



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Approve Extension of Wastewater Main in School Street from the Alley North of Oak Street to Approximately 50 feet north of Oak Street

MEETING DATE: October 5, 1995

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Approve extension of the wastewater main in School Street from the alley north of Oak to approximately 50 feet north of Oak Street.

BACKGROUND INFORMATION: The building located at 28 So. School Street (formerly the Toggery clothing store) was recently purchased by Tusco Corporation with the intention of opening a restaurant with Marlo Kerner and Associates, Inc. (the operating company). It has since been brought to Tusco Corporation's attention that the basement of the building periodically floods as a result of the sewer line backing up. Two other parcels and the Toggery parcel share the same sewer service at the alley. The City main in the alley is over 70 years old and has associated problems due to the age and condition of the line and from sewer demands from the surrounding businesses. The private sewers within the buildings that serve the Toggery parcel are also in poor condition. These are common problems in the Downtown and the Eastside neighborhood.

To rectify the problem, a new main line in School Street will have to be extended to the Toggery building. By extending a line on School Street, the alley sewer line will have one less sewer contributor which should reduce sewer problems for all customers, particularly with a new restaurant.

In light of the fact that Tusco Corporation and Marlo Kerner and Associates, Inc. will be investing a considerable amount of funds to improve the building, and that the City is promoting the revitalization of Downtown by trying to attract new restaurants and retail businesses, it is important that the City work to provide reliable sewer service for the area. We will have similar projects as we continue to work with new businesses Downtown.

The cost of the main extension should be less than \$10,000. Funding for this project is available in the Sewer Capital Improvement budget. We budget an ongoing amount for minor line replacements (\$5,000 was added to the account in FY 94/95). The present account balance is approximately \$16,000.

APPROVED

THOMAS A. PETERSON
City Manager



recycled paper

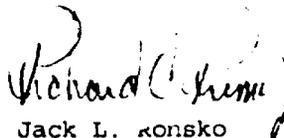
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FUNDING: Water/Wastewater Capital Fund (17.1) -
Miscellaneous Sewer Replacement Account

Respectfully submitted,


for Jack L. Ronsko
Public Works Director

Prepared by: Janet S. Keeter,
Economic Development Coordinator
Richard Prima, City Engineer

JLR/JSK/RP:br

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CENTRAL CITY

REVITALIZATION STRATEGY

City-Wide

1. **Establish regional centers as a benefit rather than a drain on the downtown.**
 - a. **Establish land use policies that promote a healthy coexistence of regional and neighborhood retail centers. Protect the more fragile neighborhood retail centers by limiting the types of uses that may locate (or relocate) in the regional centers to those that are regional in character. Such policy initiatives will allow the City to support the continued development of regional retail centers while not suffering the damage those types of centers often reap on the neighborhoods and downtown.**
 - b. **Explore strategies and programs to tap the potential of businesses such as Walmart, Target, K-Mart, Orchard Supply, and other "big-box" retail outlets to enlarge the customer base for downtown.**

2. **Direct office development to the areas that will benefit the City and preserve residential neighborhood quality.**

To preserve the high quality of Lodi's residential neighborhoods and prevent the bleeding off of crucial office market share from the downtown district, establish policy initiatives that prohibit further conversion of single-family homes to office use.

3. **Preserve the economic viability of downtown and other neighborhood commercial centers - avoid over-building retail.**

To avoid spreading the market for retail uses too thin, consider putting a freeze on the development of new neighborhood commercial centers (this is not meant to include "mom-and-pop" corner retail in appropriate areas).

4. **Work with local business and property owners to develop a plan to focus City and private resources on the transformation of the identity and reputation of the Central City.**
 - a. **Use the community workshop process to develop community-initiated program objectives and community review of all basic program concepts.**
 - b. **Set up a public-private partnership to facilitate a sharing of Central City revitalization program costs between the City and property owners.**

Downtown

1. **"Catalyst Project" #1: Initiate dramatic short-term change by focusing in on a small area with high visibility and a strong likelihood of success: Focus initial revitalization efforts and resources on activities and investments that will achieve maximum short-term impact on the economic and physical condition of the downtown. Such efforts should be focused on the general area centering on the Downtown Post Office - currently the portion of downtown with the most promise to touch off a renaissance in the district. More specifically:**
 - a. *Post Office Square* - Replace the surface parking lot frontage on School Street with an attractive public open space that will function as the heart of downtown. The new town square should be designed to project a memorable image while providing a comfortable haven for pedestrians. A fountain would be an ideal central feature of the square. Replacement parking for the Post Office must be provided along with any additional improvements necessary to promote the continued viability of the Post Office as downtown's most important landmark and key anchor use.
 - b. *Woolworth and J.C. Penny Buildings* - to make the most of these ideal opportunities for new investment in the downtown, aggressively pursue appropriate tenants for these two large downtown structures that will bring increased patronage to the downtown, and that will function as a catalyst for the revitalization of the district.
 - c. *Connection to the Transit Center* - promote the continued development and re-use of buildings along Oak Street to provide a continuous frontage of ground-level activity-generating uses between Post Office Square and the new transit center.
2. **"Catalyst Project #2: Tap the potential of the downtown train station project to stimulate private investment in the center of the district" Prepare a master plan for the short-term and medium-term revitalization of the devalued lands bounded by Sacramento Street, Elm Street, Main Street and Lodi Avenue. Focus short-term efforts on the transformation of the segment between Pine and Oak Streets from a "no-man's land" severing downtown in two, into an attractive arrival gateway into the City.**
 - a. *Prominent Station Building Location & Design* - In order to position the train station at the center of the new passenger rail platform, and to enhance the visibility of the train station from other parts of the district, locate the train station building at the visual terminus of Oak Street. Enhancements to the building or complementary structures should be added to improve the visibility of the transit center from as many directions as possible.

- b. **Clustering of modal transfer, waiting shelters and station building entrance** - cluster all drop-off, bus transfer, shuttle stop, or other para-transit facilities in a central location at the front door of the station building with visibility to downtown shops. The master plan should detail the location and design of parking facilities in a way that provides direct benefit to the downtown. Parking location should not cut the transit center off from the downtown.
 - c. **Inter-City Bus Service** - Position the inter-City bus service stop and ancillary shelter, route maps and related information in a prominent position adjacent to the front door of the train station and with good visibility of downtown shops.
 - d. **Pine Street Infill** - establish Pine Street as the downtown's central east-west artery by filling in the gap between Main and Sacramento Streets with revenue producing development and "ancillary" transit center uses. Establish a continuous frontage of ground-level activity generating uses and sidewalk interest along Pine Street.
 - e. **"Unearth" historic Main Street and Sacramento Street frontages** - purchase and demolish the warehouse structure between the railroad tracks and Main Street (north of Oak Street) for additional transit center and customer parking. Integrate the design of this space with the design of the transit center and associated facilities to create an attractive public green space in the center of downtown. Treat the space in a way that highlights its enclosure on three sides by the historic frontages of Main and Sacramento Streets, and the new structures along the north side of Pine Street (see Item d, above).
 - f. **Pedestrian connections across the tracks** - as part of the redeveloped central area, establish pedestrian greenways across the tracks at Oak and Walnut Streets.
3. **Promote the concentration of retail, restaurant, service and entertainment uses in a compact cluster in the center of Downtown.** Revise all public policies that either operate to discourage investment in a compact Downtown Core, or that result in an overly diffuse (and almost entirely auto-oriented) pattern of retail development.
 4. **Consolidate a specialty and convenience retail market niche for the downtown that complements rather than attempting to compete with regional retail centers, and that provides a good fit with the demographic profile of the community.**
 - a. **Strengthen the Convenience Retail and Service Niche.** Target business relocation efforts (see item #7, below) toward consolidating stores that provide essential goods and services for businesses and residents in the downtown district.
 - b. **"Kick-start" the Specialty Retail and Services Niche.** Target business recruitment activities (see item #7, below) toward businesses that are most likely to respond to existing demand patterns. Lodi's demographic profile suggests that additional niche potential might be strongest in market segments that provide goods and services oriented to family households.

5. **Downtown's strongest assets are its public buildings and facilities. The City Hall, Library, Post Office and Hutchins Street Square (as well as the forthcoming Downtown Transit Center) offer a wide variety of public services, infuse the district with patrons, enhance the employment base of the district, and establish downtown's identity as the heart of the community. Perhaps the most important key to the revitalization of the district is to continue to build upon and enhance this aspect of downtown. More specifically,**
 - a. **Locate new public buildings in the downtown whenever possible to enhance downtown's identity as the Heart of the City, and to reap the benefits of the additional patronage and larger employee base.**
 - b. **Promote the completion of the performing arts theater component of Hutchins Street Square as the centerpiece of downtown's revitalized identity as a regional entertainment destination. Enhance visual connections between the downtown core and Hutchins Street Square. Advertise the events of the performing arts center at major regional retail centers such as the Walmart/Target area.**
6. **Focus capital investment funds as available on the enhancement of downtown's visual character and to improve the pedestrian's experience. This should begin with the physical improvement of School Street.**
7. **Establish incentive programs to encourage reinvestment in existing businesses and buildings.**
 - a. **Establish a *Business Recruitment Program* to promote the location of successful new businesses in Downtown Lodi.**
 - b. **Establish a *Business Relocation Program* to facilitate the relocation of existing businesses to more beneficial locations in the Downtown Core.**
 - c. **Establish a *Design Assistance Program* to promote reinvestment in existing buildings in the Downtown Core.**
8. **Identify opportunity sites and buildings for larger scale investment.**
 - a. **Identify opportunity sites for new retail, residential and office development.**
 - b. **Explore opportunities for large-scale investment in the reuse of large blocks of historic structures (e.g. factory outlets, large-scale retail development, etc.).**
9. **Make downtown more visible to passing motorists, and easier to find.**
 - a. ***Enhance Downtown Entries* - establish development standards for downtown entry parcels that require storefront development patterns and prominent corner treatments, particularly at the north and south downtown entrances to School, Sacramento and Main Streets.**

Cherokee Lane

1. **Focus near-term revitalization resources on effecting a dramatic improvement in the visual character of Cherokee Lane.**
 - a. ***Central Valley Character*** - Rather than implementing the ubiquitous "placeless" commercial strip landscaping that can be found in almost any California community today, implement improvements that create a distinctive visual character that is powerfully recognizable for its regional character and authenticity.
 - b. ***Lighting*** - Enhance lighting level at intersections and along the thoroughfare. Make use of decorative lighting fixtures that add to the overall charm of the thoroughfare in the daytime as well as in the evening.
 - c. ***Pedestrian Comfort*** - Improve pedestrian walkways, moving them whenever possible behind a planting strip to buffer pedestrians from moving traffic.
 - d. ***City Entries*** - As part of the first phase of the street improvements, design and install distinctive entry signs at both ends of the corridor that mark the entrances to the City. Include additional orientation signs that orient the motorist to the location of the downtown both at the entryways and at key intersections such as the one at Lodi Avenue.
2. **Establish minimal development standards for new construction and renovation along the corridor.**
 - a. ***Signage*** - encourage businesses to enhance visibility from the freeway. Establish minimal standards limiting the number of signs per business along with minimal visual and lighting performance standards.
 - b. ***Parking*** - wherever possible, screen parking areas from the roadway with buildings. Establish special standards to insure that parking lot lighting and service areas adjacent to residential areas do not negatively impact residential environments.
 - c. ***Landscaping*** - establish landscaping standards targeted to the variety of existing circumstances along the corridor that insure the incremental creation of a unified landscape treatment that harmonizes with the street improvements installed in the first phase of the revitalization effort. Specific plant materials, fence & wall materials and design, lighting standards, and the design and location of the parkway strips would be covered.
3. **Promote the continued development of auto sales, lodging and support commercial business along the corridor.**

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East Side Neighborhood

- 1. Expand code enforcement efforts to eliminate blighted and unsafe conditions that have resulted in an increasingly negative image for the neighborhood.**
- 2. Encourage home ownership and renovation. Establish incentive programs such as design assistance to encourage reinvestment in existing structures.**
- 3. Reconfigure commercial and multi-unity residential zoning designations to reflect revitalization goals and objectives. Preserve the center of the district for exclusively single-family development.**
- 4. Upgrade multi-unit residential development standards to insure sensitively designed apartments, flats, and attached housing types that are compatible with the character of the neighborhood's best buildings.**
- 5. Work with local community organizations to promote neighborhood services and programs**
- 6. Invest in the revitalization of the Downtown Core to enhance the appeal of the East Side Neighborhood as a place to live in walking distance from an exciting cluster of shops, eateries and services.**

Council

A combination of parking time zones can be well mixed as to make everyone happy. Four 30 minute spaces located at each mid-block would be the quickest and best use of that time. Once that motorist becomes a pedestrian he then can make much better time having now acquired access to four corners and 4 half blocks. "Turnover" is the whole idea behind the 30 minute zone.

The mid-block use would necessitate "action" to make the crossing at mid-block a legal YIELD to pedestrians. The PEDESTRIAN CROSSINGS would call attention to the 30 minute space. Motorists would soon learn where those spaces are and be happy to use them and their accessibility.

24 spaces on School St.

Anne Meyers

Anne Meyers
October 5, 1994