Healdsburg Downtown Streetscape Plan

HEALDSBURG DOWNTOWN

STREETSCAPE PLAN

SEPTEMBER 12, 1989

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I. INTRODUCTION

Project Description

The Healdsburg Downtown Streetscape Plan was developed during 1988 and 1989 by Ralph J. Alexander & Associates, in consultation with the City of Healdsburg staff and several civic organizations.

The Plan is designed to enhance and extend the current renovation and redevelopment efforts in Downtown Healdsburg in three ways:

1. Improve the visual image of downtown Healdsburg with the addition of streetscape amenities such as paving, trees and streetlights.

2. Enhance the market image of downtown by creating a unified character in the streetscape. This character is established by using the streetscape elements (paving, trees, lights, etc.) to "knit" together the downtown blocks. Unified character does not refer to the creation of a unified architectural theme. Individual businesses are encouraged to continue the renovation and redevelopment projects already underway.

3. Improve functional aspects of downtown Healdsburg, such as vehicular circulation and parking, pedestrian circulation, street lighting, signage, and landscaping.

The Downtown Streetscape Plan contains a set of specific improvements to be installed by the City and also describes opportunities for redevelopment in the downtown area. These improvements are to be installed by the City over a 10 year period, beginning in 1989, using previously budgeted funds from the Redevelopment Agency.

Scope of the Plan

The Downtown Streetscape Plan Project Area is shown in Figure 1. Generally described, the area runs from the west side of East Street to the east side of Vine Street and from the north side of Mill Street to the south side of Piper Street. The improvements described in the Plan are confined to the public right-of-way, from the edge of a property or building wall to the curb, and in some cases including the street.

The study area did not include the central plaza, but the Plan does include suggested streetscape elements for this area.

Developing the Plan

The Healdsburg Downtown Streetscape Plan was developed with input from City and Redevelopment Authority Staff and several civic organizations. Initial field research and analysis of existing problems was presented by Ralph J. Alexander & Associates and modified based on the input of these individuals and groups; a complete list of these individuals and groups is listed in Appendix C.

Using the Plan

The Streetscape Plan will be used by the City to implement the streetscape improvements. It will also be used by City planners to evaluate private development projects for conformance to the City Streetscape improvements, and by the Redevelopment Agency in evaluating future redevelopment areas in Healdsburg.

The Streetscape Plan indicates a design intent, not a set of construction drawings. The Streetscape Plan describes specific design treatments and the elements used in those treatments and locates these in the downtown, but the design details for each area will be adjusted by city personnel to match conditions. This allows flexibility to adapt to future needs.

Evaluation of Downtown

II. EVALUATION OF DOWNTOWN

The development of the Downtown Streetscape Plan is based on an evaluation of the existing conditions in the downtown. Field research by Ralph J. Alexander & Associates and input gathered at City staff meetings and public presentations determined the evaluation. The following section briefly describes the different elements addressed in the evaluation.

Entries to Downtown

1. Healdsburg Avenue/Mill Street
   This entry was cited as a major problem area. The five way intersection/railroad crossing and lack of strong architectural development near the street edge do not provide a pleasant first impression of the downtown. This entry needs a strong design element/visual clue that identifies this as the entry to downtown.

2. Healdsburg Avenue/Piper Street

   This entry is the northern gateway to downtown. The visual character of this area is better than at the south entry, but it still lacks elements that identify the beginning of downtown. This is due primarily to inconsistent building setbacks and numerous driveways and parking lots near the intersection. During the evaluation phase, some people questioned the emphasis on this intersection as an appropriate entry to downtown because of existing, attractive development along Healdsburg Avenue to the north. However, the development to the north is primarily auto-oriented in character with buildings set back from the sidewalk, while the storefronts to the south become more pedestrian-oriented with buildings at the sidewalk edge. This intersection is a good place to mark this change in storefront character.

3. Center Street/Piper Street

This entry is important because it marks a change in land use from primarily residential north of Piper to primarily commercial south of Piper. The intersection does not align properly and needs a stronger entry statement.

4. East Street Entries: Matheson, Plaza, North and Piper

East Street serves as a general boundary between the urban development in downtown and the residential development to the east. None of these intersections have major problems; improvements to them should not alter the residential character of East Street.

5. Vine Street Entries: Matheson, North

These entries are currently not of major importance due to the incomplete improvements to Vine Street, but are expected to become major entries into downtown when the Vine Street extension is completed and traffic is directed off of Healdsburg Avenue. Portions of the railroad right-of-way are already planted and form an effective edge to the downtown. Public parking lots are already located near these intersections and although not fully used at present, should become more convenient once traffic is increased on Vine Street. Better signage in these areas could help these lots become used more.

Vehicular Circulation and Parking

Several problem areas exist downtown, primarily related to vehicular parking. The location of the existing Chamber of Commerce creates problems for northbound vehicles on Healdsburg Avenue because they must make a left turn against heavy oncoming traffic into an inadequately sized parking lot.

The City parking lots near Vine Street are under-utilized because vehicles on Healdsburg Avenue turn into the plaza area first in search of parking, thereby congesting the streets surrounding the plaza. The long blocks of Healdsburg and Center north and south of the plaza area prevent alternate cross-block routes and forces vehicular traffic back to the streets surrounding the plaza. Coupled with the current heavy use of the plaza area parking, the end result is congestion, with vehicles stacking up behind those waiting for parking or waiting to make left turns.

The plaza area will remain in heavy demand for parking because it is a visually attractive area - drivers are drawn toward it. Streetscape improvements to outlying areas and better signage for the City parking lots off Vine Street will help reduce the demand here.

The east/west travel lanes at Healdsburg/Matheson and Center/Plaza do not align. This results in drivers having to angle across an intersection to reach the traffic lane on the other side instead of driving across in a straight direction, which can be confusing for visitors.

Pedestrian Circulation

Pedestrian circulation around the plaza area is generally good. Crossing safety at intersections could be improved by extending the corner at the sidewalk to reduce the crossing length and to provide a waiting area for pedestrians, similar to the existing corner improvements at Center/Matheson.

Pedestrian circulation in other areas of the downtown could be improved. Sidewalks lack adequate shade and are interrupted by multiple driveway cuts which create a hazard for pedestrians. Building signage is often oriented to passing cars rather than passing shoppers. These factors prevent establishing strong pedestrian links between the already-developed plaza area and the outlying areas of downtown. Two street crossings at Mitchell Lane/Healdsburg and Mitchell/Center are difficult to cross because of traffic speeds at these mid-blocks.

Street Trees

Street tree plantings in the downtown vary from effective to non-existent. The Bradford Pears on the north and south sides of the plaza storefronts are an asset to the downtown. The existing street trees on Healdsburg Avenue and Center Street are generally adequately spaced but should be replaced with different species to provide a higher, shadier canopy and to create a more effective mass planting. One of the concerns raised at the public presentations was the size, selection and spacing of the street trees. It was felt that larger, canopy-type trees were more appropriate for street trees than lower, residential-scale trees.

Street Lighting

The newly-installed historic style lamp post and light are appropriate for use in the downtown area and should be continued. Double-headed lights, similar to the ones in the plaza, should be used at major entries into downtown. The installation of new streetlights may be coordinated with the City's plans for undergrounding overhead utilities. Traffic signal poles, which are currently unpainted, galvanized metal, detract from the character of the ornamental streetlights and should be replaced with an ornamental pole or repainted to match the ornamental poles.

Street Furniture

Street furniture includes those items usually found on the sidewalk: Paving, Benches, Tree Grates, Waste Receptacles, Planters, Bicycle Racks and Drinking Fountains. Coordination of these elements can visually pull together different areas of downtown. The existing paving on the south side of the plaza is a good choice. Bench styles differ throughout the downtown area and are needed in areas outside of the plaza. Street trees lack tree grates, making walking and tree growth difficult. The waste receptacles do not fit the overall historic character downtown. The existing planters are a colorful feature but can constrict already narrow sidewalk areas. Bicycle parking is inadequate in the downtown area, and at least one new drinking fountain should be added to the downtown core area.

Signage

There are three main types of signage:

a. Directional - Highways and through routes
b. Locational - City Services and points of interest
c. Regulatory - Traffic and Parking

Healdsburg has started to identify City Services and Points of Interest with Parking and Winery locational signs, but this information tends to get lost amidst other directional and regulatory information. Intersections are especially prone to this problem, as drivers must make quick decisions as to destinations. Information on how to get to the freeway out of town should be kept subordinate to information on what is in town.

Specific Proposals for Downtown

III. SPECIFIC PROPOSALS FOR DOWNTOWN

Introduction

This section contains specific design proposals for the downtown streetscape that were generated based on the field research and public input gathered during the Evaluation of Downtown. These proposals are described and illustrated in the text and Figures. See the Key Plan for reference.

Overall Streetscape Plan

The entire Streetscape Plan is shown in Figure 26, located in the map pocket at the rear of the booklet. This overall plan is a "key plan" that is referenced to the Figures shown in this section. The Key Plan shows the location of entry features, "bulb-out", intersections and special paving, crosswalks, street trees, street lights, signage and street furniture at the scale of 1" = 40'. This scale is suitable for general overall distribution of streetscape items such as trees, or to locate specific intersections within the downtown area, but it is too small to show details on how the improvements will appear and how to construct them. Therefore, these details are shown at larger scales in this booklet. These Figures will be used to develop precise construction drawings when a project phase is ready to begin. It is important to note that the general distribution of street lights and street trees and the alignment of intersection "bulb-outs" as shown on the Key Plan is subject to change based on local conditions at the job site. These design elements are laid out to provide an overall design intent and are not intended to provide a construction-ready drawing. In addition, the precise alignment of each "bulb-out" will need to be adjusted for on-site grading and drainage constraints.

Entries

1. Healdsburg Avenue/Mill Street

   Healdsburg Avenue will be narrowed from approximately 48' to approximately 36', from the Chamber of Commerce building south to Mill Street. This creates a wider sidewalk of approximately 15', which allows for greater

sidewalk activity and puts the street trees further into the street in order to create a canopy. Narrowing the street at this point also creates a gateway that shows drivers that they have entered the downtown. See Figure 2.

The gateway effect is enhanced by paired double-head streetlights with banners and an entry banner that spans the street. See Figures 3 and 4. The entry banner is shown with the City logo as a suggested image, but this does not preclude other designs. Banners that publicize seasonal events such as the wine festival or bike race are recommended as well as a City identification banner. The banner is attached to the poles with cable threaded through the banner fabric and should have wind holes to lessen wind resistance. When not used as banner supports, the poles will remain as decorative objects.

A rolled curb allows access to existing businesses, with the remaining curb as standard curb and gutter. Colored concrete pavers identical to those previously installed at Center/Matheson are in the widened sidewalk.

Elimination of the right turn lane from Mill Street north to Healdsburg Avenue is recommended in order to create a planted area in the reclaimed street. Trees planted here will act as a buffer at this corner and will visually balance the park plantings near the Chamber of Commerce. See Figure 2.

2. Healdsburg Avenue/Piper Street

The narrowness of Healdsburg Avenue at this point makes any reduction in street width difficult. Therefore, this entry does not have a similar design as at Mill Street. The gateway effect is established with a pair of double-head streetlights with banners, followed by the beginning of the Healdsburg Avenue street trees. These banners should identify this point as an entry into downtown.

3. Center Street/Piper Street

Center Street will be narrowed from approximately 42' to approximately 26' at the junction of Center and Piper. This allows trees to be planted further into the street, thereby creating a canopy. These trees are in a planting bed filled with groundcover. Paired double-head streetlights with banners announce this intersection as another gateway to downtown. See Figure 5.

4. Center Street/Mill Street

The treatment here is identical to that of Center/Piper, except that the streetlights are single head rather than double head.

5. East Street Entries

The intersections of East Street and North, Plaza and Matheson Streets have paired single head streetlights at the corner.

At Matheson, the streetlights will have banner attachments as part of the signage along Matheson Street. No other features are proposed for these intersections except for street trees that continue west along North, Plaza and Matheson Streets, because the primarily residential character of East Street would not be enhanced with urban-type improvements such as concrete pavers and narrowed intersections. See the Key Plan.

6. Vine Street Entries

Double-head streetlights with banners will be paired at these entries to signify these gateways to downtown. Street trees plantings begin here and extend through the downtown area. Although a narrowed entry similar to Healdsburg/Mill would be appropriate here, the width of North and Matheson at Vine St. prohibits this.

7. Intersections

"Bulb outs" will be created at the major intersections in the downtown area, similar to the existing intersection improvements by the City at Center/Matheson. The bulb-out is an extension of the sidewalk into the street, usually the width of a parked car on the adjacent street. These bulb-outs narrow the street width at the intersections, slowing down vehicles and allowing pedestrians to cross the street in a shorter time.

They also create space for planting areas, allowing trees to be planted that buffer the parked cars and highlight the intersection. Low groundcovers will be used beneath the trees to provide added interest. The walking surface of the bulb-outs is colored concrete pavers, matching the pavers already installed at the existing Matheson/Center St. intersection.

The exact alignment of the bulb-outs will vary, based on the type of parking on adjacent streets and the crown of the street. The degree of crown will determine how far the bulb-out can extend into the street. In all cases, the sidewalk will be extended into the street until the sidewalk elevation matches the corresponding elevation in the street, allowing for a slight slope from sidewalk to street. This eliminates curbs at the crosswalks and makes handicapped access much easier.

The edges of the extended paving and the tree planters should align across the intersection as much as possible. See Figure 6 for reference. As noted, the design of each corner improvement will be adjusted for local conditions, but will be based on the overall dimension and alignment shown in Figures 7, 8 and 9.

These Figures also show the proposed locations of benches and waste receptacles. Streetlights or traffic signal lights are located on the corners, near the street.

Benches should be located against a building edge whenever possible, or near the waste receptacle if a building edge is unavailable.

Pinch Points

Healdsburg Avenue and Center Street north of North Street and south of Matheson are long blocks, uninterrupted by cross streets. In order to visually break up the length of these streets, intermittent planted areas, 8' wide and of varying length, will project out into the street from the sidewalk. The trees planted at these points will create a gateway effect when drivers approach and pass through them. These planted areas will occur on opposite sides of the street as much as possible, helping to "pinch" down the street at these areas - hence the name "pinch" points. See Figure 10.

Pinch points are generally located in existing on-street parallel parking areas. In some cases, pinch points occur in areas currently not used for parking, such as in combination with crosswalks at Mitchell Lane, where cars are not allowed to park next to the crosswalk. In other areas, on-street parking is replaced with a pinch point. The length of each pinch point will vary according to the existing on-street parking layout, but usually is approximately 30' long, allowing two trees to be planted. See the Key Plan for the location of pinch points.

Parking Bay Planter

The parking bay planters are installed only on three streets facing the plaza: Plaza, Center and Matheson. These planted dividers buffer the rows of parked cars at the curb edge and provide a counterpoint to the historic storefronts, without obscuring their details. The trees are planted at the end of the planter in order to get them farther out into the street and create a canopy. Some foot traffic in the planter is likely to occur because of adjacent parked cars, so the groundcovers have been selected to anticipate this. See Figure 11 for details.

Sidewalk Character Types

Because the streetscape design occurs primarily in the area between a building edge and the curb edge, the land use character at the sidewalk is an important influence in the design. Three basic sidewalk characters are found in Healdsburg: urban, auto-oriented and residential. These are described below.

1. Urban Character Sidewalk

A typical urban character sidewalk has storefronts at the sidewalk edge. These storefronts are usually "shoulder-to-shoulder", that is, without any separation between adjacent walls. These buildings create a strong edge to the sidewalk. Examples of this type of sidewalk character are the blocks facing the plaza, Healdsburg and Center north of Plaza, portions of Plaza and North, and the building group on Healdsburg Avenue south of the City parking lot. Sidewalk widths vary from less than 5' to over 10'. See Figure 12.

The most important streetscape element in the urban character areas is the building storefronts at the sidewalk edge. They provide a sense of enclosure along the street and sidewalk for drivers and pedestrians. The glass display windows within the storefronts entice motorists to park and pedestrians to window shop. It is therefore critically important that buildings in these areas be retained at the sidewalk edge. Preservation, restoration and renovation of storefronts are encouraged in these areas.

Many buildings in these areas have awnings that project over the sidewalk. Awnings provide shade and signage and should be encouraged. However, due to the narrow sidewalks in some areas of Healdsburg, awnings that project too far over the sidewalk can prevent the installation of street lighting and trees, which should be planted 2' minimum away from the back of the curb. Therefore, awning width should be limited to 4' wherever possible.

In some narrow sidewalk areas, awnings block light from adjacent street lights. Usually, the reflected light from a lighted window display will be sufficient to illuminate the sidewalk, but if the sidewalk is too dark, the City should coordinate with building owners to either increase the window display lighting or install indirect lighting on the building, directed toward the sidewalk. Lighted awnings that glow should not be used. See Figure 13.

2. Auto-Oriented Character Sidewalk

The auto-oriented sidewalk character is defined by a lack of buildings at the sidewalk edge. Buildings are set back from the sidewalk, usually behind or adjacent to a parking lot, and are usually widely spaced. These areas tend to have a poor appearance because of the large expenses of paving and parked cars. This type of sidewalk character is found on most of Healdsburg and Center north of North Street, most of Healdsburg Avenue south of Matheson, and portions of North and Matheson Streets.

The Streetscape Plan will create more pedestrian appeal in these areas with street trees and colorful banners from the streetlights. In addition to these elements, a screen at the sidewalk edge should be established. This screen would be approximately 30" high and should be a precast concrete panel, a concrete decorative block wall, a fence planted with vines, or a hedge. These options are shown in Figures 14 and 15. Additionally, when angled parking occurs adjacent to the sidewalk, the unused portion of the angled stall could be planted with trees and groundcovers. See Figure 15.

The street trees and street lights will be installed as part of the streetscape improvements. The screen wall may be installed at the time of improvement to the property which it screens, and may be a negotiated cost for improvement to the property.

3. Residential Character Sidewalk

This area is defined by a sidewalk that is usually detached from the curb and occurs in residential or residential-scale commercial areas. Most of the buildings bordering the sidewalk are residences, residential conversions to offices, or residential-scale office buildings. The residences and residential conversions usually have landscaped yards between the building and the sidewalk. This type of sidewalk character is found along East Street and Center Street south of the Fire Department.

Street trees are not proposed here because the planting strip between the sidewalk and curb is usually too narrow for healthy tree growth and many private yards already have mature trees near the sidewalk. When possible, interplanting between these mature trees should occur in order to provide replacement street trees when the existing trees become over-mature. Private yards lacking attractive trees should be encouraged to provide at least one shade tree located 3'-4' from the sidewalk and a suitable lawn or ground cover. See Figure 16 for details.

Street Lights

Healdsburg has already begun to establish an attractive lighting plan using replicas of the historic light fixture. The City Electrical Department has plans to replace existing "cobra head" style lights with the historic replica fixture concurrent with plans to replace the existing overhead power lines with underground lines in the street.

The Streetscape Plan continues the use of the historic Healdsburg light fixture, although the fixture height is increased in some areas. At the major entries into downtown, (Healdsburg/Mill, Healdsburg/Piper, Center/Piper, Vine/ North, Vine/Matheson) two 20' double-head light fixtures will be paired opposite each other to create a gateway. These poles are fitted with colorful banners. The outer blocks of the downtown streets between the project boundary and the plaza core area use a 16' high single-head light fixture fitted with banners. These lights are spaced in an alternating pattern. Refer to the Key Plan for streetlight locations. The existing 13' high historic and replica fixtures will be retained around the plaza and continued for one block north around Healdsburg Avenue, North St. and Center St. These poles are too low for banners and will have a flagpole bracket instead. See Figure 17 for streetlight illustrations.

Traffic Signals

The existing traffic signals in Healdsburg do not compliment the historic character of the Streetscape. At a minimum, these poles, which are presently unpainted galvanized metal,

should be painted to match the streetlights. The traffic signal poles could also be upgraded to more closely match the historic street lights. Three examples of this are shown in figure 18. The first illustration shows a simple ball finial and ornamental base. The second option shows the addition of a single streetlight at the top of the pole, and a third option shows a double-headed streetlight. These poles do not need to be fluted like the ornamental streetlight but rather should be smooth. The ornamental bases may be added to the existing traffic signal poles. The ball finial may also be retrofitted. The streetlight option, single or double head, may require a new pole but retrofitting on to an existing pole should be examined first.

Street Trees

Street trees are an important element of the Streetscape Plan. The object of the street tree plan is to provide a sense of entry along the street, provide shade at the sidewalk and in the street, and develop a individual character for each street through the arrangement and type of tree. The existing Bradford Pear trees opposite the plaza on Matheson and Plaza are a good choice for a downtown street tree. The few remaining Tree Privets on Plaza should be replaced with Bradford Pear.

The street tree plan recommends replacing the existing street trees along Healdsburg Avenue with different trees. The existing street trees (Redbud, Crepe Myrtle, Cherries, Plums) are not good choices for streetscape trees because they are too low branched and do not have an upright form. Also, they have not been planted in regular patterns to reinforce the street edge.
These problems with species and spacing were echoed by concerned citizens during the public meetings. Therefore, the Streetscape plan proposes replacement of the existing street trees with new species. In many cases, the existing tree pits may be reused, in other areas, new tree pits may be necessary. The street trees will be hand-watered for two years to get established; afterward, the generally high water table should allow trees to grow without supplemental watering.

The street tree plan develops four general areas: Healdsburg Avenue, Center Street, the plaza core, and the east-west cross streets.

Healdsburg Avenue is planted in the same arrangement throughout its length: Raywood Ash (25'-30' ht. x 15-20' spread, upright form, fall color) along the sidewalk with Red Maple (30-40' ht. x 20-25' spread, fall color) in the pinch points. The Ash's upright form is suited to the narrow sidewalks and the Maple's spread, fall color and winter form will provide added massing at the pinch points.

Center Street north of North Street is planted with Pistache in the sidewalk and Red Maple in the pinch points. The Pistache (40'-50' ht. x 20-30' wide, fall color) is used where the sidewalk is wider and where buildings generally are not adjacent to the sidewalk.

South of Matheson, this pattern is repeated to the site of the future City parking lot. South of here, Center Street is residential in character; street trees should be planted in private yards as described in Residential Character Sidewalk.

Bradford Pears (25-30' ht. x 15-20' wide, fall color) will be continued around the plaza, in the parking bay dividers and along North Street and Center Street north of the plaza. This tree has proved to be well-suited to downtown Healdsburg, as evidenced by the vigor of existing plantings.

The east-west cross streets (except around the plaza core) will be planted with Sycamore (40-60' ht. x 20-30' spread). This tree will provide a good transition into the residential areas to the East of downtown. Only Anthracnose-resistant varieties will be used.

All of the intersection bulb-outs (40'-50' ht. x 25'-30' spread) in the downtown will be planted with Shamel Ash. This broadleaf evergreen tree is planted at the existing bulb-out at Center/Matheson and should help define each intersection.

A grove of evergreens is proposed for the reclaimed pavement area at the Mill Street turn lane at Healdsburg Avenue. These will screen the existing buildings at the corner and will balance the plantings on the other side of the street near the Chamber of Commerce.

See Figure 19 for typical street tree installation.

Signage

It is important to develop a hierarchy of information for travelers coming to Healdsburg. This hierarchy should consist of:

a) identification of the downtown and it's edge,
b) identification of parking, services and destinations within the downtown,
c) regulatory signage dealing with parking and street signs within the downtown area, and
d) signage connected with promotional and seasonal events in Healdsburg.

Downtown identification will begin at the intersection of Healdsburg/Mill with the entry banner, described in the Entries section. See Figure 2. This banner should have the City logo or combine the logo with the identification of one of the various seasonal events within Healdsburg. At the northern entry into downtown (Healdsburg/Piper) and the western entries (Vine/North/Matheson) downtown identification begins with the banners at the 20' street lights. These banners should have the logo and/or should announce a seasonal event. Signage at the entries will make it clear to visitors that they are entering a distinct downtown.

Once they have passed these gateways, visitors will wish to know where to get further information on City services and activities; this is where the second level of signage becomes important. There are several types of signs to meet this demand. The first is the Chamber of Commerce sign, located opposite the Chamber of Commerce on the southern portion of Healdsburg Avenue. This sign is shown in Figure 20 and will be mounted on a pole facing northbound traffic. It will direct visitors to the Chamber of Commerce across the street and will also indicate that public parking is further ahead.

The next type of sign, the City Directory sign, lists both public parking and selected services and facilities such as the City Hall, Post Office and Museum. These signs would be located at the major intersections and mounted on the traffic light pole. First phase installations would be at Healdsburg/North and Healdsburg/Matheson. Locations at other intersections in the future would be on an as needed basis. These signs indicate that public parking is within one block and also indicates where various City facilities and services are located. The primary objective of this sign is to get visitors to use the public parking installed near Vine Street and not to turn into the plaza area to look for a parking space. Informing drivers that public parking is available within one block should lessen the load on the parking surrounding the plaza. These signs are illustrated in Figure 21.

Directory signs should also be installed near the public parking areas on Healdsburg, north of North Street and the two parking lots near Vine Street. This sign is illustrated in Figure 22. It should be mounted on a light pole before the parking lot.

All directory signs should have the City logo incorporated into the sign face. The lettering should be black with a white or cream background and a burgundy trim band. See figure 20, 21 and 22.

The use of entry signage, repetition of banners, City Directory and Parking Directory signs should allow visitors to find these public parking lots and reduce the demand around the plaza.

The last level of signage information is regulatory. The first of these would be the parking regulation sign. This is illustrated in Figure 23. This sign is a replica of the existing AAA parking regulation sign that has been historically used in Healdsburg. The new sign should replicate the old one as closely as possible, although the time limit may be changed from 1 hour to 2 hours. This sign should be mounted directly on light poles where possible with a worm screw bracket or mounted on a pole. The existing angled bracket used for these signs should be continued where possible but cannot be used throughout downtown due to cost.

The street sign proposed for the downtown area is shown in Appendix A. This is a porcelain enamel sign that has a ten year guarantee. The standard, plain style letters should be used for street names. The background should be white with black letters. A black border would be optional.

Figure 24 shows the different options for mounting the street signs. The simplest is on a pole with a side-arm mount such that the entire length of the street sign projects beyond the pole. Street signs should be stacked on top of each other for better visibility. Whenever possible, street signs should be attached to the street light poles at the intersections. All street signs should be mounted at a height adequate for driver visibility and safe for sidewalk clearances.

Street Furniture

The streetscape plan uses a variety of street furniture elements to enhance the downtown. These include tree grates, benches, waste receptacles, bicycle racks and water fountains. The tree grates, benches and waste receptacles will be installed in the downtown area as a part of the streetscape plan. The bicycle racks and drinking fountain are proposed to be used in the central plaza which is outside of the project study area and therefore will not be installed with the streetscape plan. All street furniture items are shown in Appendix A.

Tree Grates

The tree grate for downtown Healdsburg is designed to be installed over existing tree wells after the tree has been installed. This "retrofit" grate will not be flush with the sidewalk level but will sit above the sidewalk 3/4". It has a beveled lip so that the grate is nearly flush at its edge, but there will still be a 1/4" lip at the edge of the grate, which is a potential trip point for pedestrians. See Figure 19. However, the existing tree wells that lack tree grates have a drop of several inches at the edge and rounded river

rock within them, which is more of a trip hazard than the proposed tree grates. This tree grate has 1/4" slots to allow for pedestrian travel over the tree grate. The 1/4" opening prevents high heels from getting caught in the tree grate openings.

Bench

Benches should be installed in the downtown area as shown on the key plan and the "bulb-out" plan. The selected bench is shown in Appendix A and is an 1890's style with curved wood slats for the seat and a cast iron frame. The bench should be installed permanently in the sidewalk with vandal resistant bolts. As a general rule, no more than three benches per block should be installed in the downtown area.

Waste Receptacle

A painted metal mesh waste receptacle will be used at the intersection as shown on the key plan and the bulb-out diagram. This waste receptacle will have a cover with a hole that will be removable for maintenance. The trash receptacle can use either a factory supplied plastic liner or standard 55 gallon garbage bags that are held at the top of the can by a metal retainer band. As with the bench, this waste receptacle should be bolted to the pavement with vandal resistant bolts. See Appendix A.

Bicycle Rack

Bicycle parking in the plaza area has been a problem in the past. Sidewalks are not wide enough to allow bicycle parking; therefore, it is proposed that some bicycle parking be allowed in the central plaza area. A seven unit bicycle rack is proposed; this is shown in Appendix A. This rack should be located in the plaza near in the center and should help alleviate some of the bicycle parking demand within the plaza.

Drinking Fountain

A drinking fountain in the central plaza would be a helpful and attractive streetscape element for the downtown. The drinking fountain should be located near the center of the plaza, perhaps near the bandstand. See Appendix A.

Estimate of Probable Construction Costs

IV. ESTIMATE OF PROBABLE CONSTRUCTION COSTS

The estimate of Probable Construction Cost is shown in Figure 25. The top of the chart lists separate streetscape elements, such as trees and pavers. The bottom of the chart totals the quantities of streetscape elements and their approximate cost. The left side of the chart lists sub-areas within the Project Area for implementation. The right side lists implementation costs per sub-area. See the Key Plan for the location of the sub-areas.

In addition to the construction of the streetscape elements, several other items were included to determine the total streetscape costs. These are engineering fees, signage, and two years of maintenance for trees and shrub areas. The signage estimate includes only one set of light pole banners and one entry banner. The engineering fees were calculated as follows: 15% for paving and drainage items, 7% for demolition items. Cost for landscape maintenance were provided by the City of Healdsburg Parks and Recreation Department. The total costs are as follows:

1.	Streetscape:	$ 402,597 - 416,022
2.	Engineering Fees:	$ 34,961 - 36,974
3.	Signage:	$ 21,000
4.	Landscape Maintenance (for 2 years)	$ 8,000
	TOTAL:	$ 466,558 - 481,996

The range in these figures reflect the range of drainage improvement costs estimated by the City in conjunction with intersection improvements. The allotted budget for the Streetscape Project is $452,000.00. The estimated cost for the Streetscape Plan can meet this budget through one or more of the following ways:

a. Lower material and installation prices than the estimate.
b. Lower engineering fees than the estimate.
c. Less signage - reduce the number of banners.
d. Additional funding for costs associated with other departments (such as drainage cost).
e. Improvement costs at intersections or streetscapes shared by future developers.

Phasing

V. PHASING

The implementation of the Streetscape Plan will be phased over a 10-year period. Phase One and Two may be combined into a single year. The determination of phasing will ultimately be made by the City based on a number of factors, including coordination with utility improvements, coordination with potential redevelopment projects, and community priorities. Several phasing options for Phase One and Two combined are shown below. Following this are recommended implementation priorities and cost estimates for signage, which can be installed all at once or incrementally.

Options for Phase One and Two Combined:			$100,000.00
A.	1.	Install street trees and grates (Healdsburg, Center, North, Matheson)	$ 52,400.00
	2.	Center St. North of Plaza	$ 25,267.00
	3.	Healdsburg Ave./Mill Street Entry Feature	$ 26,069.00
		TOTAL:	$103,736.00
B.	1.	Center St. North of Plaza:	$ 42,067.00
	2.	Healdsburg South of Matheson:	$ 44,079.00
	3.	Entry banner, poles:	$ 3,600.00
	4.	Plaza St., Matheson St., Piper St.	$ 10,050.00
		Total:	$ 99,796.00

Priorities

Final implementation priorities will be determined by the City. A recommended listing follows below.

1. Street tree replacement.
2. Center St. north of Plaza St.
3. Healdsburg Ave. south of Matheson.
4. Healdsburg Ave. north of Plaza.
5. North St., Matheson St. and Plaza.
6. Intersections.

Ten Year Phasing Plan Options

As described above, the ultimate phasing will be determined by the City of Healdsburg. Phases were to be grouped in $50,000.00 increments, with Year One and Year Two phases combined for $100,000.00. In some cases, an implementation phase is under or over the $50,000.00 level - final adjustments on cost will be made once construction drawings are completed for the various phases.

OPTION A:

Year 1 and 2:

a.	Install street trees and grates: (Healdsburg, Center, Matheson, North)	$ 52,400.00
b.	Center St. north of Plaza: (trees included in a. above)	$ 25,267.00
c.	Healdsburg/Mill St.: Entry Feature	$ 26,069.00
	Total:	$103,736.00

Year 3:

a.	Remainder of street trees: (Plaza, Piper, Center so. of Matheson)	$ 11,200.00
b.	Healdsburg Ave. South of Matheson (trees included above)	$ 36,479.00
	Total:	$ 47,679.00

Year 4:

	North St./Center St. intersection:	$ 53,352.00

Year 5:		
a.	Healdsburg Ave. North of Plaza: (trees included above)	$ 31,240.00
b.	1/2 of Healdsburg/North St. intersection:	$ 20,000.00
	Total:	$ 51,240.00
Year 6:		
a.	Finish Healdsburg Ave./North St. intersection:	$ 21,014.00
b.	Healdsburg/Plaza intersection:	$ 25,476.00
	Total:	$ 48,240.00
Year 7:		
	Begin Center St./Plaza St. Intersection:	$ 78,558.00 - $148,704.00
Year 8:		
	Finish Center St./Plaza St. intersection:	$ 78,558.00 - $145,704.00
Year 9:		
	Healdsburg/Matheson intersection:	$ 54,674.00
Year 10:		
	Plaza Area, Piper/Center St. intersection, add benches and waste receptacles to North, South Center, Matheson:	$ 41,283.00

OPTION B:

Year 1 and 2:

a.	Center St. North of Plaza:	$ 42,067.00
b.	Healdsburg Ave. South of Matheson	$ 44,079.00
c.	Entry banner, poles	$ 3,600.00
d.	Plaza St., Matheson St., Piper St.	$ 10,050.00
	Total:	$ 99,796.00

Year 3:

Healdsburg/Matheson intersection: $ 54,674.00

Year 4:

Healdsburg Ave., North of Plaza St.: $ 48,040.00

Year 5:

North St./Center St. intersection: $ 53,352.00

Year 6:

North St./Healdsburg Ave. intersection: $ 41,014.00

Year 7:

Begin Center/Plaza intersection: $ 78,558.00 - $145,704.00

Year 8:

Finish Center/Plaza intersection: $ 78,558.00 - $145,704.00

Year 9:

a.	Plaza area:	$ 8,264.00
b.	North St.:	$ 8,500.00
c.	Healdsburg/Plaza intersection:	$ 25,476.00
	Total:	$ 42,240.00

Year 10:

a.	Center St., South of Matheson:	$ 11,861.00
b.	Piper St./Center St. intersection:	$ 25,048.00
	Total:	$ 36,909.00

Signage Cost Estimates

1.	Entry Banner:	$ 500.00	
	Poles: 2 @ 1,500	3,000.00	
	Hardware:	100.00	
	Total:		$ 3,600.00
2.	Pole Banners		
	3'x8': 16 @ 108 =	$1,728.00	
	2'x5': 14 @ 35 =	3,990.00	
	Hardware: 130 brackets @ 25 =	3,250.00	
	Total:		$ 8,968.00
3.	Signs		
	16 @ 125 = (incl. hardware)	$2,000.00	
	Total:		$ 2,000.00
4.	Parking Regulation Signs		
	18 @ 100 =	$1,800.00	
	Total:		$ 1,800.00

5.	Flags		
	27 @ 100 =	$2,700.00	
	Brackets 27 @ 25 =	675.00	
		Total:	$ 3,375.00
6.	Street Signs		
	30 @ 50 =	$1,500.00	
	(incl. hardware)		
		Total:	$ 1,500.00
		GRAND TOTAL:	$ 21,243.00

Downtown Opportunities

VI. DOWNTOWN OPPORTUNITIES

This section addresses downtown opportunities in two parts. The first part describes streetscape items that were not included in the streetscape plan due to budgetary constraints. These items are recommended to be added to the streetscape plan if feasible. The second part describes potential development opportunities for several areas in downtown Healdsburg. These areas involve both public and private ownership. The City should try to guide redevelopment efforts in these areas in order to improve the downtown Redevelopment plans, for these areas should tie into the Streetscape Plan to provide continuity to the downtown.

Extra Streetscape Elements

1. Extra banners for seasonal promotion.

   These banners are inexpensive and colorful and will add much character to the City and Streetscape.

2. Entry feature.

   The proposed entry feature at Healdsburg/Mill could be elaborated to create a more permanent and impressive structure such as a gateway.

3. Parking Screen.

   The parking screen is described in Figures 14 and 15 and is designed to shield the reflective portions of cars from pedestrians on the sidewalks. Because this element occurs adjacent to parking which may be rearranged or redeveloped in the future, it was proposed that installation of this element be deferred until future improvements at the parking were made.

4. Concrete Paver/Sidewalks.

   The existing concrete paver sidewalk at Matheson St. is attractive. Complete replacement of downtown sidewalks with concrete pavers is not economically feasible, however, bands of pavers across the sidewalk are encouraged.

5. Larger Street Trees.

   Street trees were estimated to be installed as 15 gallon size. Larger specimen street trees would certainly enhance the downtown area.

6. Plaza Improvements.

   The central plaza will continue to remain the focus of the downtown area. The plaza needs both rehabilitation of landscape plantings and improved circulation. The streetscape plan recommends installation of bicycle racks and drinking fountains in the plaza but does not assume funding for these items.

Redevelopment Opportunities

Within the downtown streetscape project area, several areas were found that had potential for redevelopment. These are listed below.

1. Foss Street

   This area has potential of becoming a pedestrian shopping district. It is near existing retail areas and is also adjacent to the public park and parking off of Vine Street. There may be potential for double-sided retail stores adjacent to Foss Street on the west side of Healdsburg Avenue. Pedestrian connections to the plaza could utilize the Foss Creek Greenway. This area should be developed as a pedestrian oriented shopping district and tie into the streetscape plan with similar design elements.

2. Mitchell Center Redevelopment

   The Mitchell Center is a significant retail center for the downtown and Healdsburg in general. Currently there is vehicular access between Healdsburg and Center via Mitchell Lane. This connection is currently unsafe for pedestrians but has great potential as a mid-block connection between Center and Healdsburg. The exit of Mitchell Lane on Ceter Street should be aligned with parking entrances opposite on the east side of Center Street. In addition to the pedestrian connection at

Mitchell Lane, the back side (west) of Mitchell Center should be developed as fully as possible for double frontages thus allowing pedestrians to access the retail stores from either Mitchell Lane, Center Street, or Healdsburg Avenue. The existing public parking lot off of Healdsburg Avenue adjacent to Mitchell Center strengthens this opportunity.

3. City Parking Lot at South Healdsburg

City plans for a parking lot just north of the existing Maherajah store should be coordinated with potential redevelopment efforts in this block. The image of Healdsburg Avenue for visitors entering town is not attractive. Redevelopment of existing buildings at Healdsburg and Mill plus the potential redevelopment of the large private parking lot just before Matheson would enhance this entry while providing additional retail and service stores.

4. City Hall Plaza

The plaza for City Hall does not fit the character of the existing historic structures adjacent to the plaza. Simple landscape treatments could alleviate this problem. Potential solutions include a bosque of Bradford pear trees (the tree surrounding the plaza) that provides shade and a focal point for the plaza. In addition, the removal of the existing exposed aggregate concrete and replacement with the concrete pavers used in the streetscape plan would create a strong link between the City Hall entrance and the pavers at the intersection.

5. South Center Street

The portion of Center Street south of the fire department has a historic residential character. This is most true on the east side of the street. This area of Center Street, including both sides of the street, should retain a residential character if redeveloped. Existing historic homes should be preserved and new developments should pattern their architecture after these residential forms. Buildings utilizing several lots are appropriate if designed as residential in scale and massing.

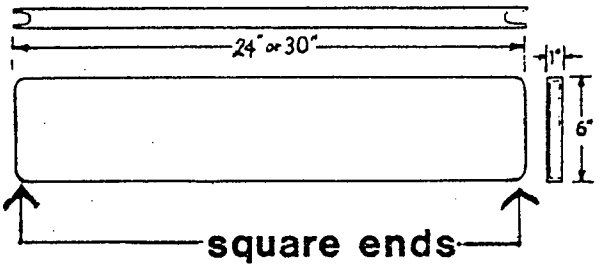
Appendix A: Street Furniture Selections

ITEM: STREET SIGN

1. Manufacturer: Western Highway Products, Inc. (714) 761-4811
2. Catalog Number: P6 Series
3. Size (Dimensions): 6" x 30" x 1"
4. Material: Porcelain Enamel on metal
5. Finish: Colors: White background, black letters. Black border.
6. Accessories/Options: Reflective porcelain beading for letters, reversed face (white letters, black background).
7. Construction/Installation: Side arm or pole top brackets.
8. Notes: Sample: Use sample street name in Healdsburg.
   Cost = $59.75
9. Weight:
10. Cost/Unit: $39.75/each for 50 units, not including hardware.
11. Shipping Cost:

P6 4 Way Top of Pole

MODEL P6 (Without Block Number)



P6 Single Top of Pole

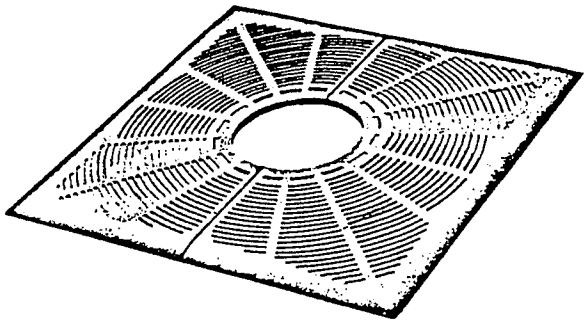
← letter style

P6 Single Side Arm

ITEM: TREE GRATE

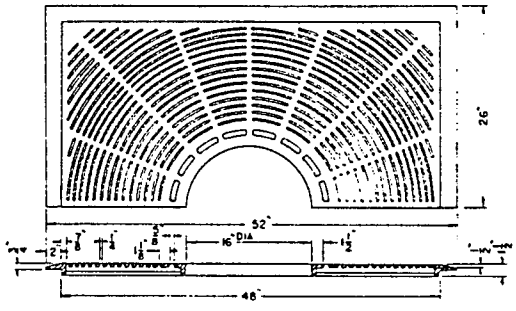
1. Manufacturer: Neenah Foundries (414) 725-7000
2. Local Manufacturer's Rep: Orme Enterprises, Walnut Creek, CA (415) 932-7737
3. Catalog Number: R-9002 180 Square
4. Size: 52" x 52" (See cut sheet)
5. Material: Cast Iron
6. Finish: Black Enamel Paint (optional) (See Spec)
7. Accessories/Options:
8. Construction/Installation: See Manufacturer's Spec.
9. Notes:
10. Weight: 370 lbs.
11. Cost/Unit: 249.00
12. Shipping Costs: $1,100.00 (for 50 units)

R-9002 180° SQUARE



Ideal for re-hab work where plans call for trees in existing paved areas. Grate is supported on top of paved surface and has lugs, on the underside, which keep the grate in position. Note ¼" openings for special pedestrian requirements. Also available for 5' opening, order as R-9002-A.

Weight per set—370 pounds.

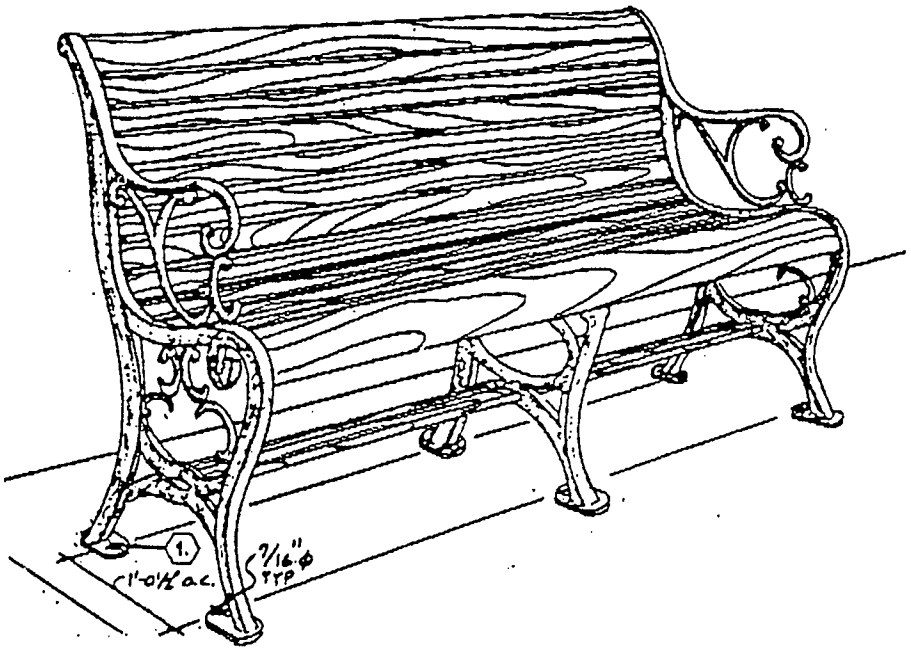


HALF PLAN AND SECTION

ITEM: BENCH

1. Manufacturer: Canterbury Designs, Inc. (213) 936-7111
2. Catalog Number: '1890 Park Bench'
3. Size (Dimensions): 6' Length 24" width, 33 1/2" height.
4. Material: Redwood, Red Cedar; cast iron arm and support.
5. Finish: Clear oil, standard black finish (paint)
6. Accessories/Options: Length 4' - 12'; middle arm rest; shipping assembly;
   Color - (for one-time fee of $175.00, can paint cast iron arms to specified color).
7. Construction/Installation: See spec.
8. Notes:
9. Weight: 120 lbs.
10. Cost/Unit: $450.00 (Redwood)
11. Shipping Cost: Estimated at 10-15% of total cost for 25 benches.

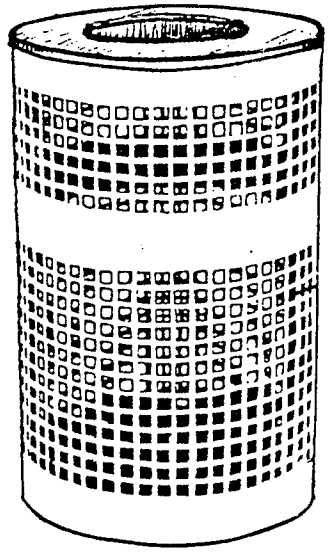
1890 Park Bench



ITEM: WASTE RECEPTACLE

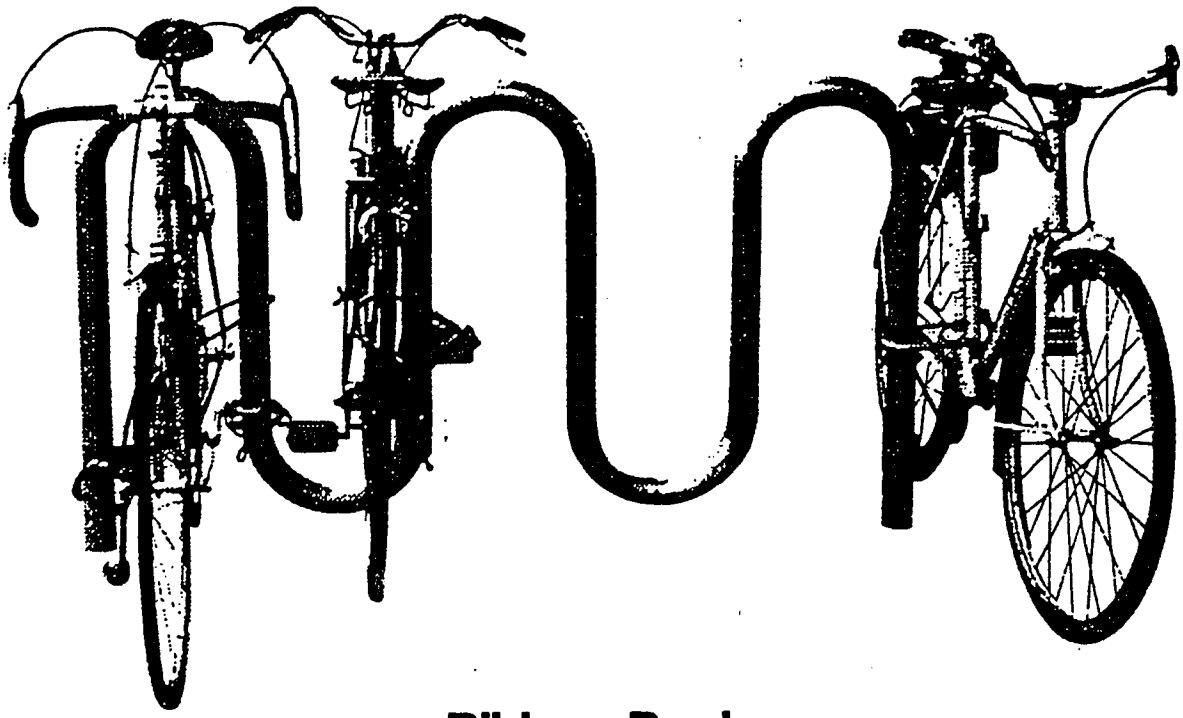
1. Manufacturer: Howard Products, Division of Union Marketing, Inc.
2. Local Manufacturer's Rep: Knox-Briody Co., San Francisco, CA (415) 821-7744
3. Catalog Number: H55E with modified top
4. Size: H55E: 36" ht. x 26" dia., 55 gal. capacity
5. Material: Perforated steel
6. Finish: Baked enamel
   Colors: Dark Green preferred, Burgundy, Black
7. Accessories/Options: Modified top with center hole (see illustration). Uses plastic bag liners held by retainer bands at top or accepts 55 gal. drums.
8. Construction/Installation: Bolt to pavement (Bolts not included)
9. Notes:
10. Weight:
11. Cost/Unit: $175.00 each (25 units)
12. Shipping Cost:

Howard H55E



ITEM: BICYCLE RACK (Optional Plaza Installation)

1. Manufacturer: Ribbon Rack, Brandir Int'l, Inc. (212) 505-6500
2. Catalog Number: RB-7
3. Size (Dimensions): 63" Length, 35 1/4" Height, 2.375" Width
4. Material: ASTM 53 Schedule 40 Galvanized steel pipe.
5. Finish: Hot dip galvanized or stainless steel. Custom finishes available. See Manufacturer's spec. Dark green preferred.
6. Accessories/Options: Custom lengths available; surface flange mount.
7. Construction/Installation: See manufacturer's spec.
8. Notes:
9. Weight: 70 lbs.
10. Cost/Unit: $485.00 (stainless steel - $1,375.00)
11. Shipping Cost: $105.00 (for two units; stainless steel - $135.00 For flange mount, add $100.00/unit + tax ($200.00/unit for stainless steel).

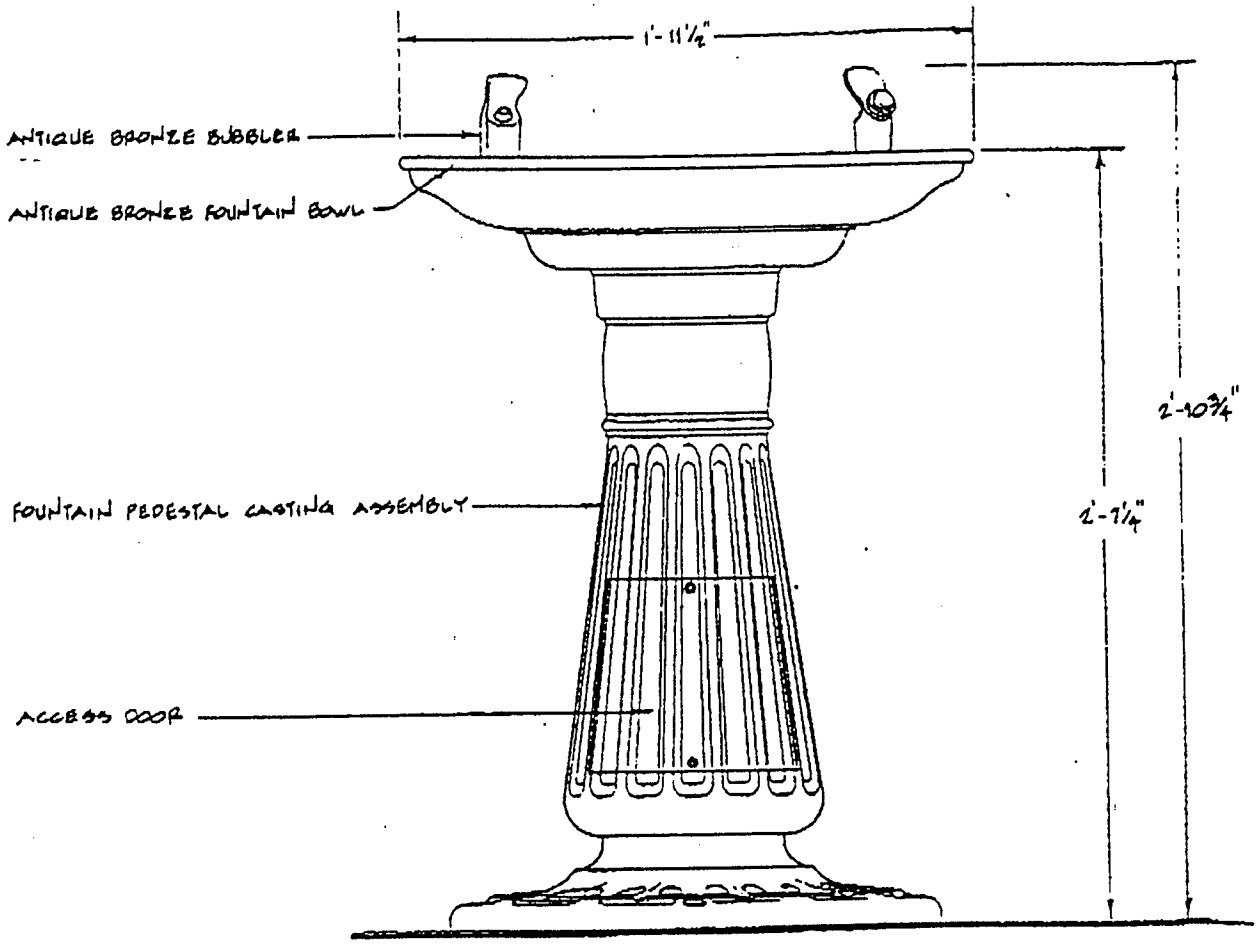


Ribbon Rack

ITEM: DRINKING FOUNTAIN (Optional Plaza Installation)

1. Manufacturer: Canterbury Designs, Inc. (213) 936-7111
2. Catalog Number: '1890 Drinking Fountain'
3. Size (Dimensions): 2'-10 3/4" height, 1'-11 1/2" bowl diameter
4. Material: Bronze bowl, brass fixtures, cast aluminum, cast iron or bronze.
5. Finish: See Spec.
6. Accessories/Options: Regular or 3-Arm Fountain
7. Construction/Installation: See Spec.
8. Notes:
9. Weight:
10. Cost/Unit: Single Bowl - Cast Iron or Aluminum - $2,500.00
    Triple Bowl - (3-Arm) Cast Aluminum - $2,700.00
    Triple Bowl - (3-Arm) Cast Iron - $3,200.00
11. Shipping Costs: Estimated at 10-15%of Total Cost.

1890 Drinking Fountain



Appendix B: Recommended Plant List

RECOMMENDED PLANT LIST

Context

The Healdsburg area falls within Sunset Zone 14. This zone is typified by hot summers and cold winters that are moderated by the influence of the marine air and fog penetrating the area through the Russian River Valley. Temperatures range from below freezing to over 100° F. The following plant materials are recommended for their hardiness and performance in this zone, and for their appearance, form and appropriateness in an urban environment.

Trees

Acer rubrum	Red Maple
Fraxinus oxycarpa 'Raywood'	Raywood Ash
~~Fraxinus uhdei~~	~~Shamel Ash~~
Pistacia chinensis	Chinese Pistache
Platanus acerifolia 'Bloodgood'	London Plane Tree
Pyrus calleryana 'Bradford'	Bradford Pear
Sequoia sempervirens	Coast Redwood
GINKGO BILOBA	GINGKO

Shrubs

Abelia grandifora 'Edward Goucher'	Goucher Abelia
Arctostaphylos densiflora 'Howard McMinn'	McMinn Manzanita
Berberis sp.	Barberry
Buxus microphylla 'Japonica'	Japanese Boxwood
Choisya ternata	Mexican Orange
Escallonia sp.	Escallonia
Ilex sp.	Holly
Pittosporum sp.	Pittosporum
Raphiolepis sp.	India Hawthorne
Xylosma congestum 'Compacta'	Xylosma

Ground Covers

Archtostaphylos 'Emerald Carpet'	Emerald Carpet Manzanita
Baccharis pilularis 'Twin Peaks #2'	Dwarf Coyote Brush
Cotoneaster sp.	Cotoneaster
Gazania 'Mistuwa Yellow'	Gazania
Hedera helix and var.	English Ivy
Hemerocallis sp.	Daylilies
Hypericum calycinum	Aaron's Beard
Juniperus sp.	Juniper
Liriope sp.	Lily Turf
Pyracantha sp.	Fire Thorn
Ribes viburnifolium	Evergreen Currant
Sollya heterophylla	Australian Bluebell Creeper
Trachelospermum jasminoides	Star Jasmine

Appendix C: Acknowledgements

ACKNOWLEDGEMENTS

City Council:

Bob Haviland, Mayor
Bob Rose, Vice-Mayor
Pete Foppiano
Ben Collins
Edgar Deas

City Staff:

Dick Pusich, Public Works Director, Project Manager
Kurt Hahn, Finance Director
Mike Wilson, City Manager
Dayle Puckett, Recreation Director
Bill Duarte, Electric Utility Director
Debbie Faaborg, Assoc. Planner
Matthew Thompson, City Arborist

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Richard Iverson, Chairman
Carla Howell
Tim Shippey
Ted Etheredge
John Taylor

Design Review Commission:

Tom Chambers, Chairman
Joe Coppa
Dennis Pillsbury
John Holt
Harris Ryan

Recreation and Parks Commission:

Richard Bugarska, Chairman
Beulah McCaffrey
Sherry Gehrman
Steve Phelps
Gary Bannister

Healdsburg Beautification Committee

Downtown Business District Board

Chamber of Commerce Board