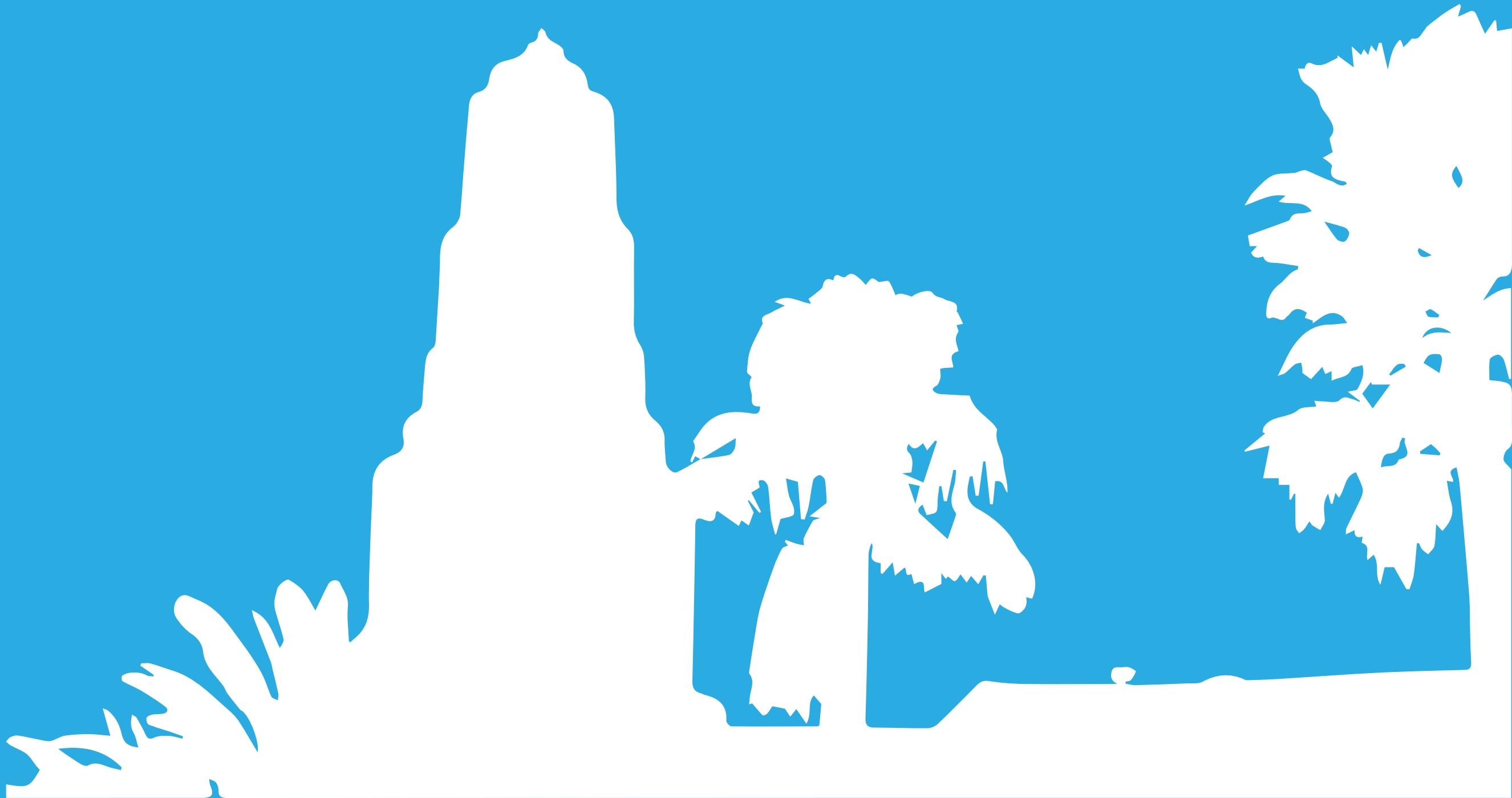


PLACEMAKING ON BROADWAY

GREATER BROADWAY DISTRICT

SACRAMENTO, CA

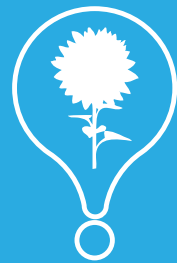


PURPOSE

THE OBJECTIVE OF THIS PLACEMAKING FRAMEWORK PLAN IS TO ENHANCE THE UNIQUE **CHARACTER** OF BROADWAY, ONE OF THE MOST POPULAR CORRIDORS IN SACRAMENTO. THROUGH PLACEMAKING ELEMENTS SUCH AS **GRASSROOTS ART PROJECTS**, TEMPORARY OR PERMANENT **COMMUNITY GATHERING**, CUSTOM **SITE FURNISHINGS**, AND **LANDSCAPE RENOVATIONS**, BROADWAY HAS THE POTENTIAL TO BECOME A MORE **ACTIVE AND INVITING PEDESTRIAN THOROUGHFARE**.

WHAT IS PLACEMAKING?

PLACEMAKING IS THE PROCESS IN WHICH THE HEART OF A COMMUNITY IS **RE-IMAGINED** AND **REINVIGORATED** IN ORDER TO STRENGTHEN THE CONNECTION BETWEEN THE PEOPLE AND PUBLIC SPACES. **PLACEMAKING** IS A COLLABORATIVE PROCESS BY WHICH WE CAN SHAPE OUR PUBLIC REALM IN ORDER TO MAXIMIZE SHARED VALUE, PAYING SPECIAL ATTENTION TO THE **PHYSICAL, CULTURAL AND SOCIAL IDENTITIES** THAT DEFINE A PLACE AND SUPPORT ITS ONGOING **EVOLUTION**. THIS MAY INCLUDE ART INSTALLATIONS, TEMPORARY OR PERMANENT GATHERING SPACES, MURALS CREATED BY LOCAL ARTISTS OR SIDEWALK TREATMENTS SUCH AS STREET TREE REPLACEMENT, VEGETATIVE SCREENING OR IMPLEMENTATION OF CIVIL AMENITIES (TRASH RECEPTACLES, BENCHES, ETC.).



LANDSCAPE RENOVATIONS



STREET FURNISHINGS



COMMUNITY GATHERING SPACES



ART PLACEMENT

WHAT IS THE GREATER BROADWAY DISTRICT?

THE GREATER BROADWAY DISTRICT IS SACRAMENTO'S MOST VIBRANT AND DIVERSE BUSINESS CORRIDOR. WITH A VARIETY OF RETAIL AND COMMERCIAL ENTERPRISES AS WELL AS A PLEASING VARIETY OF HISTORIC ARCHITECTURE, ETHNIC AND MAINSTREAM RESTAURANTS AND FUN SHOPPING. THE DISTRICT IS COMPRISED OF THREE SUB-DISTRICTS: THE MARINA, TOWER AND UPPER BROADWAY DISTRICT. FOR THE PURPOSES OF THE PLACEMAKING FRAMEWORK PLAN, THE FOCUS WILL BE PLACED ON THE TOWER DISTRICT WHICH RESIDES BETWEEN RIVERSIDE BLVD AND 21ST STREET.

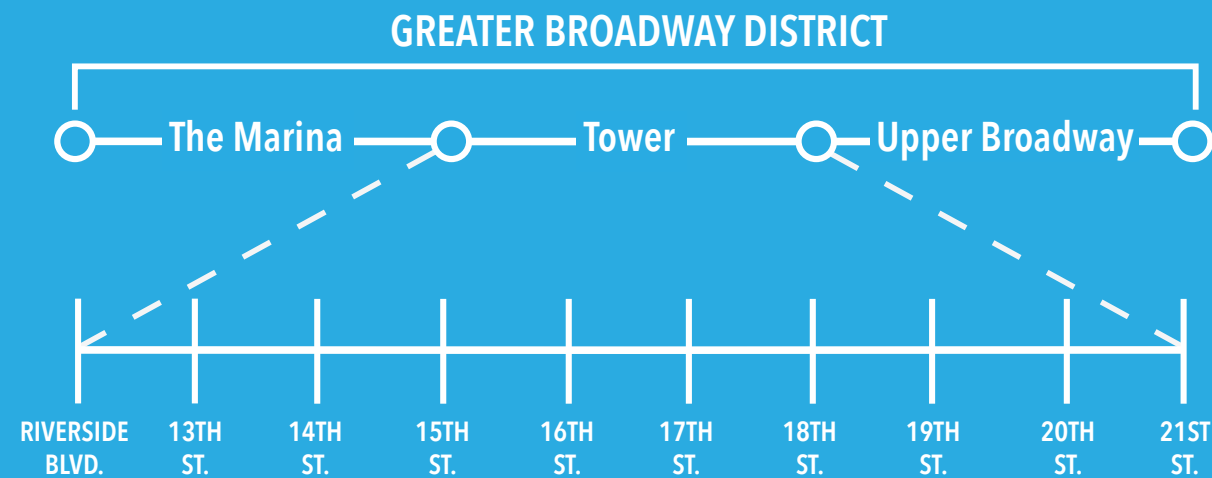


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DESIGN INTENT AND PROCESS



PLACEMAKING MASTER PLAN PROCESS



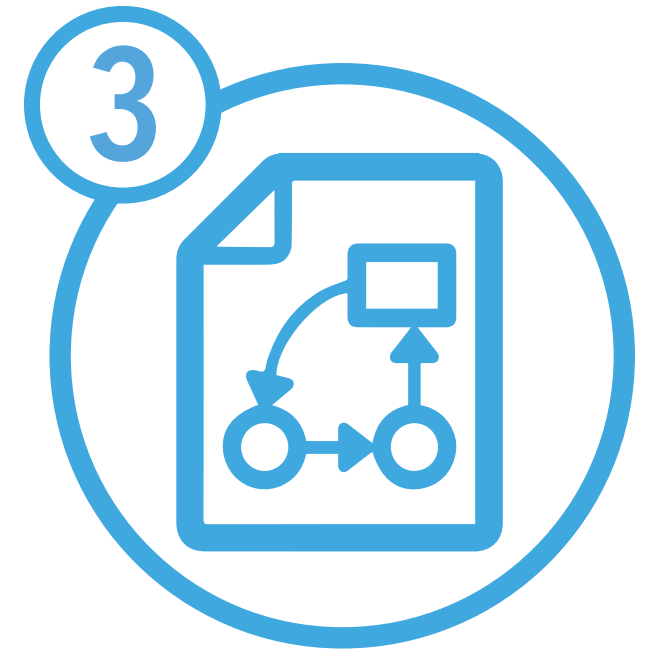
SITE IN CONTEXT

IN ORDER TO UNDERSTAND THE CORRIDOR AND DISCOVER ITS OPPORTUNITIES AND CONSTRAINTS, AN IN DEPTH ANALYSIS AND SITE INVENTORY OF THE AREA WAS IMPERATIVE FOR APPROPRIATE AND EFFECTIVE RECOMMENDATIONS. THROUGH NUMEROUS SITE VISITS, A MAP OF BROADWAY AND ITS CURRENT CONDITIONS WERE RECORDED AND DISPLAYED ON MULTIPLE



COMMUNITY ENGAGEMENT

WHO BETTER TO HELP GUIDE THE PROCESS FOR MAKING BROADWAY A PLACE TO VISIT THEN THE INDIVIDUALS WHO KNOW IT BEST. THROUGH A COMMUNITY WORKSHOP WHICH EXHIBITED A VARIETY OF ITERATIVE FEEDBACK OPPORTUNITIES SUCH AS A COMMUNITY SURVEY, SUGGESTION BOARDS AND DIRECT CONVERSATIONS WITH THE CONSTITUENTS OF THE AREA, COMMUNITY ENGAGEMENT PROVIDED WAS A VITAL STEP IN ORDER TO GUIDE RECOMMENDATIONS FOR THE CORRIDOR.



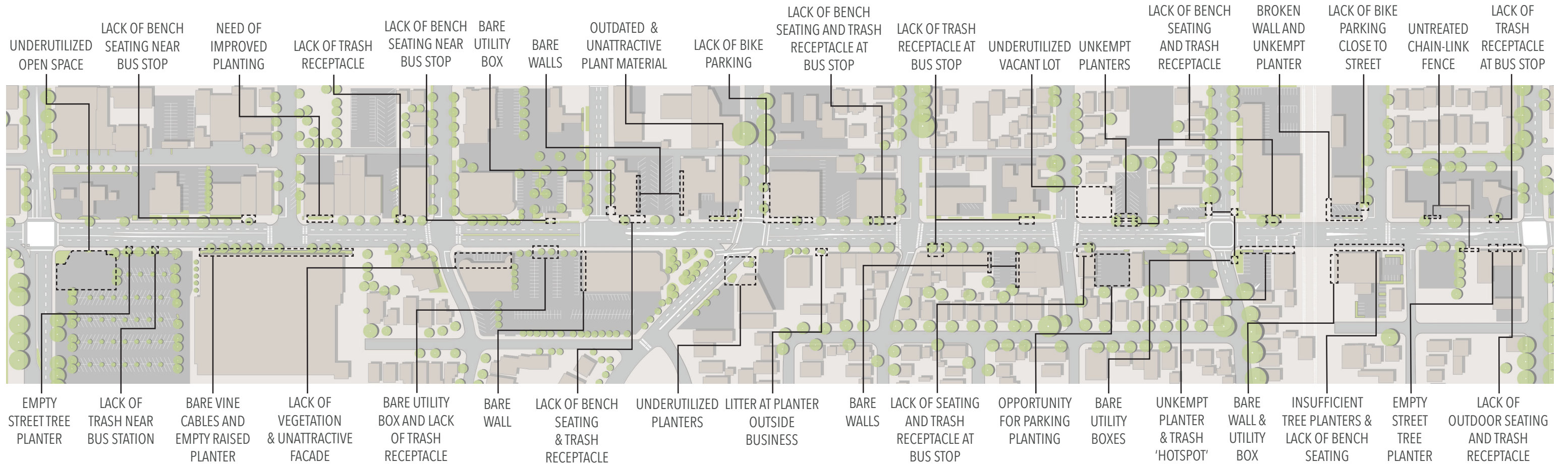
PLACEMAKING RECOMMENDATIONS

PLACEMAKING RECOMMENDATIONS ARE SORTED BY FOUR CATEGORIES: SITE FURNISHINGS, LANDSCAPE RENOVATIONS, ART PLACEMENTS & COMMUNITY GATHERING SPACES. THESE RECOMMENDATIONS ARE MEANT TO WORK IN CONJUNCTION WITH THE COMPLETE STREET PROJECT IN ORDER TO ENLIVEN THE CORRIDOR AND RESTORE SOME OF THE CORE QUALITIES OF BROADWAY THAT HAVE MADE IT SO ICONIC.



SITE CONTEXT

BELOW IS AN OVERVIEW OF THE OPPORTUNITIES AND CONSTRAINTS THAT

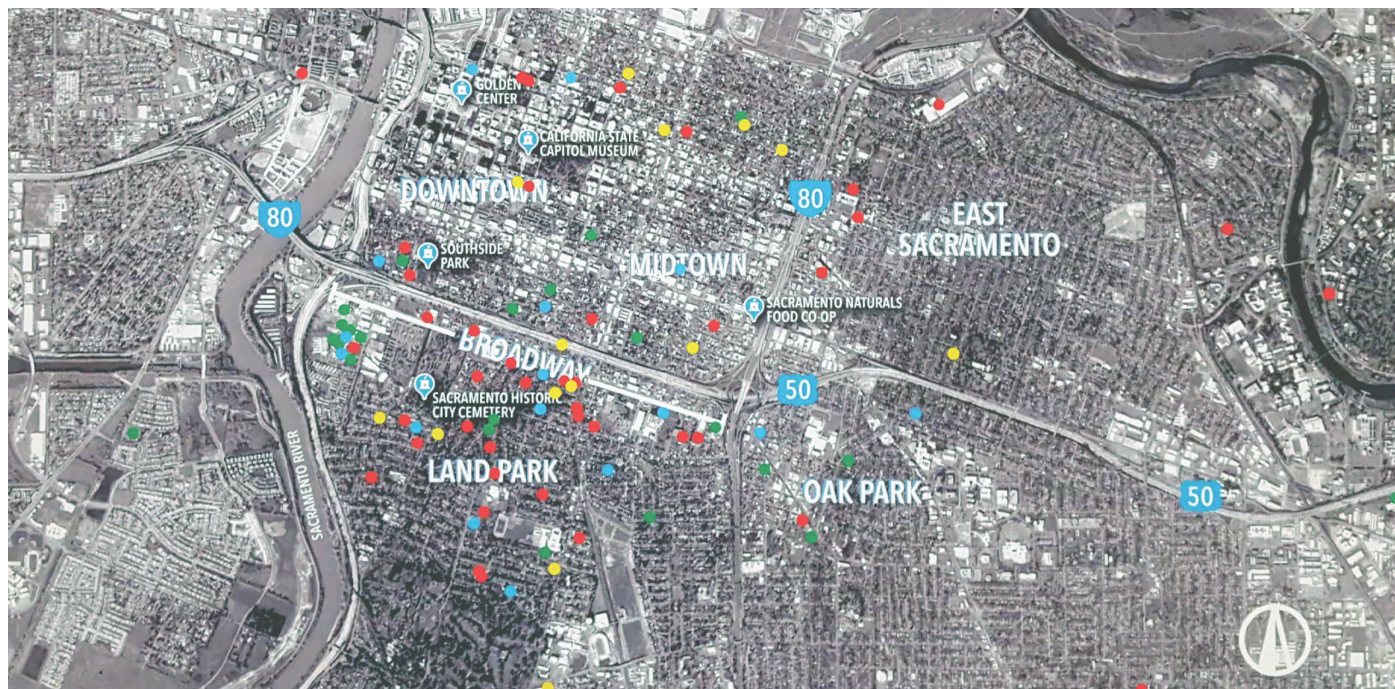




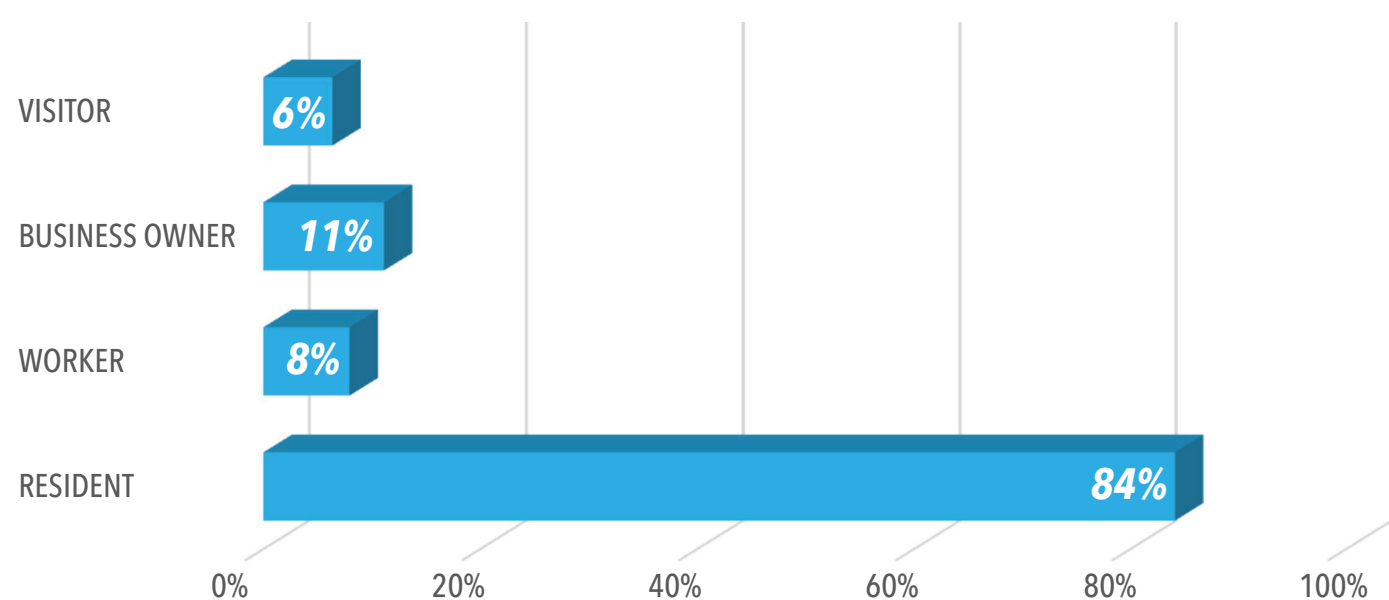
COMMUNITY ENGAGEMENT

As an effort to identify potential PLACEMAKING opportunities along Broadway corridor and develop a more accurate assessment of the community's priorities, ATLAS hosted a Community Engagement Workshop in conjunction with the Greater Broadway District Partnership. During this community meeting, ATLAS introduced the concept of PLACEMAKING to attendees and presented suggestions for Placemaking elements along Broadway. Community members, residents, property, and business owners were given the opportunity to collaborate and be a part of this project by commenting on Placemaking recommendations presented to them, voicing their opinions, and sharing their concerns.

'WHERE ARE YOU COMING FROM?'



ATTENDEE AFFILIATION



COMMUNITY SURVEY

1. WHAT IS YOUR AFFILIATION WITH THE AREA?

RESIDENT WORKER BUSINESS OWNER VISITOR OTHER (PLEASE DESCRIBE): _____

2. HOW WOULD YOU RATE WALKING OR HANGING OUT ON BROADWAY? WITH 1 BEING THE WORST AND 10 BEING THE BEST, CIRCLE A NUMBER BELOW.

1 2 3 4 5 6 7 8 9 10

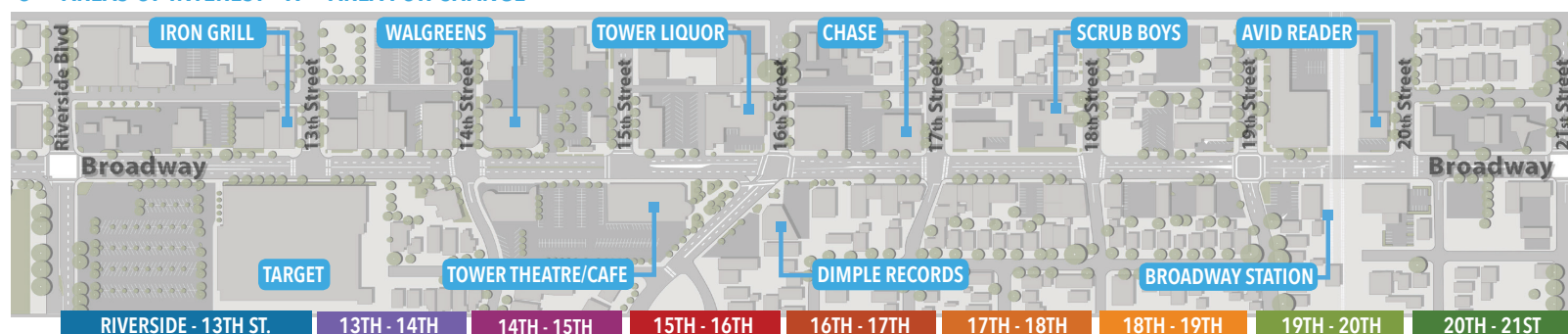
3. WHAT ARE YOUR FAVORITE PLACES TO VISIT ON BROADWAY? DRAW CIRCLE (O) SYMBOL ON MAP BELOW.

FAVORITE PLACE(S): _____

4. WHAT AREAS DO YOU WISH TO SEE CHANGE? DRAW (X) SYMBOL ON MAP BELOW.

FAVORITE PLACE(S): _____

O = AREAS OF INTEREST X = AREA FOR CHANGE



5. FOR YOUR FAVORITE AREAS, WHAT DO YOU ENJOY ABOUT THEM?

TREES & LANDSCAPING EASE OF ACCESS QUIET BUSTLING WITH PEOPLE

SERVICE PROVIDED FEELS SECURE OPEN SPACE INTERESTING VIEWS

OTHER (PLEASE DESCRIBE): _____

6. FOR AREAS YOU WISH FOR CHANGE, WHAT DO YOU DISLIKE ABOUT THEM?

UNKEMPT NOISY OR CROWDED LACK OF STREET FURNISHINGS LACK OF OPEN SPACE

FEELS UNSAFE LACK OF LANDSCAPE LACK OF ART / VISUAL INTEREST NO GATHERING AREAS

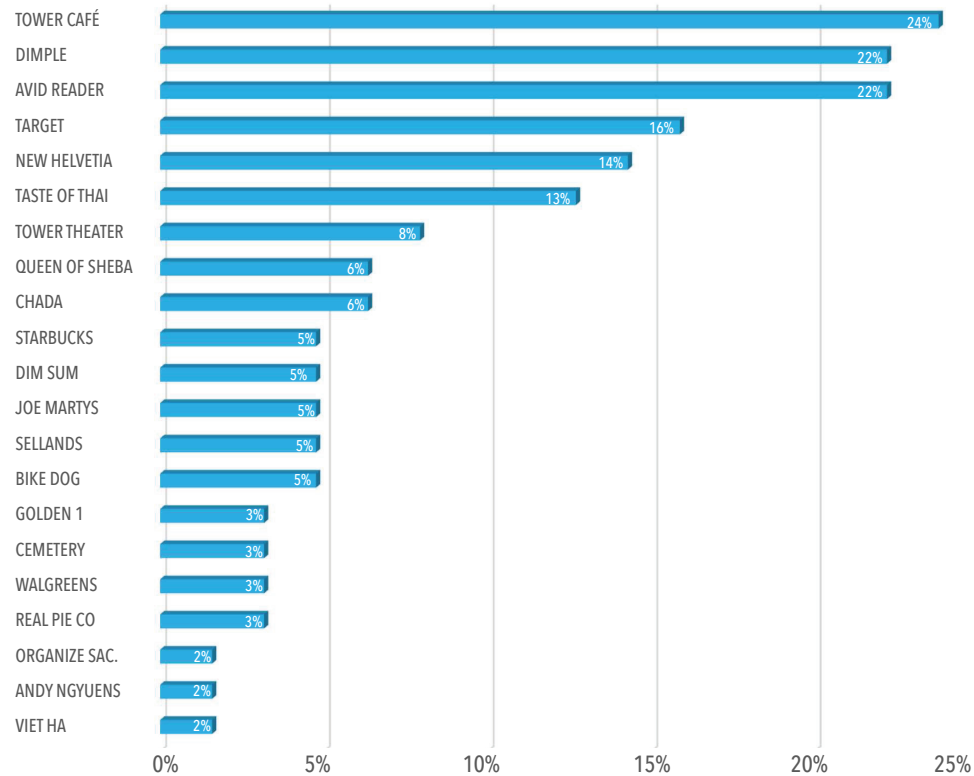
OTHER (PLEASE DESCRIBE): _____



COMMUNITY ENGAGEMENT

In order to better assess the audience present at the workshop, attendees were first asked to indicate with a dot on a map where they either work or live (See Figure 6). It was important for ATLAS to understand where the community is coming from and what their interest on Broadway might be. A total of 99 people participated in this activity, with a large amount of attendees indicating that they either work or reside within the Broadway area.

COMMUNITY MEMBERS' FAVORITE AREAS

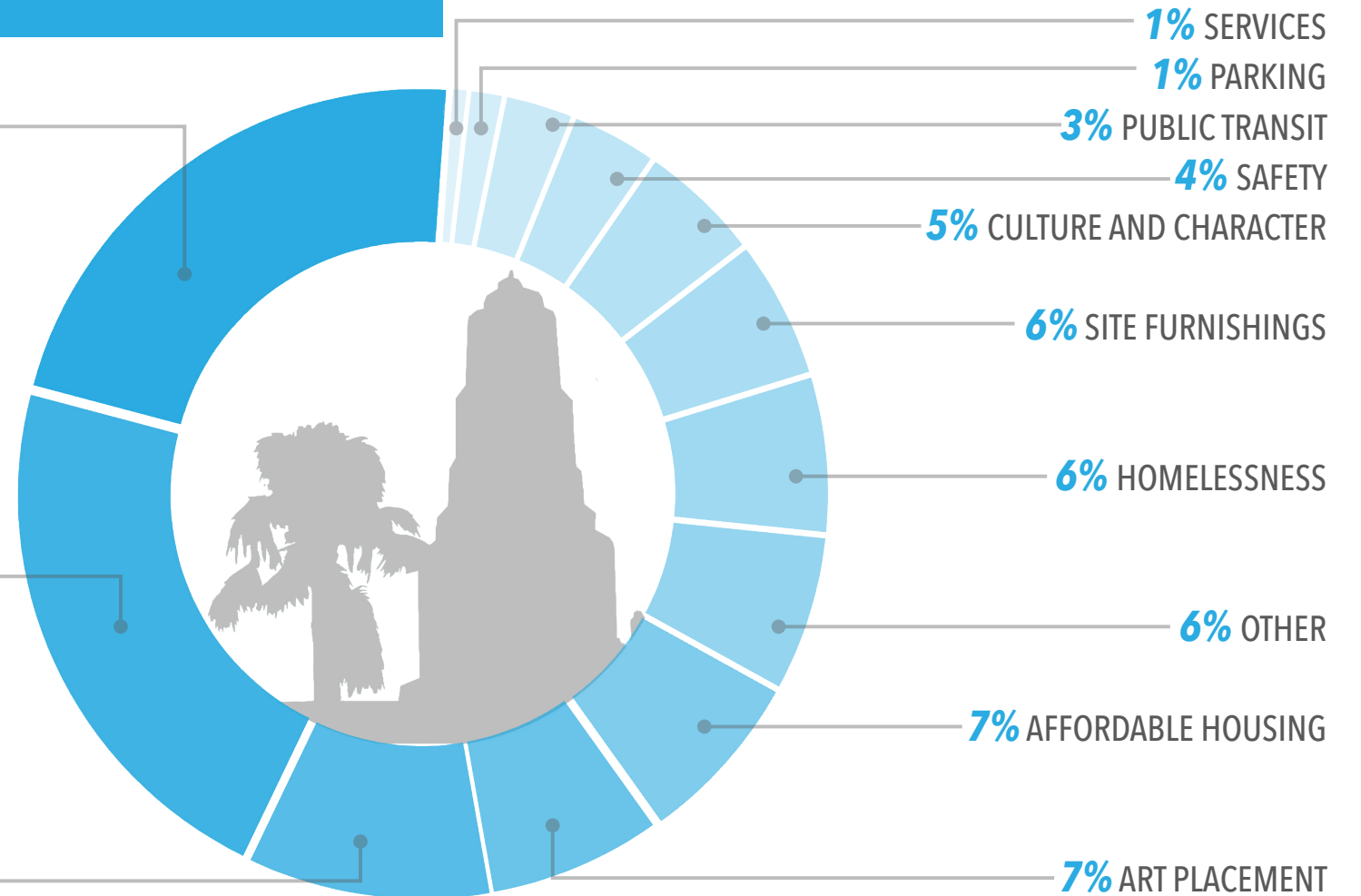


WHAT NEEDS IMPROVEMENT:

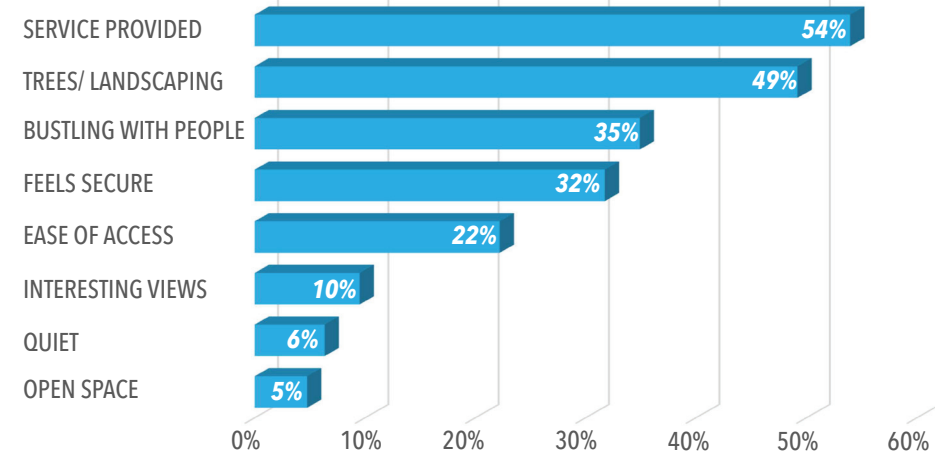
STREET IMPROVEMENTS **22%**

LANDSCAPE RENOVATIONS **22%**

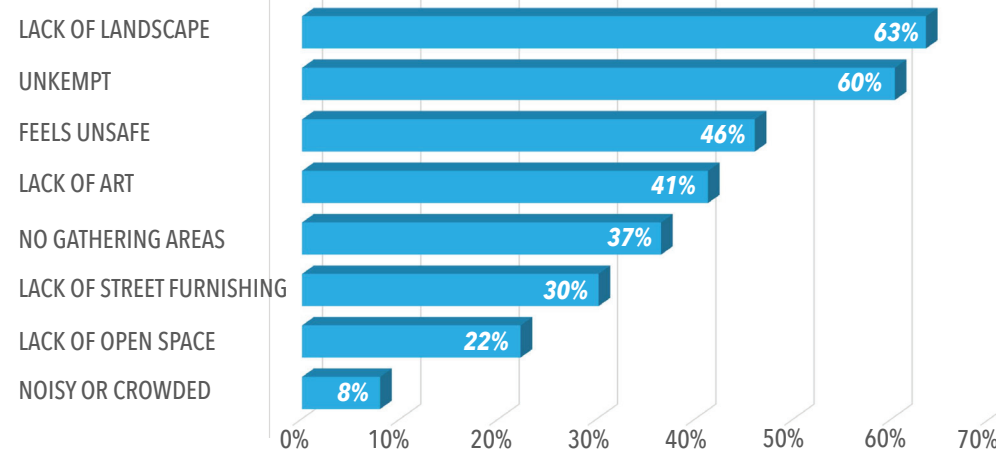
GATHERING AREAS **10%**



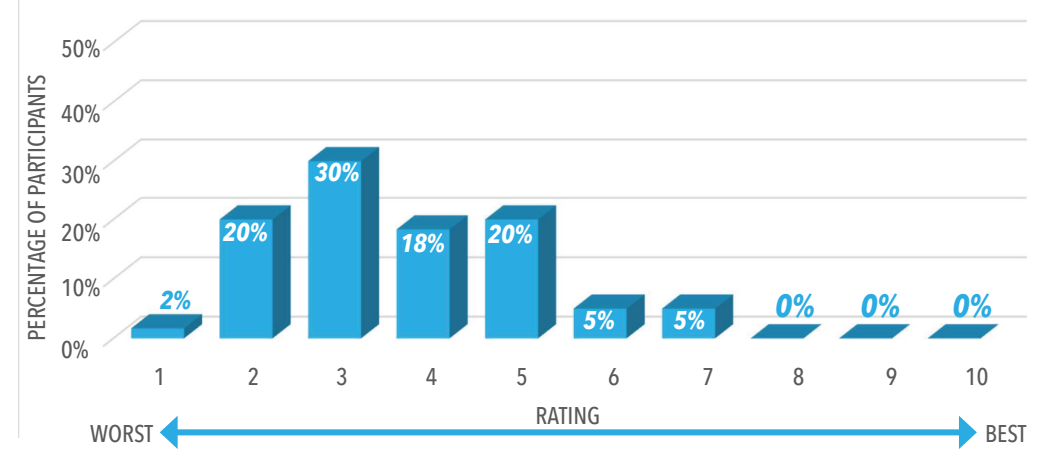
WHAT COMMUNITY MEMBERS LIKE ABOUT THE AREA



WHAT COMMUNITY MEMBERS DISLIKE ABOUT THE AREA



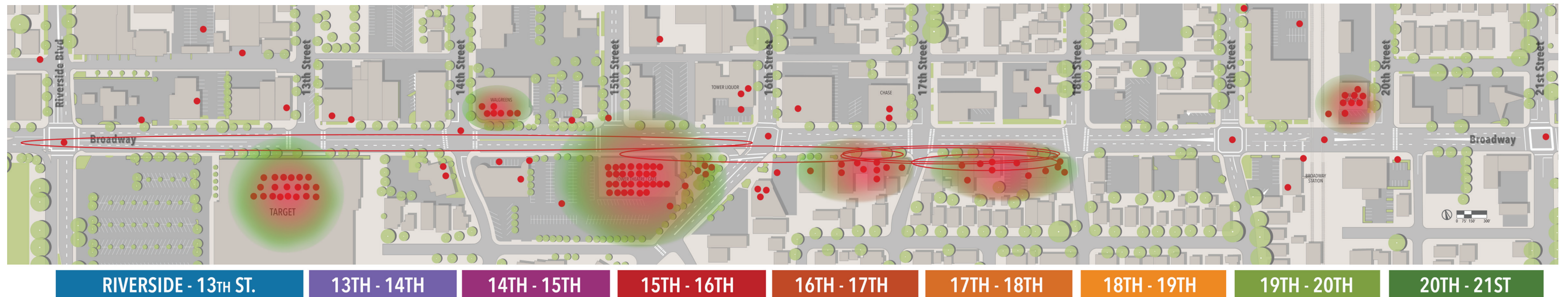
DEGREE TO WHICH COMMUNITY MEMBERS ENJOY THE AREA



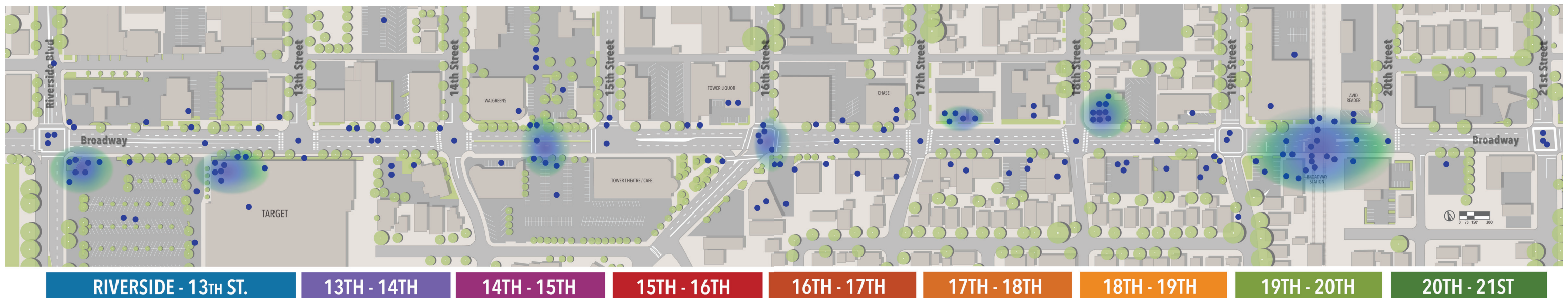


COMMUNITY ENGAGEMENT

AREAS OF INTEREST AS INDICATED BY QUESTIONNAIRE PARTICIPANTS:



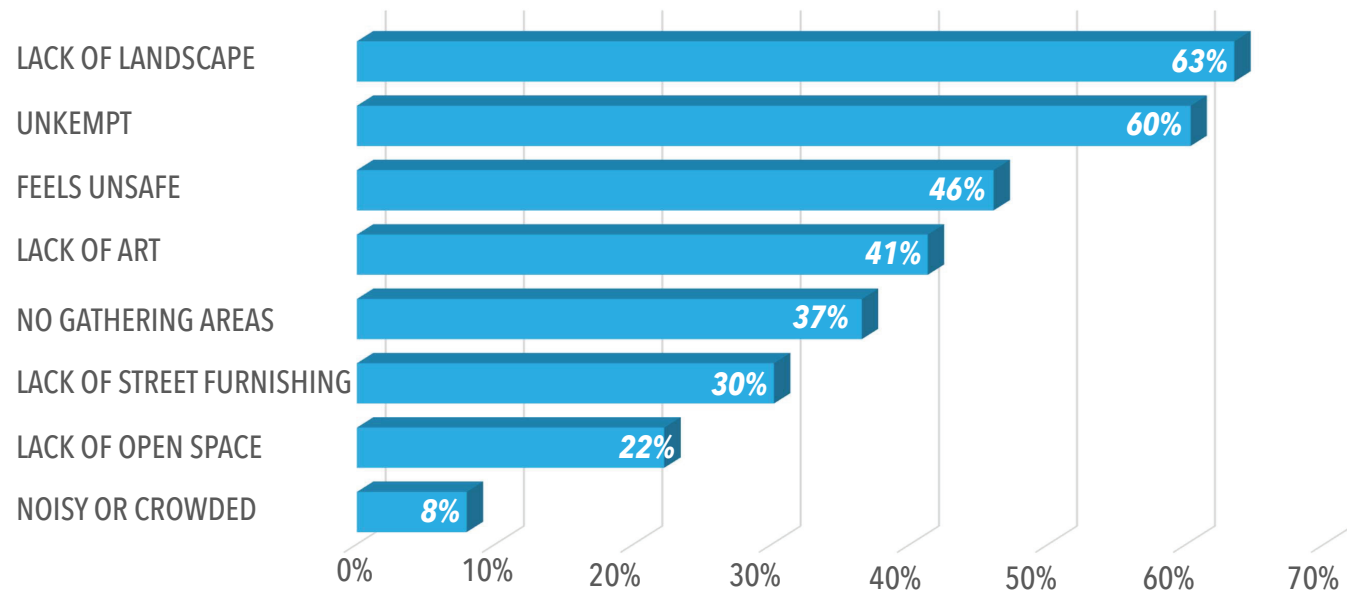
AREAS FOR CHANGE AS INDICATED BY QUESTIONNAIRE PARTICIPANTS:



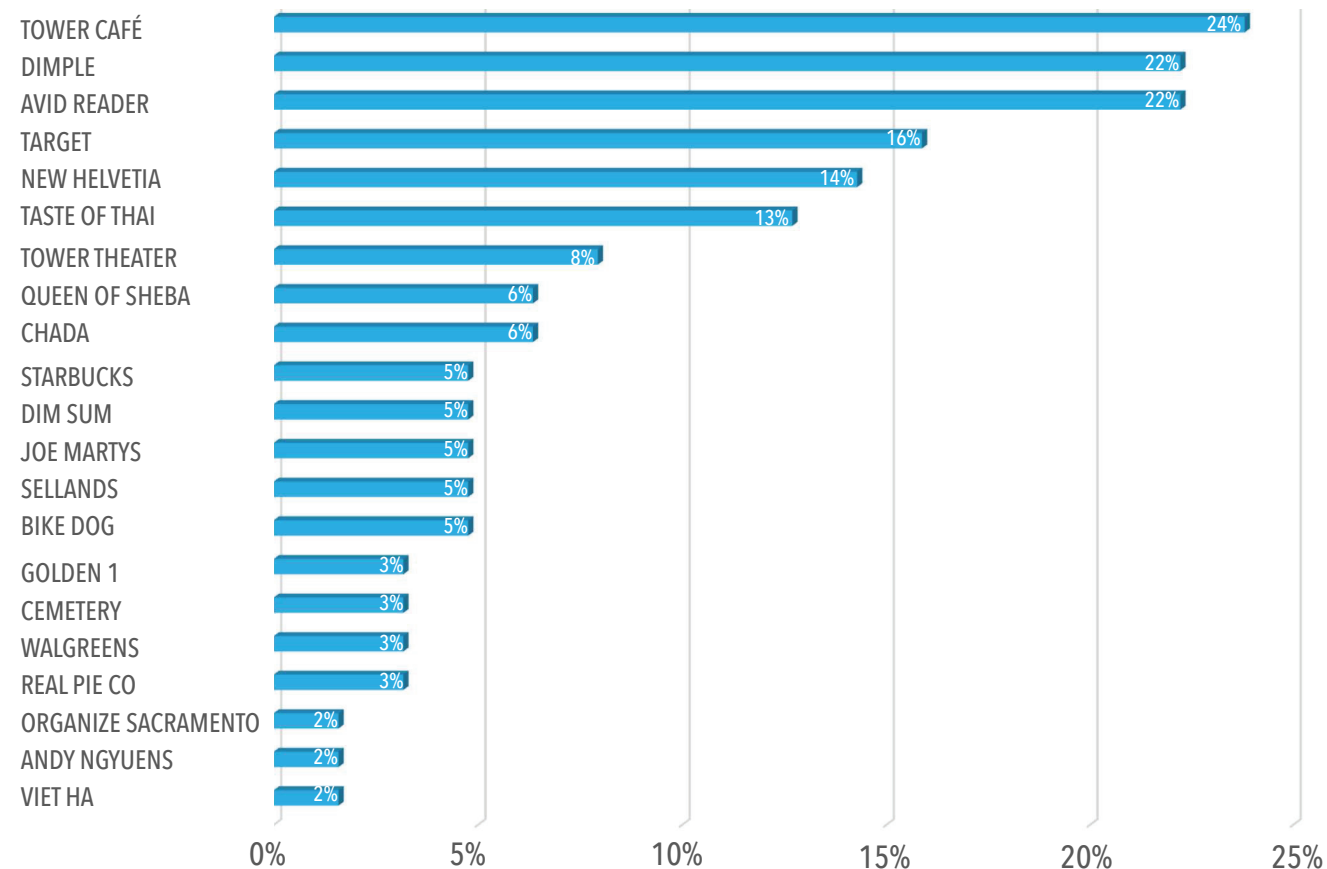


COMMUNITY ENGAGEMENT

WHAT DO YOU DISLIKE ABOUT THE AREAS YOU WISH WOULD IMPROVE ON BROADWAY?



FAVORITE PLACES ALONG BROADWAY BY PERCENTAGE:



COMMUNITY WORKSHOP CONCLUSION

Based on the collected data and feedback from the community workshop, ATLAS LAB arrived to the following conclusions:

AREAS THAT SHOULD BE A PRIORITY AND BECOME A FOCAL POINT BASED ON INTEREST EXPRESSED BY COMMUNITY:

1. Tower Theater and Cafe
2. Target
3. Storefronts between 16th and 18th streets
4. Avid Reader

AREAS THAT SHOULD BE CHANGED OR IMPROVED ACCORDING TO COMMUNITY INPUT:

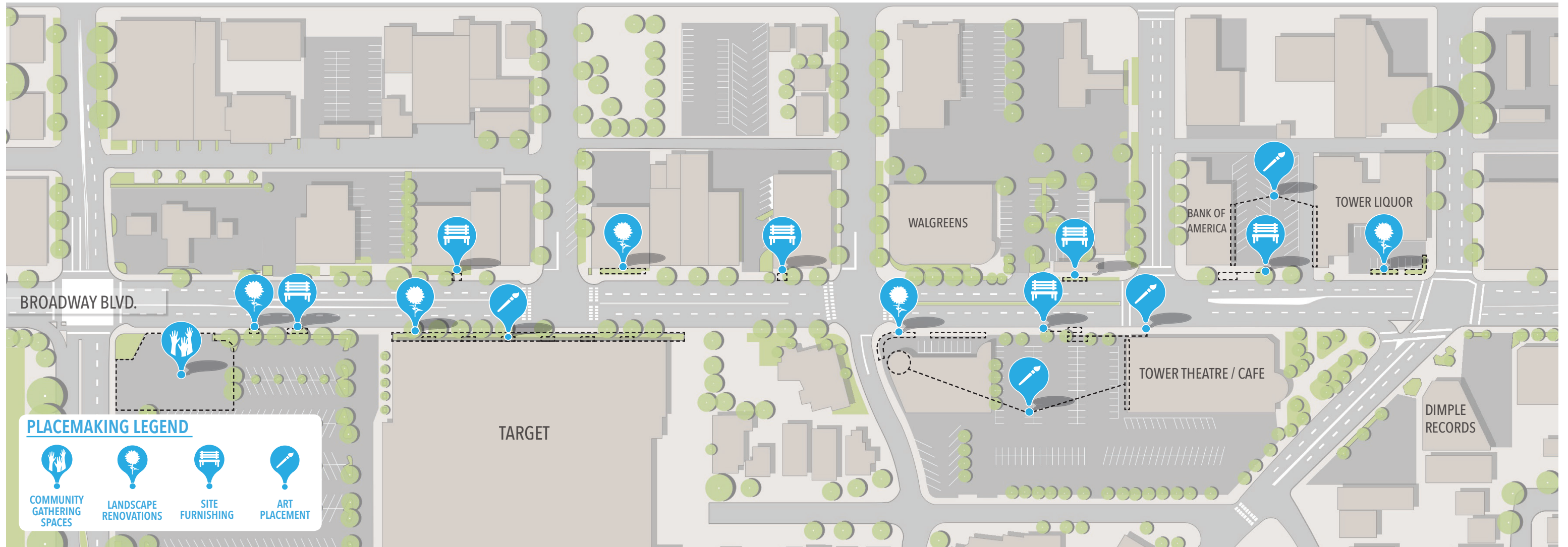
1. Broadway Station
2. 18th and Broadway Vacant Lot
3. NW Corner of Target Parking Lot
4. 16th and Broadway Intersection

ACTION ITEMS:

- Create a landscape renovation plan to add more tree canopy and greenery to Broadway Corridor, especially in areas of interest or change. Plants that provide shade should take precedence.
- Determine locations for murals. West Facade of Tower Theater, Bank of America, and XO Bar and Grill were the locations that obtained the highest percent of community support. Community members also expressed their concern about having murals on brick walls. They rather keep those walls as they are since they add to the character of Broadway.
- Determine location for art placement along Broadway. Prioritize most voted areas of interest or change. Commission local artists to create artwork and murals.
- Determine location for new street furnishings. According to feedback, community members wish to have access to more seating benches, trash cans, water fountains for drinking, and more public lighting.
- Address more in detail placemaking strategies for the Broadway Station area.
- Select a location where to design and implement a community gathering area, whether it will be permanent or temporary will depend on conditions of specific site.



MASTER PLAN



RIVERSIDE - 13TH ST.

- The empty tree planter on the south side of Broadway is in need of a replacement. The planters that run half the length of the block along the Target are bare and could benefit from drought tolerant plantings.
- The trash accumulation near the covered bus stop and the bus bench opposite on the northern side of Broadway indicates a need for a trash receptacle.
- The underutilized space in the Target parking lot has the opportunity to be activated for a permanent or temporary gathering space.
- The bare vine cables along the wall of Target are excellent opportunities for string art or other art installations.

13TH - 14TH

- The lawn space outside of Asian Food Center has the potential to be revitalized through the implementation of drought tolerant plantings.
- The facade of the Asian Food Center is a prime opportunity for mural art in order to bring color to the area.
- Considering the lack of outdoor seating on this block, bench placement next to the existing trash receptacle is recommended.

14TH - 15TH

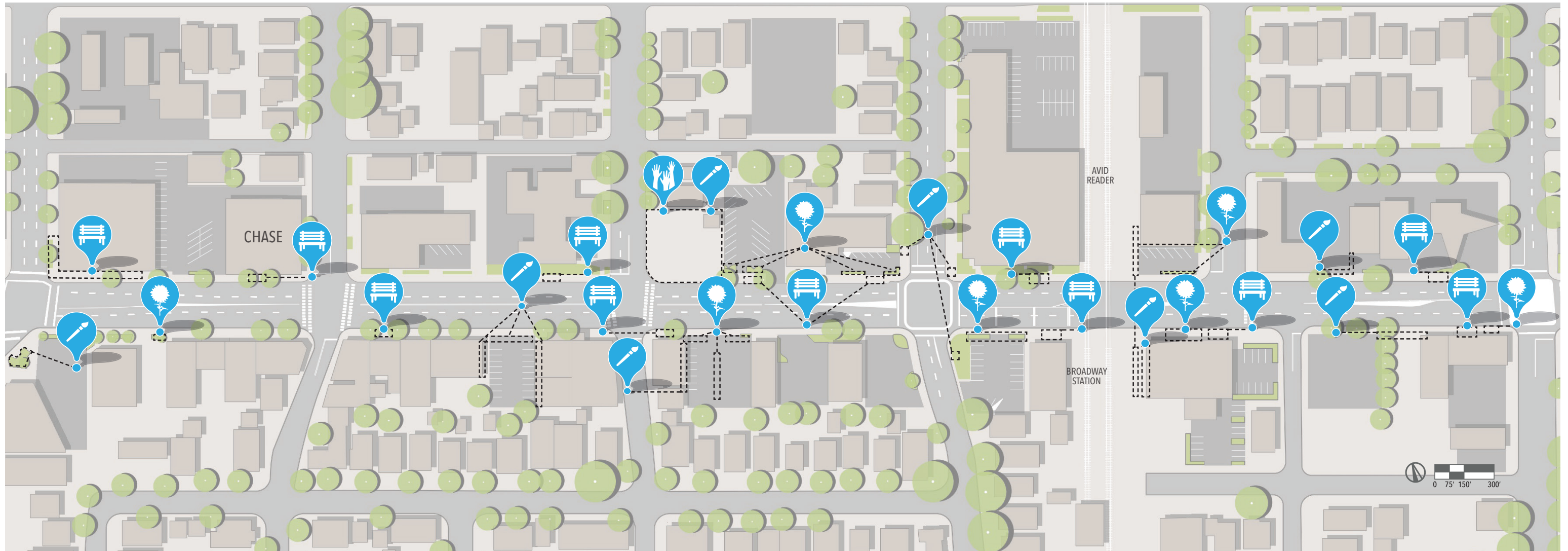
- The bare corner at the intersection of 14th and Broadway could benefit from street trees to enliven the space while providing shade cover for parking.
- The wall of the XO Lounge has excellent visibility and would be a great space for a mural. The west facing facade of the Tower Theatre could utilize hanging art to increase exposure while the utility boxes near the entrance of the parking lot are potential canvases for street art.
- The bus stop is in need of a replacement trash receptacle.

15TH - 16TH

- The hedge row in front of Tower Liquor is an excellent opportunity for an improved plant palette to bring more visual intrigue to a vital intersection.
- The walls of the Japanese restaurant and Bank of America provide more opportunities for mural art while the utility box on the corner of the block has potential for beautification.
- The sidewalk area in front of Bank of America provides ample space for the much needed bench and trash receptacle, which is absent on the entire block.



MASTER PLAN



16TH - 17TH

- The intriguing forms of the planters outside Dimple Records lend themselves to host art installations that may play off the theme of its historical surroundings.
- The block is in need of a bike rack, locate new bike rack near the corner of the new construction that will soon be finished. Also, outside seating as well as a trash receptacle are missing from the block so it is recommended that these site furnishings be placed under the shade trees in front of Chase as there is ample space.

17TH - 18TH

- It is recommended that the bare, unkempt walls be activated through mural art by local artists to bring additional color to the corridor. Furthermore, the chain-link fence next to Kathmandu Kitchen could benefit from simple art treatments to increase visual intrigue.
- The bus benches on the northern and southern side of the corridor would benefit greatly from trash receptacles in order to reduce trash on the site.
- A replacement tree outside the storefronts on the south side of Broadway is essential to maintain shade cover.

18TH - 19TH

- The areas on the north side of Broadway are unkempt and in need of vegetation. The parking lot on the south side of Broadway would benefit greatly from vegetative screening and trees for shade.
- The vacant lot proves to be an eye-sore for the area and has the potential to host a space that the larger community could benefit from.
- The bare wall on the south side of Broadway and the chain-link fence of the vacant lot are excellent opportunities for art.
- A bench, trash receptacle and bike rack are missing on this block and are recommended.

19TH - 20TH

- The bus station next to AutoZone is in need of a trash receptacle as made evident by the trash that litters the space. While the opposite side of the street is in need of a replacement bench and trash receptacle.
- The ample sidewalk space on the south side of Broadway provides a great opportunity for street trees. Also, the broken brick wall outside the Avid Reader is in need of repair.
- The wall of The Catholic Store and the adjacent large utility box are great opportunities for art placement, especially next to the barren landscape of the railroad tracks.

20TH - 21ST

- The vacant lots with the chain-link fences on both sides of Broadway would benefit greatly from the implementation of art to increase visual intrigue.
- Trash receptacles near the Southern vacant lot and the bus stop on the North side of the street are recommended due to the high accumulation of trash near those areas.
- A replacement street tree is recommended outside the storefronts on the south side of Broadway.

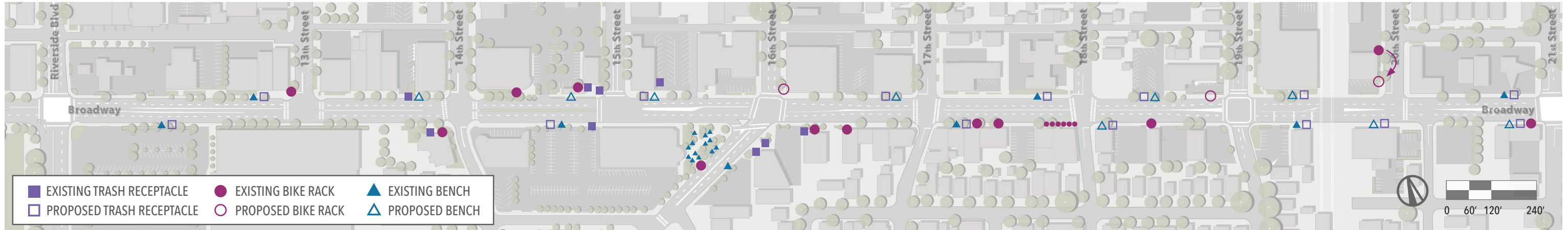
A stylized line-art illustration in a light blue color, centered on a solid blue background. It depicts three human figures. The figure on the left is shown in profile, facing right, with its right arm raised as if gesturing. The figure in the middle is shown from the front, with its arms raised and hands near its head, possibly indicating a point of interest or a shared focus. The figure on the right is shown in profile, facing left, with its left arm raised. The lines are thick and rounded, giving it a modern, minimalist feel.

PLACEMAKING RECOMMENDATIONS



STREET FURNISHINGS

IMPLEMENTING STREET FURNISHINGS INCLUDING TRASH RECEPTACLES, BENCHES AND BIKE RACKS ARE SIMPLE YET EFFECTIVE WAYS TO IMPROVE THE FUNCTIONALITY OF THE DISTRICT WHILE ALLOWING FOR VISUALLY STRIKING ELEMENTS ALONG THE CORRIDOR.



BENCHES

▲ EXISTING BENCHES (QTY: 10)

TYPICALLY UNKEMPT AND AESTHETICALLY INCONSISTENT, THE BENCHES OF BROADWAY ARE FAR AND FEW BETWEEN. BUS STOPS PROVIDE THE ONLY OUTDOOR SEATING THAT THE CORRIDOR HAS TO OFFER, DEMONSTRATING A NEED FOR IMPROVEMENT.

BETWEEN 17TH & 18TH



BUS STOP NEXT TO TARGET



BETWEEN 14TH & 15TH



△ PROPOSED BENCHES (QTY: 9)

IMPLEMENTING DURABLE, EASILY MAINTAINED AND AESTHETICALLY UNIFORM BENCHES ALONG BROADWAY HAS THE POTENTIAL TO MAKE THE OUTDOOR SEATING PLEASANTLY AESTHETIC AND EASILY RECOGNIZABLE.

RATIO BENCH | FORMS & SURFACES



TRIO BENCH | FORMS & SURFACES



TRASH RECEPTACLES

■ EXISTING TRASH RECEPTACLES AND TRASH 'HOTSPOTS' (QTY: 9)

THE TRASH RECEPTACLES ON BROADWAY ARE SCARCE AND IN NEED OF AESTHETIC IMPROVEMENT. TRASH RECEPTACLES ARE GENERALLY DAMAGED AND UNNOTICEABLE. TRASH 'HOTSPOTS' ARE COMMON ALONG BROADWAY, POINTING TO THE NEED FOR MORE TRASH RECEPTACLES.

TRASH RECEPTACLE BETWEEN 13TH AND 14TH



TRASH 'HOTSPOT' OUTSIDE AUTOZONE



□ PROPOSED TRASH RECEPTACLES (QTY: 14)

THE TRASH RECEPTACLES ALONG BROADWAY SHOULD NOT ONLY BE PLACED MORE FREQUENTLY IN ORDER TO INCREASE LEVELS OF UTILIZATION BUT SHOULD ALSO BRING COLOR AND DESIGN IDENTITY TO THE DISTRICT.

BRYANT PARK LITTER RECEPTACLES



BIG BELLY TRASH RECEPTACLE



BIKE RACKS

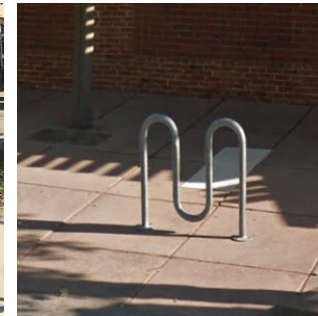
● EXISTING BIKE RACKS (QTY: 19)

BIKE RACKS ALONG BROADWAY ARE CLUSTERED IN A FEW AREAS WHILE OTHER AREAS ARE LEFT BARE. ALTHOUGH SUFFICIENT, AESTHETIC IMPROVEMENTS TO THESE FURNISHINGS CAN BE INEXPENSIVE AND EFFECTIVE.

OUTSIDE IRON GRILL



OUTSIDE PHANTOM FIREWORKS



OUTSIDE NEW HELVETIA BREWING

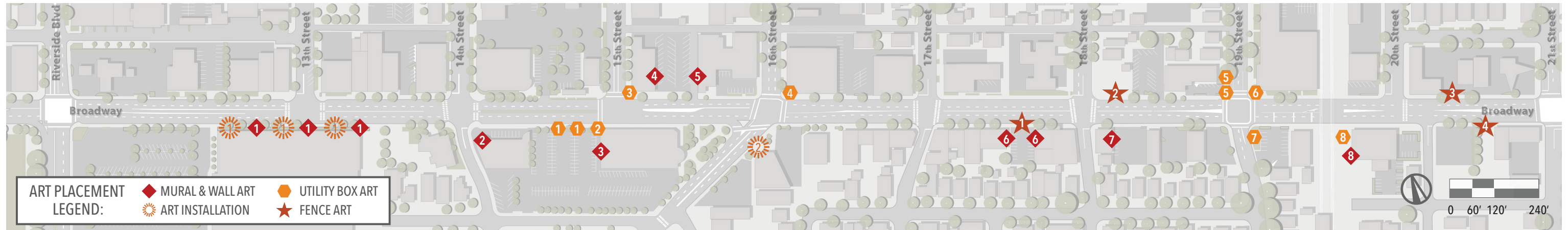


○ PROPOSED BIKE RACKS (QTY: 3)

CREATIVE BIKE RACKS ARE EXCELLENT OPPORTUNITIES TO INTEGRATE ART INTO THE AREA, WHILE HAVING THE CAPACITY TO REFLECT CULTURAL, AESTHETIC OR HISTORICAL ASPECTS OF THE AREA.

ART PLACEMENT RECOMMENDATIONS

INTEGRATING ART ALONG THE CORRIDOR CAN TAKE MANY FORMS INCLUDING MURALS, FENCE ART, ART INSTALLATIONS AND UTILITY BOX ART. ENLISTING LOCAL ARTISTS TO CREATE COLORFUL AND INTRIGUING WORKS CAN ENLIVEN BROADWAY AND STRENGTHEN THE DISTRICT'S CHARACTER.



MURALS & WALL ART

EXISTING WALLS AS MURALS

THERE ARE MANY BARE FACADES ALONG BROADWAY THAT ARE EXCELLENT OPPORTUNITIES FOR BEAUTIFICATION THROUGH COLORFUL MURALS OR WALL ART.

◆ WALL ALONG TARGET FACADE



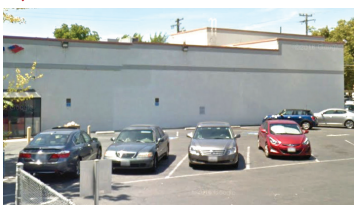
◆ XO LOUNGE BAR AND GRILL



◆ W. FACADE OF TOWER THEATRE



◆ BANK OF AMERICA



◆ MISO | JAPANESE RESTAURANT



◆ KATHMANDU PARKING LOT



◆ NEW STATION SEAFOOD



◆ THE CATHOLIC STORE



FENCE ART

CHAIN-LINK FENCES AS ART PLATFORMS

THE PREVALENCE OF CHAIN-LINK FENCES ALONG BROADWAY CREATE ENTRANCES TO PARKING LOTS AND BUSINESSES THAT ARE UNINVITING AND UNINTERESTING.

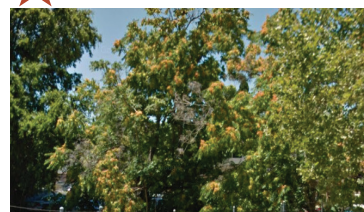
★ KATHMANDU KITCHEN PARKING LOT



★ W. CORNER LOT AT 1800 BLOCK



★ SOUTH LOT B/T 20TH - 21ST



★ NORTH LOT B/T 20TH AND 21ST



ART INSTALLATIONS

EXISTING OPPORTUNITY AREAS

THERE ARE MULTIPLE AREAS ALONG BROADWAY THAT COULD BE BETTER UTILIZED AND PROVIDE EXCELLENT OPPORTUNITIES FOR VARIOUS ART INSTALLATIONS.

☀ VINE CABLES ALONG NORTHERN FACADE OF TARGET



☀ GRASS PLANTERS OUTSIDE DIMPLE RECORDS



UTILITY BOX ART

UTILITY BOXES AS CANVASES

ALTHOUGH NECESSARY FEATURES IN ANY URBAN SETTING, UTILITY BOXES TYPICALLY DO NOT PROVIDE ANY AESTHETIC BENEFIT TO A SPACE. HOWEVER, THEY HAVE THE POTENTIAL TO BE ACTIVATED THROUGH ART.

1 TOWER THEATRE PARKING LOT (SLATED FOR ART WRAP)



2 TOWER THEATRE PARKING LOT (COMPLETED)



3 15TH & BROADWAY (SLATED FOR ART WRAP)



4 16TH & BROADWAY (SLATED FOR ART WRAP)



5 E. CORNER OF 1800 BLOCK (SLATED FOR ART WRAP)



6 W. CORNER OF 1900 BLOCK (SLATED FOR ART WRAP)



7 AUTOZONE PARKING



8 NEXT TO BROADWAY STATION





LANDSCAPE-BASED RECOMMENDATIONS

THERE ARE MANY OPPORTUNITIES FOR THE CORRIDOR TO BE ENLIVENED THROUGH LANDSCAPE-BASED IMPROVEMENTS. THESE IMPROVEMENTS CAN TAKE THE FORM OF VEGETATION SCREENING, AN INCREASE IN PLANT MATERIAL AT PARKING LOTS AND STREET TREE PLANTINGS.



LANDSCAPE IMPROVEMENT AREAS

EXISTING CONDITIONS OF LANDSCAPE AREAS

1 REPLACE LAWN WITH DROUGHT TOLERANT PLANTINGS ALONG A.F.C



2 PLANT DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED



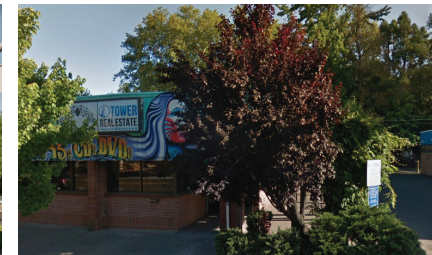
3 LOCATE NEW PLANTER BED AT EX. PARKING LOT CORNER TO CREATE VISUAL INTRIGUE & INCREASE SHADE COVER



4 PLANT CANOPY TREES ALONG EX. PLANTER BED TO INCREASE SHADE COVER



5 REPLACE EX. VEGETATION IN PLANTER WITH DROUGHT TOLERANT PLANTING



6 PROVIDE SHADE TREES AND VEGETATION BUFFER AT PARKING LOT



7 FILL EXISTING PLANTERS ADJACENT TO SAIGON STREET EAT WITH NEW VEGETATION



8 REPLACE ROCK OUTSIDE ON BROADWAY LOUNGE PARKING LOT WITH VEGETATION



9 FILL EXISTING EMPTY PLANTER BEDS OUTSIDE AUTOZONE PARKING LOT



10 REPAIR BROKEN WALL / FILL EXISTING PLANTER BEDS OUTSIDE AVID READER



STREET TREES

MISSING STREET TREES TO BE PLANTED

1 1200 BLOCK OF BROADWAY AT TARGET



2 1700 BLOCK OUTSIDE ORGANIZE SACRAMENTO



3 1800 BLOCK AT CORNER OF 18TH & BROADWAY



4 RAISED PLANTERS AT 1900 BLOCK OUTSIDE RETAIL



5 2000 BLOCK OUTSIDE PANDA HOUSE



PROPOSED CONCEPTS FOR LANDSCAPE AREAS





GATHERING SPACES

THROUGH COMMUNITY LED ACTIVATIONS, VACANT LOTS ALONG BROADWAY HAVE THE POTENTIAL TO HOST A RANGE OF TEMPORARY ACTIVITIES THAT SUPPORT LOCAL BUSINESSES WHILE CREATING FUN AND FAMILY FRIENDLY EXPERIENCES.



VACANT LOT @ TARGET PARKING LOT

OPPORTUNITY FOR ACTIVATION

THE UNDERUTILIZED SPACE AT THE ENTRANCE OF THE TARGET PARKING LOT PROVIDES AMPLE SPACE FOR TEMPORARY EVENTS OR ART INSTALLATIONS. ITS LOCATION ON THE CORNER OF RIVERSIDE AND BROADWAY PROVIDES EXCELLENT VISUAL ACCESS AND THE OPPORTUNITY FOR A COMMUNITY GATHERING SPACE. THE ACTIVATION OF THIS VACANT LOT MAY TAKE THE FORM OF A SPACE WHERE THE LOCAL COMMUNITY CAN GATHER TO ENJOY ARTISAN COFFEE OR FOOD TRUCKS, OUTDOOR SEATING, TEMPORARY YET VIBRANT PLANTINGS AND INTERACTIVE ART INSTALLATIONS.



VACANT LOT @ 18TH AND BROADWAY

OPPORTUNITY FOR ACTIVATION

THE VACANT LOT ON THE CORNER OF 18TH AND BROADWAY IS UNKEMPT AND HAS AN APPEARANCE OF BEING ABANDONED YET HAS THE POTENTIAL TO BE A UNIFYING SPACE FOR THE DISTRICT. IF USED EFFECTIVELY, THE SPACE CAN PROVIDE THE COMMUNITY AND LOCAL BUSINESSES WITH A GATHERING SPACE TO ATTRACT PEOPLE TO THE DISTRICT. WHETHER THROUGH THE IMPLEMENTATION OF TEMPORARY BOCCO COURTS OR PLAY STRUCTURES, THE SPACE CAN BE BETTER UTILIZED TO ENGAGE LOCAL RESIDENTS WHILE PROMOTING SURROUNDING BUSINESSES.

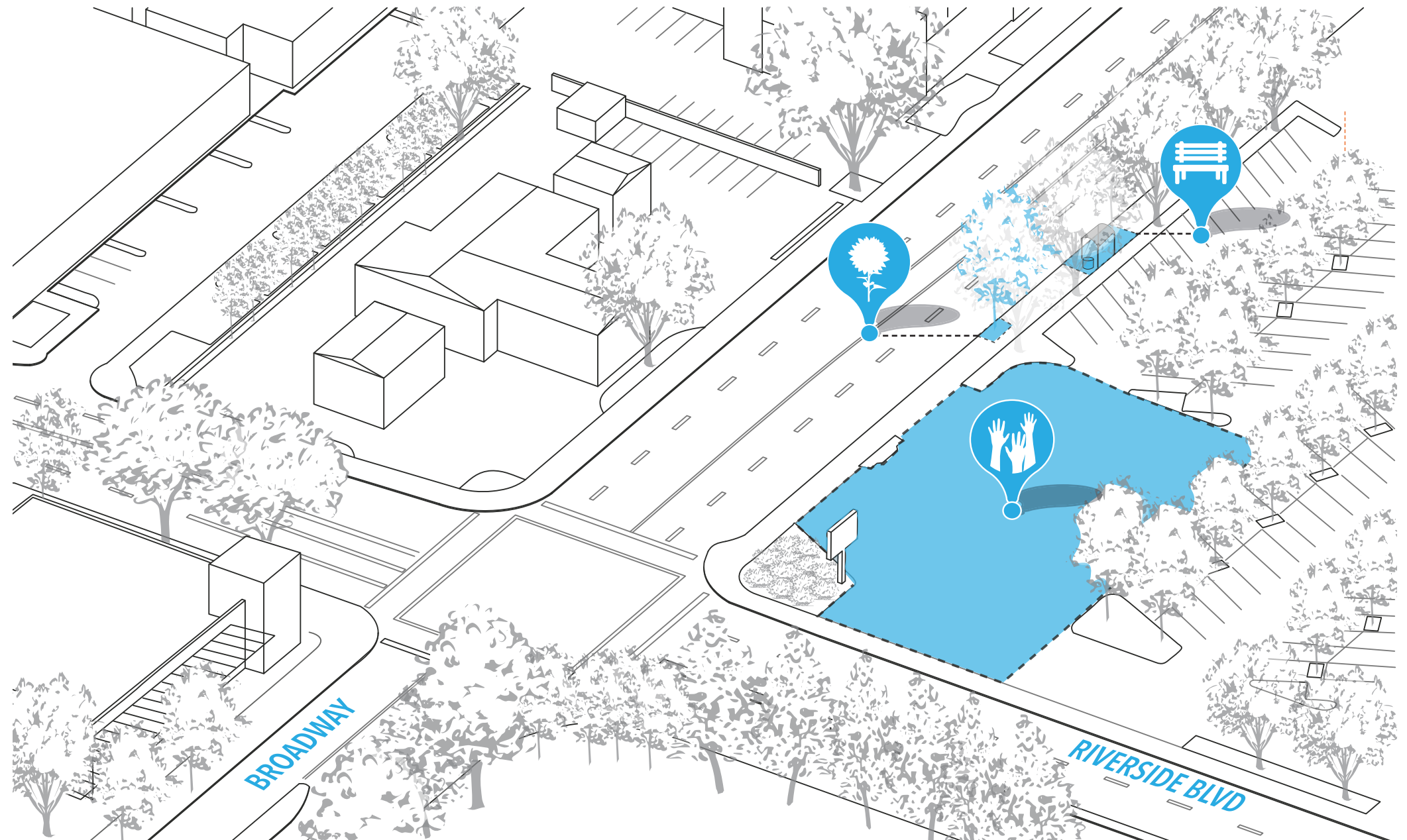


RIVERSIDE - 13TH ST. (1/2)

EXISTING CONDITIONS



RECOMMENDATIONS



COMMUNITY FEEDBACK

- FIX SIDEWALK DAMAGE ON RIVERSIDE AND BROADWAY AROUND TARGET
- DIFFICULTY PARKING BY THE MILL
- ALL OF RIVERSIDE NEEDS MORE TREES AND SHADE
- FOOD TRUCK COURT ON BROADWAY ON CORNER OF PARKING LOT
- ON TARGET CORNER TO HAVE MOBILE/ ROTATING SERVICES FOR UNSHELTERED AND OTHER COMMUNITY MEMBERS, SEE LAVA MAE SHOWERS, PARTNER WITH FOOD BANK OR CITY. IF TEMPORARY LESS LAND PARK RESISTANCE.
- 3RD TO 10TH WIDE BIKE LANES
- ADDRESS HOMELESSNESS AROUND TARGET AND THAT AREA. HUMANLY PLEASE.



TEMPORARY ACTIVATION AT NE CORNER OF TARGET PARKING LOT. FOOD TRUCKS, ART INSTALLATIONS OR GATHERING AREA IS PREFERRED.



PLANT TREE AT EXISTING EMPTY PLANTER



LOCATE BENCH AT BUS STOP

RIVERSIDE - 13TH ST. (2/2)

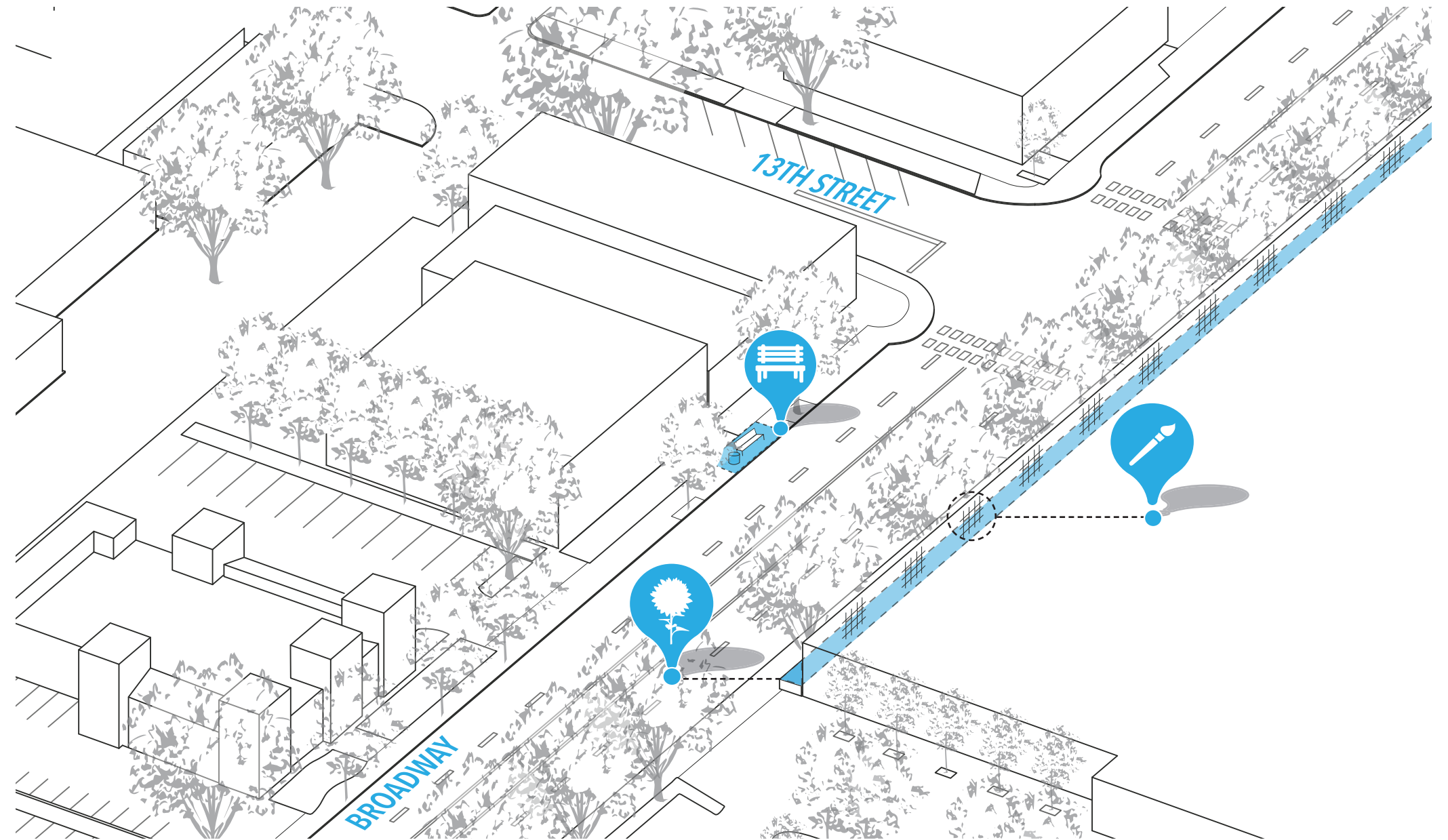
EXISTING CONDITIONS




COMMUNITY FEEDBACK


- INCORPORATE THE ALLEYS WITH BUDDHIST TEMPLE
- WHY DOES THE BIKE LANE ON RIVERSIDE HAVE A BLOCK MISSING RIGHT WHEN IT'S NEEDED MOST?
- IF LANDSCAPE IS INSTALLED, THE CITY NEEDS TO STAY OUT OF IT. FORM AN LLM, DESIGN WITH INTENT AND DO IT RIGHT. THE CITY HAS BETTER THINGS TO DO AND IS BETTER AT A LOT OF THINGS THAN MAINTAINING AND APPROVING LANDSCAPE
- ASIAN AMERICAN THEME: SHADE, ART, BENCHES NEXT TO TARGET
- MURALS AND CLEAN UP ON RIVERSIDE AND BROADWAY NW CORNER

RECOMMENDATIONS



 THE PLANT BEDS ALONG TARGET ARE NOT WELL MAINTAINED. THIS LINEAR PLANTER PROVIDES THE OPPORTUNITY TO INCORPORATE DROUGHT PLANTINGS TO BRING LIFE ALONG THE SIDEWALK.

 TO REDUCE LITTER AMONG THE CORRIDOR, PLACE TRASH RECEPTACLE NEAR BUS STOPS

 EXISTING METAL FRAME SERVES AS POTENTIAL ART PLATFORM

13TH ST. - 14TH ST.

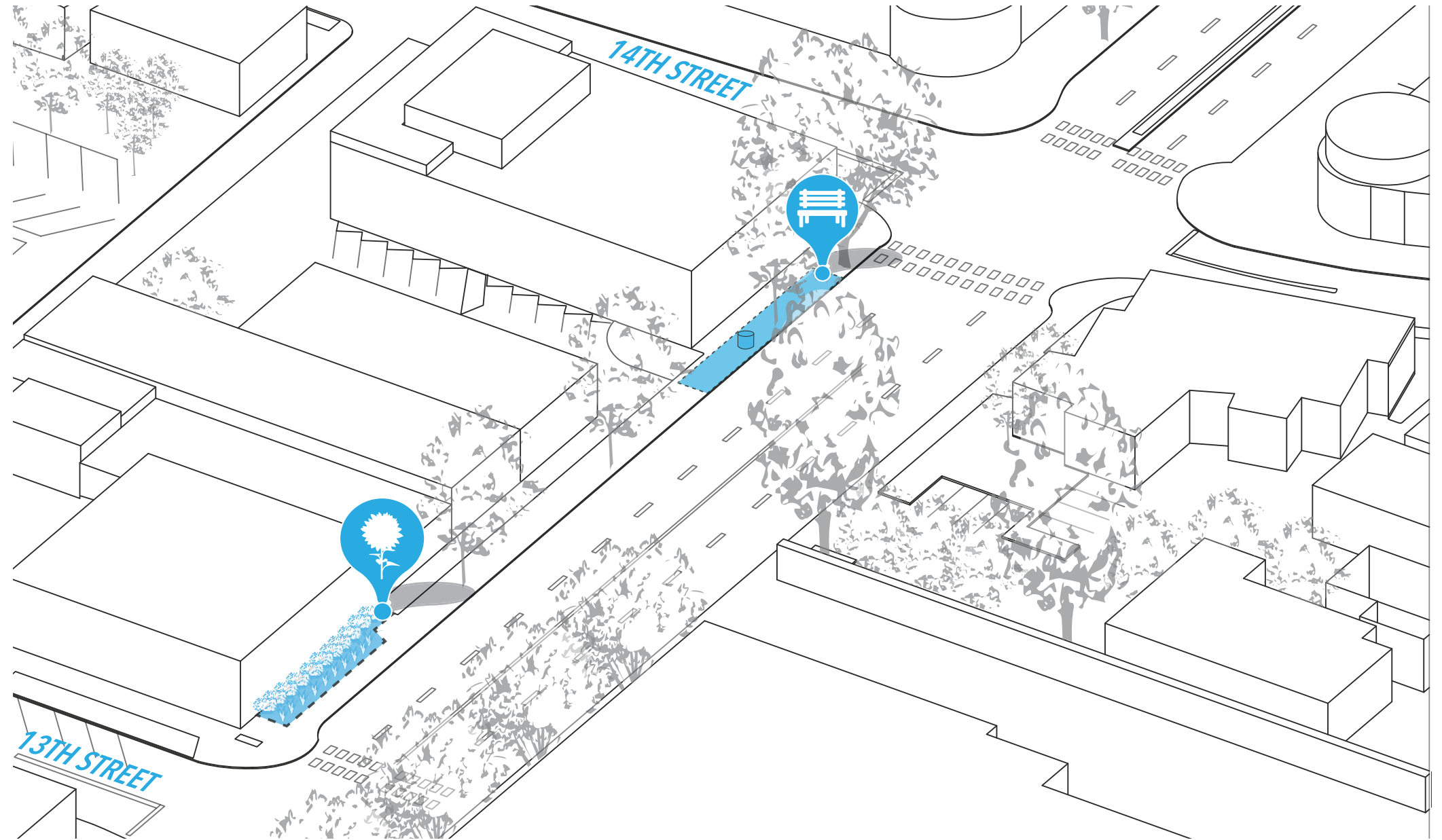
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- INCORPORATE THE ALLEYS WITH BUDDHIST TEMPLE
- WHY DOES THE BIKE LANE ON RIVERSIDE HAVE A BLOCK MISSING RIGHT WHEN IT'S NEEDED MOST?
- IF LANDSCAPE IS INSTALLED, THE CITY NEEDS TO STAY OUT OF IT. FORM AN LLMD, DESIGN WITH INTENT AND DO IT RIGHT. THE CITY HAS BETTER THINGS TO DO AND IS BETTER AT A LOT OF THINGS THAN MAINTAINING AND APPROVING LANDSCAPE
- ASIAN AMERICAN THEME: SHADE, ART, BENCHES NEXT TO TARGET
- MURAL AND CLEAN UP ON RIVERSIDE AND BROADWAY NW CORNER

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED



LOCATE BENCH AT BUS STOP

14TH ST. - 15TH ST.

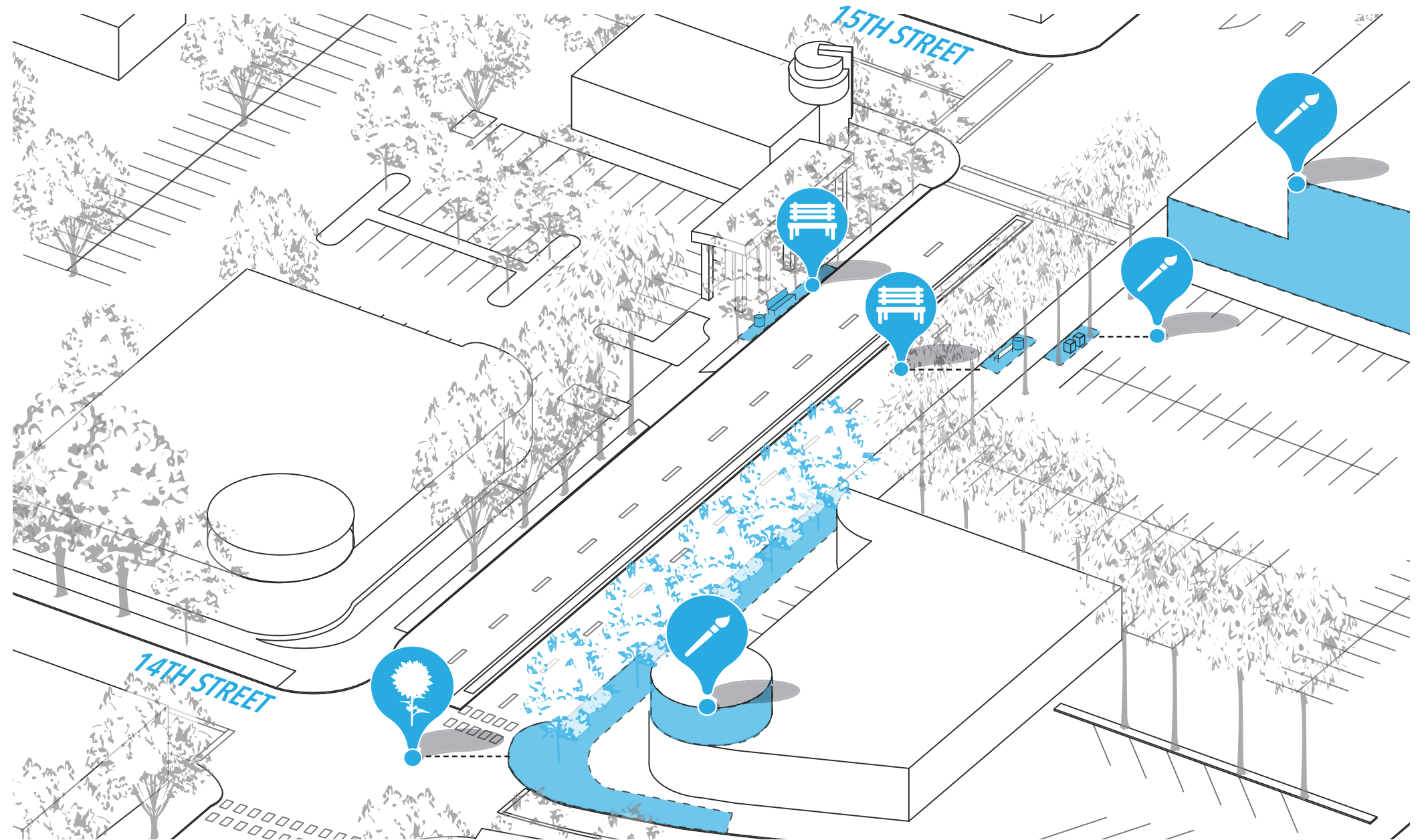
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- PAINT THROUGH TOWER PARKING LOT FOR BIKES
- GET A LOCAL ARTIST TO DO A MURAL ON THE WALL BY TOWER ABOUT CELEBRATING THE HISTORY OF TOWER
- WOULD LOVE TO SEE MORE SEATING OUTSIDE JAMBA JUICE AND STARBUCKS
- MAKE BROADWAY LESS OF A THROUGH STREET, ADD MORE STOP SIGNS, PARTICULARLY ALONG 14TH-15TH CROSSING A GOOD THRU ST
- STAMP ASPHALT AT TOWER BROADWAY
- DIFFICULT PARKING
- PARKLETS GALORE, LIKE 40TH ST IN TEMESCAL OAKLAND
- THE MOST VIBRANT STREETS OCCUR IN COMMUNITIES THAT ARE AFFORDABLE TO FAMILIES, PEOPLE OF COLOR, IMMIGRANTS, SMALL BUSINESS OWNERS, ETC... WOULD LIKE TO SEE THE CITY FOCUS ON AFFORDABILITY BEFORE FLASH-IN-THE-PAN-FIXIES
- KEEP AND PRESERVE HISTORIC SIGNS OF NEON. ADD MORE NEON SIGNS ALL ALONG BROADWAY
- PANHANDLERS ALL THE TIME
- AFFORDABLE HOUSING
- TREES!
- MORE OPPORTUNITIES FOR HOMELESS. OFFER SHORT TERM JOBS/ DAILY. CAN HELP KEEP THE STREET A BETTER PLACE
-

RECOMMENDATIONS



BROADWAY AND 14TH STREET IS DOMINANT IN PAVING AND LACKS VEGETATION OR COLOR. RECOMMEND TO PLANT SIDEWALK AND REDUCE PAVING AREA.



LOCATE BENCH AND TRASH RECEPTACLE



AREA FOR MURAL BASED ART TREATMENT



15TH ST. - 16TH ST.

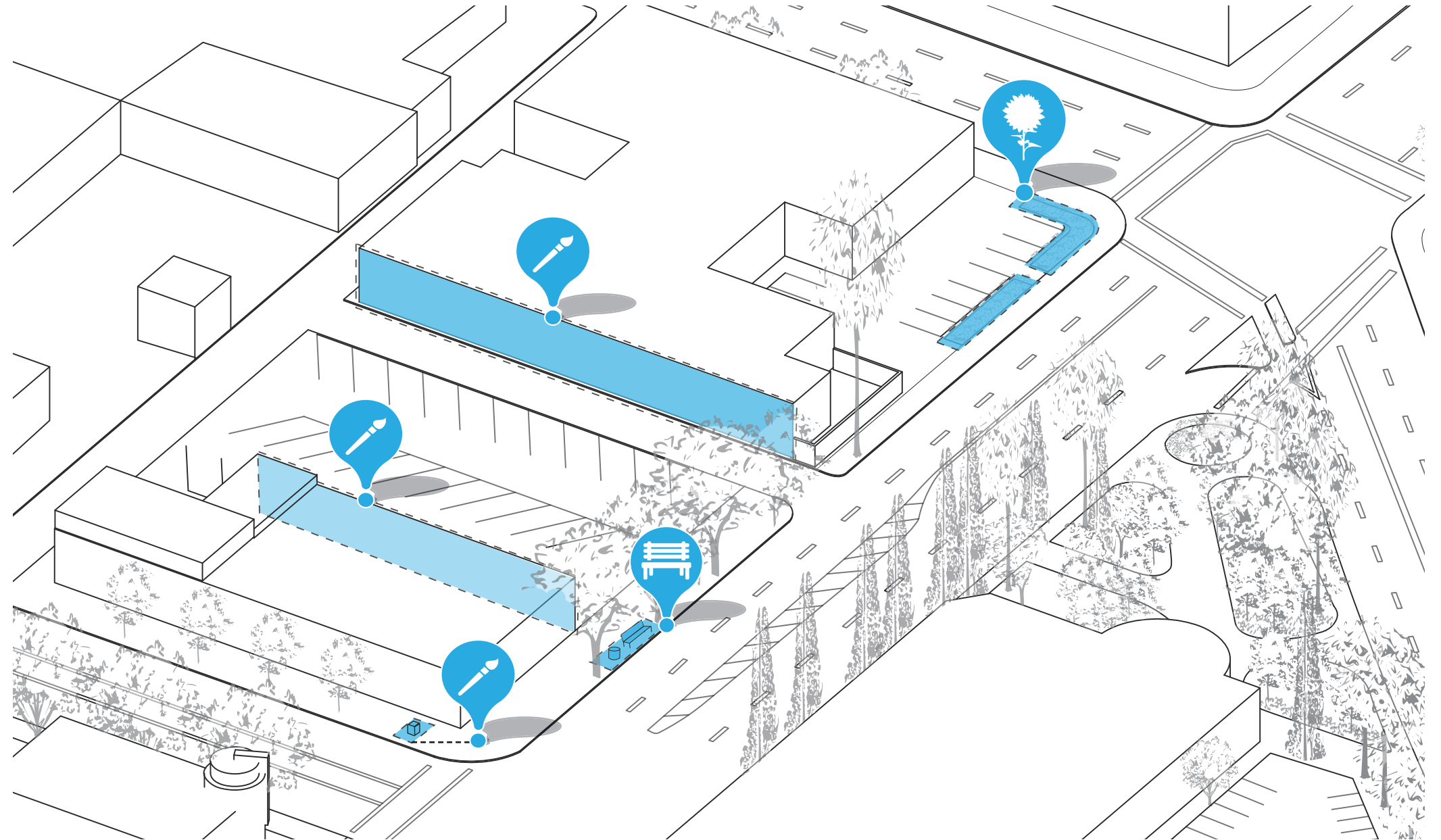
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- PUBLIC ART SWC BROADWAY/ LAND PARK
- TOWER AREA IS ALREADY GREAT
- MORE SHADE COVER FOR SIDEWALK. A TALL IVY-WRAPPED TRELIS OVER SIDEWALK
- EXTEND PEDESTRIAN PROTECTION AND WALK AREA
- THIN LANDSCAPE IN FRONT OF TOWER
- GET TOWER LIQUOR A NEW AWNING THAT'S NOT SHREDDED
- ENCOURAGE REMOVAL/REDUCTION OF PLANT MATERIAL IN FRONT OF TOWER THEATER SO THAT MARQUEE CAN BE SEEN AGAIN
- GREAT HISTORY TOWER RECORDS. BEGIN SELLING RECORDS OUT OF PHARMACY
- TOWER DISTRICT VIEW 14TH LOOKING EAST, ESTABLISH SENSE OF ARRIVAL (TOWER DISTRICT ALLOWANCE)
- BIKE EXCHANGE PARKING AT TOWER
- BUS LANE STOP AND BUS SHELTER
- A HIP CAFÉ WHERE THE COMIC STORE USED TO BE
- TOWER DISTRICT INTERSECTION KEEP IT AS IS. I APPRECIATE WHAT'S THERE. DO AN ASSESSMENT OF WHAT IS OUT THERE
- AFFORDABLE HOUSING, MIXED-INCOME, MISSING "MIDDLE" AND 2-4 STORY APARTMENTS ON SOME OF THE PARKING LOTS
- BROADWAY NEEDS TWO TRAVEL LANES EASTBOUND BETWEEN 15TH AND 16TH IN ADDITION TO THE LEFT TURN POCKET: ONE FOR 15TH ST TO EASTBOUND BROADWAY; AND 15TH

RECOMMENDATIONS



ADD TREES AT CORNER OF BROADWAY AND 16TH TO STRENGTHEN TREE CANOPY AND INCREASE SHADE.



PROPOSED TRASH RECEPTACLE AND BENCH



POTENTIAL AREA FOR MURAL LOCATION AND UTILITY ART WRAP



16TH ST. - 17TH ST.

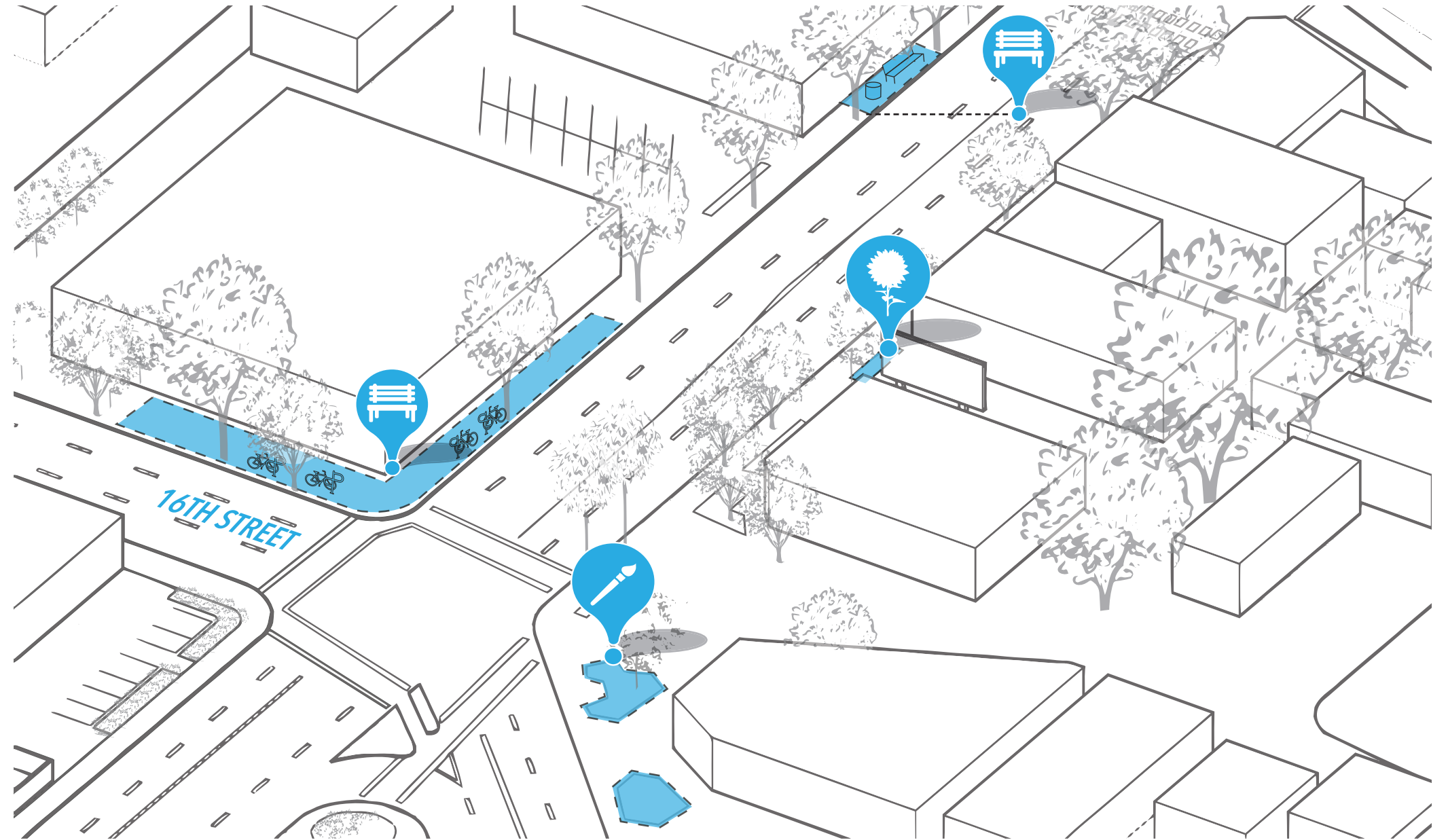
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- NEW LANDSCAPING
- DEDICATED RIGHT TURN LANE AT 16TH AND BROADWAY
- AS MANY PROTECTED BIKE LANES AS POSSIBLE
- JUMP BIKE AND ARTFUL BIKE RACKS
- LOTS MORE OF LOW AND MID-LEVEL HEIGHT GREENERY AND SHRUB . NOT DORKY-HIP FOLIAGE
- MORE ART. HIGHLIGHT HISTORICAL LANDMARKS
- VARIETY OF DROUGHT-TOLERANT PLANTING (NOT ROWS OF OLEANDER)
- STOP ALLOWING BUILDING TO CLOSELY ABUT SIDEWALKS AND STREETS. MORE SETBACK. NEW BUILDING AT NE CORNER OF 16TH OUT OF SCALE AND BLOCKS VIEW OF HISTORIC WILLIES
- CONSTRUCTION CONSIDERATIONS TO MAINTAIN SIDEWALK ACCESS ALONG BROADWAY
- GET UNSEEN HEROES TO HAVE A GATHER HERE
- MAKE IT EASIER FOR PEDESTRIANS TO CROSS AT THIS INTERSECTION
- DIMPLE PLANTER NEEDS GREENERY
- TREES!
- DIMPLE RECORDS ART, ORIGINAL TOWER RECORD ART
- TOWER RECORDS ERA ROCK POSTER MURALS
- AFFORDABLE HOUSING
- ART ON HOW DIFFERENT COUNTRIES ARE REPRESENTED ON BROADWAY

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED



LOCATE SITE FURNISHING AND GATHERING SPACE AT 16TH CORNER.



UNDERUTILIZED TURF AREA SERVE AS PLATFORM FOR SCULPTURE BASED ART.



17TH ST. - 18TH ST.

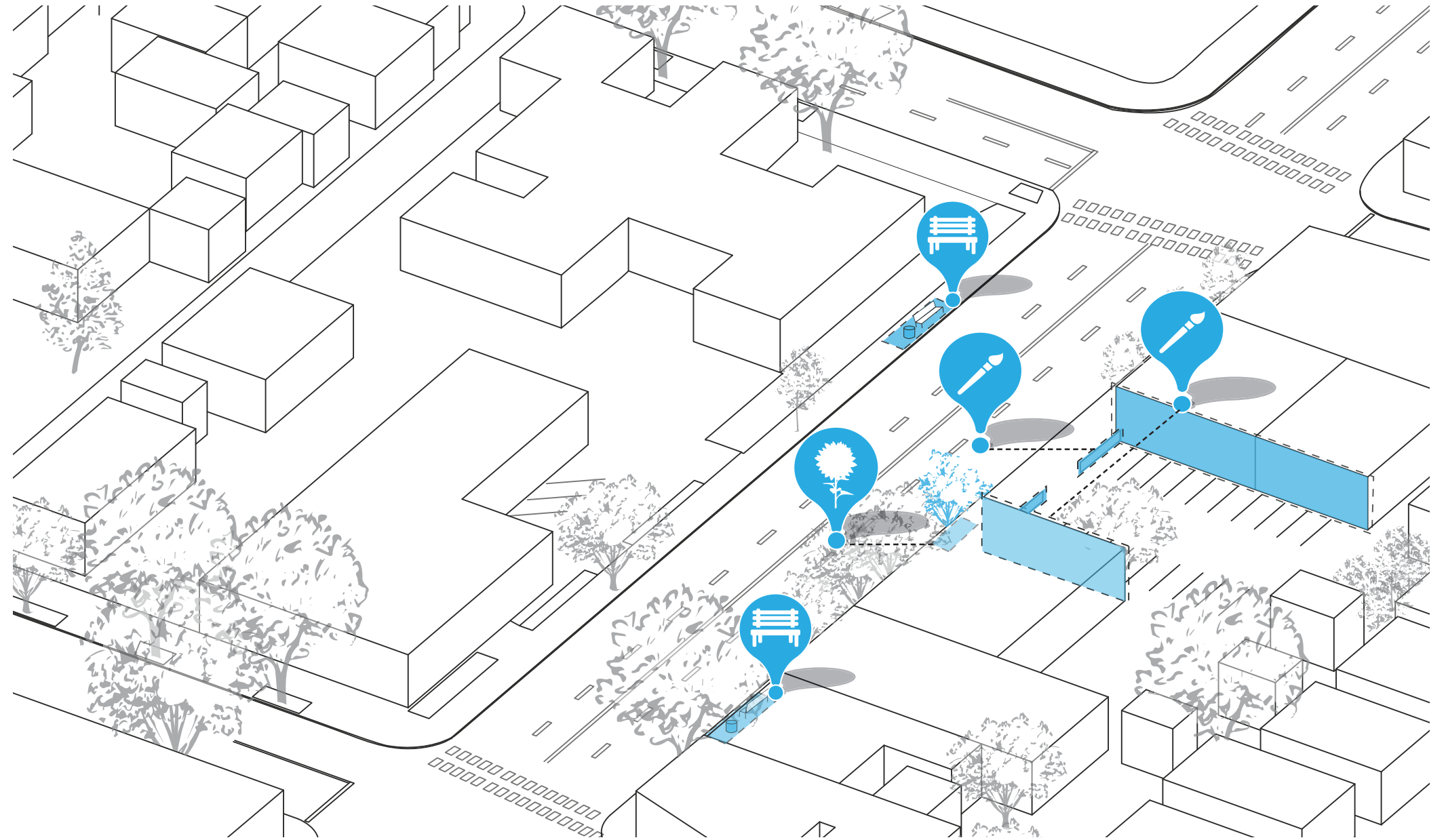
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- SHADED INTERACTIVE SPACES! IT'S HARD IN SUMMER MONTHS TO FIND PUBLIC SPACE TO HANG OUT AND COOL DOWN
- IMPLEMENT WAYFINDING PLAN AREA
- MORE STREET PALM TREES. THEY DON'T BLOCK SIGNS!
- NO GUN SHOPS
- COOLER BUSINESSES. MOST BROADWAY BUSINESSES ARE SAD
- PROJECT TO SUBSIDIZE. HELP REPAVE SIDEWALKS SO BROADWAY BUSINESSES CAN HAVE SIDEWALK SEATING
- COULD A GIANT ARTSY STRUCTURE ALSO PROVIDE SIDEWALK SHADE?
- HOW DOES PLAN ACCOUNT FOR BUS STOPS AT 17TH, 18TH, ETC (I.E. OTHER THAN THE STOP AT THE BROADWAY LIGHT RAIL STATION)
- CONVERT INTO AN INTERNAL SQUARE WHERE FOOD OR DRINKS FROM SURROUNDING RESTAURANTS CAN BE CONSUMED
- TREE CANOPY
- BUS SHELTER WITH TRASH CAN
- WE USED TO HAVE TRASH RECEPTACLES
- REMOVING DIRT PLANTER TO MAKE SIDEWALK MORE ADA ACCESSIBLE
-

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED



LOCATE BENCH AND TRASH RECEPTACLE.



KEY AREAS FOR MURAL BASED ART TREATMENT



18TH ST. - 19TH ST.

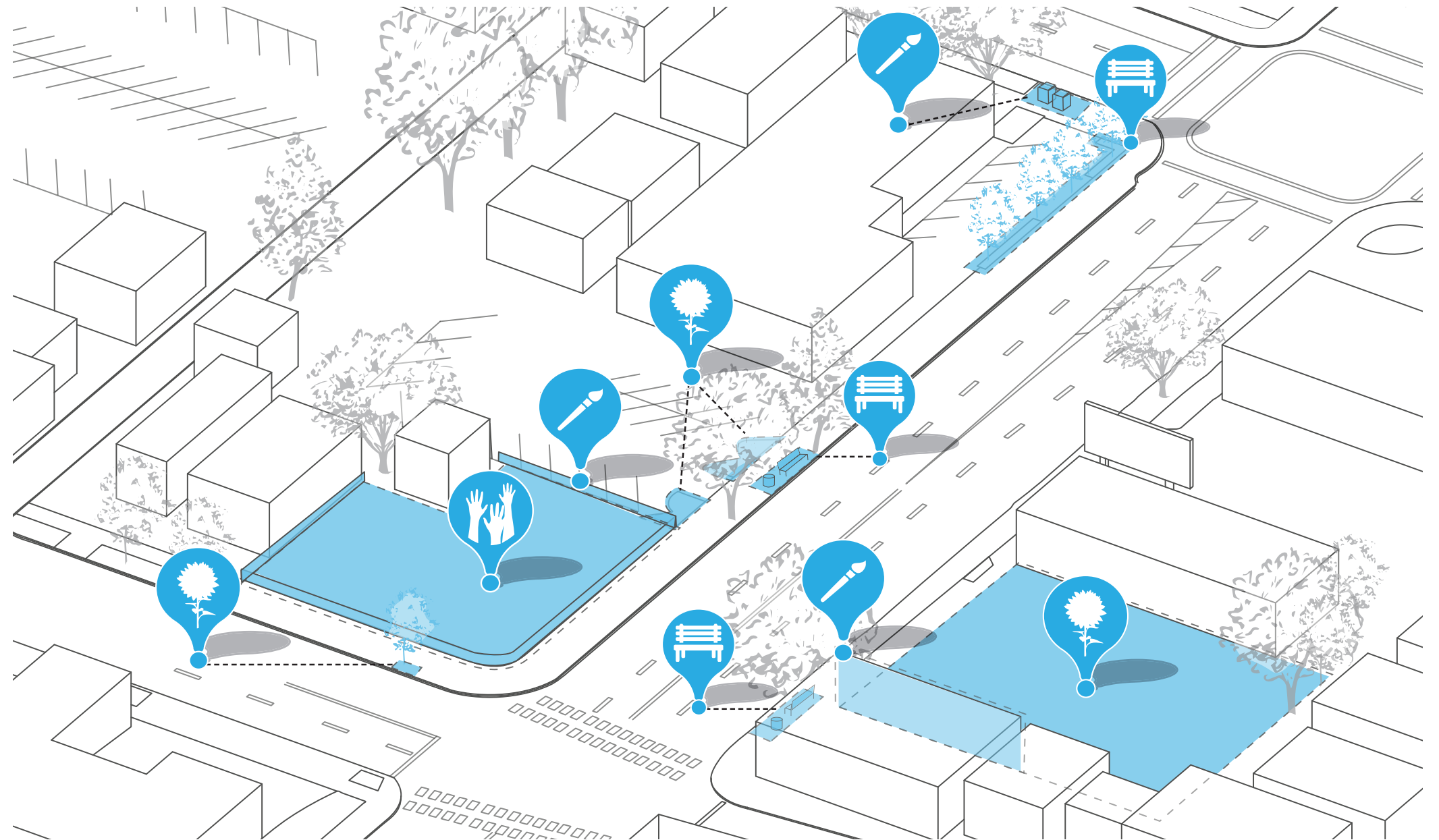
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- MILE MARKERS PAINTED ALONG CORNERS OF INTERSECTIONS AT SIDEWALK AND ASSOCIATED WITH PROGRAM RUNNING CLUB TREES
- TREES
- POTTED PLANTS IN GIANT POTS
- ADD PHYSICAL PROTECTION ON BIKE LANES, PROTECT CYCLISTS. ALSO IMPROVES BUSINESS SECURITY, STOPS CARS FROM CRASHING INTO STOREFRONTS.
- BOCCIE BALL AT 18TH VACANT LOT
- BUILD TALL PARKING LOT ADJACENT TO FREEWAY TO REPLACE UNDER FREEWAY PARKING. BETTER SPACE USE. SEE SUTTER GALLERIA, IT IS BUILT ALONG FREEWAY. THEN RE-PURPOSE UNDER FREEWAYS SPACES; BUSINESS, FOOD, TRUCKS, POP-UPS, EVENTS, ETC.
- 18TH NE CORNER- MINI PARK WITH GRASS, TREES AND SEATING
- AFFORDABLE HOUSING

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED AND ADD TREE AT EMPTY TREE WELL



LOCATE BENCH AND TRASH RECEPTACLE.



ACTIVATE VACANT LOT WITH GATHERING AREA (PLAY/ART); TREAT CHAIN LINK FENCE WITH ART TREATMENT



AREA FOR MURAL BASED ART TREATMENT

19TH ST. - 20TH ST.

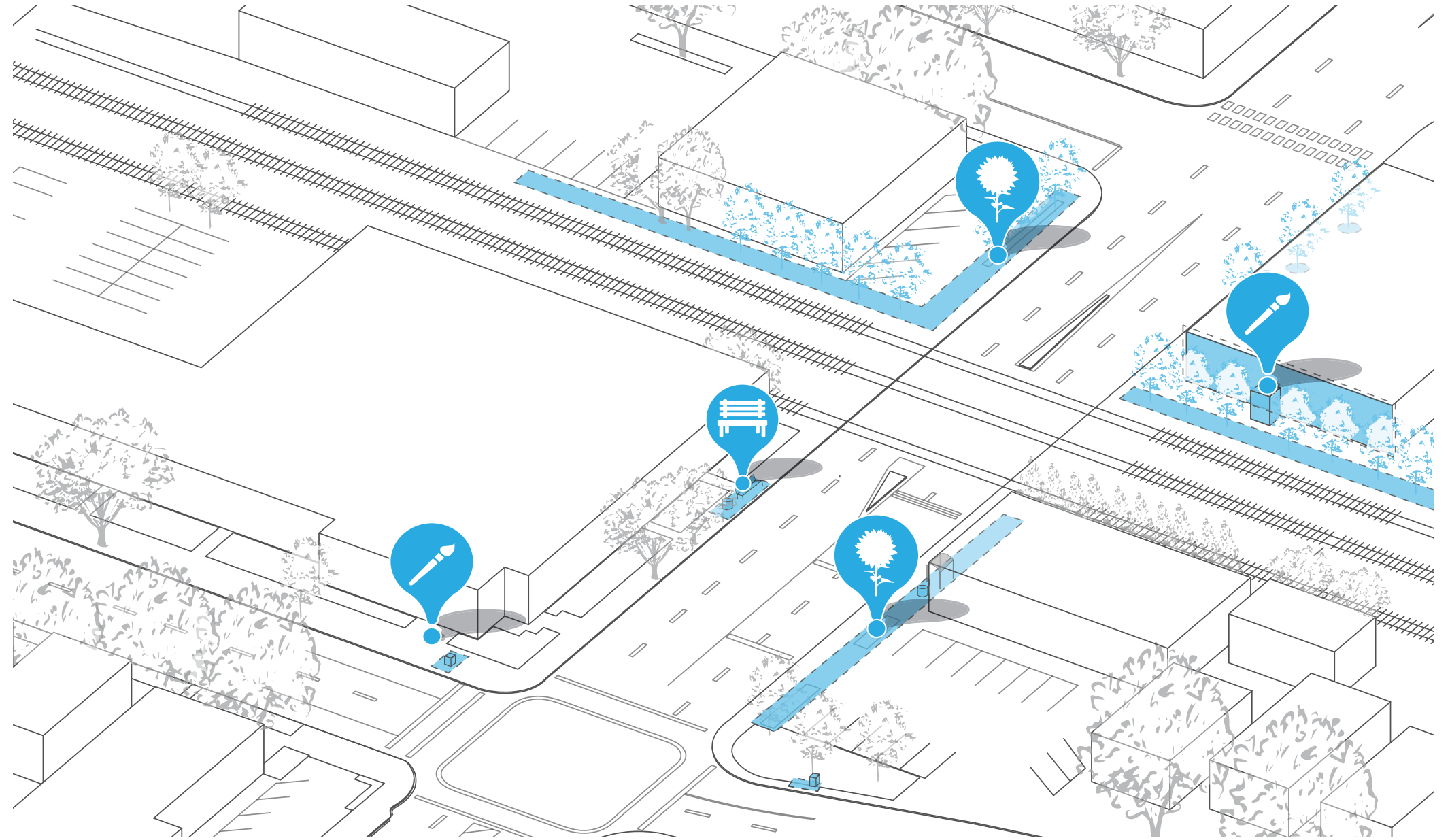
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- WE NEED A COOL CAFÉ, ANYWHERE
- ALL STOP PHASE CROSSWALK
- CHALK ART
- MORE LIGHTING
- I DON'T LIKE WALKING HERE
- MAKE STATION MORE VISIBLE FROM STREET
- EXPAND IMPROVEMENTS TO UNDER FREEWAY, MORE COLORFUL. BETTER USE OF SPACE
- I KNOW THIS IS BROADWAY FOCUSED, BUT UNDER THE FREEWAY COULD BE MADE MORE PEDESTRIAN FRIENDLY. THERE ARE 4 BARRIERS BETWEEN MIDTOWN AND SOUTH: WST, XST, FREEWAY AND BROADWAY
- ALL UNDERPASSES ARE HOMELESS CAMPS
- POCKET PARK WITH HOUSING

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED



LOCATE BENCH AND TRASH RECEPTACLE.



AREA FOR MURAL BASED ART TREATMENT



20TH ST. - 21ST ST.

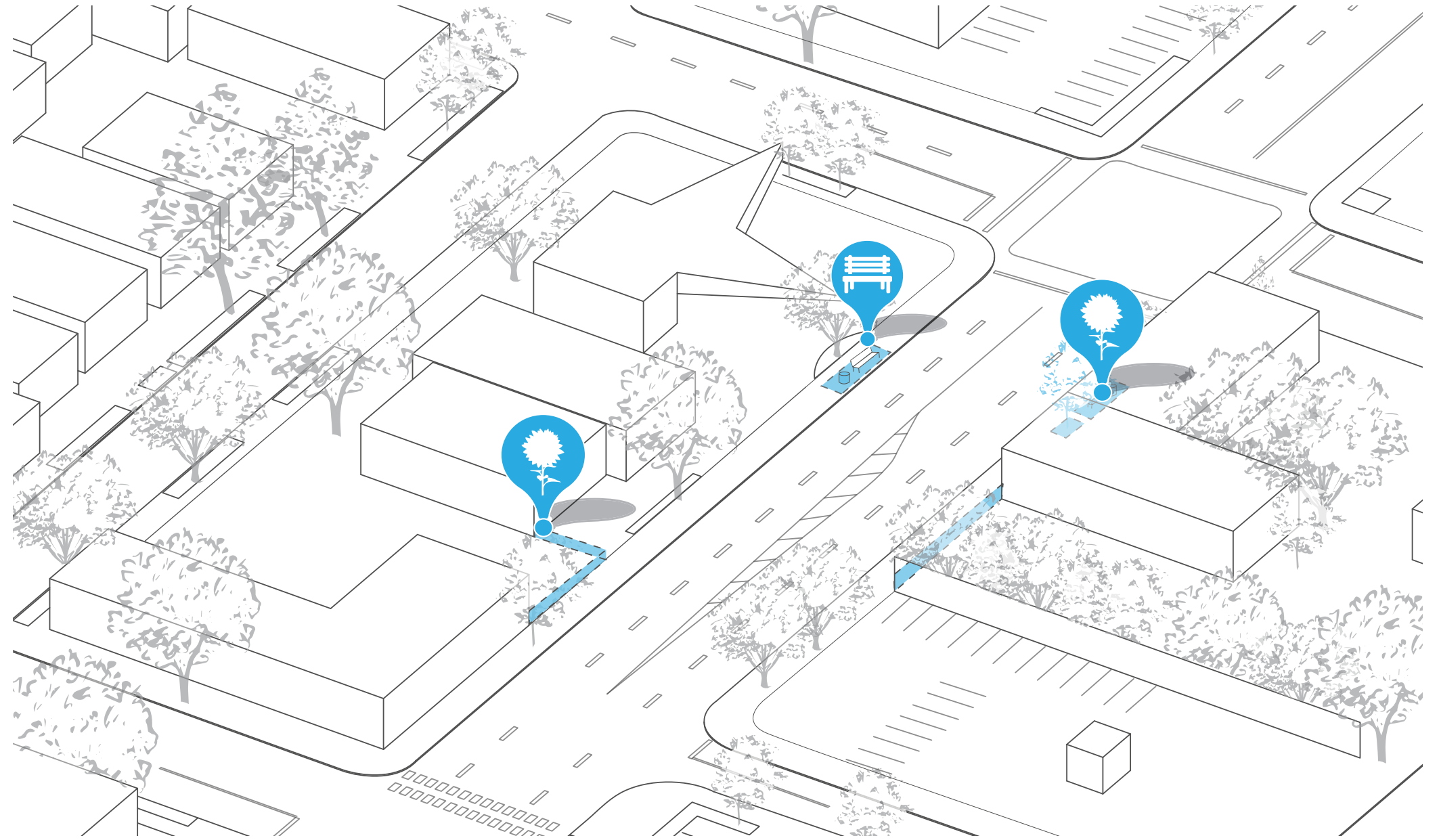
EXISTING CONDITIONS



COMMUNITY FEEDBACK

- BIKING ON 21ST BETWEEN BROADWAY AND THE FREEWAY IS UNPROTECTED AND PEOPLE DON'T SHARE THE ROAD
- 26TH ST SOUTH OF BROADWAY: SIGN- "CARS ARE EXITING AND ENTERING". IT'S A RESIDENTIAL ALLEY TURNED ST
- 26TH ST SOUTH OF BROADWAY SIDEWALKS. BETWEEN 31ST ST (ALHAMBRA) AND 26TH NO CUT THERE UNDER FREEWAY, THEN NO SIDEWALKS
- AFFORDABLE HOUSING
- LEFT TURN POCKETS AND LIGHTS AT 26TH AND BROADWAY.
- LIT CROSSWALK 21ST SOUTH BY 1ST AVE
- BIKING IS IMPEDED BY EXISTING PEDESTRIAN BULBS EAST OF FREEWAY
- JUMP BIKE HUB
- STREET LIGHTING SHOULD ONLY SHINE DOWN. SEE INTERNATIONAL DARK SKY WEBSITE FOR IDEAS. PREVENT LIGHT POLLUTION OF SKY.

RECOMMENDATIONS



LOCATE DROUGHT TOLERANT PLANTINGS AT EXISTING PLANTER BED AND ADD TREE AT EMPTY TREE WELL



LOCATE BENCH AND TRASH RECEPTACLE.

