

2. *Goals and Policies*

The primary intent of the Development Strategy is to revitalize the southern portion of the East 14th Street Corridor by attracting desirable uses, providing streetscape improvements and by ensuring that new developments are of the highest quality design.

The goals and policies for the South Area Development Strategy were developed through review of General Plan goals and policies with particular applicability to East 14th Street South Area and an extensive dialogue with members of the South Area Advisory Committee (SAAC) as well as participants at the public workshops. Important goals include the transformation of the unbroken commercial strip into a series of mixed-use districts, the creation of a more pedestrian- and transit-friendly environment on East 14th Street, and the accommodation of quality multi-family housing along the corridor. The SAAC's contribution consisted of the further qualifying and refinement of these key goals, tailoring them to the specific needs and desires of the local community.

2.1 General Plan

Goals and policies developed for the East 14th Street South Area Development Strategy are based on goals and policies contained in San Leandro's General Plan. In particular, the following goal about the development of a series of distinct corridor districts was among the most critical for this project:

- **Policy 8.0.9: East 14th Street**
Facilitate the transformation of East 14th Street from an unbroken commercial strip into a series of distinct mixed-use neighborhood centers, each with a unique design identity and mix

of uses. The land use pattern should emphasize a more attractive and human scale of development throughout the corridor, with pedestrian-oriented buildings, streetscape and transit improvements, and a lively mix of higher density residential, commercial, and civic uses.

- **Action 8.0.9B: South East 14th Street Area Activity Centers**

Pursue the implementation of a series of activity centers or 'districts' along East 14th Street between Downtown and Bayfair Mall.

- **Action 8.0.9C: East 14th Street Zoning Changes**

Pursue zoning code changes along East 14th Street which enable the desired development pattern to be gradually achieved.

Other key policies and action items give direction on broader land use and community design and generally promote a development pattern that supports public transit, bicycling, and walking:

- **Policy 2.0.4: Preservation of low-density Character**

Preserve the low-density character of San Leandro's single-family neighborhoods. Concentrate new multi-family development...along major corridors such as East 14th Street. Ensure that such development enhances rather than detracts from the character of surrounding neighborhoods.

- **Policy 14.07: Pedestrian Environment**

Strive to achieve a more comfortable environment for pedestrians in all areas of San Leandro, with particular emphasis on the BART Station areas, Downtown, and major commercial thoroughfares such as East 14th Street.

- **Action 14.07-B: Pedestrian and Bicycle Crossing Improvements**

Improve crossings for pedestrians and cyclists at intersections in the City through the use of brick pavers, small curb radii, bulb outs, street trees and landscaping near corners, and other measures which shorten pedestrian crossings or increase driver awareness of non-vehicle traffic.

- **Action 19.01B: Redesign of Commercial Strips**
Develop a strategy for re-tooling auto-oriented strip shopping centers into pedestrian-oriented neighborhood centers. Also address pedestrian connections into surrounding neighborhoods.
- **Action 19.01C: East 14th Streetscape Improvements**
Pursue public improvements to East 14th Street which make the street more transit- and pedestrian-friendly without impeding traffic flow. These improvements could include wider sidewalks, specially designed pedestrian crossings at key intersections, street trees, undergrounding of utilities, improved transit waiting areas, and landscaping.

2.2 East 14th Street Development Strategy Goals

The SAAC built on the above goals, policies and actions by adapting and expanding them to more closely reflect the interests and concerns of all corridor stakeholders and to specifically address the assets, needs and opportunities of the East 14th Street South Area. In addition, the incremental development and refinement of goals and policies through continued discussion at several SAAC meetings also accounted for the input received during the first two community workshops. In the end, the SAAC adopted the following three goal sets, which address the quality of future development on private properties, the character of the corridor and its districts, and the transportation and transit functions:

Goal Set 1: Desired Uses and Quality of Development

Goal 1-A: Attract high-quality uses that include retail, residential and appropriate mixed use developments and encourage these uses to locate within appropriate districts along the corridor.

Goal 1-B: Create a mixed-use, transit supportive corridor.

Goal 1-C: Attract high quality housing to increase the demand for new retail services desired by the community.

Policy 1.01 - Require infill development projects to feature a more cohesive development pattern and high-quality design. New development and building rehabilitation proposals should improve upon the appearance of surrounding and nearby development.

Policy 1.02 - Guide the look of new development and building renovations through Design Guidelines and development standards in the amended Zoning Code.

Policy 1.03 - Encourage new buildings to be constructed at the front property line while providing on-site parking at the rear of the property (McKinley Residential District excluded).

Policy 1.04 - Allow for appropriate landscaped setbacks where first floor residential uses front onto East 14th Street (Southern Downtown and Gateway Districts excluded).

Policy 1.05 - Allow buildings heights consistent with the new South Area zoning regulations. Upper stories of buildings three stories or higher should be required to step back where this is necessary to maintain privacy and sunlight access on adjacent residential properties.

Policy 1.06 - Establish high standards of architectural and landscape design for multi-family housing development. Boxy or massive building design should be avoided, ample open space and landscaping should be required, and high-quality construction materials should be used (Southern Downtown District excluded). (See General Plan Policy 43.03)

Policy 1.07 - Consider appropriate buffering between development within the limits of the South Area and the adjacent residential neighborhoods.

Policy 1.08 - Pursue funding sources for façade improvement grants to improve the visual appearance of existing buildings along the corridor.

Policy 1.09 - Pursue opportunities for creating new public open spaces close to East 14th Street. These open spaces are intended to serve existing and new residents in the area (Southern Downtown District excluded).

Goal Set 2: Corridor and District Character

Goal 2-A: Create a distinctive overall design for the East 14th Street corridor, its public right-of-way, and public open spaces.

Goal 2-B: Create a distinctive design for each District along the East 14th Street corridor that is consistent with and respectful of the character of adjacent neighborhoods.

Policy 2.01 - Incorporate urban design elements such as bollards, pavers, fountains, signage, street furniture and tree lighting to establish a stronger design identity along East 14th Street. (See General Plan Policy 42.03)

Policy 2.02 - Require larger new developments to provide a useable “open space”, such as a landscaped plaza or entry area along the street frontage that enhances the pedestrian environment of the public right-of-way.

Policy 2.03 - Site designs and building designs for new development and remodeling projects should acknowledge and build on the best examples of architectural and cultural district character existing within the respective district.

Policy 2.04 - Promote the development of “signature” buildings and other architectural features that provide visual landmarks along the corridor. (See General Plan Policy 42.07)

Policy 2.05 - Continue in the short-term with plans for the undergrounding of overhead utilities along East 14th Street.

Policy 2.06 - Encourage public art within public spaces and within new developments. Encourage the use of art and landscaping to decorate large expanses of walls that are visible from the public right-of-way.

Goal Set 3: Streetscape and Transportation

Goal 3-A: Ensure a safe, attractive and efficient design of transportation facilities within the East 14th Street corridor that balance the needs of all modes of transportation.

Goal 3-B: Enhance the access for East 14th Street businesses and improve access for all types of transportation to better serve businesses and residents, while protecting adjacent neighborhoods from overflow traffic and parking.

Goal 3-C: Create a safe and attractive pedestrian-oriented streetscape environment along East 14th Street that will better link East 14th Street to adjacent neighborhoods, help attract desired businesses and services, and beautify and enliven the street overall.

Policy 3.01 - Continue to work with Caltrans and AC Transit to implement attractive and functional streetscape improvements, including pedestrian crossings, curb extensions, bus stops and landscaping.

Policy 3.02 - Consider establishing public parking facilities at key points along the corridor to support new and existing businesses (Southern Downtown and McKinley Residential Districts excluded).

Policy 3.03 - Consider the use of a permit parking program to address issues such as overflow parking and long-term parking problems.

Policy 3.04 - Consider reduced parking standards for new development in order to spur private investment, provided that adequate mitigation measures are in place to address concerns.

Policy 3.05 - Continue to address circulation and parking issues through the permit approval and CEQA review processes as new developments are proposed.

Policy 3.06 - Continue to discuss with AC Transit opportunities, constraints and particularly the community's concerns about possible impacts from any dedicated lanes proposed for Bus Rapid Transit service.

Policy 3.07 - Explore the possibilities for introduction of a shuttle bus service and car share programs in conjunction with development activities along East 14th Street.

Policy 3.08 - Provide safe pedestrian crossings throughout the corridor, especially in locations near transit stops and areas with higher concentrations of retail commercial and civic uses.

Policy 3.09 - Consider and pursue with Caltrans the addition of pedestrian crosswalks and traffic signals at locations outlined in this plan.

Policy 3.10 - Consider the introduction of a raised, tree-lined median at the center of East 14th Street south of San Leandro Blvd (Southern Downtown and McKinley Residential Districts excluded).

Policy 3.11 - Add pedestrian lighting along East 14th Street to increase pedestrian safety and enhance the pedestrian experience of the street.

Policy 3.12 - Reduce the visual impact of auto-oriented uses by promoting the separation of existing street-facing parking lots through narrow buffers consisting of low walls and landscaping.