



Connecting William Street

Planning & facilitating redevelopment

Public Feedback



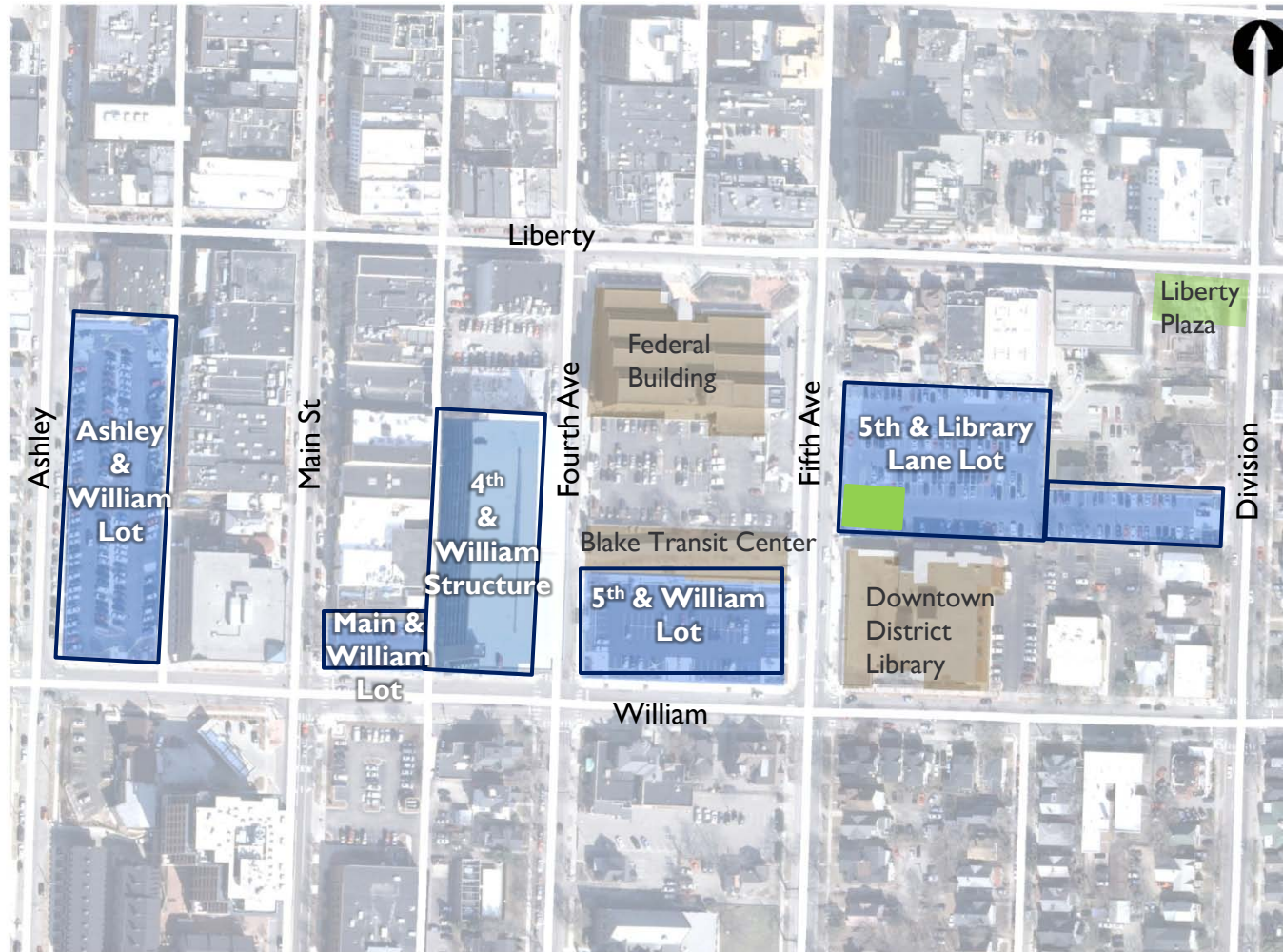


CWS Project Goal:

The goal of the project is to create strategies for transforming five City-owned sites into uses that will better serve the community.



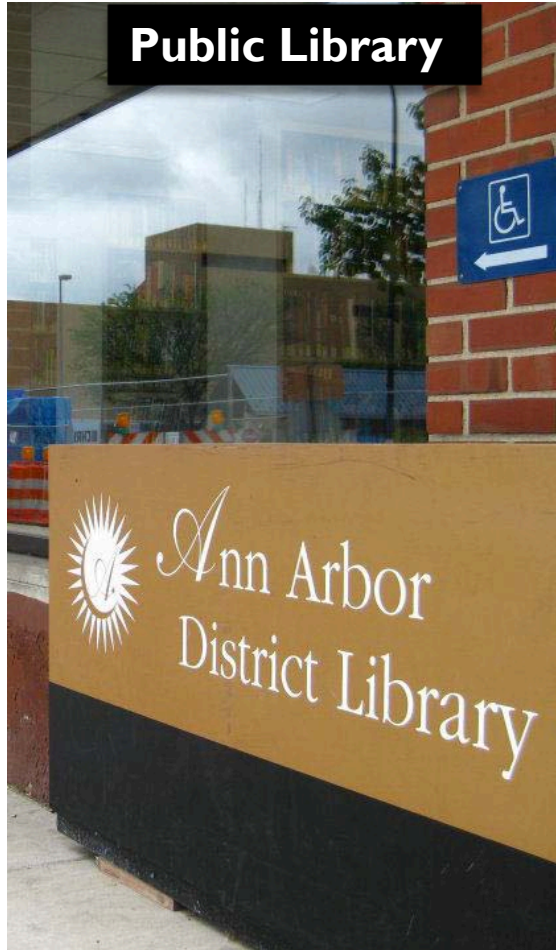
Planning Area





District Anchors

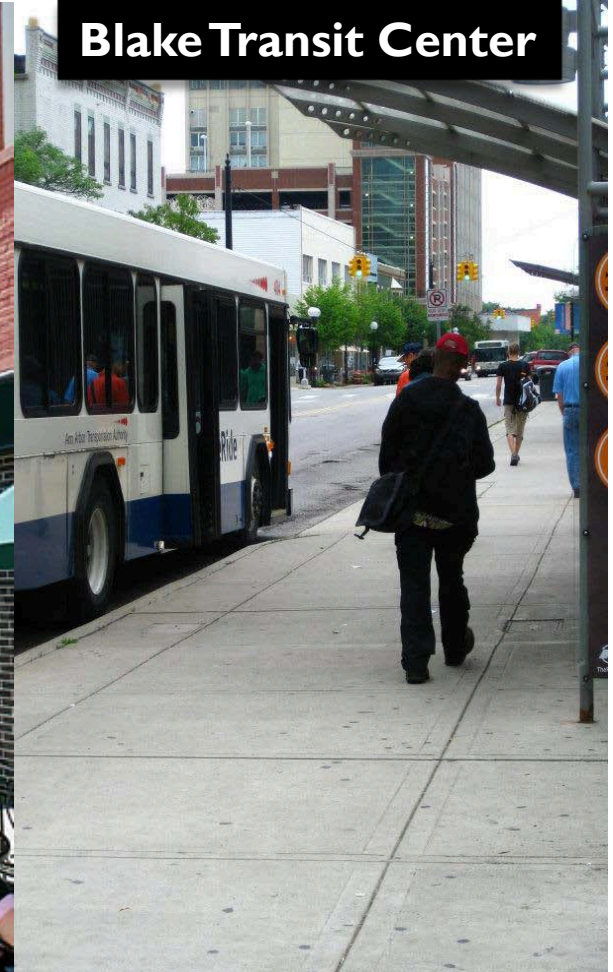
Public Library



Main Street



Blake Transit Center



District Streetscape Environment





Overarching Goals from Council Approved Downtown Plans

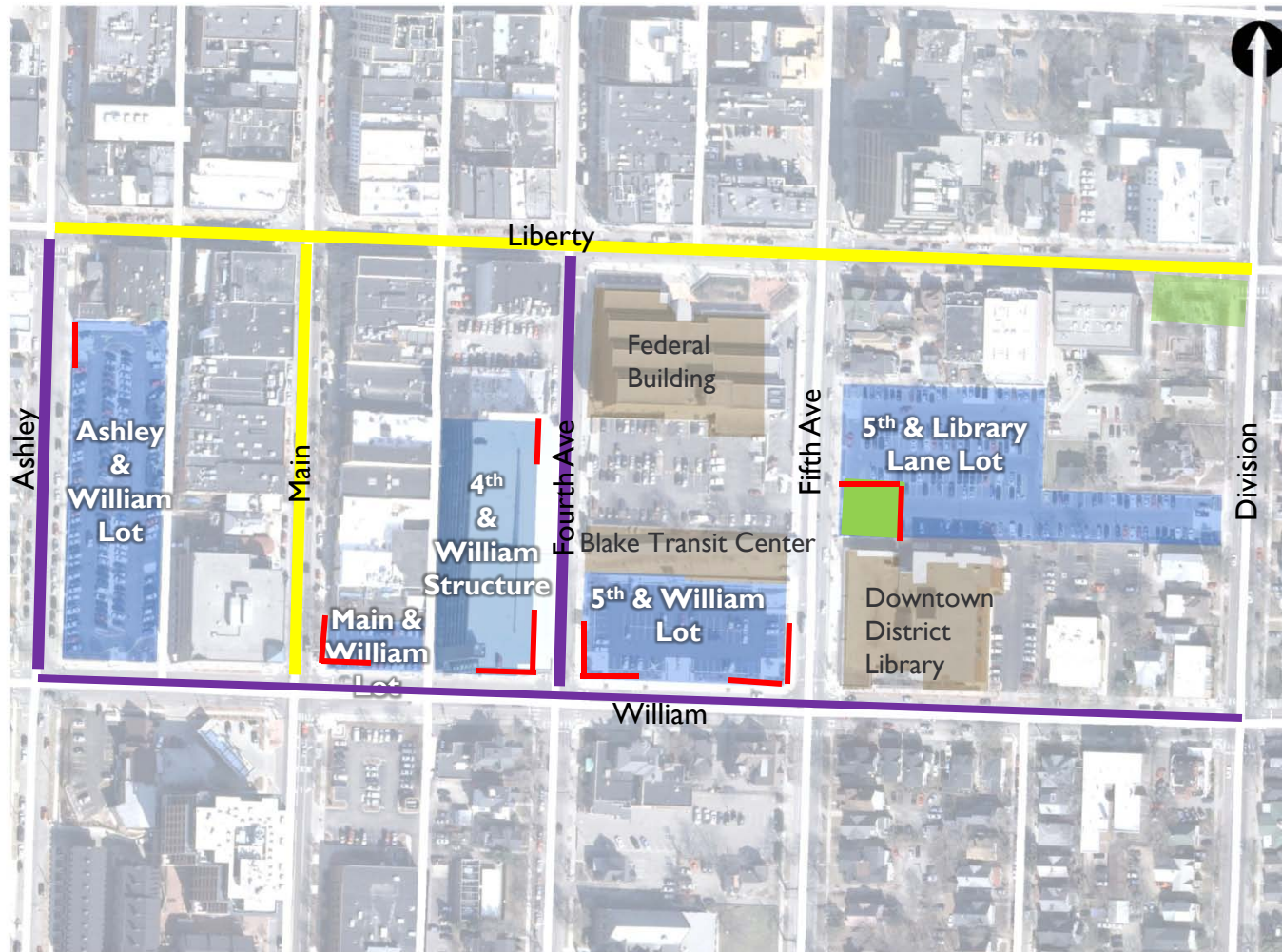
- Diversity of uses & center of activity
- Center of commerce & jobs
- Diversity of residential opportunities
- Dense land use & development
- Development that respects context & character area intent
- Adequate infrastructure to support development
- Emphasis on street-level pedestrian scale & non-motorized connectivity
- Emphasis on green building & high quality materials

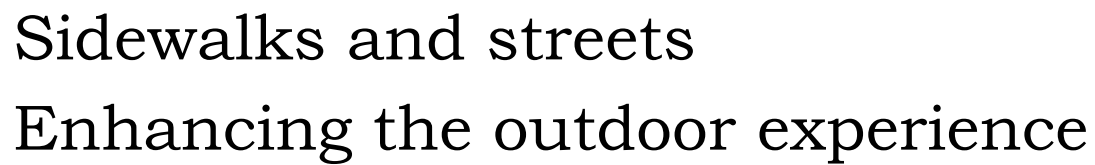


Enhancing the Outdoor Experience



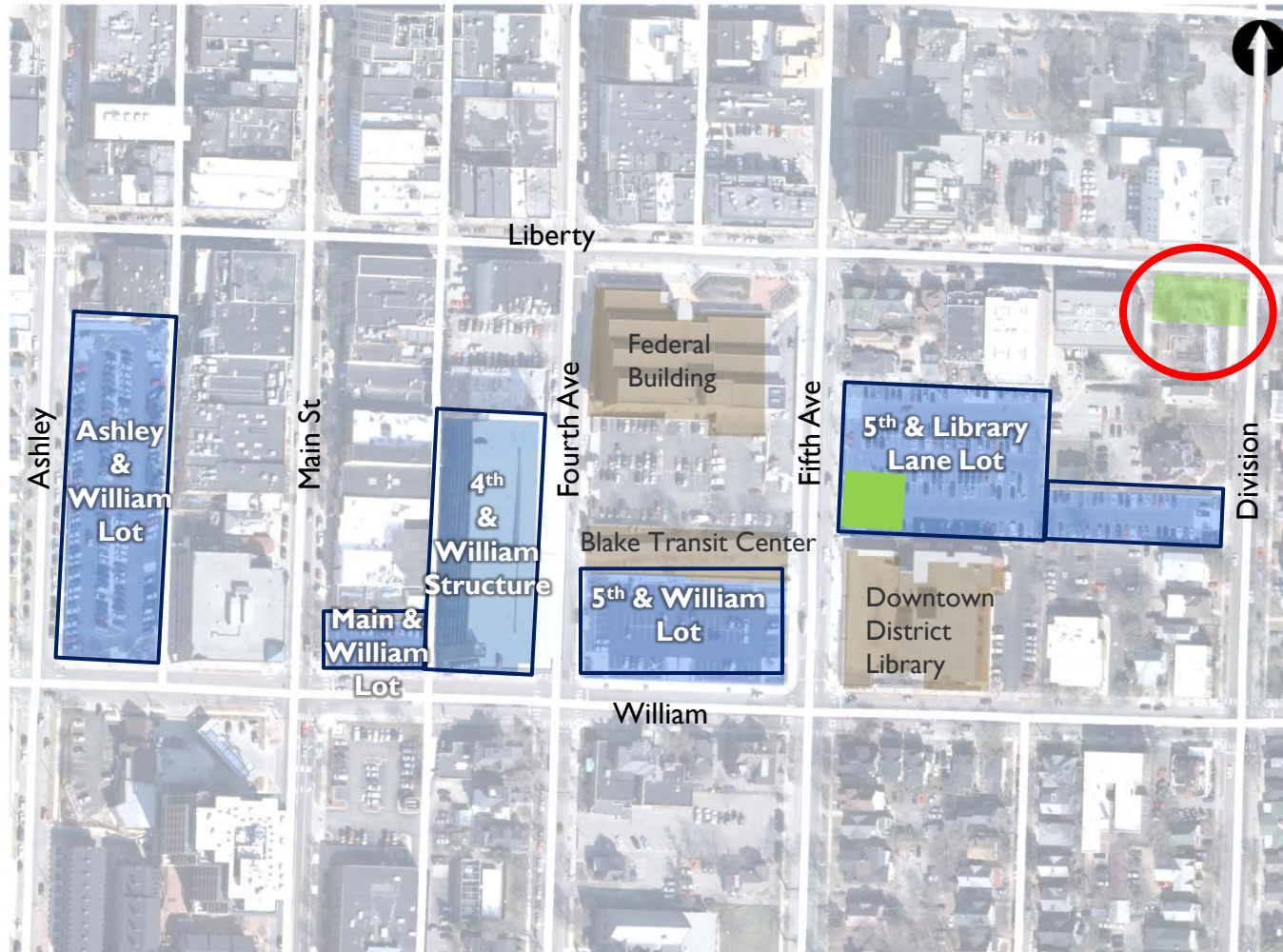
Enhancing the Outdoor Experience





Urban Plazas

Enhancing the Outdoor Experience



Liberty Plaza Design Goals

WORK WITH PARKS ADVISORY COMMISSION ON RECOMMENDATION:

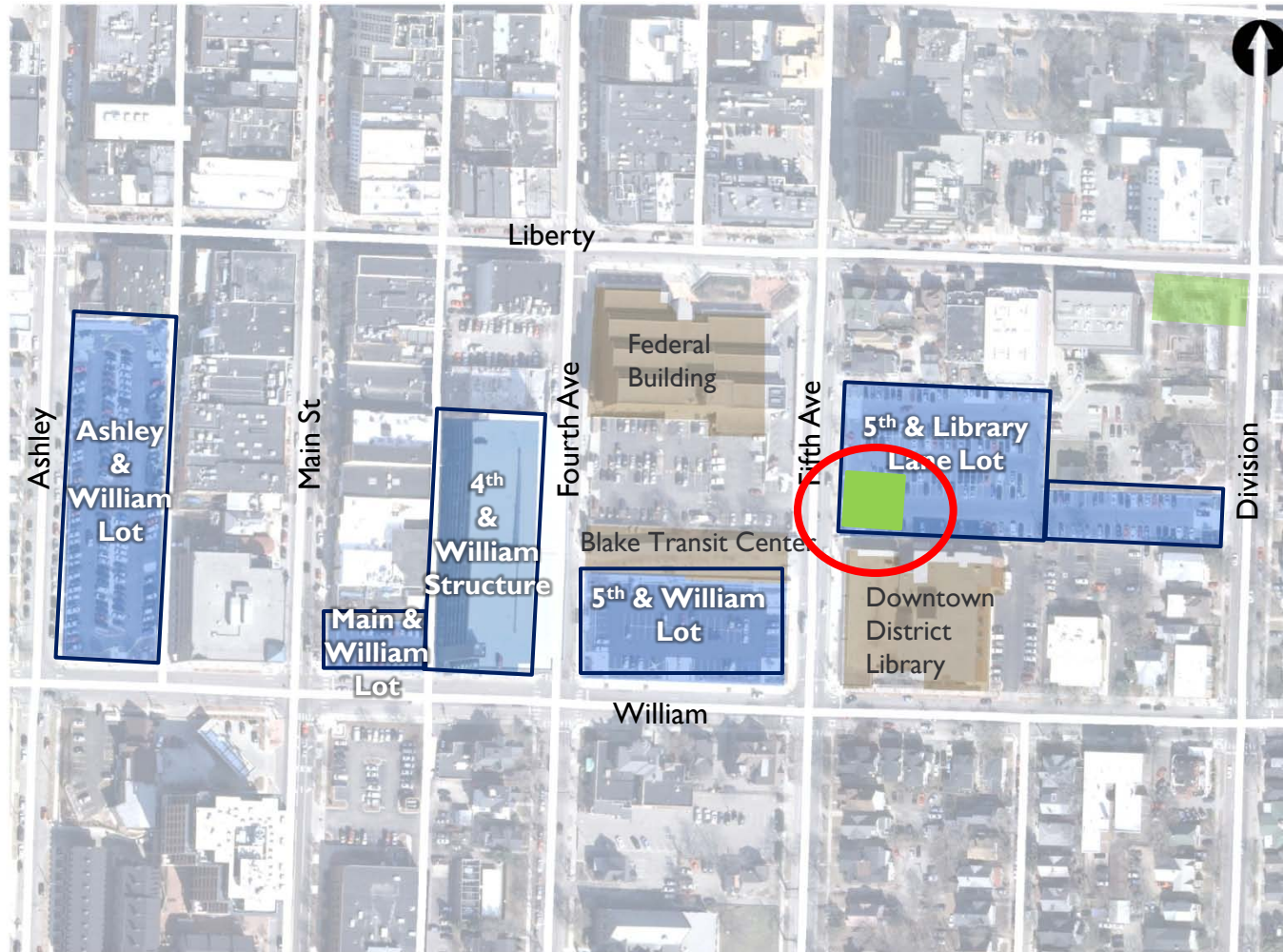
**IMPROVE ACCESSIBILITY AND
VISIBILITY FROM THE STREET**

**INVESTIGATE WAYS TO PROVIDE BETTER
CONNECTIVITY TO ADJACENT SITES AND THE NEW
LIBRARY LANE SITE**

**CONSIDER “RENEWAL” OF LIBERTY
PLAZA – DESIGN MODIFICATIONS
AND OPERATION, SECURITY AND
PROGRAMMING IMPROVEMENTS**

Urban Plazas

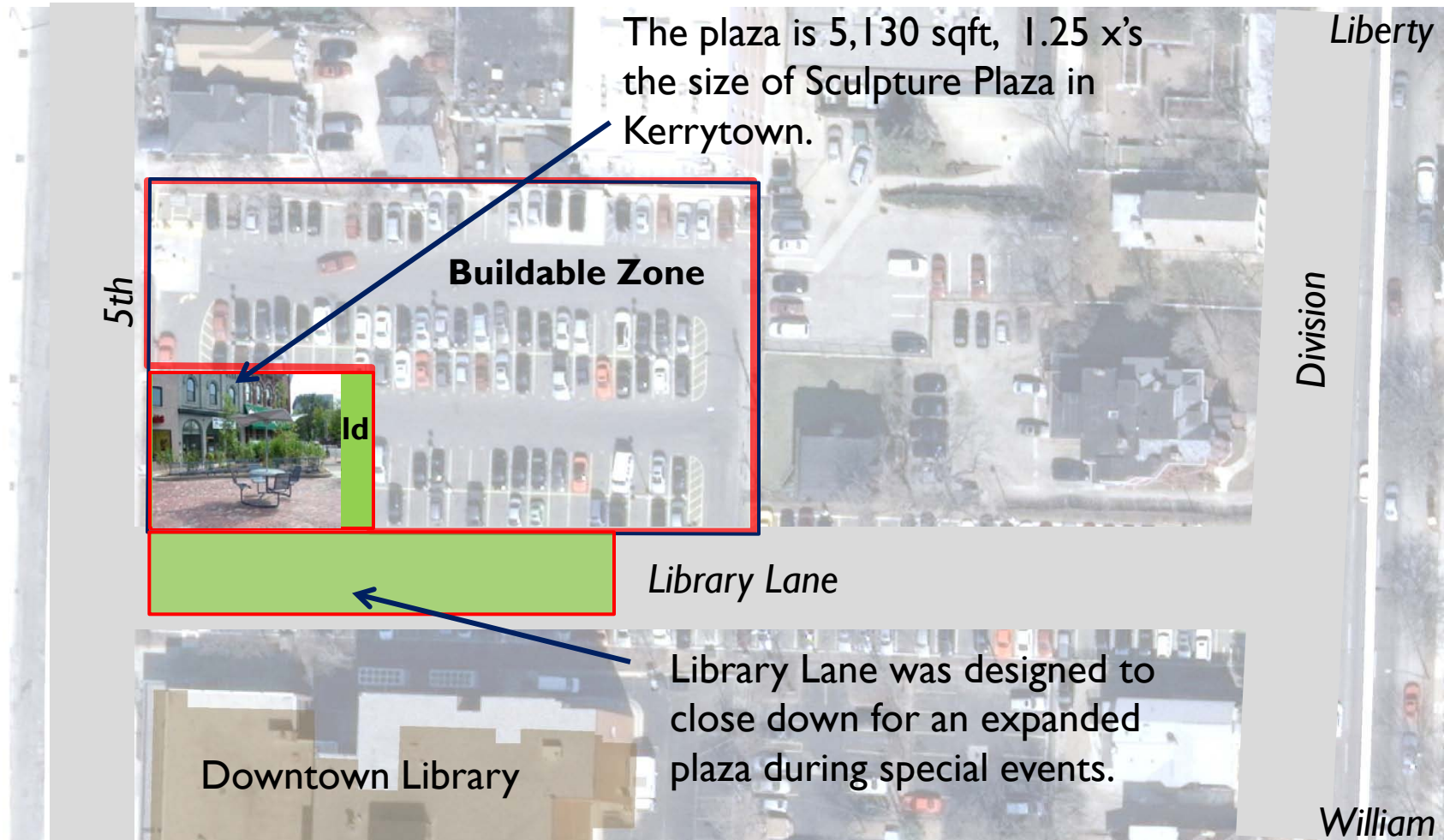
Enhancing the Outdoor Experience





Library Lane Plaza Design

The site was designed with a plaza and flexible event space built in.





Creating Development Strategies



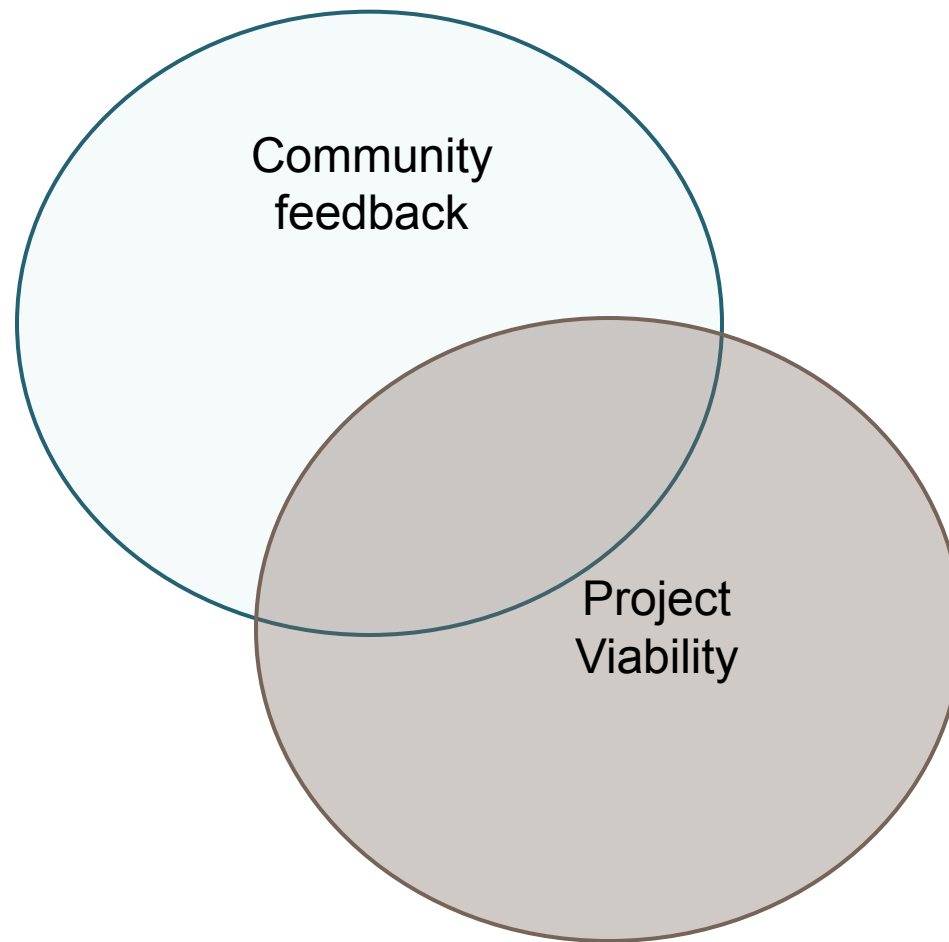
Community
feedback

Understanding our community:

Themes from March community feedback

Overarching theme: A vibrant downtown and active sidewalk experience, with perhaps more attention to a few select areas:

- ▶ Building quality & design
- ▶ Economic development - job creation & support for independent and retail business
- ▶ Housing - a range of housing options, including affordable housing
- ▶ Open space/plazas - a range of types and amount



Understanding the market

What is a land use economist? Why use one?

A land use economist works on behalf of communities to help them:

- Understand the costs & benefits of future development
- Understand how developers think & make decisions
- Make better, more informed decisions



Understanding the market

Housing: 1300 new apartments could be captured in downtown by 2016

Office: 500,000 sf could be supported in downtown

- Current downtown inventory limited above 15,000 sf

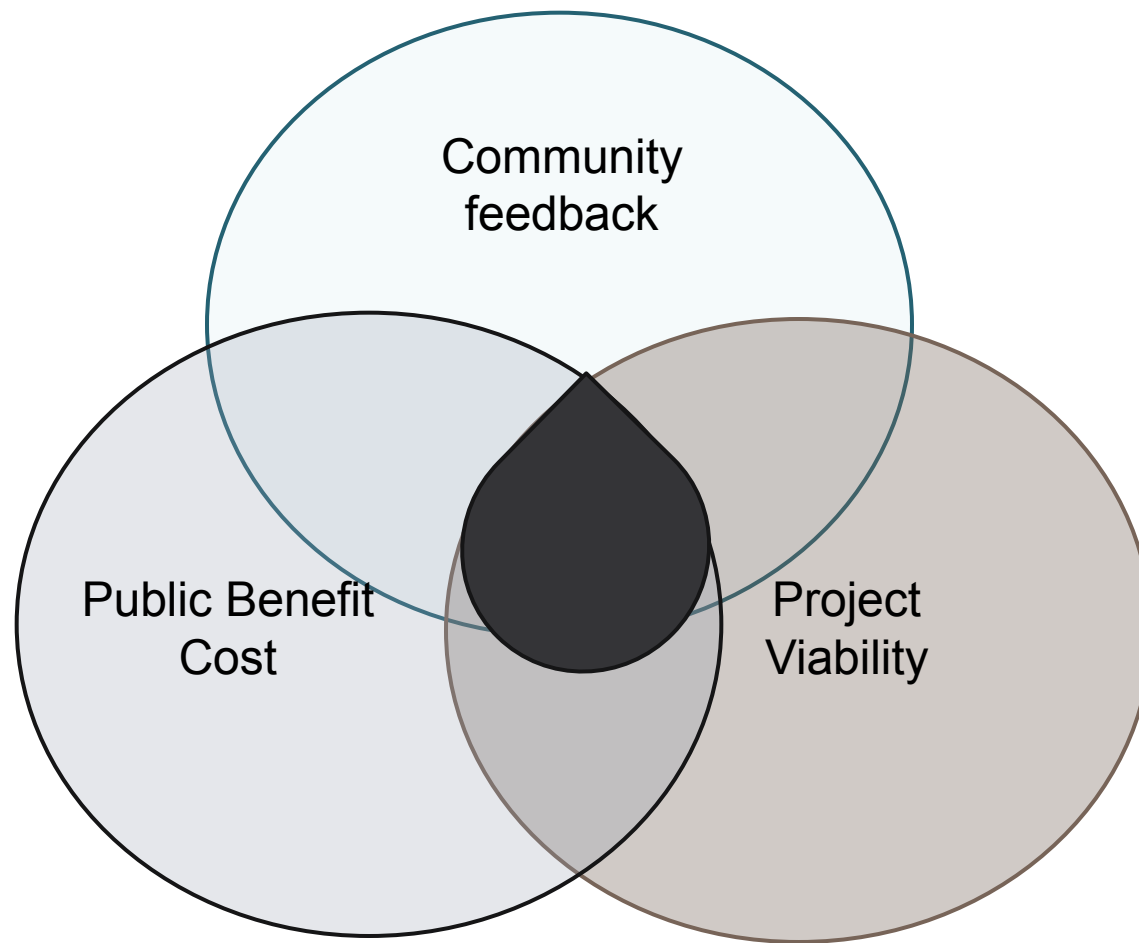
Dining & Entertainment: 160 % of National Spending Average

Retail Generally should be small in scale, exception – recruiting an anchor retail (i.e. Apple Computer)

Lodging: Interviews and initial data analysis indicate lodging is supportable

Additional uses included in the conversation:

- ▶ Public Plaza/Park
- ▶ Cultural venue





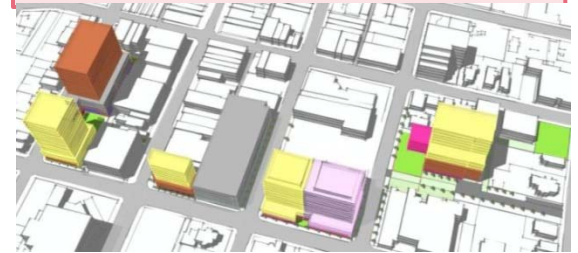
Scenario A



Scenario B



Scenario C



Review Draft Scenarios

DRAFT SCENARIO A





Draft Scenario A

Buildings 3-5 Stories

Ashley & William

68 Residential townhomes



Fifth & Library Lane

Ground floor retail/restaurant
+Plaza
+Office



Main & William

Parking & public flex space for events.

4th & William

Façade improvements

Fifth & William

Ground floor retail/restaurant
+Office





DRAFT SCENARIO B





Draft Scenario B

Buildings 3-8 Stories

Ashley & William

18 Residential townhomes
+Ground floor prof. office
+Office



Fifth & Library Lane

Ground floor retail/restaurant
+Plaza
+Hotel



Main & William

Ground floor retail / restaurant
+Office



Fourth & William

Façade improvements
+ Small incubator space



Fifth & William

Ground floor retail/restaurant
+Office





DRAFT SCENARIO C





Draft Scenario C

Buildings 10-14 Stories

Ashley & William

Ground floor retail/restaurant
+Office
+Cultural venue
+Residential



Fifth & Library Lane

Ground floor large anchor retail
+ Office
+Residential



Main & William

Ground floor retail/restaurant
+Office
+Residential

Fourth & William

Deck façade improvements
+Large small business incubator space

Fifth & William

Ground floor retail/restaurant
+Residential
+Hotel

Community leverages premiums –
housing, plaza space, green building

Scenario Summary

Scenario A



3-5 stories

Focus on office space

- Some ground floor retail
- Improves appearance of parking structure
- 68 residential units

Residents: 100-150

Annual new household dollars in local economy: \$2.5-\$3 million

Jobs: 500-600

Annual employee spending in local economy: \$3.4 -\$4 million

Approx. total sales: \$6 million

Scenario B



3-8 stories

Focus on office space

Explores other possible uses:

- Small business incubator
- Lodging use
- 18 residential units

Residents: 50-100

Annual new household dollars in local economy: \$1.5-\$2 million

Jobs: 900-1,000

Annual employee spending in local economy: \$6 - \$6.7 million

Approx. total sales: \$12 million

Scenario C



10-14 stories

Large amount of res. & office

Explores other possible uses:

- Large business incubator
- Lodging & cultural uses
- Urban format anchor retail
- 280 residential units

Residents: 350-400

Annual new household dollars in local economy: \$7.5 -\$8 million

Jobs: 800-900

Annual employee spending in local economy: \$5.4 - \$6 million

Approx. total sales: \$33 million

Scenario Summary

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Feedback Question #1

Development Density



All three scenarios are within zoning & market demand recommendations.

Focusing on building scale, please check the scenario(s) you feel support & enhance the Main Street area and adjacent blocks? (Check all that apply)

_____ **Scenario A**

_____ **Scenario B**

_____ **Scenario C**

Scenario Summary

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Jobs: 800-900

Annual employee spending in local economy: \$5.4 - \$6 million

Approx. total sales: \$33 million

Feedback Question #2

Development Density



All three scenarios are within zoning & market demand recommendations.

*Focusing on building scale, please check the scenario(s) you feel support & enhance the Library, transit center, and adjacent blocks?
(Check all that apply)*

_____ **Scenario A**

_____ **Scenario B**

_____ **Scenario C**



Feedback Question #3

Scenario Benefits

Please check the scenario(s) that you feel contributes to the important community goals listed below (*check all that apply and refer to scenario summary as needed*).

Goals	A	B	C
Job growth, and business attraction/retention			
Support for independent/start-up businesses			
More vibrant planning area, interesting & safe place to walk			
Attracting new residents			
Attracting visitors & shoppers			
Increased opportunity for outdoor gathering & events			
Please feel free to share an additional extremely important goal for this project area			

Scenario Summary

Scenario A



3-5 stories

Focus on office space

- Some ground floor retail
- Improves appearance of parking structure
- 68 residential units

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Jobs: 500-600

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Approx. total sales: \$6 million

Scenario B



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- Lodging use
- 18 residential units

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Scenario C



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Scenario A



Scenario B



Scenario C



Review Site Level

Existing Site

Draft Ashley & William Lot

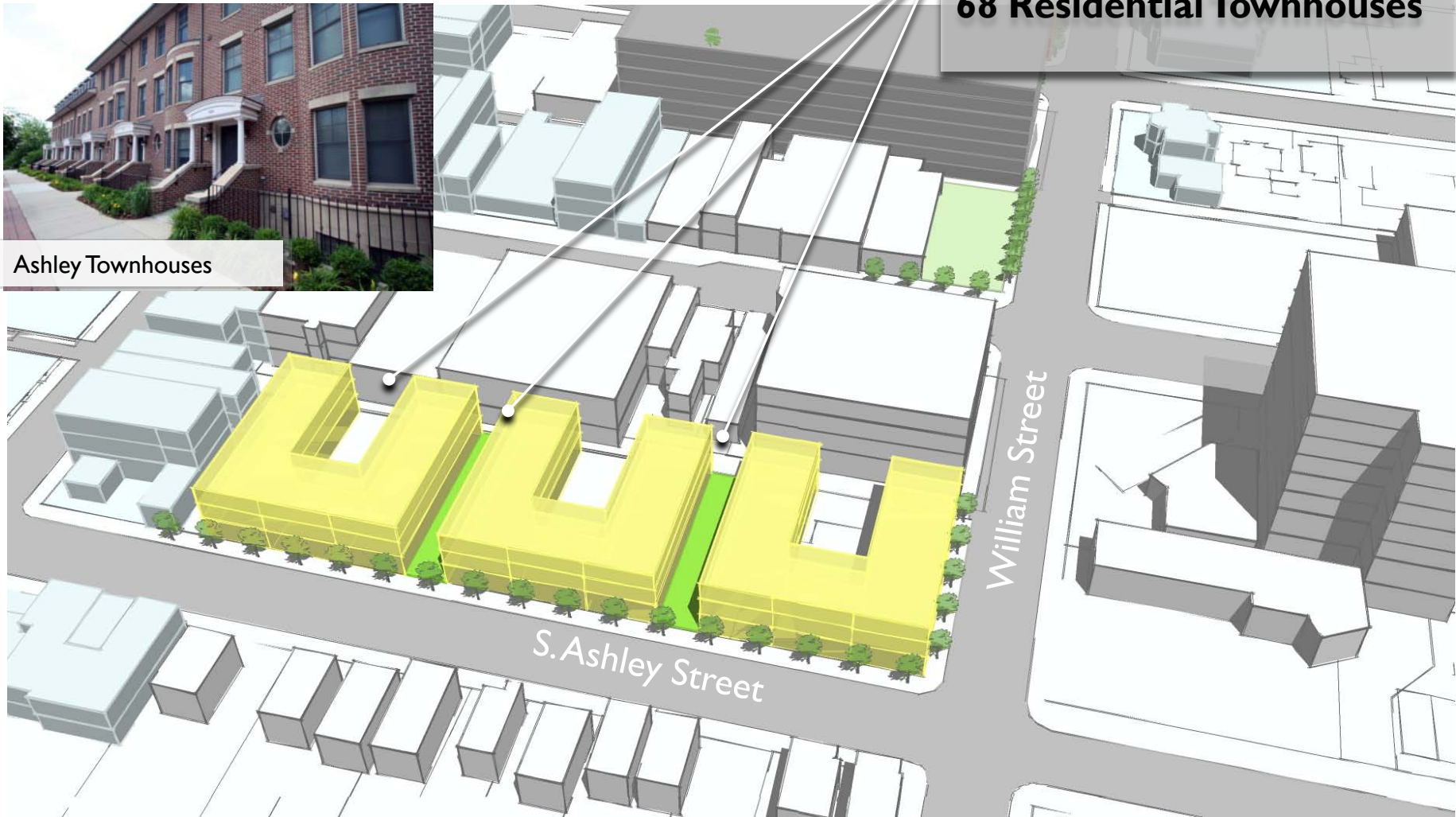


Scenario A

Draft Ashley & William Lot



Ashley Townhouses



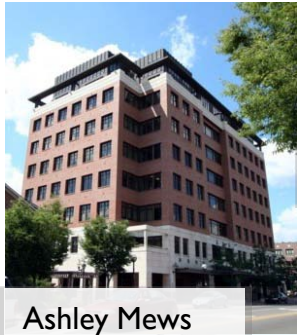
3 stories

68 Residential Townhouses

Scenario B

Draft Ashley & William Lot

3 & 8 stories
18 Residential Townhouses
Office
Ground Floor Office



Ashley Mews

Ashley Townhouses



Scenario C

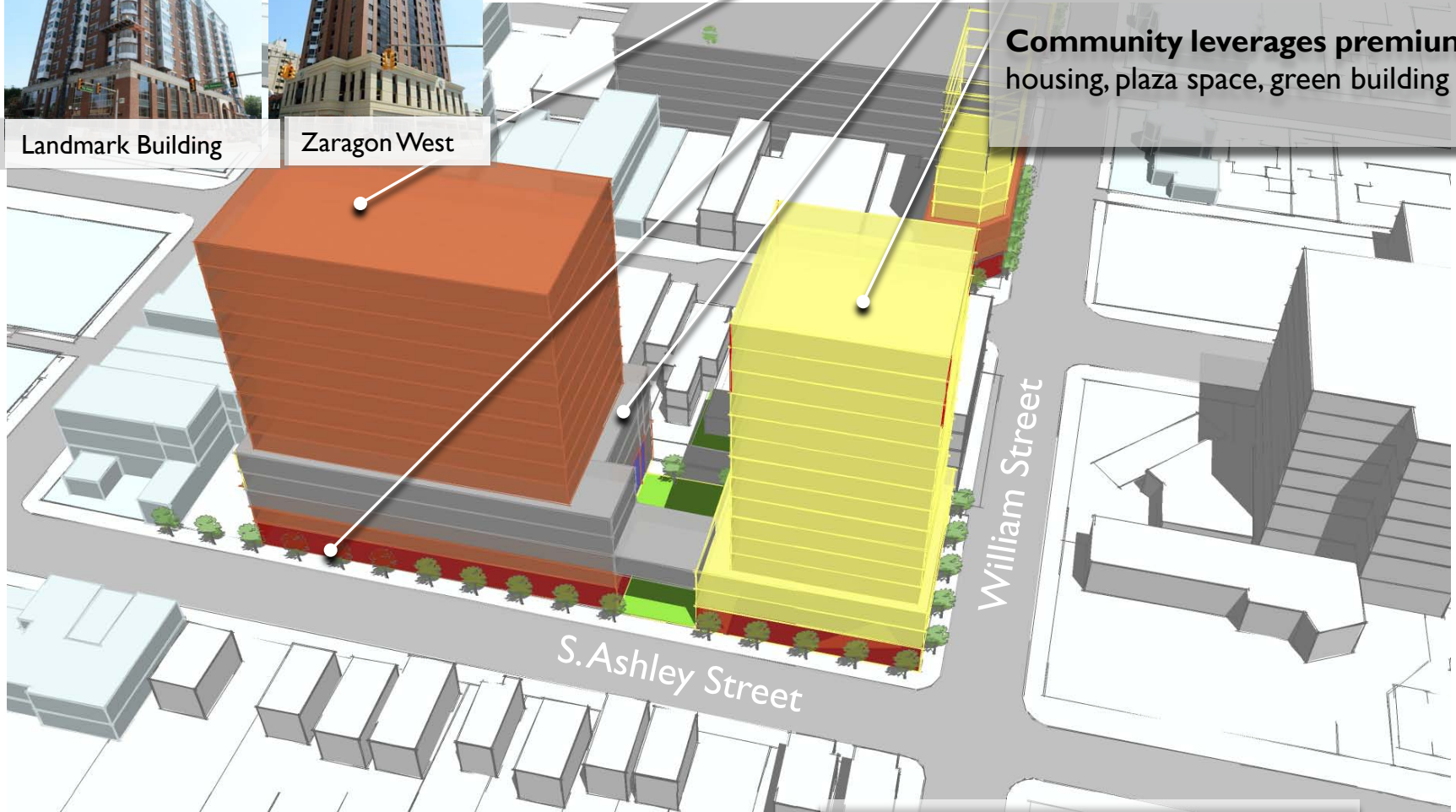
Draft Ashley & William Lot



Landmark Building



Zaragon West



15 stories

Office

Retail / Entertainment

Cultural venue

95 Residential Units

Community leverages premiums
housing, plaza space, green building

Draft Ashley & William Lot

Scenario A



Residential Townhomes (3 stories)

- 68 Residential Units

Scenario B



Adds office & active ground floor (3 & 8 stories)

- Office
- Ground Floor Professional Office (transition to retail)
- 18 Residential Units

Scenario C



Adds retail & performance space (15 stories)

- Office
- Retail / Entertainment
- Cultural venue
- 95 Residential Units

Requires green building, residential, and/or plaza space



Feedback Question #4

Building Uses - Locations

As we mentioned, these scenarios are flexible. For each site, please select the uses that you feel could support & enhance the adjacent uses and assets (select all that apply).

	Ashley & William	Main & William	Fifth & William	Library Lane
Cultural / Performance Venue				
Anchor / Destination Retail				
Public park/plaza space				
Business incubator space				
Lodging				
Office				
Housing				

Existing Site

Draft Main & William



Scenario A

Draft Main & William



Scenario B

Draft Main & William Lot



Scenario C

Draft Main & William



Proposed Tierra on Ashley



10 stories

Ground floor retail

Office

24 Residential Units

Community leverages premiums
housing, plaza space, green building

Draft Main & William Lot

Scenario A



Remains as is

- Parking, closing for special events
- Possible design improvements

Scenario B



Added a building (5 stories)

- Office & ground floor retail

Scenario C



Added residential (10 stories)

- Office, ground floor retail
- 24 residential units

Requires green building, residential, and/or plaza space

Feedback Question #4

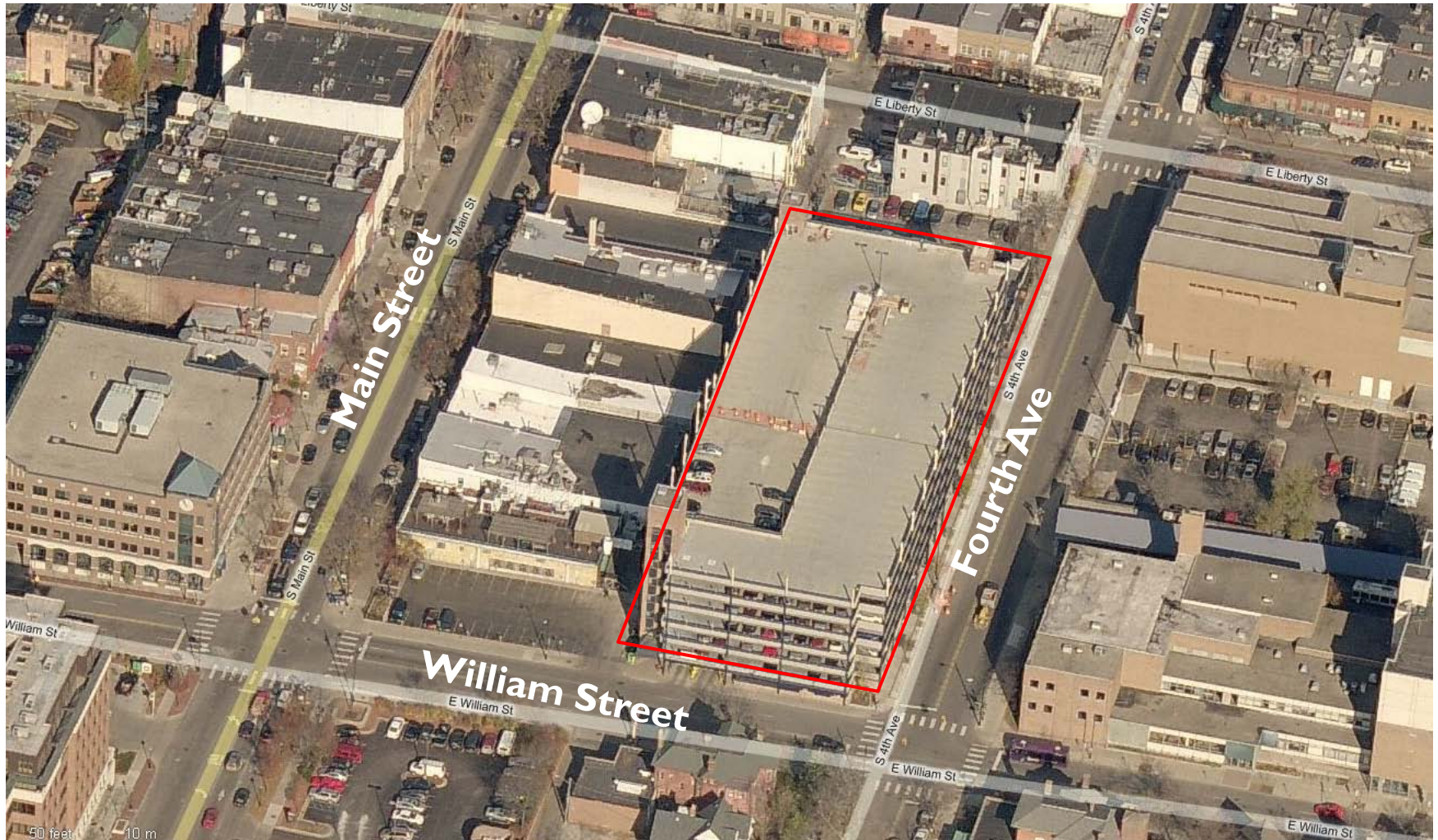
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	Ashley & William	Main & William	Fifth & William	Library Lane
Cultural / Performance Venue				
Anchor / Destination Retail				
Public park/plaza space				
Business incubator space				
Lodging				
Office				
Housing				

Existing Site

Draft Fourth & William

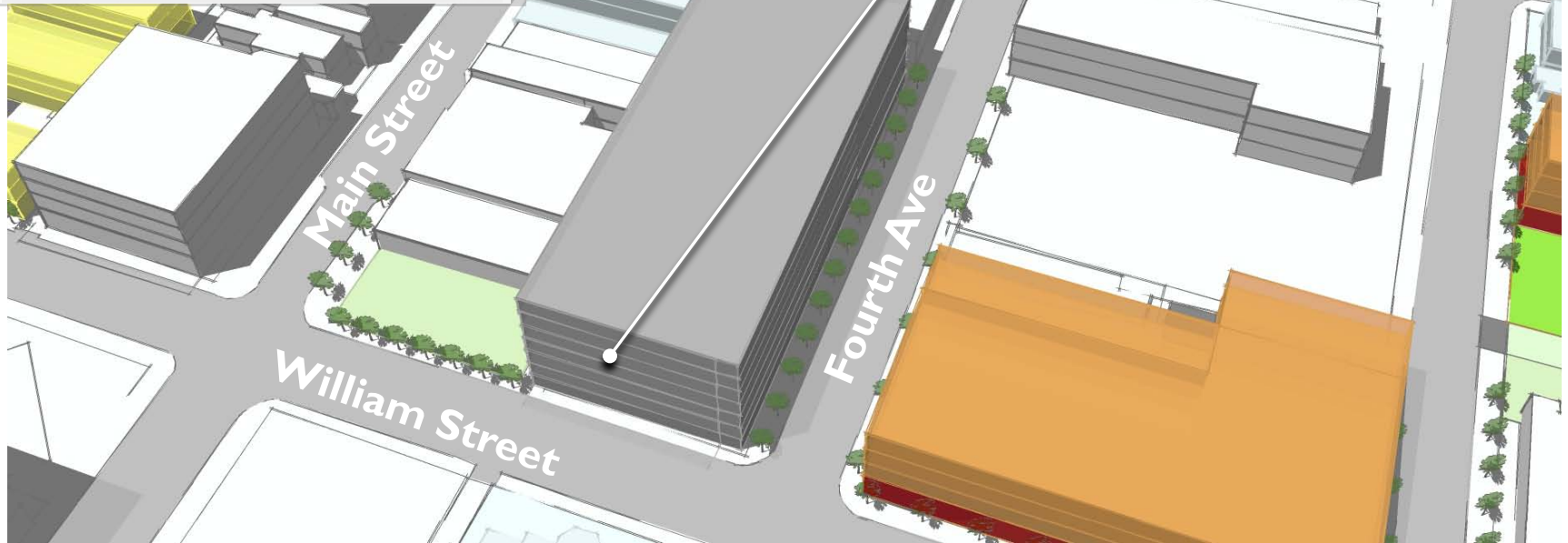


Scenario A

Draft Fourth & William



Façade improvements, Santa Monica, Ca

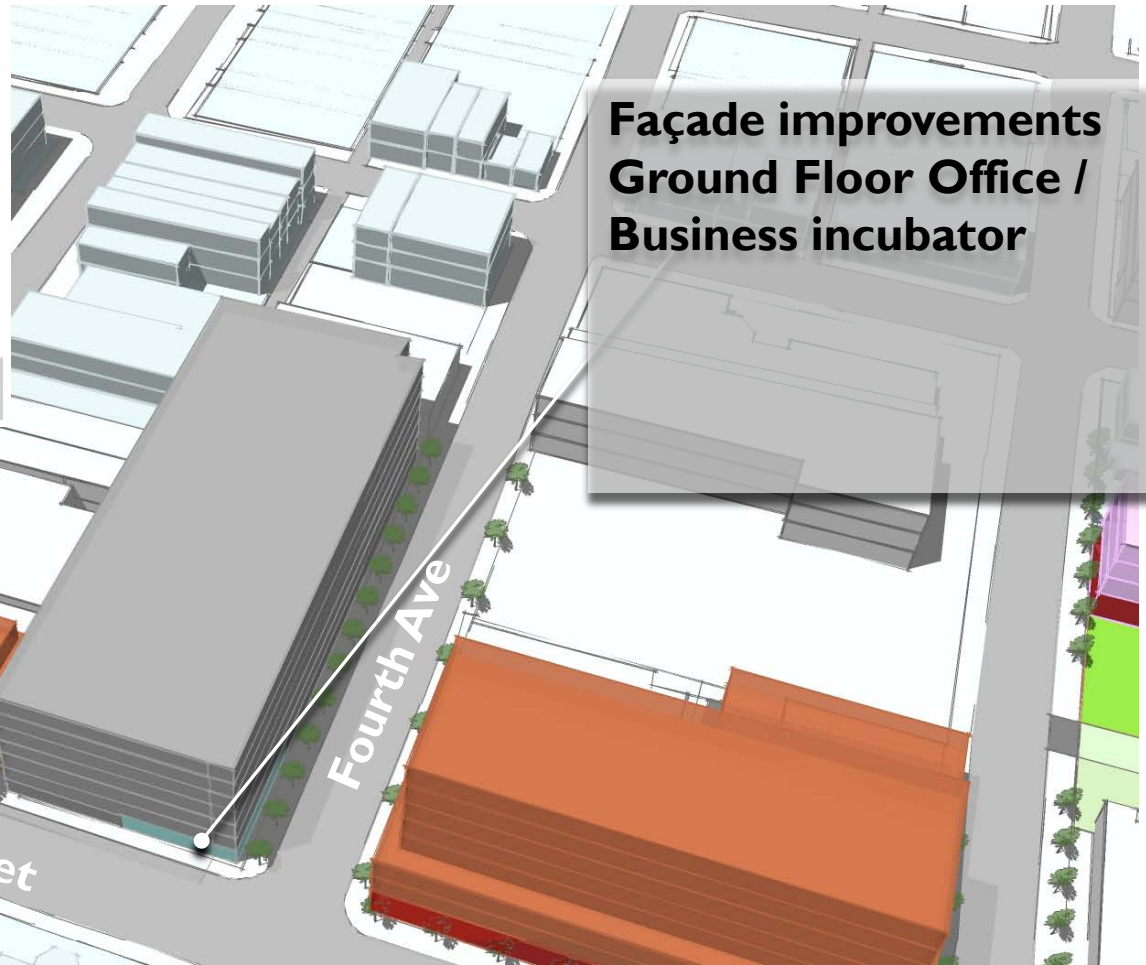


Scenario B

Draft Fourth & William Lot



Façade & commercial, Santa Monica, Ca



Scenario C

Draft Fourth & William



Façade, commercial, transit – Lancaster, Pa



Draft Fourth & William Parking Structure

Scenario A



Façade improvements

Scenario B



Added small business incubator space

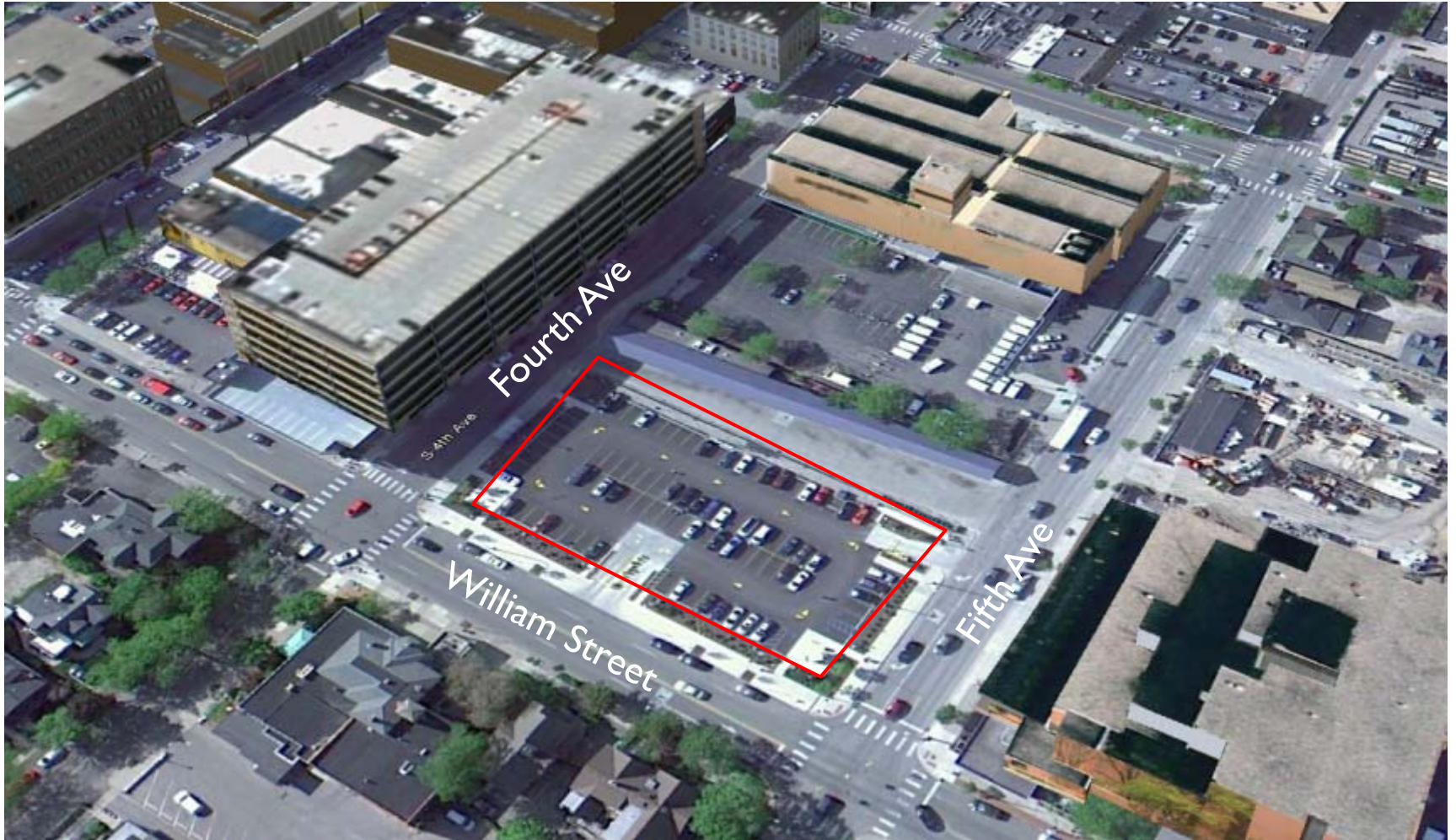
Scenario C



Added larger small business incubator space

Existing Site

Draft Fifth & William Lot



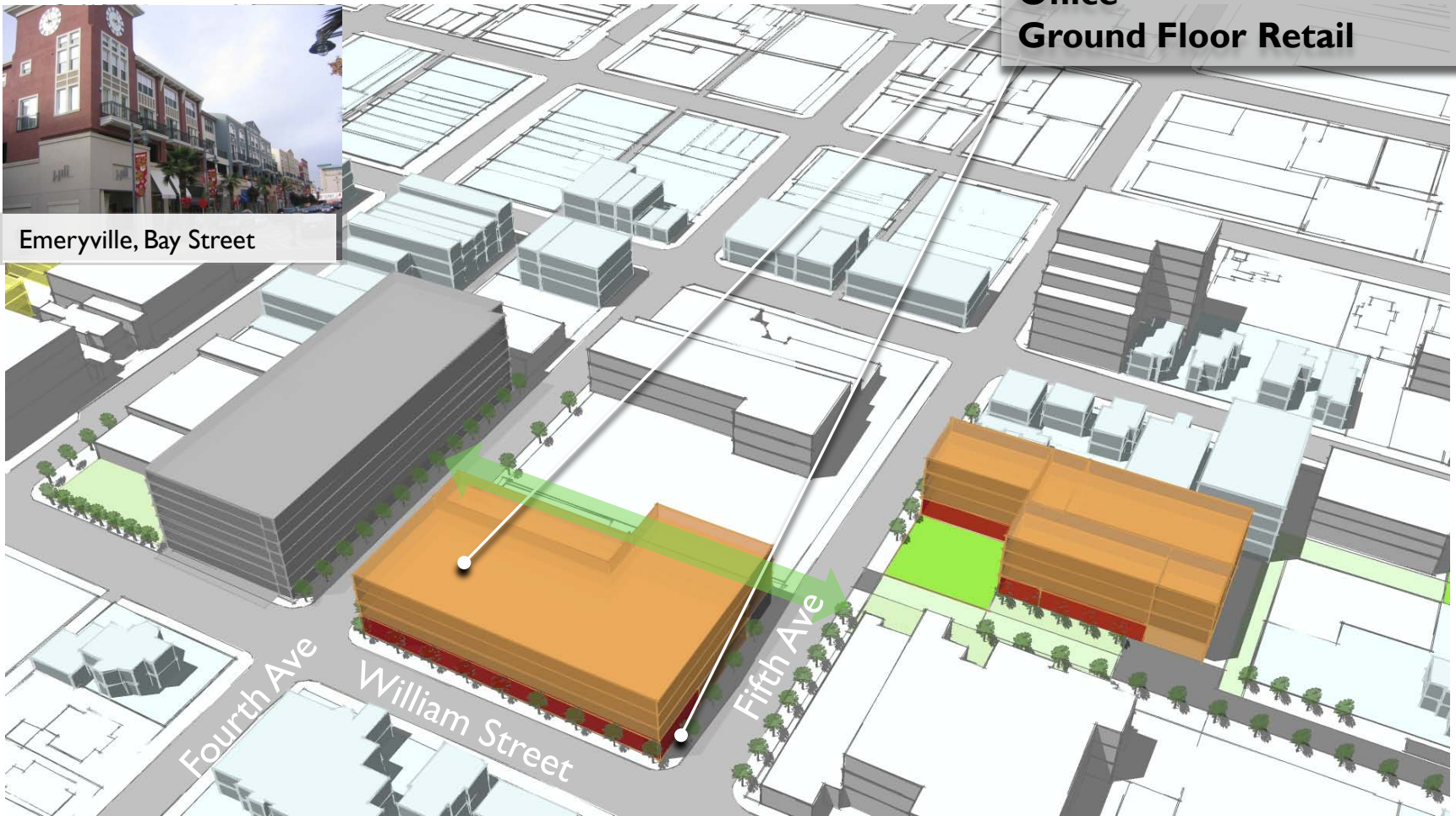
Scenario A

Draft Fifth & William Lot

4 Stories
Office
Ground Floor Retail



Emeryville, Bay Street



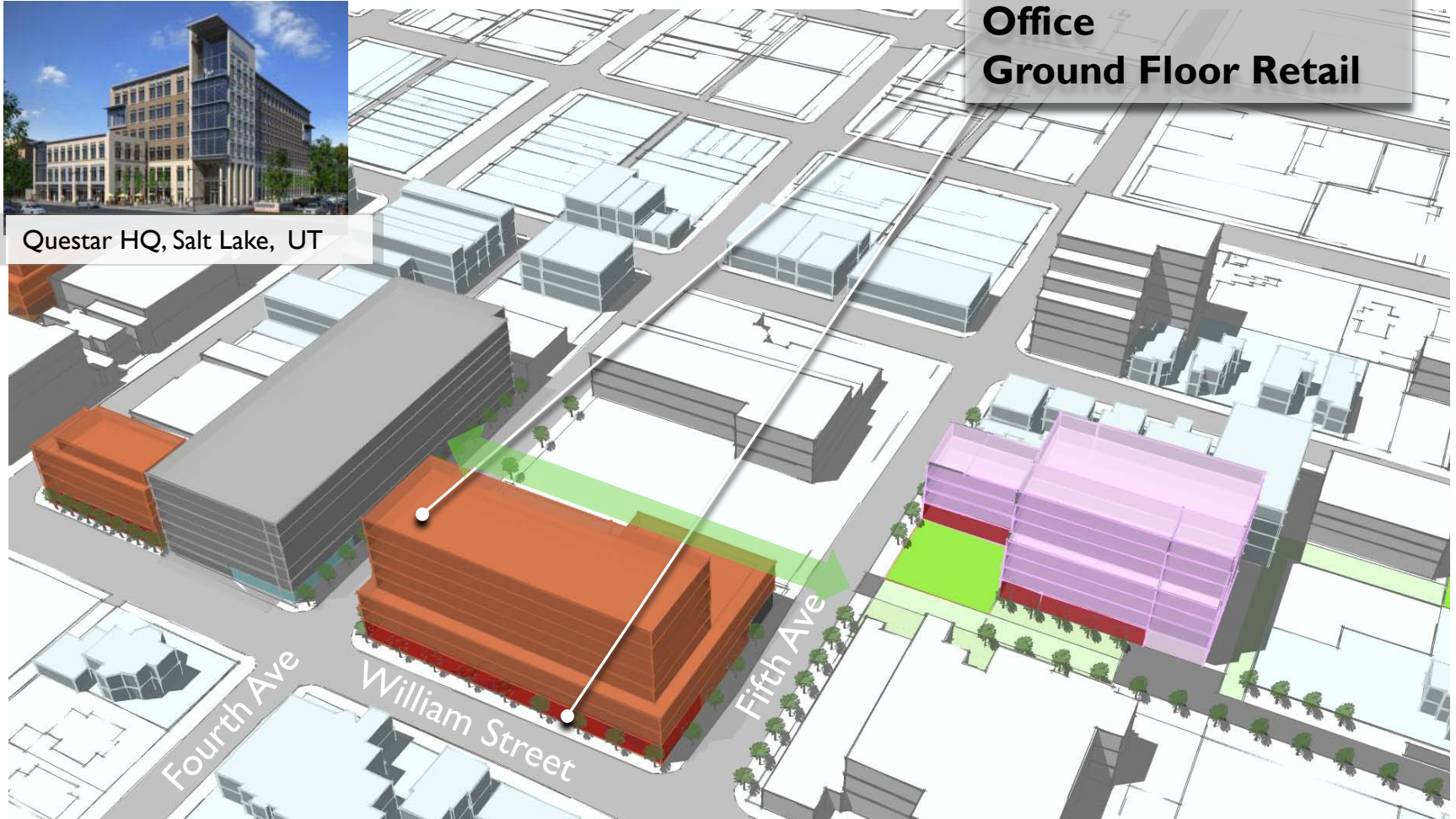
Scenario B

Draft Fifth & William Lot



Questar HQ, Salt Lake, UT

8 stories
Office
Ground Floor Retail



Scenario C

Draft Fifth & William Lot



Landmark Building



Draft Fifth & William Lot

Scenario A



Office & ground floor retail (4 stories)

Scenario B



Office & ground floor retail (8 stories)

Scenario C



Mixed Use – Lodging & Residential with ground floor retail (13 stories)

- 74 units of Residential
- Possibility of 330 room hotel

Requires green building, residential, and/or plaza space

Feedback Question #4

Building Uses - Locations

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	Ashley & William	Main & William	Fifth & William	Library Lane
Cultural / Performance Venue				
Anchor / Destination Retail				
Public park/plaza space				
Business incubator space				
Lodging				
Office				
Housing				

Existing Site

Draft Library Lane Lot



Scenario A

Draft Fifth & Library Lane Lot



Scenario B

Draft Fifth & Library Lane Lot



Dahlman Campus Inn



7 stories
Potential for 180 room Hotel
Ground Floor Retail



Scenario C

Draft Fifth & Library Lane Lot



Zaragon West



14 stories

Office

72 Residential Units

Ground floor anchor retail

Community leverages premiums
housing, plaza space, green building

Draft Fifth & Library Lane Lot

Scenario A



Office & ground floor retail (4 stories)

Scenario B



Lodging and ground floor retail (7 stories)

- Possibility of 180 room hotel

Scenario C



Mixed use Office & Residential – adds Anchor Retail (14 stories)

- 72 units of Residential

Requires green building, residential, and/or plaza space

Feedback Question #4

Building Uses - Locations

As we mentioned, these scenarios are flexible. For each site, please select the uses that you feel could support & enhance the adjacent uses and assets (select all that apply).

	Ashley & William	Main & William	Fifth & William	Library Lane
Cultural / Performance Venue				
Anchor / Destination Retail				
Public park/plaza space				
Business incubator space				
Lodging				
Office				
Housing				

Feedback Question #5

Special Uses – Land Value

Some desired uses/elements we've heard about from the community may not be as marketable as residential and office. Inclusion can potentially impact land value (how much the City will receive in a sale).

For each special use/element below, please select those that you feel are as important as receiving full market value, and encouraging the use (select all that apply).

Special uses we've heard are desirable:

- ☐ Cultural / Performance Venue
- ☐ Anchor / Destination Retail
- ☐ Public Park/Plaza Space
- ☐ Business Incubator Space
- ☐ Affordable Housing
- ☐ Green building practices
- ☐ Other

Thank you for your time!

Next steps:

In September, we plan to use the feedback we've received to piece together components from the scenarios into a recommended draft plan.

We'll review this recommendation with the public through meetings & surveys

A final recommendation will include implementation recommendations & decision making tools

Stay engaged:

- Sign up to receive email updates and invitations
- Check our website www.connectingwilliamstreet.org for additional opportunities

