

Fall 12-2011

# City of King City: South First Street Corridor Masterplan, Fall 2011

CRP 341 Urban Design Studio

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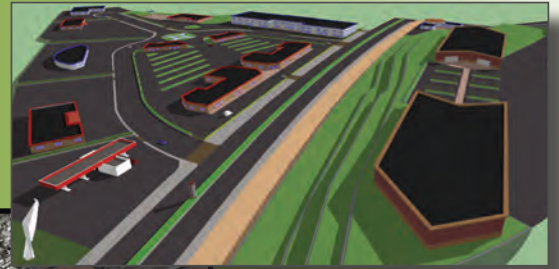
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# City of King South First Street Corridor Master Plan



Final Report  
Fall 2011



Planning Department  
City of King

Community Design Laboratory  
City and Regional Planning Department  
California Polytechnic State University





# SOUTH FIRST STREET CORRIDOR MASTERPLAN CITY OF KING

## Final Report Fall 2011

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**Disclaimer**

This academic report represents the draft document entitled City of King's South First Street Corridor Master Plan. It summarizes the process and depicts the results of a quarter-long undergraduate class project conducted at Cal Poly San Luis Obispo's City and Regional Planning Department. Delivered through an outreach effort that follows Cal Poly's "learn-by-doing" approach, this report reflects two major pedagogical goals. Firstly, by responding to a real problem and a community need, and by reflecting a process inspired in the industry the class engaged students more fully and produced an effective learning environment. Secondly, the report is meant to contribute to the city's planning and design efforts as a draft document and a series of ideas for discussion with the community and planning professionals in search for future directions for development in the city.

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## **1. EXECUTIVE SUMMARY**



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## 1. EXECUTIVE SUMMARY

City of King's South First Street Corridor Master Plan is a draft document prepared by Cal Poly's Community Design Lab as a contribution to the city's efforts to initiate a revitalization process for the street and the areas immediately adjacent to it. Revitalizing this corridor is an important endeavor not only from the economic, functional, and livability perspectives, but also because it provides the first view of the city for drivers entering from the south. Therefore, public and private investment along South First Street should be strategically integrated and coherently designed. The South First Street Corridor Master Plan provides the City with a series of studies, development scenarios, and design ideas that are meant to make this possible.

Assessment studies and community input led to the understanding that South First Street Corridor presents some constraints for development, namely: the unattractiveness for pedestrians and bicyclists, the inexistence of sidewalks and landscaping, the various vacant or underutilized lots and buildings, the traffic, and, particularly, the impacts of the railroad. However, the several development opportunities stand out: it is a strong connector between downtown and Highway 101, it is the natural continuation of the downtown core and easily accessible on foot, it is a heavily utilized circulation corridor with ample development opportunities, it is visible from the highway and the main entrance to the city, it will receive the future implementation of a multi-nodal transit, and the San Lorenzo Creek provides a natural link to the Salinas River. Current urban growth and traffic predictions are important opportunities particularly considering the recommendation for the construction of a truck bypass east of First Street.

The development of this Master Plan was also based on a theoretical framework as well as

on studies of successful places and projects. Six main urban design qualities were considered and utilized as platform for the development goals and the design ideas: imageability, human scale, linkages, complexity, and coherence, and sustainability. A thorough understanding of how these qualities could inform the plan led to a vision statement and a concept diagram.

Vision Statement: South First Street will be a unique and attractive destination for residents and visitors alike, offering a variety of land uses and amenities. Inspired in City of King's rich history and distinct cultural landscape, its design will provide a strong sense of community and a wide variety of sustainable practices.

The project area was subdivided into four design precincts reflecting their major characteristics and role in the overall development concept. Specific proposals for each precinct were developed by different student teams. The first precinct, Parks and Streetscaping, includes design proposals for all public space contained in the area including the Right-Of-Way (ROW) which will vary between 95 and 85 feet. Proposals include the Park of the Americas –with passive and active recreation areas linked to trails along the San Lorenzo Creek connecting to the Salinas River– and four street sections indicating solutions for the roadways as well as for ample landscaping, pedestrian and bicycle circulation. Seating areas, vegetated planters, community gardens, sculptural trellises buffering the railroad impact, and an assortment of design elements will increase walkability and social opportunities along South First Street.

The proposal for the precinct named South Gateway tries to generate different developments of types and shapes appropriate for the location and the role they will play in welcoming drivers from Highway 101. The precinct will include an auto-mall and two big-box stores (both highly visible from the highway), a series of commercial and retail buildings, a rest stop

overlooking the golf course and beautiful views of the valley and the Gabilan Mountains, and a visitor center at the southeast corner of First Street and Lonoak Road. A small roundabout inside the auto-mall area will create an opportunity for a small park and public art such as a statue or a fountain. A large monument/landmark will be placed on the open space next to the existing gas station for high visibility from Highway 101, and a welcome sign will be placed in South First Street's landscaped median.

The Mid-Sector design precinct is located around the intersection of First Street and Lonoak Road. It includes a building for a permanent Farmers Market at the northeast corner of Lonoak, giving it high visibility for drivers coming into town from the South Gateway. A public plaza, a green area, parking, and a playground will complete the Farmers Market. Between the Farmers Market and the San Lorenzo Creek there will be an agricultural demonstration area dedicated to celebrating City of King's culture and major economic activity. The field will also be visible from South

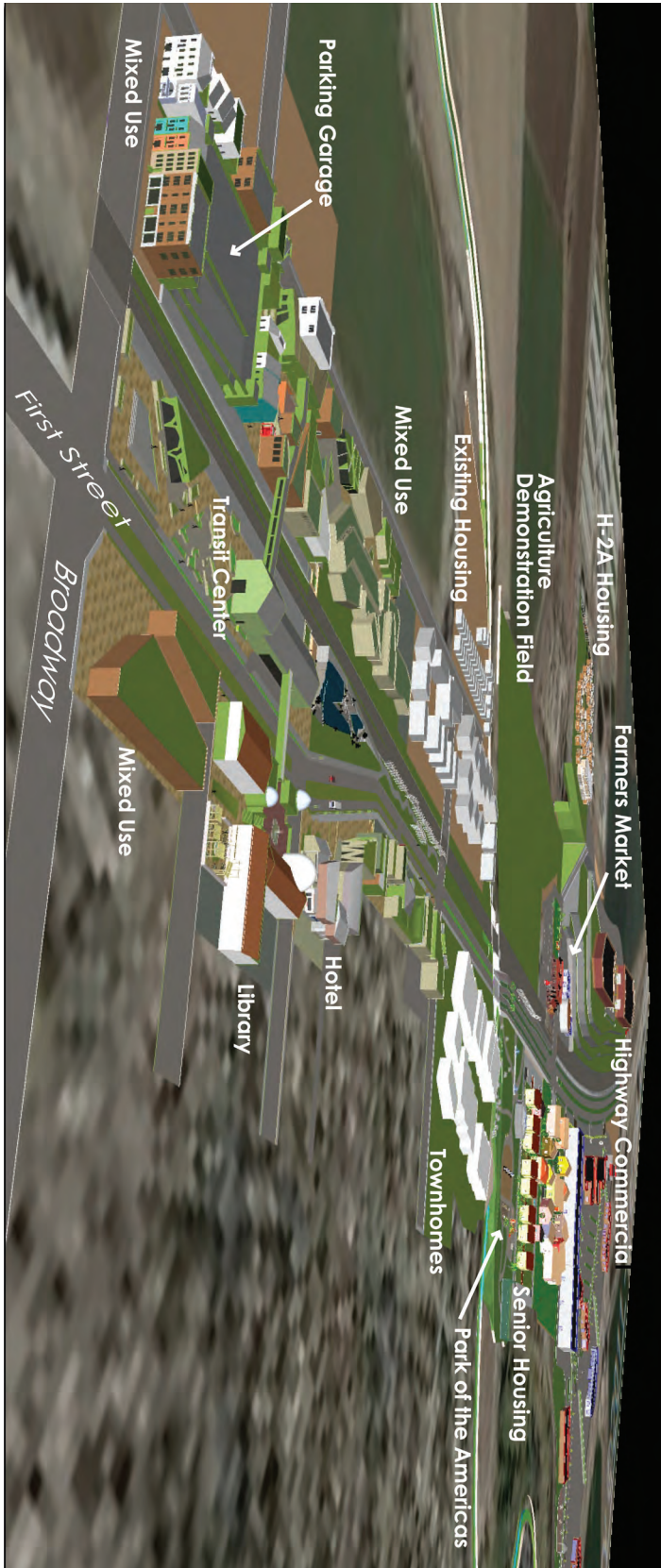
First Street so that the agricultural element is integrated to its new image. A quality H2A workers housing complex will be located on the bluff replacing the existing dilapidated housing, with direct access to the future truck bypass and the agricultural fields.

Finally, the Downtown Core precinct includes proposals for both sides of the railroad. In the west side, it includes a complex of townhomes replacing a trailer park next to the creek, an iconic public building such as a library, a hotel, several commercial/retail buildings, and the Transit Center (installed in a revamped old warehouse). In the east side, across the railroad track, there would be several mixed-use buildings with apartments on top of retail hiding a parking structure, a series of office buildings to serve the future Court House planned for the Downtown Addition, and an office park. The Downtown Core will feature several plazas and pedestrian spaces with ample seating and landscaping, as well as elevated walkways connecting the Transit Center across First Street and the railroad tracks.

<b>Major Buildings Proposed by Master Plan</b>		
<b>Type</b>	<b>Location</b>	<b>Total Sq. Footage</b>
Commercial / retail	All precincts	166,985
Residential	Mid-Sector and Downtown Core	122,890
Business Park	Downtown Core	45,350
Parking Garage	Downtown Core	40,500
Auto-Mall	South Gateway	30,100
Hotel	Downtown Core	15,525
Transit Station	Downtown Core	12,350
Farmers Market	Mid-Sector	8,673
Rest stop	South Gateway	7,700
Visitors center	South Gateway	3,500
<b>TOTAL BUILT UP SQUARE FOOTAGE</b>		<b>453,573 Sq. Ft.</b>



View of the proposals for the South First Street Corridor looking from the South.



View of the proposals for the South First Street Corridor looking from the North.

## **2. INTRODUCTION**

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## 2. INTRODUCTION

In the Summer of 2011 Doreen Liberto-Blanck, acting planning director for the City of King, approached Cal Poly's City and Regional Planning Department (CRP) for help in developing a draft urban design master plan for the South First Street Corridor. The City of King is pursuing several specific plans and projects in the process of implementing the General Plan and dealing with the city's development and urban growth needs, as well as with the revitalization of its downtown and areas that have experienced intense changes, including the South First Street Corridor. CRP's successful experience in conducting instructor-led out-reach class projects for communities in California was the motivation behind this invitation. A contract was signed between the City of King and the CRP Department (through the Cal Poly Corporation) for the development of the South Street Corridor Master Plan in the CRP 341 Community Design Lab, a third-year undergraduate class led by instructor Vicente del Rio, during Fall Quarter 2011 (September 19 to December 12).

Composed by ten students from the CRP department and one from the Architecture department, the class performed several activities and tasks reproducing a professional urban design process, and worked in a studio-like environment. Some of these tasks and activities were performed by the class as a whole while others were by groups or individuals. In the first week of the quarter Doreen Liberto-Blanck presented to the class on planning in the City of King, on the city's major developmental aspects, on the South First Street Corridor, and on what was expected from the students.

After the presentation, the students were ready to face their first assignment titled Understanding the Problem and Site Analysis (Section 3.1), for which the class was divided into four groups to study the following aspects and their reflections in the

project area: a) physical and natural attributes, b) cultural and social attributes, c) existing built form, and d) land-use and circulation. The students were prepared for a field visit conducted on Saturday September 24 during which four student groups performed their specific tasks and data collecting, as well as distributed fliers and posters announcing the first Community Workshop to be conducted on the following Saturday October 1. During the following week the students compiled the information from the field surveys together with that obtained from indirect sources (other reports, books, and on-line), and were prepared for the first Community Workshop. Session 3.2 describes in detail what consisted the first Community Workshop and what were the results. The City also provided the class with the results of a stakeholders interview survey from June 2011. After organizing and studying all the information obtained, the class was able to develop a final analysis map and a list of constraints and opportunities for development affecting the project area (Chapter 4). During this phase, the class had the opportunity to hear a presentation by Lisa Wise, of Wise Consulting, one of the authors of the Historic Corridor Revitalization Plan.

The next class assignment was Design Research, which consisted of conducting a series of readings on urban design qualities and the analysis of a series of projects and places that could represent those qualities and serve as inspirations to the development of ideas for the South First Street Corridor Master Plan. Based on existing literature, the urban design qualities were Imageability, Legibility, Enclosure, Human Scale, Transparency, Linkage, Complexity, and Coherence.<sup>1</sup> The results of this assignment are compiled as Appendices to this report. These same urban design qualities were utilized to orient the development the plan's goals.

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<sup>1</sup> The qualities are based on the article "Identifying and Measuring Urban Design Qualities Related to Walkability" by Ewing, Reid et al, published in the *Journal of Physical Activity and Health* #3, suppl. 1, 2006.



Chapter 5 of this report depicts the Vision and Concept Development assignment which consisted in identifying a Vision Statement, six Development Goals, a series of planning and design ideas, and a final land-use Concept Diagram for the South First Street Corridor area. This material composed a conceptual framework that oriented the development of the final plan and design proposals. During this phase the class sat on a presentation by Keith Higgins and Jeff Waller, from Hatch Mott MacDonald, on circulation in the City of King and our project area, including the implications of expected urban growth, the possible widening of First Street and the future truck by-pass.

Finally, Chapter 6 represents the Project Development phase, for which the students were divided into four design teams to deal with specific design precincts of the South First Street Corridor Master Plan. The teams developed development programs, site plans and sections, 3D computer models (SketchUp) as well as a written description of their proposals.

The four specific design precincts are as follows:

#### **Parks and Streetscaping**

Includes proposals for public parks, roadways and streetscaping.

#### **South Gateway: Highway Commercial**

Includes proposals for the area of the corridor adjacent to Highway 101.

#### **Mid-Sector: Housing and Farmers Market**

Includes proposals for the area around the intersection of First Street and Lonoak Road.

#### **Core Sector: Traffic Center and Downtown**

Includes proposals for the area of First Street between the bridge and Broadway.

On Saturday December 10, from 10:00AM to noon, the class presented the South First Street Corridor Master Plan proposal at a community meeting at the Rava Business Park in City of King. After introductory words by Doreen Liberto Blanck, planning director, and instructor Vicente de Rio, the students made a 45-minute Powerpoint presentation of the general plan and their specific proposals for the four design precincts along the South First Street Corridor. After a questions and answers period, the class invited the audience to look at the six 38 X 48" colored posters that had been affixed on the walls, depicting more detailed views and information on the proposals. A lively 30-minute period of conversations and explanations followed between the students and participants. The final report and complementary materials were delivered on December 12, 2011.



*Students presenting the Master Plan and their specific design proposals.*



Students answering questions and intermingling with the audience to explain their proposals.

Project process and timeline



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### **3. INITIAL STUDY**

#### 3.1. SITE ASSESSMENT

#### 3.2. COMMUNITY WORKSHOP

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### 3. INITIAL STUDY

#### 3.1. SITE ASSESSMENT

##### 3.1.1 Physical and Natural Attributes

City of King is located in the Salinas Valley, along the eastern side of the Salinas River. Situated at the intersection of the Salinas and San Lorenzo Rivers, City of King bordered the southern fringes of the Salinas Valley. It is in clear sight while driving on Highway 101. When exiting the 101 North, First Street serves as a gateway into City of King. This First Street Corridor starts at the 101 off-ramp and ends a mile north at the street's intersection with Broadway Street. First Street runs in an almost perfectly straight line, so that one can see the entire length of the corridor from any location on the street.

The closest major cities are Paso Robles, 80 miles south, and Salinas, 47 miles north. The city itself is topographically located 330 feet above sea level on relatively flat land. There are no major natural landforms within the city limits, but the city is surrounded by various mountain ranges including the Pinnacles National Monument, which is 2600 feet tall, to the northeast; Eagle Mountain, which is 2400 feet tall, to the east; and the Oat Hills, which are 3000 feet tall, to the west (Fig. 3.1).

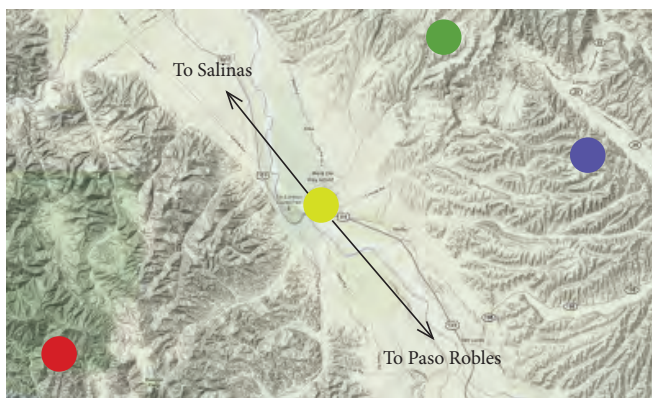


Fig. 3.1: Physical Attractions near City of King

- Legend**
- City of King; 330 ft.
  - Pinnacles National Monument; 2600 ft.
  - Oat Hills; 3000 ft.
  - Eagle Mountain; 2400 ft.

City of King is known for agricultural production. This is due to the ideal conditions of the region and the city: a combination of the topography, climate, setting, and soil. Being on flat land and at the base of large mountain ranges, City of King is able to receive and retain valuable nutrients from water runoff from the mountains. The most prevalent soil in City of King is “Mocho Silty Clay Loam”, and the next most prevalent is “Pico Fine Sandy Loam”. Both of which are rich in nutrients and can sustain vast amounts of agricultural production. The city cultivates onions and many salad ingredients including lettuce, carrots, and much more; then they are shipped out of the town via train and are the city's most profitable export.

The City of King enjoys a moderate climate throughout most of the year with very sunny weather in the summer; with temperatures averaging from 80 F to 85 F. Winters in City of King have low temperatures averaging from 37 F to 45 F. Precipitation levels in City of King are low, averaging from 0 inches to 1 inch and 2 inches to 3 inches in the winter. There is no snowfall in City of King at all.

Humidity levels in City of King are low when being compared to the US average, where levels range from 70% to 90% humidity in the mornings throughout the year, and 30% to 70% in the afternoons throughout the year. Wind in City of King is especially strong throughout the summer months, with a consistent average gust speed of eight (8) miles per hour. Throughout the rest of the year wind speeds average at five (5) to seven (7) miles per hour. The prevailing wind in City of King generally heads towards the west (Fig.3.2)

There is a variety of animal species that can be found in City of King; the most prevalent species are coyotes, moles, and deer. There is also a variety of plant species in City of King, mainly consisting of White Clover, Pruning Brambles, Buckhorn Plantain, and Corn Speedwell.

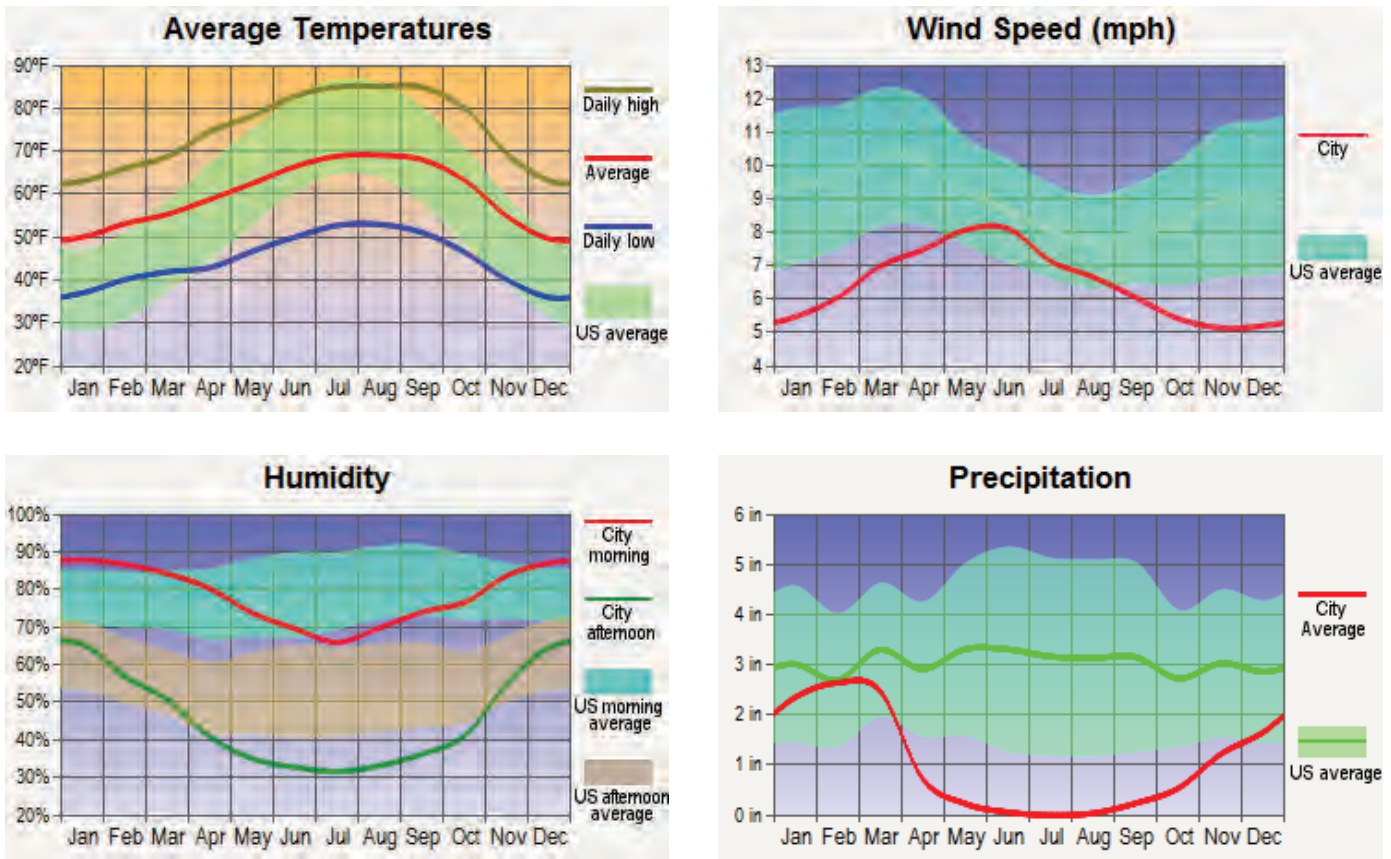


Fig. 3.2: Typical weather conditions in City of King

City growth to the west has been limited by Highway 101 and the Salinas River. The San Lorenzo Creek runs through the city northeast to west in to the Salinas River. The creek cuts through some residential, open space, agricultural land, and commercial/manufacturing districts. This creates some issues because the creek creates floodplains along its shores. Both the river and creek are seasonal. Summer months the river and creek are completely dry; but during winter months there is a great potential for them to flood. The creek and river also work as drainage during the rainy season for all the excess water runoff that the surrounding soils within the city can no longer hold. As evidence of the surrounding flood plains, the permeability of the soil closer to the center of town is not high, especially when compared to the much more permeable soil surrounding the city used for agricultural production (Fig. 3.3)

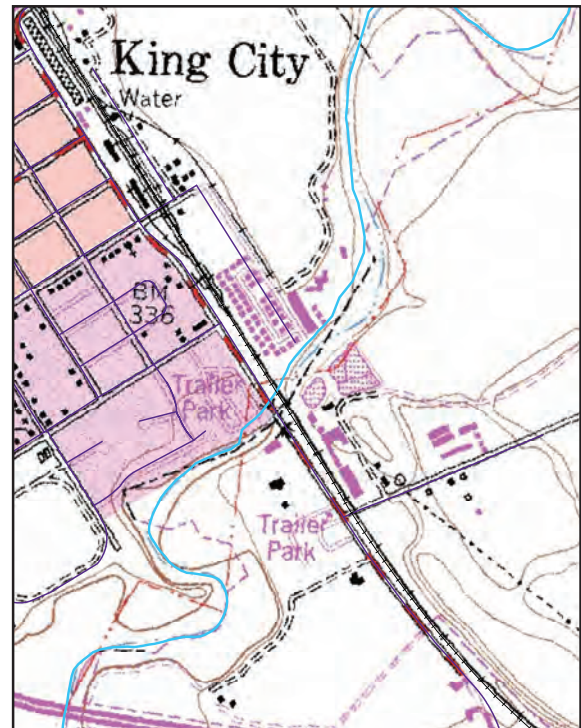


Fig. 3.3: Topography around South First Street.



Fig. 3.4 Railway track (above) and sound wall (below) along First Street.

With the combination of buses, semi-trucks, and the train tracks that run directly parallel to First Street, noise seems to be a problem. The city has begun to alleviate this problem by constructing an 8 foot brick wall in an attempt to separate one of their trailer parks from this surplus of noise. Even so, noise is a definite problem for pedestrians and other residents nearby (Fig. 3.4)

First Street offers several attractive view-sheds for drivers and pedestrians. At the intersection of Pearl and First Street, there are striking views of the surrounding mountains and hills to both the east and west. Also, when looking west at any point while on the south end of the street, one can see the mountains along the horizon (Fig. 3.5)



Through the last century the 50 mile "fertile crescent" of California, which includes the City of King area, has served as the largest agricultural producer for the United States; gaining worldwide recognition as "America's Salad Bowl". Yet the southernmost edge of the valley was not always seen as the abundant creator of agriculture as it is today.



Fig. 3.5: Main viewsheds from First

- 1 View down Pearl Street towards surrounding hills
- 2 View towards open agricultural land and hills
- 3 View through golf course and distant hills



VIEW CORRIDORS ALONG SOUTH FIRST STREET Northward (above) and southward (below)





### 3.1.2 Cultural and Social Attributes

The land which now encompasses the greater City of King area originally was a Spanish owned ranch which was settled and managed by Felicinia Soberanes in 1841 and Francisco Rico in 1842. The Spanish ranch, also known as the San Lorenzo ranch was roughly 13,000 acres. In early 1884 an entrepreneur by the name of Charles King set out to find the perfect land to operate his farming passions. King came upon the San Lorenzo Ranch and found the 13,000 acres as an opportunity that could not be passed up. Relatives and former business partners thought his decision to purchase the land was a mistake of monumental proportions. At the time the southern Salina Valley was not lush and green, and its actuality was a bit dry. At the time many called it the "Salinas Valley Desert". King continued on his instinct that the land was feasible for agriculture. Contrary to popular belief, the dry barren landscape did have the proper soil to sustain heavy agriculture; all it needed was the right owner with the right ingenuity on how to properly transform the valley.

As King began to churn the fields to yield his future crop he was met with continued criticism and mockery from those within the farming community. King knew himself how harsh the current conditions were but with careful study of the topography and nearby natural resources he began to unleash the valley's full potential. The Salinas River at the time underwent interesting cycles which made the land less desirable. First being the fact that during the rainy months Nov-March, the Salinas River would be full and at times was described as a violent raging river. The river was quoted to taking anything within its path. But in the summer months the river on the surface would dry up, forcing the Salinas River in the summer months to become an underground river. King's first endeavor was to plant a wheat crop of 6000 acres on his estate just north of the current city limits. The 6,000 acre wheat farm would also

be home to his production headquarters, which in the future would be the famed Spreckles Plant and Ranch. This was highly criticized yet again because the land was seen as a mainly used for livestock ranging and not for such a fragile crop production such as wheat. Critics also noted that if he was to succeed it would be difficult to mass market his crop since the ranch was so far south and in part was very isolated it didn't have a reputable trade or market route to sell goods. The only mode of market transportation was a ten mule train that traveled north in the Salinas and Monterey Bay communities.

By 1886 King's wheat crop did thrive and in turn stirred up interest in the land south of Soledad which was seen as the final stop moving south for land ownership, production and viable transportation. With a large demand and interest for agricultural land surrounding the San Lorenzo Ranch, Union Pacific Railroad set a plan to extend its southern track system to the City of King which by the end of 1886 was an incorporated city within Monterey County. With rail service into the City of King, new industry began to spring up from flour mills to lumber warehouses, one in particular owned by William Vanderhurst who was one of the co-founders of Vanderhurst and Sanborn Co. With an increase in new industry, the area's population began to skyrocket which led to the first planned subdivision which was constructed in 1895 bordering both the rail station and San Lorenzo River. Through the beginning of the 20th Century the small town of City of King grew and continued to formalize its base as a national agricultural hub. Famed author John Steinbeck even writes of City of King in his books about where he grew up, just north near Salinas.

By the end of the WWII the nation's population boomed which called for a rapid expansion of the agricultural industry to meet the growing demand. At this time President Eisenhower enacted the Interstate Highway System which rapidly expanded the use of paved highways and

freeways including Highway 101 which cuts right through the City of King. The highway made travel to and from the City of King even easier, making the city easily accessible. By the mid 1960's the agricultural industry had grown so large many of the farms became corporate owned entities. Farming was now a mass scale production, and with this the City of King flourished and continued to expand with such business as Meyer's Ranch for Tomato's, Gill's Onion and Fresh Farms/Rava Ranch. Such farms became nationwide food distributors, growing, packing and distributing fresh produce.

Today City of King is home to over 12,000 residents and still stands as one of the nation's largest agricultural producers. Such large corporations as Fresh Express lettuce call the city home which only continues to prolong the city's devotion and legacy in America's Agricultural History.

### Culture and Architectural Character

The social and cultural attributes are an interesting facet of City of King. The history and diversity of cultures in this small town are strongly present and represent complex social and design issues. The influence of many cultures and people generated a downtown commercial core with an impressive variety of ethnic stores, markets,

and eateries. There is even an ice-cream parlor that makes its own Mexican ice-cream, who got famous for its unique flavors (Fig. 3.6).

We observed that the housing types and styles in the city are extremely varied, with a mixture of traditional houses on tree-lined streets dating back to the late 19th century, as well as newer developments completed within the last decade or so (see Illustration next page). Not uncommonly residents personalize and improve their homes, what is a strong indicator of the pride they have for the community.

In terms of signage of buildings, the downtown shows some interesting features, adding quality to its architectural character. It is of note that many of the signs are in Spanish and English, while some are only in Spanish, denoting the strong cultural presence of the Latino population (Figs. 3.7 & 3.8).

Aesthetically speaking, although the downtown area has an abundance of parking it does not stand out negatively in one's perception. This is certainly due that most of the parking is on-street, with few dedicated parking lots along Broadway.

Visually and culturally the attractiveness of the downtown area adds to its walkability.



Fig. 3.6: The famous Mexican ice-cream parlor on Broadway.



Fig. 3.7: Ethnic food in Broadway.



Fig. 3.8: Mexican restaurant with an attractive mural on Broadway.

Cultural attributes of building stock



HOUSING typology survey

- late 1800's
- early 1900's
- 1940's/50's
- 1960's/70's
- mobile homes
- 1980's/1900's
- bridge creek
- college towns



### 3.1.3 Existing Built Form and Land Use

Of the thirty nine parcels along the corridor, eight of them are vacant. The other thirty one have different types of developments including agriculture warehouses, a couple of mini marts, one motel, restaurants and auto services. However land-uses along the corridor do not offer much variety and are not attractive, mainly because of their railroad-related past. The intensity of use in the lots along the First Street Corridor is low. The maintenance of these buildings are mostly in poor or average condition. Few are in good condition. The parcels, buildings and state of maintenance can be found in the Existing Buildings map and table (Fig. 3.9)

Parcel	Bldgs	Stories	Use	Height	Maintenance
1	1	1	Gas Station	15 Ft.	good
2			Vacant		
3	1	1	Veterinary	15 Ft.	good
4			railroad land		
5			agriculture		average
6			Vacant		
7	1	1	Transportation Department	15 ft	bad
8			Vacant		
9			Propane Tank		bad
10	1	1	Queen Motel & Ray's Garage	15 ft	bad
11			Vacant		
12			Vacant		
13	1	1	King City Detailing	15 ft	average
14		1	Mobile Home Park	15 ft	average
15-18	3	1	Agriculture Warehouse		average
19	11	2	Apartments		average
20-21		1	Apartments		average
22		2	Apartments	15 ft	average
23	2	1	Mini Mart	15 ft	bad
24	1		office bldg	20 ft	good
25			vacant		
26	1	1	Auto Repair & International Tire	15 ft	bad
27-28	1	1	Repair and Towing	15 ft	bad
29			vacant		
30	1		garcias minimart		bad
31	1	1	Recycling	15 ft	bad
32		1	Agriculture Warehouse	25 ft	average
33	2	1	Home and Motel	15 ft	average
34			Vacant		
35	1	1	Taqueria	15 ft	average
36	1	1	Agriculture Warehouse	25 ft	average
37-38	1	1	Tire Shop	20 ft	average
39	2	1	King City Shopette	15 ft	average



Fig. 3.9: Inventory table and location map of development conditions along South First Street.

First Street features a sidewalk only along the west side of the project area while the east side is unpaved and not landscaped (Fig.3.10). There is a sidewalk that runs on the northwest side of the street and stops at the south of the site at parcel 12. The east side of the site does not have a sidewalk or streetscaping. On the east side of the corridor, railroad tracks run parallel to First Street (Fig.3.11). The street and its sidewalk is the only public land on the First Street Corridor.



Fig. 3.10: Unpaved area along east side of First Street contrasts with the lack of real public spaces.



Fig. 3.11: The rail tracks create a strong barrier along First Street

### 3.1.4 Zoning and Infrastructure

The overall goal of the November 1998 Land Use Plan of City of King is: "To provide for orderly growth and development; "To maintain a balanced community; to assure an adequate supply of suitable land for residential, commercial, industrial, and other uses in order to meet projected demand; to minimize land use conflicts and to channel new development into those areas that are consistent with the City's resource management goals."

The land use element of the general plan addresses a total area of 6,133 acres. Within the city are multiple land uses including agriculture. The general plan lays out a strategy to protect and provide open space that sufficiently satisfies community needs. In the 1998 General plan, the city adopted 5 land use categories relating to residential uses. They are: Low-density residential (LDR), Medium-density residential (MDR), Medium-High density residential (MHDR), High-density residential (HDR), and Planned development (PD). In terms of lot configuration, the city encourages development that provides adequate yards and open space areas along the perimeters of residential areas.

In the original general plan, it is described how the central core of the commercial district occupied the eastern end of Broadway Street. With continued development creating retail centers on the western side of Broadway and also vacant parcels near the highway, it appears that more commercial development is emerging in these areas as well. The City of King is growing at four percent per year. In order to accommodate this growing population, the city is looking to add 800 new homes. The population and housing growth may also encourage an increase of manufacturing and service industries. City of King is looking to construct a multi-modal transit center that warrants a stop for Amtrak trains in the

future. This transit center is projected to spur more commercial and retail developments along the First Street Corridor.

In terms of existing retail, the upper section of Broadway Street in City of King is the location of mostly specialty retailing, financial and insurance offices and entertainment. The other end of Broadway Street is expected to expand in general retailing, freeway and visitor-oriented development. Within the general plan, the commercial land use categories were classified as Freeway Service Commercial (FS), Highway Service Commercial (HS), Retail Commercial (C1),

General Commercial (C2) and Neighborhood Commercial (CN). (Fig. 3.12)

In terms of residential areas in City of King, the city maintains a majority of single family homes (Fig. 3.13) and multi-family units can also be found. Within the project area there are two mobile home-parks (one doubles as a motel; Fig. 3.14). On Lonoak Road, just outside city boundaries, the Collegeville complex consists of row buildings subdivided into multiple units of a very bad quality (Fig 3.15).

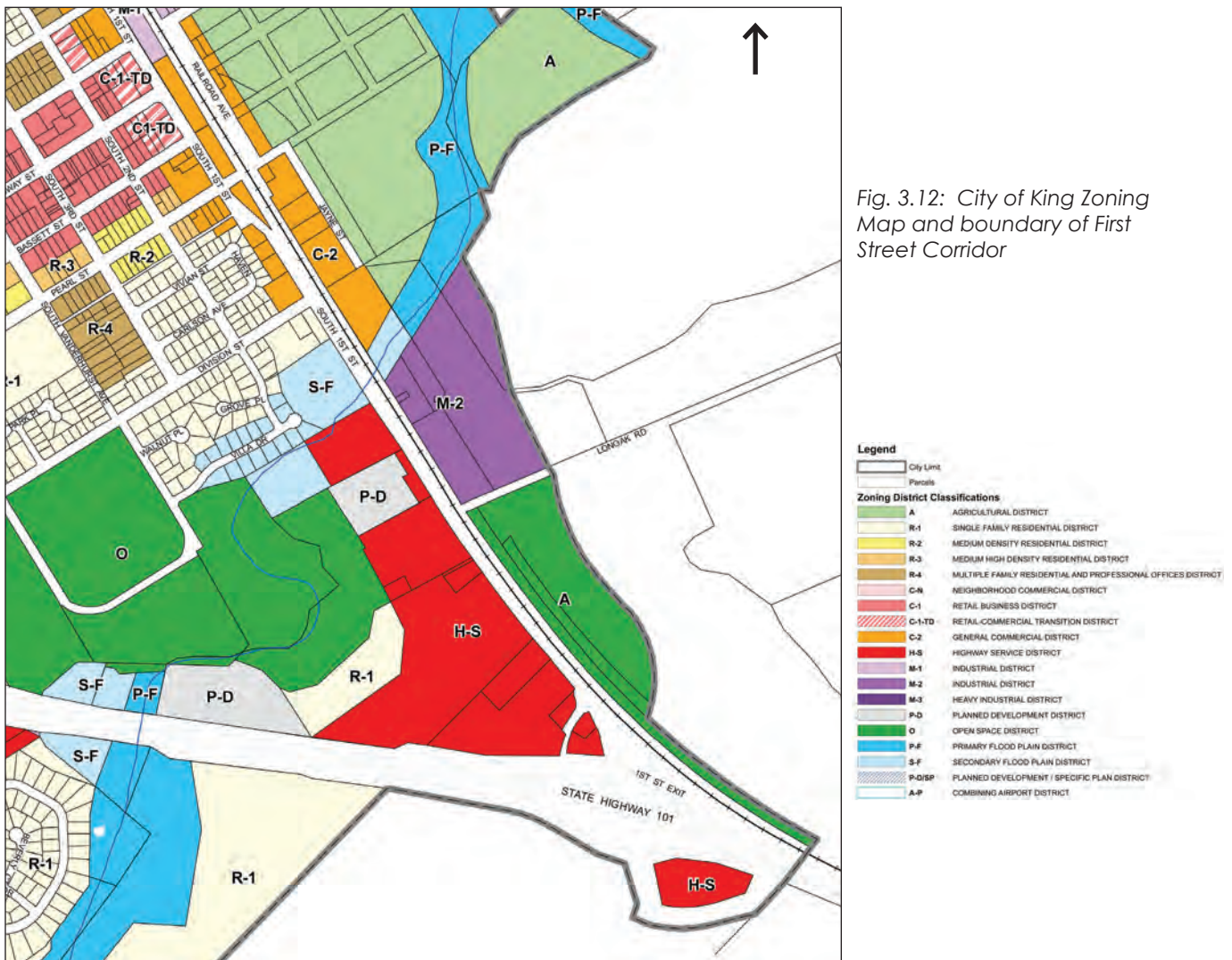


Fig. 3.12: City of King Zoning Map and boundary of First Street Corridor



Fig. 3.13: Example of single family home.



Fig. 3.14: An existing multi family housing.

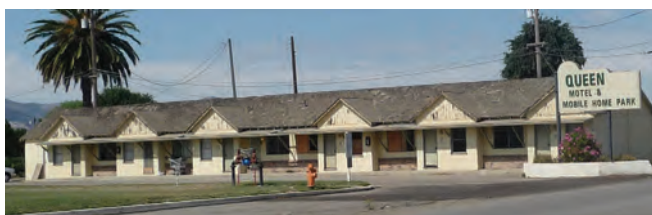


Fig. 3.15: The existing motel mobile park on First Street.

The “Old Town” area around Broadway Street is mixed in character; containing several multiple units on small lots. This area was constructed on a grid-type street system. Most of the lots and blocks in this area are rectangular in shape.

City of King is equipped with all basic utilities. The water system is owned by California Water Services Company. The system in place relies on six wells that draw from the groundwater basin. This basin is fed by the Salinas River. The city has a 250,000 gallon storage tank. This storage tank provides ample water pressure throughout the city. Should City of King pursue a large amount of development in the future, a new well may be needed.

Additionally, there is a piped sewage network presently in City of King. The water treatment facility is located northwest of the city downstream the Salinas River. Storm drainage facilities were originally developed in the city to minimize the risk of flooding. Although some storm drains are present, overall, there is a small number found in the city.

San Lorenzo Park is the major attraction in City of King. This park is made up of six buildings: The Exhibit Barn, Blacksmith Shop, Irrigation Building, Historic Structure Spreckels House (1898), LaGloria Schoolhouse (1887), and the King City Depot (1903) (Fig. 3.16). There are tours in the Exhibit Barn that displays the development of the Salinas Valley agriculture and rural life. Beside the park, there is also has a 9-hole golf course and various wine tasting vineyards within the city.

Located within City of King is the Salinas Valley Fairgrounds (Fig. 3.17). The fairground has multiple venues. There are three buildings for private events, the Topo Event Center, an indoor arena, and the Rava Equestrian Center. Every year, the fairground hosts the annual Salinas Valley Fair, Monterey Wine Competition, City of King Destruction Derby, as well as equestrian and community events. On Sundays, the fairground holds the Salinas Valley Fair Flea Market.

In recent years, City of King has begun various redevelopment projects with the help of grants. Environmental Justice Grants provided for the Historic Corridor, Downtown Addition Specific Plan, West Broadway Master Plan, and Master Plan for First Street. The Historic Corridor is looking to “[enhance] business opportunities, jobs, shopping [and] streetscapes.” The second project proposed in the city is the Downtown Addition Specific Plan. This plan is intended to include mixed-use neighborhoods, which would increase the amount of housing and areas available for commercial space. This development will connect to the Historic Corridor of City of King.



Fig. 3.16: King City depot terminates Broadway.



Fig. 3.17: Salinas Valley Fairgrounds

The West Broadway Master Plan was adopted through the 2010 Environmental Justice Grant. The goals of this Master Plan are to improve streetscaping, bicycle, vehicular, and pedestrian circulation. The Environmental Justice Grant gave the City of King its third grant to create a Master Plan for First Street. This location is near Highway 101, making it ideal for the multi-modal transit center providing rail and bus services.

### 3.1.5 Circulation

First Street is the south entrance into City of King from Highway 101. Before the highway was built bypassing the city, it used to be the main road through town. This is the reason why the railroad line can also be found along that corridor. The old train station used to be located there near Broadway.

The railroad tracks generate a strong edge to the city, impeding connections between both sides. This influenced the growth of the city to the west of the corridor. The railroad corridor also attracted several industrial or warehouse uses, many of those are located in under-utilized buildings or lots. There are only a few grade-level connections between both sides of the railroad, impeding appropriate vehicular and pedestrian circulation.

Pedestrian and bicycle circulation along First Street is very difficult, as there is no dedicated bike lanes and the sidewalk is missing in several stretches. Even the new bridge does not have a sidewalk on the east side. Moreover, the several vacancies, empty lots, and the total absence of tree planting do not support walkability along South First Street.

With the existing plans, particularly the Downtown Addition, future demographic growth, and the expansion of agricultural production, there are plans for long-term investments in the First Street circulation network. To this is added the city's expectation to implement a train station and a transit center at the downtown core. As a result, the grade crossings will have to be reviewed due to the length of trains and platforms, and new solutions for pedestrian circulation between both sides of the tracks will have to be developed.

First Street accommodates Bus Line 23 of the Monterey-Salinas Transit (MST). This bus route serves as a connection through Soledad, Greenfield, Chualar, and Salinas. Two MST bus stops are located in the project area. The first stop



is on First Street and Division. There is also a stop on Pearl Street. There is also a greyhound bus line which is directly on the site near the corner of Pearl and First Street (Fig. 3.18).

According to existing studies mentioned by Hatch Mott MacDonald planners, future growth patterns indicate the need for a new road by-pass parallel to First Street to the east of the railroad tracks, mainly for the trucks transporting agricultural produce. At a first phase, this by-pass will end at Lonoak Road and then flow to First Street what suggests that First Street from Lonoak to Highway 101 might have to be widened to four lanes (Fig. 3.19).

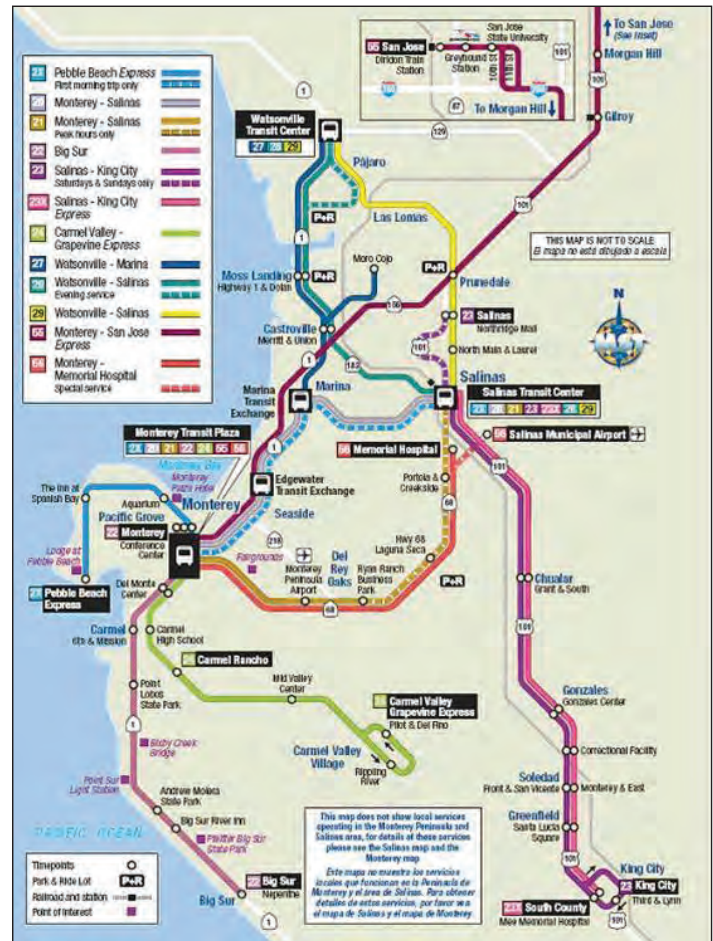


Fig. 3.18: Monterey-Salinas Transit route map serving City of King (Line 23)

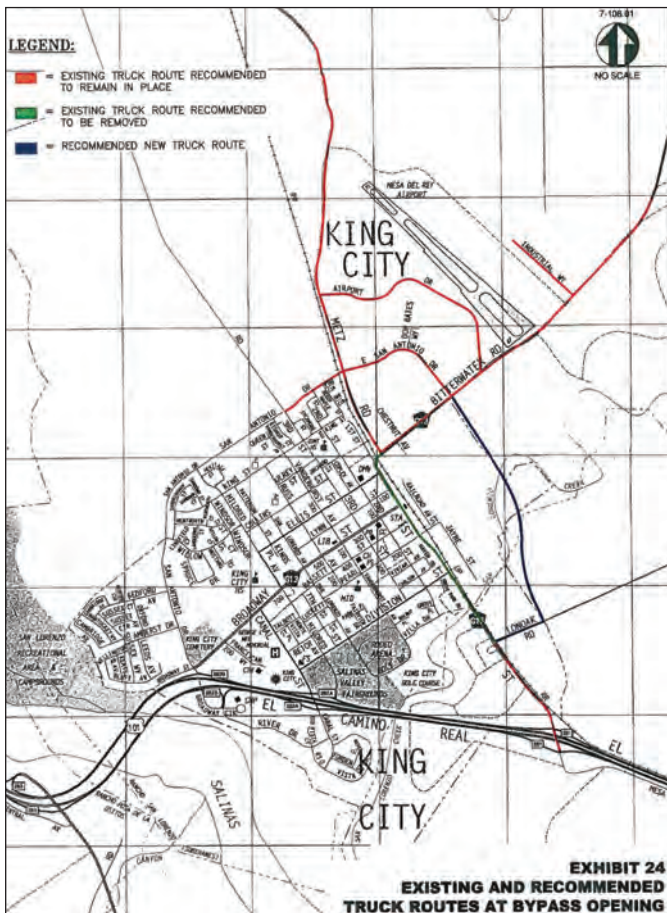


Fig. 3.19: Existing and recommended truck routes and proposed bypass. By Higgins Associates. Courtesy Hatch Mott MacDonald.

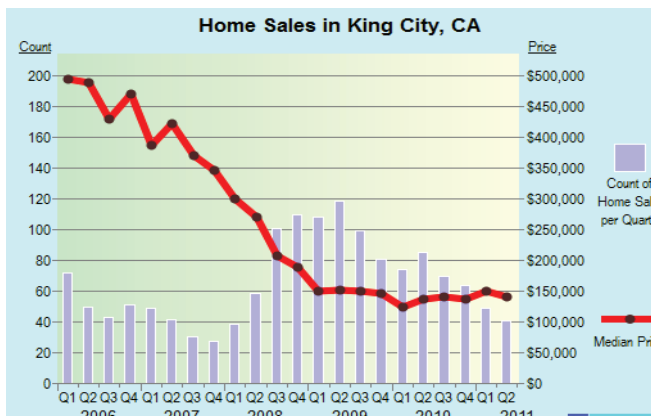


Fig. 3.20 Home sales trend in King City  
 Source: <http://www.city-data.com/city/King-City-California>

### 3.1.6 Real Estate Market

The City of King's market is not all that different than the rest of the country. Since the housing market collapse of 2009 new home construction in the City of King has come to a standstill (Fig. 3.20). The current trend in the housing market is the use of rental properties. On average most Americans are cutting costs by renting an apartment, condo, or single family home in lieu of applying for bank loans for a mortgage on a house. The trend plays true to the City of King where there currently is a higher demand for rental properties and a below average demand for single family living.

The average single family home price within city limits is \$135,000, and the average monthly rent for a housing unit is \$950. The South First Street corridor lacks many if any housing components, and would be seen as prime real estate to expand on the demand for multi-family housing. Constructing new multi-family units would also create the demand for a stronger commercial/retail base in the area to replace existing heavy industries nature.

To create a thriving corridor connecting the 101 off ramp to Broadway the implementation a diverse market of retail is desired. Over 80% of businesses are located along Canal Street in the Safeway Shopping Center or on Upper Broadway. Many of the family-owned business are located downtown between Canal St. and South First Street. This layout of where business is flourishing shows the need for attractive commercial real estate along South First Street. It should include a mixture of corporate owned businesses and family owned shops to not only provide further diversity for the City of King, but also for potential visitors. Some examples of possible commercial developments would be an entertainment complex, more lodging options, and even an auto center which could profit from the visibility from Highway 101.

#### Single-family new house construction building permits in City of King:

- 1996: 67 buildings, average cost: \$238,100
- 1997: 40 buildings, average cost: \$115,900
- 1998: 59 buildings, average cost: \$103,100
- 1999: 32 buildings, average cost: \$94,800
- 2000: 14 buildings, average cost: \$107,700
- 2001: 20 buildings, average cost: \$110,100
- 2002: 17 buildings, average cost: \$113,800
- 2003: 9 buildings, average cost: \$176,000
- 2004: 9 buildings, average cost: \$246,900
- 2005: 83 buildings, average cost: \$247,300
- 2006: 108 buildings, average cost: \$244,200
- 2007: 26 buildings, average cost: \$194,200
- 2008: 0 buildings
- 2009: 0 buildings
- 2010: 0 buildings

### 3.2 Community Workshop

The first Community Workshop was organized by the City of King on October 1, 2011 from 10:00 to 12:00AM at the City Hall. Cal Poly prepared a poster and flier announcing the workshop, which the students distributed to residents and several local businesses during a field survey visit (Saturday September 24) (see Attachment). City staff also distributed the fliers and posters in the week before the workshop and announced it on-line.

The students had been trained in class on how to conduct the workshop activities, were prepared to split participants into small groups around tables, and act as facilitators and note-takers during group discussions. Large-scale aerial photographs of the project area, tracing paper, colored pens, large note-pads and easels were made available to each group for note-taking, discussions and idea generation. Printouts with two short questionnaires were also made available to participants. All material was available in both English and Spanish.

The workshop was organized around three basic activities: a) Initial Questionnaire; b) Mapping Exercise; and c) Visual Preference Survey. The following is a detailed account of the workshop:

- 1) Participants signed in, received name tags, were offered refreshments and were taken to tables (the goal was to have 5 to 7 participants per table, plus two students –one facilitator and one note-taker).
- 2) Introductions by City of King planning staff and by Cal Poly faculty; explanation of workshop goals.
- 3) Participants, grouped around tables, introduced themselves to one another; students explained their roles within the groups.
- 4) Participants filled in Questionnaire (see Appendix).
- 5) Groups started first activity, the Mapping Exercise. Participants had to discuss the three following questions and to annotate the map accordingly.

- What do you like about First Street / what would you like to keep there?
- What existing features would you like to change in First Street?
- What is missing / what would you like to see added / changed there in the future?

Conclusions were annotated in the note-pad at the easel, and the three top items had to be identified (negatives, positives, and proposals).

6) Group reporting of conclusions.

7) Due to time constraints, it was decided not to perform the Visual Preference Survey during the workshop.

8) Concluding remarks by the City and Cal Poly announcing the next steps and the date and time for the next workshop and presentation of the final proposals for First Street.

Although the workshop attracted only a small number of participants (only four) they engaged in long fruitful discussions that lead to interesting conclusions about the problems and needs of First Street, as well as project recommendations/ideas (see attachment). These were fully considered by the class and inserted in the development of the final plan.

During the realization of the workshop a student group went to the field and interviewed 10 (ten) people utilizing the same survey used in the workshop. Moreover, the class was also able to utilize the results of a survey conducted by the city in June 2011, during which 17 stakeholders were interviewed.



Fig. 3.21: The sign announcing the community workshop at the Council Chambers.



Fig. 3.22: Images of the community workshop conducted at the City of King Council Chambers

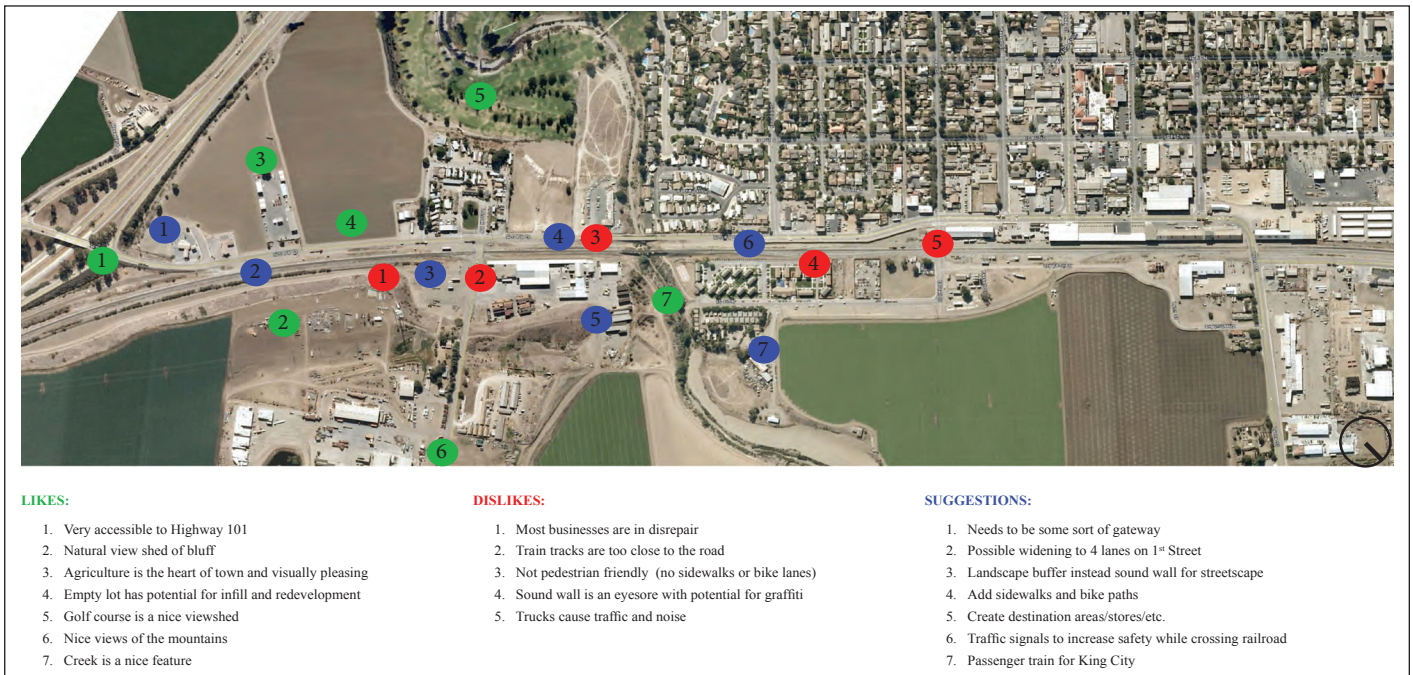


Fig. 3.23: Map illustrating preferences of workshop participants.

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## **4. OPPORTUNITIES AND CONSTRAINTS**

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## 4. OPPORTUNITIES & CONSTRAINTS

Based on the site assessment conducted by the student groups, the data gathered from several sources, and the information and proposals gathered from the community workshop and the community survey, the class was able to identify

a list of major opportunities and constraints for development along the South First Street corridor. The list below identifies these relevant elements and the map in Fig. 4.1 translates them into graphical format.

### Opportunities

- High availability of land and vacant parcels which are city owned;
- Good connections to Hwy 101;
- Most existing roads are wide and in good condition;
- Existing public transportation system;
- Existing infrastructure such as sewage and drainage available;
- There are basic community services e.g. hospital, school and cemetery;
- Neighborhoods have high range of architectural diversity;
- Strong diversity in cultural heritage;
- Strong agricultural history and economy providing good employment opportunities;
- Potential to showcase strong cultural heritage among the Latino community;
- Good viewsheds along First Street;
- Temperate weather throughout the year;
- Current low business diversity offers opportunities for new businesses to emerge.
- Future implementation of truck bypass and possible connection to Highway 101 intersection.
- Future rail station and transit center.

### Constraints

- City of King is not located near any major city;
- Limited and lack of diversity of local employment opportunities;
- Limited economy and events that can attract outsiders to town;
- Strong Spanish speaking community may cause language barrier;
- Public infrastructure is inconsistent e.g. non-continuous sidewalks, illegible signage, unsheltered bus stops, no crosswalks etc;
- There are no bike lanes;
- Unattractive and pedestrian unfriendly sidewalks;
- Many existing buildings need major repair or are in bad conditions;
- Existing railway track is a major noise pollutant;
- There is existing flood plain along San Lorenzo river;





Fig. 4.1 Site analysis map illustrating opportunities and constraints along First Street corridor

## **5. VISION AND DEVELOPMENT GOALS**

### 5.1. VISION STATEMENT AND CONCEPTUAL DIAGRAM

### 5.2. DEVELOPMENT GOALS

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## 5. VISION & DEVELOPMENT GOALS

The understanding of the development opportunities and constraints along the South First Street Corridor, was followed by study of existing places and projects through a theoretical framework (see case studies in the Appendix). This theoretical framework was based on a series of urban design qualities from the existing literature, and helped identify development goals as well as interesting solutions and elements of inspiration for our project. This understanding, in turn, led to the identification of a Vision Statement as follows.

### 5.1 Vision Statement

South First Street will be a unique and attractive destination for residents and visitors alike, offering a variety of land uses and amenities. Inspired in City of King's rich history and distinct cultural landscape, its design will provide a strong sense of community and a wide variety of sustainable practices.

### 5.2 Concept Diagram and Development Goals

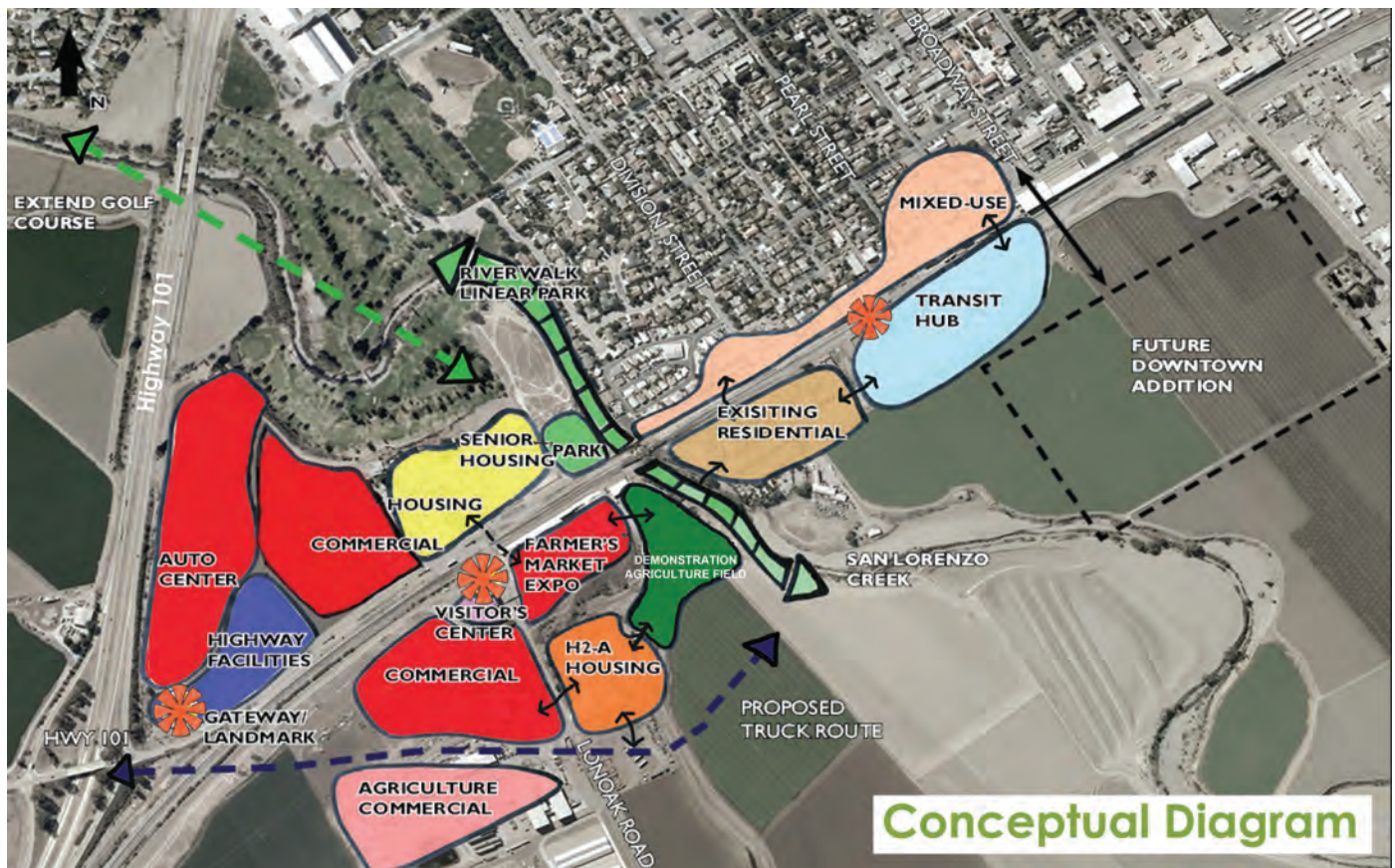


Fig. 5.1 City of King illustrative conceptual diagram showing proposed uses and major connections.

**Goal 1: IMAGEABILITY**

“Imageability is the quality of a place that makes it distinct, recognizable, and memorable”

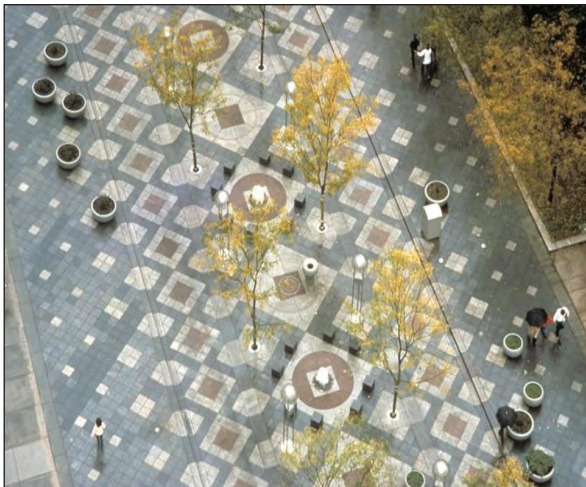
- A landmark or a set of prominent and recognizable features representing City of King would distinguish the city from its neighbors in the Salinas Valley.
- A gateway or place marker at the entrance to First Street would increase identity and generate a sense of destination.
- Visually showcasing a diverse cultural heritage and history, First Street will become a memorable corridor.

**Goal 2: HUMAN SCALE**

“Human scale refers to the ease with which the spatial structure of a place can be understood and navigated as a whole.”

- Streetscaping and architectural design should be responsive to the human scale.
- Urban design and building configuration and heights should enhance view sheds of the surrounding hills and agricultural fields.
- Design solutions along the corridor should generate pocket parks and inviting public spaces to promote socialization and increase local character.

Denver, CO



Irvine, CA

Chico, CA



Boulder, CO

**Goal 3: LINKAGES**

“Linkage refers to physical and visual connections from building to street, building to building, space to space, or one side of the street to the other which tend to unify disparate elements.”

- Provide for various modes of transportation within the site as well as to surrounding housing, shopping and employment opportunities.
- Provide for pedestrian and visual linkages between the many attractions of the project area and the immediate surroundings.
- Design thoroughfares that provide good connectivity to the city

**Goal 4: COHERENCE**

“Coherence refers to a sense of visual order. The degree of coherence is influenced by consistency and complimentary in the scale, character, and arrangement of buildings landscaping, street furniture, paving materials, and other physical elements.”

- The design of buildings and streetscape elements should be of a consistent culturally appropriate style and provide a sense of identity.
- Urban design should be harmonious with the natural environment by incorporating native vegetation and by taking advantage of existing topography.
- Public spaces and developments should be created at a neighborhood scale to coherent with the local cultural and agricultural heritage.

Cambridge, MA



Mizner Park, FL

Hillsboro, OR



Fillmore, CA

**Goal 5: COMPLEXITY**

“Complexity refers to the visual richness of a place. The complexity of a place depends on the variety of the physical environment, specifically the numbers and kinds of buildings, architectural diversity and ornamentation, landscape elements, street furniture, signage, and human activity.”

- Encourage mixed uses to promote economic opportunities, a sense of community and walkability.
- Provide a variety of design elements to make the corridor a visually interesting and lively space.
- Acknowledge the complex variety of local demographics.

**Goal 6: SUSTAINABILITY**

“Sustainable development: “the paths of economic, social environmental, and political progress that aim to meet the needs of today without compromising the ability of future generations to meet their needs.”

- Utilize materials and landscaping strategies that reduce water runoff and require low water inputs.
- New developments should implement innovative building design and material use

Valencia, CA



Seattle, WA



Boston, MA



Brisbane, Australia



## **6. ILLUSTRATIVE SITE PLANNING**

6.1. OVERALL DESIGN PRECINCTS

6.2. PARKS AND STREETSCAPING

6.3. SOUTH GATEWAY: Highway Commercial

6.4. MID-SECTOR: Housing and Farmers Market

6.5. DOWNTOWN CORE: Transit Center and Mixed Use



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## 6. ILLUSTRATIVE SITE PLANNING

### 6.1 Overall Site Precincts

South First Street corridor is divided into 4 design precincts; Park and Streetscaping, South Gateway (Highway Commercial), Mid Sector (Housing and Farmers Market), and the Downtown Core (Fig. 6.1). These precincts are developed in consistence with the Vision and Conceptual Diagram and will be detailed in the following sections. Total square footage of main uses and the proposed site planning are shown in figures 6.2 and 6.3 respectively. The final design proposal is illustrated in figures 6.4 and 6.5.



Fig. 6.1: Design precincts along the South First Street corridor.

- |  |  |
|--|--|
| <p><b>1</b> Park and Streetscaping</p> <p><b>2</b> South Gateway: Highway Commercial</p> | <p><b>3</b> Mid Sector: Housing &amp; Farmers Market</p> <p><b>4</b> Downtown Core: Transit Center and Mixed Use</p> |
|--|--|

Fig. 6.2: Table showing overall proposed development along First Street Corridor

Major Buildings Proposed by Master Plan		
Type	Location	Total Sq. Footage
Commercial / retail	All precincts	166,985
Residential	Mid-Sector and Downtown Core	122,890
Business Park	Downtown Core	45,350
Parking Garage	Downtown Core	40,500
Auto-Mall	South Gateway	30,100
Hotel	Downtown Core	15,525
Transit Station	Downtown Core	12,350
Farmers Market	Mid-Sector	8,673
Rest stop	South Gateway	7,700
Visitors center	South Gateway	3,500
<b>TOTAL BUILT UP SQUARE FOOTAGE</b>		<b>453,573 Sq. Ft.</b>

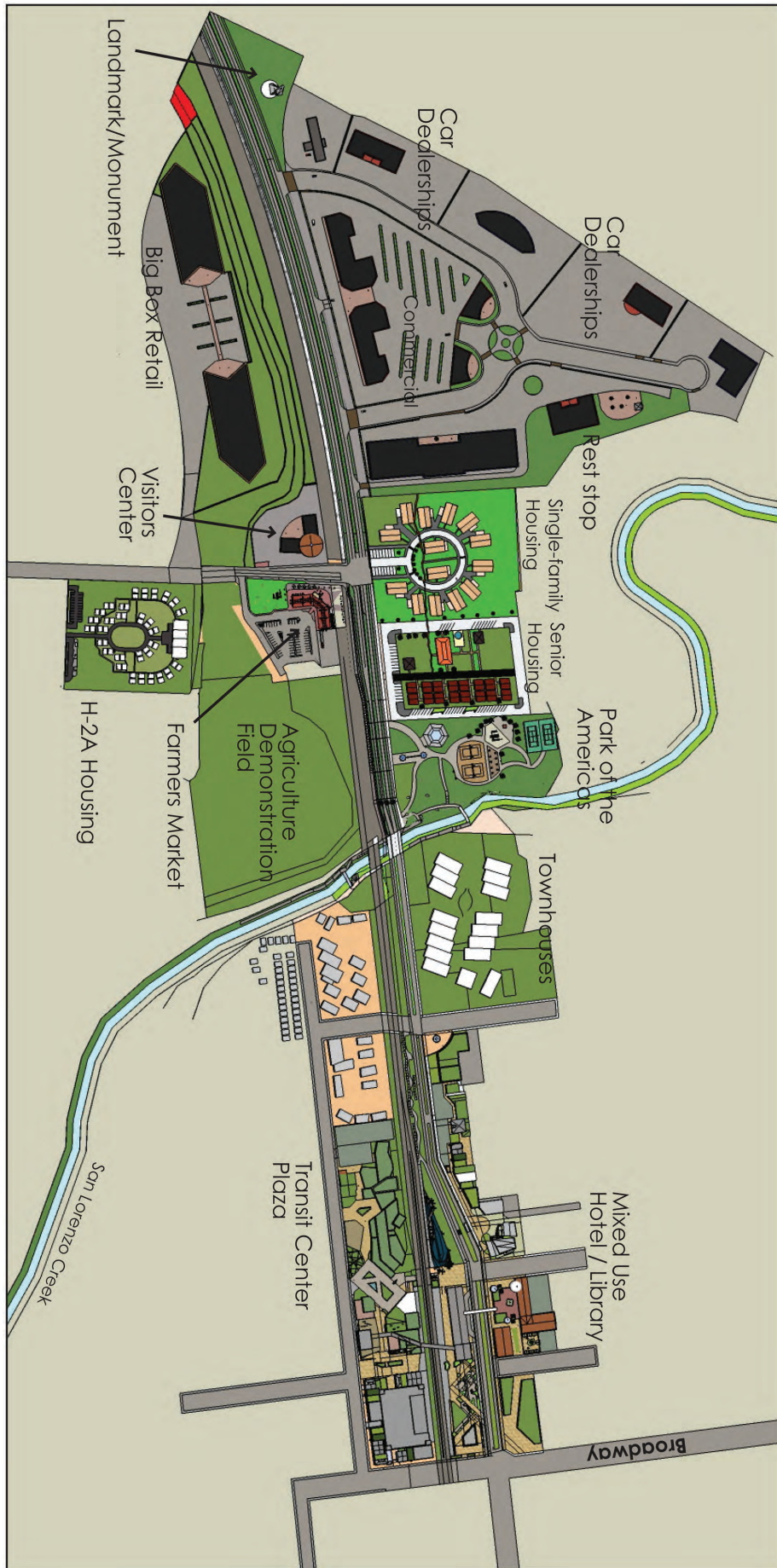


Fig. 6.3: Overall siteplan showing proposed developments along First Street Corridor

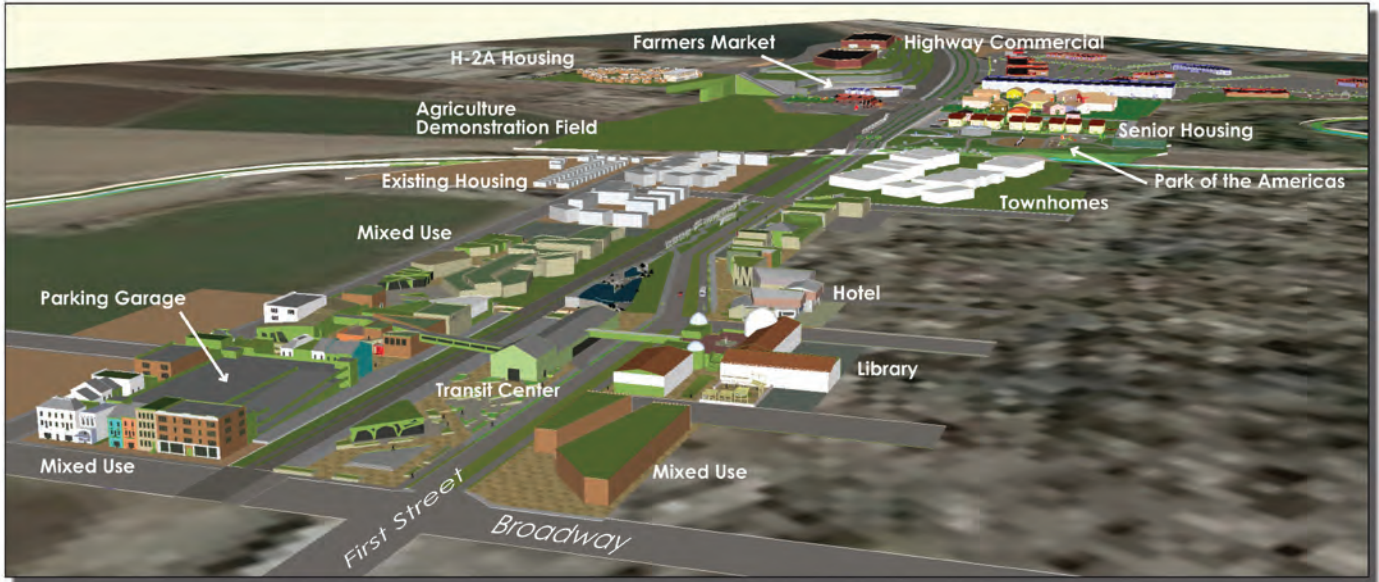


Fig. 6.4: North view from intersection of First Street and Broadway Street



Fig. 6.5: South view from intersection of First Street and Highway 101

## 6.2 Park and Streetscaping

Design team: Alicia Ginsberg, Matthew Kawashima, and Peter VasiliEFF

City of King's public realm will be enhanced through roadway re-design and streetscaping, new parks and open spaces along the First Street corridor. Following the proposed First Street Corridor Plan for a successful revitalization and the implementation of a quality South entrance road from Highway 101, our design proposes a more functional roadway that includes different sections to accommodate different levels of vehicular, pedestrian, and bicycle needs. It also includes landscaping and a series of design solutions along the right-of-way that will promote an environment that is functional, comfortable to the pedestrian, and pleasing to the eye. Along the project area, First Street's roadway accommodates three different sections as follows.



Fig. 6.6: Key plan showing the design precinct designated for Parks and Streetscaping.

### Key areas in Parks and Streetscaping

- Streetscape Section A: Between Highway 101 and Lonoak Street.
- Streetscape Section B: Between Lonoak Road and Transit-Center Park
- Streetscape Section C: Between Transit-Center Park and Broadway Street
- Park of Americas

### Streetscape Section A: Between Highway 101 and Lonoak Street.

Section A recognizes that a future by-pass will be built to alleviate traffic generated by the implementation of the Downtown Addition plan and the agriculture industries located to the North of the city. In its first phase the by-pass will connect to Lonoak and First Street, while when fully implemented it will be expanded to new ramps at Highway 101 so that the truck traffic can avoid First Street. For Section A, our design proposes a 96-foot wide Right-of-Way (ROW) that includes a roadway that can be expanded from two to four lanes, and a 12-foot wide vegetated median. On either side of the roadway, a minimum of 20-foot wide flexible space will accommodate a landscaped buffer, pedestrians and bicyclists (Fig. 6.8).

A new traffic light and pedestrian crossings will be located at the intersection of First Street and Lonoak, in order to serve future traffic flows and also the new proposed land-uses such as the Farmers Market. The intersection will feature new roadway geometrics in order to accommodate, particularly, the movement of trucks driving north along First Street and turning into Lonoak, as well as those on Lonoak turning south on First Street.

Along the 12-foot wide median there will be a bio-swale, tree planting, and street lighting with banners for the announcement of civic events. On both sides of First Street, between vehicular lanes and pedestrians, the landscaped buffer will include a bio swale and a variety of drought-resistant vegetation. The bio swales will help in the controlling storm-water drainage and diminishing the run-offs on the creek.

Next to Highway 101, in the center of the median, a landmark/monument will be located creating a gateway into the City of King, and contributing the city's imageability, particularly as perceived by drivers along the highway (Fig. 6.9). This landmark/monument stresses a positive vertical movement and explores the concept of "supergraphics" by extrapolating the size of the city's name. It can be completed with water shoots around its base and be stressed with special lighting at nighttime.

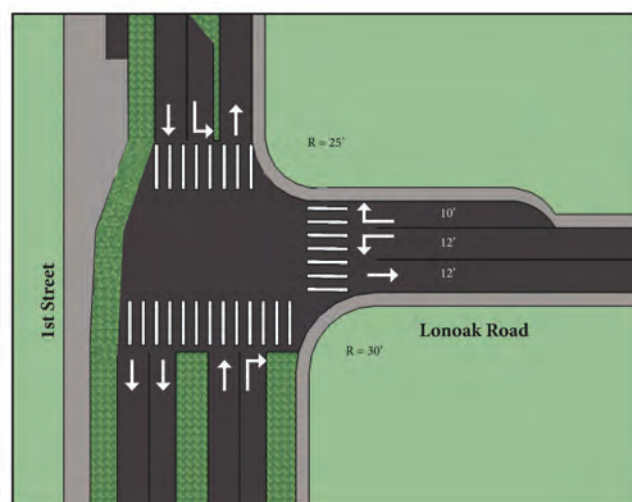


Fig. 6.7: Intersection of Lonoak Road and First Street - schematic design



Fig. 6.8: Streetscape Section A: 12-foot median with two to four lanes design option

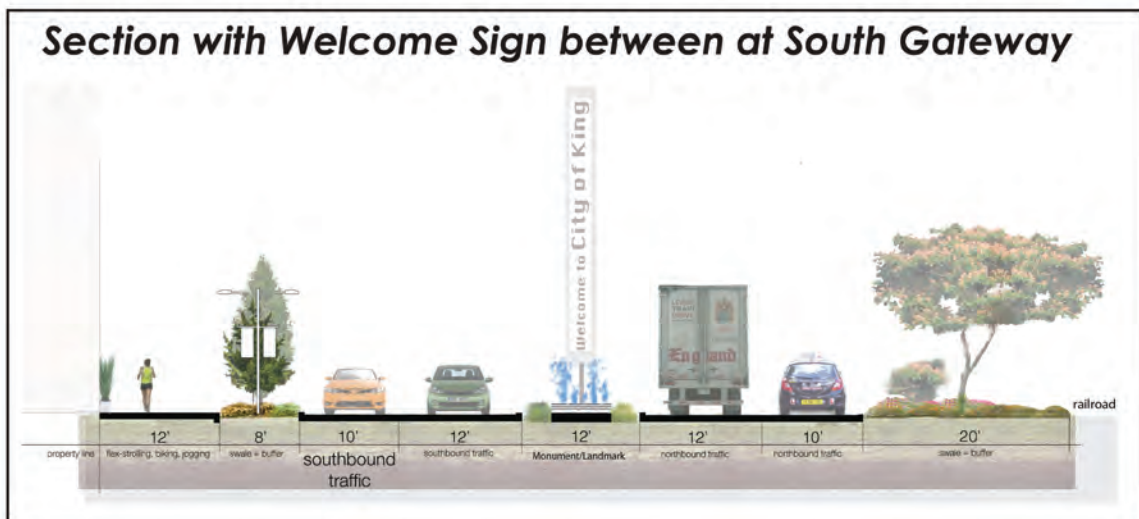
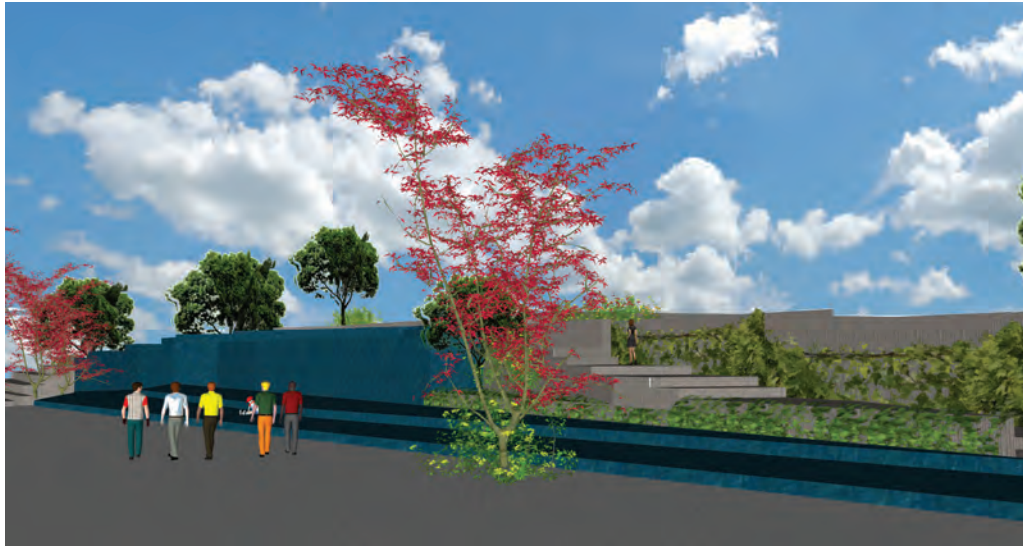


Fig. 6.9: Streetscape section showing welcome sign at southern gateway (Hwy 101 exit) to First Street

### **Streetscape Section B: Between Lonoak Road and Transit-Center Park**

The streetscaping along this section announces to the driver the anticipation of a new public park located next to the future transit center, right where First Street's alignment suffers an angled diversion. This diversion provides a focal point to motorists arriving from the south entrance, and therefore deserved to receive a special design treatment as a public park (Fig. 6.10)



*Fig. 6.10: New public park at the Transit Center with water features*

The Right-of-Way (ROW) along this portion is 85-feet wide and includes two 12-foot wide lanes (one in each direction), a 12-foot median (with a bio-swale), a 15-foot wide landscaped sidewalk on the north side (includes a landscaped buffer and a pedestrian walkway), and a 34-foot wide flex-zone on the south side along the railway. This flex-zone includes a landscaped buffer with a bio-swale, a two-way bike lane, space for community gardening, exercise activity (work-out stations), seating areas, and different solutions for buffering the sound from the trains, such as sculptural landscaped pergolas and sound walls with community art. These areas emphasize a new focus on the public and the community (Fig. 6.11).





Fig. 6.11: Streetscape Section B: 34-foot wide flex-zone along the south side of railway.

### Streetscape Section C: Between Transit-Center Park and Broadway Street

In this section roadway conditions and streetscaping will be similar to Section B. However, the design will be slightly modified to accommodate the redevelopment of the existing properties along First Street on the north of the transit center. This design will reflect a more “urbane” feel of that section, and will provide more hardscaping to accommodate denser pedestrian traffic as well as seating and tables on the sidewalk (Fig 6.12).

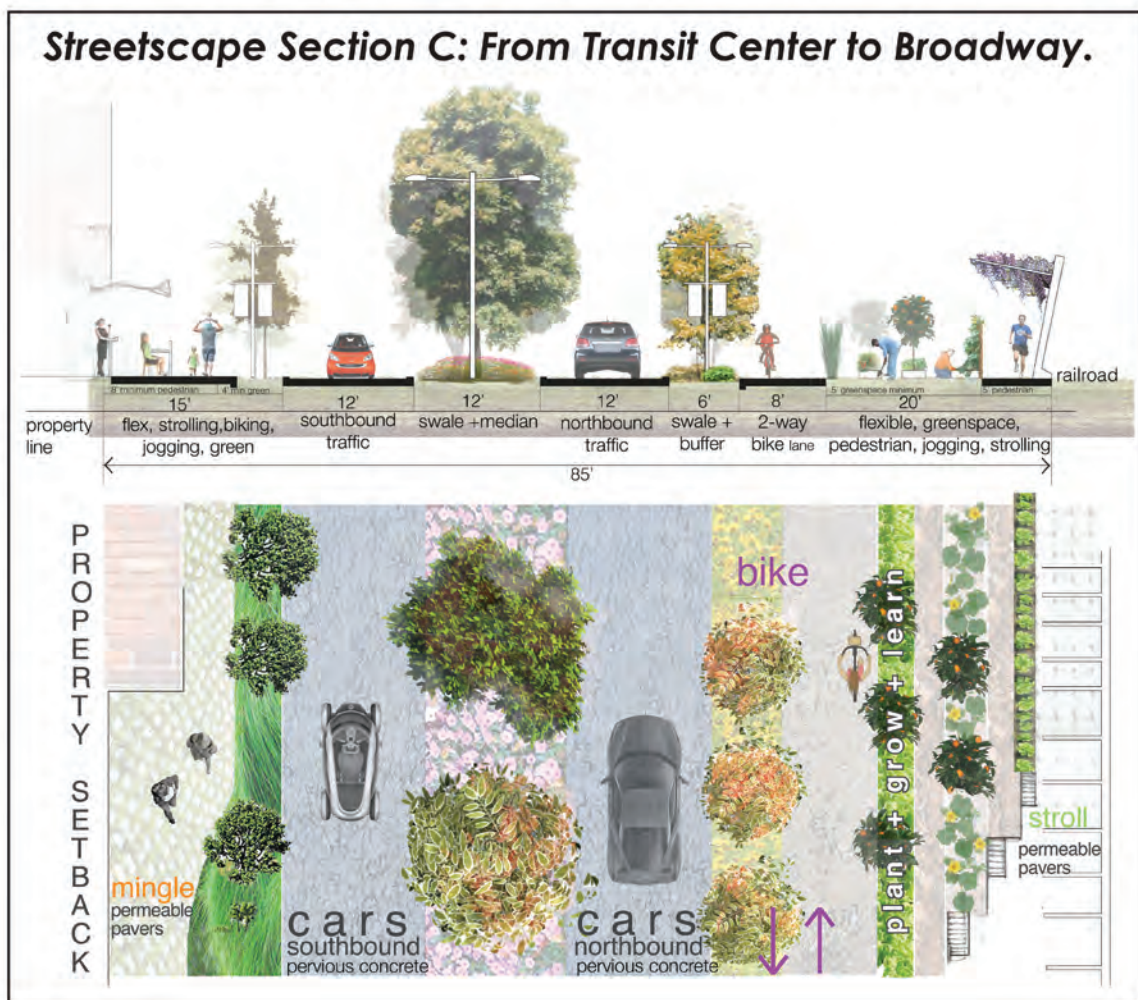


Fig. 6.12: Streetscape Section C: More urbane streetscaping nearer to Broadway Street and First Street intersection

### Park of the Americas

The First Street Corridor is strongly marked by the bridge and the creek that helps making nature more present in the city and emphasizes its relation to the ecological system. The creek corridor and a large vacant lot next to it on the west side of First Street provide an opportunity for the enhancement of the public realm by means of a new park.

The Park of the Americas is divided into two parts (Fig. 6.13). The first is located along the San Lorenzo Creek, adopts a more natural design and is destined for passive recreation. It is reached by ramps leading from the sidewalks by the bridge along both sides of First Street (Fig. 6.14). Its design takes advantage of the creek's existing shape by stressing its resemblance to the geography of Latin America, from Mexico to Argentina. Careful landscaping with natural elements will help stress this resemblance. The Baja Peninsula will be made through a series of rocks that can provide for play and seating. Along both sides of the creek, 15-foot wide paths will be shared by pedestrians and bicyclists (paving materials should provide an effective separation) and will be spotted by landscaped trellises which will provide shading and elements of surprise and interest for park users. Areas near the creek provide opportunities for relaxation, picnics, or simply put one's feet in the water. Rocks will also provide for seating or lying down. Vegetation should create a vibrant and colorful environment that will see easily from the First Street Bridge.

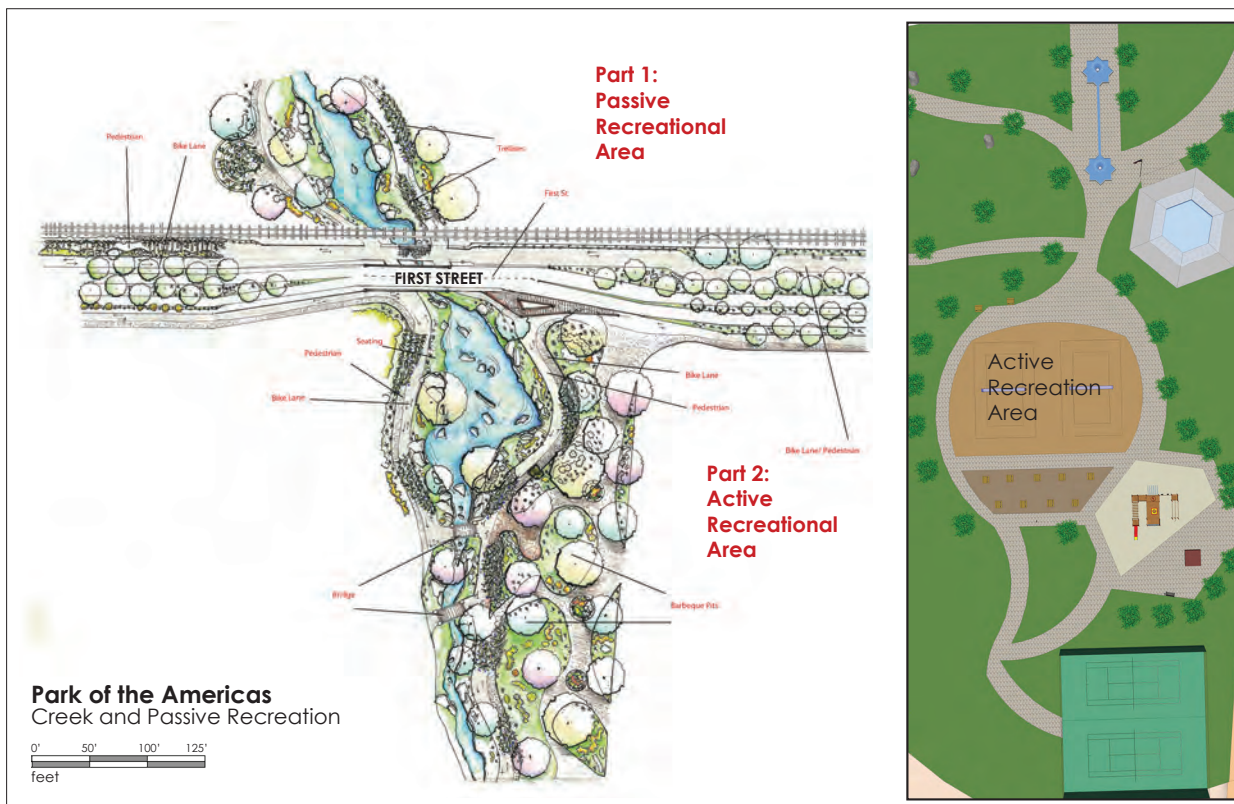


Fig. 6.13: Park of the Americas illustrative siteplan

The second part of Park of the Americas is implemented in a presently vacant site, partially located in the flood zone. It will be destined to active recreation with sports fields, bathrooms, and supporting elements and landscaping. The Park of the Americas will be connected to a future trail along the San Lorenzo Creek connecting to the Salinas River Enhancement Plan along the golf course.

Comfortable and aesthetically pleasing street furniture and signage are fundamental for the revitalization of First Street and the livability of the parks. These should include: double-armed street-lights located along the landscaped median, pedestrian lights with banners announcing public events, seating/tables and way-finding signs and maps in key-points (such as corners and pedestrian crossings), special elements to buffer the noise from the railroad (such as landscaped trellises, sculptural walls with community art, etc). The parks should also provide barbeque bits, tables and seating, water fountains, and complementary furniture. There should also be directional signage for motorists attached to post holding the traffic signals.

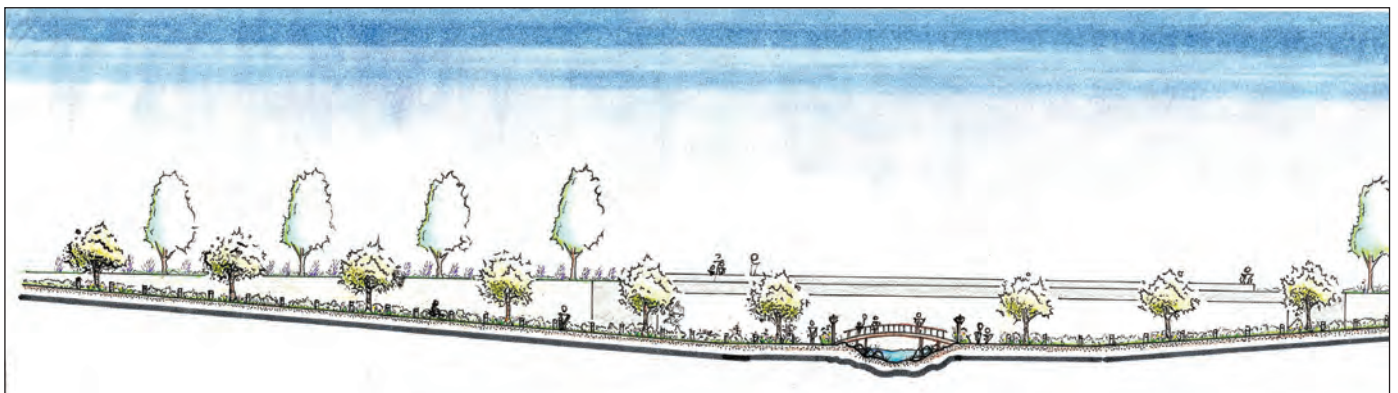


Fig. 6.14: Section of Park of the Americas showing gentle ramps from the existing First Street and bridge area providing continuous pedestrian and bicycle paths to San Lorenzo Creek.

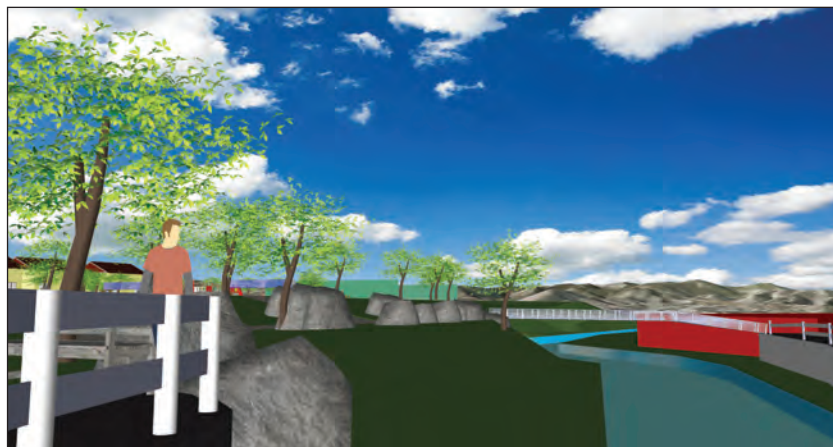


Fig. 6.15: View of Park of the Americas looking south along the creek.

### 6.3 South Gateway: Highway Commercial Area

Design team: Krista Galatolo, Michael Simao, and Trent Sanson.

Our team was assigned to design the first section of the First Street Corridor where First Street connects to Highway 101 and to Lonoak Street (Fig 6.16). Our goal is to create a strong gateway highway-oriented development that generates jobs and revenue and benefit the city. Our design generates space for a variety of businesses and services for the City of King residents as well as make the city a destination for commuters and surrounding residents. There will be an auto-mall and big-box retail highly visible from Highway 101, a rest stop for drivers, and a variety of commercial/retail uses (Fig 6.17). A total of 139,550 square feet of new buildings and 296 parking spaces is being proposed (see Development Chart below).



Fig. 6.16: Key plan showing the South Gateway design precinct.



Fig. 6.17: Illustrative siteplan of the highway commercial area

### Development Table

Building #	Building Use	Land Use	Building Height	Total Stories	Sq. Ft.	Parking
1	Big Box Retail	Retail	25 ft.	1	24,000	91
2	Big Box Retail	Retail	25 ft.	1	24,000	
3	Visitor Center	Commercial	15 ft.	1	3,500	12
4	Retail	Retail	20 ft.	1	9,650	129
5	Retail	Retail	20 ft.	1	9,650	
6	Retail/Commercial	Retail/Commercial	12 ft.	1	3,000	
7	Retail/Commercial	Retail/Commercial	12 ft.	1	3,000	
8	Restaurant / Retail	Commercial	20 ft.	1	22,550	54
9	Rest Stop	Highway Service	20 ft.	1	7,700	
10	Car Dealership	Commercial	20 ft.	1	8,400	N/A
11	Car Dealership	Commercial	20 ft.	1	5,500	
12	Car Dealership	Commercial	20 ft.	1	9,000	
13	Car Dealership	Commercial	20 ft.	1	7,200	
14	Gas Station	Highway Service	15 ft.	1	2,400	10
<b>TOTAL</b>					<b>139550</b>	<b>296</b>

On the east side of First Street we decided to take advantage of the location potential for big box retail as well as to provide a visitor center for the city. The topography of this part of the site works well to highlight the two 24,000 square foot retail buildings located on top of the bluff so that they can be seen by drivers from Highway 101. This opportunity for new highway-oriented big box commercial will also create more shopping and service choices in their city (Fig 6.18).

The visitor center is located on the corner of First Street and Lonoak Road which is the first intersection and traffic light to be reached after exiting Highway 101 into the City of King. The City of King has a rich history and The Visitor Center will allow residents and visitors to explore it. This creates a starting point as you enter the heart of the city.

Development on the west side of First Street will be oriented towards highway service commercial and auto dealerships. Our design is geared towards attracting traffic off First Street and into the center of the site. At the center is a traffic circle that acts as a central intersection for cars and pedestrians. The project retains the existing gas station where Highway 101 and First Street meet (Fig 6.19).

There are 4 auto dealership lots located so that they have high visibility from Highway 101. The auto dealerships were designed to bring people and revenue to The City of King. There are also ~26,000 square feet of commercial/retail that lines First Street. The 26,000 square feet is broken up into two 9,650 square feet buildings and two 3,000 square foot buildings. The two 3,000 square foot buildings face the traffic circle and create plaza spaces at the corners. The two 9,650 square foot buildings were designed so that the business inside them could range in size allowing for a variety of businesses. In front of our commercial/retail is a row of parking hidden by streetscape. The rest of the parking is hidden behind the buildings so that the set back from First Street is minimal.

Overlooking the golf course is a 7,700 square foot rest stop for Highway 101 equipped with restrooms, vending machines and showers. Also next to the rest stop is outdoor seating and a grass area for people to relax. This will also attract highway traffic into The City of King. Finally there is 22,000 square foot retail/commercial/restaurant space with a central plaza. The corner space would be an ideal location for a restaurant since it overlooks the golf course (Fig 6.20).

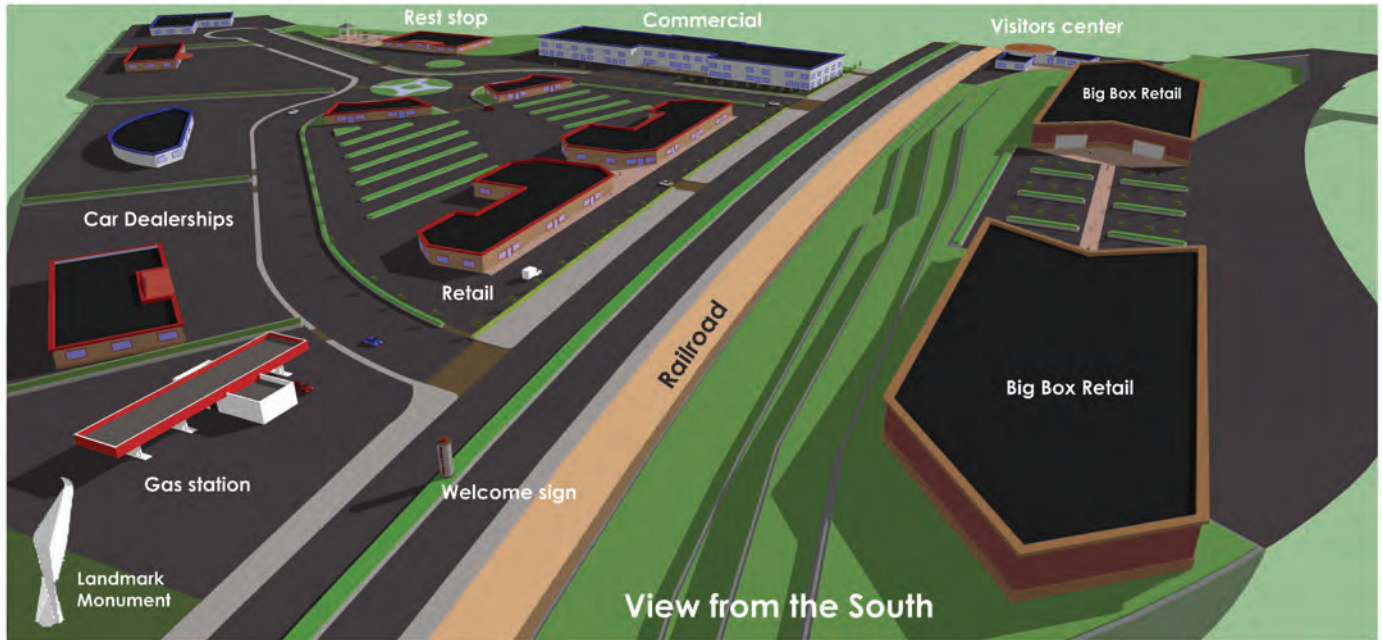


Fig. 6.18: Overall view showing the developments in the highway commercial area



Fig. 6.19: Traffic circle in the Auto-Mall area acts as the central intersection and adds space for public art.

Fig. 6.20: Rest stop area near the commercial uses overlooks the golf course.



### 6.4 Mid Sector: Housing and Farmers Market

Design team: Brenton Gibbons, Megan Keith, and Michelle Bokeo

Our team was assigned to the design precinct of the First Street Corridor where First Street intersects with Lonoak Street (Fig 6.21). Our goal is to create a farmers market, H2-A housing, senior and market housing in this area (Fig. 6.22). The farmers market will incorporate a agricultural demonstration field to showcase City of King's rich heritage and history in agriculture practices and can serve as an educational attraction for the City. The total proposed square footage of development is noted the chart below.



Fig. 6.21: Key plan with location of the Mid-Sector design precinct.

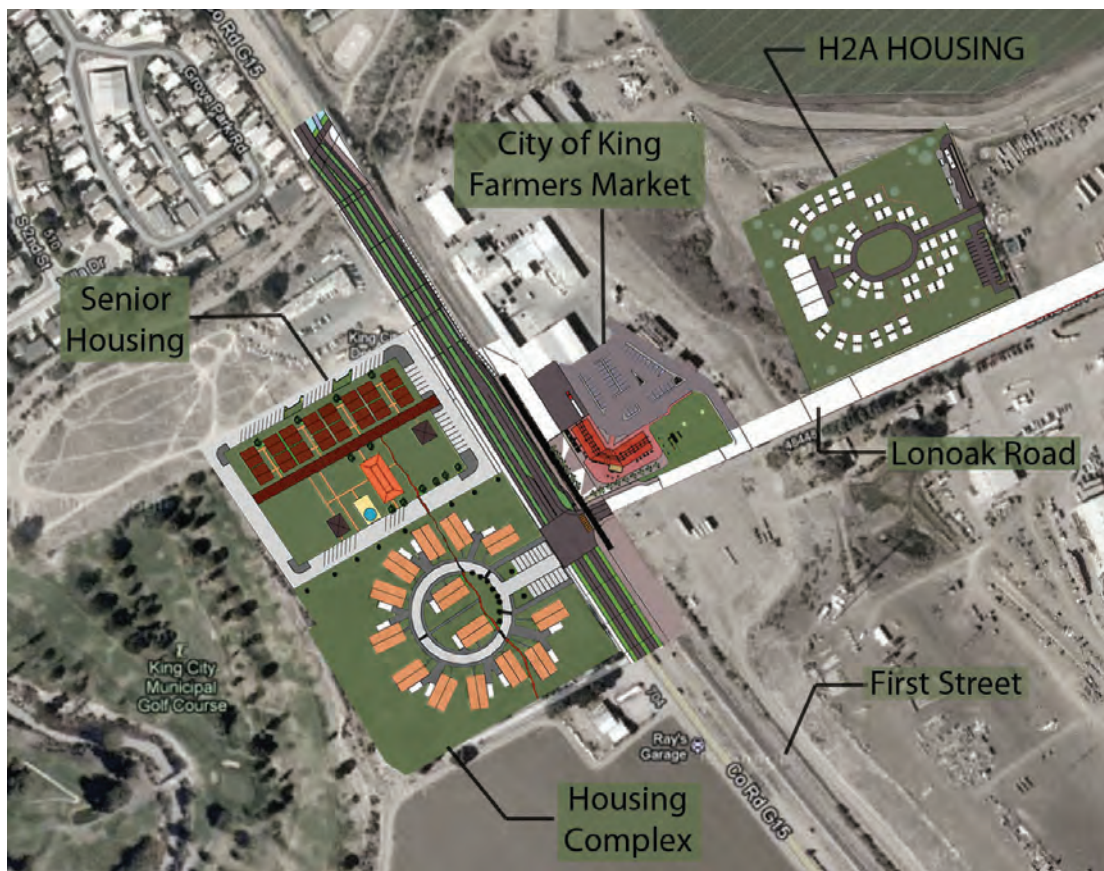


Fig. 6.22: Illustrative siteplan of the housing and farmers market area



## DEVELOPMENT CHART

	Building	Structures	Stories	Land Use	Building Height	Square Footage	Total	Parking Provided
1	H2A Housing	30	1	Residential	10	800	24,000	16
2	H2A Community Center/Administration	1	2	Residential	30	11,200		n/a
3	Farmers Market	1	1	Commercial	25	8,672.5		42
4	Senior Housing	16	1	Residential	16	440	7,040	50
5	Senior Housing Community Center	1	1	Residential	25	1,800		n/a
6	Senior Housing Main Office	1	1	Residential	18	575		n/a
7	Senior Housing Nurse's Station	1	1	Residential	18	500		n/a
8	Single-Family Residential	14	1	Residential	18	1,125	15,750	30

### Farmers Market

Located on the corner of First Street and Lonoak Road, the proposed City of King's Farmers Market will provide a venue for local farmers and craftsmen to sell their goods. City of King has a rich artisan and agriculture community that is underrepresented, and a permanent market building will support the local community by enhancing economic opportunities, promote local produce and crafts, attract outside visitors and create a social gathering space. The prominent corner location is ideal, as it is easily visible from First Street and motorists driving into town. It is also convenient for local residents to access it by car, bike or walking.

The design of the Farmers Market building is based on old markets. Its open, light metal structure features a higher central skylight. The span between columns is modulated to facilitate a variety of uses. The building is organized in two wings and a central body. It features 32 stalls distributed along the wings that can be utilized by different types of vendors on designated market day. The design of the building and its structure can accommodate growth within the existing site, and expansion of the wings can be easily accomplished. The open floor plan promotes easy passage throughout the structure and makes the goods on display visible to cars driving on First Street (Fig. 6.3).

The central body holds the main entrance lobby, the administration, restrooms, and a small eatery. It has a special canopy to welcome passers-by and emphasize the entryway. A public plaza is located at the front of the central body, accenting the role of the market within the city and generating a new social gathering place (Fig 6.24). At the end of one of the wings, a loading/unloading deck area accommodates large delivery trucks. The Farmers Market's proximity of the future truck route makes it a convenient location easily accessible from the surrounding farms and from Highway 101. The truck bay has the capacity to unload 3 full-size semi-trucks at the same time (Fig 6.25).

Parking will accommodate 48 vehicles with the possibility of expansion towards the large open space bordering Lonoak Road. This open space will temporarily serve as a small park for children and features a landscaped playground and seating. A passenger drop-off zone is conveniently located at the back of the building (Fig. 6.26).



Fig. 6.23: Lightweight, modular metal structure for easy organization and expansion in the future. The structure allows trellis and spaces for seating.

Fig. 6.24: Market entry and public plaza at the front area.

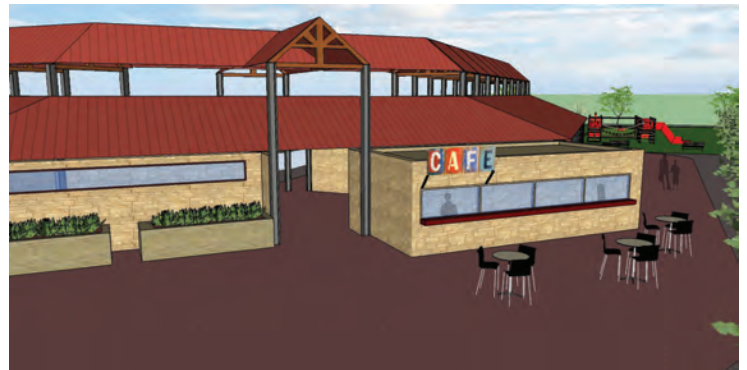


Fig. 6.25: View of Farmers Market from top of the bluff showing First Street and new housing.

Fig. 6.26: Parking and playground for children, showing the space for expansion of one of the market's wings.



### Residential Development

The proposed residential development along First Street is located across from the Farmers Market and includes a senior housing complex and a group of single-family homes.

The Senior Housing complex will accommodate 16 units with 2 bedrooms. It is designed so that the elderly may have an individualized space of their own, but retain a sense of community. The complex includes a building for the main office, an on-site nurse's station, a clubhouse and a pool. A community garden provides plenty of landscaped areas with seating, tables for chess play, and a space for bocce. The design is developed to encourage interactions between residents. A wide open space overlooks the golf course and provides a connection to a proposed public park next to the complex (Fig. 6.27).

The major pathways structure the design of the Senior Housing complex. The main pathway transects the site and is also accessible for emergency vehicles. It intersects the path leading to the commercial plaza, allowing residents to have easy and safe access to daily needs. Another pedestrian pathway connects all the houses and various buildings together. In front of the complex, a traffic light permits a connection to the Farmers Market across First Street. Next to the Senior Housing complex, a group of 14 single family homes is proposed. This development is arranged around a circle in order to enhance sense of community and centralize the buildings with a large, green open space. Houses are sited so that each two can share the car driveway into the respective carports so as to diminish the visual impact of the garages onto the street (Fig. 6.28).



*Fig. 6.27: Senior housing with amenities such as pool, bocce lawn, clubhouse, nurse station and a main office.*

*Fig. 6.28: Single family homes*



## H2A Workers Housing

The City of King is one of the major sources of fresh produce in the country, and agriculture is a vital part of its economy. Due to the size and production output of some of the ranches, extra work is generally necessary to complete some of the production, particularly on a seasonal basis. Therefore, a focus on housing for workers is fundamental for the city and its economy as the community continues to expand and grow. To help agricultural production, the U.S. Government has stepped in to help privately owned companies receive extra manpower to complete projects through a special visa granting program. This program allows nonimmigrant foreign farmworkers (but not their families) to come to the US and work as agricultural labor during peak seasons on a temporary basis.

The First Street Redevelopment Plan includes the first H2A Housing Project in the City of King. Its proposed location is in the site of the current housing complex known as Collegetown, on the Lonoak Road bluff above the proposed Farmers Market (Fig. 6.29).

This is an excellent location due to its proximity to First Street, the city and its downtown, and also to the new truck by-pass which is planned to run along its south-west limit. At this location, workers will have easy and fast access into the agricultural fields.

The H2A complex is planned to house 320 nonimmigrant farm workers. There will be 30 dwelling units each with the capacity to house up to 6 farm workers. The front of the property would be located on the proposed truck by-pass where bus docks and shelters will facilitate the daily movement of workers (Fig 6.30).



Fig. 6.29: H2A workers housing on the bluff overlooking towards First Street

The separate housing pattern gives the feeling of a home-like environment (Fig. 6.31). The complex is laid out in a circular pattern allowing for abundant open space for relaxation and recreational use. This pattern also facilitates the expansion of the complex by the addition of new residential units (Fig. 6.32).

A building with a community center and the administration is located at the rear of the property culminating in a visual axis that connects the street through the central landscaped areas. The building will contain the administrative center, the manager’s apartment on the second level, and community rooms and spaces on the first level. These include a large kitchen, a large space for relaxation, events and media, card rooms, and laundry facilities (Fig. 6.33).



Fig. 6.30: Service bus stop area.



Fig. 6.32: Central oval facilitating communal and recreational activities.



Fig. 6.31: Floor plan of one living unit housing 3-4 workers

Fig. 6.33: Community center and administrative building is located at terminus of main axis from the street.



### 6.5 Downtown Core: Transit Center and Mixed Use

Design team: Shaun Prestige and Ryan Safty

“In America, our great archetype is the main street, which is not really a center. It’s just a flow. It’s a movement corridor, and you have to yell across the street because there isn’t a place in the middle. There isn’t a social commons that you can attain and occupy.” Mark Lakeman

The South First Street Corridor connects Highway 101 with King City’s downtown, specifically Broadway Street and the proposed Downtown Addition project. Currently the corridor is underutilized, suffers from heavy trucking traffic and has been cited by residents as needing major improvements in its appearance do the city justice as a gateway into the city. Our tema was assigned was assigned the task of creating a solution for the downtown core precinct which runs along First Street from the San Lorenzo Creek to the intersection with Broadway Street (Fig. 6.34).



Fig. 6.34: Key plan showing the Downtown Core design precinct.

This section of the corridor has been defined as both a gateway and a filter in that any proposed development should help acclimate travelers to a more dense and vibrant downtown and announce the beginning of the downtown district. To reinforce the concept of a gateway filter the project area has further been subdivided into specific areas of interest: the Multi Modal Transit Center Development and the Walkable Mixed Use Corridor (Fig. 6.35). The proposal includes the transit station, a parking garage, a hotel, town houses, a public building, three commercial/office buildings, four mixed-use buildings, a business park with five buildings, and numerous pedestrian plazas and pocket parks (see page 55). The



Fig. 6.35: Conceptual Diagram of Downtown Core showing distribution of land uses and linkages.

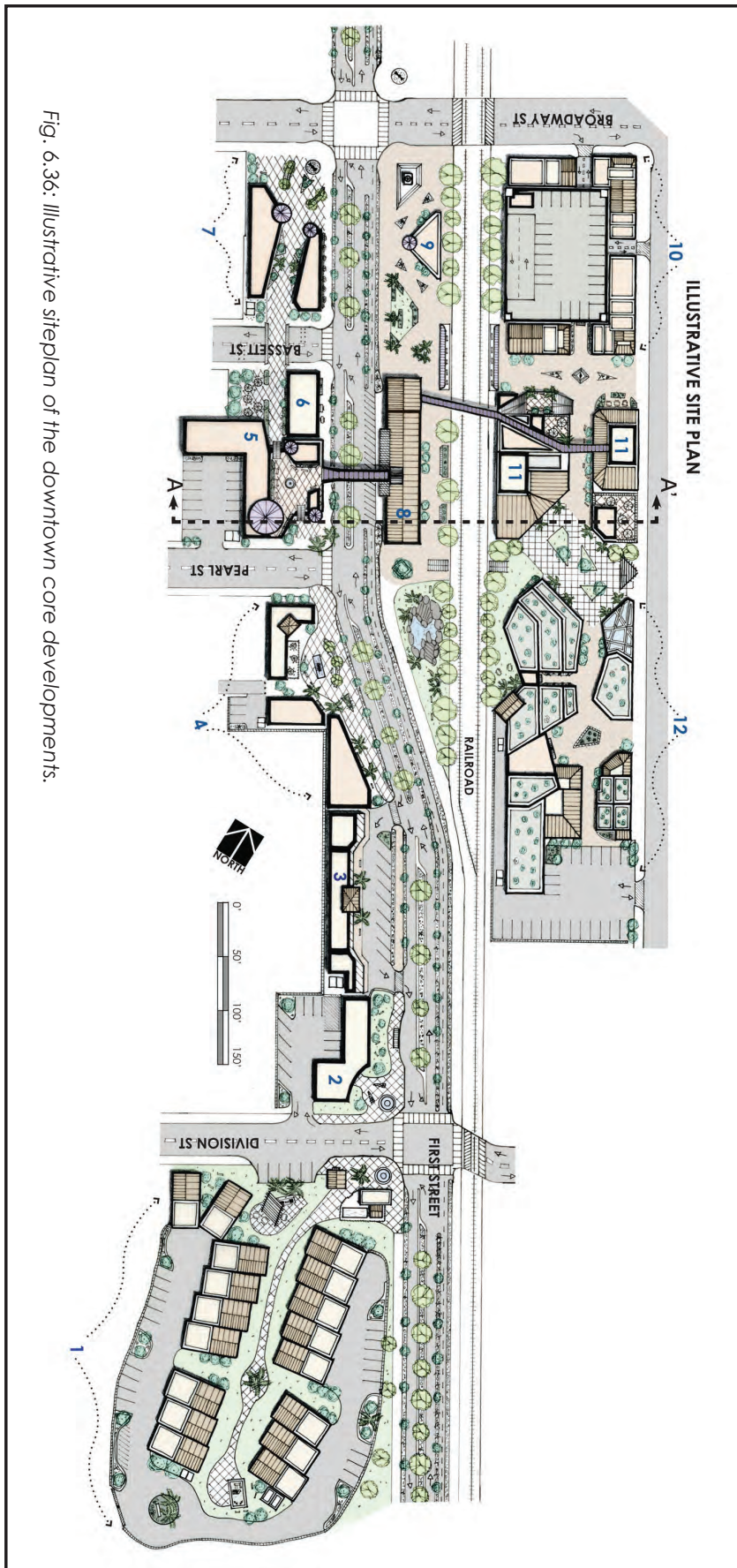


Fig. 6.36: Illustrative siteplan of the downtown core developments.

Built Section	Land Use	Description	Number of Units	Built Size	Total Square Footage	Parking
1	Residential	Town Homes	17	2 story	56,100 s.f.	62
2	Public	Library	1	2 story	6,850 s.f.	11 * ~
3	Mixed Use	Retail/ Office	1	2 story	6,400 s.f.	8 *
4	Commercial	Retail, Dining	3	2 story	10,720 s.f.	3 * ~
5	Commercial (Visitor)	Hotel, 2nd story plaza	1	2 story	15,525 s.f.	15 * ~
6	Mixed Use	Dining/ Residential	1	2 story	3,900 s.f.	0 * ~
7	Commercial	Retail	2	2 story	9,730 s.f.	0 * ~
8	Transportation	Multi-Modal Transit Station	1	2 story	11,690 s.f.	0 *
9	Commercial	Transit Plaza	1	1 story	660 s.f.	0 *
10	Mixed Use	Parking Garage	1	3 story	40,500 s.f.	est. 250
11	Commercial	Retail/ Residential	4	3-4 story	30,975 s.f.	0 *
11	Commercial	Retail, Dining	2	2-3 story	29,725 s.f.	0 *
12	Office	Business Park	5	1-2 story	45,350 s.f.	24 * ~

\* denotes parking in Parking Garage  
 ~ denotes on-street parking

## Multi - Modal Transit Center

The Multimodal Transit center has a distinct combination of memorable architecture and habitable public space that will make it a desirable destination. Its importance as a node will improve the linkage between First Street, the future Downtown Addition Project, the rest of the city and the region. Features that will help realize the goals for the project include.

- A transit center for both Train and Bus operations as well as retail, bicycle storage and showering facilities for commuters. It is installed in a revamped existing warehouse, profiting from its architectural image and linking it to the city's culture. The building is connected to South Street's bike lanes and will have approximately 11,690 square feet.
- Public spaces that will serve as living rooms for the community and foyers for businesses.
- Retail on the ground floor to support the vitality of public spaces.
- Distinct and exiting architecture that is reflective of King City's history of evolution and change.
- Suspended pedestrian walkways connecting the Transit Center building to a retail center across First Street, to the east-side train platform, and to the mixed use commercial and office building on the east side.
- Located near a parking structure located on the east side of the railroad.



*Fig. 6.37: View of the multi modal transit center and surrounding development, showing the pedestrian walkways over the railtracks and First Street.*



## Court House Office Space

In accordance with the plan for the Downtown Addition project space needs to be provided for the associated office space requirements that are connected with the proposed siting of a courthouse. The Court House Office Space project was cited between the commercial section of the transit center and the existing housing east of First Street with the intention of making transit and the county courthouse highly accessible to the offices. Elements that will help realize the goals for the project include:

- Pedestrian streets, where the architectural massing and the landscaping are responsive to the human scale, that link office space with places for retail, places for outdoor dining and socialization, the transit center and the court house (Fig. 6.38).
- Use of natural materials and green roof to create a calming more humane working environment (Fig 6.39).



Fig. 6.38: Outdoor dining area on elevated plaza which connects directly to transit center through the pedestrian walkway.



Fig. 6.39: Outdoor linear park along First Street with trellis/buffers separating from the railtracks on the right.

### ***Walkable Mixed Use Corridor***

If the Transit Center is the node of the site then the proposed mixed use strip from Division to Broadway is the path that ties the surrounding neighborhoods, the downtown and the outer segments of First Street together. Elements of the project include:

- A gateway plaza and civic building at the Corner of First Street and Division Street to serve as an entrance to first street for residents.
- Accessible parking that does not impede visual and physical connections between business and the street. A parking structure (three stories with an estimated capacity for 250 vehicles) will be provided “wrapped up” with mixed-use and commercial buildings. Pedestrian spaces will connect the Transit Center to the parking garage.
- A variety of architectural styles and building height
- Public gathering spaces and outdoor space for businesses.



*Fig. 6.40: Pedestrian walkway and plaza area.*



*Fig. 6.41: The plaza at the corner of Broadway and First Street looking towards the Transit Station.*

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**APPENDICES**

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# What do you want for First Street? ¿Qué quieres para First Street?

## Community Workshop

First Street Corridor  
Master Plan

What do you like in First Street?  
What don't you like in First Street?  
What do you want to see in First Street?

Saturday  
October 1st  
10am - 12pm



at / en City Hall  
212 South Vanderhurst Ave.  
King City, CA 93930



## Taller Comunitario

Plan Maestro de  
First Street

Qué le gusta en First Street?  
Qué no le gusta en First Street?  
Qué le gustaria ver en First Street?

Sabado  
1 de Octubre  
10am a 12 pm

For more information on upcoming community workshops contact the Community Development Department at (831) 386-5916 or [maguilar@kingcity.com](mailto:maguilar@kingcity.com).  
Para mas informacion sobre talleres comunitarios llamar al Departamento de Desarrollo Comunitario a (831) 386-5916 o [maguilar@kingcity.com](mailto:maguilar@kingcity.com).

**CITY OF KING – SOUTH FIRST STREET MASTER PLAN - COMMUNITY WORKSHOP  
October 1 (10:00-12:00)**

**WORKSHOP ACTIVITIES**

*Workshop participants sign in, get name tags, take refreshments and are seated at tables (5 to 7 participants per table).*

**I. INTRODUCTIONS – 15 min**

- **Introduction** – city planning staff: *Doreen / Maricruz - 5 min.*
  - *A title slide with the name of the project, Community Workshop, time and place will be projected on the screen as people come in.*
- **Introduction** – Cal Poly: *Vicente - 5 min.*
  - *A slide with the class/Department/instructors information;*
  - *A slide illustrating a “Road Map” of the planning and design process.*
- **Overview of Workshop** – purpose, expected outcomes, agenda. Cal Poly: *MC - 5 min.*
  - *A slide with the Workshop agenda.*

**II. WORKSHOP ACTIVITIES – 1:30 hour**

- *Facilitators (2 per table) introduce themselves and restate what needs to be accomplished;*
- *Workshop participants seated at the table introduce themselves;*
- *Facilitators explain ground rules including times allocated for each topic of discussion;*
- *Group selects a presenter (recording will be done by Cal Poly students).*

**II.1. Questionnaire – 15 min.**

- *Survey (English / Spanish) will be available on each table for the participants to fill out.*

**II.2. Group Discussions – Mapping Exercise – 60 min.**

Questions for the Mapping Exercise

1. What do you like about First Street / what would you like to keep there?
2. What existing features would you like to change in First Street?
3. What is missing / what would you like to see added / changed there in the future?

- *Groups are given time to discuss each question: 5 minutes for each question*
- *Group discussions are facilitated by the students;*
- *A student writes the results of discussions in the easel pad sheet (one page per question);*
- *Participants are asked to make notations on the base map using color dots and color markers: green for positive (1), red for negative (2), and blue for proposals (3): 5 minutes for each question*
- *At the end of the discussion the group will reach consensus on three top items for each question. 5 minutes*
- *Student writes all top items on a note pad on the easel (one page per question).*



**City of King: South First Street Corridor Master Plan**  
**Community Survey – October 1, 2011**

Your opinions matter! You can help shape the future of South First Street by filling out this survey. For each question, please circle one or more choices, as indicated, or write your answer in the space provided.

1. What are your gender and your age? Please tick the relevant answers.

Male                       24 or under                       35-44                       55-64  
 Female                       25-34                       45-54                       65 and older

2. How do you normally travel around the city?

Driving \_\_\_  
Public Transport/ Car Pool \_\_\_  
Cycling \_\_\_  
Walking \_\_\_  
Other \_\_\_\_\_

3. How often do you go to South First Street?

I live in that area \_\_\_  
Once a week \_\_\_  
Twice a week \_\_\_  
Three times a week \_\_\_  
Every day \_\_\_  
Never \_\_\_  
Other \_\_\_\_\_

4. If you go to South First Street what do you normally do there? Check all that apply:

Work \_\_\_ Eat \_\_\_ Shop \_\_\_ Leisure Activities \_\_\_ Meet friends \_\_\_  
Other \_\_\_\_\_

5. What would you most like to see made available in First Street South? (Choose the 3 most important for you)

Groceries \_\_\_  
Clothing \_\_\_  
Appliances \_\_\_  
Hardware \_\_\_  
Dining/Entertainment \_\_\_  
Gasoline \_\_\_  
Health Services \_\_\_  
Personal Services \_\_\_  
Housing \_\_\_  
Park \_\_\_



Other (what?)

\_\_\_\_\_

6. How would you describe City of King to someone who has never been here? What are its most important aspects?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. What comes to your mind when you think of South First Street?

\_\_\_\_\_  
\_\_\_\_\_

8. What do you like about South First Street? (please list top 3 items)

\_\_\_\_\_  
\_\_\_\_\_

9. What are the characteristics of South First Street that you like to **keep**? (please list top 3 items)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. What aspects of South First Street that you like to **change**? (please list top 3 items)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. What would you like to **add** to South First Street? (please list top 3 items)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Do you feel safe walking along South First Street?

Yes \_\_\_ No \_\_\_

If no, why? \_\_\_\_\_

\_\_\_\_\_

13. Is bicycle safety along South First Street a concern for you?

Yes \_\_\_ No \_\_\_

If yes, how could it be improved?

\_\_\_\_\_

\_\_\_\_\_

14. Is there anything else you want to tell us concerning the future of South First Street?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## City of King: Plano Maestro de South First Street Corridor

### Encuesta Comunitaria – Octubre 1, 2011

Tus opiniones son importantes! Puedes ayudar a formar el futuro de South First Street al llenar esta encuesta. Para cada pregunta, por marque las respuestas como indicado, o escriba la respuesta en la sección listada.

1. Por favor marca las respuestas relevantes.

- |                                  |                                     |                                |                                     |
|----------------------------------|-------------------------------------|--------------------------------|-------------------------------------|
| <input type="checkbox"/> Hombre  | <input type="checkbox"/> 24 o menor | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 55-64      |
| <input type="checkbox"/> Mujeres | <input type="checkbox"/> 25-34      | <input type="checkbox"/> 45-54 | <input type="checkbox"/> 65 o mayor |

1. Como te locomueves en la ciudad?

- El carro \_\_\_  
 Autobus o en carro de amigo \_\_\_  
 Bicicleta \_\_\_  
 Caminando \_\_\_  
 Otro \_\_\_\_\_

2. Con cual frecuencia vas a South First Street?

- Yo vivo en esa área \_\_\_  
 Un vez por semana \_\_\_  
 Dos veces por semana \_\_\_  
 Tres veces por semana \_\_\_  
 Todos los días \_\_\_  
 Nunca \_\_\_  
 Otro \_\_\_\_\_

3. Que haces normalmente en South First Street? Marca todos que aplican:

- Trabajo \_\_\_ Comer \_\_\_ Ir de compras \_\_\_ Actividades de ocio \_\_\_ Socializar \_\_\_  
 Otro \_\_\_\_\_

4. Cuales servicios le gustaria estar disponibles en South First Street? (Escojes los tres mas importantes)

- Abarrotes \_\_\_  
 Ropa \_\_\_  
 Aparatos de casa \_\_\_  
 Ferreteria \_\_\_  
 Cena/Entretenimiento \_\_\_  
 Gasolina \_\_\_

Servicios de salud \_\_\_\_

Servicios personales \_\_\_\_

Viviendas \_\_\_\_

Parques \_\_\_\_

Otro (que?) \_\_\_\_\_

5. Cómo describirías City of King a alguien que no conoce la ciudad? Cuáles son sus aspectos importantes?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Que piensas de South First Street?

\_\_\_\_\_  
\_\_\_\_\_

7. Qué cosas le gusta sobre South First Street? (por favor lista 3 cosas)

\_\_\_\_\_  
\_\_\_\_\_

8. Quales aspectos de South First Street le gustaría que permanezcan? (por favor lista 3 cosas)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Que aspectos de South First Street le gustaría cambiar? (por favor lista 3 cosas)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Que le gustaría **agregar** a South First Street? (por favor lista 3 cosas)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Te sientes seguro en South First Street?

Si \_\_\_\_ No \_\_\_\_

Si no, porque? \_\_\_\_\_

\_\_\_\_\_

12. Te preocupa que andar en bicicleta por South First Street sea seguro?

Si \_\_\_\_ No \_\_\_\_

Si si, como podemos mejorar? \_\_\_\_\_

\_\_\_\_\_

14. Tienes otros comentarios sobre el futuro de South First Street?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## BUILDINGS AND LOTS SURVEY

Number in map: \_\_\_\_\_ Researcher \_\_\_\_\_

Vacant lot \_\_\_\_\_ (well \_\_\_\_\_ not well \_\_\_\_\_ maintained)

### Conditions of Buildings and Lots

		Building 1	Building 2	Building 3		
<b>Number of stories</b> <i>(ground floor counts as one)</i>						
<b>Approximate height</b>						
<b>Type of Use</b>	1st floor					
	2nd story					
	3rd story					
<b>Yards</b> <i>(set backs)</i>	Front					
	Left					
	Right					
<b>Prevailing façade materials</b>						
<b>Prevailing façade color</b>						
<b>Maintenance</b> <i>(good, average, bad)</i>						
<b>Historical/cultural significance</b>						
<b>On-site parking</b> <i>(total)</i>						

Insert representative photograph(s) of the buildings here

**Conditions of the Public Realm**

	yes	no	
<b>Sidewalk</b>			Average width from curb/pavement to lot/building:
<b>Curb</b>			
<b>Paved</b>			Specify type and color:
<b>Conditions</b> <i>(good, average, bad)</i>			
<b>Street furniture</b> <i>(locate in map)</i>			Specify:
<b>Trees</b> <i>(locate in map)</i>			Specify:
<b>Vegetation</b> <i>(locate in map)</i>			Specify:
<b>On-street parking</b>			Parallel ____ Angled ____ Number of cars ____

**Other conditions:**

Insert representartive photograph(s) of public realm here

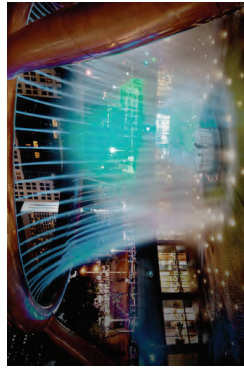
# Design Research & Case Studies

Ryan Safty, Peter Vasilieff, Trent Sanson  
CRP 341 - Fall 2011 - del Rio

## Imageability



Imageability can be simply described as how distinct and memorable a place is. The accompanying picture was taken from Santana Row Shopping Center in San Jose, CA. The picture is of a courtyard within the Santana Row where patrons are able to relax and meet with friends. This site and picture demonstrates imageability through the multitude of colors, different facades on the surrounding structures, the lush vegetation, and the environment the area provides; it is distinct and memorable.



A place of imageability should be distinguished through a high sense of identity creating a lasting image for that particular place. This image is an example of imageability because of the main water feature. The environment of this place is depicted through an architectural feature that captures attention through movement and various lighting. Unique features such as this one can create more business by getting more people to get out and possibly spend some money while enjoying the site.



Santana Row: San Jose, CA. According to Ewing's Urban Design Qualities, Imageability is defined as "the quality of a place that makes it distinct, recognizable and memorable." (Ewing) The picture shown exemplifies this quality. The high-rising mixed use Borders seems to almost be the focus of the entire Santana Row project, and in so creates a lasting impression on visitors. When people think of Santana Row, this picture comes to mind.

## Legibility



Legibility is the ability of a place to sustain and encourage pedestrian travel through easy understanding of the area. Orenco Station in Hillsboro, Oregon is a project that helps demonstrate the design quality of legibility. The picture selected demonstrates how pedestrians are able to easily see how many blocks, streets, crosswalks, and much more; by being able to see what is ahead of you makes the place much easier to travel, which creates an easy understanding and therefore legibility.



A place of legibility should consist of a comfortable pedestrian environment where people can easily find their way around town. This image reflects legibility because of spatial order between buildings, pedestrian amenities, and unique building designs so that the user of that place knows where they are constantly using structures as reference points. Also the place in this image has a pedestrian boulevard directing pedestrian traffic to reflect legibility.



Fruitvale Village: Oakland, CA. According to Ewing, Legibility "refers to the ease with which the spatial structure of a place can be understood and navigated as a whole." (Ewing) In order for a site to be successfully legible, it must readily give visitors a sense of orientation. As seen in the photo, Fruitvale Village incorporated this design concept very well. The project is pedestrian orientated, with walkways going along the perimeter and also cutting directly through, which makes it easy to navigate around. Also, the main plaza is intelligently located right in the center core of the project. Simply put, the organization of Fruitvale makes sense.

# Design Research & Case Studies

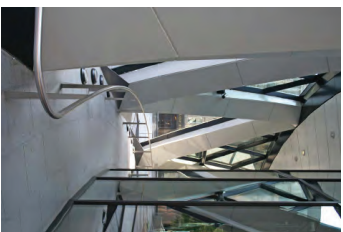
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## Enclosure



Enclosure is how effective a public space or place is able to define different areas of that space or place. Mizner Park in Boca Raton, Florida is able to demonstrate the design quality that is enclosure. As seen in the picture, there are a variety of different public places within one larger public space. There is a park, commercial space, public roadways, pedestrian paths, and even gazebos that all implement different design elements to make each area distinct from the other.



A place of enclosure should be defined by physical structures proportional to one another, which create a sense of comfort from a room like feeling. This building named 30 St Mary Ave by Foster and Partners reflects the quality enclosure by the architectural elements throughout the building. In this particular place of the building a walkway is defined by a railing, architectural design, glass, and lighting. These features are the physical features of this project that create a room like feeling.



Santana Row: San Jose, CA. Enclosure is an important quality to keep in mind when designing streetscapes. In Ewing's table of Urban Design Qualities, "Enclosure" is defined as "the degree to which streets and other public spaces are visually defined" (Ewing). This image from Santana Row depicts this perfectly. The buildings on each side of the street serve almost as walls of a room to the urban streetscape. The buildings clearly define the street, and their heights sit proportional to the width of the street.

## Human Scale



Human Scale is how easy and comfortable it is for people to navigate in large spaces. Santana Row Shopping Center in San Jose, CA has been able to accomplish the design quality of human scale. By adding planters and benches and outdoor seating Santana Row has been able to make patrons comfortable. Also having an awning covering pedestrian paths makes the place seem smaller than it actually is, bringing it closer to human scale.



A place of human scale should be defined by the relationship between humans and the physical environment. Physical structures should compliment pedestrians creating an environment suitable for people. In this place human scale is reflected by how the side walk is proportional to the buildings and street. Also trees, seating and other design elements all match the proportion to pedestrians.



Downtown Santa Barbara, CA. The design concept "Human Scale" refers to how well the area is built to accommodate humans. It deals with how successfully the physical elements of the site match up proportionally to the size of man. This picture from Santa Barbara was clearly built with humans in mind. The overhangs from the trees are all cut to accommodate and allow human activity. The sidewalks are all lined with planters and trees to separate vehicular and pedestrian traffic to help pedestrians feel comfortable. Also, there is outside seating to encourage human activity.

# City of King

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## Transparency

Transparency is how easy it is for people to be able to see what lies beyond them. Santana Row in San Jose has been able to bring transparency in a variety of ways throughout the project. One example is the passageway found in the accompanying picture. Through the use of glass panes and wide path openings people are able to see what lies out beyond them, bringing transparency to the project.



A place of transparency should have the elements of being able to see activity beyond public space. In Hiroshima the Genbaku Dome by Kenzo Tange reflects transparency because the way the pedestrian boulevard is organized. The boulevard is designed with various spaces that are lined up and visible from one another. From the spot in the picture you are able to see beyond public spaces, to the dome and then beyond that.

Downtown Santa Barbara, CA. Transparency as a design element deals with creating a place that is easy to perceive. It deals with "the degree to which people can see or perceive human activity beyond the edge." (Ewing) In the photo, the entrance to this public plaza is large, inviting and open. As opposed to a smaller entry way, this one makes it very apparent that human presence lies right beyond the corner.



## Linkage

Linkages are visual and physical connections between destination points within a place. Rio Cidade in Brazil has been able to capture this design quality. In the accompanying picture one can see the multitude of different connections; there are bus routes, car routes, designated crosswalks and much more. With the combination of all the design elements, Rio Cidade has been able to demonstrate linkages.



A place of Linkage should consist of various connections for pedestrian to create a comfortable transition between spaces. The Economist building by Alison and Peter Smithson is an example of Linkage because of this connection between streets. The connection leads perpendicular from street to street with a public space in between.



Santana Row: San Jose, CA. The urban design quality titled "Linkage" refers to how well certain pieces of a streetscape are tied together. In the image associated with this quality, taken from Santana Row, one can see the urban area and all of its physical features designed in accordance with each other. The trees and buildings both rise to nearly the same level and both seem to line up in the same direction, parallel to each other.



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## City of King

### Coherence



Coherence is a sense of visual order. Orenco Station in Hillsboro, Oregon has been able to demonstrate coherence through the layout of structures, streets, etc. One can see in the image how the trees are planted in distinct rows, grass separates the sidewalk from the street, there are even more vegetative buffers from the sidewalk to the structures, the crosswalks are a different material than the rest of the street, and much more. These elements working together demonstrate coherence by keeping everything distinct from each other and in visual order.



A place of coherence should consist of visual order created by the arrangement of buildings and materials. A good example of a project that exhibits coherence is the Salk Institute in San Diego, designed by Louis Kahn. The organization of structures in this project along with concrete material creates an orderly, geometrical design that complements human activity.



Downtown Santa Barbara, CA. Coherence is very simply defined by Ewing as a "sense of visual order." (Ewing) This picture is clearly successful in this design element. The buildings to the left are on equal levels with each other, and at the same time have almost equal massing with the trees on the right. Also, the building signs, flags, and street lights are all on the same level with each other. These all contribute to giving this area a very consistent character.

### Complexity



Complexity is the visual richness of a place. A place that demonstrates this well is the Downtown in Walnut Creek, CA. Just within one block in the downtown area, there are 4 different facades on one larger building. There are also different types of vegetation planted along the way. There is also wide variety of different stores providing a different ambience outside and within each one. Through bringing a variety of businesses together and providing visual richness, Walnut Creek's downtown area is able to demonstrate complexity.



A place of complexity should consist of a variety of visual elements from building ornamentation to landscape design and human activity. This place consists of a variety of landscaping, pedestrian amenities and complex design elements like bio swales. There is also a variety of colors creating a complex visual experience for the user of the place. Bridges, walkways and seating provide for human activity to create a more complex environment.



Santana Row: San Jose, CA. Complexity, another important design quality, can be simply defined as the visual richness of an urban area. This shot from Santana Row depicts this perfectly. As one can see, there are several different types of building styles, trees, planters, and sidewalk styles in just this half block section of the site. What makes this area a successful depiction of Complexity is how even with the vast variety of styles and plants used, the area works extremely well as a whole. It is diverse, yet unified.

urban design qualities



Chicago, IL

This separated bike lane in Chicago, Illinois shows the navigation through the streets. The direction is easily defined with the parked cars on one side and lined trees on the other. Also to help with the sense of navigation and orientation are the lines of the buildings, cars, and trees.

legibility

Pioneer Courthouse in Portland, Oregon creatively combines many features to create a successful public space. Although the plaza combines water features and many architectural elements, the purpose of each of these elements is easily understood. The amphitheatre areas dually serve as stairs and seating. Connection points through the Pioneer Courthouse make the space easily navigable.



Portland, OR



Ferrera, Italy

The lined-trees in Ferrera, Italy create a closed environment. It brings out an ambience feel. This space can be used for recreational reasons or a gathering area for the community. The seatings can be part of the area that relates more to a group setting, but it can also have a more personal atmosphere.

enclosure

Pearl Street Mall in Boulder, Colorado successfully creates a sense of enclosure using building scale as well as streetscaping. The bordering restaurants use awnings as well as railings to physically, but not visually, enclose their patio spaces. Trees and buildings enclose but do not dominate the space. Although the space is large, intimate areas are created where pedestrians can enjoy the public area.



Boulder, CO

crp 341 megan keith. michelle bokeo.

urban design qualities

transparency



Cambridge, MA

On the campus of the University of Cambridge in Massachusetts the streetscaping is open allowing visibility in all directions. For a university visibility is highly important because it is easier to promote student activities. The landscaping provides a wall to heighten the perspectives; there are also small lawn areas that create openings.

Riverwalk and Waterplace Park in Providence, Rhode Island is a very popular public space that offers free concerts, art displays and other public events. The space is a good example of transparency. Although some areas of the space are semi-enclosed, there are still many viewpoints and places where people can perceive activity outside of the area. For example, the surrounding buildings and waterway create a sense of openness and a glimpse into what is occurring outside of the park.



Providence, RI

complexity



San Jose, CA

Santana Row in San Jose, California has many aesthetically public furniture and ornamentations on the street. The architecture of shops is also different from one another. Landscaping with the lined-trees and plant pots are visually appealing to the shopping block. There are multiple patterns and activities occurring on Santana Row, but the overall look is still cohesive.



Boston, MA

Harvard Square in Boston is a very old public space that has evolved over time. This square is complex because it contains many types of activities and a variety of building heights and styles. In the background, there are large buildings. At the heart of the square are small vendors. Street life and traffic converge successfully in this area.

crp 341 megan keith. michelle bokeo.

urban design qualities

imageability



New York City, NY

High Line Park in New York City is a distinctive and memorable public space. It displays image ability because it is easily recognized. The High-Line is a mile and a half long elevated park in New York City. It is one of the only parks of its kind and features unique landscaping.

Chico, California has this water feature in the core of downtown that makes it very distinct and memorable location. The water feature that shoots up captivates attention from pedestrians, drivers, and bikers within the area. Benches and trees in the surroundings compliment the water feature.



Chico, CA

human scale



San Jose, CA

This outdoor area is found in San Jose, CA. The structure of the building and storefront expresses human scale. The shop also includes low signage that is hung low contributing to the scale level. Lighting from the restaurants are short which helps influence the proportion of human scale. The tables along the edge keep the area feeling like pedestrian friendly.

This small street in Durham, New Hampshire exemplifies human scale. The building height and scale of the awnings create a friendly environment. Trees along the street as well as street furniture contribute to maintaining the small-scale feeling.



Durham, NH

crp 341 megan keith. michelle bokeo.

## urban design qualities

### linkage



London

This streetscaping, Oxford Circus, is found in London it is one of the busiest intersection. The diagonal crossing provides a different kind of linkage for the pedestrians crossing from one end to the other. Not only is it a linkage for pedestrians, but vehicles and buses also are present through the intersection, directions are clear and distinct. This kind of streetscaping keeps the intersection flowing smoothly.



In Fort Collins, Colorado, consistency in streetscaping and crosswalks create linkage along College Avenue. The trees, benches and pavers that line each street encourage and guide people to continue walking along the street. Overhanging trees and bordering businesses/restaurants define the space and create a clear path along the entire street corridor.



Denver, CO

This photograph from the 16th Street Mall in Denver, Colorado exemplifies coherence. Because of the consistency in paving materials used, there is a sense of continuity and a visual order in this public space. The repetition of paving materials, tree type and street furniture contributes to the success of the 16th Street Mall as a place for public transportation and well as shopping. The use of the same materials visually establishes a sense of place for visitors. It provides a clear entrance and exit to the site.

### coherence



Greenwood, IN

This is a plaza in Greenwood, Illinois. It characterizes coherence because the structure and set up is consistent throughout the plaza. The street furniture and plants are also evenly spaced out, elongating the plaza. The outdoor seating reciprocates well with the street furniture and building. The height of the buildings is also consistent in scale. The paving of the plaza keeps the same pattern continuously.

crp 341 megan keith. michelle bokeo.

# Imageability



The Transamerica Pyramid in San Francisco shows “the quality of a place that makes it distinct, recognizable, and memorable” (Ewing et al.). When looking at the San Francisco skyline the Transamerica Pyramid captures and holds your attention. This specific building gives the city its character and is recognizable against any city skyline due to its incredible and innovative shape. This building is also located in the heart of San Francisco and you can see it at almost every point in the city due to its height and location, which truly does create “a lasting impression” (Ewing et al.).



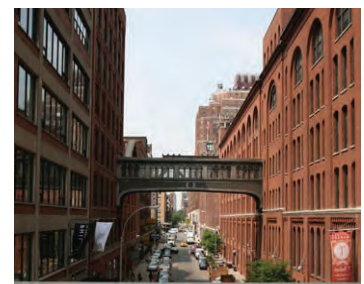
Bourbon Street in the French Quarter of New Orleans, Louisiana is one of the first and oldest streets in the United States serves as an excellent example of imageability. This street is the birth palace of Jazz and has influenced much of the culture of the south. The street has a variety of shops, uses, and venues, but is mainly known for its reputation as the 24/7 street that never sleeps. During the end of the 18th century fires destroyed much of the French Quarter and this district of Bourbon Street. Rebuilding began around 1795 and was done in Spanish style with wrought iron balconies and central courtyards. All of the architectural elements, historical buildings, narrow alleys, large thriving courtyards, and energetic bursts of people and music help to set the stage for great imageability.

# Legibility

The San Francisco Ferry Building is easily understood to be a landmark in which people can navigate where they are based on where their sight of the tower is. You cannot see it throughout the entire city; however, when you are downtown on Market Street, or even on the Embarcadero, the sight of the Ferry Building will be able to lead you to the San Francisco Bay along with the other attractions that are surrounding it. Access to the Ferry Building is extremely pedestrian friendly and “provides travelers with a sense of orientation and relative location and by physical elements that serve as reference points” (Ewing et al.). When exiting the Ferry Building, you cross the street and it connects you to a large plaza which eventually connects you to the heart of San Francisco’s downtown and Financial District.



The grid present in Manhattan displays many positive attributes associated with the Urban design quality of Legibility. This grid serves as an easy way for pedestrians, bikes, and cars to navigate such a huge metropolis. Within a navigable grid, markers and reference points are needed for orientation purposes. This image looks east from the highline in the Chelsea area of the city and provides two physical elements as such reference points, the highline itself and the connecting sky bridge in the distance. These elements help to highlight this part of the grid, and distinguish it from the neighboring blocks.



The street level below in this image also shows a good degree of pedestrian legibility. There is a defined place for pedestrians and trees within the space with an established relationship to the buildings.



# Enclosure



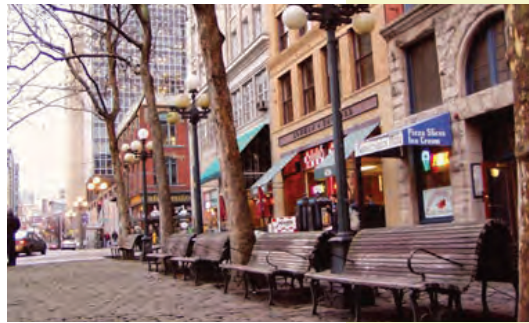
Central Park in New York is the eye in a storm. This park gives pedestrians a break from the pavement and skyscrapers, and allows the public to relax by a pond and be able to escape the stresses the city can bring. Central park is enclosed by the entire city of New York, and in comparison to its surrounding landscape, central park is a diamond in the rough. The scale of the park versus the city that is encompassing it is extreme. However, the size of the park is able to withstand the size of the surrounding city. Without having such a large park in that area, it wouldn't serve such a great purpose because the city would still be able to overwhelm the park as a whole and stop is from serving its true purpose.



Paley Park is a very small pocket park in Midtown New York City on 5th Avenue which provides a place or a peaceful respite from the hustle and bustle of the surrounding city. In a sense this space can be considered an outside enclosure, a place to be and an outdoor communal dining room. While not technically an enclosure at all, due to its positioning between high rise buildings, it seems to be a void subtracted from the greater whole of its streetscape. In relation to the surrounding towers this place has a very small footprint that is accompanied by a ceiling of sorts of open air. The actual park has waterfall and vegetation walls which are only about one story in height. But from a standing position the walls of the park are visually extended and continued by the other buildings.

# Human Scale

When walking along the street in downtown Seattle, the street furniture and stores and their relationships with the surrounding buildings work very well with the scale of the streetscape. There are two places for pedestrians to walk on either side of the benches along with having wide sidewalks. The texture on the pavement also brings design to this streetscape along with the landscaping along the sidewalk.



This is another image of the highline restoration project in New York City. This image shows connections to the original reason and historical use for the highline in this Chelsea neighborhood in Manhattan at the end of the 19th Century. The building on the left is the old meat packing building that the trains were delivering items to. Therefore, the elevated track cuts goes through this buildings. Both the size of the opening of this building and the use of large public lounging benches help to give this space a good sense of human scale. Additionally, the many texture and visual elements from the perspective of the pedestrian: the richness of the brick, texture of the concrete, diversity of the plant life, and patterns in the walkway surface.



# Transparency



Pioneer Square in Portland has a large amphitheater in one corner of the square. When you are submerged in the amphitheater, it is hard to distinguish what is truly beyond the top of the last step. However, once you reach the top you are also shown a wall of columns which creates another barrier from the city and the surrounding streetscape. This, in turn, creates the transparency effect because when you look over the top of the amphitheater "people can see or perceive human activity beyond the edge" (Ewing et al.).



Moments along Manhattans Highline project also highlight the importance and presence of transparency in architecture and public spaces. As people are walking down the highline they can imagine and perceive what is ahead of them, at least to some degree. They have views along the entire walk of other people, cars, places, and events throughout the city. To the west they have visual access to the many activities that take place on the Hudson. The views to the east are varied, with a sampling of the hustle and rush of the city. As this picture shows, looking and walking anling the highline to the north or South includes a great variety in visual experiences. In this image the walker has a sense of visual transparency to the path and city beyond, and even though a hotel. It shows the hierarchy of importance in this situation. The walker here has priority over the building,

# Linkage

The Bridge of Aspirations in London shows the connection between the Royal Ballet School and the Royal Opera House on Floral Street. This unified the two buildings which were separated by a busy street before. From a pedestrian's standpoint, this bridge is visually very pleasing and creates an art sculpture lifted in the street. This bridge not only creates unity, but is also a beautiful addition to the city. The construction of this bridge is also very complex; it consists of a series of aluminum square frames that twist around the platform connection the two buildings.



The city of Lucerne in Switzerland is a great place to study the idea of Linkage as an urban design quality. This city has many both physical, symbolic, and implied linkages. Visually there are numerous bridges which connect the two sides of the city over Reuss River. Symbolically new and older sections of the town are spanned by these numerous bridges. The architecture and transit center of this city also provide a sense of Linkage to other urban and rural areas around the country. Furthermore the more modern architecture serves to try to draw in a diverse population, locals and visitors alike to all aspects of the city, [particularly public buildings and museums]. The linkages throughout the city also continue in to the more residential areas and provide excellent public and pedestrian transportation.

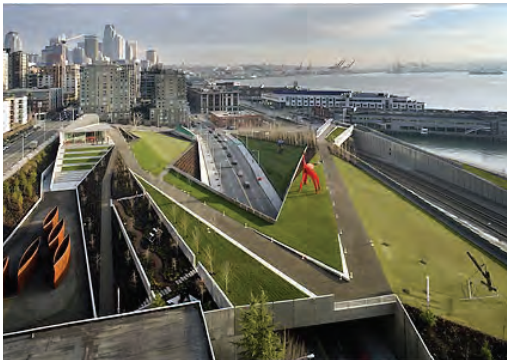




# Complexity



Pioneer Square in Portland has a very multifaceted design. Not only is it used as an amphitheater for concerts or just a place of leisure, it also has a tunnel which serves as a connection point to the next block along with additional transportation services. Pioneer Square also has a vast variety of landscaping which includes landscaped art, along with having the usual landscaping of trees and flowers to accentuate the square and its beautiful features. Pioneer Square has a lot of diversity that can suit the needs of the public. If you are eating lunch there or just walking by, this square can be flexible enough to meet the needs of anyone.



The Olympic Sculpture Park is a place that I think is a great example of aspiring modern complexity. Throughout history this seems to have been done effortlessly, although it is apparent that many factors and people help to shape these places. The Olympic Sculpture Park in Seattle combines many different architectural elements, details, scales, landscapes, ornamentation, styles, and population groups. Many different types of people interact here where a series of sculpture gardens connect to public view spots and seating areas, a portion for the Seattle Art Museum, a visitors Center and café, as well as a public outdoor music venue. The park that connects the Seattle Waterfront and Puget Sound to the Seattle Center, Belltown, and the public walk ways that lead to the Pike Place Market in downtown Seattle. This space has views to the Cascade Mountain ranges, the skyscrapers of the downtown streets, and the passing boats on the Sound.

Seaside, Florida is one of the first communities that used new urbanism as their type of design approach. When using this new approach, they truly knew how to build the character of this space by specifically arranging the streets and houses to create the best possible use of this community. To integrate the neighborhood, they constructed a circle which connects almost all of the streets in this neighborhood to one centralized point. There is also consistent and visually pleasing landscaping throughout the entire streetscape. Overall, there is a sense of order in this community; the houses are all similar, yet not exactly the same. This also creates a sense of unity and consistency throughout this community as a whole, while being able to stay away from being conformed to only one specific design.

While the small city of Venice has been deemed many names as the “City of Water”, “City of Masks”, “The Floating City” “the City of Canals”, and is even deemed by some as “The Most Beautiful City in the World”. It is also a great example of a city that displays a great sense of coherence. Due to the era, color, origin, style, and character of most of the buildings and public spaces in the city, there is a sense of visual order. The scale of the city is relatively uniform, in large part due to the limitations of space and the geographical and topological bounds of the space that the environment could allow. The street activities, the nightlife, the street furniture, bridges, and all the elements of the city work together to form one coherent whole. While many of the specific details and architectural styles are from very different periods and movements in history, the scale of the city, public parks and squares, the canal systems, and the people who inhabit the spaces and the streets are what really give the city its unity.

# Coherence

