the district to available parking spaces and businesses is difficult, especially on the east side of East 14th Street. If a space is passed one must circle a long residential block; for example, Dutton to Maple to Oaks and back to East 14th Street. If a space is not found, the most likely options are to park on an adjacent residential street or not stop to patronize the district at all.

  The alley on the west side of East 14th Street makes businesses there more accessible for those already familiar with the area, though the parking supply is still limited.

- *Bancroft/Dutton:* Parking is plentiful, but not inviting. The Safeway and public lots create a vast expanse of asphalt, and the location of Safeway on the opposite side of the lot from storefronts along Bancroft and Dutton reduces the likelihood of shared patronage; i.e., of Safeway fulfilling its potential as an "anchor" for the district.

  The parking area in the block bounded by Oakes and Arbor consists of two unconnected areas which are poorly laid out and unattractive; the asphalt is old and patched, there are no trees for shade, and overall its appearance does not match the quality of adjacent homes and businesses.

- *Victoria Circle:* Parking is easy to find, though parallel parking on the curve is somewhat difficult, especially for older drivers.

- *MacArthur/Durant:* Parking availability and circulation is very limited for the main storefront block, between Durant and Broadmoor.

- *MacArthur/Creekside:* Parking is limited, and traffic speeds along this segment of MacArthur make parking on the north side and crossing to businesses on the south side unpleasant, if not hazardous.

PROPOSED IMPROVEMENTS

Parking improvements proposed for RSC districts reflect the following policies:

1. *Improvements should enhance both real and perceived supply.*

2. *Shared lot arrangements should be established or facilitated wherever possible; most RSC areas do not have a supply problem as much as a utility and distribution problem.*

3. *To minimize visual impacts and disruption of commercial frontages, new lots should be off the main thoroughfares; they should be distributed throughout the cluster, rather than concentrated in a single location; and they should incorporate attractive design features and landscaping that complement the image of the district.*

4. *Parking structures should be used when parking opportunities are constrained by land availability or negative impacts on adjacent commercial or residential fabric; if located on a thoroughfare they should always include first floor commercial uses.*

Improvements proposed are listed in order of their feasibility and/or need relative to the characteristics of each district (see "Parking Improvements"). Unless indicated otherwise, these parking facilities would be needed only

when the effects of the revitalization effort are well underway.

1) **East 14th/Dutton** - Improvements focus on increasing the supply and enhancing the appearance of parking. In order of priority, they are:

   #1 - A New Surface Lot behind stores between Oaks and Dutton Avenue could supply up to 44 additional parking spaces and provide through-block circulation, keeping traffic from needing to circle adjacent residential streets. This would require assembly of portions of 5 parcels and removal of 3 existing buildings. This lot would be desirable in the near term.

   #1 - Renovate the Alley on the west side of the street so that it enhances the image of adjacent businesses; drainage improvements, resurfacing, and additional amenities such as trees and lights could be included. These improvements would be desirable in the near term.

   #1 - Restripe Lot at the corner of Euclid for additional efficiency if it is possible to negotiate a shared arrangement with the landowner.

   #2 - A New Surface Lot/Structure could be developed on the site of the existing hamburger stand at Cherrywood. Up to 12 spaces in excess of those needed to serve the frontage could be provided. A small, 2-level parking structure with ground floor retail could be built to provide more parking for the district; a net gain of approximately 35 spaces could be possible.

   #3 - Restripe East 14th Street for angled parking if at some point in the future Caltrans relinquishes the right-of-way and traffic levels permit it. Throughout the four-block length of the district, this could provide up to 50 additional parking spaces.

   #4 - A Shared Structure with two levels behind the office building at Euclid Avenue could provide a net gain of up to 100 spaces for the district. Access from Dutton Avenue would create additional through-block circulation, but would require acquisition and removal of an existing single-family house. However, negotiating a shared parking arrangement for the existing surface parking in evenings and on weekends should be considered before giving serious consideration to a structure in this location. Because this lot is somewhat removed from the majority of the district's businesses, it is not as high a priority as #1 or #2.

2) **Bancroft/Dutton** - Improvements to this cluster focus on enhancing the accessibility and amenity of existing parking resources. In order of priority, they are:

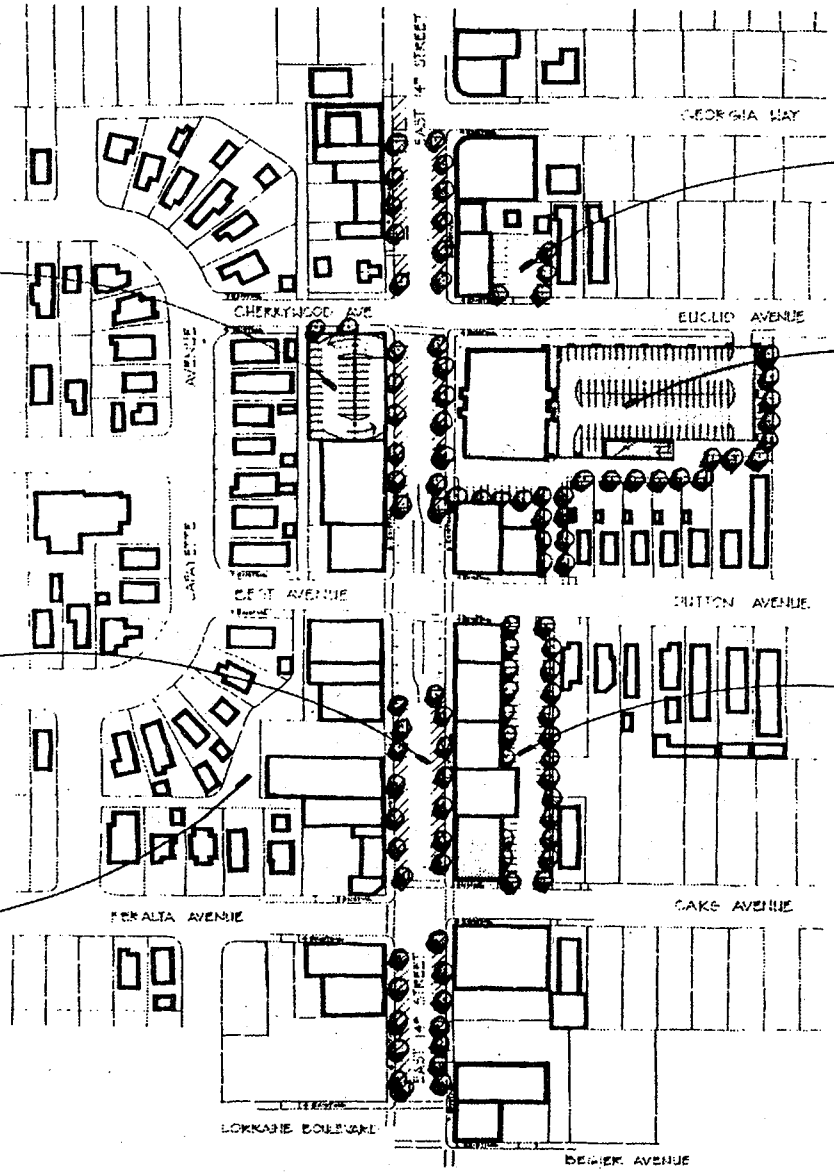
   #1 - Restripe Bancroft for angled parking between Safeway and Oakes Boulevard, if traffic movements permit.

   #2 - Renovate Surface Parking in the Oakes/Arbor block; lighting, resurfacing, and interior circulation connections. Shade trees and decorative wall/fence to buffer adjacent homes.

   #3 - Restripe the Existing Public and Safeway Lot(s) for additional spaces and circulation efficiency; additional shade trees and lighting as needed.

   #4 - Corner Retail Parking should be maximized to accommodate new or relocated businesses as part of development of this site.

Dutton Cluster



Parking Lot Structure (#2)

- ACQUIRE SITE FOR REUSE & PARKING
- INTERIM SURFACE PARKING LOT W/ DECORATIVE WALL/FENCE
- NEW RETAIL SPACE - 8400 SQ. FT. & 2½ STORY PARKING STRUCTURE W/ 58 PARKING SPACES
- REQUIRES DEMOLITION OF 1,200 SQ FT. RESTAURANT
- NET COMMERCIAL GAIN 4,200 SQ. FT.
- NET PARKING GAIN OF 30 SPACES

Restripe East 14th (#3)

- 45° ANGLED PARKING
- INCREASES PERCEIVED SUPPLY
- NET GAIN OF 50 SPACES

Renovate Alley (#1)

RESURFACE EXISTING ALLEY

Restripe Lot (#1)

- RESTRIP EXISTING LOT FOR ADDITIONAL 9 SPACES
- COULD BE PUBLIC OR PRIVATE ACTION

Shared Parking Structure (#4)

- 2 STORY PARKING STRUCTURE W/206 SPACES
- NET GAIN OF 102 SPACES
- DENSE SHADE TREES SCREEN ADJACENT EXISTING RESIDENTIAL DEVELOPMENT
- CITY CONSTRUCTS, SHARES/ W/ EXISTING BUILDING

*NOTE: POTENTIAL TO SHARE EXISTING SURFACE PARKING ON WEEKENDS/ EVENINGS

- ALTERNATIVE ACCESS ON DUTTON-(REQUIRES DEMOLITION OF 1 SINGLE FAMILY HOME)

Surface Lot (#1)

- PARKING LOT W/ 65 SPACES
- REQUIRES DEMOLITION OF 3 COMMERCIAL BUILDINGS TOTALING 3,750 SQ FT.
- NET PARKING GAIN OF 44 SPACES
- PROVIDES THROUGH BLOCK 'ALLEY' ACCESS
- NEW RETAIL SPACE ON EXISTING UNDER-UTILIZED PARCEL - 4,800 SQ. FT.
- NET RETAIL GAIN FOR BLOCK - 1,050 SQ FT

0 50 100 200

EAST 14TH/DUTTON

PARKING IMPROVEMENTS

Dutton Cluster

Safeway Expansion (#5)

- EXPANED MARKET 45,000 SQ.FT. W/200 PARKING SPACES, 109 ON ROOF & 91 @ GRADE
- 180 SPACES REQUIRED @ 1:250 W/ 20 SURPLUS
- NET GAIN OF 21,875 SQ.FT.
- EXISTING MARKET 23,125 SQ.FT. W/109 PARKING SPACES
- 93 SPACES REQUIRED @ 1:250 W/ 16 SURPLUS
- WALK THROUGH CONNECTS MAIN SAFEWAY ENTRANCE W/ REST OF CLUSTER

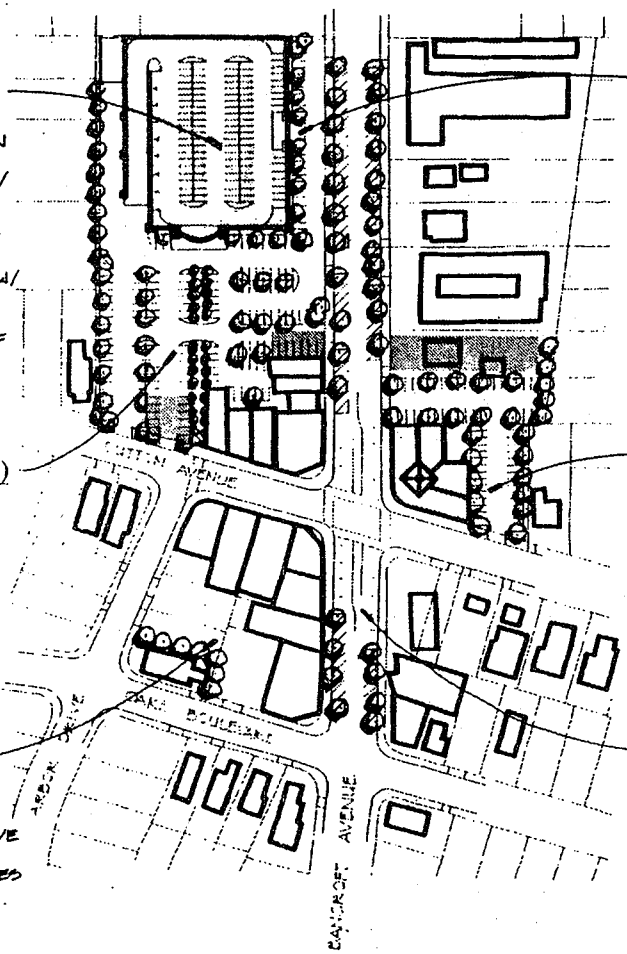
Restripe Surface Lot (#3)

- EXISTING SPACES - 49
- PROPOSED RESTRIPING FOR 73 SPACES (24 ADDITIONAL)
- EXISTING RETAIL 17,510 SQ.FT.
- 58 PARKING SPACES REQUIRED W/ 15 SURPLUS

*NOTE: TOTAL BLOCK SURPLUS PARKING - 55 SPACES, PERMITS AN ADDITIONAL 5,070 SQ.FT. OF RETAIL SPACE (SHADED AREAS)

Renovate Surface Parking (#2)

- ADD SHADE TREES & DECORATIVE WALL/FENCE TO BUFFER & BEAUTIFY FOR ADJACENT HOMES



WALK INTEGRATES SAFEWAY W/ SIDEWALK & STREET

Restripe The Circle (#1)

- LANDSCAPED MEDIAN AS PART OF VICTORIA CIRCLE REDESIGN
- 45° ANGLED PARKING
- INCREASES PERCEIVED SUPPLY & PROVIDES SPACES TO BALANCE RATIO OF DEMAND / SUPPLY

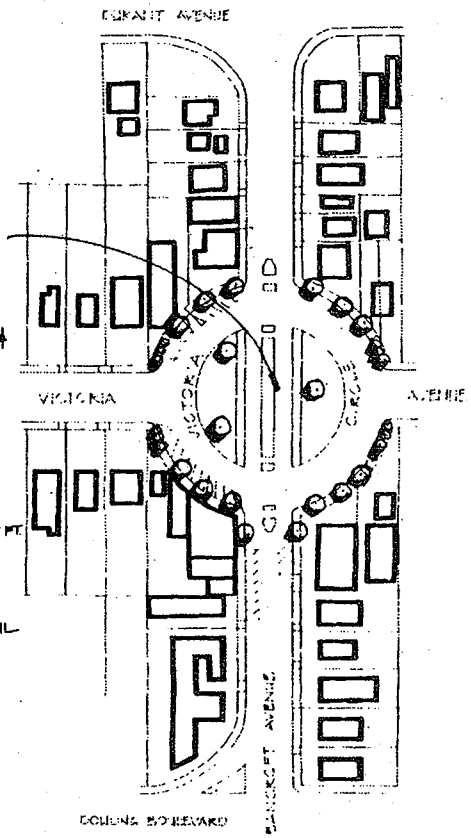
Corner Retail (#4)

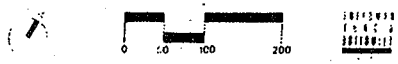
- PROPOSED RETAIL SPACE 8,675 SQ.FT. W/63 PARKING SPACES
- 50 SPACES REQUIRED W/33 SURPLUS SPACES.
- POSSIBLE SHARED PARKING OR ADDITIONAL 8,350 SQ.FT. OF RETAIL SPACE (SHADED AREA)

Restripe Bancroft (#1)

- 45° ANGLED PARKING
- INCREASES PERCEIVED SUPPLY
- NET GAIN OF 27 SPACES

Victoria Circle





BANCROFT/DUTTON AND VICTORIA CIRCLE

PARKING IMPROVEMENTS

Creek Cluster

Nursery Site:

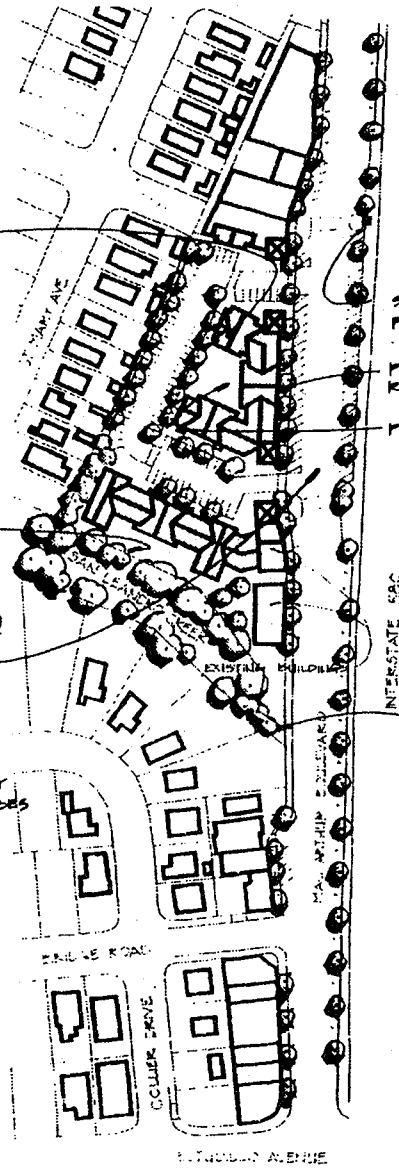
Creekside Retail (#2)

- 25,000 SQ FT OF RETAIL SPACE W/ 83 PARKING SPACES (83 SPACES REQUIRED)
- REQUIRES DEMOLITION OF 4 RETAIL/ WAREHOUSE BUILDINGS TOTALING 19,030 SQ FT W/22 PARKING SPACES

POTENTIAL FOR CREEKSIDE CAFE

Restripe MacArthur (#1)

- 60° ANGLED PARKING & STREET TREES INCORPORATED IN PARKING LANE
- INCREASES PERCEIVED SUPPLY
- NET GAIN OF 3 SPACES
- RECONFIGURE ROAD ALIGNMENT TO SLOW TRAFFIC & ENHANCE VISIBILITY OF ADJACENT COMMERCIAL BUSINESSES



SIGN VISIBLE FROM FREEWAY

PEDESTRIAN SCALED RETAIL FRONTAGE

PLAZA SPACE

IMPROVE PEDESTRIAN CONNECTIONS BETWEEN ADJACENT COMMERCIAL AREAS

Oakland Corner (#3)

- 1,280 SQ. FT. RESTAURANT W/24 PARKING SPACES (13 REQUIRED)
- CORNER BUILDING W/ PARKING IN REAR ENHANCES RETAIL CLUSTER IMAGE
- EXISTING RESTAURANT 1,000 SQ FT W/20 SPACES (10 REQUIRED)
- NET RESTAURANT SPACE GAIN- 280 SQ FT.
- NET PARKING GAIN OF 4 SPACES
- REQUIRES COORDINATION W/ OAKLAND

Surface Lot (#2)

- PROPOSED PARKING LOT W/ 42 PARKING SPACES
- REQUIRES DEMOLITION OF 2 SINGLE FAMILY HOMES
- NET GAIN OF 33 PARKING SPACES

Durant Cluster

ORNAMENTAL FENCE & TREES

Restripe MacArthur (#1)

- 45° ANGLED PARKING
- INCREASES PERCEIVED SUPPLY
- NET GAIN OF 9 SPACES

0 50 100 200

MACARTHUR/CREEKSIDE AND MACARTHUR/DURANT

PARKING IMPROVEMENTS

#5 - Safeway Expansion, if it occurs, should include rooftop or underground parking to leave surface areas available for shared use.

3) **Victoria Circle** - If the Victoria Circle Improvement Master Plan is implemented, existing parallel parking along Bancroft would be removed to make room for a landscaped median. Restriping for angled parking around the west side of Victoria Circle is recommended to offset the loss and increase accessibility.

4) **MacArthur/Durant** - Improvements focus on increasing accessibility and supply. In order of priority, they are:

#1 - Restripe MacArthur for angled parking from Durant east past Herma Court, if traffic movements permit.

#2 - A New Surface Lot to the rear of existing storefronts would add parking spaces as well as through-block access. Three parcels, two with existing houses, would need to be acquired.

#3 - Development at the Northwest Corner of Durant and MacArthur should have parking to the rear so new building(s) frame the intersection and reflect the storefront character of the rest of the district. This site is in the City of Oakland, and promoting this approach to its development would require intercity coordination.

5) **MacArthur/Creekside** - Improvements focus on enhancing existing parking resources:

#1 - Restripe Parking Spaces to create additional angled parking to supplement existing angled parking in front of Evergreen Nursery. Realign travel lanes to slow traffic and call attention to the commercial district. Enhance the appearance of the street and provide shade for parked cars by planting shade trees in the parking zone. These improvements would be desirable in the near term.

#2 - Nursery Site - if this site is eventually redeveloped, parking should be provided to the rear so new buildings may maintain the storefront form of development that exists today (see concept sketch). If enough land were assembled, it would be possible to create an internal loop circulation route that would reduce traffic impacts on MacArthur.

III. PARKING IMPLEMENTATION IN RSC DISTRICTS

DETERMINING WHEN NEW PARKING FACILITIES ARE NEEDED

Parking demand for a commercial use is a function of demand for the particular goods or services offered. As noted in Section II, with the exception of East 14th Street, most of the RSC districts probably do not have a significant parking problem today. But parking demand will increase as the business climate improves. And in some locations, such as the MacArthur/Creekside district, improving perceived parking immediately could actually promote new investment, even though existing demand may not justify an increase in the actual number of parking spaces.

Monitoring is necessary to know when additional parking spaces are needed.

A typical neighborhood commercial district is busiest in late afternoons and on Saturdays. If all, or almost all existing spaces are filled during peak hours for a particular district (outside of the holiday season) additional parking should be considered. Counts of on-street and private parking should be taken several times a year on representative days to determine if parking demand is increasing, how it is distributed within the districts, and the level of need for new parking facilities.

FINANCING NEW FACILITIES AND MAINTENANCE

When it is determined new parking facilities are needed, three general options should be considered to finance construction and maintenance:

1) **City Subsidy** - Construction and maintenance of all facilities could be funded by the City, from City revenues, grants from state or federal agencies, or other sources. In-lieu fees collected to date would be included in this fund. This approach would be most supportive of North Area businesses, but would be a considerable expense to be shared by the City as a whole.

2) **Assessment Districts** - Landowners in RSC Districts could form assessment districts to pay for and maintain new parking facilities when conditions require. A Parking Improvement District would assess existing properties that have not previously paid in-lieu fees; fees collected to date would be included in the fund. A Maintenance District would assess all properties for maintenance of parking facilities, and if desired, for maintenance of any special streetscape improvements or other district amenities.

3) **Public/Private Mix** - Public subsidies and fees and assessments could be combined to provide facilities and maintenance. For example, the City could fund improvements but not maintenance, maintenance but not improvements, or could provide matching funds to assist with either or both.

STAFF RESPONSIBILITIES

The North Area Coordinator (NAC) and Planning Staff will work together to make sure parking is treated as a fundamental element of the overall North Area Revitalization Program. The Coordinator should use contact with the business community to gather information about changes in parking needs, when it appears, additional facilities may be needed, and options for shared parking arrangements.

Planning Staff should coordinate applications that trigger parking requirements with the Coordinator to determine if shared parking is available. Applicants should be encouraged to consider shared parking or in-lieu fees rather than new on-site parking, unless the new parking itself could be shared. Based on information from the Coordinator and the community, Staff should also determine when parking counts are needed and what the actual layout and design elements of new parking facilities should be.

IV. POLICIES FOR TRANSITION DISTRICTS (TD), AND RESIDENTIAL ENHANCEMENT DISTRICTS (RED)

TRANSITION DISTRICTS

Parking requirements should be flexible enough to accommodate different forms

of residential and/or office development within the framework of the Specific Plan's development standards and design guidelines. Conformance with Specific Plan standards and guidelines for design of parking areas should be a condition of approval for building additions and use changes, as feasible, as well as for all new development.

RESIDENTIAL ENHANCEMENT DISTRICT

Small, multi-unit residential buildings should be accommodated within the Residential Enhancement District.

REGULATORY FRAMEWORK

This Specific Plan, with its vision statement, strategies, goals and objectives, and the development standards and guidelines in Chapter III, is the foundation for the regulations and requirements necessary to carry out the North Area Revitalization Program.

Specific plans are also legal documents intended to execute and implement city and county General Plan policies. The requirements are set forth in California Code, Sections 65450 through 65457:

"The Specific Plan shall include a text and a diagram or diagrams specifying all of the following: (1) distribution, location and extent of the uses of land including open space within the area covered by the Plan; (2) proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water drainage, solid waste disposal, energy and other essential facilities proposed to be located within the area covered by the Plan and needed to support the land uses described in the Plan; (3) standards and criteria by which development will proceed, and standards for the conservation, development and utilization of natural resources where applicable; and, (4) a program of implementation measures including regulations, programs, public works projects and finance measures necessary to carry out items 1, 2, and 3."

The North Area Specific Plan the background material, goals, objectives and policies required for consistency with the General Plan. It is a working unit subordinate to the General Plan that incorporates the General Plan's citywide goals and its applicable existing policies, well as the applicable positions of the City Zoning Code.

The most important regulation applying to actions in the North Area is the Zoning Code, which establishes permitted uses, parking and development standards and sign regulations. A major revision of the Zoning Code, consistent with this Specific Plan, is being prepared concurrently. The Zoning Code will require that significant changes in use or in buildings or sites within the North Area by reviewed based on designation of the North Area as an "S" Special Review Zoning District. When the Zoning Code provides for special review of uses, alterations, new construction, or signs, whether by City staff, the Planning Commission or Board of Zoning Adjustments, or City Council, then this Specific Plan will be the basic guide for that review.

The Specific Plan and its development standards and guidelines will also be used in conjunction with the design assistance program, public and civic improvements, and other components of the overall revitalization effort.

FINANCING

INTRODUCTION

The North Area Revitalization Program is anchored by a concept of public/private joint participation. This public/private concept also includes the mechanisms whereby the Revitalization Program is financed.

USE OF PUBLIC FUNDS

Initially, the City of San Leandro has allocated City and Community Development Block Grant (CDBG) funds to finance the major public improvements scheduled for the four main corridors leading into the city from the City of Oakland. In addition, CDBG funds are used to provide partial funding for the proposed renovation to Victoria Circle and Siempre Verde Park. A business association liaison position to work with members of the two North Area business associations in administering a variety of business enhancement programs and projects is funded from City and CDBG Administrative funds. The City's Design Assistance Program, also funded from the CDBG planning funds, provides architectural services to those property owners and businesses desiring to make improvements to buildings in the North Area.

The City has committed Capital Improvement Fund resources in future years to supplement private contributions for the Victoria Circle Renovation Project.

USE OF PRIVATE FUNDS

On the private side, the North Area Revitalization Program is financed through new development in the North Area and by individuals investing in the improvement and upgrading of the existing buildings in the district. It is expected that the public sector contribution will encourage and stimulate an even greater private sector investment in the program. The Business and Retention Program is also intended to encourage private investment in the district by attracting viable businesses to the area and identifying needed services and amenities conducive to retaining existing viable business and strengthening the neighborhood serving retail clusters in the North Area.

In the years ahead, the City will explore alternative funding sources such as grants, assessment districts, loan programs, private contributions, development of Business Improvement Districts, state and federal funding programs, redevelopment opportunities and any other eligible funding mechanism available to the City.

Chapter V.

APPENDICES

COMMUNITY RECOMMENDATIONS

The ad-hoc North Area committees appointed by the City Council recommended the following actions during the public workshops. Chapter IV, "Implementation", outlines an organizational framework for responding to them; many of the actions are already underway.

EAST 14TH STREET

1. **Land Use**

   a. North of Georgia Way and south of Oaks Boulevard and Peralta Avenue:

      Allow gradual transition to a mixed use commercial and residential corridor, with large increments of development, structured parking and planted setbacks along the thoroughfare.

   b. South of Georgia Way and north of Oaks Boulevard and Peralta Avenue:

      Build on the existing pedestrian character by renovating shopfronts, adding attractive window displays and signs, maintaining a consistent commercial frontage (storefronts built to the front property line), and enhancing curbside parking. Improve the business environment by pursuing programs that provide financial and technical assistance, recruiting complementary businesses, and relocating others.

2. **Physical Improvement**

   A Street Master Plan should be prepared to provide uniformity and continuity of appearance along East 14th Street. The Master Plan should include:

   a. Landscaping to "soften" the harsh appearance of East 14th Street - The landscaping plan should recommend the addition of street trees, including the type of tree and the use of special curbed planter areas for landscaping at intersections and mid-block crosswalk areas.

   b. Design guidelines prepared by a design professional - These should include a uniform color palette for private business facades and public improvements. As part of the implementation of a Design Guidelines Program, the City would offer at free or minimal cost, design services for improvement of business facades.

   c. Design for a City Entry Sign or gateway and for re-landscaping of the East 14th Street "Rose Garden" area.

3. **Parking and Circulation**

   a. A parking study of the area should be conducted to:

      (1) Determine the need for additional parking spaces to serve E. 14th Street businesses and adjacent uses.

      (2) Identify existing off-street parking locations which may now be underutilized.

      (3) Where possible, consolidate and share off-street parking to provide better use of existing off-street parking resources.

(4) Create additional off-street parking and recommended means to finance land acquisition and construction; for example, parking may be created by the use of East 14th Street cross streets to provide diagonal parking spaces similar to the West Joaquin Avenue entrance to the San Leandro Shopping Center.

b. The City's Transportation Planning staff should investigate various means of slowing through traffic.

4. **Maintenance of Public Facilities and Public Areas**

a. Broken sidewalks, curbs, and gutters along East 14th Street should be replaced in accordance with current City policy.

b. Street trees that have been removed or have died should be replaced.

c. Street trees along East 14th Street should be pruned in a consistent and uniform manner; the trees should be pruned "up" to maintain the visibility of business signs and storefront windows.

5. **Business Revitalization and Promotion**

A Business Improvement District (BID) should be created pursuant to AB 1693 for businesses within the study area, to help finance business promotion activities and improvements.

6. **Inter-Agency Relationships**

a. The cities of Oakland and San Leandro should cooperatively improve the North Area of San Leandro and the southern and eastern borders of Oakland.

b. The San Leandro Chamber of Commerce should assume an active role in the effort to revitalize the East 14th Street business district.

c. Homeowners associations should take an active role in supporting neighboring residential business districts.

7. **Public Safety**

a. The Police Department and the business community should work together to create a "Business Crime Watch" program tailored to businesses in the North Area.

b. The City Council should adopt a security ordinance which requires that crime prevention measures be incorporated in all new buildings or re-use of existing structures. (Adoption of such an ordinance would expand the Police Department's role in building plan reviews and approvals and may require additional staff resources to implement.)

8. **Program Management**

In order to foster improvement and development of identified North Area Study areas, a single staff person should be designated to act as the liaison and ombudsperson for all Planning, Building, and Code Compliance matters.

SAN LEANDRO BOULEVARD AND PARK STREET

1. **Land Use**

   a. Present requirements of the San Leandro Boulevard C-4 zoning should be reviewed, with attention to possible discretionary review requirements for on-site parking and for screening of outdoor storage areas.

2. **Physical Improvements**

   a. The City should work with Union Pacific Railroad to establish a landscaped zone along San Leandro Boulevard south of the 105th Avenue underpass. Although the City boundary is located at West Broadmoor Boulevard, most people perceive the City of San Leandro as beginning at the south exit of the underpass. It is important that this entry to the City be a positive one.

   b. A city entry sign and a coordinated landscaped area should be established along the City border on San Leandro Boulevard.

   c. Landscaping and fencing of Siempre Verde Park should be upgraded to present a better appearance from the street. Tall-growing trees should be incorporated into the landscaping plan as a screen to protect vehicles from hard-hit baseballs.

   d. The City should repair and install sidewalks and street trees along the Park Street and San Leandro Boulevard frontages of Siempre Verde Park.

   e. Additional street lights should be installed along the west side of San Leandro Boulevard.

   f. Improvements of private property should be encouraged; examples include low interest or zero interest City loans or grants that match private funding.

3. **Maintenance of Public Facilities and Public Areas**

   a. The City should work with the Alameda County Flood Control District to effectuate better maintenance of the San Leandro Creek area, including tree pruning and undergrowth control.

4. **Parking and Circulation**

   a. Off-street parking should be provided within the Redevelopment District south of the San Leandro Creek bridge.

   b. The City should investigate use of limited-time parking zones to preclude overnight truck parking.

   c. City Transportation Planning staff should review the Peralta Avenue and San Leandro Boulevard intersection, the Best Avenue and San Leandro Boulevard Intersection, and the intersection of Broadmoor Boulevard, Apricot Avenue and Park Street. Staff should explore a variety of traffic controls at these intersections. Use of landscaped median islands may alleviate traffic problems as well as provide a much-needed decorative element to the streetscape.

BANCROFT AVENUE & MACARTHUR BOULEVARD

1. **Land Use**

   a. The Zoning Code and permitted uses within existing C-2 and C-N designated areas should be changed, but such changes shall not function retroactively to effect existing uses in the study area. Three actions are recommended:

      (i) Short-term (within a year): City staff and the business community should determine those land uses that are economically desirable in the area and those that are not.

      (ii) Next, the City should revise the Zoning Code (specifically the C-2 designation relating to MacArthur Boulevard and the C-N designation relating to Bancroft Avenue) to provide for preservation or addition of those desirable uses and exclusion of the undesirable uses.

      (iii) Finally, the City and business community should undertake a concerted and ongoing program effort to attract the types of uses and businesses deemed desirable; in other words, to shape the market so that it provides what the Zoning Code permits.

   b. Revise existing land use controls to allow gradual change along portions of the corridor.

      (i) Consider allowing professional offices;

      (ii) Consider allowing medium to high density housing provided it follows specific design standards and guidelines that ensure high quality development.

2. **Physical Improvements, Design Standards & Guidelines:**

   a. The City Council should authorize and approve revisions to those elements of the Sign portion of the Zoning Code that are too permissive or may be too liberally interpreted.

   b. Creation of a special sign district should be explored for the commercial areas at Dutton and Bancroft and at Victoria Circle. Strict adherence to sign standards consistent with overall design standards established for the area should be required.

   c. Victoria Circle Park should be improved to fulfill its potential as a valuable, historic open space. Improvements should capitalize on the park's historical significance and proximity to the northern entry point to the City along Bancroft Avenue. Improvements should include new park signs, park benches, improved landscaping, and turf maintenance. They should be coordinated through the Recreation and Parks Commission as part of the "Strategic Plan for Park and Recreation Facilities". The City should acquire and restore the trolley shelter in Victoria Circle Park and ensure an ongoing program of maintenance and preservation for this historic structure.

d. Building and landscape design standards and guidelines should be established which are unique to the area.

(i) Design standards should be based upon a cooperative process, including property owners, business owners, City staff and a private consultant specializing in developing such standards.

(ii) Subsequent to development of these design guidelines and following appropriate public review processes, the City Council should adopt by resolution those design guidelines as City policy, thereby establishing appropriate authority for their enforcement.

(iii) Guidelines should be stringently enforced. Enforcement can be ensured by expanding the role of the Board of Zoning Adjustments, Site Development Subcommission and Planning Commission in the design review function. Expanding the role of these bodies is required to heighten awareness of the importance of design issues to the City Council, business community, and general public.

e. The City should explore a cooperative approach with the owner of the trailer park at Grand and MacArthur to improve its appearance, either through some type of visual screening or through voluntary compliance with provisions of the existing Neighborhood Preservation Ordinance and recommended Commercial/ Industrial Preservation Ordinance.

f. The City should work closely with the owner of the San Leandro Creek property to upgrade fencing adjacent to MacArthur Boulevard. An attractive wrought iron fence should be considered to replace the existing chain link fence.

g. The City should undertake a program of street tree planting along MacArthur Boulevard and Bancroft Avenue, from the Oakland city limits along the entire length of the street within the planning area. The species of tree and method of planting should be determined by the City so as to avoid future sidewalk damage.

h. New entry signs should be installed at all major entry points into the City.

i. Sign improvements should be made to designate public parking; for example, at the Safeway lot on Bancroft.

j. The City Engineer should establish standards and examine levels of street lighting along Foothill Boulevard to determine if they meet recently upgraded City lighting standards.

3. **Parking and Circulation**

a. A parking study should be conducted for MacArthur Boulevard and Bancroft Avenue. The diversity of businesses and varying parking requirements associated with them require a study by a qualified parking consultant to identify deficiencies and recommend

short and long-term remedial actions. This study should take into consideration all recommendations approved for implementation by the City Council as a result of the North Area Study. This will ensure a proper relationship between parking recommendations and all other recommendations, thereby avoiding conflicting goals.

b. MacArthur Boulevard should be restriped to provide a separate north-south through-lane and a protected left turn for north-bound traffic onto Estudillo Avenue.

4. **Maintenance of Public Facilities and Public Areas**

a. The City should establish a "No Parking" ordinance to coincide with street sweeping hours on MacArthur Boulevard, Bancroft Avenue, and other residential streets in the area. In addition, enforcement should be increased on illegal parking (violations of the Zoning Ordinance) in business areas.

b. The City should undertake a sidewalk and curb inspection program throughout the entire North Area. Individual properties in need of sidewalk and curb repairs should make them with financial responsibility for those repairs consistent with existing City policy. Identified "neighborhoods" in need of such repairs should be subject to the City's "Joint Benefit Residential Improvement District" program already in place.

c. The City's "Pavement Management System" and recent City Council policy on street improvements and street maintenance should implement an attractive, decorative treatment of crosswalks on Bancroft Avenue and MacArthur Boulevard that have relatively low maintenance requirements.

5. **Interagency Relationships**

a. The City should continue to work with the Chamber of Commerce and Manufacturer's Association to develop a commercial/industrial counterpart to the existing neighborhood Preservation Ordinance.

b. The City should seek the cooperation of the Alameda County Flood Control District to upgrade landscape maintenance in and around San Leandro Creek. This includes ongoing removal of litter and debris that accumulates in the creek bed.

c. The City should use a landscape architect to work with CalTrans and the City of Oakland to develop a mutually agreeable standard for landscape improvements along MacArthur Boulevard and along the freeway wall. Suitable agreements between the two Cities should be established that clearly identify maintenance responsibilities.

6. **Public Safety**

a. The Police Department and business community should work jointly to create a "Business Watch" program tailored to businesses in the study area. The purpose will be to create a networking mechanism for crime

prevention, information sharing, and reporting of suspicious activity.

b. The City Council should adopt a Security Ordinance which mandates that crime prevention measures by incorporated in all new buildings or approved re-use of existing structures.

c. The City should make full use of the enforcement and referral powers of the Fire Department in maintaining community standards and abating those conditions which constitute fire hazards, and/or public nuisances which result in the diminution of the character, quality, and economic vitality of the area.

(1) Weed abatement efforts should be vigorously pursued to preserve the aesthetics of the area and to reduce fire risk associated with excessive weed growth.

7. **Business Revitalization and Promotion:**

a. A Business Improvement District (BID) should be established pursuant to AB 1693 for businesses within the study area to help finance business promotion activities and improvements.

b. A viable business and professional association should be established in the study area. Such an association is needed to promote business activity, provide for an exchange of information between businesses and the community, and promote the economic vitality and quality of life in adjoining neighborhoods.

c. To revitalize the existing business climate, this business association should take the lead in supporting:

(i) Programs to assist property owners in the upgrading of existing businesses and buildings, including:

- financial and technical assistance programs for businesses;

- renovation guidelines aimed at creating a distinctive architectural identity;

- sign design improvements.

(ii) Improvements to the public right-of-way.

(iii) Parking: management and supply.

(iv) Maintenance and safety issues.

(v) Program for improvement of private parcels with minimum standards to be agreed upon.

e. Encourage clustering of comparison-retail in appropriate areas over time:

(i) Assist voluntary relocation benefitting all parties.

(ii) Plan ahead of time.

(iii) Recruit strong businesses to anchor the commercial clusters.

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