

COST
\$ 4.00

WILLOW GLEN



**DOWNTOWN WILLOW GLEN
REVITALIZATION STRATEGY PROJECT**

for the

**LINCOLN AVENUE
NEIGHBORHOOD
BUSINESS DISTRICT**

CITY OF SAN JOSE

MARCH 1984

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INTRODUCTION

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Originally, Willow Glen was a small town with its own downtown commercial area. When it was incorporated into San Jose several years ago, the downtown remained a major shopping district for the surrounding neighborhood. Lincoln Avenue, the main shopping street, also served as a major four-lane arterial through the area.

In a pattern typical of many older commercial areas, shopping activity shifted to outlying malls and commercial strips. Willow Glen, with its older, poorly maintained buildings and public areas, found that it was not successfully competing with the newer shopping districts. While it was not suffering from a severe economic decline, there was a general feeling in the business community that things could be better. So, like many older commercial areas, Willow Glen sought ways to revitalize itself and grow once again by attracting new customers and new business to the area.

In October of 1982, the City of San Jose contracted with the Architectural Resources Group, an architecture and planning firm with special expertise in the area of historic preservation and urban design, to prepare a design study of the Willow Glen commercial area. The study that follows is

one of a three-part integrated revitalization program that includes economic assessment and development strategies prepared by John M. Sanger Associates, and implementation strategies administered and coordinated by Astone and Associates. This part provides a conceptual design plan for public improvements as well as guidelines for new construction and renovation of existing buildings in downtown Willow Glen.

Working with the Downtown Willow Glen Advisory Committee, the project area was initially determined to include all of the properties facing Lincoln Avenue from Minnesota Avenue to the Highway 280 overpass. This area contained the existing major commercial activity and would be the location for any future commercial growth.

The plans and guidelines for this report were based on an inventory and analysis of the urban design elements, history, and image of the downtown area. An inventory was taken of the existing urban design elements including building types and open spaces; major traffic intersections and cross arterials to Lincoln Avenue; pedestrian thoroughfares; landscaping; view corridors; opportunity sites; and parking. As the elements were analyzed, the project area was reduced to the section between Coe

Avenue and Minnesota Avenue, leaving out a small part near the freeway. The building types and uses in that area were primarily manufacturing and not retail/commercial or professional. This now focused the analysis on the design needs of a pedestrian-oriented commercial environment. Analysis also indicated that the study area fell into two distinct design areas. The first area, south of Willow Street, was the original commercial core where most of the buildings were designed and built for pedestrian-oriented, commercial use. The second area, north of Willow Street, was originally a residential area.

As Willow Glen was developed from the 1920s to the 1940s there was a consistent, orderly character to the area. The commercial buildings between Minnesota and Willow Avenues were attached to each other and were similar in size, scale, and design. Likewise, the residential buildings between Willow Street and Coe Avenue were similar in size, scale, setback, and materials. In recent years, the character began to change as the need to accommodate vehicles grew. New building types were introduced, changing the character and image of Willow Glen. Shop owners began visually competing with their neighbors for the attention of potential shoppers in

automobiles. Large, gaudy signs were added to building facades, more emphasis was placed on cars than on pedestrians, and maintenance of property declined. Residential areas were converted to commercial with little consideration for existing design elements. New buildings with large streetfront parking lots began to break down the scale, rhythm, and common setback of the street. The character and image of Willow Glen became muddled and diluted, resulting in an image that today is neither a totally auto-oriented commercial strip, a pedestrian-oriented commercial area, nor a residential area.

In response to the conditions of the commercial area, merchants, property owners, and residents joined together to find ways to regain the strong sense of character, order, and self-confidence that the area once had. This study will provide the necessary design criteria and guidelines that will aid the community in their effort to recapture the positive image of an attractive and desirable shopping district.



Figure 1 - The original buildings in downtown Willow Glen are intact but have been remodeled and now include large auto-oriented signs.



Figure 2 - This photograph clearly illustrates the vehicle congestion on Lincoln Avenue and how the palm trees and the old Lucky sign serve as focal points on the street.

THE DESIGN COMPONENT OF REVITALIZATION

The marketing study prepared by John M. Sanger Associates shows that Willow Glen could support more business and that the area is not capturing the current available market. In order to compete with surrounding commercial areas, it is first important to understand what makes areas such as shopping malls successful. Malls are well managed and promoted through advertising. The stores are all required to have common hours of operation and they are well maintained. They are composed of businesses that attract high volumes of shoppers. For the business owner there are strict design rules for signs and storefronts in order to create an attractive, consistent appearance throughout the mall. Displays are always attractive and well lit. The public areas are purposefully designed with pedestrian amenities such as trees, fountains, and benches, and there is adequate free parking for the customer. All of these factors make the shopping mall an attractive, well-maintained, exciting place to be.

While older commercial areas may be in an economic slump or deteriorating, generally speaking, these areas have been found to inherently offer more value and amenity in the long run than their competition. These added amenities include a variety of business

types; diversity of character and activities; central location; and they are generally less expensive than shopping malls.(1)

Many communities have taken some elements of success from malls such as promotion, management, design quality and control; combined them with special elements for older areas such as special financing and economic restructuring; and developed a successful revitalization program.

As previously outlined, this study is one of a three part revitalization program that includes development and implementation strategies. This part addresses design issues that effect the appearance of the study area. A commercial area can improve its image by improving its physical appearance. Public area improvements can create a strong visual identity, while private property improvements will reflect the owner's confidence in the area and his business. The design of these improvements is critical to the success of the effort.

The design plan falls into three broad areas: an urban design analysis, a public improvements plan, and guidelines for private property improvements. This report outlines a plan for public improvements that can be imple-

mented by the City in stages, and it provides guidelines for property owners and merchants to improve private property.

It is important to remember that improvements will not happen all at one time. At best, a community should strive for incremental changes in both the public and private sectors over a period of time. This way, work will always be in progress toward a better shopping environment and community image.

URBAN DESIGN ANALYSIS

The conceptual design plan and the design guidelines in this report were made after a careful analysis of all the streetscape design elements, use patterns, and growth trends of Willow Glen.

Streetscape is a combination of all the elements that make any area unique. It includes elements of the public environment such as the street itself, sidewalks, curbs, parking lots, public buildings, and open spaces such as parks. It also includes privately-owned property such as the buildings that line and enclose streets and any open spaces.(2)

For the purpose of analysis, the streetscape elements were divided into six categories:

1. Boundaries
2. Entrances
3. Vehicular Environment
4. Buildings and Open Spaces
5. Pedestrian Environment
6. Other Special or Significant Elements



A. Current entrances from the north into Willow Glen commercial area showing the intersection of Lincoln Avenue and Coe Avenue.



B. Current entrance from the south into the commercial area showing the intersection of Lincoln Avenue and Minnesota Avenue.

Figure 3

BOUNDARIES

Boundaries or edges are changes in streetscape such as scale, landscaping, materials, or other natural or manmade elements in the environment that help to define spatial characteristics of an area.

The Willow Glen Study Area is bounded on the north by Highway 280 and on the south by Minnesota Avenue. The east-west boundaries are made by the change of building type and use from commercial to residential. (See Figure 4.) Lincoln Avenue bisects the area from north to south. The area is long, narrow, flat, and includes only the properties that front on Lincoln Avenue.

ENTRANCES

Entry into Willow Glen is marked on the south end at Minnesota Avenue by the change of land use and building type from residential to commercial. To the north at Coe Avenue, entry is marked again by change from manufacturing and light industrial to commercial use. The east-west entry is likewise marked by a change from residential to commercial. While the changes occur, they are not necessarily clearly perceived because residential buildings are found in the commercial area and, likewise,

commercial buildings are found in residential areas.

VEHICULAR ENVIRONMENT

This includes streets, alleys, drive-through service areas, quantities and types of parking lots and spaces, and the volume and speed of cars using the area.

As cars have become more important in American lifestyles they have become more important as design considerations. In Willow Glen this has meant more private property used for parking lots; conversion of landscaped space into parking areas; and buildings designed to accommodate vehicles. The consequence in Willow Glen has been a breakdown in visual continuity.

Lincoln Avenue is an important and dominant streetscape element in the study area. There are four moving lanes of traffic and a parallel parking aisle on each side of the street. It is constructed of standard materials that include asphalt and concrete curbs. Its central location, width, high traffic volume (29,000 cars/day), and the relatively high average speed make Lincoln Avenue the major thoroughfare in Willow Glen. The Willow Glen commercial area is not the destination point for the majority of the vehicles.

Completion of the Guadalupe Corridor will take some of the traffic volume off of Lincoln Avenue and make future streetscape improvements feasible.

There are twelve other roads with access to Lincoln Avenue within the study area, the primary one being Willow Street, which intersects Lincoln Avenue close to the center of the study area and marks the changing point of the character of the streetscape from commercial to residential. There is a high concentration of midblock alleys and curb cuts in the center of the study area where more recently constructed auto-oriented buildings are located.

Parking is provided on the street and in lots all along Lincoln Avenue. Most of these lots are privately-owned and located to the side and rear areas of buildings, and in a few cases, in front of the buildings. Many of the rear area lots are divided from neighboring lots by a fence or landscaping and contain large unscreened debris boxes. Most lots have a separate entrance from Lincoln Avenue. Delivery and service vehicles are accommodated either in the rear areas, in the front parking spaces, or by double parking.

Public transportation for the area is adequate; stops are located at frequent intervals on Lincoln Avenue.

BUILDINGS AND OPEN SPACES

Buildings are defined here in terms of scale, use, siting, and relationship to other buildings. Open spaces between buildings or other natural dividers such as trees are either used as parks, parking lots, or outdoor storage. These spaces may also be vacant and possible future development sites.

The buildings of Willow Glen are generally one and two stories, scaled to the pedestrian, and of similar materials.

Building types vary and are discussed in detail in the Building Types section of this report. Generally, however, the buildings to the south near Minnesota Avenue are commercial (c. 1920-30), attached to each other, open directly onto the sidewalk, and have few open spaces in front or to the side.

In the middle of Lincoln Avenue, between Brace Avenue and Willow Street, the buildings are newer, oriented to the automobile by parking lots and drive-through

aisles, and isolated from each other.

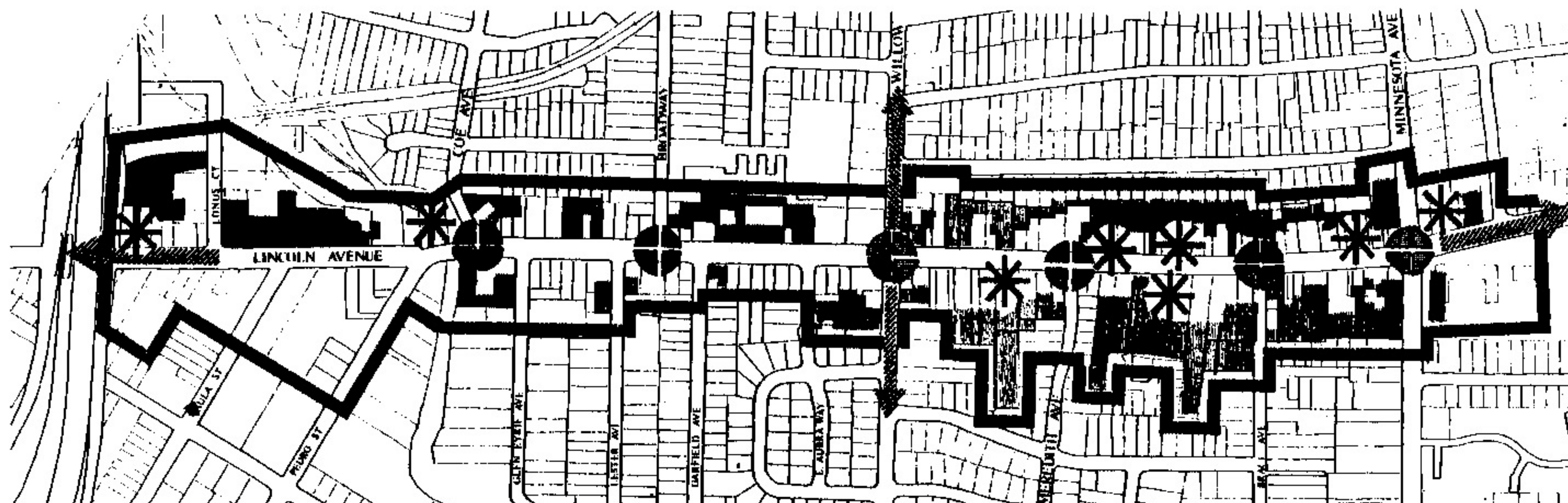
To the north of Willow Street is a residential area with more open space that is used for yards. Houses are small and detached.

Scattered in among the houses are some older commercial buildings that, like those found in Area I, are set up to the sidewalk, connected to one another, and generally contribute to the character of the area. There are also new commercial buildings that have been set back from the street, are varied in scale and materials, and have large streetfront parking lots. These buildings tend to detract from the character of the area.

The quality of the buildings is as varied as the types. Among the commercial and residential buildings alike are notable examples of specific architectural styles such as Moderne, Spanish Colonial Revival, Italianate, Queen Anne, and Jacobethan Revival. (See Figures 28, 32, 36, 40, 44.) The majority of older commercial buildings near Minnesota Avenue, however, are simple brick or stucco vernacular structures that are similar to each other in height, scale, and detail.

Unfortunately, many of the buildings in Willow Glen have been poorly remodeled or maintained. This is a typical symptom of problems in older commercial areas throughout the United States. Sometimes, in an effort to make improvements to older buildings, more harm than good is done. Typically, the trend is characterized by additions of inappropriate facade materials; a proliferation of poorly designed, poorly made, old, and deteriorated signs; peeling paint; torn and faded awnings; and a general lack of attention to detail, design quality, and maintenance. Willow Glen suffers from some of these symptoms, but fortunately they are easy to change.

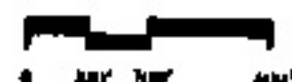
Open spaces in Willow Glen are as varied as the buildings. The areas around houses are well-maintained, attractively landscaped yards. On the other hand, most of the parking lots or empty undeveloped lots are barren areas that are generally not well-maintained and lack any positive characteristics such as landscaping.



WILLOW GLEN DOWNTOWN REVITALIZATION

Figure 4

DESIGN DETERMINANTS DIAGRAM



KEY



LANDMARKS



PARKING



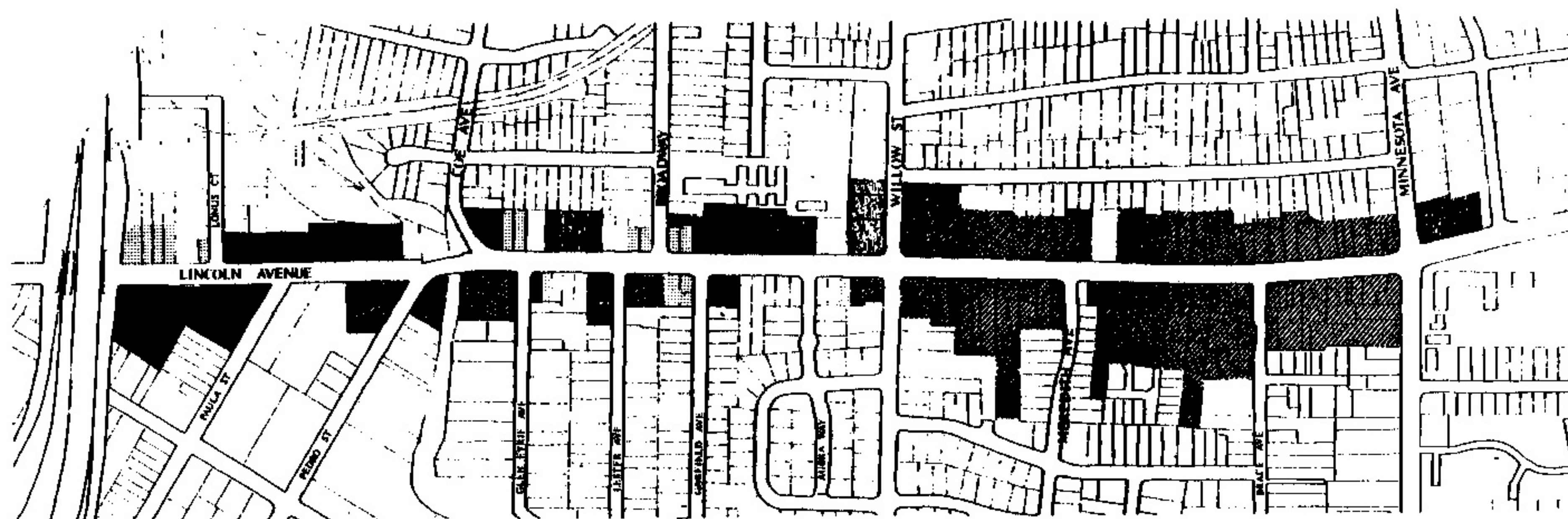
TRAFFIC FLOW



BOUNDARIES



SIGNIFICANT
INTERSECTIONS

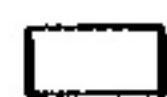


WILLOW GLEN DOWNTOWN REVITALIZATION

Figure 5

TYPES OF BUILDING USES

KEY



RESIDENTIAL



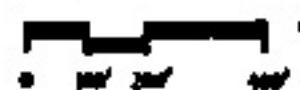
COMMERCIAL/RESIDENTIAL



COMMERCIAL



SUBURBAN COMMERCIAL



PEDESTRIAN ENVIRONMENT

The pedestrian environment includes sidewalks, crosswalks, access to buildings, and access to destination points from parking areas.



Figure 6 - Typical pedestrian crosswalk on Lincoln Avenue as it exists.

The quality of the public environment plays a large part in a shopper's decision to make a return trip to an area. The area can feel inviting or it can appear hostile. Inviting pedestrian areas are well-maintained; may offer amenities such as landscaping, street furniture, and good pedestrian-oriented lighting; and are designed with materials that complement and add texture and interest to the rest of the streetscape environment.

Older commercial areas, again, with their desire to accommodate vehicles and attract attention from people in passing cars, sometimes forget the importance of making the pedestrian environment pleasing. Willow Glen is no different. While many buildings in Willow Glen are designed for the pedestrian/shopper, the environment may not always be. Willow Glen has good sidewalks and frequent crosswalks, but the experience for a pedestrian/shopper is not as good as it could be for the following reasons:

- Amenities such as landscaping (that provides shade, enclosure, and separation from vehicular traffic) and pedestrian-oriented lighting do not exist.

- The crosswalks on Lincoln Avenue are psychological barriers for pedestrians in the area. Even though they are safely marked and crossing is timed with traffic lights, there is a feeling that the automobile dominates the street and is therefore more important than the pedestrian.
- Alleys that connect sidewalks to rear parking lots are poorly-maintained and are not inviting to the pedestrian.
- Evidence of earlier efforts to provide some public amenities (including pale and dying trees in planters) are now poorly-maintained and detract from, rather than add to, the character of the area.
- Gaps between buildings break down the storefront rhythm. A shopper will be less inclined to walk the extra block to more shops if it means passing by vacant, or neglected lots that have no buffer, such as landscaping, next to the sidewalk.

OTHER SPECIAL OR SIGNIFICANT ELEMENTS

Other significant elements give an area its special character. These elements may include focal points, views, landmarks, environmental art, or historical elements.

Several buildings in Willow Glen offer focal points to the long vista down Lincoln Avenue. The old Lucky store has a large, vertical, Moderne style, integrated sign area that has an interesting sculptural quality. Likewise, the theatre, with its large fin neon sign and tall facade, offers a change of scale and is a colorful addition to the streetscape.

There are other significant old signs that are attached to or painted on buildings. These should not be indiscriminately removed. Instead, efforts should be made to save and repair old signs that reflect an earlier period of Willow Glen or whose original designs are significant.

In contrast to the low scale rhythm of the building is the rhythm of the tall light standards that line Lincoln Avenue and reinforce the linear quality of the street.

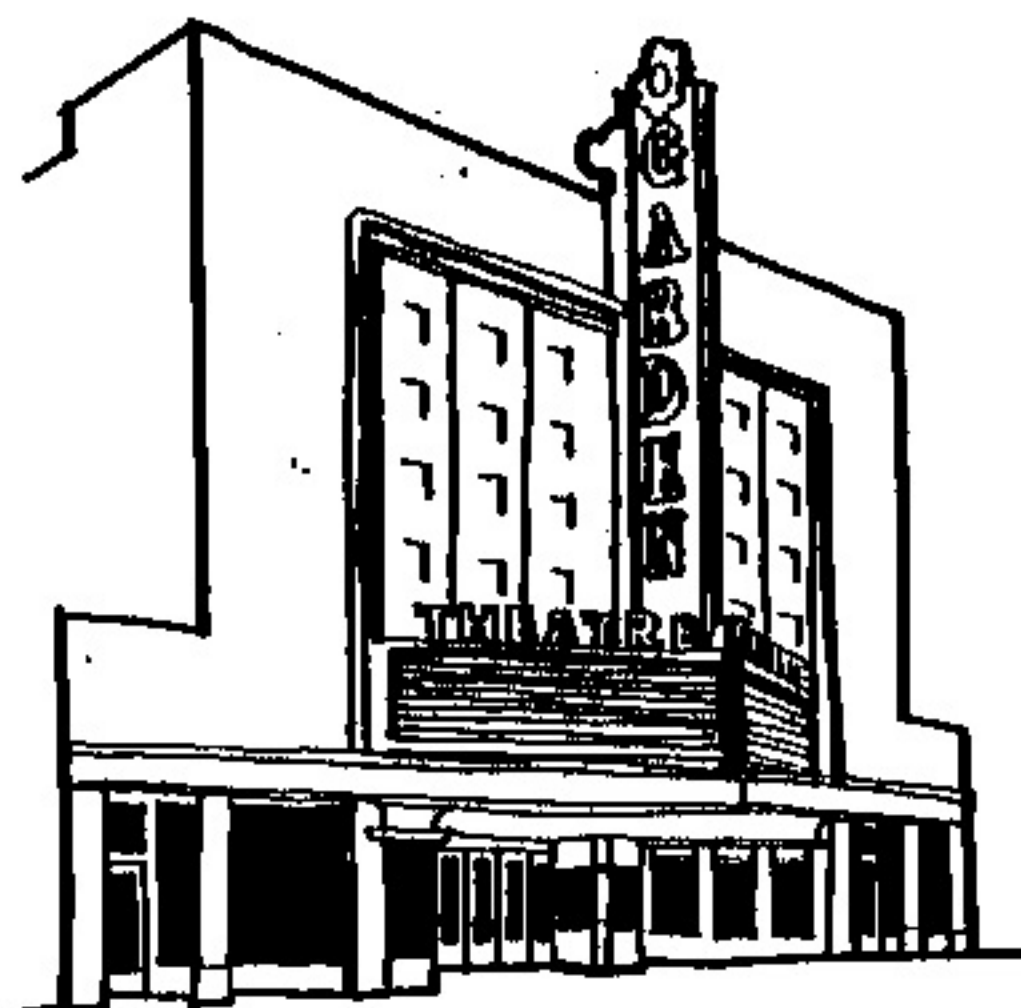


Figure 7 - The Garden Movie Theatre

CONCEPTUAL DESIGN PLAN FOR PUBLIC IMPROVEMENTS

The following recommendations for public improvements are designed to reinforce and capitalize on the positive aspects of Willow Glen. Any new elements are designed to complement the existing ones.

The recommended public improvement plan will do five things:

1. Define entry.
2. Increase the visual continuity of the area.
3. Provide pedestrian amenities such as improved crosswalks.
4. Reorganize parking and traffic patterns.
5. Provide clear directional signage within Willow Glen.

While the study area extends from Highway 280 to Minnesota Avenue, only the area from Coe to Minnesota Avenues is included in the public improvement plan. This area is the primary retail commercial area and is geared more to the pedestrian/shopper.

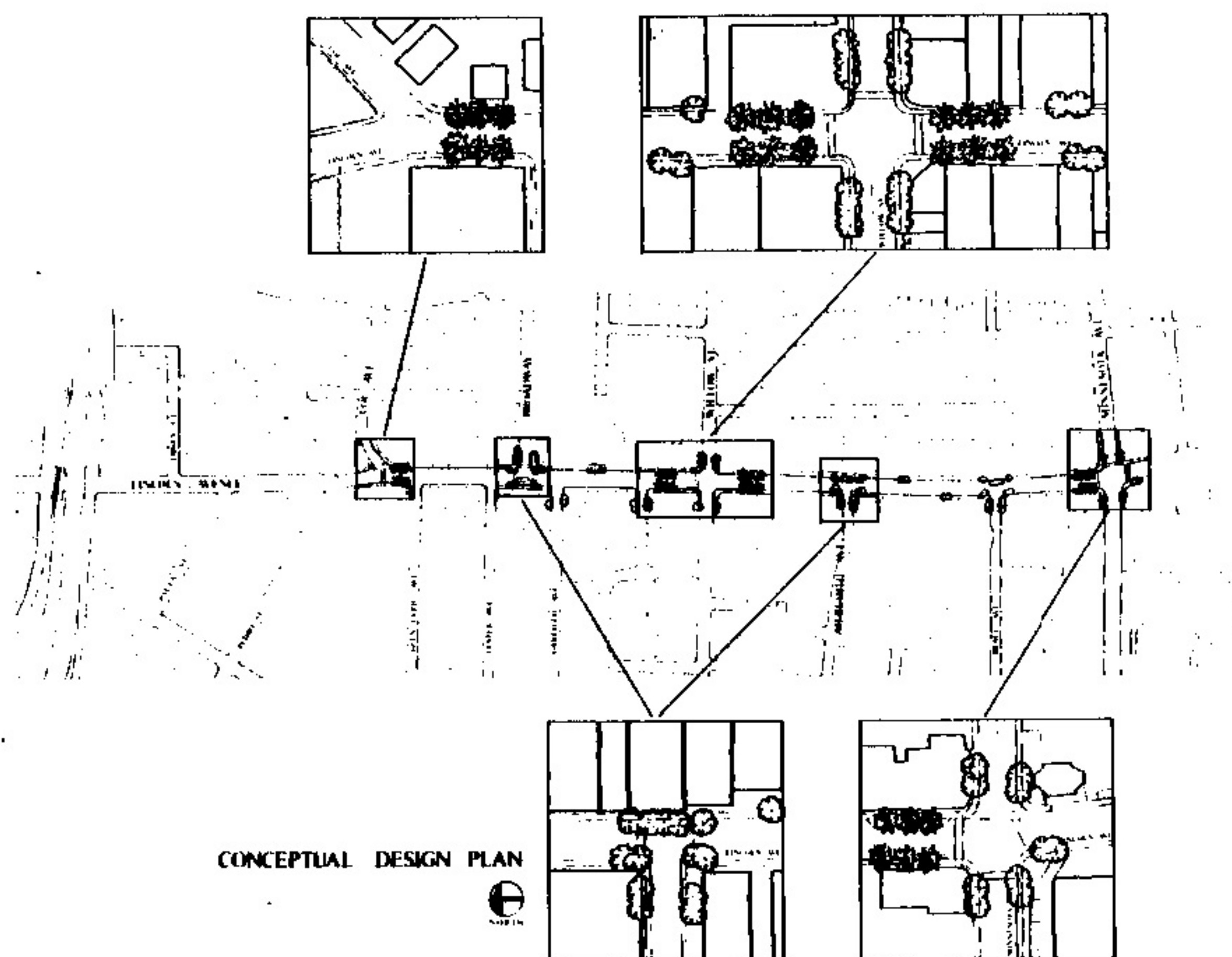


Figure 8

ENTRY

The lack of entry identification in Willow Glen calls for a new physical element that will announce the beginning and end of the Willow Glen shopping district. This can be achieved simply by breaking the low-scaled rhythm of Willow Glen with a tall, dramatic gesture. (See Figure 9.)

The proposed entry indicators occur at the intersections where Coe Avenue, Willow Street, and Minnesota Avenue cross with Lincoln Avenue. The changes would include removing several parking spaces and replacing them with sidewalk area that includes landscaping and signage. Thirty foot specimen palms are planned for this area. They will provide a dramatic vertical element to the area while complementing other, existing vertical elements such as the light standards and the Lucky Store sign and the theatre signs. Other lower-scaled landscaping is also suggested. Signs for Willow Glen should be included to reinforce the identifying purpose of the areas.

VISUAL CONTINUITY

While the entry areas will announce to the driver on Lincoln Avenue or Willow Street that he is in a unique area, several



A. Proposed northern entry into the Willow Glen commercial area.
(See Figure 3A).



B. Proposed southern entry into the Willow Glen commercial area.
(See Figure 3B).

things can be done to visually unify and strengthen the identity of downtown Willow Glen. These improvements are suggested in stages that can follow one after another.

Stage I: Paint existing light standards between Minnesota and Coe Avenues a distinctive color so that they can be distinguished from other areas.

Stage II: Construction of the Guadalupe Corridor may result in decreased traffic volume along Lincoln Avenue. If so, then sidewalks could be widened to allow for additional landscaping along Lincoln Avenue, eventually making it a tree-lined boulevard. Trees should be spaced to occur at breaks between buildings. This way, foliage will be less likely to screen the storefronts. This tree planting stage could also be achieved by adding planted areas similar to the entry areas. When this stage is reached, a detailed planting plan will be required. See Stage I of Pedestrian Amenities.

Stage III: Add pedestrian level lighting along Lincoln Avenue and Willow Street between existing tall light standards. This will give pedestrian scale to the street and visually unify the area.

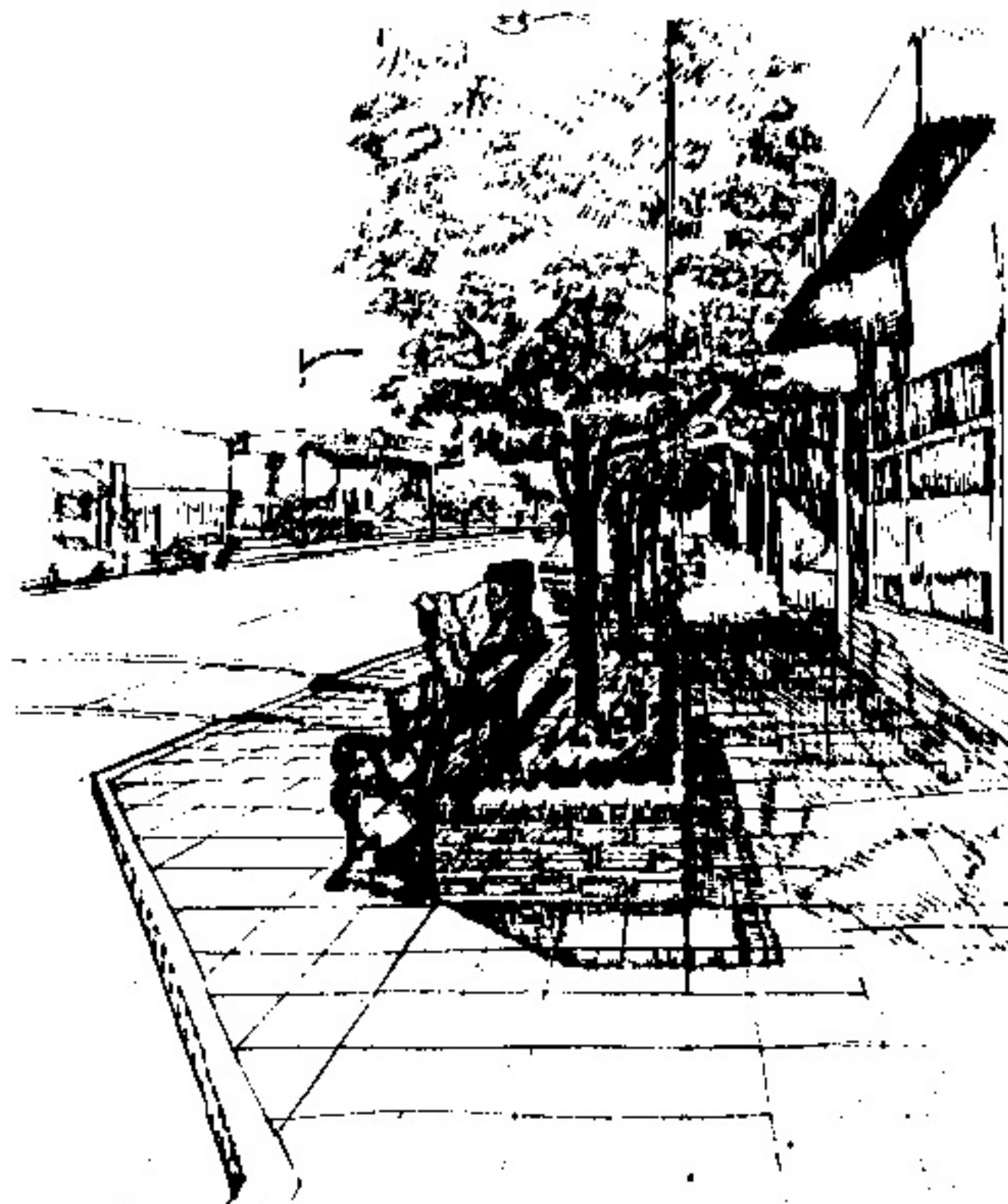


Figure 10 - Improvements to crosswalks can include extended curbs, landscaping and benches, and provide a more inviting environment for the pedestrian. (See Figure 6).

PEDESTRIAN AMENITIES

The width of Lincoln Avenue and the speed of traffic creates an uncomfortable environment for the pedestrian. Several things can be done to sidewalks and crosswalks that will create a more pleasant environment and improve the experience for the pedestrian/shopper.

Stage I: Remove old planters and dead trees. Repair sidewalks where they are deteriorated or hazardous. Add landscaping and special paved areas to existing pedestrian crosswalks. This will better indicate where the crosswalks are for both the driver and the pedestrian. By extending the curb into the street at crosswalks, the distance that the pedestrian will need to walk in the street will be decreased. (See Figure 10.)

Strengthen the identification of the crosswalks on Lincoln Avenue by using a different material in the crosswalk, such as scored concrete or brick pavers.

Add new trash receptacles, benches, and other street furniture. The design should blend with the character of the area and with other street improvements.

Stage II: Construction of the Guadalupe Corridor would allow several other steps to be taken to improve the pedestrian environment along Lincoln Avenue. A large part of the improvements are mentioned in Stages II and III under Visual Continuity. (See page 16.) An additional step could include pedestrian-controlled stoplights and blinking yellow lights at crosswalks located between stoplights. This would help to slow

traffic while providing frequent, safe crosswalks along the street.

PARKING AND TRAFFIC IMPROVEMENTS

Stage I: Currently there are numerous curb cuts in the sidewalks. This disrupts the path of the pedestrian and makes it difficult for the driver to locate parking lots. Under Guidelines for Improvements to Private Property (see page 19) there is a plan for consolidating private parking areas. If implemented, this would eliminate many of the existing curb cuts along Lincoln Avenue.

Stage II: As inner block parking is improved, more spaces will be created. This will allow more metered parallel parking on the street to be converted to landscaped areas or monitored short-term parking, loading, and handicapped zones.

Stage III: Construction of the Guadalupe Corridor theoretically would reduce the volume of traffic along Lincoln Avenue. If it does, then other street improvements could be considered, such as widened sidewalks; reduced traffic lanes; left turn lanes; and a landscaped median strip.

SIGNAGE

Consistent and attractive directional and identifying signage throughout the area can strengthen the identity of Willow Glen while making it easier to get around. The primary signage areas would be located at the entry areas. Secondary signage would include the directional signs for parking and the street identification signs.

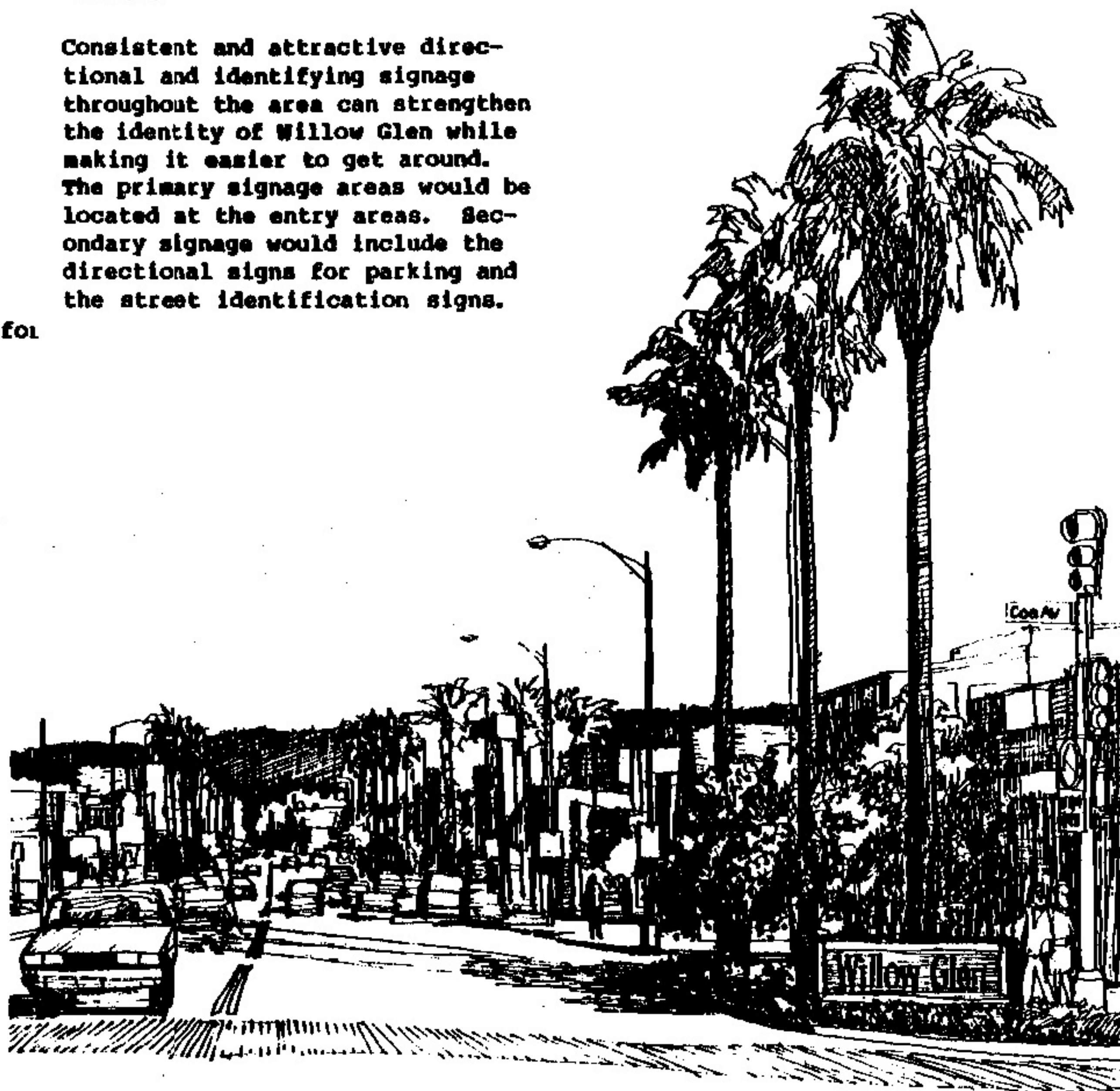
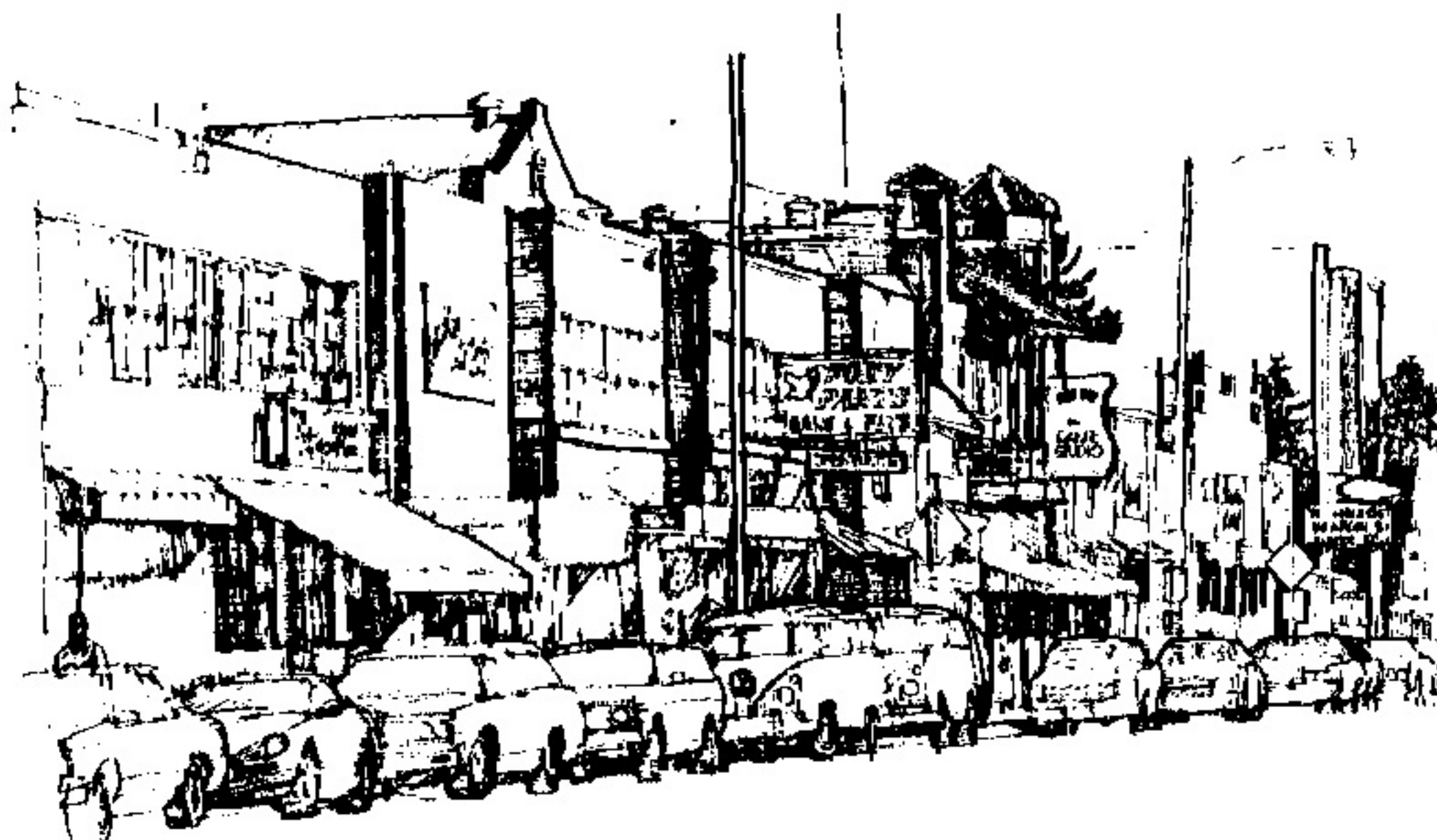


Figure 11 - Signage will help to identify the Willow Glen commercial area.

GUIDELINES FOR PRIVATE PROPERTY IMPROVEMENTS

Revitalization can begin with the merchants and building owners. Improving the building that houses their business is a solid, proven, and effective way of beginning to implement a revitalization program for the following reasons:

- It is the quickest way to improve the general appearance of an area. Shoppers are comfortable in pleasant, attractive surroundings.
- It generates pride in the business community and generates healthy "peer pressure" and competition among owners to improve properties.
- It proves to the community at large that the business operator is willing to invest his own time and money in improving the image of the area.
- As more private property is improved, there will be justification for increased expenditure of public funds on public improvements.
- Likewise, as the business area offers more to the shopper and the image improves, sales will increase. This can provide



A. The facades along Lincoln Avenue have been cluttered with large, auto-oriented signs.



B. Improved crosswalks, additional landscaping, and facade improvements can give Lincoln Avenue a clearer, more attractive visual image.

financial support for public improvements.

Prior to beginning renovation or alteration work on a building or storefront in Willow Glen, the merchant or property owner should ask several questions to ensure that the proposed work will enhance both the building and the entire shopping district.

Equipped with the answers to the following questions the building owner or merchant will be ready to study the General Guidelines for Building Improvements (page 40).

- What Design Area is the building in, and what are the guidelines for that area? Refer to the Area Descriptions pages 21 to 29.
- What type of building is it? Refer to the Building Types section of this report beginning on page 30.
- Are there other businesses in the building? Do they want to coordinate improvements?
- How does the building relate to its neighbors? Is it connected to another building on each side?
- What are the original architectural elements found on the building?

- Does the building have parking?
- Does the site have landscaping?
- Does the building face directly onto the sidewalk or is it set back?
- What condition is the building in? Does it need paint? Are the windows clean?
- What kind of signs are there? Are they large and dominating? Are there small eye-level signs for pedestrians? How many? Are the signs cluttered, or can they be easily read? Are they well-maintained?
- How many different types of materials are there on the building? How many have been added recently? What are the original materials?

DESIGN AREAS

As outlined in the Introduction, the study area has been divided into two design areas. The guidelines for the design areas outline specific standards for site improvements, parking, and new construction.

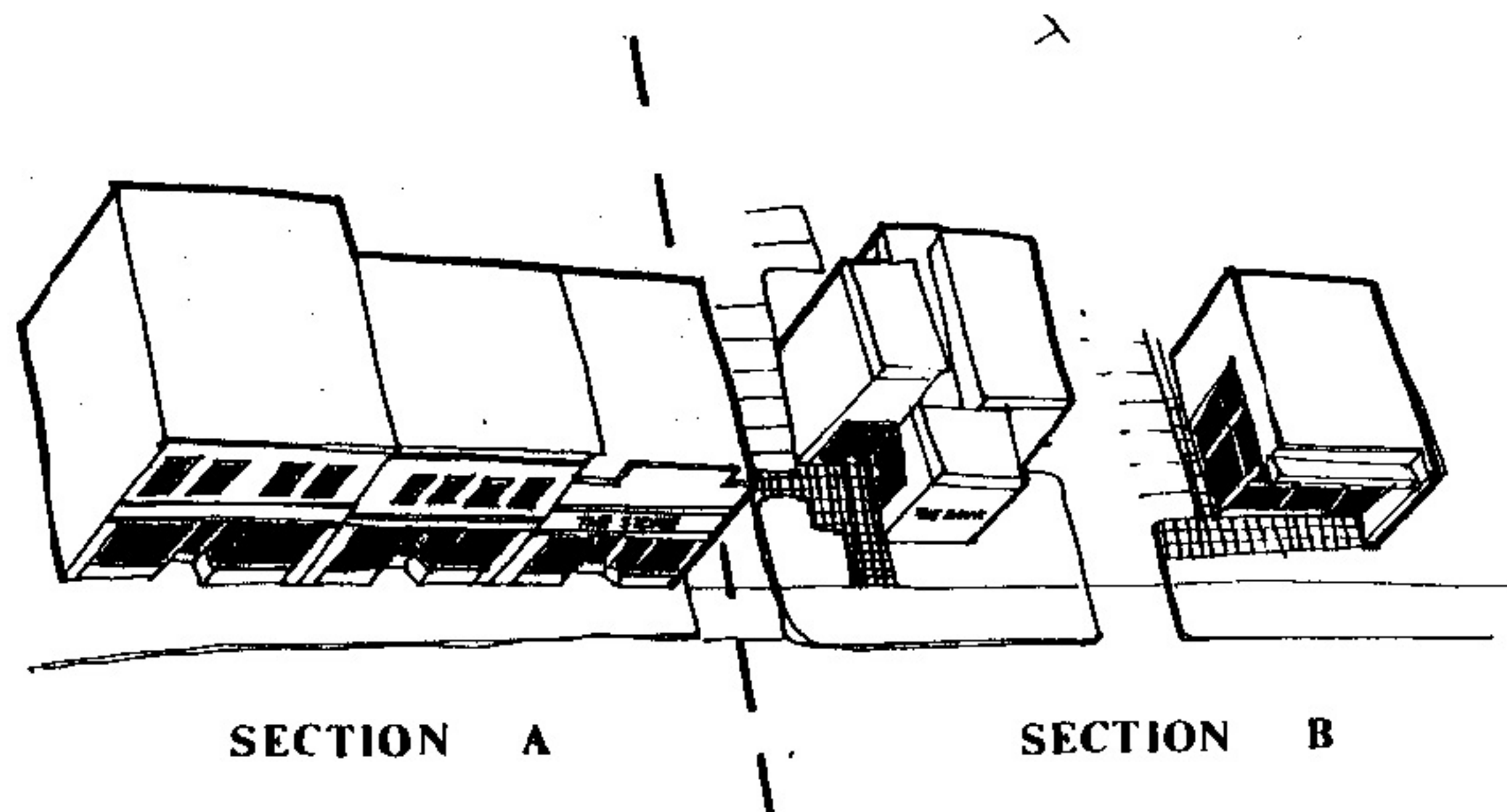
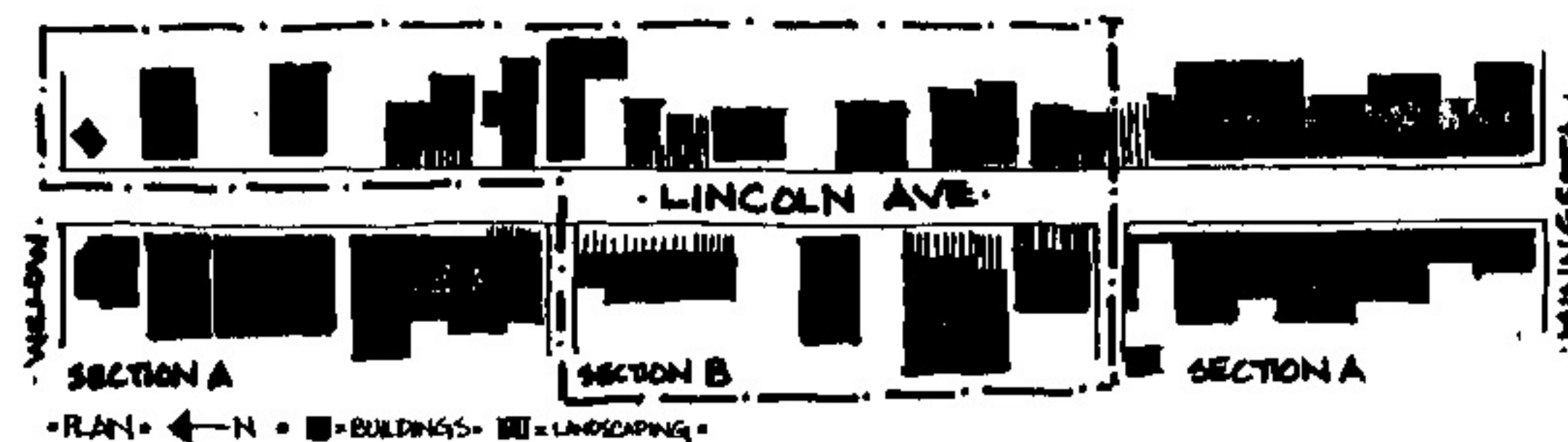
**AREA I -
Minnesota Avenue to Willow Street**

There are two distinct areas within Area I. Section A (Figures 13A and 13B) resembles any typical Main Street where the buildings are connected to each other, form a continuous streetwall, and are not set back from the sidewalk. This type of building relationship creates a pedestrian-oriented environment.

Section B is less ordered and is primarily oriented to the automobile. The buildings are isolated from each other by parking and the setback from the sidewalk is varied. Some of the sites are landscaped.

With the exception of a few houses, the buildings in Area I are one and two story commercial structures (Building Types I-V).

If this area is to become more desirable for the pedestrian/shopper, existing buildings should be improved and the relationship between structures should resemble Section A. This can be achieved by closing some of the large gaps between buildings with either new infill construction or landscaping. In order for new additions to enhance the street scene, the following guidelines should be considered first.



These diagrams illustrate the typical site conditions in Area I. In Section A, there are traditional commercial buildings and in Section B, there are newer, auto-oriented buildings.

Figure 13

GUIDELINES - AREA I

RECOMMENDED

First floor spaces that have storefronts should be used for retail establishments that will attractively display goods to be sold. Other businesses such as law or insurance offices could be located on second floors.

Existing buildings should be improved by eliminating visual clutter such as inappropriate signage, architectural elements, or materials, and then improved with paint, new signs, etc. Pedestrian-oriented commercial storefronts should be maintained.

Parking lots with street frontage should be attractively landscaped in order to continue the linear street frontage created by the buildings.

Adjacent parking lots at the rear of buildings, divided by fences or barriers, should be consolidated and restriped for maximum use.

New construction should continue the streetwall created by buildings in Section A.



Figure 14 - Parking lot improvements could include landscaping which would enhance the environment for the pedestrian.

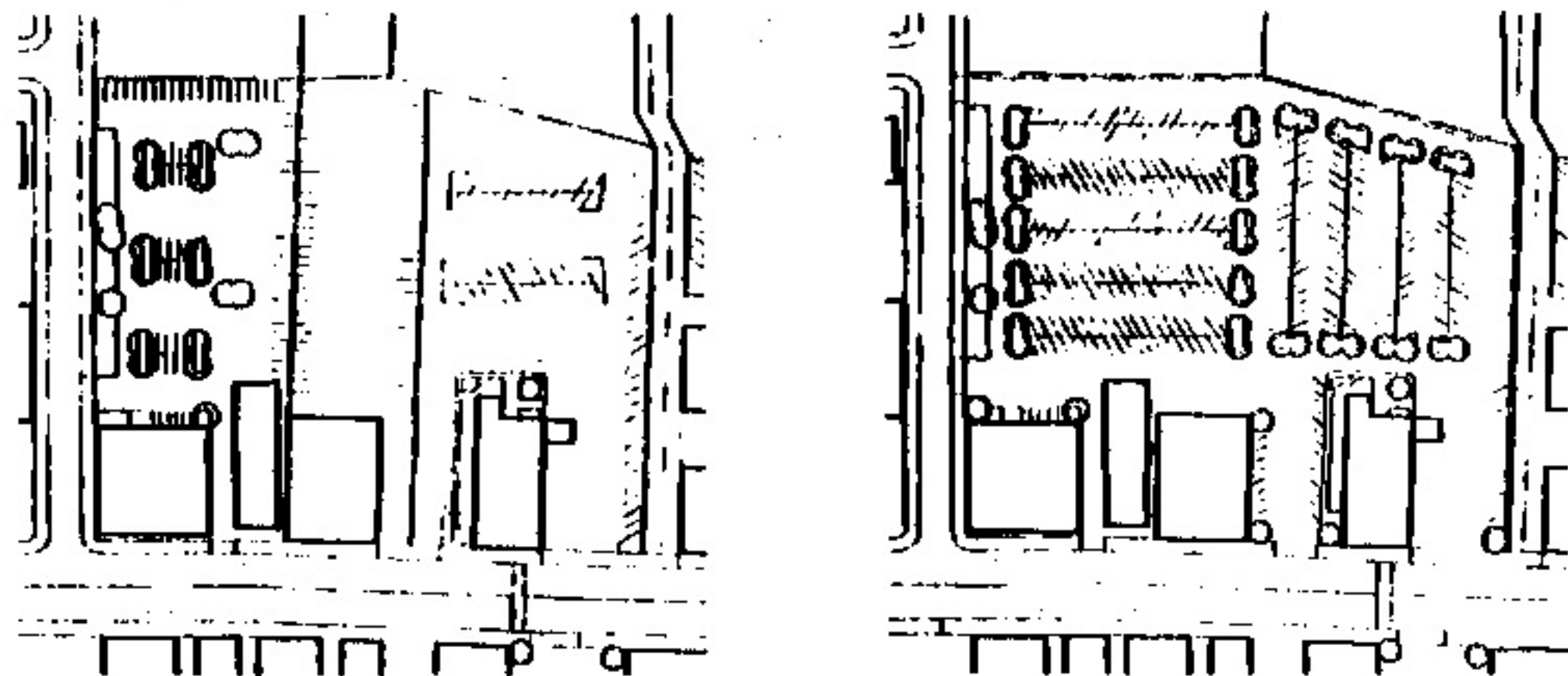


Figure 15 A. Parking lots behind Bank of America currently have parking spaces for 242 cars.

B. Redesign and consolidation of the lots would increase available spaces to 394.

New construction should be designed for the pedestrian/shopper. First floors should be primarily glass for storefront displays. (See Elements of a Storefront, page 46.)

New storefronts should face the street, not inward towards each other, unless the wall facing the street is a storefront with a streetfront entrance.

New construction should join adjacent buildings when possible.

The height of the facade of new single story buildings should be at least 15 feet. The parapet

wall area can be decorated or used for signage. (See Figure 16.)

New construction of two or three story structures should relate to existing examples. Include typical first floor storefronts and small window fenestration on upper floors. (See Description of Building Type III.)

Proportions of new construction shall be consistent with those of existing surrounding buildings.

Materials for new construction shall be common to the area such as stucco, brick, and tile.

New additions to existing buildings that are visible from the street should relate to the principal facade by using similar materials and continuing the facade rhythm and detail such as cornices, window openings, height, location of doors and windows, etc.

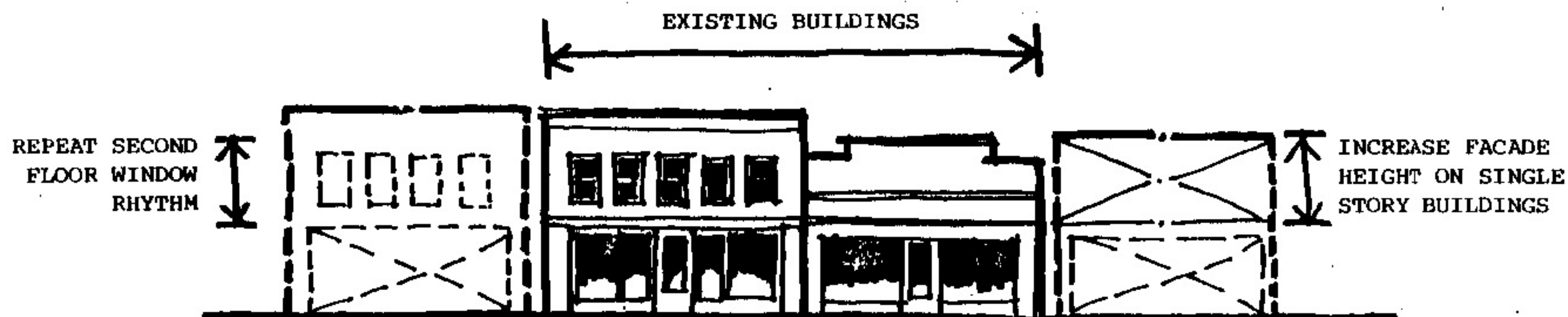


Figure 16 - New construction should attempt to blend with the height, scale, and rhythm of existing buildings.

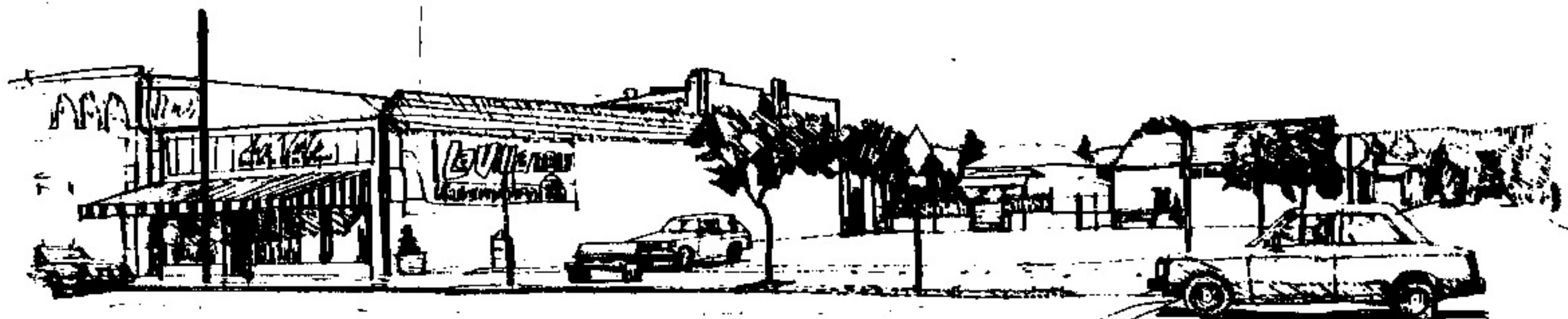
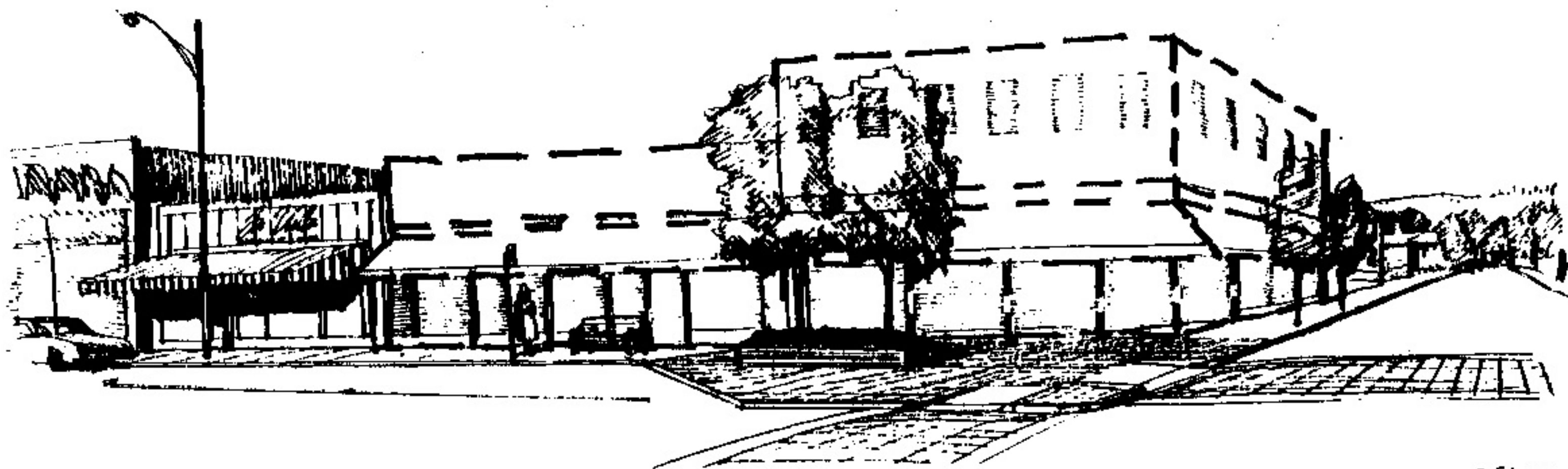
*Before**After*

Figure 17 - New construction should continue along the street wall, be scaled to the pedestrian, and have storefronts for retail businesses on the first floor.

DISCOURAGED

New construction that is isolated and does not relate to the buildings around it or to the pedestrian.

New construction that does not complement the height, scale, rhythm, size, number of openings or materials of the area.

Uses for existing or new buildings that do not contribute to the commercial nature of the area.

New construction that is set back from the street without landscaping or an architectural device that maintains the streetwall.

New construction that allows parking in front of buildings.

Demolition that will create more parking lots or gaps in the streetwall.

Unnecessary new curb cuts to parking areas.

Materials for new construction such as mirrored or heavily tinted glass, highly polished metal, vertical or diagonal siding.

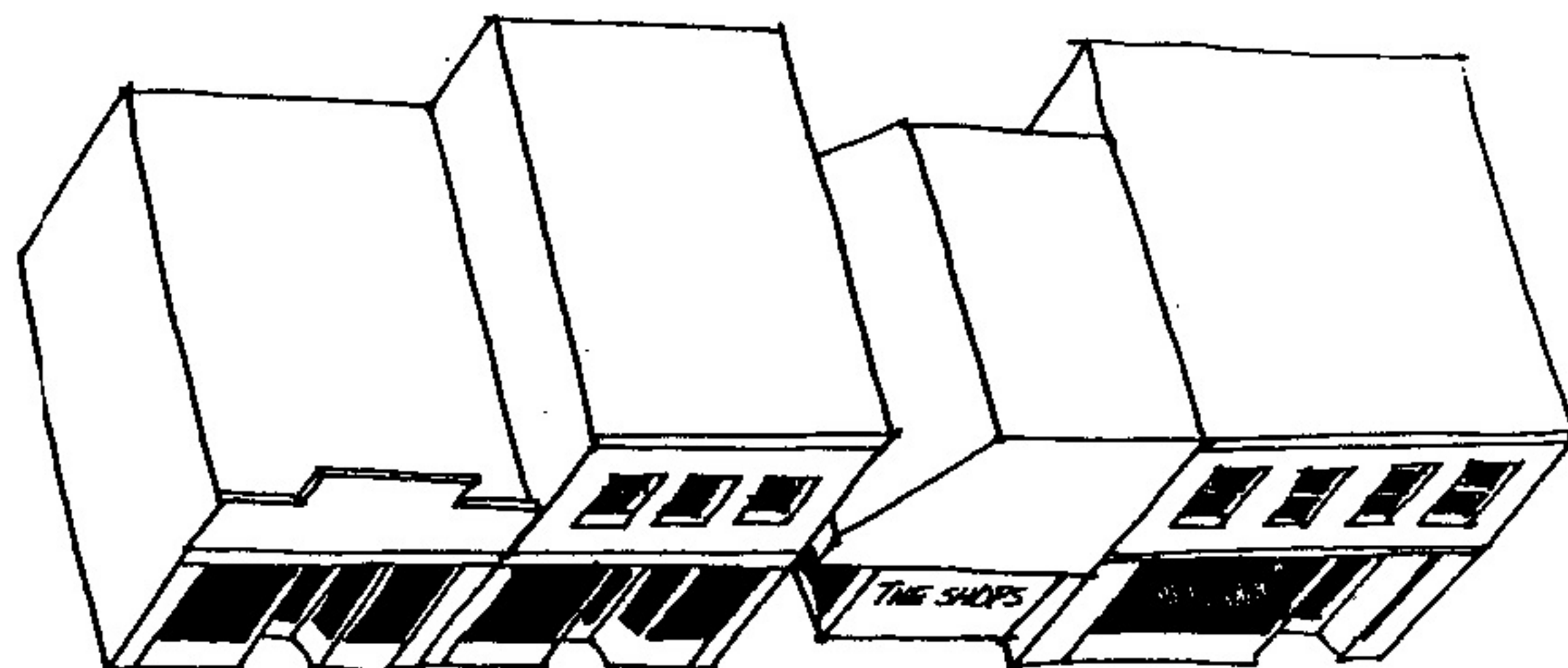


Figure 18 - New construction should be oriented to the street and not inward toward itself like "The Shops."

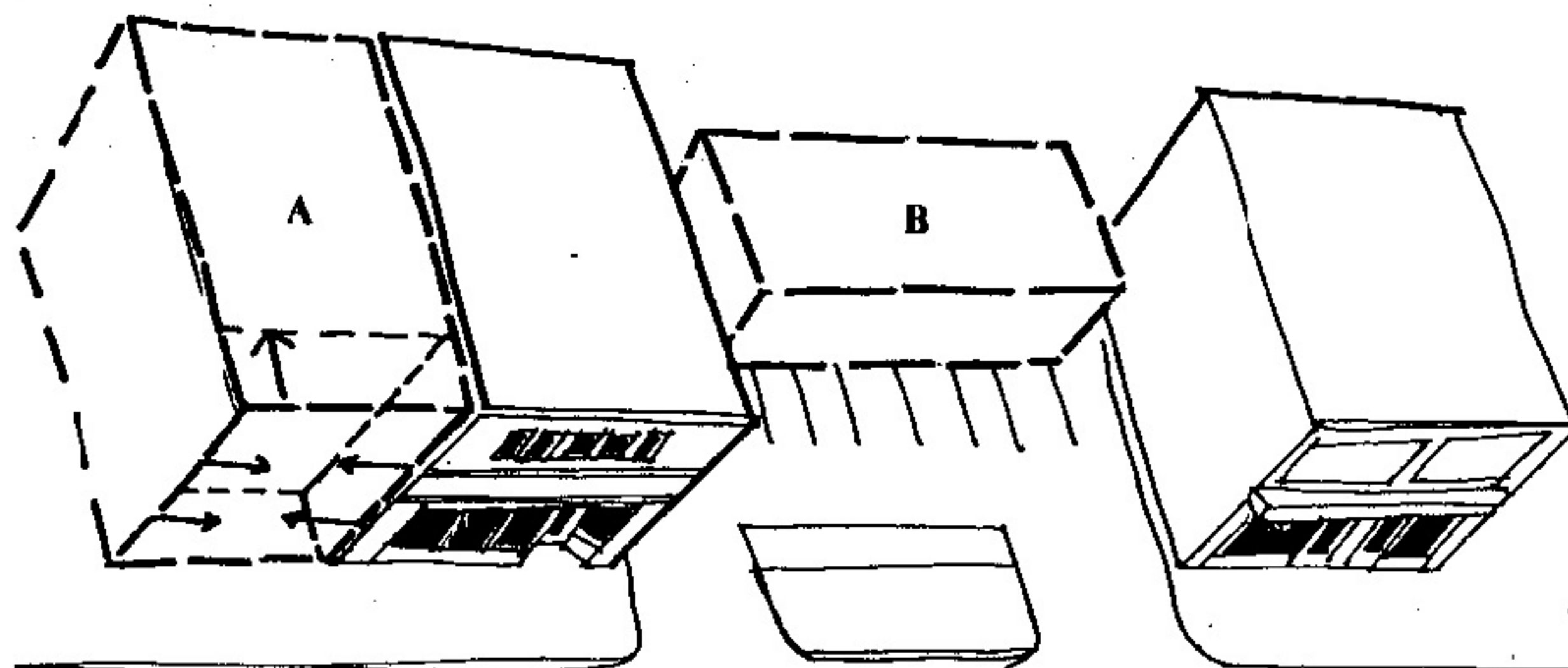
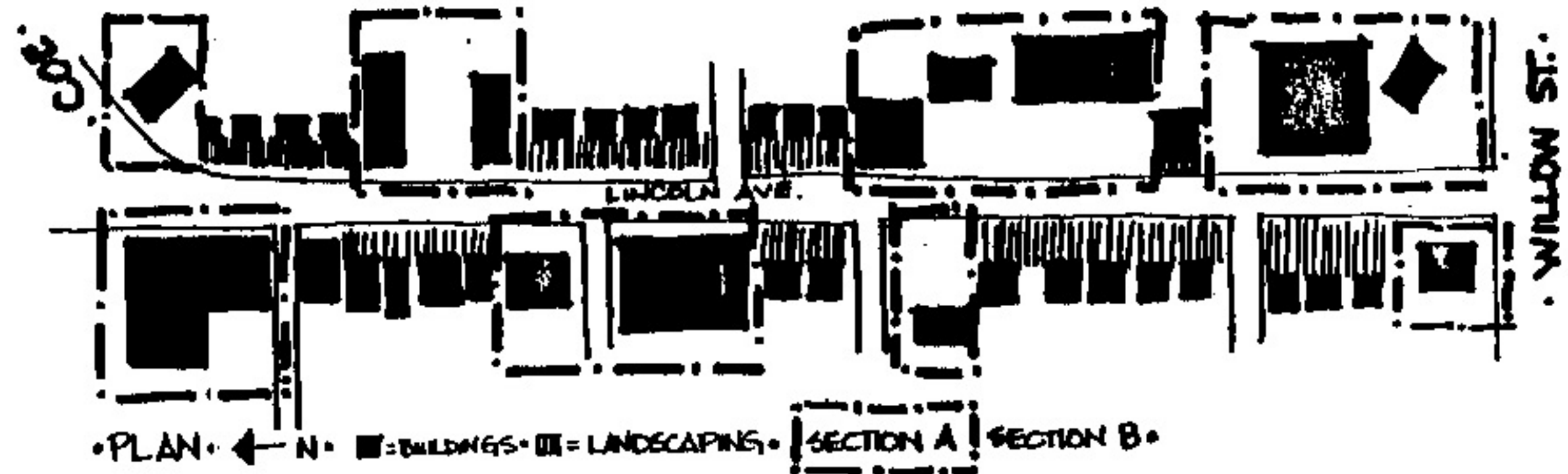


Figure 19 - New construction should be like (A) in the diagram instead of (B) which tends to break down the setback, scale, and rhythm of the streetscape.

**AREA II -
Willow Street to Coe Avenue**

This area is not a hard-edged urban space, but is a residential area that has had spot commercial development. (See Figure 20.) The residential areas have a consistent setback from the street that is landscaped, and the buildings are similar in size, scale, and style (see Section B on map). Section A is primarily newer commercial structures that vary in size, type, and setback. These newer buildings break down the continuity and scale created by the residential structures. There are a few older commercial buildings in Section A that contribute to the character of the area.



SECTION A

SECTION B

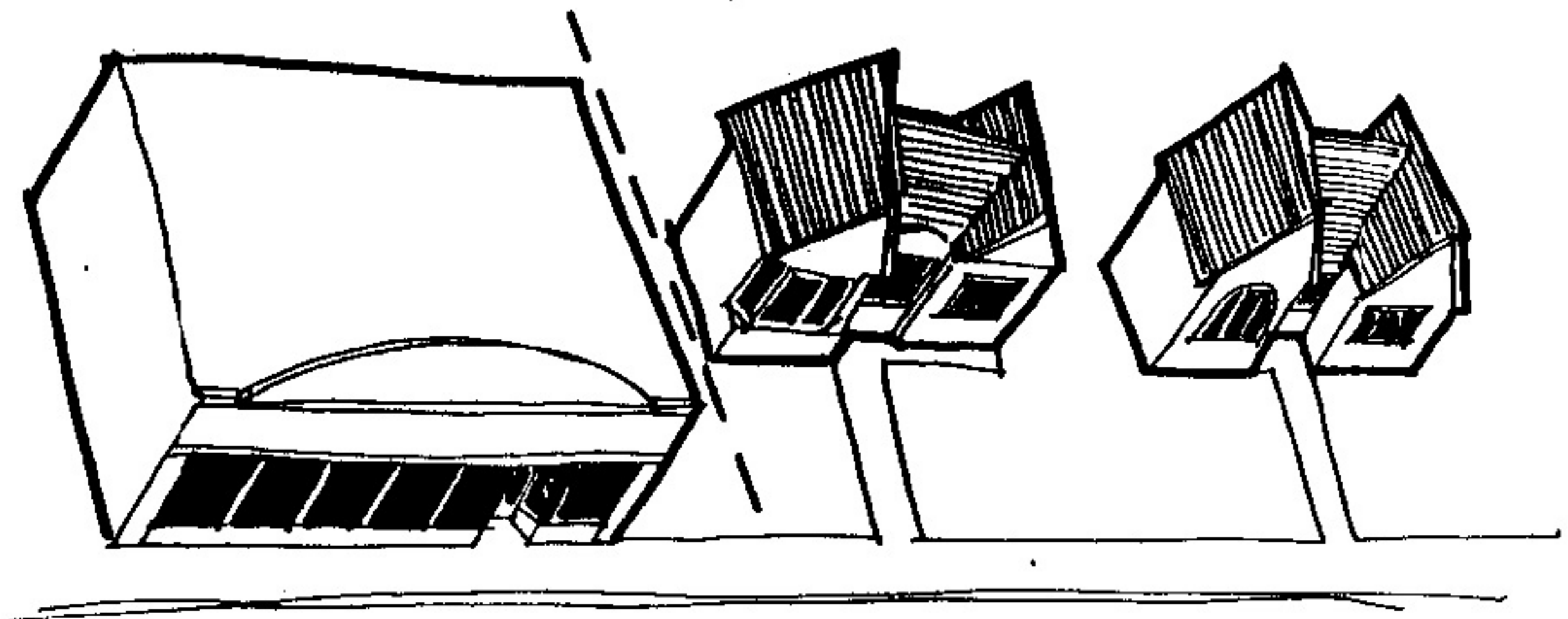


Figure 20 - These diagrams illustrate the typical site conditions in Area II. Section A on the map includes traditional commercial buildings and newer, auto-oriented buildings while Section B is primarily residential scale buildings.

GUIDELINES - AREA II

RECOMMENDED

Maintain landscaped front yards of remaining residential buildings.

Parking lots with street frontage should be landscaped in order to soften the edge between parking and pedestrians and continue the landscaping of existing houses. (See Figure 21.)

Existing buildings that are set back from the street and currently have parking in front should introduce landscaping along the curb to soften the edge, screen the lot, and develop the feeling of a landscaped front yard which is characteristic of the area. (See Figure 24.)

There are two options for setback of new construction:

- Set back the same distance as the houses and include landscaped areas between buildings and street. Building use could include offices or apartments. (See Figure 23A.)
- Set next to sidewalk (with parking in rear areas). If there is parking to either side then it must be landscaped. Building use would be commercial. (See Figure 23B.)

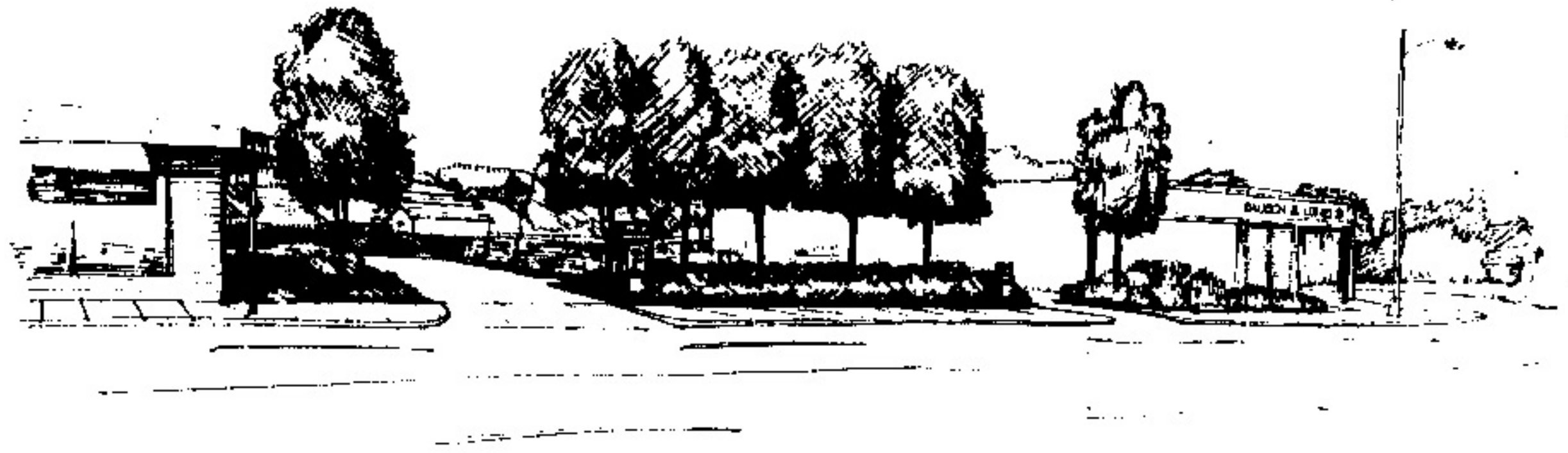


Figure 21 - Landscaping helps to close the gaps between buildings caused by parking lots and to continue the street wall.

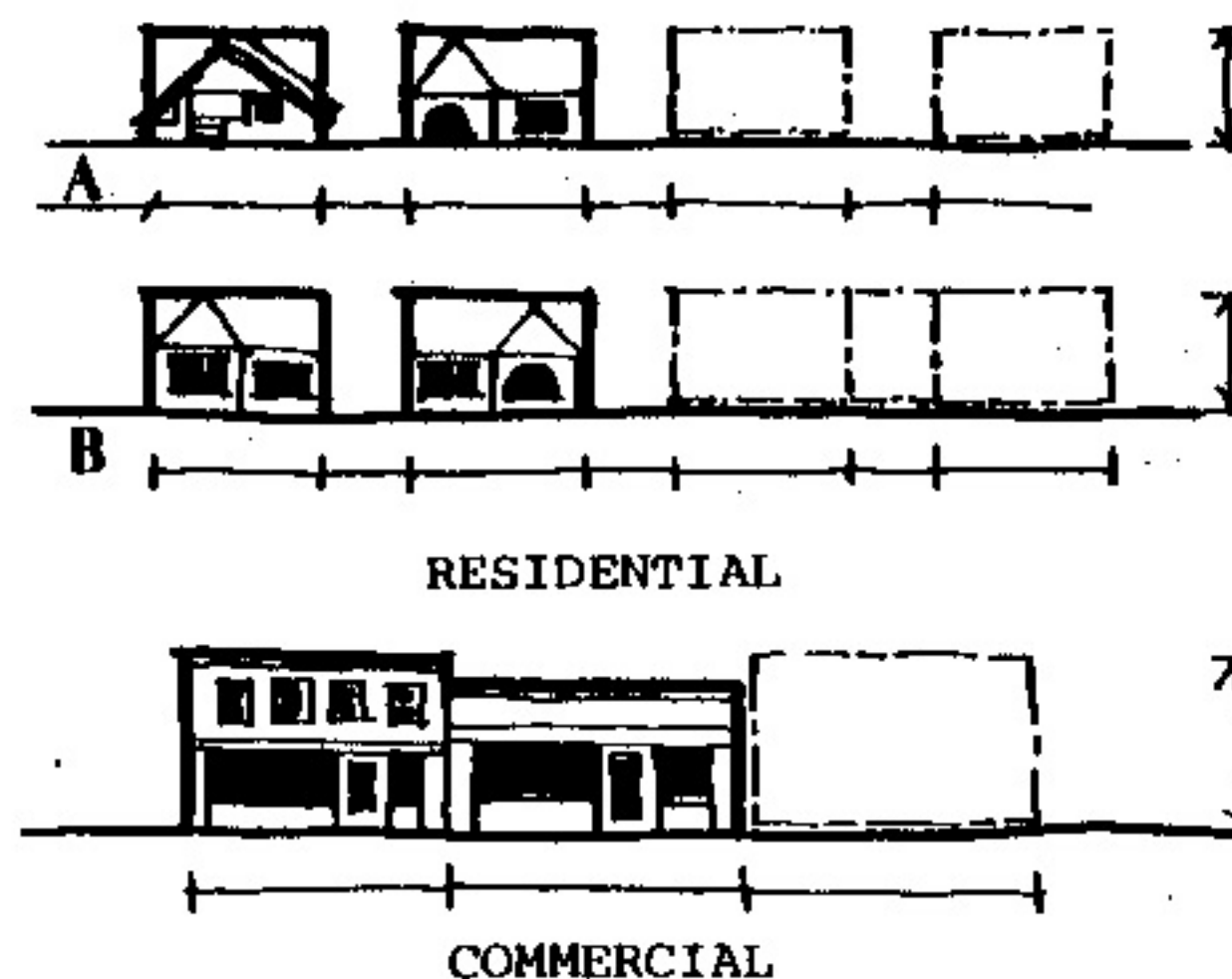


Figure 22 - The recommended height, width, and spacing for new residential and commercial construction.

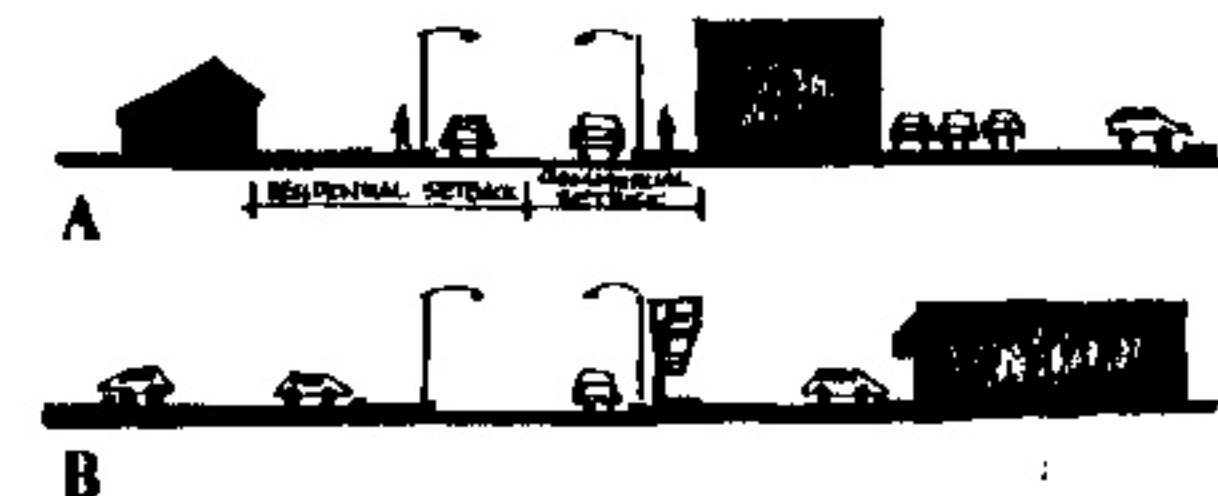


Figure 23 - Drawing A illustrates the recommended setback for new residential and commercial construction. Drawing B illustrates discouraged setbacks and parking lot treatments.

Materials for new construction shall be consistent with the area such as brick, stucco, tile, and painted wood.

New construction should not be over three stories, and should respect the scale and rhythm of the surrounding buildings. Any construction over two stories should be set back so that the overall building height does not dominate the existing buildings.

New additions to existing buildings that are visible from the street should relate to the principal facade by using similar materials and continuing the facade rhythm and detail such as cornices and fenestration.

The building has been setback in order to allow streetfront parking. A new planted strip along the streetfront edge of the parking lot can be used to continue the landscaping for Area II, and to strengthen the definition of the edge of the street.

New freestanding signs can be redesigned so that signs for each business are coordinated with each other, and a clear graphic image is projected to the shopper.



Before



After

Figure 24

DISCOURAGED

Conversion of landscaped front yards into parking areas.

Conversion of landscaped front yards into paved pedestrian areas unless at least one half of the landscaping is retained.

New construction that is set back from the sidewalk to allow parking in front.

New construction that is more than three stories.

Unnecessary new access to parking lots that create additional curb cuts.

Materials such as mirrored or heavily tinted glass and highly polished metal.

BUILDING TYPES

The buildings in Willow Glen have been grouped into six different types based on use and construction. Each type is defined and illustrated. Examples of buildings that display significant architectural styles are pointed out. Recommendations for improvements are made for each type of building.

Following the building types is a section of guidelines that apply to any building type in any area of Willow Glen.

Building Type I

Characteristics: Commercial single story, single business occupant. May have a combination of the following: large parapet area and/or integrated permanent canopy; typical commercial storefront; parapet area may be used for signage or have a sign band; parapet may be stepped, curved or peaked; a decorative tile storefront base; carrara glass; fin signs; awnings.

Recommendations: This type of building lends itself to attractive, well-designed signs that are integrated into the parapet or an existing sign band area. This eliminates need for additional roof signs or large projecting signs. Buildings like the one in Figure 29 need to be certain that a sign over the permanent canopy can be easily read.

Occurance:

20 out of the total of 92 buildings in Willow Glen are Type I. 17 of them, or 85%, are found in Area I. 3 of them, or 15%, are found in Area II.



Figure 25 - Typical Type I building with plain parapet wall.

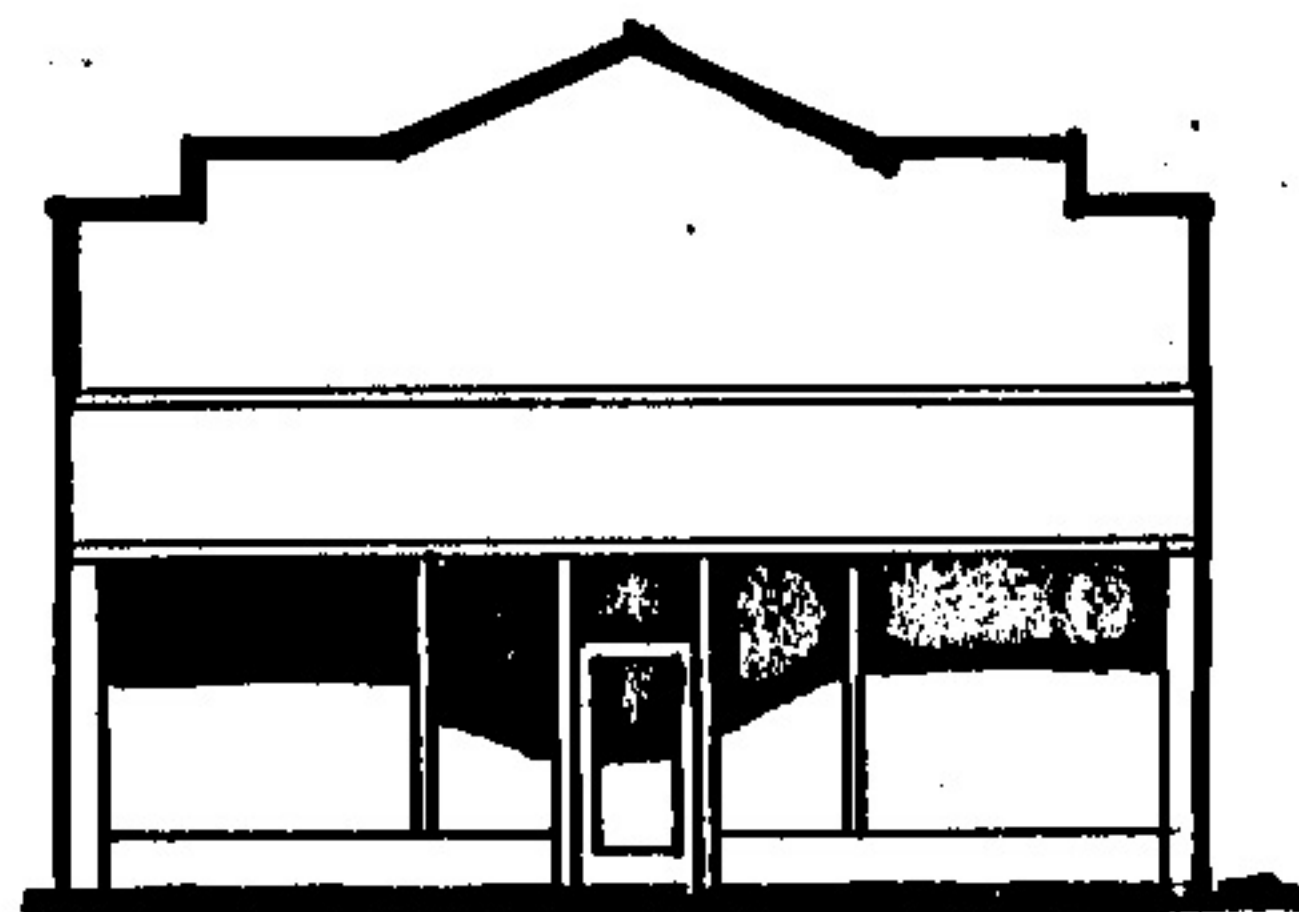


Figure 26 - Type I with peaked parapet wall.



Figure 27 - Type I with stepped parapet.



Figure 29 - Type I with permanent, decorative canopy.

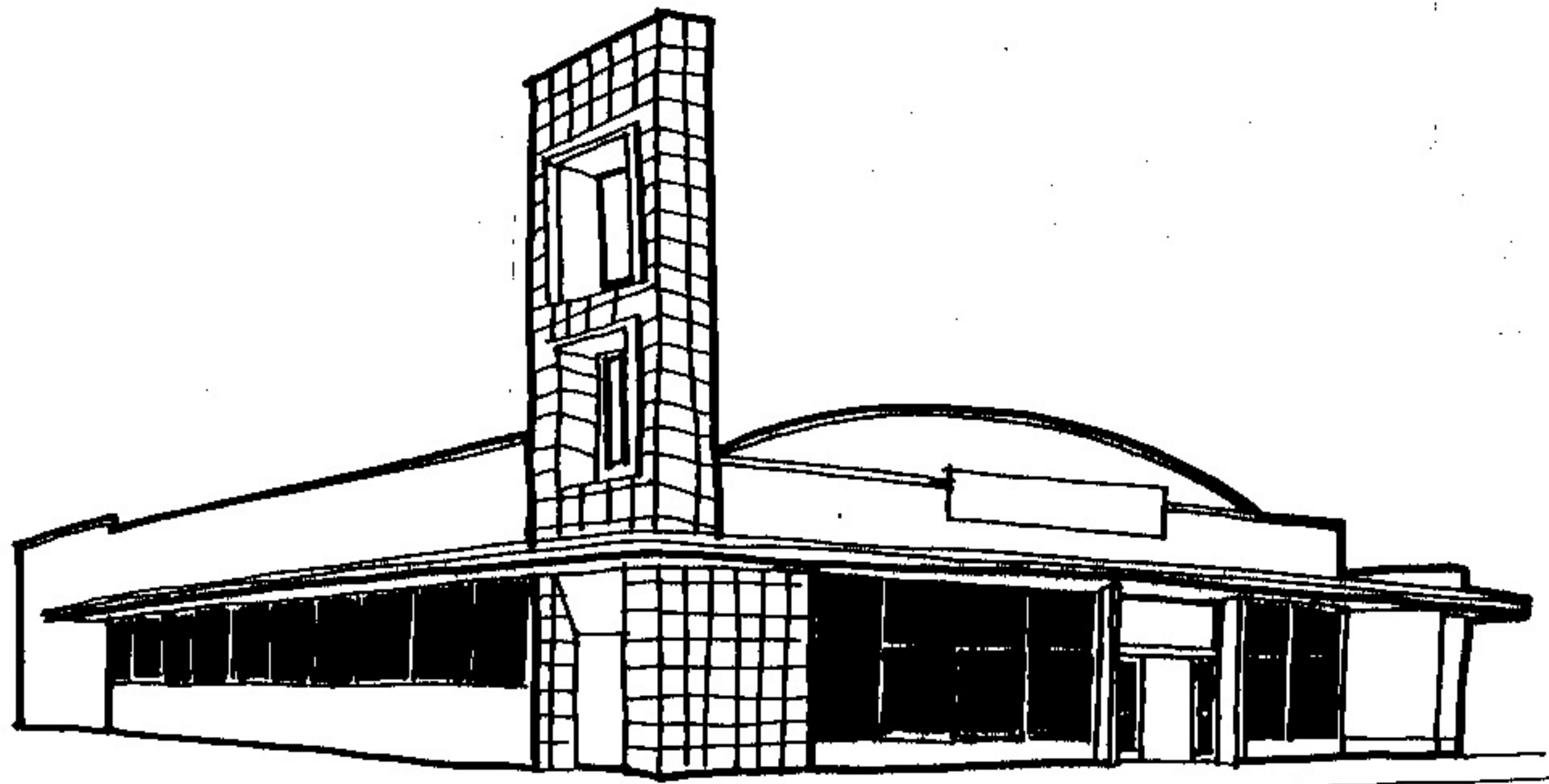
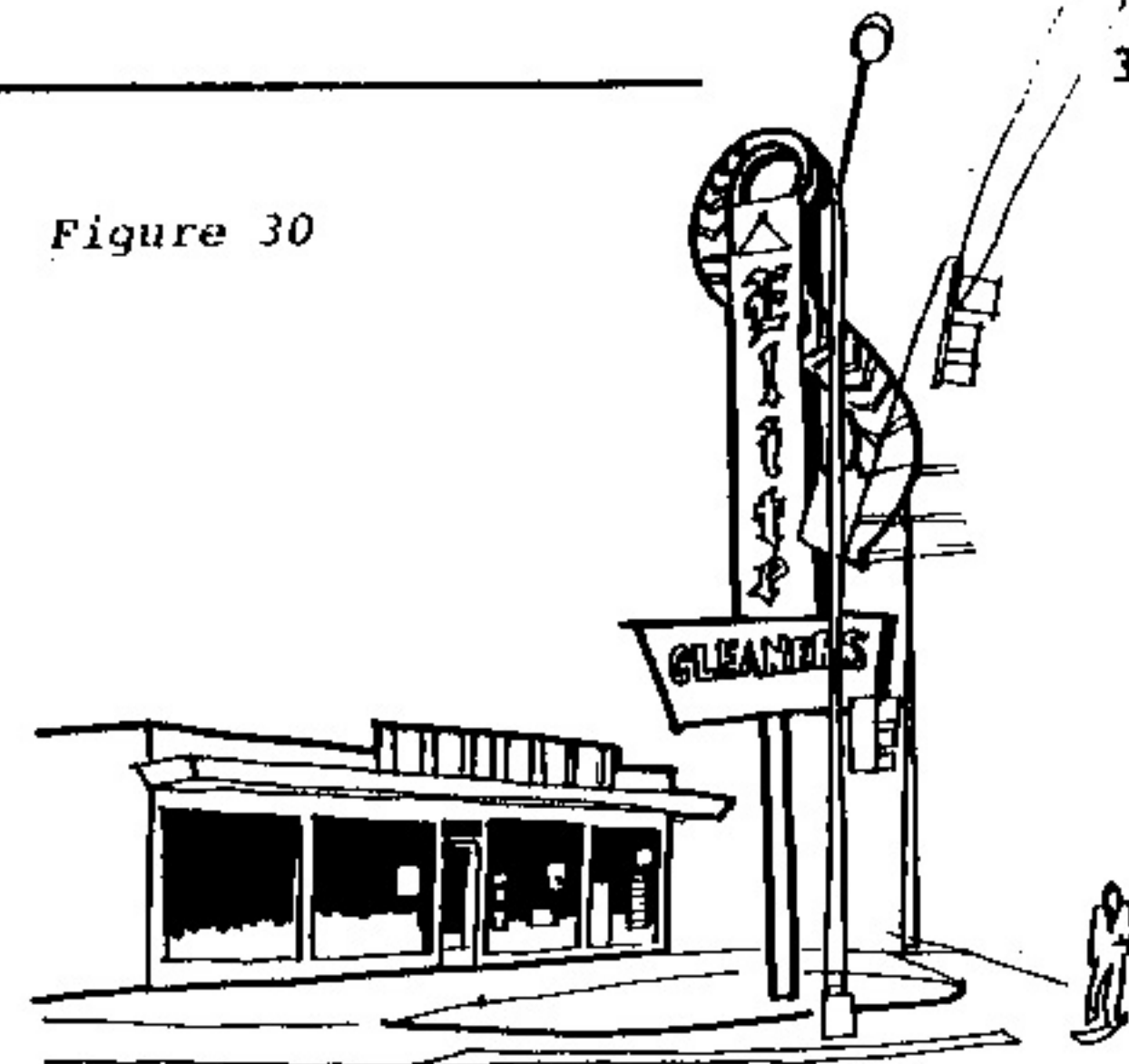
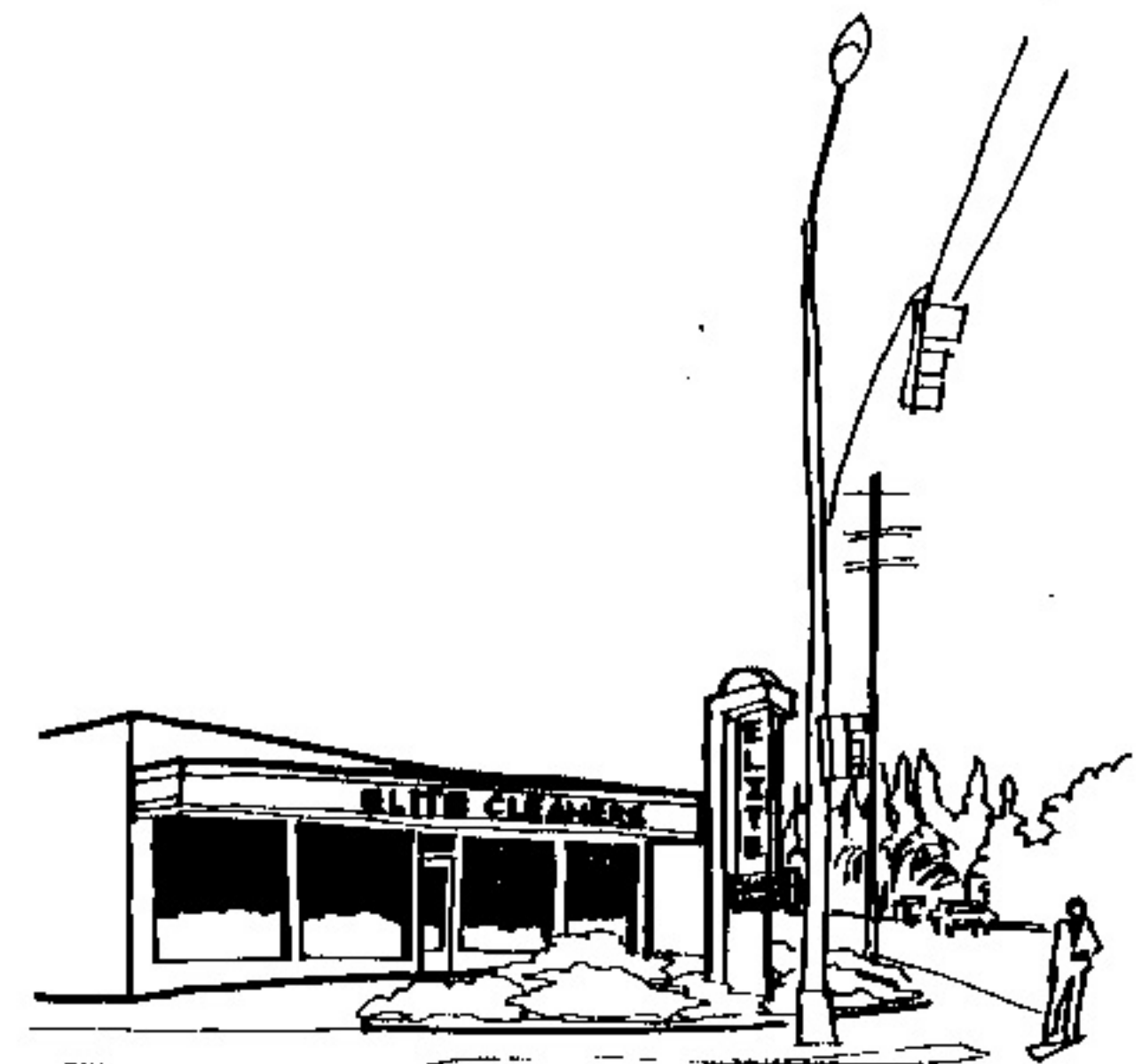


Figure 28 - The old Lucky store, designed in a Streamlined Moderne style, is a significant example of a Type I building.

Figure 30



A. This building is like many newer, Type I buildings. The sign is oversized and auto-oriented.



B. Improvements could include a redesigned sign that is auto-oriented but more to the scale of the building and pedestrian.

Building Type II

Characteristics: Commercial, single story, multiple business establishments. Most of these buildings lack any significant architectural elements. They have typical storefronts, some with transom windows or decorative bases. In most cases, they maintain the rhythm of the streetwall and contribute to the pedestrian environment. Some are equipped with integrated permanent canopies. Others have cloth awnings. Many use parapet area for signage. Generally, they are similar to Building Type I.

Recommendations: The biggest problem with all of these buildings is lack of coordination between shop owners on design of signs, colors, awnings, materials, etc. The buildings are simple, but they could become greatly improved at a moderate expense if well-designed, coordinated improvements were made.

Occurance:

17 out of the total of 92 buildings in Willow Glen are Type II. 13 of them, or 76%, are found in Area I. 4 of them, or 24%, are found in Area II.



Figure 31 - A typical Type II building has a simple parapet wall and two or more storefronts.



Figure 32 - This Type II building has Spanish Colonial Revival details.

A. The businesses in this Type I building have a variety of signs and storefront materials. This creates an un-coordinated appearance.



B. One way to unify the facade is with new awnings, signage, storefront materials, and color.



Figure 33

Building Type III

Characteristics: Two story, one or more commercial/retail establishments on the first floor with offices or residences on the second floor. Typical commercial storefront with display area, second floor typically has smaller operable windows. Characterized here by simple suggestions of roof and storefront cornices. Many have ribbon windows on second floor. Others have small tile roofs instead of a cornice, some have entrance to second floor from the outside.

Recommendations: Generally speaking, this type of building has more architectural detail such as cornices, window frames and

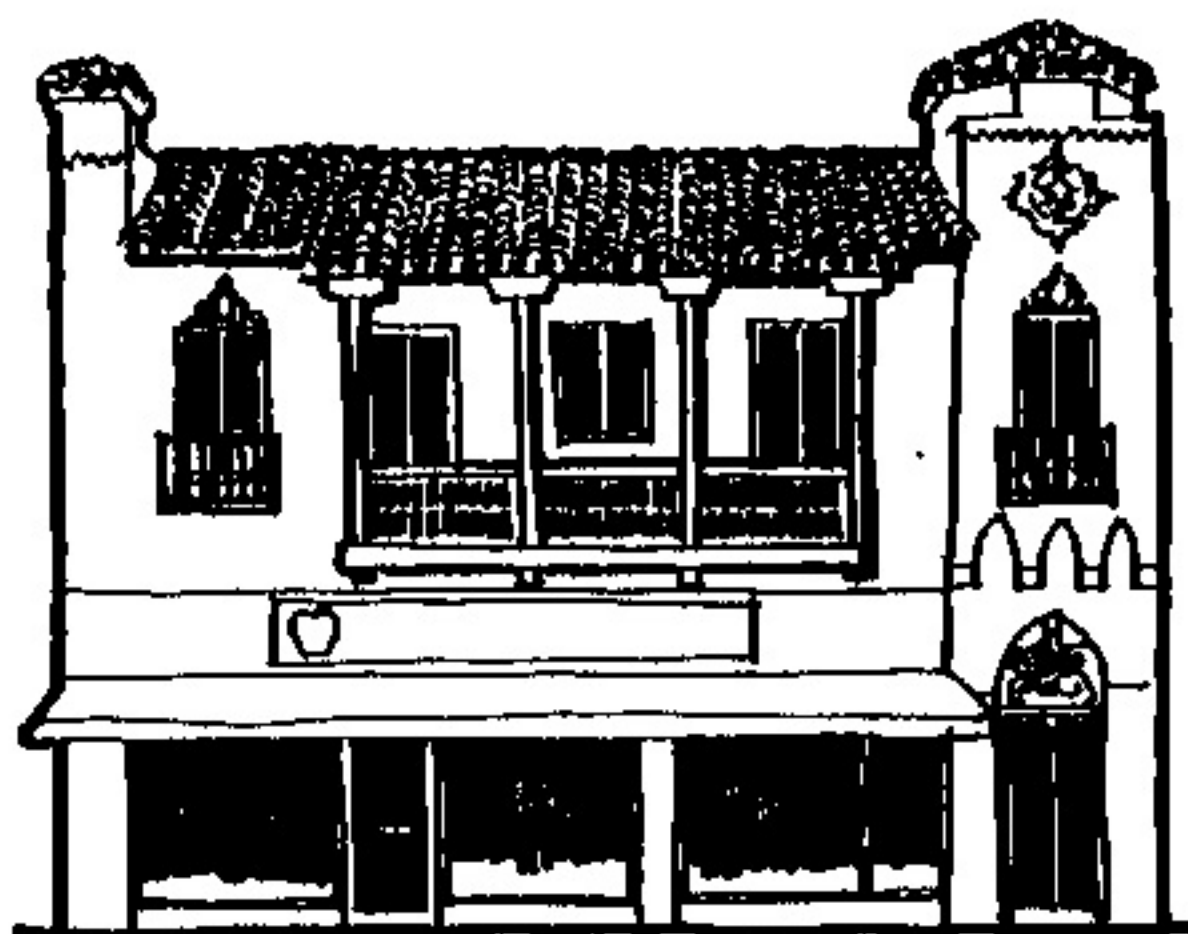


Figure 35 - Spanish Colonial Revival commercial building.

sash, etc. that can be highlighted with paint. The piers framing the storefront should be of the same material and/or color as the upper portion of the facade. Windows on the second floor should not be ignored. Glass should be clean and some uniform attractive window treatment should be used, such as cloth shades or thin venetian blinds. Awnings are appropriate on both the first and second floors.

Occurance:

10 out of the total of 92 buildings in Willow Glen are Type III. 9 of them, or 90%, are found in Area I. 1 building, or 10%, is found in Area II.



Figure 34 - A typical Type III building has one or more storefronts and office or apartment space on the upper floors.



Figure 36 - Type III, Italianate style commercial building.

A. A typical Type III building before facade improvements.



B. Consistent second floor window treatment and coordinated signs and awnings enhance the overall appearance of the building and businesses.

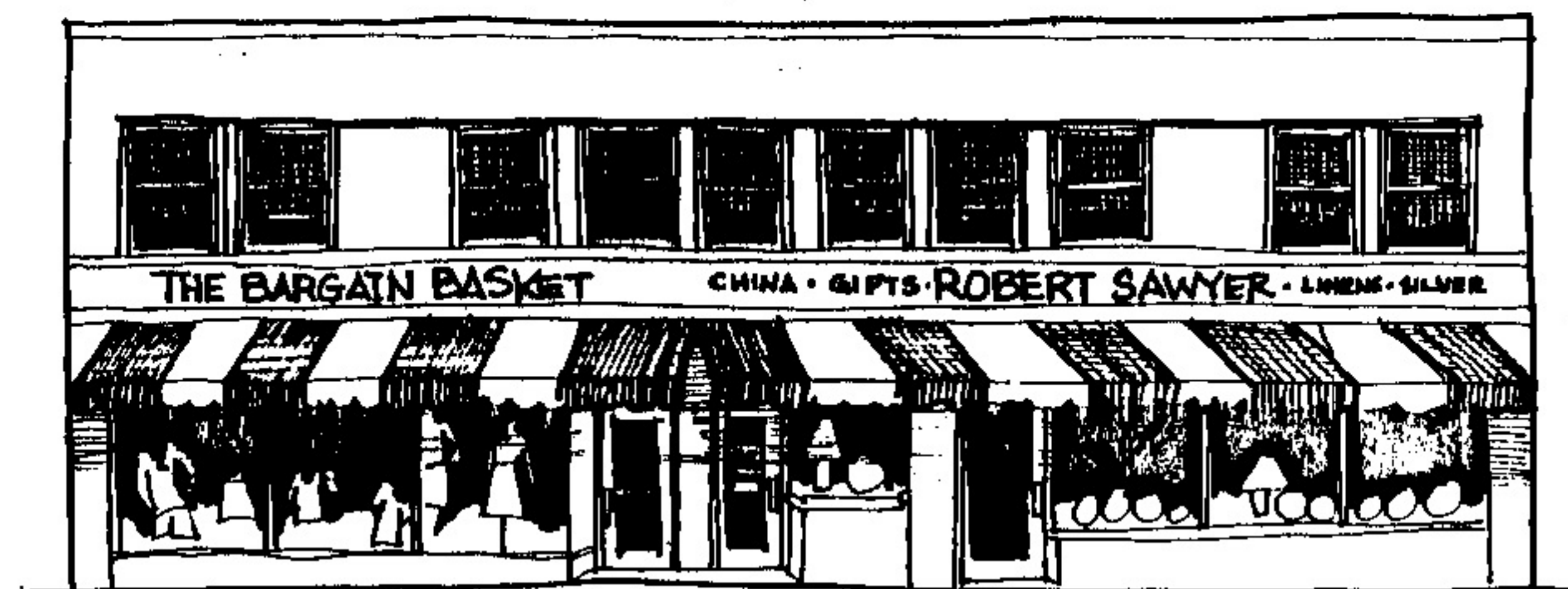


Figure 37

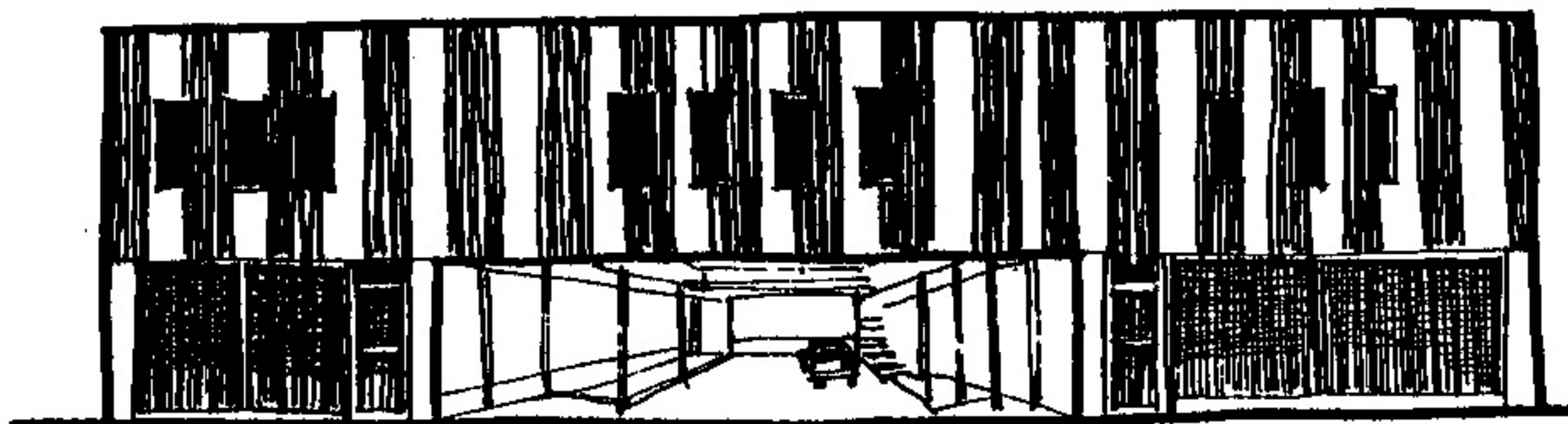
Building Type IV

Characteristics: Type IV is a composite of Type III and the siting conditions in Area I, Section B. It is similar to Type III in height and facade design, and to Section B in setback from the sidewalk. It accommodates the autos within the facade design by providing access to parking and offices in the rear areas through an opening within the first floor of the building. The first floors are designed for commercial storefronts but are currently used for offices.

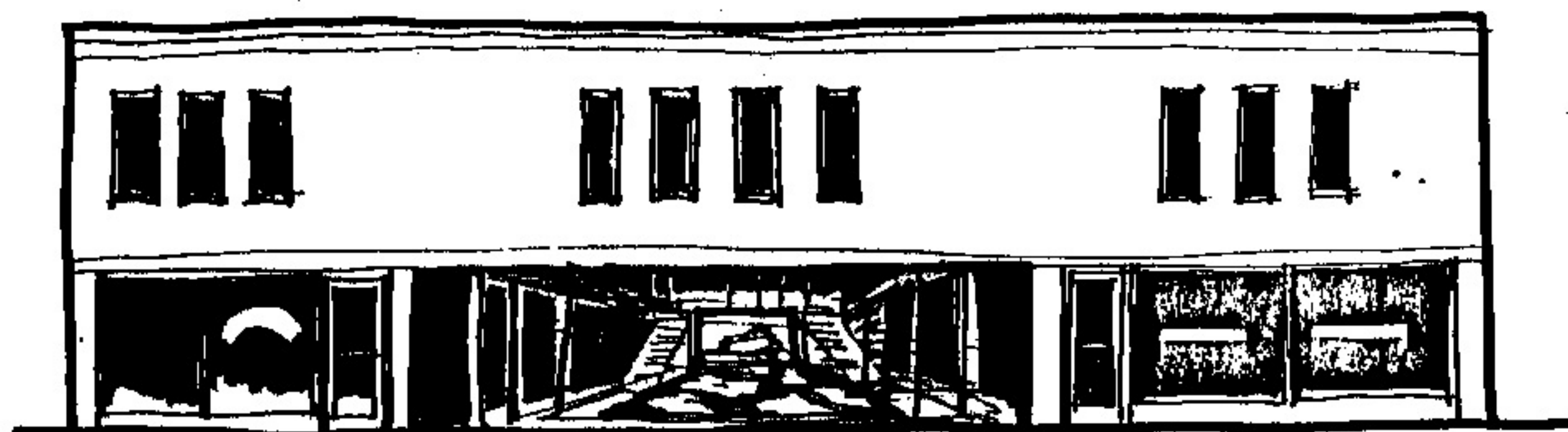
Recommendations: Buildings could be improved by (1) making first floors retail; (2) making auto access a courtyard and diverting autos to the rear areas via another route.

Occurance:

3 out of the total of 92 buildings in Willow Glen are Type IV. 100% of them are found in Area I.



A. This typical Type IV building has a central entrance for autos with storefronts to each side.



B. Changes could include replacing the drive-through with a landscaped courtyard and by repainting the building in order to eliminate the verticality created by the stripes in (A) above. Retail businesses in the first floor storefronts instead of offices would contribute to the retail/commercial identity of Willow Glen.

Figure 38

Building Type V

Characteristics: Two story, monolithic single use structures. Typically, they are banks set in the middle of a site, well landscaped, with good signage. However, these buildings and sites are designed to accommodate parking and drive-through banking, and by their design relate least of all to the pedestrian and the buildings around them. They are monolithic and do not reflect the rhythm of storefronts that are found in Building Types I-IV or second floor window rhythms as in Types III and IV.

Recommendations: Since most of these buildings are practically new and are well-maintained, there is nothing to recommend for the existing buildings except to say that other buildings with similar siting can take lessons from the quality of landscaping. No more buildings of this type should be allowed in the study area.

Occurance:

5 out of the total of 92 buildings in Willow Glen are Type V. 4 of them, or 80%, are found in Area I. 1 building, or 20%, is found in Area II.

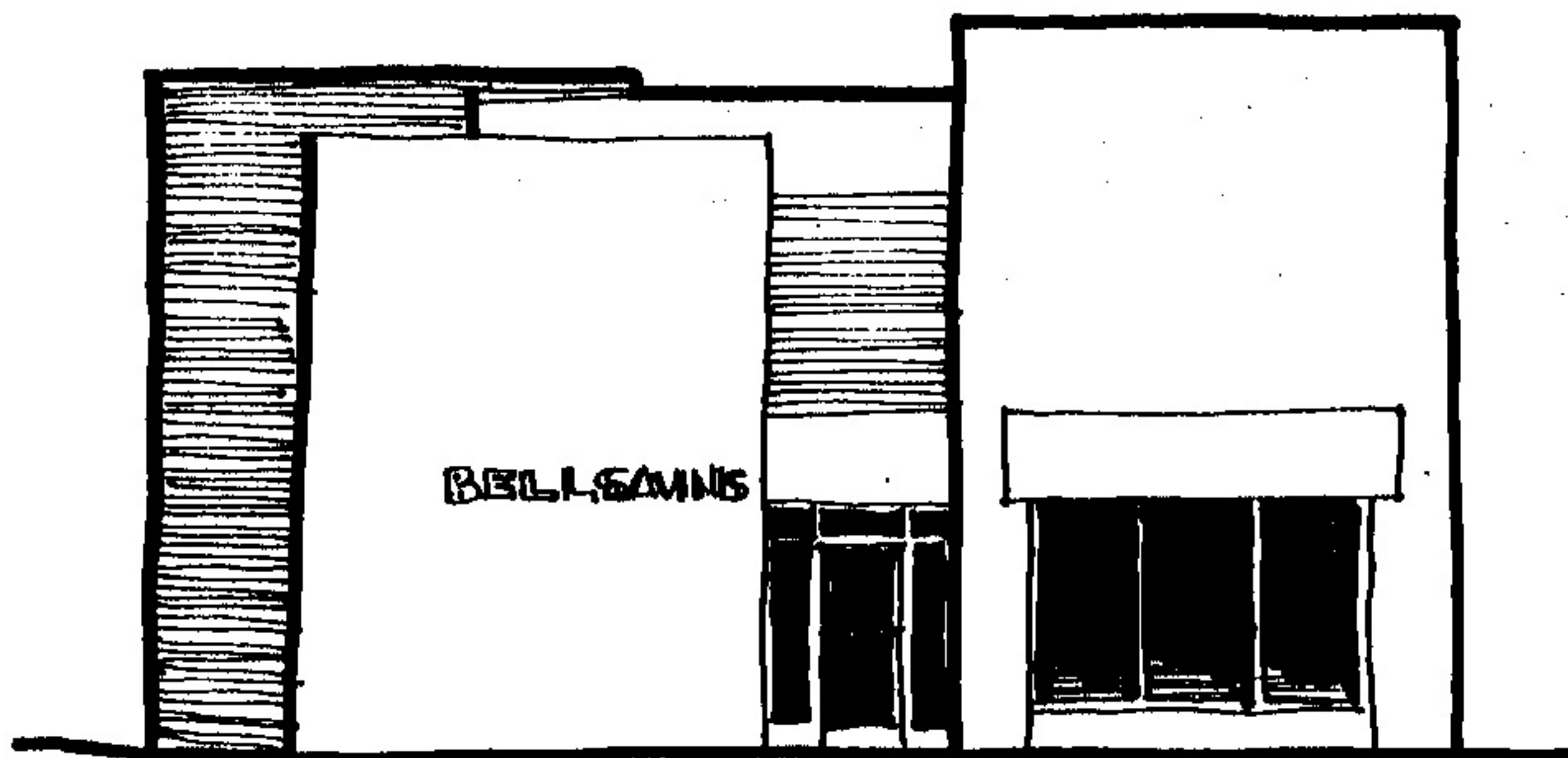


Figure 39 - Typical Type V building.

Building Type VI

Characteristics: One and two story residential buildings, in various styles of the 1920s and 1930s. Stucco walls and tile roofs, bungalows, and half timber details are some elements of these buildings. They are set back from sidewalks and have landscaped front yards. Some continue to be residences, others are professional offices or businesses.

Recommendations: Retain the architectural integrity of the house. Attempt to adapt it to a use that will have the least effect on that integrity. Successfully adding signage to a house once it has been converted into a business establishment must be done with care. One well-designed, low, freestanding sign in the yard or a small-scaled wall signs works well.

Occurance:

36 out of the total of 92 buildings in Willow Glen are Type VI. 5 of them, or 15%, are found in Area I. 31 of them, or 85%, are found in Area II.



Figure 40 - This Queen Anne Victorian style house is located in Area I and is a significant building within the study area.



Figure 41 - Bungalow



Figure 42 - Spanish Colonial Revival style house.

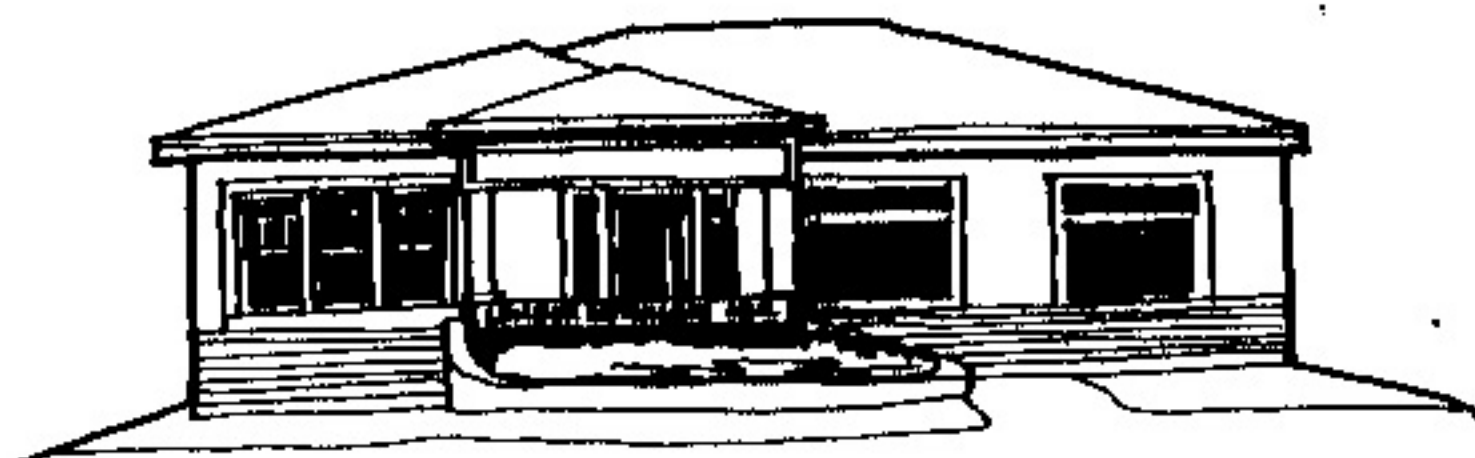


Figure 43 - This house in Area II has been successfully adapted into office space. The sign complements the design and scale of the building.



Figure 44 - This vernacular residence has Jacobethan style details.

GENERAL GUIDELINES FOR BUILDING IMPROVEMENTS

Building Design

RECOMMENDED

In general, a building or spaces within a building should be used for the originally intended purpose. For example, first floor storefronts should be used for businesses that generate a high volume of pedestrian traffic. Medical, law, and insurance offices are better located in spaces on second floors or along side streets just off of the primary shopping street.

Consider the whole facade when making improvement plans. Peeling paint, deteriorated signs, and dirty windows on the second floor will detract from a freshly renovated first floor storefront.

Coordinate improvements with other occupants in building.

Improvements should respect and complement the original design of the building. Consider its original materials, openings, height, setback, roof shape, architectural elements, and relationship to its neighbors.

Use quality materials and workmanship. The outside of the building

is a reflection of the business image. Improvements will be less expensive in the long run if they are done properly the first time. If they are too expensive to do at one time then stage the improvements and implement them in a logical order.

Additions to existing structures that are visible from the street should relate to the principal facade by using similar materials and by conforming to the rhythm and detail of the facade such as cornices, window openings, height, location and size of openings, etc.

DISCOURAGED

Alterations which seek to create an earlier or thematic appearance such as "Colonial Revival" or "Frontierland" facades. (See Figure 48.)

Removal or alteration of distinguishing architectural features.

Building Materials and Architectural Elements

RECOMMENDED

Retain and repair if necessary original exterior materials such as brick, stucco, adobe, tile, wood, metal, or glass.

Remove inappropriate materials and elements that may have been added in an earlier remodeling such as aluminum or asbestos siding, plywood false fronts, etc.

Repair or replace deteriorated architectural features. Match the original as closely as possible in composition, design, color, and texture. This includes cornice details, window details, transom areas, etc.

Remove old sign supports, conduit, wires, brackets, or hardware that are no longer operational and detract from the building's appearance.

Limit addition of any new materials. New materials should blend with or match original in texture, composition, and color. Every effort should be made to use materials that are consistent with the original.

Surface cleaning of structures should be undertaken with the gentlest means possible.

DISCOURAGED

Adding or resurfacing a facade with new material which is inappropriate, such as artificial stone, brick veneer, asbestos or asphalt shingles, plastic or aluminum siding. (See Figure 45.)

Adding or replacing original with new and/or inappropriate architectural elements such as shingle mansard roofs or colonial doors.

Sandblasting, including dry and wet grit and other abrasives on brick and stone.

Using cheap or cheap-looking materials and/or unskilled or knowledgeable labor.

Roofs

RECOMMENDED

Retain original roof shape.

Retain, repair, or replace to match original roofing materials, such as tile.

Remove or relocate unsightly roof equipment. If this is impossible then paint it with a neutral color to make it less noticeable.

DISCOURAGED

Applying new roofing material that is inappropriate to the style and/or period of the building and neighborhood. In the case of Willow Glen, tile roofs are a distinctive characteristic of the area.

Adding new roof shapes such as mansard roofs.

Altering or removing original roof shapes or elements.

Windows and Doors

RECOMMENDED

Retain and repair windows and doors and their openings where they are part of the original architectural character of the building.

Replace missing window and door elements so they are compatible in materials, size, configuration, and reflective qualities with the original elements and/or the original design of the building.

Doors to retail shops should have a high percentage of glass. This invites the pedestrian/shopper to look and come in.

Clean all glass areas regularly. Clean glass gives the building and the business a well kept appearance.

Second story windows should have a consistent treatment by using curtains, shades, blinds, or shutters. This eliminates a look of neglect if empty and helps to unify the facade.

If an air conditioning unit is located in the transom over the entrance, then screen it with an awning if possible, or relocate to a less noticeable position.

DISCOURAGED

Introducing or changing the location or size of windows, doors, or other openings that alter the architectural character of the building.

Replacing window and door features with incompatible material such as anodized aluminum or tinted glass.

Dirty windows.

Covering up or filling in any windows on a primary facade.

Adding air conditioning units in windows, transoms, or any other part of the facade that detracts from or alters the character of the building.

Projecting signs are too high on the facade or cover significant elements.

This added material has covered significant architectural detail.



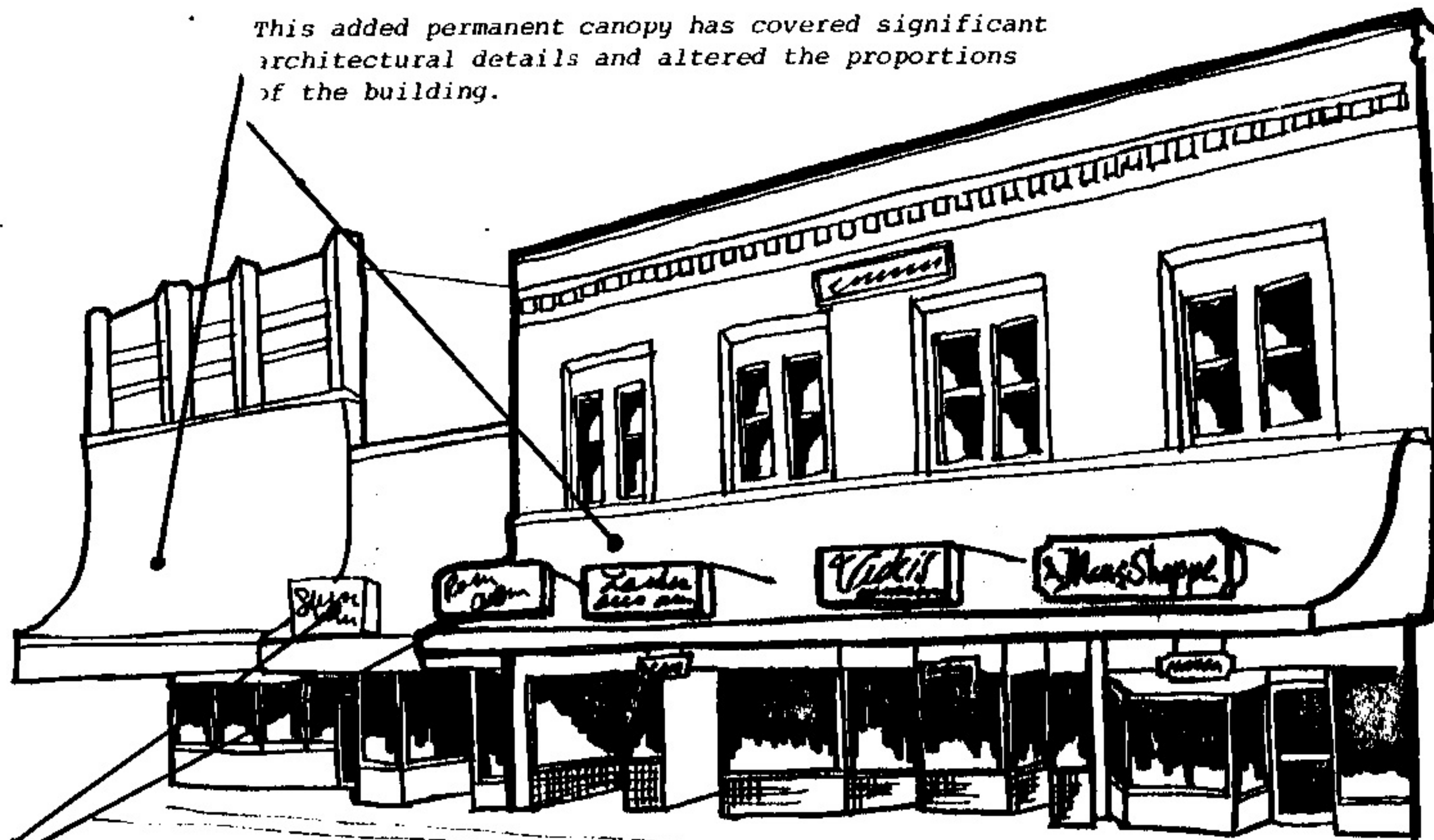
Awning does not fit within the storefront and the shape is unnecessarily complex.

First floor building materials vary.

Awnings and sign designs are not coordinated between businesses.

Figure 45

This added permanent canopy has covered significant architectural details and altered the proportions of the building.



Signs vary in size and materials, creating an uncoordinated appearance on the building.

Figure 46

The buildings on these two pages (Figures 45 and 46) represent improvements that should NOT be made to existing structures. The buildings are not located in Willow Glen but they are similar in size and scale.

Storefronts

This area of a commercial building traditionally has experienced more change, remodeling, layers of paint, signage, and new materials than any other part of the building. All of this has been done to give a business a new appearance and catch the attention of the shopper. When planning improvements, start with the basics of a typical storefront and be sure to consider it within the context of the whole building.

Elements of a Storefront

1. **DISPLAY:** Storefronts are primarily glass for the purpose of display.
2. **PIERS:** Frame the storefront.
3. **TRANSOM:** Area of glass above the display windows. In many cases this area has been filled in, painted over, and/or used for signage. In some older buildings this area had decorative patterns in wood mullions or art glass.
4. **BASE:** Typically of tiles (3 x 3 or 4 x 4) or wood recessed panels.
5. **AREA ABOVE STOREFRONT:** Sign, cornice, canopy, horizontal cap.



Figure 47

RECOMMENDED

The glass to wall ratio should be retained for storefronts.

Remove inappropriate materials that may have been added, such as wood siding or shingles.

Remove any elements or signs that may be covering parts of the original storefront.

Retain and repair original storefront elements such as transoms, trim, door, glass, and decorative features such as tile.

Any new storefront should not replace an existing original storefront that is in good condition.

New storefronts can (a) be a contemporary design that is compatible in scale, design, materials, color, and texture with the existing architecture, or (b) be a reconstruction of what was originally there, using old photos and research.

Display of available goods is the function of a storefront. Displays should be attractive, well-lit, and convey a clear message to the pedestrian/shopper. Confusing signs in the window, displays that are never changed, and faded finishes detract from the store and project a negative image.

Restaurants in first floors should have attractive window treatment that allows some privacy for diners but also allows the passerby to look in. This helps them make a decision to stop and come in.

Sign designs and awnings are two very important parts of storefronts on Lincoln Avenue. Their design and execution are critical to the overall appearance of a building and the business inside. Each will be discussed separately and in detail under the Signage section of these guidelines.

Storefronts

DISCOURAGED

Removing significant original storefront features.

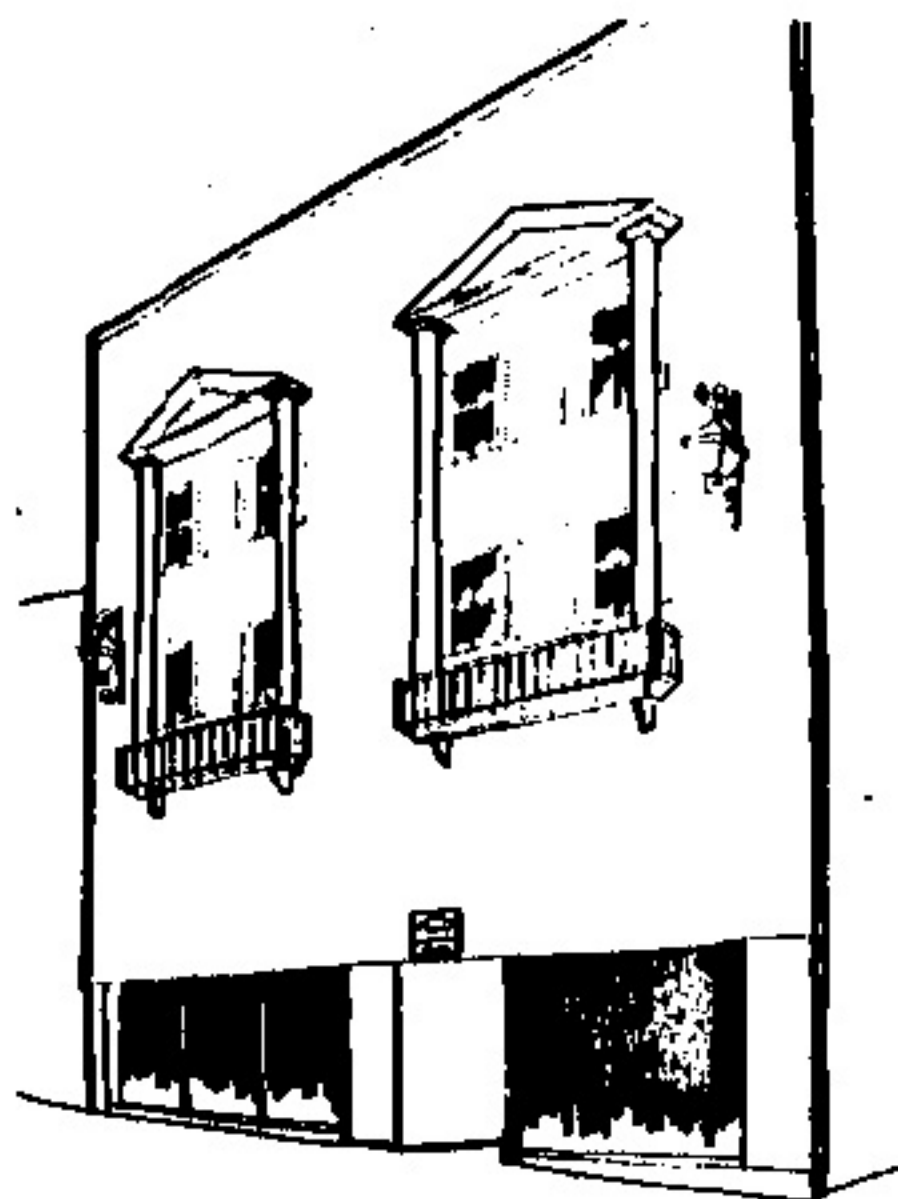
Covering significant architectural elements or storefront features.

Introducing a storefront or new design element which alters the architectural character of the building or its relationship to the street.

Introducing new materials to the first floor that are different or incompatible with materials of the rest of the building.

Use of tinted glass in display areas.

Figure 48 - This building is an excellent example of an added Colonial or "thematic" facade. It covers an ornate Italianate facade. (The building is not located in Willow Glen).



Signage - General

RECOMMENDED

The primary purpose of signs should be to identify the business name and the type of business services. Effective signs convey a clear message to the shopper. Attractive displays will tell the shopper in greater detail the variety of products offered by the business. The quality of the signage is a reflection of the business.

Signs should be respectful of the characteristics of the area and the adjacent buildings, thereby bringing continuity to the streetscape.

Signs should be coordinated with the design of the building including materials, color, and placement.

Signs should be coordinated with other signs on the building. Signs for the same business should be similar in color, materials, letter style, etc. Signs for different businesses should complement each other in size, shape, color, lettering, and placement.

Signs should be readable. This means careful choice of letter styles, color, materials and size of sign, and lettering.

Signs should be carefully located so they can be seen and read but do not cover or obstruct important architectural elements.

Signs should be well-lighted either from within, if the letters are lit and the background is dark; from some other source such as spotlights; or from light within storefront if sign is on glass.

Signs should be limited in area and number. A few well-designed and well-made signs are better than many poorly-made or poorly-maintained signs because they convey a positive, quality image to the shopper.

Signs should be well-maintained, repaired, repainted, or replaced when showing signs of deterioration or damage.

Signs should be made by a professional sign maker.

The number of letter styles should be limited to two or three. Use of too many letter styles causes confusion.

Type styles should be kept simple and readable. Save the swirls and swags for decoration and/or logo design.

An attempt should be made to coordinate type face with any graphic representation of the business. This includes signs and stationery, sales slips, shopping bags, and advertising.

NOTE:

The allowable signage does not include temporary paper signs in windows. This type of sign should be discouraged or limited by "time in window" constraints. For instance, temporary paper signs are limited to one month in the window.

Exceptions should be made for building types that do not easily accommodate large signage.

DISCOURAGED

Signs should not attempt to identify every item available in the store. Temporary signs should not cover display area glass. These signs create visual clutter and are confusing to the customer.

Other characteristics of inappropriate signage include:

- being too big, or too small; being garish and overwhelming in content and color, such as loud or "day-glo" colors;
- projecting too far; using too many letter styles or too many colors; rotating or blinking;
- covering significant architectural detail;
- not relating to the building design in terms of placement, size, color, materials, etc.;
- being poorly made, made by an amateur or non-professional sign maker;

Signage - General

DISCOURAGED

- being poorly maintained; and
- displaying advertising for a national franchise that is not the primary occupant of the building.

Signage - Specific

The signage system for the buildings in Willow Glen should be developed on two levels:

1. Large signs for auto/shopper and pedestrian/shopper across the street. This is due to the width of the street, and the volume and speed of traffic.

2. Smaller signs for pedestrian/shopper on the same side of the street as the business.

In order to arrive at an appropriate sign design scheme, a building owner should consider the following:

1. Study the Building Type section of this report. Determine what type of building you have and what recommendations there are for your building type.

2. Allowable area. Measure the width of the front of your storefront or building. The linear frontage multiplied by 1.5 feet determines how much sign area you have. If there is more than one storefront in the building, then each business would be allowed a proportionate share of the linear frontage.

3. Allowable number and type of signs. Each business will first be limited by the area and then by the type.

- 50% of the allowable area should be used on auto-oriented signage.

- 30% should be used for pedestrian-oriented signage.

- The remaining 20% can be divided between the two types as needed.

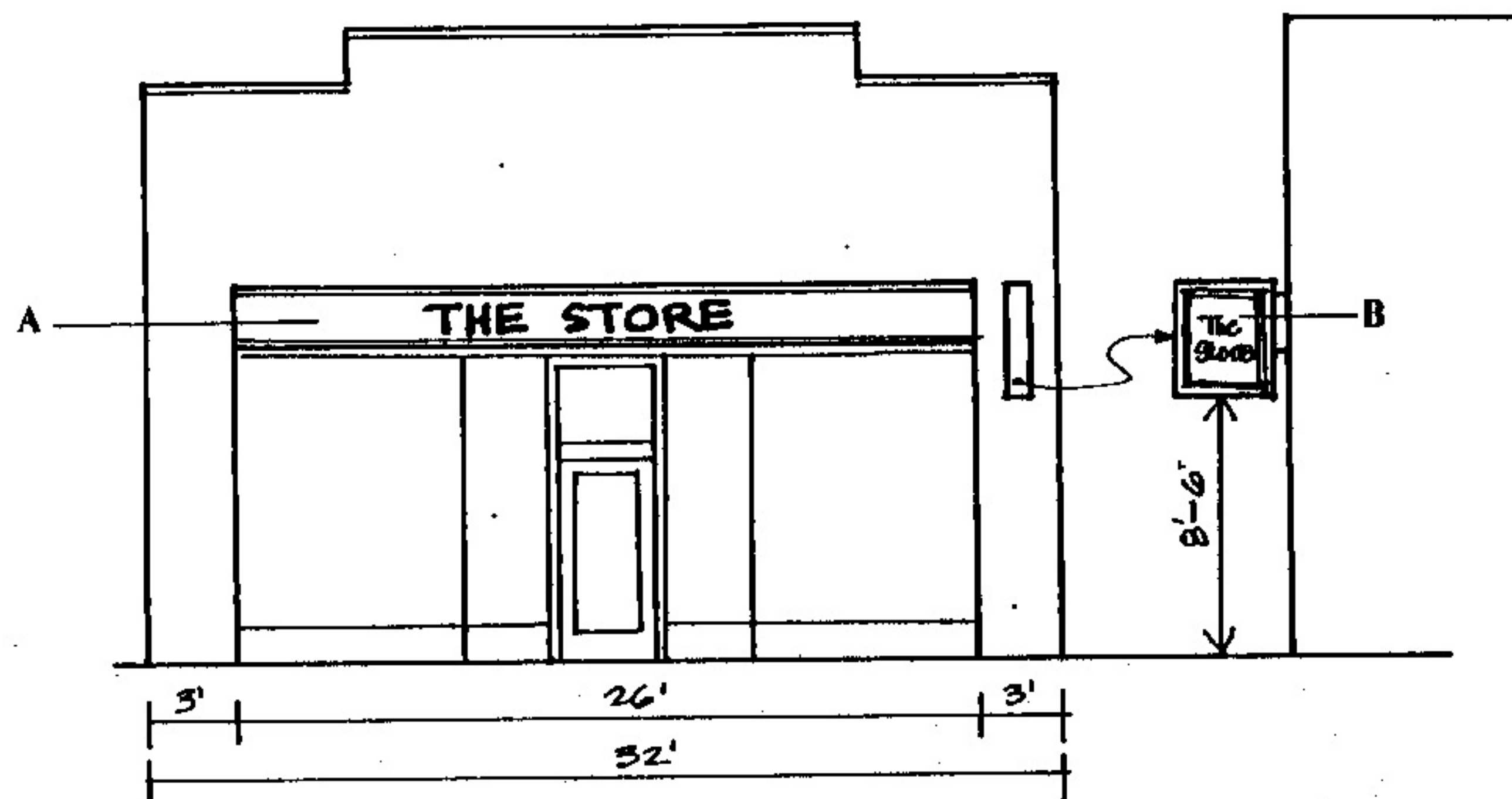


Figure 49 - The following is an example of calculating allowable sign area:

32 feet x 1.5 feet = 48 allowable square feet (S.F.)
 50% x 48 feet = 24 S.F. for an auto-oriented sign
 30% x 48 feet = 14.5 S.F. for a pedestrian-oriented sign
 20% x 48 feet = 9.5 S.F. to be divided between the above

A. Auto-Oriented Sign

24.0 S.F. (50%)
 + 9.5 S.F. (20%)
 33.5 S.F. (70%) or one flat wall
 sign that is 1'3"
 high and 26' wide
 (A).

B. Pedestrian-Oriented Sign

14.5 S.F. (30%) or one perpen-
 dicular sign
 that is approx-
 imately 3'6"
 wide and 4'0"
 high (B).

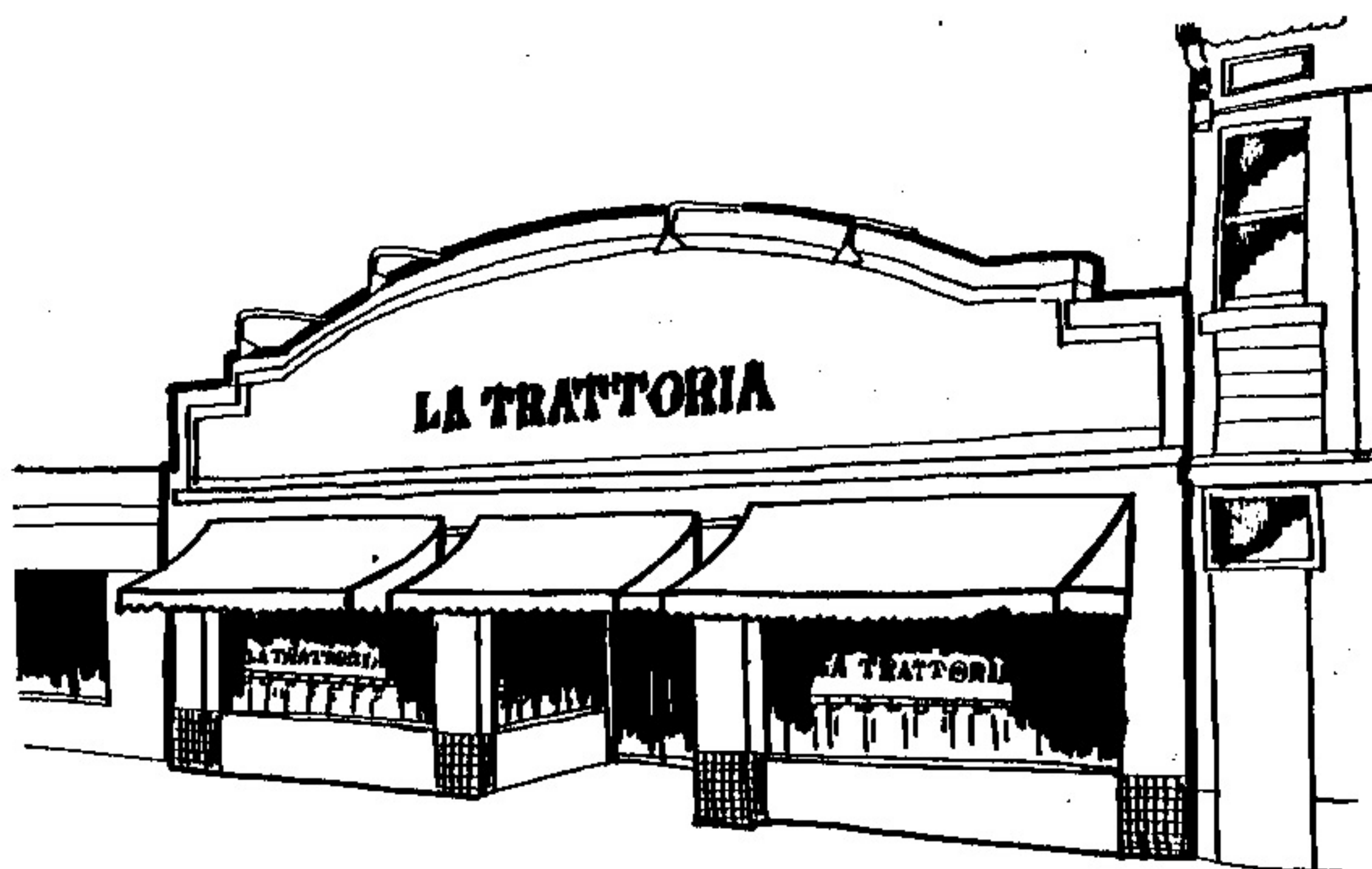


Figure 50 - This example shows good auto- and pedestrian-level signs as well as an effective use of awnings.

Auto-Oriented Signs

RECOMMENDED

Flat wall signs include individual letters attached to the wall, signs painted on the wall, and signs prepared on other materials and attached to the wall. (See Figures 37, 50.)

Awning and canopy signs, include signs on fronts of awnings and canopies. (See Figure 33.)

Integrated and fin signs: signs that are part of the original architectural design of the building and include panels in walls or vertical elements of the building. (See Figure 7.)

Freestanding signs are allowed only for buildings that are set back from the front property line more than 10 feet. (See Figure 30.) Signs should be no taller than the building. They should be set up and perpendicular to the sidewalk, or set back and parallel to the front of the building. For buildings that have more than one business, signs should be coordinated in size, design, and shape. The number of colors should be limited.

DISCOURAGED

See Figures 45, 51.

Perpendicular signs that are too large, placed too high on the building, and do not relate to the architectural design of the building.

Flat signs that cover architectural elements or otherwise do not fit into the design of the building.

Roof signs.

Billboards.

Rotating or blinking signs.

Any freestanding sign that is oversized, poorly placed or out of place, poorly maintained or not coordinated with other signs on the sign post should be discouraged. Freestanding signs should not hang out over sidewalks or right-of-ways.

Signs on side walls should be discouraged unless the building is on a corner or there is no other location for an auto-oriented sign.



Figure 51 - This auto-oriented sign is similar to signs in Willow Glen. It is oversized and hangs out over the sidewalk.



Figure 52 - Graphics for all signs should be coordinated.
This is an example of recommended pedestrian level signage.

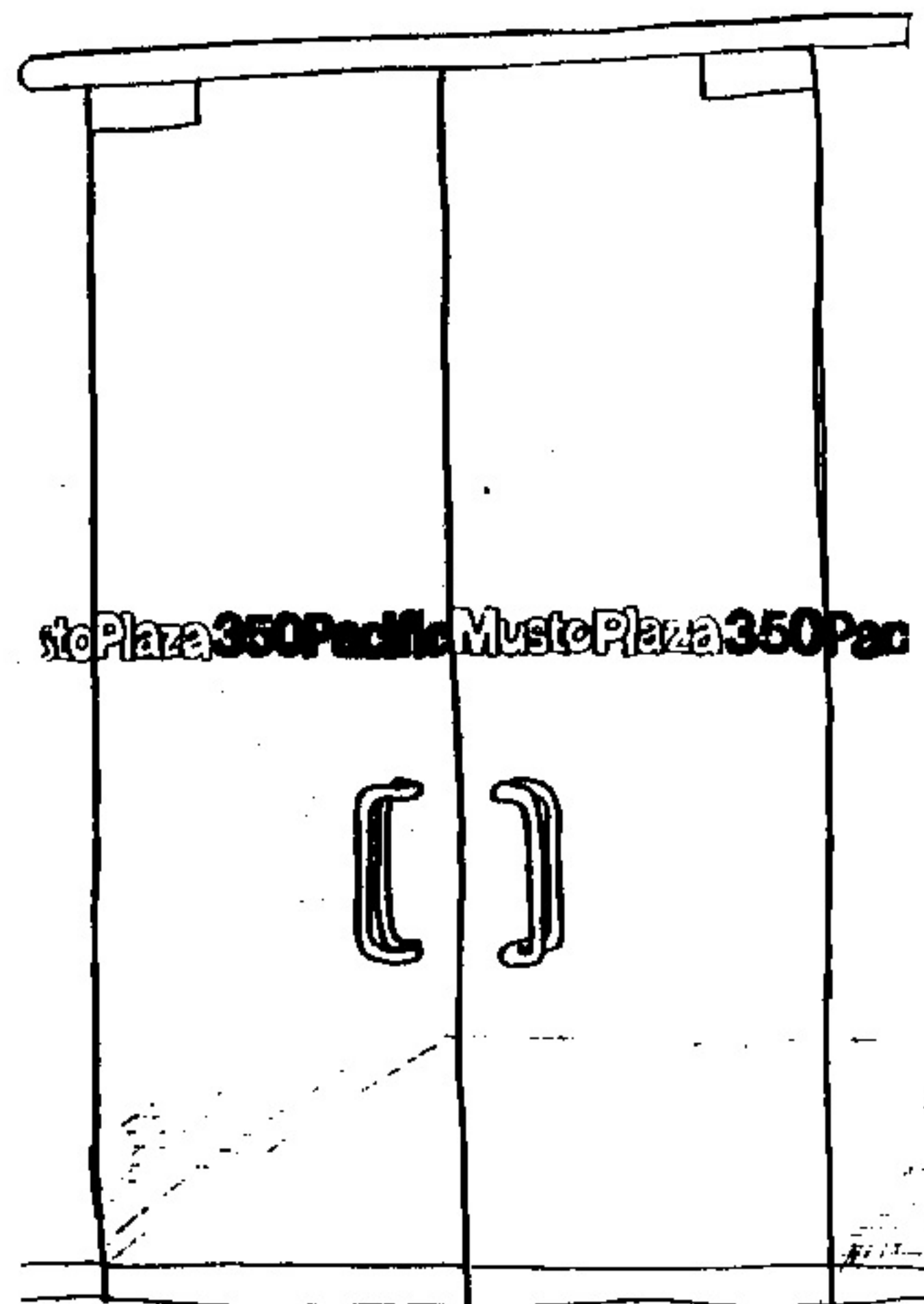


Figure 53 - Simple window graphics identify a business
on the pedestrian level.

Pedestrian-Oriented Signs

RECOMMENDED

A perpendicular, two-sided sign that is placed so the bottom is no lower than 8'-6" from the ground, but no higher than top of storefront transom or first floor cornice. These signs can be made in a variety of ways, including carved, painted, or icon. (See Figure 52.)

Window signs that are painted on, suspended directly behind, or applied directly to the display window. These signs should not be so large as to detract from or obstruct the shopper's view of the display items. (See Figure 52.)

For storefronts with a central entrance, matching display window signs can be on the flanking display glass, or a window sign can be placed on the entrance door.

Signs can be added to side panels of awnings.

See Permanent Canopy section for additional sign guidelines.

Small, non-illuminated signs can be placed at eye level and flush to a solid wall on the storefront

level. These can be used as a directory to businesses on second floors or as an alternative to window, perpendicular, or awning signs for a first floor business.

Note on signage:

Exceptions should be made for existing signs that have historical significance, add character to an area, or are significant examples of design of other periods.

DISCOURAGED

Perpendicular backlit signs with the exception of those that have dark backgrounds and lit letters.

Temporary window signs made of paper and stuck to the glass.

Permanent Canopies

Permanent canopies or marquees are shelters overhanging the sidewalk and integrated into the building design. They are almost always metal (or material of the rest of the building) and may be lit underneath. (See Figure 7.)

RECOMMENDED

If the canopy shelters many different types of businesses, then treatment with color, awnings, signage, and lighting should be similar.

Awnings that hang straight down from the ends of canopies and allow more shade and signage area. Signs on this type of awning should be auto-oriented.

Signage for buildings with canopies and parapet wall should carefully consider whether a sign in the parapet area will be visible. (See Figure 29.)

Small signs attached to the ceiling of the canopy that are placed perpendicular to storefront and are readable by pedestrians walking under the canopy.

DISCOURAGED

Canopies that are decorative or unusual in design should not be cluttered with signs and awnings if they obscure the original design or the relationship of the canopy to the rest of the building. (See Figure 29.)

Separate canopies on one building should not clash with each other.

Note on canopies:

Exceptions should be made for existing signs that have historical significance, add character to an area, or are significant examples of design of other periods.

Awnings

RECOMMENDED

Most of the commercial buildings in Willow Glen are simple in design, color, and detail. One way of bringing color and life to the street scene while adding shade is through the careful use of cloth awnings. Frames can be made to fit any storefront shape or size, and the color possibilities are endless. For some businesses it is the most effective way of adding signage to the front of a building. (See Figure 33.)

Cloth awnings, rather than metal or wood, are recommended. They lend quality to the street scene by adding color and texture. They are easily replaced and are good locations for attractive signage. Metal awnings are generally more expensive, and signs of age and disrepair are more readily noticeable on metal than cloth.

In choosing an awning the cheapest and easiest thing to do is have a new awning made for an existing frame. Next would be a non-retractable welded frame awning. Frames for roll-up retractable awnings are very expensive but an effective way of controlling sun-

light and passive energy conservation. A less expensive variation of a retractable awning is a pull-back type. It is not as neat-looking when retracted as the roll-up type, but it serves the same purpose. It is important with the pull-back type to let it out after rain so it will dry out.

The shape of an awning can also add character to a facade. Consider the awning as an important integrated element of the facade. Also consider use of awnings on first floor storefronts and on second floor windows.

Colors that are coordinated with building colors. Use attractive colors that accent the building colors. Striped awnings should be limited to 2-3 colors.

Signs can be on the front valance or roof panel and/or on side panels. (See Figure 33.)

Awnings should be well-maintained, washed regularly, and replaced when faded and/or torn.

There are several options for awnings when there are many businesses in one building:

- Different colored awnings can be used provided that they are coordinated. For instance, three businesses could alternate colors: blue - white - blue.
- The awnings can be the same color with simple signs on the valance that may vary in type style from business to business, but the height of the lettering would be about the same.

Awnings

DISCOURAGED

Metal or wood awnings. While a cloth awning may fade or get torn, it is easily replaced at a low cost. Metal awnings look cheap, easily dent and scratch, and do not have the quality appearance of cloth. Wood is usually inappropriate for commercial buildings and should be carefully considered.

Patterned or gaudy awnings.

Painting

A new paint color scheme is often the easiest and least expensive way of fixing up a building facade and it can be the most effective way of achieving noticeable change in an area.

RECOMMENDED

Coordinate color scheme with:

- Sign and awning color.
- Color schemes of all businesses in building if possible.
- Existing natural/unpainted materials on facade such as terra cotta, tile, brick, and stone.

When choosing colors consider the color of the buildings next door. Attempt to complement your neighbor's colors.

Most of the structures in Willow Glen are very simple in design and detail. Therefore a maximum of 2 colors is recommended on the facade. A third or fourth color should only be used as accents in signage, awnings, or doors.

Paint all trim including cornice line, window frame, sash, and storefront trim one color. Paint wall surface a second color.

A new paint job will last a long time if the surface is properly prepared. Old and peeling paint

should be removed using the gentlest and safest means possible for the material type.

For brick: Chemical and low pressure water wash.

For wood trim: Scraping, sanding, or a heat gun.

Wash down wall surfaces to remove dirt.

Prime all surfaces.

Paint with one or two coats to cover. Generally speaking, use latex on masonry surfaces including brick and stucco, and use a gloss or semi-gloss enamel on wood and metal trim.

DISCOURAGED

Painting materials such as tile, terra cotta, or stone. Attempt to coordinate color scheme with these natural colors. The exception would be brick, which can be painted if using latex masonry paint.

Competing with neighbor's color scheme or painting the same color as neighbor.

Highlighting details with many different colors of paint.

Painting the first floor storefront a different color from the second floor.

Sandblasting because it removes the weather resistant exterior of the brick.

Painting one finish coat of paint on dirty, peeling paint without any preparation.

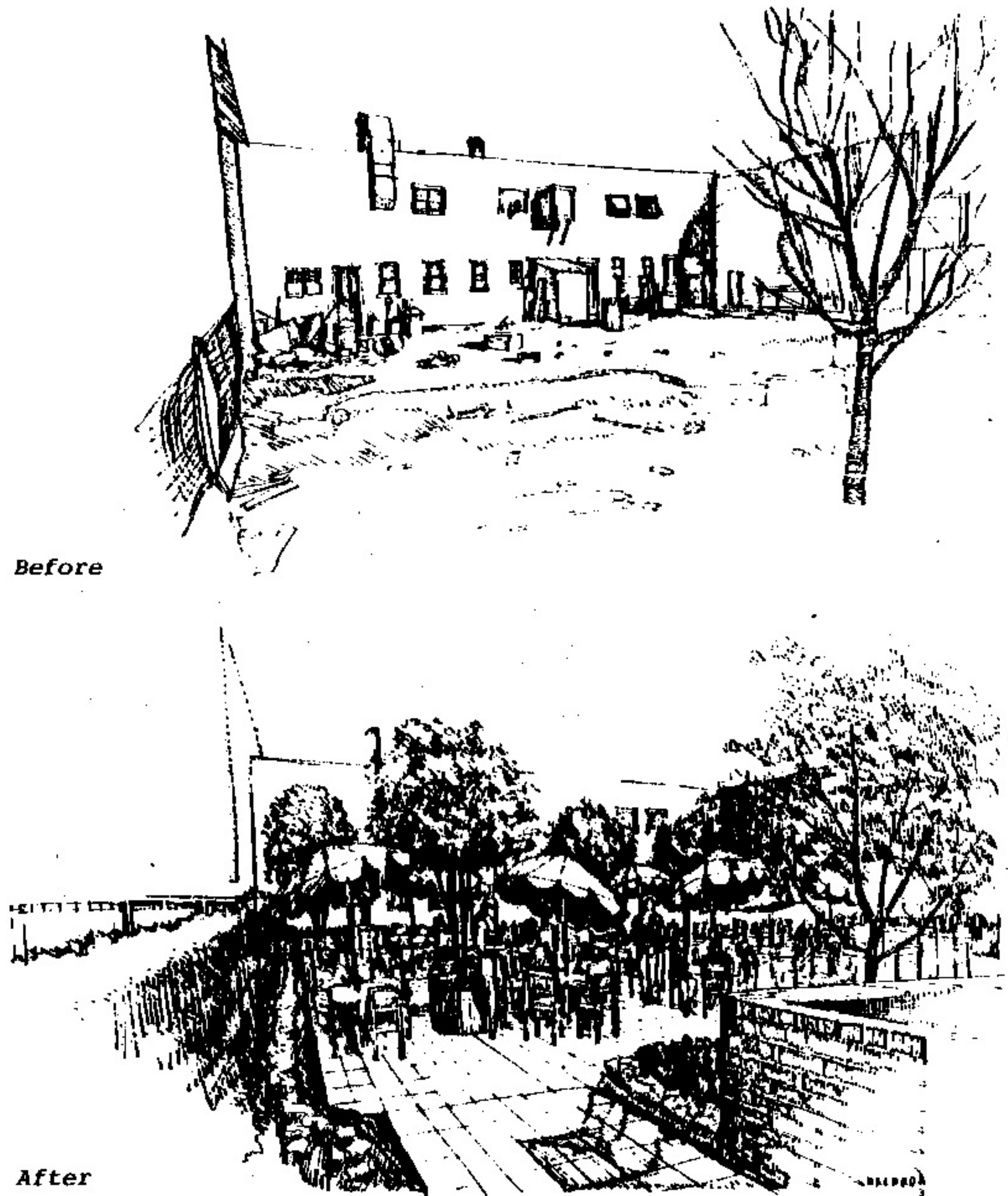
Rear Areas of Buildings

Similar improvements can be made to the rear areas, especially those facing public areas, such as parking lots. Painting, signage, screened trash receptacles, and general cleanliness leave a positive image for the shopper. In some cases, entry and outdoor space can be developed for public use.

The rear areas of many buildings are usually poorly maintained and underutilized, as shown in this Before drawings.

This After drawing shows one way in which these areas could be attractively developed for customer use.

Figure 54



APPENDICES

A. CURRENT PLANNING CODE AND PROPOSED CHANGES

The following is a brief description of the current Planning Code requirements of San Jose and should be used only to compare the Proposed Changes with the Code requirements. Refer to the actual Code and Design Guidelines for specific requirements and recommendations.

CURRENT PLANNING CODE OF SAN JOSE

PROPOSED CHANGES FOR THE WILLOW GLEN STUDY AREA

The current Planning Code for Willow Glen is a very broad set of requirements that applies to all of San Jose. The plans and guidelines proposed in this study deviate somewhat from this code and would therefore require subsequent changes to the Code.

CURRENT

DESIGN AREA I

DESIGN AREA II

Items in the Planning Code that affect Willow Glen are as follows:

The following are recommended changes to the Code:

1. The Willow Glen study area is primarily zoned commercial (C-2) with the exception of the northern section between Highway 280 and Coe Avenue which is zoned light to heavy manufacturing (M-1, M-4) and residential (R-3).

No change

No change

2. Permitted uses for the commercial zone range from banks, hospitals, professional offices, to museums, retail businesses and auto sales.

Retail commercial uses should be encouraged on first floors with professional offices on upper floors. New construction of drive-through buildings should be restricted.

New construction of "drive-through" buildings should be restricted. Compatible uses for residential buildings should be encouraged such as professional offices that change the character of the buildings as little as possible.

CURRENT PLANNING CODE OF SAN JOSE

PROPOSED CHANGES FOR THE WILLOW GLEN STUDY AREA

CURRENT

DESIGN AREA I

DESIGN AREA II

3. Conditional uses that require a use permit include residential care facilities, hotels, artists' studios, and movie theatres.

No change

No change

4. Limitations on permitted and conditional use include shielded lighting from residential areas; screening between C-2 and residential areas; reasonable lighting levels; limited proximity of display of merchandise to residential areas; and limited outdoor operation of services.

No change

No change

5. Development Regulations

Minimum lot or parcel area:
6,000 square feet

No change

No change

Stories:
3 maximum

No change

No change

Height:
45' maximum

No change

No change

Setback:
none required

New construction should continue the existing streetwall and be set back only if the area between sidewalk and building is landscaped and used for pedestrian activities. See Design Area Guidelines.

- a. Set back new building same distance as surrounding houses and include landscaped area between buildings and street.
- b. Construct new building up to sidewalk with parking to the side or the rear.

CURRENT PLANNING CODE OF SAN JOSE

PROPOSED CHANGES FOR THE WILLOW GLEN STUDY AREA

CURRENT

DESIGN AREA I

DESIGN AREA II

Setback side, interior lots:
none required

No change

No change

Setback side, corner lots:
none required

No change

No change

Setback rear, interior lots:
25' maximum

No change

No change

Setback rear, corner lots:
15' maximum

No change

No change

6. Freestanding Signs

Allowed only on lots that are
100 linear feet or more in width.

Set back 10' or more from the
streetfront property line.

Set back 10' or more from the
streetfront property line.

One support structure shall be
allowed for each 100' of width.

No change

No change

Support must be placed 50' from
side and rear property line.

No change

No change

Only one sign per intersection
is permitted and it must be at
least 50' from the corner.

Change 50' to 15'.

Change 50' to 15'.

CURRENT PLANNING CODE OF SAN JOSE

PROPOSED CHANGES FOR THE WILLOW GLEN STUDY AREA

CURRENT

DESIGN AREA I

DESIGN AREA II

Freestanding sign area should equal the street frontage divided by 3.75.

Area for all signs should equal 1.5 feet times the linear street frontage of the building (also in feet). Free standing signs are auto-oriented and are allowed 50-70% of total allowed sign area.

Area for all signs should equal 1.5 feet times the linear street frontage of the building (also in feet). Free standing signs are auto-oriented and are allowed 50-70% of total allowed sign

area.

Signs can be lighted and can rotate.

Signs can be lit from an exterior source or from within if background is dark and letters are lit. Signs cannot rotate.

Signs can be lit from an exterior source or from within if background is dark and letters are lit. Signs cannot rotate.

Signs may be no higher than 35' but can be higher near the freeway.

Signs may be no higher than the height of the building to a maximum of 25'.

Signs may be no higher than the height of the building to a maximum of 25'.

7. Attached Signs

Signs cannot be attached higher than the third floor.

Flat signs for single story buildings cannot occur higher than the top of a parapet wall. For buildings over one story, flat signs should not occur higher than the bottom sills of second story windows.

Flat signs for single story buildings cannot occur higher than the top of a parapet wall. For buildings over one story, flat signs should not occur higher than the bottom sills of second story windows.

Perpendicular signs should not be hung higher than the top of the first floor storefront or a first floor cornice. The bottom of perpendicular signs should be no lower than 8'-6".

Perpendicular signs should not be hung higher than the top of the first floor storefront or a first floor cornice. The bottom of perpendicular signs should be no lower than 8'-6".

CURRENT PLANNING CODE OF SAN JOSE**PROPOSED CHANGES FOR THE WILLOW GLEN STUDY AREA****CURRENT**

Allowed area for attached signs is 1.25 of the building frontage for a building up to 25' wide. For a building over 25' wide the area equals 31.24 square feet plus one square foot for every

DESIGN AREA I

Allowed area for attached signs is varied. If they are pedestrian-oriented they are allowed 30-50% of the total allowed area. If they are auto-oriented they are allowed 50-70% of total allowed area. The total allowed area equals 1.5 feet times the linear street frontage of the building (also in feet).

DESIGN AREA II

Allowed area for attached signs is varied. If they are pedestrian-oriented they are allowed 30-50% of the total allowed area. If they are auto-oriented they are allowed 50-70% of total allowed area. The total allowed area equals 1.5 feet times the linear street frontage of the building (also in feet).

B. GLOSSARY

Adobe: A sun-dried brick composed of earth with straw as a binder used in Mexico and the southwestern United States.

Aesthetics: The science and philosophy of beauty. If something is aesthetic, it is of beauty or artistic.

Amenities: Attractive or desirable features of a place.

Bungalow: A single story house where the roof may be made usable with a dormer window. The most familiar style of bungalow is a Western Stick style, characterized by broad, gently pitched roofs with projecting eaves, constructed in wood, with an accentuation of the horizontal.

Cornices: The projection at the top of a wall, or part of the roof which projects over the side wall.

Curb Cuts: The elimination of a street curb to enable vehicles to cross sidewalks and enter driveways or parking lots.

Detail: An element of a building such as trim, mouldings, other ornaments or decorative features.

Dormer Window: A vertical window which projects from a sloping roof placed in a small gable.

Facade: The entire exterior side of a building, especially the architectural front; sometimes distinguished from other sides by elaboration of architectural or ornamental details.

Fenestration: The arrangement of windows and doors in a building; in an architectural composition, the design and proportion of windows as a decorative feature.

Fin Sign: An element often found on buildings of the 1930s-1950s consisting of large vertical signs that project out from the facade and sometimes above the roofline. Fin signs are an integral part of the facade and are often of the same colors and materials as the facade. The signs read vertically and are illuminated.

Focal Point: A building, object, or natural element in a street-scene that stands out and serves as a point of focus, catching and holding the viewer's attention.

Gable Roof: A ridge roof that slopes up from only two walls. A gable is the vertical, triangular

portion of the end of a building from the eaves to the ridge of the roof.

Hipped: A roof that is sloped on all four sides.

Italianate: A building style characterized by large, bracketed cornices, arched windows, and highly decorative mouldings. Small scale vernacular interpretation of the style may be not as decorative.

Jacobethen Revival: Characterized by rectangular windows divided into rectangular lights, bay windows, arched entrances, gables that rise above the roof and are steep-sided triangles, and roofs that are ridged or flat with parapet. Classical forms are minimal. Two materials dominate articulation of facade, one for wall and another for window frames, parapets, and ornaments. Vernacular interpretations tend to be greatly simplified and of small scale.

Mansard: A roof form with steeply inclined face and a flattened roof top, permitting the combination of roof and extra story. Tall windows or French doors light the interior.

Masonry: Anything constructed of stone, brick, cement, concrete, and similar materials.

Mission Style: A building style characterized by arches and tile roofs. Arches have little, if any moulding. Gables in roof may be curvilinear. Walls are smooth plaster. Balconies occur frequently, as do towers and turrets. Lacks sculptured ornament. Very similar to Spanish Colonial Revival.

Moderne: A term describing buildings of the 1930s and 1940s of an ornamental style, either zig-zag or streamlined. The zig-zag is characterized by low relief rectilinear decoration, while the streamlined is horizontal and employs smooth, curved surfaces.

Monolithic: Exhibiting massive uniformity, singularity.

Parapet: A retaining wall at the edge of a roof, porch, or terrace.

Pediment: The triangular space at the end of a gabled roof, usually low in height as compared with the width of its base.

Queen Anne Style: A building style characterized by irregularity of plan and massing, and a variety of color and texture. Several different wall surfaces

may occur in one building, upper stories may project out, roofs are tall and multiple and may employ turrets and gables. Details tend to be classical. Vernacular interpretations may be simplified and small in scale.

Rhythm: In urban design, the regular recurrence of architectural or natural elements such as even placing of trees down a street, or similar widths and heights of buildings in a street block.

Ribbon Windows: A continuous horizontal band of windows uninterrupted by vertical structural wall supports.

Scale: Harmonious relationship of parts to one another and to the human figure.

Setback: In architecture, the recessing of the upper part of a facade due to smaller area of upper floors. In urban design, the distance a building is recessed from the curb of the street or from the edge of the sidewalk.

Spanish Colonial Revival: A building style dating later than Mission Style and characterized by low pitched tile roofs or tiled parapets, arches (not as regularly

as in Mission Style), plastered walls in a variety of textures, elaborate carved or cast ornament around openings. Doorways are flanked by columns or pilasters. Balconies, arched portals, wrought iron or wood railings occur frequently.

Stucco: An exterior finish, usually textured, composed of portland cement, lime, and sand, mixed with water.

Transom: An opening over a door or window, usually for ventilation, containing a glazed or solid sash, usually hinged or pivoted.

Victorian: Designating the art characteristic of the reign of Queen Victoria, 1840-1901.

C. REFERENCES

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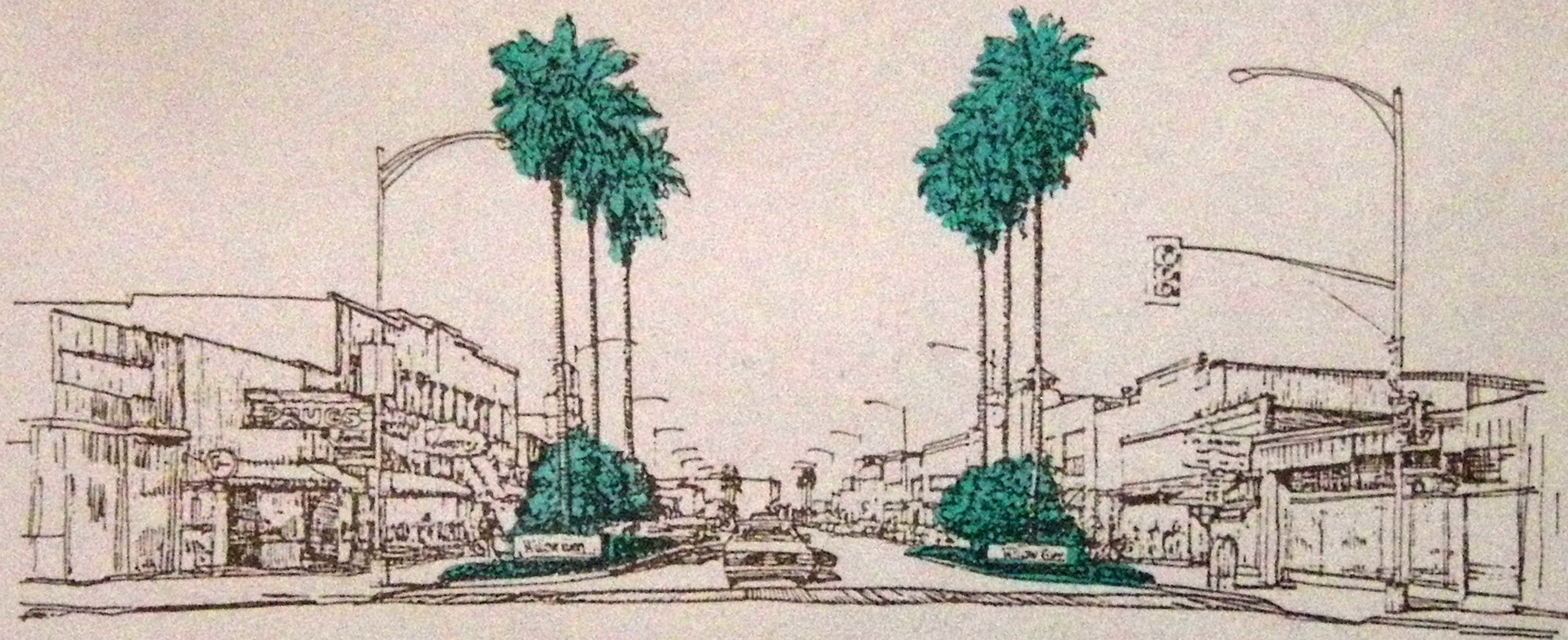
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Footnotes:

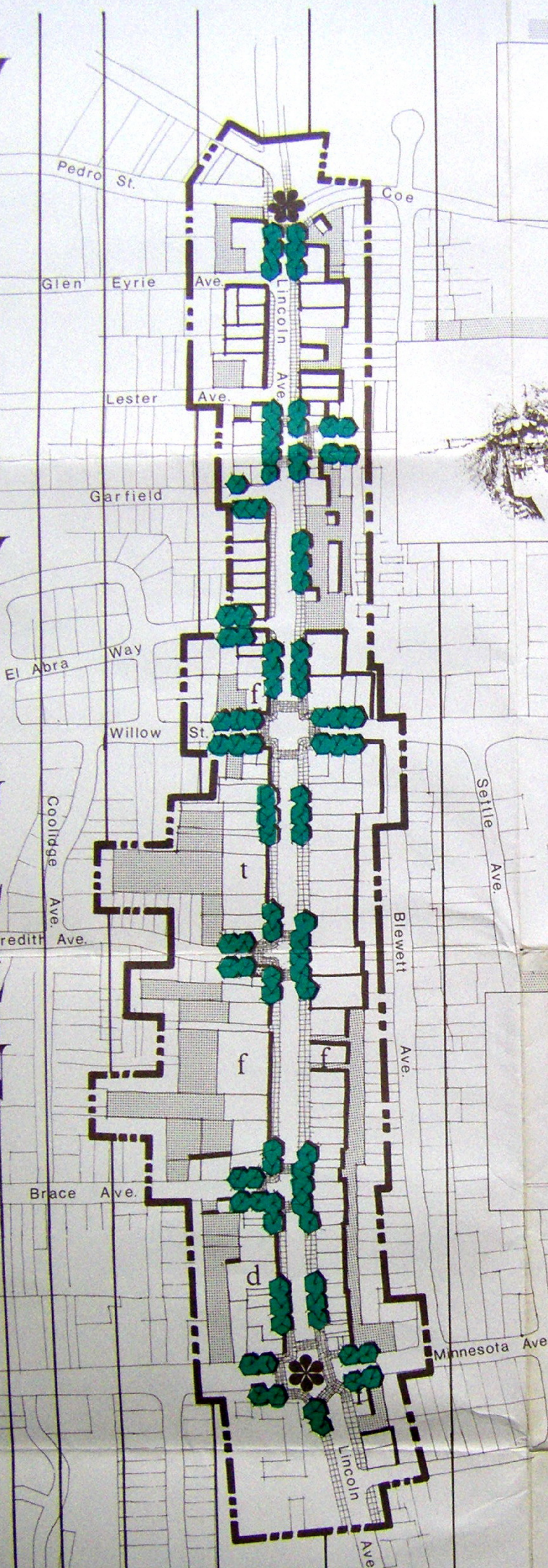
- (1) Okerlund, Garland A; Streetscape...A Search For Appropriateness, p. 10 & 11.
- (2) Ibid, p. 2.

Downtown Willow Glen revitalization strategy



city of san jose
office of
center city development

WILLOW GLEN



Illustrated Plan

Credits
CITY OF SAN JOSE
DOWNTOWN WILLOW GLEN ADVISORY COMMITTEE
WILLOW GLEN BUSINESS ASSOCIATION

INFORMATION PRESENTED HERE IS EXCERPTED FROM THE DOWNTOWN WILLOW GLEN REVITALIZATION STRATEGY PROJECT REPORTS PREPARED BY:
ASTOR & ASSOCIATES
ARCHITECTURAL RESOURCES GROUP
JOHN M. SANGER ASSOCIATES INC.

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HOUSE OF MISSION, 1211 LINCOLN AVENUE

- Entryways
- Crosswalks
- Trees and Landscaping
- Parking
- Key Points
- Financial
- Department Store
- Theater

PROJECT DESCRIPTION

The Downtown Willow Glen Revitalization Project was intended to identify an economic and physical revitalization strategy for the commercial area along Lincoln Avenue. The project focused on preserving and stabilizing this commercial area along both sides of Lincoln Avenue between Coe and Minnesota Avenues. This area has been a significant contributor to the economic well-being of San Jose in the past.

Most of the commercial buildings in Downtown Willow Glen are 30-40 years old; many of the businesses have been in operation for over a decade, although business turnover has increased dramatically in the last few years. It was agreed that attention should be directed to Downtown Willow Glen now, in order to prevent economic decline leading to decay and severe economic problems in an area which was once a major business district. The City of San Jose recommended that a comprehensive economic strategy be established as the basis for revitalization of this area.

This document, and the reports from which it is excerpted, are the result of efforts by economic, urban design and preservation consultants as well as community, business and business property owner representatives.

MARKET SUPPLY/DEMAND

EXISTING AND POTENTIAL SUPPORT FOR RETAIL SALES

Over 80% of all retail sales in Downtown Willow Glen are made to residents of the Willow Glen trade area, with 70% being made to residents of the area which are immediately adjacent to Lincoln Avenue. Most shoppers are in the 25-44 age group. Buying power and retail spending by trade area residents have grown dramatically but most of this increased spending has not been captured by Downtown Willow Glen businesses. Buying power is expected to increase by an additional 25% by 1990. This could mean increased sales in Downtown Willow Glen if anticipated demand is met by new and different offerings.

RETAIL SALES PERFORMANCE

A very small share (20%) of the convenience goods and services spending of the area residents is being captured. This is due to the absence of adequate competitive convenience outlets as well as to competition from nearby convenience centers anchored by major supermarkets and drug store chains.

Shopping and specialty goods retailing is considered at the healthy rate of 22% of the primary trade area. There is potential for increases by capturing more of the secondary trade area resident spending.

POTENTIAL FUTURE SALES AND SUPPORTABLE NEW SPACE

Convenience goods and services sales potential is conservatively estimated at from \$1.2 to \$2.6 million per year; estimated potential for shopping goods is from \$1.5 to \$3.7 million. By 1990 this could increase to \$2.4-\$4.0 million for convenience goods and services and \$4.5-\$7.3 million for shopping goods. There presently exists a potential for 8,400 to 18,000 square feet of convenience goods space with the right tenants. By 1990, the potential could grow to an additional 27,600 for convenience goods and services and \$3,900 for shopping goods.

SUMMARY OF RECOMMENDATIONS

- The City of San Jose should encourage and support the establishment of a Willow Glen Business Improvement District for the Downtown Willow Glen area pursuant to the Planning and Business Improvement Act of 1979.
- The City of San Jose should recognize the Willow Glen Business Association as the organization to receive the disbursement of funds received pursuant to the Business Improvement Act.
- Recommended street-level improvements should be funded by the City (as funds can be made available as an element of the public-private partnership to the Downtown Willow Glen Revitalization Area). The location of private property improvements should generally be given the highest priority for placement of public improvements.
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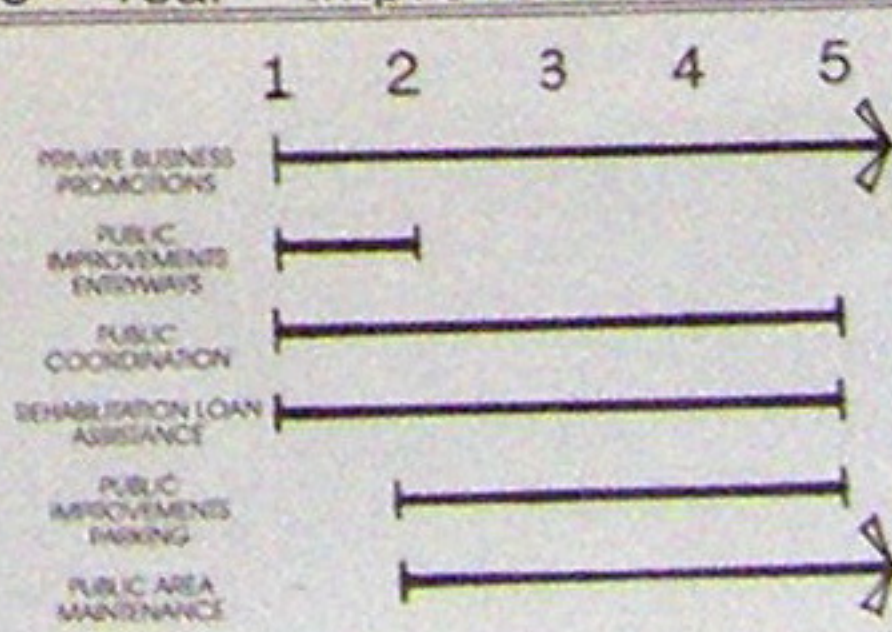
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- Define entry to the area
- Increase visual continuity
- Provide pedestrian amenities
- Provide adequate and clearly accessible parking
- Provide clear direction signage for Downtown Willow Glen

5+ Year Improvement Plan



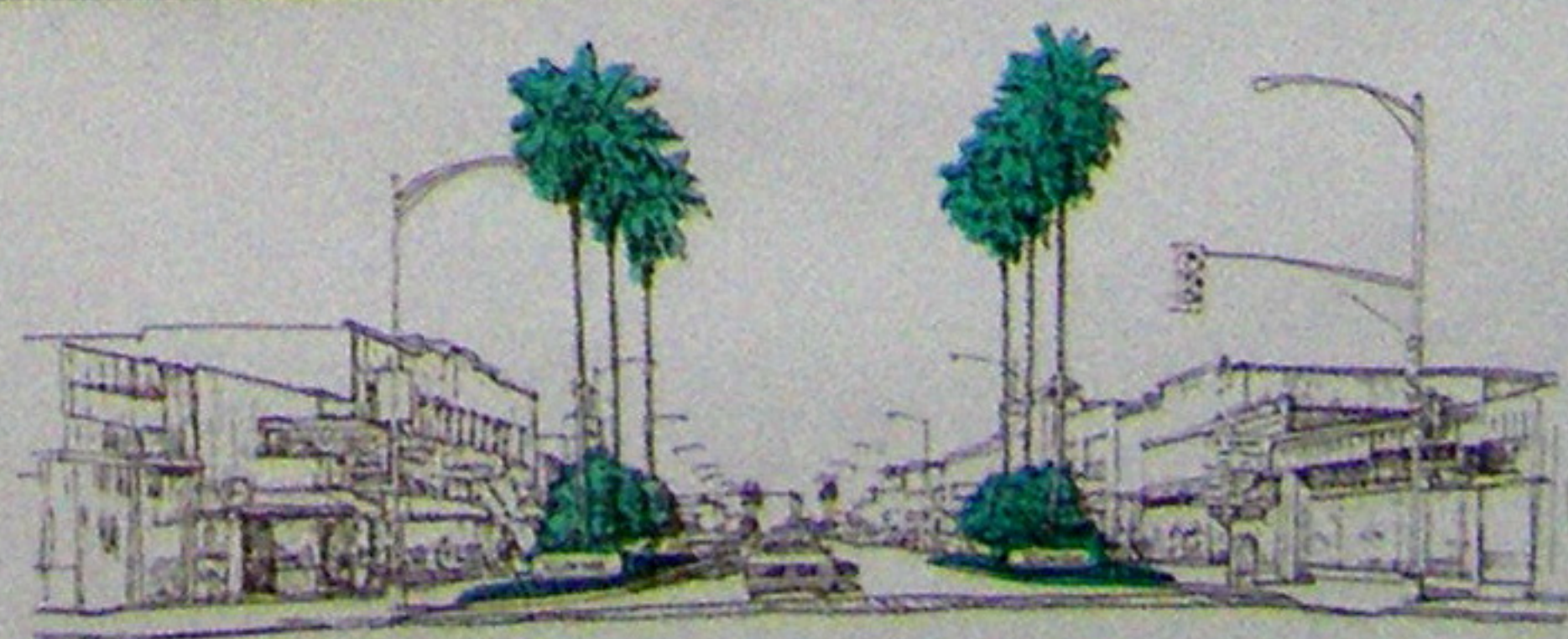
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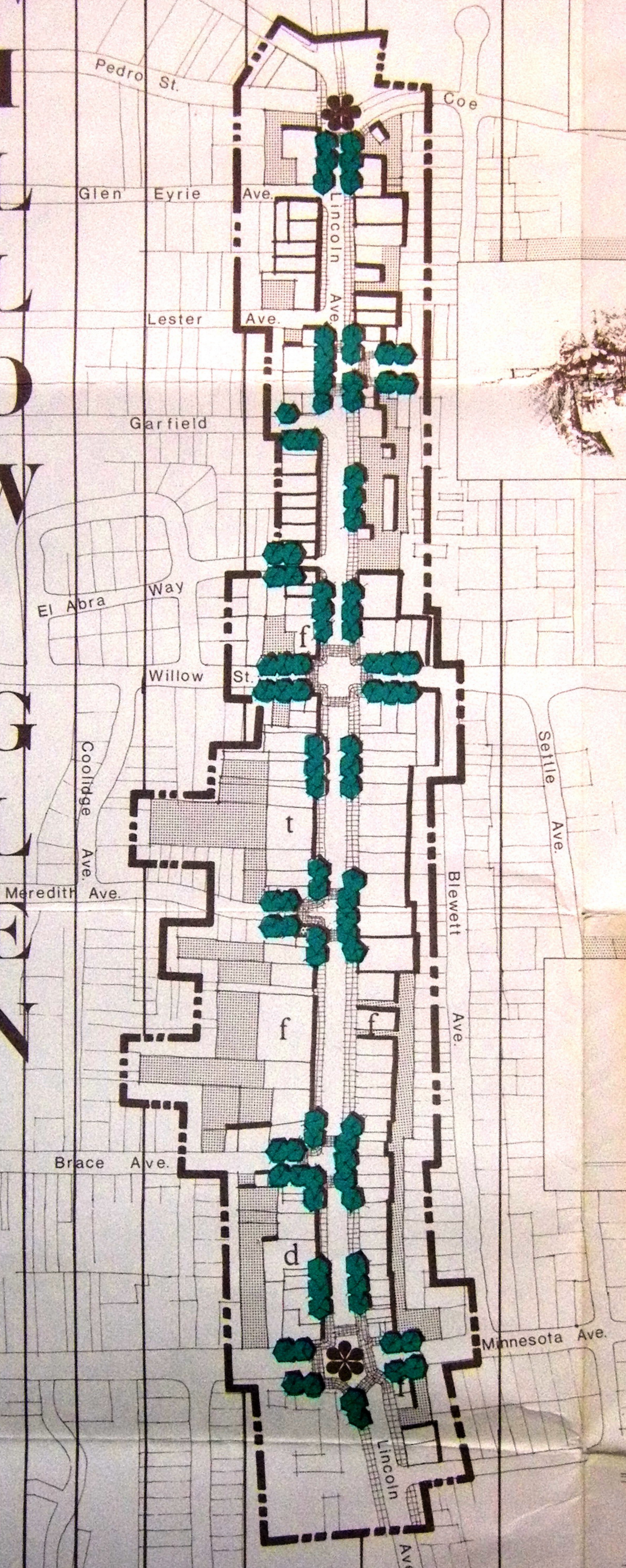
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Downtown Willow Glen revitalization strategy



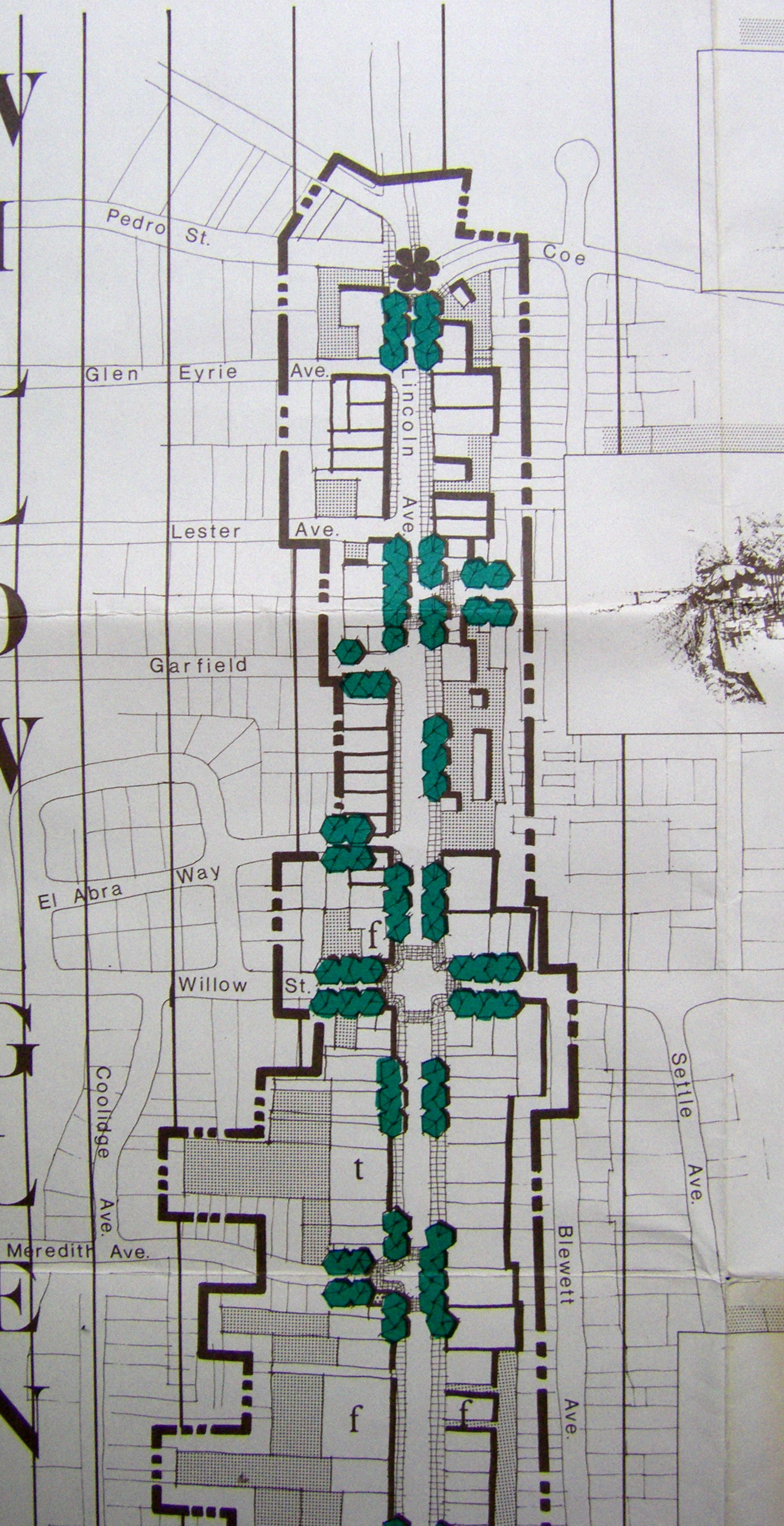
city of san jose
office of
center city development

WILLOW GLEN



Illustrated Plan

WILLLOW GLEN



G L E N

Collidge Ave.

Meredith Ave.

Brace Ave.

Minnesota Ave.

Lincoln Ave.

Blewett Ave.

Settle Ave.

Illustrated Plan

Credits

CITY OF SAN JOSE
DOWNTOWN WILLOW GLEN ADVISORY COMMITTEE
WILLOW GLEN BUSINESS ASSOCIATION

INFORMATION PRESENTED HERE IS EXCERPTED FROM THE
DOWNTOWN WILLOW GLEN REVITALIZATION STRATEGY PROJECT
REPORTS PREPARED BY:

ASTONE & ASSOCIATES
ARCHITECTURAL RESOURCES GROUP
JOHN M. SANGER ASSOCIATES INC.

COPIES OF THE FULL REPORT ARE AVAILABLE FOR REVIEW AT THE FOLLOWING
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HOME SAVINGS OF AMERICA, 1402 LINCOLN AVENUE
INGALLS ASSOCIATES, 1213 LINCOLN AVENUE
SHEPARD ASSOCIATES, 1190 LINCOLN AVENUE
HOW SWEET CANDIES, 1084 LINCOLN AVENUE
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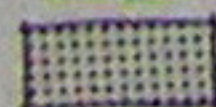
Entryways



Crosswalks



Trees and Landscaping



Parking

Key Points

f

Financial

d

Department Store

t

Theater

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Crosswalks



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Parking

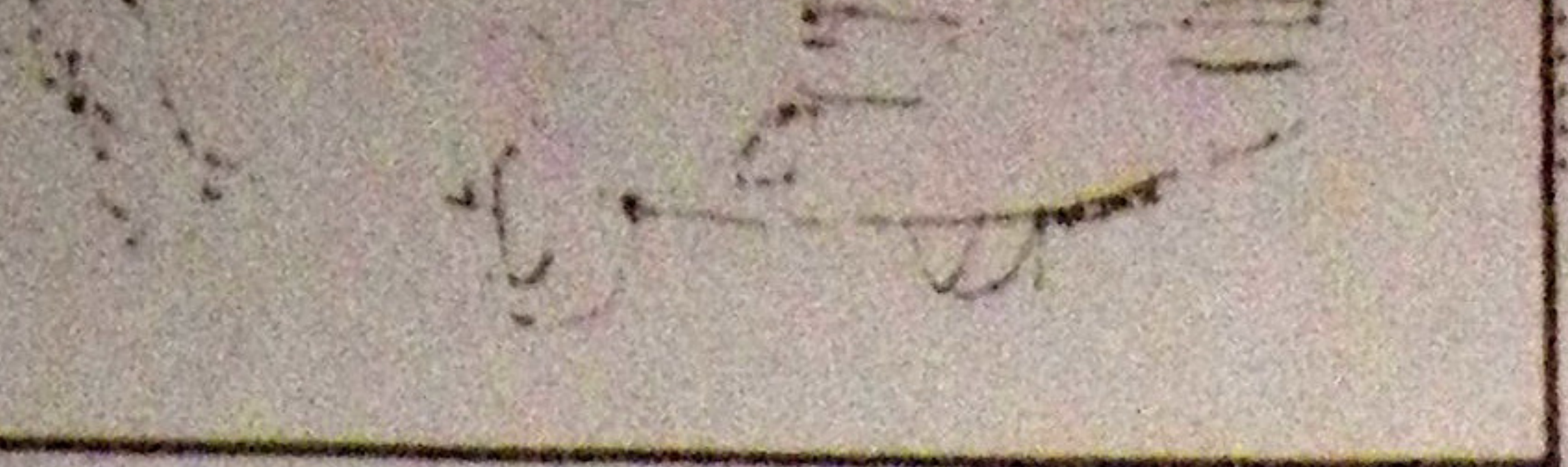
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SUMMARY OF RECOMMENDATIONS

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MARKET SUPPLY/DEMAND

EXISTING AND POTENTIAL SUPPORT FOR RETAIL SALES

Over 80% of all retail sales in Downtown Willow Glen are made to residents of the Willow Glen trade area, with 70% being made to residents of the area which are immediately adjacent to Lincoln Avenue. Most shoppers are in the 25-44 age group. Buying power and retail spending by trade area residents have grown dramatically but most of this increased spending has not been captured by Downtown Willow Glen businesses. Buying power is expected to increase by an additional 25% by 1990. This could mean increased sales in Downtown Willow Glen if anticipated demand is met by new and different offerings.

RETAIL SALES PERFORMANCE

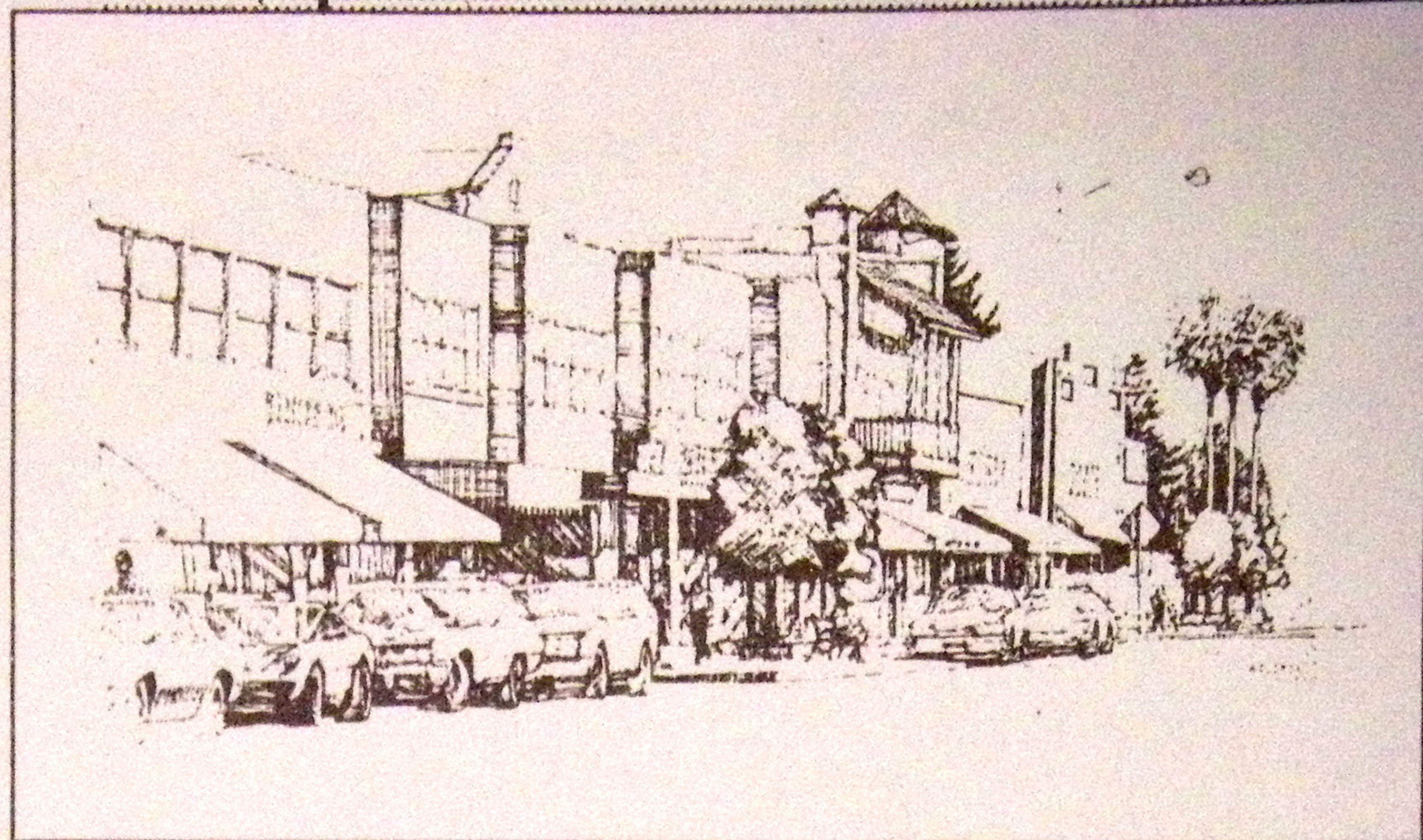
A very small share (26%) of the convenience goods and services spending of the area residents is being captured. This is due to the absence of adequate competitive convenience outlets as well as to competition from nearby convenience centers anchored by major supermarkets and drug store chains.

Shopping and specialty goods retailing is considered at the healthy rate of 23% of the primary trade area. There is potential for increases by capturing more of the secondary trade area resident spending.

POTENTIAL FUTURE SALES AND SUPPORTABLE NEW SPACE

Convenience goods and services sales potential is conservatively estimated at from \$1.2 to \$2.6 million per year; estimated potential for shopping goods is from \$1.5 to \$3.7 million. By 1990 this could increase to \$2.4-\$4.0 million for convenience goods and services and \$4.5-\$7.3 million for shopping goods.

There presently exists a potential for 8,400 to 18,000 square feet of convenience goods space, with the right tenants. By 1990, this potential could grow to an additional 27,600 for convenience goods and services and 63,900 for shopping goods.



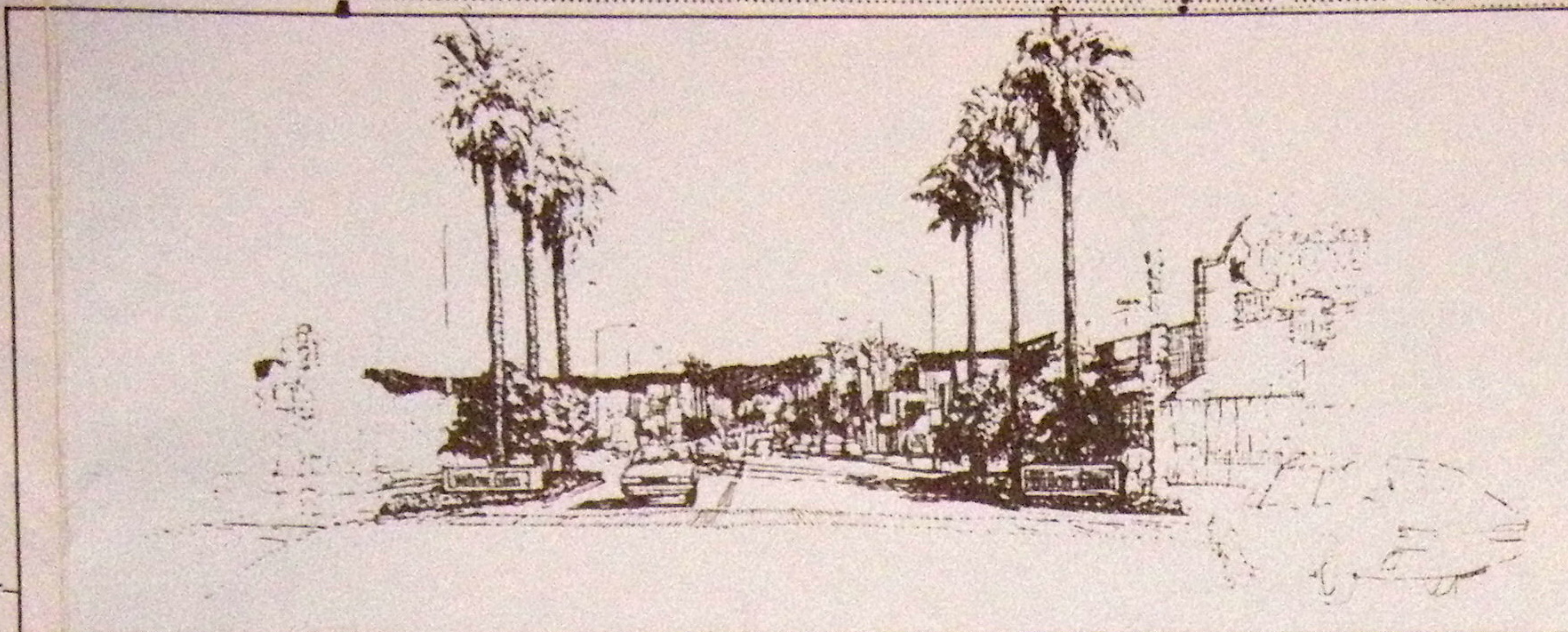
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SUMMARY OF RECOMMENDATIONS

PROJECT DESCRIPTION

The Downtown Willow Glen Revitalization Project was intended to identify an economic and physical revitalization strategy for the commercial area along Lincoln Avenue. The project focused on preserving and stabilizing this commercial area along both sides of Lincoln Avenue between Coe and Minnesota Avenues. This area has been a significant

contributor to the economic well-being of San Jose in the past.

Most of the commercial buildings in Downtown Willow Glen are 30-40 years old; many of the businesses have been in operation for over a decade, although business turnover has increased dramatically in the last few years. It was agreed that attention should be directed to Downtown Willow Glen now, in order to prevent economic downside leading to decay and severe economic problems in an area which was once a major business district. The City of San Jose

recommended that a comprehensive economic strategy be established as the basis for revitalization of this area.

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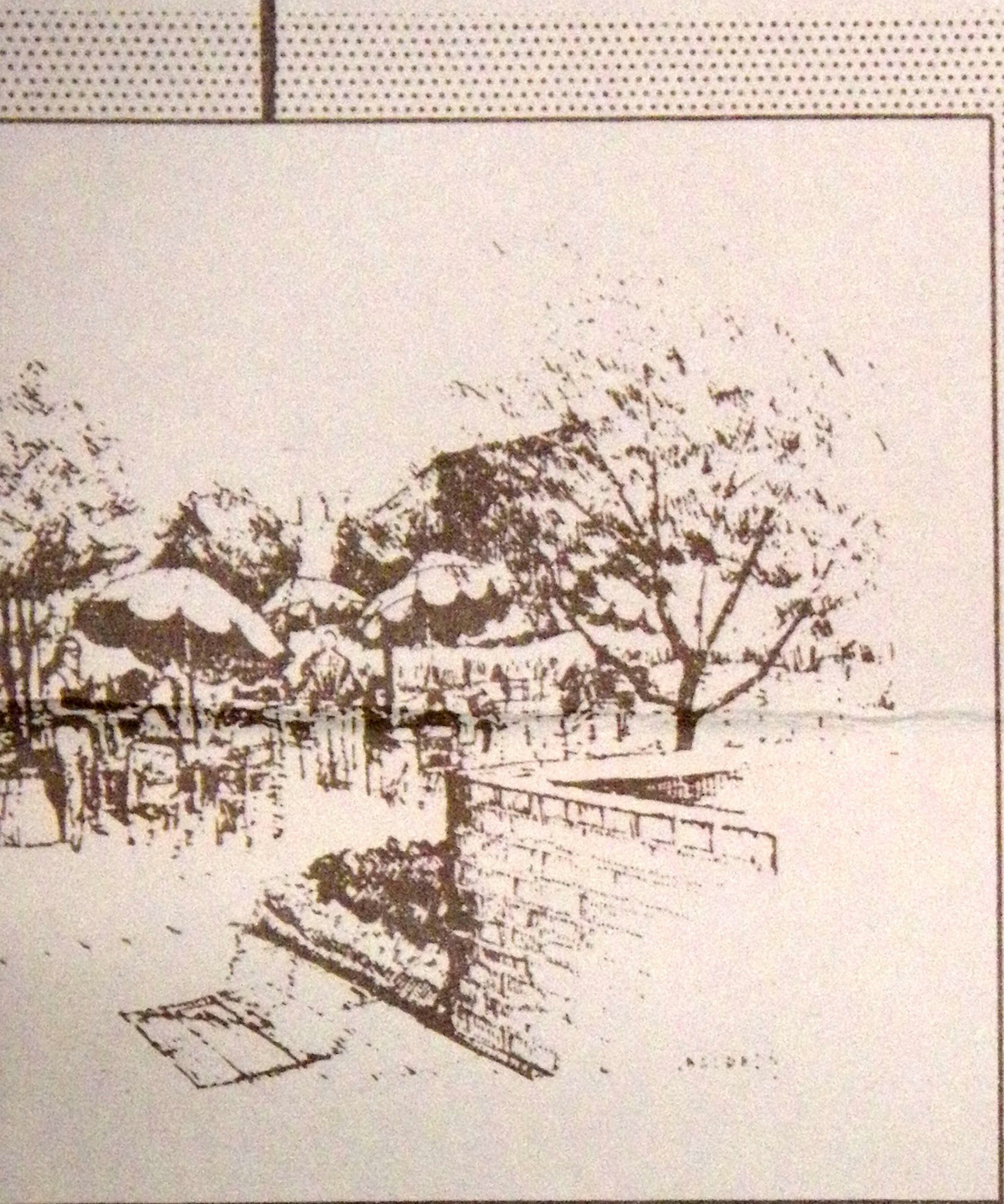
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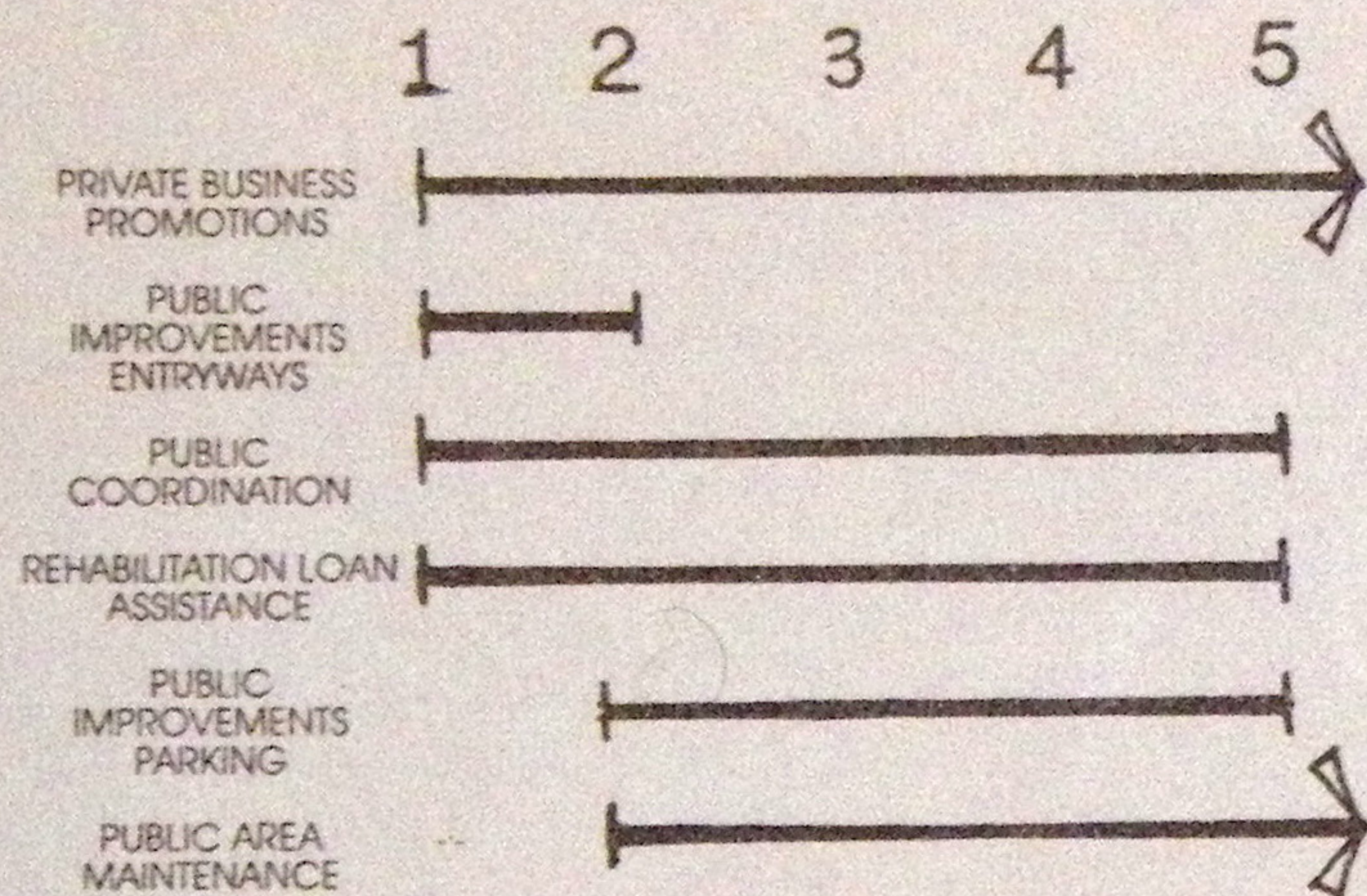
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