Downtown Davis
Specific Plan

Participatory Design Workshop One
24th – 28th April, 2018 | Summary Report

Opticos Design, Inc.
1. The Process So Far
2. Participatory Design Workshop: An Overview
3. Key Findings
4. Vision for Downtown Davis
5. Design Workshop: Results
6. Next Steps
The Process So Far

The Downtown Davis Specific Plan
Specific Plan Process

The Downtown Davis Specific Plan process is an ongoing effort by the consultant team led by Opticos Design Inc., working with City of Davis staff, to create a community vision for the future downtown. So far, the consultant team has completed an analysis of existing conditions and initiated a robust plan for community outreach.

The Downtown Plan Advisory Committee (DPAC), formed to represent a wide range of stakeholders from the Davis community, has been kept updated through regular meetings.

The process is currently in the ‘Visioning’ stage, which includes two participatory design workshops.

- **Analyze Existing Conditions**
  *Months 1-5 [Sep 2017 – Jan 2018]*

- **Vision & Alternatives: Collaborative Design**
  *Months 6-11 [Feb – July 2018]*

- **Create Specific Plan & Form-Based Code**
  *Months 10-14 [June – Oct 2018]*

- **Staff & Public Review, Drafts Updated**

- **Plan & Form-Based Code Adopted**
  *Month 27 [Nov 2019]*
## Community Outreach: Summary

<table>
<thead>
<tr>
<th>What We’ve Done</th>
<th>Where We Are</th>
<th>What’s Next</th>
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</thead>
<tbody>
<tr>
<td>DEC 2017</td>
<td>FEB 2018</td>
<td>APRIL 2018</td>
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<tr>
<td>Pop-Up Workshop #1</td>
<td>Pop-Up Workshop #2</td>
<td>Charrette #1</td>
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<td>Focus Group Meetings</td>
<td>Public Workshop</td>
<td>Virtual Community Workshop</td>
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<td>Public Workshop</td>
<td>Pop-Up Workshop #3</td>
<td>Informational Videos</td>
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<tr>
<td>Pop-Up Workshop #4 &amp; Parklet</td>
<td>Community Awareness Campaign</td>
<td>Online Questionnaire</td>
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</table>

**Where We Are**
- Pop-Up Workshop #1: Economic Development
- Pop-Up Workshop #2: Economic Development
- Pop-Up Workshop #3: Environmental Sustainability
- Pop-Up Workshop #4 & Parklet: Environmental Sustainability

**What’s Next**
- Charrette #1: Economic Development
- Informational Videos: Economic Development

- Community Awareness Campaign: Environmental Sustainability
- Online Questionnaire: Environmental Sustainability

### Participation Statistics
- **Focus Group Meetings**: 40+ representatives
- **Public Workshop**: 75+ participants
- **Pop-Up Workshop #4 & Parklet**: 135+ sign-ins
- **Pop-Up Workshop #3**: 170+ comments
- **Pop-Up Workshop #1**: 194+ comments
- **Pop-Up Workshop #2**: 194+ comments

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Participatory Design Workshop Summary Report | 10 May 2018

Downtown Davis Specific Plan and EIR
Community Outreach: Pop-Up Workshops

Pop-Up Workshop #1
Davis Farmer’s Market
December 2017

120+ Community ideas recorded
Topics Explored:
• Unique Aspects of Downtown Davis
• Visionary Ideas

Pop-Up Workshop #2
Davis Senior High School
February 2018

194+ Community ideas recorded
Topics Explored:
• Economic Sustainability
• Social Sustainability
• Transportation

Pop-Up Workshop #3
UC Davis
February 2018

170+ Community ideas recorded
Topics explored:
• Economic Development
• Social Sustainability
• Transportation
• Housing
Community Outreach: Pop-Up Workshops

Pop-Up Workshop #4
2nd Friday Art About
March 2018

135 + email sign-ups
3,079+ comments received

Why do you come Downtown?

- Eating out: 70
- Entertainment: 159
- Local events: 75
- Business related activity: 84
- Family outings: 88

What types of retail would you like to see Downtown?

- Live performance theater: 44
- Entertainment (festivals, music): 83
- Locally owned boutiques: 50
- Makers space: 54
- Small box grocery stores: 66

What types of activities would you like to see happen in public outdoor spaces?

- Regularly scheduled programmed events: 87
- Entertainment: 73
- Public gathering spaces: 74
- Passive open spaces: 83
- Outdoor shopping: 83
Existing Conditions Report

Prior to starting work on the alternatives, an in-depth background study was carried out by the consultant team, covering the following topics:

• Community Profile
• Site and Context Analysis
• Economics Analysis
• Transportation
• Parking & TDM
• Infrastructure
• Historical Resources
• Sustainability
Participatory Design Workshop

An overview of the week’s events
Participatory Design Workshop: An Overview

The first Participatory Design Workshop was held from April 24th to 28th 2018 at the Fellowship Hall of the Davis Community Church. A second design workshop will be held in July 2018.

During this period, the consultant team set up a temporary design studio and engaged in a week-long exercise of “designing in public”, generating design concepts and ideas for Downtown Davis that were refined with feedback received from the community as well as City staff and the Downtown Plan Advisory Committee.

An effective public workshop or charrette includes several ‘feedback loops’ to guide the design. (Image from Bill Lennertz, National Charrette Institute)
# Participatory Design Workshop: Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday 24th April 2018</th>
<th>Wednesday 25th April 2018</th>
<th>Thursday 26th April 2018</th>
<th>Friday 27th April 2018</th>
<th>Saturday 28th April 2018</th>
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<td>Open Studio</td>
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<td>Closed Studio</td>
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<tr>
<td>11:00am</td>
<td>Brown Bag Lunch Presentation #1 Economics (12.00 - 12.45 pm)</td>
<td>Brown Bag Lunch Presentation #3 Transportation (12.00 - 12.45 pm)</td>
<td>Brown Bag Lunch Presentation #5 Form-Based Codes (12.00 - 1.00 pm)</td>
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<tr>
<td>12:00pm</td>
<td>Brown Bag Lunch Presentation #2 Historic Preservation (12.45 - 1.30 pm)</td>
<td>Brown Bag Lunch Presentation #4 Parking &amp; TDM (12.45 - 1.30 pm)</td>
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<td>1:00pm</td>
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<tr>
<td>6:00pm</td>
<td>Opening Presentation Short Presentation (6.00 - 6.30 pm) Break-Out Sessions - Transportation, Parking &amp; TDM, Economics (6:30-7:30)</td>
<td>Open House (6:00 - 7:30 pm)</td>
<td>Open House/ Informal Mid-Point Presentation (followed by DPAC Meeting 6) Open House (6.00 - 7.00 pm) DPAC Meeting (7.00 - 8.00 pm)</td>
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<td>7:00pm</td>
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<td>8:00pm</td>
<td>Closed Studio</td>
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</tbody>
</table>

Note for General Public/City Council/Planning Commission: If you have limited time to attend, you should then see progress. Events in yellow are information sessions. If you prefer to meet with a team member one-on-one, drop in during the public open house. Just be aware that the team is generating content during this time so they may not all be available.
Participatory Design Workshop: Key Events

The design workshop offered many opportunities to participate, including formal and informal presentations, brown bag lunchtime presentations, and open studio. There were also two DPAC meetings, open to the public.
Participatory Design Workshop: Formal Presentations

These formal sessions included a powerpoint presentation, followed by break-out discussion sessions by topic with the consultant team.

Opening Presentation
Tuesday, April 24th
6:00pm to 7:30pm

Closing Presentation
Saturday, April 28th
1:00pm to 2:30pm
Participatory Design Workshop: Informal Presentations

Open House ★
Mid-Point Presentation

The design workshop had informal ‘Open House’ sessions open to the public in which the team pinned-up the day’s work and got feedback from the team and community. The Mid-Point Presentation was an informal review, followed by a DPAC meeting.

Open House (Team Pin Up)
Wednesday, April 25th
6:00pm to 7:30pm

Mid-Point Presentation
Thursday, April 26th
6:00pm to 7:00pm
7.00pm – 8.00pm: DPAC meeting
Participatory Design Workshop: Brown Bag Presentations

A series of lunch time information sessions open to the public were led by the consultant team. The format followed was a presentation followed by discussion. The topics covered were:

**Economics of Downtown**
Wednesday, April 25\(^{th}\) | 12:00 - 12.45pm

**Historical Preservation**
Wednesday, April 25\(^{th}\) | 12.45 - 1:30pm

**Transportation**
Thursday, April 26\(^{th}\) | 12:00 - 12.45pm

**Parking & TDM Strategies**
Thursday, April 26\(^{th}\) | 12.45 - 1:30pm

**Form-Based Codes**
Friday, April 27\(^{th}\) | 12.00pm – 1.00pm
The design workshop offered ‘Open Studio’, during which the workshop participants could see what the design team was producing, ask questions and suggest ideas. Students from two UC Davis classes attended open studio as well.

**Open Studio:**

Wednesday, April 25<sup>th</sup>
10:00am to 6:00pm

Thursday, April 26<sup>th</sup>
10:00am to 6:00pm

Friday, April 27<sup>th</sup>
10:00am to 12:00pm
Community Participation

The design workshop was well attended, with an average of 80 people at the Opening and Closing presentations, and approximately 30-50 people at each of the Brown Bag sessions. The Open Studio saw a steady flow of community members (average 80 per day), as did the informal team pin-ups and DPAC meetings.

Feedback was collected in the form of a simple dot exercise. Informational posters on relevant topics and drawings were pinned up on the studio walls, and participants were encouraged to comment using post-it notes and comment sheets.
Key Findings: Economics
Key Findings: Economics

Downtown Characteristics

- 132 Acres of land in downtown; vacant land is scarce
- 2,482 jobs in downtown
- 20% of citywide taxable retail sales
- 506 housing units; ~ 90% renter-occupied; 1,083 residents
- Next to UCD with 32,663 students and 12,181 faculty and staff
- Next to I-80 with 130,000 vehicles per day
Key Findings: Economics

Local Demographic Shifts
Composition of population growth; students and residents 55 and older

Land Scarcity/Increasing Land Costs
Redevelopment needed to accommodate infill; creates high feasibility hurdle

Changing Retail Industry
Internet shopping, bricks and mortar store closures, trend toward food, entertainment, and experiences

Changing Preferences
Millennials’ preference for dynamic, urban, mixed-use areas affecting national office and residential development patterns
Key Findings: Economics

WHO COMES TO DOWNTOWN?

% of People Present in Downtown

From Davis or UCD
Other Yolo County
Outside Yolo County

Includes residents and workers as well as shoppers/visitors.

Slightly higher proportions of people coming from outside Davis/UCD at night and on weekends.
Key Findings: Historic Resources
Designated Landmarks
Designated Merit Resources
Identified Contributing Resources
Potential Old North Historic District
Existing Victorian Resources
Recent Past | Existing Civic/ Institutional Buildings: Downtown
Recent Past | Existing Commercial Buildings: Downtown
Recent Past | Existing Branch Bank Buildings: Downtown
Recent Past | Existing Apartment Buildings: University-Downtown-East
Recent Past | Existing Apartment Buildings: University-Downtown-East
3 Key Findings: Transportation

Greg Behrens & Bob Grandy | Fehr and Peers
Existing Conditions: Downtown Grid

- High degree of connectivity
- Accessibility for businesses and residents
- Serves all travel modes
- Shared operating environment
- Use varies throughout the day and week
Existing Conditions: Defining Elements

- **Edges** are physical or perceived boundaries
  - Can be barriers or transitional areas
- **Gateways** are nodes that facilitate travel across edges

![Map of Downtown Davis Specific Plan and EIR](image_url)
Existing Conditions: Pedestrian Facilities

- Highly walkable
- Several factors influence the pedestrian environment
  - Lighting
  - Shade
  - Sidewalk width
  - Sidewalk quality
Existing Conditions: Bicycle Facilities

- Served by a variety of facility types
- 1,700+ bike parking spaces
- On-street parking activity and intersection conflicts most directly affect bicycling environment
Existing Conditions: Transit Service And Facilities

- Local and regional bus service
- Intercity rail and bus service at the Davis Train Depot
Transportation Vision Concept #1
Enhance Downtown Gateways

Design gateways that improve multimodal access and reinforce Downtown’s unique character.
Transportation Vision Concept #2
Travel Mode Priority Options

Allocate limited right-of-way to prioritize travel modes on targeted street segments or corridors.
Transportation Vision Concept #2
Travel Mode Priority Options

Allocate limited right-of-way to prioritize travel modes on targeted street segments or corridors.
Transportation Vision Concept #3
Treat Streets As Public Spaces

Design streets as public spaces as well as channels for movement.
Transportation Vision Concept #4
Futureproof Downtown Streets

Design streets to accommodate emerging transportation trends and technologies.

Source: NACTO
Key Findings: Parking & TDM

Patrick Siegman | Siegman & Associates
Existing Downtown Parking Supply

**Blockface Time Restrictions**
- **Unknown**
- 2-hr / Amtrak permit: 5 a.m. - 5 p.m.
- 2-hr / X permit: 6 a.m. - 10 p.m.
- 2-hr: 8 a.m. - 6 p.m.
- 90-min / X permit: 8 a.m. - 10 p.m.
- 90-min: 8 a.m. - 6 p.m.

**Lot Time Restrictions**
- **Unknown**
- 2-hr / X permit: 8 a.m. - 6 p.m.
- 2-hr: 8 a.m. - 6 p.m.
- Amtrak permit: 5 a.m. - 5 p.m.
- Paid parking

**Garage Time Restrictions**
- 3-hr / Daily
- 3-hr / X permit: 8 a.m. - 6 p.m.
Peak Hour (Lunchtime) – City-Owned Parking Occupancy

Findings:

$10/month permit spaces are nearly full
$40/month permit spaces are underused (garage at Fourth and G Street)
Option: Build More Parking

What does it cost to add a parking space to Downtown by building a new parking structure?
Option: Build More Parking

How much revenue is needed to break even on the cost of building and operating a $50,000 parking space?

 Anything a community can do to reduce parking demand for less than $335/month/space is a bargain.

Photo & graphic concept by Dan Zack
City Policies Support Transportation Demand Management

Policies:

Implement solutions for managing parking demand before building more parking

Alternatives to consider:
- Improve transit access and other TDM strategies
- Implement parking pricing (in progress)
- Improve parking enforcement

There is room for improvement: existing TDM programs are limited.
TDM Strategy: Un-bundle Parking Costs To Increase Affordability

Example: The Gaia Building, Berkeley CA

- City requires unbundling of parking costs from rents
- $150/month per space
- On-site carshare cars
- 91 apartments, theater, café & office space
- 42 parking spaces built

➤ Result: 237 adult residents with just 20 cars
TDM Strategy: Deep Discount Group Transit Passes

Example: ‘Eco-Pass’ Program, Boulder CO

- Employees ride free
- $83 per year per worker
- Deep discount for group enrollment – only 6% of normal price ($1,485)
- 8,300+ employees at 1,200 downtown businesses
- Funded by meter revenues

➢ Result:
- Drive alone rates fell from 56% to 36%
- Reduced commuter parking demand by 850+ spaces
Ride-hailing And Self-driving Vehicles Will Reduce Parking Demand

- About 80% of the cost of transit is the driver.
- Self-driving vehicles will cause the cost of transit & taxis to plummet.
- No comparable breakthrough in parking costs is foreseen.
Ride-hailing And Self-driving Vehicles Will Reduce Parking Demand

**EFFECT ON PARKING DEMAND?**

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<th>Source</th>
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<tr>
<td>Academic: Zhang et al</td>
<td>~90% reduction 50% of fleet shared</td>
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<td>OECD International Transport Forum</td>
<td>80% reduction 100% of fleet shared</td>
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<tr>
<td>Academic: Kockelman</td>
<td>Each shared AV replaces 12 private vehicles</td>
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<td>McKinsey</td>
<td>5.7 billion square meter reduction in parking</td>
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</table>
4 Vision for Downtown Davis

- Big Ideas
- Guiding Principles
A Vision for Downtown Davis that is…

- Forward Thinking
- Bold
- Exceptional
Big Idea: A Downtown that is memorable and authentic

The vision is for Downtown Davis to be a destination for everyone: local residents as well as visitors from the greater Davis and Sacramento area.

To stand out as a regional attraction, it needs to provide an experience that is uniquely Davis. At the same time, it should serve the needs of the Davis community.
Big Idea: Downtown as a neighborhood

Traditionally, downtowns were inherently ‘mixed-use’, with residential and commercial uses supporting each other. Planning practices and other trends in the 1960s and 70s led to downtowns becoming commercial destinations.

However, recent trends have reverted back to the traditional norm, backed by proven successes of mixed-use downtowns and a growing desire by many to live in a walkable downtown with access to amenities.
Big Idea: A Downtown designed for the future of transportation

Innovative and forward-thinking transportation systems will change the way we view mobility. Changes in travel behavior are already being felt and will significantly affect the design of cities and neighborhoods in the near future.

Davis, with its history of promoting biking and alternate transportation, is a natural candidate for a downtown that can adapt to the future of mobility.
Big Idea: Consider going big

Tall buildings need not be the only solution to adding development to downtown, but can definitely be considered after adequate discussion on relevant topics - how tall, architectural character, where such buildings should be located, etc.

The image on this page is from a new mixed-use development from Iowa City, IA (population 74,000) with a grocery store, boutique hotel and residential condos in the same building.
Big Idea: A model
“Sustainable Downtown”

“Carbon Free Davis by 2050” can be an overarching goal and potent guiding principle for the Specific Plan.

Davis is reputed for its progressive stance towards sustainability, and this would be an appropriate next step in this direction.

Sustainability Themes:
- Equity/ Quality of life
- Economy
- Energy
- Mobility
- Water
- Waste
- Living landscape
Six Guiding Principles

These principles have been derived from what we have heard from the community and background analysis.

1. Establish a Vibrant, Clearly-Defined Heart of Downtown
2. Create an Extraordinary Public Realm
3. Form a Strong Brand for Downtown Davis
4. Balance Historic Preservation Objectives with the Larger Vision
5. Utilize Innovative Parking & Transportation Solutions
6. Craft a Program for a Vibrant and Resilient Downtown
Design Workshop: Results

- Overarching ideas
- Design focus areas
Overarching Ideas

- Reinforce a Hierarchy of Form and Scale
- Downtown as a Network of Unique Sub-Areas
- Make Downtown an Attractive Destination for All
- Establish a Hierarchy of Streets
- Create a Downtown Gateway at First and Richards
- Manage Parking and Improve Mobility Choices
Overarching Ideas: Reinforce a Hierarchy of Form and Scale

The existing urban form of Downtown Davis is fragmented, and lacks a hierarchy in scale and form as shown in this ‘heat map’ study.

Block-scale retail
Block-scale flex/ residential
House-scale flex/ large
House-scale small
Parks and plazas
Overarching Ideas: Reinforce a Hierarchy of Form and Scale

What is proposed instead, is focusing block-form, ‘large’ and ‘medium’ scale buildings with higher-intensity uses around a new central public space, with thoughtful transitions towards the surrounding neighborhoods.

Block-scale retail
Block-scale flex/ residential
House-scale flex/ large
House-scale small
Parks and plazas
Overarching Ideas: Downtown as a Network of Unique Sub-Areas

To create a sense of hierarchy, Downtown could develop as a network of sub-areas or districts, each with its unique identity, but an integral part of, and contributing to the character of Downtown.
Overarching Ideas: Make Downtown an Attractive Destination for All

To be truly successful, Downtown Davis should be a destination of choice for people of all ages and abilities. This can be made possible by encouraging a range of activities as well as safe and convenient access.

The diagram on this page is an example of a ‘kid-friendly’ network of parks and activity nodes connected by bike and pedestrian-priority streets.
Overarching Ideas: Make Downtown an Attractive Destination for All

The E Street plaza is an example of a space that can be transformed into an active, vibrant public space.

Currently, it is mainly used as a parking lot, with a small plaza fronting a couple of restaurants.

On the following pages are renderings of a redesigned plaza with active uses and activities. Short term interventions could include food trucks and weekly markets.
Overarching Ideas: Make Downtown an Attractive Destination for All

View (looking east) of E Street plaza redesigned with seating, play structures and activities such as food trucks and weekly markets.
Overarching Ideas: Make Downtown an Attractive Destination for All

Downtown revitalization can also be spurred by increasing residential use in downtown, by allowing taller buildings where appropriate.
Overarching Ideas: Establish a Hierarchy of Streets

A street hierarchy in downtown will accommodate all travel modes safely and efficiently, and also enable wayfinding. In the proposed system, streets would allow all modes; but the street design would prioritize certain modes.

The key intent is to reinforce walking and biking as safe and convenient ways of accessing downtown, while also enabling car access and optimizing transit routes.
Overarching Ideas: Establish a Hierarchy of Streets

Third Street: an example of a proposed bike and pedestrian priority street
Overarching Ideas: Establish a Hierarchy of Streets

F Street (Fifth to Fourth): an example of a proposed bike priority street
Overarching Ideas: Create a Downtown Gateway at First and Richards

The current main ‘gateway’ to Downtown is from the historic tunnel at Richards Boulevard. In its current configuration, the intersection of First Street and Richards Boulevard lacks a sense of arrival and does not adequately address the large volumes of cars as well as bikes navigating the intersection.
Overarching Ideas: Create a Downtown Gateway at First and Richards

An illustration depicting the redesigned intersection, with a building terminating the view and creating a sense of arrival.
Overarching Ideas: Create a Downtown Gateway at First and Richards

Other alternatives worth exploring include converting the intersection to a roundabout (right), and reorganizing streets to form a small square (below).
Overarching Ideas: Manage Parking and Improve Mobility Choices

The effectiveness of a Transportation Demand Management (TDM) strategy depends on a few key steps:

1. Maximize the use of existing parking.
2. A reduction in the amount of available parking is critical to the success of a TDM strategy; and reduction in parking demand in turn relies on an effective TDM strategy.
Overarching Ideas: Manage Parking and Improve Mobility Choices

Another key requirement is to manage City-owned parking lots and garages. It is not recommended to build additional parking garages, but it could be advantageous to hold some potential sites for future use.

As mobility needs evolve, parking garages may not be needed in the long term.
Overarching Ideas: Manage Parking and Improve Mobility Choices

While provision of more parking may help in the short term; parking garages may not be needed in the long term as mobility needs continue to evolve.

A short term suggestion could be to use the City-owned lot near the Richards Boulevard tunnel to develop a garage with a pedestrian bridge connecting to downtown.
Overarching Ideas: Manage Parking and Improve Mobility Choices

Manage Curb Parking:

1. Set performance-based prices for curb parking.
2. Return parking revenue to Downtown to pay for public services.
3. Improve parking signage, install real time parking wayfinding.
4. Establish residential Parking Benefit Districts. Use revenues to pay for neighborhood improvements.
5. Improve parking enforcements and data collection.
Overarching Ideas: Manage Parking and Improve Mobility Choices

Manage City-owned lots and garages:

1. Implement short-term improvements to City-managed lots and garages.
2. Set lot & garage fees that ensure availability and help make City-owned lots and garages self-supporting (include assistance for low-income employees).
3. Assess highest and best use of City-owned lots and garages.
4. Reserve sites for future public parking structures if needed.
Improve transportation choices:

1. Establish a Transportation Management Association.
2. Establish a ‘Deep-Discount Group Transit Pass’ program.
4. Continue improving bicycling facilities and programs.
Overarching Ideas: Manage Parking and Improve Mobility Choices

Effectively Regulate Private Development:

1. Remove minimum parking requirements.
2. Require unbundling of parking costs.
3. Require provision of spaces for car-share.
4. Update bicycle parking requirements.
Design Focus Areas

- Reinforcing the Heart of Downtown
- Establishing a G-Street District
- Northwest and Southwest Quadrants
- University Avenue/ Rice Lane Neighborhoods
The Illustrative Plan - One Possible Build Out
Design Focus Areas: Reinforcing the Heart of Downtown

As discussed earlier, a key design move is to define and reinforce a new ‘Heart of Downtown’.

Strategies to achieve this:

- Encourage incremental improvements on existing small to medium sized lots.
- Establish a vibrant Town Square
Design Focus Areas: Reinforcing the Heart of Downtown

Strategy: Encourage incremental improvements on existing small to medium sized lots.

As a start, corner buildings of the Downtown blocks could redevelop with additional height.

The photo (right, above) shows a view of Second Street looking east towards the Train Depot.

The illustration below depicts one scenario of how the street and buildings could transform.
Design Focus Areas: Reinforcing the Heart of Downtown

There are many opportunities, as well as questions that need to be answered.

Shading/Climate Change

Green Infrastructure

Where is Parking?

Driverless Shuttle

What Happens at Station?

Economic Viability

Affordable Housing

Character

Green Buildings

How Tall?

How to Retain & Attract Local Businesses

Shared Street

Participatory Design Workshop Summary Report | 10 May 2018

Downtown Davis Specific Plan and EIR
**Design Focus Areas: Reinforcing the Heart of Downtown**

An initial Proforma Analysis was done by BAE to understand the economics of enabling small-lot infill

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<th>Design Focus Area</th>
<th>Baseline</th>
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<td>6,000 sq. ft.</td>
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<td>12 Units</td>
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<tr>
<td></td>
<td>Feasible?</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td></td>
<td>Compared to Baseline</td>
<td>n.a.</td>
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<td>Parking Spaces; 12,000 sq. ft.</td>
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<td>Feasible?</td>
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<td>Compared to Baseline</td>
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<td>Compared to Baseline</td>
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Design Focus Areas: Reinforcing the Heart of Downtown

Strategy: Establish a vibrant Town Square to define a clear ‘Center’

Many alternatives were studied during the workshop.
Design Focus Areas: Reinforcing the Heart of Downtown

The Town Square at Third Street could be flanked by buildings that would integrate a fine-grained network of smaller public spaces and paseos.

The Town Square would transform Third Street into a new public place, with controlled car access and a range of programmed activities. Adjacent buildings could include civic uses such as City Hall or a library.
Design Focus Areas: Reinforcing the Heart of Downtown

Existing conditions: View looking east of Third Street between D and E Streets.
Design Focus Areas: Reinforcing the Heart of Downtown

Illustration of the proposed Town Square.
Design Focus Areas: Reinforcing the Heart of Downtown

Over time, height could be increased, with midrise buildings at appropriate locations.
Design Focus Areas: Reinforcing the Heart of Downtown

Potential phasing for compatibility and viability:

The new Town Square could be achieved through effective phasing, as parcels change ownership and transform over time. A possible scenario is illustrated in the sequence of images on this and the next page.
Design Focus Areas: Reinforcing the Heart of Downtown

Potential phasing for compatibility and viability (contd.)
Design Focus Areas: Reinforcing the Heart of Downtown

The final result is illustrated on the right. As a reality check, this transformation may not be very easy, due to many property owners.
Design Focus Areas: Reinforcing the Heart of Downtown

The ‘back-up’ plan (that is much easier to achieve) is an expanded E-Street Plaza.
Design Focus Areas: Establish a G-Street District

The G-Street area has the potential to develop as a unique sub-district within Downtown. It’s also an area of transition to the Old East neighborhood. Several parcels in this area are prime for redevelopment.
Design Focus Areas: Establish a G-Street District

An illustration of how a Market Hall could fit on the parcel on G Street, between Second and Third.
Design Focus Areas: Establish a G-Street District

The G Street District could have its own distinct character, inspired by industrial and warehouse architectural styles.
Design Focus Areas: Northwest and Southwest Quadrants

The Northwest and Southwest sub-areas within Downtown are those in which a gradual transition can occur from the Heart of Downtown to the residential neighborhoods.

Commercial uses could be limited, and ‘medium’ and ‘small’ scale buildings can be encouraged.
Design Focus Areas: Northwest and Southwest Quadrants

Thoughtful, incremental infill can be encouraged on small lots.
Design Focus Areas: Northwest and Southwest Quadrants

Illustration of infill at an appropriate scale for the neighborhood.
Design Focus Areas: Northwest and Southwest Quadrants

Community-focused housing can occur on sites that are currently underutilized. This illustration shows the possible addition of housing to a vacant corner of the Davis Community Church lot.
Design Focus Areas: University Avenue/ Rice Lane Neighborhood

No major changes are recommended at this stage. The infill that has started along B Street could continue to evolve.
Next Steps

- Virtual Community Workshop in June
- Participatory Design Workshop #2 in July
Important Dates

Apr 24th - 28th 2018
Participatory Design Workshop One: Developing and Testing Alternatives. DPAC Meetings 6 (Apr 26th) and 7 (Apr 28th)

May 31st 2018
DPAC Meeting 8, Start of Virtual Community Workshop

June 14th 2018
DPAC Meeting 9 (topic TBD)

Jul 10th - 14th 2018
Participatory Design Workshop Two: Refining a Preferred Alternative, Neighborhood Transitions.
Thank You for Participating!