

ESPARTO MIXED-LIVING VISION



A VISION FOR A SMALL TOWNS'S FUTURE

ESPARTO MIXED-LIVING VISION:

A VISION FOR A SMALL TOWN'S FUTURE

**A SENIOR PROJECT
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ABSTRACT

THIS PROJECT SERVES TO DIVULGE HOW MIXED USE CAN BE VIABLE IN ESPARTO. THE TOWN'S CURRENT CONDITIONS ARE ANALYZED TO FIND WHAT TYPE OF DEVELOPMENT IS NEEDED TO ENSURE DOWNTOWN HEALTH AND FEASIBILITY. RESIDENT OPINION IS COMPILED AND COMPARED TO ACTUAL FUTURE PLANS FOR ESPARTO TO REVEAL ANY DISCREPANCIES. THERE ARE DIFFERENT CHOICES REGARDING HOW MIXED USE WILL BE APPLIED TO ESPARTO. A GREATER UNDERSTANDING IS ACQUIRED OF THESE OPTIONS WITH SUGGESTED CHOICES TO ENSURE A THRIVING MIXED USE ZONE. ECONOMIC FEASIBILITY STUDY TECHNIQUES ARE APPLIED TO CHOICES TO FIND A VIABLE BALANCE FOR THE MIXED USE ZONE. ECONOMICALLY VIABLE SOLUTIONS TO RESIDENTIAL NEEDS ARE REDUCED INTO A COMPREHENSIVE REDEVELOPMENT PROGRAM IS USED TO CREATE A NEW DESIGN PLAN FOR THE PROPOSED MIXED USE ZONE INTO THE YEAR 2030. THE PROGRAM INCLUDES THE ADDITION OF TOWN DEVELOPMENTS THAT ARE ESSENTIAL TO ASSISTING ESPARTO'S SURVIVAL AS A TOWN AND SO IT CAN THRIVE IN THE FUTURE. BASIC NEEDS LIKE A SMALLER SIZED SUPERMARKET, GAS STATION AND HARDWARE STORE ARE ESSENTIAL. A TOTAL OF THREE ADDITIONAL ACRES OF COMMERCIAL REDEVELOPMENT IS PROPOSED WITH THE MOST OF THE REDEVELOPMENT IN THE CENTRAL DOWNTOWN COMMERCIAL CORE. OVERFLOW OF THE THREE ACRE PROPOSED COMMERCIAL SPACE WILL BE CONTAINED WITHIN THE MIXED USE ZONE BORDERS. BUILDING SIZE AND LOCATION IS DISPLAYED IN A NEW DEVELOPMENT PLAN.

THE TOWN OF ESPARTO IS EXPERIENCING GROWING PAINS. AS THE TOWN EXPANDS, MANY RESIDENTS WHO ENJOY THE RURAL LOCATION AND SMALL-TOWN-CHARACTER OF ESPARTO, FEEL ITS CHARM IS THREATENED. SEVERAL NEW HOUSING DEVELOPMENTS ORDAINED IN THE 2007 GENERAL PLAN UPDATE FOR ESPARTO ARE OFTEN BLAMED FOR THIS THREAT. SPEEDING TRAVELERS AND HIGH TRAFFIC LEVELS TO A NEAR BY CASINO CONCERN RESIDENTS AS WELL. NEW TOWN GROWTH ALSO INCREASES THE DEMANDS OF RESIDENTS TO HAVE MORE COMMERCIAL AND CIVIC AMENITIES WITHIN TOWN BORDERS. WHILE ESPARTO IS GROWING AND RESIDENT DEMAND INCREASES, IT IS NOT INCORPORATED. THEREFORE, ESPARTO CANNOT FORM ITS OWN CITY COUNCIL AND SOME RESIDENTS BELIEVE THAT THIS CAUSES A RIFT IN PLANNING DECISIONS AND RESIDENT NEEDS. THIS ADDED WITH THE DETERIORATION OF THE DOWNTOWN COMMERCIAL CORE SUGGESTS MAJOR REDEVELOPMENT IS NECESSARY.

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THIS PROJECT WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE RIGHT PEOPLE IN MY CORNER

THANK YOU MOM AND DAD FOR YOUR RELENTLESS SUPPORT
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BEST OF LUCK TO YOU AND MADDY AND HERE'S TO MANY HAPPY YEARS AHEAD

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TABLE OF CONTENTS

ABSTRACT.....	iii		
ACKNOWLEDGMENTS.....	v		
TABLE OF CONTENTS.....	vii		
1: INTRODUCTION TO ESPARTO.....	2		
• Town Feel			
• The Future			
• Significance of the Study			
• The Approach			
2: CURRENT TOWN CONDITIONS.....	9		
• Site Context and Culture			
• Area of Focus			
• The Need for Downtown Development			
• Community Outreach			
3: INCORPORATING MIXED USE.....	24		
• Mixed-Use Design Standards			
• Current Issues in the MXD Zone			
• Visions for the Future			
4: THE FEASIBILITY OF MIXED-USE.....	37		
• Approaching Policy Makers			
• Resident Purchasing Power			
• Qualitative Feasibility Study			
• Quantitative Feasibility Studies			
5: FINAL PLAN.....	55		
• DEVELOPMENT PLAN			
• LANDUSE PLAN			
• PERSPECTIVES			
APPENDIX.....	61		
REFERENCES.....	70		
LIST OF ILLUSTRATIONS.....	72		

MAKING MIXED-USE A REALITY

How we present our vision is often as important as what we are presenting. Understanding the audience that will hear our ideas must be considered and responded to. People are more likely to listen if they believe there is truth in what is being said. The ability to portray the truth is strengthened by facts. An understanding of demographics, statistics and evidential facts will help us strive for the truth. Eventually, our vision will guide our growth into the future, yet, how we present the vision matters. Valid and concise arguments are rooted in fact. The following serves to find what can feasibly be possible in downtown Esparto. Once feasibility is established, we have the freedom to make it real.

Figure 4.1

ESPERANZA STATION



WHERE SUCCESSFUL MIXED-USE STARTS

Economic studies will most likely be required when newer or more innovative land uses are proposed. The combination of economic analysis with graphic scenario representations are the kinds of materials that must be provided to attempt to make the decision making process go smoothly. While mixed-use has seen success throughout Yolo County in communities such as Davis, Winters and West Sacramento, the concept of mixed use is completely new to Esparto. Mixed-use development will be somewhat experimental in Esparto since it is the first of the unincorporated towns within Yolo County to designate a MXD zone. As quoted at the Yolo County Board of Supervisors meeting “Quite frankly, we’ve never done this before (McGowen, 2009).”

The major concern of policy makers may be that the number of customers required by businesses within mixed-use

zones may not be supported by small populations. Significant data must support the amount of commercial and residential development that is being proposed as well as generate residential and community organization satisfaction. MXD zoning is also more likely to be a newer concept in smaller towns, therefore, more scepticism is expected.

Engaging town stakeholders that have the common goal of including mixed-use in their communities is key to beginning to make mixed-use a reality. Their support and input is essential when attempting to restore existing downtown buildings for the mixed-use zone. There are currently several groups that are actively pursuing the revitalization of downtown Esparto. Groups like the Esparto Citizens Advisory Committee act as a liaison between the residents and Yolo County planning staff. Groups like the Capay Valley Vision act as liaisons between agriculturalists and the County while groups like the Esparto Chamber of Commerce act as a liaison between

business owners and the County. There are varying opinions concerning the town's direction often times. Even details like the type of signage businesses can place in front of their stores is debated. These types of standards play a vital role in successful mixed-use environments. Each group, and opinion will influence the final result of the town's direction. For the planner, an understanding of the economical factors surrounding a town must be reached to gain insight into the town's future.

Commercial and Residential balance is the key factor to ensuring the economic success of mixed use development. Once a balance is determined, design standards and town vision guidelines will supplant and strengthen commercial success. Statistics are provided by landuse studies, while the liveability and resident satisfaction assumptions are derived from community groups, surveys and design workshops. Any

conclusions drawn from economic feasibility studies must be designed in accordance within the General Plan framework.

Esparto is a town of humble size and this is reflected in resident spending totals. While this is the case, the average income for Esparto residents was \$41,901 in 1999 which was slightly more than the Yolo County Average of \$37,999 (ADE, 2002, p.5). Resident purchasing power represents the amount of income that residents spend on specific items each year. Resident purchasing power is directly related to income and spending habits. Information on purchasing power and spending habits can be extrapolated to suggest what scale of commercial development will be economically sustainable. While the information on family income is contained in census data, it is difficult to pinpoint exactly what people will spend their money on. A combination of previous survey results, census demographic data and feasibility studies by the county and third parties was used to determine the practice

commercial demands of Esparto. This information was then combined with the spatial analysis information of previous chapters to draw conclusions on how development may be possible in Esparto.

OVERVIEW OF QUALITATIVE STUDIES

Wes Ervin was an economic consultant when the *Esparto Economic Development and Revitalization Strategy* was released by Applied Development Economics in March of 2002. This third party study was contracted from the County to promote revitalization in Esparto. Wes was also involved in an updated study when the suggestion for the inclusion of mixed-use was presented for downtown Esparto. An update entitled *Analysis of Commercial Land Absorption in Esparto* was then released in December of 2008 by Wes Irvin, who had since been employed by the Yolo County Economic Development

Department. “He has a long history of involvement in the economic development projects surrounding Esparto and people here trust him (Heitman, 2009).” The communal trust in Yolo County’s Economic Development Planner, is key to moving forward with feasible development that satisfies both the market and resident desires. The studies done by Wes Ervin will be discussed in order to disclose some of the feasibility study process.

Any design or vision must be rooted in truth if it is to be made real. When determining the feasibility of new land use zones like mixed-use, an economic development analysis must be done. These documents may contain info on resident income averages, spending habits, commercial demand and future growth projections.

The 2002 Esparto Economic Development and Revitalization Strategy done by ADE in 2002 funded by community development grant #00-EDBG-702, approved by the

Yolo County Board of Supervisors to create a commercial development plan for Esparto (YCP&PWD, 2002, p.3).

The study was intended to find out what types of commercial development would be viable. Because the MXD zone contains a commercial element, businesses will fill in a portion of the land use within the MXD zone. ADE used a 5-step process to find out what businesses will be economically viable in Esparto. This step-by-step process is available in the appendix (**Appendix, Process**). The results of this process can also be found in the appendix (**Appendix, Spending**).

For example, consider town spending on home furnishings. In the entire Esparto market area, the estimated retail store spending was \$708,307 for furniture and sleep equipment items and \$427,355 for kitchen and home furnishing items (ADE, 2009, p. 13). Therefore, the total household spending on furniture, sleep equipment, kitchenware and home furnishings was a combined total of \$1,135,662 per year in the Esparto

market area. These types of items could easily be sold under one roof in a home furnishings store like Sleep Train Mattress Center or Ace House-wares. The yearly sales average for similar types of stores in Yolo County is \$951,000 per year (p. 15). Since the Esparto area spending on furniture and home items is more than the average sales revenues of stores that sell these items, there is a viable market for that store to survive in Esparto. This formula assumes that all area spending on the item would be captured in Esparto, which is unlikely, and is only used to predict an extremely optimistic upper limit of potential.

The ADE economical study suggests there is enough retail store spending within the Esparto market area to potentially support up to seven new retail establishments. According to this study, residents spend enough money on retail to support 2 apparel stores, 2 specialty retail stores, a miscellaneous retail store, a furniture/hardware store, a full service restaurant, another eating place and a gas service station (ADE, 2002, p.14).

A spending chart comparing retail spending and retail sales that was used to determine the viable stores is contained in the appendix (**Appendix, Retail**). There are already plans for a gas station to be built in the southern part of town, so this establishment is not included in the MXD zone. Ace hardware also has plans to build a hardware store in the Lindberg Building in the downtown area. This building is in the MXD zone and is therefore included in the final redevelopment program.

According to the ADE study in 2002, commercial establishments that appeared viable in Esparto in the past may be viable today. These include a hardware store, a gas station drug store and bank. The study also suggested that a coffee shop (p. i) and beauty shop are also missing in the downtown (p. 14). In the surveys I conducted during the community outreach portion of this study, the top two most requested development types were a gas station and hardware store, with the addition of a large market (**Figure 2.25**). Planning to

incorporate these types of stores in new development would add to the success of the downtown. This qualitative data can be combined with quantitative data to reveal what types of businesses could survive, and what scale these businesses should be.

OVERVIEW OF QUANTITATIVE STUDIES

Qualitative information gives the *types* of commercial development that are feasible in Esparto. Now, quantitative data must be used to find the *amount* of development economically feasible in Esparto. In 2001 there were 1,237 households in Esparto and 1,622 households throughout the “Esparto market area” (ADE, 2002, p. 6). The Esparto market area consists of residents that are likely to travel to stores within the Esparto town boundaries for smaller retail needs.

These households represent the 3,905 residents that have buying potential in Esparto. The average household income in this area was estimated at \$46,780 in 1999 (p. 5).

Residents in the Esparto market area spend \$25.6 million on retail purchases a year. Local commercial establishments in Esparto generate an estimated \$1.9 million a year in sales (p. 6). This suggests that \$23.7 million, or over 93% of all retail demand is being spent outside of town (**Figure 5.3**).

There is the potential to capture \$23.7 million in town revenues that would usually be spent outside of town. ADE uses a “conservative” assumption of \$200 of sales for every square foot of retail store. Under this assumption, there is a potential of additional 126,000 square feet (2.89 acres) of retail space in the Esparto market area.

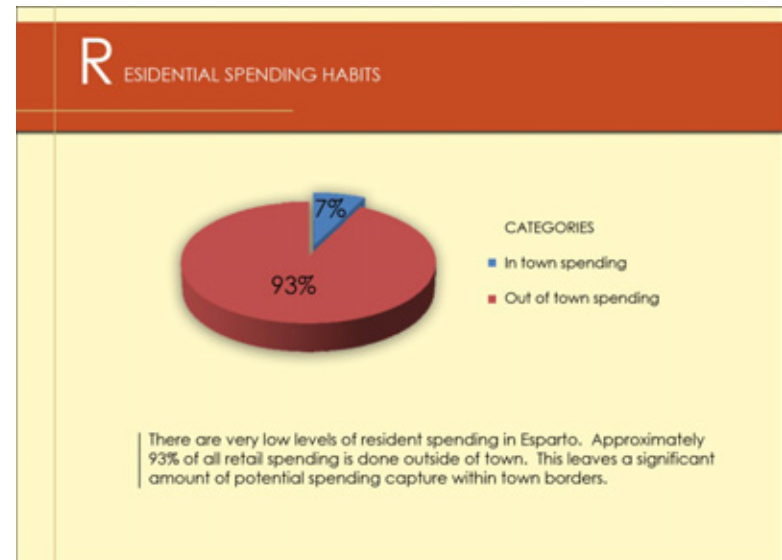


Figure 4.2: Residential spending habits chart in the Esparto market area

Assuming a requirement of one parking space for every 300 square feet of retail, there would need to be 420 parking stalls to accommodate for the 126,000 square feet of retail (not including handicapped parking needs). If it is assumed that stall dimensions are 9 feet wide by 18 feet deep and that parking lot drive isles are 26 feet wide, this yields an assumed 558 square feet of land use for every 2 parking stalls (**Figure 5.4**) or 117,180 square feet of parking to accommodate all 126,000 square feet

of commercial development. This gives an added 93% land area usage when parking is added to commercial land use. If 100% retail capture is assumed, there is potential to fill 243,180 square feet or 5.58 acres of retail in Esparto including parking space according to the ADE study.

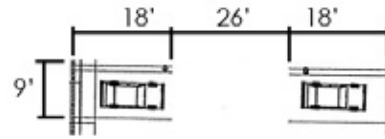


Figure 4.3: Illustration of parking dimensions

However, this assumes 100% retail capture taken from all other in-store shopping, and non-store shopping by residents. This is unlikely since many larger retail market stores would probably never come to a town as small as Esparto. “More than 4,000 dwelling units or a base population of 12,000 people is needed for a stand-alone new town community to be able to support a modern neighborhood retail center anchored by a full-sized major chain grocery store (YCPR&PWD, 2006, p. 5).

Esparto could probably hold a small super market that was scaled back proportionately in size. “A typical modern 50,000 to 60,000 square foot super market requires a trade area population of between 12,000 and 15,000 people (Ervin, YCEDD, p. 2).” Therefore, Esparto would need to scale back the square footage proportionately from 12,000 residents. The Esparto market contains 3,905 residents which are about 32.5% of the population needed to support a 50,000 square foot market chain like Safeway or Food-4-Less. A supermarket that is closer to 18,000 square feet would be more viable. Development projects that would include a supermarket are especially important for Esparto. The market place is a basic need for a town community. If a high quality market is established this would contribute to forming a better sense of identity for Esparto.

Household spending statistics were with demographic information to predict commercial potentials in the future. The

percentage of household income spent on retail can be generated by using existing statistics provided in 2002. When this process is applied to the Esparto market area, a percentage of household income spent on retail can be estimated (**Figure 4.4**).

The percentage of income spent on retail purchases is useful because it can be applied to variable income levels which may increase as time goes on. Once the household percentage spent on retail is found, retail land use calculations can also be found. Two things must be known in order to calculate the commercial needs at a particular time. These are the total number of households and average household income. Assuming the percentage that each household spends on retail remains constant, retail land use can be estimated. It is assumed that full build out of the residential development proposed in the General Plan will be reached by 2020 for Esparto. It is also assumed that The Deterding Gateway Project

will be completed by 2030. All of the housing development that is specified in the General Plan is contained in the *Recent and Future Projects* map in the appendix (**Appendix, Projects**). The following table shows these calculations applied to 2006, 2009, 2020 and 2030 (**Figure 4.5**). The average household income is

<u>Yearly Statistics Provided by 2002 ADE Report</u>		<u>Calculated Statistics</u>	
<u>stat 1</u>	Total Number of Households 1,622		
<u>stat 2</u>	Total Household Spending on Retail \$25,600,000	<u>stat 4</u>	Average Household Spending on Retail (stat 2/stat 1) \$15,783
<u>stat 3</u>	Average Household Income \$46,780	<u>stat 5</u>	Percentage of Household Spending on Retail (stat3/stat 4)x100% 33.74%

Figure 4.4: Approximate percentage of household income spent on retail

not adjusted for inflation since the amount of spending required per square foot of retail space is also not adjusted. Both statistics remain constant throughout each year.

Two other studies were done to predict future growth potential. One study based on traffic usage projected 7,410 square feet (0.8acres) of commercial growth with no likely residential growth by 2010 in Esparto. Long term growth projections showed 140 new housing units and 27,770 square feet (3.0 acres) of development in the mixed use area by 2030 (YCP&PWD, 2008, p.5). A traffic study by Fehr & Peers

suggested 3.0 acres of retail development will be possible in Esparto by 2030 (p. 4). Another study done by Bay Area Economics (BAE) based on job growth projections, predicts Esparto will contain 40 new retail jobs and 160 new office, medical, educational, public or other jobs by 2030 (Ervin, 2008, p.3). Using typical jobs per acre assumptions used by Applied Development Economics, there are 20 jobs per acre within retail development, and 36 jobs per acre within commercial development. This predicts 2.0 acres of retail development potential and 4.4 acres of other job growth (small medical,

YEAR	Average Household Income	% of Income Spent on Retail	Average Household Spending on Retail	Total Number of Households	Total Spending on Retail	Total Spending on Retail in 2002	Added Spending Since 2002 Study	Added Retail Land Use Potential	Average
2006	\$49,897	29.81%	\$14,877	2,175	\$32,356,814	\$25,600,000	\$6,756,814	33,784 SF	0.78
2009	\$49,897	29.81%	\$14,877	2,199	\$32,713,855	\$25,600,000	\$7,113,855	35,569 SF	0.82
2020	\$49,897	29.81%	\$14,877	2,740	\$40,762,147	\$25,600,002	\$15,162,145	75,811 SF	1.74
2020 w/ Gateway	\$49,897	29.81%	\$14,877	3,261	\$48,512,906	\$25,600,000	\$22,912,906	114,565 SF	2.63

Figure 4.5: Quantitative retail demand studies and calculations

educational and public) totaling 6.4 acres of total job providing development in Esparto by 2030 (p. 3). If the 6.4 acres non-retail land use is assumed, this could include things like a community center, public pool and a neighborhood park. The General Plan for Esparto calls for a community pool, as well as a community/recreation center. These are located within the large vacant MXD zone above Woodland Ave.

The viable commercial development needed in Esparto will be incorporated into renovated buildings and potential development sites. All areas within the downtown will be filled first, before new outlying development sites will be considered. In addition to commercial space structures it is also proposed that a hotel (approximately 50 rooms) could be possible in

Esparto given its vicinity to Cache Creek Casino and other regional activities (Ervin, 2002, p.24).

All quantitative data is compiled in a chart comparing all land use estimates (**Figure 4.6**). These include the initial ADE study in 2002, my own statistical study based on the statistics in the ADE study, the traffic study by Fehr and Peers, and the job growth study by BAE. The quality and quantity of growth that is feasible determined the complete redevelopment program. This program will synergize the efforts and opinions of residents, town organizations, planners, economists, General Plan ordinances and county development standards.

ADE Capture Study	ADE Stat Analysis	Fehr & Peers Study	BAE Job Analysis
2002: 100% Capture 2.9 acres	2002 0.78 acres		
2002: Tourist Capture 2.5 acres			
	2009 0.82 acres	2010 0.8 acres	
	2020 1.74 acres		
	2030 2.63 acres	2030 3 acres	2030: Retail 2.0 acres
			2030: Office, medical, educational, public, other 4.4 acres

Figure 4.6: Results from qualitative retail demand studies and calculations

POTENTIAL DEVELOPMENT SITES

There are several historic buildings that need renovation downtown. These buildings are located between the two blocks of North Grafton St and Capay St, and between Capay St and Woodland Ave. The spaces between buildings has been evaluated to find where retail and other commercial uses

can be placed. Spaces have been evaluated for size and location to find what commercial uses will best fit each potential location.

After building renovations have been made, areas where additional structures can be built were located. These spaces help “fill in the teeth” where buildings are missing along the Yolo Ave frontage. This helps fill the gaps and present a

continuous façade along the downtown blocks. This encourages a more pedestrian friendly corridor and allows the stores to be in immediate view. This will generate a more lively downtown space and rejuvenating the downtown will help to capture the business of visitors that are passing by. People will be more likely to get sucked into the vivacious life style of the downtown.

“The point is, if you don’t have a healthy, vital downtown, why even have a town (Burden, 2009)?” Spaces that hold potential to be renovated and redeveloped are mapped out in two separate plans (**Figure 5.8, 5.9**).

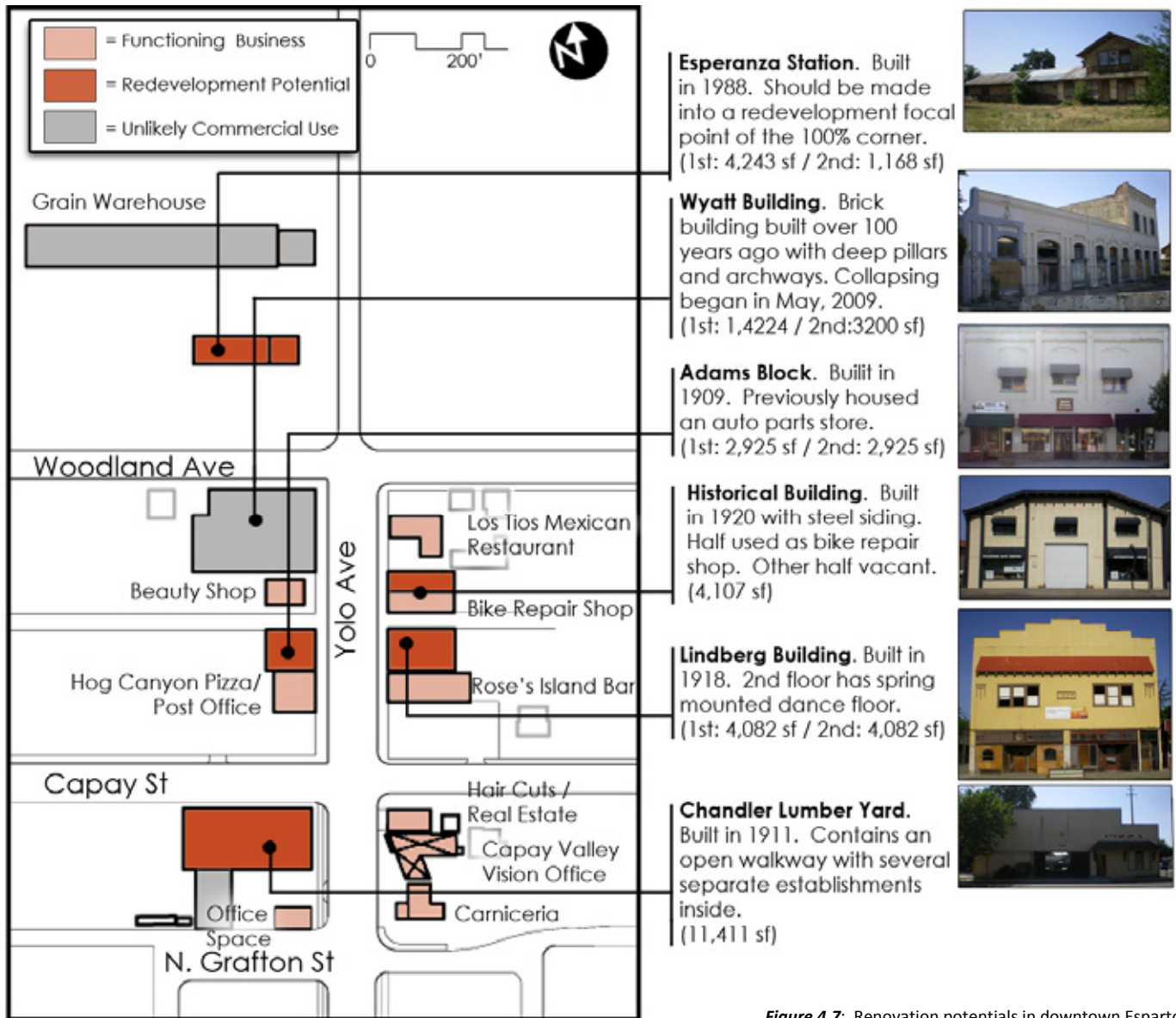


Figure 4.7: Renovation potentials in downtown Esparto

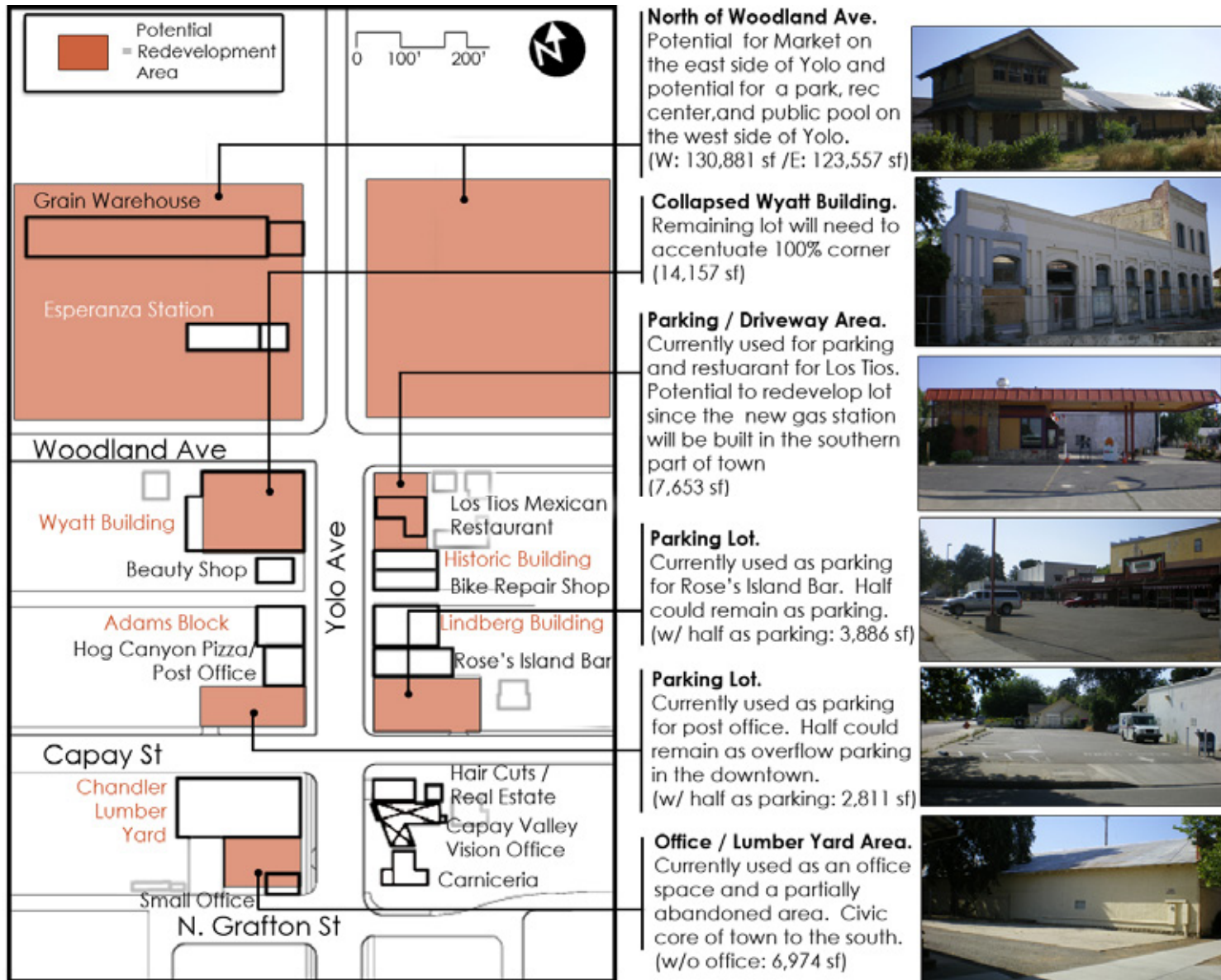


Figure 4.8: Redevelopment potentials in downtown Esparto

There is about 28,010 square feet of existing floor space that can be renovated for retail usage in the downtown area of Esparto. This total includes the first floor of Esperanza Station, the first floor of the Adams Block, the historical building with steel siding, the first and second floor of the Lindberg Building and the entire Chandler Lumber Yard. The second floors of any renovated buildings will be ignored when factoring potential commercial square footage, save for the Lindberg building. This is because first floor retail is more accessible to pedestrians and is more likely to catch the eye of passing motorists.

Patron enticement can be increased by using storefronts with high permeability. About 60%-65% of building facades along Yolo Ave will contain permeable materials in accordance with the General Plan. This means that first floor businesses have lots of glass, and other see-through materials to allow people passing by to see into the establishments. This concept can be combined with outdoor dining areas and other sidewalk amenities. It will be

assumed that the second floor levels of downtown buildings will be reserved for residential development.

Some buildings will not be incorporated into the new design. The abandoned grain warehouse will be removed and replaced with new development. The Wyatt building began collapsing in May of 2009 and will eventually be torn down for safety reasons. There will be no renovation potential in this building. The small office next the Chandler Lumber Yard will also be replaced by structures that are more fitting with the character that the downtown should exude.

There is about 35,289 square feet of available space in the downtown area that can be redeveloped with new structures. This includes the Los Tios parking and driveway. Replacing the existing structure with a structure that would help accentuate the 100% corner that is adjacent is ideal. New redevelopment potential also includes the parking lots next to Rose's Island Bar and the Post Office. While there is potential to fully develop these sites, half will

be left to remain as parking. These parking spaces will take on any overflow parking from the street and act as a buffer between the commercial development and near-by residences. Finally the space near the Chandler Lumber Yard will be redeveloped. The office will be removed and replaced with a form that fits into the desired downtown façade and that better connects to the civic spaces to the south.

The areas above Woodland Ave in the MXD zone are much greater, yet further from the downtown core. Of the portion of the MXD zone above Woodland Ave, about 1,068,530 square feet (24.5 acres) of it is west of Yolo Ave and 191,744 square feet (4.4 acres) is east of Yolo Ave. This is assuming the 100 foot Ag buffer. If the 300 foot Ag buffer is applied, this will use up about 415,144 square feet (9.5 acres) of the MXD zone east of Yolo Ave and north of Woodland Ave leaving 554,386 square feet (12.7 acres) in this section. For this project the 300 foot buffer will be assumed to be required.

Of the MXD areas north of Woodland Ave, about 158,683 square feet (3.6 acres) is in the downtown vicinity (130,881 west of Yolo Ave and 27,802 square feet east of Yolo). This area will be given more priority for redevelopment than the rest of the MXD zone north of Woodland Ave.

New businesses will be established in areas that fill the highest priority sites until they are filled. Then development will occur in sites that are next in the priority list until they are filled and so on. A listing of the priorities and their respective sizes are found in a redevelopment priority list (**Figure 4.9**).

The manifestation of the several qualitative, quantitative and land use studies are contained in the final redevelopment program (**Figure 5.10**). This program is the culmination of all previous chapters. These items will be integrated with new housing development in the MXD zone to complete the final design for “The Esparto Mixed-Living Vision.”

Priority	Site Area	Square Footage
1	Existing Buildings w/ Renovations	27,936 sf
2	Downtown sites after Redevelopment	35,681 sf
3	Areas north of Woodland Ave near downtown core	158,683 sf
4	Other areas outside downtown core with 300 ft Ag buffer	395,703 sf
TOTAL:		618,003 sf

Figure 5.10: Potential redevelopment sites in downtown Esparto

Type of Development	Floor Area (sf)
RETAIL POTENTIAL (65% Capture)	84,942
Apparel Store	2,811
Apparel Store	6,586
Specialty Retail Store	6,533
Specialty Retail Store	8,019
Misc. Retail Store	6,460
Furniture/Home Furnishings	4,107
Hardware Store	8,164
Auto Parts Store	2,924
Drug Store	3,886
Coffee Shop	981
Coffee Shop	858
Small Market	18,000
Full Service Restaurant	7,653
Other Eating Place	4,241
Locally Grown Produce Market	5,706
TOTAL ABSORPTION	81,223
NON-RETAIL COMMERCIAL	191,664
Beauty Salon	2,853
Clinic	3,442
Child Care Facility	3,445
50-Room Hotel	6,598
Bank	1,400
Office/Medical 1	2,856
Office/Medical 2	2,446

Figure 5.11: Final program list for the revitalization of downtown Esparto

Type of Development	Floor Area (sf)
Office/Medical 3	1,400
Office/Medical 4	1,700
Office/Medical 5	1,700
Office/Medical 6	1,380
Office/Medical 7	1,380
Office/Medical 8	3,716
Office / Medical Townhouses	17,500
TOTAL ABSORPTION	23,040
CIVIC	217,800
Neighborhood Park	68,985
Public Pool Facility	8,231
Recreation/Community Center	2,249
TOTAL ABSORPTION	79,465
HOUSING	217,800
Live/work Loft Block 1 (5 units)	17,500
Live/work Loft Block 2 (5 units)	17,500
Live/work Loft Block 3 (5 units)	17,500
Senior Apts. (35 units)	17,500
Low Income Apts. (35 units)	17,500
S-Family Attached Townhomes	17,500
S-Family Attached Townhomes	17,500
S-Family Attached Townhomes	13,980
S-Family Attached Townhomes	13,980
TOTAL ABSORPTION	150,460

MASTER PLAN

Finally the vision must become real. The vision of Esparto's future is made more tangible and concrete through imagery. The design is founded on valid options that intend to incorporate a mixture of uses in Esparto with the hope of accommodating a mixture of people. The balance and truth that was established in previous chapters can finally be realized.


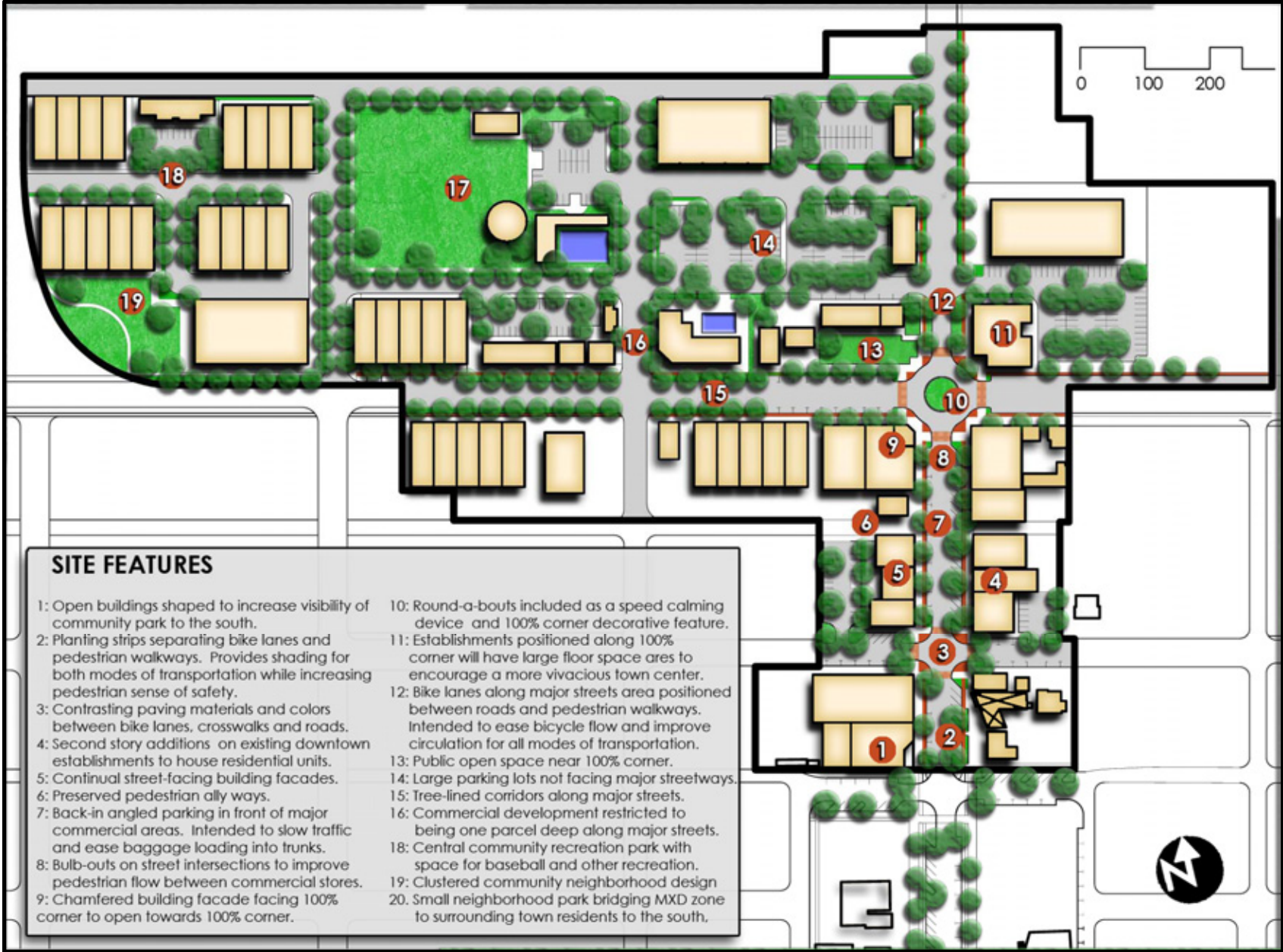
A photograph showing a long, straight row of mature London plane trees with characteristic light-colored, peeling bark and dense green foliage. The trees line a paved sidewalk that recedes into the distance. In the background, there is a grassy area, a fence, and some buildings under a bright sky.

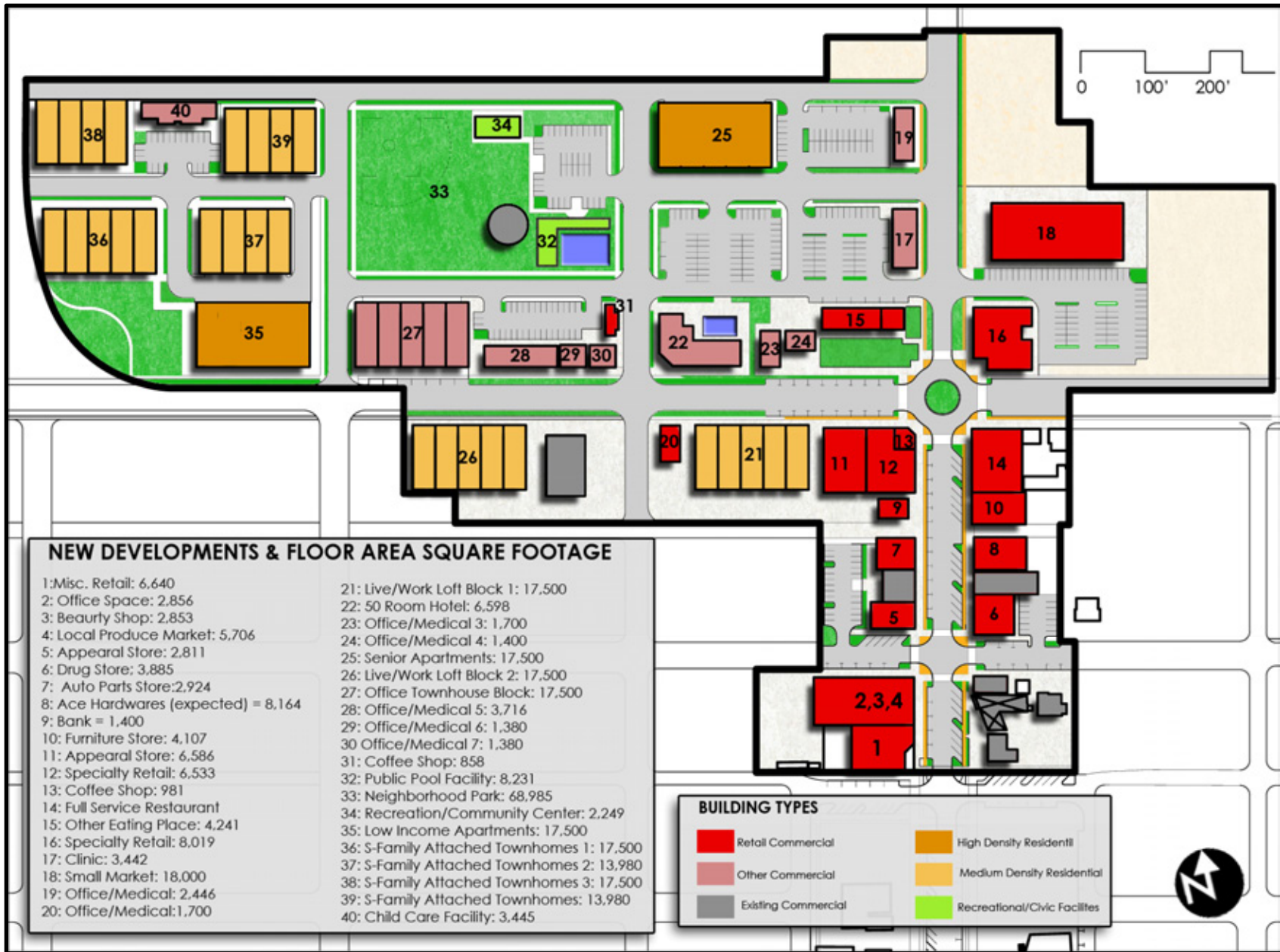
Figure 5.1

ROW OF LONDON PLANE TREES



SITE FEATURES

- 1: Open buildings shaped to increase visibility of community park to the south.
- 2: Planting strips separating bike lanes and pedestrian walkways. Provides shading for both modes of transportation while increasing pedestrian sense of safety.
- 3: Contrasting paving materials and colors between bike lanes, crosswalks and roads.
- 4: Second story additions on existing downtown establishments to house residential units.
- 5: Continual street-facing building facades.
- 6: Preserved pedestrian ally ways.
- 7: Back-in angled parking in front of major commercial areas. Intended to slow traffic and ease baggage loading into trunks.
- 8: Bulb-outs on street intersections to improve pedestrian flow between commercial stores.
- 9: Chamfered building facade facing 100% corner to open towards 100% corner.
- 10: Round-a-bouts included as a speed calming device and 100% corner decorative feature.
- 11: Establishments positioned along 100% corner will have large floor space areas to encourage a more vivacious town center.
- 12: Bike lanes along major streets area positioned between roads and pedestrian walkways. Intended to ease bicycle flow and improve circulation for all modes of transportation.
- 13: Public open space near 100% corner.
- 14: Large parking lots not facing major streetways.
- 15: Tree-lined corridors along major streets.
- 16: Commercial development restricted to being one parcel deep along major streets.
- 18: Central community recreation park with space for baseball and other recreation.
- 19: Clustered community neighborhood design
- 20: Small neighborhood park bridging MXD zone to surrounding town residents to the south.



NEW DEVELOPMENTS & FLOOR AREA SQUARE FOOTAGE

1: Misc. Retail: 6,640	21: Live/Work Loft Block 1: 17,500
2: Office Space: 2,856	22: 50 Room Hotel: 6,598
3: Beauty Shop: 2,853	23: Office/Medical 3: 1,700
4: Local Produce Market: 5,706	24: Office/Medical 4: 1,400
5: Apparel Store: 2,811	25: Senior Apartments: 17,500
6: Drug Store: 3,885	26: Live/Work Loft Block 2: 17,500
7: Auto Parts Store: 2,924	27: Office Townhouse Block: 17,500
8: Ace Hardwares (expected) = 8,164	28: Office/Medical 5: 3,716
9: Bank = 1,400	29: Office/Medical 6: 1,380
10: Furniture Store: 4,107	30: Office/Medical 7: 1,380
11: Apparel Store: 6,586	31: Coffee Shop: 858
12: Specialty Retail: 6,533	32: Public Pool Facility: 8,231
13: Coffee Shop: 981	33: Neighborhood Park: 68,985
14: Full Service Restaurant	34: Recreation/Community Center: 2,249
15: Other Eating Place: 4,241	35: Low Income Apartments: 17,500
16: Specialty Retail: 8,019	36: S-Family Attached Townhomes 1: 17,500
17: Clinic: 3,442	37: S-Family Attached Townhomes 2: 13,980
18: Small Market: 18,000	38: S-Family Attached Townhomes 3: 17,500
19: Office/Medical: 2,446	39: S-Family Attached Townhomes: 13,980
20: Office/Medical: 1,700	40: Child Care Facility: 3,445

BUILDING TYPES

■ Retail Commercial	■ High Density Residential
■ Other Commercial	■ Medium Density Residential
■ Existing Commercial	■ Recreational/Civic Facilities



APPENDIX

(Survey)

City of Esparto Evaluation Survey

1) If you live in Esparto, how long have you lived here?

2) What do you like most about the town of Esparto?

3) What do you dislike most about Esparto?

4) On average, how often do you leave Esparto, and where do you go?

5) What are your favorite places to go in Esparto when not at school or working?

6) Place a check next to the types of places that you would like to see in Esparto?

large supermarket chain

upscale restaurant

gas station

hardware store

public pool

community garden

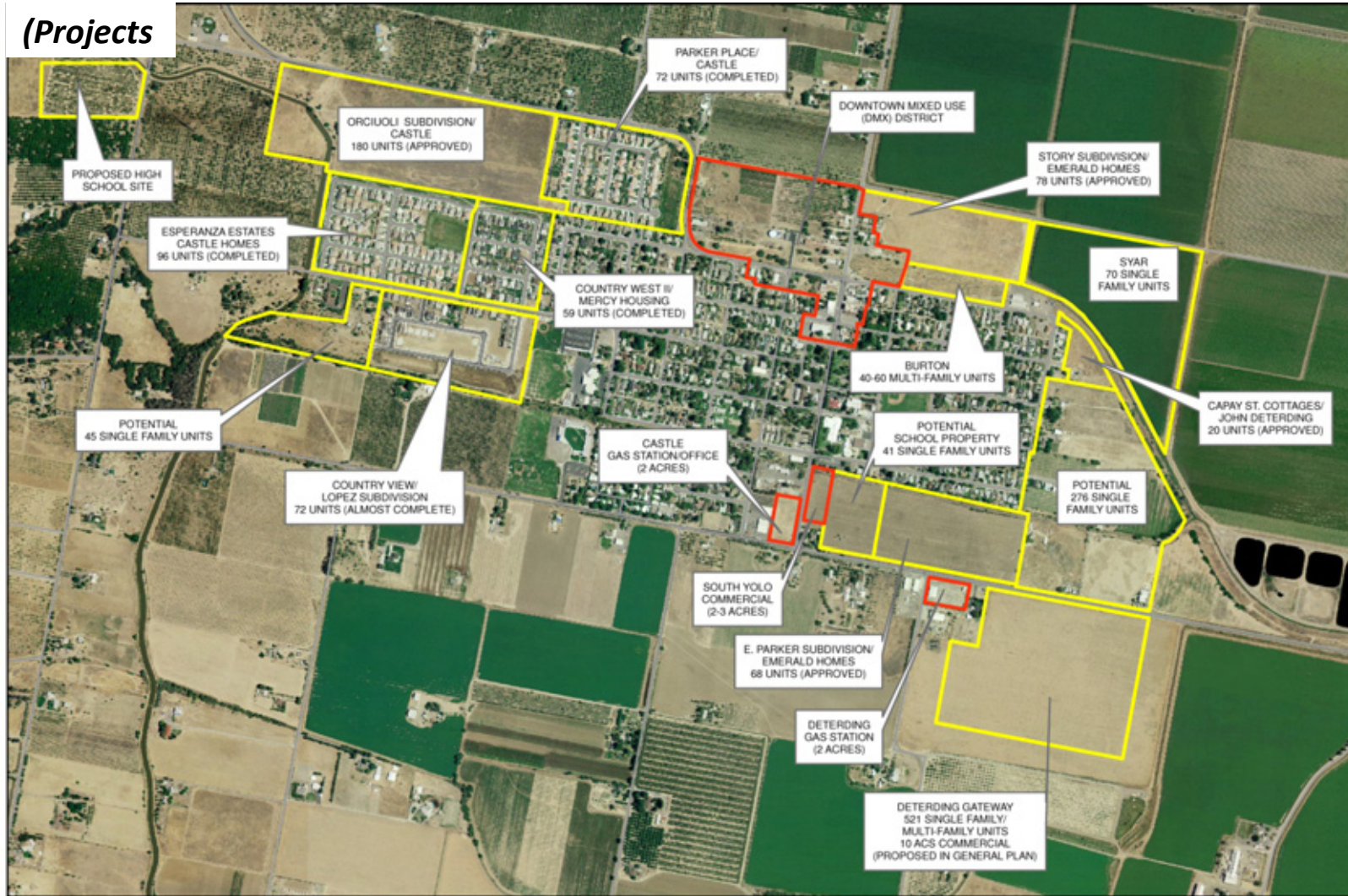
A larger park with sport fields / what type of sports _____

Fast food chains / what type of chain _____

Other / what type of other place _____

THANK YOU!

(Projects



BY: CSS - YOLO COUNTY PLANNING AND PUBLIC WORKS 3/09

Legend

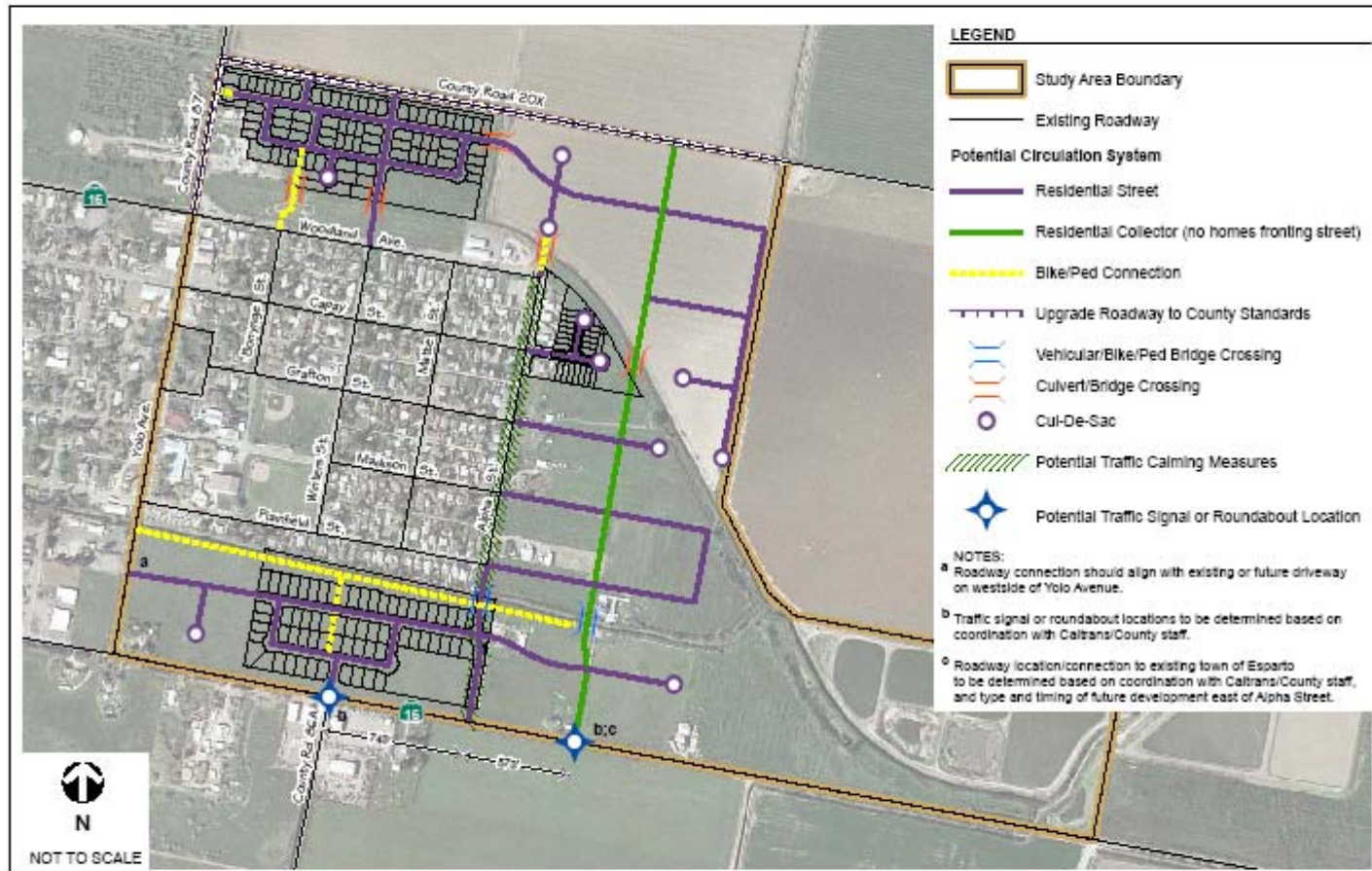
- Commercial
- Residential

RECENT AND FUTURE ESPARTO PROJECTS
REVISED MARCH, 2009



(Circulation)

FIGURE 5A
INSET A: EAST ESPARTO CIRCULATION PLAN

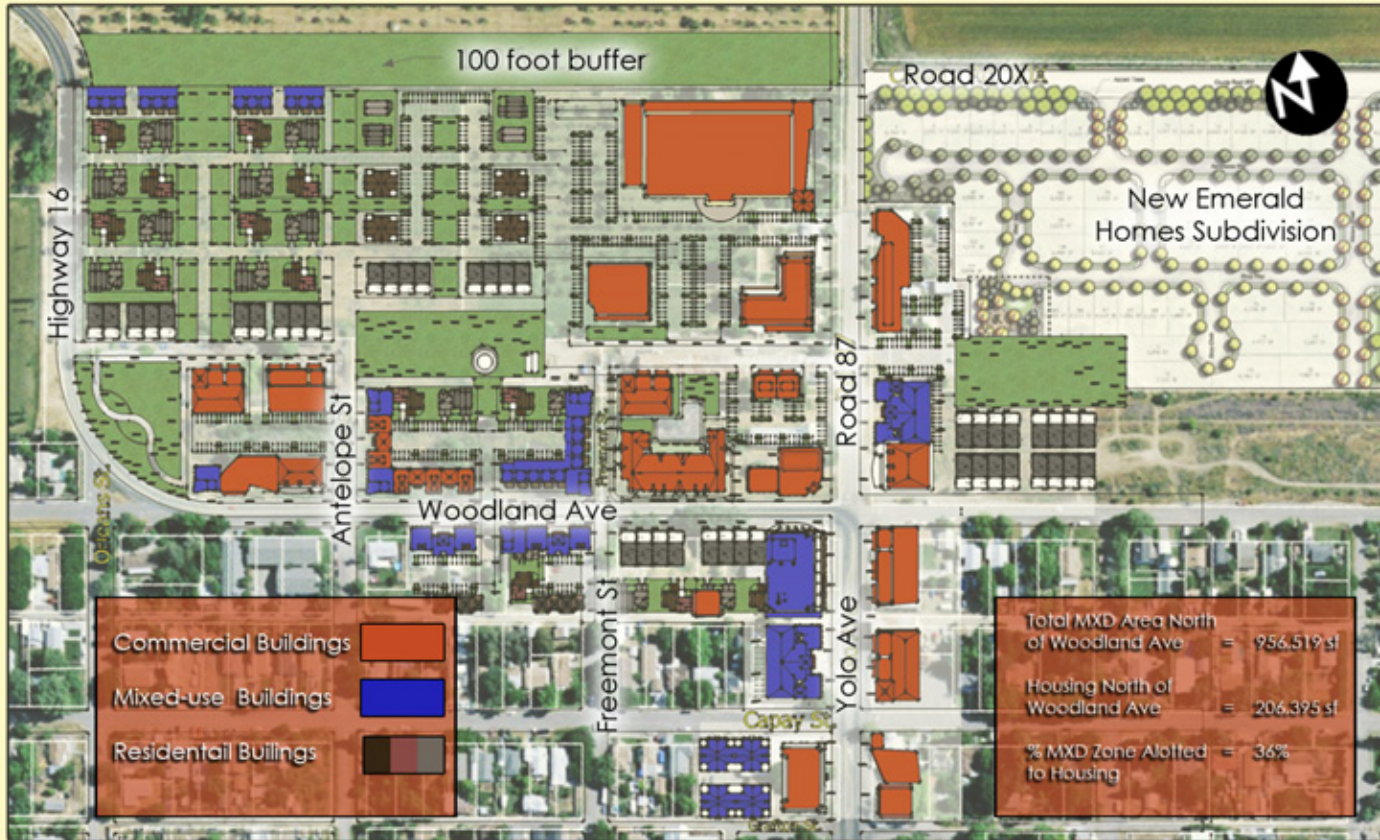


(Design Standards)

- Building heights between 22 and 55 feet
- Gross commercial floor areas under 25,000 square feet
- No ground floor apartments along Yolo Ave, Woodland Ave and County Road 87
- Building facades within 10 feet of the property line along Yolo Ave, Woodland Ave and County Road 87
- 40% to 75% permeability (see-through windows) along Yolo Ave, Woodland Ave and County Road 87.
- All housing must maintain a development ratio of at least 10 units per acre of development (medium density).

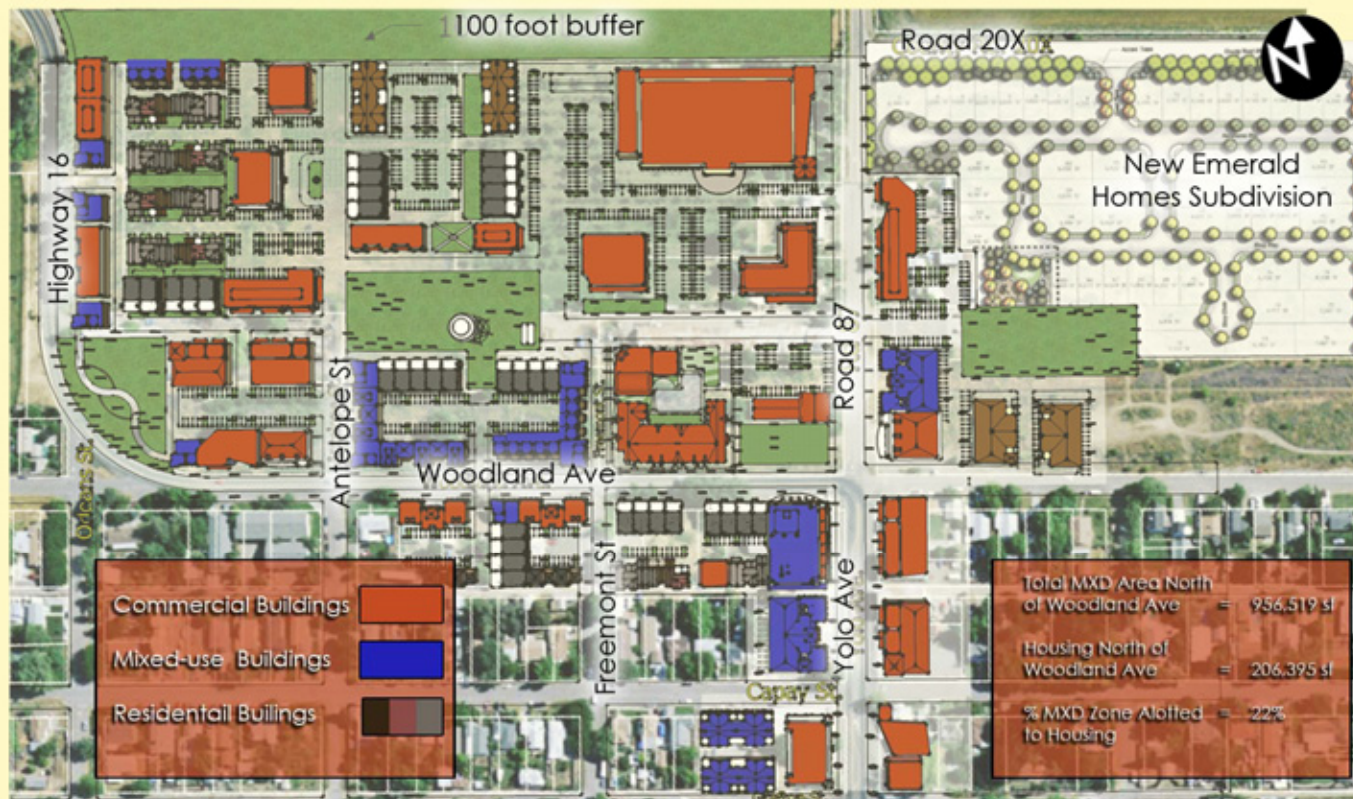
(Scenario 1)

Scenario 1: 100 FOOT BUFFER / 60% HOUSING



(Scenario 2)

Scenario 2: 100 FOOT BUFFER / 33% HOUSING



(Process)

- 1) ADMINISTER SURVEYS: Surveys were used to ask residents their spending habits on items like food, clothing and others. Surveys were mailed to all 1,237 residents within the Esparto zip code and had 194 respondents.
- 2) CALCULATE HOUSEHOLD SPENDING AVERAGES: The spending amounts of the 194 respondents were used to calculate the average household spending for each item.
- 3) CALCULATE POPULATION SPENDING TOTALS: The average household spending for each item was then multiplied by the 1,622 households in the Esparto market area. These figures estimated overall spending on each item.
- 4) CALCULATE GROUP TOTALS: All items that could be sold together in a single store were lumped into groups. All spending on items in the same group was added together. These figures approximated the total Esparto market area spending for each group of items.
- 5) COMPARE SPENDING TO STORE REQUIREMENTS: The total spending of each group was compared to the average store revenues that specialize in selling that group of items. If the Esparto area spending on that group of items was higher than the average store revenues that sell the items, then the store was deemed economically viable in the Esparto market area. Average store revenues were based on stores within Yolo County.

(Spending)

Merchandise Line Item	Retail Store Spending	Nonstore Spending	Other Spending	Total
Groceries & other food	\$4,813,047	\$132,383	\$1,387	\$4,946,816
Meals and snacks	\$1,922,414	\$12,845	\$187,298	\$2,122,558
Alcoholic drinks	\$157,112	\$50	\$12,115	\$169,277
Packaged alcoholic beverages	\$353,678	\$530	\$136	\$354,343
Cigars, cigarettes, and tobacco	\$467,231	\$5,531	\$68	\$472,830
Drugs, health aids & beauty aids	\$1,025,803	\$79,724	\$3,989	\$1,109,516
Soaps, detergents, & household cleaners	\$219,444	\$1,025	\$2,604	\$223,074
Paper and related products	\$291,152	\$2,010	\$0	\$293,162
Men's wear	\$648,855	\$31,546	\$380	\$680,781
Women's, juniors' and misses' wear	\$1,035,229	\$86,898	\$627	\$1,122,755
Children's wear	\$591,481	\$17,079	\$10	\$608,570
Footwear, except infants' & toddlers	\$541,112	\$22,593	\$219	\$563,923
Sewing, knitting & needlework goods	\$42,539	\$2,643	\$0	\$45,181
Curtains, draperies & dry goods	\$232,722	\$18,078	\$0	\$250,800
Major household appliances	\$306,791	\$27,322	\$2,696	\$336,808
Small electrical appliances	\$69,002	\$3,641	\$586	\$73,229
Televisions, video recorders, and tapes	\$185,450	\$13,117	\$13,002	\$211,570
Audio equipment, musical instruments & supplies	\$209,792	\$36,322	\$1,078	\$247,193
Furniture and sleep equipment	\$708,307	\$24,893	\$424	\$733,624
Floor coverings	\$285,275	\$4,114	\$0	\$289,390
Computer hardware, software/calc. equip., supp.	\$231,723	\$164,336	\$8,261	\$404,321
Kitchenware & home furnishings	\$427,355	\$43,114	\$0	\$470,469
Jewelry	\$261,652	\$23,423	\$380	\$285,455
Books	\$116,555	\$22,926	\$0	\$139,481
Photographic equipment & supplies	\$68,767	\$1,505	\$1,395	\$71,667
Toys, hobby goods & games	\$347,751	\$24,839	\$0	\$372,590
Optical goods	\$102,147	\$3,784	\$0	\$105,930
Sporting goods	\$267,580	\$17,672	\$371	\$285,623
Recreational vehicles	\$111,011	\$418	\$0	\$111,429
Hardware, tools & plumbing & electrical supplies	\$170,139	\$2,259	\$0	\$172,398
Lawn & garden equipment & supplies	\$335,798	\$7,558	\$1,260	\$344,616

Lumber & building materials	\$308,709	\$1,954	\$0	\$310,663
Paint & related preservatives & supplies	\$33,053	\$52	\$0	\$33,105
Manufactured (mobile) homes	\$0	\$0	\$0	\$0
Cars, trucks & powered vehicles	\$5,552,344	\$813	\$13,642	\$5,566,799
Automotive fuels	\$1,612,627	\$35,515	\$2,456	\$1,650,598
Automotive lubricants	\$16,961	\$761	\$3,144	\$20,867
Auto tires, batteries & accessories	\$257,304	\$5,398	\$6,198	\$268,901
Household fuels	\$6,092	\$66,912	\$0	\$73,004
Pets, pet foods, & supplies	\$229,367	\$4,357	\$0	\$233,723
All other merchandise	\$517,622	\$93,887	\$30,278	\$641,787
Unclassified merchandise	\$79,464	\$2,403	\$15,342	\$97,208
Nonmerchandise Receipts	\$0	\$0	\$0	\$0
Total Expenditures	\$25,160,455	\$1,046,233	\$309,348	\$26,516,035

Source: ADE, Inc.

(Retail)

Retail Group	Total Household Spending	Average Store Sales In Yolo County
Apparel Store Group	\$1,474,677	\$414,000
Specialty Retail Group	\$1,715,030	\$664,000
Misc. Specialty Retail	\$654,615	\$676,000
Eating Places	\$2,028,608	N/A
- Full-Service Restaurant	\$967,173	
- Other Eating Places	\$984,089	
Furniture & Home Furnishings	\$1,043,001	\$951,000
Gasoline Service Stations	\$2,181,473	\$1,892,000

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LIST OF ILLUSTRATIONS

1: PROJECT INTRODUCTIONS

<i>Figure 1.1:</i> Farm & Residence of P.G. Everett, Capay valley, Yolo CO. CAL.....	1
<i>Figure 1.2:</i> Dilapidated downtown building.....	2
<i>Figure 1.3:</i> Distance shot of the same dilapidated building.....	2
<i>Figure 1.4:</i> Residents with no distinguished property line.....	3
<i>Figure 1.5:</i> Wooden posts surrounding the central park.....	3
<i>Figure 1.6:</i> Rock feature with no apparent connection to the surrounding landscape.....	3
<i>Figure 1.7:</i> Thriving downtown in Stockholm, Sweden.....	5
<i>Figure 1.8:</i> Pasta Q, a mixed-use building in Davis with housing atop a restaurant.....	7
<i>Figure 1.9:</i> Small residence near downtown Esparto.....	8
<i>Figure 1.10:</i> Downtown commercial district in Esparto.....	8

2: CURRENT TOWN CONDITIONS

<i>Figure 2.1:</i> Small market in Esparto.....	9
<i>Figure 2.2:</i> Esparto location map.....	10
<i>Figure 2.3:</i> Capay Valley Ag production.....	11
<i>Figure 2.4:</i> Esparto's community park.....	11
<i>Figure 2.5:</i> Capay Valley Grown logo.....	11
<i>Figure 2.6:</i> Capay Valley region.....	12
<i>Figure 2.7:</i> Casino and winery location in relation to Esparto.....	13
<i>Figure 2.8:</i> Capay Valley Timeline (1842 – 1999).....	14
<i>Figure 2.9:</i> Capay Valley Timeline (2000 – 2009).....	14
<i>Figure 2.10:</i> Project site location.....	15
<i>Figure 2.11:</i> Downtown carniceria.....	17
<i>Figure 2.12:</i> The vast suburban sprawl in Las Vegas, Nevada.....	18
<i>Figure 2.13:</i> Cookie-cutter subdivision with little chance for social interaction.....	18
<i>Figure 2.14:</i> Public Design Charrette results for Esparto resident values and priorities.....	19

Figure 2.15: Live band next to the firehouse during the Almond Festival.....	20
Figure 2.16: Classic and exotic cars show at the Almond Festival.....	21
Figure 2.17: Rows of biker make an appearance at the Almond Festiv.....	21
Figure 2.18: Varieties of merchant booths	21
Figure 2.19: Young residents filling out surveys by a large aerial map.....	22
Figure 2.20: Esparto aerial map with resident notes attached.....	22
Figure 2.21: Question 1 results.....	23
Figure 2.22: Question 2 results.....	23
Figure 2.23: Question 3 results.....	24
Figure 2.24: Question 4 results.....	24
Figure 2.25: Question 5 results.....	24
Figure 2.26: Question 6 results.....	24

3: INCORPERATING MIXED-USE

Figure 3.1: County of Yolo regional library.....	24
Figure 3.2: Mixed-use development.....	26
Figure 3.3: Mixed-use rendering.....	26
Figure 3.4: Live/work style unit.....	27
Figure 3.5: Scenario 1 illustrating 60% housing development.....	28
Figure 3.6: Scenario 2 illustrating 33% housing development.....	29
Figure 3.7: Single family detached unit.....	30
Figure 3.8: Single family attached units.....	30
Figure 3.9: Impact of 100 foot Ag buffer on MXD site.....	31
Figure 3.10: Impact of 300 foot Ag buffer of MXD site.....	31
Figure 3.11: Bike lane location.....	32
Figure 3.12: Back in angled parking.....	33
Figure 3.13: Scenario Town center focused on 100% corner.....	55
Figure 3.14: Scenario 3	55

5: MAKE IT REAL

Figure 4.1: Esperanza Station.....	57
Figure 4.2: Residential spending habits chart in the Esparto market area.....	65
Figure 4.3: Illustration of parking dimensions.....	65

Figure 4.4: Approximate percentage of household income spending on retail	66
Figure 4.5: Qualitative retail demand studies and calculations.....	67
Figure 4.6: Results from qualitative retail demand studies and calculations.....	
Figure 4.7: Renovation potentials in downtown Esparto.....	
Figure 4.8: Redevelopment potentials in downtown Esparto	
Figure 4.9: Redevelopment Program	

Figure 5.7: Results from qualitative retail demand studies and calculations.....69

Figure 5.8: Renovation potentials in downtown Esparto.....71

Figure 5.9: Redevelopment potentials in down town Esparto.....72

Figure 5.10: Potential redevelopment site in downtown Esparto.....75

Figure 5.11: Final program list of the revitalization of downtown Esparto.....75

6: SEE IT, BE IT

Figure 6.1: Row of London Plane trees