

# SECTION 1. INTRODUCTION





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### **1.1 PURPOSE AND CONTENT OF THE SPECIFIC PLAN**

This plan evolved from the recognition that the East Street Corridor should no longer be a separate shopping and transportation area but rather a more aesthetically pleasing and economically productive part of the surrounding neighborhoods.

The mission of the East Street Corridor Specific Plan is to create a guiding framework for the development and redevelopment of the East Street Corridor. The goal of the Plan is to:

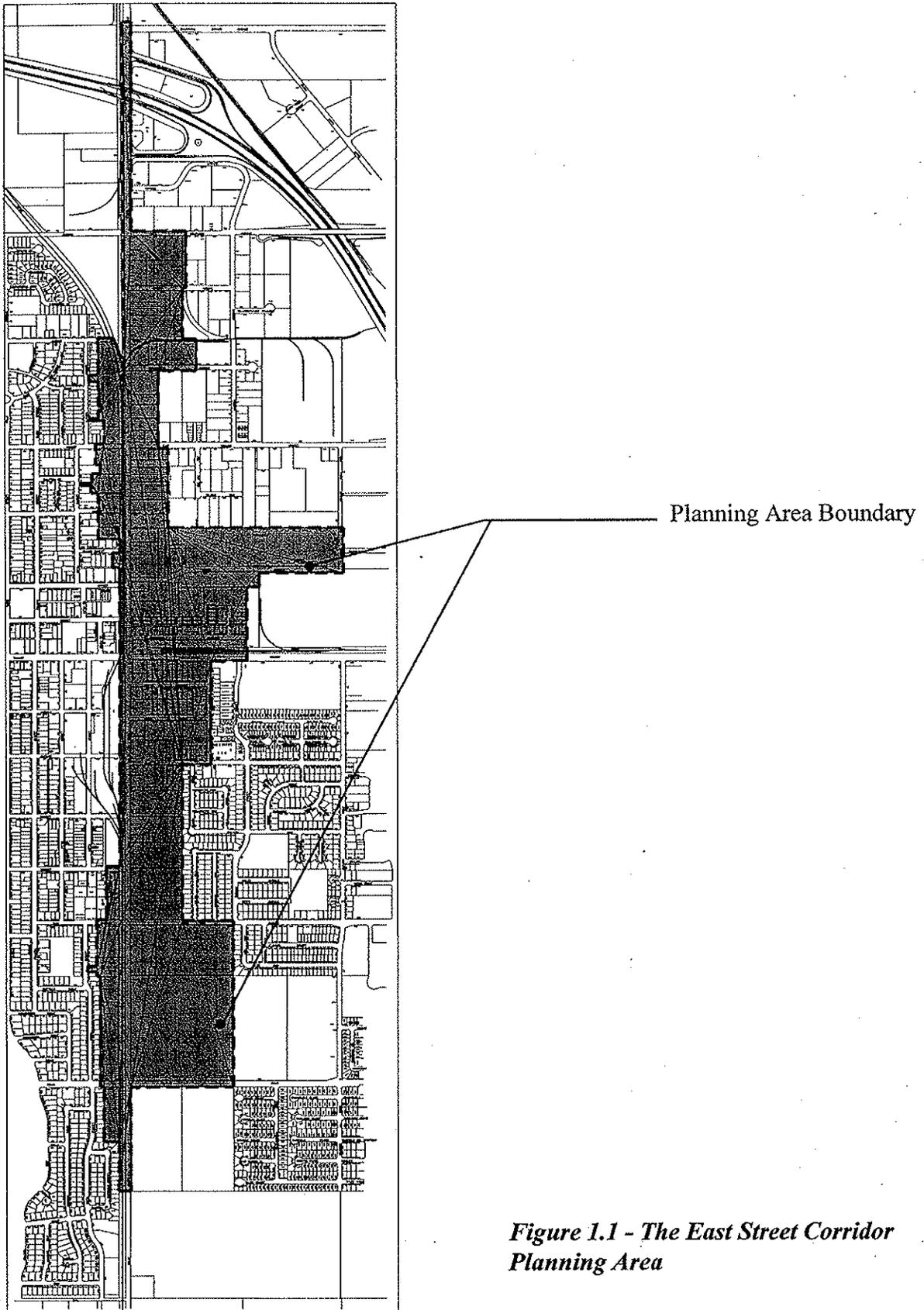
- Identify its highest and best use in order to enhance the economic base,
- Improve property values,
- Provide good housing for all residents,
- Create beautiful entryways into the community,
- Decrease crime,
- Preserve historic places, and
- Create a place of notable beauty.

The plan emphasizes the character of the area and identifies improvements and/or programmatic activities which will enhance not only the physical character, but also the quality of life and economic viability of the corridor and its residents, property owners, and business operators.

The planning area is, with few exceptions, all of those properties that front on East Street within the City Limits (See Figure 1.1 on page 1-2).

### **1.2 METHODOLOGY AND ORGANIZATION OF THE PLAN**

The City appointed Citizens Advisory Committee has met with members of the business and residential communities, conducted a half-day walking tour, met with city staff, conducted four community workshops, conducted a focused workshop with mobile home park residents, distributed and analyzed a Committee oriented questionnaire, solicited input at the Yolo County Fair, reviewed background documents, and attended 18 Committee meetings.



The results of this work has been the development of the various elements that comprise the plan. The draft plan elements are aimed at enhancing East Street Corridor as a mixed-use residential, shopping, service and community environment.

In addition to this introductory section the plan includes the following elements:

- ❑ **Land Use** - The Land Use Element guides the location and types of uses that are appropriate for the redevelopment of the corridor.
- ❑ **Circulation** - This Element discusses how people move around in the corridor on foot, bicycle, on transit and in the automobile. The element also establishes guidelines for the circulation improvements.
- ❑ **Urban Design** - The Urban Design Element provides direction on how the built environment including public improvements, private improvements and open space will be developed.
- ❑ **Historic Preservation** - This Element identifies historic resources and provides requirements for their preservation or recognition.
- ❑ **Public Facilities, Services and Infrastructure** - This Element establishes standards for the provision of City services consistent with the City's General Plan.
- ❑ **Implementation** - The Implementation Element identifies the costs and funding priorities associated with the implementation of the plan.

## 1.3. PLAN AREA SETTING

### 1.3.A. History

The 1920s saw the East Street Corridor grow in importance as the major north-south transportation route linking Woodland to other regions of the state. During this period there was increased construction of roads in Yolo County to meet to the needs of the traveling public which was having a love affair with the automobile. Though there had been automobiles in Woodland since 1900, they were not a common sight on local streets until about 1916. Prior to that cars were expensive and the roads often in poor condition. In 1916, the Yolo Causeway was completed by the state which greatly shortened the trip between Woodland and Sacramento. In 1919 Yolo County voters approved a bond issue to build more local roads and bridges which resulted in over a million dollars in improvements. In January of 1920, Highway 99 between Dunnigan and Zamora was opened, the last link in a state-paved highway that stretched from Woodland to Red Bluff. East Street carried this Highway 99W (later State Highway 99W/State Route 113) traffic though Woodland until the early 1970s when I-5 and I-505 became the new major north-south routes. The completion of the new SR

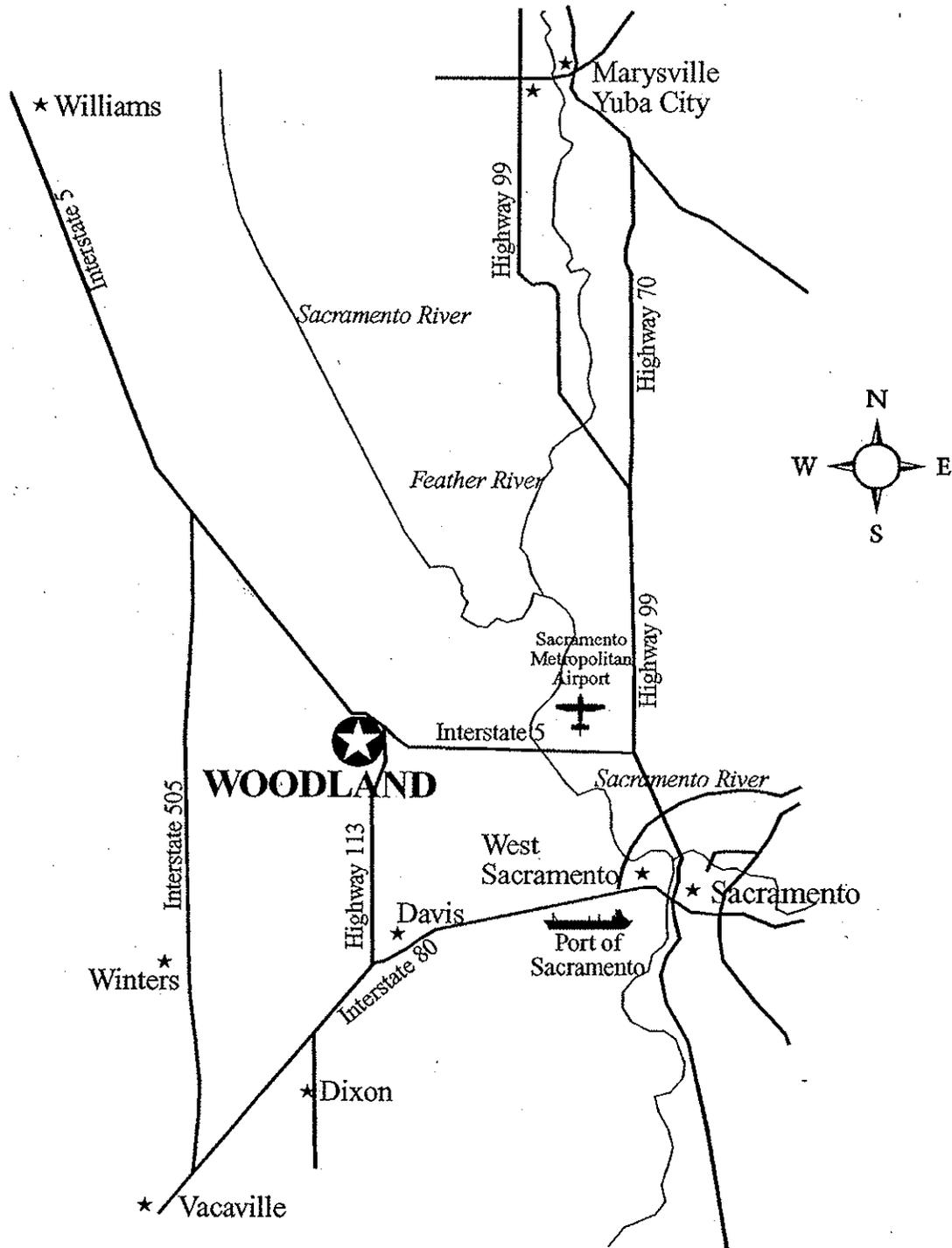


Figure 1.2 - Woodland in the Region

113 Freeway in 1990 which completed the connection between Woodland and Davis signaled the end of East Street as a regional transportation route and resulted in its becoming more of a local arterial street and link with Knights Landing to the north. The completion of County Fair Mall in 1986 helped to maintain East Street's importance as a local commercial-light industrial corridor.

The railroad first arrived in Woodland in 1869 with the tracks originally laid west of College street. In 1872 the tracks were relocated to their present day location along East Street. From this point on the East Street Corridor served the community as a highway and rail transportation corridor with both passenger and freight rail service provided. Freight needs were especially important for the many grain processors, storage warehouses and grain brokers.

During the 1920s and 1930s East Street saw a dramatic increase in retail and highway commercial uses serving the traveling public in addition to continued industrial development serving the local farmers, truckers, merchants and shopowners. 1920s motorists traveling through Woodland along East Street could spend the night at newly established motels and auto courts and campgrounds and make use of other highway oriented services such as service stations, cafes and restaurants. During the era the corridor also included lumber yards, planing mills, a small stock yard, an ice house, numerous bulk petroleum distributors, rail passenger and freight depots, trucking operators, storage warehouses and street car and concrete pipe manufacturing plants.

Woodland was the recognized grain center of Yolo County during the 1920s and the East Street Corridor played a major role in the grain business with the establishment of grain processing, storage and distribution activities some of which continues to this day. Significant grain businesses of the era were the Globe Rice Mill and Brown and Collins Grain. The 1920s saw a significant shift into rice growing and with it the establishment of rice drying, milling, storage and distribution facilities within the corridor. In 1906, Yolo farmers planted 150,000 acres of barley and 80,000 acres of wheat. In 1915, rice was first planted as an experiment and four years later there were 30,000 acres of rice in Yolo County. Even more successful than rice were tomatoes, also introduced on a commercial basis in Yolo County during the 1920s

During the 1930s the Community saw the coming of the Matmor Cannery (now Del Monte Corporation), Spreckles Sugar, the first commercial rice drying facility in the state (built by Kenneth Brown) and Marvin Landplane manufacturing rice field leveling equipment, all of which added much needed jobs to the community and to the importance of the East Street Corridor as a mover of goods and provider of services.

The 1940s saw a continuation of industrial and commercial development within the corridor including the establishment of Hays Trucking Business (at one time one of the largest agricultural carriers in the state), farm equipment sales and Tafoya's Market.

### 1.3.B. Major Planning Issues

The following are major planning issues that have influenced the planning effort for the East Street Corridor:

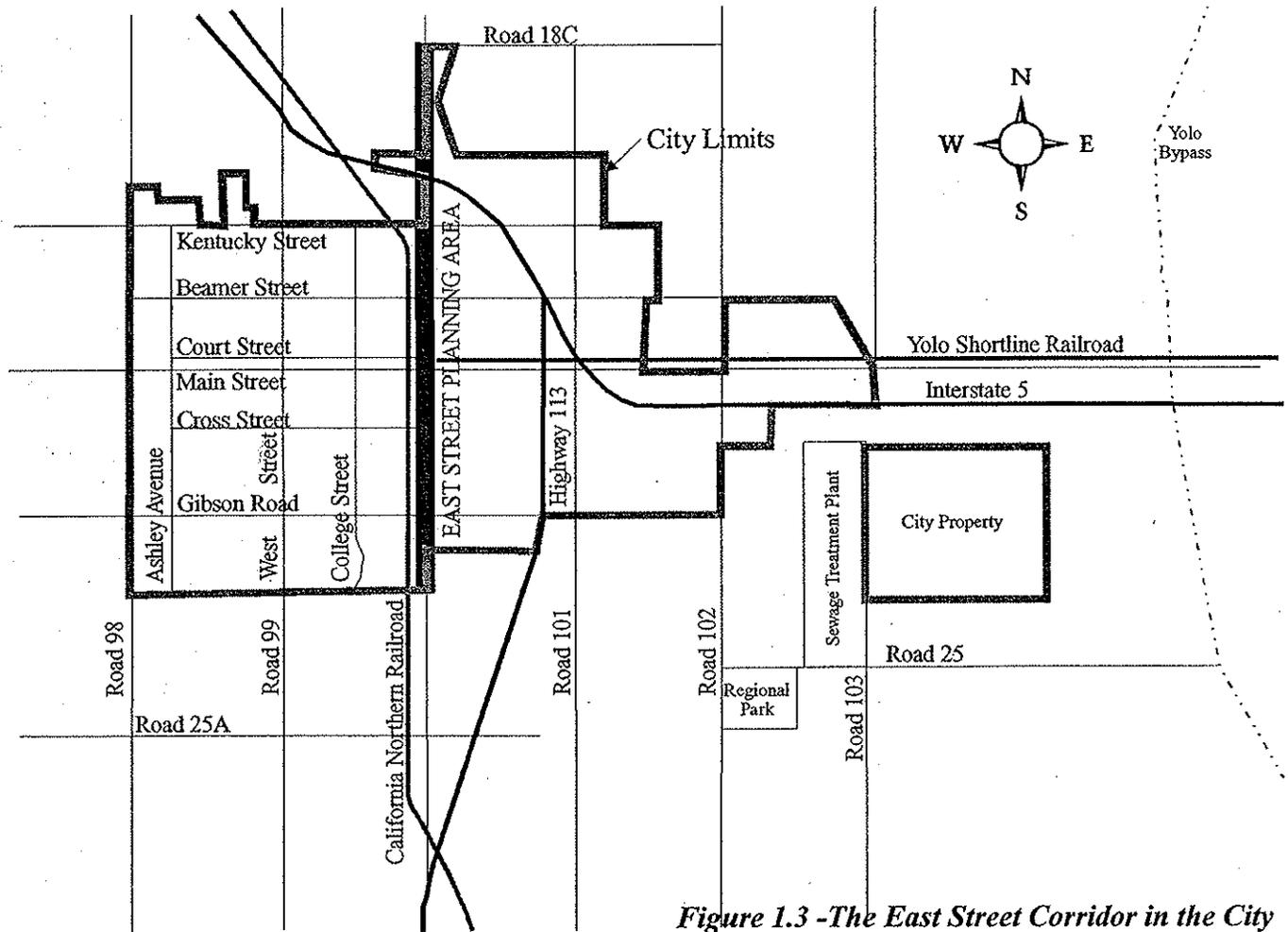


Figure 1.3 -The East Street Corridor in the City

- The plan area includes a wide variety of divergent land uses - distinct residential neighborhoods, an adjacent contemporary shopping center, light industrial, agricultural processing, warehousing, strip commercial and the Yolo County Fair Grounds.
- The plan area is adjacent to the downtown area, the seat of city and county government.
- The corridor is serviced by two rail lines (California Northern and Yolo Short Line) which have potential for transit, cargo, and recreation.

- ❑ The Railroad right-of-way, streetscape details, new open space, and private development can all support the transformation of East Street into an environment that is an asset to the community.
- ❑ East Street (formerly Highway 113) is a major entrance into the community. The Main and East Street intersection is also a major entrance into the historic core of Woodland.
- ❑ East Street is both a north-south Corridor and a potential link between neighborhoods, functions, and places to the East and West of it. It could become a bridge that enhances the neighborhoods surrounding it instead of a barrier that separates them.
- ❑ The Intersection of East Street and Main Street can provide an anchor or termination for the Downtown Retail District. Contemporary large-scale retail can be designed to be compatible with the existing downtown historic district.
- ❑ Compact growth and in-fill policies in the City of Woodland help to support the successful revitalization of the East Street Corridor.
- ❑ The Alice, Oak, and Gum Street area will require special attention because of the possible existence of toxics, historic resources, undesirable uses, and substandard mobile home parks and motels.
- ❑ The Armfield Neighborhood will also require special attention because of the potential existence of toxics, historic resources, residential units in need of substantial rehabilitation, and automobile repair facilities mixed into the predominately residential area.
- ❑ The mobile homes and other housing types are important affordable housing resources. The plan must enhance access to affordable housing while addressing social, visual, transportation, and economic goals for the community.
- ❑ The need to retain the unique urban design character of the corridor while removing blight in the area.

## **1.4 THE VISION**

The "Vision" describes what could happen along the East Street Corridor if the East Street Corridor Specific Plan is embraced and aggressively implemented. The "Vision" provides a snapshot of two time frames: the first five years and after 15 to 20 years.

### **SHORT TERM (3 TO 5 YEARS)**

#### **Armfield Street:**

- 10-foot high Italian Cypress trees define the street.
- The Woodland Historical Commission's painstaking restoration of the SP station is complete.
- The Armfield Street centerpiece is drawing new businesses and visitors every day.
- Yolo Short Line excursions are popular, and the station houses a new sandwich shop and railroad-oriented boutique to cater to the riders.
- Two national-chain, family oriented restaurants have committed to opening up on Armfield Street.
- The art deco style, historic gas station at Armfield and East Streets is now a popular coffee house.

#### **East and Main Streets:**

- City crews have wrapped up improvements to the East and Main intersection, undergrounding and bike trail projects.
- Landscape improvements along the corridor are being designed and are scheduled for construction within a year.

#### **Housing:**

- The Woodland Mobile Home Park Cooperative, recently established and the owners of the Woodland and Dana Mobile Home Parks, is working closely with city staff to upgrade the parks.
- The old City corporation yard is now filled with homeowners, realizing the American Dream with their families in a new neighborhood.
- The City's Housing Rehabilitation and Commercial Revitalization Program is up and running, with four homes in Sprague's Subdivision undergoing a needed facelift.

## Revitalization:

- The California Northern has relocated its yard facilities, opening up the land to use as new residential enclaves in the downtown area.

## LONG TERM (15 TO 20 YEARS)

### Armfield Street:

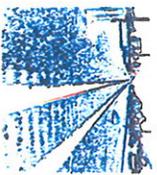
- The Italian cypress are reaching for the sky, stretching their branches to heights of 20 to 30 feet.
- Armfield Station is a local hotspot, home to several popular restaurants and retail stores.
- The synergistic relationship between the station and the Armfield Street corridor, has sparked a boom in office-residential projects and an after-five life that fills parks and outdoor cafes.
- On most nights live music fills the corridor, as local talents ply their trade at the busy restaurants.
- Artists, many of them working out of the 15-unit live-work project at the former County Prison Farm, exhibit and sell their wares along the bustling corridor.
- The new North Valley Regional Transportation Authority has announced plans for a multi-modal transit stop to service the busy Armfield Station.

## Revitalization:

- The north end of the corridor continues to provide a home for Woodland's smaller industrial users, while the south end is being converted to upscale retailing.
- The retail centers are being designed to intertwine with the adjacent residential uses.
- Conversion of the Woodland Mobile Home Park is complete, with new landscaping and coach homes turning the former eyesore into a park-like, affordable neighborhood.
- As properties have been improved so have the adjacent streetscapes, and East Street is taking on the feel of a true pedestrian friendly neighborhood. Residents are seen taking walks alone or in groups and it is common for stroll the corridor with their family pets or children, while they window shop and breathe in the fresh Woodland air.



# EAST STREET CORRIDOR SPECIFIC PLAN



City of Woodland  
Yolo County  
California

Land Use and  
Development Options

Revised: 6/12/98

- Entrance Structures to the City or Downtown.
- Entrance Structures at East and Main composed of an agricultural design (wind mill, elevated tank house, etc) or railroad design (water tank, hand car, etc..)with signage.
- North and South Entrance Structures composed of a cluster of Columnar Trees (Poplar, Palm, etc.) with signage.

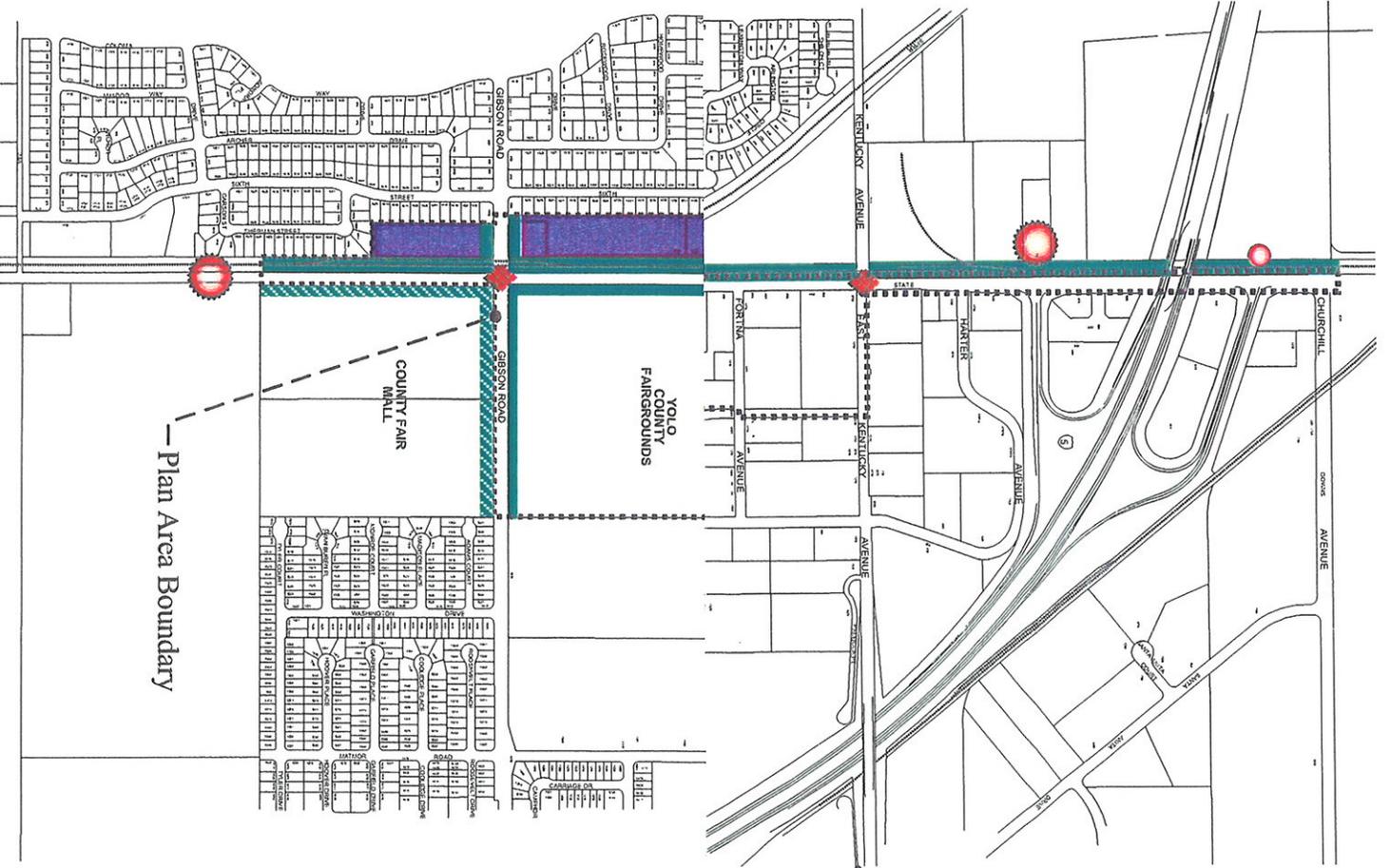
### Minor Entrance Elements

- Entrance signage at freeway off ramps.
- Drought tolerant shrubs and perennials.

### Enhance Pedestrian Crossing

- Pedestrian activated signals.
- Enlarged waiting areas at corners.
- Alternative materials used for cross walk and corners.
- Landscaped areas.

### Existing Uses to Remain



— Plan Area Boundary

