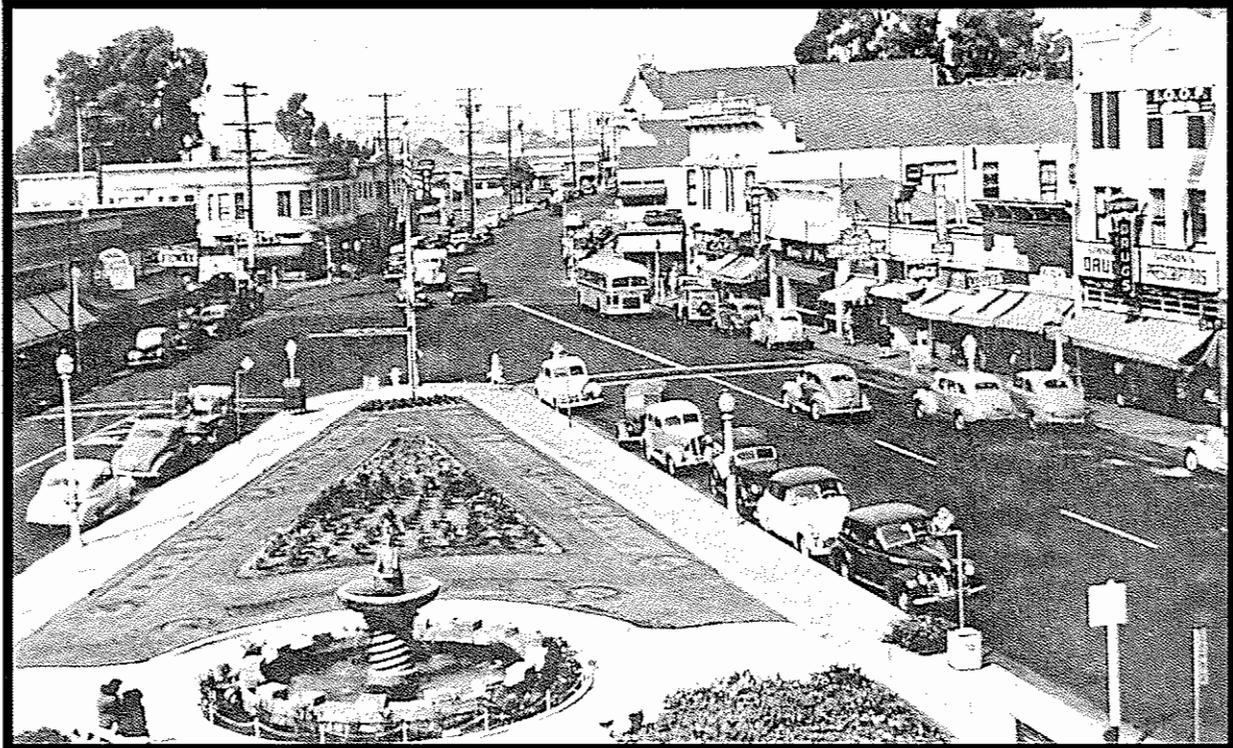


# City of San Leandro



## **Downtown Plan & Urban Design Guidelines**

**February 2001**

Prepared for the City of San Leandro  
and the City of San Leandro Redevelopment Agency



City of San Leandro

# Downtown Plan & Urban Design Guidelines

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# Executive Summary

## **Economic and Marketing Strategic Plan**

### **Shopping centers and other commercial areas have eclipsed downtown as a retail center.**

Historically, Downtown San Leandro served as a citywide and even regional destination for a variety of retail and service uses. This role of the Downtown has largely been replaced by shopping center, “box” retail, and strip commercial uses.

### **Re-establish the downtown as a community center.**

San Leandro has experienced outlying competition and citywide retail saturation within the last few years, and losses from the downtown area in retail sales tax dollars have been substantial. The Downtown area needs to re-establish itself as the center of the community and a destination center. To do this, it needs to focus on attracting daytime and nighttime activity by providing a) specialty neighborhood goods and services, b) eating and drinking and entertainment uses, and c) special events with citywide appeal.

### **Changing demographic trends can benefit the downtown.**

San Leandro is experiencing increasing home values and an influx of families with children in the neighborhoods surrounding the downtown. This provides the downtown with a market with a higher discretionary income than in previous years.

### **Collaboration between property owners, merchants and the City is crucial to improving downtown's retail environment.**

Street improvements, maintenance of common areas, coordinating special events such as Sausages and Suds, improving existing buildings and re-tenanting empty buildings are all issues that require public and private investment. Through this investment, the downtown will become a more lively daytime and evening community destination.

## **Urban Design Plan**

### **Downtown San Leandro has a rich history upon which to build.**

Downtown San Leandro developed through an organic process and embodies many of the best aspects of urban design, including well-detailed storefronts, shopping streets, and a central plaza.

### **The 1983 redevelopment introduced a new physical pattern that has been detrimental to downtown.**

The 1983 redevelopment abandoned the grid pattern and small grain of a traditional downtown, replacing it with a shopping center model of large

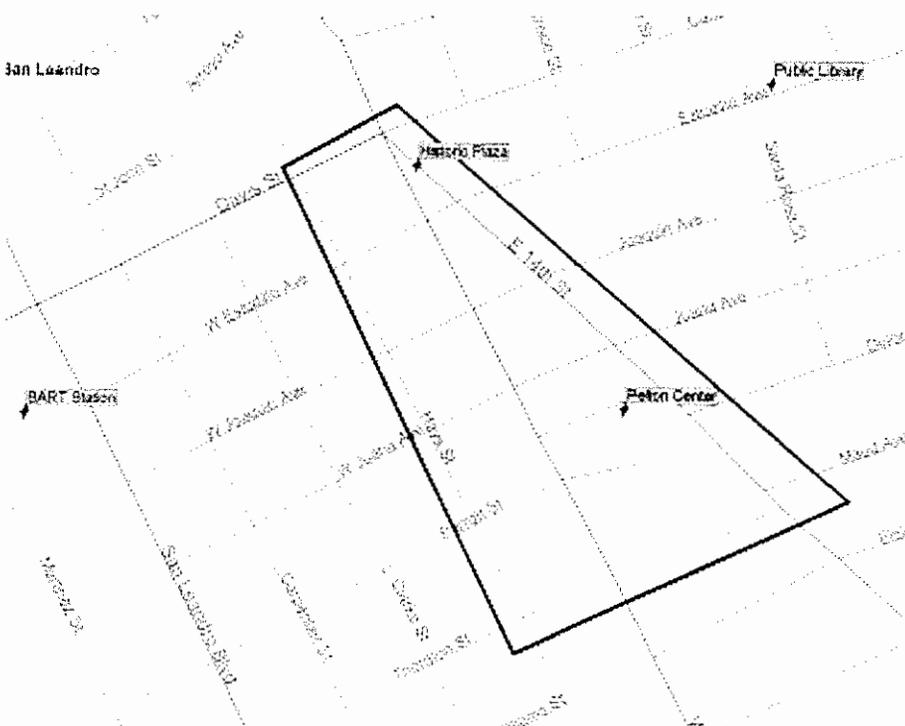
buildings surrounded by parking. The historic plaza was redesigned as a park-like space encroached by parking. This shift from storefronts, well-proportioned streets and finely detailed public spaces to bulky, massive structures focused on automobile traffic gradually degraded the economic viability of downtown shops.

**The key to economic viability is a return to traditional patterns.**

The plan recommends a series of short- and long-term actions that can restore, to a large extent, the traditional patterns of the street grid, finely grained storefronts, pedestrian spaces, plazas, and architectural quality. Concentrating retail activity downtown will further enhance its economic viability.

**Renovating the historic Plaza is the top priority.**

The current economic climate favors downtown renewal. The plan's effectiveness will be enhanced by fast action. The top priority is to renovate the historic Plaza at the corner of East 14<sup>th</sup> and Davis Street and create a pedestrian connection to the BART Station. Creating a viable gathering space and establishing a stronger link to the downtown will give new vitality to the downtown and showcase San Leandro's heritage. This top priority project, if completed well, can be a catalyst for private investment, public support, and other positive change.



*Study Area*

# I. Introduction



*Downtown San Leandro looking south, c. 1957.*

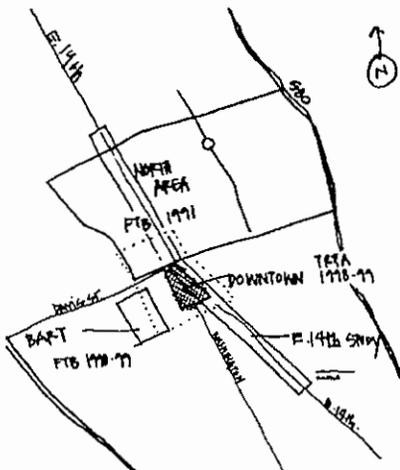
## What is this document?

This document is intended to provide guidance for the future growth and development of downtown San Leandro.

The project area is defined as the portion of San Leandro bounded by East Fourteenth, Davis, Hays and Thornton Streets (including adjacent properties).

Acknowledging that quality planning, urban design, and architecture are critical to the future of San Leandro, this document is organized from the general to the specific, starting with context and goals, and leading to specific design details. The recommendations are focused to promote economic vitality, improve aesthetics, and provide for long-term maintenance.

To a large degree, a city's character and potential is reflected in its downtown. In recent years, downtown San Leandro has seen many improvements. The purpose of this document is to help foster this forward momentum while simultaneously protecting San Leandro's historic resources.



*The downtown study was undertaken in the context of other planning efforts.*

### **Who is this document for?**

This document is intended for broad use.

Its audiences include:

- City Council
- Boards and Comissions
- City Staff
- Developers
- Designers
- Merchants
- Public

### **Who prepared this document?**

This document represents the recommendations of the Downtown Plan Committee, comprised of citizens representing broad downtown interests, which met approximately once a month from May 1998 to April 1999. The Committee was guided by city staff. A consultant team, working under the direction of the staff and committee, prepared the document for its review and endorsement.

### **How to use this document.**

This document is broken into three sections:

- economic and marketing strategic plan
- urban design concepts and plan
- urban design guidelines.

These three sections have been developed together to form an integrated strategy for enhancing the livability and economic vitality of downtown San Leandro.

### **Other relevant plans.**

The Downtown Plan and Urban Design Guidelines were prepared in the context of other on-going planning in San Leandro. These other plans include:

- General Plan development (underway)
- North Area Plan (1991)
- BART study (1999)
- East Fourteenth studies (1998-99)
- Business Improvement Plan (1999)

### **CITY COUNCIL**

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*Bob Glaze, Vice Mayor*  
*Gordon A. Galvan*  
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## II. Economic and Marketing Strategic Plan

### **A. Background**

*The Downtown Plan was prepared by a 20 member committee and provides economic policy and guidelines for attracting new uses to the downtown.*

### **B. Goals and Objectives**

*The Downtown Plan Committee identified goals and objectives for the Plan based on the strengths and weaknesses of the current Downtown.*

### **C. Summary of Downtown Plan Issues**

*Many issues have shaped San Leandro's Downtown, such as market changes, retail trends and past revitalization efforts.*

### **D. Economic Development Issues**

*The City, Chamber of Commerce, Downtown Business Association and property owners all have a role to play in revitalizing the Downtown.*

### **E. Existing Conditions**

*This section discusses existing issues, such as traffic, parking, home values and changing demographics, which can affect the Downtown.*

### **F. Sales Tax Analysis**

*Studies of the sales tax collected from Downtown businesses demonstrate the specific retail strengths of the area.*

### **G. Recommendations - Next Steps**

*Four recommendations are presented to build on the strengths of the Downtown and work toward the goals identified by the committee.*

## **A** City of San Leandro Downtown Plan

In January of 1998, the City Council of San Leandro authorized the preparation of a new Plan for the Downtown core area. At the direction of Council, a twenty-member committee was approved by the City Council, including representatives from the Downtown business community, retailers and surrounding residential neighborhoods. Over the last fourteen months, the Committee has met on ten occasions, and has worked to identify the strengths and weaknesses of Downtown San Leandro, to establish the goals and objectives to be achieved by the Plan, and to weigh alternative financing and implementation methods to accomplish the Plan's objectives.

The Plan is intended to provide policy and guidelines for the City's General Plan for Downtown San Leandro, and to serve as a "stand alone" marketing tool for attracting new uses to the Downtown. In addition, the Plan serves as a conceptual urban design element for Downtown, with an effort toward preserving the historic richness and diversity of existing Downtown architecture and uses, with an aim toward recapturing the pedestrian vitality and retail choices evident within Downtown San Leandro.

## **B** Goals and Objectives of the Plan

The Downtown Plan Committee discussed at length the many strengths and weaknesses that Downtown currently exhibits, past planning and redevelopment efforts, and the financial and logistical impediments that may be ahead in creating a revitalized community center. There were several goals and objectives identified by the Downtown Plan Committee.

### **Goals**

- Recognize the Downtown as a City-wide community resource that requires the nurturing and attention afforded other retail areas in the City.
- Create a safe, friendly physical environment in which to shop, eat, and do business.
- Re-emphasize the important retail and service connections between Downtown and its surrounding neighborhoods.
- Preserve and enhance Downtown's architectural heritage in the context of economic development.

### **Objectives**

- Create a more pedestrian friendly environment in the Downtown so that residents will want to shop, walk and eat in the area.

- Attract retail tenants and services who have both neighborhood and City-wide appeal, with an aim toward “higher-end” uses.
- Establish the Downtown as the community “gathering place” for dining and entertainment uses.
- Continue to support the Downtown as a financial and banking center; work with the banking industry to identify creative re-use of vacant bank buildings.
- Create financing mechanisms for special events Downtown so that the community perception of Downtown as a unique gathering place is solidified.
- Introduce an urban design form to the Downtown that puts development proposals into a larger design context. This effort is in conjunction with the urban design guidelines.
- Develop a list of priorities for short and long term physical improvements for the Downtown and where future funding (both public and private) is identified.



*Downtown plaza, c. 1930*

## **C** Summary of Downtown Plan Issues

As with many Bay Area Downtowns, San Leandro has evolved over the last half century from a regional shopping Downtown for basic goods and services to a largely neighborhood commercial center, with little regional or even Citywide draw. Historic photographs show a vital Downtown in preceding decades; pedestrians and retail activity abounded, and the use of the historic Plaza for community gathering was clearly evident.

The introduction of competitive shopping centers and strip commercial development in the 1950's, 60's and 70's created a number of retail and service voids within Downtown San Leandro that have not been successfully re-marketed. Competition from shopping centers, particularly “box” retail and indoor shopping malls, have resulted in significant losses of traditional Downtown retail establishments such as department stores and specialty shops. Current and projected retail trends throughout the region strongly suggest that Downtown San Leandro cannot recapture many of the retail uses of times past.

In addition to retail competition, which has precipitated a substantial change of use, there have been some significant physical changes in the area that have negatively affected the pedestrian qualities and retail friendliness of Downtown. The dominance of the automobile has produced parking and traffic control demands; the increased use of East 14<sup>th</sup> as a major state controlled arterial has worked to bisect the Downtown area. Most importantly, the construction of the Washington Plaza project in the early 1980's transformed the Downtown area into an uncomfortable, and not entirely suc-

cessful, mix of traditional Downtown and shopping center environments. The termination of Estudillo Street to accommodate the Washington Plaza project severely interrupted the grid street pattern, replacing traditional building patterns and introducing large expanses of parking unfriendly to pedestrians.

Within the last decade or so, Downtown San Leandro uses have largely evolved into neighborhood retail commercial, such as grocery and pharmaceutical sales, with discount or "lower end" retail and service uses. While Downtown has become a financial center for the City, traditional dining establishments have declined, and services are "spotty," i.e. there are an overabundance of hair salons and banks, but not enough sit-down restaurants, night-time entertainment and specialty retail.

Nevertheless, Downtown San Leandro continues to exhibit significant strengths as a retail and financial center for the City. Those strengths are as follows:

#### ***Downtown Strengths***

- A safe, friendly environment in which to shop
- A unique collection of buildings with different architectural history and pedestrian scale
- A Downtown in close proximity to neighborhoods
- Good population base – 94,400 within a 2-mile radius of Downtown
- Existing major retailers – Safeway, Lucky's, Longs
- Serves as a banking / financial center for the region
- Excellent vehicular access with generous parking
- Strong Downtown Business Association and Chamber of Commerce support
- Strong office and industrial employment base immediately adjacent to Downtown

#### ***Issues To Be Addressed***

In spite of these many strengths, the preparation of this Plan has identified a number of issues to be addressed by the City and the community. They are as follows:

- The retail and service mix currently provided in the Downtown do not meet buyers' expectations; there is an unmet need for higher end specialty retail, sit-down restaurants, and more entertainment (nighttime/weekend activity) uses.
- Significant property owner investment is needed for existing Downtown buildings in order to attract the higher end tenant mix desired by the City. Efforts must be made to demonstrate how individual building owner's can financially benefit from upgrading their buildings.
- Pedestrian linkages eliminated by the introduction of shopping

center style development in Downtown need to be re-established.

- Pedestrian amenities need to be put on an equal playing field with vehicular activity; safer street and driveway crossings should be installed, and existing pedestrian walkways (Pelton Center, Estudillo at Washington Avenues) should be enhanced.
- Community gathering places, such as the historic Plaza, need to be improved in order to make Downtown a friendlier environment; a companion southerly gathering place should be established along the Parrott Street area.
- The reorganization of the banking industry will result in bank building re-use issues that can have significant market challenges for Downtown.
- Funding mechanisms need to be established to provide for special events and promotional efforts that attract residents to Downtown.

### ***Impediments to be overcome***

Retail investors, both regionally and nationally, focus on certain key factors in their decision making to locate new retail services within an area. They are as follows:

- Demographics of the market area; primarily household numbers, age and income of residents within the trade area.
- Cost of land and/or lease acquisition for the intended use.
- Receptivity of the City and existing retail community to any proposed use or expansion
- Competition from similar uses within the trade or market area.

The demographics show a quickly changing community, from a predominantly older population to a more diverse population made up of younger professionals with children.

Based on demographic data, a market analysis performed by Keyser Marston Associates recommended the following as possible market niches for Downtown:

- Specialty retailers (eye glasses, flowers, and gifts)
- Personal care (health clubs, etc.)
- Recreational retail (bicycle, fishing, outdoor goods)
- Restaurants and entertainment uses, particularly those extending into the evening hours
- Multi-cultural retail opportunities (specialized entertainment, music stores and restaurants)

Economic development staff could assist in facilitating the re-tenanting of Downtown buildings, using the list above as general guidelines. Appendix A shows a generic list of retailer requirements for different types of uses.

### ***Demographic, Regional, and Market Changes***

There are three key changes occurring today that affect the City's ability to re-market Downtown San Leandro:

- In sharp contrast to only a few years ago, national and regional retailers have shown renewed interest in locating within Downtown areas, particularly those exhibiting the architectural diversity and a sense of history to the community that San Leandro embraces.
- Downtown markets have shifted from a regional and city-wide draw for traditional retail goods and services to highly specialized retail and service needs. Neighborhood operations, such as grocery and pharmaceutical sales, have been an integral part of Downtown San Leandro's retail base. Eating and drinking, with an emphasis on sit-down restaurants, and entertainment and the introduction of household furnishings have become an integral part of revitalized Downtowns in the Bay Area.
- There are clear indications that Downtown San Leandro demographics are rapidly changing. Residential real estate sales within the surrounding neighborhoods, and new school enrollment statistics strongly suggest that homeownership within the Downtown market area is shifting toward new families with young children. All of these factors will work in favor of higher end retail recruitment to Downtown San Leandro.

### ***Past Downtown Revitalization Efforts***

Over the last two decades, there have been a number of efforts to reinvigorate Downtown to regain its economic and community vitality. The Plaza 1 and Plaza 2 Redevelopment project areas were created under State of California Redevelopment Law in 1960 and 1967, respectively. The Plaza 1 consists of the main shopping center (the Washington Plaza); the Plaza 2 Redevelopment area contains the area surrounding Downtown, incorporating the Long's Drugs at E.14<sup>th</sup> and Davis, and the Gateway and Placer Title office buildings. A third project area, the Joint Revitalization Area extends along E. 14th Street and takes in the southern portion of the study area. It is important to note that the joint area incorporates a much larger area and does not necessarily focus its attentions and resources on the immediate Downtown Area. A project area map of the Plaza 1 and Plaza 2 redevelopment areas and the Joint Revitalization Area follows.

As the City's first redevelopment area, the "Plaza 1 Redevelopment Project" — originally called the "Downtown Plaza Redevelopment Area" — was intended to deal with problems typical to downtowns experiencing decline, such as economic deterioration, building obsolescence, and a shortage of public parking.

Efforts to revitalize the Plaza 1 Redevelopment Project area primarily included the reconfiguration and development of Washington Plaza into a shopping center style business district. This project, which was completed in

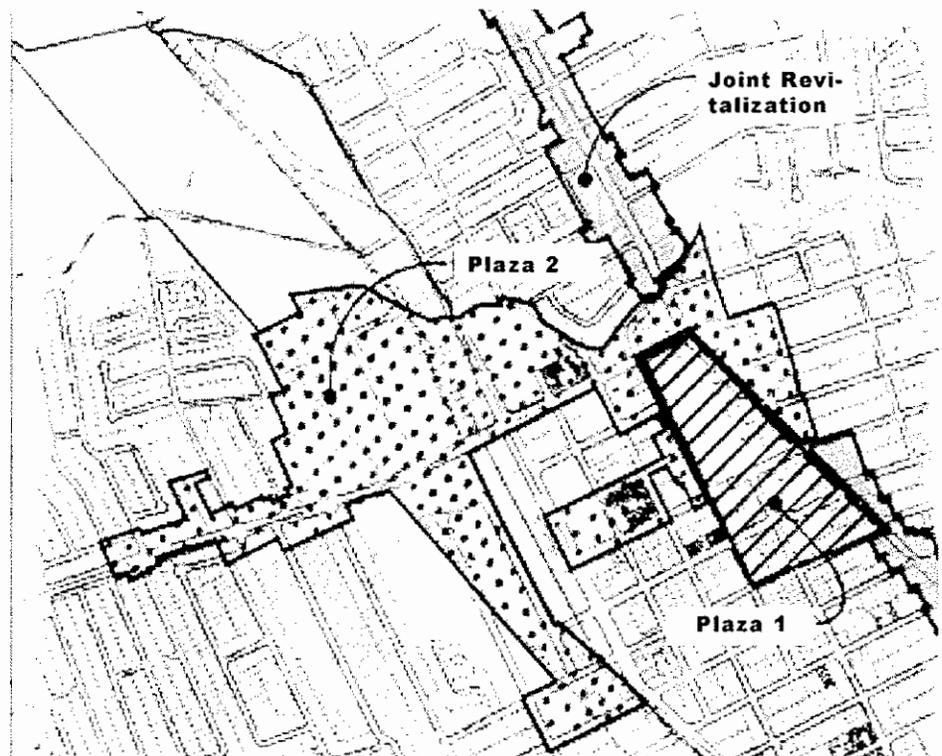
1983, was perhaps the most significant event in Downtown's recent history. The change to an auto oriented suburban mall with traditional anchors and satellite retail created an inherent conflict with the pedestrian-friendly goals of a traditional downtown.

The physical redevelopment of the Washington Plaza center resulted in the removal of many small buildings, and eliminated Estudillo as a through-street. These physical changes had long-reaching ramifications for the Downtown. The loss of small buildings, close to the street, to big store spaces with wide expanses of parking were significant. These changes impacted pedestrian and traffic patterns, making it less appealing for people to walk and spend time Downtown.

In 1967, the City established the "Plaza 2 Redevelopment Project," which incorporates an area substantially contiguous to Plaza 1, but also includes the Gateway and Placer Title Office buildings, the Gateway Apartments complex, the Pacific condo complex, and the Estudillo parking structure.

While the resultant parking, reconfiguration of the streets, and assemblage of land has ameliorated many blighting conditions in the project area, an uncomfortable, and somewhat incompatible, blend of shopping center and Downtown style developments has resulted.

More importantly, the creation of three Redevelopment Project Areas within the Downtown has fractured the financing capabilities of public and redevelopment agency investment in Downtown San Leandro. Redevelopment Agency formation is dependent upon tax increment financing, which



*Downtown Redevelopment Areas*

allows for property tax increases to be allocated directly to the project area, as opposed to being disbursed throughout the City and County and other taxing agencies.

Under State of California Redevelopment Law, no funds can be transferred from one Redevelopment Project Area to another. Therefore, no matter how many tax dollars are collected within one project area, they cannot be allocated to another. Historically, though the funds are extremely limited, Plaza 2 Redevelopment has had a slightly better capacity to fund improvements than Plaza 1 Redevelopment. Based on the income projections for the Plaza 1 Redevelopment project area, future funds will only cover staff and administrative expenses, i.e. there is little expectation that any significant public expenditures will be available for Downtown improvements.

While the tax increment financing aspect of a redevelopment project for the Downtown may not be promising, there are other benefits of Redevelopment Agency involvement, particularly the powers of condemnation, that can be of great benefit in effecting Downtown revitalization. In December of 1998, the eminent domain powers of Plaza 1 Redevelopment were extended to 2008. The City's ability to aid in building rehabilitation, re-negotiation of land leases, and parking and circulation improvements is greatly enhanced under Redevelopment Law authority.

California Redevelopment Law also allows for combining of project areas, where appropriate and legally feasible. Clearly, the Plaza 1 and 2 Redevelopment Project areas are integrally entwined, and neither has the tax increment financing capabilities to affect improvements in another area independently. More importantly, the market areas are substantially overlapping, thereby providing a potential commonality of benefit to both project areas if combined.

## **D** Economic Development Issues

There are number of factors instrumental in jump-starting Downtown San Leandro's economy and upgrading its retail activities. Understanding those factors, and the relative roles various groups play is key to affecting a more vital Downtown environment.

### ***The City's Role***

The City's role is crucial but not exclusive; City Council and staff support are essential to "telling the story" to prospective tenants of where the City is heading demographically, and in assisting retailers with City approval

processes. In addition, the role of the City as Redevelopment Agency can be of great value in achieving traffic, circulation, and parking improvements within the Downtown.

Nonetheless, it is important that the private sector and residents understand the limitations of the City - absent tax increment funds within the redevelopment project areas or the allocation of General Fund dollars, there is no immediate source of revenue to provide Downtown infrastructure improvements. Also, the City does not control the marketplace for commercial rents, nor can government force private property building improvements.

The City can, however, work toward consolidating its shopping areas and minimize further retail erosion near the Downtown. Given the current income structure of the surrounding neighborhoods, it is important that the discretionary expenditures of Downtown San Leandro residents be targeted as much as possible to the Downtown. Consequently, project approvals of new or expanded commercial areas that might compete with downtown should be discouraged.

#### ***The Chamber of Commerce and the Downtown Business Association***

The role of the Chamber of Commerce and Downtown Business Association as advocates for Downtown San Leandro improvements and special events is very important. Such advocacy roles can be augmented by the surrounding neighborhood groups, whose best interests are clearly met in effecting a more vital Downtown that serves their special retail needs.

#### ***Commercial Property Owners***

Commercial property owner education and involvement in implementing the Downtown Plan is essential. While vacancies are not significant within the Downtown, under-utilization of retail spaces and marginal tenant placement in key buildings are evident, and not pedestrian friendly. Many buildings are in need of repair, especially those that have second story elements. Given recent trends, some bank closures are ongoing, which could put a number of very large buildings not normally suited for retail use on the market. Mobilizing the property owners within the Downtown, even those who are absentee, is critical to the property reinvestment necessary to attract quality tenants.

The economics of commercial property upgrades are directly related to rent structure. Currently, Downtown retail rents range from less than \$1.00 per square foot for less desirable space to \$2.00 - \$2.50 per foot for prime space. Retail tenants traditionally pay for a portion of tenant improvements only; most building improvements are funded by the property owner. While

eventually rents will “reimburse” owners for building improvements, front-ending the investment generally is the responsibility of the owner. As more quality tenants can be attracted to Downtown, rents for prime space can increase, and building upgrades will become more economical to the owner.

### ***Special Events and Promotions***

Several highly successful events are held throughout the year Downtown, such as “Sausage and Suds” and “Miracle on East 14<sup>th</sup> Street”, but the momentum to plan and fund such events has been time and energy consuming in the past. The formation of a consistent funding mechanism will allow for special events, promotional materials, special maintenance and other benefits that have not normally been funded by the City. Such an organization has the added benefit of being a consistent voice in the community on Downtown issues.

## **E** Existing Conditions

This section discusses existing conditions, demographics and school district data.

Unlike issues faced in other Bay Area Downtowns, safety, traffic and parking adequacy are not perceived to be major issues for Downtown San Leandro. It is extremely rare to have so few roadblocks to revitalization, providing San Leandro a great of opportunity to improve the Downtown commercial district.

Recent demographic indicators show positive changes happening in Downtown San Leandro. Higher home values, which are outpacing the County as a whole, and a significant increase in the number of families with young children are increasing the demand for retailers, such as entertainment, restaurants, and specialty retailers, to provide for the needs of families and up-and-coming income earners.

### ***Traffic***

The City’s traffic engineer reported that overall traffic conditions are good in the Downtown. All Downtown intersections have a high level of service and the accident rate is low. However, pedestrian crossings, particularly at Davis and East 14th Street are perceived as “feeling” unsafe. Often times the crossings provide a sense of having a barrier between Downtown and the residential neighborhoods. Provisions for protected left turns at those intersections could provide greater protection to pedestrians, but they are also likely to have some impact on traffic flow.

### ***Parking***

The 1996 Downtown Parking Study concluded that the Downtown has sufficient overall parking with its 2,000+ public parking stalls. However, not all parking spaces are as convenient to people's destinations as desired. Furthermore, since that study was conducted, opportunities to increase the parking supply Downtown continue to be pursued and implemented, including the creation of angled parking along West Juana Street and two building demolitions, which collectively add approximately 85 new parking spaces.

Often considered as one of the more impacted parking areas, the Washington Plaza parking is poorly configured, but generally has sufficient overall parking spaces to accommodate its customers. The location of those spaces relative to the stores — combined with poor vehicular and pedestrian circulation — have contributed to the frustration of many San Leandro citizens in finding a space within the Plaza. While better enforced in the past, Washington Plaza center employees have begun to utilize prime parking spaces rather than park in employee assigned areas. Since enforcement of employee parking is currently voluntary, the City can only encourage cooperation amongst the tenants. Better enforcement strategies are clearly needed within the center to affect more efficient parking for its customers. Additional efforts can be pursued with the retention and removal of parking meters in various locations and changing meter time limits to better match parking duration needs for abutting businesses.

### ***Safety***

Downtown crime has steadily dropped over the last few years. Crime is down 35% in the Downtown from 1994. In light of the increased number of people shopping in the Downtown area, this is very positive since people who commit crimes gravitate to where money "changes hands." The community should be better educated about the actual reduction in crime statistics. City efforts to educate the community will help to change perceptions about safety in Downtown San Leandro. Nonetheless, the Downtown Plan Committee agreed that safety in Downtown San Leandro is mostly a problem of perception. The following issues were noted:

- Walking through Downtown without any kind of pedestrian amenities reduces the feeling of safety.
- Vacant buildings and long walls provide an ominous feeling to pedestrians.
- Additional night time activities may provide a sense of happening and safety.
- Metal halide lighting improves perception of safety.
- Bicycle cops have proved to be very effective; additional bicycle cops would be helpful.

The City currently has two bicycle officers who have been very effective in getting to know the business owners and residents in the area. The communication between residents, business owners and the officers has improved the reporting of suspicious activities, and has been critical in crime prevention. The number of officers becomes less important as the “eyes and ears” of the community help the police department utilize their patrol personnel more efficiently. It is generally perceived that there has been a noticeable drop-off in the number of panhandlers in the Downtown, largely due to the presence of the bicycle officers.

### **Home values**

Between 1996 and 1998, median home values in San Leandro have outpaced the median home prices County-wide. San Leandro climbed 22% in just two years, whereas Alameda County as a whole climbed 19%.

#### **Median Home Prices in Alameda County\***

City	4th Qtr. 96	4th Qtr. 97	4th Qtr. 98	Change: 96-97	Change: 97-98	Change: 96-98
Alameda	225,000	249,500	275,000	10.9%	10.2%	22.2%
Albany	227,500	245,000	275,000	7.7%	12.2%	20.9%
Berkeley	250,000	264,000	300,000	5.6%	13.6%	20.0%
Dublin	240,000	224,500	248,750	-6.5%	10.8%	3.6%
Fremont	223,000	255,000	270,000	14.3%	5.9%	21.1%
Hayward	159,750	171,000	184,000	7.0%	7.6%	15.2%
Livermore	187,000	206,000	228,000	10.2%	10.7%	21.9%
Newark	189,500	214,000	239,000	12.9%	11.7%	26.1%
Oakland	145,250	169,500	173,000	16.7%	2.1%	19.1%
Pleasanton	279,250	285,000	337,750	2.1%	18.5%	20.9%
<b>San Leandro</b>	<b>154,500</b>	<b>165,000</b>	<b>188,500</b>	<b>6.8%</b>	<b>14.2%</b>	<b>22.0%</b>
Union City	197,750	220,000	239,000	11.3%	8.6%	20.9%
All Cities	2,478,500	2,668,500	2,958,000	7.7%	10.8%	19.3%

\*Source: California Association of Realtors

### **Increase in Elementary Student Population**

During the last few years, there has been tremendous migration of families with children into the San Leandro Unified School District (Source: “Demographic Trends and Forecasts,” San Leandro Unified School District, February 12, 1999). There are several possible reasons for the new pattern, including the improvement of the local economy, an improvement of the School District’s reputation and class size reduction, all resulting in more people with children moving to San Leandro.

While new housing does *not* account for many of the new students entering San Leandro, it is worth noting that both the Heron Bay and Cherry City developments, which will collectively bring in over 950 housing units

to the School District by the 2002-2003 school year. Cherry City is a proposed development near the Downtown Area (near Wilson Elementary.) Over 330 new three to five bedroom single family homes are planned, and the school district expects a significant portion of those households to have a high student yield.

Notably, the three elementary schools located closest to the Downtown core – Wilson, McKinley, and Washington elementary schools — experienced the largest San Leandro increase in student population, and are expected to continue increasing at a high rate.

This trend correlates to information from residential real estate sources, who have stated that the majority of newly purchased homes in the Downtown area are to first time buyers, many with new families. Many of these buyers are initially drawn to San Leandro for the location and affordable home prices. Continuation of quality community and educational services provided by the City and the School District are crucial to retaining these first-time buyers for the years to come.

Both school district enrollment data and residential resales within the downtown neighborhoods are strong indicators of a changing, and positive climate

**San Leandro Unified School District's Elementary School Attendance and School District Projections: 1990-1999 and 2002-03\*\*\***

School	90-91	97-98	Change: 90/91 to 97/98	98-99	Change: 90/91 to 97/98	Projected 02/03	Projected Change 90/91 to 02/03
<b>Downtown</b>							
Washington	394	506	28.4%	490	24.4%	573	45.4%
McKinley	307	388	26.4%	441	43.6%	492	60.3%
Wilson*	660	832	26.1%	871	32.0%	1,031	56.2%
Total	1,361	1,726	26.8%	1,802	32.4%	2,096	54.0%
<b>Other Areas</b>							
Garfield	388	477	22.9%	510	31.4%	560	44.3%
Jefferson	345	433	25.5%	472	36.8%	532	54.2%
Madison**	104	87	-16.3%	127	22.1%	248	138.5%
Monroe	403	425	5.5%	452	12.2%	520	29.0%
Roosevelt	448	460	2.7%	498	11.2%	569	27.0%
Total	1,688	1,882	11.5%	2,059	22.0%	2,429	43.9%

\*The 2002/03 projection, includes Cherry City, 337 single family homes in the Wilson attendance area.

\*\*Madison's growth will mostly result from the Heron Bay housing development, which includes 629 units. The project began to phase in occupancy as of October, 1998.

\*\*\*Source: "Demographic Trends and Forecasts: San Leandro Unified School District, February 12, 1999"

for new retail and service uses in the downtown. New and younger families with higher discretionary incomes are key to downtown's marketing efforts.

As the Downtown transitions from an older population to one of young families, it is worth noting some of the reasons why people are choosing to locate in San Leandro. A telephone survey conducted in 1996 cited two primary reasons: the ambiance/atmosphere, and the convenient location. Surveyed buyers indicated that quiet, peaceful and well maintained neighborhoods combined with San Leandro's central location and easy access to BART enticed many of these buyers to invest in the community (Source: Economic Development Advisory Committee survey with San Leandro Home Buyers. 1996.)

Families located within neighborhoods around the Downtown will be enticed to remain by recruiting more entertainment and retail opportunities close to their homes. As new homeowners become established within the community, their disposable income tends to increase, and are therefore viewed more positively by prospective retail and entertainment vendors. Creating a Downtown retail environment that is attractive to first-time home buyers is a key strategy in maintaining economic growth in the community.

## **F** Sales Tax Analysis

Sales tax data for the Downtown was collected and analyzed for an eight year period, beginning in July of 1990 through June of 1998. In fiscal year 1998, the City received over \$13.7 million of sales tax revenues Citywide; Downtown's total sales tax revenues comprised 3.2%, or \$444,540 of the City's total sales revenues. The table shows major category trends in Downtown's sales tax over an eight year period.

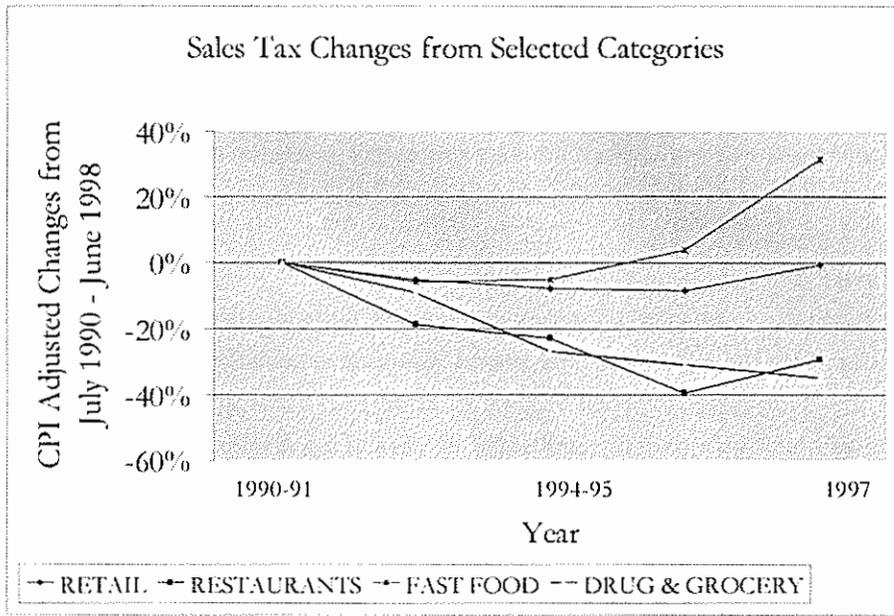
The grocery and retail need generated by the local population is not being met. A market analysis prepared by Keyser Marston Associates indicated that significant customer "leakage" is occurring from Downtown grocery stores, restaurants and specialty retail establishments to neighboring communities. Downtown San Leandro could recapture their customer base, but a combination of aggressive marketing and significant property owner reinvestment in buildings are necessary. A key area of Downtown, Washington Plaza, and particularly the existing Safeway store, is planned to be upgraded, which could result in a modernized physical plant and a more efficient parking and circulation plan. Based on the market analysis, Downtown San Leandro can easily sustain an enlarged Safeway in addition to the existing Lucky's grocery store.

**Downtown Sales Tax Trends: 1990-1998**

Category Definition	July 90-June 98	CPI Adjusted Changes*
<b>Automotive</b> (7% of Downtown) Includes auto repair shops, auto sales and auto supplies.	14%	-5%
<b>Business Services</b> (3% of Downtown) Includes business to business services such as print shops, graphic design , janitorial, shipping.	-14%	-29%
<b>Drug and Grocery</b> (39% of Downtown) Includes grocery, drug and convenience stores.	-22%	-35%
<b>Fast Food</b> (9% of Downtown) Includes sandwich, burger, coffee and ice cream stores.	58%	32%
<b>Financial Services</b> (2% of Downtown) Includes banks, savings and lending institutions.	85%	54%
<b>Personal Services</b> (4% of Downtown) Includes clothing repair shops, mortuaries, photography, beauty salons, dental laboratories and health centers.	26%	5%
<b>Restaurants</b> (15% of Downtown) Includes sit-down eating establishments.	-15%	-29%
<b>Retail</b> (21% of Downtown) Includes clothing, jewelry, flower shops, video and other consumer oriented stores.	20%	-1%

\*CPI is the "Consumer Price Index," adjusting the sales tax figures to compensate for changes in the cost of living. CPI changes are measured for all urban consumers in the San Jose-Oakland-San Francisco area. Measurement is based on a June to June time period.

Most of the sales tax categories analyzed for Downtown San Leandro experienced decline within the last eight years, with the noted exception of some retail goods, fast food, financial and personal services (the latter of which represents a small percentage of overall sales). Sit down restaurants, drug, grocery, business and automotive services all experienced decline within the Downtown.



**Positive Sales Tax Indicators**

- Fast food sales were up 32% in Downtown
- Financial Services were up 54%
- Personal Services were up 5%
- The Pelton Center increased 56%

**Issues to be addressed**

- Overall City sales were down 8%, Downtown was down 21%
- Drug and grocery sales were down 35% in Downtown
- Sit down restaurants were down 29%
- Washington Plaza sales declined 22%

**Eating and Drinking Establishments**

Over the last few years there have been a number of efforts to create a friendlier, more community-oriented Downtown. Yet, certain types of businesses and uses considered most desirable, such as sit-down restaurants and high end specialty retail have been on the decline in Downtown San Leandro. The sales tax data is particularly pronounced with regard to a shift from sit-down restaurants to fast food. Restaurants, which were 15% of total taxable sales Downtown, experienced a 29% decline, whereas fast food sales, which

were 9% of total taxable sales, increased 32% from 1990-1998. The number of fast food facilities located Downtown nearly doubled in the eight year time period. Restaurants, however, remained relatively constant at 18 facilities, and experienced a significant (29%) decline in taxable sales.

Citywide, the trend towards fast food was even more pronounced, with a 53% increase in fast food sales. The Citywide loss in traditional restaurant sales was also significant, with a decrease of 32%.

A Downtown Business Association survey conducted in the summer of 1995 indicated that the vast majority of San Leandro residents travel outside the City, including to Castro Valley, if they wish to eat out in the evening. Such losses not only effect the City's sales tax revenues but rob the Downtown of its pedestrian vitality during the critical evening hours.

***Retail***

Overall, retail sales Downtown remained fairly constant, with a 1% decrease over the eight year time period. Citywide retail sales showed a decline of 9%. However, the total volume of retail sales Downtown represents *only* 2% of the City's overall retail sales. It should be noted, however, that the time period studied, 1990-1998, encompassed some very difficult sales years throughout the nation, and particularly in California and the Bay area.

***Drug and Grocery Stores***

***City-wide and Downtown Sales Tax: Restaurants and Fast Food***

	1990-91 Sales Tax	1997-98 Sales Tax	1990-1998 Change	CPI Adjusted Change
Restaurants, Downtown	77,644	65,992	-15%	-29%
Restaurants, City-wide	486,079	399,101	-18%	-32%
Fast Food, Downtown	26,246	41,527	58%	32%
Fast Food, City-wide	192,695	354,242	84%	53%

***City-wide and Downtown Sales Tax: Retail***

	1990-91 Sales Tax	1997-98 Sales Tax	Change	CPI Adj. Change
Retail, Downtown	78,099	93,416	20%	-1%
Retail, Citywide	4,037,623	4,440,162	10%	-9%

Drug and grocery stores, which account for 39% of Downtown's taxable sales, experienced a 35% decrease over the last eight years. This is a significant figure, as it is an indicator that Downtown San Leandro residents may be changing their shopping patterns, choosing to go places other than Downtown for basic grocery and drug store supplies. The trend is important in that the strength of the Downtown in recent years has been to serve the basic grocery and banking needs of the community.

### ***Pelton Center***

Pelton Center, which accounts for 5% of Downtown's overall taxable sales, has experienced a 56% increase in sales during that time period. The City's active marketing and building owner assistance have clearly resulted in a more successful Pelton Center. While the Pelton Center rehabilitation involved substantial financial investment from the City, it serves as a model in the combination of City marketing efforts, building owner involvement and successful re-tenanting. Ongoing private and public reinvestment in key locations is important to the Downtown revitalization process.

Additional work needs to be done to implement the Plan.

**G**

## Recommendations - Next Steps

1. Potential costs to both the public and private sector need to be evaluated, and funding mechanisms identified. Potential State or other funding for streetscape improvements should be explored.

2. Meetings with the Downtown Association, City, and Chamber of Commerce should continue in order to prioritize downtown improvements and special events needs. In addition to promotional events and marketing, increased maintenance of common areas and additional (private) security should be addressed.

3. A series of educational meetings with city staff, key property owners, and members of the San Leandro real estate community should be initiated to address the issues of building upgrades. Commercial building obsolescence is a major impediment to attracting quality tenants – Downtown commercial property involvement and reinvestment is critical. Such meetings can serve to educate owners as to the community's commitment to revitalizing Downtown, and to the potential income losses realized with under-tenancing.

4. Additional work needs to be done to develop a business plan or strategy with regard to Downtown tenants. An expanded list of potential retail tenants that fit the demographic profile of the community should be generated, including local, regional and national operations. Uses that are deemed incompatible, if any, should be culled. Efforts should be made to identify local operators who fit desirable tenant profiles. There should be a strong commitment from the City, the Downtown Association and the Chamber of Commerce to actively seek local operators (either looking to relocate or expand) who fit the desired retail categories.

# III. Urban Design Context

## A. Early days

*Prior to European settlement, the area now known as San Leandro was inhabited by small, independent tribal groups. After the gold rush, San Leandro grew along with the rest of California. It was incorporated in 1872.*



## B. 1898

*The downtown was laid out on a traditional grid, with old Indian paths and Spanish trails forming the basis for major streets. Agriculture was the dominant economic activity.*



## C. 1928

*As industry grew, the city became more prosperous and dense. The transportation network relied on a combination of light rail and automobiles.*



## D. 1950

*The years after WWII brought tremendous growth. Light rail was abandoned in favor of the automobile. The rise of auto traffic was reflected in downtown development.*



## E. 1983

*In response to a decline in economic activity, redevelopment focused on replicating a shopping mall environment. This was a departure from the traditional downtown pattern and scale.*



## III. Context (con't)



### F. HISTORIC RESOURCES

*The city of San Leandro has a rich history reflected by over a century of development. These historic resources reflect the past and add richness to the present. A downtown with historic continuity is more compelling, and therefore more economically vital, than one in which historic resources have been eliminated.*

## **A** Early Days



Before European settlement, central California and the San Francisco Bay area had the densest population of native Americans anywhere north of Mexico, with approximately ten thousand people living between Point Sur and northern San Francisco Bay. The area now known as San Leandro was inhabited by small, independent, tribal groups forming a larger affiliation of cultures commonly known as Ohlone or Costanoan. During early colonization, the area was populated by Spanish immigrants who developed ranchos, agriculture and stockfarming. The Spaniards generally coexisted and intermarried with the native American population, though ultimately European culture and population displaced the indigenous ones.

In 1837, Jose Joaquin Estudillo, a retired Spanish soldier, was granted 7,000 acres of east bay land in exchange for his services to the Spanish Army. These acres formed the nucleus of the current City of San Leandro. The site of Estudillo's original house, currently occupied by Saint Leander's Church, contains a plaque commemorating this history.

After the gold rush, many Europeans and Mexicans immigrated to California. San Leandro incorporated in 1872 with a population of 500. Its central location on the eastern coast of the San Francisco Bay, access to water, and proximity to the San Joaquin Valley, positioned San Leandro to take a leading role in agriculture and industry. Orchards, particularly cherries, were important to the early growth and development of the city. The bay created opportunities for the fishing and boating industries as well.

With service from the Stockton Railroad Company along Davis Street, agriculture and industry had access to raw materials and distant markets. This central location and infrastructure made early San Leandro a political center. From 1856 to 1873, the Alameda County seat was located on Davis Street at the Estudillo house, now the site of Saint Leander's Church.

Many of the city's early immigrants came from Portugal. This Portuguese community gave early San Leandro a unique cultural composition, and provided many of the city's early political, social and business leaders.

## **B** 1898

As the city continued to grow in population, new housing was in demand. The need for a plan was recognized, and in 1898 San Leandro was platted on a traditional grid.

Many of the original roads and trails which predated Spanish settlement were now filled with merchants serving locals and travelers. Today's East 14th Street was originally a native American trading route. Later it became the principal route of Spanish settlement along the east bay, connecting the Mission San Jose (in present-day Fremont) to the the ports and fishing areas near present-day Oakland. This trail, which met the El Camino Real at San Jose Pueblo (site of present-day downtown San Jose) formed an east bay route parallel to the El Camino Real running parallel along the San Francisco peninsula bayshore. The Estudillo House served as the stagecoach stop between San Jose and Oakland.

The street layout implemented in the downtown is a typical square block design, with approximately 325 feet between intersections. However, the angle at which E. 14th (the old Indian road to San Jose) meets Washington (part of the squared platting) created a wedge of land not suited for a structure. This undeveloped open space, centrally located, became the focal point of the downtown area.





San Leandro continued to grow and prosper in the early part of the twentieth century. The Key Rail, a light rail transit system connecting Berkeley and Oakland, arrived on E. 14th Street in downtown San Leandro in 1928. Established rail lines, as well as a growing automobile network, made it easier to transport people and goods between the east bay cities and down to San Jose. Bridges across the bay still had not been built – travel to the peninsula relied on ferry service or long trips around the south bay.

San Leandro's industrial activity grew significantly. The Caterpillar Tractor Company, located on Davis Street, developed and successfully marketed their tractors first to farmers in the San Joaquin Valley, and eventually throughout the world. The portal of the original Caterpillar tractor factory still stands today on Davis Street.

With the overall economic growth and development, the downtown continued to densify, providing housing and services to a steadily growing population. By 1940 the population of San Leandro was 14,000. Portuguese immigration continued to concentrate in San Leandro, drawn by opportunities in agriculture and land. By 1930, the majority of residents living between San Leandro and San Jose were descendants of immigrants from the Azores Islands or Portugal.

The leftover wedge created when the city was originally laid out was developed into a plaza by the 1930's. Punctuated with palm trees and edged by a low wall, the turf filled plaza represents the first effort at defining this space at the heart of San Leandro.



*Portal of Caterpillar  
Tractor Company*

# D 1950

The post-war period brought tremendous growth in both industry and housing. Like most suburbs in California, San Leandro's population grew dramatically, reaching 66,000 by 1960. Some housing development occurred downtown with the construction of apartment buildings, but most new residential construction was single family detached homes in adjacent neighborhoods.

In 1950, two decades after its introduction, the Key System was dismantled. With the completion of Bay, Golden Gate and San Mateo Bridges, as well as an improved roadway and highway network, the automobile became the most flexible and dominant means of transportation.

The automobile's popularity changed downtown. The downtown had been originally developed with traditional storefronts along the streets with limited on-street parking, and most of the customers walked or rode public transit. With more customers driving, merchants had to offer parking for customers or risk losing them to new outlying shopping centers where parking was plentiful.

The first downtown development to respond to the emerging dominance of the automobile was Pelton Center, built in 1948. Rather than focusing on the street, Pelton Center was built around an interior parking lot, with a collection of shops connected by a covered pedestrian walkway. In addition to this internal focus, Pelton Center maintained a street frontage, and so maintained to a degree the original urban street form. Considered a bold and somewhat risky design at the time, Pelton Center proved to be a successful retail model. Customers liked the convenient parking and internal walkways, and Pelton Center, like the similar Town & Country Villages found in other Bay area communities, became a prototype of a new retail form.

Industry continued to develop. Between 1942 and 1967, eighty-seven industrial parcels were annexed to the city. Agriculture declined, and ultimately was replaced by housing. By 1965, industries included food processing, aircraft parts, paper products, paint, electronic and office equipment, furniture and wood specialties, chemicals, metal products, and scientific instruments.

Many downtown buildings were razed in this period to make way for new types of development. New buildings were usually bigger and bulkier, and small shops were replaced by larger stores. The new buildings were often pulled back from the street to provide parking for customers in front. In some cases, buildings were removed to make way for parking lots, replacing continuous retail street frontage with gaps of parking. These lots made it



*Pelton Center, 1948*

easier to park downtown, but detracted from the pedestrian experience of walking along the street from storefront to storefront.

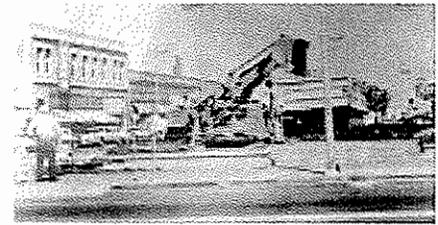
The introduction of mass-produced building materials often meant that new construction lacked the attention to detail of traditional materials and older structures. Many old buildings were “renovated,” which often meant stripping the building of ornamentation or covering traditional detailing with modern siding. These materials made for easier maintenance and represented a shift towards a “clean, modern, streamlined” aesthetic.

This preference for modernity was also evident in city infrastructure and urban design elements. Traditional light poles of cast iron were replaced by larger fixtures of machined metal that represented an increase in efficiency and celebrated the clean lines of modern manufacturing. In the post-war era, everything modern was considered good, and progress was the dominant theme.

The plaza reflected these changes, though it maintained its role as the center of downtown. A 1963 photo shows an increase in automobiles and a filling of the plaza with landscape elements, treating it more as a park than a plaza.



*Historic plaza and Washington Avenue, c. 1955.*



*Demolition of the historic plaza, c. 1960.*



The 1970's were difficult ones for downtown San Leandro. There was a general population decline. Many of those who stayed were older residents who tended to live in the downtown area. This meant that the downtown remained a place to live, however, as a place to shop, it was struggling. Unable to compete with malls outside of the city, and with no money being injected by new development, downtown San Leandro, like many downtowns across the country, lost economic and civic vitality.

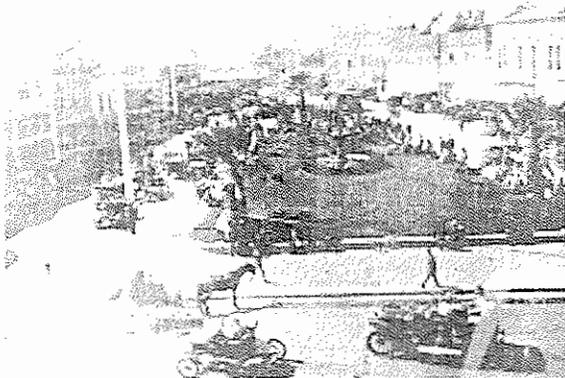
In the 1970s and 80s, significant changes occurred in downtown San Leandro. In the late 70s, a BART station opened near downtown, once again linking San Leandro by light rail to the East Bay and, this time San Francisco, too. This positive development laid the groundwork for renewed long-term economic health in San Leandro.

The second major change downtown was the implementation of a plan intended to bring people back for shopping. The idea was to create new larger shops and stores with plenty of free parking, following a trend occurring throughout the country for the previous fifteen years.

**CASE STUDY: Evolution of the historic plaza over three decades.**

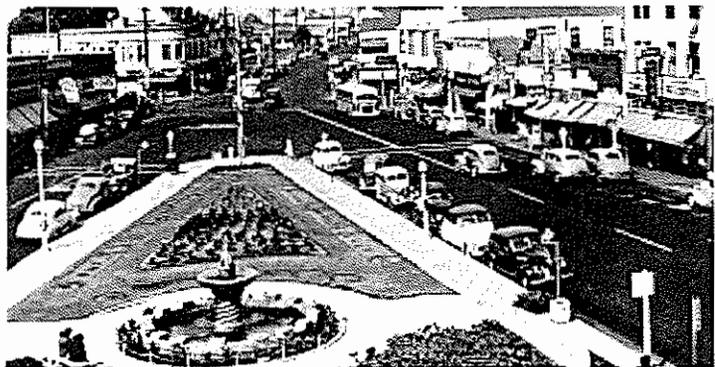
**The plaza, c. 1930**

*Original plaza design included stately palm trees. Fine-grained retail shops face a plaza that is animated with activity and is the focus of downtown, easily accessible to pedestrians.*



**The plaza, c. 1945**

*Palm trees removed, fountain added. Annual color planting at center and fountain indicate a high degree of maintenance. East 14th Street is two lanes with parking. Note fine-grain and detailing of storefronts.*



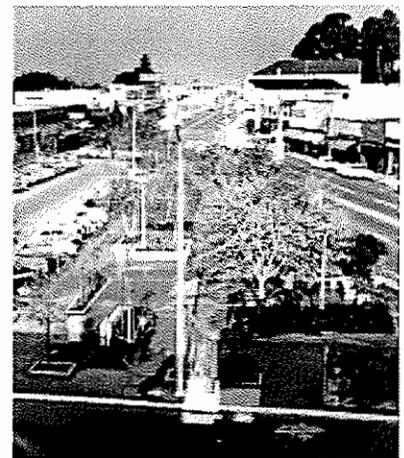
In the 1983 redevelopment, small buildings along Washington Avenue between Davis and Joaquin were demolished to construct one large commercial center with a large parking lot in front. Washington Avenue was changed from a traditional street with storefronts on both sides to an access aisle along the edge of the parking lot. Large shops were set far back behind the parking, and held “anchor tenants” like Safeway and Longs Drugs. The intersection of Washington Avenue with Davis was also eliminated, with Washington now terminating at the end of the parking lot.

The new strip commercial center was oriented towards the parking lot and had its service activities facing Hays Street, thus changing Hays Street from a vital shopping and office area to a service zone with long blank walls along the sidewalk. Two streets that once crossed Washington – Estudillo and Joaquin – were redesigned to terminate in the parking lot, with the Estudillo and Joaquin rights-of-way occupied by buildings. Estudillo was continued through to Hays Street as a twenty-five foot wide pedestrian link cutting through the building.



**The plaza, c. 1957**

*The fountain is planted with shrubs, the annual color is removed, indicating reduced maintenance. Acorn street lights have been replaced with more utilitarian fixtures. E. 14th Street is now four lanes, without parking. Storefronts have been “modernized” to remove architectural detailing and increase massing.*



**The plaza, c. 1963**

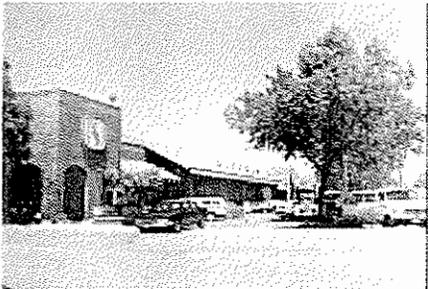
*Now raised planters occupy the center of the plaza- it is no longer a place to gather. Another generation of even more utilitarian street lights. Diagonal parking is introduced adjacent to the plaza, further isolating it from Washington Avenue storefronts. Further simplification of building facades. Washington Avenue has been closed off.*



*Hays Street today*



*Washington Street today, almost appears to be a street.*



*Safeway shopping center, 1983.*

In this way, the original downtown grid was interrupted and the traditional relationship of shops to streets and sidewalks was fundamentally altered. The introduction of a megastructure extending across three city blocks with a large parking lot in front replaced the traditional downtown pattern of small, finely detailed storefronts with a monolithic shopping mall model.

The historic plaza was also changed in this redevelopment. Parking spaces were extended into the plaza area, obscuring its original triangular shape. Because Washington Avenue and its accompanying shops no longer ran along its edge to the Davis Street intersection, the plaza lost its definition. It was relandscaped in a park theme with raised planters, commemorative plaques and benches. With no shops to activate it, and no compelling focus, the plaza became a little-used space. Too small for public gatherings, too noisy for passive park activities, and too recessive to be noticed at the speed of adjacent traffic, the historic plaza fell into decline.

## F Historic Resources



*Best Building, 1910.*



*Masonic Building, c. 1910*



*Pelton Center, 1948.*

The city of San Leandro has a rich history reflected by over a century of development. Architecture, urban patterns, landscape, and other elements from each period are present today. These historic resources reflect the past and add richness to the present. A downtown with historic continuity is more compelling, and therefore more economically vital, than one in which historic resources have been eliminated. Historic resources also enable us to understand the present time more fully and provide a means of recognizing, identifying, and appreciating the unique qualities of San Leandro.

### **Architecture**

Today, downtown San Leandro contains a mixture of architectural styles reflecting a variety of historic architectural periods.

The oldest buildings downtown reflect design of the early twentieth century. The Best Building, dating to 1910 and located at 1300 E. 14<sup>th</sup> Street, is a handsome classic revival structure consisting of marble pilasters and a glazed terra cotta frieze.

The Masonic Temple is an exposed brick structure also in the classic revival style. Details include articulated brick pilasters, metal grillwork and plaster ornamentation.

San Leandro also contains many traditional Mediterranean-style buildings. Casa Peralta, dating to 1901, is located at 384 W. Estudillo Avenue. Plasterwork, wrought iron grilles and glazed tilework add to the architectural significance of this building.

The only element of the former Caterpillar Tractor Company is an entry portal located at 884 Davis Street. This structure, dating to 1925, also incorporates glazed tilework and brick pilasters, but the plasterwork is gothic inspired.

Art Deco inspired construction is found at the current Avco Financial Services building located at 1394 E. 14<sup>th</sup> Street. A Streamline-style frieze, bas-relief detailing, and steel windows incorporate 1930's style architecture.

Buildings dating from the mid-20<sup>th</sup> century include the Pelton Center. This shopping area is a low-slung, single-story complex with tile roofs, wood-framed windows, and broad arcades.

Construction in the 60's and 70's attempted to incorporate Mediterranean style design elements. Tile roofs, either as mansards or as accent elements, can be found on many buildings throughout the downtown area.

## **F** Historic Resources

Additional Mediterranean design elements used downtown include stucco walls, dark-stained wood trim, and wrought iron light fixtures.

### **Patterns**

Traditional urban patterns such as continuous, diverse street facades, sidewalks, alleyways, paseo, and public plazas are also important to historic context. Non-traditional patterns, such as large parking lots, monolithic buildings, and set backs which break the street pattern should be carefully evaluated for impact on traditional patterns. Examples of traditional urban patterns include: the Historic Plaza, Joaquin alley, paseos, E. 14th as a main street, Washington Avenue as a more intimate shopping street.

### **Landscape**

Significant trees and landscape elements help to bring regional distinction to a place. Specimen heritage trees, creeks, hillsides, shorelines and other environmental features all have significance. They illuminate why people settled a particular area and give a natural context to cultural development. Human intervention in the form of parks, tree plantings and gardens are also significant. Examples include: San Leandro Creek, Casa Peralta Gardens, heritage trees, Root Park.

### **Elements**

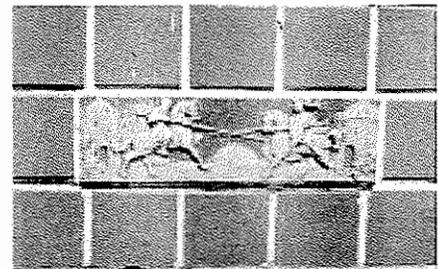
Building materials as well as ornamentation such as signs, lights, clocks, awnings, barber poles, tiles, and entries provide valuable detail. Urban infrastructure, such as bollards, lamp posts, drinking fountains, and public art are equally important. Richness of detail in these elements add particularity and interest to a public space. Examples include: Best Building clock, Pelton Sign, traditional lightposts, bollards, signs, Caterpillar Tractor Co. Portal.



*Traditional street pattern*



*Root Park*

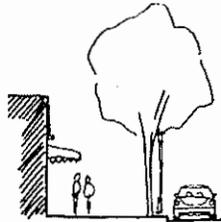


*Tile detail on downtown building*



*Entry Lions to Root Park at San Leandro Creek.*

## IV. Urban Design Concepts



**Five urban design concepts – essentially a return to tradition – are recommended.**

### **A Grid**

*The 1983 redevelopment departed from the original grid, severing it in three locations and introducing a superblock. The plan recommends restoring the historic grid.*

### **B Grain**

*Recent development has favored larger, bulky buildings scaled for the speed of automobile traffic and parking cars. The plan recommends the reintroduction of finely-grained buildings to restore the pedestrian experience along the street.*

### **C Pedestrian = Vehicle**

*In the past twenty years streets and parking lots have been designed to favor the automobile at the expense of the pedestrian. The plan recommends streets and other public areas be designed to give pedestrians at least as much consideration as cars.*

### **D Plazas**

*The original downtown focused on a richly detailed and well-maintained plaza. The plan recommends restoring the historic plaza as a focus. It also recommends creating additional public gathering spaces downtown.*

### **E Architectural Quality**

*The plan recommends continuing San Leandro's tradition of architectural quality, expressing it in both modern and traditional forms – not copying a particular period or style, but attending to timeless architectural factors such as scale, proportion, integrity of materials, and function.*

## A Grid



*San Leandro, 2020. The grid is renewed. Washington is reconfigured as a traditional street. Joaquin is reconnected to Hays, and infill development animates the streetscape.*



*The street characteristics of Washington Avenue are still visible.*

American cities built in the late 19th century were generally laid out in a regular grid of intersecting streets. A clear grid facilitates access, defines edges, and permits easy navigation. San Leandro's original layout followed this traditional pattern. Subsequent downtown development followed the original pattern, filling in the spaces around the grid of streets with buildings for commerce, housing, and industry.

The 1983 redevelopment was a departure from the original grid. Points of entry became unclear, merchants reoriented front doors to parking lots, turning their back on the frontages of East Fourteenth and Hays Streets, inadvertently reducing the retail potential of these streets. While these changes attempted to approximate the success of new shopping malls, they ultimately led to a drop in retail vitality. Today urban designers and planners recognize that the downtown is different from the shopping center, and requires a different urban pattern.

The vision of downtown involves the re-assertion of this grid. This is accomplished by two basic actions: moving parking from the center to the boundary streets, and restoring the severed portions of the original plan.

*Parking.* By moving parking from the center of the downtown (the "Safeway plaza") to the adjacent street frontages (Hays, Joaquin, East Fourteenth, and West Juana), the streets become revitalized and the center of the downtown can be reclaimed for shops and other activities. By increasing parking efficiency on these streets, the plan shows a net gain in parking compared to today.

*Restoring severed streets.* The plan recommends restoring three streets – Washington, Estudillo and Joaquin – to their traditional form and function. Central to the plan is the recommendation to re-create a more traditional street pattern, with sidewalks, street lights, and other site elements on each side of Washington Street. Sites for new, small-scale retail buildings have also been identified to increase economic vitality and pedestrian activity. The plan accepts the closure of West Estudillo to auto traffic, but recommends enhancing the pedestrian passage between Washington and Hays to strengthen the connection to the historic area along West Estudillo and BART. Finally, in the long term, the plan recommends that Joaquin be re-connected at Hays when the large anchor tenant structure is ultimately replaced.

This series of actions will restore, to a large degree, the city's traditional grid pattern while enhancing economic vitality for current and future use.

## B Grain

The “grain” of the downtown refers to its level of detail. This detailing can be considered as the size of the spaces or buildings, the relationship of elements to each other, or the amount of detail of any particular element.

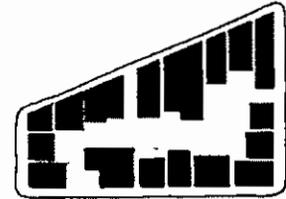
For example, the Best Building, built in 1910, demonstrates a fine grain. It has many pedestrian scale openings (windows and doors) along the sidewalk, the building itself is richly detailed and ornamented with carvings and hand-wrought fixtures. The more modern Wells Fargo Bank building, on the other hand, demonstrates a coarse grain. The building presents a large blank wall to the sidewalk, with very few windows or doors. The building itself is a smooth surface with little detailing or ornamentation.

This trend towards coarser grain is also reflected in the selection of urban infrastructure elements. Older street lamps were cast iron, scaled to the pedestrian experience, and ornamented with detail that reflects a hand-touch. Modern fixtures are usually machined aluminum, scaled for automotive speeds, and lacking detail.

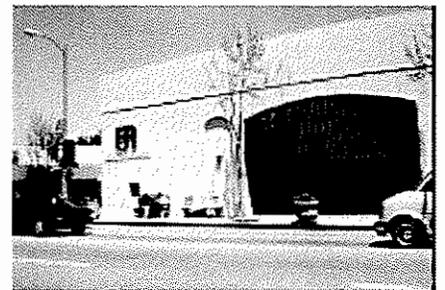
This trend towards larger, less finely grained urban patterns is evident when comparing early photos of the downtown with more recent ones.

The grain of a street or a downtown is a critical element in the overall experience of moving through a space. These details, such as ornamentation on a building, street facades created by a series of small individual buildings, a decorative lightpost, and street trees all contribute to a rhythm that is experienced as a sense of urban richness.

A recommitment to a finer grain does not necessarily mandate a return to traditional designs or copying historical buildings. Modern materials and forms can be richly detailed. The essence of a return to a finer grain is a recognition of the importance of the human, pedestrian scale, and attention to the relationships between materials. A commitment to quality of materials, quality of construction and an understanding of human scale will all contribute to restoring the grain of the downtown.

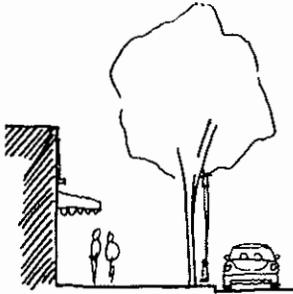


*A fine grained street. Awnings, articulated buildings, variety of heights and windows, frequent doors, and well-detailed street furnishings.*



*A coarsely grained street. Flat facades, long, unbroken building heights, limited windows and doors, utilitarian street furnishings.*

## C Pedestrian = Vehicle



A key recommendation of the plan is to give pedestrians consideration in the public right-of-way equal to that given the automobile. The original downtown was designed before the introduction of the automobile and was pedestrian scale, with access for slow moving carriages and trolleys. With the introduction of the automobile, the quality of the pedestrian space has been diminished to facilitate easy and fast traffic flow.

The plan proposes modest redesign of existing streets and parking areas to enhance pedestrian comfort and safety. These include:

- adequate sidewalks,
- quality paving materials,
- lighting,
- street trees,
- clear crossing points,
- interesting store facades,
- bike racks,
- signage, and
- furniture.

All combine to create a street that feels safe and attractive to pedestrians.

These pedestrian features can be achieved while also accommodating required access for cars and trucks. The plan recommends, for example, that the redesign of East Fourteenth Street be considered to convert it from four lanes with parking on one side only to three lanes (center turn lane) with parking on both sides. The parking on both sides will tend to reduce traffic speeds while simultaneously providing a protective barrier between pedestrians and traffic. It also allows for more people to use the street, since drivers become pedestrians once they park.

Finely detailed, comfortable streets attract pedestrians, whereas streets designed solely to accommodate traffic speed and volumes tend to repel pedestrian use. The plan proposes that each street and parking area be designed to balance the needs of both pedestrians and drivers, thus creating a more viable, comfortable urban environment.

In this environment, pedestrians are willing to walk moderate distances from parking to shops, because the walk is pleasant and safe. In this way, also, the balancing of pedestrian and vehicle needs contributes to the overall economic viability of the downtown. It is crucial, therefore, to accommodate vehicles with clear circulation and convenient parking, but to do it in a balanced manner that gives equal attention to the pedestrian experience.



*Pedestrians protected from traffic, large display windows, attractive signs, and pedestrian paving.*



*Clear, separated pathways through large parking lots improve the pedestrian experience.*

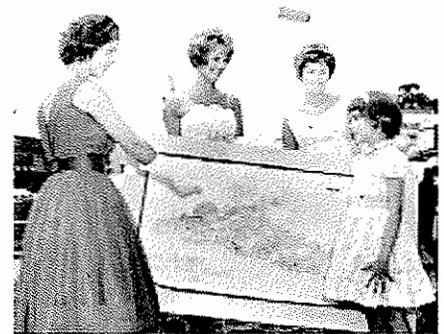
## D Plazas

Historically, plazas have been the great social and public gathering places of societies. Usually located at the center of civic life, plazas provide a community with a common space dedicated to the needs and functions of the people in the community. San Leandro has such a plaza, located at the intersection of the two main roads through town, at the focal point of the city's grandest buildings and most intense commercial activity. Over 150 years, this plaza has been the site of important civic functions such as markets, festivals and celebrations.

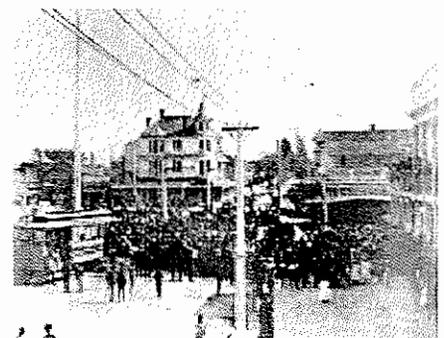
When the grid was abandoned in 1983, the historic plaza was relegated to a secondary role. The streets that had bound it changed significantly: traffic speeds and volumes on East Fourteenth became so high that the plaza was no longer a pleasant place to meet. The commercial buildings forming the edge along Washington were removed and replaced by a parking lot. The plaza itself was redesigned as a passive park, with raised planters and dense trees that obscured its visibility.

The plan recommends restoring the function and prominence of this historic plaza. It would be renovated as a gateway and showpiece for the restored downtown, with new retail buildings to reinforce the Washington Avenue edge. The plaza itself would be opened up and simplified, allowing it to function as a traditional gathering space again. In addition the plaza would be programmed with events and activities to keep it alive for the community.

To complement this commitment to pedestrian public space, the plan calls for additional plazas throughout the downtown. These can be dedicated gathering spaces or flexible spaces that can be used for parking or pedestrians on a daily basis and converted to accommodate specifically programmed functions such as a seasonal festival, live music, sidewalk sale or a farmer's market. The result will be a network of spaces that will organize the downtown and provide flexibility for a variety of civic events.

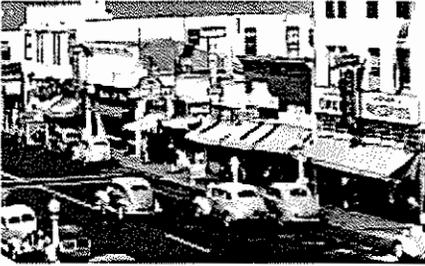


*The historic plaza has often been the focus of renewal.*



*San Leandro's historic plaza has served as a public gathering space for over a century.*

## E Architectural Quality



Quality of materials and design is critical in urban design.

San Leandro has a rich collection of historic resources in architecture, civic space and heritage trees. It is important to preserve these historic resources and adapt them to present uses. They can also be a source from which to draw when new construction is proposed.

However, it is not intended that these historic precedents dictate a particular style or period for new construction to copy, but serve as a model of timeless patterns and values, use of quality materials, and attention to context. Attempting to copy a particular style or period is an attempt to suggest that the downtown belongs to another time or place, rather than being an active center with a link to the past.

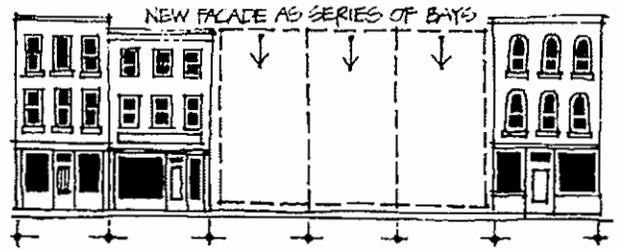
New and remodeled buildings should be evaluated as they relate to their surroundings, as well as their individual design. There are ten key criteria to consider:

1. height
2. width
3. relationship to street
4. roof forms
5. proportion of overall mass
6. composition
7. rhythm
8. proportion of windows and openings
9. materials
10. colors

Quality is perhaps the most important characteristic in establishing and preserving a viable downtown- in design, construction, materials, and maintenance.

**CASE STUDY: Components of Architectural Quality**

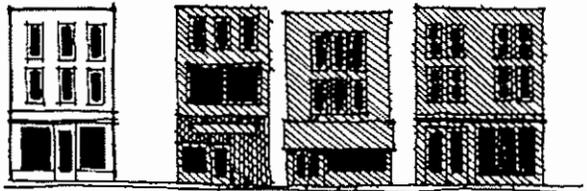
*Architectural quality is a function of proportion, scale, massing, and rhythms. A few key concepts help assure appropriate design and compatibility with surrounding buildings.*



**Consistent facade widths**  
(large building broken into multiple facades)

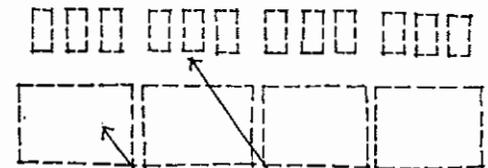


EXISTING FACADES ARE SIMILAR IN ARRANGEMENT



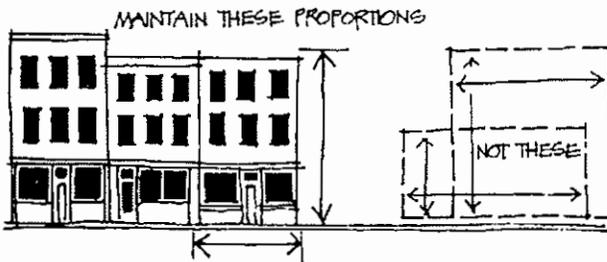
THIS NOT THESE  
NEW BUILDING FACADES

**Consistent composition (organization of parts)**

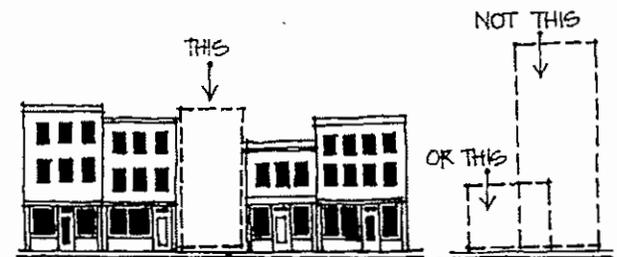


WINDOW RHYTHM  
RHYTHM OF STOREFRONTS

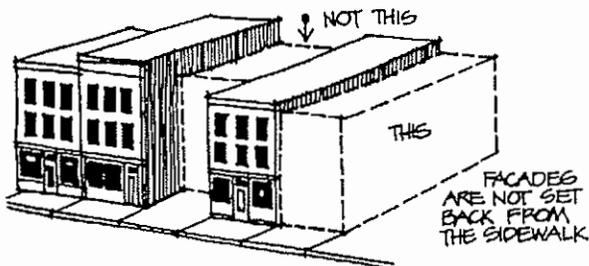
**Consistent rhythms**



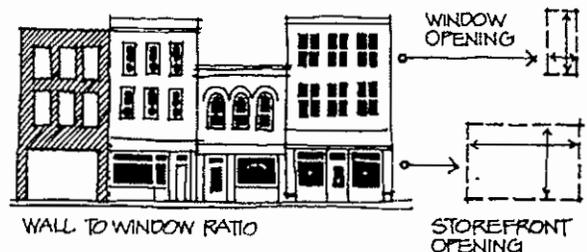
**Consistent massing and proportion**



**Consistent building heights**



**Consistent street setback**



**Consistent street setback**

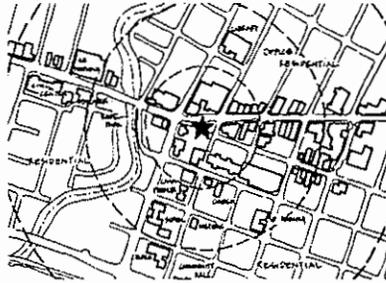
Drawings courtesy of National Trust for Historic Preservation, National Main Street Center

# V. Urban Design Plan

**The Downtown Plan affects both the immediate downtown and its neighbors. The plan has both short- and long-term recommendations. The Downtown Plan and Guidelines work together to support a consistent vision for the downtown.**

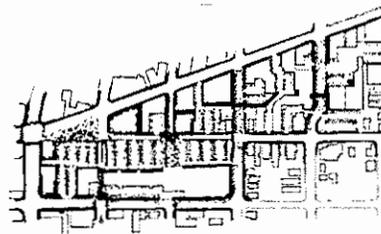
## A. Downtown Neighbors

*Downtown Neighbors considers the area immediately adjacent to the downtown. This includes the Uptown area across East Fourteenth Street, the historic residential area to the east, and the relationship to BART.*



## B. Downtown Plan- short term

*The short-term recommendations for the Downtown Plan are focused on catalyst projects and simple low-cost improvements that have big impact. The short term plan addresses three key elements: historic plaza renovation and Estudillo-BART link; pedestrian improvements; parking lot improvements.*

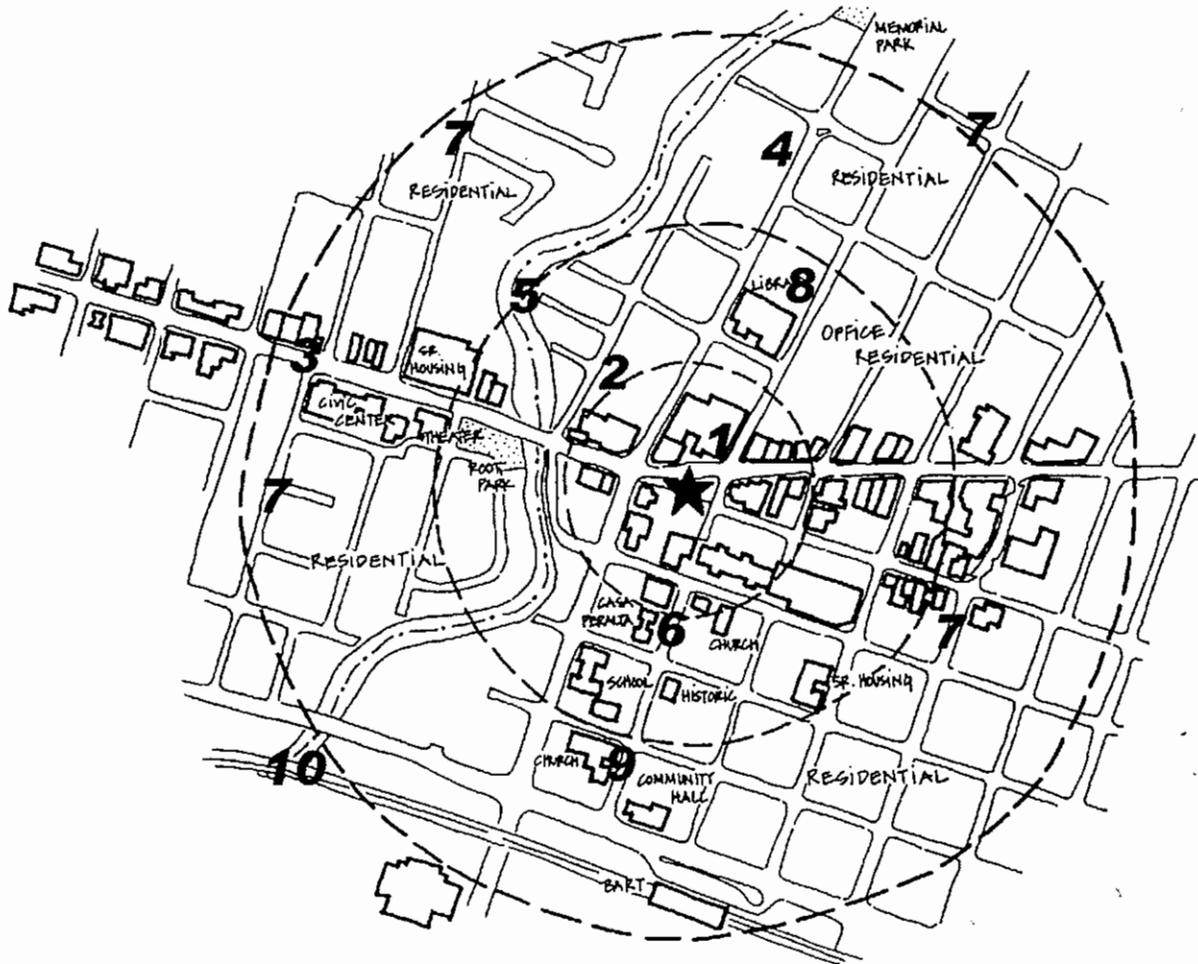


## C. Downtown Plan- long term

*The long-term recommendations for the Downtown Plan focus on repairing and restoring the historic grid street system while improving retail opportunities through redevelopment.*



# A Downtown Neighbors



## A. Downtown Neighbors

The core of downtown is a short walk from the Civic Center, San Leandro Creek, city library, historic sites, and the BART station. It is bordered by offices and residential neighborhoods. At the center lies the historic plaza. This geography creates the potential for a highly livable downtown where everything is within walking distance, including a transit station reaching the surrounding region.

### Recommendation:

Maintain and strengthen pedestrian and transit connections to the downtown from neighboring areas.

### 1 Downtown commercial district.

The historic business and retail core.

### 2 Historic plaza

Natural focal point of the downtown.

### 3 Civic Center

Recently renovated, a fine public space.

### 4 Public Library

Short walk to downtown.

### 5 San Leandro Creek & Root Park

A dominant natural feature with civic improvements.

### 6 Historic District

Several historic structures remain in this healthy residential neighborhood.

### 7 Residential Neighborhood

### 8 Uptown - Office District

Offices and residential area provide strong economic link to downtown.

### 9 BART station - regional link

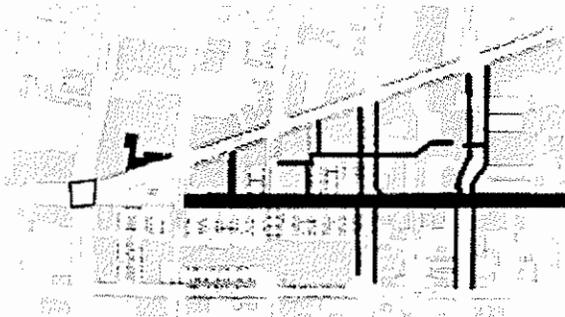
Enhancing pedestrian experience from train to downtown is critical.

### 10 Industrial District

## **B** Downtown Plan- Short Term Recommendations



1. *Historic Plaza Renovation and Estudillo-BART Link.*



2. *Pedestrian Improvements.*



3. *Parking Lot Improvements.*

### **B. Downtown Plan - Short Term Recommendations**

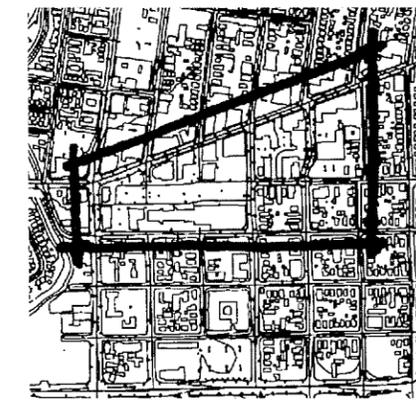
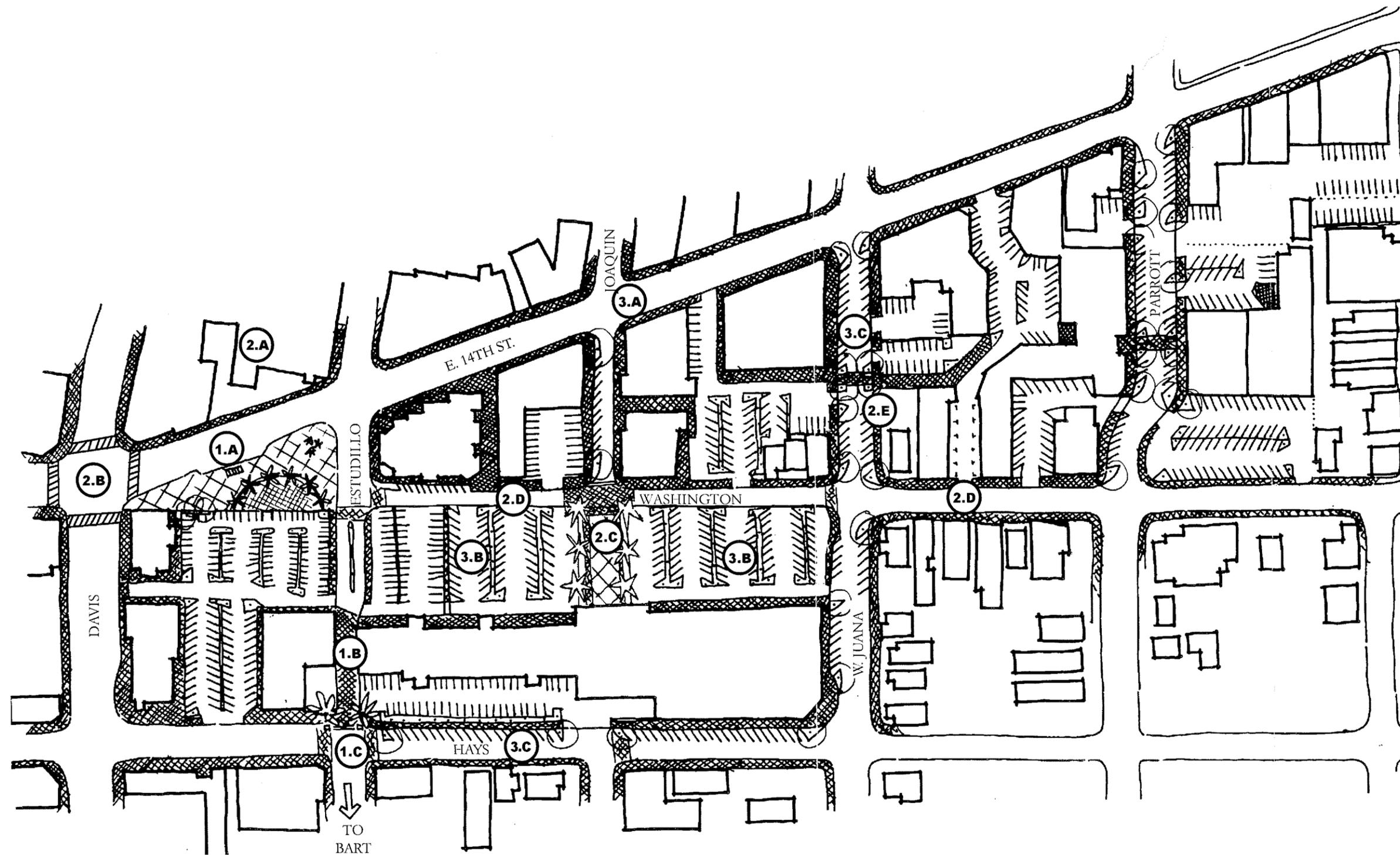
The intention of the short term plan (see fold out sheet) is to make small, affordable, visible improvements which create momentum for greater change. These catalyst projects will help to create confidence in the future of downtown, promoting additional investment and building community support.

The short term plan addresses three key elements:

1. Historic Plaza Renovation and Estudillo-BART Link.
2. Pedestrian Improvements.
3. Parking Lot Improvements.

Related short term plan recommendations are divided into three levels by general cost and priority. While it is imagined that these levels would most likely be implemented in sequence, they may be implemented in any order, depending on funding and other factors. Following the fold-out map are descriptions of each of these recommendations.

**See accompanying fold-out map for Downtown Plan - Short Term Recommendations**



**1. Historic Plaza Renovation and Estudillo-Bart Link**

- 1.A Plaza renovation
- 1.B Pedestrian corridor improvements at Estudillo
- 1.C Estudillo Gate with trees marks clear pedestrian path to downtown and BART

**2. Pedestrian Improvements**

- 2.A ATM moved from alley to more visible location
- 2.B Improved pedestrian crossings over E. 14th Street and Davis Street
- 2.C Gathering space, joint use with parking
- 2.D Washington Avenue Pedestrian Improvements
- 2.E Pedestrian crossing connecting Pelto Center to shops across W. Juana

**3. Parking Lot Improvements**

- 3.A Improved E. 14th Street - 3 lanes with parking on both sides
- 3.B Pedestrian enhancements to parking lot
- 3.C Improved parking and landscaping on Hays and W. Juana

October 2000

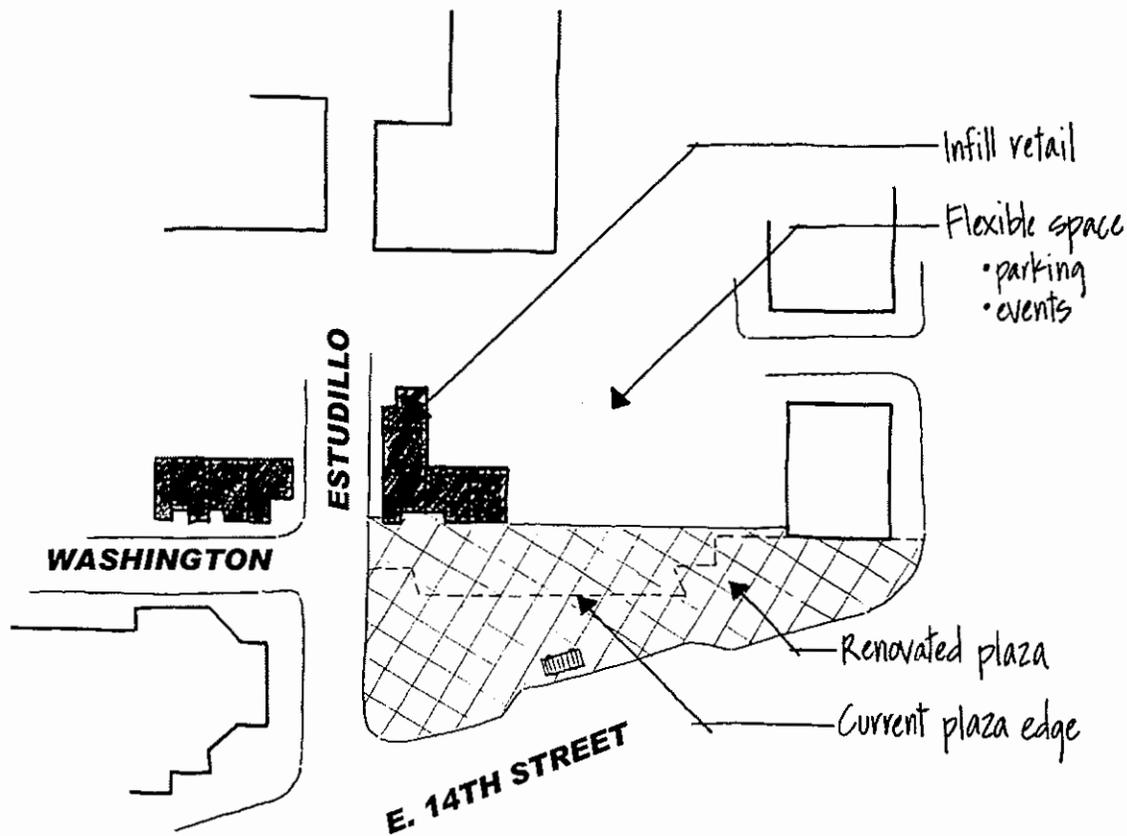


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Urban Design, Planning, and Landscape Architecture

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Voice 650.462.8880 Fax 650.325.1018

**Short Term recommended plan- Four levels**

# San Leandro Downtown Plan



**A) Historic Plaza renovation**

**Description**

Renovate the Historic Plaza.

Criteria for design include:

- simplicity
- visual presence
- protection from E. 14th

**Traffic**

- classic character
- maintainability
- provides flexible space
- accommodates possible infill retail sites

**Purpose**

Create a formal, central, ceremonial space for the downtown of San Leandro.

Provide a place for gatherings, markets and festivals that can spill into the adjacent parking lots when necessary.

Activate the space by providing retail/restaurant on corner.

Highly visible location makes plaza a gateway welcoming people into the downtown.



**Proposed**

*Together with the existing row of trees and restored street, new small structures reinforce the Washington Avenue axis. They provide a lively edge to the newly restored plaza.*



**Existing**

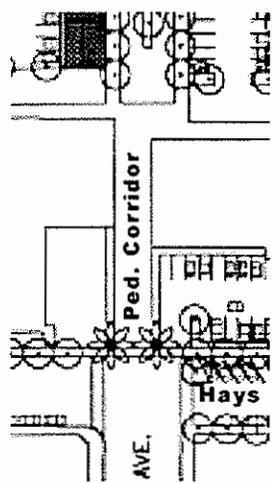
*Currently, much of the original plaza has been converted to a parking lot, but the trees which once ran along Washington Ave and the plaza edge are still intact (row to the right). This view shows Washington Avenue with the plaza directly to the left and the Safeway structure to the right.*

The committee did not endorse any particular plaza design, but the criteria for design only. Further study is recommended for this important space. Because this is the city's central civic space, it is also recommended that public participation be included in the plaza design process.



see front elevation

**1.B Pedestrian corridor at Estudillo**



**Description**

Improve passageway by removing existing clutter and improving paving. Replace lighting with a softer more pleasant pedestrian light.

Encourage stores to have doors or windows open onto the passageway.

**Purpose**

Improved passageway makes a stronger connection between BART and downtown through historic neighborhood.

New lighting promotes safety and aesthetics without glare.

Doors and windows facing the corridor improve retail access and animate pedestrian space.

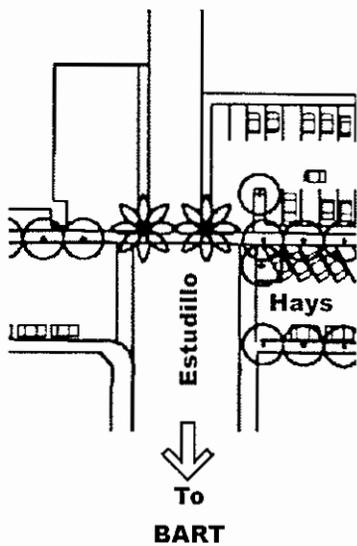
Businesses flanking the corridor could use this space as an opportunity for outdoor seating, displaying sale items, etc.

Strengthening this connection may, in the future, allow for the return of retail to Hays Street.



West Estudillo Street

**1.C** Estudillo Gateway



*Description*

Iron gateway constructed at West Estudillo and Hays Streets marks this western entrance into the downtown area.

Trees flanking the passageway make the entrance visible from a long distance.

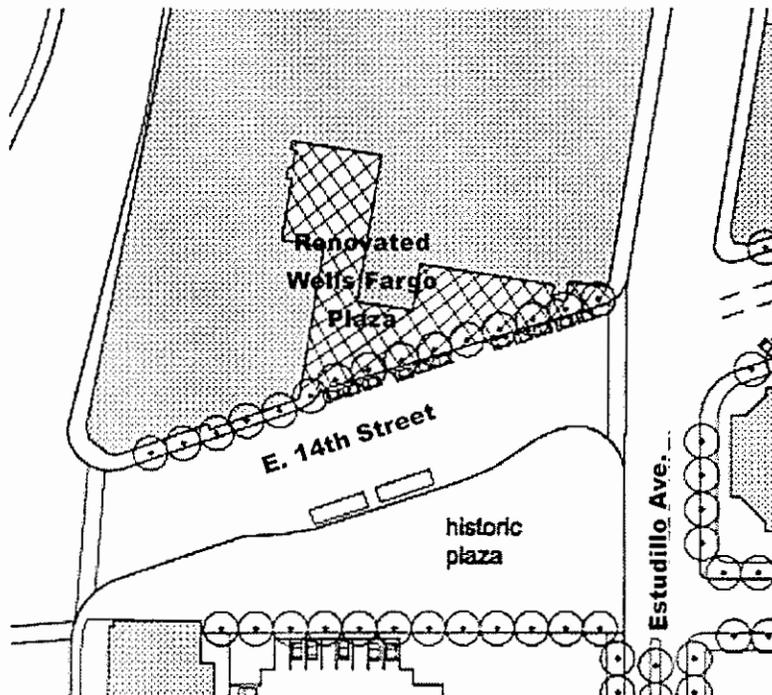
Service areas and garbage bins are screened or relocated.

*Purpose*

The gateway acts as a formal entry connecting the adjacent residential neighborhood to the downtown.

A bold and attractive gateway combined with trees make the entrance corridor clear to BART passengers navigating towards the downtown.

Strengthening the connection to downtown in this direction may, in the future, allow for the return of retail to Hays Street.



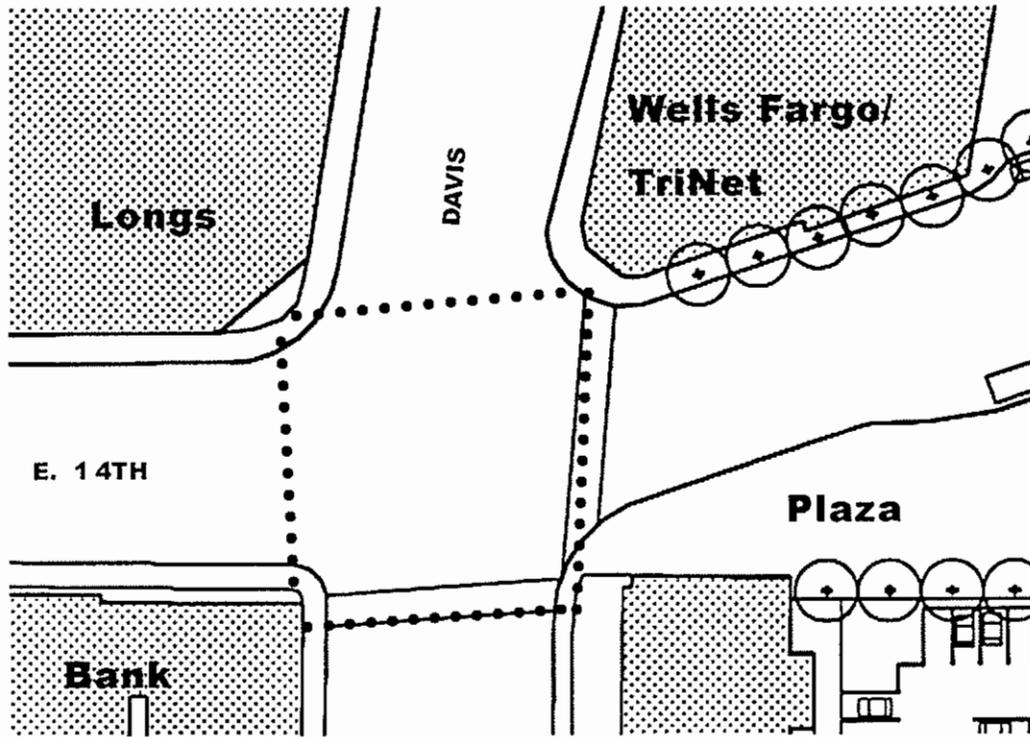
**2.A** ATM at Wells Fargo moved to more visible location

*Description*

The plaza across East 14th Street at Wells Fargo Bank, including the ATM location, should also be reconsidered as part of the Historic Plaza renovation. This may be done concurrently with the Plaza renovation or subsequently.

*Purpose*

- To activate Wells Fargo Plaza.
- To make safer access to ATM.



**2.B** Improved pedestrian crossing at E. 14th and Davis Street

*Description*

Improve pedestrian crossing at this major intersection.

Improvements may include:

- special paving
- traffic signal timing changes
- special intersection lighting
- lane reconfiguration
- median island/pedestrian refuge

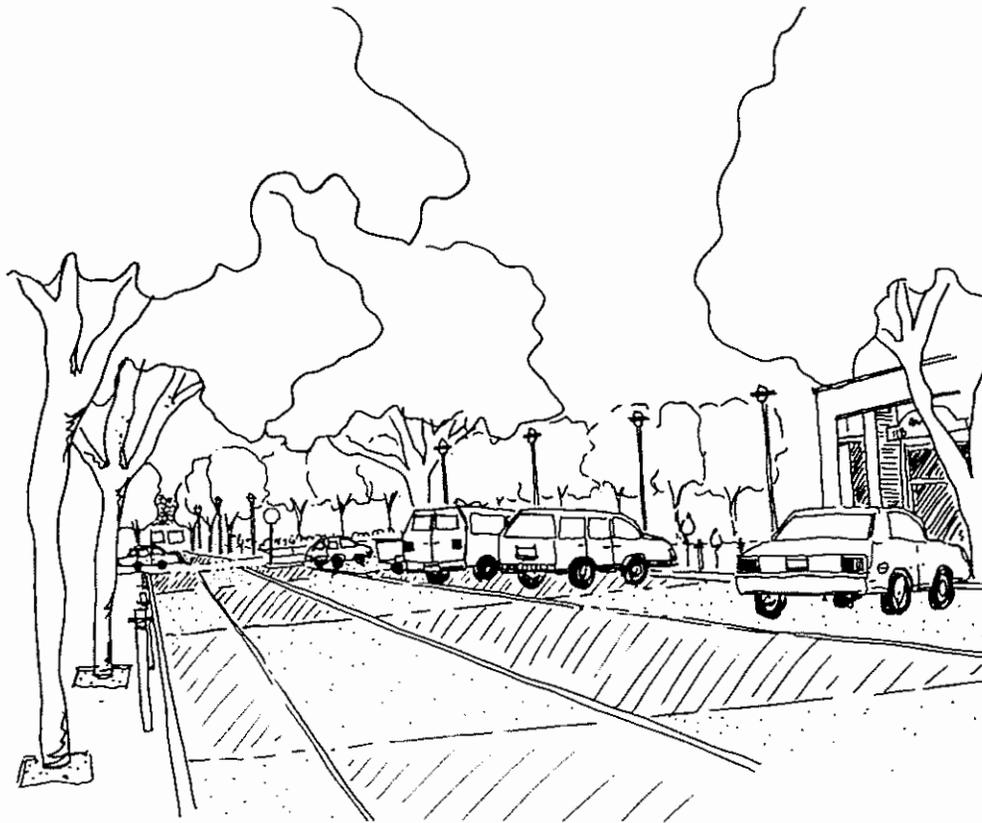
*Purpose*

To enable easier, safer pedestrian crossings.

To better connect the downtown core with adjacent land uses, Uptown and the Civic Center.

*Long crossing distances are difficult and uncomfortable for pedestrians.*





**2.C** Gathering space at Joaquin/Washington

*Description*

Create a fine quality, flexible pedestrian and vehicular space along West Joaquin near the Washington Avenue intersection.

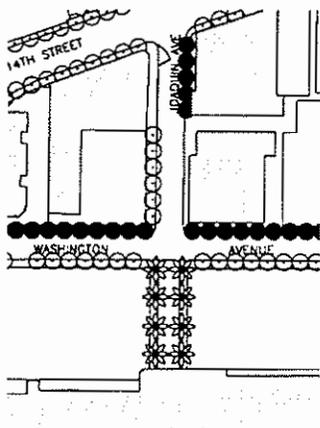
This can be accomplished through the use of special paving, improved lighting, vegetation, amenities and maintenance.

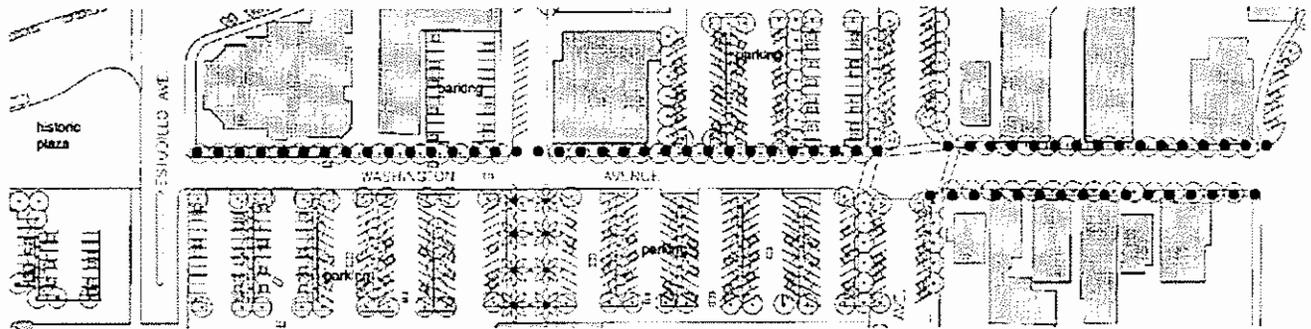
*Purpose*

To facilitate public gathering and outdoor events, such as farmers' markets, live concerts and art fairs. The number of special events shall be limited to minimize the impact to surrounding businesses. When not being used for special events, the space normally functions as a street and parking area.

By extending West Joaquin and detailing it like a street, the parking lot is broken into two smaller halves, reinforcing the downtown grid.

The West Joaquin extension can become an "alternate" plaza site, providing a gathering place for festivals that require more room than historic plaza location can provide.





**2.D Washington Avenue Pedestrian Improvements**

*Description*

Provide pedestrian improvements along the east side of Washington Avenue to West Juana, and along both sides of Washington Avenue from West Juana to Parrott Street, with decorative street lights and street trees.

*Purpose*

Strengthen the pedestrian connection between the restored Downtown Plaza and Parrott Street.



**2.E Pedestrian crossing across West Juana at Pelton Center**

*Description*

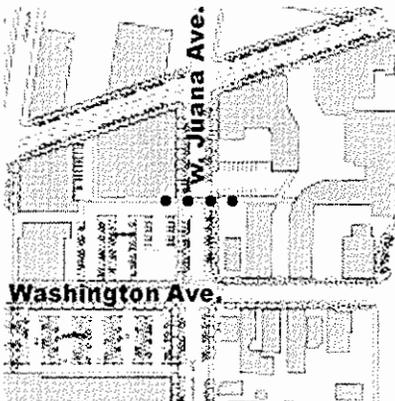
Include landscaping and decorative pavement at significant pedestrian crossings, similar to recent Parrott Street improvements.

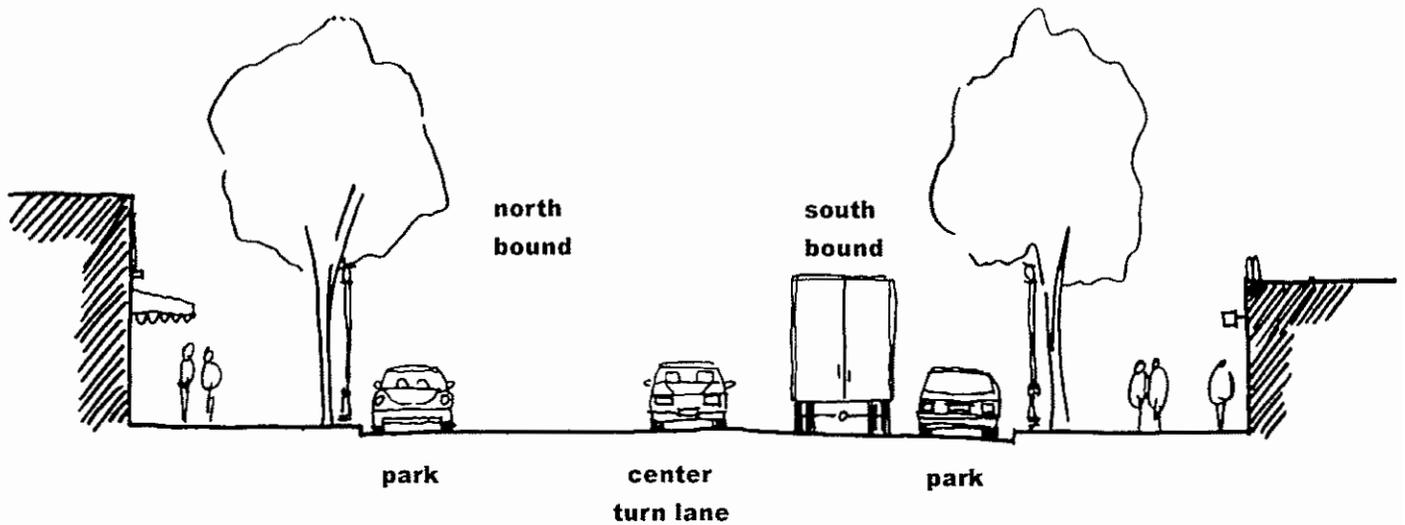
Establish sidewalks and pedestrian crossings at intersection of Joaquin with Washington.

Plant street trees along entire length of new and existing Joaquin Street.

*Purpose*

Improved amenities and landscaping enhance the pedestrian experience and extend acceptable walking distances. Special pavements at pedestrian crossings reinforce safety and comfort of pedestrians.





**3.A E. 14th Street Improvements**

*San Leandro's street trees and banners create an identity for the downtown, providing a pleasant and memorable experience along E. 14th Street for pedestrians and vehicles.*



**Description**

Maintain two-way traffic, reduced to one lane in each direction and one central turning lane.

Provide parallel parking on both sides of street.

Expand sidewalks and maintain and improve street tree program.

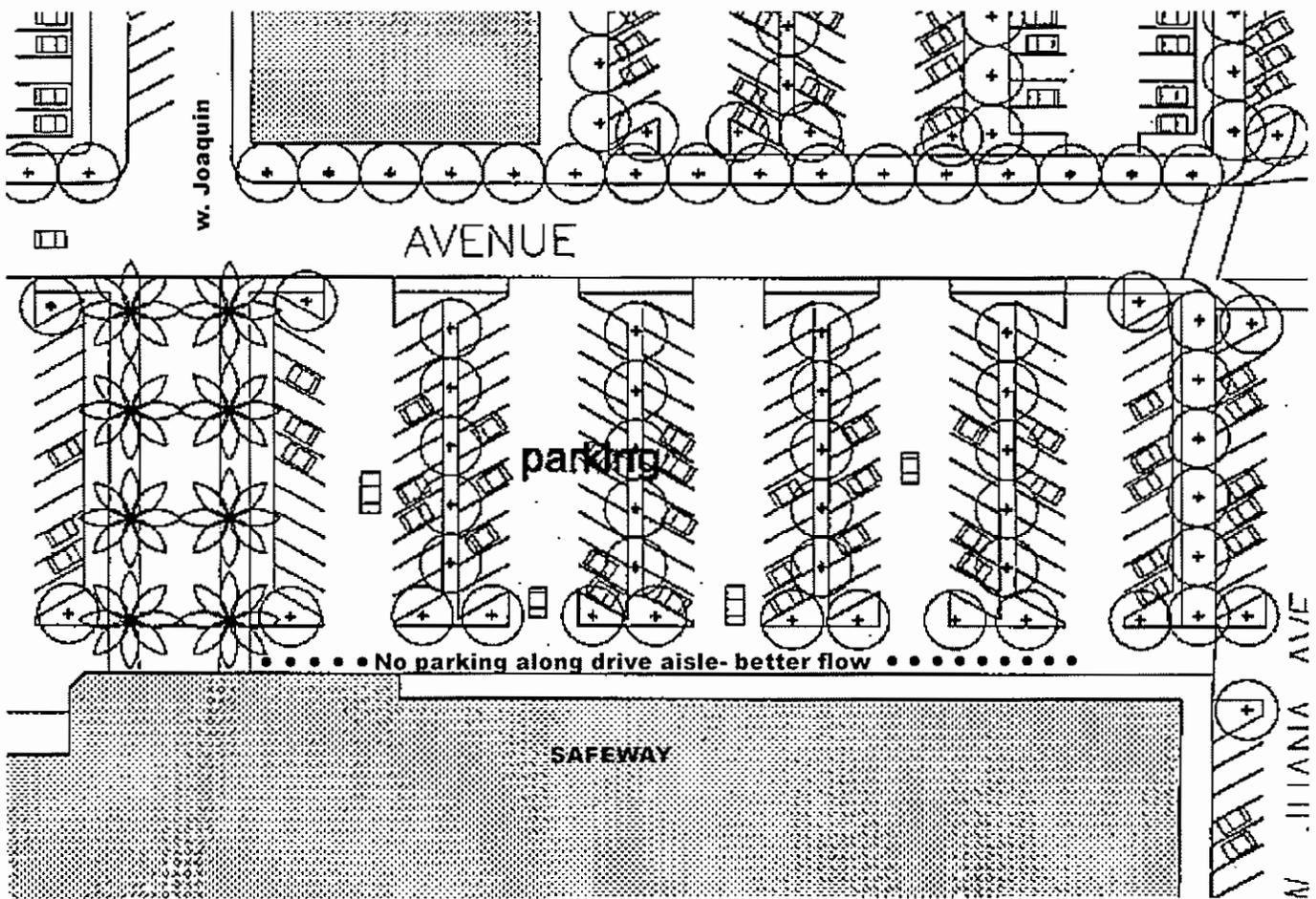
Install decorative streetlights and street trees at regular spacing.

**Purpose**

Improve street experience by altering current dimensions to equally accommodate both the pedestrian and the vehicle.

Parking both sides of the street creates a symmetry and rhythm along the street. Parking for patrons increases vitality of E. 14th Street businesses. Parking also buffers pedestrians from traffic.

Placement of trees and lighting can contribute to the development of a pleasant rhythm, enhancing environment for both driver and pedestrian.



**3.B** Parking lot improvements

*Description*

Improve main parking lot to relocate parking from in front of stores. Extend pedestrian improvements along Washington into the current parking lot. Staff shall work with tenants when developing these improvements.

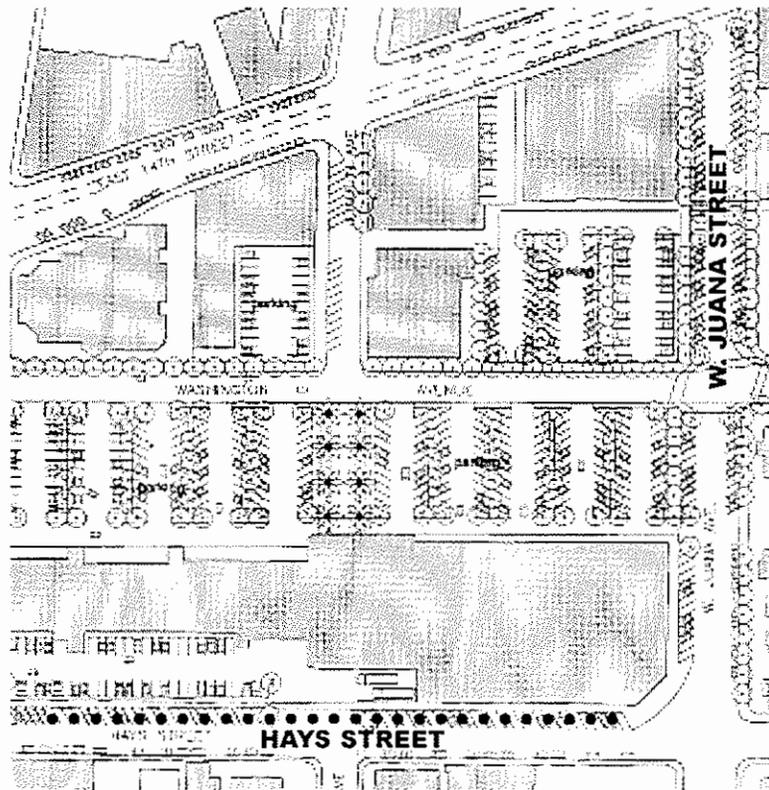
*Purpose*

Removing parking from front of stores and reducing parking entry points will enable more efficient circulation.

Sidewalks and crossings make pedestrian movement easier, safer and more pleasurable.



*Clear pedestrian path in Safeway parking lot, San Leandro.*



**3.C Improved parking and landscaping on Hays Street**

*Description*

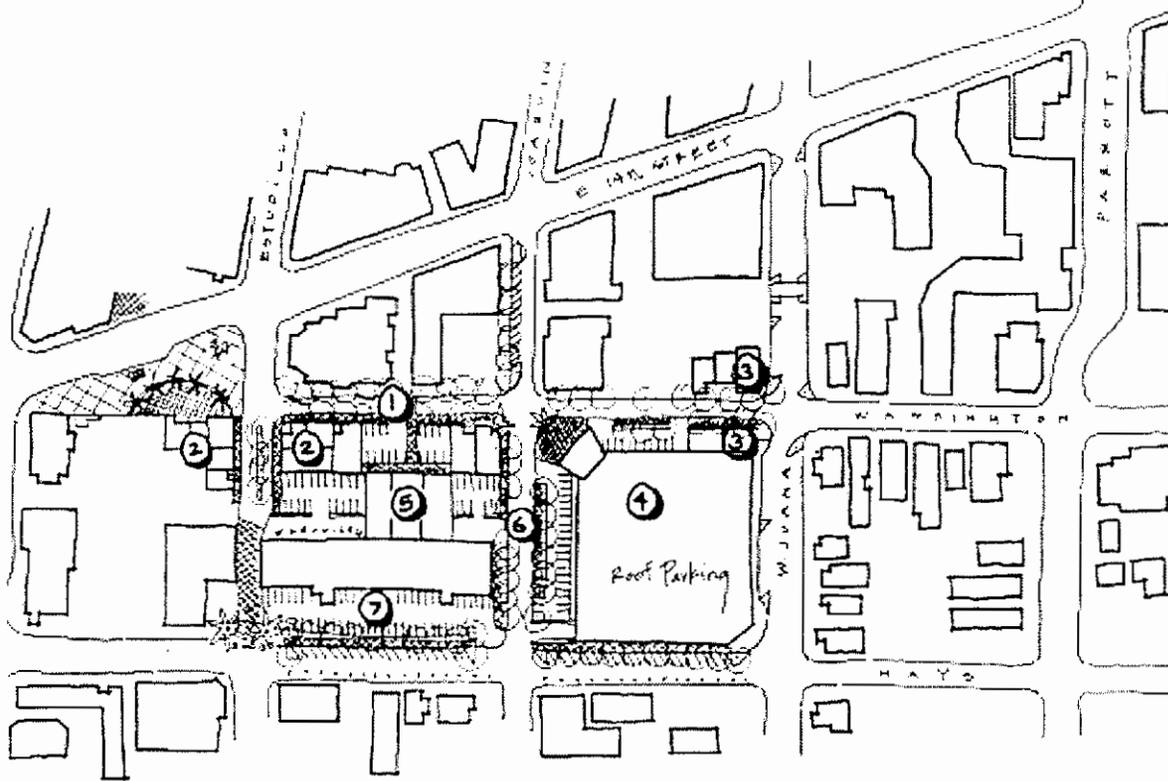
Introduce diagonal parking along Hays Streets. Include landscaping and decorative pavement at significant pedestrian crossings, similar to recent Parrott Street improvements.

*Purpose*

Diagonal parking is more efficient than parallel and yields increased parking capacity. On-street parking animates the sidewalk and storefronts, improving economic viability of these streets.

Improved amenities and landscaping enhance the pedestrian experience and extend acceptable walking distances. Special pavements at pedestrian crossings reinforce safety and comfort of pedestrians.

## C Downtown Plan- Long Term Recommendations



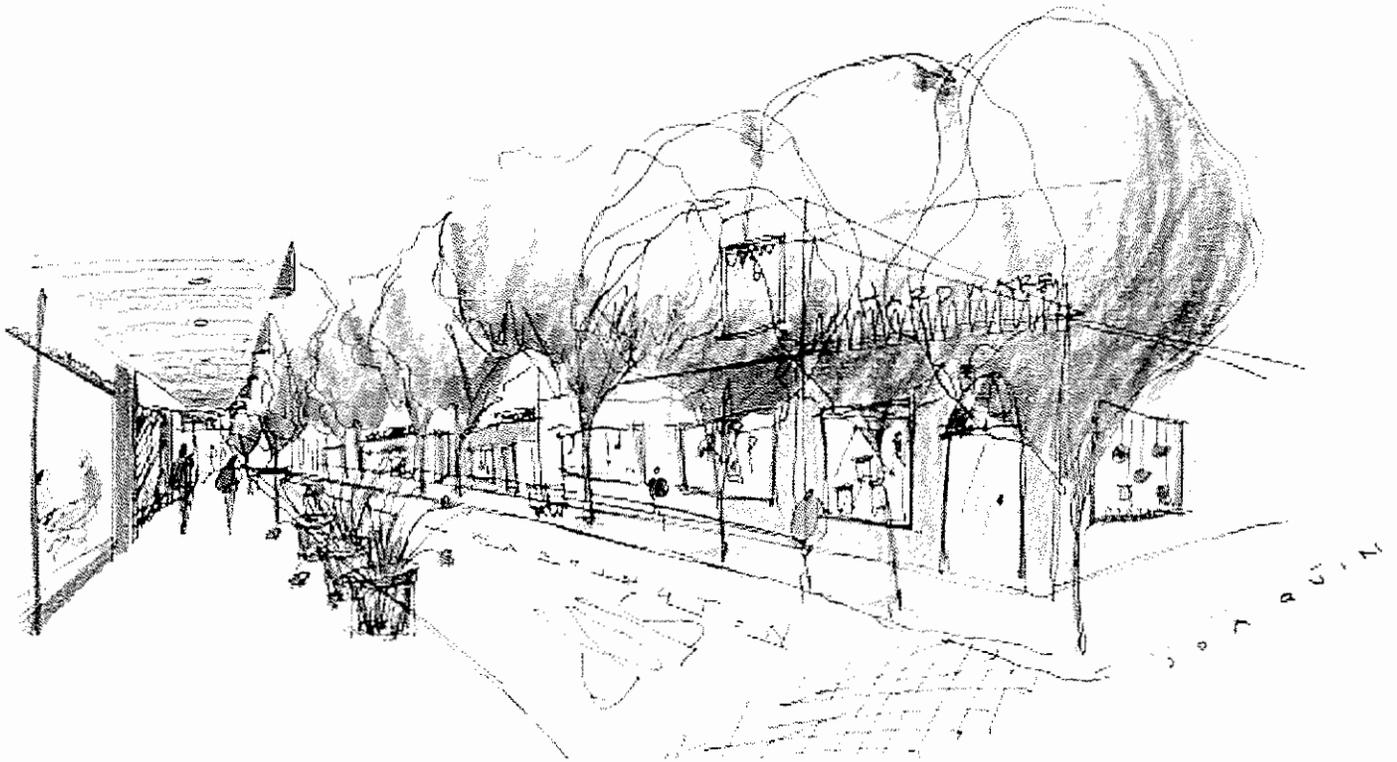
### C. Downtown Plan - Long term Recommendations

The long-term plan addresses the larger issues that will take more time and effort to implement. These long-term changes will fully realize the vision of the downtown plan and implement a return to traditional planning principles. Long term plans should include a comprehensive parking analysis to identify options for meeting the parking needs of existing and future businesses.

- LT.1 Washington Avenue restored as a traditional street with sidewalks on both sides.*
- LT.2 Retail anchors corner - adds life and activity to plaza edge.*
- LT.3 New retail anchors corner with parking behind.*
- LT.4 Anchor tenant redeveloped to fill a single city block with corner entry and structured parking.*
- LT.5 Extended retail infill reinforces traditional streetscape along Washington Avenue.*
- LT.6 West Joaquin Street extended connecting Washington to Hays.*
- LT.7 Shop entrances reoriented towards Hays Street.*
- LT.8 Satellite parking lots or a parking structure provided at perimeter of downtown core to replace displaced parking and support retail infill.*



**Implementation of the Long Term Plan recommendations will restore, to a large extent, the historic downtown grid.**



**LT.1 Restore Washington Avenue as a Traditional Street**

*Description*

Re-establish sidewalk and street trees on west side of street.

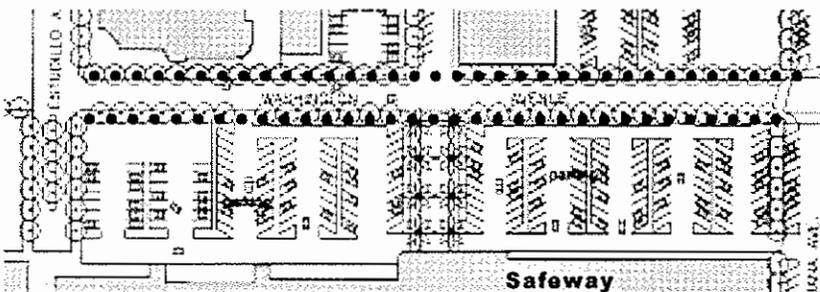
Strengthen the pedestrian amenities along this street by adding decorative lighting, street trees, and planters. Face front doors of shops to this street.

*Purpose*

Strengthening Washington Avenue as an attractive pedestrian and retail corridor will restore the spine of the downtown. Other streets will build on the vitality of this central spine.

Reinforcing the street edge with infill and entrances on Washington will create a classic downtown street suitable for shopping and civic life.

Washington will become a quiet walking/strolling street with slow moving cars, in contrast to the bustling nature of E. 14th Street.





**LT.2** Infill retail sites at Washington/Estudillo

**Description**

Provide space for several small retail stores or restaurants at the intersection of Washington and Estudillo.

Maintain parking lots behind new construction with access to the lot from adjacent streets.

Ideally, corner shops would open both front and back. Otherwise, shops should open to Washington (onto the Historic Plaza) with picture windows along Estudillo.

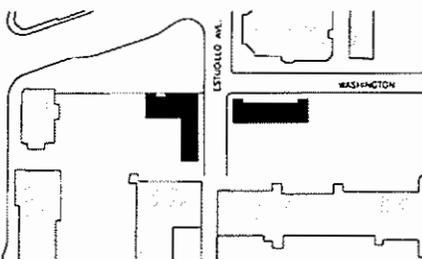
**Purpose**

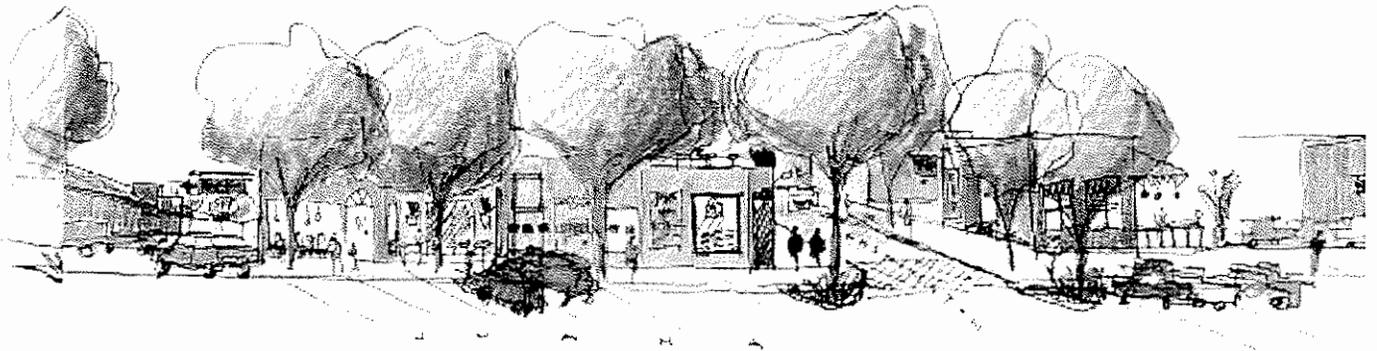
To define the edge of the newly established Washington Avenue and to animate it with retail activity.

Provides a back edge for Historic Plaza renovation (see 1.A).

Infill sites prevent either street corner from becoming “dead” by requiring window or door access at all corner stores.

Ideal business would be types which “spill out” or draw people to the street, such as flower stands, cafes, small restaurants, newsstands. People sitting against the new buildings will be a comfortable distance from E. 14th Street but can still observe activity there.





**LT.3** Retail infill sites at corners

*Description*

Provide space for several small retail stores or restaurants at the intersection of Washington and West Juana.

Maintain parking lots behind new construction with access to the lot from adjacent streets.

Ideally, corner shops would open both front and back. Otherwise, shops should open to Washington with picture windows along West Juana. An opening on the corner is desirable.

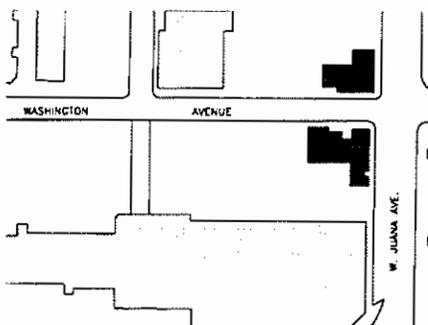
*Purpose*

To define the edge of the newly established Washington Avenue and to animate it with retail activity.

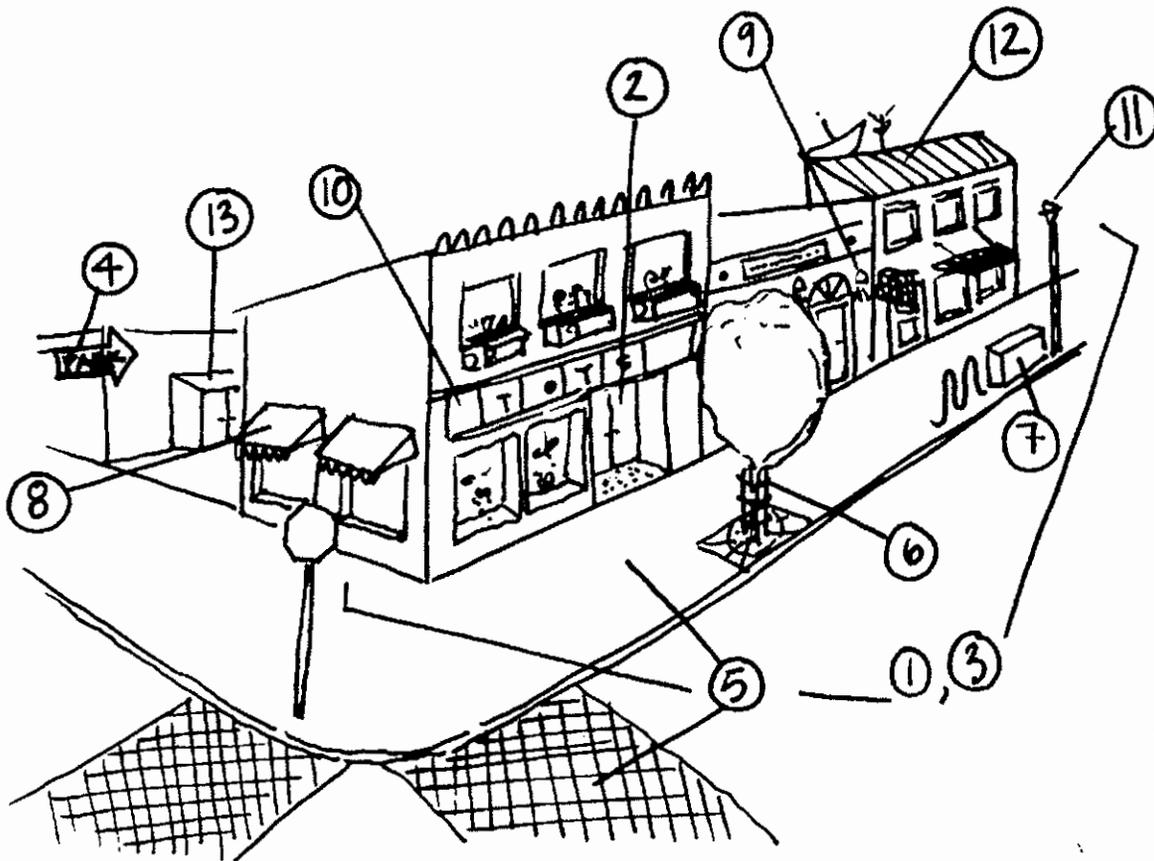
Corner doorway relates to Cafe Latte Da across W. Juana.

Infill sites prevent either street corner from becoming “dead” by requiring window or door access at all corner stores.

Ideal businesses would be types which “spill out” or draw people to the street, such as flower stands, cafes, small restaurants, newsstands.



## VI. Urban Design Guidelines

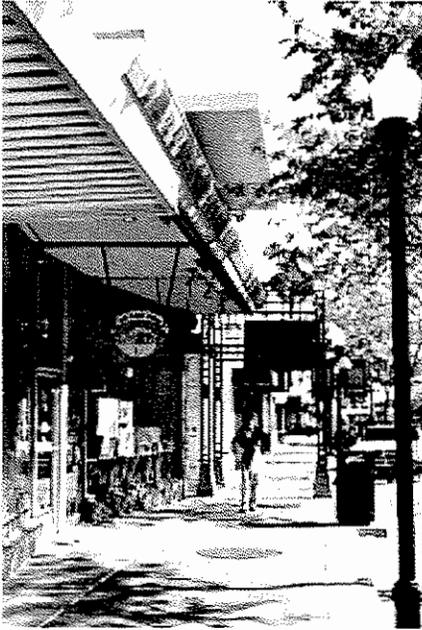


The **GUIDELINES** address the various elements that compose the fabric of downtown.

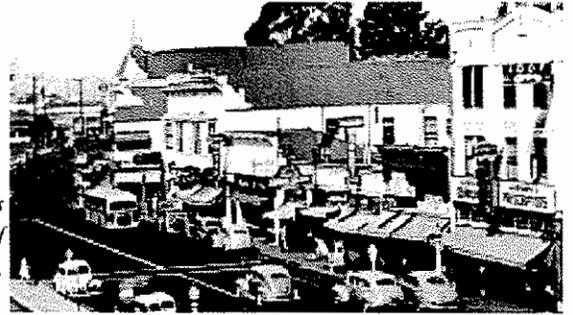
They work together to support the overall **PLAN**.

- 1 *Rhythm*
- 2 *Entry*
- 3 *Materials*
- 4 *Parking*
- 5 *Sidewalks & Crosswalks*
- 6 *Landscape*
- 7 *Street Furnishings*
- 8 *Awnings & Canopies*
- 9 *Building Lighting*
- 10 *Signs*
- 11 *Site Lighting*
- 12 *Rooftop Equipment Screening*
- 13 *Service & Loading Areas/  
Trash Enclosures*

# 1 Rhythm



*Special paving, unique signs and lightposts and trees create a rich rhythm.*



*Historic photos provide examples of rhythm.*



*Narrow, varied storefronts provide an interesting pedestrian environment.*

**Rhythm.** Downtown areas are characterized by a lively, compact architecture and site design.

A good rhythm depends on:

- narrow storefront widths,
- display windows,
- building entries,
- building heights,
- facade elements,
- active ground level uses,
- street furnishings,
- trees,
- public amenities.

These elements work together to create a distinctive and satisfying rhythm.

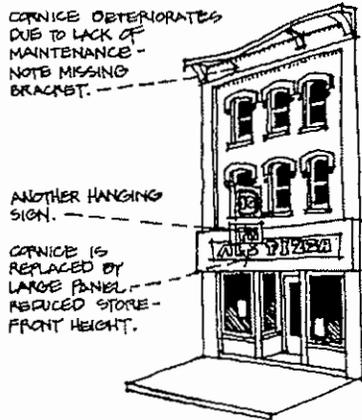
They are described individually in the following pages, but attention should be paid to their overall composition to contribute to the rhythm of the downtown.

**CASE STUDY: The Impact of Incremental Change**

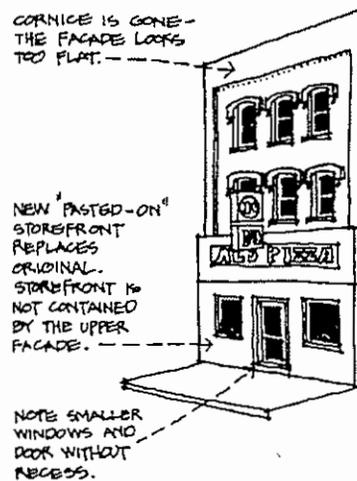
*Over time, small modifications to existing buildings can diminish the traditional qualities of downtown. The same power of incremental change can be used for positive improvements through renovations or infill development.*



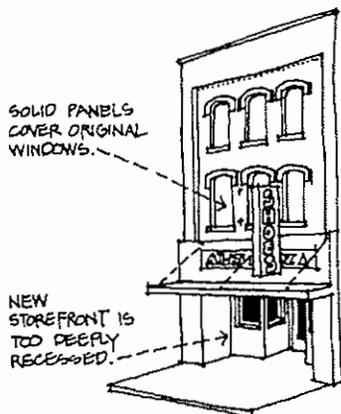
**1. Original building**



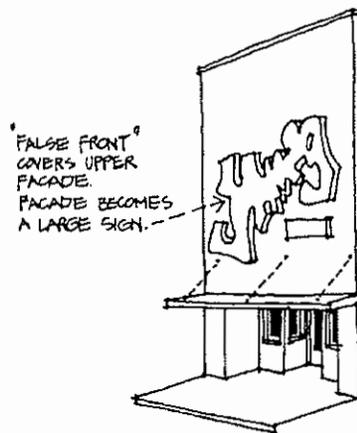
**2. Multiple minor facade changes**



**3. Storefront remodeling**



**4. Another storefront remodeling**



**5. Drastic facade change - "modernized and streamlined"**

Drawings courtesy of National Trust for Historic Preservation, National Main Street Center

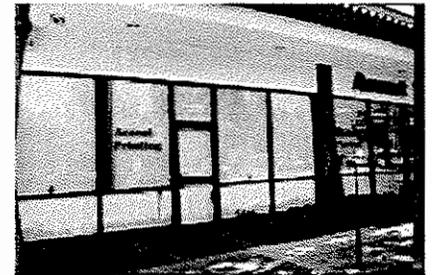
## 2 Entry



*Corner entry with rich materials, special building lighting, and entry alcove.*



*Clear recessed entry with special paving, and flanked by large display windows.*



*Closed shades on windows and door along sidewalk make entry ambiguous.*

**Entry.** Store entrances activate the street. Today, many stores in the downtown, particularly along E. 14th Street and Hays Street, have “turned their backs” on the main street, with entrances facing the rear parking lot.

For an economically viable and vibrant streetscape, storefront entrances should face onto the main street. Combined with on-street parking, street-facing storefronts make an easily understood, traditional downtown pattern. Secondary rear entrances are to be encouraged for service and easy access to the stores from the parking areas. However, certain retail uses require

a single point of access and control.

All entries should be clearly articulated by architecture and signage.

### **Main Entrances**

Existing structures which have altered their facilities to only accommodate rear parking lot entry, should reinstall front entrances along the street.

All entries should be clearly marked and framed with architectural elements and/or special materials and color.

Renovate and restore doors and glazing whenever possible. If it is necessary to replace doors, be cer-

tain to choose a size, scale, and material appropriate to the building.

Existing recessed entrances should be maintained. Special tile or paving in these areas should be restored, repaired or replaced as needed.

Recessed entries are recommended in new construction. Special paving is recommended in these areas as it identifies an individual storefront, and adds to the grain of the downtown. Paving could be tile, brick or colored/textured concrete to differentiate it from the adjacent sidewalk.

Corner entrances should be



*Back entrance clear, decorative and leads to an outdoor seating area.*



*Large clear signs, lighting and display windows draw customers from the rear parking lots into the shops.*



*Tiny rear door is unwelcoming and it is unclear if this is service entrance or a customer entrance. Clutter detracts.*

angled or recessed with special architectural emphasis.

### **Rear entrances**

Rear, secondary entrances facing parking lots or alleyways are encouraged. By offering access to customers on both the front and back of a building, circulation is improved between the street and the parking lots. This dual entry condition sometimes creates a management challenge for storeowners concerned with loss prevention, and a single front entry may be required.

Display windows should be included in rear entry areas facing parking as a way of animating this environment.

The rear façade should be clean, well maintained and inviting to passing pedestrians. Storage and garbage areas should be contained and out of view.

Clear signs should be included at the rear of buildings. If the door is not for public use, this should be clearly stated and directions to the front door should be given.

Awnings are recommended as a way of making a rear entry clear in what can sometimes be a cluttered environment.

Planter boxes can bring color and brighten up a rear entry.

Rear doors should be well lit, including illumination of the store sign.

### 3 Materials



*Unique tiles and bright colors create a rich storefront.*

**Materials.** Special attention should be paid to the selection of materials and colors in the downtown area. High quality materials and a cohesive color palette will create buildings which will contribute to a harmonious character in the downtown.

These guidelines are not intended to discourage individuality or dictate a single style for the downtown. Unusual and creative use of materials, with attention to quality and scale can contribute to the grain and character of a downtown.

#### **Color**

Color adds vibrancy and energy to an urban area. Many communities have attempted to regulate use of color, which can lead to divisive debates or monotonous blandness. For downtown San Leandro the ideal is to allow individual projects to develop color schemes that satisfy the requirements of each project while supporting a cohesive downtown character.

A single building should generally employ a variety of materials using trim and accent color to create visual interest.



*A variety of special materials on the facade as well as the entry paving.*

#### **Facade - walls**

Building facades should have at least two materials. A differentiated base (bulkhead or kickboard) of a high quality material such as tile or stone is recommended. The face should also be articulated by to express architectural structure such as sills or column projections (pilasters). Avoid the use of large fields of a single material.

Brick veneer, when used, should be mortared to give the appearance of structural brick.

Currently, use of industrial steel materials is popular for retail storefronts. Used correctly (as an accent material or in proper combination



*Rich "new" colors, tile base grounds the building while the roof treatment caps it.*



*A simple pedestal with arbor and climbing vine create memorable spaces.*

with traditional materials) these can add character to the downtown environment.

### **Roof**

Many traditional downtown buildings have flat built-up roofs, shielded by a decorative cornice or parapet wall. Use of these decorative cornices and parapets are recommended on new construction. The success of these parapets depends on a reveal or accent materials to create deep shadows.

If roofs are visible, careful attention must be paid to roofing materials. Clay or concrete tile, currently popular in the downtown area, is

recommended in a red or terra cotta color.

Asphalt, metal roofing and other materials are also acceptable if well integrated into a building design, especially if combined with more traditional materials. In all cases, rooflines should be edged by a well designed gutter or cornice.

Wood shingles are not recommended in the downtown area as this is associated more with a residential area.

### **Window Glazing**

All ground floor windows should have a clear or translucent glazing. Solar control can be achieved by use

of awnings and canopies.

Reflective glass should not be used.

Glass block may be used when visual privacy is necessary, as it provides interior light and avoids the problem of permanently closed blinds or blank walls along the sidewalk. However, this surface should not be used for large areas, as it has a similar effect as a blank wall along the sidewalk.

If tinting is necessary for upper floor windows to prevent glare it is recommended to use as light a color as possible, in shades of blue, green and gray. Integral tinting is pre-

**CASE STUDY- Building Facade Elements**

*The traditional downtown building facade is composed of a few elements. Careful attention to these elements and their relationships will produce architecture characteristic of historic downtowns.*

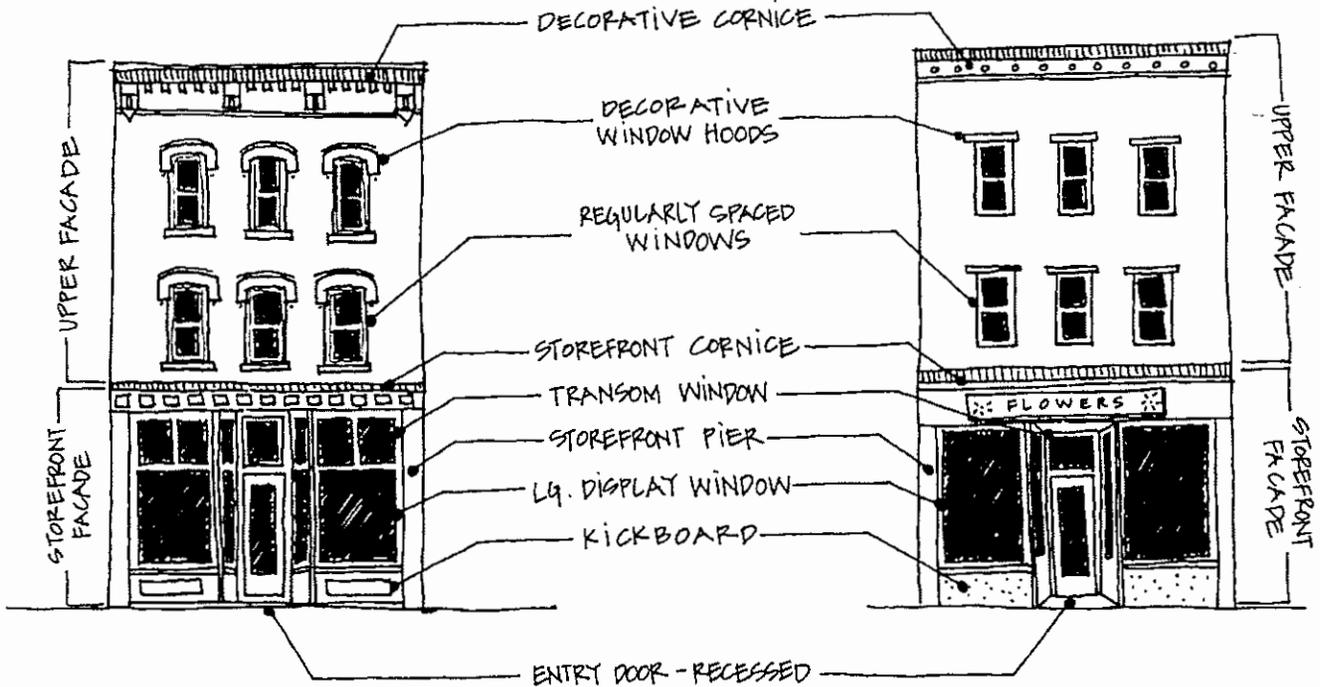
**Upper facade**

Traditionally a heavier material such as brick, cast iron, or stucco. Generally contains regularly spaced “punched” window openings surrounded by decorative detail. The Upper Facade is capped by a Building Cornice traditionally made of brick, cast iron, or wood. The depth of cornice front and articulation of its materials creates deep shadows.

storefront is more delicate and transparent. Large display windows are framed by piers and a smaller storefront cornice between the first and second floors. Transom windows allow natural light to reach far into the narrow, deep building. Recessed entry draws people in.

**Storefront facade**

Contrasting with Upper facade, the



**Traditional Historic Building**

**New Building**

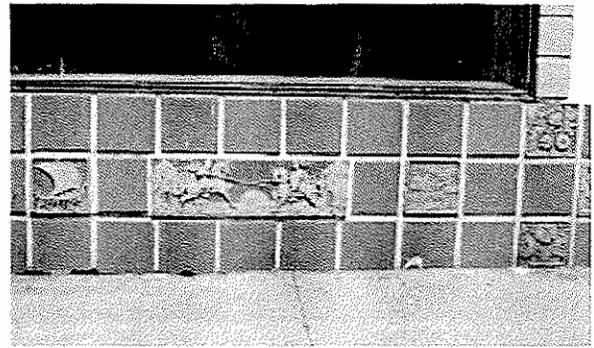
*New construction can be harmonious with historic buildings and districts by including these elements in proper proportion.*

Adapted from National Trust for Historic Preservation, National Main Street Center



*A variety of interesting materials used in the two style tiled wall, brick paving and metal awning system.*

*Historic thematic tile contributes to the history and mythology of a downtown.*



ferred to adhesive products that may wrinkle or crack.

### **Trim**

All windows should be defined by an architectural feature (trim/mullion/frame) and further accented with special colors and/or materials. The size of window mullions should be proportional to the surface of glass which they are enclosing, (i.e. a larger mullion for larger glass panes). Windows in close view of pedestrians should be framed in a highly detailed fashion, contributing to the grain of the street.

Rich, vibrant colors which contrast from the building facade should be used on window trim. Consider other details such as doorways, awnings and signs when selecting trim color and material.

### **Style**

Currently, the downtown consists of an eclectic mix of architectural styles. Rather than try to enforce a certain style in the downtown area, these guidelines are designed to promote architectural diversity and vitality while maintaining consistent quality and character.

## 4 Parking



*Clearly marked pathways in parking lot make a safer and more pleasant environment for the pedestrian.*



*Importance of good landscaping in parking lots.*

**Parking.** Adequate parking is an essential ingredient of successful downtowns. However, parking must be carefully sited and designed so that it does not detract from downtown's rhythm or character. Traditional downtowns generally relied on parking along street frontages. In some cases parking lots can be constructed behind street frontages with selected entries from cross streets.

Surface parking lots along the street frontage and mid-block entries should be avoided, because they disrupt the rhythm of continuous building facades.

The Plan recommends increasing on-street parking along East Fourteenth, West Juana, and Hays. This will provide better access to retail uses along these streets while distributing parking more evenly across the downtown. Strengthening the pedestrian connection from the city parking structure across E. 14th Street (at Wells Fargo Bank) to the downtown core will also improve people's perception of parking availability. In the long term, additional parking structures may be warranted to provide adequate parking at downtown densities.

Many people perceive that avail-

able parking downtown is at a great distance from shops. However these distances are no greater than those typically encountered in a shopping mall. The perceived distance can be reduced by making the pedestrian journey more interesting, cleaner, and safer through proper urban design, lighting, and consistent maintenance.

A parking inventory is recommended to determine actual needs. This inventory would count all available spaces in the area and track the number of vacant spaces at various peak times. Anecdotal observation of current conditions seem to



*When ample space is available, parking can be screened and given a large setback from road and sidewalk*



*In most situations, parking can be screened with minimal space using tight shrubs and trees.*

indicate that the overall supply of parking is adequate, but distribution, access, and appearance need improvement.

### ***Siting/Orientation***

Off-street surface parking should always be located around and behind buildings wherever street front retail is located. Entrance to the parking lot should be from the rear, with access from a cross street or alley.

Areas which currently have parking in front of the building should be landscaped to effectively screen the automobiles from the sidewalk and contribute to a continuous street rhythm.

Existing buildings should not be removed to create parking lots for adjacent businesses. This creates large gaps in the street facade that interrupt the pedestrian experience along the street. Instead, on-street parking can be increased, or connection to rear parking lots can be improved.

To encourage alternative transportation, adequate bicycle parking facilities should be included in every parking scheme.

### ***Design***

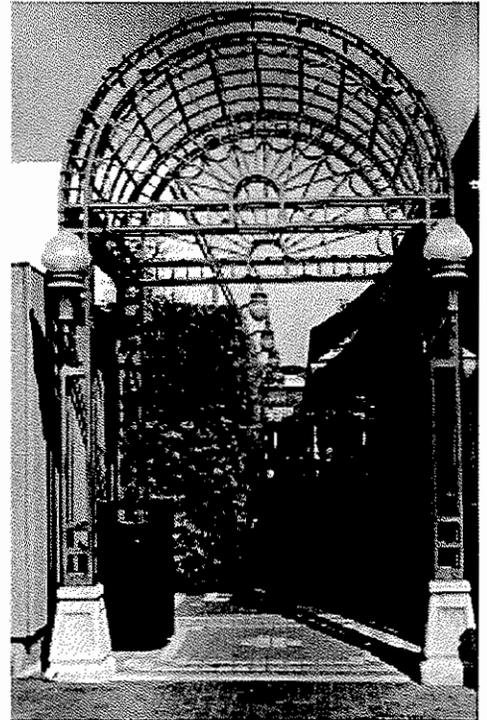
Parking areas should be designed in accordance with the City of San Leandro zoning code for stall size, aisle width and access driveways.

Surface parking lots should be designed to include landscaping and architectural elements consistent with the style of the main building and/or elements used in adjacent streets. Screening of cars from streets or pedestrian spaces with low walls or low hedges is encouraged. However, clear sight-lines should be maintained for security and surveillance.

Space-defining architectural elements, such as arcades, arbors, trel-



*Arcade marks pedestrian connection from rear parking lot to main street.*



*Close-up of access corridor shown at left. Note highly detailed elements and quality lighting fixtures and special paving.*

lising, columns, light fixtures, and walls, and plant materials, such as trees, climbing vines, and hedges should be used to provide visual interest in parking areas. These elements should be used to orient and direct vehicles and pedestrians through the parking area.

Plantings in the parking area which are visible from the street should consist of a simple palette of plants.

Special accent plants, trees, shrubs or perennials, are recommended to highlight special areas such as main building entries and driveways.

To preserve desirable parking near entries, employees can be encouraged to park on the perimeter of the downtown area.

**CASE STUDY: Parking Lot Design Checklist**

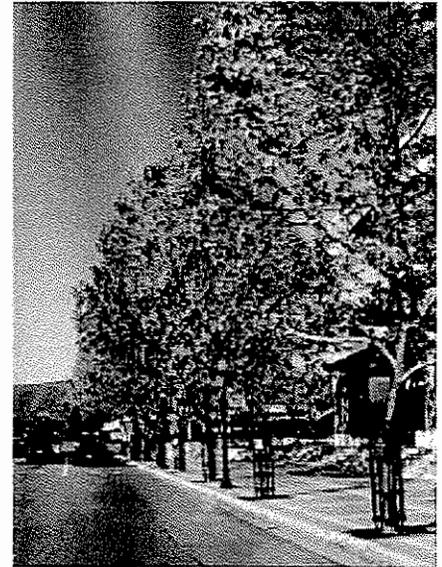
*A few simple things can go a long way in making a good parking lot.*

- Include architectural elements and planting**
- Screen cars with low walls or low hedges**
- Maintain clear sight-lines and adequate lighting for security**
- Use architectural elements for orientation**
- Use a simple palette of plants and trees**
- Use special accent plants to highlight entries and driveways.**

## 5 Sidewalks and Crosswalks



*Even in a tight space, trees and other vegetation can be accommodated.*



*Strong rhythm of trees protects pedestrians and makes for a comfortable street.*

**Sidewalks and crosswalks.** A basic concept of the recommended plan is to treat the pedestrian space with equal attention as vehicular space.

By enhancing the pedestrian experience, people will more likely want to get out of their cars and walk through the downtown. This walking activity not only reduces traffic congestion, but stimulates economic activity.

The key to enhancing pedestrian experience is to provide adequate space of a high quality. Factors for a successful pedestrian area include finish, materials, tree canopy, street

furniture, lighting, and maintenance.

### **Sidewalks**

Sidewalks in the downtown area should be at least six feet wide from building face to curb. Main thoroughfares with heavier traffic, such as East 14th Street, should be 10 feet wide to create a safe space with adequate distance from traffic.

Street trees improve the pedestrian environment, by creating a rhythm along the street. Not only do trees provide shade in hot weather, but the vertical trunks between the walkway area and traffic

provide a “picket fence” sense of protection.

Street furniture such as trash receptacles, light standards, and benches add to the quality of a sidewalk, but should be sited so as not to impede the pedestrian flow.

### **Crosswalks**

Designated points of crossing should be clearly marked for both pedestrians and vehicles.

Important crosswalks can be identified with a change in paving material, making them more clearly visible to traffic.

Bulb-outs can be used to further



*Special paving clearly indicates where pedestrians will be crossing.*



*Highly detailed pedestals and special lighting indicate point of pedestrian crossing.*



*Outdoor eating can be successful even near busy streets.*

indicate a designated point of crossing. Bulb-outs make the pedestrian zone larger, reducing the distance and time required to cross. This is especially important for the elderly and the young. Bulb-outs planted with trees and other vegetation, such as those at Parrott Street, make it clear to vehicles where pedestrians are likely to cross. In addition, vertical elements such as trees or light standards provide additional protection for pedestrians in the bulb-out.

### **Outdoor eating**

Outdoor eating activates downtown streets. Wherever adequate sidewalk room exists, outdoor eating is encouraged. Elements for successful outdoor eating areas include:

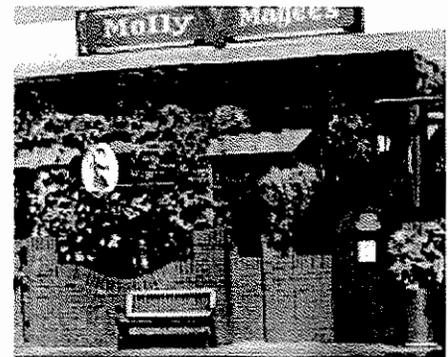
- good quality seats and tables
- sun and shade control
- “defensible space,” that is, protected back, setback from street, ability to see out
- attractive signs or umbrellas
- clear separation between the eating area and the pedestrian way
- good maintenance

## 6 Landscape



*Street trees are essential*

*A flowering vine over a simple trellis system turn this rear entrance area into an outdoor patio for this restaurant.*



**Landscape.** Plants can contribute greatly to the overall character of the urban environment. They soften the hardness of buildings and paving, adding seasonal beauty and life. In addition, they help to reduce smog and airborne dust in the downtown area, while creating cool microclimates by shielding the streets, pedestrian areas, and buildings from the sun.

### **Street trees**

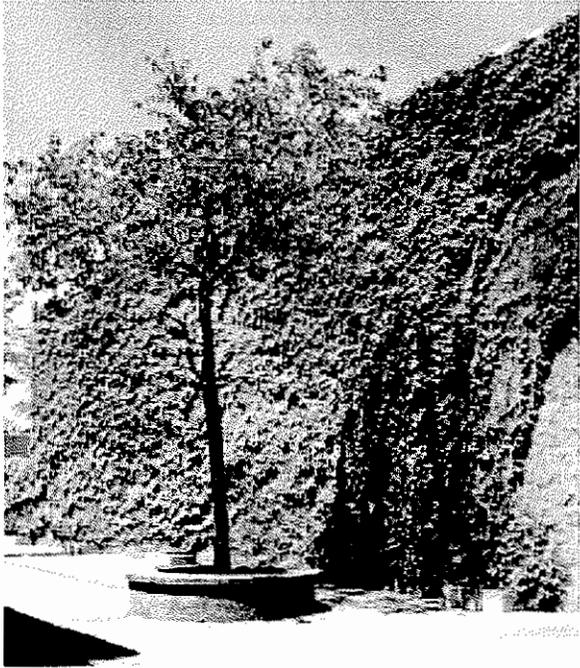
Currently, Downtown San Leandro has an active street tree program in place. Recent new plantings have been made along E. 14th Street and Parrott Street. These trees reinforce the axes of the established grid, and create a visual continuity within the downtown area.

All streets should be formally planted on both sides of the street with evenly spaced trees whenever possible. Achieving this regular rhythm in a dense urban setting requires careful attention to underground utilities and surface meters, boxes, light standards, and other el-

ements of urban infrastructure.

Plantings schemes should be simple, ideally with a single species planted along each axis with diversity achieved by using a variety of tree species throughout the overall downtown area

Deciduous trees with open branching patterns are generally recommended. These provide shade in summer and allow sun and light through in the winter. Special areas can be highlighted with evergreen broadleaf, conifers, or palm trees. Care should be taken that street trees do not block building signs and hinder retail activity.



*Evergreen vine covering a concrete wall, and tree plantings turn a narrow corridor into a lush green passage.*

*Dense shrubs create a buffer between parking lot and sidewalk in a narrow space.*



### **General Landscape**

With the street trees providing structure, other landscaping can be used to add a character to the area. Generally, plant palettes should remain simple, with species selected for ability to withstand the harshness of the urban environment.

Evergreen shrubs and trees should be used to screen mechanical equipment, service areas, and parking structures. Vines and shrubs should be selected to obscure walls and fences that surround these areas.

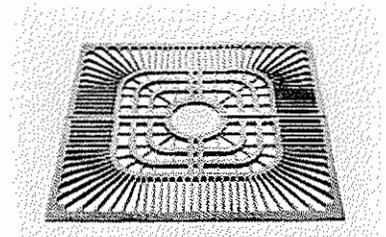
Along a sidewalk, tightly planted

shrubs should be used to physically and visually separate pedestrians from parking areas and reinforce the edge of the street. Low plantings (1'-3') are recommended so that vehicles on the street can still see into the parking areas.

Accent trees and shrubs should be used to emphasize places of importance such as a crosswalk, an entrance, or a recreation area.

Landscape materials should be used to complement buildings, such as raised planters or pots at entrances, vines pockets at the base of columns or posts, and vertical

growth to cover large expanses of blank walls. Planting along the window or store frontage is to be avoided, as it is desirable to maintain an adjacency between sidewalk and storefront.

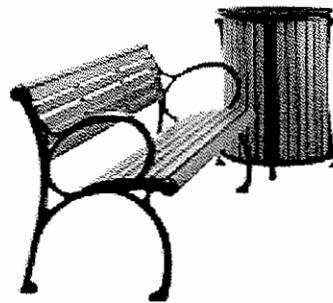


*Decorative tree grates add design quality and help protect trees in an urban environment.*

# 7 Street Furnishings



*Benches placed into a strong design will be well used*



*A highly detailed lighting fixture*



*There are many styles of furnishings on the market that will work well in a variety of situations.*

**Street furnishings.** Street furnishings are the various elements found along the streets that provide utility and comfort. They include:

- benches
- drinking fountains
- bicycle racks
- trash/recycling bins
- newspaper racks
- planters
- bus shelters
- telephone booths
- tree grates
- lightposts
- kiosks

A wide variety of street furnishings are available from many manufacturers. Both standard and custom designs are available.

Important factors for selecting street furniture are comfort, durability and quality. The urban environment can be harsh- street furniture should be designed to withstand heavy use, be easy to maintain, and resist vandalism.

The City of San Leandro currently has no specific standards for these elements. Standards can be developed based on precedent, desired style, maintenance, quality, and economy. A unified approach to street furnishings is desirable because it promotes continuity, and makes maintenance easy.

# 8

## Awnings and Canopies



*Awning carefully attached to the facade provides shade, distinction and advertising space.*



*Tucked into the facade, this awning emphasizes the building's beautiful architectural features.*

*Clumsy, boxy awning doesn't align with architecture.*



**Awnings and canopies.** Awnings and canopies can be used effectively to create inviting spaces along the sidewalk, clearly marking entrances and storefronts.

### **Awnings**

Awnings are sloping surfaces that project from a building face. Awnings are usually made of fabric, such as canvas and nylon. They can be either operable or permanent.

Shape, style and color of the awning should be compatible with the

architecture, color and scale of the building. The awning should not dominate the building facade, instead it should complement the overall style of the building.

Awnings should emphasize the building elements such as entrance and display windows. Flat, continuous awnings which run the entire length of the building facade are discouraged.

The valance of the awning can effectively be used as an advertising surface.

Maintenance repair and replacement of damaged awnings should be prompt.

### **Canopies**

Canopies are flat surfaces that project from a building face. Canopies are usually made of rigid materials such as metal or wood, and are usually fixed. Like awnings, canopies can be used to emphasize building entrances and windows, and can be used as an advertising surface.

## 9 Building Lighting



*Lighting under canopy blends with architecture and illuminates storefront.*

*Wall mounted lighting illuminates building sign.*



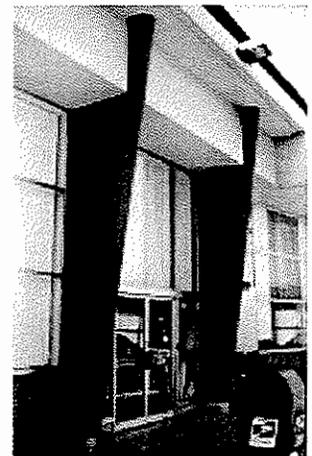
**Building lighting.** Exterior building lighting can not only increase safety around the structure, but can contribute to a more attractive retail environment. Lighting should be sufficient to allow for easy pedestrian navigation and recognition from the street without creating overlit areas with excessive glare.

Lighting fixture materials and color should be consistent with building architecture. Shielded light sources are generally preferred, unless a specific architectural lighting effect is desired. Lighting should be

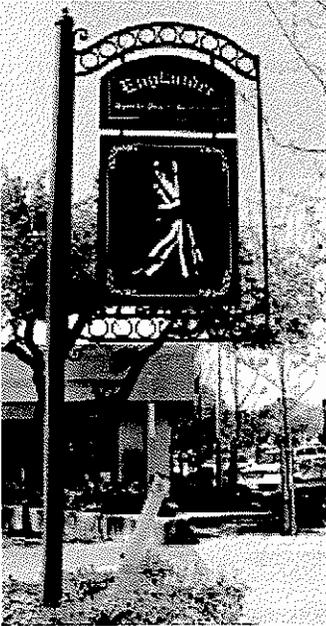
designed to enhance the effectiveness of architecture and signage, adding romance and vitality throughout the downtown at night.

Avoid using high-glare industrial style lighting (such as “wall pack” lighting). While these fixtures are an inexpensive way to light up dark areas, these fixtures create glare. Not only is this glare uncomfortable, but it can actually increase tripping hazards, as high contrast between dark areas and high glare makes it harder to see at night.

*A poor lighting solution - HID flood light is unsightly and creates high glare.*



## 10 Signs



*Well detailed free-standing blade sign.*



*Awning incorporates sign and lighting*



*Wall mounted blade sign is visible from two directions*

**Signs.** Signs provide important information and contribute to the overall vitality of the downtown. They are the principal means of communicating to pedestrians and drivers the activities, goods and services offered in the buildings.

A building's architectural style, proportions, color, and materials should be considered when determining a sign type and location.

Signs should be incorporated

into a building's facade. Other alternative locations include awnings, windows and projecting signs.

Signs should not obscure architectural details on the building. Such details should be used to frame and design a building specific sign.

Signs should be sized and oriented to function at an appropriate scale for pedestrians and passing vehicles in the downtown. Signs in the downtown should not function

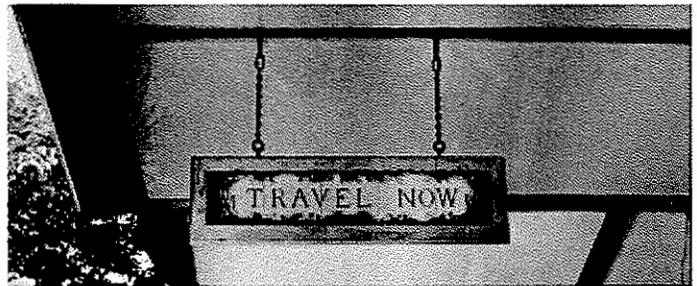
as long distance beacons.

Internally illuminated signs (known as "canned signs"), should be discouraged. They appear mass produced and tend to detract from rather than add to the street character.

Symbol signs, figures or shapes which reflect the business, such as a key or a shoe, can add to the character of a streetscape and are encouraged.



*Historic sign shows how icons and imagery can enhance vibrancy of downtown.*



*Well detailed tile blade sign.*

Design and quality of materials are critical when discussing successful signs. Some material suggestions include: painted wood with raised or painted letters, metal signs with raised or painted letters, custom neon, painted awnings.

It is also recommended that lighting be used to enhance the nighttime effectiveness and attractiveness of signs.

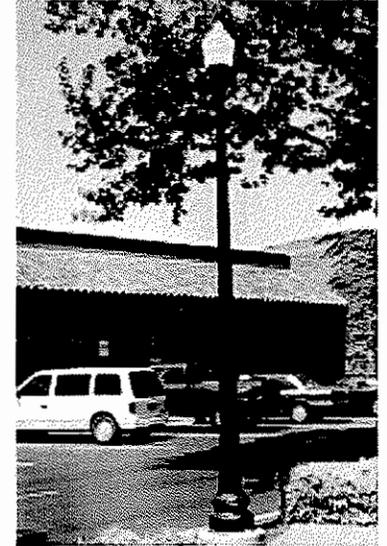
*Oversize illuminated "can" signs are not recommended.*



## 11 Site Lighting



*Night lighting can create a romantic atmosphere.*



*A simple acorn light*

**Site lighting.** Site lighting includes street lights and other free-standing lighting of outdoor spaces. A lighting scheme for these areas should be established. The lighting scheme should provide a safe environment for pedestrians and vehicles. By selecting a set of lighting fixtures from the same family to be applied throughout downtown area, site lighting can create a harmonious framework for other private building lighting.

Posts should be of pedestrian scale, generally between 10 and 16 feet mounting height.

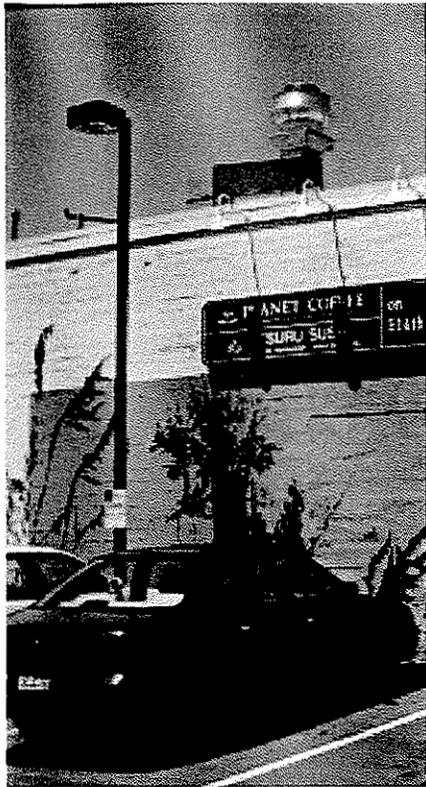
Additional site lighting should contribute to the character created by this framework. Decorative or “theme light fixtures”, however, may be incorporated into specific projects in order to achieve a desired character. Such “breaks” in the system can contribute to the grain of the downtown and should be reviewed on a case-by-case basis.

Vehicular and pedestrian site entrances should receive extra site lighting.

Focal points, such as a special tree, statue or plaza space, treated with decorative or intensified lighting are encouraged in order to create points of visual interest.

Areas adjacent to residential areas should use shielded fixtures which minimize overflow glare.

Site lighting intensity should be sufficient to allow for easy pedes-



*Full cut-off light fixtures minimize glare, direct light to where it is needed.*

trian navigation and recognition from the street without creating overlit areas with excessive glare.

Light sources should be energy efficient, and easy to maintain with good color rendition. Some acceptable sources include: metal halide, high pressure sodium, and compact fluorescent. Low pressure sodium light sources provide poor color rendition and should be avoided. Attention should be paid to matching and

coordinating light sources for color and intensity within zones, along streets, or at special focal areas.

The Illumination Engineering Society (IES) provides guidelines on appropriate lighting levels for public spaces. These guidelines may be useful in evaluating existing and proposed lighting schemes.



*Not recommended. HID floodlights promote a harsh night environment.*

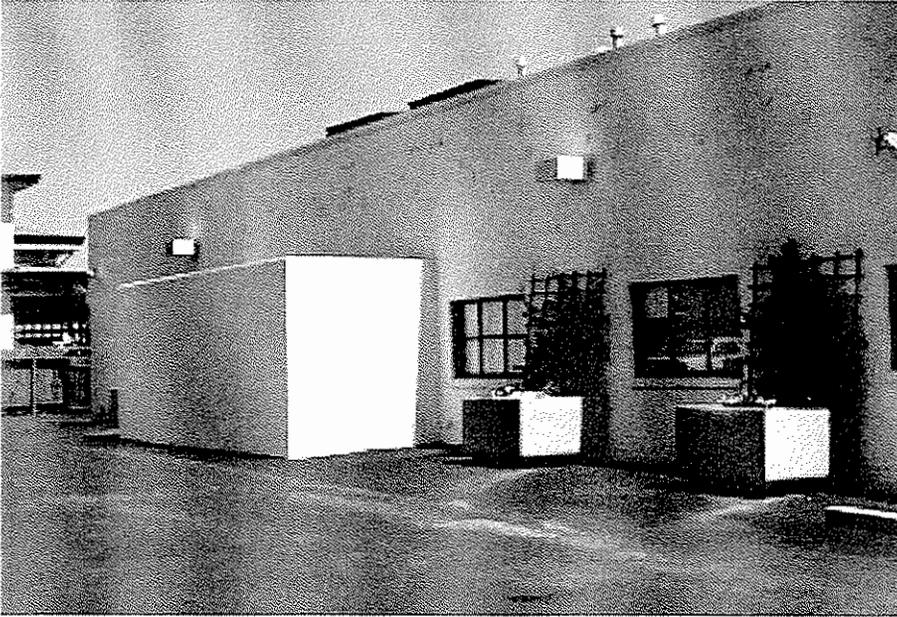
## 12 Rooftop Equipment Screening



*Parapet walls and service area enclosures can screen equipment.*

**Rooftop equipment screens.** Roof mounted mechanical equipment and antennae should be screened. The method of screening used should be integrated with the building in terms of selected materials, color, shape and size, and not appear added-on.

## 13 Service and Loading Areas



*This service area is clean, well lit and includes simple planter boxes which improve the parking lot.*

**Service areas.** All service and loading areas and trash/recycling areas should be screened from the street, and from general view when ever possible. Ideally, these areas should be behind buildings and not adjacent to the main street. Trash/recycling areas should be entirely enclosed.

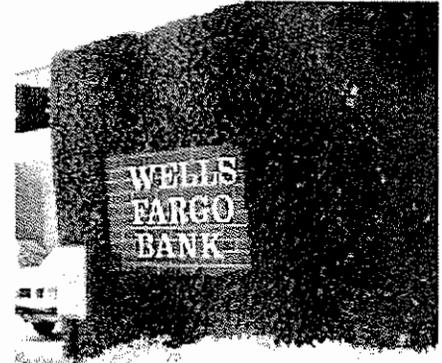
Loading/service/trash areas should be screened from the street by a fence/wall, landscaping or a combination of the two.

Screening structures should generally be simple. Long stretches of screening should be avoided. If long screens are necessary, they should be articulated with architectural detail and/or special landscape elements.

Materials and colors used in structural screening elements should respond to surrounding buildings so the area will be incorporated into the site design. Selected landscape materials should be repeated from the surrounding area (parking lot or street).

Service areas should be adequately lit for night use.

Adequate maintenance of these areas is essential. This includes regular trash pick-up, as well as periodic cleaning of pavement and dumpsters. Restaurant and similar facilities may require more frequent trash pick-up and cleaning than retail outlets.



*Ventilation shaft enclosure includes building signage and landscaping.*



*Unscreened dumpsters and trash detract greatly from the quality of downtown.*

## APPENDIX A: General Retailer Requirements

Category	Min. Size	Max. Size	Min. Household Income	Comments
Entertainment	8,000	16,000	\$35,000	
Eye Care	1,500	4,600	\$35,000	
Childcare	6,270	12,000	\$45,000	
Gift / Specialty Items	1,000	2,500	\$30,000 - \$40,000	Want high population % with college degree and young children
Health and Fitness	400	1,500	\$30,000	c.g., Vitamin supplement Stores
Home Furnishings	1,800	15,000	\$30,000	
Home Improvements	4,000	10,000		Demographic Areas Vary
Housewares	2,400	4,000	\$30,000	
Office Supplies	4,500	24,000	\$35,000	High visibility and good access
Party Goods	3,000	13,000	\$35,000	
Pet Stores	1,000	32,000	\$30,000 - \$40,000	High traffic counts
Records / Tape	2,000	40,000	\$35,000 - \$45,000	Demographics vary
Restaurants	4,000	12,000	\$35,000 - \$45,000	Dual income preferred, high disposable income
Sporting Goods	2,500	60,000	\$30,000 - \$40,000	
Toys and Hobbies	900	10,000		High% of population=children under 5