## FOCUS AREA: MIRACLE MILE

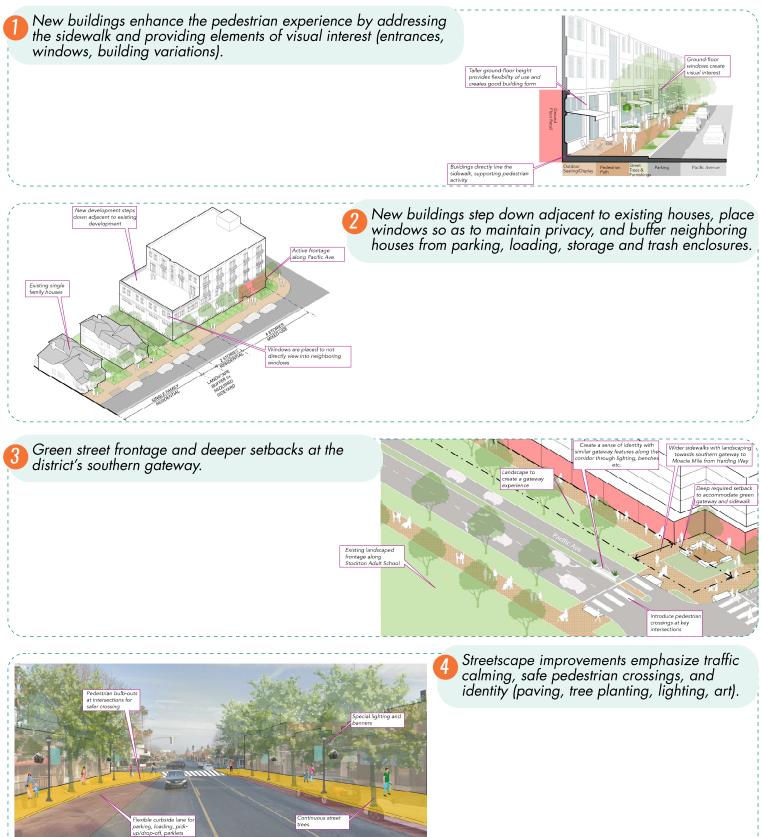
### COMMUNITY VISION

Does this capture your vision? Please place a Miracle Mile is a vibrant corridor with thriving small businesses dot on the line below. and outdoor seating. There is a mix of existing storefronts and new YES! This is my vision NO! I see it differently buildings with ground-level retail and housing above. Pacific Avenue is safe and attractive for pedestrians, and goes through the heart of What words are missing? a walkable neighborhood. **ISSUES & OPPORTUNITIES** Alpine Ave Strip commercial development Ensure transition in scale creates potential development between potential future oportunities development and existing , houses Active, sidewalk-facing retail enhances pedestrian experience El Dorado St Center St Walkable urban fabric with Auto-oriented uses disrupt the connective street grid pedestrian fabric General Plan 2040: Commerical Miracle Mile Vacant Empire Theatre Stockton and other vacant Adult torefronts detract fro the district's energy School 쑸 Auto-oriented user El Dorado Active ground floor uses Elementary Potential for ground floor ac ..... evelopme School Key intersections Landmarks Sidewalk-facing retail and cafe seating create an active pedestrian experience along Pacific Avenue. One- and two-story buildings that face the sidewalk are typical along Miracle Mile. Auto-oriented uses currently provide a poor gateway to the corridor from downtown, The old Empire Theatre and adjacent storefronts are curre vacant and in need of revitalization Way What key conditions are we missing? **Existing Zoning** Walnut St. Alder St. El Dorado St. Idocino Ave iposa Ave. St. vrcade St. Noble St. Ellis St. Sonoma Ave. Alpine Ave. Monterey Arcade S **V** Central Ave Bedford Rd Regent St. Regent St. Central

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#### **DESIGN CONSIDERATIONS AND APPROACHES**

### For each of the ideas below, please let us know if you like it (a green dot) or if you don't (a red one). Share your thoughts by writing notes on the board.



#### Focus Area: Miracle Mile

Participants were asked to comment on the vision for the area, as well as existing key conditions. Participants highlighted the need for traffic calming, bicycle parking, and rezoning of particular locations.

Four design ideas for the area were presented. The ideas and comments, if any, are listed below.

1. New buildings enhance the pedestrian experience by addressing the sidewalk and providing elements of visual interest (entrances, windows, building variations).

- Like restaurants as well as shops
- There needs to be a match between shops and restaurants
- Like outdoor dining and/or indoor dining that can be seen from the outside/looks inviting

2. New buildings step down adjacent to existing houses, place windows so as to maintain privacy, and buffer neighboring houses from parking, loading, storage and trash enclosures.

3. Green street frontage and deeper setbacks at the district's southern gateway

4. Streetscape improvements emphasize traffic calming, safe pedestrian crossings, and identity (paving, tree planting, lighting, art).

- Need to reduce speed and improve pedestrian safety on Pacific Ave
- Trees cover the names of shops. They block signage
- Signs should look nicer
- Parking lots off the street or on side streets are confusing, they seem to be oriented in the wrong direction and they need better signage

