



CITY OF KING ECONOMIC DEVELOPMENT STRATEGY

Background

The City of King is located on Highway 101 in the Salinas Valley, 155 miles south of San Francisco and 277 miles north of Los Angeles. The population is approximately 14,000 people. King City serves as a gateway and access point for nearby Pinnacles National Park, Monterey County wine region, a thriving agricultural area, and an area rich in history made famous by the writings of John Steinbeck. Other attractions and assets within King City include the Mesa Del Rey Airport, Salinas Valley Fairgrounds, San Lorenzo Park and campground, Monterey County Agricultural & Rural Life Museum, Robert Stanton Performing Arts Theater, Mee Memorial Hospital and the Hartnell Community College satellite campus.

The City's downtown area on Broadway Street was the original route for Highway 101 prior to construction of the freeway. Therefore, the corridor has gradually transitioned from a bustling commercial center to an area struggling to find an identity after the freeway was constructed. It has maintained its historic character despite redevelopment efforts. As a result, it now features a mix of more recently built structures, attractive historical buildings, and older blighted structures.

Overview of Economic Development Efforts

The City of King is implementing a comprehensive community revitalization effort. Six major budget priorities have been established, one of which is economic development. There are four primary areas the efforts are focused on:

- Revitalization of the Historic Downtown Area
- Development of the industrial area with a major focus on the cannabis industry
- Attraction of hotel and commercial uses to properties adjacent to Highway 101
- Housing development

The initial focus of the City's economic development efforts is on downtown improvements. Given King City's role as a regional hub and its accessibility to Highway 101, the City believes efforts to draw visitors and residents from within the region into the community are the key to support business and job growth. Therefore, if the City can improve and make the downtown more successful, it will also help attract investment and new businesses to other areas of the City.

Downtown Streetscape Conceptual Plan

In January 2017, the City Council approved a Downtown Streetscape Conceptual Plan, prepared by RRM Design Group following public workshops and a community outreach effort. A copy of the plan is attached. The objectives of the plan are to make the downtown more pedestrian friendly, active, and an area that will attract people to shop, eat and visit.

The following is a summary of the key features of the plan:

- Redesign and expansion of the corner bulb-outs;
- Decorative crosswalks utilizing stamped asphalt;
- New streetlights and accent lights on the street trees;
- An arch at the entry to the downtown area;
- Creation of incentives to remove the-wood awning and roof overhangs on the 300 block of Broadway Street and installation of new decorative and functional cloth awnings;
- Creation of incentives for addition of outdoor dining and seating;
- Metal trellises and wind sculptures in the medians on the 200 and 100 blocks of Broadway Street;
- Replacement of the liquid amber trees and installation of additional street trees in missing locations to complete the streetscape; and
- Addition of angled parking on cross-streets adjacent to Broadway Street.

The City has been pursuing a number of grants and funding sources to implement the plan on a phased and gradual basis. To date, new streetlights have been installed, some of the trees are being replaced, many of the awnings are being replaced, and the City has begun to purchase and install new planters and trash and recycling containers.

Façade Enhancement Grant Program

In order to also encourage private investment in the downtown, the City has worked to establish partnerships with local business and property owners. Technical business assistance and low-interest loan programs have been accessed through County and regional agencies. Most importantly, a facade improvement grant program has been implemented. To achieve the most visible impact, it is being focused on a one block area at a time. It is currently offered only to properties and businesses on the 300 block. Once completed, it will then be expanded to the 200 block.

The City is initially investing \$150,000 in the program. The grants provide a maximum amount of \$15,000 per business with no matching requirement. Up to \$2,500 can be used for replacement of outdated and non-conforming signs. An additional \$12,500 can be used for other facade improvements, including:

- Repair, replacement, removal or installation of awnings;
- Modification of doors and windows;
- Exterior painting and decorative treatments; and
- Other facade improvements deemed to contribute to improving the retail streetscape environment.

Downtown Plaza Project

One of the recommendations of the Downtown Streetscape Conceptual Plan is the development of a downtown plaza project at the northeast corner of Broadway Street and Vanderhurst Avenue. A copy of the conceptual plan is found in the Downtown Streetscape Conceptual Plan. The plaza will create a pedestrian oriented gathering place in the heart of the downtown and an area to centralize events and activities. Tables, chairs and other furniture and features will be added to encourage downtown outdoor dining. Within the downtown plaza, a local historical museum and visitor's center is proposed by renovating an existing historical building. The City has reached agreement with the property owner for purchase of the property, which is currently in process.

Beautification Efforts

A non-profit volunteer organization, called King City in Bloom, has been formed to coordinate citywide beautification efforts. The organization is affiliated with a national program called America in Bloom. A significant amount of their efforts has been focused on the downtown area, which has included planting and maintaining planters, planting and maintaining median flowers, purchase of downtown streetlight banners, purchase of downtown holiday lighting, metal art projects, landscape areas, and murals.

Nuisance Abatement and Code Enforcement

The City has adopted a new nuisance abatement ordinance and expanded its code enforcement program. Particular attention is focused on addressing blighted buildings in the downtown. Through code enforcement efforts, owners of neglected properties have been required to either upgrade or sell buildings, which has provided a stimulus to upgrade the appearance of buildings in the downtown area. New sign regulations and enforcement have also been implemented.

Marketing and Tourism Promotion

The City has increased outreach efforts to potential businesses and developers. Attached is the City's marketing brochure. King City has recently formed a partnership with the cities of Salinas, Gonzales, Soledad and Greenfield to contract for a Salinas Valley tourism marketing program. The program is being developed in coordination with Pinnacles Partners, a group of communities near the Pinnacles National Park formed for the purpose of jointly promoting visitors to the park. The City partners with the King City Chamber of Commerce and Agriculture to serve as the King City Visitors Center.

King City hosts a number of annual events, including a Christmas Parade, 4th of July Parade and aerial fireworks show, Salinas Valley Fair, Día de la Virgen de Guadalupe parade, Fall Carnival, and El Grito parade and festival. King City is also a host city to the 2018 Stage 3 start for the Amgen tour of California.

Local Downtown Business Attraction Strategies

As the downtown is improved, the City is working in partnership with the King City Chamber of Commerce and Agriculture to attract new tenants and businesses that will create synergy, revitalization, and a successful business environment. Outreach efforts are under way to identify and solicit potential new business owners to the downtown area. Given the transition of a large portion of retail business growth to online sales, it is critical that downtown areas transition to centers of activity that create an “experience” for the public. People will no longer dedicate regular trips to a downtown area simply to purchase merchandise. Successful downtowns are now areas that provide opportunities for interaction, entertainment, pedestrian connectivity, and an overall “sense of place.” The efforts outlined above are all designed to create this type of environment. However, the specific types and variety of businesses are the most critical step in accomplishing these objectives.

The King City downtown area already has a number of businesses that fit within the desired categories, including:

- Restaurants
- Multiplex theater
- Bakery
- Ice cream
- Fitness
- Clothing retail

Other new priority businesses have been identified based upon staff recommendations and a community input process initiated by King City In Bloom. It is the City’s goal to balance the need to recruit businesses that serve local residents with the need for businesses that will attract visitors to the downtown. Businesses that are targeted in the City’s business attraction efforts include the following:

- Coffee house
- Increased variety of restaurants, particularly including Italian, steak house, deli sandwich shop, and burgers
- Live entertainment
- Retail and gift shops with unique merchandise
- Wine tasting rooms and wine bar
- Specialty foods, such as candy, desserts, smoothies, etc.
- Book store (new & used)

- Bagel shop
- Sports store (bike supplies, skate board, sport supplies, sports team clothing/hats)
- Sports bar, microbrewery
- Hamburger, soda fountain shop (Retro 50-60s, serve ice cream/yogurt)
- Small family pharmacy w/medical supplies and cards/gifts.
- “Across the Prairie” store (western wear, accessories, specialty foods)
- Western wear
- Fabric, quilt, and craft store
- Photo studio
- Five and dime store
- Toy store
- Office supply store (w/UPS, Fed-ex delivery/drop off)
- Small consignment store (various goods)
- Historical museum (small)

A coffee house has been identified as a particularly high priority. This is due not only to the ongoing demand for coffee related sales, but more importantly for the role a coffee house typically serves as a gathering place in downtown areas. A well designed coffee house can provide an outstanding fit for a historical downtown area and serve to anchor other small shops if successful in attracting a regular flow of pedestrian activity throughout the day.

Chamber of Commerce and Agriculture Ambassadors Program

The City is partnering with the King City Chamber of Commerce and Agriculture, who has proposed to establish what many chambers of commerce refer to as an “Ambassadors” program. Chamber of Commerce business leaders form an Ambassadors group, who perform outreach and/or are available by request to meet with potential new business owners and entrepreneurs. The objective will be for local business leaders to assist the City in identifying opportunities and attracting new businesses identified as priorities for the community. Ambassador programs can be effective because initial business owner to business owner meetings are often more effective in promoting business opportunities than contacts from government entities.

Cannabis Industry Development

As a new developing industry, cannabis related businesses can be instrumental in creating new jobs, tax revenues, and investment in the community. This investment will help to support and develop a variety of other non-cannabis related businesses. Available land at an economic price, climate, and central location of King City has made it uniquely suited to attract cannabis business entrepreneurs. The City has designated and zoned the industrial park area for development of cannabis related manufacturing,

cultivation, nursery, testing, and distribution businesses. A competitive tax and fee structure has been established, regulations have been developed in coordination with industry representatives to assist businesses in being successful while protecting the community's interests, and processes have been established that allow the City to mitigate issues effectively while promoting a business friendly approach.

Highway 101 Development

The major target for development along Highway 101 is to attract a higher level of hotel than currently exists to accommodate visitor serving efforts and chain retail stores to meet unmet shopping needs in the community. Currently, limitations on chain retail expansion makes this effort challenging. The City has hired an economic development consultant firm to prepare an economic analysis on hotel and retail demand for a 4.3 acre site owned by the Successor Agency to the Redevelopment Agency and to assist with outreach efforts. Future long-term development opportunities include a 50+ acre parcel in the southern part of the City. This will provide future opportunities for a combination of retail along the freeway, hotel development adjacent to the Fairgrounds, and housing development adjacent to the golf course.

Housing Development

The City has a significant housing shortage in all areas of housing types. Future housing expansion will assist in supporting new commercial and office uses. The City has developed a new seasonal employee housing ordinance to designate areas and establish standards for new projects designed to serve agricultural employment needs. Six sites and opportunities have either been developed or are in planning stages. The City's efforts are anticipated to result in over 1,000 beds serving this need over the next 3-5 year period. Strategies are being developed to promote multi-family and affordable housing developments to increase the economic feasibility of these projects. One of the primary strategies proposed is to reduce in-lieu fees for inclusionary projects to promote more market rate multi-family units and then to utilize the fee revenue to attract new affordable housing projects. Three large single-family development tracts are approved that should meet demand in that category over the next 10-year period.

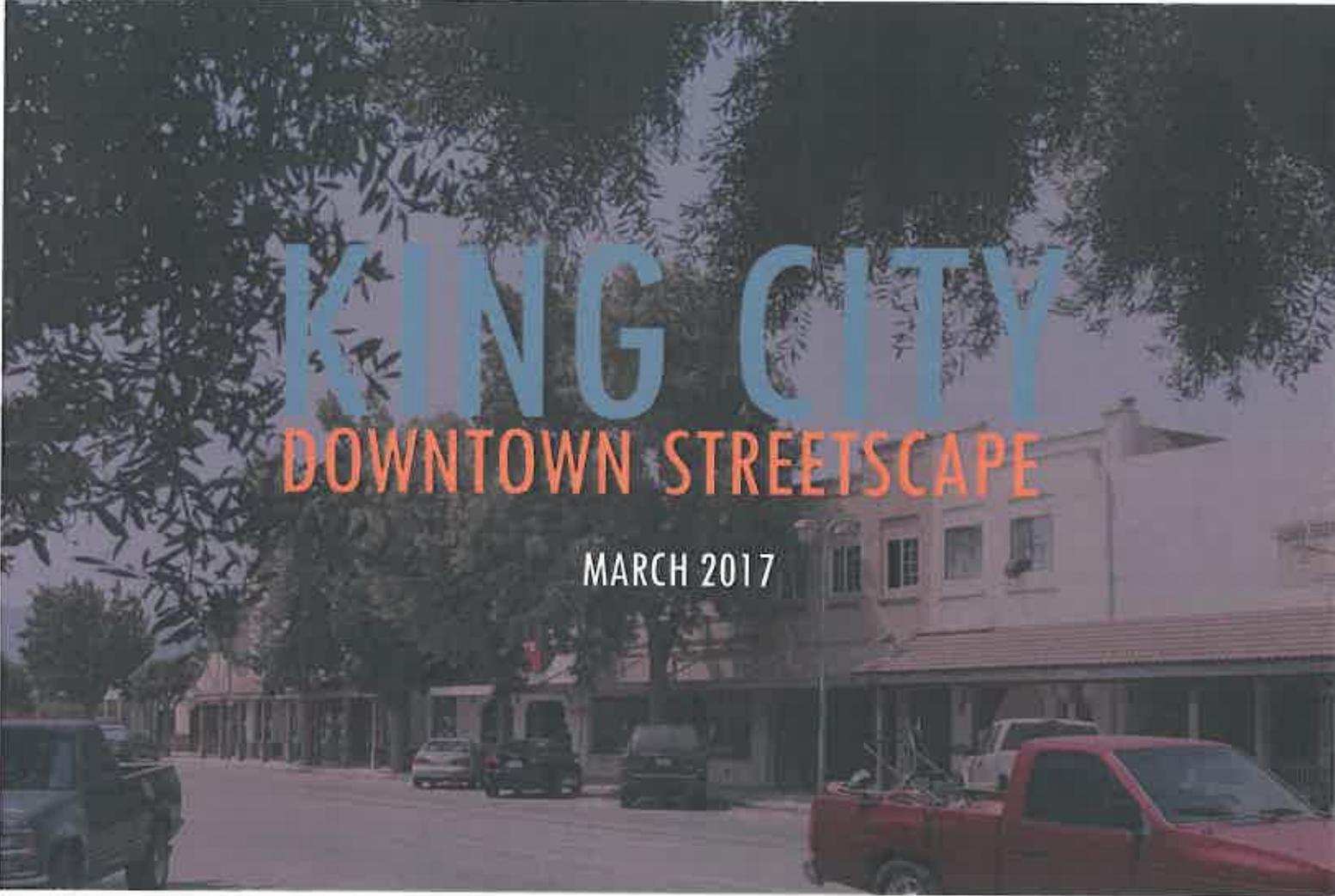
Removal of Barriers

Three primary barriers to development have been identified associated with the City's operations. First, crime problems experienced in King City have served as a disincentive for business and development. As a result, the City Council appointed a community task force in 2016 to develop what is referred to as the Comprehensive Plan to End Youth Violence. The plan includes 22 measures under the categories of Prevention, Intervention, Enforcement, Re-Entry and Community Outreach. Of these, 16 have begun implementation and funded by a major City investment, grants, and partnerships with a number of organizations. In response, a major reduction in violent incidents has begun to occur and the plan is designed to serve as a model for other communities. Second, the City's development impact fees were high in comparison to

other jurisdictions. As a result, all development impact fees except for those funding wastewater improvements have been reduced by 50% for a 3-year period. Sewer fees were not reduced due to the extent of projects needed to address deficiencies in the City's wastewater system. Third, the City has experienced a general perception of not being business friendly in the past. This has been addressed through an extensive effort to redesign processes and overall approach to create a more business friendly reputation and to address the needs of project proponents in a more proactive manner.

Attachments:

1. Downtown Streetscape Conceptual Plan
2. Economic Development Marketing Brochure



KING CITY
DOWNTOWN STREETScape

MARCH 2017

KING CITY

DOWNTOWN STREETScape

Acknowledgments

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KING CITY

DOWNTOWN STREETScape

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1 EXECUTIVE SUMMARY

The King City Downtown Streetscape project illustrates a renovated, enhanced and renewed vision for Broadway Street.

The project is introduced in Chapter 2. The chapter begins with the purpose for the project, includes information about the project setting, and provides a detailed site description of existing conditions.

The third chapter describes the design process that was followed to develop the master plan. It describes the numerous meetings that were involved with City staff and the community, the various conceptual alternatives that were developed, and concludes with a description of how the input informed the Final Master Plan.

Chapter Four presents the Final Master Plan illustration and includes a description of plan features. This chapter explains and illustrates in detail the proposed design.

The project report concludes in Chapter 5 with strategies for implementing the Final Master Plan.

2 | INTRODUCTION

Broadway Street in historic downtown King City was once the commercial heart of the city. Historically the route of Highway 101, Broadway thrived until the highway was rerouted in the middle of the Twentieth Century. In an effort to restore the commercial viability along Broadway, the City has initiated this streetscape master plan to study the existing conditions along the Broadway St. corridor and propose streetscape improvements to enhance the public pedestrian experience in downtown King City.

PURPOSE

The purpose of this master plan is:

- 1) To expand upon and upgrade the existing improvements, such as trees, furniture, paving, lighting and crossings;
- 2) Enhance and encourage a more pedestrian oriented area and experience;
- 3) Promote alternate transportation means through bike facilities, bus stop improvements, electric charging stations; and connectivity to a future proposed multi-modal station, in addition to the focus on improved pedestrian activity;
- 4) Incorporate “complete street” design features to improve the overall functionality of the downtown area, including innovative stormwater management features;
- 5) To provide the data and information necessary for the City’s grant application to the Transportation Agency of Monterey County (TAMC) for Regional Surface Transportation Plan (RSTP) funding.

PROJECT SETTING & SITE DESCRIPTION

Settled along the banks of the Salinas River in Monterey County, the City of King is an industrious agricultural community with a population of just over 14,000 residents. With Highway 101 running alongside, King City is a gateway to the Pinnacles National Park and an access point to the Monterey County wine region.

Broadway Street is the main road through the historic district of downtown King City. Broadway St. has a wide roadbed with 4 travel lanes and a turning lane.

PROJECT AREA

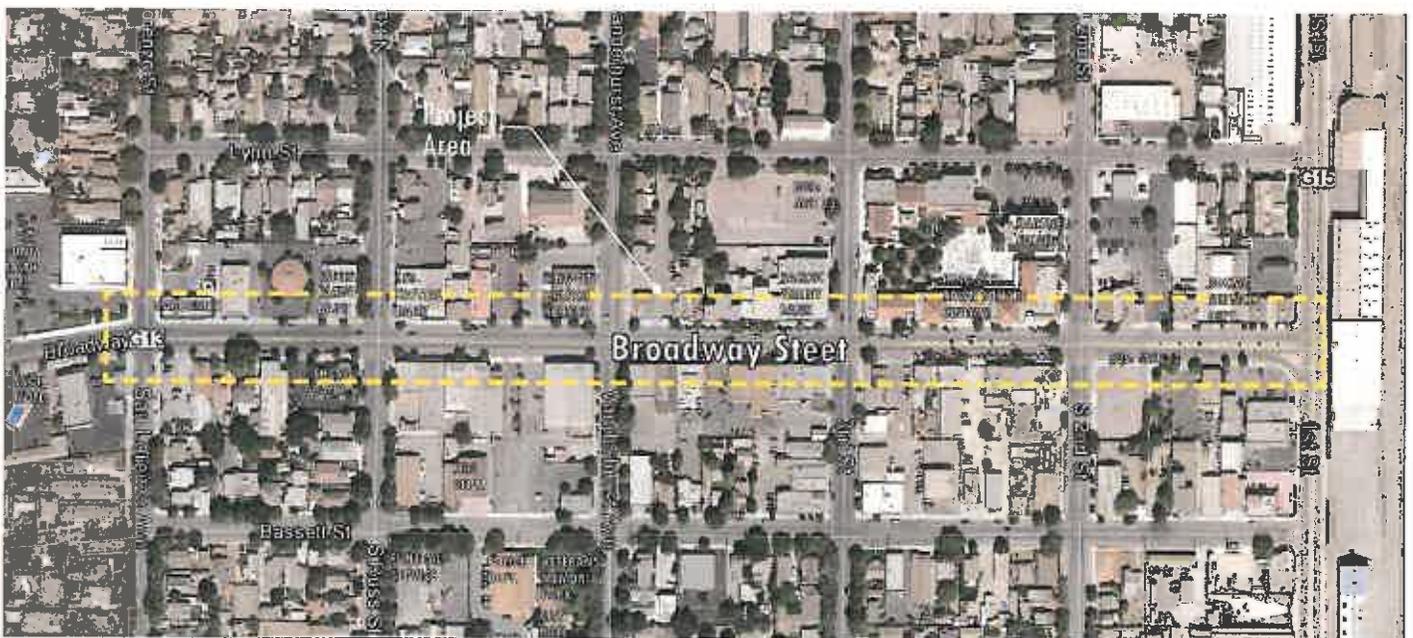
The project Area encompasses the five-block segment of Broadway Street from San Lorenzo to First Street. Considered part of the historic

corridor of downtown King City, this segment of Broadway can be accessed directly from Highway 101 via the Broadway St. and First St. exits.

EXISTING CONDITIONS

Broadway Street offers a variety of businesses and institutions. Several banks are located within the project area on the western end of Broadway near San Lorenzo and Russ Streets while restaurants, markets, and nightlife venues, such as a bar and a theatre, tend to be located towards the east end of Broadway between First and Third Streets. In addition, Broadway Street hosts a satellite campus for Hartnell College, Monterey County Department of Social Services offices, and King City Monterey County Branch Library.

Broadway Street features a mix of contemporary buildings, older blighted buildings, and historical structures. Though many buildings are occupied, vacancies are sprinkled along the corridor and



Dash yellow line identifies the project area.





Clockwise from top left: Buildings along Broadway, existing bulb-out, roadway width, vacant lot at Second St. intersection

several vacant lots are located on the 100 and 300 blocks of Broadway.

EXISTING BULB-OUTS

Previous redevelopment efforts along Broadway Street constructed bulb-outs (curb extensions) at intersections between Second Street and Russ Street. The existing conditions of the bulb-outs include turf grass, mature olive tree plantings, and flush curbs at the corners paved with exposed aggregate. Concerns at the existing street corners include run-off draining across the flush curbs and the fruit drop from the mature olives.

ROADWAY WIDTH

Having been constructed as a highway, the width of the roadway across Broadway is generous with

an average curb to curb width varying 66-68'. The wide roadway results in a greater crossing distance for pedestrians.

CROSSINGS

An existing mid-block crossing is located approximately 90' west of the intersection at First St. This crosswalk does not align with businesses attracting pedestrian-oriented patrons and is redundant to the intersection crosswalk located nearby.

SIDEWALK CONDITION

At 11' wide, the existing sidewalks are adequately sized to accommodate pedestrian oriented uses. The condition of the sidewalks along Broadway Street is mixed, with some segments posing

grade differentials and in need of repair. The sidewalks along the south side of Broadway St. are in greater need of repair than the north side—specifically the 200 to 300 block of Broadway. The existing overhang located on the buildings between 302-320 Broadway limits visibility, reduces sidewalk width, restricts tree canopies, and darkens the pedestrian zone. As mentioned previously, the drainage issue at the street corners pose an obstacle to pedestrians.

STREET MEDIANS

Existing street medians are located on the 100 and 200 block of Broadway St. The medians are constructed of pavers with shrub planting areas. The sewer line runs beneath Broadway and is too shallow in depth to accommodate planting trees.



Above: Building overhang reduces usable width of sidewalk. Below: Existing crosswalk

ON-STREET PARKING

Existing parking along Broadway St. is diagonally oriented (30-degrees) between the 200 to 400 block. Parallel parking is located on the 100 block and 500 block. Parking is most impacted in the 200 block of Broadway and fluctuates throughout the day. Demand peaks while the college is in session with impacts to parking along Broadway and side streets.

STREET FURNISHINGS

Street furnishings are limited to existing trash receptacles. The streetscape is limited on seating and void of wayfinding signage.



Above: Liguidambars have overgrown site conditions. Below: Patched existing sidewalk



Mature olive and turf planted in bulb-out



Stain from drainage across existing sidewalk corner

STREET TREES AND LANDSCAPING

The urban tree canopy along Broadway St. is a combination of mature olives, liquidambar, and magnolias. Concerns regarding the existing olives include litter that pose a trip hazard and sidewalks stains. Several of the existing liquidambar have out grown the conditions and are crowding the building overhang on the 300 block of Broadway. Many of the magnolias have a nicely shaped form. Beyond trees, landscaping is primarily limited to turf grass.

NIGHT SETTING

The City is currently replacing the existing street lights with new poles and LED high efficient fixtures. Existing street lights are located approximately 80-130' apart and alternate sides along the street. At intersections, street lights are located at two of the four corners.

DRAINAGE

Broadway St. has a centerline crown which sheds water to gutters on both sides of the roadway. The longitudinal slope of the street sheds water in a southwestern direction towards San Lorenzo Ave. Existing storm drains are located beneath the sidewalk adjacent the bulb-outs on the western end of each block on the north and south side of the street.

PUBLIC TRANSIT

King City is serviced by Monterey Salinas Transit bus line #23. The route provides service to Salinas. A bus stop with shelter is on the south side of Broadway east of the Second St. intersection. A multi-modal transit station is planned in close proximity north of the project area.

3 | DESIGN PROCESS

Step one of the design process was connecting with City staff and the public to gather input on the ideas, needs, and desires of the community. A series of meetings with City staff, stakeholder interviews, two community workshops, and one City Council meeting were conducted as part of the outreach process. In addition, the design team reviewed the following planning documents:

- Downtown Addition Specific Plan Landscape Master Plan (2014)
- City of King First Street Corridor Master Plan (2013)
- City of King Historic Corridor Revitalization Plan and Form-based Code (2011),
- City of King West Broadway Master Plan (2011)
- Central Business District Study (1966)

STAKEHOLDER INTERVIEWS

Four stakeholder interviews were conducted on Monday, September 12, 2016. The list of stakeholders was provided by the City staff. Stakeholders interviewed included Broadway Street property owners, councilmembers, and King City in Bloom.

Concerns expressed by the stakeholder group included low lighting conditions at night, impacted parking along Broadway Street, the blighted condition of the 300 block, concerns with the existing olives and other street trees, and sidewalk tripping hazards. Ideas suggested by the stakeholders included proposing additional parking, wayfinding signage, street trees to provide color to the streetscape, and a downtown plaza or park.

COMMUNITY WORKSHOP 1

The first community workshop was hosted at City Hall on Monday, September 12th, at 6:30 pm. Spanish translation was provided.

KING CITY DOWNTOWN STREETSCAPE CONCEPTUAL PLAN

Plan Paisaje Urbano
Centro De La Ciudad

► GOALS AND OBJECTIVES: BIG PICTURE

COMMENTS ● Place a sticker next to your first and second priority.

Vintage Character/A	Wind Turbines
Promote Safety, Lighting	Sports Bars
Inviting to attract people	Dance Venues
Generate Night Life	Gang Activity Control
Need activities for young/middle generation	Overnight Accommodations
King City theme - culture, people, windmills	Low hanging branches, ^{Sidewalk} tripping hazards
Visual Enhancement - Wow Factor	Remove problematic trees
Pedestrian & Bicycle Safety	
Upgrade existing facilities	

COMMUNITY WORKSHOP #1
SEPTEMBER 22, 2016




Goals and Objectives board from Workshop #1. Cream colored dots represent community opinions on priorities.

The goal of this meeting was to gather initial feedback on the condition of Broadway Street and hear directly from the community the vision they hold for Broadway Street.

Community participants had several opportunities to contribute during the workshop. Upon arriving to the workshop, a poster board with the question "What's Important to you" offered participants an opportunity for comment. Lighted trees, street furniture, and seating were among some of the suggestions.

During the workshop, participants brainstormed on the goals and objectives for the streetscape. Later in the workshop, community members selected their favored goal and objective by placing dots next to their preferences. "Visual Enhancement-Wow Factor", "Generate Night Life", "King City Theme-culture people windmills", and "Promote pedestrian & bicycle safety" were popular.

For the closing workshop activity, poster boards with streetscape element ideas to consider were presented and participants again marked their preferences with dots. A bandstand, crosswalks with decorative patterns, wall murals, a gateway,

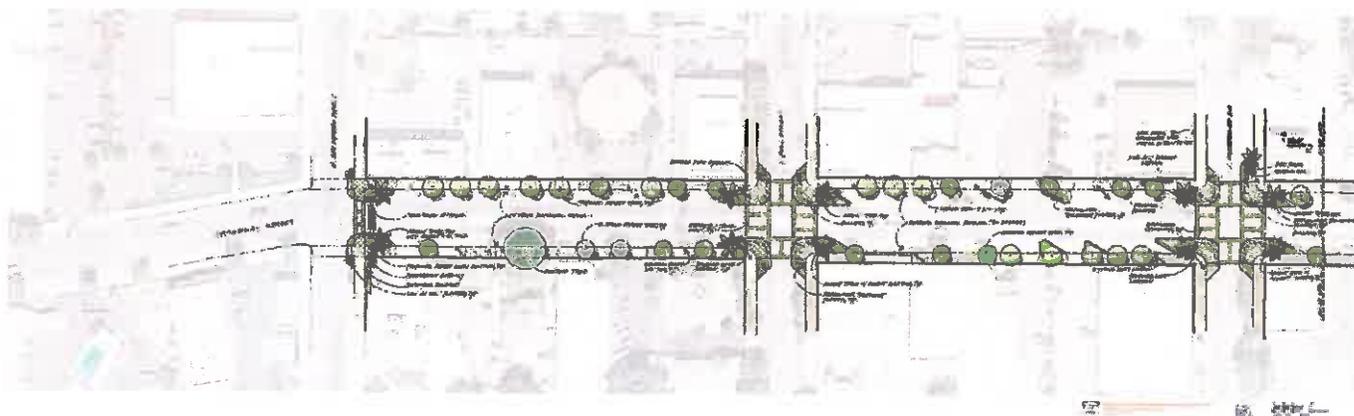
café seating, and sitting areas were popular selections.

COMMUNITY WORKSHOP 2

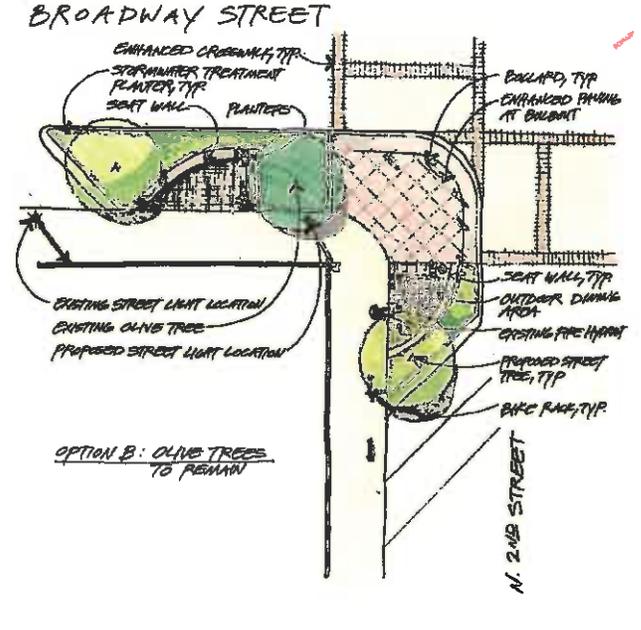
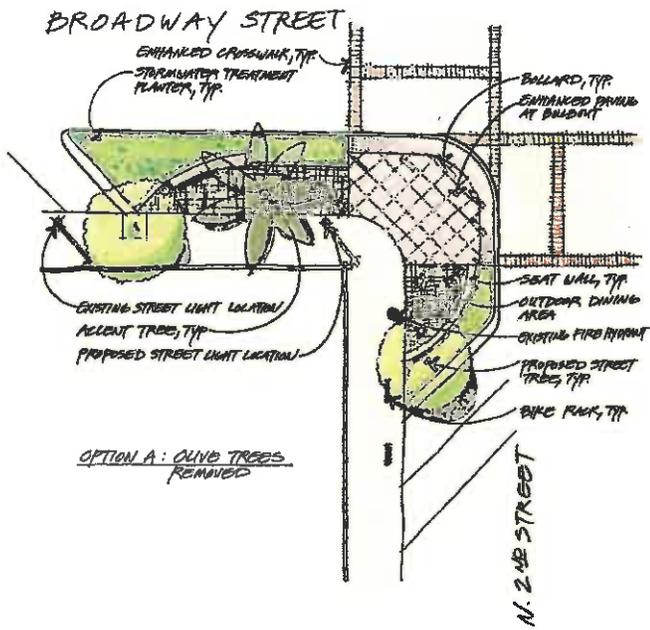
The second community workshop was hosted at City Hall on Thursday, November 3, at 6:00 PM and Spanish translation was again provided.

After the first workshop, the design team integrated the initial community input and developed a preliminary streetscape concept. The goal of the second meeting was to present this initial concept to the community for feedback.

Graphics presented at the meeting included a concept for Broadway from San Lorenzo to First Street and two enlargement plan alternatives studying options for the accent trees at the corner bulb-outs: one option for keeping the existing olives, and a second option proposing a new accent tree. Lastly, two-character image boards were presented updated in response to input received from the previous workshop.



Broadway Streetscape Preliminary Concept presented at Community Workshop #2. (Above: San Lorenzo Ave. to Vanderhurst Ave. Opposite page below: Third St. to First St.)



King City Downtown Streetscape Conceptual Plan
 Pre-Valuation Cost Study Workshop #2
 November 2016

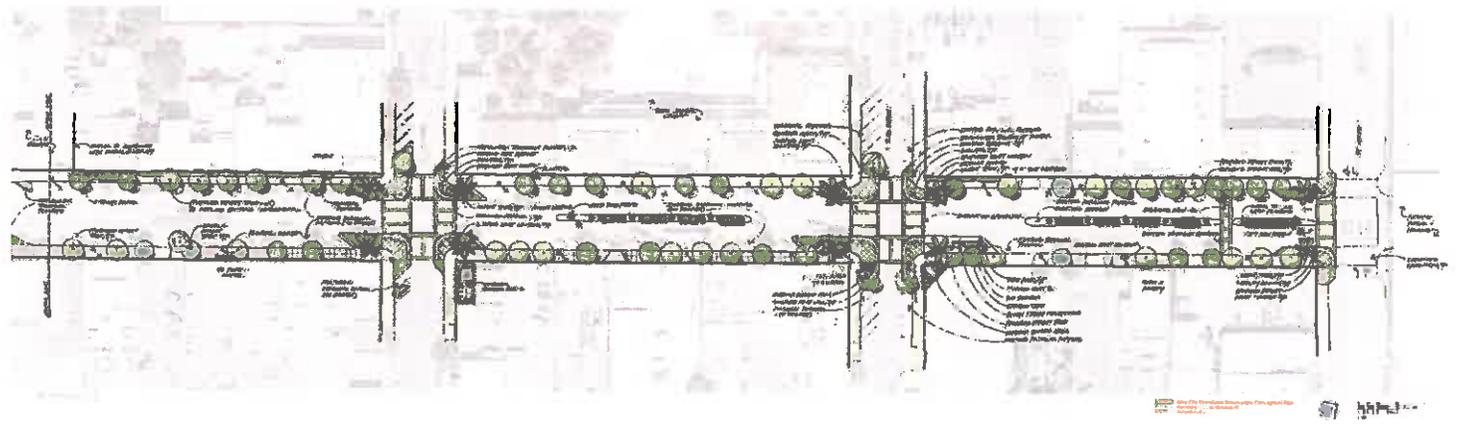


Bulb-out Option A: Illustrates new accent tree to replace existing olive. Presented at Community Workshop #2

King City Downtown Streetscape Conceptual Plan
 Preliminary Concept Workshop #2
 November 2016



Bulb-out Option B: Illustrates keeping existing olive. Presented at Community Workshop #2



Some of the public comments in response to the preliminary concepts included:

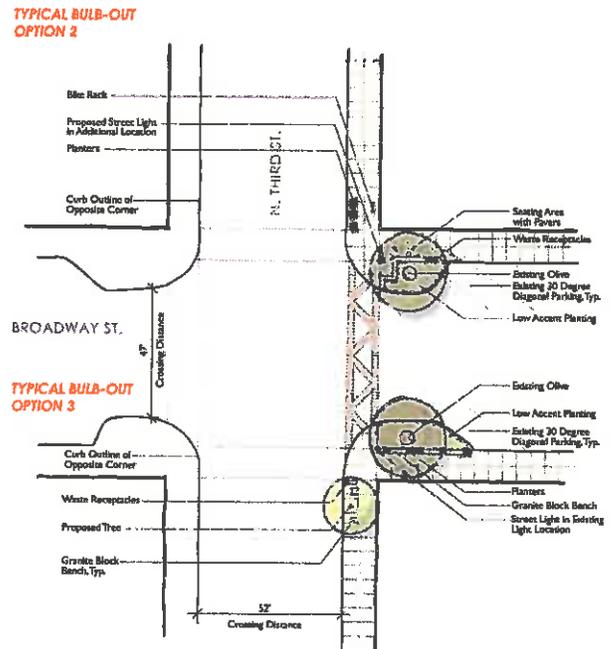
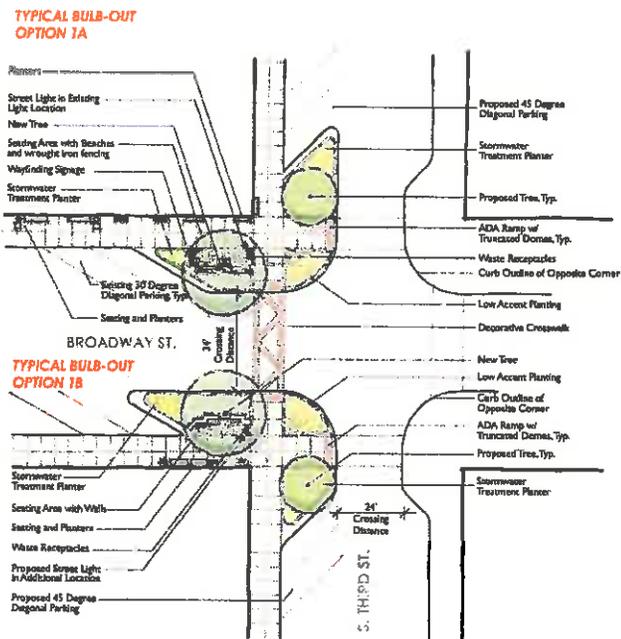
- Incorporate local artisan craftsmanship such as local iron fabricators into design
- Consider proposing wind breaks along streetscape
- Create a list of suggested street trees considering species that do not block business signs or lighting, have low to no litter, and provide seasonal interest

- Keep historic beautiful buildings as visible as possible.

CITY COUNCIL MEETING

Succeeding the community workshops, the design team developed a preferred streetscape concept in response to the gathered community input. The preferred concept was presented to the City Council on Tuesday, January 10, at 6:00 pm.

The preferred plan presented included three



Typical Bulb-out Options 1A & 1B: Presented at the City Council meeting.

Typical Bulb-out Options 2 & 3: Presented at the City Council meeting.

options for design treatments at the bulb-outs:

- *Options 1A and 1B:* presented a full curb extension with varied paving and furnishing arrangements.
- *Option 2 and 3:* explored the possibilities of working within the existing curb-line in an effort to incur as little cost as possible. These options sought to keep the existing olives and propose minimal changes to the existing bulb-out and planting area. Option 2 proposed keeping the existing olives and installing pavers into the existing planting area to the extent possible to accommodate seating. Option 3 addressed the concerns in which the existing planting areas are too mounded to add pavers and seating. This option sought to maintain the existing curb-line and olive tree and proposed granite block benches be placed on the adjacent sidewalk and turf replacement with low drought tolerant planting.

The presentation concluded with a discussion of the projected construction costs and potential project phasing possibilities. The preferred conceptual plan and Option 1A were approved by the City Council.

HOW COMMUNITY INPUT INFORMED THE PLAN

The goals and objectives for the streetscape concept were directly identified through the “Goals & Objective” exercise during Community Workshop 1. The results from this activity were then combined with other comments received through the public outreach process to identify the following goals and objectives for the project.

GOALS

- Promote a vibrant public life in the historic downtown
- Prioritize the pedestrian
- Improve the street ecology

OBJECTIVES

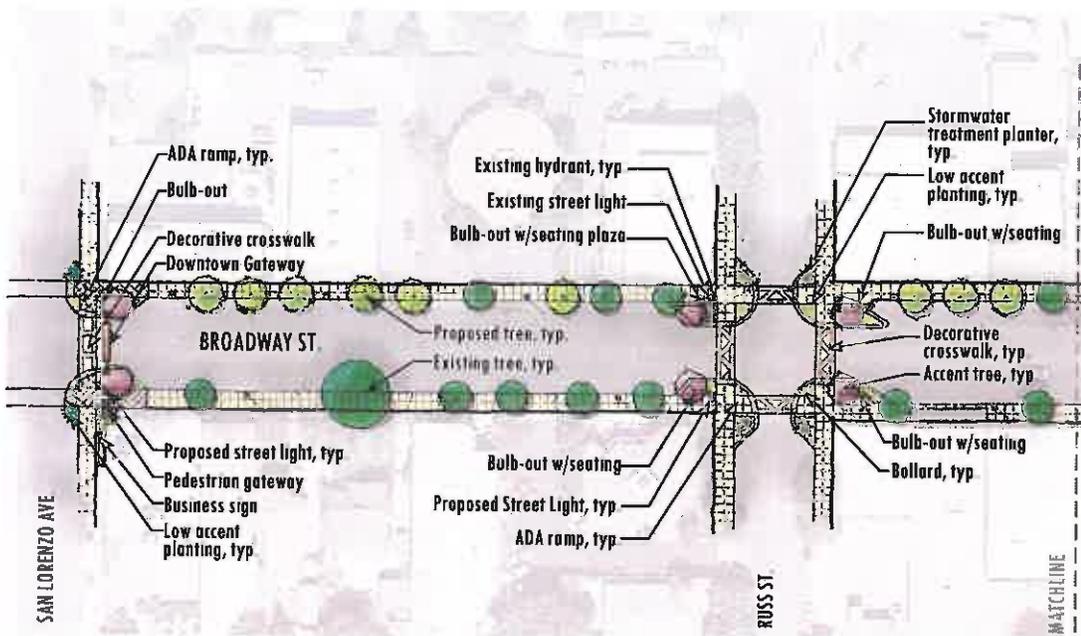
- Provide safe areas to sit and gather that are conveniently located to established businesses; identify additional locations for public use to attract future businesses; update facilities; improve aesthetics through landscaping improvements; and encourage property owners and shopkeepers to participate in improvement efforts.
- Improve pedestrian safety by calming traffic, decreasing pedestrian exposure to traffic, eliminating sidewalk obstacles, and improve sidewalk lighting at night; increase convenience and ease of use for pedestrian and bicyclists visiting the downtown; provide universal access through barrier free sidewalks and curb ramps.
- Provide methods for accommodating on-site stormwater management.

With the framework established by the project’s Goals and Objectives, the design team then synthesized the community’s input on specific streetscape elements. The preferences identified through the priority setting exercises during Community Workshop 1 were combined with community comments and input gathered during the entire outreach process. This input was combined with City staff input, then integrated into the design concepts and final preferred master plan.

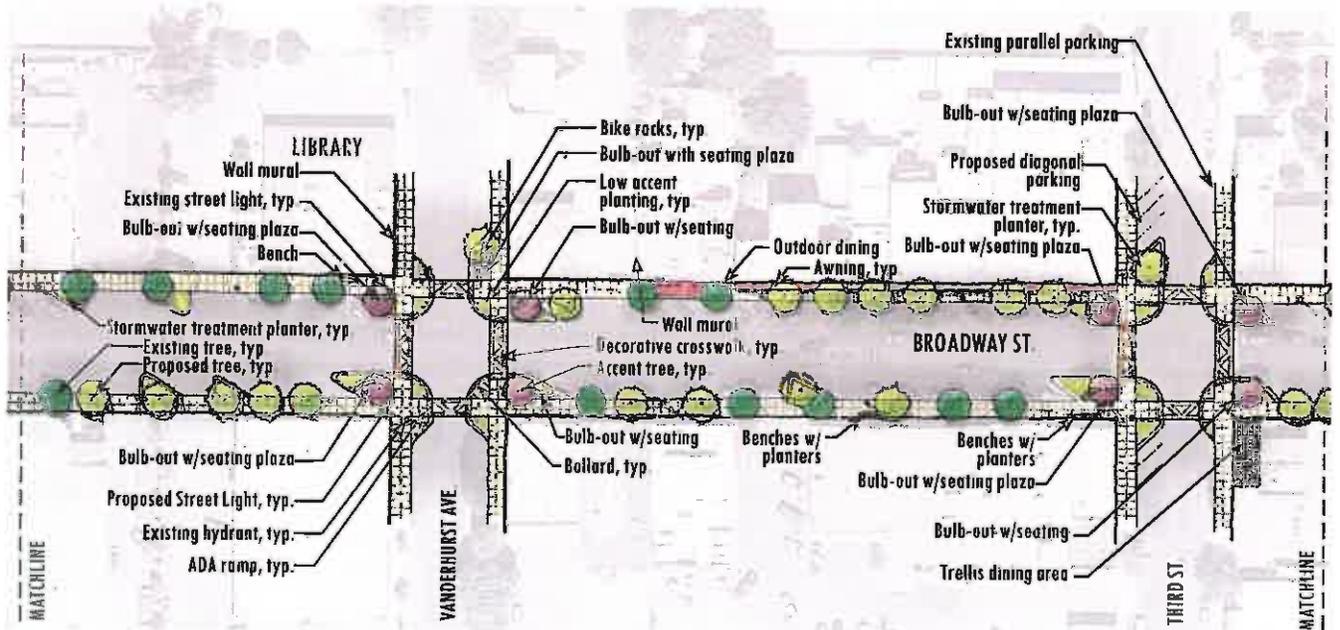
4 | FINAL MASTER PLAN

CHARACTER AND DESIGN INTENT

The intent of the master plan is to enrich the streetscape experience for those users who currently venture to downtown King City, while also attracting more people, both from within the community and beyond the region, to visit the historic Broadway Street neighborhood. The master plan aims to enliven the Downtown and improve the pedestrian experience by recapturing some of the land currently dedicated to vehicular uses and restore it to the public domain to be used for social and pedestrian uses. Through the reallocation of space, the design intends to increase safety, improve the environment, and ignite community interest in participating in the Historic Downtown streetscape improvement process.

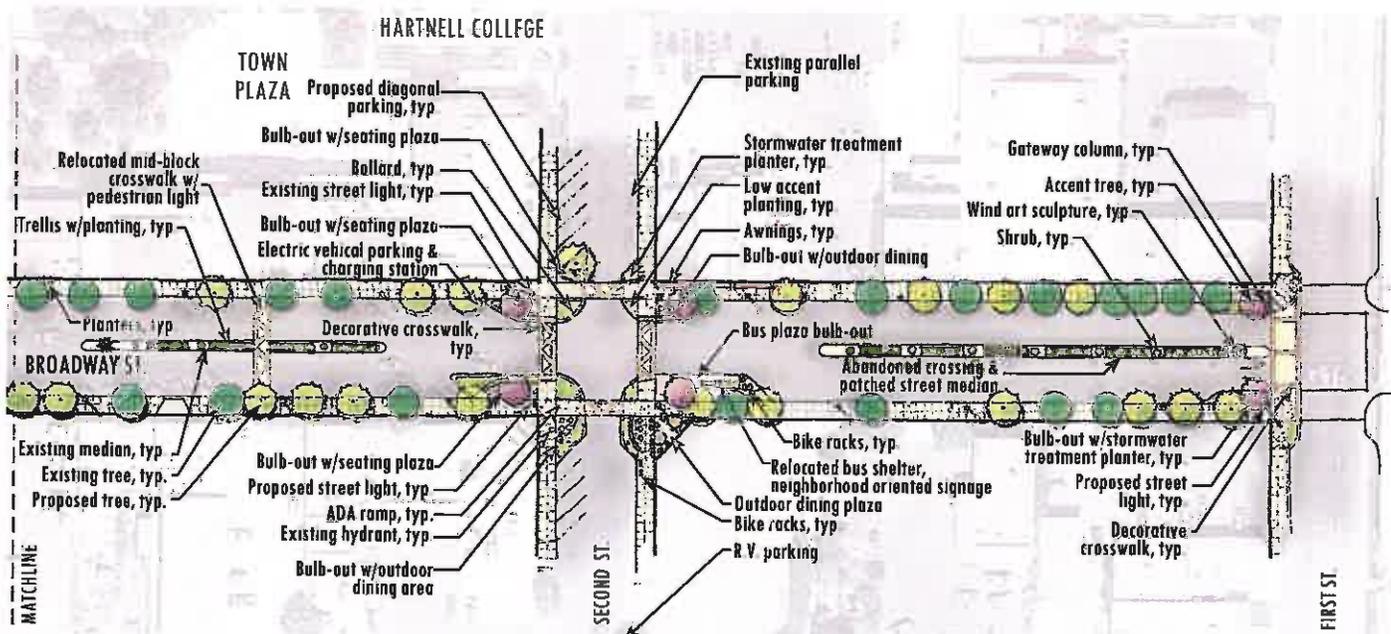


Broadway St. Streetscape Master Plan:
San Lorenzo Ave. to Russ St.

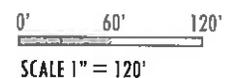


Broadway St. Streetscape Master Plan:
Vanderhurst Ave. to Third St.

KING CITY DOWNTOWN STREETSCAPE MASTER PLAN



Broadway St. Streetscape Master Plan:
Second St. to First St.



PLAN FEATURES

EXTENDED BULB-OUTS

Increase space for public use is a top priority of the master plan. By extending the existing curbs, space is recaptured from the vehicular sphere and can be repurposed as places for people to gather. The master plan designates gathering areas for seating while also opening space to accommodate the overflow of people from the sidewalk. These overflow areas are designed to be briefly occupied as people travel through the streetscape—allowing, for example, the impromptu meeting of neighbors or a pedestrian who is waiting to cross the street.

Extending the bulb-outs improves pedestrian safety as well. The bulb-outs calm traffic by physically narrowing the lanes of the roadway and reducing the effective turning radius at the corners. The reduction in the road width and sharper corners cause drivers to slow down as they navigate the narrower roadway. Furthermore, bulb-outs reduce the crossing distance of the

street decreasing the time a pedestrian is in the path of vehicles. Across Broadway, the master plan crossing distances are decreased by as much as 30' and the crossing distance on side streets is cut in half. Lastly, improved sight lines increase pedestrian visibility.

The extended bulb-out provides for an increased planting area that also function as stormwater treatment planters. Existing drainage issues are resolved as nuisance water flows into the planters and is pretreated before entering the storm drain system.

STREET CROSSINGS

The master plan proposes two street crossing improvements: decorative crosswalks and a relocated mid-block crossing. Decorative crosswalks help drivers identify the pedestrian zone of the roadway.

These decorative crosswalks can be designed by a local artisan incorporating motifs reflective of the local culture. Materials can be stamped asphalt inlaid with a thermoplastic material or pavers.



Bulb-out with seating area



Bulb-out with bench, seat wall, and planting area

Decorative crosswalks are proposed at each intersection within the project area.

The master plan proposes relocating the existing mid-block crossing near First St. to the 200 block of Broadway between Second and Third St. This location aligns with the entrance to the Town Square, the theatre, and improves access to Hartnell College campus beyond. The existing median provides mid-crossing refuge for pedestrians and a pedestrian activated light increases the visibility of those crossing Broadway.

SIDEWALK IMPROVEMENTS

The recommendation of the master plan is to replace sidewalks in poor condition or that pose a tripping hazard. Priority will be given to the higher trafficked stretches of sidewalk as funding becomes available or as development is initiated on adjacent parcels. The 200 and 300 block on the south side of Broadway is an example of a highly-used stretch of sidewalk that needs repair.

PARKING IMPROVEMENTS

The master plan proposes adding diagonal parking on the side streets of Second and Third to help ease congestion on Broadway at the busiest blocks. At just over 50', the curb-to-curb width of the side streets is too narrow to add diagonal parking on both sides of the street. The design solution maintains the existing parallel parking on the east side of the street with 45-degree diagonal parking added to the west. While the curb extensions on Broadway propose removing a nominal number of parking spaces on Broadway, the additional diagonal parking on Second and Third Streets will place approximately 30 spaces in to use. Further study of street conditions and engineering will be necessary before a final design for new parking can proceed.

Additional parking improvements include adding RV parallel parking spaces on east side of Second Street between Bassett and Broadway to accommodate the oversized tourist vehicles that come through the Downtown district. An electric vehicle charging station is proposed at the 200 block of Broadway—a location selected for its prominence and convenience.



Custom decorative crosswalk in San Jose, CA, designed by artist Lacey Bryant



Thermoplastic stamped asphalt decorative crosswalk in San Leandro, CA



Concrete with integral color

STREET MEDIANS

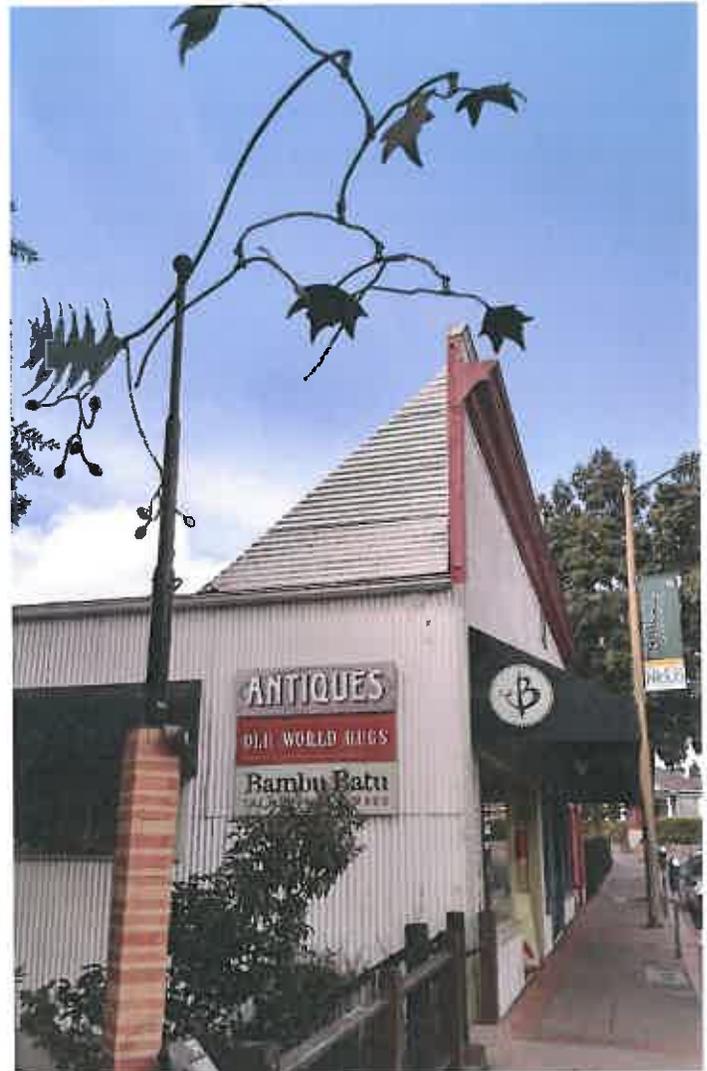
Trellises and wind-art sculptures are proposed to embellish the existing street medians on the 100 and 200 block of Broadway. Constrained by the shallow sewer line beneath Broadway, the trellises provide an overhead element to frame the view and support vegetation without the risk of tree roots damaging the shallow sewer line beneath the street. The wind art sculpture incorporated into the end of the street medians celebrates the diurnal wind that sweeps down Broadway and can be commissioned by a local artist to showcase regional talent. Consideration for visibility and traffic safety will be required prior to finalizing concepts for improvements in the medians.

OUTDOOR SEATING AND DINING AREAS

Introducing outdoor seating and dining areas will enliven the downtown core. Benches and street furniture have been strategically located near places people gather: grocery stores, places of worship, restaurants, and the library. Available seating areas along Broadway can be expanded by allowing restaurateurs to set-up sidewalk bistro tables for outdoor dining. The master plan proposes an outdoor corner seating plaza be incorporated into the redevelopment plans for the vacant lot at Broadway and Second St.

STREETScape CHARACTER AND STREET FURNISHINGS

The design intent of the streetscape is to reinforce the historic charm of the neighborhood through the selection of street furnishings with classic embellishment. The streetscape is to be free of clutter—furnishings and signage is to be consolidated, when possible, and located outside the 6' wide pedestrian sidewalk zone.



Above: wind art sculpture by Jim Jacobson in San Luis Obispo, CA; below: outdoor dining area



Concrete planter



STREET FURNISHINGS

The master plan proposes a variety of seat walls and benches to provide options for seating. Benches can be locally fabricated. Bike Racks are to be located at each intersection out of the pedestrian zone but within viewing distance for added security. Trash and recycling receptacles are to be located adjacent seating areas. Planters are identified on the master plan to add greenery and texture to the streetscape with additional areas for landscaping. Building awnings are proposed to add interest and color to the facades.



Business and property owners are encouraged to work with the City to make improvements to their property by providing furnishings, for example, setting out bistro tables, chairs, or planters outside shops. Specific suggestions include installing an outdoor dining trellis at the restaurant on the corner of Third Street and Broadway, and replacing the overhang with awnings on the buildings at 302-320 Broadway St.



From top to bottom: awning, bulb-out with bistro table, bench with fencing, granite block

STREET TREES

An urban streetscape imposes unique demands on trees; pavement restricts the soil area around a tree and its ability to absorb water and nutrients, passing vehicles can tear off tree limbs, and tree trunks are damaged by car doors, to list but a few issues. Many trees are unable to thrive in such conditions.

Much interest was expressed during the community outreach process in the selection of trees for Broadway Street. Though a perfect street tree is unlikely, the design team carefully considered all input while incorporating professional expertise. In addition to the typical considerations for street trees, the following criteria were included in the development of a tree species list for Broadway Street:

- Tree species with little to no litter
- Species tolerant of winds
- An upright form
- A species not disruptive of sidewalks
- Smaller to mid-size tree to maintain visibility



From left to right: crape myrtle, ginkgo, chitalpa

ACCENT TREES

The accent trees at the intersections are proposed to add a pop of color and interest at the street corners. The following trees species are suggested for consideration:

- Chitalpa tashkentensis 'Morning Cloud', chitalpa
- Lagerstroemia indica, crape myrtle
- Pistacia chinensis, Chinese pistache

MID-BLOCK TREES

The design intent of the mid-block trees is to provide a uniform visual backdrop to the streetscape. Species suggested are:

- Zelkova serrata 'City Sprite' or 'Musashino', zelkova
- Celtis occidentalis, common hackberry
- Ulmus parvifolia 'Drake', Chinese elm



Stormwater treatment planter

- Quercus virginiana, southern live oak
- Ginkgo biloba ‘Autumn Gold’, ginkgo

In addition, the plan recommends specifying tree wells to be as generously sized as possible¹ at a minimum of 5’ wide x 5’ long tree well.

STORMWATER TREATMENT PLANTERS

Curb cuts in the extended bulb-outs allow for nuisance and stormwater to flow through the planting area before entering the storm drain system. These stormwater treatment planters allow for pretreatment and infiltration of run-off improving the quality of stormwater and reducing total run-off volume. Plantings are to be low to maintain visibility.

In addition to the bulb-outs stormwater treatment planters are proposed at the existing striped “no parking” areas adjacent driveways.

¹ Research indicates optimal soil volume conditions are tree wells with a total area of 1000 cf of loam soil. ASLA Staff. (2016, January 5). Urban Design and Tree Planting Spaces. Retrieved from: <https://thefield.asla.org>.

DOWNTOWN GATEWAY AND SIGNAGE

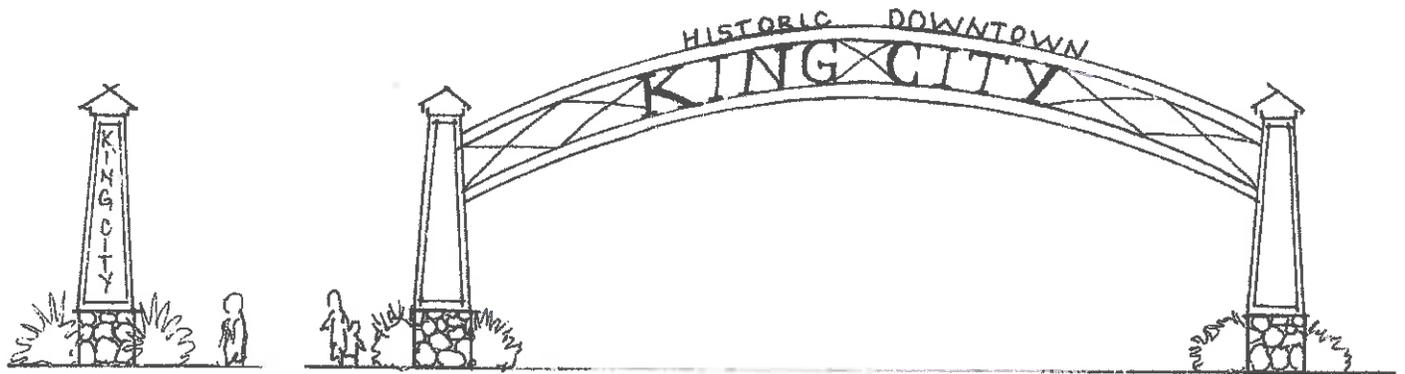
Streetscape signage is used to establish an image for a district, mark entry points, and provide directional information for nearby destinations.

A gateway arch at the intersection of Broadway and San Lorenzo Street announces the arrival to downtown King City at the main approach from the highway. The approach to Broadway at First Street is distinguished with gateway columns.

District orientation signs are proposed at the Corner of Broadway and First St, at the Downtown Plaza, and near to the corner seating plaza and the bus stop at Second Street. These signs are oriented for pedestrians and provide information on the Historic Downtown, neighborhood map, and list of destinations.



Directional signage, designed by Pierre Rademaker



Gateway features: column, left; proposed for First St. intersection; arch, right, proposed for San Lorenzo Ave. intersection

Smaller directional signs, providing place names and wayfinding information, are proposed at the intersections of Broadway and First, San Lorenzo, Second, and Third Street intersections.

BICYCLE FACILITIES

Bicycle racks have been included at each corner of the intersection and at key points along Broadway Street, such as the bus plaza bulb-out. Bicycle lockers installed at Hartnell College or Town Plaza property would increase accommodation of the bicycling community while decreasing the demand for parking and property owners are encouraged to work with the City to add lockers to their properties. "Sharrows" painted on the street call drivers' attention to the shared use of travel lanes with bicycles on Broadway and the adjacent side streets.

NIGHT LIGHTING IMPROVEMENTS

To improve safety, the master plan proposes street lights for each corner from San Lorenzo Avenue to First Streets amounting to an additional 10 street lights along Broadway. Twinkle lights on accent trees planted at the intersections add ambiance and light to the bulb-out seating areas.



"Sharrow" painted on street marking a shared lane



Trees with twinkle lights



Bicycle lockers



A bike plaza with facilities to secure bicycles: bike racks and a covered area with bike lockers



Inspiration for curved trellis featured in Downtown Plaza concept



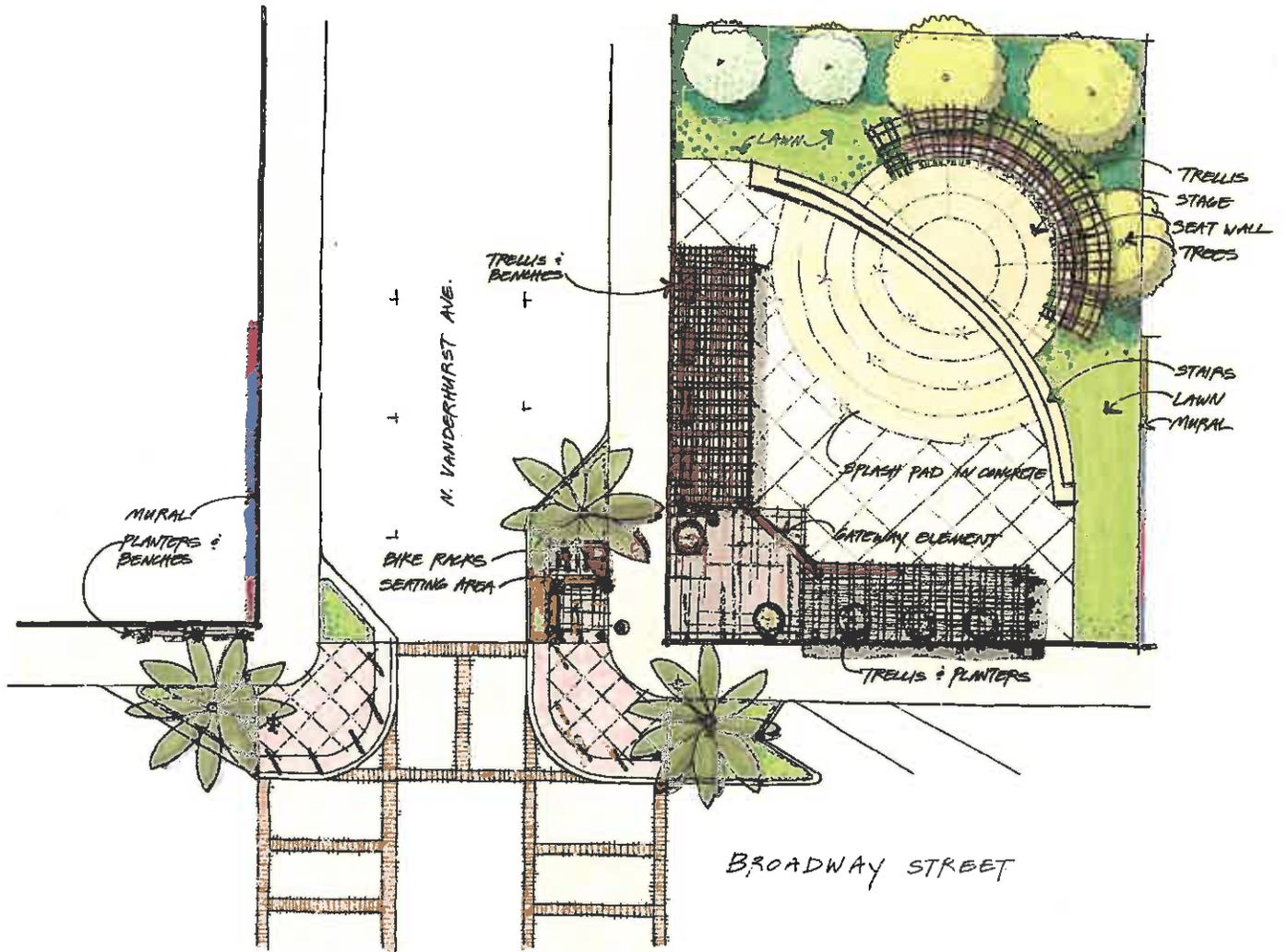
Local artists can be commissioned to paint wall murals on blank walls along Broadway



A downtown plaza with seating, trellis, and splash pad

DOWNTOWN PLAZA

A preliminary concept was explored for a Downtown Plaza for the lot at the corner of Vanderhurst and Broadway. Though the detail design for the plaza is beyond the scope of this project, feedback gathered during the community outreach process was referenced to develop this schematic concept. Plaza features could include a stage area for performances, a splash pad, a clock archway to replace the clock on the Meyer Building that will be lost to the Downtown Extension, iron work showcasing local craftsmanship, and trellises to mirror those proposed for the Broadway street medians. Additional study of the property lines, acquisition, entitlements, existing conditions and utilities, are required to advance the plaza concept on this parcel.



Downtown Plaza Preliminary Concept

5 | IMPLEMENTATION STRATEGY

Though the Broadway Streetscape improvements could be conceivably constructed all at once, it will likely be implemented over a period of years in phases. The order of construction phases will be the result of available funding.

One strategy is to implement several key blocks of the Broadway Streetscape master plan. Under this strategy, the Phase 1 project identifies the blocks in both greatest need and most heavily used for the first stage of construction: the three blocks from Vanderhurst Avenue through Second Street. Future phases could then implement the gateway and streetscape improvements from San Lorenzo to Vanderhurst, and finally completing the improvements from First to Second streets.

When funds are available to prepare construction documents of a specific planning area, careful forethought will be given to which elements are intrinsically connected to others from not only a

planning standpoint, but also from a construction perspective. This will help to minimize the need for spending more money than is necessary later when subsequent phases are built.

PHASE 1 FUNDING PLAN

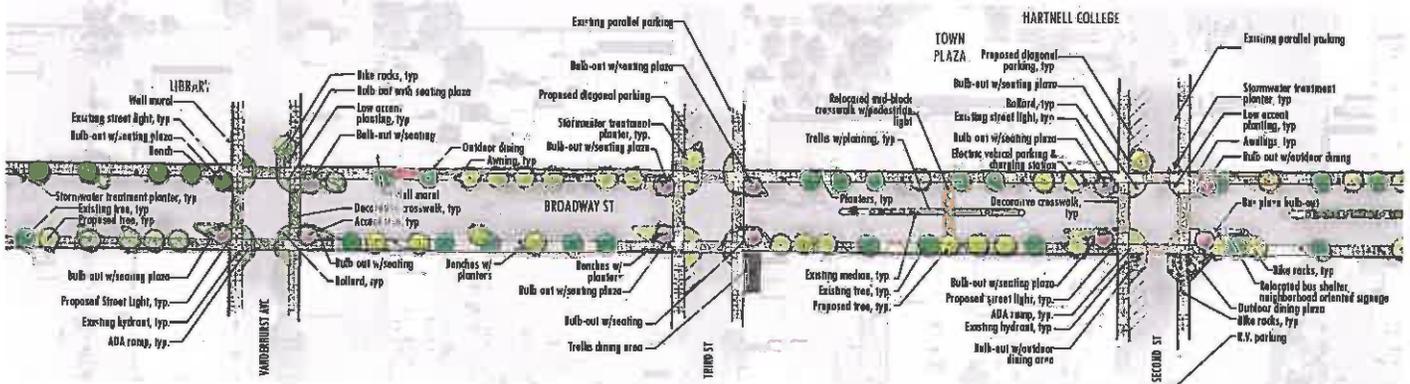
Funding allocated from sale of Rule 20A Credits: \$100,000

FY 2016-17 funding to be allocated from sale of property: \$300,000

FY 2017-18 funding to be allocated from sale of property: \$400,000

Grant funding: \$900,000

Total \$1,700,000



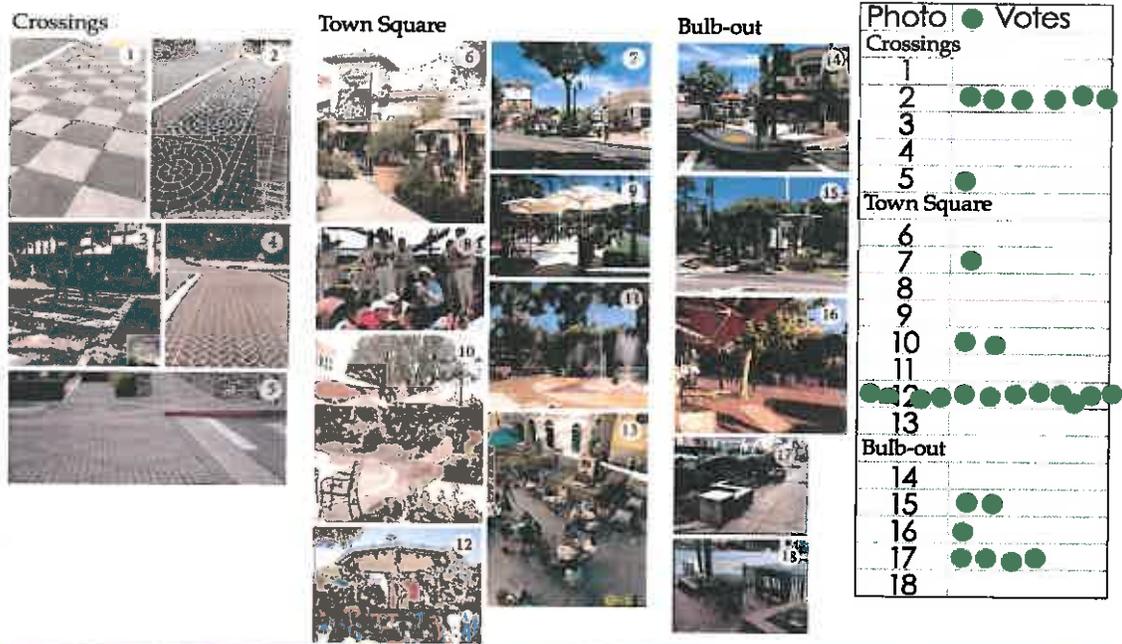
Master Plan Phase 1

6 | APPENDIX

APPENDIX OF PRESENTED MATERIALS

The following pages catalogs the various image poster boards and concepts as presented to the community during the two community workshops.

COMMUNITY WORKSHOP #1



KING CITY DOWNTOWN STREETScape CONCEPTUAL PLAN
Plan Paisaje Urbano Centro De La Ciudad
 COMMUNITY WORKSHOP #1 FEBRUARY 10, 2017 10:00AM - 12:00PM

Above and left: Character image boards, green dots represent community opinions on priorities

Trees



Tree Wells



Street Furniture



Photo	● Votes
Trees	
19	●
20	●●●●●
21	●●
22	●
23	●●●
Tree Wells	
24	●●●●●●●
25	●●
26	
27	●
Street Furniture	
28	●●●●
29	●●●●
30	
31	●
32	●●
33	
34	●

KING CITY DOWNTOWN STREETScape CONCEPTUAL PLAN
Plan Paisaje Urbano Centro De La Ciudad
COMMUNITY WORKSHOP #1, SEPTEMBER 12, 2016. © RALPH WILKINSON



Placemaking

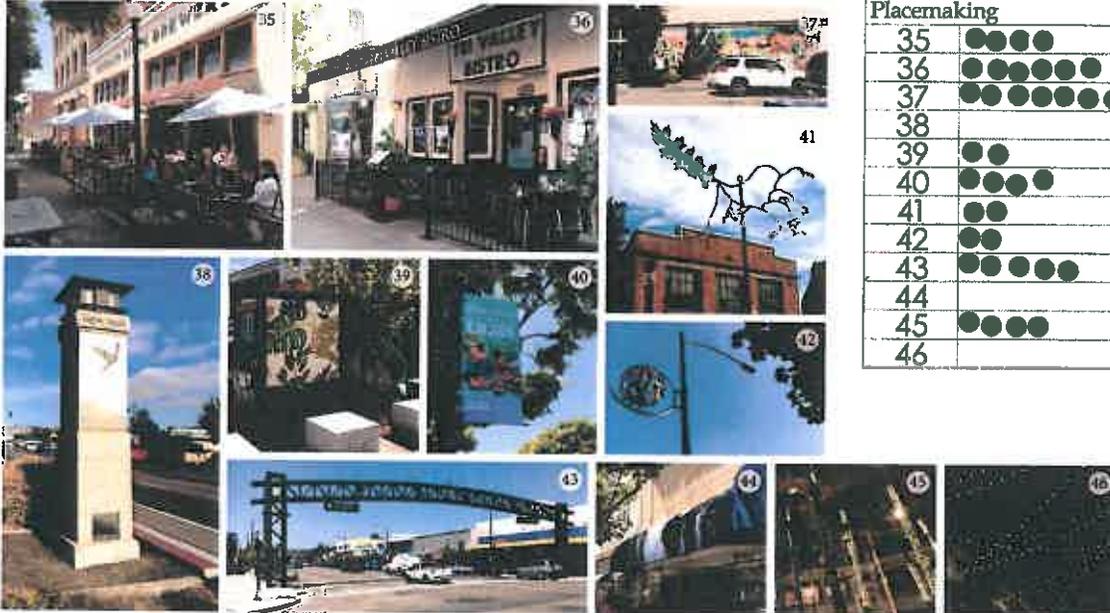


Photo	● Votes
Placemaking	
35	●●●●
36	●●●●●●●
37	●●●●●●●●
38	
39	●●
40	●●●●●
41	●●
42	●●
43	●●●●●●
44	
45	●●●●
46	

KING CITY DOWNTOWN STREETScape CONCEPTUAL PLAN
Plan Paisaje Urbano Centro De La Ciudad
COMMUNITY WORKSHOP #1, SEPTEMBER 12, 2016. © RALPH WILKINSON



COMMUNITY WORKSHOP #1

KING CITY DOWNTOWN STREETScape CONCEPTUAL PLAN Plan Paisaje Urbano Centro De La Ciudad

► GOALS AND OBJECTIVES: BIG PICTURE
COMMENTS

● Place a sticker next to your first and second priority.

Vintage Character/A	Wind Turbines
Promote Safety, Lighting	Sports Bars
Inviting to attract people	Dance Venues
Generate Night Life	Gang Activity Control
Need activities for young/middle Generation	Overnight Accommodations
King City theme-culture, people windmills	Low hanging branches, ^{Sidewalk} tripping hazards
Visual Enhancement - Wow Factor	Remove problematic trees
Pedestrian & Bicycle Safety	
Upgrade existing facilities	

COMMUNITY WORKSHOP #1
SEPTEMBER 19, 2016




Goals and objectives board, cream colored dots represent community opinions on priorities

KING CITY DOWNTOWN STREETSCAPE CONCEPTUAL PLAN

Plan Paisaje Urbano Centro De La Ciudad

► What's Important to you?

Dynamite Entrance

Color

Bricks
Spanish tile
Roses

great idea
Lighted Trees - Downtown!

New curbs & sidewalks.

Proper Business Signage

Trees

- * magnolia, liquid amber
- * olive - trim, thin
- * tree protect guards for new, smaller street trees
- A-men

Awesome Vintage Lamp Post!

Great ideas lighting is really interesting;-

Twinkle Lights

Seating Benches

Concrete/Stone Blocks

Seating Walls @ Trees

Old bank across from other bank make into a RT Spurs type of restaurant

• Street furniture (benches, planters)
• protected bike lanes

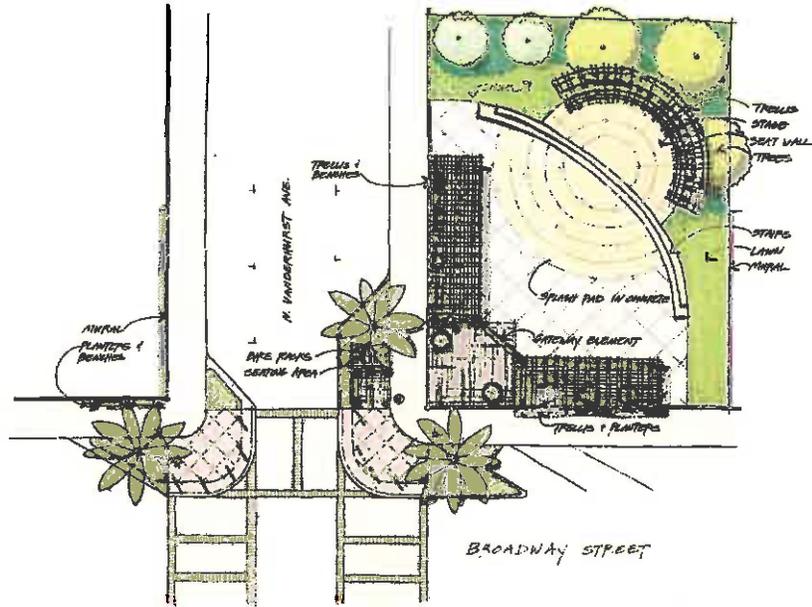
Blinking solar spot lights Greenfield has them

COMMUNITY WORKSHOP #1
SEPTEMBER 17, 2016

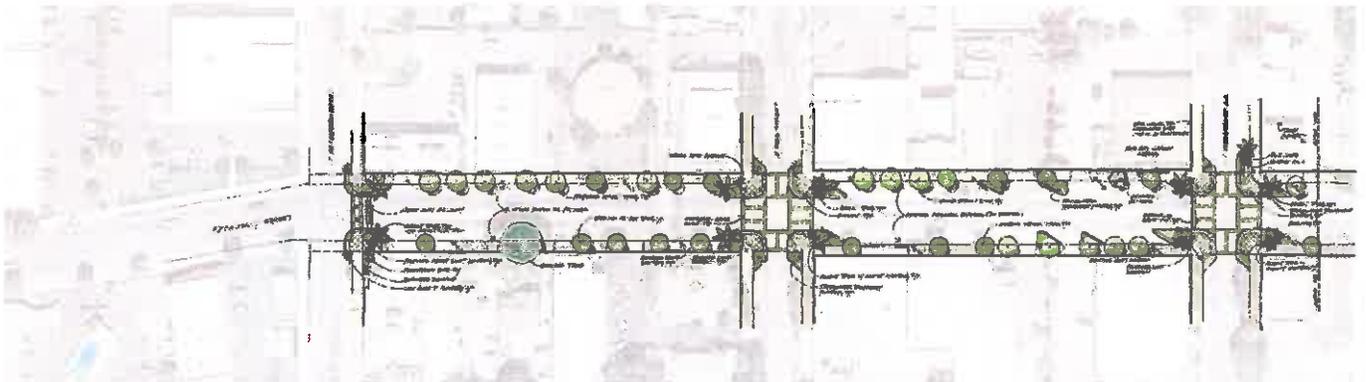



"What's important to you? board"

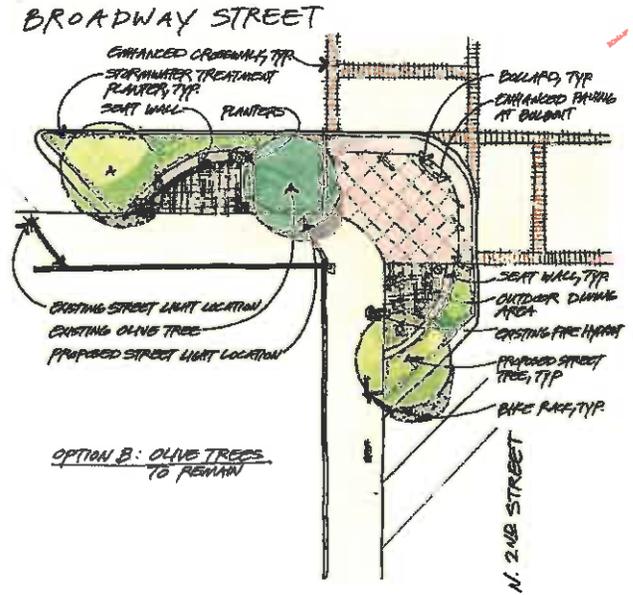
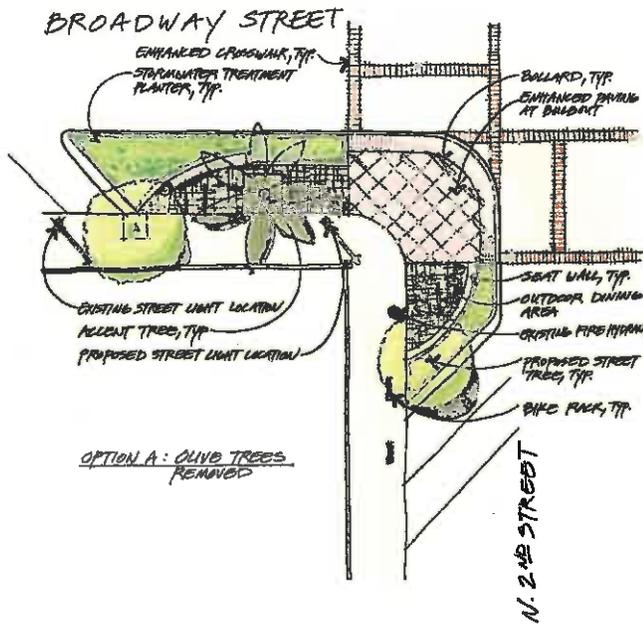
COMMUNITY WORKSHOP #2



Preliminary concept for Downtown Plaza presented at Community Workshop #2



Above & bottom right: Preliminary downtown streetscape concept presented at Community Workshop #2



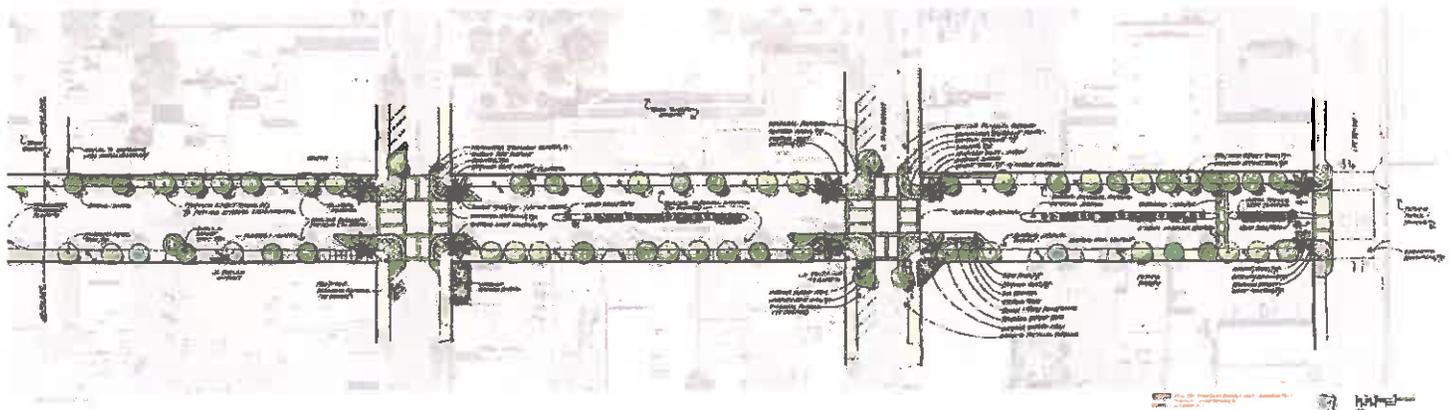
King City
King City Downtown Streetscape Conceptual Plan
Preliminary Concept Workshop #2
November 2014



King City
King City Downtown Streetscape Conceptual Plan
Preliminary Concept Workshop #2
November 2014



Preliminary concept for
Option A & B presented at
Community Workshop #2





KING CITY DOWNTOWN STREETSCAPE CONCEPTUAL PLAN
Plan Paisaje Urbano Centro De La Ciudad

COMMUNITY WORKSHOP #27 - NOVEMBER 2011



COST ESTIMATES

ITEM	DESCRIPTION	QUANT	UNIT	COST/UNIT	COST	DESCRIPTION	
<p>DATE: Dec 12, 2016 JOB No.: 0597-01-UR16 JOB NM: King City Downtown Streetscape Conceptual Plan CALC BY: AM CHK BY: JF</p>							
				 123 Estudillo Ave. Suite 200 San Leandro, CA 94577 Ph: (510) 751-4910 www.rmmdesign.com			
INTERSECTION 1							
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$30,000	\$30,000		
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500		
	ASPHALT PATCHBACK & RESTRIPIING	1	LS	\$3,700	\$3,700		
	RELOCATE BUS SHELTER & STREET SIGNS	1	LS	\$2,800	\$2,800		
	STREETLIGHTS	3	EA	\$12,000	\$36,000		
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000		
	SEAT WALL	66	LF	\$175	\$11,550		
	ART CROSSWALK	1,275	SF	\$25	\$31,875	EXCLUDES ARTIST'S DESIGN FEES	
	PAVING	1	ALLOW	\$96,970	\$96,970		
	STREET FURNISHINGS	1	ALLOW	\$58,400	\$58,400	CAFE TABLES TO BE PROVIDED BY OTHERS	
	LANDSCAPING & IRRIGATION	1	ALLOW	\$17,870	\$17,870		
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL	
					Subtotal:	\$314,665	
INTERSECTION 2							
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$30,000	\$30,000		
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500		
	ASPHALT PATCHBACK & RESTRIPIING	1	LS	\$3,700	\$3,700		
	RELOCATE STREET SIGNS	1	LS	\$300	\$300		
	STREETLIGHTS	2	EA	\$12,000	\$24,000		
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000		
	GRANITE BLOCK SEATING	24	LF	\$600	\$14,400		
	ART CROSSWALK	1,275	SF	\$25	\$31,875	EXCLUDES ARTIST'S DESIGN FEES	
	PAVING	1	ALLOW	\$96,970	\$96,970		
	STREET FURNISHINGS	1	ALLOW	\$55,750	\$55,750		
	LANDSCAPING & IRRIGATION	1	ALLOW	\$17,870	\$17,870		
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL	
					Subtotal:	\$296,365	
					Subtotal for 3 Intersections:	\$889,095	
INTERSECTION 3							
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$55,000	\$55,000		
	ASPHALT PATCHBACK & STRIPING	1	ALLOW	\$3,000	\$3,000		
	WAYFINDING SIGNAGE	10	EA	\$1,000	\$10,000		
	ART CROSSWALK - THERMOPLASTIC	761	SF	\$25	\$19,025	EXCLUDES ARTIST'S DESIGN FEES	
	SIDEWALK REPLACEMENT	9,300	SF	\$7	\$65,100		
	CONCRETE CURB & GUTTER	250	LF	\$30	\$7,500		
	STREET FURNISHINGS	1	ALLOW	\$93,000	\$93,000	EXCLUDES CAFE TABLES	
	TREE GRATES	88	EA	\$2,500	\$220,000		
	LANDSCAPING & IRRIGATION	1	ALLOW	\$36,405	\$36,405		
					Subtotal:	\$509,030	
INTERSECTION 4							
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$15,000	\$15,000	DEMO PAVING, VEGETATION; EXCLUDES DEMO OF CURB & GUTTER	
	PUBLIC ART - WIND SCULPTURES	1	ALLOW	\$100,000	\$100,000	2 SCULPTURES	
	TRELLISES	1	ALLOW	\$200,000	\$200,000	8 3-POST TRELLISES, 1 5-POST TRELLIS	
	PAVING	1	ALLOW	\$6,150	\$6,150		
	LANDSCAPING & IRRIGATION	1	ALLOW	\$1,463	\$1,463		
					Subtotal:	\$322,613	
INTERSECTION 5							
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$15,000	\$15,000	EXISTING PAVING, VEGETATION,	
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500		
	ASPHALT PATCHBACK & RESTRIPIING	1	ALLOW	\$1,996	\$1,996		
	RELOCATE STREET SIGNS	1	EA	\$150	\$150		
	GATEWAY COLUMNS	1	ALLOW	\$6,500	\$6,500	EXCLUDES ASSOCIATED ELECTRICAL	
	STREETLIGHTS	1	EA	\$12,000	\$12,000		
	WAYFINDING SIGNAGE	2	EA	\$1,000	\$2,000		
	CUSTOM ART CROSSWALK - THERMOPLASTIC	1,020	SF	\$25	\$25,500	EXCLUDES ARTIST'S DESIGN FEES	
	PAVING	1	ALLOW	\$21,670	\$21,670		
	STREET FURNISHINGS	1	ALLOW	\$11,300	\$11,300		
	LANDSCAPING & IRRIGATION	1	ALLOW	\$7,840	\$7,840		
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL	
					Subtotal:	\$125,456	

CONTINUED ON PAGE 2

Above & right: Cost estimate for Master Plan

DATE: Dec 12, 2016
 JOB No.: 0597-01-UR16
 JOB NM: King City Downtown Streetscape Conceptual Plan
 CALC BY: AM
 CHK BY: JF



123 Estudillo Ave. Suite 200
 San Leandro, CA 94577
 Ph: (510) 751-4910 www.rmmdesign.com

DEMOLITION & SITE PREPARATION	1	ALLOW	\$15,000	\$15,000	EXISTING PAVING, CLEARING & GRUBBING,
STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500	
ASPHALT PATCHBACK & RESTRIPIING	1	ALLOW	\$1,624	\$1,624	
RELOCATE STREET SIGNS	1	LS	\$150	\$150	
OVERHEAD GATEWAY SIGNAGE & BASE	1	ALLOW	\$18,000	\$18,000	EXCLUDES ASSOCIATED ELECTRICAL
PEDESTRIAN GATEWAY	1	ALLOW	\$4,500	\$4,500	EXCLUDES BUSINESS SIGNAGE
STREETLIGHTS	1	EA	\$12,000	\$12,000	
WAYFINDING SIGNAGE	2	EA	\$1,000	\$2,000	
CUSTOM ART CROSSWALK - THERMOPLASTIC	397	SF	\$25	\$9,925	EXCLUDES ARTIST'S DESIGN FEES
PAVING	1	ALLOW	\$24,875	\$24,875	
STREET FURNISHINGS	1	ALLOW	\$6,800	\$6,800	
LANDSCAPING & IRRIGATION	1	ALLOW	\$11,888	\$11,888	
ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL
			Subtotal:	\$128,062	

Total: \$2,288,920

GENERAL CONDITIONS	8%	OF	\$2,288,920	\$137,335	
BONDS	2%	OF	\$2,288,920	\$45,778	
CONTRACTORS FEES	10%	OF	\$2,288,920	\$228,892	
			Subtotal:	\$2,700,926	
DESIGN CONTINGENCY	20%	OF	\$2,700,926	\$540,185	
ESCALATION (PER YEAR)	4%	OF	\$2,700,926	\$108,037	
			Subtotal:	\$648,222	

GRAND TOTAL: \$3,348,148

EXCLUSIONS: BUILDING AWNINGS, REPLACEMENT COST FOR EXISTING STREETLIGHTS, CAFÉ TABLES

NOTE: THIS ESTIMATE WAS PREPARED USING STANDARD COST AND/OR QUANTITY ESTIMATE PRACTICES. IT IS UNDERSTOOD AND AGREED THAT THIS IS AN ESTIMATE ONLY, AND THAT THE ARCHITECT SHALL NOT BE LIABLE TO THE OWNER OR TO A THIRD PARTY FOR ANY FAILURE TO ACCURATELY ESTIMATE THE COST AND/OR QUANTITIES FOR THE PROJECT, OR ANY PART THEREOF.

NOTE: THIS ARCHITECT'S ESTIMATE IS PREPARED AS A GUIDELINE AND DOES NOT CONSTITUTE THE BASIS FOR BID. THE CONTRACTOR IS TO PERFORM HIS/HER OWN QUANTITY TAKE-OFF AND TO BID ACCORDINGLY. IN THE EVENT THAT ERRORS OR OMISSIONS ARE ENCOUNTERED THROUGH THE BIDDING PROCESS, PLEASE CONTACT THE ARCHITECT FOR CLARIFICATION.

DATE PALMS	19	EA	\$6,000	\$114,000	
LANDSCAPE TREE CREDIT FOR LINE ITEM	19	EA	\$500	-\$9,500	
			Subtotal:	\$104,500	

GENERAL CONDITIONS	8%	OF	\$104,500	\$6,270	
BONDS	2%	OF	\$104,500	\$2,090	
CONTRACTORS FEES	10%	OF	\$104,500	\$10,450	
			Subtotal:	\$123,310	
DESIGN CONTINGENCY	20%	OF	\$123,310	\$24,662	
ESCALATION (PER YEAR)	4%	OF	\$123,310	\$4,932	
			Subtotal:	\$29,594	

ADD TO GRAND TOTAL: \$152,904

****COST ESTIMATE PREPARED IN DECEMBER 2016 AND MAY NOT REFLECT COSTS AT A FUTURE DATE DUE TO FLUCTUATING MARKET CONDITIONS.****

COST ESTIMATES

DATE: Feb 14, 2017 JOB No.: 0597-01-UR16 JOB NM: King City Downtown Streetscape Conceptual Plan CALC BY AM CHK BY: JF				 123 Estudillo Ave. Suite 200 San Leandro, CA 94577 Ph: (610) 751-4910 www.rmdesign.com		
DOWNTOWN PLAZA						
ITEM	DESCRIPTION	QUANT	UNIT	COST/UNIT	COST	DESCRIPTION
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$90,000	\$90,000	
	METAL TRELLISES - RECTANGULAR	2	EA	\$15,000	\$30,000	
	METAL TRELLIS - CIRCULAR	1	EA	\$25,000	\$25,000	
	ARCHWAY W/ CLOCK	1	ALLOW	\$10,000	\$10,000	
	CIRCULAR SEAT WALL	70	LF	\$150	\$10,500	
	FLATWORK	6,500	SF	\$10	\$65,000	
	STAIRS	90	LF	\$150	\$13,500	Inlcudes 2 steps
	BENCHES	4	EA	\$1,000	\$4,000	
	PLANTERS	5	EA	\$750	\$3,750	
	TRASH/RECYCLING RECEPTACLES	4	EA	\$1,000	\$4,000	
	LANDSCAPING & IRRIGATION	3,200	SF	\$5	\$16,000	
	TREES	5	EA	\$600	\$3,000	
Subtotal:					\$274,750	
Total:					\$274,750	
	GENERAL CONDITIONS	6%	OF	\$274,750	\$16,485	
	BONDS	2%	OF	\$274,750	\$5,495	
	CONTRACTORS FEES	10%	OF	\$274,750	\$27,475	
Subtotal:					\$324,205	
	DESIGN CONTINGENCY	20%	OF	\$324,205	\$64,841	
	ESCALATION (PER YEAR)	4%	OF	\$324,205	\$12,968	
Subtotal:					\$77,809	
GRAND TOTAL:					\$402,014	
EXCLUSIONS: UTILITIES, SPLASH PAD & RELATED MECHANICAL, RESTROOMS, & SHOWERS; WALL MURAL; DECORATIVE IRON WORK						
NOTE: THIS ESTIMATE WAS PREPARED USING STANDARD COST AND/OR QUANTITY ESTIMATE PRACTICES. IT IS UNDERSTOOD AND AGREED THAT THIS IS AN ESTIMATE ONLY, AND THAT THE ARCHITECT SHALL NOT BE LIABLE TO THE OWNER OR TO A THIRD PARTY FOR ANY FAILURE TO ACCURATELY ESTIMATE THE COST AND/OR QUANTITIES FOR THE PROJECT, OR ANY PART THEREOF.						
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	SPLASH PAD	1	ALLOW	\$100,000	\$100,000	EXCLUDES RESTROOMS, SHOWERS. ASSUMES ABOVE GRADE MECHANICAL.
Subtotal:					\$100,000	

COST ESTIMATE PREPARED IN FEBRUARY 2017 AND MAY NOT REFLECT COSTS AT A FUTURE DATE DUE TO FLUCTUATING MARKET CONDITIONS.

Above: Cost estimate for Downtown Plaza Preliminary Concept
Right: Cost Estimate for Phase 1

DATE: Dec 12, 2016
 JOB No.: 0597-01-UR16
 JOB NM: King City Downtown Streetscape Conceptual Plan
 CALC BY AM
 CHK BY: JF



123 Estudillo Ave. Suite 200
 San Leandro, CA 94577
 Ph: (510) 751-4910 www.rmmdesign.com

ITEM	DESCRIPTION	QUANT	UNIT	COST/UNIT	COST	DESCRIPTION
PHASE 1 - CONCEPTUAL DESIGN						
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$30,000	\$30,000	
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500	
	ASPHALT PATCHBACK & RESTRIPIING	1	LS	\$3,700	\$3,700	
	RELOCATE BUS SHELTER & STREET SIGNS	1	LS	\$2,800	\$2,800	
	STREETLIGHTS	3	EA	\$12,000	\$36,000	
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000	
	SEAT WALL	66	LF	\$175	\$11,550	
	CUSTOM ART CROSSWALK	1,275	SF	\$25	\$31,875	EXCLUDES ARTIST'S DESIGN FEES
	PAVING	1	ALLOW	\$96,970	\$96,970	
	STREET FURNISHINGS	1	ALLOW	\$58,400	\$58,400	CAFÉ TABLES TO BE PROVIDED BY OTHERS
	LANDSCAPING & IRRIGATION	1	ALLOW	\$17,870	\$17,870	
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL
				Subtotal:	\$310,665	
PHASE 2 - CONCEPTUAL DESIGN						
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$30,000	\$30,000	
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500	
	ASPHALT PATCHBACK & RESTRIPIING	1	LS	\$3,700	\$3,700	
	RELOCATE STREET SIGNS	1	LS	\$300	\$300	
	STREETLIGHTS	2	EA	\$12,000	\$24,000	
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000	
	GRANITE BLOCK SEATING	24	LF	\$600	\$14,400	
	CUSTOM ART CROSSWALK	1,275	SF	\$25	\$31,875	EXCLUDES ARTIST'S DESIGN FEES
	PAVING	1	ALLOW	\$96,970	\$96,970	
	STREET FURNISHINGS	1	ALLOW	\$55,400	\$55,400	
	LANDSCAPING & IRRIGATION	1	ALLOW	\$17,870	\$17,870	
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL
				Subtotal:	\$296,015	
PHASE 3 - CONCEPTUAL DESIGN						
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$30,000	\$30,000	
	STORM DRAINAGE & SITE UTILITIES	1	ALLOW	\$17,500	\$17,500	
	ASPHALT PATCHBACK & RESTRIPIING	1	LS	\$3,700	\$3,700	
	RELOCATE STREET SIGNS	1	LS	\$300	\$300	
	STREETLIGHTS	2	EA	\$12,000	\$24,000	
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000	
	GRANITE BLOCK SEATING	24	LF	\$600	\$14,400	
	CUSTOM ART CROSSWALK	1,275	SF	\$25	\$31,875	EXCLUDES ARTIST'S DESIGN FEES
	PAVING	1	ALLOW	\$96,970	\$96,970	
	STREET FURNISHINGS	1	ALLOW	\$56,400	\$56,400	
	LANDSCAPING & IRRIGATION	1	ALLOW	\$17,870	\$17,870	
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL
				Subtotal:	\$297,015	
PHASE 4 - CONCEPTUAL DESIGN						
	DEMOLITION & SITE PREPARATION	1	ALLOW	\$29,500	\$29,500	DEMO PAVING, VEGETATION; EXCLUDES DEMO OF CURB & GUTTER
	ASPHALT PATCHBACK & STRIPING	1	ALLOW	\$1,980	\$1,980	INCLUDES STRIPING ANGLED PARKING ON 2ND & 3RD ST.
	WAYFINDING SIGNAGE	4	EA	\$1,000	\$4,000	
	SIDEWALK REPLACEMENT	4,450	SF	\$7	\$31,150	
	CONCRETE CURB & GUTTER	250	LF	\$30	\$7,500	
	STREET FURNISHINGS	1	ALLOW	\$18,600	\$18,600	CAFÉ TABLES TO BE PROVIDED BY OTHERS
	TREE GRATES	34	EA	\$2,500	\$85,000	
	LANDSCAPING & IRRIGATION	1	ALLOW	\$14,900	\$14,900	2 PLANTER, 19 SIDEWALK TREES, 2 PLANTER TREES
	ACCENT TREE LIGHTING	4	EA	\$1,000	\$4,000	EXCLUDES ASSOCIATED ELECTRICAL
	PUBLIC ART - WIND SCULPTURES	1	ALLOW	\$50,000	\$50,000	1 SCULPTURE
	STREET MEDIAN TRELLISES	1	ALLOW	\$88,000	\$88,000	4 3-POST TRELLISES
	STREET MEDIAN PAVING	1	ALLOW	\$2,250	\$2,250	
	STREET MEDIAN LANDSCAPING & IRRIGATION	1	ALLOW	\$700	\$700	
				Subtotal:	\$337,620	
				Total:	\$1,241,315	
PHASE 5 - CONCEPTUAL DESIGN						
	GENERAL CONDITIONS	6%	OF	\$1,241,315	\$74,479	
	BONDS	2%	OF	\$1,241,315	\$24,826	
	CONTRACTORS FEES	10%	OF	\$1,241,315	\$124,132	
				Subtotal:	\$1,464,752	
	DESIGN CONTINGENCY	20%	OF	\$1,464,752	\$292,950	
	ESCALATION (PER YEAR)	4%	OF	\$1,464,752	\$58,590	
				Subtotal:	\$351,540	
				PHASE 1 GRAND TOTAL:	\$1,816,292	

EXCLUSIONS: BUILDING AWNINGS, REPLACEMENT COST FOR EXISTING STREETLIGHTS, CAFÉ TABLES

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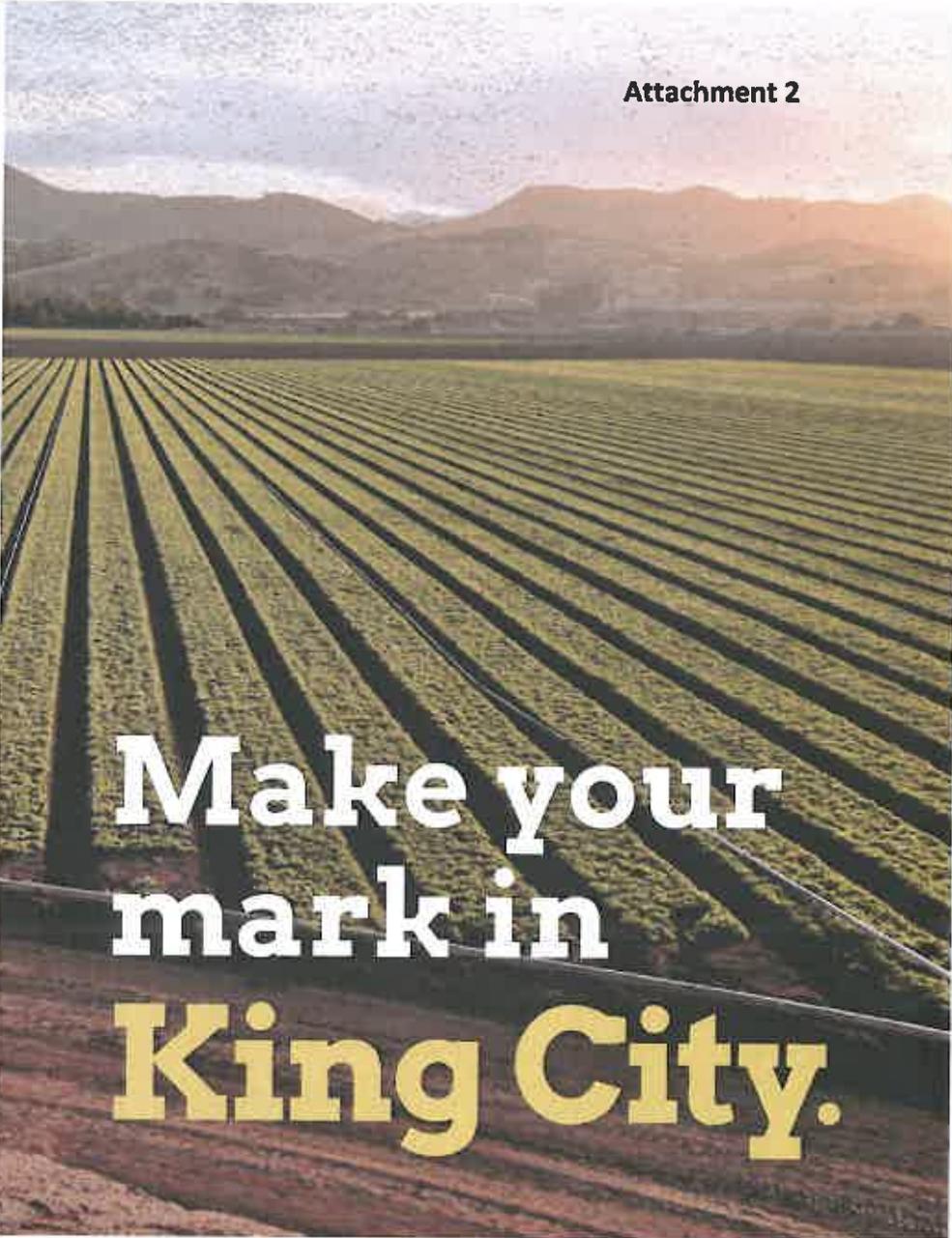
COST ESTIMATE PREPARED IN DECEMBER 2016 AND MAY NOT REFLECT COSTS AT A FUTURE DATE DUE TO FLUCTUATING MARKET CONDITIONS.*

**You know
an opportunity
when you
see one.**

**You understand
what a rapidly
growing
market
looks like.**

**You can
discern when
land has real
potential.**

**You get excited
when a city
implements
positive change.**



**Make your
mark in
King City.**

If we've just described you, turn your attention to King City. This Central Coast town provides unique opportunities for businesses, developers, residents and visitors alike. And the timing couldn't be better. King City is at a pivot point in which resources and amenities are abundant, but land remains to be developed and markets to be met.

*Play a part in shaping King City.
The first step is turning the page.*

Quick Facts

County:

MONTEREY COUNTY

Elevation:

335 FEET

Annual average
high temperature:

75 DEGREES

Annual average
low temperature:

45 DEGREES

Annual average
precipitation:

12.04 INCHES

2014 population:

13,580 PEOPLE

Median
resident age:

25.3 YEARS

Number of schools:

SIX



You know when you meet a strategic location.

King City is ideally located on Highway 101, halfway between the cities of Los Angeles and San Francisco. Its unique Central California location is a convenient access point for reaching all areas of California, north, south, east and west.

Zoom in on the map, and King City is located between Paso Robles and Salinas. The beaches, wineries, agriculture and thriving tourism of both San Luis Obispo and Monterey Counties are just a short drive in both directions, while the endless activities of the Bay Area are less than three hours north. King City's geographic placement serves as a gateway to Pinnacles National Park, the Monterey County wine region and U.S. Army Garrison Fort Hunter Liggett. It's a thriving agricultural scene and an area rich in history made famous by the writings of John Steinbeck.

You know when you encounter a community that feels right.

Neighbors helping neighbors. Strangers helping strangers. These small-town characteristics often feel out of our grasp. But they don't just belong to books, movies or history. They belong to King City and set it apart as a cohesive community which, despite its extensive access to services and amenities, manages to maintain a tight-knit feel.

The neighborly vibe is unmistakable when the community comes together for local events. Like the weekly King City Farmer's Market, annual Christmas and 4th of July parades, and Salinas Valley Fair, held right here in King City.



You know when you find the right resources.

Despite its size, King City's variety of services provides a strong support system to businesses and developers alike. It's a full-service city with a responsive and business-friendly city government that has been making tremendous strides toward positive change.

- The **Chamber of Commerce and Agriculture** offers a variety of support services for local business and serves as the King City Visitors' Center.
- **Cal Water** supplies water services, which include an ample water supply to support future growth.
- **Hartnell Community College** houses a satellite campus in King City, offering high quality educational and job training opportunities, some in partnership with California State University of Monterey Bay.
- **King City High School and Union School Districts** provide educational services at the local high school, middle school and three elementary schools.
- The **Salinas Valley Fairgrounds** hosts events throughout the year and offers excellent meeting and activity facilities to meet all types of needs.
- **Mee Memorial Hospital** provides high-quality medical services to the King City community.
- **Mesa Del Rey Airport** is a city-owned, public use airport within the city limits.
- The **King City Golf Course** is a 9-hole, public golf course that has been operating since 1953.
- **San Lorenzo Regional Park** contains picturesque open space that includes picnic areas, a gazebo, playgrounds, horseshoe pits, volleyball courts, softball areas, campsites and a walking trail.
- **Monterey County Agricultural & Rural Life Museum** gives visitors a historical peek into the agriculture that has shaped the Salinas Valley.
- **Department of Motor Vehicles, Highway Patrol, County Sheriff's Department, Cal Fire and United States Forest Service** all have local offices within the city.

You know when you see perfect timing.

As opportunities and resources abound and affordable land remains available, it's a highly strategic time to participate in the expansion of what is becoming one of the Central Coast's fastest-growing towns. Available land includes residential, industrial and agricultural commercial properties in the historic downtown area and with freeway visibility.

For businesses looking to enter the market, King City is an untapped resource with a number of unmet markets waiting to be served to the entire Salinas Valley area and population. Within the community, businesses can find an available workforce and a variety of quality housing for all income levels. A number of financial institutions, local contractors and regional business organizations are ready to assist you in meeting your goals.

When you
come across
opportunity...
you know.

Do more than just invest.

Develop and shape
King City's future.



Start by contacting us at one of the following locations:



CITY OF KING

212 South Vanderhurst Avenue
King City, CA 93930

(831) 386-5925

Fax: (831) 386-5935

www.kingcity.com



KING CITY CHAMBER OF COMMERCE AND AGRICULTURE

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