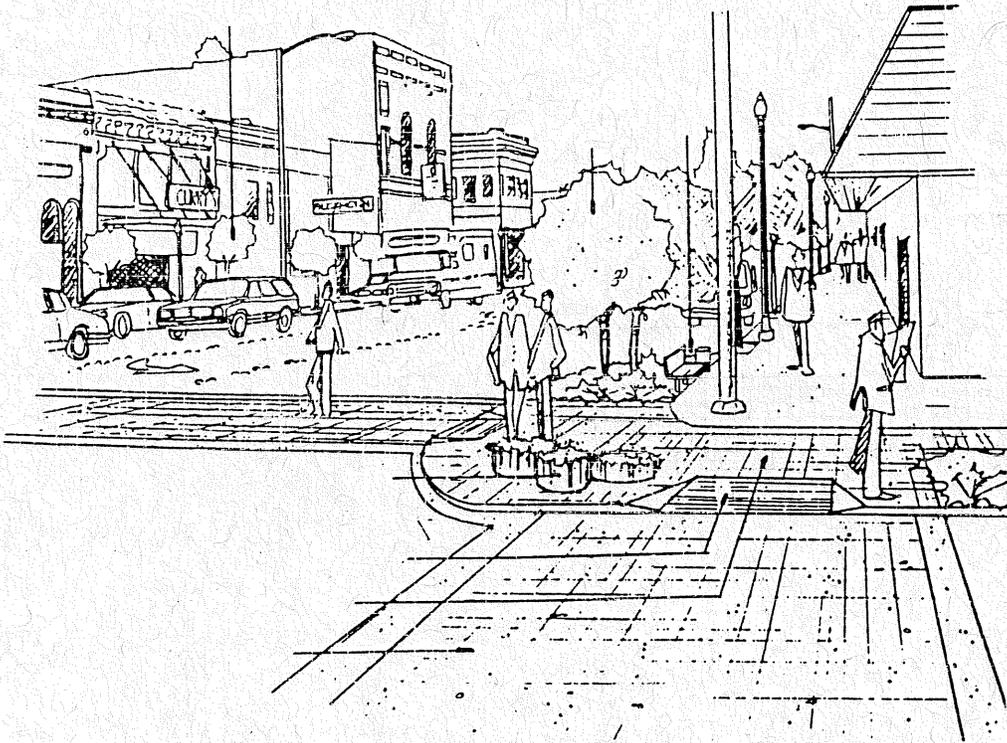


# DOWNTOWN LAKEPORT MASTER PLAN



PREPARED FOR  
CITY OF LAKEPORT

MAY 1988



OMNI-MEANS, LTD

ECONOMIC URBAN MANAGEMENT

ENGINEERING/URBAN DESIGN

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MAY 1988

**PROJECT PARTICIPANTS**

RICHARD KNOLL, Planning Director, City of Lakeport

DOWNTOWN ADVISORY COMMITTEE

SHARI KILKER	Curry's Furniture Store
JAY WITHAM	Lakeview Market
BRIAN ALDEGHI	The Bicycle Rack
BARBARA HOUGHTON	Resident
JUDITH LANFRANCO	Chair: Lakeport Chamber of Commerce Beautification Committee
BYRON WHIPPLE	City Center Realty
DICK SEILER	Lake Kawasaki
BOBBIE CASSIDY	The Right Touch

CONSULTANTS

EDWIN S. ASTONE	ZEPHYR URBAN MANAGEMENT ASSOCIATES
ROSS AINSWORTH	OMNI-MEANS, LTD.
KEN ANDERSON	OMNI-MEANS, LTD.

## SUMMARY/RECOMMENDATIONS

### A. DOWNTOWN GOAL

The downtown Lakeport area should be strengthened so as to better serve as the center for the community and to provide a better living and business environment expressed in economic, social and physical terms.

### B. DOWNTOWN MASTER PLAN ELEMENTS

#### 1. MANAGEMENT/ORGANIZATION

Both the public and the private sectors should have a committed management approach to the downtown revitalization effort.

#### 2. MARKET ANALYSIS

A data bank of current and relevant economic information should be established as part of the revitalization plan.

#### 3. BUSINESS MIX/LAND USE

The downtown area should be occupied by buildings and businesses which contribute to the creation of the desired commercial environment.

#### 4. INFRASTRUCTURE ANALYSIS

The public services and improvements should be in a condition so as to adequately service the existing and potential commercial needs as part of establishing the desired commercial setting.

#### 5. PUBLIC URBAN DESIGN

The condition and the enhancement of the public areas should include improvements which will cause the area: to be more inviting; to function in the most efficient manner possible; to be clearly defined; and to portray the image that this is a unique area, the focal point of the community and the area where things are happening.

#### 6. PRIVATE IMPROVEMENT DESIGN

Because the downtown buildings are the most important physical component of the downtown area -- economically, functionally and aesthetically, all buildings in the downtown area should be properly maintained and all building improvements shall be reviewed so as to assure the compatibility with surrounding buildings and compliance with the downtown business plan.

#### 7. PARKING

There should be an adequate supply of parking spaces and a balanced operational program to assure that there is adequate parking for the

highest priority of downtown users, the customers and the second priority users, the all day parkers.

8. TRAFFIC

The downtown area is to be a destination rather than serving only as a thoroughfare and patrons to the downtown businesses should be able to move quickly to parking spaces along readily identifiable routes.

9. PROMOTIONS

The downtown area should be effectively advertised and promoted as a viable commercial area and the community focal point.

10. FINANCING

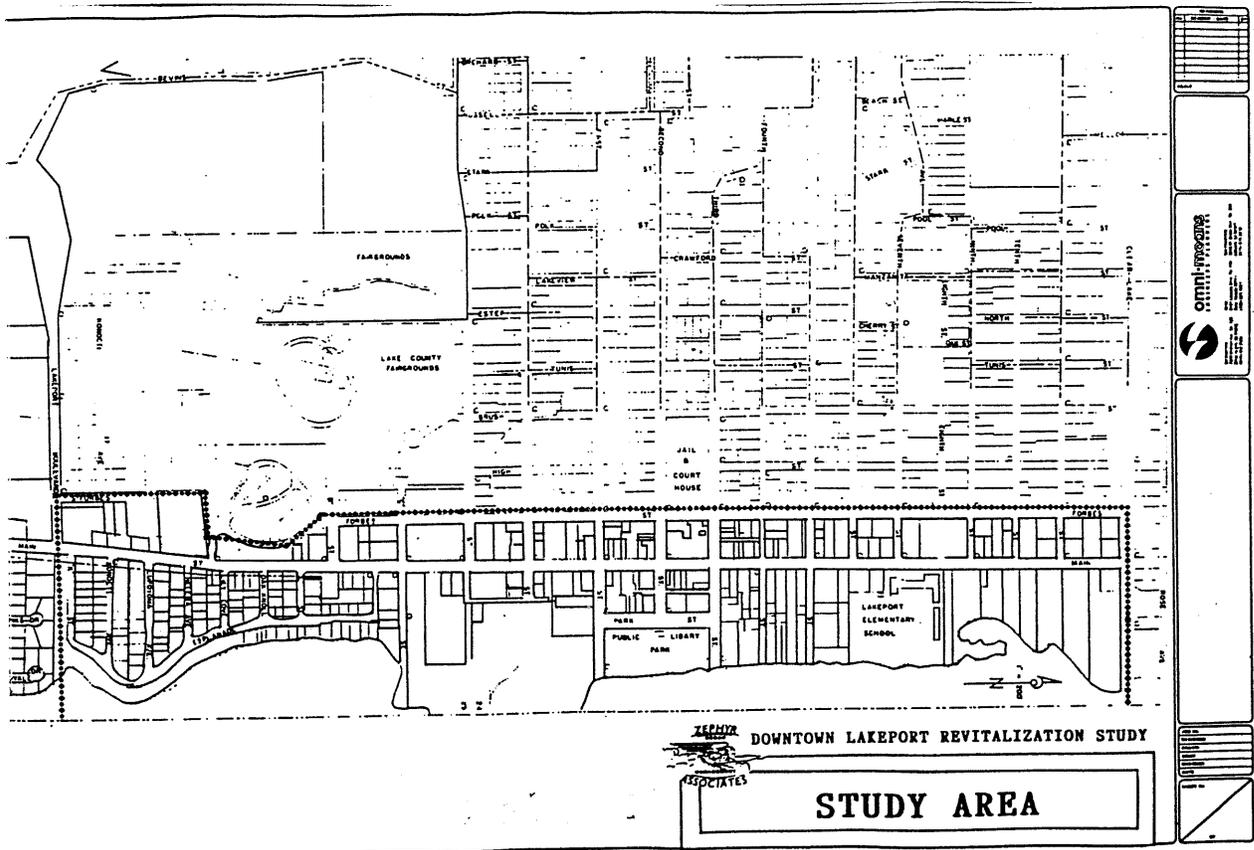
For the purpose of financing the downtown master plan elements, there should be established a partnership between the City and the downtown business and property owners with each partner's role clearly defined. The City would have responsibility for planning and developing the public areas. The business and property owners would have the responsibility of developing and marketing the private area. Necessary maintenance of certain public areas would be a shared responsibility.

I. INTRODUCTION/BACKGROUND

The City of Lakeport embarked on a downtown program with the intent being the preparation of an assessment of the downtown area and a long range plan (Downtown Master Plan). The intent of the planning program is to generate a data base for the downtown area and to develop long-range goals, objectives, policies and implementation strategies necessary to carry out the defined Downtown Master Plan.

The central business district for the purpose of this study is an area bounded by Clear Lake on the east, High Street on the west, Lakeport Boulevard on the south, and Clearlake Avenue on the north. Main Street, the principal circulation route, runs north and south through the study area.

MAP 1.



The Downtown master planning process was to occur in two distinct phases. Completion of the first phase (the Technical Resource Data Base), determined whether the City would proceed, and in what direction, in the preparation of the second phase of the Lakeport Downtown Master Plan.

PHASE 1 was to include such items as:

A. Questionnaire. Presented to all downtown business owners and selected community wide residential sectors with questions about interests, ideas, problems, concerns, intent, direction and possibilities for the downtown area. The result of this survey would in effect, determine whether the project moves ahead as originally planned or takes a different direction.

B. Inventory of Existing Conditions. An assessment of the existing conditions in downtown including the physical characteristics, the socioeconomic base, and the environmental conditions.

C. Development of Important Issues and Assumptions. As a result of the assessment of existing conditions, the results of the survey and public input, it would be necessary to develop assumptions about the intent of the Master Plan and discuss issues facing the area.

D. Preparation of a Technical Report. The results of the downtown questionnaire, the inventory of existing conditions, the development of important issues and assumptions would be gathered, assembled, and presented as a comprehensive technical report which will form the resource base of the Downtown Master Plan Document developed in Phase II.

The Downtown Lakeport Assessment: Technical Report, as a resource base, was submitted in June 1987 for review by the Downtown Steering Committee, Planning Committee, and by the City Council. The review also included urban design concept alterations. These plans along with the Master Technical Report were the subject of several community-city planning, and City Council meetings.

By letter of November 20, 1987, the consultants Zephyr and Omni-Means were not only given the notice to proceed with the Phase II Master Plan, but were given direction as to the specific elements to be included in the downtown design plan. This letter is included as Appendix A of this Master Plan.

PHASE II. Completion of Phase II Downtown Master Planning Process would be dependent upon the results of the data collection phase (first phase) and would include, specific elements such as:

1. Goals and objectives and policy statement development.
2. Development of master land use plan.
3. Development of implementing tools. (Zoning Ordinance, development criteria, sign criteria, business organization formation, etc.).

## II. PROJECT POLICY STATEMENT

There is a consensus that there is the need for an improved downtown area.

- In what ways should downtown Lakeport be improved so as to make it function better and to better serve the needs of the Lakeport Community?
- Specifically, what kind of downtown is appropriate for Lakeport?
- How can the downtown area be strengthened?

Downtown Goal:

The downtown Lakeport area should be strengthened so as to better serve as the center for the community and to provide a better living and business environment expressed in economic, social and physical terms.



### III. DOWNTOWN MASTER PLAN ELEMENTS

In downtown Lakeport, there are symptoms which suggest that there is a need for a revitalization plan and program. Common concerns were expressed at the Community Workshop and in other discussions.

- \* Are retail sales in the downtown area low or declining?
- \* Does the City continue to spend more on public services and receive less in public revenues?
- \* Is the area unkept, unattractive or unsafe?
- \* Do area residents no longer regard the commercial area as a desirable shopping destination?
- \* Is competition making increasing inroads into the market of the businesses?
- \* Does the older commercial area suffer from a negative image or a poor self image?
- \* Does the older commercial area have a plan?

Downtown revitalization is the process of reviving a sluggish or declining economy and/or capturing lost economic opportunities. Basically, this entails making a given commercial area more productive by doing more business within that fixed area. Revitalization requires coordination of a wide variety of improvements--in physical appearance, organizational, advertising, merchandising, operations and all the other actions that fall under the heading of "doing business".

The master plan should accomplish the following:

1. Stabilize and improve retail sales.
2. Increase property values through construction of new commercial development.
3. Promote and manage the area in a cohesive manner.
4. Beautify the area.
5. Reduce the demand on public services.
6. Revitalization of existing structures.

The Downtown Lakeport Master Plan is based on a thorough understanding of the characteristics of the downtown area. The plan grows out of the information accumulated in the Phase I...Downtown Assessment Technical Report as a Resource Base...and the planning completed on ten Master Plan elements and the following three planning efforts:

- \* Capitalizing on the private sector's business strength.
- \* Overcoming identified weaknesses.
- \* Filling identified voids.

#### A. **MANAGEMENT/ORGANIZATION ELEMENT**

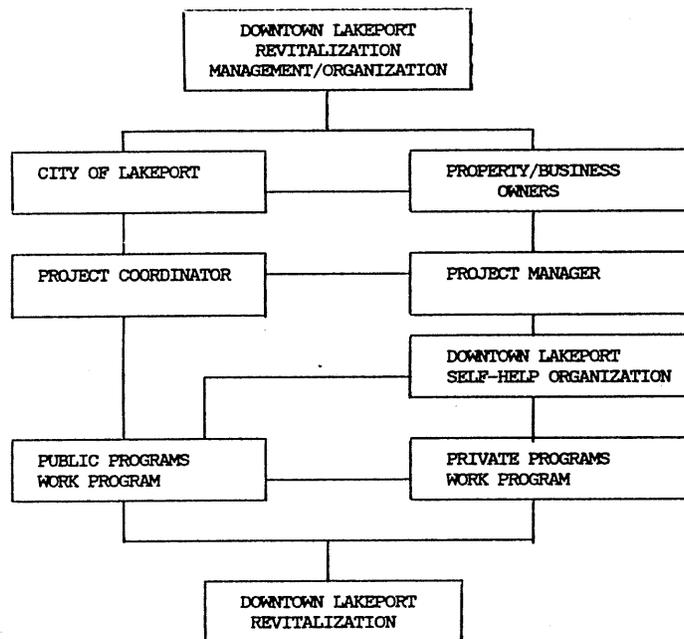
##### **Policy Statement:**

**Both the public and the private sectors should have a committed management approach to the downtown revitalization effort.**

1. Public:  
The City's commitment should include:
  - a. Establishment of a specifically designated downtown project

- coordinator;
  - b. Establishment of the work program for the coordinator;
  - c. A public financial commitment of funds to support the coordinator.
- The need to hire a new person as opposed to assigning the coordinator role to an existing member of the City staff would determine the expense.

The following organizational chart portrays the recommended downtown management/organization model.



- 2. Private:
  - The downtown business community's commitment to management and organization should include:
    - a. The establishment of a formal downtown business association;
    - b. Development of an operational work program;
    - c. Establishment of the downtown area as a business improvement district pursuant to the Parking and Business Improvement Area Law of 1974 as amended;
    - d. A business association manager who would serve as the downtown project manager.

## B. MARKET ANALYSIS ELEMENT

### POLICY STATEMENT:

A data bank of current and relevant economic information should be established and maintained by the City and the Downtown Business Association and readily available to serve as part of the revitalization plan and to help to assure that revitalization decisions can be based on this information.

Since a business program is an integral and important part of the downtown revitalization plan and since the business program should be in part based on economic facts, there is the ongoing need for a data bank of information of current and relevant information. This information includes a wide range of information such as:

1. Total Retail Sales
2. Retail Sales by Category
3. Retail Sales Per Square Footage
4. Total Building Area
5. Building Area by Use
6. Property Values
7. Building Vacancies
8. Property Sales Data
9. Property Owners List
10. Business Owners List
11. Etc.

This market analysis data should be maintained and coordinated by the private sector's project manager and the City's project coordinator.

#### C. BUSINESS MIX/LAND USE ELEMENT

##### POLICY STATEMENT:

The downtown area should be occupied by buildings and businesses which contribute to the creation of the desired commercial environment. The desired commercial environment is one which serves as a specialty retail area adjacent to the governmental center and its related services.

This element of the downtown Master Plan is comprised of activities by both the public and the private sector.

The public sector uses land use and zoning controls to enhance the downtown commercial setting. The public's role would include a listing of permitted uses and more specifically a listing of non-permitted uses or those which would require a special permit and could be developed only after a complete analysis and specific action by the Planning Commission. For example, the type of use which should not be permitted in the downtown area would be a service station. The downtown area should serve as a concentrated commercial core.

The private sector's energies in this element would be directed at the establishment and the monitoring of the appropriate business plan or business mix. Since the business mix realistically cannot be "legislated" the responsibility for achieving an appropriate business mix is the responsibility of those making the tenanting decisions, the property owners.

With the leadership of the project manager, the business plan must be marketed to the property owners. It would be expected that a sufficient number of them would buy into the implementation of the plan.

##### BUSINESS PLAN:

###### Desired Commercial Environment

There are certain items, which when accomplished, result in a strengthening of the downtown area as a retail focal point. The following list represents some

of the basic parameters of the business plan and the goal of the desired commercial environment.

1. The building frontage along certain specifically identified pedestrian pathways should be occupied by uses whose primary activity is the sale of retail comparison goods and specialty items.

The pedestrian pathways are:

- a. Main Street between Armstrong and 7th
- b. Second Street between Forbes and Library Park.
- c. Third between Park and Forbes
- d. First between Park and Forbes
- e. Forbes between Second and Fourth

2. Desired Uses

Comparison Goods

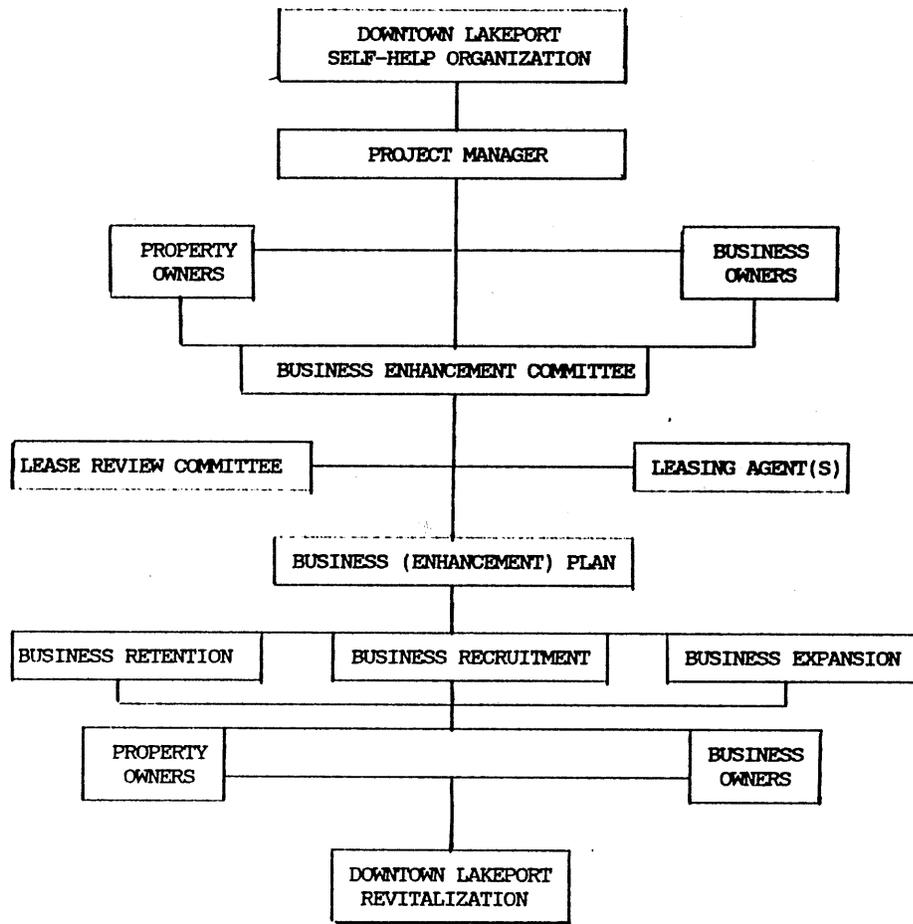
Examples of the types of retail outlets desired to be located within the downtown area and specifically along the pathways are:

- a. Clothing and Accessories
  - i) Ladies Specialty
  - ii) Ladies Ready To Wear
  - iii) Men's Wear
  - iv) Children's Wear
  - v) Family Shoes
- b. Food Service
  - i) Restaurants Without Liquor
  - ii) Restaurants With Liquor
- c. Radio, Video, Appliances

Specialty Items

- a. Cards and Gifts
- b. Books
- c. Stationary
- d. Jewelry
- e. Candy/Nuts/Ice Cream
- f. Art Items
- g. Tourists Gifts/Souvenir Items
- h. Lake-Related Retail

The business community comprised of both the property and business owners should, under the coordinated leadership of the Project Manager with input from the public sector, develop more fully the list of desired uses. The organization for the business plan must be single with clearly defined roles. The following is a business plan organizational chart.



D. INFRASTRUCTURE ANALYSIS ELEMENT

POLICY STATEMENT:

The public services and improvements should be in a condition so as to adequately service the existing and potential commercial needs as part of establishing the desired commercial setting.

The public sector has responsibility for this element, specifically the City of Lakeport's Public Works Staff and Redevelopment Agency. The project coordinator would have the responsibility of instigating those items which are in need of focused attention and which are not part of the City's capital improvement program.

The infrastructure needs were more fully developed in the Phase I Assessment Technical Report as a Resource Base and includes specific recommendations for various systems comprising the City's downtown infrastructures. Included were the following systems: Water; Storm Drainage; Gas and Electric; Sanitary Sewers; Streets and Sidewalks.

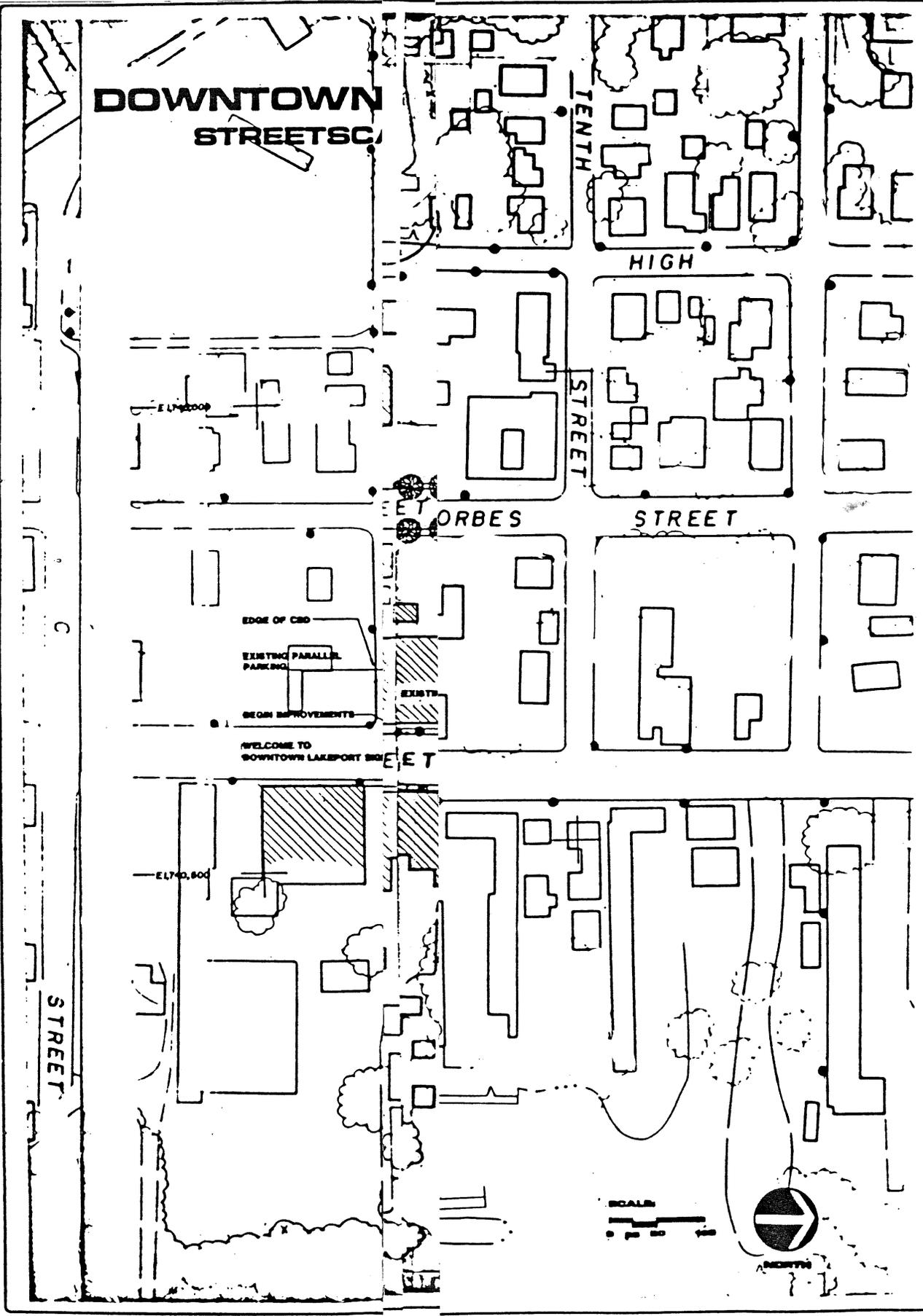
The role of the project manager representing the downtown business community would be monitoring of the provision of infrastructure based on the timely need for upgraded facilities and in connection with specific development projects.

#### **E. PUBLIC URBAN DESIGN ELEMENT**

##### **POLICY STATEMENT:**

**The condition and the enhancement of the public areas should include improvements which will cause the area: to be more inviting; to function in the most efficient manner possible; to be clearly defined; and to portray the image that downtown Lakeport is a unique area and the focal point of the community.**

The public design or streetscape plan is included as Figure 1.



# DOWNTOWN STREETSCAPE

TENTH  
STREET

HIGH  
STREET

ORBES  
STREET

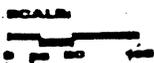
STREET

EDGE OF CBD  
EXISTING PARALLEL  
PARKING  
BEGIN IMPROVEMENTS

WELCOME TO  
DOWNTOWN LAKEPORT SIGN  
STREET

EL740.600

STREET



NO.	REVISION / DATE

**omni-means**  
LANDSCAPE ARCHITECTS

1000 S. G ST. SUITE 100  
LAKEPORT, CA 95551  
TEL: 707.838.1111  
WWW.OMNI-MEANS.COM

## DOWNTOWN LAKEPORT STREETSCAPE PLAN

LAKEPORT CALIFORNIA

DATE	
BY	
CHECKED BY	
DATE	

SHEET NO.

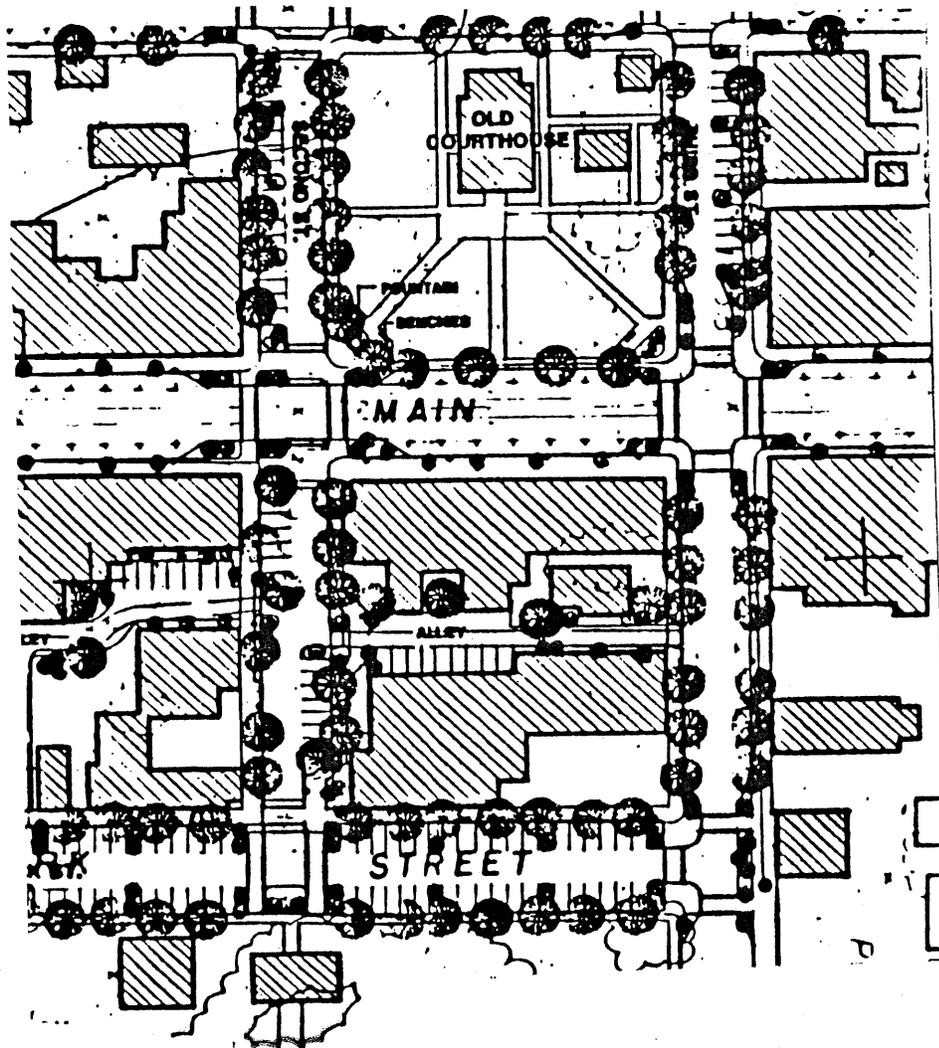
## VISUAL ASPECTS

### Paths

Paths refer to routes used which lead a person from place-to-place throughout Lakeport. All paths are a part of an overall hierarchy, depending on the paths destinations.

The principal paths in Lakeport are Main, Park and Forbes Streets in the north-south direction, and First, Second and Third Streets in the east-west direction. Main Street functions as an entry into Lakeport from the freeway off-ramps at Lakeport Boulevard and Eleventh Street. There is a feeling of a "sense of arrival" into Lakeport on Main Street as one approaches the Old Courthouse between First and Second Streets. This is mainly due to the street opening up to the lawn area surrounding the courthouse. (Figure 2)

FIGURE 2.



The plan proposes an extension of the Old Courthouse lawn area to include paving, benches, trees and a fountain. The fountain would serve as a focal point for the town. It would also create a cooling effect in summer, along with large shade trees. It is not intended to be an active use area since the predominate park users are the older members of the community.

A series of cross axes have been enhanced with improvements on First, Second, Third and Fourth Streets. These form natural cross axes between Clear Lake, Library Park, and City Hall to the east, and the County Courthouse and associated uses to the west. Many locals use these pathways, especially at lunchtime during the summer months. These streets serving as key pedestrian ways reflects the intention of the City's Lakeport Master Plan of enticing the public eastward to the lake and particularly to the Fourth Street pier.

The paths will be strengthened and defined through the widening of sidewalks, street tree planting, lighting and crosswalk delineation. Signage to boat ramps at First, Third, and Fifth Street is also proposed, as well as Lakeport "entry" signs at Martin and Seventh Streets. The detail sheet shows the sign shape and style for inclusion into the Central Business District (CBD). This same style is seen in isolated areas of the city already.

Although not a part of this plan, the walkway along Library Park is another important pathway. Incorporation of the new street lighting would identify the park from the lake after dark.

Secondary paths within the CBD currently exist in the alleys, but are poorly defined. Resurfacing and landscaping will greatly enhance these areas, at the same time making them more efficient for parking and service vehicles. Again, lighting the back entrances would make them safer and more usable at night.

#### Boundaries/Edges

Boundaries and edges act as physical or psychological separations between land uses or activity areas. They become an important part in denoting a city's limits. Boundaries within downtown Lakeport are defined by residential neighborhoods blending into the business area. Martin Street to the south, Seventh Street to the north, Forbes Street to the west, and Park Street to the east define the approximate boundary of the CBD.

Outside of the CBD, the strongest edges are the freeway to the west and Clear Lake to the east. However, the lake is not visible from most portions of the CBD, giving the feeling that the town is largely ignoring it. The provision of street trees, sidewalk treatment, signage, and lighting will orient people toward the lake.

#### Nodes

Nodes are the important places along or at the ends of pathways. They are the points at which people gather for important civic events or day-to-day business. Lakeport features a number of nodes or activity centers. The Old Courthouse, with its lawn area, benches and cannons, is a popular gathering spot for locals as well as visitors. Library Park is an important node for summertime picnics, boat launches, and get-togethers.

Separated from these nodes is the new County Courthouse. The building creates a strong community image with both its size and styling. Main Street serves as a linear activity node for both shoppers and tourists.

#### Landmarks

Landmarks serve a number of functions for both historic continuity and identification or reference points. They can also give identity to a node or a district. Frequently, they are what makes a city unique and gives it a sense of place.

Significant landmarks are mainly concentrated in the CBD. Lakeport has a variety of architectural styles built over a substantial period of time. The old library, courthouse and city hall buildings are all unique to Lakeport.

There is an excellent potential to educate visitors about these buildings through a self-guided historical walking tour. The tour could originate in the museum and include brochure information about building styles, architect, dates and importance in history. Many of the structures along the west side of Main Street between First and Fourth Streets should be included, as well as some of Lakeport's older churches. Finally, the most important landmark in Lakeport is the lake itself. It serves as a reference point when viewed from the downtown.

The above text is intended to explain the graphic portion of the urban design plan. The two become the backbone of the urban design plan, and along with comments from workshop participants show where specific opportunities and constraints lie.

#### Opportunities and Constraints

Listed below are observations made by the design team during visits to Lakeport. The intent of identifying these is to capitalize on the opportunities and realize certain constraints while trying to negate others.

#### Opportunities

1. Close proximity to Clear Lake.
2. Small town atmosphere with a safe, pleasant and friendly feeling.
3. City park along the water front.
4. Large, mature trees.
5. Historical buildings.
6. Rural environment.
7. Adult recreation - swimming, boating, water sports.
8. Well-defined downtown.
9. Fun and positive atmosphere.

#### Constraints

1. Lack of parking.
2. Lack of street lighting.
3. Poor street maintenance.
4. Lack of signage to lake and parking.
5. Lakeport too linear.
6. Poor handicapped accessibility to sidewalks.
7. Limited recreational vehicle parking.
8. Few large street trees in the CBD - lack of shade during the summer

months.

9. More pedestrian amenities needed - benches, drinking fountains, trash cans, bike racks, public telephones, and rest rooms.
10. Pedestrian safety problem crossing Main and Forbes Streets.
11. Lack of focal point in the old courthouse park.
12. Alleys are not well-defined, become dusty/muddy and visibly disturbing.

### Design Goals

It is critical to develop project design goals at the outset. They are a reflection of site visits, workshop meetings, and professional training. The overall goal of the plan is the preservation of town character - the part of Lakeport that makes it unique. To identify town character is to preserve it. Too many towns have destroyed important buildings or activity centers without realizing they are destroying town character at the same time.

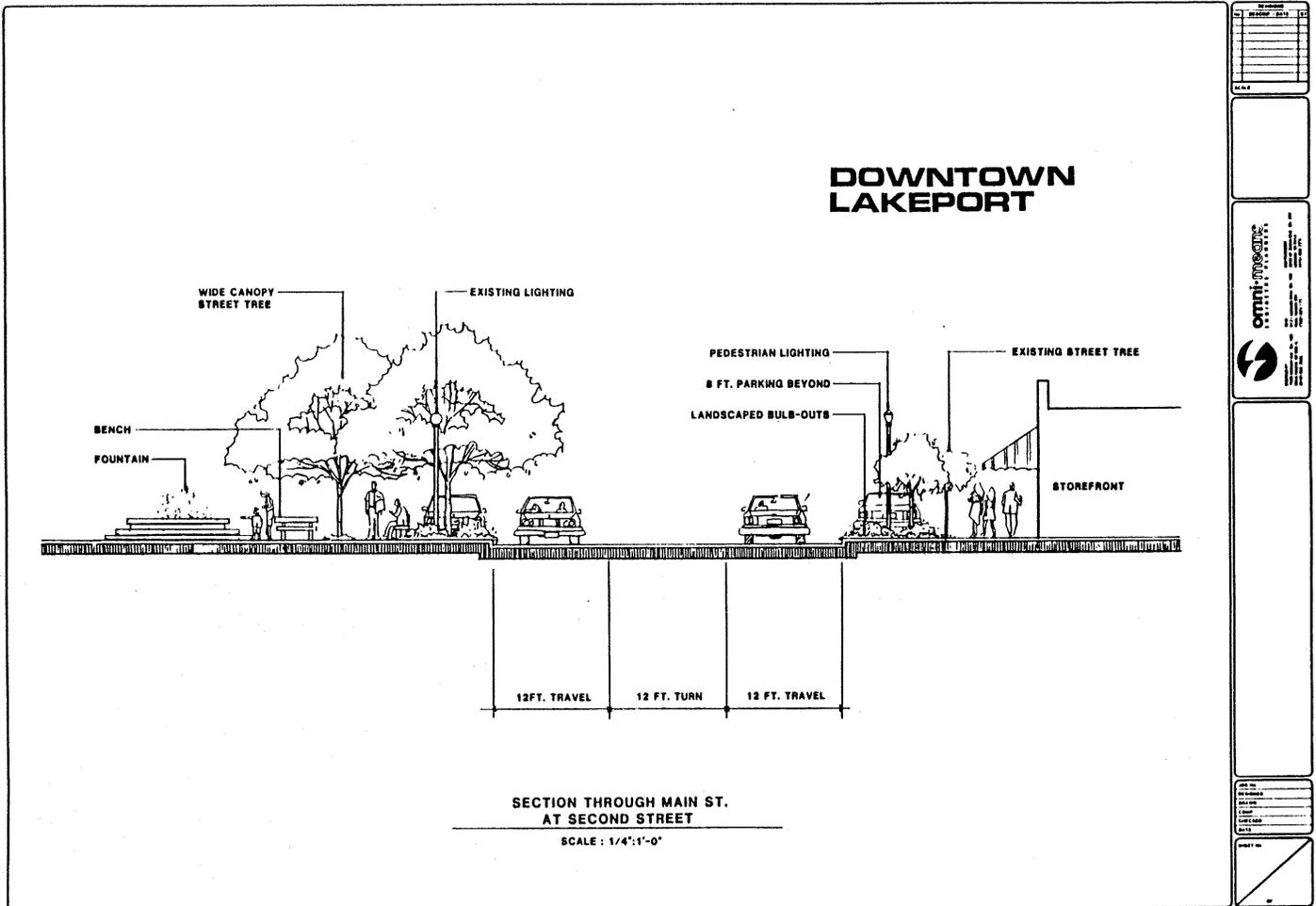
Below are listed other design goals of the plan:

1. Preserve historical value.
2. Retain small town character while character accommodating growth.
3. Enhance and promote the "sense of arrival" into downtown Lakeport.
4. Make Main, Forbes and cross streets more pedestrian oriented.
5. Create cross axes to Main Street to open up access and views to Clear Lake.
6. Provide more parking in a safe and efficient manner.
7. Improve alley sections through the CBD.
8. Create more shade during the hot summer months.

### Design Elements

In order to achieve the goals listed in the preceding sections, design elements have been identified and are shown on the plan. These include sidewalk widening and special paving treatment, lighting, street furniture, raised planters, and new landscaping. Generally, improvements occur between Forbes and Park Street and from First north past Third Street.

FIGURE 3.



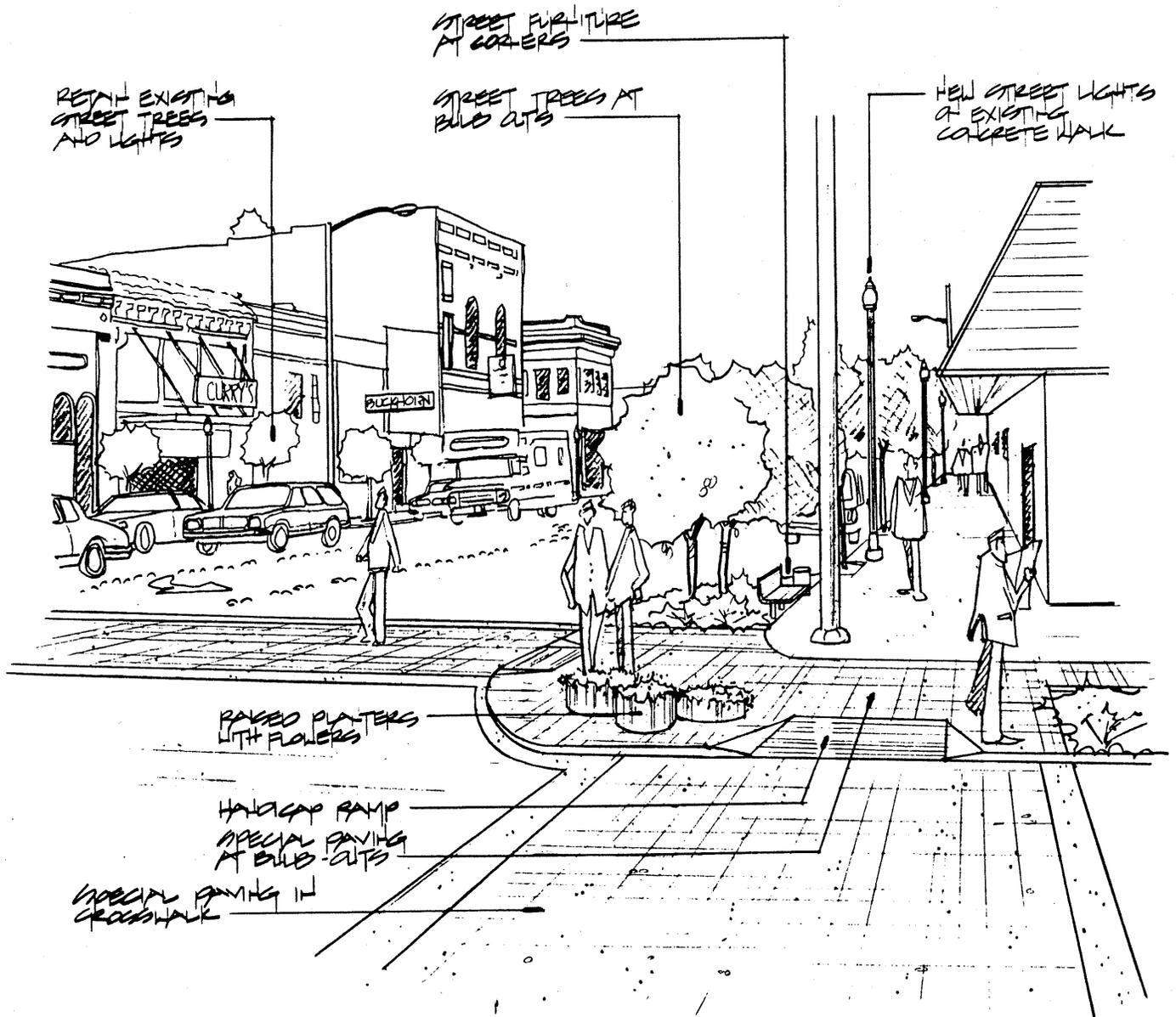
Improvements should be transitional into the CBD so that an abrupt edge does not occur at the commercial/residential zone. Ideas such as lighting or paving only at corners and crosswalks in outer areas leading up to lighting/signage/paving/landscaping in the inner core should be implemented. Lighting at wider spacing in the outer edges and short spacing in the core area is also an effective transition tool.

Design elements link together identified nodes, such as the old courthouse, Library Park, and the new county courthouse, and Main Street. At the same time, the elements enhance and identify city landmarks. As described above, design elements offer much more than the functional aspects of light, shade, and comfort. They become part of the visual context of a downtown – they enhance city character.

Sidewalk Paving

Special paving will enhance the downtown, giving it a unique and charming appearance. New or repaired paving is denoted with darkened lines on the plan, generally occurring in areas with new street trees. Specific material might include stamped concrete, brick or concrete pavers but should not impede the mobility of the elderly or handicapped. The sidewalk paving would extend out across intersections at "bulb-outs". These bulb-outs make it easier for the pedestrian to cross the street because of the decreased distance between curbs. Bulb-outs are shown along Main and Forbes Streets where pedestrian crossing is a problem because of street width and traffic volume.

FIGURE 4.

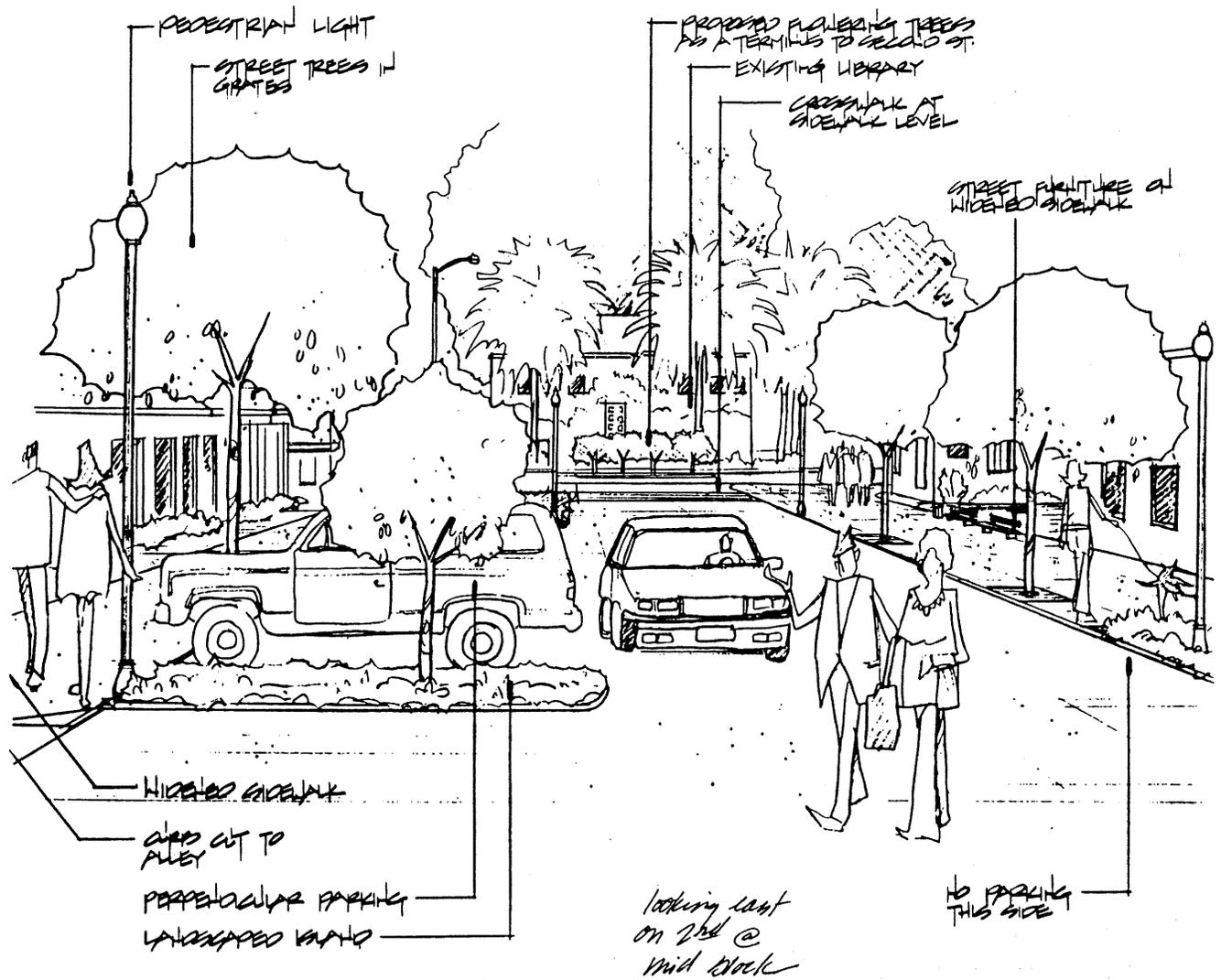


looking north  
on Main St.  
© 7/86

The widening of sidewalk paving in the CBD creates a feeling that the pedestrian is more important than the automobile. Curb cuts to parking along Second Street make it possible to maintain the same sidewalk grade between blocks. Sidewalk widening also allow room for trees and landscaping, thus enhancing the overall aesthetics (#1 workshop priority). Widening of Main Street between First and Third Streets will be very minimal in order to maintain the existing left hand turn lane, two through lanes, and parking on both sides of the streets.

The treatment of Second Street, between Main and Park is a part of the plan. The parking was redesigned changing the parking pattern from angle to 90° and to provide for the needs of the pedestrian and the shopper.

FIGURE 5.

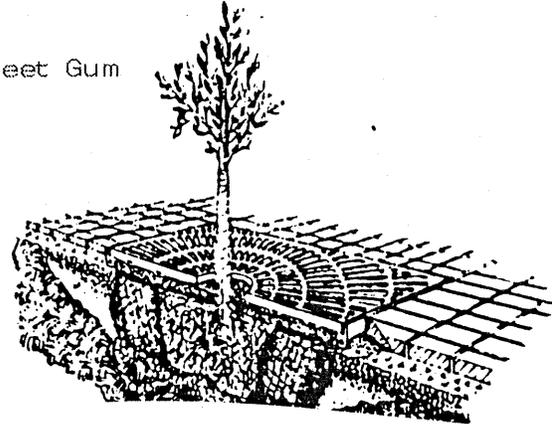


### Landscaping

Street trees are shown on the plan at thirty feet apart for maximum shading. These would be high canopy trees, with deep tap roots to prevent sidewalk heaving. Another consideration is to select trees that don't require excessive maintenance, do not drop fruit or attract birds, and are not "weak wooded". Below are several trees that fit this category. In many cases, they could replace the existing standard photinia, which could be transplanted to city parks in early spring.

1. Liquidambar styraciflua - American Sweet Gum
2. Liriodendron tulipifera - Tulip Tree
3. Quercus coccinea - Scarlet Oak
4. Ginkgo biloba - Maidenhair Tree
5. Carpinus betula - European Hornbeam.

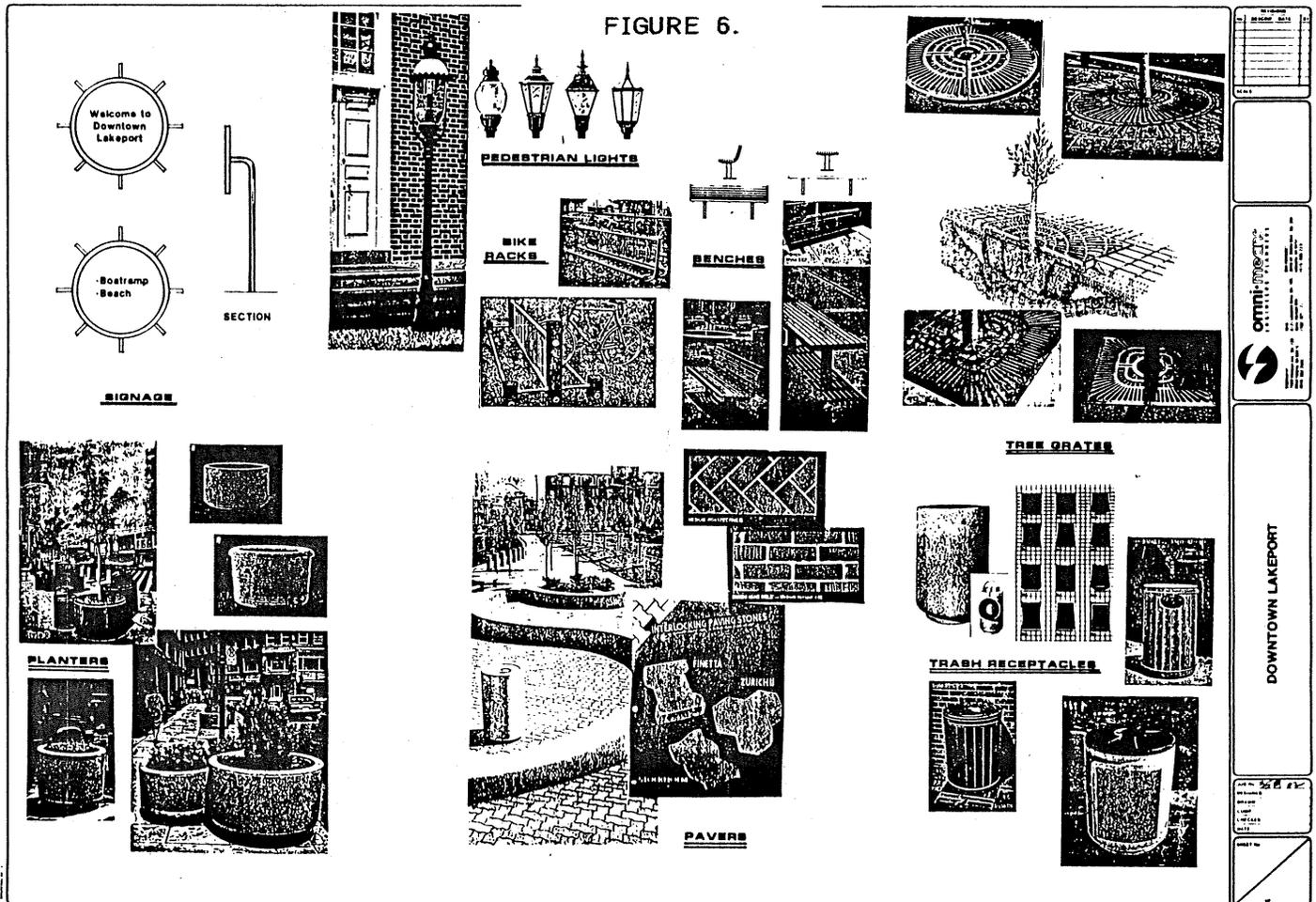
It is preferable to select several trees for an area so that the spread of disease is minimized. However, it is important to have a distinct order or pattern along primary and secondary pathways.



It is recommended that the existing photinia along Main Street be maintained between First and Third Streets. They are in scale with the existing canopies and are in good condition. A larger tree here would interfere with the canopies and overpower the existing sidewalk. Additional trees are planned for the planted build-outs and will enhance and identify major intersections. Shrubs and ground covers in all planters should be kept low so that pedestrians are visible to automobiles at all times. A variety of shrubs, perennials and annuals would add year round color and interest.

### Street Furniture

As shown on the drawings, a variety of planters, benches, tree grates and trash receptacles are available and contribute to an overall theme. Placement of furniture would occur in landscaped areas out of the way of major pedestrian flows. The intent is to make the downtown a comfortable and attractive place to shop or just sit back and relax.



**F. PRIVATE IMPROVEMENT DESIGN ELEMENT**

**POLICY STATEMENT:**

Because the downtown buildings are the most important physical component of the downtown area — economically, functionally and aesthetically, all buildings in the downtown area should be properly maintained and all building improvements shall be reviewed so as to assure the compatibility with surrounding buildings and compliance with the downtown business plan.

The public sector's role as coordinated by the project coordinator and with the participation of the Planning Commission and Staff would involve the development of specific design criteria to serve as the basis for the City's existing Architectural and Design Review (Lakeport Zoning Ordinance Article VII.). Signage would be an important part of the criteria.

In addition, the City's role could include an ordinance calling for minimum maintenance standards which could be the enforcement of primary health and safety codes as those standards relate to exterior features of the buildings. Included would be such items as appendages on the buildings (fire escapes, pipes, A/C duct work, etc.); broken windows; any overhangs of public property (awnings, canopies, etc.).

It is not the intent of this Downtown Plan to suggest or propose a new building design for downtown Lakeport. Rather it is to encourage the enhancement of existing buildings to help bring out the original character and architectural flavor. New buildings or major remodels of existing buildings should be designed and planned so that they respect and relate to the site and physical layout, the buildings' architectural features, the surrounding environment, and the overall character of downtown Lakeport. A single common design theme for downtown Lakeport will not be encouraged by this plan.

The project manager's role would be to interpret the various public rules, regulations and procedures to the private business community as being necessary in the establishment of the desired commercial environment.

The City's Redevelopment Agency should dedicate funds to help businesses improve their storefront appearance and comply with the design and maintenance criteria.

#### G. **PARKING ELEMENT**

##### **POLICY STATEMENT:**

**There shall be an adequate supply of parking spaces and a balanced operational program to assure that there is adequate parking for the highest priority of downtown users, the customers and the second priority users, the all day parkers.**

The primary spaces defined as those along the streets shall be for customers as the short time users and the long term spaces defined as off street lots on the periphery of the downtown shall be for the all day users which include office occupants, business owners and employee parking. A parking operational and management program is a necessity to assure the efficiency of the parking program; and identification of the short-term, long-term and recreational parking areas should be part of the parking information program and plan. It shall be reviewed regularly and changed as necessary so as to properly reflect any changing needs of the downtown area.

The public sector's role would be to take the lead and serve as the implementor of the various specific recommendations. The project coordinator would serve as the focal point for the coordination of the various parking projects and serve as the liaison with the County and the private sector. Additional parking, short-term, long-term, and recreational-oriented, must be developed in the core area either through the formation of a parking district or the use of redevelopment funds to assure adequate parking for all downtown users.

The City should encourage parking by employees downtown to occur away from the short-term parking areas.

The project manager would serve as the coordinator of the private business community's input into the planning and implementation of the parking program both from a development and an operational standpoint.

Attempts to improve the commercial setting will fail unless those in the trade

area perceive the existence of an adequate and conveniently located parking supply. The private sector would have the responsibility of advertising and promoting the existence of effective downtown parking programs.

#### H. TRAFFIC ELEMENT

##### POLICY STATEMENT:

**The downtown area should be a destination rather than serving as a thoroughfare and patrons to the downtown businesses should be able to move quickly to parking spaces along readily identifiable routes.**

As new developments occur both within and adjacent to the downtown area, pressure will increase to cause Main Street to serve as a major arterial to these developments. The challenge is to provide a street/traffic network which provides adequate accessibility (by small growing town standards), while at the same time providing for a strengthened retail setting.

The City's Circulation Element of the General Plan will serve as the overall guide to the long-range traffic circulation routes in the downtown area. The Lakefront Park Master Plan, as well as the City's Park and Recreation Element, will augment the Circulation Element both in terms of the car, pedestrian, and bike circulation routes.

Consideration of a couplet system on Main and Forbes Streets should be made only after specific traffic engineering analysis and after the residents, owners, and business owners in the downtown area have had a chance to study the proposal.

Specific development projects in the downtown area may be required to do traffic impact analyses to determine impacts of their proposals and resulting mitigations or improvements necessary.

Similar to the parking element, the public sector must take the lead and be the responsible partner in the establishment of the effective traffic system. The project coordinator would be the focal point of the development of the revisions included in the Phase I Assessment Technical Report as a Resource Base.

The project manager, representing the private business community, would monitor these changes and any changes proposed by others (Cal-Trans, County, etc.) so as to assure adherence to and fulfillment of the traffic policy statement.

#### I. PROMOTIONS ELEMENT

##### POLICY STATEMENT:

**The downtown area should be effectively advertised and promoted as a viable commercial area and should compete with outlying areas as the community focal point.**

Shopper's attitudes towards older commercial areas become increasingly negative as their shopping habits change—an attitude often held also by business owners. Now to survive, and to be strengthened, businesses in the older commercial

areas must overcome any pessimistic outlook and poor community relations and project an image that people want: a dynamic, exciting place where things happen. Through an aggressive promotions program, the downtown area can attract customers and strengthen its role as a viable commercial area.

Promoting a physically-improved downtown area may well be as important a success factor as the improvements themselves. This is the case for several reasons. One is that the new amenities may not be apparent to people throughout the community. There is the need, therefore, to bring them downtown so that they'll know what changes have been made. Furthermore, physical changes are not an end in themselves. They are to be used and enjoyed. In fact, most are designed expressly for the purpose of providing a setting for various activities and events which will continually draw people into the downtown area.

In addition, over the years the attitudes and habits of countless citizens may have been altered to exclude the downtown area as a setting for their day-to-day activities. Under circumstances such as these, resistance to downtown and what it has to offer must be overcome if downtown is to thrive again as an activity center and a place to do business. Essential to achieving this is the creation of an image as a dynamic, progressive "community" which is at the same time rich in history.

Finally, the needs of downtown merchants must be considered. A realistic appraisal of the retailing position in relation to competing centers may yield the conclusion that the mere presence of stores will not attract the level of retail trade which is desired. However, through an ambitious and aggressive promotional program, the sponsorship of numerous popular events throughout the year, and an imaginative merchandising program, the downtown can hope to attract customers who otherwise would shop elsewhere. Some of these customers will be drawn by sales and merchandise, while others will come downtown because of a special event and, incidental to this primary purpose, will make purchases. The result, however, is the same: increasing sales and a strengthening of the downtown role as a community retail trade center.

The promotion program should be established on a downtown-wide basis, involving in its planning, which would be instigated and coordinated by the project manager, all facets of the downtown business community.

#### Promotion Goals:

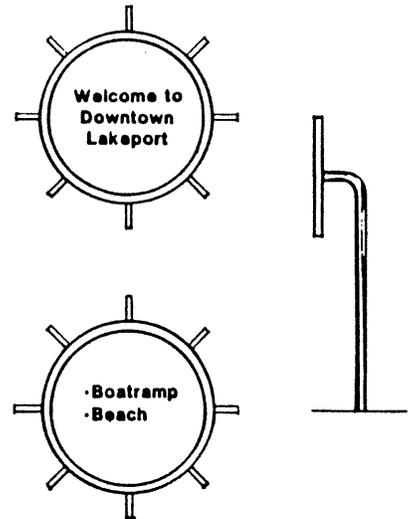
The first step in this group's work should be to set general goals and specific objectives for the promotion of Downtown Lakeport. General goals for such a program might include, for example:

- a downtown image as a "people place";
- greater customer traffic and higher retail sales;
- identification of downtown as a good place for organizations to hold special events;
- a more consistent sales pattern, lessening the disparity between peak sales periods (like Christmas) and slack periods;
- gains in retailing that are equitably distributed among retailers;
- new retail and office development in the downtown area.

Program Elements:

Goals such as these--as well as the recognition of more specific problems in the downtown which can be dealt with on the basis of promotion--can provide a basis for developing an overall program. Possible elements of a promotion program include, but are not limited to:

- a downtown slogan, special theme, and/or symbol;
- improved merchandising;
- better retail services and attention to customers;
- coordinated downtown-wide promotional sales;
- regular special events;
- aggressive use of newspapers, radio, and other mass media for advertising, feature stories, etc.;
- a commercial development brochure;
- parking promotions.



The program should be designed, initially, on a one-year basis. A calendar should be developed which indicates the timing of special events and sales, while showing when the other elements of the program can be expected to begin. It is, of course, not necessary that every element be planned for implementation during the first year. The program must be on-going with constant and on-going coordination, monitoring and evaluation.

J. **FINANCING ELEMENT**

POLICY STATEMENT:

For the purpose of financing the downtown master plan elements, there should be established a partnership between the City and the downtown business and property owners with each partner's role clearly defined. The City would have responsibility for planning and developing the public areas. The business and property owners would have the responsibility of developing and marketing the private area. Necessary maintenance of certain public areas would be a shared responsibility.

The City and downtown business community should consider the formation of a downtown business organization and business improvement district as a way of financing the master plan elements.

Also to be considered should be the use of redevelopment funds or other public funds to help finance the streetscape improvements and the building facade and maintenance improvements.

Unfortunately, not all of the financing can be identified for the various plan elements and sub-projects. Over a realistic period of time, the various elements should be able to be financed.

It is the expectation that this downtown revitalization plan be both a planning document as well as an implementation effort.

For these reasons, the financing and the implementation of the various elements is proposed to be accomplished over a five year period. Five years is selected because it is a realistic implementation period. In the first and second year some momentum can be established in the accomplishment of the work elements. Also, it is possible to plan for the financing of those elements which need to be added to the City's capital improvement plan and to find outside sources of financial participation.

The time line chart following portrays the implementation timing and strategy of the various downtown revitalization elements.

LAKEPORT DOWNTOWN REVITALIZATION MASTER PLAN

TIMELINE

ITEM	YEARS				
	ONE	TWO	THREE	FOUR	FIVE
MANAGEMENT/ORGANIZATION	////	////	////	////	////
PROJECT COORDINATOR	X				
PUBLIC WORK PROGRAM	////	////	////	////	////
PROJECT MANAGER	X				
PRIVATE WORK PROGRAM	////	////	////	////	////
MARKET DATA BANK	////	////	////	////	////
BUSINESS MIX/LAND USE	////	////	////	////	////
BUSINESS PLAN	////	////	////	////	////
INFRASTRUCTURE	----	----	----	----	----
PUBLIC URBAN DESIGN	----	----	----	----	----
PRIVATE IMPROVEMENT DESIGN	////	////	////	////	////
PARKING	////	////	////	////	////
TRAFFIC	////	////	////	////	////
PROMOTIONS	////	////	////	////	////
FINANCING/IMPLEMENTATION	////	////	////	////	////

LEGEND

- ///// ACTION/ACTIVE WORK ITEM
- PASSIVE-PLANNING/MONITORING/COORDINATING WORK ITEM

## CITY OF LAKEPORT

Offices of Engineering, Planning,  
and Building Inspection



707/263-3035

POST OFFICE BOX 115  
LAKEPORT, CALIFORNIA 95453

November 20, 1987

Mr. Edwin Astone  
Zephyr Urban Management Associates  
P.O. Box 16044  
Sacramento, CA 95816

Re: Downtown Design Element

Dear Ed:

Please be advised that the Lakeport City Council, after recommendation from the Lakeport Planning Commission, has agreed to a general concept for the Lakeport downtown design plan. What I would like to do is indicate what the Council has agreed to so that Dale Doerr, can put together a draft design plan for consideration by the Council.

The following were considered and approved by the City Council and should be included in the downtown design plan:

1. The bulbing out of the sidewalks at the intersections: The intention of the Council here was to emphasize the pedestrian traffic pattern downtown and to create a feeling that the pedestrian is as important, if not more so, than the vehicular traffic. The intersections of Main Street with First, Second, and Third Streets was identified as possible locations for the bulbing pattern as well as the intersections of Park Street at First, Second, and Third, with also consideration of this concept at Forbes Street at the intersections of Second and Third.
2. The concept of widening the downtown sidewalks where possible to again create the feeling that the pedestrian is as important in the downtown area as the vehicular traffic: This could be accomplished in the same blocks as the bulbing out of the intersections. It was felt that the widening of the sidewalks should be in lieu of the landscape meridian that had been proposed by Omni Engineering between the First and Third Street intersections on Main Street. It was felt that this landscape meridian was not in keeping with the downtown Lakeport traffic circulation pattern because of the need to keep this area clear for delivery vehicles. In essence, what is proposed here is to move the landscape meridians from the center of the street to the perimeters of the street and in so doing enlarging and enhancing the sidewalks.
3. The use of a special sidewalk surface treatment to enhance the downtown appearance and give the feeling of something special and unique going on in the downtown area: The use of paver blocks,

stamped concrete, interlocking blocks, or other techniques would be appropriate in the downtown core area.

4. The concept of continuing the use of the special sidewalk treatment across the street at key intersections: These intersections would be Main and Second and Main at First and also there was consideration of using this technique at Main and Second Street. The idea here is to again create the appearance of something unique and special going on in downtown Lakeport and to stress the fact that the pedestrian is as important as the vehicular traffic. The surface treatment would also help in guiding pedestrians from the Main Street corridor down the First, Second, and Third Street corridors to the lakefront park area.
5. The planting of additional street trees in the downtown corridor: This is a pretty straight forward issue and would be done to enhance the visual appearance of the downtown. It was noted during discussion on this particular issue that the use of street trees, particularly on the north sides of the streets, was important to give additional shading in the downtown area during the hot summer months. The City now uses a variety of street tree identified as photinia fraseri which is in essence a shrub and there was discussion about possibly using more of a true street tree in the downtown area, one that would not interfere with the sidewalk surface in terms of uplifting of sidewalks, but also would provide for a good canopy cover and low maintenance. It has been recommended that the downtown plan suggest such a tree and incorporate that recommendation in the document.
6. The issue of enhancement of the alley between Second and Third Streets and between Park and Main: This is one of the few opportunities that the City has to utilize an alley in the downtown core, and it was felt by Council and Planning Commission that this alley should be upgraded with the provision of an asphalt surface, provision of paved parking to serve the businesses that utilize this alley, and also provide a scheme whereby the planting of trees and other amenities could be provided to enhance the appearance of this corridor.
7. The redesign of existing parking patterns; namely, the change in those blocks that now have angle parking on Second and Third Streets between Forbes and Main. The concept here involves changing the parking patterns to eliminate parking on one side of the street to provide for 90 degree parking on the other side of the street was supported by both Council and Planning Commission.
8. The enhancement of the storefront appearances: Even though this is not a specific design consideration in terms of the one dimensional graphic presentation that will be developed, it is something that is important in terms of the overall design and appearance of downtown; and the Council wanted to make sure that somehow it is noted on the plan that it is the intention of the City to cooperate and encourage the enhancement of storefront appearances in the downtown core area.

9. The concept of a more intense activity at the courthouse plaza: This was a controversial issue and there was not a full accord on what precisely should happen at this location. Part of the problem is the fact that the property is owned by the County and not under the jurisdiction of the City of Lakeport. There is already a sense of place at this location; and if anything is done in terms of a change, it should be the enhancement of the already existing character. There is nothing specifically recommended here, however, this area should be included in the downtown design plan with a general enhancement of the activity occurring there.
10. There was a consensus that the overall urban design including the placement of directional signs, planting of new trees, the placement street furniture, things like trash receptacles, benches, light standards, etc. were proper and should be included in the downtown design plan as identified previously.

There were two other relatively major issues that were discussed by the Advisory Committee, Planning Commission, and City Council that did not result in a consensus for approval. The first one has to do with the one-way couplet system. This issue, as we have talked about in the past, is something that requires additional study before any formal action is taken; and it was decided that before a concept like this would be included in the downtown plan, we would need to perform that additional study. It was the feeling of the Council to not identify a one-way couplet system in the downtown area.

The second issue was a Second Street pedestrian mall concept. This was probably the most controversial issue that we had to address. Surprisingly, at the Advisory Committee level and Planning Commission, there was support for a pedestrian mall between Park Street and Main Street in the Second Street corridor. However, when this issue got to the City Council, concern was expressed about the impact of shutting Second Street off in terms of the businesses that use the Second Street for parking and also what the impact of closing Second Street would have on the alley between Second and Third Streets. The Council did not authorize the Second Street pedestrian mall concept and wants to retain this street as a through street. However, I think it is a vital street in terms of being able to provide for both pedestrian and vehicular access from Main Street to the lakefront park area.

What I would like to do is recommend that the plan identify Second to remain as a vehicular traffic corridor but also identify a possible concept whereby if special events were planned, this street could be closed off to vehicular traffic for temporary periods and that the design identify a joint vehicular corridor and enhancement of the street to provide for more of a pedestrian oriented corridor, not necessarily a curvilinear street approach; however, that is something that could be considered. The Council felt it was proper and appropriate to try to retain parking along this street and if at all possible whatever plan is generated here should attempt to maintain the existing parking that is place at the present time in terms of the total number of spaces.

Mr. Edwin Astone

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November 20, 1987

I hope all of the concepts that we have talked about are clear and that this letter will enable you to proceed with the design of the downtown plan design. Please don't hesitate to call me should you have any questions about the issues identified herein. I will get back to you as soon as possible on the other elements of the final downtown plan document.

Sincerely



RICHARD KNOLL  
Planning Director

RK:ew

cc: Dale Doerr  
City Council  
Planning Commission  
Downtown Advisory Committee