

Downtown Dinuba Concept Design Plan and Development Strategy



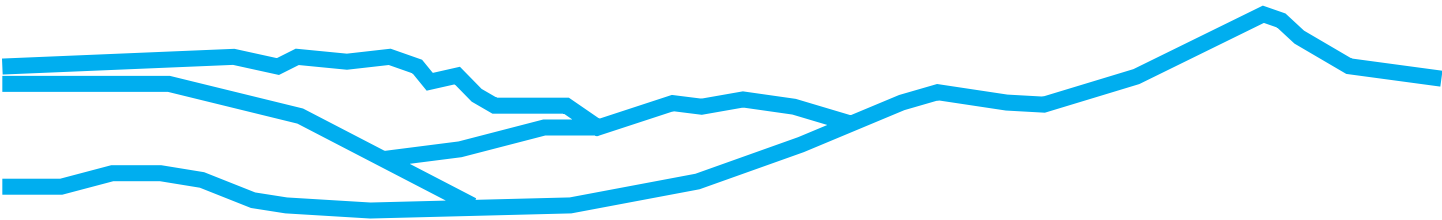


Prepared by the CRP 553 Project Planning and Design Studio
Master of City and Regional Planning Program
City and Regional Planning Department
California Polytechnic State University San Luis Obispo

For the
Department of Planning and Development
City of Dinuba

June 8, 2018

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Downtown Dinuba

Concept Design Plan and Development Strategy

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ACKNOWLEDGMENTS

Sixteen graduate students in their first year of the Master of City and Regional Planning (MCRP) Program, Department of City and Regional Planning (CRP), Cal Poly State University San Luis Obispo and their instructor Professor Hemalata C. Dandekar Ph.D. thank the City of Dinuba, Mayor Scott Harness, members of the Dinuba City Council, and, City Manager Luis Patlan for providing this opportunity to the CRP 553 Project Planning and Design Studio-Lab. To create a unique Concept Design Plan and Development Strategy for Dinuba has provided us with a challenge and inspiration.

We particularly wish to extend our deep appreciation to the City of Dinuba Assistant City Manager Daniel James for supporting this project from its inception. His positive energy, guidance to the team and knowledge of the community was invaluable.

We are grateful to the Dinuba Downtown Strategic Team, representatives from the Chamber of Commerce and the School District, and students from Dinuba High School who attended a morning meeting on April 13th, 2018 to provide their perspectives and insights about Dinuba's downtown.

Dinuba community members generously made time to attend two public presentation-and-input sessions, which were held in the Dinuba Vocational Center on the evening of April 13th, and the morning of June 8th, 2018. Their encouragement was palpable, and the comments pointed and helpful in steering our design team toward options that were more tenable in the specific context of Dinuba.

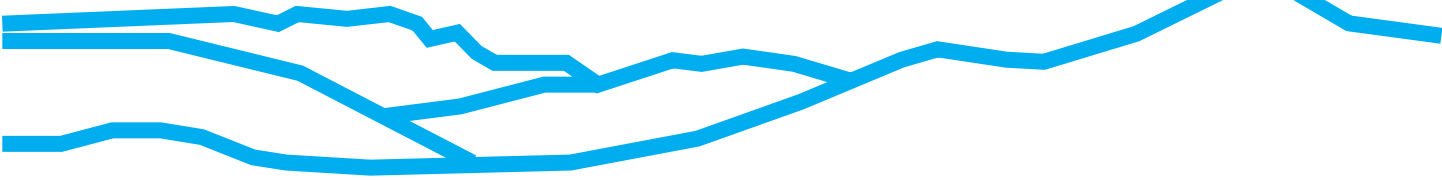
We also solicited community input from a face-to-face and on-line Dinuba Community Survey that elicited 147 responses. We are grateful for these contributions and the direction they provided. We also thank the 28 individuals who own, or work in, businesses in Dinuba's downtown and agreed to be interviewed and completed a Survey of Dinuba Businesses. Their ideas for what needs to be improved, and what retained, in downtown Dinuba 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 for strategic planning and implementation, is much appreciated.



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EXECUTIVE SUMMARY

The Downtown Dinuba Concept Design Plan and Development Strategy results from a ten-week concept design effort to develop pre-planning insight, urban design concepts, and a development strategy for the City of Dinuba. The area of focus is the downtown core, centered around Tulare Street in a corridor going east to M street and along L Street (Main Street) and K Street between Merced to the north and Ventura to the south. Four distinct thematic zones were created in this area:

- Zone 1: Downtown Business District,*
- Zone 2: Civic Square,*
- Zone 3: Downtown Main Street*
- Zone 4: Entertainment Plaza.*

Each zone was developed to provide a unique set of services: the Downtown Business District with its tree lined entry to the downtown supports and retains existing businesses and offers a choice of new housing types and arts and entertainment districts; the Civic Square concentrates public/governmental functions and services and offers a traditional city square, fronting a new City Hall, for community events; Downtown L Street, offers a contiguous façade of upgraded, adaptively reused, or infilled buildings and activated alleyways creating a dynamic, vibrant “Main Street” which preserves the small town feel of Dinuba; and, Entertainment Plaza expanding opportunities for recreation for all age groups, enhancing outdoor plazas and creating lively centers for social interaction and entertainment for both local residents and visitors from throughout the region.

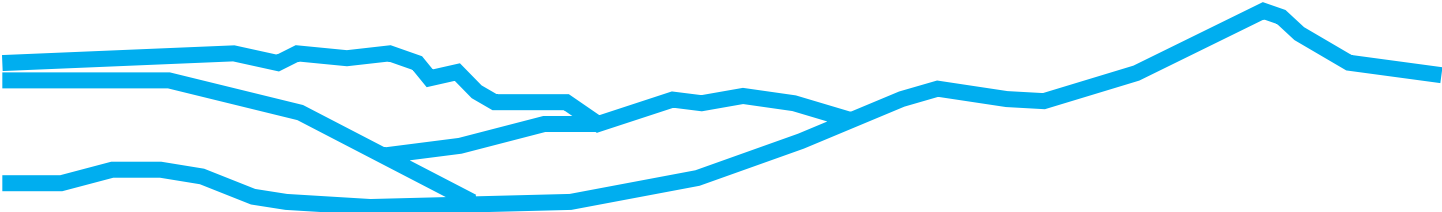
Woven together by systems of carefully considered circulation, street treatments and the application throughout the downtown of common design types for five elements, namely: facades; lighting; active alleyways; signage; and, trees and landscape; has resulted in a plan which offers a cohesive urban design concept and delineates a phased development strategy for implementation.

The investigative and design work was completed in ten weeks in three phases:

Phase 1: Site and Context Assessment (two weeks) to execute document analysis, site assessment, surveys of community and business, interviews, and a SWOT analysis and map.

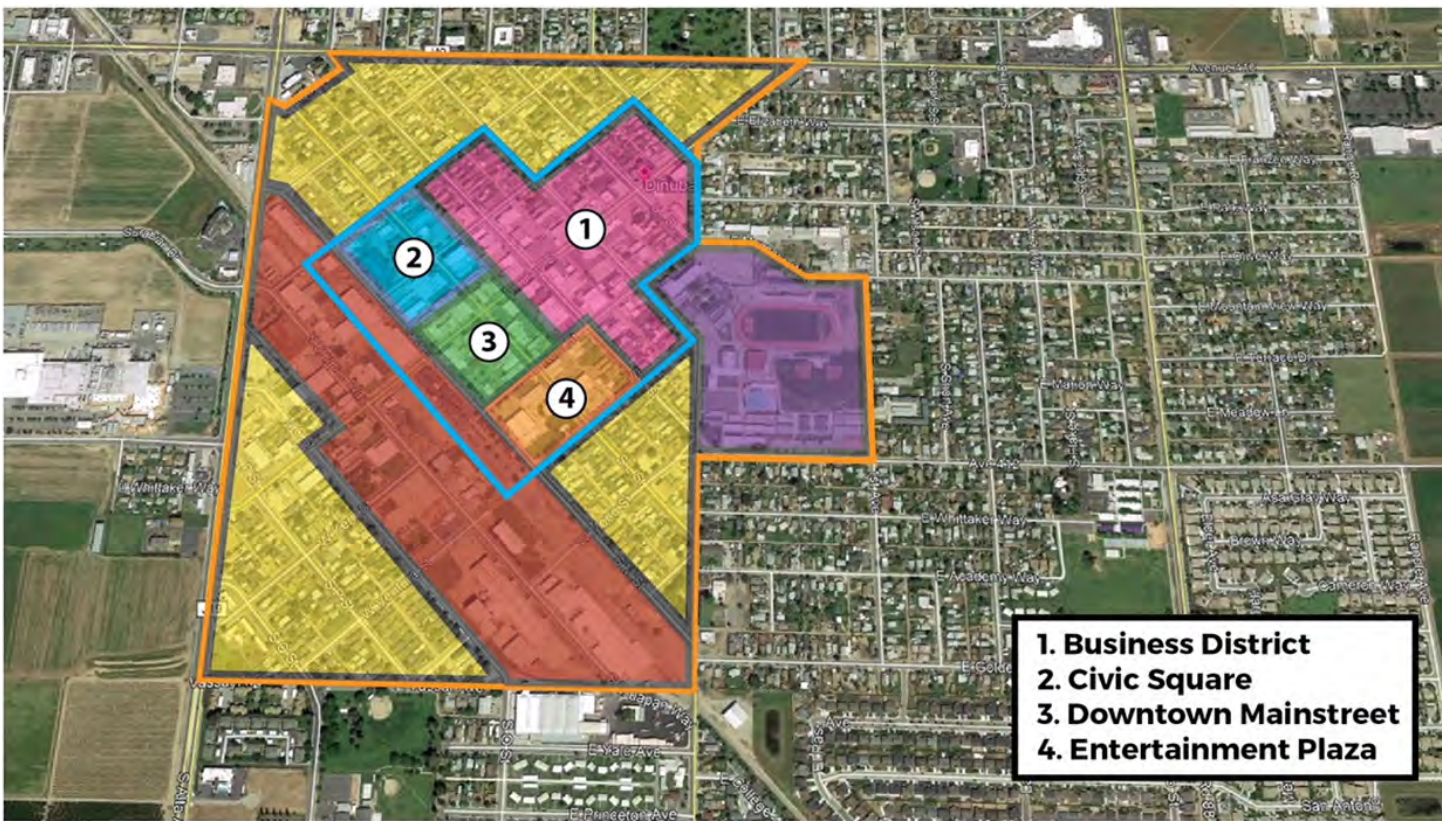
Phase 2: Concept Design Plans (three weeks) specific to each of the four zones considering existing buildings, facades, circulation, landmarks, vegetation, landscaping, urban furniture, and other elements unique to each zone.

Phase 3: Project Development and Vision Plan (5 weeks) outlining a phased design and strategic development plan within each zone and developing design elements connecting and integrating zones with a cohesive multi-modal street system, design guidelines for overall development, and design typologies for elements such as façade, lighting, alleyways, signage and trees and landscaping.



INTRODUCTION

This plan titled Concept Design Plan and Development Strategy for Dinuba provides pre-planning insights, urban design concepts, and a development strategy for Downtown Dinuba, the historic center of the city. A connected, walkable and vibrant place that feature residential, retail, office, institutional and open spaces that continue to serve as the heart of the community are envisioned. The plan delineates new land uses, public improvements, connectivity, circulation, repurposing of existing city-owned buildings and sites, streetscape design elements, and connectivity with residential and industrial areas around the Downtown. Designs to create a vibrant civic square, an entertainment plaza an invigorated main street and business district are offered. Case studies of successful projects that had a positive impact on their cities provide inspiration. Mixed-use with ground floor retail, three story residential/office above and transit, bicycle and pedestrian mobility are proposed. The goal is to enhance the small-town charm of Dinuba.



DOWNTOWN DINUBA
2018 CONCEPTUAL DESIGN PLAN

- | | |
|------------------------------------------------------------------------|-----------------------------------------------------------|
| ■ Railroad Corridor/district | ■ Downtown Core |
| ■ Future Middle School (Grade 6-8) | ■ Downtown Study Area |
| ■ Residential (With Descriptions) | ■ Downtown Mainstreet |

This design work was completed in ten intensive weeks. Meetings with city staff, active community institutions, school administrators, students, and members of the community informed the design. Face-to-face and web-based surveys of the community and businesses, and, in-depth lot-by-lot field survey, review of existing plan documents and policies grounded the work in local reality.

Three discrete phases of analysis and conceptualization were undertaken:

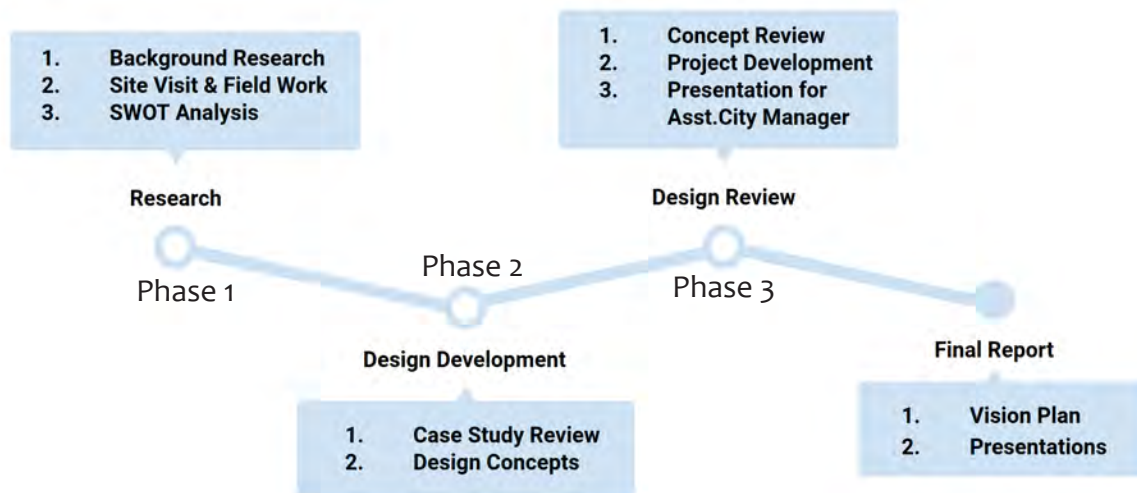
Phase 1: A background and preliminary research phase that involved site assessment of the downtown, in-person and on-line surveys of the community and business, and interviews. This phase was completed in two weeks.

Phase 2: Development of design concepts that delineated a thematic focus for four zones in the downtown. Included were consideration of architectural style and historic elements to be retained in the project area.

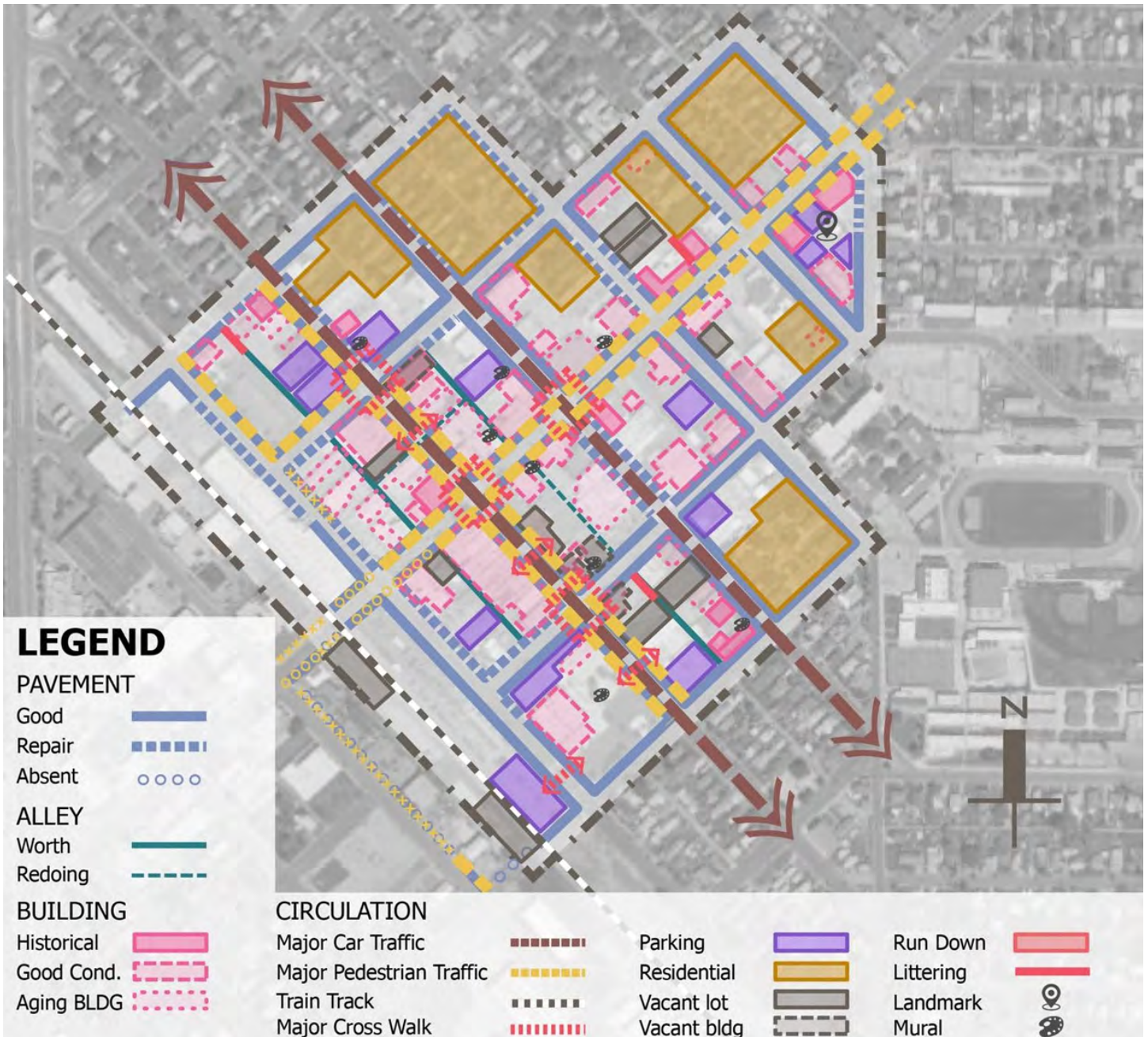
Phase 3: Development of concept vision plans for four thematic zones:



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



Site and Context Assessment





Site and Context Assessment

OVERVIEW

The process for creating a Dinuba Downtown Concept Design Plan was organized into three phases. These enabled the design team to move from fact finding and data analysis, to concept design, which, with input from city staff led to project development and design for the downtown core. The phases were as follows:

Phase 1: Site and Context Assessment (two weeks)

Phase 2: Concept Design Plans (three weeks)

Phase 3: Project Development and Vision Plan (5 weeks)

This chapter summarizes the key observation and findings from the site and context assessment which was completed in Phase 1. It involved understanding the unique aspects of the project site by collecting and integrating information from a variety of sources. Information gathering tasks included:

- Identifying, reviewing and assessing information from secondary sources
- Windshield survey of Dinuba and adjacent residential areas
- In-field detailed observation and lot-by-lot documentation of Project Site in Downtown Dinuba
- Interviews of business and community stakeholders, city officials and institutional representatives
- On-line and face-to-face community survey and business survey

Survey and interview response from community members, business owners, institutional representatives and city staff, augmented in-field physical and spatial assessments, and the analysis of secondary sources. These findings were integrated by a strengths, weaknesses, opportunities and threats (SWOT) analysis. A SWOT table and site analysis maps were developed which illustrate Downtown Dinuba's existing assets and conditions and served to inform the concept designs.

The findings from the assessment of the project site and context completed in Phase 1 are organized into the following categories:

1. Regional Context and Circulation
2. Demographics, Economics and Downtown Business
3. Housing
4. The General Plan and Zoning Code
5. Community Survey
6. Business Survey
7. Interviews
8. Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis



Site and Context Assessment

1. REGIONAL CONTEXT AND CIRCULATION

Dinuba is centrally located between the two major California metropolitan centers. It is 200 miles south of San Francisco and 180 miles north of Los Angeles. The City of Fresno is to its north and the City of Visalia to its south. Tulare County, the northwestern corner of which Dinuba is situated, is known as the largest agricultural-producing county in the world. Dinuba offers small town charm and good regional connectivity to nearby Kings Canyon and Sequoia National Parks and the rest of the San Joaquin Valley (Appendix 1). Connections to the surrounding region and within the City of Dinuba include:

Road: The City of Dinuba is served by two major county roads. Alta Ave (Rd 80) runs north/south connecting Dinuba to Visalia and State Route 198 to the south and the City of Reedley to the north. El Monte Way (Rd 416) runs east/west and connects Dinuba to State route 99, to the west, and the community of Orosi to the east. Highway 99, west of Dinuba is a major connector through the Central Valley and the greater San Joaquin Valley. Highway 180, north of Dinuba serves as a main connector to the Kings Canyon and Sequoia National Parks.

Rail: The railroad was a critical element in the historic development of Dinuba. The Boards of Trade of Dinuba, Sanger and Reedley worked together to route the Southern Pacific overland train to Visalia through their cities. Currently, rail freight service is provided by the San Joaquin Valley railroad (SJVR) on rail lines that run through the city, to the west of the project site. Passenger rail service is provided by Amtrak, with stations located in Hanford (southwest of Dinuba) and Fresno (north of Dinuba).

Air: Access to air passenger and freight service is available to Dinuba from Fresno Yosemite National Airport (25 miles away to the north) and the Visalia Municipal Airport (16 miles to the south). Sequoia Field Airport in Visalia, is a county owned, public-use airport with general fixed base operators and private aircraft. Two smaller airfields are located east of Dinuba.

Truck: Several trucking companies transport agricultural and manufacturing goods in this area. Many of these companies are located within the city limits.

Transport and Circulation in Downtown Dinuba: Downtown Dinuba is dominated by automobile-oriented infrastructure. An overview of the transport connections within Dinuba and to the region was completed (see Appendix 2). A smaller city than neighboring cities of Fresno and Visalia, Dinuba has the advantages of good roads to Highway, 180, 99 and 198 which facilitate rapid connections to larger urban centers. It is also serviced by the local Dinuba Regional Transit Authority (DART) and Tulare County Area Regional Transit (TCaT). DART provides the Jolly Trolley, a free circulator service that takes riders to popular shopping locations in and around Dinuba's downtown. It also provides regional connections by partnering with Fresno County Rural Transit Agency (FCRTA). All DART routes and TCaT routes begin and end in the Downtown at the Dinuba Transit Center.

Site and Context Assessment

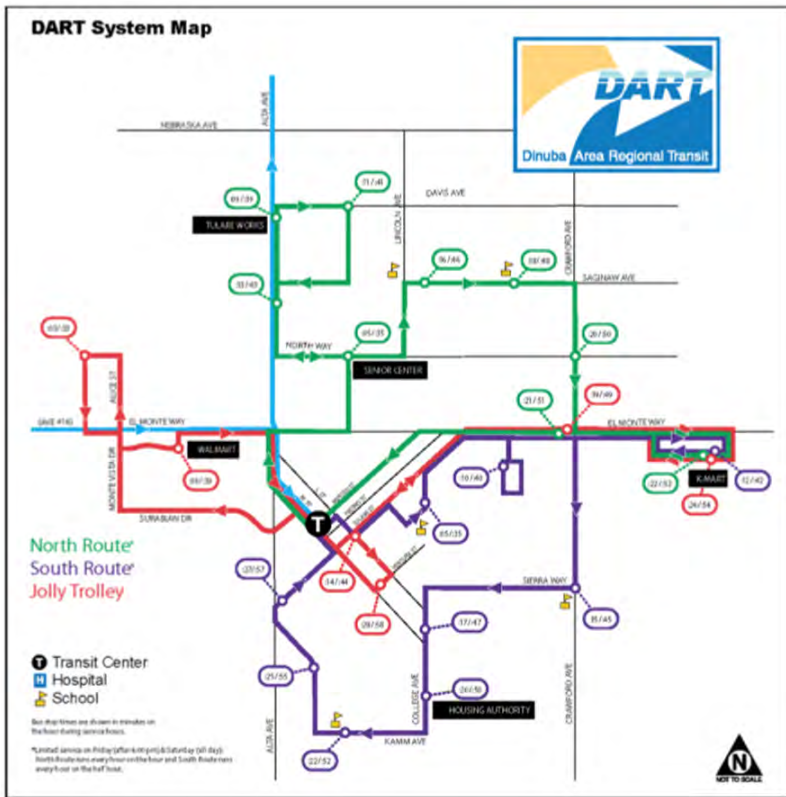


Figure 1: DART System Map -<http://www.dinuba.org/services/public-services/public-transit>

Active Transportation Plan: In May 2016, the Tulare County Association of Governments (TCAG) adopted an Active Transportation Plan (ATP) to prioritize active transportation planning and infrastructure development. Seven projects were programmed in the ATP for Dinuba some of which are located in, or have impact on, the downtown.

Circulation in the Downtown: Opportunities to enhance connectivity in the future by developing bicycling and walking paths/infrastructure, strategies to increase public transit ridership, traffic impacts of near-term and future projects that could affect traffic in Downtown Dinuba, including the planned relocation of the high school were examined. Key findings were as follows:

Pedestrian Infrastructure: Presently, pedestrian facilities are limited to sidewalks, crosswalks, and pedestrian crossing lights. According to zoning laws, curb cuts and access ramps are required on any new construction in the City of Dinuba.

Bicycle Infrastructure: The city has plans to vastly improve active transportation, specifically cycling infrastructure. Currently, Downtown Dinuba lacks designated bicycle routes, bicycle lanes, and bike racks. The Tulare County Regional Bicycle Transportation Plan (2010) which guides developments in the County aims to service cyclists through better infrastructure. The regional bicycle plan includes projects such as: the implementation of citywide bicycle parking in Dinuba, including bike racks on transit (recently implemented) and an Avenue 416 Class II Bikeway between Dinuba and Orosi. Presently, cyclists largely use Road 80 or Alta Ave to travel north south, and J40 or Mountain View Avenue to travel east west.

Site and Context Assessment

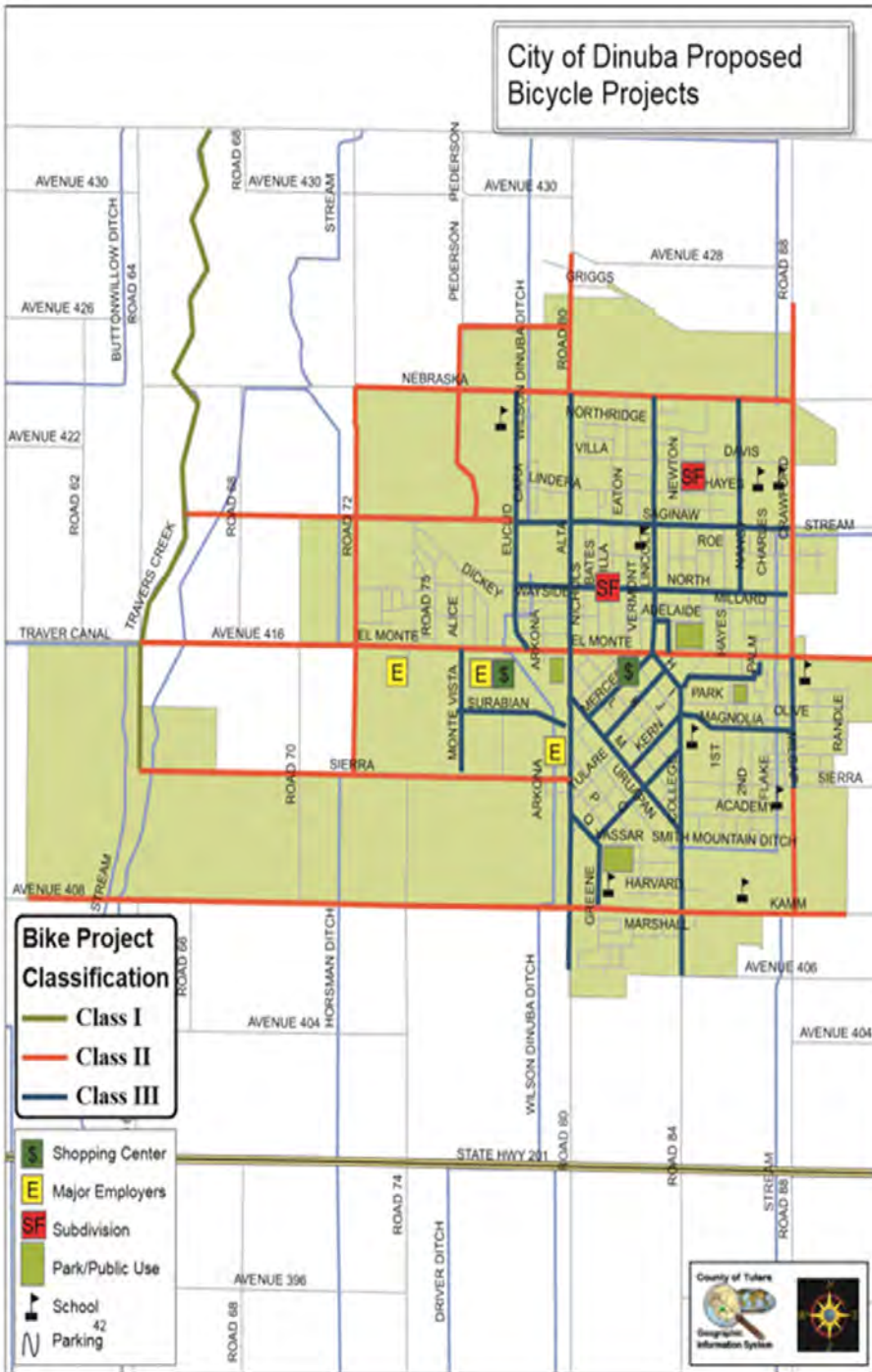


Figure 2: Proposed Bicycle Projects in Dinuba (TCAG, Bicycle Plan 2010)

Parking: Currently there is on-street, angle parking in the downtown corridor and on-street parking is available throughout the city. The city's zoning ordinance stipulates that in the downtown commercial business district one parking space is required for each eight-hundred (800) square foot of floor area. The downtown is served by three parking lots that, according to city officials, residents, and business owners, are underutilized. Much of the downtown angled parking has a 2-hour parking limits.

Site and Context Assessment

2. DEMOGRAPHICS, ECONOMICS, AND DOWNTOWN BUSINESS

Dinuba city population in 2010 was 21,453 people, up from 13,095 people in 1990. It was evenly divided by gender male (51%) and female (49%), 84% identified as Hispanic or Latino, and 40% as white alone. 64% of the population spoke Spanish. A majority of the population was under 25 to 29 years of age (see Appendix 1). Annual income per household in Dinuba tends to be somewhat lower than the rest of the county, and some 25% of households fall under the poverty level for the area.

Manufacturing represents 34% of the industry in Dinuba and employs the largest number of people. The City of Dinuba and two other nearby cities, Kingsburg and Reedley, differ somewhat from the largely agricultural economy of the rest of Tulare County. In recent years with Ruiz Foods and the Best Buy distribution center in Dinuba and the presence of Walmart, jobs in the city have shifted away from agriculture. With the highest job concentration in the City of Dinuba heavily skewed towards the Walmart shopping center the downtown area is positioned to offer alternatives to the high-density commercial retail centered there.

The top three Dinuba Downtown business types are retail, personal services and auto-related businesses (see Appendix 3 for a full list of businesses by NAICS sector).

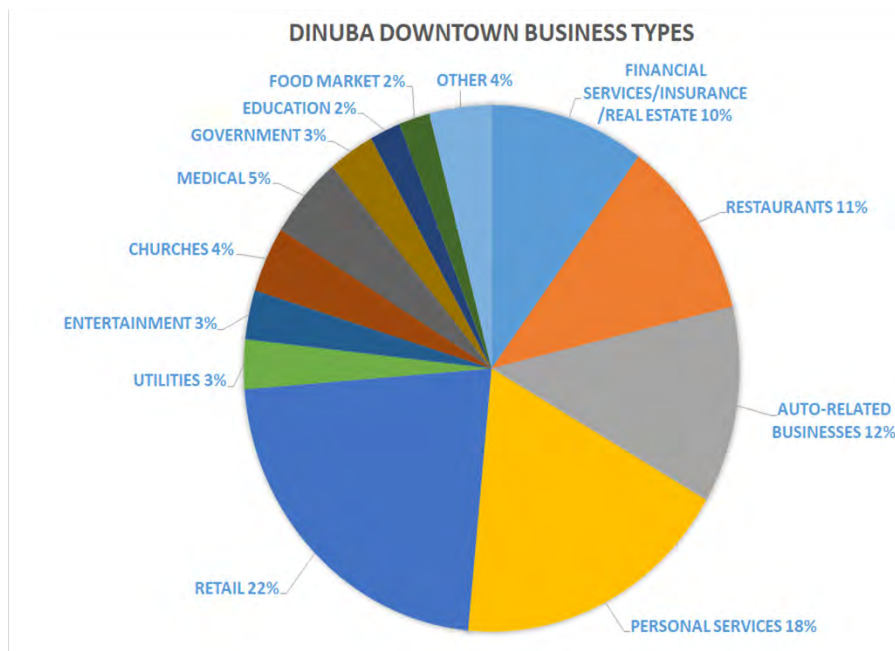


Figure 3: Business Types in Downtown Dinuba

Opportunities to spur economic growth in the downtown area include attracting vibrant businesses that provide services the Walmart center cannot provide, such as restaurants and entertainment, as well as civic/public spaces. Over half of downtown businesses are either auto-related, retail or personal services and attract people to downtown. They need to be supported, not disincentivized. But vacant or unused buildings and underutilized lots are available and additional incentives could attract desired businesses, such as restaurants and entertainment, and civic services.

Site and Context Assessment

3. HOUSING

Dinuba is a family-oriented community with 85% households in families with an average size of almost 4. (see Appendix 4). More than half (55%) families have children under 18 and 27% of households have a grandparent. In the Business and Community surveys undertaken by the design team when asked what type of housing they preferred be built in the downtown over 80% respondents opted for some type of single-family home. The concept design plan therefore suggests ample single-family home options in the form of townhouses, condos and larger apartments.

will be oriented to development of rental units for workforce families. The analysis of several housing factors in Dinuba indicates that there will be a need for increased rental housing to accommodate a relatively large number of young adults. The concept plan will propose locations for such dwellings in the downtown that place them proximate to other services that cater to young adults. The presence of young adults in the downtown will stimulate economic activity and add to its overall vitality.

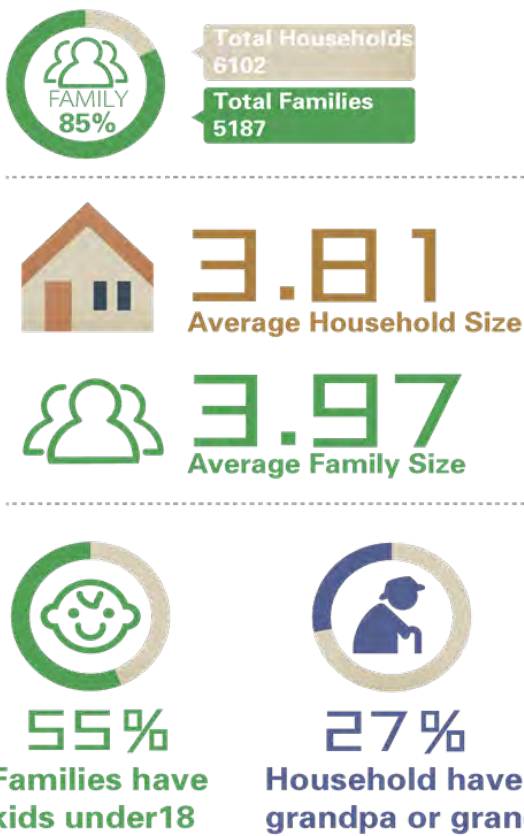


Figure 4. Family and Household Size in Dinuba

Census data indicates a shift from owning to renting. 57% of all renter-occupied households below 80% of the Area Median Income pay 30% or more of their income for housing and are “housing burdened.” With this in mind, proposed new housing developments in the concept plan



Around 600 households moved from owning to renting



Source: (ASC 2010, 5yr estimates)(ASC 2014, 5yr estimates)(ASC 2016, 5yr estimates)

Figure 5: 2010-2016 Shifts in Housing Tenure, City of Dinuba



Site and Context Assessment

4. THE GENERAL PLAN AND ZONING CODE

The General Plan

The City of Dinuba General Plan provides the overall framework which guides development in the city. The six elements of the nine element general plan, which provide guidance to the concept design, are: Land Use, Circulation, Open Space, Conservation and Recreation, Urban Design, Safety, and Housing. Review of the goals and objectives within each element (see Appendix 5) suggested actions to achieve these within the downtown as follows:

1.0 Land Use Element

Inspiration:

Maintain small-town character of Downtown Dinuba while also promoting a variety of different land uses that draw people in both locally and regionally.

Actions:

Improve signage, establish a wellness zone, integrate an arts corridor, provide space to concentrate government and professional activity, implement gateway improvements at northern entrance to downtown, restore and preserve older buildings, create opportunities for commercial, retail, and office spaces.

2.0 Circulation Element

Inspiration:

Promote a more walkable and bikeable Downtown Dinuba with street improvements, bicycle and pedestrian facilities and parking.

Actions:

Accommodate to all modes of transportation, activate alleyways, create pedestrian plaza, implement bicycle facilities, remove some angled parking and replace with parallel parking, create multi-level parking structure, capitalize on strong pavement conditions, improve connectivity to Railroad District.

3.0 Open Space, Conservation and Recreation Element

Inspiration:

Include open and recreational space for community members of all ages. Work in tandem with the Circulation Element to promote alternative modes of transportation both for a healthier community and to help reduce air pollutant emissions.

Action:

Establish a wellness zone, promote outdoor activity, provide more shading, create pedestrian plazas, incorporate bicycle facilities and more green space.

5.0 Urban Design Element

Inspiration:

Provide quality design guidelines with emphasis on facades, complementary landscape design, pedestrian-oriented facilities, oriented to create a vibrant and walkable, downtown that maintains its small-town feel. Plan to incorporate a variety of land uses, specifically, multi-family residential, commercial, office, and retail.

Action:

Implement a facade program, activate alleyways, provide new housing stock that offers a variety of residential choices, create distinctive entrances into downtown, incorporate landscaping that is multi-purpose, improve signage, increase shading, delineate space for pedestrian activity. Implement a form-based code that creates a cohesive downtown design.



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8.0 Safety Element

Inspiration:

Design to enhance the safety of all individuals occupying the downtown.

Action:

Inventory all existing buildings and their conditions, incorporate landscaping to protect against flooding, design comfortable and safe streetscape widths for all modes of travel, delineate pedestrian and bicycle facilities, improve signage, increase lighting, add shading.

9.0 Housing Element

Inspiration:

Include a variety of housing stock for all income levels to attract more residents to live downtown.

Action:

Plan for and encourage construction of a housing stock that offers a variety of residential options catering to all income levels and has complementary land uses around it.

The Zoning Code

The Dinuba Municipal zoning code stipulates allowed land uses, building density, heights, and other design elements. In the downtown area there are six zoning districts, and a downtown residential overlay zone which allows single and multi-family residential, and commercial and office uses. The Downtown Residential Overlay zone allows residential units on the second level or higher over any use allowed in the downtown, thus it encourages residential development throughout the downtown. Rehabilitation of existing structures is also encouraged to meet housing needs and to support the growth of downtown businesses.

Proposed Form Based Code

A form-based code offers an alternative to conventional zoning regulation, allowing for a more fluid development with integrated uses. It provides guidance for building and frontage type, civic space and parking, incorporating design and style into the building blocks of the project area. It provides local governments the regulatory means to achieve design and development objectives with greater certainty. An outline draft form-based code was tailored for the Downtown Dinuba based on research and integrations of multiple existing form-based codes within the United States (see Appendix 6). It provides a framework for future development of an adoptable code.



Site and Context Assessment

5. COMMUNITY SURVEY

Three meetings with the Dinuba community and city staff were held in Dinuba to obtain community and expert input in the concept design. Two were noticed and open to the public. The first two were held on April 13, 2017, the first with a strategic group of staff and stakeholder representatives, the second with the community at larger, were designed to inform the design team about the community's needs and concerns. This input would inform the concept designs. A third meeting was held on June 8, 2018 to present the concept designs to city officials and the community, and offered an opportunity for the design team to explain how community goals had been achieved in the downtown concept design. An interim presentation of concepts was made to city staff on May 4, 2018. The dates of meeting and the activities were as follows:

April 13, 2018

1. Design teams meet in the morning with City of Dinuba officials and staff, and invited representatives of the school district and representatives of the Chamber of Commerce. This meeting served to inform the design team about the specific needs of various policy makers and activists in the city.
2. Design teams presented their initial observations and findings in an advertised and noticed public meeting. Community comments were documented and used to inform the concept designs.

May 4, 2018

Design teams present their initial concept designs to Assistant City Manager Daniel James on the Cal Poly's San Luis Obispo campus. Comments and direction served to inform the development of the concept designs.

June 8, 2018

3. Design teams present final concept designs to city staff, officials and community members at an advertised and noticed public meeting. A question and answer period was followed by a poster session which provided an opportunity for community members to ask additional, more detailed questions about components of the concept design. The posters complimented and summarized the designs presented in the formal presentation. The smaller group discussion around four posters, depicting the four zones of the downtown allowed community and staff to explore in detail various aspects of the concept design.

Design of Community Survey and Responses

To augment the insights obtained from meetings with stakeholders and directives from city staff the design team created a Dinuba Community Survey, which sought to elicit community perceptions of, and desires for, the downtown. It was published online on April 13, 2017 and closed on May 31, 2018. The on-line availability of the survey was advertised word-of-mouth, at public meetings on the city web site, and with the distribution of hard copy flyers.

The community survey was designed to provide an opportunity for residents to communicate their thoughts and visions for the downtown. Survey responders were asked to answer questions about potential housing developments, transportation, businesses and overall satisfaction with different aspects of downtown Dinuba, such as the aesthetics, alleyways, and other public spaces. The complete survey instrument and all responses received are presented in Appendix 7).

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Characteristics of Survey Responders: There were 147 responses to the community survey, of which (27%) were collected directly by the design team in face-to-face, interview format. The remaining were completed on line. Of the 147 respondents, 108 live in Dinuba (73%). The majority of respondents who live in Dinuba live north of downtown (36%), while only 6% live in the downtown. Over 96% of respondents have household sizes of at least 2-3 people and approximately 39% of respondents have household sizes of 3-4 people. 70% of respondents have children in their household. Summary responses to a few selected questions are as follows:

Visits to Downtown: A majority of survey responders live in Dinuba, largely north of Downtown. Responses to the question of the number of times they visit the downtown indicated over 25% visit it every week, over 50% visit it often, and almost 80% visit it occasionally (Table 1).

Every Weekday	Every Weekend	Often	Occasionally	Rarely
22%	3%	26%	27%	22%

Table 1: Frequency of Traveling Downtown

Satisfaction with the Downtown: Although 26% of responders are satisfied with the downtown and 33% are neutral, almost 41% are dissatisfied with the downtown. A cross-tabulation of frequency of visits to downtown and satisfaction with the downtown revealed that increased visits are correlated with increased satisfaction, and that the relationship between the two is statistically significant (Table 2).

		Frequency of Traveling Downtown					Total
		Every Weekday	Every Weekend	Occasionally	Often	Rarely	
Satisfaction with Dinuba	Dissatisfied	3.5%	0.0%	14.7%	7.7%	10.5%	36.4%
	Neither satisfied nor dissatisfied	9.8%	0.7%	9.1%	7.7%	5.6%	32.9
	Satisfied	7.0%	2.1%	2.1%	8.4%	1.4%	21.0%
	Very dissatisfied	0.0%	0.0%	0.7%	1.4%	3.5%	5.6%
	Very Satisfied	2.1%	0.7%	0.0%	1.4%	0.0%	4.2%
	Total	22.4%	3.5%	26.6%	26.6%	21.0%	100%

Chi Square value: 0.000 Elements of satisfaction

Table 2: Relationship Between Frequency of Visits to and Satisfaction with Downtown

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Satisfaction with Specific Elements: Respondents were asked to rank their overall satisfaction with the aesthetics, parking, places to eat, places to shop, public spaces, safety from crime, sidewalk conditions, and transportation in Downtown.

Satisfaction with specific elements in downtown Dinuba

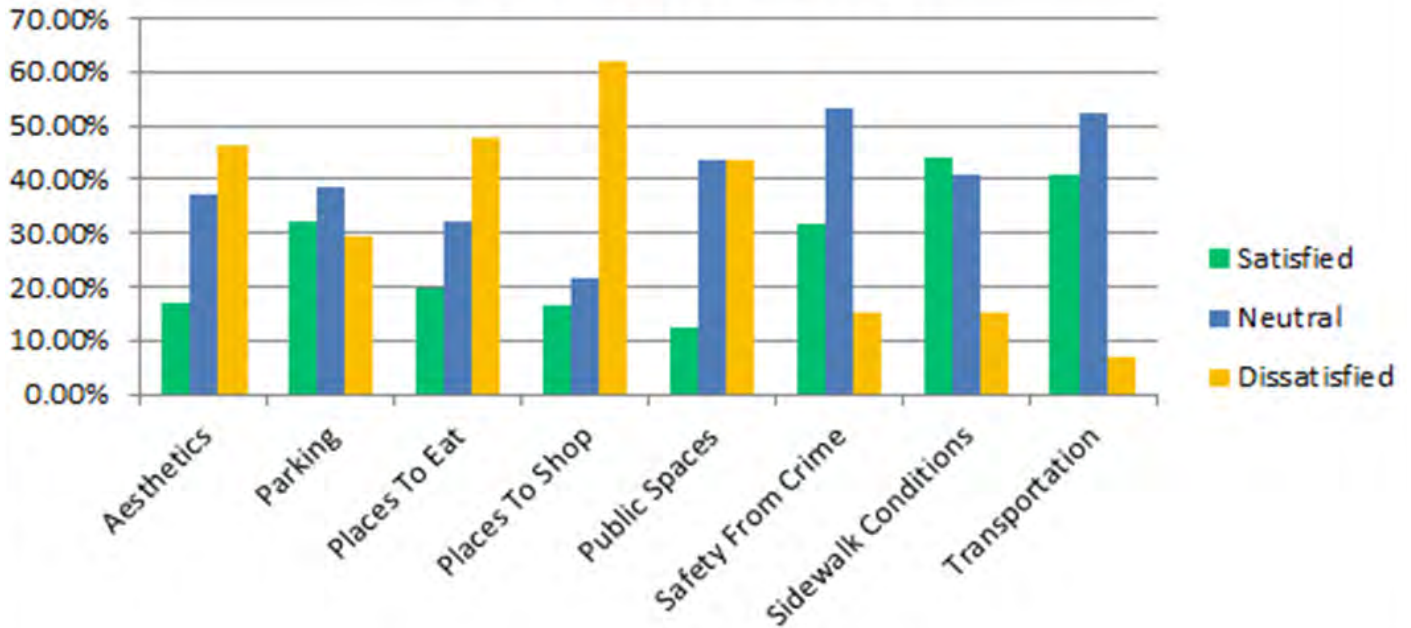


Figure 6: Satisfaction with Specific Elements of Downtown Dinuba

Dissatisfaction with the downtown is largely around elements such as the lack of aesthetics, places to eat and places to shop. Respondents were generally satisfied or neutral about sidewalk conditions and issues of transportation. Many felt safe or were neutral about safety from crime, indicating that safety is not a strong area of concern in a decision to go downtown.

Attraction to Downtown Dinuba: Respondents were asked what most attracts and/or deters them from going downtown. The most prominent attractions for respondents were: shops (15%), food (14%), restaurants (13%), banks (13%) and “stores” (12%). The movie theatre was mentioned by about 9% as an attraction and “events” were mentioned by about 4%. There were (14%) who felt the lack of shops deters them from going downtown and parking (13%) was also mentioned. Narrative responses noted “the lack of activities and attractions,” and described the environment with words such as “bland” or “lonely.” Various transportation challenges such as traffic or parking were also mentioned.

Transportation: The majority of community survey respondents use a personal car to visit downtown Dinuba (77%). The second most common mode was walking (16%). Given limited bicycle infrastructure, it is not surprising that cycling isn’t a common means of transportation at this time. Most respondents view transportation to downtown as “very easy” (47%).



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Housing: Survey respondents were generally not interested in moving into Downtown Dinuba (50%, “no”). However just over 35% responded “maybe” and 15% responded “yes” suggesting that housing in downtown Dinuba may be a valuable asset for some (50%) in the community. If new housing were built in downtown Dinuba, most respondents prefer either single-family detached housing (43%) or single-family attached housing, as in townhouses or terrace houses (40%).

Improving Downtown Dinuba: Presented with a list of improvements and asked to select up to two items that they think would improve downtown respondents picked transportation and public space.

Respondents recognize the need for more restaurants and cafes (84%) and retail stores and shops (71%). About 30% of respondents suggested that the addition of a local grocery store could improve Dinuba’s downtown. Twenty-percent (20%) of survey respondents suggested housing in the downtown would benefit the region.

Respondents strongly supported for the need of more parking (53%). Other improvements included more street lights (40%), better signage (30%), better sidewalks (30%), bike lanes (27%), and more public transit options (18%).

Public space improvements that were strongly supported included the addition of parks and playgrounds (68%). Respondents also expressed support for community plazas (54%) followed by hiking and biking trails (27%), trees along sidewalks (31%), and active alleyways (31%).



Site and Context Assessment

6. BUSINESS SURVEY

The Dinuba Business Survey was designed to elicit perceptions of business owners about downtown and the conditions that could improve their business operations. A majority of the 28 responses were collected directly by the design team in face-to-face interview format (82%) and others through advertising word-of-mouth and at public meetings (18%). See Appendix 8 for survey questions and survey responses.

The business survey offered an opportunity for business owners and employees to provide their perspectives on the future of downtown Dinuba and offer their thoughts and visions for it. Respondents answered questions about potential businesses and transportation challenges, and suggested improvement in the areas of circulation, safety, housing, and economic development.

Existing Conditions

The business owners who were surveyed have customers in various age groups as follows: “middle-aged” (100%), young adult population (75%), senior/retired population (86%), and high school population (50%). Over three quarters (78%) stated that the anticipated move of the high school from adjacent to downtown to the Southwest side of town wouldn’t unduly affect their business as the high school students are not the largest category of consumers patronizing their businesses.

One of the strongest areas of concern among business owners is parking. They said that the current two-hour parking limit hurts their business, especially because in many cases they observe employees and business owners parking right in front of their stores, taking away parking for customers and limiting the availability for the elderly to park near where they would like to shop.

Other concerns of business owners include trees in the downtown that drop leaves and debris on parked vehicles potentially deterring customers from wanting to park downtown. Another safety concern was the lack of public restrooms in the downtown.

Improving Downtown

Business owners recognized that downtown Dinuba would benefit from a greater variety of businesses. The top four types of businesses suggested were: restaurants, retail stores, grocery stores, and health/wellness resources.

The survey asked respondents to select from categories of potential improvements to downtown Dinuba or suggest others. Results are presented in Table 3 which identifies the level of support for improvements in circulation, safety, housing, economic development, open space and streetscape.



Site and Context Assessment

Circulation	Parking Lots (65%)	Bike Lanes (35%)	Traffic Signals (31%) & Street Signage (31%)
Safety	Street lighting (71%)	Security enforcement (42%)	Street crossings/ intersections (38%)
Housing*	Affordable housing (45%)	Multi-family housing (45%)	Single-family housing (45%)
Economic Development	Retail uses (70%)	Food uses (60%)	Tourism accommodation (33%)
Open Space	Recreation centers (60%)	Parks (48%)	Public squares (44%)
Streetscape	Benches (73%)	Landscaping (70%)	Wider sidewalks (19%)

*Tied among all three housing types

Table 3: Categories of desired improvements in downtown

Other suggestions that business owners made as their wishes for downtown Dinuba included maintaining its character but making it attractive to young people in “mid-level socioeconomic status”. Installing banners and placing lights in trees and plants to create an aesthetically pleasing atmosphere. Respondents also noted the negative impact of vacant lots and old buildings that were not up to code, and the need for more public bathrooms.



Site and Context Assessment

7. INTERVIEWS

Whilst administering surveys the design team took the opportunity to interview responders before, after or while they completed the survey (See Appendix 9). The majority of people interviewed did not frequently visit downtown to socialize or walk around. They viewed it mainly as meeting a one-stop shopping need, such as for instance going to the Dinuba Pharmacy. However, residents and business owners who were interviewed are generally content with downtown, but they recognize that the city could benefit from investing more resources to help foster (economic) activity in the downtown.

Business owners especially recognized the challenges of not having a bustling pedestrian flow in the downtown. They said that the addition of benches or landscaping could benefit their businesses. Families and adults talked about the need for more family-friendly activities and spaces such as parks and sports facilities.

While these interviews corroborated the observations made by the design team during the physical survey, these conversational interviews of residents and business owners reinforced the observation that residents don't have negative feelings about the downtown, in fact some say that they love it. But collectively they recognize that downtown Dinuba has a lot of room for growth and can be improved.

Site and Context Assessment

8. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

A reconnaissance and physical inventory of the project area was completed by the design team on April 14th, 2018. A windshield surveys of the project site and its surrounding area was performed to obtain an understanding of existing circulation, land uses, landmarks, boundaries, connectivity, and, barriers.

The delineated study area roughly conformed to the boundaries of Dinuba’s downtown core and including Tulare Street going east west, and L and K Streets between Merced to the north and Ventura to the south was divided into seven sections (see Figure 7). Each section contained approximately equal numbers of lots. The physical conditions lot-by-lot, within each part were documented yielding a detailed overview of existing conditions on the site. This provided the base from which an integrated vision of possibilities and challenges in the project area were developed.

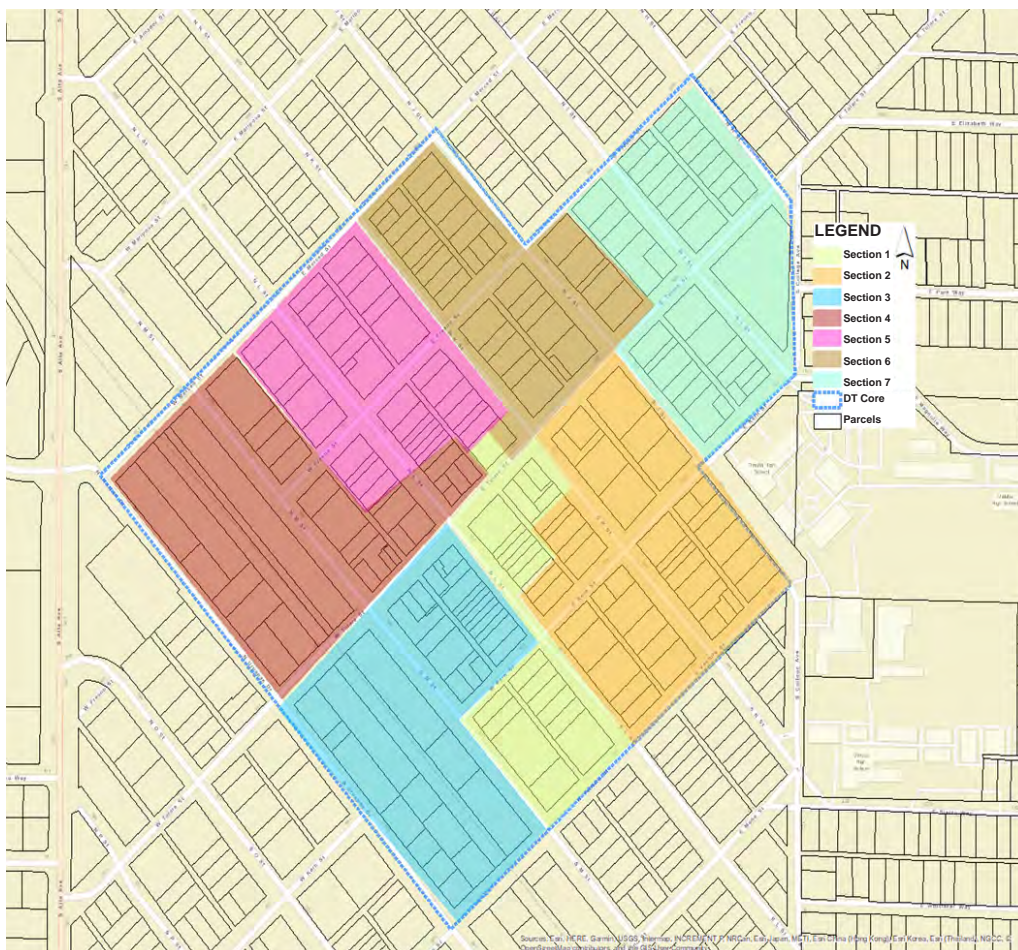


Figure 7: Lot-by-lot surveys in Seven Sections

The lot-by-lot surveys involved noting the detailed conditions of each lot, in the field on individual, plot level survey sheets. Also noted were salient aspects, such as general site conditions, land uses and intensity of uses, social activity, landmarks, views, wayfinding, transparency, and open spaces. Block-by-block findings for each lot are provided in Appendix 15.



Site and Context Assessment

Each section of the downtown area was analyzed along six dimensions of quality of urban design as follows:

- **Imageability**-That quality in a physical object which gives it high probability of evoking a strong image in any given observer. It is that shape, color, or arrangement which facilitates the making of a vividly identified, powerfully structured highly useful mental images of the environment. Having a distinct, memorable quality that captures attention, evokes feelings, or creates a lasting impression.
- **Legibility**-The ease with which a city's parts can be recognized and organized in a coherent pattern. If a city is legible it can be visually grasped as a related pattern of recognizable symbols. Although clarity or legibility is by no means the only important property of a beautiful city, it is of special importance when considering environments on the urban scale of size time and complexity.
- **Human-Scale**-Human scale is achieved when the size, texture, and expression of physical elements of design are proportional to human size, as well as correspond to the pace of human walking. A range of different scaled features will provide the observer with a means of reference for comprehending the larger whole. Human Scale is determined through examining the sight lines, proportion of windows at street level, estimating the average building height, the type and frequency of street furniture and other items like planters.
- **Comfort and Safety**-Refers to how the built environment influences the pedestrian experience and how people feel within that space. These places are typically freely accessible, welcoming, pleasant, and accommodating to all people within the community.
- **Connectivity**- Refers to the extent to which urban forms permit (or restrict) movement of people or vehicles in different directions. It may also influence the degree to which transportation networks such as streets, walking, and cycling paths, connect people to their destinations.
- **Diversity and Vitality**-Refers to the variety of uses (e.g., entertainment, dining, retail, services, cultural, and facilities) and is defined by the strength and level of activity within those uses.

Overall, the physical site survey findings suggest that many areas throughout downtown had several diverse and vital businesses and contained buildings with a strong architectural presence which contributed to embodied the historic character and small-town feel of Dinuba, a characteristic which is cherished by the community. The survey also documented where there were sites of concern or opportunities for improvement. The seven sections were documented and evaluated first individually and then aggregated into a comprehensive, integrated overview and documented in tabular and map forms. These provide an integrated assessment of the entire project area.

Site and Context Assessment

Strengths	Weaknesses
Buildings with architectural value (7)	Aging buildings (7) 
Abundant parking (6) 	Poor signage/ signalization (7)
Vital businesses (6)	Lack of bicycle infrastructure (7)
Noticeable recent investment in buildings/homes remodel (5)	Few public bathrooms (6)
Diverse businesses (5)	Unappealing / non-aesthetic facades (6)
Diverse building heights and facades (5)	Vacant lots (6) 
Wide and clear sidewalks (5)	Vacant buildings (6)
Historic buildings (4) 	Lack of pedestrian activity (6)
Contiguous facades (4)	Lack of or inoperative trash cans / recycling (6)
Planters and streetscaping (4)	Uneven sidewalks (5)
Tree shading (3)	Poor non-motorized connectivity (5)
Building ground level transparency (3)	Poor ground level transparency (5)
Monuments and landmarks (3)	Lack of landscaping (4)
Pride in home-ownership (2)	Underutilized parking lots (4)
Well-maintained lawns/gardens/yards (2)	Poor lighting (4)
Good intersection (1)	Littering (3) 
Light industrial uses (1)	Poorly positioned street furniture/landscaping (1)
Good urban furniture (1)	
Large open space (1)	
Opportunities	Threats
Stronger-knit business community (e.g. downtown business association) (7)	Regulation / financial barriers (7)
Facade program (7)	Lack of ADA compliance (7)
More trees along streets (7)	Absentee landlords (7)
Public bathrooms (7)	High school relocation (5)
Active alleys (7)	Large chain / big box stores (5)
Better signage and wayfinding (7)	Drug activity - Meth (4)
Improving design of public sidewalks (7)	Trucking routes (4)
In-fill development (6)	Lack of train track crossing (1)
Reuse of surface parking lots (5)	
Replace angled on street parking for complete streets (5)	
Traffic calming (5)	
Improving security (5)	
Increase density / mixed use development (5)	
Improve connectivity to parking lots (4)	

Table 4: Dinuba Downtown SWOT analysis in matrix form

Note: number in brackets is the aggregate count of specific indicators that are present in the seven downtown sections.

MAPS OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT):

Site analysis maps that delineated building conditions (Figure 8), pavement and alley conditions (Figure 9), and circulation (Figure 10) were developed from the physical inventory documentation and the SWOT analysis. These maps were used as bench mark references in developing concept designs for the study area.

An aggregate SWOT map which combines these and other elements of the SWOT analysis was completed and provided an illustrative reference locating all conditions in an integrated form (Figure 11).

Site and Context Assessment

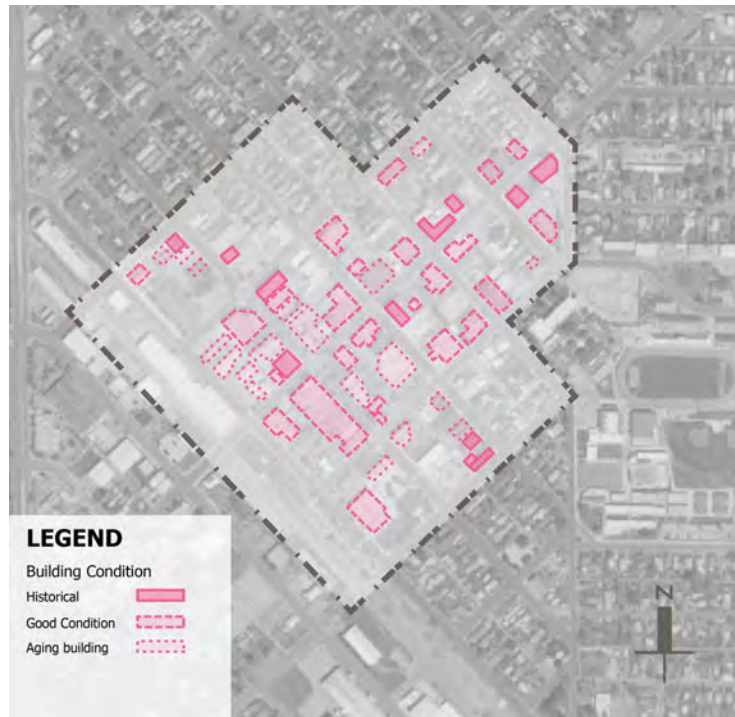


Figure 8: Building Conditions Map



Figure 9: Pavement and Alley Conditions Map

Site and Context Assessment



Figure 10: Circulation and Other Conditions Map

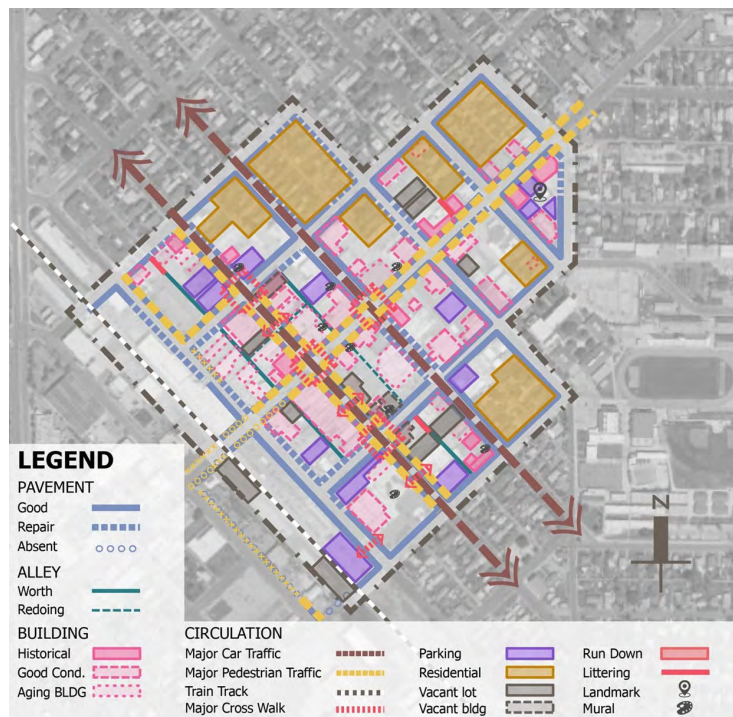


Figure 11: Integrated Map of Strengths, Weaknesses, Opportunities and Threats (SWOT) (Larger Scale Map of SWOT Analysis Map on Page 3)



Site and Context Assessment

REFERENCES

City of Dinuba General Plan Policies Statement. September 2008. Prepared by Quad Knopf. Submitted to City of Dinuba.

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Zones



**Zone 1:
Downtown
Business District**

**Zone 2:
Civic Square**

**Zone 3:
Downtown
Main Street**

**Zone 4:
Entertainment
Plaza**



Zone 1: Business District



Zone 1: Business District

VISION

Foster a sense of entry to downtown and support downtown’s function as an economic, residential and recreational center whilst building on existing services and assets, developing recreational and arts activities, and increasing housing options.

Goals for the Business District include:

1. Create a transition and entry to downtown
2. Build on existing assets
3. Add housing stock
4. Establish a wellness focus
5. Design an arts corridor for economic diversity
6. Utilize open space for recreational use



DESIGN GOALS	Area 1
Desired Characteristics	Business District
Connectivity/walkability	X
Repurposing existing city-owned property/buildings	X
Pocket parks/open space	X
Future public parking	X
Future public restrooms	
Themed street furniture/street lighting	
Residential uses	X
Future location of City Hall	
Active, designed alleyways	
Gateways and Circulation	X
Streetscape design elements	X
Neighborhood enhancements	X
New housing development	X
Districts for the Downtown	
Inventory of Downtown Use Types	X

The Business District is located northeast of downtown Dinuba and includes the intersection of Tulare Street and North K Street. It offers key commercial services such as banks, automobile shops, fire station, and, library. It includes some of Dinuba’s historical buildings which house the Tulare County Library, the Masonic Temple and D’s a recently closed restaurant/bar.

The Business District Concept Plan addresses the weaknesses and builds on the opportunities identified through a site assessment and SWOT analysis. It does so with designs that address the lack of bicycle infrastructure, landscaping, non-motorized connectivity and ADA compliance for pedestrians. The concept design strengthens the connections of surrounding residential communities with business services and the downtown. It responds to the wishes of the business community for more landscaping and street furniture, such as benches. The concept design features a clearly demarcated entryway into Downtown Dinuba, retains existing services in the area, introduces new and different types of housing, inserts and promotes a variety of recreational spaces, a wellness zone and arts corridor. It seeks to create a regional draw to the downtown with improved signage and wayfinding. The entry into downtown from the east along Tulare Street is envisioned to have specimen trees aligned on a central median.

Zone 1: Business District

DESIGN PRINCIPLES

The Business District concept plan is guided by the following design principles:

- Diversity
- Pedestrian connectivity
- Human scale
- Imageability

Enhancing the diversity of uses, pedestrian connectivity, and imageability as well as creating a human scale is essential for transitioning from surrounding residential areas to a commercially and economically active downtown. Each design principle guides the selection of goals, objectives and overall designs presented in the Business District. These design principles build upon one another to attain the desired vision for this zone.

Diversity

The need for diversity in downtown with respect to shopping, restaurants, entertainment, and attractions was clearly identified by the community, businesses, and city officials. The diversity principle emphasizes the need for Downtown Dinuba to house a variety of options for its residents, in commercial and recreational usage and in a various architecture styles.

Goal: Offer a diverse array of uses and visual experiences

Objective 1: Create a place with multiple spaces and choices for residents of and visitors to Dinuba



Figure 1.1: Example of architectural diversity and diversity of use, while maintaining a small-town feel (2018, May). Retrieved from Pinterest.



Figure 1.2: Example of mixed uses along a sidewalk illustrating opportunities for diversity of use in commercial spaces.

<https://www.planetizen.com/node/61712>

Zone 1: Business District

Diversity Cont.

Objective 2: Create a complex visual experience for pedestrians with diverse eclectic architecture, where existing and emerging styles blend and constantly refresh.



Figure 1.3: Maintaining the scale and facades of a small-town, this streetscape is engaging, varied and attractive.

https://www.shutterstock.com/image-photo/photo-typical-small-town-main-street-162218876?src=Cwa5K-uq36_V6lZbrNeDqA-1-2



Figure 1.4: Shipping containers in Cleveland's Warehouse District provide an engaging visual experience

http://www.cleveland.com/business/index.ssf/2013/11/shipping_containers_at_center.html

Objective 3: Provide a visually stimulating ground floor street facade to engage pedestrians



Figure 1.5: Commercial engagement with passers-by along sidewalks.

<https://hoodline.com/2018/02/inner-mission-urban-diversity-meets-city-convenience-charm-sponsored>



Figure 1.6: Commercial engagement with passers-by along sidewalks.

<https://www.pinterest.com/pin/240942648791363734>

Zone 1: Business District

Pedestrian Connectivity

Pedestrian connectivity is an essential design principle because of this zone's proximity to residential areas. Pedestrian connectivity is achieved by enhancing the safety and ease of mobility of people walking by foot, using wheelchairs, pushing strollers, and commuting to transit. Enhanced pedestrian connectivity encourages residents to walk to Downtown Dinuba and encourages the transition from car-centric to a multi-modal downtown.

Goal: Enhance pedestrian safety and comfort for commuting to and within Downtown Dinuba

Objective 1: Encourage active travel in Dinuba by implementing pedestrian infrastructure to make mid-block street crossing easier and safer



Figure 1.7: Mid-block crossing broken up by street median to enhance safety

<https://michigancompletestreets.files.wordpress.com/2014/01/berkeley-ped-walk.jpg>

Objective 2: Increase pedestrian comfort levels by providing street furniture and amenities



Figure 1.8: Example of a street bench with planting. Eventually the tree will grow and offer shade to users

<https://www.diyandmag.com/15-diy-how-to-make-your-backyard-awesome-ideas/15-diy-how-to-make-your-backyard-awesome-ideas-14/>

Objective 3: Develop an appropriate balance of parking spaces, bicycle racks, and pathways to enable pedestrian connectivity in all mode types



Figure 1.9: Well used bicycle racks on sidewalk

https://www.cityoftacoma.org/government/city_departments/public_works/mobility_options/bicycle_resources



Figure 1.10: Example of multi-modal needs addressed through crosswalk, bicycle and transit

<http://mrsc.org/Home/Stay-Informed/MRSC-Insight/April-2016/Multimodal-Transportation-Funds-Released-To-Cities.aspx>

Zone 1: Business District

Human Scale

In a streetscape, the building facade should relate to a person on the street. Building size, height and interface with people at the ground level determines if people feel comfortable. The street frontage should be proportional to the horizontal eye level, vertical reach, and walking pace of a person. Structures too tall for the human scale make people feel empty and uninvited. There is too much space and too little activity. Places with disproportionately small with too little space and too much activity make people feel uncomfortable and crowded. For pedestrian the “articulation of facades” and visual cues are of great significance. Façade components like windows and doors clarify scale because humans have a “clear perception of object size relative to their own bodies” (Carmona et. al., 2010). The sense of scale can be derived from ground floor activities as well as the building defining street space and the facade providing “active frontages” (Heath et al., 2010).

Goal: Maintain the existing low to medium density and building character of Dinuba

Objective 1: Create a comfortable and safe walking space by installing various traffic calming measures



Figure 1.11: Example of a complete street in a small town (Lancaster, CA)

<https://www.cnu.org/publicsquare/new-science-street-design>



Figure 1.12: Well-designed crosswalk for pedestrians and cyclists alike, plus ample landscaping and bulb-outs as a traffic calming measure (Hoboken, NJ)

<http://www.hobokennj.org/content/wp-content/uploads/2012/09/Stormwater-Curb-Extension.jpg>

Objective 2: Create public spaces proportional to people that encourage diverse social activities and interactions



Figure 1.13: Fun, interactive seating that allows users to talk face-to-face (Superkilen Park in Copenhagen, Denmark)

<http://www.santamoniacentric.com/stories/4473/promenade-30-dt-sm-city-embarking-on-public-process-to-refresh-santa-monicas-living-room>



Figure 1.14: Children's play space at the Cultural Center in Perth, Australia

<https://www.pps.org/places/perth-cultural-centre>

Zone 1: Business District

Human Scale Cont.

Objective 3: Emphasize structures that are proportional to a person's horizontal eye level and vertical reach



Figure 1.15: One- to two-story building facades with parallel street parking and pedestrian thoroughway (Erwin, Tennessee)

<https://smartgrowthamerica.org/erwin-tn-evolving-railroads-fiber-optic-cables/>

Imageability

Imageability is the overall aesthetics and visual appeal of building facades, streetscapes, and tree-lined medians. It will enhance the experience of residents and visitors to downtown and communicate a sense of the city's character.

Goal: Create spaces that are distinctive and memorable

Objective 1: Provide easy-to-read environment produced through easy-to-read symbols



Figure 1.16: Dinuba's iconic water tower serves as a landmark in the downtown area.

<https://www.flickr.com/photos/95693154@N06/8729843143>

Objective 2: Create a place that is memorable to both residents and visitors, and which establishes the identity of a city.



Figure 1.17: A mural in Dinuba that is preserved as a cultural enhancement.

(May, 2018). Retrieved from google street view



Figure 1.18: Example of an arts district in an adaptive reused warehouse structure in Dallas, Texas

<http://www.bishopartsdistrict.com/home>



Figure 1.19: An outdoor fitness park that encourages outdoor activity and social interaction

<http://www.couriermail.com.au/questnews/moreton/outdoor-fitness-park-takes-shape-at-mango-hill-community/news-story/>

Zone 1: Business District

DESIGN CONCEPTS

The concept design for the Downtown Business District positions the zone as a gateway and a transition into the Downtown Core. The most prominent feature is a landscaped median on Tulare Street from the Water Tower to L street creating a tree-lined boulevard, a visually inviting element, that welcomes people to Downtown Dinuba. Another key feature is the increase in quantity and mix of housing and the preservation of existing businesses by promoting mixed-use structures. An Arts Corridor involves adaptive reuse of existing light industrial buildings. The repurposing of existing surface parking into flex venues for outdoor events or pocket parks is a strategy to increase outdoor and recreational space in Downtown Dinuba. A Wellness Zone draws on existing assets such as the Iron Grip Gym and serves to expand fitness opportunities and promote an active lifestyle for Dinuba residents.

Housing Stock

Three types of housing stock are added to the district. First a townhouse that is particularly suitable for people who wish to live closer to downtown yet maintain a sense of individuality and privacy. The second a courtyard apartment, a wrap-around building with a large outdoor “living room” in the back for easy access to a recreation space. The third is a mixed-use apartment with residential on top and commercial retail on the bottom.



Figure 1.20: Blocks around J street and Tulare Street feature core housing additions including a townhome, courtyard apartment and a mixed-use apartment.

Pocket Parks

Pocket parks provide enjoyable, easily accessible outdoor space in scattered sites proximate to homes. Pocket parks features range from temporary outdoor furniture to fully constructed landscaped areas. The time and cost of construction vary greatly. Pocket parks can therefore be designed to offer flexible space, relatively quickly and economically, and have an immediate effect to the urban fabric. They can be designed and built in relatively small or irregular spaces.



Figure 1.21: Pocket Park on Tulare, near townhouses and accessible to the general public, providing seating, shade trees, plants and landscaping.

Zone 1: Business District

Tulare Corridor

The Tulare Corridor with its landscaped median is an imageable entrance to Downtown Dinuba. Tulare Street is redesigned to a road diet with only one lane in each direction, the addition of a bicycle lane, a widened pedestrian space, and a change from angled street parking to parallel parking. This reconfiguration is key to improving pedestrian and cyclist circulation through the downtown and considers the needs of all road users.



Figure 1.22: The tree lined center median along Tulare Street serves as a traffic calming measure as well as a streetscape enhancement. Phoenix dactylifera (Date Palm) are depicted here as a highly drought tolerant option, but other options may be suitable. (See Tree section in Appendix)

Wellness Zone

The Community Survey results revealed that Dinuba residents desired more opportunities for fitness related recreation. The wellness area which focuses on promoting an active lifestyle is designed to respond to this need. The area offers an outdoor fitness park on an existing repurposed surface parking lot, offering exercise equipment for all ages. It is also readily available for siting of personal health businesses such as gyms and stores offering healthy food stores or sports gear.



Figure 1.23: Conceptual Rendering of Wellness Zone. A vacant lot redesigned to encourage outdoor activities contributes to the overall well-being of residents and visitors.

Zone 1: Business District

Arts Corridor

This site, currently light-industrial land use, is envisioned to be redeveloped into an arts district in the long term with adaptive reuse. It features an art gallery for local artists to showcase their creativity and talents. An artist live-work loft is part of the design concept, providing local artists a stable living space. Space is also allocated for a start-up incubator, a shared work space for local entrepreneurs who are in the early stages of their business and in need of office space. The existing surface parking lot next to the art gallery is designated for flex parking, which can be converted into an outdoor exhibition or pop-up area as needed.



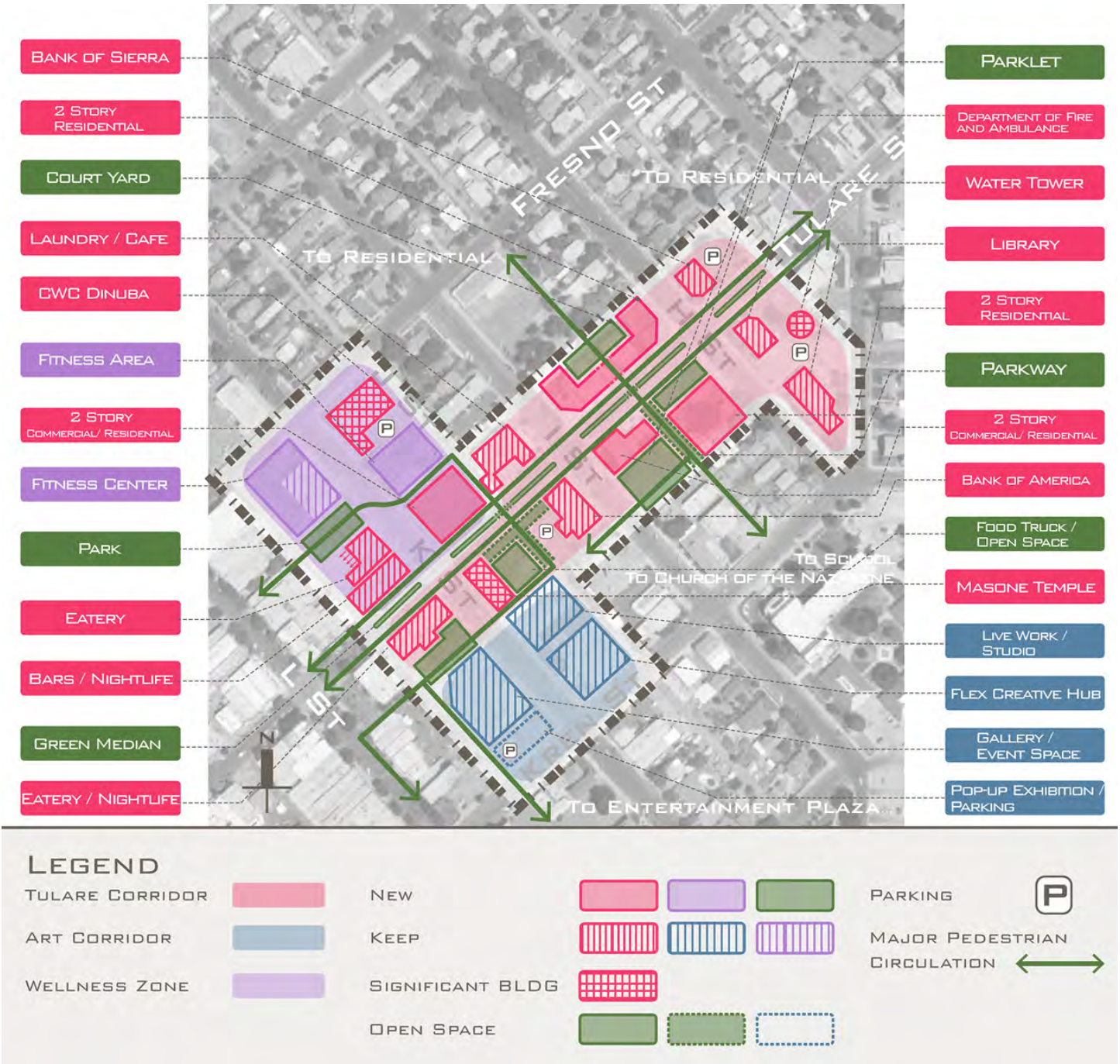
Figure 1.24: Entrance to Arts District. Two auto shops are redesigned into studios and a flex creative hub. A landmark statue will be commissioned for the entrance to the art district. Street features and signs are designed to attract visitors. Activities such as a live band or sketch in the district meet-ups may be planned in this space.



Figure 1.25: Arts District Flex-Plaza. The parking lot is redesigned as a flex parking / pop-up exhibition area to host outdoor exhibitions and stores. Visitors are encouraged to doodle on designated wall or ground surfaces for an interactive, participatory art experience in the district.

Zone 1: Business District

BUSINESS DISTRICT CONCEPT MAP



Zone 1: Business District

ILLUSTRATIVE SITE PLAN



- | | |
|--------------------------|---------------------------------------|
| 1. Park | 7. Art Gallery |
| 2. Restaurant | 8. Flex Parking / Outdoor event space |
| 3. Outdoor Seating | 9. Creative Hub / Incubator |
| 4. Wellness / commercial | 10. Artist Lofts |
| 5. Wellness / other | 11. Townhouse |
| 6. Courtyard Apartments | 12. Apartments |

Zone 1: Business District

PHASING MAP



Phase	Land Use / Usage	Square footage (rounded)
0	Bank	13,000
(existing)	Fire Department	5,000
	Library	11,000
	Laundromat	9,500
	Church	15,000
	Masonic Temple	13,000
1	Park	47,800
	Restaurant	26,750
	Outdoor Seating	6,000
2	Wellness zone	44,000
	Wellness / commercial	26,000
	Wellness / other	18,000
	Retail	17,000
	Apartments (courtyard)	50,000
3	Arts Corridor	99,000
	Art Gallery	25,000
	Flex Parking / Outdoor event space	10,000
	Creative Hub / Incubator	40,000
	Artist Lofts	24,000
	Townhouse	42,000
	Apartments	13,000
	Retail	13,000
	Open Space	5,000

Phase 1 - Open Space, Pedestrian Connectivity and Retrofitting

Introduction of street medians and mid-block crossings will initiate a transition towards a safer pedestrian environment. The medians will also indicate the gradual entry to the downtown area. Repurposing of vacant lots and underutilized parking lots as parks by adding street furniture will provide a quick solution to adding usable open space to the urban fabric.

Phase 2 - Mixed-use build-out and the Wellness Zone

Enhancement of existing commercial buildings will be enabled through the addition of new housing types. Drawing on the existing Iron Grip Gym the area will be developed into a Wellness Zone to offer more recreational and fitness opportunities.

Phase 3 - Arts Corridor and additional housing

The Arts Corridor will establish a creative hub and be enabled by building of artist live/work spaces and promoting local artwork in reserved spaces in an art gallery. The area will also feature a start-up incubator for entrepreneurs to facilitate new businesses. Additional housing will accommodate future population growth and allow families to live in close proximity to the downtown.

Zone 1: Business District

CIRCULATION AND STREET TYPES

One element of the Business District Concept Plan is the redistribution of uses along the two major streets: Tulare Street and K Street. The street sections which follow showcase the differences between current distribution of street use and proposed distribution of street use. These designs are consistent with the proposed street designations across the Downtown Concept Plan Area.

Existing Conditions - Tulare Street

Existing conditions along Tulare Street include two-way driving lanes and angled parking along both sides of the street.



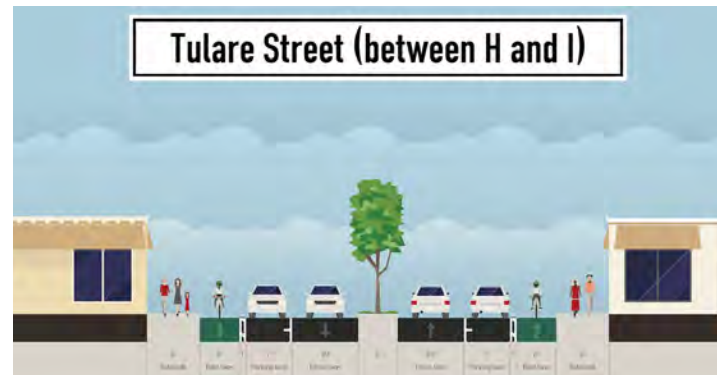
Tulare Street (between I to L)



Tulare Street (between H to I)

Proposed Redesign - Tulare Street

Critical changes proposed along Tulare Street include the addition of a 6-foot center street median, the transition of angled parking to parallel parking, and the addition of a bicycle lane running each direction. These changes foster a multi-modal friendly character for the street and promote a visual transition through trees on the center median which serve to alert drivers that they are nearing Dinuba's downtown core.



Tulare Street (between I to L)



Tulare Street (between H to I)

Zone 1: Business District

Existing Conditions - K Street

Existing conditions along K Street include a 15-foot drive lane in both directions and angled parking on both sides of the road.

K Street



Proposed Redesign - K Street

Proposed use of K Street includes shrinking the driving lanes to 11-feet, maintaining the angled parking on one side of the road, while transitioning that space to include a bicycle and parallel parking on the other. This one-way bicycle lane links with the lane running the opposite direction down L Street.



Zone 1: Business District

AERIAL VIEWS OF ZONE 1



Zone 1: Business District

1. Downtown Business District

Downtown Dinuba Concept Design Plan

Vision Statement

This zone offers elements that foster a sense of entry to downtown, supporting downtown's function as an economic driver, provides diverse residential types and new recreational space.

Key Designs:

- Arts District
- Diverse Housing Options
- Wellness Zone
- Expanded Commercial Opportunities



LEGEND	
TULARE CORRIDOR	NEW
ART CORRIDOR	KEEP
WELLNESS ZONE	SIGNIFICANT BLDG
	OPEN SPACE
	PARKING
	FLEX PARKING
	MAJOR PEDESTRIAN CIRCULATION



1 Courtyard Residential



2 Adaptive Reuse Creative Hub



3 Arts District - Flex Parking / Pop-Up Space



4 Outdoor Fitness Park



6 Landscaped Street Median



5 Townhomes off Tulare Street



Townhomes / Pocket Park (Inspiration)



POSTER OF ZONE 1



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Zone 1: Business District

REFERENCES

Carmona, Matthew et al. 2010 Public Spaces, Urban Spaces: The Dimensions of Urban Design. 2nd Edition. Oxford: Elsevier/ Architectural Press.

Heath, Tim, et al. Public Places - Urban Spaces: The Dimensions of Urban Design, Taylor and Francis, 2010. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/calpoly/detail.action?docID=662116>.

Zone 2: Civic Square



Zone 2: Civic Square

VISION

Civic Square in Downtown Dinuba serves as the center for government and civic activity. It connects to its past and its history through the preservation of existing buildings, urban fabric and architecture styles. This government center/civic plaza acts as the focal point of the zone and provides space conducive to hosting large events, government functions, community gatherings, and cultural exchanges. It is a new civic/government space in the heart of downtown which brings a vibrancy and instills a sense of civic pride.

Goals for the Civic Square Zone include:

1. Create space for community gatherings and cultural exchanges
2. Agglomerate government and professional activity
3. Focus on the development of a new city hall
4. Preserve historic urban fabric and traditional architecture styles
5. Adapt and reuse existing building assets (i.e. Vocational Center and Strand Theater)



DESIGN GOALS	Area 2
Desired Characteristics	Civic Square
Connectivity/walkability	X
Repurposing existing city-owned property/buildings	X
Pocket parks/open space	X
Future public parking	X
Future public restrooms	X
Themed street furniture/street lighting	
Residential uses	
Future location of City Hall	X
Active, designed alleyways	X
Gateways and Circulation	X
Streetscape design elements	X
Neighborhood enhancements	
New housing development	
Districts for the Downtown	X
Inventory of Downtown Use Types	X

Civic Square is located in the northern section of Downtown Dinuba. Civic Square runs east west from the alleyway between L and K Street to the center of M Street and north south from Merced Street to mid-block south of Fresno. This area is currently dominated by two large parking lots, the Dinuba Vocational Center, some offices, and, an auto body shop. The long-term design concept is to transform this area into the center for civic activity in Dinuba. Government offices including a new City Hall will be located here and the agglomeration will grow in the 30-year plan to include proposed professional office spaces to complement and service the needs of the public sector.



Zone 2: Civic Square

ASSETS

The following lists the existing assets of the Civic Square zone and followed by the potential development of future assets:

Existing Physical Assets

1. Dinuba Vocational Center
 - ~40k Square Feet
2. Surface Parking
 - West corner of Fresno and L St. (near transit station)
 - North corner of Fresno and L St. (Chamber of Commerce parking lot)
3. Historical buildings/monuments
 - State Theater Building at 182 N. L St.
 - Korean monument
4. Chamber of commerce
 - Diagonally across from vocational center
5. Green Space
 - Mid-block on L St. between Fresno and Merced

Strategic Development Of Future Assets

1. New City Hall
 - At corner of Fresno and L Street
2. New Community Center
 - At Midblock of L Street
3. Reuse of Vocational Center as Library and Event Center
4. Reuse of Theater as Offices and Retail
5. New Parking Structure with retail on ground floor
 - At M Street and Fresno
6. New mixed use Residential and Commercial
 - At M Street and Fresno
7. New Civic Square Plaza
 - At L and Fresno
8. New Professional Office Building
 - At L Street and Fresno
9. New Food Truck Alley
 - On L Street, next to the Vocational Center
10. New Transit Station
 - At the corner of Merced and M Street.



Zone 2: Civic Square

DESIGN PRINCIPLES

The Civic Square concept plan is guided by the following design principles:

- Human Scale
- Enclosure
- Imageability
- Coherence

Human scale

This refers to the size, texture, and articulation of physical elements that match the size and proportions of humans and, equally important, correspond to the speed at which humans walk. The aim of the 2008 Dinuba General Plan is the preserve the “friendly, small-town atmosphere: of the town; our intent is to maintain that by providing spaces where people feel comfortable.

Objective 1: Create a civic space for community gathering

Objective 2: Maintain the small scale of downtown Dinuba

Objective 3: Provide a visual link between indoor and outdoor spaces and preserve existing view sheds.

Enclosure

This design principle is related to Human Scale, Enclosure is the degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other elements. Landscaping is a significant contributor to the sense of enclosure. The 2008 General Plan Urban Design Element aims to create landscaping that is “designed to establish, project, identity, and to accentuate community values.”

Objective 1: Frame the major intersections around the civic plaza and civic buildings, while also directing pedestrian and automobile circulation in a safe and consistent manner

Imageability

This refers to the idea of image and design as its relation to the quality of a place that makes it distinct, recognizable, and memorable. The 2008 General Plan Land Use Element states as its first objective is the need to “Strive to keep Dinuba separate and distinct from nearby communities.” This plan looks to provide designs that provide those qualities.

Objective 1: Maintain a link with Dinuba’s history and provide a memorable space for visitors and residents

Objective 2: Defining and maintaining a specific architectural style in which to frame Dinuba’s Civic Square

Objective 3: Include civic, office spaces, and programming aspects that provide for a wide variety of uses.

Coherence

This refers to a sense of visual order. An emphasis on attractive street frontage that de-emphasizes automobile dominance while maintaining connectivity assists in achieving the objectives of the Urban Design Element in the 2008 General Plan.

Objective 1: Provide a cohesive streetscape design that promotes civic and community engagement.

Objective 2: Definition of a consistent architectural theme that complements the Mission Revival style of the Dinuba Fire Department as well as other significant existing Downtown assets.



Zone 2: Civic Square

DESIGN CONCEPTS

The need for a large central space to accommodate multiple civic events hosted by the city, and for a centralized government and professional zone was identified during the initial assessment work. This concept design plan proposes construction of a new Dinuba City Hall as focal point and destination for residents and visitors who wish to utilize city services and enjoy civic activities in the city.

With a significant amount of underused parking space near the intersection of L and Fresno Streets and the historical Strand Theater and Vocational Center fronting the intersection this is the ideal location for centering civic activity in Dinuba's Downtown. Space for a new city hall, a civic plaza, professional offices, and an event/conference center are available at the L and Fresno intersection. Several projects, including adaptive reuse of the Strand Theater and the creation of a Food Truck Alley will create a momentum for subsequent phases.

A significant design component is the expansion of the right-of-way that is reserved for pedestrian and bicycle uses. Wide sidewalks that encourage

extended use and dedicated bike lanes that are protected from vehicular traffic make the area friendly to walking and biking while maintaining connectivity. This requires changes to the current parking scheme, eliminating angled parking on L and Fresno Streets and establishing a parking structure to compensate for loss of on-street parking and anticipated increase in trips to Civic Square.

Keeping in mind the goals of human scale, enclosure, imageability, and coherence, the Civic Square Zone creates a space that enables large community gatherings along with providing new and reused space for governmental and professional offices. The square itself offers outdoor space that has an extensive shade-giving tree canopy and is framed by buildings around the perimeter, yielding a sense of enclosure and human scale. The proposed Mission Revival style, taking cues from the historical Dinuba Fire Station, provides a look and feel that is uniquely Dinuba, maintains a link to Dinuba's past, and creates opportunities for contemporary in-fill design.

Design and Programming Inspirations

Civic Square is the north entrance into Downtown Dinuba. The concept design relocates the two entrance signs into downtown to the corner of El Monte and Alta, and El Monte and Uruapan. These locations are recommended as they are more visible and at signaled stops along El Monte, allowing visitors the time to recognize the turn into downtown. Civic Square is one of two plazas that tie the downtown core together. To encourage larger civic events L Street can be closed to traffic and yield an enclosed and intimate space for festivals and cultural celebrations. The Parking Structure and Transit Station in the Civic Square zone provides ample access and circulation for the northern portion of downtown. New public restrooms will be provided in all plaza, parking and civic buildings.

Zone 2: Civic Square

Civic Square Design

These rendering of Civic Square feature abundant shade trees, a focal point such as a water fountain, benches with shade umbrellas which invite and accommodate downtown workers and visitors. The Civic Square is adjacent to the Vocational Center.



Figure 2.1: View of Civic Square from L Street



Figure 2.2: The Mississippi Museum of Art, Art Garden (MMA) in Jackson, Mississippi transforms a formerly underutilized surface parking structure into a vibrant, active, open space plaza. It illustrates how the concept design proposed for the Civic Plaza will create an open space that facilitates civic and professional activity while enhancing livability in the Civic Square area.

<https://www.arts.gov/exploring-our-town/art-garden>

Civic Plaza Programming Inspirations



Figure 2.3: A movie event is featured in Dolores Park, San Francisco. Though much larger in scale than Civic Square the event represents a community-centered program that can be introduced in Dinuba during summer night and beyond.

<http://sfntf.squarespace.com>



Figure 2.4: As the center of civic activity in Dinuba and one of the centers of professional activity in the Downtown core, the Civic Square can also be utilized for civic pride events such as the Memorial Day Parade in Queens, NY.

<https://qns.com/story/2017/05/24/heres-guide-memorial-day-parades-held-around-queens-weekend/>



Figure 2.5: Cinco De Mayo Yakima, WA The Cinco De Mayo festival is one event that serves as a significant opportunity for community gatherings in Dinuba. Civic Square can help continue and expand this unique and special tradition to fosters pride in civic and cultural heritage.

<https://www.visityakima.com/cinco-de-mayo/>

Zone 2: Civic Square

Professional Office Design

A concentration of new professional offices near the proposed civic offices and the new Dinuba City Hall are proposed. The new professional offices frame the Civic Square, provide a sense of enclosure and human scale for pedestrians. The Civic Square zone includes five office buildings with brick facades in colonial style. Three buildings house only offices including a relocated Chambers of Commerce, the auto body retailer and the Alta Irrigation District. The remaining two buildings offer commercial retail on the first floor and office space on the second floor.



Figure 2.6: Rendering of the future professional offices across the street to the Vocational Center

Adaptive Reuse Strategies for the Historic Strand Theater and Beyond

These examples of adaptive reuse of theaters across California and worldwide retain their historically significant building stock while enabling new uses that are inviting. The historical Strand Theater is proposed for adaptive reuse as professional office space, with retail space on the first floor. This will act as a good transition from retail space to the south on L Street and professional office space to the north of L Street.



Figure 2.7: Existing Strand Theater



Figure 2.8: Example of Hollister Historical Theater



Figure 2.9: Example of the Time Square Theater

Zone 2: Civic Square

Mixed Use Parking Structure and Streetscape



Figure 2.10: Streetscape design of the Civic Square zone maintains connectivity with the other zones of Downtown Dinuba while enhancing walkability and bike safety. Removal of existing surface parking lots and angled street parking is proposed. Expanded walkways and protected bike lanes encourage active transportation.



Figure 2.11: This mixed-use parking structure is expected to be fully built out in the last phase of the concept plan fulfilling the City's goals of creating additional public parking.

Vocational Center Programming

Revitalization of the Vocational Center is proposed. The building is large and offers an ideal location for the public library on the bottom floor in proximity to the other city owned facilities. An event/conference center is proposed for the second floor. This would offer the city a new potential location for community events such as the Dinuba High School Prom, weddings and conferences. Illustrated programming include a library coffee shop offering a cozy and inviting space, a museum banquet hall and conference facilities such as the one pictured at the Marriott in New Orleans.



Figure 2.12: Existing Dinuba Vocational Center



Figure 2.13: Example of library space for 1st floor



Figure 2.14: Example of Banquet Halls for the 2nd floor



Figure 2.15: Example of Conference center in New Orleans

Zone 2: Civic Square

Food Truck Alley Design and Programming

The proposed food truck alley is located in the currently vacant lot next to the Vocational Center. It is inspired by responses to the community survey that indicated a desire for a diversity of food selections in the Downtown. The third image is of an active food truck alley space in Vallejo, CA, similar in scale to that in Dinuba. The Dinuba Food Truck Alley will serve as a rotating space regulated to meet top health standards and permitted by the city.



Figure 2.16: Currently Empty Lot next to Vocational Center



Figure 2.17: Rendering of Food Truck Alley



Figure 2.18: Example of City of Vallejo food truck event

City Hall Design

A new City Hall is proposed at the corner of Fresno and L St. The architectural style is to be consistent with the historical Fire Station to provide a visual link to Dinuba's past and achieve goals of greater imageability and coherence. The images above provide examples. The first is a proposed rendering of the proposed new city hall, the second the existing Fire Station, the third is City Hall in Santa Monica, and the last is an example from Santa Barbara. In addition to framing the Civic Plaza the new city hall serves as the centerpiece for the zone and meets the city goal of finding a future location for city hall.



Figure 2.19: Architecturally styled buildings embraced for its connection to history.

Zone 2: Civic Square

PHASING

Short Term Phase (1-3 years)

In the near term, development of the Civic Square area is focused on economic vitality and accessibility. Serving as a gateway to the downtown retail district, the Civic Square provides an easily-identifiable visual transition from the residential neighborhoods to the denser downtown blocks. The area is readied for future growth with proper zoning and property acquisition. Specific short term and immediate impact concepts and goals (1-3 years in the future) for the Civic Square of Downtown Dinuba are identified as follows:

- Create a more immediate gateway and anchor feature that makes entry into the Civic Square of Dinuba easily identifiable
 - Road dieting, bulb out, and landscaping features that make signage easily recognizable and readable
 - An additional mural to supplement existing murals throughout the city
- Reuse of open space southeast of the vocational center
 - Create a lively food truck alleyway that attracts local vendors
- Incorporate new supplementary businesses and professional offices that border civic areas
- Develop further connections to economic zones of Downtown Dinuba outside of the Civic Center Zone.
- Facade Program to update and maintain the imageability of the street



Figure 2.20 :Potential gateway to Downtown



Figure 2. 22:Sidewalk Seating and Food Truck Alley



Figure 2.23 :Pedestrian friendly intersection

Zone 2: Civic Square

Medium Term Phase (3-10 years)

Medium-term goals include development of the Civic Square. The focal point will be at the intersection of Fresno and L St., which includes the historical State Theater, vocational center, and Chamber of Commerce. These would remain as the anchors in this design vision. New elements in this block include the Civic Plaza and a new City Hall next to the Chamber of Commerce. Additional public artwork is included to promote civic and community pride. Medium term concepts and goals (3-10 years in the future) for the Civic Square of Downtown Dinuba are identified as follows:

- Historic preservation and reuse of the State Theater Building
- Creation of entryway and signage at the Uruapan entryway
- Construction of a new, architecturally relevant design style that fits Dinuba
- Creation of a civic plaza/park space that will serve as a focal point in the Civic District.



Figure 2. 24: City of Santa Barbara Train Station in Mission Revival Style



Figure 2. 25: Dinuba Fire Department in Mission Revival Style



Figure 2. 26: Civic Plaza concept rendering as viewed from Fresno Street, new City Hall

Zone 2: Civic Square

Long Term Phase (10-30 years)

Longer-term projects will ensure the continued economic and civic vitality of the area. While parking and automobile uses will be maintained, other transportation options will be examined and encouraged. With the growth of the downtown area will come the demand for walkable residential development that can serve those wishing to live nearby. Long term concepts and goals (10-30 years in the future) for the Civic Square of Downtown Dinuba are identified as follows:

- Developing multi-level parking structures to replace surface parking and updating land uses
- Mixed-use commercial + residential villages that are framed around civic areas
- Revitalize existing signage and creation of new signage to signify entry and exit into Civic Zone - Specific corner of Alta and El Monte/Uruapan and El Monte
 - Street flags/banners denoting entry
 - Bulb-outs and street/landscape features
 - Roundabouts to signify downtown gateway while maintaining traffic flow
- Expansion of the Transit Center to accommodate passenger rail transportation.



Figure 2.27 :Pedestrian friendly intersection



Figure 2. 28: Roundabouts into Downtown



Figure 2. 29: Potential for passenger rail transportation.

Zone 2: Civic Square

CASE STUDIES

Mixed Use Civic Plazas + Community Centers

City of Visalia Civic Center Master Plan - Visalia, CA

In February of 2005, the Visalia City Council discussed creating a new civic center complex in East Downtown. This resulted in a space that features a mix of uses and is a center for the community and the greater downtown. It has become a popular destination and gathering place in Visalia. Proximity to Dinuba, the Visalia Civic center can serve as a case example for Dinuba. The images below illustrate the mixture of uses for pedestrians and active transportation while maintaining an appropriate scale for a civic plaza.



Figure 2.30: City of Visalia Civic Center Master Plan Renderings

<http://www.visalia.city/civica/filebank/blobdload.aspx?BlobID=10218>

Driggs, Idaho: City Center Plaza - National Endowment for the Arts

Driggs, Idaho is a small town in eastern Idaho with population of approximately 10,000. Driggs' city center was originally constructed as a grocery store. It is now used as a community center. It houses the Teton Geotourism Center, Senior Center, City Hall, and Recreation Center. It also uses a 20 thousand square foot parking lot located on Main Street which is used for different community events such as a Farmer's market, Snow Sculpture events, Ice rink, live music, and outdoor performances.

The city participated in the National Endowment for the Arts workshops with additional guidance from the NEA Citizens institute on Rural design. That process launched a preliminary vision that reflected the community desires and involved a diversity of stakeholders and local residents. It envisioned a public art program as a way to animate the space. The plaza was developed to serve as a central gathering point for the community and provided a landscaped open space for informal and organized events. The City Center Plaza illustrates another mixed use civic plaza space that is of a similar scale to that proposed in Dinuba.



Figure 2.31: City of Driggs Civic Center Plaza Photo and Rendering

<https://www.arts.gov/exploring-our-town/city-center-plaza>

Zone 2: Civic Square

Community Development And Community Art Events

City of Lindsay Friday Night Market - Lindsay, CA

The City of Lindsay Friday Night Market features live music, art projects, entertainment, and food vendors and is a gathering place for the whole community. As one local resident states, "It's like a big party every Friday night."

Lindsay is a city close to Dinuba and has a successful, lively, farmers market. A farmer's market could be considered to take place in the Dinuba Civic Square.

POW WOW - Community Arts and Culture Event - Honolulu, HI

Centered around a week-long event in Hawaii, POW! WOW! is a nonprofit organization that has grown into a global network of artists. It organizes gallery shows, lecture series, schools for art and music, mural projects, concerts, and live art installations across the globe. The central event takes place during Valentine's Day week in February in the Kaka'ako district of Honolulu, and brings over a hundred international and local artist together to create murals and other forms of art. The festival is expanding to cities and countries such as Taiwan, Long Beach, Israel, Singapore, Jamaica, Washington D.C., Guam, New Zealand, Germany and more.

Pow Wow can be incorporated as an arts and culture event in the City of Dinuba. Along with existing art and murals that decorate many of the walls throughout Dinuba, such as the image pictured, additional murals will be able to involve people within and outside of the Civic Square area.



Figure 2.32: Lindsay Night Market



Figure 2.33: Pow Wow Murals from Honolulu, Hawaii
<http://powwowhawaii.com>

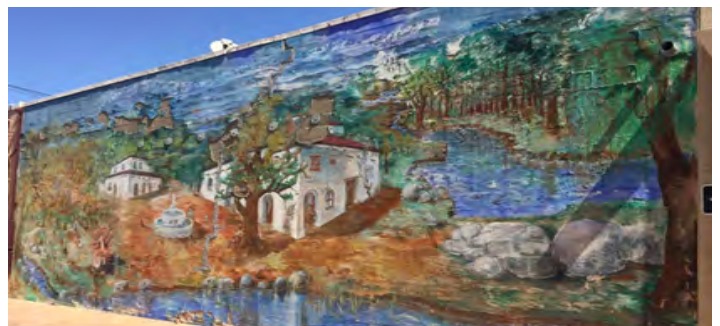


Figure 2.34: Existing Dinuba Mural

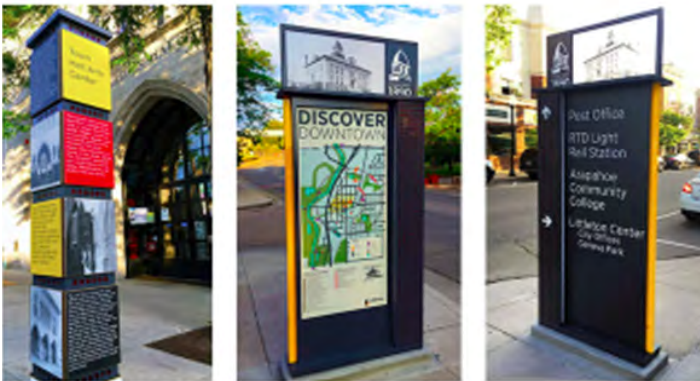
Zone 2: Civic Square



Wayfinding and Downtown Identification

Historic Downtown Littleton - Signage and Wayfinding Project - Littleton, CO

The signage and wayfinding project in Historic Downtown Littleton is a case study that illustrates the signage and wayfinding needed to give additional legibility and a sense of coherence to the Dinuba Civic Center and various areas beyond. For the Civic Square, this concept plan aims to initially identify a gateway and entrance that serves as a point of orientation into the Civic Square in both the short and the long terms. The major arterials and intersections that are identified for the placement of these signs are the corner of Alta and El Monte and Uruapan and El Monte.



In Littleton, there are four types of signs that direct pedestrians and drivers into and outside of downtown and also show the location of businesses in the Littleton Downtown core. The comprehensive gateway and wayfinding signage plan greatly enhances the city, helps distinguish the area, calls points of interest to attention and helps increase circulation in the downtown district. Lastly, the sign designs pay homage to Littleton's history, highlight its brand and add modern flair. This program is one that can be equally utilized in Dinuba to promote a greater sense of direction in the Downtown Civic Square while also maintaining links to Dinuba's culture and history.



Figure 2.35: Wayfinding and Identification Signs – Littleton, CO
<https://www.littleton.gov/business-resources/downtown-wayfinding-signage>

Historic Preservation

In Hollister, CA the adaptive reuse of an existing commercial space is in a city similar in size to Dinuba was done and proved successful. The Dinuba historic theater is proposed for historic preservation and adaptive reuse. Uses proposed for the theater include a mixed-use development that capitalize on the historic qualities of the structure.

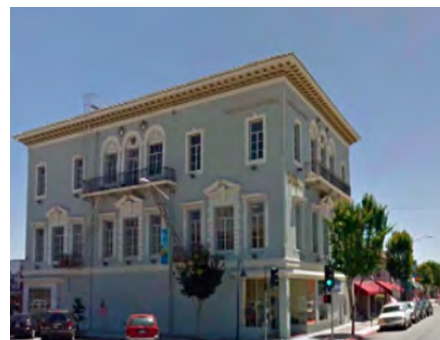


Figure 2.36: 501 San Benito St. Hollister, CA
<http://www.huboi.com/hist.html>

Zone 2: Civic Square

CONCEPT DIAGRAMS

These concept diagrams illustrate the overall goal to create a distinct Civic Square, while utilizing and adaptively reusing existing civic structures. These concept diagrams illustrate proposed new zoning, circulation, specific uses and programming, and project phasing in the short term, midterm, and long-term. In addition to these are the and also the building use by floor.



Figure 2.37: Proposed Zoning for the Civic Square shows diversity of uses and a concentration of Office/ Residential and Public/Quasi Public uses.



Figure 2.38: Circulation Map shows access to parking via alleys to reduce congestion along L Street

Zone 2: Civic Square

CONCEPT DIAGRAMS CONT.

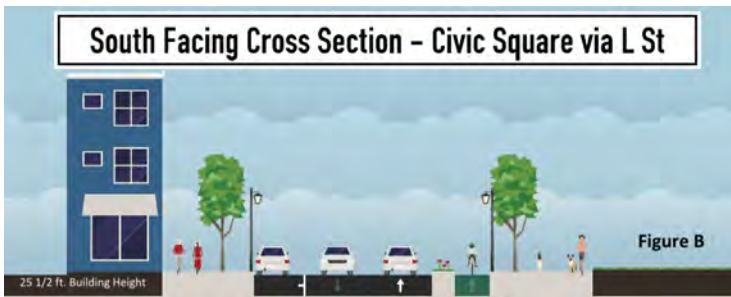


Figure 2.39: Street Sections of the L Street and Fresno Street, the two major streets in the Civic Square zone. These two diagrams show parallel parking, bike lanes and wide sidewalks.



Figure 2.34: Civic Square Build out by phase.

- Legend**
- Royal Blue: 1-3 year
 - Blue: 3-10 year
 - Light Blue: 10-30 year

This map shows the proposed phasing of the Civic Square zone with the earliest phase to the latest phases shown in the deepest to light color.

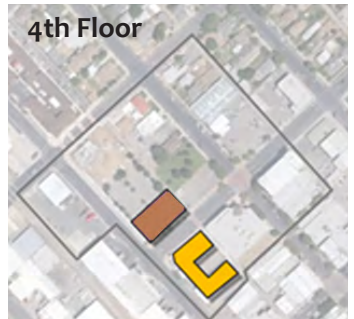


Figure 2.41: Building Use by the Building Floor. These maps show the potential future uses suggested to create and maintain a hub for civic activity in Downtown Dinuba.

- Legend**
- Blue: Professional Office/ Civic Office Use
 - Red: Commercial/ Retail Use
 - Orange: Medium Density Multi- Family Residential Use
 - Brown: Parking Structure Use
 - Purple: Civic Office Use/ Public Quasi- Public

Zone 2: Civic Square

ILLUSTRATIVE SITE PLAN AND ESTIMATED BUILD OUT



Figure 2.42: Green Space and Illustrative Site Plan

This map shows the proposed buildings, green spaces and planting for the Civic Square zone. The specific trees for this design concept can be found in the tree section of the appendix.

The data from this table was developed from the California average real estate square footage pricing of the market as it currently is. This is intended to be a cost estimate and in not an accurate account for actual cost of development. This table was provided as part of this design concept plan to provide a basis of analysis for the future use and assets for this civic square as a whole at the completed development.

Building No.	Name	Number of Stories	1st Floor Use	2nd+ Floor Use	Footprint Sq.Ft.	Total Sq. Ft.
1	City Hall	2	City Office	City Office	14,175	28,350
2	Professional Offices	4	Retail/Commercial	Office	10,000	40,000
3	Rail Station	2	Rail	Office	3,750	7,500
4	Mix Use Parking Structure	4	Retail/Commercial	Parking	18,500	74,000
5	Mix Use Live - Work	4	Retail/Commercial	Residential	23,500	94,000
6	Reused Buildings	2	Office	Office	26,900	53,800
7	Historic Strand Theatre	3	Retail/Commercial	Office	12,583	37,750
8	Vocational Center	2	Library	Event Center	19,600	39,200

New Construction Estimates	306,200
Renovation Estimates	141,750
Total Square Footage	447,850
Cost of New Construction @ \$250/sqft*	\$76,550,000
Cost of Renovations @ \$175/sqft*	\$24,806,250

* The cost per square foot is current market average in California real estate. It is a cost estimate and not an accurate actual cost of development. This table is provided as part of this design concept plan as a basis of analysis of future uses and assets in the civic square when completely developed.

Zone 2: Civic Square

PEDESTRIAN ACTIVITY IN ZONE 2



Figure 2.43: Aerial View of Civic Square



Figure 2.44: Food Truck Alley off L Street.

Zone 2: Civic Square

Downtown Dinuba Concept Design Plan

2. Civic Square

Vision Statement

This zone of Downtown Dinuba serves as the center for government and civic activity in Dinuba. It connects to its history through the existing urban fabric and architecture styles. This government center and civic plaza acts as the focal point of the zone and provides space conducive to hosting large events, government functions, community gatherings, and cultural exchanges. It is a new civic/government space and bring a vibrancy and initial sense of civic pride.



Dinuba Civic Square Concept Map



Civic plaza with offices and community center in the Background



Close Up view of the New Dinuba City Hall- Northeast



Potential Library and Event Center



Potential Retail with Office above



Food Truck Alley Located off L Street



View of Civic Plaza and Professional Offices



Four Story Mixed Use Public Parking Structure - Fresno & M St.



West Facing Cross Section - Fresno St.



South Facing Cross Section -Civic Square via L St.



Dolores Park, San Francisco, CA



Civic Plaza Concept, Driggs, ID



Image City Hall Park, Burlington, VT

POSTER OF ZONE 2



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Zone 3: Downtown Main Street



Zone 3: Downtown Main Street

DESIGN VISION

Preserve and enhance Dinuba’s small-town feel. Transform the street-facing facades of structures on L street to protect and enhance historic, architectural, features and promote complementary in-fill. Develop a streetscape that is cohesive, pedestrian friendly and attracts a dynamic and vibrant flow of residents and visitors. Promote an increase in business and economic activity in the area to render Downtown Main Street the heart of an economically vital Dinuba.

Goals for the Downtown Main Street include:

1. Implement Facade Improvement program
2. Emphasize economic vitality
3. Promote small town feel
4. Activate alleyways
5. Establish a dynamic and vibrant atmosphere



DESIGN GOALS	Area 3
Desired Characteristics	Downtown Mainstreet
Connectivity/walkability	X
Repurposing existing city-owned property/buildings	X
Pocket parks/open space	X
Future public parking	
Future public restrooms	
Themed street furniture/street lighting	X
Residential uses	
Future location of City Hall	
Active, designed alleyways	X
Gateways and Circulation	X
Streetscape design elements	X
Neighborhood enhancements	
New housing development	
Districts for the Downtown	X
Inventory of Downtown Use Types	X

Downtown Main Street is located at the crossroads of the two arterial streets, L and Tulare which lead into Dinuba’s Downtown. In this zone pedestrian circulation and multimodal connectivity are promoted.

Downtown Main Street capitalizes on the continuous facades of existing buildings and their architectural character. New developments within this zone are designed to sustain and complement the existing architectural character. Implementing the proposed design guidelines for Main Street facades will contribute to amplifying and deepening the small-town feel of Dinuba. Facades of buildings are transparent, at human scale and contain quality businesses that contribute to downtown vitality. Design guidelines for wayfinding, signage, lighting and street furniture result in streetscapes that are pedestrian friendly. The guidelines enhance the overall use of Downtown Main Street. Tree-lined streets, shade-providing structures and insertion of parklets are other suggested features that contribute to pedestrian comfort and encourage activity on the sidewalks and in front of storefronts.

Zone 3: Downtown Main Street

Active alleyways serve an integral thread in the fabric of Downtown Main Street's built environment. Existing alleyways throughout Dinuba's downtown are enhanced for better connectivity and pedestrian experience. Alleyways improved through lighting, landscaping and repaving efforts will offer pedestrians unique experiences in the public spaces around building. Use of the existing surface parking lots in the short and mid-term phases of the concept plan allow for pedestrian connectivity between the parking lots and L and Tulare Streets by way of activated alleyways.

A unidirectional bike lane follows L Street to the South; while Tulare Street has a bike lane on both sides to allow for bidirectional bicycle traffic along the entire street in continuity with Tulare Street in the Downtown Business District. The West side of L Street offers parallel parking for visitors and

residents. It contributes to the diversity of parking types throughout the downtown.

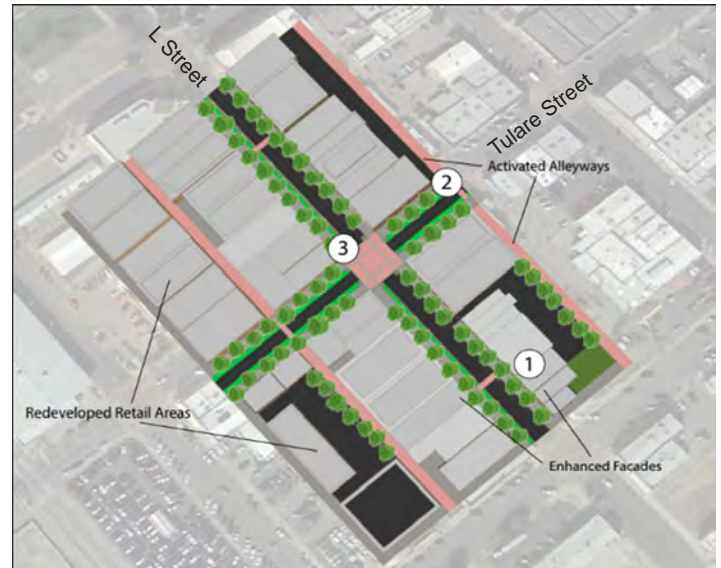


Figure 3.1: Map illustrating focus areas for street treatment and alleyway connectivity

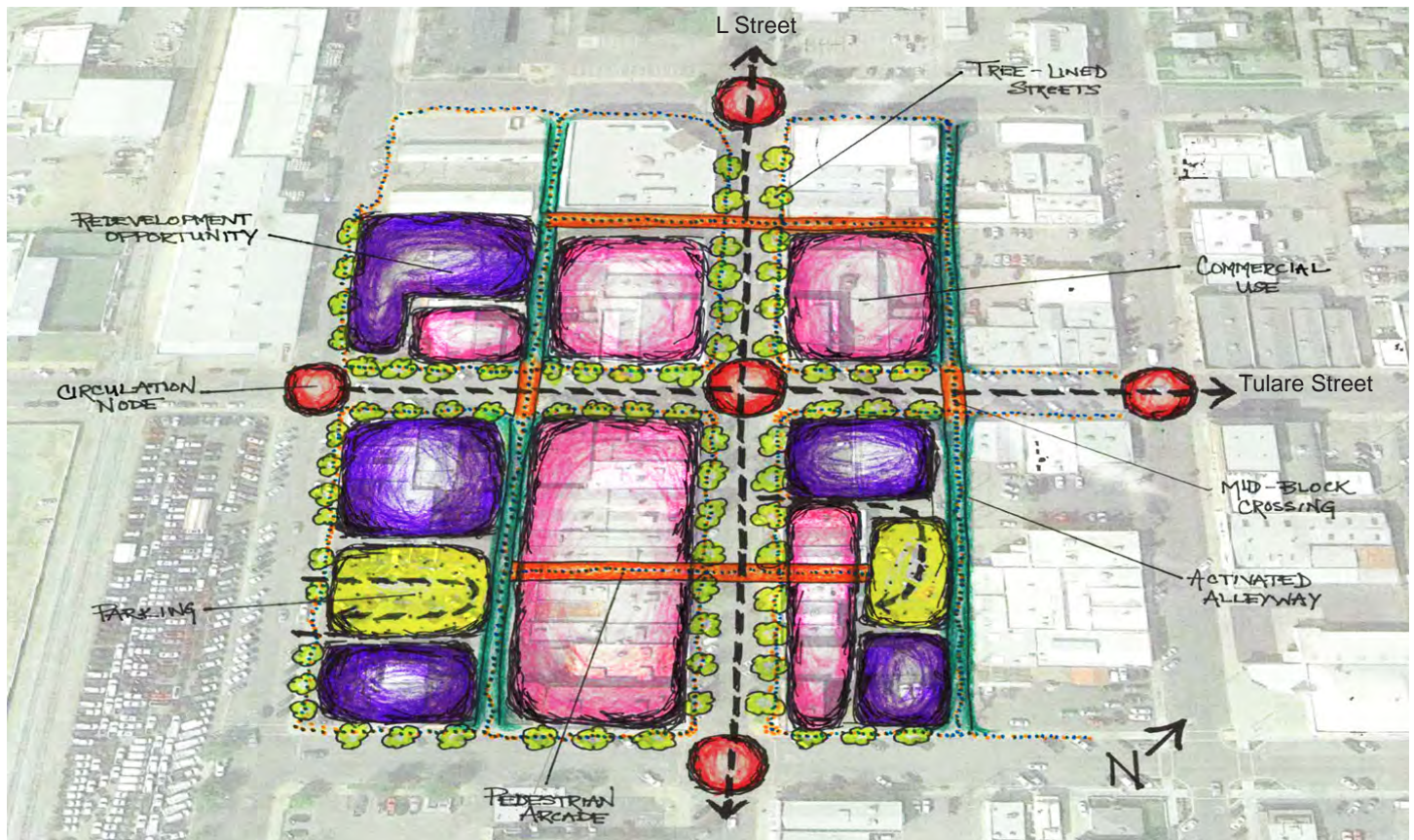


Figure 3.2: Concept Map

Zone 3: Downtown Main Street

DESIGN PRINCIPLES AND CASE STUDIES

The Downtown Main Street concept plan is guided by the following design principles:

- Identity
- Vitality
- Inter-Connectivity
- Intra-Connectivity

Key elements of this zone include valuable street-fronting building facades with historic character, alleyways that serve to enhance connectivity, and multimodal transportation infrastructure that allows residents and pedestrians to travel to, through, and within Downtown Main Street using various travel modes. The Downtown Main Street Zone provides a unique physical environment which results from supporting preservation of the historic character and other unique aspects of the downtown. A pleasant pedestrian experience results. This will set the foundation on which new and varied businesses might get established and prosper. The design concept plan seeks to implement goals and objectives that are rooted in urban design principles and what the Dinuba community indicated it would like to see in their downtown.

Identity

The significance, meaning, and sense of belonging which people form in relationship to their physical environment. Through enhancement and preservation of existing downtown assets, specifically business facades, a stronger sense of identity is formed. Improvements in the built environment foster a unique sense of place and attachment to Downtown Main Street. Attracting new commercial businesses that fit with Dinuba's small-town feel will continue to build this sense of identity. Capitalizing on the unique and existing cultural, physical, and historical assets provides Downtown Main Street with a memorable identity in the context of the overall project area.

Objective 1: Create a zoning overlay to distinguish this area as the Downtown Main Street, with mixed-use commercial as the primary land use.

Objective 2: Preserve historic facades through registration, rehabilitation and restoration programs.

Objective 3: Pursue programs and projects that will enhance and market Dinuba's small-town identity in the Central Valley.



Figure 3.3: Rendering of L Street in Downtown Dinuba with mixed use commercial.

Zone 3: Downtown Main Street

Identity Cont.

Figure 3.4: Historic preservation guidelines have an impact on improvements of facades in Saratoga Springs, NY. The city of Saratoga Springs, NY has numerous Victorian buildings with architectural value. The city implemented a local historic preservation ordinance to preserve “neighborhoods and buildings of special historic and architectural character,” and has designated multiple historic districts throughout the city.



Figure 3.5: Preserved Door and Window Details in Old Town Orcutt Design Guidelines - Orcutt, CA

In 2006, the town of Orcutt developed and adopted design guidelines to aid in maintaining the downtown’s Western style architecture. These guidelines also support the community’s goal of “providing a walkable ‘Main Street’ pedestrian environment in Old Town Orcutt; one that will provide an environment that is both safe and comfortable for local residents and attractive to businesses, shoppers, and tourists.” The guidelines are compatible with a separate Streetscape Concept Plan.



Zone 3: Downtown Main Street

Vitality

The degree to which the built form supports lively, active streets, and an uptake of business activity. The perception and sense of civic vitality is directly correlated to the rate of use and economic success. Attracting businesses to infill vacant buildings and encouraging beautification of current business facades, and streetscapes increases vitality and strengthens the identity of Downtown Main Street.

Objective 1: Support maintenance and establishment of locally owned businesses.

Inspiration for economic vitality for Dinuba can be drawn from the example of the Town of Truckee, CA. The town has taken proactive steps to ease the process of starting a new business in the city. This includes online access to economic, demographic and market research as well as resources to clarify zoning ordinances and application processes.

Objective 2: Pursue policies and programs to enhance and/or add street furniture, landscaping and other physical public amenities that create an enjoyable pedestrian experience that supports increases in shopping, dining and recreating.



Figure 3.6: Illustrative Aspirational Street Façade for L Street in support of the community's vitality

Objective 3: Reduce the impact of flooding on businesses by implementing flood mitigation measures.



Figure 3.7: Bioswales in Paso Robles
The City of Paso Robles implemented bioswales along 21st Street to mitigate flooding that often occurred during heavy rains. The implemented design also helps to recharge the groundwater sources and prevents damage to street surfaces and buildings by preventing flooding.

Zone 3: Downtown Main Street

Inter-Connectivity

Physical and visual connections among different zones. Inter-connectivity between zones increases accessibility to a greater number of goods and services. As inter-connectivity is improved, pedestrian and bicycle trips will increase and vehicular travel decrease. Activating Dinuba's numerous alleyways provides the community safer and more pleasant travel options. A more permeable Downtown Main Street results in increased visits to, and use of, Dinuba's downtown zones and creates a resilient transportation network.

Objective 1: Create active alleyways that encourage pedestrian and bicycle movement.

Objective 2: Connect the Downtown Business District, Civic Square and Entertainment Plaza zones.



Completed in 2012, the East Cahuenga Alley Revitalization Project transformed what was formerly reputed to be a hotspot for drug use into a pedestrian friendly space. The Los Angeles Sustainability Collaborative reported that adjacent businesses saw positive impacts within a year after the opening of the revitalized alleyway. The project was funded by both private and public sources, including the CRA/LA instituted tax increment funding that covered most of the cost of construction. The East Cahuenga Corridor Alley Association was created to ensure maintenance of the alley overtime and is composed of business and property owners. The alley features permeable paving, planter boxes, outdoor seating and string lighting. It is sometimes used as a temporary market space that features food, art and music.



Figure 3.8: Before and After Views of East Cahuenga Alley Revitalization Project - Hollywood, Los Angeles, CA

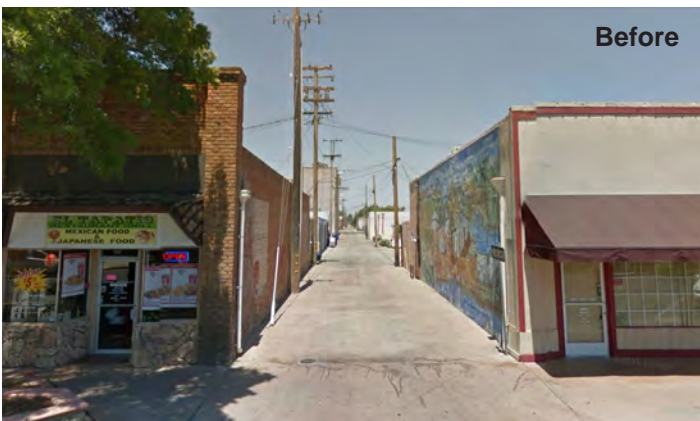


Figure 3.9: Before and After Views of East Tulare alleyway, activated with lighting, landscaping, benches and pervious pavement. Business signage and facades are also enhanced.

Zone 3: Downtown Main Street

Intra-Connectivity

Physical and visual connections within the district. Small scale interventions to enhance intra-connectivity are a necessary component of ensuring larger-scale inter-connectivity. Improving and redesigning intersections and sidewalks and implementing new, consistent signage provides easy and efficient wayfinding. Improved visual cues allow for enhanced navigability and create a defined path for users. Intra-connectivity is a means to improve the pedestrian experience and direct flows to the Downtown Main Street zone.

Objective 1: Redesign intersections, sidewalks and parking.

Objective 2: Improve wayfinding with consistent street signage.

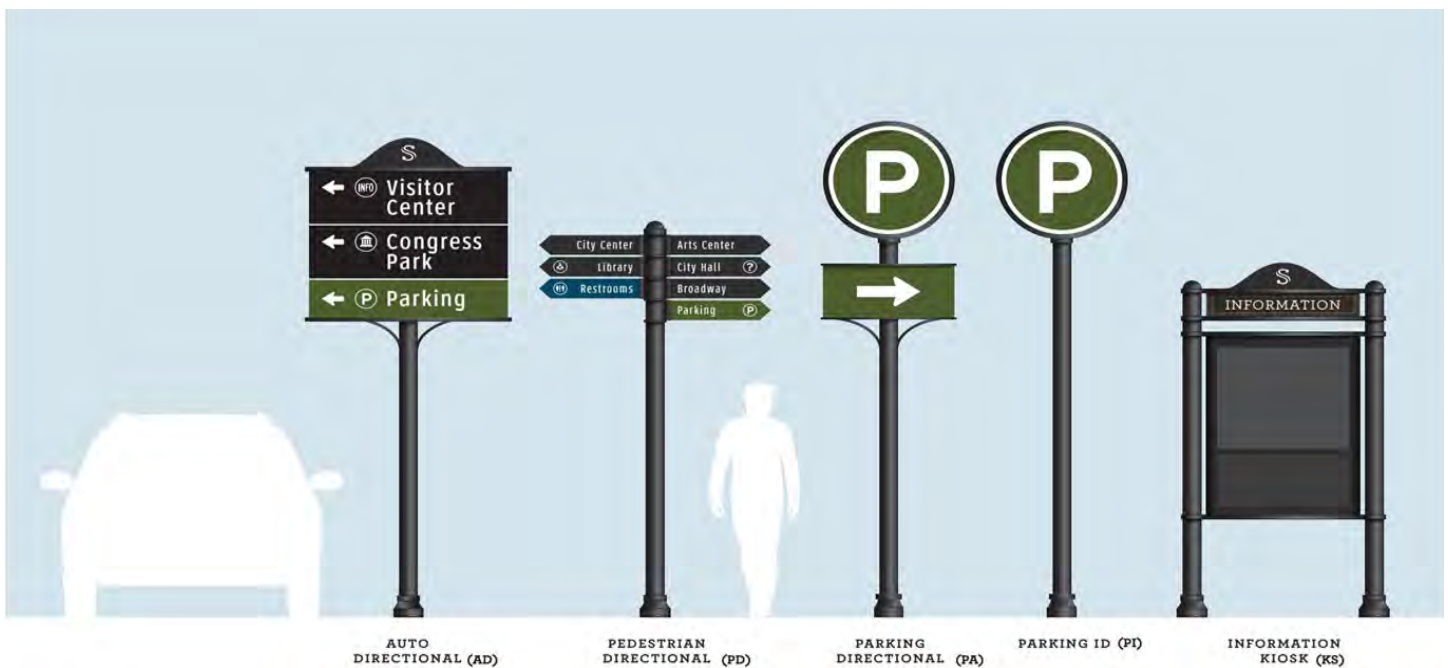


Figure 3.10: Example of an approach to comprehensive signage Saratoga Springs, NY

The City of Saratoga Springs, NY worked with design firm, LandWorks, to create a comprehensive wayfinding program that allows visitors and residents to easily navigate the city and downtown area.

Objective 3: Consolidate parking and improve linkages between parking and L Street and Tulare Street.

Objective 4: Implement traffic calming features to slow traffic through the five (5) intersections in Downtown Dinuba.

Zone 3: Downtown Main Street

PHASING AND DESIGN CONCEPTS

Short Term (1- 3 years)

The immediate focus in the short term will be the improvement of existing facades, alleyways and street surfaces so as to enhance the overall streetscape appearance. These short-term changes will be the foundation for the design and creation of a complete street in the future. These design strategies will encourage economic vitality while protecting community identity. Ultimately, these changes instituted in the short-term will transform Downtown Main Street into a bustling hub of social and economic activity.

Business Facades & Signage

- Develop programs, policies, and incentives to improve and enforce street facades.
- Identify and apply for grants to fund facade improvements
- Improve and expand existing signage program and implement



Figure 3.11: Illustrative Aspirational Pavement and Street Façade for L Street

Business Focus

- Prioritize the creation of programs, policies and financial incentives that attract and foster new and exciting businesses that will potentially occupy vacant buildings and increase the diversity of businesses on L Street.

On-Street Greenery & Art

- Replace existing planter boxes with parklets and incorporate small-scale greenery so as to add human-scale in the overall streetscape
- Add art, murals and sculptures to create a visually appealing streetscapes, and strengthen identity



Figure 3.12 On-street parklet with greenery

Lighting

- Add appropriate lighting to improve public safety and create an inviting atmosphere, to encourage night time use and activity in Downtown Main Street.

Signage

- Implement a comprehensive signage and wayfinding program to increase legibility of the Downtown Main Street zone and allow residents and visitors to easily navigate the downtown streets. Proper signage for all modes of transportation will increase multimodal transportation use and connectivity.

Zone 3: Downtown Main Street

Mid-Term (3-10 years)

The three to ten-year mid-term phase builds on the achievements made in the short-term phase. Its' focus is more heavily on inter and intra-connectivity. Execution will result in connecting the new beautified facades and enhanced streetscapes on L street to other areas within Downtown Main Street and to adjacent zones.

Active Alleyways

- Identify and apply to grant programs to fund active-alleyway-related infrastructure
- Activate the alleyway between N Street and K Street to connect Downtown Main Street to other areas and services such as in the Downtown Business District and Civic Square
- Take the initial steps to prepare the alley between M Street and N Street for future activation



Figure 3.13: Improved Alleyway with paving and greenery

Street Furniture

- Create and implement parklets and street furniture to draw pedestrians to the main streets and activated alleyway



Figure 3.14: Street Furniture with Bike Parking.

Business Focus

- Reevaluate the success of current business programs and redirect where needed
- Continue to sustain and attract diverse and interesting businesses into Downtown Main Street
- Enforce facade standards to maintain aesthetic appeal

Prepare Redevelopment Plans

- Ensure success of future redevelopment with plans for construction of a public parking lot, elimination of disconnected parking lots, and removal of incompatible uses
 - Steps may include public outreach, fundraising, demolition and clearance

Zone 3: Downtown Main Street

Long-Term Phase (10-30 Years)

- Remove excess parking lots
 - Activate alleyways along streets near to Dinuba’s downtown.
 - Promote a comprehensive tree planting program that utilizes endemic trees that provide shade. Utilize these designated species of tree throughout Downtown Main Street and other zones in the downtown area.
- Fund, design and construct a public parking structure so that surface area parking lots can be used for infill, green spaces and be repurposed to serve as active public spaces
- Create a pedestrian walkway from the parking structure to L Street
 - Include adequate signage along the walkway. These corridors offer blank canvases for community art murals, modular landscaping and street furniture.
- Implement traffic calming features to slow traffic through the five (5) intersections of: West Tulare and M Street; Tulare Street and L Street; East Tulare Street and K Street; North L Street and Fresno Street; South L Street and Kern Street
 - Use design elements such as raised intersections, bulb outs, bollards, pedestrian scrambles and chicanes for traffic calming and to create a pedestrian-oriented downtown streetscape.



Figure 3.15: Rendering of Tulare Alley at the Long Term Phase

Zone 3: Downtown Main Street

LAND USE AND CIRCULATION MAP



Zone 3: Downtown Main Street

STREET TYPES AND BUILDING MASSING



Figure 3.16: Street Sections of L Street illustrating current and after redesign configuration



Figure 3.17: Street Sections of Tulare Street illustrating current and after redesign configuration

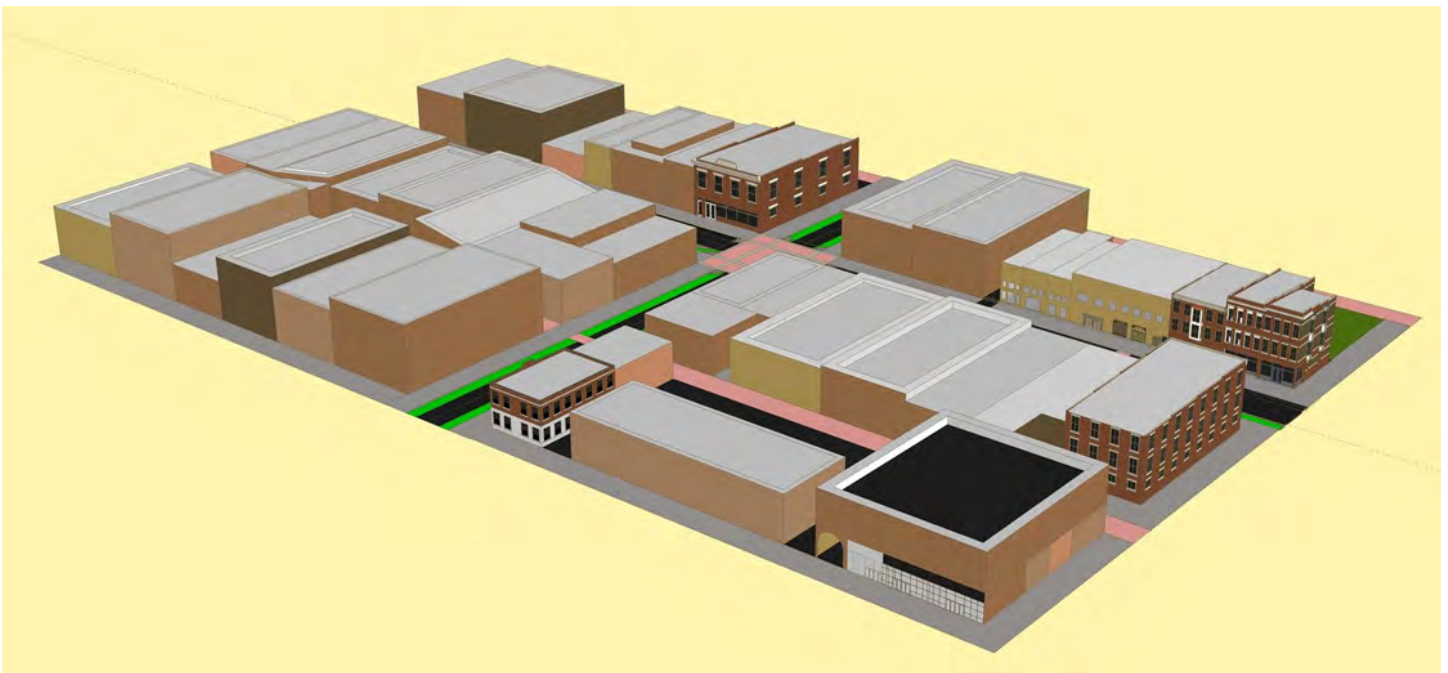


Figure 3.18: Building Massing, View of the Main Street Zone from the South

Zone 3: Downtown Main Street

STREET ACTIVITY OF ZONE 3



Figure 3.19: View of South L Street illustrating insertion of enhanced facades, outdoor seating and parklets.



Figure 3.20: The Intersection of Tulare and L Street, looking towards Entertainment Plaza is the center of Downtown Dinuba. This design offers a pedestrian scramble, bollards, bulbouts and bioswale buffers between vehicular and bicycle traffic.

Zone 3: Downtown Main Street

3. Downtown Main Street

Downtown Dinuba Concept Design Plan

Vision Statement

This zone serves as the heart of economic vitality for the downtown. At the crossroads of the two main streets, our vision protects pedestrian circulation while promoting multi-modal connectivity. Preserving and enhancing Dinuba's small town feel establishes a dynamic and vibrant atmosphere for businesses and visitors.



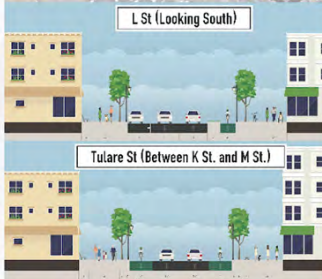
Site Plan



Possibilities



View from South L Street
Active business frontages at the pedestrian level, with parklets, outdoor dining, shade giving trees and awnings. Programming for facades, rehabilitation of historic buildings and attractive business signage



Land Use & Circulation



Alleyway on East Tulare Street
Alley designed with pervious pavement to mitigate flooding, planter boxes, benches and lighting to encourage pedestrian and bicycle connectivity



Intersection of Tulare and L Street
As the main intersection in downtown, it is designed for a pedestrian-oriented experience with bollards providing safety in the crosswalk scramble. Enhancing the raised pavement helps to calm traffic as well as a bioswale buffer between vehicle and bicycle lanes

POSTER OF ZONE 3



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Zone 3: Downtown Main Street

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Zone 4: Entertainment Plaza



Zone 4: Entertainment Plaza

VISION

Entertainment Plaza acts as a lively center of social interaction and entertainment in Downtown Dinuba. Serving all ages, youth, adults, and elderly, it acts as a magnet drawing Dinuba residents and visitors from throughout the region. The pedestrian friendly environment supports activities and events to create a vibrant centerpiece for the community.

Goals for the Entertainment Plaza include:

1. Local and regional entertainment magnet
2. Destination for all ages
3. Enhanced Connectivity with Downtown Main Street
4. Lively center of social interaction
5. Green space for recreation and leisure



DESIGN GOALS	Area 4
Desired Characteristics	Entertainment Plaza
Connectivity/walkability	X
Repurposing existing city-owned property/buildings	
Pocket parks/open space	X
Future public parking	X
Future public restrooms	X
Themed street furniture/street lighting	X
Residential uses	X
Future location of City Hall	
Active, designed alleyways	X
Gateways and Circulation	X
Streetscape design elements	X
Neighborhood enhancements	X
New housing development	X
Districts for the Downtown	
Inventory of Downtown Use Types	X

Entertainment Plaza in Downtown Dinuba, serves as the social gathering hub for residents of all ages - infants, youth, adults, and elderly alike. Located in the southeast corner of Downtown, it encompasses the two blocks between K and M Street bordered by Kern and Ventura Street. Entertainment Plaza currently contains key entertainment amenities, such as the movie theatre and bowling alley; and also hosts major events, such as the Rummage Sale. The concept design for this zone includes plans for the short-term (1-3 year), mid-term (3-10 year), and long-term (10-30 year). The goal is to enrich and add to the activities, services, and, amenities offered in the area, improve overall connectivity within the zone for pedestrians and bicyclists, attract a variety of businesses, and create a distinct sense of place.



Zone 4: Entertainment Plaza

After careful review of the SWOT analysis and feedback from the community, the design team defined the zone's existing strengths, weaknesses, opportunities, and threats as follows:

Strengths:

- Tree shading
- Wide and clear sidewalks
- Large open space

Weaknesses:

- Poor signage
- Vacant lots
- Lack of bicycle infrastructure

Opportunities

- More public bathrooms
- Active alleyways
- In-fill development
- Increase connection to Railroad District

Threats

- Lack of clearly delineated pedestrian paths

With these elements in mind, the design team worked with city officials to develop design goals that capitalize on the strengths and opportunities of the area, while addressing weaknesses and threats. The Entertainment Plaza concept plan achieves the design goals outlined in the matrix above, ultimately creating a distinct, walkable environment for all ages.

DESIGN PRINCIPLES

Enhancing the sociability, walkability, and imageability of Entertainment Plaza is essential for creating and supporting an engaged and active community. Design principles guide the formation of goals, objectives, and overall design concept for Entertainment Plaza. Each of these design principles interconnect with one another. Improvements to any one of the concepts designed to achieve one principle improves the achievement of the other two as well.

Sociability

Increasing social interaction is the focal point of Entertainment Plaza. The concepts, goals, and objectives of this area build on the direct relationship between the physical environment and sociability. Creating spaces designed for people to interact and congregate encourages and accommodates formation of an active and lively community.

Walkability

Walkability is a measure of the pedestrian friendliness of a place. It yields health and wellness, and environmental and economic benefits. Creating pedestrian pathways near businesses promotes walking and shopping, resulting in healthier individuals and more business for commercial establishments. In addition, walkability enhances social interaction by generating more face-to-face interaction.

Imageability

Imageability describes the visual quality of a place, as perceived by its users. Visual enhancements such as landscaping, streetscaping, and architectural design create a comforting and inviting space for visitors and establish Entertainment Plaza as a memorable destination.

Zone 4: Entertainment Plaza

DESIGN CONCEPTS



Figure 4.3: View of Entertainment Plaza from East Kern Street.

Overall Entertainment Plaza

The view of Entertainment Plaza from East Kern Street illustrated as a bird's eye view depicts various aspects of the fully built out concept. The design capitalizes on existing assets, such as the movie theater and bowling alley. By closing off South L Street, Entertainment Plaza becomes a centerpiece for lively and social interactions, recreational activities, and a destination for all ages. The addition of infill and mixed-use development offers complementary services and uses for everyone, while also creating one cohesive entertainment zone which derives a sense of enclosure from the placement and massing of buildings. Through the careful placement of new buildings Entertainment Plaza becomes a more inviting and attractive place for the community to meet, gather, and interact.

Zone 4: Entertainment Plaza

Pedestrian Plaza

Current L Street View



Proposed L Street Closure



Figure 4.4: Street Views of Current and Proposed Pedestrian Plaza from L and Ventura Streets.

The current and proposed street views of South L Street and Ventura Street depict the design elements that are introduced to transform the pedestrian plaza. The design aims to establish a cohesive entertainment zone and improve connectivity among the two main entertainment blocks by closing of South L Street to vehicular traffic. As illustrated, the design encourages bicycle use within the space by establishing a designated bike lane on one side that allows for safe and easy access. At the end of South L Street, the installation of bollards prevent vehicular traffic entering into Entertainment Plaza, thereby promoting safety, a sense of comfort, and relaxed human interaction within the space.

The addition of street furniture enhances the pedestrian experience by offering a variety of places to sit, relax, and interact with one another. Furthermore, the newly-opened pedestrian space along South L Street increases walkability as well as opportunities for temporary structures, or parklets. These design features are a simple way to attract more businesses due to the fact that they are non-permanent and relatively inexpensive. Similarly, parklet are an easy way to activate streets and attract people. Lastly, the addition of landscaping will create an aesthetic appeal to the public and offer more areas with needed shading.

Zone 4: Entertainment Plaza

Pedestrian Paths and Enclosure



Figure 4.7: Existing green space adjacent to the movie theater and the proposed commercial/retail development and pedestrian pathway.

These views from the corner of South M Street and West Ventura Street illustrate existing conditions and proposed design concept which adds a two-story mixed-use development with space for retail, restaurants, or offices. There is an extended second story balcony where people can enjoy the views of the entire plaza. Adjacent to the existing movie theater is a pedestrian path which extends to South L Street, connecting the two entertainment blocks. The design features added lighting along the pathway to improve visibility, safety, and comfort. Landscaping is added which features drought tolerant plants and shade trees. The design offers a variety of seating options where people can relax or interact with friends and family. Collectively, this development will help to generate increased use of Entertainment Plaza and provide a sense of enclosure that is both welcoming and inviting.

Vacant Lot Conversion



Figure 4.5: Current vacant lot adjacent to the bowling alley and its' proposed conversion

The existing vacant lot next to the bowling alley will be converted for use as open space designed for outdoor seating to serve the bowling alley (on the right) and a proposed restaurant or cafe (on the left). This outdoor space can also be used for special events, gatherings, or performances of live music. The illustration is a view from the closed, pedestrianized section of South L Street.

This design capitalizes on the surrounding developments by offering an interactive space for social gatherings and leisurely activities for all ages. Furthermore, it enhances the connectivity of Entertainment Plaza by offering a pedestrian walkway that joins the plaza to a proposed park located on K Street.

Zone 4: Entertainment Plaza

Arcade Retail and Commercial Development



Figure 4.6: View of Proposed development at the corner of West Kern and South L Streets.

The three images above provide views from the corner of West Kern Street and South L Streets. The first image is of the existing market at that corner. It is replaced by a mixed-use development which offers space for retail, restaurants, and/or offices. This design features an arcade that extends diagonally from a chamfered corner entry to the block into the center of Entertainment Plaza. The diagonal arcade goes through the first story of the building. There is a second story to the building.

This design concept seeks to improve legibility of the plaza, stimulate interest and activity in the space, as well as enhance the overall connectivity of the plaza. Additionally, the larger windows along the street facades of the new building will increase the level of transparency at ground level, thus improving the pedestrian experience and generating activity for businesses. Notably, the amount of sidewalk available to pedestrians is increased by the chamfered corner of the building where there is an entrance to the arcade. This design also generates pedestrian activity and human interaction, as well as improves the legibility of South L Street and West Kern Street. There is a second story balcony over the entrance to the arcade where people can sit and enjoy the views from a restaurant or cafe.

Zone 4: Entertainment Plaza

PHASING AND CASE STUDIES

Goal 1: Diversity of Recreational Options & Social Interaction

Having a diverse set of activities and types of businesses that cater to residents of all ages fosters social interaction. Currently, Downtown Dinuba lacks a variety of entertainment options, causing residents to seek amenities elsewhere. Diversity as a design goal places an emphasis on incorporating a variety of recreational attractions, which will ultimately draw local residents and regional visitors.

Objective 1.1: To create a lively entertainment center that provides a variety of activities for infants, youth, families, adults, and elderly residents of the community and region.

Short-term (1-3 year) Programs:

Program 1.1.1: Parklets and urban furniture along L St.

Parklets

Parklets are small, often temporary, public spaces placed in parking spots or on sidewalks. These spaces can be considered an extension of the sidewalk where residents sit, eat, chat, and socialize. When placed adjacent to businesses, parklets can draw in customers by giving them a space to linger. In addition, the increased activity in front of businesses attracts interest from those passing by.

Parklets are a mechanism to promote social interaction in downtown spaces. They allow the City of Dinuba to test out different options. Because parklets are generally temporary, they use lower cost materials and are simple to construct. More permanent features can be designed and implemented if installations are successful. Outdoor activity in Dinuba requires designing for extreme heat during the summer months. Residents are less likely to utilize outdoor spaces when temperatures are high. Shade devices and trees provide shelter

from the sun, likely increasing outdoor activity during the daytime and summer.

Case Study: Sebastopol implemented parklets in an effort to revitalize their downtown and promote business interest. They have incorporated allowances for mini parks and parklets in the general plan. This effort was carried out by the citizen group the CORE Project in collaboration with local business owners. Four parklets were designed with the help of local businesses and constructed out of plywood and oriented strand board. The city considers the one-day exhibition of four parklets in downtown a success and received interest from businesses in creating permanent parklet structures.



Figure 4.7: Parklets in Sebastopol, CA

Zone 4: Entertainment Plaza

Program 1.1.2: Active Alleyway (Phase I) located between the L St./K St. block: add street art, lighting, and vegetation - possibly coordinate this effort with business owner of the Bowling Alley and adjacent vacant lot.

Active Alleyways

Activating alleyways transforms unsightly, accidental spaces between buildings into useable public spaces. This process can stimulate economic activity, increase connectivity, walkability, sustainability, and safety. Active alleyways can act as pedestrian and bike pathways or as social spaces. Alleys need to be cleaned up and trash removed. Landscaping, repaving, lighting, furniture, and artwork can be added to enhance the visual appeal of the space.



Figure 4.8: Rendering of Pioneer Alley in Seattle, WA

The scale of such projects varies widely and depends upon the current condition of the alley in question. Projects in large cities like Los Angeles and New York can cost upwards of \$1,000,000, but smaller cities like Dinuba can implement more affordable, small scale projects. Downtown Dinuba currently contains many underutilized alleyways between blocks. Small scale improvements can increase walkability throughout downtown and increase perceptions of public safety. Landscaping, lighting, and artwork are three low cost interventions that can make alleys more inviting and user friendly.



Figure 4.9: Case Study: Baltimore, Maryland Alleys can be activated through activity and artwork. Incorporating children is affordable and creates community engagement.

Program 1.1.3: Basketball court in empty vacant lot adjacent to Dinuba Market

Near-term (10 year) Programs:

Program 1.1.4: Active Alleyway (Phase II): repavement and shading features; continue with unfinished programs from Phase I.

Further activation of alleyways can include repaving for pedestrian use and adding street furniture to promote sociability. Maintaining a clean image and good lighting provides users with a sense of safety.



Figure 4.10: Kinston, North Carolina

Zone 4: Entertainment Plaza

Long-term (30 year) Programs:

Program 1.1.5: Replace Dinuba Market and the adjacent parking lot (located on corner of L St./Kern St.) with a new mixed-use, commercial and retail development with an arcade.

An arcade from the corner through the building to the plaza can open up the corner of L St./Kern St. to the rest of the Plaza. Featuring commercial and retail stores, people will be more likely to interact with the space as a whole, fostering social connections.



Figure 4.11: Latta Arcade - Charlotte, North Carolina? Not sure what this is of.

Objective 1.2: To encourage and promote complementary business establishments and mixed-use developments that benefit and enhance Entertainment Plaza as the primary downtown social destination.

Short-term (1-3 year) Programs:

Program 1.2.1: Outdoor seating area with tables and shading in the vacant lot adjacent to the Bowling Alley.

Program 1.2.2: Pop-up (temporary) spaces along L Street.

Pop up event space is versatile and encourages community participation for all types of audiences.



Figure 4.12: Brunswick, Victoria Pop-up events



Figure 4.13: Vallejo, CA Pop-up events

Near-term (10 year) Programs:

Program 1.2.3: Permanent eatery (e.g. cafe, bar, restaurant) with indoor & outdoor seating that serves customers and the general public in the vacant lot adjacent to the Bowling Alley

Long-term (30 year) Programs:

Program 1.2.4: Replace parking lot behind Movie Theater with multi-family/single occupancy residential housing for all income levels

Objective 1.3: To create a destination gathering place that can accommodate a variety of community events.

Short-term (1-3 year) Programs:

Program 1.3.1: Improve/expand the current public restroom located behind Dinuba Market and the old skatepark lot.

Zone 4: Entertainment Plaza

Long-term (30 year) Programs:

Program 1.3.2: Create a Pedestrian Plaza that connects the existing Plaza space with L St., which will be sectioned off from vehicular traffic.

Plazas, such as the one located in Dahlonega, Georgia provides a space for community events and social gathering. While this space gives off a sense of liveliness and vibrancy, plazas in small towns should also portray comfort and a sense of place.



Figure 4.14: Dahlonega, Georgia

Objective 1.4: To promote outdoor activity through improvements in comfort and safety for occupants.

Short-term (1-3 year) Programs:

Program 1.4.1: Add trees along walkways, in alleyways, and around tables in the Plaza to provide shading

Landscaping and trees along downtown streets provide shade and beautify the street.



Figure 4.15: Burbank, CA

Program 1.4.2: Improve/include energy efficient lighting features (e.g. LEDs)

Long-term (30 year) Programs:

Program 1.4.3: Include solar parking canopies in the M St. parking lot



Figure 4.16: Case Study: Arizona State University. Solar parking canopies provide shading and an opportunity to generate energy.

Zone 4: Entertainment Plaza

Program 1.4.4: Place “green roofs” on top of existing buildings

Green roofs do not require new buildings be built. Instead, they capitalize on existing rooftop space, helping generate renewable energy and reduce heat island effect.



Figure 4.17: Case Study: Solar Panels and Green Roofs Fully Integrated - Breuning, Tilson

Program 1.4.5: Low impact development (LID), such as bioswales, repainting, and permeable pavement

This low impact development in Paso Robles, California is designed to prevent flooding on previous flood-prone streets. In addition, the street encourages pedestrian and bike use through visual enhancements to the street.



Figure 4.18: Case Study: Paso Robles, CA
Need another picture. This one has been used elsewhere.

Program 1.4.6: Open Space and Green Space

Goal 2: Accessibility & Legibility

As the key social gathering place, Entertainment Plaza must be accessible by every mode of

transportation, especially pedestrian and bicycles. A key part of accessibility is high legibility, which allows the user to easily navigate the space. Through key design concepts, Entertainment Plaza will incorporate key pedestrian and bicyclist infrastructure that is easily traversed.

Objective 2.1: To enhance connections within the Plaza for pedestrians and bicyclists by repurposing existing infrastructure and urban features.

Short-term (1-3 year) Programs:

Program 2.1.1: Remove angled parking on L Street.
Program 2.1.2: Add bicycle lanes on L St.

Near-term (10 year) Programs:

Program 2.1.3: Add pedestrian pathway connecting parking lot on M St. across from Movie Theatre to the existing pedestrian crosswalk on L St.

Long-term (30 year) Programs:

Program 2.1.4: “Complete Street” design for L St. - some features include: extending sidewalks, adding clearly delineated/painted bicycle paths, closing off L St. to vehicular traffic, and adding more lighting and landscaping

Complete Streets

Complete streets are streets designed and maintained to enable safe and convenient travel for all modes of transportation - pedestrians, cyclists, motor vehicles, and public transit. Frequently, green infrastructure, low impact development, and sense of place is included in a complete street design. Widening sidewalks, and the addition of bike lanes and low impact development for storm water capture would create complete streets in downtown Dinuba. These features would increase safety for all users, enhance the visual appeal of streets, and help to mitigate flood issues.

Zone 4: Entertainment Plaza

Program 2.1.5: “Chamfered Corners” on the corners of L St. and E and W Kern St.

Chamfered Corners

Chamfered corners occur when blocks are “shaved,” generally at a 45-degree angle, at street corners. Not only do chamfered corners create architectural and visual interest, they also allow for increased visibility and connectivity. Automobiles and street traffic have better visibility, enabling safer cross traffic conditions at intersections without stop lights. The openness and visual quality chamfered corners provide create a sense of comfort for pedestrians as well. Instead of feeling crowded by buildings and traffic, pedestrians are given a wider space for walking and socializing. The placement of chamfered corners at the Entertainment Plaza in Dinuba will enhance visibility into the plaza from the street, welcoming users into the space.



Figure 4.20: Dublin, Ireland



Figure 4.21: Buenos Aires, Argentina



Figure 4.19: Chamfered corners in Barcelona

Chamfered corners can be implemented in smaller cities to increase visibility and walkability. Buildings with chamfered corners also add architectural details that create a uniqueness to the visual quality of a place.

Objective 2.2: To increase pedestrian and bicyclist connectivity within downtown.

Short-term (1-3 year) Programs:

Program 2.2.1: Delineate crosswalk lines at L St./Kern St. intersection

Designated crosswalks increase pedestrian accessibility and safety. Differences in pavement material between crosswalks and roads create a clear delineation between the two.



Figure 4.22: Pasadena, CA

Zone 4: Entertainment Plaza

Near-term (10 year) Programs:

Program 2.2.2: Link Active Alleyway with greater alleyway network within Downtown

Program 2.2.3: Repave L St./Kern St. intersection

Long-term (30 year) Programs:

Program 2.2.4: Add stop signs at every leg of L St./Kern St. intersection

Objective 2.3: To improve connectivity and legibility for all modes of transportation.

Short-term (1-3 year) Programs:

Program 2.3.1: Wayfinding signage (denoting direction in Downtown Dinuba and location of public restrooms) at the following key downtown entrance intersections: M St./Ventura St., L St./Ventura St., and K St./Ventura St.

Long-term (30 year) Programs:

Program 2.3.2: Roundabout at the L St./Ventura St. intersection

Goal 3: Imageability

Creating a lively social gathering space with high aesthetic appeal. Entertainment Plaza must be an area that not only attracts visitors and residents for the variety of activities it offers, but also for its visual components.

Objective 3.1: To create identifying landmarks for establishing a sense of destination.

Short-term (1-3 year) Programs:

Program 3.1.1: Mural behind Movie Theatre (possibly coordinate this effort with high school and middle school students/faculty)

Adding a mural to the street-side wall of the movie theater will add visual interest to the building. Involving community members in its design and creation will foster a sense of pride and lower the cost of such projects.



Figure 4.23: Case Study: Eugene, OR

Long-term (30 year) Programs:

Program 3.1.2: Sculpture in roundabout at L St./Ventura St. intersection

Objective 3.2: To enhance the streets, sidewalks, and parking lots with landscaping and streetscaping.

Short-term (1-3 year) Programs:

Program 3.2.1: Vegetation features (e.g. landscaping and trees) with complementary street furniture along L St. and in the main Plaza area

Streetscaping and landscaping add visual appeal to streets, encouraging pedestrian use and potentially increasing property values.



Figure 4.24: Pompano Beach, FL

Zone 4: Entertainment Plaza



Figure 4.25: San Francisco, CA

Near-term (10 year) Programs:

Program 3.2.2: Vegetation along M St. and W Kern St. parking lots and sidewalks

Objective 3.3: To establish a distinct, yet complementary boundary between downtown and the surrounding residential neighborhoods.

Near-term (10 year) Programs:

Program 3.2.2: Vegetation features along Ventura St. and K St., acting as boundary that clearly defines Downtown and residential areas.

Zone 4: Entertainment Plaza

ILLUSTRATIVE SITE PLAN

The map below depicts the final concept for Entertainment Plaza, incorporating the features of all phases of the plan. The concept plan is divided into three phases: short-term, mid-term, and long-term. This diagram visually illustrates the integration of existing buildings and new infrastructure over the three phases in the course of the next 30 years to promote the sociability, walkability, and imageability of Entertainment Plaza.



As depicted in the illustrative site plan Entertainment Plaza, incorporates features that are implemented in three phases: short-term, mid-term, and long-term. They build one upon the other to yield an integrated concept design that serves to vitalize the entertainment zone. The illustrated site plan graphically illustrates the integration of existing buildings and new infrastructure over the course of 30 years to promote and strengthen the design principles of sociability, walkability, and imageability in Entertainment Plaza.

Zone 4: Entertainment Plaza

PHASING & LAND USE



The three phases of implementing the design of Entertainment Plaza have the following characteristics.

Short-term Programs are to be implemented in 1-3 years. They are fairly inexpensive and quick to install. They must be completed quickly out of necessity (ex. needed street lighting) or due to length of time to adequately perform their function (ex. trees for shading)

Mid-term Programs are to be implemented within the next 10 years. They require more planning and are generally higher cost than short term programs, such as creation of pedestrian pathways.

Long-term Programs are to be implemented within the next 30 years. These programs may require substantial funding, which can be acquired through grants, or will cause significant physical changes to the streetscape. Programs designated as long term include new buildings, infrastructure, and reuse of parking lots.

The phasing map delineates the location and proposed timing of major infrastructure within the zone. Each number corresponds to a feature presented in the build out table below. The majority of new buildings are long-term. The proposed phasing is subject to change according to future priorities and feasibility.

Zone 4: Entertainment Plaza

BUILD OUT OF NEW DEVELOPMENT

	Feature	Phasing	Approximate Square Feet
1	Movie Theater	Existing	N/A
2	Pedestrian Pathway	Short-term	N/A
3	2 Story Commercial with Balcony Patios	Mid-term	18,000
4	Plaza	Mid-term	N/A
5	Mixed Use	Long-term	36,000 total
	1st Floor Commercial		12,000
	2nd and 3rd Floor Residential		24,000
6	2 Story Commercial with Arcade	Long-term	12,000
7	Pedestrian street	Long-term	N/A
8	2 Story Commercial	Long-term	30,000
9	Bowling Alley	Existing	N/A
10	Outdoor Seating Area	Mid-term	N/A
11	Mixed Use	Long-term	36,000 total
	1st Floor Commercial		12,000
	2nd and 3rd Floor Residential		24,000
12	Commercial	Mid-term	4,000
13	Active Alleyway	Short-term	N/A
14	Historical Museum	Existing	N/A
15	Cultural Center	Existing	N/A
16	Park	Mid-term	N/A
17	Mixed Use	Long-term	36,000 total
	1st Floor Commercial		12,000
	2nd and 3rd Floor Residential		24,000

Zone 4: Entertainment Plaza

LAND USE MAP

At full projected build out Entertainment Plaza provides for a diversity of uses to create a lively center of activity for the community. These schematic building footprints show the proposed uses planned for each story of each building in the Plaza.



Figure 4.1 Uses by floor and building

STREET TYPES

South L Street and South M Street are the main roadways people use to access Entertainment Plaza. Currently, both streets primarily accommodate automobiles, with two through lanes and angled parking in each direction. To serve as the social hub of the downtown for everyone, Entertainment Plaza needs to be accessible by all modes of transportation. Thus, the streetscape design concepts (shown below) illustrates how South L and M Streets can be reimaged to include more pedestrian- and bicycle-oriented facilities.

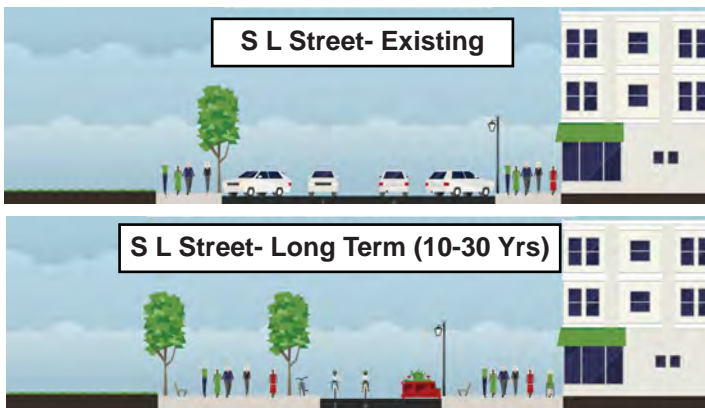


Figure 4.1: Existing and Proposed Street Sections for L Street.

The first street section is the existing streetscape for South L Street. The second depicts the design concept for the long-term. The proposal is to close off South L Street to vehicle traffic to create a pedestrian plaza with outdoor seating, landscaping, and bicycle paths.

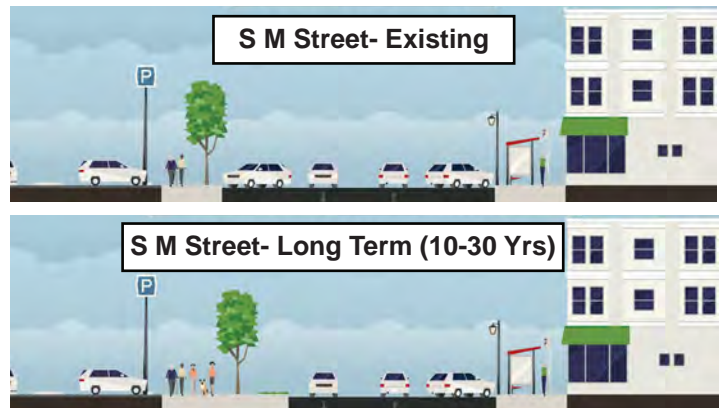


Figure 4.2: Existing and Proposed Street Sections for M Street.

The first street section is the existing streetscape for South M Street. The second depicts the design concept for the long-term. The proposal is to remove angled parking along the eastside (bordering the parking lot) and extending the sidewalk for more landscaping and pedestrian activity.

Zone 4: Entertainment Plaza

4. Entertainment Plaza

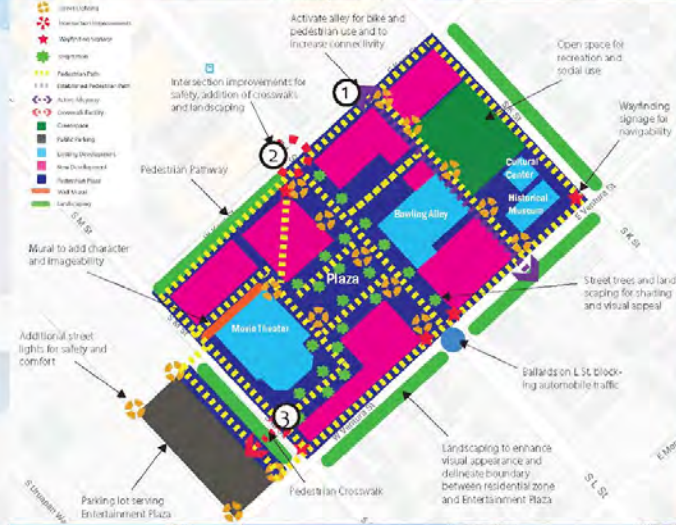
Downtown Dinuba Concept Design Plan

Vision Statement

Entertainment Plaza acts as a lively center of social interaction and entertainment in Downtown Dinuba. Serving all ages, youth, adults, and elderly, it acts as a magnet drawing Dinuba residents and visitors from throughout the region. The pedestrian friendly environment supports activities and events to create a vibrant centerpiece for the community.



Concept Plan



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Spring 2018 | CRP 553



POSTER OF ZONE 4



Zone 4: Entertainment Plaza

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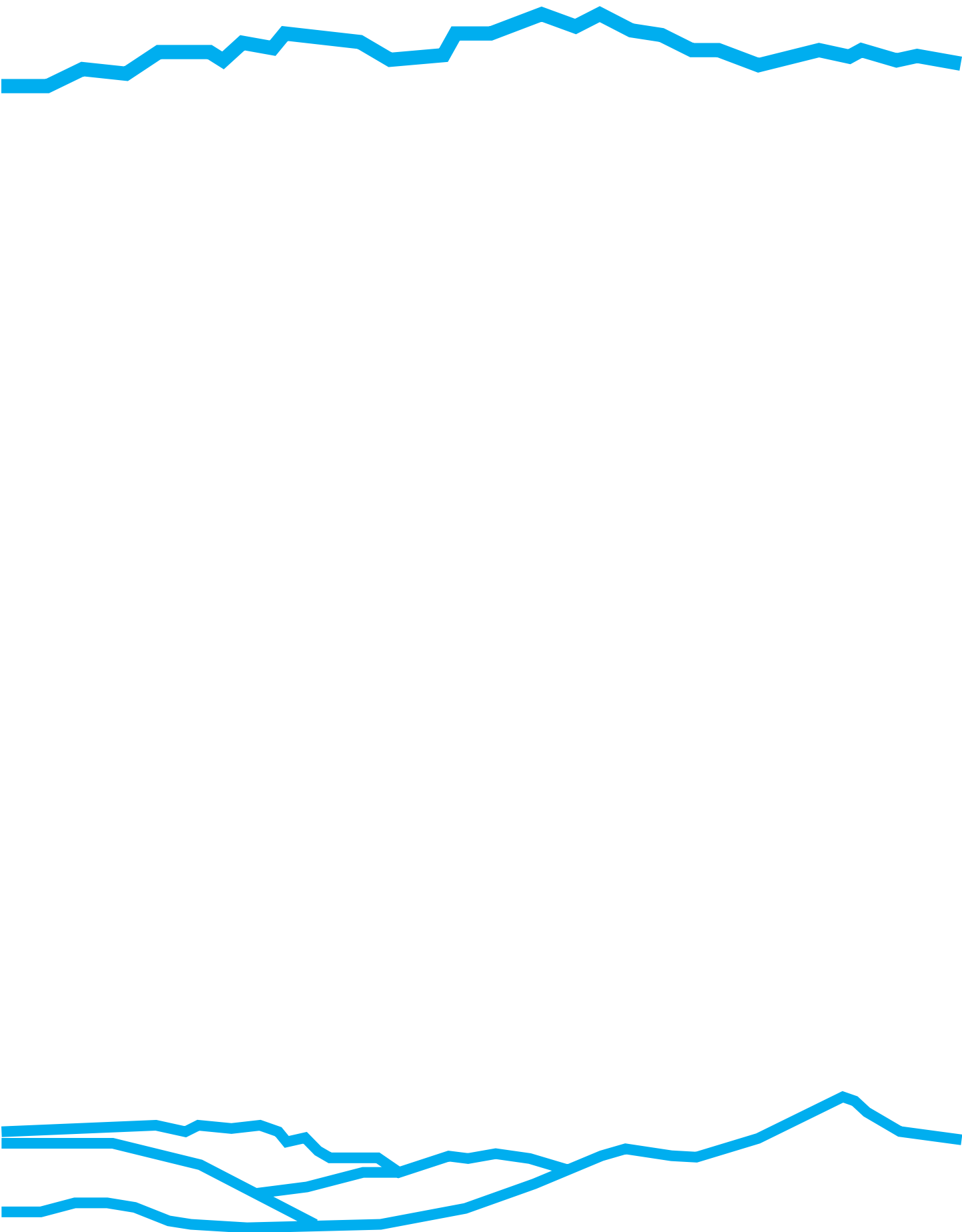
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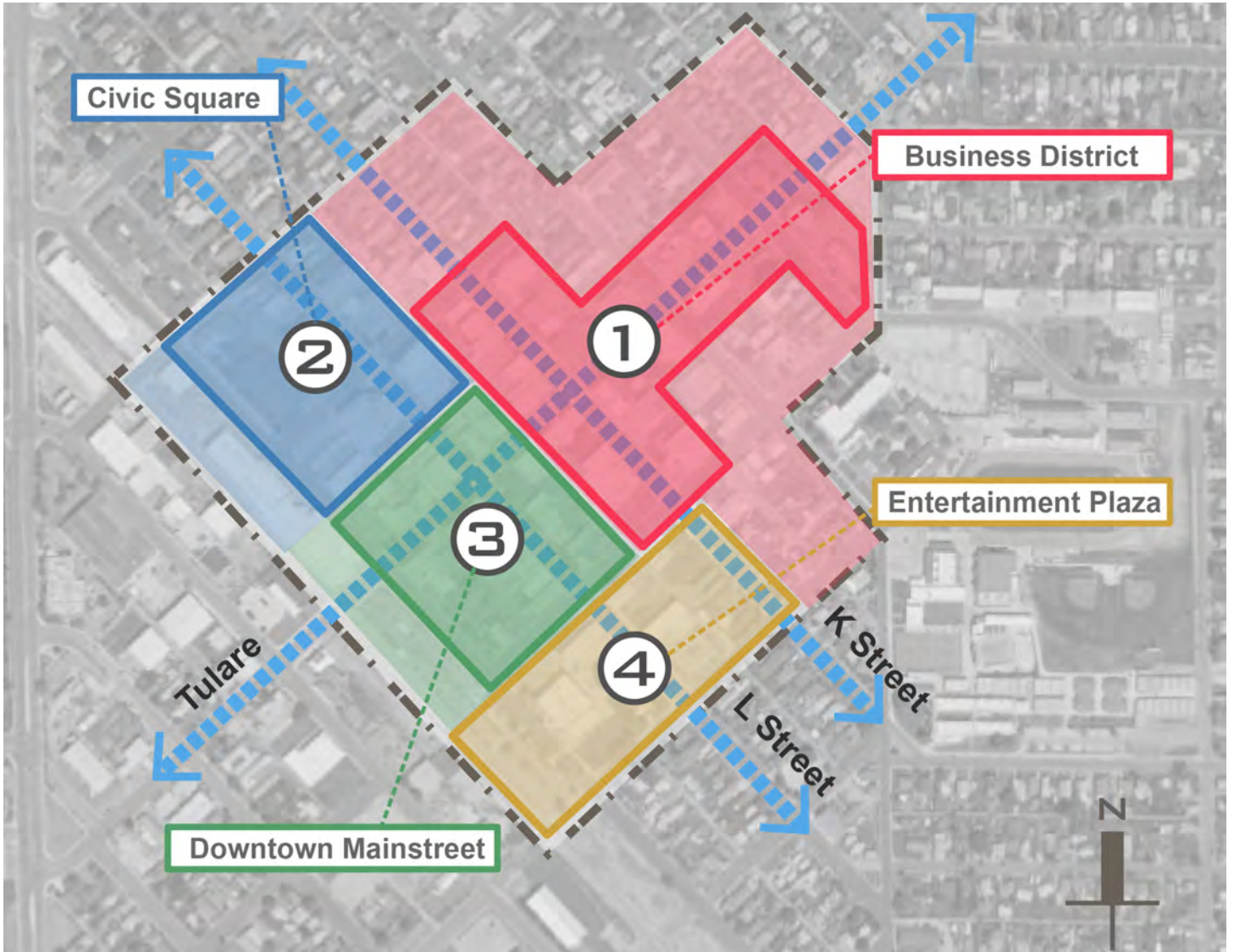
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Integrated Concept Design Plan





Integrated Concept Design Plan

DOWNTOWN DINUBA INTEGRATED CONCEPT DESIGN PLAN

Design concepts and vision plans presented for each of the four thematic zones in Dinuba’s downtown were described separately to establish their independent and unique identities. The long-term development strategy for all is in fact a plan in which they are synergetic and interdependent components of one unified, coherent concept design. It is a plan that is knit together with various design elements such as street scape, multimodal circulation, facades, lighting, a network of active alleyways, and, trees and landscaping that weave through all the blocks of Dinuba’s downtown. Each of the four zones: 1. Business District; 2. Civic Square; 3. Downtown Main Street; and, 4. Entertainment Plaza has a unique function, identity, and character which lend themselves to creating a rich and textured urban fabric that offers different and needed services and amenities that are provided by civic, private, public, and non-profit entities. However, they are integrated by the treatment of streets and circulation and the application of design typologies developed for six elements that are to be found in the urban fabric throughout the downtown, namely:

1. facades
2. lighting
3. active alleyways
4. signage
5. trees and landscape

A final unifying development strategy is a set of draft design guidelines presented with a view to guiding the shape of new developments so that they are in congruence with the architectural and historic character that gives downtown Dinuba its small-town charm.

The overall concept design plan for downtown Dinuba is presented here, in its various dimensions, along with overviews of the various design typologies that permeate all zones of the downtown and lend it a sense of cohesion and integrity.

Downtown Dinuba Concept Maps

The maps that follow integrate and delineate four aspects of the proposed concept design and urban fabric of Dinuba’s Downtown. Each map illustrates a different aspect of the design, that was based on integrating multiple layers of insight, feedback and visioning that shaped this concept plan. The four aspects are:

1. Downtown Dinuba Land Use Map illustrating the land uses in the integrated four zones.
2. Downtown Dinuba Development Strategy illustrating long-term development strategy and full build out.
3. Downtown Dinuba Multi-Modal Circulation Map illustrating the flow of different modes of transport through the downtown
4. Regional Circulation and Connectivity of Downtown Dinuba illustrating the points of connection and movement from the downtown to the regional transport and circulation routes from the city.

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Legend

- | | |
|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
|  Park |  Commercial |
|  GE Public/ Quasi/ Semi-Pubic |  Mixed-Use Commercial/Office |
|  Median Density Residential |  Mixed-Use Commercial/Residential |
|  Professional Office | |

Figure 1: Downtown Dinuba Land Use Map, Integrating Four Zones



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Land Use

The Downtown Dinuba land use plan presented in Figure 1 proposes multiple changes to existing land use in the downtown area. The map illustrates in one, integrated map, the specific land uses that were proposed in each part of the four zones and were described in the concept designs for each zone. The proposed land-use designations are defined below.

Proposed Land Use Definitions

Commercial: Allowable uses include retail, eateries, groceries, entertainment and personal services wherein the primary use is for commodities that are sold separately from services. Shall exclude uses for servicing of automobiles. All commercial land use designations shall have an allowance of a certain percentage of office and/or residential land uses, based on the district detailed in the form-based code.

Office: Allowable uses include financial, real estate, medical, dental, law, other office uses and professional and business services wherein commodities are not sold separately from services offered such as day care facilities and salons. Shall exclude uses for servicing of automobiles. All office designations shall have an allowance of a certain percentage of commercial and/or residential land uses, based on the district detailed in the form-based code.

Park: Allowable uses include public parks, open spaces, plazas, agricultural uses such as community gardens and outdoor recreational uses.

Public/Quasi-Public: Allowable uses include governmental, civic, religious, cultural, schools, community centers and recreational centers that are operate indoors such as senior centers and recreational sports complexes and alleyways.

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Figure 2: Downtown Dinuba Illustrative Site Plan

Downtown Dinuba Illustrative Site Map

The illustrative Site Plan depicts the final concept design for all of Downtown Dinuba. The map features the footprint of each building included in the final buildout of the concept designs articulated in each of the four zones and the landscaping and open spaces network that is created that provide amenity throughout the downtown and allow pleasant pedestrian friendly walkable passage throughout the downtown.

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Figure 3: Downtown Dinuba Multi-Modal Circulation Map

This integrated Downtown Dinuba Concept Design plan makes extensive changes to the design of existing circulation in the downtown. In the designs delineated for each of the four downtown zones detailed street sections, sidewalk configuration and parking were described. This circulation map delineates a larger scale, overview of the circulation systems that go through each of the zones. These systems tie the various zones together with uniform multimodal transport the connectivity and flow of which is detailed in this map. Vehicular, bicycle and pedestrian traffic have each been accommodated to allow different modes to wind through the area. The accommodation for parking in the downtown has been increased but changed in order to promote a pedestrian-oriented downtown, yet still allows for vehicular traffic.

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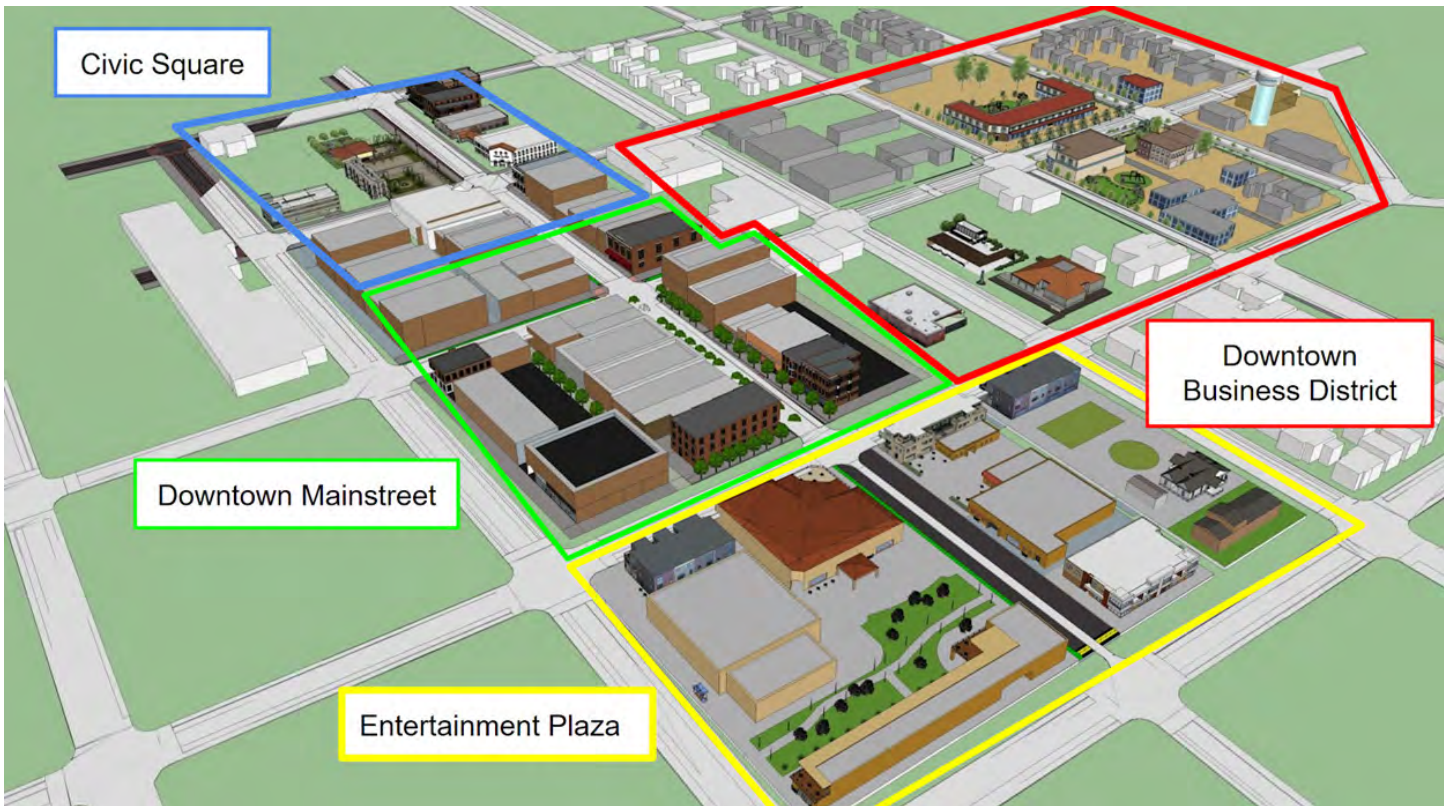


Figure 4: A Birds Eye View from South of Downtown Dinuba - modeling the proposed build out of the concept design plan

The birds eye overview provides a three-dimensional representation of the Downtown Dinuba Concept Design Plan at full build out. This massing model provides a realistic snapshot of what Dinuba's downtown will look like at the completion of the proposed phases of the design. Each of the zones is delineated by a unique colored line and label to indicate its' location and reveal how each fits with the other and contributes to the overall downtown.

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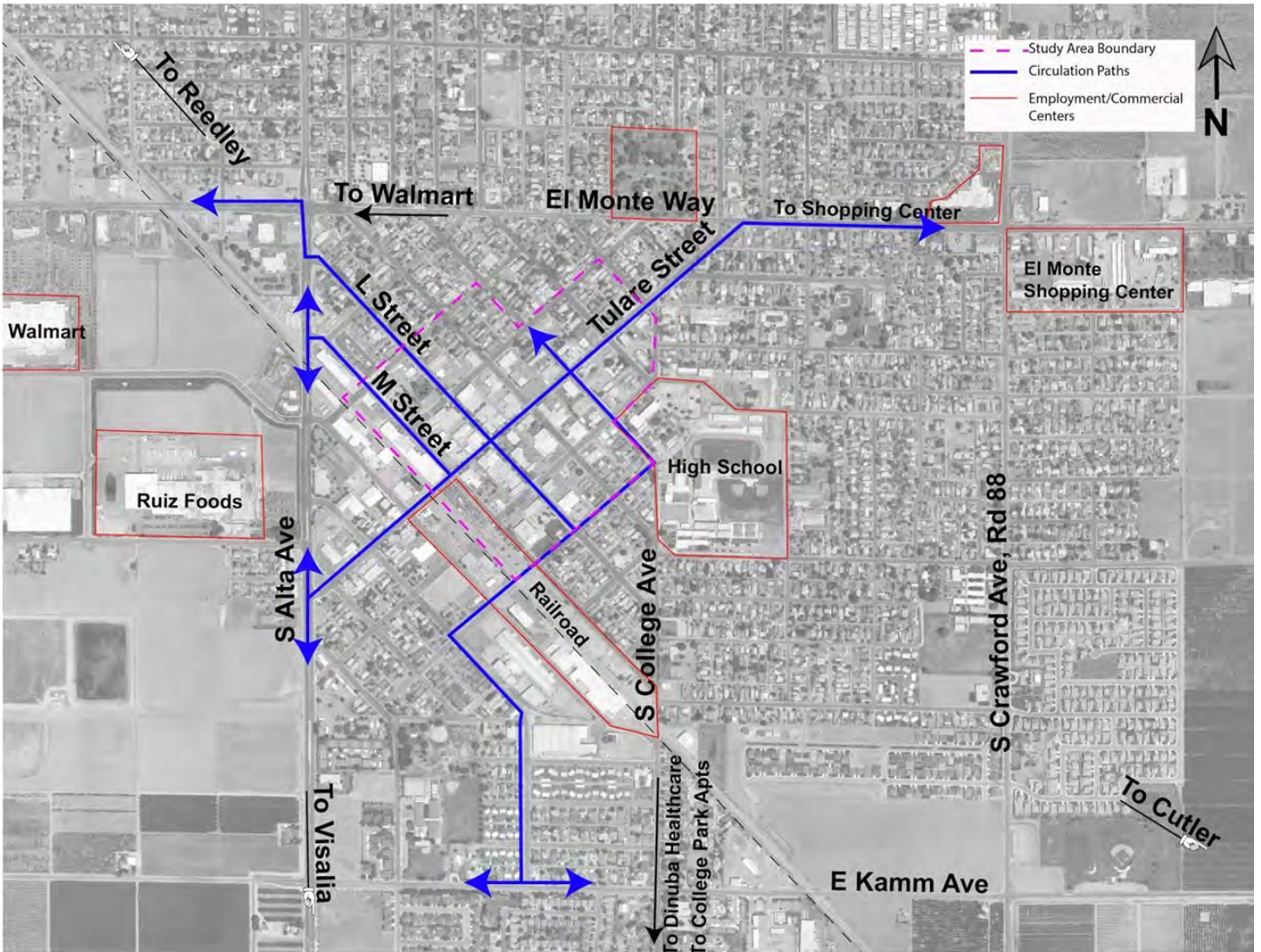


Figure 5: Regional Circulation and Connectivity of Downtown Dinuba

This regional circulation and connectivity map points out the major streets along which strong connections are developed linking Dinuba’s Downtown to key landmarks and nodes of activity in the city - such as for example linking to the Walmart shopping center, crossing the Railroad to reach the Railroad district, moving out of downtown to South Alta Avenue and El Monte.

Integrated Concept Design Plan

Design Typologies

The typologies that follow are design guidelines for use by the City of Dinuba as reference in its efforts to create a more vibrant and connected downtown. Design typologies are presented for the following: Facades; Lighting; Active Alleyways; Signage; and Trees and Landscaping.

1. Facades

Design guidelines are to help create active frontages and facades at the pedestrian street-level. Elements addressed serve to create an architectural rhythm and unique typology throughout the downtown. As the most public face of any building, a facade and building frontage is particularly important in creating a sense of place and projecting a message of economic activity and vitality. Existing building facades with architectural and historic quality in downtown Dinuba are used to establish distinctive design character and establish a vibrant atmosphere. A dynamic frontage can be created using awnings, wide display windows, variegated landscape, and adaptive reuse of existing but dilapidated urban fabric. An outline of full design guidelines for facades is provided in Appendix 11.

Summary of Facade Design Guidelines

- Incorporate different materials, colors, and distinctive architectural features that add visual interest and character to the downtown core.
- Maintain the scale of Dinuba and interest in the building facade by articulated massing.
- Reinforce the existing facade rhythm along the street with architectural elements such as consistent signage, street lamps and lighting, and landscape elements
- Discourage blank walls
- Include overhead architectural features, such as awnings, canopies or trellises that provide shade.
- Contribute to neighborhood and pedestrian safety, comfort, and visibility by providing well maintain windows at the street level.
- Emphasize the reuse of existing brick facades with architectural value in the Dinuba Downtown core.
- Encourage alternative landscaping practices in front of store frontages utilizing drought resistant and water efficient plants



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2. Lighting

Lighting is an essential amenity along streets, walkways, parking lots, plazas, and alleyways. Lights which are carefully chosen can create a safe environment which is conducive to lively nighttime activity. Lights can also activate an area by illuminating special architectural or landscape features and communicate a sense of engagement and interest during the evening and night. Lighting standards within the Dinuba downtown should be pedestrian-friendly. Lighting must be considered in relation to trees and shading in order to have a balanced environment. An outline of draft lighting guidelines for the Downtown Dinuba Design Concept Plan is available in Appendix 12.

Summary of Lighting Design Guidelines

- Adequate and aesthetically pleasing lighting should be provided for safety, security, and a greater sense of comfort for pedestrians.
- Fixtures should preferably be spaced close together with lower light levels than further apart with intense and varied light levels which can be uncomfortable for pedestrians.
- The spacing of lighting fixtures should be coordinated with tree plantings. Lighting should not jeopardize the spacing of trees, as that spacing relates to the landscaping design standards and guidelines.
- Pedestrian scale lights should be lower than typical auto-oriented light standards. Heights should be approximately twelve (12) feet to twenty (20) feet in height at a maximum.
- The downtown should preserve and maintain its historic clay street lamps. These light features are visually appealing and enhance the pedestrian experience.
- Multiple lights may be combined on one post. For example, low, pedestrian-oriented lights can be affixed to a post and direct light onto sidewalks, while the same post may also accommodate auto-oriented lights directed at roadways.
- Lighting styles should match the environment that they are placed in. For example, historic street lamps should be included in pedestrian areas of a historic downtown, not cobra lights that are used in automobile areas



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3. Active Alleyways

Downtown Dinuba contains a network of underutilized alleyways, which provide various functions such as vehicular access, emergency access, deliveries, pick-ups, and waste container storage. These alleyways hold great potential to improve connectivity within the downtown and can be designed to provide an extended public space for use by residents and visitors. Active alleyways employ design principles which invite people in to them and support activity, without requiring large scale changes to the existing infrastructure. These alleys can also provide green spaces to help manage flooding and reduce heat island effects. A healthy alleyway provides stronger connection to other public spaces within the community and help create a strengthened network of interconnected public space. Active alleyways offer a dynamic and inviting “third space” for community members to enjoy. Draft Design Guidelines for Active Alleyways is provided in Appendix 13.

Some issues that must be addressed in the alleys in Dinuba’s Downtown include: lack of designated pedestrian or bike paths, little to no landscaping and plant life, inadequate lighting, and lack of gathering spaces. By addressing these issues and strengthening existing features such as murals and adding more murals with community participation can help to create a strong network of active alleyways. Elements of successful active alleyways include: lighting, outdoor furniture, objects of visual interest, green features, shading, pavement, and dedicated pedestrian and bike paths. Alleyway improvements would be completed in two different phases as detailed in Appendix 13.



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4. Signage

A cohesive signage program will serve to enhance the visual quality of the downtown, promote businesses, and improves wayfinding. Proper signage for businesses and organizations clearly communicate to customers the available goods and services. An effective signage program beautifies the appearance of the downtown by reducing visual clutter. Signage guidelines include requirements controlling the size location, and design of temporary and permanent signs. In addition, these guidelines ensure that signs are located in a way that minimizes hazardous conflicts between pedestrians and vehicular traffic to create a safe and orderly environment. The draft signage program outlined in Appendix 14 for downtown Dinuba is focused on businesses and wayfinding.



5. Trees and Landscaping

Trees and landscaping create green space that is ever changing and provides visual interest. Trees also provide a natural source of shade and improve local air quality. Current and anticipated future drought conditions suggest that trees and landscaping should be selected with a careful consideration of water needs that must be balanced with the benefits and impacts that they will provide well into the future. Trees, landscaping, and other climate-adaptive measures should be in the foreground of design considerations for the public spaces in Dinuba's downtown.

Landscape Guidelines:

- It is a best practice to include 65% landscape to 35% hardscape (i.e. pavers, pavement etc.) on landscaped surfaces.
- Native plants are typically the easiest to maintain and also serve to establish an authentic sense of place.
- Potential intermittent drought conditions in California's Central Valley dictate that landscape plants and trees are selected based on their suitability for the reality that there will be a scarcity of water.
- Plants and trees with similar water requirements shall be planted in close proximity to each other.
- Drip irrigation and bubbler systems are best suited to conserve water and should be installed wherever possible.
- Maintenance considerations to be attended to include timely trimming, watering, attending to root system concerns, and litter removal.





Integrated Concept Design Plan

Downtown Dinuba Concept Design Plan: Meeting Design Goals

This concept design plan and development strategy for Downtown Dinuba aimed to create a vibrant, mixed-use area featuring residential, retail, office, institutional and open space uses. The plan incorporates development strategies that focus on new land uses, suggest public improvements, define and conceptualize connectivity within the downtown and to nodes in the city, developed plans to augment existing circulation featuring multi-modal, pedestrian friendly systems, suggests opportunities for repurposing existing city-owned buildings such as the Vocational Center and Strand Theater, suggests modifications to the streetscape design, and addresses neighborhood enhancements around the downtown.

Other areas of focus that were listed in the charge to the design team included:

- Connectivity/walkability
- Ideas for repurposing existing city-owned property/buildings
- Pocket parks/open space
- Future public parking
- Future public restrooms
- Themed street furniture/street lighting
- Residential uses
- Future location of City Hall
- Active alleyways with design elements
- Identification of primary and secondary gateways and streetscape design elements
- Neighborhood enhancements
- Identification of housing “hot spots” or opportunities for new housing development
- Creation of districts for the Downtown Study Area
- Inventory of uses in Downtown by type

Concept designs in each delineated zone fulfilled various of these objectives as identified in a matrix diagram of achievement by areas/zones.

Integrated Concept Design Plan

DESIGN GOALS	Area 1	Area 2	Area 3	Area 4	Overall
Desired Characteristics	Business District	Civic Square	Downtown Mainstreet	Entertainment Plaza	Downtown
Connectivity/walkability	X	X	X	X	X
Repurposing existing city-owned property/buildings	X	X	X		X
Pocket parks/open space	X	X		X	X
Future public parking	X	X		X	X
Future public restrooms		X		X	X
Themed street furniture/street lighting			X	X	X
Residential uses	X			X	X
Future location of City Hall		X			X
Active, designed alleyways		X	X	X	X
Gateways and Circulation	X	X	X	X	X
Streetscape design elements	X	X	X	X	X
Neighborhood enhancements	X			X	X
New housing development	X			X	X
Districts for the Downtown		X	X		X
Inventory of Downtown Use Types	X	X	X	X	X

Figure 6: Matrix of Project Design Goals and Areas/Zones where these are achieved.

This Matrix was developed to visualize how and where the defined goals and objectives for this plan were incorporated into the concept design. The matrix showcases the four project areas/zones that were defined, and the individual desired characteristics and goals that each area’s concept plan addresses. It illustrates that all desired design goals were met somewhere in the concept design plan.

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CONCLUSION

The work of the design team which culminated in this Downtown Dinuba Design Concept Plan and Development Strategy reflects community needs and desires for change and development while maintaining Dinuba’s small-town charm. The plan capitalizes on Dinuba Downtown’s existing assets, identifies opportunities, and provides a variety of design and programming ideas to enable the City of Dinuba to revitalize the physical plant, increase activity in, and strengthening the economy of downtown.

The report provides concepts and ideas that are supported by case study examples which identify cities that have successfully implemented similar approaches to provide inspiration and guidance for Dinuba. The conceptual designs are precisely that - conceptual - and by no means definitive. They serve to provide inspiration for investors, policy makers, city officials, non-profit institutions and others who want to reimagine and strengthen Dinuba’s Downtown. Phased implementation strategies are suggested given that incremental improvements, if successfully implemented, will create a demand and open opportunities for additional actions. This plan offers a combination of short- medium- and long-term strategies that can be implemented to act as catalysts that make positive change in the downtown, and lead to increased economic vitality and social interaction.

Collectively, the four zones - Downtown Business District with its tree lined entry to the downtown from the east, a choice of housing types and arts and entertainment districts; the Civic Zone which focuses public/civic functions and services and creates a traditional city square featuring the city hall; Downtown Main Street, with its contiguous façade of upgraded, adaptively reused, or infilled buildings and activated alleyways that retains the small town charm of the downtown; and, Entertainment Plaza, with its expanded opportunities for recreation and entertainment for all age groups, and enhanced outdoor plazas – collectively offer a cohesive and complementary urban design concept plan. It is a plan that brings new attractions to the downtown for Dinuba’s residents, while attracting new businesses and visitors, effectively transforming Downtown Dinuba into a local and regional destination.

The design team appreciates this opportunity to actively contribute to the City of Dinuba’s exciting and bright future and help delineate and visualize the physical form of a revitalized downtown.





Integrated Concept Design Plan

REFERENCES

City of Dinuba General Plan Policies Statement. September 2008. Prepared by Quad Knopf. Submitted to City of Dinuba.

City of Dinuba Municipal Service Review. June 2012. Prepared by Quad Knopf. Submitted to Tulare County Local Agency Formation Commission and the City of Dinuba.

City of Dinuba Zoning Ordinance. September 2008. Prepared by Quad Knopf. Submitted to City of Dinuba.

City of Dinuba 2014-2019 Transit Development Plan. August 2014. Prepared by TCAG. Submitted to City of Dinuba.

Dinuba General Plan Update Draft Background Report. October 2006. Prepared by Quad Knopf. Submitted to City of Dinuba.

Regional Active Transportation Plan for the Tulare County Region (with amendments). May 2016. TCAG.

Triennial Performance Audit of Dinuba Area Regional Transit (DART) FY 2013-2015. August 2016. Prepared by Michael Baker International. Submitted to Tulare County Association of Governments (TCAG).

2010 Tulare County Regional Bicycle Transportation Plan. September 2010. TCAG.<http://tularecounty.ca.gov/rma/index.cfm/documents-and-forms/planning-documents/need-a-map/base-map/>

Appendices

Downtown Dinuba Concept Design Plan and Development Strategy



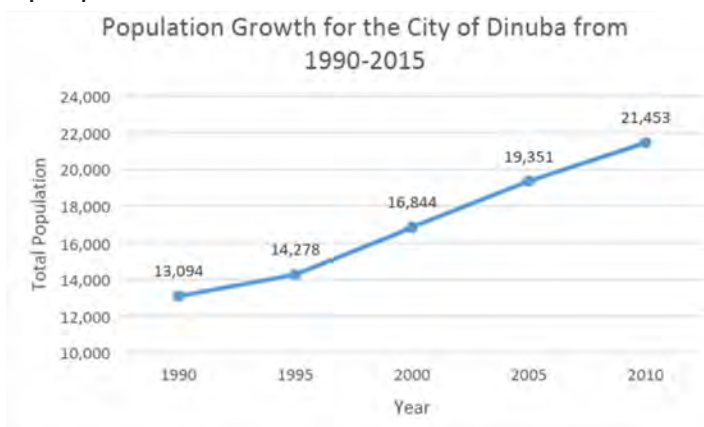
Appendix

APPENDIX 1: Regional Context and Demographics

Population Characteristics

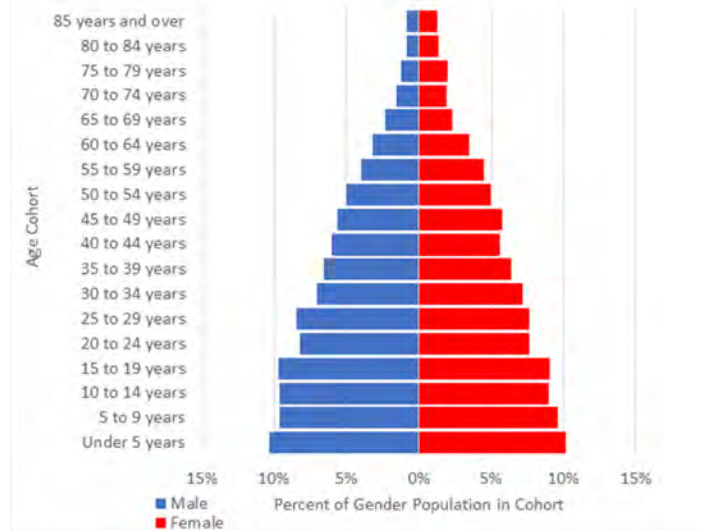
In 2010, the city of Dinuba had a total population of 21,453 people. The population in the City of Dinuba approximately doubled during the period from 1990 to 2010. Approximately 51% of the population is male and 49% is female. Additionally, approximately 84% of the population in 2010 identified as Hispanic or Latino, with 64% of the population speaking Spanish. Approximately 40% of the population identifies as white alone. The majority of the population is under the age of 25 to 29 years of age.

The working population is approximately 53% female and 47% male. Overall among the working population approximately 12% of the population have obtained a bachelor's degree or higher. For the remainder of the working population approximately 21% have some college or an associate degree, 18% have a high school or equivalent degree, and 27% have less than a high school degree. On average, approximately 21% make \$1,250 per month or less, 50% of workers make \$1,251 to \$3,333 per month, and 29% make more than \$3,333 per month. Manufacturing represents 34% of the job industry in Dinuba and employs the largest number of people.



Population Growth for City of Dinuba (1990-2015)

Source: US Census Bureau



Population Pyramid of Downtown Area (2010)

Source: US Census Bureau

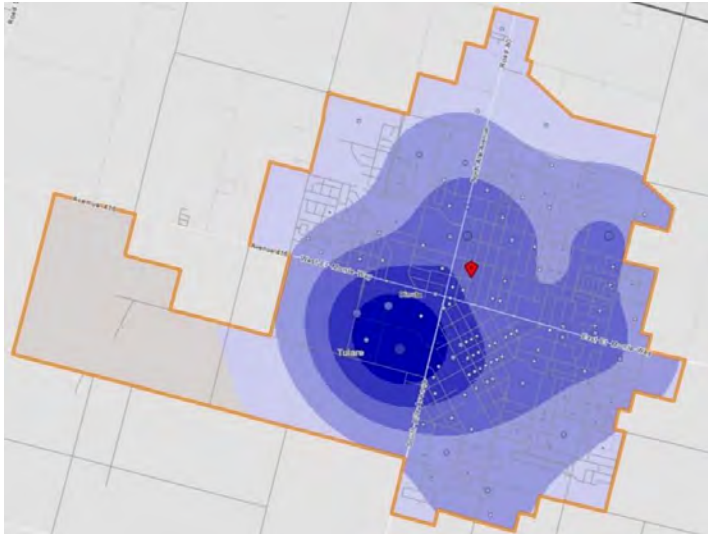
Economic Characteristics

The City of Dinuba shares a small regional economy with two other cities, Kingsburg and Reedley, that differs somewhat from the largely agricultural economy of the rest of Tulare County. With Ruiz Foods and Best Buy operating distribution centers in Dinuba, jobs in the city have shifted away from agriculture in recent years. Annual income per household in Dinuba tends to be somewhat lower than the rest of the county, and some 25% of households fall under the poverty level for the area.

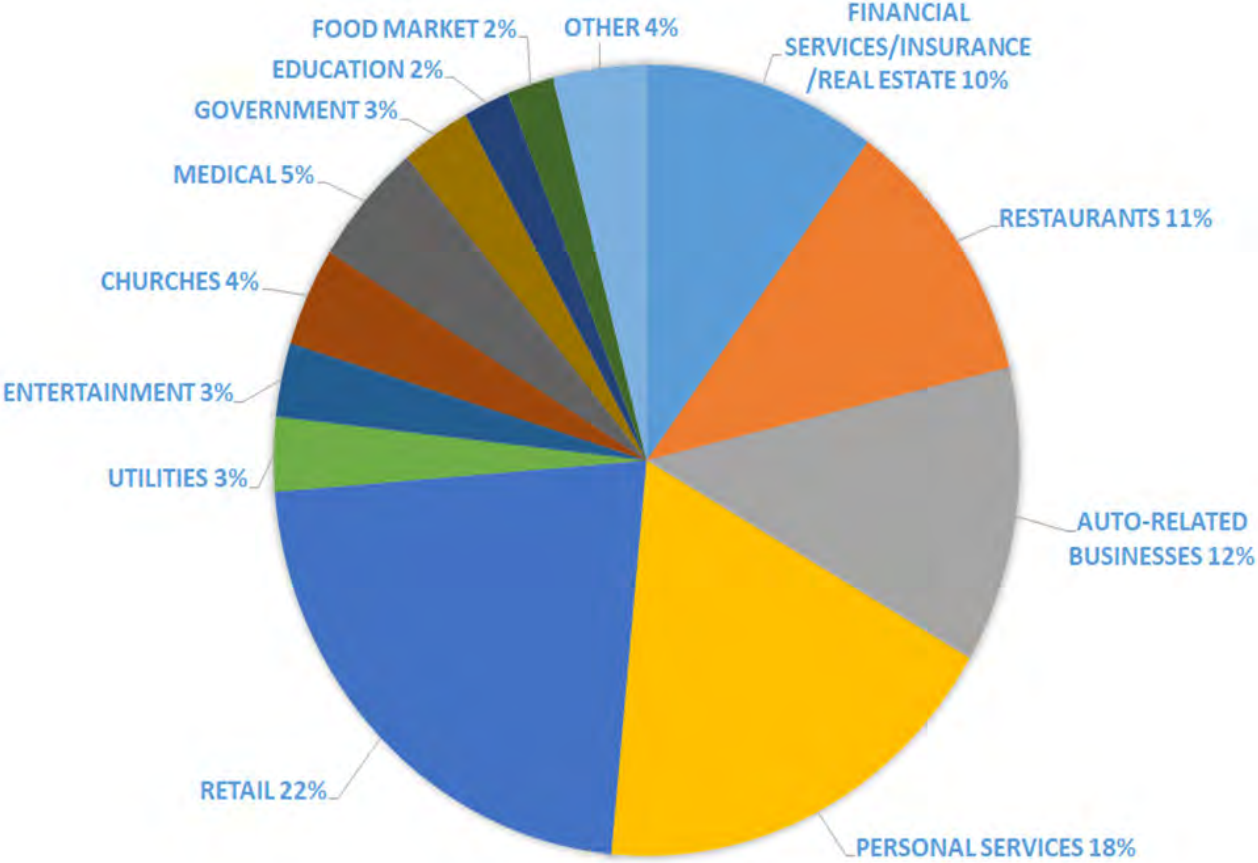
Dinuba's General Plan includes the objective to "Enhance the viability of the downtown and preserve its role as the heart of the community." Our data concerning specific economic sectors suggests several opportunities that can spur economic growth in the downtown area (Please reference Appendix 1 for a full list of divided by NAICS sector). With the highest job concentration in the City of Dinuba heavily skewed towards the Walmart shopping center, the downtown area should offer alternatives to the high-density

Appendix

commercial retail centered there. Areas for expansion in downtown could include vibrant businesses that provide services the Walmart center cannot provide, such as restaurants and entertainment, as well as public spaces that encourage usage. Currently, over half of the downtown businesses are either auto-related, retail or personal services. These types of businesses are part of what entices people to frequent downtown Dinuba and should not be disincentivized in order to promote other uses; rather, vacant or unused buildings can be renovated and desirable businesses promoted through additional incentives provided by the city.



DINUBA DOWNTOWN BUSINESS TYPES



Appendix

APPENDIX 2: Transportation and Circulation

Downtown Dinuba is dominated by automobile oriented infrastructure, although the city has plans to vastly improve active transportation (specifically cycling) infrastructure. While much smaller than its neighbors, Fresno and Visalia, the City of Dinuba has the advantages of being connected to the major roadways such as Highway 180, Highway 99 and Highway 198 which enables the community to rapidly connect with larger urban centers. Dinuba is serviced by both local (Dinuba Regional Transit Authority) and regional transit options (Tulare County Area Regional Transit).

This chapter aims to frame future opportunities to enhance connectivity such as the development of bicycling and walking paths/infrastructure, strategies to increase public transit ridership, and examine traffic impacts of near term and future projects that could affect traffic in the downtown corridor of Dinuba, including the future relocation of the high school. Collectively this examination will enable us to help prepare Dinuba for planning for the future of downtown development, with the goal of enhancing connectivity and mobility access across the city and beyond into the greater region.

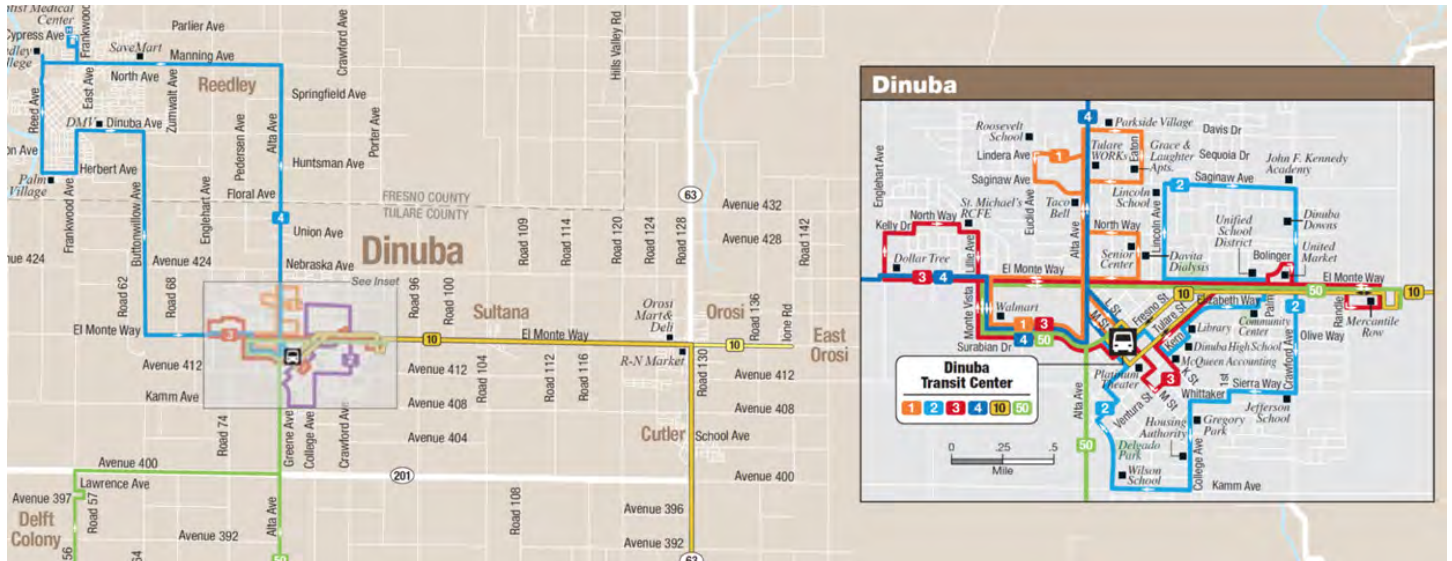


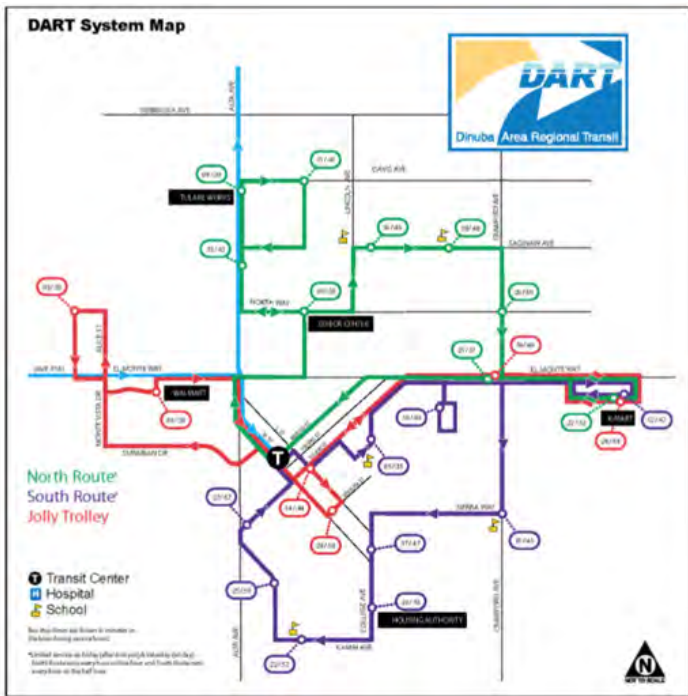
Figure 1: Map of Transportation in the Dinuba Region

Source: Tulare County Association of Governments (<http://www.tularecog.org/bustimes/>)

Public Transportation

The public transportation system in the City of Dinuba is operated by two transit services: Dinuba Area Regional Transit (DART) and Tulare County Area Regional Transit (TCaT). DART provides local transit services via the Flexroute, a combined fixed route and dial-a-ride service, and the Jolly Trolley, a free circulator service that takes riders to popular shopping locations. DART also provides a regional transit service via the Dinuba Connection, a route created in partnership with the Fresno County Rural Transit Agency (FCRTA) that circulates riders between the City of Dinuba in Tulare County and the City of Reedley in Fresno County. TCaT, the other regional transit service, serve the City of Dinuba via two routes: Route 10 which circulates between Visalia and Dinuba and Route 50 which circulates between Dinuba a communities to the southwest. All DART routes and inter-city TCaT routes begin and end at the Dinuba Transit Center, located just outside the Dinuba Downtown Core.

Appendix



Pedestrian Infrastructure

Presently, pedestrian facilities are limited to sidewalks, crosswalks, and pedestrian crossing lights. According to zoning laws, curb cuts and access ramps are required on any new construction in the City of Dinuba.

Bicycle Infrastructure

Currently, the City of Dinuba does not have designated bicycle routes. However, the Tulare County adopted the Regional Bicycle Transportation Plan in 2010, which guides the future of Tulare County towards serving cyclists through better infrastructure. This is of particular significance considering the present lack of bicycle lanes and bike racks in town. Included in the regional bicycle plan for Dinuba, are projects such as: the implementation of citywide bicycle parking, including bike racks on transit (which has been recently implemented) and an Avenue 416 Class II Bikeway between Dinuba and Orosi. Presently, cyclists largely use Road 80 or Alta Ave to travel north south, and J40 or Mountain View Avenue to travel east west throughout the city.

Figure 2: Dinuba Area Regional Transit Map
DART System Map - (<http://www.dinuba.org/services/public-services/public-transit>)

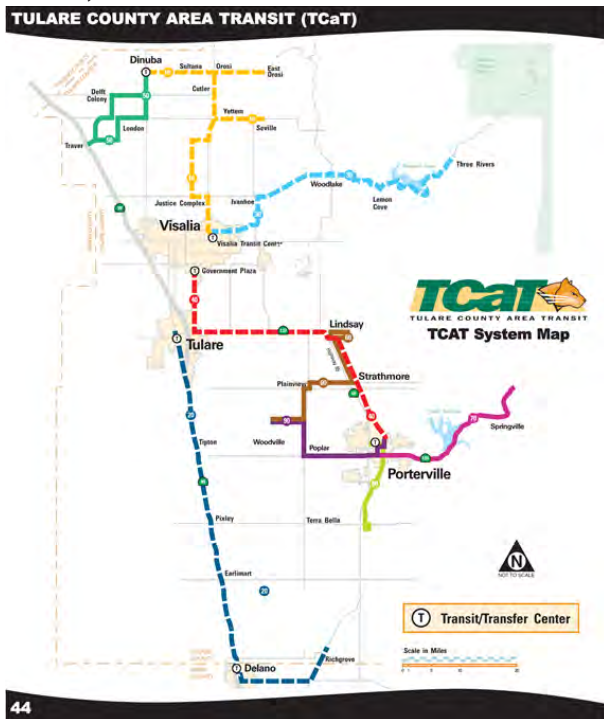


Figure 3: Tulare County Regional Transit Map
TCaT System Map - (<http://www.dinuba.org/services/public-services/public-transit>)

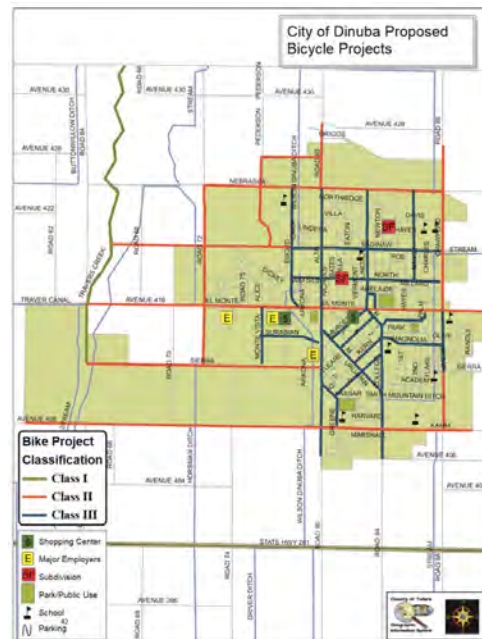


Figure 4: Proposed Bicycle Projects in Dinuba
Proposed Bicycle Projects in Dinuba (TCAG, Bicycle Plan 2010)



Appendix

Active Transportation Plan

In May 2016, the Tulare County Association of Governments (TCAG) adopted an Active Transportation Plan (ATP) to prioritize active transportation planning and infrastructure development for the upcoming years. Dinuba has seven (7) projects programmed in the ATP. These projects include:

1. Roosevelt Elementary School multi-use path: twelve-foot-wide pedestrian path and bicycle path to serve students who currently use a dirt road/trail
2. Safe routes to school-City of Dinuba project: sidewalk and curb ramp improvements on Crawford Ave from Sierra Avenue to El Monte Way and rectangular rapid-flashing beacons and other traffic control devices
3. Downtown sidewalk improvements: Sidewalk improvements on K Street between Kern and Tulare Streets; M Street between Tulare and Fresno Streets; and Uruapan Way from the soccer field to the Sportsplex
4. Ventura Street pedestrian path and railroad crossing: pedestrian path to connect residences west of San Joaquin Valley Railroad tracks to central Dinuba
5. Kamm/Greene intersection improvements: Safety improvements including installation of bulb-outs at both ends of the sidewalk, relocation of rectangular rapid-flash beacon, additional street lighting, signage
6. Citywide bikeway network: implementation of short- and medium-term projects, as seen in 2010 Bicycle Plan
7. Safe routes to school-Dinuba USD project: campaign by the school district to educate the public on bicycle and pedestrian safety and the benefits of physical activity through active transportation

Regional Connectivity

Dinuba is located in northwestern Tulare County, which is known as the largest agricultural-producing county in the world. Neighboring Fresno (to its north) and Visalia (to its south), Dinuba offers small town charm with grand regional connectivity. Dinuba is a place for which to explore National Parks and the rest of San Joaquin Valley. Dinuba is centrally located and is 200 miles south from San Francisco and 180 miles north of Los Angeles.

Major Highways Nearby

The City of Dinuba is bisected by two major county roads, Alta Ave (Rd 80) and El Monte Way (Rd 416). Alta Ave runs north and south that connects the City of Dinuba to Visalia and State Route 198 to the south and City of Reedley to the north. El Monte Way connects the City of Dinuba to State route 99, to the west, and the community of Orosi to the east. Highway 99, west of Dinuba serves as a major connector throughout the Central Valley and the greater San Joaquin Valley. Highway 180, north of Dinuba serves as a connector to the Kings Canyon National Park.

Appendix

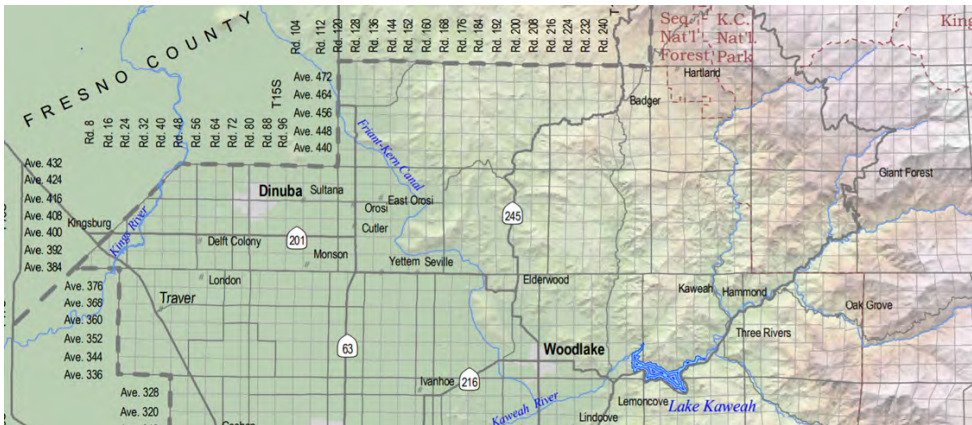


Figure 5: Major freeways into Dinuba - (Google Maps.com, 2018)

Parking

Currently, Dinuba has on-street, angle parking available in the downtown corridor and general on-street parking available throughout the city. According to the city's zoning ordinance, all commercial office uses within a parking district within the area designated as the downtown commercial business district by the general plan, one (1) parking space is required for each eight-hundred (800) square foot of floor area. The downtown is served by three parking lots that are, according to city officials, residents, and business owners, underutilized. In addition, much of the downtown angled parking has 2 hour limits. Often times, business owners park in these stalls, preventing customers from occupy the spaces.

Truck

Several trucking companies transport agricultural and manufacturing goods within the Dinuba area. Many of these companies are located within the city limits.

Rail

The railroad was a critical element in the development of Dinuba. They worked with Sanger and Reedley Boards of Trade to change the route of the Southern Pacific overland train running to Visalia to come up the line through Sanger, Reedley and Dinuba. Currently, rail freight service is provided along the San Joaquin Valley railroad (SJVR) lines that run through the city. Passenger rail service

is provided by Amtrak, with stations located in Hanford (southwest of Dinuba) and Fresno (north of Dinuba).

Air

Air passenger and freight service is available through the Visalia Municipal Airport and Fresno Yosemite National airport. Two smaller airfields are located east of Dinuba. These are sequoia field, located in Visalia, which is a county owned, public-use airport with general fixed base operators and private aircraft.

References:

- City of Dinuba General Plan Policies Statement. September 2008. Prepared by Quad Knopf. Submitted to City of Dinuba.
- City of Dinuba Municipal Service Review. June 2012. Prepared by Quad Knopf. Submitted to Tulare County Local Agency Formation Commission and the City of Dinuba.
- City of Dinuba Zoning Ordinance. September 2008. Prepared by Quad Knopf. Submitted to City of Dinuba.
- City of Dinuba 2014-2019 Transit Development Plan. August 2014. Prepared by TCAG. Submitted to City of Dinuba.
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- 2010 Tulare County Regional Bicycle Transportation Plan. September 2010. TCAG.
- <http://tularecounty.ca.gov/rma/index.cfm/documents-and-forms/planning-documents/need-a-map/base-map/>



Appendix

APPENDIX 3: Businesses in Downtown Dinuba Study Area

Businesses in the downtown were identified by looking at the downtown study area in Google maps www.maps/google.com and zooming into individual buildings in the study area. Data on each building was noted. Data on businesses was collection between April 2 – 11, 2018. The data was not cross-checked on site in Dinuba to ascertain if the establishments noted were actually open and operative. The list does serve to give an overview of business types currently established in Downtown Dinuba.

Summary of Establishment Types

Type of Establishment	Total.	Percentage
FINANCIAL SERVICES/INSURANCE/REAL ESTATE	10	10
RESTAURANTS	10	10.2
AUTO-RELATED BUSINESSES	12	12.2
PERSONAL SERVICES	18	18.3
RETAIL	22	23
UTILITIES	3	3
ENTERTAINMENT	3	3
CHURCHES	4	4
MEDICAL	5	5
GOVERNMENT	3	3
EDUCATION	2	2
FOOD MARKET	2	2
OTHER	4	4
Total Businesses	98	100

As the table indicates the retail businesses are the most prevalent in downtown Dinuba, followed by personal services, auto-related businesses, restaurants and financial services.



Appendix

Businesses in Downtown Dinuba Organized by Type

FINANCIAL SERVICES/ INSURANCE/REAL ESTATE (Total establishments: 10)

Bank of The Sierra
401 E Tulare St, Dinuba, CA 93618
(559) 591-6921
bankofthesierra.com

Bank of The West
345 E Tulare St, Dinuba, CA 93618
(559) 591-2115
bankofthewest.com

Bank of America Financial Center
240 E Tulare St, Dinuba, CA 93618
(559) 596-2000

H&R Block
125 E Tulare St, Dinuba, CA 93618
(559) 591-3790

MoneyGram
168 N L St, Dinuba, CA 93618
locations.moneygram.com
(559) 591-2916

Dibuduo & Defendis Insurance
Brokers
288 N L St, Dinuba, CA 93618
(559) 432-0222
dibu.com

Central Sierra Insurance Services
155 N K St, Dinuba, CA 93618
centralsierrains.com
(559) 596-1000

Farmers Insurance
164 N K St, Dinuba, CA 93618
farmers.com
(559) 591-3035

Rabobank
130 E Tulare St, Dinuba, CA 93618
(559) 591-1654
rabobankamerica.com

Newton and Sons Real Estate
170 E Tulare St, Dinuba, CA 93618
(559) 591-2500
newtonandsons.com

RESTAURANTS (Total establishments: 10)

Juanitos Express
335 E Tulare St, Dinuba, CA 93618
(559) 591-1240

Rodriguez Restaurant
308 E Tulare St, Dinuba, CA 93618
(559) 741-5883

Barbaras Sweet Endeavors
316 E Tulare St, Dinuba, CA 93618
(559) 591-4128

La Plazita Pasteleria
2304, 155 E Tulare St, Dinuba, CA
93618
(559) 595-1793

Super Tacos Taqueria y Mariscos
133 W Tulare St, Dinuba, CA 93618
(559) 591-8037

Ensenadas Restaurant
143 N L St, Dinuba, CA 93618
(559) 315-5197

Wimpy's Hanburgers
495 E Tulare St, Dinuba, CA 93618
(559) 315-5732

Dinuba Restaurant
189 S L St, Dinuba, CA 93618
m.zmenu.com
(559) 591-2032

Paleteria Penjamo
188 S L St, Dinuba, CA 93618
(559) 285-1117

Manzanitas Pupuseria
135 E Tulare St, Dinuba, CA 93618
(559) 596-0497

AUTO-RELATED BUSINESSES (Total establishments: 11)

Traffic School IBF
329 E Tulare St, Dinuba, CA 93618
(559) 595-9515

Precision Automotive
342 E Tulare St, Dinuba, CA 93618
(559) 591-1730

Beacon Gas Station
357 E Tulare St, Dinuba, CA 93618
(559) 591-1097

Virg Miller Auto Parts
2305, 230 E Tulare St, Dinuba, CA
93618
(559) 591-2286
virgmiller.com

Bass Mekanics Car Audio
128 W Tulare St, Dinuba, CA 93618
(559) 315-5423
bassmekanics.com



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Jim Manning Dodge Chrysler Jeep
194 W Tulare St, Dinuba, CA 93618
(559) 591-4910
jimmanningdodgechryslerjeep.com

Dinuba Auto Clinic
252 N L St, Dinuba, CA 93618
(559) 591-7667

Dinuba Glass
228 N L St, Dinuba, CA 93618
dinubaglass.com
(559) 595-1959

Technilube Tire & Auto
233 E Kern St, Dinuba, CA 93618
(559) 595-1803

Ramirez Car Wash
189 S K St, Dinuba, CA 93618
(559) 318-7460

Napa Auto Parts – Smith Dinuba
153 S K St, Dinuba, CA 93618
napaonline.com
(559) 591-3000

H&H Auto Sales and Repair
145 N J St, Dinuba, CA 93618
(559) 595-9435

PERSONAL SERVICES (Total establishments: 18)

No Limit Dance Studio
321 E Tulare St, Dinuba, CA 93618
(559) 591-5678

My Beauty Salon
322 E Tulare St, Dinuba, CA 93618
(559) 595-9441

C&S Laundry and Cleaners
267 E Tulare St, Dinuba, CA 93618
(559) 591-1792

Spot Barber Shop
141 E Tulare St, Dinuba, CA 93618
(559) 595-1823

Belle Couture Salon and Spa
139 W Tulare St, Dinuba, CA 93618
(559) 591-5500

Danny's Barber Shop
120 W Tulare St, Dinuba, CA 93618
(559) 591-5659

The Beauty Zone
165 E Tulare St, Dinuba, CA 93618
(559) 596-5324
beauty-zone-2.booksy.net

Kaye's School of Dance
181 S L St, Dinuba, CA 93618
kayemigakidance.com
(559) 591-2991

Qwik Pack and Ship
120 S K St, Dinuba, CA 93618
qwikpackshipdinubaca.com
(559) 591-7447

Alteration Delia's
136 E Tulare St, Dinuba, CA 93618
(559) 595-9122

Pose Salon
143 N L St, Dinuba, CA 93618
(559) 315-5197

Xcess Styles
119 E Tulare St, Dinuba, CA 93618
(559) 595-1990

Iron Grip Gym
175 N K St, Dinuba, CA 93618
irongripgym.org
(559) 591-5422

Makeup by Karen Anali
147 N H St, Dinuba, CA 93618
(559) 304-0471

Office Overload Printing
180 S K St, Dinuba, CA 93618
(559) 591-6700

Latino Service
461 E Tulare St, Dinuba, CA 93618
(559) 596-0960

Puppy Cuts - Pet Groomer
324 E Tulare St
Dinuba, CA 93618
(559) 591-3121

Little Cherubs Pre School Day
Care
182 S J St
Dinuba, CA 93618
(559) 591-6361

RETAIL (Total establishments: 22)

Big Discount Store
202 E Tulare St, Dinuba, CA 93618
(559) 596-0346

Serrano's Furniture Galleries
205 E Tulare St, Dinuba, CA 93618
(559) 596-0700
serranosfurnituregalleries.com

99 Cent Plus
171 E Tulare St, Dinuba, CA 93618
(559) 591-5556



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Dinuba Bike Parts
147 E Tulare St, Dinuba, CA 93618
(559) 591-4082

Don's Shoe Store
101 N L St, Dinuba, CA 93618
(559) 591-2010

Flower Box
101 S L St, Dinuba, CA 93618
(559) 591-7187

Dino's Bridal Creations
125 W Tulare St, Dinuba, CA 93618
(559) 595-9015

Pux Manina
142 E Tulare St, Dinuba, CA 93618
(559) 591-9889

Layla's Bridal
138 E Tulare St, Dinuba, CA 93618

El Palacio Furniture
149 W Tulare St, Dinuba, CA 93618
(559) 595-9537
elpalaciofurniture.com

Mega Video
180 W Tulare St, Dinuba, CA 93618
(559) 591-1555

Martha's Jewelry
110 N L St, Dinuba, CA 93618
(559) 591-3060

Design Furniture
176 N L St, Dinuba, CA 93618
(559) 595-9800

Dinuba Pharmacy
172 N L St, Dinuba, CA 93618
dinuba-pharmacy.com
(559) 725-4525

Modas Y Regalos De Lao
168 N L St, Dinuba, CA 93618
(559) 591-2916

Rodeo Wild West
113 N L St, Dinuba, CA 93618
(559) 591-2073

MetroPCS Authorized Dealer
125 N L St, Dinuba, CA 93618
metropcs.com
(559) 596-1066

Open Gate Thrift Shop
133 S L St, Dinuba, CA 93618
opengate-ministries.org
(559) 591-7232

Memory Lane Antiques
139 S L St, Dinuba, CA 93618
(559) 591-5120

Muebleria Mi Tienda
125 N K St, Dinuba, CA 93618

Dinuba Business Music and
Gospel
130 N L St, Dinuba, CA 93618
(559) 591-4232

Brainiax Personal Computers -
Internet Cafe
145 E Tulare St
Dinuba, CA 93618

UTILITIES (Total establishments: 3)

SoCal Gas
239 E Tulare St, Dinuba, CA 93618
(800) 427-2200
socialgas.com

Alta Irrigation District
289 N L St, Dinuba, CA 93618
(559) 591-0800
altaid.org

Pacific Gas & Electric
152 N K St, Dinuba, CA 93618
pge.com
(800) 743-5000

ENTERTAINMENT (Total establishments: 3)

PC Plus Internet Gaming Center
165 E Tulare St, Dinuba, CA 93618
(559) 591-1741

Dinuba Lanes
260 S L St, Dinuba, CA 93618
(559) 595-9083

Platinum Theaters
250 S M St, Dinuba, CA 93618
(559) 591-7469
platinumtheatres.com

CHURCHES (Total establishments: 4)

Apostolic Christian Center
200 S L St, Dinuba, CA 93618
apostolicchristian.org
(559) 393-5817

Church of the Nazarene
182 S J St, Dinuba, CA 93618
dinubanaz.org
(559) 591-0815

CWC Church
240 E Fresno St, Dinuba, CA 93618
cwcdinuba.com
(559) 591-0534



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Dopkins Dinuba Funeral Chapel
189 South J Street, Dinuba, CA
93618
dopkinschapel.com
(559) 591-1919

MEDICAL (Total establishments: 5)

Dinuba Medical Clinic
247 N L St, Dinuba, CA 93618
(559) 591-5650
dinubamedicalclinic.com

Farrell and Farrell OD
119 S L St, Dinuba, CA 93618
dinubaoptometric.com
(559) 591-2020

Mountain View Physical Therapy
165 N K St, Dinuba, CA 93618
(559) 591-2520

Dinuba Optometric Eyecare
204 N K St, Dinuba, CA 93618
(559) 591-1025

Dinuba Ambulance - Ambulance
Service
496 E Tulare St
Dinuba, CA 93618
(559) 591-5931

GOVERNMENT (Total establishments :3)

Tulare County Agriculture
289 S L St, Dinuba, CA 93618
(559) 591-5855

US Postal Service
222 S K St, Dinuba, CA 93618
tools.usps.com
(559) 591-1070

Dinuba Branch Library
150 S I St, Dinuba, CA 93618
tularecountylibrary.org
(559) 591-5829

EDUCATION (Total establishments: 2)

Dinuba Vocational Center
199 N L St, Dinuba, CA 93618
(559) 596-2170

LL Resources
146 N K St B, Dinuba, CA 93618
llresources.com
(559) 859-2266

FOOD MARKET (Total establishments 2)

Fresco Market
183 S L St, Dinuba, CA 93618
(559) 595-0500

Downtown Dinuba Market
217 S L St, Dinuba, CA 93618
(559) 591-3292

OTHER (Total establishments :4)

S Surabian and Sons
225 W Tulare St, Dinuba, CA 93618
(559) 591-4560

Dinuba Chamber of Commerce
210 N L St, Dinuba, CA 93618
dinubachamber.com
(559) 591-2707

Dinuba Sentinel
145 S L St, Dinuba, CA 93618
thedinubasentinel.com
(559) 591-4632

Alta District Historical Society
289 S K St, Dinuba, CA 93618
(559) 591-2144

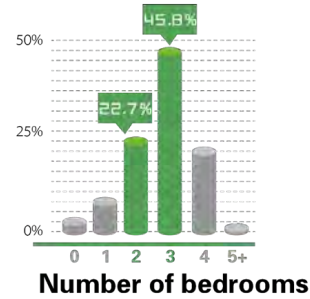
Appendix

APPENDIX 4: Housing

Average Household Characteristics

Dinuba is a family-oriented community, with 85% of all households in families with an average household size of 3.97 (ASC, 2016). This correlates well with the fact that 75% of the houses in Dinuba are detached single family homes, with the majority having 3 bedrooms or more. Over half of those in families have children under 18 years of age. These housing characteristics corroborate the demographic findings that show a bottom-heavy population pyramid, in which a majority of the population is under 25 years old. There is a high percentage of multigenerational living in Dinuba. Almost a third of all households have at least one member who is 65 years old or older.

Taking these key demographic characteristics into account, Dinuba's current housing stock seems to accommodate and respond to the needs of most of the population. But looking to the future, given emerging demographics and economic characteristics, the existing housing mix may need modification. An addition of rental and multifamily housing units may be needed.



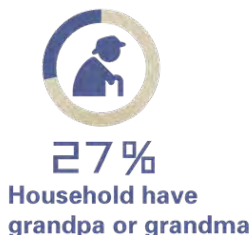
Housing Affordability

The median house or condo value in Dinuba is \$172,000.

The typical monthly rent is \$1025 for a 3 bedroom (ACS, 2014).

In Dinuba's Housing Element, these prices are shown to be on the higher end of affordability for those in the low-income group. However, these affordability ideals (30% of income or less on monthly house payments) were estimated using a median income of \$57,900, much higher than the actual median income of the city. Taking the average median income of \$38,008 in Dinuba, it is apparent that at least a third of all residents are overpaying on their mortgage and at least half of all renters are overpaying or are "housing burdened." (ASC, 2016).

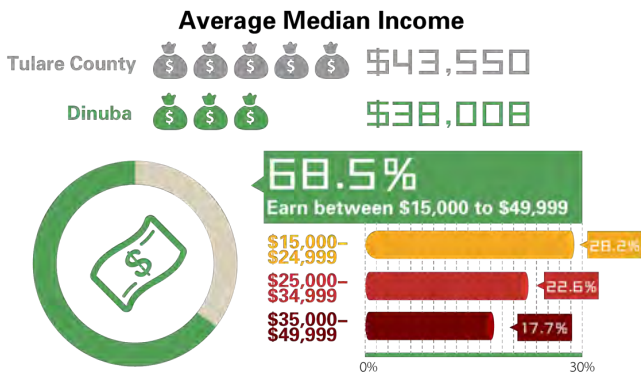
The average house in Dinuba is a detached single family home with 3 bedrooms.



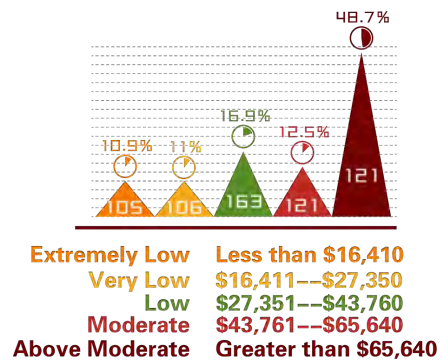
Appendix

Regional Housing Needs Assessment

The Housing Element addresses housing allocations by income levels by the Regional Housing Needs Allocation (RHNA). The Tulare County RHNA has allocated almost half of all new units be constructed for those in the above moderate-income bracket (above \$57,900). According to Tulare County RHNA, 40.4% of existing units within the county are considered affordable (can accommodate those in the low, very low and extremely low-income groups). For Dinuba, 42.4% of existing units were affordable in 2014. New housing unit needs were allocated to accommodate those in above moderate-income group, some 48.7% of the households, while 38.8% of units were allocated as affordable. Only 12.5% of all housing units will be for those with moderate income.



2015–2023 City of Dinuba RHNA Plan Income Groups Allocation



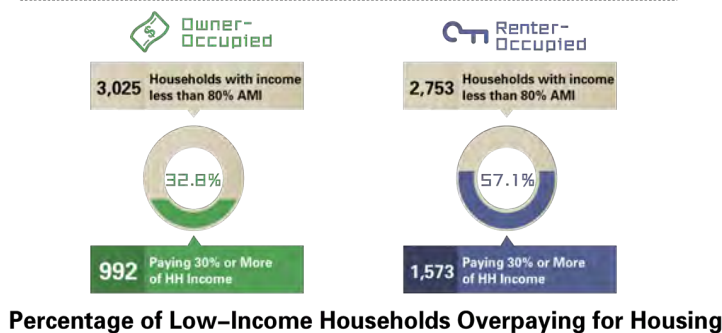
The targeted number of units designated by RHNA was 1,086, but only 525 were built. There is a production shortfall in the number of units needed versus the number of units actually constructed during 2009-2013.

The graphic below shows that 32.8% of owner-occupied households with below 80% of average median income (AMI) use 30% or more of their income towards housing costs, whereas 57.1% of renter-occupied households with the same financial background overpay for housing.

Income Type	Owner-Occupied			Renter-Occupied		
	Need	Built	Difference	Need	Built	Difference
Ex. Low	89	82	-7	56	69	13
Very Low	89	79	-10	55	65	10
Low	145	117	-28	91	93	2
Moderate	179	73	-106	112	73	-39
Above Mod.	585	210	-375	367	210	-157
TOTAL	1,086	561	-525	681	511	-169

Units Needed and Actually Constructed During 2009–2013

Source: City of Dinuba New Construction Need and Total Housing Units from January 1, 2001 to December 31, 2008



Appendix

Renter Owner Housing Balance

There is an emerging trend towards renting over ownership. In 2010, the split was 56.8% owner and 43.2% renters. By 2016, around 600 households shifted from owning to renting. The split became 48.2% owners and 51.8% renters. The city has attempted to implement a Homebuyers Assistance Program but has found that it is severely underutilized.



Around 600 households moved from owning to renting



Source: (ASC 2010, 5yr estimates)(ASC 2014, 5yr estimates)(ASC 2016, 5yr estimates)

Reference

City of Dinuba 2015-2013 Housing Element, <http://www.dinuba.org/images/pdf/Dinuba-Housing-Element-2015-2023-Web.pdf>

Development Impact Fees

According to the Housing Element, there was a huge drop in number of building permits issued ever since 2008, and the number has been stagnant for the past few years. There are two possible reasons to this phenomenon: abundant housing stock or high development impact fees. The number of housing units in Dinuba is 6,377 in 2014, while the number of households in Dinuba is 6,102. This indicates an ample housing supply and a low demand for more construction. On the other hand, it is also discussed in the Housing Element that developers are experiencing difficulty in creating housing stock in Dinuba due to high development impact fees. The cost to the development impact fees for single family residential projects in Dinuba is 1.7 times higher than Visalia's fee, and four times higher than Porterville's fee. The disparity between multi-family residential development is also strikingly high. For developers trying to build in the city, these fees could be a deterrent and barrier for entry into the housing market of Dinuba.

Cost to the Department Impact Fees for single family residential projects in other cities in the area



Dinuba's Development Impact Fee





Appendix

APPENDIX 5: General Plan

The City of Dinuba General Plan is the primary governing document for the region and contains goals, objectives, and policies that provide the overall framework of how to comprehensively plan for the City's future. The General Plan represents an agreement on the fundamental values and a vision that is shared by the residents and the business community of Dinuba and the surrounding area of interest. The General Plan is divided into nine separate Elements, including: 1) Land Use, 2) Circulation, 3) Open Space, Conservation and Recreation, 4) Urban Boundary, 5) Urban Design, 6) Noise, 7) Public Services and Facilities, 8) Safety, and 9) Housing. These Elements were reviewed as inspiration for the Downtown Dinuba Concept Design Plan. Of the nine Elements, Land Use, Circulation, Open Space, Conservation and Recreation, Urban Design, Safety, and Housing had the biggest influence on the design plans. The goals and objectives that pertain to Downtown Dinuba from these specified Elements are listed by Element, and the actions to achieve these goals and objectives are summarized.

1.0 Land Use Element

Goal: Preserve and enhance Dinuba's unique character and achieve an optimal balance of residential, commercial, industrial, public and open space land uses.

Objectives:

- Community Identity
 - Maintain and enhance Dinuba's physical diversity, visual qualities and small-town characteristics
 - Maintain the downtown core area (Tulare Street from "H" Street to "M" Street) as the City's geographic and social center
- Residential Land Use
 - Designated and allow for the development of a wide range of residential housing types in the City to meet the needs of all the City's citizens
- Commercial Land Use
 - Ensure the provision of adequate commercial shopping opportunities and office space locations to meet anticipated needs.
 - Enhance the viability of the downtown and preserve its role as the heart of the community.
 - Provide for the compatible integration of residential and commercial/office uses.
- General Plan, Zoning Consistency and Plan Administration
 - Establish a well-balanced mix of residential, commercial, industrial, and open space/public land uses which will create and maintain a high quality environment and a fiscally sound community.
- Public and Institutional Land Use
 - Provide sites for adequate public facilities to serve projected growth.

Inspiration:

During the design process, it was important that Downtown Dinuba maintained its small-town characteristics, while also promoting a variety of different land uses that draw people in both locally and regionally.



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Actions:

Improve signage, establish a wellness zone, integrate an arts corridor, provide space to concentrate government and professional activity, implement gateway improvements at northern entrance to Downtown, restore and preserve older buildings, create opportunities for commercial, retail, and office spaces.

2.0 Circulation Element

Goal: It is the overall goal of the City to design and maintain a fully integrated local network that provides for safe and convenient circulation using a variety of transportation modes.

- Street Improvements
 - Traffic Safety
- Alternative Transportation Modes
 - Promote the use of alternative modes of transportation.
- Bicycle Facilities
 - Encourage the use of bicycles as a viable means of transportation.
- Pedestrian Facilities
 - Provide a safe walking environment for pedestrians
- Parking
 - Promote a parking program that meets the needs of each land use type

Inspiration:

The Circulation Element calls for street improvements, including bicycle and pedestrian facilities and parking. The design concept plan integrated these objectives to promote a more walkable and bikeable Downtown Dinuba.

Actions:

Accommodate to all modes of transportation, activate alleyways, create pedestrian plaza, implement bicycle facilities, remove some angled parking and replace with parallel parking, create multi-level parking structure, capitalize on strong pavement conditions, improve connectivity to Railroad District.

3.0 Open Space, Conservation and Recreation Element

- Recreation
 - To provide recreational opportunities including local parks for all populations for the existing community, and projected population in future growth areas.
- Air Quality
 - Develop transportation systems that minimize vehicle delay and air pollution.
 - Encourage alternative modes of transportation including pedestrian, bicycle, and transit usage.

Inspiration:

The design plans included elements of open and recreational space for community members of all ages to enjoy. Working in tandem with the Circulation Element, the design plan promotes alternative modes of transportation both for a healthier community and to help reduce air pollutant emissions.



Appendix

Action:

Establish a wellness zone, promote outdoor activity, provide more shading, create pedestrian plaza, incorporate bicycle facilities, incorporate more green space.

5.0 Urban Design Element

Goal: It is the overall goal of the City to provide for the highest quality of development through the implementation of urban design policies and standards while allowing the private sector the design freedom to respond to market demand for size, character, theme and other variables of community design.

- Design Guideline and Development Review
 - Develop design guidelines and a development review process wherein the City and the private sector work together to achieve the General Plan vision of overall community design.
- Neighborhood Land Use Planning
 - Create livable neighborhoods incorporating a sense of place and connectivity to other neighborhoods and the remainder of the City.
- Multifamily Residential
 - Provide for multifamily housing that, regardless of size or number of units, are designed to integrate into the surrounding neighborhood.
- Commercial
 - Provide for commercial development that is designed to integrate into the surrounding neighborhood.
- The Downtown
 - New development in the downtown should reinforce the area's strong pedestrian-oriented shopping environment.
- Neighborhood Entries
 - Distinctive community character shall be defined through the use of entry points into neighborhoods. Monumentation at major intersections and overall wall treatment creates definition and provides a sense of belonging and direction.
- Landscaping and Fencing
 - Public and private development shall create a cohesive, complementary landscape design.

Inspiration:

In order to satisfy the Urban Design Element, the plans provide the highest quality design guidelines for both the public and private sector to use as reference when planning for the future. These plans focus on incorporating a variety of land uses in Downtown Dinuba; specifically, multi-family residential, commercial, office, and retail. Through exercised facades, complementary landscape design, pedestrian-oriented facilities, the concept design plans imagines a Downtown Dinuba that is both vibrant and walkable, while still maintaining its small-town feel.

Action:

Establish a dynamic and vibrant atmosphere, implement a facade program, activate alleyways, provide new housing stock with a variety of residential choices, create distinctive entrance into downtown, incorporate landscaping that multi-purpose, improve signage, increase shading, delineate space for pedestrian activity. Additionally these improvements include the implementation of a form based code that collectively creates a cohesive downtown design.



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8.0 Safety Element

- Maintain the economic well being of structures and prevent structural damage.
- Environment
 - Promote safety standards which maintain the physical environment.
- Flooding
 - Protect the lives and property of residents from the hazards of flooding.

Inspiration:

All of the design plans have the safety of all individuals occupying the downtown space in mind.

Action:

Take inventory of all existing buildings and their conditions, incorporate landscaping that protects against flooding, design comfortable and safe streetscape widths for all modes of travel, clearly delineate pedestrian and bicycle facilities, improve signage, increase lighting, add more shading.

9.0 Housing Element

- Goal 1: Develop through public and private channels sufficient new housing to ensure the availability of affordable housing for all households in Dinuba.
- Goal 2: Manage housing and community development in a manner which will promote the long-term integrity and value of each new housing unit and the environment in which it is located.
- Goal 3: Provide for a choice of housing locations for all residents.
- Goal 4: Maintain and improve the quality of the existing neighborhoods and housing stock.
- Goal 5: Promote equal access to safe and decent housing for all income groups.
- Goal 6: Promote energy conservation in all residential neighborhoods.

Inspiration:

In order to make Downtown Dinuba a vibrant and engaging focal point of economic vitality and social interaction, it is important that a variety of housing stock for all income levels be provided in order to attract more residents to live downtown.

Action:

Provide housing stock with a variety of residential options that cater to residents of all income levels, include complementary land use designations around new housing.



Appendix

APPENDIX 6: Form Based Code

The Form-Based Codes Institute (2006), defines form-based codes as follows:

“Method of regulating development to achieve a specific urban form. Form-Based Codes create a predictable public realm primarily by controlling physical form, with lesser focus on land use, through city or county regulations”.

A form-based code is suggested as an implementation tool for the Downtown Dinuba Concept Design Plan. It would regulate development to achieve the urban form which has been envisioned. A form-based code offers an alternative to conventional zoning regulation enabling a more fluid development and an integration of uses and form. A form-based code would also provide a guide to establish typologies for: buildings; frontage; civic spaces; and parking structures in the downtown, creating a cohesive urban design. A form-based code will help incorporate design and style into the buildings and the blocks of the downtown project area.

The form-based code created for the Dinuba Downtown was developed by integrating elements from multiple form-based codes adopted in cities throughout the United States. It accommodates use of a diversity of building types and includes guidelines for buildings heights, openings, and other characteristics that define form.

Form based codes offer an alternatives to zoning in addressing the challenges of deteriorating historic neighborhoods and the desire to develop a new, strategic, development that are in congruence with the existing traditional urban fabric and serves to augment it.



Appendix

Building Types

1. Townhouse

- a. Description
The Townhouse building type consists of attached structures with three or more dwelling units. A private open space in the form of small side or rear yard is included for each single unit. Townhouses are suitable for a medium density urban form in a location that transitions from a primarily single-family neighborhood into a neighborhood main street.
- b. Number of units
 - i. Units per building: 3-4
- c. Building size and massing
 - i. Height: Per transect zone standards
 - ii. Main body
 1. Width: 18' min.; 36' max.
 2. Depth: 80' min.
- d. Allowed frontage types:
 - i. Porch: Projecting
 - ii. Stoop
- e. Pedestrian access
 - i. Main Entrance Location: Front Street
 - ii. Each unit shall have an individual entry facing a street.
- f. Private open space
 - i. Width: 8' per unit min.
 - ii. Depth: 8' per unit min.
 - iii. Area: 100 sf/unit min.

Required street setbacks and driveways shall not be included in the private open space area calculation. Required private open space could be located in front of or behind the main body of the building.

- g. Parking
 - i. Parking spaces shall be located behind the main body of the building and may be enclosed, covered, or open.
 - ii. 2 maximum per dwelling unit.

2. Courtyard apartment

- a. Description
The Courtyard apartment building type is a medium- to large-sized structure that consists of multiple dwelling units accessed from a courtyard. Each unit may have its own individual entry or may share a common entry. This type is scaled to fit adjacent to walkable urban neighborhoods. It enables higher densities and may be stacked on top of commercial uses at the ground level. This building type includes a courtyard in the back of the building to provide open and recreational space for residents.
- b. Number of units
 - i. Units per building: 12 min.
 - ii. Stacked flat building per lot: 1 max
- c. Building size and massing
 - i. Height: 1 story min.; 3 stories max., and shall also comply with transect zone standards
 - ii. Main body
 1. Width: 100' min.; 200 max.
 2. Depth: 100' min., 200' max.
 - iii. No accessory structures are allowed.
- d. Allowed frontage types:
 - i. Porch: Projecting
 - ii. Stoop
 - iii. Forecourt
- e. Pedestrian access
 - i. Units shall enter from a courtyard or a street.



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- ii. Courtyards shall be accessible from ground-floor opening.
- f. Private open space
 - i. No private open space requirement
- g. Courtyard(s)
 - i. Width: 40' min.; 150' max.
 - ii. Width-to-Height Ratio: 1:2 to 2:1
 - iii. Depth: 40' min.; 150' max
 - iv. Depth-to-Height Ratio: 1:2 to 3:1
 - v. Area (Total): 400 sf min.; 50 sf/unit min.
- h. Parking
 - i. 2 maximum per dwelling unit.

3. Livework

a. Description

The live-work building type is a small to medium density attached or detached structure that consists of one dwelling unit above and/or behind a flexible ground floor space that can be used for residential or commercial uses. Each mixed-use unit has its own individual entry. This building type is typically located in transitional areas between mixed-use commercial centers and residential areas. It is especially appropriate for incubating neighborhood-serving retail and service uses.

- b. Number of units
 - i. Units per building: 2 max; both shall be used by same occupant
- c. Building size and massing
 - i. Height: 2 stories
 - ii. Main body
 - 1. Width: 18' min.; 36' max.
- d. Allowed frontage types
 - i. Forecourt
 - ii. Shopfront
 - iii. Terrace
- e. Pedestrian access
 - i. Main Entrance Location: Front street
 - ii. Ground-floor space and upper unit shall have separate entries
- f. Private open space
 - i. No open space is required
- g. Parking
 - i. No minimum parking requirement

4. Commercial Block

a. Description

The Commercial Block building type is a vertical mixed-use building with ground floor commercial or retail uses and upper floor commercial or residential uses. These building types are located in town centers and typically attached, intended to be the main building type of a downtown main street and being a key component to providing walkability. Commercial blocks may be owned by one individual or entity or divided into several individually-owned commercial and residential condos.

- b. Number of units
 - i. Units per building: 2 min.
- c. Building size and massing
 - i. Height: 2 stories min.; 5 stories max.
 - ii. Main body
 - 1. Width: Any buildings wider than 75' shall be designed to read as a series of buildings no wider than 75' each
- d. Allowed frontage types
 - i. Forecourt
 - ii. Shopfront



Appendix

iii. Terrace Shopfront

- iv. Gallery
- e. Pedestrian access
 - i. Main Entrance Location
 - 1. Ground Floor Units: Front Street with individual entries
 - 2. Upper Floor Units: Front or Side Street
 - f. Private open space

No private open space requirement

g. Parking

No minimum parking requirement; parking spaces may be enclosed, covered or open located in the back side of the building.

5. Structured Parking

a. Description

This is a multi-level parking deck that may take up all or a significant portion of a block. The structured parking may be stacked on top of commercial/retail uses

b. Building size and massing

- i. Height: 2 stories min.; 4 stories max.
- ii. Main body
 - 1. Width: 150' min.
 - 2. Depth: 120' min.

c. Allowed frontage types

Where an above-ground parking structure fronts a public street, the ground level shall be screened in such a way that cars are not visible from the street.

- i. Shopfront
- ii. Gallery

d. Pedestrian access

Pedestrian entries into the parking structure shall be clearly visible from the primary pedestrian paths of travel.

e. Private open space

No private open space requirement

f. Vehicle access

Vehicle entries into the parking structure shall be camouflaged among the ground-floor frontage. It may be tucked away in the alleyway to be less visible from the street-level.

6. Flex

a. Description

The flex building type is a small- to medium-sized structure, 1-2 stories tall, built on a large lot that incorporates surface or structured parking. It can be used to provide a mix of uses on the ground-floor level such as industrial, personal service, commercial or retail uses with upper-floor service or residential uses; or may be a single-use building.

b. Building size and massing

- i. Height: 1 story min.; 2 stories max.
- ii. Main body
 - 1. Width: 150' max

c. Allowed frontage types

- i. Forecourt
- ii. Shopfront
- iii. Terrace

d. Pedestrian access

Ground floor units may have individual entries along the front or side street.

e. Private open space

No private open space requirement

f. Parking

Parking spaces may be enclosed, covered or open.



Appendix

7. Civic Buildings

a. Description

Civic buildings contain uses of special public importance and may be located in any zoning district. They require special design standards as described below but should also be compatible with the surrounding context. Civic buildings may include, but are not limited to, municipal buildings, churches, libraries, schools, hospitals, and public recreation facilities. Museums may sometimes be considered civic buildings. Civic buildings do not include day care facilities, retail buildings, residential buildings, and privately-owned office buildings.

b. Placement

- i. There will be no minimum or maximum setback requirements for civic buildings. Instead it will be subject to the scale of the building and the adjacent build-to lines of private development. Emphasize on creating a visual emphasis on civic buildings and building to an appropriate level of visual importance.
- ii. Entrances should always be located on the most prominent facade(s). Avoid entrances that are at the rear or are visually concealed.
- iii. Buildings should be oriented toward the public realm (streets, squares and plazas) in a very deliberate way.

Civic Space Types

1. Pocket plazas

a. Description

Pocket Plazas are similar to the larger plazas. They are small scaled and create more intimate places for seating and provide a place for commercial and neighborhood activity. They can also be used to create a formal space in front of a building entrance.

b. Stormwater Management Techniques

- i. Porous Pavers and Landscaping
- ii. Min. Width 20'
- iii. Max. Width 50'
- iv. Acreage .1-1

c. Characteristics

- i. Open space
- ii. Trees and Planting
- iii. Formally disposed
- iv. Allowed/typical uses
- v. Active open space, seating, outdoor pavilions, Farmers' Market

2. Courtyards

a. Description

Courtyard Apartment building type consists of structure that contain numerous attached and stacked units, accessed from a courtyard or series of courtyards. This building type enables the incorporation of high quality, great designed density within a walkable neighborhood.

b. Open Space

- i. Width/Depth/height ratio- 1:1
- ii. Width/Depth 20' min
- iii. % of Width building 50% max
- iv. Edge of courtyard not defined by building shall be defined by 2-3' tall wall

3. Playgrounds

a. Description

Play grounds are open space designed and equipped for recreational use of children. They should be interspersed within residential areas so that every neighborhood has at least one playground. They should be protected from the street and be placed so that children do not



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have to cross major roads. Shaded areas and seating must be provided. Playgrounds can be included within larger parks and public spaces

- b. Character
 - i. Geared towards children
 - ii. No building frontage
 - iii. Protected from traffic
- c. Allowed/Typical use
 - i. Open space, low-impact civic uses, picnics, play structure, fountains
- d. Management Techniques
 - i. Porous pavers and landscaping

4. Parklets

- a. Description

Parklets are an innovative and cost-effective way to add public gathering space to public streets. They create streetscape enhancements and provide an economical solution for increased public open space. Parklets provide amenities such as planting, seating, public art. Parklets are typically funded and maintained by neighboring businesses, residents, and community organizations. Parklets are located in the parking lane adjacent to the curb designed as an extension of the sidewalk.
- b. Site selection
 - i. Should be located in a commercial corridor, community corridor, or activity center. Parklets should be located on streets with traffic speeds of 30 mph or less. They should not block access to public utilities, hydrants, alleyways or driveways. Can occupy between one and two parking spaces while the length should not exceed 32'.
- c. Character
 - i. planters/vegetation
 - ii. Street furniture
 - iii. Open space
- d. Allowed/Typical use
 - i. Outdoor seating/eating
 - ii. Active open space

5. Plazas

- a. Description

Plazas serve as open spaces available for commercial activities and civic purposes. Plazas add to the vibrancy of streets and create formal open spaces available for community activities. Building frontage or buildings on the back end should define these spaces. Landscape features should consist primarily of hardscape. If trees are to be included, they should be formally arranged, provide sufficient shade, and of appropriate scale. Casual seating with tables and chairs should be included for people who wish to have lunch and spend time in the plaza.
- b. Size and Location
- c. Min 40'
- d. Max width' 350'
- e. Acreage .6
- f. Character
 - i. Passive open space
 - ii. Trees and planting
 - iii. Hardscape
 - iv. Building on at least one side
- g. Typical uses
 - i. Passive/active Open space
 - ii. Civic Uses, outdoor seating, Public restrooms



Appendix

iii. Commercial uses,

Including Farmer's market

Frontage Types

1. **Porch: Projecting**

- a. Description: The main facade of the building has a small-to-medium setback from the property line. The projecting porch is open on three sides and has a roof form that is separate from the main house
- b. Size
 - i. Width, Clear: 8' min.
 - ii. Depth, Clear: 6' min.
 - iii. Height, Clear: 8' min.
 - iv. Finish Level above sidewalk: 18" min.
 - v. Furniture Area, Clear: 4' x 6' min.
 - vi. Path of Travel: 3' wide min.

2. **Stoop**

- a. Description: The main facade of the building is near the property line and the elevated stoop engages the sidewalk. Stairs from the stoop may lead directly to the sidewalk or may be side-loaded. This type is appropriate for residential uses with small setbacks.
- b. Size
 - i. Width, clear: 5' min., 8' max.
 - ii. Depth, clear: 5' min., 8' max.
 - iii. Height, clear: 8' min.
 - iv. Height: 1 story max
 - v. Finish Level above Sidewalk: 18" min.
- c. Miscellaneous
 - i. Stairs may be parallel or perpendicular to the building facade
 - ii. Entry door shall be covered or recessed to provide shelter
 - iii. Gates are not permitted
 - iv. Doors must face StreetSide

3. **Forecourt**

- a. Description: The main facade of the building is at or near the property line and a small portion is set back to create a courtyard space. Forecourts may be used in residential buildings to provide entry and/or shared garden space. Forecourts may be used in commercial and livework buildings to provide outdoor seating for restaurants and/or display of merchandise. This type should be used in conjunction with other frontage types.
- b. Size
 - i. Width, Clear: 12' min.
 - ii. Depth, Clear: 12' min.
- c. Miscellaneous
 - i. This type should be used sparingly and not be repeated along a frontage

4. **Shopfront**

- a. Description: The main facade of the building is at or near the property line and a canopy or awning element overlaps the sidewalk along the majority of the frontage. A canopy is a structural cantilevered shed roof and an awning is an often retractable canvas. Shopfronts have an at-grade entrance along the public way and are intended for retail or commercial use. This type should be used in conjunction with other frontage types.
- b. Size
 - i. Space between shopfront windows or doors: 2' max.
 - ii. Ground floor transparency: 75% min.
 - iii. Door recess: 5' max.
- c. Awning
 - i. Depth: 4' min.

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- ii. Setback from _____ curb: 2' min.
- iii. Height, Clear: 8' min.
- d. Miscellaneous
 - i. Residential windows are not allowed
 - ii. Operable awnings are encouraged; rounded and hooped awnings are discouraged

Landscape Standards

Street trees

Role of a tree plan is to establish a visual environmental order within the framework of downtown Dinuba. Street trees provide numerous cultural and environmental benefits for residents and visitors. The more obvious of these benefits is the spatial definition of the streets that is created by the continuous and regular spacing of trees close to the curb.

- a. Trees should be environmentally suitable: Trees that would thrive in the climate that pertains to Dinuba
- b. Trees that are proposed along streets should provide sufficient amount of shade for pedestrians
- c. Variety of trees: should encourage different types of trees such as color, smell, and physical appearance.
- d. Scale of trees: trees at maturity should begin branching above commercial signage and allow buildings to be seen through the canopy. Medium sized trees should be reserved for narrow streets and alleyways.

Primary or Secondary	Tree Type	Common Name	Botanical Name	Water Use
Primary	Native Tree	Madrone	Arbutus menziesii	Low
Primary	Tree	Nichol's willow leaf peppermint	Eucalyptus nicholii	Low
Primary	Tree	Canary Island Pine	Pinus canariensis	Low
Primary	Native Tree	Coulter Pine	Pinus coulteri	Low
Secondary	Shrub Tree	Bottle Brush	Callistemon citrinus	Low
Secondary	Shrub Tree	Mexican Redbud	Cercis mexicana	Low

Parking Standards

- 1. Number of parking spaces required
 - a. Ensure adequacy of available parking, but avoid an over-supply of parking
 - b. Residential
 - i. Townhome: 2 maximum per dwelling unit.
 - ii. Mixed residential: 1.25 per two-bedroom unit 800 sq. ft or less;
 - iii. 1.75 maximum per two-bedroom unit over 800 sq. ft.
 - iv. 2.5 maximum per three-bedroom unit over 900 sq. ft.
 - c. Office/Flex
 - i. 1/300 sq. ft.; or 1/400 with publicly shared parking
 - d. In Commercial/Mixed-use area:
 - i. Provide for flexibility in leasing of allowed uses.
 - ii. Support creation of Shared Parking to enable visitors to park once at a convenient location and to access a variety of commercial enterprises in a pedestrian and bicycle-friendly environment.

Appendix

2. Bicycle parking
 - a. Building projects shall provide adequate bike racks and/or storage areas for employees, customers, and residents
 - b. Should be located within 100 ft from the entry points to all buildings.
 - c. Bike racks should be easy to recognize and functional. Bike storage areas should be well lit.
3. Parking alternatives
 - a. Off-Site. Owner of parking may provide parking on other property within 600 ft of the site proposed for development. Owner shall provide a recorded parking agreement reflecting the arrangement with other site. The form agreement must first be approved by the city.
 - b. Part-time parking. When determined by the City Engineer, any requirements for off-street parking which generates a part-time parking demand may be decreased by not more than one-half of the required parking area when it can be shown that other off-street parking area equal to the amount of the decrease will be available when needed, within 600 feet of the site. However, such exception shall not apply to any use presently in part-time operation which can reasonably be expected at some future date to operate on full-time basis, or to any use which, in the opinion of the City Engineer, generates a large traffic or parking demand.
 - c. Downtown parking. Parking requirements in the Downtown specific plan district are governed by the Downtown Specific plan
4. Parking lot layout and configuration

Table 4.9: Minimum Dimensional Requirements ¹

Angle	Space Width (A)	Space Depth (B) ²	Space Length (C) ³	One-way Aisle Width (D)	Two-way Aisle Width (E)
Standard Vehicle					
Parallel ³	9'	9'	22'	12'	20'
30°	9'	18'	20'	12'	24'
45°	9'	20'6"	20'	14'	24'
60°	9'	22'	20'	18'	24'
Perpendicular	9'	18'	18'	24'	24'
Compact Vehicle ⁵					
Parallel ⁴	8.5'	8.5'	20'	12'	20'
30°	8.5'	15'6"	16'	12'	24'
45°	8.5'	17'	16'	14'	24'
60°	8.5'	18'	16'	18'	24'
Perpendicular	8.5'	16'	16'	24'	24'

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Appendix

APPENDIX 7: Community Survey

The Dinuba Community Survey was designed to obtain information from Dinuba residents about different aspects of their relationship to, and perceptions of, Downtown Dinuba. A total of 147 responses were received. Of these 27 % were collected face-to-face by the design team during a field on April 13th- to 14th 2018 to Dinuba and entered manually into the Survey Monkey site. (A Spanish translation of the Survey instrument was developed for use in the field.) 73 % were filled in on-line. Most response were received between April 9th and May 17th. The survey consisted of 24 questions.

Highlights of Responses to 24 Questions:

1. Over 70% of the respondents lived in Dinuba, many worked, shopped or came for services to the city downtown. (Q.1)
2. Few (6%) lived downtown, others lived around the city, some 36% north of downtown. (Q.2)
3. Although 22% said they rarely go to downtown 78% do visit the downtown at least occasionally, over 50% visit often. (Q.3)
4. Over 50% said that they would or would consider moving to new housing if it was built in downtown. Some 17% would prefer apartment dwellings, while the predominant preference was for detached or single-family dwellings. (Q. 4 &5)
5. What attracted most people to the downtown were: Restaurants, food, shops, banks and stores and deterred them were: not lack of - things to do, shops, businesses, stores and parking. (Q.6 & 7)
6. People mostly drive to the downtown, find it very easy to get there. (Q.8&9)
7. Satisfaction with the downtown was nuanced and is reflected in the responses received to Questions 10 & 11.
8. It appears that changes in offerings downtown such as restaurants, stores and housing could change perceptions of downtown as would more parking, lighting, signage and bike lanes. (Q. 12 & 13). Public spaces such as parks and plazas were also ranked high as attractors. (Q. 14). And favorite characteristics selected were: Murals, historic feel, old buildings, small town feel, and movie theater (Q.15).
9. Responses to questions related to family confirmed the demographic analysis that Dinuba is a family-oriented town and community involvement was around churches, schools, and youth-oriented sports activities.
10. Activities that respondents attend include Cinco de Mayo, summer night activities, Raisin Day, parades, rummage sale and car show. It appears that if there are activities offered in the downtown people do attend.

The survey instrument is attached as are summary answers to key questions.

Appendix



Dinuba Community Survey

Creating a Vision for Downtown Dinuba: See. Share. Shape.

The City of Dinuba has partnered with graduate students in the City and Regional Planning program at Cal Poly to improve its downtown. Please assist us in designing the future of downtown by sharing your thoughts and visions for the area by completing this survey.

1. What is your connection to Dinuba? Check all that apply.

- I live here
- I work here
- I shop here
- Other (please specify)
- I eat here
- I use services here
- Not Applicable

2. If you live in Dinuba, where is your residence?

- Downtown
- North of Downtown
- South of Downtown
- Other (please specify)
- West of Downtown
- East of Downtown

3. How often do you go to downtown?

- Every Weekday
- Every Weekend
- Often
- Occasionally
- Rarely



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4. If new housing were to be built in downtown Dinuba, would you like to move there?

- Yes
- No
- Maybe

5. If new housing was built in downtown Dinuba, which type of building would you prefer?

- Single-family detached house
- Single-family attached (i.e. townhouses, terrace houses)
- Building with 2-9 apartments
- Building with 10-19 apartments

6. What most attracts you to go to downtown Dinuba?

7. What most deters you from going to downtown Dinuba?

8. What means of transportation do you usually use to get to downtown Dinuba?

- Walk
- Carpool
- Public Transit
- Bicycle
- Personal car
- Other (please specify)

9. How easy or difficult is it to get to downtown?

- Very easy
- Difficult
- Easy
- Very difficult
- Neither easy nor difficult

Please explain your response.

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10. How satisfied are you with downtown Dinuba, overall?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

11. How satisfied are you with specific elements in downtown, as provided below:

	Satisfied	Neutral	Dissatisfied
Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places To Eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places To Shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety From Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk Conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Which **business options** do you feel would improve Dinuba's downtown? **Choose two items.**

- Restaurants and cafes
- Local grocery store
- Retail stores and shops
- Downtown housing
- Healthcare services
- Professional offices

13. Which **transportation options** do you feel would improve Dinuba's downtown? **Choose two items.**

- Bike lanes
- More public transit options
- More parking
- Better sidewalks
- More streetlights
- Better signage

14. Which **public space options** do you feel would improve Dinuba's downtown? **Choose two items.**

- Parks and playgrounds
- Hiking and biking trails
- Trees along sidewalks
- Community plaza
- Active alleyways



Appendix

15. What is your favorite characteristic of downtown Dinuba?

16. What is your least favorite characteristic of downtown Dinuba?

17. What buildings, streets, and places in downtown are most memorable?

18. Is there anything else you would like to let us know about downtown Dinuba?

19. What is the size of your household?

- 1
- 2-3
- 3-4
- 5+

20. Are there any children in your household?

- Yes
- No

21. List community groups you are involved/affiliated with (i.e. church groups, leadership/volunteer organizations, school councils).

22. List the community events you go to in Dinuba (e.g. Summer Night Lights, Fall Harvest Fling, Rummage Sale, etc.).

Thank you for taking the time to complete this survey. Your thoughts and concerns are greatly appreciated and will be taken into consideration throughout the planning process for Dinuba's downtown.



Appendix

APPENDIX 8: Business Survey

The Dinuba Business Survey was designed to obtain information from Dinuba businesses about different aspects of their relationship to, and perceptions of, Downtown Dinuba. Most of the 28 responses received were collected face-to-face by the design team during a field on April 13th- to 14th 2018 to Dinuba. This data was entered manually into the Survey Monkey site April 17th to 19th 2018. Some business owners also took the survey online.

Narrative, anecdotal, information was also collected by the design team which is summarized in summary transcripts of interviews in Appendix 9: Interviews.

The survey consisted of 24 questions. Key responses are summarized in Sites and Context Assessment chapter, section 6. Business Survey. A detailed online database of existing businesses in the Downtown and a table of the category of businesses represented can be found in Appendix 3.

Additional Insights:

1. Over 86% of the of the businesses were located in Downtown Dinuba. Most of the respondents were owners or managers.
2. Most of the business owners lived in Dinuba (71%), but only one lived downtown, and the only one to walk to work.
3. A number of businesses (43%) were relatively new, having opened in the last five years, the rest have been in business for upto ten years (21%) or more than ten years (36%).
4. Almost two thirds own their place of business (39%) the remaining (61%) lease their spaces. Most (83%) find their downtown location to be beneficial for their business.
5. Activities that respondents attend include Cinco de Mayo, summer night activities, Raisin Day, parades, rummage sale and car show. It appears that if there are activities offered in the downtown people do attend.

Appendix



Dinuba Business Survey

Creating a Vision for Downtown Dinuba: See. Share. Shape.

Thank you for taking the time to take this survey. We are graduate students from the City and Regional Planning Department, California Polytechnic State University, San Luis Obispo. We are studying the redevelopment potential of Downtown Dinuba. This survey is to gather the preferences and concerns of the business community and will help us in developing a vision for Downtown Dinuba.

The survey should take approximately 10 minutes of your time. Please answer all questions that apply to you. Thank you for your participation.

1. Type of Business:

2. Is your business located in Downtown?

- Yes
 No

3. Approximate Square Footage of Storefront/Space:

4. Name of Respondent (optional):

5. What is your job/role in your business?:

6. Do you live in the City of Dinuba?

- Yes
 No



Appendix

7. If 'Yes' to Question 6, do you live in Downtown?

- Yes
- No

8. If 'Yes' to Question 7, do you walk to work?

- Yes
- No

9. If 'No' to Question 6 or 8, then how do you commute to work?

10. How many years have you been in business here?

- Less than 5 years
- 5 to 10 years
- More than 10 years

11. Do you own or lease the property where you business is located?

- Own
- Lease

12. In general what groups do you service? Check all that apply.

- High School Population
- Young Adult Population
- Middle Aged Population
- Senior/Retired Population

13. If the high school is relocated to the Southwest side of town, as has been proposed, will this move affect your business?

- Yes
- No

Please explain why.

Appendix

14. If you are located in the Downtown, is this location beneficial to your business?

Yes

No

If yes, what aspects of downtown benefit your business? If no, what are some challenges for your business in downtown? (i.e. proximity to public spaces, nearby businesses, types of businesses downtown, vehicle/pedestrian traffic)

15. Are there transportation related challenges for businesses located downtown, such as lack of parking, traffic congestion, or lack of access to public transit? Please explain.

16. What type(s) of businesses do you feel Downtown Dinuba needs? Check all that apply.

Restaurants/eateries

Retail Shops

Banks/Economy

Health & Wellness (Spas)

Grocery

The following questions ask about possible improvements that could be implemented in the Downtown area.

What downtown improvements could help businesses thrive?

Check as many items of improvement as you think are pertinent to each area of interest (Circulation, Safety, Housing, etc.).

17. CIRCULATION (Movement of vehicles and pedestrians)

	Parking Lots	Traffic	Traffic Signalization	Street Signage	Public Transportation	Bike Lanes
Circulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix

18. SAFETY

	Street Lighting	Street Crossings / Intersections	Security Enforcement
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. HOUSING

	Affordable Housing	Multi-family Housing	Single-family Housing
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Economic Development

	Food Uses	Retail Uses	Tourism Accomodation	Office Uses	Manufacturing Uses
Economic Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. OPEN SPACE (Parks and Preservation)

	Parks	Civic Centers	Recreation Centers	Public Squares	Historic Preservation	Trails	Active Alleyways
Open Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. STREETScape

	Landscaping	Wider Sidewalks	Benches
Streetscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. What other suggestions do you have for improving Downtown Dinuba?

Thank you for taking the time to complete this survey. Your thoughts and concerns are greatly appreciated and will be taken into consideration throughout the planning process for Dinuba's downtown.



Appendix

APPENDIX 9: Interviews (Business Owners and Residents in Downtown Dinuba)

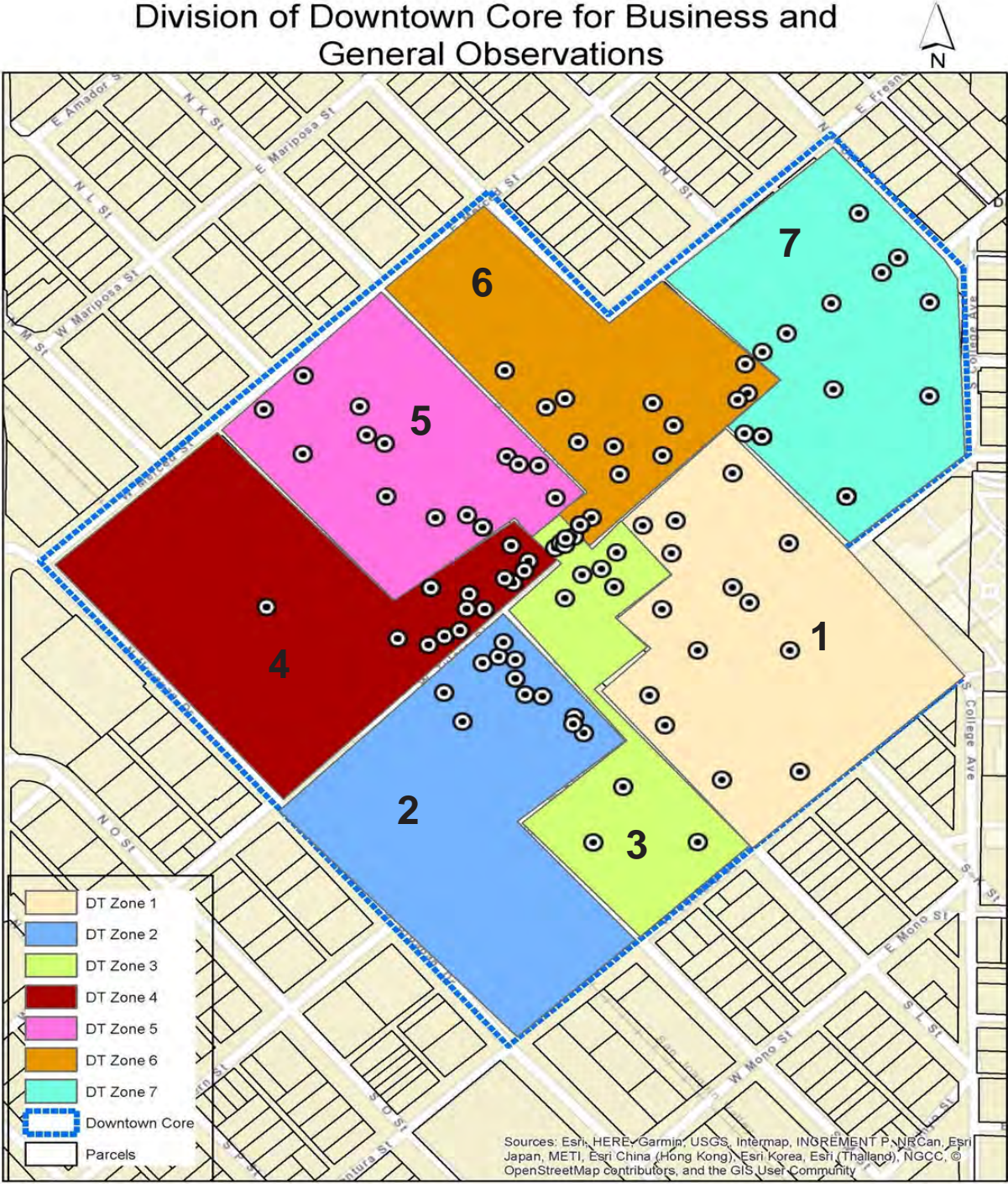
The design team completed in-depth conversations and interviews with the residents and business owners they met as they executed physical lot-by-lot surveys in the downtown (map 1) and windshield surveys around downtown (map 2). Survey teams of two were assigned to the seven zones indicated on these maps. Map 1 provides the location of businesses that were identified and listed in Appendix 1.

Summary transcripts of the interviews provided in this appendix, attempted to highlight perspectives of, and the needs and desires of individuals in Dinuba. These are not statistically representative, sampled interviews. They reveal unique, individual, personal experiences and thoughts about Dinuba from the perspective of residents, business owners, and, workers about the kind of improvements that they think are needed in the downtown.

Interviews were open ended and the length of conversation varied and depended on context and on the team and respondent interaction. Documentation was in the form of notes taken in the field and transcribed during the data analysis sessions that followed the site visit to Dinuba. The intent in the documentation was to capture anecdotal highlights of each interview that might serve to inform the concept designs for particular areas of the downtown.

Appendix

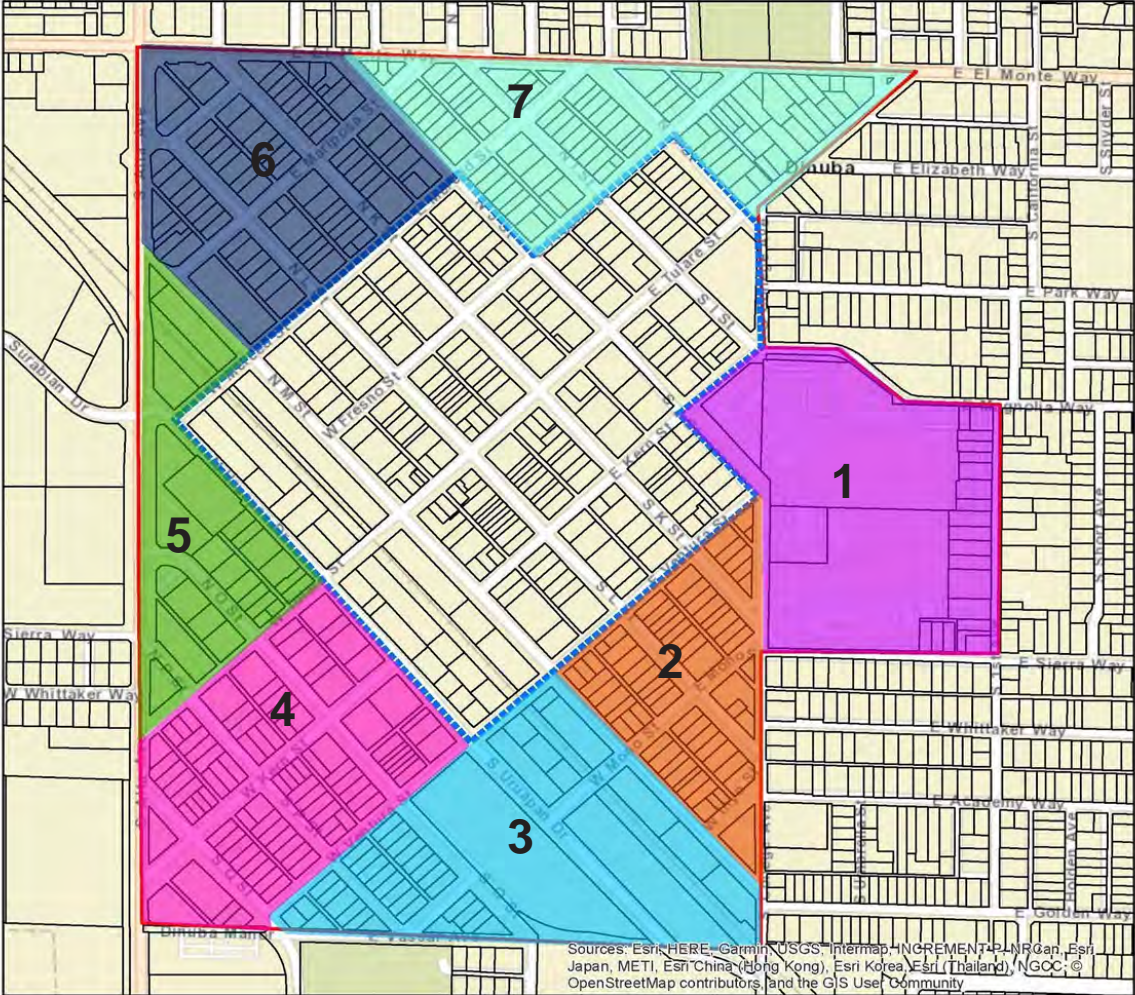
Division of Downtown Core for Business and General Observations



Map 1: Location of Businesses in Downtown and teams survey zones.*
*Note the clustering of businesses around Tulare, L and K streets. Zone 8 was in the Walmart area.

Appendix

Windshield Survey Zones



Notes:

- Zone 7
- Zone 6
- Zone 5
- Zone 4
- Zone 3
- Zone 2
- Zone 1
- Downtown Core



Map 2: Windshield Survey Zones to identify characteristics of neighborhoods around the downtown. Summary of Interviews and Transcripts



Appendix

DT ZONE 1

We had trouble finding English speaking businesses within our area that were willing to spend the time to fill out a survey. We spoke with two members of the community and two business owners. The community members we spoke to were overall pleased with the city. Two of the four had suggestions that we could integrate into our downtown plan including more family-friendly activities such as parks and sports facilities. The other two were happy with downtown Dinuba just the way it was. The business owners were somewhat apathetic regarding the survey but admitted that the city could do more to assist them in improving revenues. They thought that more businesses could help improve foot traffic that would ultimately roll over into their shop.

Resident 1:

This person was unable to read and so the survey team read questions to her. Overall, she was pleased with the city and had no specific complaints. She lives and shops in downtown Dinuba and had lived there since her kids were young. She goes downtown every weekend, typically for events and food. She would like to live in new housing downtown if it were built. She did not specify any preference for the type of housing. She said “nothing” deters her from going downtown. She walks and says it is easy to get to the places she wants to go because she lives close by. She answered “satisfied” to all the specific questions we had in the survey. She feels that a better variety of restaurants and retail, as well as better sidewalks and more street lights would improve Dinuba’s downtown. She would like to see more parks and playgrounds, trees, a community plaza and active alleyways. Her favorite characteristic of downtown is that she can walk there. She frequents the entertainment plaza and doesn’t stray too far from there. She has five members in her household. Her kids have grown up and moved out. She goes to any and all of the community events and was attending the rummage sale when interviewed.

Resident 2:

The resident has lived in Dinuba for approximately fifteen years. She mostly goes to restaurants in downtown but also attends some events. She has very little problem getting downtown. She is pleased with the downtown area but feels they can make improvements to the aesthetics and by filling vacant buildings and lots. She would like to see more diverse businesses, especially restaurants. She said she drives to Visalia when she gets bored of the restaurants in downtown Dinuba.

Resident 3:

- Has lived in Dinuba his whole life and currently lives with his mom/family (6 people in household)
- Lives and works in downtown
- Walks to downtown every day (feels it is easy to walk to downtown)
- Likes visiting downtown to shop and eat
- Seems fairly satisfied with downtown overall
- Only critique of downtown: needs more parking

Resident 4:

- Has lived in Dinuba for 19 years (born and raised in a nearby town) and moved to Dinuba because it is where her husband has lived his whole life
- Visits downtown every weekday (works in downtown)



Appendix

- Enjoys participating in all of the city's events
- Wishes there were more parks and playgrounds (feels there is not a place she can take her kids to play)
- Playgrounds/parks need lighting (for use at night)
- Need more sports facilities, current facilities fill up fast
- Wants places for children and young people to gather and hang out

Business Owner 1:

This business owner owns a 1200 square foot convenience/clothing/everyday items store located in the downtown area. He lives in Dinuba but not in the downtown. He drives to work. He has been in business for approximately six months and leases the property. His frequent customer base is young adults through seniors. The high school relocation will not affect his business because those customers are not his main base. The downtown area is beneficial to his business because people go to the ice cream shop close by and stop in his store on the way. He cites no transportation issues. He feels a better variety of restaurants would benefit downtown Dinuba. He had no opinion on any areas of improvement, except that he would keep the wider sidewalks and bulb outs because they facilitate walkability. A customer came in halfway through our interview and seemed to be good friends with the owner. From this I surmised that personal relationships are important to business vitality in the downtown area.

Business Owner 2

- Feels there is a lack of parking
- Wants more businesses to be in downtown to attract people to go there, but is difficult because businesses will not come unless there are already people there

DT ZONE 2

Interviews were of people met while walking down the two major corridors within the zone 2 specifically those on L, M and Tulare St. Interviews of businesses were on the L street corridor. A large part of Zone 2 is light industrial and automobile industry-based. Most of the businesses in that area were closed. Interviewing businesses on L street was difficult because some of them were participating in the rummage sale that day. Generally, interviewees indicated that they see Dinuba as a community with a lot of potential to be a more vibrant and lively. They were overall open to the design team providing input reshaping their downtown.

Resident 1: Longtime senior female resident of Dinuba

Because she is such a longtime resident of the city, this person explained how she had seen Dinuba change throughout the years in a number of ways. In terms of career, this woman was a school teacher at the elementary school in Dinuba. Having spent virtually her entire adult life in Dinuba, she described how big stores such as Sears were formerly in the town and had a significant presence within the city that provided a sense of vibrancy to the Downtown. She hoped taxes would not be raised as a result of proposed downtown improvements and the design team's vision plan. She noted the issue of crime in Dinuba. Crime has become an issue for her, she feels it has worsened in Dinuba. She is an active member of the community in numerous different events. She was extremely passionate about the upcoming Relay for Life which she was instrumental in planning. She contributes her free time to a number of other community organizations.



Appendix

Resident 2: Former councilman and owner of a thrift shop on L St.

One of the most interesting exchanges the team had during our field work was on L St. We were approached by a man in an electric wheelchair had asked if we were Cal Poly students and about the project we were working on. He told us that he was a former councilman and active politician in the City. During his tenure on City Counsel he described how the Redevelopment Agency (RDA) funds that Dinuba was allotted were used to bring Dinuba residents into the design process. He also described projects that were similar to the one the design team was working on. He appreciated the work that we were doing. He told us he had purchased the thrift store building as a gift for his daughter. This storefront is still operating and is undoubtedly one of the mainstay buildings on L St. This conversation how engaged longtime residents of the city are. They have seen the city go through unique ebbs and they have insights that are rich and informed.

Resident 3: Community member who attended public meeting at Vocational Center

This person is young, having just graduate from San Jose State University and moved back to Dinuba. She is a lifelong resident of Dinuba, one who was born, raised, and lived in different parts of Dinuba. She is currently an employee of a non-profit in nearby Visalia. She said she was interested in having reserved spaces for local non-profits, especially those that can serve the homeless population such as a homeless shelter. As a young adult she is also interested in seeing more entertainment options in downtown, since she feels that the cinema is not enough to make her and her friends want to hang out in downtown Dinuba. She said that when community events are scheduled there is always a huge turnout, indicating the community's desire to participate in more local events and the need for more public space for these to take place in.

Resident 4: Community member who was enjoying pastries outside a Mexican Bakery

This person has a distinctive perspective of Dinuba as a pedestrian, because she has a disability that prevents her from obtaining a driver's license. According to her, downtown Dinuba is very walkable, with the main services and shops she visits in proximity to each other. She also is a frequent user of the Jolley Trolley, specifically when she needs to go to Walmart, since it is free and has reliable service. She seemed pretty content with the current state of downtown Dinuba. She did not select a specific type of businesses that needs to be added. One aspect of the urban environment she did want additions to was open / public space. She wished there were more parks or playgrounds where she could bring her grandchildren to and spend time in. She also foresaw the need for youth centers as they grow older and wondered if it was possible to bring in organizations such as the boy scouts.

Business 1: Employee at the Flower Box (a local Flower Shop)

The Flower Box in Downtown Dinuba has one of the most significant building footprints on the L St. corridor. This interview was somewhat rushed as the store was very busy because of preparations for the upcoming Dinuba High School prom. The employee interviewed expressed interest in our project. With the Dinuba Flower Box being in such a central location it is greatly patronized by the Dinuba community. The respondent selected different eateries and park space as things she identified as needed in the downtown. She was also interested in activating the wide sidewalks particularly the one that exists on the corner fronting the Flower Box.



Appendix

Business 2: Manager of a popular thrift store on L Street

The manager had strong opinions about parking. She wasn't aware of the public parking lot behind her store before she started working at the thrift store. As such, she recognized the need to highlight location of public parking lots and the paths connecting them to the main shopping area. She mentioned that only half of her staff lives in Dinuba, and the rest lived in Reedley or Visalia. Because the thrift store has been in the same location since the 70s it is a very popular store for the local community, in particular the elderly and mature adults. There are also overflow customers from the ophthalmologists' office next door that frequent the store while they are waiting there. She did not think the relocation of the high school will hurt her business too much, because high school students are not their primary customers. However, she agrees that downtown Dinuba will benefit from more restaurants offering diverse cuisines.

DT ZONE 3

Residents Summary:

Generally, survey respondents and individuals that spoken to were connected to downtown Dinuba in some way; many people had lived and worked in Dinuba for many years, while some exclusively used Dinuba as a means to go shopping or use services in the downtown core. Most respondents live North of Downtown Dinuba, however, one respondent was from Fresno. How often people went downtown ranged from often to rarely. Responses suggest that the limited amount and variety of businesses deterred people from using the downtown more often. Most respondents were active in the community and involved in some group or organization specific to Dinuba. Half of the respondents expressed no interest in moving into housing downtown were it to be built while the other half were mixed, and somewhat interested in new housing for Dinuba. Most people preferred single-family attached housing to be built in downtown Dinuba, however, other respondents expressed interest in single-family detached homes and buildings with 10-19 apartments. Both survey participants and conversations with community members indicated that the size of households in Dinuba were relatively large. In general, the size of households ranged from 3-4 to 5 or more. Notably, all households had children that lived at their residence.

Most respondents were attracted to services and retail shops in downtown Dinuba. Conversely, some individuals mentioned that there were not enough businesses to attract people to downtown. In addition, others mentioned parking as a main deterrent. In general, most people relied on their personal vehicles to access downtown. People found it very easy to access downtown and did not seem to have strong feelings when discussing their level of satisfaction with downtown. People were indifferent to or somewhat satisfied with the current state of downtown Dinuba. They were most dissatisfied with the lack of parking, places to eat, and places to shop. However, they were generally satisfied with the transportation elements in downtown. People wanted to have more professional offices, restaurants, and retail stores and shops in the downtown core. Many community members mentioned that the fact that they would like to see more restaurants and retail shops that offered a variety from which they could choose. Furthermore, local residents wanted more parking options and better signage. Participants also expressed concerns regarding the level of crime within the area.

Respondents felt that more parks and playgrounds as well as more trees along sidewalks would improve downtown Dinuba. They expressed dissatisfactions with the amount of vacant buildings, lack of businesses, and congested parking.



Appendix

Business Summary:

The businesses surveyed are all located in Downtown Dinuba and vary in by business type and square footage. Most respondents were business owners, however only half live in the City of Dinuba; those who lived in the City did not live in the downtown core and no respondent chose to walk to work. In fact, all business respondents use their personal automobile to commute to work. Half of the businesses owned their properties while the other half leased. They mainly service the middle-aged and senior/retired populations; these responses support our discussions with high school students and city officials who said the downtown was not a main destination for the younger population, especially on weekends. Conversely, the businesses that also service high school students expressed concern that the relocation of the high school will take away the business they have from students at lunchtime and after school. These businesses believed their downtown location to be beneficial; however, all agreed that there was a lack of parking and that downtown businesses would thrive if parking lots and street signage were improved. Respondents felt that more retail uses, such as restaurants and eateries as well as retail shops would improve the development of downtown businesses. Additionally, improvements to street lighting and security enforcement would enhance downtown's safety. There were mixed responses to housing improvements; however, they generally agreed that the downtown would benefit from the addition of parks, recreation centers, and public squares with landscaping and benches.

DT ZONE 4

Resident 1: Young Woman with Children

The young woman interviewed was about to shop for shoes at Don's. She visits downtown nearly every day, as she works at a health clinic during the week, and frequently shops downtown on the weekends. While she lives close enough to walk to downtown, she usually drives since she has errands to run after work. She would like to see more businesses in downtown, as the empty storefronts make the area seem depressed. She worries about crime in the downtown area (and in Dinuba as a whole), and would like to see more parking, better restaurants, and better places to shop downtown. She would like a large central civic plaza in the downtown area where people could gather for special events.

Resident 2: Older Gentleman

This gentleman has been a resident of Dinuba for over 50 years and was "running a few errands" downtown on a Saturday morning. Confirming the statements of the store owner at Z Communications, he came to downtown to pay his cell phone bill and would not have come downtown if the store was not there. He said that downtown has changed significantly in the time he has lived in Dinuba, and not for the better. Closed shops, run-down buildings, and crime seem to serve as a reminder to him of how Dinuba has declined during the time he has lived there. He said that "Wal-Mart is just better" when asked why he doesn't come to downtown very often. He would like to see better restaurants, and "something for people to do" at night.

Resident 3: A couple

They have lived in the area for many years. They would like to see better walkability. They would like to see walking trails. They would like to see places to hang out and eat outdoors.



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Resident 4: An older man

He is retired and is a lifetime resident of Dinuba. He states that there are homeless people living in unsanitary conditions. He is in support of increased lighting in alleys and security cameras

Business Survey 1: Z Communications

The gentleman that owns Z Communications has been in business for over 18 years, all of which he has spent in the same location on L Street. He sees significant value in having his business located downtown, and would not consider moving, even to a place where he would see significantly more customer traffic. He contends that people come to his store because he is a fixture in the downtown area, and that his business would likely be “lost in the shuffle” if he moved to a high-traffic location near Wal-Mart.

Although he is happy with his downtown location, he sees room for significant improvement in the downtown area. He believes that parking can be an issue for his customers, and he would like to see more attractive surroundings (public open space) in downtown. His store was robbed some eight months ago, so addressing crime is an important issue for him. He would like to see more entertainment options in the downtown area, especially better restaurants and night life.

Business Survey 2: Dino’s Bridal

Dino and his bridal shop appear to be a fixture in the downtown area, as he has been in the location for some 24 years. Dino would not consider moving out of downtown, as his shop is a fixture there, and people are willing to come to him from significant distances for formal wear. He sees no benefit to his business from moving to a location with higher volume, as the rent would probably be much more.

There are numerous improvements Dino would like to see in downtown. The foremost issue on his mind is parking. He sees people that work downtown using parking spots along the street and occupying them all day. His customers, some of which are elderly, have a hard time finding parking near his shop. He would also like to see better options for lunch and dinner in the downtown area. As he lives only two blocks away from his store, he would be much more likely to enjoy the downtown area after hours if there were more varied options.

Business 3: Juan (Employed at appliance store on L street.)

Suggests making downtown a fun place for young people to go. He supports development of micro loft apartments downtown for young people. Believes that downtown needs a renewal.

Business 4: Owner of Wild West Rodeo Clothing

The owner reported that the nearby restrooms are used for illicit purposes, and that there should be an improvement in that area. She reports that smash and grab type of burglaries are common in her store... wants to get bars on the windows. She is in favor of increased lighting and security cameras downtown.



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DT ZONE 5

In zone 5, the business owners and community members interviewed recognized the lack of activity that has plagued economic development in downtown. They spoke about the challenges they believe should be addressed going forward with the concept design plan. They suggested that implementation of more beautiful landscape, revitalization of existing facades, and more benches could benefit the downtown. Others suggested that Dinuba needs more diversity in retail and restaurants to attract more people. The majority of people said that they rarely come to downtown to socialize/walk around, rather, they come mainly for one specific thing then leave. Overall, Dinuba residents and business owners are somewhat content with their downtown, however, they would like more resources that can help improve activity in it.

Resident 1:

She has lived in Dinuba her whole life. She would like to see more activity in the downtown area. In addition, she would like to see more events that draw more people to the downtown. Lindsay's farmers market was an idea that she believed could achieve that.

Resident 2:

She has lived in Dinuba for the majority of her life. She frequently visits the downtown area. She expressed concerns about the lack of grocery stores there and thinks that a local or gourmet grocery store can attract more people to the downtown. She would also like to see more bicycle connectivity to the downtown to encourage more people to bike, especially young kids.

Resident 3:

This individual grew up in downtown but no longer lives in Dinuba because she likes the feeling of Reedley more. She really likes downtown and her favorite part is the shoe store. She thinks there should be more places like it. She said that there used to be more restaurants downtown, but since the arrival of the Wal-Mart Shopping Center, she doesn't see the need to come to downtown anymore for any of her shopping. She also said while she works downtown and also eats there, she doesn't see a need for additional retail businesses and eateries, because there are tons of food options, just not in downtown. And it doesn't bother her that they are not located there. She goes to downtown regularly to work and has a great attachment to Dinuba and can see why the city is seeking to do updates. But she likes it the way it is.

Resident 4:

This interviewee spent the first 15 years of her life living in Dinuba, but after her mother remarried, her family moved into her stepfather's place at Culter. She still spends a lot of her time in Dinuba, every day and buses everywhere. She goes to the downtown at least twice a week to have lunch with her friends. She feels that the downtown area would benefit from additional park spaces, and open plazas for people to just sit under a tree. She also spends time shopping and hanging out with her friends in downtown on the weekends, shopping at her two favorite stores. She would like to see more stores at the same affordability level and additional places to try a diversity of food. Her favorite restaurant in downtown is the Dinuba Restaurant and she goes there regularly with her friends and family. She would like to see parklets and better bike routes.



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Business Owner 1:

This business owner has been operating in the downtown for over ten years. She shared many memories of Dinuba; she really likes the town. She mentioned that she would like Dinuba to bring back a local grocery store in the downtown and talked about attempts to start a farmer's market on a weekly basis did not attract many. She would like more vibrancy in the downtown and nightlife where her family can go and have a good time.

Business Owner 2:

This business owner is fairly new to the downtown. She has been in business just under 5 years. During her time there, she has seen business close due to a lack of pedestrian traffic. She sometimes worries that her business may also close due to a lack of this activity. She definitely supports any improvements in the downtown and would like to see more community events that will bring people of all ages into the downtown.

Business Owner 3:

This interviewee has worked at the business for some time and knows the owner well. The business is the Dinuba Pharmacy and they have been open for about 3 years and serve customers all over the Central Valley and have lots of customers all the way in Merced. The interviewee talked about the different ways that her family liked being in Dinuba and while there are a ton of people who like Dinuba there isn't enough restaurant variety.

Business Owner 4:

The interviewee has leased a saloon booth stall in that store for over 4 years. She has a lot of customers that come at prom season. Normally she serves the senior and middle-aged community. She wishes there were more lively events and coffee shops in the area. She said that there aren't any places to go for lunch or a place to just take a break in the downtown. And there aren't really good options for renting apartments in the area. She would like to see free WIFI all over downtown to better provide internet access.

DT ZONE 6

The residential areas in this zone are well maintained whether or not the house or building was kept up. Homes that look weathered and, in some disrepair, still had well mowed and maintained lawns and gardens. Overall, the residential area was quiet and welcoming. The residents we did speak with were people who reached out to us curious about what we were doing. A positive sign of community connection and awareness. There are striking juxtaposition. Newly-maintained homes sit next to worn and weathered homes. Homes with children's toys, couches and other belongings on the front yard and a porch sat next to cleanly mowed front lawns and well-kept porches. Streets have high curbs to defend against flooding but the curbs are not ADA accessible. The sidewalks offer good connectivity but are not of consistent size or quality. They vary in width and some are very worn, cracked and uneven, also an ADA issue. The streetscape also was not conducive for pedestrian or bicycle activity, especially for the elderly and disabled as there was a severe lack of ADA compliant ramps, crosswalks, consistent location of street signage and designated bicycle lanes. The sidewalks also varied in width, evenness and landscaping, making some areas more conducive to walking than other areas. There were no crosswalks in



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this neighborhood adversely affecting a pedestrian's walking experience. Some streets had many trees and felt welcoming and calm. Others did not have any and felt open, exposed and cold. Homes were generally well maintained, to a degree that told us the occupants took pride in their landscaping. The architecture of the homes was mainly Craftsman style with large front porches. A handful of residents were outside on their porches chatting with neighbors and friends, waving at some in cars as they passed by, or watering their lawns. It was very quiet and seemed like a lazy Saturday with most residents staying inside or going elsewhere out of town. There wasn't much pedestrian or bicycle activity. There was a mix of uses, but mostly of residential and service industries that were most likely only open 8-5 Monday through Friday. There was only one multi family home.

The alleyways were uninviting, as they seemed to be a place of utility meant only for trash collecting and running electricity lines through. The alleyway on the side of the historic Haden Hotel felt the most unsafe, even though it had some visibility to North J Street. The rear of the residential buildings on the second floor of the Haden Hotel building and the parking lot next to it were both underutilized and not well maintained. La Plazita on East Tulare Street was one of only three businesses open that Saturday in this zone. The survey team tried to find a restroom but had trouble finding businesses who had them available for public use. The team avoided East Tulare Street, as it was heavily trafficked and contained almost no landscaping, making for an unwelcoming pedestrian experience. The park multiple blocks down offered the nearest public restroom.

Resident 1:

This resident was watering his lawn on K Street. He has lived in Dinuba for 15 years and has a good sense of both the bright and the dark sides of the city. As a substance abuse counselor, he interacts with a population in Dinuba that many would probably overlook. From his own personal experiences, he knows that there are many drug deals that happen right in the downtown area late at night, including behind the High School. He also has a good understanding of the drug situation in Dinuba and how meth is a very common substance used by members in the community.

He takes a lot of pride in the house he lives in, though he doesn't own the house. The orange tree in his front yard is 50 or so years old. As far as he can tell from his house remodeling efforts, it was built in the 1930's. He has a very accommodating landlord, so the respondent just recently started repainting his house. He is very happy with how has turned out so far. When asked if he was aware of the Homeowner's Rehabilitation Program offered by the City, he said no, but that he would be interested in telling his landlord about it.

He has heard loud noises where he lives and thought they were from a generator or delivery trucks coming from the large commercial buildings across the street early in the morning, around 2 and 3 AM. He did not know the name of the business but the team later identified it as the AT&T building.

Resident 2: Teenager on skateboard in the parking lot of a bank

A young man was skateboarding in the parking lot of a bank that seemed to be closed at that time. He told us that he lived in Visalia but used to live in Dinuba and came to the town every week to visit friends and family. He was familiar with the regional bus routes. When asked where a good place to eat lunch would be, he suggested places around Walmart like Jack-n-the-Box.



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Resident 3: Homeowner in front of his house on north J Street

This gentleman has lived in the Dinuba area for nearly 30 years and has lived in his current home for the past three. His home has beautiful trees and flowers along the sidewalk and in the front yard that he has planted and maintained. He enjoys trees very much and wishes to see more trees along the streets in Downtown Dinuba. He is a delivery truck driver and is familiar with most of the northern and central coast of California. He is also familiar with San Luis Obispo and refers to the trees on Higuera Street as a good example of what he would like to see in Dinuba. He would like to see small parks and more activities for families.

Business 1: Husband & wife local business owners on K street

This couple approached survey team as they were taking pictures of their building. They knew about the design team's work and asked the survey team if they were working with the City. Their business wasn't open that day, as was true for most of the service businesses in the vicinity. They spent almost an hour being interviewed, on the sidewalk, trying to stay in the shade of the one tree across the street from their business.

The wife spoke of her experience as a local small business owner over her years in Dinuba. She mentioned the City's past facade program and how neither she nor anyone she knew could visibly see any improvements that came out of it. When they were made aware of the program, she asked the City if she could avail of it and was told the timeline to use the grant money had past and the money had been given to another department. She and her husband paid out of pocket for property and facade improvements. She spoke of the large number of property owners who do not seem to care about maintaining and beautifying their properties because they do not live in Dinuba. She is happy with the lighting on the street at night but worries about homeless people in the alleyway. She mentioned that the whole downtown core is prone to floods when it does rain. Water has risen above the high curb onto the sidewalk and property owners must purchase She believes flood Insurance costs may deter some smaller businesses from opening up shops or offices in the downtown.

She is frustrated in her dealings with the City and Chamber of Commerce. She feels that bigger businesses such as Ruiz Foods are given preferential treatment and receive less code enforcement than smaller businesses. As her business is located in the downtown core, she is required to pay an extra business fee to the Chamber of Commerce, reportedly for services such as being on the parade route and getting flags on the street lamps put up on the block. But every year their business is skipped over and so far, has not received any benefit from this fee.

The husband expressed great frustration with city government as well as skepticism as to whether or not the city would truly make any changes. He spoke with about how he views public officials, especially the police force, since he was a police officer in Sanger for twenty years. When he looks at Dinuba police officers, he expects them to be well dressed, uniform properly pressed and neatly tucked in. He expects this whether an officer is on duty or not, since they are a public official. He does not feel that the Dinuba Police meet those standards, on or off duty. The husband also feels that those in the Chamber of Commerce should not be business owners as this is a conflict of interest. The couple think that the chamber needs "new, young blood," to get things rolling and make true change in Dinuba



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DT ZONE 7

In Zone 7 the survey team spoke with a variety of community members and business owners who were largely content with the current conditions of Dinuba. The business owners recognized the challenges of not having a busy pedestrian base and observed that the implementation of benches or landscaping could benefit their business. Business owners and community members alike suggested that more retail and food options would benefit the downtown. The community members we spoke with didn't say that they frequent downtown for anything specific saying they just "go for a walk since it's in our neighborhood", or to a store that they need something from. The community members we spoke with are happy with Dinuba as is but know that there could be changes that would encourage more people to be outside, walking the city and shopping downtown.

Resident 1:

A woman was tending her garden on a street in Zone 7 when the survey team asked her if she would participate in the survey. The woman spoke only Spanish, so one member of the survey team translated the survey for her and took notes of her responses and story captured her narrative. This woman lived in the downtown and she didn't have any concerns about accessing downtown. She enjoys walking and generally strolling by the stores. She was satisfied overall with the conditions of Dinuba. The one factor that stops her from patronizing downtown is Walmart. She said if new housing were built she would prefer a single-family attached home. She is generally very happy with the conditions in Dinuba. She has been living in the city for a while and loves her little home and community.

Resident 2:

The second resident was another woman who was taking care of her dog outside her apartment in downtown Dinuba. Her dog was roaming the lawn and she gladly agreed to take the survey. She took the survey, completed it on her own, and returned it to us. As she completed it, she did make some comments about never going downtown, even though she lives very close. She said she generally goes downtown "if she feels like going downtown." She didn't offer specific details about places she likes to go, or things that deter her from going there. In her survey, she selected the features that might make downtown more intriguing including parks and playgrounds, and perhaps a community plaza. She didn't have any concerns about safety in the downtown.

Resident 3:

A woman renting a house for her family in a downtown residential area was having a sale in her front yard. She agreed to do the community survey. We could see many kids running in the house. When we ask the woman about the size of her household she just said there were many people who live there. She told us she went downtown every day to shop or hang around. When we asked whether she would move to newly built house in the downtown, she answered no because she was already living in downtown. She also preferred a single-family detached house. She said she sometimes walk to downtown but mostly drives her family there, depending on the destination. It is interesting she said. She is satisfied with the parking downtown, but she still wants more parking because she does not like the two hours parking. When we asked about the what she likes about downtown she mentioned the clocks in downtown saying they are memorable. She was quite comfortable and felt safe in her community. She would like to see more recreation facilities in the downtown in the future.



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Resident 4:

A woman waiting in a salon on Tulare St downtown. She lives north of downtown and comes downtown everyday as she works there. She would like to move to new housing downtown if it was built. She said buildings with 2-9 apartments would be more suitable for Dinuba. Parking was the main factor that deters her from going downtown. When we asked how satisfied she was with specific elements in downtown, she was not satisfied in any of the listed elements. She emphasized the fact that parking was the main problem. And she was interested in the idea of active alleyways. She said the high school in downtown should receive more attention in our concept plan, and she would like to see more active businesses in downtown.

Business 1:

A woman who owns a salon in the downtown region, off of Tulare Street spoke only Spanish. A member of the survey team served as translator. This woman was largely content with general conditions in Dinuba but recognized the problem that only a limited number of people were out on the streets. She said her business doesn't get many high schoolers, so the movement of the high school would not affect her business. Her customers are mostly mature women or senior citizens. She said provision of benches on the streets for people to use would improve business.

Business 2:

The couple who ran a clothing store on K Street business were happy to take the survey, and their daughter gave bottles of water to during. He said both the high schoolers, young, middle ages and retirees were their customers. A lot of traffic on weekdays brought them many customers. He would be glad to see different kinds of stores in a concentrated area downtown to attract more customers.

Business 3:

The business owner of a sales and services store along Tulare St in downtown does not live in Dinuba. He bikes/drives to work. He likes the fact that he can operate his store in a low rent space in downtown Dinuba. He sells a variety of products that benefit people of all ages, but he doesn't think the move of the high school will impact his business. He has been in business for over 10 years, so has much experience in the area. He suggested that more retail shops and restaurants in the downtown would benefit the region. He also thought that more multi-family housing in the downtown would benefit his business.

DT ZONE 8

At the Farmers Market at the Tractor Supply store near Walmart.

Residents 1:

- Spoke with a group of high schoolers that were working the FFA booth at the Farmer's market at the Tractor Supply Co. located near the Wal Mart.
- Students say that they attend this Farmer's Market weekly to sell plants that they grow through their FFA club at school. They have been coming out since the beginning of the school year.
- All profits from the plant sales goes back to their greenhouse on campus. Will likely be purchasing chickens soon.
- FFA provides agriculture related, vocational type training for interested students.



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- Asked if they had other organizations similar to FFA and the construction management program, and they mentioned several other programs like drama, NJROTC, and industrial arts.
- Students said that they frequently go downtown for Mexican food and to hang out at the plaza, but would like to see more food options and places to hang out

Resident 2: Mother in mid 30-40's with young girl

- Grew up in Dinuba, lived in Fresno for a while, eventually came back to raise family
- Husband works as head butcher at Whole Foods Market in Fresno
- She and her husband have looked into opening a full-service meat market, a little more upscale than a carniceria, downtown. But it is too expensive and too difficult.
- Said she is disappointed with downtown and it “does not have much”
- She would really like to see a full-service market in the downtown area, but the price to put a business in there is very expensive. For what you pay you don't get very much. For example, to rent the old Benannis space they wanted \$400k a month for rent. Have to gut the building on top of paying the lease. She would like to see the city work with people to provide incentives to refurbish downtown properties for business
- Would like to see something like Café Vals (now closed). They used to really like this space. Even though it was run down and dirty they provided great customer service and it was a really friendly atmosphere.

Business 1: Vendors at the Farmers Market at the Tractor Supply store near Walmart.

- A vendor at the Farmer's Market, resident of Reedley
- She enjoys Dinuba because the people there are more personable and friendly
- She helped the store manager (Armando) from Tractor Supply start and coordinate the Farmer's Market in order to encourage more business; and offer a free opportunity for vendors
- She lives in Reedley, but comes to Dinuba to shop at the Walmart, Tractor Supply, A&W, and Carl's Jr.
- She lives so close to Dinuba that she would want to go to the downtown more often, but there is nothing currently there that draws her in. She would enjoy more restaurants and stores.
- She suggested contacting Nikki who is the FFA teacher at Dinuba High School
- Her husband works at Reedley College and she thought the school could be a good contact for collaboration
- Pat, Vendor at the Farmer's Market, resident of Reedley, grew up in Dinuba
- She said that Dinuba's downtown is “disappointing”. She grew up in the area and she saw the downward transition of the downtown.
- She goes to Dinuba to shop at the Walmart and go to her hair salon (close to downtown, but not directly within it). She has never experienced a parking issue in downtown.
- She would enjoy more restaurants and stores, particularly a woman's clothing store.
- She liked J's/D's and would like something similar again in downtown
- She lives so close to Dinuba that she would want to go to the downtown more often, but there is nothing currently there that draws her in.
- She really likes the Farmer's Market event and would like to see more community events similar to this. More advertisement for community events (e.g. Fowler's Community Market, which advertises on the monthly water bills is a good example for the community)



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- Another Vendor at the Farmer’s Market, resident of Kingsburg
- She has family who live in Dinuba, so she visits the city fairly often
- Her family tends to eat at Ubi’s Pizza, shop at Walmart, not much else

Business 2:

- Spoke with a married couple that owned/ran the taco stand at the Farmer’s Market at the Tractor Supply Co. located near the Walmart. Family with the women who answered Community Survey 3.
- Just moved her from Clovis, was brought over by women in Community Survey 3
- Husband is head of catering at Whole Foods Market in Fresno
- Business is mobile, have expressed interest in opening up storefront in downtown Dinuba, but again is too difficult and expensive makes more sense for them to just run a mobile business that they can move to different events
- Would like to see some more different restaurants and businesses downtown to bring more people in

Business 3: Brief interview done over the phone.

- Business owner said that she would like to keep parking downtown and not eliminate on street parking
- She did not feel that moving the high school would be an issue
- She would like to have more restaurants and cafes downtown to draw in customers



Appendix

APPENDIX 10: Facades

A brief description of the facade guidelines for the Downtown Dinuba Design Concept Plan is available in the main body of work. The full list of design guidelines are provided below:

What is a facade?

A façade is a building’s primary exterior face. It generally includes the main entry to the building and has the most elaborate architectural features. As the most public face of a building, a façade is particularly important to any business. In fact, studies have shown that thoughtful design improvements often lead to greater sales for a business by attracting more customers (City of Richmond Facade Design Guide, 2013).

Key Terms and Common Elements of a Facade

Awnings - a sheet of canvas or other material stretched on a frame and used to keep the sun or rain off a storefront, window, doorway, or deck.

Cornice - Ornamental trim or molding at the meeting of the roof and wall; defines the top edge of the building or the division between the storefront and upper floors

Sign bands or panel - Horizontal area above the storefront and below the second story windows where a sign can be placed

Transom windows - Horizontal windows above the storefront or door

Display window - Large, eye-level windows providing views from the street into the interior of the business that showcases interior activity and goods

Recessed entry - Protects passing pedestrians from out-swinging doors and allows shoppers a sheltered transition to and from the store

Skirtboard panels - Area that supports display windows of the storefront

Facade and Building Frontage Design Guidelines

Objective: Use the design of existing building facades in Downtown Dinuba to create and reinforce zone character and a richer and vibrant pedestrian environment.

Building Facade Goals

1. Incorporate building and frontage features that add visual interest to the built environment of the Downtown area.
2. Create compatibility between buildings, signage, alleyways, and landscape elements that fit within the small town scale and character of Dinuba.
3. Use buildings to enhance the comfort and safety of pedestrians.

Facade Design Guidelines

1. Incorporating different materials, colors., and distinctive architectural features that add visual interest and character to the Downtown core.
2. Maintain the scale of Dinuba and interest in the building facade by articulated massing.
3. Reinforce the existing facade rhythm along the street with architectural elements such as consistent signage, street lamps and lighting, and landscape elements
4. Discourage blank walls
5. Include overhead architectural features, such as awnings, canopies or trellises that provide shade.
6. Contribute to neighborhood and pedestrian safety, comfort, and visibility by providing well maintain windows at the street level.
7. Emphasis on the reuse of existing brick facades with architectural value in the Dinuba Downtown core.
8. Encourage alternative landscaping practices in front of store frontages utilizing drought resistant and water efficient plants

References:

- urbandesignla.com/resources/docs/.../hi/LAWalkabilityChecklist-CHo8.pdf
- www.richmondgov.com/PlanningAndDevelopmentReview/documents/FIPdesignguideFINAL.pdf



Appendix

Façade Improvement Rebate and Grant Program

I. Program Objectives

The Façade Improvement Rebate and Grant Program is intended to:

- Improve the appearance of commercial buildings located in throughout Downtown Dinuba through the use of rebates and grants for costs as well associated with improvements to building exteriors as well as through community service projects and collaboration.

II. Design

Applicants must make application for assistance prior to the start of the renovation and meet with the City to discuss the details. The project must be approved by the Design Review Commission and the City designated bodies. The Design Review Committee will consist of representatives from the Historical Preservation Commission and Dinuba Planning Department. An applicant may wish to retain the services of an architect/designer to assist in the preparation of preliminary concept plans and drawings, taking into account design guidelines, building codes and the zoning ordinance. If applicants do not wish to retain the services of an architect/designer, they will provide images and examples of rehabilitation and improvements that they would like to see in their building. Design goals will be as follows:

- Improvement projects must enhance the appearance of the street elevation(s) or additional primary access points to the building such as an alley or parking lot.
- Attractive colors, appropriate design, articulation, shadow relief, consistent and appropriate signage and landscaping will be evaluated in the application process
- Existing architectural features on the subject building and on the surrounding structures will be considered.
- The design standards or proposed improvement must comply with any design standards and guidelines adopted by the City of Dinuba.
- Immediate priority will be placed on projects with visual impact and benefit to the urban fabric located in the greater Dinuba Downtown area as well as bringing buildings up to building code and public health standards.

III. Eligible Improvements - Building Interior and Exterior

Interior Improvements	Exterior improvements
<ul style="list-style-type: none">• Hazardous materials abatement, such as asbestos removal• Plumbing, mechanical, electrical & HVAC rehabilitation and compliance• Americans with Disabilities Act (ADA) compliance• Interior design and décor• Historic restoration of interior features	<ul style="list-style-type: none">• New paint job• Doors and storefront systems• New awnings and canopies• Window replacement• New signage• Rehabilitation of historic facades• Landscaping and exterior lighting• Store frontage features such as outdoor seating

Appendix

IV. Before and After Case Study Examples - Facade Improvement Projects



BEFORE



AFTER

Downtown Historic District - Oakland, CA

The before and after images above illustrates the rehabilitation of a building in Downtown Oakland that is similar to both the size, scale, and architectural style of the buildings that line the commercial zones along L and Tulare St. In the image, the major improvements are specifically seen in opening the awnings and providing significant enhancements to the building embellishments. Through these detailings, overall legibility of the individual building facade as well as its complementary embellishments are significantly more prominent.



Balboa Village - Newport Beach, CA



The significant updates to this multi-part commercial block include updates to signage with consistent placement, new awnings and consistent height and strategic use of materials such as brick. Like the example provide in Oakland, these groupings of buildings are similar to those that line L St. and Tulare in Downtown Dinuba. These moderate improvements to the building provide a sense of scale to the pedestrian environment while maintaining the existing architecture and fabric that is currently present in Dinuba.

Appendix

V. Application and Funding Process

1. Review Criteria and Program Rules and Requirements

- Grant funds to come largely out of the City of Dinuba General fund. Additional assistance and funds will come from Dinuba Chamber of Commerce collaboration and funding, nonprofit organizations, and volunteer and charitable projects from local organizations and student groups
- Grants are available up to \$XXXXXXX per property to be used toward eligible improvements. These grants do not require a match and do not have to be paid back to the City of Dinuba as long as the property owner meets the general requirements of the program.
- Based on square footage of store frontage, business owners will be able to get a percentage back based on total cost of changes and upgrades

0 - 1500 Square Foot Store Fronts	15% Rebate with a Maximum of \$XXX
1500 - 3000 Square Foot Store Fronts	30% Rebate with a Maximum of \$XXX

2. Eligible improvements and rehabilitation will be provided the opportunity to obtain refunds based on the following levels of scale on approved applications:

Level	Description of Level	Examples of Improvements and Rehabilitations
Mild	Consists of primarily minor exterior improvements	Minor improvements to the exterior of the building such as new paint jobs and landscaping Inputting of new outdoor furniture space
Moderate	Replacement of materials that define the facade of the buildings	All improvements from mild level plus the replacement of: <ul style="list-style-type: none"> • Awnings • Windows • Signage
Severe	Significant exterior plus minor interior improvements needed that bring the building up to code as well as influence structural integrity, safety, and public health	All improvements from mild and moderate level plus hazardous materials abatement, such as asbestos removal Plumbing, mechanical, electrical & HVAC rehabilitation and compliance New addition of signage

3. Timeline for project completion

- After approval - 2 months
- Extension - Up to 1 month and not to exceed 3 months in total

4. After application is approved, please obtain all building permits as required by California Building Code and the City of Dinuba.



Appendix

VII. Maintenance

All applicants of this facade program shall remain in compliance of maintenance of buildings facades that were improved and funded through this program.

In the event of failing to comply, applicant will be subject to a fine of \$XXX. Should applicant be out of compliance, one warning will be issued by the City of Dinuba and a 30 day period will be provided for compliance and maintenance of building facade.

VIII. Sources of Funding for Facade Program

- Grant monies from state
- Dinuba Chamber of Commerce collaboration and fundraising
- Nonprofit organizations
- Volunteer and charitable projects from local organizations including:
 - Dinuba High School Students
 - Dinuba Community Work Day
 - Event to occur bi-annually to assist in maintenance and caretaking of facades and frontages in Downtown Dinuba
- Dinuba High School Student Work Study/Construction and Engineering Academy Projects

References

<https://www.ci.emeryville.ca.us/DocumentCenter/View/10118>

www.pismoeach.org/864/8345/Facade-Improvement-Rebate-Program

<http://www2.oaklandnet.com/government/o/CityAdministration/d/project-implementation/s/GrantPrograms/index.htm>

<http://newportbeachca.gov/home/showdocument?id=18932>

<http://newportbeachca.gov/home/showdocument?id=20592>



Appendix

APPENDIX 11: Lighting

A brief description of the lighting guidelines for the Downtown Dinuba Design Concept Plan is available in the main body of work. The full list of design guidelines are provided below:

There are a variety of lighting fixtures and placement options available, which should be dictated by the desired function of each light when choosing type, placement, wattage, etc. Existing conditions and lighting compatibility are important factors to consider when placing lighting. Street width, sidewalk width, path width, building height, tree coverage, tree placement, paved surface typology, and roadways are important existing conditions to consider. Whenever possible, the lighting selected should be LED in nature and Dark Sky compliant.

The following light features are available for downtown Dinuba: porcelain street lamps, post lights, column lights, cobrahead lights, string or café lights, bollard lights, and pavement lights.

Historic Street Lamps

The existing street lamps in downtown Dinuba are largely composed of antique porcelain streetlamps. These historic street lamps line the main pedestrian corridors and add to the overall rich history of the City. These street lamps are a red rust color and considered a column style light. At a height of approximately 15 feet, the main purpose of this type of lighting is to provide lighting at the human scale. Pedestrian scale lights should be lower than typical auto-oriented light standards. Heights should be approximately twelve (12) feet to twenty (20) feet in height at a maximum.

Post and Column Lights

Post and column lights are similar in appearance standing approximately 15 feet tall with a single bulb head or multiple bulb heads. These are commonly seen in downtown pedestrian areas because they enhance the perception of safety.

Cobrahead Lighting

Cobrahead light fixtures reach approximately 25 feet in height and are frequently used in parking lots and other vehicular spaces. They increase visibility of roadways or pedestrians and are an important safety feature. The “cobrahead” shape of the light head fixture provides powerful illumination at a larger scale than other lighting options. These designs are typically mounted on taller poles to illuminate a larger area, but lack architectural detail that is critical for creating an interesting pedestrian space.

String or Café Lights

String or café lights are a frequently used design element that activate public spaces and private spaces such as patios, parks, and alleyways. This type of lighting gives off minimal illumination but can provide a sense of enclosure and scalability for users. String lights are a low cost lighting option that help to create a sense of place.

Bollard Lights

Bollard lights stand approximately 3 feet in height and serve the dual purposes of illumination and traffic calming. The short and sturdy lighting post prevents vehicular traffic from encroaching in to pedestrian spaces but permit pedestrians and bicyclists movement. Bollard lights are frequently retractable or removable. They provide lighting a human scale and designate pedestrian areas and paths. Additionally, bollard lights can be used as visual cues for drivers at traffic features like roundabouts or intersections.

Pavement Lighting

Pavement lights are located within or on top of paved areas and are usually used to designate hazards or pedestrian crossings. Flashing or bright daytime-visible pavement lights catch the attention of motorists and protect pedestrians. Pavement lights can also highlight walkways or illuminate features in the surrounding environment.



Appendix

APPENDIX 12: Active Alleyways

A description of the active alleyway guidelines for the Downtown Dinuba Design Concept Plan is available in the main body of work. The full list of design guidelines are provided below.

Phase I would implement lower cost and less labor intensive improvements in comparison to Phase II which will be more extensive. Phase I is focused on the creation of an alleyway identity. Enhancements made in this phase would increase visibility and connectivity which would distinguish the alley as a pedestrian and public space. Phase II involves renovations and further improvements to active alleyways. It entails more costly and intensive infrastructure improvements, such as pavement replacement and opening up business facades.

Phase I Improvements Guidelines

- Removal or relocation of trash cans and dumpsters
- Painted pavements and crosswalks leading into and out of alleyways designate pedestrian, cycle, and vehicular paths
- Hanging planters, planter boxes, and green walls introduce greenery into alleys without requiring pavement demolition
- Addition of art installations and green features to create a sense of character unique for each alley
- Increased lighting to reclaim alley space for positive nighttime activities and promote safety. Wall lighting and post or column lights would be added to provide illumination at a human scale. String or café lights would be strung between buildings to create a sense of enclosure and further activate alleyways
- Construction of bicycle racks provide space for cyclists to leave their bicycles while enjoying the active alley
- Addition of street furniture promotes activity and extends public space
- Select a name and signage for each active alley to further develop identity and character

Phase II Improvement Guidelines

- Pervious pavement and rain gardens to encourage water infiltration (use textured or colored to add character to space and designate pedestrian, bicycle, and vehicular paths)
- Reopening of business facades along alleyways to extend commercial spaces along alleyway and increase transparency
- Temporary or permanent closure to vehicular traffic for events
- New awnings or canopies to provide shading
- Continuous maintenance of Phase I improvements

Funding is an important piece of active alleyway improvements. Grants and funding strategies should be identified prior to starting the active alleyway program to ensure enhancements are feasible. Additionally, active alleyways will require continuous maintenance and funding in order to maintain the level of services provided. A number of funding options are available for the active alleyway programs. Surrounding businesses, product manufacturers, and local organizations are frequently willing to contribute goods at a reduced or discount cost in exchange for positive press related to the project. The active alley project is also an ideal opportunity for the formation of public-private partnerships. Specifically, funding can be obtained from local business and investors or impact fees from private development. Several organizations have grants available related to green infrastructure, stormwater management, circulation, and community improvement. They include the following: Central Valley Community Foundation, California Urban Greening Grant Program, State Water Resources Control Board, Tulare County Association of Governments, Community Development Block Grant Program, and CalTrans.

Appendix

Alleyway Activation Map

Alleyway Plans

Activated alleys act as an extension of public spaces and facilitate walkability and connectivity within and between zones.

- A & B**
- Connectivity among Civic Square and proposed parking structure
 - Segment B connection to proposed food-truck alley

- C**
- Connectivity from residential surroundings into downtown Dinuba

- D**
- Connectivity within Downtown Mainstreet
 - Foster connection to food-truck alley

- E**
- Connectivity between Downtown Mainstreet and Entertainment Plaza

- F**
- Connectivity to and within Entertainment Plaza
 - Provide back entrance into other entertainment spaces (bowling alley, restaurants)

Tools for activation

- Murals and/or art installation
- Landscaping (small trees, planters)
- Addition of street furniture
- Identify and designate function within alley
- Emphasize human scale





Appendix

APPENDIX 13: Signage

A brief description of the signage program for the Downtown Dinuba Design Concept Plan is available in the main body of work. The full list of design guidelines are provided below.

Applicability

1. The standards of the signage program will apply to all signs in the downtown zones.
2. Signs regulated by the signage program will not be erected or displayed without a building program or a listed exemption.

Exempt Signs: The following signs are considered exempt from the signage program and are permitted in the downtown zones.

1. Street address signs located in a conspicuous place on the front of a building shall be placed at or near the walk, common entrance, or driveway of said building and be visible and easily legible. One identification sign not exceeding one-half square foot per dwelling unit or business shall be permitted.
2. Signs erected by a government agency or public utility that convey information or identification regarding special events.
3. Flag are not exceeding 72 square feet on flag poles that do not exceed a height of 65 feet.
4. Open house signs a maximum of 12 square feet in area. Open house signs shall not be permitted outside of 24 hours from the designated open house.
5. Real estate signs a maximum of 24 square feet of total sign area on the property to which they refer. All signs shall be removed within 14 days after the sale, lease, or rental has occurred.
6. Historical or commemorative placards or signs constructed in bronze, aluminum, or other permanent materials.
7. Nonexempt signs shall not be placed or installed within the public right-of-way or in a position where they obstruct traffic.

Prohibited Features for Signs

1. Neon, moving, flashing, or animated signs.
2. Portable signs, excluding sandwich boards.

Temporary Signs

1. Required to have a Building Permit or a Certificate of Compliance

Removal of Illegal Signs

1. The property owner is responsible for the removal of illegal signs. [EK1]
2. Upon discovery of an illegal sign the Building Division has the duty to issue a civil violation to the property owner and order that the sign to be removed within 60 days.
3. If the property owner does not comply the Building Division has the duty to give notice that the illegal sign is considered a public nuisance.

Nonconforming Sign

1. A nonconforming sign is required to be brought up to this Code if:
 - a. The sign is moved, rebuilt, made larger, or structurally altered

Maintenance, Abandonment, and Removal

1. All signs must be maintained in a state that is equal to or consistent with that which was originally approved by the City.

If current use or new use does not occur within one year and a replacement conforming sign is not incorporated, the old sign, structure, and mounting must be removed.

Appendix

APPENDIX 14: Trees

A brief description of the trees and landscaping program for the Downtown Dinuba Design Concept Plan is available in the main body of work. The full list of design guidelines are provided below.



Acacia stenophylla is a fast-growing tree, that grows to 4–10 metres (13–33 ft) tall. The form is upright with decumbent or weeping branches and foliage. The leaves are gray to gray-green, narrow and long.



The Crape Myrtle tree a good choice for center median tree due to its small stature, and ornamental appearance. These trees appear in this zone in private landscapes; they are able to survive the climatic conditions in Dinuba. Fast growing, and has low water requirements, not a high cost tree.



Fresno Means 'Ash Tree' in Spanish Fraxinus dipetala . This tree would most likely be a good choice for Dinuba due to its close proximity to its natural habitat. Its has a moderate to medium water requirement.



Mulga acacia (Acacia aneura) is a relatively small tree with low water requirements (good for xeriscape). An evergreen tree that is good for shading an area.

Appendix



Eucalyptus papuana

This drought tolerant tree is known to grow most anywhere with minimal maintenance. A good street, or park tree that grows well in hot, dry conditions and full sun. The root system is moderately destructive.



Landscape trees for parks, streets, and medians are *Fraxinus dipetala*, *Phoenix dactylifera*, *Acacia stenophylla*, *Washingtonia robusta*, *Mulga acacia*, *Crape myrtle*, and others suited for easy growth in this area. Trees will provide shade and add ambience to add to the character and attractiveness of the city.

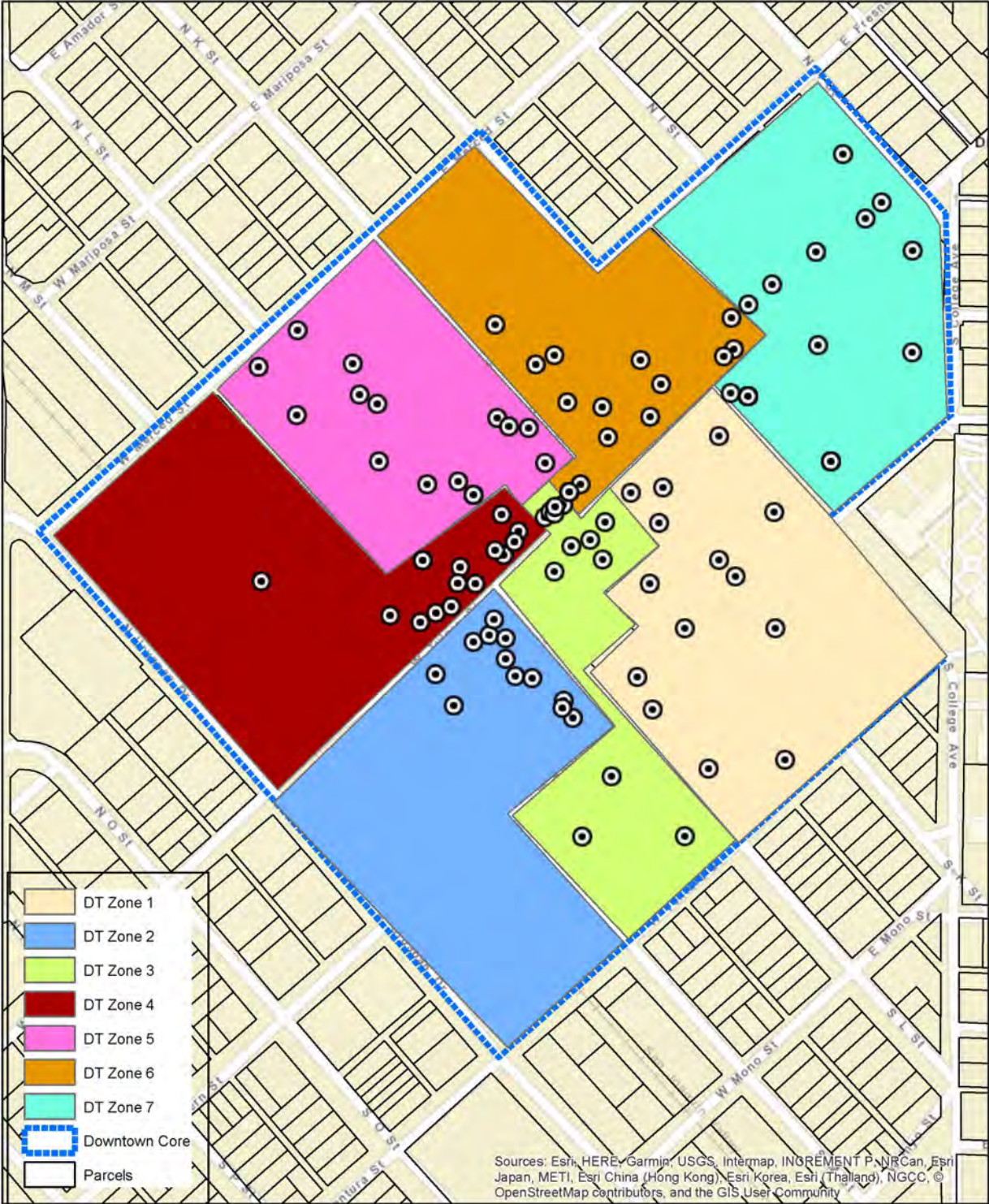


Sequoiadendron giganteum The majestic Redwood tree is a California icon and should be given special consideration in parks and open spaces. This tree should flourish in this area because of its proximity to its natural habitat.

Appendix

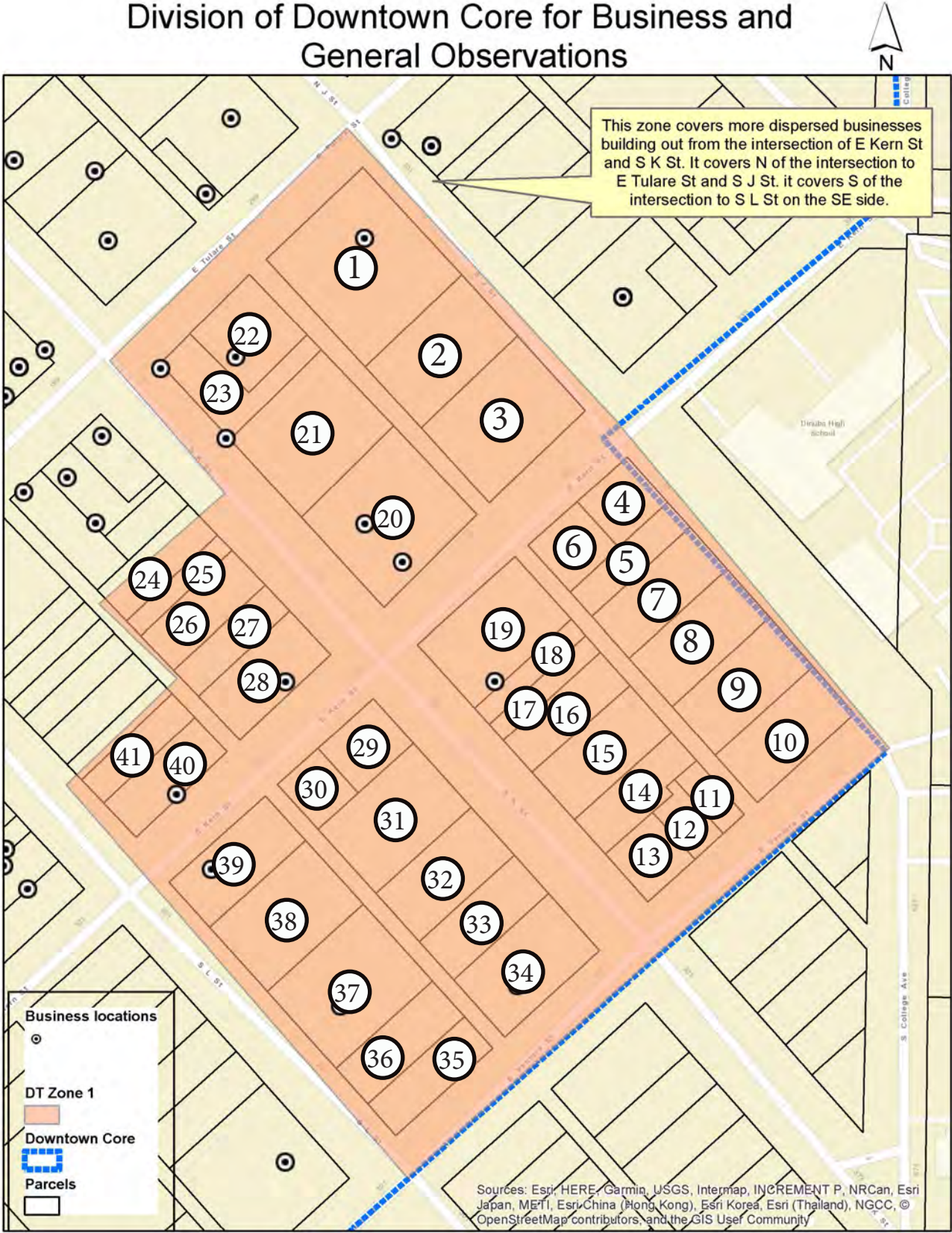
APPENDIX 15: Lot Surveys

Division of Downtown Core for Business and General Observations



Appendix

Division of Downtown Core for Business and General Observations



Appendix

Lot number: 1-3
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

	Lot 1	Lot 2	Lot 3 Building 1	Lot 3 Building 2
Number of stories <i>(ground floor counts as one)</i>	1	0	1	1
Type of Use	Bank	Parking Lot	Funeral Chapel	Funeral Chapel
1st floor				
2nd story				
Prevalent façade materials	Brick/Stucco	Asphalt	Brick	Brick
Prevalent façade color	Tan/Brick		Brick	Brick
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 15 ft	Trees (quantity/types/condition): 3 medium sized trees in good condition
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Parking lot is in decent condition, was not being utilized at time of observation, Funeral chapel is visually charming and well maintained

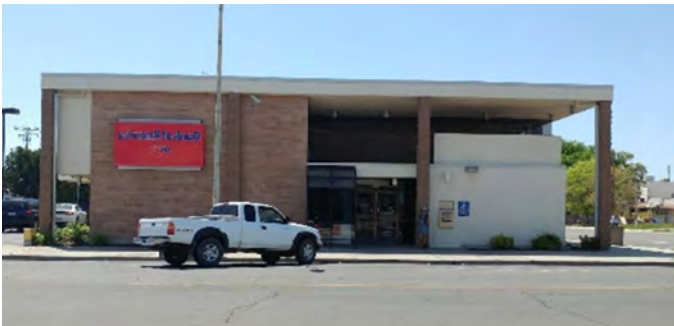
Lot number: 4-6
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

	Lot 4	Lot 5	Lot 6	Lot 6
Number of stories <i>(ground floor counts as one)</i>	2	1	1	1
Type of Use	Emperor's Food Court	Carport	Unknown	Unknown
1st floor				
2nd story	Emperor's Food Court			
Prevalent façade materials	Stucco	Stucco	Stucco	Concrete
Prevalent façade color	Tan	Tan	White	Grey
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 12 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

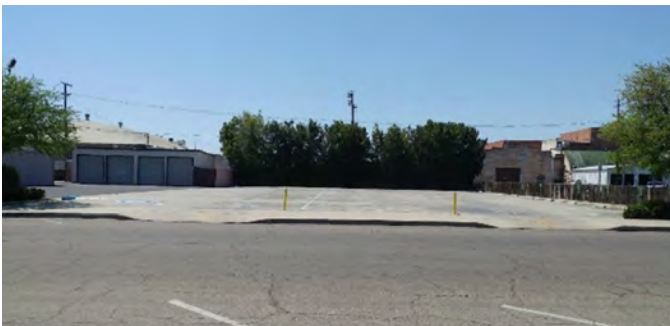
Elements of note: Houses are in good condition, however most have lawns in front (require heavy water usage)



Lot 1



Lot 4-5



Lot 2



Lot 6



Lot 3

Appendix

Lot number: 7-9
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

Lot number: 10-13
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

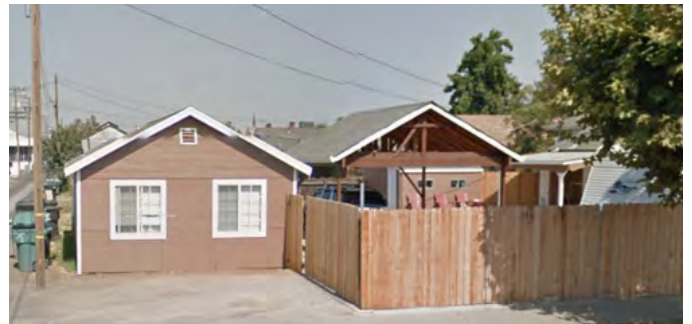
	Lot 7	Lot 7	Lot 8	Lot 9
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Residential	Residential	Residential	Residential
1st floor				
2nd story				
Prevalent façade materials	Stucco	Stucco	Stucco	Stucco
Prevalent façade color	Red	Grey	Blue	White
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N
Sidewalk	Average width: 12 ft		Trees (quantity/types/condition): 4 trees in good condition	
Y N	Conditions: G / A / B		Aerial cables: None	

	Lot 10	Lot 11	Lot 12	Lot 13
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1
Type of Use	Residential	Residential	Residential	Residential
1st floor				
2nd story				
Prevalent façade materials	Wood	Wood	Wood	Stucco
Prevalent façade color	Tan	Tan	White	Tan
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N
Sidewalk	Average width: 6 ft		Trees (quantity/types/condition): 3 large trees and 3 small trees in good condition	
Y N	Conditions: G / A / B		Aerial cables: None	

Elements of note: Residential near High School, alleyway, angled parking on side of street



Lot 7



Lot 10



Lot 8



Lot 11-12



Lot 8



Lot 13

Appendix

Lot number: 14-17
Vacant lot: Yes

Researchers: Erik Anderson and Leeza Segal

	Lot 14	Lot 15	Lot 16	Lot 17
Number of stories <i>(ground floor counts as one)</i>	1	1	1	Vacant
Type of Use	1st floor	Residential	Residential	Residential
	2nd story			
Prevalent façade materials	Stucco	Stucco	Brick	Vacant
Prevalent façade color	Grey	White	Red	Vacant
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft.	Trees (quantity/types/condition): 5 trees in good condition
Y N	Conditions: G / A / B	Aerial cables: None

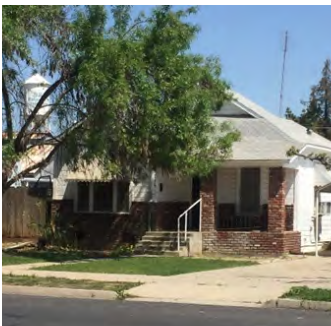
Elements of note: Angled parking spaces on residential street



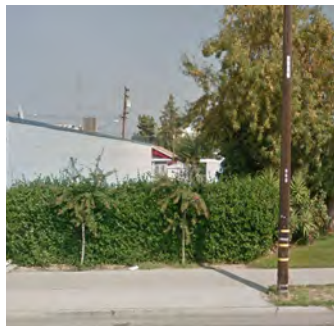
Lot 14



Lot 15



Lot 16



Lot 17

Lot number: 18-19
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

	Lot 18	Lot 19
Number of stories <i>(ground floor counts as one)</i>	1	1
Type of Use	1st floor	Business
	2nd story	Post Office
Prevalent façade materials	Stucco	Brick
Prevalent façade color	Blue	Blue
General maintenance	G A B	G A B
Architectural value	Y N	Y N

Sidewalk	Average width: 12 ft.	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Trashcan, ADA compliant ramp, drainage, nice new intersection with crosswalks (S. K St. & E. Kern St) and planter



Lot 18



Lot 19

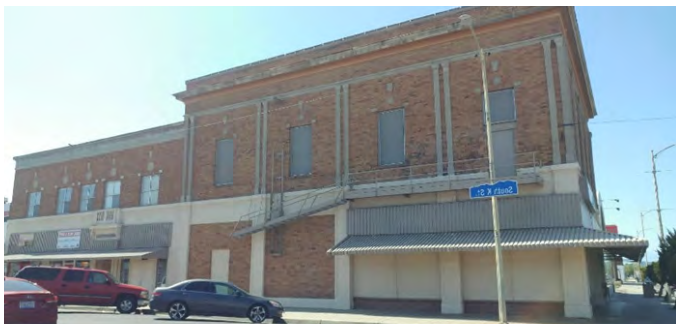
Appendix

Lot number: 20-23
Vacant lot: Yes

Researchers: Erik Anderson and Leeza Segal

	Lot 22-23	Lot 21	Lot 21	Lot 20	Building 5
Number of stories <i>(ground floor counts as one)</i>	2	1	Vacant	1	
Type of Use	1st floor	Commercial	Auto Shop		Commercial
	2nd story	Commercial Office			
Prevalent façade materials	Brick	Brick		Wood	
Prevalent façade color	Brown	White		Blue	
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

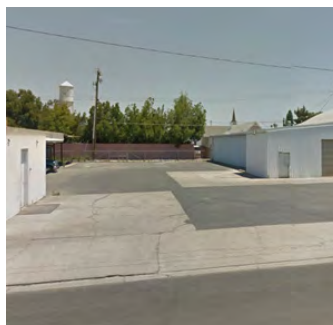
Sidewalk:	Average width: 12 ft.	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: Yes



Lot 22-23



Lot 21



Lot 20



Lot 20

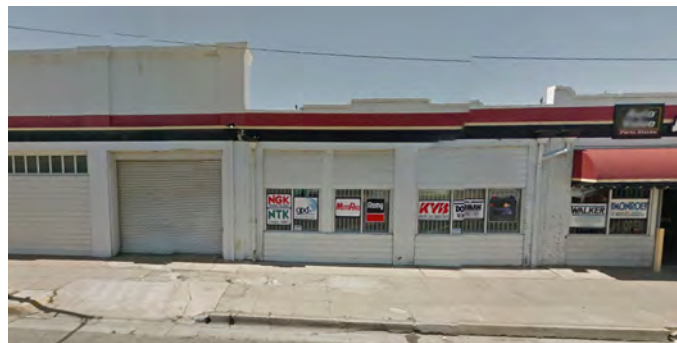
Lot number: 24-28
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

	Lot 24-28				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Auto Shop			
	2nd story				
Prevalent façade materials	Stucco/Brick				
Prevalent façade color	White				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk:	Average width: 4 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Lot for car wash is not in good shape, cracks in asphalt



Lot 24-28

Appendix

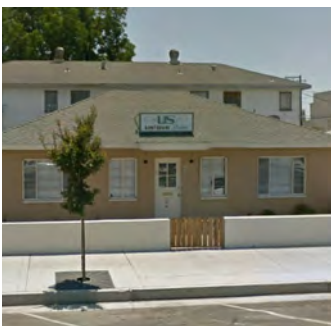
Lot number: 29-30
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

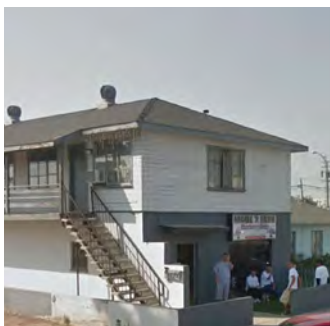
	Lot 29 Building 1	Lot 29 Building 2	Lot 30 Building 1	Lot 30 Building 2
Number of stories <i>(ground floor counts as one)</i>	1	2	1	1
Type of Use	1st floor: Business 2nd story: Stucco	Residential Wood	Restaurant Brick	Residential Brick
Prevalent façade materials	Stucco	Wood	Brick	Brick
Prevalent façade color	Tan	White	White	White
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 12 ft.	Trees (quantity/types/condition): 4 small trees in good condition
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Mural (advertising Guadalajara meat market), nice sidewalk, ADA compliant, newly planted trees, permeable tree grille



Lot 29



Lot 29



Lot 30



Lot 30

Lot number: 31-34
Vacant lot: Yes

Researchers: Erik Anderson and Leeza Segal

	Lot 31	Lot 32	Lot 33	Lot 34
Number of stories <i>(ground floor counts as one)</i>	Vacant	2	2	1
Type of Use	1st floor: Vacant 2nd story: Vacant	Residential Stucco	Cultural Center Wood	Historical Museum Wood
Prevalent façade materials		Stucco	Wood	Wood
Prevalent façade color		White	White	Brown
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 6 ft	Trees (quantity/types/condition): 12 various trees
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Trees in metal grille, numerous light posts



Lot 34



Lot 33



Lot 31



Lot 32

Appendix

Lot number: 35-37
Vacant lot: No

Researchers: Erik Anderson and Leeza Segal

	Lot 35-36	Lot 37			
Number of stories <i>(ground floor counts as one)</i>	N/A	1			
Type of Use	1st floor	Public Parking Lot	Business		
	2nd story				
Prevalent façade materials		Brick/ Stucco			
Prevalent façade color		Tan			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 15 ft	Trees (quantity/types/condition): 14 large and in good condition
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Brick crosswalk in front of Dinuba lanes, nice sidewalk with pavers, public parking lot



Lot 35-36



Lot 37

Lot number: 38-39
Vacant lot: Yes

Researchers: Erik Anderson and Leeza Segal

	Lot 39 Building 1	Lot 39 Building 2	Lot 38		
Number of stories <i>(ground floor counts as one)</i>	1	1	Vacant Lot		
Type of Use	1st floor	Religious	Vacant		
	2nd story				
Prevalent façade materials	Brick	Brick			
Prevalent façade color	Red	Brown			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): 5 in good condition
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Trash can, nice side street (S. L St.) with trees and bushes bordering, rusted out basketball hoop in parking lot



Lot 39



Lot 38

Appendix

Lot number: 40-41
 Vacant lot: Yes

Researchers: Erik Anderson and Leeza Segal

	Lot 41	Lot 40										
Number of stories <i>(ground floor counts as one)</i>	3	2										
Type of Use	1st floor	Commercial	Commercial									
	2nd story	Vacant	Unknown									
Prevalent façade materials	Brick	Brick										
Prevalent façade color	Brick	Brick										
General maintenance	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

Sidewalk	Average width: 4 ft.	Trees (quantity/types/condition): 4 medium sized trees in good condition
Y	N	Conditions: G / A / B Aerial cables: None

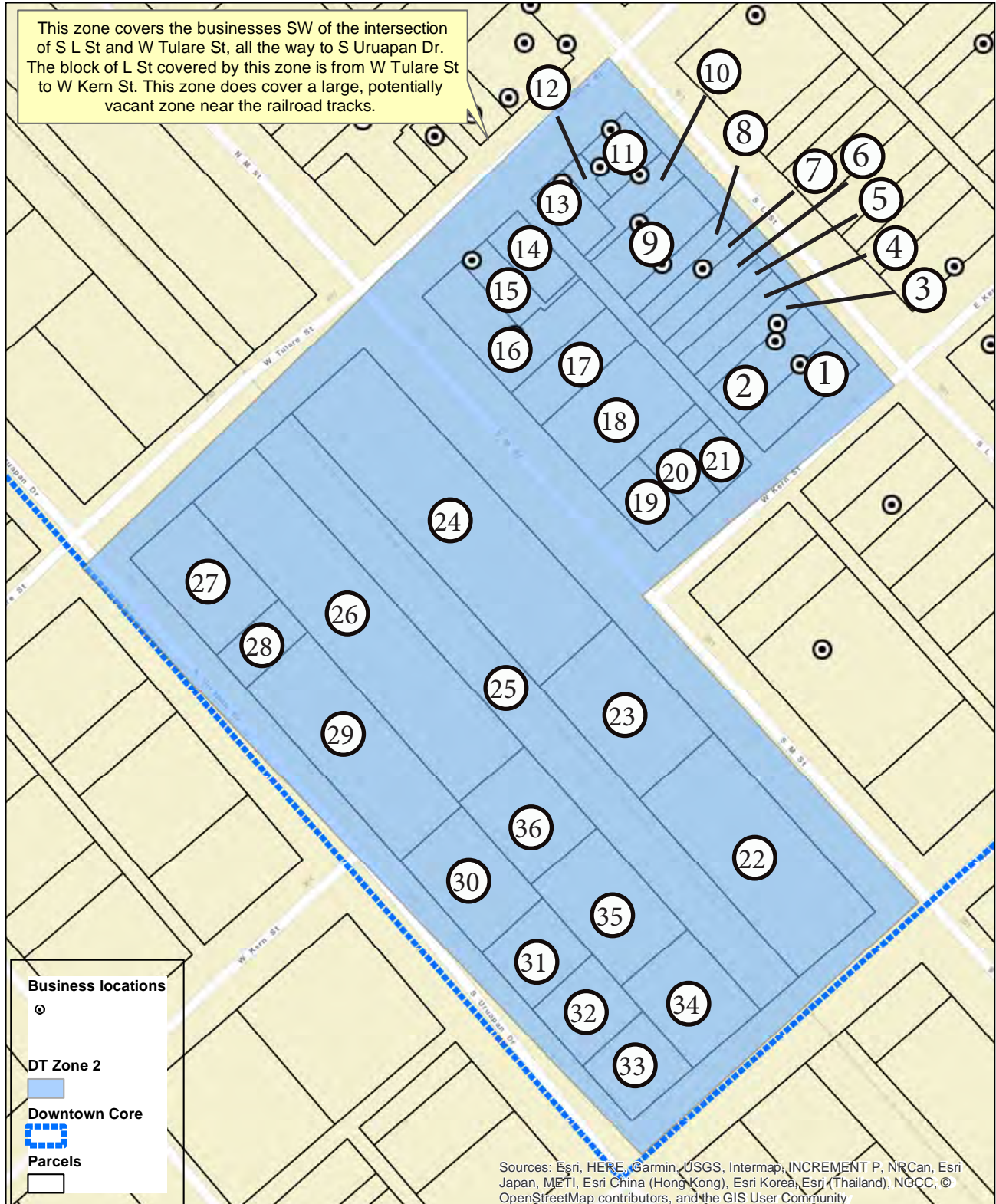
Elements of note: Upper stories of Building 1 have boarded up windows and in very bad condition. 1st floor is in good condition



Lot 40-41

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1
 Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 1	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	3				
Type of Use	1st floor	Restaurant			
	2nd story	Possible Residential use			
Prevalent façade materials	Brick and Stucco				
Prevalent façade color	Light Orange				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): One large tree in front of the main entrance to the building that is taller than the overall height of the building
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Large building footprint on a relatively large lot but questioned if the entire space was being used. | Determined that the other uses outside of the restaurant use could be residential. Few angled parking spaces used in front of the Dinuba Restaurant.



Lot 1

Lot number: 2
 Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 2	Building 2	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Retail (Grocer)			
	2nd story				
Prevalent façade materials	Stucco				
Prevalent façade color	Beige				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): One large tree in front of the main entrance to the building that is taller than the overall height of the building
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Small building footprint on a shared commercial lot.



Lot 2

Appendix: Lot Survey

Lot number: 3-4
Vacant lot: Yes

Researchers: Justin Klaparda and June Lai

	Lot 3	Lot 4	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1			
Type of Use	1st floor Retail	Retail			
	2nd story				
Prevalent façade materials	Brick and Wood	Brick			
Prevalent façade color	Light Brown	Light Brown			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): One large tree in front of the main entrance to the building that is taller than the overall height of the building and both lots.
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: One vacant parcel in average condition next to a sporting goods and merchandise store



Lot 3-4

Lot number: 5-6
Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 5-6				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor Commercial				
	2nd story				
Prevalent façade materials	Cement				
Prevalent façade color	Grey				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): One large tree in good condition that runs adjacent to the Dinuba Sentinel site. Provides significant shading to the building.
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Large building footprint on a relatively large lot housing the Dinuba Sentinel. This building is adjacent to a mid-street crosswalk and also contains a street lamp post for nighttime lighting.



Lot 5-6

Appendix: Lot Survey

Lot number: 7-8
 Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 7-8														
Number of stories <i>(ground floor counts as one)</i>		1														
Type of Use	1st floor	Retail														
	2nd story															
Prevalent façade materials		Stucco														
Prevalent façade color		Light Pink														
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N	

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): No existing trees in area Aerial cables: None
	Y	N	
Conditions: G / A / B			

Elements of note: Small parcel next to the Dinuba Sentinel. Contains an awning in good condition.

Lot number: 9-10
 Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 9-10														
Number of stories <i>(ground floor counts as one)</i>		1														
Type of Use	1st floor	Retail														
	2nd story															
Prevalent façade materials		Stucco														
Prevalent façade color		Light Brown														
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N	

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): Two large trees in front of properties Aerial cables: None
	Y	N	
Conditions: G / A / B			

Elements of note: Two unique parcels that are both used as retail spaces. Awning on Lot 1-8 is in poor condition. However, this Lot also contains unique embellishments on the facade. Occupants include thrift shop, medical office space, and more retail.



Lot 7-8



Lot 9-10

Appendix: Lot Survey

Lot number: 13
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 13																				
Number of stories <i>(ground floor counts as one)</i>		1																				
Type of Use	1st floor	Commercial Office and Retail																				
	2nd story																					
Prevalent façade materials		Stucco																				
Prevalent façade color		Off White																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): Two trees in front of property as well as bulb out with additional landscaping
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Shared commercial office space with bulb out that provides significant shading on corner lot



Lot 13

Lot number: 14
Vacant lot: Yes

Researchers: Justin Klaparda and June Lai

		Lot 14																				
Number of stories <i>(ground floor counts as one)</i>		1																				
Type of Use	1st floor	Empty Lot																				
	2nd story																					
Prevalent façade materials		N/A																				
Prevalent façade color		N/A																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Lot borders an alleyway



Lot 14

Appendix: Lot Survey

Lot number: 15-16
Vacant lot: Yes

Researchers: Justin Klaparda and June Lai

	Lot 15	Lot 16												
Number of stories <i>(ground floor counts as one)</i>	1	1												
Type of Use	1st floor	Retail - Food	Commercial Office and Retail											
	2nd story													
Prevalent façade materials	Stucco	Brick												
Prevalent façade color	Gray	Reddish Brown												
General maintenance	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): Two trees in front of properties as well as bulb out with additional landscaping at the intersection
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Two distinct commercial spaces with two different and different uses. Noted that the awning on Building 1 says Mega Video while the signage on the store is actually Diablo Shaved Ice. From the ground perspective, this was initially confusing. Building 2 utilized significant space and has a significant building footprint.



Lot 15



Lot 16

Lot number: Lot 17
Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 17													
Number of stories <i>(ground floor counts as one)</i>	1													
Type of Use	1st floor	Light Industrial + Parking												
	2nd story													
Prevalent façade materials	Sheet Metal/Stucco													
Prevalent façade color	Beige													
General maintenance	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: First of the light industrial parcels within our zone that is automotive related. Occupies significant acreage utilizing concrete. Landscaping is present though not directly on site but is surrounding this specific site.



Lot 17

Appendix: Lot Survey

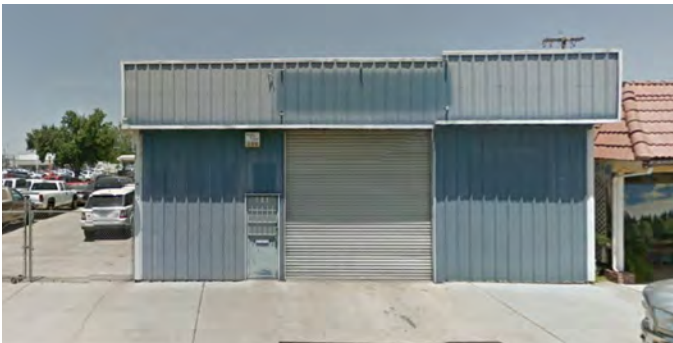
Lot number: Lot 20
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 20																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Office - Light Industrial																		
	2nd story																			
Prevalent façade materials		Sheet Metal																		
Prevalent façade color		Blue/Gray																		
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Light industrial use office space that was closed during field work. Primary material that was present on this lot facade was sheet metal. Car entrance ramp is also present, but no signage that effectively denotes business name or business type.



Lot 20

Lot number: 21
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 21																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Commercial/ Retail - Food																		
	2nd story																			
Prevalent façade materials		Brick																		
Prevalent façade color		Brown																		
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: This was an extremely busy bakery that had a constant flow of customers. One element of note in terms of positive building design was the outdoor seating area that contained a mural element, shading, and outdoor seating. While this lot size is small, wide sidewalks allow for the potential of active space. This lot was also bordered by angled parking as well as a 20-minute parking space for customers presumably looking to get pastries and quickly exit.



Lot 21

Appendix: Lot Survey

Lot number: Lot 22
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 22																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Parking Lot																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): there are trees in good condition on the edges of the parking lot; also, a landscaped buffer on the edge of the sidewalk. Aerial cables: None
	Y	N	

Elements of note: There are also plenty of on street front-in angled parking spots available. A striped mid-block crossing section is available to facilitate pedestrian crossing from the parking lot to the entertainment plaza.



Lot 22



Lot 22

Lot number: Lot 23
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 23																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Parking lot																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): there are eight tall trees planted on the sidewalk, with a landscaped buffer. There are also street lamps. Aerial cables: None.
	Y	N	

Elements of note: This lot is the extended parking lot for the car dealership from lot 3-1. However, the sidewalk conditions are much better here because it is neighboring a city parking lot that is near the entertainment plaza. There are also plenty of on-street angled front-in parking spots available.



Lot 23

Appendix: Lot Survey

Lot number: Lot 24
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 24																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Parking																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: This parcel features a surface parking lot that is roughly the same size as the whole lot 1 and lot 2. It is served as a parking lot for the Dodge/Chrysler dealership from across the street. There are street lights and well-maintained sidewalks surrounding this parcel.



Lot 24

Lot number: Lot 25
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 25																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Train tracks																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): There are no trees
Y N	Conditions: G / A / B	Aerial cables: Overhead cables to support the trains

Elements of note: There is no pedestrian access across the train tracks, at the time of observation there were 2 people trying to walk across the train tracks, which is a safety concern. Also, the presence of large piece of underutilized land and construction material is negative to human activity.



Lot 25



Lot 25

Appendix: Lot Survey

Lot number: Lot 26
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 26																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Parking																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): None	
	Y	N	Aerial cables: Overhead railway traffic signals	
		Conditions: G / A / B		

Elements of note: It is unknown what the site is used for. A glance through the gate indicates an empty open lot, but during the observation a driver opened the gates and drove out. When the researcher approached the driver for information, the driver was reluctant to share information and simply replied that the lot of just used for nothing really of importance. The sidewalk condition for this lot is bad, filled with gravel. During the observation period a family with a stroller walked to the other side of the street to avoid the sidewalk.



Lot 26

Lot number: Lot 27
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 27																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Light Industrial																		
	2nd story																			
Prevalent façade materials		Stucco																		
Prevalent façade color		White/Blue trims																		
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): 2 small trees on the sidewalk furnishing zone. 3 more larger trees probably planted by the business on the frontage zone. There is also a street lamp on the sidewalk.	
	Y	N	Aerial cables: None.	
		Conditions: G / A / B		



Lot 27

Appendix: Lot Survey

Lot number: Lot 28
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 28																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Parking lot																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): trees are non-existent; but there are overgrown shrubs from sidewalk cracks
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: This is an empty lot with nothing in it, but fenced in with wire fences and overgrown vegetation within.



Lot 28

Lot number: Lot 29
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 29																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Parking Lot																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y

Sidewalk	Average width: n/a	Trees (quantity/types/condition): None
Y	N	Aerial cables: Overhead power lines
Conditions: G / A / B		

Elements of note: Sidewalks are non-existent, and the street is delineated as a truck route. Trucks and cars drive fast on the street, and pedestrians can only walk on the street.



Lot 29

Appendix: Lot Survey

Lot number: Lot 30-36
 Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 30	Lot 31	Lot 32	Lot 33-36
Number of stories <i>(ground floor counts as one)</i>	1	N/A	1	N/A
Type of Use	1st floor	Unknown	Parking/ Vacant	Auto Shop
	2nd story			Parking/ Vacant
Prevalent façade materials	Sheet metal		Sheet Metal	
Prevalent façade color	White		Silver	
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft		Trees (quantity/types/condition): A few shrubs and a small tree planted by the business owner Aerial cables: There are overhead power cables
	Y	N	
	Conditions: G / A / B		

Elements of note: The sidewalk is well maintained by the business owner, but it ends after the lot. There is also a waist-length green fencing surrounding the entrance of the office.



Lot 30



Lot 32



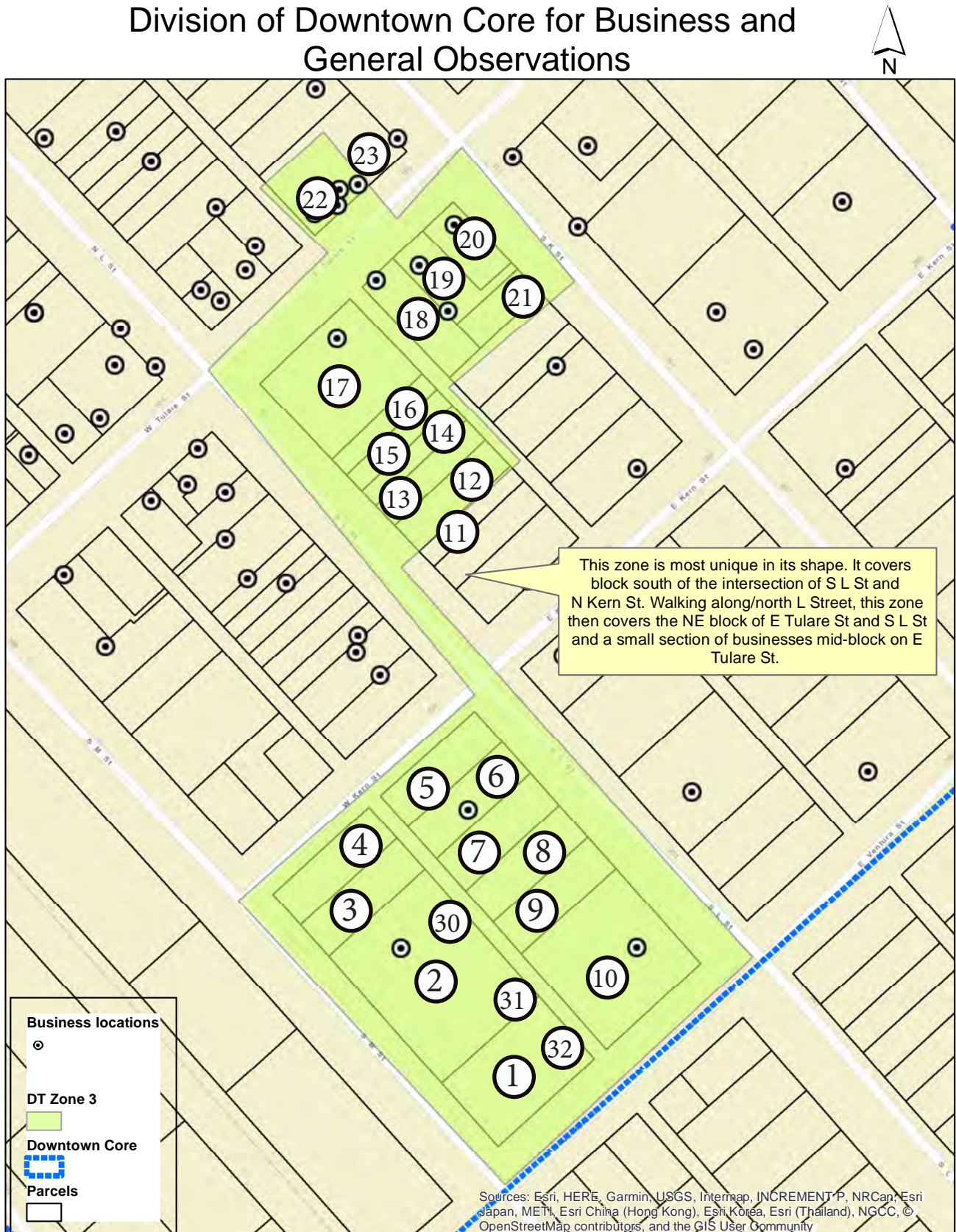
Lot 31 (Lots 34-36 visible in background)



Lot 33

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1-4
Vacant lot: No

Researchers: Miles Barker and Devin Ciriaco

	Lot 1	Lot 2	Lot 3-4		
Number of stories <i>(ground floor counts as one)</i>	N/A	1	N/A		
Type of Use	Grass	Entertainment	Parking Lot		
1st floor					
2nd story					
Prevalent façade materials		Stucco			
Prevalent façade color		Tan			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 20 trees of different heights and species; all in good condition
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Open green space, Movie Theater, and Parking lot. Bus stop outside the theater on South M St.



Lot 1-2



Lot 3-4

Lot number: 6
Vacant lot: No

Researchers: Miles Barker and Devin Ciriaco

	Lot 6				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	Retail				
1st floor					
2nd story					
Prevalent façade materials	Stucco				
Prevalent façade color	Green				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 13 ft	Trees (quantity/types/condition): 7 trees, 15-20' tall with 1' diameter
Y N	Conditions: G / A / B	Aerial cables: Not present

Elements of note: Market store and parking lot. Lack of landscaping features.



Lot 6

Appendix: Lot Survey

Lot number: Lot 7-10
Vacant lot: Yes

Researchers: Miles Barker and Devin Ciriaco

		Lot 7-10											
Number of stories <i>(ground floor counts as one)</i>		N/A											
Type of Use	1st floor												
	2nd story												
Prevalent façade materials													
Prevalent façade color													
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

Sidewalk	Average width: 12 ft	Trees (quantity/types/condition): 24 trees with differing heights
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Empty fenced perimeter with large paved lot. Entertainment Plaza with ample shading and seating options. Existing light features.



Lot 7



Lot 8-9



Lot 10



Lot 10

Lot number: 11-15
Vacant lot: Yes

Researchers: Miles Barker and Devin Ciriaco

		Lot 13-15		Lot 12		Lot 11							
Number of stories <i>(ground floor counts as one)</i>		1		1		2							
Type of Use	1st floor	Commercial/Retail		Commercial/Retail		Commercial							
	2nd story					Residential							
Prevalent façade materials		Stucco		Stucco		Stucco							
Prevalent façade color		Tan		Tan/Blue		Tan							
General maintenance		G	A	B	G	A	B	G	A	B	B	A	B
Architectural value		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

Sidewalk	Average width: 12 ft	Trees (quantity/types/condition): 4 trees all over 20' feet height; good condition
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Six different connected buildings that are characterized by one unifying façade with some sharing one extended awning.



Lot 13-17



Lot 12



Lot 11

Appendix: Lot Survey

Lot number: 16-17
Vacant lot: No

Researchers: Miles Barker and Devin Ciriaco

		Lot 17	Lot 16											
Number of stories <i>(ground floor counts as one)</i>		1	1											
Type of Use	1st floor	Bank	Retail											
	2nd story													
Prevalent façade materials		Stucco	Stucco											
Prevalent façade color		Beige	Tan/Blue											
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 12 ft	Trees (quantity/types/condition): 7 trees of differing heights
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Rabobank on the corner of Tulare and L St. with a parking lot.



Lot 17



Lot 16

Lot number: 18-21
Vacant lot: No

Researchers: Miles Barker and Devin Ciriaco

		Lot 18	Lot 21	Lot 20	Lot 19	Building 5								
Number of stories <i>(ground floor counts as one)</i>		2	1	1	N/A									
Type of Use	1st floor	Personal Services/Retail	Personal Services/Retail	Personal Services/Retail	Parking Lot									
	2nd story	Unknown												
Prevalent façade materials		Stucco/Wood	Stucco	Brick										
Prevalent façade color		Beige	Off-White	Light Grey										
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		

Sidewalk	Average width: 13 ft	Trees (quantity/types/condition): 10 trees of different species and varying heights
Y	N	Aerial cables: Yes, on K Street in front of parking lot
Conditions: G / A / B		

Elements of note: Mural on side of building 1. Retail and personal service business, all of which are occupied in the three buildings. Parking lot behind Building 3 on K Street.



Lot 18, Lot 21



Lot 20



Lot 19

Appendix: Lot Survey

Lot number: 23-24
Vacant lot: No

Researchers: Miles Barker and Devin Ciriaco

	Lot 23	Lot 23	Lot 23	Lot 23	Lot 23	Lot 24
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1	1
Type of Use	1st floor	Commercial /Retail	Commercial /Retail	Commercial /Retail	Commercial /Retail	Commercial /Retail
	2nd story					
Prevalent façade materials	Stucco	Stucco	Stucco	Stucco	Stucco	Stucco/Brick
Prevalent façade color	Tan	White	Green	Off White	Tan	Brown
General maintenance	G A B	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 12 ft		Trees (quantity/types/condition): 3 trees, two of which are young and one mature Aerial cables: None
	Y N	Conditions: G / A / B	

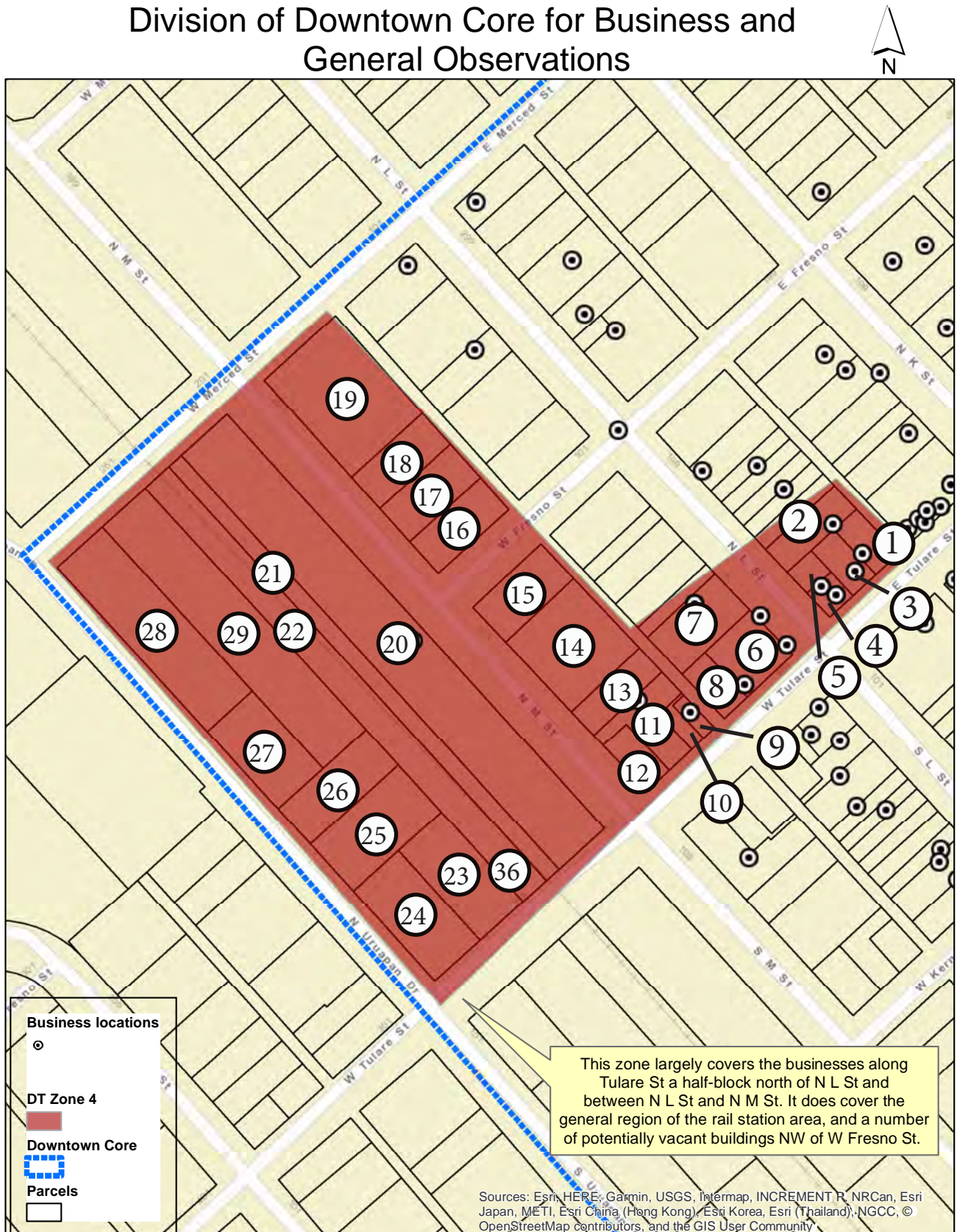
Elements of note: Six different connected buildings that are characterized by differing facades; one distinct with brick, the rest stucco. Awnings along the first, fifth, and sixth buildings.



Lot 23-24

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1, 3
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

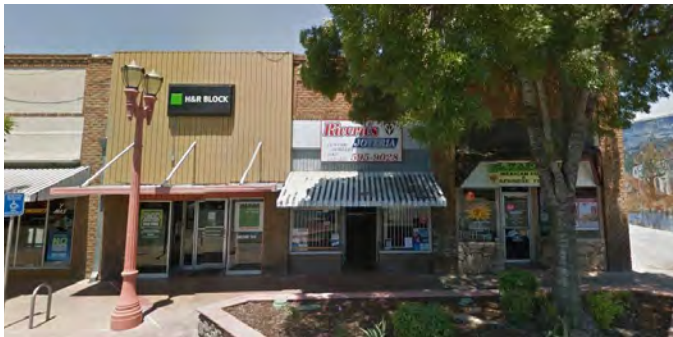
	Lot 3	Lot 3	Lot 1	Lot 1	Lot 1	
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1	
Type of Use	1st floor	Rockstar Salon	Furniture Store	H&R Block	Rivera's Jewelry	Huacana's Mex
	2nd story					
Prevalent façade materials	Brick	Brick	Brick	Brick/Stone	Brick/Stone	
Prevalent façade color	Yellowish	Tan	Yellowish	Yellowish	Reddish	
General maintenance	G A B	G A B	G A B	G A B	G A B	
Architectural value	Y N	Y N	Y N	Y N	Y N	

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 2 trees good condition
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Well-kept planters that are large in size, could be better filled with plants



Lot 1



Lot 3

Lot number: 2, 4-5
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

	Lot 2	Lot 4-5			
Number of stories <i>(ground floor counts as one)</i>	2	2			
Type of Use	1st floor	Commercial	Commercial		
	2nd story	Unknown	Unknown		
Prevalent façade materials	Stucco/ Concrete	Stucco/ Concrete			
Prevalent façade color	Yellowish	Tan			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 3 trees, good Condition.
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Awnings are badly torn at jewelry store. Planters are well-kept.



Lot 2



Lot 4-5

Appendix: Lot Survey

Lot number: 6-7
Vacant lot: Yes

Researchers: Mark Pasanen and Kent Harrison

		Lot 6-7																				
Number of stories <i>(ground floor counts as one)</i>		2																				
Type of Use	1st floor	Retail																				
	2nd story	Unknown																				
Prevalent façade materials		Concrete																				
Prevalent façade color		Yellow																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N	

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 2 Broadleaf, Good condition, mature
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Pre-modern canopy, windowed storefronts.



Lot 6



Lot 7

Lot number: 8
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

		Lot 8 Building 1		Lot 8 Building 2		Lot 8 Building 3																
Number of stories <i>(ground floor counts as one)</i>		1		1		1																
Type of Use	1st floor	Retail		Tax Prep		Restaurant																
	2nd story	Stucco		Wood/Brick		Wood/Brick																
Prevalent façade materials																						
Prevalent façade color		Red		Bright Yellow		Yellow																
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N	

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 4 Broadleaf trees in good condition
Y	N	Aerial cables: None
Conditions: G / A / B		

Elements of note: Trash receptacles, Awnings, Window storefronts



Lot 8 Building 1 & 2



Lot 8 Building 3

Appendix: Lot Survey

Lot number: 9-11
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

	Lot 11	Lot 10	Lot 9		
Number of stories <i>(ground floor counts as one)</i>	1	2	1		
Type of Use	1st floor: Retail	Salon	Salon		
	2nd story:	Unknown			
Prevalent façade materials	Wood	Brick	Stucco/ Brick		
Prevalent façade color	Yellow	Grey	Grey		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 3 broadleaf, good condition
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Well-kept planter with flowers, good sidewalk on Tulare, poor sidewalk on M Street.

Lot number: 13-15
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

	Lot 15	Lot 14	Lot 13	Lot 12	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1	1	N/A	
Type of Use	1st floor: Warehouse	Warehouse	Auto Shop	Parking Lot	
	2nd story:				
Prevalent façade materials	Aluminum	Steel	Stucco		
Prevalent façade color	Silver	Yellow	White		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 1 broadleaf, good condition
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Security fencing around empty lots, sidewalk stops mid-block



Lot 9



Lot 12-13



Lot 10



Lot 14-15



Lot 11

Appendix: Lot Survey

Lot number: 16-19
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

	Lot 19	Lot 16-18	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	N/A			
Type of Use	1st floor	Transit Center	Parking Lot		
	2nd story				
Prevalent façade materials	Brick				
Prevalent façade color	Brown				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): Multiple, broadleaf in good condition
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Covered parking area, landscaped public spaces



Lot 19



Lot 16-18

Lot number: Lot 20
Vacant lot: No

Researchers: Justin Klaparda and June Lai

	Lot 20				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Office - Light Industrial			
	2nd story				
Prevalent façade materials	Sheet Metal				
Prevalent façade color	Blue/Gray				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Light industrial use office space that was closed during field work. Primary material that was present on this lot facade was sheet metal. Car entrance ramp is also present, but no signage that effectively denotes business name or business type.



Lot 20

Appendix: Lot Survey

Lot number: 21-22
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

		Lot 21-22																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Railroad Tracks																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 8 ft		Trees (quantity/types/condition): None	
Y	N	Conditions: G / A / B		Aerial cables: Yes	

Lot number: 23-29
Vacant lot: No

Researchers: Mark Pasanen and Kent Harrison

		Lot 28-29 Building 1		Lot 27 Building 2		Lot 26 Building 3		Lot 25 Building 4		Lot 23-24										
Number of stories <i>(ground floor counts as one)</i>		1		2		1		1		N/A										
Type of Use	1st floor	Industrial		Industrial		Industrial		Industrial		Parking										
	2nd story																			
Prevalent façade materials		Siding		Stucco		Siding		Concrete												
Prevalent façade color		White		Tan		White		Grey												
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 8 ft		Trees (quantity/types/condition): 3 trees, good condition	
Y	N	Conditions: G / A / B		Aerial cables: Yes	

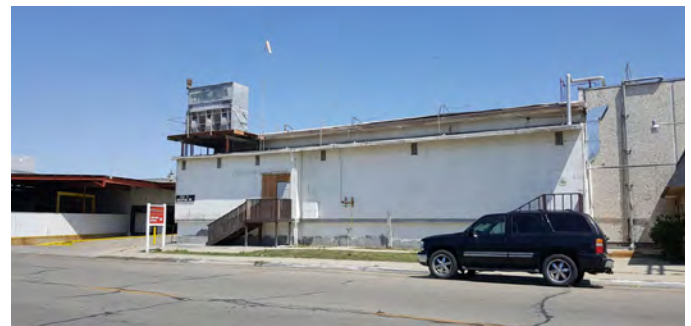
Elements of note: Sidewalk does not continue on the entire length of street.



Lot 21-22



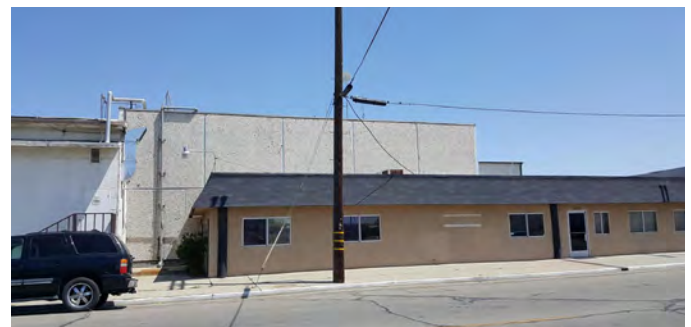
Lot 28-29



Lot 27



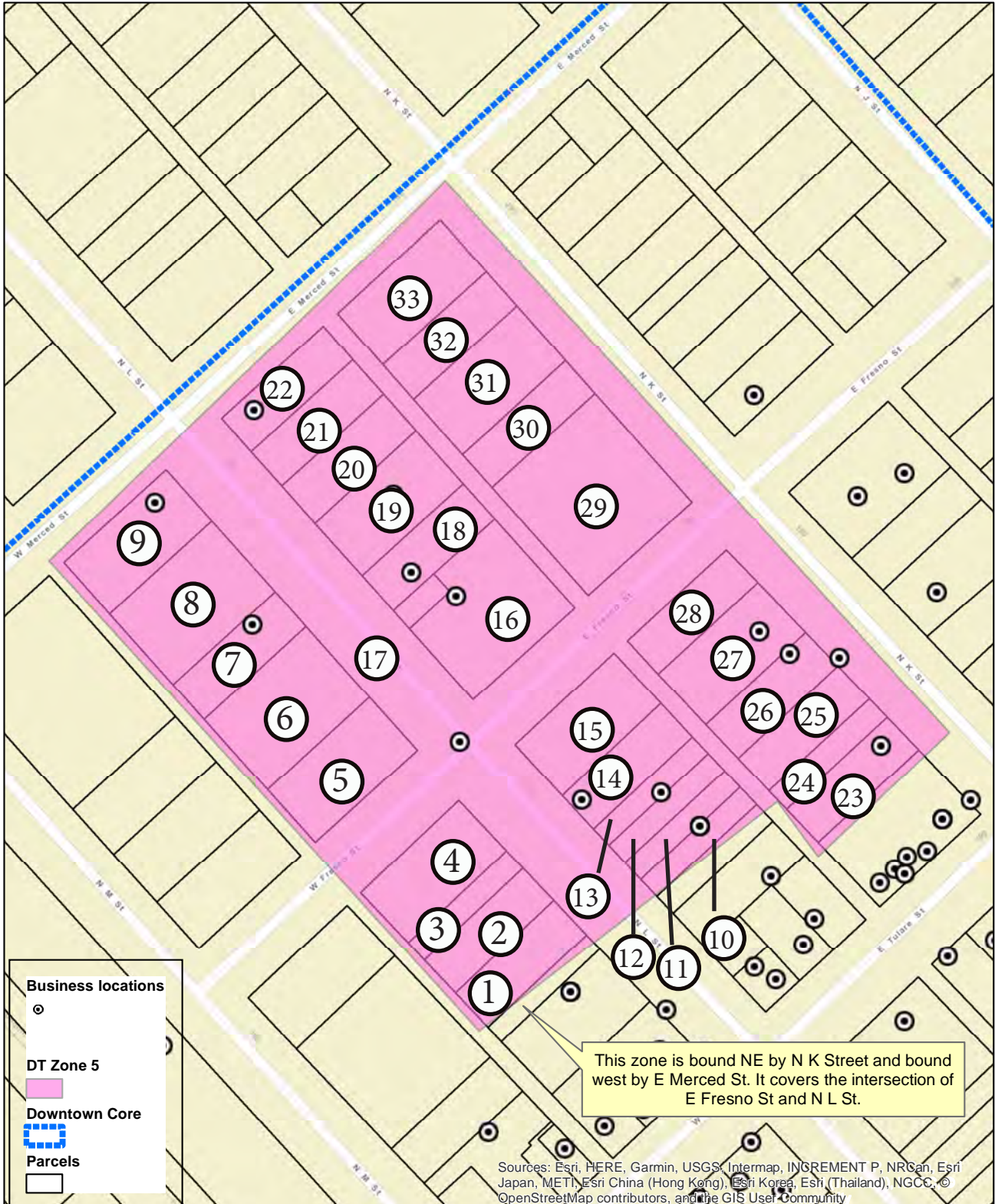
Lot 23-25



Lot 26

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1-4
Vacant lot: Yes

Researchers: Elizabeth Yee and Edgar Hernandez

		Lot 14																		
Number of stories <i>(ground floor counts as one)</i>		2																		
Type of Use	1st floor	Meeting Room																		
	2nd story	Unoccupied																		
Prevalent façade materials		Stucco																		
Prevalent façade color		Tan																		
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 8 ft		Trees (quantity/types/condition): 7 medium trees with string lights that didn't work	
Y	N	Conditions: G / A / B		Aerial cables: None on the main block but some along the shared alleyways	

Elements of note: Well-maintained planters on half the street with a variety of plants. Lots of ugly and abandoned looking facades with dangerous exposed awnings. Two adobe colored street lamps and street lighting that didn't work.



Lot 1

Lot number: 5-9
Vacant lot: Yes

Researchers: Elizabeth Yee and Edgar Hernandez

		Lot 5-6		Lot 7		Lot 8		Lot 9												
Number of stories <i>(ground floor counts as one)</i>		Vacant		1		1		1												
Type of Use	1st floor			Medical Center		Medical Center with Parking Lot		Alta Irrigation District												
	2nd story																			
Prevalent façade materials								Wood												
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 6 ft		Trees (quantity/types/condition): 11 trees located along this street, all are healthy and have large canopies	
Y	N	Conditions: G / A / B		Aerial cables: Yes but only along Merced Street which is right outside of the downtown area	

Elements of note: Located along "L" Street, alleyway are usable and well paved and random abandoned house on corner of Fremont and L Street. Alleyways are mostly used for cars, no cracks in the sidewalks, relatively narrow sidewalks but no buildings about the property line, so the sidewalk seemed closer.



Lot 5-6



Lot 7



Lot 9



Lot 8

Appendix: Lot Survey

Lot number: Lot 10-11
Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

Lot number: 12-15
Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 10	Lot 10	Lot 10	Lot 11	
Number of stories <i>(ground floor counts as one)</i>	1	1	1	N/A	
Type of Use	1st floor	Commercial	Commercial	Commercial	Walkway
	2nd story				
Prevalent façade materials	Brick/Stucco	Brick/Stucco	Brick/Stucco		
Prevalent façade color	Cream/Blue	Cream/Blue	Cream/Blue		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): 9 Trees on Street
Y N	Conditions: G / A / B	Aerial cables: None

	Lot 15	Lot 14	Lot 13	Lot 12	
Number of stories <i>(ground floor counts as one)</i>	3	1	1	1	
Type of Use	1st floor	Vacant Store front	Furniture store	Pharmacy	Clothing store
	2nd story	Vacant Store Front			
Prevalent façade materials	Stucco	Brick	Brick/Metal Siding	Stucco/Tile	
Prevalent façade color	Grey/Cream	Grey/Light Blue	Black/White	Green/Cream	
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 8 ft	Trees (quantity/types/condition): 9 trees along L Street
Y N	Conditions: G / A / B	Aerial cables: In Alleyways

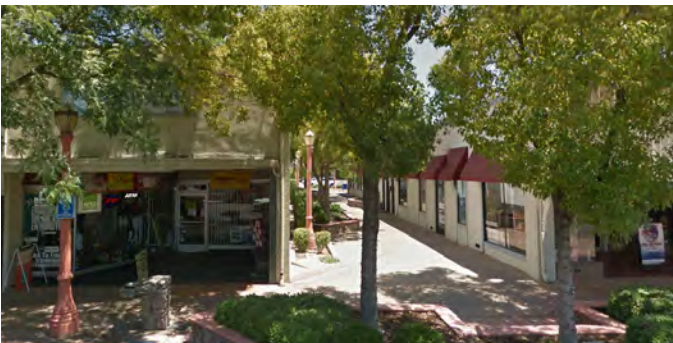
Elements of note: Mature trees, 1 garbage bin but not maintained or used. 2 planters strips with seating, pedestrian mid street crossing and one water fountain, lots of street lights.



Lot 10



Lot 14



Lot 11



Lot 15

Appendix: Lot Survey

Lot number: 16-19
Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 16	Lot 17	Lot 18	Lot 19
Number of stories <i>(ground floor counts as one)</i>	N/A	1	1	1
Type of Use	1st floor	Parking Lot	Office	Retail
	2nd story			
Prevalent façade materials		Brick	Wood	Brick
Prevalent façade color		Red	Tan	Red/Brown
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): 10 trees on street
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Located on L street. This area includes the Dinuba chamber of commerce. There are also some residential buildings in this area. Sidewalks were narrow on this side of the road. Angels parking found here.

Lot number: 20-22
Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 20	Lot 21	Lot 22	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1	1	1		
Type of Use	1st floor	Residential	Residential	Office	
	2nd story				
Prevalent façade materials	Wood	Wood	Wood		
Prevalent façade color	Blue	Green	Blue		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): 10 trees on street
Y N	Conditions: G / A / B	Aerial cables: Yes



Lot 5-6



Lot 20



Lot 5-6



Lot 21



Lot 5-6



Lot 22

Appendix: Lot Survey

Lot number: 23-25
Vacant lot: Yes

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 25	Lot 24	Lot 23		
Number of stories <i>(ground floor counts as one)</i>	1	1	1		
Type of Use	1st floor	Retail	Office (Vacant)	Office (Vacant)	
	2nd story				
Prevalent façade materials	Stucco	Stucco	Concrete		
Prevalent façade color	White	Brown	Brown		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Lot number: 26-28
Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 28	Lot 27 Building 1	Lot 27 Building 2	Lot 26	
Number of stories <i>(ground floor counts as one)</i>	1	1	1	N/A	
Type of Use	1st floor	Fitness	Office	Office	Parking Lot
	2nd story				
Prevalent façade materials	Concrete	Wood	Concrete		
Prevalent façade color	Khaki	Brown	Grey		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 2 trees as you enter surface parking lot on K St.
Y N	Conditions: G / A / B	Aerial cables: Yes

Elements of note: Overall there are 6 buildings on the east side of this lot. The conditions of these buildings are mostly average. There is not much shade on this part of the street. There are a couple vacant buildings. Additionally, most of these retail offices seem to be closed on the weekends. There is not a lot of activity going on with these retail stores.



Lot 23



Lot 26 & 27



Lot 24



Lot 28



Lot 25

Appendix: Lot Survey

Lot number: Lot 29-33
 Vacant lot: No

Researchers: Elizabeth Yee and Edgar Hernandez

	Lot 33	Lot 32	Lot 31	Lot 30	Lot 29	
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	2/3	
Type of Use	1st floor	Residential	Residential	Residential	Residential	Office
	2nd story					Office
Prevalent façade materials	Wood	Wood	Wood	Wood	Concrete	
Prevalent façade color	White	Blue	Khaki	White	Grey	
General maintenance	G A B	G A B	G A B	G A B	G A B	
Architectural value	Y N	Y N	Y N	Y N	Y N	

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): 5 trees located on block Aerial cables: Yes
Y N	Conditions: G / A / B	

Elements of note: More residential near the downtown. Many trees, however they are not well taken care of and they don't provide a lot of shade for the residents on this side of the block.



Lot 29



Lot 32



Lot 30



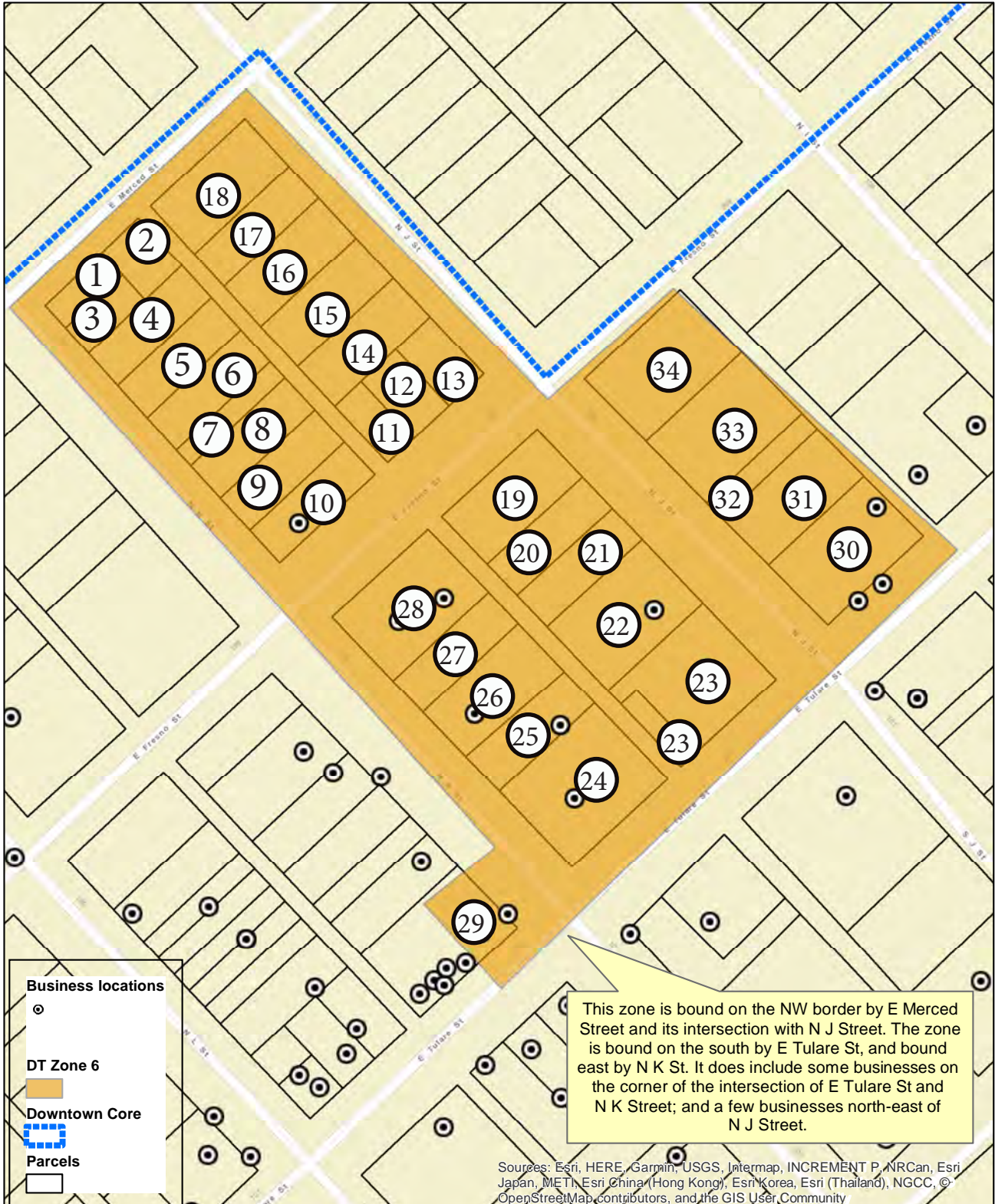
Lot 33



Lot 31

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1-5
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffler

	Lot 1	Lot 2	Lot 3	Lot 4	Lot 5
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1
Type of Use	Residential	Residential	Residential	Residential	Commercial
1st floor					
2nd story					
Prevalent façade materials	Wood	Wood	Stucco	Wood	Wood
Prevalent façade color	White/Red/ Green	Sand	Grey/Light Brown	Cream	Sand
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Pal trees, other common deciduous trees, orange trees
Y N	Conditions: G / A / B	Aerial cables: cables are run through the alleys behind the houses

Elements of note: In general, the houses on this lot have architectural value. Cracks in sidewalk from the tree roots, unevenness, no ADA ramps, lack of function street lights



Lot 1



Lot 2



Lot 3



Lot 4



Lot 5

Lot number: 6-10
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffler

	Lot 6	Lot 7	Lot 8	Lot 9	Lot 10
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1
Type of Use	Residential	Residential	Residential	Residential	Residential
1st floor					
2nd story					
Prevalent façade materials	Stucco	Wood	Wood	Wood	Wood
Prevalent façade color	Taupe	White	Cream	Sand	White
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Palm trees, other common deciduous trees
Y N	Conditions: G / A / B	Aerial cables: Yes, towards back of house

Elements of note: Cracks in sidewalk from tree roots, unevenness, no ADA ramps



Lot 6



Lot 7



Lot 8



Lot 9



Lot 10

Appendix: Lot Survey

Lot number: 11-15
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

	Lot 11	Lot 12	Lot 13	Lot 14	Lot 15
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1
Type of Use	Residential	Residential	Residential	Residential	Residential
1st floor					
2nd story					
Prevalent façade materials	Wood	Wood	Stucco	Stucco	Wood
Prevalent façade color	White	White/Peach	Taupe	Taupe	Cream
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): There are a number of trees along this lot, many are shorter and only in front of the buildings
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Overall sidewalk condition is average, with some cracks, but less unevenness than Lot 1. The condition of the houses varies, from a third being in poor condition, most being in average condition and one being in excellent condition. Most are single story single family with one multi-family single story apartment.



Lot 11



Lot 12



Lot 13



Lot 14



Lot 15

Lot number: 16-18
Vacant lot: Yes

Researchers: Cara Meche and Dustin Stiffier

	Lot 16	Lot 16	Lot 17	Lot 18
Number of stories <i>(ground floor counts as one)</i>	N/A	1	1	1
Type of Use	Vacant	Residential	Residential	Residential
1st floor				
2nd story				
Prevalent façade materials		Stucco	Stucco	Wood
Prevalent façade color		Blue/Grey	Tan	White
General maintenance	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): There are a number of trees along this lot. Many are shorter and only in front of the buildings
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Overall sidewalk condition is average, with some cracks, but less unevenness than Lot 1. The condition of the houses varies, from a third being in poor condition, most being in average condition and one being in excellent condition. Most are single story single family with one multi-family single story apartment.



Lot 16



Lot 16



Lot 17



Lot 18

Appendix: Lot Survey

Lot number: 19-21
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

	Lot 21	Lot 20	Lot 19		
Number of stories <i>(ground floor counts as one)</i>	1	1	1		
Type of Use	Residential	Residential	Residential		
1st floor					
2nd story					
Prevalent façade materials	Wood	Wood	Wood/Brick		
Prevalent façade color	White/Blue Trim	Sand	Taupe/Brick		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 3 ft	Trees (quantity/types/condition): Many deciduous and fruit trees that were large and older
Y N	Conditions: G / A / B	Aerial cables: Seen behind houses in alleyway

Elements of note: Single family residential block next to the Auto Mechanic. Homes are well landscaped. The sidewalk varies from 3 to 4 feet, no ADA ramps were observed. No street lighting was observed. No driveways were observed for the

Lot number: 22
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

	Lot 22				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	Commercial				
1st floor					
2nd story					
Prevalent façade materials	Wood/Glass				
Prevalent façade color	White/Blue Trim				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 5 ft	Trees (quantity/types/condition): One deciduous tree in parking lot as shown.
Y N	Conditions: G / A / B	Aerial cables: Very visible in background

Elements of note: Situated in between the Laundry Cleaners and single-family homes. There is a large parking lot and side angle parking, due to the necessity of that space for cars being sold and serviced. No pedestrian traffic was observed. ADA ramps are missing. Street lighting is missing. There is a back alleyway in between this lot and Lot 7.



Lot 21



Lot 22



Lot 20



Lot 19

Appendix: Lot Survey

Lot number: Lot 23
Vacant lot: No

Researchers: Justin Klaparda and June Lai

		Lot 23																		
Number of stories <i>(ground floor counts as one)</i>		N/A																		
Type of Use	1st floor	Parking lot																		
	2nd story																			
Prevalent façade materials																				
Prevalent façade color																				
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 8 ft		Trees (quantity/types/condition): there are eight tall trees planted on the sidewalk, with a landscaped buffer. There are also street lamps.	
Y	N	Conditions: G / A / B		Aerial cables: None.	

Elements of note: This lot is the extended parking lot for the car dealership from lot 3-1. However, the sidewalk conditions are much better here because it is neighboring a city parking lot that is near the entertainment plaza. There are also plenty of on-street angled front-in parking spots available.



Lot 23

Lot number: 24
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

		Lot 24																		
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	1st floor	Commercial																		
	2nd story																			
Prevalent façade materials		Brick/Cedar Shake																		
Prevalent façade color		Brick																		
General maintenance		G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	G	A	B	
Architectural value		Y	N		Y	N		Y	N		Y	N		Y	N		Y	N		

Sidewalk		Average width: 4 ft		Trees (quantity/types/condition): None	
Y	N	Conditions: G / A / B		Aerial cables: Visible On left side	

Elements of note: This large building currently houses Serrano's Furniture, which is open Monday through Saturday. No pedestrian or bicycle traffic was seen. No ADA ramps were observed. There was a severe lack of landscape. Parking is side street, so obscure.



Lot 25

Appendix: Lot Survey

Lot number: 25-27
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

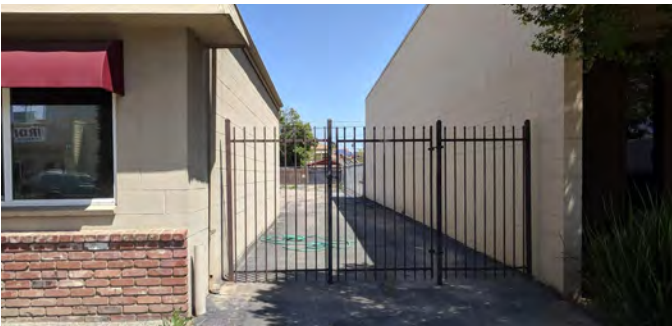
	Lot 27	Lot 26	Lot 25		
Number of stories <i>(ground floor counts as one)</i>	1	1	1		
Type of Use	1st floor	Commercial	Commercial	Commercial	
	2nd story				
Prevalent façade materials	CB/Brick	CB/Wood	Stucco		
Prevalent façade color	Cream	Taupe	Grey		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Sparse Palm and deciduous trees
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: The single story commercial block houses service businesses; Farmers Insurance, PG&E Gas and locally owned Plumbing Company, Hair Studio and Food Manager Certification Office. Businesses are open Monday through Friday, so the only pedestrian traffic during the weekend is from the nearby church on Sundays. The street is wide and well trafficked during the weekdays. The curbs are high, around 6". No ADA compliant ramps were observed although



Lot 27



Lot 26



Lot 25

Lot number: 28
Vacant lot: N

Researchers: Cara Meche and Dustin Stiffier

	Lot 28				
Number of stories <i>(ground floor counts as one)</i>	1				
Type of Use	1st floor	Religious			
	2nd story				
Prevalent façade materials	Brick/Stucco /Wood				
Prevalent façade color	White/Sand				
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Mostly bushes, no large trees
Y N	Conditions: G / A / B	Aerial cables: Seen on the left side

Elements of note: The church is in good condition, with both landscape and facade being well maintained,



Lot 28

Appendix: Lot Survey

Lot number: 29
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

	Lot 29 Building 1	Lot 29 Building 2	Lot 29 Building 3		
Number of stories (ground floor counts as one)	1	1	1		
Type of Use	Commercial	Commercial	Commercial		
1st floor					
2nd story					
Prevalent façade materials	Wood	Brick	Brick		
Prevalent façade color	Sand	Brick	Brick		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 5 ft	Trees (quantity/types/condition): One deciduous in planter
Y N	Conditions: G / A / B	Aerial cables: Visible behind and across the street

Elements of Note: These three businesses are an ice cream shop, a discount store and a Computer Gaming store. This lot felt like a true downtown feel, with the sidewalks having the light red tilework, planter boxes and street lights with flags. The structure of the buildings created good transparency and human scale, with a continuous facade that seemed welcoming for pedestrians and casual bicyclists. There was also a mural painted on the side of Building 3 and seemed more appropriately placed than the mural on Building 7.1. Parking was also angled, with more cars in these types of spaces than



Lot 29 (Buildings 1 to 2 from left to right)

Lot number: 30-31
Vacant lot: No

Researchers: Cara Meche and Dustin Stiffier

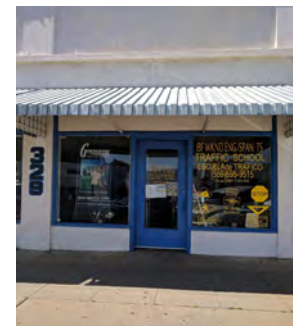
	Lot 30-31 Building 1	Lot 30-31 Building 2	Lot 30-31 Building 3		
Number of stories (ground floor counts as one)	1	1	1		
Type of Use	Commercial	Commercial	Commercial		
1st floor					
2nd story					
Prevalent façade materials	Stucco	Stucco	Wood		
Prevalent façade color	White	White	Yellow		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: Seen on the right side in alleyway

Elements of note: This is the historic Haden Hotel built in 1925. Building 1 is mixed use with small apartments above services such as a Medical Supplies store, the apartment rental office, a real estate office and a dance studio. Building 2 houses a traffic school and a hair salon. Building 3 is Jaunita's express, which is not well maintained but has a public trash can in front. There is side angle parking for both residents and businesses. There is an open space behind the apartments that is used for parking, with an entrance between 1 of 11 and itself but it is underutilized and not well maintained. The



Lot 30-31 Building 1



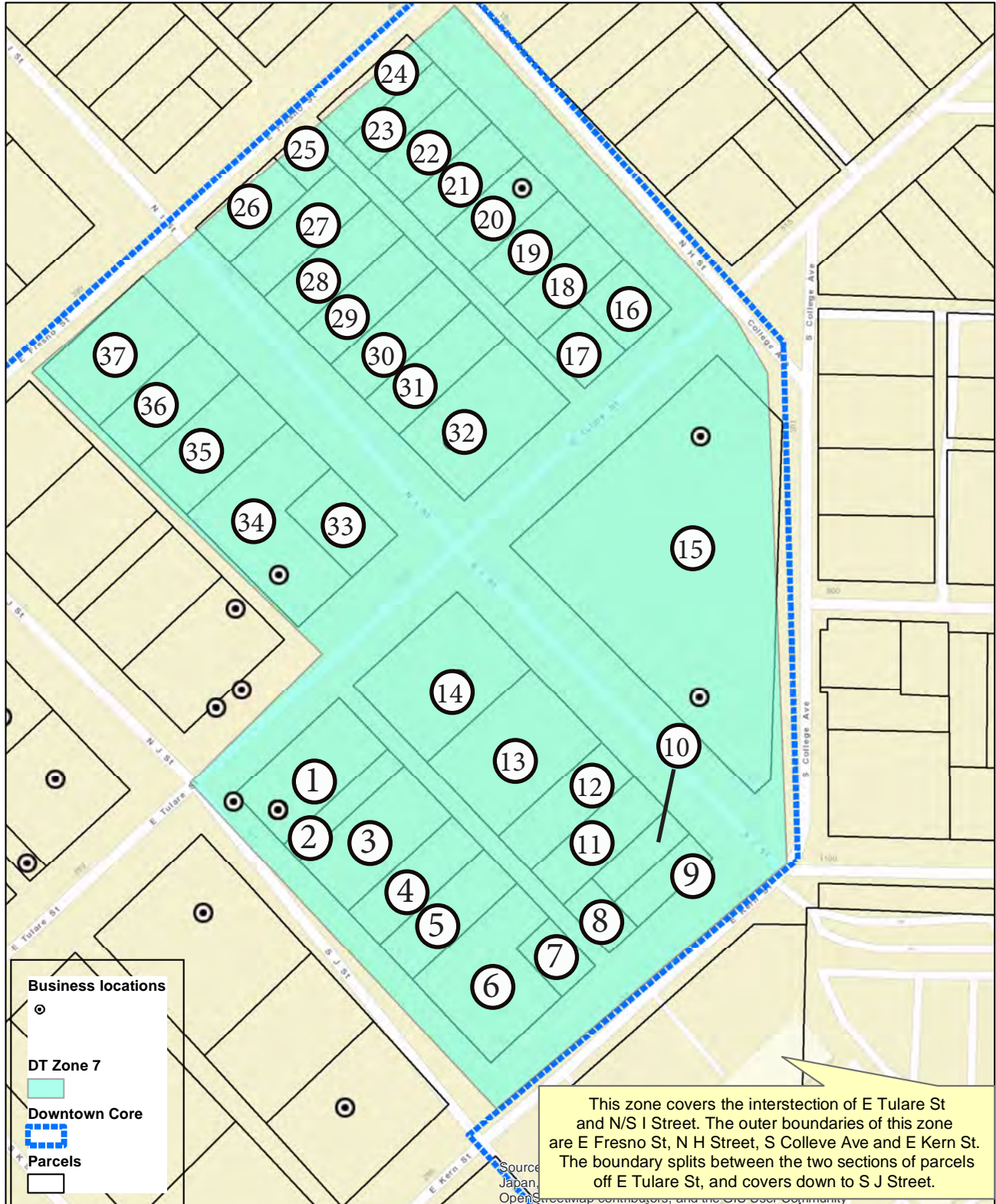
Lot 30-31 Building 2



Lot 30-31 Building 3

Appendix: Lot Survey

Division of Downtown Core for Business and General Observations



Appendix: Lot Survey

Lot number: 1-7
Vacant lot: Yes

Researchers: Madilyn Jacobson and Juno Zheng

		Lot 1-2	Lot 3	Lot 4-5	Lot 6	Lot 7
Number of stories <i>(ground floor counts as one)</i>		1	N/A	N/A	2	N/A
Type of Use	1st floor	Estery/ Personal Service	Vacant	Church Yard	Church	Parking Lot
	2nd story				Church	
Prevalent façade materials		Brick/Stucco			Stucco	
Prevalent façade color		White/Red			White/Pink	
General maintenance		G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): 4 trees in good condition
Y N	Conditions: G / A / B	Aerial cables: None

Lot number: 8-10
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

		Lot 10	Lot 9	Lot 8
Number of stories <i>(ground floor counts as one)</i>		1	1	1
Type of Use	1st floor	Residential	Residential	Residential
	2nd story			
Prevalent façade materials		Wood	Stucco	Stucco
Prevalent façade color		Pink/White	White/ Green	White
General maintenance		G A B	G A B	G A B
Architectural value		Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Good condition along the street
Y N	Conditions: G / A / B	Aerial cables: None



Lot 1-2



Lot 3



Lot 10



Lot 4-5



Lot 6



Lot 9



Lot 7



Lot 8

Appendix: Lot Survey

Lot number: 11-14
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

Lot number: 15
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

	Lot 14	Lot 13	Lot 13	Lot 12	Lot 11
Number of stories <i>(ground floor counts as one)</i>	1	2	2	1	1
Type of Use	1st floor	Commercial	Residential	Residential	Residential
	2nd story		Residential	Residential	
Prevalent façade materials	Stucco	Wood	Wood	Wood	Wood
Prevalent façade color	White	Green	Yellow	White/Blue	White/Pink
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): No trees in part of Tulare St and Kern St/ Trees along I St
Y N	Conditions: G / A / B	Aerial cables: None

	Lot 15 Building 1	Lot 15 Building 2	Lot 15 Building 3	Lot 15 Water Tower	Lot 15 Statue
Number of stories <i>(ground floor counts as one)</i>	1	2	3	N/A	N/A
Type of Use	1st floor	Fire/ Ambulance	Fire/ Ambulance	Library	
	2nd story				
Prevalent façade materials	Concrete/ Brick	Concrete/ Brick	Concrete		
Prevalent façade color	White/Brown	White/Brown	Yellow		
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): None
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: The setback of the auto store at the corner of Tulare and I St is over 50ft/ Sidewalk in I St comes with a 4ft parkway separating the roadway and sidewalk/Angle parking is full in I St.

Elements of note: Well landscaped for the buildings and good maintain condition/ Two statues in front of the library



Lot 11



Lot 12



Lot 15 Building 1



Lot 15 Building 2



Lot 13



Lot 13



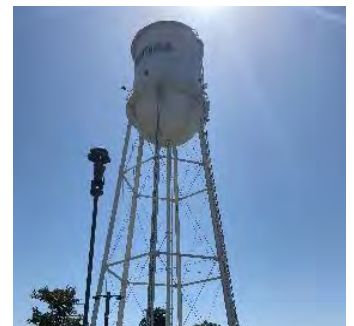
Lot 15 Building 3



Lot 15 Building 4



Lot 14



Lot 15 Building 5

Appendix: Lot Survey

Lot number: 16-17
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zhen

		Lot 16	Lot 17											
Number of stories <i>(ground floor counts as one)</i>		1	1											
Type of Use	1st floor	Eatery	Store											
	2nd story													
Prevalent façade materials		Concrete	Wood											
Prevalent façade color		White/Red	Light Brown											
General maintenance		G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 5 ft	Trees (quantity/types/condition): Trees on residential properties
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Wimpey's restaurant/American food at corner of N. H St and E. Tulare St where many people were eating outside; Wimpey's has its own parking lot.



Lot 16



Lot 17

Lot number: 18-21
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zhen

		Lot 21	Lot 20	Lot 19	Lot 18									
Number of stories <i>(ground floor counts as one)</i>		1.5	1.5	1	1.5									
Type of Use	1st floor	Residential	Residential	Residential	Residential									
	2nd story													
Prevalent façade materials		Stucco	Wood	Wood	Stucco									
Prevalent façade color		Light Brown	Green/Light Yellow	Turquoise	Light Brown									
General maintenance		G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B	G A B
Architectural value		Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 5 ft	Trees (quantity/types/condition): Trees on residential properties in varying amounts
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Generally residential area, Wimpey's restaurant/American food at corner of N. H St and E. Tulare St where many people were eating outside; Wimpey's has its own parking lot.



Lot 21



Lot 20



Lot 19



Lot 18

Appendix: Lot Survey

Lot number: 22-26
Vacant lot:

Researchers: Madilyn Jacobson and Juno Zheng

	Lot 26	Lot 35	Lot 24	Lot 23	Lot 22
Number of stories <i>(ground floor counts as one)</i>	2	1	1	1	1.5
Type of Use	1st floor	Residential	Residential	Residential	Residential
	2nd story				
Prevalent façade materials	Wood	Wood	Concrete	Stucco	Stucco
Prevalent façade color	White/Blue	Brown	Brown	White/Blue	Grey
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 5 ft	Trees (quantity/types/condition): Trees in residential area, including palm trees Aerial cables: None
Y N	Conditions: G / A / B	

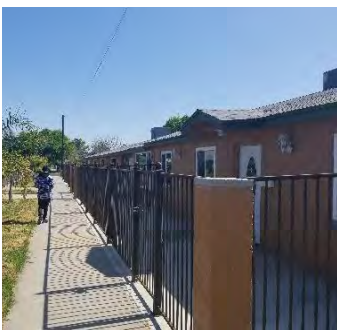
Elements of note: Different scales of housing set-back. The parkway in some areas makes it appear like there are 8 feet between the road and the housing property.



Lot 22



Lot 23



Lot 24



Lot 25



Lot 26

Lot number: 27-28
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

	Lot 28	Lot 27	Building 3	Building 4	Building 5
Number of stories <i>(ground floor counts as one)</i>	1.5	2			
Type of Use	1st floor	Residential	Residential		
	2nd story		Residential		
Prevalent façade materials	Stucco	Wood			
Prevalent façade color	Brown	White			
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): No street trees, but Building 16 has two palm trees in their yard Aerial cables: No
Y N	Conditions: G / A / B	

Elements of note: Residential housing is single family in this area, few with enclosed fencing



Lot 27



Lot 28

Appendix: Lot Survey

Lot number: 29-32
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

	Lot 29	Lot 30	Lot 31	Lot 32	
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	
Type of Use	1st floor	Residential	Residential	Residential	Bank
	2nd story				
Prevalent façade materials	Stucco	Wood	Stucco	Stucco	
Prevalent façade color	Light Brown	Light Brown	Light Brown	Brown	
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 10 ft	Trees (quantity/types/condition): Medium and small trees within lots
Y N	Conditions: G / A / B	Aerial cables: None

Elements of note: Commercial buildings have their own parking; residential housing is all single family in this area, few with enclosed fencing

Lot number: 33-37
Vacant lot: No

Researchers: Madilyn Jacobson and Juno Zheng

	Lot 33	Lot 34	Lot 35	Lot 36	Lot 37
Number of stories <i>(ground floor counts as one)</i>	1	1	1	1	1
Type of Use	1st floor	Store	Bank	Residential	Residential
	2nd story				
Prevalent façade materials	Stucco/Brick	Wood/Brick	Wood	Wood	Wood
Prevalent façade color	Light Yellow	Red/Light Yellow	Light Yellow	Light Yellow	White
General maintenance	G A B	G A B	G A B	G A B	G A B
Architectural value	Y N	Y N	Y N	Y N	Y N

Sidewalk	Average width: 4 ft	Trees (quantity/types/condition): Trees in residential area
Y N	Conditions: G / A / B	Aerial cables: None

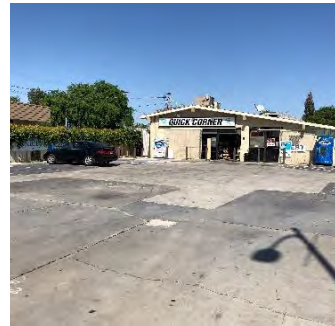
Elements of note: Well landscaped bank/ Littering and dead grass in Alleyways/ Separated by fence/ 4ft Parkway in I St/ Most of the business has their own parking lot



Lot 29



Lot 31



Lot 33



Lot 35



Lot 30



Lot 32



Lot 34



Lot 36



Lot 37