City of King

West Broadway Master Plan

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CITY OF KING
WEST BROADWAY
MASTER PLAN

EL PLAN DE MAESTRO DEL WEST BROADWAY

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KING CITY
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TABLE OF CONTENTS

1. Project Overview **1**

1.1 Purpose of Plan 3
1.2 Project Area 3
1.3 Existing Conditions 9
1.4 Challenges & Opportunities 13

2. Participation Process **17**

2.1 Stakeholder Interviews 19
2.2 Community Workshops 27

3. Preferred Plan **35**

3.1 Preferred Plan Goals 37
3.2 Area Concept 39
3.3 Highway Serving District (HSD) 41
3.4 Mixed-Commercial District (MCD) 49
3.5 Mixed-Use Residential District (MRD) 57
3.6 Implementation Strategies 65

4. Circulation **67**

4.1 Existing Conditions 69
4.2 Policy Recommendations 81

5. Development Standards **87**

5.1 Regulating Plan 89
5.2 Zone Descriptions 91
5.3 Building Standards: Building Placement 93
5.4 Building Standards: Height and Lots 95
5.5 Building Standards: Encroachments and Frontages 97
5.6 Parking Standards 99
5.7 Allowed Land Uses and Permit Requirements 101
5.8 Frontage Types 105
5.9 Miscellaneous Standards 117
5.10 Glossary 119

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LIST OF FIGURES

1. Project Overview

Figure 1.1 Location of City of King in California and Monterey County 3
Figure 1.2 Current and Historic Highway 101 5
Figure 1.3 Existing Zoning Districts Near the Plan Area 5
Figure 1.4 Map of Current Planning Projects 7
Figure 1.5 Map of Existing Amenities in the City 9
Figure 1.6 Historic Robert Stanton Theater 9
Figure 1.7 Map of Building Stock In and Around the Plan Area 11
Figure 1.8 Plan Area Vacant Parcels 13
Figure 1.9 Plan Area Street Map 13
Figure 1.10 Unfriendly Pedestrian Environment 15
Figure 1.11 City Owned Vacant Parcel 15

2. Participation Process

Figure 2.1 Overview of the Public Participation Process 19
Figure 2.2 Stakeholder Interview Result Summaries 21
Figure 2.3 Images of the Community Workshop at the City's Farmers' Market 25
Figure 2.4 Economic Focused Alternative 29
Figure 2.5 Housing Focused Alternative 33

3. Preferred Plan

Figure 3.1 Map of Existing Building Stock in and Around the Plan Area 37
Figure 3.2 Plan Area Districts Map 39
Figure 3.3 Parcels in the HSD 41
Figure 3.4 Opportunity Sites Fronting Broadway Street 43
Figure 3.5 Opportunity Sites at the Intersection of San Antonio Drive and Broadway Street 43
Figure 3.6 Opportunity Site at the Corner of Broadway Street and Franciscan 43
Figure 3.7 Preferred Build-Out for the HSD 45
Figure 3.8 Opportunities for HSD Located on an Aerial Map with Current Conditions 45
Figure 3.9 Appropriate Building Massing for Street Facing Hotel/Convention Center 47
Figure 3.10 Example of a Roundabout 47
Figure 3.11 Mixed-Use Infill 47
Figure 3.12 Parcels in the MCD 49
Figure 3.13 Opportunity Site at the Corner of Franciscan Way and Broadway Street 51
Figure 3.14 Opportunity Site Mid-block between Broadway Street and Canal Street 51
Figure 3.15 Opportunity Site on the Southeast Corner of Broadway Street and Canal Street 51
Figure 3.16 Preferred Build-Out for MCD 53

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LIST OF FIGURES, CONTINUED

Figure 3.17 Opportunities for MCD Located on an Aerial Map with Current Conditions 53
Figure 3.18 Mixed-Use Development 55
Figure 3.19 New Development with a Prominently Featured Paseo 55
Figure 3.20 Parking Lot Infill 55
Figure 3.21 Parcels in the MRD 57
Figure 3.22 Old Motel on Broadway Street in the MRD 59
Figure 3.23 Motel Opportunity Site 59
Figure 3.24 Opportunity Site on Broadway Street Between Canal Street and Mildred Avenue 59
Figure 3.25 Preferred Build-Out for MRD 61
Figure 3.26 Opportunities for MRD Located on an Aerial Map with Current Conditions 61
Figure 3.27 Rehabilitated Hotel 63
Figure 3.28 Appropriate High-Density Housing 63
Figure 3.29 Street-Fronting Medium-Density Housing with Sufficient Parking 63

4. Circulation

Figure 4.1 Existing Circulation in a Citywide Context 69
Figure 4.2 Streets in the Plan Area 69
Figure 4.3 Means of Transportation to Work, 2005-2009 71
Figure 4.4 Travel Time to Work, by Number of Commuters, 2005-2009 71
Figure 4.5 Travel Time to Work, by Means of Transportation, 2005-2009 71
Figure 4.6 Map of Existing Circulation Conditions in the Plan Area 77
Figure 4.7 Suggested Lane Addition Between Mildred Avenue and Canal Street 79
Figure 4.8 Potential Broadway Street Alignment with Bicycle Lanes 81
Figure 4.9 Potential New Streets in the Plan Area 83
Figure 4.10 Complicated Intersection of West Broadway Street and San Antonio Drive 85

LIST OF TABLES

1. Project Overview

Table 1.1 Current Highway Service District Development Standards 5

2. Participation Process

Table 2.1 West Broadway Plan Area Improvements, by Rank 23
Table 2.2 West Broadway Plan Area Improvements, by Category 23

3. Preferred Plan

Figure 3.1 Plan Area District Concepts 39

4. Circulation

Figure 4.1 Existing Pedestrian and Bicycle Level of Service 73

APPENDICES

APPENDIX A: Stakeholder Interview Survey Instrument 128
APPENDIX B: Stakeholder Interview Summary Results 129
APPENDIX C: October 20, 2010 Workshop Summary 136
APPENDIX D: Smart Growth 140
APPENDIX E: Circulation Concept Plan Maps 142

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1. Project Overview

Chapter Overview

The West Broadway Master Plan (WBMP, or Plan) is a tool for shaping the built environment on Broadway Street west of San Lorenzo Avenue (Plan Area), the northern gateway to the City of King (City).

This Chapter summarizes the purpose of the WBMP, as well as pertinent information about the Plan Area and the City.

In This Chapter:

1.1 PURPOSE OF PLAN

1.2 PROJECT AREA

1.3 EXISTING CONDITIONS

1.4 CHALLENGES & OPPORTUNITIES

1. DESCRIPCIÓN DEL PROYECTO

RESUMEN DEL CAPÍTULO

El Plan Maestro del Oeste de Broadway (WBMP, o Plan) es una herramienta para configurar el entorno del oeste de Broadway, cual sirve como la puerta del norte de la Ciudad del Rey (Ciudad).

Este capítulo es un resumen del propósito del Plan Maestro, así como información pertinente sobre los planes dentro de esta área y la ciudad.

> The [City of King's] local economy, housing, and streetscapes have deteriorated, and a revitalization plan for the area offers an opportunity to consolidate and strengthen a number of on-going housing and economic development efforts in the community. [...] The City has a unique opportunity to plan revitalization of this area that encourages mixed-uses and commercial space, invigorates the minority businesses located in the area, and improves the living conditions of low-income minority residents.
>
> -City of King, West Broadway Master Plan
> Caltrans Environmental Justice Grant Application

1.1 PURPOSE OF PLAN

In early 2010, the City was awarded a Caltrans Environmental Justice Grant for strategic planning on the west end of Broadway Street. According to the grant requirement, "The Project must include analysis of recommendations for existing development and circulation patterns, improved bicycle and pedestrian linkages, mixed-use and pedestrian-oriented standards and guidelines, and a public participation program."

The WBMP abuts the Historic Corridor Revitalization Plan (HCRP) Area, a previous planning endeavor funded by a Caltrans Environmental Justice Grant. The WBMP seeks to create a seamless transition between the auto-oriented uses adjacent to Highway 101, and the more pedestrian-oriented environment of the HCRP Plan Area. In 2011, the City was awarded another grant to prepare a First Street Corridor Master Plan. When all three Master Plans are completed, the corridor from Highway 101 in the north (Broadway Street exit) to Highway 101 in the south (First Street exit) will be completely planned.

Extensive public participation, City guidance, background research, and grant requirements have all contributed to the focus and content of the Plan. In particular, the Plan aims to enhance circulation patterns and increase pedestrian and bicycle accessibility. The Plan also suggests new development regulations to encourage a compact built form while simultaneously revitalizing the social and economic health of the area.

The WBMP provides guidance for enhancing business opportunities; access to jobs and shopping for underserved residents; recommendations for redevelopment and infill projects; implementation programs; and circulation and streetscape improvements for transit, pedestrians, and bicyclists. The Plan also takes another step in completing a strategically planned corridor that stretches the length of the City's primary commercial corridor.

1.2 PROJECT AREA

LOCATION AND DEMOGRAPHICS

The City of King is located on Highway 101 in the Salinas Valley, 155 miles south of San Francisco and 277 miles north of Los Angeles. Figure 1.1 illustrates the City's location in relation to major cities in and around Monterey County.

Figure 1.1 Location of City of King in California and Monterey County

1.1 OBJETIVO DEL PLAN

A principios del 2010, la Ciudad recibió una subvención Justicia Ambiental del departamento de Caltrans para la planificación estratégica en el oeste de la calle Broadway. De acuerdo con el requisito de la subvención, "El proyecto debe incluir el análisis de las recomendaciones del desarrollo existente y los patrones de circulación, de bicicleta y mejorar los vínculos peatonales, de uso mixto y las normas orientadas al peatón, y un programa de participación pública."

El WBMP vecina el Plan de Revivir el Corredor Histórico (HCRP). HCRP fue un proyecto de planificación fundado por una subvención Justicia Ambiental de Caltrans . El WBMP busca crear una transición sin fisuras entre los usos de auto orientados para la autopista 101, entorno a los usos más orientado a los peatones dentro del área del HCRP. En 2011, la Ciudad recibió otra subvención para preparar un Plan Maestro de la calle Primera. Cuando los tres planes maestros se han completado, el corredor de la autopista 101 en el norte (Broadway) de la autopista 101 en el sur (la calle primera) estará completamente planificada.

Amplia participación de público, la orientación ciudad, la investigación de fondo, y los requisitos de la subvención, han contribuido a la orientación y el contenido del Plan. En particular, el Plan tiene como objetivo mejorar los modos de circulación, y aumentar la accesibilidad para los peatones y la bicicleta. El Plan también propone nuevas normas en desarrollo para formar construction mas compacta al mismo tiempo revitalizar la salud social y económica dentro de la zona.

El Plan del Oeste de Broadway provee una guía para mejorar las oportunidades de negocios, y mejorar el acceso a puestos de trabajo y de compras para los residentes; recomendaciones para los proyectos de reurbanización y de relleno, los programas de aplicación, mejorar circulación de tránsito, peatones y ciclistas. El Plan también da un paso más en la realización de un corredor estratégico previsto que se extiende de la calle primaria al centro comercial de la ciudad.

1.2 LA ZONA DEL PROYECTO

LOCALIZACIÓN Y DEMOGRÁFICA

La Ciudad del Rey está situada en la carretera 101 en el Valle de Salinas, 155 kilómetros al sur de San Francisco y 277 millas al norte de Los Ángeles. Figura 1.1 ilustra la ubicación de la Ciudad en relación a las principales ciudades y sus alrededores del Condado de Monterey.

El crecimiento demográfico en la ciudad ha sido relativamente lento desde el 2000. Entre los años 2000 y 2006, la población total aumentó por un por ciento (1%), a 11,225 personas. No se sabe si el crecimiento en la población es debido a el número de inmigrantes de otros países. La población de la ciudad representa el dos por ciento (2%) de la población total del Condado. La Asociación de Gobiernos del Área de la Bahía de Monterey (AMBAG) proyecta la población en la Ciudad en incremento del 120% en 2035, a 24,726 personas. En el año 2000, el 80% de la Ciudad se reporto como hispano. Adicionalmente, la ciudad tiene muchas familias hispanas que ganan menos de $ 35,000 al año, colocándolos de ingresos muy bajos (HCD de 2008).

Algunas de las familias con ingresos muy bajos viven en el parque de casas movibles o también común llamadas "trailas" de bajos ingresos en el Oeste de Broadway o en una habitación en uno

Population growth in the City has been relatively slow since 2000. Between 2000 and 2006, total population increased one percent, to 11,225 people. However the City suspects that growth and the population may be somewhat higher due to undocumented immigration. The City's population makes up two percent of the total population of the County. The Association of Monterey Bay Area Governments (AMBAG) projects population in the City will increase 120 percent by 2035, to 24,726 people. In the year 2000, 80 percent of the City self-reported as Hispanic. Additionally, the City has many Hispanic families that make less than $35,000 a year, placing them below the very-low income threshold (HCD, 2008).

Some of these very-low income families live in the low-income trailer park on Broadway Street or in a room in one of the motels, some of which are currently and informally being used for affordable housing. These housing areas have overcrowding, health, and safety issues. The Plan Area also contains King City High School, which means that over 900 students move through the Plan Area every school day, and the local cemetery, which generates concentrated traffic during burial ceremonies.

PROJECT LOCATION

The Plan Area is located on the west end of the City, bordered by San Antonio Drive to the south and San Lorenzo Avenue to the north. The major commercial thoroughfare through the Plan Area is Broadway Street. West Broadway has direct access to Highway 101 via the Broadway Street on-ramp (see Figure 1.4).

Historic and Present Highway 101 Map

Figure 1.2 Current and Historic Highway 101 in Relation to the WBMP Project Area

Existing Zoning Map (Districts)

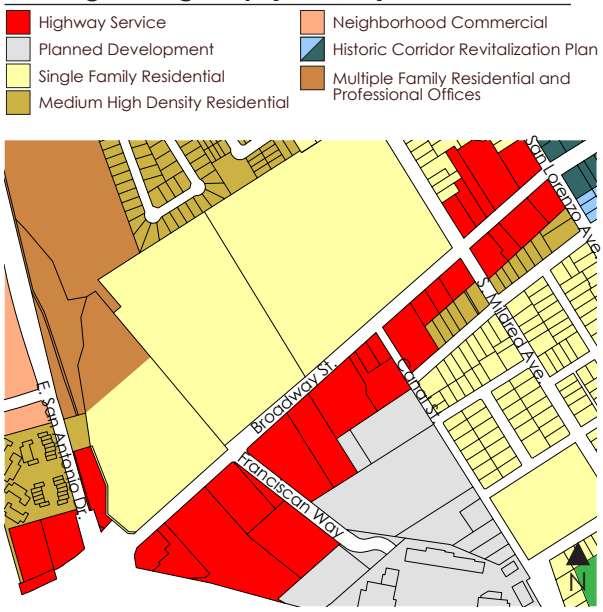


Figure 1.3 Existing Zoning Districts near the Plan Area

Table 1.1 Current Highway Service District Development Standards

Max. Height	30'
Max. Stories	2
Max. Lot Coverage	< 50%
Front Setback	10' min.
Side Setback, Interior Lot	10' min.
Side Setback, Corner Lot	20' min.
Rear Setback	10' min.

de los tres moteles que están actualmente en la calle Broadway y de manera informal se utiliza para viviendas accesibles. Estas áreas de la vivienda tienen problemas de salud porque tienen una grande multitud de personas por cuarto u/o vivienda, y también problemas de seguridad y violencia. El Oeste de Broadway también contiene la primaria de King City High School, lo que significa que más de 900 estudiantes se mueven a través del oeste de Broadway todos los días escolares. También dentro de esta área esta el cementerio local que genera una gran concentración del tráfico durante las ceremonias de entierro.

UBICACIÓN DEL PROYECTO

El Plan Maestro del Oeste de Broadway (West Broadway, o Area del Plan) se encuentra en el extremo oeste de la ciudad, rodeada por San Antonio Drive hacia el sur y la avenida San Lorenzo hacia el norte. La vía comercial mas importante a través del Área del Plan es la calle Broadway. El Oeste de Broadway tiene acceso directo a la autopista 101 a través de la calle y rampa Broadway (ver Figura 1.2).

PLAN AREA LAND USE HISTORY

From the early 1900's through 1968, Highway 101 ran through the heart of the City of King, along part of First Street and the entire length of Broadway street. Most of the buildings built prior to 1968 were constructed with the intention of serving vehicles passing through town (See Figure 1.2). This development pattern continued when the most recent zoning ordnance was adopted in 1973, which designated many parcels along Broadway Street as "Highway Service District" (HSD). This zoning designation explicitly seeks to, "provide a district for vehicular-oriented uses" (City of King, Municipal Code, Section 17.26.010). Every Parcel in the project area is currently zoned Highway Service District. Figure 1.3 illustrates current zoning in the Plan Area. Table 1.1 outlines current development standards on West Broadway (for a brief history of the City and the downtown area, see *City of King Historic Corridor Revitalization Plan and Form-Based Code*, page 5).

Figure 1.4 Map of Current Planning Projects

RELATION TO CURRENT PLANNING PROJECTS

The Plan Area lies adjacent to the HCRP Plan Area, which connects to the Downtown Addition Specific Plan and the proposed First Street Corridor Master Plan. Figure 1.4 shows the Plan in the context of these projects.

Historic Corridor Revitalization Plan

In 2009 the City of King was awarded a Caltrans Environmental Justice Grant for strategic planning for the City's historic downtown. The HCRP addresses building design, civic improvements, and streetscapes for the stretch of Broadway Street from First Street to San Lorenzo Avenue. The HCRP was adopted as an ordinance by City Council in January 2011. In order to maintain a coherent and consistent planning corridor, HCRP development standards were used as a tool to calibrate WBMP development standards. HCRP outreach materials regarding appropriate building types, design guidelines, and streetscapes were also used as data in the WBMP planning process.

ÁREA DEL PLAN Y LA HISTORIA DEL USO TERRENAL

Desde principios de 1900 hasta 1968, la autopista 101 pasaba por el corazón de la Ciudad del Rey, a lo largo de parte de la calle Primera y la longitud total de la calle Broadway. La mayoría de los edificios construidos antes de 1968 se construyeron con la intención de servir a los vehículos que pasan por la ciudad. Este modo de desarrollo continuo en los artefactos de zonificación más reciente fue aprobada en 1973, la cual se designó a lo largo de muchas parcelas de la calle Broadway como "Distrito para el Servicio de Autopista" (HSD). Esta designación de zonificación busca, "proporcionar un distrito para uso orientados al vehiculo" (Ciudad del Rey, del Código Municipal, la Sección 17.26.010). Cada parcela en El Plan está designada dentro del Distrito para el Servicio de Autopista. Figura 1.3 ilustra la zonificación actual en el Área de Planificación. Tabla 1.1 es un resume de las normas actuales de desarrollo en el oeste de Broadway (para una breve historia de la ciudad y el centro de la ciudad, ver el Plan de Revivir el Corredor Histórico basada en formularios de código, página 5).

RELACIÓN CON LOS PROYECTOS ACTUALES DE PLANIFICACIÓN,

El Plan Maestro del Oeste de Broadway esta al lado de del Corredor Histórico, que conecta con el Plan Mestro de la calle Primera. Figura 1.4 muestra el Plan en el contexto de estos dos proyectos. El proceso de planificación incluyen una exhaustiva revisión de estos planes, con un énfasis en el Corredor Histórico debido a su proximidad al Área de Planificación para el Oeste de Broadway.

Plan de Revitalizar el Corredor Histórico

En 2009 la Ciudad del Rey recibió un subvención de Justicia Ambiental de Caltrans para planificar estratégicas para el centro histórico de la ciudad. El HCRP tiene direcciones de diseño para los edificios, identifica como mejorar áreas cívicas, y como mejorar las calle Broadway al medio de la calle Primera y la avenida de San Lorenzo. En enero del 2011 el HCRP fue adoptado por ordenanza por el Concejo Municipal. A fin de mantener un corredor coherente y consistente, usamos normas del HCRP que fueron utilizadas como herramienta para calibrar las normas de WBMP. También las normas de diseño y materiales fueron obtenidas del HCRP para en el proceso de planificación de WBMP.

El Plan Específico de la Adición Central

El Plan Específico de la adición central (Plan Específico) es un nuevo barrio propuesto de usos mixtos junto al Corredor Histórico. El Plan Específico incluye las normas de desarrollo para nuevas viviendas, edificios comerciales, de los paisajes y espacios públicos. La adición central está diseñada para conectarse con el Corredor Histórico, que se extiende la red de la Ciudad y traerá nuevos desarrollos residenciales a poca distancia de los negocios en el Corredor Histórico.

El Plan Especifico de la Adición Central fue aprobada por la Comisión de Planificación, en febrero de 2011.

Existing Amenities Map

Figure 1.5 Map of Existing Amenities in the City

Figure 1.6 Historic Robert Stanton Theater

Downtown Addition Specific Plan

The Downtown Addition Specific Plan (Specific Plan) proposes a mixed-use neighborhood adjacent to the HCRP. The Specific Plan includes development standards for new housing, commercial buildings, streetscapes, and public spaces. The Downtown Addition is designed to connect to the Historic Corridor, extending the City's street network and bringing new residential development within walking distance to businesses in the Historic Corridor. The Specific Plan was approved by the Planning Commission in February 2011.

First Street Corridor Master Plan

In 2010 the City of King received a third Caltrans Environmental Justice Grant to develop a Master Plan for First Street, extending from the HCRP Plan Area south to Highway 101. The First Street Corridor Master Plan creates a continuous corridor of planning areas between the City's two Highway 101 exits. This planning effort will begin in late 2011. One of the purposes of the plan is planning for a new passenger rail station (see Section 1.3).

1.3 EXISTING CONDITIONS

EXISTING AMENITIES

Public Amenities

The Plan Area is adjacent to King City High School and the King City Cemetery. Within the King City High School grounds is the Robert Stanton Theater (Figure 1.6). Constructed in 1939, the theater is on the National Register of Historic places. The Plan Area is also served by the George L. Mee Memorial Hospital, which can be accessed from Franciscan Way, off of Broadway Street. Mee Memorial Hospital is a full-service not-for-profit organization serving southern Monterey County.

El Plan Maestro del la Calle Primera

En el 2010, la Ciudad del Rey recibió una tercer subvención Justicia Ambiental de Caltrans para crear un Plan Maestro para la calle Primera, que se extiende desde el area de HCRP Plan a el sur de la autopista 101. El Plan Maestro de la calle Primera crea un corredor continuo entre dos áreas de la ciudad. Este esfuerzo de planeación se iniciará a mediados del 2011. Uno de los objetivos del este plan una propuesta estación de trenes de pasajeros (véase la sección 1.3).

1.3 CONDICIONES EXISTENTES

SERVICIOS PRESENTES

Servicios públicos

En los planes del área se encuentra la primaria King City High School y el Cementerio de ciudad. Dentro del la primaria también se encuentra el Teatro de Robert Stanton (Figura 1.6). Construido en 1939, el teatro esta Nacionalmente Registrado como Lugares Históricos. El Plan también se estira para incluir el Hospital Memorial George L. Mee (Mee Memorial Hospital) el cual puede accederse desde el Camino Franciscan, a las afueras del oeste de la calle Broadway. Mee Memorial Hospital es no-lucrativa y provee servicios completos sirviendo el sur del Condado de Monterey.

Ferrocarril de Pasajeros

Servicio de ferrocarril para pasajeros es un componente importante para el crecimiento económico y el desarrollo en la ciudad. La comunidad a demostrado su apoyo a una nueva estación. La Ciudad está trabajando con las agencias y las organizaciones para identificar los fondos, coordinar los permisos y determinar la mejor ubicación para una nueva estación de tren. Figura 1.5 muestra una propuesta área para la estación de tren.

Passenger Rail

Passenger rail service is an important component for economic growth and development in the City, and the community is supportive of a new station. The City is working with the appropriate agencies and organizations to identify funding, coordinate permitting, and determine the best location for a new train depot. Figure 1.5 shows the general vicinity proposed for the new train depot.

Other City Amenities

Additional local and visitor-serving amenities include the Mesa del Rey Airport, the Salinas Valley Fairgrounds and the King City Municipal Golf Course. The City is also served by San Lorenzo County Park, San Antonio Park, and King City Park. These City amenities are shown in Figure 1.5.

BUILDING STOCK

Existing Development

As Figure 1.3 illustrates, the entire project area is currently zoned as Highway Service District (HSD). This zoning designation requires large set backs, large quantities of on-site parking, and limits development to two stories (see Table 1.1). The intent of this designation was to provide an auto-centric built environment. As a result, the planning area lacks a feeling of enclosure, has few pedestrian amenities, and does not have a distinct identity. Figure 1.7 shows current building massing in the Plan Area. Massing reflects the auto-oriented environment established by existing development standards.

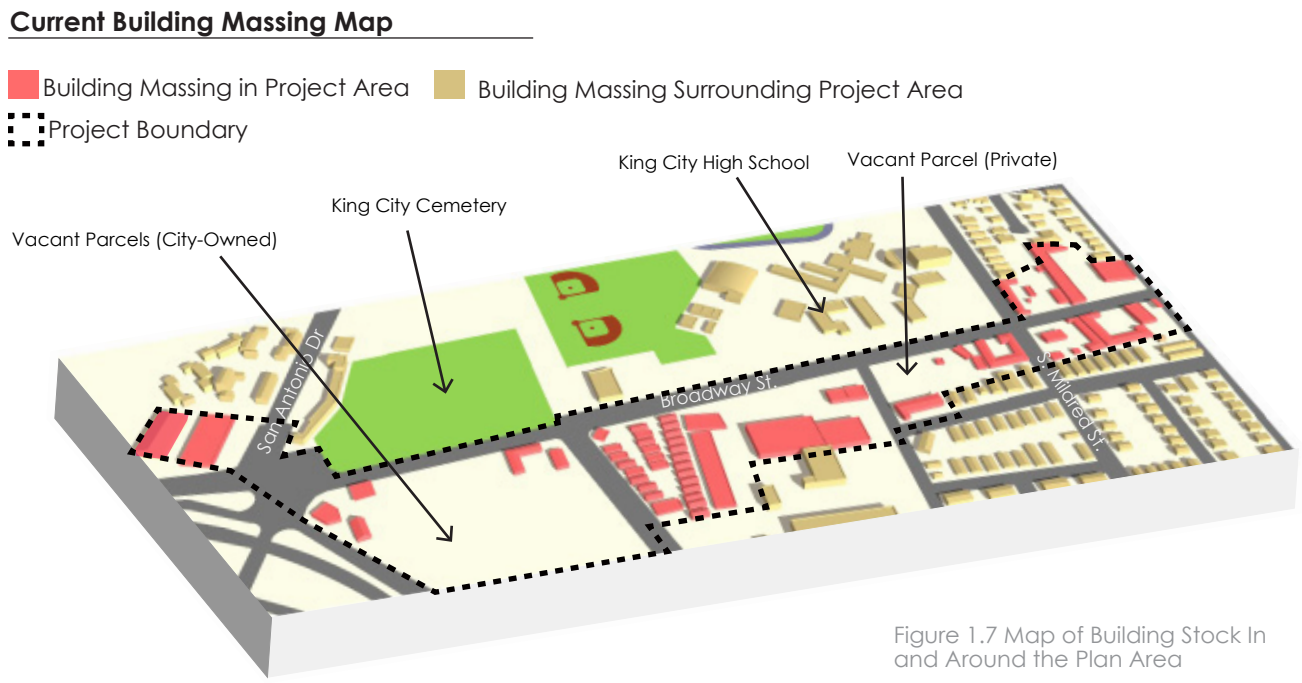


Figure 1.7 Map of Building Stock In and Around the Plan Area

Servicios adicionales en la ciudad

Los servicios adicionales que están para servir a los residentes locales y los visitantes incluyen el aeropuerto Mesa del Rey, los terrenos de la feria del Valle de Salinas y Campo de Golf Municipal. La ciudad también es servida por el parque del condado de Monterrey San Lorenzo Park, el Parque San Antonio, y Parque Municipal. Estos servicios de la ciudad se muestran en la Figura 1.5.

ARCHIVO DE EDIFICIOS

Desarrollo Actual

Como ilustra la figura 1.3, el área de este proyecto está dividida en zonas como la zona del Distrito de Servicios al Ferrocarril (HSD). Esta zona requiere gran medidas para las áreas de escape, grandes cantidades de estacionamiento, y limita el desarrollo de edificios de dos pisos (ver Tabla 1.1). La intención de esta zona era para proporcionar un ambiente centrado en autos. Como resultado la zona carece de una sensación de encierro, tiene pocas instalaciones para los peatones, y no tiene una identidad propia. Figura 1.6 muestra edificios agrupados en el Área del Plan. El área de edificios agrupados refleja un ambiente de auto-orientación en las áreas ya desarrolladas.

Parcelas Vacantes y de Bajo Utilizo

Hay tres parcelas vacantes en el área del Plan, entre ellos dos parcelas son propiedad municipal cerca de la esquina de San Antonio Drive y la calle Broadway aproximadamente 6.5 acres. La tercera parcela vacante se encuentra en la esquina de Broadway y las calles de Canal y es de aproximadamente 0.9 acres. El mapa de la Figura 1.7 ilustra la ubicación de estas parcelas.

Vacant and Underutilized Parcels

There are three vacant parcels in the Plan Area, including two City-owned parcels near the corner of San Antonio Drive and Broadway Street that total approximately 6.5 acres. The third vacant parcel is located on the corner of Broadway and Canal Streets and is approximately 0.9 acres. The map in Figure 1.8 illustrates the locations of these parcels.

Vacant Parcel Map

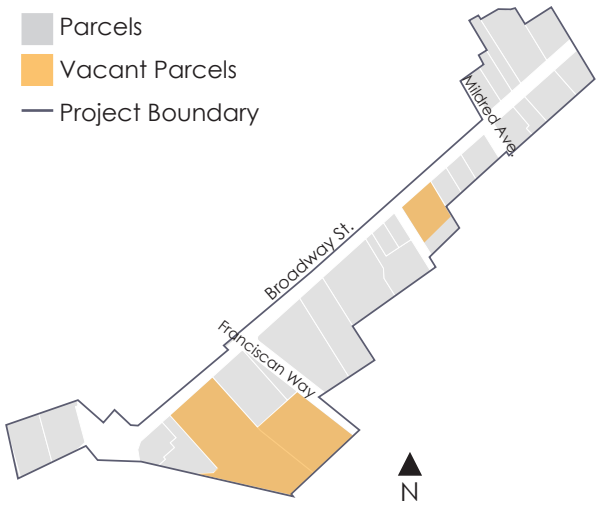


Figure 1.8 Plan Area Vacant Parcel Map

EXISTING CIRCULATION

The automobile oriented nature of West Broadway means that the project area has relatively good automobile circulation, but poor pedestrian and bicycle circulation. The Area is both a major corridor for moving through the City as well as a destination itself. Figure 1.9 illustrates the main streets in the Area.

Circulation is a major component of the Plan. Existing circulation conditions, as well as suggestions for circulation and streetscape improvements are discussed in detail in Chapter 4 (Circulation).

Plan Area Street Map

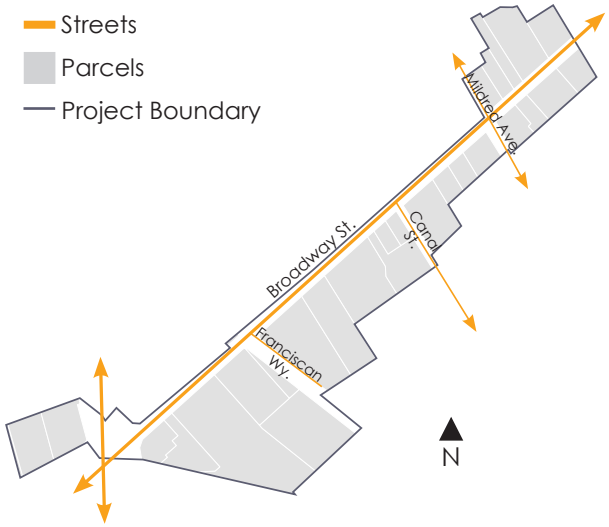


Figure 1.9 Plan Area Street Map

1.4 CHALLENGES & OPPORTUNITIES

The following is a summary of the major opportunities and challenges in the Plan Area.

CHALLENGES

Lack of Distinct Character and Identity

West Broadway Street's history as the original Highway 101 and its current highway serving orientation has created a corridor that looks like most major highway exits in the nation. The built environment consists of many old motels and strip malls that were designed to serve visitors as they passed through the City. Much of this auto-oriented development is unattractive and underutilizes valuable commercial space.

CIRCULACIÓN ACTUAL

La orientación actual dentro del oeste de Broadway es guiada a usos de automóvil y significa que la zona del proyecto cuenta con la circulación de automóviles relativamente buena, pero pobre orientación para los peatones y la circulación de bicicletas. El área del Plan es importante para moverse a través de la ciudad, así como ser un destino en sí mismo. Figura 1.8 ilustra las principales calles de la zona.

La circulación es un componente del plan. Actuales condiciones de circulación, así como sugerencias para mejorar la circulación se discuten en detalle en el capítulo 4 (Distribución del Plan Maestro).

1.4 RETOS Y OPORTUNIDADES

Lo siguiente es un resumen de oportunidades y desafíos en el área del Plan. El resumen se basa en los hallazgos del análisis. Retos y oportunidades, se discuten en mayor detalle en el capítulo 2 (Proceso de Participación).

RETOS

La falta de carácter distintivo y la identidad

La historia del oeste de Broadway, contiene el original autopista 101 y su orientación sirve como el las salidas de las autopista más importante de la nación. El ambiente fue construido con muchos moteles y centros comerciales diseñados para servir a los visitantes a su paso por la ciudad. Gran parte de este desarrollo fue de auto-orientación es actualmente no es visualmente atractivo y no utiliza los espacios comerciales con valor.

Unfriendly Pedestrian Environment

The Plan Area has been designed to serve highway motorists for more than 80 years. West Broadway's relatively high speed limit, parking dominated frontages, poorly maintained sidewalks, and lack of cross walks makes the street dangerous for pedestrians and cyclists (See Figure 1.10). As mentioned earlier, King City High School is located adjacent to the Plan Area. More than 900 students go to and from the school daily.

OPPORTUNITIES

Existing Amenities and Services

King City High School, Mee Memorial Hospital, King City Center (the Safeway shopping center), and the City's cemetery abut the project area, which means a large number of residents pass through the area everyday. This is a twofold opportunity. First, the relatively high amount of pedestrian, bicycle, and vehicular traffic makes the area highly visible, which in turn makes the potential for successful future development high. Second, proximity to the high school and hospital provides a housing market for professionals seeking housing that is within walking distance of their workplace.

City-Owned Vacant Parcel

The City currently owns two adjacent parcels of land at the west end of the Plan Area (Figure 1.11). The City is in a position to use these parcels as an incentive for pedestrian-friendly development that will work as an economic catalyst in the Plan Area.

Direct Highway Access

The west end of Broadway Street has direct access to Highway 101, making it an ideal location for a northern gateway. In addition, the Plan Area connects Highway 101 to the City's downtown, making it highly visible to traffic traveling through the City.

Figure 1.10 Unfriendly Pedestrian Environment

Figure 1.11 City Owned Vacant Parcel

Un ambiente poco amigable para peatones

El Área del Plan ha sido diseñado para servir a los automovilistas durante más de 80 años. El Oeste de Broadway tiene XX promedio de viajes diarios (ADT). Este ADT, junto con el límite de velocidad relativamente alta, fachadas dominadas por estacionamientos, banquetas en mal estado, y falta de cruzares de calle crean peligro para los peatones y ciclistas (ver Figura 1.10). Como se mencionó anteriormente, la primaria de King City High School está ubicada junto a la zona del Plan. Más de 900 estudiantes van y vienen de la escuela diariamente.

OPORTUNIDADES

Actuales instalaciones y servicios

La primaria de King City High School, Mee Memorial Hospital, King City Shopping Center (el centro comercial de Safeway), y el cementerio de la ciudad, que significa un gran número de residentes pasan por la zona todos los días. Esta es una oportunidad doble. En primer lugar el tráfico, la cantidad relativamente alta de peatones, bicicletas y vehículos hace que la zona sea de gran visibilidad, que a su vez hace el potencial desarrollo sea exitoso en el futuro. En segundo lugar, la proximidad a la escuela secundaria y el hospital ofrece un mercado de la vivienda para los profesionales que buscan una vivienda que se encuentra a poca distancia de su lugar de trabajo.

Parcelas vacantes de la ciudad

La ciudad actualmente es propietaria de dos parcelas adyacentes de tierra en el extremo oeste de la zona del Plan (Figura 1.12). La ciudad está en condiciones de utilizar estas parcelas como un incentivo para el desarrollo de los peatones que funcionará como un catalizador económico en la zona del Plan.

Acceso directo a la autopista

El oeste de Broadway, tiene acceso directo a la autopista 101, por lo que es un lugar ideal para una puerta de entrada al norte de la ciudad. Además, el Área del Plan conecta la autopista 101 hasta el centro de la ciudad, por lo que es muy visible al tráfico que viaja a través de la ciudad.

2. Participation Process

Chapter Overview

Public Participation played a major role in the formation of goals and concepts for the WBMP. However, community workshops were not well attended. As a result, a variety of public outreach tools were employed for the WBMP process. This Chapter outlines the participation process and provides a summary of received input.

The public participation process involved stakeholders representing a variety of ethnic, demographic, geographic and professional backgrounds. The public outreach program started with one-on-one interviews. Other outreach methods included community workshops, farmers' market booths, personal street interviews, website access, surveys, and public hearings. Figure 2.1 outlines the public outreach process. Workshop materials, including surveys distributed during workshops and placed on the website, were written in English and Spanish. The public outreach meetings were noticed and conducted in English and Spanish.

For detailed information on methodology and results of the public outreach process, see Appendices A through C.

In This Chapter:

2.1 STAKEHOLDER INTERVIEWS

2.2 COMMUNITY WORKSHOPS

2. PROCESO DE PARTICIPACIÓN

CAPÍTULO GENERAL

La participación del público juega un papel importante en la formación de los objetivos y conceptos de WBMP. Los talleres comunitarios obtuvieron muy mal asistencia del público. Como resultado, una variedad de herramientas fueron empleadas para la creación de WBMP. Este capítulo describe el proceso de participación, y proporciona un resumen de las aportaciones recibidas.

El proceso de participación pública incluyo personas que representan una variedad de orígenes étnicos, demográficos, geográficos y profesionales. El programa de participación pública comenzó entrevistas de uno-a-uno. Otros métodos incluyen los talleres comunitarios, presentarse en el mercado, entrevistas a personas en la calle, acceder al sitio web, encuestas y audiencias públicas. Figura 2.1 describe el proceso de participación pública. Información, encuestas distribuidas durante los talleres están en el sitio web, todo fue escrito en Inglés y Español. Las reuniones y talleres públicos fueron anunciados y llevados acabo en inglés y español.

Vean Apéndices A – C para obtener información detallada sobre los resultados de la participación publica.

2.1 STAKEHOLDER INTERVIEWS

In July 2010, individual interviews were conducted with 11 community stakeholders. The interviews provided an opportunity to gather detailed information from community members representing a variety of interests. Results from the interviews played a key role in establishing concepts for the Plan.

Interviewees were invited to participate based on the recommendations of the City of King Community Development Department. Interviews lasted between 30 minutes and one hour. The interviews were comprised of general, open-ended questions intended to gather specific data as well as invite open conversation, enabling more extensive responses than may have otherwise been captured (a copy of the survey instrument is included in Appendix A).

Over 70 percent of interviewees were residents of the City of King. Interviewees included a City official, five business owners or advocates, three community workers, and two members of the local media.

STRENGTHS OF THE PROJECT AREA

Interview respondents were asked to identify the strengths of the Plan Area. King City High School was frequently mentioned as the greatest strength of the Plan Area. Other common responses included the Auto Plaza, Mee Memorial Hospital, Broadway Street's location as the City's "Main" street, existing landscaping, the auditorium at King City High School, and the Safeway shopping center at the west end of the street.

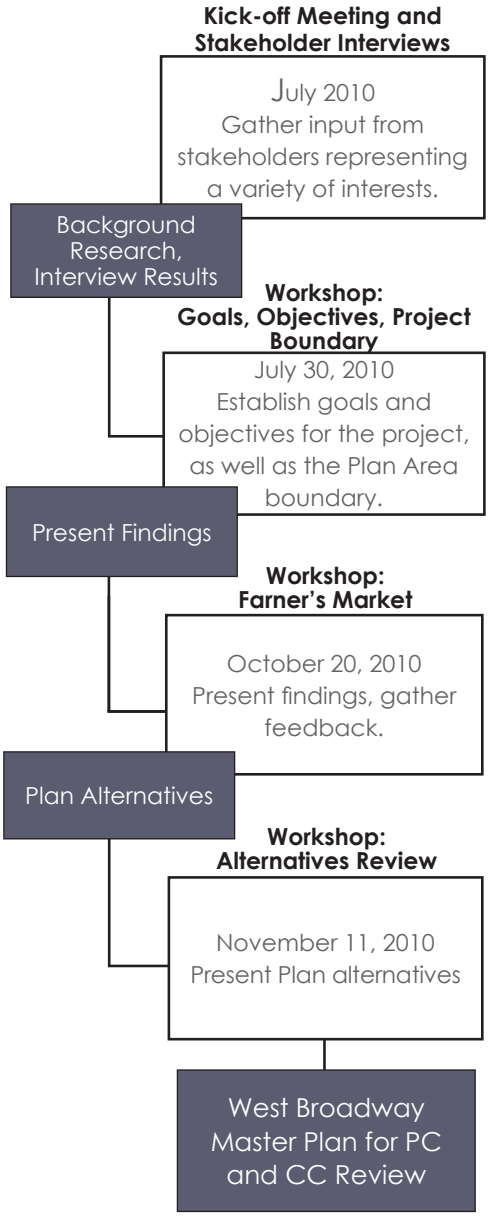


Figure 2.1 Overview of the Public Participation Process

2.1 ENTREVISTAS DE PARTES CON INTERÉS

En julio de 2010, se realizaron entrevistas individuales con 11 miembros de la comunidad. Las entrevistas proveen una oportunidad para recibir información con detalle de miembros de la comunidad que representan intereses variables. Los resultados de las entrevistas desempeñan una clave en el establecimiento de conceptos para el Plan Maestro.

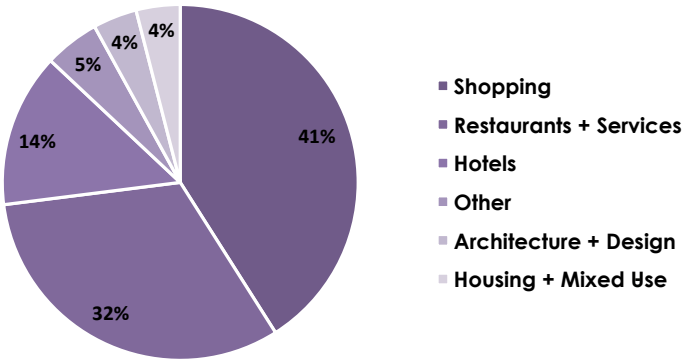
Los entrevistados que fueron invitados a participar fueron recomendaciones del Departamento de Desarrollo Comunitario de la Ciudad del Rey. Las entrevistas duraron entre 30 minutos a una hora. Las entrevistas estuvieron compuestas de preguntas generales y algunas preguntas abiertas para recopilar datos específicos, así como invitar a la conversación abierta, esto permitió que el Equipo de Consultores obtuviera respuestas más extensas que al contrario no óbviese ver sido capturados (una copia del instrumento de encuesta se incluye en el Apéndice A).

Más del 70 por ciento de los entrevistados eran residentes de la Ciudad del Rey. Los entrevistados incluyeron un oficial de la Ciudad, cinco dueños de negocios, tres trabajadores de la comunidad, y dos miembros de los medios de comunicación locales. El perfil de entrevistados y los resultados de los se resumen en la Figura 2.2.

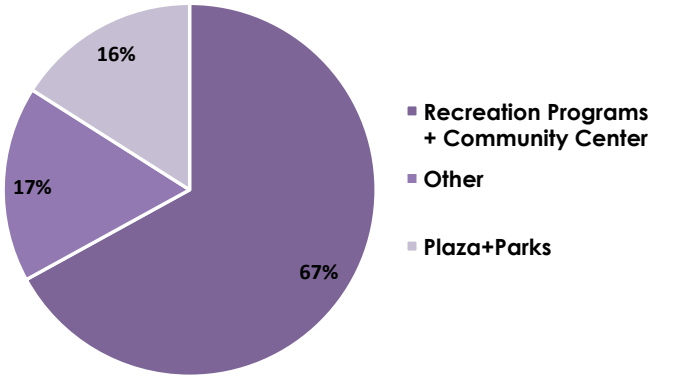
FORTALEZAS DEL ÁREA DEL PROYECTO

A los entrevistados se les pidió identificar los puntos fuertes del oeste de Broadway. La primaria de King City High School fue mencionada con frecuencia como la mayor fuerza dentro del área. Otras respuestas frecuentes fueron la Plaza Auto, Mee Memorial Hospital, que el Oeste de Broadway es calle "principal" del pueblo, el auditorio/ teatro en la primaria de King City High School, y el centro comercial de Safeway localizado en el extremo oeste de la calle.

Desired Services & Amenities: Private Realm



Desired Amenities: Public Realm



Major Circulation Issues

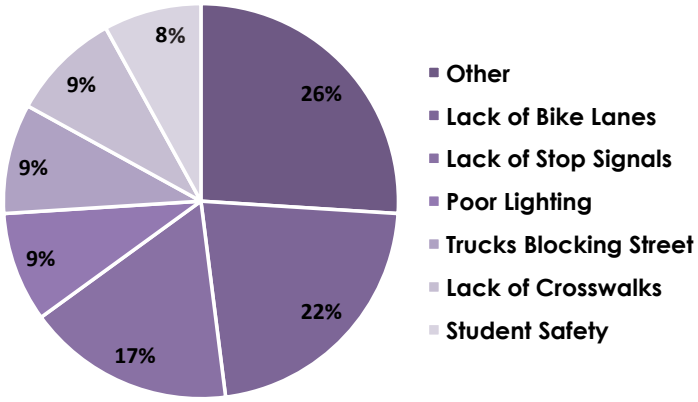


FIGURE 2.2 Stakeholder Interview Results Summaries, n=11

PRIMARY AREAS OF CONCERN

Interviewees were asked to discuss challenges or areas of concern in the Plan Area. Three major areas of concern surfaced: poor visual quality, lack of safety, and limited services. Poor visual quality represented 62 percent of responses, lack of safety represented 23 percent, and a lack of services was reported as a concern by 52 percent of the respondents.

DESIRED SERVICES AND AMENITIES

Interview subjects were asked to consider services they would like to see in the Plan Area. Responses were organized into two categories: private realm and public realm. These primary categories were further organized into subcategories (see Figure 2.2).

For the private realm, respondents most frequently mentioned restaurants and services. Within the restaurants and services subcategory, respondents mentioned franchise restaurants with brand recognition, bars with pool tables or a game room, and cafés with outdoor seating.

For the public realm, recreation programs and a community center were most frequently mentioned, followed by a new plaza or park. Ideas discussed included a new community center, hotel, or event center on the vacant City-owned property at Broadway Street and Franciscan Way. Respondents also mentioned the possibility of a new park or plaza, potentially modeled after the City of Greenfield's new plaza, and an open space at Broadway and Canal Streets. Figure 2.2 illustrates the frequency that the public realm subcategories were mentioned by stakeholders.

LAS PRINCIPALES ÁREAS DE PREOCUPACIÓN

Los entrevistados también se les pidió hablar de las debilidades. Los resultados se clasificaron en tres áreas principales de preocupación: la calidad visual, la falta de seguridad, y servicios limitados. La mala calidad visual representa el 62 por ciento de las respuestas, la falta de seguridad representan el 23 por ciento, y la falta de servicios se informó como una empresa en un 52 por ciento de los encuestados.

SERVICIOS DESEADOS

Los entrevistados se les pidió que considerar los servicios que les gustaría ver en el oeste de Broadway. Las respuestas fueron organizadas en dos categorías: la esfera privada y la esfera pública. Estas categorías primarias se organizaron más en subcategorías.

Las subcategorías en la esfera privada, los encuestados más mencionaron restaurantes y servicios. Dentro de los restaurantes y la subcategoría de servicios, los encuestados mencionaron restaurantes de franquicia y artículos de marca, los bares con mesas de billar o una sala de juegos, y cafés con mesas al aire libre. Figura 2.2 ilustra la frecuencia con que las subcategorías de ámbito privado se han mencionado.

De las subcategorías públicas, los encuestados más mencionaron programas de recreación y un centro comunitario, segundo una nueva plaza o parque central. Ideas que se discuten incluyen un nuevo centro comunitario, un hotel o centro de eventos en el lote vació que es propiedad de la Ciudad. Los encuestados también mencionaron la posibilidad de un nuevo parque o plaza, posiblemente el modelo de la ciudad de Greenfield que tiene una nueva plaza, y un espacio abierto en medio de Broadway y Canal Street. Figura 2.2 ilustra la frecuencia con que las subcategorías privadas y públicas fueron mencionadas por las partes interesadas.

TRAFFIC + CIRCULATION

Major circulation safety issues mentioned by stakeholders included insufficient traffic signals and dangerous intersections, a lack of a bike lanes, an unsafe pedestrian environment for students, poor lighting at night, and trucks blocking the street while unloading. Figure 2.2 illustrates the frequency of responses from stakeholders regarding circulation safety.

Interview participants were also asked to list possible solutions to these circulation problems. The most common response was the addition of street furniture and lights. Other common responses were more parks and improved landscaping, circulation improvements, and other features such as bike parking and requiring parking lots on side streets or at the rear of buildings instead of along West Broadway.

As a final circulation question, interview participants were asked to rank a list of items from most important to least important. Pedestrian safety was the most important item for the majority of respondents. Improvements to the area's sidewalks was the second most important, followed by street trees, bike lanes, and street furniture. The results are summarized in Table 2.1.

SUMMARY + ANALYSIS

Stakeholder interviews provide valuable insight into existing conditions and desired improvements for a project area. The WBMP interviews revealed much about the area and the needs of the City's residents. The following themes were culled from the interviews:

Table 2.1 WEST BROADWAY PLAN AREA IMPROVEMENTS, BY RANK

Ranking	Item
1	Pedestrian Safety
2	Sidewalks
3	Street Trees
4	Bike Lanes
5	Street Furniture
6	Other

Table 2.2 WEST BROADWAY PLANNING AREA IMPROVEMENTS, BY CATEGORY

Category	Issues
Poor Visual Quality	Too many vacant lots; Poor curb-appeal of trailer parks, cemetery, and motels; Large parking lots.
Lack of Safety	Too dark at night; Difficult to see pedestrians; Area not walkable.
Limited Services	Lack of restaurants, furniture stores, and clothing stores; Need more services for high school students.

TRÁFICO Y CIRCULACIÓN

Se les pidió a los entrevistados que discutieran la seguridad de la circulación y discutir maneras como mejorar el oeste de Broadway para los peatones y los que andar en bicicleta. Principales problemas de seguridad que fueron mencionadas incluyen las señales de tráfico y la insuficiencia de las intersecciones, la falta de un carril de bicicletas, un entorno peatonal seguro para los estudiantes, poca iluminación en la noche, y camiones bloqueando la calle mientras descargan. Figura 2.2 ilustra las respuestas de los entrevistados respecto a la seguridad de circulación.

También se les pidió a los participantes enumerar problemas en circulación en lista de menos a mas de importancia. La respuesta más común fue la incorporación de mobiliario urbano y las luces. Otras respuestas fueron más comunes como mejorar los parques y jardines, mejorar la circulación, y otras características tales como estacionamiento para bicicletas, y que requieran estacionamientos en las calles laterales o en la parte trasera de los edificios en vez de por el oeste de Broadway.

Como una cuestión de circulación final, a los participantes se les pidió clasificar en una lista elementos de más importante a menos importante. La seguridad de los peatones fue el elemento más importante para la mayoría de los encuestados. Los mejoramientos en las calles en esta zona fueron el segundo más importante, seguido con mas árboles en las calles, carriles de bici y mobiliario urbano. Los resultados se resumen en la Tabla 2.2.

RESUMEN Y ANÁLISIS

Los resultados de las entrevistas proveen información valiosa sobre las condiciones que existen y las cosas que necesitan mejorar. El Plan Maestro del Oeste de Broadway revelan mucho sobre la zona y las necesidades de los residentes de la Ciudad. Los siguientes temas fueron extraídos de las entrevistas:

Figure 2.3 Images of the Community Workshop at the City's Farmers' Market

The biggest strength of the Project Area is King City High School. However, because there are so many students travelling to and from the school, pedestrian and bicycle safety is a major concern. Pedestrian and bicycle safety can be improved with bicycle lanes, streetlights at night, and improved intersection safety through more signals and crosswalks.

Visual quality was frequently mentioned as one of the area's major weaknesses. Respondents had a number of suggestions for improving visual quality, including filling in the Plan Area's numerous underutilized and vacant parcels with well-maintained, well-designed buildings suited to the City's historic identity.

According to interviewees, the Plan Area lacks the services to fulfill the needs of the City's residents. Respondents expressed a desire to see more restaurants in the area, as well as more shops for furniture, clothing, antiques, and sporting goods. Additionally, because of the presence of King City High School, respondents would like to see more services catering to students.

Mee Memorial Hospital was mentioned as an asset in the Plan Area. Many interview respondents discussed the idea of creating a medical center adjacent to the hospital, with a hotel and convention or community center on the adjacent City-owned vacant parcel.

See Appendix B for a more comprehensive summary of the stakeholder interviews.

La fuerza mayor en esta zona es la primaria King City High School. Sin embargo, debido a que hay tantos estudiantes que viajan hacia y desde la escuela, la seguridad de peatones y bicicletas es una preocupación importante. Seria favorable mejorar con un carril bici, mas luz por la noche, y mejorar la seguridad a través de más señales de intersección y pasos de peatones.

La calidad visual se ha mencionado con frecuencia como una de las debilidades más importantes del área. Los encuestados tenían una serie de sugerencias para mejorar la calidad visual, incluyendo mas postes de luz. El oeste de Broadway tiene parcelas con poco utilización, es importante tener buen normas para el diseñado de edificios y que se adapten a la identidad histórica de la ciudad.

Según los entrevistados, el oeste de Broadway carece de los servicios para satisfacer las necesidades de los residentes de la Ciudad. Los encuestados expresaron su deseo de ver más restaurantes en la zona, así como más tiendas de muebles, ropa, antigüedades y artículos deportivos. Además, debido a la presencia de King City High School, los encuestados le gustaría ver más servicios de restauración a los estudiantes.

Mee Memorial Hospital fue mencionado como un fuerza en esta parte del oeste de Broadway. Muchos de los encuestados se discutió la idea de crear un centro médico al lado del hospital, con un hotel y centro de convenciones o un centro de la comunidad en la parcela adyacente que esta vacante y es propiedad de la Ciudad.

Véase el Apéndice B para un resumen más completo de las entrevistas de interés.

2.2 COMMUNITY WORKSHOPS

This section summarizes the community workshops held during the planning process.

AUGUST 30, 2010

The first community workshop was held on August 30, 2010 at the City Hall City Council Chambers. The workshop was attended by a local business owner and several residents from surrounding communities.

The workshop began with a presentation explaining the Caltrans Environmental Justice Grants that were awarded to the City, the public outreach process, information about the project location, a summary of stakeholder interviews, existing circulation issues, and an illustration of current zoning and vacant parcels in the Plan Area.

Although several exercises had been prepared, due to low turnout, the meeting was shifted to a roundtable discussion. Participants were encouraged to ask questions about the project or offer suggestions for the Plan Area. Several valuable insights were learned from this discussion. A local business owner explained that every time he tries to landscape his property, pedestrians headed to or from King City High School inadvertently trample the vegetation. This suggests a need for a coordinated pedestrian and bicycle circulation plan. Other comments suggested a need for more retail, restaurants, and a chance for the project area to take advantage of its proximity to a proposed rail station.

OCTOBER 20, 2010

Due to low turnout at the first workshop, the planning team decided to take a workshop to the community by having a booth at the October 20, 2010 City of King Farmers' Market (Figure 2.3).

Over fifty community members participated in the workshop. The participants represented a wide range of residents including various age groups (from children to the elderly) and non-english speakers. There was a fairly even mix of men and women.

Three primary data gathering tools were utilized: cognitive mapping, visual preference posters, and "wish poems". A map of the City's major streets was created and distributed to participants who said they rode their bicycles around town. Information from these maps was compiled for the Circulation Chapter (Chapter 4). The workshop also had four visual preference posters. Participants were given four red stickers and four green stickers and asked to place green stickers on the images they felt would be most appropriate for the Plan Area and red stickers on the images they thought would be inappropriate. The following information was gathered from the visual preference posters:

BUILDING STYLES. The building styles that received the most positive votes were three-story hotels and zero setback small buildings with balconies. Participants were mixed in regards to buildings with large front setbacks and breezeways.

STREET FURNITURE. Participants tended to like ornate streetlights over more traditional models. Several participants commented that they liked the idea of solar powered streetlights. Respondents were mixed in their opinions about street benches, but the bench that received the most votes was a classic wooden bench with metal sidings.

PARKS AND GARDENS. Participants were overwhelmingly in favor of a pocket park with a water feature. The second most preferred parks were community gardens and traditional playgrounds.

2.2 TALLERES COMUNITARIOS

Talleres comunitarios fueron utilizados como una herramienta para obtener información importante de una variedad de voces sobre una variedad de temas.

30 DE AGOSTO 2010

El primer taller de la comunidad se llevó acabo el 30 de agosto de 2010 en el Municipio City Hall Council Chambers. El taller contó con la presencia de un empresario local y varios residentes de las comunidades circundantes.

El taller comenzó con una presentación explicando la subvención de Caltrans Justicia Ambiental que se otorgaron a la ciudad, el proceso de divulgación, información sobre la ubicación del proyecto, un resumen de entrevistas, problemas de circulación, y una ilustración de la zonificación actual y parcelas vacantes en el área.

Debido a la baja participación, la reunión fue trasladada a una mesa redonda. Los participantes fueron alentados a hacer preguntas sobre las propuestas de proyectos o la oferta para el Área del Plan. Varias ideas valiosas fueron aprendidas de esta discusión. Un empresario local explicó que cada vez que trataba el paisaje de su propiedad, se dirigió a los peatones o de King City High School sin querer pisoteaban la vegetación. Esto sugiere la necesidad de banquetas para peatones y un plan coordinado de la circulación de bicicletas. En otros comentarios se sugirió la necesidad de los restaurantes más al por menor, y una oportunidad para tomar ventaja de la proximidad a una estación de ferrocarril.

20 DE OCTUBRE 2010

Debido a la escasa participación en el primer taller, el equipo de planificación decidió tomar un taller hacia la comunidad en la forma de participar en el mercado de agricultores el 20 de octubre 2010 (Figura 2.3).

Más de cincuenta miembros de la comunidad participaron en el taller. Los participantes representaban a una amplia gama de los residentes, incluidos los grupos de diferentes edades (desde niños hasta ancianos) y gente de habla hispana. Había una mezcla bastante uniforme de los hombres y mujeres.

Tres herramientas principales se utilizaron para la recolección de datos: la cartografía cognitiva, carteles visuales preferencia, y "lista de deseos". Un mapa de las principales calles de la Ciudad fue creado y distribuido a los participantes que dijeron que montaron sus bicicletas por la ciudad. La información de estos mapas se compiló para el Capítulo de Circulación (capítulo 3). El taller también tuvo cuatro carteles de preferencia visual. Los participantes recibieron cuatro tarjetas rojas y cuatro pegatinas de color verde y les pedimos colocar pegatinas verdes en las imágenes que se sentían sería más apropiado para el oeste de Broadway, el Área del Plan y colocar pegatinas de color rojo en las imágenes que piensen que sería inapropiado para el Área del Plan. La siguiente información se obtuvo de los carteles de preferencia visual:

CREACIÓN DE ESTILOS. Los estilos de construcción que recibió el mayor número de votos positivos fueron los hoteles de tres pisos y edificios de cero pequeño revés con balcones. Los participantes se mezclaron en lo que respecta a los edificios con retrocesos a frente y pasillos.

MOBILIARIO URBANO. Varios participantes comentaron que les gustaba la idea de farolas solares. Los encuestados se mezclaron bastante en sus opiniones sobre bancas en la calle, pero la banca que recibió el mayor número de votos era un banco clásico de madera con cerramientos metálicos.

GATEWAYS AND STREETSCAPES. Gateways received the most negative feedback of any category in the survey. The only gateway that had a positive ratio of green to red stickers was an overhead arch with brick columns. The participants were uniformly in favor of roses and bulb-outs for streetscapes, but clearly rejected the idea of medians.

The final data gathering tool was a "wish poem". In this activity, participants were given a sheet of paper with "I wish West Broadway _____" written on it and were encouraged to fill in the blank. The following are the most common responses: I wish that West Broadway had hanging flower pots, had a water park, had another park, would improve commercial traffic flow, would have a good mixture of nature and construction, will focus on resident utility, not aesthetics/tourism, had a bigger skate park with a pool (to skate in), had more motels and fast food (not enough nice rooms at the fair grounds), had no mobile home park, had more medical stuff, had things for teenagers.

For a full description of the workshop's methods and results, see Appendix C.

NOVEMBER 11, 2010

At the November 11, 2010 workshop, the City presented two alternative visions of the Plan Area's future. The alternatives were constructed using existing conditions data, City input, and feedback from stakeholder interviews and previous community workshops. The following is a brief description of the two alternatives.

Alternative 1: Economic Development

The Economic Development alternative projected what the area might look like if the City focused on turning West Broadway into a commercial and job center.

Figure 2.4 shows a conceptual site plan of the alternative. Features of the Economic Development Alternative include:

1. **Convention Center / Hotel / Medical Center.** A large commercial development in the west end of the Plan Area could serve as an economic catalyst. An upscale hotel and convention center could benefit from its proximity to the fairgrounds by adding lodging and exhibit capacity. This part of the project area would also be ideal for a potential Mee Memorial expansion.

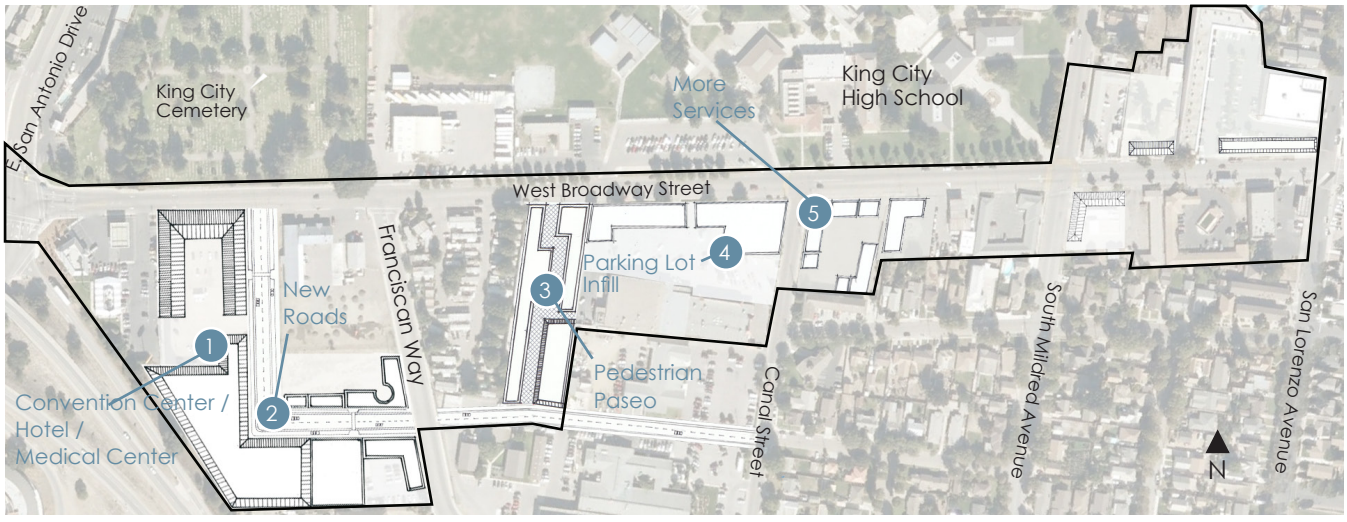


Figure 2.4 Economic Focused Alternative (At the time of the November 11, 2010 workshop, the Plan Area did not include the parcels on the northwest corner of West Broadway Street and East San Antonio Drive)

PARQUES Y JARDINES. Los participantes se mostraron a favor de un parque de vecindad con una fuente de agua. Los parques de mayor favor fueron jardines comunitarios y zonas de juegos tradicionales.

PORTALES Y CALLES: Portales recibió más comentarios negativos de cualquier categoría en la encuesta. La única puerta que había una relación positiva de verde a rojo pegatinas era un arco de arriba con columnas de ladrillo. Los participantes fueron uniformemente a favor de las rosas y las salidas de bulbo de paisajes urbanos, pero es evidente que rechazó la idea de las medianas.

La herramienta de recopilación de datos final fue una "lista de deseos". En esta actividad, los participantes se les dio una hoja de papel con "Yo Deseo en el Oeste de Broadway _____" escrito en ella y se les pedio llenar el espacio en blanco. Las siguientes son las respuestas más comunes: Deseo que el oeste de Broadway tenga macetas colgantes, tenga un parque acuático, tenga otro parque, sería mejorar el tráfico comercial, tenga una buena mezcla de la naturaleza y la construcción, se centrará en la utilidad no residentes, la estética y el turismo, tenga una pista de patinaje más grande con una piscina (a patinar), tener más moteles y comida rápida (no lo suficientemente buenas habitaciones en el recinto ferial), no tiene parque de casas móviles, tener más usos médicos, tener cosas para los adolescentes .

Para una descripción completa de los métodos del taller y los resultados, vea el Apéndice C.

11 DE NOVIEMBRE 2010

En el taller del 11 de noviembre del 2010, la ciudad presenta dos visiones alternativas de futuro de West Broadway. Las alternativas fueron construidas utilizando los datos de condiciones de entrada de la ciudad, entrevistas y comentarios de las partes interesadas y talleres anteriores de la comunidad. La siguiente es una breve descripción de las dos alternativas.

Alternativa 1: Desarrollo Económico

La alternativa de Desarrollo Económico prevé que la zona podría ser como si la ciudad se centró en convertir West Broadway en un centro comercial.

Figura 2.4 muestra un plano del sitio conceptual de la alternativa. Características de la Alternativa de Desarrollo Económico son:

1. Centro de Convenciones / Hotel / Centro Médico. Un gran desarrollo comercial en el extremo oeste de West Broadway podría servir como un catalizador económico para la zona. Un hotel de lujo y centro de convenciones podrían beneficiar a los beneficios económicos de la feria mediante la adición de capacidad de alojamiento y exhibición. Esta parte de la zona del proyecto también sería ideal para un potencial de expansión Mee Memorial.

2. Nueva calles. Para crear un ambiente amigable para los peatones, el tamaño ideal para una longitud de bloque en el Área del Plan es de unos 400 pies. El lado suroeste de West Broadway tiene bloques que van desde 600 hasta 800 pies. las calles de Nueva sería romper grandes bloques y permitir que más peatones, bicicletas, y el acceso de vehículos.

3. Paseo. Paseos espacio para ventas al aire libre y restaurantes y mejorar la conectividad de embalaje pasajes internos por categorías para los peatones. Paseos permitir más tiendas y proporcionar un paso seguro para los peatones que están libres de preocuparse por los coches o la delincuencia. Paseos podría ser el derecho público de formas o espacios semi-públicos que forman parte del nuevo desarrollo.

2. **New Streets.** To create a pedestrian-friendly environment, the ideal size for a block length in the Plan Area is about 400 feet. The southwest side of Broadway Street has blocks that range from 600 to 800 feet. New streets would break up large blocks and allow more pedestrian, bicycle, and vehicle access.

3. **Paseo.** Paseos provide space for outdoor sales and restaurants and enhance connectivity by creating inner block passages for pedestrians. Paseos allow for more storefronts and provide safe passage for pedestrians who are free from worrying about cars or crime. Paseos could be public right of ways, or semi-public spaces that are part of new development.

4. **Infill in Underutilized Parking Lots.** Due to the auto-oriented nature of the project area, some parcels have more parking than is needed. Reduced parking requirements would allow building owners to have more developable commercial square footage. Combined with new development standards, infill could provide new residential and nonresidential space and improve the pedestrian experience on West Broadway Street.

5. **Increased Number of Retail, Dining, and Entertainment Options.** In previous outreach efforts, residents expressed a desire for more restaurants, clothing stores, and more entertainment options for teenagers. Since the high school is located in the heart of the Plan Area, Broadway Street is positioned to supply these options to City residents and visitors alike.

Participants were largely supportive of the ideas proposed in the economic development alternative. However, key concerns include loss of buildable property due to new streets, the economic viability of the large mixed-use projects in the area, and the economic viability of a large convention center. The participants were in a agreement that the area needed a new hotel and that the built environment as presented in the alternative was an improvement in terms of walkability.

Alternative 2: Housing

The Housing alterative projected what the area might look like if the City focused more on a variety of residential uses in the Plan Area.

Figure 2.5 shows a conceptual site plan of the alternative. Features of the Housing Alternative include:

1. **Medium Density Housing.** New housing on West Broadway could help satisfy housing needs in an efficient centralized location near services and transportation. Housing on West Broadway would need little new infrastructure and could support downtown businesses.

2. **Residential above Commercial.** Mixed-use development can create vibrant and safe streets, economically flourishing neighborhoods, and reduced automobile dependence. Although not limited to the parcel noted in Figure 2.5, a small mixed-use project at the front the mobile home park could reduce crime and provide buildings that face the street, while maintaining or increasing the number of housing units on the site.

3. **Community Center / Park / Community Garden.** A community center could provide adults, teenagers, and children with a dedicated recreation area near the High School. A community garden could provide a space for high school students and staff, local business owners, and nearby residents to participate in a community activity.

4. De relleno en los estacionamientos subutilizadas. Debido a la naturaleza de auto orientación de la zona del proyecto, algunos paquetes tienen más de aparcamiento de la necesaria. Reducción de los requisitos de estacionamiento permitiría a los propietarios de edificios tienen más metros cuadrados comerciales en sus tierras. Combinado con las normas de desarrollo nuevo, relleno podría proporcionar un nuevo espacio residencial y no residencial y mejorar la experiencia de los peatones en el oeste de la calle Broadway.

5. Aumento del número de tiendas, restaurantes y opciones de entretenimiento. En los esfuerzos de extensión anterior, los residentes expresaron su deseo de tener más restaurantes, tiendas de ropa, y más opciones de entretenimiento para adolescentes. Desde la escuela secundaria se encuentra en el corazón de la zona del Plan, West Broadway está en condiciones de suministrar estas opciones a los residentes de la ciudad y visitantes.

Los participantes fueron en gran medida de apoyo de las ideas propuestas en la alternativa de desarrollo económico. Sin embargo, las principales preocupaciones son la pérdida de la propiedad edificable, debido a nuevas calles, la viabilidad económica de los grandes proyectos de uso mixto en la zona, y la viabilidad económica de un gran centro de convenciones. Los participantes fueron en un acuerdo de que la zona necesita un nuevo hotel y que el entorno construido como se presenta en la alternativa era una mejora en términos de posibilidad de caminar.

Alternativa 2: Vivienda

Alternativa de Vivienda prevé que el área podría ser como si la ciudad se centró más en una variedad de usos residenciales en el área del Plan.

Figura 2.5 muestra un plano del sitio conceptual de la alternativa. Características de la Alternativa de Vivienda incluyen:

1. Mediana Densidad de Vivienda. Las nuevas viviendas en el oeste de Broadway podría ayudar a satisfacer las necesidades de vivienda en una ubicación centralizada eficiente cerca de los servicios y el transporte. Viviendas en este área de Broadway necesitaría una nueva infraestructura pequeña y podría apoyar a las empresas del centro.

2. Residenciales por encima de Comercio. El desarrollo de uso mixto puede crear calles vibrante y segura, barrios económicamente floreciente, y reducir la dependencia del automóvil. Aunque no se limita a esta parcela, un pequeño proyecto de uso mixto en el frente del parque de casas móviles puede reducir la delincuencia y proporcionar los edificios que dan a la calle, al mismo tiempo mantener o aumentar el número de unidades de vivienda en el sitio.

3. Centro Comunitario / Parque / Jardín Comunitario. Un centro comunitario puede ofrecer a los adultos, adolescentes y niños con un área de recreación dedicada cerca de la escuela secundaria. Un jardín de la comunidad podría proporcionar un espacio para estudiantes de secundaria y el personal, los propietarios de empresas locales, y los residentes cercanos a participar activamente en su comunidad.

4. **Hotel Rehabilitation for Apartments, Small Units, and Condominiums.** Many of the underutilized hotels in the Plan Area could be remodeled for various housing purposes. The use of existing structures reduces the environmental impact of the construction process and can provide a lower cost alternative to demolition and new construction.

5. **Hotel Deconstruction for New Housing.** Some of the underutilized hotels could be deconstructed. New housing projects of various types could be built in their place, providing new high-quality housing for local residents of the City.

Like the economic alternative, participants were largely supportive of the housing alternatives. Key concerns include the appropriateness of a community center in the Plan Area, limits to hotel rehabilitation under current development standards, legal issues surrounding the mobile home park renovation or relocation, and the noise one might hear in a residential unit that sits on a major thoroughfare. Participants were in general agreement that the City would benefit from offering high quality housing options to the professionals working at Mee Memorial Hospital and King City High School. The attendees also liked the idea of a housing focused alternative because it would help revitalize the built environment by renovating and adaptively reusing old buildings or, in some instances, encourage the building of new residential structures.

Attendees concluded that a combination of the economic development and housing alternatives would be the most ideal concept for the Plan Area. This concept is detailed in Chapter 3 (Preferred Plan).

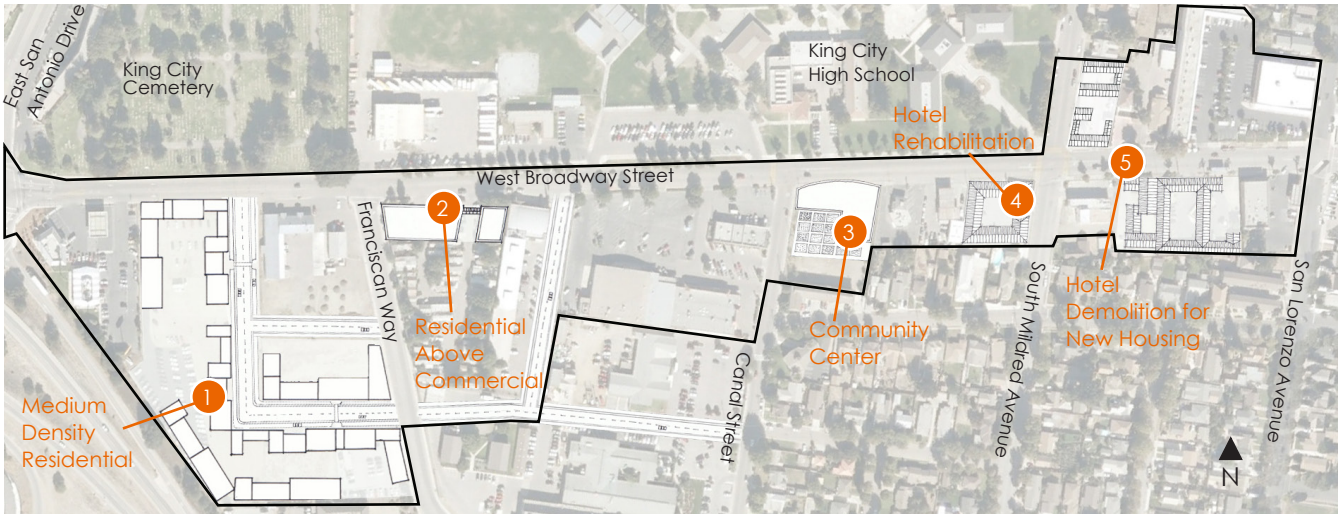


Figure 2.5 Housing Focused Alternative (At the time of the November 10, 2011 workshop, the Plan Area did not include the parcels on the northwest corner of West Broadway Street and East San Antonio Drive)

4. Hotel para la Rehabilitación de apartamentos, unidades pequeñas, y Condominios. Muchos de los hoteles subutilizados en el Área del Plan podría ser remodelado para fines de vivienda diferentes. El uso de las estructuras actuales reducen el impacto ambiental de nueva construcción.

5. La Deconstruction de Hoteles para viviendas nuevas. Algunos de los hoteles de bajo utilizo podría ser reconstruido o tumbado. Nuevos proyectos de vivienda de diversos tipos se puede construir en su lugar, la oferta de viviendas nuevas de alta calidad para los residentes locales de la ciudad.

Al igual que la alternativa económica, los participantes fueron gran medida de apoyo también de las alternativas de vivienda. Preocupaciones principales son la de installar un centro comunitario en la zona, los límites a la rehabilitación del lost hoteles bajo las normas actuales de desarrollo, las cuestiones legales que rodean renovaciones a las trailas or casas moviles y las deslocalizaciones, y el ruido que se podría escuchar en una unidad residencial que se encuentra en una carretera importante. Los participantes estuvieron de acuerdo en general que la ciudad se beneficiaría de ofrecer opciones de vivienda de alta calidad a los profesionales que trabajan en Mee Memorial Hospital y King City High School. Los participantes también les gustó la idea de una alternativa de vivienda dirigidas, ya que ayudaría a revitalizar el entorno urbano y reutilización de edificios antiguos o, en algunos casos, como la construcción de nuevas estructuras residenciales en las áreas que necesitan revitalización.

Los asistentes concluyeron que la combinación del desarrollo económico con alternativas de vivienda sería el concepto más ideal para los planes en el área. Este concepto se detalla en el Capítulo 3 (Plan Preferido).

3. Preferred Plan

Chapter Overview

The Preferred Plan reflects the desired future of the Plan Area as informed by input from City officials, the general public, background research, and good planning practices.

In order to meet desired outcomes, the Preferred Plan identifies three districts: the Highway Serving District (HSD), the Mixed-Use Commercial District (MCD), and the Mixed-Use Residential District (MRD). These Districts were developed to provide an appropriate transition from Highway 101 to the historic downtown corridor. This Chapter starts with an overview of goals for the Plan Area. The Chapter then describes the intended look and feel of each district, and gives an overview of opportunity sites. Finally, the Chapter offers strategies to implement the goals outlined in the Preferred Plan.

In This Chapter:

3.1 PREFERRED PLAN GOALS

3.2 AREA CONCEPT

3.3 HIGHWAY SERVING DISTRICT (HSD)

3.4 MIXED-USE COMMERCIAL DISTRICT (MCD)

3.5 MIXED-USE RESIDENTIAL DISTRICT (MRD)

3.6 IMPLEMENTATION STRATEGIES

3. PLAN PREFERIDO

CAPÍTULO GENERAL

El Plan de Preferencia refleja los deseos del Concilio de la Ciudad del público en general, la investigación a fondo, y las buenas prácticas de planificación.

Con el fin de cumplir con los resultados deseados, el Plan de Preferencia identifica tres distritos: el Distrito de Servicios de Carretera (HSD), el Distrito de Uso Mixto de Comercio (MCD), y el Distrito de uso Mixto Residencial (MRD). Estos distritos fueron desarrollados para proporcionar la transición de la carretera 101 hacia a el corredor histórico. Este capítulo comienza con una visión general y las metas para el Área del Plan. El capítulo describe a continuación, la intención y la descripción de cada distrito, y ofrece una visión general de los sitios vacantes o de bajo utilizo. Por último, el capítulo ofrece estrategias para implementar las metas mencionadas en el Plan de Preferencia.

3.1 PREFERRED PLAN GOALS

A combination of grant requirements, public outreach, City input, research, and best planning practices led to the creation of the Preferred Plan, which represents an ideal build-out and development scenario for the Plan Area. Figure 3.1 illustrates the Preferred Plan. The Preferred Plan is articulated in the following goals.

Goal 1. Develop and implement a Smart Growth theme for the Plan Area.

Mixed-use development can increase pedestrian traffic, which has several co-benefits including increased safety (due to "eyes on the street"), a stronger sense of place, and an increased sense of community. In addition, by encouraging residential uses above commercial uses and minimizing setbacks, building massing and frontages can create a feeling of enclosure that helps to define the public space. Appendix D explains the Smart Growth concepts.

Goal 2. Create districts that transition from auto-oriented uses on the west end of the Plan Area to pedestrian-oriented uses on the east end of the Plan Area.

The way the built environment will be used at a busy highway off-ramp differs greatly from the way the built environment will be used in a block surrounded by single-family houses. By creating distinct districts with unique development requirements, the Preferred Plan works towards a more contextualized and appropriately scaled built environment. Figure 3.1 illustrates the variation in building regulations for each district in the Plan Area. The rest of this Chapter elaborates on the reasons for these distinctions, and details the ideal character for each district.

Goal 3. Encourage economic development, especially among ethnic and immigrant communities.

By allowing for greater flexibility in building types and uses, the Preferred Plan allows for the area to transition and adapt to changing market conditions. The City should seek partnerships with small business incubators in order to promote small business owners.

Preferred Plan Building Massing Map

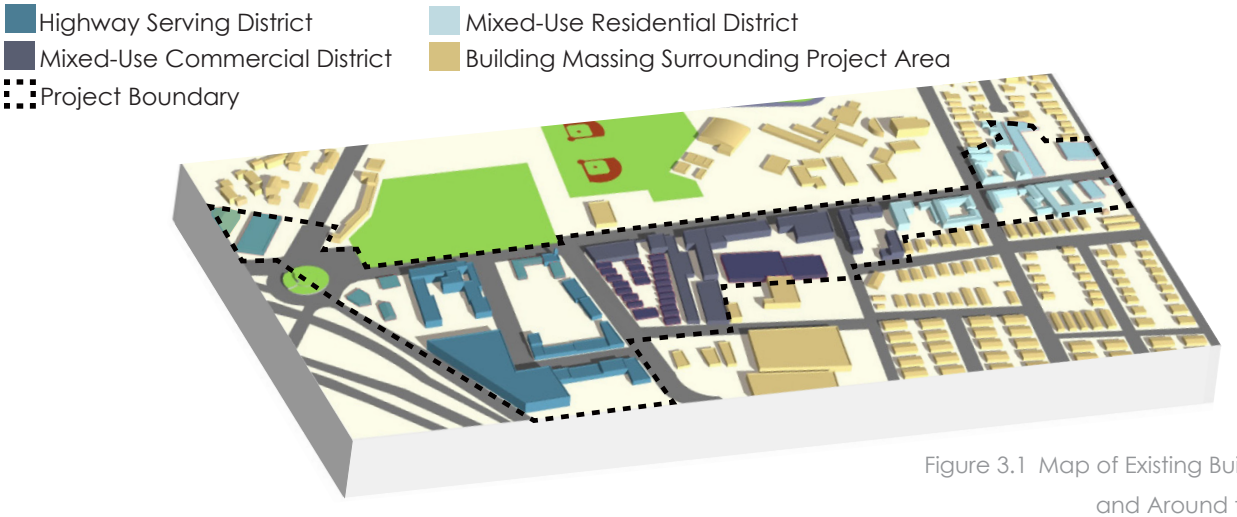


Figure 3.1 Map of Existing Building Stock in and Around the Plan Area

3.1 OBJETIVOS DEL PLAN PREFERIDO

La combinación de requisitos en la subvención consisten con la asistencia pública, comentarios de la Ciudad, los análisis, y las mejores prácticas de planificación que fundaron la creación del Plan de Preferencia, lo que representa una construcción completa e ideal. Figura 3.1 ilustra el Plan Preferido. El Plan de Preferencia se articula en los siguientes objetivos.

Objetivo 1. Desarrollar un tema de crecimiento inteligente.

Desarrollo de uso mixto puede aumentar el tráfico peatonal. Esto tiene varias ventajas como una mayor seguridad, un mejor ambiente y una mejor comunidad. Además, residencias encima de las tiendas, los edificios que están cerca de la calle, y edificios atractivos puede crear una animada calle que mejora el espacio público. Apéndice D se explican estos conceptos.

Objetivo 2 . Crear distritos que se adaptan a los automóviles y peatones.

El Plan Preferido crea los distritos con los requisitos de desarrollo único. Esto crea un ambiente más contextualizada entorno construido. La figura 3.1 ilustra la variación en los reglamentos de construcción para cada distrito en el Área del Plan.

Objetivo 3. Fomentar el desarrollo económico, especialmente entre las comunidades étnicas e inmigrantes.

El Plan Preferido permite para la zona a transición a las condiciones cambiantes del mercado. La Ciudad debe buscar alianzas con organizaciones que ayudan a las pequeñas empresas a fin de promover a los pequeños empresarios.

3.2 AREA CONCEPT

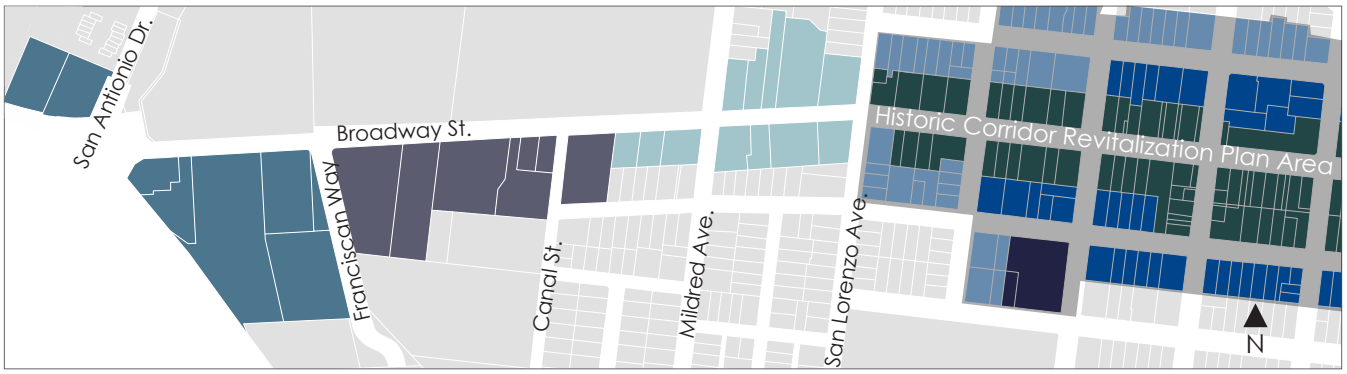
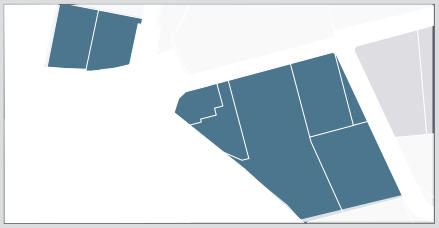
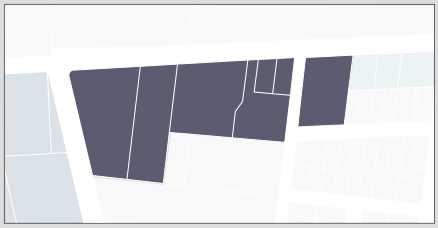
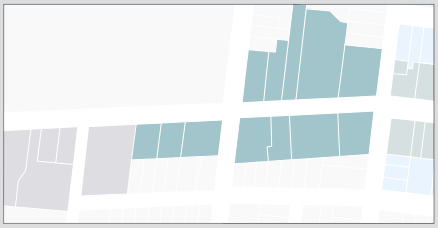


Figure 3.2 Plan Area Districts Map

Table 3.1 Plan Area District Concepts

HIGHWAY SERVING	MIXED-USE COMMERCIAL	MIXED-USE RESIDENTIAL
		
The Highway Serving District (HSD) will become a destination for tourists and locals and may contain an upscale hotel, convention center, retail, and possible expansion of Mee Memorial Medical Center. The HSD will serve as a gateway to the City and provide an appropriate transition from auto-oriented to more pedestrian-friendly development. HSD is approximately 11 acres.	The Mixed-Use Commercial District (MCD) will transform from an auto-oriented commercial area to a pedestrian-friendly, local-serving area with restaurants, cafes, retail, and other commercial services with the option to add residential units above and/or behind businesses. MCD is approximately 8.5 acres.	The Mixed-Use Residential District (MRD) will encourage a variety of commercial and residential uses, including apartments and courtyard housing. Older hotels will be converted into high quality workforce housing. In order to encourage walkability and ensure flexibility for developers, many commercial uses will be allowed in this district. MRD is approximately 7 acres.

3.2 ÁREA DE CONCEPTO

Highway Serving Strict

El distrito enfocado a los usos para turistas y transito es Highway Serving District (HSD) se convertirá en un destino para turistas y locales que podan contener un hotel de lujo, centro de convenciones, tiendas, y la posible expansión de Mee Memorial Medical Center. El HSD servirá como puerta de entrada a la ciudad y ofrecerá una transición de usos auto-orientados y un desarrollo más amigable para los peatones. HSD es de aproximadamente 11 hectáreas.

Mixed Use Commercial District

El distrito enfocado en usos mixto comercial del es llamado Mixed-Use Commercial District (MCD) se transformará en un área orientada a los peatones, sera un lugar donde habran restaurantes, cares, tiendas, y otros servicios comerciales con la opcion para incluir unidades residenciales ariba o detrás del negocio. MCD tiene aproximadamente 8.5 hectáreas.

Mixed-Use Residential District

El distrito enfocado a tener una variedad de usos comerciales y residenciales es el distrito llamado Mixed-Use Residential District (MRD). Este distrito tendra usos que incluyen apartamentos y viviendas con patio común. Los hoteles se convertiran en vivieda de calidad alta de labor. Todo esto en orden para animar mas gente a caminar y asegurar flexibilidad para los que desarrollan comunidades. Muchos uses comerciales seran permitidos dentro de este distrito. MRD es aproximadamente 7 hectáreas.

3.3 HIGHWAY SERVING DISTRICT (HSD)

Figure 3.3 Parcels in the HSD

DISTRICT DESCRIPTION

The Highway Serving District (HSD) begins where Highway 101 meets Broadway Street and extends to Franciscan way. The HSD also includes two parcels at the northwest corner of the Highway 101 exit (Figure 3.3). The HSD is intended to allow for catalytic commercial development that is aimed at serving both visitors and residents.

HSD parcels can be seen from Highway 101 and serve as a main gateway to downtown for motorists that use the northern Highway 101 exit (Broadway Street). The Preferred Plan accommodates a variety of uses by allowing taller and denser development. Although a main goal of the Plan is to gear development towards pedestrians, the HSD will accommodate motorists travelling to and from Highway 101.

The HSD will serve as an icon as well as transition from automobile-oriented development at the intersection of San Antonio Street and Broadway Street to more pedestrian-friendly, smaller scaled development east of Franciscan Way.

The two City-owned parcels in the HSD provide the City with many options, including providing incentives for specific types of development and creating economic generators.

IN THIS SECTION:

DISTRICT DESCRIPTION

EXISTING CONDITIONS

POTENTIAL FUTURE DEVELOPMENT

CONCEPTS AND EXAMPLES

3.3 HIGHWAY SERVING DISTRICT (DISTRITO QUE SIRVE LA AUTOPISTA) (HSD)

DESCRIPCIÓN DEL DISTRITO

El distrito Highway Serving District (HSD) empieza donde la autopista 101 empieza y se extiende hasta Franciscan Way. El HSD también incluye una parcela en la esquina noroeste de la salida de la autopista 101 (Figura 3.3). El mapa de la Figura 3.3 ilustra las parcelas HSD. La intención del HSD es para permitir desarrollo de comerciales catalizados que son dirigidos a servir los visitantes buscando donde dormir, visitantes pasando por la ciudad, y los residentes.

Las parcelas de HSD se pueden ver desde la autopista 101 y sirve como puerta de entrada principal al centro para visitantes y residentes que utilizan la salida del norte de la carretera 101(la calle Broadway). El Plan Preferido acomoda una variedad de aplicaciones, al permitir el desarrollo más alto y más denso. Aunque el objetivo principal del Plan es el desarrollo guiado a los peatones, el HSD se acomide a los automovilistas que viajan hacia y desde la autopista 101.

El HSD servirá como una identificación, así como la transición de la orientación al automóvil en la calle San Antonio y la calle Broadway a una orientación más amigable para los peatones, y una escala más pequeña al este del Camino Franciscano.

La Ciudad es dueña de dos propiedades dentro de HSD y esas propiedades proveen a la Ciudad con muchas opciones, incluyendo ayudas para tipos de desarrollo especifico, facilitando posibles intercambios de parcelas, y creando generadores económicos.

EXISTING CONDITIONS

There are several vacant or underutilized parcels in the HSD, which provide opportunities for appropriate infill development. The following discussion illustrates the development potential on these sites.

The primary opportunity sites are two adjacent City-owned vacant parcels that front Broadway Street and Franciscan Way. Figure 3.4 illustrates the current condition of these parcels. These parcels are approximately 6.5 acres. Community members and City officials expressed a desire to use these parcels for the development of an upscale hotel and convention center and/or space for the expansion of Mee Memorial Hospital. See Figure 1.8 for a map of vacant parcels in the Plan Area.

Figure 3.5 shows the intersection of San Antonio Drive and Broadway Street, where traffic from six different points interacts. This large and unusual intersection may be ideal for a roundabout. A roundabout at this intersection could calm traffic as it moves towards the downtown corridor and could also serve as a gateway feature and identifier for the City.

Figure 3.6 depicts a local business on the corner of Franciscan Way and Broadway Street. This section of the HSD is a successful commercial center, but existing commercial developments are surrounded by vacant and underutilized parcels. Infill development complimenting these existing uses should be encouraged. New development should be pedestrian-oriented and fit with the local character.

Figure 3.4 Opportunity sites fronting Broadway Street

Figure 3.5 Opportunity site at intersection of San Antonio Drive and Broadway Street.

Figure 3.6 Opportunity site at the corner of Broadway and Franciscan

LAS CONDICIONES QUE EXISTEN

Hay algunos lotes vacíos o subutilizados en el HSD, que ofrecen oportunidades para el rellenar eso lotes con desarrollo apropiado. La discusión siguiente se muestra el potencial de desarrollo en estos sitios.

Los sitios de oportunidad primaria son dos parcelas adyacentes y vacantes propiedades de la Ciudad cual están al frente de a la calle Broadway y el Camino Franciscan. Figura 3.4 ilustra el estado actual de dichas parcelas. Estas parcelas son de aproximadamente 6.5 hectáreas. Miembros de la Comunidad y funcionarios de la ciudad expresaron su deseo de utilizar estos lotes para la construcción de un hotel de lujo y centro de convenciones con espacio para tiendas de compra y espacio para la propuesta de ampliar a Mee Memorial Hospital. Vea la Figura 1.7 para un mapa de parcelas vacantes en el Área del Plan.

Figura 3.5 muestra la intersección de San Antonio Drive y la calle Broadway, donde el tráfico de seis puntos diferentes se encuentran. Esta intersección es grande e inusual y es ideal para una rotonda. Una rotonda en esta intersección podría calmar el tráfico a medida que avanza hacia el centro del la ciudad, y también podría servir como enlace y identificación a la ciudad.

Figura 3.6 representa un negocio local en la esquina de Franciscan Way y de la calle Broadway. Esta sección del HSD es un centro comercial con éxito, pero los desarrollos comerciales actuales están rodeadas de parcelas vacías y subutilizadas. Nueva construcción que complementan a estos usos existentes es preferido. El nuevo desarrollo debe ser orientado al peatón y en forma con el carácter local.

Figure 3.7 Preferred build-out for HSD

POTENTIAL FUTURE DEVELOPMENT

Figures 3.7 and 3.8 represent a potential build-out scenario for the HSD. Four primary opportunities are identified.

A. Hotel and convention center with frontages on Broadway Street and additional commercial development with frontages on Franciscan Way.

B. New Streets with intersections on Broadway Street and Franciscan Way to break up the large block and enhance connectivity.

C. Roundabout at the intersection of San Antonio Drive and Broadway Street to deal with the complicated intersection. A landmark could be placed on the roundabout to foster a distinct sense of place.

D. Mixed-use infill along Broadway Street and Franciscan Way.

Figure 3.8 Opportunities for HSD located on an aerial map with current conditions

EL POSIBLE FUTURO DESARROLLO

Figuras 3.7 y 3.8 representan el potencial desarrollo de escena para el HSD. Cuatro oportunidades se identifican.

A. Hotel y centro de convenciones con fachadas en la calle Broadway y el desarrollo comercial adicional con fachadas en el Camino Franciscano.

B. Nuevas calles con nuevas intersecciones en la calle Broadway y Franciscan Way para romper el bloque y mejorar la conectividad.

C. rotonda en la intersección de San Antonio Drive y la calle Broadway seria ideal para una intersección complicada. Un punto de referencia podría ser colocado en la rotonda para fomentar un sentido distinto del lugar.

D. Lugares con usos mixtos a lo largo de la calle Broadway y el Franciscan Way.

CONCEPTS AND EXAMPLES

Hotel and Convention Center. This development opportunity presents the challenge of needing to be financially feasible, stylistically sufficient to act as a gateway and landmark, and designed to interface with the street in a way that integrates with surrounding development. Figure 3.9 displays an example of this type of development.

Figure 3.9 Appropriate building massing for street facing hotel/convention center on Broadway Street

Roundabout. Roundabouts are traffic calming tools that reduce motorist speed, congestion, and make intersections safer for pedestrians and motorists. Figure 3.10 is an example of a roundabout with feeder streets that are similar to the San Antonio and Broadway Street intersection. The center of the roundabout is an ideal space for a gateway or landmark. See Chapter 4 (Circulation) for more information on circulation improvements.

Figure 3.10 Example of a roundabout

Mixed-Use Infill. Mixed-use infill could tie existing development together and provide smaller commercial spaces for a cohesive and place-specific block. This would help give the area a distinct character while improving the pedestrian experience. Figure 3.11 displays an example of the type of building that could be developed on the corner of Broadway Street and Franciscan Way.

New Streets. The ideal block length for a pedestrian-friendly environment in the Plan Area is about 400 feet. The Plan Area has blocks twice that long, ranging from 600 to 800 feet. New streets would break up large blocks and allow more pedestrian, bicycle, and vehicle access. Depending on need, new streets could also provide parallel or diagonal parking. See Chapter 4 (Circulation) for more information on circulation improvements.

Figure 3.11 Mixed-use infill

CONCEPTOS Y EJEMPLOS

Hotel y Centro de Convenciones. Esta oportunidad de desarrollo presenta el desafío por si es financieramente viable, estilísticamente suficiente para actuar como puerta y punto de interés, y diseñado para interactuar con la calle de una manera que se integra con el entorno de desarrollo, y a la vez que mejore la transitabilidad. Figura 4.9 muestra un ejemplo de este tipo de desarrollo.

Rotonda. Las rotondas son para calmar el tráfico sirven como herramientas para reducir la velocidad del conductor, la congestión y hacer que las intersecciones sean más seguras para los peatones y automovilistas. Figura 4.10 es un ejemplo de una rotonda de conexión con las calles que son similares a las de San Antonio y la intersección de la calle Broadway. El centro de la rotonda es un espacio ideal para una puerta de interés o punto de referencia. Véase el capítulo 4 (Distribución del Plan Maestro) para obtener más información sobre como mejorar la circulación.

Usos Mixtos para desarrollar en lotes vacíos. El Desarrollo de uso mixto podría conectarse con el desarrollo actual así proporcionar los pequeños espacios comerciales para un bloque coherente y específico. Esto ayudaría a dar a la zona un carácter distinto que mejoraría la experiencia de los peatones. Figura 4.11 muestra un ejemplo del tipo de edificio que se podrían desarrollar en la esquina de la calle Broadway y Franciscan Way.

Nuevas calles. La longitud del bloque ideal para un entorno amigable para los peatones en la zona del Plan es de unos 400 pies. El Área de Plan tiene bloques doble de largos, que van a lo largo de 600 a 800 pies. Las calles nuevas romperían los bloques largos y permitirían que más peatones, bicicletas, y vehículos tengan acceso. Dependiendo de las necesidades, nuevas calles también podría proporcionar estacionamiento en paralelo o en diagonal. Véase el capítulo 4 para obtener más información sobre como mejorar la circulación.

3.4 MIXED-USE COMMERCIAL DISTRICT (MCD)

Figure 3.12 Parcels in the MCD

DISTRICT DESCRIPTION

The Mixed-Use Commercial District (MCD) begins where Broadway Street intersects Franciscan Way and extends to the parcel on the east side of the intersection of Broadway Street and Canal Street (Figure 3.12). The MCD encourages mixed-use infill development with the intent of increasing pedestrian safety and creating a sense of place.

The MCD is located in the heart of the Plan Area. The District receives traffic from Highway 101, downtown, King City High School, and Mee Memorial Hospital. The Preferred Plan capitalizes on this exposure by allowing denser development and alleviating traffic on Broadway Street by extending Talbot Street through the MCD and HSD. By breaking up the block, businesses and residents can more easily and safely access the MCD by vehicle, bicycle, or on foot.

The MCD will serve as a transition from the automobile-oriented HSD to the pedestrian-oriented MRD. Through a variety of design techniques, including pedestrian-oriented building frontages built to the property line and pedestrian-only paseos, the MCD will create a node that attracts people from downtown and other parts of the City.

In This Section:

DISTRICT DESCRIPTION
EXISTING CONDITIONS
POTENTIAL FUTURE DEVELOPMENT
CONCEPTS AND EXAMPLES

3.4 DISTRITO COMERCIAL DE USOS MIXTOS (MCD)

DESCRIPCIÓN DEL DISTRITO

El Distrito Comercial de uso mixto (MCD), comienza en la calle Broadway se cruza Franciscan Way y se extiende a la parcela en el lado este de la intersección de la calle Broadway y calle Canal (Figura 4.12). El MCD fomenta el desarrollo de uso mixto con la intención de aumentar la seguridad de los peatones y crear un sentido de lugar.

El MCD se encuentra en el corazón del Plan del Área. El distrito recibe el tráfico de la carretera 101, del centro, King City High School, y Mee Memorial Hospital. El Plan Preferido aprovecha esta exposición, al permitir el desarrollo más denso. También tiene capacidad para el flujo de tráfico a través de la adición de una nueva calle en el lado sur del Área del Plan, que puede extenderse a Talbot Street a través de la MCD y HSD. Al romper el bloque, las empresas y los residentes pueden acceder fácilmente y con seguridad el MCD en vehículo, bicicleta o pie.

El MCD servirá de transición de el HSD con usos orientados al automóvil a servicios orientados al peatón MRD. A través de una variedad de técnicas en diseño, incluyendo la construcción de fachadas orientada al peatón construidas a la línea de propiedad y paseos peatonales, el MCD se creará de un modo lo que atrae a la gente hacia el centro y de otras partes de la ciudad.

EXISTING CONDITIONS

There are three key opportunity sites in the MCD. The first opportunity site is a trailer park on the corner of Broadway Street and Franciscan Way. The trailer park has a single road interacting with Broadway Street and is surrounded by a large fence. The park was frequently mentioned as a concern during the public outreach process. However, it provides a significant number of affordable housing units and is protected by State mobile home park law. Figure 3.13 illustrates current conditions at the trailer park.

The second opportunity site is the large shopping center mid-block between Broadway Street and Canal Street. The site has a large parking lot that could be infilled with a pedestrian-scale, mixed-use building. The site is large enough that a new development project could be sited to maintain the existing structure and sufficient parking. Figure 3.14 shows this opportunity site.

Finally, a large vacant lot on the southeast corner of Broadway Street and Canal Street could be developed in any number of ways, including entertainment services, mixed-use office and residential buildings, and other commercial services. Figure 3.15 shows this vacant lot.

Figure 3.13 Opportunity site at the corner of Franciscan Way and Broadway Street.

Figure 3.14 Opportunity site mid-block between Broadway Street and Canal Street

Figure 3.15 Opportunity site on the southeast corner of Broadway Street and Canal Street

CONDICIONES ACTUALES

Hay tres sitios de oportunidad clave en la MCD. El sitio de la primera oportunidad es un parque de casas movibles o también conocidas como "trailas" en la esquina de la calle Broadway y Franciscan Way. El parque de casas movibles tiene un camino con conexión con la calle Broadway y está rodeada por una barda grande. Este sitio a sido mencionado con frecuencia como un problema durante el proceso de divulgación pública. Sin embargo, proporciona un número significativo de unidades de vivienda de bajos ingresos y está protegido por la ley del Estado (Véase el Apéndice E para obtener más información sobre la ley estatal de casas móviles). Figura 3.13 ilustra las condiciones actuales en el parque de casas movibles.

El segundo sitio de oportunidad es el gran centro comercial a mitad de cuadra entre la calle Broadway y la calle Canal. El sitio tiene un gran estacionamiento que se podría desarrollar en un edificio de uso mixto para promover en más escala peatonal. El sitio es lo suficientemente grande que un nuevo proyecto de desarrollo podría ser situado de manera para mantener la estructura existente y obtener suficiente estacionamiento. Figura 3.14 muestra este sitio oportunidad.

Por último, el tercer sitio de oportunidad es un gran terreno baldío en la esquina sureste de la calle Broadway y la calle Canal que podría desarrollarse en un número de maneras, incluyendo servicios de entretenimiento, oficinas de uso mixto y edificios de viviendas y otros servicios comerciales. Figura 3.15 muestra este terreno baldío.

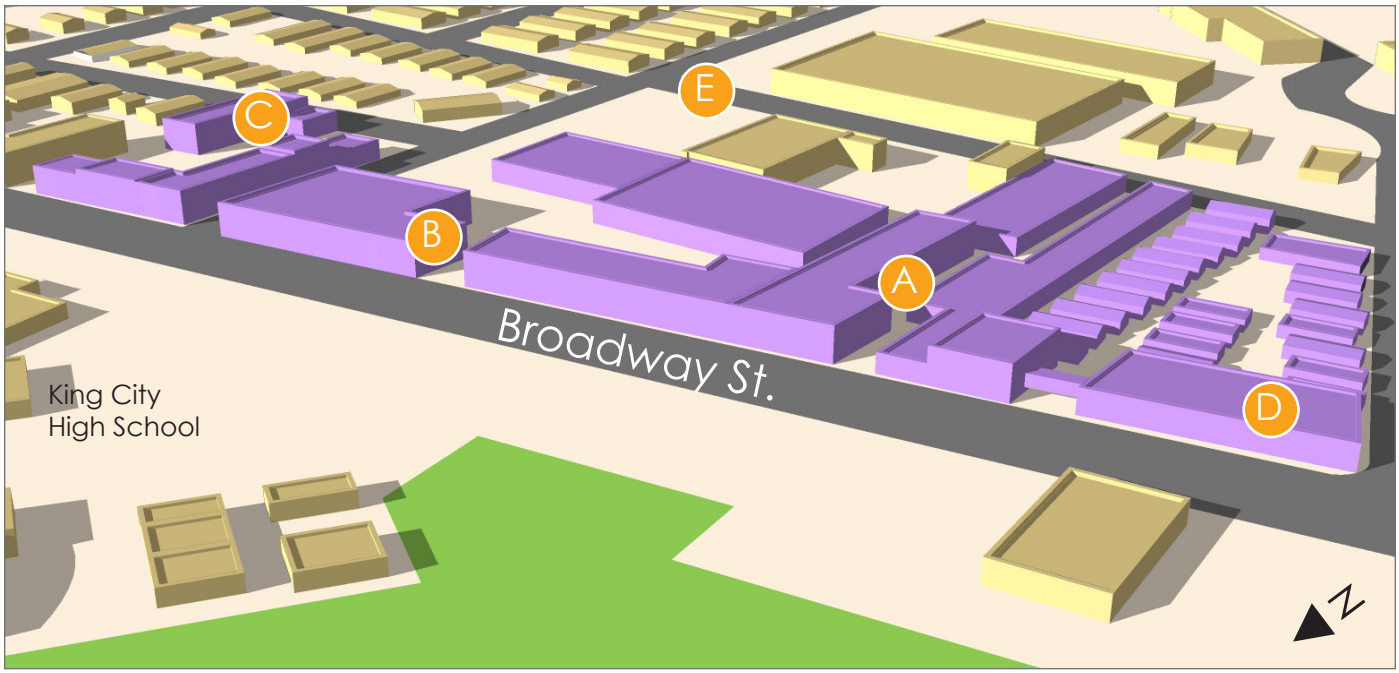


Figure 3.16 Preferred build-out for the MCD

POTENTIAL FUTURE DEVELOPMENT

Figures 3.16 and 3.17 represent a potential build-out scenario for the MCD. Five primary opportunities are identified:

A. Retail development with a paseo connecting the north and south sides of the block.

B. Infill can take advantage of excess parking, while also creating an active and engaging street front.

C. New mixed-use development could provide residential, commercial, or office uses.

D. Mixed-use commercial can improve the image of the trailer park along Broadway Street while providing affordable units on upper floors.

E. New road on the south side of the MCD can create better circulation through the area and alleviate traffic on Broadway Street.

Figure 3.17 Opportunities for MCD located on an aerial map with current conditions

POSIBLE FUTURO DESARROLLO

Figuras 3.16 y 3.17 representan el posible desarrollo completo para el MCD. Cinco oportunidades se identifican:

A. Usos de ventas al por menor desarrollados con un paseo que conecta el norte y sur del bloque.

B. Desarrollar un edificio en el estacionamiento para aprovechar el exceso del espacio y al mismo tiempo ayudar a la creación de una fachada apropiada y presentarse como un área mas activa.

C. Nuevos edificios con usos mixtos en la parcela vacante podría proporcionarse a los usos residenciales, comerciales o de oficina.

D. Usos Comerciales mixtos puede ayudar a limpiar la imagen del parque de casas móviles a lo largo de Broadway, y a la vez proporcionar viviendas asequibles en los pisos de arriba.

E. Un Camino Nuevo en el lado sur de MCD crean una zona más transitable, para bicicletas, peatones y manejable.

CONCEPTS AND EXAMPLES

Mixed-Use Development. Vertical mixed-use development usually has commercial uses on the ground floor with residential uses on the top floors. Mixed-use development allows residents and businesses to be adjacent to one another while also providing a street-fronting building that enhances the pedestrian experience. Parking for these developments is generally on-street or at the rear of the parcel. Through new building regulations in Chapter 5 (Development Standards), projects will be required to vary façade, lot orientation, and height in order to create an appropriate rhythm and scale in the Plan Area. Figure 3.18 shows a successful mixed-use project in Grover Beach, CA.

Figure 3.18 Mixed-use development

Development Featuring a Paseo. Placing a paseo in new development allows for more store fronts, more direct natural daylight, and inner-block connectivity. By encouraging pedestrians to pass through the parcel, the development simultaneously provides a safe place to walk and pedestrian traffic for shop owners. Combined with mixed-use buildings, paseo development can provide an engaging place to live, work, and shop. Figure 3.19 illustrates how a paseo can be incorporated into new and existing development.

Figure 3.19 New development with a prominently featured paseo

Parking Lot Infill. With the new regulations outlined in Chapter 5 (Development Standards), property owners will be able to build in oversized parking lots. Figure 3.20 shows an example of a commercial development infill in a parking lot. This development fronts the right-of-way, which provides an active and engaging pedestrian environment.

Figure 3.20 New street-fronting commercial development in what used to be an excessively large parking lot.

CONCEPTOS Y EJEMPLOS

Desarrollo de uso mixto. Desarrollo Vertical usualmente tiene usos comerciales o oficinas en el piso de abajo y con uso residencial en los pisos de arriba. El desarrollo de uso mixto permite a los residentes y negocios que esté más cerca el uno al otro mientras que también proporciona un edificio en la con una fachada mas atractivas y accesible a peatonal. Estacionamientos para estos acontecimientos es generalmente en la calle o en la parte trasera del lote. A través de las normas de construcción nueva en el capítulo 5 (Desarrollo de Normas), los proyectos tendrán que variar la fachada, la orientación, y la altura con el fin de crear un ritmo adecuado y a la escala en la zona del Plan. Figura 3.18 muestra un ejemplo al éxito del proyecto de uso mixto en Grover Beach, CA.

Desarrollo con un paseo. Colocación de un paseo en el desarrollo de nuevos edificios permite almacenar más, luz natural y más directa, y la conectividad interna del bloque. Al alentar a los peatones que pasan por la parcela, el desarrollo al mismo tiempo proporciona un lugar seguro para caminar para los peatones y para los propietarios de la tienda. Combinada con edificios de uso mixto, el desarrollo de paseo puede proporcionar un lugar de participación para vivir, trabajar, y dueños de tienda. Figura 3.19 ilustra cómo un paseo se puede incorporar en el desarrollo de nuevos y existentes edificios.

Lote para estacionamiento. Con la nueva normativa que se indica en el capítulo 5 (Desarrollo de Normas), los propietarios podrán construir estacionamientos de gran tamaño. Figura 3.20 muestra un ejemplo de un lote donde se desarrollo un estacionamiento comercial. Este desarrollo esta al frente del derecho de vía, lo que proporciona un entorno peatonal activo y atractivo.

3.5 MIXED-USE RESIDENTIAL DISTRICT (MRD)

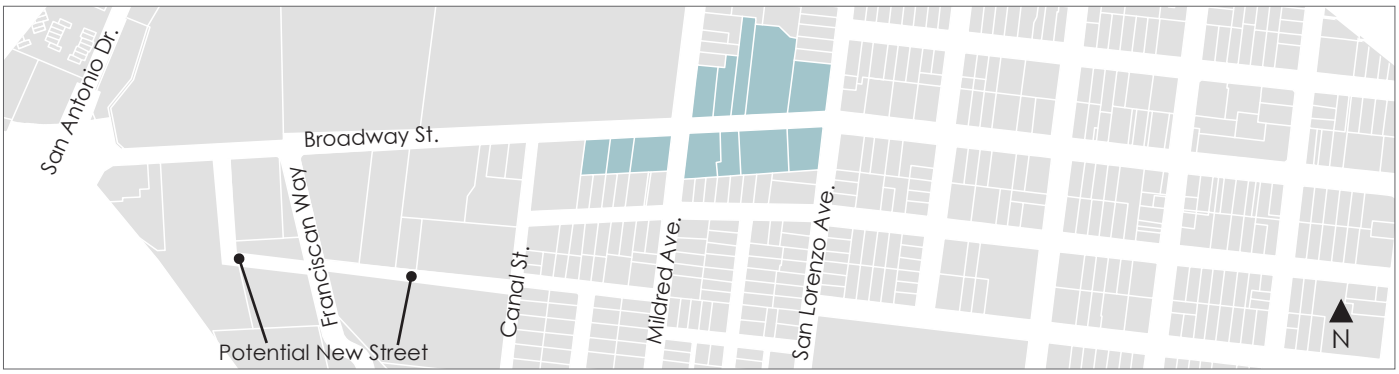


Figure 3.21 Parcels in the MRD

DISTRICT DESCRIPTION

The Mixed-Use Residential District (MRD) begins about mid-block on Broadway Street between Canal Street and Mildred Avenue and runs to San Lorenzo Avenue (Figure 3.21). The MRD encourages mixed-use projects with a strong emphasis on providing a variety of residential building types by renovating old motels and/or building new residential and mixed-use developments.

The MRD surrounds the entrance to King City High School and abuts the historic downtown corridor. As a result, the MRD experiences a large amount of pedestrian traffic. The area already hosts many housing options and is somewhat pedestrian-oriented, with smaller blocks, lots, and buildings. New housing in the MRD could serve a wide variety of households, such as families with children, employees at King City High School or Mee Memorial Hospital, people working in other parts of the City, and seniors.

By encouraging compact residential development in the downtown area, the MRD will provide a place to live for those who want to be within walking distance to work, entertainment, and daily services.

In This Section:

DISTRICT DESCRIPTION
EXISTING CONDITIONS
POTENTIAL FUTURE DEVELOPMENT
CONCEPTS AND EXAMPLES

3.5 USO MIXTO ZONA RESIDENCIAL (MRD)

DESCRIPCIÓN DEL DISTRITO

El distrito de uso mixto residencial (MRD) comienza a mitad de la cuadra sobre la calle Broadway entre la calle Canal y Avenida de Mildred y corre a la avenida de San Lorenzo (Figura 3.21). El MRD anima a los proyectos de uso mixto con el enfoque en la prestación de una variedad de tipos de edificios residenciales mediante la renovación de viejos moteles y / o la construcción de nuevos desarrollos de uso mixto y residencial.

El MRD rodea la entrada de King City High School y sigue del centro histórico. Como resultado, el MRD experimenta una gran cantidad de tráfico peatonal. El área alberga ya muchas opciones de vivienda y sirve un poco a la orientación peatonal, con bloques más pequeños, lotes y edificios. Nuevas viviendas en el MRD puede servir a una amplia variedad de los hogares, como las familias con niños, los empleados de King City High School o Mee Memorial Hospital, las personas que trabajan en otras partes de la ciudad, y a los de tercera edad.

Por animar un área de desarrollo residencial compacto en el centro de la ciudad, el MRD proporcionará un lugar para vivir para aquellos que quieren estar a poca distancia del trabajo, entretenimiento y servicios diarios.

EXISTING CONDITIONS

There are several motels in the MRD that have been informally converted to housing units. These sites provide an opportunity for renovation in some cases, and new development in other cases. These sites could be utilized for diverse housing purposes ranging from affordable short-term housing (for seasonal laborers) to upscale condominiums (for professionals working at King City High School or Mee Memorial Medical Center). Figure 3.22 shows an example of a motel on Broadway Street and Mildred Avenue. Figure 3.23 shows locations of the four older motels in the MRD.

There are also several underutilized parcels in the MRD. Figure 3.24 illustrates development that is auto-oriented with poor street frontage and is not pedestrian-friendly. New residential and commercial development could infill these parcels with more pedestrian-friendly projects built to the property line.

Figure 3.22 Old motel on Broadway Street in the MRD

Figure 3.23 Motel opportunity sites

Figure 3.24 Opportunity site at on Broadway Street between Canal Street and Mildred Avenue

LAS CONDICIONES ACTUALES

Hay varios moteles en el MRD que se han convertido de manera informal a unidades de vivienda. Estos sitios proporcionan una oportunidad para la renovación en algunos casos, y de nuevo desarrollo en los demás casos. Estos sitios podrían ser utilizados para fines de vivienda diversos como viviendas económicas a corto plazo (para los trabajadores de temporada) viviendas como condominios de lujo (para profesionales que trabajan en King City High School o Mee Memorial Medical Center). Figura 3.22 muestra un ejemplo de un motel en la calle Broadway y la Avenida de Mildred. Figura 3.23 muestra la ubicación de los cuatro moteles de más edad en el MRD.

También hay varias parcelas subutilizadas en el MRD. Figura 3.24 ilustra el desarrollo que son auto-orientadas y que tienen fachadas pobres y no son orientados para los peatones. Los nuevos desarrollos residenciales y comerciales pueden ayudar estas parcelas con proyectos para construir edificios a la línea de la propiedad y ser mas apropiados para los peatones

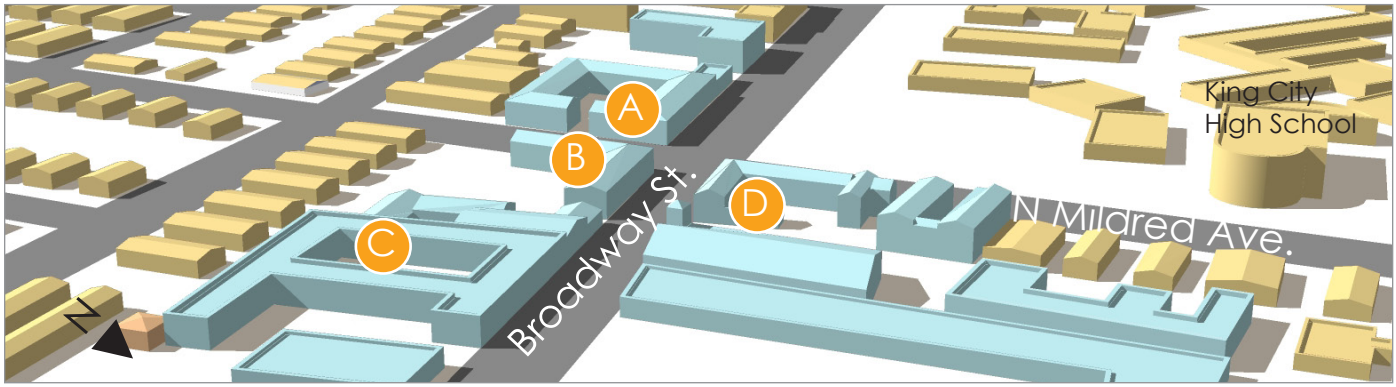


Figure 3.25 Preferred build-out for MRD

POTENTIAL FUTURE DEVELOPMENT

Figures 3.25 and 3.26 represent a potential build-out scenario for the MRD. While the City encourages renovation or adaptive reuse of existing hotels, this may not be feasible for all of the hotels in this district. The following descriptions of future development recognize this constraint.

A. Hotel rehabilitation could provide high quality apartments or small units at a lower cost as compared to new development. This option also allows for the preservation of historic buildings and the unique characteristics of the Plan Area (such as the motel with the palm tree growing out of the lobby, see Figure 3.22).

B. New medium density housing could satisfy housing needs in an efficient, centralized location near existing services and transportation options.

C. In some cases, hotel demolition for the purpose of providing high quality new housing in a central location for the residents of the City may be the best design solution.

D. New mixed-use developments with an emphasis on high quality market-rate and work-force housing.

Figure 3.26 Opportunities for MRD located on an aerial map with current conditions

DESARROLLO FUTURO POTENCIAL

Figuras 3.25 y 3.26 representan un desarrollo potencial y completo escenario para el MRD. Cuatro oportunidades se identifican:

A. Rehabilitación de Hoteles para viviendas o unidades pequeñas, proveer unidades de alta calidad sin el costo de construir nuevos edificios. Esta opción también permite la preservación de edificios históricos y las características únicas de los planes en el área (como el motel con el árbol de palma que crece fuera del vestíbulo, ver Figura 3.22).

B. Vivienda de densidad media podría satisfacer las necesidades de vivienda en un lugar eficiente y centralizado, cerca de los servicios existentes y las opciones de transporte.

C. Demolición de Hotel con el fin de proporcionar nuevas viviendas de alta calidad en una ubicación central para los residentes de la ciudad.

D. Nuevos desarrollos de uso mixto, con énfasis en la alta calidad del mercado y viviendas para la fuerza de trabajo.

CONCEPTS AND EXAMPLES

Hotel Rehabilitation. Old hotels and motels can be converted to residential properties. Figure 3.27 is an example of a project that, although different in scale than the motels in the MRD, successfully converted an old hotel into mixed-income housing with ground floor retail while preserving a building of historic value. The use of existing structures reduces the environmental impact of the construction process and can provide a lower cost alternative to demolition and new construction.

Hotel Demolition for New Housing. Some of the old hotels in the MRD may need to be demolished in order to be converted to higher quality housing. Figure 3.28 illustrates a type of housing that could effectively replace the density of units currently provided by hotels and motels.

New Residential Development. New housing on Broadway Street could help satisfy housing needs in an efficient centralized location near services and transportation. Housing in the MRD would need little new infrastructure and could support downtown businesses. Figure 3.29 illustrates an appropriate housing type in the MRD.

Figure 3.27 Rehabilitated hotel

Figure 3.28 Appropriate high-density housing

Figure 3.29 Street-fronting medium-density housing with sufficient off-street parking

CONCEPTOS Y EJEMPLOS

La Rehabilitación de Hoteles. Hoteles y moteles viejos pueden convertir en propiedades residenciales. Figura 3.27 es un ejemplo de un proyecto que, aunque diferentes en la escala de los moteles en el MRD, convertidos exitosamente de un antiguo hotel a usos mixtos con planta baja de ventas al por menor y viviendas de ingresos mixtos en la planta de arriba, y a la vez preserva el valor del un edificio histórico. Al usar las estructuras actuales reduce el impacto ambiental durante el proceso de construcción y puede proporcionar una alternativa de menor costo a la demolición y nueva construcción.

Demolición de Hoteles para Nuevas Viviendas. Algunos de los hoteles de edad en el MRD es posible que tenga que ser demolidos para convertirse a una vivienda de mayor calidad. Figura 3.28 ilustra un tipo de vivienda que efectivamente podría sustituir a la densidad de las unidades actuales que proveen los hoteles y moteles.

Nuevo Desarrollo Residencial. Nuevas viviendas en el oeste de Broadway podrían ayudar a satisfacer las necesidades de vivienda en una ubicación centralizada, eficiente, y cerca de los servicios y el transporte. Vivienda en el MRD necesitaría poca infraestructura nueva y podría apoyar a las empresas del centro. Figura 3.29 ilustra un tipo de vivienda adecuada en el MRD.

3.6 IMPLEMENTATION STRATEGIES

This section provides a series of strategies to implement the Preferred Plan.

1. **Adopt recommended development standards (Chapter 5).**

2. **Consider circulation recommendations (Chapter 4).**

3. **Begin a relationship with a non-profit business incubator organization.** The City should recruit organizations such as El Pajaro CDC from Watsonville, California, to assist local entrepreneurs, particularly small business owners from the Latino community. This will become especially important in the Plan Area where there is large commercial development potential.

4. **Enter into a relationship with King City High School and surrounding neighborhoods.** By engaging community and student groups, the City can create "buy-in" for projects that need volunteer labor such as public art. The City should create a space for these groups to express themselves. Options for these expressions include community garden plots, space for street murals, and space for physical art.

3.6 ESTRATEGIAS PARA IMPLEMENTAR

Esta sección incluye una serie de estrategias para implementar el Plan Preferido.

1. Adoptar las normas de desarrollo recomendadas (capítulo 5).

2. Adoptar las recomendaciones para mejorar la circulación (Capítulo 4).

3. Comenzar una relación con una organización sin fines de lucro que sirve como incubadora de negocios. La Ciudad debería de contratar organizaciones tales como El Pájaro CDC de Watsonville, California, para ayudar a los empresarios locales, propietarios de negocios pequeños en particular de la comunidad latina. Esto será especialmente importante en el área de West Broadway, donde existe gran potencial de desarrollo comercial.

4. Entrar en una relación con King City High School y las vecindades cercas. Participar en grupos de la comunidad y de los estudiantes, la Ciudad puede crear un puente de ayuda para los proyectos que necesitan mano de obra voluntaria, como arte público. La ciudad debe crear un espacio para que estos grupos se expresen. Opciones para estas expresiones incluyen parcelas de jardín comunitario, lugares para murales, y el espacio para el arte físico.

4. Circulation

Chapter Overview

Chapter 4 summarizes the existing automotive, pedestrian, and bicycling conditions in the Plan Area and outlines relevant existing circulation strategies.

In order to increase the Plan Area vibrancy, walkability, and pedestrian-orientation, this Chapter also provides several circulation recommendations including the implementation of regional bicycle plans and the adoption of new development standards.

In This Section:

4.1 EXISTING CONDITIONS

4.2 CIRCULATION RECOMMENDATIONS

4. CIRCULACIÓN

CAPÍTULO GENERAL

En resume del Capítulo 4 contiene las condiciones peatonal, de automóvil, y de montar en bicicleta dentro del Área del Plan y se enlacen las estrategias pertinentes para ayudar las condiciones existentes de circulación.

Se presentan varias recomendaciones de circulación con el fin de aumentar la vitalidad del Área del Plan, peatones, y la orientación de peatones, incluida recomendación es la aplicación de los planes regionales para bicicletas y la adopción de normas de desarrollo.

4.1EXISTING CONDITIONS

CITYWIDE CONTEXT

Broadway Street serves as a major thoroughfare in the City of King. It connects to First Street at its eastern terminus, and runs through the Historic Downtown Corridor and the Plan Area, connecting to Highway 101 at its western terminus. Broadway Street can also be accessed from Highway 101 via Canal Street. Figure 4.1 provides a map of Broadway Street in relation to the rest of the City.

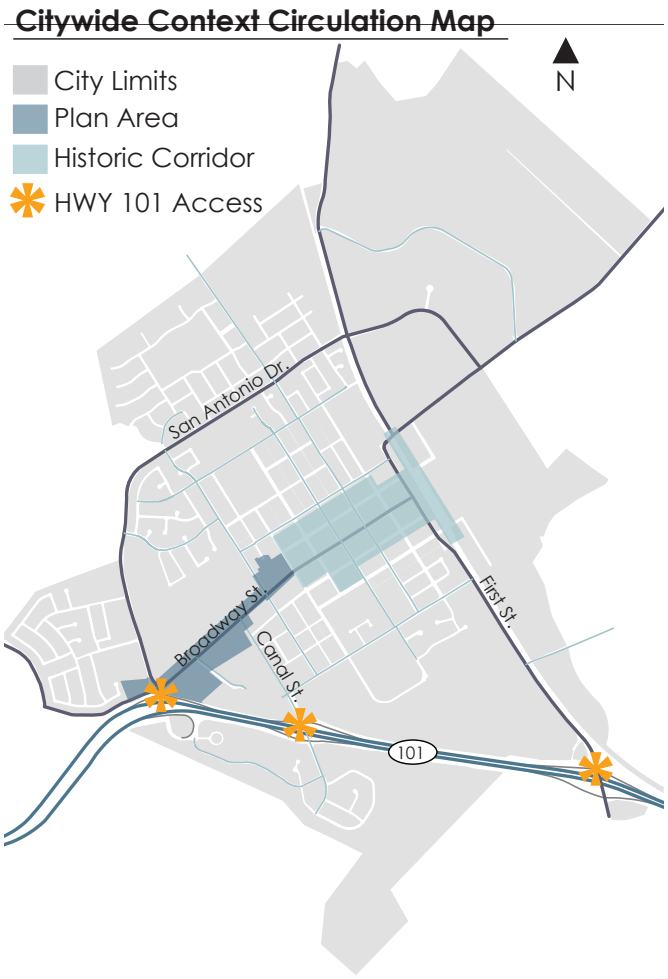


Figure 4.1 Existing circulation in a citywide context

STREET TYPES

According to the 1998 General Plan the West Broadway Master Plan Area includes two major arterials (Broadway Street and San Antonio Road), three collector streets (Canal Street, Mildred Avenue, and Franciscan Way) and one local street (San Lorenzo Avenue). Figure 4.2 provides a map of streets in the Plan Area. Right-of-ways vary between 45 and 80 feet in the Plan Area and between 60 and 80 feet along Broadway Street. Most of Broadway Street has one travel lane in each direction, and includes a center turn lane and on-street parking.

San Antonio Drive is the only four lane arterial in the Plan Area. It has a 75 foot right-of-way and no on-street parking. According to the 1998 General Plan, San Antonio Drive is a loop road serving to divert traffic from Broadway Street and its cross streets. The existing configuration supports this type of use.

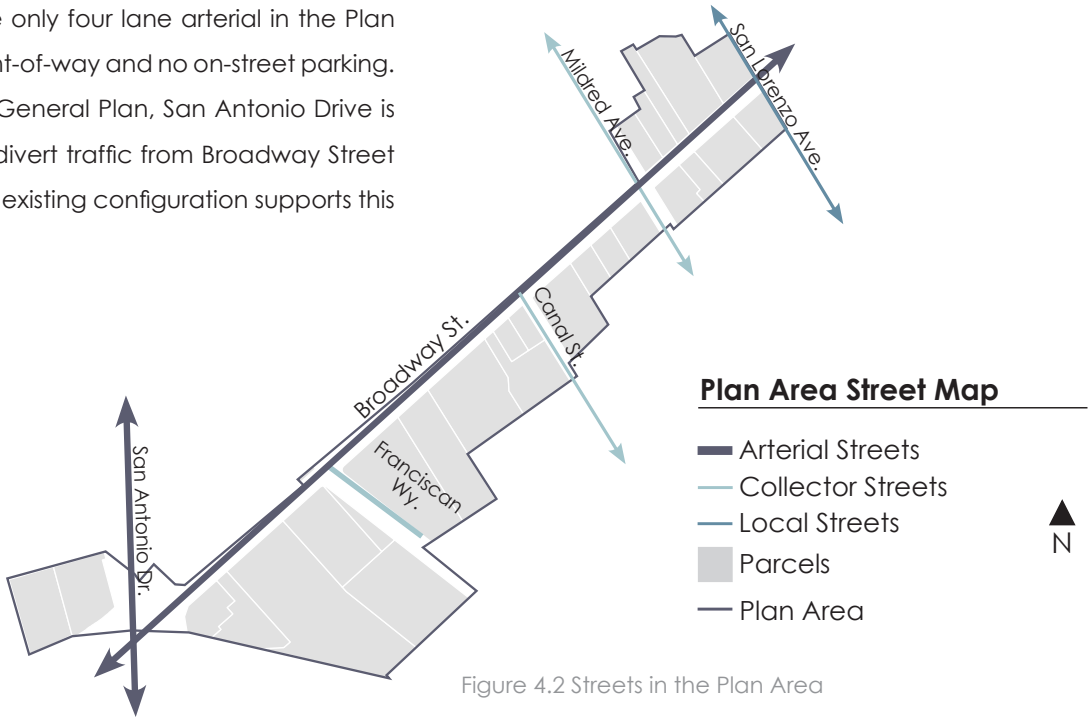


Figure 4.2 Streets in the Plan Area

4.1 CONDICIONES ACTUALES

CONTEXTO PARA TODA LA CIUDAD

La Calle Broadway sirve como una importante vía pública para la Ciudad del Rey. Se conecta a la Celle Primera al oriente termino, y se corre a través del Histórico Corredor Central y la zona del Plan Maestro de oeste de Broadway, y es la conexión a la autopista 101 en su termino occidental. El oeste de la calle Broadway también se puede acceder desde la carretera 101 a través de la calle Canal. Figura 4.1 proporciona un mapa del oeste de Broadway, en relación con el resto de la ciudad.

TIPO DE CALLES

De acuerdo con el Plan General de 1998 el Plan Maestro del oeste de Broadway incluye dos principales arterias (calle Broadway y San Antonio Road), y tres calles de colector (calle Canal, la avenida de Mildred, y Franciscan Way). Figura 4.2 proporciona un mapa de las calles en el Área del Plan. El derecho de vía en las calles varían entre 45 y 80 pies en el Área del Plan y entre 60 y 80 pies a lo largo de la calle Broadway. La mayor parte de la calle Broadway tiene un carril en cada dirección, e incluye un carril central de vuelta y estacionamiento en la calle.

San Antonio Drive es la única calle arterial de cuatro carriles en el Área del Plan. Cuenta con una de 75 pies de derecho de vía y no se permite estacionamiento en la calle. De acuerdo con el Plan General de 1998, San Antonio Drive es un camino de lazo que sirve para desviar el tráfico de la calle Broadway y sus calles transversales. La configuración actual apoya este tipo de uso.

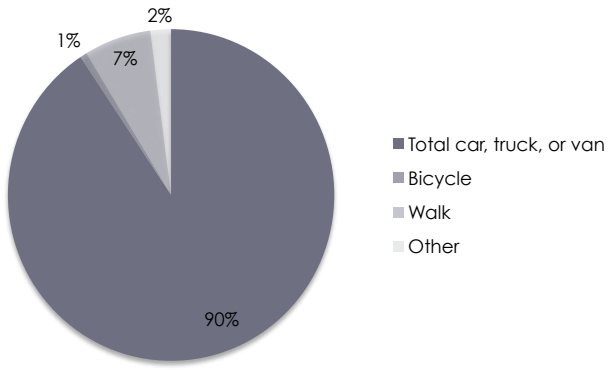
COMMUTER RATES

Figure 4.3 shows means of transportation to work for commuters between 2005 and 2009. According to the US Census (2010), 90 percent of City residents commuted to work via automobile. Fifty-five percent of car commuters were "single driver", while 45 percent carpooled to work. No residents reported using public transit for their work commute, one percent of commuters rode bikes, seven percent walked, and two percent reported using some other means of transportation.

Figure 4.4 shows travel time to work by number of commuters for 2005 to 2009 (US Census, 2010). According to the data, the greatest percentage of commuters travelled less than 10 minutes to work (26 percent). The second highest percentage of commuters travelled between 30 and 60 minutes to work (25 percent).

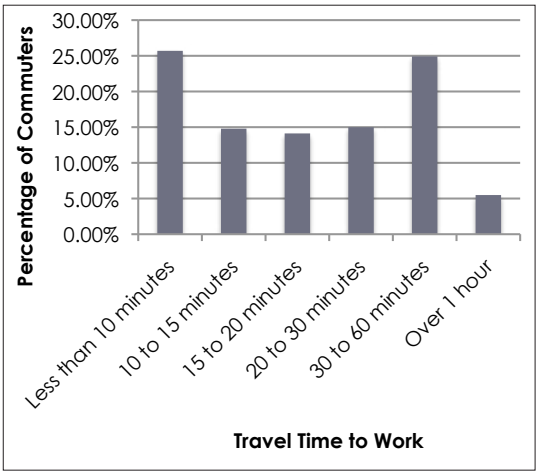
Figure 4.5 shows travel time to work for commuters by means of transportation (US Census, 2010). According to the data, approximately 40 percent of car commuters travelled less than 15 minutes to work, while nearly 30 percent travelled over 30 minutes to work. One-hundred percent of bike commuters travelled less than 10 minutes to work, and over 90 percent of walking commuters travelled less than 15 minutes to work. No residents reported using public transit.

Figure 4.3 Means of Transportation to Work, 2005-2009



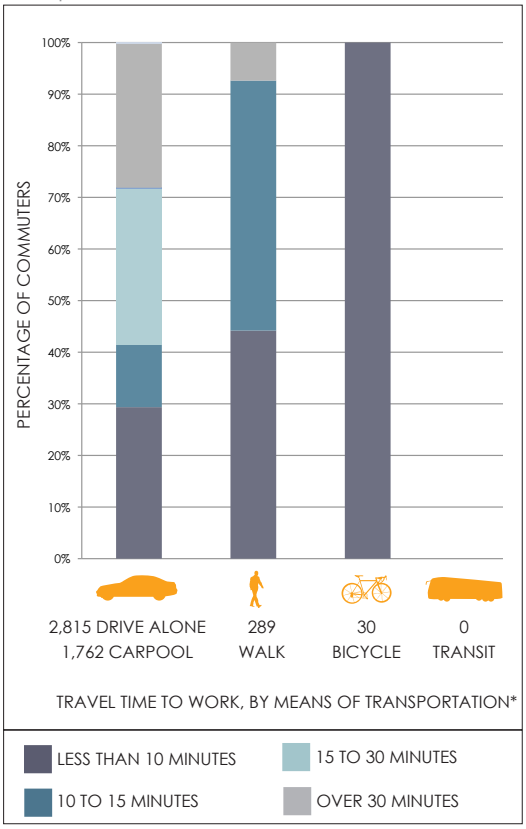
Source: US Census Bureau. 2005-2009 American Community Survey 5-Year Estimates Table B08301

Figure 4.4 Travel Time to Work, by Number of Commuters, 2005-2009



Source: US Census Bureau. 2005-2009 American Community Survey 5-Year Estimates Table B08301

Figure 4.5 Travel Time to Work, by Means of Transportation, 2005-2009



Source: US Census Bureau. 2005-2009 American Community Survey 5-Year Estimates Table C08134

*89 estimated to travel by "Other means"

TARIFAS DEL VIAJERO

La Figura 4.3 muestra los medios de transporte para los viajeros entre el 2005 y el 2009. De acuerdo con el Censo de EE.UU., el 90 por ciento de los residentes de la ciudad viaja para el trabajo a través del automóvil. Cincuenta y cinco por ciento de los viajero de coches se clasifico como viajando solo, mientras que el 45 por ciento viajan en compañía .Ninguno de los residentes reportaron haber usado el transporte público para viajar al trabajo, uno por ciento de los pasajeros montados en bicicletas, siete por ciento caminaba, y dos por ciento reportaron haber usado otros medios de transporte.

La Figura 4.4 muestra el tiempo de viajes al trabajo por el número de pasajeros el año 2005 a 2009 (Censo de los EE.UU.).Según los datos, el mayor porcentaje de pasajeros viajaron menos de 10 minutos al trabajo (26 por ciento). El segundo mayor porcentaje de viajeros estaban entre 30 y 60 minutos del trabajo (25 por ciento).

La figura 4.5 muestra el tiempo de viaje al trabajo por los medios de transporte (Censo de los EE.UU., 2010). Según los datos, aproximadamente el 40 por ciento de los viajeros en auto recorren al menos de 15 minutos al trabajo, mientras que casi el 30 por ciento viajó más de 30 minutos para trabajar. El cien por ciento de los pasajeros viajando en bicicleta están a menos de 10 minutos del trabajo, y más del 90 por ciento de los pasajeros viajando a pie están a menos de 15 minutos del trabajo. Ninguno de los residentes reportaron haber usado el transporte público.

NON-AUTOMOTIVE CIRCULATION CONDITIONS

Table 4.1 summarizes the existing pedestrian and bicycle levels of service (LOS) within the Plan Area. Pedestrian and bicycle LOS were calculated using a method outlined in the article "Bicycle and Pedestrian Level-of-Service Performance Measures and Standards for Congestion Management," written by Linda Dixon and published in the *Transportation Research Record*. The method developed by Dixon quantitatively measures existing street conditions affecting the bicycle and pedestrian environment such as lane widths, intersection impediments, traffic speeds and sidewalk maintenance. Measurements of performance were modified slightly by the Consultant Team to best suit the City

Levels of service for bicycles and pedestrians are defined by Dixon (1996) in the *Transportation Research Record*. Standards for these values are defined below.

- **Pedestrian LOS.** This measurement considers existing sidewalk conditions, curb cuts, pedestrian amenities, traffic speeds, traffic LOS, general sidewalk maintenance, and links to public transit.
    - **LOS A:** Highly pedestrian oriented and will likely attract pedestrian trips. These roadways will have wide sidewalks, safe intersections, sufficient amenities and slow traffic speeds.
    - **LOS B:** Provide many of the amenities that attract pedestrian trips, but lack the number and quality of amenities in a LOS A roadway. Pedestrians can anticipate a low to moderate level of interaction with motor vehicle traffic.
    - **LOS C:** Adequate for pedestrian use, but will likely not attract a high number of pedestrian trips. Sidewalks will likely have deficiencies in maintenance and may be located on roadways with high speeds and high traffic volumes.
    - **LOS D:** Inadequate for pedestrian use. Sidewalks will have more deficiencies in maintenance and are more likely to violate ADA requirements. Additionally, intersections are likely to be more frequent and difficult.
    - **LOS E:** Inadequate for pedestrian use. These roadways may or may not provide a pedestrian facility and will not meet ADA requirements. Pedestrians can anticipate a high level of interaction with motor vehicles.
- **Bicycle LOS.** This measurement considers existing bike facilities, curb cuts, traffic speeds, traffic LOS, general road maintenance, and links to transit.

Table 4.1 Existing Pedestrian and Bicycle Level of Service (LOS), by Street Segment

SEGMENT OF BROADWAY STREET		PED LOS	BIKE LOS	PREFERRED LOS
1.	Between San Antonio and Franciscan Wy.	D	D	A - C
2.	Between Franciscan Wy. and Canal St.	C	E	A - C
3.	Between Canal St. and Mildred St.	C	E	A - C
4.	Between Mildred St. and San Lorenzo Ave.	C	E	A - C
ENTIRE CORRIDOR		C	E	A - C

Source: Dixon, Linda B. Bicycle and Pedestrian Level-of-Service Performance Measures and Standards for Congestion Management Systems. In *Transportation Research Record 1538,* TRB, National Research Council, Washington, D.C., 1996.

LAS CONDICIONES DE CIRCULACIÓN PARA PEATONES Y CICLISTAS

Tabla 4.1 resume los servicios para los peatones y de bicicletas (LOS) dentro del Área del Plan. Servicios para los peatones y bicicletas LOS fueron calculados utilizando un método escrito en el artículo Nivel del Servicio y congestión para Ciclistas y Peatones y las Normas de Desempeño, escrito por Linda Dixon y publicado en el Registro de Investigación del Transporte. El método de desarrollado por Dixon cuantitativamente analiza las condiciones actuales de la calle que afectan a la bicicleta y el medio ambiente de peatones como lo ancho de los carriles, los impedimentos de intersección, la velocidad del tráfico y el mantenimiento de las banquetas. La evaluación del rendimiento se han modificado ligeramente por el equipo consultor que mejor se adapte a la Ciudad.

Los niveles de servicio para las bicicletas y los peatones se definen por Dixon (1996) en el Registro de Investigación del Transporte. Las normas para estos valores se definen a continuación.

Los Servicios Peatonal. Esta medida considera las condiciones actuales de las banquetas, rampas, instalaciones de peatones, la velocidad del tráfico, servicios de tráfico, el mantenimiento general de las banquetas, así como enlaces al transporte público.

- **LOS A:** Orientado a los peatones que probablemente atraerá a más viajes de peatones. Estos caminos tendrán amplias banquetas, cruces seguros, los servicios suficientes y de baja velocidad del tráfico.

- **LOS B:** Proporcionar muchas de las comodidades que atraen a los peatones, pero carecen de la cantidad y calidad de los servicios en una carretera. Los peatones pueden anticipar un bajo a moderado nivel de interacción con el tráfico de vehículos de motor.

- **LOS C:** Adecuado para uso peatonal, pero es probable que no atraen a un gran número de viajes de peatones. Las banquetas tendrán probablemente las deficiencias en el mantenimiento y se encuentren en las carreteras con alta velocidad y alto volumen de tráfico.

- **LOS D:** inadecuada para el uso peatonal. Las banquetas tendrán más deficiencias en el mantenimiento y son más propensas a violar los requisitos de accesibilidad ADA. Además, las intersecciones suelen ser más frecuentes y más difíciles.

- **LOS E:** inadecuada para el uso peatonal. Estas carreteras pueden o no constituir un servicio de peatones y no cumplir los requisitos de ADA. Los peatones pueden anticipar un alto nivel de interacción con vehículos de motor.

- **LOS bicicleta.** Esta medida considera las instalaciones existentes de bicicletas, rampas en las banquetas, las velocidades del tráfico, mantenimiento general de carreteras, y los vínculos con el tránsito.

- **LOS A:** Generally safe and attractive to all bicyclists. Bicyclists can anticipate a low level of interaction with motor vehicles.
- **LOS B:** Adequate for all bicyclists. Bicyclists can anticipate a low level of interaction with motor vehicles. These roadways have either on- or off-street facilities (designated bike lane).
- **LOS C:** Adequate for most bicyclists. Bicyclists can anticipate a moderate level of interaction with motor vehicles. These roadways will typically have an on-street facility (designated bike lane).
- **LOS D:** Bicyclists can anticipate a moderate to high level of interaction with motor vehicles and these roadways may not have an on-street facility (designated bike lane).
- **LOS E:** These roadways require cautious use by advance riders and bicyclists can anticipate a high level of interaction with motor vehicles.

Figure 4.6 shows existing conditions along Broadway Street in the Plan Area, including stop signs, a traffic signal, bus stops, and curb cuts. Traffic is uncontrolled along Broadway Street, except for the signal light at San Antonio Drive and the four-way stop sign at Mildred Street.

Bicycle Conditions

While the wide traffic lanes allow adequate space for bicyclists, there are no bicycle facilities in the Plan Area. In addition, the lack of crosswalks, stop signs, and signals make the area less than ideal for bicycling. The bicycle LOS for the Broadway Street corridor is a LOS E. As described above, a LOS E for bicycles means that bicyclists can anticipate moderate to high interaction with motor vehicles. However, *d*espite limited bike facilities, the majority of community members who participated in public engagement efforts reported that they feel safe riding a bicycle on Broadway Street.

Pedestrian Conditions

Sidewalks are "continuous" within the Plan Area and conditions are generally smooth and free of major trip-fall hazards. However, the aesthetics of the pedestrian experience are negatively impacted by occasional weeds and mismatched concrete.

Most intersections are marked with pedestrian crosswalks and are wheelchair accessible. There are four instances of "incomplete" pedestrian crossings, where there is at least one crossing unmarked on the pavement.

As shown in Figure 4.6 there are 27 instances of curb cuts along Broadway Street within the Plan Area. Curb cuts create pedestrian-vehicle conflict points and potential safety hazards. The vertical changes in sidewalk surface also pose obstacles for pedestrians with physical challenges.

Based on these conditions, the pedestrian LOS calculated for Broadway Street is a LOS C. A LOS C is considered adequate for pedestrian use, but will likely have deficiencies in maintenance.

TRANSIT CONNECTIONS

The City is served by the Monterey-Salinas Transit (MTS) bus line 23 which provides connections to Soledad, Greenfield, Gonzales, Chualar, and Salinas. Data provided by MST indicates that among 11 bus stops located in the City, an average of seven riders boarded each stop per day in 2010. There are two bus stops within the Plan Area. They are located on Franciscan Way near Broadway Street, and on Canal Street near Bassett Street. The bus stop on Canal Street reportedly had the highest boarding rate of any stop within the City, with more than 32 average persons boarding per day in 2010.

LOS A: Por lo general lo seguro y atractivo para todos los ciclistas. Los ciclistas pueden anticipar un bajo nivel de interacción con vehículos de motor.

LOS B: Adecuada para todos los ciclistas. Los ciclistas pueden anticipar un bajo nivel de interacción con vehículos de motor. Estos caminos tienen instalaciones o están fuera de la calle (designado un carril para bicicletas).

LOS C: Adecuada para la mayoría de los ciclistas. Los ciclistas pueden anticipar un nivel moderado de interacción con vehículos de motor. Estas carreteras suele tener una instalación en la vía pública (designado un carril de bicicleta).

LOS D: Los ciclistas pueden anticipar un nivel de moderado a alto de interacción con vehículos de motor y carreteras que pueden no tener una instalación en la vía pública (designado bicicleta carril).

LOS E: Estas carreteras requieren el uso prudente de los corredores y ciclistas avanzados para anticipar un alto nivel de interacción con vehículos de motor.

La figura 4.6 muestra las condiciones existentes a lo largo de la calle Broadway en el área del plan, incluyendo las señales de alto, una señal de tránsito, paradas de autobús, y rampas en las banquetas. El tráfico no es controlado a lo largo de Broadway, a excepción de la señal de luz en San Antonio de unidad y de la señal de parada de cuatro vías en la calle de Mildred.

Condiciones de bicicletas

Mientras que los carriles de circulación anchos permiten un espacio adecuado para los ciclistas, no hay instalaciones para bicicletas en el área de Plan. Además, la falta de paseos de peatones, señales de alto, y pocas señales para el ciclismo. Los Servicios para bicicleta por el corredor de Broadway Street es una E. Como se describió anteriormente, una de las bicicletas LOS E significa que los ciclistas pueden anticipar de moderada a alta interacción con vehículos de motor. Sin embargo, a pesar de las instalaciones de modo limitada, la mayoría de los miembros de la comunidad que participaron en los esfuerzos de compromiso público se sientan seguros en bicicleta en el oeste de la calle Broadway.

Condiciones de peatones

Las banquetas son "continuas" en el Área del Plan y las condiciones son generalmente suaves y libres de los principales peligros de caída. Sin embargo, la estética de la experiencia de los peatones se ven negativamente afectados por las malas hierbas ocasionales y concreto que no coinciden.

La mayoría de las intersecciones están marcadas con el paso de peatones y personas minusválidas. Hay cuatro arias de cruce peatonal que estan "incompletas", o el cruce no tiene la accesibilidad para personas con discapacidades.

Como se muestra en la Figura 4.6, hay 27 rampas en las banquetas a lo largo de la calle Broadway dentro del Área del Plan. Frenar rápido crea puntos de conflicto para el vehículo-peatón y peligros de seguridad. Los cambios verticales en la superficie de la banqueta también representan obstáculos para los peatones con dificultades físicas.

En base a estas condiciones, Para mejorar los servicios para los peatones en la calle Broadway esta bajo LOS C. LOS C se considera adecuado para el uso peatonal, pero es probable que tengan deficiencias en el mantenimiento.

Figure 4.6 Map of Existing Circulation Conditions in the Plan Area

Existing Circulation Conditions Map

N

- Stop Sign
- Curb Cut
- Signal Intersection
- Plan Area
- B Bus Stop
- Bus Stop Shelter Provided
- Bus Stop Bench Provided

CONEXIONES DE TRANSITO

La ciudad es servida por la línea de autobús numero 23 del Monterey-Salinas Transit (MTS) que ofrece conexiones a King City, Greenfield, Soledad, Gonzales, Chualar, y Salinas. Datos proporcionados por MST indica que entre las 11 paradas de autobús ubicada en la ciudad, un promedio de siete pasajeros abordaron cada parada por día en 2010. Hay dos paradas de autobús dentro del Área del Plan. Están situados en Franciscan Way cerca de la calle Broadway, y en Canal Street, cerca de Bassett Street. La parada de autobús en la calle Canal supuestamente tuvo la mayor tasa de embarque que cualquier otra parada dentro de la ciudad, con más de 32 personas promedio por día de embarque en 2010.

EXISTING CIRCULATION STRATEGIES

Broadway Street has been the subject of several transportation planning documents and circulation studies.

General Plan Circulation Element

The City's 1998 General Plan Circulation Element outlines a number of goals and policies for city-wide circulation, but does not list any specific goals for Broadway Street. Key ideas mentioned in the Circulation Element include:

- Encouraging the use of bicycles as a viable transportation mode, and assuring that pedestrian access is fully accommodated in all new and existing development.
- Providing bike lanes on all new arterial and collector streets, where necessary, particularly on First Street, Canal Street and San Antonio Road.
- Encouraging King City High School District to continue the use of crossing guards to provide a safe pedestrian crossing at Broadway and Canal Streets.
- Considering appropriate methods to regulate traffic speeds or volumes to assure safety and to protect the pedestrian amenity of the downtown. Methods may include street trees, bulb-outs, wider sidewalks, tighter turning radii, street furniture and street lighting.

Transit Authority of Monterey County

The Transit Authority of Monterey County (TAMC) identified Broadway Street as a recommended Class II Bicycle Facility in its *2010 TAMC Bicycle and Pedestrian Master Plan*.

Street Improvements

City plans for the Plan Area are included in Appendix E. The City faces the difficult challenge of balancing its automobile LOS with pedestrian and bicycle accessibility.

As figure 4.7 shows, the City has considered widening Broadway Street to four lanes between Mildred Avenue and Canal Street to remedy congestion as well as to improve the intersection of Mildred Avenue and Broadway Street, which is a LOS D. This improvement would also have significant impacts on Broadway Street between Mildred Avenue and San Antonio Avenue on Broadway Street going from four lanes back to two lanes.

As funding for circulation improvements in the Plan Area are solidified, the City should carefully consider the diverse needs of different user groups and opportunities to divert traffic away from Broadway Street (see Circulation Recommendation 3 and Section 3.4 for discussion of potential new streets in the Plan Area).

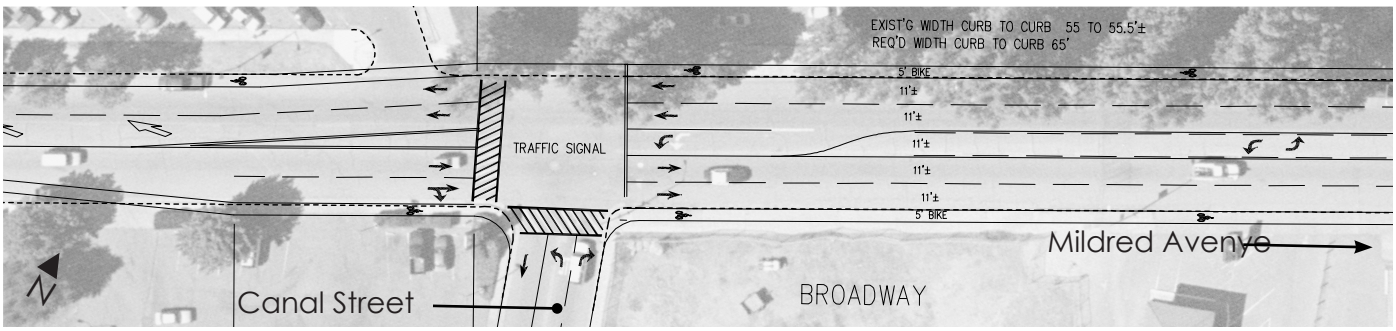


Figure 4.7 Suggested Lane Addition between Mildred Avenue and Canal Street

LAS ESTRATEGIAS DE CIRCULACIÓN

La calle Broadway ha sido sujeto para varios documentos de planificación, de transporte, estudios de circulación.

Dentro del Plan General: Elemento de Circulación

El Plan General de la Ciudad completado en 1998 contiene un Elemento de Circulación que presenta una serie de metas y pólizas para la circulación de la ciudad, pero no incluye metas específicas para la calle Broadway. Las claves que se mencionan en el Elemento de Circulación son:

- Animar el uso de la bicicleta como medio de transporte viable, y asegurar que el acceso peatonal está totalmente alojado en todos los nuevos y actual desarrollos.
- Proporcionar los carriles para bicicletas en todas las nuevas calles arteriales y colectoras, cuando sea necesario, sobre todo en la calle Primera, la calle Canal y el camino de San Antonio.
- Animar el Distrito de King City High School para continuar el uso de guardias de cruce para proporcionar seguridad para los peatones cruzando las calles Broadway y Canal.
- Tomando en cuenta los métodos adecuados para regular las velocidades del tráfico o los volúmenes para garantizar la seguridad y proteger el equipamiento peatonal en el centro de la ciudad. Los métodos pueden incluir árboles en las calles, salidas de bulbo, banquetas más anchas, canales de desplazamiento más sercanas, mobiliario urbano en las banquetas y más adumbración pública.

Autoridad de Tránsito del Condado de Monterey (TAMC)

La Autoridad de Tránsito del Condado de Monterey (TAMC) identificó la calle Broadway como Clase II, recomienda Fondos de bicicletas en su Plan Maestro de peatones y bicicletas TAMC 2010.

Áreas de mejorar las calles

Planos de la ciudad específicamente el Área del Plan se incluyen en el Apéndice E. La ciudad se enfrenta el reto difícil de equilibrar Los Servicios de Automóvil con Los Servicios Peatones y la accesibilidad de bicicletas.

Como muestra el gráfico 4.7 muestra, la ciudad ha considerado la ampliación de la calle Broadway a cuatro carriles entre la avenida Mildred y la calle Canal para remedir a la congestión, así como tambien mejorar la intersección de la avenida Mildred y la calle Broadway, como se describe LOS D. Mejorar esta área tendría impactos importantes para la calle Broadway entre la avenida Mildred y la avenida San Antonio dentro del oeste de la Calle Broadway, porque pasaría de cuatro carriles a dos carriles.

La financiación de estos mejoramientos en la circulación se solidifican, la ciudad debe considerar cuidadosamente las diversas necesidades de diferentes grupos de usuarios y las oportunidades para desviar el tráfico fuera del oeste de la calle Broadway (véase el numero 3 de las Recomendación de circulación y la Sección 3.4 para la discusión de nuevas calles en el Área del Plan).

Figure 4.8 Potential Broadway Street Alignment with Bicycle Lanes

4.2 CIRCULATION RECOMMENDATIONS

The following recommendations are aimed at improving bicycle and pedestrian access while maintaining an acceptable automobile environment.

RECOMMENDATION 1. IMPLEMENT TAMC BICYCLE LANE SUGGESTIONS

Why: The City understands the importance of alternative modes of transportation and intends to provide non-motorists with safe access to the businesses, schools, and parks located in or near the Plan Area.

How: Provide continuous Class II bicycle lanes of at least six feet with appropriate signs along Broadway Street between San Antonio Drive and San Lorenzo Avenue. Figure 4.8 illustrates potential bicycle lane alignment on a segment of Broadway Street.

Responsible Parties: Public Works, Community Development Department

Timeframe: 5-10 years

Funding: TAMC Bicycle and Pedestrian Facilities Program

RECOMMENDATION 2. LIMIT BROADWAY STREET CURB CUTS TO IMPROVE PEDESTRIAN AND BICYCLE SAFETY

Why: Reducing the amount of curb cuts on Broadway Street reduces the amount of potentially dangerous interactions between user types (vehicles, bicyclists and pedestrians). As development progresses over time, the major points of ingress and egress will be shared or taken off Broadway Street and moved to side streets. This will result in fewer cars slowing or stopping to turn from Broadway Street, making the street safer for pedestrians and bicyclists. This also provides better access to parking, which will be required to be in the rear or on the sides of parcels.

How: Adopt Development Standards as suggested in Chapter 5

Responsible Parties: Planning Commission and City Council

Timeframe: Immediately

Funding: None Required

4.2 RECOMENDACIONES DE CIRCULACIÓN

Las siguientes recomendaciones están dirigidas a mejorar el acceso de bicicletas y peatones, manteniendo un ambiente de automóviles aceptable.

RECOMENDACIÓN 1. IMPLEMENTAR SUGERENCIAS DE TAMC (CARRIL DE BICICLETAS)

Por qué: La ciudad comprende la importancia de los modos alternativos de transporte y tiene la intención de ofrecer un acceso seguro al no-conductor de las empresas, escuelas y parques situados en o cerca del área del Plan.

Cómo: Proporcionar Clase II carriles-bici de por lo menos dos metros con la señalización adecuada a lo largo de la calle Broadway entre San Antonio y San Lorenzo Avenue. Figura 4.8 ilustra la alineación potencial de carril bici en un segmento de la calle Broadway.

Interesados: Obras Públicas, Departamento de Desarrollo Comunitario

Plazo: 5-10 años

Financiación: Programa de bicicletas y peatones TAMC instalaciones

RECOMENDACIÓN 2. LÍMITE DE BROADWAY STREET RAMPAS EN LAS ACERAS MEJORAR LA SEGURIDAD PEATONAL Y EN BICICLETA

Por qué: La reducción de la cantidad de rampas en las aceras de la calle Broadway reduce la cantidad de interacciones potencialmente peligrosas entre los tipos de usuarios (vehículos, ciclistas y peatones). Dado que el desarrollo progresa con el tiempo, los principales puntos de entrada y la salida serán compartidos con la calle Broadway y se trasladó a las calles laterales. Esto se traducirá en menos coches retrasar o detener a su vez de la calle Broadway, por lo que la calle más segura para peatones y ciclistas. Esto también proporciona un mejor acceso de estacionamiento, que tendrá que estar en la parte trasera o en los lados de las parcelas.

Cómo: Adoptar las normas de desarrollo tal como se sugiere en el capítulo 5

Los sujetos responsables: Comisión de Planeamiento y el Concejo Municipal

Plazo: Inmediatamente

Financiación: No se requiere ninguno

Figure 4.9 Potential New Streets in the Plan Area

RECOMMENDATION 3. REDUCE BLOCK SIZE

Why: Section 3.4 describes the large block size in the Plan Area. By breaking up the block with new streets, the Plan Area gains walkability and allows for additional automobile circulation options. New streets could also provide on-street parking. Figure 4.9 illustrates potential locations for new streets in the Plan Area.

How: Build new streets as explained in Sections 3.4 and 3.5

Responsible Parties: Public Works, Community Development Department

Timeframe: To Be Determined (as development projects are approved)

Funding: Impact Fees, Exactions, Redevelopment Agency

RECOMMENDATION 4. ADDRESS INTERSECTION ISSUES AT EAST SAN ANTONIO DRIVE AND BROADWAY STREET

Why: The intersection at East San Antonio Drive and Broadway Street contains an on-ramp for Highway 101, which means there are five entry and five exit points. As currently configured, the intersection is difficult for automobiles, bicyclists, and pedestrians to navigate. Figure 4.10 shows the intersection with the addition of bicycle lanes.

As an alternative to a traffic signal, the CIty should consider a roundabout for this intersection. A roundabout could provide a safer, more efficiant system for motorists, pedestrians, and bicyclists, as well as provide a landmark for the northern gateway to the City.

RECOMENDACIÓN 3. REDUCIR TAMAÑO DEL BLOQUE

Por qué: la sección 3.4 se describe el tamaño de bloque grande en el Área del Plan. Al romper el bloqueo con nuevas calles, el Área del Plan mejora la circulación de peatonales y permite más opciones de circulación a los automóviles. Calles nuevas también podría proporcionar estacionamiento en la calle. La figura 4.9 ilustra posibles ubicaciones para nuevas calles en el Área del Plan.

Cómo: Crear nuevas calles, como se explica en las secciones 3.4 y 3.5

Interesados: Obras Públicas, Departamento de Desarrollo Comunitario

Plazo: A ser determinado (como los proyectos de desarrollo aprobados)

Financiación: Tarifas de Impacto, exacciones, Agencia de Reurbanización

RECOMENDACIÓN 4. ABORDAR EL PROBLEMA DE LA INTERSECCIÓN EN EAST SAN ANTONIO DRIVE Y LA CALLE BROADWAY

Por qué: La intersección de East San Antonio Drive y la calle Broadway contiene una rampa de acceso para la autopista 101, que significa que hay cinco entradas y cinco puntos de salida. En su configuración actual, la intersección es difícil para los automóviles, ciclistas y peatones para navegar Figura 4.10 muestra la intersección con la adición de carriles para bicicletas.

Como alternativa a una señal de tráfico, la ciudad debe considerar una rotonda de la intersección. Una rotonda podría proporcionar un seguro, el sistema más efectivo para los automovilistas, peatones y ciclistas, así como proporcionar un punto de referencia para la entrada norte de la ciudad.

Sin embargo, debido a que la intersección es inusual en el tamaño y la configuración de carril, el Ayuntamiento tendrá que estudiar la viabilidad y el costo de una rotonda.

Cómo: Llevar a cabo un estudio inicial de la viabilidad y el costo de una rotonda en la intersección de East San Antonio Drive y la calle Broadway

Interesados: Obras Públicas, Departamento de Desarrollo Comunitario

Plazo: 2-5 años (para el estudio de viabilidad)

Financiación: Subvenciones de Caltrans

However, because the intersection is unusual in size and lane configuration, the City will need to study the feasibility and cost of a roundabout.

How: Conduct an initial study for the feasibility and cost of a roundabout at the intersection of East San Antonio Drive and Broadway Street

Responsible Parties: Public Works, Community Development Department

Timeframe: 2-5 years (for feasibility study)

Funding: Caltrans Grants

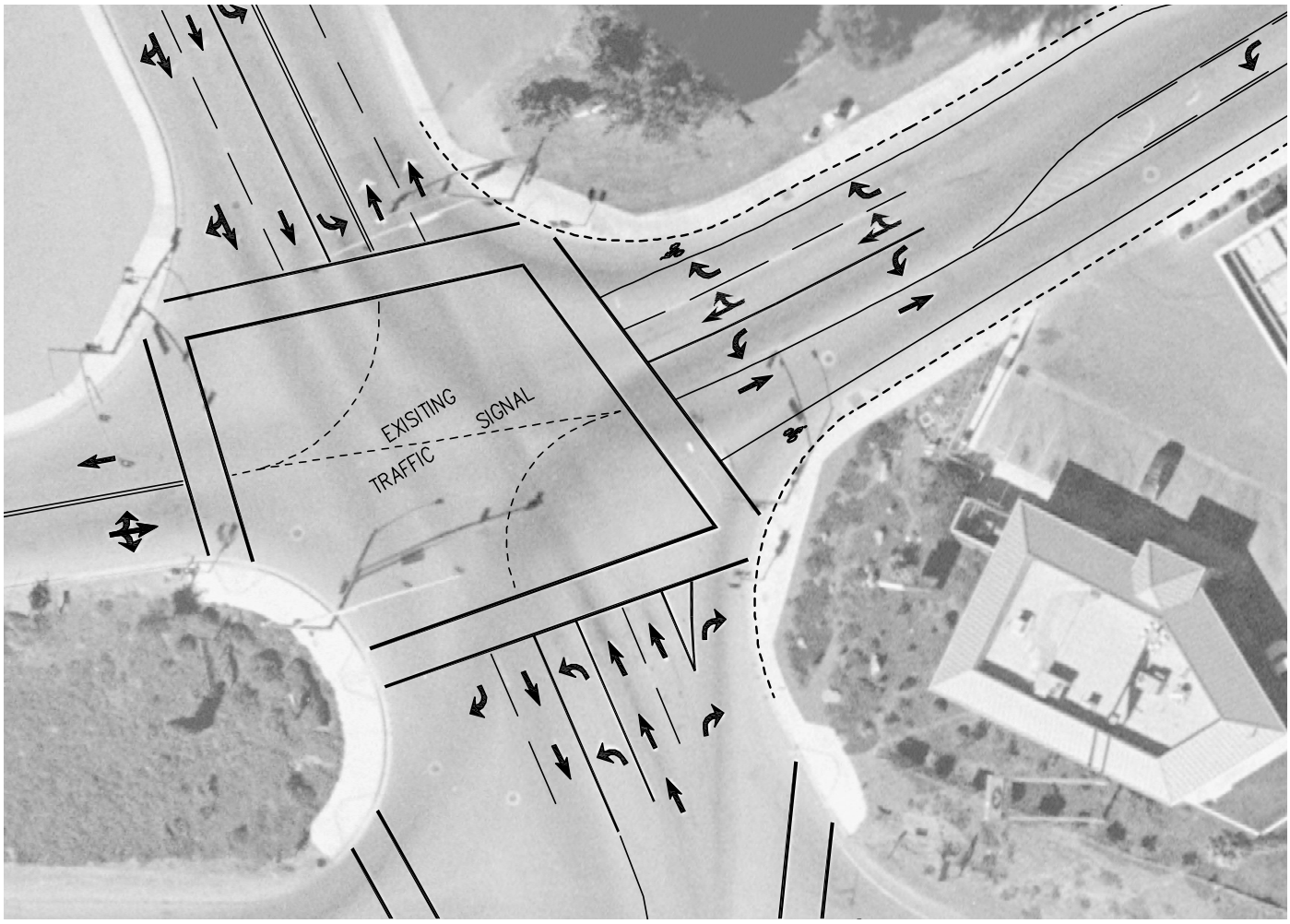


Figure 4.10 Intersection of Broadway Street and San Antonio Drive with Bicycle Lane Improvements on Broadway Street

5. Development Standards

Chapter Overview:

Chapter 5 provides regulatory standards governing land use and building form within the West Broadway Master Plan Area. The Form-Based Code implements the community's vision for the Plan Area and Preferred Plan described in Chapter 3.

The Form-Based Code is organized as follows: Section 5.1 (Regulating Plan) illustrates which parcels fall within each Zone. Section 5.3-5.7 (Building Standards) provide regulations for building placement, height, lots, encroachment, and frontages. Additional standards provide regulations for parking requirements, allowed land uses, mobile vending carts, and sidewalk cafes.

The Form-Based Code is intended for adoption in the Zoning Code for the City of King. Upon adoption it will supersede and replace the Zoning Code provisions regarding zoning districts, allowable land uses, permit requirements, and development standards in the applicable area. If a conflict arises between the Form-Based Standards and Title 17 of the City Municipal Code, the Form-Based Standards prevail.

In This Chapter:

5.1 REGULATING PLAN

5.2 ZONE DESCRIPTIONS

5.3 BUILDING STANDARDS: BUILDING PLACEMENT

5.4 BUILDING STANDARDS: HEIGHT & LOTS

5.5 BUILDING STANDARDS: ENCROACHMENTS & FRONTAGES

5.6 PARKING STANDARDS

5.7 ALLOWED LAND USES AND PERMIT REQUIREMENTS

5.8 FRONTAGE TYPES

5.9 MISCELLANEOUS STANDARDS

5.10 GLOSSARY

No Spanish translation.
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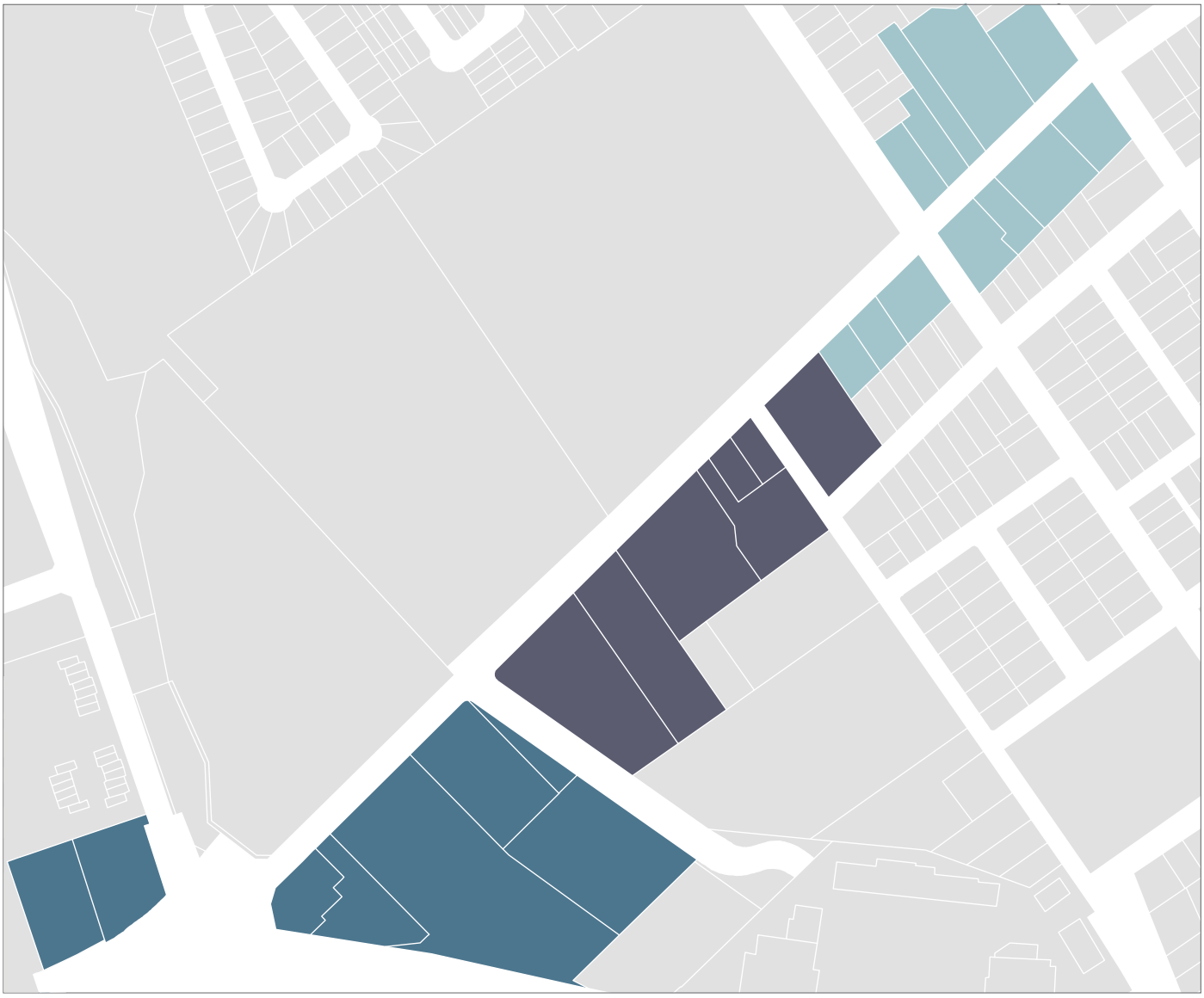
5.1REGULATING PLAN



Districts

- Highway Serving District (HSD)
- Mixed-Use Commercial District (MCD)
- Mixed-Use Residential District (MRD)

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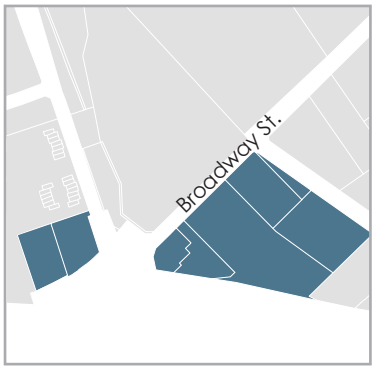
5.2 ZONE DESCRIPTIONS



Highway Serving District (HSD): The primary intent of this zone is to regulate physical form and use to allow for automobile-oriented development that serves visitors or residents exiting Highway 101. The secondary intent of the zone is to serve as a buffer and transition area to the more pedestrian-oriented MCD and MRD.

Mixed-Use Commercial District (MCD): The primary intent of this zone is to regulate physical form and use to encourage larger commercial development that not only creates jobs and/or generates tax revenue for the City, but also creates a sense of place, enhances the pedestrian experience, and provides services to residents and visitors.

Mixed-Use Residential District (MRD): The primary intent of this zone is to regulate physical form and use to create a mixed-use, walkable corridor adjacent to the downtown corridor. MRD also gives property owners flexibility by allowing for a variety of commercial and residential uses and frontage types.

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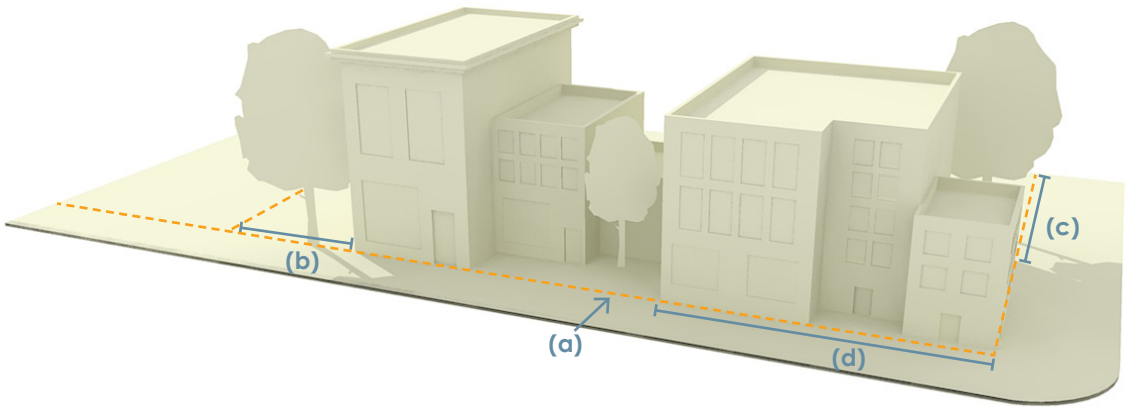
5.3 BUILDING STANDARDS: BUILDING PLACEMENT



BUILDING PLACEMENT		ZONE		
		HSD	MCD	MRD
BUILD-TO LINE (BTL) (DISTANCE FROM PROPERTY LINE)				
Front	(a)	5'	0'	0'
SETBACK (DISTANCE FROM PROPERTY LINE)				
Side (min.)	(b)			
Adjacent to Residential Use		-	10'	10'
Adjacent to all other Zones		0'	0'	0'
Rear (min.)	(c)			
Adjacent to Residential Use		-	10'	10'
Adjacent to all other Zones		0'	0'	0'
BUILDING FORM				
Primary Street Facade built to BTL (min.)	(d)	60%	70%	70%

NOTES
All ground floor uses must have a main entrance on the primary street or side street. Upper floor non-residential uses must have a main entrance on the primary street. Upper floor residential uses may have their primary entrance on a side street or alley.
Any building wider than 50' must be designed to read as a series of buildings each no wider than 50'.
Loading docks, overhead doors, and other service entries are prohibited on street-facing facades.
Primary street facade at BTL can be less than 70% for Stoop and Dooryard frontage types. See Section 5.5 for all frontage type standards.

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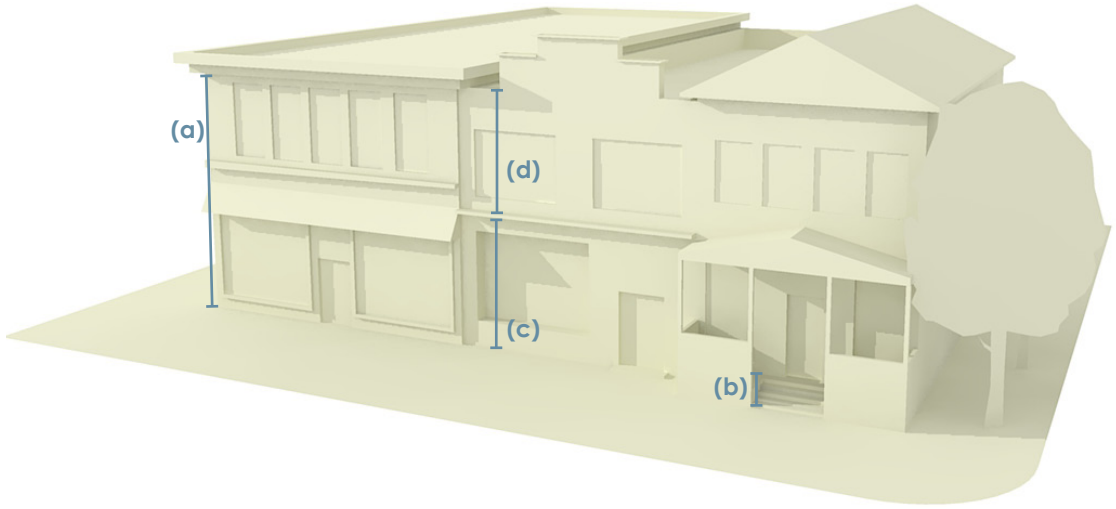
5.4 BUILDING STANDARDS: HEIGHT & LOTS



HEIGHT[1]		ZONE		
		HSD	MCD	MRD
Building Max.	(a)	40'; 3 Stories	30'; 3 Stories	30'; 3 Stories
Finish Ground Floor Level (max. distance above sidewalk)	(b)	3"[2]	3"	18"[2]
First Floor Ceiling Height (min. clearance for non-residential uses)	(c)	14'	14'	12'
First Floor Ceiling Height (min. clearance for residential uses)	(c)	8'	8'	8'
Upper Floor Ceiling Height (min. clearance)	(d)	8'	8'	8'

LOT MERGERS AND SUBDIVISIONS

A Use Permit shall be submitted and appropriate findings of fact made before any subdivision or lot assembly within the Plan Area. To evaluate lot size and building site area, proposals must be found consistent and compatible with the standards within the WBMP. The following findings of fact must be made in order to approve any subdivision or lot assembly, in addition to other required findings for Use Permits in Title 17 of the City Municipal Code.

A. The lot division or assembly is in character with the Form-Based Code of the WBMP and all standards within the WBMP land guidelines.

B. The lot division or assembly is similar in size and shape to surrounding lots within the WBMP and within the same district land use designation.

NOTES

[1]Minimum and maximum building heights are measured from the average finished grade at the front setback line to the base of the eave or cornice.

[2]Finished ground floor level differs for the Stoop frontage type. See Section 5.5 for frontage type standards.

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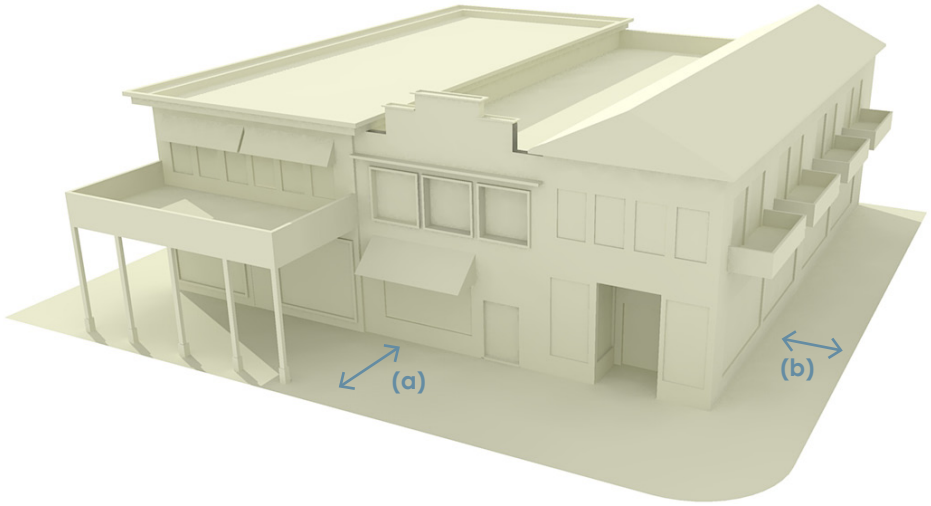
5.5 BUILDING STANDARDS: ENCROACHMENTS AND FRONTAGES



ENCROACHMENTS[1, 2, 3]		ZONE		
		HSD[2]	MCD	MRD
FRONTAGES				
Forecourt		0'	0'	0'
Shopfront [4]		0'	0'	0'
Gallery	(a)	24" from curb face	24" from curb face	24" from curb face
Arcade	(a)	24" from curb face	24" from curb face	24" from curb face
Stoop		-	0'	0'
Dooryard		-	0'	0'
OTHER ENCROACHMENTS				
Rear ground floor (max. into City property or setback)		4'	4'	4'
UPPER FLOOR ENCROACHMENTS (BALCONIES, BAY WINDOWS, CANTILEVERED ROOMS)				
Front (max.)		2'	2'	2'
Side Street (max. into City property or setback)	(b)	4'	4'	4'
Rear (max. into City property or setback)		6'	6'	6'

NOTES
[1] Any encroachment onto City property requires a City encroachment permit.
[2] HSD has a 5' build-to line. In HSD, an encroachment occurs when a building enters into the setback.
[3] In no case shall an encroachment extend beyond 24" from curb face.
[4] Awnings may encroach into the right-of-way up to 24" from curb face.
- Not permitted in Zone.

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5.6 PARKING STANDARDS

PARKING	ZONE		
	HSD	MCD	MRD
LOCATION (DISTANCE FROM PROPERTY LINE)			
Front Setback (min.)	30'	30'	30'
Side Setback (min.)	0'	0'	0'
Side Street Setback (min.)	5'	5'	5'
Rear Setback (min.)	5'	5'	5'
Parking Drive Width (max.)	15'	11'	11'
REQUIRED SPACES			
Ground Floor			
Uses < 3,000 sf	none	none	none
Uses > 3,000 sf	1 space/1,000 sf	1 space/1,000 sf	1 space/1,000 sf
Upper Floors			
Residential Uses	1 space/unit	1 space/unit	1 space/unit
Other Uses	1 space/1,000 sf	1 space/1,000 sf	1 space/1,000 sf

NOTES
These parking standards apply to new development, additions greater than 50 percent of the existing structure, and land use changes in existing structures. Existing uses or similar uses that move into existing spaces do not need to provide additional parking.
Parking should be located behind buildings and structures.
50% of the on-street parking spaces adjacent to lot can count toward parking requirements.
If required minimum space total is not a whole number, it must be rounded up to the nearest whole number.
Parking may be provided off-site within 1,320 feet or as shared parking.
Parking drives are highly discouraged along Broadway Street and only permitted if there is no other option for access to parking.
On corner lots, parking drives shall not be located on primary street.
Shared drives are encouraged between adjacent lots.
Off-street spaces do not need to be covered.

No Spanish translation.
No hay traducción al Español

5.7 ALLOWED LAND USES AND PERMIT REQUIREMENTS

LAND USE TYPE[1, 2, 3]	ZONE		
	HSD	MCD	MRD
RECREATION, EDUCATION & PUBLIC ASSEMBLY			
Commercial recreation facility: Indoor			
< 1,500 sf	P	P	P
> 1,500 sf	UP	UP	UP
Health/fitness facility			
< 1,500 sf	P	P	P
> 1,500 sf	P	UP	UP
Library, museum, or art gallery	P	P	P
Meeting facility, public or private	P	UP	UP
Park, playground	P	P	P
School, public or private	UP	UP	UP
Studio: art, dance, martial arts, music, etc.			
< 1,500 sf	P	P	P
> 1,500 sf	UP	UP	UP
Theater, cinema, or performing arts			
< 5,000 sf	P	P	UP
> 5,000 sf	UP	UP	UP
RESIDENTIAL			
Ancillary Building	P	P	P
Dwelling: Multi-Family-Rowhouse	-	-	P
Dwelling: Multi-Family-Triplex	-	-	P
Dwelling: Multi-Family-Fourplex or larger	-	UP	P
Group Home, 6 or fewer residents	P[4]	P[4]	P
Group Home, 7 or more residents	P[4]	P[4]	P
Live/work unit	-	P[4]	P
Mixed-use project residential component	P[4]	P[4]	P
RETAIL			
Artisan Shop	-	P	P
Bar, tavern, night club	UP	UP	UP

[1] A definition of each Land Use Type can be found in the Glossary.
[2] Similar uses permitted or conditionally permitted, as determined by the Director or the Planning Commission to be of the same general character as the listed uses.
[3] Drive-thrus are not allowed with any use in any Zone except HSD.
[4] Residential allowed on upper floors or behind a non-residential use.

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LAND USE TYPE[1, 2, 3]	ZONE		
	HSD	MC	MR
RETAIL, CONT.			
General retail, except with any of the following features:	P	P	P
Alcoholic beverage sales, off-premise	UP	UP	UP
Floor area over 8,000 sf	UP	UP	UP
On-site production of items sold	UP	UP	-
Operating between 9 pm and 7 am	UP	UP	UP
Neighborhood Market < 8,000 sf	P	P	P
Nursery < 10,000 sf	-	UP	UP
Restaurant, café, coffee shop	P	P	P
SERVICES: BUSINESS, FINANCIAL, PROFESSIONAL			
ATM	P	P	P
Business support service	-	P	P
Financial Services	-	P	P
Medical services: Clinic, urgent care	P	UP	UP
Medical services: Doctor Office	P	P	UP
Medical services: Extended Care	UP	UP	UP
Office: Professional, administrative	P	P	P
SERVICES: GENERAL			
Bed & Breakfast			
4 guest rooms or less	-	P	P
Greater than 4 guest rooms	-	UP	UP
Child day-care centers	-	P	P
Child day-care: Large family day-care homes	-	P	P
Child day-care: Small family day-care homes	-	P	P
Lodging	P	UP	UP
Personal Services	P	P	P
TRANSPORTATION, COMMUNICATIONS, INFRASTRUCTURE			
Parking facility, public or private	UP	UP	UP
Train/multi-modal depot	UP	UP	UP
Wireless telecommunications facility	UP	UP	-
VEHICLE SERVICES			
Auto Gas Station	P	P	UP
Auto Parts Sales	-	P	UP
Auto Repair Garage	-	P	UP
Car Wash	UP	P	UP

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No hay traducción al Español.

5.8 FRONTAGE TYPES

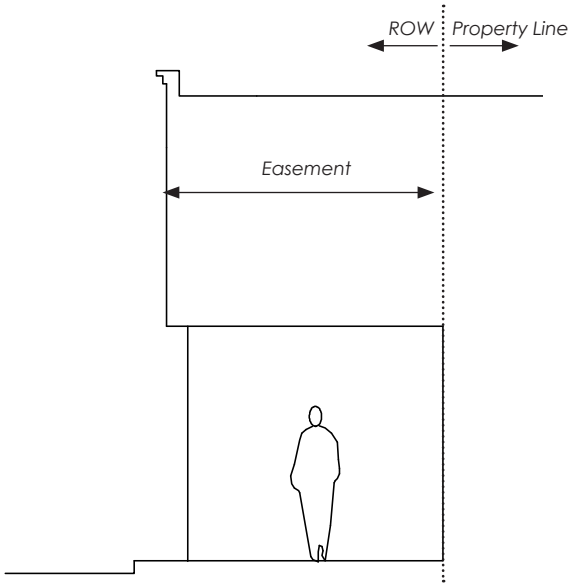
ARCADE

An Arcade is a frontage wherein a colonnade supporting habitable space overlaps the sidewalk, and the ground floor facade is aligned with the property line. Arcades should be used in conjunction with Shopfront frontages.

The Arcade must extend close enough to the curb so that a pedestrian cannot bypass it. The space between the face of the curb and the outside face of the posts or columns should be 24 inches from curb face to provide sufficient room for overhanging bumpers but to discourage walking along the outside of the Arcade. Additionally, Arcades should provide a minimum of eight feet between the building facade and the inside of the posts or columns, and a minimum of 10 feet clearance above the sidewalk. Arcades are most effective if they are used on both sides of the street and for the entire length of the block, and can be combined with Galleries.

Key Design Characteristics:

- Upper floors project into the right-of-way;
- Colonnades support the building mass above the sidewalk;
- Typically combined with Shopfronts.



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DOORYARD

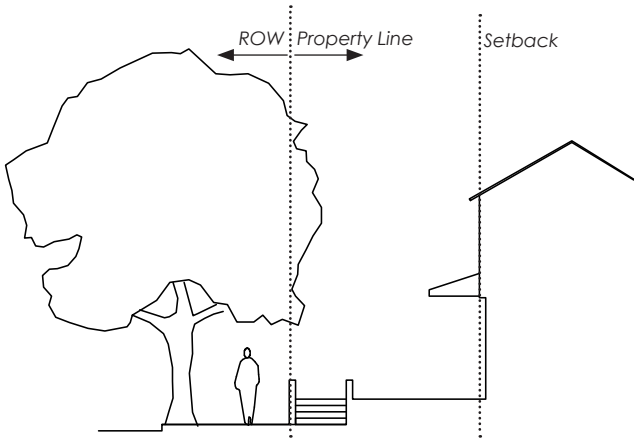
Dooryards are elevated gardens or terraces providing flexible outdoor space. If a building's ground floor use is residential, Dooryards are typically landscaped to provide additional buffer and privacy. If the ground floor use is commercial, Dooryards are typically hardscaped to provide outside seating or merchandise display areas.

Dooryards are enclosed by low garden walls built to the property line, with steps leading from the sidewalk to the elevated yard. Building facades are set back from the property line, and buildings are accessed directly from the Dooryards.

Garden walls enclosing the Dooryard should not exceed 42 inches in height. Landscaping should be limited to plants not exceeding 42 inches height at maturity.

Key Design Characteristics:

- Front yard is elevated and enclosed by a low garden wall;
- Steps lead from the sidewalk to the Dooryard, which provides direct access to the building.



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FORECOURT

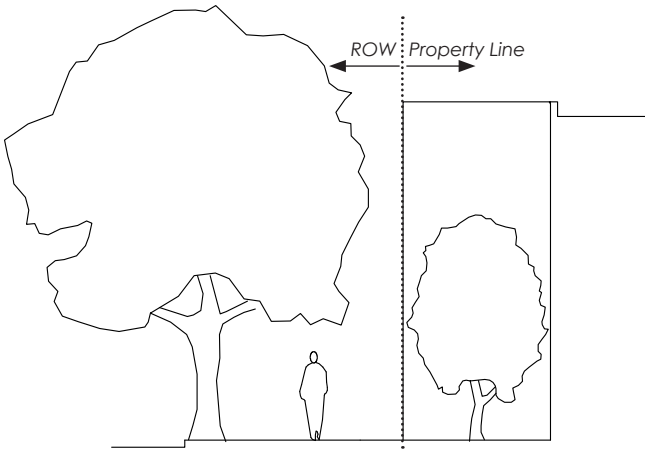
A Forecourt is a frontage wherein a portion of the facade is on the built-to-line and a portion (usually a central portion) is set back, creating a small court space. The space can be used as an entry or shared garden court for apartment buildings, or as an additional shopping or restaurant seating area within commercial and mixed-use areas. Forecourts may be landscaped or paved, depending on the ground floor uses. Forecourts may be combined with other frontage types, such as Shopfronts or Awnings.

Forecourts shall be at minimum ten feet in width and depth, however, the width of a Forecourt shall not exceed 30 percent of the overall facade width, and the depth shall be equal to or less than the width.

Eighty percent of the ground floor frontage should be transparent (windows or doors with glass panels) and 30 percent of the upper floor frontage should be transparent. The proportions and orientation of Forecourts should be carefully considered for solar orientation and user comfort.

Key Design Characteristics:

- A portion of the building is set back and provides building access;
- Forecourts may be combined with other frontage types;
- Forecourts may be landscaped or hardscaped, and may be elevated.



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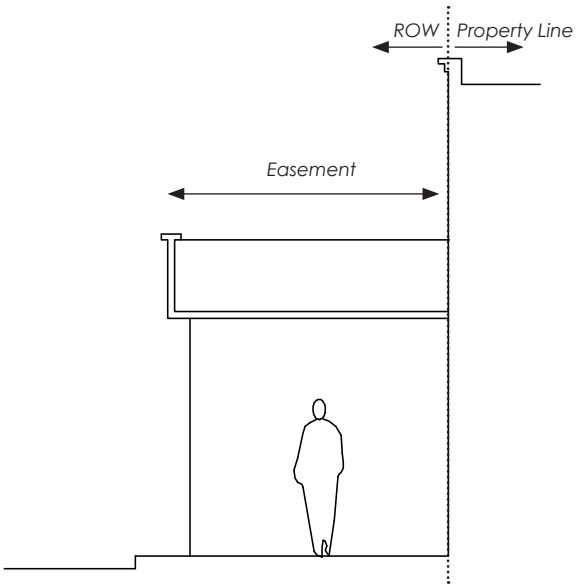
GALLERY

A Gallery is a frontage wherein the main facade is at the property line and the gallery element encroaches on the sidewalk. The entry should be at the same grade as the sidewalk. Galleries can be one story in a two story building, and two stories in a three story building. Galleries must have a consistent depth along a frontage and should be used with a Shopfront frontage. The upper floor of a gallery should be used as active balcony space serving upper floor residential and office uses.

The Gallery must extend close enough to the curb so that a pedestrian cannot bypass it. The space between the face of the curb and the outside face of the posts or columns should be 24 inches from curb face to provide sufficient room for overhanging bumpers but to discourage walking along the outside of the Gallery. Additionally, Galleries should provide a minimum of eight feet between the building facade and the inside of the posts or columns, and a minimum of 10 feet clearance above the sidewalk. Galleries are most effective if they are used on both sides of the street and for the entire length of the block.

Key Design Characteristics:

- Colonnade attached to the building facade projects over the sidewalk;
- Typically combined with storefronts.



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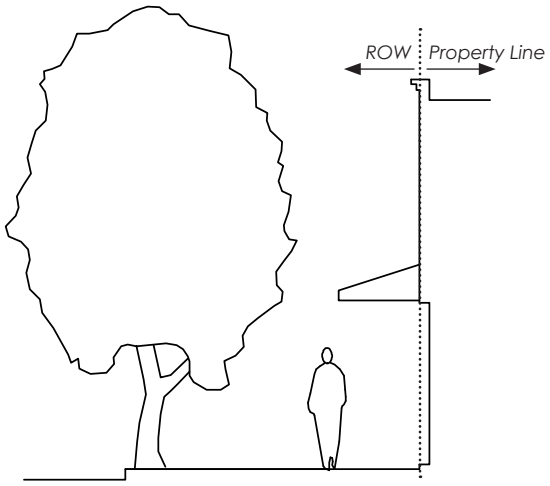
SHOPFRONT

A Shopfront is a frontage wherein the main facade of the building is at or near the property line, although partially recessed storefronts, such as recessed entrances, are common. Shopfronts are conventional for retail use. Shopfront frontages should have a canopy, awning or pedestrian-scale sign overhanging the sidewalk. The building entrance should be at sidewalk grade and provide direct access to a non-residential ground floor use.

Eighty percent of the ground floor frontage should be transparent (windows or doors with glass panels) and 30 percent of the upper floor frontage should be transparent.

Key Design Characteristics:

- Storefront with large, transparent windows and doors aligned with the property line;
- Entrance at sidewalk grade;
- Optional awnings project over the sidewalk.



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STOOP

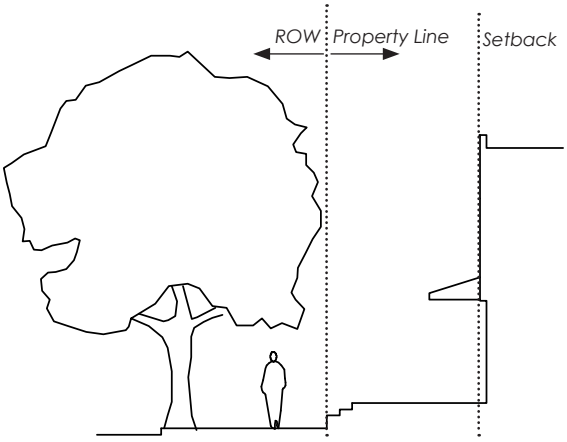
A Stoop is a frontage wherein the main facade is aligned close to the frontage line and the elevated stoop is built to the property line, engaging the sidewalk. The entrance is usually an exterior stair and landing. Building facades are set back just enough to provide space for the Stoop.

Stoops should be elevated a minimum of 18 inches and a maximum of 36 inches from the sidewalk to secure privacy for the windows. A Stoop's landing may be covered or uncovered, and should be at minimum four feet wide and four feet deep to provide sufficient usable space.

Landscaping on either side of the Stoop may be at grade or elevated, and may be surrounded by a wall not exceeding 24 inches in height. Landscaping should be limited to plants not exceeding 42 inches height at maturity.

Key Design Characteristics:

- Short stairs with small covered or uncovered landings provide access to the building;
- Stoop may be parallel or perpendicular to the sidewalk;
- Stoop may be combined with raised planting beds and low garden walls.



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No hay traducción al Español.

5.9 MISCELLANEOUS STANDARDS

MOBILE VENDING CARTS
No part of a mobile vending cart shall encroach upon any part of the sidewalk frontage of any adjacent premises, right-of-way, or alley.
An operating establishment shall not sell, serve or allow consumption of alcoholic beverages from its mobile vending cart without receiving the required license from the State ABC. Alcoholic beverages shall be served from the mobile vending cart only if being consumed on-site at the establishment. Notwithstanding any contrary or different hours of operations in its alcoholic beverages license, an establishment shall not sell, serve or allow consumption of alcoholic beverages from a mobile vending cart after the mobile vending cart's closing time.
A mobile vending cart shall comply with all applicable building, health, safety, fire, zoning, and environmental standards.
SIDEWALK CAFÉS
No part of a sidewalk café area shall encroach upon any part of the sidewalk frontage of any adjacent premises, right-of-way, or alley.
A sidewalk café must leave a minimum five-foot unobstructed passageway for pedestrians along the length of the café. The five-foot pedestrian passageway must be free of planter strips, tree wells, or any other sidewalk vegetation. The passageway must also be free of streetlights, flag poles, trash receptacles, benches, or any other physical obstruction narrowing the width of the passageway.
An encroachment permit must be secured from the Public Works Department before operating a sidewalk café. The holder of a sidewalk café permit shall fully insure, indemnify, defend and hold harmless the City and in their capacity as such, the officers, agents, and employees thereof from and against any and all claims and damages in any way arising out of or through the acts or omissions of the permit holder or its employees in the construction, operation, maintenance, use, placement or condition of the sidewalk café. An applicant for a sidewalk café shall provide proof of such insurance before an encroachment permit may be issued or renewed.
A sidewalk café shall close and all café seating shall be removed from the café area no later than 11 p.m. The café area shall be cleared of all other furniture, debris, and obstructions to the sidewalk no later than midnight. Exceptions to this standard may be allowed with a Use Permit.
An operating establishment shall not sell, serve or allow consumption of alcoholic beverages on its sidewalk café without receiving the required license from the State ABC. Alcoholic beverages shall be served on the sidewalk café only in conjunction with the service of food. Notwithstanding any contrary or different hours of operations in its alcoholic beverages license, an establishment shall not sell, serve or allow consumption of alcoholic beverages on its sidewalk café after the sidewalk café's closing time.
The following are prohibited in the café area: cooking of food; unshielded trash or refuse storage; advertisements (exclusive of menus intended to be read from the café); outdoor entertainment, music, speakers or public address systems; and exclusively carry out transactions.
A sidewalk café shall comply with all applicable building, health, safety, fire, zoning, and environmental standards.

No Spanish translation.
No hay traducción al Español.

5.10 GLOSSARY

A. Definitions

Alcoholic Beverage Sales, Off-Premise: The retail sale of beer, wine, and/or spirits in sealed containers for off-site consumption, either as part of another retail use, or as a primary business activity.

Ancillary Building: A building that is secondary or ancillary to a primary structure on the lot.

Artisan Shop: Premises used for the creation, assemblage, and/or repair of artifacts, using hand-powered and table-mounted electrical machinery. Includies the retail sale of these items.

ATM: An automated teller machine (ATM) is a omputerized, self-service machine used by banking customers for financial transactions, including deposits, withdrawals and fund transfers, without face-to-face contact with financial institution personnel.

Automobile Gas Station: A building, lot, or use having fuel pumps and storage tanks where motor vehicle fuels, lubricating oil, grease, or accessories for motor vehicles are dispensed, sold, or offered for sale only. Repair services are an incidental use. Retail sales are limited to a convenience market up to 2,500 square feet.

Automobile Parts Sales: Stores that sell new or re-manufactured automobile parts, tires, and accessories. Establishments that provide installation services are instead included under "Auto repair garage."

Automobile Repair Garage: A garage used for general repair, rebuilding or reconditioning of engines, motor vehicles or trailers; towing service; for collision service including body or frame, strengthening or repair,; or for painting. Includes businesses dealing in used parts and tire recapping establishments.

B. Definitions

Bar, Tavern, Night Club:

Bar, Tavern: A business where alcoholic beverages are sold for on-site consumption. The business does not operate as part of a larger restaurant. Includes bars, taverns, pubs, wine bars and tasting rooms, and similar establishments where any food service is subordinate to the sale of alcoholic beverages. May also include beer brewing as part of a microbrewery ("brew-pub") and other beverage tasting facilities.

Night Club: A facility serving alcoholic beverages for on-site consumption, and providing entertainment, examples of which include live music and/or dancing, comedy, etc. Does not include adult-oriented businesses.

Bed & Breakfast: A residential structure with one or more bedrooms rented for overnight lodging, where meals may be provided subject to applicable Health Department regulations.

Build-to Line (BTL): A property line along which a building façade must be placed.

Business Support Service: An establishment within a building that provides services to other businesses. Examples of these services include: computer-related services (rental, repair); copying, quick printing, and blueprinting services; film processing and photofinishing (retail); land mailing and mail box services.

C. Definitions

Car Wash: A place where motor vehicles are vacuumed, cleaned, washed and/or waxed. Does not include the retail sale of motor vehicle fuels.

Child Day-Care: The provision of nonmedical care and supervision of minor children for periods of less than twenty-four hours. This land use includes the following types of facilities, all of which are required to be licensed by the California State Department of Social Services:

Child Day-Care Center: Commercial or non-profit child day-care facilities designed and approved to accommodate fifteen or more children. Includes infant centers, preschools, sick-child centers, and school-age day-care facilities. These may be operated in conjunction with other approved land uses, or as an independent land use.

Large Family Day-Care Home: A day-care facility located in a single-family residence where an occupant of the residence provides care and supervision for eight to fourteen children. Children under the age of ten years who reside in the home count as children served by the day-care facility.

Small Family Day-Care Home: A day-care facility located in a single-family residence where an occupant of the residence provides care and supervision for either six or fewer children, or eight or fewer children provided that no more than two of the children are under the age of two and at least two of the children are over the age of six. Children under the age of ten years who reside in the home count as children served by the day-care facility.

Commercial Recreation Facility, Indoor: An establishment providing indoor amusement and entertainment services as a primary use for a fee or admission charge, including: bowling alleys, coin-operated amusement arcades, electronic game arcades (video games, pinball, etc.), ice skating and roller skating, and pool and billiard rooms. Four or more electronic games or amusement devices (e.g., pool or billiard tables, pinball machines, etc.) in any establishment, or a premises where 50 percent or more of the floor area is occupied by electronic games or amusement devices, are considered a commercial recreation facility; three or fewer machines or devices are not considered a land use separate from the primary use of the site. This use does not include adult-oriented businesses.

D. Definitions

Day Care Center: See Child Day-Care Facility.

Dwelling, or Dwelling Unit: A room or group of internally connected rooms that have sleeping, cooking, eating, and sanitation facilities, but not more than one kitchen, which constitute an independent housekeeping unit, occupied by or intended for one household on a long-term basis.

Dwelling, Multi-Family: A residential structure containing two or more dwelling units located either side by side or one on top of the other.

Fourplex or Larger: A building with four or more separate dwellings.

Rowhouse: A building with two or more single-family dwellings located side by side, with common walls on the side lot lines, the façades reading in a continuous plan.

Triplex: A building with three separate dwellings.

F. Definitions

Façade: The vertical surface of a building, generally set facing a street ("front façade").

Financial Services: Includes banks and trust companies, credit agencies, holding companies, lending and thrift institutions, other investment companies, securities/commodity contract brokers and dealers, security and commodity exchanges, vehicle finance (equity) leasing agencies. Does not include check-cashing stores.

G. Definitions

General Retail: Stores and shops intended to serve as destination retail, rather than convenience shopping. Examples of these stores and lines of merchandise include: antique stores; art galleries, art supplies, including framing services; books, magazines, and newspapers; cameras and photographic supplies; clothing, shoes, and accessories, including boutiques and vintage clothing stores; collectibles (cards, coins, comics, stamps, etc.); drug stores and pharmacies; dry goods, fabrics and sewing supplies; furniture and appliance stores; general merchandise; hobby materials; home and office electronics; house plants or other nursery products, including cut flowers; jewelry, luggage and leather goods; musical instruments; small wares; specialty grocery stores; specialty shops; sporting goods and equipment; stationery, toys and games; variety stores; and videos, DVD's, records, CD's, including rental stores, but does not include drive-thrus.

Group Home: A dwelling unit licensed or supervised by any federal, State or local health/welfare agency which provides twenty-four-hour nonmedical care of unrelated persons who are not disabled but are in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual in a family-like environment. Group Homes include: Children's homes; rehabilitation centers; and self-help group homes. Medical care may be provided in conjunction with group homes that provide alcoholism or drug abuse recovery or treatment services. Convalescent homes, nursing homes and similar facilities providing medical care are included under the definition of "Medical Services - Extended Care."

H. Definitions

Health/Fitness Facility: A fitness center, gymnasium, health or athletic club, which may include any of the following: exercise machines, weight facilities, or group exercise rooms; sauna, spa or hot tub facilities; indoor tennis, handball, or racquetball; archery and shooting ranges; other indoor sports activities; and indoor or outdoor pools.

L. Definitions

Library, Museum, Art Gallery: Public or quasi-public facilities, examples of which include: aquariums, arboretums, art galleries and exhibitions, botanical gardens, historic sites and exhibits, libraries, museums, planetariums, and zoos. May also include accessory retail uses such as a gift/book shop, restaurant, etc.

Live-Work Unit: An integrated housing unit and working space, occupied and utilized by a single household in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity, and which includes:

1. Complete kitchen space and sanitary facilities in compliance with the Building Code; and

2. Working space reserved for and regularly used by one or more occupants of the unit.

Lodging: A facility (typically a hotel or motel) with guest rooms or suites, with or without kitchen facilities, rented to the general public for transient lodging. Hotels typically include a variety of services in addition to lodging; for example, restaurants, meeting facilities, personal services, etc. Also includes accessory guest facilities such as swimming pools, tennis courts, indoor athletic facilities, accessory retail uses, etc.

M. Definitions

Medical Services - Clinic, Urgent Care: A facility other than a hospital where medical, mental health, surgical and other personal health care services are provided on an outpatient basis. Examples of these uses include: medical offices with five or more licensed practitioners and/or medical specialties, outpatient care facilities, urgent care facilities, and other allied health services. These facilities may also include incidental medical laboratories. Counseling services by other than medical doctors or psychiatrists are included under "Offices - Professional/Administrative."

Medical Services - Doctor Office: A facility other than a hospital where medical, dental, mental health, surgical, and/or other personal health care services are provided on an outpatient basis, and that accommodates no more than four licensed primary practitioners (for example, chiropractors, medical doctors, psychiatrists, etc.) within an individual office suite. A facility with five or more licensed practitioners is instead classified under "Medical Services - Clinic, Urgent Care." Counseling services by other than medical doctors or psychiatrists are included under "Offices - Professional/Administrative."

Medical Services - Extended Care: Residential facilities providing nursing and health-related care as a primary use with in-patient beds. Examples of these uses include: board and care homes; convalescent and rest homes; extended care facilities; and skilled nursing facilities. Long-term personal care facilities that do not emphasize medical treatment are included under "Group Home."

Meeting Facility, Public or Private: A facility for public or private meetings, including: community centers; religious assembly facilities (e.g., churches, mosques, synagogues, etc.); civic and private auditoriums; and Grange halls, union halls, meeting halls for clubs and other membership organizations, etc. Also includes functionally related internal facilities such as kitchens, multi-purpose rooms, and storage. Does not include conference and meeting rooms accessory and incidental to another primary use, and which are typically used only by on-site employees and clients, and occupy less floor area on the site than the offices they support. Does not include: cinemas, performing arts theaters, indoor commercial sports assembly or other commercial entertainment facilities. Related on-site facilities such as day care centers and schools are separately defined, and separately regulated by this Form-Based Code.

Mixed-use: Multiple functions within the same building or the same general area through superimposition or within the same area through adjacency.

N. Definitions

Neighborhood Market: A neighborhood serving retail store of 8,000 square feet or less in gross floor area, primarily offering food products and merchandise oriented to daily convenience shopping needs. May be combined with smaller scale food service (e.g., delicatessen).

Nursery: A commercial agricultural establishment, where plants are propagated, grown or cultivated or from which source plants are offered for distribution or sale. Also includes establishments engaged in the sale of these products (e.g., wholesale and retail nurseries) and commercial-scale greenhouses. Does not include the outdoor production of ornamental plants in the soil on the site. The sale of house plants or other nursery products entirely within a building or greenhouse is also included under "General Retail."

O. Definitions

Office: Business, Service, Professional and Administrative.

Professional and Administrative: Office-type facilities occupied by businesses that provide professional services or are engaged in the production of intellectual property. Examples of these uses include: accounting, auditing and bookkeeping services; advertising agencies; attorneys; business associations and chambers of commerce; commercial art and design services; construction contractors (office facilities only); counseling services; court reporting services; design services including architecture, engineering, landscape architecture, urban planning, detective agencies and similar services; educational, scientific and research organizations; financial management and investment counseling; insurance agents; literary and talent agencies; management and public relations services; media postproduction services; news services; photographers and photography studios; political campaign headquarters; psychologists; real estate agents; secretarial, stenographic, word processing, and temporary clerical employee services; travel agencies; utility company offices; and writers and artists offices.

P. Definitions

Park, Playground: An outdoor recreation facility that may provide a variety of recreational opportunities including playground equipment, open space areas for passive recreation and picnicking, and sport and active recreation facilities.

Parking Facility, Public or Private: Parking lots or structures operated by the City, or a private entity providing parking for a fee. Does not include towing impound and storage facilities.

Personal Services: Establishments that provide non-medical services to individuals as a primary use. Examples of these uses include: barber shops and beauty salons; clothing rental; dry cleaning pick-up stores with limited equipment; home electronics and small appliance repair; laundromats (self-service laundries); locksmiths; massage (licensed, therapeutic, non-sexual); nail salons; pet grooming with no boarding; shoe repair shops; tailors; and tanning salons. These uses may also include accessory retail sales of products related to the services provided.

R. Definitions

Residential Care, 6 or Fewer Clients: A single dwelling or multi-unit facility with six or fewer clients, licensed or supervised by a federal, State, or local health/welfare agency that provides 24-hour nonmedical care of unrelated persons who are handicapped and in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual in a family-like environment. Does not include "Day Care Centers", which are separately defined.

Residential Care, 7 or more Clients: A single dwelling or multi-unit facility with seven or more clients, licensed or supervised by a federal, State, or local health/welfare agency that provides 24-hour nonmedical care of unrelated persons who are handicapped and in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual in a family-like environment. Does not include "Day Care Centers," which are separately defined.

Restaurant, Cafe, Coffee Shop: A retail business selling ready-to-eat food and/or beverages for on - or off-premise consumption. Drive-thru services are not allowed in the MCD and MRD Zones. These include eating establishments where customers are served from a walk-up ordering counter for either on- or off-premise consumption ("counter service"); establishments where customers are served food at their tables for on-premise consumption ("table service"), that may also provide food for take-out; and establishments with sidewalk cafes and mobile vending carts. Mobile vending carts on private property are subject to all relevant health and safety regulations.

S. Definitions

School, Public or Private: Includes the following facilities:

Elementary, Middle, Secondary: A public or private academic educational institution, including elementary (kindergarten through 6th grade), middle and junior high schools (7th and 8th grades), secondary and high schools (9th through 12th grades), and facilities that provide any combination of those levels. May also include any of these schools that also provide room and board.

Specialized Education/Training: A school that provides education and/or training, including tutoring, or vocational training in limited subjects. Examples of these schools include: art school; ballet and other dance school; business, secretarial, and vocational school; computers and electronics school; drama school; driver education school; establishments providing courses by mail; language school; martial arts; music school; professional school (law, medicine, etc.); and seminaries/religious ministry training facilities.

Does not include pre-schools and child day care facilities (see "Day Care Center"). See also the definition of "Studio - Art, Dance, Martial Arts, Music, etc." for smaller-scale facilities offering specialized instruction.

Setback: The mandatory distance between a property line and a building or appurtenance. This area must be left free of structures that are higher than three feet excluding fences, except as noted in the Development Standards.

Studio: Art, Dance, Martial Arts, Music, etc: Small scale facilities, typically accommodating no more than two groups of students at a time, in no more than two instructional spaces. Examples of these facilities include: individual and group instruction and training in the arts; production rehearsal; photography, and the processing of photographs produced only by users of the studio facilities; martial arts training studios; and gymnastics instruction, aerobics, and gymnastics studios with no other fitness facilities or equipment. Also includes production studios for individual musicians, painters, sculptors, photographers, and other artists.

T. Definitions

Theater, Cinema or Performing Arts: An indoor facility for group entertainment, other than sporting events. Examples of these facilities include: civic theaters, facilities for "live" theater and concerts, and movie theaters.

Transparency: The percentage of a building facade that is made from glazed clear glass.

Train/multi-modal depot: Passenger stations for vehicular and rail mass transit systems; also terminal facilities providing maintenance and service for the vehicles operated in the transit system. Includes buses, taxis, railway, etc.

U. Definitions

Use Permit: The terms Use Permit and Conditional Use Permit are used interchangeably in this document.

W. Definitions

Wireless Telecommunications Facility: Public, commercial and private electromagnetic and photoelectrical transmission, broadcast, repeater and receiving stations for radio, television, telegraph, telephone, data network, and wireless communications, including commercial earth stations for satellite-based communications. Includes antennas, commercial satellite dish antennas, and equipment buildings. Does not include telephone, telegraph, and cable television transmission facilities utilizing hard-wired or direct cable connections.

APPENDICES

Stakeholder Interview Survey Instrument

City of King West Broadway Master Plan
Stakeholder Interview Questions

7/26/10

Date: Interviewer:

Duration: Format (circle): one-on-one group phone

Name: King City resident?

Occupation: Affiliation:

Contact Information:

Confidentiality: Per Lisa Wise Consulting, Inc. policy and internal protocol we ensure that your name and identifying information is kept confidential. Any remarks or information provided during this interview will not be associated with your name for report, presentation, and discussion purposes. Your participation is voluntary and you may terminate the interview at any time.

1. What do you like best about the West Broadway area? What do you see as strengths?
2. What do like least about the West Broadway area? What do you see as weaknesses or challenges?
3. What types of services are or have been successful in the West Broadway area?
4. What type of services would you like to see in the West Broadway area?
5. Are there specific issues with pedestrian, bicycle and automobile safety on West Broadway Street?
6. What would make West Broadway Street more walkable or bikeable?
7. Please rank the following in order of importance:

    ___ Sidewalks

    ___ Street trees

    ___ Pedestrian Safety

    ___ Street Furniture

    ___ Bicycle Lanes

    ___ Other _____

8. What is your vision for the West Broadway area?
9. Any additional comments?

City of King | West Broadway Master Plan
Stakeholder Interviews Summary

In early 2010 the City of King was awarded a second Caltrans Environmental Justice Grant for strategic planning for West Broadway Street. The West Broadway Master Plan (Plan) is an extension of the Historic Corridor Revitalization Plan (2009 Environmental Justice Grant). The Plan aims to enhance consistency and flow through the City's Downtown Core.

The West Broadway Master Plan will provide guidance for enhancing business opportunities; access to jobs and shopping for underserved residents; recommendations for redevelopment and infill projects; implementation programs; and circulation and streetscape improvements for transit, pedestrians, and bicyclists.

A robust and inclusive public participation process will drive the preparation of the Plan. Community input is critical to creating a community vision that reflects the City's history and strengthens community identity. Input from a wide range of stakeholders is important to the process and is a major component of the Grant.

In July 2010 the Consultant Team conducted personal interviews with 11 stakeholders representing a range of interests in the City. The one-on-one interviews provided a formal setting to gather feedback from interested stakeholders. Interviewees were invited to participate based on the recommendations of the City of King's Community Development Department and its director, Doreen Liberto-Blank.

The Consultant Team will continue to collect input from the community via four Community Workshops scheduled from August 2010 through April 2011. The interviews summarized in this report are a key component in understanding the community's vision of the West Broadway Planning Area.

Nature of the Interview Process

The interviews were comprised of general, open-ended questions intended to invite conversation (see Appendix A for the interview instrument). This method relies on interviewees to drive the interview session in an open, conversational manner. The aim of the interviews was to collect information regarding the community's current impression of existing conditions along West Broadway Street, and what they envision the area to become in the future. The interviews provide a wide range of responses and help develop a picture of the most important issues facing West Broadway Street.

The design for the fieldwork protocol is derived from a long tradition of anthropological and sociological research that champions the importance of questions that are informant centered, that honor the informant's perception of a problem and that work toward integrating multiple views of the same problem.

Stakeholder Interview Summary Results, continued

The Interviews

The interviews were conducted over the course of two days (July 27, 2010 and July 28, 2010). A total of 11 people were interviewed in 10 interview sessions. Interviews were conducted by two members of the Consulting Team and lasted between 30 minutes and one hour each. Interviewers collected basic demographic data on each interviewee including whether or not the interviewee was a resident of the City of King, their professional role and affiliation, and their impressions of West Broadway Street. Among interviewees, 46 percent were business owners and advocates, 27 percent were community workers, 18 percent were media representatives, including employees from the local radio station and newspaper, and nine percent were elected or appointed City officials (see Figure 1).

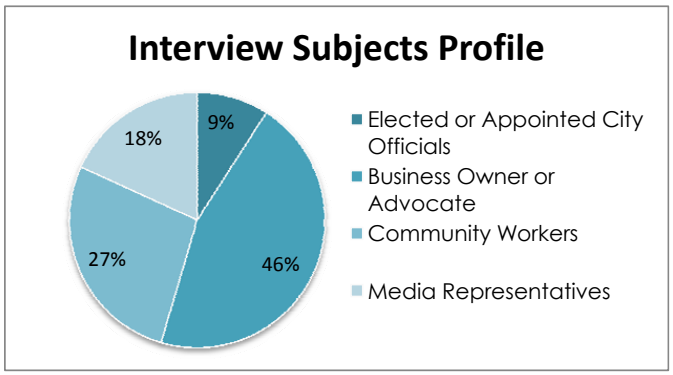


Figure 1. Stakeholder Interview Subjects Profile

Primary Areas of Concern

Interviewees were asked to discuss the weaknesses or areas of concern along West Broadway Street. The results were categorized by the Consultant Team into three major areas of concern: poor visual quality, lack of safety, and limited services. Table 1 shows these primary categories and lists the key issues mentioned by stakeholders for each category. Figure 2 illustrates the frequency each category was mentioned. Poor visual quality represented 62 percent of responses, lack of safety represented 23 percent, and a lack of services was reported by 15 percent of the respondents.

Stakeholder Interview Summary Results, continued

Table 1. Primary Areas of Concern, and Key Issues

Category	Issues
Poor Visual Quality	Too many vacant lots; Poor curb-appeal of trailer parks cemetery, and motels; Large parking lots.
Lack of Safety	Too dark at night; Difficult to see pedestrians; Area not walkable.
Limited Services	Lack of restaurants, furniture stores, and clothing stores; Need more services for high school students.

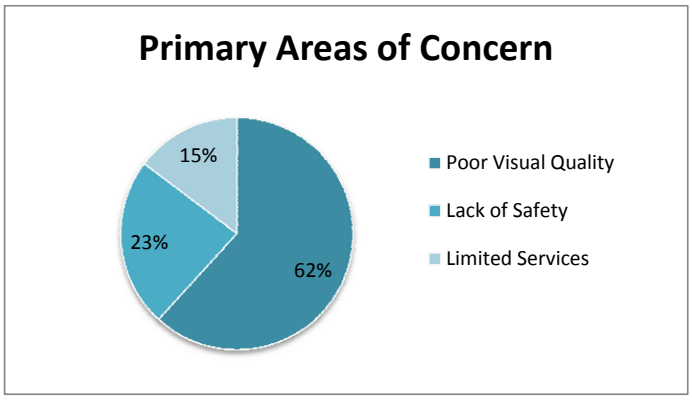


Figure 2. Primary Areas of Concern

Strengths

Respondents were also asked to discuss the strengths of West Broadway. The most frequently mentioned strength was the presence of King City High School. Other common responses included the Auto Plaza, Mee Memorial Hospital, West Broadway's location as the City's "Main" street, existing landscaping, the auditorium at King City High School, and the Safeway shopping center. Figure 3 illustrates the primary strengths, and the frequencies they were mentioned by stakeholders.

Stakeholder Interview Summary Results, continued

Desired Services

Interview subjects were asked to consider services they would like to see on West Broadway. Responses were organized into two categories: Private Realm and Public Realm. These primary categories were further organized into subcategories. Table 2 shows primary and subcategories for desired services in West Broadway.

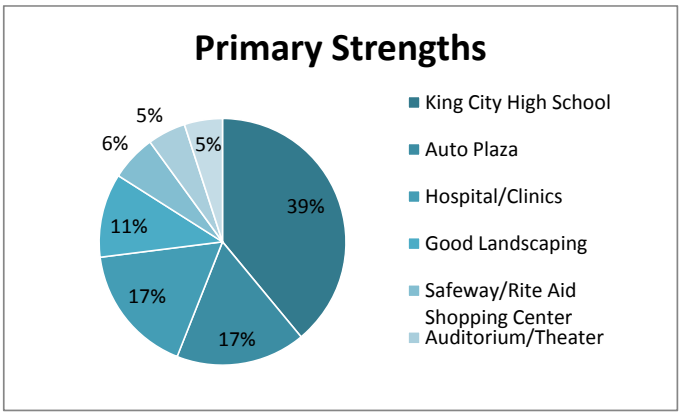


Figure 3. Primary Strengths

Table 2. Desired Services Categories

Category	Issues
Private Realm	• Restaurants + Services • Shopping • Hotels • Housing + Mixed-Use • Architecture + Design • Other
Public Realm	• Recreation + Community Center • Plazas +Parks • Other

For the private realm, respondents most frequently mentioned restaurants and services. Within the restaurants and services subcategory, respondents mentioned franchise restaurants with brand recognition, bars with pool tables or a game room, and cafés with outdoor seating. Figure 4 illustrates the frequency that the private realm subcategories were mentioned.

Stakeholder Interview Summary Results, continued

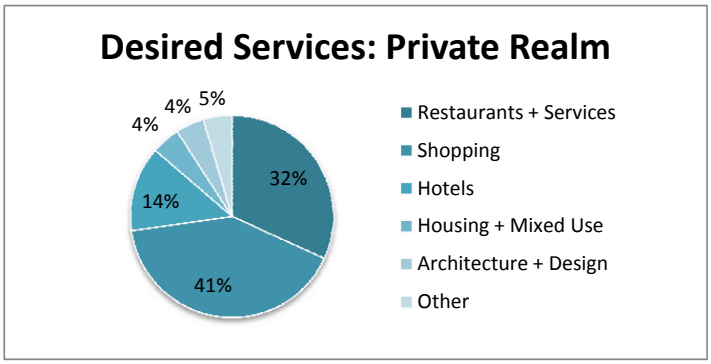


Figure 4. Desired Services from the Private Realm

For the public realm, recreation programs and a community center were most frequently mentioned, followed by a new plaza or park. Ideas discussed included a new community center, hotel, and event center on the vacant City-owned property at West Broadway and Franciscan Way. Respondents also mentioned the possibility of a new park or plaza at 1023 Broadway, potentially modeled after the City of Greenfield's new plaza, and an open space at Broadway and Canal Streets. Figure 5 illustrates the frequency that the public realm subcategories were mentioned by stakeholders.

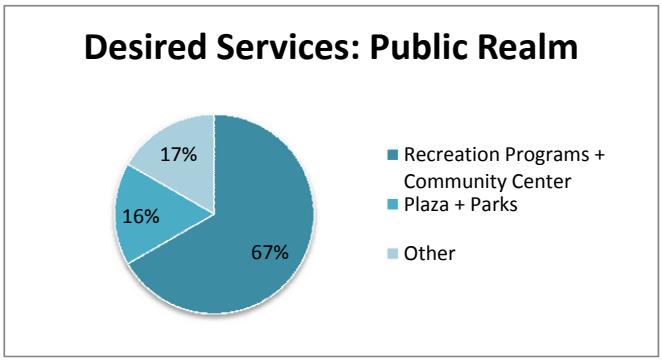


Figure 5. Desired Services from the Public Realm

Circulation Issues

Discussions on circulation were an important element of the stakeholder interviews. Interviewees were asked to discuss circulation safety and ways to make West Broadway more amenable to walking and bicycling. Major circulation safety issues mentioned by stakeholders included insufficient traffic signals and dangerous intersections, the lack of a bike lane, an unsafe traffic environment for students, poor lighting at night, and trucks blocking the street while unloading. Figure 6 illustrates the frequency of responses from stakeholders regarding circulation safety.

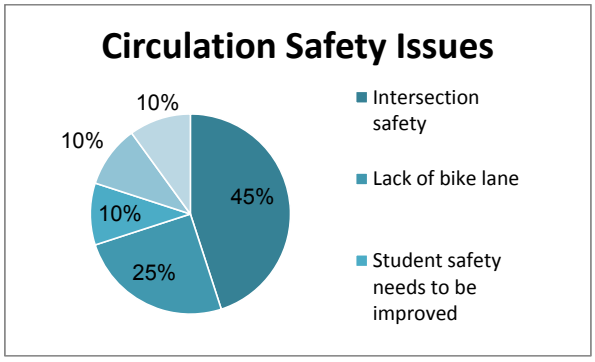


Figure 6. Circulation Safety Issues

In addition to circulation issues, Interview participants were also asked to list elements that they believed would make West Broadway a more walkable and bikeable area. The most common response was street furniture and lights. Other common responses were more parks and improved landscaping, circulation improvements, and other features such as bike parking, and requiring parking lots on side streets or at the rear of buildings instead of along West Broadway. Figure 7 illustrates the frequency of responses regarding West Broadway's walkability and bikeability.

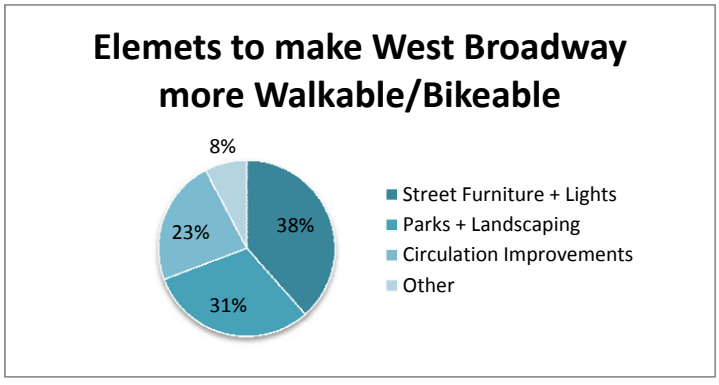


Figure 7. Elements to make West Broadway more Walkable/Bikeable

Stakeholder Interview Summary Results, continued

As a final circulation question, interview participants were asked to rank a list of items from most important to least important. Pedestrian safety was the most important item for the majority of respondents. Improvements to the area's sidewalks were the second most important, followed by street trees, bike lanes, and street furniture. The results are summarized in Table 3.

Table 3. West Broadway Improvements Ranking

Ranking (in order of importance)	Item
1	Pedestrian Safety
2	Sidewalks
3	Street Trees
4	Bike Lanes
5	Street Furniture
6	Other

Conclusion

The West Broadway Master Plan interviews revealed much about the area and the needs of King City's residents. The following is a summary of the results described in greater detail above:

The biggest strength of the Project Area is King City High School. Because there are so many students travelling to and from the school, pedestrian and bicycle safety is a major concern. Pedestrian and bicycle safety can be improved with a bike lane, streetlights at night, and improved intersection safety through more signals and crosswalks.

Visual quality was frequently mentioned as one of the area's major weaknesses. Respondents had a number of suggestions for improving visual quality, including filling in West Broadway's numerous underutilized and vacant parcels with well-maintained, well-designed buildings suited to the City's historic identity. Interviewees would like to see more mixed-use buildings and commercial storefronts. Improving the curb appeal of some of West Broadway's existing uses can also help improve the aesthetics of the area.

According to interviewees, West Broadway lacks the services to fulfill the needs of the City's residents. Residents would like to see more restaurants in the area, as well as more shops for furniture, clothing, antiques, and sporting goods. Additionally, because of the presence of King City High School, respondents would like to see more services catering to students.

Mee Memorial Hospital was mentioned as an asset on West Broadway. Many interview respondents discussed the idea of creating a medical center adjacent to the hospital. Another idea was a hotel and convention center or community center on the City-owned vacant parcel.

BACKGROUND

The City of King West Broadway Master Plan features a comprehensive public outreach effort. The first community workshop for the West Broadway Master Plan was held at City Hall on August 30th. City Staff heavily advertised the workshop, however the meeting was poorly attended. Given the low turnout, the City discussed holding the second community meeting at a public event. After considering several options, the City decided to host the next public event at the weekly farmers' market on October 20, 2010.

The primary goal was to gather data for the creation of alternative plan proposals. The secondary goal was to educate residents about the West Broadway Master Plan and promote the third community workshop, planned for December 11, 2010.

SUMMARY

Over fifty community members participated in the Farmers' Market outreach event. The participants represented a wide range of community members including children, non-English speakers, long-time residents, and new members of the community. Figure 1 shows community members participating at the farmers' market booth.

Figure 1. Images of the Community Workshop at the Farmers' Market.

Figure 2. Preferred Images from Visual Preference Survey, by Category.

The City expected a wide demographic range of participants and prepared data gathering tools that would allow Spanish speakers and other non-traditional community workshop attendees to participate. Three primary data gathering tools were utilized: visual preference posters, cognitive maps, and wish poems.

VISUAL PREFERENCE POSTERS

A visual preference poster is a poster with thematically similar images on it. The goal of the preference poster exercise is to elicit public opinion about the appropriateness or inappropriateness of various design elements and amenities in the project area. At the farmers' market community workshop, there were posters displaying options for building styles, street furniture, parks and gardens, and gateways and streetscapes. Participants were given four green dots and four red dots and asked to judge the items they liked most and the items they liked least. The results are summarized below and visually represented in Figure 2.

BUILDING STYLES. The building styles that received the most positive votes were a large three-story hotel and zero setback small buildings with balconies. Participants were mixed in regards to buildings with large front setbacks and breezeways.

STREET FURNITURE. Participants tended to like ornate streetlights over more traditional models. Several participants commented that they liked the idea of solar powered streetlights. Respondents were fairly mixed in their opinions about street benches, but the bench that received the most votes was a classic wooden bench with metal sidings.

October 20, 2010 Workshop Summary, continued

PARKS AND GARDENS. Participants were overwhelmingly in favor of a pocket park with a water feature. The second most preferred parks were community gardens and traditional playgrounds. Additionally, there was a lot of interest in skate parks. However, several respondents noted that the City already has a large skate park.

GATEWAYS AND STREETSCAPES. Gateways received the most negative feedback of any category in the survey. The only gateway that had a positive ratio of green to red stickers was an overhead arch with brick columns. The participants were uniformly in favor of roses and bulb-outs for streetscapes, but clearly rejected the idea of medians.

COGNITIVE MAPS

An aerial map of the City was overlaid with a GIS layer of the streets to create a circulation map. Respondents were instructed to draw common walking and biking routes from their homes to major destinations throughout the City, including shopping areas, schools, and parks. See Figure 3 for an example of a completed cognitive map.

Most participants that rode their bicycle or walked a significant distance were young children. Participants traced the routes they ride their bikes through the City and to school. Key destinations were Del Rey and Santa Lucia Elementary Schools, Chalone Peaks Middle School, and the City's skate park.

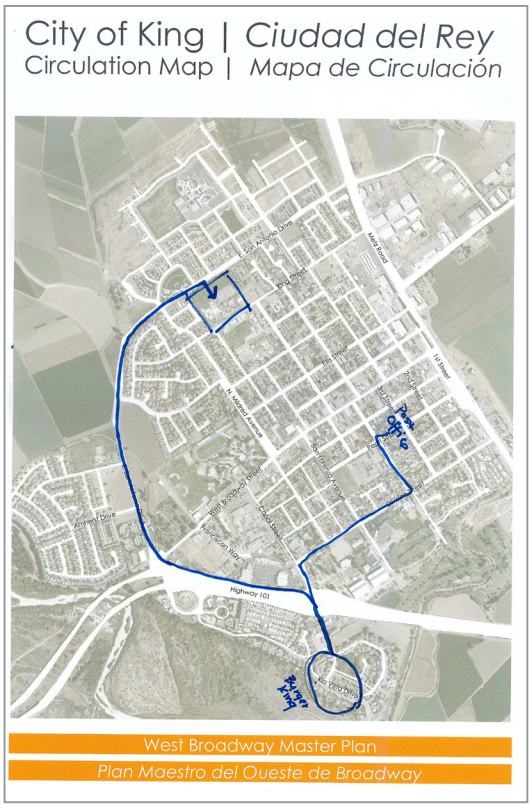


Figure 3. A Completed Cognitive Map.

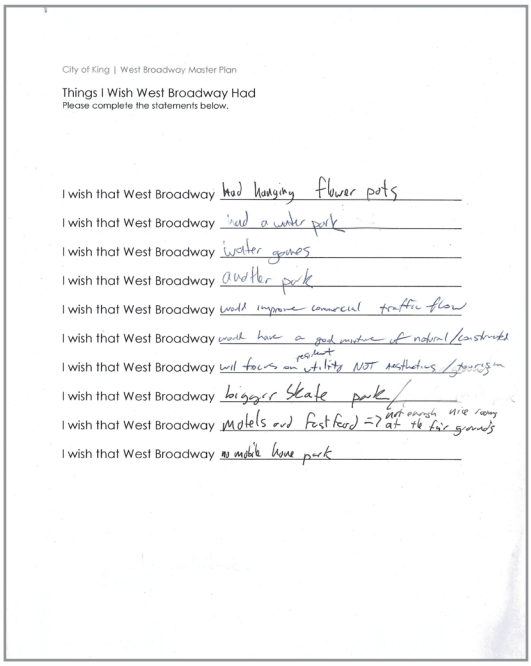


Figure 4. A Completed Wish Poem.

WISH POEMS

Wish poems are handouts with fill-in-the-blank statements asking participants to list elements they like about West Broadway and elements they wish West Broadway had. The goal of the Wish Poem is to reduce complex land use and circulation concepts to simple statements about missing services, safety issues and aesthetic preferences. See Figure 4 for an example of a wish poem.

A wide variety of information, from the desire for a park to improved commercial traffic flow, was obtained. Below is a complete summary of the participants' wishes.

I wish that West Broadway...

- had hanging flower pots.
- had a water park.
- had another park.
- would improve commercial traffic flow.
- would have a good mixture of nature and construction .
- will focus on resident utility, not aesthetics/ tourism.
- had a bigger skate park with a pool (to skate in).
- had more motels and fast food (not enough nice rooms at the fair grounds).
- had no mobile home park.
- had more medical stuff.
- had things for teenagers.

CONCLUSION

The October 20, 2010 Farmers' Market Event was a successful community meeting. By holding the meeting at the farmers' market the City was able to take the planning effort to the public, involving a diverse set of individuals whose opinions would not have otherwise been heard. The City will use the valuable information obtained from this outreach effort to create alternatives for the West Broadway Master Plan area. These alternatives will be presented at the third workshop scheduled for December 11, 2010, at the City of King City Hall.

SMART GROWTH

Smart Growth is a way of reorienting the built environment away from sprawl and towards denser, pedestrian-friendly patterns of development (Smart Growth Network, 2010). Traditionally, large urban or suburban areas have been used to illustrate how Smart Growth tenets can discourage sprawl. While some research has been done on the health and economic implications of smart growth in small towns (Dalby, 2008; Casey-Lefkowitz and Jensen, 2001), the actual application of Smart Growth principles to small towns is a relatively new endeavor.

Several guides, such as the Smart Growth Network's *Putting Smart Growth to Work in Rural Communities,* recommend ways to scale Smart Growth down to the rural and small-town level (Mishkovksy et al., 2010). O'Connell (2009) suggests discussions about Smart Growth held at the local level can yield effective strategies for planning and build social capital between a community and its residents.

The following Smart Growth themes were used to develop the West Broadway Master Plan:

1. Mix land uses and create attractive walkable neighborhoods with a strong sense of place.

Smart Growth supports the integration of mixed land uses as a critical component of achieving better places to live. By putting uses in close proximity to one another, alternatives to driving, such as walking or biking, become more viable. Mixed land uses can also provide a more diverse and sizable population and commercial base for supporting public transit and retail. It enhances the vitality and perceived security of an area by increasing the number of people on the street. Finally, It helps streets, public spaces, and retail again become places where people meet (Smart Growth Network, 2010).

Potential Actions:

- Encourage mixed use development with residential uses on upper floors and commercial and office uses on the ground floor.
- Take advantage of the high volume of student foot traffic in the area by allowing street food vendors.
- Reduce minimum setbacks, bringing buildings closer to the street to improve the pedestrian environment and create a sense of place.
- Produce a coherent streetscape to unify the street
- Introduce traffic calming measures to improve pedestrian and bicycle safety and make West Broadway more walkable.

Smart Growth, continued

2. Provide a variety of transportation choices.

Communities are beginning to implement new approaches to transportation planning, such as better coordinating land use and transportation; increasing the availability of high quality transit service; creating redundancy, resiliency and connectivity within their road networks; and ensuring connectivity between pedestrian, bike, transit, and road facilities. In short, they are coupling a multi-modal approach to transportation with supportive development patterns, to create a variety of transportation options (Smart Growth Network, 2010).

Potential Actions

- Develop a bicycle plan to improve bike safety and viability.
- Incorporate traffic calming measures into the circulation system to enhance the pedestrian and cycling experience.
- Establish a "Safe Routes to School" program.
- Reduce minimum setbacks, bringing buildings closer to the street to improve the pedestrian environment.
- Develop design guidelines suggesting rear surface parking lots with side street or alley access, to minimize curb cuts and surface parking lots fronting West Broadway.

3. Provide a safe area for residents and visitors.

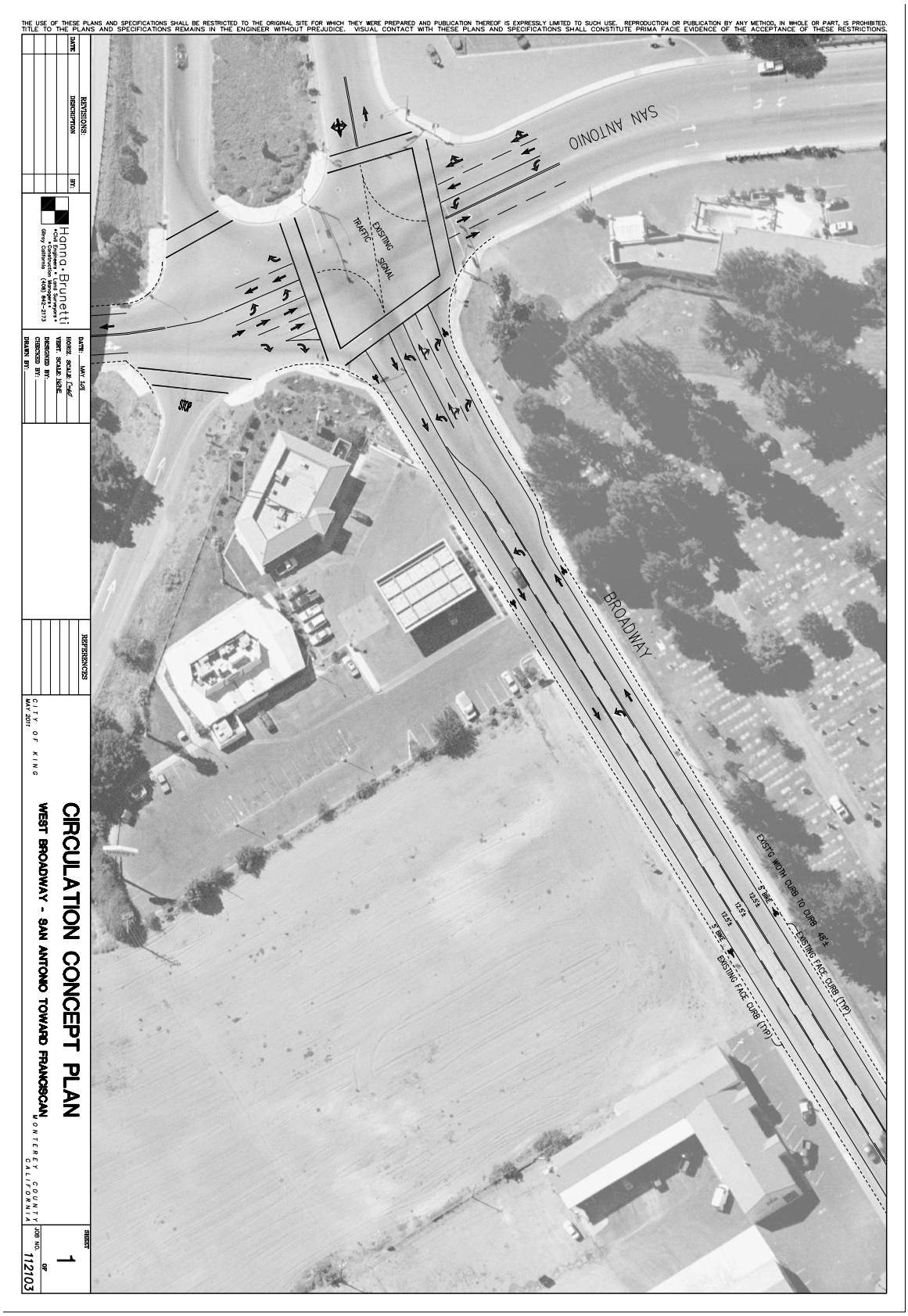
Several community members and City officials have expressed concern about crime in the City. Defensible Space theory suggests that when common areas don't have any clear users, they are more easily used by criminal elements.

West Broadway has several large opportunity sites. These sites currently lay abandoned. The large empty lots make surveillance in the area difficult. The sites' proximity to the high school and residential neighborhoods could be strategically used to involve the area's youth and residents in place making. By involving neighborhoods and the high school in planning these sites, residents will take "ownership" not just of the lot, but of the surrounding areas as well. Once the community has a vested interest in maintaining the sites, they will also have a vested interest in surveying the area for criminal behavior.

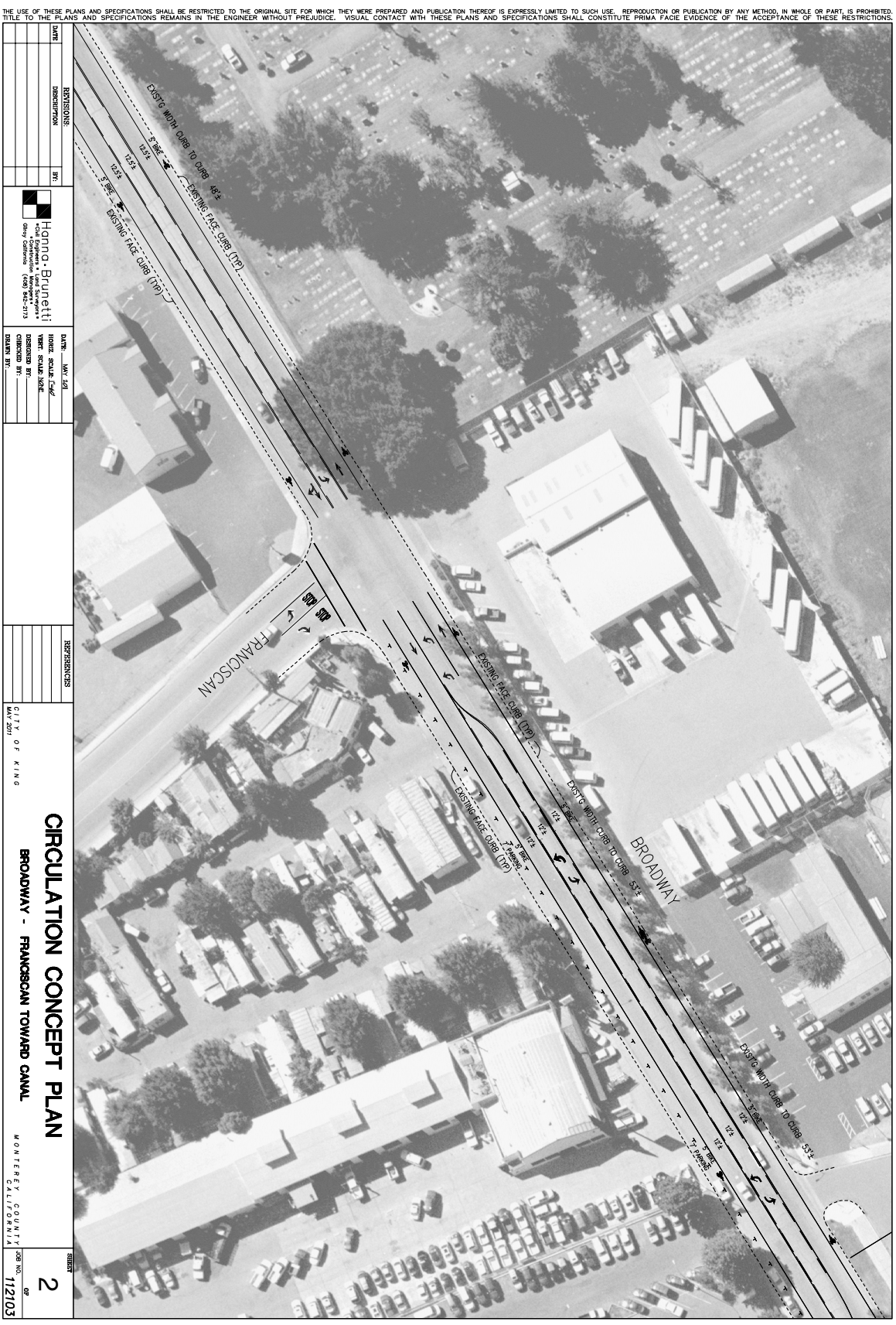
Potential Actions:

- Construct a community center, community garden, or park on one of the city-owned vacant parcels.
- Create programs that encourage cooperation with the high school, business owners, and surrounding neighborhoods.

Circulation Concept Plan Maps



Circulation Concept Plan Maps, continued



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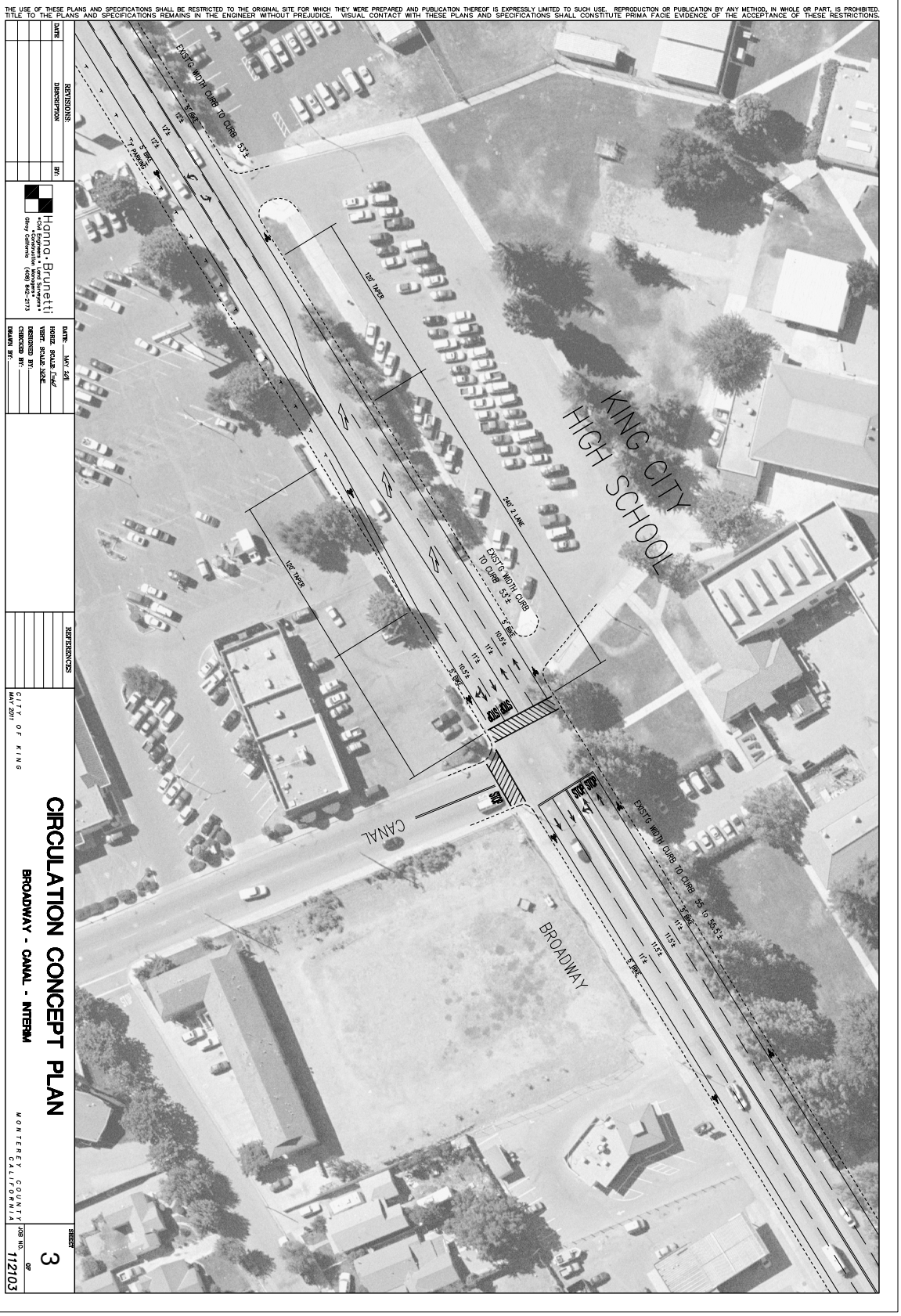

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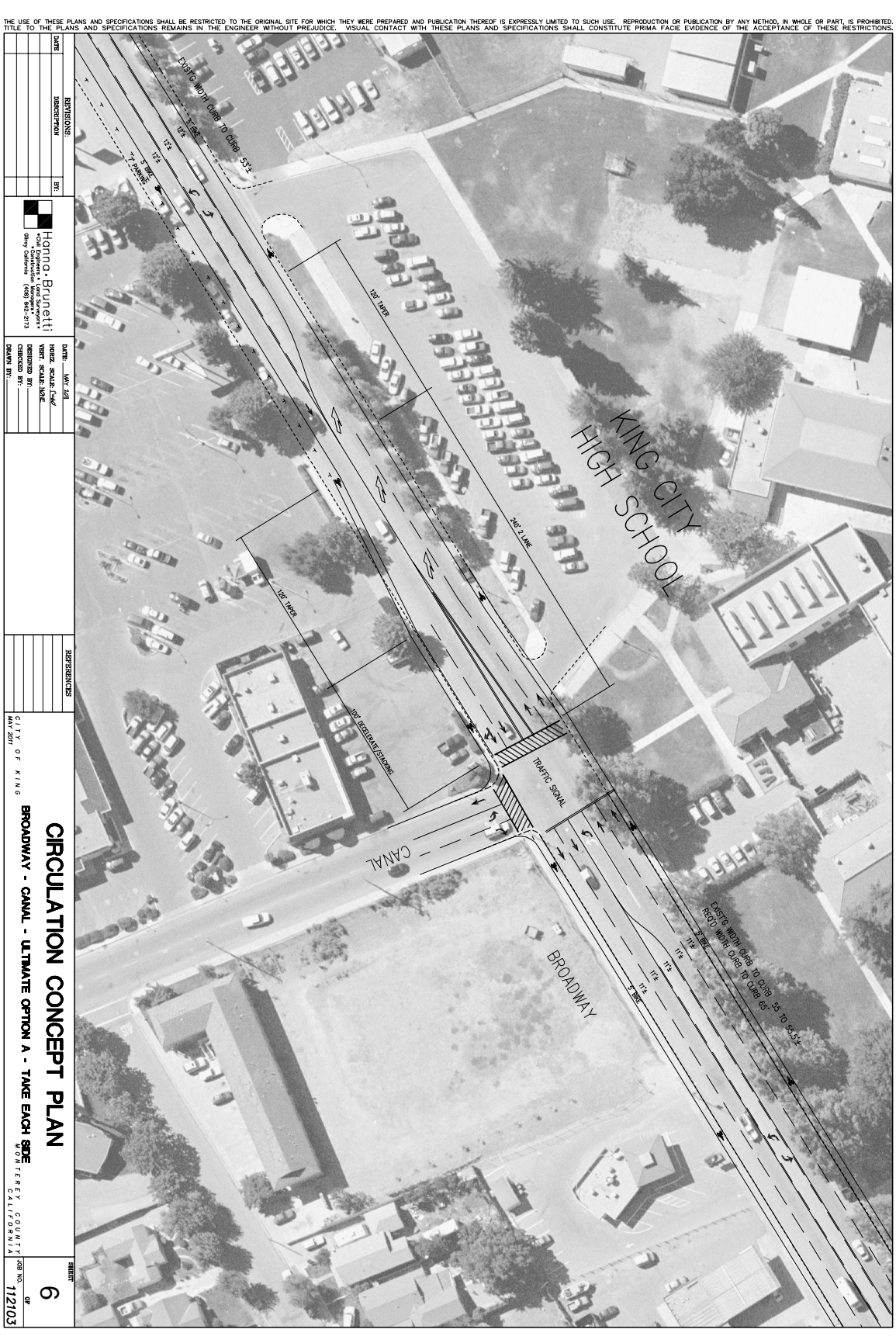

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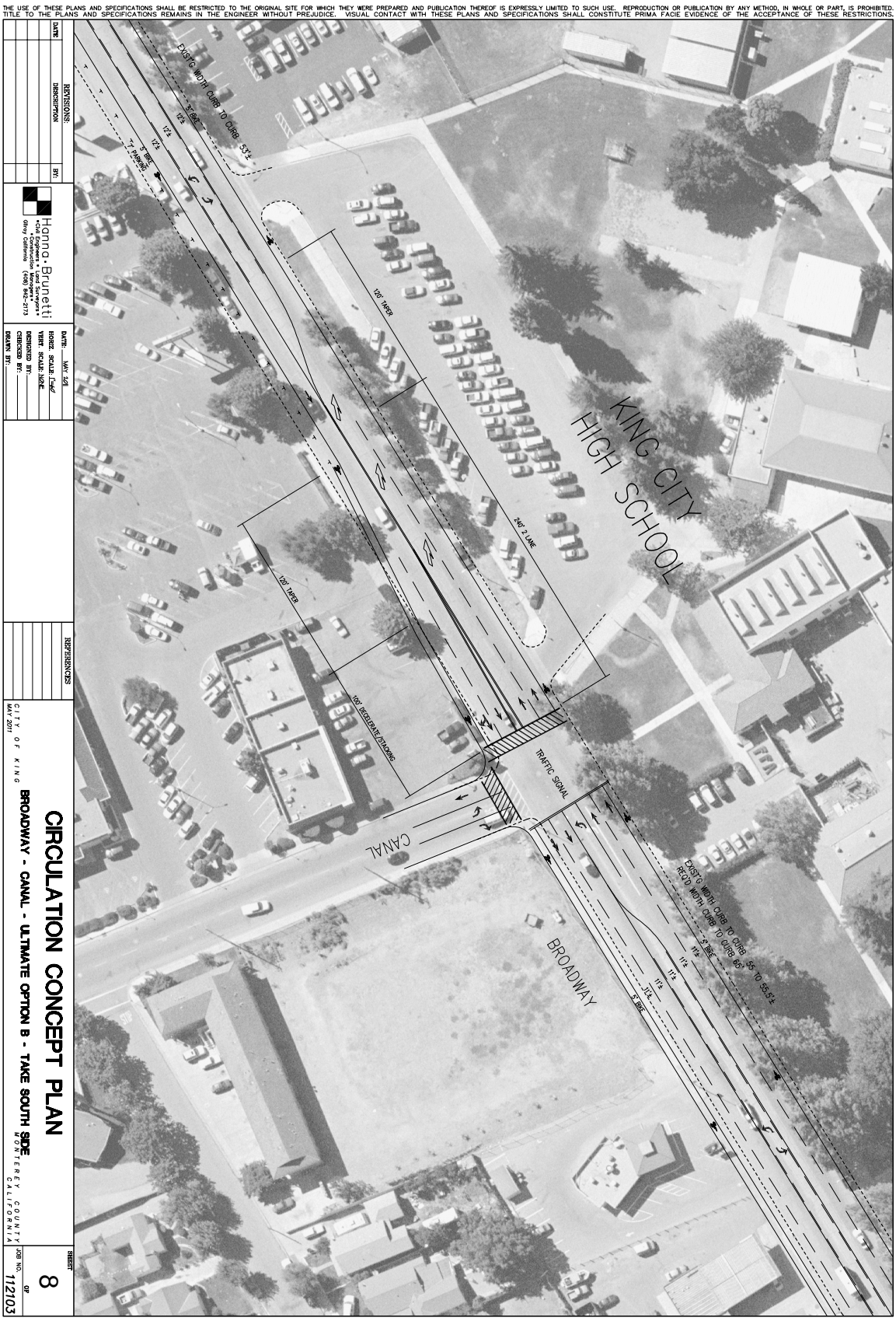

Circulation Concept Plan Maps, continued

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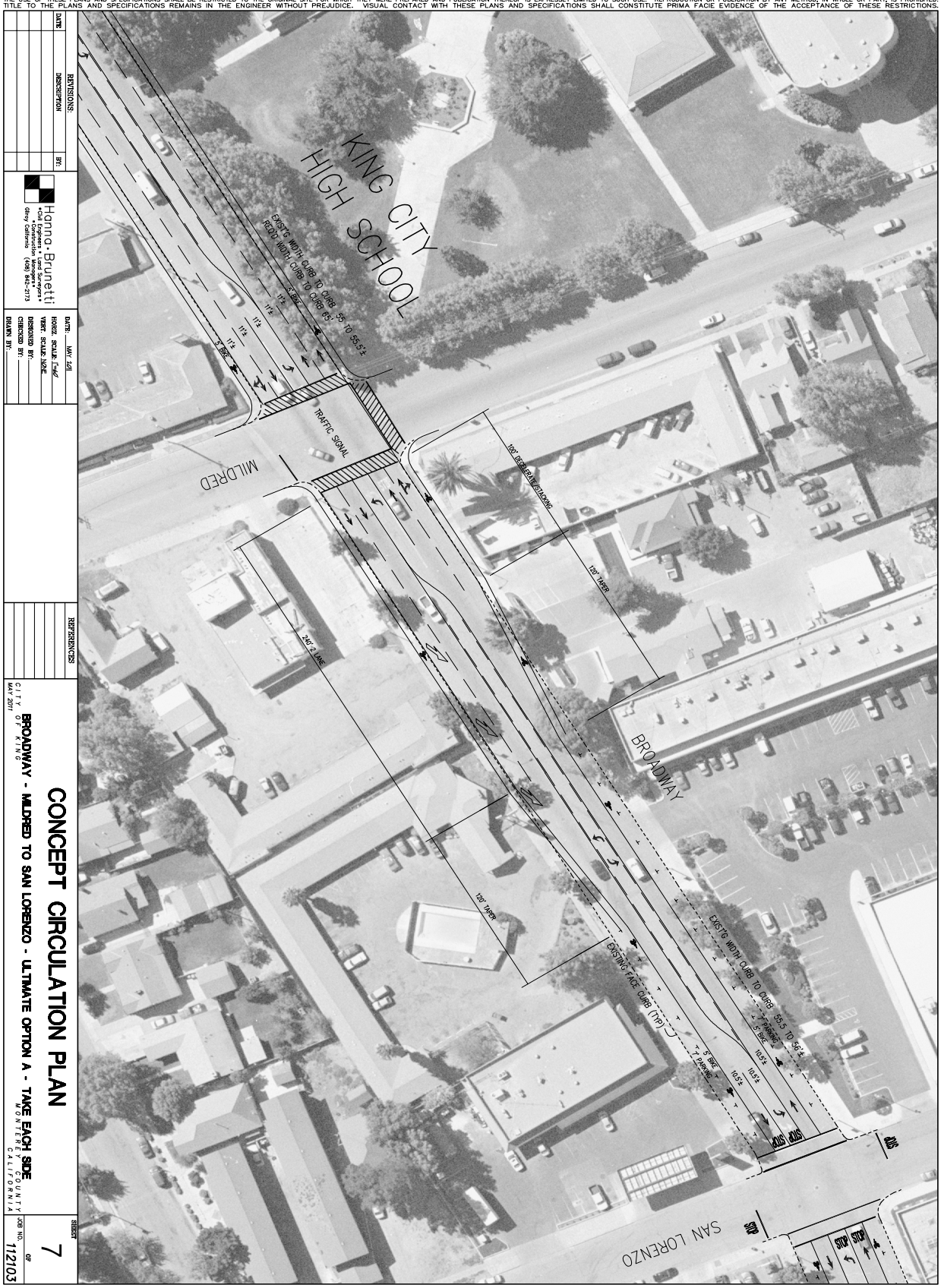

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REVISIONS:

DATE	DESCRIPTION	BY:

DATE: MAY 2011
HORIZ. SCALE: 1"=40'
VERT. SCALE: 30'
DESIGNED BY:
CHECKED BY:
DRAWN BY:

REFERENCES

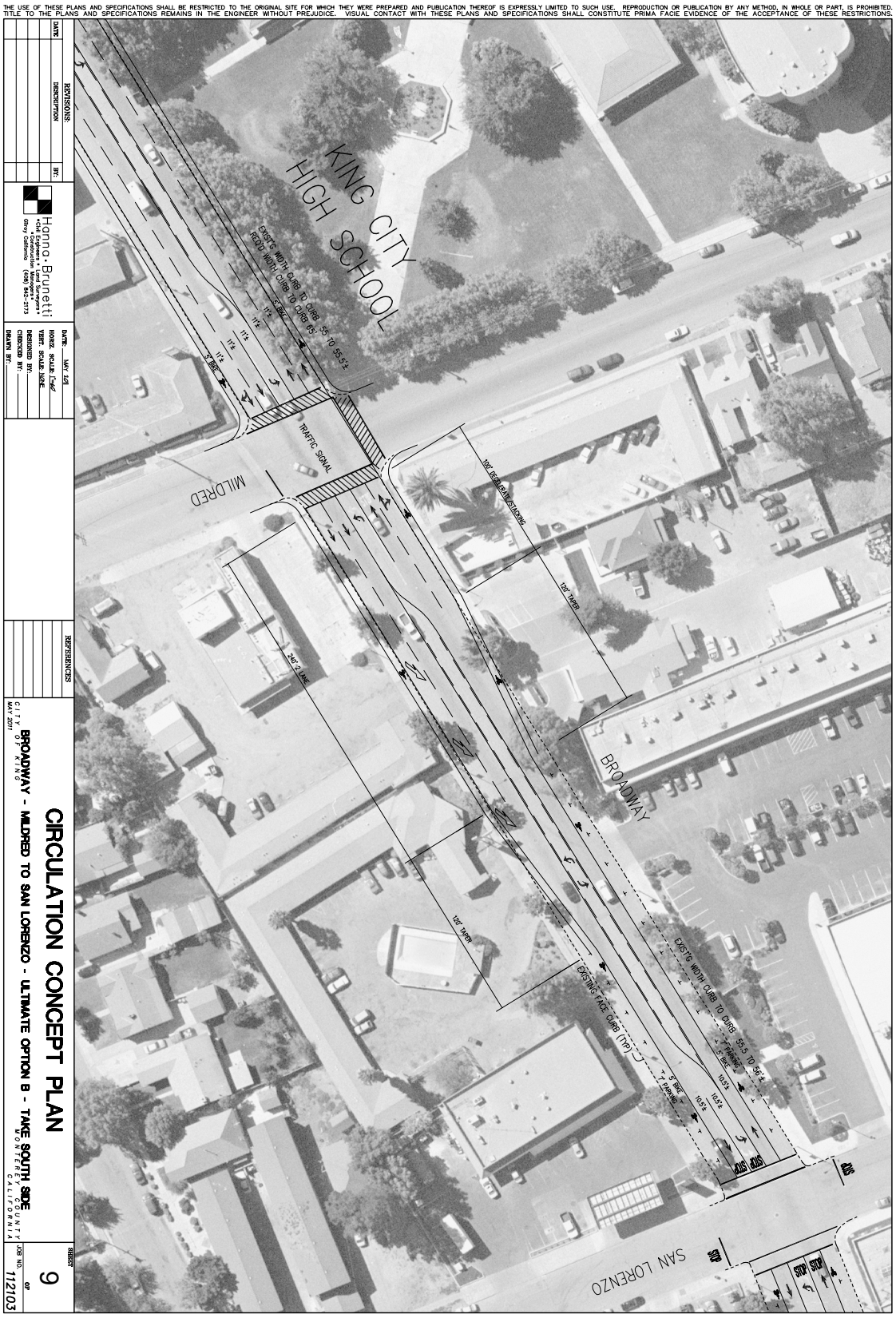
CONCEPT CIRCULATION PLAN

BROADWAY - MILDRED TO SAN LORENZO - ULTIMATE OPTION A - TAKE EACH SIDE

CITY OF KING
MONTEREY COUNTY, CALIFORNIA
MAY 2011

SHEET 7
JOB NO. 112103

Circulation Concept Plan Maps, continued



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DATE	REVISIONS: DESCRIPTION	BY:

Hanna·Brunetti
Civil Engineers • Land Surveyors
Construction Managers
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DATE: MAY 2011
HORIZ. SCALE: 1"=40'
VERT. SCALE: NONE
DESIGNED BY:
CHECKED BY:
DRAWN BY:

REFERENCES

CIRCULATION CONCEPT PLAN

CITY OF KING
MAY 2011

BROADWAY - MILDRED TO SAN LORENZO - ULTIMATE OPTION B - TAKE SOUTH SIDE

MONTEREY COUNTY CALIFORNIA

SHEET 9 OF

JOB NO. 112103

KING CITY
CALIFORNIA