



Existing Conditions Analysis

Agenda

Existing Conditions Review

- Existing Land Use + Policy Framework
- Downtown Framework, Built Form + Street Network
- Opportunity Sites



Downtown Watsonville Specific Plan Area



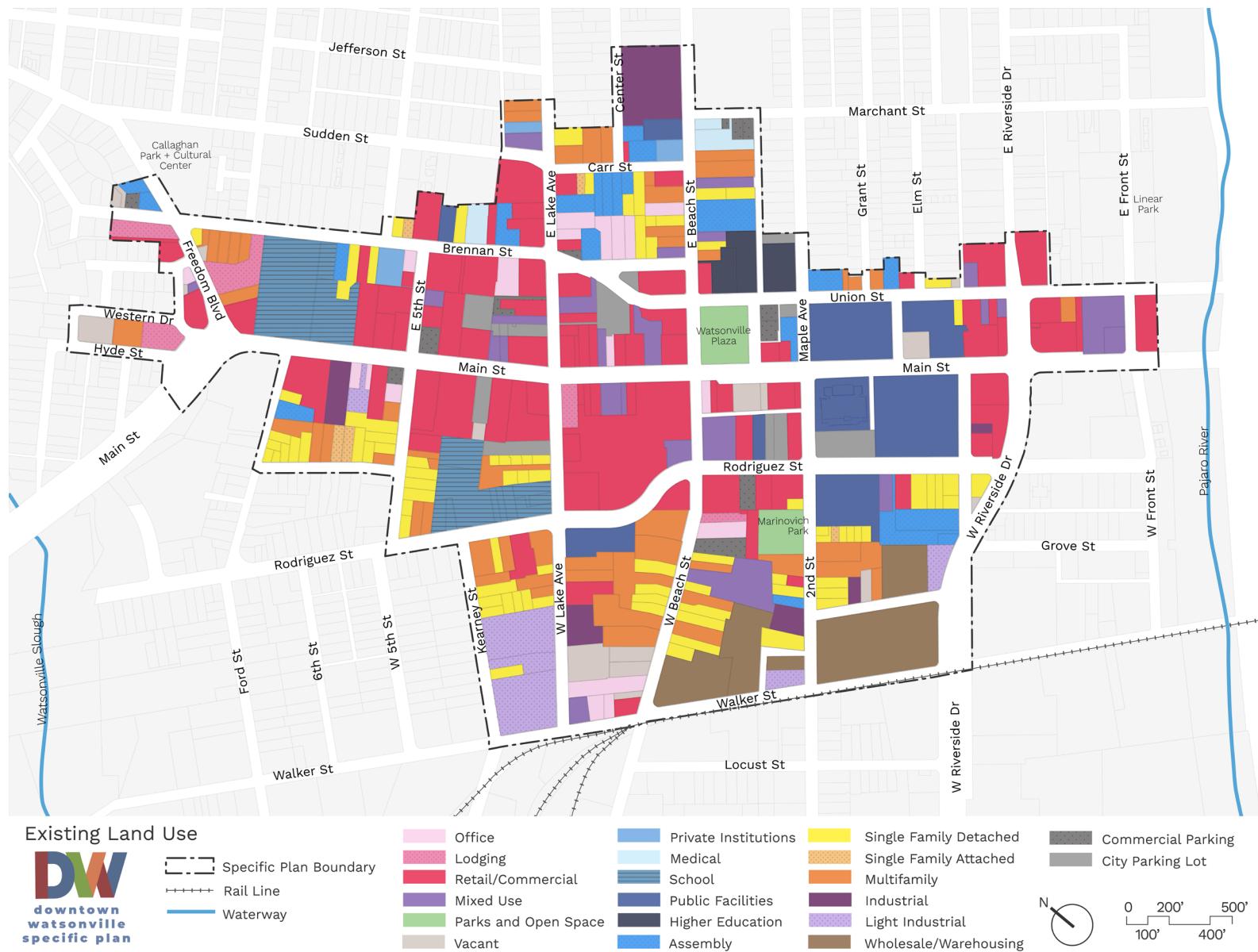
Existing Land Use + Policy Framework

Land Use Patterns, 2005 General Plan, Draft 2030 General Plan, Zoning

Existing Land Uses

- Mix of retail, commercial, civic, religious, industrial and residential uses

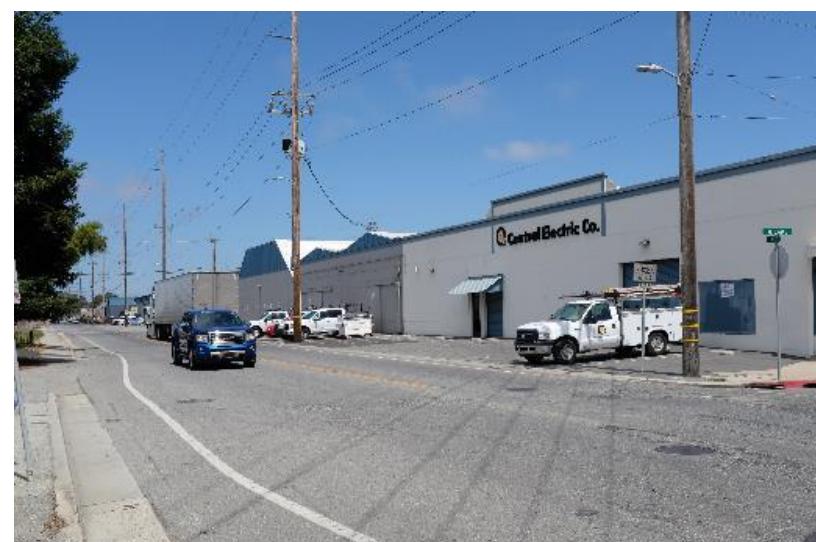
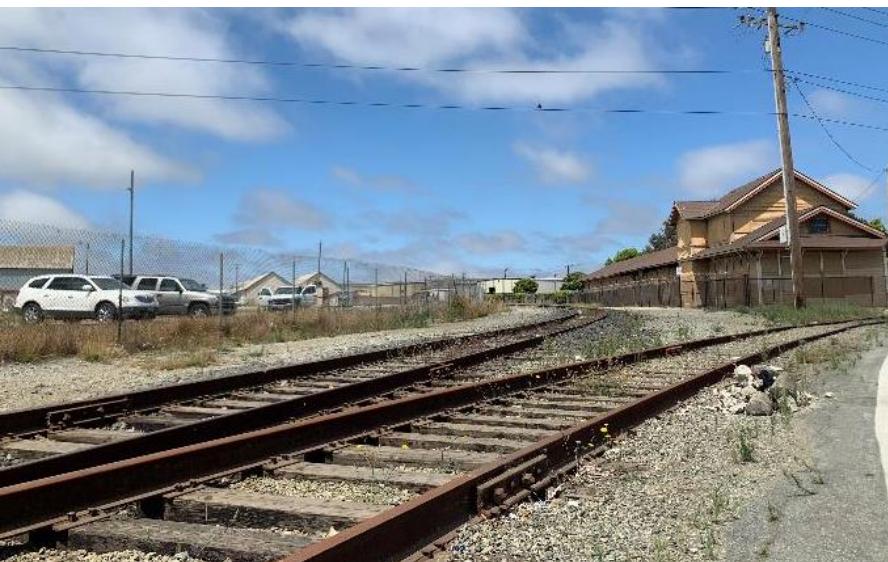
Land Use Category	Area in Acres	Percent of Total
Civic/Institutional	31.0	23%
Commercial	43.9	31%
Industrial	17.9	13%
Mixed Use	7.7	6%
Multifamily Residential	14.4	10%
Parking	6.3	4%
Parks and Open Space	2.4	2%
Single-Family Residential	12.8	9%
Vacant/Other	3.4	2%
Grand Total	140	100%



Existing Land Uses



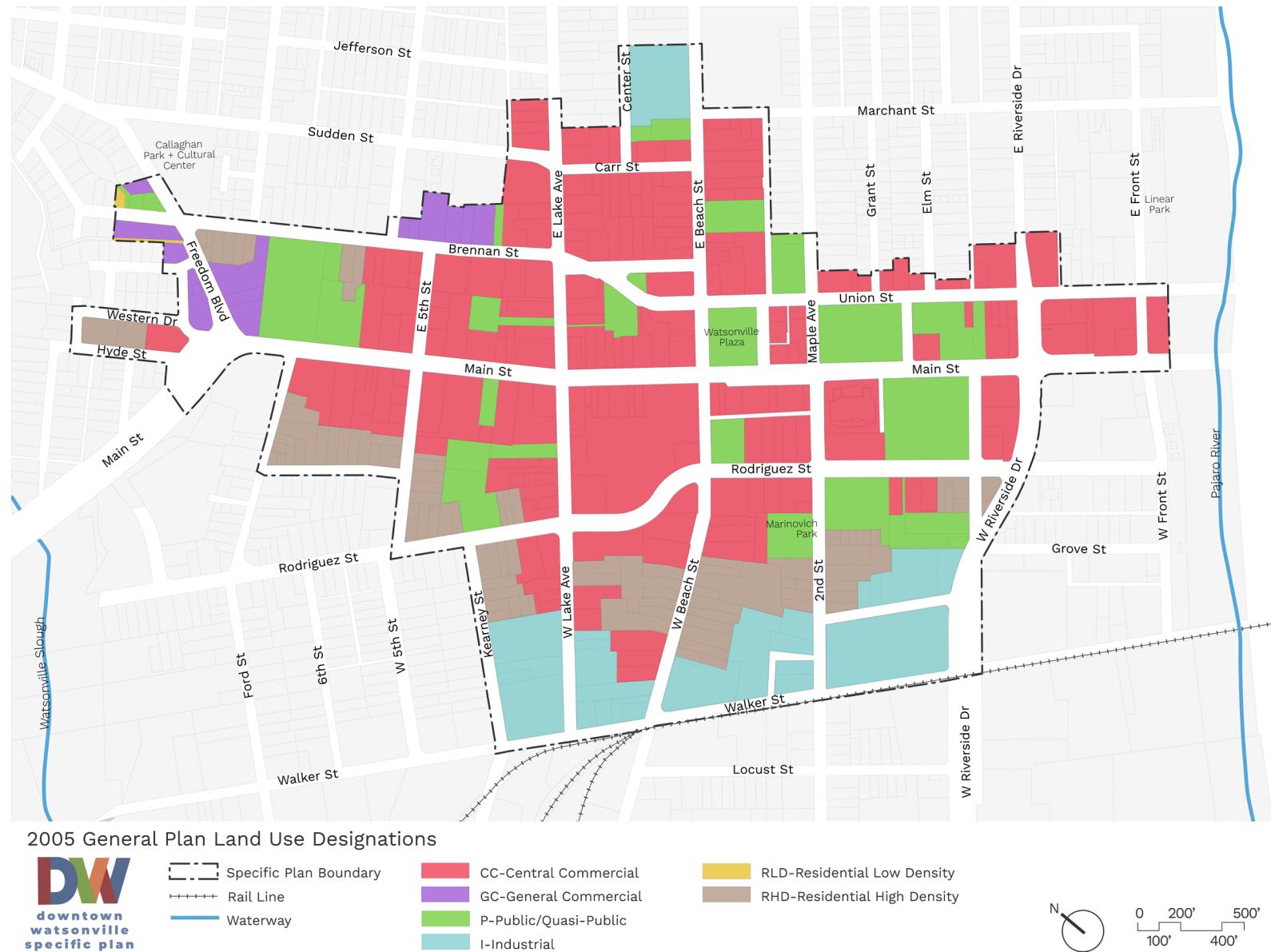
Existing Land Uses



2005 General Plan

- Higher intensity permitted within the Central Downtown Parking District
- Additional residential density allowed in RHD areas

DESIGNATION	ACRES	% OF TOTAL
Central Commercial (CC)	71.21	50.5%
General Commercial (GC)	4.78	3.4%
Industrial (I)	19.59	13.9%
Public/Quasi-Public (P)	25.86	18.4%
Residential High Density (RHD)	19.23	13.6%
Residential Low Density (RLD)	0.24	0.2%
Grand Total	140.91	100.0%



Relevant Policies in 2005 General Plan

- **Downtown Intensification** – Permit an increase in residential density for R-HD lands (up to 36.99 du/acre, or 42.99 du/acre for SROs)
- **Housing Development Pacing** – ensure jobs/housing balance to avoid becoming a bedroom community.
- **Housing Support** – A variety of moderate and high-density housing to support the downtown commercial area and provide housing for the employment base of the Westside Industrial Area.
- **Historic Preservation** – Encourage continued identification, designation, and maintenance of significant buildings, homes and landmark features.
- **Visitor Commercial** – Plan for additional visitor serving facilities within the CBD and in proximity to Highway 1.
- **Downtown Design Plan** – Prepare and implement a downtown design plan for the CBD that addresses elements for building appearance, street landscaping, circulation, sign control and parking.
- **Priority CBD Processing** – Provide priority development review processing for mixed use (residential/commercial) projects.

Draft 2030 General Plan

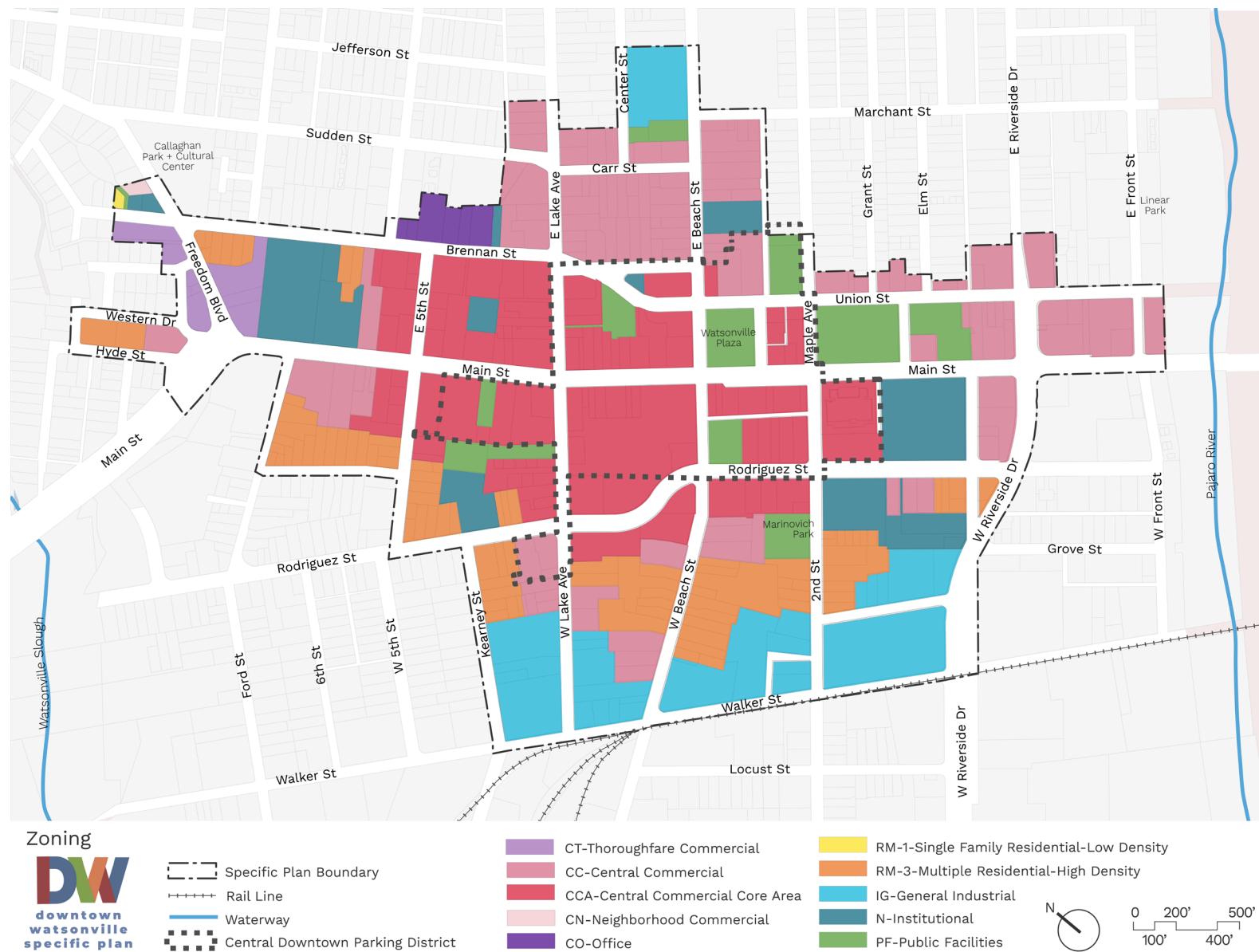
- Contains policies and guidance for Downtown
- Envisioned to **grow substantially** – 750 HH & 975 jobs
- Focus the most intensive **redevelopment** on **underutilized sites**
- Protect and enhance **historic** properties
- Strengthen **retail and cultural** destinations
- Broaden available **housing** options
- Create a “**sense of place**”
- **Design the interface** between the public and private realms
- Make **pedestrian-friendly** streets and urban environments



Existing Zoning

- Housing permitted in upper floors in CCA Zone
- Housing allowed by Special Use Permit (SUP) only in CT & CN Zones
- Housing not allowed in IG Zone
- Height limit restrictions

ZONE	Total	Percent
Central Commercial	33.7	24.1%
Central Commercial Core Area	37.4	26.7%
General Industrial	19.6	14.0%
Institutional	14.6	10.4%
Multiple Residential-High Density	19.0	13.6%
Neighborhood Commercial	0.2	0.1%
Office	1.8	1.3%
Public Facilities	10.7	7.7%
Single Family Residential-Low Density	0.1	0.1%
Thoroughfare Commercial	3.0	2.1%
Grand Total	139.9	100.0%



Findings

- Both the 2005 General Plan and Draft 2030 General Plan envision Downtown as a mixed-use area that serves all Watsonville. Current General Plan policies are supportive of this vision
- Zoning regulations are less consistent with the vision:
 - Base zoning
 - Allowed uses by right
 - Densities
 - Height
 - Setbacks
 - Parking requirements
- Design guidance for the public realm and the interface with the private frontages is needed
- Current mix of uses is not supportive of a vibrant successful downtown
- Opportunities for infill and revitalization

Downtown Framework, Built Form + Street Network + Frontages

EXISTING ZONES, NEIGHBORHOODS AND CORRIDORS

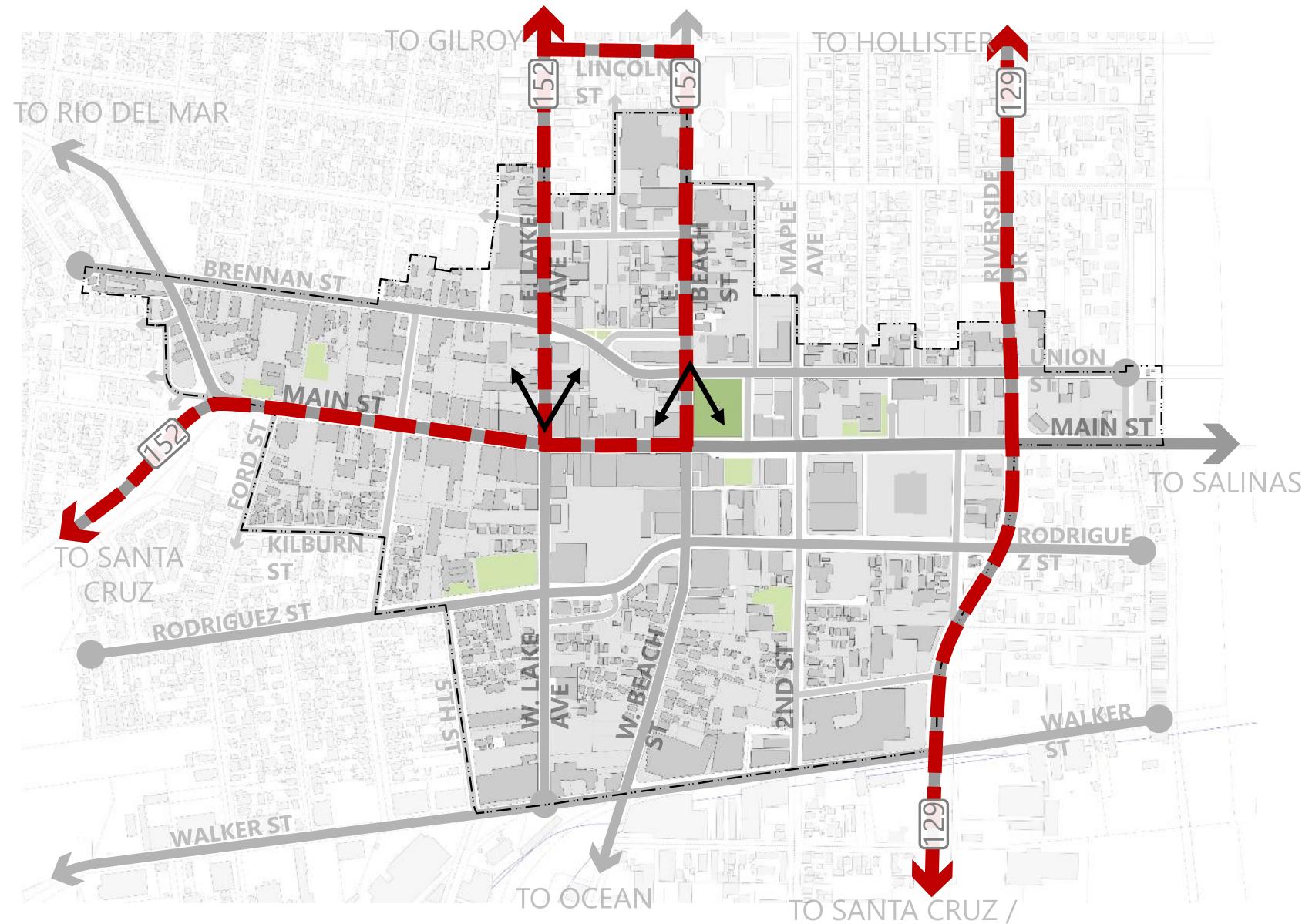
Downtown Framework

■ CALTRANS ROUTES:

- SR-129 (To Salinas / Holister)
- SR-152 (To Santa Cruz & Gilroy)
 - “One-Way “Couplet”: 2 travel-lanes northbound and southbound (Lake Ave & Beach St) competes with the intent of a walkable downtown.



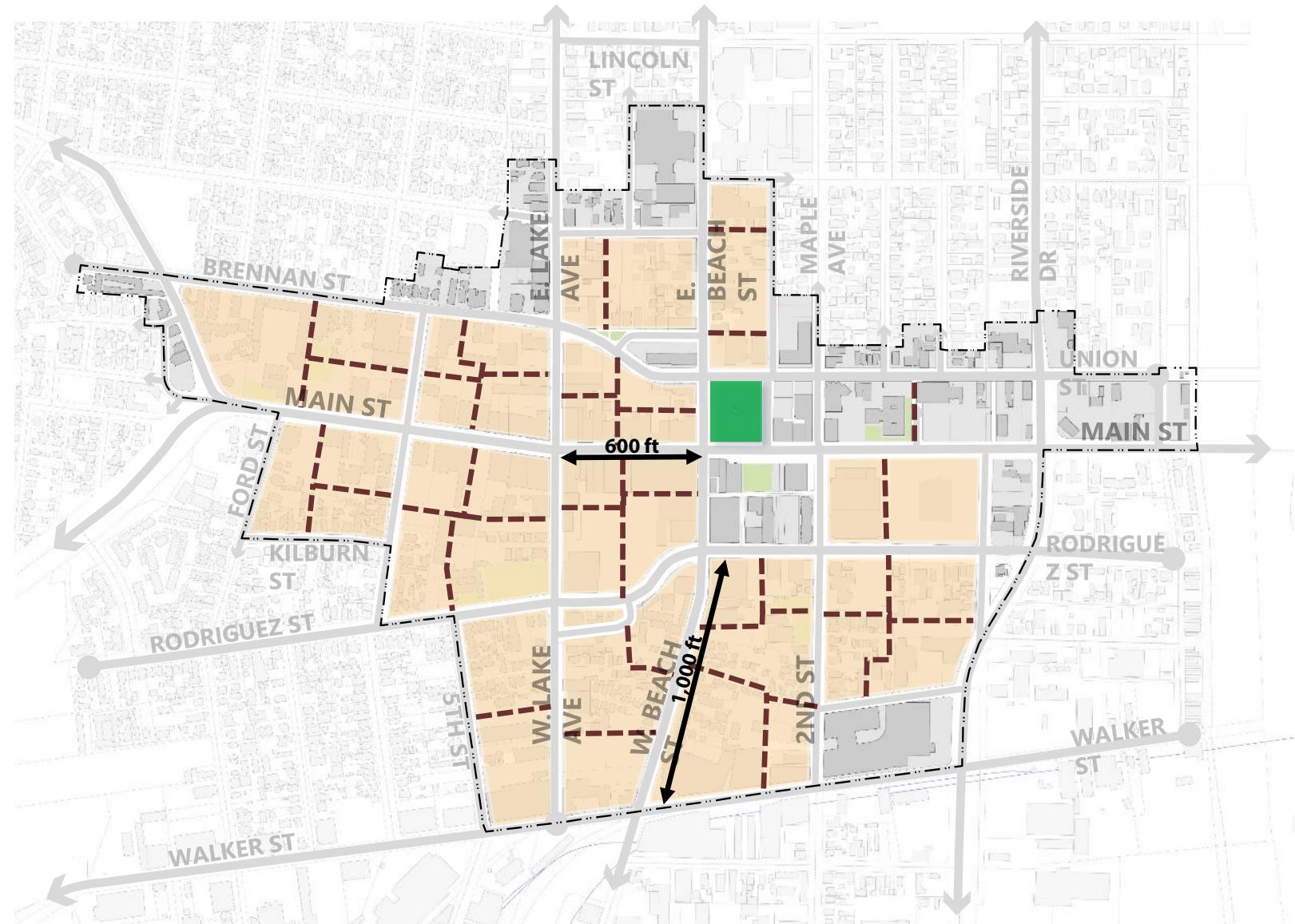
Beach Ave



Downtown Framework

LARGE BLOCKS DOWNTOWN:

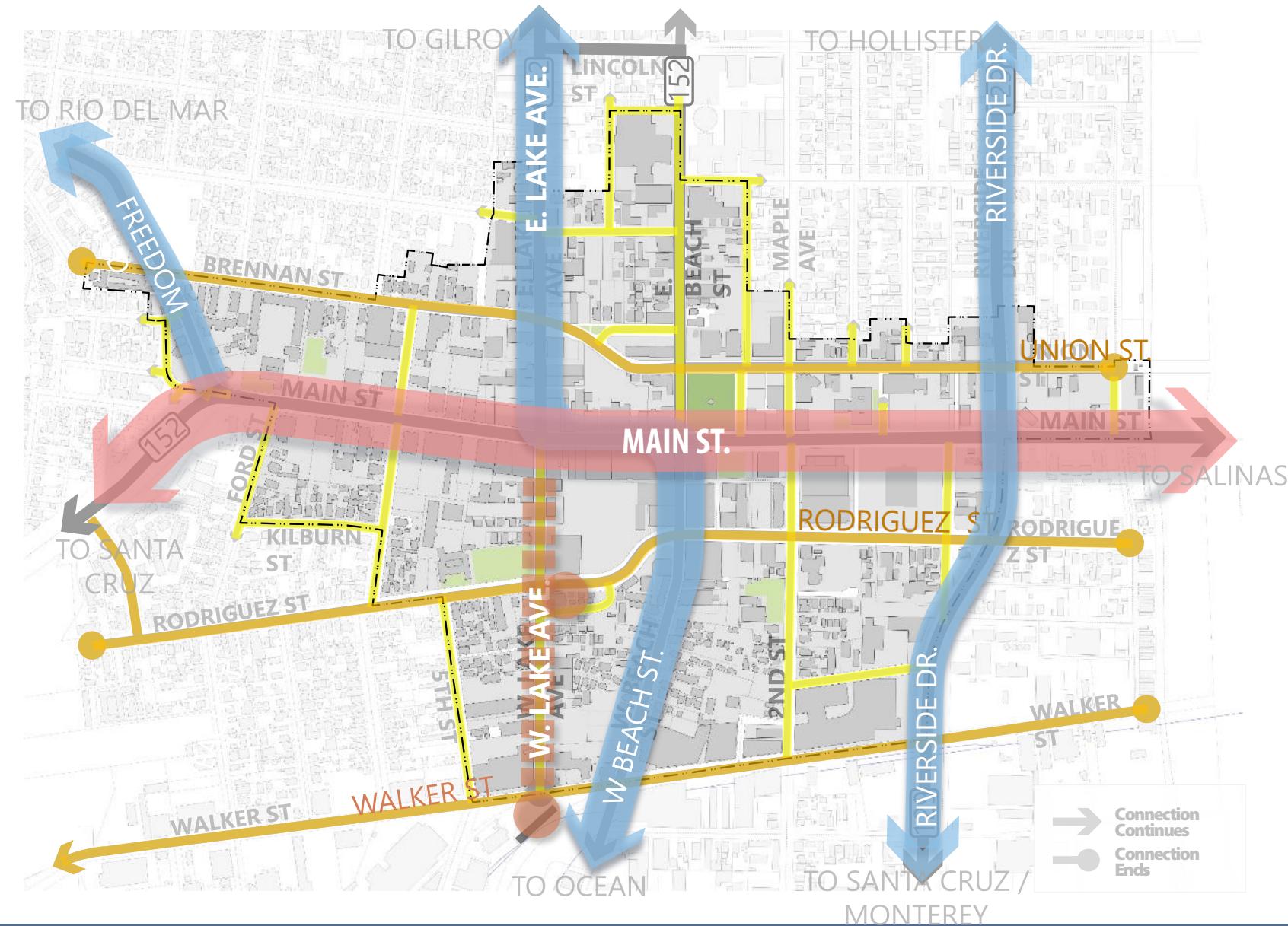
- Most blocks in Downtown Watsonville are **600ft or longer** (2,000-3000 ft block perimeters)
- Typical walkable urban blocks: **250-400 ft** block lengths (>1,200 ft perimeter)
- Watsonville Plaza: 280 x 250 ft
- Additional connectivity needed through large blocks (paseos & walkable alleys)



Downtown Framework

FRAMEWORK NETWORK

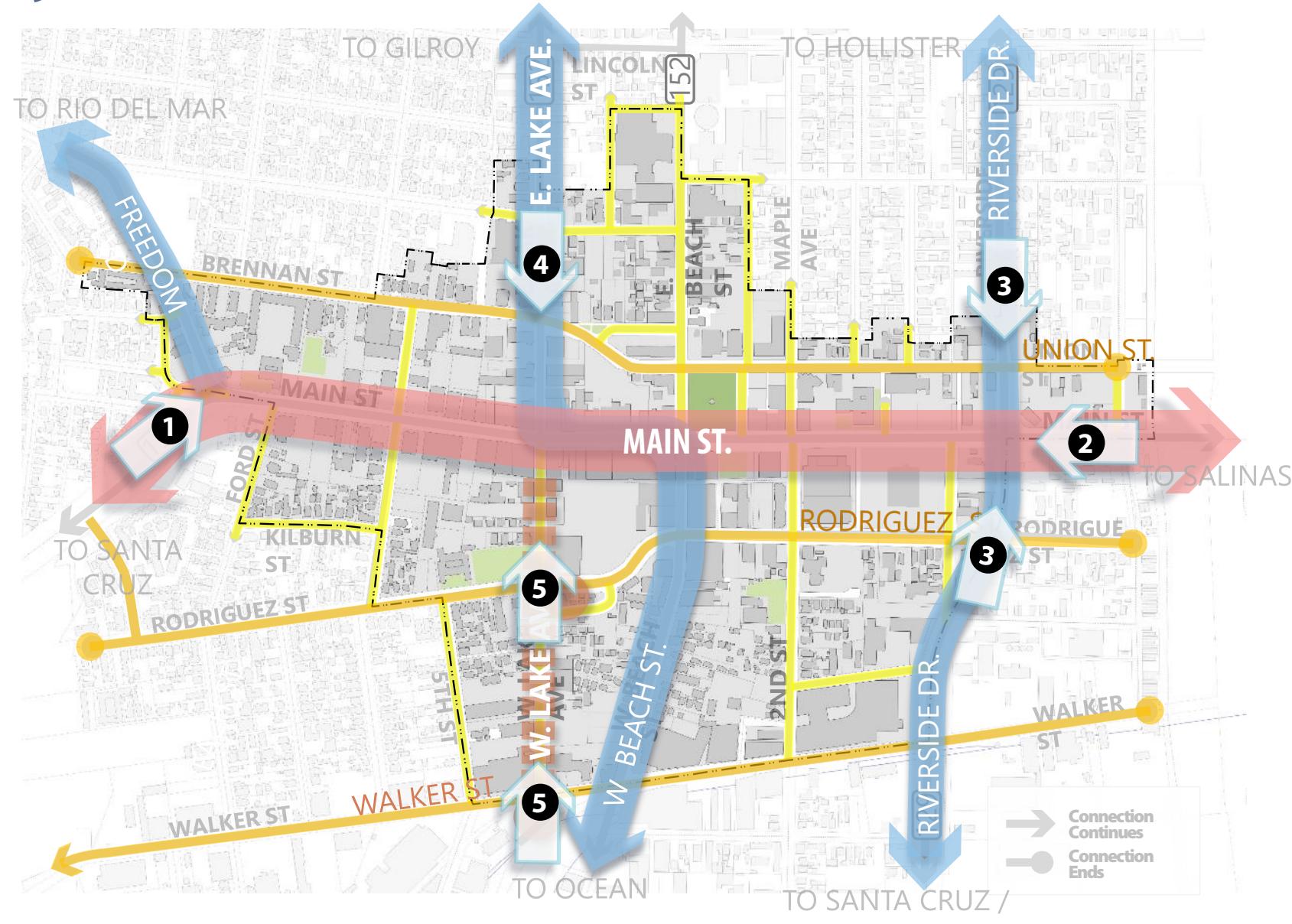
- **Main St Corridor (Historic Main Street)**
- **Regional Connectors:** (Lake Ave, Beach St, Riverside Dr, Freedom Blvd; connections to Santa Cruz, Salinas, Gilroy and the beach)
- **Cross-Town Connectors:** (Union St, Rodriguez St & Walker St)
- **Local (Downtown) Street Network**
- **Historic Depot / Bus Depot / South Lake Ave Corridor**



Downtown Gateways

POINTS OF ARRIVAL

1. Main St South (from Santa Cruz);
2. Main St North (from Salinas);
3. W. Riverside Dr (from Salinas)
4. E. Lake Ave (from Gilroy)
5. Lake Ave (from Bus/Rail depot)



Downtown Gateways

TYPICAL CHALLENGES

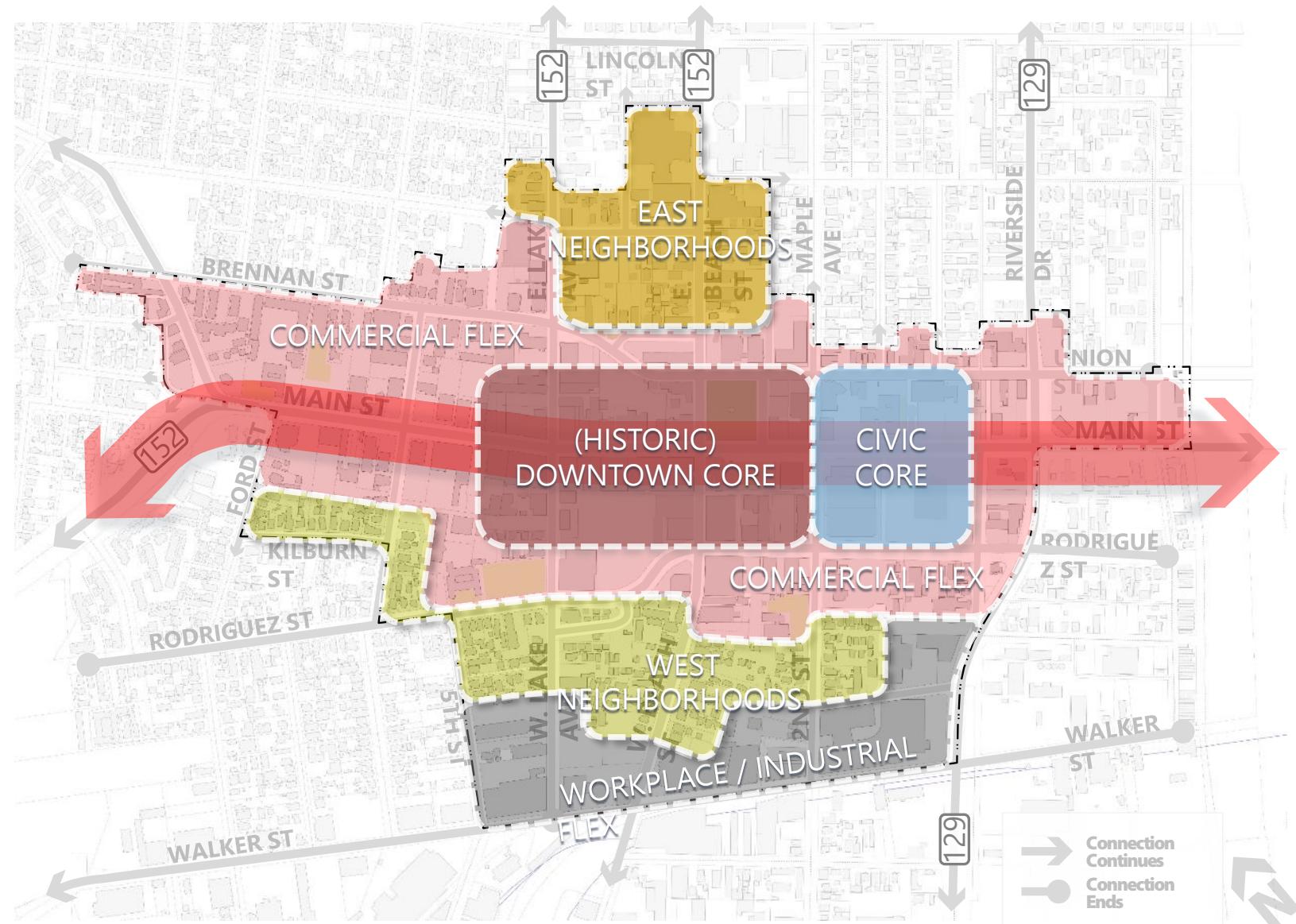
- Lack of gateway/arrival signage and wayfinding to Downtown Core;
- Suburban development patterns at the entries provide no sense of arrival into Watsonville's Downtown;
- Auto-oriented public realm
- Caltrans Routes (152, 129) CALTRANS Standards compete with placemaking goals of the Downtown.



Downtown Character Areas

POTENTIAL AREAS

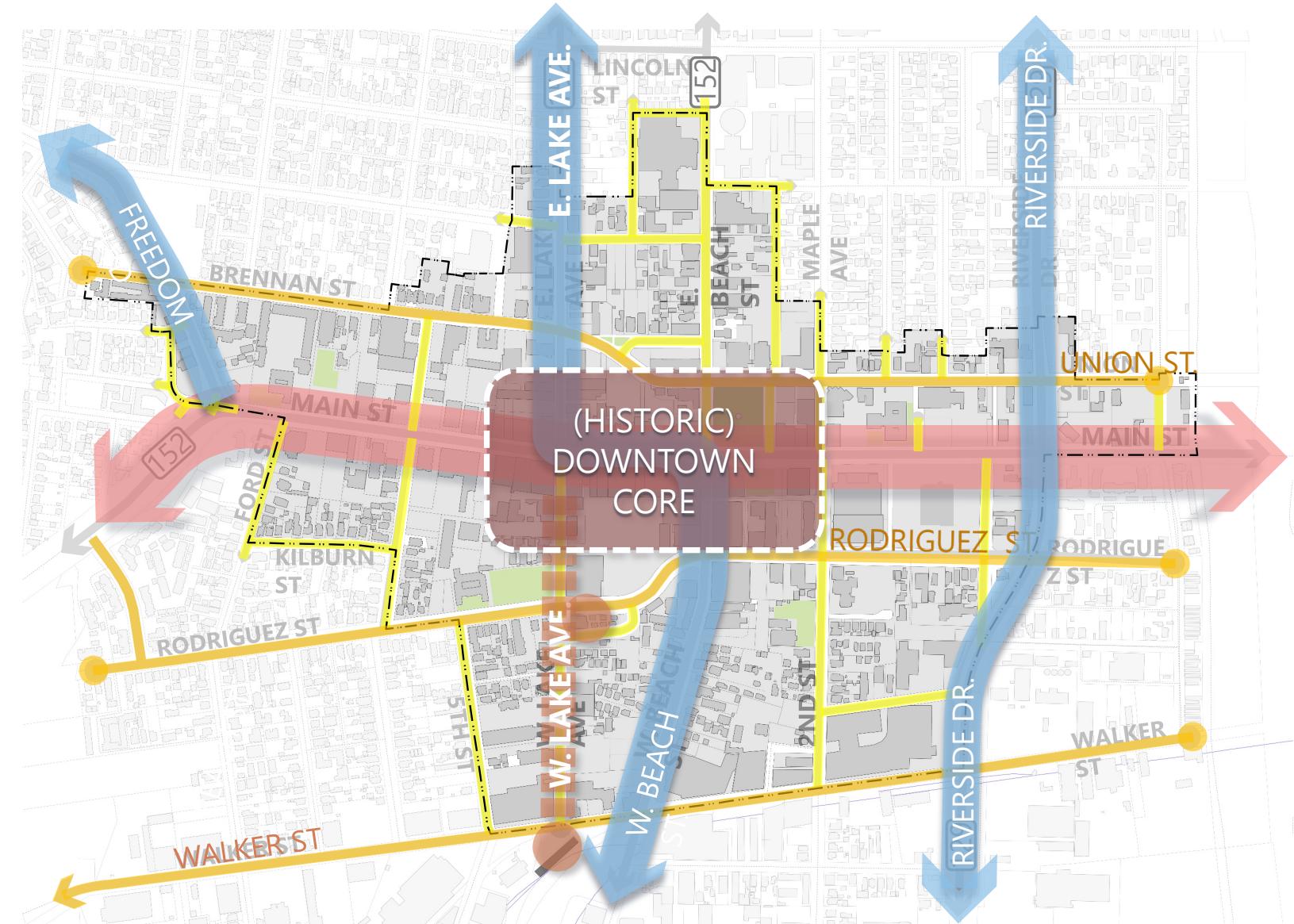
- Downtown Core
- Civic Core
- Commercial “Flex”
- Workspace / Industrial “Flex”
- “Flex” Neighborhoods – (East & West)



Downtown Core

KEY CHARACTERISTICS

- Historic Main Street (Beach St to 5th St);
- Watsonville Plaza: Anchors the Downtown Core and Civic Districts;
- Several Historic Landmarks: give the Downtown Core a distinct identity;
- Opportunity Sites: Several key vacant / underutilized sites in the Core;
- CALTRANS RTE 152 poses a significant challenge to the intended urban environment envisioned for downtown.



Downtown Core

STRENGTHS & OPPORTUNITIES

- Many remaining historic buildings and landmarks give Downtown Watsonville a unique and authentic character;
- Downtown is **easily accessible** to everyone in the city;
- Several **key-opportunity sites** for significant infill development;
- The **city owns/controls** several key parcels along the historic Main Street;
- Strong **existing street-network** with a clear hierarchy.



Downtown Core

CHALLENGES

- **Lack of activation** Downtown; Limited retail/dining options, and most businesses are not open in the evenings;
- **Car oriented public realm** (CALTRANS routes in particular) does not prioritize pedestrian activity / safety;
- **Lack of housing** in the Downtown Core; not yet / no longer a mixed-use district;
- Many **vacant/underutilized storefronts** and “blank” frontages Downtown.
- Many existing buildings have large floorplates and **high rental rates** deter potential business;
- **Little private (re)investment** in Downtown.

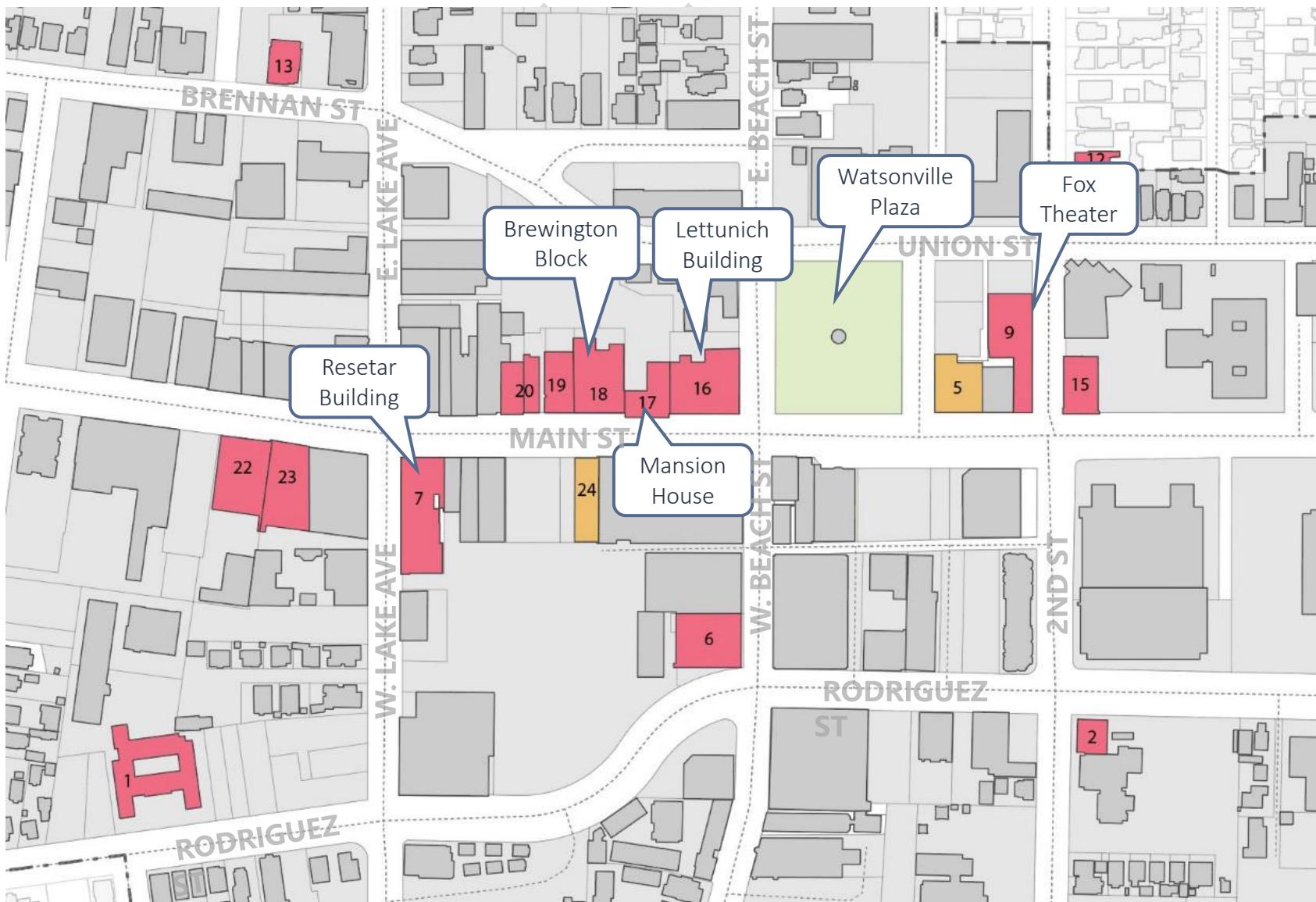


Downtown Core

HISTORIC LANDMARKS

- Several Historic Landmarks in the Downtown Core:

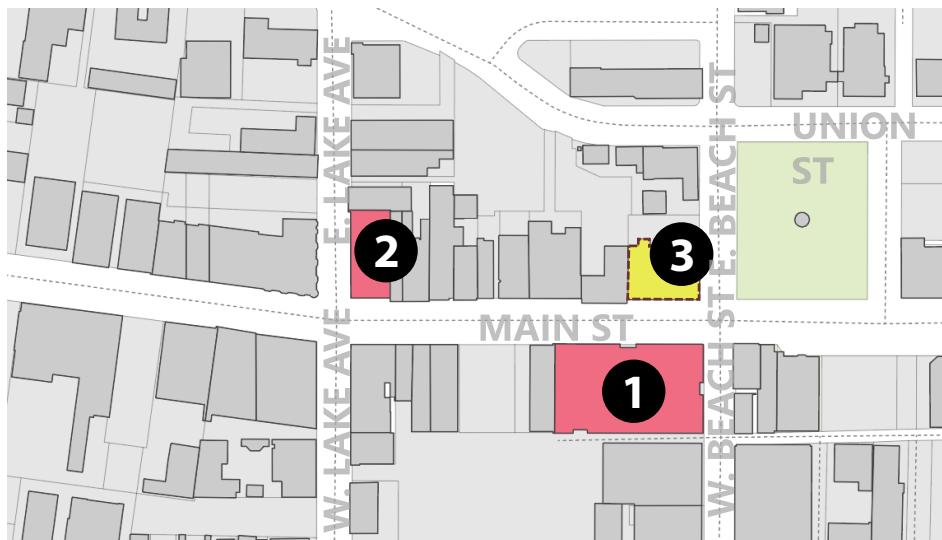
- Watsonville Plaza
- Lettunich Building
- Fox Theater
- Mansion House
- Brewington Block
- Resetar Building
- Etc...



Downtown Core

BUILDING FRONTAGES (*CHALLENGES*):

- Many building frontages in the Downtown Core are “non-contributing”; either lacking storefront windows and openings altogether or underutilizing those that exist.
- Disrupt historic Downtown patterns



Downtown Core

COMMON FRONTAGE ISSUES – *BLANK WALLS*



Downtown Core

COMMON FRONTAGE ISSUES – *LOW QUALITY FAÇADE RETROFITS*



Downtown Core

WATSONVILLE PLAZA

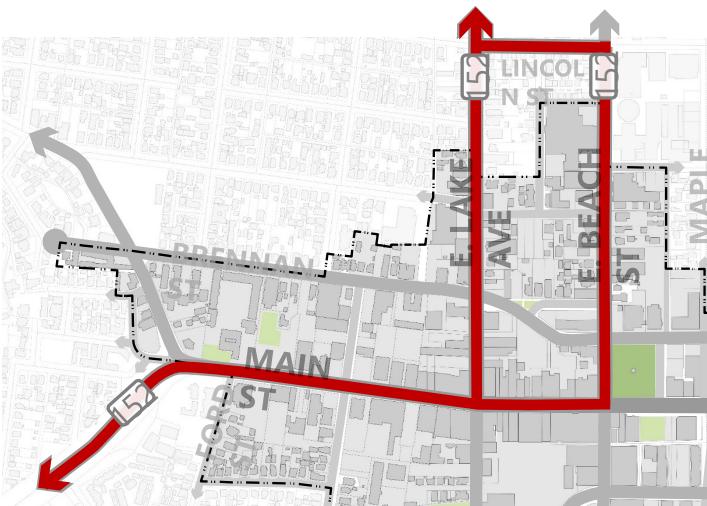
- Major landmark of the city, well programmed with many special events (Strawberry Festival, Farmers Markets, Outdoor Concerts, etc...)
- Key vacant / underutilized parcels surrounding Plaza are important opportunity sites



Downtown Core

STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- Main St (west of Beach);
 - 4 x 12 ft lanes; (60ft curb-to-curb)
 - 10 ft sidewalks (small) w\ planters;



2 - 12 ft. travel lanes each direction

- Wide; 10 ft. is typical lane width in urban district

8ft parking lanes

10ft sidewalks

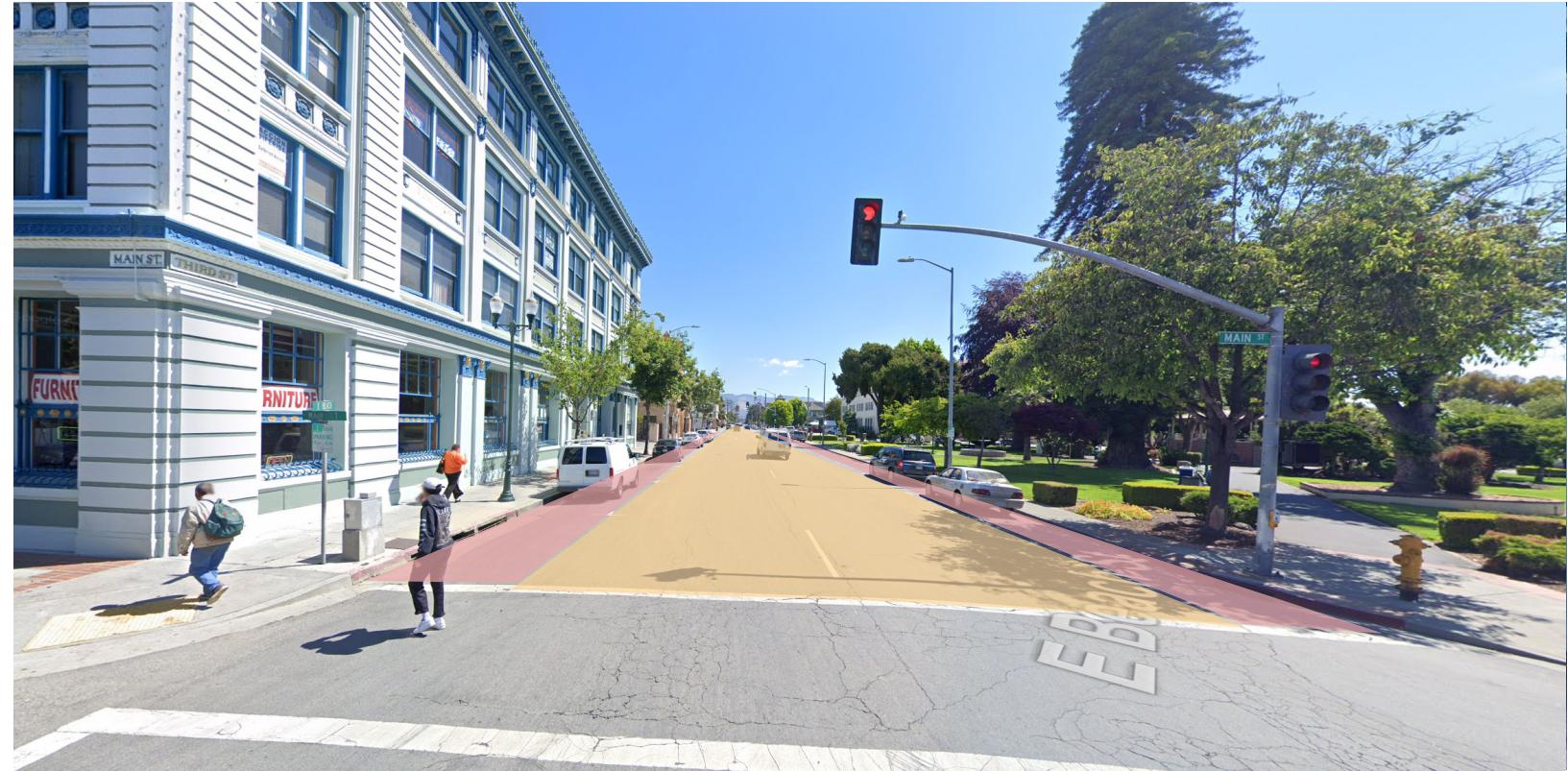
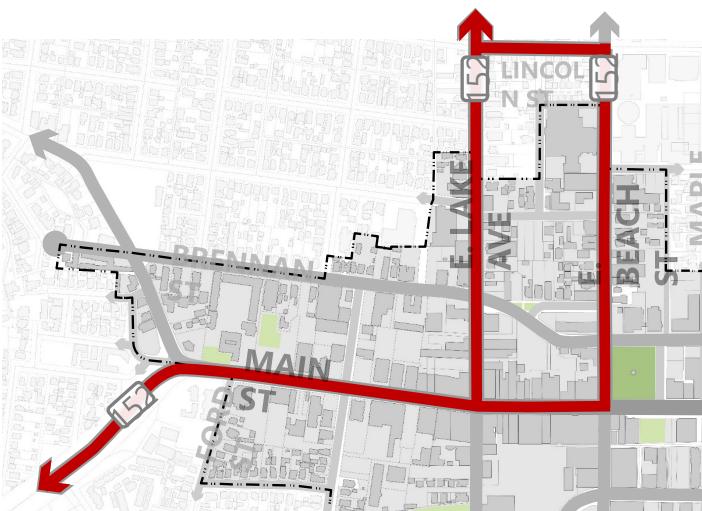
- **Parking Lane Planters**
- **Parklets to accommodate café dining**

- **Quite narrow for urban district**

Downtown Core

STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- Main St (west of Beach);
 - 4 x 12 ft lanes; (60ft curb-to-curb)
 - 10 ft sidewalks (small) w\ planters;
- Beach St (Main to Lincoln);
 - One-way northbound;
 - 2 x 16 ft lanes; (50ft curb-to-curb)



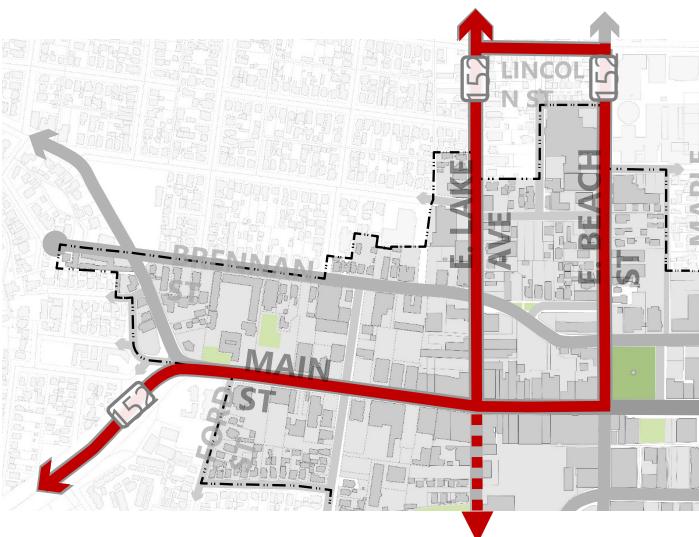
10ft sidewalks 8ft parking lanes One-Way Couplet; 2 - 16ft travel lanes 8ft parking lanes

- Narrow with utilities for urban district
- Curb extensions at intersections and relocate utilities for more sidewalk space
- **Parking Lane Planters**
- **Bike Corral**
- **Extended sidewalk parking "breakers"**
- **Excessively/Unsafe Lane Widths; 10 ft. is typical lane width in urban district**
- **Consider extending diagonal parking on park side**
- **Potential to convert back to two-way travel**
- **Extend to 16-18ft diagonal parking on Plaza side**

Downtown Core

STREETSCAPE & PUBLIC REALM - CALTRANS ROUTE 152

- Main St (west of Beach);
 - 4 x 12 ft lanes; (60ft curb-to-curb)
 - 10 ft sidewalks (small) w\ planters;
- Beach St(Main to Lincoln);
 - One-way northbound;
 - 2 x 16 ft lanes; (50ft curb-to-curb)
- Lake Ave (north of Main);
 - One-way southbound;
 - 2 x 13 ft lanes; (44ft curb-to-curb)



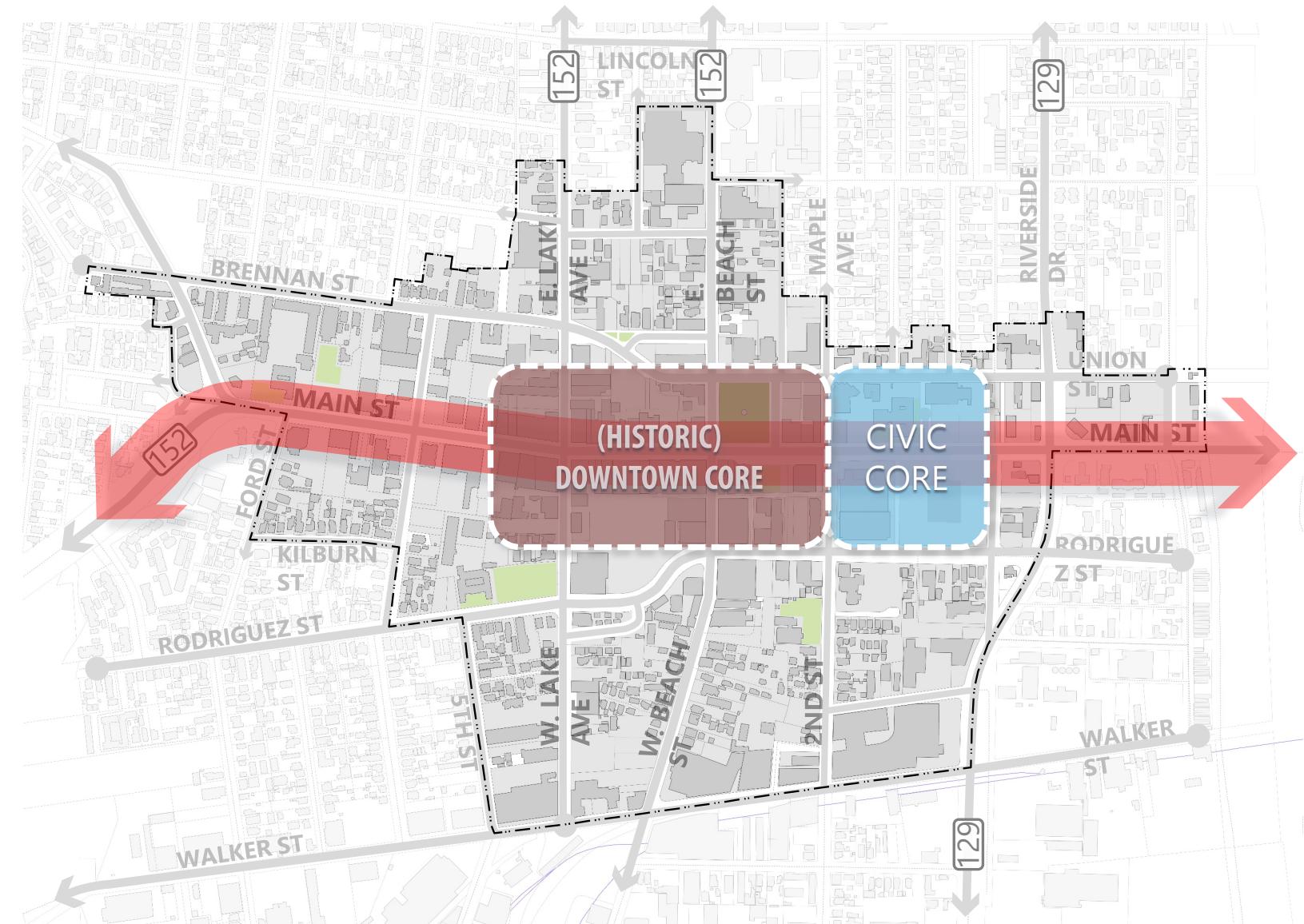
8ft sidewalks Parking / turn lane One-Way Couplet; 2 - 13ft travel lanes 8ft parking lanes 8ft sidewalks

- Accommodate existing street trees
- Sidewalk extensions accommodating gutter/runoff
- Remove turn lane
- Excessively/Unsafe Lane Widths; 10 ft. is typical lane width in urban district
- Potential to convert back to two-way travel
- Note: One-Way configuration continues South to Rodriguez
- Sidewalk extensions and parking "breakers"
- Very narrow for urban district

Civic Core

KEY CHARACTERISTICS

- Anchored by City Hall and new/joint-use Library, and Post Office;
- Recent Streetscape Improvements on Main St: Landscape median and crosswalks are a good start;
- New Shared Parking Structure: (2nd St & Rodriguez St);
- Mostly suburban development patterns: limit the Civic Core's effectiveness as a gateway into Downtown.



Civic Core

STRENGTHS & OPPORTUNITIES

- New joint-use **Civic Plaza** is a prominent building anchoring the district & fronting the street;
- New **parking structure** can add to the shared parking supply of the core on nights and weekends;
- **Streetscape improvements** (landscape median and crosswalks) are a positive start;
- Civic Core directly accessible from historic neighborhoods to the north;
- City-controlled vacant/underutilized sites on Main St are a big opportunity to evolve the Civic Core into the East Gateway to Downtown.
- Main St is not under CALTRANS jurisdiction between Riverside Dr and Beach St only



Civic Core

MAIN CHALLENGES

- Predominantly “suburban” development patterns
 - Buildings set back behind parking and large landscape setbacks.
- Incomplete Streetscape improvements;
- High-speed traffic; additional calming measures needed;
- Currently not a strong gateway to downtown;
- South edge (Rodriguez St) of Civic Core *breaks down* urbanistically; is “the back” – but there are important infill opportunities across the street



Civic Core

COMMON FRONTAGE ISSUES – “INWARD-ORIENTED” BUILDINGS DO NOT ENGAGE THE STREET



Civic Core

STREETSCAPE & PUBLIC REALM

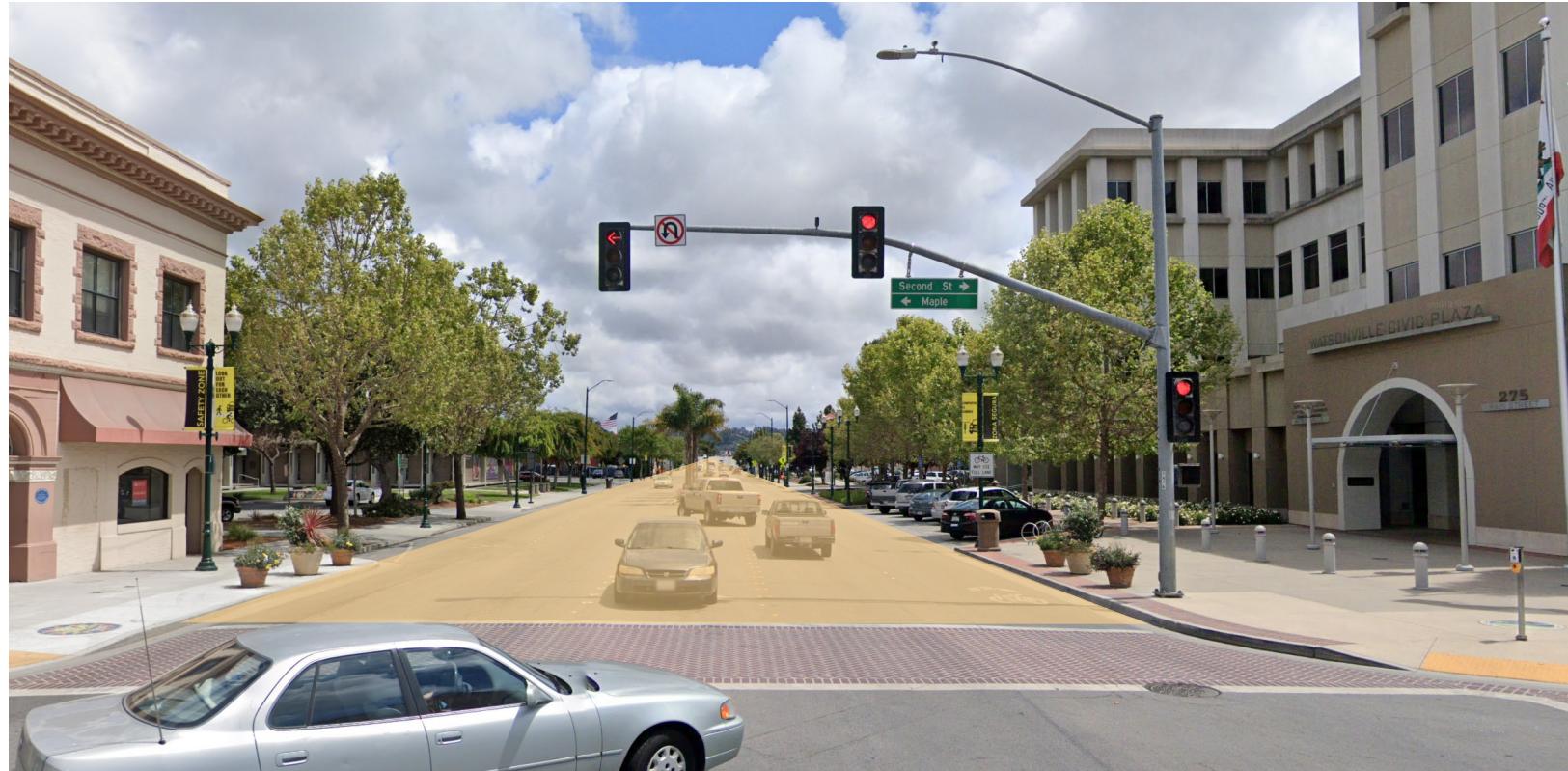
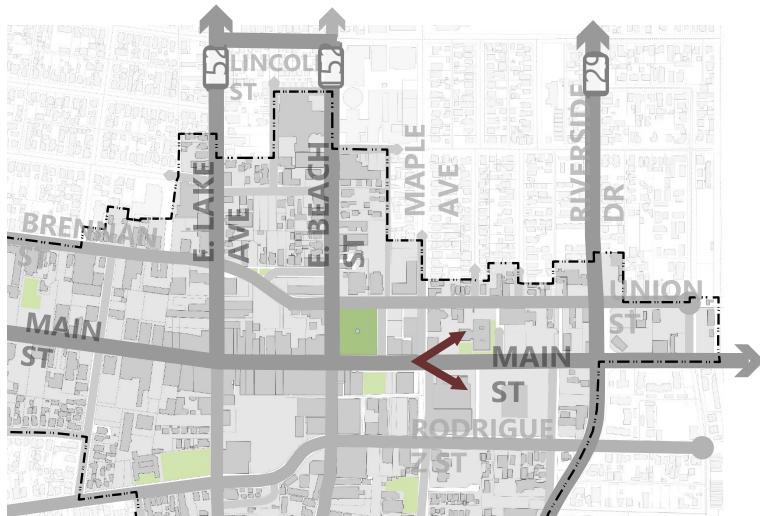
- This section of Main St. is not a CalTrans route anymore.
- The city has already taken steps to improve the streetscape along this section.
- Traffic calming would be beneficial here to slow down cars.
- Sidewalks are too narrow and have no buffer with the driveways.
- Opportunity to extend improvements towards historic core



Civic Core

STREETSCAPE & PUBLIC REALM – MAIN ST

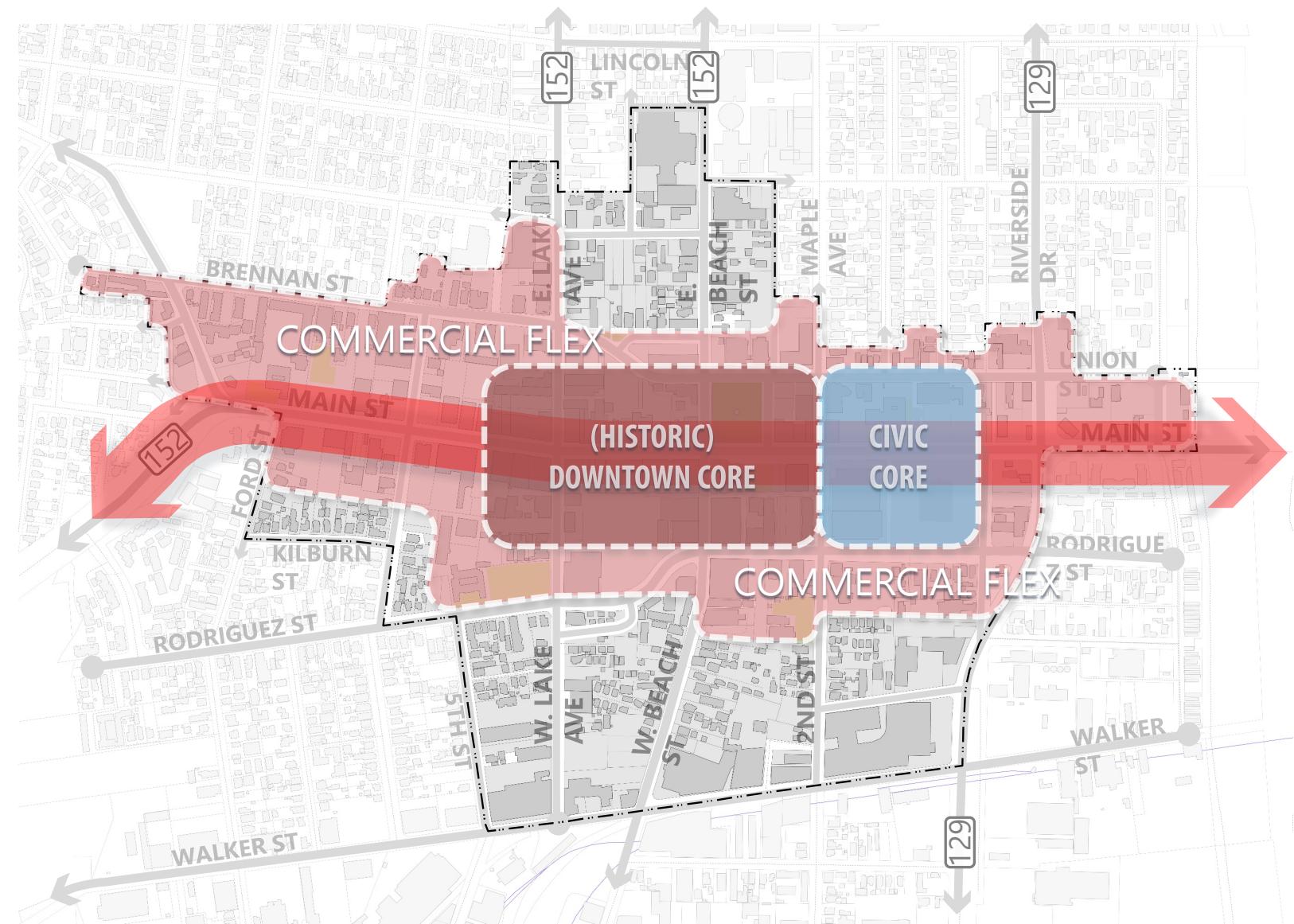
- Main St (west of Beach);
 - 4 x 12 ft lanes; (60ft curb-to-curb)
 - 10 ft sidewalks (small) w\ planters;



Commercial Flex

KEY CHARACTERISTICS

- Widely varied development patterns ranging from urban to very suburban;
- “Mix of uses”: Housing and commercial; less coherent organization than Core;
- Brennan/Union & Rodriguez are very important corridors: the “seams” that stitch the Core to the surrounding neighborhoods;
- Many vacant/underutilized parcels: significant infill opportunities (particularly for housing) in this Area.
- Very Large Block Sizes limit walkability



Commercial Flex

STRENGTHS & OPPORTUNITIES

- **Multiple Infill opportunities:** a significant opportunity to inject a concentration of **new residents and activity** into Downtown;
- **Land values / barrier to entry for new development** is relatively low;
- **Much of the original/authentic building stock still in place:** could be revitalized with relatively minor improvements;
- **Basic street network is already strong**, and additional/improved connectivity can be added relatively simply as infill occurs;
- **Directly adjacent to historic neighborhoods** just north of Downtown (strong customer base)



Commercial Flex

MAIN CHALLENGES

- Predominantly suburban development patterns; auto-oriented frontages;
- Very large block sizes (up to 1000ft long) deter walkability;
- Streetscape improvements needed in many places to support pedestrian circulation, calm traffic, and improve property values;
- Very little reinvestment by Property Owners; many buildings/sites suffering from blight;
- Many buildings with large floorplates makes rent unaffordable for prospective business owners.



Commercial Flex

COMMON FRONTEAGE ISSUES

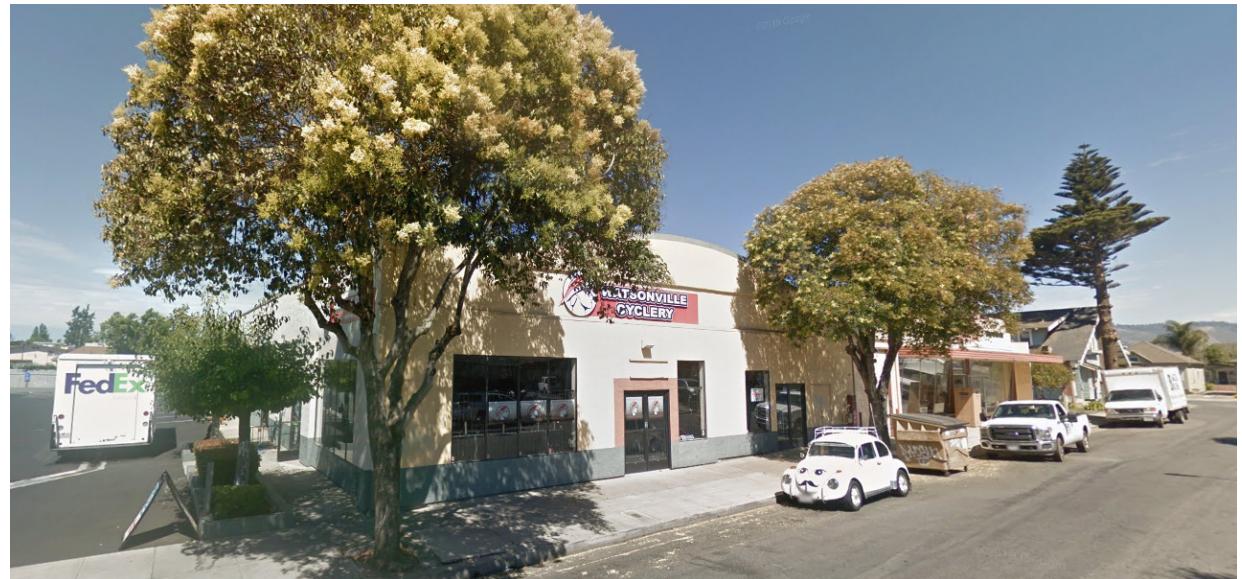
- Large Setbacks from street;
- Entries poorly defined, often oriented to parking areas rather than street;
- Large amount of site devoted to parking;
- Buildings “buffered” from street by parking and landscape areas
- Building/façade maintenance issues;



Commercial Flex

POSITIVE URBAN FRONTAGES

- Many original buildings are street fronting with strong urban frontages;
- Minor façade and/or “public frontage” improvements /maintenance is all that is needed in many cases;



Commercial Flex

FLEX RESIDENTIAL FRONTAGES

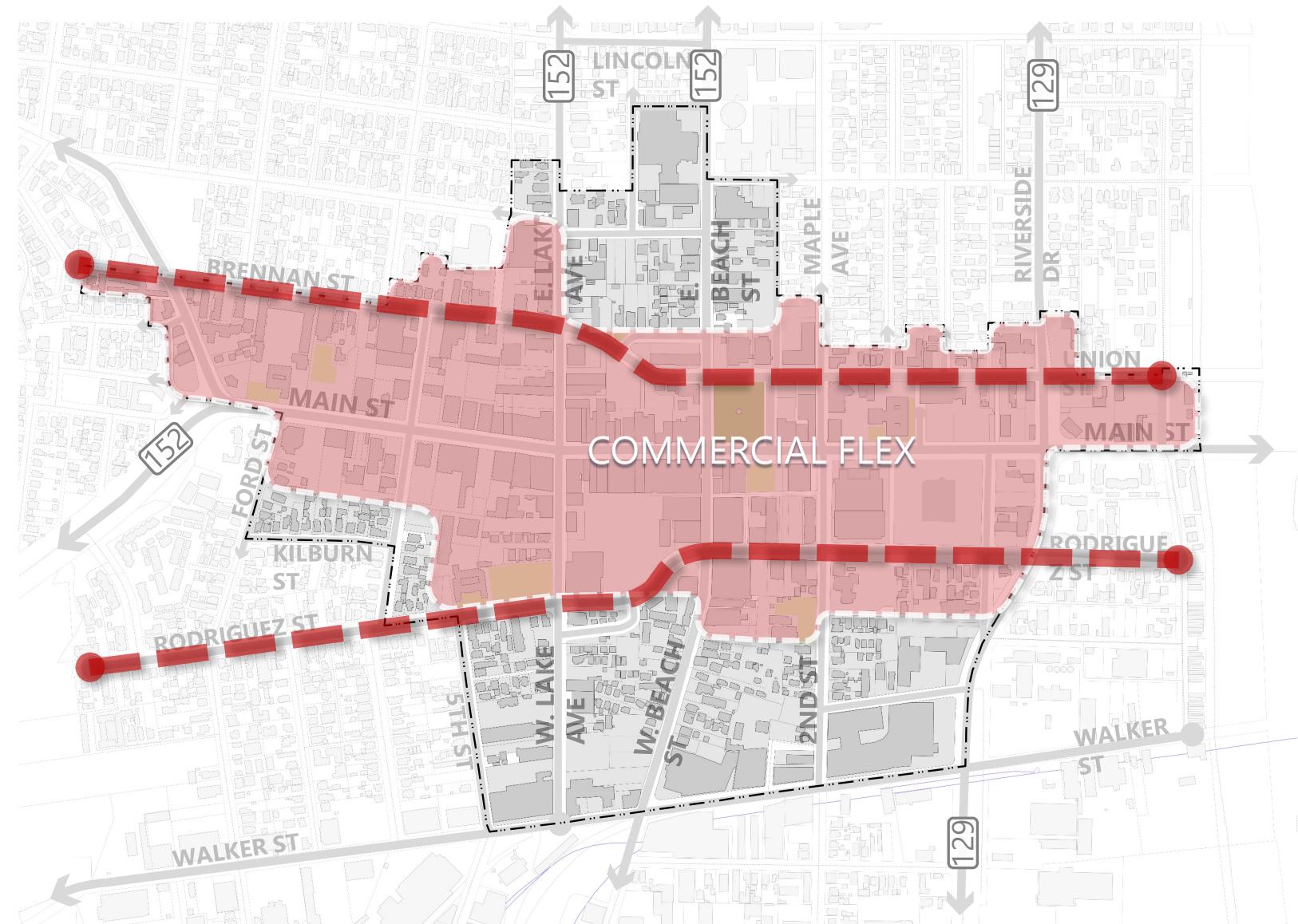
- Numerous existing single-family homes; many of which have been converted to commercial/office.



Commercial Flex

“EDGE” CORRIDORS

- Brennan St / Union St Corridor: The “seam” between the Commercial/Civic Core and the Historic Neighborhoods to the north;
- Rodriguez St Corridor: The “seam” between the Commercial/Civic Core and the “Industrial / Flex Neighborhoods” to the south.



Commercial Flex

STREETSCAPE & PUBLIC REALM – BRENNAN ST / UNION ST

- Brennan St (west of Lake);
 - 14 ft lanes; (44ft curb-to-curb)
 - 8 ft sidewalks with no landscaping;
 - Residential neighborhoods across the street from commercial



- **Very Wide; 10 ft. is typical lane width in urban district**
- **Traffic calming measures (lane width reductions) recommended**
- **Midblock crossing with curb extensions**
- **Intermittent landscape extension**
- **No street trees/landscaping**

Commercial Flex

STREETSCAPE & PUBLIC REALM – BRENNAN ST / UNION ST

- Brennan St (west of Lake);
 - 14 ft lanes; (44ft curb-to-curb)
 - 8 ft sidewalks with no landscaping;
 - Residential neighborhoods across the street from commercial
- Union St (east of Lake);
 - 12 ft lanes; (40ft curb-to-curb)
 - 8 ft sidewalks with no landscaping;
 - Neighborhoods across Street



10ft sidewalks curbside parking 12 ft. travel lanes (40ft curb-to-curb) curbside parking

- Opportunity to insert landscape parkways & street trees on neighborhood side
- Intermittent traffic calming features like chokers or chicanes with landscape elements
- Wide; 10 ft. is typical lane width in urban district
- Traffic calming measures (lane width reductions) recommended
- Intermittent traffic calming features like chokers or chicanes with landscape elements

Commercial Flex

STREETSCAPE & PUBLIC REALM – RODRIGUEZ ST

- Rodriguez St (east of Lake);
 - 13 ft lanes; (60ft curb-to-curb)
 - 10 ft sidewalks with no landscaping;
 - Seam between “Flex Neighborhoods” (south) and Civic and Downtown Core (north);
 - Opportunity to become significant bike corridor:



2 - 13 ft. travel lanes & 13 ft left-turn lane (60ft curb-to-curb)

- Excessively wide travel lanes; 10 ft. is typical lane width in urban district
- Traffic calming measures (lane width reductions) recommended
- Add buffered bike lane
- Curb extensions to reduce crossing distance
- Re-evaluate left-turn lane

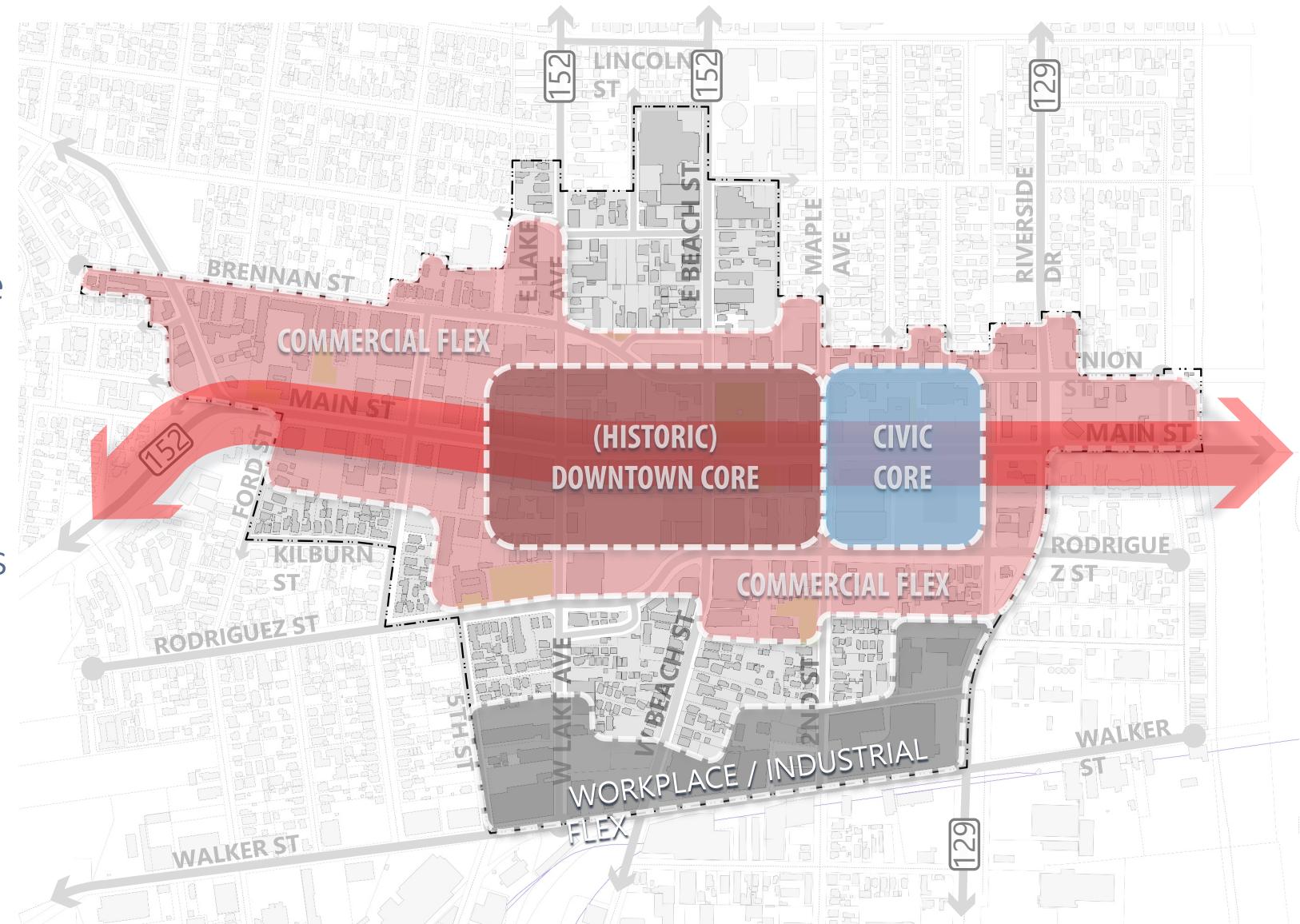
12ft parking lanes 10 ft sidewalks

- Re-evaluate on-street parking need on this side
- Add buffered bike lane
- Incomplete street trees
- Minimal landscape
- Address underground utilities

Workplace / Industrial Flex

KEY CHARACTERISTICS

- Characterized by factory and light-industrial businesses originally serviced by rail;
- **Historic Depot:** Terminates Lake Ave (at Walker St); this area could be a future “entry” to downtown (assuming LRT)
- **Strong jobs base** and good opportunity for new businesses to locate downtown
- **Many vacant/underutilized parcels:** significant mixed-use infill opportunities
- **Very Large Block Sizes** limit walkability



Workplace / Industrial Flex

STRENGTHS & OPPORTUNITIES

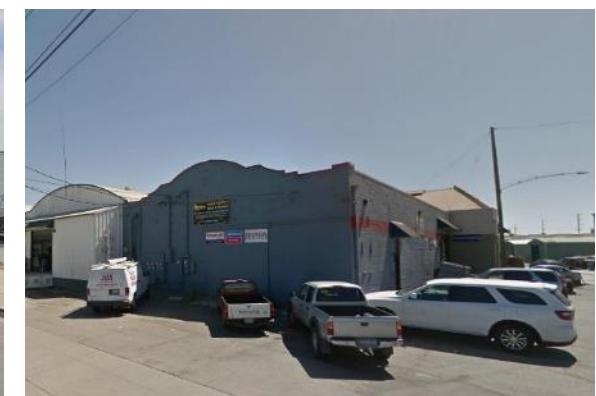
- **Historic Depot:** could provide future passenger rail access to Watsonville, **making this area a new Downtown Gateway**;
- Inexpensive land in this area could **incentivize new investment**;
- Large underutilized industrial buildings that can be **adaptively re-used**;
- **Business incubator** for tech, maker-spaces, creative offices, breweries, coffee roasters, etc...
- This area could **evolve into a vibrant mixed-use / live-work area**, providing a concentration of new jobs and residents within a short walk of the Core.



Workplace / Industrial Flex

MAIN CHALLENGES

- Very large blocks, and incomplete pedestrian infrastructure deters walkability;
- Auto (truck)-oriented public realm; (*this is an operating industrial district*); complete lack of streetscape;
- Many vacant and underutilized buildings; in general, area looks aged / blighted.
- **Frontage Issues**; a mix of uses (industrial buildings and residential houses) in this area, without proper frontage transitions and calibrations.



Workplace / Industrial Flex

COMMON FRONTEAGE ISSUES

- “Loading” / Industrial Frontages: Loading docks and areas in front of industrial uses dominate the public realm;
- Incompatibility: Large industrial uses across from or next to single-family houses need transitional frontages;
- Public Realm disrupted by multiple, large driveways / parking access, (sidewalks are an afterthought);



Workplace / Industrial Flex

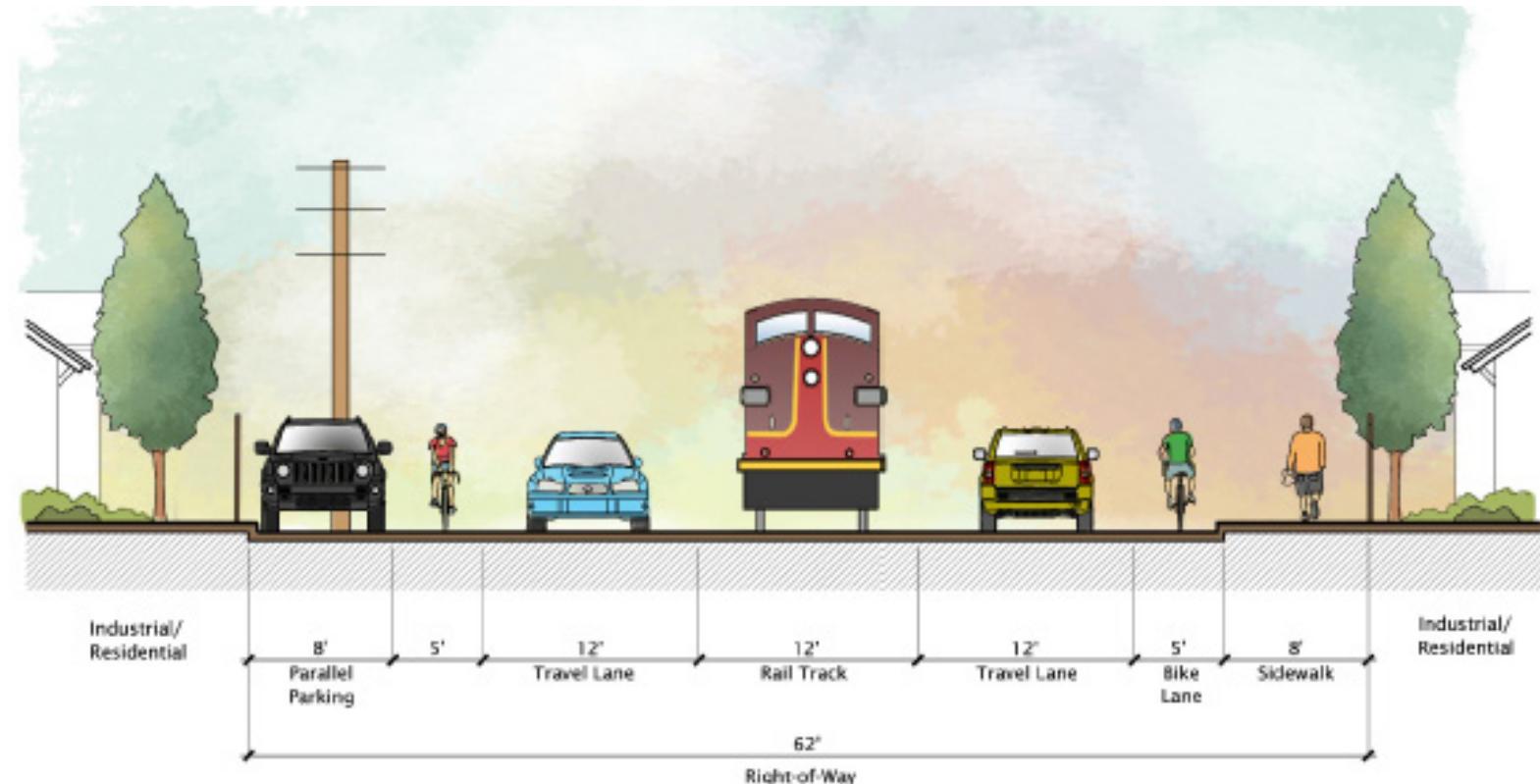
COMMON STREETSCAPE & PUBLIC REALM

- Auto/Truck-oriented streets and public realm;
- Very wide street-widths; exacerbated by missing curbside parking due to multiple/large driveways;
- Lack of pedestrian infrastructure, narrow sidewalks with no street trees (no shade, no buffer from cars);
- Walker Street contains the planned Segment 19 of the Monterey Bay Sanctuary Scenic Trail. It is both a multi-use path and an on-street facility.



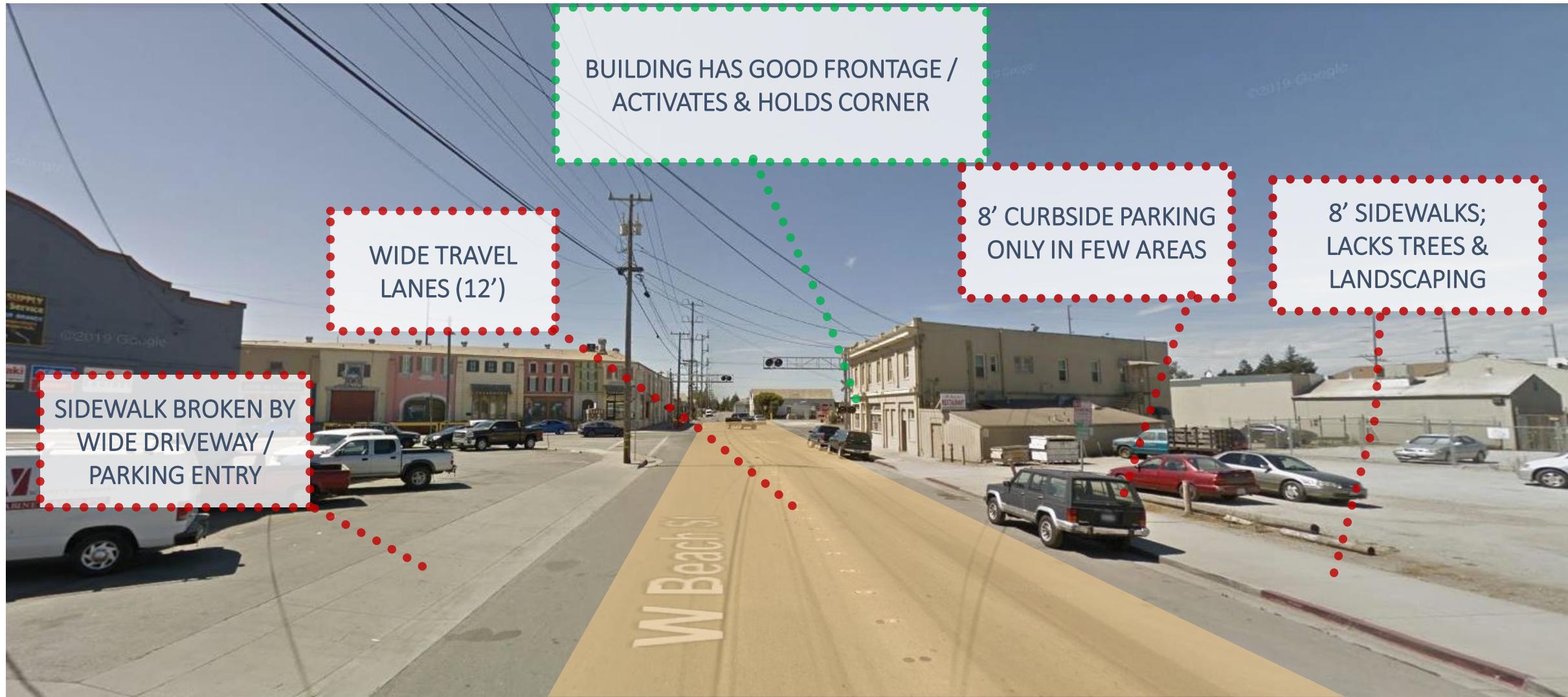
Workplace / Industrial Flex

Walker Street contains the planned Segment 19 of the Monterey Bay Sanctuary Scenic Trail. It is both a multi-use path and an on-street facility.



Workplace / Industrial Flex

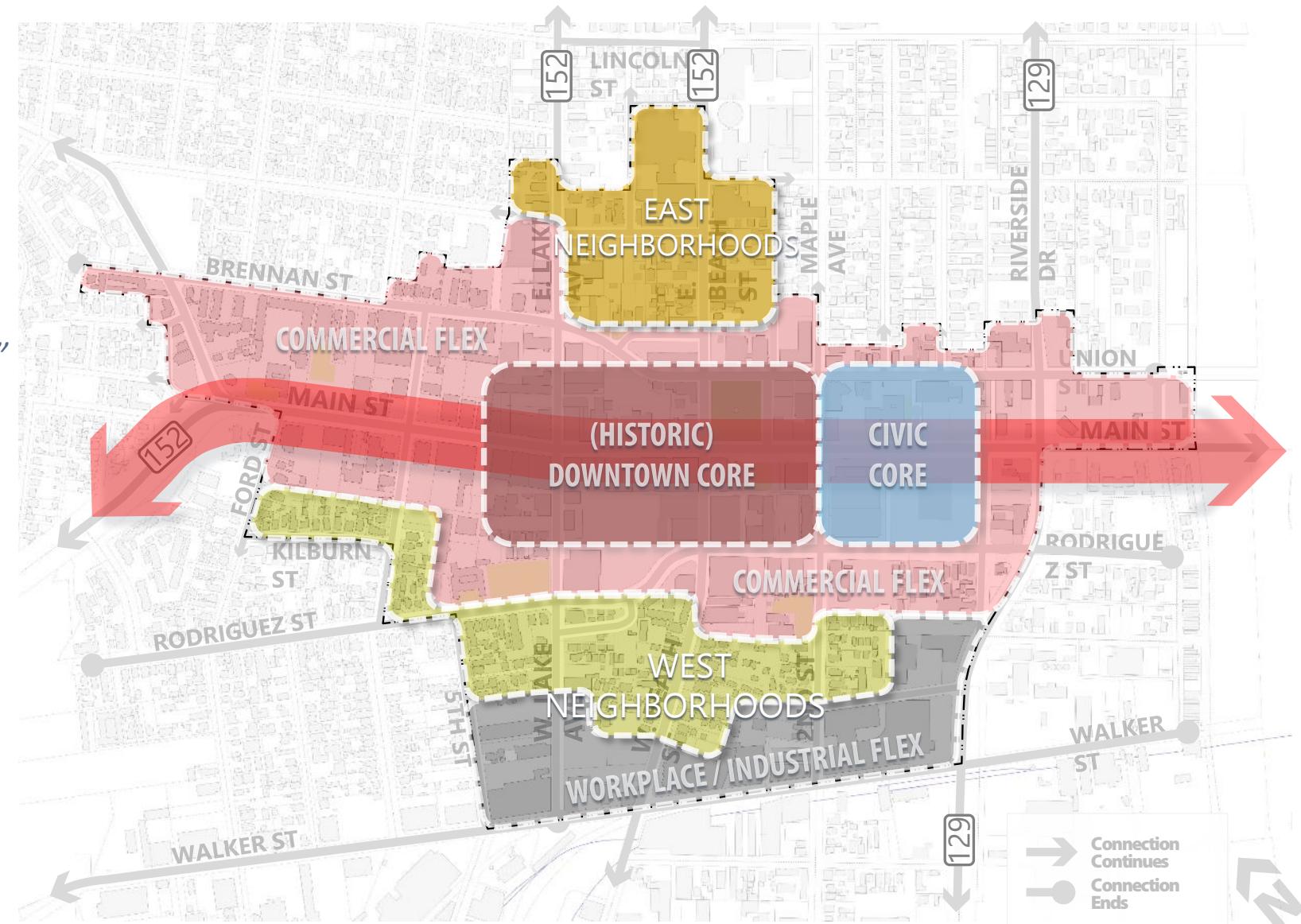
COMMON STREETSCAPE & PUBLIC REALM



Downtown “Flex” Neighborhoods

KEY CHARACTERISTICS

- Existing “Mixed-Use” Neighborhoods:
 - *East Neighborhood:* Mix of traditional single-family homes (most of which have been converted to office), “downtown” commercial, civic, and industrial (Martinelli’s) in traditional urban patterns;
 - *South Neighborhood:* Mix of multi-family, commercial, and industrial, in less-orderly, suburban patterns.
- Concentration of Residents already living Downtown



Downtown “Flex” Neighborhoods (East)

STRENGTHS & OPPORTUNITIES

- Strong traditional urban development patterns: where Downtown extended into the Historic Neighborhoods;
- Significant amount of the original building stock in place creates authentic character.
- Public Realm mostly in-tact: Only minor improvements needed;
- Strong Frontages, that contribute to an active, walkable public realm.
- Landmark Civic and Industrial Buildings add unique character to this neighborhood; (Martinelli & Co., Veteran’s Memorial Building, School, Church, etc...);
 - *Potential for future adaptive re-use of Martinelli’s?*



Downtown “Flex” Neighborhoods (East)

MAIN CHALLENGES

- Flanked by CALTRANS Route 152: High traffic volumes and speeds exacerbated by one-way “couplet” (Lake Ave & Beach St)
- Large block sizes (Civic and Industrial blocks) deter walkability;
- (Relatively Minor) Streetscape improvements needed to support pedestrian circulation, calm traffic, and improve property values;
- Frontage improvements needed: some buildings need maintenance, so they contribute to the public realm.
- Currently zoned “Neighborhood Commercial” with residential allowed by CUP only. (*even though many historic homes exist*)



Downtown “Flex” Neighborhoods (East)

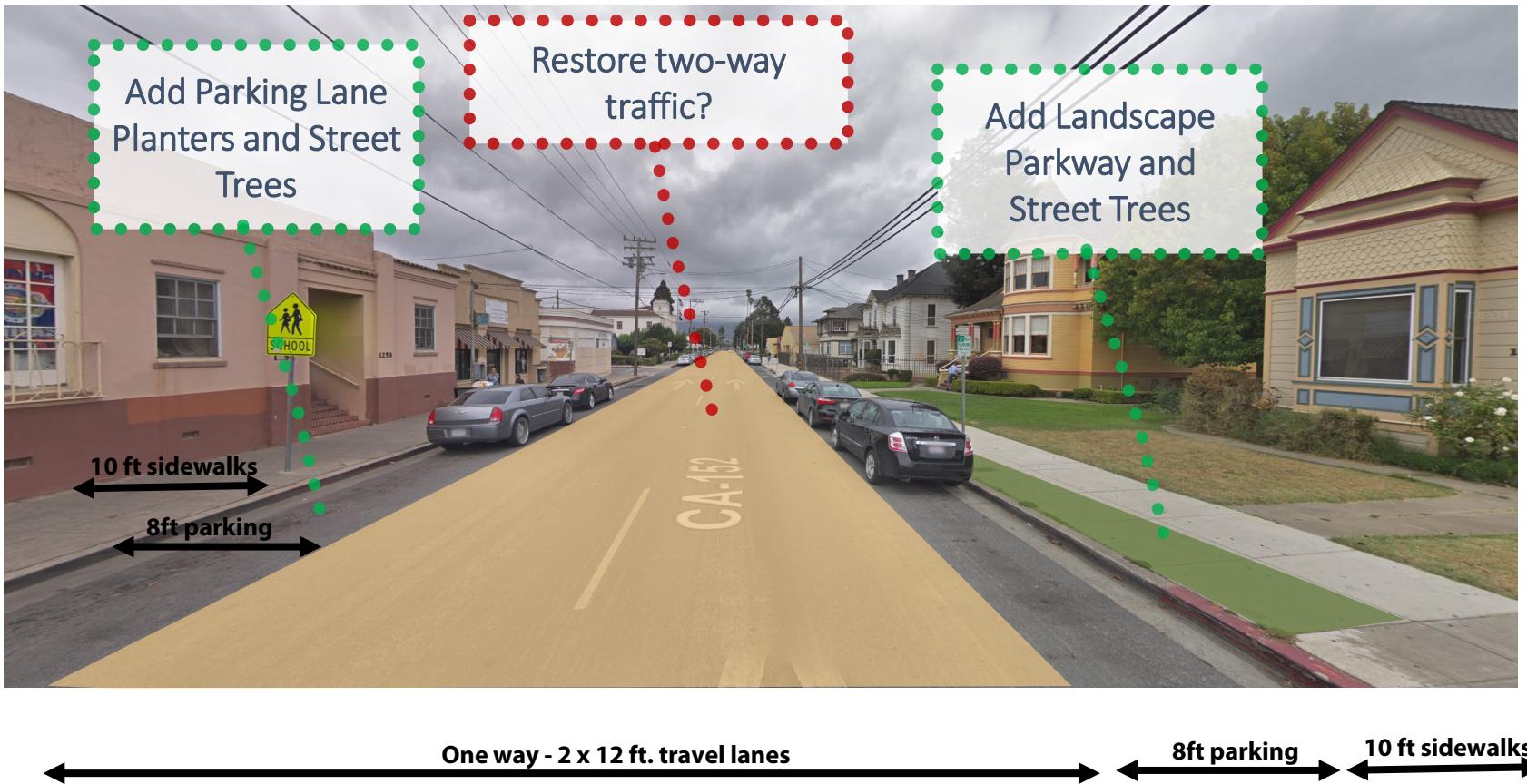
TYPICAL URBAN FRONTAGES



Downtown “Flex” Neighborhoods (East)

STREETSCAPE & PUBLIC REALM – BEACH ST / SR 152

- Beach St (East of Main);
 - 2 x 12 ft lanes; (40ft curb-to-curb)
 - 10 ft sidewalks without planters;
 - One-way Street
 - Curbside parking on both sides.
 - Lack of trees.



- **Planters in Parking Lane on Commercial Side?**
- **Very Wide; promotes high traffic speeds; One way streets promote fast thru traffic; not conducive to a neighborhood; Opportunity to restore two-way traffic?**
- **Add corner and mid-block bulb-outs to visually narrow street?**
- **Add landscape Parkway and Street Trees?**

Downtown “Flex” Neighborhoods (West)

STRENGTHS & OPPORTUNITIES

- Numerous **historic houses** with strong architectural character;
- Many properties have been improved and/or well-maintained;
- Neighborhood already has a **strong mix of uses**;
- Short walk to Downtown Core;
- **Live-Work Opportunity** – concentration of residents within close proximity to Industrial/Workplace District and Downtown and Civic Core.
- **Strong mix of uses:** ranging from housing to commercial, to light industrial/maker space;



Downtown “Flex” Neighborhoods (West)

CHALLENGES

- Incomplete / low-quality public realm; discourages walking and biking;
- Disorderly development patterns: Incompatible uses (multi-family residential directly adjacent industrial, storage, etc...); neighborhood lacks uniformity;
- Very Large Blocks: (up to 1,000 ft long) deters walking/biking;
- Many vacant, underutilized, blighted properties; (*also opportunities for reinvestment*);
- Small businesses struggling due to difficulty attracting patrons into this area.



Downtown “Flex” Neighborhoods (West)

COMMON FRONTRAGE ISSUES

- **Car-dominant frontages:** Many frontages are devoted to large driveways for parking
- **Low-quality Public Frontages:** the pedestrian realm constantly interrupted by driveways; no street tree canopy or landscape buffers;
- **Inconsistent frontage quality:** many properties have fallen into disrepair.



Downtown “Flex” Neighborhoods (West)

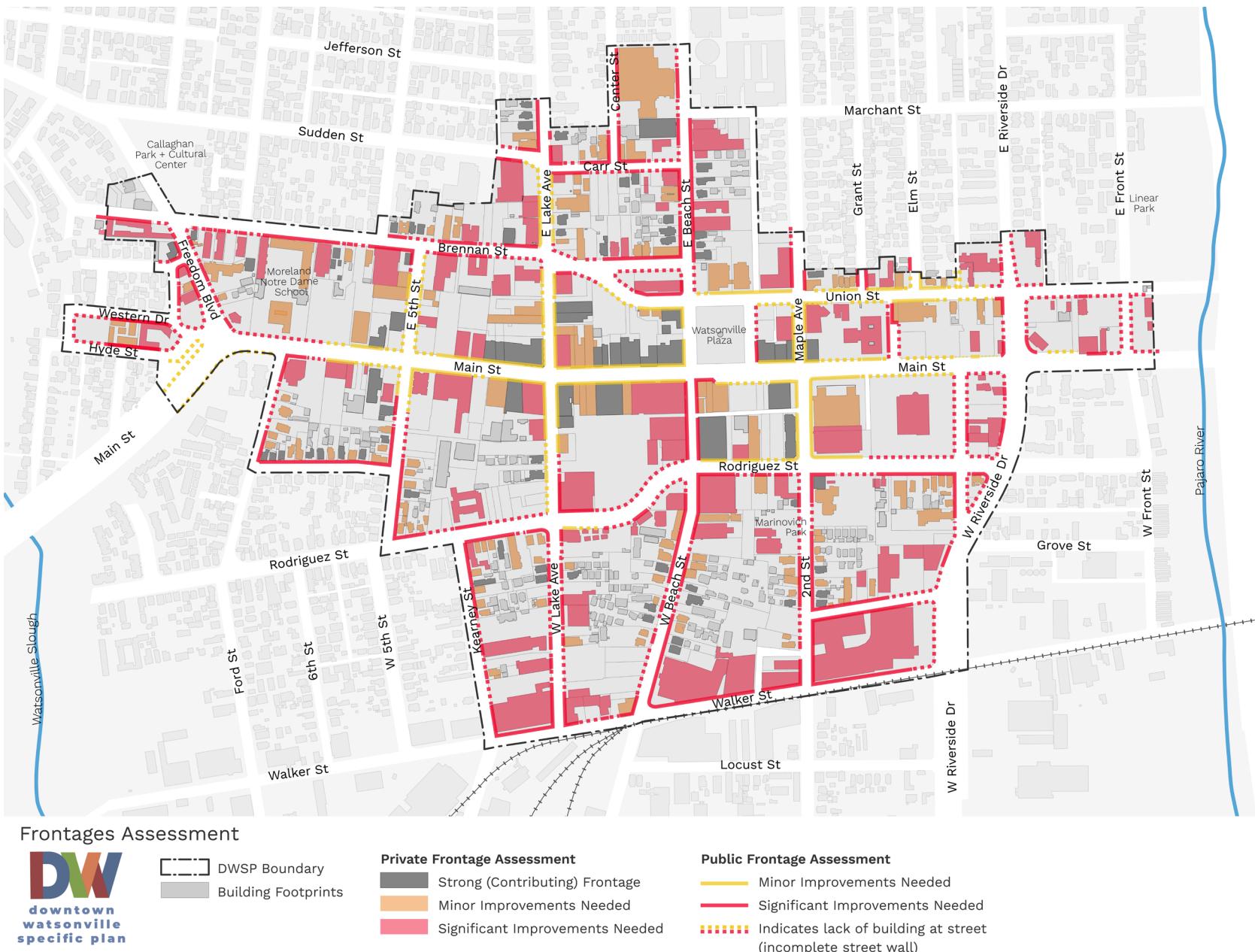
COMMON STREETSCAPE & PUBLIC REALM ISSUES



Frontage Analysis

■ Private Frontage Assessment:

- **Strong (Contributing) Frontage:** Includes most historic buildings. These buildings typically have well-fenestrated façades, clear and inviting building entrances, and active ground floor uses
- **Minor Improvements Needed:** Buildings with private frontages that are generally right, but with relatively minor improvements, could be assets
- **Significant Improvements:** Buildings that require significant improvements to their street-fronting facades to (re)establish the intended urban patterns downtown. (For e.g., *Buildings with “blank” walls, buildings set back very far from the street behind surface parking, etc.*)

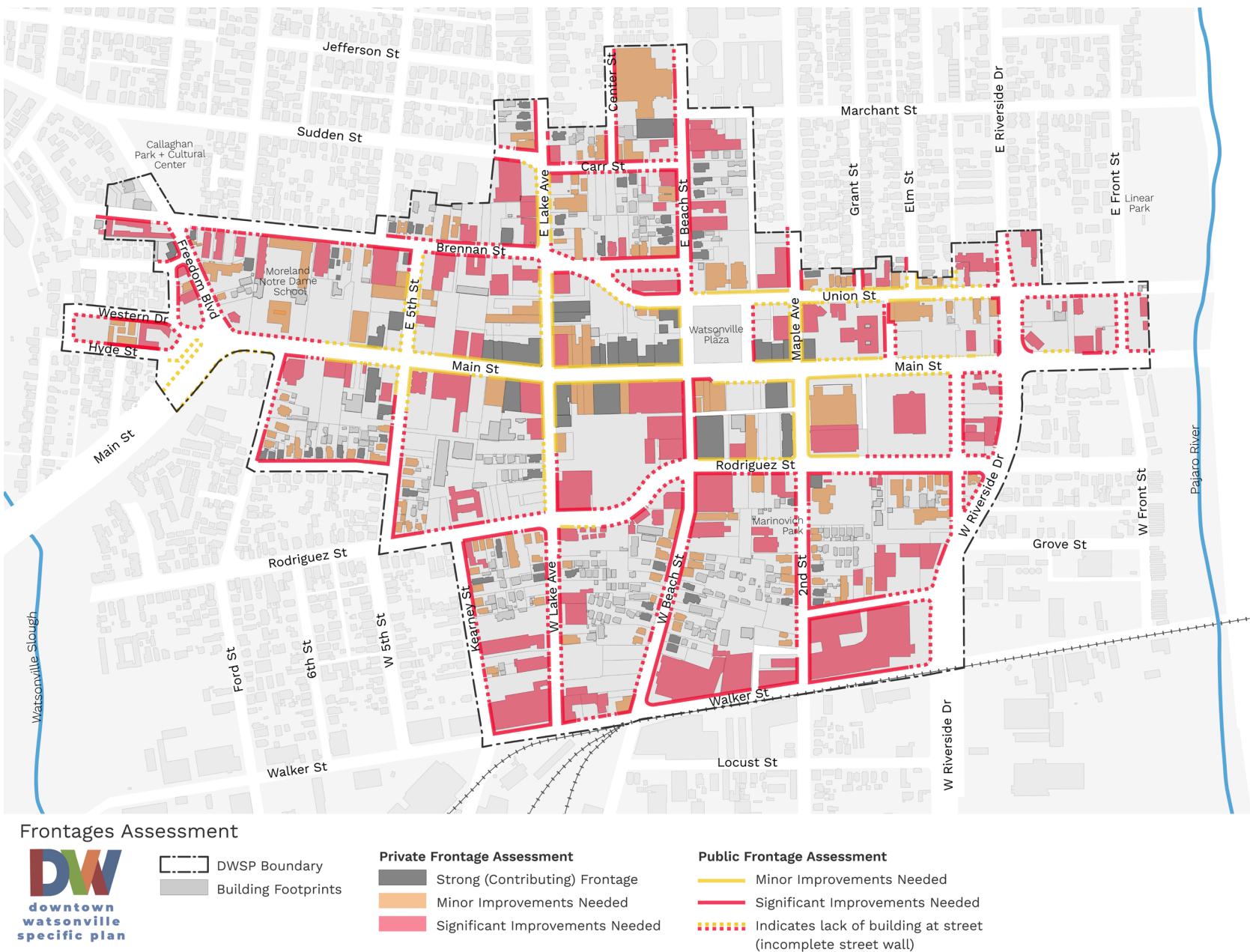


Frontage Analysis

Public frontages are the space between the outer travel lane of the public street and the private property fronting it, typically including clear sidewalk space for pedestrian circulation; street furnishing, landscaping and lighting; curbside parking, services and amenities)

Public Frontage Assessment:

- **Minor Improvements Needed:**
Use curbside parking lanes for streetscape amenities, parklets, etc.
- **Significant Improvements:**
Non-existent sidewalks or sidewalks with no amenities
- **Incomplete Streetwall:**
Section where the streetwall pattern is broken



Opportunity Site Analysis

Publicly-owned, Vacant + Under-utilized parcels

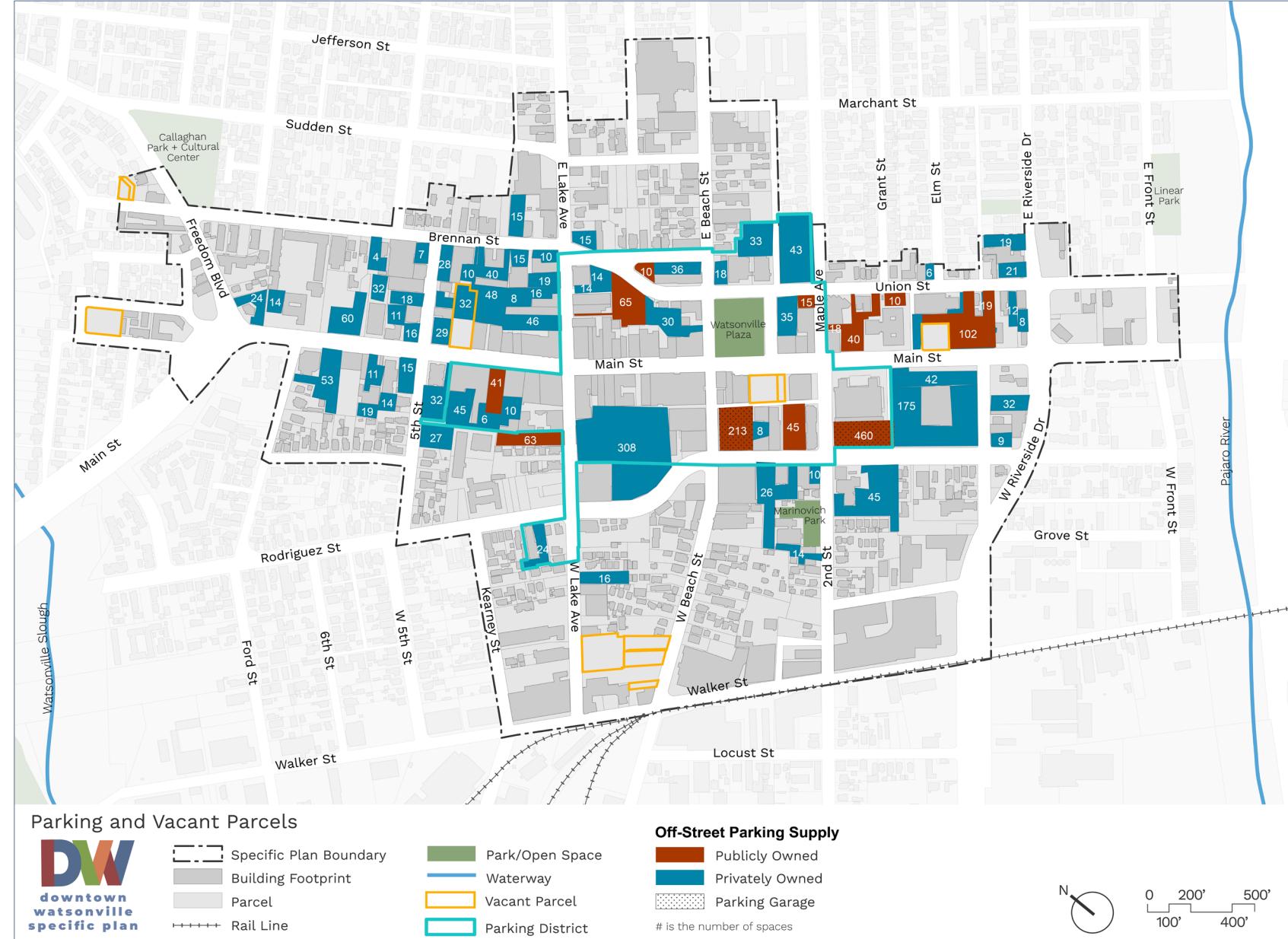
Publicly-Owned Parcels

- Public-owned parcels, especially those that are City-owned, may serve as catalysts for future revitalization



Vacant Parcels

- Vacant sites – 3 acres
- Opportunities for infill
- Parking lots
- Others



Opportunity Sites

- **Vacant** – no existing buildings on site
- **Adaptive Reuse/Intensification** – revitalizing and reusing existing buildings for best appropriate use
- **Parking Lot** (Publicly and Privately owned) – surface parking lots
- **Other** – existing uses on site





Existing Conditions Analysis