

Bridge Street, Phase 3

*Presented to:
Yuba City, CA*



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ACKNOWLEDGEMENTS

GRATITUDE

AREAS OF FOCUS

- ❑ *Break It Down!*
- ❑ *Commerce & Corridors*
- ❑ *Phase 3*

AREAS OF FOCUS

- ❑ ***Break It Down!***
- ❑ *Commerce & Corridors*
- ❑ *Phase 3*

UNDERSTANDING CORRIDORS

AUTHENTIC IDENTITIES

CORRIDOR IDENTITIES

- **Context**

CONTEXT

➤ Rural Road

CONTEXT

- Rural Road
- Mid-Century Corridor

CONTEXT

- Rural Road
- Mid-Century Corridor
- "Wide Load" Road

CONTEXT

- Rural Road
- Mid-Century Corridor
- "Wide Load" Road

**BRIDGE STREET HAS
ELEMENTS OF ALL THREE**

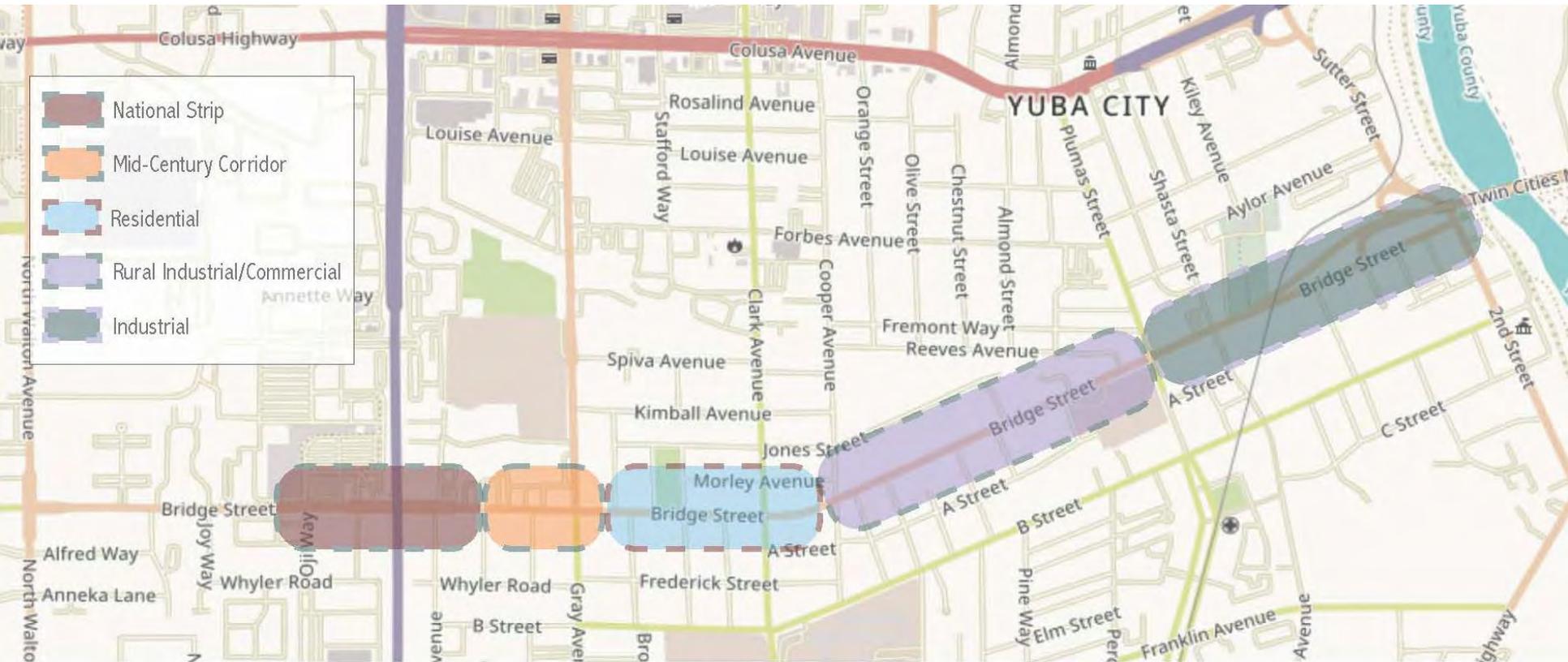
PHASE 3

- Rural Road
- Mid-Century Corridor
- "Wide Load" Road

CORRIDOR IDENTITIES

- **Context**
- **Section**

SECTIONS



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SIDE NOTE



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GATEWAY TO DOWNTOWN

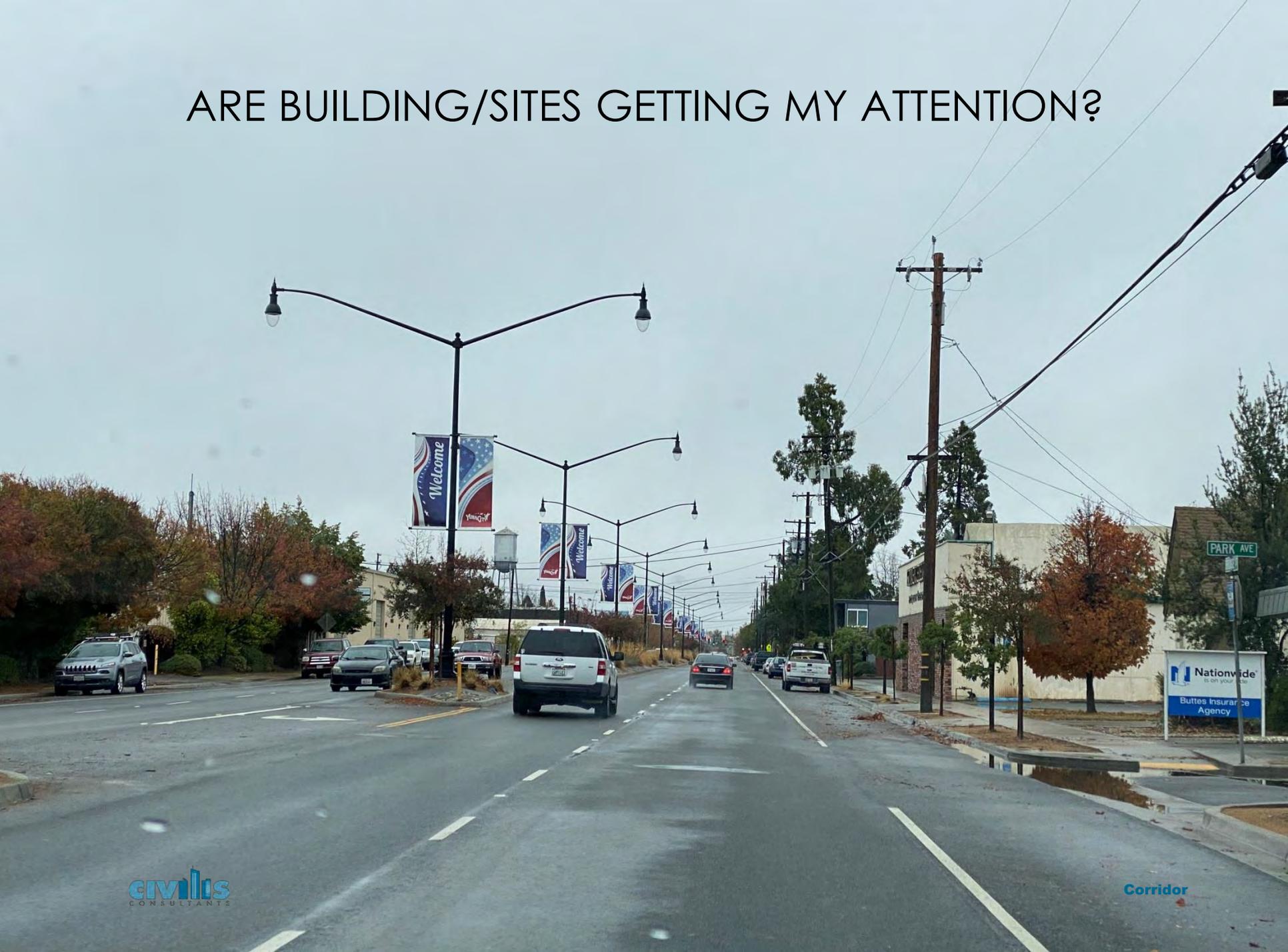


Courtesy of Google Streetview

CORRIDOR IDENTITIES

- **Context**
- **Section**
- **Site**

ARE BUILDING/SITES GETTING MY ATTENTION?



ARE BUILDING/SITES GETTING MY ATTENTION?



ARE BUILDING/SITES GETTING MY ATTENTION?



ARE BUILDING/SITES GETTING MY ATTENTION?



CITRUS HEIGHTS





CITRUS HEIGHTS



Image Courtesy of City of Citrus Heights

PORTLAND MERCADO BEFORE



PORTLAND MERCADO DURING



PORTLAND MERCADO AFTER



CORRIDOR IDENTITIES

- **Context**
- **Section**
- **Site**

AREAS OF FOCUS

Break It Down!

Commerce & Corridors

Phase 3

AREAS OF FOCUS

- Break It Down!*
- Commerce & Corridors**
- Phase 3*

COMMERCE & CORRIDORS

**ROAD
IMPACTS
THE USE**

COMMERCE & CORRIDORS

- **Wide Road/Fast Traffic**

COMMERCE & CORRIDORS

▪ **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service (Legal, Tax, etc.)**
- **Personal Service in Strip Malls (Nail, Hair, etc.)**
- **Food**

SMALL TO MEDIUM RETAIL DOES NOT WORK



I CAN'T SEE YOU!

WHAT EXPERIENCE DO YOU OFFER?

COMMERCE & CORRIDORS

- **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service**
- **Personal Service in Strip Malls**
- **Food**

**PEOPLE DON'T LIKE
LIVING ON THESE ROADS**

COMMERCE & CORRIDORS

- **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service**
- **Personal Service in Strip Malls**
- **Food**

- **Narrow Road/Slow Traffic**

COMMERCE & CORRIDORS

▪ **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service**
- **Personal Service in Strip Malls**
- **Food**

▪ **Narrow Road/Slow Traffic**

- **Fitness**
- **Personal Service**
- **Professional Service**
- **Retail**
- **Restaurant**
- **Residential**

COMMERCE & CORRIDORS

▪ **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service**
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▪ **Narrow Road/Slow Traffic**

- **Fitness**
- **Personal Service**
- **Professional Service**
- **Retail**
- **Restaurant**
- **Residential**

**INDUSTRIAL DOESN'T LIKE
NARROW ROAD!
SLOW TRAFFIC**

SINCE YOU ARE WIDENING...

- **Wide Road/Fast Traffic**
- **Narrow Road/Slow Traffic**

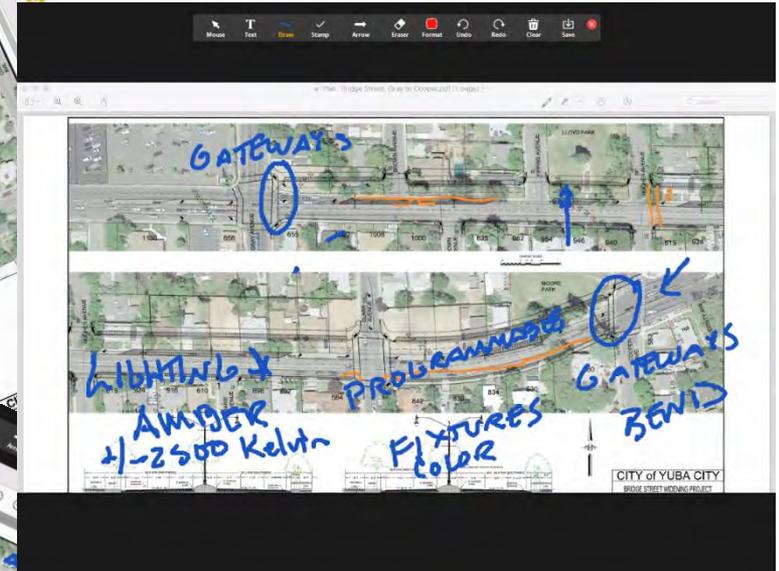
AREAS OF FOCUS

- Break It Down!*
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- Phase 3*

AREAS OF FOCUS

- Break It Down!*
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- Phase 3*

PHASE 3 CONSIDERATIONS



PHASE 3 CONSIDERATIONS

- **Don't Destroy Sleepy Residential Feel.**
- **Can You Make it Better?**
- **What Can You Do with City-Owned Properties?**

PHASE 3 CONSIDERATIONS

- Design
- Development

PHASE 3 CONSIDERATIONS

➤ **Design**

➤ Development

PHASE 3 AUTHENTIC IDENTITY

**IT'S A
RESIDENTIAL
NEIGHBORHOOD**

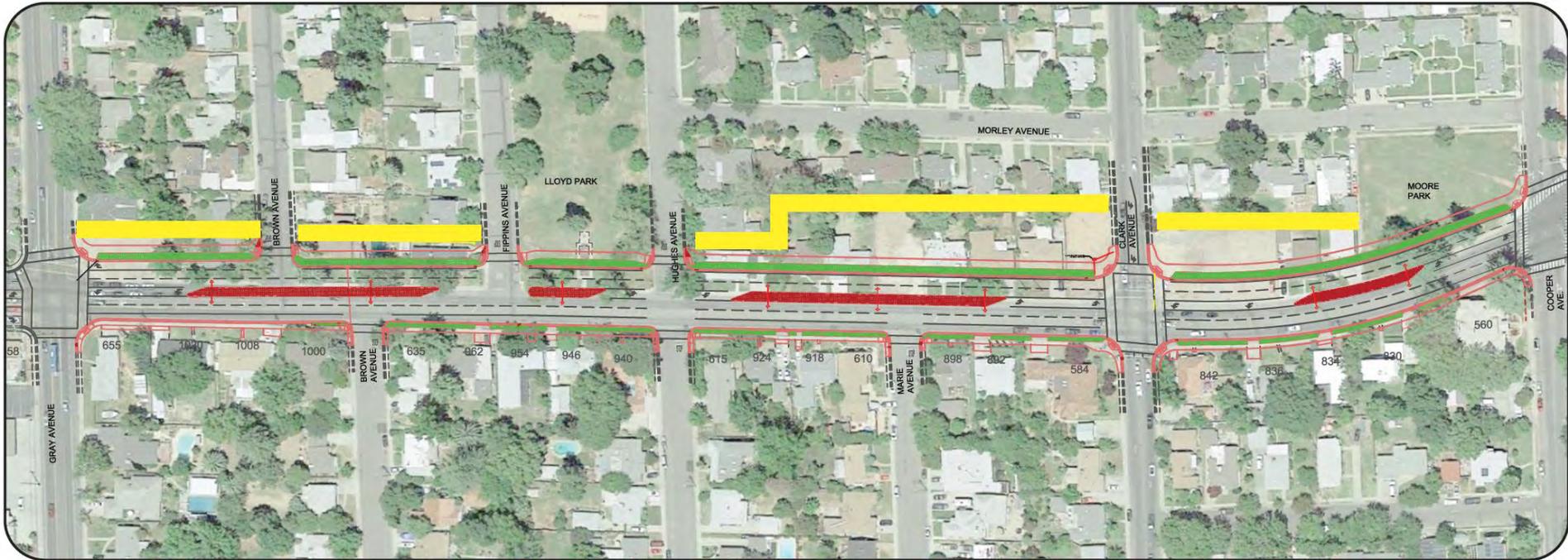
PHASE 3 CONSIDERATIONS

❖ **The Wall**

THE WALL

BASED ✓

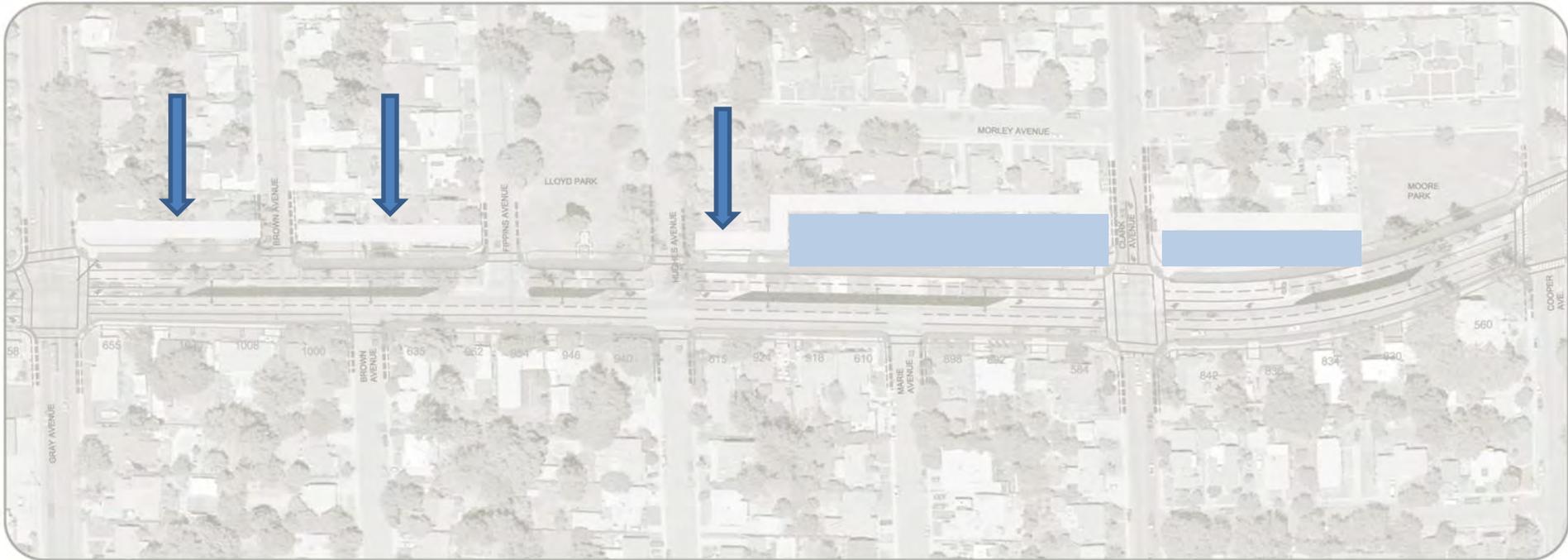
THE WALL (shown in yellow)



BLOCK WITH DEVELOPMENT



DECORATE



DECORATE



DECORATE

DECORATE



PHASE 3 CONSIDERATIONS

❖ **The Wall**

❖ **Lighting**

LIGHTING



Dyersville, IA



Broadway Bridge



LIGHTING: NEED NEIGHBORHOOD FIXTURES



LIGHTING: NEED NEIGHBORHOOD FIXTURES

LIGHTING: COLOR



Dyersville, IA



Broadway Bridge

LIGHTING: PROGRAMMABILITY



civilis
SOLUTIONS

Corridor

PHASE 3 CONSIDERATIONS

- ❖ **The Wall**
- ❖ **Lighting**
- ❖ **Lane Width**

PHASE 3 CONSIDERATIONS

- ❖ **The Wall**
- ❖ **Lighting**
- ❖ **Lane Width**
- ❖ **On-Street Parking**

PHASE 3 CONSIDERATIONS

- ❖ **The Wall**
- ❖ **Lighting**
- ❖ **Lane Width**
- ❖ **On-Street Parking**
- ❖ **Neighborhood Gateway**

NEIGHBORHOOD GATEWAY



PHASE 3 CONSIDERATIONS

➤ **Design**

➤ Development

PHASE 3 CONSIDERATIONS

➤ Design

➤ **Development**

DEVELOPMENT

- ❖ **Build Wealth**
- ❖ **Create Entrepreneurship Opportunity**
- ❖ **Offer Amenities for Neighborhood**
- ❖ **Develop Buffer Between Houses/Road**
- ❖ **Hide the Wall**

DEVELOPMENT



Legend

-  Private Residences
-  City Owned Parcels

RESIDENTIAL



Legend

-  Private Residences
-  City Owned Parcels



Cottage housing layout

Cottage housing is generally defined as a development of small, detached single-family dwelling units clustered around a central outdoor common space within a coordinated site plan. The cottage units are smaller than single-family houses and are often oriented toward the common space. While houses share amenities such as open space, gardens, a workshop, or a community building, each cottage house also has its own yard and the privacy of a roofed porch.

RESIDENTIAL EXPERIMENT



www.oregonmetro.gov

CASE STUDY

Cottage housing in the City of Wood Village

LLOYD PARK



Legend

-  Private Residences
-  City Owned Parcels

LLOYD PARK

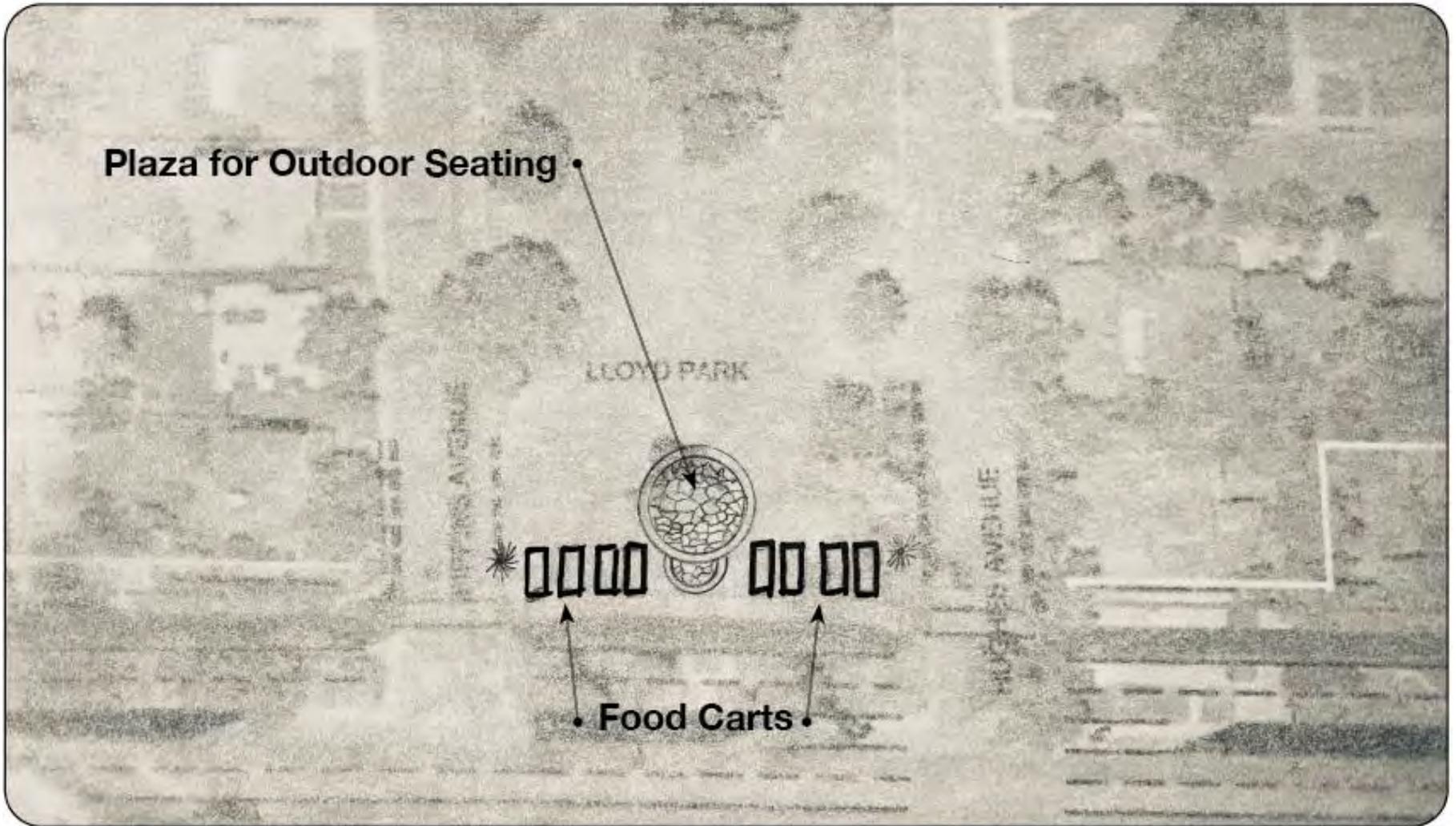
**A FOUR LANE ROAD IS
NOT A GOOD ENTRY
TO A PARK**



Legend

-  Private Residences
-  City Owned Parcels

LLOYD PARK







Hacienda

COMMUNITY DEVELOPMENT CORPORATION

PORTLAND MERCADO



PORTLAND MERCADO AFTER



LARGE LOT



PARKING LOT BEFORE



FOOD CART POD



FOOD CART POD



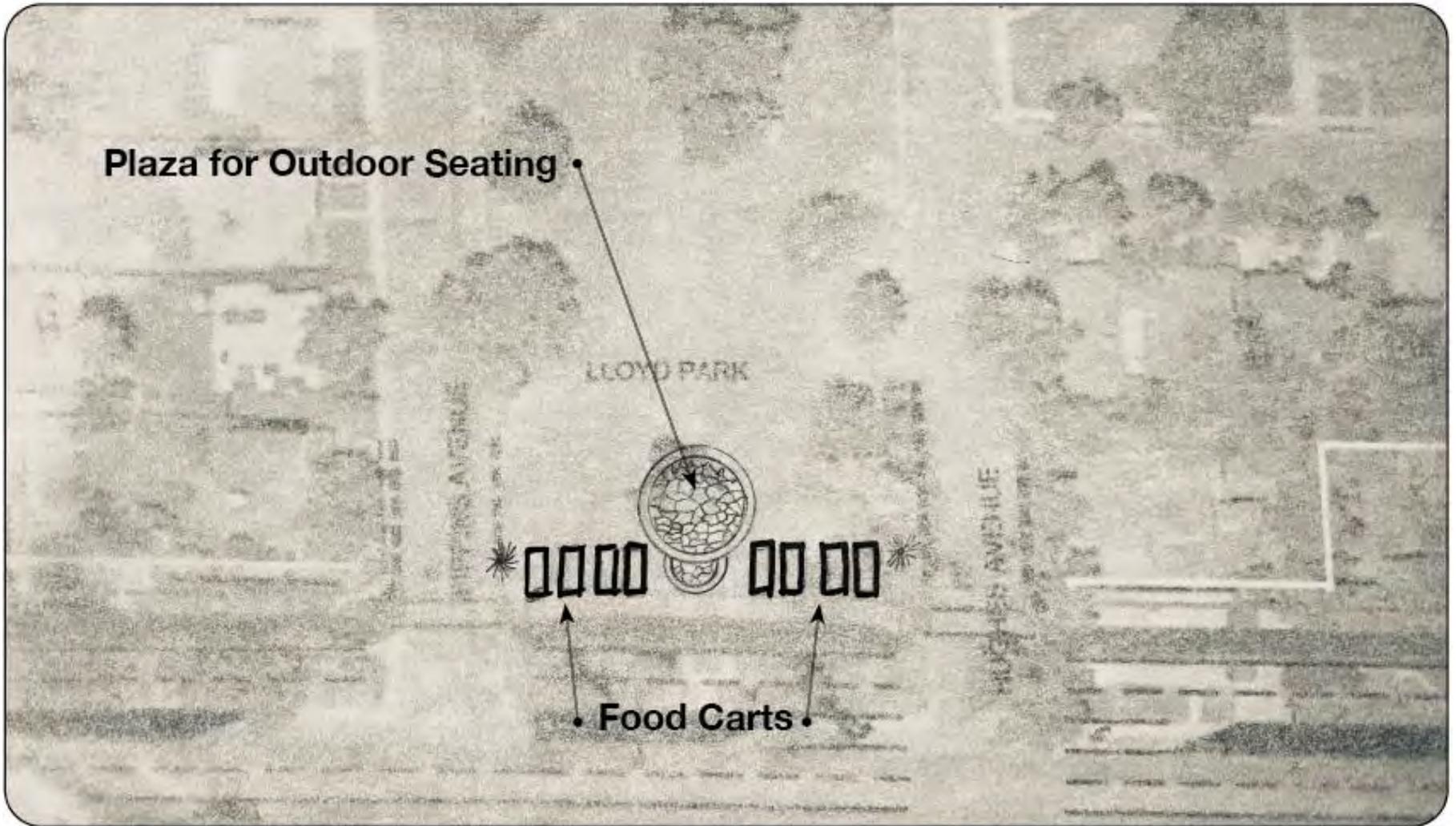
FOOD CART POD



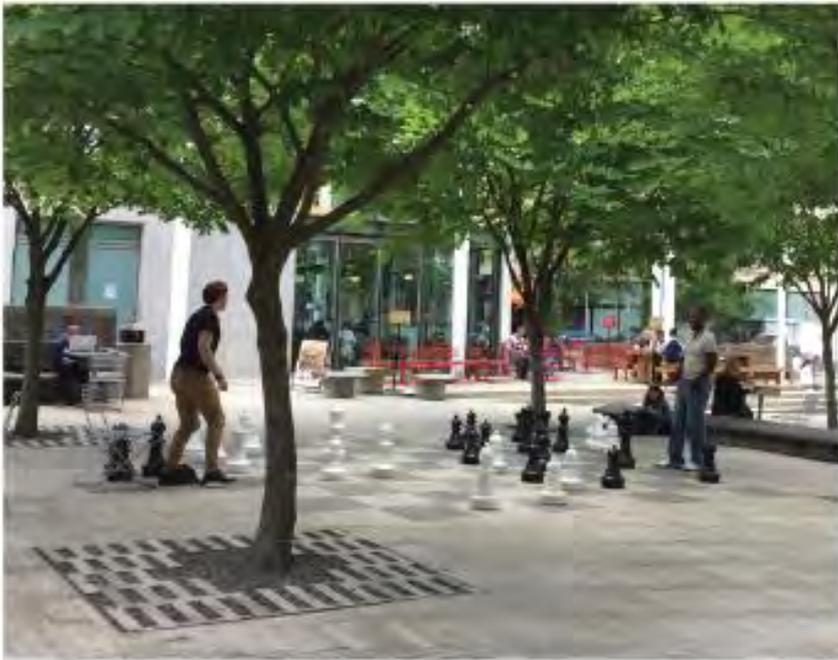
Menu

Sandwiches	Sides	Soup
Subs - 5.99 (add \$1.00 for each additional foot)	French Fries - 3.99	Tomato Soup - \$3.99 cup
Subs - 6.99 (add \$1.00 for each additional foot)	Onion Rings - 4.99	Hearty Beef Soup - \$4.99 bowl
Subs - 7.99 (add \$1.00 for each additional foot)	Mac & Cheese - 4.99	
Subs - 8.99 (add \$1.00 for each additional foot)	Spaghetti - 4.99	
Subs - 9.99 (add \$1.00 for each additional foot)	Meatballs - 4.99	
Subs - 10.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 11.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 12.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 13.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 14.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 15.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 16.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 17.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 18.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 19.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 20.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 21.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 22.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 23.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 24.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 25.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 26.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 27.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 28.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 29.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 30.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 31.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 32.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 33.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 34.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 35.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 36.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 37.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 38.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 39.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 40.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 41.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 42.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 43.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 44.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 45.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 46.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 47.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 48.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 49.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	
Subs - 50.99 (add \$1.00 for each additional foot)	Spicy Mac & Cheese - 5.99	

LLOYD PARK



OUTDOOR GAMES



Chess



Connect Four

DEVELOPMENT



Legend

-  Private Residences
-  City Owned Parcels

COMMERCE & CORRIDORS

▪ **Wide Road/Fast Traffic**

- **Industrial**
- **Professional Service**
- **Personal Service in Strip Malls**
- **Food**

▪ **Narrow Road/Slow Traffic**

- **Fitness**
- **Personal Service**
- **Professional Service**
- **Retail**
- **Restaurant**
- **Residential**

INSPIRED BY HOUSE CONVERSIONS

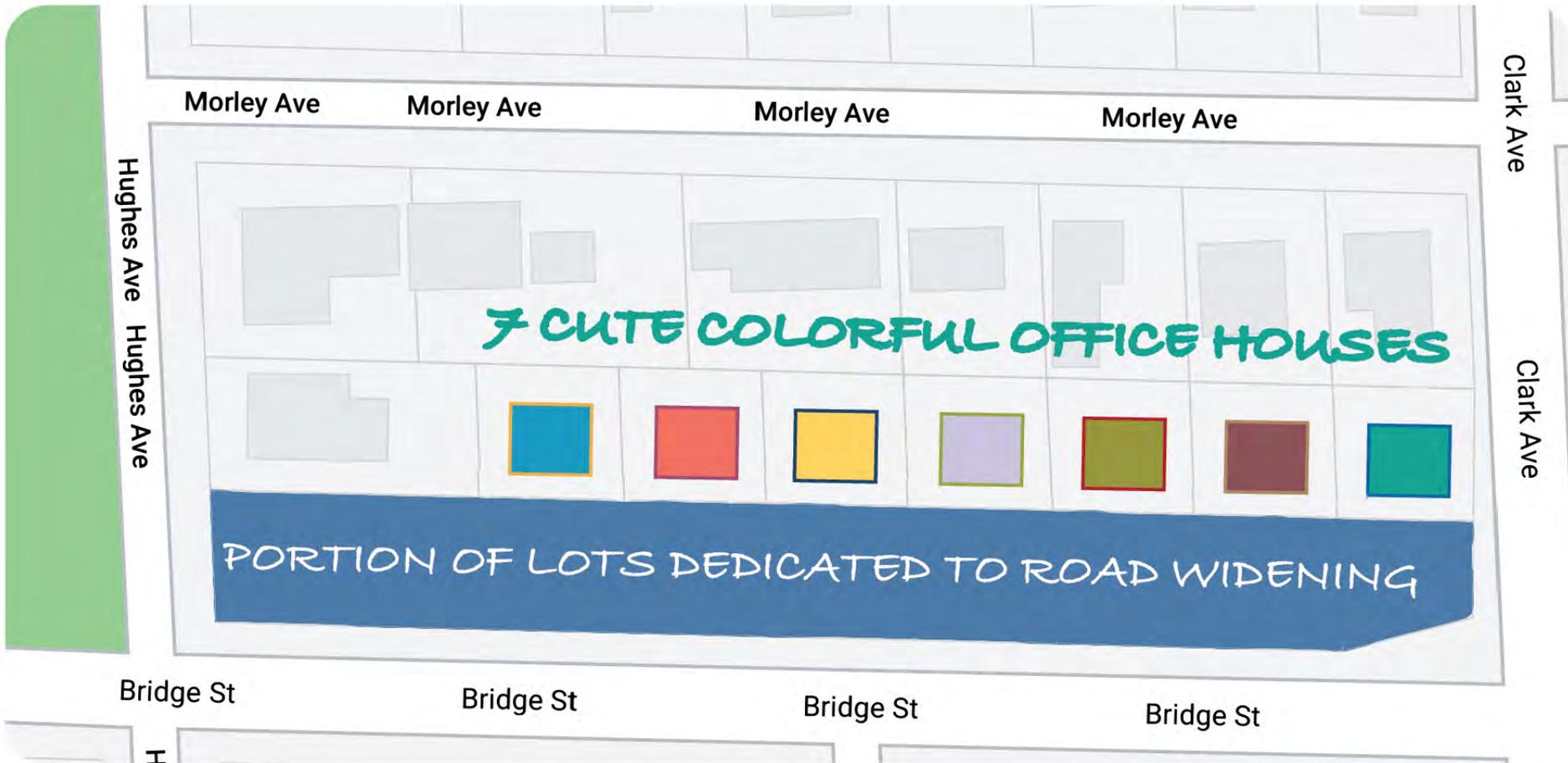


Madras, OR Office

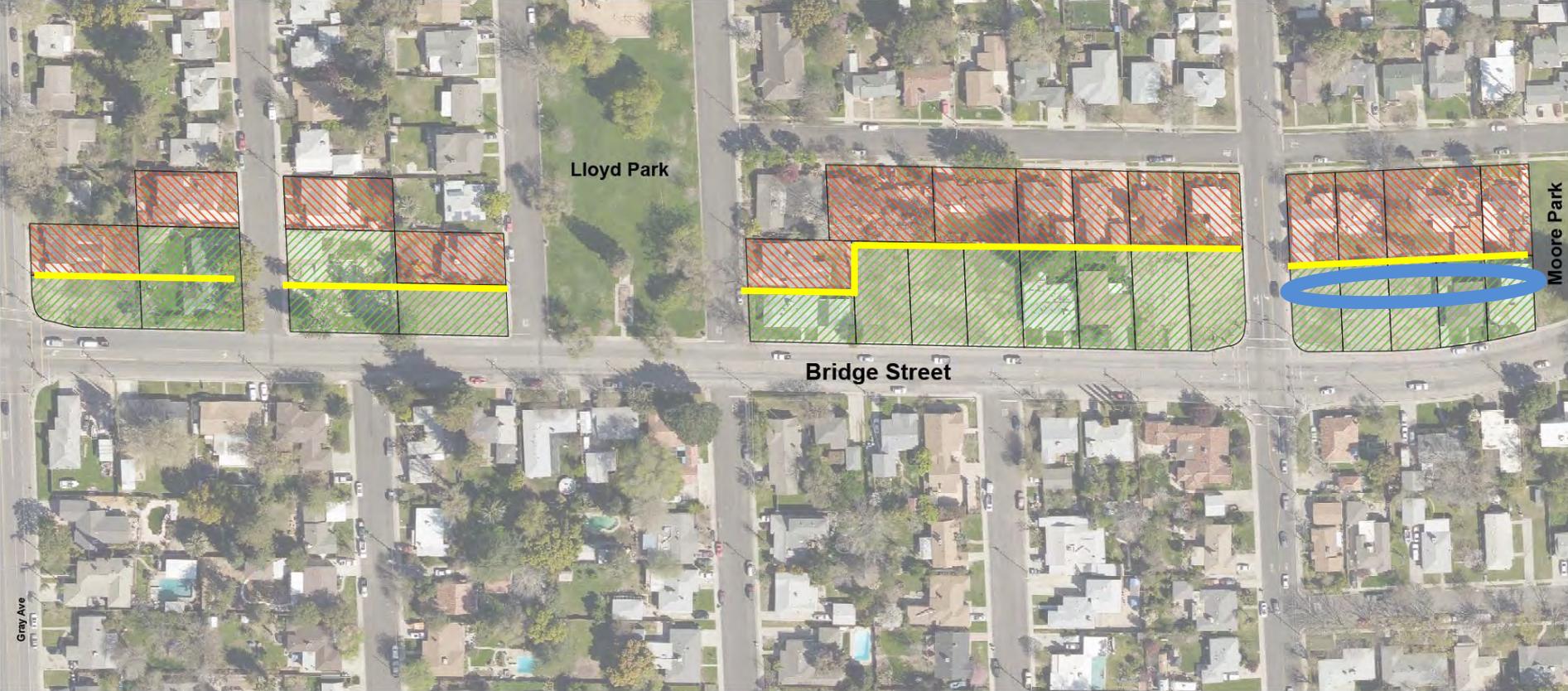


Prineville, OR Retail

INSPIRED BY HOUSE CONVERSIONS



DEVELOPMENT



Legend

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SMALL INDUSTRIAL: MAKER INCUBATORS



Glitter & Grit
SILVERSMITH.

SMALL INDUSTRIAL:
MAKER INCUBATORS

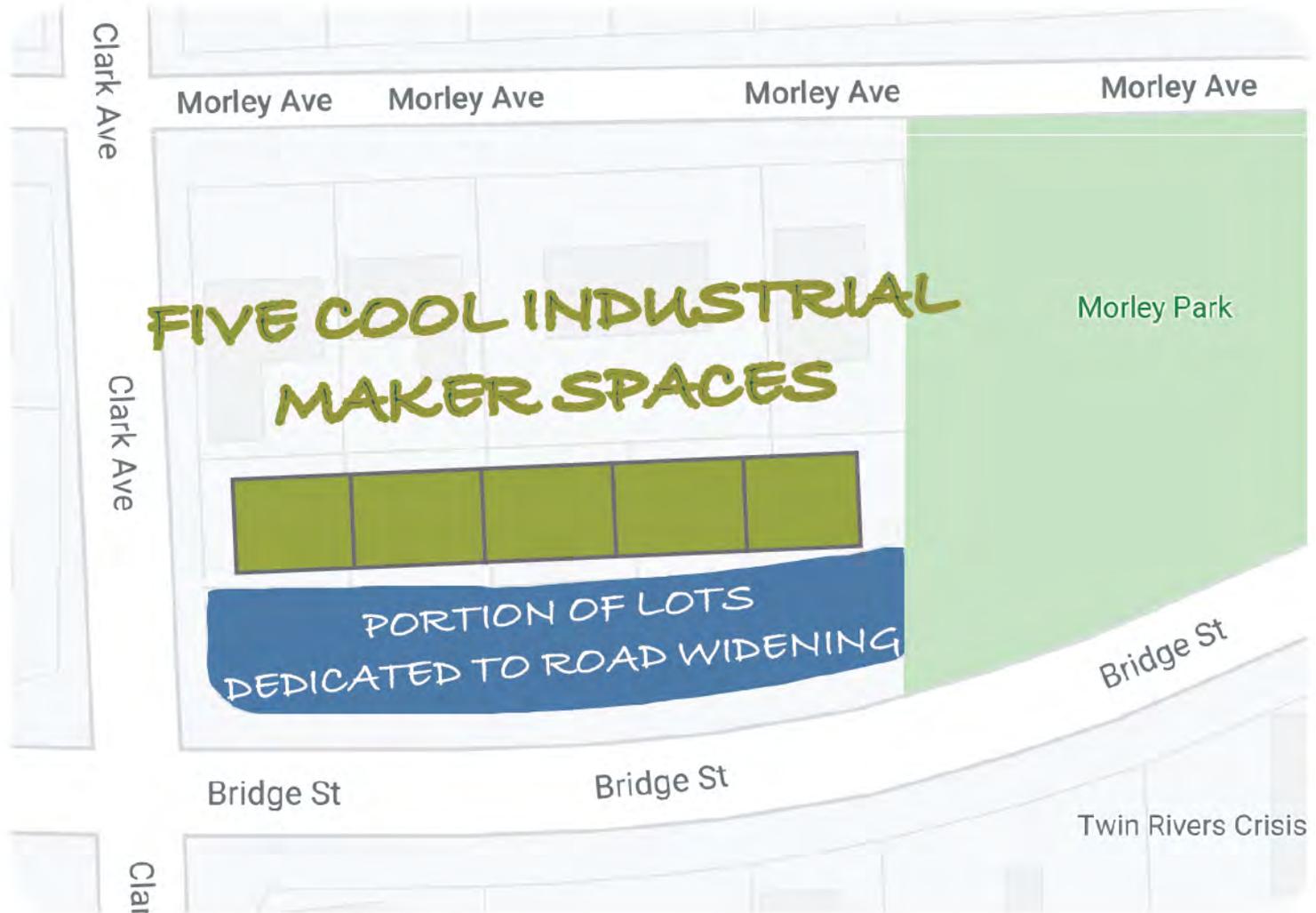
SMALL INDUSTRIAL: MAKER INCUBATORS



SMALL INDUSTRIAL: MAKER INCUBATORS



SMALL INDUSTRIAL: MAKER INCUBATORS



PHASE 3 CONSIDERATIONS

- Design
- Development

AREAS OF FOCUS

- ✓ *Break It Down!*
- ✓ *Commerce & Corridors*
- ✓ *Phase 3*

PHASE 3 BRIDGE ST

FINAL THOUGHT

Bridge Street, Phase 3

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Yuba City, CA*



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