

*E*xecutive Summary

The East 14th Street South Area Development Strategy document presented here is the City's response to concerns over the quality and quantity of new businesses along the East 14th Street Corridor voiced by the local community, including surrounding homeowner associations and neighborhood groups, business associations, individual residents and property owners. When adopted, the plan will provide City staff, elected officials, property and business owners, prospective developers and the community with a policy and design document prepared to guide the South Area (East 14th Street between Maud/Thornton and 150th Avenues) revitalization effort and incremental process of its implementation in the future.

The following are the key components of the Development Strategy:

- ***Goals and Policies***

This section of the document outlines the community's intention for the future of the East 14th Street South Area.

- ***Assets, Needs, and Opportunities Assessment***

The existing conditions assessment undertaken for the East 14th Street Development Strategy consists of three principal components, which address: (1) Land Use and Urban Form, (2) Real Estate Market Conditions and Demographic Trends, and (3) Transportation. Each of the three sections describes current issues and shortcomings (Needs) as well as opportunities for future change (Opportunities, Assets).



- ***Corridor Concept Plan and Illustrative Opportunity Site Development Studies***

The Corridor Concept Plan outlines how the desired future of the Corridor can be best addressed by establishing a series of districts of different character and land use, and identifies opportunity sites for possible future development activities. The Illustrative Opportunity Site Development Studies illustrate a range of realistic development options for prototypical and site-specific opportunity sites.
- ***South Area Design Guidelines for Development for Private Properties***

The Design Guidelines for Development on Private Properties spell out requirements for new development and remodeling projects that address a building's height, bulk, and setbacks, as well the design of its façade, entrances, signage, open space and other design characteristic of a development.
- ***Streetscape Improvements Plan***

The Streetscape Improvements Plan outlines concepts and recommendations for a redesign of the East 14th Street public right-of-way into a more pedestrian- and transit-friendly environment, and to create a positive momentum for the revitalization process.
- ***Implementation Strategies***

The Implementation Strategies outline steps for the implementation of land uses, development, and design policies of the Development Strategy as well as the streetscape improvements.

The South Area Advisory Committee (SAAC), assembled by the City for this project, has been instrumental in bringing critical community input and perspective to the process of developing this document. The SAAC also sponsored both community workshops conducted for this project and two rounds of public outreach meetings with homeowners, businesses and community groups.

Project 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 individual 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 corridor and an extensive dialogue with members of the Advisory Group as well as participants at the public workshops. Key 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 high quality, multi-family housing along the Corridor.

Assets, Needs, and Opportunities Assessment

The East 14th Street corridor suffers from lack of new and sustained investment and is in need of revitalization. The many vacant properties throughout the corridor indicate a lack of clear direction for new development. There also is a need for reassessment of the corridor’s transportation functions, which should be expanded to include other modes of transportation that better serve local needs for a more pedestrian- and transit-oriented environment. Pedestrian safety and beautification of the streetscape, sufficiently wide sidewalks, and street lighting that serves pedestrians as well as vehicular traffic are additional needs that were identified in the urban design and transportation assessments.

Key assets and opportunities identified through the assessments are summarized as follows:

- The nearly continuous rows of street trees along the corridor provide a key asset for further streetscape improvements, and are considered a positive feature by prospective developers. Tree-lined sidewalks create a pleasing streetscape that is largely independent from the architectural quality of the buildings. In addition, trees improve the pedestrian environment by providing shade and buffering of vehicular traffic.
- Pockets of strong business activity already exist on East 14th Street, particularly at the Storm Block and Eden Center. Although many businesses along the corridor are auto-oriented, the scale of existing buildings and establishments is generally conducive to a pedestrian and transit-oriented environment.
- There are many of sites of significant size that offer the opportunity to establish ‘magnet uses’ that will draw people to the corridor and out of their vehicles. These sites have the potential to initiate the revitalization of the entire corridor.

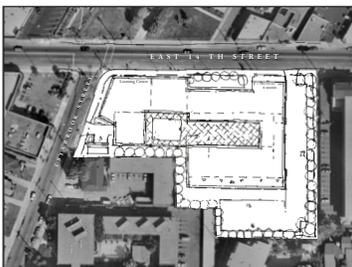




Corridor Concept Plan and Illustrative Opportunity Site Development Studies

This section of the East 14th Street South Area Development Strategy includes two key components: 1) the Corridor Concept Plan, and 2) Illustrative Opportunity Site Development Studies.

The Corridor Concept Plan defines the extent and outlines the desired future character of five South Area districts. It also identifies the location of potential sites for new development (Opportunity Sites) in each of the districts. The Illustrative Opportunity Site Development Studies describe through sample projects a range of possible approaches for future development on different types of sites.



East 14th Street South Area Districts

The five East 14th Street South Area districts created for the Development Strategy are:

1. Southern Downtown District (between Maud and Sybil Avenues). This District is intended to eventually become an extension of San Leandro's Downtown and in fact was, toward the end of the planning effort, rezoned to CD - Commercial Downtown.
2. McKinley Residential District (between Sybil Avenue and San Leandro Boulevard). The Development Strategy propos-

es that land uses and development in this district focus on housing and community services.

3. Palma District (between San Leandro Boulevard and 141st Avenue). This district is envisioned to become the viable and vibrant center of the East 14th Street South Area.
4. International & Cultural District (between 141st Avenue and Lillian Avenue). The Development Strategy recommends that this area maintain and enhance its diverse cultural and ethnic character.
5. Gateway District (between Lillian and 150th Avenues). This district is envisioned to become a visible gateway area for San Leandro with somewhat larger structures as compared to other parts of the corridor.

Illustrative Opportunity Site Development Studies

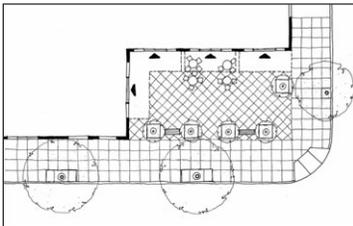
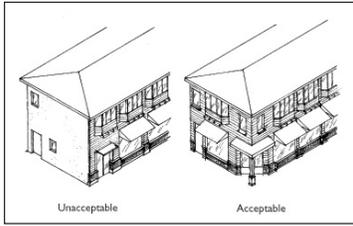
Illustrative Opportunity Site Development studies were prepared for two categories of prototypical sites:

1. Type A Sites ranging from 0.2 to 0.6 acres (8,700 to 26,000 square feet); and,
2. Type B Sites between 0.6 and 1.8 acres (26,000 to 78,500 square feet).

In addition, site-specific studies were prepared for the Freitas property and the Bellini Foundation site as these are potentially catalytic sites for the future development of their respective districts and the corridor as a whole.

All studies included a market feasibility assessment for the proposed development type and, at a corridor-wide level, the assessment of potential transportation impacts (traffic volumes and level-of-service on East 14th Street, and parking). The design studies are intended to ensure that the South Area Development Strategy and its development regulations are realistic and will not act as a barrier to future development.





East 14th Street South Area Design Guidelines for Development on Private Properties

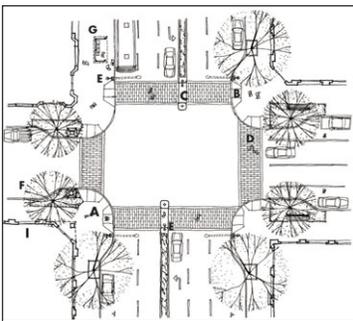
The Design Guidelines for Development on Private Properties are intended to be a guide for developers, property owners and City staff involved in the permitting process for new development and remodeling projects that occur within the East 14th Street South Area. The Design Guidelines and the accordingly updated zoning regulations will support the development of a visual coherence of development on private properties throughout the corridor, and within its individual Districts. It will, over time, also advance the consistent presence of design elements that create an environment supportive of pedestrian activities. The design guidelines were furthermore written with the intent that private development should enhance and form a unit with the recommended public streetscape improvements for the corridor.

The guidelines address a variety of development characteristics such as Building Height and Setbacks (Massing), Façade Design, Landscaping, Parking (including access to parking), and Building Design (including materials, awnings, roof lines, lighting etc.).

The East 14th Street Design Guidelines for Development on Private Properties will be applicable to:

1. Any project within the South Area that requires Site Plan Review per Article 2 of the San Leandro Zoning Code; and
2. All remodeling projects and changes in use that require City-issued permits.

Zoning Code and Guidelines will be linked through the creation of three new East 14th Street South Area (SA) zoning districts: SA-1, SA-2, and SA-3. The regulations for these new zoning districts will identify which types of land uses are permissible in each district and also address building heights, setbacks, floor area ratio (FAR), new parking standards, and other relevant regulations specific to the South Area Districts.



East 14th Street South Area Streetscape Improvements

Making improvements to the character of the East 14th Street public right-of-way is a key component of the South Area Development Strategy. This notion is based on the role assigned to streetscape, and transit- and pedestrian-oriented improvements by San Leandro's General Plan, community representatives, and developers that were interviewed for this project. The latter emphasized that a positive streetscape image and environment are considered important assets

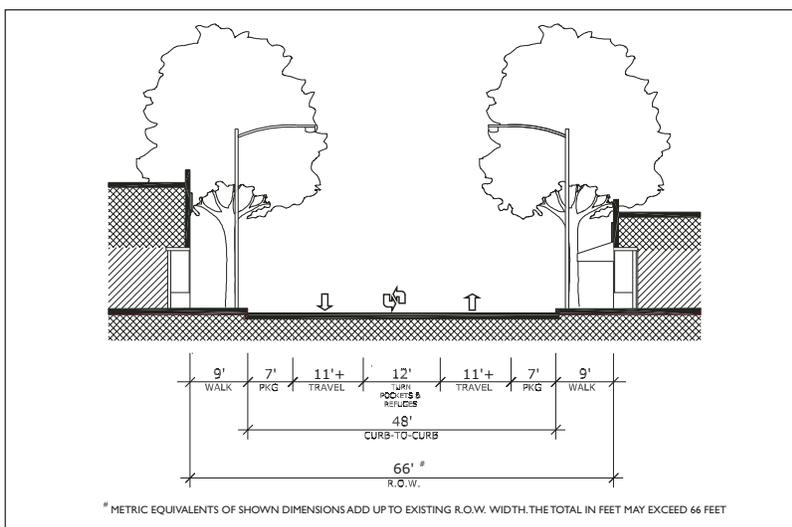
from a developer’s point of view and could contribute to creating momentum for future development of new residential and retail development as envisioned by the General Plan and desired by residents of the area.

The streetscape improvements recommend a redistribution of available right-of-way width to better accommodate the needs of pedestrians and transit users, while still maintaining acceptable service levels for vehicular travel. It also illustrates design concepts for intersection and crosswalk improvements that can be used in future applications for funding of improvements through a variety of sources.

Key design elements favored by a majority of members of the South Area Advisory Committee and other participants in the planning process include the following:

East 14th Street North of 135th Avenue

1. Reconfigure lanes from two southbound travel lanes and one northbound travel lane to one lane in each direction with a center two-way-left-turn lane. Sidewalks and parking remain as existing.
2. Introduce bulb-outs at street corners of East 14th Street and its side streets (where feasible) to facilitate a shortening of pedestrian crossing distances.
3. Introduce pedestrian refuges and some landscaping at T-intersections within the two-way-left-turn lane where such a configuration is feasible.
4. Shift the current location of the transition zone (transition between three-lane and five-lane configuration of East 14th Street) between Blossom Way and 135th Avenue to a new location between 135th Avenue and San Leandro Boulevard.





East 14th Street South of 135th Avenue

- Replace existing 12-foot wide two-way-left-turn lane with a tree-lined, raised center median of equal width.
- Introduce pedestrian refuges at the center median whenever feasible.
- Generally widen sidewalks from 10 to 13.5 feet (some variations may occur based on local conditions).
- Introduce curb extensions at street corners of East 14th Street and its side streets (where feasible), and at the opposite end of crosswalks at T-intersections to facilitate a shortening of pedestrian crossing distances.

Implementation Strategies

The *Implementation Strategies* outline how the desired land uses and development types, the design guidelines, and the preferred streetscape improvements described in this document can be implemented over time and through long-term transitions in City staff, elected officials and local, state and federal funding cycles.

The following Action Items are considered critical to the success of the South Area Development Strategy:

1. Help property owners understand the development potential of their site(s) and the overall corridor.
2. Use redevelopment set-aside funds for new affordable housing construction to assist in developing the desired mixed-use development projects.
3. Adopt the East 14th Street South Area Design Guidelines

and associated zoning regulations (including parking requirements and preferred land uses) to ensure that all future development contributes to implementation of the community's vision for the corridor.

4. Develop a façade improvements program to improve the appearance of properties that are otherwise unlikely to attract redevelopment in the foreseeable future.
5. Improve the streetscape between Maud and 150th Avenues. Developer interviews stressed the importance of investment in the public right-of-way. These improvements include not only visual improvements to the corridor but also the suggested pedestrian crosswalk and sidewalk improvements.

