



Atwater Downtown Revitalization Strategy

December 2009

The Downtown Revitalization Strategy was sponsored by a Community Development Block Grant from the State Department of Housing and Community Development and by the City of Atwater.

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Aerial Photo

Introduction

Downtown Atwater contains retail shops, restaurants, service businesses, and professional offices located along a four block expanse of Broadway. This area represents the core of the downtown and the heart of the community. The appearance of the downtown reflects to the residents of Atwater and to all its visitors the overall image of the community.

Currently, the downtown appears neat and tidy, but dated in appearance and somewhat shopworn. There are few trees and virtually no street furnishings, save for a few trash receptacles. The trees are spaced very far apart and are generally very small in stature, having been severely pruned so as not to disturb the large overhanging building canopies.

The stamped concrete paving, used as a decorative strip along the length of the sidewalks, at the intersection curb bulbs and within the crosswalks is extremely uncomfortable to walk on. It does not comply with accessibility codes.

Lighting along Broadway is limited. The tall street lights are located in a diagonally staggered pattern, with two lights for each side per block. The amount of lighting in the downtown is inadequate and the current downtown lighting does not promote nighttime patronage.

The downtown core lacks any pedestrian gathering spots - plazas or parks. If the role of downtown as a shopping and gathering place is to be fulfilled, then new places for people to congregate should be established.

The streetscape plan is a reaction to the existing conditions in the downtown and establishes a design plan to lead the downtown forward towards a more attractive and hopefully prosperous future.

The streetscape plan builds from the well-engineered layout of the curb lines, including the corner bulb-outs. This will save a great deal of investment as these expensive items need not be replaced.

The plan emphasizes installation of simple, easier to maintain materials and plantings. An abundance of large trees is included in the new design, as it has been proven that extensively planted downtowns are more conducive to retailing than sparsely treed downtowns, such as Atwater's present condition.

Lighting is increased and placed more frequently using shorter fixtures that provide a more pedestrian scale. Larger, taller fixtures are located at the intersections, providing increased light levels for a safer automobile and pedestrian environment.

Broadway is used several times a year for community parades. The streetscape plan recognizes this phenomenon and includes public gathering spots along the parade route, with a large plaza area located directly across from the VFW hall.

Despite a relatively simple design, streetscape improvements are not inexpensive. The costs per block range from \$135,000 to \$310,000, depending upon the length of the block and the complexity of streetscape amenities on each block.

If there is not adequate funding to complete the improvements for all five blocks in one single phase, the City can either: phase the work into two or more segments, or reduce the amount of improvements per block, spreading out the improvements in a thinner manner. Based upon observation of other communities which have had to scale back their initial improvements, the tradeoff is between producing a somewhat anemic design over a larger area or abandoning any improvements in the less key blocks. The concern is that in either scenario, the missing improvements would not be added at a later date - once people got used to the level of initially installed improvements.

A final section of the report is devoted to facade improvements. As many of the downtown buildings received a heavy canopy treatment in the 1980's, the Broadway corridor appears somewhat tunnel-like. Many of these canopies have covered over historic upper facades, while much of the lower building facades have been so heavily reworked over time so as to no longer be historic.

One strategy would be to concentrate on improving the lower storefronts, while leaving the canopies intact. The facade improvement recommendations take this approach as there does not seem to be much merchant support for historic restoration. Once the visual image of the streetscape is greatly improved, some of the merchants may wish to proceed with building improvements - the City should both encourage and financially support these efforts through the establishment of a downtown facade program.

This workbook forms the basis for further action. Through favorable Redevelopment funding, the streetscape portion of downtown improvements will likely be implemented in the near future. Once some improvements are made, the downtown's business climate will begin to develop by diversification of goods and services and an upgrading of the business types, as the downtown begins to attract different merchants.

Existing Conditions

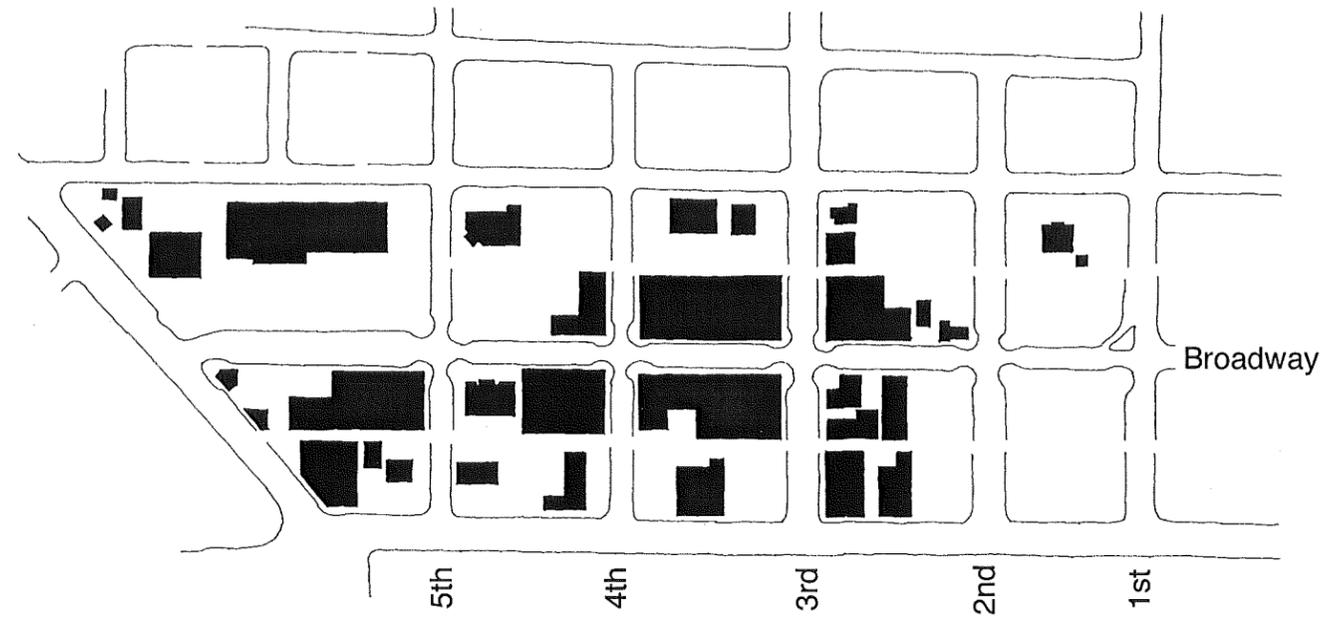
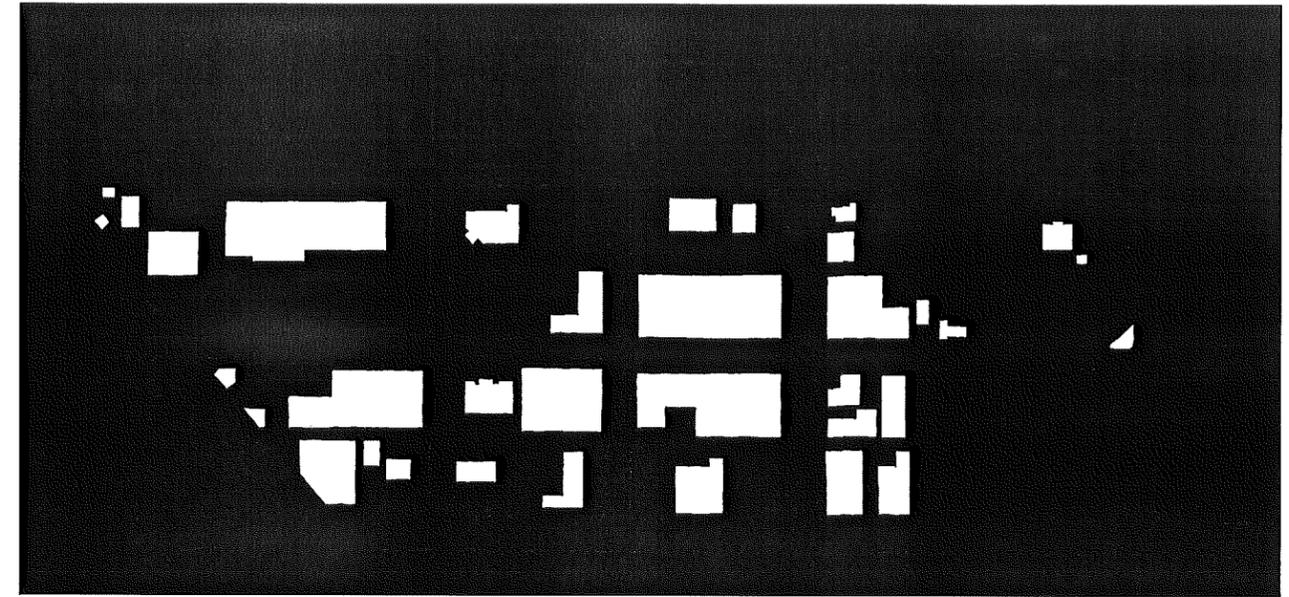
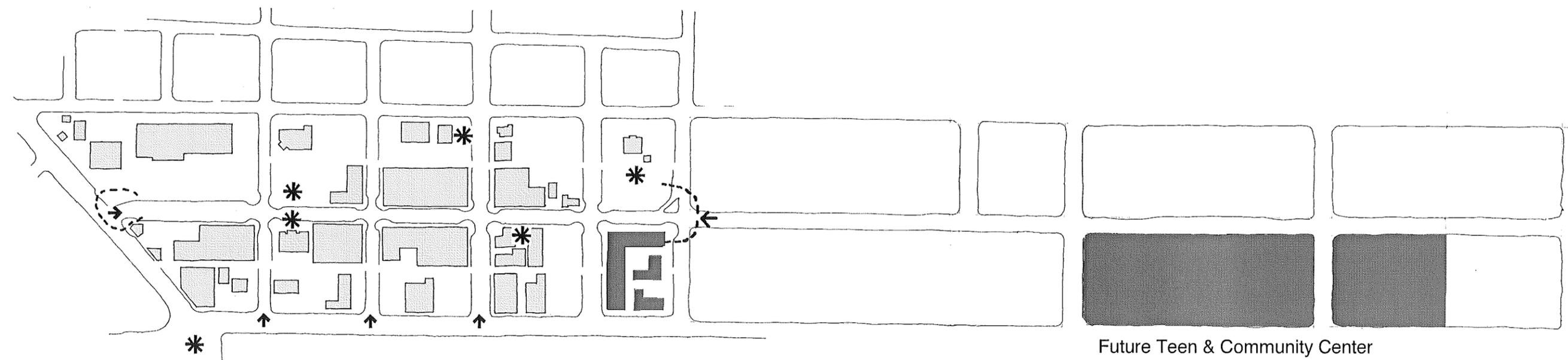


Figure Ground



Negative Space



Nodes & Entry Points



Offstreet Parking

Analysis

In order to understand the basics about how and why the downtown core is arranged, several simple diagrams have been created.

Aerial Photo

This photograph of the downtown core is a very useful document. It accurately depicts the location and shape of the buildings and shows the relationship of these buildings to the street environment.

Figure Ground

The figure ground diagram shows the massing of the buildings in relationship to each other, and shows these building footprints in relationship to the street curbs. It is clear from the diagram that the concentration of buildings along Broadway is greatest from 4th to 3rd streets. Additionally, the lack of building face setback (where the front of the building is immediately located at the back of the sidewalk) predominates in the downtown. This condition forms a strong urban feeling, which is maintained throughout the core, except for the north side of the block from Winton Way to 5th Street.

Negative Space Diagram

This diagram is visually the opposite of the Figure Ground. It serves to illustrate the shapes, sizes, and positions of the open space between the buildings. The diagram clearly shows how the tight, urban feel of Broadway is effectively eroded in the westernmost blocks - as created by the large parking lots on the north side of the street. This end of Broadway, as a result of the large open space, has a distinctly different character compared to the eastern end of the downtown.

Nodes & Entry Points

This diagram identifies the major important points in the downtown and shows the entry points onto Broadway from Atwater Boulevard.

The nodes, or places to gather or of special function, include:

Winton Way Gateway - The most important entry point into the Broadway corridor. It has the potential to receive a special feature treatment, in order to call attention to Broadway, as a special district.

VFW Area - The Veterans Building and the area across the street facing it have the potential to become a community gathering spot, a focal point in the downtown. A portion of the parking lot which faces the VFW Hall can be converted to an active pedestrian area.

Chamber of Commerce Area - A prior planning study of this building suggested that the outdoor area adjoining the Chamber Building on 3rd Street be converted to a more pedestrian oriented space. the sidewalk areas can be widened, creating a small plaza.

Mini Plaza at 2nd/3rd Streets - There is the potential for development of a small park area along Broadway, located between the pawn shop and the hair salon. This vacant parcel currently has a lawn and is not used by anyone. It could be converted to a small "vest pocket" park.

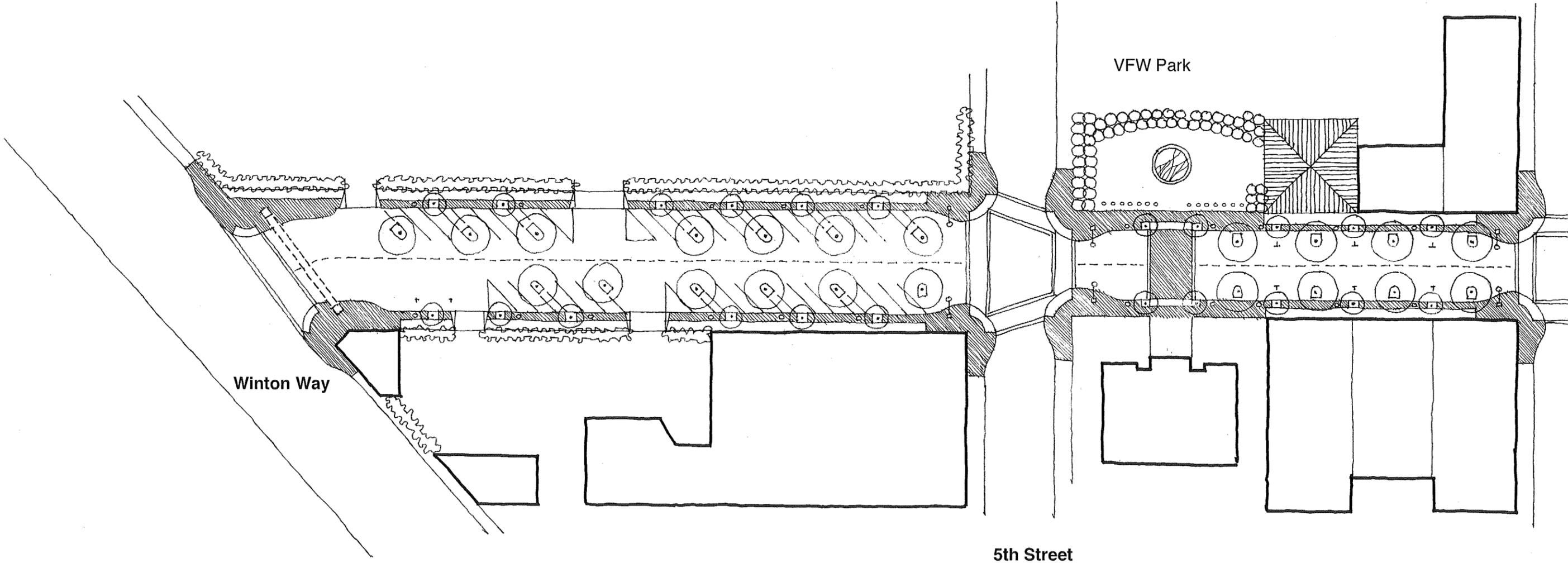
Bloss House - The historic home and its surrounding grounds are a very strong asset for the downtown. Continued preservation of this area is well supported in the community and should continue.

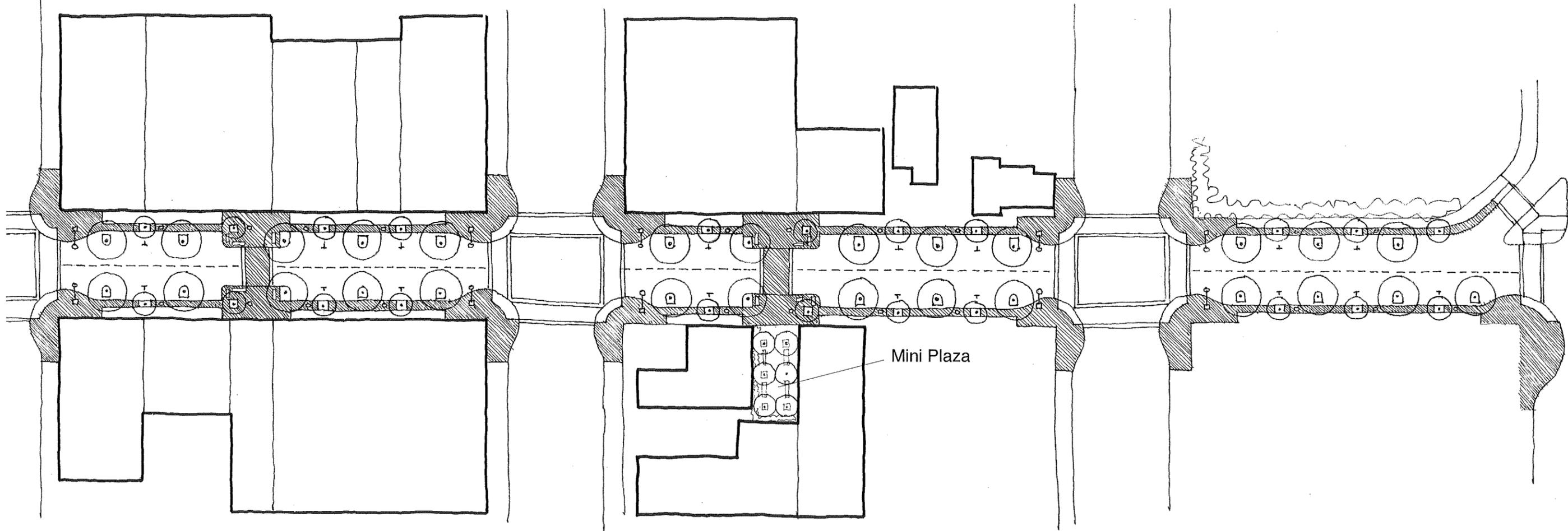
Winton Way / Atwater Boulevard Intersection - This intersection forms the main entry point into the downtown area, as it is the junction of the two main roads leading into town. The City is in the process of reconfiguring this intersection to provide better traffic flow. As a result, the existing gateway monument will require replacement at an alternative location. A new monument can effectively become an attractive introduction feature for Atwater.

Parking

The black areas on the diagram illustrate the locations of off-street parking. What is clearly shown is that the downtown has a large supply of parking, which is reasonably well distributed throughout the area.

Streetscape Plan





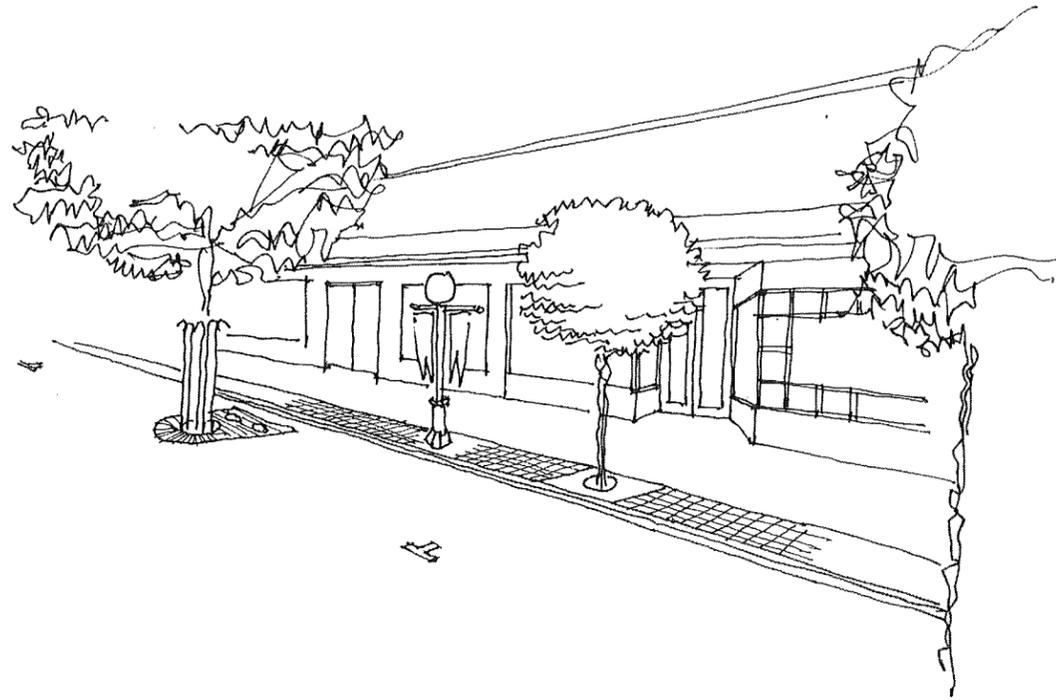
4th Street

3rd Street

2nd Street

1st Street

Mini Plaza

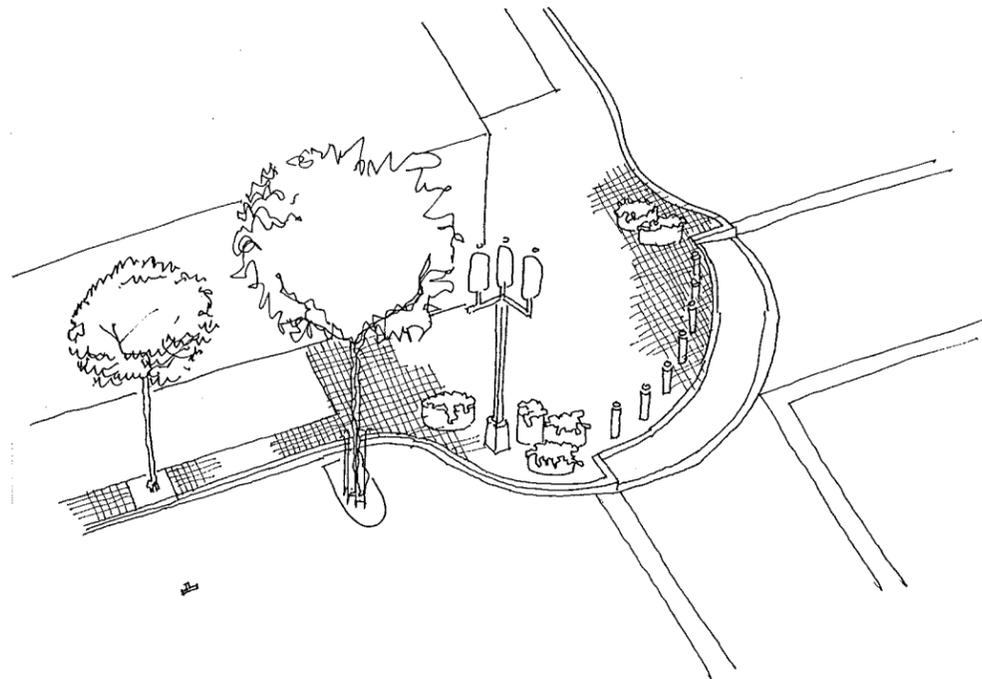


Streetscape Plan

The streetscape plan is a conceptual diagram depicting the major elements proposed for the streetscape environment. The plan extends along Broadway, from Winton Way to First Street - encompassing the same blocks as the prior 1980's improvements did.

Typical Curbside Elements

There are three main components which occur repeatedly along each sidewalk area, and which establish the major sense of place for the downtown. The most prominent and prevalent component is a regular pattern of large street trees that provide a shade canopy for the street and sidewalk areas. These large trees are complimented by smaller trees located inboard of the curbs. The second element are the pedestrian scaled street lights that provide nighttime illumination, thematic style and detail to the downtown. Thirdly, a special paving band runs along the inside of the curb, dressing up the plain concrete sidewalk areas.



Intersection Curb Bulbs

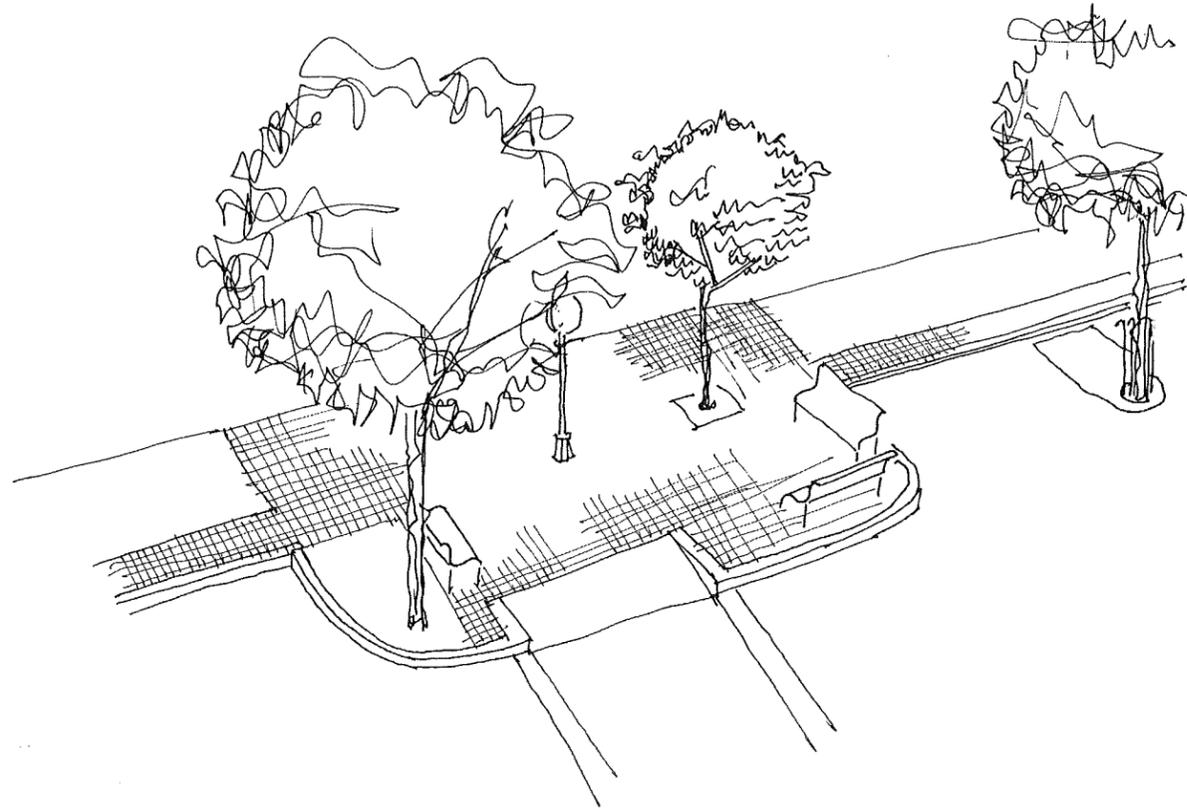
The downtown improvements which were constructed in the early 1980's included a rounded projecting curb line at each corner of the street intersections. This improvement allowed the crosswalks to be shorter, thus improving safety and created a larger sidewalk area for decorative plantings and some street furniture.

The existing intersection curb bulbs are well designed and should remain for the future. The existing stamped concrete paving should be replaced with a more walkable surface and the planting areas should be redesigned, as they appear unsightly.

Intersection Crosswalks

The existing crosswalks have two parallel concrete pavement strips that define the sides of each walkway. The interior of the crosswalks have stamped concrete that is difficult to walk upon and should be removed.

It is proposed that the stamped concrete be replaced with plain, smooth asphalt and that painted crosswalk strips be added between the concrete strips.

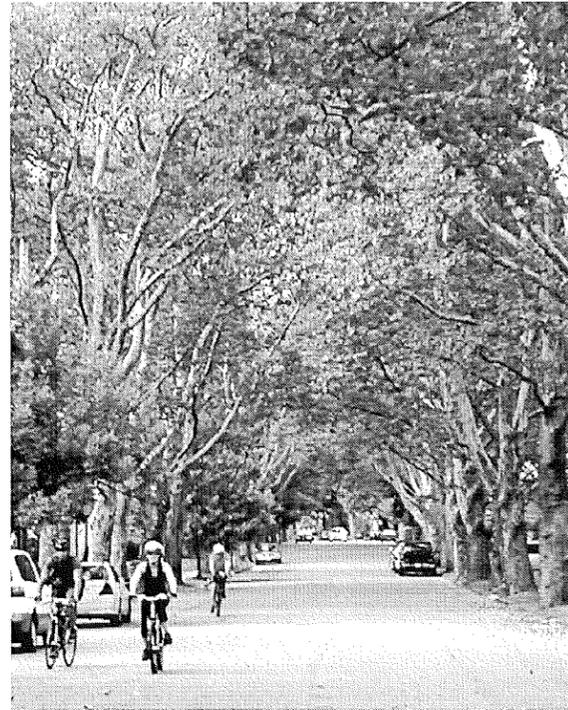


Mid Block Bulb Outs

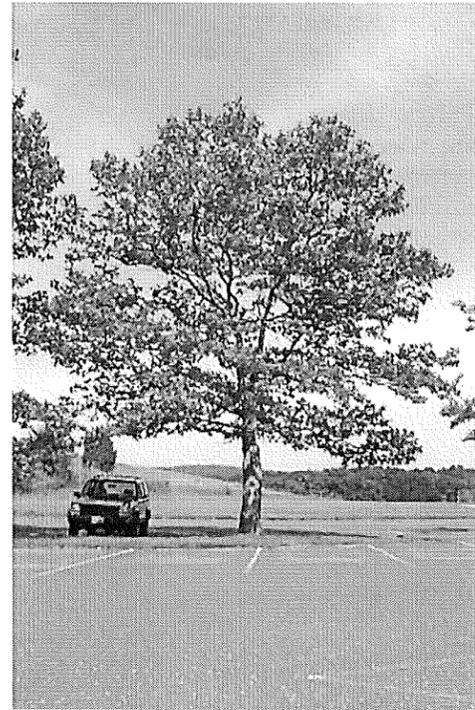
A new feature is designed for two of the downtown blocks. Creation of four widened sidewalk areas in the middle of the two most commercially dense blocks will enhance the pedestrian flavor of those blocks.

The Mid Block Bulb Outs will provide a safer means of crossing the street in the middle of the block, thus encouraging more commercial activity. Secondly, the widened areas can provide seating and other pedestrian amenities which would be difficult to install along the narrow sidewalks. The Bulb Outs would have shade trees, lighting, benches, trash receptacles, and possibly bike racks.

Streetscape Components



London Plane Tree

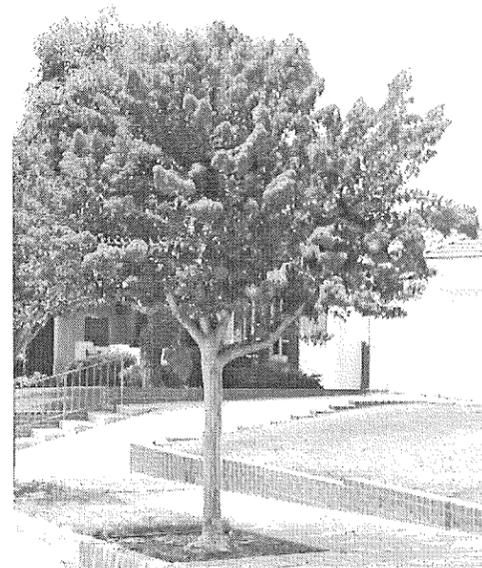


Streetscape Components

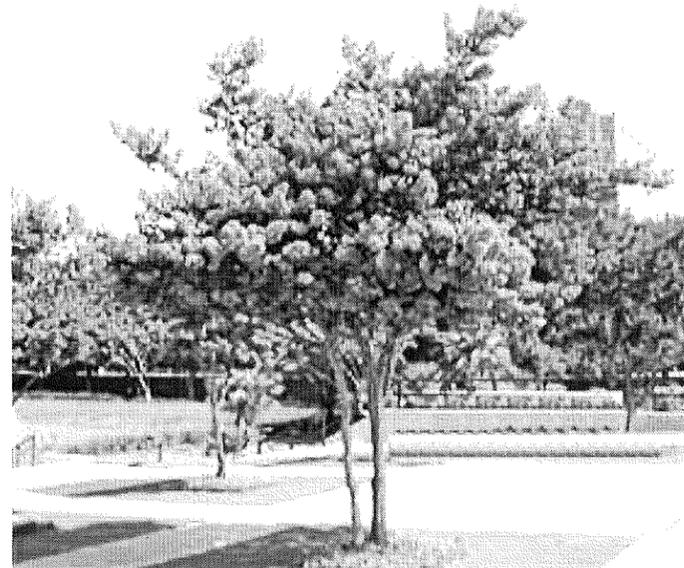
Street Trees

Located within the parallel parking zones, which flank the sidewalks, a set of large street trees is designed. These trees are to be installed in new planting wells within the existing asphalt paving. The tree wells are covered with a cast iron tree grate and the tree trunks are protected by a metal tree guard. A pair of uprights, located in the tree grating, provide attractive nighttime illumination of the foliage.

The recommended tree is the London Plane Tree. This tree is the most widely planted urban street tree in the United States. The tree has a polite root habit (adjoining paving is not deformed by the roots); the trees are deciduous, providing shade in the summer and sunlight and warmth in the winter; the branch structure is such that it can be pruned up to permit good visibility of storefronts; and the trees are fast growing, providing a lush overhead canopy of foliage.



Crepe Myrtle



Sidewalk Trees

The existing trees downtown are a type of pear tree, which is not well suited for the hardscape environment and for the large overhanging awnings which constrain the tree's natural growth pattern.

It is recommended that new trees be installed in the special paving band inboard of the curb. The recommended tree is the Crepe Myrtle. This tree has a shape and size which is much more appropriate to the constrained area near the building canopies. Additionally, the tree displays colorful flowers during the spring and summer, and will turn bright autumnal colors in the fall.

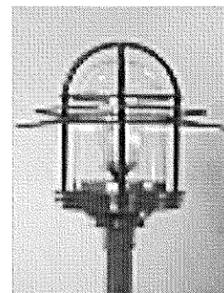
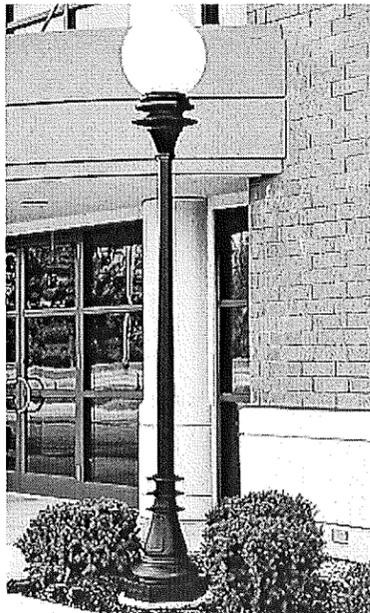


Intersection Lights

Currently, each downtown block has four installed street lights, which are tall, double globe, historic style lamps. The existing fixtures are constructed inexpensively of aluminum; they are deteriorating and replacement parts are no longer available for them.

It is recommended that new tall fixtures be installed, fabricated from more durable cast iron, and purchased from a well-established lighting manufacturer that will likely remain in business in the future - so that repair parts will be available. These fixtures, larger in scale than the mid block lights, can be installed at all four corners of each intersection, providing good traffic illumination.

There are many styles available from several reputable domestic manufacturers.



Mid block Lights

Located in the middle portions of each block, the mid block lights are positioned near the curb in the special paving bands and placed between the street and sidewalk trees. These lights are more numerous and more closely spaced than the existing lights.

It is recommended that these lights be a short, single globe design, which related in style to the taller intersection lights.

Streetscape Components



Special Paving

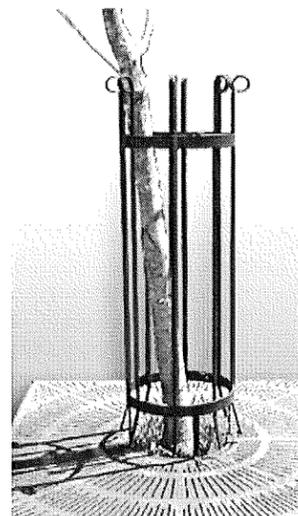
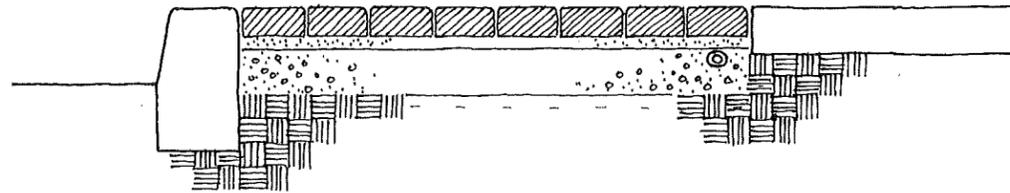
The existing 1980's improvements included the installation of stamped, colored concrete in a herringbone pattern at crosswalks, intersection curb bulbs and as a special paving strip along the length of the block. The stamped concrete is very uncomfortable to walk upon and does not meet current accessibility standards.

Since the 1980's, technology in paving materials has advanced. A newer product, a precast concrete paving block is recommended for installation to replace the stamped pattern at the intersection bulbous and along the special paving band at the curb.

Several companies manufacture this paver, including one located in the Central Valley. The pavers are available in a range of shapes, sizes and colors.

Installation consists of preparing a substrate of road base, which is compacted to at least 4 inches in depth, over which is placed a uniform 1 inch layer of sand, upon which the pavers are hand laid.

The pavers have the advantage of being less expensive than other materials, and having the ability to be easily de-installed if water lines, electrical conduit or other items need to be installed or repaired in the future.



Tree Grate

The large street trees, located outboard of the sidewalk within the parking zone, should be placed in a tree well which is protected by a cast iron tree grate. The tree grate provides a driving and walking surface, while protecting the root zone of the tree. In addition, the tree grate helps to visually define the ends of the parking stalls.

The sidewalk trees, located in the special paving strip inboard of the curb, do not require tree grates, as the tree wells are not subject to automobile or pedestrian traffic.

Tree Guard

The large street trees, located at the ends of parking spaces, will need protection from car impacts. Tree guards, vertical metal cages surrounding the trunks of the trees, should be installed. These devices are fastened to the tree grates and provide a fair amount of protection from errant automobiles, although they can be bent or damaged if drivers are determined enough.

Tree guards are not needed inboard of the curb. The sidewalk trees should be braced against wind by using wooden stakes when the tree trunks are small.



Benches

Currently, the downtown has several benches that are worn out and unsightly. These benches should be removed. New benches can be installed at the mid block bulbous and at other strategic locations throughout the downtown.

The benches should be of heavy construction, intended for public use - not the light weight models often found in garden stores, which will not withstand heavy abuse. It is recommended that the benches have wooden seats and backrests, as metal will be intolerably hot in the summer and concrete is not comfortable.

Trash Receptacles

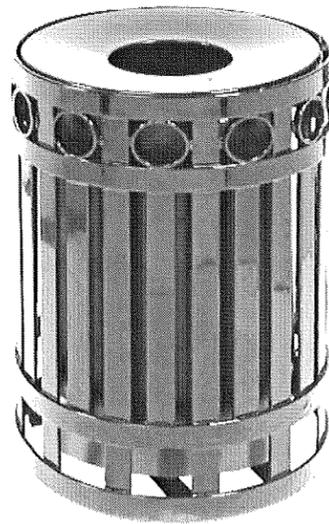
The City has existing trash containers located at the street corners, which are made of precast concrete. These items are in relatively good condition, have a nice design, and could be reused.

However, in order to increase the level of design detail and to introduce streetscape furnishings that all relate to each other in materials, design and color, it is recommended that the trash receptacles be replaced with new metal style containers that mimic the flavor of the street lights, benches, etc.

Planters

Located solely at the street corners, the existing design includes sidewalk areas without concrete or pavers that are devoted to on-grade plantings of shrubs and some small flowering plants. These areas look very poor.

In lieu of keeping on-grade planting areas, the new design proposes to fill in these areas with pavers and install free standing planters. The new planters can be square or round in shape, have various heights and be constructed of ceramic or cast materials that contribute color to the landscape. A wide variety of small scale shrubs, flowers and vines can be installed in the planters - increasing the color palette in the downtown.



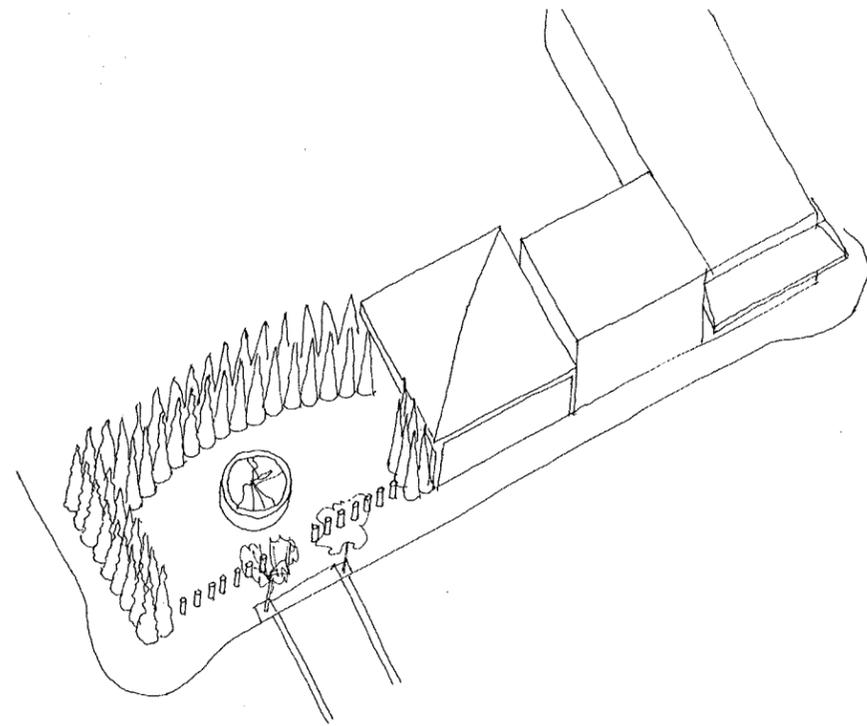
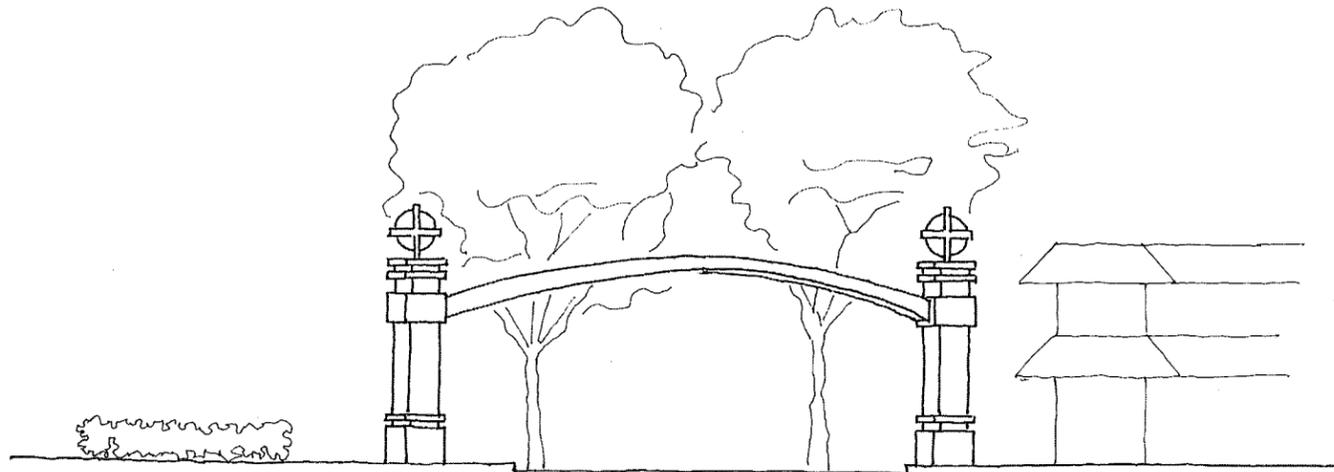
Special Features

Special Features

There are several non-typical elements contained within the streetscape design. These special features can be constructed as part of the initial phase of improvements or can be installed at a later time, without impacting the overall design's integrity.

Winton Way / Broadway Gateway

It is proposed that a portal or monument that creates a gateway entrance be constructed at the Broadway / Winton Way intersection. The purposes of the gateway are to provide a strong design feature that calls attention to the special character of the downtown corridor when viewed from Winton Way, and to provide a sense of termination of that corridor when viewed from the Broadway side.



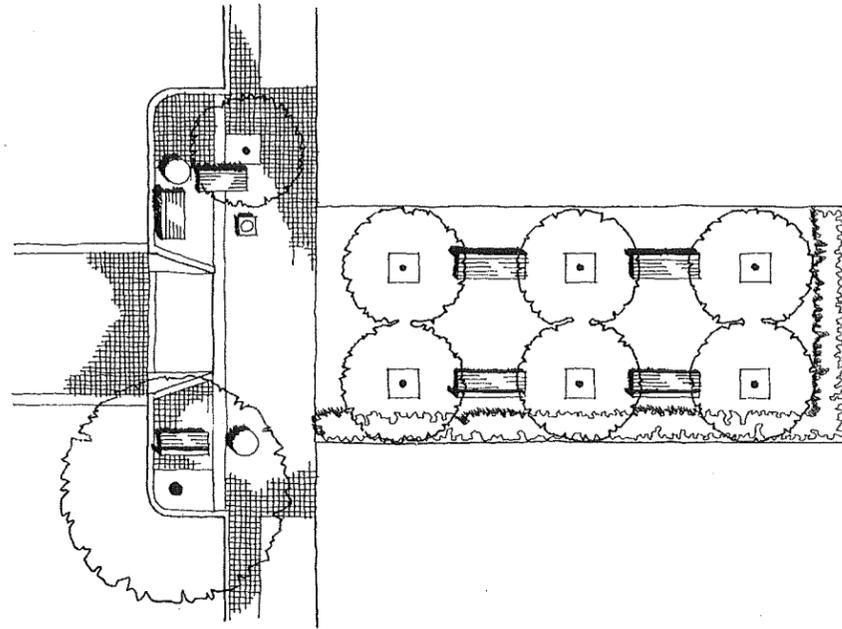
VFW Park

The most distinctive building located along Broadway is the Veterans of Foreign Wars building, at 5th Street. The building itself departs from the downtown norm by being set back approximately 25 feet from the back edge of the sidewalk. This has created a small open space area at the front of the building - with an appearance that is not inspired.

It should be re-landscaped and made an attractive part of the downtown, instead of appearing as plain as it is.

Directly across from the VFW hall is a large City-owned parking lot. The design includes a small plaza area symmetrically across from the VFW hall, adjoining the street. The plaza area is ideal for viewing parades, for informal or organized gatherings downtown. The plaza would be visually screened from the remainder of the parking lot by the use of a dense bosque of evergreen trees. A water feature, benches and special paving across the street and in front of the VFW hall complete the design.

Adjacent to the plaza, on the east side, is a small parking lot area accessed from Broadway. It is proposed that an open sided, roofed pavilion be constructed at the front of the lot, facing Broadway and the plaza. The pavilion can be used for a wide variety of activities that would benefit from shade, such as: craft tables, food vendors at downtown fairs, and as a place to relax out of the summer sun.

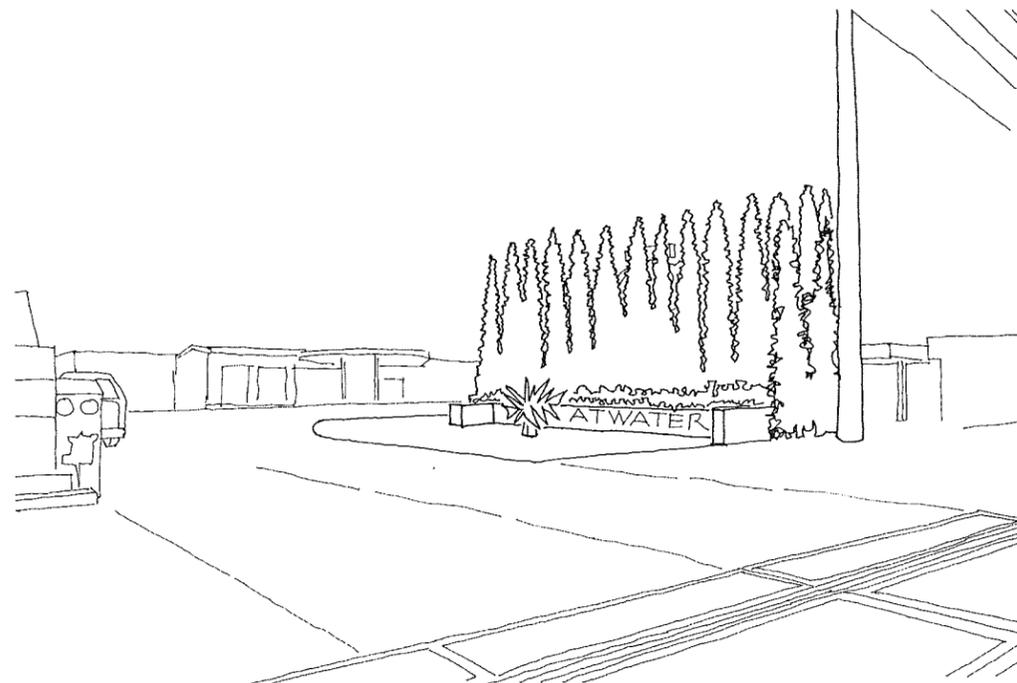


Mini Plaza at 2nd Street

On the south Broadway block between 3rd and 2nd Streets, is an empty lot that lies between the pawn shop and a hair salon. This lot is approximately 25 feet wide by 50 feet in depth. Currently, it is a featureless expanse of grass.

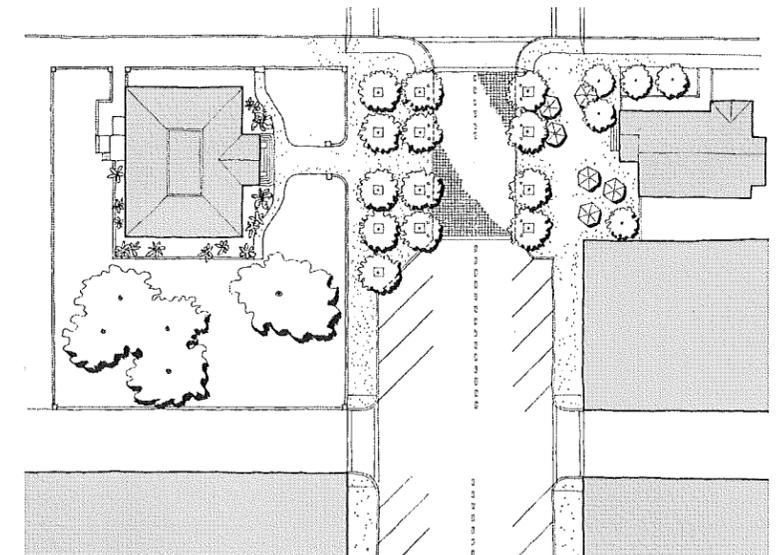
One opportunity to create an additional people oriented space downtown, would be to convert this otherwise unusable empty lot into a mini park.

The design developed for this parcel is very simple. It includes shade trees, benches, a water feature, special paving and plantings. This mini park is meant to be used for quiet activities by individuals or small groups.



Chamber Building Plaza

A previous planning study determined that the development of a small plaza-like area in front of the Chamber of Commerce Building was desirable for both the chamber's activities and for the health of the downtown. The design includes the widening of the Chamber's sidewalk, special paving, lighting, additional trees and similar features that would create a pedestrian space.



Applegate / Atwater Boulevard Gateway

The intersection of these two major streets is being reworked to provide a new main entry point into the downtown. The City now owns a small lot on the southeast corner of the intersection. The sketch illustrates a suggested gateway treatment.

It incorporates tall, columnar Mediterranean Cypress trees arranged in a screen to the rear of the site, with a low planter concrete wall in front of the trees, containing flowering plants. The Atwater lettering is applied to the face of the wall and a decorative plant, such as a large Yucca accents the left side. The ground should be gravel or smooth pavement for ease of maintenance.

Cost Estimate

Block A - Winton Way to 5th Street		Qty	Unit	Unit Cost	Total
Demolition					
Trees	13	ea	300	3900	
Plantings	1	ls	500	500	
Street Lights	5	ea	1200	6000	
Signs	4	ea	50	200	
Street Furnishings	2	ea	100	200	
SubTotal				10,800	
Street Trees					
Street Trees	13	ea	4600	59,800	
Sidewalk Trees					
Sidewalk Trees	12	ea	1115	13,380	
Intersection Lights					
Intersection Lights	4	ea	11,750	47,000	
Mid block					
Mid block	11	ea	7700	84,700	
Special Paving					
Demo Bomanite	1335	sf	1.05	1402	
Haul & Disposal	445	cf	0.25	111	
Remove Underslab Soil	670	cf	3.50	2345	
New Roadbase (Compacted)	1650	sf	1.50	2475	
Sand	1650	sf	0.45	742	
Pavers	1650	sf	5.00	8250	
Sealant	1650	sf	0.10	165	
SubTotal				15,490	
Intersection Curb Bulbs					
Demo Bomanite	1000	sf	1.05	1050	
Demo Concrete Sidewalk	830	sf	1.05	872	
Demo Utility Boxes, etc.	1	ls	1000	1000	
Haul & Disposal	610	cf	0.25	152	
Remove Underslab Soil	915	cf	3.50	3202	
New Roadbase (Compacted)	4020	sf	1.50	6030	
Sand	4020	sf	0.45	1809	
Pavers	4020	sf	5.00	20,100	
Sealant	4020	sf	0.10	402	
Textured, Curved Concrete Ramp	530	sf	4.50	2385	
Grooved Ramp Strips	60	lf	2.00	120	
SubTotal				37,122	
Intersection Crosswalks (Winton & 5th)					
Demo Bomanite	2100	sf	1.05	2205	
Recompact SubBase	2100	sf	0.45	945	
New Asphalt Infill	2100	sf	1.00	2100	
Paint Crosswalk Striping	1050	lf	1.20	1260	
SubTotal				6510	
Hedges					
Hedges	645	lf	22.50	14,512	
Benches					
Benches	2	ea	1200	2400	
Trash Receptacles					
Trash Receptacles	4	ea	1000	4000	
Planters					
Planters	12	ea	250	3000	
Electrical Distribution					
Electrical Distribution	800	lf	11.10	8880	
Irrigation Distribution					
Irrigation Distribution	800	lf	3.50	2800	
Irrigation Valves & Timer					
Irrigation Valves & Timer	1	ls	500	500	
Total				310,896	

Block B - 5th Street to 4th Street		Qty	Unit	Unit Cost	Total
Demolition					
Trees	7	ea	200	1400	
Plantings	1	ls	500	500	
Street Lights	3	ea	1200	3600	
Signs	5	ea	50	250	
Street Furnishings	5	ea	100	500	
SubTotal				6250	
Street Trees					
Street Trees	8	ea	4600	36,800	
Sidewalk Trees					
Sidewalk Trees	10	ea	1115	11,150	
Intersection Lights					
Intersection Lights	4	ea	11,750	47,000	
Mid block					
Mid block	10	ea	7700	77,000	
Special Paving					
Demo Bomanite	1080	sf	1.05	1134	
Haul & Disposal	360	cf	0.25	90	
Remove Underslab Soil	540	cf	3.50	1890	
New Roadbase (Compacted)	1140	sf	1.50	1710	
Sand	1140	sf	0.45	513	
Pavers	1140	sf	5.00	5700	
Sealant	1140	sf	0.10	114	
SubTotal				11,151	
Intersection Curb Bulbs					
Demo Bomanite	900	sf	1.05	945	
Demo Concrete Sidewalk	1200	sf	1.05	1260	
Demo Utility Boxes, etc.	1	ls	1000	1000	
Haul & Disposal	700	cf	0.25	175	
Remove Underslab Soil	1050	cf	3.50	3675	
New Roadbase (Compacted)	3100	sf	1.50	4650	
Sand	3100	sf	0.45	1395	
Pavers	3100	sf	5.00	15,500	
Sealant	3100	sf	0.10	310	
Textured, Curved Concrete Ramp	530	sf	4.50	2385	
Grooved Ramp Strips	60	lf	2.00	120	
SubTotal				31,415	
Intersection Crosswalks (4th Street)					
Demo Bomanite	1160	sf	1.05	1218	
Recompact SubBase	1160	sf	0.45	522	
New Asphalt Infill	1160	sf	1.00	1160	
Paint Crosswalk Striping	580	lf	1.20	696	
SubTotal				3596	
Benches					
Benches	2	ea	1200	2400	
Trash Receptacles					
Trash Receptacles	2	ea	1000	2000	
Planters					
Planters	12	ea	250	3000	
Electrical Distribution					
Electrical Distribution	520	lf	11.10	5772	
Irrigation Distribution					
Irrigation Distribution	520	lf	3.50	1820	
Irrigation Valves & Timer					
Irrigation Valves & Timer	1	ls	500	500	
Total				239,854	

Cost Estimate

Block C - 4th Street to 3rd Street	Qty	Unit	Unit Cost	Total
Demolition				
Trees	9	ea	200	1800
Plantings	1	ls	500	500
Street Lights	4	ea	1200	4800
Signs	6	ea	50	300
Street Furnishings	4	ea	100	400
SubTotal				7800
Street Trees	8	ea	4600	36,800
Sidewalk Trees	6	ea	1115	6690
Intersection Lights	4	ea	11,750	47,000
Mid block	8	ea	7700	61,600
Special Paving				
Demo Bomanite	1020	sf	1.05	1071
Haul & Disposal	340	cf	0.25	85
Remove Underslab Soil	510	cf	3.50	1785
New Roadbase (Compacted)	890	sf	1.50	1335
Sand	890	sf	0.45	400
Pavers	890	sf	5.00	4450
Sealant	890	sf	0.10	89
SubTotal				9216
Intersection Curb Bulbs				
Demo Bomanite	900	sf	1.05	945
Demo Concrete Sidewalk	1200	sf	1.05	1260
Demo Utility Boxes, etc.	1	ls	1000	1000
Haul & Disposal	700	cf	0.25	175
Remove Underslab Soil	1050	cf	3.50	3675
New Roadbase (Compacted)	3100	sf	1.50	4650
Sand	3100	sf	0.45	1395
Pavers	3100	sf	5.00	15500
Sealant	3100	sf	0.10	310
Textured, Curved Concrete Ramp	530	sf	4.50	2385
Grooved Ramp Strips	60	lf	2.00	120
SubTotal				31,415
Intersection Crosswalks (3rd Street)				
Demo Bomanite	1500	sf	1.05	1575
Recompact SubBase	1500	sf	0.45	675
New Asphalt Infill	1500	sf	1.00	1500
Paint Crosswalk Striping	750	lf	1.20	900
SubTotal				4650

Mid block				
Demo Bomanite	180	sf	1.05	189
Demo Concrete Sidewalk	480	sf	1.05	504
Demo Asphalt	300	sf	0.85	255
New Curb & Gutter	110	lf	9.00	990
Textured, Straight Concrete Ramp	144	sf	4.50	648
Grooved Ramp Strips	24	lf	2.00	48
Trench Grate at Existing Curb	80	lf	100	8000
New Roadbase (Compacted)	1380	sf	1.50	2070
Sand	1380	sf	0.45	621
Pavers	1380	sf	5.00	6900
Sealant	1380	sf	0.10	138
Street Tree	2	ea	4600	9200
Sidewalk Tree	2	ea	1115	2230
SubTotal				31,793
Benches	6	ea	1200	7200
Trash Receptacles	4	ea	1000	4000
Planters	12	ea	250	3000
Electrical Distribution	500	lf	11.10	5550
Irrigation Distribution	500	lf	3.50	1750
Irrigation Valves & Timer	1	ls	500	500
Total				258,964

Cost Estimate

Block D - 3rd Street to 2nd Street	Qty	Unit	Unit Cost	Total
Demolition				
Trees	7	ea	200	1400
Plantings	1	ls	500	500
Street Lights	4	ea	1200	4800
Signs	8	ea	50	400
Street Furnishings	5	ea	100	500
SubTotal				7600
Street Trees	8	ea	4600	36,800
Sidewalk Trees	6	ea	1115	6690
Intersection Lights	4	ea	11,750	47,000
Mid block	8	ea	7700	61,600
Special Paving				
Demo Bomanite	1020	sf	1.05	1071
Haul & Disposal	340	cf	0.25	85
Remove Underslab Soil	510	cf	3.50	1785
New Roadbase (Compacted)	890	sf	1.50	1335
Sand	890	sf	0.45	400
Pavers	890	sf	5.00	4450
Sealant	890	sf	0.10	89
SubTotal				9216
Intersection Curb Bulbs				
Demo Bomanite	900	sf	1.05	945
Demo Concrete Sidewalk	1200	sf	1.05	1260
Demo Utility Boxes, etc.	1	ls	1000	1000
Haul & Disposal	700	cf	0.25	175
Remove Underslab Soil	1050	cf	3.50	3675
New Roadbase (Compacted)	3100	sf	1.50	4650
Sand	3100	sf	0.45	1395
Pavers	3100	sf	5.00	15,500
Sealant	3100	sf	0.10	310
Textured, Curved Concrete Ramp	530	sf	4.50	2385
Grooved Ramp Strips	60	lf	2.00	120
SubTotal				31,415
Intersection Crosswalks (2nd Street)				
Demo Bomanite	1500	sf	1.05	1575
Recompact SubBase	1500	sf	0.45	675
New Asphalt Infill	1500	sf	1.00	1500
Paint Crosswalk Striping	750	lf	1.20	900
SubTotal				4650

Mid block				
Demo Bomanite	180	sf	1.05	189
Demo Concrete Sidewalk	480	sf	1.05	504
Demo Asphalt	300	sf	0.85	255
New Curb & Gutter	110	lf	9.00	990
Textured, Straight Concrete Ramp	144	sf	4.50	648
Grooved Ramp Strips	24	lf	2.00	48
Trench Grate at Existing Curb	80	lf	100	8000
New Roadbase (Compacted)	1380	sf	1.50	2070
Sand	1380	sf	0.45	621
Pavers	1380	sf	5.00	6900
Sealant	1380	sf	0.10	138
Street Tree	2	ea	4600	9200
Sidewalk Tree	2	ea	1115	2230
SubTotal				31,793
Benches	6	ea	1200	7200
Trash Receptacles	4	ea	1000	4000
Planters	12	ea	250	3000
Electrical Distribution	500	lf	11.10	5550
Irrigation Distribution	500	lf	3.50	1750
Irrigation Valves & Timer	1	ls	500	500
Total				258,764

Cost Estimate

Block E - 2nd Street to 1st Street		Qty	Unit	Unit Cost	Total
Demolition					
Trees	4	ea	200	800	
Plantings	1	ls	500	500	
Street Lights	3	ea	1200	3600	
Signs	1	ea	50	50	
Street Furnishings	0	ea	100	0	
SubTotal					4950
Street Trees					
	7	ea	4600	32,200	
Sidewalk Trees					
	6	ea	1115	6690	
Intersection Lights					
	2	ea	11,750	23,500	
Mid block					
	5	ea	7700	38,500	
Special Paving					
Demo Bomanite	385	sf	1.05	404	
Haul & Disposal	130	cf	0.25	32	
Remove Underslab Soil	190	cf	3.50	665	
New Roadbase (Compacted)	800	sf	1.50	1200	
Sand	800	sf	0.45	360	
Pavers	800	sf	5.00	4000	
Sealant	800	sf	0.10	80	
SubTotal					6742
Intersection Curb Bulbs					
Demo Bomanite	1050	sf	1.05	1102	
Demo Concrete Sidewalk	900	sf	1.05	945	
Demo Utility Boxes, etc.	1	ls	1000	1000	
Haul & Disposal	650	cf	0.25	162	
Remove Underslab Soil	975	cf	3.50	3412	
New Roadbase (Compacted)	2400	sf	1.50	3600	
Sand	2400	sf	0.45	1080	
Pavers	2400	sf	5.00	12,000	
Sealant	2400	sf	0.10	240	
Textured, Curved Concrete Ramp	530	sf	4.50	2385	
Grooved Ramp Strips	60	lf	2.00	120	
SubTotal					26,048
Intersection Crosswalks					
Demo Bomanite	350	sf	1.05	368	
Recompact SubBase	350	sf	0.45	158	
New Asphalt Infill	350	sf	1.00	350	
Paint Crosswalk Striping	175	lf	1.20	210	
SubTotal					1085
Benches					
	2	ea	1200	2400	
Trash Receptacles					
	2	ea	1000	2000	
Planters					
	6	ea	250	1500	
Electrical Distribution					
	380	lf	11.10	4218	
Irrigation Distribution					
	380	lf	3.50	1330	
Irrigation Valves & Timer					
	1	ls	500	500	
Total					134,764

Summary		
Block A - Winton to 5th		310,896
Block B - 5th to 4th		239,854
Block C - 4th to 3rd		258,964
Block D - 3rd to 2nd		258,764
Block E - 2nd to 1st		134,764
Grand Total		1,203,242

In addition to the basic improvements along the five blocks of Broadway, the special treatment areas are estimates as:

VFW Park	Qty	Unit	Unit Cost	Total
Demolition				
Paving	11,020	sf	0.85	9367
Trees	3	ea	200	600
Plantings	1	ls	200	200
Street Furnishings	2	ea	100	200
SubTotal				10,367
Trees				
	6	ea	500	3000
Paving				
	11,020	sf	5.55	61,161
Lights				
	4	ea	7700	30,800
Fountain				
	1	ls	15,000	15,000
Bollards				
	14	ea	250	3,500
Benches				
	4	ea	1200	4800
Trash Receptacles				
	2	ea	1000	2000
Electrical Distribution				
	200	lf	11.10	2220
Irrigation Distribution				
	200	lf	3.50	700
Irrigation Valves & Timer				
	1	ls	500	500
Ramada				
	3025	sf	25	75,625
Total				134,048

Mini Plaza	Qty	Unit	Unit Cost	Total
Demolition				
Grass	1375	sf	0.50	688
Decomposed Granite Paving				
	1375	sf	1.00	1375
Trees				
	6	ea	500	3000
Benches				
	4	ea	1200	4800
Trash Receptacles				
	2	ea	1000	2000
Hedges				
	75	lf	15	1125
Lights				
	2	ea	7700	15,400
Electrical Distribution				
	100	lf	11.10	1110
Irrigation Distribution				
	175	lf	3.50	612
Irrigation Valves & Timer				
	1	ls	500	500
Total				30,610

Winton Way / Broadway Gateway				
Budget				50-100,000

Funding

Funding Sources

There are several avenues for funding downtown streetscape and facade improvements:

City Redevelopment Funding

The most realistic and available source of funding for the downtown, particularly the public sector improvements (streetscape) is the City of Atwater's Redevelopment Agency. Funding for construction is generated by tax increment financing, which does not increase the downtowns property owners tax bills in any way.

It appears that the City will likely have approximately \$1 million in funding available in 2010, which can be used for construction of streetscape items.

CDBG (Community Development Block Grants)

These federal funds, which are administered by the State Department of Housing and Community Development, can be used for infrastructure improvements and for facade improvements. These grants require that jobs be created as a result of the spending of grant moneys - something that is extremely difficult to directly link to streetscape improvements.

Alternatively, the State program of funding facade improvements to commercial buildings is a recent addition to the funding arsenal and a viable program. The City should consider applying to the state for this use.

Downtown Business Improvement District

The downtown property owners and/or downtown merchants can choose to assess themselves in order to fund shared improvements. Typically, a Business Improvement District (BID) is established via a special election amongst either the property owners exclusively, or by a mix of property owners and business owners in the downtown. A specific plan of improvements that the BID wishes to fund is developed, along with a budget, and each of the properties and/or businesses in the downtown is assessed for a limited number of years in order to pay for the improvements.

Special Assessment District

Similar to the BID, but often used in a more limited way, a Special Assessment District is often created to fund a specific project - such a Downtown Parking district, a Downtown Lighting District, Landscaping District, Tree Planting District, and the like. Its scope is most often limited and the District's assessments expire once sufficient funds are raised to implement the work.

Tree Partners Foundation

A charitable organization, located in Atwater, with a budget of approximately \$90,000 per year. This organization's goal is to have a tree planting program. It has established a number of partnerships with governmental and charitable agencies, including with the City of Atwater. The Foundation could become a source of trees for planting and for maintenance.

Volunteers

Although not a great source of monetary contributions, volunteer organizations and individuals can be used effectively for downtown improvements. Organizations such as the Lions Club, Scouts, Veterans Groups, Rotary and similar civic minded groups can be mobilized to provide some labor for installation of specific streetscape items - preferably under the supervision of City crews.

Volunteer efforts often pay off in two important ways: First, these efforts establish "buy in" for the groups that participate - the groups' efforts create a sense of ownership and pride in the downtown. Secondly, the public relations spinoff from such activities makes a greater number of Atwater's citizens aware of the importance of downtown.

Job Creation

With the implementation of the designs shown in this report for streetscape improvements, downtown Atwater will be able to attract different and more active businesses to replace those businesses which operate in a marginal fashion.

Some of the downtown businesses are operated like a hobby: open for very limited hours, little attention paid to how the storefront appears to the public, generating virtually no foot traffic in the downtown. Current rents in the downtown are low. As a result, some of the downtown merchants can afford to operate in a marginal manner, producing little sales revenue as their overhead is minimal.

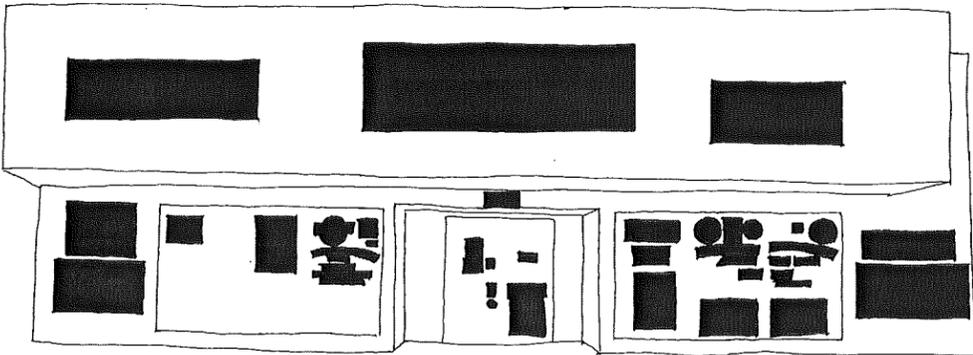
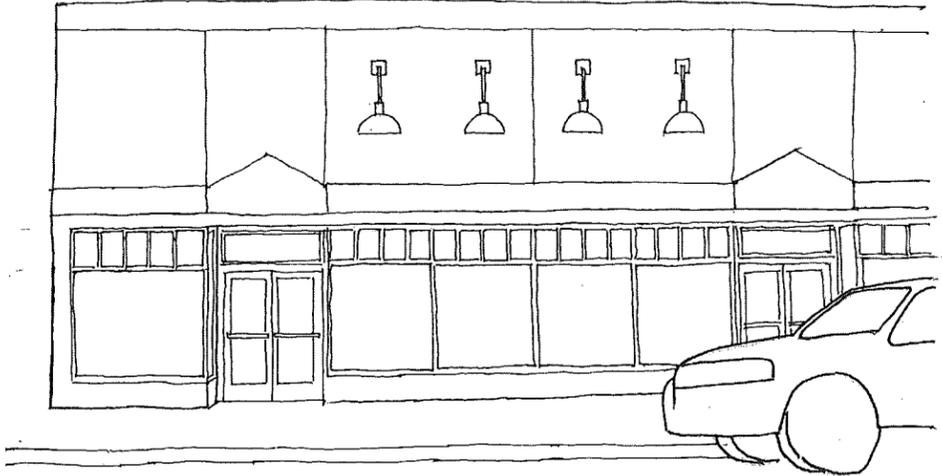
If the appearance of downtown changes to a more attractive environment, some of these merchants may relocate out of the downtown core area, as higher rents will force them to either vacate or change the way they do business. If the downtown location becomes more desirable, it will attract new and more active businesses, which can sustain themselves despite higher rents. New and active businesses will generate more downtown patronage, which will, in turn, continue to make the downtown more attractive and profitable.

A recent study of downtown improvements estimates that for every dollar invested in that downtown's improvements, the return on that investment is as much as 35% in increased sales revenue and resultant sales tax increase. (Vancouver)

Assuming a more modest return of 10%, if \$1 million is invested in public improvements, the result will be a return of an additional \$100,000 per year in sales revenue for the downtown. If the median income for a retail sales person averages about \$27,000 per year (U.S. Dept. of Labor), and given a 40% gross profit margin on sales, the improvements would generate about two new jobs per year. Over a ten year time frame, using these conservative numbers, approximately 20 new jobs would be created.

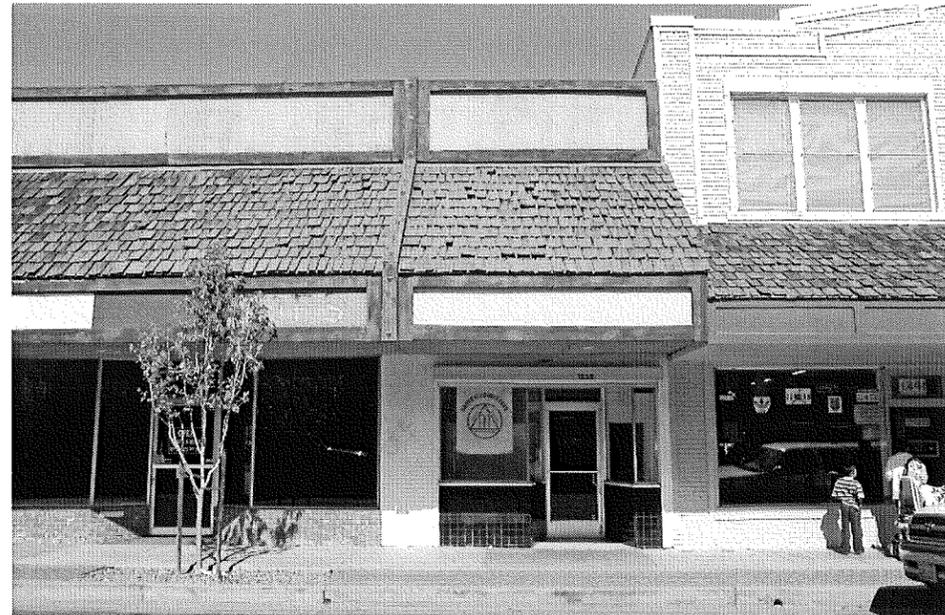
The amount of job creation will vary significantly depending upon the degree of outside sales leakage, how fast rents are raised (thus forcing out the marginally run businesses), and by the mix of new businesses that are attracted to the downtown. As the downtown becomes more successful and more patronized by the community, the amount of employment opportunities will increase.

Facade Improvements



Metal Fascia

Signs



Heavy Canopy

Facade Improvements

Following public sector improvements (sidewalks, trees, lighting and street furnishings), owners of the downtown commercial buildings could be encouraged to improve their facades facing Broadway. The City may choose to provide financial assistance, design help, and simplified permitting to foster a move towards updating the facades and providing a more pedestrian friendly environment.

Three examples of different facades were chosen to illustrate the range of design issues currently displayed in the downtown.

Metal Fascia

This building contains a near featureless facade, that contains large window panes and a continuous corrugated metal fascia above the storefront. The building lacks any semblance of scale and appears very commonplace.

The sketch illustrates some very simple improvements:

- Installation of a fabric awning above the doors and windows to replace the severely damaged awning. The awning could have projecting peaks or other features to mark the entrances.
- Installation of lights above the storefront windows.
- Cladding of the upper facade with stucco or other material to create joint lines, giving the building some rhythm.
- Installation of smaller window panes - this can be economically achieved by adhering window dividers directly onto the existing glass.

Signs

This building's facade is covered with signage, which approaches 50% of the total facade surface.

This example is included to illustrate the obvious need for the City to develop an intelligent sign ordinance and to enforce it.

Heavy Canopy

Typical of many of the buildings along Broadway, this facade was "malled" in the 1980's, in an effort to "modernize" the downtown. The result is a very dated appearance and the creation of cave-like building facades.

With the installation of large street trees, each having a leaf canopy that extends well above the bottom of the overhang, the shed shaped canopies will be less obtrusive. It is likely that they can remain without visually impacting the downtown's appearance, once the trees mature.

The facade improvements, therefore, are concentrated on the lower storefront areas:

- Installation of hanging signs over the entrances.
- Installation of window dividers, creating a more intimate scale for the display windows.
- Installation of a contrasting material at the kickplate - with an effort to coordinate heights of kickplates and window treatments to create a more coordinated whole.