

# The North Area Specific Plan and Revitalization Manual and East 14th Street & MacArthur Boulevard Improvements

San Leandro, CA



Within the North Area of San Leandro, disinvestment on four north-south arterials crossing through well-kept neighborhoods had created a perception of decay. Implementation of recommended policies and capital improvements led to improved corridor appearance, increased renovation and upkeep, and new investment in housing and commercial development.

## BEFORE

- Continuous commercial zoning along the 3/4 mile lengths of San Leandro Blvd., East 14th St., Bancroft Ave., and MacArthur Blvd. in the North Area had resulted in low rents and disinvestment, and weakened the value of neighborhood homes
- The arterials had little or no streetscape character



East 14th Street was a barren commercial strip

## ASSIGNMENT

- Transition strip corridors towards a more desirable "Grand Boulevard" character
- Focus value and investment activity by restructuring the corridors into district segments of retail and service clusters, transition, residential enhancement, and residential preservation
- Identify targeted capital improvements of tree planting and gateway landmarks along two of the four corridors to create highly visible change and district identity with minimal investment
- Provide clear and well-illustrated design standards and guidelines

## OUTCOMES

### Specific Plan adopted 1991

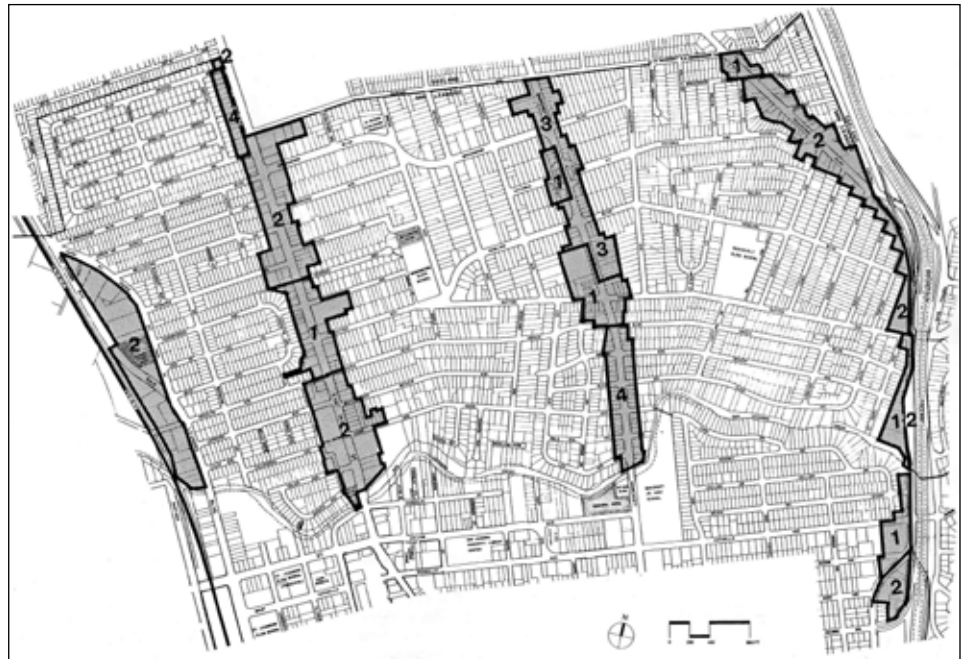
- East 14th Street & MacArthur Boulevard gateway landmarks and tree plantings were implemented in 1992
- Gateway features helped distinguish San Leandro identity along long corridors. Tree plantings grew rapidly to provide substantial greenery and shade. Design guidelines shaped new investment in multi-unit senior housing developments to match the corridor environment.

**CLIENT:** City of San Leandro

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



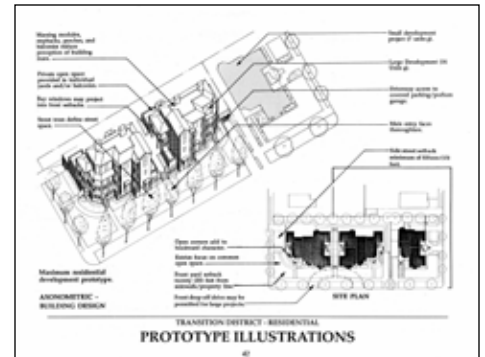
Recommended landmark gateway and new trees shaped a "Grand Boulevard" environment for East 14th Street



The four 3/4 mile corridors were restructured to cluster retail and introduce corridor housing.



New multi-unit senior housing shaped to match the "Grand Boulevard" environment.



Development prototype and guidelines for multi-family housing on the corridor