

BRINGING MAIN STREET TO LIFE!

REDESIGN AND REVITALIZATION TOWARD A PEOPLE-FRIENDLY MAIN STREET IN DOWNTOWN WOODLAND, CA



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ABSTRACT

For years people have been making efforts to restore and preserve many of our historical buildings and landscapes in hopes of preserving these settings for the education future generations. Such restoration provides opportunities for current generations to relive and reenact the ways of life of previous generations. Although we try to incorporate these preserved places into society as historical relicts, many are forgotten. The focus of this document is to delineate the measures needed to reinvigorate downtown Main Street in Woodland, California, a historical relict of one of the wealthiest American towns per capita in the late 19th century. Recommendations focus on an altered Main Street design that enhances productivity by shifting the balance from a car-oriented street to a street that accommodates cars and pedestrians in a viable manner and encourages visitors to spend time enjoying the street environment. Furthermore, this document offers suggestions on making Main Street a more livable and enjoyable place by adding several businesses and activities, promoting solidarity between businesses as well as the street's historic character to town locals as well as people in neighboring towns. This is done in hopes of restoring the social and economic prosperity that Downtown Woodland once thrived on.

TO MY PARENTS:

(Para mis padres:)

No saben cuánto les agradezco todo lo que han hecho por mi. Aquí les dedico este trabajo que es la culminación de mis estudios escolares. Ustedes son la razón por la que estoy en este punto en mi vida. Gracias por todo el apoyo que me han ofrecido todos estos años que estuve en la universidad. Gracias por no regañarme cuando decidí enfocarme en Arquitectura de Paisaje en vez de continuar Ingeniería. Sobre todo, gracias por siempre ser la brisa en mi espalda.

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PREFACE

Woodland, founded in 1857, has seen a lot of history; it has seen times of great wealth as well as times of decline and instability. It is an important town in Yolo County as it was once the richest per capita town in the United States in the late 19th century and is currently the county seat. Downtown Main Street was once the center of the town where locals and visitors came to shop, to trade, and to dine, but new developments of commercial mega-businesses on the perimeters and other areas of town have decreased the locals' desire for this style of shopping, leading to the decline of downtown areas.

We have evolved into a culture that worships the car in a manner that alters the landscape and designs spaces to support our automobile transportation needs. In recent years however, we have begun to see how this

style of transportation has impacted city life. As such, landscape architects have begun to redesign spaces to accommodate pedestrians in hopes of changing our lifestyles to active, healthier ones as well as encouraging citizens to become more environmentally conscious.

The purpose of this project is to propose a Woodland Main Street design that connects this place with people—a place that will be designed for people and social interaction, not just vehicles. The design will integrate pedestrian and vehicular use and it will be applied in a manner that is safe and attractive. This document will include a design that is responsive to its environment, including appropriate materials and building design. It will help delineate the steps necessary to create a successful, people-friendly downtown public space on Main Street.

Attracting more people will increase movement and flow as well as a solid social atmosphere in this historical downtown area. In this document I present my research, including observations of activities and a subjective attitude survey to facilitate the redesign of the downtown area of Main Street in Woodland, between the Fourth and Walnut cross streets. This effort will provide ideas that are likely to revitalize Woodland's historical sites and make Main Street more inviting as well as pedestrian friendly so that it attracts both locals and visitors from surrounding towns.

In the following chapters I will provide

1. An overview of the history of woodland and describing some of its more impressive buildings
2. The concepts of traffic calming and the four treatments to maintain a historic site
3. A site analysis of Downtown Main Street Woodland
4. A proposed design illustrating the concepts listed above
5. A set of events and experiences to attract people to

the site that go beyond the design

GOALS

1. Bring people to downtown Main Street
2. Design pedestrian-friendly and welcoming spaces
3. Redefine the downtown as a main attraction
4. Give the buildings and streetscape a facelift
5. Propose new activities that will attract visitors

“

There is magic to great streets. We are attracted to the best of them not because we have to go there but because we want to be there. The best are as joyful as they are utilitarian. They are entertaining and they are open to all. They are symbols of a community and of its history; they represent a public memory.

”

--Allan B. Jacobs

1

BACKGROUND AND RESEARCH

History of Woodland

The City of Woodland is rich in history and beauty as exemplified by its unique historic buildings. This is especially true in the downtown area and surrounding neighborhoods with their diverse styles of architecture relevant to the time the buildings were created. In essence, this setting is a legacy for all its inhabitants. The beginning of what is now the City of Woodland dates back to the early 1850s after California became a state and Yolo County was established. In 1853, Henry Wyckoff moved to the area, opened a general store and called it “Yolo City.” In 1857, Frank S. Freeman moved to Yolo County and bought Wyckoff’s store as well as 160 acres of land to develop a town in the hopes of creating one of the richest trading hubs for grain growers. The town received its name after Freeman was granted his petition for a U.S. Post Office; his wife wanted to name it Woodland due to the vast oak woodland forest that was in the area. Freeman began promoting his new town and built new buildings for stores and other



Figure 1. 1 Main Street, Woodland

businesses which he then leased or sold. Woodland continued growing and in 1863 Freeman filed a town plat. Families continued to move to the new town, civic buildings and homes were built as well as a cemetery. Woodland became the most important commercial center in the county and it prided itself in having two county buildings, hotels, shops, a brewery, a drugstore along with other stores. Woodland became connected to the rest of the nation when the railroad was added in 1869; it was formally incorporated in 1871. “Main Street bustled with new stores, hotels, and restaurants, and most

importantly, banks to handle the ample accounts of local business people and farmers. In 1888 Woodland was called the richest town in the U.S. in proportion to its population” (Wilkinson, 1997). The City of Woodland had become a destination to vast amounts of people, locals and visitors walked down Main Street visiting the shops and enjoying the food the restaurants offered. On July 1, 1892, a fire that started in the Chinese sector of Dead Cat Alley spread and destroyed a section of downtown including the Opera House and some homes on Second Street. In 1896 after hard times in a nationwide depression Woodland rebuilt the businesses in downtown as well as a new Opera House. By 1910 Woodland was the largest city in the county and it grew steadily in agriculture, population and businesses. Rice mills, a sugar beet refinery and a tomato cannery were new industries that were started during these forty years of growth. After the Second World War, Woodland grew at an incredible rate; by 1980 its population had increased by 300 percent. The town has been continually developing with housing industrial plants and shopping

centers around the perimeter. It is for the most part, these new developments and business chains that have displaced the vitality from Downtown Woodland. In 1990 one million dollars in public funds were appointed to beautify the downtown area and construct Heritage Plaza next to the Opera House. In 1992 the city adopted a specific plan for the downtown area highlighting the need and desire to preserve and enhance its historic commercial buildings as well as designing the streets to make them more pedestrian friendly. Great recognition came to Woodland when its downtown gained listing in the National Register of Historic places due to its many intact and well-preserved buildings and homes in 1998 (Wilkinson, 1997, Wilkinson, 2003).

Notable Buildings in downtown Main Street

The following buildings stand out because of their peculiar, captivating architecture, intricate detailing, and their immaculate condition in spite of their age. These buildings are great models that would attract locals and people from surrounding towns because they are large in size which makes it easy to capture the attention of passer-bys. Some buildings provide entertainments such as theatre, shopping, and dining, while others provide business needs such as banking.

Woodland Opera House



Figure 1.2 Woodland Opera House

House had become the place to be in the early 1900s. Many people from throughout the region came to see shows. However, in

Originally built in 1885 and reconstructed in 1895 after the great fire of 1892. The Opera

House had become

in 1913, it closed its doors to the public because of a decline in business due to the increase in popularity of movie theaters. Further monetary decline followed after a lawsuit from a client who mistook the backstage loading door for an exit and fell three feet to the sidewalk. The Opera House remained closed for nearly 60 years until in 1971 when the Yolo County Historical Society bought it. It was then declared a historical park in 1976 and was given to the state of California in 1980 when renovations began. The Woodland Opera House reopened its doors in 1989, newly furnished and decorated with an addition of a three-story annex (Wilkinson, 1997).

Beamer Place

Built in 1892, designed by Thomas J. Welsh, and named after R.H. Beamer, Beamer place was originally Italianate in design with upper bay windows and a bracketed cornice. However, it was remodeled in 1948 and the façade was plastered over. In 1983, the building



Figure 1.3 Beamer Place

was further remodeled and the bay windows replaced the plaster as well as a mansard roof (Wilkinson, 1997).

Northern Electric Railway Depot



Figure 1.4 Nor. Electric Railway Depot

This building is a reconstruction of the original railway depot which was completed in 1912. The style of the building is a form of California Mission style with tall, round tower and arched openings that echo the arcades of California Missions. This building was used as a train station and a train turnaround, but as the automobile's popularity increased the trains became less profitable and the depot was closed in 1940. A fire destroyed two thirds of the original building in the late 1940s and the last portion was torn down in

the early 1960s. The exterior was re-created in 1986 by Tom Stallard for commercial use (Wilkinson, 1997).

Diggs-Leithold Building



Figure 1.5 Diggs-Leithold Building

The style of this building is Richardsonian Romanesque. Its façade is made out of sandstone from Ventura County. The building is topped with a notched parapet and a projected cornice. Its first floor bays are formed with segmented arches where the entrances are located (Wilkinson, 1997).

Capital Hotel

This building, Italianate in style, was designed for commercial use. It is the oldest hotel in Woodland, dating back to 1868; however it is no longer in operation. The first floor was used as commercial space during the same period of time. Currently the Capital Hotel is



Figure 1.6 Capital Hotel

(Wilkinson, 1997).

Porter Building



Figure 1.7 Porter Building

A Beaux Arts style building, the Porter was developed for retail and office spaces in 1913. It is adorned by a decorative cornice, an exterior finished with pressed brick, pilasters to separate the window bays, and an elaborate arched entrance. The Porter building was listed in the National register for Historic Places in 1978 (Wilkinson, 1997). The building is currently being renovated to make way for Cambridge Junior College.

being rehabilitated and reinforced; it will serve as a mixed use building for restaurants, offices, and residences

Yolo County Savings Bank



Figure 1.8 Yolo Co. Savings Bank

This Romanesque style building was built in 1903, it is the first building in Woodland to be finished with sandstone; the top was originally capped with a balustrade and a cornice. In 1914 the building was remodeled to accommodate the Bank of Woodland along with the Yolo Savings Bank. Wells Fargo occupied the building until 1963; it has since been used for a billiard hall and restaurants (Wilkinson, 1997).

This Romanesque style building was built in 1903, it is the first building in Woodland to be finished with sandstone; the top was

Hotel Woodland

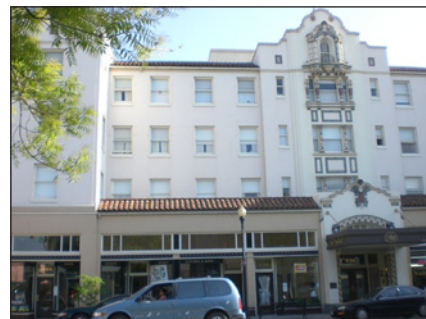


Figure 1.9 Hotel Woodland

Developed in 1928, this building is of Spanish Colonial Revival style with a central tower lavishly adorned in the Chirrigueresque style. For many years, the hotel was

Developed in 1928, this building is of Spanish Colonial Revival style with a central tower lavishly adorned in

a central hub in Woodland for meetings, parties and social functions. Hotel Woodland was restored in 1966 through the efforts of local developers. The ground floor is now used for retail while the stories above are used for residential housing. The building is listed in the National Register of Historic Places (Wilkinson, 1997).

Previous designs in downtown Main Street



Figure 1.10 Main Street as it used to look like in the late 1800s

Originally Main Street was made for carriages and pedestrians. It was the place to be and the place to go shopping, as it had various kinds of boutiques, restaurants, among other shops. Carriages were not fast and thus the street was relatively safe for pedestrians. During this time there were no conflicts between vehicles and people. It was for the most part occupied by people walking from one store to the next.

As far as street design, it was a relatively simple layout. There was a sidewalk on either side of the road



Figure 1.11 Main Street after the arrival of the automobile

for pedestrians to walk along the stores without worrying about the carriages. The sidewalks were covered by porticoes and awnings from the buildings. Generally there were no trees, as these porticoes and awnings served for protection against the weather. The road was a wide and flat and carriages and horses traveled in both directions.

With the arrival of the automobile after 1914, the streetscape on Main Street went through changes. While the sidewalks remained the same for the most part,

diagonal parking for the automobiles was added to the road space and vehicles began to move at higher speeds. In 1933, State highway 16 was added going through Main Street which brought heavier traffic and larger vehicles through the downtown. In 1966 the road was expanded from a two-lane to a four-lane road which facilitated higher automobile speeds. (Wilkinson 1997) In 1984 State Highway 16 was rerouted away from Main Street, leaving the street wide and empty.

“In 1992 the city completed a downtown specific plan emphasizing the preservation and enhancement of Woodland’s historic commercial buildings and other enhancements to attract pedestrians to Main Street” (Wilkinson 2003). The road was changed back to a two-lane in accordance to the specific plan. Sidewalks were expanded and trees and plants were added to downtown Main Street as well as pedestrian crosswalks. An addition to the specific plan was adopted in 2003 which called for street furniture such as benches, garbage and recycling bins, planters and lighting. Downtown Main Street Woodland has come a long way, since the removal of



Figure 1.12 Main Street as it is in 2010

Highway 16. With the adoption of the Downtown Specific Plan, it has made strides towards becoming a pedestrian-friendly street; The goal of this document is to bring downtown Main Street in Woodland, CA to what it once was; a street for people.

Traffic-calming techniques

These are some of the techniques the U.S. Traffic Calming Manual (Ewing & Brown, 2009) promotes to reduce the speed of automobiles:

Speed tables (see figure 1.13) are long strips of elevated surface along the road. Although there are various dimensions for speed tables, 22-foot wide tables have become the norm. Its dimensions are six-foot ramps on each side, a 10-foot flat plateau, and a height of three inches. The table tapers the gutter on each side of the street. The target speed for such tables is about 28 mph.

Raised crosswalks (see figure 1.14) are similar to speed tables in the fact that they are raised off the ground and have ramps as well as a plateau. However, raised crosswalks are marked for pedestrians and can have steeper slopes and higher vertical elevations in order to meet the sidewalks. Additionally, raised crosswalks do not taper off at the gutter; instead they connect to the sidewalks.

Diagonal parking (see figure 1.15) can help

reduce the speed of automobiles because drivers will be more cautious while driving through the parking areas as there may be cars exiting the parking space.

Neckdowns (see figure 1.16) are curb extensions at intersections that reduce the width of the roadway from one side of the curb to the other. Their main purpose is to make a street more pedestrian friendly.

Chokers (see figure 1.17) are similar to neckdowns as they also reduce the width of a roadway, but they are different in that they can be placed midblock, or any space that needs narrowing.

Center island narrowings (see figure 1.18) are raised islands located along the center of a street. They are used to make roads narrower from the center out.

Raised intersections (see figure 1.19) are street intersections that are raised, much like a speed table, but across the whole intersection. They are often covered with brick or other distinctive material on the plateaus.

Textures and colors help to emphasize traffic

calming techniques. Colors make the driver visually aware of the surroundings while textures emphasize the tactile sense as well as the auditory in a minimal sense.



Figure 1.13 Speed table



Figure 1.14 Raised Crosswalk



Figure 1.15 Diagonal parking



Figure 1.16 Neckdown



Figure 1.17 Choker



Figure 1.18 Center island narrowing



Figure 1.19 Raised intersection

Treatments for historic buildings and landscapes

There are four treatments that can be done to a building or landscape once it is a designated historic place; it can be preserved, rehabilitated, restored, or reconstructed. The following are descriptions of each of the four treatments:

Historic preservation: It is the most restrictive of all treatments as it requires retention of most of the historic material. Preferably the building or landscape should remain intact with as minimal alterations as possible. It should reflect the times it has been through and the changes that have been made to it since its construction.

Historic rehabilitation: This treatment is the second most restrictive of the four, as it acknowledges the treatments and changes that must be done to it in order to retain functionality, but at the same time it should retain its historic character.

Historic restoration: This treatment is a more permissive one, it allows the restoration of a building or landscape to a certain period of time and retains any materials from that period; any changes that have been made after that time are removed and

it is reverted to the way it looked during that specific period of time.

Historic reconstruction: this treatment is in a sense, the most permissive of all treatments to a building or landscape because it completely recreates such a place that does not exist anymore with new materials. However this treatment is done mainly for interpretive purposes (Schenker, 2010).

2

SITE ANALYSIS

Demographics and location

According to the U.S. Census Bureau:

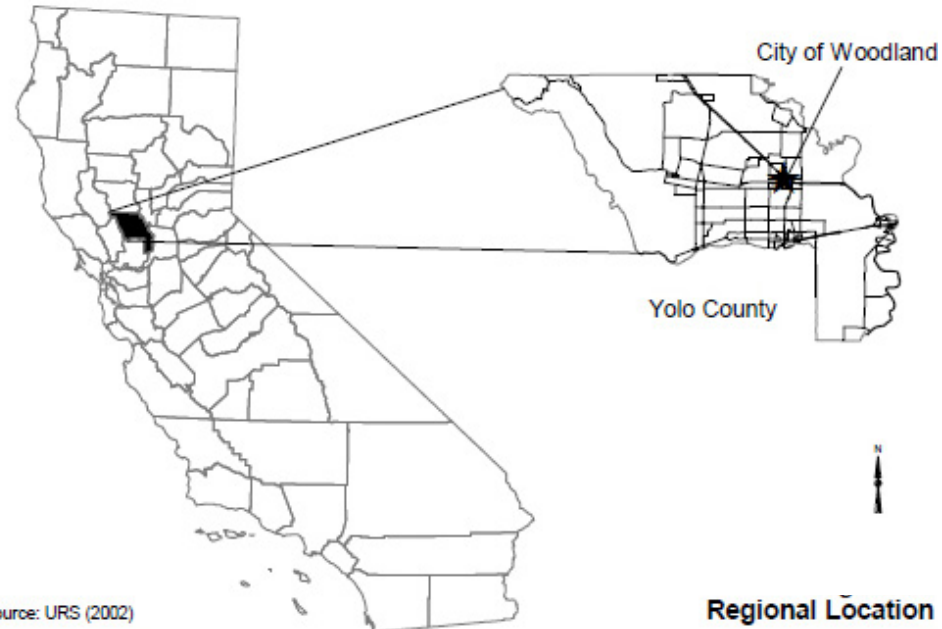
The population of Woodland as of 2000 is 49,151 people.

The estimate in 2006 was 51,144; there was a 3.2% population increase in 6 years. The top three ethnicities are white: 66.8%, Hispanic/Latino: 38.8%, and two or more races: 4.9%.

The population is 51% female. There are 16,751 households reported with an average of 2.89 people per household and a median income of \$44,449 per person (U.S. Census Bureau, 2000).

Woodland is located around twenty miles west of Sacramento, in Yolo County in Northern California; it is the seat of Yolo County.

Historic downtown Main Street is located in the center of town with exits from Interstate Highway 5 and State Highway 113.



Source: URS (2002)

Regional Location

Figure 2.1 Woodland location map

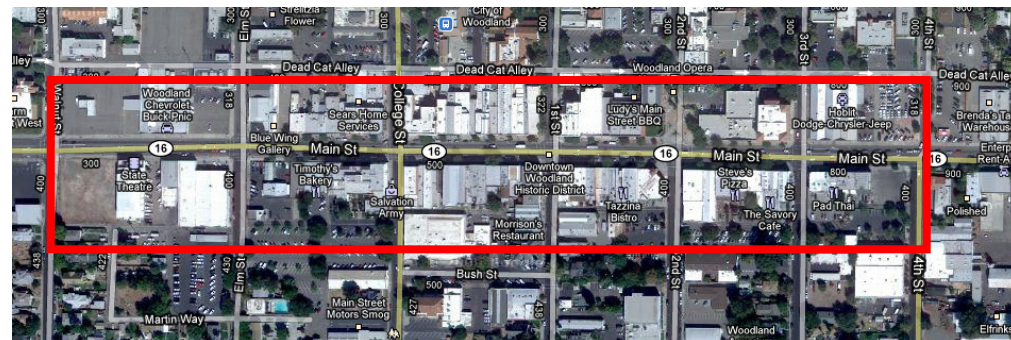


Figure 2.2 Site boundary



Figure 2.3 Landuse map 1

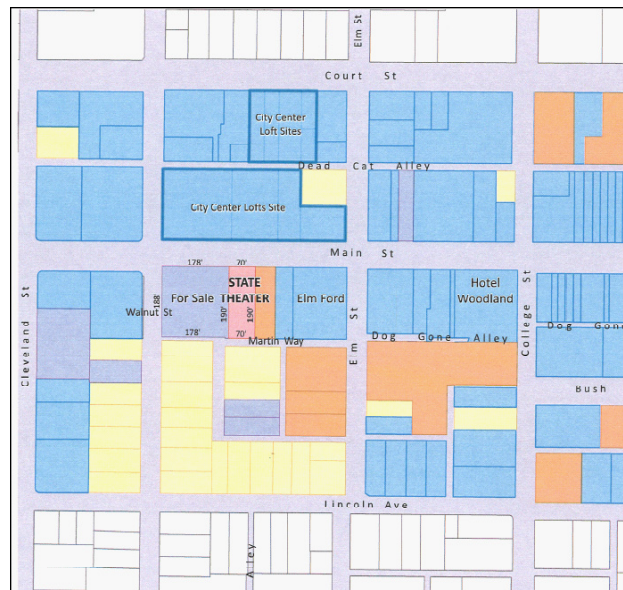


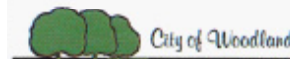
Figure 2.4 Landuse map 2



Scale: 1:3,250



Data Source: Technology Services Department, City of Woodland
 Coordinate System: NAD 83 StatePlane FPN-1 Zone 11
 Map Projection: Lambert Conformal Conic
 Designer: Steven Gossard



Inventory

Main Street is surrounded by businesses and neighborhoods. The shops on Main Street are categorized as a cluster called the central business district. The cluster of neighborhoods surrounding the central business district is categorized as neighborhood preservation zone. This is the area in which many of the historic homes are

Percentage of business types in Downtown Main St.

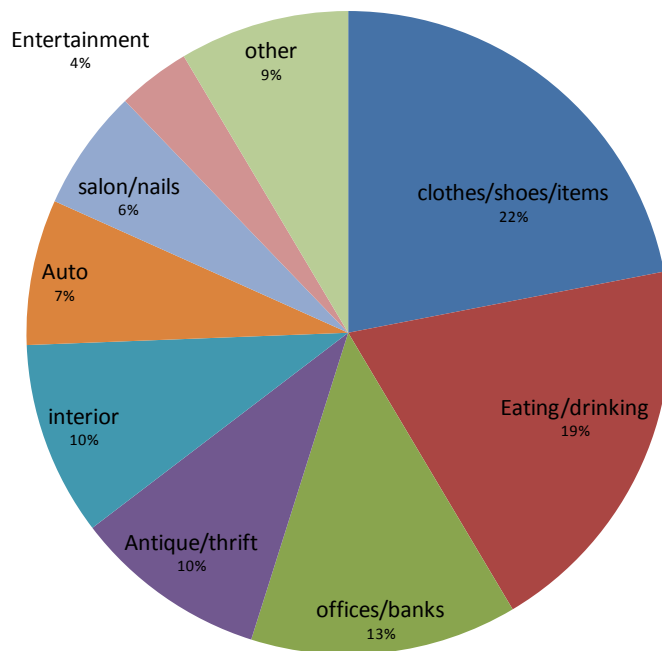


Figure 2.5 business Pie chart

located. The two landuse maps (see figures 2.3 and 2.4) illustrate commercial buildings, residential buildings, empty lots and public and private parking.

An inventory of the businesses in Downtown Main Street was taken to see how many businesses there are and how many of each. Figure 2.5 illustrates the percentages of each of the types of business. Furthermore, figure 2.6 shows where each of the businesses are on the street by block.

There is a total of five stop lights in the project area—one in each intersection except on the Fourth Street intersection. The downtown has street furniture such as decorative lighting, benches, planters, and garbage and recycling bins. There is a total of one plaza in the project area, Heritage Plaza next to the Woodland Opera House. There is also one bus stop serviced by the Yolo Bus transportation system after the Elm Street intersection on the south side of the street; however, it is only a drop-off spot. There are plenty of trees, many of which are young.

Ground floor businesses by block

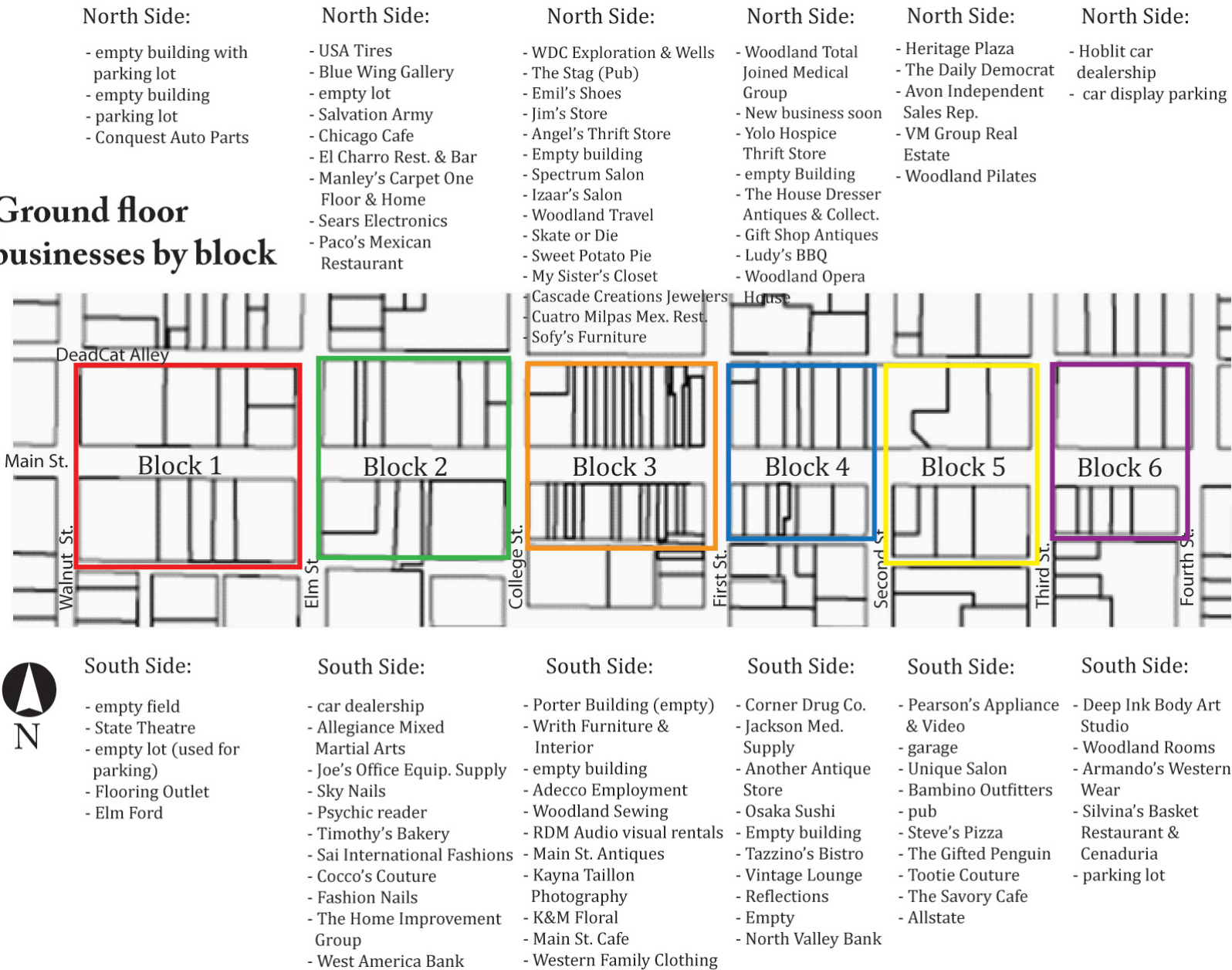


Figure 2.6 Ground floor businesses by block

Existing conditions

Downtown Main Street has been vastly improved after the adoption of the Downtown Specific Plan in 1992.

The roads and sidewalks are well maintained with the exception of the blocks between Fourth Street and Thirds Street as well as Elm Street and Walnut Street; there are many cracks and holes in the paving. Many of the historical buildings have been restored and rehabilitated; however, there are smaller buildings that need to have some work done to them. For example many buildings have awnings that have deteriorated or have lost color.

The south side of the street is protected from the sun by its buildings and the North side is more exposed to the sun. Trees planted on both sides of the street help create a shady environment that helps to cool down people and creates cool shelter for them.

Observations

The following are observations seen repeatedly at every site visit:

- The street is very noisy due to heavy traffic at speeds of around 35 mph
- People tend to park in front of the store that they visit, when they are done, they go back to their car and leave, not many people stay to walk around, observe or visit other shops
 - They tend to walk only if there is no available parking near the store they are visiting
- Many of the people observed were older adults and there were not many young adults
- Teenagers visit the site from time to time, walking or on skateboards
- There were several cases of people biking on the sidewalk
- Not many people use the benches, as not many people tend to stay on the street
 - Shop employees come out to chat/ have a cigarette
- There are not many stores for younger people

Site opportunities

Figure 2.7 shows gateways to the city of Woodland, entrances through freeways as well as roads. This information can be used to advertise Downtown

Woodland's historical character as well as new businesses and activities to areas where people entering Woodland will see it.

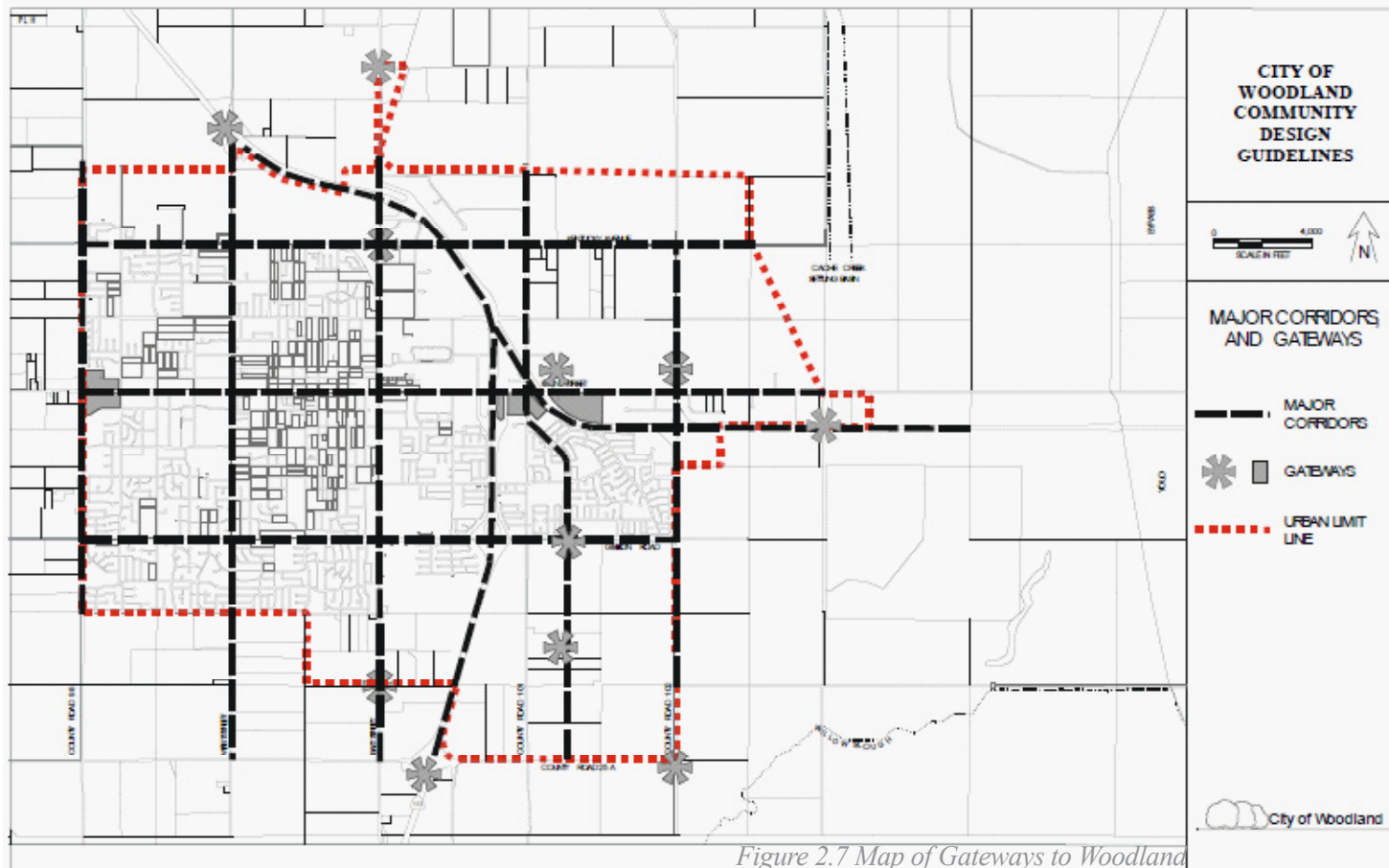




Figure 2.8 Empty lot

- The downtown area of Woodland is home to many Beautiful historic buildings; both commercial buildings as well as houses adorn its streets
- There is easy access to Main Street as there are two exits on major highways
- Downtown has many arterial cross streets that allow for easy automobile and pedestrian circulation
- The space between the buildings across the street from each other is wide and allows for many possible changes in road width, addition of parking, and vegetation on the sidewalks
- There are some empty lots that create an opportunity for development of new buildings for commercial and housing as well as parks or plazas



Figure 2.9 Pedestrian crosswalk

- There are also vacant buildings, this creates opportunities to bring in new businesses that can be popular among visitors
- A great advantage is that this area of Main Street has pedestrian crosswalks and traffic lights which make it more pedestrian friendly and safe
- There are many parking spaces on arterial streets and parking lots on other block face which allows a greater amount of visitors
- There are some interesting shops, as well as cafes, and various restaurants with the option of dining outdoors

Site constraints

- It is very noisy due to heavy automobile traffic which detracts from the desire of being outdoors
- Auto traffic moves very fast and is very heavy at certain times of the day. Much of this traffic is caused by passers-by on their way to Interstate 5 to go to the casino.
- Existing trees would make it harder to redesign because there would be the need to remove them and the need to plant new ones
- Historic downtown Woodland is a designated Historic site under the National Historic Register so there are more obstacles to go through when altering or proposing new ideas for the site
- There are businesses are not very appealing because they are unexpected to be in a downtown shopping area, businesses such as carpet stores, although they are practical because people need this type of business
- There are other businesses that are not very popular because not many people are attracted to them, such as antique stores; however they give character to downtown

Main Street

- There is the need to have some on-site parking in order to keep easy accessibility of businesses to people who really just need to shop at a specific store and would otherwise be deterred from shopping in this area
- The need for left-turn sections make the road wider which takes up more road space than would otherwise be unnecessary

What makes a great street great?

According to Jacobs (1993) a great street is one that meets the following criteria:

Should help make a community: should facilitate people acting and interacting

Downtown Woodland is where the community started; it is the center of town. It has the potential to once again be the thriving center it once was. The new design offers more spaces for people to meet and socialize.

Accessible to all, easy to find and easy to get to

Woodland's Main Street is very accessible; two highways offer exits that lead to it, Interstate highway 5 and State Highway 113 and they have signs indicating the exit towards "Historic Downtown Woodland." It is also easy to find it locally as there are arterial streets in mostly every block off of Main Street.

Possible to see other people and to meet them—all kinds of people

Downtown Main Street has a variety of shops and restaurants that people from different backgrounds can

enjoy. Woodland itself has various ethnicities, social classes, and ages. The new design offers opportunities to meet people and to interact with them.

Physically comfortable and safe

The downtown area is a safe and comfortable space. It has many amenities to offer as well as street furniture and lighting to make it safer at night. One of the few problems is the heavy traffic flow during the day time especially at peak hours. The new design offers ideas to promote pedestrian and automobile safety as well as elements to make it more comfortable.

Cooler, shadier than another street on a hot summer day—more pleasant to be on

The south side of Main Street is protected from the sun by the buildings, and both sides offer shady trees and awnings from the buildings to protect from the weather. There are also benches to sit and rest. The new design further improves the conditions by expanding the pedestrian space and providing more seating protected by

the shade as well as more plantings to decrease the heat island effect.

Not too crowded, but comfortable—it should not provoke a sense of confinement

The highest buildings are three stories and some are a single story. Main Street features an open air environment with wide sidewalks. The new design will enhance sidewalks by creating what can essentially be outdoor rooms that create space for more people.

Physically safe (car/bike/walk—no tripping or slipping)

Downtown Main Street has been made safer with the implementation of Woodland's Downtown Specific Plan by widening the sidewalks and adding crosswalks with pedestrian lights. By slowing down automobile traffic, the new design will enhance the safety that the specific plan began. The new design will enhance pedestrian safety as well as driver awareness. Bikes are allowed to travel the site on the sidewalk, but if it becomes a safety issue then people will have to walk or park their bikes.

The paving on the sidewalks will be of finished concrete with patterns and color in some areas that will prevent

people from slipping, but it will not be rough as to cause a tripping hazard.

Encourage participation

Currently, the community offers various activities in which people can participate such as the Christmas tree lighting trick-or-treat in downtown, "A Stroll Through History" walking tour, and the monthly "Art Walk." This document proposes the addition of various activities and festivals to increase and encourage public participation within the community.

3

DESIGN FEATURES

Concept

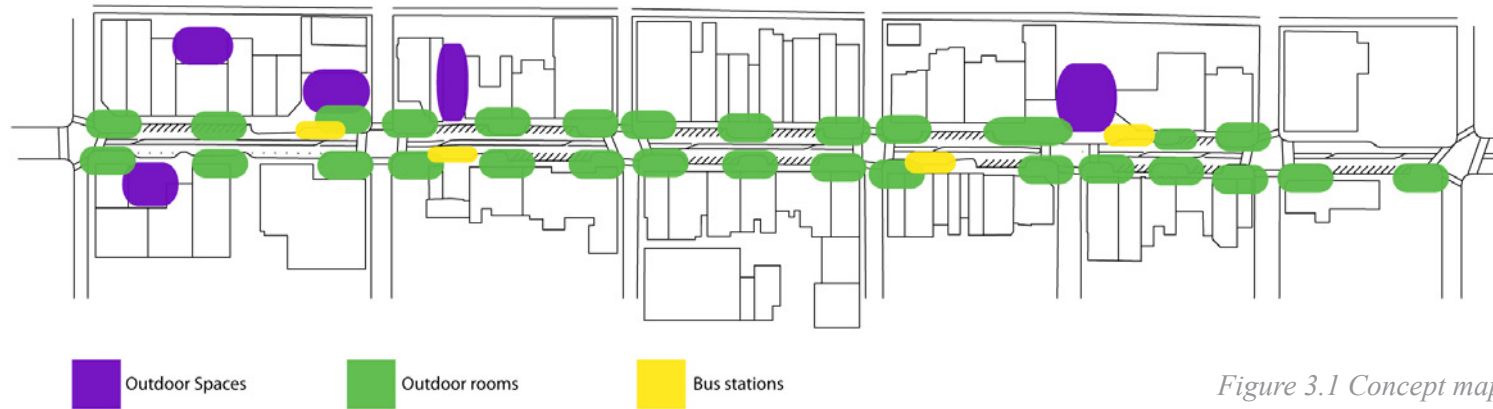


Figure 3.1 Concept map

The concept of the design is to create a series of large spaces for pedestrians, outdoors rooms where benches can be placed as well as tables and where people can have spaces where they can feel separated from the sidewalk, yet still enjoy the outdoors in a shady or sunny area of the street. Furthermore, the concept calls for enhancing existing plazas and creating new outdoor spaces away from the street where people can go for quieter activities as well as a place where children can walk around safely without the danger of automobiles from the road. The change in parking as well as the narrowing of streets will help to

reduce vehicle speeds and possibly detract passer-bys from using Main Street as a corridor to get to Interstate 5.

Employing traffic-calming strategies

The posted mph for downtown Main Street is 25, but cars drive at around 35 mph. taking measures to slow cars down with traffic-calming techniques will create a friendlier atmosphere and will allow pedestrians to feel safer when crossing the road, because it does not matter how safe a road in fact may be if pedestrians do not feel

safe crossing it. This will create slower and smoother movement of vehicles and will deter vehicles that are simply passing through the area that try to go fast (such as traffic from cars going to the casino).

The techniques implemented in this design are raised pedestrian crosswalks, neckdowns, and chokers.

Raised pedestrian crosswalks are used in the design along Main Street. These crosswalks not only elevate pedestrians making them more visible, it also makes drivers more aware that there are people crossing the streets. The crosswalk designed for this space is two inches in height at a 5% slope with a ten-foot plateau and is 16.6 feet wide.

The neckdown procedure is implemented in the design by widening the sidewalk and reducing the width of area an automobile has to eleven feet, it makes drivers slow down and drive with more care, yet it still allows larger vehicles to travel through the street. This technique also decreases the length pedestrians have to travel to get to the other side of the street.

The choker method is applied in the new design

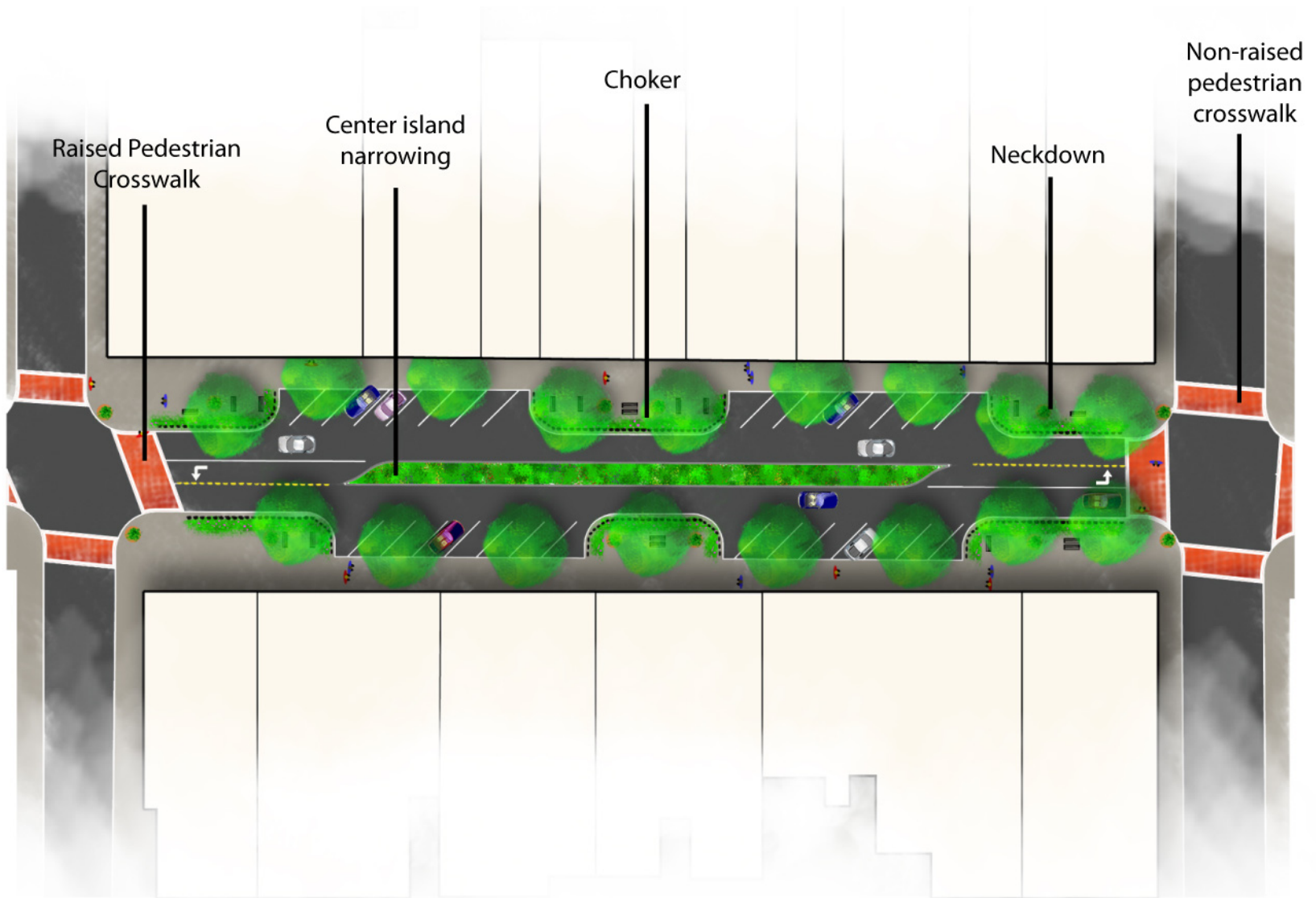
by projecting the sidewalk space towards the road, thus narrowing the space automobiles have to pass through to eleven feet. This is done midway through the block.

Creating limited, safe parking

On-street parking will be used as a traffic-calming method. The type of parking that will be used is back-in diagonal parking. In more recent years several cities in North America such as Portland, Seattle, San Francisco and Vancouver have been implementing the back-in/head-out diagonal parking idea. This idea is similar in dimensions to the typical head-in/back-out option; however, this option increases safety as drivers who are exiting the car exit onto



Figure 3.2 Back-in angle parking



Scale: 1"=60'-0"

Master Plan close-up

Block between College St. and First St. intersections



Figure 3.3 Master plan illustrating the traffic calming techniques



Figure 3.4 Access to trunk from curb- back-in angle parking

another parking spot rather than onto moving vehicles.

Back-in parking also allows the people to load the trunk of their car safely away from traffic and instead they are against the curb of the sidewalk.

Another advantage to this mode of



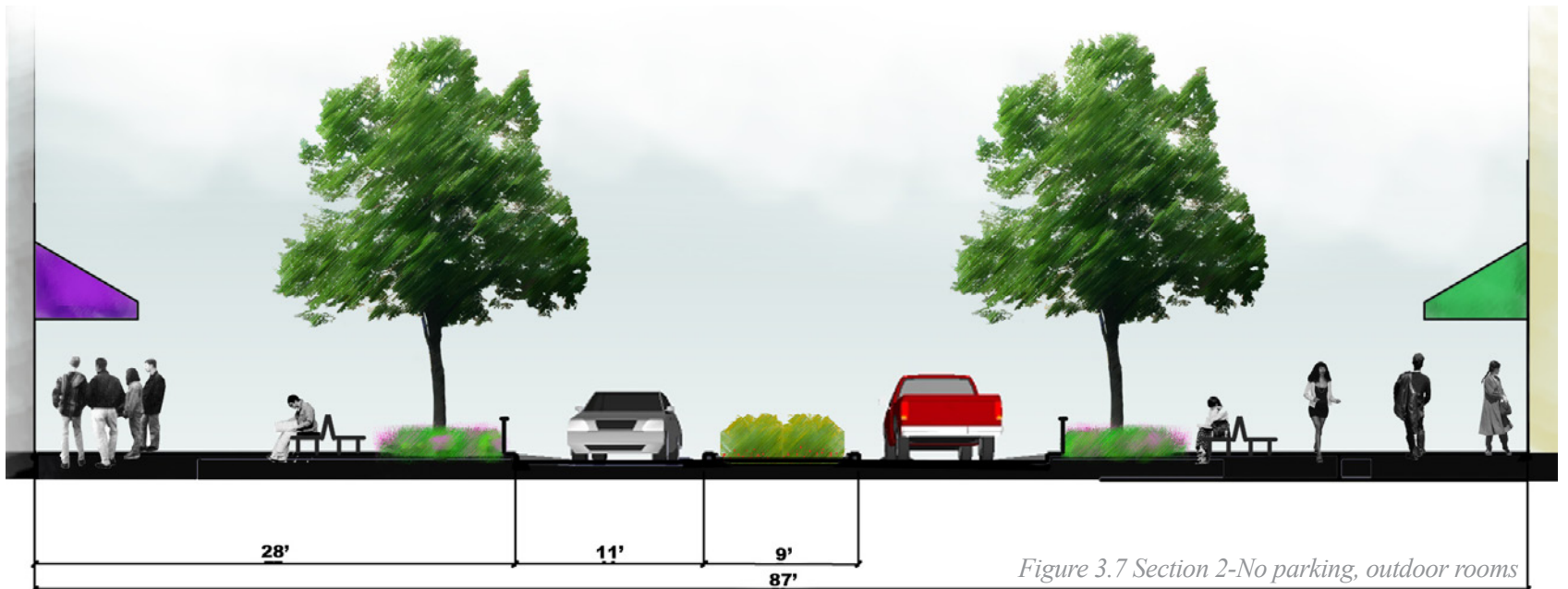
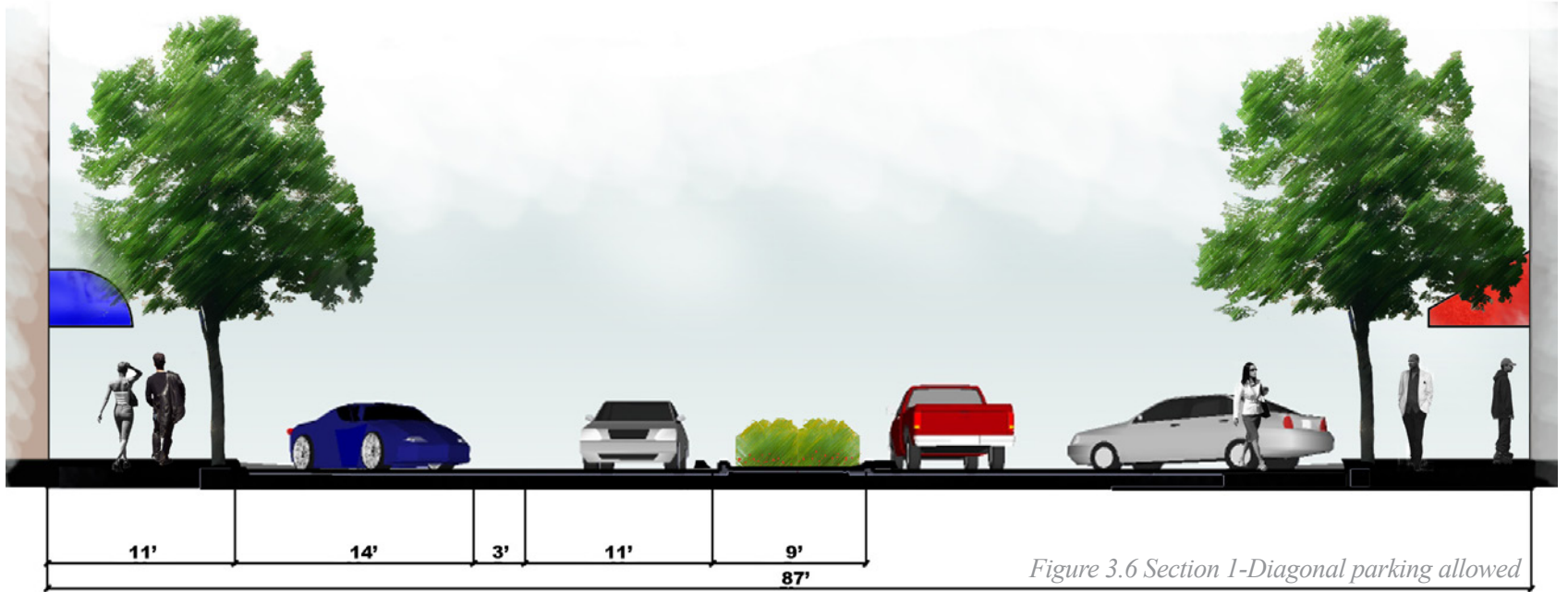
Figure 3.5 Parking instructions

parking is entering the parking space. It is similar to both conventional diagonal parking as well as parallel parking. It is similar to parallel parking because the driver

must back into the spot, but it is easier because the driver does not have to maneuver the front of the car to make it parallel to the curb. It is similar to conventional head-in diagonal parking because in order to leave the spot, the driver must pull out in a diagonal manner, however with back-in parking; the driver has the ability to see oncoming traffic and when leaving the space, the driver simply has to move forward (Nelson\Nygaard Consulting Associates, 2005).

Creating buffers

The median allows for the planting of vegetation and potential beautification of the road and it serves as a physical divider of the lanes. Furthermore, it can act as a sound buffer for pedestrians on the sidewalk from the noise of traffic on the other side of the median. The planting buffers on the sidewalks make the space more attractive, they provide a relaxing experience, and partly block off the sight of moving vehicles as they separate pedestrian space from automobile space.



Encouraging pedestrian activities

By reducing the amount of parking spaces, the sidewalks can be expanded to create more room for the pedestrian which can facilitate activities such as gathering, eating outdoors, reading, and people-watching. Larger spaces increase pedestrian comfort and it allows greater amounts of people to be on the street. Because parking spaces will be removed, a possible public concern is finding parking on-site, but there are various public parking spaces and parking lots on streets parallel to Main Street as well as streets perpendicular to it. Another goal of this design approach is also to encourage more walking which will allow people to see more of downtown.

The addition of bus stops will encourage and cater to people that use public transportation, as they will be less likely to drive and more likely to take the bus to downtown. Therefore four bus hubs have been added in this area with a dedicated bus stop section off of the road, two on each side of the road. One is the existing

bus stop that was for drop-off only at the corner of Elm on the south side, another is across the street in front of the proposed mixed-use building site on the north side. Another bus stop is located in front of The Daily Prophet, at the corner of Heritage Plaza on the north side, and a final fourth one located across the street from heritage plaza.

Beautifying the street

Adding vegetation is a sure way to make an outdoor space more beautiful. Perennials that do well in valley climates (such as the Evening primrose, California poppy, and Star jasmine) as well as grasses and other attractive plants that perform well in dry climates but can also tolerate wet weather. Trees that are more drought-tolerant and adaptable to street conditions (such as the Ash Tree, the Sycamore, the London Plane Tree, and the Chinese Pistache) should be planted. Furthermore, the trees should be deciduous in order to create shade during the summer, but



Figure 3.8 Perspective of vegetated median and outdoor room

allow the sun to pass through to the building in the winter.

There is existing handsome street furniture in

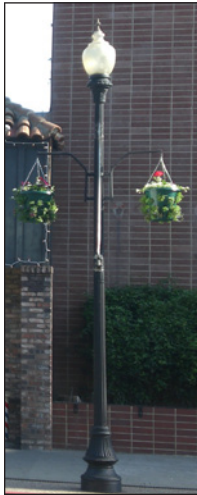


Figure 3.9

Main Street, the decorative light poles (see figure 3.8) suit the downtown well and look great with the hanging planters. The existing trash and recycling bins are a good combination to have throughout the site to keep it clean.

However, the benches should be changed to wooden benches (see figure 3.10), because people are more attracted



Figure 3.10 Proposed bench type

to wooden benches and feel more comfortable sitting on them than metal ones (City of Vancouver, 1992).

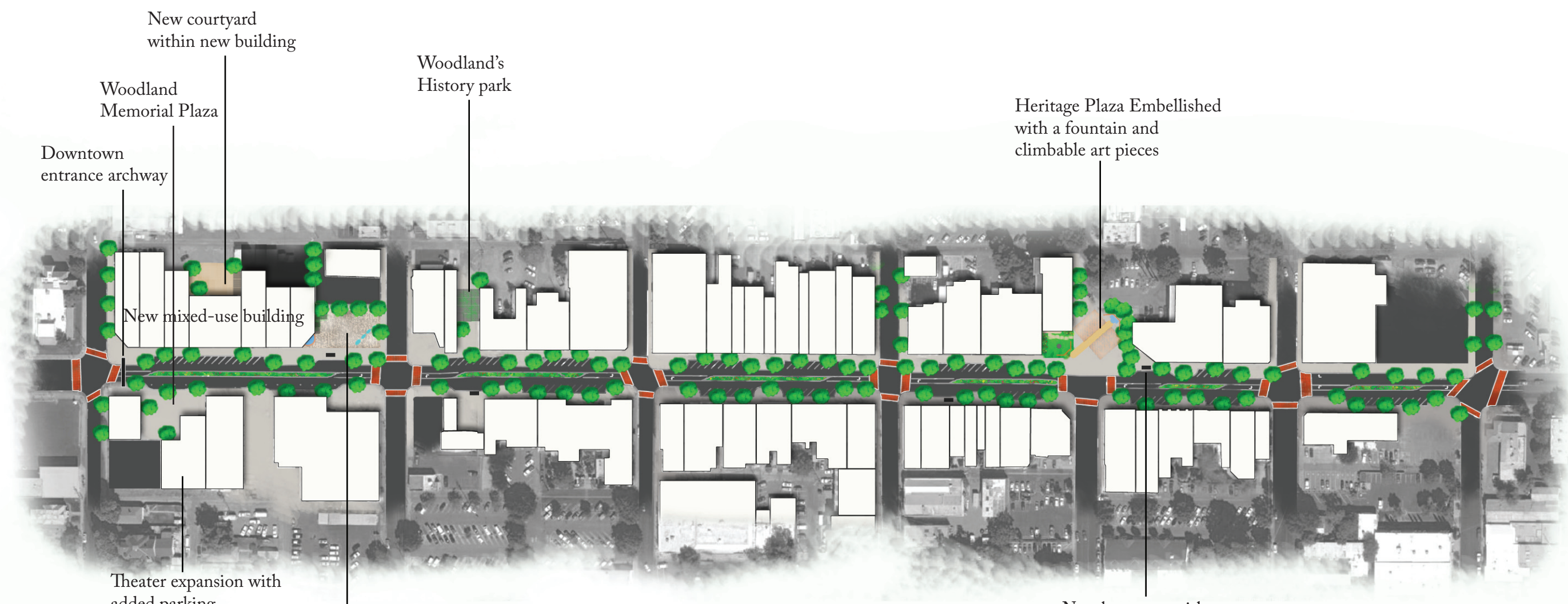
Furthermore, more benches should be placed throughout the street; additional back-to-back benches should be placed in the site in order to allow visitors to choose which view they want to see.

Creating active spaces and quiet spaces

It would benefit downtown to have a park where families can go with children to have fun, a place to take children to play after a day of shopping. If designed successfully, these areas would become an attraction and people would come to spend time in this area.

A quiet space would also be beneficial to downtown. Because of car traffic, there is little possibility to have a quiet space for reading a book or the newspaper. Heritage plaza offers an opportunity for such a place to be developed because it is set back from the street and can be expanded further back into a quieter area in the block.

A public space “is an important part of urban heritage, it makes a valuable contribution to environmental quality, health and social cohesion and receives public endorsement as a major contributor to quality of life” (Gallacher, 2005). A plaza should have good street-to-plaza visibility in order to allow people to see the attractions a plaza has to offer and it signifies that it is a public space. A plaza should be placed as close



New courtyard
within new building

Woodland
Memorial Plaza

Woodland's
History park

Heritage Plaza Embellished
with a fountain and
climbable art pieces

Downtown
entrance archway

New mixed-use building

Theater expansion with
added parking

Hispanic
Cultural Plaza

New bus stops with
shelter and designated
bus stop road section

Scale: 1" = 200'-0"

Master Plan

Downtown Main St. Woodland, CA





Figure 3.12 Perspective of sidewalk, outdoor room, and back-in angle parking



Figure 3.13 Snake fountain

to the street as possible so that users can watch street activity; this makes the plaza safer and it creates the perception of safety (City of Vancouver, 1992). Using guidelines from the City of Vancouver's Plaza Design Guidelines, successful plazas can be created in downtown Woodland.

The design proposes an update to Heritage Plaza as well as three new outdoor spaces where people can socialize and spend time outdoors.

Heritage Plaza can be enhanced with the addition of a fountain as well as climbable sculptures as areas where children can have fun.

The proposed Woodland History Park is located



Figure 3.14 Mexican cultural plaza inspiration

on the north side of the street on the empty lot between The Salvation Army shop and Blue Wing Gallery. This park proposes to have a timeline from Woodland's history detailing specific events that helped Woodland become what it is today. This could be done through signage and photographs. The layout would be set up so that a user of the space can come in from Main Street and follow the timeline down the lot on one side of the wall, and follow it back out on the other side of the wall. There will be seating provided and a vegetated trellis on the back section to provide shelter from the sun.

The proposed Hispanic culture plaza is a plaza located east of the proposed mixed-use building.



Figure 3.15 Perspective of enhanced Heritage Plaza

It includes a water fountain as well as a Hispanic culture-inspired dragon-snake sculpture coiled around the space and seemingly coming in and out of the ground. The body of the snake would be low enough so that it acts a rounded seating wall. Inside its coils, there would be a fountain that shoots up water and can be activated with buttons located on the body of the sculpture. This plaza was inspired by a small urban park in San Francisco which features such a sculpture and water feature.

The proposed Woodland memorial plaza is located to the west of the restored State Theater; it is a plaza with benches, seating walls, planters and a set of oak trees to commemorate Woodland “The City of Trees.” Eventually, this plaza might become a landmark and a tradition of Woodland.

Filling empty lots

“How will Woodland’s architectural history be recorded and evaluated 100 years from now? The choice is ours. Do we settle for mediocrity and sameness, or do we use the past for inspiration and expect and

encourage more attractive, progressive designs? We can start by re-affirming a strong, committed public policy that emphasizes quality civic buildings, parks, plazas and schools designed by talented architects.” (Wilkinson 2003)

Following are guidelines to design a mixed-use building that complements, but does not copy original historic buildings.

A mixed-use building in Historic Downtown Woodland can have a style from various choices. It is not the style that ultimately decides whether a building complements its neighbors. It is the build of it, its form in size and its shape. The historical buildings in Downtown Woodland are of many different styles. As described before, each of the buildings has a style that suits the period when it was built, but they have a similar form, size and shape. Most of the buildings in downtown are elongated, linear and thin. Even if the building is one large building, its façade creates the illusion of multiple buildings by creating divisions in the façade (McNiel, 2010).

Furthermore, they follow architectural guidelines.

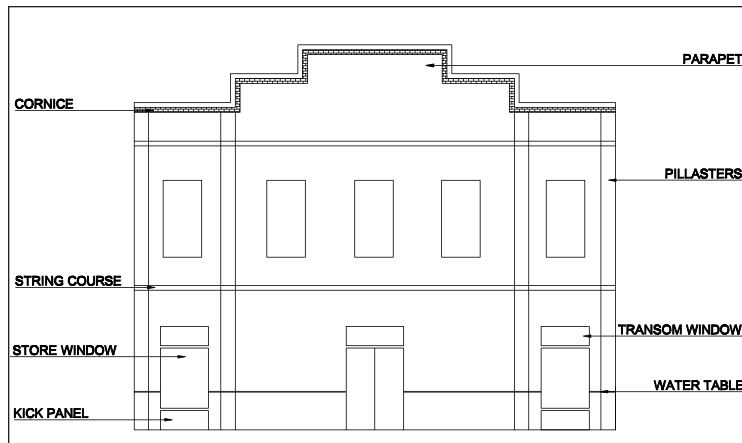


Figure 3.16 Illustration of each of the architectural terms

These are the guidelines that should be followed and included in the design of the new mixed-use building:

The building should be long and narrow, or appear long and narrow and it should be one to three stories tall since most the historical buildings have one to three stories—the exception being Hotel Woodland.

The building should have:

Parapet— a low wall projecting vertically off of the roof, usually an expanded part of the façade, the parapet can be of various shapes and sizes depending on the style of the building.

Cornice— the uppermost section of moldings and

decorations along the wall in a structure below the roof, the cornice can also be of different sizes and moldings depending on the style of the building.

Pilaster—or half pilaster, a rectangular support that projects slightly from the wall; it is a vertical division of the building façade.

Stringcourse—a shallow molding that continues across the façade of the building, buildings may have more than one.

Transom window—a window above a door or a larger window that is used to allow light to pass through in the winter to warm up a building and air to keep it cool in the summer.

Store window—a large window that allows vendors to display goods, as well as allow natural light to penetrate inside the building.

Kick panel—the lower frame of a window usually made from a different material than the façade, it reaches down to the ground.

Water table—a projecting ledge, molding, or stringcourse designed to keep rain water from the base of the building

by directing it away from it.

It would be beneficial to design a courtyard behind the building such as in the Krellenberg Block building where “The Gifted Penguin” shop is located, because this will allow access from the front of the building as well as the back. It creates space for quiet outdoor seating and restaurants can offer outdoor dining.

Restoring and expanding the State Theater



Figure 3.17 State Theater original look

The city of Woodland has published a request for a proposal for a new multiplex movie theater in the

downtown area. However, a movie theater already exists in the area; the State Theater is located in a good area right off of the heart of downtown at the corner of Main Street and Elm Street. It is a Woodland historical landmark

Instead of replacing it, the State Theater—just like the Opera House—can be restored to its original look with its original signage. Also like the Opera House it can be expanded to accommodate larger crowds and more screens. This theater was once Woodland’s most glamorous theater, “it brought urban sophistication to rural Woodland” (Wilkinson 1997). The State can once again be the place for people from all over town to come and see a movie and can be a magnet to attract people to downtown.

Restoring historical buildings and awnings

As part of the beautification process for downtown Main Street, the historic buildings should be restored to their former glory. It is not only an eyesore to see deteriorated, worn-down buildings, but it also evokes an atmosphere of a ghost town, or a town that



Figure 3.18 Wells Fargo Express Office building 2010

has economically declined. These kinds of buildings are an indication of a place that is socially diminished. Many of the historic buildings in downtown have already been restored back to their original beauty and intricate adornments such as the Woodland Hotel and the Opera House, and others are in the process of being restored such as the Porter Building and the Capital Hotel. Yet some of the smaller buildings, such as the Wells Fargo Express Office, have not yet been and are in a state of disrepair. This building is a prime example because its

second floor windows are still boarded up with wood, and its paint and ornamental façade are worn out.

Placing signs for historical buildings

Woodland has an annual “Stroll Through History” walking tour where visitors come to see Woodland’s historic buildings



Figure 3.19 signage on buildings

and homes and literally stroll down its historic streets and alleys as a guide explains to them their historic significance. However, this event only happens once a year so it would be helpful to have the information about a building for use so that visitors who are interested in learning about it would have to do less research. Some buildings such as the Capital Hotel already have them, but many buildings do not yet have one.

Creating a defined entrance to downtown



Figure 3.20 Sample archway 1

The downtown should be defined. It is a National historic place and as such, it should be acknowledged. There is an existing gateway on the east side of the entrance although it can be overlooked by drivers simply passing through. A defined entryway should be added to the west side of the entrance. An archway to celebrate Woodland's history and culture, an archway that will inform passer-bys that this site is an important one; it is not only a site to pass by but it is an actual attraction and a destination. Furthermore, the archway will help to define the downtown's identity as an important, historic



Figure 3.21 Sample archway 2

place and will hopefully alert drivers to be more cautious and to respect the site.

4

BEYOND THE DESIGN

“

“A good urban street is always good in a context. Its goodness can change—if Hitler is in charge of the city, all streets are bad.... To eat in a beautiful place is nice, but if the food is bad, I prefer good food to an ugly place. I prefer good food in a beautiful place. But bad service may destroy the whole thing. Therefore the best—good food, good space, good service, good company.”

”

--Dolf Schnebli

Introduction

Although having an attractive and pedestrian friendly street will encourage people to stay, and will retain its visitors because of its comfort; simply having a beautiful site will not suffice in attracting people to it. People must know about the site, its good qualities, stunning views and the amenities it has to offer. More importantly the street must *have* alluring amenities.

Therefore, Woodland should embellish the downtown with new businesses and activities in addition to its design. Following are lists of current activities in downtown, proposed activities to attract more people, businesses that downtown would benefit from having, and advertising strategies to promote downtown historic Woodland.

Current activities

- Farmer's Market—Summer weeknights, regular weekends
- Christmas Parade/ lighting of tree—once a year in



Figure 4.1 Art Walk sign

December

- Halloween kids trick-or-treat
- Chili Cook-off
- Stroll through History—once a year in September
- Oktoberfest—once a year in October
- Dia de los Niños—once a year in April
- August Nights
- Art Walk—first Friday of each month

Proposed activities

The following are activities that can help create a sense of community among locals as well as visitors. Such events would attract people from all over town as well as neighboring towns.

- Day of the Dead festival—November 1 and 2
- Mother's day festival –second Sunday in May
- 4th of July downtown BBQ
- Chinese New Year—mid to late February
- Black Friday sales event—day after thanksgiving
- Mexican Independence Day Festival—September 16
- Music in the plaza—Jazz, banda, drums, mariachi, acoustic, kids music
- Kids art day—arts and crafts, games and activities
- Outdoor movie nights—outside the movie theater in the proposed “Oak Memorial Plaza”
- Pet Adoption day—this event can be coordinated by organizations such as the YSPCA. Children can come observe the animals and parents can decide if they want to take one home

Advertising

Advertising Downtown Woodland's historic character, events, shopping and dining can be done in a macro scale (to neighboring towns) as well as a micro scale (to the people of Woodland). In order to bring people to the site, Woodland must advertise its historic character in the downtown area and featured businesses that will surely attract visitors. The following are mediums in which Woodland can advertise downtown:

- Commercials (broadcasted to neighboring towns)
- Post cards
- Ads on buses (inside and outside)
- Billboards
- Informational signs on the site: via banners across the street as well as information kiosks for pedestrian visitors.

The Opera House can advertise its showings using the large wall space in front of the courtyard

- Ads on shopping centers located throughout the town

Businesses

According to The Woodland Record (2009), the porter building is being leased to Cambridge Junior College which will bring younger groups of people; therefore businesses that provide for this group should be recruited to become a part of the downtown shopping experience.

The City of Woodland can propose to bring popular businesses to downtown to fill the vacant buildings which will attract people. Examples of successful businesses include:

- Frozen Yogurt (such as YoloBerry and Sugar Plum in Davis)
- Ice Cream (such as Baskin Robbins and Cold Stone Creamery)
- Fast Food (such as In-n-Out, Habit Burger, and McDonald's) It is common in Europe to have fast food in historic buildings.
- Youth clothing stores (such as Forever 21, Urban Outfitters, and H&M)



Figure 4.2 McDonald's in Sweden

- Shoe stores
- Sports stores
- Coffee shops (such as Peet's Coffee, The Coffee Bean, and Starbucks)

Furthermore, in order to create a solid clientele, business owners in downtown should create solidarity to promote a unified shopping center by having the same opening and closing hours as well as sales events planned.

Concluding remarks

The proposed design is one that complements the adopted Downtown Specific Plan and it enhances the ideas proposed in it by suggesting modifications and changes that can aid in the revitalization of Main Street in Woodland, CA. The design can be tested through the implementation of temporary traffic calming devices such as traffic cones to make the roads narrower and temporary elevated crosswalks made from rubber. By performing this test it will be known whether the design is a success or a failure.

Moreover, surveys about possible businesses and activities in downtown can be handed out for people to fill out and allow them to express their opinions about whether a business or activity will be successful in this area and whether or not they think it would increase public participation. Furthermore, a post-construction evaluation can be performed to see whether the site design is working as planned and to observe the possible problems with the design in order to fix them.

Glossary

- **Cornice:** the uppermost section of moldings and decorations along the wall in a structure below the roof, the cornice can also be of different sizes and moldings depending on the style of the building.
- **Deciduous:** trees or shrubs that lose their leaves after the growing season.
- **Historic preservation:** The process of preserving part of a community, from an individual building or part of a building to a whole neighborhood because of its historical importance.
- **Historic reconstruction:** The process of recreating a once historic place that does not exist anymore with new materials. Usually done for interpretive purposes.
- **Historic rehabilitation:** The process of acknowledging the treatments and changes that must be done to a site or building in order to retain functionality, but should retain its historic character.
- **Historic restoration:** The process of returning a building or landscape to a certain period of time by retaining any materials from that period and removing any changes that have been made after that time.
- **Kick panel:** the lower frame of a window usually made from a different material than the façade, it reaches down to the ground.
- **Mixed-use:** Refers to buildings; combining commercial and residential development; zoned for commercial and residential use.
- **Parapet:** a low wall projecting vertically off of the roof, usually an expanded part of the façade, the parapet can be of various shapes and sizes depending on the style of the building.
- **Pedestrian-friendly:** A built environment that emphasizes and is conducive to walking between destinations.
- **Pilaster:** or half pilaster, a rectangular support that projects slightly from the wall; it is a vertical division of the building façade.
- **Public space:** An area that is shared among common

inhabitants of a place

- **Revitalize:** to give new life to
- **Store window:** a large window that allows vendors to display goods, as well as allow natural light to penetrate inside the building.
- **Streetscape:** The appearance/ look of a street
- **Stringcourse:** a shallow molding that continues across the façade of the building, buildings may have more than one.
- **Transom window:** a window above a door or a larger window that is used to allow light to pass through in the winter to warm up a building and air to keep it cool in the summer.
- **Water table:** a projecting ledge, molding, or stringcourse designed to keep rain water from the base of the building by directing it away from it.

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Appendix A: Case studies

Suisun City, CA

Suisun City, located about an hour south of Sacramento, is similar to Woodland in the fact that it is a small, once-agricultural valley town and it has a historic Old Town. However, Suisun City has a waterfront in its downtown district which is an alluring amenity for people.

Improvements

In 1982, the planning department along with citizens, and architects successfully developed a specific plan to restore Old Town and the waterfront. However, no actions were taken and as the years passed, the city's social, economic, and environmental conditions worsened. It was not until 1989 that the Suisun City redevelopment Agency took the lead in creating a redevelopment program and was supported by the public as well as the city council. The city issued \$58 million dollars in bonds to fund the downtown designs and install public infrastructures, streetscape projects, sidewalks, the town plaza, as well as the revitalization

of its water front. The City redeveloped its Main Street and added extended sidewalks, decorative lighting and extensive tree planting.

Attractions

Suisun City's major pedestrian attractors include One Harbor Center, near the waterfront, Harbor Plaza, and the Kellogg Street restaurant district. The 5,000 foot-long waterfront promenade is also a major tractor along with the Marina since it allows fishing and has public docks. (Metropolitan Transportation Commission, 2009)

City of Chico, CA

The City of Chico is located in the Northern Sacramento Valley. Like Woodland, it is a small agricultural valley town with similar size and population as Woodland.

However, Chico has California State University, Chico which brings a great population of college students to the town.

Improvements

In 1975, the Downtown Chico Business Association was established and covers 40 square blocks of Downtown.

It is funded by membership assessments, special events, Transient Occupancy Tax, and city contracts. The association is in charge of seven annual promotional events as well as two large events that also take place annually. These events have proven successful in attracting locals and visitors to Chico. Furthermore, the association conducts a downtown planter program and is hoping to begin a downtown clean-up program. The downtown area of Chico has been improved by placing bulb outs as a traffic calming strategy and has installed bike racks.

Attractions

Downtown Chico is a major attraction for students and residents of Chico; it offers restaurants, shops and offices. (City of Woodland, 2003)

Appendix B: Woodland Demographics

People QuickFacts

Woodland

| | |
|---|-----------|
| Population, 2006 estimate | 51,144 |
| Population, percent change, April 1, 2000 to July 1, 2006 | 3.2% |
| Population, 2000 | 49,151 |
| Persons under 5 years old, percent, 2000 | 8.1% |
| Persons under 18 years old, percent, 2000 | 29.7% |
| Persons 65 years old and over, percent, 2000 | 10.5% |
| Female persons, percent, 2000 | 51.0% |
| White persons, percent, 2000 (a) | 66.8% |
| Black persons, percent, 2000 (a) | 1.3% |
| American Indian and Alaska Native persons, percent, 2000 (a) | 1.5% |
| Asian persons, percent, 2000 (a) | 3.8% |
| Native Hawaiian and Other Pacific Islander, percent, 2000 (a) | 0.3% |
| Persons reporting two or more races, percent, 2000 | 4.9% |
| Persons of Hispanic or Latino origin, percent, 2000 (b) | 38.8% |
| Language other than English spoken at home, pct age 5+, 2000 | 35.2% |
| High school graduates, percent of persons age 25+, 2000 | 73.0% |
| Bachelor's degree or higher, pct of persons age 25+, 2000 | 18.0% |
| Mean travel time to work (minutes), workers age 16+, 2000 | 20.7 |
| Housing units, 2000 | 17,120 |
| Homeownership rate, 2000 | 58.5% |
| Median value of owner-occupied housing units, 2000 | \$153,100 |
| Households, 2000 | 16,751 |
| Persons per household, 2000 | 2.89 |
| Median household income, 1999 | \$44,449 |
| Per capita money income, 1999 | \$18,042 |
| Persons below poverty, percent, 1999 | 11.9% |
| Retail sales, 2002 (\$1000) | 508,046 |
| Retail sales per capita, 2002 | \$9,979 |
| Accommodation and foodservices sales, 2002 (\$1000) | 46,112 |
| Total number of firms, 2002 | 3,216 |

| | | |
|---|-------|-------|
| Black-owned firms, percent, 2002 | | F |
| American Indian and Alaska Native owned firms, percent, 2002 | | F |
| Asian-owned firms, percent, 2002 | | S |
| Hispanic-owned firms, percent, 2002 | | 19.5% |
| Native Hawaiian and Other Pacific Islander owned firms, percent, 2002 | | F |
| Women-owned firms, percent, 2002 | | 31.1% |

(U.S. Census Bureau, 2000)