

Downtown Porteville Transit Oriented Design Strategy

Approval Page

City and Regional Planning Department
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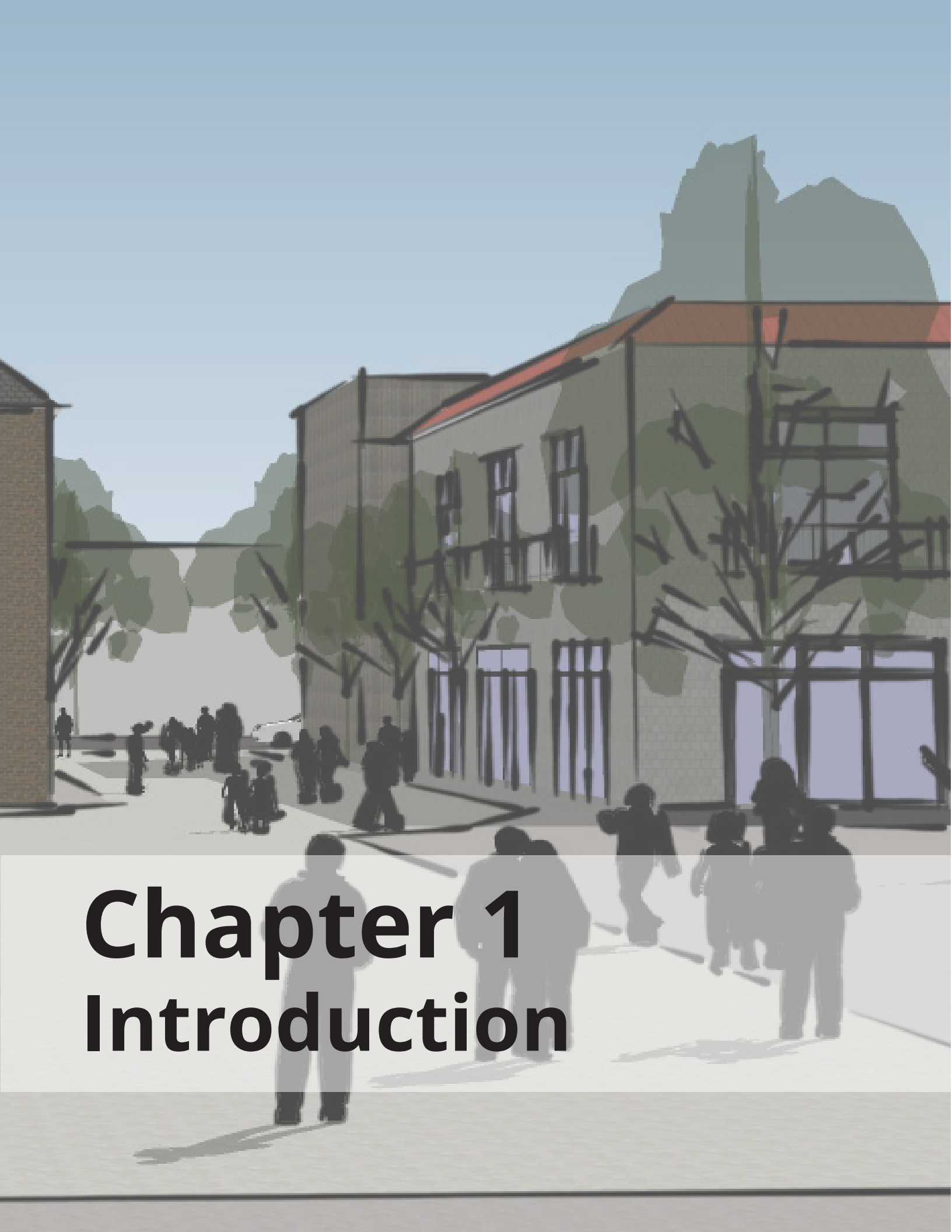
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Chapter 1

Introduction

Scope of Work

This Downtown Transit Oriented Design Strategy sets out opportunities and design guidelines for the revitalization of Downtown Porterville. It assesses the City's goal for the downtown, enhancing the appearance and vitality of the historic center of the City.

This design for downtown demonstrates possible developments and builds out a new vision for the "heart of the City". Implementing new strategies, this design program plans to create a transit oriented development in the area, allowing for new opportunities. Adding new residential, commercial and office uses, Downtown Porterville will be a vibrant place for people to live, work and visit in the City.

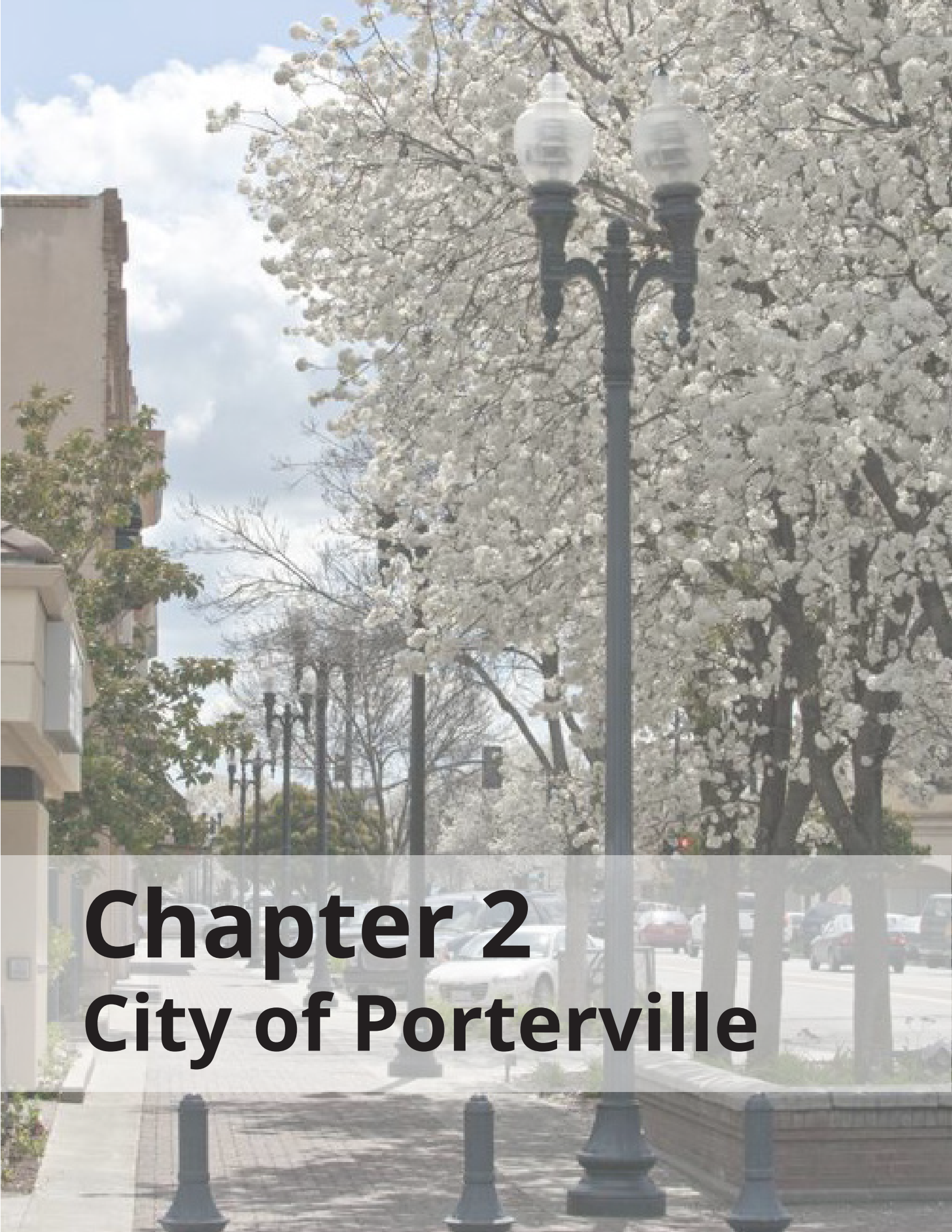
The design strategy is organized in the following:

Case Studies

Existing Conditions Analysis

Site Plan Development

Site Plan Renderings



Chapter 2

City of Porterville

Background

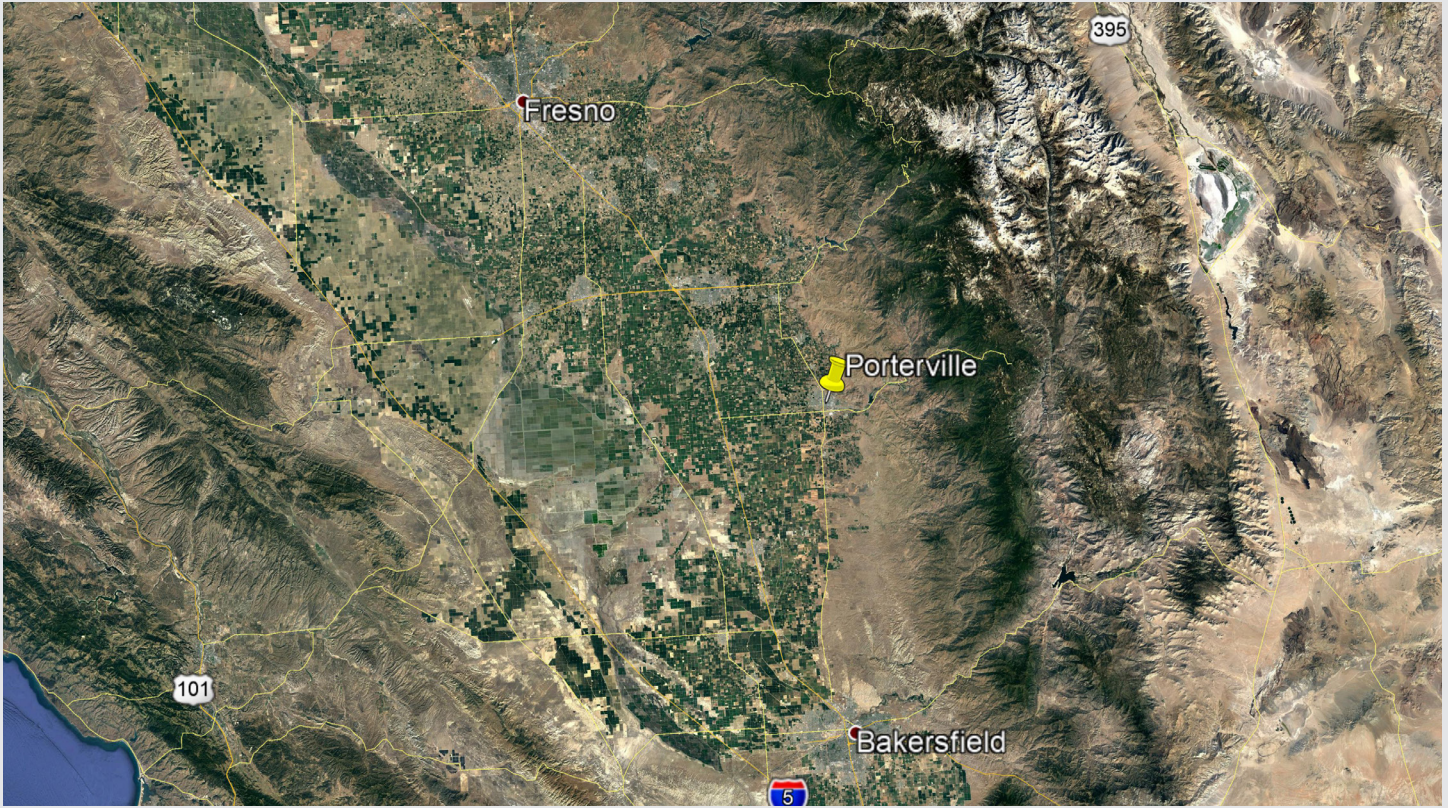


Figure 1: Map showing location of Porterville in relation to major cities Fresno and Bakersfield.

Located in the San Joaquin Valley of California, the City of Porterville is situated on the eastern foothills of the Sierra Nevadas and alongside the Tule River. When gold was discovered in California during the 1800's, wagon trails and migrants passed through California seeking for opportunities. Located in the lush river basin, a few travelers stayed in the area and later on establish farmlands. (City of Porterville, 2019).



Figure 2: Historic Downtown Porterville.

The city's first developments started from the Butterfield Stage Coach Trail running through Central California. The stage trail had a stop along the area called the Tule River Station. In 1859, a young enterprising man Porter Putnam moved into the area and started as a caretaker for the stagecoach horses. Later on he bought land to develop a popular



Figure 3: Downtown Porterville 1940's.



Figure 4: Downtown Porterville 2000's.

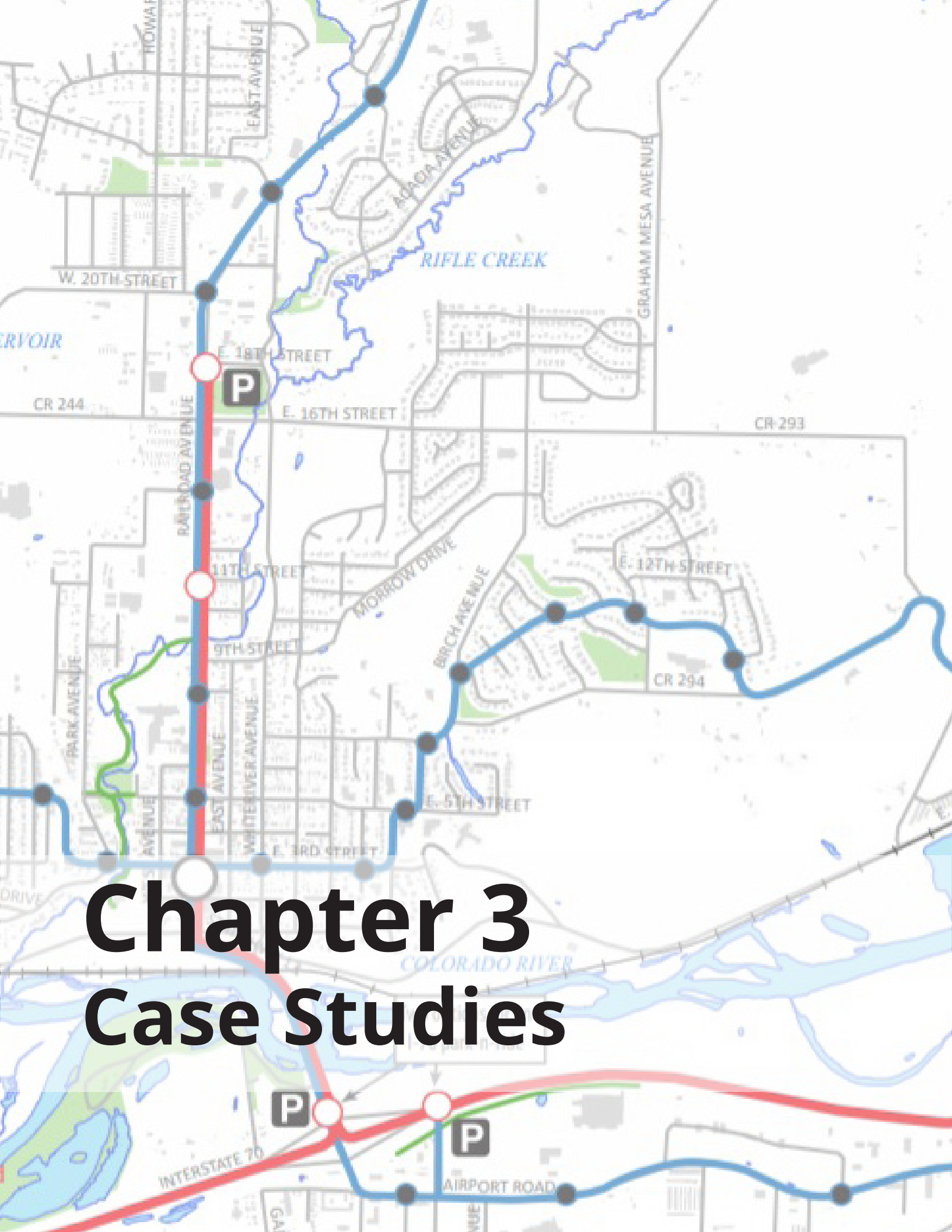
stopping spot and hotel around the existing Butterfield Stage station. The stop came to be known as Porter's Station. The town Portersville later grew around the station, taking the name of its founder and later become Porterville. (City of Porterville, 2019).

Demographics

The City of Porterville is located in Tulare County, part of the Visalia-Porterville Metropolitan Area. In 2010, the City had a population of 54,165. From 2000 the City had a population growth of 37%, an increase of 14,550. According to 2010 US Census Bureau the City of Porterville had a racial makeup of 65.4% Latino, 26.7% Caucasian, 4.4% Asian, 0.7% African American and 0.5% Native American. The population of Porterville is distributed among all age groups, with 33.5 percent under 18, 10.9 percent from ages 18 to 24, 26.3 percent from ages 25 to 44, 19.9 percent from ages 45 to 64, and 9.4 percent of people who are over the age of 65. With a median age of 28.8 and a large percent of the younger population, the City will have a large workforce in the next 10 years (US Census Beureu, 2019).

Between 2013 and 2017, 56.3 Percent of the population is under the labor force with 49.6 employed and 6.7% unemployed. Top employment industries in the city belong to 23.4 percent in Educational services, and health care and social assistance, 18.7 percent in agriculture based industry and 15.3 percent in the retail trade. The average household income of Porterville is \$39,909, with 26.3 percent of the population living below the poverty level.

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Chapter 3

Case Studies

Case Study

Downtown San Leandro, California

Background and Description:

The City of San Leandro is located in the San Francisco Bay Area, in between the cities of Oakland and Hayward. With a current population of around 90,000, the City consists of primarily residential neighborhoods and a large industrial area focused around the manufacturing industry. Incorporated in 1872, the City started around existing railroad line and farms in the area. In between the 40's and 50's the City experience an increase of population, prompting new developments of neighborhoods and shopping centers. Investment shifted in other parts of the City and as a result Downtown San Leandro began to lose its vibrancy and charm.



Figure 5: Downtown San Leandro, California, circulation plan.

Project:

To enhance and revitalize downtown San Leandro, the City's downtown transit-oriented development project aims to improve transit access and pedestrian orientation. The City wants to recast its downtown to be vibrant destination for its residents, creating a stronger sense of place and local identity in the City. The project strategy introduces new developments but plans to strengthen the existing character of the downtown by preserving the areas strengths and existing densities. In addition, the Downtown Transit Oriented Development Strategy will increase transit ridership in the City by creating cost effective strategies and introducing transit improvements in the area. Having the Bay Area Rapid Transit station and connection to local transit in the strategy area will improve access to transit.

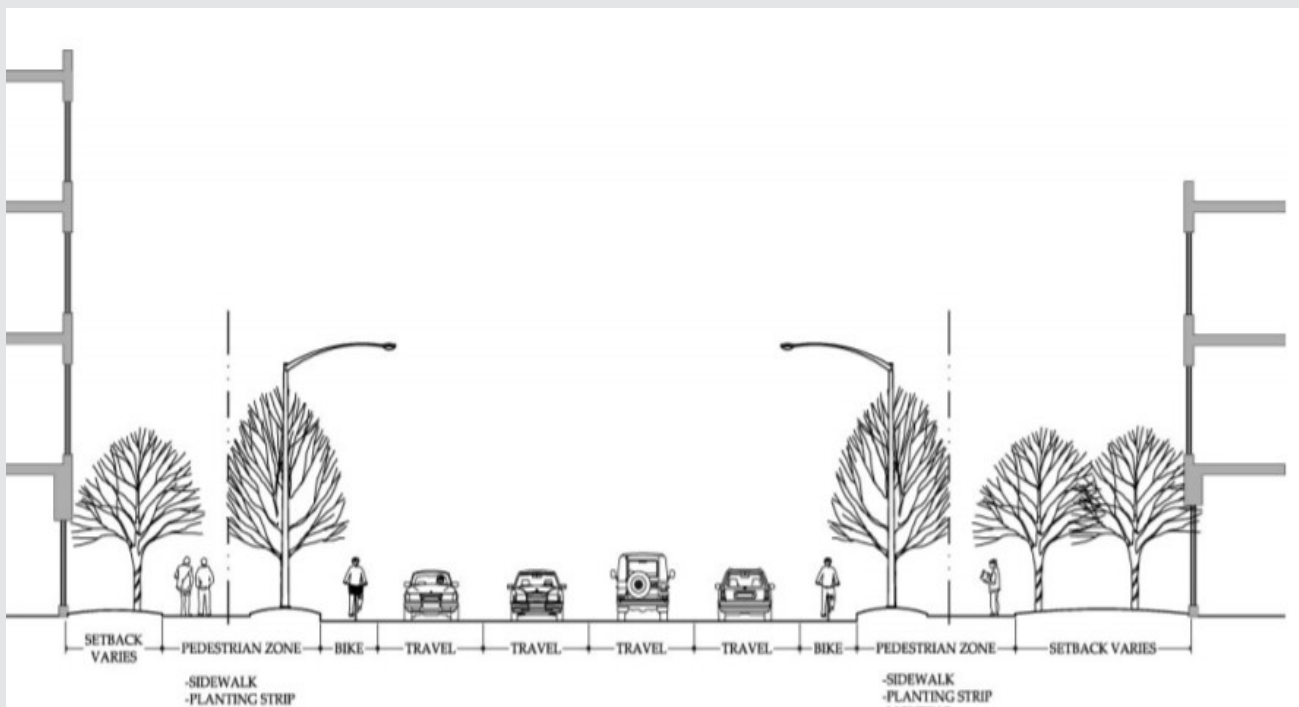


Figure 6: Downtown San Leandro Street Plan

Takeaways:

San Leandro's Downtown Transit Oriented Plan highlights the strategies in enhancing downtown by implementing transit connection improvements and re-evaluates land uses. To recast downtown as destination for the City, the project puts importance in preserving the area's current character, while focusing developments on appropriate locations and comfortable development densities in the downtown. The project prioritizes important transportation and design improvements that will affect the vitality of the area.

Rifle Colorado Transit Oriented Development

Background and Description

The City of Rifle is located along Interstate 70 on the Eastern portion of the Piceance Basin. Part of Garfield County, the city has a current population of 9,000. Formerly a native tribeland, the City grew when a railroad line was established through the town. In 2008, the City created their downtown master plan, outlining the vision of the revival of their downtown with new projects and multiple strategies. Creating a transportation oriented development, the City hopes to continue the goal for their downtown.



Figure 7: Downtown Rifle, Colorado, site plan.

Project:

Rifle's downtown transit oriented development strategic plan provides a planning strategy for the downtown by assessing the needs of the area and its market potential. This project aims to attract investment in the downtown and set forth a foundation for transit development in the area of the City. Investing in the downtown will enhance the identity of the community by promoting the economic vitality of the city and introduces new spaces for the City's residents. By creating a transit oriented plan the city can identify its goals towards downtown transit and mobility. Integrating with the City's transportation, transit center type developments will be assessed to help transform the downtown.

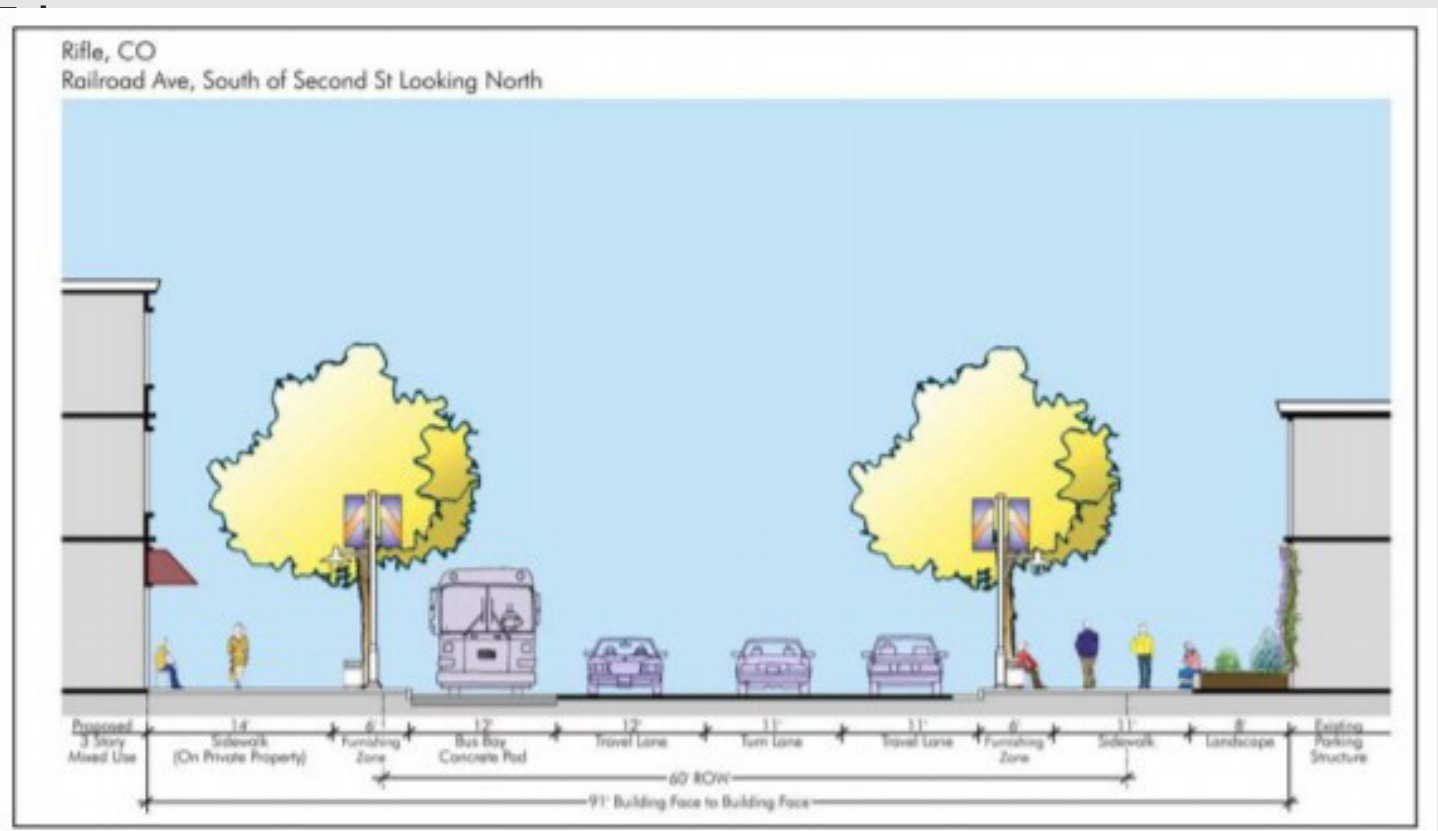
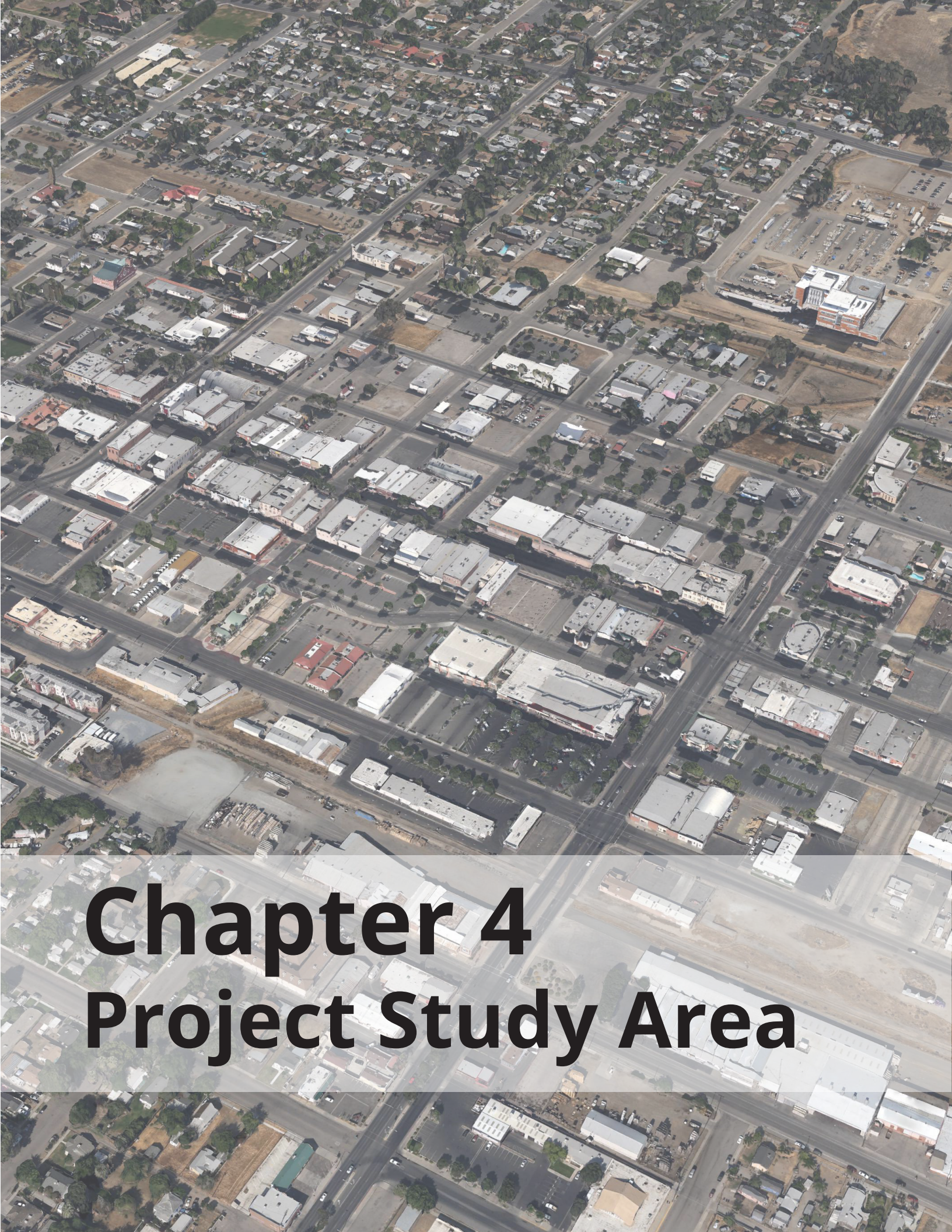


Figure 8: Downtown Rifle, Colorado, street plan.

The transit oriented development strategy for the Downtown Rifle builds upon the downtown goal for the City's downtown master plan. Either through immediate or short term actions, the project identifies potential improvements and opportunities for the downtown. Additionally, the City hopes to build relationships with partners to develop plans for the downtown.

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Chapter 4

Project Study Area

Project Area

The project site covers sixteen blocks located in downtown Porterville, California. The site is situated along the eastern side of Main Street, encompassing a section of Main Street and the “D” Street retail corridor. The site includes Porterville’s Transit Station, Post Office and Porterville Museum. Located within half a mile from the site is City Hall, Porterville Public Library, Porterville Auditorium, Sierra View Hospital, Tulare County District Attorney and Public Defender Office, and the South Tulare County Justice Center. Being in proximity to these services creates a strategic location for the site and provides great opportunity for new developments.

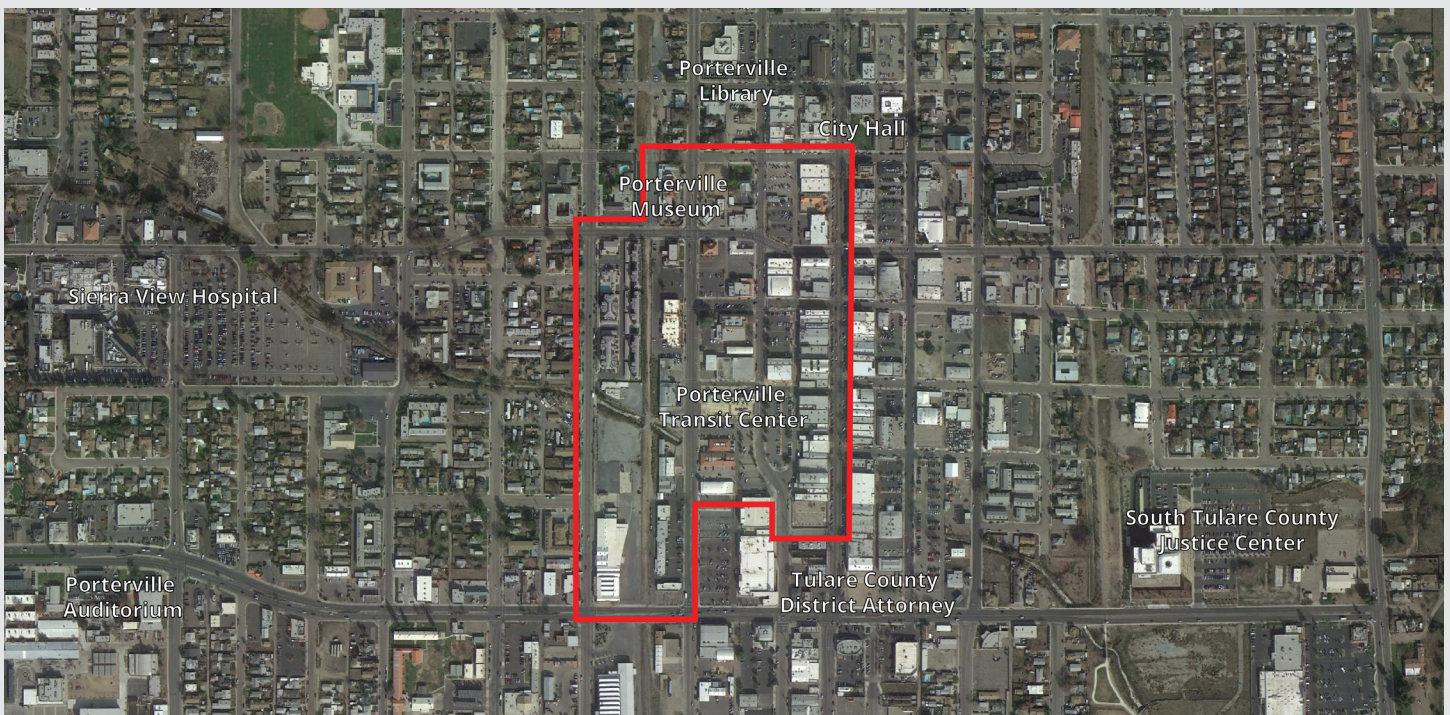


Figure 9: Project Site in Downtown Porterville.

Known as the “heart of the City”, Downtown Porterville consist of the City’s historic and governmental buildings. The downtown hosts the City’s major local events and parades. Throughout the years, downtown Porterville have become underutilized. Downtown’s aging buildings and land use incompatibilities. The City’s current general plan update prioritizes downtown revitalization supporting new developments in downtown. The plan encourages the incorporation of housing in the downtown and new opportunities for round the clock activities.

Access Transit Services

Porterville Transit

The City's public transportation dates back to the 1980's starting from a dial on demand service to a full-time route fixed service. Today Porterville transit serves eight different routes alongside the City's Dial-A-COLT service which caters to seniors and the Americans with Disabilities Act preferred service. The City's transit services cover city limits and designated unincorporated urban areas in Tulare County.

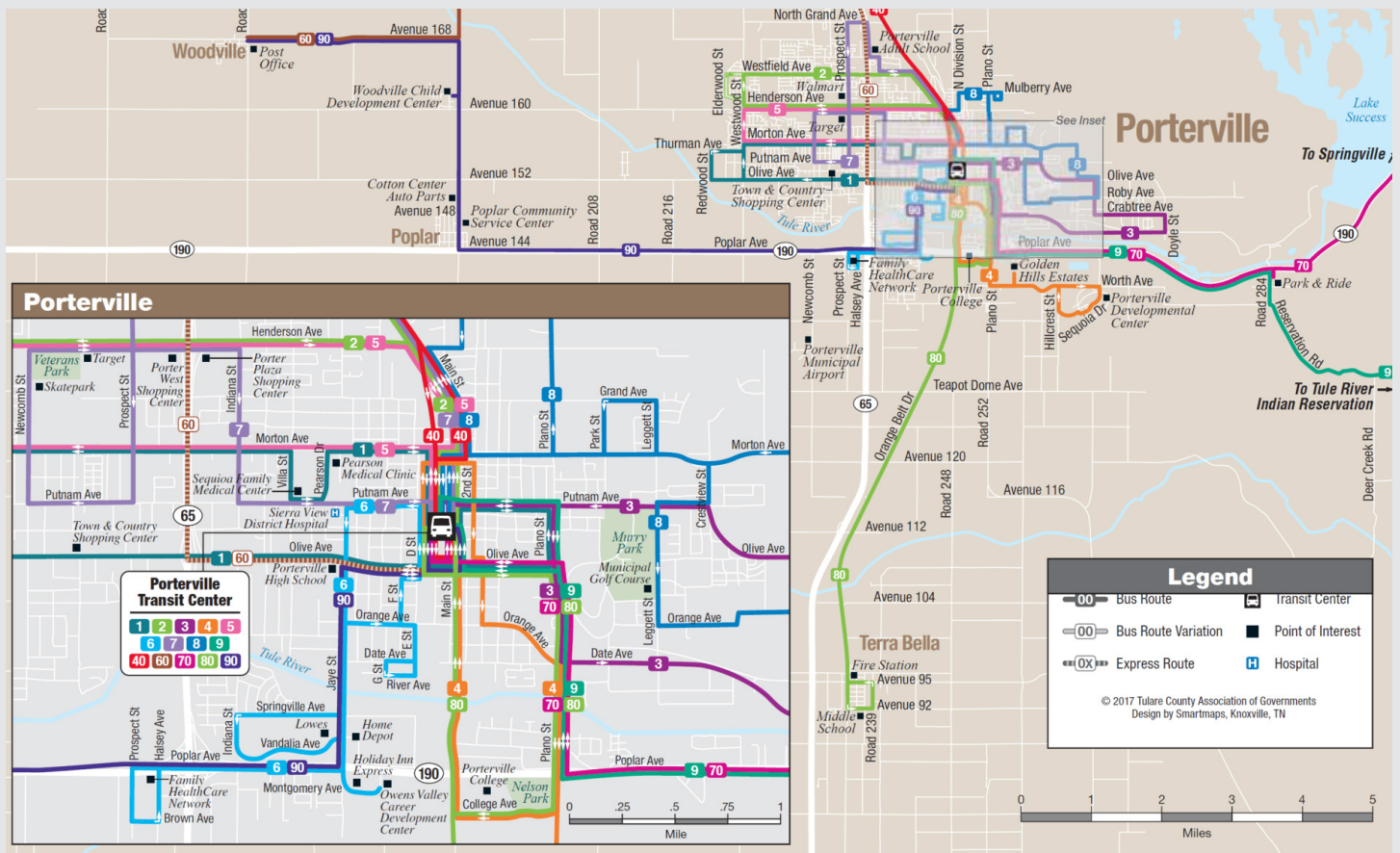


Figure 10: Porterville Transit route map.

Porterville Transit bus routes operate on a timed-transfer system. From Porterville Transit Center located on "D" Street and Oak Avenue, all routes are scheduled to arrive and depart from the station at approximately the same time. Timed transfers allows passengers to efficiently transfer within routes, reducing their total trip time.

Cross Valley Corridor Plan

The Cross Valley Corridor Plan completed by Tulare County Association of Governments evaluates potential connectivity and mobility improvements in the County with coordination with California's High Speed Rail. The Cross Valley Corridor is an existing rail corridor within Central San Joaquin Valley, connecting the cities of Huron and Porterville, California. With the proposed California High Speed Rail, the plan represents the initial step to expand and improve transportation services along the Cross Valley Corridor. Divided into three phases, the Cross Valley Corridor Plan outlines strategies and implementations for a potential passenger rail connection. Ultimately, the Cross Valley Corridor Plan strives to accommodate the mobility and economic needs of the growing population throughout Tulare, Kings, and Fresno Counties.



Figure 11: Cross Valley Corridor transportation map in relation to California High Speed Rail.

Project Site Assessment

The project site incorporates an area of approximately 50 acres in east downtown Porterville. The site is located along north “D” street bordered by Cleveland Ave. to the North, Olive Ave. to the South. Portions of the site extends to “E” Street to the West and Main Street to the East. Currently, the site is a mixture of commercial/retail, restaurants, offices, services and parking lots.



Figure 12: Existing zoning in project site.

The project site has a strong development potential due to its proximity to the downtown core and different public facilities. Located along the Cross Valley Corridor and within the Porterville Transit Center gives accessibility to residents and visitors via future intercounty rail and transportation services.

Existing Conditions



Figure 13: Buildings with existing zonings.

The project site has a strong development potential due to its proximity to the downtown core and different public facilities. Located along the Cross Valley Corridor and within the Porterville Transit Center gives accessibility to residents and visitors via future intercounty rail and transportation services.

Block 1:	
California Gold and Commercial Business	
Use: Industrial and Commercial Use	
Zoning: Downtown Mix Use	

Block 2:	
Closed Car Dealership, Quality Cleaners Laundromat, Mom's U-Bake Pizzeria, Reflections Salon, Smith's Flowers, and RGW Clothing Printing	
Use: Commercial Use	
Zoning: Retail-D Street Corridor	

Block 3:
PR Smog and Automotive Repair, Offices Spaces, and Commercial Spaces
Use: Commercial and Office use
Zoning: Downtown Retail-D Street Corridor



Block 4:
Porterville Museum
Use: Public Facility
Zoning: Public and Semi Public



Block 5:
Valero Gas Station, Studio 66, Loreda and Associates, Navarro Insurance, and Studio 259 Salon
Use: Commercial and Office Use
Zoning: Professional Office



Block 6:
RJ's Cafe and Bakery, General Offices, Noemi Flores Tax and Notary, and Whitehurst Peter and Loyd
Use: Commercial and Office Use
Zoning: Downtown Retail-D Street Corridor



Block 7:
Porterville Post Office, Norris Furniture Mattress Warehousing, and Lens Electro Tune
Use: Commercial and Public Facility
Zoning: Public and Semi Public, and Downtown Retail-D Street Corridor



Block 8:
 Porterville Transit Station, Porterville Physical Therapy, Trevor L. Steidley, OD, and Curves
 Use: Commercial and Public Facility
 Zoning: Public and Semi Public, and Downtown Retail-D Street Corridor



Block 9:
 Parking Lot
 Parking
 Downtown Retail - North of Olive



Block 10:
 Commercial Spaces, The 77 Grill & Lounge, Parking Lot
 Use: Commercial and Parking
 Zoning: Downtown Retail - North of Olive



Block 11:
 Glory Graphics Studio, Arellano and Associates, Carmen's Flower Shop, Porterville Save-A-Buck, and Two Mada's Fast Food
 Use: Commercial and Office Use
 Zoning: Downtown Retail - North of Olive



Block 12:
 Parking Lot and Central Business Bureau
 Use: Office and Parking
 Zoning: Downtown Retail - North of Olive



Block 13:

Tulare County Child Support Services, Union Bank, Restaurant, and Commercial Space

Use: Commercial and Office Use

Zoning: Downtown Retail - North of Olive



Block 14:

Central California Family Crisis, Luis Jewelers, Earth Angel, Poor Richard's Pizza, Sierra Trophy and Mill Street Salon

Use: Commercial and Office Use

Zoning: Downtown Retail - North of Olive



Block 15:

Special Occasions & Gifts, Country Pleasures, Horowitz Jewelry, Serrano's Furniture, Porterville Art Association, Glenwood Hotel, Jalisco Jewelers, H&R Block, and Gary GZ & Co

Use: Commercial and Residential Use

Zoning: Downtown Retail - North of Olive



Block 16:

Chingons Tacos, Coco's Rolled Icecream, Mia Apparel, Fashion Trend, Commercial Space, Philips Barbershop, Leonardo's Jewelry, Rabaelas Alterations, Norris Furniture, Paris Boutique Gift Shop, Porterville Chamber of Commerce, Yesenia's Fashion, and Mirror Mirror Hair Passion.

Use: Commercial

Zoning: Downtown Retail - North of Olive

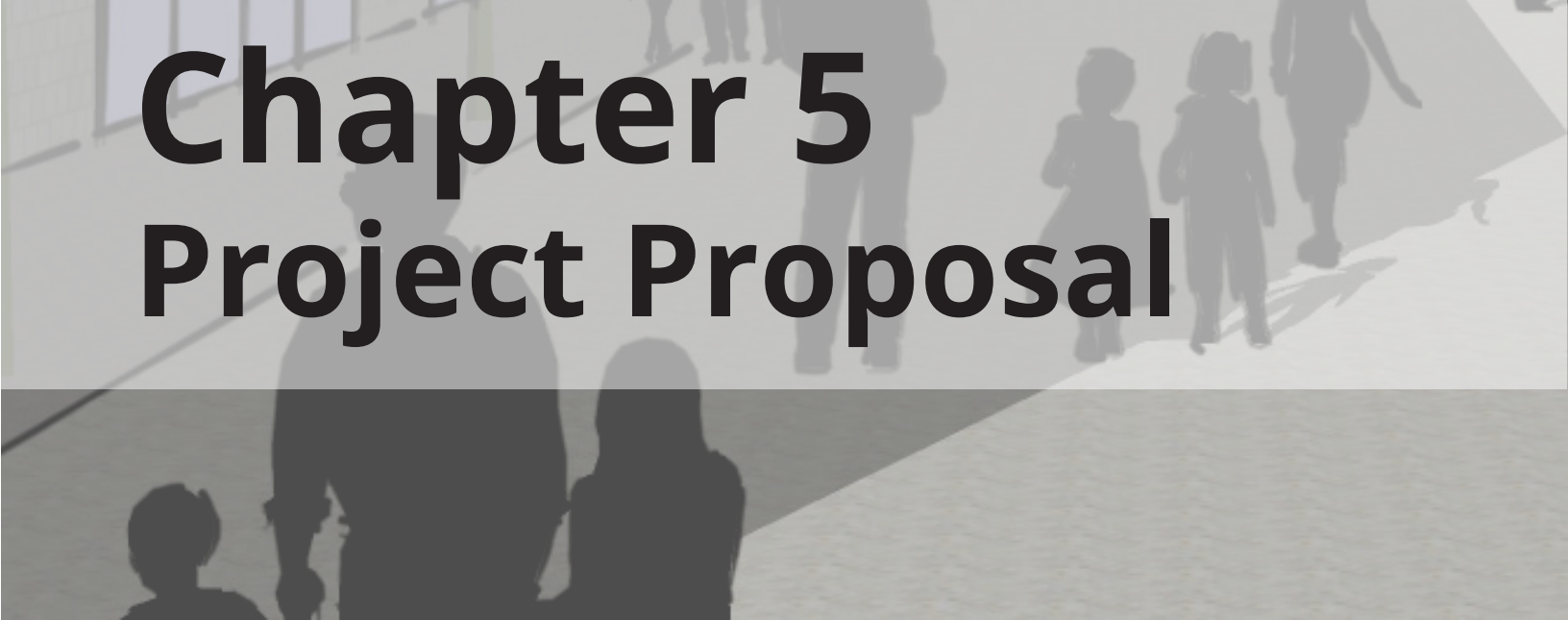


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Chapter 5

Project Proposal



Project Vision



Figure 14: Proposed buildings with zoning.

Downtown Porterville Transit Oriented Design Strategy envisions a transit-oriented development located in the heart of downtown Porterville. The design vision aims to transform downtown Porterville into a vibrant destination for residents and visitors. It will enhance the character of area by revitalizing existing structures, including new mixed use developments, open spaces, residential, office, parking and pedestrian amenities. With its proximity to transportation services, the vision takes advantage of its unique location to introduce new opportunities for activities, employment and housing within the downtown. This development will serve as a catalyst to revitalize downtown, attracting future growth and development to this part of the City.

Land Uses

Mixed-Use Developments

Residential Over Retail/Commercial
Office Over Retail/Commercial



Residential Developments

High Density Residential



Downtown Commercial

General commercial and retail uses.



Public Facilities

Public facilities including cultural, transportation, and service facilities.



Open Spaces

Public use open spaces, including plazas, pedestrian zones and outdoor spaces for leisure activities.



Office

General office uses



Proposed Site Plan

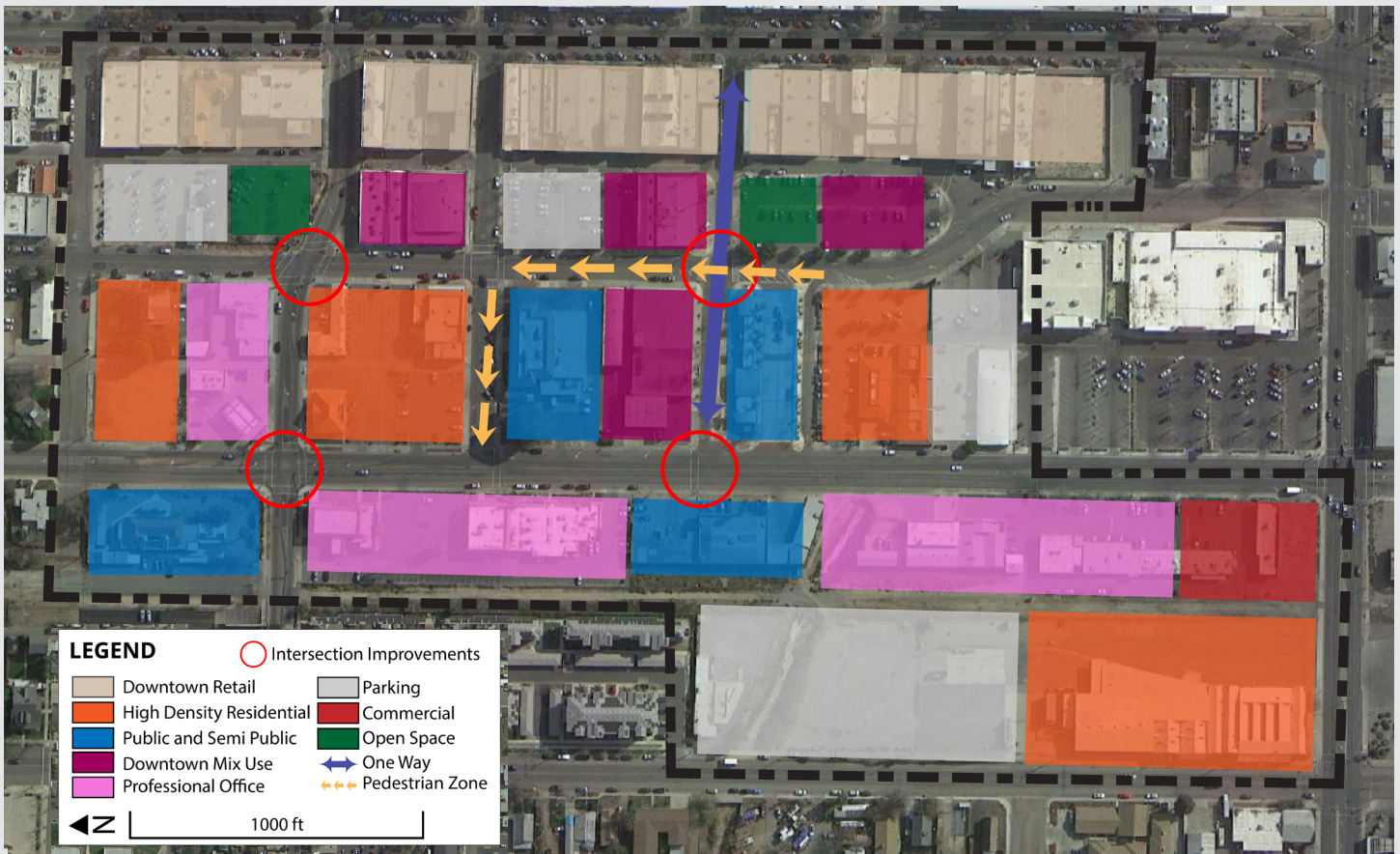


Figure 15: Proposed site plan.

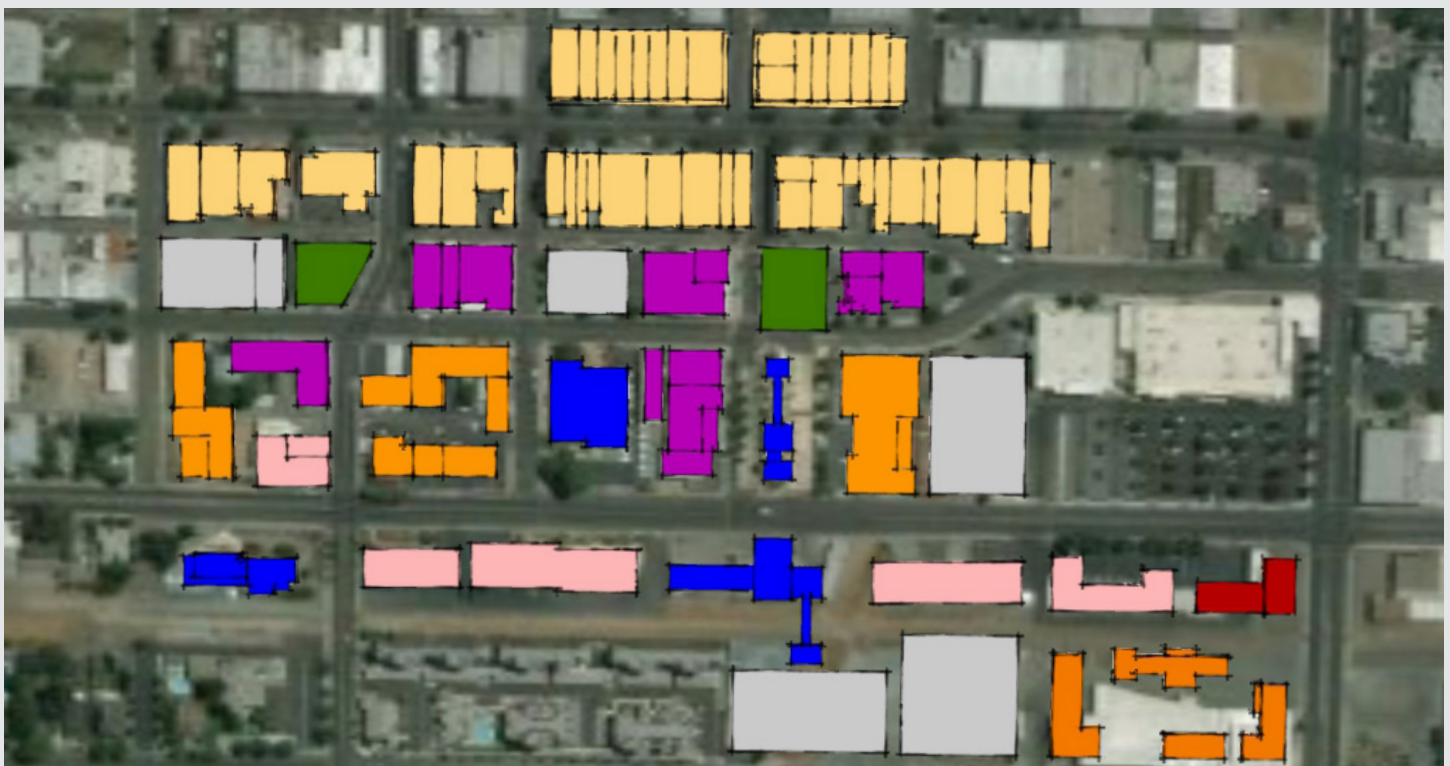


Figure 16: Proposed buildings.

Site Circulation

A majority of the street configuration in the project site will be altered with a few conversions of streets to accommodate for pedestrian zones. In addition, pedestrian friendly features will be added to increase pedestrian walkability.

Vehicular Circulation

Traffic-calming strategies will be implemented to reduce vehicular speed and increase pedestrian safety in the project area. "D" Street is to receive street improvements with landscaping enhancement and the addition of a median. Hockett Street's one way configuration will be extended to Mill Avenue to accommodate Oak Street's pedestrian zone conversion.

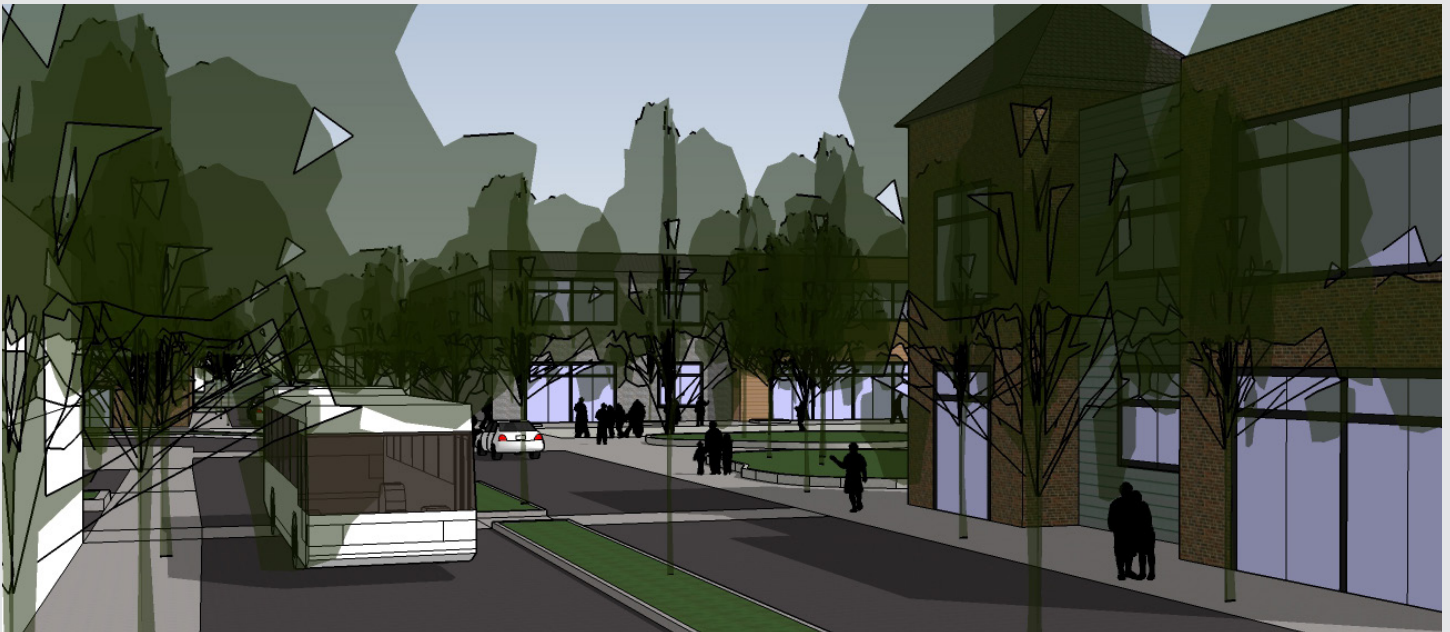


Figure 17: Hockett Street circulation improvements.

Pedestrian Circulation

To create a pedestrian connection from the downtown core and Porterville Transit Center, Oak Avenue from Main Street and "D" Street will be transformed into a pedestrian zone. Streetscaping and landscaping will be added throughout the site to increase pedestrian usage and safety.

Development Table

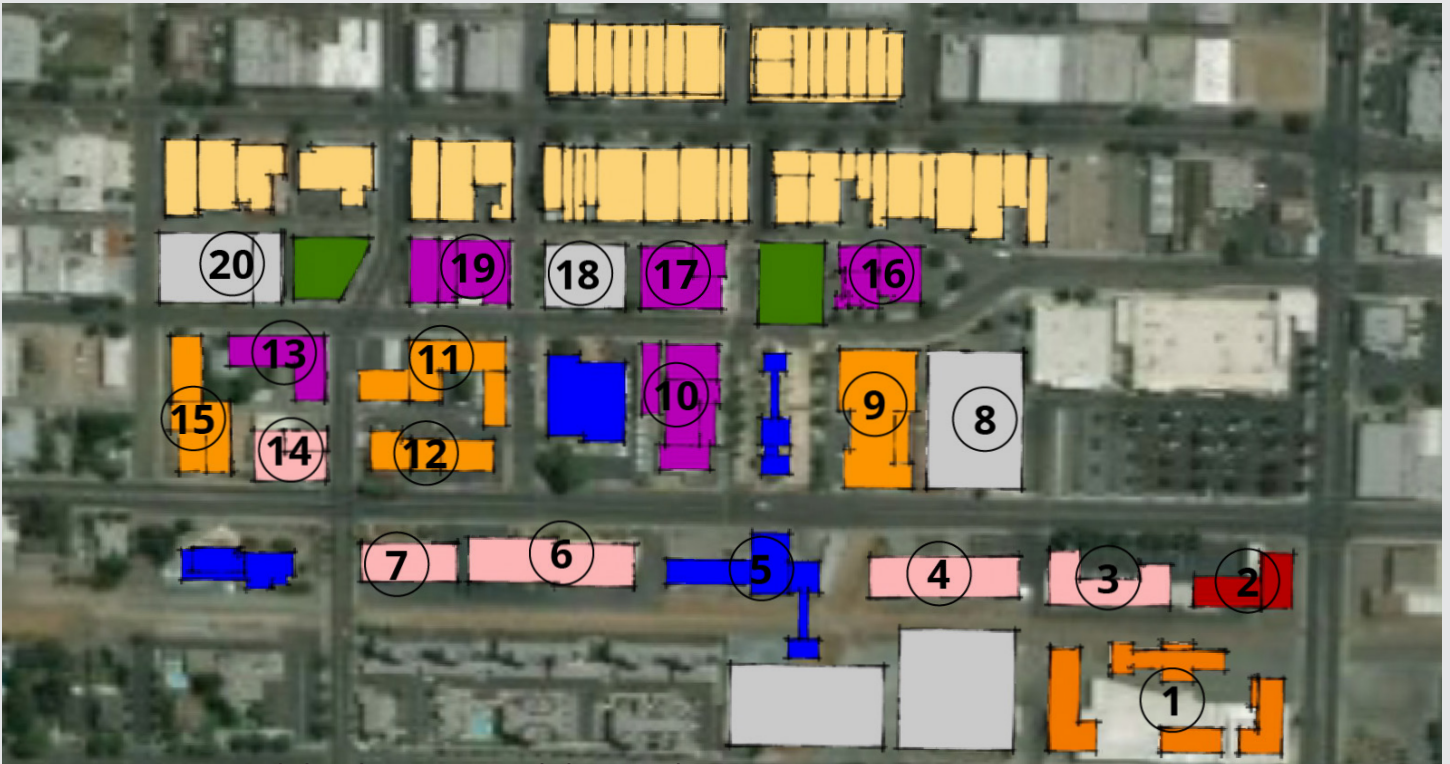


Figure 18: Proposed developments with lot numbers.

The follow table refers to the lots numbers on the map which describe the new developments with their proposed use, number of stories and total square footage.

Lot Number	Proposed Use	Number of Stories	Square Footage
1	Residential	2	52,000 sf
2	Commercial	2	14500 sf
3	Office	2	25,000 sf
4	Office	2	34,000 sf
5	Train Station	2	17,000 sf
6	Office	2	39,000 sf
7	Office	2	19,400 sf
8	Parking	2	71,600 sf
9	Residential	2	49,000 sf

10	Mix Use	2	39,000 sf
11	Residential	2	18,000 sf
12	Residential	3	102,300 sf
13	Mix Use	2	21,400 sf
14	Office	2	17,200 sf
15	Residential	2	23,000 sf
16	Mix Use	2	23,600 sf
17	Mix Use	2	27,200 sf
18	Parking	2	25,600 sf
19	Mix Use	2	29,000 sf
20	Parking	2	18,000 sf

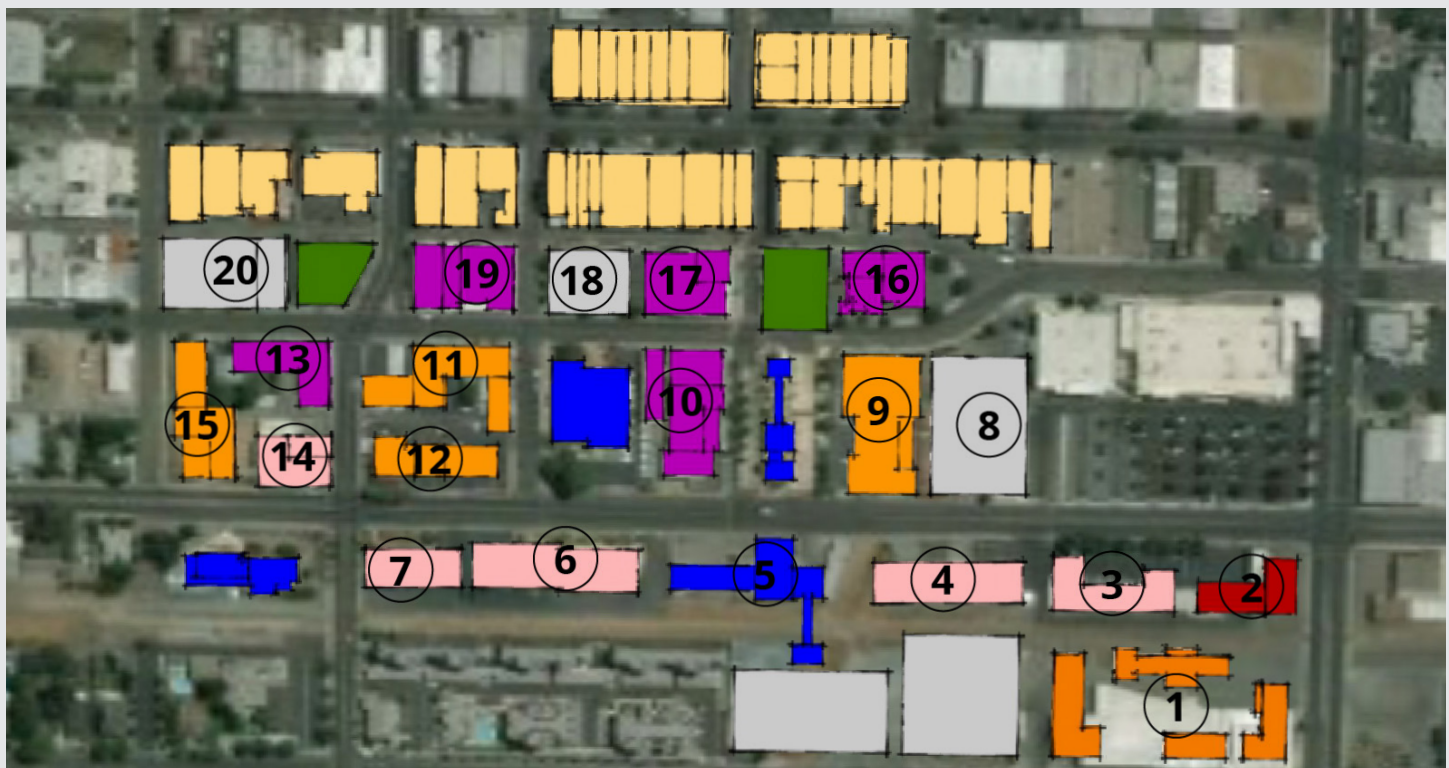


Figure 18: Proposed developments with lot numbers.

Site Design



Figure 19: View of site looking towards the East.



Figure 20: Oak Street pedestrian zone conversion.



Figure 21: Oak Street view towards Transit Center.



Figure 22: Oak Street Promenade.



Figure 23: Porterville Transit Center.



Figure 24: Hockett Street one way configuration.



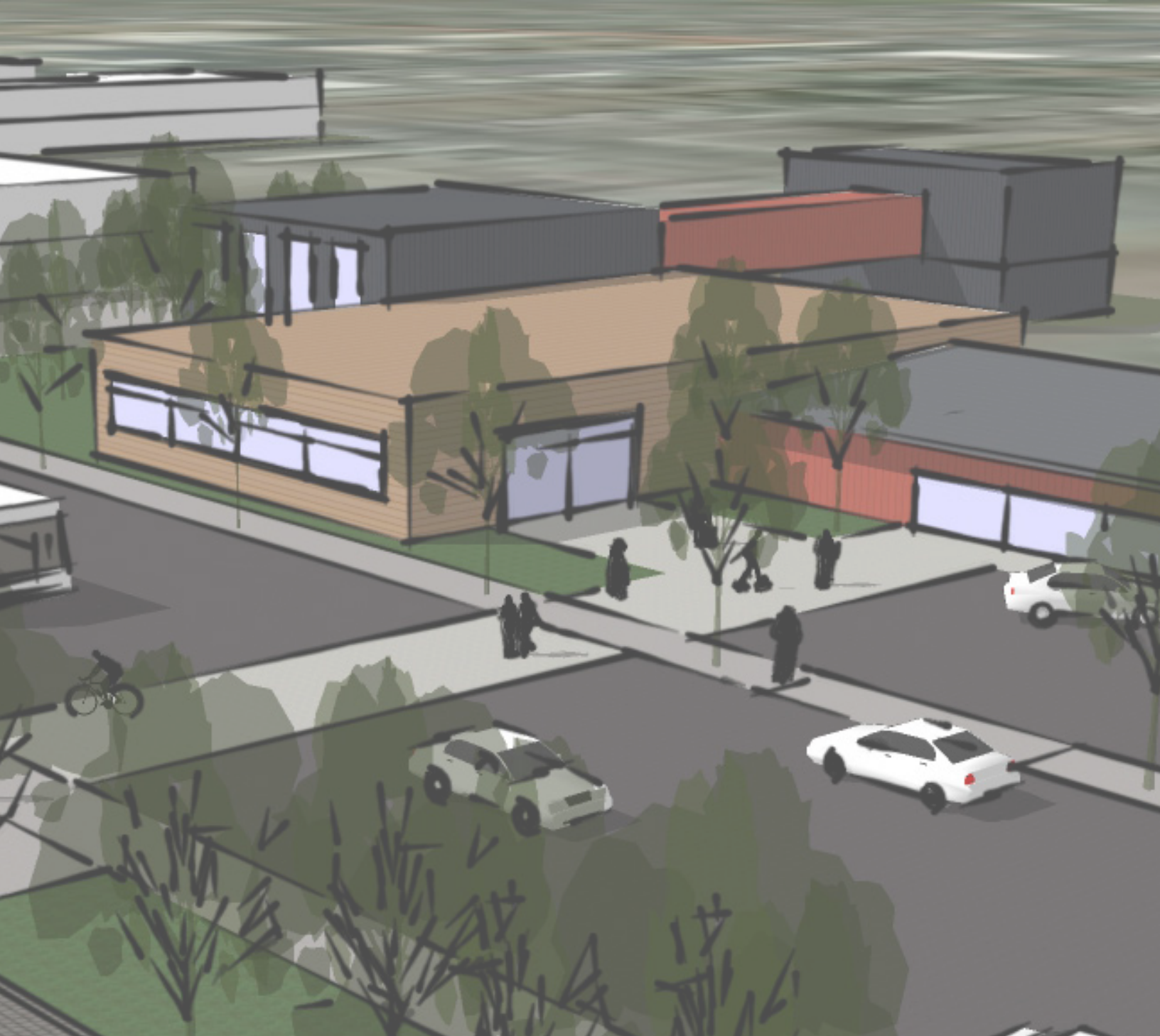
Chapter 6 Conclusion

Conclusion

Downtown Porterville Transit Oriented Design Strategy envisions to transform downtown Porterville into a vibrant destination for residents and visitors. Its location and proximity to the City's transportation services introduces unique opportunities for activities, employment and housing within the downtown. Creating a transit oriented development will enhance the character and attract future growth to the heart of the City.

The design strategy proposes new mixed use developments, commercial, office, residential, parking open spaces, and pedestrian amenities. Adding these improvements to the area will increase activity and attract more people to downtown. With the addition of a possible Cross Valley Corridor Plan, a transit oriented downtown can benefit Porterville, allowing people to access the area through alternative modes of transportation.

The transit oriented design strategy builds upon the general plan's goal of prioritizing the revitalization of downtown. As a result Downtown will become attractive to both locals and tourists seeking for round the clock activities.



Chapter 6

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