

Oak Park Business District's Streetscape Concept Plan

A Vision for the Broadway Corridor in the OPPBID

Committee Draft #1

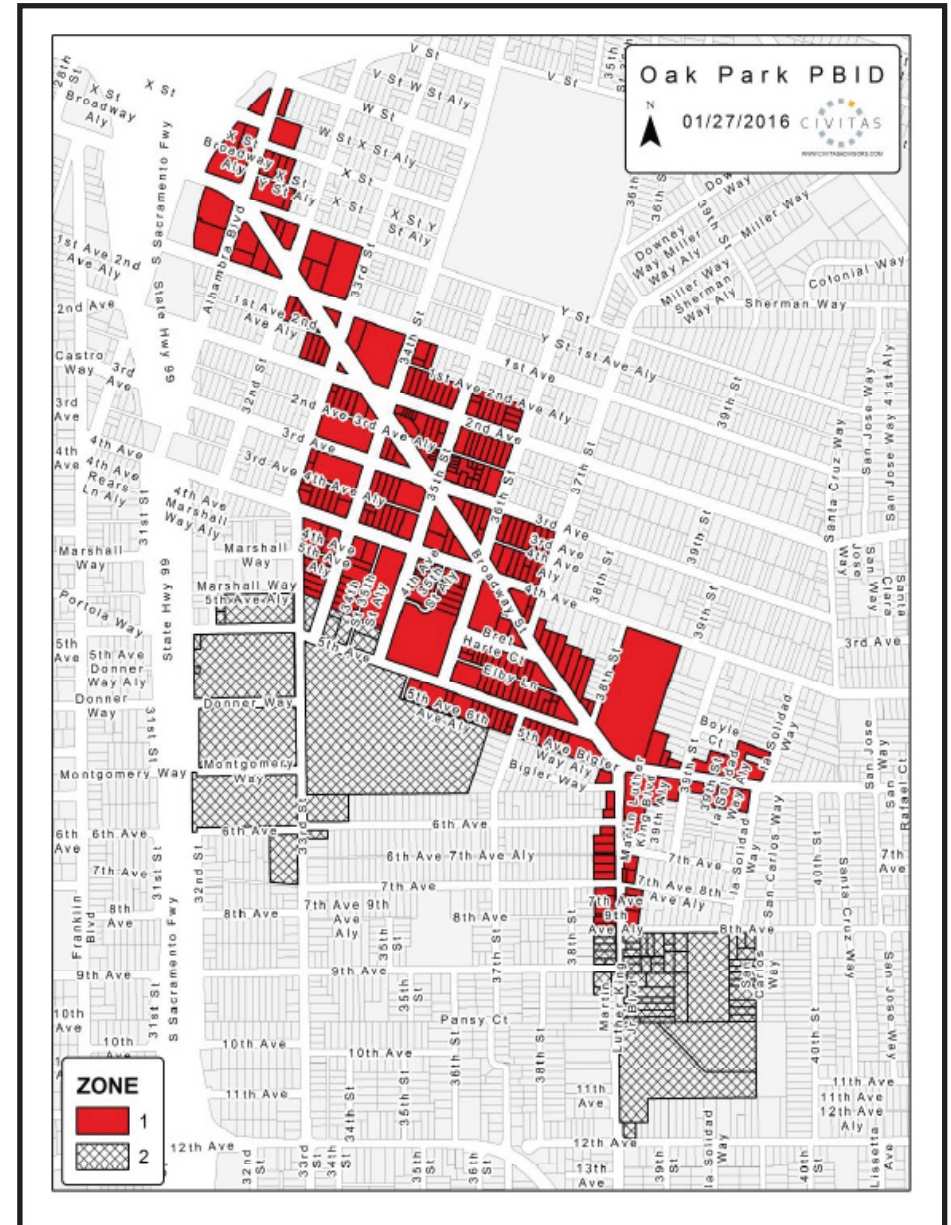
OAK★PARK

INTRODUCTON AND OVERVIEW

The Oak Park Property & Business District (OPPBID) is a benefit assessment district that was approved by property owners and authorized by the Sacramento City Council for a ten year term in 2016. The district supports marketing, special events, maintenance, security sevicees, and general improvement projects in Oak Park. Destination areas across the country have successfully utilized this approach to improve property values, increase restaurant and retail sales, and address community and business district needs.

The OPBD includes every commercially zoned parcel within the boundaries of the district, represented by two geographical zones. The first zone encompasses the area on Broadway from Alhambra Boulevard to La Solidaridad Way, Martin Luther King Boulevard from Broadway to 9th Avenue, and any businesses within the intersections at 33rd Street and Broadway, 33rd Street and 5th Avenue, and 5th Avenue and Broadway. The second zone encompasses the area on 33rd Street from the 5th Avenue intersection to the 6th Avenue intersection, as well as the area on Martin Luther King Jr. Boulevard from 8th Avenue to 12th Avenue (a detailed district map is shown on the right).

The total annual budget for 2017 is an estimated \$297,000.00. By mandate, the assessment funds shall be directed towards public safety, maintenance and economic development programs. The collected assessment will fluctuate from year to year, but program areas will remain for the duration of the district. These budget earmarks do create challenges for the Board of Directors because discretionary funds, including those that can be used for streetscape projects, are very limited.



GOALS AND OBJECTIVES OF THIS VISION

Although this plan will not outline projects in great detail, as a more comprehensive Streetscape Master Plan would, it is intended to share the priorities of the OPBD. These goals include:

- Strong focus on the public right-of-way (ROW)
- Road diet on Broadway to improve safety
- Safety/speed limit changes and adjustments
- Improvements that are consistent with economic development goals of the community and OPBD
- Create a Vision that can be used to attract funding
- Develop a plan of action that includes both short and long term projects.

EXISTING CONDITIONS OVERVIEW

In the past the Oak Park Business District has struggled with its image and has often been overlooked, with attention given to other districts and commercial corridors. More recently, however, new businesses in the district, along with beautification projects, have helped to renew interest in Oak Park. This interest, coupled with an already strong sense of community from residents and business, has led to a renaissance in the district.

In order to help continue that trend, and to help Oak Park's aesthetic appeal mirror its economic opportunity, many improvements need to be made. Some areas of focus may include:

- Improved directional signage
- Address unmaintained and unattractive landscapes (in the public right-of-way)
- Develop additional pedestrian and bicycle facilities
- Investigate (and pursue) parking options
- Address trash facilities
- General image enhancement
- Additional public safety efforts.

A few of the challenges to making future improvements to the streetscape include:

- Limited access to utilities, outdated capacities
- Water conservation
- Costs of installation and maintenance
- Approval and permitting process
- Multi-phase improvements requiring significant capital
- Limited funding sources for large, impactful projects.



VISION CONCEPTS AND THEMES

The OPBD Board of Directors has outlined several streetscape improvement projects for Oak Park. These are discussed in this section. Photo examples of existing conditions and possible improvements have been included for reference purposes.

Streetlights

By many standards the Broadway corridor and adjacent residential area have adequate lighting, with both “acorn” style light fixtures and “cobra head” fixtures throughout the district. Although the lighting system is extensive in Oak Park, it is important to maintain these fixtures over the long term, and it will remain a priority to the OPBD.



Oak Park Acorn Light



Light Pole with Banner

Bike Racks/Lanes

There are a few city bike racks near street corners and bus stops along Broadway. Some properties, such as the 40 Acres project, have attractive, custom bike racks to serve patrons and employees. The District would like to increase the total amount of bike racks in the area.

Pedestrian Safety Enhancements

Often times the heavy, fast-paced traffic along Broadway makes it very difficult for pedestrians to navigate crossing the street. A

new crosswalk has been installed on Broadway near 33rd Street, along with three others near Stockton Blvd, and the District would like to pursue additional signalized pedestrian walkways to improve safety.

Gateways

Signage at the major points of entry is a priority. There appear to be opportunities for additional gateway signage that denotes the entrance points into the community or business district. Sign design has yet to be determined, but a plan for new gateway signage will be pursued in the future.



Custom Bike Rack in the Triangle



40 Acres Bike Racks



Pedestrian Signs



Crosswalk Near Transit

Signage

The extensive street light network in the district allows for many street banner locations, helping promote events and the business district. Additional wayfinding street signage could be installed

throughout the district, and older, weathered city and transit signs should be replaced with new ones in high-traffic areas for safety precautions.

Parking

Parking has become an important issue in business districts across Sacramento. In Oak Park parking supply has not been an area of focus in the past, but with the influx of investment and people, the District needs to prepare to address demand, by increasing inventory and analyzing function. In the long term, the District would like to consider additional angles parking where possible to increase inventory and to slow traffic (as the roads become narrower, which would help improve pedestrian safety).



Angled Parking Opportunity



Angled Parking on 3rd Avenue

City Right-of-Way (ROW) - Planters and Sidewalks

The Oak Park District plans on assessing sidewalk conditions throughout the two zones in order to pinpoint improvement needs.



Sidewalks and Planters in Oak Park



The District would like to connect all walking pathways to eliminate any gaps. This would achieve our goal of improving walkability in the district.



Bus Shelter on Broadway



No Bench at Bus Stop

Public Transit

Public transit amenities in Oak Park are somewhat limited. The District will continue to explore and enhanced public transit system. Bus stop locations can be reviewed periodically to ensure that they are placed in the most convenient locations. Transit stops will also be reviewed for lighting, structure condition, trash can use and shade.



Current Trash Can Design



Contemporary Trash Cans

Trash Cans

The total number of OPBD trash cans throughout the Oak Park District is inadequate to service the community. Although most of the current trash cans are located in high use areas, such as bus stops and street corners, additional receptacles are needed.

Pet Waste Amenities

In the long term, we will investigate a plan to install pet waste bag dispensers.

Special Event Lighting and Assess to Electricity

For future special events, the district would like to retrofit existing light poles with electrical outlets, and new poles be installed with a power source. This includes streetlights on or near the sidewalks and the future light system in the median strip (trees).

Utility Boxes

Dozens of utility boxes exist in the Oak Park, but they are grey and unappealing. The district would like to pursue art installations on these boxes to make them more aesthetically pleasing.



SMUD Box on Broadway



Utility Box at 35th/Broadway

Public Art

The Oak Park District has many great opportunities for public art, including plans to have a mural painted on the western wall of 3406 Broadway. The district would like to explore additional empty spaces (walls) to allow local artists to showcase their work in the community. Public art is not only a popular attraction, but it can be part of a community's identity.

Historic Plaques

Under the guidance and direction of local historians, the district

would like to memorialize historic places and events in a self-guided historic walking tour path in Oak Park. This may include the installation of plaques, way-finding signage and other improvements to showcase Oak Park's rich history.



Public Art (tile)



Historic Plaques and Markers

Intersection Re-Design and Re-Configuration

An important long term consideration to improve safety and function up and down the corridor is the reconfiguration of the intersections along Broadway. Two examples of improvements are the interstections of 34th and 36th streets and Broadway. In some cases improvements could be made through a simple re-striping (Broadway and 2nd Avenue), in others, partial road closures could be considered (2nd Avenue and 34th Street).

MAINTENANCE

A comprehensive approach to maintenance is critical to nearly all of the aforementioned projects to be pursued in both the short, and long term. The OPBD will include a maintenance provision for every sponsored improvement project.

INVENTORIES AND DISTRICT OVERVIEWS

The district maps in the appendices of this plan provide additional information on existing inventories (trash cans locations, bus stops, etc.).

IMPLEMENTATION STEPS AND STRATEGIC PLAN

An implementation strategy is included in this report as a companion piece. It lists the projects outlined in this plan, as well as rough cost estimates, priority rankings, and a target timeframe for implementation (see table below).

CONCLUSION

This Vision may be reviewed and updated periodically by Streetscape Committee and Board of Directors of the OPBD. It is intended to serve as a guiding document and starting point for future streetscape improvement projects. Further, more detailed analyses and designs will be outlined on a project-by-project basis.

PROGRAM AND PROJECT SUMMARY

Project	Description	Key Partners	Estimated Cost	Priority Level	Tentative Schedule
Streetlights	Additional lighting to improve safety	City of Sacramento	\$\$-\$\$\$	Low/Medium	10 years
Bike Racks and Lanes	Increase number of racks, add bike lanes	City of Sacramento	\$-\$\$\$	Medium	1-2 Years
Gateways	Demarkation of the entry points to the Oak Park Business District	City of Sacramento	\$\$-\$\$\$	Low/Medium	2-5 Years
Signage	OPBD and City Signs	City of Sacramento	\$-\$\$	Medium	2 Years
Trash Cans	New trash cans	City of Sacramento (permitting)	\$\$-\$\$\$	Medium/High	1-2 Years
Parking	Increase angled parking spaces and explore other opportunities	City of Sacramento	\$-\$\$\$	Low/Medium	2-5 Years
City ROW - Sidewalks/Planters	Promote, plan and install sidewalk treatments	City of Sacramento	\$\$	Low/Medium	2-5 Years
Public Transit	Improved transit facilities	Regional Transit	\$\$-\$\$\$	Medium	2-5 Years
Special Event/Project Accomodations	Access to power and other services, including the lighting of the median	City of Sacramento/SMUD	\$\$-\$\$\$	Medium/High	1-2 Years
Utility Boxes	Beautification of the utility boxes	City of Sacramento/SMUD	\$-\$\$	Low/Medium	1-3 Years
Public Art	Explore opportunities for additional mural and public art projects	Private Owners/Non-Profits	\$-\$\$	Low/Medium	1-5 Years
Historic Plaques	Develop a historic tour with posted info at important locations	Historical Society/City	\$-\$\$	Low/Medium	1-5 Years
Intersection Redesign	Address poorly configured interesections	City of Sacramento/Prop Owners	\$\$\$-\$\$\$\$	Low	5-10 Years

Appendices

Streetscape Concept Plan

OPBA Banners (by location)

April 2017

- Existing Small Banner (22)
- Existing Large Banner (16)
- New Small Banner (13)
- New Large Banner (11)

Banner Type (#/banner size)

E - Small Event (15 - 3 versions)

EFM - Farmers Market, EFF - First Friday, EG - Gather

O - General Large OP (19 - 2 versions)

H - Small Historic (14 - 4 versions)

T - Large Triangle (7 - 2 versions)

L - Small Lifestyle (8 - 2 versions)



OPBA Medians (by location)

April 2017



OPBA Lighting (by location)

April 2017



Trash Cans (by location)

April 2017

- Existing Trash Cans (22)
- Additional Trash Cans (16)



OPBA Transit (by location)

April 2017

