



URBAN DESIGN VISIONS FOR SAN MARTIN



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INTRODUCTION 1

In the Spring Quarter of 2020, Cal Poly San Luis Obispo's undergraduate urban design studio was engaged by the County of Santa Clara's Planning Department to develop ideas for the redevelopment of San Martin's central area. This report is the compilation of the work by thirty-eight junior students, and complements the efforts of a parallel graduate studio that developed a strategic plan for the whole San Martin planning area. Planning Manager Rob Eastwood, Principal Planner Bharat Singh, and Senior Planner Michael Meehan challenged the students to "think out of the box" and consider creative ideas, but to always remain responsive to the local rural character and agriculture-oriented culture. The goal of both studios was to generate ideas that could stimulate a discussion with the San Martin community about possible future scenarios.

Originally planned before the Covid-19 pandemic, the studio would include a series of key steps in a 10-weeks planning and design process (originally scheduled from March 30th to June 5th, 2020) and at least three class visits to San Luis Obispo and interactions with the community. The process would include windshield and on-foot surveys to document San Martin's village core, face-to-face interviews of residents, a community meeting to hear their perceptions of challenges and opportunities for the future of San Martin, and an online visual preference survey to gauge community response to design options. The findings from this in-the-field information collection was to be used as a basis to develop design visions for the village core as a welcome relief from the dense urban living in other areas of this region.

However, two weeks before the start of the academic quarter, and with little warning, the COVID-19 pandemic forced stay-at-home policies upon all of us, Cal Poly administration deemed conventional face-to-face teaching and the studio mode non-essential and mandated the use of the Zoom video conferencing platform for

on-line, remote class delivery. The faculty instructors as well as the Santa Clara planning staff had to adjust their modus operandi and their expectations to this new reality. The challenge was to find creative ways to compensate for the lack of field-visits and direct contact with community members.

Obtaining an on-the ground feel of texture, culture, sense of place, and social dynamics is traditionally considered essential for urban designers (del Rio & Dandekar, 2019). The observation and documentation of the physical reality of San Martin; the opportunity to engage in conversations with residents, business owners, and workers; a chance to see and learn first-hand about people's perceptions of the unique characteristics of San Martin, were activities that the students were not permitted to engage in. And, to make matters even more difficult, the normal ten-week quarter was reduced to nine weeks to enable faculty to master new technologies, rethink pedagogy, and adapt course design to on-line student engagement and production of deliverables.

The task of prevailing and planning in the shadow of the COVID-19 pandemic called for resilience by the Santa Clara Planning staff, the design instructors, and most importantly, the students. This new reality demanded more time and dedication from the planning staff, more preparation and interaction with students from the faculty, and more maturity and concentration from the students. The energy and commitment conjured up by all, has resulted in the work offered in this report. Although the work reflects the limitations of what could be attained in these unprecedented circumstances, the proposed designs reveal a series of creative and dynamic possibilities for the development of an attractive, unique, and rural small-town village core for San Martin.

The San Martin Studio

San Martin is a rural community 30 miles south of San Jose and 7 miles north of Gilroy in Santa Clara County, California. It is served by access from two ramps of nearby Highway 101. Located in the southern, rural part of Santa Clara Valley, it lies in the valley of the beautiful rolling hills of the Santa Cruz Mountains to the west and the Diablo Range to the east. San Martin is a census-designated place, with a plan area of approximately 11.6 square miles (7,400 acres), 2,122 housing units, and 7,027 residents of which 46% are Hispanic or Latino. The community is a large producer of garlic, mushrooms and wine, and is home to the San Airport serving the South County region.

The studio was asked to develop urban design visions for San Martin's core, centered on the intersection of the two major thoroughfares, Monterey Road and San Martin Avenue, and the approaches to it (Figure 1.1). This project area includes the San Martin Caltrain Station (the last stop before Gilroy) and a mix of commercial uses, warehouses, small offices and industries, and vacant or underutilized land with a few residential uses. Most non-residential buildings are in need of significant upgrading and architectural coherence. Connectivity issues, uneven sidewalks, and weak streetscaping make walkability and even biking very difficult. Plans for a high-speed train service with a stop in San Martin will impact the Village core substantially by enabling fast and easy commutes to Silicon Valley and the Bay Area, potentially increasing tourism, helping expand the local economy, and revitalizing the village core.

The studio's goal was for student teams to develop alternative design visions for San Martin's village core, encompassing both public and private lands. The work was to be used to stimulate discussions by and elicit reactions from the San Martin community to possible future options. Students were to propose development scenarios including land uses, building envelopes, public facilities, circulation, open spaces, streetscaping and gateways. The designs were to benefit the community and its residents, protect the historical rural sense of place, support agriculture and the diversification of the economy through growth of tourism, guide development around the commuter Caltrain station where high-speed rail service is anticipated, and accommodate new housing types to address existing and anticipated development pressures.



Figure 1.1: Project area in San Martin.

Recognizing that San Martin's village core is poised to experience significant change as and when the high-speed rail is completed and commuter travel increases, the student work represents a pre-planning phase to imagining creative and dynamic design options for the area. The hope is that the visualization of alternative developments prepared by the students might capture the imagination of San Martin residents and business owners and stimulate public and private commitments to form an active, walkable, and memorable center for the community. These ideas for the village core are designed to be in synchrony with San Martin's rural character but responsive to positive forces of growth and change.

This report is a compilation of work completed by the student teams during the nine weeks of Spring Quarter 2020 which started April 6, 2020. During this time, students engaged in rapid, but remote, information collection and data gathering, conceptualization and visioning, a process that resulted in ten design concepts. A key common theme in all ten designs is that each seeks to strengthen and preserve San Martin's historically rural sense of place and agriculture-based economy, but accommodate to growth and change driven by current and future housing needs and other demands once the proposed high-speed rail connectivity becomes a reality.

The work presented here does not provide detailed, implementable plans but rather an array of possibilities that residents, stakeholders, and county officials might consider and use to assess and judiciously select from for further exploration and development. This work is a visionary positing of ideas that are geared towards the community interests and are future-oriented rather than of a short-term nature.

Timeline

The quarter's compressed timeline, from April 6 to June 5, 2020, required that the following information collection, organization, analysis, and visioning phases of the project were executed efficiently and expeditiously. The work was developed in three major phases:

- Assessment of San Martin's and the Project Area's development conditions;
- Development of a set of planning and urban design proposals; and
- Concept Plan development in response to those conditions and to community and county needs.

The diagram in Figure 1.2 represents the studio's nine-week planning and design process, delineating the discrete activities that students engaged in and identifying key points of contact with the Santa Clara County planning staff. The purpose of these contacts was to obtain information and reactions to findings, concepts and final visions. It should be noted that, in execution, the planning staff and faculty held numerous Zoom meetings to help adhere to the planned intent of the process. This required additional time and effort of all concerned..

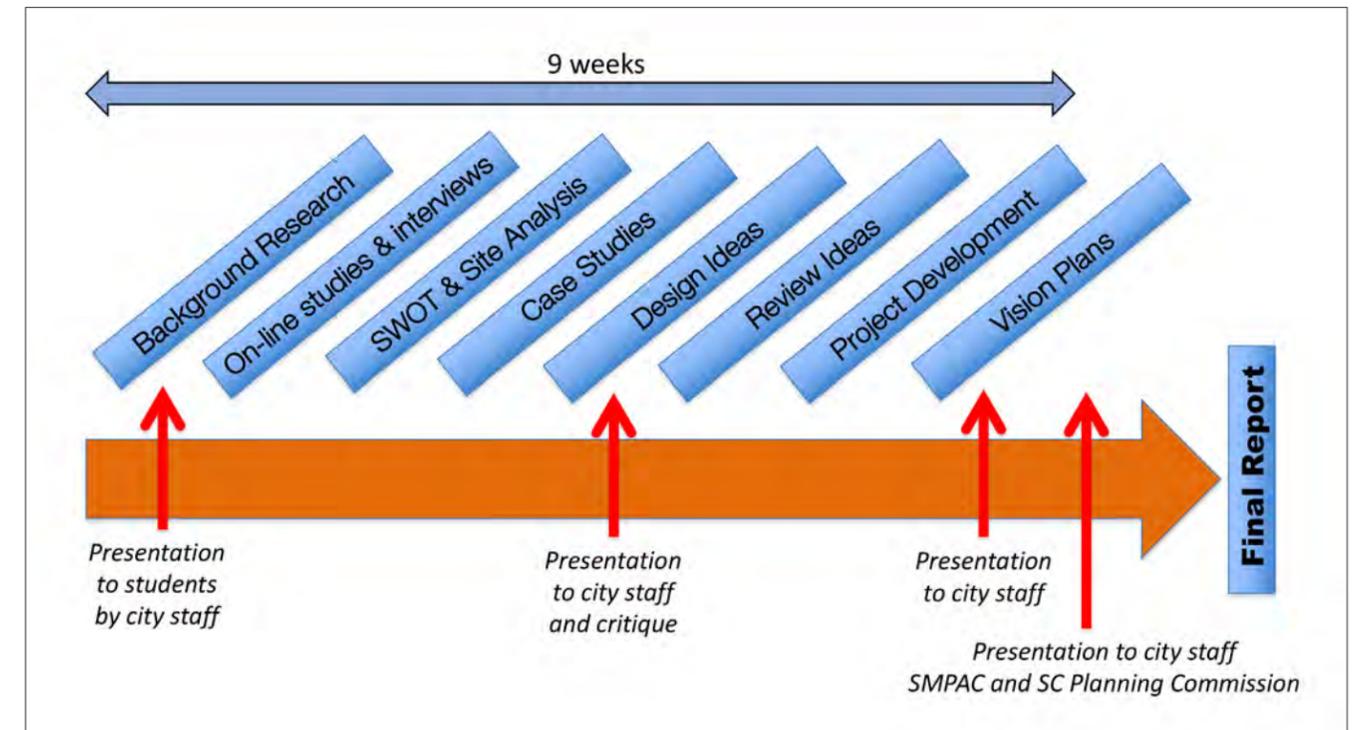


Figure 1.2: Diagram of the studio's nine-week planning and design process.

Phase 1: Background Research and Site Assessment

At the beginning of this phase, the students were divided into ten working teams which were maintained throughout the studio. Phase One consisted of studies and analysis existing data and planning documents pertaining to San Martin, and in assessing the project area's current conditions and development potential. This phase included the following activities:

- Initial online Zoom meeting with county planning staff when the class was briefed about the county, the San Martin community and the project goals.
- Online studies of San Martin's historical development, demographic data, and existing state and county plans, regulations and projects in-the-pipeline affecting the project area.
- Consideration of community members telephone interviews obtained by the graduate studio that was working in parallel.
- Development of a SWOT (strengths, weaknesses, opportunities, and threats) analysis of the project area and its interpretation into a map format indicating

specific areas, development potential, nodes and key interaction points, significant viewsheds to the mountains, circulation conflicts, and existing and potential linkages.

- Visual survey of the project area by remote use of Google Street View and photographic and video documentation of existing land uses, circulation, physical conditions, and environmental factors. Three urban design dimensions considered essential for place-making were used to structure this analysis and were also used in subsequent phases:
 1. **Imageability**: The dimension that makes a place recognizable, distinct, memorable, and generates a lasting impression. Evokes the qualities of distinctiveness and character.
 2. **Linkages**: The dimension that involved the physical connections within the area and between it and the surroundings. Evokes comfort, safety, and physical and functional accessibility.
 3. **Humanscape**: The dimension that human and social activities add to a place. Evokes the formal and informal aspects of daily and community life.

Phase 2: Concept Development

This phase included two major activities. Firstly, the student teams conducted a procurement, identification, and study of projects and places similar in nature and size to San Martin that could provide lessons and inspirations. This investigation was directed by the three urban design quality dimensions mentioned above: imageability, linkages, and humanscape.

A total of 18 case studies were carried out by the teams, as follows:

- 1) Downtown Mt. Shasta, California
- 2) Point Reyes Station, California
- 3) Winters, California
- 4) Walnut Grove, California
- 5) Jamestown, California
- 6) Sunol, California

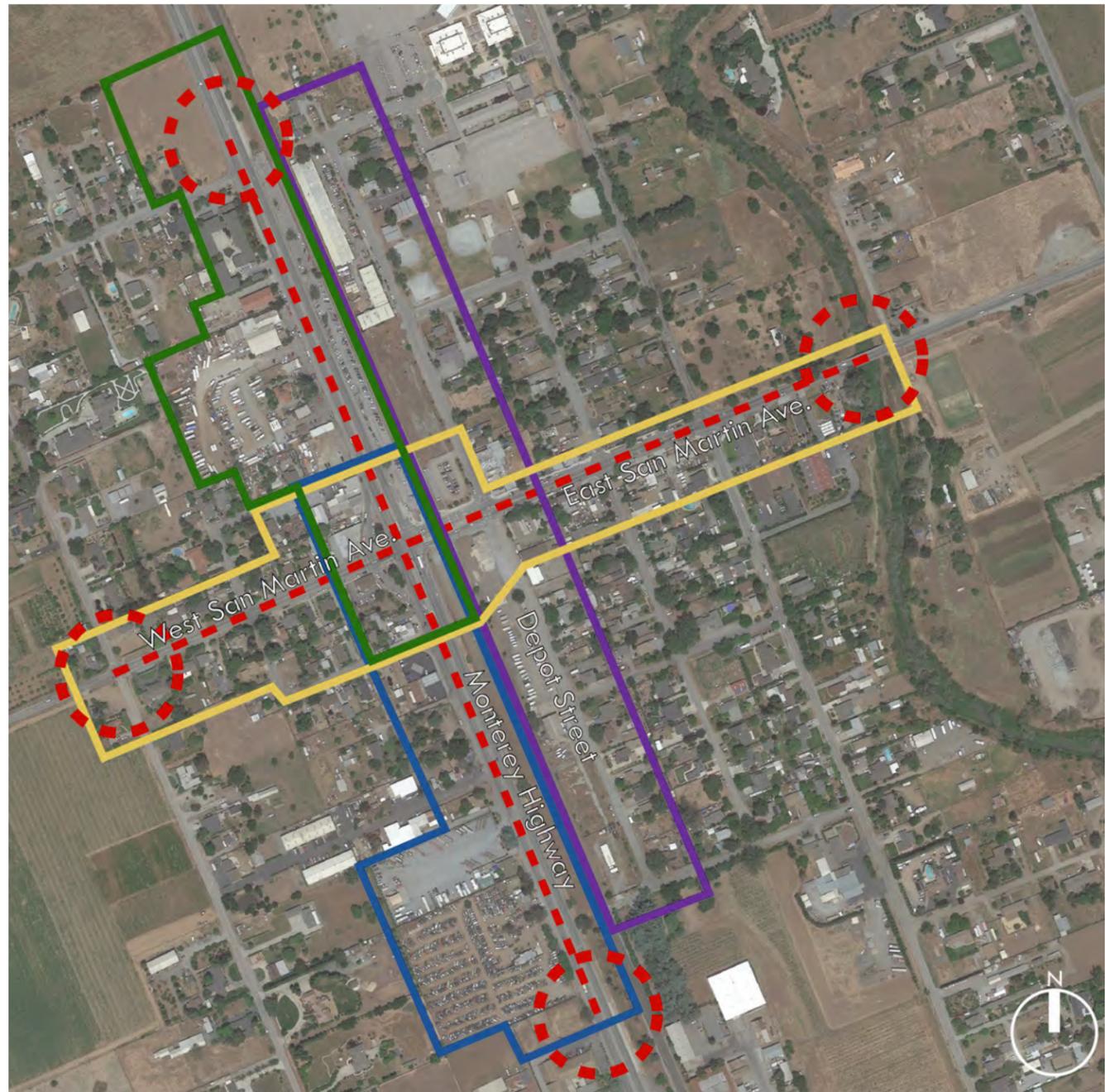
- 7) Monterey Bay Sanctuary Scenic Trail Network Master Plan, California
- 8) Los Olivos, California
- 9) Arcade Plaza, Ojai, California
- 10) Newhall, Santa Clarita, California
- 11) San Juan Capistrano, California
- 12) Buelow Park, San Marcos, California
- 13) Orchards Gardens, Missoula, Montana
- 14) Williams, Arizona
- 15) Fredericksburg, Texas
- 16) Downtown Round Rock, Texas
- 17) Yellow Springs, Ohio
- 18) Selma, North Carolina

For the second major activity in this phase, Vision Development, five discreet project development themes were identified, each with its own unique set of opportunities and challenges. The five themes, as represented in Figure 1.3, were assigned to the ten student teams. Based on the information obtained in Phase 1, inspired by the case-studies, and always considering the three urban design dimensions as their conceptual framework, the teams proceeded to define their redevelopment visions, a preliminary development program, and concept diagrams.

This phase culminated with the teams presenting their redevelopment visions to the Santa Clara County planning staff on-line through the Zoom platform. The presentations included concept plan diagrams, preliminary ideas for physical development, distribution of land uses, and circulation. Staff reactions and comments were extremely useful, leading the students to reflect and revise their ideas, guiding the evolution of their design in the next phase.

Phase 3. Project Development

In the studio's final phase, the ten teams developed proposals depicted through a written report, plans, illustrations, and 3D renderings. These included the following elements: a) schematic illustrative site plans; b) indication of a phased development



- Design Guidelines, Streetscaping and Gateways
- North Monterey Highway
- South Monterey Highway
- San Martin Avenue
- Depot Street

approach; c) land-use map; d) vehicular, bicycle and pedestrian circulation; e) street typology (with sections); g) design ideas for the public domain; and h) design ideas for the private domain.

The students were encouraged to think “outside the box”, to project possibilities that might be provocative and inspirational to the San Martin community and area stakeholders. Following the results of previous phases and activities, considering the county guidelines, framed by the adopted urban design quality dimensions, and inspired by their redevelopment visions, the ten teams prepared two discrete proposals for each of the five project units.

The details of the ten concept plans developed by the students are presented in Chapter 3 of this report. Their highlights are summarized in the following pages.

Figure 1.3: Demarcation of the five development themes in the San Martin project area distributed to the student teams.

Development Theme 1: Streetscaping, Gateways and Design Guidelines

Team 1.1: Ryan Anderson, Nishita Kandikuppa, Abby Miramontes, and Peyton Ratto.

The project aims to improve the streetscape of San Martin and foster community pride through the creation of a unified village core by focusing on implementing the concept of complete streets and multiple modes of transportation. In addition, it will enhance the primary gateways into San Martin to welcome residents home and announce to visitors that they have reached a unique rural, agricultural community.

The emphasis on supporting multi-modal transportation and creating a central place at the Village Core, the Monterey Highway and San Martin intersection, is apparent in the image to the right. This features redesigned streets with paved crosswalks, small parklets and street trees. A road diet made room for creating landscaped medians including one intruding into the entry to East San Martin. Such parklets, a linear park with bicycle tracks, unified lighting, and improved opportunities for parking make inviting the experience of driving through the San Martin's core. A hierarchical treatment of streetscapes is proposed and reflected in South Depot Street, where a public open space for a farmer's market and for community gatherings is planned. Gateway signs at each of the four entries to the Village Core display art that celebrate features particular to that area.

Team 1.2: Willie Amaya, Jack Combs, Christabel Soria Mendoza, and Jessica Romero.

This proposal focuses on new streetscaping and gateways to increase the village character, its walkability and the linkages to the village core. Distinct gateways are proposed at the north and south of the village core on Monterey Highway, and at the east and west on San Martin Avenue. New design guidelines will enhance architectural quality and the village's rural character.

The proposal creates a cohesive and uniform design theme for the Village Core of San Martin with streets that promote pedestrian traffic and thus improve economic viability of commercial and retail activities. Unique designs are featured for each gateway into the Village. The East Gateway is designed to be the main village entry welcoming visitors taking a detour from 101 Highway to explore San Martin. It is also the main point of entry for San Martin residents living East of 101. The gateway at San Martin West features a lower profile welcome sign. The rural character of the area is enhanced with improved sidewalks and landscaping and by burying all utility lines to enhance a sense of rural village charm.



Development Theme 2: North Monterey

Team 2.1: Courtney Marchi, Meredith Milam, Justin Nelms, and Michael Pham.

The project represents the development of San Martin's core with a new train station with public amenities, more buildings, and several interconnected open spaces. With the addition of retail, eateries, and open spaces, the train station will play a valuable role not only for residents and tourists travelling to and from San Martin, but it will become a central public space for the community.

The design proposal features a visually appealing railroad station with a market for local products. Respecting the location and presence of the San Martin Café, Rocca's Market and the Family Living Center, this proposal weaves them together with public spaces and commercial and green corridors elements such as a Commercial Plaza the Train Station Market and an expanded Rocca's market across Monterey Highway in front of the station. New residential typologies are introduced around these structures. Accessible from Monterey Highway are amenities such as a community garden, outdoor recreation areas, and green public spaces that will attract residents of San Martin as well as visiting tourists.

Team 2.2: Nate Antepanko, Dominic Ferrari, Connor Miller, and Jack Wanner.

The major goal of this project is to maintain all existing buildings in the current downtown core, such as Rocca's Market, San Martin Cafe, while adding a new one so to create a dynamic village center. The most distinguished design feature of our proposal is the rerouting of Monterey Highway so that it meanders through the area making it unique and slowing down traffic.

A curving design of North Monterey Road leading to a roundabout at the San Martin Avenue and Monterey Road intersection are key features of this alternative. The road curves serve to slow traffic coming south on Monterey and the roundabout does the same for traffic on San Martin and South Monterey. A mixed-use development zones located around the roundabout with landscaped public spaces in front for outdoor dining and recreation.



Development Theme 3: South Monterey Highway

Team 3.1: Henry McKay, Vinson Kwan, Trisha Tran, and Wesley Wong.

The project envisions the South San Martin Village corridor as a catalyst of San Martin pride. It includes road infrastructure intervention, community-oriented uses, and San Martin-specific place-making. These ideas expand the city's agricultural and rural character while simultaneously activating San Martin as a destination-location for tourists from Santa Clara County and beyond.

A civic center is proposed at the train station with mixed use developments and street plazas which face a roundabout at the San Martin/Monterey intersection. These serve the tourist-visitor to San Martin and the residents welcoming both. Communal housing blocks accommodate migrant farm workers, and, in the agricultural off-season can accommodate the medium-budget visitors to San Martin. These fill a need for a more varied typology of housing and hospitality services. An attractive equestrian facility is adjacent. Linking all these services is a beautifully landscaped linear park along the railroad. The overall design enhances the agriculture and rural history of San Martin and invests in multi-modal transportation infrastructure thus making contributions to economic and environmental sustainability.

Team 3.2: Tim McBirney, Eliza Meyers, Chris Murphy, and Bailey Sullivan.

This design's centerpiece is the Murphy Town Square at an accessible and walkable central location on Monterey Highway. Named after Santa Clara County pioneer Martin Murphy, it is planned to accommodate a farmers market and seasonal public events, and provides an opportunity to showcase the community's unique character.

The buildings around the square, where community activities and stores offer visitors samplings of local agricultural products, follow barn-like architectural styles setting the plaza as a stage. Easy parking gives access both to the plaza and a public garden. North of Murphy Square, a mixed-use building will accommodate affordable apartments. A multi-use path running along the railroad offers residents and visitors increased accessibility to the Village Core and the station.



Development Theme 4: San Martin Avenue

Team 4.1: Amelia Cane, Reid Crandell, Aidan Lebow and Isaac Golf.

The project accommodates the growth associated with the future high speed rail and meets the vision of the San Martin community by promoting a rural character and western-inspired design features. It promotes the preservation of agricultural uses, supports agritourism, and addresses the need for housing.

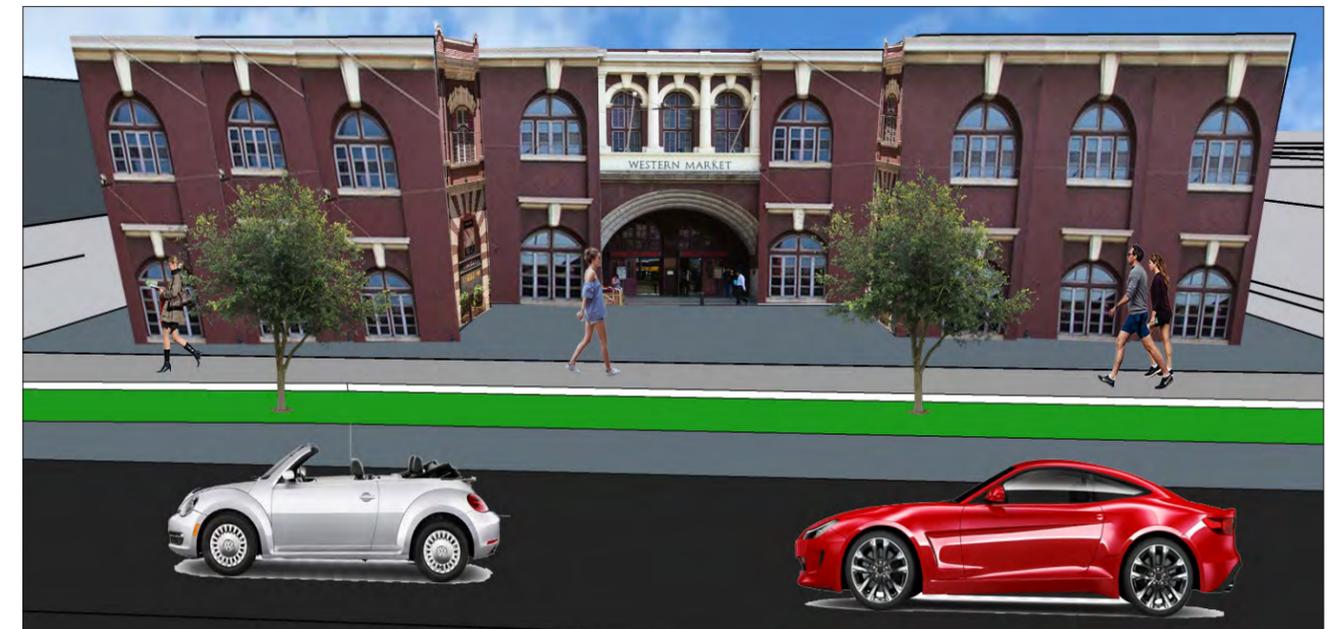
Three activity zones are featured in this design along San Martin: a residential district with homes of a rural character; a village core; and, a commercial main street. A well landscaped roundabout marks the intersection of Monterey and San Martin, with the surrounding buildings featuring murals about San Martin. A community center, post office, and Rocca's Market will be the landmarks at the Village Core, as well as a new station and its public plaza. San Martin East will feature restaurants with outdoors seating, commercial uses and stores offering local products; a walkable main street for San Martin is thus formed.



Team 4.2: Cameron Wilson, Benjamin Ip, and Mitchell Wexler.

This proposal consolidates East San Martin Avenue as the village's main street, redesigning it for better walkability, street parking, and integrated architectural solution along both sides. Two strong design elements combine to generate San Martin's east gateway: a public park along Llagas creek, and a roundabout with a strong landmark element at the intersection with Llagas Avenue.

A park with an outdoor amphitheater, bike trails, a day care center and services such as fire and police station add to a significant East Gateway. The pedestrian and bike lanes along Llagas Creek continue north and south. Through traffic is slowed by new pedestrian crossings, a roundabout at Llagas Avenue, and a redesigned pedestrian friendly San Martin Avenue featuring on-street parking and mixed-use and commercial uses on both sides. The design generates a new walkable commercial strip for the Village Core.



Development Theme 5: Depot Street

Team 5.1: Carlos Espinoza, Will Jarrett, and Samuel Fluhmann.

This project seeks to revitalize Depot Street by incorporating it as an integral part of San Martin's core. It addresses existing and future community needs, preserves agricultural heritage, invigorates the community's economy, and preserves its rural identity. It provides the perfect setting for new business. This project will help define San Martin as a destination for relaxation and agritourism.

This project integrates Depot Street with the rest of San Martin community and facilitates biking and walking on Depot Street by making it pedestrian friendly. The Train Station is redeveloped and accommodates various civic uses. Newly constructed Train Station Town Homes may accommodate commuters working in Silicon Valley. Additional townhomes, duplexes, and live-work apartments expand the typology of housing available in San Martin. On Depot Street South are a Community Garden and Farmers Market. Every effort is made to preserve existing markets, churches, critical businesses, and single-family homes.

Team 5.2: Ida Araghieyan, David Choy, Liam Crowley, and Ian Madrigal.

Based on the idea of locating the future new station facing Depot Street, this project aims to creatively arrange uses and spaces along Depot Street providing for new housing and opportunities for agritourism while creating stronger linkages to the rest of San Martin.

North Depot Street will feature the new railway station and a plaza for civic events. Around it, mixed use zoning will encourage new businesses such as shops, restaurants, and local products. Additional commercial space will be available with the adaptive reuse of the autobody shop. Small apartment units will serve young professionals who commute to Silicon Valley for jobs. A quieter, more relaxed residential area is designed on the southern half of Depot Street and features changes to the single-family residential zone to allow attached single-family housing, duplexes and townhomes making the new housing denser, but designed to maintain the rural character of place.



CASE STUDIES

2

In this chapter the key findings from 18 case studies will be discussed. 12 case studies are located in the state of California, while 6 are located in Arizona, Montana, Texas, Ohio, and North Carolina (see list of case studies in box on this page and in the location on map in the next). Identifying cases comparable to the San Martin's and analysing their main features and reasons for success provide important sources of inspiration for this work and it is an important step towards developing a framework for good design.

Besides locational information and basic demographics, all case studies are analysed according to the same urban design qualities considered fundamental for place making, as discussed in the Introduction, that have provided guidance for the visual virtual “drive through” analysis of San Miguel as discussed in the Introduction. They also provide the basis for a horizontal comparison between all case studies.

The three urban design qualities that the case studies were analyzed against are:

1. **Imageability** (Distinctiveness or Character):

The quality that makes a place recognizable, distinct, and memorable. A place has high imageability when specific elements and their arrangement capture attention, evoke feelings, and create a lasting impression.

2. **Linkages** (Physical Connections and Accessibility):

The physical connections within the area and between it and the surroundings. Consider comfort, safety, physical and functional conditions of linkages for all modes of transport.

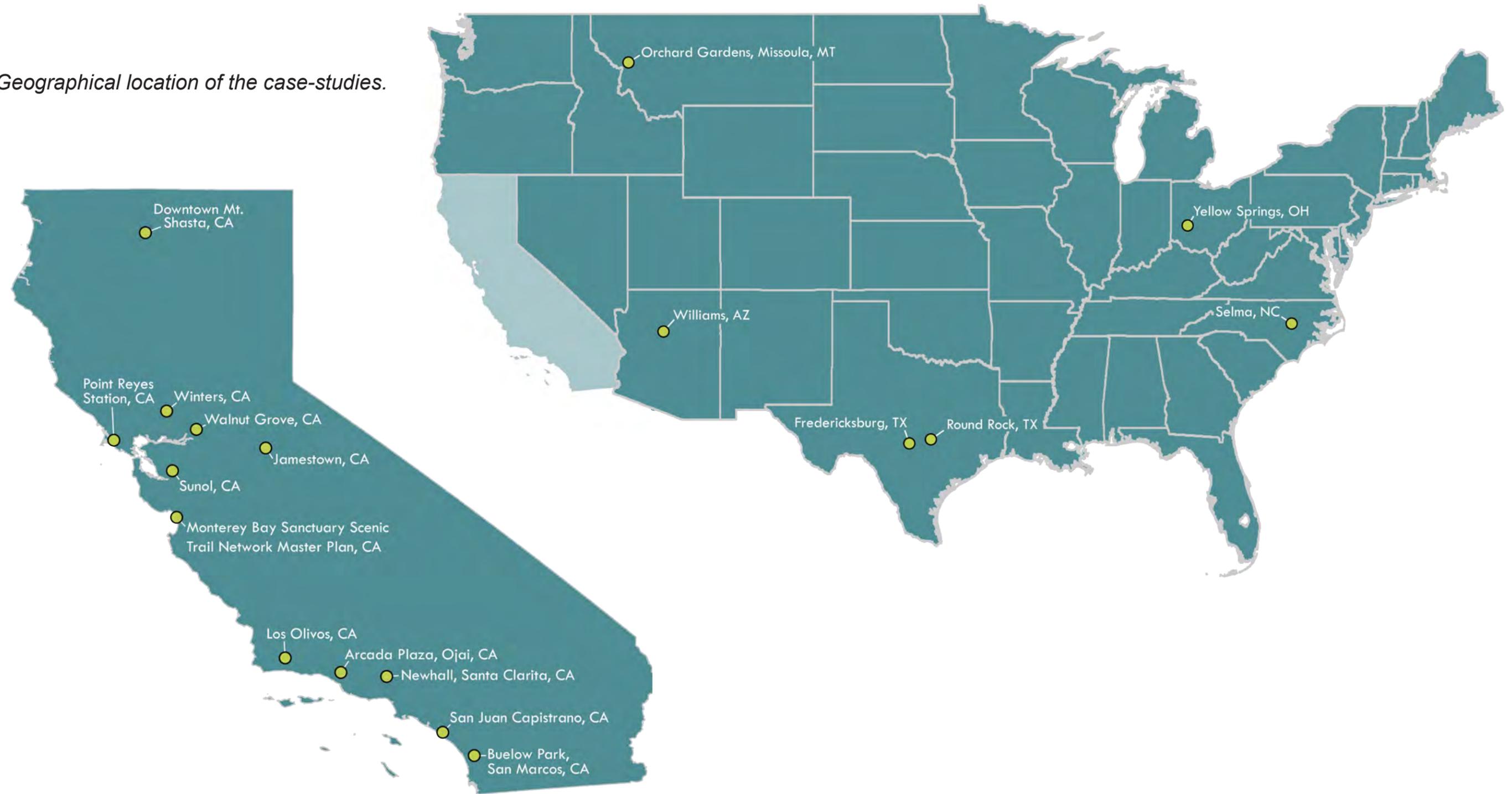
3. **Humanscape** (Social, Economic and Community Aspects):

The dimension that humans and social activity add to a place. Formal and informal aspects social life. Types of landuses, public spaces and parks, socializing and social events, the upkeep and perceived safety of place.

List of Cast Studies:

- 1: Downtown Mount Shasta, CA
- 2: Point Reyes Station, CA
- 3: Winters, CA
- 4: Walnut Grove, CA
- 5: Jamestown, CA
- 6: Sunol, CA
- 7: Monterey Bay Sanctuary Scenic Trail Network Master Plan, CA
- 8: Los Olivos, CA
- 9: Arcade Plaza, Ojai, CA
- 10: Newhall, Santa Clarita, CA
- 11: San Juan Capistrano, CA
- 12: Buelow Park, San Marcos, CA
- 13: Orchards Gardens, Missoula, MT
- 14: Williams, AZ
- 15: Fredericksburg, TX4
- 16: Downtown Round Rock, TX
- 17: Yellow Springs, OH
- 18: Selma, NC

Geographical location of the case-studies.



Case Study 1: Downtown Mount Shasta, California.

The City of Mt. Shasta is located in Northern California in Siskiyou County close to the California-Oregon border. The area is known as a tourist destination for outdoor recreation such as biking, hiking, fishing and sightseeing. The site boundary is approximately 10 acres and is primarily composed of Downtown Residential (C-1) Zoning. Highlights of this case study include unbroken block street-face architecture buildings, strong elements of placemaking, successful public spaces, and walkability in the Downtown. Downtown Mt. Shasta is an example of an intertwined City with community spaces that involve outdoor activity and there are elements that can serve as inspiration for development in San Martin. Map 2.1 shows the location of Mt. Shasta and a site plan of its downtown.

Humanscape

The buildings in Downtown Mt. Shasta are pedestrian-oriented, with minimal setbacks and connected facades, creating a series of interwoven buildings that provide pedestrians with a sense of enclosure. The buildings are taller in the Downtown area than in other parts of the city. The interwoven streets are compact enough for small, informal conversations to arise and for more eyes to be on the street, which leads to a safer community. However, the site boundary lacks a formal community space, which can affect the unity of the area.



Map 2.1: Downtown Mt. Shasta, located in Northern California.



Figure 2.1: Park along Sisson Meadow.
(Source: Google Maps)



Figure 2.2: Stormwater management infrastructure.
(Source: Google Maps)



Figure 2.3: Class II Bike Lane in Downtown.
(Source: Google Maps)

Figure 2-1 shows Sisson Meadow, a 7.5 acre open space for hiking, art installations, and picnics. Additionally, there are restaurants within the site boundary that act as formal meeting spots. The Chamber of Commerce prepares an events calendar for a wide array of community events such as “Line Dancing on Wednesdays” and “Art with Alex Balos on Saturdays.” Most events such as hikes, retreats, and camping trips are popular due to Mt. Shasta’s rural surroundings.

Linkages

The physical linkages within the boundary are strongest at the intersection between W. Castle St./E. Castle St. and N. Mt. Shasta Blvd. Downtown Mt. Shasta is walkable and bikeable but infrastructure becomes less connected further away from the core. As distance increases from the core, street infrastructure (e.g. complete streets, walkable, or bike lanes) decreases. The pavements and overall infrastructure is complete and well maintained (Figure 2.2). The site boundary contains few Class II bike lanes, shown in Figure 2.3. Accessibility to transit stops in the downtown core is plentiful with STAGE (Siskiyou Transit and General Express) stops, the county transit system for Mt. Shasta.

Imageability

The downtown’s overall imageability is higher and stronger than San Martin. A factor that led to its success was its strong compliance with the City’s existing design guidelines, which also serve as the City’s design review manual. The document explains that the City’s design should emphasize an overall harmonious design through its buildings and promote a welcoming pedestrian-oriented streetscape. One factor that contributes to the quality of Mt. Shasta’s downtown buildings is building form. According to the City’s design guidelines, the buildings are oriented with little to no setback. Map 2.1 and Figure 2.4 shows that the downtown buildings along Mt. Shasta Boulevard do not have setbacks, making them more pedestrian friendly. This creates the appearance of a less monotonous streetscape and allows for free flowing pedestrian circulation.

Conclusion

The Mt. Shasta case study illustrates some key features that can be used as inspiration for San Martin. Mt. Shasta features various placemaking techniques as seen in the town’s public spaces such as their clocks and lamp posts, utilized in such as to build the character of the site and community. Placemaking in San Martin can testify to the community resilience in the county and recognition of the city’s agricultural history. The city

limited any breakage in the building facades of the village core by creating specific design standards that created an unbroken pattern throughout the densest part of Mt. Shasta. These guidelines may not be exactly replicated in the entire San Martin village core but could be helpful at the intersection of West San Martin Avenue and Monterey Highway, where the site is more densely populated and appropriate for more pedestrian traffic and commercial uses. Mt. Shasta has much better pedestrian and bicycle infrastructure that allows for a more walkable community. The streets in Mt. Shasta are more complete and have better sidewalks, streetscaping, and flood management systems.

The Mt. Shasta case study illustrates the adaptation and reuse of buildings. Many single family homes within the site boundary were adapted to new uses such as the City Hall or fire station. The San Martin project area contains industrial uses that can be rezoned to other uses such as commercial, residential or mixed uses, and has existing buildings that could be repurposed.



Figure 2.4: Uninterrupted facade edge along the main street. (Source: Google Maps)

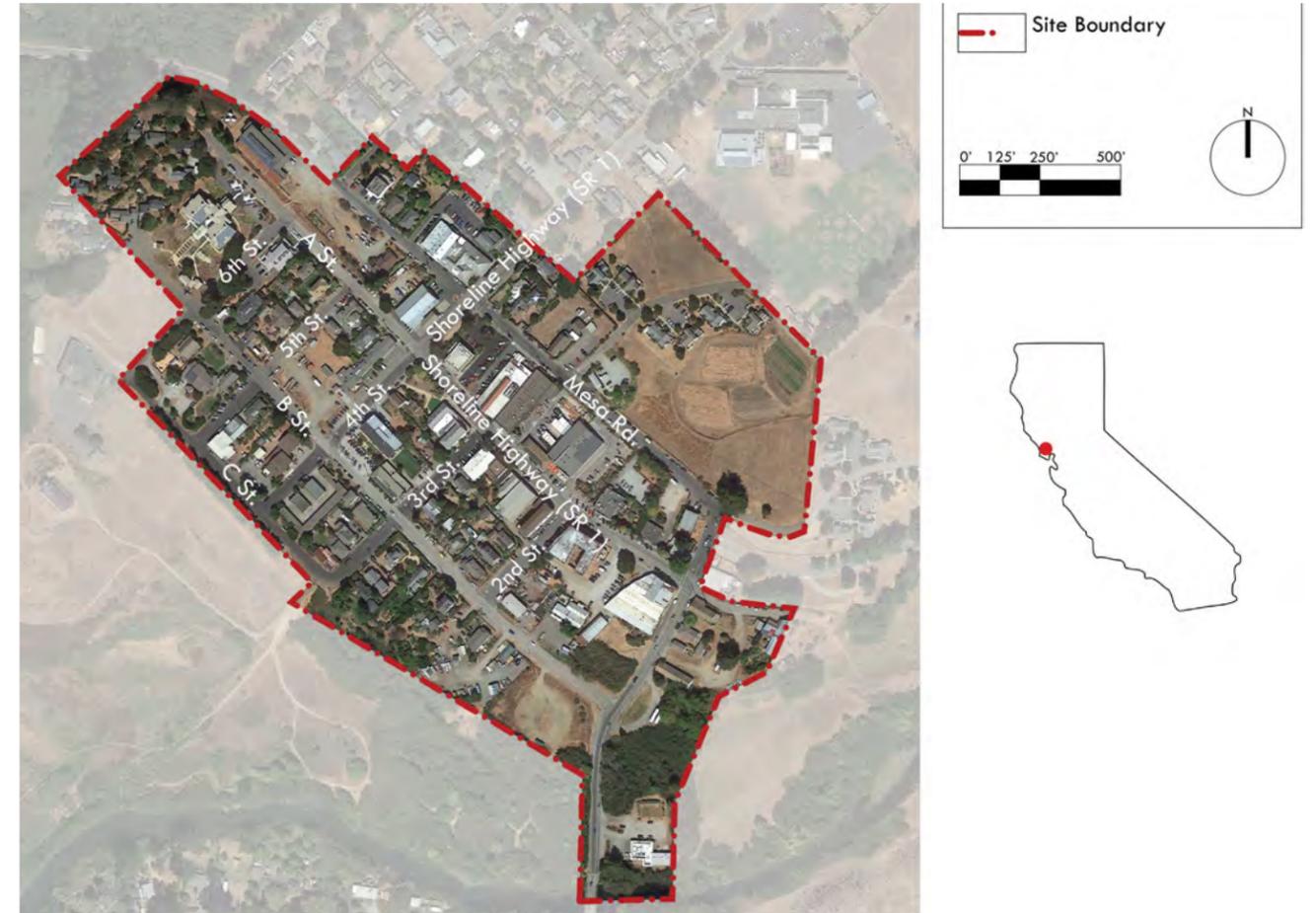
Case Study 2: Point Reyes Station, California.

Point Reyes Station, Marin County, is roughly 50 miles north of San Francisco. The town was founded in the late 1800's when the North Pacific Coast Railroad established a station and a small town grew around it. The Point Reyes Station Historical Area, as defined in the town's 2001 community plan is approximately 55 acres. Based on google maps street view reconnaissance, past visits by the authors, and consultation with old land use policies from 2001, the historical area is made up of approximately 34% commercial uses, 24% residential uses, and 42% open space/unused land.

Imageability

Point Reyes Station has a distinct character of a small town located within the Point Reyes National Seashore. Originally established in the late 1800's as a train station for the Marin region, the development of the town over time has helped create a unique and distinctive space, which San Martin can draw inspiration from.

Point Reyes Station has a strong agricultural identity, as many of the members of the community are involved in farming both crops and livestock. This is clearly apparent in the main core of the town with stores that accommodate to the needs of the community. This includes: Toby's Feed Barn and Calabine Country Emporium (saddlery specialty store), both of which caters to the agriculture market (Figure 2.5). The town's main core also has



Map 2.2: Point Reyes Station Historical Area.



Figure 2.5: Calabine County Emporium. (Source: Google Maps)



Figure 2.6: Major node located at the intersection of Shoreline Hwy and Mesa Road. (Source: Google Maps)



Figure 2.7: The Grandi Building. (Source: Google Maps)

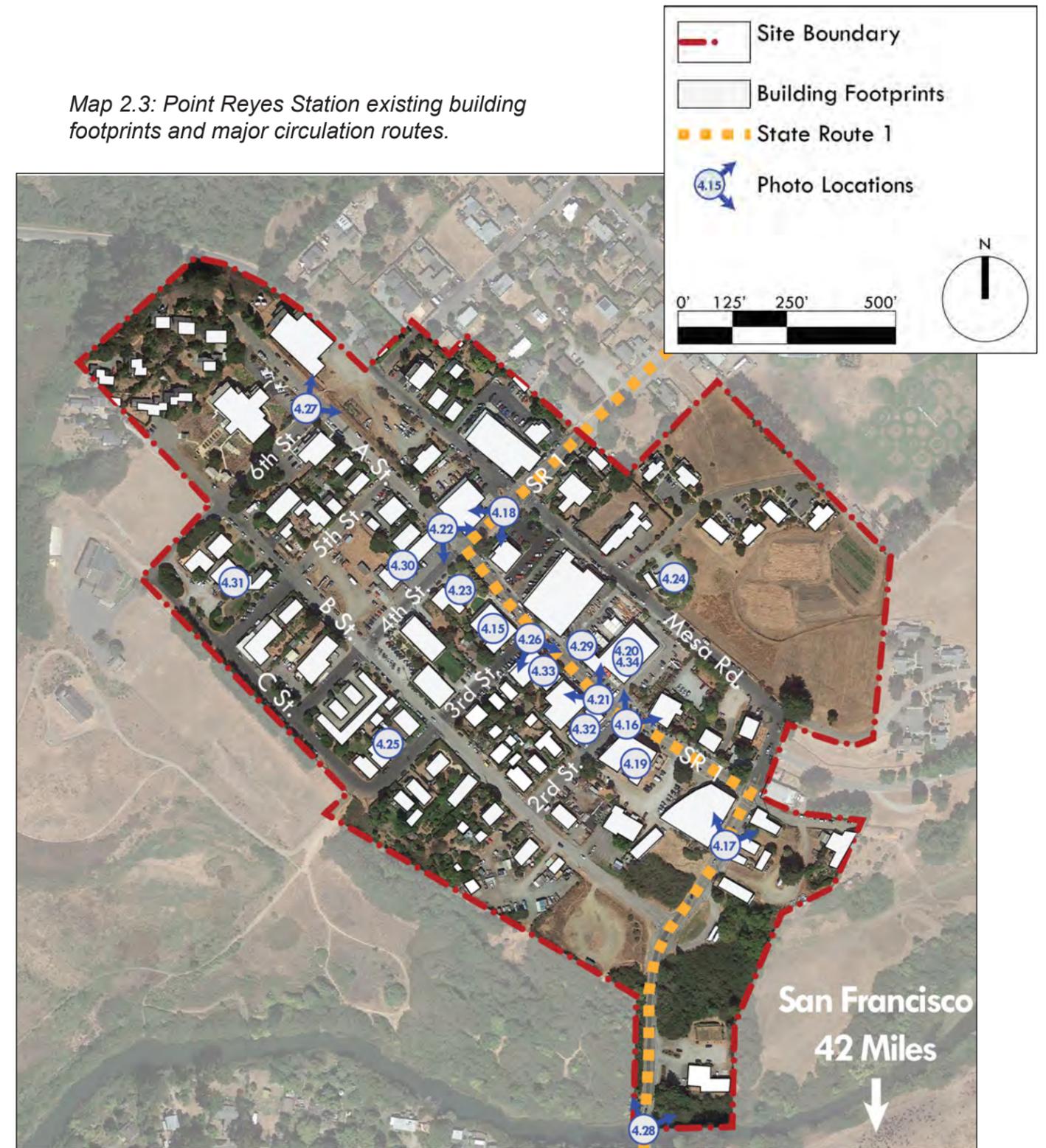
a community garden organized by community members to further preserve the agricultural identity of the town. Major nodes of the town are located at the two ends of Shoreline Hwy that runs through Point Reyes Station (Map 2.3). These two intersections are the entryways into town and entice visitors to stay and explore. They are the strongest points in town as the first locations people see when entering into Point Reyes Station. At both intersections are commercial retail stores providing services to both the community and tourists (Figure 2.6).

Along Shoreline Hwy are other landmarks such as the Grandi building, abandoned since the 1950s. Despite the building being abandoned, it has withstood numerous attempts to have the building demolished since it is one of the historic landmarks of the town. It is distinctly recognizable due to its red brick facade and as the only two-story buildings in town (Figure 2.7). In addition to the Grandi building, Toby's Feed Barn is another notable landmark in town because of the wide variety of goods and services it provides to the local community. This includes selling feed for livestock, but also selling local produce and having an art gallery within the building (Figure 2.8). Point Reyes Station has many memorable and distinctive characteristics. It is a walkable community and pedestrian-oriented. It is also memorable as most of the buildings in town are repurposed buildings from when they were originally erected when the town was first established.



Figure 2.8: Toby's Feed Barn. (Source: Google Maps)

Map 2.3: Point Reyes Station existing building footprints and major circulation routes.



Linkages

The pavement quality of the roads running through Point Reyes Station is fairly poor and there are many visible instances of cracked pavement. The streetscaping along Point Reyes Station’s primary road (State Route 1) is well done and aesthetically pleasing in certain areas, while other less-central areas are more bare. The streetscaping along the site’s central core is made up of street trees, benches, and various types of planters (Figure 2.9). Lastly, there are very few if any street lights in the small town. Overall, Point Reyes Station’s streets help give the town its rustic and rural feel, whilst serving an important role in regional connectivity as a segment of State Route 1.

Point Reyes Station is very well connected, and there are multiple roadway links to get from one side of the site to the other. Though there are dead ends present, these dead ends are essentially long driveways to small clusters of homes on the outskirts of town, and are fairly removed from the town’s central core. The limited areas where there are obvious connectivity gaps usually have some type of pedestrian link, so the connectivity issue only applies to vehicle circulation. Despite its small size, Point Reyes Station has a very complete sidewalk network in its central core. However, many of the town’s quieter streets do not have sidewalks. Along the main street (State Route 1), there are multiple crosswalks, and every intersection has a stop sign. There are no signalized intersections in the town. These conditions make the town’s central core



Figure 2.9: Streetscaping along SR-1. (Source: Google Maps)

very walkable compared to other rural towns such as San Martin. This is largely due to the fact that the busiest road passing through the town isn’t designed for vehicle speed and throughput. Even though there is often a high volume of pass-through traffic, this traffic presents less of a risk to the town’s overall walkability due to its slower speed. In fact, Monterey Hwy in San Martin and State Route 1 in Point Reyes Station have broadly similar peak hour traffic volumes (Figure 2.10). The difference is that Monterey Hwy was designed to prioritize the timely throughput of vehicles, whereas State Route 1 in Point Reyes Station was not. This difference is clearly reflected in the walkability of the two places.

While there is no bicycle infrastructure present in Point Reyes Station, the town is a popular rest stop for cyclists riding along State Route 1. This lack of bicycle infrastructure is not a good thing, but proves that there is more to “bike friendliness” than good bike infrastructure, although it is very important. Like San Martin, Point Reyes Station is located along a scenic route, and serves as a good rest point for cyclists to take a break and drink a coffee. Unlike San Martin, Point Reyes Station has a bakery, coffee shops, and public restrooms and overall attractive public spaces which serve the needs of these cyclists. ‘Cyclist culture’ could be enhanced in San Martin through the provision of these bike-friendly businesses, although better physical bicycle infrastructure is also necessary to create a more bike-friendly environment.

Humanscape

Regarding the humanscape, Point Reyes Station relies on tourism but still has a strong local community presence. Locations for socializing in Point Reyes Station are primarily informal, with the main exception being the park located at the intersection of Shoreline Hwy and 4th Street. There is a small park/public space located at this intersection with a few amenities, such as park benches and a tourism booth. This park serves both the local

Study Location	Peak Hour Traffic Volume
SR 1 (through Point Reyes Station) *	1,100
Monterey Highway (near the proposed Cordoba Center) **	1,595

* Source: Caltrans 2017 Traffic Volumes: Route 1
 ** Source: Cordoba Center Traffic Impact Report: Fehr and Peers (2017)

Figure 2.10: Comparative traffic volumes in Point Reyes Station and San Martin.

community and the tourists that come through the town given its central location, making it easily accessible. Park benches and tables help people relax. As for the informal spaces, there are multiple restaurants and cafes in the town which provide curbside seating or outdoor seating (Figure 2.10).

These areas provide a source of social interaction among pedestrians. Additionally, it makes the streetscape more lively and creates a more welcoming atmosphere for community members and tourists. Seeing other people interact in a public setting encourages others to want to participate and interact with others. The primary meeting place for the community would be at the Dance Palace. The Dance Palace is located two blocks away from the main street of Point Reyes Station and serves as a community center for the area. It is the formal meeting space for community gatherings and events (Figure 2.12). As for informal meeting spaces around Point Reyes Station, points would include the various cafes located along Shoreline Hwy which are lively spots for both members of the community and tourists alike.

Besides the cafes, there is only one bar in Point Reyes Station. It serves as a meeting place for locals as it is the only one of its type in town (Figure 2.13). Informal community meeting spaces like these are important as they provides the community opportunities to interact without a necessarily formal setting or event to do so.

As for the safety and maintenance of the town, it is generally clean and well-maintained. There are sidewalks along Shoreline Hwy, making the entire streetscape walkable and pedestrian-oriented. The buildings along Shoreline Hwy on both sides are low-rise

buildings and similar in height, providing walking pedestrians a sense of security and enclosure. Along with these buildings, most, if not all, of the buildings have street-facing windows which provides more eyes on the street. This gives pedestrians and neighboring businesses more security because the more eyes and views of the street there are, the more secure people typically feel. However, the streets lack street lights which are important to providing pedestrians a sense of security at night.

Conclusion

Point Reyes Station has a variety of unique features developed over time to make it one of the most distinctive towns in the Bay Area. Originally an agriculturally-centered town, it has evolved over the years to include more commercial and retail uses. The choice to reuse and maintain the western false front architectural style helped the town retain its rustic-feeling. Even though the railroad station that once was the main staple in the town has ceased operation, the town has continued to thrive. There are a variety of human scaled attributes, including, but not limited to, the size of buildings and sidewalks to create a distinct sense of place for everyone in the community. Point Reyes Station is also a highly walkable community that is pedestrian-oriented. As is the case in San Martin, a major regional road travels through the center of town. Unlike the case in San Martin with Monterey Hwy, State Route 1 is a two lane road, and has no signalized intersections. Adopting some of these traits in San Martin's central core could make it more livable and walkable, and turn it into a desirable destination without sacrificing its quaint feel.



Figure 2.11: Outdoor seating. (Source: Google Maps)



Figure 2.12: Dance Palace. (Source: Google Maps)



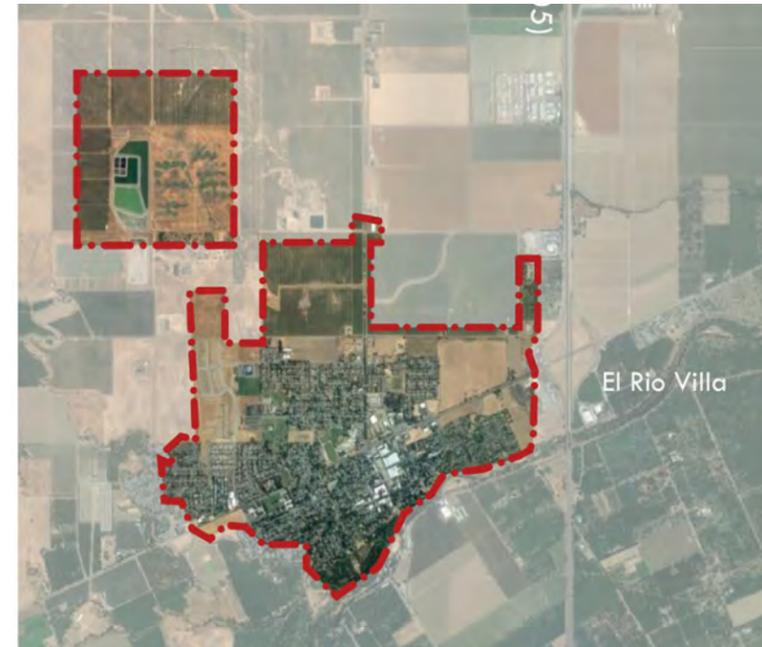
Figure 2.13: Old Western Saloon. (Source: Google Maps)

Case Study 3: Winters, California.

The town of Winters, located in the Putato Indian village, obtained its name from a local landowner, Theodore Winters about 150 years ago. Although the town had a small population before the arrival of the white settlers in the 1840s, many had lost their lives due to diseases such as the smallpox. White settlers started growing vegetables in this area and tended livestock, hence kickstarting the agrarian culture in Winters. In the late 1800s, the city built retail and commercial services for its residents including banks and hotels. Local “merchants and ranchers” began participating in trade with neighboring towns which continues to this day (Discover Winters, 2020).

After the 1892 earthquake, buildings and infrastructure were destroyed and many were reconstructed in 1898. That same year Winters became an incorporated town in Yolo County. The original crops have been replaced with fruit and nut trees, and agriculture still remains the key source of revenue as well as an element of pride for the local community.

In 2006, the city adopted a Downtown Master Plan that includes streetscape designs that have been implemented in the downtown core. The Downtown Core Intersection Renovation project, completed in 2010, is an excellent example of pedestrian-oriented design that contributes to placemaking. The project includes the renovation of a key intersection of Main Street and Railroad Avenue, which is the center of downtown Winters (Map 2.5). Surrounding land uses are approximately 65% commercial, 25% open space, and 10% walkways and roads.



Map 2.4: Area of Winters, CA located in Northern California.

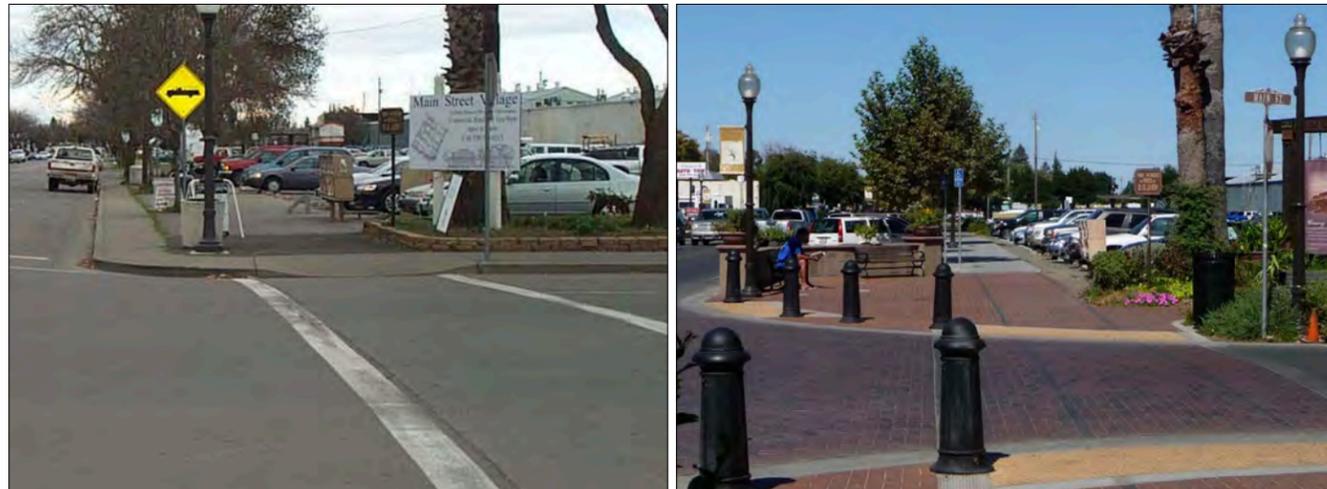


Figure 2.14: Before (left) and after (right) streetscape renovation of Railroad Avenue.



Figure 2.15: Historic clock at the corner of Main Street and Railroad Avenue.

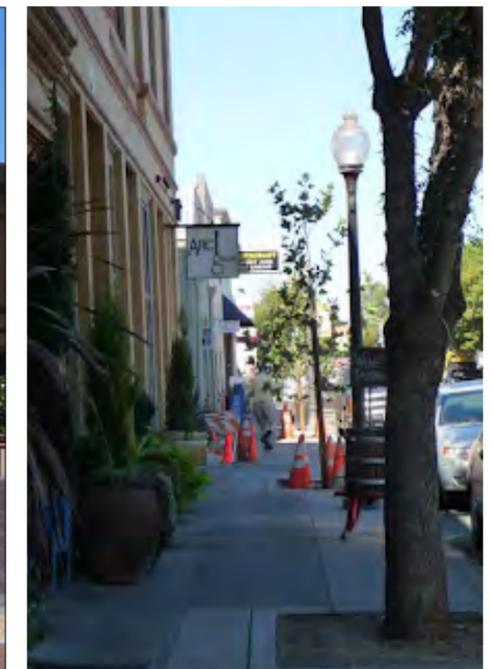


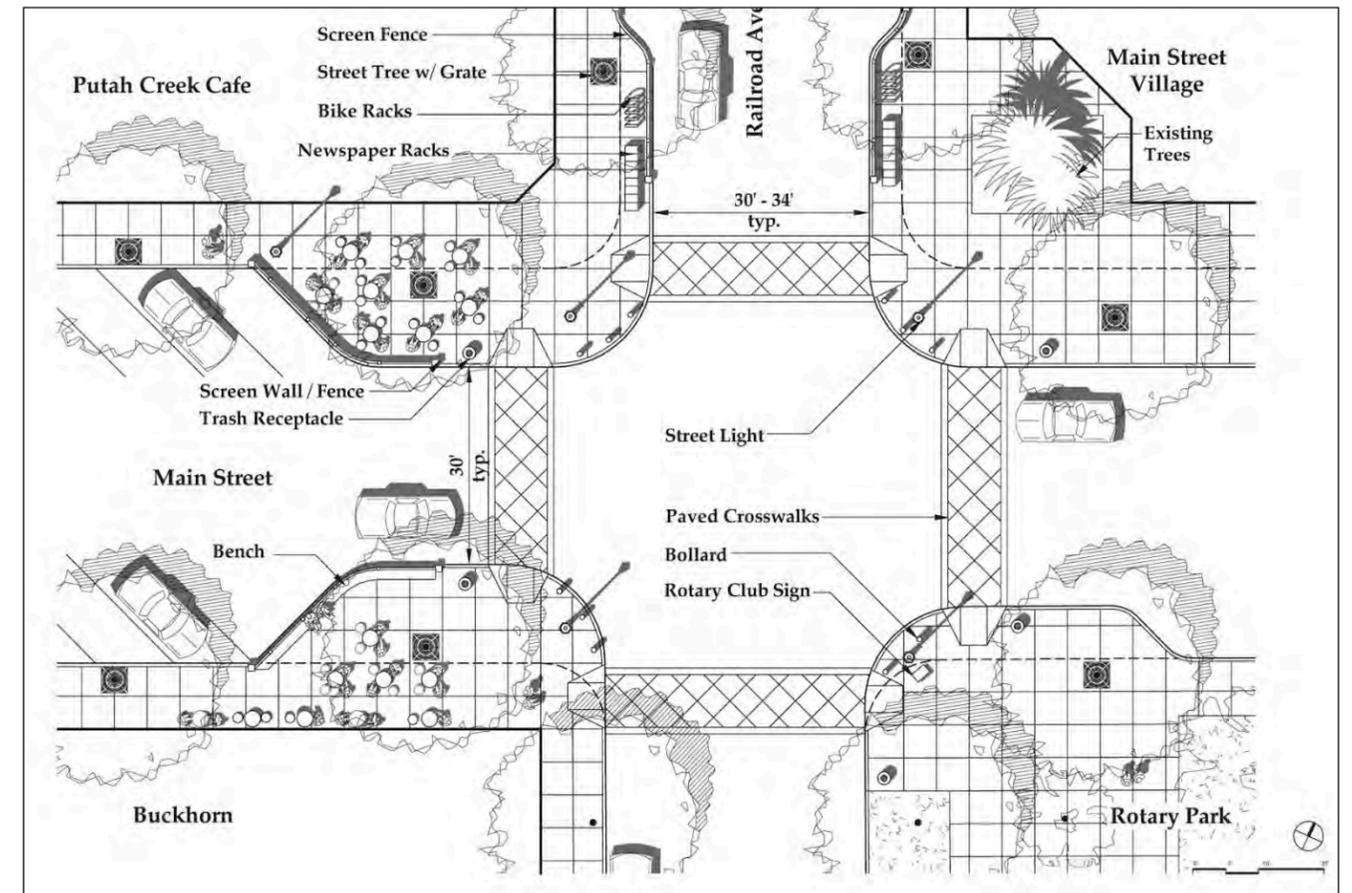
Figure 2.16: Sidewalk improvements on Railroad

Imageability

The City of Winters Downtown Core Intersection Renovation created a strong sense of imageability in Downtown Winters. The project called for improvements to Railroad Avenue streetscape and preservation of the historic downtown building character (City of Winters, 2006). The downtown core is located at the intersection of Main Street and Railroad Avenue, where the sidewalks, bulb-outs, and crosswalks are made of red brick pavers, which make the area unique from other spaces (Figure 2.14). The area has a unified design, with matching old-fashioned street lights, trash cans, and bollards. There are numerous planters, benches, and patios that add to the welcoming atmosphere. The area is pleasant and distinct, providing a sense of place. As seen in Figure 2.15, a historic freestanding clock at the intersection is a central landmark that helps orient visitors on the site. The historic downtown buildings were repainted as part of the project, adding to the vibrant character of the site. Standing at the intersection, pedestrians can see several landmarks: Rotary Park, Putah Creek Cafe, and Buckhorn Steakhouse. In addition, the streets are lined with trees, creating view corridors down Main Street and Railroad Avenue. The space is memorable and attractive due to the renovation.

Linkages

The Main Street and Railroad Avenue intersection was improved to make it safer and more accessible for all modes of traffic. Railroad Avenue, originally a four-lane street, was modified to a two-lane street, creating more room to widen the sidewalk (Figure 2.16). The pedestrian walkways are paved and increases in width to allow greater volume of



Map 2.5: Site plan for the Downtown intersection renovation.



Figure 2.17: Outdoor patio for Putah Creek Cafe.



Figure 2.18: Photos of Winters Country Market (left) compared to San Martin's Rocca's Market (right).

pedestrians to walk side-by-side. The addition of “bulb-outs” or curb extensions at all four corners of the intersection also make it safer for pedestrians. With reduced number of traffic lanes, the volume and speed of cars could be more controlled, providing the walkable vibe that is important for downtowns. Although there have been no designated bicycle lanes added to the streets, bicyclists can now comfortably share the road with cars due to a wider vehicular right-of-way. The most important aspect to consider about this intersection is the ease of movement for pedestrians, even if there are no traffic signals present here. Slower traffic at this intersection makes crossing the street easier and more comfortable for pedestrians, making it a successful downtown intersection.

Humanscape

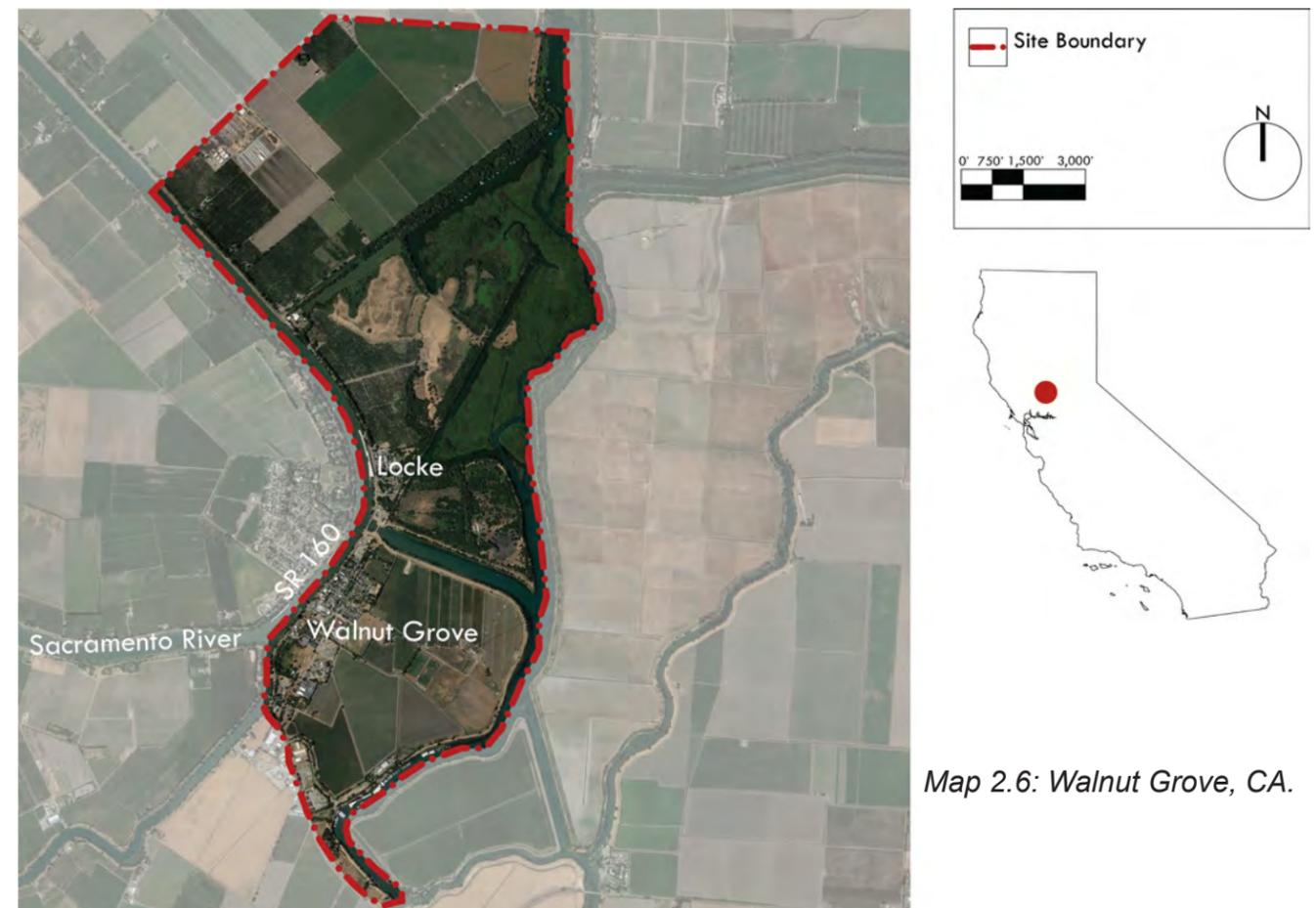
The project helped boost the local economy by creating a more attractive and welcoming downtown. The Downtown Core Intersection Renovation included the addition of projecting signs on storefronts as seen in Figure 2.16. These signs help pedestrians identify shops, which attracts customers. The area is now more accessible and draws community members and visitors to Downtown Winters. The new streetscape design supports sociability by improving pedestrian safety. The bulb-outs and landscaping enhance the safety of the space without losing connectivity. There is more room for people to gather and view corridors along Main Street and Railroad Avenue are lined with trees and attractive landscaping. Outdoor patios with tables and chairs serve local restaurants and contribute to activity on the street, which helps keep the space lively. For example, outside Putah Creek Cafe, a wood-fired pizza oven rests on the sidewalk next to outdoor seating (Figure 2.17). Additionally, the renovation brought a fresh design to the space without compromising the historic character of the town. Historic buildings were able to be preserved and remain as familiar landmarks to locals and visitors. The area has been transformed from a mere intersection into a gathering place in the heart of Winters.

Conclusion

Like San Martin, Winters is located in a rural area and has a small population. Winters has a strong agricultural identity and economy, with walnuts and almonds as their primary crops (Discover Winters, 2020). Both communities support local businesses, such as the small grocery stores in Figure 2-18. Neither big box stores nor major retailers form the commercial districts in either Winters or San Martin. Small, locally owned companies are able to thrive in downtown Winters because of the welcoming environment it provides for tourists and local residents alike. This gives the town a unique rural aesthetic, reminiscent of “small-town America.” Simple streetscape improvements helped solidify the identity of downtown Winters, and the same effect can be achieved in San Martin.

Case Study 4: Walnut Grove, California.

Walnut Grove, California, is a small town along the Sacramento River with approximately 1,500 residents. The community of Locke lies immediately to the north of Walnut Grove and was founded by Chinese immigrants in the early 1900’s. State Route 160 serves as the primary point of access to these two small rural communities, connecting Sacramento to the north and Antioch and Bay Area to the south.



Map 2.6: Walnut Grove, CA.

When The Levee Breaks

Like San Martin, the majority of Walnut Grove’s commercial activity is located along its major roadway. In each case, a major obstacle is located on one side the road; the railroad tracks in San Martin and the Sacramento River in Walnut Grove. San Martin Avenue is the only place to cross the railroad tracks in over a mile in either direction. The Walnut Grove Bridge is the only way to cross the Sacramento River until the Paintersville bridge, located

several miles to the north. In both cases, primary commercial areas are located near key access points. While the distance between prominent landmarks in San Martin is shorter than in Walnut Grove, many Walnut Grove residents are boat owners and utilize the town's public docks to get around the area. Given the lack of public transit in Walnut Grove, pedestrian infrastructure is very important, but is somewhat lacking. Due to its location in the Sacramento-San Joaquin Delta, Walnut Grove is highly prone to flood risk. The town itself lies below average river level, with State Route 160 serving as a levee. Levee-failure is an increasingly likely scenario with aging infrastructure and climate change. In both San Martin and Walnut Grove, roadside space provides an excellent opportunity. Along State Route 160 in Walnut Grove, farmers sell produce from their trucks. Currently, the strip of land between the railroad tracks and Monterey Highway in San Martin serves as a parking lot for the Caltrain station. This space could be used to hold farmer's markets, giving passersby a reason to stop in San Martin.

Built Environment

For its small size, Walnut Grove is fairly dense. Most buildings in central Walnut Grove are two stories tall, with only a few meters of space between them. Almost every business has living space above or below it. Some businesses are located in former single-family homes, such as two barbershops and pizza restaurant. There are many single-family homes along San Martin Avenue, presenting an opportunity to bring more commercial opportunities to that part of town. The old buildings in neighboring Locke have pedestrian arcades with balconies above them, similar to downtown Jamestown, CA. However, Locke is denser with narrower streets. Locke embraces its history and culture with a museum and two art galleries along its Main Street, as well as a market,

cafe, and bar. A museum about San Martin's history would enhance its central core, without the need for new large buildings.

Land Uses

Like San Martin, Walnut Grove has various industrial uses scattered throughout, especially on depot lane and railroad avenue. Walnut Grove Iron Works is a family owned business that makes many different products, such as beds, benches, gates, and artwork. The company serves as a great example of how industrial uses can benefit a community, as their products bring in tourists. Walnut Grove's central district is primarily made up of a post office, library, community park, police and fire station, and elementary school. The elementary school is separated from other uses by a community park, a configuration which could be used in San Martin.

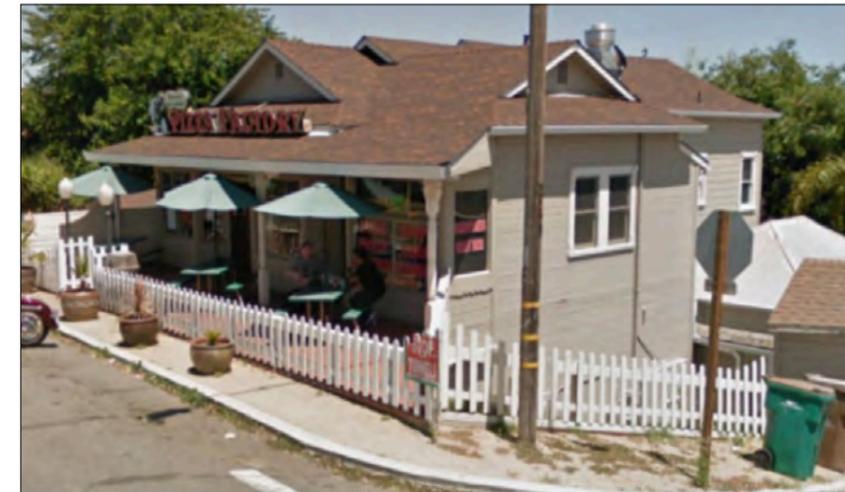


Figure 2-21: Mixed-use building with commercial in front and residential on the back.



Figure 2.19: Bird's eye view of the Walnut Grove Bridge looking north.

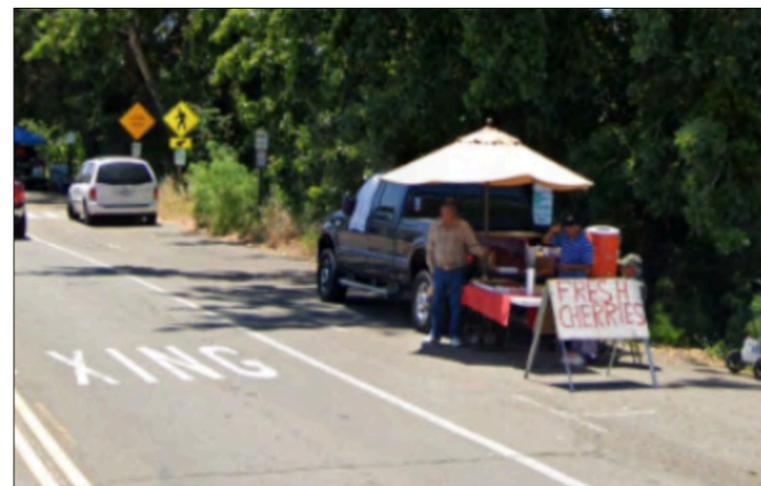


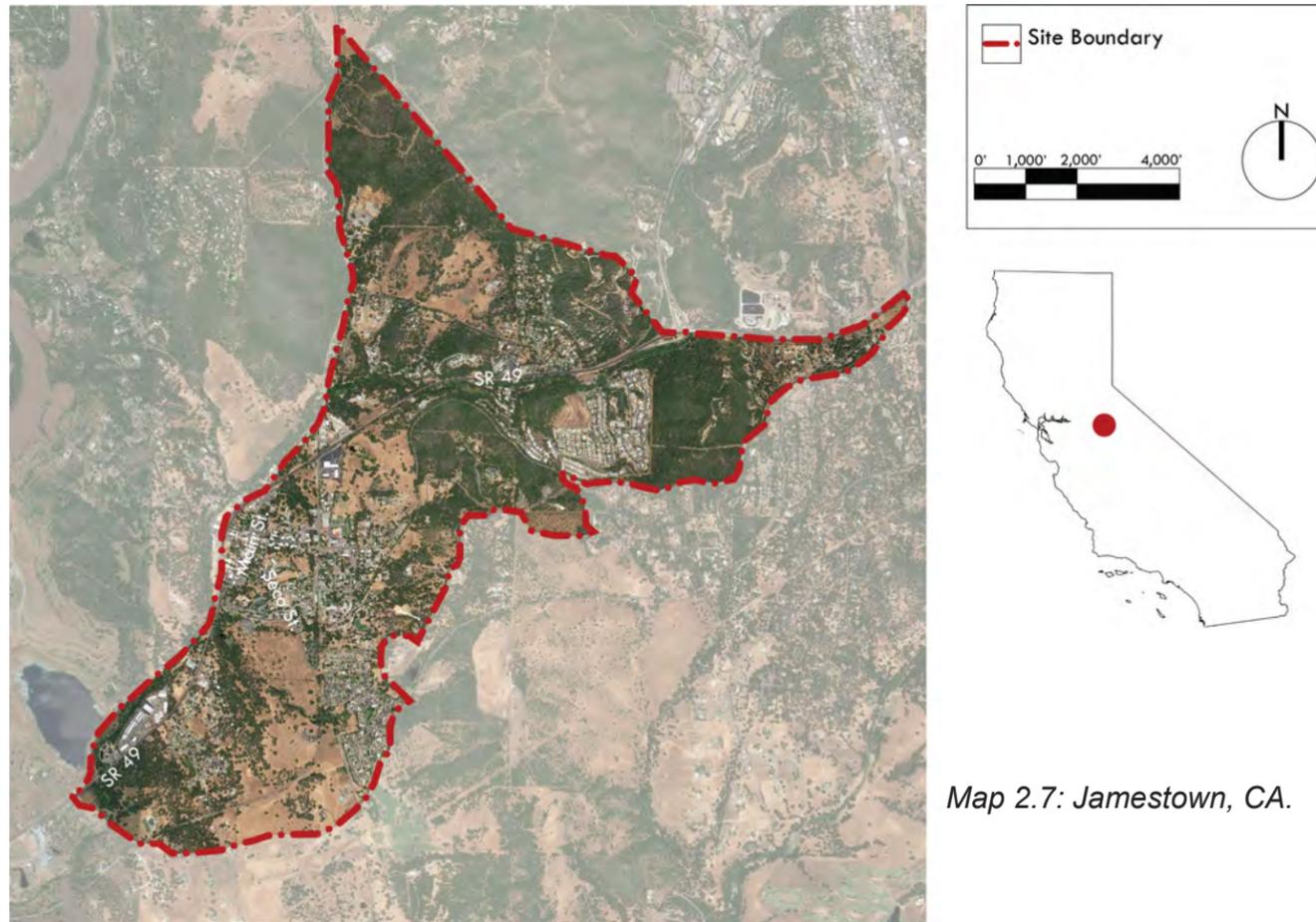
Figure 2.20: Roadside produce stand.



Figure 2.22: Main Street in Locke, to the north of Walnut Grove.

Case Study 5: Jamestown, California.

Jamestown is an unincorporated community in Tuolumne County, California, in the foothills of the Sierra Nevada Mountains. The community has a population of 3,433 (suburban stats) and is known for its gold rush heritage. Today, most of its economy is centered around tourism, specifically as a getaway town for central valley residents (County of Tuolumne). The Design Guidelines for Jamestown lay out three main goals: retaining historic buildings, encouraging new development within the town, and restoring run-down historic buildings.



Map 2.7: Jamestown, CA.

Architectural Design

One of the Jamestown's biggest assets is its history, which is manifested in its design. The community has done an excellent job preserving its past through streetscapes and facades. When entering from the south, one quickly notices the old western aesthetic of the buildings lining Main Street, with many of the facades featuring a pillared balcony design. There are two key advantages to this type of design. Firstly, it resembles the way boomtowns like Jamestown were originally created. Secondly, it protects pedestrians from vehicular traffic on the street as the road has a very clear boundaries, leading drivers to be more cautious as they move through the main street. Another benefit of this design is the shade it provides when the weather gets warm. Like San Martin, this area can get relatively hot during summer months, at least by California standards. The average high in July is 95° F. While San Martin's summer average high is not nearly as hot as Jamestown, it is still very warm at 84° F. This design element could prove useful in providing shading in San Martin.

Jamestown has developed its design guidelines around its historic building, which have been successful in maintaining the community's aesthetic, even with new development occurring. An example of this is the Aero Bravo International store. The store was established in 2001 and did an excellent job of adhering to the community's design guidelines by borrowing from historic facades and building types. Jamestown and San Martin share one important trait: a respect for local history. In San Martin, this trait manifests itself in the community's goal of maintaining rurality, even with new development occurring. To ensure that growth is respectful of San Martin's rural

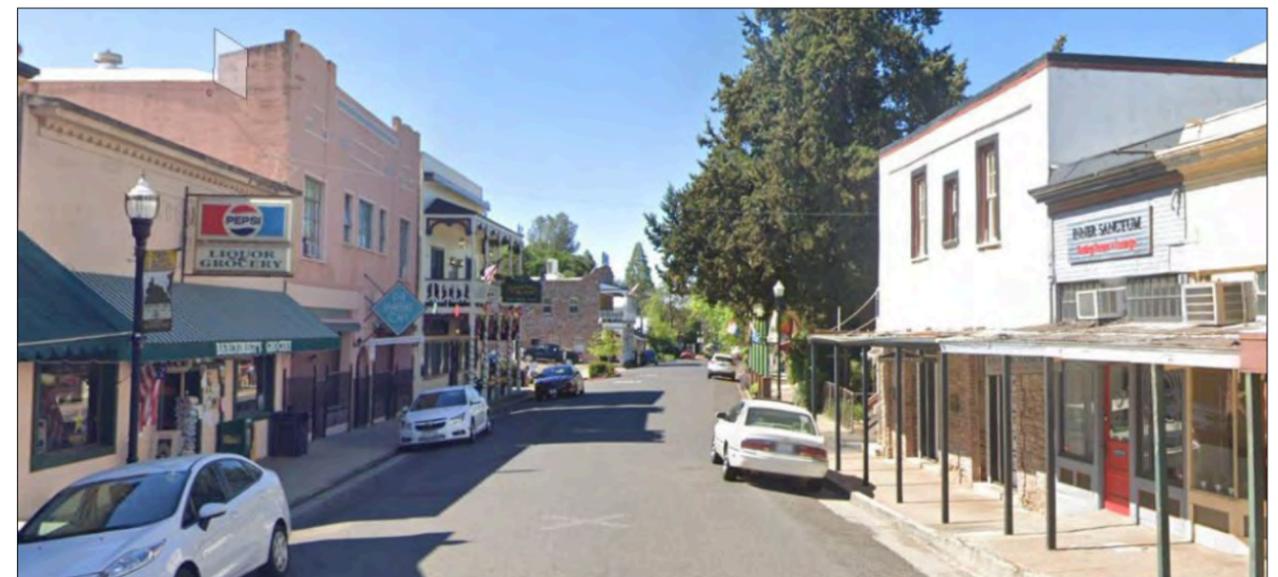


Figure 2.23: Downtown Jamestown.

character, it is best to apply a historically conscious set of design guidelines. Doing so would not only help maintain the community’s distinctly rural character but would also create a sense of direction for the town, one that would allow the local community to feel more comfortable with new development, as it would fit in to the local context.

Practical Use in Design

Jamestown addresses transportation and traffic issues through good design, most notably at the intersection of Main Street and Seco, where there are traffic calming measures within the crosswalk itself. Instead of white paint, brick was used to demarcate crosswalk area. While this design choice may seem purely aesthetic, it also serves a functional purpose. This change in texture encourages drivers to slow down, making the street safer for pedestrians. In order to create a prominent node in the heart of Jamestown, a park was placed at the intersection of Main Street and Seco Street, which is a T-shaped intersection. While the park is small in size, its placement next to a major intersection helps define the area as a key node. Rather than simply serving as a junction, people are drawn to the area and it serves as an area of activity.

While these design solutions may only seem appropriate for a place like Jamestown, certain ideas lend themselves to San Martin. Most prominently, the intersection of Monterey Highway and San Martin Avenue could utilize different materials and textures as a traffic calming tool while strategically locating public space nearby to create a central node of activity.



Map 2.8: Prominent locations in Jamestown.



Figure 2.24: Gateway into Jamestown.5



Figure 2.27: Historical building in Jamestown.

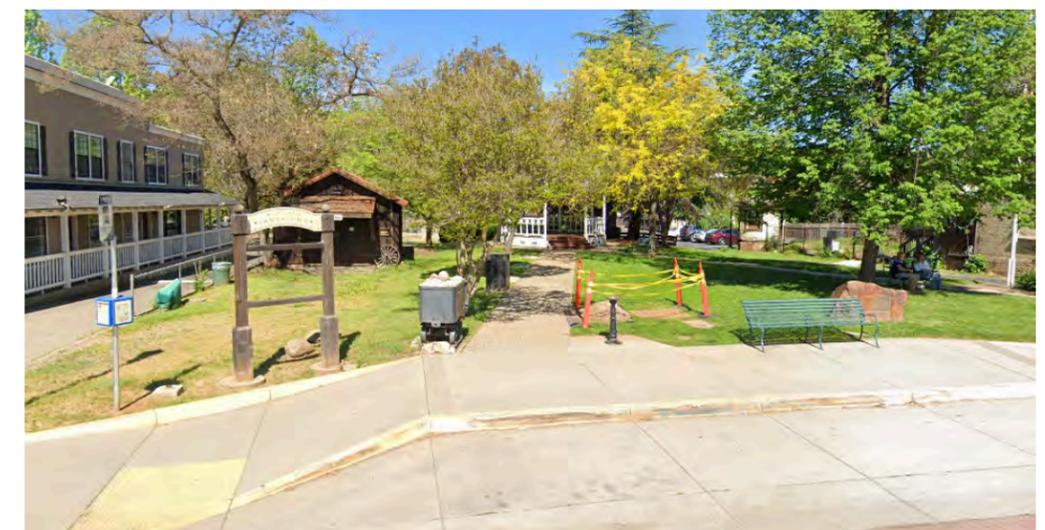


Figure 2.26: Small park in Main Street, Jamestown.

Case Study 6: Sunol, California.

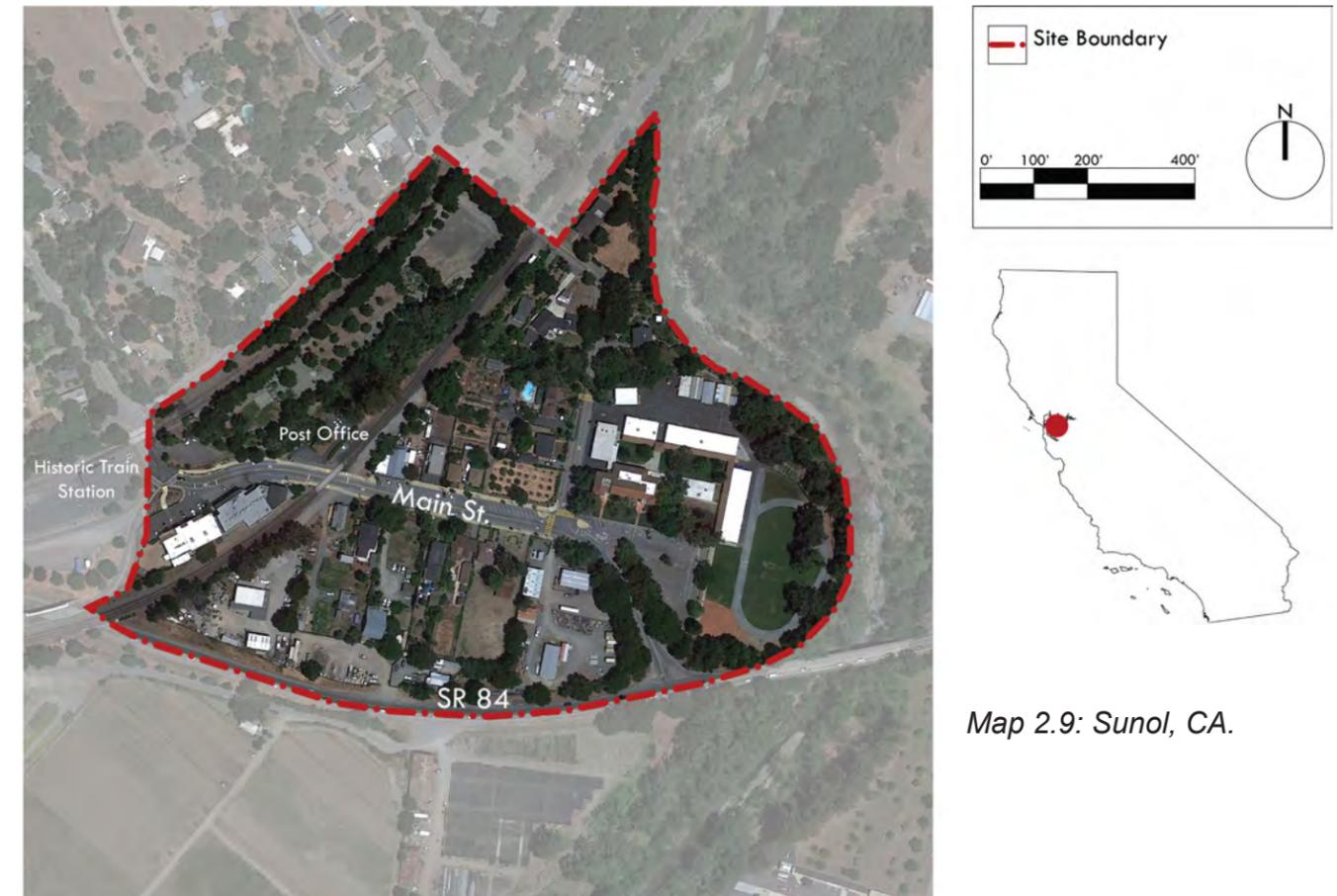
Sunol is a small unincorporated place located in Alameda County, California. Although the area is surrounded by the densely populated Easy Bay Area, the City of Sunol has a small-town feel and character due to its immediate rural and agricultural surroundings. Historically, the City of Sunol was a stop for the transcontinental railroad in the mid-nineteenth century and remnants of the train station still stand today. Despite its proximity to major population centers such as San Jose and San Francisco, the town is able to retain its rural feel, providing an accessible destination for bay area residents.

Imageability

This small city has a very laid back and rural feel with less than five buildings making up the downtown area. The design guidelines for the area state to “use the neighborhood of buildings that have had a history of mixed residential and commercial retail or small manufacturing uses, and the existence of buildings that may be historically significant” (Sunol Downtown Guide). The downtown area is very walkable (Map 2.9).

Linkages

Sunol has two major freeways running through the city, Interstate 680 as well as State Route 84. The town was established during the 1860’s when the Central Pacific Railroad



Map 2.9: Sunol, CA.



Figure 2.27: Rustic antique shop in Sunol. (Source: Google Maps)



Figure 2.28: Old train station. (Source: Google Maps)

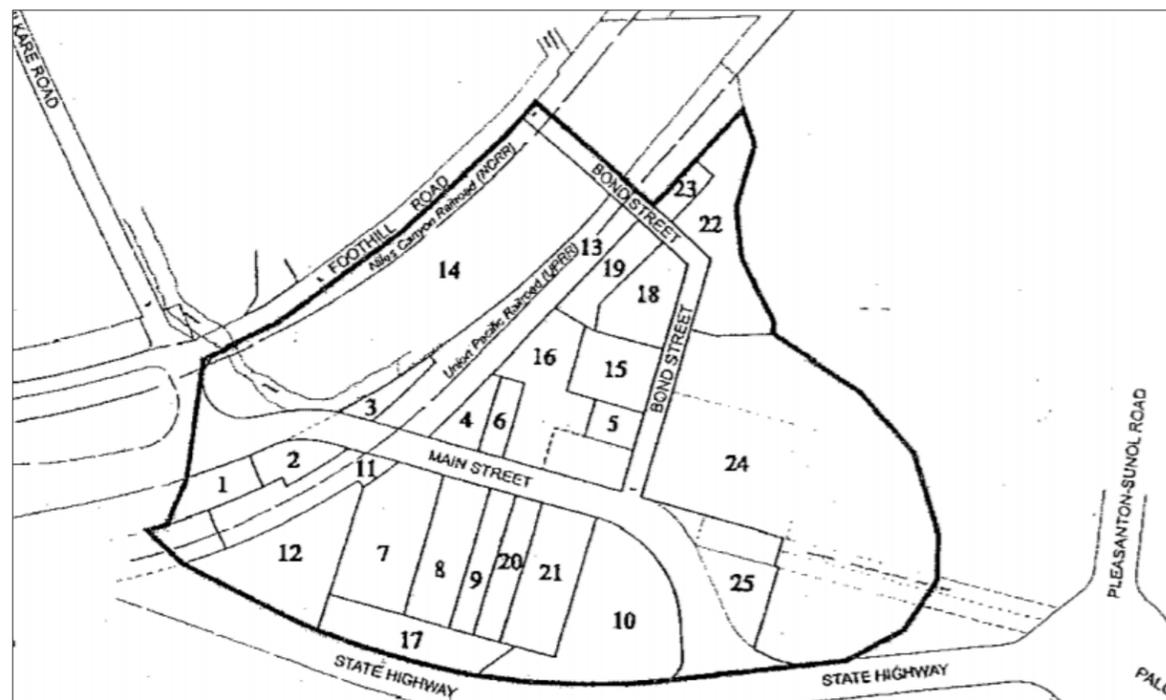


Figure 2.29: Major road in Sunol. (Source: Google Maps)

completed the transcontinental railroad stopping in Sunol along the Niles Canyon Railway. With the stop completed shortly after in 1871, the Sunol post office was established and the city was created. Currently, the downtown area is very walkable and is primarily tourist oriented. Residential uses make up the surrounding parts of the city, including land in the surrounding hills. The roads that pass over the hills are narrow, with steep grades, making them fairly inaccessible to pedestrians and bicyclists. For residents, a car is the primary mode of transportation.

Humanscape

Sunol is recognized as a rural community in the Alameda County General Plan, entitling it to rural services from the county. Outside its small downtown area, the rest of the town is rural residential with a mandated density of one unit per five acres. The downtown area has its own zoning designation, Sunol Downtown (SD). Most commercial uses are allowed, as well as mixed-use development. The current commercial uses are located in parcels 1, 2, 3, 4 and 6 (Map 2.10). These uses include an event center, a general store, a restaurant, and a post office. Parcel 24 is an elementary school and parcels 12, 17, and



Map 2.10: Parcels map of downtown Sunol.

10 are zoned for industrial uses, restricting public space. Parcel 14 is a large community park, which serves as the main gathering place in Sunol. Overall, Sunol is clean and safe, and has a distinct rural character.

Conclusion

San Martin can draw inspiration from Sunol's success as a small rural tourist destination. Both places have a railroad running through them, and Sunol demonstrates how to build a successful tourist destination around a railroad stop. Furthermore, Sunol maintained its rural character and historic heritage through the use of design guidelines and preservation. San Martin could employ similar tactics to ensure that its growth does not come at the expense of its small-town feel.

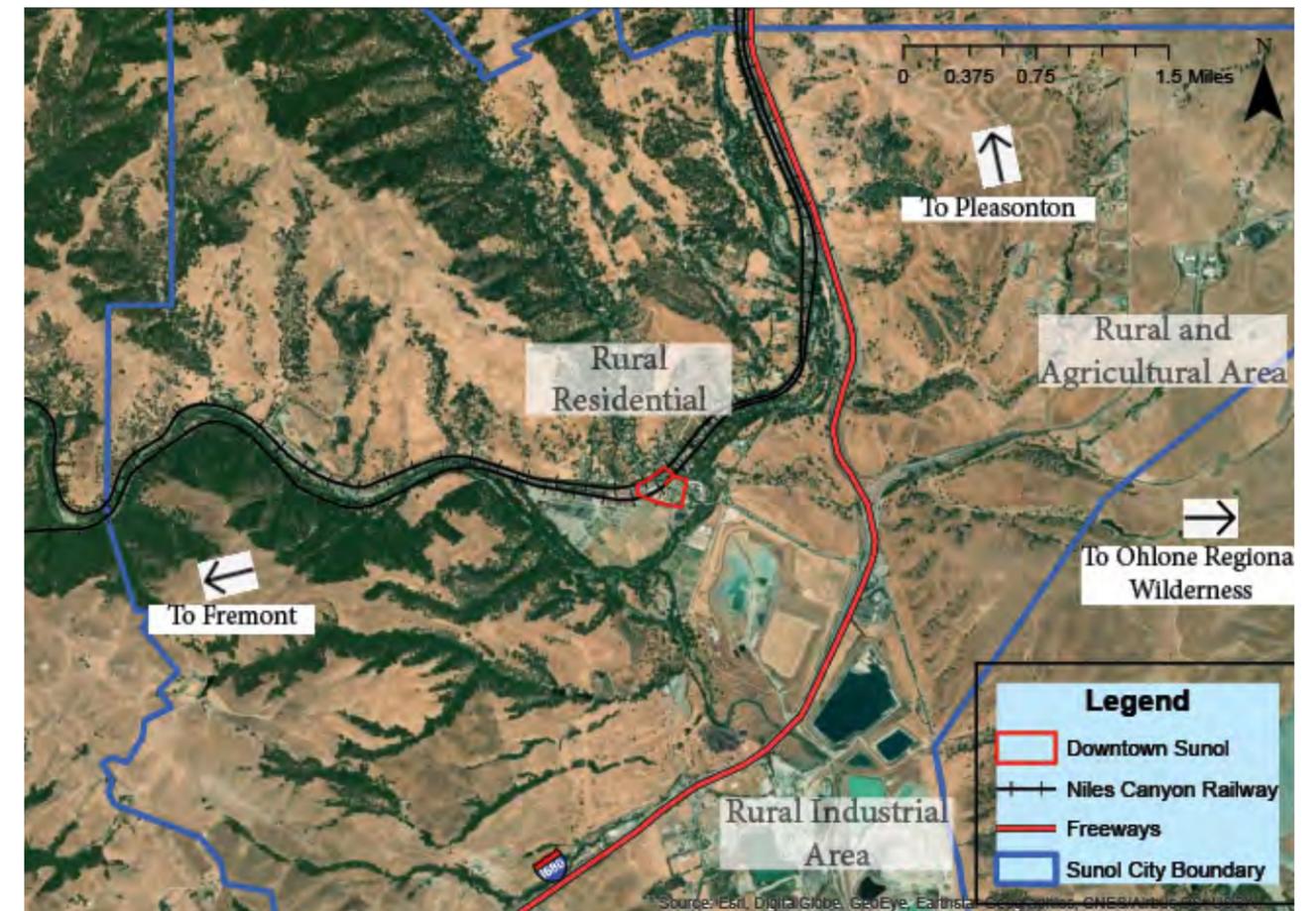


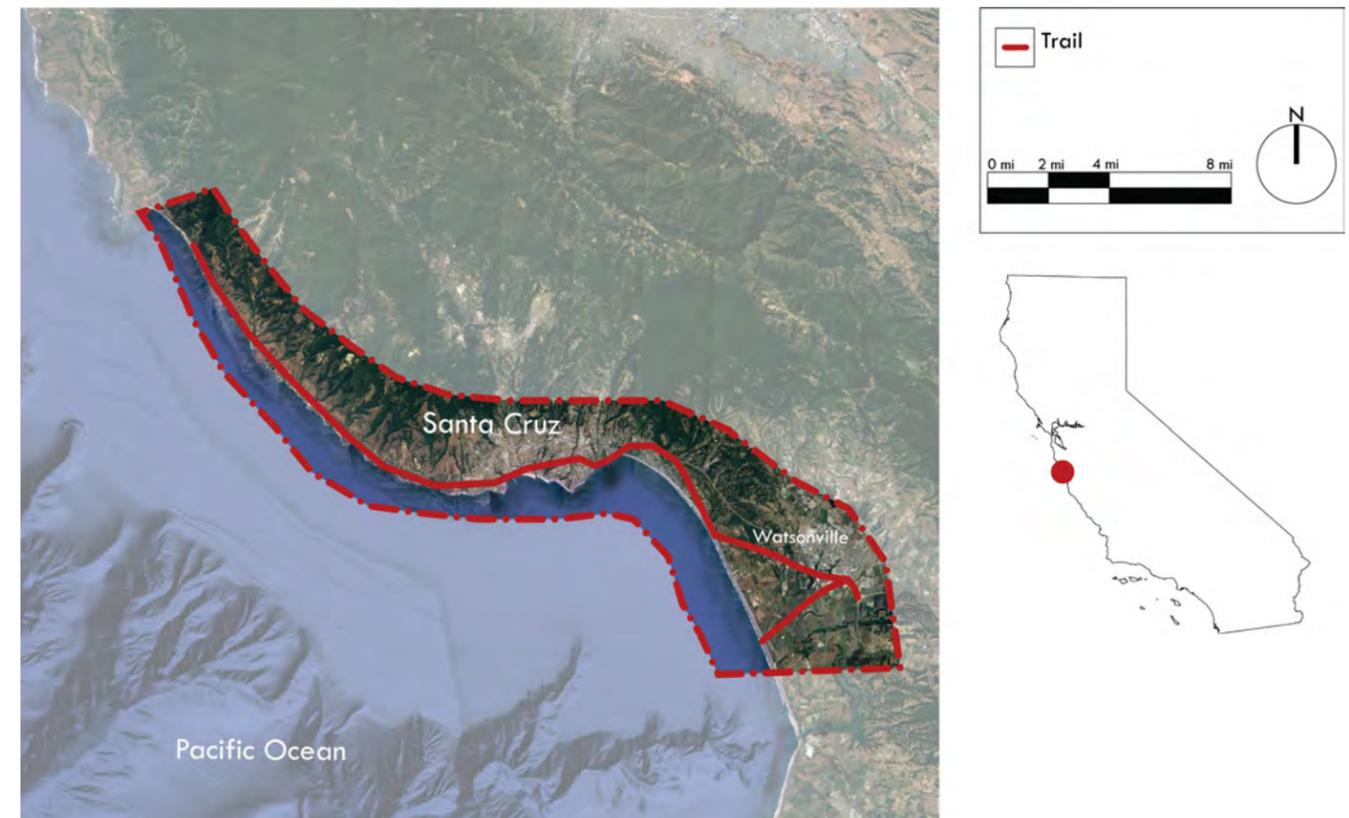
Fig. 2.31: Sunol's rural surrounding context.

Case Study 7: Monterey Bay Sanctuary Scenic Trail Network Master Plan, California.

The Trail Design Standards section of the MBSST master plan contains a number of standards that both serve as an inspiration in terms of design elements and are relevant to the existing conditions of San Martin. Much of the plan suggests various design elements for trails and other open spaces adjacent to railroad tracks and agricultural areas, and consequently within rural areas as well. The Design Standards are more than just design themes and strategies; they provide ideas for specific design elements that can inspire open/public space design on the western side of Depot Road in San Martin.

Imageability

In the MBSST master plan, imageability is achieved primarily through the careful design of paths. Lighting, surface walking texture, and benches are all key features that enhance the experiences of walking along a trail, and the plan calls for sidewalks to be between four to ten feet wide. A vegetated or landscaped buffer between the pedestrians and vehicle traffic (car or train) enhances the walking experience along paths while also creating an edge. This edge helps enclose the space, developing a better experience for the pedestrian and in turn, enhancing the image of the trail in the pedestrian's mind (Figure 2.32). Good lighting, a nice texture for walking paths, and amenities like benches are all



Map 2.11: Monterey Bay Sanctuary Scenic Trail Network Master Plan location.

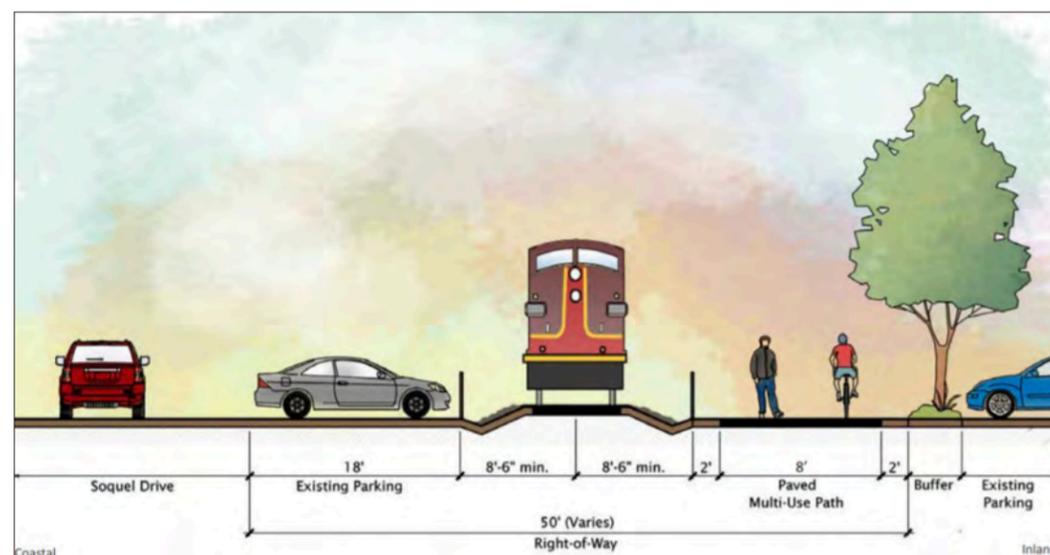


Figure 2.32: Trail section.



Figure 2.33: Linear park space and rest area along railway.

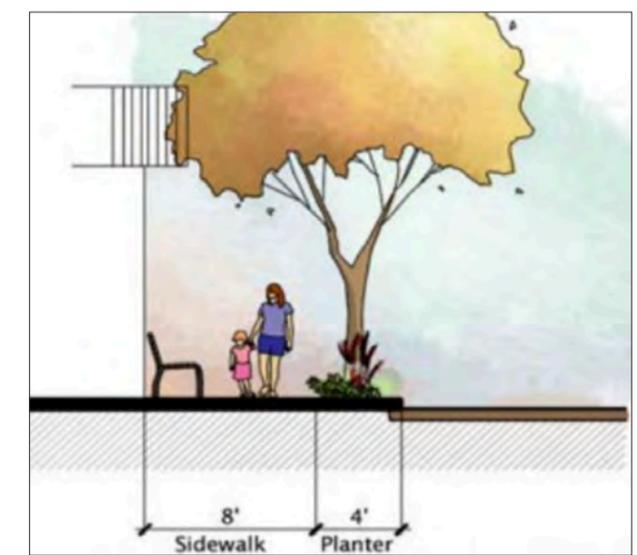


Figure 2.34: Use of the 12 ft. setback.

design elements that can easily be transferred from trail design to public space design for San Martin. The plan also calls for paths that are at least 12 feet away from roadways and a setback of at least 8'6" from railroad centerlines. The trails should "run through a varied landscape" and have a consistent set of design features or cohesive appearance. A varied landscape, for the purposes of San Martin, might equate to a diverse group of local plants used for landscaping, or perhaps a playful character for the area. For example, a curved or winding trail is more unique than a straight trail; leading to an increase of imageability (Figure 2.33). Simplicity and ease of understanding is important as citizens are more likely to remember a place when it is distinctive and can be easily understood.

Linkages

There is significant detail in the Trail Design Standards and Appendix F: Custom Crossing Treatments, regarding the way trails, railways, streets, and crossings interact. The Custom Crossing Treatments section contains photos of various intersections in Santa Cruz county overlaid with desired crossing the flow and interconnected-ness of the area. Some of these intersections share similarities with the intersections on Depot Street in San Martin. For example, Figure 2.36 is nearly identical to the intersection of Monterey Road and East San Martin Avenue, albeit in a more urban environment. The recommendation for this intersection was to include pedestrian phase signals, a crossing pattern, and signs at the intersection and a 150 feet vicinity from the intersection warning pedestrians and cyclists of the upcoming crossing. Roadway crossing concepts provides more detail on midblock



Figure 2.35: Equestrian trail with bike path and railroad ROW.



Figure 2.36: Crossing treatment #1.

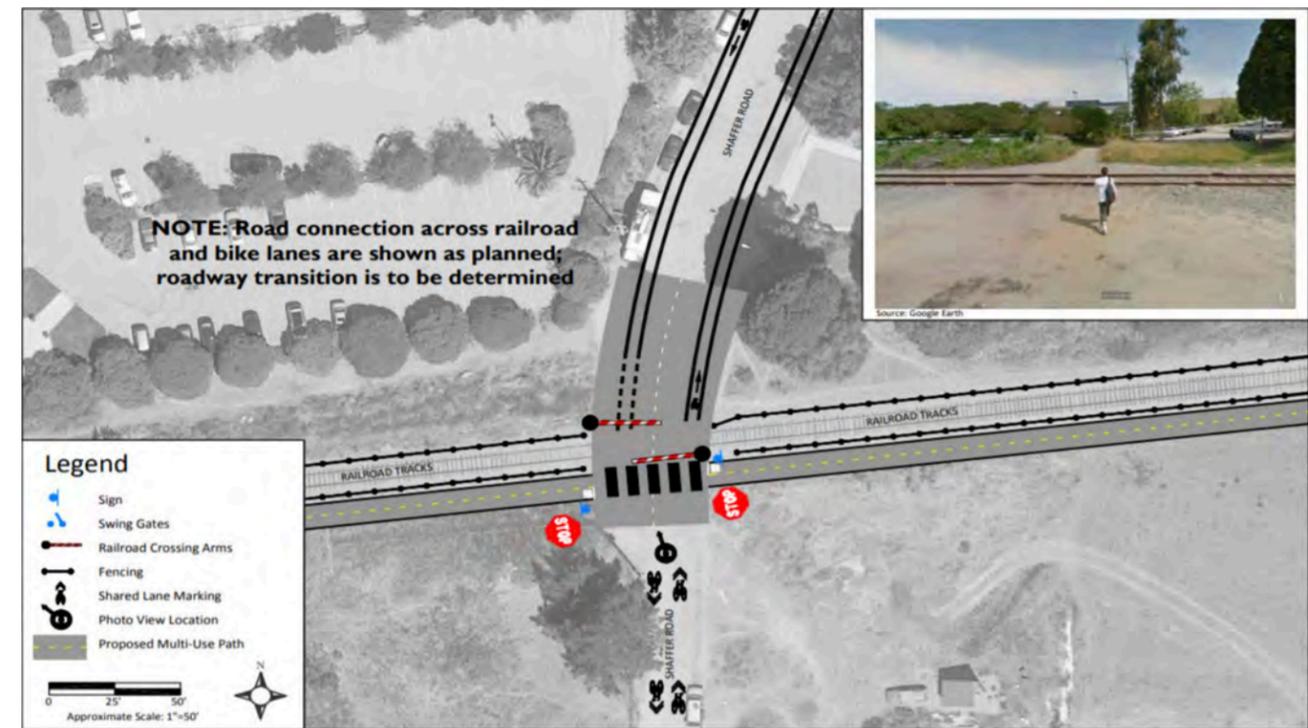


Figure 2.37: Crossing treatment #2.

crossing designs and potential traffic calming measures for crossings. This can serve as inspiration for a potential midblock crossing between Monterey Road and Depot Street across East San Martin Avenue. Elements for pedestrian crossings across railroad tracks appear in the document, including swing gates and railroad crossing arms (Figure 2.37).

Other recommended features include shared-lane trails between bikes and pedestrians and shared-lane pavement markings. The shared-lane trail could increase walkability because the trail is separated from the street and railroad track by a buffer which would provide a safer and calmer experience for bikers and pedestrians. A separated and shared bike/pedestrian path could potentially be implemented along the Depot Street corridor.

Humanscape

Trail amenities and other features contribute significantly to the humanscape aspects of the Trail Design Standards. Trail fencing should exist between railroad track and trails as well as between trails and landscaping or streets. In addition, trail fencing design and materials should reflect the aesthetic theme of San Martin. For example, wood split-rail fencing may be more desirable than metal fencing to preserve the rural or rustic feel of the area (Figure 2.38). Other trail furnishings like benches, seating areas, bike racks, and trash receptacles must be present and consistent with the design theme to increase the connection between humans and the built environment.



Figure 2.38:
Trail next to rail.

The plan recommends that benches and trash receptacles be placed every quarter to half mile along pathways. The actual design of these trail amenities is not precisely transferable from the Santa Cruz plan to San Martin, as often the photos within the plan display more of an urban and coastal aesthetic than the rustic and rural aesthetic desired for San Martin. Any amenities included for Urban Design Visions of San Martin must be consistent with the goals of the community and Santa Clara county. Picnic and shade shelters could also be implemented in San Martin. Kiosks, interpretive signage, and other informational elements are also discussed as potential amenities. The plan also discusses design considerations that need to be kept in mind when considering a potential equestrian path that needs to be separated from other paths by at least 3 feet and should be at least 8 feet wide with a 10-foot clearance (Figure 2.35).

Conclusion

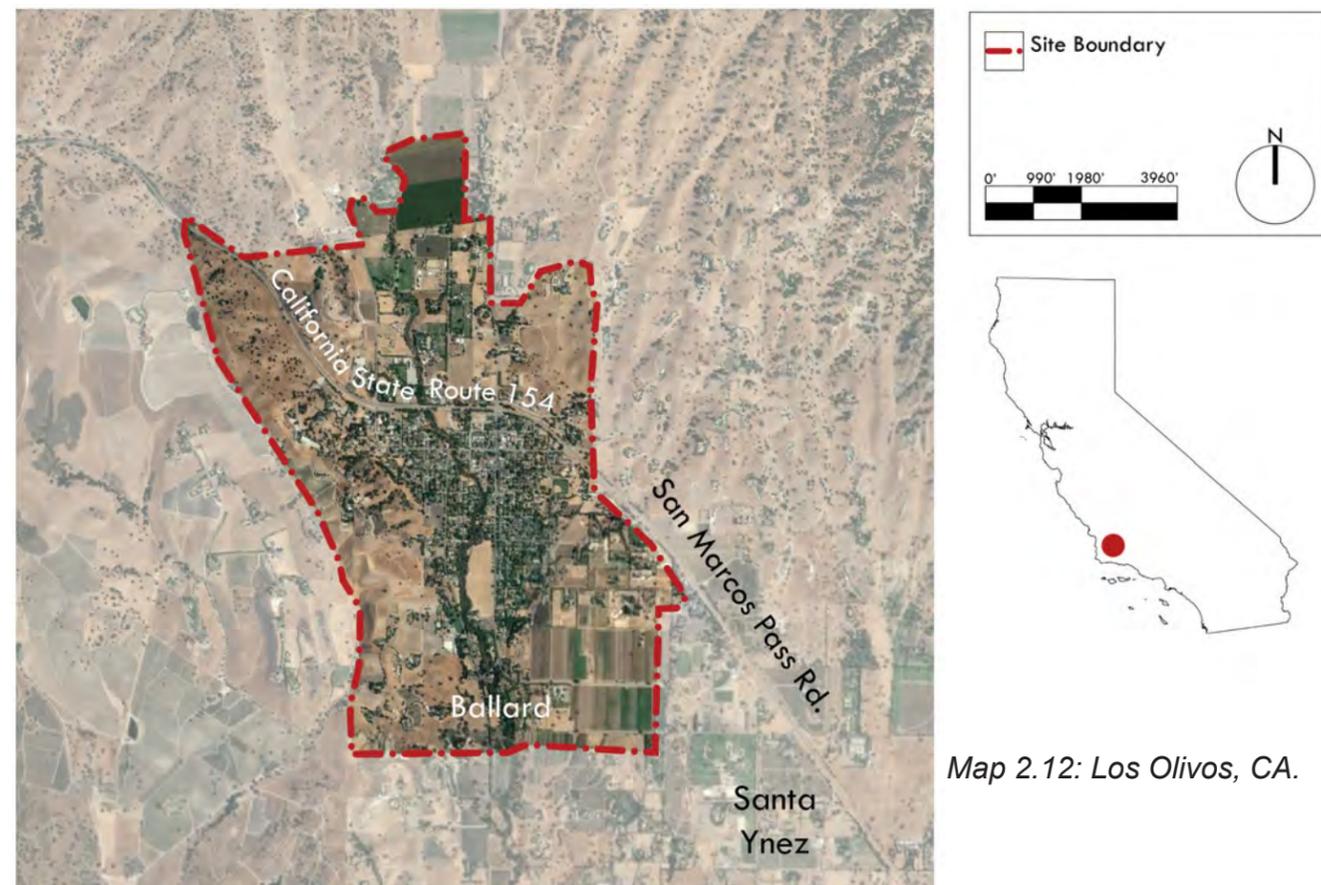
The similar agricultural and rural setting, as well as the presence of railroad tracks adjacent to many trails in the Monterey Bay area, provides a template with easily transferable design ideas. The most important of these include trail aesthetics and imageability ideas like path texture and landscaping, roadway and railway crossing treatments, and trail furnishing or trail amenity considerations that contribute to humanscape and place-making. Other ideas include considerations for equestrian trails and parking lot design elements.

Figure 2.39:
Facilities site plan.



Case Study 8: Los Olivos, California.

The Los Olivos community dates back to the 1880s as ranchers needed a centralized hub. A rail line connected to the cities of Los Alamos and San Luis Obispo but ceased operation in 1934, forcing the community to adapt its economy to an agricultural centric one. Los Olivos is now famous as a premier wine tasting destination and features local agricultural operations as a draw for tourists. The community featured in several movies and TV shows, most notably in the 2004 film *Sideways* which took advantage of the town's scenic, wine growing setting and culture. Today, there is a strong partnership between local farmers, ranchers, and restaurateurs. Small farms prosper and succeed by showcasing their produces. The tasting rooms downtown are supplied by local wineries, fresh produce from farms fill the restaurants and cafes, and visitors are able to see the unique and diverse agricultural tourism options available in the surrounding area. In addition, a series of festivals and events keep a constant flow of visitors to the city.



Map 2.12: Los Olivos, CA.

Imageability

The town is very rural and agricultural in nature with a strong connection to its western history and heritage of ranching and farming. Many buildings in the downtown are historical and they all have a consistent western style, creating a distinct theme to the visitor's experience (Figure 2.40).

Linkages

The central business district is comprised of only a few blocks walkability is a priority. Covered sidewalks and trees provide shade on pathways to make it more pleasant during warmer months. The focus of the downtown is pedestrian, rather than vehicle traffic which is an element which should be incorporated in the San Martin project, and ideally, will help to transition the town to one filled with visitors who enjoy the strong connection between roadways, open spaces, and patronize local businesses.

Humanscape

The town is small in scale with low building heights adding to the small town "mainstreet USA" character. Sidewalks and paths in and around the buildings provide easy pedestrian access between local businesses.



Figure 2.40: Originally built in 1886 as the Hotel Los Olivos, this historical building has been masterfully repurposed as the Mattel's Tavern.

Conclusion

Los Olivos has branded itself as an ideal location for weekend getaways and day trips. San Martin shares similar qualities of this community as it is both far away yet accessible enough for visitors in the San Francisco Bay Area who want to get away. Local businesses like Mattei's Tavern (Figure 2.40) and Figueroa Mountain Brewing have created outdoor seating experiences in prime locations for events and gathering, spurring activity in the downtown core (Map 2.13). Many of the buildings have been refurbished and revitalized. Examples include prairie-style victorian buildings such as Mattei's, and the Campbell, Ashbraner and Fleenor homes. Most importantly, Los Olivos has a distinct and historic architectural style that pays homage to the city's historic roots (Figures 2.41 and 2.42), which can provide examples and inspiration for San Martin. Los Olivos uses its local charm, smart infrastructure and agriculturally focused business approach to create a sustainable community for residents and visitors alike.

Map 2.13: Important attractions in Los Olivos.

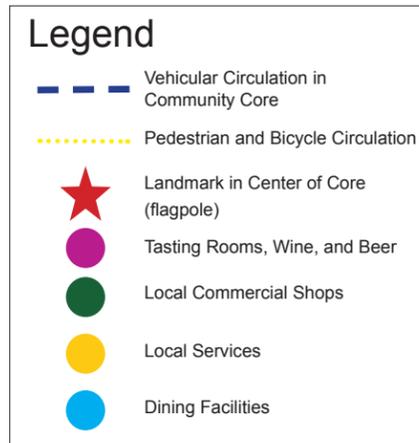
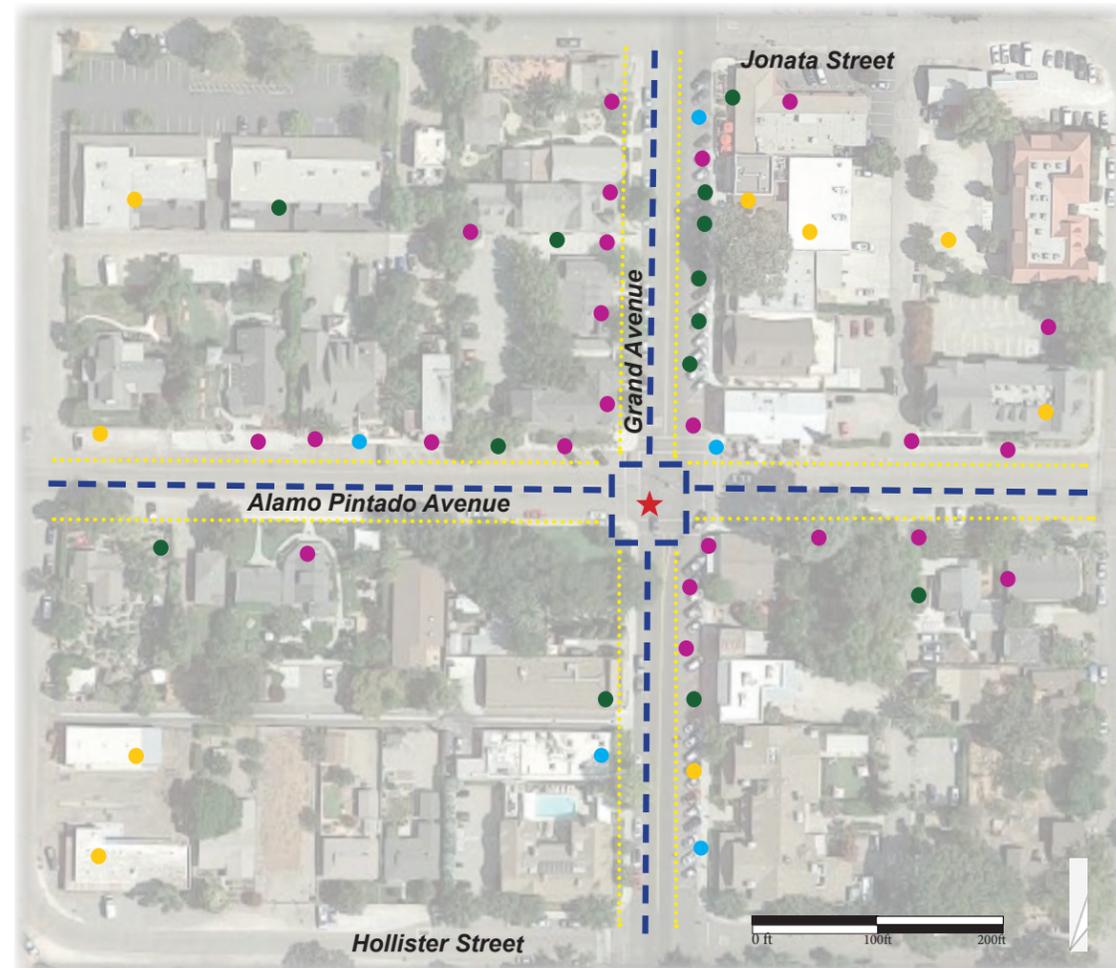


Figure 2.41: Downtown Los Olivos.



Figure 2.42: Informal rustic architecture in Los Olivos.

Case Study 9: Arcade Plaza, Ojai, California.

Ojai, California is a rural town in Ventura County with a population of about 7000. Ojai is a similar town to San Martin in its population, agricultural tourism and its historic downtown has been revitalized recently to be a great meeting place for the community.

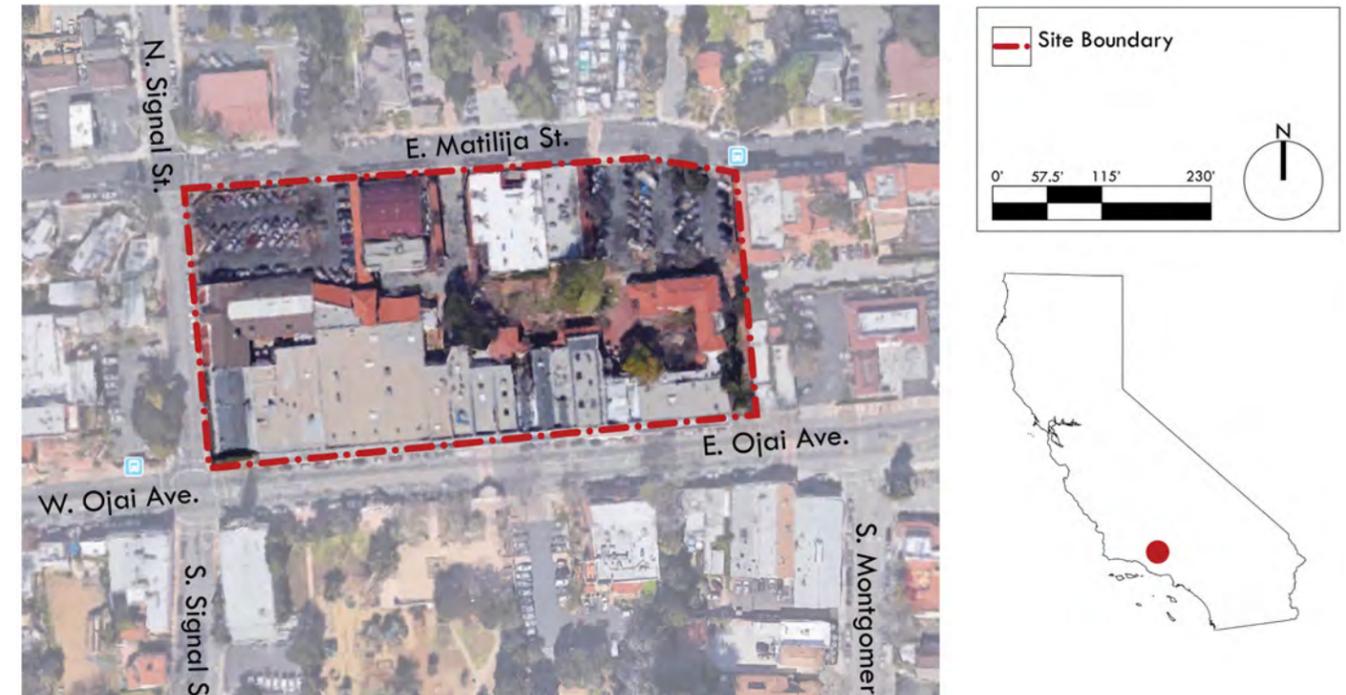
Imageability

Agricultural Identity

The downtown area, and specifically the Arcade Plaza (Map 2.14), uniquely depict an agricultural identity by incorporating local work into the commercial downtown area. The city and its residents' strong ties to the land is well represented throughout development of the plaza. Many of the tourist attractions, community events, and shops downtown are rooted in agricultural production; vineyards, wineries, equestrian and bike trails, farmers markets, and local businesses. For example, the Ojai Olive Oil Company has a storefront in the heart of downtown (Chamber of Commerce).

Nodes, Edges, Districts, & Landmarks

The downtown district area of the city is fairly distinct from its residential and agricultural areas. W Ojai Ave runs the length of the city and serves as the main street for downtown. Landmarks include the project site- Arcade Plaza- Libbey Park, the Ojai Historic Museum, and the various wineries on the outskirts of town.



Map 2.14: The Arcade Plaza in downtown Ojai.

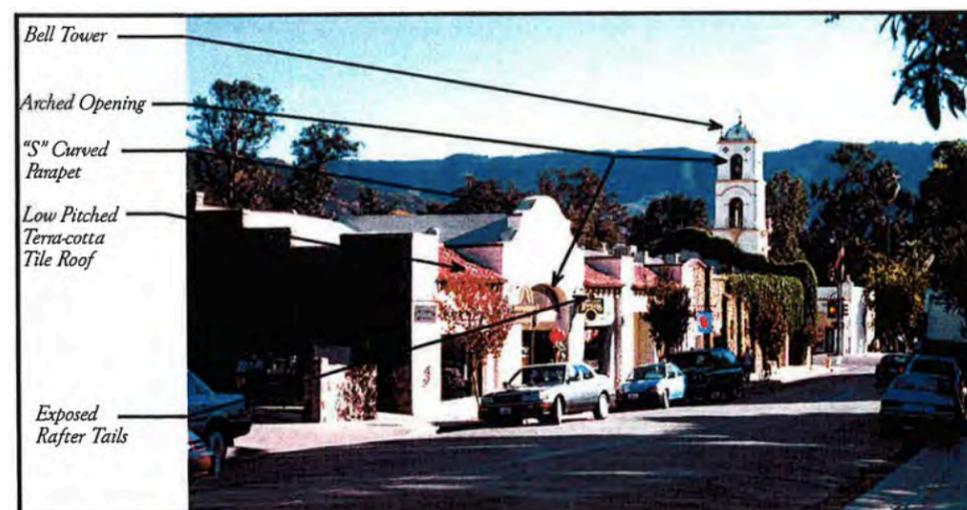


Figure 2.43: Design Guidelines - Mexican-Spanish Architecture.



Map 2.17: Ojai - Roadways.



Figure 2-44: Crosswalk at West Ojai Ave.

Quality of Private and Public Space

The Arcade Plaza was designed and constructed within the last 20 years and is a part of the 5 Year Redevelopment Implementation Plan (2010 – 2015). The plan revamps the downtown to become well maintained, clean, and resilient to damage. Both private and public spaces are well taken care of as seen in Figure 2-45. Libbey Park. The plaza's space is well maintained and kept clean. Libbey Park directly across the street is heavily utilized so it has a slight wear to the open space. The Libbey Park Bowl was able to be reconstructed in 2009 and has been maintained (City of Ojai, 2009). According to the Redevelopment Implementation Plan, the Arcade Sidewalk Remediation project had no available funding at the time (2009), so the sidewalks are a bit older.

Cultural & Environmental Features

The city sits in a valley surrounded by rolling hills just east of the Pacific coast. The hills are remarkable landmarks of the city and emphasize the natural environment; they have well established agritourism destinations such as vineyards and camping grounds too. The downtown is notable for its Spanish-inspired architecture and local retailers. Libbey Park is the town's communal spot where events and celebrations are held. Here, children play outside or people walk & ride their horses. The Arcade Plaza's is known for its architecture, outdoor seating, incorporated native landscaping, and prime location.

Prevalent Architectural Styles

The Architectural Design Guidelines for the Arcade Plaza were published in 2001, and state that the main style was to be a Spanish style; terracotta roofs, bell towers, S



Figure 2.45: The interior of the Arcade Plaza block.

curves, stucco facades, and so on (City of Ojai, 2001,). The style is depicted throughout a majority of the building facades and decorative landscaping downtown (Figure 2.43). The color scheme is warm, soft, earthy tones, with cooler accents such as blue tiles or green fountains. The pedestrian arcades down West Ojai Avenue are composed of stucco arches (City of Ojai, 2001).

Linkages

Street Quality

Ojai Avenue is the main street going through the downtown core. The pavement on Ojai Avenue is flat and in inadequate conditions, street intervention is needed in order to restore street quality. However, the streets perpendicular to Ojai Avenue in the downtown core are in worse shape and lack street width. Ojai Avenue between Blanche Street and Montgomery Street are in better shape. When driving downtown, trees, planters, and parks surround mission style buildings creating a sense of place within the community. Ojai Avenue has frequent street lights between Signal Street and Montgomery Street, the main downtown core. Unfortunately, streetlights outside the core area are very infrequent.

Bike Accessibility

The downtown core is not very bike friendly because it lacks a well connected bicycle infrastructure. Dangers include on-street parking and cracks on roadways on side streets. Luckily, Libbey Park contains the Ojai Valley Trail, which runs parallel to Ojai Avenue. The paved valley trail is approximately nine miles long and designated for bikers, hikers, and horses and extends into Ventura.

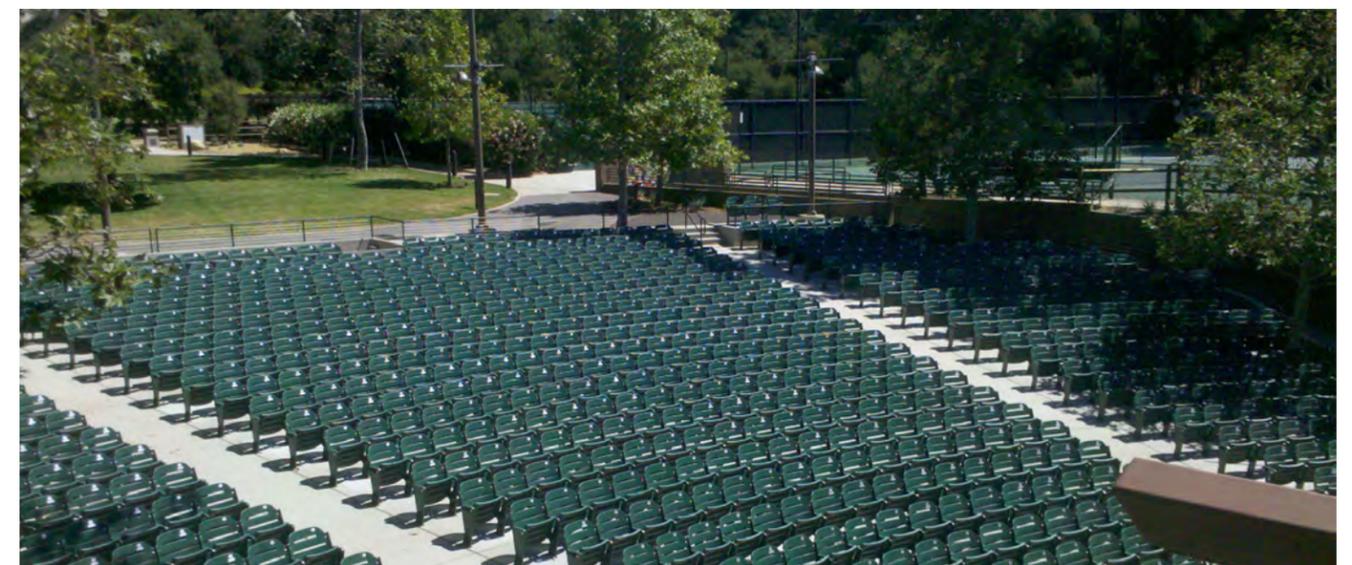


Figure 2.46: The amphitheater at Libbey Park.

Public Transit Accessibility

The city of Ojai is a part of the Ventura regional bus transit system called The Gold Coast Transit District (GCTD). Ojai does not have its own transit bus system. Currently, there are two bus routes going through Ojai's downtown area, one being the 16 bus route. Even though Ojai does not have its own transit system, the city has a trolley service that serves the town. The trolley system is a prominent mode of transit in Ojai and serves approximately 7,000 passengers per month. Downtown Ojai streets are extremely walkable, wide and many are protected by archways in the core downtown block. In addition, across Ojai Avenue are many intersections furthering the downtown area as an accessible space. Sidewalks are in good condition and are very flat. The sidewalks have planters and trees along the streets as well as frequent trash cans adding character to the area. In addition, Arcade Plaza is at the heart of this commercial building, and there are pathways through these archways to the plaza.

Humanscape

Land Uses

The Arcade Plaza (Figure 2.45) is a common space for the community to meet and shop. The plaza boasts local art, water features, entry monuments, and an information kiosk. The downtown center is a pedestrian heavy area with pathways through the core block. The town center is a commercial area. Outside of this main plaza, the blocks are zoned as mixed-use. The commercial zone is designed to bring people to shop and congregate and enjoy spending their time walking around the downtown.

Community Events

"Ojai Day" is a 100 year annual family friendly extravaganza held on the third Saturday in October each year. The Ojai Recreation Department closes Ojai Avenue to cars and fill it with vendors, live music, and fun for young and old." It celebrates life, culture, and arts. The event is held in Libby Park and in the Arcade Plaza along Ojai Avenue. Ojai Day is the biggest event of the year for the community and is very important to the town.

Meeting Spaces

Even though Libby Park is across Ojai Avenue, outside the area of the Arcade Plaza, it is an important complementary element of our case study. The park is a large outdoor space with children's play structure, walking paths, tennis courts, and a large lawn, the space is an important meet space for the community. Inside the park at the southwest end of the park, is Libbey Bowl (Figure 2.46). Libbey Bowl is an outdoor concert venue that holds 973 seats with an additional lawn sitting area.

Conclusion

Several lessons can be learned from Ojai. Ojai, like San Martin, exists because of the need for a food-growing community, but for Ojai the location is the rolling hills of the Central Pacific coast. Its downtown is distinct because of architectural design guidelines and because of memorable landmarks that exist within a short distance of the main street. San Martin, likewise, can distinguish its core from the surrounding areas with a consistent aesthetic for core buildings and easy access to iconic features of the town. Ojai also teaches us that maintenance of buildings, landscapes, and pathways lends a great deal to the image of a downtown area.



Figure 2.48: Arcade Plaza at night.



Figure 2.47: Typical building typology in Arcade Plaza.

Case Study 10: Newhall, Santa Clarita, California.

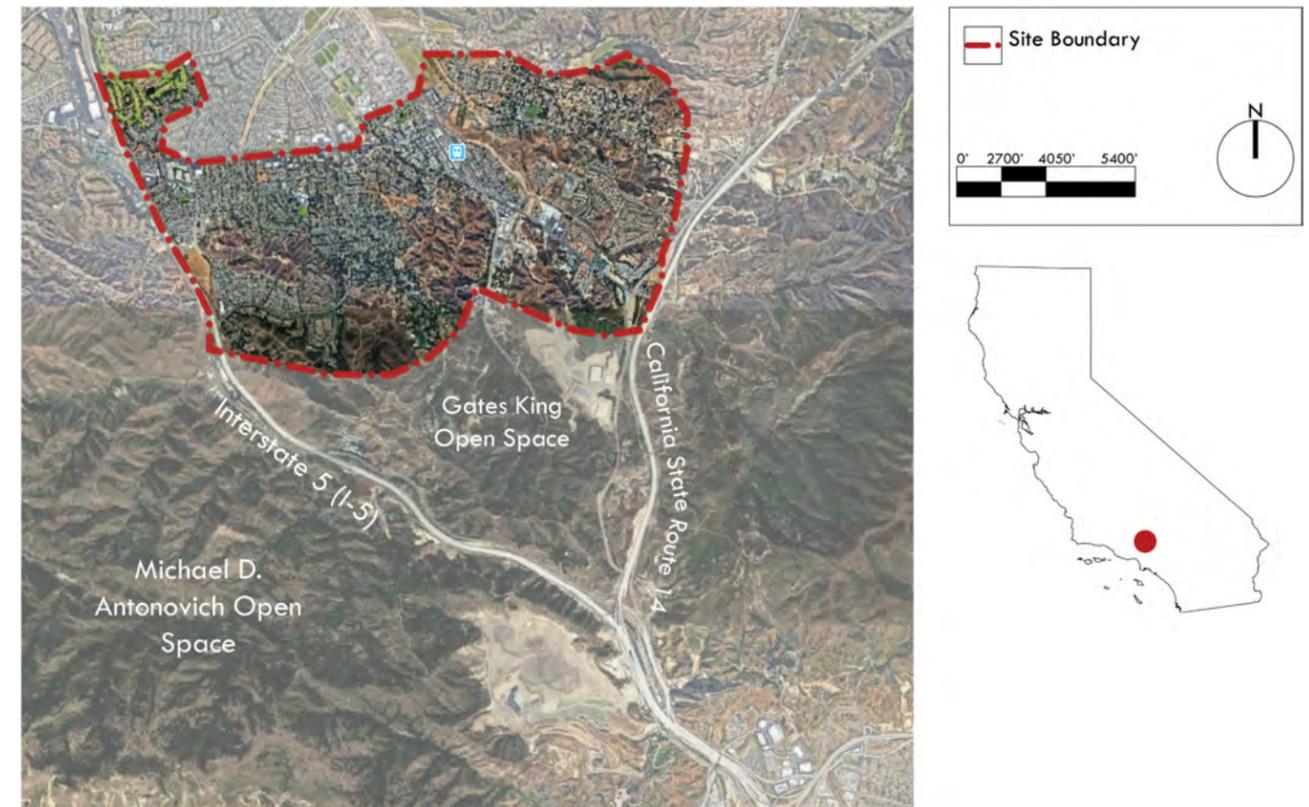
Established in 1876 and built in conjunction with the Southern Pacific Railroad, Newhall is the earliest permanent settlement in the Santa Clarita Valley. Old Town Newhall mainly consists of commercial land uses located on the south portion of Lyons and Newhall avenues. Its transit district was planned to be a unique social and economic asset. The Old Town Newhall Specific Plan was adopted in 2005 and has been continuously enhanced over the years. It consists of a 20-block downtown area (Map 2.19) and includes a Metrolink Station, a commercial corridor, neighborhoods, and an industrial district. The plan aims at 1,092 new dwelling units and up to one million square feet of new commercial space. The majority of the new development will occur through the revitalization of preexisting buildings. Newhall's plan incorporates elements such as: public space, mixed-use, community facilities, educational facilities, environmentally conscious landscaping, and pedestrian accessibility.

Imageability

Newhall's rich history and unique character are represented through the town's redevelopment. Historic buildings are present all along Main Street — including two historic theaters. Newhall has maintained its small-town character through height restrictions on downtown buildings and specific architectural guidelines which require appealing frontages, providing a transition from the public right-of-way to the building in the form of an arcade, gallery, or store front. Design guidelines establish that buildings must have a dominant material on the facade, but allows for flexibility in the choice of



Figure 2-49: Sidewalk in Newhall with streetlights, planters, and street trees.



Map 2.15: Newhall, Santa Clarita.

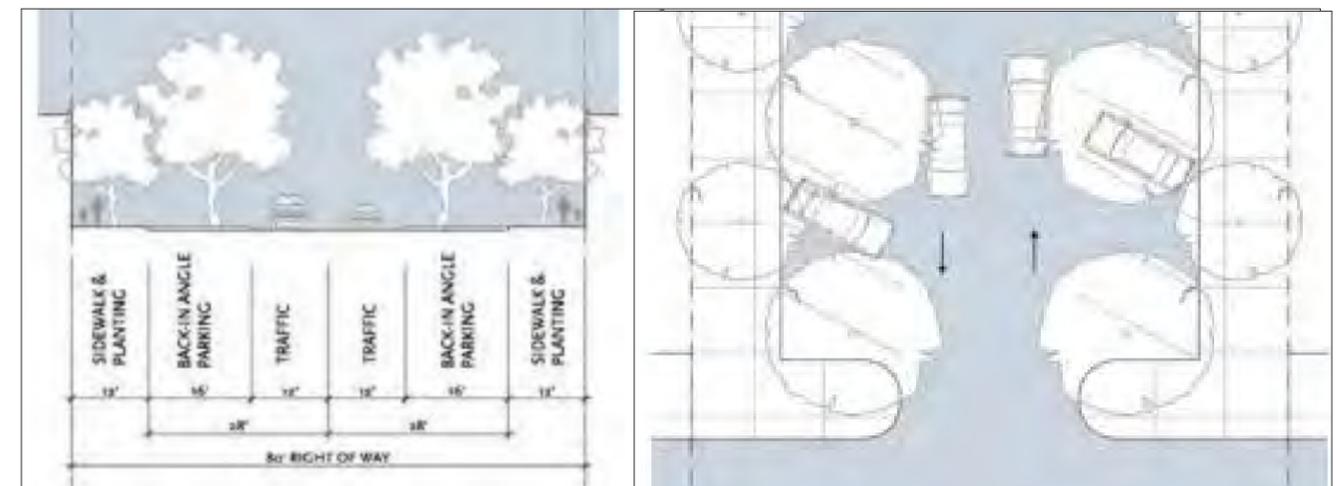


Figure 2.50: Guidelines for Main Street's complete street design.

material, creating more commercial character and preventing monotony of the building facade. Streetscape improvements significantly enhance the downtown, where pavers make a more attractive sidewalk, and crosswalks extend into the road to further establish the “pedestrian first” character of the street. Landscaping provides a buffer between the crosswalk and diagonal parking on downtown corners to both maintain pedestrian separation from traffic and visually enhance the street (Figure 2.51). The Old Town Newhall Specific Plan also specifically calls for the integration of public art into the streetscape, which can be seen in utility artwork (manhole covers) and patterned concrete found downtown, adding character and a sense of place to the Newhall core. Newly planted street trees serve to further enhance the pedestrian experience by providing shade. The Newhall downtown is surrounded by several land uses that solidify the town’s sense of place, including the library and Hart Park.

Linkages

The Old Town Newhall Specific Plan sought to significantly improve both the aesthetic quality and overall functionality of the streets going through the downtown area. Historically, the town’s ‘main’ street (San Fernando Road) that ran through the commercial core of Newhall had been a major thoroughfare due to its connection to Newhall Avenue, creating a less-than-ideal environment for shoppers and pedestrians. However, with the reconfiguration of the downtown streets and the rebranding of San Fernando Road to “Main Street” by accommodating the street with traffic easing measures such as widened sidewalks and diagonal parking (Figure 2.49).



Figure 2-51: A crosswalk in Newhall complete with a bioswale separating the sidewalk from the road, benches, and pavers.

To alleviate traffic pressure, Railroad Avenue is currently being modified by adding lanes and removing parking on one side of the street. This reconfiguration of the traffic running through downtown allows Newhall to concentrate development in areas of high pedestrian activity, such as Main Street. The Old Town Newhall Specific Plan designates a “pedestrian first” approach to street redevelopment that makes the downtown as comfortable and attractive as possible for pedestrians. The three core blocks of downtown have crosswalks located between intersections to increase the safety and ease of pedestrian travel. Many blocks have alleys that bisect between two buildings for increased accessibility.

Although Main Street lacks bike lanes, the reduced vehicle speeds allow for bike traffic. Parking downtown is available on street and there is a parking garage located downtown encouraging visitors to park just once during their visit. The downtown is well connected as it consists of a five-block area with the confluence of three major roadways. The town is bordered to the south-east by a rail station with a commuter train that connects to downtown Los Angeles. Newhall’s compact development and comprehensive streetscapes make it a well-connected downtown center for multiple modes of travel.

Humanscape

The Old Town Newhall Specific Plan maximizes pedestrian accessibility throughout the downtown area through increased sidewalk space and formation of complete streets. The “pedestrian first” approach is designed to make pedestrians feel safer walking along and



Figure 2-52: Hills surrounding Newhall.

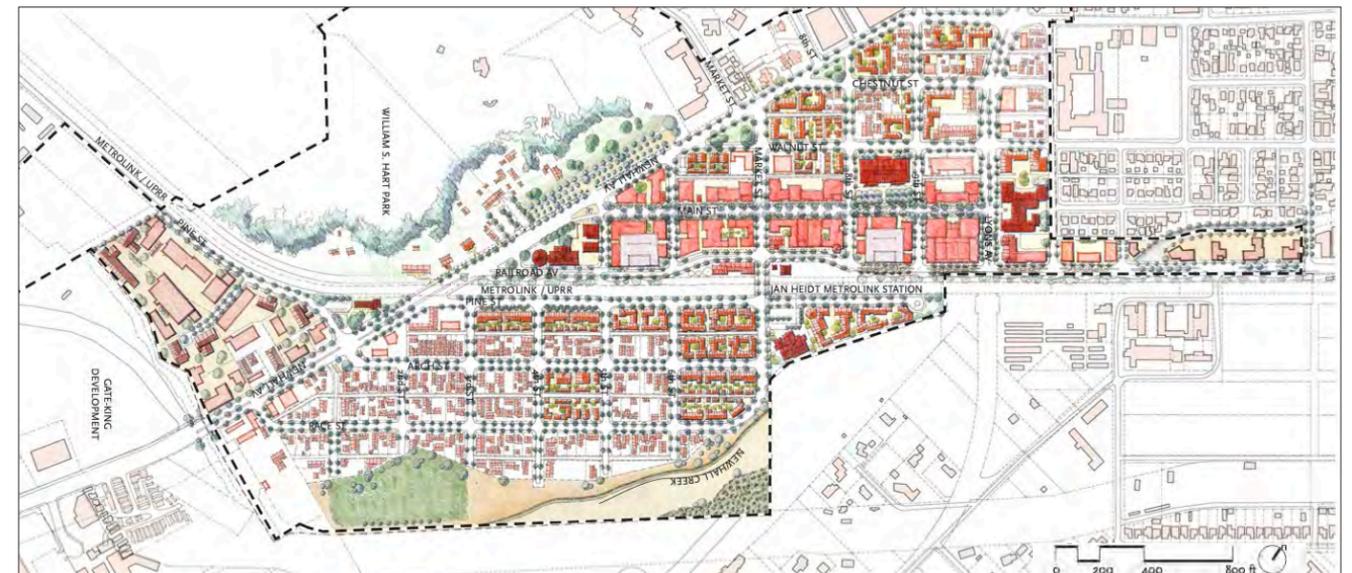
across the main roads with narrower roads and crosswalks that impact the speed cars can travel through. Traffic calming measures such as these combined with separation between cars and pedestrians (planters, parked cars) mean that Newhall is a safe and walkable environment for pedestrians.

Consistent street trees along the road further enhances the sidewalks by providing shade. The buildings along Main Street and surrounding blocks are kept at human scale by being limited to 35' in height. Access to certain blocks and buildings is improved by the prevalence of alleys between buildings throughout Newhall. Additionally, the compact design of the town means most community spaces are within walking distance as the commercial core surrounding Main Street is bordered by a rail station to the south-east, a library to the north, a museum to the south, and park to the east. There is a variety of signs downtown to assist with pedestrian wayfinding. Street corners downtown have landscaping, stormwater bioswales, and numerous benches to encourage pedestrians to maximize time spent downtown (Figure 2.51). Streetlights were put in place along the downtown core to ensure it is safe and walkable at night. A central node for downtown would be the intersection of Main Street and Market Street, which lies at the heart of the commercial core. To the north, the intersection of Lyons Avenue and Main Street presents an area of high activity since it is the edge of downtown and directly faces the library.

Conclusion

Although Newhall is a much larger town than San Martin, the two towns are comparable in many ways. Many residents are attracted to Newhall because of the rural environment and open space. Early rural and ranch style homes are built on large lots located on the south side of Lyons Avenue. Along Newhall Avenue there are many smaller, one-story neighborhood commercial uses that have been there since the establishment of Newhall. Historic preservation is important to Newhall's community members and respecting and celebrating the area's heritage adds to the character and appeal of the town. Newhall is surrounded by hillsides that are viewable at various vantage points as seen in Figure 2.52. These views contribute to the rural, western character that this town encompasses. Vacant lots are scattered throughout San Martin, as existed before the development of Newhall. The industrial and commercial land uses along Railroad Avenue were surrounded by vacant lots with some still remaining today. Since Newhall lacked major commercial establishments, it was leaking sales to places outside of the town. San Martin and Newhall both have access by rail to greater cities areas what provides as a basis for developing transit-oriented housing.

Newhall and San Martin share the same goal: revitalize their historic neighborhoods and provide improvements to the town for the residents of the community. The future development of San Martin will not relate to the scale of development in Newhall due to Newhall's larger size and population, however, a major take away from Newhall is the implementation of street improvements. Street improvements such as implementation of improved street lighting, artwork of rural character, and gateway entrance signs, seen in Image Figure 2.53 not only revitalize the community but also contributes to the rural character of the town. San Martin can take inspiration from these street improvements for their revitalization plan. Public art reinforces the spirit of the town and can take form in multiple ways.



Map 2.16: Old Town Newhall Specific Plan.



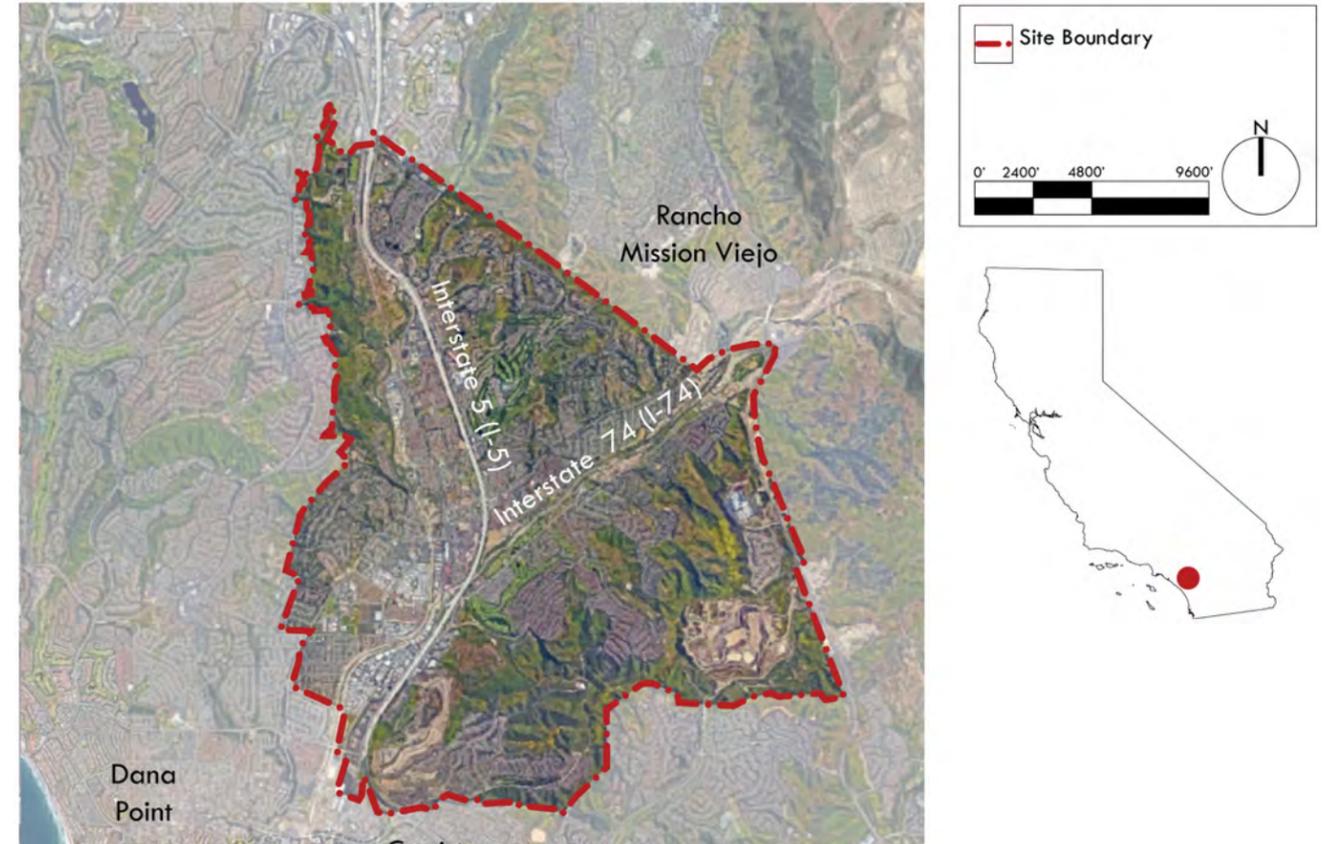
Figure 2.53: Incorporating art in streetscaping and signage at Newhall.

Case Study 11: San Juan Capistrano, California.

The Los Rios district of San Juan Capistrano, CA, is a historic shopping district located along the railroad tracks near Mission San Juan Capistrano. It has a very laid-back feel for being the town's primary activity center, largely due to the area's emphasis on locality through design. This is important when considering redevelopment ideas because it addresses the underlying elements that make places successful: imageability, linkages, and humanscape.

Imageability

San Juan Capistrano downtown's aesthetics is based on its Spanish Mission, a 300-year old building and the 7th mission to be built along the El Camino Real. The design and image of the surrounding streets and buildings replicates Spanish colonial mission style with clay tile roofs and adobe walls. The Mission District, which the main street Camino Capistrano runs through, is described in the General Plan as a "human scaled downtown area which encourages people to walk and interact with each other in a rural, small town atmosphere." Walking down Camino Capistrano reveals an area that not only preserves the rustic imagery of a 18th century mission, but has fostered a village like core growing out of the mission, with an adoption of designs that reflect that image (Figure 2.54). Pathways leaving the mission distinctly lead to three locations: the commercial area on Camino Capistrano, the train depot which services Metrolink and Amtrak trains (Figure 2.55), and the Los Rios Historic District (Figure 2.56).



Map 2.16: San Juan Capistrano, located in Orange County.



Figure 2.54: Mission Promenade.



Figure 2.55: Capistrano Railroad - Los Rios District.



Figure 2.56: Los Rios District.

The intersection of Verdugo and Camino Capistrano is the main commercial area with several restaurants, retail stores, a bar, a small cooking school, and a coffee shop. Most of the buildings use the adobe wall and clay tile roof design with a few buildings constructed of red brick. Traveling further South on Camino Capistrano will lead to a small veterans memorial park and an adjacent larger grass field— a historic park used for recreation as well as community celebrations. To connect this main commercial area with the train station and the Los Rios Historic District, Verdugo street is a narrow corridor currently being redeveloped to improve the beauty and pedestrian-friendly design. The new Verdugo street will have brick-laid walkways with decorative talavera-tile planters and lamp posts. This path feels intimate as visitors move from the restaurants and shops past a small movie theater to the historic Capistrano Train Depot and crossing walkway to the historic district (Figure 2.55). The railroad marks the division between commercial space with vehicular traffic and a historic preservation district. Crossing the railroad transports the pedestrian to a small village — winding roads with vegetated walkways and edges, a few coffee shops, and cottages. This illustrates downtown San Juan Capistrano as three districts — adjacent to each other and connected, yet defined. Visually it is cohesive, thematically it is historic, and it is pragmatically designed for small-town energy with a healthy limitation on tourism.

Linkages

Camino Capistrano has been the most traveled street in San Juan Capistrano, CA for decades. The city is located between San Diego and Los Angeles, allowing the city to gain popularity rather quickly simply by the people driving through. This area of the city serves as a downtown street that meets the needs of the local businesses, residents, shoppers, and visitors. The quality of the streets have been improved remarkably since the 80s when they began recommending changes to enhance the city’s core. To improve the walkability

features on Camino Capistrano, the city integrated wider sidewalks, street trees, and crosswalks that added to the town center feel of the city they were looking for.

Figures 2.57 to 2.59 show a few ideas from the Community Design Element of the general plan that may be applicable to San Martin. One of the main goals is residential accessibility. The city proposed different options to expand their streets and create an enjoyable environment. They redeveloped a shopping center on the south end of Camino Capistrano into a street market. As a result, the city connected the heavily populated northern area of Camino Capistrano with the Mission/Depot area and expanded its amenities to Del Obispo St. The street does not contain many dead ends because it is connected through a well-designed building layout once the changes were implemented. Finding ways to connect the entire main street together is a difficult task and deciding how to integrate a variety of uses for the public to utilize needs to start with entrance points.

The success of existing and future development is in part dependent on the availability of an effective regional transportation system. San Juan Capistrano provides a variety of transportation options the public can take advantage of on a daily basis. Interstate 5 and State Route 74 run through the city and there are well designed bus and train stations that run throughout the area. The Southern California Regional Rail Authority railroad extends through the City and is served by a station located in the Historic Town Center, a couple blocks from Camino Capistrano. The community design plan even states goals to include bicycle and equestrian trails in and around San Juan Capistrano. The general plan states three types of bicycle trails for the public to use, along with areas where equestrian riding is allowed. The community is striving to maintain a “small village, rural atmosphere by allowing for smaller forms of entertainment that attract the residents in the area.



Figure 2.57: Outdoor Seating.



Figure 2.58: Planter and drainage solution.

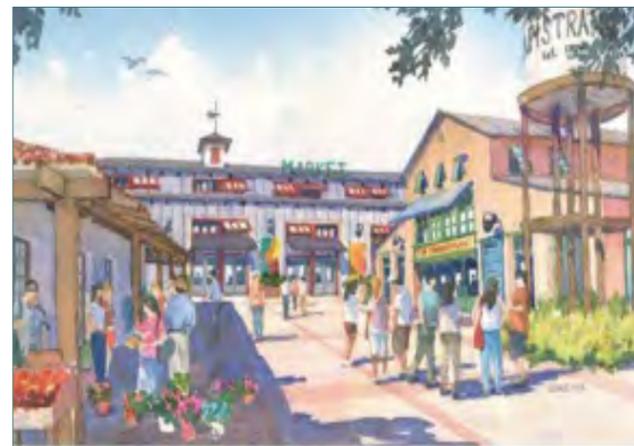


Figure 2.59: Plaza Market..



Figure 2.60: San Juan Mission.

Humanscape

San Juan Capistrano has historically been an agricultural community with its rich valley soils providing a wide variety of agricultural crops. Residents have always been encouraged to start small farms as the city recognizes the inherent benefits of maintaining agricultural land uses. As the city grew over the past 30 years, agriculture helps to preserve a rural character, maintain open space, and reduce degradation of the natural environment.

The Mission is one of the key buildings of the city holding historic value the residents are able to use. There are often community events (cooking and art classes) and certain concerts held at the Mission (Figure 2.60). Map 2.17 and Figure 2.61 show the location of the Mission at the north end of Camino Capistrano. The red line shows the two main focal points at the north and south end of Camino Capistrano, the primary location of the case study. Besides the Mission, the residents have a number of activities to do outside of the central core including: golfing, local park attractions, wineries, petting zoos, wilderness parks, and shopping at antique shops. San Juan Capistrano embodies many of the ideal pertinent to the development of agritourism in San Martin. Many residents and visitors frequent the dining and commercial options near the Mission, but there are also options for tourists in located in less developed, more private areas. The city is known for two nice golf courses: the privately owned San Juan Hills Golf Club (Figure 2.62) and the public Marbella Country Club. The public zoo is also a popular attraction, where children can feed and pet animals or enjoy a ride.



Map 2.17: Building footprints and location of Mission.



Figure 2.61: Aerial view of city and mission.



Figure 2.62: San Juan Hills Gold Club.

San Juan Capistrano has opted to be a quieter and less dense town, and has put a population cap of 45,000 residents. They are in a very populated area (in between Los Angeles and San Diego) and they are attempting to keep the small village feel by limiting the amount of new housing, and keeping more agriculture uses. The Community Design Guidelines states Policy 1.2: “Encourage high-quality and human scale design in development to maintain the character of the City.” The city maintains a small scale even as a tourist destination.

Conclusion

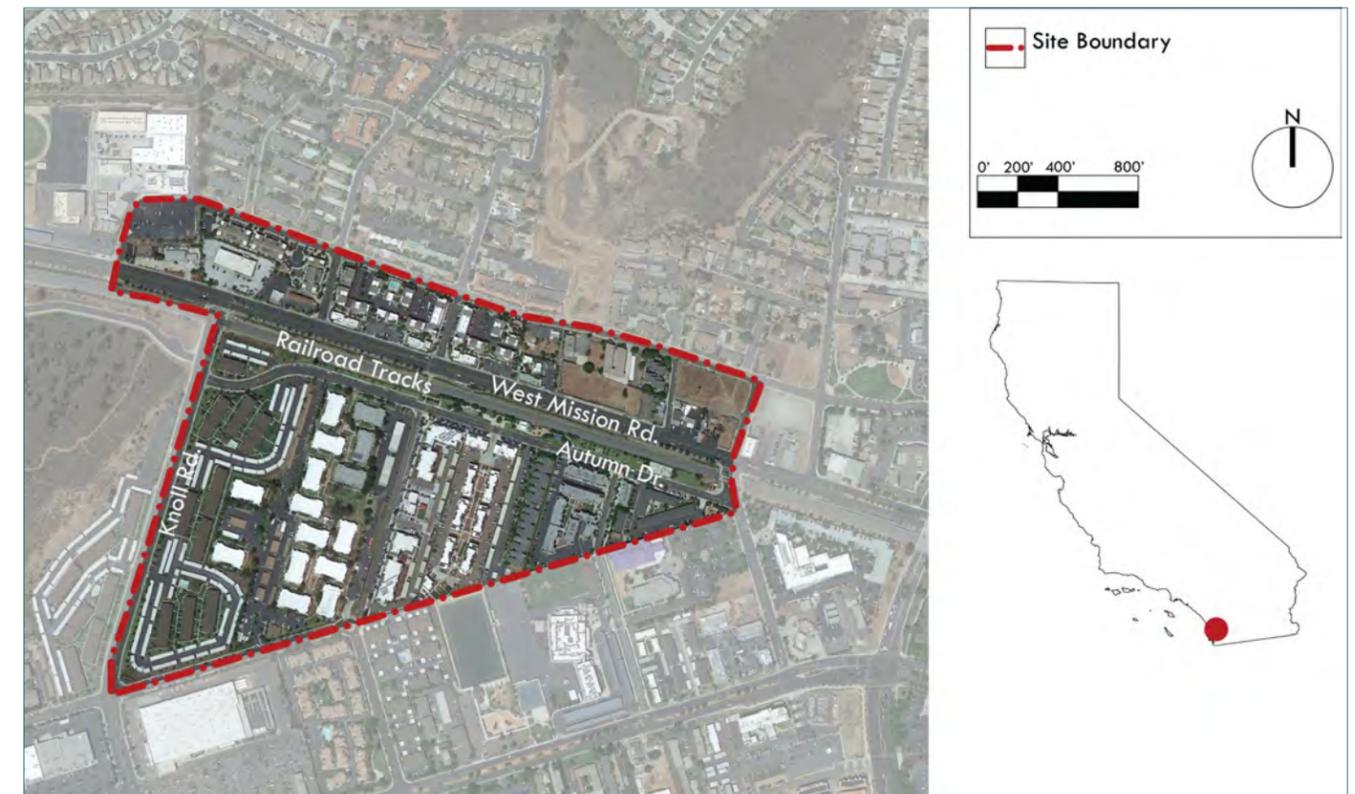
There are lessons to learn from San Juan Capistrano about a community around a main street. The town has a natural center point, the mission, around which the city was able to base building designs, pathways, and historic features of the area. The places that visitors and residents choose to visit are easily accessed and share themes with other places in the area. The mission, the historic town center park, and the Los Rios historic district all reflect the Spanish mission style are major attractors to residents and visitors alike. San Martin’s core can tie together the geography, the history, and the purpose of the towns existence by developing pathways that lead to important spots in the village core, and they can build buildings that share aesthetic traits with each other and project the images of an agricultural livelihood.

Case Study 12: Buelow Park, San Marcos, California.

Buelow Park is a 2,000 feet long linear park the urban core of the City of San Marcos, located between the railroad tracks and road in a residential neighborhood. Built in 2011 to coincide with nearby development of affordable housing, this site serves as an example of what can be done to a forgotten space. The park is linear and runs along the road and the rail tracks, but its design meanders along its public amenities, including: a basketball court, plaza, playground, restrooms, and splashpad.

Imageability

This park is linear by nature due to it being the remaining space left between Autumn Drive and the railroad tracks (Figure 2.63). Almost all amenities are east of the pedestrian at-grade crossing. The side facing the railroad track is completely fenced off and covered in vines or shrubs, creating both a physical and line-of-sight barrier to the tracks. Autumn Drive is the other barrier, separating the park from the apartments and mixed use, with several fences and low retaining walls to formally separate amenities from the street, such as skate, playground, basketball court, and sitting areas (Figure 2.64).



Map 2.18: The City of San Marcos core with Buelow Park.



Map 2.19: Buelow Park is about 2,000 feet long, and located between the railroad and a residential road.

West of the crossing, the park is only a collection of picnic tables and trees and begins to narrow due to on-street parking reducing the amount of space for the park. This section of the park is uninviting and does not provide private space for picnickers. The sites east of the park are formed by sets of tree canopies surrounding specific elements, the splash pad (Figure 2.64), the playground, and the basketball court. The site includes a restroom with all the water being provided by an on-site well.

Linkages

The site is well connected by having multiple crosswalks to connect the affordable housing and mixed-use developments across Autumn Drive. A park starts east at the intersection of Autumn Dr. and Pico Ave, which is also an at-grade crossing for the Sprinter Commuter train. The park is within half a mile of the San Marcos Civic Center Sprinter Station. There is also an at-grade pedestrian crossing at the middle of the park, allowing for better pedestrian connectivity (Figure 2.65). To create more park space, on-street parking is relegated to the other side of the street. The area is walkable and well-maintained. On the north side of the tracks is a trail used for bikes, in addition to an east-west bus stop.

Humanscape

The park is well-maintained and utilized often by the community. Autumn Drive is mostly apartment housing, with some mixed-use and a large affordable housing project. On the opposite side of the street there are commercial spaces and apartments, a Boys and Girls club, an elementary and middle school within a half mile, and a community space. The main attractions to the park remain the splash pad, playground, covered picnic area, basketball court, and restroom.

Conclusion

Buelow Park is a linear park located alongside a preexisting rail line. The location of the park is particularly interesting due to its proximity to a variety of different land uses which can all benefit from the park. Some of the surrounding land uses include residential, mixed-use, and commercial — making the park a prime location for the community. This park encompasses all three dimensions of imageability, linkages, and humanscape through the utilization of preexisting infrastructure of the rail line, the commitment to keep the park, and the implementation of community amenities such as basketball courts to allow for community members to fully utilize the park to its fullest potential.



Figure 2.63: The Sprinter commuter train cuts through Buelow Park.



Figure 2.64: Splash pad in park.



Figure 2.65: Pedestrian at-grade crossing.

Case Study 13: Orchard Gardens, Missoula, Montana.

Orchard Gardens is a rural housing and community agricultural development located in Missoula, Montana. Established in 2006, the 35 unit agricultural-based development has been successful in spurring homegrown produce and promoting rural lifestyle in a relatively large city. Designed by Macarthur, Means, and Wells Architects (MMW) from Missoula, this development provides affordable housing and community space with a community garden.

Imageability

This development is in a context very similar to San Martin. The large red barn-like building composed by apartments, the different types of housing, and the central community building are all designed in a rural-style of architecture (Figures 2.66 and 2.67). They were built with recycled material and have different sustainable features. The community garden and community-minded landscaping all relay a sense of imageability to Orchard Gardens.

Linkages

There are various forms of access to get to Orchard Gardens. The development is located near the Milwaukee Trail which allows for pedestrian and bicyclists and leads directly to Downtown Missoula. Access to Orchard Gardens by car is also easy since it is located along U.S. Route 93 with many nearby exits.



Map 2.20: Orchard Gardens, Missoula, MT.



Figure 2.66: Community center located in Orchard Gardens.



Figure 2.67: House following rural architectural design principles.

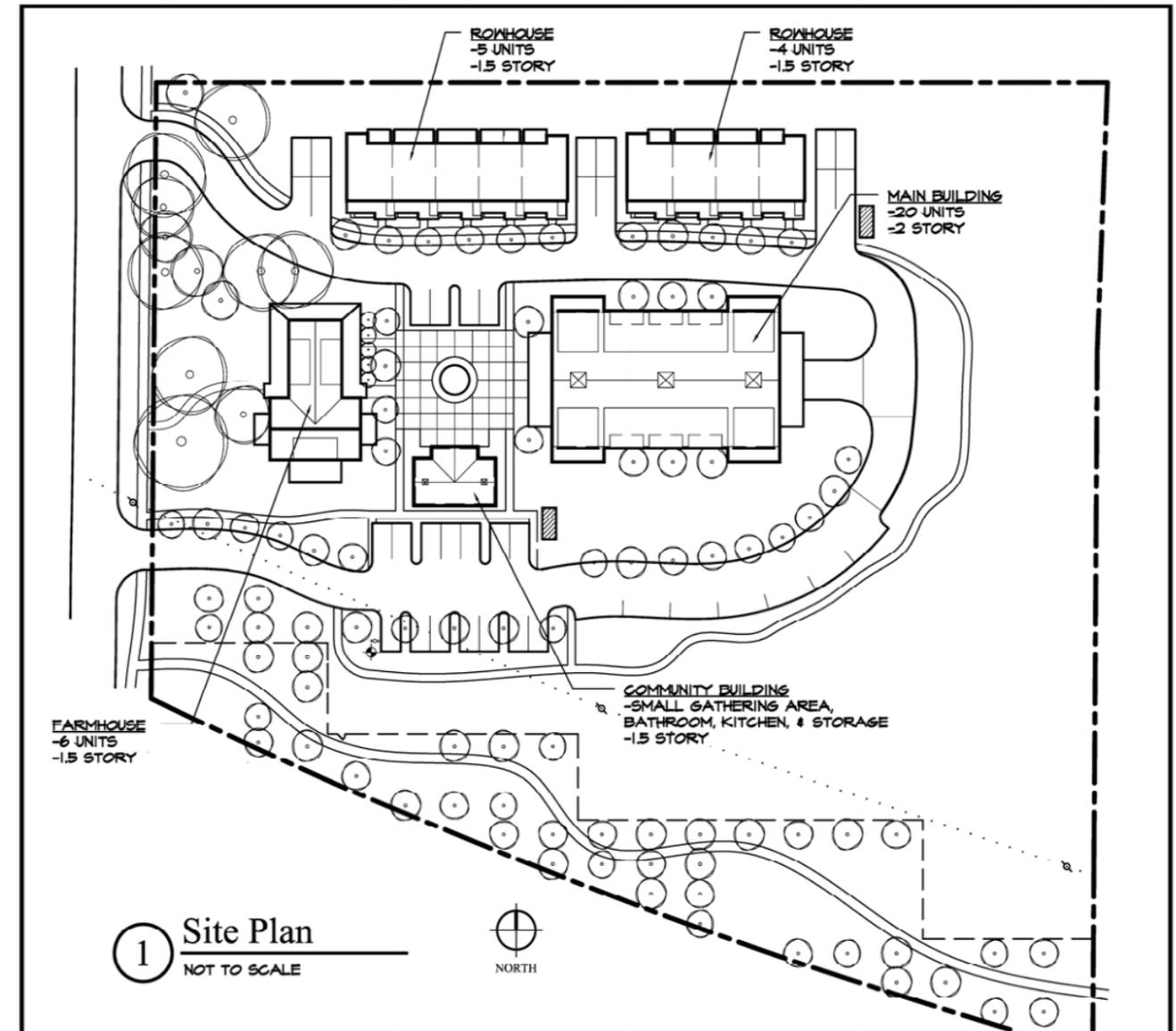
Humanscape

The humanscape of the site is rural and agriculturally based, providing many inspirations for San Martin. Summer farmer's markets are hosted on-site at the community barn with the community garden providing fresh homegrown produce. The site is also environmentally conscious with solar water heaters, renewable energy sources, and all the amenities clustered in the community barn. This reduces the cost of operations with renewable energy available. Finally, community events can be hosted in the community barn, in the outside spaces, or even in the community garden.

Conclusion

Not many developments are designed for rural residential. Orchard Gardens is unique and has been successful in incorporating an inviting spatial organization and a rural design with city-like amenities. The main hub is the community building and its small plaza, surrounded by the large red barn composed by apartments and rowhouses (Map 2.21).

As in San Martin the community desires to maintain its agricultural-based economy and a rural-feel, Orchard Gardens could serve as a good inspiration. The designers were successful in creating a small community based around agriculture and rural principles. In addition, adding a community garden can reinforce the agricultural community while San Martin continues to grow.



Map 2.21: Orchard Gardens site plan.

Figure 2.68: The community garden located at the development with the large red-barn apartment building on the background.

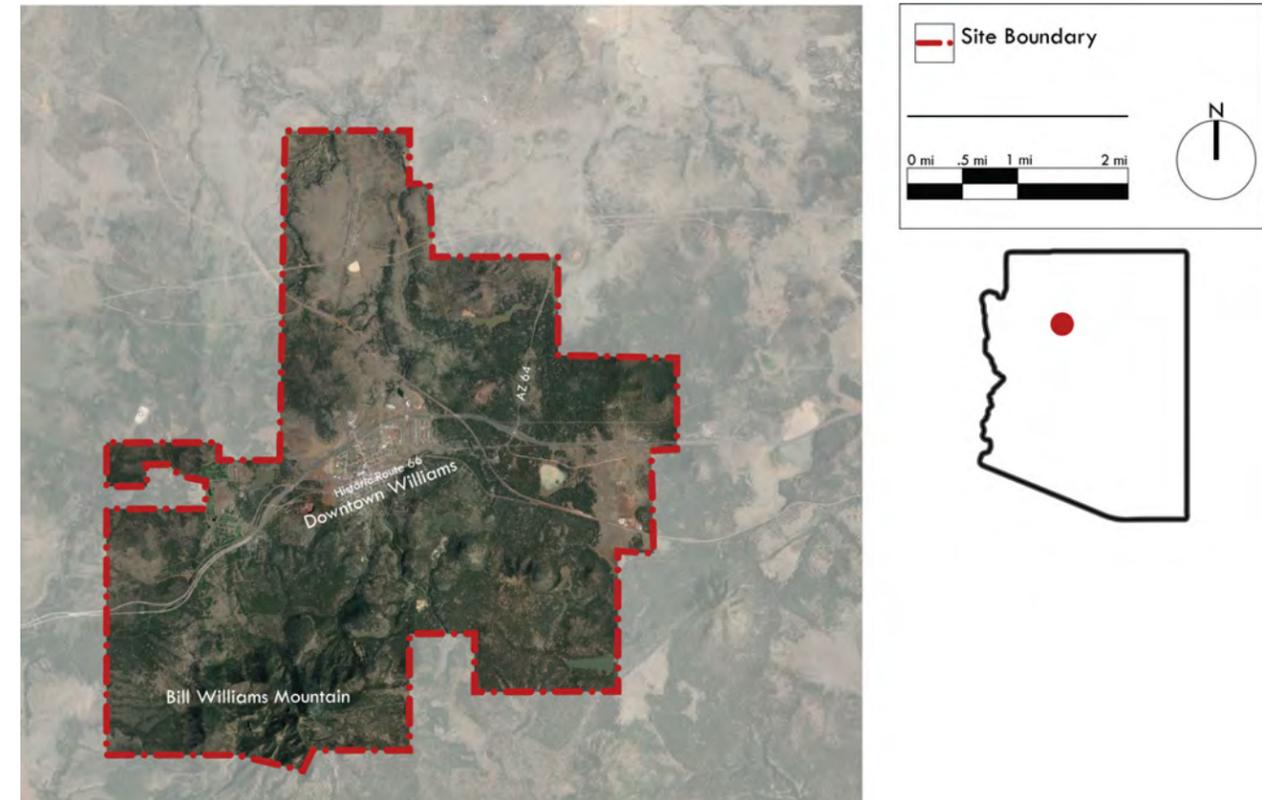
Case Study 14: Williams, Arizona.

Before Williams was founded, Native Americans, fur trappers, and cattle ranchers frequented the area. The City of Williams, named after the famous mountain man William “Bill” Sherley Williams, was established by Prescott businessman, C.T. Rodgers in 1880, who purchased land at the base of Bill Williams Mountain in anticipation of the arrival of the transcontinental railroad. The railroad, a key factor to the development of the community, arrived in 1882 with the completion of the Atlantic and Pacific Railroads. The its first few decades of settlement, the city’s economy was primarily based around the livestock industry as well as three sawmill operations. The first municipal incorporation attempt occurred in 1895 but was struck down by a court ruling. After a large fire in 1901, citizens were successful in incorporating Williams.

Imageability

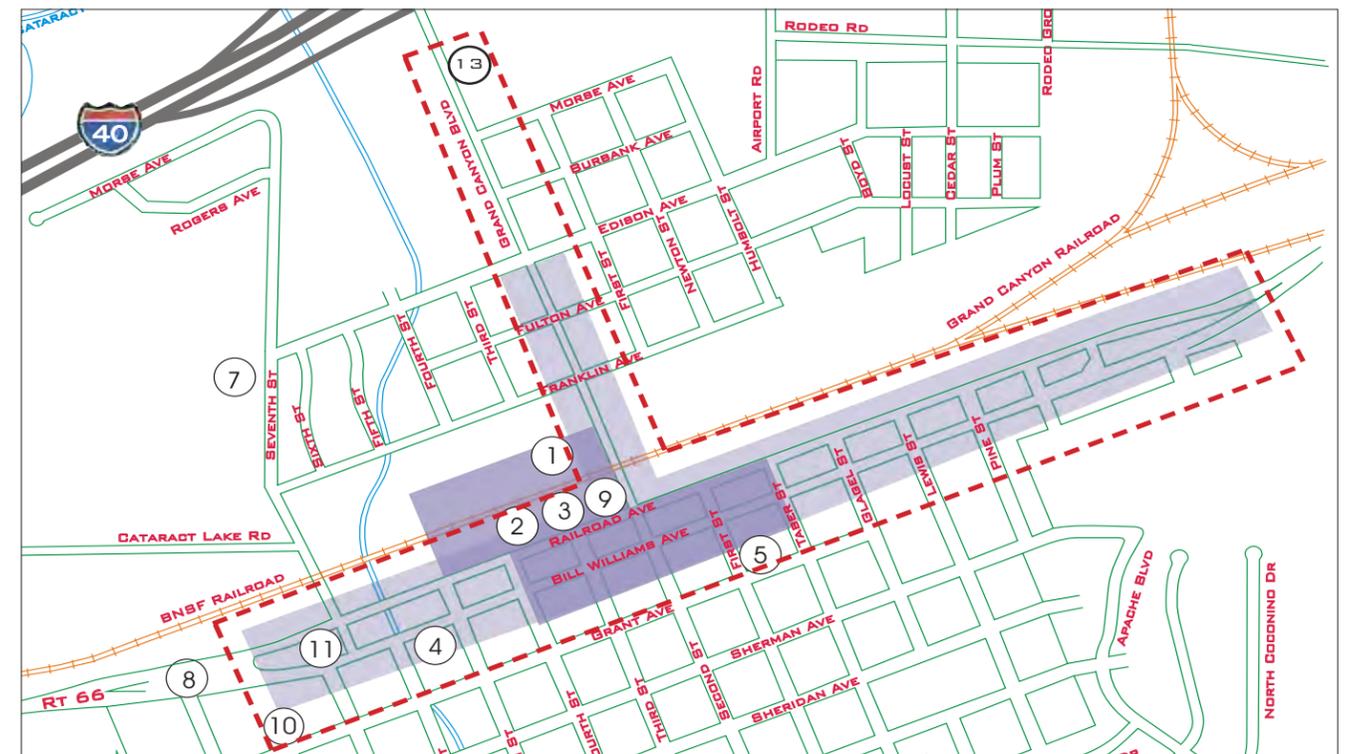
Route 66 and Railroad Avenue run parallel to one another and are both one-way streets. Route 66 brings travelers into Williams’ downtown core, while Railroad Avenue takes them out. Throughout the downtown core, agricultural identity is present in the names of businesses and in public signage, although agriculture does not take place in present-day Williams. Historic Route 66 is a landmark known throughout the United States and Williams takes advantage of this well-known symbol. The downtown core pays homage to the history of Route 66 and American history in general by providing lodging, restaurants, gift shops, and other tourist attractions. Williams is well known for being the “Gateway to the Grand Canyon” with a tourist-oriented train service to the Grand Canyon.

When entering Williams on Grand Canyon Blvd. or Route 66, visitors are greeted with gateway signage. Signage continues along Route 66 displaying slogans such as “Historic Route 66 Loop”. There are also decorative light posts that run along the streets that bring consistency to the downtown area. Figure 2.69 shows the gateway on Grand Canyon Boulevard. The historically inspired streetlights are a consistent design feature throughout the downtown core adding to the town’s identity. (Figure 70). Figure 2.71 shows the Route 66 gateway with Monument Park just behind it. Monument Park is located at the Route 66 gateway into Williams. The park has vehicle parking, benches, shade, and statues commemorating historical figures. Cureton Park is located on Grand Canyon Blvd. and is well maintained with grass, baseball fields, and plenty of open space. All of the city’s public sidewalks run consistently through the downtown core. In addition, frequent crosswalks



Map 2.22: Williams, Arizona.

Map 2.23: Williams Downtown.



and stop signs make the downtown area more pedestrian friendly and walkable. However, bike lanes are lacking throughout Williams. Williams Arizona has successfully preserved its small-town character while still bringing in new tourists. The downtown core consists almost exclusively of tourist attractions, retail, and hotel lodging. Most of the built environment is of a smaller scale, with no buildings exceeding three stories. Even the newer buildings are built to fit Williams' distinct historic character.

Linkages

The main roads in Williams are in need of maintenance due to the high volumes of traffic coming through the city. The core of the city has a coordinated landscaping and urban design strategy that fits the Arizona climate. The sidewalks are composed of the red and brown pavers that give them a distinct appearance matching the surrounding landscape. The streetlights are heritage light posts that aid in achieving the city's character. The buildings around the city core have a historic look and feel that also helps to build the city's character.

The local transportation system is primarily oriented towards serving the private automobile. An estimated ten to fifteen percent of land area in the developed portions of the city is allocated to street rights-of-ways. Grand Canyon Blvd. serves as the major north-south access point for the Main Street area. Railroad Avenue and Route 66 serve as the city's primary east-west circulation routes. There are three railroad crossings within the city that are well maintained and cause little trouble for residents. Two crossings near

the Main Street area are on Grand Canyon Blvd. and Seventh Street. These crossings allow residents of the south-central portion of the city to access Interstate 40 and Williams' northern areas. The third local crossing is on Rodeo Road north of the Main Street area.

Williams' streets all have sidewalks and well-lit crosswalks at intersections. Additionally, the city's central core has a 15 MPH speed limit which creates a safer environment for pedestrians and cyclists. Unfortunately, the area lacks any bicycle infrastructure such as bike lanes or signage. Overall, Williams' roadway network demonstrates the city's heavy reliance on the private automobile. As with most other Arizona communities, the car instills a level of convenience and accessibility in the daily lives of Williams' residents, not found in other modes of transportation. As such, transportation design in the city has been built around automobile use. Williams has a sole transit stop which is the part of the Grand Canyon Railway (Figure 2.72). However, this transit stop is intended for tourist use, and does little to address the mobility needs of the city's residents.

Humanscape

Williams' urbanized land, which includes the Main Street area and nearby neighborhoods, includes commercial uses as well as various residential and public uses. Williams' main roads are surrounded by commercial uses that comprise about one-fifth of the city's developed land. The heart of Williams' business district is located in the Main Street area south of the railroad tracks along Railroad Avenue and Route 66. Residential uses are located north of the railroad tracks and include various housing types, ranging from single-



Figure 2.69: Grand Canyon Boulevard Gateway.



Figure 2.70: Crosswalk in Williams' core.



Figure 2.71: Route 66 Gateway.

family units to multifamily units and RV parks. Additionally, the area south of the Main Street Corridor is characterized by older, more historical neighborhoods. The city's grid circulation pattern, instituted after the introduction of the railroad, is most evident here. Single-family homes are mixed with multi-family homes, located among commercial and public uses. Current public facilities include city hall, police and fire stations, schools, a health care clinic, an airport, National Forest Service facilities, rodeo grounds, the library, a pool, a golf course, and parks and recreation services.

Conclusion

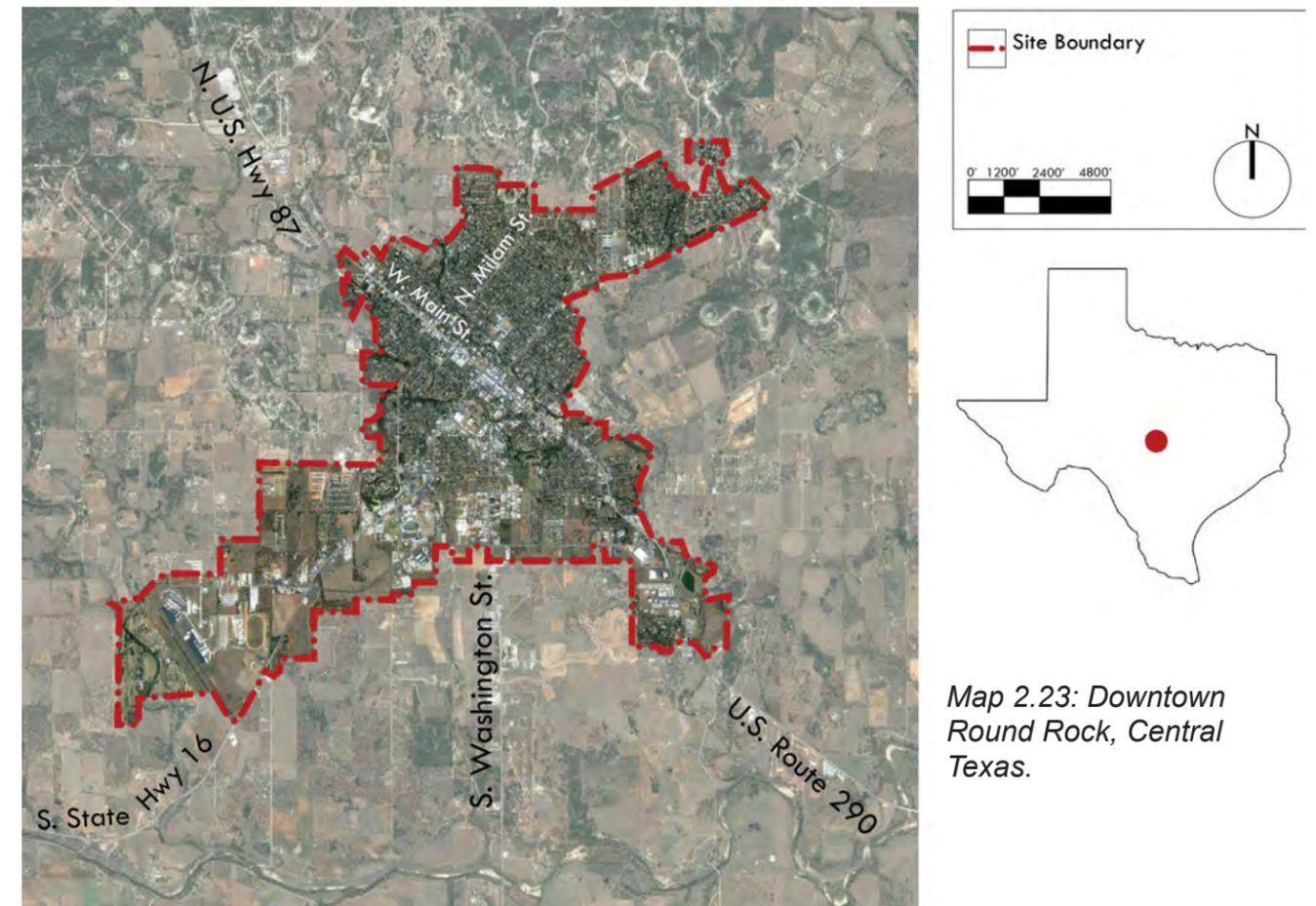
The small town of Williams Arizona is the self-proclaimed "Gateway to the Grand Canyon" and supports this claim by offering visitors a link via train to the Grand Canyon, sixty miles to the north. Not only has the town capitalized on its proximity to the Grand Canyon, but it has also highlighted its history and connection to historic Route 66. A small portion of Route 66 runs through Williams, and is complimented by the town's historic feel. San Martin also has a railroad and western roots that could serve as inspiration for new design ideas in the town. Williams has a few key architectural and design elements that could be adopted in San Martin. In the downtown core of Williams, there are two different gateways that welcome visitors and let them know that they are entering a historic area. There are also consistent light fixtures throughout the downtown, small parks, sidewalks, and ample pedestrian crosswalks to encourage the people to walk around the downtown area.



Figure 2.72: Williams train station.

Case Study 15: Fredericksburg, Texas.

Fredericksburg is a quaint, agriculturally friendly town in Texas that can most easily be described by the distinct rural and agricultural feeling typical to the region. The town holds over 400 festival and events each year. In Fredericksburg, visitors find wine events to historical reenactments that can entertain just about anyone.



Map 2.23: Downtown Round Rock, Central Texas.

Imageability

Fredericksburg is highly rural. The county is known as the agricultural hub of the greater Central and Western Texas regions. The city matches the county, wholeheartedly. Fredericksburg's historic core builds its strong sense of place through its use of monuments and public space, and architectural style. The historic core includes many landmarks such as the Verines Kirche Museum (Figure 2.73) illustrating a ranch style

architecture prominent in the area; these landmarks act as gateways into the area. Large public spaces surrounding rural-life inspired sculptures, notable buildings, and public parks can be found on either end of the historic core and mark a clear edge. This edge located between Acorn and Elk Street separates the compact, thriving downtown area with spacious, green neighborhoods surrounding the city. Expanding the edge will keep the downtown area, quaint and rural. In addition, residents and visitors of this area, cannot move through the historic core without passing by a park or plaza filled with landmarks.

Examples include the Fredericksburg Convention Bureau, and St Mary's German Catholic Church. These spaces are the largest nodes in the historic core. The architectural styles in the commercial center, are the most recognizable features giving Fredericksburg its strong sense of place (Figure 2.74). Common styles like Pioneer, Texas Regional, and Folk Victorian are characteristic of the Texas Hill Country while specific elements of German architecture are present throughout the area. Buildings like the Holy Ghost Lutheran Church use the local limestone and cedar materials seen in Pioneer and Texas Regional styles but include aspects of a more German Gothic Revival style like steeply pitched roofs and towers. A farmhouse style three bay facade is one of the most notable features for commercial buildings in the historic core, along with faded natural brown and beige colors (Figure 7.75). These elements make the downtown core of Fredericksburg an instantly recognizable place that fosters a strong relationship between people and the spatial setting.



Figure 2.73: The Verines Kirche Museum in the historic core.

Linkages

The spatial connections in the historic core are few and efficient. Following a grid form, the central artery is Main Street with secondary locals roughly every 200 meters. Large attractions in town are easily accessible. Pedestrian connections are common and sidewalks are abundant in the center of the historic core. However, there are holes in the pedestrian circulation system particularly along entry corridors and downtown access corridors. Bike paths are almost non-existent in the city and infrastructure to create a separation of traffic between pedestrian, bicycle, and vehicular are not present either.

Humanscape

Fredericksburg's historic core uses its public space to create a vibrant and lively downtown. The downtown commercial area which makes up the historic core includes Marktplatz von Fredericksburg park, Town Creek park, and Gillespie County park, these areas host a variety of informal and formal community events such as the Wildflower Festival, Oktoberfest, Food & Wine Festival, and a county fair (Figure 2.76). Small infrastructure improvements added small, intimate, informal spaces for small gatherings and community events. Upgrades included portable benches and a small wooden stage.

Fredericksburg's streetscape is designed to allow for community events. While the minimum sidewalk width is 5 feet, the width along Main Street is 15 feet. In addition the Main Street itself is 60 feet wide, or 90 feet if street parking is disallowed for events. Extra wide streets and sidewalks make for great pedestrian paths for the large annual events.



Figure 2.74: Historical buildings in Fredericksburg.

Conclusion

Fredericksburg, Texas provides inspiration for a possible future San Martin through its ability to maintain its historical rural character while creating economic growth through agritourism. The core includes landmarks embracing the city's ranch style architecture. Much like San Martin, the Main Street is surrounded by rural residential and farms of varying sizes. The town has a clear goal of maintaining its size and quaintness by keeping the commercial area to Main Street. Local events utilizes public space to bring the community and visitors together for the city's unique goods and services.



Figure 2.75: Fredericksburg's attractive commercial facades.



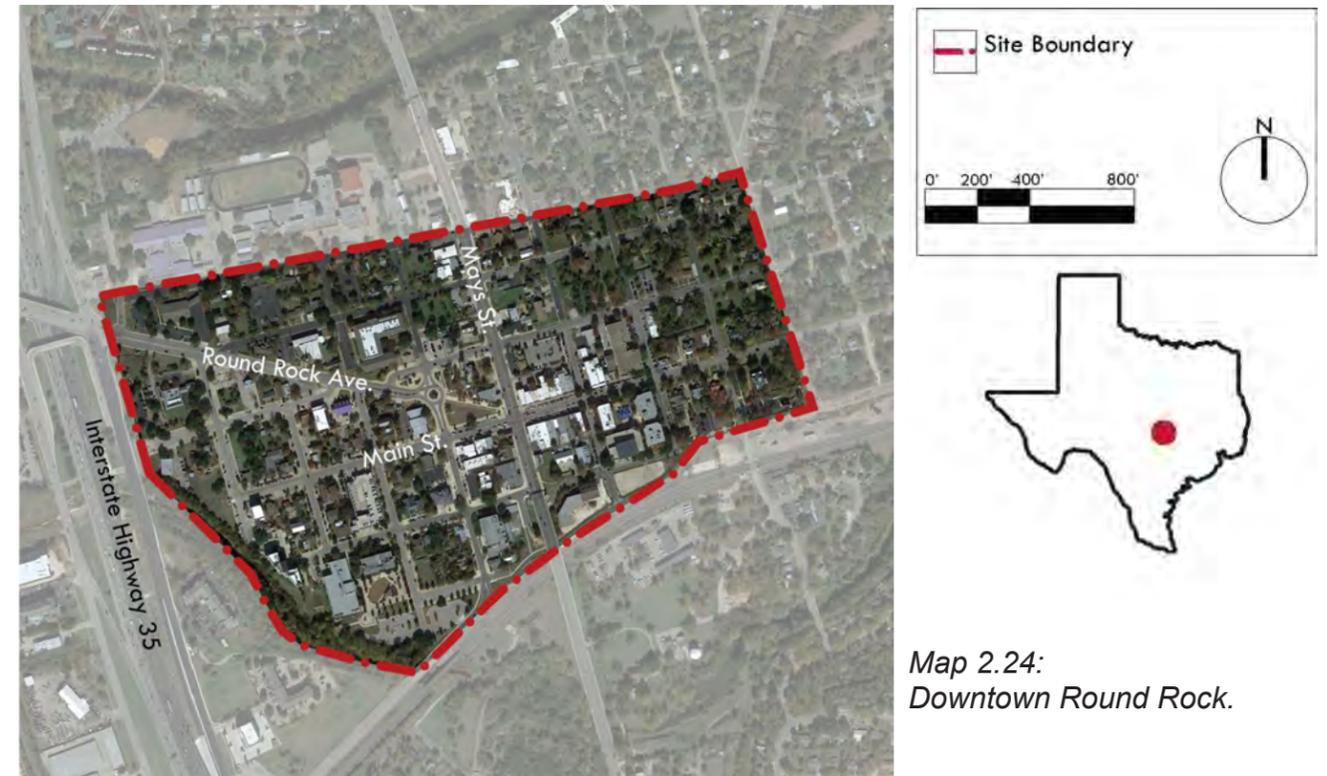
Figure 2.76: Fredericksburg's annual Food & Wine Festival.

Case Study 16: Downtown Round Rock, Texas.

Founded in 1851 on the banks of Brushy Creek, Round Rock is located 15 miles north of Austin in central Texas hill country. Incorporated in 1913 now it has a population of 128,739 (2018). Sixty percent of the city's 35.9 square miles is developed, and the remaining consists of vacant and agricultural land. As shown in Map 2-30, downtown Round Rock's land uses include open space, mixed-use, education facilities, government facilities, commercial, parks, industrial, and agricultural mining.

Imageability

The identity of Round Rock can be traced back to its origins as a landmark along the Chisholm Trail. The Chisholm Trail served as a route for cowboys to herd cattle from ranches in Texas to stockyards and rail lines in Kansas City, as well as other places throughout the Midwest. Many of the buildings in Round Rock date back to this founding era. While the buildings have undergone renovations in order to be more functional, their facades are largely original, helping to create the town's unique identity (Figure 2.77).



Map 2.24:
Downtown Round Rock.

A clear node in Round Rock is the intersection of Round Rock Avenue and Mays Street. Surrounding this intersection are many restaurants, shops, and bars. The area closest to the intersection is primarily made up of bars while various restaurants and shops are located to the east of the intersection. The railroad tracks to the south of downtown create a hard edge. The biggest landmark in downtown Round Rock is the old water tower located near the center of town (Figures 2.77 & 2.78). Old metal water towers are common in small towns across Texas and often display the name of their town in bold black letters.

The water tower, located in a small public park, is an important landmark and part of Round Rock's identity. Another important landmark, located near the downtown library, is a small water park for kids, a unique public space. Many of downtown buildings have been renovated in the last ten to fifteen years, and most indoor spaces are nice and attractive. In the revitalized downtown there are good restaurants, shops, and bars. It is a pleasant place to spend an afternoon or enjoy a night out.

Linkages

In Round Rock, it is safe and easy to walk around downtown. Most of its popular establishments lie within a four-block square, meaning that all of downtown is easily accessible by foot (Map 2.25). Most of the roads in downtown are two lanes wide and are limited to a speed limit of thirty miles per hour. This speed limit and lower vehicle capacity create a safer space for pedestrians to walk. The sidewalks are wide and allow for ample pedestrian traffic. The intersection of Mays Street and Round Rock Avenue has a stoplight and allows for pedestrians to cross safely when there is vehicular traffic.



Figure 2.77: Historical buildings in Round Rock.



Figure 2.78: The water tower as landmark.

Although there are no dedicated bicycle lanes, traffic in the area moves fairly slow allowing cyclists to travel safely. The roads throughout downtown are paved with asphalt, the sidewalks with concrete, and the crosswalks with pavers. Along the streets and sidewalks are old fashioned streetlights that add to the downtown's character. The downtown streets are laid out in a traditional grid pattern and the main intersection of Mays and Round Rock Avenue was redesigned to allow for a better flow of traffic. Interstate Highway 35 is the town's primary access point and has run through the Round Rock since it was originally paved in 1956. The freeway has also played a key role in Round Rock's economic growth. Round Rock's 2015 transit plan identified The Round Rock Transit Center as a connection stop for proposed bus routes. The center is located near downtown and can be accessed via bus, walking, and biking. The routes and connections offer services between Round Rock, Georgetown, Taylor, Hutto, Austin, and San Marcos. With these services, residents are able to travel to and from cities for work or pleasure.

Humanscape

Since its downtown revitalization, there has been many new, mostly small businesses, with no chains or big box stores in town. Many of these businesses are owned and

Map 2.25: Prominent locations in Downtown Round Rock.



- | | | |
|----------------------|-------------------------|------------------------------|
| 1 Water Tower | 4 Parking | 7 Low Density Commercial |
| 2 Center of Downtown | 5 City Hall/Ampitheater | 8 Restaurant/Retail District |
| 3 Bar District | 6 Gateways | 9 Public Library |

operated by locals, meaning that money tends to stay in the community. Round Rock residents have prospered the most as a result of the downtown revitalization.

The downtown consists primarily of commercial uses, mostly shops and restaurants. In the surrounding blocks, there are many small businesses and small office spaces including several law offices and architectural firms. The Public Library is located downtown as was City Hall, which has been recently moved to only a few blocks away. These two buildings are the most common spaces for public meetings. There is also a for-rental private event space in the downtown.

Round Rock is considered one of the safest cities in the United States and boasts clean and well-maintained public spaces that are well utilized by the community. One of the town's most important events is Frontier Days on the weekend of July 4th. when the downtown streets are closed to traffic and the atmosphere feels like when the city was originally founded. One of the main happenings during Frontier Days is the reenactment a famous shootout with the outlaw Sam Bass. History makes Round Rock unique.

Conclusion

Downtown Round Rock's revitalization success is a source of inspiration for San Martin. The area hosts many locally owned businesses, a situation similar to what San Martin wants to attain. Creating an aesthetically pleasing downtown area with distinct architectural style, just as Round Rock did, attracts more tourists to the area. Encouraging businesses to provide a diverse array of services would attract different types of visitors. Local restaurants, bars, and shops are shown to drastically improve the economies of downtown areas.

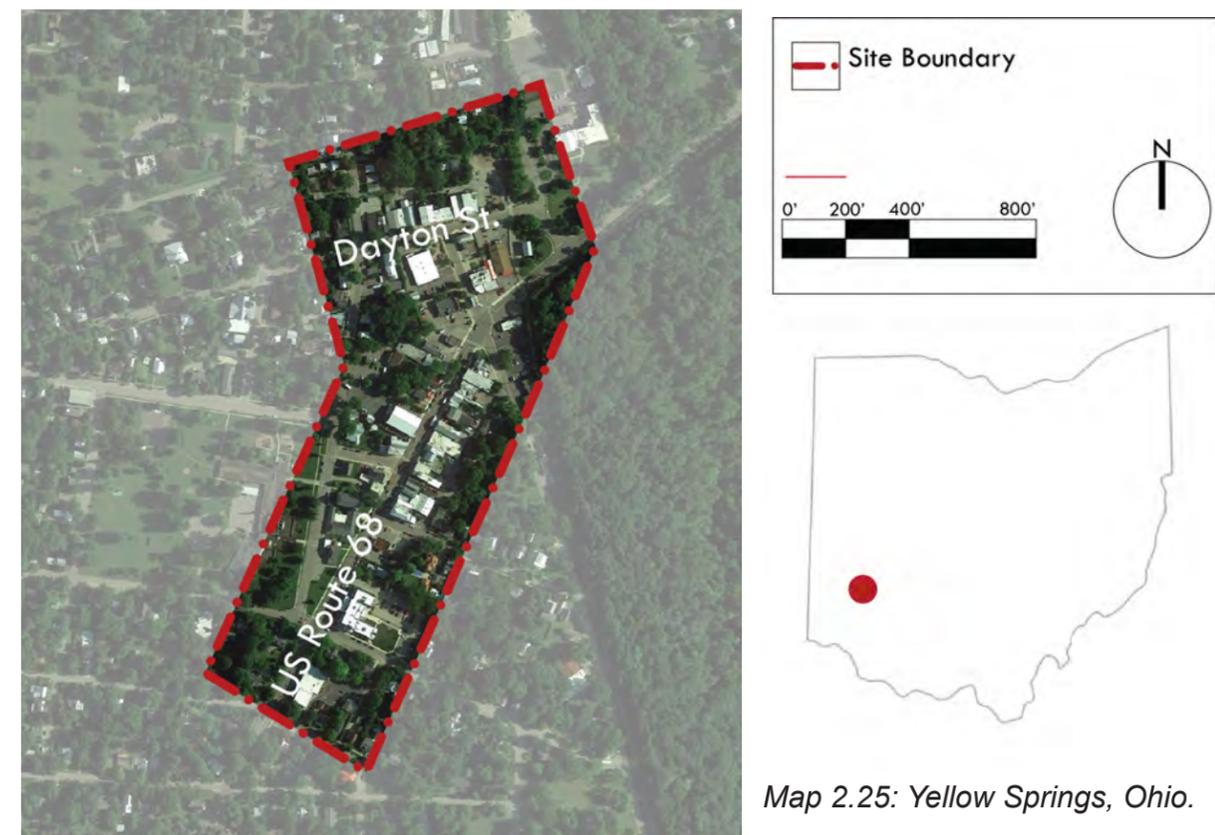
Wide sidewalks with distinct pavement textures add character to the city's streetscapes. People like having places to socialize, shop, and eat which helps foster sense of community. Round Rock's distinct character through traditions and urban design are key elements in creating unity and building a sense of place in a community. Families and friends can share memories, unique to their town, that visitors can experience as well. Lastly, the safety and comfort in the downtown area encourages usage and tourism, benefiting local businesses, the local economy and the community as a whole.

Case Study 17: Yellow Springs, Ohio.

Yellow Springs, Ohio is a small village located in southwestern Ohio. Founded in 1826 with roots tied to the Little Miami Railway, the modern village is home to a small college, a multitude of bike trails, and state parks. Yellow Springs was highlighted because its downtown core has many similarities to San Martin's and its changes can be inspiring.

Imageability

There are many aspects of Yellow Springs that can be potentially implemented in San Martin. Yellow Springs is more urban but maintains a consistent rural architecture, creating a "small-town" feel. The Little Miami Railway Bike Trail is a major landmark part of the U.S. Bikeway system along an old rail line. This trail goes through the town and old station buildings located along the rail lines were preserved and are now major attractions (Figure 2.79). Other imageability factors include the town community center, Antioch College, Glen Helen Ecology Institute, and the town water tower.



Map 2.25: Yellow Springs, Ohio.

Linkages

The major linkages through the town core include: U.S. Route 68 as the main thoroughfare, and Yellow Springs-Fairfield Road and Dayton Street as secondary linkages (Figure 2.79). The town's is considerably walkable, with a structured grid pattern with few dead ends. The Little Miami Scenic Bikeway encourages bikers and is one of the main linkages connecting Yellow Springs to other neighboring communities (Figures 2.80 and 2.81). However, one downside to the town is the lack of public transportation availability in Yellow Springs due to its small size.

Humanscape

The humanscape of Yellow Springs is primed for community interaction and socialization. Community nodes which inspire interaction include the downtown main thoroughfare, Antioch College, and the public park. The town is also a great fit for other community events, as fairs and local events are held a few times a year. The laid-back village core facilitates community activity and enables people to meet, especially with events constantly spurring action.

Conclusion

An important aspect of case studies is to understand how villages and small towns adapt and grow to eventually become economic centers. San Martin is located in prime land in one of the most innovative places in the country, and with the rise of high-speed rail and the increasing risk of urbanization, maintaining San Martin's rural feel is important to both the County of Santa Clara and the current residents.

Yellow Springs was selected because of its rural charm, downtown core, and adaptation of the village. U.S. Route 68 goes through the heart of Downtown, much like Monterey Highway in San Martin. Similar to San Martin, the town has a train station, which has since been repurposed into a town bike area and cafe. The village of Yellow Springs has a rural feel even though the town's history of agriculture is no longer as prevalent. It can serve as an inspiration in how to develop while balancing the community's various identities – rural history and new innovation and bring a new sense of community identity. Taking inspiration from Yellow Springs, there are a few buildings on Depot Street which can be reused, like new housing or shops. Creating a rural town core can help San Martin achieve its goal of embracing agri-tourism and becoming a destination for the Bay Area. Yellow Springs also serves as an example to San Martin of how a town can embrace a rural identity while maintaining its rural history.



Figure 2.79: Main shopping corridor along U.S. Route 68.



Figure 2.80: Old train station located along the Little Miami Railway Bike Trail.



Figure 2.81: Reclaimed railroad bridge located along the Little Miami Railway Bike Trail in Yellow Springs.

Case Study 18: Selma, North Carolina.

Downtown Selma is a small town located in North Carolina with a population of 6,913. It was a settlement established mainly surrounding the preexisting rail line that ran through the town. The town is centered around the rail line with traditional land use zoning surrounding the Downtown core, with more residential on the outskirts of the town.

Imageability

The city of Selma is centered around a pair of historical train tracks running through the center and along the periphery of the town. The town is split in half by one set of the tracks, forming two distinct areas. The southern half is primarily residential with some commercial uses as you move closer to the downtown district. The northern half has most of the downtown area while also containing the majority of residential houses. Selma largely follows a traditional grid system making it relatively navigable and easy to follow. Much of its grid is influenced and shaped by the two railroad lines that cut through the city.

Although it is a small town, Selma is one of two cities that have both north-south and east-west railroad lines in North Carolina (Lambe, 2008). Because of this railroad junction,



Figure 2.82: Downtown Selma.



Map 2.26: Downtown Selma.



Figure 2.83: Street festival in Downtown Selma.

Amtrak has a stop for the Carolinian and Palmetto lines. The lines connect New York City to Charlotte and New York City to Savannah. The city is confined by farmlands to the north, interstate 95 to the East. And, US Hwy 70 to the South and West. These arteries give Selma defined edges and prevent unwanted and unneeded growth from its city limits.

Linkages

The spatial pattern of Selma is heavily based the two rail lines that run through the city. The city developed its grid pattern from the intersection of its two lines, giving it a simple overall layout. Each block of the grid is about 250 x 250 feet. Most of the parcels found in the grid are zoned for residential uses, but as you move to the core of Selma, these parcels are zoned for commercial uses. The two busiest roadways running perpendicular to each other are W. Anderson street and US Hwy 301. US Hwy 301 runs directly through Selma, connecting it to neighboring towns such as Smithfield and Micro. Hwy 301 also serves as a linkage to US Highway 70, the most direct way to eventually reach the urban center of Raleigh, which sits 30 miles northwest of Selma. West Anderson street connects Selma to Interstate 95 which strings together a series of large urban centers on the eastern seaboard.

Overall, Selma is highly accessible from the linkages passing through the city. The railroads help move freight and people from town to town, while the highways serve as the main linkages to the main urban centers of North Carolina.

Humanscape

After the textile mills closed in Johnson county, Selma fell into a state of economic slump. The once vibrant downtown became less attractive and maintained. A revitalization effort in the 1990's was proposed and the downtown slowly returned to prominence. The addition of the Amtrak line in 2004 with subsidization from the state and federal government allowed Selma to slowly transition into a tourist destination (Lambe, 2008). Its downtown eventually became an ideal place to host community events and activities.

Selma lacks a community park as a gathering place, it makes up in its main street style downtown. The downtown is extremely walkable with well-maintained sidewalks and street planters. The downtown is served by the busiest city arteries that goes around it preventing unwanted through traffic. Vacant lots in the downtown area are used for recreation. Every Saturday, Selma hosts a Farmers Market in these where local farmers sell their goods. The small downtown has been the main gathering place for community events and tourist destinations (Figures 2.83 and 2.84). Each year, the city has a series of

events drawing in visitors from around North Carolina. Some of these events include the 301 Endless Yard Sale, all American Festival, Christmas Parade, Polar Bear Run, and the Soul Food feast.

Conclusion

Selma, North Carolina is an aesthetically pleasing small town of approximately 7,000 people in the heart of North Carolina. It is a great model for San Martin's downtown because of the rural background of Selma and its agritourism economy. Because of the size of Selma, it only has a few main roads making up its downtown. These main roads contain buildings with great facades for the downtown area. Selma is a great example for San Martin because of their similar respective residential land uses surrounding the downtown area and the agricultural land running along the busy freight train.

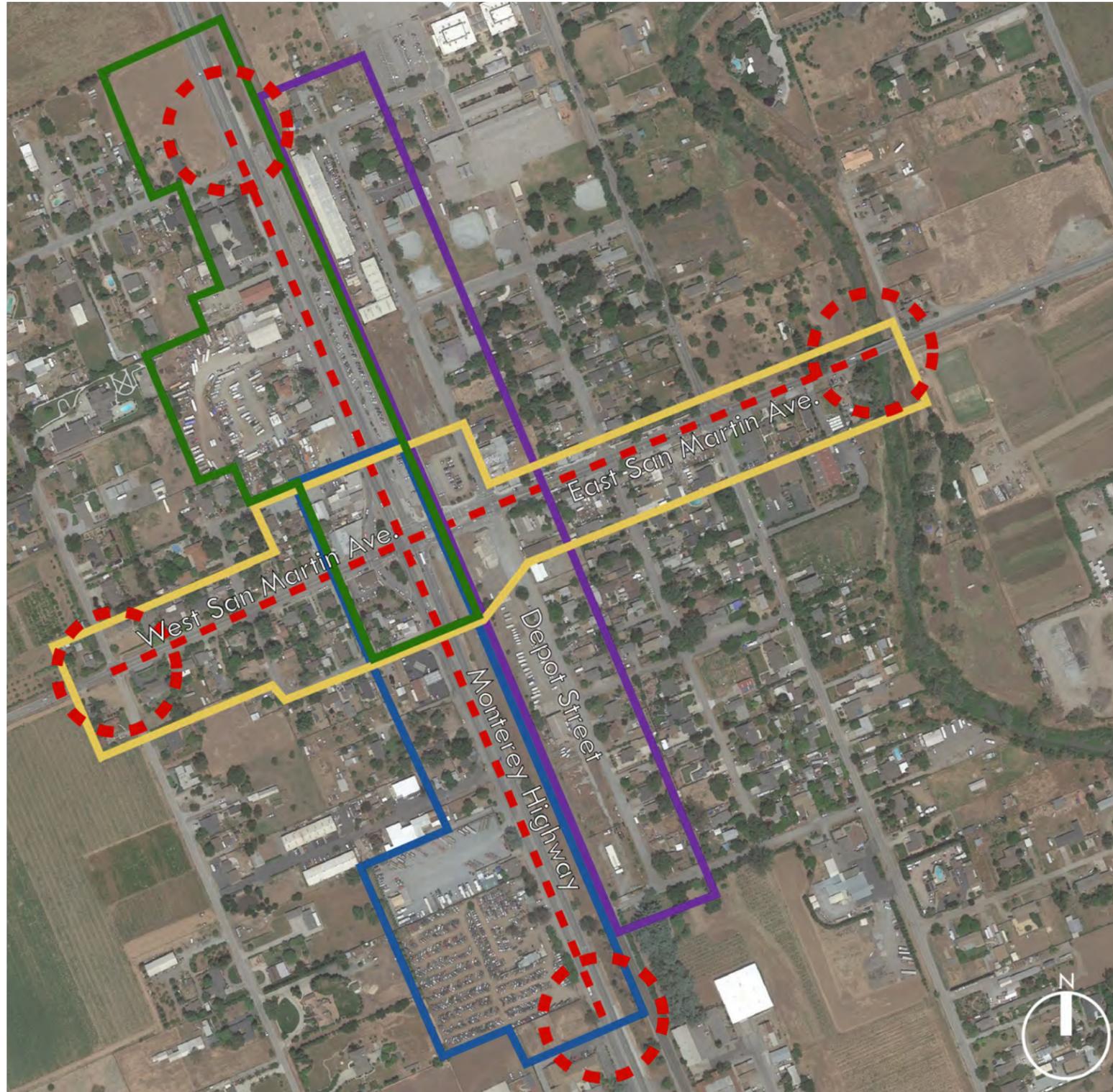
Although Selma is a large agricultural town with little foot traffic, its downtown streetscape encourages activity, engagement and investment. San Martin can learn from this. as in Selma residents and visitors alike have reasons to visit the downtown core. San Martin should maintain its condensed core surrounded by residential areas with a consideration of density to serve the future high-speed train services. As Selma, San Martin can maintain its agricultural rural character while still implementing a lively core area. San Martin could see positive change that aligns with the community's values.



Figure 2.84: Railroad Days Festival in Downtown Selma.

CONCEPT DEVELOPMENT

3



The work for the San Martin project area was divided into five design themes as depicted in the map, and each theme was assigned to two student teams for the development of their own proposals. This chapter brings together all student proposals.



Theme 1:

Streetscaping, Gateways, and Design Guidelines



Theme 2:

North Monterey Highway



Theme 3:

South Monterey Highway



Theme 4:

San Martin Avenue



Theme 5:

Depot Street

THEME 1: STREETSCAPING, GATEWAYS, AND DESIGN GUIDELINES



*Distribution of project area for Theme 1:
streetscaping, gateways and design guidelines.*

THEME 1: STREETSCAPING, GATEWAYS, AND DESIGN GUIDELINES



Proposed concept for Monterey Road.

Team 1.1

Ryan Anderson

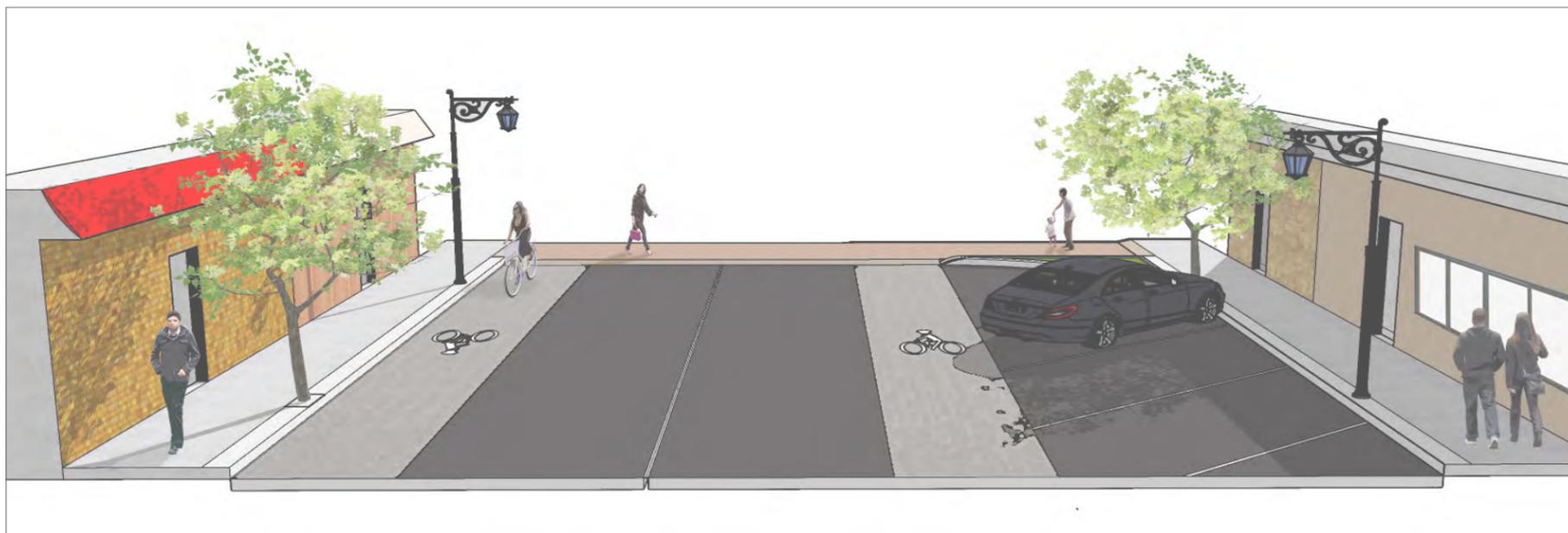
Peyton Ratto

Abby Miramontes

Nishita Kandikuppa

Santa Clara County's General Plan has four main themes in its future vision: Social and Economic Well-Being; Managed, Balanced Growth; Livable Communities; and Responsible Resource Conservation (County of Santa Clara 1994). In line with these goals, this project promotes the economic well-being of San Martin and the greater region by improving local infrastructure and encouraging agritourism. Managed and balanced growth is achieved through infill development and a focus on better-utilizing existing structures.

This project makes San Martin a more livable and walkable place by improving streetscapes and promoting spaces for people to gather and celebrate their community. Additionally, the project utilizes native plants for landscaping and ensures the preservation of the surrounding farmland.



Proposed concept for East San Martin Avenue.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Improve connectivity regionally and locally through multimodal development.

Objective 1.1: Provide more convenient parking to facilitate ease of access around San Martin.

Design Idea 1.1.1:

Parallel parking on the North side of the street will be converted into 45-degree parking. Businesses will be encouraged to place parking in the rear in order to maximize building frontage on the street.

Objective 1.2: Increase accessibility of all modes of travel to provide a safer and more right-of-way.

Design Idea 1.2.1:

Construct Monterey Road into a complete street that will be accessible to vehicles, bicyclists, and pedestrians. This will include streetscape improvements such as tree buffers and light fixtures.

Objective 1.3: Integrate local character in the train station design.

Design Idea 1.3.1:

The new train station design will provide visitors and residents with a comfortable waiting area with an inclusion of an informational booth.

Goal 2: Embrace the rural identity of San Martin in order to establish a distinctive character.

Objective 2.1: Increase connectivity in the City of San Martin through design.

Design Idea 2.1.1:

Proposes unique gateways that signify the rural essence of the town. Project 1.1 proposes three more signs, at the other gateway locations on East and West San Martin Ave. and on South Monterey Highway.

Objective 2.2: Form a more unified aesthetic in the new San Martin downtown core.

Design Idea 2.2.1:

Establish a distinct architectural style through a consistent facade of buildings, storefronts and signages. Materials to be used include wood, brick, and stucco. Colors used will remain an earth tone.

Objective 2.3: Enhance main corridors visually through attractive streetscape design.

Design Idea 2.3.1:

Attractive paving, benches, and landscaping will foster imageability. Roadways will be more pedestrian-friendly with wider sidewalks and clearly defined and well lit crosswalks.

Goal 3: Establish a community core to promote social and economic vitality.

Objective 3.1: Convert underutilized spaces into parks and lawns to add recreational value.

Design Idea 3.1.1:

Spaces to socialize will be implemented along Depot Street, as well as along Monterey Highway south. This central location will allow easy access to park spaces by transit, bike, or walking.

Objective 3.2: Offer an inviting and multifunctional space consisting of various retail and commercial uses for both visitors and local residents.

Design Idea 3.2.1:

Offer multiple retail and commercial uses for visitors and residents. This will include a welcome patio space, where people can socialize, work, and shop in the core.

Objective 3.3: Ensure a safe and welcoming atmosphere for visitors and local residents.

Design Idea 3.3.1:

Provide sufficient local character and safety through pedestrian street lighting. Way-finding signs will be placed next to bus stops and throughout the village core indicating local attractions, parking, etc.

Preliminary Design Concepts



Vision concept for a simple gateway design on East San Martin Avenue.



Vision concept for a linear park and a bicycle trail adjacent to the future train station.

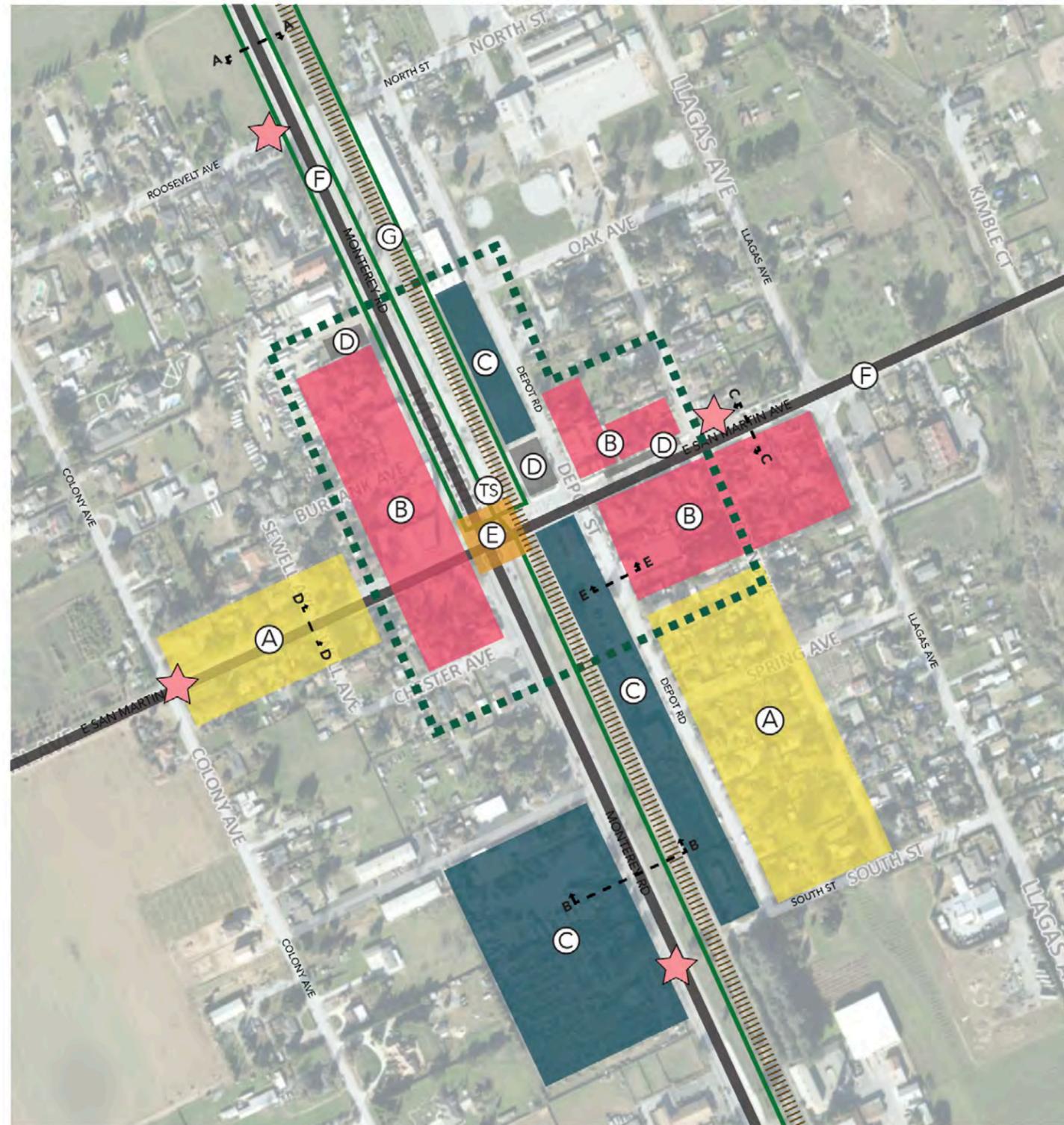


Example of play structure for a park on Monterey Road.



Example of streetlight with signage.

DESIGN GUIDELINES AREAS



LEGEND

- Residential Uses
- Retail/Commercial Uses
- Open Space
- Paved Parking
- Village Core Intersection
- Phase 1 Streetscape Improvements
- Community/Village Core
- High Speed Rail
- Bicycle Lane
- TS Train Station
- A Letters Corresponding to Design Guidelines
- ★ Gateways

Rural Residential (A):
Residential development while protecting San Martin's rural character.

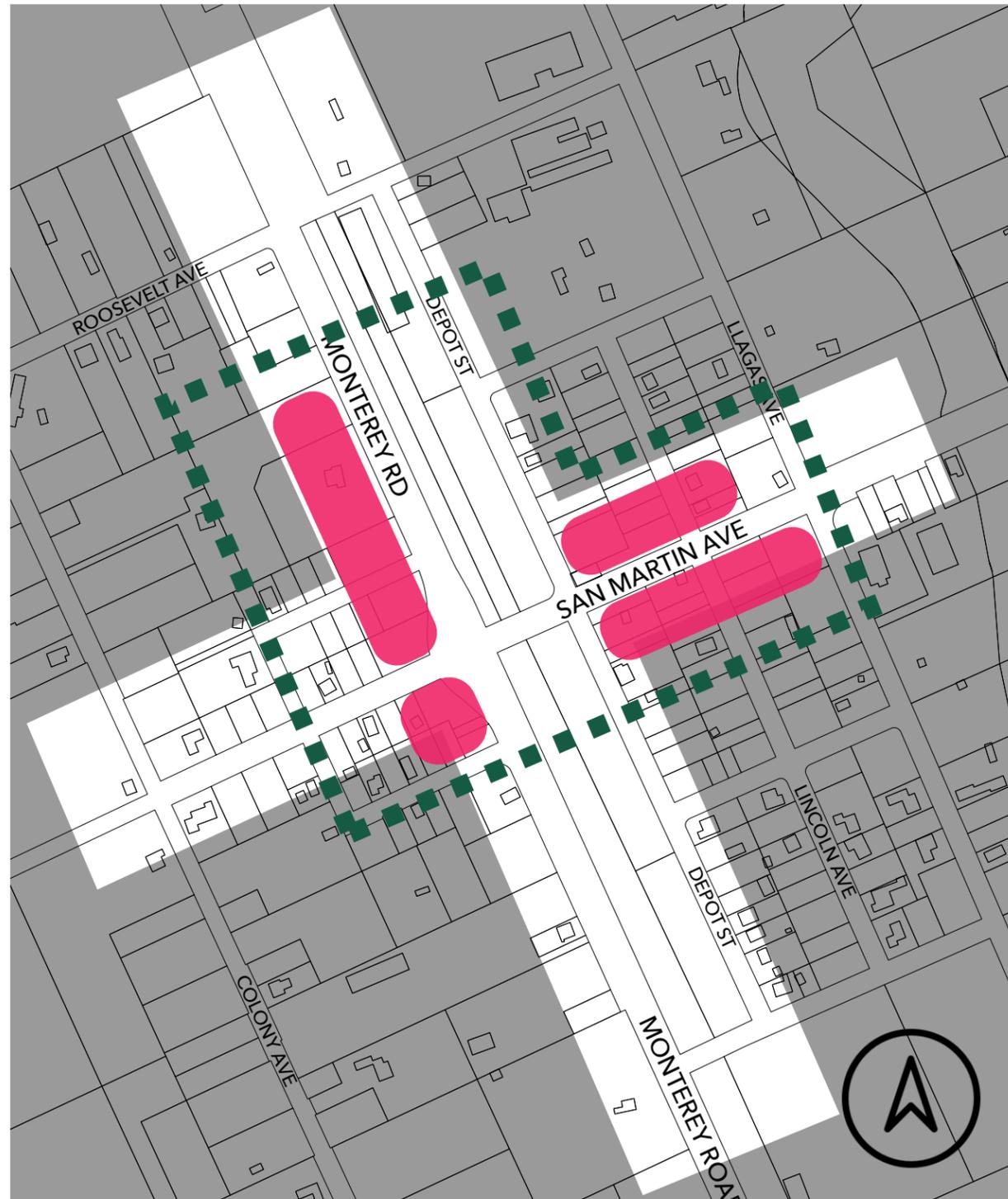
Village Core and Commercial (B):
A vibrant commercial core that reflects the local community's values.

Parks and Open Space (C):
Multi-purpose community spaces for residents and visitors.

Parking and Circulation (D):
Redesign of parking showing improved efficiency of travel in and out town.

Gateways (Star):
Designs inspired by the existing signage along South Monterey.

(A)



Area for the application of Village Core and Commercial Design Guidelines.

Design Guidelines: Village Core & Commercial

Purpose:

“Promote a vibrant commercial core for San Martin that reflects the local community’s values. It will encourage economic growth while preserving the area’s agricultural heritage.” The design objective for the village core is to create an intimate, attractive pedestrian oriented area.

General character:

- Shops, workplace
- Substantial pedestrian activity
- Attached buildings forming a continuous street wall
- Entertainment
- Sidewalks with natural planting
- Streetlights

Building placement:

Shallow setbacks or none; building oriented towards the street.

Frontage types:

- Materials: brick, wood, stucco
- Natural tones

Typical building height:

One to two-story homes.

Type of space:

Public property with privately owned retail and commercial stores.

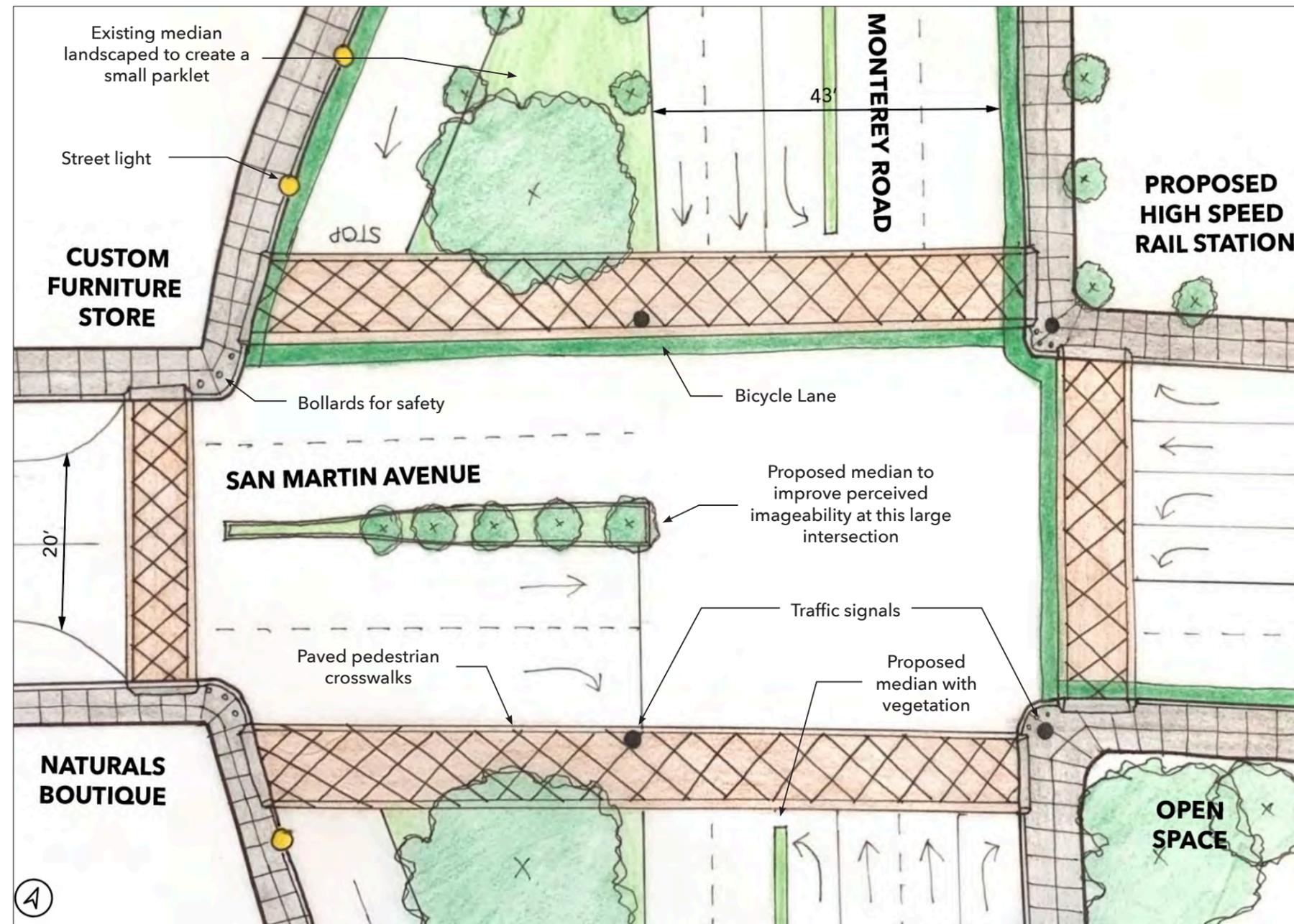


Example of attractive building frontage.



Example of attached, continuous buildings.

CONCEPT FOR MONTEREY AT SAN MARTIN



Design Guidelines: Village Core

Purpose:

The intersection of Monterey Highway and San Martin Avenue serves as the core of the rural village that Project 1.1 hopes to activate.

Currently, the intersection is very wide with little pedestrian walkability and no designated bicycle lanes. The intersection also lacks vegetation or greenery surrounding it, detracting from the imageability of this core.

The proposed streetscape improvements, including sidewalks, streetlights and street trees on Monterey Highway and San Martin Avenue will continue but with the addition of a median on West San Martin Avenue that clearly separates the two-way residential street. This will create an intersection that feels more compact while simultaneously reclaiming underutilized road right of way.

The existing medians on either side of San Martin Avenue are wide and would provide an opportunity for landscaped parklets for people to enjoy. The implementation of marked crosswalks will also improve pedestrian safety and create a more welcoming village core intersection.



Area for the application of Rural Residential Design Guidelines.

Design Guidelines: Rural Residential

Purpose:

“Promote Rural Residential development in limited areas and implement general plan designation. Primarily used for single-family residential, open space, and agriculture.”

General character:

- Buildings with neutral, earth toned colors
- Lawns and landscaped yards near detached single-family homes
- Limited pedestrian access
- Sidewalks with natural/native vegetation and plants
- Context-sensitive streetlights
- Compatible with natural setting

Building placement:

Range of large and variable front and side yard setbacks.

Frontage types:

- Fencing: rural or natural looking fencing constructed from wood
- Porches as appropriate
- Roofing: concrete or tiles, pitched roofs with general overhangs
- Materials: brick, wood, stucco

Typical building height:

One to two-story homes.

Type of space:

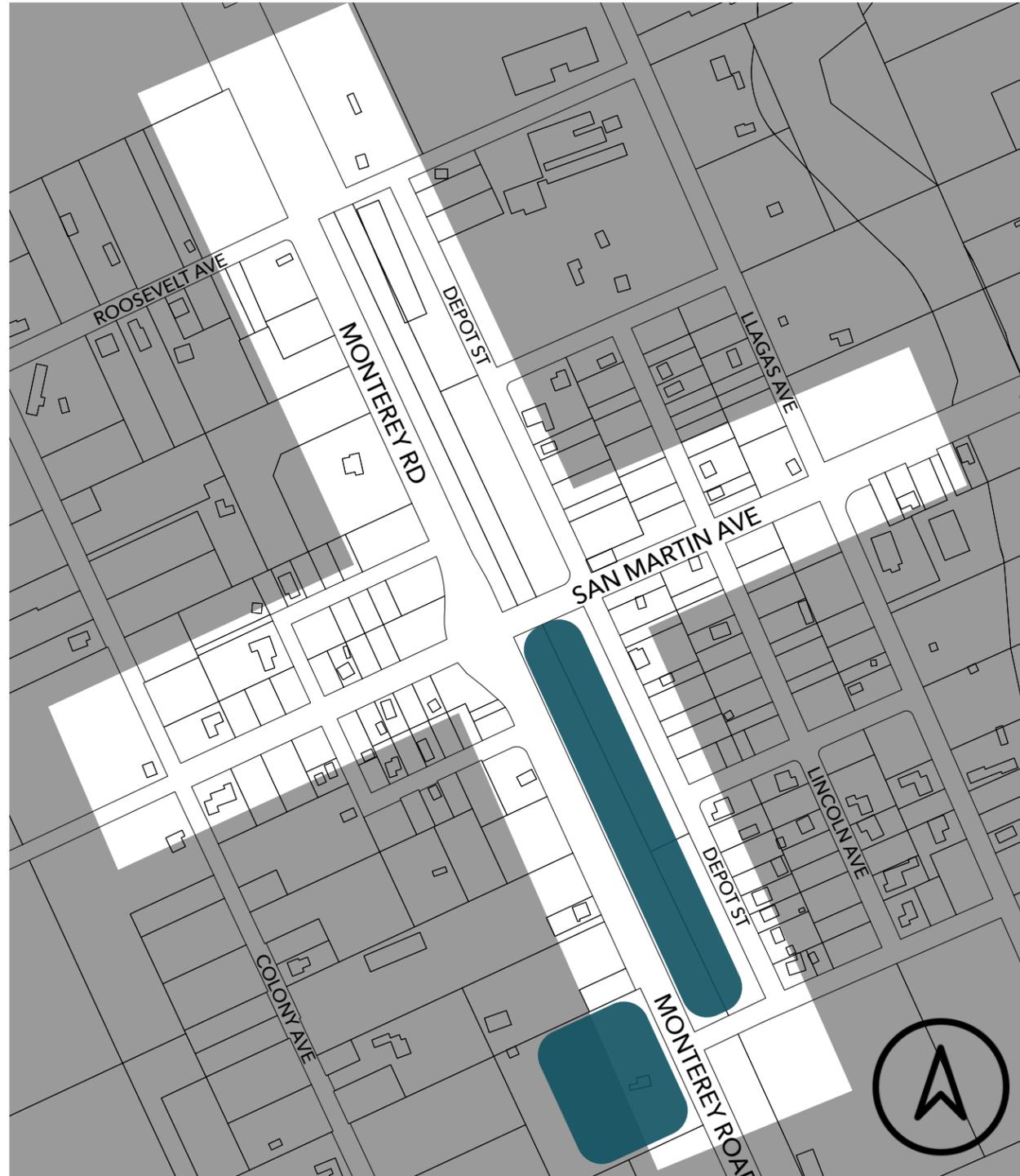
Private property with public sidewalk access.



Example of building with earth tones.



Example of a one to two-story home.



Area for the application of Parks and Open Space Design Guidelines.

Design Guidelines: Parks & Open Space

Purpose:

“Create places for people to gather and socialize.”

These areas serve as public spaces that provide recreation opportunities for the community. Design interventions should be natural and reflect the rural setting.

General character:

- Lawns
- Landscaped areas
- Parks and trails to provide public recreational facilities
- Public space to host events such as farmers markets and fairs

Building placement: Not applicable.

Frontage types: Not applicable.

Typical building height: Not applicable.

Type of space:

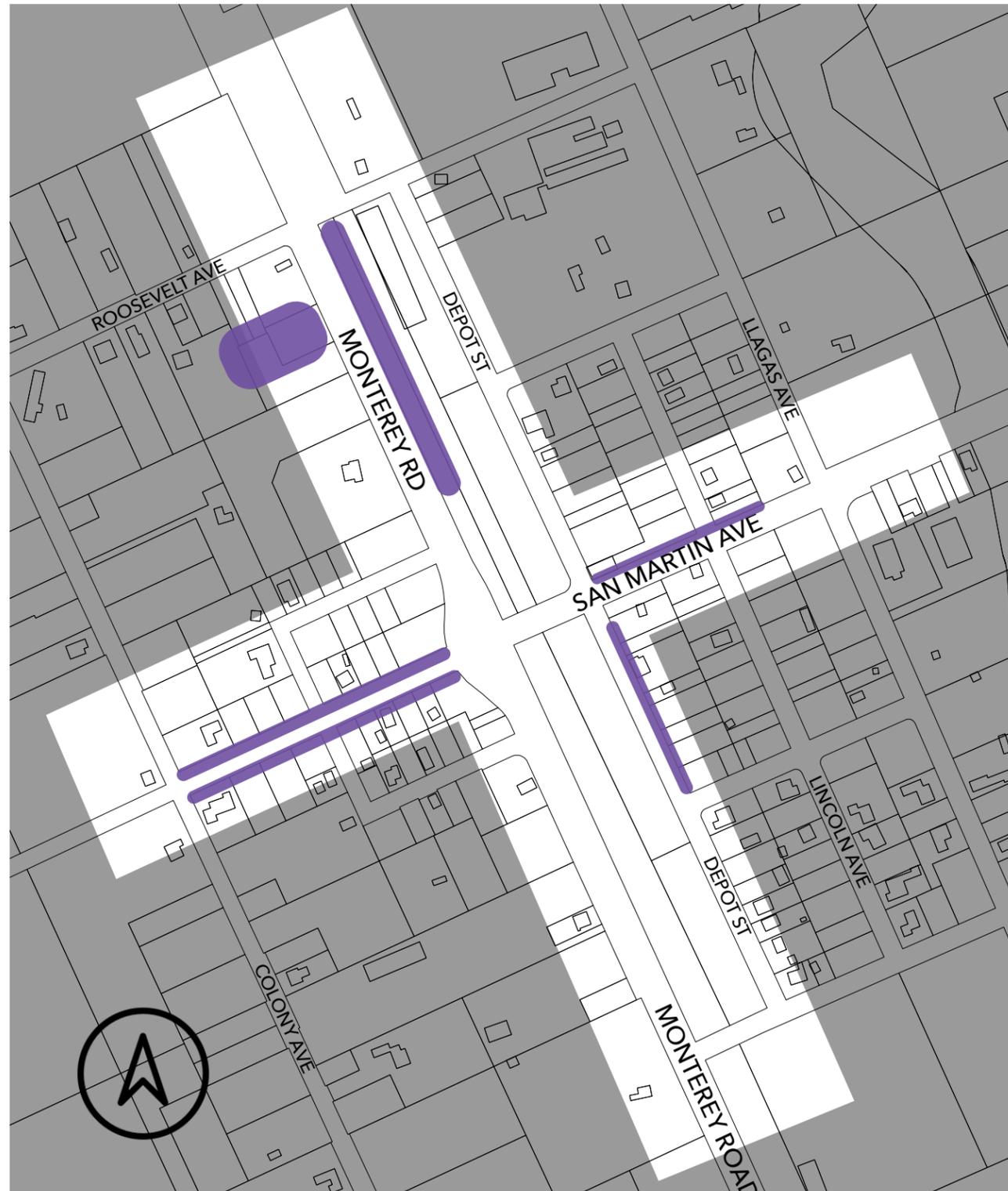
- Parks
- Greenway
- Lawn space
- Sports fields
- Open-air markets



Example of public recreational trail.



Example of attractive gazebo.



Area for the application of Parking Design Guidelines.

Design Guidelines: Parking

Purpose:

Provide guidelines for the design and placement of parking lots in San Martin. Parking design should promote accessibility and protect the natural

General character:

- Paved parking lots with median landscaping and sufficient lighting.

Building placement:

Not applicable.

Frontage types:

Not applicable.

Typical building height:

Not applicable.

Type of space:

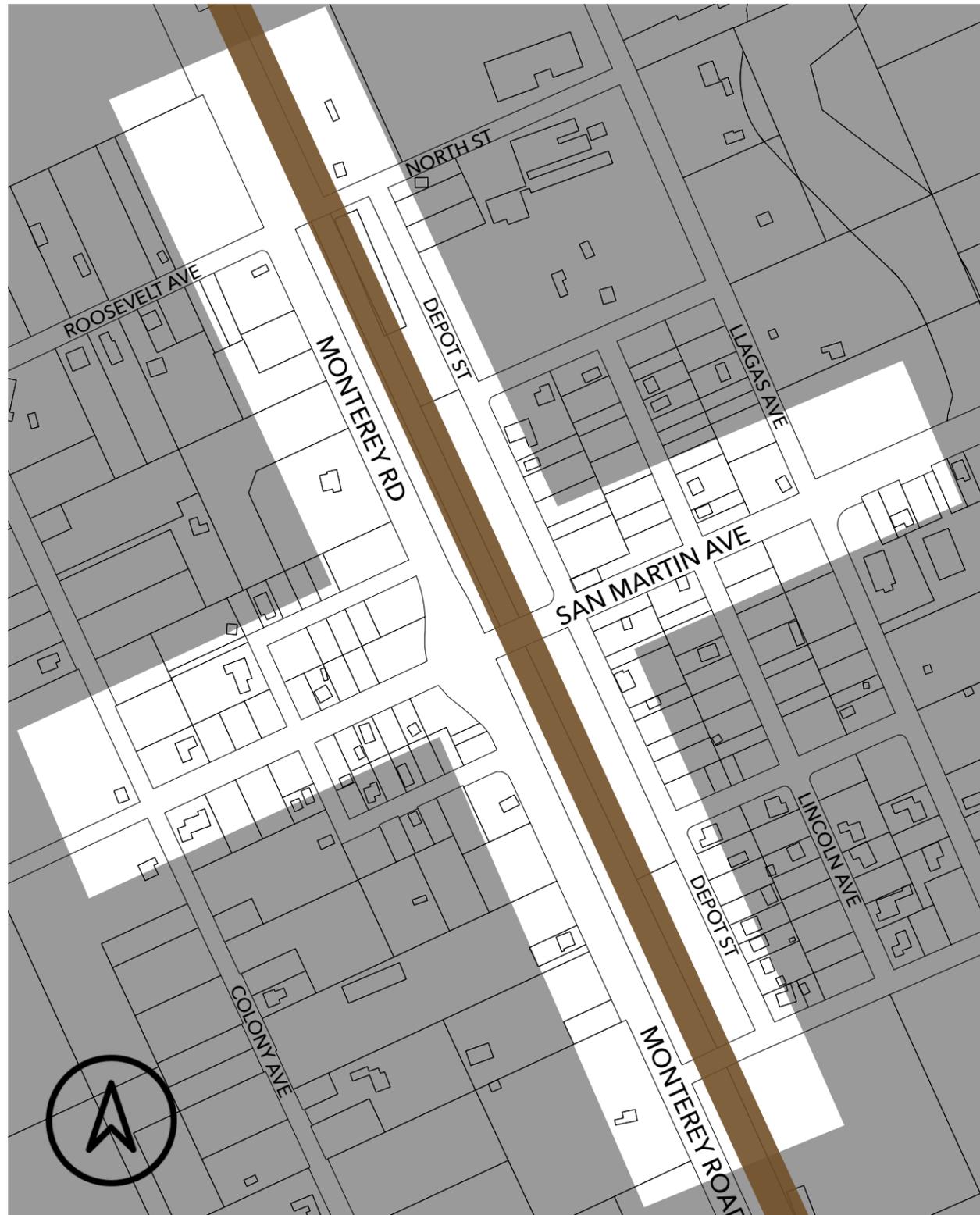
- Public or private property
- Appropriate paving and landscaping



Example of paved parking lot with landscaped medians.



Example of attractive natural draining and drought tolerant landscaping in parking lot medians.

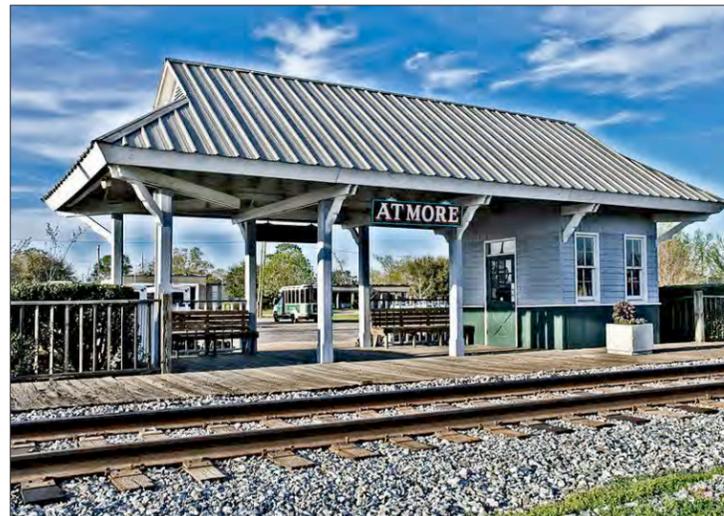


Area for the application of Public Transit Design Guidelines.

Design Guidelines: Public Transit

Purpose:

With an expansion Caltrain service to San Martin will come the need for improved surrounding infrastructure including but not limited to pedestrian and bicycle infrastructure, commercial and retail viability, as well as other necessary amenities for those who choose to explore the village core. One of the most important features that transit-oriented developments provide are waiting areas for passengers. With a cafe, bookstore, and information kiosk located within the train station, those choosing to explore San Martin will have the resources they need to stay well-informed about what the town has to offer.



Example of small town train station; Atmore, Alabama.



Attractive train station design on wood in Scandinavia.

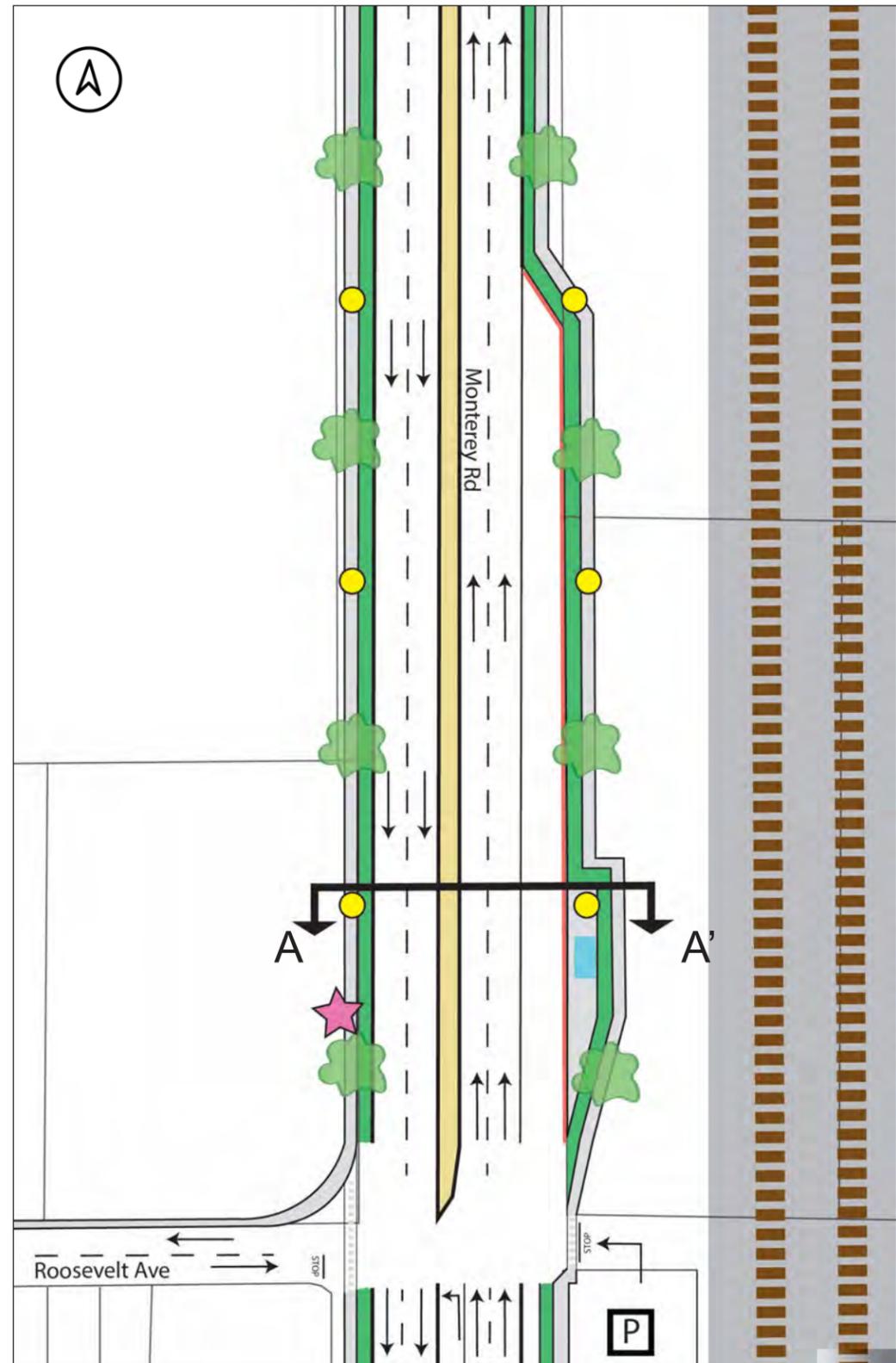
Design Guidelines: North Monterey

Purpose:

The site plan on the left shows a portion of North Monterey Highway at the entrance of the village core. Project 1 proposes transforming the road into a complete street with two vehicular lanes in either direction, the addition of bike lanes and sidewalks on both sides of the road, and an improved bus shelter for the existing bus stop. On the east side of the road, the bike lane and sidewalk will be placed behind the bus pullout for added safety.

Legend:

-  Gateway Sign
-  Streetlight with Banner
-  Tree
-  Bus Stop
-  Parking Lot
-  Street
-  Sidewalk
-  Bike Lane
-  Bus Pullout
-  Train Tracks
-  Median

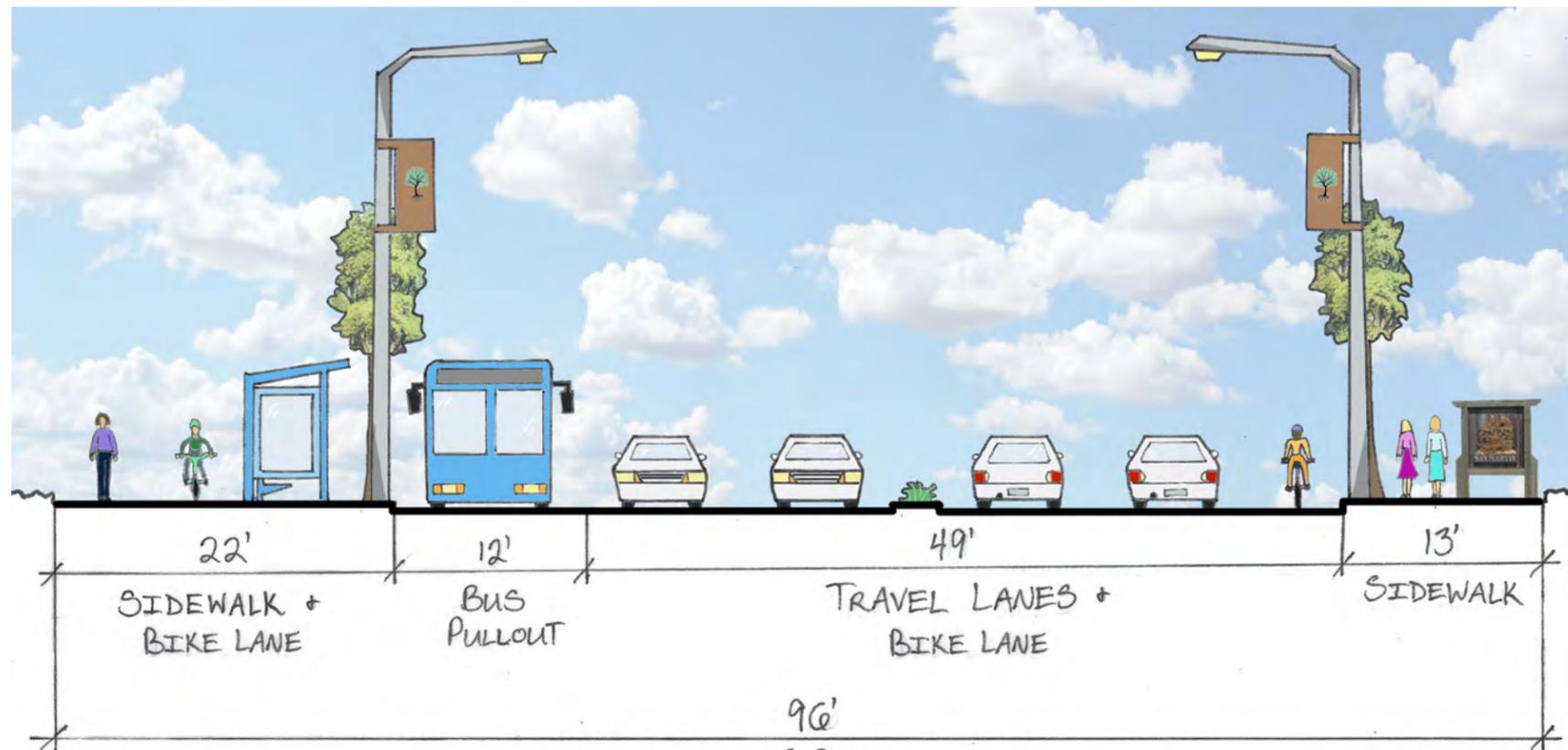


Illustrative site plan of North Monterey's proposed streetscape and circulation design.

Design Guidelines: North Monterey



Existing conditions on North Monterey.
(looking South)

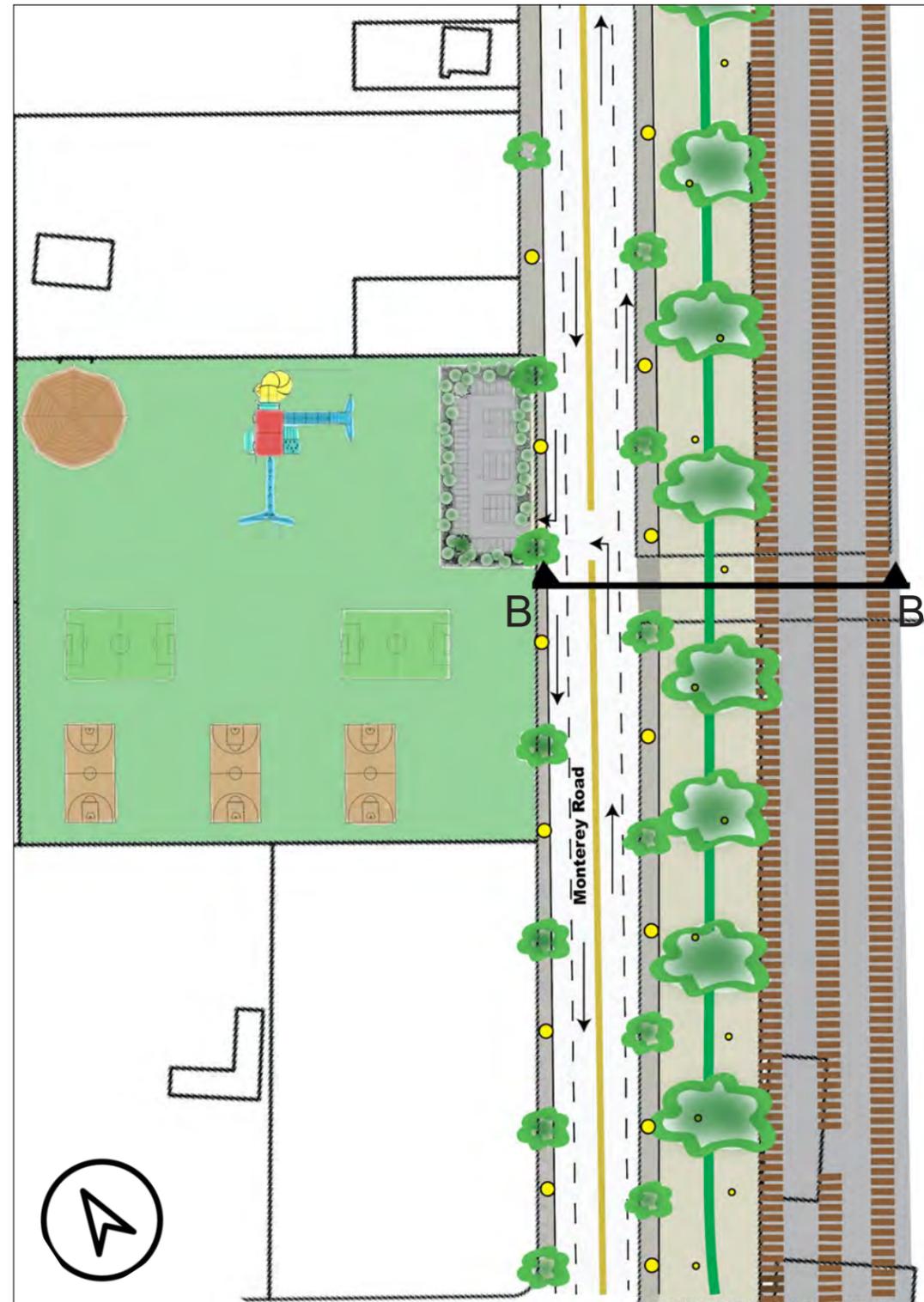


Proposed section AA' concept
for North Monterey
(looking South)

Design Guidelines: South Monterey

Purpose:

South Monterey Highway has been upgraded to better accommodate bicycles, pedestrians, and vehicles in a safer manner. As seen in the left, sidewalks have been added to either side of the road complete with street trees and streetlights. The project proposes a linear parkway between the railroad tracks and the street to add greenery as well as a fully grade-separated pedestrian and bike path. The project proposes another large recreational area where the car auction lot is located, per the land use map. In order for the public to enter this park space, a new left turn lane is proposed on the Northbound side of South Monterey Highway. Furthermore, the section reflects the two additional tracks that will be added to the railroad right of way under the Caltrain modernization project.



Legend:

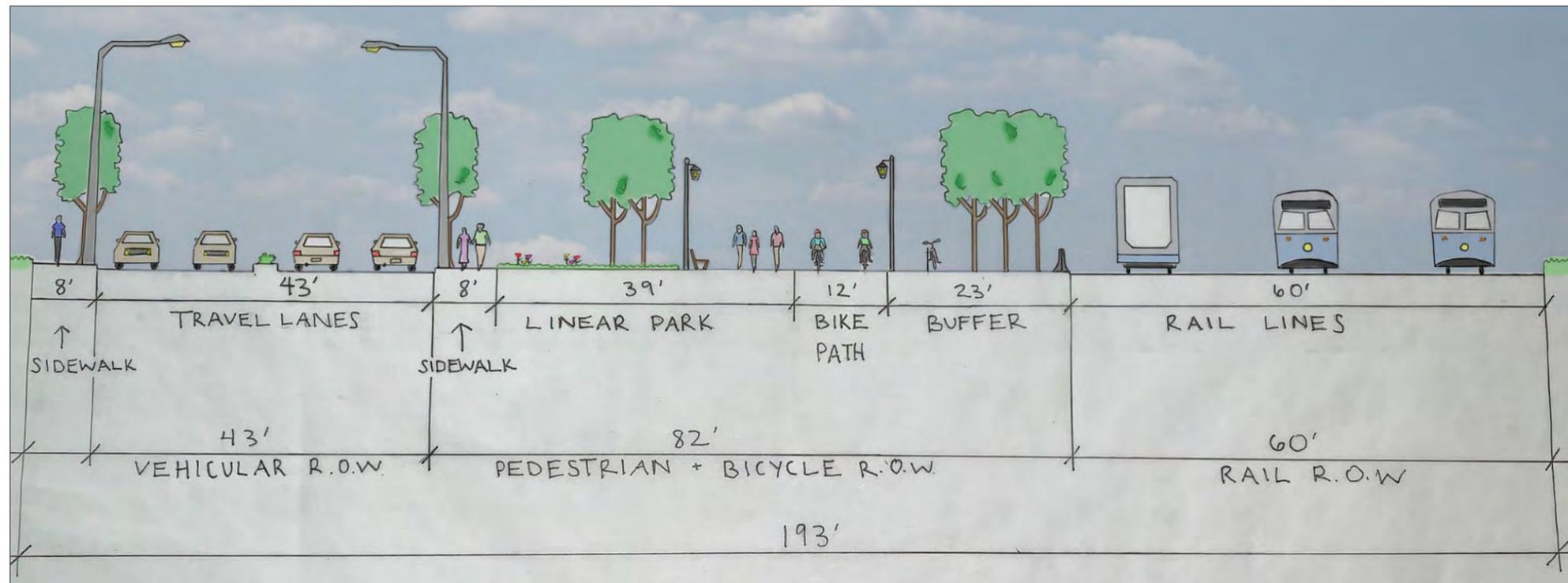
-  Trees
-  Streetlights
-  Railroad
-  Bike Lane
-  Gazebo

Illustrative site plan of South Monterey's proposed streetscape and circulation design.

Design Guidelines: South Monterey

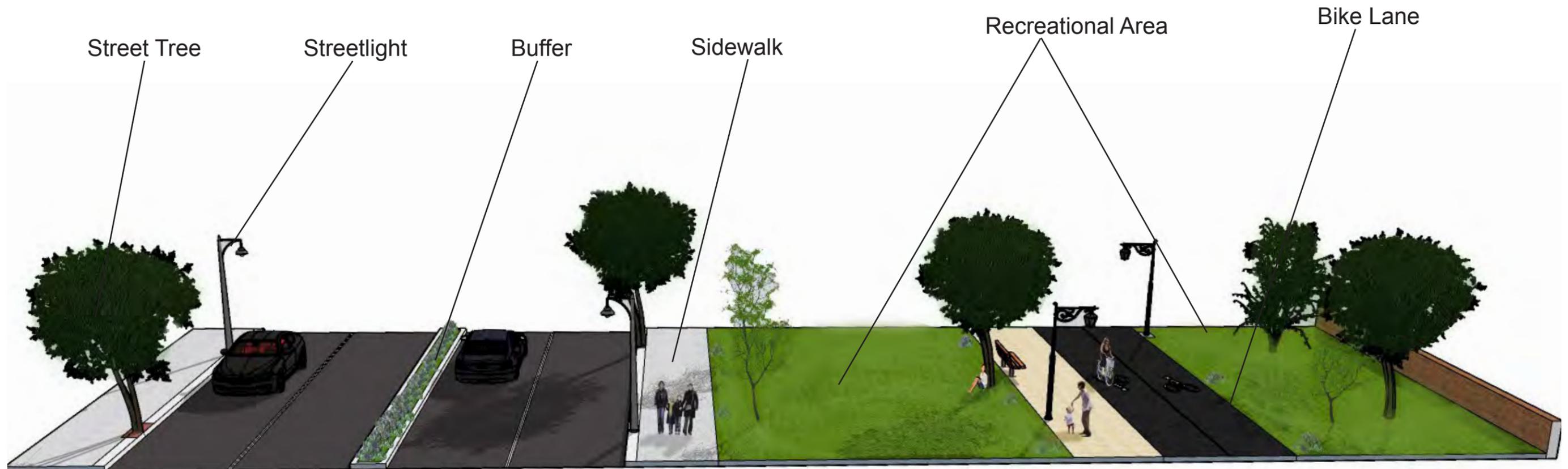


Existing conditions on South Monterey.
(looking North)



Proposed section BB' concept
for South Monterey
(looking North)

Design Guidelines: South Monterey



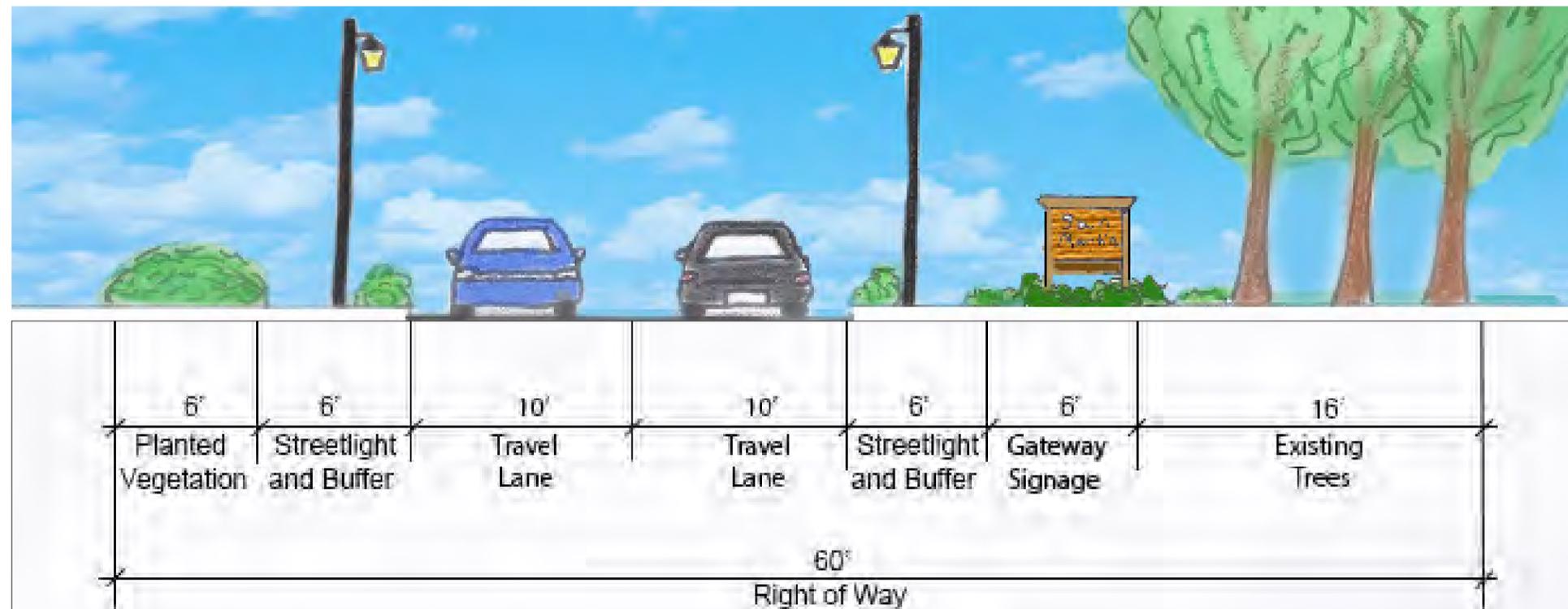
Proposed section and landscaping for South Monterey showing the linear park along the railroad on the right. (looking North)

Design Guidelines: East San Martin

East San Martin Avenue will have bike lanes on either side and angled parking on the northern side of the road to serve local businesses. All of San Martin Avenue will have streetlights, street trees or planted buffers, and raised crosswalks to make for a more pedestrian friendly streetscape.

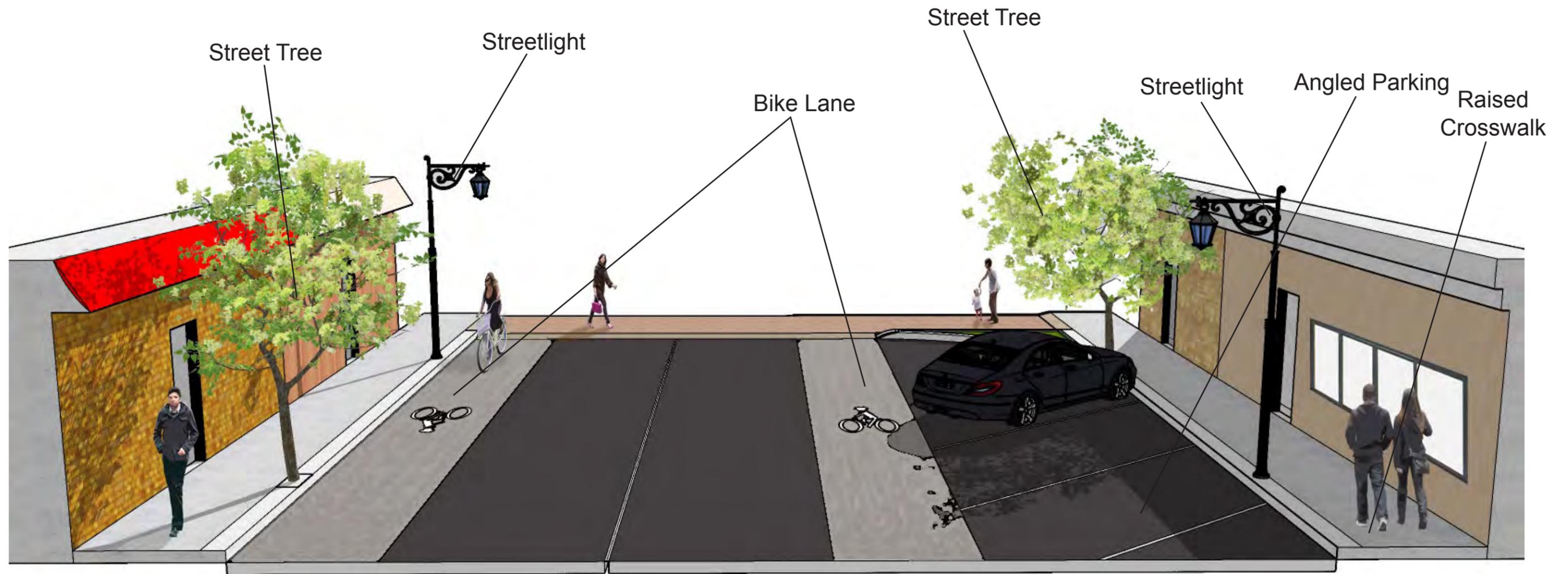


Existing conditions on East San Martin.



Proposed section concept for East San Martin (looking West) showing the gateway sign.

Design Guidelines: East San Martin



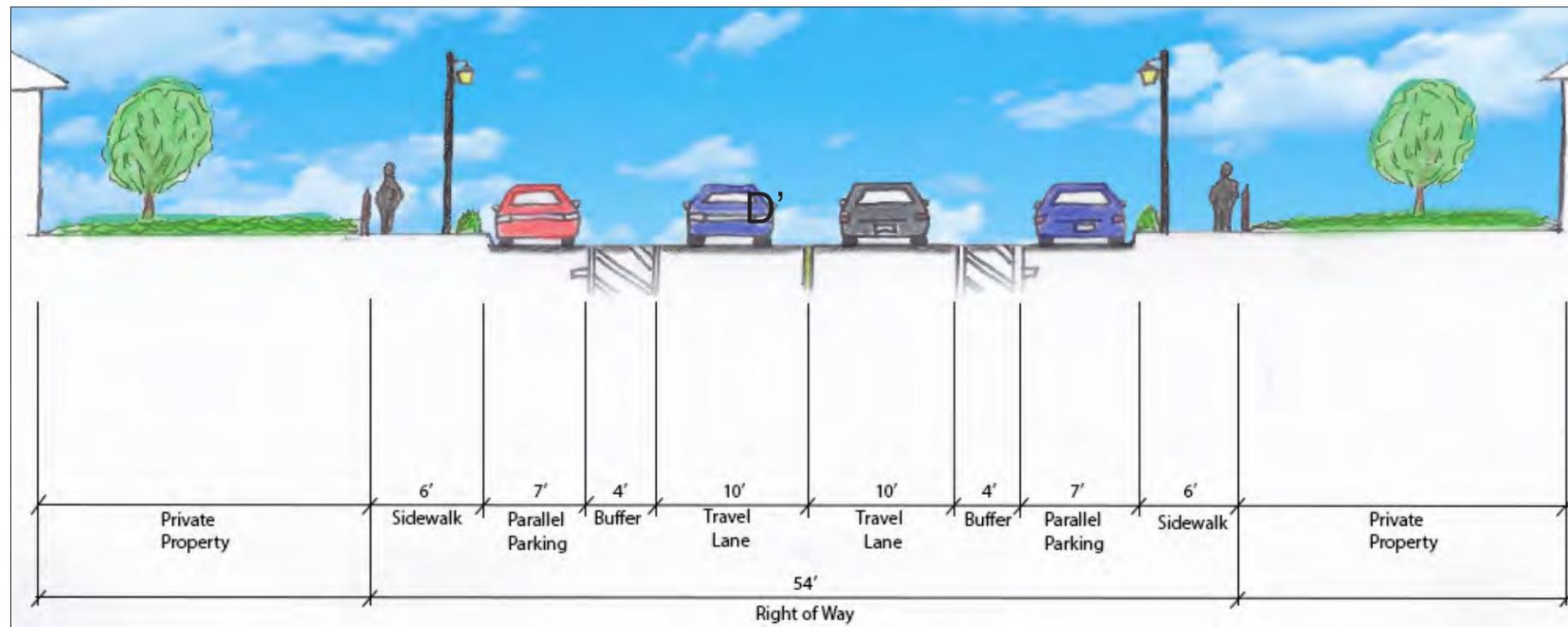
Proposed section and landscaping for East San Martin. Commercial buildings with no set backs, comfortable sidewalks, bike lanes, narrow travel lanes and angled parking.

Design Guidelines: West San Martin

San Martin Avenue will be upgraded to a complete street, both in the village core and residential blocks, providing improved connectivity to the downtown from the surrounding neighborhoods and increasing accessibility for pedestrians and cyclists. West San Martin will have parallel parking on both sides as well as a protective buffer between the parking spaces and street.



Existing conditions on West San Martin.



Proposed section concept for West San Martin.

Design Guidelines: Depot Street

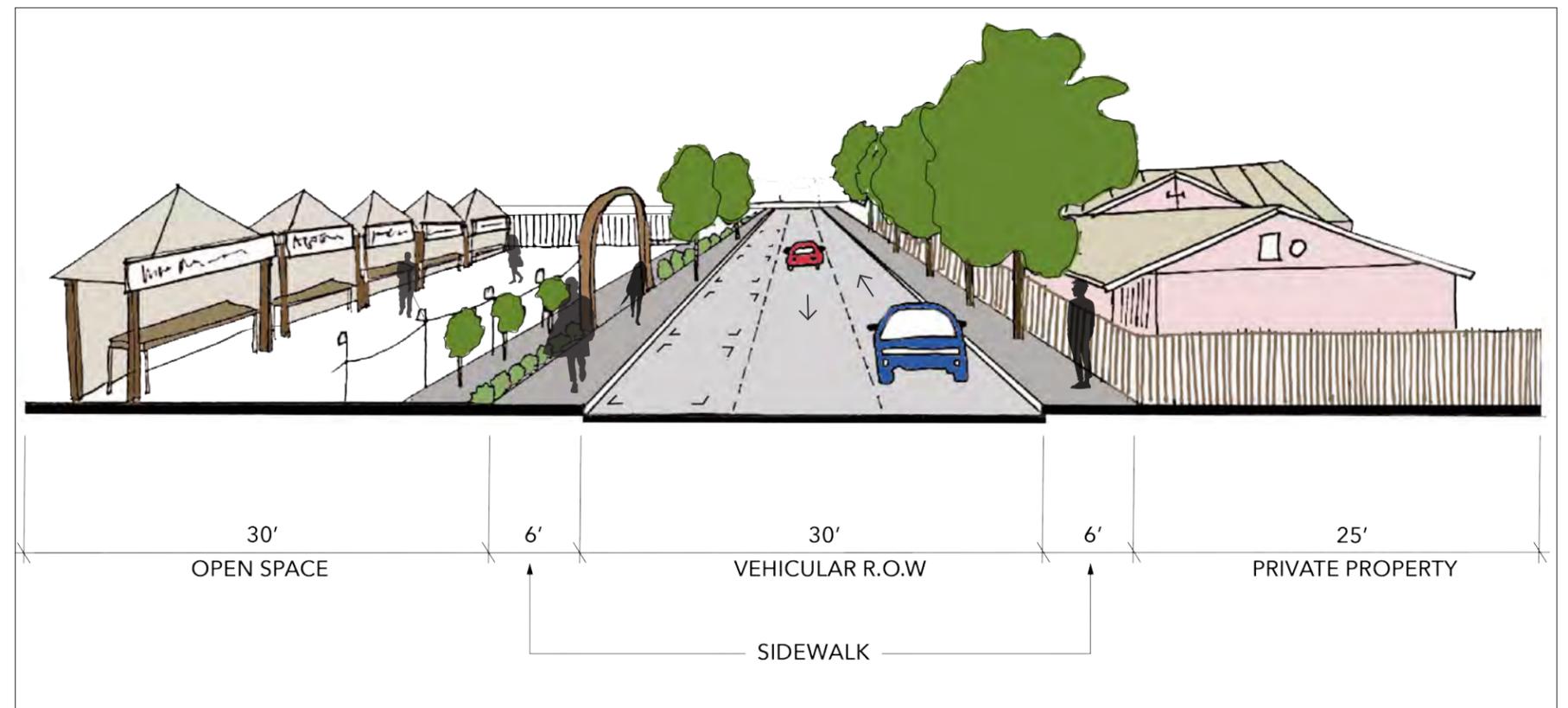


Existing conditions on Depot Street.

Currently, the uses on South Depot Street consist of a truck rental facility on the West and a residential neighborhood on the east side. As per the proposed land use map, the project converts the truck rental area into a community space. The proposed section concept below depicts a farmer's market that could be organized weekly, or other local events that could add recreational value to the area.

Like in many other streets in the area, Depot Street does not have sidewalks. Adding sidewalks and street trees will prove extra important in providing a safe and welcoming environment for the local residents and visitors. Additionally, the street's West side will have curb parking while on the east side it should be interrupted to accommodate private residential development.

Proposed section concept for Depot Street looking North, showing a farmers market at the proposed community space next to the future train station.



Gateway Design

There will be four gateways marking the entrances to San Martin and welcoming visitors: Monterey Highway North and South, and East and West San Martin Avenue. Modeled on the existing sign they will be cohesive but each will have unique internal designs and will be accented by special lighting and appropriate drought tolerant landscaping.



View of welcome sign with appropriated landscaping and lighting.

Gateways for North and South Monterey Highway



Existing South Monterey sign with landscaping improvements.



New sign at the corner of Monterey Highway and Roosevelt Avenue shows a live branch and people symbolizing peace and a welcoming atmosphere.

Gateways for San Martin Avenue



West San Martin Avenue sign: Tree as a symbol of relationships to rural surroundings; located at intersection of San Martin Avenue and Colony Avenue.

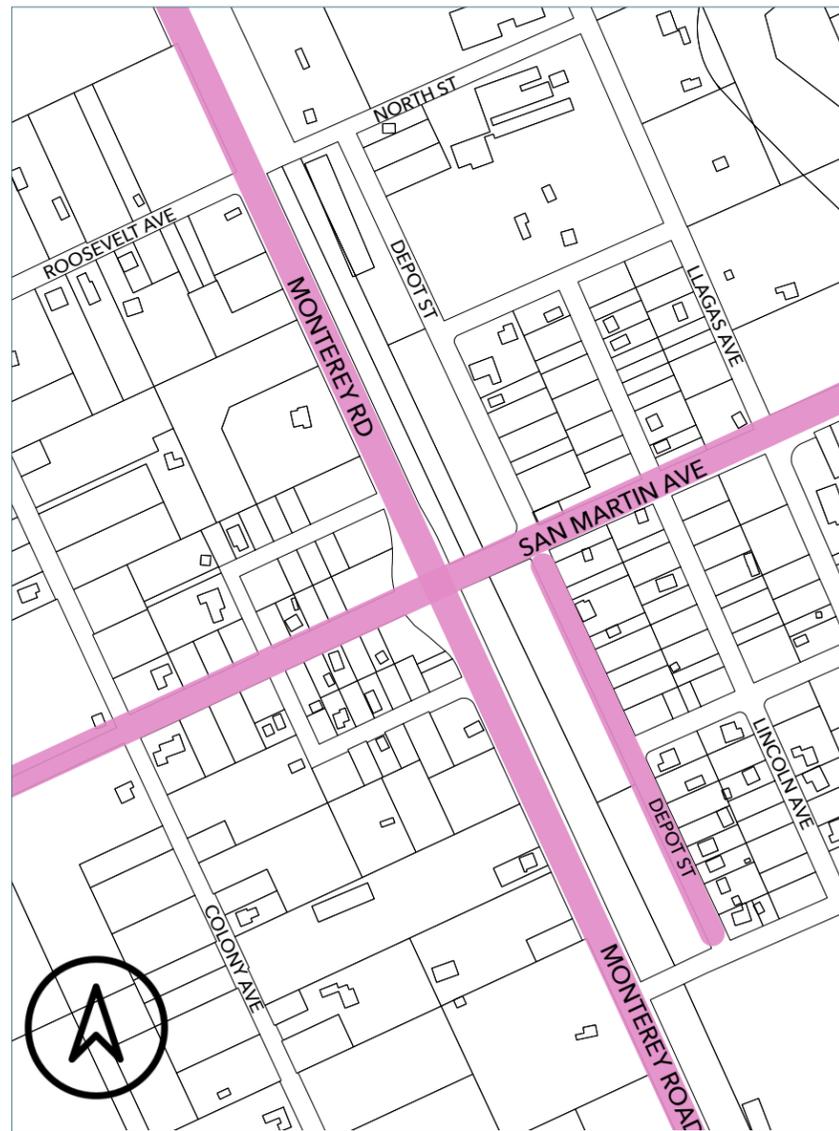


East San Martin Avenue sign: Grapes representing the town's agricultural-heritage; located at intersection of San Martin Avenue and Llagas Avenue.

IMPLEMENTATION PHASING

Short term: 5 Years

The first phase of this redevelopment plan includes streetscaping, gateways, and signage along Monterey Highway and San Martin Avenue. As the proposed rail station and platform will be located along Depot Street, streetscaping opportunities and pedestrian and bicycle infrastructure improvements will be made in this area in the short term.



Medium to Long term: 10 Years

Medium to long term implementation includes all design guidelines applicable to private lots and buildings. This will allow for a design aesthetics around the entire village core, providing a coherent community character and strong agricultural identity. This phase could also include installation of pedestrian street lighting.



THEME 1: STREETSCLAPING, GATEWAYS, AND DESIGN GUIDELINES



Gateway sign for East San Martin located just before the bridge.

Team 1.2

Jessica Romero

Willie Amaya

Jack Combs

Christabel Soria

This team's project uses circulation, streetscaping, and gateways to connect people to the downtown core. Similar to the County, this plan will contribute to the vision for a better place. Two of the gateways in San Martin are located North and South of Monterey Highway. Adjacent are gateways located at the East and West ends of San Martin Avenue. These gateways will serve to inform residents and tourists alike that they have arrived in the agricultural community of San Martin.

This plan contains three main goals to address the community's concerns with roads and circulation, non-residential design, and maintaining "ruralness," while creating livable communities that promote the social and economic well-being. The first goal is to create a cohesive and uniform design theme for San Martin. The second goal aims to promote pedestrian traffic at the core of San Martin to improve economic viability. The design will not only make San Martin safer for pedestrians but will also improve the economic viability of the area. Lastly, the third goal plans to bring together the social, economic, and community aspects of San Martin by strengthening local neighborhood ties. The downtown area will serve as an anchor point for new and infill development that will revitalize the area.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Create a cohesive and uniform design theme for San Martin.

Objective 1.1: Create a design theme that is more cohesive to San Martin's agricultural character.

Design Idea 1.1.1:

Use an architectural style that is consistent to the City of San Martin's design guidelines and rural character.



Example of rural western false front architecture.

Objective 1.2: Objective 1.2: Enforce a building height restriction and appearances that complement each other.

Design Idea 1.2.1:

Enforce a building height restriction of two stories to maintain the small-town image that currently exists in the City of San Martin.

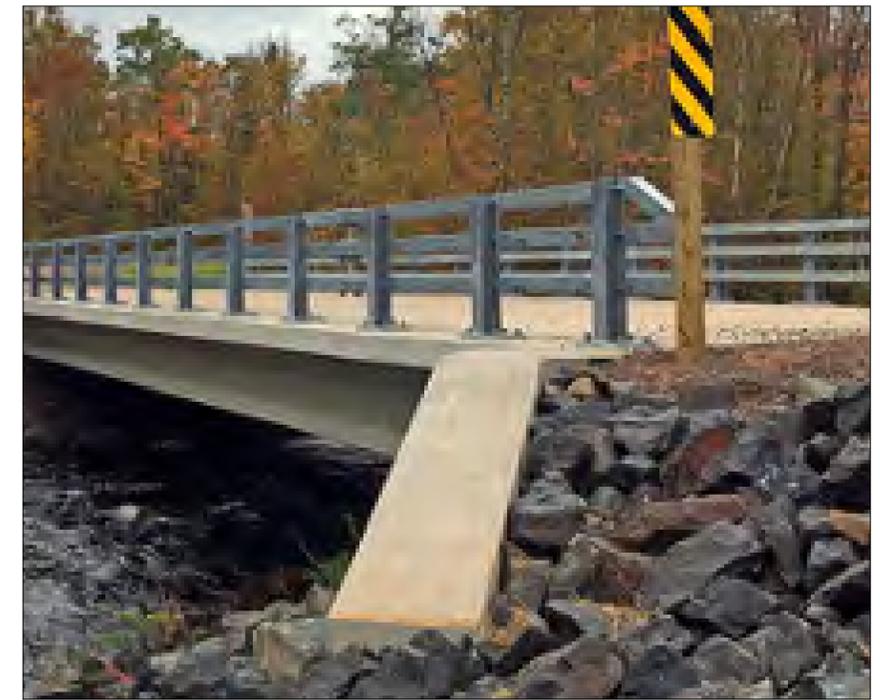


Example of two story buildings with small-town concept.

Objective 1.3: Preserve the natural beauty and the agricultural town character of San Martin.

Design Idea 1.3.2:

Utilize Llagas Creek as a natural gateway to the site.



Example of utilizing the natural environment as a gateway.

Goal 2: Promote pedestrian traffic at the core of San Martin to improve economic viability.

Objective 2.1: Improve safety and walkability of the City of San Martin's downtown core.

Design Idea 2.1.1:
Improve crosswalk and intersection lighting.



Example of additional streetlights along a crosswalk and street signs to promote pedestrian safety.

Objective 2.2: Allow for ample parking throughout the City of San Martin's downtown core.

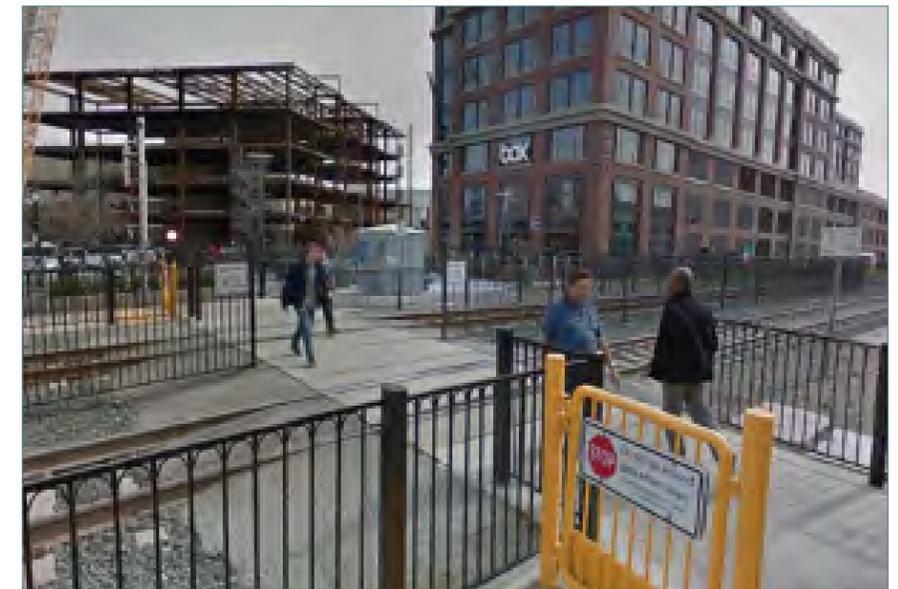
Design Idea 2.2.2:
Retain current or expand the parking at train station to allow for visitors to park nearby the downtown.



Parking for the train station, improving accessibility and comfort for visitors and residents.

Objective 2.3: Add additional sidewalks and crosswalks throughout the City in areas with the potential high level pedestrian traffic.

Design Idea 2.1.2:
Implement additional pedestrian and bike crossings to improve connectivity within different land uses.



Example of pedestrian at grade crossing of railroad.

Goal 3: Bring together the social, economic, and community aspects of the City by strengthening local neighborhood ties.

Objective 3.1: Design improved community areas that also promote local businesses.

Design Idea 3.1.1:
Rent daily to weekly open market spaces.



Example of a market space promoting local art and crafts.

Objective 3.2: Promote periodic community events.

Design Idea 3.2.1:
Host weekly farmer's markets to promote the agricultural character and local farmers of San Martin.:



Example of farmer's market for local produce.

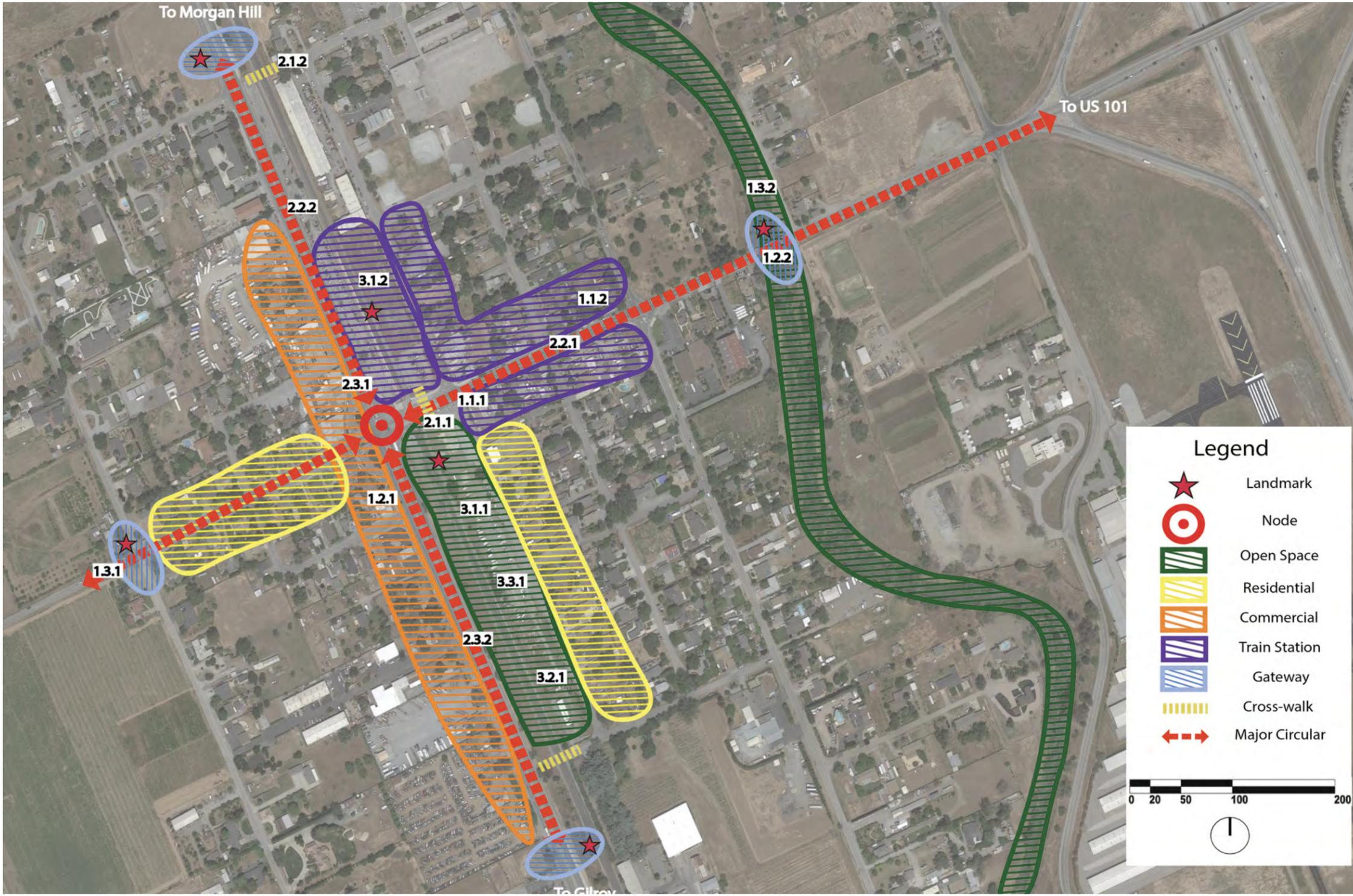
Objective 3.3: Prioritize improving vacant land.

Design Idea 3.3.2:
Create a community improvement program focusing on cleaning up vacant lots (Place in Park).



Example of a community gardening program.

CONCEPT DIAGRAM



Design Guidelines:

The project area is divided into five different land uses consisting of:

- Open Space
- Residential
- Commercial
- Mixed Use/Transit-Oriented Development (TOD)
- Gateways

The proposed streetscaping solutions and design guidelines were developed to achieve standardization and consistency within each land use.

The land use map shown on the right depicts where each use will be located. Each land use corresponds with a specific set of design guidelines. Gateways are represented by a red star symbol.



DESIGN GUIDELINES: RESIDENTIAL

The residential design guidelines are focused on are the residential areas closest to the intersection of Monterey Highway and San Martin Avenue. They are unique in that they have a higher density than the rest of the San Martin.

The rest of the residential areas in the town are rural residential and have their own set of guidelines. Because of this, unique design guidelines have been created.

General:

These guidelines will apply to all buildings in the residential area and are meant to maintain a quiet neighborhood feel for those that live in these areas, while allowing for some growth to occur.

Architectural Design & Aesthetics

- There shall be no blank facades towards the street..
- Architectural design shall fit the character and scale of the surrounding buildings.
- Buildings shall take on an agrarian feel and appearance. The image shows an example of a house on San Martin Avenue that shows the desired character and appearance.
- Buildings shall not exceed two stories.
- Setbacks on the front of the properties shall be at least 10 feet from the sidewalk.
- Setbacks on the side of the properties shall be at least 5 feet.



Single-Family Housing:

The focus of these guidelines is to reduce the impacts of new development on single-family houses in this area. It is important to maintain a safe and quiet neighborhood.

- A lot will consist of only one dwelling unit per property. (Exceptions will be made for small additional units as per state law.)
- No more than five members that are not related by marriage or blood may reside in a single household.

Live-Work:

To allow for more businesses in the central areas of San Martin, some live-work buildings in the residential area will be allowed. These will only be allowed by permit and will be only granted businesses deemed to have minimal impact on traffic and noise in the neighborhoods.

Building Layout

- The bottom floor or front of the building shall be used for business.
- The rest of the building shall be used for residence.
- A maximum of 1,500 square feet or 50% of the total square footage of the building, whichever is lower, may be used for business.

Restrictions

- No commerce or deliveries will be conducted between the hours of 9am and 9pm. (Business may be conducted inside of the building.)
- Noise outside of the property boundaries may not exceed 45dBA between hours of 9pm and 9am.

Parking

- Street parking will be restricted to those who live and work in the permitted area. (There will be short-term parking spaces one for every three lots for delivery and guests.)
- Residents shall have off-street parking for at least two vehicles.
- Business will be allowed to save one street parking spot in front of their building specifically for guests. The rest will have to park outside the residential area or in the property's off-street parking.

Bed & Breakfast:

In an effort to increase tourism in the City of San Martin, small area bed & breakfasts will be allowed to operate in the residential areas

- There will be a limit on guests and rooms. (Maximum of four guest rooms.)
- The number of guests at one property for a given night shall not exceed eight people.
- A bed and breakfast must have at least one off-street parking spot per guest room.

Circulation & Streetscaping:

Roads

- The roads in the residential area will be one lane in each direction.
- Where there is enough room in the right-of-way, there will be a lane for parallel parking on either side of the street.

Roadway and Parking Widths

- Where roads can be made 39 feet wide, a 39-foot diagram will be used.
- When the 35-foot plan cannot fit, the 29-foot will be used.

Sidewalks

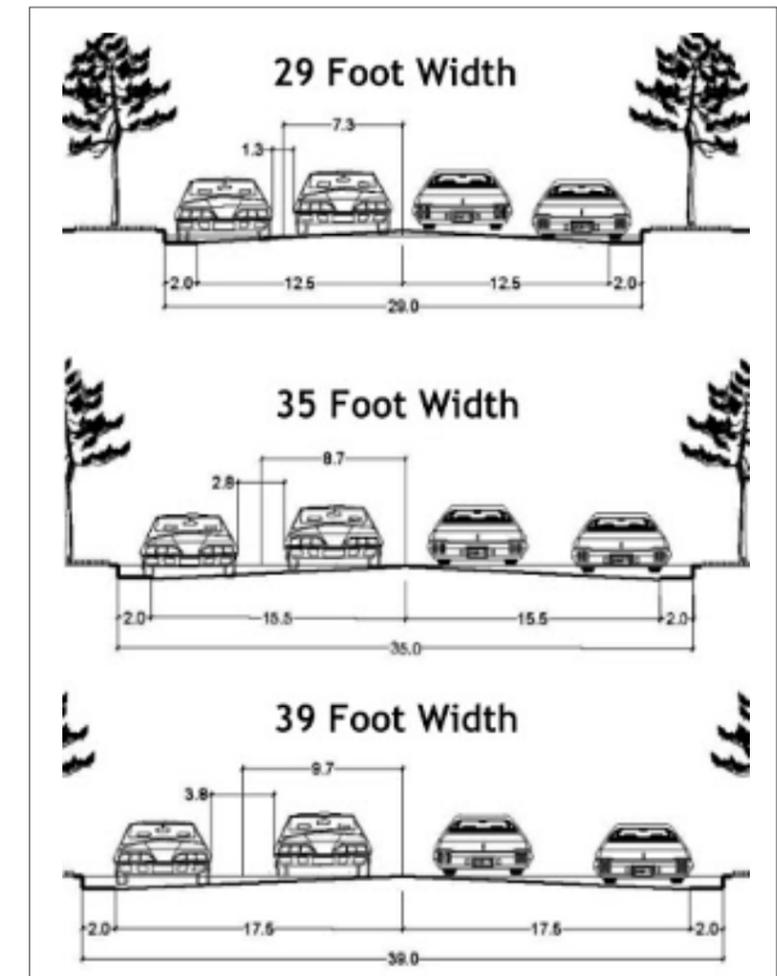
- All properties in the residential areas shall have a sidewalk in front of them.
- The sidewalk must be made of concrete.
- The lot proprietor should maintain the sidewalks in front of their property.
- Sidewalks should be appropriately landscaped and include trees for shading.



Example of contemporary home appropriately designed with a rural character.



Example of an appropriately designed bed and breakfast in Mendocino, CA.



Example of different types of residential street sections.

DESIGN GUIDELINES: COMMERCIAL

The purpose of these guidelines is to protect the architectural character and maintain the special identity of San Martin.

They will outline the design criteria and standards for store fronts, site planning, building design, landscaping, streetscaping, and

Commercial Zone:

The commercial zone is an area of a City that is zoned for commercial businesses to reside next to and near each other. This is key in attracting existing and new customers to local businesses. Additionally, it provides as a central hub where people can work, shop, and dine while local businesses are thriving.

Site Planning and Design

- Building should face the street to add a walkable environment.
- Buildings at intersections should have “cut-offs” to mark the corner as a special place.
- Businesses should be visible and easily accessible via the main streets.
- Architectural design should follow an agricultural and western style.
- Commercial buildings along East San Martin Avenue should have no front setbacks.
- Encourage usage of rural motifs such as wagons, farm implements, wine presses, or antique water tanks.

Storefront Design

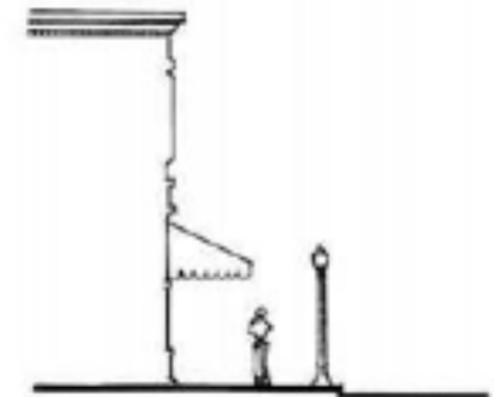
- All store entries and exists must be level with the sidewalk.
- Storefronts should complement their neighboring buildings.
- Neutral colors, wood, and brick are recommended for storefront building materials.
- Awnings, of simple color and detail, should be used to provide visual symmetry in the downtown core.
- Retail store facades should consist of at least 50% glass to allow for visual display and street transparency.
- Display windows should only be clear glass, not tinted or reflected.
- Signs may be placed flat or painted on the facades of buildings. Their length should not exceed 2/3 of the facade’s, and their height should not exceed 1/3 of the height of the main door.
- Signs are encouraged to be unique to the character of the business they are advertising but their design needs to be responsive to the context.

Building Criteria

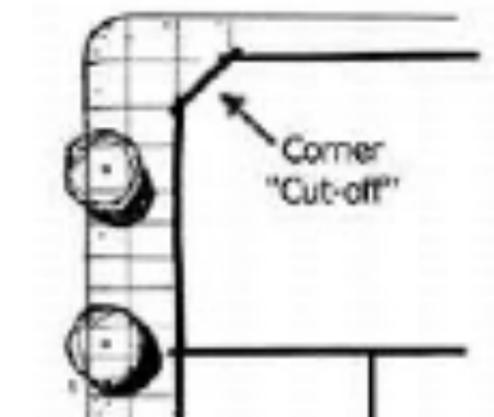
- Buildings should create an attractive exterior form by using variation of colors, textures, and materials.
- Preserve the design of significant structures and neighborhoods adjacent to the commercial/core area.
- New buildings should contribute their own identity to the site while complimenting surrounding buildings.
- Have consistent building materials.
- Buildings should maintain sense of human scale through building height, wall offsets, overhang roofs, windows, and entries.



Example of well articulated commercial buildings with consistent awnings and signage design.



Example of overhang for retail uses.



Example of a store corner “cut-off.”

Circulation

Pedestrian Circulation

- Storefronts should be all the same level as the sidewalk to allow easy inflow/outflow of pedestrian traffic.
- The commercial zone shall have safe pedestrian walkways from public sidewalks, the residential zone, and transit facilities.
- Pedestrian walkways and public sidewalks should be made of different surface materials than roadways.
- Sidewalks should be a minimum of five feet. In areas of higher pedestrian traffic, they should be at least of eight feet wide.
- All sidewalks should interconnect or lead to areas such transit facilities, street crossings, building entrances, and public open spaces.

Vehicular Circulation

- Design elements of vehicular roadways should be aesthetically pleasing in the commercial zone.
- Vehicular and pedestrian circulation should have strong systems that focus on linkages between usages.
- Passenger drop-off areas shall be allowed through the use of signs indicating “drop-off zone,” or “passenger loading zone.”

Parking

- Commercial parking should be preferably located behind the buildings or on one of their sides.
- Street design should provide for curb parking.
- Parking lots should be appropriately paved, preferably with permeable materials.
- Parking lots should be well lit.
- Shields shall be utilized to prevent bright lights reaching across property lines or into residential units.

Landscaping

- Freeway on and off ramps to shall have attractively designed landscape.
- Street trees and plants should be placed along public sidewalks and pedestrian walkways.
- Plant boxes should be used to beautify sidewalks, walkways, storefronts, and building entries.
- A minimum of ten percent of landscaping shall be required on all commercial parcels.
- Parking lots should be buffered parallel to the sidewalk, and consist of a combination of low plants and trees.
- One shade tree shall be planted for every 7 parking spaces.
- Landscape islands are required in the middle and ends of parking rows.

- A street tree planting plan should be developed by the county to recommend plant species and locations.
- Parking lots should be well lit.
- Shields shall be utilized to prevent bright lights reaching across property lines or into residential units.

Streetscaping:

Streetscapes are vital in all commercial projects. It brings life, color, and aesthetic to a site. View corridors to the downtown must be preserved or prioritized through signage, landscaping, and increased street lighting. These guidelines are intended to provide safe and esthetic access to the site.

Lighting

- Spacing, location, type of lighting, height, and level of brightness shall be reviewed and approved by the county and community of San Martin.
- All lighting and fixture styles should be uniform throughout the commercial zone.
- Street lighting in the downtown core shall be providence style lighting.
- Commercial lighting that is adjacent to residential areas shall avoid disruptive brightness or glare.
- Spot or direct lighting shall face a specific target, such as an entry, to avoid disrupting nearby aesthetics.
- Light poles shall be at least ten feet high on public sidewalks.

- Colored accent lighting is prohibited, with the exception of seasonal/holiday light displays.
- Lighting shall be designed and placed appropriately to prevent dark areas that could be a safety concern.

Street Furniture

- Bike racks shall be located near transit stops and on every commercial block, preferably at sidewalks bulbouts.
- At least one bench shall be located on each commercial block.
- Sidewalk bulbouts are preferred locations for the location of benches.
- Benches may be in honor of community members and should be responsive to the surrounding design.

Signage

- Welcoming signs shall be placed at the North, South, East, and West Gateways.
- Gateway signs shall be consistent with the community’s rural character and responsive to its immediate context.

DESIGN GUIDELINES: TRANSIT ORIENTED DEVELOPMENT (TOD)

Transit Oriented Development (TOD) consists of medium-high density residential units coupled with a variety of commercial and retail uses. This type of development

is encouraged within walking distance to the train station and bus stops, and particularly around the intersection of Monterey and San Martin.

Mixed-Use Buildings:

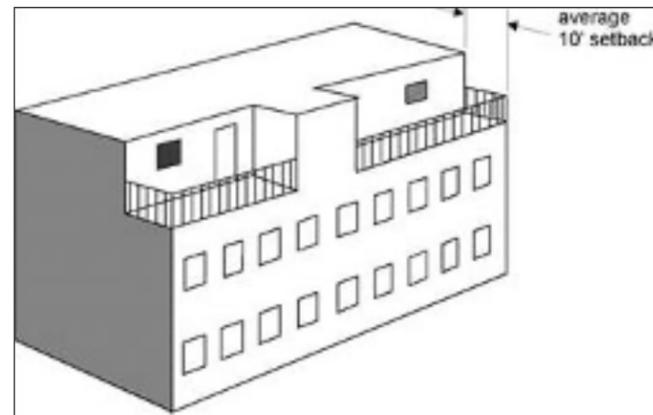
Mixed-use buildings offer a combination of complementary uses including office, commercial, and residential spaces all within the same building. In this TOD, the first level of the buildings is exclusively commercial/office, while residential units are on the top levels.



Example of matching building heights.

Architectural Design

- Storefronts should face public streets and pedestrian spaces.
- Utilize historic architectural forms and materials unique to San Martin.
- Storefronts should have street-facing windows.
- Incorporate natural materials when possible.
- Materials and colors should complement the building's architectural style.



Example of 10-foot setback at top floor.

Building Height Restriction

- Building height is restricted to two stories. A third story is allowable if stepped back by at least 10 feet.

Setbacks

- Any building over two levels is required to create a ten foot minimum setback on the third level to give the appearance of a smaller building.
- Implement a setback of one foot from sidewalk to allow for landscaping.

Building Signage

- No sign shall exceed 20 feet wide by 10 feet tall.
- Neon lights are encouraged to attract pedestrian traffic.
- Building address numbers must be visible for pedestrians and vehicles.
- Sidewalk signage is not permitted.
- Signage may not hang over, block, or encroach upon pedestrian sidewalks or vehicular traffic.
- Signs are not allowed on rooftops.

Walls and Facades

- Awnings and trellises can be used to add visual interest.
- Stone, wood, and other natural materials should be used on street-facing facades.
- Earth tones such as browns, tans, greys, and beiges should be used for exterior paint.
- Decorative wall lighting should be used near pedestrian entry.

Circulation:

Pedestrian and Vehicular safety is the highest priority in the TOD design area. It is important that people are able to easily maneuver around San Martin quickly, safely whether they are walking, biking, or driving. Sidewalks, crosswalks, bike lanes, and vehicle lanes are all a part of a complete and safe right of way.

Parking

- Mixed used buildings must provide residential off-street parking for residents.
- On-street parking within the TOD will utilize angled parking spaces.
- *Same guidelines for commercial buildings shall apply.*

Pedestrian Circulation

- All public pedestrian walkways should be well-defined and ADA compliant.
- Materials may include but are not limited to brick pavers, concrete pavers, non-slip tile, textured or colored concrete, or flagstone.
- Sidewalks should connect parking lots to buildings and other public spaces.
- Adequate street lighting should adorn all public sidewalks

Crosswalks

- Crosswalks should be provided at all major intersections along San Martin Ave., Monterey Rd., and Depot St.
- Crosswalks should be well lit and painted with reflective materials.

Streetscaping:

Streetscaping is a term that refers to the elements that make up the natural and built environment within a street. Streets are a public space where people circulate, rest and congregate.

Street Furniture

- Benches will be situation on every other block within the downtown core on San Martin Avenue and Monterey Highway.
- Benches will be situated so they are not blocking pedestrian circulation.

- Furniture should be placed so that they are not blocking pedestrian circulation.
- Lighting will be of the agricultural style and cohesive with design elements.
- Lighting height should match the scale of the surrounding buildings.
- Vehicular oriented light fixtures (25 feet) should be used at intersections and pedestrian crossings.
- Pedestrian lighting (15 feet) should be used along public sidewalks in the downtown core.

Street Signage

- All intersections will be marked with the same style sign and text.
- Every block of Monterey Highway will have a “Welcome to Historic Monterey Highway” sign.



Example of historic street sign design.

Landscaping:

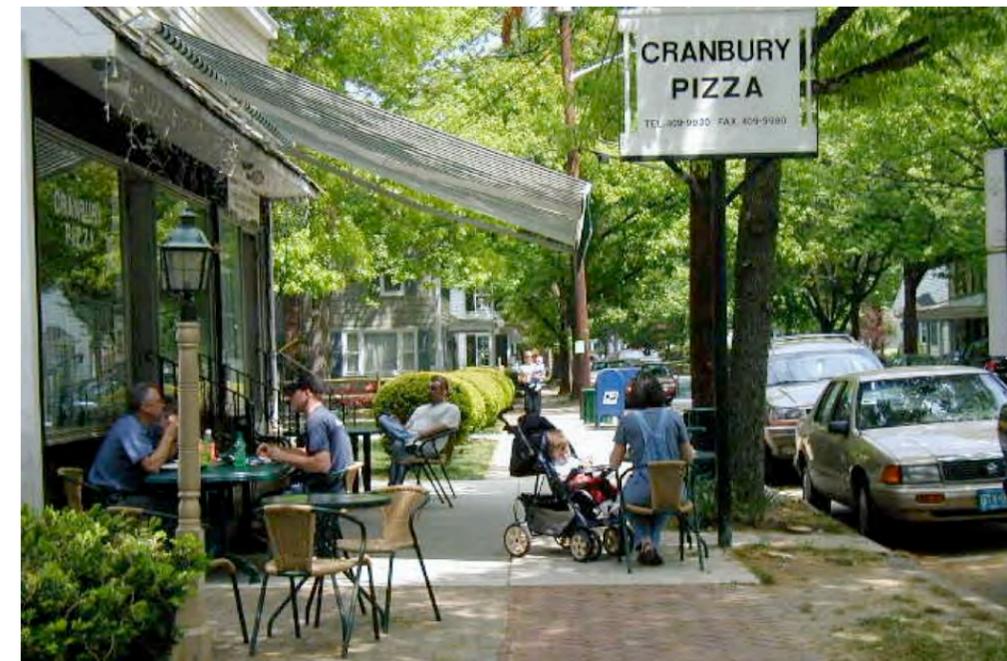
The use of plants and natural materials such as rocks and woods can enhance the natural character of a space. A landscaped area signifies a sense of place, importance, beauty, and offers a positive impact on the visual experience that is created in the downtown core.

Trees and Planters

- Street trees should line public sidewalks along both sides of Depot Street, Monterey Highway, and San Martin Avenue.
- Trees should be planted at approximately every 25 feet.
- Trees should allow for good visibility at intersections, into surrounding businesses and signage while still providing shading.

- Planters for sidewalk trees should be grated for pedestrian safety.
- Tree species should be in compliance with County list of recommended trees.
- Wide shade canopy should be a primary factor for choosing tree types.
- Boxed in flower planters should be used to enhance the visual appearance of storefronts and businesses.
- Colorful flowers and succulent are encouraged for the planter boxes.
- Wood and metal materials should be used in constructing planter boxes.

Example of the attractiveness of a well landscaped sidewalk.



DESIGN GUIDELINES: OPEN SPACE

The Open Space Design Guidelines promote meaningful green spaces within the project in order to connect to and enhance an overall circulation system of pedestrian amenities. It is anticipated that by creating a cohesive Open Space Plan for all development projects, quality of life for future residents will be increased.

These guidelines address how community spaces and green infrastructure will be incorporated within community and neighborhood designs to create livable, functional, sustainable, and aesthetic communities that stand the test of time.

Circulation:

Mixed-use buildings offer a combination of complementary uses including office, commercial, and residential spaces all within the same building. Generally, the first level of the buildings are exclusively commercial and office, and residential units are placed on the above levels. Provide parks near residential development in the downtown core.

Pedestrian Circulation

- Provide parks near residential development in the town center.
- Develop a network of shared-use pedestrian and bicycle trails to enable connections within parks, nearby neighborhoods, public amenities, and major pedestrian and bicycle routes.
- Sidewalks in park and trail areas to be a minimum of ten feet wide to allow for multiple uses.
- Encourage sidewalks with creative designs with pavers and contrasting concrete pavers to enhance aesthetics and place making.

Parking

- Parking lots for open space access should be developed in calmer areas of traffic.
- Parking lots should be distinguished with proper signage.
- Parking lots need to be paved and provide adequate lighting to ensure safety.
- Parking lots should have subgrade or above grade planter boxes with trees, bushes, shrubs, or flowers to provide shading and please the eye.

Streetscape:

Furniture

- Site furniture and light fixtures should follow the same design concepts as the major structures on the site.
- Allow for areas that have movable chairs and tables.
- In areas of high pedestrian traffic volumes, ornamental tree guards that complement bench and trash receptacles should be used.

Pathways

- Pedestrian spaces should have detailed and well-defined paving design. Materials may include concrete or brick pavers, tile, scored, colored and textured concrete, or flagstone.
- Provide sidewalks and pathways to and from streets and parking lots, buildings. (These spaces should be enhanced with lighting, planters, public amenities, and textured paving.)

Landscaping:

General Design Aesthetic

- Parks and open space should include softscape elements such as open grassy areas, shrubs, flowers, or trees for shade or ornamentation, and water features.
- Deciduous and evergreen trees should be used to provide a variety of texture, color, and form.
- Park structures should encompass a rural aesthetics.

- Designate a main entry point into the park, trail, and open space.
- Provide a setting for events sponsored by the town, county, or community organizations.
- Create an attractive and inviting facility through the inclusion of raised planters, seating areas, meeting and gathering sites, and well-designed gates and entries.

Trees

- Utilize existing trees or plant new trees to create shade in passive and active activity areas.
- Deciduous and evergreen trees should be used to provide a variety of texture, color, and form in planting areas.
- Flowering trees and colorful planting should be used to accent vehicular and pedestrian entries.

GATEWAY PROPOSALS FOR MONTEREY HIGHWAY

North Gateway

Located on the west side of Monterey, just before Roosevelt Avenue, it is the second most important gateway, welcoming drivers from Morgan Hill and the Silicon Valley.



Existing conditions of proposed location.



Proposed sign at North Gateway with appropriate landscaping and lighting. Note that the redesign of Monterey includes a landscaped median.

Illustrative Site Plan

The North Gateway captures the town's rural character and aligns with the Gateway Design Guidelines that are proposed. Adding a landscaped median would welcome visitors and improve the overall gateway on entering and exiting town. The welcome sign uses the same horse design as the existing welcome sign and in the proposed South Gateway. Landscaping along both sides of the road and lighting help distinguish the gateway as a place with a purpose.

Legend

- Gateway
- Residential
- Commercial



South Gateway

Located on the east side of Monterey Highway, just north of Cox Avenue, it welcomes drivers from Gilroy and the South.



Existing conditions of proposed location.



Proposed sign at North Gateway with appropriate landscaping and lighting.

Illustrative Site Plan



GATEWAY PROPOSALS FOR SAN MARTIN AVENUE

East Gateway

This is the most important gateway into San Martin since it is used by drivers arriving from Highway 101, and it is marked by an interesting contrast between rural and urban lands, the creek and the bridge.

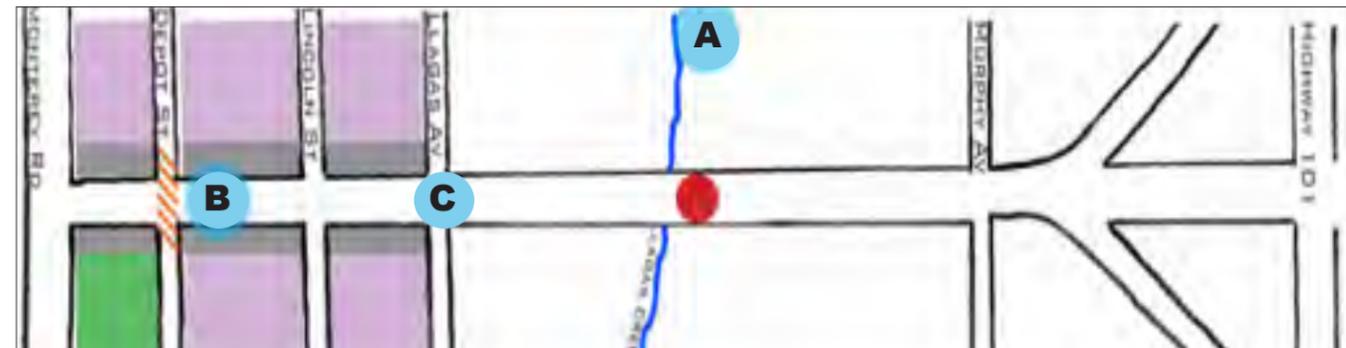


Existing conditions of proposed location.



Proposed signed archway by the bridge and creek.

The East gateway arch is located just before the bridge over Llagas Creek, a natural edge for drivers entering from Highway 101. The proposals for San Martin include multi-purpose trail along Llagas Creek (A) that will be also celebrated by the location of the archway. New pedestrian crosswalks will be added at the intersections of Llagas Avenue and Depot Street (B and C): they will provide continuity for the trails along the creek as well as enhanced walkability on East San Martin Ave.



Illustrative Site Plan

Legend

- Pedestrian Crosswalk
- Pedestrian Sidewalk
- Gateway
- Mixed Use Transit Oriented Development
- Public Open Space & Community Park



Multi-purpose trail along Llagas Creek.



Example of a safely marked crosswalk.

West Gateway

Marks the transition from a rural residential setting into the village core. Located at the south-west corner of Collony Avenue.



Existing conditions of proposed location.



The proposed sign mimics the mountainous landscape at the distance. Electrical, phone and internet cables are moved underground.



Illustrative Site Plan

IMPLEMENTATION PHASING

Short-Term:

- Revisit and upgrade the signage and lighting program to be congruent with the County.
- Walking trail Open Space along Llagas Creek.
- Apply appropriate landscaping design guidelines.
- Allow for community feedback on the downtown core and upgrade as necessary.
- Start planning the specific design of gateways per design guidelines.

Long-Term:

- Open Space and park along Monterey Road.
- Add pedestrian access along all four gateways.
- Increase biking facilities to access the downtown core to and from the gateways.
- Move utilities underground where necessary.
- Implement median landscaping along Monterey Road.

THEME 2: NORTH MONTEREY HIGHWAY

*Distribution of project area for Theme 2:
North Monterey Highway.*



THEME 2: NORTH MONTEREY HIGHWAY

Team 2.1

Meredith Milam
Courtney Marchi
Justin Nelms
Michael Pham

This project sub-area begins north of Roosevelt Ave and continues south along Monterey Highway until and including the intersection with San Martin Avenue.

This project's general concept is to promote the development of a strong village core for San Martin with particular emphasis on the train station and the major commercial node. An interconnected system of open spaces and public plazas will provide easy pedestrian accessibility and enhance walkability and recreation opportunities.

More intense commercial and residential uses will promote more pedestrian traffic, and provide for added retail, restaurants, and uses that can support agrotourism and day commuters from the Silicon Valley. The new train station will feature a large covered multi-use space for a market and events.



Concept design for the renovation of Rocca's Market and the implementation of Cosecha Plaza, a public space surrounded by retail and restaurants.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Establish a clear and memorable physical identity throughout the core.

This goal is to create a strong rural identity along North Monterey Road through open spaces, streetscaping, and consistent façades and architectural style. Rustic-styled materials such as wood and steel with the addition of Spanish-inspired architecture (stucco, arches, etc.) will be used to create this identity. Landscaping and other surface

materials also supplement this specific character; native and drought resistant plants (brush, cacti, succulents) and compact dirt are used throughout the green corridors. Keeping all buildings within human scale – building heights limited to two stories – preserves San Martin’s hometown feel.

Objective 1.1: Create a visually appealing entry-way at the northern gateway on Monterey Highway when entering downtown from the north.

Design Idea 1.1.1: Incorporate a local, cultural heritage aesthetic along Monterey Highway to attract local residents and tourists.



Example for an attractive North gateway for San Miguel.

Objective 1.2: Enhance the design of the existing typology of buildings through one distinct style of architecture along Monterey Highway.

Design Idea 1.2.1: Implement specific and consistent design ideas along Monterey Highway that comprises multiple uses and is inviting for the public to see.



A coherent, rural type of architecture at the village core.

Objective 1.3: Emphasize a distinct set of physical qualities to create human scale throughout the city of San Martin.

Design Idea 1.3.1: Create a human scale interaction between buildings & streets, diverse activities and a people-centred approach based on the public uses.



Variety of types of uses generates community activity.

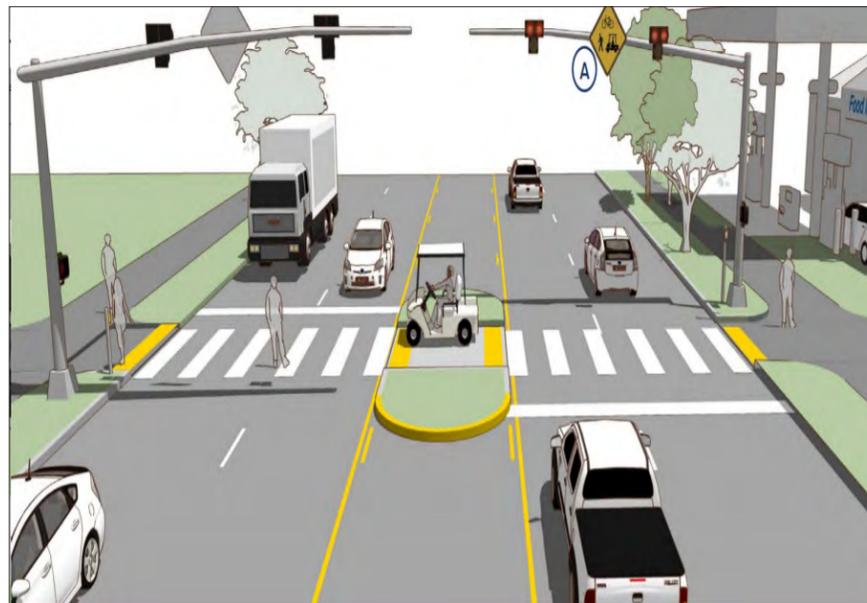
Goal 2: Maximize walkability and pedestrian/bicycle connectivity while providing for efficient vehicular circulation

With connectivity in mind, pedestrians will be able to walk the entire site, albeit the limited areas such as vehicular roads and residential spaces. A green belt runs North to South parallel to Monterey Road, and has numerous interweaving pathways leading to various areas on site, such as the Bed &

Breakfast, the commercial plaza, the community space, and the residential units. The interconnected pathways help create little pocket lawns, serving as seating areas or recreational areas – all while being surrounded by native vegetation.

Objective 2.1: Design pathways and crosswalks to connect multiple blocks throughout the core.

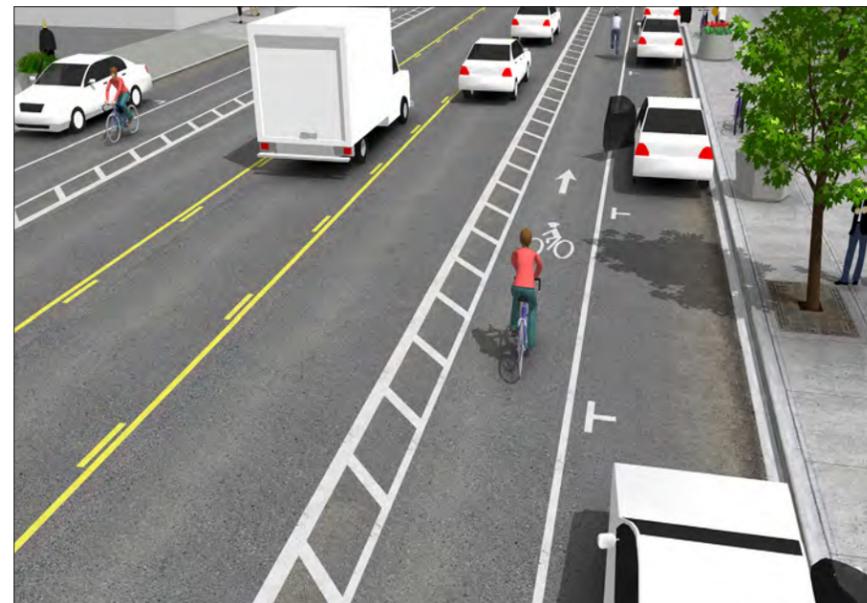
Design Idea 2.1.1: Mid block crossing Pedestrian Hybrid Beacon (PHB) at the North gateway entrance to slow down traffic when pedestrians are present.



Street redesign with landscaped medians.

Objective 2.2: Redesign San Martin and Monterey, with emphasis on the intersection, for place making and economic growth.

Design Idea 2.2.1: Yield, protected right turns instead of separated right turn stop signs to increase connectability and fluidity.



Additional street parking and bike safe bike lanes.

Objective 2.3: The project will improve and transform the uses of the train station parking lot and platform.

Design Idea 2.3.1: The project will implement small markets and shops for efficient home to work travel



The train station site with community-oriented spaces.

Goal 3: Embed social activity into the design of the village core for both residents and visitors.

This project is to foster both economic activity as well as social activity, creating a unique atmosphere and identity. The openness throughout the site is intentional, helping create and promote fluidity and intermingling of people while activating the entirety of the uses provided. There are spaces for recreational uses and temporary markets. The green corridors are designed to intrigue people and draw them into a particular space, encouraging people to explore the area.

A permanent farmer's market promotes social interactions and strong relations between customers and farmers, leads to a stronger identity, and helps agritourism. The redesign of thoroughfares and the major intersection will provide opportunity for safer and more comfortable sidewalks and public spaces, and will help enhance linkages to major public attractors such as plazas, commercial buildings, and the train station.

Objective 3.1: Create interconnected and attractive public open places.

Design Idea 3.1.1: The village core design will include scenic walking trails to offer scenic views and public interaction for the community.



Multi-purpose well designed open spaces attract people.

Objective 3.2: Provide infrastructure for a local agriculture presence in the village core.

Design Idea 3.2.1: The village core public spaces will provide an opportunity to purchase local produce and goods from the City's farmers and sellers.



Public space and community event to bring people together.

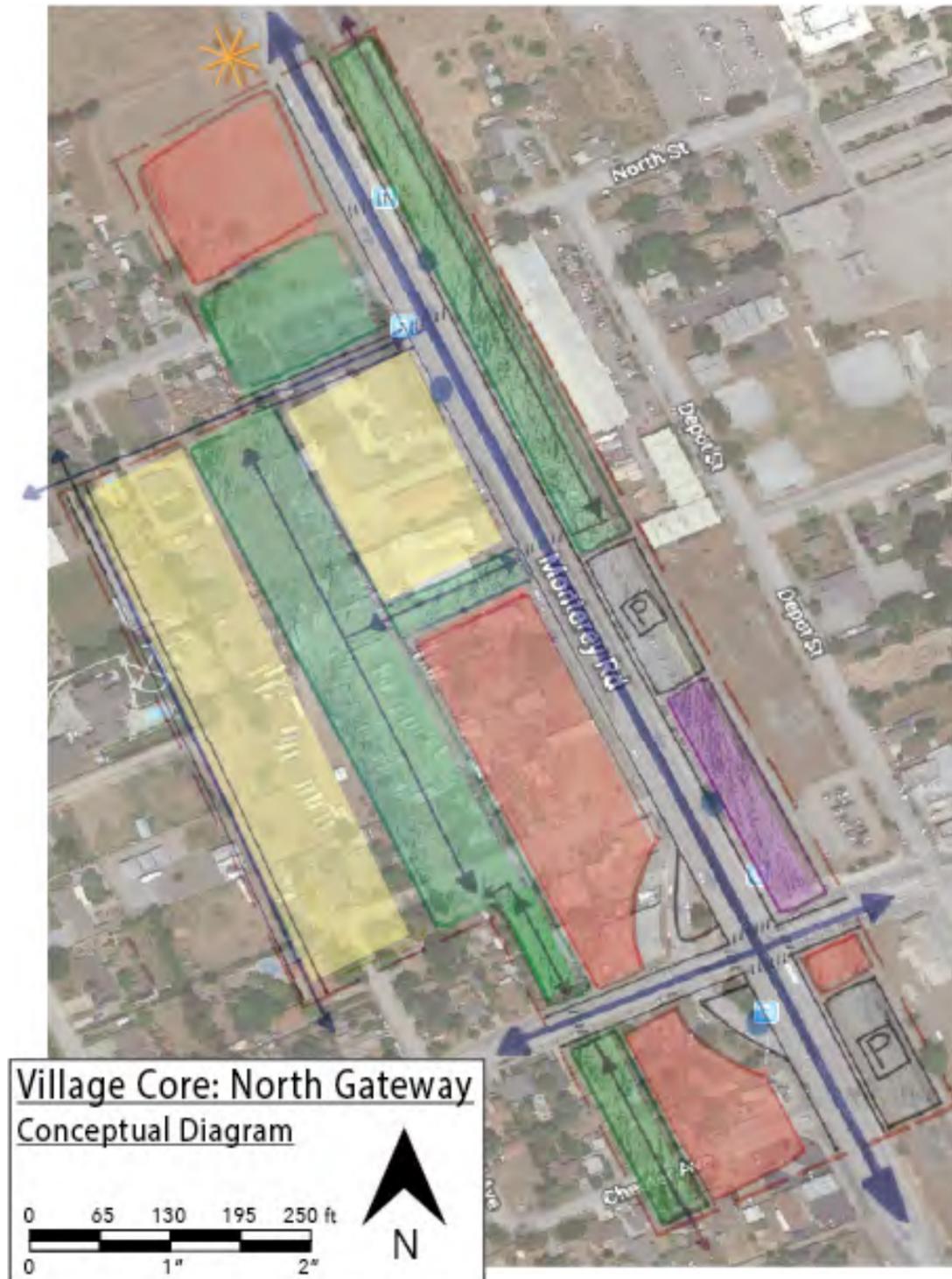
Objective 3.3: "Promote iconic public places."

Design Idea 3.3.1: Revamping local business signage can increased business and contribute to the imagability of the village core.



A main transit hub attracts visitors and and the local community.

CONCEPT DIAGRAM



Legend

- Commercial
- Residential
- Open Space
- Mixed Use
- Parking
- Walkable Corridor
Pedestrian
Bicycle
Equestrian
- Roadway
Vehicle
Pedestrian
Bicycle
- Cross Walk
- Bus Stop
- Gateway

The concept diagram depicts the proposed land uses throughout the Northern border of the project site. This theme focuses on the North Gateway and the following strip of Monterey Road. It stretches to the San Martin Avenue intersection and includes one block south of said intersection.

Advantages:

- Walkability; pedestrian & equestrian
- Supporting local businesses; providing them a platform
- Generating new economic activity
- Commercial uses support local agricultural businesses
- One type of architecture style (Rural-Spanish)
- Addition of new housing
- Train station improvements
- Integration of new public uses
- Intersection improvements
- Enhances community identity
- Provides for a north gateway
- Promotes several new attractions for visitors and residents alike.

ILLUSTRATIVE SITE PLAN

Development Vision



The goal of the project is to create a small village core that promotes agritourism while preserving the heritage of the town. Santa Clara county wants to grow the economy and connect San Martin to the rest of the valley, but still retaining the close-knit and local business-oriented community.

The project is focused on three main goals: imageability, linkages and humanscape. The project will have buildings with a height limit of two stories and a cohesive architecture design to fit the town's aesthetic. The project intends to create public meeting places in a central location for the community and visitors. This entails multiple meeting spaces protected from the roads for a safer, interactive space for the community.

Open space and plazas will enhance the community feel while providing places for people to meet and gather. These public places are all connected to the train station to create a cohesive and walkable design across multiple blocks. The main plaza – Cosecha Plaza – is a commercial and retail space with a large outdoor area with public seating, large terrace for shade, and tree lined walkways.

IMPLEMENTATION PHASING

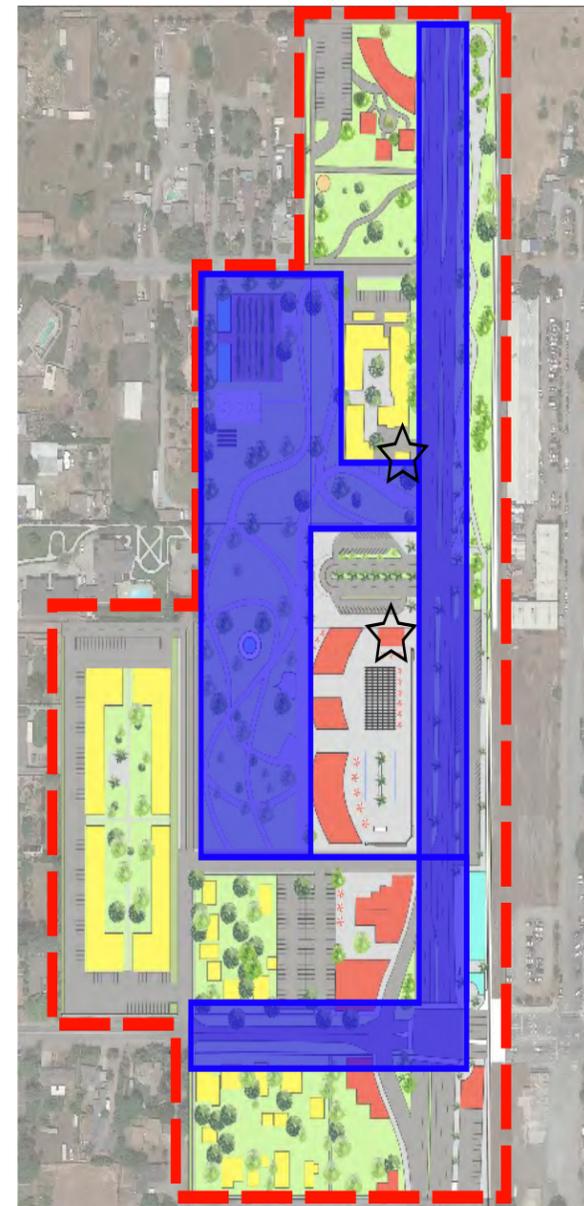
Short term

- Stakeholder engagement to process new development.
- Redesign of sidewalks and streets.
- Preserve San Martin Café and Rocca's and relocate the existing industrial facilities to allow for a walkable core.
- Promote an architectural style that reflects local values.
- Provide for signage and infill development at North gateway (Bed & Breakfast).
- Develop interconnected parks providing North-South linkage in the interior of existing blocks.

Long term

- Promote a coherent design of buildings around the Monterey & San Martin intersection.
- Develop the East side of Monterey Highway to enhance the future train station and a transition space for an open market.
- Build a new the train station and platform, and an annex building for a farmers' market and community events.
- Facilitate a new town-homes development west of the project site at the end of Burbank Avenue.

SHORT TERM



LONG TERM



- Proposed Development
- Project Boundary



Proposed Street Sections

The project proposes major improvements to Monterey Road. First, on-street parking will be implemented on both the east and west side of Monterey Street, starting 250 feet away from the main intersection. A bike lane will be added along both sides of Monterey Road, connecting to San Martin Avenue. There will be a buffer between the parking spaces and the bike lane to increase safety. Sidewalks will be implemented on both sides of the road with adequate lighting. In addition, trees will be planted along the sidewalks for shade and streetscaping. San Martin Ave.

Bike lanes with a buffer will be added to increase circulation and safety for active modes of transportation. At the intersection of Monterey Road and San Martin Avenue, the right turn lanes on Monterey Road will benefit from being a through right turn lane instead of a street lined with parking and a stop sign. Sidewalks will be added throughout all of San Martin Avenue with adequate lighting and lined with trees and plants.

VIEW TO THE NORTHWEST



Standing from a southern point of the project site and looking east to west along San Martin Avenue, the intersection and commercial district are visible. The train station and station market are to the right, with a curved station building at the corner to allow for visibility and the train platform running behind both buildings. To the left of Monterey Road, Rocca's Market and Cosecha Plaza are seen. Towards the very back of the site, the Valle Townhomes are tucked away from commercial district traffic to provide more privacy.

VIEW FROM THE NORTH GATEWAY

Standing from the very most northern point of the project site, looking southward toward Monterey Road, the Bed & Breakfast and walking path is visible. The fountain in front of the B & B serves as a physical gateway entry into the site. While the proposed specific signage including San Martin's name is across the road, the fountain serves as a placemaking feature.



DESIGN CONCEPTS

The following descriptions and imagery elaborate the ideas introduced above, and are to accompany the Illustrative Site Plan presented previously.

Bed & Breakfast:

As part of a welcoming North Gateway, just north of Roosevelt Avenue, this proposal includes a Bed & Breakfast which architectural shape will help configure the gateway. It will provide a community anchor in its public lawn open for the residents of the nearby Family Living Center. The open space will be linked to the system of open spaces that extend southwards through the interior of the block which offers numerous recreational opportunities.



Bed & Breakfast at the North Gateway.

Market Space and Train Station:

East of Monterey Highway, next to the linear park extending to the North, the existing parking lot will be redesigned for a reduced number of spots, an open-floor building for community events and a farmers market. The new train station will be located between it and San Martin Avenue, and the actual platform will be extended to accommodate the future high-speed trains.



Located next to the train station, an open-plan building will host community events.

Passanger Loading Zone:

The loading area is meant for ride-sharing services such as Uber or Lyft dropping off train passengers and shoppers to the village core. A crosswalk is provided across Monterey Highway which features redesigned sidewalks and a landscaped median.



Drop-off zone and parking to the Station Market and Train Station.



The redeveloped Rocca's Market and the Cosecha Plaza with its commercial development.



The arched Cosecha Plaza with commercial buildings on the right and showing the new Rocca's Market in the background beyond the arches.

Commercial Development and the Cosecha Plaza

Located between Rocca's Market and the Family Center, and incorporating San Martin Cafe, a new commercial development and public space will add new life to San Martin's core. Starting with San Martin Cafe to the North, this new development includes five buildings on two sides of a public plaza while the remaining two sides, coinciding with Monterey and Burbank, are defined by an elegant colonial style arcade. The arcade will offer protection from vehicular traffic while still allowing for good visual transparency. Cosecha Plaza will be designed to hold small family groups, a space for small events, comfortable shaded seated, and appropriate landscaping. It is envisioned that San Martin Cafe will be redeveloped, expanded, and use the plaza for outside tables.

Green Corridor:

This open space is meant to serve both as a buffer between residential zones and commercial activities, and as a recreational opportunity for the community. Its proximity to existing residential, to the bed & breakfast, to Cosecha Plaza and new townhomes will make it heavily used by both residents and visitors. Ample amounts of lawns and wide, compacted multi-purpose trails will serve pedestrians, bicyclists, and horse riding. The corridor will include exercise stations, picnic areas, a large playground, a gazebo, a central fountain, a basketball court, and a large community garden. It will be a truly socializing space and a source of community pride.



At the center of the green corridor looking south, the central fountain and showing the townhomes in the background.



A community garden and greenhouses are part of the green corridor.

Townhomes at Burbank Avenue:

A new residential development consisting of four rows of townhomes around a central plaza with common facilities is proposed at the end of Burbank Avenue. To serve the new development, Sewell Avenue is to be extended, providing an access from West San Martin Avenue. This development will provide much needed affordable housing and will act as a buffer between the single family homes to the west and the commercial development along Monterey Avenue. It will also be located within walking distance from the train station and bus stops.



Looking North on the extended Sewell Avenue with the Valle Townhomes on the left and the green corridor on the right.

THEME 2: NORTH MONTEREY HIGHWAY



Team 2.2

Dominic Ferrari
Nate Antepanko
Jack Wanner
Connor Miller

This proposal has a focus on transit-oriented development to create a new center for San Martin and provide it with a strong identity. San Martin's Development vision is strongly rooted in retaining the rural identity of the town while creating a more pedestrian-friendly central core. San Martin would be an attractive rural residential village with amenities and agriculture related tourism for day and weekend trips from the Silicon Valley and the Bay Area.

San Martin contains diverse amenities such as, produce farms, wineries, a regional airport proposed, a train station, and a nearby popular golf course. A newly revitalized village center would be an opportunity for new businesses while showcasing the local agricultural history. This proposal respects existing buildings such as Rocca's Market and San Martin Cafe, and proposes new commercial buildings to generate a village center.

One of the more interesting proposed concepts is the redesign of Monterey Highway such that it meanders through the village core, leading to a roundabout at the intersection with San Martin Avenue. This redesign would serve to slowing down vehicular traffic, create a compelling aesthetics, and generate a unique design feature for San Martin.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Continue to maintain a rural design with modern uses while managing increasing growth of the region.

Objective 1.1: Renovate existing apartment complex to be mixed-use with rural design qualities.

Design Idea 1.1.1:
Mixed-use development with rustic design



Mixed-use buildings along main street.

Objective 1.2: Promote adding density that is denser than detached single-family, but continues the scale and character of existing housing.

Design Idea 1.2.1:
Encourage the development of three-story buildings.



Adding new residential units behind the existing buildings.

Objective 1.3: Renovate existing buildings to better support new businesses and promote existing businesses.

Design Idea 1.3.2:
Redevelop vacant buildings next to Rocca's Market into public-oriented uses, such as restaurants, and shops.



Adaptive reuse of existing buildings along Monterey Highway.

Goal 2: Create a central both by design and by the allocation of denser and more commercial uses.

Objective 2.1: Implement a round-about at San Martin Ave. and Monterey Hwy. intersection.

Design Idea 2.1.1:
A roundabout at the Monterey Highway and San Martin Avenue intersection.



Roundabout at a four-way intersection.

Objective 2.2: Strengthen street infrastructure to be more inclusive to all modes of transportation.

Design Idea 2.2.1:
Encourage that properties at corner lots become occupied by public oriented uses such as restaurants and food stores.

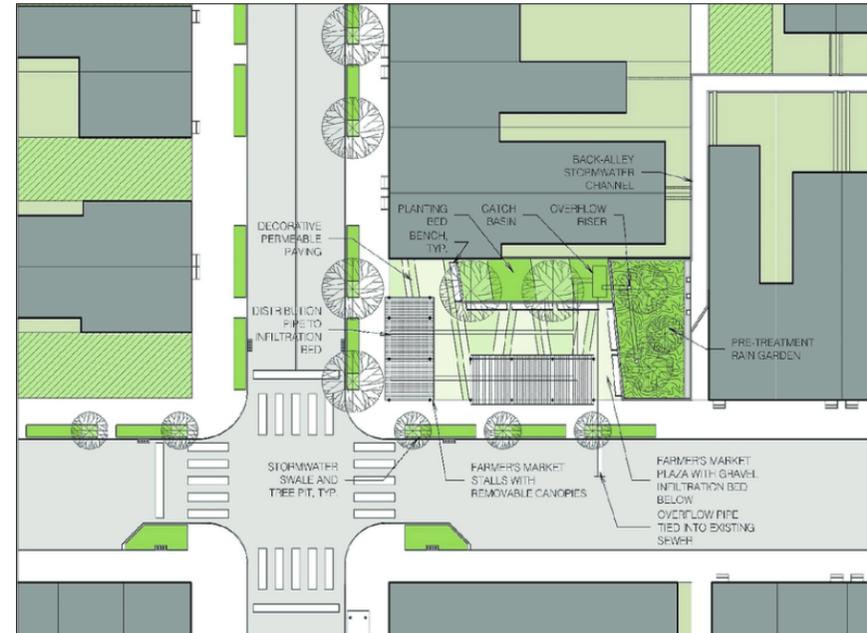


Diagram of potential improvements to corner lots.

Objective 2.3: Modernize existing transit infrastructure to improve connectivity.

Design Idea 2.3.1:
Provide linkages and ease of access to bike paths through signage and directly connecting the station to the beginning of a bike lane and sidewalk.



Sheltered bike racks at transit station to encourage more bicyclists.

Goal 3: Provide ample amounts of open space while creating usable outdoor spaces to promote pedestrian use.

Objective 3.1: Set street and building design standards to encourage pedestrian traffic.

Design Idea 3.1.2:
Streetscaping with patio seating and protected bike lanes provide extra safety and encourage walking and biking.



Improved streetscaping, comfortable sidewalks and safer bike lanes.

Objective 3.2: Create open spaces for people to gather and socialize.

Design Idea 3.2.1:
Redesign existing junkyard near San Martin Cafe into a public park for outside seating for the cafe and connected to Monterey Highway.



Potential park area along Monterey Highway.

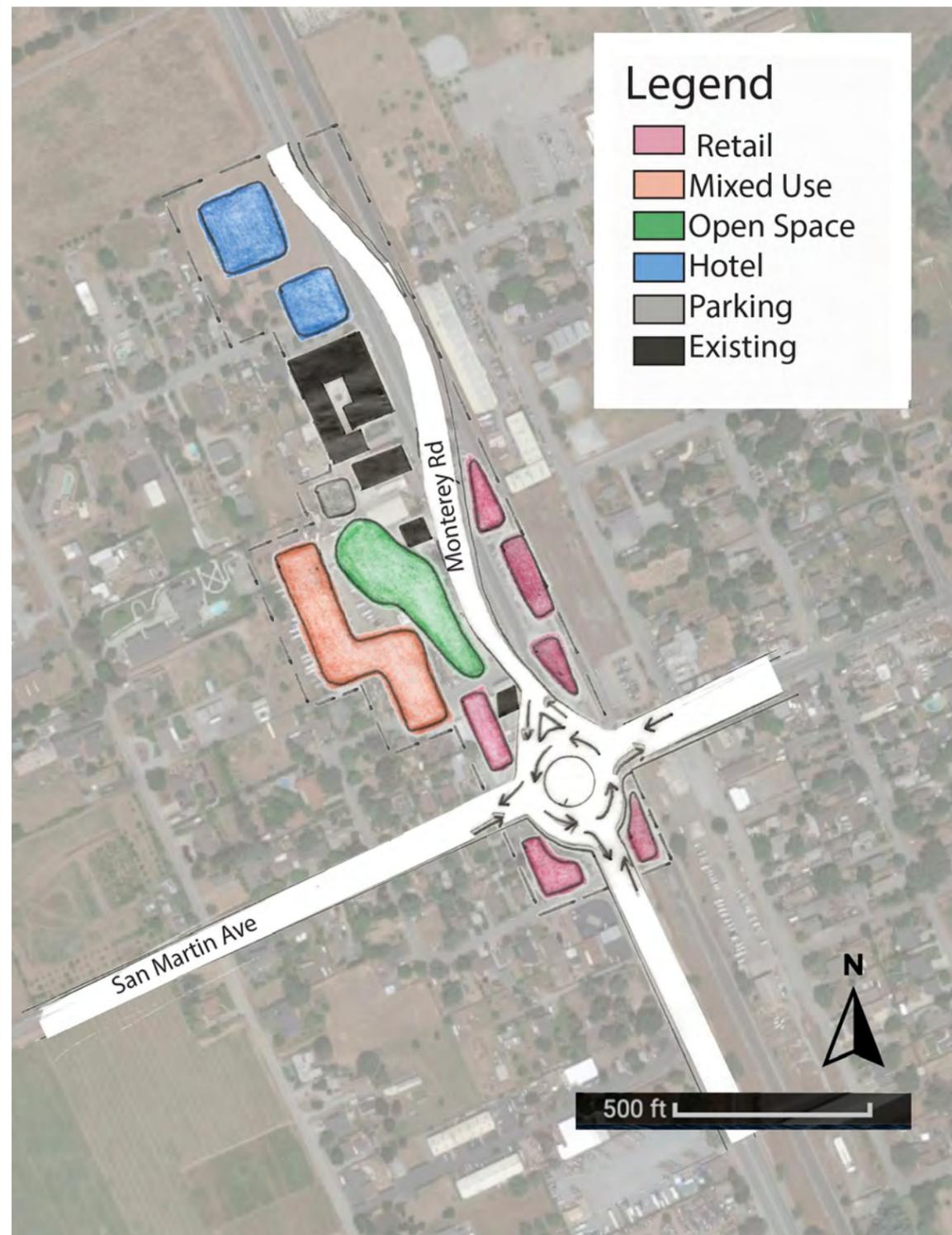
Objective 3.3: Promote alternative modes of transport.

Design Idea 3.1.2:
Provide quality infrastructure to support walking, biking and use of public transit.



Comfortable and safe bus shelters with supporting street furniture.

CONCEPT DIAGRAM



MAIN DEVELOPMENT CONCEPTS

- The intersection of Monterey and San Martin redeveloped into a roundabout.
- North Monterey Highway above the intersection redesigned into a curvilinear design to reduce and slow traffic, create visual interest, and develop a more pedestrian-oriented design.
- New retail buildings developed around the roundabout.
- A new open space behind the current San Martin Cafe and connected to Rocca's Market.
- A new mixed-use development along the new open space.
- A new Bed and Breakfast at the northern section of the site, next to the existing apartment complex.

IMPLEMENTATION

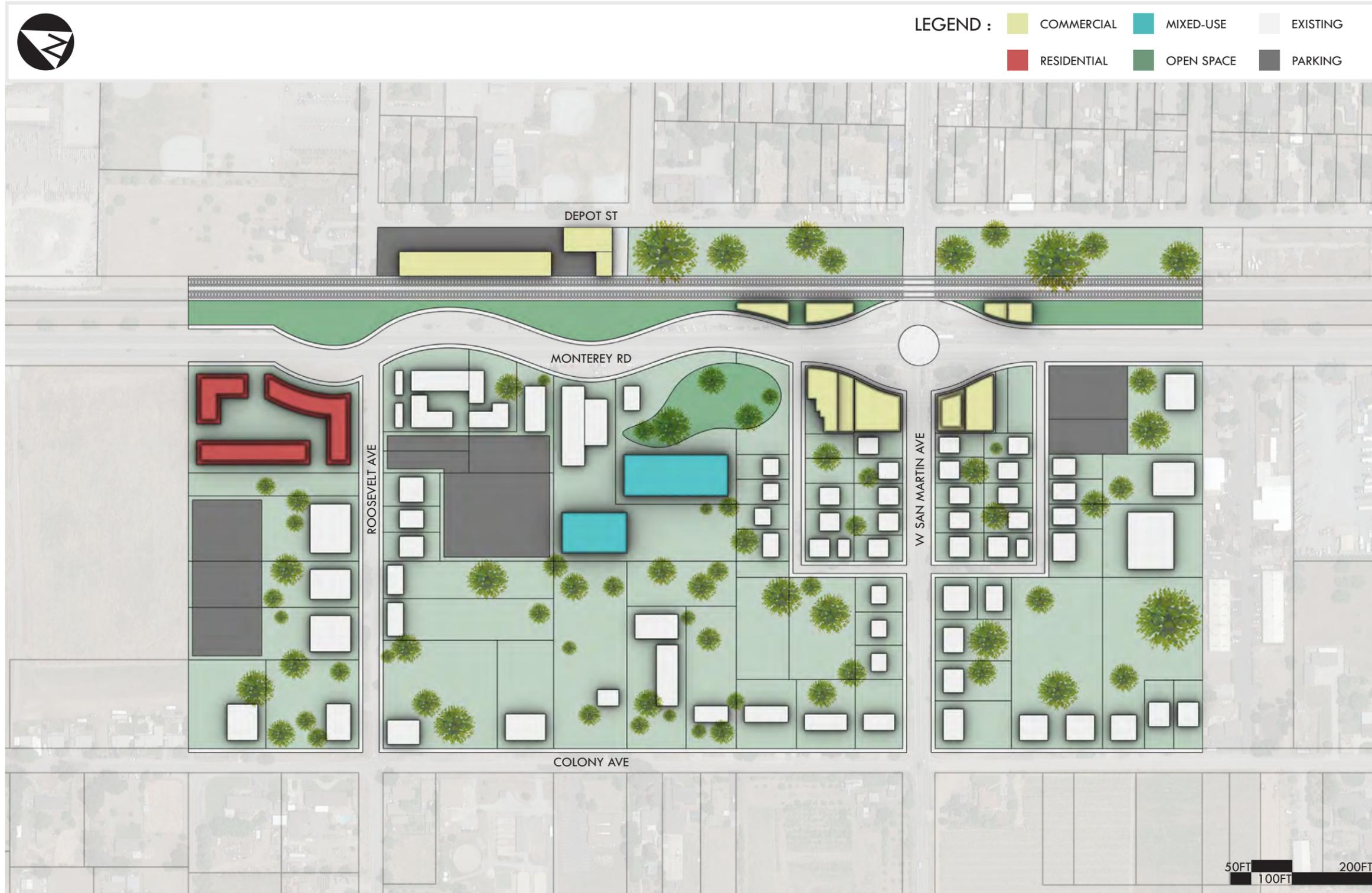
Phase 1: 5 Years

- The redevelopment of Monterey Highway and West San Martin Avenue was the catalyst for the creation of a town center and will be the initial step to creating the town's sense of place.
- Renovations of existing building facades as well as creating an open space with trees and covered pedestrian areas to create a sense of identity for San Martin.
- Roundabouts and gateways established on roads leading to the central node.
- Begin construction of a retail buildings at the corners of the roundabout.

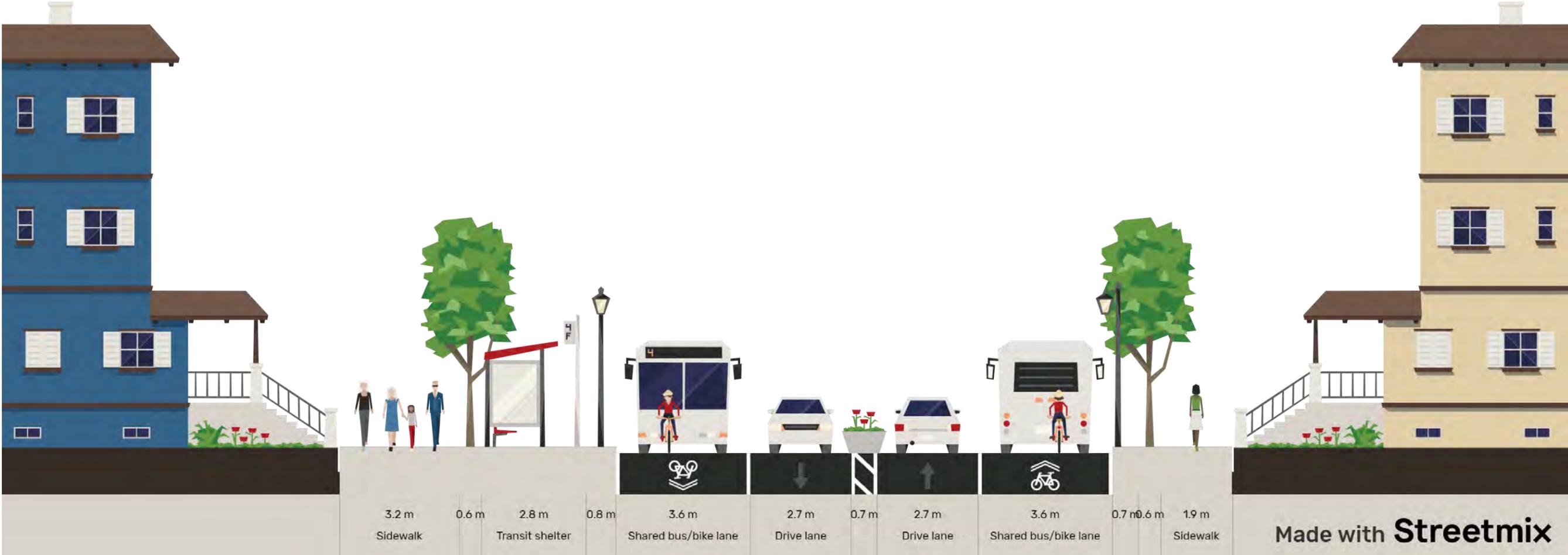
Phase 2: 10 Years

- Mixed-Use buildings completed in the village core.
- Bed and Breakfast constructed at the northern side of project site.
- Completion of construction of the train station.

ILLUSTRATIVE SITE PLAN



SECTION-ELEVATION OF NORTH MONTEREY



CONCEPT DESIGN IDEAS

Design response to Goal 1:

The first goal of the design is to maintain a rural design character while managing the increasing growth of the region. The town of San Martin identifies as a small agricultural town and this identity needs to be reflected in the new structures built in the city. After examining the San Martin Development Vision, it is documented that the town wants to avoid “urban” construction standards and maintain width on local county roads. The proposed design will use ample amounts of open space and setbacks to retain the rural residential feel while maintaining large roads to allow for agricultural use. All new buildings will be built with rustic facades and will not exceed two stories tall.

Design response to Goal 2:

The second goal is to create a central node to activate the community through the attraction of more visitors to San Martin. Currently, the downtown area is undefined and people who pass by are not cognizant that they are passing through San Martin. The proposed design will establish the town of San Martin’s Identity by creating a central node and gateways to indicate the entry and exit to the downtown core. By creating a roundabout at the intersection of Monterey Highway and West San Martin Avenue, it will help alleviate speeding with traffic calming benefits while also creating an area for commerce. In addition to creating a new roundabout, the reformulating of Monterey Highway to meander through the village core will also help slow down traffic coming into San Martin. In the community visioning section of the San Martin Development Vision, it was brought to the attention of the county through citizen outreach that there were vehicles constantly travelling at excessive speeds through San Martin creating safety concerns and conflicts with pedestrian and equestrian traffic. The proposed road improvements and changes will help mitigate the dangers of speeding vehicles through San Martin.



Improved streetscape at the roundabout with a pedestrian bridge.



Public plaza and new commercial buildings enclosing the proposed open space.



Improved public space at San Martin Cafe with improved pedestrian walkability and bikeability.



An infill building and the renovated Rocca's Market with improved streetscaping and walkability.

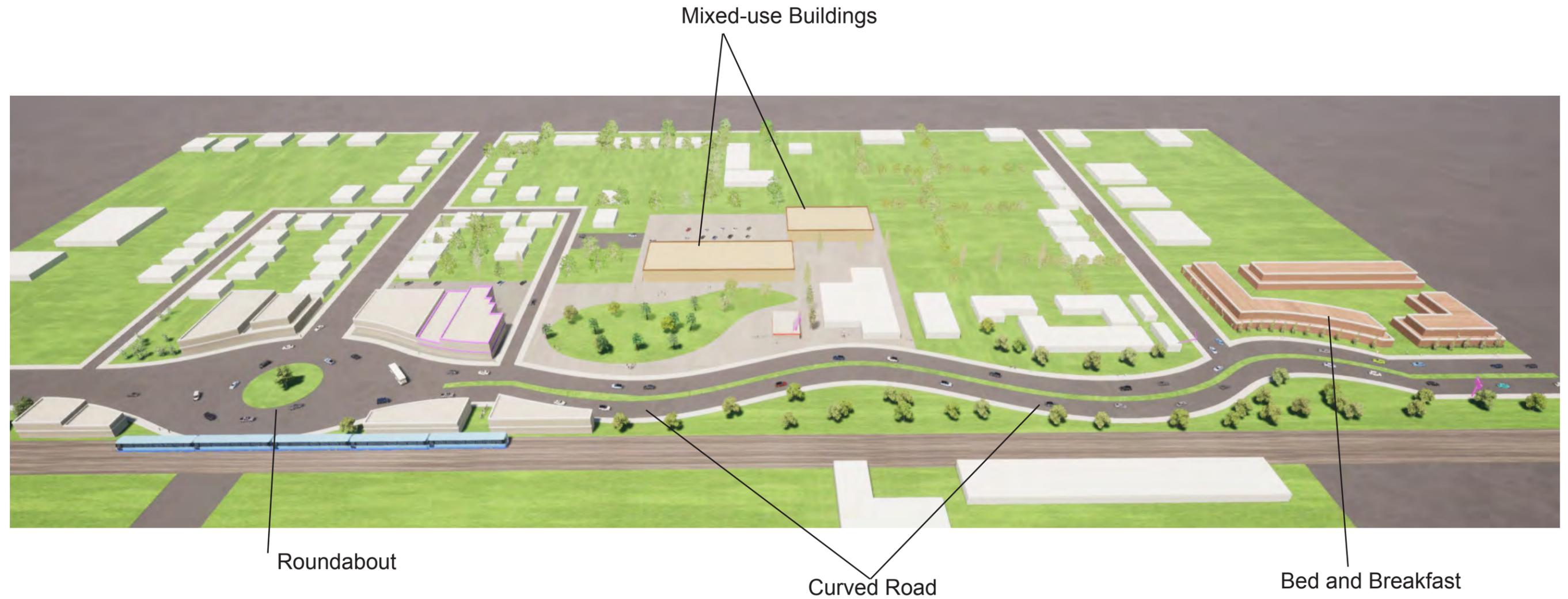
Design response to Goal 3:

The third goal is to provide ample amounts of open space while creating usable outdoor spaces promoting pedestrian use. With the implementation of a roundabout in the central node, much of the land around it will be turned into open space. Pedestrian circulation as well as pedestrian interactions are important in creating a sense of place. The open space can be seen as a place of opportunity for San Martin. The community can utilize the space to host farmer's markets as well as other community events to further bring together a cohesive community while also tapping into the economy of the surrounding cities. The San Martin Community Design plan calls for small-scaled "people-places" to create a space where people can work and relax. The designs of the open space will typically include amenities such as benches and covered areas to allow for citizens and travelers to convene and relax.

NORTH VIEW



WEST VIEW



THEME 3: SOUTH MONTEREY HIGHWAY



*Distribution of project area for Theme 3:
South Monterey Highway.*

THEME 3: SOUTH MONTEREY HIGHWAY



Team 3.1

Vinson Kwan
Henry McKay
Trisha Tran
Wesley Wong

The project site area is bounded between East San Martin Avenue and Monterey Highway. The 21-acre boundary extends from Rocca's Market and the San Martin Caltrain Station past the town's village core to ALF Autowreckers. Other important elements within the project area are:

- Natural Boutique Spa & Salon;
- San Martin Gas & Market (Chevron);
- Newline Rubber Co.; and
- Homes along Monterey Hwy.

South San Martin corridor is envisioned as a catalyst of community pride. The proposals include street redesign, new community oriented uses, and specific placemaking ideas. The project will expand the San Martin's agricultural and rural character while simultaneously activating the community as a great place to live and a destination-location for agritourism in Santa Clara County and beyond.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Further develop San Martin's imageability with respect to its rich agricultural history.

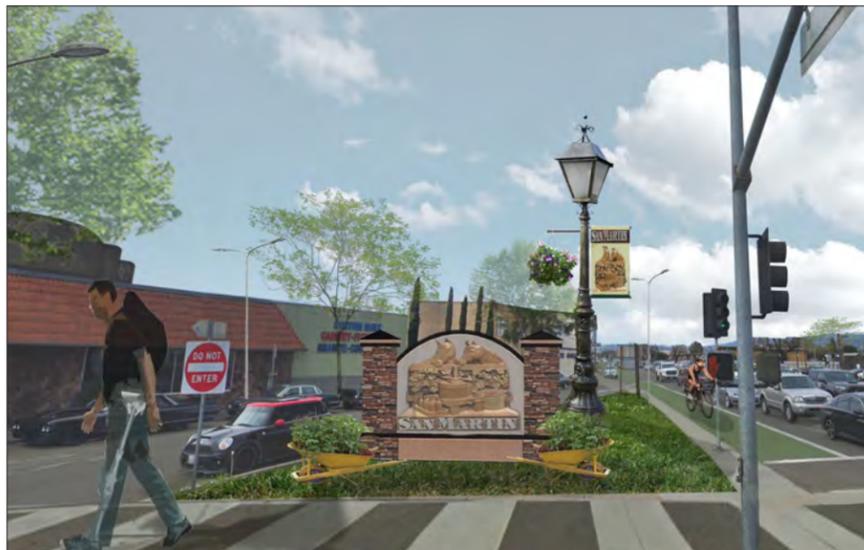
Imageability is the quality that makes a place memorable, distinct and enjoyable. Design ideas such as an equestrian statue at the roundabout, distinct signage

throughout the project area, streetlights, and farmworker coop housing emphasize and expand San Martin's rural and agricultural identity.

Objective 1.1: Create a memorable and experiential place in the town core.

Design Idea 1.1.1:

Place thematic public features such as pedestrian-oriented streetlights, clocks within the town core.



Enhanced street intersection on Monterey Hwy. and San Martin Ave.

Objective 1.2: Develop the pride of San Martin residents through the built environment.

Design Idea 1.2.1:

Strategically implement signage throughout San Martin.



Strategic signage to orient residents and visitors.

Objective 1.3: Create attractive public spaces in San Martin to spur community interaction.

Design Idea 1.3.2:

Plant large-growth trees in strategic locations to create a more welcoming area in San Martin.



A linear park walkway with attractive landscaping and tree canopies.

Goal 2: Enhance linkages in San Martin through investment in multi-modal transportation infrastructure.

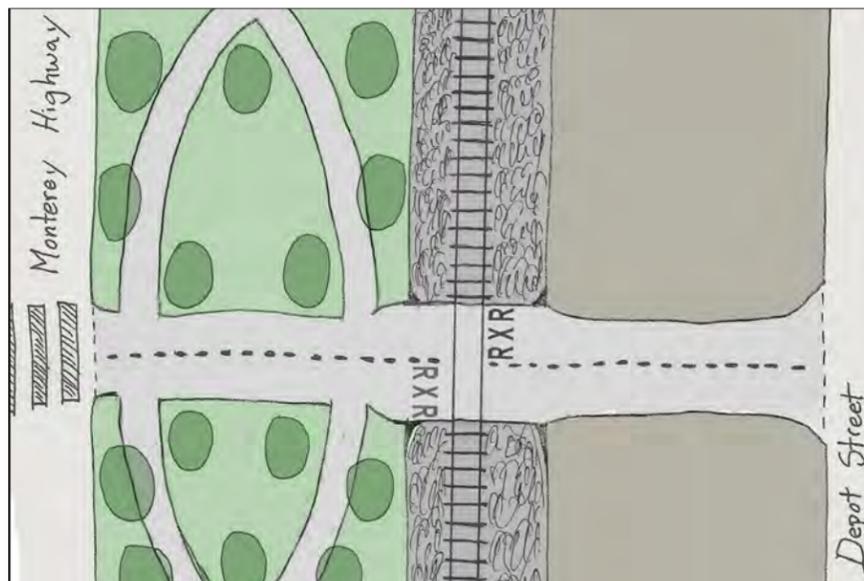
This project will build on connectivity, particularly for tourists coming off of the Caltrain Station or drive into the village core of San Martin. The traffic calming benefits of the roundabout and the proposed reduced vehicle lane capacity encourage walkability and a safer bicycle infrastructure. A road diet will allow expanding sidewalks and facilitate the implementation of a linear

park along Monterey Highway. A pedestrian signal or a stop sign in the middle of South Monterey Hwy will help slow traffic and facilitate the connection between the linear park on the east and an equestrian facility on the west. The easy access by train and highway, and the new conditions for walking, biking, and even horse riding will make San Martin an attractive, unique place.

Objective 2.1: Increase internal connectivity throughout the community through design.

Design Idea 2.1.1:

An alternate pedestrian-only railroad crossing connecting lower Monterey Hwy to South Depot Street.

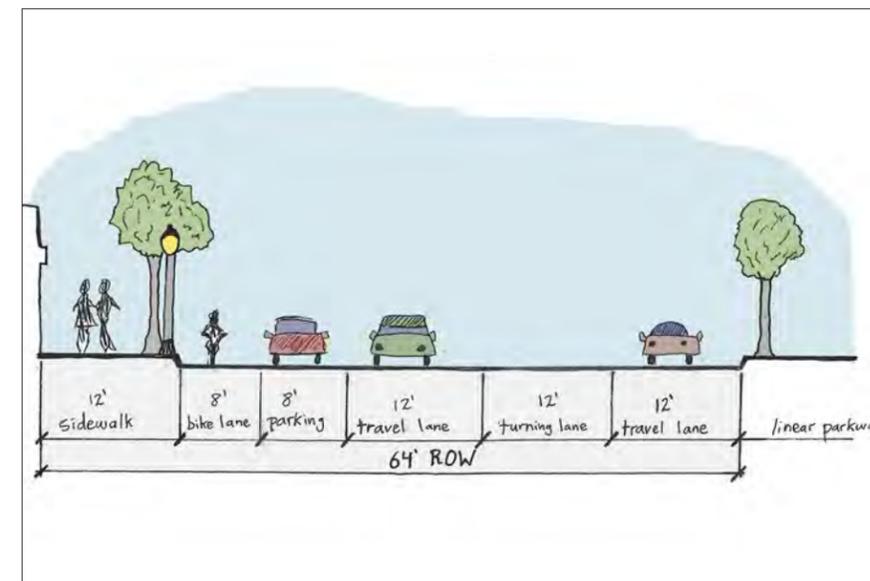


Pedestrian/bicycle/equestrian railroad crossing linking South Monterey Hwy with South Depot Street. Linkages to equestrian trail network.

Objective 2.2: Strengthen street infrastructure to be more inclusive to all modes of transportation.

Design Idea 2.1.2:

Reduce vehicle travel lanes along Monterey Hwy to allow for bike lanes/road diet.



Cross section of proposed road diet for Monterey Highway.

Objective 2.3: Modernize existing transit infrastructure to improve safety and attract users.

Design Idea 2.3.1:

Comfortable and well lit bus shelters.



Improved bus shelters: well lit, comfortable, safe and practical.

Goal 3: Enhance the humanscape through strategic design and sustainable infrastructure.

Humanscape reflects the intersection of human social activity and place. This project includes the civic spaces, a linear park, and various outdoor seating areas. These strategic element placements create formal and informal places

for residents and visitors to connect and socialize. New commercial buildings, streetscape and road redesign, and low impact developments will support more use of public spaces.

Objective 3.1: Foster environmental sustainability through green design implementation.

Design Idea 3.1.2:

Create an alternate pedestrian-only railroad crossing from lower Monterey Hwy to South Depot Street.



Solar panels on both existing and new development for better sustainability and utilization of natural resources.

Objective 3.2: Promote community-oriented and agriculture-related housing and facilities.

Design Idea 3.2.1:

Create new affordable, communal, flexible housing options for both farm workers as well as visitors.



Communal housing around a public space next to the sidewalk.

Objective 3.3: Design for economic resiliency.

Design Idea 3.1.2:

Provide a mix of housing types at various ranges of affordability to promote inclusivity and accessibility.



A variety of housing types will provide a mix of income residents.

CONCEPT DIAGRAM



-  Site Boundary
-  Mixed-Use/Live Work
-  Long-Term Parking
-  Linear Park
-  Equestrian Facility
-  Civic Space
-  Commercial
-  Communal Housing
-  Reduced Lane/Road Diet Area
-  Landmark
-  Node
-  Sidewalk
-  Equestrian Trail
-  Linear Park Trail
-  Bike Path

Utilize Caltrain parking lot for central core overflow parking.

Linear park provides connectivity on east side of site and serves as the site's primary open space. Furthermore, a park is an ideal use for this part of the site as it

Communal housing would provide flexible, affordable housing options

Higher-density development located on top half of the site near transit facilities and major intersec-

Lower-density development located on bottom half of the site. Secondary node located between communal housing and equestrian facility. Linkages to central core, south Depot Street, and exist-

IMPLEMENTATION

General Development Pro-Forma

Land Use	Typology	Units	Square Footage	Parking *
Mixed Use	Apartments	8	22,543	8
	Commercial	-	32,204	20
	<i>Total >>></i>	8	54,746.8	28
Residential	Medium Density Communal	8	16,000	8
	High Density Communal	16	28,822	16
	Communal Building	-	6,297	4
	<i>Total >>></i>	24	51,119.4	28
Commercial	Commercial Building	-	11,317	20
	<i>Total >>></i>	-	11,317	20
Civic	Multi-Use Building	-	5,326	20
	<i>Total >>></i>	-	5,326	20
Transit Facilities	Caltrain Station	-	5,667	24
	<i>Total >>></i>	-	5,667	24
Recreational	Equestrian Facility	-	111,514	5
	Linear Parkway	-	143,258	-
	Other Public Space	-	20,400	-
	<i>Total >>></i>	-	275,172	5

* Parking figure only includes off-street parking. The roadway design also provides a large amount of street parking, which would serve as overflow parking. Approximately 120 on-street parking spaces will be available.

Phasing

5 Years Implementation:

- Mixed-Use/Live-Work
- Pedestrian Crossing/Stop Sign
- Roundabout
- Outdoor Seating
- Road Diet
- Civic Spaces

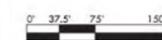
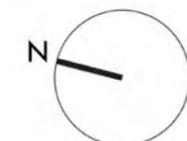
10 Years Implementation:

- Communal Housing
- Equestrian Facility
- Commercial Housing

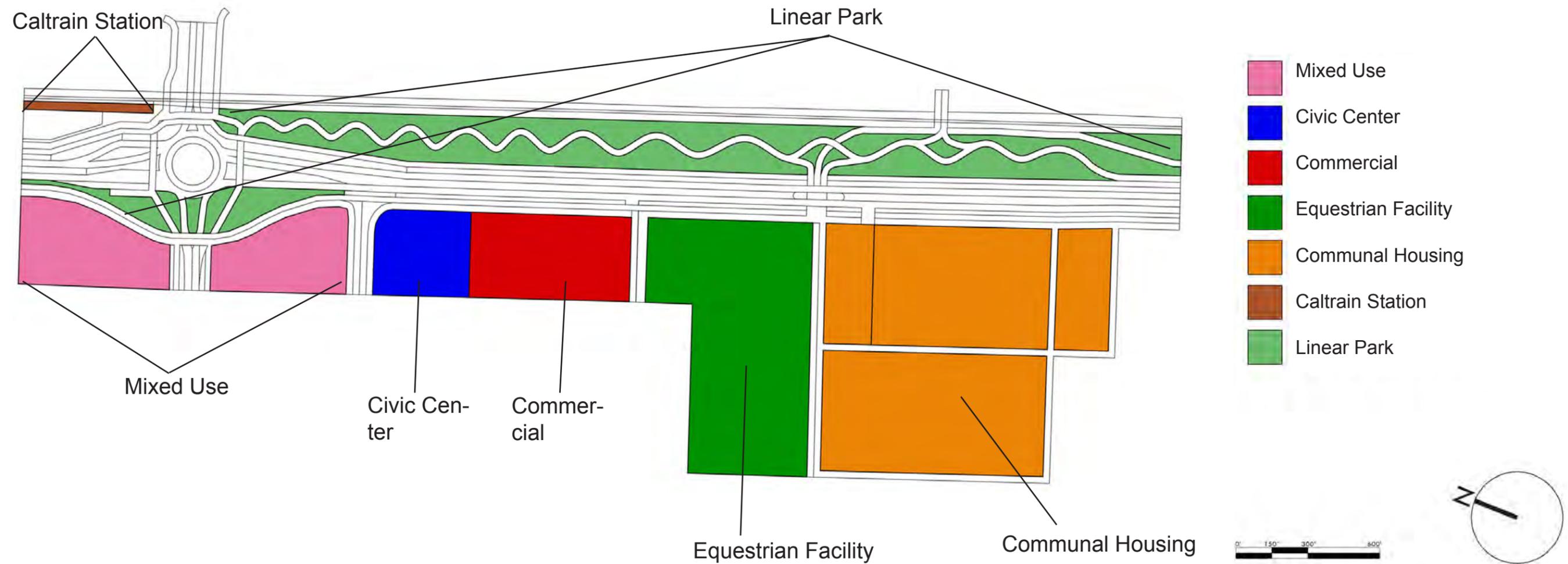
ILLUSTRATIVE SITE PLAN



- ① Mixed Use
- ② Civic Center
- ③ Commercial
- ④ Equestrian Facility
- ⑤ Communal Housing
- ⑥ Linear Park
- Rocca's Market (Existing)
- ↗ Perspective Location
- ↔ Section A-A
- ↔ Elevation B-B
- ▭ Equestrian Trail
- ▭ Bike Lane
- ▭ Bus Lane

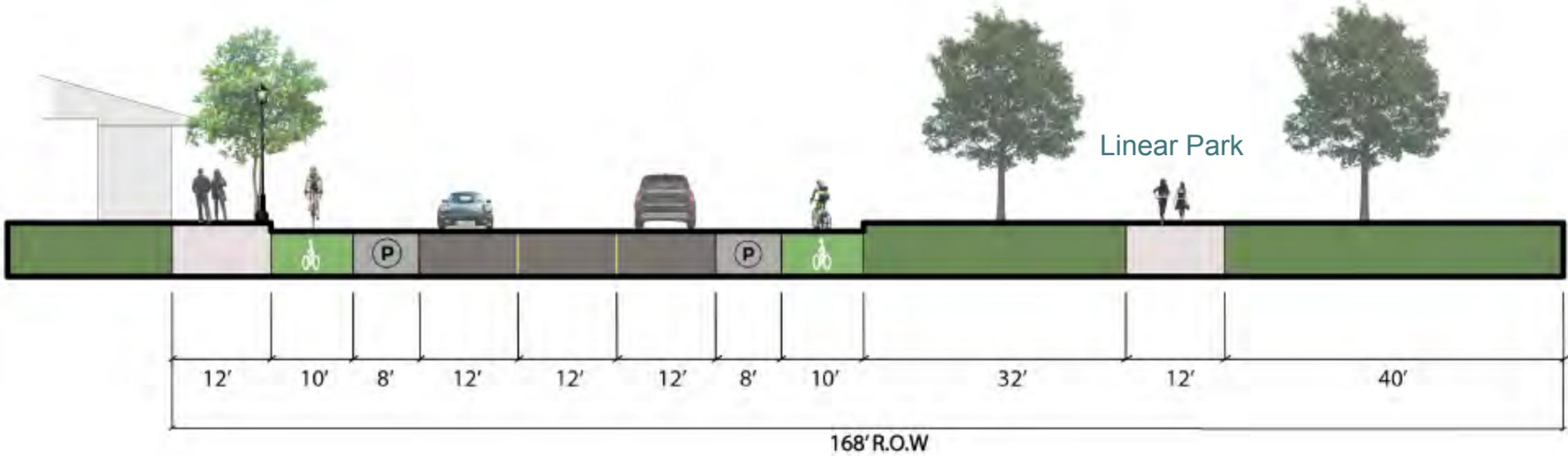


LAND USE MAP

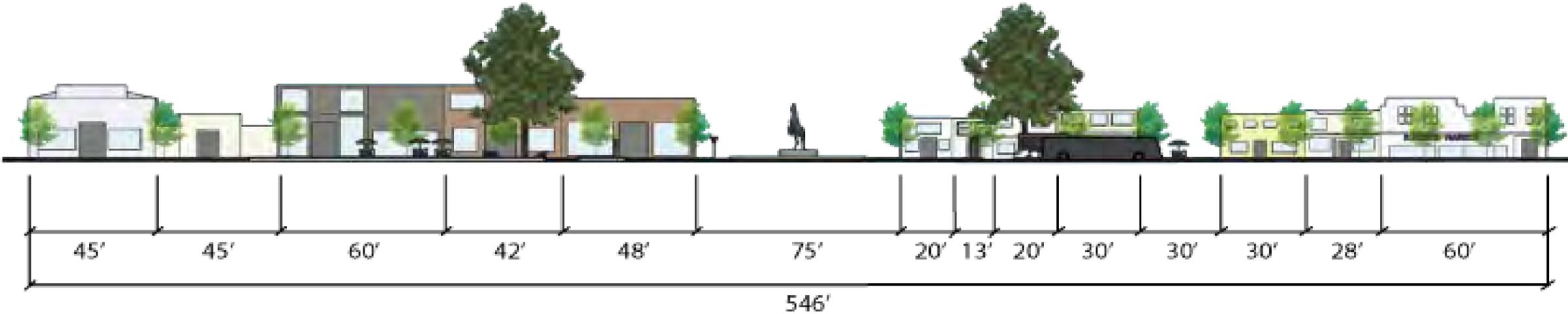


SECTION-ELEVATIONS

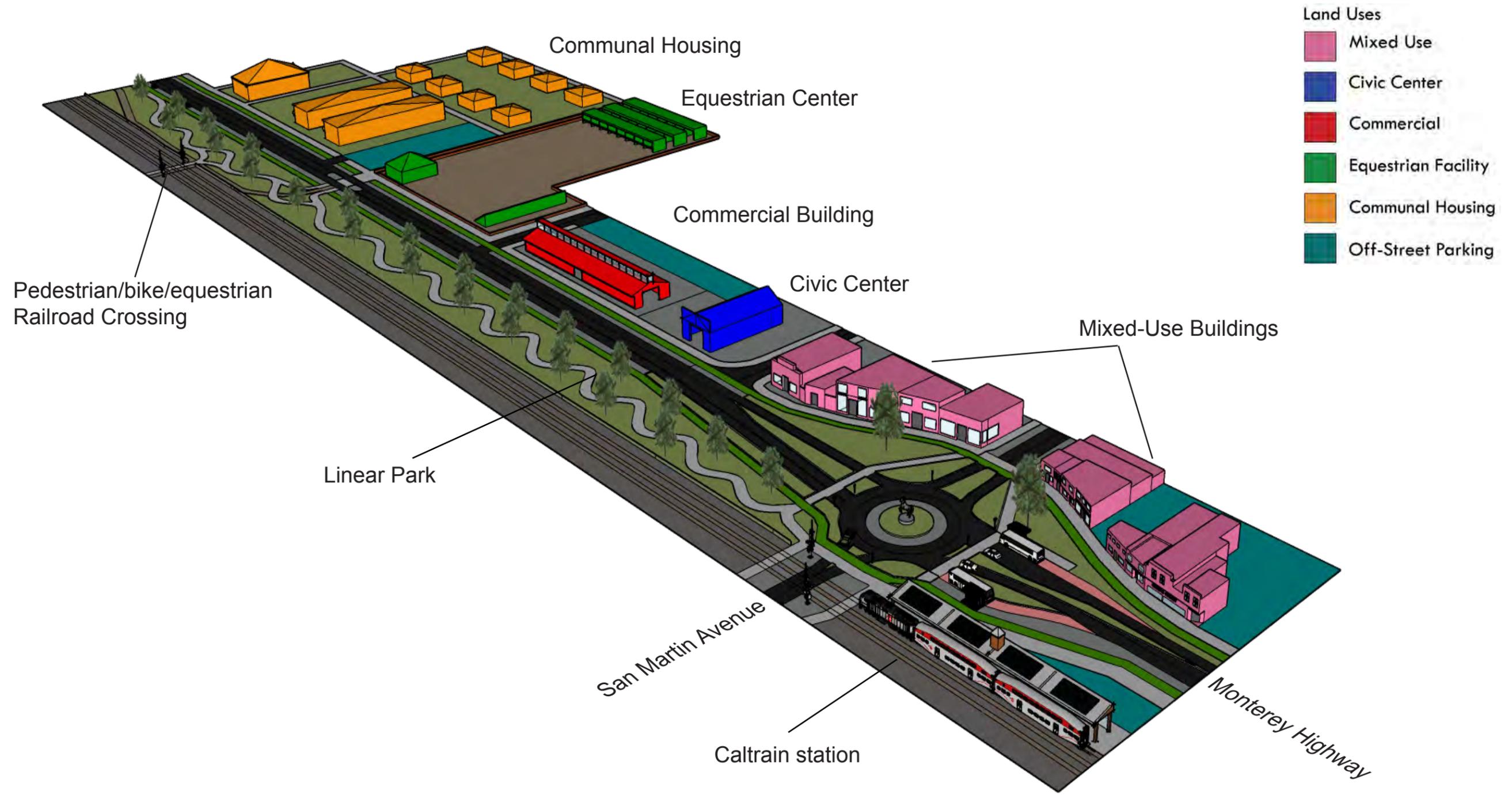
Section-Elevation AA' - Across Monterey looking North



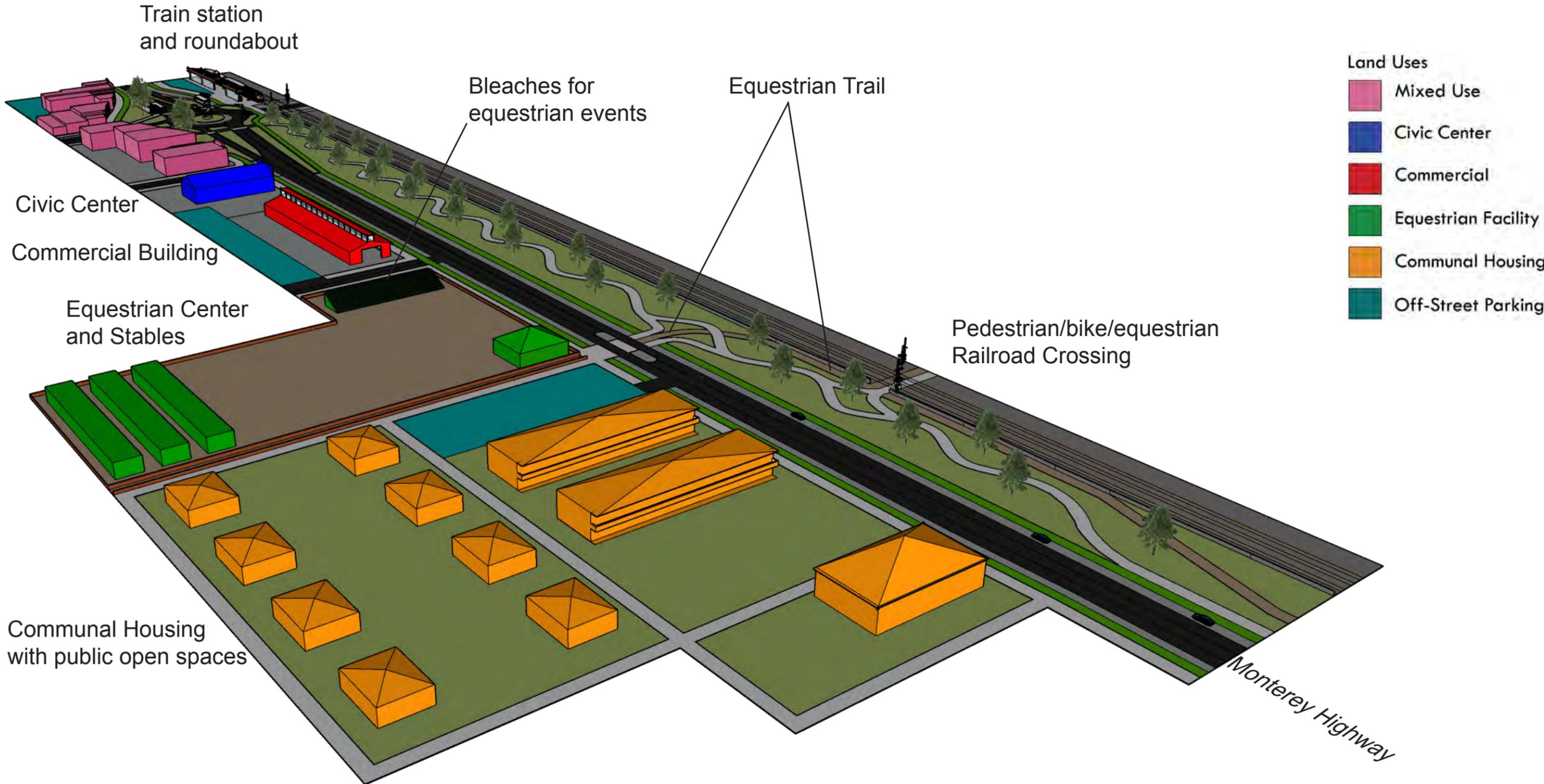
Section-Elevation BB' - Along Monterey at the Roundabout Looking West



SOUTHWEST VIEW



NORTHEAST VIEW



DESIGN CONCEPTS

Equestrian Facility

The Equestrian Facility is one of the last and furthest (from the village core) uses proposed on this project. The Equestrian Facility builds upon the Santa Clara County Planners' vision to grow San Martin's into an agritourism destination. This use provides leisure activity and escape for residents and tourists alike who enjoy the beauty of the natural environment.



Westward view of the inside of the project's equestrian facility at Monterey Highway.

Community-Oriented Uses

The Community Housing is a needed and affordable housing option for permanent and seasonal farmers alike. The communal housing will be farm worker housing during the on-season, but will transform into hostel living during the off-season. This will attract visitors on a budget and contribute to San Martin's agritourism industry. This exemplifies adaption and addressing a current present need in San Martin while moving forward towards the future of what San Martin can become. Additionally, the project proposes new uses throughout the site. The village core includes mixed use buildings in order to create the denser area typically found in a core area in a community. Included in this area are outdoor seating options for residents to enjoy the views.



Westward view of the Communal Housing at Monterey Highway showing the public plaza and gazebo.

Low-Impact Design

The site analysis phase revealed that flooding was seen as a potential issue throughout the project area. Integrating low-impact design, such as water infiltration filters and bioswales, would alleviate flooding in areas such as the fronts of commercial buildings and residential homes. A side benefit of this type of intervention is the beautification associated with more landscaping and some types of low-impact designs, as illustrated here. Integrated low impact designs can be cost effective, hidden, and attractive all at once.



View towards the bus stop and roundabout with the horse statue at the intersection of Monterey Highway and San Martin Avenue across from the Caltrain Station. The landscape features low-impact design.

Placemaking Opportunities

A linear park is proposed running between the railroad and Monterey Highway that will include pedestrian and horse-riding trails, exercise stations, seating, plenty of trees and a low-impact landscape design. It will connect the train station to the Equestrian Facility and the Communal Housing, facilitated by a new signalized crossing at Monterey Highway. Appropriate pedestrian lights will help keep the park safe and specific signage will serve to boost community identity and announce seasonal area events.



Northwest facing view of the linear park with strategic community-based signage. The horse statue at the roundabout is showing in the background.

Road Infrastructure

In terms of transportation and safety, the San Martin community complains about the dangers of people driving along Monterey Hwy, especially speeding. To address this issue, the project proposes a road diet along Monterey Hwy replacing two vehicle lanes with two bicycle lanes sheltered by on-street parking. Reducing vehicle lane capacity decreases vehicle speed thus making residents feel and be more safe. In addition, the project includes a roundabout at the village core, the intersection of Monterey Hwy and San Martin Ave, ensuring smooth traffic flow with slower vehicular speeds. The design for the roundabout helps connectivity across the streets for pedestrians, and access to the train station and to the linear park. An added benefit of this solution is its strong effect in place making and in defining the village core.



Northward view of the proposed roundabout with the horse statue that marks the central core and helps placemaking. In the middle of the rendering, the bus stop and the Caltrain station, and on the right the railroad crossing at San Martin Avenue.

THEME 3: SOUTH MONTEREY HIGHWAY



Team 3.2

Bailey Sullivan
Tim McBirney
Eliza Meyers
Chris Murphy

San Martin represents an exciting example for how Santa Clara County can support agricultural development paired with ecotourism. This project focuses on the South Monterey Highway corridor, between the intersection with San Martin Avenue, and just short of Cox Avenue in the South. As a south gateway, this area has the potential to become one of the most distinctive in San Martin.

San Martin is a stark contrast to the rapidly urbanizing parts of Santa Clara County and the greater Bay Area. Historically based on agriculture and a rural lifestyle, the community is unique and offers a more relaxed pace of life in strong communion with nature. The community faces the challenge of balancing modernization, generating revenue from visitors and improving existing infrastructure, while retaining its local charm. Preserving its culture and character while enhancing its identity and improving the structure of the village core is critical to the project.

Considering this vision, our proposal focuses on fostering the agritourism industry to provide greater local economic stability for residents through guaranteed income streams, better quality housing, and reinvestment in local businesses.

Recognizing the town's uniqueness and the importance of maintaining its rural character, the project includes improvements such as: redesigned sidewalks and new pedestrian connections, enhancement of existing open spaces, new housing and retail, and new community-oriented facilities such as a historic museum and a community events room.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Improve connectivity between Village core attractions and the community.

Objective 1.1: Provide for pedestrians and bicyclists safety.

Design Idea 1.1.1:

Redesign South Monterey Hwy. with bike lanes, wider sidewalks, parking, landscaping with native plants and bioswales, integrated with bus stops.



Concept for multi-use trail on South Monterey Highway.

Objective 1.2: Emphasize the human scale of the central core.

Design Idea 1.2.1:

Include a wide variety of land uses in the strip including high density and mixed uses for convenient walkability from business to business.



Example of small town main street with mixed-use buildings.

Goal 2: Improve the existing and encourage new retail opportunities for local agricultural operations.

Objective 2.1: Provide for physical outlets for local agriculture.

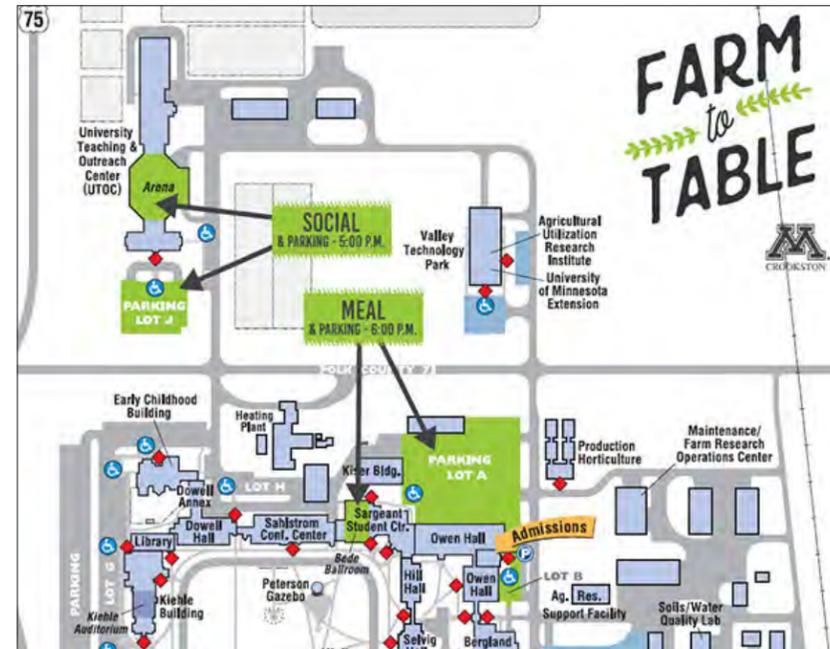
Design Idea 2.1.1:
Create small shops in downtown that carry local agricultural products.



Example of a small grocery store.

Objective 2.2: Showcase sustainable local production.

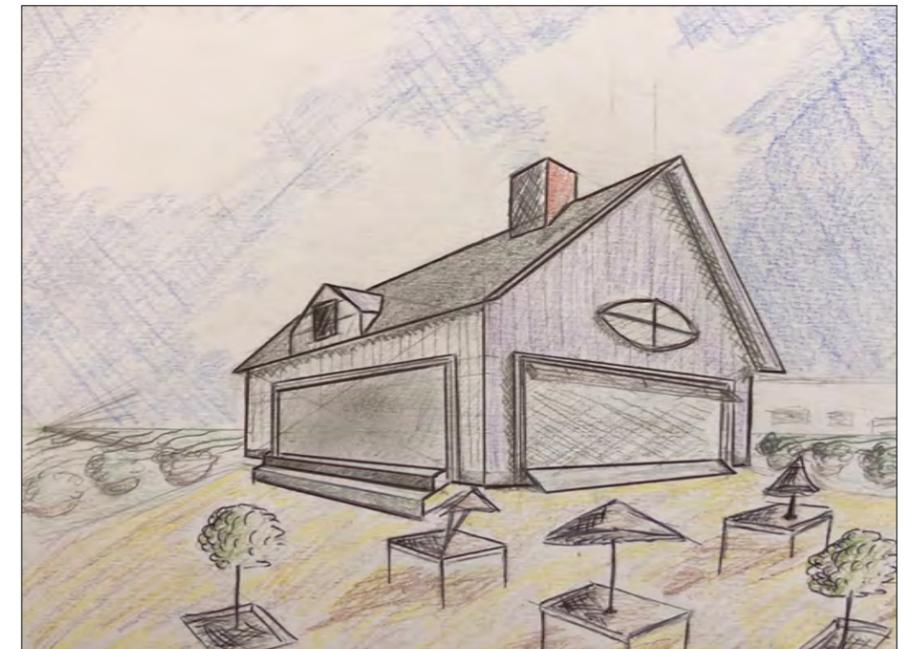
Design Idea 2.1.2:
A Farm and Restaurant map, focusing on the uniqueness of San Martin.



Example farm to table map.

Objective 2.3: Create a central commercial node along the South Monterey corridor.

Design Idea 2.3.1:
A central plaza to host public and tourist events.



Example of central plaza.

Goal 3: Celebrate San Martin's history and cultural heritage.

Objective 3.1: Showcase local history and culture through buildings and monuments.

Design Idea 3.1.2:
Implement murals and signage that decorate the town and pay homage to its past.



Example of building murals on building facades.

Objective 3.2: Educate visitors of local history.

Design Idea 3.2.1:
A building that may serve as museum, visitors center, community center, and gift shop near the station.



A small town museum and visitor's center.

Objective 3.3: Connect San Martin's historical past to its present.

Design Idea 3.1.2:
Provide opportunities for seasonal events and an yearly fair to celebrate local agriculture and culture.



A street market example.

CONCEPT DIAGRAM

Major Design Aspects Proposed:

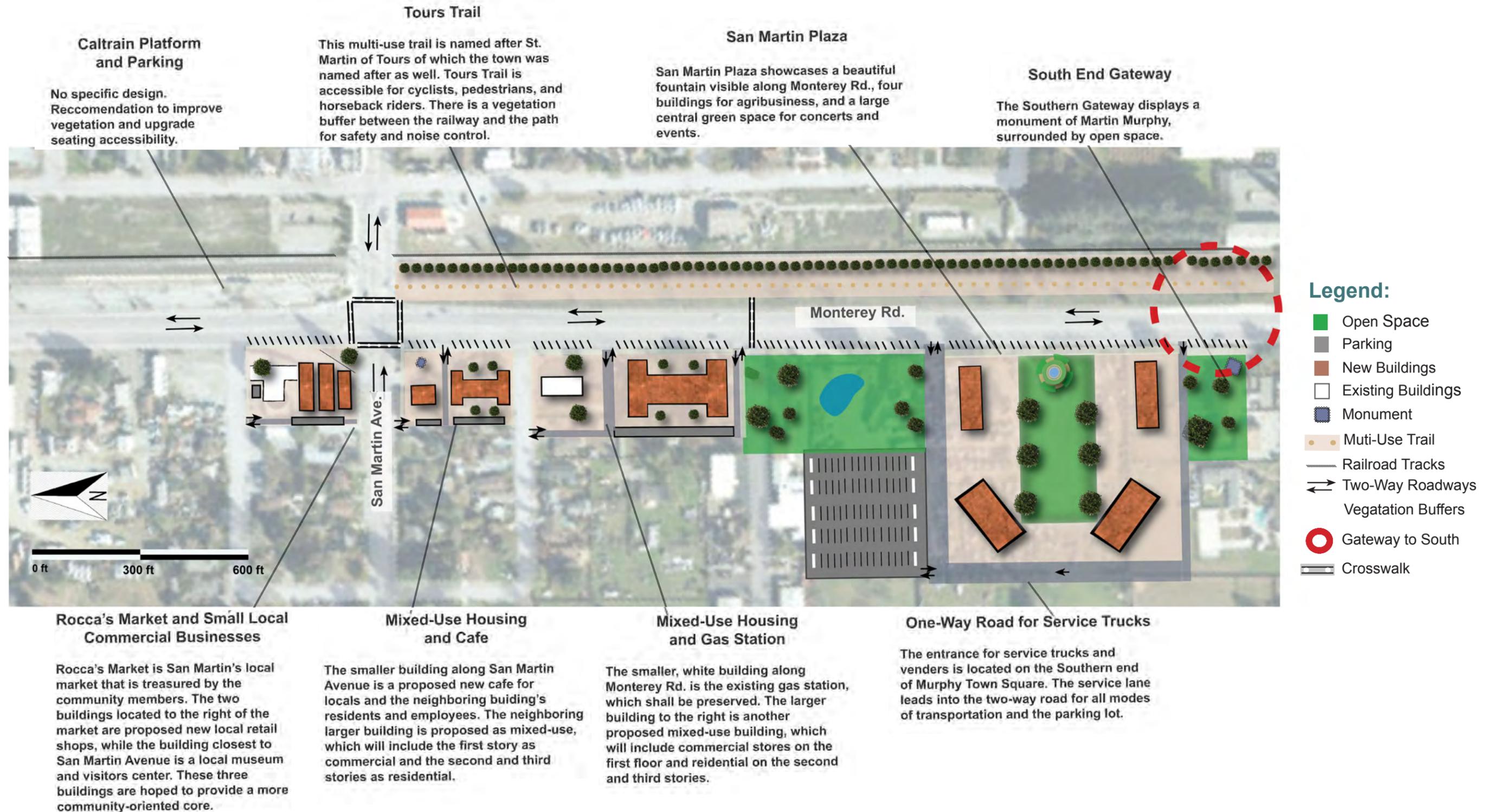
- Creates South Gateway into the town;
- Central Node encapsulated by local shops, museum and train station;
- Commercial Retail/Farmers Market Plaza is the feature when entering San Martin from the South;
- Open space/parks buffer and transition between commercial and residential;
- Expanded modes of transportation along Monterey Highway Corridor;
- New parking for commercial zone;
- Vegetation used as a buffer, for aesthetics and to provide canopy shade;

Land Uses and Design Elements
A small community park
San Martin local history museum
Mixed use retail and residential complex
Permanent farmers market and retail space reserved for local producers
Protected walk/bike path along the train tracks
Tourism/welcome center

	Parking
	Commercial
	Public Facility
	Mixed Use Residential
	Muti-Use Trail
	Monument
	Railroad Tracks
	Major Roadways
	Vegetation Buffers
	Caltrain Station Platform
	South Monterey Blvd. Site Boundary
	Fence
	Crosswalk
	Gateway to South



ILLUSTRATIVE SITE PLAN



LAND USE MAP



Project Phasing

Smart phasing of the projects based on resource availability and needs will help to ensure that these changes can become a feasible reality. The short term (within the next 5 years) goals will provide a boost to the community economy and quality of life by growing tourism and improving connection. The long term (5-10 years) phasing will address more structural issues such as housing and the museum space. As with any project of this scale, funding, and resources are limited, but taking small, intentional steps to slowly implement the elements of this redesign project will yield a reimagined south gateway zone which fulfills the vision put out by local planners and the community and will ensure San Martin will be a viable, charming, and unique place to visit for years to come.

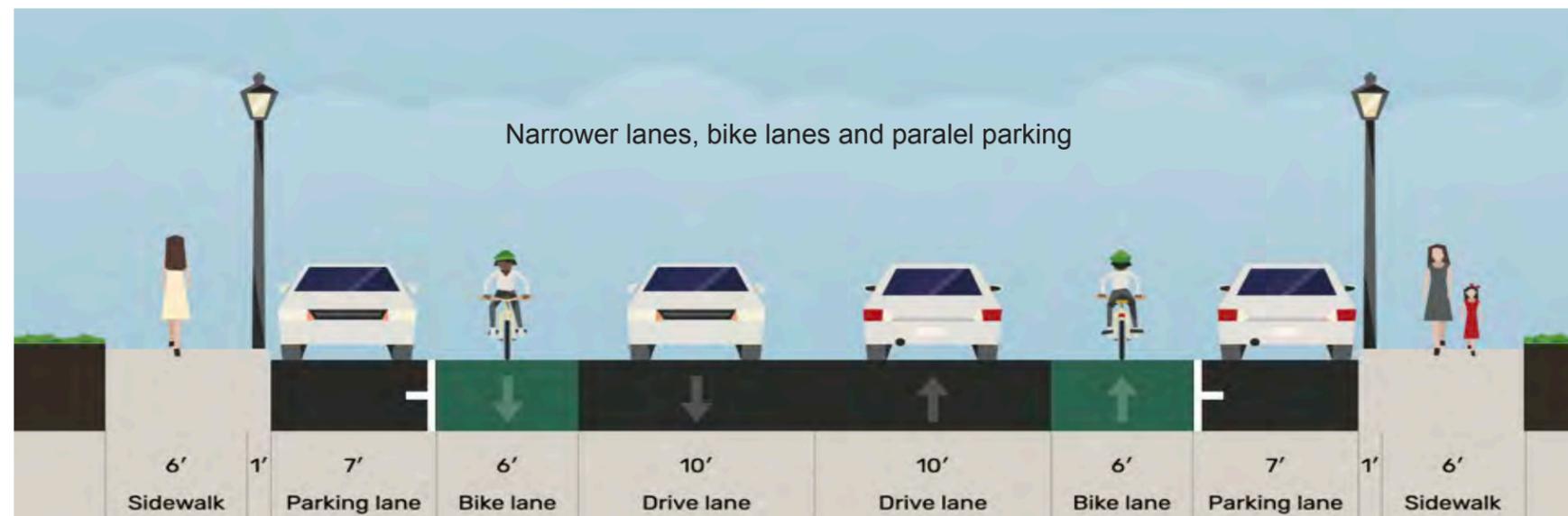
Short Term (5 years)	Long Term (10 years)
Farmer's market (Murphy Town Square)	Museum and community center
Multimodal path	Mixed use housing and retail buildings
Village park	
Gateway open space	
Expanded bike lanes on San Martin Ave.	

STREET SECTIONS



PROPOSED CONCEPT FOR SOUTH MONTEREY HIGHWAY

PROPOSED CONCEPT FOR SAN MARTIN AVENUE



SOUTH VIEW

Murphy Square and San Martin Plaza



Mixed-Use

Mixed-Use

Linear Park "Tours Trail"

Mixed-Use

Rocca's Market

Train station and platform

NORTHWEST VIEW



MAIN DESIGN CONCEPTS

Goal 1: Improve connectivity between Village core attractions and the community.

To attain this goal the design focuses on improving connection, linkages, and infrastructure of the south gateway zone and aims to improve the accessibility and safety of traveling to the various new buildings and spaces. The design centers around a protected, multimodal trail paralleling Monterey Road and the railroad tracks. This path, protected from cars by trees and vegetation, increases safe pedestrian walkability and bicycle access up and down the south gateway zone. In addition, the expanded bike lanes along San Martin Avenue will create a more complete, alternative transportation network in San Martin. The historical museum at the north end of the site and the Murphy Square farmer's market at the south end of the site will be connected via the trail while this transit node will reinforce the community's vision of a more humanscale San Martin.

Goal 2: Improve the existing and encourage new retail opportunities for local agricultural operations.

The major feature in fulfilling this goal is the San Martin Plaza, a complex focused on agritourism and on showcasing and selling local goods. One of plaza's key fetures is its high visibility and accessibility. The central lawn, adorned with a fountain, will accomodate a farmers market and local community and agricultural events, supporting San Martin as a tourist destination. The four surrounding buildings of rural architetur al style and open-floor plans, provide opportunity for shops, art exhibits, restauranteurs, and where local producers have either a permanent space or temporary stall, allowing for flexibility.

Abutting San Martin Square to the north, a new public park offers sports and recreational opportunities adding to a welcoming South Gateway and reinforcing the small-town-feel. Just north of the park, a large mixed-use apartment building offers affordable and much needed farmworker housing over retail, and showcases a small park next to the sidewalk. Providing affordable housing in such a central location will not only improve the workers' quality of life and add to the local economy, but will also have a significant regional impact. North of the existing gas station, we propose another, smaller and market-rated mixed-use apartment building. This opportunity may serve workers that commute everyday to the Silicon Valley or the Bay Area, or weekend visitors seeking agritourism.



The Caltrain platform and bus stop on Monterey. The new mixed-use buildings show in the background.



View of San Martin Plaza.

Goal 3: Celebrate San Martin's history and cultural heritage.

In fulfilling this goal, this proposal focuses on a few but strong development and design ideas. Firstly, defining the South Gateway is Murphy Square, named after the Santa Clara County native pioneer Martin Murphy. This small park, located on the west side of Monterey Highway, will feature a monument to Martin Murphy as well as a panel recounting San Martin's history. Secondly, a museum is proposed cross from the Caltrain station and next to Rocca's Market, one of the traditional local businesses and meeting places, will showcase local and regional history and the diverse cultural roots. The charming character of San Martin is strongly connected to its agricultural past, making it critical that this connection is reinforced for visitors. The museum building could also serve as a community center and gathering hub.

Finally, San Martin's historical and cultural character will be celebrated in the design of buildings, signage and street furniture. In a rapidly changing Bay Area urban landscape, San Martin has a chance to be unique and maintain its quaint historic charm. The barn-like structures around San Martin Square are good examples of this approach, and the Caltrain Station, the museum, and the two proposed mixed-use buildings could also follow similar solutions. Murals celebrating local history and culture should also be encouraged on large blank building, particularly those facing public spaces or parking lots.



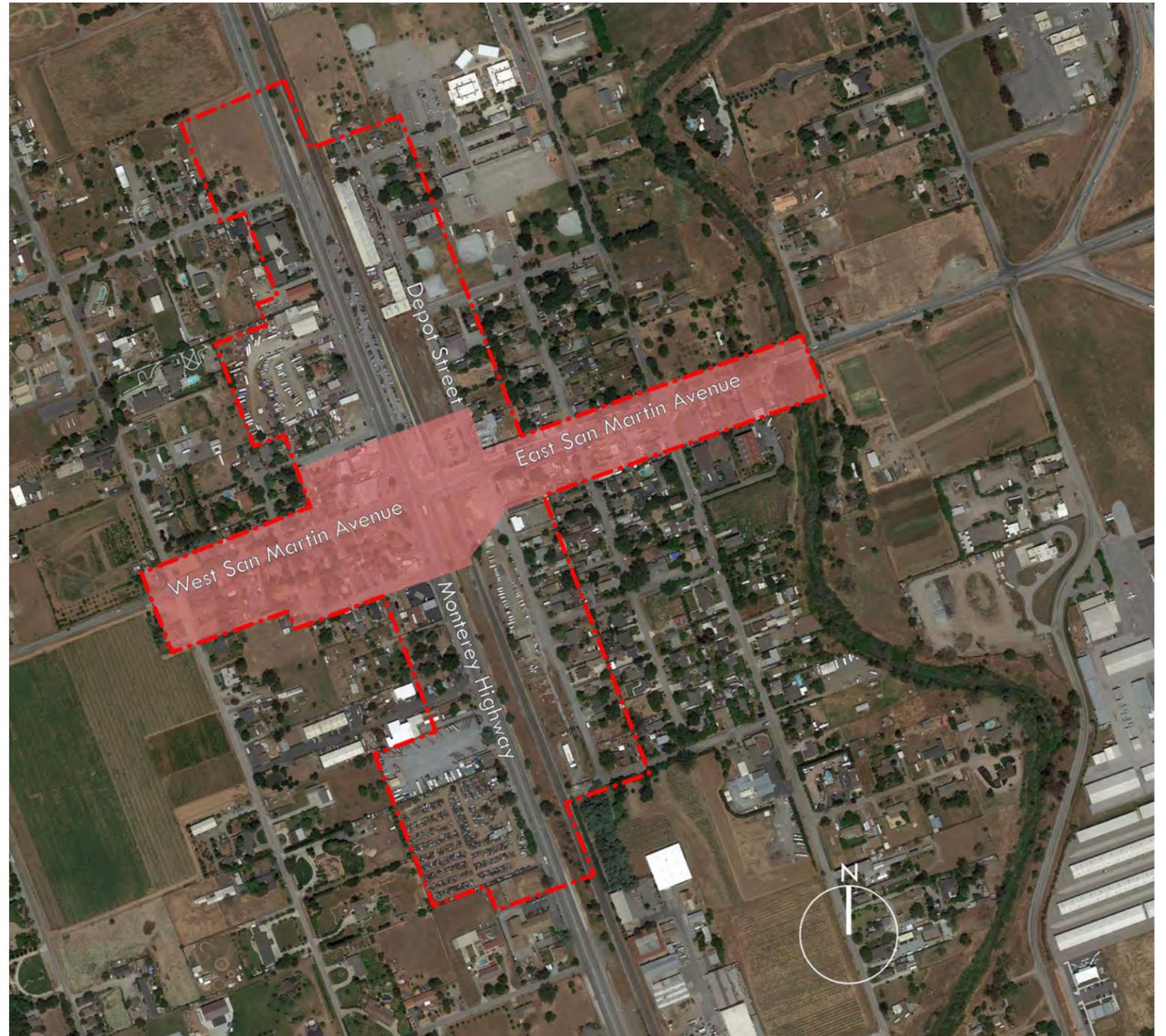
View of Mixed-Use Affordable Housing from the Tours Trail Linear Park.



View from the Tours Trail showing one of the barn-line buildings at San Martin Square and the mixed-use affordable apartment building at the background..

THEME 4: SAN MARTIN AVENUE

*Distribution of project area for Theme 4:
San Martin Avenue.*



THEME 4: SAN MARTIN AVENUE

Team 4.1

Amelia Cane
Reid Crandell
Aidan Lebow
Isaac Golf

This proposal will facilitate the projected growth associated with high-speed rail along with the vision and goals of the San Martin community. As a small agrarian community, San Martin does not want to fall into the same sequence of suburban sprawl seen in neighboring communities such as Morgan Hill and Gilroy. The addition of high-speed rail poses a threat to the community's long-term goal. The West Village aims to preserve and advance the community's rural impression through careful control on scale of development, appropriate land uses, and overall perception. This means avoiding large scale development such as high-rise buildings and promoting the rustic character of the town through appropriate signage and western-inspired design features.

Other important goals include the preservation of agriculture, support of agritourism, and increasing housing in the area. Some of these goals may be contradictory to the community's desire of remaining a modest and rural town. Therefore, these goals must be implemented strategically in order to keep the agrarian feeling of the town. Strategic placement of open space allows for event and market space for agritourism and the careful maintenance of existing farmland can support the existing agriculture in the area. Lastly, the inclusion of simple but limited multifamily housing can be used to address the need for housing while also promoting the ranch and western lifestyle of San Martin.

With the addition of high-speed rail to San Martin, the desire of the community to stay moderate and agrarian are threatened by the potential modernization. However, this issue can be beneficial for the town, as it can serve as an opportunity to promote the needs of San Martin while continuing to preserve the town as a rural and farming town. The addition of open space, small scale multifamily housing, and a humble commercial core can increase agritourism and support local agriculture without affecting the small-town charm.



PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Promote community involvement in the village core.

Objective 1.1: Increase the amount of versatile public spaces that cater to agritourism and community events.

Design Idea 1.1.1:
Public parks with adequate areas and picnic shelters for everyday use as well as festivals and events.



An example of public park being utilized for community and seasonal events.

Objective 1.2: Include medium-density mixed uses in the village core with a central commercial strip.

Design Idea 1.2.1:
Have storefronts with large windows and a distinctive look from adjacent stores.



Distinctive facades of storefronts help attract shoppers.

Objective 1.3: Strategic relocation and redevelopment of buildings that serve public interests in the village core.

Design Idea 1.3.2:
Make cosmetic or design upgrades to existing essential buildings.



Well-maintained storefront of a rural building.

Goal 2: Create a sense of place that further establishes the community's rural identity.

Objective 2.1: Establish a defined village core.

Design Idea 2.1.1:

Creating design standards for new buildings, such as awnings and porches help create a vibrant village core with opportunities for people to interact.



Canopies and distinct building design to create a more welcoming streetscape, encouraging interaction.

Objective 2.2: Appropriate signage and similar features to create distinct gateways.

Design Idea 2.2.1:

Create an established font, coloring and design for signage and place it at gateways.



Existing signage in San Martin.

Objective 2.3: Create meaningful landmarks or destinations to distinguish San Martin identity.

Design Idea 2.3.1:

Wall murals with San Martin cultural, agricultural and historical aspects.



A building mural depicting the town's history.

Goal 3: Provide infrastructure to support the needs of the greater San Martin community.

Objective 3.1: Facilitate a variety of housing including affordable and farm worker housing.

Design Idea 3.1.2:
Implement live work units in San Martin.



Live-work unit: residential above retail.

Objective 3.2: Create and improve pedestrian paths, bike lanes, and equestrian paths.

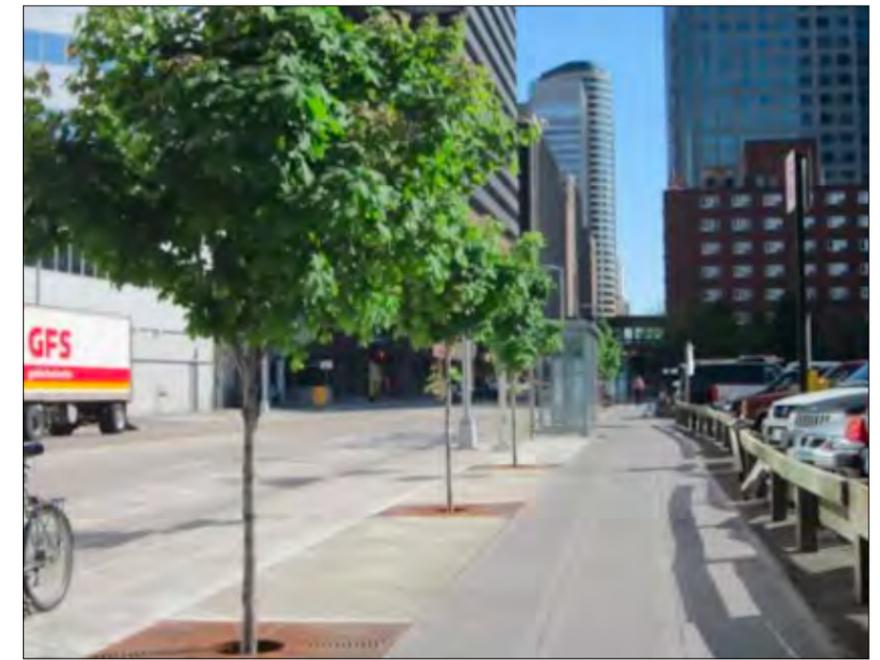
Design Idea 3.2.1:
Promote complete streets that offer separate paths for uses and are a safe distance from vehicular traffic.



Improved streetscape, bike lanes, greenery, and comfortable sidewalks increase mobility.

Objective 3.3: Provide for an aesthetically pleasing environment in the village core.

Design Idea 3.1.2:
Line the sidewalks with tree planters every 3-5ft that collect stormwater and offer shade.

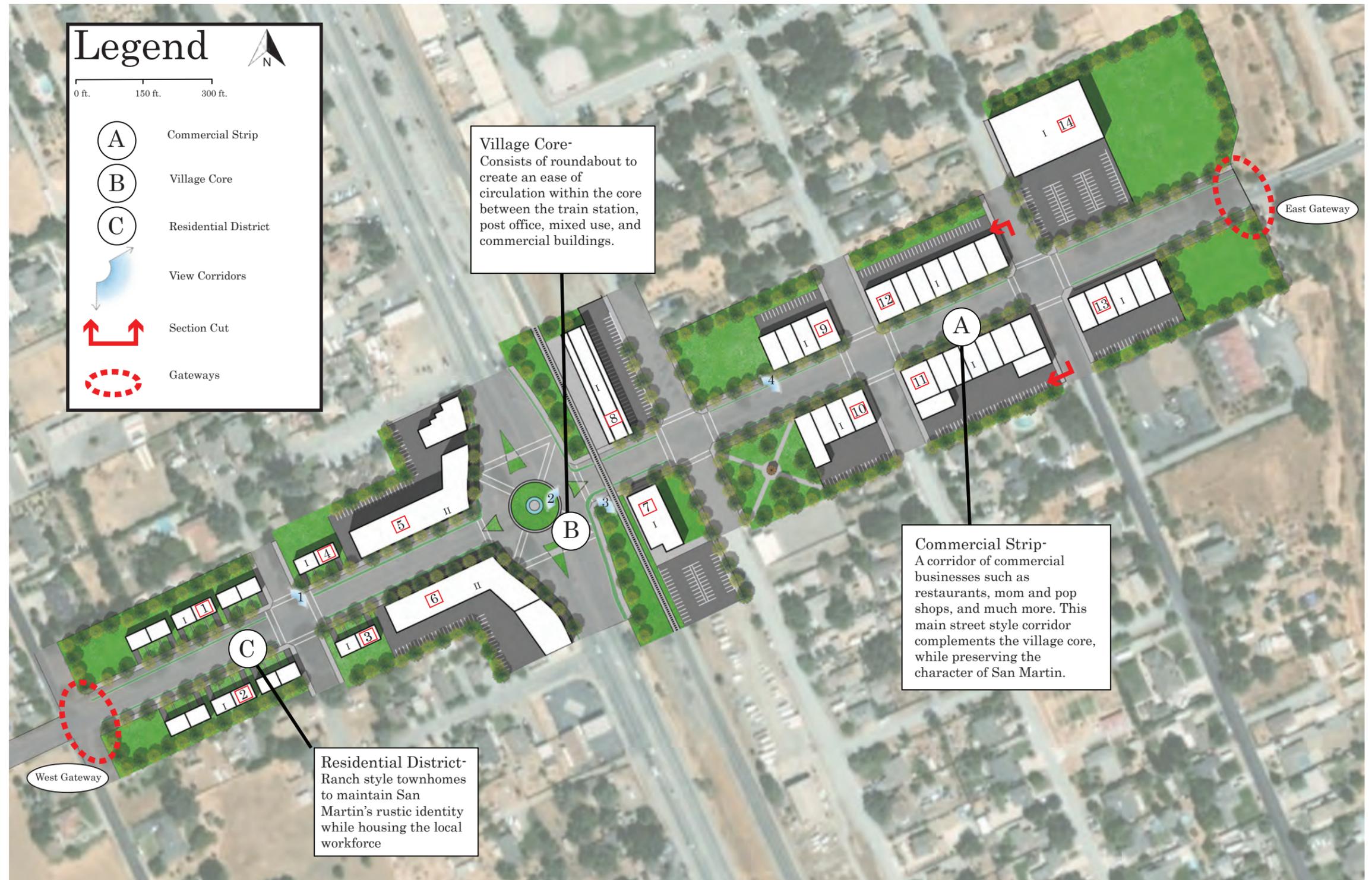


Streetscape well lined with trees.

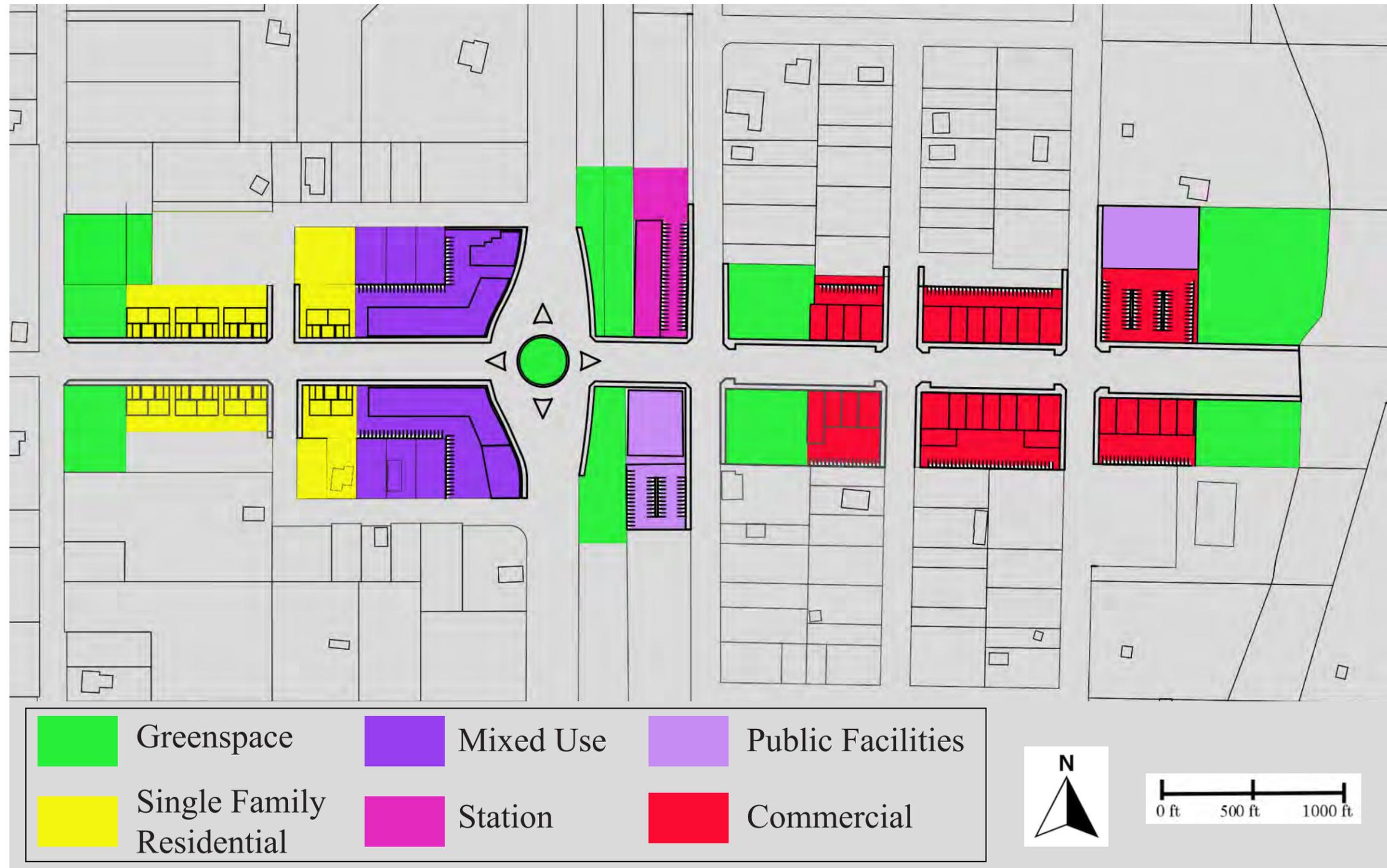
CONCEPT DIAGRAM



ILLUSTRATIVE SITE PLAN



LAND USE MAP



DEVELOPMENT PROGRAM

Basic Development Pro-Forma

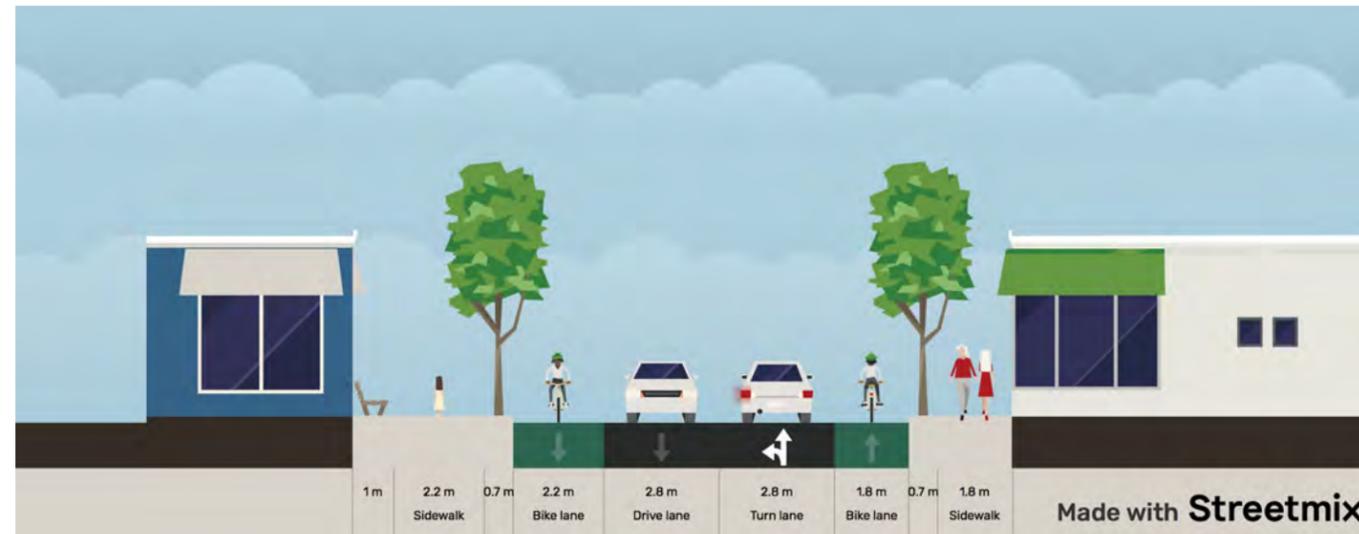
Land Use	Square Footage*	Number of Units
Residential		
Mixed Use	162,000	40
Single Family Residential	136,000	25
Commercial		
Central Commercial Strip	173,000	NA
Community Center		
Community Center	30,000	NA
Green Space		
Green Space	130,000	NA
*Square footage is approximate size of bubbles in concept diagram		

Phasing

Short Term (5 Years)	Long Term (10+ Years)
<ul style="list-style-type: none"> ● Secure financing for project ● Possible creation of downtown overlay zone ● Change in streetscape and addition of various infrastructure <ul style="list-style-type: none"> ○ Widening San Martin Ave. as well as adjoining sidewalks ○ Addition of central roundabout greenspace feature ○ Water and gas lines ● Construction of the station and the highway serving commercial 	<ul style="list-style-type: none"> ● Construction of the residential, mixed use, and green space ● Final construction of the community center ● Final landscaping ● Creation of a maintenance plan

SECTION-ELEVATIONS

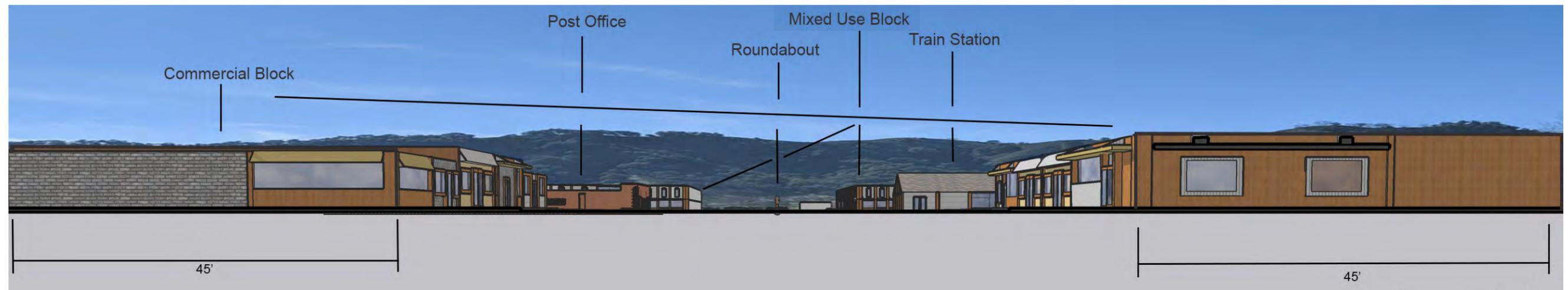
EAST SAN MARTIN AVENUE



WEST SAN MARTIN AVENUE



SECTION-PERSPECTIVE OF EAST SAN MARTIN AVENUE LOOKING EAST



MAJOR CONCEPTUAL DESIGN IDEAS

The first goal of the project is to promote community involvement in the downtown core. Currently San Martin Avenue, one of the main streets of San Martin, is home to a few local stores and a small grocery store. The project plans to implement a modest commercial strip of two mirrored blocks of one-story storefronts (Buildings 9-13 in Site Plan). The intent is for the stores to be occupied by local businesses to promote the identity of San Martin while supporting the local economy. The storefronts facades will be built using a variety of different materials to break the monotony of a solid storefront. This allows for the creation of an aesthetically pleasing block while also giving each store a uniqueness to differentiate between them. These local businesses will encourage citizens to come to the downtown more often and utilize its services while also boosting the local economy.

This project encourage a variety of small-scale food options, such as food trucks, to enhance community attraction to the village core. The food trucks would be allowed to park on certain days at certain times in one of the new open spaces the plan provides (Next to buildings 9 and 10). The use of open space is not only limited to food trucks, but for a variety of community-based events focused on bringing the community together. Events such as farmers markets, cultural events, community picnics, and a variety of other events will be able to be hosted. The town, and particularly the village core, is currently lacking in these spaces and the community will benefit greatly from the increased opportunity for involvement.



View of the train station from the park in San Martin Avenue.

A community center is proposed (Building 14) for events such as community meetings to discuss potential new developments in the area, volunteer group events, social club gatherings, and any other groups who wish to use the facility. The community center at the village core reinforces its central role as a vital part of the community and contributes directly to the community. Similarly, the project relocates the town post office to the center of the village core (Building 7), so it can become a landmark and encourage more social interactions and feed the surrounding commercial uses.

The second goal of the project is to create a sense of place to further establish the community's rural identity. The establishment of a sense of place is essential in keeping the community's identity and enabling community members to feel pride in their homes. One of the ways to accomplish this goal is by defining the village core. A defined village core has aspects such as awnings and porches with opportunities for people to interact. This is particularly important in the main commercial block on East San Martin Ave (Buildings 9-13). The project will also incorporate wider sidewalks along with street furniture to make the village core more comfortable and more usable for the elderly and children.

A sense of place can also be created through signage for San Martin. The village core will have wayfinding signs directing people to particular landmarks or locations, all with consistent font, coloring, and design. Signage will also be used at gateways (As seen,



View of the commercial buildings along East San Martin Avenue.

East and West gateways) to create a memorable entryway to the village core, particularly from Highway 101 on the East side of the site. Greenery such as native trees, planters, and native shrubbery will also be used to indicate the entrance to the village core.

Landmarks and destinations that can be appreciated by both locals and tourists add to sense of place. The project proposes a roundabout at the intersection of San Martin Ave and Monterey Road (Area B). The roundabout is a distinct landmark which will help signify to people they have entered the village core, while also help liven the intersection. This intersection is also home to the Caltrain station and will be the future home of the high-speed rail station. The roundabout will engage visitors arriving from the station. Another landmark the project introduces is a wall mural on the post office wall (Building 7, view corridor 3). The mural will portrait the community's rural identity and history, and its location will add to the core's sense of place and call attention to drivers and rail passengers arriving in San Martin.

The project's last goal is providing infrastructure to support the needs of the community. Currently, the village core lacks many services and offers no housing options. To incorporate more housing, particularly low-density housing, the project includes a few blocks of two-story townhomes on the west side of the project (Area C) as well as live-work units over the commercial buildings (Buildings 5 and 6). This will help alleviate the housing situation in San Martin without creating high density which would contradict the goals and identity of the town.

The project promotes the idea of complete streets, offering separate paths for different uses and protection from vehicular traffic. Good streetscape is vital for the safety of citizens and visitors, particularly in the main intersection of San Martin Ave and Monterey Road (Area B). The creation of a roundabout will help reduce vehicle traffic and speed. At the same times, it is important to ensure the safety of pedestrians, bicyclists, and equestrians through well-maintained trails and sidewalks. In addition, the project implements a pedestrian tree-lined path on the right side of Monterey Road following the train tracks (View corridor 3). Furthermore, there will be a pedestrian crosswalk around the roundabout, through the roundabout, between the commercial blocks (Area A), between the station and the post office (Buildings 7 and 8), and at the arterial roads that intersect San Martine Ave. These crosswalks is to promote more pedestrian walkability and usage of the village core.

Lastly, the current village core lacks infrastructure to create an aesthetically pleasing environment. West Village includes a plan to line the sidewalks with tree planters every three to five feet. These will not only boost the aesthetics of the village core, but also benefit the environment through collecting stormwater and providing shade, making San Martin a more welcoming place.



View from the roundabout looking at the mixed use buildings.

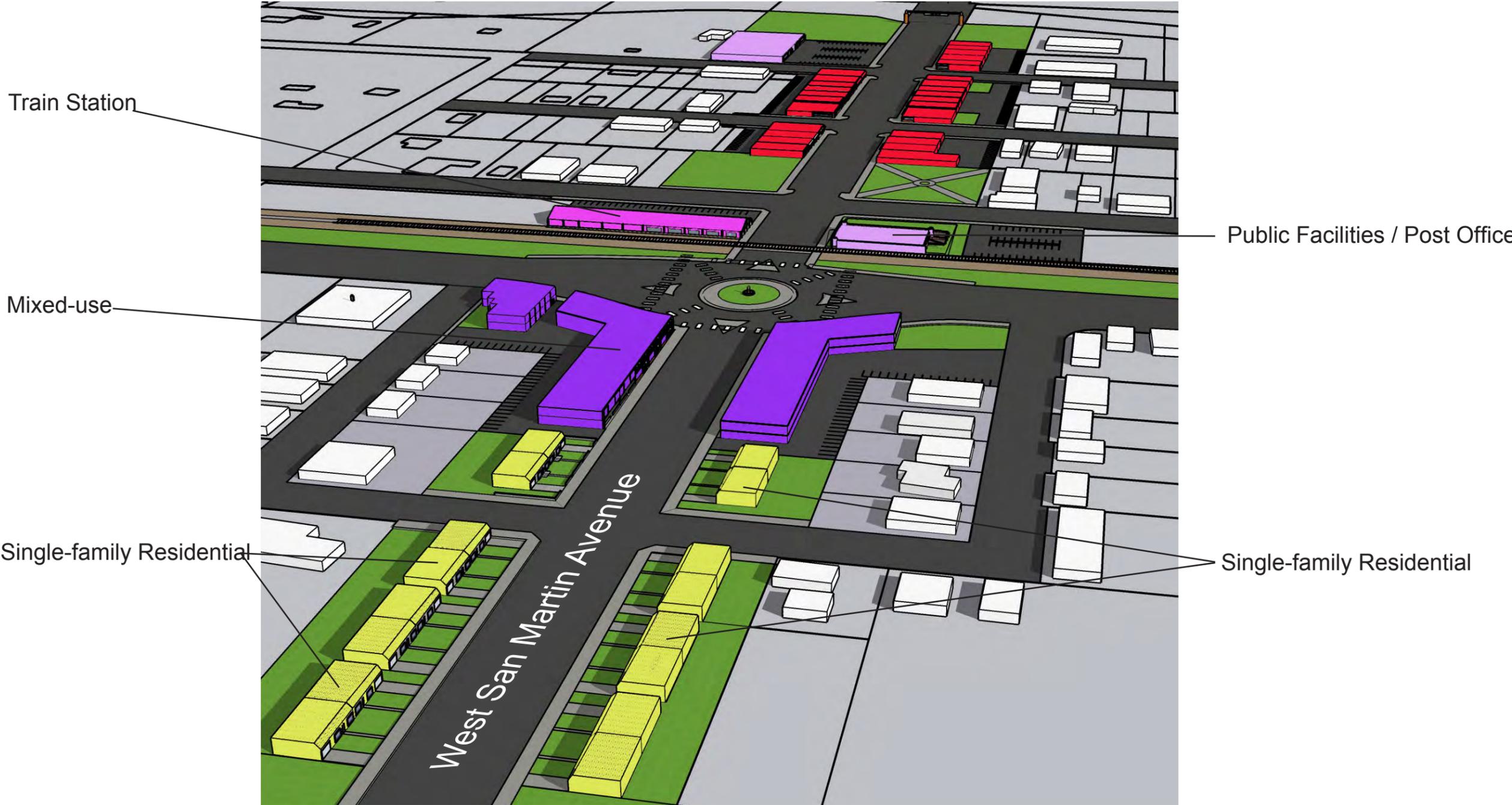


View of the housing looking towards the core.

EAST TO WEST VIEW



EAST FACING VIEW



THEME 4: SAN MARTIN AVENUE



Team 4.2

Cameron Wilson

Benjamin Ip

Mitchell Wexler

This project has three goals:

- Create a public space for the community,
- Create a new mixed-use corridor, and
- Implement traffic calming measures while improving pedestrian and bicycle infrastructure.

The major design proposals include establishing East San Martin as a walkable main-street with mixed-use buildings featuring a pedestrian arcade, and establishing a gateway through street redesign and a major public park.

Connecting to trails along Llagas Creek and marking the entrance to San Martin, the park will feature an amphitheater, a daycare center and new service buildings such as fire and police stations. A roundabout at Llagas Avenue with a monument will slow traffic entering the village. A new market, a community center, and a distinct walkable streetscape will combine to make East San Martin a distinct and welcoming entrance to the village.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Consider public spaces as focal points for the community.

Objective 1.1: Locate public facilities in the Village core and in close proximity to each other.

Design Idea 1.1.1:
Provide for a combined police and fire station.



Example of combined fire and police station; Campbellville, KY.

Objective 1.2: Facilitate community events.

Design Idea 1.2.1:
A large park along Llagas Creek with an amphitheater.



Example of a simple park amphitheater.

Objective 1.3: Provide linkages between public facilities and public spaces and parks.

Design Idea 1.3.2:
Pathways from the elementary school to Llagas Creek Park and the facilities along East San Martin Avenue.



Pathways to school.

Goal 2: Transform East San Martin Avenue into a memorable, walkable “main-street” featuring mixed-use development.

Objective 2.1: Encourage two-story vertical mixed-use buildings along San Martin Avenue, especially near Monterey Highway.

Design Idea 2.1.1: Design to generate the ambience of a small-town main street.



Example of typical mixed-use small town main street.

Objective 2.2: Base the corridor’s design on the historic character of rural California communities.

Design Idea 2.1.2: Create facades that draw inspiration from Walnut Grove and Jamestown, CA.



Sketch of pedestrian arcades in Jamestown, CA.

Objective 2.3: Provide opportunities for the most needed uses in the community, such as grocery stores.

Design Idea 2.3.1: Allow for single family homes to be used as businesses.



Single family home used for a business in Paso Robles, CA.

Goal 3: Implement traffic calming measures and provide support infrastructure for public transit.

Objective 3.1: Create an additional railroad crossing for pedestrians and bicyclists.

Design Idea 3.1.2:
Provide a pedestrian bridge over the rail tracks to serve children walking to/from the elementary school.



Pedestrian bridge over train tracks.

Objective 3.2: Add sidewalks and crosswalks connecting the new focal points to other parts of San Martin.

Design Idea 3.2.1:
Give crosswalks and sidewalks a distinctive style, especially at community focal points.



Distinct and visible pedestrian crosswalks.

Objective 3.3: Remove roadside parking but ensure that an equal number of parking spaces are provided off-street.

Design Idea 3.1.2:
Provide a well-designed parking lot for the Caltrain station.



Example of well designed surface parking lot.

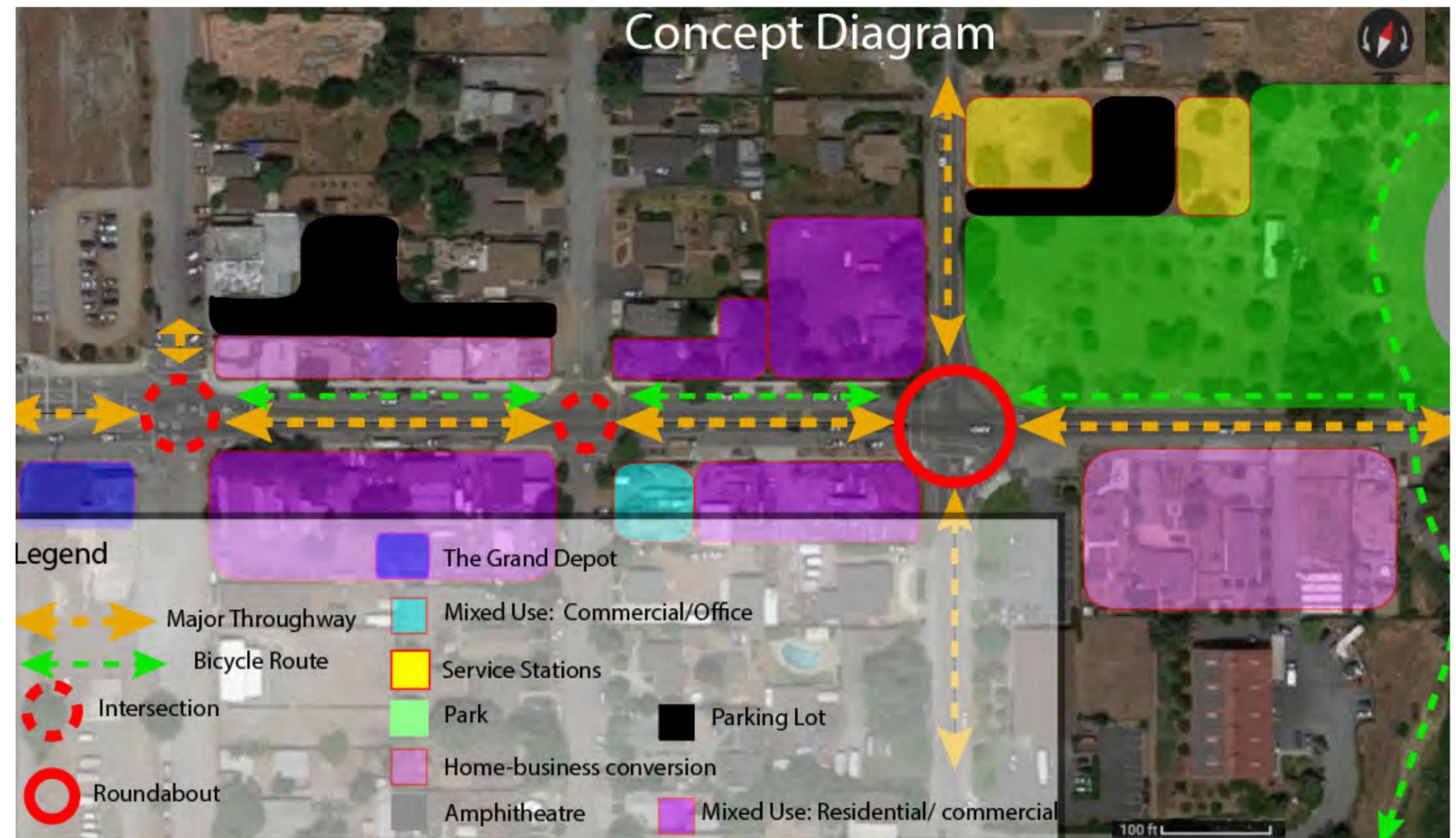
CONCEPT DIAGRAM

Major Features:

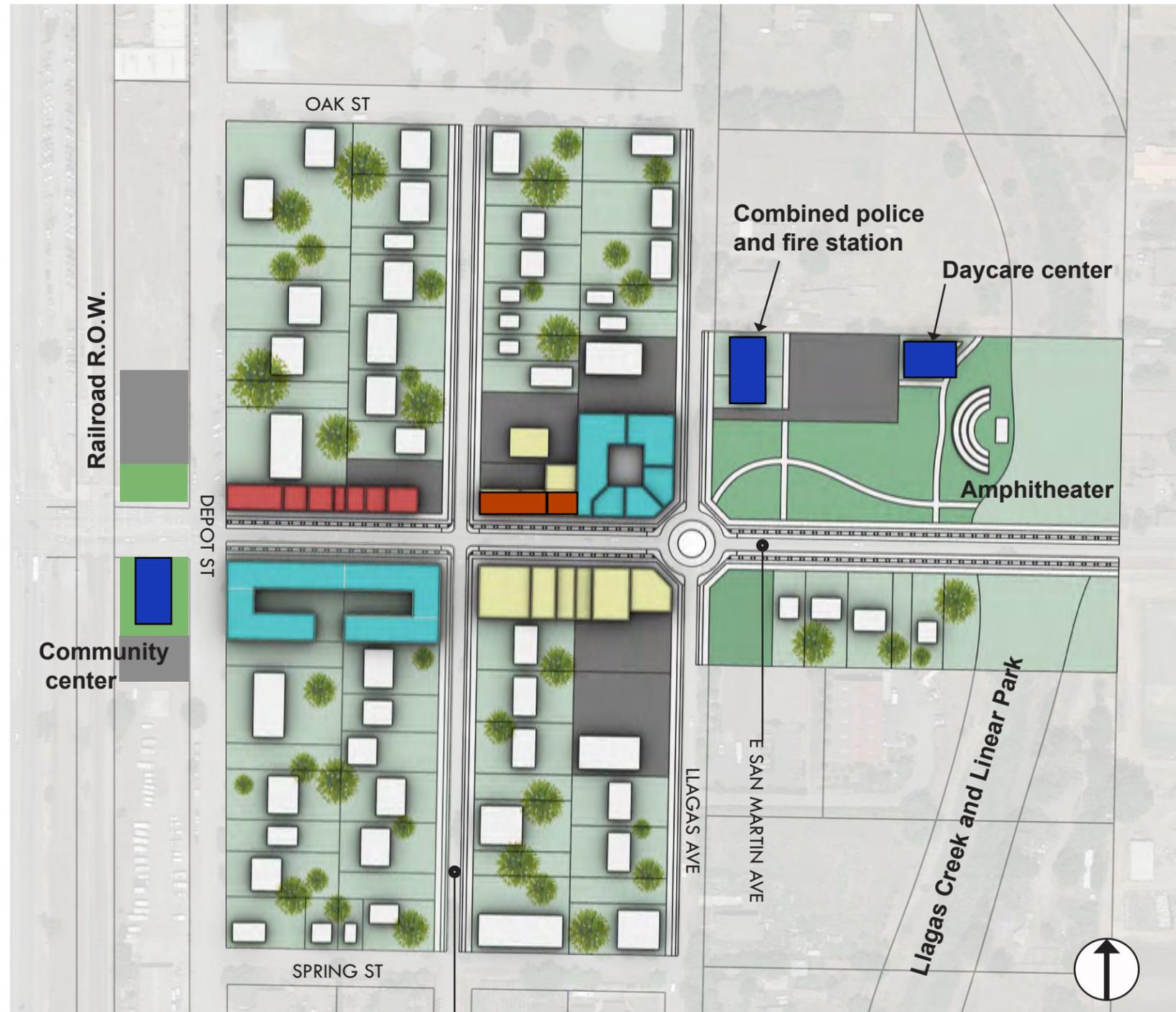
- Creekside Heritage Park with Amphitheater.
- New Marketplace: The Depot.
- New Farming Supply Store.
- New service buildings: Fire and Police Stations.
- Grand Depot Community Center.
- Mixed-use corridor along San Martin Avenue:
(Two stories: residential above commercial)
- Roundabout at Llagas Ave. and San Martin Ave.

Proposed Square Footage:

- Commercial: 150,000 sqft
- Apartments: 75,000 sqft
- Single Family Homes: 35,000 sqft
- Services: 20,000 sqft
- Parks: 100,000 sqft



ILLUSTRATIVE SITE PLAN



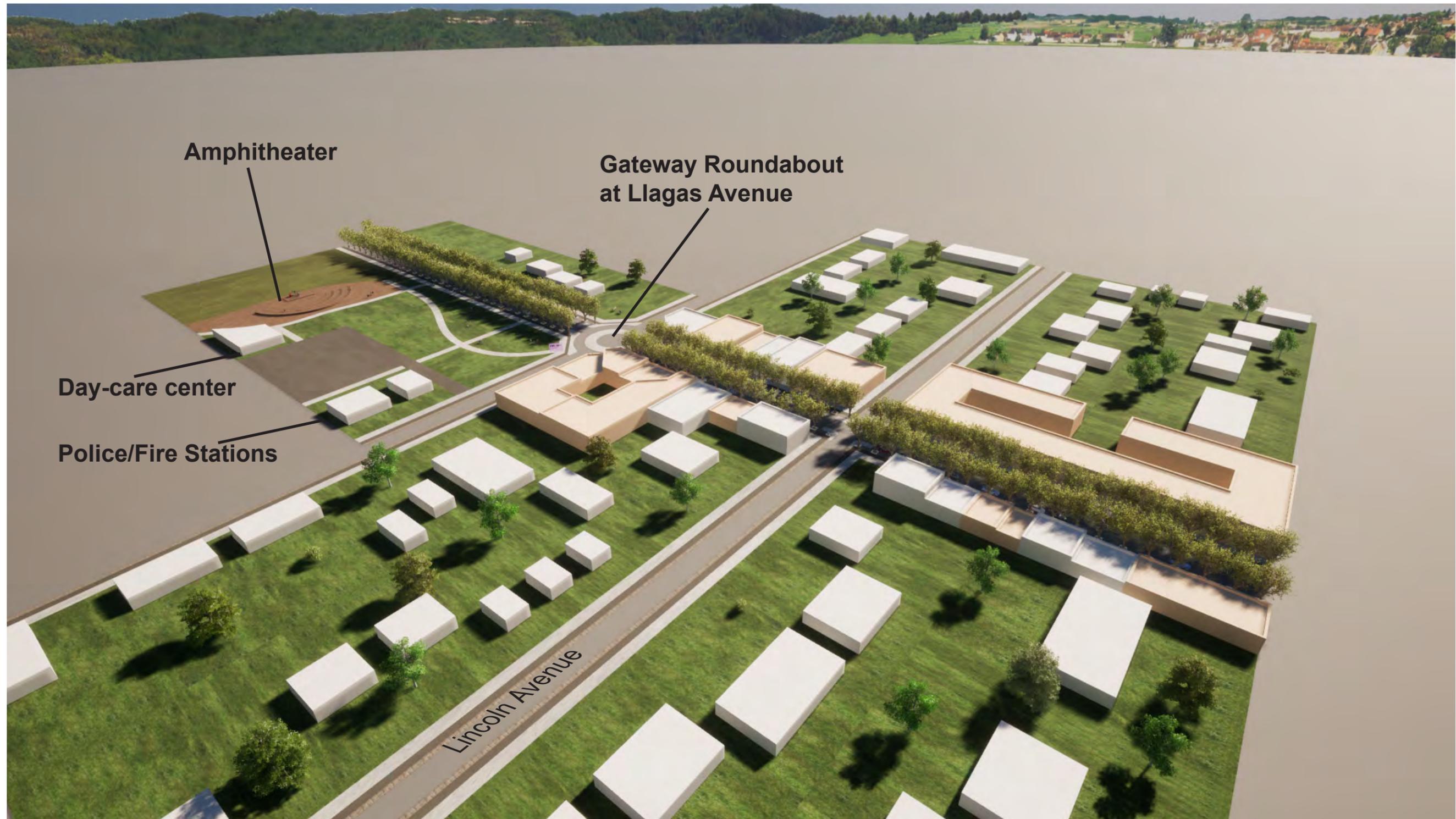
Legend

- Residential / horizontal mixed-use
- Commercial
- Vertical mixed use
- Public facility
- Open space
- Parking
- Existing structure

STREET SECTION CONCEPTS



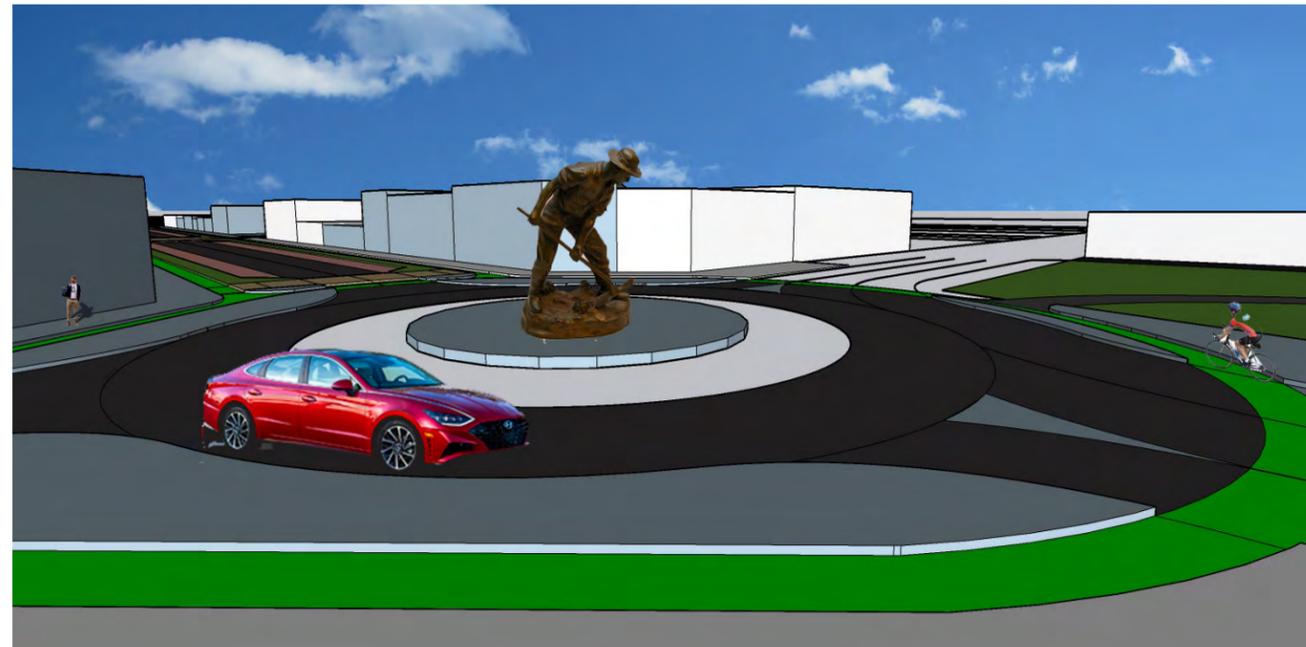
VIEW FROM THE SOUTHEAST



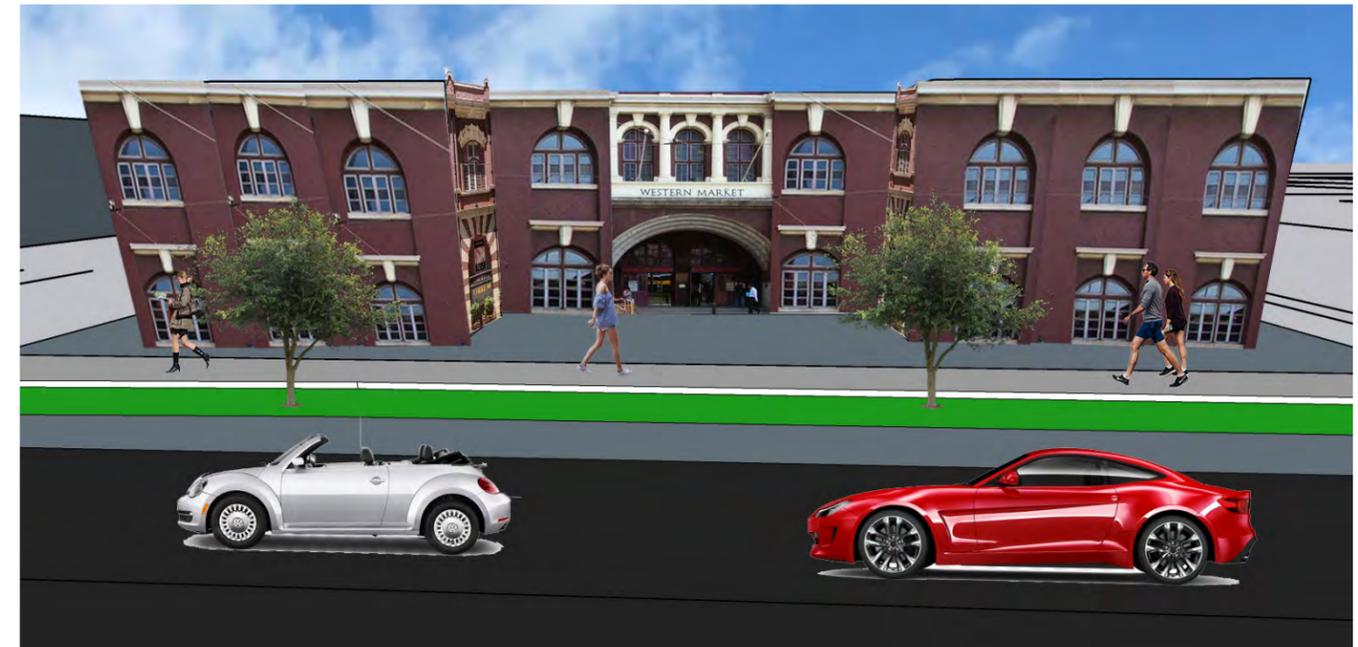
VIEW FROM THE NORTH



PROJECT VIEWS



Proposed roundabout at the intersection of East San Martin and Llagas avenues.



Depot Street community center.



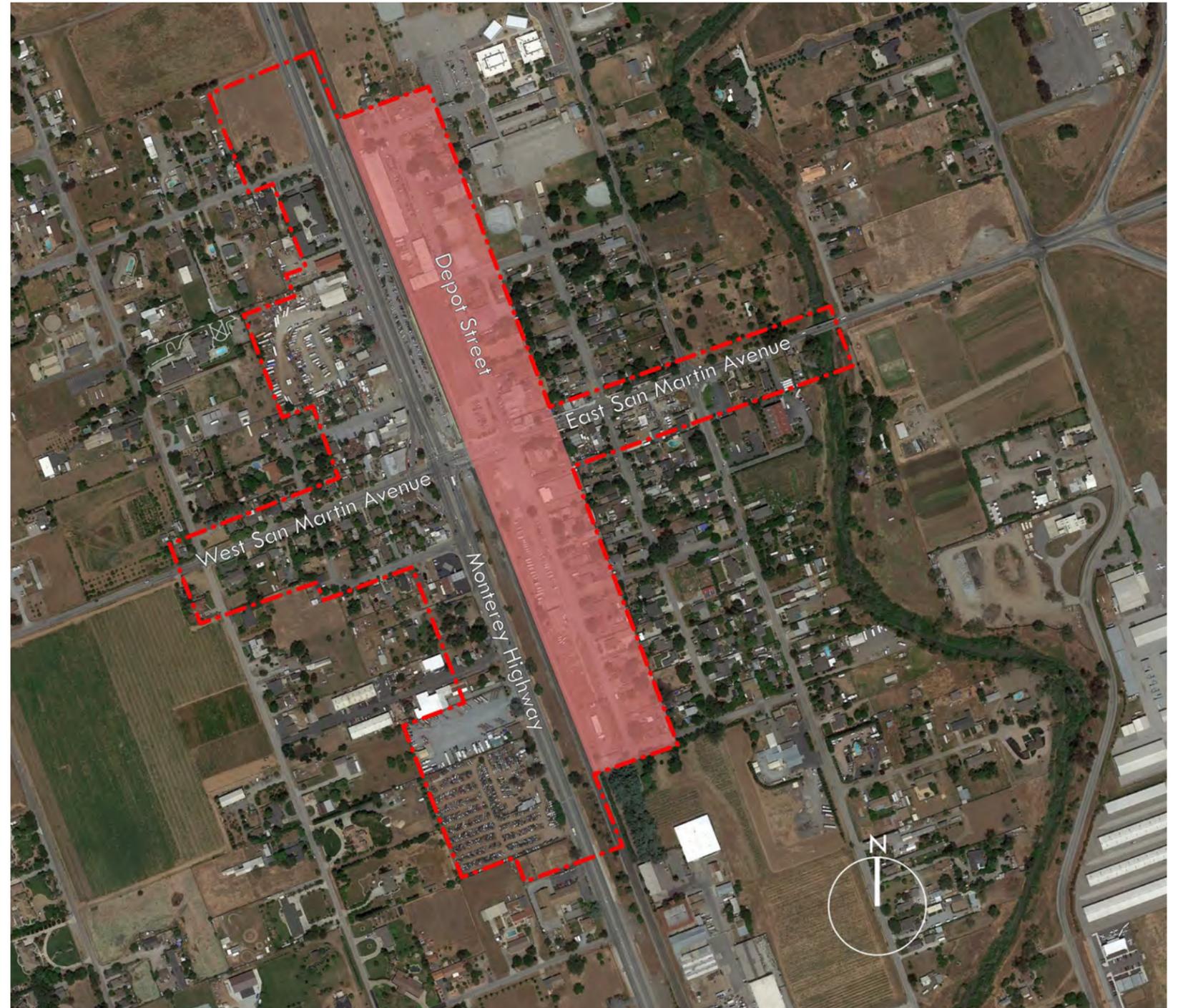
Buildings with pedestrian arcade and redesigned sidewalk along East San Martin Ave.



Amphitheater at the gateway park along Llagas Creek.

THEME 5: DEPOT STREET

*Distribution of project area for Theme 5:
Depot Street*



THEME 5: DEPOT STREET

Team 5.1

Carlos Espinoza
Will Jarrett
Samuel Fluhmann

This project provides San Martin with ideas of how to direct growth in order to promote a high quality of life through a sustainable development that focuses on agriculture and agritourism and respects the community.

The Depot Street corridor, with plenty of potential for revitalization, reveals itself as one of the most interesting project sub-areas in the village core. Of particular note are the street's location close to Highway 101 and San Martin's intersection, its proximity to the elementary school, the two existing churches, numerous underutilized lots, and its strategic potential due to the future Caltrain station.

Our vision is to transform Depot Street into a revitalized, walkable, and attractive thoroughfare. Ther development proposals focus on acommodating the new train station and its public plaza, more intense residential opportunities, public parks and community gardens, a community center with a plaza for farmers market.



PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Imageability - To make San Martin a memorable and unique place.

Objective 1.1: Maintain a rural character.

Design Idea 1.1.1:
Encourage the use of natural materials for uses in fencing, building designs, streetscape, etc.



Examples of types of appropriate fences

Objective 1.2: Redesign the train station.

Design Idea 1.2.1:
Facilitate a public open space between the train station and new buildings .



A train station square for access and for public events.

Objective 1.3: New opportunities for agritourism.

Design Idea 1.3.1:
Promote farm-to-table restaurants, pop-ups and events.



Outdoor seating for restaurants and food establishments.

Goal 2: Humanscape - To provide community-oriented and human scale solutions.

Objective 2.1: Create a village core in San Martin.

Design Idea 2.1.1:
Encourage live-work apartment buildings.



Example of live-work unit in distinct modern rural architecture.

Objective 2.2: Promote agricultural heritage.

Design Idea 2.2.2:
Propose new education programs on agriculture heritage through community programs.



Educating students and community members about farming.

Objective 2.3: Create more opportunities for community events.

Design Idea 2.3.1:
Facilitate a community center.



A community center in rural-styled architecture.

Goal 3: Linkages - To provide easy accessibility and comfortable linkages within the community.

Objective 3.1: Integrate Depot Street with the rest of the community.

Design Idea 3.1.2:
A village-wide bike and pedestrian path network.



A well defined interconnected bike network.

Objective 3.2: Encourage biking and walking.

Design Idea 3.2.1:
Grade-separated bike and pedestrian lanes.



Protected and extended bike lanes encourage more biking.

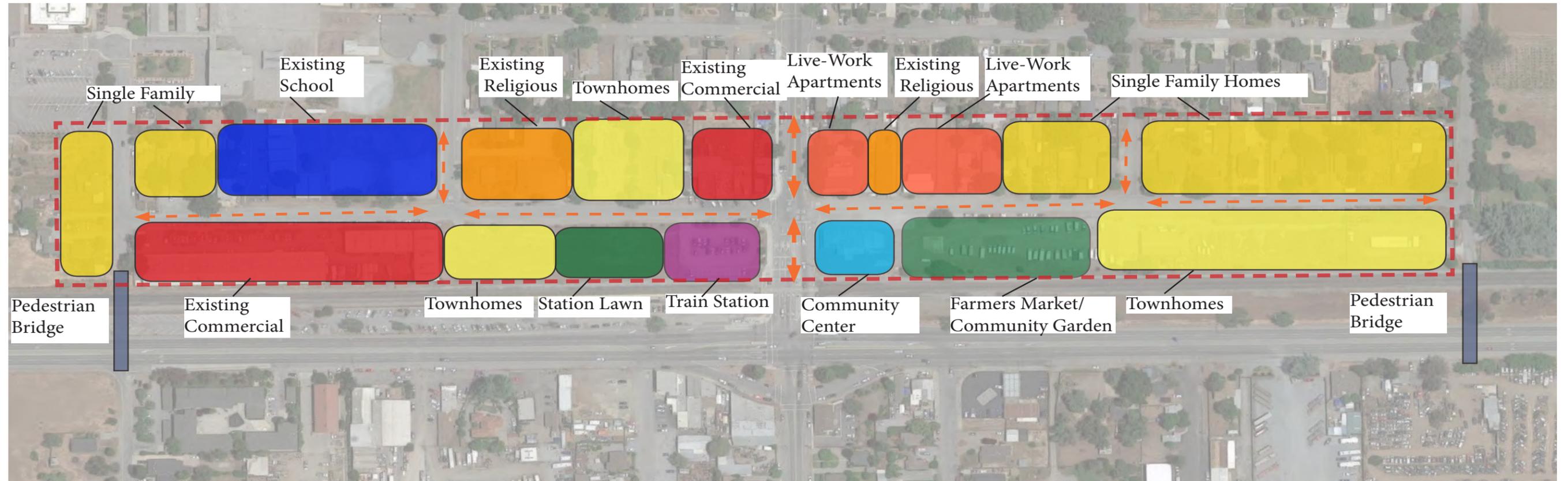
Objective 3.3: Enhance social and physical accessibility to housing.

Design Idea 3.1.2:
Provide a variety of housing options.



Infilling with affordable medium-density condos.

CONCEPT DIAGRAM

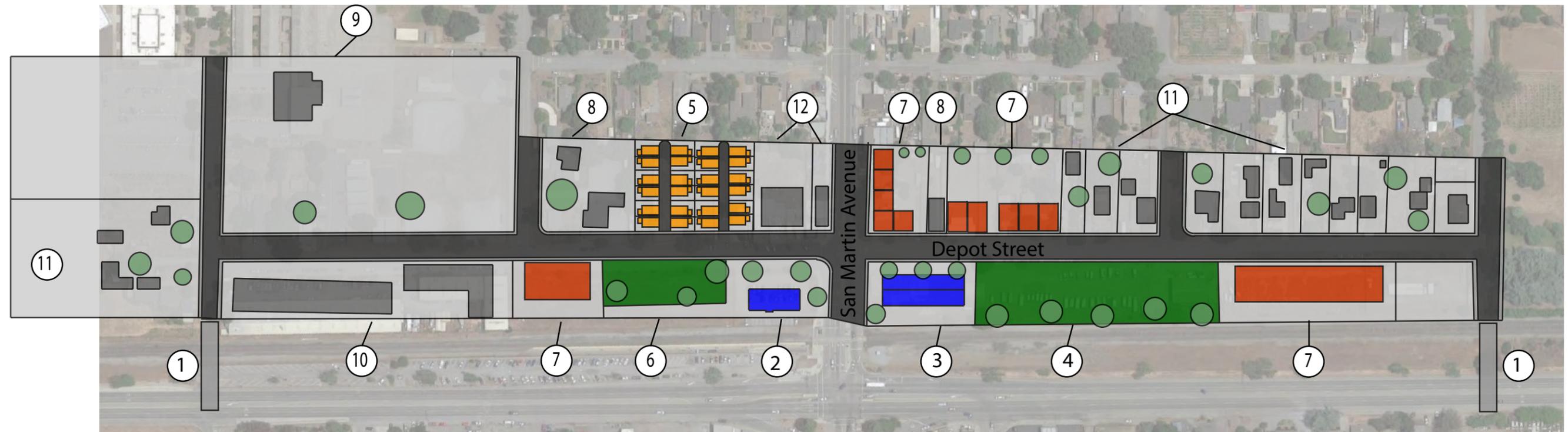


Legend

- | | | |
|---|--|---|
|  Community Garden/Farmers market space |  Pedestrian Bridge |  Existing Commercial |
|  Train Station |  Existing Religious |  Existing School |
|  Townhomes |  Live-Work Apartments | |
|  Community Center |  Single Family | |
|  Circulation | | |

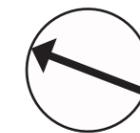


ILLUSTRATIVE SITE PLAN



Legend

- | | |
|--|--|
|  Open Space |  Station Lawn |
|  Public Spaces |  Live-Work Apartments |
|  Mixed use |  Existing Religious |
|  R2 Residential |  San Martin K-8 School |
|  Pedestrian Bridges |  Existing Industrial |
|  Train Station |  Single Family Residences |
|  Community Center |  Existing Commercial |
|  Community Garden | |
|  Townhome development | |



0 ft 200 ft 400 ft

DEVELOPMENT AND IMPLEMENTATION

General Development Pro Forma

Development Table By Land Uses						
Building Number	Building Use Type	Land Use	Building Height	Total Stories	Square Feet	Parking
1	Pedestrian Bridges	Public Use - Recreational	25 Ft.	2	N.A.	N.A.
2	Railway Station	Mixed Use - Commercial	13 Ft.	1	1,820 Sq. Ft.	Specified by Use Permit/ ASA
3	Community Center	Recreational	13 Ft.	1	9,600 Sq. Ft.	Specified by Use Permit/ ASA
4	Open Space	Open Space	0	0	65,375 Sq. Ft.	N.A.
5	Townhome	Residential	25 Ft.	2	Single: 684 Sq. Ft. All: 6,840 Sq. Ft.	All: 20 Spaces
6	Open Space	Open Space	0	0	26,000 Sq. Ft.	N.A.
7	Live-Work Apartments (40x40) (40x60)	Mixed Use	25 Ft.	2	Single: 2,400 Sq. Ft. All: 7,200 Sq. Ft. Single: 1,600 Sq. Ft. All: 8,000 Sq. Ft.	26 Spaces 32 Spaces
8	Church	Commercial	17 Ft. & 20 Ft.	1	2,790 Sq. Ft. & 5,300 Sq. Ft.	Specified by Use Permit/ ASA
8	Live-Work	Mixed Use	25 Ft.	2	Single: 2,400 Sq. Ft. All: 12,000 Sq. Ft.	44 Spaces
9	Recreational Public	Public-School	15	1	8,100 Sq. Ft.	Specified by Use Permit/ASA
10	Commercial - Warehouse	Commercial	14 Ft.	1	37,250 Sq. Ft.	74 Space (Already Existing)
11	Single Family	Residential	15 Ft.	1	2,623 Sq. Ft. Per House	22 Spaces (Already Existing)
12	Market-Retail	Commercial	15 Ft.	1	9,151 Sq. Ft.	All: 26 Spaces

Depot Street Corridor Phasing

Phase One:

The existing road and connections along Depot Street are poorly maintained with no sidewalks, streetscaping, and damaged roads. An overhaul of the road along Depot Street with the addition of sidewalks and streetscape improvements is crucial to making a walkable urban core. Improvements such as more access points to Monterey Road, bike lanes, and sidewalks with plant buffers would provide a safer and more walkable Depot Street.

Phase Two:

The western side of Depot Street will be the next phase in development, with buildings and plant buffers acting as a noise barrier for the existing buildings along Depot Street from the CalTrain rail line. The railroad station will provide a new central landmark for San Martin and provide an essential service with a new US Post Office Branch along with the station platform. Adding in the community center, public lawns, and a community garden also will generate more revenue through increase of visitors while simultaneously bringing the community together. Farmers market and other community events with a designated space can now have San Martin become a lively community driven place.

Phase Three:

Once the station building and community areas have been implemented, new development with live-work businesses and new housing can be developed as the necessary resources have already been established. This will help further enhance the Depot Street Corridor and provide more options for housing and businesses.

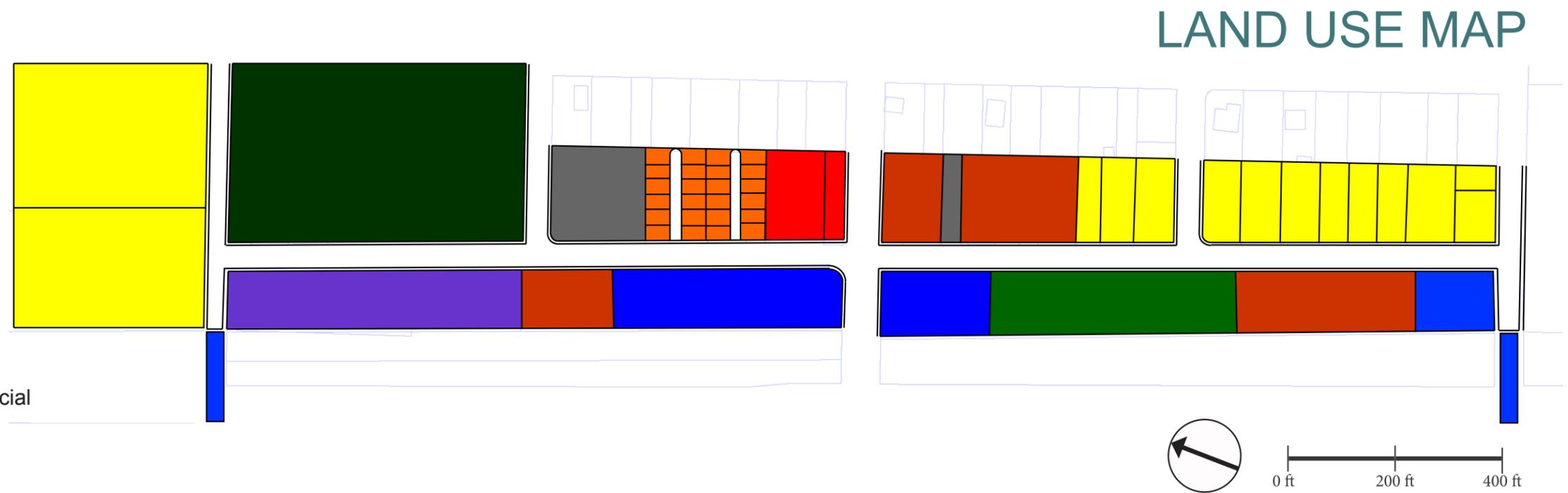
Legend

- Phase 11
- Phase 2
- Phase 3
- ① Pedestrian Bridges
- ② Train Station
- ③ Community Center
- ④ Community Garden
- ⑤ Townhome development
- ⑥ Station Lawn
- ⑦ Live-Work Apartments



Legend

- R1 Residential
- Public Spaces
- Educational
- Light Industrial
- Religious
- Mixed Use
- R2 Residential
- Neighborhood Commercial
- Open Space



VIEW FROM THE WEST



SECTION-ELEVATION OF DEPOT STREET



DEVELOPMENT AND DESIGN VISION

San Martin is a town with untapped potential ranging from readily available public transportation (Caltrain and VTA), local farming operations, and passionate community. San Martin could be the ideal destination for agritourism and a weekend getaway for many local Bay Area residents. Access to San Martin is simple given its convenient location near U.S. 101, variety of public transportation options, and existing historical highways allowing easy access to the town. Additionally, there is interest from the county and the San Martin community to encourage agritourism. Land primed for repurposing and rural living style makes San Martin the ideal location to be transformed into the heart of agritourism in Santa Clara County.

This project's goal is to preserve the rural and agricultural identity of San Martin while adding and enhancing to the design of the town to benefit its economy. With this goal in mind, further steps to accomplish this includes

the preservation of crucial areas of Depot Street while using the existing vacant lands on-site to integrate Depot Street into a neighborhood core. With this, preservation of community assets such as churches, essential businesses, and existing single-family ranch-style homes has been possible while also adding in new townhomes, live-work apartments, and community areas. This project creates a new vibrant and walkable core centered around the new station and community areas.

The concept seeks to introduce new development so as to transform Depot Street. Some ideas to be implemented immediately includes better pedestrian and bike infrastructure linkages, iconic train station building, and community open space areas surrounding the core node of San Martin Avenue and Depot Street. These additions create a core which helps cater to community events, local businesses, and new housing around San Martin.

A major issue identified by both the County of Santa Clara and San Martin residents is the lack of new local businesses and agritourism opportunities. To address this issue, live-work apartments were determined to be the best course of action to implement both housing and new businesses at a local scale. In addition, the creation of a community center with a large lawn area to host farmers' markets and agritourism activities was identified as a great way to spark agritourism in San Martin.

A secondary issue identified by The County of Santa Clara was the need for new housing in San Martin. This issue is important since the Bay Area region has one of the most expensive housing markets in the entire United States. In addition, with the proximity to a Caltrain commuter rail station, San Martin is a hotspot for commuters coming in from Monterey County and the Central Valley. A few housing options along Depot Street were considered to add more housing opportunities to the area. Live-work apartments, as

View of proposed live-work units for Depot Street.



The community gardens and the community center.



The park next to the community center.



mentioned before, provide both commercial and living spaces for new businesses. Inclusion of townhomes not only provide more housing but gives people more flexibility and choice in the type of housing available. All of these new options for housing provide more affordable options for new residents while also benefiting San Martin.

Currently, Depot Street has very few areas for community interaction with large lots of lands owned by the County and private industrial companies. Depot Street is not particularly pedestrian friendly, lacking walkability and proper infrastructure – feeling disconnected from the village core. A few options are recommended to increase community interaction, create a core, and make Depot Street into a livelier community space. The concept plan introduces a new historic-looking station building that will serve as a ticket office and a possible new location for the US Postal Service. Another addition to Depot Street would be a new community center where residents and visitors can learn about San Martin and its agricultural identity. Finally, implementation of community parks and gardens for people to interact while also promoting the agricultural and rural heritage with hands-on learning is proposed. With new bike connections and proper landscaping, Depot Street can become a part of the core of San Martin and bring people together for a brighter future.

The Depot Street Corridor's location has the most potential to bring San Martin together. This project preserves the existing buildings and propotes new development to benefit everyone. Improvements in housing, local economy, and community interaction will all be accomplished while preserving San Martin's rural and agricultural identity. It demonstrates the crossroads of old and new and how San Martin can maintain its historical background while progressing to the future. Through the implementation of these plans, San Martin will further establish its presence in Santa Clara County.



Depot Street looking south showing the townhomes on the left and the train station plaza and community center on the right.



The San Martin Caltrain Station from the west side showing the South-East corner of San Martin and Depot Street.

SPECIFIC DESIGN CONCEPTS

Train Station Building

With San Martin Station possibly being redone because of the California High Speed Rail Project, the addition of a historic station building adds charm and usefulness to the vacant lands near the existing San Martin Caltrain Station. Establishing the station near the center of San Martin will be able to bring people straight into the heart of San Martin. In addition, the land surrounding the station can be utilized as civic space for uses such as a post office and other community amenities. Combining both a rural and historic charm, San Martin will have a new landmark, marking a change in the town's history while recognizing its past.

Menlo Park's is a good model of a historic train station.



Community Center

Despite San Martin having a population of around 7,000 residents, there is no designated community center in San Martin for community interaction and engagement. The closest amenity for such a use is located in Morgan Hill or the local San Martin-Gwinn elementary school at the north side of San Martin. In order to facilitate a healthier community, a community center is proposed to host community events and other activities which will help activate the community.

Community center through sustainable design.



Community Lawns

There are no parks currently in the designated census area of San Martin. The closest example to a public park for San Martin is the San Martin-Gwinn elementary school playing fields which are usually reserved for the school. The implementation of community lawns along Depot Street near the station and community center will allow for more outdoor events and encourage community interaction around the town core. This central location would be perfect for a weekly farmers market and a variety of seasonal events, that respond to the interest in agritourism.

Community lawn open for events and interactions.



Community Gardens

One of San Martin's goals was to preserve the agricultural identity of San Martin. One way to achieve and promote this goal is with a community garden that can be cared for by local farmers and local community members. On vacant lots all over the country, guerilla gardening or urban gardening may be one way for members of the community to teach about gardening while promoting community values. This is a great option to preserve the agricultural heritage of San Martin while also educating the community and promoting agritourism.

Example of community garden.



Live-work Apartments

Live-work apartments are an important aspects of the proposal. These two-story buildings provide a commercial area on the lower floor for businesses and housing on top for the owners. This mixed-use approach is an intuitive way to solve a business-housing shortage and can be easily designed to fit a rural style. The benefit of live-work apartments is the addition of new local businesses which align with the rural and small-town atmosphere of San Martin.

Live-work apartments add to a lively street.



Townhomes

Townhomes are an affordable option to add more housing in a small space. With the plethora of vacant and industrial lands in San Martin, there is opportunity to add more compact housing. The townhomes enhance the town core by adding slightly more density and more affordable options for residents who cannot afford a ranch style homes that are typical in San Martin. Finally, with streetscape improvements and a rural design, the townhomes will fit into the aesthetics of the local businesses.

Mid-density townhomes is an appropriate typology.



THEME 5: DEPOT STREET



Team 5.2

Ian Madrigal

David Choy

Ida Araghieyan

Liam Crowley

The County of Santa Clara has indicated a general vision for future development in the San Martin Planning Area. This includes a growing emphasis on fostering agritourism in the area, addressing the need for additional housing, and maintaining the rural identity of San Martin in comparison with other highly urbanized areas of the county.

This project sets up a framework achieving these goals. The intent is to creatively arrange spaces that provide opportunities for agritourism operations to succeed commercially along Depot Street and create linkages with other areas of San Martin. The housing proposed in the concept maintains rural character yet is a step above single-family detached residences in terms of density. In addition, a number of the design ideas proposed by this project are themed specifically to maintain and embrace San Martin's rural identity.

PROJECT GOALS, OBJECTIVES, AND DESIGN IDEAS

Goal 1: Create opportunities for agritourism.

Objective 1.1: Integrate and engage users with a creative use of space.

Design Idea 1.1.1:
Create space for a community garden that is accessible to multiple publics.



Community garden.

Objective 1.2: Create a character and a theme that connects aesthetically the built environment to the open spaces.

Design Idea 1.2.1:
Rural-themed signage and decorative street furniture.



Rural-themed bench.

Objective 1.3: Design the built environment to create a connection between agritourism and the economy of local farms.

Design Idea 1.3.2:
Provide retail space close to the station and intersection of Depot Street and San Martin Avenue.

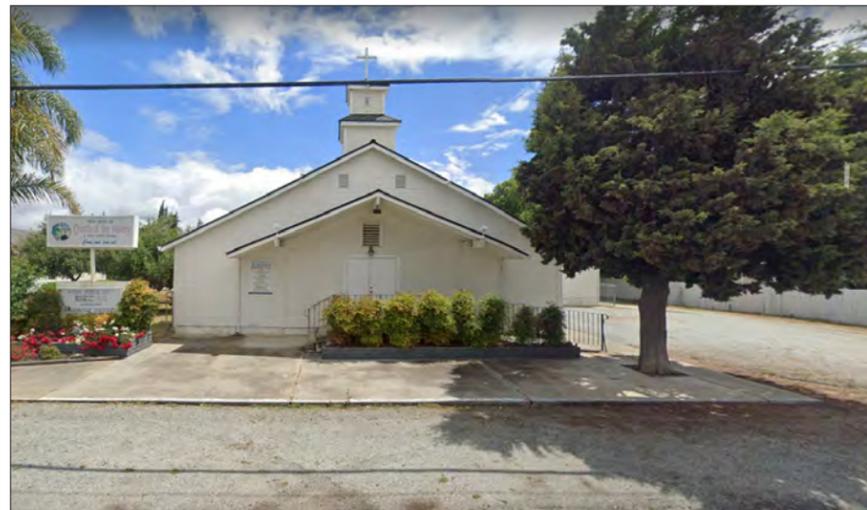


Dense block with retail space.

Goal 2: Promote a strong sense of place along the Depot Street corridor.

Objective 2.1: Protect and enhance the San Martin rural feel in the Depot Street area.

Design Idea 2.1.1:
Preserve existing features of the built environment that have sentimental or historic value.



Existing church on Depot Street.

Objective 2.2: Create inviting and memorable spaces for public gathering and recreation.

Design Idea 2.1.2:
Create a park that abuts the existing railroad right-of-way which includes pathways and amenities.



Linear parkway with pedestrian trail.

Objective 2.3: Implement a safe, accessible, and aesthetically pleasing streetscape on Depot Street.

Design Idea 2.3.1:
Implement legible and consistently themed signage.



Rural-themed signage.

Goal 2: Revitalize existing structures and promote the development of vacant lots.

Objective 2.1 :Promote a vibrant and multimodal station area.

Design Idea 2.1.1:

A plaza at the station area on the corner of E San Martin Avenue and Depot Street.



Station plaza example.

Objective 2.2: Create linkages within San Martin through design that prioritizes legibility and ease of movement.

Design Idea 2.1.2:

Provide crossings for both pedestrians and equestrians across Monterey Road.



Equestrian roadway crossing.

Objective 2.3: Pursue adaptive reuse of underutilized lots and industrial parcels.

Design Idea 2.3.1:

Provide a space for farm-to-table or farm stand operation through reuse of existing industrial buildings.



Small storefront for local farm.

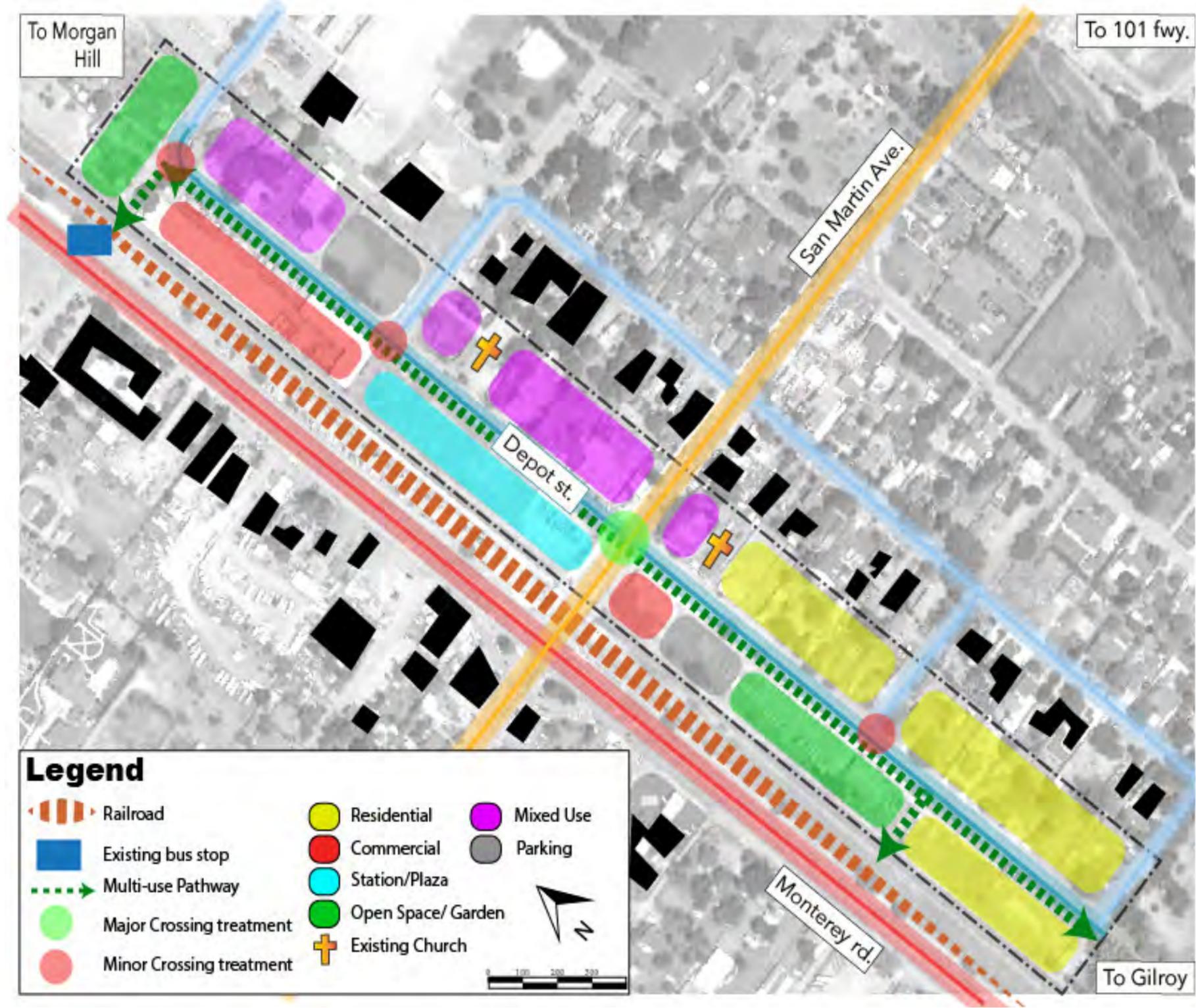
CONCEPT DIAGRAM

Pros:

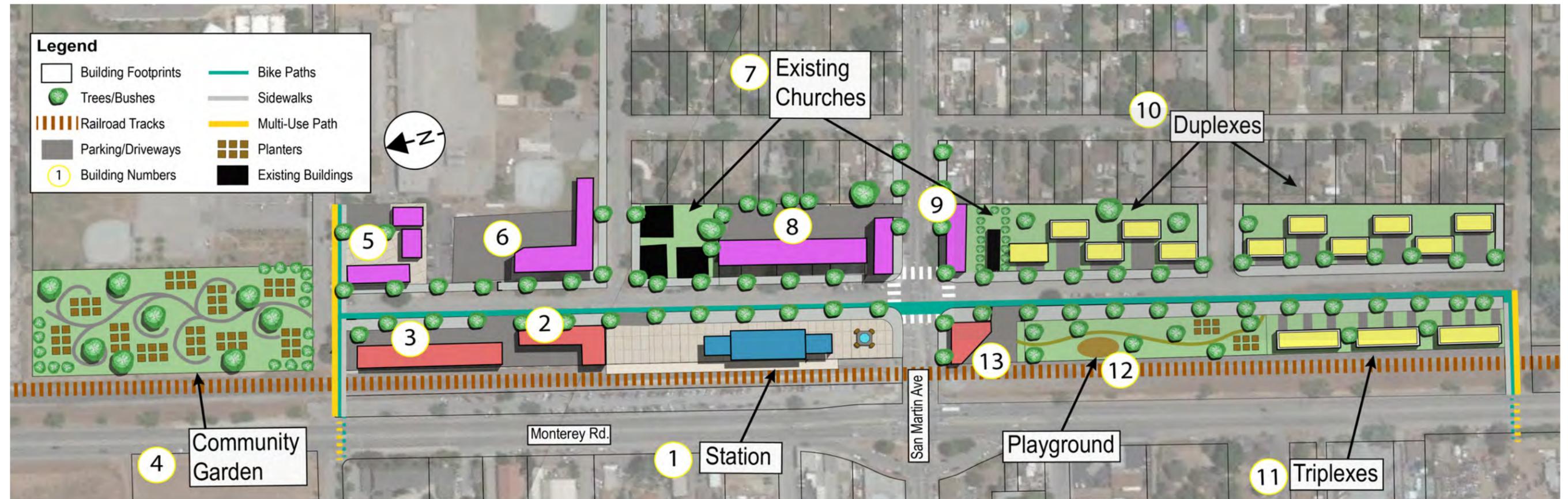
- Effective use of empty lots;
- Inclusive pathways for multiple modes of transportation;
- Interactive environment of park and garden;
- Reuse of existing buildings;
- Increased connectivity between Monterey Rd. and Depot Street;
- Focus on sense of place;
- Consistent with the goals of Santa Clara County;
- Provides a center of activity for users like tourists and residents alike;
- Provides much needed increase in housing density.

Cons:

- Increased traffic;
- Maintenance of the park
- Potential lack of sufficient parking;
- Heavy vehicular ttraffic;
- Traffic light requirement at intersections could take up extra space;
- Increased noise from activity;
- Removal of existing homes and jobs for new development.



ILLUSTRATIVE SITE PLAN



Development Program

Land Uses

- Mixed Use
- Commercial
- Residential
- Transportation
- Open Space
- Existing uses

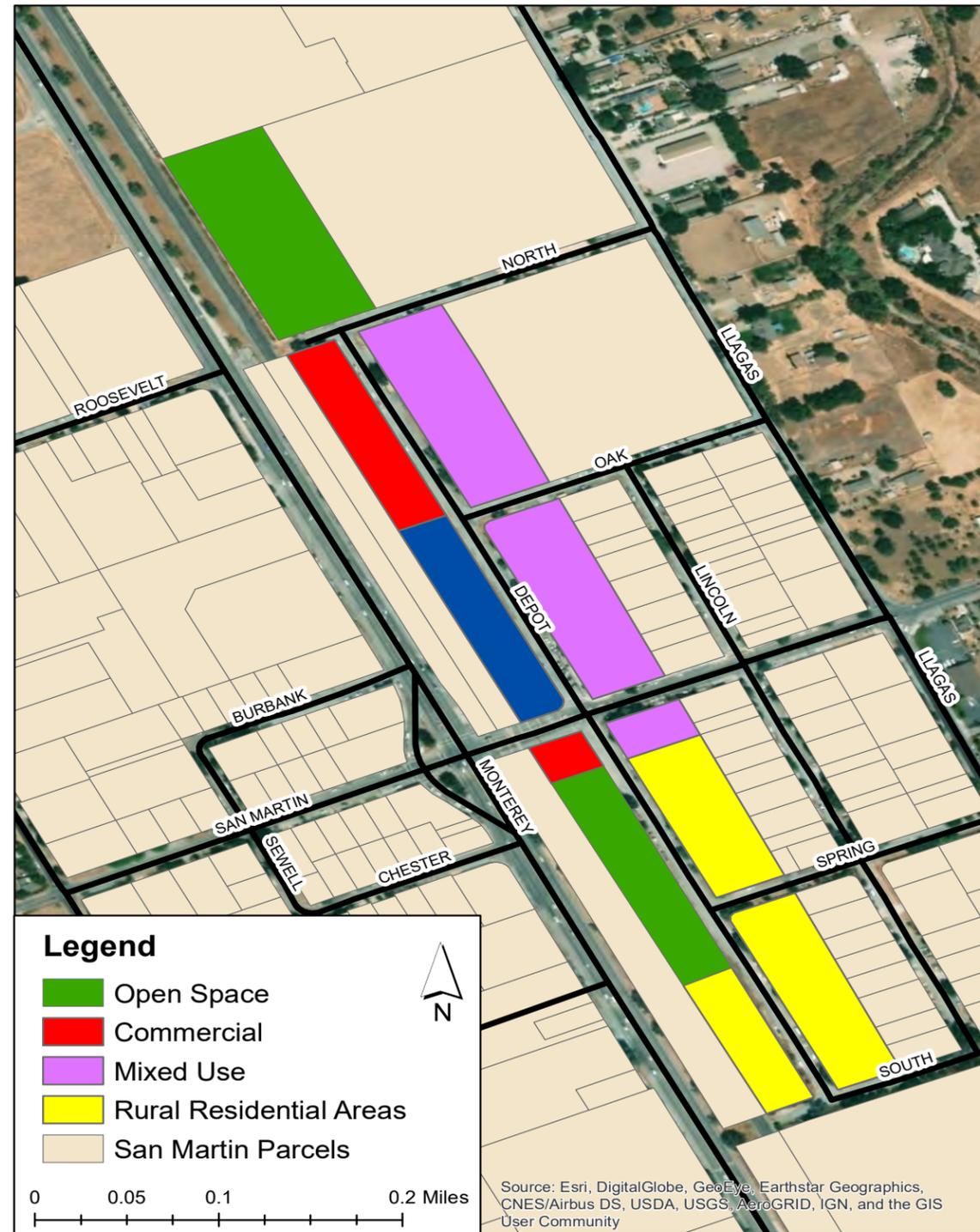
Building Types

- Commercial
- Duplexes
- Triplexes
- Mixed Use
- Community center
- Train Station
- Church (Existing)

Open Space

- Farmer's Market
- Parking
- Taco Trucks
- Public Park
- Community Garden
- Multi-use Pathway
 - Pedestrian
 - Equestrian
 - Bicycles

LAND USE MAP



Depot Street Project Phasing

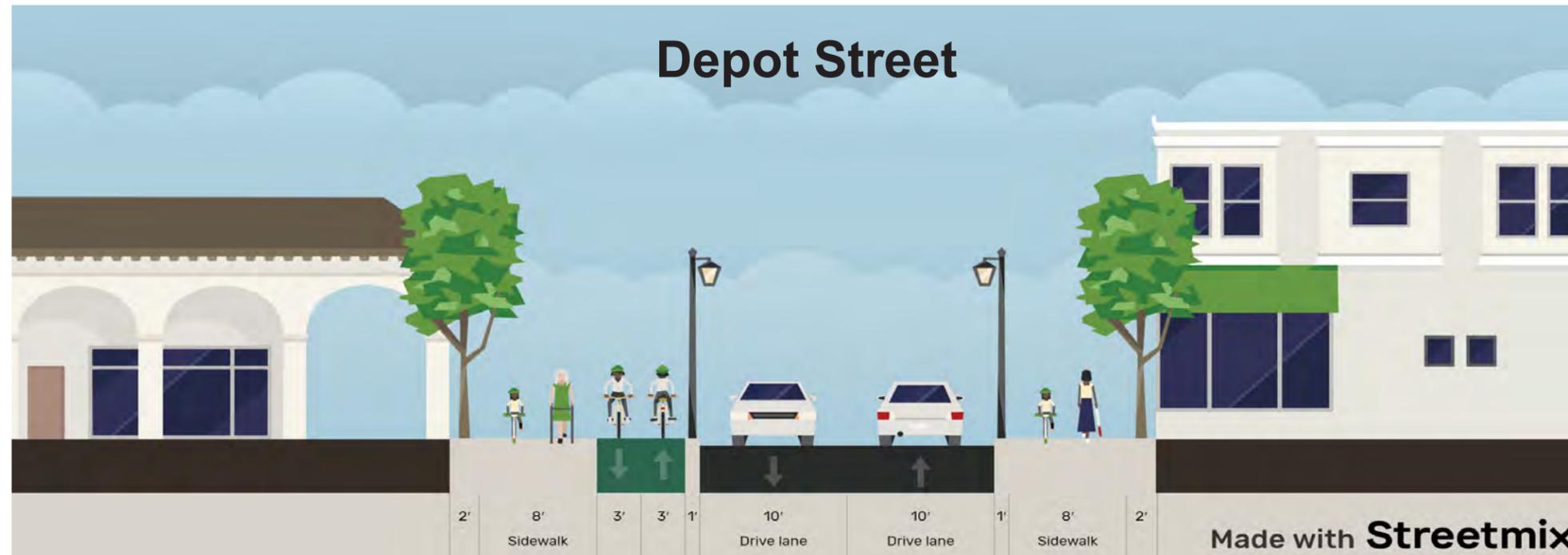
Phase I: (1 to 5 Years)

- Adaptive Reuse
 - Auto Body shops north of station site → grocery, farmers market, farm-to-table restaurants.
 - Commercial vehicle dealership on Depot & San Martin → commercial shop or restaurant.
- Parks
 - Linear park with community garden, picnic area, ornamental garden, etc.
 - School park with community+school gardens, amenities for children (splash pad, basketball court, playground, shared agreement with school amenities).
- Streetscape
 - Add sidewalks, bike lanes, clear markings, traffic light.
 - Add rustic style pedestrian amenities, landscaping.

Phase II: (10 Years)

- Station and Plaza
 - New building in historic clapboard style (or spanish style) with new pedestrian plaza.
 - Will need to wait for planned railroad expansion and improvements before constructing.
- Mixed Use Buildings
 - Commercial, office, retail with housing units on top or behind.
 - Will need time to acquire parcels and convert/build.
- Single Family Attached Residential
 - Will need time to acquire homes and convert into attached residential units.
- Railroad Crossing
 - Will need to wait for planned railroad expansion and improvements before constructing.

CONCEPTUAL STREET SECTIONS



DESIGN DEVELOPMENT

Goal 1: Create opportunities for agritourism.

The first goal responds to the town's vision to become the center for agritourism in Santa Clara County. To begin, change to zoning and typology along Depot Street is necessary in order to integrate the appropriate spaces for agritourism within the core of San Martin. However, just creating space does not necessarily mean that it will be utilized as planned. Additional incentives to encourage the space to be used for agritourism is necessary. To further promote this project, it is necessary to implement creativity in use of space, introduce an aesthetically pleasing theme to connect the community, and have a pleasant physical design to implement into the built environment – linking agritourism to the local farming operations.

To achieve the vision for the future of Depot Street, most of the public activity centers are placed in the northern portion of Depot Street. With most of the activity based in the northern portion, this contrasts with the quieter, more relaxed residential area on the southern half of the street. In addition, to address the local desire and need for more available housing, the southern residential area is up-zoned to allow attached

single-family housing. This will double the current housing units from 12 to 24, in addition to the 12 units added in the repurposed vacant warehouse, for a total of 36 housing units. (See area 8, 9, 10 on Site Map).

With respect to the community's potential for growth in agritourism, the project incorporates land uses to support the growth of farm-to-table restaurants and local shops. It creates large community gardens where the produce can be shared between residents for personal use, with the students of the K-8th school for education, and with visitors. The main garden would be on the northernmost parcel of the site (See area 3), which has a significant amount of open space that can be used for local restaurants, shops, and the school. On the south side, there is open space within the proposed linear park for residents to use for their community gardens. (See area 11).

To further enhance the street for agritourism, a character and theme is created that represents San Martin's ruralness in the context of the open spaces surrounding San Martin. Furthering that end, design guidelines for the facades of all buildings facing

View of Farmer's Market along North Depot Street.



Linear Park and Playground.



Depot Street incorporate agricultural motifs. Accenting the facades will be rustic designs for street elements such as benches, streetlights, trash receptacles, landscaping pots, etc. These concepts will help reinforce the character of San Martin as an agritourism destination.

In the northern section of Depot Street, the design focuses on providing spaces for agritourism to start-up and thrive. This is achieved by introducing mixed-use zoning on the northeastern side of Depot Street, with new commercial space for small boutiques, farmer stands, cafes, etc. The mixed-use provides smaller, cheaper housing units adjacent to the station area, which can be home to young professionals commuting to the greater Bay Area. (See area 4, 6) Additional commercial space will come from adaptive reuse of the preexisting autobody shop and maintaining the commercial buildings at the corner of Depot and San Martin. (See area 2, 7). These new shops, restaurants, and cafes may be occupied by both new businesses and offer new locations for some of the current mobile businesses (food trucks, for instance) that need a permanent location.

Goal 2: Promote a strong sense of place along the Depot Street Corridor

The second goal aims to satisfy the town's desire to maintain a strong sense of place for the community. Depot Street has potential to become a leading corridor for the formal town core due to its central location, and having the new train station on the northern portion of the street will contribute to activate the community. This goal is accomplished by enhancing existing aesthetics, creating inviting and memorable spaces for public use, and designing safe and accessible streetscapes.

The two existing churches (Church of the Valley and Iglesia del Valle), as centers of social activity, will serve as both social and spiritual anchors for Depot Street revitalization as they attract a constant flow of people. The building sizes, architectural style, and events mark the churches as cornerstones in their respective communities.

San Martin as a community has the need for more public space for the community to interact with each other and with nature. The project introduces two new parks. The main recreation area would be a southern linear park against the railroad track. This park could have a variety of amenities: a playground, picnic area, splashpad, restrooms, and resting areas. They would be placed around the central pathway to invite the community to interact with the environment. The northern park will provide some recreation

space between the garden beds. With these two new parks the community will have specifically designed recreation space to enjoy the outdoors. As for a formal gathering space, the station plaza will serve that purpose. It will be centrally located at the intersection of San Martin Avenue and Depot Street, connect directly with the station, and have formal decorative elements including a fountain and other landmark symbols. (See areas 1, 3, 11)

To further enhance the placemaking agenda, a safe, accessible and aesthetically pleasing streetscape along Depot Street is envisioned. It will increase walkability, improve multimodal circulation, and add to a sense of place. A themed, legible and consistent set of signage is to be used throughout town. In addition, new sidewalks, bike paths, rustic streetlights, rural and drought tolerant landscaping, and several crossing treatments are added. These crossing treatments will allow for multimodal crossing, to accommodate future bike paths and horse trails. On street parking will be limited, with most public parking being allocated to several lots scattered throughout the site.

View of corner of Depot St. and East San Martin Ave. with the train station in the background.



Goal 3: Revitalize existing structures and promote the development of vacant lots.

This goal complements the other two goals by bringing vitality to underutilized locations along Depot Street. Several locations are appropriate, as is, for new development, others are more suited to being adapted to new uses. The design aims to connect the site through the open and industrial lots, connecting the street together through multimodal access, and centering the design on the new train station.

The creation of a vibrant and multimodal station area is key for the transformation of Depot Street. Recognizing the future expansion plans of both Caltrain and California High Speed Rail Authority (CHSRA) to increase connectivity to regional centers and moving the main station facilities to the site will be of great benefit to commuters and tourists alike. This station will have several passenger amenities, such as indoor seating, ticketing, and restrooms; all of which are great improvements over the existing open platform. The large spaces can also double in use as potential community centers or be rented out for events. The style of the building would be based on other historical stations, such as the ones in Gilroy and Salinas Station, or even inspired in the 19th century San Martin

North Depot Street Community Gardens.



station depot. In addition, surrounding the station with an open plaza including a fountain with pleasant landscaping and movable furniture will help encourage more interactions with members of the community. This will serve several roles as a placemaking element, providing more recreational space, and use for community events, festivals, or a food truck night. This plaza will abut the intersection of San Martin and Depot to form an urban plaza, again enforcing this new sense of place. (See area 1).

In order to tie together the entire Depot Street and the different activities occurring through the corridor, the streetscape is redesigned to safely accommodate multimodal traffic. At the intersections, the focus is on increasing safety by reducing traffic conflicts. Special designs for pedestrian and bicycle crossing are applied to: San Martin Avenue and Depot Street, North Street and Depot Street, Oak Street and Depot Street, and South Street and Depot Street. In addition, North Street will have a horse trail crossing to accommodate a future complete horse-riding trail system for San Martin. This intersection will additionally cross both the railroad tracks and Monterey, in order to further connect the core of San Martin together. The intersection at South Street will also cross Monterey, but without a horse trail. Parking will become important, not only for locals who want to come shopping but also tourists who wish to travel to local wineries and other agricultural experiences. To that end the addition of two parking lots, north and south respectively, will be needed to accommodate the increase in parking demands. The placement of the parking lots will be positioned towards the middle of underutilized blocks, in order to leave the more valuable corner parcels for development.

There are several parcels that were identified as underutilized, either being vacant lots or light industrial lots. Those do not fit with the characteristics of the surrounding core, nor do they fit with the future development plans for San Martin. However, recognizing the need to be both environmentally prudent and financially responsible, adaptive reuse is suggested as a sustainable reuse of preexisting infrastructure. Two buildings are specifically designated for adaptive reuse: The Union Jack British Auto Restoration and SJC Trucks Inc. The former would be turned into a farm-to-table space for farm stands and local restaurants, and in addition would be configured to host a farmer's market in conjunction with the station plaza. The latter would be reused partially as a commercial restaurant space, but also as parking and contribute land for the linear park. The adaptive reuse of these two buildings will save money, resources, time, and is a better fit for the community as a whole.

VIEW TOWARDS SOUTH



VIEW TOWARDS NORTH



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CONCLUSION 4

The work presented in this report aims to inform a conversation within the San Martin community and with Santa Clara County as to the future shape and feel of San Martin Village. The community recognizes that the Village Core lies in the few blocks around the San Martin Avenue and Monterey Highway intersection, and their desire to envision a village core that would become a distinct place and reflect the community's rural character.

Encouraged by the Santa Clara County Planning Department and by the interest of the San Martin community, the goal of this work was to propose strategies that would enrich a dialogue around the design of this core. This dialogue will be of the utmost importance given the pressure that San Martin is already feeling towards the development of market-based suburban housing. The proposed implementation of a high-speed train line with a stop at San Martin will only augment this pressure. It is hoped and anticipated that this new connectivity will support and help diversify the local economy by facilitating a wave of day or weekend tourism. Visitors can be attracted to San Martin by the charm and draw of a community with a sense of ruralness, that offers agriculture based activities, and that provides a welcome relief from the dense urban living in other areas of this region.

The student projects depicted in detail in this report are meant to contribute and facilitate the dialogue about the sense of place that is desired for the San Martin Village Core. They should be viewed as a conceptual set of case-based ideas, information, and plans to stimulate a conversation among stakeholders. Hopefully, this conversation will inform a planning process, led by the San

Martin community and the Santa Clara County, towards a San Martin Specific Plan and the consolidation of a resilient, walkable, and memorable village core.

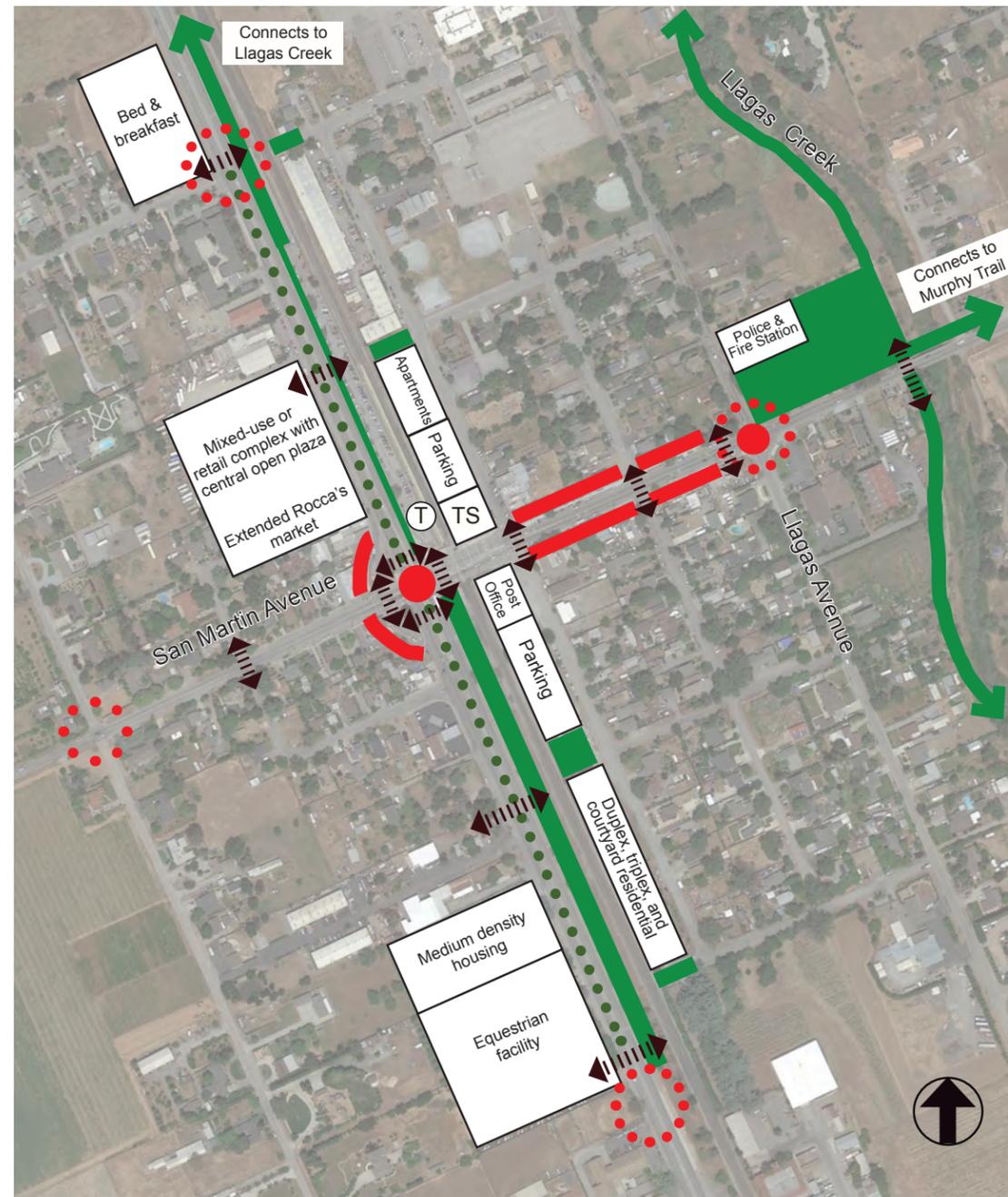
From the collection of student projects contained in this report many ideas can be identified as noteworthy for further consideration. Some are easier to implement because they may be "cheaper" or involve changes only in the public sphere. Others because they would represent important development catalysts and serve to attract private investment. And yet others because their design would generate important impacts and help in creating a stronger identity for the village. Each of the student projects address one or other of these aspects for future consideration.

In the text lines, in an effort to assist and support deliberation on options by the community, the most noteworthy ideas deriving from the design work undertaken by this studio are discussed, grouped in themes representing the major developmental opportunities and challenges faced in the San Martin's core.

High-Speed Rail Line and Station:

Without a doubt, the possibility of a new high-speed rail line and an expanded station serving San Martin will attract significant changes and new development pressures. It is fundamental that county and community assure that represent positive opportunities are realized and changes implemented in such a way as to generate the most benefits for the community and the county. The student projects suggest the following:

CONCEPT DIAGRAM



- Adoption of Alternative B from the staff recommended alternatives from the California High-Speed which follows the existing alignment and uses a blended at-grade solution serving both UPRR and Caltrain commuter lines. The county and the local community should fight hard in support of this alternative and the idea that the train may serve the community by not reaching full high-speed until after the Gilroy station.
- The new train station's architecture should be responsive to the local history and culture, and become a noteworthy landmark in San Martin.
- The new train station should be considered as an opportunity for a multi-use, public oriented facility serving not only train riders, but also the community at large. The new structure can be planned to include retail, eateries, and an open-market space, complemented with open spaces. Complementary uses can also be geared to tourists and day-users attracted to San Martin's agritourism opportunities.
- The surrounding areas currently used for parking should be formalized as such and landscaped appropriately, and include short-term parking slots in support of the station's complementary uses.
- A "village square" or "train station square" should be implemented by the train station, on Depot Street at East San Martin Avenue currently occupied by a parking lot for commuters. This square should be designed with a central monument or fountain, seating and trees and a space for food trucks to serve commuters and the community at large. The pedestrian bridge planned by Caltrain should connect the train platform on the west side to this square.
- The pedestrian bridge across the rail lines should be designed for both pedestrian and bicyclists, in a style that matches the station and is responsive to local history and culture. This bridge will become an important linkage to the elementary school, the churches and commercial uses along Depot Street.

Land Uses and Buildings:

Important factors in enhancing the walkability of generating the village core and its sense of place is the perception of a coherent built environment, higher density and more intense commercial uses, and the continuity of development patterns. Presently, San

Martin's village core lacks these qualities and is characterized by the fact that it has a significant quantity of underutilized and vacant real estate. In response to this issue, the student projects suggest the following:

- Development around the intersection of Monterey Highway and San Martin Avenue should be planned as a coherent collection of buildings with retail and restaurants, making a better use of public spaces, creating a strong edge and generating a memorable central place for the village. These uses should serve the community but also help support local agritourism and future rail commuters.
- Vacant land along Depot Street, most of it currently utilized informally for parking, should be developed as formal parking for train users and to support future commercial development. On south Depot Street, the land should be dedicated to a Post Office or a Public building, parking, medium-density residential uses (duplexes, triplexes and cottage units) and a community garden. On north Depot Street, the land should be dedicated to a Train Station Square, parking, an apartment complex, and a community garden.
- Change of zoning and land-use parameters in addition to incentives to build, should be discussed to encourage the proper redevelopment of underutilized real estate and discourage the less-desirable land uses along the West side of Monterey Highway and East San Martin Avenue.
- The large underutilized properties along South Monterey Highway provide opportunities for a medium-density residential development as well as a facility oriented to horse lovers: boarding, breeding, training, horseback riding, and events. This facility would be connected through a signalized crossing to a horse trail in a linear park running along the East side of Monterey Highway (see next group of ideas.)
- Along the east side of Monterey Highway, between South and Roosevelt streets and beyond, the available land provides an opportunity for a linear park. (see next group of ideas.)

Community Open Spaces:

There is general recognition that the amount and distribution of open spaces are fundamental factors for the social, physical, and psychological well-being of a community. Although the village of San Martin's density is low, there is an abundance of open spaces, and it is surrounded by agricultural land, formal park and recreational land within walking distance and in high demand. The work revealed the need to consider specific ideas such as:

- Two linear parks should be encouraged. One along the east side of Monterey Highway, between the railway and the street curb, as noted above. Another along the whole extension of Llagas Creek looping around San Martin's village core. These linear parks can connect in the North (where Monterey Highway bridges over the creek), through San Martin Avenue, and other possible linkages. Eventually, the linkage through East San Martin Avenue could lead to Martin Murphy trail. Both parks should incorporate walkways, bike and horseback riding trails, benches, workout stations and recreational opportunities whenever possible, such as bocce and horseshoe throwing.
- Private businesses and particularly restaurants, eateries, and markets, should be encouraged to maintain outside seating and landscaped areas as an extension to the sidewalks and visible from the street.
- In larger private developments, semi-public plazas should be encouraged, designed as central elements of such developments, and located as extensions to the streetscape.
- A system of public small pocket parks should be implemented and designed as extensions of the sidewalks, well landscaped and equipped with facilities that attract the community, such as seating and small playgrounds.
- Some of the vacant public and private land could serve as community gardens, even if temporarily, and the cultivation of edible plants should be strongly encouraged, perhaps through a cooperation with the county's producers, agricultural initiatives, and the San Martin/Gwinn K-8 School.

Walkability and Vehicular Circulation:

San Martin's village core needs to be walkable. Walkability is directly related to an attractive mix of land uses and a closely-knit built environment on the side of the streets, as stated above, but also to safe streets for pedestrian and bicyclists as well as comfortable and attractive sidewalks. The student work revealed a series of important design ideas, such as:

- Safety at the intersection of Monterey Highway and San Martin Avenue should be increased by design. The two best alternatives could transform that central area into a special place for the community: adding a small roundabout or keeping the intersection but expanding out the sidewalks at the North-West and South-West corners. This last alternative would provide for two small plazas with ample seating area to serve the community and businesses patrons.
- A roundabout at the intersection of East San Martin Avenue and Llagas Avenue would help slow traffic from Highway 101, help circulation into/from San Martin's industrial zone, and create the opportunity for a gateway design.
- Roundabouts at both Monterey/San Martin and Llagas/San Martin would facilitate the creation of a "main street" feel along East San Martin, increase its walkability, and help create a unique space for drivers coming from Highway 101.
- Revise the need for multiple lanes along Monterey Highway and San Martin Avenue and redesign their right-of-way as to incorporate: wider sidewalks with trees and planters, pedestrian lights, bulb-outs at corners and crossings, bicycle lanes at both directions, and angled parking.
- Incorporate a landscaped median along Monterey Highway to slow down traffic, increase safety, and contributing to the village core aesthetics and identity.
- Consider bulb-outs at corners and mid-block crossings as potential pocket parks with appropriate lighting and street furniture.
- Additional signalized pedestrian/bicycle crossings are needed throughout San Martin's core and, particularly, along Monterey Highway where, currently, pedestrian can cross safely only at the intersection with San Martin Avenue.

Identity:

It is important that San Martin's village core have a design character linked to the community's "ruralness" and projects a strong and cohesive identity. These factors will boost community pride, help distinguish San Martin as unique place in the Santa Clara Valley, and contribute to making the community a destination for agritourism. Among many ideas, the student work noted the following:

- Adopt simple and well-illustrated guidelines providing for coherent architecture and streetscape design solutions and recognizing at least five distinct zones in the Project Area:
 - a) Monterey Highway, where design should be more car-oriented, buildings should be located away from property lines and have well landscaped setbacks from the sidewalk.
 - b) Intersection of Monterey Highway and San Martin Avenue, where buildings should create a continuous edge of coherent styles on the North-West and South- West corners. This would serve both alternatives for street redesign as noted above and generate semi-circular edges marking the intersection as a special place.
 - c) East San Martin Avenue, where guidelines should emphasize the image of a Main Street and support walkability. Buildings should provide for a coherent and continuous street façade, and the idea of a covered pedestrian walkway inspired in historical architecture should be considered.
 - d) West San Martin Avenue, where the existing single-family residential environment would be maintained, and any change of land uses should maintain the existing character.
 - e) Depot Street, which will experience a direct impact from the increase in train commuters, and can become an important mixed-use street supporting the station, the existing churches, and the elementary school.
- Distinct gateways should be implemented at Monterey Highway (North and South) and San Martin Avenue (East and West). These gateways should be

thoroughly discussed with the community considering not only their location and specific design (for instance, should they be similar or all different?) but also the landscaping and architecture of buildings immediately around them.

- The two roundabouts proposed by the students (at the intersections of Monterey and San Martin and of San Martin and Llagas) should be considered as important opportunities for identity-giving landmarks since they can incorporate special landscape, signage and art.
- Street and pedestrian oriented signage should be implemented in a style consistent with San Martin's rural character. Pedestrian signage orienting and educating visitors about the community and where to go will support the increase of visitors expected with agritourism and the future high-speed train connection.

Final Remarks

The Cal Poly City and Regional Planning students in the CRP 341 Design Studio and their faculty appreciate the opportunity to develop design ideas for the San Martin Village Core, and thus to contribute to the needed community dialogue around planning for the future. These ideas are presented to enrich and stimulate this discussion. The case studies of strategies and designs used elsewhere in the US described in Chapter Two helped to inspire the student work and help to expand the range of possibilities to be discussed by the San Martin community and the Santa Clara County planners.

The development of this studio's work and pedagogy was significantly impacted by the COVID-19 pandemic. It was impossible for faculty and students to do any on-site surveys and there was no interaction with community members, which was unpredicted and unfortunate. The information gathered to inform this studio project development was obtained through Zoom conversation with Santa Clara County planning staff, existing online data and planning documentation, video and photographic recordings of San Martin, and virtual "visits" through Google Street View. However, while these significant impediments have impacted the studio

work in many ways, they did not limit the students' imagination and eagerness to contribute to a community dialogue about San Martin's possible futures. The students demonstrated maturity and commitment to the task, took on the responsibility placed on them with seriousness, and generated a rich array of options. These are presented in this report in the sincere hope that they will serve and assist the San Martin community to move forward and act successfully to create a rich and vibrant village core that residents will be proud of, and visitors will be drawn to.

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