Old Town Urban Design Concept Plan
City of Newark, California
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Newark, California

California Polytechnic State University

Instructor: Professor
Hemalata Dandekar, Ph.D.

Student Design Team
Soroush Aboutalebi
David Christie
Jessica Edmondson
James Francis
Kylie Hensley
John Holder
Jacob Howard
Kyle Howard
Jaqueline Mansoor
Jaqueline Protsman
Christopher Turner
Gabriel Ward
Alyssa Way
Kevin Yost

City of Newark California

Mayor
Alan A. Nagy

Newark City Council
Michael K. Hannon
Luis L. Freitas
Maria “Sucy” Collazo
Mike Mucci

City of Newark Planning Commission
Bernie Nillo - Chairperson
Karen Bridges - Vice-Chairperson
William Fitts
Jeff Aguilar
Debbie Otterstetter

Assistant City Manager
Terrence Grindall

Community Development Department
Art Interiano - Deputy Community Development Director
Sofia Mangalam - Associate Planner
Anne Stedler - Economic Development Manager

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We also solicited community input from a face-to-face and on-line survey that elicited 149 responses. We are grateful for these contributions. We were particularly gratified that young people were well represented in this group. We also thank the 18 individuals who own, or work in, businesses along Thornton Avenue in the site area and agreed to complete a second survey of Businesses. Their ideas for what needs to be improved in Old Town are reflected in our concept visions.

The community's generosity and willingness to take the student work as what it represents, concepts and visions that will need to be fine-tuned and perfected as they are further considered, is much appreciated.
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Executive Summary

These are findings from a ten-week concept design effort to develop pre-planning insight, urban design concepts and development strategy for the City of Newark's Old Town. The design concepts focus on the Thornton Avenue Corridor between Cherry Street to the East and Ash Street to the West organized into five blocks integrated by street-scape design.

The investigative and design work was completed in three phases of discovery and visioning:

**Phase one** involved the review and detailed investigation of existing regulatory and design factors underlying the site area including analysis of planning documents and the implications of regulations for site development, individual lot survey and documentation of lot conditions, and interviews and surveys of community members and business related individuals in the area.

**Phase two** involved development of concept plans that were organized around three discrete design themes and priorities:

1. The Historic theme featuring concepts that reinforced the underlying historic significance and character of the site.
2. The Design theme featuring investigation of architectural styles and mix that would complement the existing buildings on the site.
3. The Housing theme featuring investigation of optimal capacity in the project area to develop a mix of housing unit types to address housing demand.

All three concepts plans were accompanied by a redesign of Thornton Avenue streetscape to accommodate multi-modal traffic, implement a road diet to bring down vehicle speeds and to create a “bikeable” and pedestrian friendly environment. These concept plans were presented to the community. Comments and suggestions that were received informed the final concepts.

**Phase three** involved envisioning urban design futures for five discrete block-segments of Thornton Avenue. The five segments focused on: 1. Developing a rich and diverse housing mix; 2. Creating a central plaza and performance space for community events as the center of Old Town surrounded by commercial retail with housing above; 3. Designing a Hispanic-themed Mercado complex to support a diversity of retail and services; 4. Outlining a courtyard residential block at an urban scale, and; 5. Designating a civic area gateway to Old Town featuring a library, outdoor recreational spaces, patio and dining areas, housing and gateway features on the street-scape.
Introduction

This design effort provides pre-planning insight, urban design concepts and development strategy for the City of Newark's Old Town, the historic center of the city now challenged by lack of vibrancy, disconnected development, and poor public facilities. Concept visions to create a vibrant mixed-use area with ground floor retail, three and four-story high-density residential housing above, and transit, bicycle and pedestrian mobility are offered.

The concept plans address development challenges of fragmented ownership with visions that blend with, and are an amenity to, the surrounding lower density areas. Public parks, gathering spaces, and streetscape enhancements are identified to define this area and facilitate the future development of a specific plan. The project area includes approximately 20 acres, and is represented in the map below.
The Project Work was completed in an intensive ten-week period and involved interactive meetings with the community to receive guidance and feedback and mark design milestones as depicted in the Project Timeline.

There were three discrete phases of the analysis and conceptualization:

1. The background and preliminary research phase involving site assessment and surveys were completed in the first two weeks;

2. Design Concepts reflecting three thematic areas: Architectural Style, Housing and History were completed in two weeks; and,

3. Vision Plans for five discrete blocks of the Thornton Avenue corridor were completed in the following 4 weeks.

Implementation priorities and phasing/timing recommendations for the design vision conclude this work.
Site and Context Assessment

SITE AND CONTEXT ASSESSMENT

The study Old Town Urban Design Concept Plan was organized to enable the student design teams to work incrementally through three phases of investigation from initial fact finding and information collection, to analysis, and conceptual design. The process was structured as follows:

Phase 1: Site and Context Assessment
Phase 2: Concept Plan Development
Phase 3: Project Development and Design

This chapter describes the findings from Phase 1: Site and Context Assessment involving investigation of the project site in dimensions including: physical conditions; land ownership; characteristics of existing land uses; vehicular and pedestrian circulation; ambiance and state of repair and upkeep; and, vitality and attractiveness. It also included obtaining a regional understanding of context, economy, and local culture.

Interviews, community surveys, visual preference surveys, and business surveys were completed to augment windshield surveys and on-the-ground assessments. Secondary sources of information were reviewed for their implications for the project area and analyzed for insights on the project site and its characteristics. Highlights of the findings follow under three categories:

1. Regional Context & City Regulations
2. Community Input
3. Strengths Weaknesses Opportunities and Threats (SWOT) Analysis
1. Regional Context & City Regulations

The following areas were researched to identify aspects relevant for the project site:
1. Demographics
2. Economics
3. Business in Old Town
4. Circulation and Transportation
5. Housing
6. Newark General Plan

1. Demographics

In 2010, the City of Newark had a total population of 42,573 people. The population growth plateaued from 2000 to 2010. The city’s population is 50% male and 50% female. The majority of the population is under 65 years of age. It is an educated population: 29% having received a Bachelor’s degree or higher, 29% having some college or an associate’s degree, 30% high school graduates, and 12% not having graduated from high school. It is a diverse population with 35% identifying as Hispanic or Latino, 41% as white, 27% as Asian, 18% as some other race, 5% as Black or African American, and 2% as native. (see Appendix 1 for details)

Within the block group, there are 848 households, 880 housing units, and 32 vacant housing units, with a 5% average vacancy rate. 67% of these housing units are concentrated along Sycamore Street in three blocks: 4008 (361 units), 4006 (121 units), and 3014 (108 units). There are 290 housing units in the 9 other blocks. 85% of households are renters, 13% hold a mortgage, and 2% own their home free and clear and 44% of households have people under the age of 18. The average household size is 3.2 for all households, 2.6 for owner-occupied, and 3.3 for renter-occupied.

Figure C-1: Map of Census Blocks in Project Area (U.S. Census Bureau, 2017)
The 2010 block-level census data reveals that the project area has a large Hispanic, white, and Asian population. Most households are renters and almost half have residents under 18 years old. Most housing units are concentrated along Sycamore Street. Site visits confirmed the presence of the large Hispanic population (44% per 2010 block level data) as reflected in businesses along Thornton Avenue that are owned by and/or serve this demographic, for example: La Piñata Mexican restaurant, Mexico Tortilla Factory restaurant, Santa Fe Foods market, and La Cabana restaurant. There is a Portuguese cultural presence in the site area that was not identified in the analysis of census data, but is evidenced by two...
2. Economics

Main community gathering spaces: the Newark Portuguese Sports Club, a restaurant located in the site, and the Newark Pavilion, a center for Portuguese functions located just northeast of the site.

The average annual household income in 2010 for the City of Newark and the average household income for the three tracts in which the project site is located are $100,962 and $90,693 respectively. In general, the households that are located closest to the site earn on average 10% less per year than is the norm for the city in general. However, income levels within the tract group are more closely in line with Alameda County, which had a median income of approximately $91,000 in 2010.

In Alameda county, Newark City as whole stands out as an area specializing in industry, manufacturing, agriculture, and construction. The most important industry sector for the tract group was manufacturing, which comprised 24% of all jobs. For the city as a whole, retail trade was the number one employment sector. The city has a strategic location in the East Bay of Silicon Valley cities.

The manufacturing sector includes a range of companies located in the technology and light industrial areas of the city. There is a 574,000 sq. ft. Amazon Fulfillment Center employing 400; NeFab North America's West Packaging Center, a leading provider of global packaging solutions in the telecom,
3. Business in Old Town

energy, healthcare, vehicle and aerospace industry; Morpho Detection, a leader in the global provision of technology detection solutions to airports for explosives, narcotics and other dangerous substances; and many others. (See Appendix 2)

The city of Newark has a preliminary plan review program to expedite business development. To facilitate development in the city Newark has four types of development impact fees. These are oriented to expenditures for enhancing Public Safety, Community Facilities, Transportation, and Housing. Small and medium businesses are eligible to apply for the Bay Area Green Business Program.

Some 46 acres within Newark’s Old Town Area are in the Association of Bay Area Governments (ABAG) Priority Development Areas. (see Appendix 3 for details)

Of the 40 businesses in the Old Town project area, 31 or 78% are located along Thornton Avenue. Retail (40%) and restaurants (30%)
4. Circulation and Transportation

Old Town Newark’s circulation is dominated by Thornton Avenue, a three- to four-lane arterial road that traverses Newark from SR 84 to I-880. It is one of the busiest roadways in Newark. The project area includes the portions of Thornton Avenue between Ash Street (to the West) and Cherry Street (to the East). The speed limit for Thornton Avenue throughout the project area is 25-35 mph. Another major arterial within the project area is Sycamore Street, a two-lane collector street that parallels the railroad tracks and currently features bike lanes and on-street parking along its length. Currently the project area contains truck routes and acts as a throughway for many vehicles traveling to highways, while facilities for bicyclists or pedestrians are limited.

Newark is an automobile-oriented City. It has only a moderate level of walking trips. Although a slight increase in such trips is anticipated predictions are that most trips within the City of Newark will continue to be by automobiles. There is a desire to see wider, safer pedestrian facilities in Old Town Newark where currently, multiple intersections and curbsides are identified as needing improvement including removal of obstructions such as poles in the sidewalk. Currently only one AC Bus serves Old Town Newark (Route 200). Its route is in the shape
5. Housing

of a horseshoe between the Union City BART to Fremont BART. The two closest BART stations are Fremont (3+ miles) and the Union City (4+ miles). Due to distance from the project area BART will most likely not be a major component in enhancing Old Town but residents have expressed a strong desire for better connections to BART stations.

Several rail lines run through and along the edges of the project area. For the most part, these tracks are owned and operated by Union Pacific. Passenger service, in the form of the Altamont Corridor Express, runs along the tracks on the southern boundary of the project area, and the nearest station is located 2.5 miles away in Fremont. All railroad crossings in and around Old Town are at-grade. (see Appendix 4 for details)

At all household sizes, homeowners outnumber renters in Newark. The table below provides the number of owner-occupied and renter-occupied housing units in Newark by household size. The largest share of renter-occupied households (26%) consists of five or more people; two-person households make up the second-largest share (22%), slightly outnumbering households of one, three, or four people. In 2012 71% of Newark housing units had at least three bedrooms.
The average household size in Newark (3.28) is larger than the average for Alameda County (2.77). As of 2012, 605 housing units in the city were designated as overcrowded. Most of the overcrowded units were those with households of five people or more. In 2012 there were 1,165 extremely low income households in Newark making up 9% of the total city population.

Newark is facing a serious problem of housing affordability. In 2012 nearly 39% of homeowners and 47% of renters were paying more than 30% of their monthly income for housing and 81% of renters with income less than $20,000, paid more than 50% of monthly income for housing.

The RHNA targets for the City of Newark are 165 extremely low-income housing units. Within the project area the City has identified three sites which have potential for housing development. Site M: Expected to accommodate 22 new housing units. Site N: Assumes mixed use 3 to 4 story buildings with around 300 housing units. Site O: Expected to accommodate 54 units. (see Appendix 5 for details)

The City of Newark General Plan is the primary governing document for the region and contains goals, policies, and actions that pertain to Old Town, Newark. The general plan is divided into nine separate Elements, including Land Use, Transportation, Economic Development, Housing, Conservation and Sustainability, Parks, Recreation, and Open Space, Environmental Hazards, Health and Wellness, and Community Services and Facilities. Each Element was reviewed and the existing policies that impact Old Town were noted. The Housing Element is analyzed in depth in a separate section. The goals in the General Plan that pertain to Old Town are listed by Element, and the policies and actions to achieve these goals are summarized. (see Appendix 6 for comprehensive review)

**Land Use Element**

**Goals**
- Quality of Life. Maintain a desirable quality of life by preserving a small town, neighborhood-oriented atmosphere and sustaining a balanced mix of land uses.
- Land Use Compatibility. Ensure compatibility between adjacent land uses.
- Community Standards. Protect the quality of Newark’s residential neighborhoods.
- Community Design and Identity. Enhance Newark’s identity as a city of high quality development that is distinctive from other cities in the Bay Area.
- Historic Preservation. Identify, preserve, and maintain historic structures and sites.
to enhance Newark’s sense of place and create living reminders of the city’s heritage.

- Old Town Newark. Strengthen Old Town Newark as a vibrant, cohesive mixed-use district that honors Newark’s history while embracing its future.

**Policies Pertaining to Old Town**

Land use in Old Town, Newark is to be mixed-use, have a job to housing balance, and contain compatible architectural designs throughout every block. The coordination between land uses and transportation is crucial as the City aims to improve the quality of life through park and recreation expansion and housing opportunities. The project area is zoned commercial mixed-use, low-medium density residential, medium density residential, and high-density residential. The importance of scale transition, high-quality development, and maintaining specific design guidelines throughout the project site are emphasized. The strategies for blocks along Thornton Avenue include infill development, ground floor commercial, office, and retail with housing above. Streetscape improvements and introduction of civic space into existing and new development is promoted to create a strong sense of community.

**Actions**

Institute housing rehabilitation and beautification programs, lighting improvements, implement gateway improvements at entrances to Old Town, restore and preserve older buildings to sustain the character of Old Town, introduce park or plaza spaces to provide gathering places and activity centers for residents.

**Transportation Element**

**Goals**

- Complete Streets. Plan, fund, design, construct, operate, and maintain all transportation improvements to provide mobility for all users, appropriate to the function and context of each facility
- Pedestrian and Bicycle Circulation
  Create a citywide pedestrian and bicycle network that provides safe access to destinations within the city, connects to an integrated regional network, and is accessible to users of all ages, abilities, and means.
- Public Transportation. Support safe, affordable public transportation which provides an alternative means of travel in Newark and convenient access to destinations throughout the Bay Area.
- Reducing Vehicle Miles Traveled. Reduce vehicle miles traveled and dependency on motor vehicles through land use and transportation strategies.
- Vehicle Circulation. A safe, efficient, and well maintained network of roadways that facilitates vehicle travel in and around the City.
- Transportation and the Local Economy. Ensure that the City is well connected to the regional road, rail, air, and port systems, in support of local economic development and mobility goals.
- Parking. Manage parking in a way that balances aesthetic, environmental, economic development, and quality of life goals.

**Policies Pertaining to Old Town**

New projects to incorporate elements of complete streets as well as traffic calming features to provide safe circulation for all modes of transportation. The focus is on implementing and maintaining infrastructure for bicyclists and pedestrians in conjunction with high density, mixed-use development so as to create more walkable neighborhoods and reduce vehicle miles traveled. Improve public transit infrastructure to make this a more attractive option for residents. Improve the streetscape and reduce unused land.
by locating parking in new developments to the rear, rather than between buildings, and providing attractive landscaping on visible parking lots.

**Actions**

Pursue bicycle and pedestrian infrastructure improvements within the Old Town area. Accommodate to all modes of transportation. Implement the Newark Bike Master Plan utilizing new technology. Help improve overall connectivity of the area.

**Economic Development Element**

**Goals**

- A Resilient and Thriving Economy. Sustain a thriving and growing local economy that is resilient in economic and financial cycles.
- Vibrant Retail Districts. Create vibrant retail districts that provide first class shopping, entertainment, and dining opportunities for Newark’s residents, workforce, and visitors.
- Workforce Development. Improve the skills and income earning capacity of Newark residents so they may find and keep jobs within Newark and surrounding Bay Area cities.
- Promoting Newark. Establish visibility and a positive public image of Newark.

**Policies Pertaining to Old Town**

Transform Old Town into a vibrant mixed-use area where retail, dining, entertainment, and high- to medium-density residential homes will exist and be easily accessible by walking or bicycling. Old Town will also offer secondary, lower-cost office spaces and strive for a healthy industrial office vacancy rate. Cultural diversity and an international population are to be emphasized to draw quality restaurants, business, and visitors to Old Town.

**Conservation and Sustainability Element**

**Goals**

- Environmental Protection. Protect Newark’s natural environment, landscape, and physical features.
- Water Resources. Conserve and enhance Newark’s water resources.
- Urban Forest. Conserve and manage the City’s tree resources and urban forest.
- Greenhouse Gas Reduction. Reduce greenhouse gas emissions in Newark and make reduction of the City’s carbon output a high priority.
- Green Building. Reduce the impacts of buildings and development on greenhouse gas levels and the environment in general.
- Solid Waste Management. Reduce landfilled waste through recycling, composting, and source reduction.

**Policies Pertaining to Old Town**

Manage trees as street and public improvements, reduce non-residential transportation emission via alternative fuel vehicles and create a live-work environment. Promote infill and mixed-use development within the project area to focus on implementing green building and energy conservation methods to reduce the ecological footprint of the community.

**Actions**

Water efficient landscaping and low-flow plumbing fixtures to reduce water use within the area, tree planting on streetscapes and new development to provide shade and reduce the heat island effect. Encourage
Site and Context Assessment

Living near work and electric vehicle infrastructure to reduce greenhouse gas emissions. Implement the City waste reduction programs and place recycling receptacles in public spaces.

Parks, Recreation, and Open Space Element Goals
- Protection of Open Space. Protect Newark’s open space for a variety of purposes, including public recreation, the managed production of natural resources, protection of environmentally sensitive areas, aesthetics, and public safety.
- Parkland Acquisition and Expansion. Expand and improve Newark’s parks and recreational facilities to meet existing and future needs.
- Park Management. Manage Newark’s parks in a way that enhances their natural qualities, conveys a positive image of the city and its neighborhoods, and fully meets the community’s recreational needs.
- Non-City Recreation Facilities. Maximize the benefits of non-City operated recreational facilities for Newark residents.

Policies Pertaining to Old Town
Promote the development of public and private open space throughout Old Town to contribute to community character by providing unique and natural features and enhanced landscaped areas. Acquire and improve open spaces and recreational facilities.

Actions
The City to support development of a new neighborhood park in Old Town with community input to mitigate negative impacts on surrounding neighborhoods and meet recreational needs of residents.

Environmental Hazards Element Goals
- Flooding Hazards. Reduce risks to life and property associated with flooding.
- Hazardous Materials. Protect Newark residents and workers from the potential adverse effects of hazardous materials.
- Maintaining Peace and Quiet. Maintain the peace and quiet of Newark neighborhoods and promote an environment where noise does not adversely affect sensitive land uses.
- Design of New Structures. Ensure that new structures/uses are designed and constructed to preclude excessive, inappropriate, and undesirable noise effects.

Policies Pertaining to Old Town
Location of new residential developments to have access for emergency vehicles be placed in areas where there are consistent land uses, design to buffer against noise and other hazards. Design elements to capture and hold water so as to avoid flooding. Design to reduce the impact of earthquakes and related hazards.

Actions
Buildings are to undergo seismic retrofitting when renovation or change in use is proposed. All new development, project sites and designs to undergo environmental review, including seismic, noise and hydrological studies, to ensure that users of the development will not be exposed to hazards. City is to conduct street resurfacing and maintenance in order to reduce noise in residential areas.

Health and Wellness Element Goals
- Air Quality. Air Quality that meets state and federal standards and provides
improved respiratory health for Newark residents.

• Fitness Through Design. A community in which physical fitness is supported and encouraged.
• Food Access. Access to healthy, affordable food for all Newark residents.
• Social Capital. A civic culture that promotes meaningful engagement in public affairs and that creates a sense of pride in Newark among all city residents and businesses.
• Safety Through Design. Safe and secure neighborhoods and public spaces.

Policies Pertaining to Old Town
Design Old Town to support physical activity and healthy living, and safe connectivity for all modes of travel, encourage “eyes on the street” and proper lighting to improve public safety. Promote healthy food options, such as farmers markets, grocery stores, and community gardens, within one mile of residents in Old Town. Provide transit services in Old Town to transport residents to health care facilities. Encourage Old Town residents, businesses, and organizations to participate in civic life and to utilize public spaces for outdoor events.

Actions
Gaps in the sidewalks and crosswalk systems in Old Town are to be addressed for safety concerns. Sites in Old Town are to be identified for a potential new community. Environmental design principles that support crime prevention are to be used in Old Town. Incorporate recommendations from police and fire departments to ensure safer designs.

Community Services and Facilities Element
Goals
• Community Services. Maintain community services and civic facilities that
2. Community Input

are readily accessible and respond to the needs of all Newark residents.

• Services for Residents with Special Needs Expand services for Newark residents with special needs, especially children and seniors.

• Infrastructure. Provide safe, reliable, and efficiently operated infrastructure, which meets Newark’s long-term water, sewer, and storm water management needs.

Policies Pertaining to Old Town
Design Old Town to support the development of facilities for live performances, culture, recreation, as well as to serve vulnerable populations, children and seniors.

Actions
Develop a performing arts and cultural center, and support cultural programs.

Conclusions
Old Town Specific Plan will increase connectivity, encourage infill development, and implement streetscape improvements. It will incorporate complete streets that provide traffic calming measures and safe routes for various modes of transportation. Currently zoned as mixed-use residential, Old Town will transform into a vibrant community with ground floor retail, dining, entertainment, office spaces, and upper level high to medium density housing. The design will incorporate recreational, cultural, live performances facilities and provide for other community services. Public and private open space will increase, be easily accessible to residents, and provide a sense of place and unique character. Land uses will be strategically developed to buffer against environmental nuisances such as noise, hazardous materials, and negative air quality impacts. The design of Old Town will enable healthy and safe living, and encourage residents and commercial business owners to participate in the growth and well-being of their community, It will embrace cultural diversity and attract visitors to Old Town. The Newark community was asked about their vision and desires for Old Town Newark within the delineated focus area of the project. A variety of methods to collect information were used that would be possible within the limited ten-week timeframe of this concept design exercise. Efforts included:

1. Face-to-face and on-line community survey;
2. Survey and interview of business owners and workers;
3. Three community meetings to “Envision Old Town” hosted by the Newark Community Development Department in City Hall on April 15th, 29th, and, June 3, 2017. These allowed attendees to learn about and provide comments on the design elements of the Old Town concept vision.

1. Face-to-face and on-line community survey
The survey was designed to collect information from community members on their relationship with, and attitudes about, the Old Town project area. It consisted of 11 questions, including one final open-ended question. The survey identified the age group of the respondents, the areas around Old Town where they lived, their reasons for and frequency of visits to Old Town, the way they visited the area (travel mode), ease of access, and their impressions of Old Town including what buildings, streets and places they found to be memorable. They were also asked what would improve their
experience of Old Town and what would make it better. See Appendix 7 for the complete survey instrument. The survey was administered in two ways:

1. Face-to-face survey.
2. On-line survey.

1. Face-to-face on-site surveys were completed by student teams who met community members on the streets or in establishments in Old Town Newark during site visits on April 14th and 15th, and at the first community meeting held on April 15th, 2017.

2. The on-line survey replicated the same questions as the face-to-face survey and was made available from April 15th, 2017 to May 31, 2017.

Email invitations to take the survey were made on the City of Newark facebook page, by way of handouts placed at city hall and distributed at community meetings. Email invitations were sent to various list serves provided by members of the community in the city. An invitation was sent out to high school students.

Total face-to-face and on-line responses totalled 149 individuals. For details of responses see Appendix 7.

Community Survey Analytics
The survey, both web and print based, began with basic demographic questions. Most of the respondents lived in Old Town Newark, with the second largest contingent coming from the West of Central Avenue, Newark. Important to note about the community survey is the range of individuals who responded including a large cohort of young people (69%). This positive and unique input resulted from concerted outreach efforts directed to students and staff at Newark Memorial High School.

Questions regarding connection and transportation as related to Old Town elicited the following highlights. The majority of respondents (80%) drive to the area either by themselves or with other people. Despite observed traffic patterns that seemed to present problems on Thornton Avenue, the community responded resoundingly that it was easy to access Old Town.

The survey asked respondents to provide single word or short phrase descriptions of the area. Although this question was open ended, most responses communicated the sense that Old Town was calm and pleasant, yet aesthetically dull and lacking purpose. The survey also included questions about what people like about the area and what they find most memorable. Respondents were enthusiastic about food options available in the area. Respondents also found people who live and work in Old Town to be friendly.

Another section of the survey included a Likert scale to obtain opinions about a number of components like safety, amenities, public space, and circulation. Respondents were asked if they were satisfied, neutral or not satisfied along these dimensions. Respondents were neutral with regard to crime and vehicle safety, and Old Town’s sidewalk conditions. This perception...
contrasted with what the planning team observations during the site analysis phase of plan creation.

However, other survey questions revealed a dissatisfaction with community aesthetics, cleanliness, diversity of shopping options, and public space in Old Town.

The survey concluded with a section on desired improvements. Respondents were asked to select two improvements out four or five in the areas of transportation, public space, and commercial space. With regard to transportation, survey respondents expressed a desire for additional bike lanes and improved sidewalks. The public space section elicited a mix of responses, including a preference for additional plazas, improved lighting, street beautification, and park space.

The overarching sentiment of the Old Town community, as reflected in survey responses, justifies the need for developing a specific plan with a goal of revisioning the area. A significant number of respondents articulated their connection and love of Old Town; there was a passion for the area but also many recommendations for its improvement. These responses, given the significant involvement of youth, provided the planning team guidance to improve the area’s aesthetics and functional components. The survey results informed, and were used as a reference, in concepts, designs and plan creation.

**Business Survey**

Some 40 businesses are in Old Town Newark, 31 of whom (78%) are located along Thornton Avenue. Face-to-face survey/interviews were completed during the team’s first site visit on April 14 and 15, 2017. The objective was to identify the perceptions of those who worked and/or owned businesses in Old Town. The survey consisted of 11 questions, the last one open ended. Questions included where the respondent lived, how they travelled to work, their commute time, how long they have been in business in Old Town, what they liked or disliked about it, the three buildings that they remembered in the area, and what would improve of Old Town. They were also asked if they thought customers might bike or walk to the area (see survey instrument Appendix 8).

A total of eighteen surveys were obtained (45% of total establishments) and they provided useful insight on the needs of people involved in retail and service businesses in Old Town. The majority (13) respondents had been in business in Old Town for more than ten years (72%) and four had been there for more than 35 years. Most lived in Newark or Fremont, only four commuted from Oakland, San Jose or Los Gatos. The commute times of respondents ranged from 1-60 minutes but with an average of only twelve minutes. The majority (14/18 or 78%) drove to Old Town,
corroborating the perception that Newark is an automobile oriented city.

Some things that the respondents like about Old Town are that it is safe, quiet, contains old buildings, and has historic ambiance.

On the other hand, they disliked the traffic and lack of safety on Thornton Avenue, the lack of lighting and signage, and the somewhat worn building facades. For several respondents the most memorable buildings were: the City Fire Station, All Star Burgers, Jacque’s, and the Tortilla Factory.

The survey included a table which asked the respondents to select up to three things that they thought would make Old Town better (Question 9) in addition to what improvements they thought would be beneficial for their business and revenue. The five top selections were as follows:

I. General improvements
   1. Add street trees, planters, and better landscaping
   2. Better crossings for pedestrians
   3. Add bike lanes
   4. Add speed and traffic controls
   5. Add street benches

II. Improvements to benefit businesses
   1. Improve directional signage for drivers
   2. Add street trees, planters, and better landscaping
   3. Add street lights
   4. Add small public parks
   5. Add more housing

Community Meetings to Envision Old Town

The three community meetings held in City hall on April 15th, 29th, and June 3rd asked attendees to respond to the ideas and concepts that the student teams developed during the three phases of the project, namely:
   1. Site Assessment
   2. Concept Plans, and
   3. Project Development and Design.

Attendees were invited to these meetings through announcements on the City Facebook page and by posting, handing out, and mailing invitations. Some of these invitations were in English and translated into Spanish and Portuguese. For examples of these outreach materials see Appendix 9.

Student presentations at each of the three meetings briefed the audience on progress made and asked for reactions. In the last two sessions the audience was asked to "vote" on large format posters with dots for the ideas that they found most compelling.

Comments of the community are summarized in Appendix 9. The reactions of the community and the review of survey responses and site analysis informed the last phase of the work, which resulted in final detailed concept designs for 5-Blocks and the streetscape for Thornton Avenue.
3. Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

The addition of street trees, planters and better landscaping were rated as important both to improve Old Town and improve businesses. These are emphasized in our design concepts both in the public areas of street and sidewalks and in the configuration of the building blocks. The plan for streetscape along Thornton Avenue also embraces improved pedestrian crossings, bike lanes, street furniture, lighting, and the provision of larger and smaller public plazas and spaces.

Comments on the open-ended question provided useful anecdotal insights such as:
One of the biggest flows through the area is traffic from the Dumbarton Bridge between 3.30 pm to 6 pm. Improving the look of buildings and the frontages as well as dealing vacant buildings would improve the impression of Old Town.

Student teams undertook an overall reconnaissance and physical inventory of the project area during site visits on April 14th and 15th and a follow up visit on April 29th. The goal was to document the overall physical conditions of the site, lot by lot, and obtain an integrated vision of the possibilities inherent in the project area. The teams first completed windshield surveys of the project site and its surrounding area to obtain an overview and to note the connectivity, circulation, landmarks, boundaries and barriers that are operative.

The Study Area was delineated as the commercial and residential areas along Thornton Avenue, between Ash Street and Cherry Street which contain the business and retail centers bordering Thornton Avenue. For a comprehensive survey of existing conditions, the area was divided into ten distinct blocks.

Study Blocks and SWOT Matrix
Six student teams were assigned discrete sub-areas of the project. Individual lots in these sub-areas were systematically assessed to complete a strengths, weaknesses, opportunities, and threats (SWOT) analysis.

The lot-by-lot surveys noted detailed conditions on each lot. Observations were made in-the-field on individual, plot-level survey sheets. Block by block findings of each lot are provided in Appendix 10.

Each team developed an analysis of their district along five dimensions of the quality of urban design as follows:

- **Imageability**: What makes a place recognizable, distinct and memorable.
- **Legibility**: The ease with which spatial structure is understandable
- **Linkages**: The physical connections in the area
- **Humanscape**: The interactions of human, social and economic activities
- **Ecospace**: Natural aspects that have influence on the area.

Overall the survey findings established buildings and areas that had high value in providing landmark and cultural continuity for Old Town. The survey also documented where there were sites of concern or opportunity for future development. Factors that were internal and external to the designated area were analyzed to consider if they were helpful or harmful.

The six SWOT efforts for different sub-districts were integrated by way of an in-class brainstorming exercise that yielded an overall, integrated, analysis which provided weighted assessment of what were
**Site and Context Assessment**

**Legend**
- Focus Area
- Study Area
- Thornton 10
- Thornton 9
- Thornton 8
- Thornton 7
- Thornton 6
- Thornton 5
- Thornton 4
- Thornton 3
- Thornton 2
- Thornton 1
- Thornton 0

---

### Old Town Project Area

#### Strengths

<table>
<thead>
<tr>
<th>Block</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Vital businesses such as the Popsanita y Sueria Resto, Classic BarberShop, La Cabana</td>
</tr>
<tr>
<td>Block 2</td>
<td>Mexican Tortilla Factory - Magnolia Plaza on Thornton &amp; Magnolia</td>
</tr>
<tr>
<td>Block 3</td>
<td>Chiropractic Office</td>
</tr>
<tr>
<td>Block 4</td>
<td>All Star Burgers</td>
</tr>
<tr>
<td>Block 5</td>
<td>Sidewalk spanning along Thornton</td>
</tr>
<tr>
<td>Block 6</td>
<td>Store fronts and service centers are busy with business</td>
</tr>
<tr>
<td>Block 7</td>
<td>Sufficient tree coverage - Wide sidewalks in good condition - Residential parcels have community character</td>
</tr>
<tr>
<td>Block 8</td>
<td>Sufficient tree coverage - Wide sidewalks in good conditions</td>
</tr>
<tr>
<td>Block 9</td>
<td>Fire Station and surrounding sidewalks and parking</td>
</tr>
<tr>
<td>Block 10</td>
<td>Fire Station and surrounding sidewalks and parking</td>
</tr>
</tbody>
</table>

#### Weaknesses

<table>
<thead>
<tr>
<th>Block</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Nameboard buildings that create an awkward retail space</td>
</tr>
<tr>
<td>Block 2</td>
<td>Comer house on Dairy &amp; Magnolia - Service Station on Sycamore &amp; Thornton - Structure surround by parking lot on Dairy &amp; Sycamore</td>
</tr>
<tr>
<td>Block 3</td>
<td>Jacques</td>
</tr>
<tr>
<td>Block 4</td>
<td>The worn down facades of the housing and commercial buildings on Thornton</td>
</tr>
<tr>
<td>Block 5</td>
<td>The blight of the vacant lots</td>
</tr>
<tr>
<td>Block 6</td>
<td>Current architecture &amp; backing</td>
</tr>
<tr>
<td>Block 7</td>
<td>Lack of architectural value in current structures - Lack density in commercial/residential spaces</td>
</tr>
<tr>
<td>Block 8</td>
<td>Lack of architectural value in current structures - Low density in commercial core</td>
</tr>
<tr>
<td>Block 9</td>
<td>The commercial building on the corner of Sycamore and Thornton</td>
</tr>
<tr>
<td>Block 10</td>
<td>City Auto Sales &amp; Repair thriving business - Comer residential unit on Thornton/Ash - Self Service Power/Wash</td>
</tr>
</tbody>
</table>

#### Opportunities

<table>
<thead>
<tr>
<th>Block</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Vacant parcels/building behind Popsanita 7-11 - 7-11 willingness to re-envision existing building</td>
</tr>
<tr>
<td>Block 2</td>
<td>Expanding buildings to meet setback on Tortilla Factory Building - Three vacant lots - Complete block zoned for commercial mixed-use</td>
</tr>
<tr>
<td>Block 3</td>
<td>The Moose Lodge parcel - Empty lot on Thornton - Unmarked traffic crossing at Thornton and Mulberry</td>
</tr>
<tr>
<td>Block 4</td>
<td>The Moose Lodge parcel</td>
</tr>
<tr>
<td>Block 5</td>
<td>The City could purchase this land due to the vacancy</td>
</tr>
<tr>
<td>Block 6</td>
<td>Only two lots of the entire block can be consolidated</td>
</tr>
<tr>
<td>Block 7</td>
<td>The former veterinary hospital is now a vacant lot</td>
</tr>
<tr>
<td>Block 8</td>
<td>Kingdom Hall revitalization</td>
</tr>
<tr>
<td>Block 9</td>
<td>Current Parklet at the cul de sac of Dairy Ave - Empty lot on Thornton</td>
</tr>
<tr>
<td>Block 10</td>
<td>Repurposing of Residential may cause conflict - City Auto Sales &amp; Repair may need contaminant investigation</td>
</tr>
</tbody>
</table>

#### Threats

<table>
<thead>
<tr>
<th>Block</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Building owners on block have the potential to redevelop the property</td>
</tr>
<tr>
<td>Block 2</td>
<td>Juxtaposition of the land use types across Dairy Street</td>
</tr>
<tr>
<td>Block 3</td>
<td>Truck route will prevent traffic calming</td>
</tr>
<tr>
<td>Block 4</td>
<td>Immovable historic homes</td>
</tr>
<tr>
<td>Block 5</td>
<td>The parcel with the house surrounded by vacant lots</td>
</tr>
<tr>
<td>Block 6</td>
<td>The gas station can complicate development on the block</td>
</tr>
<tr>
<td>Block 7</td>
<td>Unmarked traffic crossing of Thornton and Mulberry</td>
</tr>
<tr>
<td>Block 8</td>
<td>Large parking lot associated with the Kingdom Hall</td>
</tr>
<tr>
<td>Block 9</td>
<td>Railroad interface along Thornton &amp; Mulberry</td>
</tr>
</tbody>
</table>

---

**Note:**
- Each block has been assessed for Strengths, Weaknesses, Opportunities, and Threats.
- The commercial building on the corner of Thornton & Mulberry will be repurposed for residential use.
- The former veterinary hospital is now a vacant lot.
- The gas station can complicate development on the block.
The SWOT analysis revealed how buildings that provided historic context, a focal point at the
turn of Thornton Avenue as a key location for a landmark element, significant strength (green)
structures, and open spaces, site opportunity for development, and a need for streetscape
improvements such as dedicated pedestrian crossings and bike lanes.
CONCEPT PLAN DEVELOPMENT

To design a diversity of options on envisioning future developments in Old Town Newark, the Cal Poly Team divided into three teams focusing on one of three key issues:

1. Architectural Design
2. Housing Concepts, and,
3. Historical Approach

The site assessments undertaken in Phase I informed this work. Each team of three or four students embraced and foregrounded one of the above three issues. They explored possible optimal development focusing on Thornton Avenue, as the major arterial street in Old Town, as it went through the project area from Ash Street on the east to Cherry Street on the west.

The three approaches involved:
1. Developing an Architectural Design Style
2. Creating a diversity of Housing types
3. Preserving Historical Places and Cultural Memories

Concept plans were developed which included articulating an innovative overarching vision for Old Town that permeated each theme. A concept map that embodied these visions was developed and a table quantifying the proposed build out was constructed to estimate development potential. Key elements and nodes of development in the project area were delineated and case studies from cities that have implemented strategies that could inform the design of these elements were researched and presented. The concepts developed were informed by and contextualized an analysis of existing site conditions, findings from the community surveys, comments from the public at informational meetings and a lot-by-lot survey and SWOT analysis.
Furthering the pedestrian-centered concept, courtyards and paseos are carved out within the existing commercial blocks around Thornton to help break up the massing of buildings along these blocks, and to ensure that Old Town Newark retains its human scale.

Respecting the existing residential neighborhoods surrounding Old Town Newark, it is envisioned that intensity of uses will decrease with distance from the hub of Magnolia Plaza. Approaching Ash from the East and Cherry from the West, smaller scale residential and commercial projects along Thornton will help define the neighborhood with tasteful architecture. These developments will help blend the current neighborhood with the redesigned Thornton Avenue focus area in Old Town.
Buildout Table

<table>
<thead>
<tr>
<th>Nodes</th>
<th>Residential (ft²)</th>
<th>Commercial (ft²)</th>
<th>Office (ft²)</th>
<th>Civic Space (ft²)</th>
<th>Public Space (ft²)</th>
<th>Parking (ft²)</th>
<th>Max Height (ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Corridor</td>
<td>61,200</td>
<td>4,500</td>
<td>0</td>
<td>7,600</td>
<td>17,000</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Santa Fe Market Railroad District</td>
<td>0</td>
<td>20,800</td>
<td>7,800</td>
<td>0</td>
<td>20,000</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Public Space with Commercial</td>
<td>353,900</td>
<td>107,500</td>
<td>13,600</td>
<td>0</td>
<td>73,500</td>
<td>50,300</td>
<td>55</td>
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<tr>
<td>Residential Region</td>
<td>110,300</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
</tbody>
</table>

**Illustrative Case Examples**

**Paseos - Lisbon, Portugal**

This paseo in Lisbon demonstrates how restaurants can use public space as outdoor seating and dining areas for customers. People can sit and enjoy observing passersby, admire the historic architecture and eat tasty food that is culturally specific to the region. Paseos that are closed off to automobile traffic provide additional gathering space and safe pathways for pedestrians.

Paseos will be a main focus on the block of Thornton between Sycamore and Magnolia, to create a central gathering space for the surrounding restaurants.
Street Diet - Mountain View, California

This street design on Castro Street is a beautiful example of how all modes of travel can interact safely and efficiently. The street underwent a road diet and increased sidewalk space to create a pedestrian friendly environment. Some street parking spaces were transformed into parklets to accommodate outdoor seating for restaurants. The narrower road and well defined pedestrian crossings slow traffic and create a pleasant atmosphere.

This type of street diet and street design is proposed for Thornton Avenue between Ash and Cherry Street.

Plazas - Cupertino, California

Developed by Sand Hill Property Company, this plaza emphasizes walkability, functionality, and accessibility. The plaza is actually appropriately named the Town Square. The square is surrounded by parks and open space, as well as restaurants, retail, and residential uses. Plazas help bring communities together, and encourage a pedestrian environment.

A plaza will be introduced by closing off Magnolia Street between Thomton and Rich Avenue. The space created will enable people to come together, relax, and allow larger events to be held for everyone in the community to enjoy.
Infill Development - Pasadena, California

Recently developed on Marengo Avenue in Pasadena by Heritage Housing Partners, this development embraces and preserves an existing historic hotel on the property. The old Evanston Inn is surrounded by new town homes which are designed in an architectural style to complement the historical character of the hotel and its surrounding neighborhood. Some of the new homes are sold at market-rate and some at rates, which are affordable. This “workforce housing” project provides access to housing for families, seniors, and young professionals.

Infill development on the east side of Thornton Avenue in Newark’s Old Town will create a transition zone from single family residential to Old Town’s commercial core.

Key Elements/Nodes of Development

Industrial and Entrance Corridor - West Thornton

The west end of Old Town offers auto-oriented services. It contains collision repair and car wash establishments that have served residents from throughout Newark for several years. The architectural concept re-envisioned this area as a residential node and retains the auto-centric character through architectural design. Repurposing of Watkins Hall as an art gallery may allow display of locally inspired works that pay tribute to industries that helped shape Old Town. This area provides a perfect opportunity to incorporate a gateway into Old Town, whether in the form of an arch spanning Thornton Avenue or decorative pavement or mural. The industrial-themed entrance corridor will invite visitors into Old Town to enjoy its numerous amenities.
Santa Fe Market and Railroad District

The Santa Fe shopping center serves as the cornerstone of this node. Expansion to the existing building provides extra space to incorporate more retail options. Expanding the floor space of commercial buildings, helps ensure that the Santa Fe market can continue to provide healthy food options for a growing population in Old Town. Using the railroad arts and crafts style, this node transitions seamlessly from the industrial entrance corridor. The market area also serves as a buffer from the railroad for the Old Town Core. By providing non-residential spaces next to the railroad, residents and visitors within the core will be protected from hazards such as noise and vibrations caused by passing trains.

Central/Magnolia Plaza

The enhanced public space with commercial activity in the blocks between Sycamore and Olive serve as the core of this conceptual plan. Automobile access on Magnolia between Thornton and Rich is closed off effectively extending Magnolia Plaza to both sides of the street. Additional open public space is thus created for holding events. Commercial mixed use development creates a vibrant community-centered space which supports existing dining and retail establishments and a diverse mix of neighborhood-serving businesses and residential units. Two additional plazas are created. The plaza on the north side of Thornton is accessed by a network of paseos that can be used for local businesses to display their goods and serve patrons outside. The plaza on the south side of Thornton is intended to “keep the old in Old Town” by mirroring the building footprint of the old City Hall building to retain a familiar feel for the area while connecting the block to the extended Magnolia Plaza.

Residential Region

The eastern portion of the project area will serve as the residential node of Old Town. Vacant lots provide an opportunity to increase the residential density while limiting land use change in surrounding single family residential areas. Providing workforce housing mixed with market rate units ensures families and young professionals all have equal opportunities to call Newark home. Locating primarily residential land uses in this area provides a logical transition into the Old Town core as well as a buffer between land uses such as restaurants and single family homes.
Architectural Design and Aesthetics Reimagined

- Large plazas and paseos that connect mixed-use buildings
- Community spaces
- Street designs for pedestrians
- Smaller scale residential infill projects transition to existing homes

P: Parking Garage
Green Space
Public Space

1. Paseos that are closed off to automobile traffic provide extra gathering space and safe pathways for pedestrians.
   Paseos will be a main focus on the north block of Thornton between Sycamore and Magnolia, culminating in a central gathering space for surrounding restaurants.

2. Road diets and improved street design will help create a pedestrian-friendly environment while increasing sidewalk space. This space can be used as seating for restaurants and bus stops.
   Narrower roads and well defined pedestrian crossings slow traffic and increase safety for all modes of travel.

3. Plazas help bring communities together, and encourage the pedestrian environment.
   Closing off Magnolia Street between Thornton and Rich will provide additional space for people to come together, relax, and allow for larger events for everyone in the community to enjoy.

4. Workforce housing will provide families, seniors and young professionals with affordable options to call Newark home.
   Infill development on the east side of the project area will create a transition zone from single family residential to Old Town’s commercial core.
Spanish revival style pays homage to the history of California's establishment. Incorporating this style into the project area retains some of the existing architectural character of the area.

- Covered sidewalks
- Setbacks on upper floors with covered awnings
- 2nd story balcony overlooks street
- Multiple setbacks, architectural styles, and dimensions

Italianate architecture with colorful facades create unique, eye-catching frontages.

- Wooden sides are an example of "Frontier Victorian"
- Commercial 1st floor above colored building
- Different colors help to visually break up larger buildings
- Balconies on all floors for residents to step outside

Having multiple colors on the same building can help visually depict different uses within a mixed use urban fabric to create an interesting visual experience.

- Colored accents are a feature of Victorian and Queen Anne architecture
- A mixture of contemporary and antique styles can provide balance to a changing cityscape. Old Town would keep the old while embracing the new.

- Industrial, corrugated metal style design
- Mix of Italianate and modern style with different heights
- Modern style mixed in with historic brick styles
Housing Concepts

Vision Statement
To increase number, diversity, and affordability of housing options in Old Town while preserving its community character and increasing safety, walkability, and vibrancy.

Concept
A density gradient with peak density framing a public square and diminishing towards existing single family residential areas is envisioned. Central to the success of the public square is the agglomeration of diverse types of uses, with retail and commercial options on the first floor and housing offering various layouts above. Lower density commercial with increased density residential will serve as a transition between this high density urban core and the surrounding residential neighborhoods.

This vision contrasts with and also complements the current single family residential developments and townhomes prevalent throughout Newark. The design concepts recommended for the site area encourage increased connectivity, diverse housing stock, and the creation of a vibrant public realm, which is planned to be replicated throughout Old Town.

Potential Housing Density Analysis
A rough estimate of the project site’s potential maximum housing build-out is illustrated in the map below. An average density of 30 or 40 dwelling units per acre is assumed and also that every lot in the area is developed. Maximum housing capacity is estimated at about 645 dwelling units. This figure could vary, be higher or lower, depending on the size of dwelling units, the number of floors allowed in each building, and the number of lots that are ultimately developed.

Maximum Housing Density Potential

Potential Housing Units (645)
Estimated based on parcel acreage and average densities of:
- 40 units/acre
- 40 units/acre
- 30 units/acre

Zones of Land Use:
- High Density - 1st floor retail
- High Density - 1st floor corner retail
- High-Medium Density - no retail
- Public/civic space

Civic Center node (Thornton Square)
Existing traffic signal lights
Proposed traffic signal lights
Case Studies
Relevant insights from community input and preliminary site surveys in Old Town framed the research to identify case studies. Selected case studies demonstrate designs which balance public space and residential areas and could help to increase and maximize possible housing units in Old Town.

Example of public/civic space with high density mixed use structure adjacent to residential neighborhood.

<table>
<thead>
<tr>
<th>Use Type</th>
<th>Square Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>224,691</td>
</tr>
<tr>
<td>Commercial/Retail</td>
<td>93,954</td>
</tr>
<tr>
<td>Housing, High Density (40 units/acre)</td>
<td>506,417</td>
</tr>
<tr>
<td>Housing, High/Medium Density (30 units/acre)</td>
<td>122,485</td>
</tr>
<tr>
<td>Civic Space</td>
<td>25,530</td>
</tr>
<tr>
<td><strong>Total Buildable Square Footage</strong></td>
<td><strong>973,077</strong></td>
</tr>
</tbody>
</table>
Example of streetscape design that could be implemented on Thornton Avenue, features outdoor dining, numerous trees, and a narrowed down street:

Example of primarily residential buildings on the densest end of the proposed housing spectrum:
Example of a high-density mixed use development with a variety of facades:

Key Elements/Nodes

- Public Square - Visual center of the development with a landmark open public space activated by surrounding high density development to create a sense of place.
- Dense Agglomeration - High density mixture of commercial, retail, and public uses on the first floor with diverse housing options above to increase vibrancy of public life and diversity, number, and affordability of available housing.
- Transitional Buffer - High density tall buildings along Thornton Avenue and a public square tapering off in density and height towards surrounding residential areas.
- Pedestrian-Friendly Intersections on Thornton Avenue. Traffic signals at intersections with one lane of traffic in either direction, widened sidewalks with space for outdoor restaurant seating, and special surface treatment around the public square to increase pedestrian and bike safety and increase connectivity with adjacent neighborhoods.
Old Town Urban Design Concept Plans
Newark

**Maximum Housing Density Potential**

- Potential Housing Units (645)
  - 40 units/acre
  - 40 units/acre
  - 30 units/acre

**Zones of Land Use**
- High density - 1st floor retail
- High density - 1st floor corner retail
- High-density - no retail
- Public/civic space

- Civic center/public space node
- Existing traffic signal lights
- Proposed traffic signal lights

**VISION:**
Increase number, diversity, and affordability of housing options.
Enhance vibrancy, safety, and walkability.

**Example Streetscape & Public Spaces**

**Example Building Types**

- Thornton Square Concept
  - Public space for the community

- Old Town Entryway
  - Streetscape of Thornton at Cherry

- Thornton Square Birds Eye View
  - Thornton between Magnolia & Olive
Historical Approach

The Old Town historical concept preserves and enhances the existing historical elements in Old Town, including buildings with cultural meaning, and existing community spaces.

Concept

The historical preservation concept strives to enhance Old Town with traditional architectural facades, historical gateways and landmarks, murals, parklets and event spaces that will have cultural meaning.

New buildings with historic facades (faux-old) were emphasized in meetings with the community. Community members liked the idea of a railroad park, but there was concern over safety. The owner of two historic homes and the empty lot next to the Moose Lodge was receptive to developing the land. The outdoor parks or areas for activities were well-liked, especially for uses such as a farmer's market; a semi-enclosed outdoor park was preferred due to high winds that are common in the area. Community members valued the design aspects of the concept, rather than the historical aspects.

Buildout Table

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<tr>
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</tr>
</tbody>
</table>
Case Study

Outdoor dining space such as a beer gardens or restaurants with outdoor seating in Philadelphia. Located near the train tracks with greenery and a water feature to block out noise from trains.

Outdoor market with permanent vendor space seen in cities like Seattle and New York. This would be connected to the Magnolia Plaza space with an adjacent parking structure.

Historical murals on building faces like seen in Clarence, NY. Murals would be utilized in the Magnolia Plaza plaza, on building facades, or as sound barrier wall near train tracks.

Park space with outdoor seating and cafe. This space, as seen in Chicago, IL can bring recreation and retail together into a green and safe gathering space.
This pop-up theatre in San Francisco would be a temporary use of space in the Magnolia Plaza or a plaza on the otherside of Thornton, adjacent to the Moose Lodge site. A building facade can be used as a projection screen for movie screenings or community events.

A gateway that acts as bookends to the Old Town commercial core. This is an example from Temecula, CA, which clearly labels the boundary of the historical area of the city.

This San Francisco parklet can be used as a traffic calming measure by expanding the sidewalk beyond the commercial store-front. Parklets could be portable and used as outdoor dining space or entertainment space.

A railroad themed park from Singapore. This train inspired park will use the presence of the railroad to create a space where families can gather, to play and interact in a safe and friendly space.
Old Town Urban Design Concept Plans

Newark

Concept Plan Development

**Preserve:**
- existing historical fabric of Old Town,
- protect buildings with cultural meaning, and
- enhance existing community spaces.

**Enhance:**
- traditional architectural facades,
- historical gateways and landmarks, and
- murals, parklets & events with cultural meaning.

- Railroad Inspired Park
- Porch with Furniture
- Parklet
- Green Public Space
- Pop-up/Outdoor Theater
- Historic Museum
- Historic Landmark
- Gateway
- Courtyard Residential
- Outdoor Green Public
- Historic Mural
- Outdoor Market
Project Development and Design

Conceptualizing a design vision for the revitalization of Old Town Newark was achieved by organizing the study area into 5 discrete blocks for detailed design. The main themes driving the design approach to these blocks emerged from amalgamating information collected and analyzed from earlier activities and research. The extent and location of the five blocks are delineated in the map above.

The themes that drove the design of each block are reflected in the name of the block as follows:
- Block 1: Housing
- Block 2: Urban Core
- Block 3: Courtyard Residential
- Block 4: Mercado
- Block 5: Civic Transition
  Thornton Avenue Streetscape

The design vision for each block are presented in the sections that follow.
DESIGN VISION FOR HOUSING

The housing block serves as the eastern gateway and transition zone to Old Town Newark. It blends the high-intensity land uses of the center with the low density fabric of the surrounding neighborhoods, while clearly telling passers-by, “something is happening here. This block provides a total of one quarter of housing units proposed in Old Town.

Creating a sense of place is critical to good community development and activated by people who most use these spaces. The existing character of Old Town does not reflect the residential character of the city as a whole. Creating vibrant living spaces in Old Town is a fruitful way to create attachment to place that is necessary for a sustainable community. Providing high quality and diverse housing options is crucial for a successful development of Old Town and thus serves as the prime area of emphasis for Block #1: Housing.
**Concept**

The housing block has three primary purposes:
- Serve as a gateway for Old Town Newark
- Provide a transition from low-density residential neighborhoods to the high-density mixed-use core
- Maximize the potential for housing development

The area is made up of two segments between Olive and Mulberry on either side of Thornton Avenue. To facilitate development and receive density bonuses, all the lots on the north side of Thornton Avenue are consolidated into a single lot (Phase 1)- Housing North, as are the two lots on the south side (Phase 2)- Housing South. These consolidated lots run the entire length of the block, making them relatively long (around 300 feet) and narrow (110 and 145). To the rear, both lots immediately border single-family residential lots.

The purpose of the housing block is to serve as a gateway, and transition space at the east end of Old Town. This is the first introduction to Old Town for many visitors. It is also the area most closely tied to surrounding single-family residential neighborhoods. For these reasons, a housing-intensive mixed-use concept is proposed for the area (Figure 1.1).

**Lot Layout**

The housing block designs were constrained by two major factors: lot size & shape and residential parking requirements. Housing South, after applying all relevant setbacks, had a usable depth of only 70 feet. Given the recommended 60-foot building depth for commercial units, the logical choice for the lot was a block-length single-depth structure. Although the difference in depth between Housing South and Housing North is only 35 feet, that additional depth allows significantly more variation within Housing West’s building structure (Figure 1.2).

Housing North development is broken up into three structures: a four-story building facing Thornton from Olive to the center of the block, a three-story courtyard-style building facing Thornton and Mulberry, and a row of two-story town-homes at the back of the lot. These town-homes serve as a buffer between the four-story structure at the front of the block and the single-family homes of the surrounding neighborhood. This gives the block a more varied feel. Housing South is occupied by a single, three-story building stretching the entire length of the block (Figure 1.3). The two buildings facing Thornton include commercial space on the ground floor. They serve to create a sense of street enclosure on Thornton and indicate a gentle increase in height as transition to the Old Town core.

Housing North features a mix of one and two-bedroom apartments totaling 52 units. To the rear of the courtyard structure is a community space featuring a variety of amenities. Housing South features both studio and one-bedroom apartments. However, the most important component of the building is a series of 14 one-bedroom live-work units. The commercial space for these units is located on the first floor, with living space immediately above. This live-work design
Califonia’s mandatory parking standards of one space per studio and one-bedroom units and two spaces per two-bedroom units. For Housing South, all parking is provided along a single aisle at the back of the lot, with half along the setback line and the other half in tuck-under parking at the rear of the building (Figure 1.3). The building incorporates studio and one-bedroom apartments. For Housing North some parking is underground and entered at the rear of the three-story structure.

Open space in both lots is private rather than public. Housing North features a courtyard at the center of its three-story structure, situated one story above ground level. (Figure 1.4) Housing South features a plaza at the rear of the structure, accessible from the third story by all residents. The smaller private gathering spaces are balanced by public access to the larger community spaces further along Thornton toward the development core (Figure 1.4).

In order to meet Newark’s goal of providing a dedicated source of affordable housing, approximately half of all units in both phases of the housing block are to be deed-restricted affordable housing, providing access to a range of income levels.

 guarantess space for local small businesses that are either pre-existing local businesses who choose to move into the space, or new small businesses attracted to the area by the opportunity to live and work in one place. It also helps the city meet its goal of reducing commute-related carbon emissions.

The design of both lots was significantly impacted by city and state parking requirements. Both lots feature affordable housing, taking advantage of the State of

Figure 1.2: An annotated AutoCAD rendering of the site’s ground floor plan.

Figure 1.3

Figure 1.4: An example of a possible residential courtyard design. Source: https://media-cdn.tripadvisor.com/media/photo-s/07/af/d6/b2/hotel-valencia-san-
Affordable studio, one-bedroom, and two-bedroom units will be mixed throughout the project. This will allow for the provision of a total of 47 new units of affordable housing. The city has indicated that funding is available for projects that promote affordability. County, state, and federal affordable housing grants would also be pursued as applicable.

**Building Design**

The design intent for this block is to preserve the residential and pedestrian emphases, in contrast to the more public and bustling core blocks. To create a more private and integrated residential experience, the two lots were developed as cohesive but separate. The facades were envisioned to have common and complementary features, not only to create a distinct identity for the block, but to also create the aesthetic continuity necessary to signify an entryway. Similar building facades on both sides of Thornton will function as a gateway to Old Town.

Community engagement meetings, surveys, and other tools were used to gauge community support of different designs. These revealed the community’s desire to preserve the “old” in Old Town. Modern and more contemporary designs were presented to residents but were not embraced. Thus, the designers derived inspiration from preliminary case studies that included railroad historical, Victorian, and Spanish revival architecture within mixed-use developments. To create cohesion, the intent is to use a uniform style for the whole block, as opposed to a patchwork of different styles.

Case studies featuring ground floor retail beneath two to four stories of dense residential apartment spaces were identified. Given the many benefits of Old Town’s Bay Area location case studies in the region were identified and reviewed. These cases recommend an approach which takes advantage of Newark’s prime weather while accommodating for limitations such as high level of traffic.

Inspiration was derived primarily from the historical, eclectic, and ornamental style reminiscent of San Jose’s Santana Row (see Figures 1.5-1.8). This development encompasses ground floor retail with a dense mix of housing above. Further, it incorporates street narrowing, outdoor dining, and a facade style suitable for Old Town.

In particular, the window treatments, patio space, and frontage elements of this development informed the design renderings for Old Town. Santana Row’s use of chamfered building corners were determined worth emulating so as to create patio spaces for use as gathering commons for residents of the buildings. The Newark community responded favorably to the designs and had particular preferences for the facades that were developed for buildings on Thornton Avenue and spaces that were designed for residents to use such as wide sidewalks for outdoor dining.

**Figure 1.5:** The Santana Row facade, inspiration for the Housing Block’s design. Source: https://activerain-store.s3.amazonaws.com/image_store/uploads/7/1/4/1/1/arl32613860311417.jpg
Block 1 | Housing

Build-out Table

<table>
<thead>
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<th></th>
<th>Housing North</th>
<th>Housing South</th>
<th>Total</th>
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<tbody>
<tr>
<td>Studio Units</td>
<td>0</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>1-Bedroom Units</td>
<td>24</td>
<td>28</td>
<td>52</td>
</tr>
<tr>
<td>2-Bedroom Units</td>
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<td>94</td>
</tr>
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<td>Commercial Square Footage</td>
<td>15,300</td>
<td>14,300</td>
<td>29,600</td>
</tr>
<tr>
<td>Parking Units</td>
<td>92</td>
<td>52</td>
<td>144</td>
</tr>
</tbody>
</table>

Streetscape

Redevelopment frequently begins with a revisioning of streetscape design. Circulation design is critical in maintaining structural continuity between blocks despite their variations in design intent. The suggested elements of parklets, bike lanes, and green medians were incorporated into Thornton Avenue in the housing block. The only deviations from the overall Old Town streetscape template were slight variations in widths and increased sidewalk space for outdoor dining. Aside from this, the streetscape is the same in this entrance block as in the other blocks in Old Town.

Vehicle traffic will flow in both directions along Thornton. Moving vehicles will be flanked with a lane of parked cars and then a protected bike lane, breaking from the standard practice of placing bike lanes to the left of parking spaces. From there, moving inward toward the retail frontage will be a three-foot planter box adding aesthetics and protection to bike riders.

Cyclists will have dedicated six-foot wide bike lanes throughout Old Town. They will be protected by planters and by a three-and-half foot sidewalk containing street trees. These buffers provide protection for those...
choosing bikes for their mode of transport. Beyond the trees, pedestrians will enjoy up to 10 feet of sidewalk space leading up to the retail frontage. This is ideal for businesses wanting to create outdoor dining and retail experiences, boosting both the street’s vitality and the businesses’ customer count (see Figure 1.9 for an example of how this space may be used).

Most streets in the U.S. position cyclists and drivers on the same grade, risking collision. Today, Thornton Avenue does not have bike lanes adjacent to moving traffic. The Old Town segment of the street does not have bike lanes at all. Thus, cyclists are forced to compete with pedestrians for sidewalk space. This concern was documented early in the plan development process and is mitigated by the updated streetscape design. This revision encompasses many of the elements found in modern complete street design including parked vehicles protecting cyclists and aesthetically enhanced traffic calming measures.

**Conclusion**

Because of the relatively small number of lots involved, this section will be completed in two phases. Housing North will be constructed first, given that the land use currently consists of four vacant lots and one relatively run-down single-family rental home. Housing South, on the site of a gas station, liquor store, and auto shop, will be constructed second. Both of these lots will combine with streetscape improvements in order to create this distinctive residential corridor.

Old Town Concept Design & Development
Block #1

Design Objectives

- Create dense residential community
- Establish a gateway into Old Town
- Enhance the pedestrian experience
- Generate diverse housing types
- Provide live-work units
- Transitions from residential to commercial
- Integrate residential parking

Ground Floor Plan

Facade Inspiration

Upper Floor Plan
Figure 2.1 The Urban Core extends along Thornton from Magnolia to Olive Street. The current businesses on the block are the Moose Lodge and attached parking, All Star Hamburgers, Phan's Smog Station, Thyme for Chiropractic, Jacques Bar and eight residential units.
Figure 2.2 Block 2 Plan
Old Town Plaza Design

The Old Town Plaza and proposed uses in the Urban Core are detailed in Figure 2.2. A stage located in the corner of the plaza enhances the imagability of the Thornton corridor, and invites pedestrians and cyclists to stop and enjoy events, the shade and, seating.

Four important elements of the square illustrated in Figure 2.3, 2.4, and 2.9 are:

1. The square is designed as a gathering space with a welcoming feel. The design intent is to help open up the Thornton Avenue corridor, provide a visual break between the buildings, and catch the eye of passersby. In addition, the square will connect the buildings flanking it to provide a harmonious whole. The square will entice people spend time in it and patronize the rest of Old Town.

2. A main feature of Old Town Square is a stage approximately 30 feet wide, large enough to service the community and in scale with the square before it and the buildings beside it. Due to its prominent, strategic location the plaza will be able to host a variety of events in Old Town including a farmer’s market, movie nights, speeches, shows performed by local artists, and ice skating in the winter.

3. Two sides of Old Town Square will provide access to shops, restaurants, and services. The activity generated by these establishments will spill out onto the square, and activate it creating vibrant and lively environment. This will encourage more people to come and patronize businesses along the square. Tables and chairs placed in the square will provide a space for patrons of Old Town establishments to stop, relax, and mingle.

4. Trees will be strategically planted to visually break up the space in a coherent fashion. The majority of the square, located directly before the stage, will be kept free of obstructions. Planters will be used to direct foot traffic across and around the square. Trees will provide shade in the corners and edges. They will enhance the visual experience of the square. For instance, the large trees located behind the stage will create a unique backdrop for events.
Old Town Square will be designed so that Thornton Avenue is not completely cut off from it by planters or other features, but will be permeable to the sidewalk so that interactions with the street can occur. A portion of Thornton Avenue can be periodically closed off to allow for large events.

The square’s surface will be paved with permeable tile, to encourage sustainable water usage.

The square will have a long axis of about 270 feet and a shorter axis of about 180 feet, for a total area of approximately 24,300 square feet. Given this, the square should be able to comfortably host events for several hundred people.
Buildings

The buildings surrounding Old Town Square illustrated in Figure 2.5 and 2.6 are appropriately sized to fit with other developments in Old Town. They will:

1. Feature a mixture of commercial on the ground floor and residences above. The commercial will be oriented to face and open onto Old Town Square or onto Thornton Avenue, or smaller secondary plazas, such as Magnolia Plaza. This is key to ensuring activity within Old Town Square.

2. Be constructed in a variety of architectural styles which are historically based, with special focus on styles that were prominent in California in the late 1800s to the first half of the 1900s. In addition, buildings will be designed to avoid a monolithic appearance. Larger buildings, especially buildings that approach the length of an entire block, are encouraged to incorporate visual breaks, varying frontages, different elevations, and multiple architectural styles.

3. Be constructed to be an effective transition between the activity within Old Town Square and the existing neighborhoods surrounding Old Town. Setbacks are essential to transition any new construction to adjacent neighborhood, preferably using trees as a buffer between mixed used development and existing single family residential. Parking for each building will, whenever possible be hidden from view. Circulation for each building will ensure that traffic, congestion, and noise is not directed into current neighborhoods, but instead out toward the existing arterials. Finally, the buildings will decrease in height from the edge of Old Town Square, to reach an ideal of two stories at transitions to residential.
Ground Floor: Commercial (shown in yellow) almost exclusively fronts both Old Town Plaza (the triangle highlighted on the ground level) and Thornton Avenue. The only exceptions are a leasing office for the residential development above (shown in orange) and fire escapes (shown in dark blue). The parking (shown in gray) required for such developments are pushed to the back of the buildings, and are covered in order to mitigate their visual impact.

2nd Floor: The developments switch to almost exclusively residential (shown in red). A distinction must be made between the larger development in the bottom half of the image with the smaller development in the upper half of the image. Due to the increased scale of the building directly fronting Old Town Square, a second level of parking is required. This parking is still partially covered.

The smaller development has ample rooftop space (shown in green) above its parking, giving residents a private outdoor space to enjoy.

3rd - 5th Floors: The upper floors continue to be primarily residential, with secondary uses being community rooms (shown in orange) and other necessary components such stairs, elevators, fire escapes, and hallways (shown in blue). Each building’s transition from the urban nature of Old Town Square to the suburban nature of the surrounding communities are evident in the diagrams, with each floor becoming progressively smaller than the one below.
Cross Section

The cross section of the development cutting through the Plaza and (Figure 2.8) highlights the relationship between design elements as follows:

1. A row of trees separate the mixed use development from the single family residence next door.

2. Cars are parked within the building in an unobtrusive fashion. Cars exit the building as far away from the existing homes as possible.

3. Building A features setbacks, going from three stories next to the property line to five stories next to Old Town Square.

4. Old Town Square’s stage is backed by large, mature trees, creating an interesting visual backdrop.

5. Festival tents and tables and chairs are placed throughout Old Town Square in a cohesive fashion to allow for a community event.

6. Trees next to Thornton provide shade to the plaza and helps distinguish each space.

7. Thornton Avenue runs between Old Town Square and the building across the street.

8. Building B is smaller in scale than Building A, to fit on the smaller lot size.

9. Cars are parked within the building in an unobtrusive fashion. Cars exit the building as far away from the existing homes as possible.
Streetscape

The streetscape will remain consistent with all other blocks. In the areas immediately adjacent to Old Town Square, the square’s pavement will blend in with the sidewalk to encourage pedestrian traffic from along the sidewalk into the square.

Landscaping

In order to give a unique look to Old Town Plaza, the trees and shrubs to be found in planters will be distinct from on the streetscape throughout the rest of Old Town. Selections will include plants that are drought tolerant, and grow well within Newark’s Mediterranean climate.
A primary goal of the circulation of this block is that the modification to circulation will not impact the current residential neighborhoods. To this end, the parking in this area will be residential in nature, not civic or commercial. This will keep vehicle traffic onto Thornton and Sycamore and other municipal lots that are in the project area.

Circulation

The largest change to the current circulation is the closure of Magnolia between Thornton and Rich to facilitate the creation of Old Town Square. Other changes to the current circulation would be to close off the current driveway at Magnolia Plaza to Thornton Avenue and redirect that traffic onto Magnolia.
Architectural Design

The architecture style for the buildings on this block will primarily be in a faux-historical style, with particular emphasis on styles that were prevalent in California between the late 1800s and 1945. Any modern building styles will be softened or minimized as to match with the existing historical architecture in Old Town (Figures 2.13 to 2.18).

Figure 2.13 Italianate Architecture example. (Source: City of Elk Grove)

Figure 2.14. Arts and Crafts Architecture Example. (Source: Google Earth)

Figure 2.15 Building A.
Figure 2.16 Mission Revival Architecture Example. 
(Source: Google Earth)

Figure 2.17 Frontier Italianate Architecture Example. 
(Source: City of Elk Grove)

Figure 2.18 Building B.
Case Studies

Example One: San Rafael, CA

San Rafael Town Center is an example of how closing off a side street can carve out a vibrant pedestrian friendly public space. In this instance, Court Street in downtown San Rafael was closed off to vehicles, a mixed use development next to the square was constructed, with retail and dining such as ice cream parlors, bakeries, and cafes fronting the square. As Figure 2.19 demonstrates, this public space is incredibly vibrant, becoming a destination within downtown San Rafael in its own right.

Fullerton’s Downtown Court is an example of how a stage can be incorporated into a public space. The stage uses the brick wall of a local church as a backdrop, while a local band plays for a sizable audience within the public plaza that used to be a vacant lot. One side of the plaza is fronted by a four story development, while a small street beside the plaza features distinct paving that allows it to be periodically closed off and become incorporated into the plaza.

Example Two: Fullerton, CA

Walnut Creek’s Contra Costa Centre is an example of how moderately sized buildings help frame the open space and give it an identity. The large plaza fronted by buildings that were too small would seem empty, even abandoned. A small plaza fronted by buildings that were too large would seem claustrophobic, and encourages people to pass through it quickly, not mingle and congregate. This plaza is used for a local farmer’s market. Tents and trees are placed to allow for optimal pedestrian flow.

Example Three: Walnut Creek, CA

Walnut Creek’s Contra Costa Centre.
(Source: Streets MN, Walnut Creek)
Full Site Views

Figure 2.22 A view of Old Town Square and the Urban Core. Looking inland.

Figure 2.23 A view of Old Town Square and the Urban Core. Looking bayward.
Old Town Concept Design & Development

Old Town Square

**Vision**

Old Town Square provides a heart and focal point for the neighborhood.

The square will act as the cultural and commercial center for Old Town, and provide a venue for eating, shopping, socializing, and community gatherings.

Appropriately sized buildings will help define the space and direct activity within the square.

A well-formulated design will connect the surrounding community with Old Town, while also preserving Old Town’s unique history.

**Sources of Inspiration**

**Site Plan**

**Possibilities**

**Old Town Square**

- Square will be designed as a gathering space with a welcoming feel.
- Stage will allow for a variety of events to be held in Old Town.
- Two sides of Old Town Square will have direct access to shops, restaurants, and other establishments.
- Tables and chairs will encourage people to relax, consume food, and mingle.
- Trees will provide shade visual breaks along the sides of the square.

**Plaza Building Floorplan Concept**

**Buildings will:**

- Feature commercial on the ground floor and residences on upper floors.
- Feature a variety of architectural styles.
- Transition to the neighborhoods away from Thornton by decreasing in height and density.
- Be designed to prevent too much congestion/noise on any one street.
- Be designed to encourage activity in Old Town Square.
- Be designed with landscaped buffers next to current residences.

**Section Plane**
Block 3 is situated amongst the main plazas in Old Town: next to the proposed new Old Town plaza and across from the Magnolia Street plaza. The existing parcels are consolidated into three larger lots. Those facing Thornton Avenue contain a mix of residential unit types (live-work, affordable, market price, and luxury rooftop condominiums) over ground floor retail. The courtyard behind the buildings allow natural lighting into the residential units, serve as green space for the residents, and, are open to the public. Passageways on the ground floor and between the buildings allow easy access to parking.

The Courtyard Residential block is designed to take advantage of the maximum possible buildout potential of the site in a way that addresses political and economic constraints. It demonstrates how mid-rise, mixed-use developments may be built in Old Town given current market conditions, parking and code requirements and addressing stakeholder concerns. Figure 3.1 illustrates the potential buildout of the site, while Figure 3.2 shows possible interior programming.
Ground Floor Plans

The ground floor of the buildings will be retail or commercial, with paseos leading into the courtyard behind the buildings. The courtyard will contain public green space, with several recreational options including a dog park, community garden and picnic/barbeque space for residents. The retail spaces facing Thornton Avenue can have outdoor seating thus increasing available public space.

Important elements of ground floor design:

- Retail space exclusively fronting Mongolia and Thornton, maximizing transparency
- Uniform building depth of 70’, one unit deep.
- Buildings abutting the sidewalk
- Parking concentrated in the center of the block, with no surface parking allowed immediately adjacent to the sidewalk.
- ‘Paseos’ linking interior courtyard to street.

Figure 3.3 shows potential ground floor buildout of the site with three distinct buildings two of which featuring retail space on the ground floor, shown in red. The site of Building 3 is shown here as a residential development which faces Rich Avenue and is the last phase to be developed. As such, it will take into account the current climate and needs of Old Town.

Newark’s primary housing type is detached single family homes. As such, Newark is lacking the “missing middle housing” noted in Figure 3.4. The redevelopment of Old Town presents an opportunity to diversify Newark’s housing stock and accommodate a greater diversity of people.
Figure 3.5 below illustrates three potential scenarios for the build out of building three. Alternative scenarios include: the construction of a parking garage, the incorporation of a purely residential structure, build-out consistent with that described for building 1 and 2 or the preservation of the existing structure.

In conclusion, there are several residential options for this site based on addressing the missing middle of housing additional multifamily housing, senior housing, or townhomes. An alternative scenario for Building 3 could be a parking structure, if additional parking spaces are needed for Old Town businesses. The option remains of keeping the old city hall building where it currently exists today.

**Upper Floor Plans**

The upper floor plans of the two buildings facing Thornton Avenue will have a step-back design where the fourth and fifth floors will have less square footage than the first three. This will help integrate these taller buildings into the surrounding neighborhood. The top floors will have outdoor balcony space, some facing Thornton Avenue and some facing the interior courtyard as illustrated in Figure 3.6.
Sections and Elevations

Figure 3.7 and 3.8 below illustrate the maximum height of 55', as this block is at the core of Old Town and the most built up section. It will serve to add a sense of enclosure around the proposed Old Town Square.

Parking and Circulation

The two buildings facing Thornton Avenue will contain parking on the second floor; ramp entrances are provided from the rear of each building, which are accessible from Sycamore Street and Rich Avenue. Additional surface parking spaces are provided in the courtyard area behind the buildings, for residential guests and the retail spaces. See Figure 3.9 below.

Summary Buildout Tables

Tables 1 through 4 provide summaries of the buildout potential for each building, based on proposed lot consolidations and current zoning regulations. Building 3 has several potential scenarios depending on the needs of the community at the time, willingness to consolidate lots, and what the developer sees as fit. In addition to the scenarios in Tables 3 and 4, it could be a parking structure, senior homes, or remain as is.

<table>
<thead>
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<tr>
<td>Square footage</td>
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<tr>
<td>Residential square footage</td>
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<td>Number of parking spots</td>
</tr>
<tr>
<td>Number of dwelling units</td>
</tr>
<tr>
<td>Type of dwelling units</td>
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<tr>
<td>Number of affordable housing units</td>
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</table>

<table>
<thead>
<tr>
<th>Table 2: Building 2 Build-out Totals</th>
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</thead>
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</tr>
<tr>
<td>Type of dwelling units</td>
</tr>
<tr>
<td>Number of affordable housing units</td>
</tr>
</tbody>
</table>
Spaces for Children

The images which follow represent ideas that incorporate youth into the courtyard plaza area behind the buildings. Given that families with young children comprise the majority in Old Town, it is important to provide areas where children can play and be active outdoors. Accessible water features can be both aesthetically and acoustically pleasing and interactive for the residents in the inner courtyard plaza. Play structures incorporated into the landscape can provide entertainment for children and serve as additional greenery. See Figure 3.12 and 3.13.
Center Art and Water Features

The images in Figures 3.14 and 3.15 portray central gathering places in which the residents can sit and relax. Flowing water can muffle excess noise while the benches and raised seating area around the fountain can provide a quiet place to relax and gather.

Figure 3.14 Art Sculpture in Center of Plaza from the Fort Street Bridge Park Design for Detroit, Michigan

Figure 3.15 Central Water Feature Located at the Lofts at Franklin Square Apartments in Syracuse, New York
Side of Building Greenery Areas

Biosoil retention landscaping around the periphery of the plazas and buildings can absorb stormwater runoff and enhance the green spaces. Residents can grow fruit and vegetables in community garden areas inside the green areas of the plaza or on rooftop gardens (see Figure 3.16 and 3.17).

Figure 3.16 Stormwater Retention Landscaping from The Diary of a DIYer: Preventing Water Pollution: How to Build a Rain Garden

Street Crossings within Plaza

A street crossing (Figure 3.18) provides an example of how pedestrian space can be clearly marked to eliminate conflicts with motorized vehicles. These are also proposed around the surface parking spaces within the inner courtyard plaza.

Figure 3.18 Safe Crosswalks with Green Features from the Forest Park in St. Louis, Missouri

Figure 3.17 Community Garden from WPES Learning Garden: To Seed, to Grow, To Reach, To Know
Architectural Styles

A mix of architectural styles and building facades are proposed for this block including Victorian. Each building would have a variety of setbacks and include awnings above the ground floor retail/commercial spaces, in order to provide shade and break up the monotony of the building facades. This is designed to the human scale and is more interesting for users and passersby.

Figure 3.19 White Victorian-style Building with Arch for Paseo and Condo/Loft Spaces on Top Located on west 23rd Street in New York City

Plant Palette

Throughout Block 3 landscaping and plants are selected with the goal of creating a sense of enclosure and with environmental concerns in mind. Special preference is given to indigenous plants and drought tolerant species. The trees and shrubbery below were identified as appropriate for placement on the street and within the central courtyard.

Brisbane Box Tree (Source: Waterwise Landscaping for San Luis Obispo County)

Pineapple Guava (Source: Waterwise Landscaping for San Luis Obispo County)

Columbine (Source: Waterwise Landscaping for San Luis Obispo County)

Texas Mountain Laurel - Sophora secundiflora (Source: Choate USA, Texas Mountain Laurel, http://www.choateusa.com/MountainLaurelTexas.aspx)

3.20 Brick Facade with Varying Setbacks from Utopia Arkitekter Design Group
**Vision:**
A mix of residential types above retail with a courtyard in between to provide greenspace for residents, natural lighting into the buildings, and connectivity through the space into surrounding Old Town.

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**Plaza and Thornton Facade**

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**Paseo and Streetscape**

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**Building 1, Scenario 1**

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**Building 2, Scenario 1**

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**Building 3, Scenario 1**

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**Plaza Ideas**

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**MAPS**

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Floor 1, Scenario 1

Floor 2, Scenario 2

Floor 3, Scenario 1
Design Vision for the Mercado

The “Mercado” block incorporates the rich cultural heritage that exists in Old Town Newark into a modern Spanish revival theme. It offers a public plaza as well as a community cultural center opportunities for diverse housing options, and commercial space.
Mercado Block Concept

The “Mercado” block urban design concept for Old Town incorporates the rich cultural heritage that exists in Newark around a modern Spanish revival theme. This approximately 167,000 square foot section of Old Town between Magnolia Street and Sycamore Street will be transformed into a pedestrian-oriented, vibrant mixed use area with public space, a community center and diverse residential housing options. It will be integrated into the revitalized Old Town along Thornton Avenue.

At build out, the Mercado block will provide an increase of approximately 91 residential units, ranging in size from one to three bedroom apartments to artist studios and flats. They will range in price from market rate to affordable workforce housing. The approximate build out of units are detailed according to a specific development plan. These units will sit above space to accommodate existing businesses and future commercial, retail and service industry opportunities. The case studies in this section illustrate the architectural and design styles intended for the Mercado block, along with examples of the public space and a central plaza concept that will serve as the nexus of the Mercado block. Additionally, the Mercado block will provide 138 new parking spaces, including a parking structure that will serve the new residential units and be architecturally integrated with adjacent commercial and residential areas.

The plaza space will be accessible from Thornton Avenue, Magnolia Street and Sycamore Street and serve both the general public, existing and future businesses on the Mercado block, and residents that live on or adjacent to the plaza. There will be pedestrian access onto adjacent streets and access from the private units. The main pedestrian access will serve Thornton Avenue and connect to Magnolia Plaza and existing pedestrian-oriented development in Old Town.
**Block 4 Mercado**

**Key Design Components**

**Arcades:**

The central plaza of the Mercado block will serve as an anchor for communal interaction, events, and public space. This space will be surrounded by a 10-foot arcade with successions of arches that create an enclosed walkway, that extends from the buildings to give the plaza a unique sense of enclosure while creating space for users of the plaza. The style illustrated below in Figure 4-1 is taken from existing arcades in California:

*Kelso Hotel and Depot, Mojave Desert, California*

*Figure 4-1*

Source: [https://www.triposo.com/loc/Santa_Barbara2C_California/architectural_style-spanish_colonial_revival_architecture/background](https://www.triposo.com/loc/Santa_Barbara2C_California/architectural_style-spanish_colonial_revival_architecture/background)

**Santa Ana Conceptual Design, California**

*Figure 4-2*


**Facades:**

Spanish revival or Mission revival style architectural components are key in framing the Mercado plaza and integrating the unique cultural heritage of the Hispanic community in Newark. The façade examples below in Figures 4-2 through 4-4 illustrate the conceptual design ideas for the facades that will be incorporated in the Mercado block.

*Figure 4-3*

Source: [http://opticosdesign.com/tag/housing/page/2/](http://opticosdesign.com/tag/housing/page/2/)

**Santa Ana Conceptual Design, California**

*Figure 4-4*

Ground Floor Maps

Map 4-1 shows the main features of the Mercado block: a central plaza with a fountain; covered arcades with archways; a parking structure; and four main sections of mixed use development including housing, retail, and community space.

The four sections of development are described below. Buildout summary table (Figure 4-9) provide more detailed breakdowns of housing unit counts and development areas by section, floor, and type.

Section 1: Artist Studios, Housing, & Retail

Section 1 of the Mercado block will increase residential density and serve as an integration zone between existing residential on Dairy Street, Sycamore Street and Magnolia Street and future high density development. Maximum building height will be two stories and accommodate live-work artist studios and one and three-bedroom apartments with parking on site and one corner commercial retail space. The parking for this section will be tuck-under 2 car garage spaces along Dairy Ave. This section of the block will contribute 24 new housing units, 22 parking spaces, and 3,600 square feet of commercial space, with each residential unit having access to the Mercado plaza.

Section 2: Community Cultural Center

Section two of the Mercado block will serve as a two story community space that will provide the City of Newark and the community with opportunities to host events, cultural heritage programs and rentable space for private events. This section will have an arcade facing the plaza and be architecturally integrated on the side facing Magnolia Street.
Section 3: Retail & Housing

Section three of the Mercado block will create commercial space on the ground level facing the Mercado plaza and Thornton Avenue. It will contain four stories of diverse residential opportunities including affordable and market rate housing. This structure will be stepped down from five stories along Thornton Avenue to two stories facing the Mercado Plaza. At build out, 39 new housing units will be created, including 1-3 bedroom apartments and flats. The approximately 12,000 square feet of commercial space will accommodate existing businesses such as the Tortilla Factory, will enhance service opportunities, and, allow unique use of public space. The section will also create pedestrian connectivity from Thornton Avenue and Magnolia Plaza into Mercado Plaza. Section four of the Mercado block will

Section 4: Retail & Housing

complement adjacent commercial and residential development along Thornton Avenue in section three. This section will create approximately 33 units of diverse residential opportunities including 1-3 bedroom apartments and flats and create approximately 10,200 square feet of commercial space.
Floor Plans

The floor plans in Figure 4-5 show the first floor building footprints and layout, unit types, and schematic plans for the 2nd through 5th floors.

Figure 4-5 Floor Plan Buildout

<table>
<thead>
<tr>
<th>Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
</tr>
<tr>
<td>Community Space</td>
</tr>
<tr>
<td>Artist Studios</td>
</tr>
<tr>
<td>1BR Apartments</td>
</tr>
<tr>
<td>2BR Apartments</td>
</tr>
<tr>
<td>3BR Apartments</td>
</tr>
<tr>
<td>Flats</td>
</tr>
</tbody>
</table>
Elevation and Section Views

This section provides visualizations of the Mercado block. Figure 4-6 illustrates the view from Thornton Avenue. It features building frontages that reach four to five stories. Ground floor commercial establishments with large street-facing windows border Thornton Avenue to attract people into the area. Upper floors are reserved for residential units. Windows in all directions allow for a full view of the active Thornton thoroughfare as well as the bustling plaza below.

Access to the plaza from Thornton comes in the form of a wide paseo which divides the two Thornton-facing buildings. This space will be used for additional outdoor seating or display areas for the merchants with storefronts on the paseo. The formal arcade stops just before it reaches the sidewalk along Thornton so as to not take up space on the streetscape. Instead, covered awnings replace the arcade, continuing to offer shade to pedestrians while not intruding on the public right of way.

The section through the block, illustrated in Figure 4-7, shows building heights and setbacks. As the two main buildings move away from Thornton Avenue, they step down first to three stories, then two stories directly surrounding the plaza. This gives the plaza a more open feeling but sustains a sense of enclosure. Two story buildings border the existing residential areas so as to not impose upon the single family character of the neighborhood, while tuck under parking keeps Dairy Street clear of parked cars.

The building on the corner of Thornton Avenue and Sycamore Street features a chamfered corner on the first floor bordering the plaza. This allows for greater visibility into the plaza as well as increased safety by reducing the potential for collision between pedestrians entering the space from the Thornton Avenue and Sycamore Street paseos.
Parking and Circulation

Circulation through the Mercado block will be pedestrian-oriented and connect the Mercado Plaza with Sycamore Street, Dairy Street, Magnolia Street, and Thornton Avenue. The plaza itself will be closed off to vehicular access except for emergency vehicle access and limited delivery truck access. With the pedestrian-oriented plaza and streetscape improvements in Old Town, the plaza will connect with streetscape enhancements on Thornton Avenue and will increase walkability and pedestrian safety.

The project needs to provide 138 new parking spaces to meet the zoning requirements for the proposed 91 new housing units. These parking spaces will be accommodated in tuck-under parking in the studio and apartment housing units (22 spaces), slanted street parking by the proposed community center (24 spaces), and a parking structure at the corner of Sycamore Street and Dairy Street (92 spaces). The structure would be two stories with a footprint of approximately 8,500 square feet and would accommodate two levels of covered parking and one level of uncovered parking on the roof level.

Map 4-6 below shows the basic circulation routes through the Mercado block, in addition to the proposed parking structure and additional parking areas.

An innovative, modern parking structure in Richmond, Virginia that is aesthetically incorporated into existing residential neighborhoods is illustrated below (Figure 4-8).

Figure 4-8 James-Beth Ahabah Parking Deck, Richmond, Virginia

Source: The Institute of Classical Architecture
Build Out Summaries

The build out table below summarizes the number of units and square footage for each type of development in the Mercado block, based on calculations of the floor plans illustrated earlier (Figure 4-5).

Figure 4-9 Mercado Block Buildout

<table>
<thead>
<tr>
<th>Section</th>
<th># Units</th>
<th>Square Footage</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Residential</td>
<td>Retail</td>
<td>Community Space</td>
<td>Parking</td>
<td>Total</td>
</tr>
<tr>
<td>1</td>
<td>24 housing units</td>
<td>21,800</td>
<td>3,600</td>
<td>-</td>
<td>-</td>
<td>25,400</td>
</tr>
<tr>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>21,400</td>
<td>-</td>
<td>21,400</td>
</tr>
<tr>
<td>3</td>
<td>39 housing units</td>
<td>34,600</td>
<td>12,000</td>
<td>-</td>
<td>-</td>
<td>46,600</td>
</tr>
<tr>
<td>4</td>
<td>28 housing units</td>
<td>31,900</td>
<td>10,200</td>
<td>-</td>
<td>-</td>
<td>42,100</td>
</tr>
<tr>
<td>Parking</td>
<td>138 parking spaces</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>31,500</td>
<td>31,500</td>
</tr>
<tr>
<td>Total</td>
<td>91 housing units (50% affordable)</td>
<td>88,300</td>
<td>25,800</td>
<td>21,400</td>
<td>31,500</td>
<td>167,000</td>
</tr>
</tbody>
</table>

Streetscape Details and Design Inspiration

The streetscape design for the Mercado block will be integrated with overall design plans for Thornton Avenue that will increase walkability, promote bike safety and enhance commercial and public space. Additional streets in the Mercado section include Dairy Street, Magnolia Street, and Sycamore Street. Dairy Street, as a residential area and buffer zone for the Mercado block, will largely stay the same with on street parking for residents.

The primary change will be the addition of a parking structure at the corner of Dairy Street and Sycamore Street. Magnolia Street and Sycamore Street will see enhanced streetscape design and beautification efforts illustrated by the case studies below. Design concepts will incorporate bulb outs for traffic calming and pedestrian safety, connection with bike enhancements and beautification efforts along Thornton Avenue, and connectivity with entrance points into the Mercado plaza. All streetscape sections will integrate drought tolerant or waterwise plant palettes as detailed in Figure 4-10 and incorporate Low Impact Development (LID) design to best manage runoff and stormwater through bioswales and pervious pavement (see Figure 4-9).

Figure 4-9 Tuscon, Arizona Streetscape

Source: http://www.wheatdesigngroup.com/project/broadway-blvd-5th-ave-streetscape/
Landscaping and Plant Palette

All streetscape enhancements and public spaces in the Mercado block area will incorporate water wise or drought tolerant landscaping. Additionally, private development within the Mercado area will be encouraged to use the overall Old Town plant palette (see Appendix 11). For the Mercado block, the following species will be used for streetscape, public plaza and sidewalk enhancements:

**Figure 4-10 Street Trees Selection**
- Brisbane Box
  - *Tristania Conferta*
- Magnolia
  - *Magnolia Grandiflora*

**Figure 4-11 Landscaping Trees Selection**
- Madrone
  - *Arbutus menziesi*
- Pindo Palm
  - *Butia capitata*

**Figure 4-12 Groundcover Selection**
- Trailing Lantana
  - *Lantana montedivensis*
- Australian Bluebell Creeper
  - *Sollya heterophylla*

**Figure 4-13 Shrub Selection**
- Coyote Bush
  - *Baccharis pilularis*
- Bush Anemone
  - *Carpenteria californica*

**Figure 4-14 Perennials Selection**
- Siberian Wallflower
  - *Erysimum x allionii*
- Sunrose
  - *Helianthemum nummularium*
Mercado Plaza Elements

The key component in the Mercado block will be a central plaza and a fountain that will serve to create a sense of space for community integration, cultural heritage and connectivity. This plaza will be connected through pedestrian routes to adjacent residential neighborhoods, Thornton Avenue and public space areas and enclosed by high density residential and commercial spaces. Similar to other iconic plazas that exist throughout California such as Olvera Street Plaza in Los Angeles and Plaza de Panama in San Diego, the Mercado Plaza will create space in which Newark can celebrate its cultural diversity and promote community cohesion. The plaza will incorporate existing businesses such as the iconic Tortilla Factory, a proposed two-story community center for events and gatherings and additional commercial opportunities. The case studies below illustrate the potential space and layout of the Mercado Plaza.

Figure 4-15 Olvera Street Plaza, Los Angeles

Figure 4-16 Balboa Park, San Diego (Plaza de Panama)

Source: http://www.voiceofsandiego.org/parks/

Specific Design Goals and Elements

The Mercado block will incorporate the following design elements:

- A public plaza with open gathering space and a central feature such as a fountain.
- Spanish Revival and “Mercado” theme with an arcade framing the public plaza and Spanish revival style facades.
- A two-story community cultural center that can be rented out for public and private events such as festivals, quinceañeras, and community meetings.
- Five story mixed-use buildings along Thornton Avenue stepping down to two stories along the plaza with first floor retail to activate the streetscape and the public plaza space and diverse housing options on the upper floors, 50% of which will be designated as affordable.
- Two-story live-work artist studios lining the north side of the plaza with tuck-under parking on the ground floor.
Phasing

Map 4-7 below shows the 11 parcels underlying the four building sections of the Mercado block. These parcels are owned by different entities, so any development will need to start with lot consolidation in order to create developable parcels for the Mercado block.

Map 4-7 Parcels in the Mercado Block

The block contains 6 existing businesses - Mexico Tortilla Factory, Susie’s Bridal Supplies, New Ocean Restaurant, National Petroleum, a car wash, and Chef Wu’s restaurant - and 2 existing single-family houses. This design proposes relocating the three existing restaurants and Susie’s Bridal Supplies into the first floor retail portion of Section 3 once it is developed; phasing out the gas station and car wash; and relocating the two single-family houses to another section of Old Town, the exact location to be determined.

This design concept proposes four phases of development. The first phase is developing Section 3, a 5 story mixed-use building with first floor retail and four floors of residential, to activate the Thornton Avenue streetscape and to frame the northern portion of Old Town Plaza in the Urban Core block.

Phase 1: Section 3 and Parking Structure

Three parcels - 92-32-8, 92-32-9, and 92-32-10 - will need to be consolidated for Section 3 development. These parcels currently house the Mexico Tortilla Factory, Susie’s Bridal Supplies, and New Ocean Restaurant. As part of this phase, parcels 92-32-1-2 and 92-32-2 will be consolidated to create parking for Section 3. Additionally, public easements into the plaza would have to be created to allow access to the Mercado plaza.

Phase 2: Community Center and Public Plaza

Phase 2: Community Center and Public Plaza

Parcels 92-32-6-1 and 92-32-3 will need to be consolidated for creation of the Mercado Plaza and in order to give access from Thornton Ave, Magnolia Street and Sycamore Street.

Phase 3: Section 1

Parcels 92-32-4 and 92-32-5 currently contain existing single family homes that will need to be relocated and this location will be determined at a future date. Additionally, parcel 92-32-2 will need to contain a public access easement in order to integrate Section 1 with the Mercado Plaza.

Phase 4: Section 4

Parcel 92-32-11-2 is currently a gas station and a car wash. This parcel will likely contain contaminated soils and/or groundwater and will need to be remediated before it can be developed. Also, the owner of the parcel would have to be willing to sell or change the use of the site.
Old Town Design Concept & Development

Block #4

VISION
The “Mercado” block incorporates the rich cultural heritage that exists in Newark around a modern Spanish revival theme.

OPPORTUNITIES
- Diverse Housing Options
- Public Plaza
- Expanded Commercial Space
- Community Cultural Center

View from Magnolia Street

Aerial view of Mercado plaza

View from Thornton Avenue

DESIGN INSPIRATION

Kelsa Hotel and Depot, Mojave Desert, CA
Olvera Plaza, Los Angeles, CA
Santa Ana Transit Station

<table>
<thead>
<tr>
<th>Units</th>
<th>Area (sf)</th>
<th>Development Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>138</td>
<td>31,500</td>
<td>Parking</td>
</tr>
<tr>
<td>7</td>
<td>25,800</td>
<td>Recital</td>
</tr>
<tr>
<td>4</td>
<td>21,400</td>
<td>Community Space</td>
</tr>
<tr>
<td>9</td>
<td>8,800</td>
<td>Artist Studios</td>
</tr>
<tr>
<td>55</td>
<td>35,500</td>
<td>1BR Apartments</td>
</tr>
<tr>
<td>11</td>
<td>11,600</td>
<td>2BR Apartments</td>
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<tr>
<td>10</td>
<td>12,600</td>
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</tr>
<tr>
<td>6</td>
<td>12,000</td>
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<tr>
<td>91</td>
<td>82,300</td>
<td>Total Residential</td>
</tr>
<tr>
<td>163,000</td>
<td></td>
<td>Total Development</td>
</tr>
</tbody>
</table>
The Civic-Transition block is located between Sycamore Street and Ash Street along Thornton Avenue. This area contains Carter Station, La Pinata Restaurant, the Fire Station, and Watkins Hall, which remain as anchors in the re-envisioning of Old Town. The buildings and landscape are designed to form a community gathering and civic space that provides a smooth transition from the Old Town Core, into the surrounding residential areas. New elements in this block include a plaza at the end of Dairy Avenue, a library with community meeting space, and two public parks that provide activity areas for all age levels.
Design Vision

- Create a new and innovative civic space
- Facilitate the transition from commercial to residential uses with open green space
- Promote mixed-use commercial, residential, and flex space
- Establish a gateway into Old Town
- Integrate public parking into the existing landscape
- Expand affordable housing within Old Town

Civic-Transition Block Overview

This overview describes the current and envisioned Civic-Transition Block of Old Town. Each element is described by proposed use and building type starting from Ash Street to Sycamore Street. At Ash the focus is primarily on a civic-transition space, with a museum, library, and fire station to the south, and a small commercial park and housing complex to the north. The railroad crossing is enhanced to improve the entrance into the Old Town Core. Across the railroad are mixed-use buildings adjacent to La Piñata, and a two story parking garage. The green open spaces within the Civic-Transition Block consist of one plaza at the end of Dairy Avenue and Thornton Avenue, as well as two parks along Ash ave.

Affordable Housing on Thornton Avenue and Ash Street

An affordable housing complex on the corner of Thornton Avenue and Ash Street is proposed next to existing residential neighborhoods. It will consists of two stories with one and two bedroom affordable housing units, parking and a community garden space. See figures 5.1 and 5.2. The building will be U-shaped, creating a courtyard on Ash Street. Likewise, units will face Ash Street, and parking will have an entrance and exit on Ash Street. The parking lot will end in a community garden for the residents, helping to creating a sense of community.

Figure 5.1 An example of a vibrant, small scale affordable housing complex in Burlington, Vermont. (Source: Bayberry Commons Apartments, Vermont)

Figure 5.2 Community garden with flowers and vegetables in a small residential complex in Boston, Massachusetts. (Source: Getty Images)
Gateway Features

The west entrance of Old Town, Newark will have gateway features to demarcate an entrance into Old Town. Gateway features will be placed at the intersection of Thornton Avenue and Ash Street including a four-way crossing with brick bounded by white (Figure 5.4). The center of the intersection is painted with a design that represents Old Town (Figure 5.4). The railroad and cultural features of the area inspire the design. A monument on the comer of the fire station with a symbol of Old Town is proposed. Figure 5.5 provides an monument that utilizes railroad materials to represent a rustic railroad heritage. Versions of this monument are placed throughout the area.

Figure 5.4. A four-way crossing with railroad insignia in the City of Gilbert, Arizona. (Source: Creative Paving Solutions)

Figure 5.3. A brick crosswalk with white border in Beverly Chicago, Illinois. (Source: Main Street Beverly)

Figure 5.5. Example of a gateway monument and signage for Cap Washington, Ohio. (Source: Camp Washington Community Board)
Civic Center on Thornton Avenue and Ash Street

The existing Watson building on this site will become a community space. The refurbished Watson building will lend the historic character of the city and provide an authentic historic feature to the gateway of Old Town (Figure 5.6).

This building will be converted into a railroad or Old Town museum with art spaces on the upper floor. The museum will be connected to a library which will be two story with a community meeting space on the second floor (Figure 5.7). The library will provide educational and cultural resources (Figure 5.8). The buildings will be connected by a walkway that includes an elevator for ADA compliance. The library will contain a small coffee shop. Parking will be placed in the rear of the site and a small courtyard and outdoor space will front of the property along Ash Street.

Figure 5.6. Old Town historic building that we recommend placing on the national historic registry and be refurbished. (Source: Google Earth)

Figure 5.7. Rendering of the historic building and proposed library with a courtyard and community meeting center.

Figure 5.8. An example of small community library with brick facade in Elizabethtown, Pennsylvania. (Source: http://etownpubliclibrary.org/)
Fire Station & Open Space

The Fire House lot is about 1.7 acres. The back of the lot will be converted to an open green space with a playground for the surrounding neighborhood and community (Figure 5.9 & 5.10). Linear parking on Ash Street will provide parking for families outside of the immediate area. To buffer the vacant railroad lot, landscaping with ground cover, shrubs, and trees will be established to create a safe space for

Figure 5.9. Railroad inspired park in Clovis, California. (Source: Railroad Park, FresnoFamily.com)

Figure 5.10. Rendering of proposed park behind the existing fire station, which will include elements for all age groups.

Figure 5.11. Greenery blocking the railroad on the Carter Station site in Old Town. (Source: Google Earth)
Railroad Commercial Park

A commercial office space, with a small parking lot and park will occupy the lot between Thornton Avenue, Ash Street, and the railroad. It will complement the commercial core of Old Town, with three square two story commercial buildings facing Thornton Avenue. The first floors will be commercial retail, with flex space on the top floors that is office professional or residential. A walkway between the buildings will provide connection and create a sense of place by including lighting features, such as stringed lights (Figure 5.12). A park at the rear of the lot provides green space in the area for both residents and visitors of Old Town. The park will conform to the existing triangular shape of the lot, with entrances at the parking lot and along Ash Street. Noise barriers of shrubbery or a sound wall will buffer the noise from the railroad.

Railroad Crossing

The railroad crossing will be renovated to provide safe pedestrian crossing by installing pedestrian gates (Figure 5.13). A new sidewalk will be installed with a design similar to the gateway crossing. (Figure 5.14). The walkway will be concrete with a brick design to meet the standards of Union Pacific Railroad. Finally, the crossing for the cars will be a lighter color concrete than the rest of the street to make the site more attractive as an entrance into the rest of Old Town.
Plaza and Mixed Use Development

This site at Thornton Avenue, Sycamore Street, and Dairy Avenue will offer a plaza and mixed use Development. The La Piñata building will remain adding architectural quality to the area. A plaza with seating and a fountain will be in front of it (Figure 5.15 & 5.16). The plaza will have open access from Thornton Avenue. A series of alternating trees and planters will be placed along Thornton Avenue, to protect plaza users from traffic and noise. The planters will also act as benches facing inward to the plaza, providing a view of the fountain in the center. The fencing to the residential units at the rear of the site will have trees and shrubbery in front to buffer noise and enclose the plaza with greenery. The closed cul-de-sac on Dairy ave. will have bollards with lights placed on the edge to ensure only pedestrian access to the site. The La Piñata parking lot will be removed and replaced with outdoor dining space for restaurant patrons.

This site will also include 2 buildings with commercial retail, residential, and office professional uses (Figure 5.17). The first building will line Thornton Avenue and Sycamore Street with a patio facing Thornton Avenue on the ground floor (Figure 5.17). It will have 4,560 square feet ground floor retail space with 4,560 square feet of flex space above. This flex space may start as professional office space, and convert to residential if demand changes. The third floor of this building will contain 8 1-bedroom units of 600 square feet each.

The second building on the site will line Sycamore Street and Dairy Avenue. It will also be 3 stories, The Portuguese Club will be relocated to the bottom floor of this building to provide a new open floor plan of 3,420 square feet for their activities (Table 1). The second and third floors will be residential units, with 4 2-bedroom units of 920 square feet on the second floor and 6 1-bedroom units of 600 square feet on the third floor. The parking for the residential units will be placed in between the mixed-use buildings and La Piñata. One-way access to diagonal parking will be from Dairy Avenue onto Thornton Avenue.
Carter Station Site

A public parking garage will be placed on the Carter Station site, to accommodate increased activity in the area. It will occupy the existing parking lot and be 2 levels, with open air parking on the top (Figure 5.18). It will blend in with the neighborhood at the rear of the site, with green elements such as overhanging vines and shrubs (Figure 5.18). Truck access to Carter Station will remain at the rear of the building, and parking will be removed to provide sufficient room for loading zones. (Vehicle access for the parking garage will remain in the same location as the current access to the parking lot.) Access to the parking garage is from Thornton Avenue.

A pedestrian crosswalk with flashing lights to indicate a slow zone for vehicles is installed at this location. It will connect the parking garage to the plaza and be designed to resonate with the four-way crosswalk at Thornton Avenue and Ash Street.

1. Phases

The development of the Civic/Transition block is designed to be in two phases to respond to the growth resulting from the redesign of Old Town. The community will be able to determine what developments are needed in Old Town, such as for example increased housing or commercial space. The Mixed-Use Development and the Railroad Commercial buildings will be designed to accommodate transitions and conversions between office and residential uses.
Block 5 Civic-Transition

**Phase 1**

The primary goal of Phase I is to develop mixed-use, commercial, and residential spaces along Thornton Avenue and the plaza between Thornton Avenue and Dairy Avenue.

The parking lot between the mixed-use buildings and the La Pinata Restaurant will be constructed in Phase I to meet the residential parking requirements.

The Plaza along Thornton Avenue will provide green space and provide the La Pinata Restaurant an outdoor seating area.

The commercial buildings and parking lot along Thornton Avenue and Ash Street will have flex space to transition from office space to professional services as needed.

The Civic Center space on Thornton Avenue and Ash Street include renovations to the existing historic building and the library. This space is set for Phase I because it is at the entrance of Old Town Newark and provides a focal point for the gateway.

With the growth of Old Town the railroad pedestrian crossings and railroad track pavement will be renovated to assure safety.

**Phase 2**

To accommodate the growth during Phase 1 a three level public parking garage will be built next to Carter Station.

Affordable housing units, parking lot, and community garden on Thornton Avenue and Ash Street will provide additional residential units and amenity.

The Railroad Commercial Park along Ash Street and the open space behind the Fire Station across from the civic center to provide green space and serve the demand from the increase in residential units.

Figure 5.19 Mixed-Use brick building facade with metal awnings. (Source: Deviant Art)
2. Ground Floor Plan

The ground floor land uses in Block 5 are identified in Figure 5.20. The Railroad Commercial Park has three ground floor units per building. The Civic Center’s ground floor has a historic museum, library and coffee shop. The ground floor of the Mixed-Use Development along Sycamore Avenue and Dairy Avenue will be occupied by the Portuguese Club and other commercial uses. The ground floor of the Mixed-Use Development along Sycamore Avenue and Thornton Avenue is commercial use with a total of 5 units. The ground floor units offer affordable housing providing a total of 10 units.

![Ground Floor Plan](image)

3. Upper Floor Plan

Commercial space will continue in the upper levels in the Civic Center (Figure 5.21). The Railroad Commercial Park upper floor will provide flex or office space. The Mixed-Use Development along Sycamore Avenue and Dairy Avenue will offer residential units providing a cohesive transition to single family residential units along Dairy Avenue. The Mixed-Use Development on the corner of Sycamore Avenue and Thornton Avenue will offer flex space. The Affordable Housing complex will have the same number of units on the upper floor (10) as on the ground floor.
4. Parking and Circulation

Parking

Affordable Housing on Thornton Avenue and Ash Street - Parking is on the north side of the housing complex with entrance and exit on Ash Street. The total of 8, 2-bedroom units, 10, 1-bedroom units, and 2 studios require the 28 parallel parking spaces which are provided.

Civic Center on Thornton Avenue and Ash Street - Parking for these buildings will be placed in the rear of the site, to allow for a small courtyard and outdoor space in the front of the property along Ash Street. Entrance and exit to the parking lot will be located on Thornton Avenue.

Fire Station & Open Space - Linear parking on Ash Street will provide community access to the park and complement the linear parking lot on Ash Street by the Fire Station.

Railroad Commercial Park - will be served by a small parking lot behind the commercial buildings.

Plaza and Mixed Use Development where Dairy meets Thornton Avenue - A portion of the cul-de-sac on Dairy Avenue will be closed to discourage parking in the area to non-residents. The parking lot of La Pinata will be converted to outdoor seating space for restaurant patrons.

The parking for residential units is between the residential and commercial buildings and La Pinata. A total of 29 required parking spaces are provided.

Parking Garage next to Carter Station - The parking garage will occupy the majority of the existing parking lot and provide 3 levels of parking. Truck access to Carter Station will remain at the rear of the building.

Circulation

Vehicular - The main circulation route for vehicles in Block 5 is Thornton Avenue (Figure 5.22). Truck access to the Civic Center will be along Thornton Avenue behind the historic building and proposed museum. The Parking Garage west of Carter Station has one entrance and exit along Thornton Avenue. Truck access to Carter Station will continue to be by one entrance and exit on Sycamore Avenue. Public vehicle access to La Pinata and the commercial space of the Mixed-Use development will be restricted so that vehicles are directed to the Carter Station Parking Structure.
The residential parking lot between La Pinata and the Mixed-Use development will have an entrance on Thornton Avenue and an exit on Dairy Avenue. The driveway to the residential building (7451 Thornton Avenue) will remain the same allowing an entrance and exit next to the Plaza.

Pedestrian - The main Pedestrian circulation in Block 5 is east west along Thornton Avenue. Entrance to the Affordable Housing complex is through a courtyard facing Ash Street. Entrance to the Railroad Commercial Park is through the three commercial buildings along Ash Street. The Civic Center will also be accessed through a courtyard entrance along Ash Street.

Pedestrian railroad crossings will be installed on both the west and east side of the Union Pacific railroad tracks. An exit and entrance to the parking garage will be on the north eastern corner of the structure leading pedestrians to a light-up street crossing on Thornton Ave.

Bicycle - Bicycle lanes will run east and west along Thornton Avenue. They will have access Ash Street although there will be no bicycle lanes along Ash.

Figure 5.22. Parking and circulation site plan for the Civic-Transition Block of Old Town, Newark.
## 5. Build-Out

<table>
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<tr>
<th></th>
<th>Build Out Square Footage</th>
<th>General Green Space/Plaza Square Footage</th>
<th>Dwelling Types</th>
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<th>Parking Spaces</th>
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<td>Affordable Housing Complex</td>
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<td>2-Bedroom, 1-Bedroom, Studio Units</td>
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<td>28</td>
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<td>Civic Center</td>
<td>15,450</td>
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<td><strong>Total</strong></td>
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<td>--</td>
<td>38</td>
<td>306</td>
</tr>
</tbody>
</table>
6. Streetscape Details

The streetscape in the Civic-Transition Block includes community gathering spaces and features to enhance pedestrian and neighborhood safety. Patio and courtyard areas in front of and between buildings, will create human scale and transparency. Lighting is designed to provide night time illumination and prevent vehicles from encroaching into pedestrian spaces (Figure 6.1 & 6.2). The sidewalks along Thornton Avenue will be 10 feet wide, at Ash Street and Dairy Avenue will be 5 feet wide. Sidewalks will contain street trees and planters with seating (Figure 6.3).

Other creative seating elements include box seating and decorative benches (Figure 6.4 & 6.5). Bicycle infrastructure added near the buildings and parks will enhance the bike lanes along Thornton Avenue (Figure 6.6). A renovated bus stop structure will include updated signage and a covered structure priving shelter and shade (Figure 6.7). The pedestrian crossing on Thornton Avenue, connecting the parking garage to the plaza. It will have a brick design that continues the design in the pedestrian railroad crossing and the intersection of Thornton Avenue and Ash Street.
7. Landscaping

The landscaping for this area of Old Town (Figure 7.1) will draw from the Landscaping Palette presented in Appendix 11. The trees lining the plazas, courtyards, and parks will be a mix of Brisbane Box Trees, Magnolia, Sycamores, and Blue Oak (Figure 7.2), to act as noise buffers to traffic and the railroad tracks. Other decorative trees, such as Texas mountain laurel and Sweet bay will provide accent in the open spaces of the Civic/Transition block (Figure 7.3).

The fencing for the railroad site will be made attractive with Bluebell Creeper as ground cover and Blue hibiscus and Coyote bush at the different levels of landscaping to create a pleasant green wall (Figure 7.4 & 7.5). Kentucky bluegrass will be in the open areas and recycled rubber or sand will be placed in the playground surfaces (Figure 7.6). Drought tolerant, very low to low water use plants will be selected from the approved landscape palette.
8. Plaza Elements

The plaza in front of La Pinata (Figure 8.1) will have trees lining the street and a fountain to provide a visually pleasing focal point of the area (Figure 8.2). A decomposed granite walkway will connect the sidewalk to Dairy Avenue. Seating attached to planters adjacent to Thornton Avenue will provide a place to sit (Figure 8.3).

La Pinata, will remain a vibrant Mexican restaurant, fronting this plaza, with outdoor seating replacing the existing parking at its entrance (Figure 8.4). Patrons of La Pinata will be able to sit outside and enjoy the plaza and greenery (Figure 8.4). This patio area will be surrounded by potted plants and trees.

Bollard lighting will line the cul-de-sac of Dairy Ave and along Thomton Ave (Figure 8.5). Ground lighting will also light pathways at night (Figure 8.6).

Building Materials & Facade
- A mix of architectural styles such as craftsman, railroad vernacular, and contemporary.
- Civic Center will mimic the railroad vernacular facade of the historic building, and include the use of brick to complement the brick facade of the Fire Station.
- The Affordable Housing complex will have a craftsman style facade to transition into the mix of architectural styles to be found in the residential blocks in Old Town.
- The Railroad Commercial Park buildings will have a contemporary facade with brick or wood panels to make a transition from the craftsman style housing.
- The two mixed-use developments will mirror the architectural facades of the Railroad Commercial Park to provide a transition from commercial space to the residential along Dairy Avenue.

Building Articulation
- The new structures in the Civic Center will be set back to create a courtyard entrance into the library and retail, coffee shop space.
- The U-shaped affordable housing building will have a courtyard in the front and an upper floor open protected breezeway to the residential units.
- The Mixed-Use building on the corner of Sycamore Avenue and Thornton will be set-back in line with La Pinata providing the patio space a human scale building.

Courtyards & Patios
- The Affordable Housing courtyard will be landscaped and have pathways leading to the individual housing units.
- The Civic Center courtyard will include landscaping with benches and tables as well as paths to the library and retail building entrances.

Figure 9.1. Civic library brick building facade. (Source: Architectural Styles of America and Europe)

Figure 9.2. Mixed-Use brick building facade with metal awnings. (Source: Deviant Art)
• Patio space in front of the mixed-use development on the corner of Sycamore Avenue and Thornton Avenue will be for the ground floor commercial space to allow provision of outdoor dining or seating space.
• The three square shaped small commercial buildings will have string lights in-between building to create an inviting walkway.
• Walkways will have decorative elements that are illuminated during night hours to encourage pedestrian activity.

Plazas & Open Space
• Plazas and open spaces will include landscaped areas that activate the space and provide attractive gathering spaces.
• A variety of landscape elements including groundcover, shrubs, and trees will be used to buffer noise from Thornton Avenue and the railroad.

Parking
• The public parking structure will be in railroad vernacular style to complement Carter Station.
• The parking structure will be planed with vines creating a pleasing addition to Old Town.
• Ground floor parking lots will have storm water capture devices to reduce impact on the environment. (Figure 8.4).
Old Town Concept Design & Development
Block #5

Design Objectives

- Create a civic space
- Facilitate transition from commercial to residential with open green space
- Promote mixed use commercial, residential, and flex space
- Establish a gateway into Old Town
- Integrate public parking into existing landscape
- Expand affordable housing within Old Town

Legend

- Pavement
- Grass
- Sand
- Decomposed Granite
- Tree
- Crosswalk
- Parking Lot

Site Plan Civic/Transition Block

Tree Lined Plaza
Bluebell Creeper
Bollard Lights
Patio Dining
Street Lights
Gateway Mural
Brick Crosswalk
Railroad Crossing

Plaza Site Plan

Plaza Rendering

Affordable Housing
Small Commercial
Library
Mixed-Use

Land Use Map

Green Parking Garage
Park
Landmark

Old Town Design Concept Plan | City of Newark
Thornton Avenue Streetscape

Concept Thornton Ave. Alignment
Source: Dallas Complete Streets

Design Vision

- Develop a complete street that enhances mobility for users of all transportation modes, strengthens the commercial corridor, and compliments new mixed-use development.
- Establish a road diet on Thornton Avenue
- Enhance pedestrian safety through intersection and sidewalk improvements
- Construct vehicle protected bike infrastructure
- Create green spaces along Thornton Avenue

Introduction

The community and business surveys revealed that both groups were concerned about the speed and the volume of traffic on Thornton Avenue. They also revealed a concern that on-street parking be maintained to ensure viability of existing Old Town businesses.

They pointed out that improvements to street furniture, lighting, and landscaping would be necessary to make pedestrians and cyclists feel more comfortable using Thornton Avenue.
To strengthen Thornton Avenue’s commercial corridor, on-street parking will remain for the majority of the roadway. The streetscape along Thornton Ave is re-imagined as a complete street that enhances mobility for users of all transportation modes, strengthens the commercial corridor, and compliments new mixed-use development. A unified and consistent streetscape along Thornton Avenue anchors the Old Town project area, bringing together mixed use buildings and serving the users of Thornton Avenue (Figure S-1).

Roadway Improvements
Thornton Avenue will undergo a “road diet.” The concept is to reduce the number of lanes in each direction to one, using the space appropriated for sidewalk, parklets and bicycle lanes. Figure S-2 provides a cross section of Thornton Avenue as it currently exists and an example of a proposed road diet. The roadway improvements narrow the width of travel lanes. National traffic studies show that road diets reduce traffic speeds and volumes. The proposed road diet reduces the amount of street surface for vehicles by 26 feet. Other design improvements can increase pedestrian safety and reduce noise.

Pedestrian Improvements
Sidewalks along Thornton Avenue in the project area are widened to 9 feet of walkable space on each side, with a 4-foot buffer zone for trees and planters. This represents an average sidewalk expansion of 5 feet on each side of the street. Widened sidewalks will allow a more comfortable path for pedestrians, and will compliment proposed ground floor retail and facilitate outdoor dining. Sections of Thornton, including in the central commercial areas between Magnolia and Sycamore will feature an enhanced, pedestrian-focused streetscape. These areas will include parklets that allow space for outdoor dining, seating, landscaping, or other pedestrian uses in lieu of parking spots.

Figure S-1: Proposed Thornton Avenue
Source: Cal Poly (2017)
Figure S-2: Thornton Ave: Existing and Proposed changes. Source: Streetmix (2017)

Figure S-3: Commercial Corridor Concept Source: Cal Poly (2017)

Figure S-4: East of Olive Concept Source: Cal Poly (2017)
Streetscape

Parklets and/or outdoor dining will be strategically placed to complement commercial activity. Thornton east of Olive has an extra 20 feet of right of way. Pedestrian improvements and other traffic calming devices, such as curb extensions, will be incorporated along this section of Thornton Avenue.

Bicycle Facilities Improvements

A parking protected bike lane (Class IV) is proposed in each direction of Thornton throughout the project area. Definitions for Class IV bike lanes in the Newark 2017 Pedestrian and Bicycle Master Plan were used in the design of the Thornton parking protected bike lane (Figure S-5). The proposal is consistent with the Master Plan, which recommends placing Class IV bike lanes along Thornton east of the railroad tracks wherever possible. Parking protected Class IV bike lanes allows a cyclist to travel in a lane completely separate from motor vehicles, and be protected from car doors opening. This alignment of bicycle lanes will ensure that on-street parking spaces are preserved for the majority of the project site.

Class IV bike lanes enhance safety for cyclists. Bicycle two-stage left turns are encouraged at intersections with Mulberry, Sycamore, and, Ash. To improve the bike network connectivity throughout the Old Town area, Class II bike lanes will be installed on Sycamore and Olive where they connect with Thornton. Protected bike lanes will require special attention at intersections, allowing for a full protection of cyclists that are traveling in each direction. Suggestions for protected bike lanes were well received by the Newark community during meetings. Sufficient bike parking must also be considered throughout Thornton, especially in commercial areas. Bike parking may be placed in sidewalk buffer zones.

Figure S-5 - Curb Extension for protected bike lane
Source: NACTO (2014)
Intersections
A light up crosswalk (Figure S-8) is proposed at the intersection of Magnolia and Thornton, to replace a zebra crosswalk. This crosswalk was identified as unsafe by community members due to low visibility for drivers and high speed of traffic. Thornton Avenue’s history as a state highway has reduced the amount of safe crossings on the east side of Old Town. Creating additional safe crossings, including signalized ones, will increase pedestrian connectivity and reduce injuries. A new signalized intersection is envisioned at the intersection of Thornton and Mulberry, with crosswalks added on all four sides of the street to increase safety of pedestrians, cyclists, and motorists moving through the streets. Traffic signals placed along Thornton are to be synchronized. Crosswalks at Olive and Thornton should also be developed to enhance pedestrian connectivity and safety as housing is developed.

Median at Mulberry
The median will be removed at the intersection of Mulberry and Thornton to open up for cross-traffic. Other traffic-control devices such as traffic signals or traffic circles can achieve the same traffic-calming effect. The opening will improve connectivity across Mulberry for pedestrians, bicyclists and motorists, and will decrease vehicle miles traveled. This will allow more direct routes through Newark and improve safety for pedestrians.

Street Landscaping
Additional trees and planters are planned for the sidewalk area in the buffer space. Trees will provide shade for the sidewalk and make the streetscape attractive. Bioswales are also recommended for installation, wherein stormwater runoff is systematically captured in the buffer space along the sidewalk (Figures S-7).

Figure S-6: Sidewalk Parklets
Source: San Francisco Pavement to Parks (2012)

Figure S-7: Bioswales in Buffer Space
Source: San Francisco Pavement to Parks (2012)
Furnishings
To make Thornton Avenue more pedestrian friendly, street furniture is added along the main corridor and side streets to provide places to rest, eat or socialize (Figure S-8). Street furniture installation is emphasized near dining establishments and in plazas. Details of street furniture is described at block-level designs. Signs indicating locations of municipal parking garages are to be placed along Thornton to facilitate wayfinding. Safe and consistent pedestrian lighting was emphasized by community members. Lighting that provides a comfortable pedestrian experience will be placed along Thornton Avenue. Contrasting sidewalk paving will make Thornton Avenue more pedestrian friendly. Adding details on the ground can help demarcate transitions from sidewalks to plazas and should be considered in the design of blocks.

Alternative Strategies
The outlined changes represent an optimal remake of Thornton Avenue to achieve the desired design vision. Alternative approaches may be needed due to financial and economic or social considerations. One alternative may be a phased approach where targeted sections of the street, or a change to one improvement area, such as sidewalks, are made. Major changes in Thornton will require traffic studies and analysis. These traffic studies may indicate congestion or other types of bottlenecks occurring with these proposed changes, in which case middle left-turn lanes or other design changes should be considered. Class IV protected bike lanes represent a safe design, but other types of bikeway designs such as Class II - buffered bike lanes could also be considered to respond to financial or ridership concerns. If the speed of traffic along Thornton is lowered substantially, sharrows may also be an option. The Newark Pedestrian and Bicycle Master Plan recommends sharrows only if traffic volumes are lower than 1,500 per day.

Figure S-8: Outdoor seating
Source: Oakland Department of Public Works (2016)

Figure S-9: Light-up Crosswalk
Source: Thomas Burnham (2005)
References


Old Town Concept Design & Development

Streetscape

Vision
A complete street that enhances mobility for users of all transportation modes, strengthens the commercial corridor, and compliments new mixed-use development.

Objectives
- Establishing a road diet on Thornton Avenue
- Enhancing pedestrian safety through intersection and sidewalk improvements
- Constructing vehicle protected bike infrastructure
- Creating green spaces along Thornton Avenue

Thorton Ave.
Existing

Proposed

Commercial Corridor

Thornton East of Mulberry

Seating for the Sidewalk

Protected Sidewalks

Street Landscaping

Protected Bike Lanes

Plaza Paving

Street Lighting
Conclusions

In formulating the Old Town Design Concept Plan for the City of Newark the Cal Poly design team has brought together the findings and conclusions they developed in an intensive ten-week effort.

This document summarizes key components and ideas of that plan and the research findings that informed it. They hope that this work will enable the City of Newark to move forward in its efforts to revitalize and bring new life to this key area of the city.

The ideas that are suggested for each block in this Urban Design Concept Plan could be transposed to other blocks in the project site. Landowner and developer readiness to invest in the area will no doubt drive these decisions. However the vision and general characteristics of the design concepts presented here will hold good, even though specific locations where changes are proposed might differ.

The design team appreciates this opportunity to play a role in this exciting and potentially transformative effort in the City of Newark.
Appendices

Old Town Newark
Appendix 1: Newark City and Old Town Project Area Demographics

Newark Demographics
This appendix provides an analysis of demographic data from the 2010 U.S. Census at three levels:

- **City** - The population of the city as a whole.
- **Tract** - The population of the three census tracts that intersect or contain the project area: Tracts 4443.02, 4444, and 4445.
- **Block** - The population of the census tract blocks included in the project area: Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016.

Different types and dates of data are available for these three geographic areas. Some of the data available at the city level is not available at the tract or block level and vice versa. This appendix summarizes the information that is most relevant to the project area. City level data was pulled from 2010 SF1 100% data and 2015 ACS 5-year estimates. The tract level data was pulled from 2009 ACS 5-year estimates and 2010 SF1 100% data. Block level data was pulled from 2010 SF1 100% data.

City level data informs the decisions to be made in terms of project communication, outreach and design focus. Tract level data is more specific to the project area. The individuals in these tracts are more likely to be impacted by the project but less information is available at this level than at the city level. Block level data provides the most specific snapshot of information for the project area, but some data available at the city level (e.g., educational attainment, poverty rates) is not available at this scale. Block level data can provide an estimate of the individuals that live in the project site.

I. City Level Overview:
In 2010, the City of Newark had a total population of 42,573 people (DP1, 2010). As shown in the figure below, the population growth plateaued from 2000 to 2010.

![Figure 1: Newark’s population growth trend from 1945 to 2010 (Newark General Plan)](image)

The city’s population is 50% male and 50% female (DP1, 2010) and the majority of the population is under 65 years of age.

![Figure 2: Population Pyramid for City of Newark (DP1, 2010)](image)
As shown in the figure below, 29% of the population has received a Bachelor’s degree or higher, 29% have some college or an associate’s degree, 30% are high school graduates, and 12% have not graduated from high school (B16010, 2015).

Figure 3: Educational Attainment of Newark City Population (B16010, 2015)

35% of the population identifies as Hispanic or Latino. As shown in the figure below, 41% of the population identifies as white, 27% identifies as Asian, 18% identifies as some other race, 5% identify as Black or African American, and <2% identify as native (DP1, 2010).

Figure 4: Racial Composition of Newark City Population (DP1, 2010)

47% of the city population speaks only English and 25% speaks Spanish. Of the Spanish-speaking population, 68% speak English “very well” and 32% speak English less than “very well” (B16001, 2015). 7.5% of households received public assistance or SNAP in last 12 months (B19058, 2015). As shown in the table below, 4.9% of the city’s population has difficulty with independent living, 4.4% of the population has an ambulatory difficulty, 3% has a cognitive difficulty, 2.3% has a self-care difficulty, 2.3% has a hearing difficulty, and 1.4% has a vision difficulty (S1810, 2015).

Table 1: Percentage of Newark City Population with a Disability (S1810, 2015)

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<thead>
<tr>
<th>Disability Type</th>
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<td>With an independent living difficulty</td>
<td>4.9</td>
</tr>
<tr>
<td>With an ambulatory difficulty</td>
<td>4.4</td>
</tr>
<tr>
<td>With a cognitive difficulty</td>
<td>3.0</td>
</tr>
<tr>
<td>With a self-care difficulty</td>
<td>2.3</td>
</tr>
<tr>
<td>With a hearing difficulty</td>
<td>2.3</td>
</tr>
<tr>
<td>With a vision difficulty</td>
<td>1.4</td>
</tr>
</tbody>
</table>
II. Overview at Tract Level:
The three tracts that include sections of the project area are shown in Figure 5. These tracts include a total population of 17,013 people and 5,157 households. 54% of the population is male and 46% is female. 7% of households are below poverty level (S0101 and S2201, 2009).

Figure 5: Map of Census Tracts in Project Area (U.S. Census Bureau, 2017)

The population pyramid below shows the tract group’s population distribution by age and gender. Similarly to the city-level trend, the majority of the tract group’s population is under 65 years of age.

Figure 6: Population Pyramid for Census Tracts 443.02, 4444, and 4445 (DP1, 2010)

III. Overview at Block Level:
The block groups contained in the project area are shown in Figure 7 below. They contain a total population of 2,488 people (P1, 2010) and 604 families (P35, 2010). 27% of the population is under 18 years of age (P10, 2010).

Figure 7: Map of Census Blocks in Project Area (U.S. Census Bureau, 2017)
The age distribution of the population is shown in the population pyramid below in Figure 8. The block group has a higher percentage of population in the 25-35 year age group than the tract group and city-level population.

Figure 8: Population Pyramid for Census Blocks included in Project Area (P12, 2010)

44% of the total block group population identifies as Hispanic (P2, 2010). 82% identify as either white (33%), some other race (27%), or Asian (23%) (P1, 2010). The full racial breakdown of the population is shown in the figure below.

Figure 9: Racial Composition of the Blocks included in the Project Area (DP1, 2010)

Within the block group, there are 848 households (H4, 2010), 880 housing units, and 32 vacant housing units, with a 5% average vacancy rate (H3, 2010). 67% of these housing units are concentrated along Sycamore Street in three blocks: 4008 (361 units), 4006 (121 units), and
3014 (108 units). There are 290 housing units in 9 other blocks (H3, 2010). 85% of households are renters, 13% hold a mortgage, and 2% own their home free and clear (H4, 2010). 44% of households have people under the age of 18 (H14, 2010). The average household size is 3.2 for all households, 2.6 for owner-occupied, and 3.3 for renter-occupied (H12, 2010).

Overall, based on 2010 block-level census data, the site area has large Hispanic, white, and Asian populations; most households are renters; and most housing units are concentrated along Sycamore Street.

IV. Reflection on Census Data Analysis after Site Visits
During site visits a Portuguese cultural presence in the site area was noted that was not captured in the analysis of census data, evidenced by two main community gathering spaces: the Newark Portuguese Sports Club, a restaurant located in the site, and the Newark Pavilion, a center for Portuguese functions located just northeast of the site.

Site visits confirmed the presence of a large Hispanic population (44% per 2010 block level data), as reflected in businesses along Thornton Ave. that are owned by and/or serve this cultural demographic, for example: La Pinata Mexican restaurant, Mexico Tortilla Factory restaurant, Santa Fe Foods market, and La Cabana restaurant.

Sources:
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, H3.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, H4.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, H12.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, H14.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P1.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P2.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P10.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P12.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P13.
U.S. Census Bureau, 2010, Census Blocks 1001, 1003, 1004, 3005, 3008, 3009, 3011, 3014, 4000, 4002, 4003, 4004, 4005, 4008, and 4016, Alameda County, California; SF1, P35.
U.S. Census Bureau, 2009, Census Tracts 4443.02 & 4444 & 4445, Alameda County, California; ACS 5-year estimates, S0101.
U.S. Census Bureau, 2009, Census Tracts 4443.02 & 4444 & 4445, Alameda County, California; ACS 5-year estimates, S2201.
U.S. Census Bureau, 2010, Census Tracts 4443.02 & 4444 & 4445, Alameda County, California; SF1, DP1.
U.S. Census Bureau, 2010, Newark city, California; SF1, DP1.
U.S. Census Bureau, 2015, Newark city, California; ACS 5-year estimates, B16001.
U.S. Census Bureau, 2015, Newark city, California; ACS 5-year estimates, B19058.
U.S. Census Bureau, 2015, Newark city, California; ACS 5-year estimates, S1810.
Appendix 2: Economic and Job Characteristics

This report defines general economic and job characteristics for the Old Town Newark area being considered for a specific plan update.

1.1 INCOME

1. AREA STATISTICS

The average annual household income in 2010 for the city of Newark and the average household income for the three tracts within which the site falls are $100,962 and $90,693 respectively (see table 1.1.1). In general, the households that are located closest to the site considered in this report earn on average 10% less per year than is the norm for the city in general. It is notable, however, that income levels seen within the tract group are more closely in line with Alameda County which had a median income of approximately $91,000 in 2010. Table 1.1.1

<table>
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When identifying income levels by racial and ethnic groups, the tract level data was more or less in line with city level data, showing white non hispanics earning the most on average and the populations identifying as “Some other race”, “Two or more races”, and “Hispanic or Latino of any race” all earning a similar amount and all occupying the bottom of the list (see table 1.1.2). Table 1.1.2
For both the tract group and the broader city, the number of people leaving the city for work was greater than the number entering on a daily basis. However for the tract group, the number leaving was much larger than the number entering. This information may be of limited value and it could be the case that the majority of individuals leaving the tract group are simply going someplace else in the city; nonetheless, it should be noted that because only 1,428 people lived and worked in Newark city, an opportunity to provide housing for those employed in the city still exists (see table 1.2.1).

Table 1.2.1

<table>
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<td></td>
<td>Inflow</td>
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<td></td>
<td>4,673</td>
<td>7,322</td>
<td>340</td>
<td>13,756</td>
</tr>
</tbody>
</table>

OUTFLOW CHARACTERISTICS - NEWARK
Workers Earning $1,250 per month or less 2,594 -- 13.4%
Workers Earning $1,251 to $3,333 per month 5,278 -- 27.2%
Workers Earning More than $3,333 per month 11,533 -- 59.4%

INFLOW CHARACTERISTICS - NEWARK
Workers Earning $1,250 per month or less 2,480 -- 18.0%
Workers Earning $1,251 to $3,333 per month 4,432 -- 32.2%
Workers Earning More than $3,333 per month 6,844 -- 49.8%
The most important industry sector for the tract group was manufacturing, which comprised 24% of all jobs in the group. For the city as a whole, retail trade was the number one employment sector (see table 1.2.2).

Table 1.2.2

<table>
<thead>
<tr>
<th>Industry</th>
<th>Track Group Count</th>
<th>Track Group Share</th>
<th>Newark Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Primary Jobs</td>
<td>4,913</td>
<td>100.0%</td>
<td>16,464</td>
<td>99.0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1,182</td>
<td>24.1%</td>
<td>2,499</td>
<td>15.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>629</td>
<td>12.8%</td>
<td>971</td>
<td>6.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>602</td>
<td>12.3%</td>
<td>906</td>
<td>5.6%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>428</td>
<td>8.7%</td>
<td>1,107</td>
<td>6.8%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>390</td>
<td>7.9%</td>
<td>561</td>
<td>3.5%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>321</td>
<td>6.5%</td>
<td>1,736</td>
<td>10.8%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>293</td>
<td>6.0%</td>
<td>1,374</td>
<td>8.6%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>281</td>
<td>5.7%</td>
<td>470</td>
<td>3.0%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>190</td>
<td>3.9%</td>
<td>2,615</td>
<td>16.0%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>151</td>
<td>3.1%</td>
<td>1,863</td>
<td>11.6%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>133</td>
<td>2.7%</td>
<td>1,144</td>
<td>7.3%</td>
</tr>
<tr>
<td>Admin. &amp; Support, Waste Management &amp; Remediation</td>
<td>130</td>
<td>2.6%</td>
<td>299</td>
<td>1.9%</td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>77</td>
<td>1.6%</td>
<td>361</td>
<td>2.3%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>34</td>
<td>0.7%</td>
<td>217</td>
<td>1.4%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>36</td>
<td>0.7%</td>
<td>121</td>
<td>0.8%</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing and hunting</td>
<td>78</td>
<td>0.6%</td>
<td>81</td>
<td>0.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>4</td>
<td>0.1%</td>
<td>53</td>
<td>0.3%</td>
</tr>
<tr>
<td>Information</td>
<td>3</td>
<td>0.1%</td>
<td>23</td>
<td>0.1%</td>
</tr>
<tr>
<td>Mining, Quarrying, and Oil and Gas Extraction</td>
<td>1</td>
<td>0.0%</td>
<td>1</td>
<td>0.0%</td>
</tr>
<tr>
<td>Art, Entertainment, and Recreation</td>
<td>9</td>
<td>0.2%</td>
<td>11</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

The city as whole stood out as being an area of industry specialization for manufacturing, agriculture, and construction when compared to Alameda county. All three of these sectors showed increasing levels of specialization from 2010 to 2015. Public Administration, Information and Finance etc. were the three industries with lowest presence in the city each providing jobs at or below 75% of the county average (table 1.2.3 & chart 1.2.1).

Table 1.2.3

<table>
<thead>
<tr>
<th>Industry</th>
<th>LQ. 2015</th>
<th>LQ. 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>1.68</td>
<td>1.00</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing and hunting, and mining</td>
<td>1.50</td>
<td>1.00</td>
</tr>
<tr>
<td>Construction</td>
<td>1.37</td>
<td>1.00</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>1.18</td>
<td>1.00</td>
</tr>
<tr>
<td>Retail trade</td>
<td>1.13</td>
<td>1.00</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>1.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>0.86</td>
<td>0.74</td>
</tr>
<tr>
<td>Arts, entertainment, and recreation, and accommodation and food services</td>
<td>0.87</td>
<td>0.74</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>0.83</td>
<td>0.74</td>
</tr>
<tr>
<td>Professional, scientific, and management, and administrative and waste management services</td>
<td>0.82</td>
<td>0.74</td>
</tr>
<tr>
<td>Finance and insurance, and real estate and rental and leasing</td>
<td>0.75</td>
<td>0.74</td>
</tr>
<tr>
<td>Information</td>
<td>0.74</td>
<td>0.74</td>
</tr>
<tr>
<td>Public administration</td>
<td>0.69</td>
<td>0.74</td>
</tr>
</tbody>
</table>
1.3 EMPLOYMENT

Unemployment data for the city for 2015 showed an average unemployment rate of 6.4%, with Hispanics of any race, despite having one of the lowest per capita income rates having one of the highest employment rates. In addition, the group identified as “White alone” was shown to have the second highest unemployment rates at 8.2%. The group with the highest unemployment rate was Black or African American alone. It should noted that per capita income could be affected by by differing rates of dependency (see table 1.3.1).

Table 1.2.1

<table>
<thead>
<tr>
<th>Population</th>
<th>Unemployment rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 16 years and over</td>
<td>35,714</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>1,602</td>
</tr>
<tr>
<td>White alone</td>
<td>14,027</td>
</tr>
<tr>
<td>Asian alone</td>
<td>10,942</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1,730</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>6,913</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>176</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>324</td>
</tr>
<tr>
<td>White alone, not Hispanic or Latino</td>
<td>10,940</td>
</tr>
</tbody>
</table>

2. BUSINESS CHARACTERISTICS

The city has a strategic location in the East Bay side of Silicon Valley cities. The manufacturing sector includes a range of companies located in the technology and light industrial areas of the city. There is a 574,000 sq.ft. Amazon Fulfillment Center employing 400; NeFab North America’s West Packaging Center, a leading provider of global packaging solutions in the telecom, energy, healthcare, vehicle and aerospace industry segments; Morpho Detection, leader in the global provision of technology detection solutions to airports for explosives, narcotics and other dangerous substances; and many others.
Table 2.1.1 Top 10 Employers

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Employee Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newark Unified School District</td>
<td>700</td>
</tr>
<tr>
<td>Logitech</td>
<td>689</td>
</tr>
<tr>
<td>Amazon</td>
<td>400</td>
</tr>
<tr>
<td>WorldPac</td>
<td>280</td>
</tr>
<tr>
<td>Full Bloom Baking Company</td>
<td>280</td>
</tr>
<tr>
<td>Risk Management Solutions</td>
<td>270</td>
</tr>
<tr>
<td>Smart Modular Technologies</td>
<td>249</td>
</tr>
<tr>
<td>Morpho Detection</td>
<td>208</td>
</tr>
<tr>
<td>Cargill Salt</td>
<td>182</td>
</tr>
<tr>
<td>City of Newark</td>
<td>176</td>
</tr>
<tr>
<td>Valassis (formerly ADVO)</td>
<td>166</td>
</tr>
</tbody>
</table>

City of Newark, Planning and Economic website

The Pacific Research Center located adjacent to Highway 84 includes 19 businesses, many high-tech, bio-tech firms, in more than 1.4 million square feet on 105 acres. Tenants include companies such as Stanford Healthcare, Kaneka Americas Holding, Carbylan Therapeutics, Oraya Therapeutics, Inc. and Logitech. On the other side of the city, the Stevenson Point Technology Park will soon include SAS Automotive Systems’ advanced manufacturing facility where they will build cockpits for Tesla and bring more than 170 new jobs to Newark.

Growth is not confined to the technology and manufacturing sectors alone. Mission Linen Supply, a local family-owned company that provides textile service solutions to every industry will soon relocate to Newark in a new industrial laundry building off Central Avenue. When completed, the operation will add another 250 jobs to Newark’s employment base.

Newark Retail Sector is an essential component of the Newark economy. Renovation and new construction in neighborhood shopping centers and along the thoroughfares connecting to I-880 and Highway 84 continue to attract new retail and service companies. NewPark Mall attracts a regional customer base with over 140 retailers including Sears, J C Penney, Macy’s, Burlington Coat Factory. The mall recently completed a $40 million renovation, including an AMC Theatre with IMAX. Further economic stimulation comes with the City’s approval in 2016 of the plans for two new hotels, Staybridge Suites and Springhill Suites, complemented by an 8.5 square-foot Bubba’s 33 restaurant adjacent to NewPark Mall.

Auto sales are also an important part of the retail sales tax base in Newark. Buyers have a variety of options in the dealerships that make up Newark’s Auto Mall, including: Fremont Chrysler, Dodge, Jeep, Ram, Ford, Mazda, Premier FIAT of Fremont, Premier Kia of Fremont and Winn Volkswagen. Also, the biggest Cruise America dealership of the West Coast is located in Newark, providing RV rentals to a huge global customer base visiting the Bay Area.

Chart 2.1.1

Breakdown of Business Uses in Old Town

- Retail (16)
- Restaurant (13)
- Personal Services (7)
- Office (2)
- Entertainment (1)
- Government (1)
There are a total of 40 businesses in the Old Town district of Newark, of which 31 (78%) are on Thornton Avenue. Chart 2.1.1 illustrates the breakdown of business uses in Old Town, wherein retail, restaurant, and personal services makeup the majority. This highlights a gap in available entertainment, and an opportunity to revamp Thornton Avenue as the core of Old Town and the impact that could have.

3. Economic Policies

3.1.1 Regional

Association of Bay Area Governments (ABAG) Priority Development Areas sites in the region identified by Bay Area communities as areas for investment, new homes and job growth. To become a PDA, an area must be: 1) within an existing community; 2) within walking distance of frequent transit service; 3) designated for more housing in a locally adopted plan or identified by a local government for future planning and potential growth; and 4) nominated through a resolution adopted by a City Council or County Board of Supervisors. The image below shows approximately 46 acres of PDA area within Newark’s downtown area:

The Newark PDA, or Old Town Priority Development Area, includes approximately 120 acres of Thornton Avenue and Sycamore Street. The history of the area is based around the train station, constructed in 1870 adjacent to the intersection of Sycamore and Thornton. The hotels, shops and industries that populated this area formed the historic economic and commercial core, but today acts as a neighborhood center. Over the past century, many business and industries have moved out of the area, leaving a significant amount of underutilized parcels that create opportunities for development. As one of the requirements of PDA is access to public transit, this site is served by four AC Transit bus routes that provide connections to shopping centers, the Fremont and Union City BART stations, and Ohlone College campuses in Fremont and Newark.

The Joint Venture Silicon Valley ‘2015 Index of Silicon Valley’ states that the regional (Silicon Valley) economy is ‘getting strong, with accelerating employment growth, continued expansion of businesses and services, and rising incomes. However, serious housing and transportation issues challenge the region’s economic competitiveness and impact the quality of life for our region’s residents. Given wage disparities and severe housing challenges, these impacts are affecting some segments of our population more than others.”
Silicon Valley is struggling to support growth associated with strong employment growth and expansion of businesses and services. Traffic congestion in the region has worsened, despite increase in transit ridership. Average commute times to work has risen to 27 minutes (up to 14% over the last decade). As employment growth increases, housing remains a critical issue. Income gains are not sufficient to accommodate home price and rental rate increases in the region between 2013 and 2014, and new housing development is not sufficient to keep up with needs of a growing population.

The following economic indicators help guide economic growth and measure progress in the region and could have impacts for Newark:

- Silicon Valley job growth has accelerated and continues across all major areas of the economic activity.
- New construction of once space soar, and Silicon Valley receives new warehouse space construction; vacancy rates decline and commercial rents increase as demand outweighs supply.
- Total venture capital investments (regional) continue to rise.
- Low housing inventory is driving up prices, making it more difficult for first time homebuyers to afford a median priced home. Income gains are not sufficient to accommodate home price and rental rate increases.
- The region’s traffic congestion problem continues to worsen despite a smaller share of Silicon Valley commuters that are driving alone and an increase in public transit ridership.
- Voter turnout among young adults is extremely low, more voters are declining to state a political party affiliation and an increased share in voting absentee.

3.1.2 Newark Development Trends
These businesses located to Newark in the past two years:
- Mission Linen
- Central Storage
- Public Storage
- AMC
- Kateeva
- Amazon

The following tenants moved into the Pacific Research Center:
- Shotspotter
- Advanced Cell Diagnostics
- Stanford
- Oraya
- Kaneka
- Carbylan

Newark Economic Projections (from City Budget)
- Vacant industrial space will continue to be leased up, with corresponding increases in employment, but lack of available land will restrict significant new industrial or office development within the five-year forecast period and will force a shift to redevelopment and intensification of existing space.
- The hospitality industry will continue to thrive due to Newark’s strategic location and vibrant hotel cluster.
Residential development will be very strong, largely focused on the Dumbarton Transit Oriented Development (Area 2) and the Southwest Newark Residential and Recreational Project (Area 3 and 4). Approximately 300-400 housing units are projected to be added to Newark each year from 2016 to 2020.

Even in light of the renaissance at the NewPark Mall, Newark’s retail growth will be muted due to shifts to online purchases and competition from neighboring cities. In the longer term, retail will increase as the Greater NewPark Mall Area is revitalized and new housing and job growth add income to households in Newark’s market area.

East Bay (including Newark) rental and leasing market will continue to rise through 2016. Leasing activity has increased, rents increased, and developers have begun exploring new construction opportunities. Lee & Associates, a commercial real estate service, noted in their recent Industrial Market Report that the Fremont/Newark market “...will go down as a record year in terms of property sales and lease values, but all signs point to 2016 exceeding this high water mark.”

3.1.3 City Budget Information and Economic Programs

Preliminary Plan Review (PPR): (to expedite business development) involves submitting six site plans, floor plans, and elevations of your project which are then routed to all City divisions for comments and proposed conditions of approval.

General Plan Economic Development overarching goals: a positive balance between jobs and housing, provide pathways to employment for Newark residents, strengthen the City’s competitive edge and identity within the Silicon Valley market, make Newark a location of choice for retail and hospitality development, and encourage diverse once and industrial uses

Budget Projections:

2016-17
Total Revenue: $48,430,000 Total Expense: $48,250,000 2017-18
Total Revenue: $49,970,000 Total Expense: $49,470,000 2018-19
Total Revenue: $51,290,000 Total Expense: $50,640,000 2019-20
Total Revenue: $52,820,000 Total Expense: $51,750,000 2020-21
Total Revenue: $53,580,000 Total Expense: $52,570,000

Revenue Sources

Property Tax: 25% of budget
Sales Tax: 24% of budget (possible reduction through 2018)
Utility User Tax: 8% of budget
Business License Revenue: Accredited by the number of businesses in the City and receipts generated by the businesses. Slight increase in revenue with opening of auto dealership and retail stores.
Transit Occupancy Tax: Projected to increase by 2.4% in the next three years.
Interest Income Revenue: Generated from interest income on City investments and and cash. Projected to increase as Federal Reserve interest rates will increase.
Construction Permits: Associated with the value of construction permits in the City. Projected to continue to grow at a steady pace.
Vehicle Licence Fee  This revenue source is expected to grow. The Vehicle License Fee used to include the State apportionment of the motor vehicle license fees, but was eliminated by the State in 2012.

Service Fees  Associated with fees for services such as Police, Fire, Recreation, Community Development and Public Works. Projected to increase.

City Funds

General Fund: Consists of activities that benefit the general public. It includes City Council, City Administration, Police, Fire, Library, and Economic Development. These activities are supported by General Fund revenues.

Development Enterprise Fund: The Development Enterprise Fund consists of Planning, Waste Management, Engineering, Building Regulation and Inspection, and Park Design. These are services provided for developmental activities in the community and are supported primarily by development fees. Will be considerably reduced (subsidy from the General Fund) in the 2016, 2017 budget.

Recreation Enterprise Fund: The Recreation Enterprise Fund provides for the City’s recreation programs and activities. These services are paid for by users’ fees that are partially cost covering. Some General Fund contribution is required due to market constraints in pricing services. Activities include Recreation Services, Youth and Adult Sports, Fitness and Wellness, George M. Silliman Community Activity Center Phase II, Family Aquatic Center, General Community and HUman Services, Youth and Teens and Seniors Activity.
Appendix 3: Newark Business

City Business Initiatives

There are four development impact fees: Public Safety, Community Facilities, Transportation, and Housing

- Additional info: http://www.newark.org/images/uploads/comdev/pdfs/ImpactFees%20-%20Updated%20and%20Effective%20August%202016.pdf (this link is not working. Need to check it out and make it work.)

- The Bay Area Green Business Program helps small to medium businesses go green
  - 2 have so far (cafe, career center)

**Economic Development Programs:**

**Local:**
- Preliminary Plan Review (PPR): (to expedite business development) involves submitting six site plans, floor plans, and elevations of your project which are then routed to all City divisions for comments and proposed conditions of approval.
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**Regional:**
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(ABAG)

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5-Year Budget Forecast Information (2016-2021)

The city has a strategic location in the East Bay side of Silicon Valley cities. The Manufacturing sector includes a range of companies located in the technology and light industrial areas of the city. There is a 574,000 sq.ft. Amazon Fulfillment Center employing 400; NeFab North America’s West Packaging Center, a leading provider of global packaging solutions in the telecom, energy, healthcare, vehicle and aerospace industry segments; Morpho Detection, leader in the global provision of technology detection solutions to airports for explosives, narcotics and other dangerous substances; and many others.

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Top 10 Employers in Newark are:
Company Name            Employee Count
Newark Unified School District     700
Logitech                          689
Amazon                             400
WorldPac                           280
Full Bloom Baking Company          280
Risk Management Solutions          270
Smart Modular Technologies         249
Morpho Detection                   208
Cargill Salt                       182
City of Newark                     176
Valassis (formerly ADVO)           166

City of Newark, Planning and Economic website
Amenities/Facilities
There are a number of facilities available to the community and visitors, including: 15 parks, 27 tennis courts, 50 assisted living homes, 6 hotels, a community college, a community activity and aquatic center, a library, health center, and more.

• Smart Storage Systems, Inc: Digital Storage Company with leading flash technology
• Logitech: Opened in Pacific Research Center
• Membrane Technology and Research: develops and produces membrane-based separation systems for the petrochemical, natural gas, and refining industries.
• Sensable Motion, LLC: specializing in electromechanical system design
• Unigen Corp: specializes in the design and manufacturing of custom enterprise.
• Depomed: pharmaceutical company focused on development and commercialization of products.
• 85-C: a Taiwan-based cafe and bakery.

References:


Business in Old Town Project Area

<table>
<thead>
<tr>
<th>Business</th>
<th>Address</th>
<th>Phone Number</th>
<th>Type of Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Realty Partners</td>
<td>6537 Thornton Ave</td>
<td>(844) 746-6777</td>
<td>Office</td>
</tr>
<tr>
<td>AllCare Veterinary Hospital</td>
<td>6625 Thornton Ave</td>
<td>(510) 791-8387</td>
<td>Personal Services</td>
</tr>
<tr>
<td>Allstate Insurance: Ray J. Rodriguez</td>
<td>6657 Thornton Ave</td>
<td>(510) 794-7997</td>
<td>Office</td>
</tr>
<tr>
<td>Kingdom Hall of Jehovah's Witnesses</td>
<td>6536 Thornton Ave</td>
<td>(510) 494-1404</td>
<td>Personal Services</td>
</tr>
<tr>
<td>Automotive Service &amp; Repair, Inc.</td>
<td>6714 Thornton Ave</td>
<td>(510) 745-7178</td>
<td>Retail</td>
</tr>
<tr>
<td>Western Union 6714 Thornton Ave Ste A</td>
<td>(800) 325-6000</td>
<td>(510) 793-8120</td>
<td>Retail</td>
</tr>
<tr>
<td>Madeira Discount Liquors</td>
<td>6714 Thornton Ave Ste A</td>
<td>(510) 791-9891</td>
<td>Retail</td>
</tr>
<tr>
<td>Shell 6788 Thornton Ave</td>
<td></td>
<td>(510) 792-9909</td>
<td>Personal Services</td>
</tr>
<tr>
<td>ATM 6714 Thornton Ave</td>
<td>n/a</td>
<td></td>
<td>Retail</td>
</tr>
<tr>
<td>Jacques Cafe &amp; Lounge</td>
<td>6991 Thornton Ave</td>
<td>(510) 797-4662</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mexico Tortilla Factory</td>
<td>7015 Thornton Ave</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Type</td>
<td>Name</td>
<td>Address</td>
<td>Phone</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------</td>
<td>--------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Susie’s Bridal Supplies</td>
<td>7155 Thornton Ave</td>
<td>(510) 792-4993</td>
</tr>
<tr>
<td></td>
<td>New Ocean Restaurant</td>
<td>7179 Thornton Ave</td>
<td>(510) 795-9798</td>
</tr>
<tr>
<td></td>
<td>All Star Hamburgers</td>
<td>6950 Thornton Ave</td>
<td>(510) 793-3700</td>
</tr>
<tr>
<td></td>
<td>Phan’s Smog Shop</td>
<td>6938 Thornton Ave</td>
<td>(510) 794-0384</td>
</tr>
<tr>
<td></td>
<td>Pupuseria y Taqueria Rosita</td>
<td>7036 Thornton Ave</td>
<td>(510) 846-9044</td>
</tr>
<tr>
<td>Old Town Laundromat</td>
<td>Old Town Laundromat</td>
<td>7198 Thornton Ave</td>
<td>(510) 796-0630</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Green Furniture</td>
<td>7180 Thornton Ave</td>
<td>(510) 796-1286</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Noma’s Flower Shop</td>
<td>7058 Thornton Ave</td>
<td>(510) 793-7255</td>
</tr>
<tr>
<td>Retail</td>
<td>Greenback Pawn Shop</td>
<td>7012 Thornton Ave</td>
<td>(510) 745-9696</td>
</tr>
<tr>
<td>Retail</td>
<td>Olive Auto Services</td>
<td>37049 Olive St</td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td>Victoria Magnetics Inc</td>
<td>37021 Olive St</td>
<td>(510) 386-0184</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Newark Moose Lodge</td>
<td>6940 Rich Ave</td>
<td>(510) 791-2654</td>
</tr>
<tr>
<td>Restaurant</td>
<td>La Cabana</td>
<td>7163 Rich Ave</td>
<td>(510) 792-2600</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Landru Chocolates</td>
<td>7183 Rich Ave</td>
<td>(510) 258-9645</td>
</tr>
<tr>
<td>Personal Services</td>
<td>Classic’s Barbershop</td>
<td>7187 Rich Ave</td>
<td>(510) 894-0547</td>
</tr>
<tr>
<td>Retail</td>
<td>7 Eleven</td>
<td>7288 Thornton Ave</td>
<td>(510) 790-0476</td>
</tr>
<tr>
<td>Retail</td>
<td>National Petroleum</td>
<td>7275 Thornton Ave</td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td>Starbucks</td>
<td>7324 Thornton Ave</td>
<td>(510) 742-8005</td>
</tr>
<tr>
<td>Restaurant</td>
<td>New King Eggroll</td>
<td>7372 Thornton Ave</td>
<td>(510) 494-8003</td>
</tr>
<tr>
<td>Retail</td>
<td>Santa Fe Foods</td>
<td>7356 Thornton Ave</td>
<td>(510) 793-1430</td>
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<tr>
<td>Restaurant</td>
<td>Subway</td>
<td>7388 Thornton Ave</td>
<td>(510) 857-0110</td>
</tr>
<tr>
<td>Restaurant</td>
<td>3rd Millineum</td>
<td>7321 Thornton Ave</td>
<td>(510) 744-0788</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Newark Portuguese Sport Club</td>
<td>7355 Thornton Ave</td>
<td>(510) 794-4636</td>
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<tr>
<td>Personal Services</td>
<td>George’s Barber Shop</td>
<td>36945 Sycamore St</td>
<td>(510) 797-7427</td>
</tr>
<tr>
<td>Restaurant</td>
<td>La Pinata Mexican Restaurant</td>
<td>7383 Thornton Ave</td>
<td>(510) 790-1531</td>
</tr>
<tr>
<td>Government</td>
<td>Alameda County Fire Dept Station 28</td>
<td>7550 Thornton Ave</td>
<td>(925) 833-3473</td>
</tr>
<tr>
<td>Personal Services</td>
<td>Self Serve Power Wash</td>
<td>7541 Thornton Ave</td>
<td>(510) 608-4733</td>
</tr>
<tr>
<td>Retail</td>
<td>City Auto Sales &amp; Repair</td>
<td>36964 Ash St</td>
<td>(510) 796-0900</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Chef Wu Restaurant</td>
<td>36926 Sycamore St</td>
<td>(510) 713-8688</td>
</tr>
</tbody>
</table>

# on Thornton 31 / 40 = 78% 0.775
Appendix 4: Circulation

Old Town Newark’s circulation is dominated by Thornton Avenue, a three- to four- lane arterial road that traverses Newark from SR 84 to I-880. It is one of the busiest roadways in Newark. The project area includes the portions of Thornton Avenue between Ash Street (to the West) and Cherry Street (to the East). Another major arterial within the project area is Sycamore Street, a two lane collector street that parallels the railroad tracks and currently features bike lanes and on-street parking along its length. Currently the project area contains truck routes and acts as a throughway for many vehicles traveling to highways, while facilities for bicyclists or pedestrians are limited.

Figure 5-1: Map of Transportation in the Newark Region
Source: Newark General Plan (2006)

5.1 Automobiles

Newark today remains an automobile-oriented City, accounting for vast majority of trips taken. Traffic counts for Thornton Avenue throughout the City of Newark are displayed below. The project area includes all of Section 82 (Cherry Street to Sycamore Street) and a portion of Section 83 (Sycamore Street to Willow Street). The following chart displays data from 2002 and 2012.

Table 5-1 - Traffic Counts Newark General Plan (2006)
The speed limit for Thornton Avenue throughout the project area is 25-35 mph.

Parking availability is also an important factor where automobiles are concerned. Current parking requirements for residential units are approximately 2 spaces per unit. In a mixed-use building in the Old-Town area, parking minimums for residential units would potentially be slightly decreased, and parking minimums for commercial units could potentially be removed entirely.

5.2 Pedestrians

Currently, multiple intersections and curbsides are identified as needing improvement within Old Town Newark. The primary need for these improvements are obstructions in the sidewalk (usually a pole). The following pedestrian improvement project is identified by the City of Newark as being a high priority, and is located within the project area:

Thornton Avenue at Ash Street, crosswalk marking.

Generally, Newark has a moderate number of daily walking trips. In the future, a slightly greater percentage of trips in Newark will be made by walking, but overall, it is predicted that most forms of travel within the City of Newark will be performed by other modes of transportation. There is a strong desire to see wider, safer pedestrian facilities in Old Town Newark.

<table>
<thead>
<tr>
<th>Table 4-1. Estimated Current and Future Number of Daily Walking Trips in Newark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Trips</strong></td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Walking Trips</td>
</tr>
</tbody>
</table>

5.3 Trucks

The following figure demonstrates the numerous roads designated as truck routes in and around Old Town Newark. The Project area located at the bend in Thornton Avenue between Sycamore and Cherry Streets contains a truck route throughout the area on Thornton, as well as Sycamore.
5.4 Bicycling
Currently, the city of Newark is in the process of updating their bicycle master plan. Their plan calls for more bike paths and lanes throughout the city, and identifies key bicycle projects that would improve the city’s active transportation network. The following bicycle project has been identified as being a high priority for the city, and the project area is located within this stretch of road:
Thornton Avenue, between Willow Street and Mayhew’s Landing Road: Install Class II Bicycle Lanes. A road diet on Thornton would present opportunities for improved bicycle facilities. In addition, the city is proposing new bicycle parking requirements. These proposed requirements for relevant and predicted activities within Old Town Newark are displayed below.
Figure 5-1: Bicycling Existing Conditions
Source: Newark General Plan (2006)

<table>
<thead>
<tr>
<th>Table 3-3. Proposed Bicycle Parking Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of Activity</strong></td>
</tr>
<tr>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Residential</td>
</tr>
<tr>
<td>Single Family Dwelling</td>
</tr>
<tr>
<td>Multi-family Dwelling – with private</td>
</tr>
<tr>
<td>garage for each unit</td>
</tr>
<tr>
<td>Multi-family Dwelling – without</td>
</tr>
<tr>
<td>private garage for each unit</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Retail - General food sales or</td>
</tr>
<tr>
<td>groceries</td>
</tr>
<tr>
<td>Retail - General retail</td>
</tr>
<tr>
<td>Office</td>
</tr>
<tr>
<td>Auto: Related – automotive sales,</td>
</tr>
<tr>
<td>rental, and delivery; automotive</td>
</tr>
<tr>
<td>servicing; automotive repair and</td>
</tr>
<tr>
<td>Civic: Cultural/Recreational</td>
</tr>
<tr>
<td>Non assembly, cultural (library,</td>
</tr>
<tr>
<td>government buildings, etc)</td>
</tr>
<tr>
<td>Assembly (church, theaters, parks,</td>
</tr>
<tr>
<td>etc)</td>
</tr>
</tbody>
</table>

Source: Newark General Plan (2006)
5.5 Buses

Although AC Transit serviced more routes in the past, only one AC Bus serves Old Town Newark currently (Route 200). Its route is in the shape of a horseshoe between the Union City BART to Fremont BART by way of the following streets:

Decoto Road, Newark Blvd., Thornton Ave., Filbert St., Central Ave., Cedar Blvd., NewPark Mall, Mowry Ave., and Civic Center Dr.

5.6 BART

The two closest BART stations to Old Town Newark are the Fremont Station (3+ miles) and the Union City Station (4+ miles). Due to the distance from the neighborhood and project site involved, BART will most likely not be a major component in enhancing Old Town Newark. Despite this, Old Town residents desire strong connections from the project area to BART stations.

5.7 Heavy Rail

By contrast, a large number of rail lines run through and along the edges of the project area. For the most part, these tracks owned and operated by Union Pacific. Passenger service, in the form of the Altamont Corridor Express, runs along the tracks on the southern boundary of the project area, and the nearest station is located 2.5 miles away in Fremont. It is important to note that all railroad crossings in and around the Old Town Project Area are at-grade. Any grade separations made in the future will significantly alter the visual character of Old Town Newark.

In the long term, Newark would be the site of the eastern terminus of the completed Dumbarton Rail Corridor bridge. The bridge is currently unused, but if renovated, the SF Peninsula and the East Bay would be connected by passenger rail by way of Palo Alto and Newark. If passenger rail service ever comes to this route, a passenger rail station within Newark, and close to Old Town, could be considered. A (Transportation-Oriented Development) TOD is planned and is being built near the Dumbarton Bridge, anticipating the future station for the rail system sitting within the development.

Currently, the project is stalled, through local agencies (SMCTA) and private parties (Facebook) have recently expressed interest in reviving the project. However, due to the length of time any significant rail improvements would take to implement, rail access should not be considered as an option for improving Old Town Newark at the present time. (Though problems related to the presence of multiple rail lines in the area should be kept in mind.)
Appendix 5: Housing

This report is a synthesis of the Housing Element 2015, the Old Town Infill Housing Study, the Dumbarton TOD Form Based Code Ch.4 and Parks. These documents reveal how existing codes, reports, and data can impact the project area.

The Housing Element
Title: City of Newark Housing Element Update 2015
Author: City of Newark
Date: 2015

Introduction

The Housing Element is part of the General Plan for the City of Newark and it helps set the guidelines for what happens in the City. The Element states its purpose as supporting the vision of:

"...assuring safe, decent, affordable shelter is provided for all Newark Residents. The Element places a particular emphasis on housing affordability to lower income Newark residents and residents with special needs, including seniors and persons with disabilities (Housing Element, pg: H-1)."

The Element includes an evaluation of housing needs based off demographics and conditions, identifies sites sufficient to accommodate the City’s share of the region’s housing needs over the next 8 years, and evaluates constraints to housing production and establishes measures to ease constraints (pg: H-1).

In total, the Element seeks to present a comprehensive picture of housing issues facing Newark today, as well as a plan for addressing those issues, while meeting state requirements (pg: H-1).

Analysis of the Document

This analysis examines housing characteristic and typology, affordability, and opportunity sites for creating multifamily workforce or affordable housing in the neighborhood area and on the project site.

Housing Characteristics and Typology

In 2010, Newark had a total of 13,414 housing units of which 10,864 or 81% were single-family attached and detached houses. The remainder of the housing stock was made up of 2,550 multifamily units (pg: H-17). The housing type built in Newark has changed over time and beginning in the 1980s most constructed houses were attached single-family houses (condominiums and townhouses). Attached single-family houses soon became detached single family houses and the trend of detached family houses continues to today. This has resulted in fewer units than could have been developed if densities had been higher. However, many of new detached single-family houses were on small lots with densities that were comparable to the townhouse developments of the 1980s (pg: H-18).

The number of persons per household has increased in Newark from 3.26 persons per household in 2000 to 3.28 persons per household in 2010. After 2010, it is predicted that the number of persons per household in Newark will increase to 3.33 in 2020, and increase again to 3.38 in 2030 (pg: H-19).

Table H-33, (pg: H-40) of Newark’s Housing Element, shows the number of owner-occupied and renter-occupied housing units broken down by the number of people in each household; Figure H-8 (pg: H-40) shows the data in a graphical format. At all household sizes, in keeping with the city’s general trend, homeowners outnumber renters. The largest share of renter-occupied households (26.2%) consists of five or more people; two-person households make
up the second-largest share (21.7%), slightly outnumbering households of one, three, or four people.

The average household size in Newark (3.28) is slightly larger than the average for Alameda County (2.77). As of 2012, 605 housing units in the city were designated as overcrowded, and the Housing Element speculates that most of the overcrowded units were occupied by households of five people or more. However, 2012 data also indicates that 71.4% of Newark housing units have at least three bedrooms. Presumably, the city’s large households are as much an effect of the housing supply as they are a cause of it.

Most of Newark’s housing stock is not multi-family but single family. Most single family homes are in good condition, although some homes have been poorly maintained, often when owned by absentee landlords.

Newark has programs for homeowners to address these problems. Newark’s Senior Center has a volunteer program that provides approximately 20 low income senior citizens with assistance each year.

According to Joint Ventures Silicon Valley’s 2013 “Index of Silicon Valley”, the affordability of housing in Silicon Valley is in decline. The great recession temporarily reversed a trend of steadily declining housing affordability, but housing prices have since rebounded along with unaffordability. From 2010 to 2013, rents increased 50% faster than median household income in Newark (pg: H-23).

Affordable housing is defined as housing that costs 30% or less of monthly income. The following table (H-25) shows data from the 2012 Census on the percent of owners and renters paying more than 30% of monthly income for housing by income categories (pg: H-28).
Table H-25 shows that in 2012 nearly 39% of homeowners and 47% of renters were paying more than 30% of their monthly income for housing. 81% of renters with income less than $20,000 paid more than 50% of monthly income for housing. For both homeowners and renters, incomes had to reach $75,000 before households overpaying dropped to 30% or less. At the higher incomes, homeowners were more likely than renters to be overpaying for housing. Homeowners comprise about 68% of the households and 64% of the over-payers; conversely, renters comprise about 32% of the households and 37% of the over-payers. More than a third of Newark households paid too much for housing, and the problem was most severe for low-income renters (pg: H-29).

The table below (H-26) shows that a large portion of lower income households are paying more than 30% their income for Housing. The Association of Bay Area Governments (ABAG) suggests that jurisdictions determine housing affordability using income limits for a family of four provided annually by HCD for each county (pg: H-29).

<table>
<thead>
<tr>
<th>% of Total Households</th>
<th>Total Lower Income Households (Less than 30% AMI)</th>
<th>31.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower income renters</td>
<td>1,698</td>
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</tr>
<tr>
<td>Lower income owners</td>
<td>2,075</td>
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</tr>
<tr>
<td>Lower income households paying more than 30%</td>
<td>2,740</td>
<td>21.1%</td>
</tr>
<tr>
<td>Lower income renter HH overpaying</td>
<td>1,210</td>
<td>9.3%</td>
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<tr>
<td>Lower income owner HH overpaying</td>
<td>1,530</td>
<td>11.8%</td>
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<tr>
<td>Extremely Low Income (0-30%)</td>
<td>7,30</td>
<td>5.6%</td>
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<tr>
<td>Income between 30%-50%</td>
<td>8,25</td>
<td>6.3%</td>
</tr>
<tr>
<td>Income between 50%-80%</td>
<td>1,185</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

The Element identified households with incomes of less than 30% of the Area Median Income as extremely low income households (pg: H-42-H-43.) Most such households are recipients of disability or social security insurance, but they do include some working households - the annual income of a full-time employee at California’s 2014 minimum wage is $18,712, about $1,000 below the extremely low income threshold for a single person household in Alameda County. The threshold increases with household size.

The table () lists the Alameda County income limits in February 2014 for each of the income categories based off a median income of $93,500. The table also shows the monthly housing cost at 30% of monthly income. It shows that in February 2014, a very low-income family of four should not pay more than $1,169 a month for housing. A low-income housing family could afford to pay between $1,169 and $1,690 for housing and a moderate-income family could afford housing costing $2,338 to $2,800 per month (H-30).

In 2014 it was found that the median mortgage for a house was $1,663 per month. Since half the houses are for
sale at or less than the median price, it is reasonable to assume that many moderate-income families of four could afford to purchase a house (H-30-H-31).

Rents for 2 to 4 bedroom units in summer 2014 ranged from $1,020 to $3,200. Most of the units for rent were single-family homes suitable for a family of four. At these rents, low and very low-income families would have difficulty finding housing they could afford (H-31).

The Regional Housing Needs Allocation (RHNA) for the San Francisco Bay Area for 2014-2022 requires Newark to identify and zone land necessary to permit the construction of 1,078 new housing units, including 497 low- and very low-income units. Table H-28 (pg: H-33) provides a detailed breakdown of the housing allocation. It should be noted that while the city is required to allow the construction of this housing and facilitate it through zoning, it is not actually required to provide the housing. Construction is left to the market; if the market does not take the opportunities provided by the city, the city holds no responsibility. At present, while there has been very little recent construction in Newark, the city has identified and zoned the land necessary to meet its RHNA requirements and is working to advance entitlements for upcoming projects.

The city has identified households with incomes of less than 30% of the Area Median Income as extremely low income households. (See Housing Element, p. 42-43.) Most such households are recipients of disability or social security insurance, but they do include some working households – the annual income of a full-time employee at California’s 2014 minimum wage is $18,712, about $1,000 below the extremely low income threshold for a single person household in Alameda County. The threshold increases with household size; a four-person household with an income of $25,072 or lower also qualifies as extremely low income.

As of 2012, Newark was home to 1,165 extremely low income households, making up 9% of the total population. About half of extremely low income households spend over half of their income on housing, a situation particularly prevalent among renters. Table H-35, taken from page H-43 of the Housing Element and shown after the page break, goes into additional detail.

For the purposes of housing need projections, the city presumes that 50% of its very low-income housing needs are extremely low-income households. The RHNA for Newark indicates a need for 330 very low-income housing units; thus, the city is projected to require 165 extremely low-income housing units.

Disabled residents, seniors, and female-headed and single-parent households all face disproportionate housing-related financial pressure. Pages H-34 - H-41 of the Element go into additional detail on the unique needs associated with each of these groups.

An estimated 4,264 homeless individuals lived in Alameda County as of 2013; 1,927 were
sheltered and 2,337 were unsheltered. This represents a decrease from previous years. Women make up approximately 13% of this population (a significant decrease from 41% in 2003), and children approximately 18%. About a quarter of homeless individuals are estimated to have severe mental illness, and about a third deal with substance addictions (pg: H44 - H45.) One permanent homeless shelter operates in the city of Newark, and another shelter in Fremont also serves the local homeless population. However, the Newark shelter exceeds capacity by over 50% (20-25 people) every night, and the Fremont shelter has a months-long waiting list.

Opportunity Sites
The City has taken plans to increase affordability within the city and it is laying plans to create more.

As required by a 1989 addition to the housing element law, Newark has analyzed the need to preserve assisted housing. At the moment, the only assisted housing project in the city is Newark Gardens, a 200-unit housing project operated by Satellite Senior Homes for low- and very low-income seniors. All 200 units are protected by an Option and Development Agreement executed by the city on May 14, 1981 and applied to the new units constructed in the early 1990s. There is no deadline on the affordability requirement; therefore, no program to preserve existing assisted housing in Newark is needed (H-31).

The City of Newark has approved the SHH project, which aims to build 74 affordable senior housing units, along with 88 townhome/condominium units, and a 15,000 square foot retail building, to be located on approximately 8.09 acres along Enterprise Drive and Willow Street. This project will have a permanent deed restriction, so no program to preserve these assisted housing units will be necessary (H-32).

Newark participates in Alameda County’s Multifamily Rehabilitation Program, and has tried to encourage multifamily homeowners to participate. The program is funded with Community Development Block Grant (CDBG) monies, meaning that over half of the units would need to be occupied by low or moderate households with restricted rents (pg: H-22).

Newark also participates in the Alameda County Housing Rehabilitation Program which provides grants and loans for low-income homeowners to carry out minor home repairs or significant rehabilitation (pg: H-23).

Pages H-46 and H-47 of the Element identify the zoning and density requirements for future affordable housing development. According to state law, land with permitted density of 30 units or more per acre is presumed to accommodate low- and very low-income units. As of the Element’s adoption in 2015, the General Plan defines high density as 25-60 units per acre. The Housing Element proposes increasing the lower bound to 30 units, ensuring that all areas thusly zoned are suitable for low-income housing. Additionally, there are no limits to housing density on lots zoned for mixed use, although requirements such as setbacks, height limits, and parking effectively impose a 60 unit per acre maximum. (pg: H-46.)

The following map, taken from page H-50 of the Element, shows several sites identified for potential housing development. Three of those sites, labeled M, N, and O, fall into our project’s boundaries. They are described on pages H-57 – H-59; a summary of each follows the map.
Site M consists of three parcels forming a triangle immediately to the west of the railroad. One parcel is vacant, one is home to a car wash, and one is occupied by a building formerly used as a bed store. All three are zoned for Limited Mixed Use. If built out, the site is estimated to accommodate 22 new housing units.

Site N, located on Thornton Avenue from the railroad to Cherry Street, is the center of our project area. It is currently home to 14 housing units, along with office, retail, and vacant lots. Assuming mixed use development consisting of 3- to 4-story buildings, the site is expected to include around 300 housing units when fully built out. However, given the size of the district and the complexity of developing the area in a market economy while respecting existing businesses, it may be several decades before buildout is achieved.

Site O, the unbuilt second phase of an adjacent multi-unit development, is located at the southern edge of the project area, between Sycamore Street and Magnolia Street. Once completed, it is expected to hold 54 additional units.

Most of the affordable housing in Newark is not protected by public agreements or subsidies. Increases in market rents and the price of housing threaten the future affordability of currently affordable housing. To conserve its stock of affordable housing, Newark participates in the Section 8 rent subsidy program and the Alameda County housing rehabilitation program. The rehabilitation program helps conserve affordability by helping owners with maintenance costs. On the case of rental properties this can prevent rent increases (H-32).

Conclusions and Implications
Newark is facing a serious housing affordability crises. The Element shows that in 2012 nearly 39% of homeowners and 47% of renters were paying more than 30% of their monthly income for housing. 81% of renters with income less than $20,000, paid more than 50% of monthly
income for housing. However, it is reasonable to assuming many moderate-income families of four could afford to purchase a new home. While rents of 2 to 4 bedrooms that would be affordable for low and very-low families would be nearly impossible to find.

RHNA has made requirements for the City of Newark, requiring 165 extremely low-income housing units. This is a goal that has to be kept in mind while making alternatives.

The City has a variety of tools at its disposal to try to create more affordable housing. The Alameda County’s Multifamily Rehabilitation Program, Newark’s Senior Center has a volunteer program, and the Alameda County Housing Rehabilitation Program.

Though the City has tools at its disposal to implement change it faces other issues. Most of the affordable housing in Newark is not protected by public agreements or subsidies. Additionally, changes it can recommend through zoning doesn’t have to occur, construction is left to the market.

The City has identified three sites which have potential for housing development in our project’s boundaries. These suggestions should inform the alternatives which we create:

Site M: Expected to accommodate 22 new housing units

Site N: Assumes mixed use 3 to 4 story buildings with around 300 housing units. Due to economic challenges, they don’t expect full build-out for several decades

Site O: Expected to hold 54 additional units

Part of our plan must deal with the affordability crises occurring in Newark. There are a variety of tools at our disposal we can use to try to deal with this crisis. In the Housing Element, specific locations within our project area have been mentioned which should be kept in mind.
Appendix 6: Overview of The General Plan

NEWARK CALIFORNIA GENERAL PLAN
ADOPTED December 12, 2013

CONSULTANTS
The Planning Center/DC&E, Overall Project Management and EIR
Barry J. Miller, FAICP, General Plan
Hexagon Transportation Consultants

Elements

Land Use

Goal 1 - Quality of Life. Maintain a desirable quality of life by preserving a small town, neighborhood-oriented atmosphere and sustaining a balanced mix of land uses.

Policies

• Balance of Uses. Maintain a balance of land uses so residents can live and work within close proximity to shopping, educational, personal, health, entertainment, and recreational needs.
• Growth Focus Areas. Achieve a future growth patterns in Old Town which include new neighborhoods on vacant land and infill development in transit served areas.
• Jobs-Housing Balance. Balance housing and job growth with a mix of housing types that meet the need of the workforce.
• Coordinating Land Use and Transportation Decisions. Coordinate land use and development decisions with the current and future capacity of the transportation system.
• Strengthening the Retail Base. Diversify the retail base of the city to create jobs, generate tax revenue to support city services, and enable residents to find goods and services without leaving Newark.
• Housing Opportunity Sites. Ensure adequate sites are provided for private and nonprofit sectors to develop housing for seniors, persons with disabilities, and lower income households that is compatible with existing uses and neighborhood character.
• Park and Recreation Expansion. Expand park and recreational space to keep pace with population growth and leisure time of residents.
• Vacant and Underutilized Sites. Encourage development of Newark’s remaining vacant lots and underutilized sites for their highest and best use, consistent with the General Plan.
• Centers. Create vibrant centers within Newark that provide focal points and gathering places for neighborhoods, and create identity and a stronger sense of place.
• Large-Scale Development. Plan and design Newark’s remaining large-scale development sites with a mix of uses in a manner which sensitively integrates these areas with existing uses and adjacent neighborhoods, to promote walking, bicycling, and transit use.
• Easements. Limit activities within public utility easements to open space, open storage, linear parks, and utility functions only.
• Mixed-Use. Provide opportunities for development combining residential and commercial uses in areas where the impacts can to land use and neighborhoods can be sufficiently mitigated.
• Planned Unit Development. Use this approach to accommodate attractive, creative development on sites where traditional zoning standards do not achieve the best design solution.
• Sustainable Development Emphasis. Ensure new development incorporates green building and sustainable design principles and encourage renovation of existing development to use water and energy more efficiently.
Actions
- Fiscal Impact Studies. Evaluate the public facility needs and costs of new development, the likely revenue to be generated by that development, and sources of financing available for new public facilities.
- Minimum Densities. Set minimum residential densities in all areas designated for medium- to high-density residential use, and for mixed-use development.

Goal 2 - Land Use Compatibility. Ensure compatibility between adjacent land uses.

Policies
- Context-Sensitive Design. New structures, additions, and major renovations are aesthetically compatible with existing structures and context.
- High-Quality Development. Maintain standards for medium and high density, as well as mixed-use development that ensure high quality development and adequate buffering and screening from nearby lower density uses.
- Buffering from Transportation Facilities. Ensure that the design of new residential development near rail lines, truck routes, freeways, or major thoroughfares includes setbacks, landscape screening, and provisions to minimize noise and air pollution.
- Traditional Land Uses. Create buffers between land uses which are incompatible.
- Scale Transition. Avoid abrupt transitions from taller buildings to low-rise buildings, especially where commercial and higher density housing abuts neighborhoods characterized by one-story homes. Avoid overpowering contrasts in scale and height.
- Design Guidelines. Maintain design guidelines and a design review process that applies to building and site design throughout the city.
- Relating Density to Transit Service. Allow higher residential densities in areas with more frequent and reliable public transit service, and ensure public transit is expanded where growth is projected.
- Accessory Uses in Employment Districts. Allow for accessory and secondary activities in Newark's business parks and industrial areas which meet the needs of the local workforce.
- Group Home and Day Care Uses. Allow small group homes for disabled persons and seniors in all residential zones.

Actions
- Development Regulations. Administer development regulations which ensure that infill development and renovation projects are compatible with adjacent land uses. Design Review Process. Consistently apply high standards of design to residential development and ensure development contains adequate landscaping, open space, parking, and recreational facilities.

Goal 3 - Community Standards. Protect the quality of Newark's residential neighborhoods.

Policies
- Involvement of Homeowners Associations and Neighborhood Groups. Engage Homeowners Associations, Neighborhood Groups, and civic organizations in efforts to abate nuisances and improve the appearance of the community.
- Housing Investment. Encourage continued investment and improvement in existing housing stock.
- Property Renovations. Upgrade existing structures and sites, particularly those located along major thoroughfares, where deficiencies in appearance can create a negative image of the city and/or impact property value.
Actions

- Housing Rehabilitation and Repair Programs. Publicize Alameda County’s housing rehabilitation and minor home repair programs.
- Beautification Programs. Undertake beautification and revitalization programs which improve the appearance of existing development through landscaping, streetscape improvements, and facade improvements.
- Boarded-up Homes. Investigate alternatives for addressing problems with houses that are boarded up or have persistent code violations.

Goal 4 - Community Design and Identity. Enhance Newark’s identity as a city of high quality development that is distinctive from other cities in the Bay Area.

Policies

- Strengthening Local Identity. Create a more cohesive and unifying streetscape and design theme in Newark's commercial districts as a way of strengthening their sense of place and distinguishing them from each other.
- Connectivity. Improve connectivity between neighborhoods and commercial districts so that city shopping areas function as neighborhood gathering places and focal points.
- Urban Centers. Create locations which are more urban and pedestrian oriented in character such as Old Town, that include mixed-use centers with retail, office, civic, and higher density housing uses.
- Gateways. High standards of design and appearance of development at major gateways and arterials.
- Streetscapes. Ensure that medians, sidewalks, planting strips and other areas within the right-of-way are attractively landscaped and well maintained.
- Lighting. Manage exterior lighting to reduce potential light and glare impacts, improve public safety, and enhance the character of the streetscape.
- Signage. High quality materials consistent for business, street, public, institutional, and wayfinding signs.
- Public Art. Use public art to commemorate Newark’s cultural diversity, history, and unique character.
- Civic Space. Develop spaces which contribute to community building and social interaction.
- Activating the Street. Incorporate streetscape features in the Old Town Newark area that support active street life a stronger sense of place.
- Fences and Gates. Ensure that fences, gates, railings, walls, and other site elements intended to provide safety, security, and privacy are designed to be compatible with each other, adjacent structures, and with the neighborhood context.

Actions

- Gateway Improvement Plans. Develop special design standards and improvement plans for entry points and gateways into the City, including Thornton Avenue. These standards should enhance landscaping, signage, and art.
- Lighting Improvements. Identify priority locations for lighting improvements along streets, in parks, and in public places to address public concerns about safety.
- Public Art Program. Continue to implement a public art program which installs art that is accessible or visible to the public.

Goal 5 - Historic Preservation. Identify, preserve, and maintain historic structures and sites to enhance Newark’s sense of place and create living reminders of the city’s heritage.
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Policies

• Preserving Important Buildings. Preserve historically and architecturally important buildings to enhance Newark’s character and sense of identity.
• Context-Sensitive Design. Repair, maintain, and expand structures to respect historic context.
• Adaptive Reuse. When use of older building is no longer feasible, encourage adaptive reuse.
• Historic Landscapes. Consider historic landscape features when evaluating historical significance.
• Preservation Events. Encourage efforts to celebrate Newark’s history and historic places.

Actions

• Incentives for Restoration. Work with property owners seeking to use state and federal incentives for the restoration and maintenance of historic properties.
• State and Federal Register Listings. Work with property owners seeking to place their properties on historic registrars.

Goal 8 - Old Town Newark. Strengthen Old Town Newark as a vibrant, cohesive mixed-use district that honors Newark’s history while embracing its future.

Policies

• Old Town’s Economic Niche. Establish a unique economic niche for the Old Town commercial district which recognizes its historic buildings, smaller parcels, and concentration of local-serving family owned businesses.
• Main Street Character. Strengthen the blocks of Thornton Avenue between Olive Street and the Union Pacific Railroad as Newark’s traditional “Main Street.” Establish zoning and design standards for properties facing Thornton Avenue which strive for continuous active ground floor uses, pedestrian amenities (such as transparent storefronts, wide sidewalks, and benches), and preservation of existing historic buildings.
• Thornton Avenue Infill. Encourage development of vacant and underutilized lots along Thornton Avenue to enhance the area’s role as a walkable business district. A mix of office, retail, and upper story residential uses should be encouraged.
• Old Town Architectural Design. Encourage architectural design in Old Town which is compatible with the prevailing styles of the area’s older buildings, and 20th Century architectural elements.
• Thornton Avenue Streetscape. Consider streetscape and traffic improvements to Thornton Avenue between the Union Pacific Railroad and Olive Street which improve pedestrian safety and comfort by reduce vehicle speed.
• Old Town Civic Space. Create civic gathering places, outdoor seating areas, fountains, and other public spaces in Old Town Newark which contribute to the area’s role as the historic center of the city, and make it a more attractive destination for Newark residents, workers, and visitors.
• Railroad Heritage. Commemorate the railroad’s role through architecture, historic preservation, and streetscape design.
• Old Town Residential Area. Beyond Thornton Avenue, create attractively maintained, well lit, tree-lined residential streets that encourage people to walk to Old Town.
• Merchant and Resident Involvement. Encourage the participation of merchants and residents of Old Town in the planning process and review of future use permits and large development projects.

Actions
Old Town Area Plan. Develop an Area Plan for Old Town Newark which addresses land use, urban design, transportation, economic development, and community service issues. The Area Plan should include a streetscape improvement plan for Old Town and should seek funding to build these improvements.

- Mixed-Use Zoning. Maintain zoning regulations and permitting procedures to advance the vision of the area as a historic, walkable, mixed-use neighborhood.
- Old Town Design Standards. Revise standards and guidelines for residential areas to ensure protection of the area's historic character. Guidelines should promote denser mixed-use development along Thornton Avenue and lower density development in the surrounding neighborhoods to reinforce historic, low scale context.
- Old Town Parking. Develop parking strategies which enable the development of small parcels without on-site parking. This could include creation of a parking district and development of a shared or municipal parking lot, allowances for in-lieu parking fees rather than on-site parking, and reduced parking requirements for certain types of commercial uses.
- Old Town Park/Plaza. Pursue development of a central park or plaza, with the potential to become a focal point for the Old Town area.
- George Avenue Street and Drainage Improvements. Seek alternative funding sources for street and storm drainage improvements for the Lindsay Tract (along George Avenue).
- Railroad Buffers. Consider the installation of fences or sound walls along the railroad tracks to reduce visual and noise impacts.

Transportation

Goal 1 - Complete Streets. Plan, fund, design, construct, operate, and maintain all transportation improvements to provide mobility for all users, appropriate to the function and context of each facility.

Policies
- Improving Travel Mobility for All. Create and maintain Complete Streets in order to ensure safe and convenient travel for all types of users.
- Context-Sensitive Design. The City will work with stakeholders to create a stronger sense of place on streetscapes and other transportation-related facilities.
- Incorporating Complete Streets Elements in Transportation Projects. Incorporate elements of Complete Streets in any alteration to street networks in order to make streets safer.
- Connections to the Regional Street Network. Improve safety and connectivity across jurisdictional boundaries.
- Transportation and City Identity. Major street rights of way should be attractively landscaped.
- Traffic Calming. Traffic calming features should be incorporated into the streetscape to increase safety.

Actions
- Best Practices in Street Design. Follow the City's adopted standards for street design. Modifications should consider Complete Streets principles.
- Complete Streets Procedures. Plan transportation projects consistent with local plans while incorporating stakeholder involvement in the design of new projects.
- Traffic Calming Program. Continue implementation of traffic calming measures.

Goal 2 - Pedestrian and Bicycle Circulation. Create a citywide pedestrian and bicycle network that provides safe access to destinations within the city, connects to an integrated regional network, and is accessible to users of all ages, abilities, and means.
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Policies
• Pedestrian Facilities. Improve sidewalk connectivity between residential and commercial areas and improve safety by creating marked crosswalks.
• Bicycle Network. Expand bicycle network in order to connect Old Town with other parts of the City.
• Pedestrian and Bicycle Provisions within New Development. Ensure safe and convenient bicycle and pedestrian access to new public and private developments.
• Pedestrian and Bicycle Safety. Improve actual and perceived pedestrian and bicycle safety.
• Railroad Crossings. Ensure future grade separated railroad crossings include sidewalks and designated lanes for bicycles.
• Bicycle Parking. Provide adequate bicycle parking in key locations throughout the City.

Actions
• Pedestrian and Bicycle Master Plan. Implement the Newark Pedestrian and Bicycle Master Plan. Utilize tech.
• Pedestrian Facilities and Bikeway Maintenance Program. Continue maintenance and upgrades to sidewalk and wheelchair accessible ramp infrastructure.
• Priority Areas for Pedestrian Improvements. Pursue pedestrian and bicycle access improvements in Old Town. Pedestrian scale lighting.
• Bicycle and Pedestrian Improvements at Signalized Intersections. Implement improvements at existing and future traffic signals.
• Bicycle Parking Requirements. Consider adopting bicycle parking requirements for residential and commercial projects.

Goal - 3 Public Transportation. Support safe, affordable public transportation which provides an alternative means of travel through Newark and convenient access to destinations throughout the Bay Area.

Policies
• Transit Diversity. Support a variety of transit types within the City.
• Transit and Special Needs Populations. Ensure local transit services meet the needs of mobility-impaired populations.
• Transit Stops. Coordinate with providers to maintain safe waiting environments.
• Improving Transit Reliability and Speed. Incorporate real-time bus information features to improve reliability and speed of transit.

Actions
• Para-Transit. Continue to support provision of quality para-transit to provide mobility to the disabled.

Goal - 4 Reducing Vehicle Miles Traveled. Reduce vehicle miles traveled and dependency on motor vehicles through land use and transportation strategies.

Policies
• Coordinating Land Use and Transportation. Support land uses and transportation investments to increase walkability and service from public transportation.
• Co-Location of Housing and Services. Locate high density and senior housing close to shopping and other services as well as public transportation.
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Home Businesses. Encourage shared offices.
Car Sharing and Bike Sharing. Promote bike and car sharing as an alternative to private auto ownership.
Telecommuting and Flextime. Encourage employers to reduce peak hour commute volumes.

Actions
Car Sharing Programs. Explore feasibility of car sharing programs in higher density developments.

Goal - 5 Vehicle Circulation. A safe, efficient, and well maintained network of roadways that facilitates vehicle travel in and around the City.

Policies
Road Hierarchy. Maintain a roadway hierarchy to ensure roads serve their intended functions.
Arterial Standards. Maintain standards for arterial streets that accommodate high volumes of through-traffic.
Collector Standards. Ensure businesses and neighborhoods have easy access to arterial roads.
Level of Service Standards. Strive for a Level of Service of D or better at all major intersections.
Transportation Improvements. Assess the need for transportation improvements to maintain Level of Service.
Connectivity. Encourage connectivity by avoiding dead-end streets and cul-de-sacs.
Transportation Efficiency. Implement transportation improvements that manage existing lane capacity to reduce the need to widen streets.
Pavement Maintenance. Maintain and repair road surfaces based on conditions and funding.

Actions
Signal Interconnect Projects. Install interconnected signal systems on major arterial streets where practical, including Thornton Avenue.

Goal - 6 Transportation and the Local Economy. Ensure that the City is well connected to the regional road, rail, air, and port systems, in support of local economic development and mobility goals.

Policies
Grade Separations. Reduce the number of at-grade rail crossings.

Goal - 7 Parking. Manage parking in a way that balances aesthetic, environmental, economic development, and quality of life goals.

Policies
On-Street Parking. Provide on-street parking on non-arterial City streets.
Parking to Support Local Business. Ensure adequate off-street parking is provided to promote local business development.
Parking Lot Location. Parking for new developments should be located to the side or rear rather than between buildings.
Shared Parking. Encourage the use of shared parking for different demand characteristics.
• Parking Lot Aesthetics. Highly visible parking lots should be attractively landscaped.
• Sustainable Design. Encourage parking lot designs which contribute to the City’s environmental quality goals.

**Actions**
• Parking Reduction Strategies. Consider strategies to ensure new developments do not provide excessive amounts of parking.
• Municipal Parking in Old Town. Explore public-private funding options for a municipal parking lot in Old Town.
• Variable Residential Standards. Establish residential parking standards which consider occupancy characteristics of future residents and proximity to public transportation in order to lower parking requirements.

**Economic Development**

**Goal 1 - A Resilient and Thriving Economy.** Sustain a thriving and growing local economy that is resilient to economic and financial cycles.

**Goal 2 - Vibrant Retail Districts.** Create vibrant retail districts that provide first class shopping, entertainment, and dining opportunities for Newark’s residents, workforce, and visitors.

**Policies**
• Old Town. Enhance walkability in retail, dining, and entertainment sectors; Transform into vibrant mixed use area with high and medium density residential.
• New Retail Districts. Create additional shopping opportunities in newly developed neighborhoods.
• Employee-Serving Retail. Improve accessibility between Newark’s employment centers and retail centers; Reduce retail business leakage to nearby cities.

**Actions**
• Old Town Strategic Plan. Prepare a strategic plan to address the transformation of Old Town into a vibrant mixed use district.

**Goal 3 - High Quality Office and Industrial Employment.** Provide a diverse mix of industrial and office-based businesses that generate high quality, high paying jobs and a positive revenue stream for the City.

**Policies**
• Local-Serving Offices. Encourage the development of secondary, lower-cost office space in districts such as Old Town Newark.
• Vacant Building Reuse. Strive for an economically healthy industrial and office vacancy rate.

**Goal 4 - Workforce Development.** Improve the skills and income earning capacity of Newark residents so they may find and keep jobs within Newark and surrounding Bay Area cities.

**Goal 5 - Promoting Newark.** Establish visibility and a positive public image of Newark.

**Policies**
• Cultural Diversity as an Amenity. Leverage Newark’s cultural diversity and large international population to draw quality restaurants, businesses, and visitors to the city.
Conservation and Sustainability

Goal 1 - Environmental Protection. Protect Newark’s natural environment, landscape, and physical features.

Policies
• Environmental Impacts of Development. Ensure that development minimizes its impacts on Newark’s environment and natural resources through sound planning, design, and management.

Goal 3 - Water Resources. Conserve and enhance Newark’s water resources.

Policies
• Protection of Water Resources. Ensure that land use decisions consider the availability of water for domestic and non-domestic uses, potential impacts on groundwater quality and recharge capacity, and potential off-site impacts.
• Containment of Contaminated Runoff. Regulate land uses such as auto dismantling, waste disposal, gas stations, and industries in a manner that minimizes the potential for hazardous materials to enter groundwater, surface water, or storm water.
• Integrated Pest Management. Minimize the use of pesticides herbicides, and other toxic materials in the maintenance of City parks, medians, and public spaces.
• Reclaimed or Non-Potable Water. Plan for the expanded use of non-potable groundwater and the eventual use of reclaimed water to supplement the local water supply.

Actions
• Low-Flow Plumbing and Irrigation. Strongly encourage and require the use of low flow plumbing fixtures and drought-tolerant plant palettes.
• Water Efficient Landscaping. Continue to implement the City’s Bay Friendly Landscaping Guidelines for water-efficient landscaping.
• Retrofitting Water Infrastructure. As funding allows, retrofit water infrastructure and landscaping on municipal property to reduce potable water use.
• Stormwater Controls. Implement stormwater runoff and retention controls in new development and construction projects that reduce pollution discharge.

Goal 4 - Urban Forest. Conserve and manage the City’s tree resources and urban forest.

Policies
• Tree Preservation. Maintain and improve City programs for protecting and preserving trees.
• Trees and Public Improvements. Manage the City’s trees in a way that preserves the life of public improvements such as curbs, gutters, and sidewalks.
• Street Trees as a Community Amenity. Encourage the use of street trees and landscaping to distinguish major thoroughfares and neighborhoods, beautify the city, encourage walking, and create a stronger sense of identity.

Actions
• Tree Planting and Maintenance Criteria. Review City’s street tree planting criteria, maintenance practices, and street tree list.
• Tree Planting in New Development. Use the development review process to implement tree planting requirements for new development.

Goal 5 - Greenhouse Gas Reduction. Reduce greenhouse gas emissions in Newark and make reduction of the City’s carbon output a high priority.
Policies

- Alternative Fuel Vehicles. Encourage the use of alternative fuel and electric vehicles and development of the necessary infrastructure for such vehicles to be viable.
- Reducing Non-Residential Transportation Emissions. Encourage the participation of the business sector in efforts to reduce greenhouse gases.
- Consideration of Climate in Transportation Planning. Consider potential greenhouse gas emissions impacts when making changes to the transportation system.
- Local Purchasing. Encourage residents to “buy locally”.

Actions

- Living Near Work. Work with local employers to explore programs and incentives for employees to purchase homes in Newark.
- Electric Vehicle Infrastructure. Support the development of additional electric vehicle charging stations and other infrastructure that makes electric vehicles more viable.

Goal 6 - Green Building. Reduce the impacts of buildings and development on greenhouse gas levels and the environment in general.

Policies

- Municipal Green Building. Incorporate green design methods and materials in new City projects, including the design of new municipal buildings and the renovation of existing buildings.
- Encouraging Greener Construction. Encourage greener construction methods and greater use of recycled-content materials in new residential, commercial, and industrial construction projects.
- Green Retrofits. Encourage and support Newark property owners seeking to retrofit their buildings to make them greener, more water-efficient, and more energy-efficient.
- Green Roofs. Encourage the use of green roofs and cool roofs as a way of reducing heating and cooling costs, and reducing stormwater runoff.
- Minimizing Impervious Surface Coverage. Minimize impervious surface coverage and related stormwater runoff in new development areas by allowing narrower roads and shared driveways, and by encouraging the use of pervious materials on driveways and parking areas. Other means of reducing urban runoff, such as rain barrels and bioswales, also should be encouraged.
- Cool Pavements. Encourage the use of cool (light colored) pavements to mitigate the heat island effect of development.

Actions

- Green Certifications. Provide resources and checklists to builders and contractors seeking to obtain green certifications through the City’s Building Department.

Goal 7 - Energy Conservation. Maximize opportunities for energy efficiency, conservation, and independence.

Policies

- Renewable Energy Sources. Expand use of renewable energy sources such as wind and solar by Newark residents and businesses, the City of Newark, and other government agencies.
- Designing for Energy Efficiency. Support building design, site planning, and subdivision design methods that reduce heating and cooling costs and achieve greater energy efficiency.
- Conservation Practices. Advocate for increased energy conservation by Newark
residents and businesses, including basic conservation practices and use of energy efficient appliances.

Actions
- Title 24. Enforce Title 24 and other energy efficiency and conservation standards when reviewing development and building permit applications.
- Energy Efficient Street Lighting. Continue to research energy reduction options for street lighting and parking lot lighting, including switching to light emitting diodes (LEDs).
- Climate Action Plan Programs. Implement Newark Climate Action Plan programs intended to reduce energy use.

Goal 8 - Solid Waste Management. Reduce landfilled waste through recycling, composting, and source reduction.

Policies
- Recycling Program. Actively promote recycling, composting, and waste reduction by providing for residential recycling and green waste containers and weekly curbside recycling pickup.

Actions
- Waste Reduction Program. Maintain a solid waste reduction and management program that is coordinated with and consistent with the Countywide StopWaste.org program.
- Construction and Demolition Debris. Reduce the amount of construction and demolition debris through mandatory construction and demolition recycling requirements.
- Recycling Receptacles in Public Spaces. As funding allows, provide recycling receptacles in parks and public spaces, in addition to trash receptacles.

Parks, Recreation, and Open Space

Goal 1 - Protection of Open Space. Protect Newark’s open space for a variety of purposes, including public recreation, the managed production of natural resources, protection of environmentally sensitive areas, aesthetics, and public safety.

Policies
- Public Open Space. Protect and enhance public open space
- Private Open Space. Encourage preservation of open space by private property owners
- Open Space and Community Character. Recognize open space as a contributor to community character
- Yards and Greenery. Enhance community beauty by providing adequate yards and landscaped areas
- Utility Easements. Encourage public utilities to retain easements in open space

Actions
- Environmental Review and Open Space. Utilize environmental review process to encourage open space and mitigate development impacts to such areas.

Goal 2 - Parkland Acquisition and Expansion. Expand and improve Newark’s parks and recreational facilities to meet existing and future needs.

Policies
- New Neighborhood Parks. Develop new neighborhoods parks where needed
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Parks in New Development. Require large-scale development to provide new parks. Use in-lieu fees when on-site parks are infeasible.

- Park Service Standards. Provide 3.0 acres of parkland per 1,000 population. Provide one park per 5,000 population, located within 1.2 mile of each residence. Provide one park per 15,000 population, located within 2 miles of each residence.
- Pocket Parks. Parkland dedicated to on-site pocket parks and play lots.
- Distinctive Park Character. Ensure every park and public space has unique character.
- Natural Features in Parks. New parks to respect and conserve important natural features.

Actions
- Park Impact Fees. Implement Quimby Act to enable the collection of in-lieu fees for park acquisition.
- New Park Facilities. Ensure newly developed neighborhoods have access to recreational facilities.
- Old Town Park. Consider new neighborhood park in Old Town.
- Donations of Money and Land. Develop programs to donate money or land for park expansion or development.
- Community Input. Seek public input for improved city parks and recreation programs.

Goal 3 - Park Management. Manage Newark’s parks in a way that enhances their natural qualities, conveys a positive image of the city and its neighborhoods, and fully meets the community’s recreational needs.

Policies
- Park Safety. Ensure parks maximize safety for users.
- Mitigating Off-Site Impacts. Mitigate adverse effects on surrounding neighborhoods such as noise, light, and parking.
- Park Landscaping. Maintain high standards of park landscaping.
- Park Maintenance. Ensure the regular and systematic maintenance of park grounds and facilities.
- Responding to Changing Needs. Provide recreational facilities and programs which meet the diverse and changing needs of Newark residents.
- Special Recreational Needs. Maintain recreation programs for special user groups such as disabled persons, seniors, and teenagers.
- Community Events. Hold community wide events such as concerts and festivals in city parks.
- Financing Park Improvements. Consider the use of bond measures and similar financing programs for acquisition and improvement of parkland and recreational facilities.

Actions
- Parks Master Plan. Develop a Newark Parks Master Plan, which evaluates local park facilities against National Recreation and Park Association standards.
- Sustainability in Parks. Expand sustainability practices at Newark’s parks.
- Dog Park. Recognize the growing demand for dog play areas in the City.
- ADA Compliance. Make continued efforts to comply with all provisions of the Americans with Disabilities Act (ADA) in the design and renovation of recreational facilities.

Goal 4 - Non-City Recreation Facilities. Maximize the benefits of non-City operated...
Policies
• Plazas and Pocket Parks. Provide small pocket parks, plazas, and courtyards where residents, workers, shoppers, and visitors can congregate.
• Temporary Uses. Allow for the temporary use of vacant developable land for recreational purposes and public events.
• Commercial Recreation. Encourage the development of private commercial recreational facilities.

Environmental Hazards

Goal - 1 Reducing Hazard Exposure. Reduce the potential for injury, harm, property damage, and loss of life resulting from environmental hazards.

Policies
• Development Regulations and Code Requirements. Establish and enforce development regulations to protect residents from flooding, earthquakes, and other hazards.
• Considering Hazards in Project Location and Design. Prohibit development in areas where there is potential risk from natural hazards that cannot be mitigated to acceptable levels.
• Hazard Awareness. Promote public awareness of hazards and provide resources to help homeowners to be better prepared for emergencies.
• Adequacy of Access. Require adequate access and clearance for firefighters and evacuation from new developments.

Actions
• Development Review. Review all development applications to ensure compliance with building safety codes.

Goal - 2 Geologic Hazards. Reduce risks to life and property associated with geologic hazards.

Policies
• Earthquake Safety in New Construction. Require new development to meet structural integrity standards which minimize the potential for damage during earthquakes.
• Seismic Retros. Encourage the retrofitting of existing structures to reduce the potential for damage during earthquakes.

Actions
• Mandatory Seismic Upgrades. Where feasible, require seismic upgrading of existing buildings when applications for renovation or use permits are filed.

Goal - 3 Flooding Hazards. Reduce risks to life and property associated with flooding.

Policies
• Maintaining Drainage Patterns. Prohibit development that would adversely affect drainage systems or create erosion impacts.
• Mitigating Downstream Flood Impacts. Design new developments to reduce potential for downstream flooding.

Actions
• Hydrologic and Drainage Studies. Require hydrologic and drainage studies for new development to identify measures that will reduce the risk of flooding.

Goal - 4 Hazardous Materials. Protect Newark residents and workers from the potential
adverse effects of hazardous materials.

Policies
• Hazardous Materials Source Reduction and Recycling. Undertake recycling and other household hazardous waste reduction programs.
• Railroad Cargo Safety. Work with Union Pacific and California Public Utilities Commission to ensure safe transport of hazardous materials along rail lines in Newark.

Actions
• Phase I Assessments. Require Phase I Environmental Site Assessment when a property is changed from an existing use to a more sensitive use, such as residential.


Policies
• Adequacy of Emergency Response Access. Avoid placing new development in areas where it is difficult to evacuate or provide emergency services.

Actions
• Grade-Separated Rail Crossings. Prioritize investments to reduce the number of at-grade railroad crossings to ensure access by emergency vehicles in the event an at-grade crossing is blocked.

Goal - 6 Maintaining Peace and Quiet. Maintain the peace and quiet of Newark neighborhoods and promote an environment where noise does not adversely affect sensitive land uses.

Actions
• Street Resurfacing to Reduce Noise. Conduct maintenance and resurfacing of city streets to reduce road noise due to deteriorated roads.

Goal - 7 Design of New Structures. Ensure that new structures/uses are designed and constructed to preclude excessive, inappropriate, and undesirable noise effects.

Policies
• Land Use Planning and Noise Compatibility. Use noise compatibility guidelines to plan appropriate land uses near existing uses that generate noise. New residential development should include noise mitigation.
• Reducing Exposure to Operational Noise. In new residential and mixed-use development, require stationary equipment to be placed in areas that reduce noise impact to living spaces. New Noise Sources. Require new developments with the potential to create noise to mitigate impact to off-site receptor properties.

Actions
• Acoustical Study Requirement. Require noise studies for new developments in areas where noise levels exceed acceptable levels for the proposed land use. Analysis should include mitigation measures for residential uses.
• Noise Mitigation. Use the development review process to ensure noise impacts are mitigated through setbacks and other mitigation strategies.
• New Development Near Railroads. Develop operating procedure that requires the evaluation of potential vibration impacts to new developments within 200 feet of a railroad track.
Health and Wellness

Goal 1 - Air Quality. Air Quality that meets state and federal standards and provides improved respiratory health for Newark residents.

Policies
- Reducing Exposure to Air Pollution in New Development. Use site planning and architectural design to reduce potential exposure of sensitive uses to major air pollution sources.
- Evaluation of Air Quality Impacts. Development should be located and regulated to minimize significant air quality related health risks.

Actions
- Air Quality Studies for New Development. Use the environmental review process to require mitigation of potential air quality impacts generated by new development.
- Restaurant Exhaust Systems. Require new restaurants located in mixed-use developments or adjacent to residential developments to install kitchen exhaust vents with filtration systems, re-route vents away from residential development, and use other accepted methods of odor control, in accordance with local building and fire codes.

Goal 2 - Fitness Through Design. A community in which physical fitness is supported and encouraged.

Policies
- Designing to Support Healthy Living. Support land use patterns and street designs that encourage physical activity and healthy living.
- Connectivity. Where cul-de-sac or dead-end streets are used in new development, there should be provisions for pedestrian and bicycle easements that connect through to nearby streets in adjacent areas.
- Access to Parks. Ensure that parks and recreation centers can be easily reached on foot or by bicycle.
- Health and New Development. Consider potential impacts on public health as new development is reviewed and approved.

Actions
- Gaps in the Sidewalk System. Evaluate gaps or deficiencies in Newark’s sidewalk and crosswalk system.

Goal 3 - Food Access. Access to healthy, affordable food for all Newark residents.

Policies
- Healthy Food Options. Encourage healthy food options in the city, including grocery stores selling fresh produce within 1 mile of all Newark residents.
- Farmers Markets. Support the development of farmers markets in the city, and allow such markets to locate on public land where appropriate.
- New Grocery Stores. Encourage new grocery stores to locate in those commercial areas nearest to where new housing is planned.
- Community Gardens. Encourage community gardens where appropriate.

Actions
- New Community Garden. Identify potential sites for new community gardens, including parks and schools.

Goal 4 - Access to Health Care. Access to affordable health care services and quality medical care for all Newark residents.

Appendix
Appendix

facilities for all Newark residents.

Policies

• Transit Access to Health Care. Work with AC Transit, private transit and paratransit services, and local hospitals to improve access from Newark to nearby hospitals and healthcare facilities.

Goal 6 - Social Capital. A civic culture that promotes meaningful engagement in public affairs and that creates a sense of pride in Newark among all city residents and businesses.

Policies

• Participation in Civic Life. Promote the participation of Newark residents, businesses, and organizations in civic life.
• Public Space. Support the use of existing public spaces and create new public spaces where residents can gather for outdoor events (concerts, art fairs, etc.) or to meet and congregate.

Goal 7 - Safety Through Design. Safe and secure neighborhoods and public spaces.

Policies

• Eyes on the Street. Design new development to encourage “eyes on the street” and discourage the potential for criminal activity.
• Development Lighting. Require lighting plans for new development that ensures that common spaces and parking areas are illuminated in a way that improves public safety.

Action

• Development Review for Safety. Incorporate Crime Prevention Through Environmental Design principles into project review procedures for new development and major renovation projects.
• Police and Fire Review of Proposed Development. Involve the Police and Fire Departments in the review of proposed development, and incorporate their recommendations to ensure safer designs.

Community Services and Facilities

Goal 1 - Community Services. Maintain community services and civic facilities that are readily accessible and respond to the needs of all Newark residents.

Policies

• Arts and Culture. The City supports the development of facilities for live performances, culture, and recreation.

Actions

• Performing Arts and Cultural Center. Explore the feasibility of developing a performing arts and cultural center.
• Cultural Programs. Support cultural programs.

Goal 3 - Services for Residents with Special Needs. Expand services for Newark residents with special needs, especially children and seniors.

Policies

• Childcare Facility Development. Encourage the development of reasonably priced childcare facilities and services in a variety of settings to meet the needs of Newark residents.
and employees.

Goal 5 - Infrastructure. Provide safe, reliable, and efficiently operated infrastructure which meets Newark’s long-term water, sewer, and stormwater management needs.

Policies
- **Visual Impact of Utilities.** Minimize the visual impact of public utilities such as transmission lines and wireless communication facilities. Utility lines along new and redeveloped rights-of-way should be placed underground wherever feasible.

Actions
- **Wireless Communication.** Explore alternatives for expanding wireless ("wi-fi") coverage within Newark, both within new development areas and within already developed parts of the city.
## Appendix 7: Community Survey

### Old Town Community Survey

<table>
<thead>
<tr>
<th>Where do you live?</th>
<th>Newark - Old Town</th>
<th>Newark - West of Central Ave</th>
<th>Newark - East of Central Ave</th>
<th>Other: ____________________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What is your age group?</th>
<th>15 and younger</th>
<th>16-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-65</th>
<th>66 and older</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What is your connection with Old Town Newark?</th>
<th>I work here</th>
<th>I live here</th>
<th>I eat here</th>
<th>I shop here</th>
<th>I use services here</th>
<th>Other: ____________________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>If you don’t live in Old Town Newark, how often do you go there?</th>
<th>Every day</th>
<th>Every weekday</th>
<th>2-4 days a week</th>
<th>Once a week</th>
<th>Once a month</th>
<th>Rarely: ____________________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>How do you go to and from Old Town Newark?</th>
<th>Walk</th>
<th>Bus</th>
<th>Car</th>
<th>Carpool</th>
<th>Get dropped off</th>
<th>Other: ____________________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>How easy or difficult is it to access Old Town Newark?</th>
<th>Very Easy</th>
<th>Easy</th>
<th>Difficult</th>
<th>Very Difficult</th>
</tr>
</thead>
</table>

Please explain your answer: ________________________________

Please use three words to describe Old Town Newark.

_____________________________________________________________________________________________________

What do you like about Old Town Newark?

_____________________________________________________________________________________________________

What is most memorable about Old Town Newark?

_____________________________________________________________________________________________________

### How satisfied are you with Old Town Newark with respect to the following:

<table>
<thead>
<tr>
<th>Safety from crime:</th>
<th>Not Satisfied / Neutral / Satisfied</th>
<th>Places to eat:</th>
<th>Not Satisfied / Neutral / Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety from vehicles:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
<td>Places to shop:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
</tr>
<tr>
<td>Sidewalk conditions:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
<td>Places to relax/socialize:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
</tr>
<tr>
<td>Cleanliness:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
<td>Parking:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
</tr>
<tr>
<td>Aesthetics:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
<td>Circulation:</td>
<td>Not Satisfied / Neutral / Satisfied</td>
</tr>
</tbody>
</table>

Which of the following would best improve Old Town? Additional housing and increased parking will be included in the plan.

Please circle 2 suggestions from each column.

### Transportation

<table>
<thead>
<tr>
<th>Bike Lanes</th>
<th>Better Connection to Surrounding Areas</th>
<th>Improved Sidewalks</th>
<th>Improved Bus Stops</th>
<th>Improved Rail Crossings</th>
<th>Traffic Calming Measures (roundabouts, slower speeds, reduced lanes, etc.)</th>
</tr>
</thead>
</table>

### Public Space

<table>
<thead>
<tr>
<th>Plazas</th>
<th>Parks/Parklets</th>
<th>Community Gardens</th>
<th>Improved Lighting</th>
<th>Street Beautification</th>
</tr>
</thead>
</table>

### Commercial Space

<table>
<thead>
<tr>
<th>Restaurants and Eaters</th>
<th>Markets with Healthy Food</th>
<th>Retail (boutiques, hardware store, etc.)</th>
<th>Services (salon, auto shop, etc.)</th>
<th>Professional Offices</th>
</tr>
</thead>
</table>

Other: ____________________

If you would like us to know anything else, please let us know on the back of this page.
Community Survey Highlights

How do you get to Old Town Newark?

- Car: 75.5%
- Walk: 2.9%
- Bike: 2.2%
- Get dropped off: 1.4%
- Carpool: 6.5%

How easy or difficult is it access Old Town Newark?

- Very Easy: 33.6%
- Easy: 50.3%
- Difficult: 6.3%
Community Survey Highlights

What kind of transportation do you use in Newark?

What kind of public spaces do you use in Newark?
Appendix 8: Business Survey

Newark Old Town Business Survey

Thank you for taking the time to take this survey. We are graduate students from the City and Regional Planning Department, Cal Poly University at San Luis Obispo. We are studying the redevelopment potential of the Old Town Newark. The purpose of this survey is to gather business peoples’ likes and dislikes. The results of the survey will help us in developing a vision for Old Town.

We will only take 5 minutes of your time. Thank you for your participation.

Type of Business: ________________________________

Location: ______________________________________

Name of Respondent (optional): _________________________

Occupation (optional): _______________________________

1. What city do you live in?

2. How do you travel to work? (check all that you use)
   Car ___  Bus ___  Bike ___  Walk ___

3. How long is your average commute time? _______ minutes

4. How long have you been in business here?
   Less than 5 years _______
   5 to 10 years _______
   More than 10 Years _______

5. What do you like about the Old Town Newark?

6. What do you dislike about Old Town Newark?
7. What 3 buildings do you remember most in Old Town?

8. Do you think Old Town Newark could be improved? We value your ideas about how and what should be done to make improvements. Choose (and check) as many items you want from the following list for both: general improvements and improvements that would benefit local businesses.

<table>
<thead>
<tr>
<th>List of Potential Improvements</th>
<th>General improvements you would like to see</th>
<th>Improvements that would benefit business</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Add street trees, planters, and better landscaping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Add landscaped median</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Add street lights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Add street benches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Add bike lanes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Better crossings for pedestrians</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Add speed and traffic controls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h) Better public transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Encourage more consistency for business signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>j) Improve directional signage for drivers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>k) Add more housing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>l) Add small public parks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>m) Other improvements (be specific): ______________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Do you think your customers would eventually bike or walk to your business if conditions in Old Town Newark on Thornton Avenue were different?

   Yes _____ No _____

10. Do you have any other suggestions for improving the Thornton Avenue in Old Town or increasing pedestrian uses as a public space? What would you like to see there?
Conversations with Business Owners

Greenback Pawn Shop: The owner of the Greenback Pawn Shop stated that he has been in business for 24 years. He was particularly passionate about the speed that vehicles travel down Thornton Avenue. He stated that people make illegal U-turns whenever they want to along Thornton because there is no raised median. He has seen multiple accidents when he is working and described the area as “drag race city”. He stated that a solution can be ticket enforcement.

Classics Barbershop: We spoke to the girlfriend of the owner of this business. She had lived in Newark her whole life and believed that the area to be quiet and an overall nice place to be. She believed that more pedestrian traffic would benefit their business, but was unsure that there needed to be more development in the area. The cost of rent was a concern for her, as she indicated that her boyfriend was getting a good rate for their space and feared that new development would spur rent hikes.

The Adult Book Nook: We spoke to the owner of this establishment who said he had been in business for almost forty years. He lives in Fremont and commutes to Newark on a daily basis. His two main concerns were the amount of traffic on Thornton during rush hours and the prospect of business rents being raised if the city were to buy and develop the land. He was worried that his establishment, as well as others in the area, would be forced to relocate if new development spurred rising property values that only large companies would be able to afford. He said that since traffic is already an issue along Thornton during rush hour, he was unsure if taking away a lane of traffic to incorporate bike lanes was a good idea. Concerns over maintenance of street trees as well as usership of bike lanes made him skeptical of any development along Thornton.

Rainbow Funding & Realty: The owner of this business (owner for over 35 years) and the two adjacent buildings along Thornton Avenue mentioned that it is too expensive to maintain a home in Newark. Though he owns three properties, he commutes to and from Sacramento. He mentioned Old Town is run down and there are too many vacant buildings, specifically the vacant Veterinary Hospital, the Knotty Pine and the Foxy Lady buildings need to be renovated or improved. Additionally, he mentioned the traffic along Thornton Ave. is terrible. He thinks that there is significant potential in Newark for development and community improvements.

Allstate Insurance: The owners of this business appreciate Old Town’s small town feel and merchant community. They think the traffic conditions through Old Town are dangerous and said someone recently was hit by a car down the street from their business. They want the aesthetics along Thornton Ave. to be improved and suggest the city give tax credits for improvements such as fresh paint, plants, paving dirt areas to park, providing adequate trash cans, and converting business signage to be professionally made instead of handmade. They also would like to see public transportation options to cater to Old Town’s senior population, citing the free trolley in the City of Monterey as an example.
Appendix 9: Community input on Concept Designs

Narrative of Conversations for Historic Group

New buildings with historic facades (fau-old) was emphasized in our conversations with community members. A few community members liked the idea of a railroad park, but there was concern over safety. One community member mentioned there had been a similar sailboat park that was taken out in Newark over concern for safety.

The owner of two historic homes and the empty lot next to the moose lodge is currently renting, but is open to developing the land. These homes were identified as having historical architectural value by the Old Town Concept team, but were not seen as necessarily historical by owner. The owner mentioned that she the City put forth the idea of combining the vacant lot next to Moose Lodge and combine it with the Moose Lodge project site.

A few community members mentioned they would like the idea of a gateway. One community member mentioned they liked the idea of a mural. The outdoor park or area for activities was well-liked, especially for something like a farmer’s market; a semi-enclosed format of an outdoor park was preferred due to high winds common in the area. Several community members mentioned that a farmers market area in Old Town would provide more value over the current Farmers market in NewPark mall. This was something that community members said they might bike too.

Community members generally focused on the design aspects (public spaces) of the concept, rather than the historical aspects themselves.

We were identify the Jaques property site as an opportunity as a representative from the property site mentioned the property may be open for development.

Narrative of Conversations for Housing Group

Overall, the public was very receptive to the idea of increased density. Several people indicated that they liked the idea, and no objections were raised in principle. The only issue raised by community members was the issue of tall buildings overlooking private back yards, indicating that in any final plan the interface between high- and low-density housing will have to be handled with care. For the most part, though, residents reacted positively to the plan’s increased density in both their comments and their votes.

The most popular image on the poster was an illustration of a streetscape featuring outdoor dining, street trees, wide sidewalks, and a narrowed street. It was significantly more popular than a similar image with narrower sidewalks and no outdoor dining.

The second-most popular image on the poster was an illustration of a four-floor building with commercial space on the ground floor and residential space above. The building featured a multicolored historic-style facade. It was significantly more popular than two otherwise similar
buildings with a more modern architectural style.

Residents generally approved of the idea of an urban square, tentatively located on the current site of All-Star Burgers. Several expressed concern for the fate of the burger joint, and were significantly reassured upon learning that the city intends to go out of its way to find new homes for displaced local businesses.

The parking structure received a positive reaction from the public. Residents currently consider parking overflow to be a problem, and would prefer to see measures taken to reduce it in the present and prevent it in the future. The city did note that in the short term, there is not enough demand to justify the cost of a structure, but a city-owned lot (with the potential to be converted into a structure in the future) is on the table.

For the most part, there was broad community support for the idea of walkability and traffic calming. One resident described how she would drive to a destination just a block away on the opposite side of Thornton Ave. in order to avoid the danger of crossing the street on foot. One property owner did express concern about how traffic calming would change traffic patterns with potential negative results.

It was mentioned that some of the SketchUp images resembled “housing projects” - the implication being that there was not enough open space incorporated into the design.

One resident noted that there have been meetings and projects similar to this one in the past, with very little to show for them.

**Narrative of Conversations for Design Group**

In general, there was broad and enthusiastic support of closing off the segment of Magnolia between Thornton and Rich Avenues to automobile traffic. Some concern came from the possibility of perhaps causing increased traffic down Magnolia, but most liked the idea of creating an event space there.

Creating plazas within blocks had a non reaction, with no positive or negative sentiment detected.

Paseos were also a popular idea. People liked the idea of providing additional seating for restaurants and other retail uses between buildings rather than them being empty spaces.

There was some concern over the placement of parking structures, with residents noting they did not want a parking structure next to residences. Concerns over whether including parking structures would increase the traffic in residential areas led to some debate, however most community members agreed that parking should be located on the periphery of the site rather than in the core. Placement of parking structures was also contentious because it is viewed as a land use that has a low return on investment.

There was very limited support for any modern architecture, with most people approving of
fauxstorical architecture.

While a community member was choosing which architecture styles she liked best, she mentioned how she did not like the Spanish Revival styles. A team member explained that we choose those designs because a number of the establishments and residents were of hispanic heritage. She realized this was the nature of the area and responded “Oh yes, that is true.”

A younger member of the community mentioned how there were few people at the community meeting. A team member explained that it is difficult for us to advertise the meetings since we can only come up a total of three times.

**The Architecture Style poster results:**

Mission Revival- “Covered sidewalks”: 0 Votes
Mission Revival- “Setbacks on upper floors with covered awnings”: 3 Votes

Chamfered Corners and Balconies- “2nd story balcony overlooks street”: 0 Votes
Chamfered Corners and Balconies- “Multiple setbacks, architectural styles, and dimensions”: 6 Votes

Italianate- “Wooden sides are an example of ‘Frontier Victorian’”: 1 Vote
Italianate- “Commercial 1st floor above colored buildings”: 3 Votes
Italianate- “Different colors help to visually break up larger buildings”: 1 Vote
Italianate- “Balconies on all floors for residents to step outside”: 0 Votes

Multiple Colors on the Same Building- “Mix of sidings create interesting building fronts-1”: 3 Votes
Multiple Colors on the Same Building- “Mix of sidings create interesting building fronts-2”: 1 Vote
Multiple Colors on the Same Building- “Colored accents are a feature of Victorian and Queen Anne architecture”: 1 Vote

Mix of Contemporary and Antique- “Industrial, corrugated, metal styles”: 0 Vote
Mix of Contemporary and Antique- “Mix of italianate and modern style with different heights”: 2 Votes
Mix of Contemporary and Antique- “Modern style mixed in with historic values”: 0 Votes

**Architectural Concepts poster results:**

Concept 1- “Paseos”: 8 Votes
Concept 2- “Road diets and street design”: 10 Votes
Concept 3- “Plazas”: 1 Vote
Concept 4- “Workforce housing”: 6 Votes
Conversations with Community Members

A community member explained that he cycles to work from Old Town to the Amazon Fulfillment Center. He wanted the city to know that he would like to see more bike lanes around the city. He also emphasized that he would like to see Old Town remain old as he is grown up there his whole life and has lots of memories associated with the area.

While filling out a community survey, a community member explained that he enjoys the family atmosphere associated with Old Town. He also stated he was personally offended when the Hooters was established.

A member of the Hispanic community explained in Spanish that Newark is very unsafe to walk in at night. She walks over 45 minutes to and from work and is often worried about walking in the dark, she has been robbed a few times. Based on this, she called for more street lights in Newark in addition to greater bus connectivity.
Old Town Study Area

The Study Area consists of the commercial and residential areas along Thornton Avenue, between Ash Street and Cherry Street. The Focus Area for this project contains the business and retail centers bordering Thornton Avenue. To do a comprehensive survey of existing conditions in the focus area, the Thornton area was divided into ten distinct blocks. The findings from the lot by lot site survey were integrated into a strength weakness, opportunities, and challenges (SWOT) analysis.
The SWOT analysis revealed how buildings that provided historic context, a focal point at the turn of Thornton Avenue as a key location for a landmark element, significant strength (green) structures and open spaces, site opportunity for development, and a need for streetscape improvements such as dedicated pedestrian crossings and bike lanes.
<table>
<thead>
<tr>
<th>Block 1</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vital businesses such as the Pupuseria y Taqueria Rosita, Classic Barbershop, La Cabana</td>
<td>Narrow buildings that create an awkward retail space</td>
<td>Vacant parcels/building behind Pupuseria &amp; 7-11</td>
<td>Building owners on block have the potential to resist the City buying the property</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 2</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mexican Tortilla Factory Magnolia Plaza on Thornton &amp; Magnolia</td>
<td>Comer house on Dairy &amp; Magnolia Service Station on Sycamore &amp; Thornton Structure surrounde by parking lot on Dairy &amp; Sycamore</td>
<td>Expanding buildings to meet setback on Tortilla Factory Building Three vacant lots Complete block zoned for commercial mixed-use</td>
<td>Juxtaposition of the land use types across Dairy Street</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 3</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chiropractic Office</td>
<td>Jacques</td>
<td>The empty lot next to Jacques</td>
<td>Immovable historic homes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 4</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Star Burgers</td>
<td></td>
<td>The Moose Lodge parcel Empty parcel by the bus stop on Thornton</td>
<td>Truck route will prevent traffic calming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 5</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The sidewalk spanning along Thornton</td>
<td>The blight of the vacant lots</td>
<td>The City could purchase this land due to the vacancy</td>
<td>The parcel with the house surrounded by vacant lots</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 6</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Store fronts and service centers are busy with business</td>
<td>Current architecture is lacking</td>
<td>Only two lots of the entire block can be consolidated</td>
<td>The gas station can complicate development on the block</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 7</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sufficient tree coverage Wide sidewalks in good condition Residential parcels have community character</td>
<td>Lack of architectural value in current structures Lack density in commercial/residential spaces</td>
<td>The former veterinary hospital is now a vacant lot</td>
<td>Unmarked traffic crossing at Thornton and Mulberry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 8</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sufficient tree coverage Wide sidewalks in good conditions</td>
<td>Lack of architectural value in current structures Low density in commercial core</td>
<td>Kingdom Hall revitalization</td>
<td>Large parking lot associated with the Kingdom Hall</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 9</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Carter Station retail/commercial La Pinata building and business</td>
<td>The commercial building on the corner of Sycamore and Thornton</td>
<td>Cemetary Parklet at the cul de sac of Dairy Ave Empty lot on Thornton</td>
<td>Railroad interface along Thornton is a long term project</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block 10</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fire Station and surrounding sidewalks and parking</td>
<td>Cry Auto Sales &amp; Repair thriving business</td>
<td>Cemetary residential unit on Thornton/ Ash Self Service Power Wash</td>
<td>Repurposing of Residential may cause conflict Cry Auto Sales &amp; Repair may need contaminant inspection</td>
</tr>
</tbody>
</table>
Survey Description

The lot survey form that follows was used by the team to survey each lot in the project area and to identify existing buildings, their uses and overall aesthetic qualities.

The survey includes the number of buildings that are on each lot, the types of uses, prevalent facade material and color.

General maintenance level of each unit is also noted on the following scale: (G) Good, (A) Average, to (B) Bad.

Architectural Value was assessed as either good/adequate (Y) or as needing attention (N).

Sidewalk width is provided as this varies across the project area and overall condition of the pavement is noted.

Existing landscaping and trees on each site as well as any existing aerial cables or power lines are also noted. Finally Elements which are notable are described as are major takeaways.

Pictures of each unit and open lots are provided with an on-site analysis as a first hand look at the data used in the SWOT analysis.
Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark
Task 3: Old Town Newark: LOT SURVEY

Lot number: _______                             Researcher ______________________
Vacant lot ___

<table>
<thead>
<tr>
<th></th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
</table>

**Number of stories**
*ground floor counts as one*

<table>
<thead>
<tr>
<th>Type of Use</th>
<th>1st floor</th>
<th>2nd story</th>
</tr>
</thead>
</table>

**Prevalent façade materials**

<table>
<thead>
<tr>
<th>Prevalent façade color</th>
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</thead>
</table>

**General maintenance**

<table>
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<tr>
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<th>A</th>
<th>B</th>
<th>G</th>
<th>A</th>
<th>B</th>
<th>G</th>
<th>A</th>
<th>B</th>
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<th>A</th>
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</table>

**Architectural value**

<table>
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<tr>
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**Sidewalk**

<table>
<thead>
<tr>
<th>Average width:</th>
<th>Trees (quantity/types/condition):</th>
<th>Aerial cables:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Conditions: G / A / B</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elements of note:** __________________________________________________________________________________

______________________________________________________________

______________________________________________________________

______________________________________________________________

Insert photograph(s) here

**Mandatory image:** panorama of the whole lot from across the street

**Extra image(s) to insert:** sidewalk and elements of note
Imageability
Good:
Figure 1A: This building on Rich Avenue is old but it has character and history, such that it used to be the old City Hall of Newark, and contained the police station and jail. This building gives residents to form a mental image of the commercial area and contained.

Bad:
Figure 1B: In contrast, while this building is old, it does not hold any historical value and is beige and unattractive. The people who live in these units have a mental image of it but, however, those who pass-by not to recall the

Legibility
Good: Figure 2A: The intersection of Thornton and Sycamore is very legible. There is adequate signage to indicate street names is when you approach the intersection, making it easy to navigate the intersection.

Bad: Figure 2B: The intersection of Sycamore and Rich Avenue is not a very legible intersection. Sycamore Road is very wide, and there is not adequate signage to denote Rich Avenue. It is difficult to see the street sign from the other side of Sycamore, making it easy to miss this turn.
**Human Scale**

Good: Figure 3A: This establishment on Thornton has good human scale as the windows are nice and big and one can see into the establishment. The sign is low and one would only need to slightly tilt their head to look up. The font used is very clear and easily legible.

Bad: Figure 3B: This building set back from Sycamore St. to the right has poor human scale because it does not have any windows or breaks between the stories, which makes it look like one large, bland building. The location of the building at the end of the long access road feels like one is enclosed on the path.

**Comfort and Safety**

Good:
- Figure 4A: This building has good comfort and safety elements because it has front facing windows, clear signage, and lots of people coming in and out for lunch and dinner. The building colors are bright and enjoyable.

Bad:
- Figure 4B: This is a vacant lot and most all vacant lots go unnoticed and are not maintained. People can easily sneak in and do illegal activities. In addition the caution traffic barriers are leaning against the fence instead of actually being used to keep people away from the area.
Diversity and Vitality
Good:
Figure 5A: Although this building is vacant, it does exhibit diverse Spanish-style architecture, which is quite different than the surrounding suburban style neighborhoods. The Spanish-style is dominant in Old Town, which fits well with the restaurants which are all Hispanic inspired.

Bad:
Figure 5B: This building does not seem welcoming. The windows and doors have bars over them. It does not seem like a very livable space. Additionally, the proximity of the house to the vacant alley way makes the house unsightly and uninviting.

Connectivity
Good:
Figure 6A: This area has good connectivity because the shops are facing Thornton and people can park right outside the establishment and walk right in.

Bad:
Figure 6B: This alleyway has bad connectivity as the cars have to drive over the sidewalk and onto a dirt road with pot holes full of water. The connectivity is bad for both pedestrians who are walking by and cars that have to turn around and drive back out over the dirt pot holes. The path dead ends due to changes in lot ownership and fencing.
Old Town Concept Plan

Appendix 10
Lot Survey

Lot number: 45-11
Vacant lot: Yes

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

Architectural note

<table>
<thead>
<tr>
<th>Structural</th>
<th>Average with Y</th>
<th>Two (painted/stripes/door)</th>
<th>None</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

Elements of Note: Vacant lot combined with parcels 45-11 and 45-8

Lot number: 45-10
Vacant lot: Yes

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
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Architectural note

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Elements of Note: Vacant lot combined with parcels 45-11 and 45-8

Lot number: 45-9
Vacant lot: __________

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
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<th>Building 4</th>
<th>Building 5</th>
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<tbody>
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Architectural note

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Elements of Note

Lot number: 45-4
Vacant lot: __________

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Architectural note

<table>
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</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Elements of Note: Small building replaced with large setback
Appendix 10
Lot Survey

Old Town Concept Plan

Lot number: 45-9  Vacant lot: Yes

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
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<th>Building 4</th>
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<tr>
<td>A</td>
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<td>E</td>
<td>F</td>
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</tr>
<tr>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
</tbody>
</table>

Number of stories
(ground floor counts as one)

Type of Use
1st floor
2nd floor

Prevailing façade materials:

Prevailing façade color:

General maintenance

Architectural value

Sidewalk
Average width 6'
Condition: A/B

Elements of note: Vacant lot combined with parcels 45-16 and 45-17

Lot number: 45-8-1  Vacant lot: __

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
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<td>E</td>
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<td>H</td>
</tr>
<tr>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
</tbody>
</table>

Number of stories
(ground floor counts as one)

Type of Use
1st floor
2nd floor

Prevailing façade materials:

Prevailing façade color:

General maintenance

Architectural value

Sidewalk
Average width 6'
Condition: A/B

Elements of note: Rear of property. Building footprint conforms to angle on street

Lot number: 45-3  Vacant lot: __

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
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</tr>
<tr>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
</tbody>
</table>

Number of stories
(ground floor counts as one)

Type of Use
1st floor
2nd floor

Prevailing façade materials:

Prevailing façade color:

General maintenance

Architectural value

Sidewalk
Average width 6'
Condition: A/B

Elements of note: Buildings extend all the way into the plot. Residential building in the back looks like it was not part of the original lot design.

Lot number: 45-2  Vacant lot: __

<table>
<thead>
<tr>
<th>Building 1</th>
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<th>Building 3</th>
<th>Building 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
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</tr>
<tr>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
</tbody>
</table>

Number of stories
(ground floor counts as one)

Type of Use
1st floor
2nd floor

Prevailing façade materials:

Prevailing façade color:

General maintenance

Architectural value

Sidewalk
Average width 6'
Condition: A/B

Elements of note: Occupants of the building include a beauty salon and laundromat.
## Old Town Concept Plan

### Appendix 10

#### Lot Survey

**Lot number: 45-16-2**  
**Vacant lot: Yes**

<table>
<thead>
<tr>
<th></th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor counts as one)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor</td>
<td>Retail, restaurant, services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2nd floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade materials</td>
<td>Stucco</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
<td>Tan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
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<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
</tr>
</tbody>
</table>

**Sidewalk**  
Average width: 3'  
Trees (quantity/hydrant/condition): None  
Aerial cables: Power lines present

**Elements of note:**  
Old City Hall building

---

**Lot number: 45-14**  
**Researcher:** Chris Turner, Jackie Mansoor, Soroush Abottalebi  
**Vacant lot: Yes**

<table>
<thead>
<tr>
<th></th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
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<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor</td>
<td>Steel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2nd floor</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Prevalent façade materials</td>
<td>Stucco</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
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</tr>
<tr>
<td>General maintenance</td>
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<td>C A B C A B</td>
<td>C A B C A B</td>
<td>C A B C A B</td>
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<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
<td>Y N Y N Y N</td>
</tr>
</tbody>
</table>

**Sidewalk**  
Average width: 3'  
Trees (quantity/hydrant/condition): None  
Aerial cables: None

**Elements of note:**  
Part of the parcel is an open area that is used for parking. The parcel extends to the back yard of the adjacent parcel next to it.
Task 2: Urban Design Qualities

Aerial Map
Imageability
Good:
Figure 1A: The Mexican Tortilla Factory and Deli located on the corner of Thornton Avenue and Magnolia Street plaza one of the best examples of imageability in the site area. The triangular shape of the building takes its cues from the block and by locating the entrance to the structure at its comer its distinct shape is tied to how people use the space.

Bad:
Figure 1B: The parking lot situated in between Chef Wu’s restaurant and the service station located on the corner of Thornton and Sycamore is an example of bad imagability. The boundaries of the lot are not clearly defined and border between this lot and the lot serving Chef Wu’s is ambiguous. Additionally in the rear of the lot is a small vegetable garden, which is rare for the block. This garden is almost imperceptible despite its uniqueness.

Legibility
Good:
Figure 2A: Of all the building located on the block the, the house located on the corner of Magnolia St. and Dairy St. is the best example of a legible building as it is most easily understood to be a single family residential unit.

Bad:
Figure 2B: The service station located on the corner of Thornton and Sycamore Street is perhaps the least legible building in Old town. The structure houses a convenience store, a car wash and a mechanic in addition to gas pumps. This building violates many norms associated with service stations such as lack of transparency, clear entrance, identifiable use. Furthermore even the height of the building is a source of confusion as what appears to be a second floor either remains unused, is unfinished or is strictly for looks.
Human Scale

Good:

Figure 3A: Magnolia Square on Thornton Avenue and Magnolia Street demonstrates a good example of human scale design. This space provides a safe, public, and social space where people can gather for festivals and events. This small square provides an intimate setting that is reasonably sized and provides a sense of place for the Old Town community.

Bad:

Figure 3B: A vacant lot on Dairy Street between the corner house and Chef Wu’s Restaurant illustrates a bad example of human scale. The space has a variety of grasses and weeds growing throughout the site, that is a large space that seems to span to the other side of the block. This space does not create social and public space where people can congregate and decreases the sense of place within the Old Town area.

Comfort and Safety

Good:

Figure 4A: Magnolia Street Plaza illustrates a good example of comfort and safety in front of the Mexican Tortilla Factory on Magnolia. This space is inviting and provides a gathering place for people within the community. The surrounding trees shade the area and the tables and benches allow people to stay and enjoy the space instead of simply walking by. This space provides an area for positive encounters that other places in Old Town are lacking.

Bad:

Figure 4B: This demonstrates a bad example of comfort and safety within Old Town. This area lacks a purpose and thus does not provide an inviting place for people to congregate. There is no shade cover, street furniture, or landscaping to create a comfortable area. There is also little street lighting at night, which means this area may not be perceived as safe for those parking on or walking by this lot.
Connectivity

Good:
Figure 5A: This sidewalk illustrates a good example of connectivity on Thornton Avenue. Pedestrians are able to see what is beyond this block and on the other side of Sycamore Street, creating a sense of direction and space. A large proportion of the ground floor in this building is also transparent, allowing those who pass by to see into the building and not just a blank wall.

Bad:
Figure 5B: An example of bad connectivity is through the side of Chef Wu’s Chinese Restaurant on Sycamore Street. This building does not allow the pedestrian to view areas beyond the building and the facade is plain without windows. The lack of transparency breaks up the space and does not allow the observer to understand the building and its purpose.

Diversity and Vitality

Good:
Figure 6A: The building facades on Thornton Avenue going towards Sycamore Street displays a good example of Diversity and Vitality. There are various densities of buildings varying from one to two stories as the block moves towards Sycamore Street. This creates multiple choices in building design and use within Old Town.

Bad:
Figure 7B: Chef Wu’s Chinese Restaurant on the corner of Dairy Street and Sycamore Street is a one story building surrounded by a vacant lot and open parking lot, which contains minimal density buildings and a lack of choices on this corner. The lack of diversity creates a lack of vitality, as people are discouraged from walking past this building.
Appendix 10
Lot Survey

Old Town Concept Plan

Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark:
Task 3: Old Town Newark: LOT SURVEY

Lot number: 003-200-880
Researchers: Jacqueline Protiman / Jacob Howard
Vacant lot: No

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor consists of)</td>
<td>T</td>
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<tr>
<td>Type of Use</td>
<td>Tab</td>
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<td>Prevalent façade materials</td>
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<tr>
<td>Prevalent façade color</td>
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</tbody>
</table>

Sidewalk: Average width: 44 ft
Trees (quantity/typical dimensions): 34 good
Fauli cable: N/A

Elements of note: Immediately adjacent to Magnolia Plaza multifamily in use. Features awnings and aches.

Lot number: 003-200-590
Researchers: Jacqueline Protiman / Jacob Howard
Vacant lot: No

<table>
<thead>
<tr>
<th>Building 1</th>
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<th>Building 4</th>
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<tbody>
<tr>
<td>Number of stories (ground floor consists of)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>Retail</td>
<td></td>
<td></td>
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<td>Stucco</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
<td>Tarp/Masonry</td>
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<tr>
<td>General maintenance</td>
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</tbody>
</table>

Sidewalk: Average width: 48 ft
Trees (quantity/typical dimensions): 31 good
Fauli cable: N/A

Elements of note: Single Family Home. Quaint yard and porch.

Cal Poly San Luis Obispo / City of Newark
Lot number: 6/003-200-400
Vacant lot: No
Researcher: Jacqueline Protzman / Jacob Howard

<table>
<thead>
<tr>
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<th>Building 5</th>
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<tbody>
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<td>Number of stories (gross floor area in sq ft)</td>
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<td>Architectural value</td>
<td>Y</td>
<td>N</td>
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</tbody>
</table>

Elements of note: Well-kept yard and house on corner lot

Lot number: 5/003-300-360
Vacant lot: Yes
Researcher: Jacqueline Protzman / Jacob Howard

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (gross floor area in sq ft)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade materials</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: Large vacant lot

Lot number: 6/003-200-102
Vacant lot: No
Researcher: Jacqueline Protzman / Jacob Howard

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (gross floor area in sq ft)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>Restaurant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade materials</td>
<td>Back/Side</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
<td>Tan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>D</td>
<td>E</td>
<td>F</td>
<td>G</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: Stand-alone restaurant eligible for parking lot

Lot number: 7/003-200-200
Vacant lot: Yes
Researcher: Jacqueline Protzman / Jacob Howard

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (gross floor area in sq ft)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade materials</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent façade color</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: Parking lot that serves restaurant on adjacent lot
### Appendix 10
Lot Survey

#### Old Town Concept Plan

**Lot number:** 9/003-201-000  
**Researcher:** Jacqueline Protsman / Jacob Howard  
**Vacant Lot:** No

<table>
<thead>
<tr>
<th>Number of stories (front facing view)</th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Type of Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shown/None</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade color</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan/White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:** One of the businesses is a bank.

#### Lot number: 9/003-201-001
**Researcher:** Jacqueline Protsman / Jacob Howard  
**Vacant Lot:** No

<table>
<thead>
<tr>
<th>Number of stories (front facing view)</th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1st floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade materials</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Shown/None</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade color</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan/White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
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<tr>
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<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:** Large structure for a service station. Second story appears incomplete.

---

**Lot number:** 9/004-200-053  (Gardel Community)  
**Researcher:** Jacqueline Protsman / Jacob Howard  
**Vacant Lot:** No

<table>
<thead>
<tr>
<th>Number of stories (front facing view)</th>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood/Siding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided facade color</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red/Corin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:** Gardel Community. Entrance on business and it's the rear parking lot of "Gardel Station." Large space sidewalk on campus a potential strength.
Imageability
Good:
Figure 1A: This church has an incredible unique architecture which much of Old-Town lacks. Many residents or visitors to the area remember this Church. It gives Old-Town a symbol or landmark.
Bad:
Figure 1B: The parking area next to Jacque’s. The Parking lot next to Jacque’s looks like an empty lot. It is not mowed. It detracts from any sort of sense of place. Imageability is an important part of Old Town, but there are so many vacant, underutilized lots that it hurts the imageability.

Legibility
Good:
Figure 2A Phan’s Automotive has clear signage that indicates its a smog repair business. There were few businesses in this district, and many of the signs were not clear, but Phan’s had signage on the street and on the store.
Bad:
Figure 2B: The Moose Lodge, which has a large parking lot and an abandoned hotel, has no signage, the setback is far away from the street. The lot is more parking lot than anything else. The legibility is poor.
Human Scale
Good:
Figure 3A: A chiropractic office is a great example of human scale. It is easy to walk right up to and does not feel overwhelming. The office is small but sweet. It is an incredibly inviting building with bright colors and a porch.

Bad:
Figure 3B: The Moose Lodge has a giant parking lot that is not to human scale and feels deserted. Pedestrians must walk 100 feet because they actually get to the lodge if this is their destination.

Comfort and Safety:
Good:
Figure 4A: This condominium complex was the best example we found of safety and comfort due to the plants, trees, and paths and clean, new buildings. It would be easy to walking into the Courtyard. The enclosed space makes one feel safe. This is one of the best examples of good landscaping in the district as well, with plenty of green plants.

Bad:
Figure 4B: The house next to Living Hope Church has a small setback and then a short fence. This makes someone walking on the sidewalk feel like they are being watched but not invited. The building without the fence would be fine, but it appears the residence value their privacy.
Connectivity:
Good:
Figure 5A: All-star hamburgers (glass windows) The glass windows of All-Star Hamburgers are of a classic 50’s diner style. It is easy to see inside from the outside, and its easy to see outside from the inside. This kind of connectivity makes the Old Town feel more wholesome.
Bad:
Figure 5B: Jacques has hardly any windows and a facade of mostly stone. The windows that do exist are blacked out so one cannot see inside. This dive bar doesn’t have too many lights within the building either. The building looks more like an impenetrable fortress than a bar.

Diversity and Vitality
Good:
Figure 6A: Although Jacques had some negative qualities. The bar serves a diverse set of people and promoted culture and entertainment. It was the liveliest place in the area due to the lack of businesses in the area.
Bad:
Figure 6B: The vacant lot was a perfect bad example of diversity and vitality. This area of Old Town is lifeless because there has been no development next to the railroad tracks. There is nothing that is vital or diverse in this survey area.
## Appendix 10

### Lot Survey

**Lot number:** 095280502  (6640 Thornton Ave.)

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent facade materials</td>
<td>Wood</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent facade color</td>
<td>Purple</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y R Y N Y N Y N Y N Y N</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sidewalk**
- Average width: 8.5 ft
- Trees (quantity/hours/visibility): 4, variable
- Aerial cables:

**Elements of note:** Victorian House

---

**Lot number:** 004600104  (6938 Thornton Ave.)

Phan's Smog Shop

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Use</td>
<td>commercial</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent facade materials</td>
<td>Wood</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalent facade color</td>
<td>Gray</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y R Y N Y N Y N Y N Y N</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sidewalk**
- Average width: 8.5 ft
- Trees (quantity/hours/visibility): 0
- Aerial cables:

**Elements of note:** Potential site for residential development
Appendix 10
Lot Survey

Old Town Concept Plan

Cal Poly San Luis Obispo / City of Newark

Lot number: 006005600, 006005590 (37201-37205 Magnolia) Vacant lot X

Researchers: Jessica & Kevin

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 00600159 (7160 Graham St.) Living Hope Church

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

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Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's

Lot number: 006001399 (6991 Thornton Ave.) Jecque's
Lot number: 003101400 (6950 Thornton Ave.)

Type of Use: Commercial

- Number of stories: 1
- Type of use: Restaurant
- Preserved facade materials: Stucco
- Preserved facade color: Blue
- General maintenance: Y Y N N Y N Y N
- Architectural value: Y Y Y N N Y N Y

Average width: Y N
Conservation: G/A/B
Aerial clutter: none

Lot number: 003101700 (6853 Thornton Ave.)

Type of Use: Commercial

- Number of stories: 2
- Type of Use: Residential
  - 1st story: Residential
  - 2nd story: Residential
- Preserved facade materials: Wood
- Preserved facade color: Yellow
- General maintenance: G A B G A B G A G E G A E
- Architectural value: Y Y Y N N Y N Y N

Average width: Y N
Conservation: G/A/B
Aerial clutter: none

Elements of use: Column, Victorian

Lot number: 003101602 (6823 Thornton Ave.)

Type of Use: Commercial

- Number of stories: 1
- Type of Use: Housing
  - 1st story: Housing
  - 2nd story: Housing
- Preserved facade materials: Wood
- Preserved facade color: Gray
- General maintenance: G A B G A B G A G A B G A B
- Architectural value: Y Y Y N N Y N Y N

Average width: Y N
Conservation: G/A/B
Aerial clutter: none

Elements of use: None

Page - 194
Imageability
The Good
Figure 1A: The area has potential for development due to the open lots. The area can become a commercial node for the Old Town Area that bring vitality back to the area.
The Bad:
Figure 1B: There is nothing about it that grounds it in the city. The most imageable building, for better or for worse, is a gas station.

Legibility
The Good:
Figure 2A: The most legible component of the study area is the gas station on the southeastern block. Love it or hate it, it is a gas station and is instantly recognized as such.

The Bad:
Figure 2B: The house on the northwestern block, conversely, is the least legible element – until we reached the front door, we were not even sure if it was a house or if it was a business occupying a building originally designed as a home. It is one of the only single-family detached homes in the district that has not been converted into a business, and the commercial-style handicap access ramp visible behind the house suggests that perhaps it had in fact been converted to a business and then returned to its prior residential designation.
Human Scale

The Good:
Figure 1A: Due to open lots and wide streets on this area, it creates potential for high density development that will be of human scale and feel comfortable.

The Bad:
Figure 3B: The block to the southeast of Thornton has only three businesses in two buildings in its entire length: an auto repair shop, a liquor store, and a gas station. Two of the three are explicitly auto-oriented businesses, all of them are at best mildly

Comfort and Safety

Figure 4:
The Good:
Figure 6A: The wide streets provide opportunity for dedicated bike lanes and improved sidewalk crossings.

The Bad:
Figure 6B: There is nothing comfortable or safe about the study area on either side of the street. On one side, as previously mentioned, are a series of auto-oriented establishments. On the other side is a single disreputable-looking house surrounded by vacant lots. During the day, I would feel less safe on the auto-oriented side with its hazardous human-auto interface. At night, I would feel less safe near the house and vacant lots, as they would seem more likely to hide hazards of a more malicious sort. Ultimately, the entire site is unfortunately uncomfortable and mildly hazardous.
**Connectivity**
The Good: Figure 6A The area’s auto connectivity is excellent,
The Bad: Figure 6B pedestrian connectivity is abysmal. Everything can be conveniently accessed by car. Pedestrians on either side of the street can reach the buildings on that same side of the street (although on the southeast side it requires crossing parking lots); however, it is impossible to cross Thornton without either jaywalking (a near-suicidal proposition if it were not for the median) or walking a full

**Diversity and Vitality**
The Bad: Figure 7: It would be hard to find a better example of the opposite of vitality than three adjacent unkempt vacant lots. They are by definition empty of all functions. The area’s best example of vitality is the gas station.
### Lot Survey

#### Appendix 10

**Lot number: 16 (6733 Thornton)  
Vacant lot __  
Researcher David and James**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>2nd floor</td>
<td>2nd floor</td>
<td>2nd floor</td>
</tr>
<tr>
<td>Roof material</td>
<td>Shingles</td>
<td>Shingles</td>
<td>Shingles</td>
<td>Shingles</td>
</tr>
<tr>
<td>Roof style</td>
<td>Flat</td>
<td>Flat</td>
<td>Flat</td>
<td>Flat</td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
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<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: This is located on the same block as the previously recorded 4 other lots (17, 18, 19 & 20). It consolidated, the entire block would be a major development opportunity.

#### Lot number: 2 (6788 Thornton)  
Vacant lot __  
Researcher David and James**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Single family</td>
<td>2nd floor</td>
<td>2nd floor</td>
<td>2nd floor</td>
</tr>
<tr>
<td>Roof material</td>
<td>Shingles</td>
<td>Metal</td>
<td>Metal</td>
<td>Metal</td>
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<tr>
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<td>Flat</td>
<td>Flat</td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
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<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: This is a gas station.

#### Lot number: 6714 Thornton  
Vacant lot __  
Researcher David and James**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Type of Use</td>
<td>1st floor</td>
<td>2nd floor</td>
<td>2nd floor</td>
<td>2nd floor</td>
</tr>
<tr>
<td>Roof material</td>
<td>Shingles</td>
<td>Shingles</td>
<td>Shingles</td>
<td>Shingles</td>
</tr>
<tr>
<td>Roof style</td>
<td>Flat</td>
<td>Flat</td>
<td>Flat</td>
<td>Flat</td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: Belongs to a special museum.

#### Lot number: 15, 17, 18, 20  
Vacant lot Yes  
Researcher: David and James**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
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</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Type of Use</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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</tr>
<tr>
<td>Roof material</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Roof style</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td>Good</td>
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<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

Elements of note: Traces (possibly prehistoric) - large rocks trace to ground level, approximately 1 every 20-30 ft; metal cables, none.
Imageability (1 + 2)
Figure 1: Example of good imageability
Street trees at Thornton Ave. & Mulberry St. The tree coverage in both sections seven and eight is sufficient and creates a fluid connection between the image of residential and business sections of Newark.

Figure 2: Example of bad imageability
Vacant commercial lot at 6625 Thornton Ave. Vacant lots not only are blight, but also offers opportunities for development. This lot in section seven currently creates a poor image for this section of Newark.

Legibility (3 + 4)
Figure 3: Example of good legibility
Street sign at Thornton Ave. & Cherry St. The Newark city symbol helps pedestrians and street users realize they are within the City of Newark and increases legibility of the downtown area.

Figure 4: Example of bad legibility
Unmarked crosswalk at Thornton Ave. & Mulberry St. The prevalence of unmarked street crossings in Newark doesn’t provide direction or create awareness for street users in the Newark downtown area.
**Human Scale (5 + 6)**

Figure 5: Example of good human scale
Fence mural in front yard of real estate business at 6537 Thornton Ave. Murals can help create a sense of community and provide space for human interaction in both public and private spaces.

Figure 6: Example of bad human scale
Featureless side of Jehovah Witness Kingdom Hall at 6536 Thornton Ave. This side of the building, which is visible from street, creates a sense of unease and doesn’t contribute to the character or human scale of the street.

**Comfort and Safety (7 + 8)**

Figure 7: Example of good comfort and safety
Clearly marked crosswalk with signal at Thornton Ave. & Cherry St. This is an easily navigable crosswalk for all types of users.

Figure 8: Example of bad comfort and safety
Bumpy surface in crosswalk could possibly hinder accessibility for walker and wheelchair users. Additionally, the pedestrian island creates an unsafe feeling for users.
Connectivity (9 + 10)
Figure 9: Example of good connectivity
Street signage on Thornton. This sign, clearly legible to oncoming vehicular and pedestrian traffic, helps travelers in this section of Old Town feel connected to other major areas of the city.

Figure 10: Example of bad connectivity
Concrete median on Thornton Ave. between Cherry St. and Mulberry St. This feature creates a visual and physical barrier between the two sides of the street, creating a sense of division between pedestrians.

Diversity and Vitality (11+ 12)
Figure 11: Example of good diversity and vitality
Colorful front of residence at 6505 Thornton Ave. Diverse paint palettes for doorway and window trim and bright flowers create a sense of vitality for passersby to enjoy.

Figure 12: Example of bad diversity and vitality
Graffiti on a fence at corner of 6657 & 6625 Thornton Ave. This expression, while creative, may impart a sense of urban discontent and decay.
### Appendix 10

Lot Survey

#### Thornton Section 7 and 8 Lot Surveys Newark

**Lot number:** APN 092 005000263 // ADDRESS 6642 Thornton

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None

---

**Lot number:** APN 092 005000263 // ADDRESS 6658 Thornton

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<tr>
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<th>Building 3</th>
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<tbody>
<tr>
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</table>

- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None

---

**Lot number:** APN 092 005000263 // ADDRESS 6537 Thornton

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<tr>
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<th>Building 3</th>
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<tbody>
<tr>
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</table>

- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
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- Trees: (Quantity/Species): None
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- Trees: (Quantity/Species): None

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**Lot number:** APN 092 005000263 // ADDRESS 6537 Thornton

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</table>

- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
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- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None

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**Lot number:** APN 092 005000263 // ADDRESS 6537 Thornton

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- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
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- Trees: (Quantity/Species): None
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- Trees: (Quantity/Species): None

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**Lot number:** APN 092 005000263 // ADDRESS 6537 Thornton

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- **Number of stories** (ground floor counts as one): 1
- **Type of Use:** Commercial
- **Prevalent facade materials:** Stucco
- **Prevalent facade color:** Tan
- **General maintenance:** A B G A B A G A B A

**Elements of note:**

- Dimensions (G to H): 60' x 90'
- Average width: 30'
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
- Trees: (Quantity/Species): None
## Lot Survey

### Appendix 10

#### Lot number: APN 092-002902012 / ADDRESS 6654 Thornhill

**Researched by:** Kylie + John  
**Vacant lot:** No

<table>
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<tr>
<th>Building</th>
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<tbody>
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<td>1</td>
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<tr>
<td>Type of Use</td>
<td>Residential</td>
<td>Garage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pavement type: materials</td>
<td>wood</td>
<td>wood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pavement type: color</td>
<td>cream</td>
<td>cream</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>A B A B A B A B A B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building</th>
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<th>Building 4</th>
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<tbody>
<tr>
<td>Number of stories (ground floor counted as one)</td>
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<tr>
<td>Type of Use</td>
<td>Commercial</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Pavement type: materials</td>
<td>wood paneling/back</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pavement type: color</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>B A B A B A B A B A B</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Architectural value</td>
<td>Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Traces:** (4) a) was a vacant lot, (2) was sold, (1) was a pair of garages.
### Old Town Concept Plan

#### Appendix 10

**Lot Survey**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
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</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Residential</td>
<td>Garbage</td>
<td>Residential</td>
<td>Parking garage</td>
</tr>
<tr>
<td>Present Façade materials</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco + Brick</td>
<td>Stucco + Brick</td>
</tr>
<tr>
<td>Present Façade color</td>
<td>Light Brown</td>
<td>Light Brown</td>
<td>Turquoise</td>
<td>Turquoise</td>
</tr>
<tr>
<td>General maintenance</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Architectural value</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
</tbody>
</table>

**Sidewalk**

- Average width: 4.8 ft
- Trees (quantity and position): 2 (30 ft) yucca, magnolia, palm
d- Conditions: Fair

**Elements of note:**

- Development opportunity - former veterinary hospital

---

**Lot Survey**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
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</thead>
<tbody>
<tr>
<td>Number of stories</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Commercial</td>
<td>1st floor</td>
<td>Commercial</td>
<td>1st floor</td>
</tr>
<tr>
<td>2nd story</td>
<td>Apartments</td>
<td>Parking garage</td>
<td>Apartments</td>
<td>Parking garage</td>
</tr>
<tr>
<td>Present Façade materials</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco + Brick</td>
<td>Stucco</td>
</tr>
<tr>
<td>Present Façade color</td>
<td>White</td>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>General maintenance</td>
<td>G</td>
<td>A</td>
<td>G</td>
<td>A</td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Sidewalk**

- Average width: 3.4 ft
- Trees (quantity and position): 3 (40 ft) yucca, kasou, magnolia, palm
d- Conditions: Good

---

**Lot Survey**

<table>
<thead>
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<th>Building 1</th>
<th>Building 2</th>
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<tr>
<td>Number of stories</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
</tr>
<tr>
<td>Present Façade materials</td>
<td>Stucco + Brick</td>
<td>Stucco + Brick</td>
<td>Stucco + Brick</td>
<td>Stucco + Brick</td>
</tr>
<tr>
<td>Present Façade color</td>
<td>Turquoise</td>
<td>Turquoise</td>
<td>Turquoise</td>
<td>Turquoise</td>
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<tr>
<td>General maintenance</td>
<td>A</td>
<td>A</td>
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<td>A</td>
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<tr>
<td>Architectural value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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</tbody>
</table>

**Sidewalk**

- Average width: 9.8 ft
- Trees (quantity and position): 1 (30 ft) palm, iguana
d- Conditions: Good

**Elements of note:**

- Former veterinary hospital
Good - Carter Station Building
   Figure 1: The Carter Station Building was
designed to anchor the old town, creating a
memorable building that was inspired by the
local community’s heritage and values. This
building has a distinct style that was inspired
by the Arts and Crafts Revival, and its location
on Thomton and Sycamore will need to be
addressed as the center of the Old Town re-
envisioning project. The main market in this
building is the Santa Fe market, which primarily
serves 44% of the local neighborhoods who
identify as Hispanic.

Bad - City Auto Sales & Repair
   Figure 2: The City Auto Sales and Repair
building has no distinct style to it. This building
is very plain, and has no connection to the
surrounding architecture, which serves to make
it a unappealing and not a memorable place
in old town. This property exemplifies the entire
lot, which also includes a metal shed carwash,
which at least has more color and allows for
some visual memory. The only way someone will
remember where this building is would be by
saving it in their mapping app.

Legibility
Good - Union Pacific Railroad Tracks
   Figure 3: This space is very easy to understand,
as trains need relatively straight tracks to ensure
they stay upright. This site is clear and open, with
no confusing markers to ensure that there are
no issues with drivers or pedestrians taking wrong
turns into the site.

Bad - Residential Apartments
   Figure 4: This site is a poor example of legibility,
as there are conflicting fence lines, no clear
delineation of property, no clear mailbox or
front door for access. The site actually has three
entrances, adding to the confusion of where
to go to contact the front householder. There
are multiple residences on the site, but there is
no clear indication on whether it is correct to
access them from the driveway or the sidewalk
around the corner. A more inviting walkway and
signage would help indicate the correct way to
navigate here.
Human Scale
Good - Residential Single Family Home
Figure 5: This residential single story, single family home provides the perfect example of human scale. The building is taller than a few of the homes around it, but the use of overhangs and taller windows gives the illusion that the building is shorter than it actually is. This does a great deal to let a building utilize its space without making it imposing or feel larger.

Bad - Commercial Plaza
Figure 6: The commercial plaza has a very poor use of human scale, starting with the height of the building, which is massive compared to the person in the photo. This is amplified by the extremely tall sidewalk, which is also hard to access for anyone with a disability. The use of paint to separate the height of the building further amplifies the size. The signs are very high up, and hard to read from on the sidewalk, perpendicular signs with overhangs would help solve many of these issues.

Comfort and Safety
Good - Fire Station
Figure 7: The Newark Fire Station is a good example of comfort and safety because it is an emergency service building in Old Town. The building style is open and easy to access. Because it is one of the tallest buildings in Old Town, it is easy to identify in the case of an emergency. Residents of Old Town are reassured that there is a place to go to in the event of an emergency at any time of day. Additionally, the fire station has ample windows providing eyes on the surrounding neighborhood.

Bad - Sycamore Ave Vacant Lot
Figure 8: This vacant lot located on Sycamore St. is not safe because it is left abandoned. Vacant lots have a historic record of increased crime within close proximity. This vacant lot is left unmaintained, therefore any crime that committed is left unseen. The surrounding barrier is broken and may cause a hazard if any person was to lean on it or trip. The vacant lot is not securely closed off to other properties which promotes possible trespassing and unwanted use.
Diversity and Vitality

Good - La Pinata Restaurant

Figure 9: La Pinata restaurant provides diversity and vitality to Old Town because its architecture reflects the primary Hispanic population of Newark and Old Town in particular. The architectural elements are not seen anywhere else in Old Town nor is the building type with terra cotta roofing. The signage in front of the restaurant is clearly visible to travelers coming from both directions of Thornton Ave. La Pinata is also one of the few businesses in Old Town that has store-front parking which reveals how busy the restaurant is throughout the day.

Bad - Dairy Ave & Sycamore Parklet

Figure 10: This parklet between Thornton Ave and Dairy Ave is a bad example of an urban design feature because it reflects a wasted space. This waste of space does not promote vitality because no public engagement in welcomed. Because the space is only occupied by un-landscaped vegetation, there is no other use for this space. If this space was occupied for a particular purpose such as bike parking or a parklet with benches it would promote diversity and vitality enjoyed by the nearby residences or can be utilized for events by the La Pinata restaurant next door.
Lot Survey

Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark
Task 3: Old Town Newark: LOT SURVEY

Lot number: 092 000100000 (13333 Thornton Ave – Fire Station)
Researcher: Alyssa & Kyle
Vacant lot __

Number of stories (ground floor counts as one)
1

Type of Use
1st floor
Commercial

Prevalent facade materials
Sidewalk
Concrete

Prevalent facade color
Brown, green

General maintenance
G A B A G B A A B A A B A A

Architectural value
Y B Y Y Y Y Y N Y N

Sidewalk
Average width: 11'-11"
Trees (quantity/type/student): No
Aerial cable: None

Elements of note: Cal-de-sac, Grade/Parcelpack

Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark
Task 3: Old Town Newark: LOT SURVEY

Lot number: 052 000400000 (3329-3349 Santa Fe Plaza)
Researcher: Alyssa & Kyle
Vacant lot __

Number of stories (ground floor counts as one)
1

Type of Use
1st floor
Commercial

Prevalent facade materials
Sidewalk
Concrete

Prevalent facade color
Brown, green

General maintenance
G A B A G B A A B A A B A A

Architectural value
Y B Y Y Y Y Y N Y N

Sidewalk
Average width: 11'-11"
Trees (quantity/type/student): Yes, ten
Aerial cable: None

Elements of note: Cal-de-sac, Grade/Parcelpack
### Lot Survey

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-003401300 (7353 Dairy Ave)  
**Researcher:** Alyssa & Kyle  
**Vacant Lot**

<table>
<thead>
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<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
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</thead>
<tbody>
<tr>
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<td>1 (ground floor only)</td>
<td>1 (ground floor only)</td>
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<td>Residential</td>
<td>Residential</td>
</tr>
<tr>
<td>Prevailing Facade Material</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
</tr>
<tr>
<td>Prevailing Facade Color</td>
<td>Blue</td>
<td>Blue</td>
<td>Blue</td>
<td>Blue</td>
</tr>
<tr>
<td>General Maintenance</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Architectural Value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:**

![Image of a house with blue facade]

---

**Elements of Note:**

- **Roof:** Pitched, asphalt shingles.
- **Windows:** Double-hung, aluminum-clad.
- **Exterior Color:** Blue, white trim.
- **Foundation:** Concrete.

---

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-003401500 (7355 Dairy Ave)  
**Researcher:** Alyssa & Kyle  
**Vacant Lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Stories</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
</tr>
<tr>
<td>Prevailing Facade Material</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
</tr>
<tr>
<td>Prevailing Facade Color</td>
<td>White</td>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>General Maintenance</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Architectural Value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:**

- **Roof:** Pitched, asphalt shingles.
- **Windows:** Double-hung, aluminum-clad.
- **Exterior Color:** White, blue trim.
- **Foundation:** Concrete.

---

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-003403000 (7313 Dairy Ave)  
**Researcher:** Alyssa & Kyle  
**Vacant Lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Stories</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
<td>2 (ground floor only)</td>
</tr>
<tr>
<td>Type of Use</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
<td>Residential</td>
</tr>
<tr>
<td>Prevailing Facade Material</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
<td>Stucco</td>
</tr>
<tr>
<td>Prevailing Facade Color</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>General Maintenance</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Architectural Value</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Elements of note:**

- **Roof:** Pitched, asphalt shingles.
- **Windows:** Double-hung, aluminum-clad.
- **Exterior Color:** Red, white trim.
- **Foundation:** Concrete.
### Appendix 10

**Lot Survey**

#### Old Town Concept Plan

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-004101009 (50/64 Ash St)  
**Researcher:** Alyssa & Kyle  
**Vacant lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor counts as one)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor: Commercial</td>
<td>2nd story: Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade materials</td>
<td>Aluminum</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade color</td>
<td>White</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y N Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elements of note:**  
Exposed dirt, trash cans, electrical conduit

---

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-004101002 (7541 Thornton Ave)  
**Researcher:** Alyssa & Kyle  
**Vacant lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor counts as one)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor: Car wash</td>
<td>2nd story: Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade materials</td>
<td>Aluminum</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade color</td>
<td>Blue, white, peach, red</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y N Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elements of note:**  
Exposed dirt, trash cans, electrical conduit

---

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-002101000 (7375 Dairy Ave)  
**Researcher:** Alyssa & Kyle  
**Vacant lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor counts as one)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor: Residential</td>
<td>2nd story: Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade materials</td>
<td>Wood siding/shingle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade color</td>
<td>Brown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y N Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elements of note:**  
Exposed dirt, trash cans, electrical conduit

---

**Field Trip CRP 553 - Old Town Urban Design Plan and Development Strategy, Newark Task 3: Old Town Newark: LOT SURVEY**

**Lot number:** 092-002101002 (3451 Ash St)  
**Researcher:** Alyssa & Kyle  
**Vacant lot**

<table>
<thead>
<tr>
<th>Building 1</th>
<th>Building 2</th>
<th>Building 3</th>
<th>Building 4</th>
<th>Building 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stories (ground floor counts as one)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of use</td>
<td>1st floor: Residential</td>
<td>2nd story: Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade materials</td>
<td>Stucco, Shingler</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present facade color</td>
<td>Gray, white, black</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General maintenance</td>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural value</td>
<td>Y N Y Y Y Y Y Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elements of note:**  
Exposed dirt, trash cans, electrical conduit
Appendix 11: Landscape Guidelines

These landscaping design guidelines provide a framework for all of Old Town. The landscape palette is to be used in streetscape enhancements, public plazas and future development of Old Town. Drought tolerant plants that are classified as “very low” and “low water” use plants are listed. The use of these plants will incorporate minimal drip irrigation, will help projects comply with the Water Efficient Landscape Ordinance and also contribute to low-impact development (LID) stormwater recycling.

Overall Landscaping Design Guidelines

- Implement drought tolerant landscaping through the Old Town project site.
- Sidewalks to be lined with trees from the approved street tree list.
- Specific landscape plants to be pulled from approved drought-tolerant lists.
- Be compliant with the Water Efficient Landscape Ordinance.
- Use “very low” and “low water” use plants.
- Landscaping to have drip irrigation that will utilize minimal water.
- Chosen trees to have roots that go deep into the ground instead of spreading out and lifting the sidewalk.
- Stormwater retention elements to be placed in low lying areas of each block.
- Recycled pipes with purple pipe labels to be utilized where possible.

Street trees and landscape trees are to be selected from the list below.

Street Trees

The design goal of the street trees outlined below are to incorporate drought tolerant plants that will minimize impacts to sidewalks and public infrastructure.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Botanical Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Oak</td>
<td>Quercus Douglasii</td>
</tr>
<tr>
<td>Brisbane Box</td>
<td>Tristania Conferta</td>
</tr>
<tr>
<td>Cajeput Tree</td>
<td>Melaleuca Quinquenervia</td>
</tr>
<tr>
<td>Camphor</td>
<td>Cinnamomum Camphora</td>
</tr>
<tr>
<td>Chinese Pistache</td>
<td>Pistacia Chinensis</td>
</tr>
<tr>
<td>Eastern Redbud</td>
<td>Cercis Canadensis</td>
</tr>
<tr>
<td>Floss Silk</td>
<td>Chorisia Speciosa ‘Majestic Beauty’</td>
</tr>
<tr>
<td>Ginkgo</td>
<td>Ginkgo Biloba ‘Autumn Gold’</td>
</tr>
</tbody>
</table>
### Appendix

<table>
<thead>
<tr>
<th>Tree Type</th>
<th>Species Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldenrain Tree</td>
<td>Koelreuteria Paniculata</td>
</tr>
<tr>
<td>Hornbeam</td>
<td>Carpinus Betulus ‘Fastigiata’</td>
</tr>
<tr>
<td>Incense Cedar</td>
<td>Calocedrus Decurrens</td>
</tr>
<tr>
<td>Jacaranda</td>
<td>Jacaranda Mimosifolia</td>
</tr>
<tr>
<td>Norway Maple</td>
<td>Acer Platanoides ‘Crimson King’</td>
</tr>
<tr>
<td>Plum</td>
<td>Prunus Cerasifera, ‘Krauter Versuvis’, ‘Thundercloud’</td>
</tr>
<tr>
<td>Red Horsechestnut</td>
<td>Aesculus Carnea</td>
</tr>
<tr>
<td>Red Maple</td>
<td>Acer Rubrum ‘October Glory’ ‘Red Sunset’</td>
</tr>
<tr>
<td>Red Oak</td>
<td>Quercus Rubra</td>
</tr>
<tr>
<td>Shademaster</td>
<td>GleditsiaTriacanthos ‘Shademaster’</td>
</tr>
<tr>
<td>Shumard Oak</td>
<td>Quercus Shumardii</td>
</tr>
<tr>
<td>Sycamore</td>
<td>Platanus Acerifolia ‘Boodgood’ ‘Yarwood’</td>
</tr>
<tr>
<td>Trident Maple</td>
<td>Acer Buergeranum</td>
</tr>
<tr>
<td>Zelkova</td>
<td>Zelkova Serrata ‘Village Green’</td>
</tr>
</tbody>
</table>

Source: City of Fremont Approved Street Tree Planting List
Landscaping Trees

The design goal of the following selection of landscaping trees is to enhance and beautify public space and plazas while utilizing minimal water and providing urban tree coverage.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Botanical Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madrone</td>
<td>Arbutus menziesii</td>
</tr>
<tr>
<td>Bottle Tree</td>
<td>Brachychiton populneus</td>
</tr>
<tr>
<td>Pindo Palm</td>
<td>Butia capitata</td>
</tr>
<tr>
<td>Australian Beefwood</td>
<td>Casuarina stricta</td>
</tr>
<tr>
<td>Honey Locust</td>
<td>Gleditsia triacanthos</td>
</tr>
<tr>
<td>Sweet Bay</td>
<td>Laurus nobilis</td>
</tr>
<tr>
<td>Interior Live Oak</td>
<td>Quercus wislizenii</td>
</tr>
<tr>
<td>Locust</td>
<td>Robinia x ambigua</td>
</tr>
<tr>
<td>Texas Mountain Laurel</td>
<td>Sophora secundiflora</td>
</tr>
<tr>
<td>Chaste Tree</td>
<td>Vitex agnus-castus</td>
</tr>
</tbody>
</table>

Source: California Department of Water Resources, Water Efficient Landscapes

![Australian Beefwood - Casuarina stricta](image1)

![Texas Mountain Laurel - Sophora secundiflora](image2)
### Groundcover

The design goal of the following groundcover selections are to incorporate native and drought tolerant landscaping into public space in Old Town.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Botanical Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bearberry</td>
<td>Arctostaphylos uva-ursi</td>
</tr>
<tr>
<td>Carmel Creeper</td>
<td>Ceanthous griseus horizontalis</td>
</tr>
<tr>
<td>Red Spike Ice Plant</td>
<td>Cephalophyllum sp</td>
</tr>
<tr>
<td>Chamomile</td>
<td>Chamaemelum nobile</td>
</tr>
<tr>
<td>Creeping Coprosma</td>
<td>Coprosma x kirkii</td>
</tr>
<tr>
<td>Trailing Lantana</td>
<td>Lantana montedivensis</td>
</tr>
<tr>
<td>Creeping Mahonia</td>
<td>Mahonia repens</td>
</tr>
<tr>
<td>Pork and Beans</td>
<td>Sedum rubrotinctum</td>
</tr>
<tr>
<td>Australian Bluebell Creeper</td>
<td>Sollya heterophylla</td>
</tr>
<tr>
<td>Wooly Thyme</td>
<td>Thymus pseudolanuginosus</td>
</tr>
</tbody>
</table>

Source: California Department of Water Resources, Water Efficient Landscapes
Shrubs
The design goal of the following selection of shrubs is to incorporate California’s ecological chaparral heritage while beautifying streetscapes and public space areas in Old Town.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Botanical Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Hibiscus</td>
<td>Alyogyne huegelii</td>
</tr>
<tr>
<td>Coyote Brush</td>
<td>Baccharis pilularis</td>
</tr>
<tr>
<td>Barberry</td>
<td>Berberis x stenophylla</td>
</tr>
<tr>
<td>Bush Anemone</td>
<td>Carpenteria californica</td>
</tr>
<tr>
<td>Bush Morning Glory</td>
<td>Convolvulus cneorum</td>
</tr>
<tr>
<td>Smoke Tree</td>
<td>Cotinus coggygria</td>
</tr>
<tr>
<td>Euryops</td>
<td>Euryops pectinatus</td>
</tr>
<tr>
<td>Pineapple Guava</td>
<td>Feijoa sellowiana</td>
</tr>
<tr>
<td>Texas Ranger</td>
<td>Leucophyllum sp.</td>
</tr>
<tr>
<td>Pomegranite</td>
<td>Punica granatum</td>
</tr>
</tbody>
</table>

Source: California Department of Water Resources, Water Efficient Landscapes
Perennials

The design goal of the following selection of perennials is to beautify and enhance public space and Old Town with foliage and drought tolerant landscaping.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Botanical Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yarrow</td>
<td>Achillea millefolium</td>
</tr>
<tr>
<td>Columbine</td>
<td>Aquilegia hybrids</td>
</tr>
<tr>
<td>Wormwood</td>
<td>Artemisia “Powis Castle”</td>
</tr>
<tr>
<td>Italian Arum</td>
<td>Arum italicum</td>
</tr>
<tr>
<td>Cast Iron Plant</td>
<td>Aspidistra elatior</td>
</tr>
<tr>
<td>Fortnight Lily</td>
<td>Dietes iridioides</td>
</tr>
<tr>
<td>Siberian Wallflower</td>
<td>Erysimum x allionii</td>
</tr>
<tr>
<td>Blanketflower</td>
<td>Gaillardia grandiflora</td>
</tr>
<tr>
<td>Sunrose</td>
<td>Helianthemum nummularium</td>
</tr>
<tr>
<td>Crown Pink</td>
<td>Lychnis coronaria</td>
</tr>
</tbody>
</table>

Source: California Department of Water Resources, Water Efficient Landscapes

Columbine - Aquilegia hybrids

Blanket Flower - Gaillardia grandiflora
Appendix

Sources


