

# ANALYSIS & BUDGET

This section contains an extensive retail analysis along with some suggestions and observations of the streetscape median and gateway monuments. Of the 36 commercial areas / projects that we analyzed, we chose 5 projects with the highest potential for a rejuvenating effect with limited dollars. Rejuvenation potential is the ability of a renovation to uplift not only the center selected, but its surroundings as well. This was decided by applying a holistic lens to the surrounding neighborhoods by evaluating the overall quality and condition of businesses nearby the selected project.

If a center is surrounded by other areas that also need improvement, its solo renovation will do very little to bring up the overall area. However, if a single area / project is surrounded by projects or neighborhoods in better condition, the renovation will have a rejuvenating effect not only upon itself, but will elevate the surrounding areas and businesses as well.

Our analysis of the streetscape median treatment suggests a more updated, consistent composition in order to reinforce the identity of Contra Costa Blvd.

The gateway monuments, currently pagodas, should be modified so that they are closer in character to other new gateway signs / banners being proposed.

Please see the following pages for details.

## Existing Conditions:

Very Good



Good



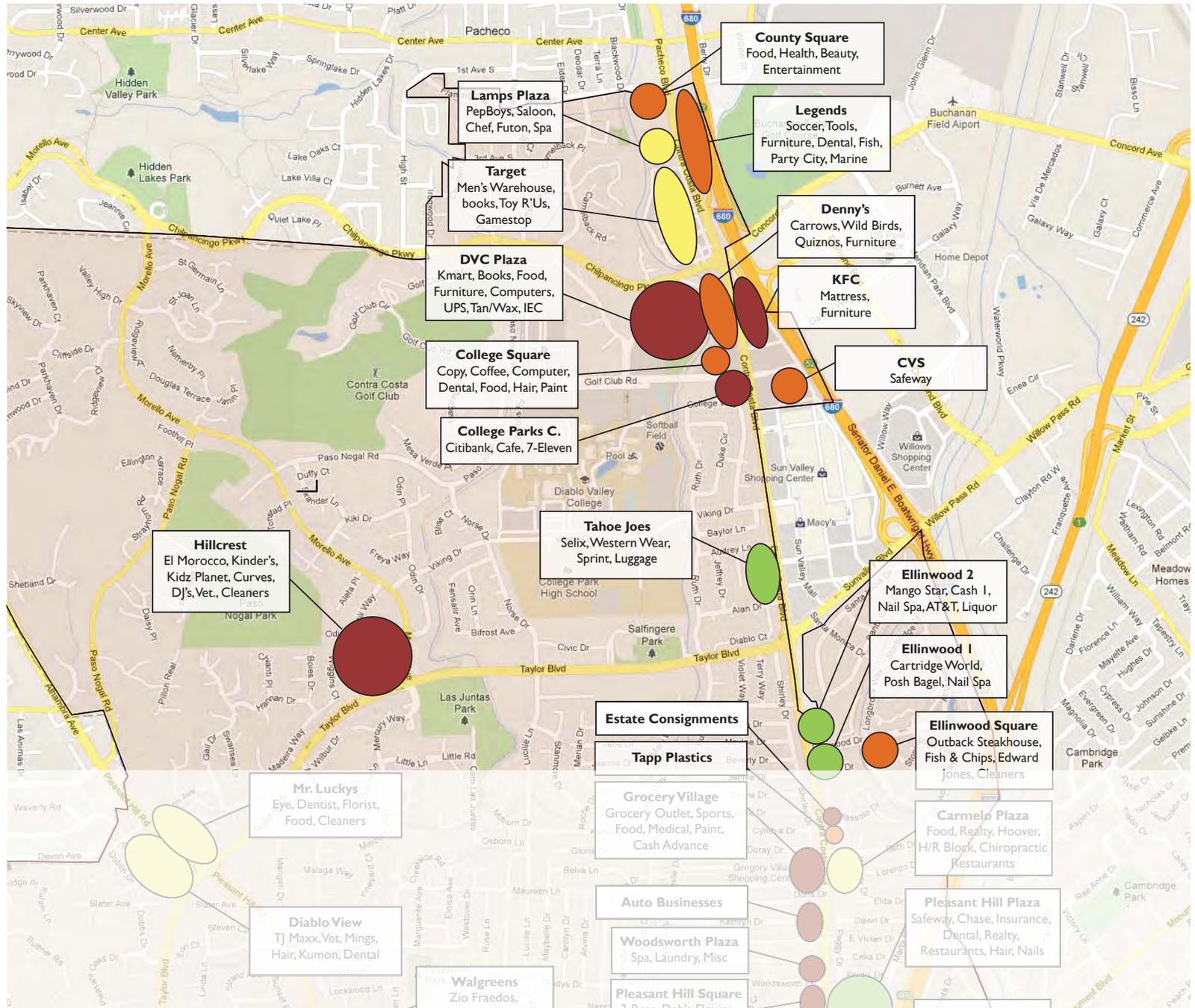
Fair



Poor

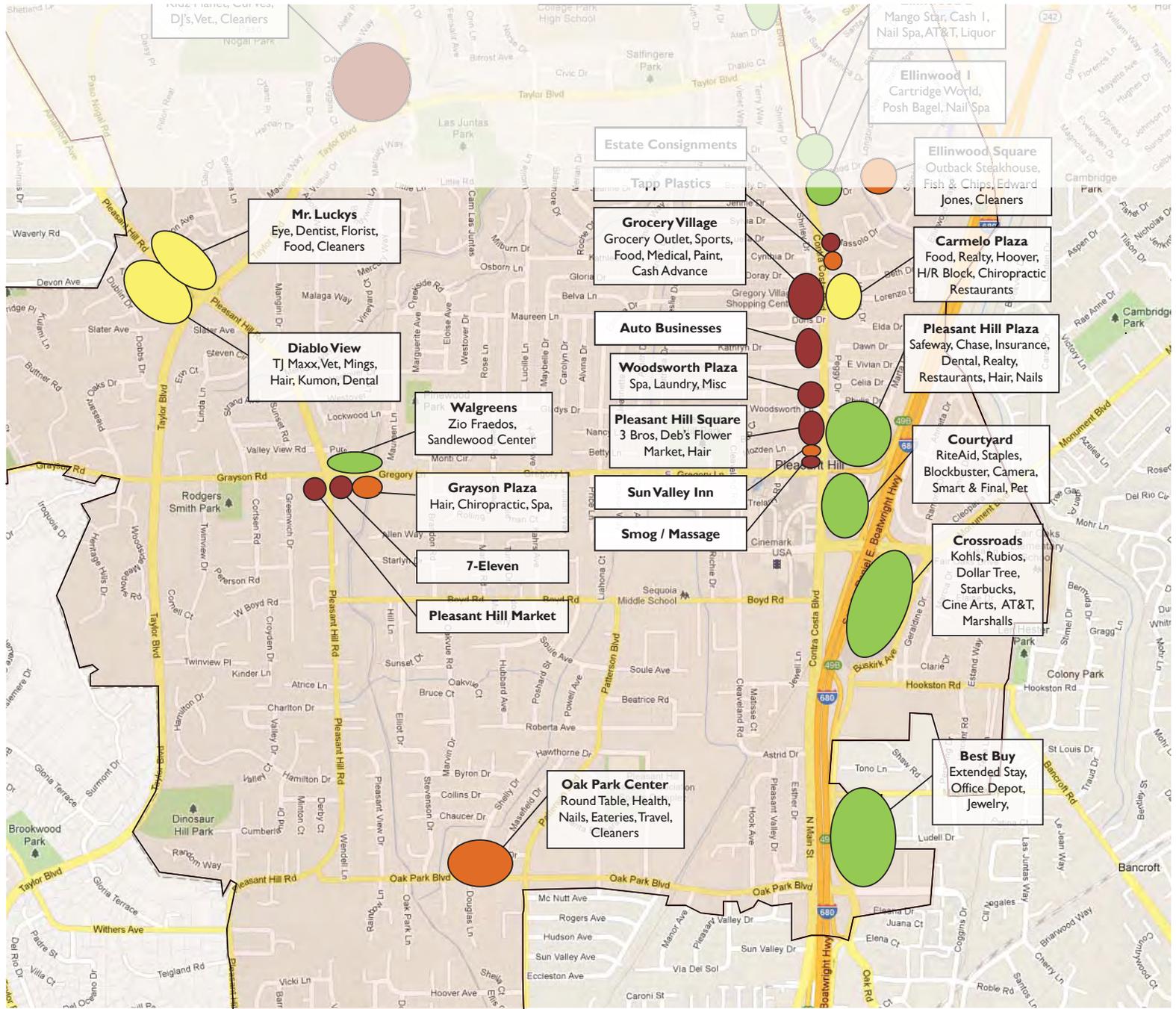


We surveyed the retail hubs in Pleasant Hill and placed them in 4 overall categories based on their existing condition.



## Existing Conditions:

- Very Good
- Good
- Fair
- Poor



## Potential Conditions:

Very Good



Good



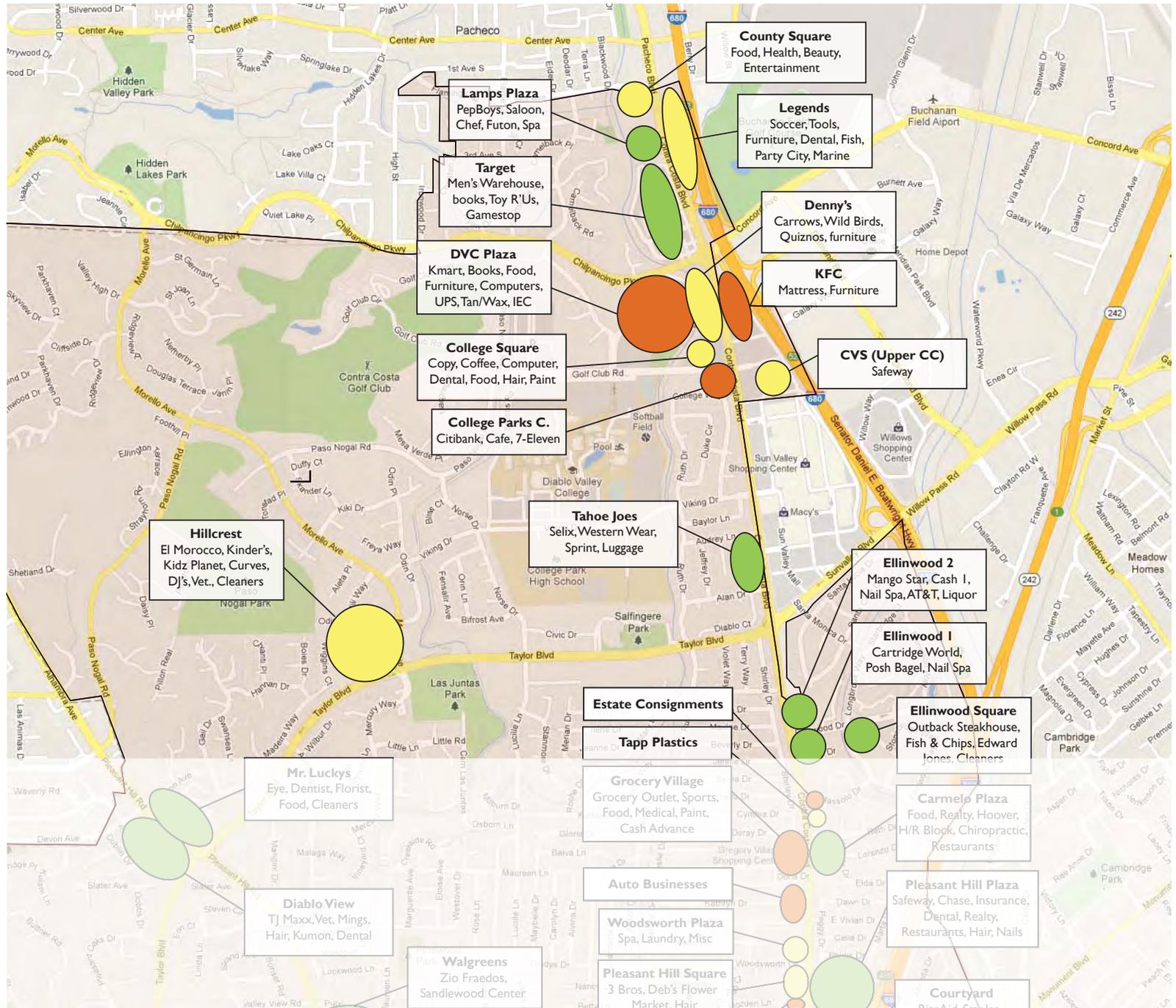
Fair



Poor

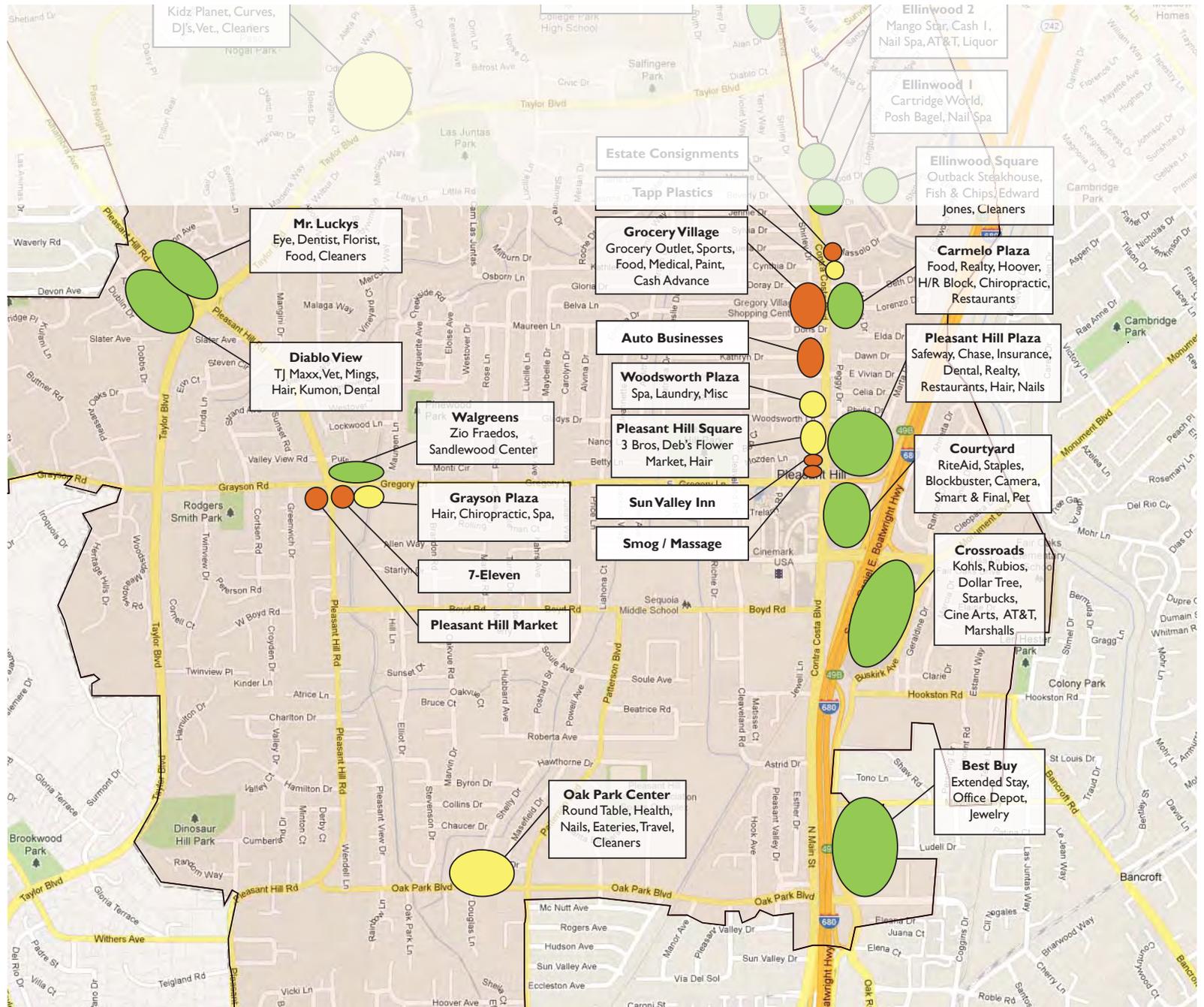


The second part of the retail survey noted the ease and potential of possible renovations, and we rated the retail hubs with a second grading, based on their potential.



## Potential Conditions:

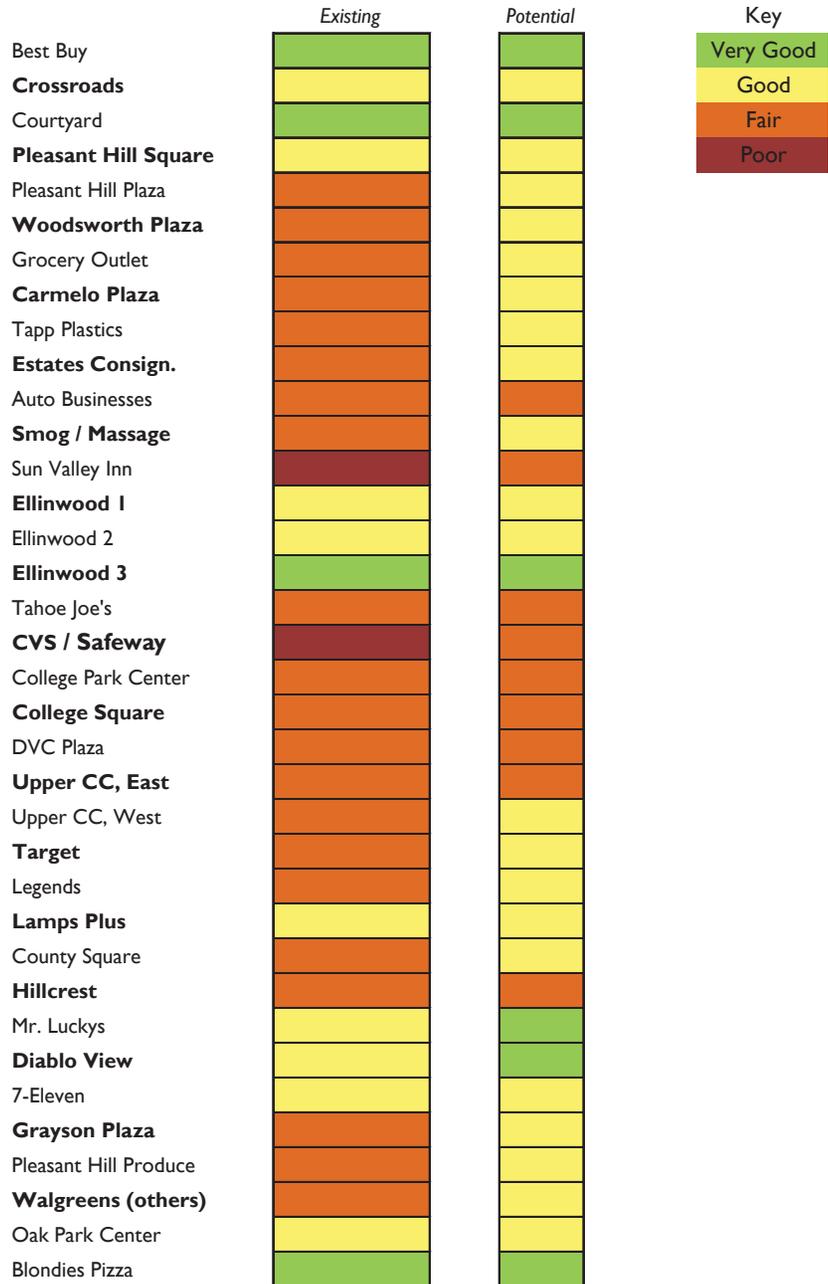
- Very Good
- Good
- Fair
- Poor



### Analysis in detail

	Edges / Boundaries	Trash Enclosures	Patios	Entrances	Pedestrian Access	Landscaping	Site Signage	Tenant Signage	Facades	Paint	Storefronts	Total	Potential	Adjacent Influence
Best Buy														
Crossroads														
Courtyard														
Pleasant Hill Square												>>		
Pleasant Hill Plaza														
Woodsworth Plaza												>>		
Grocery Outlet												>		
Carmelo Plaza												>		
Tapp Plastics												>		
Estates Consign.												>		
Auto Businesses												>		
Smog / Massage												>		
Sun Valley Inn														
Ellinwood 1														
Ellinwood 2														
Ellinwood 3												>>		
Tahoe Joe's														
CVS / Safeway												>		
College Park Center														
College Square												>		
DVC Plaza												>		
Upper CC, East												>		
Upper CC, West												>		
Target												>		
Legends												>		
Lamps Plus												>		
County Square												>		
Hillcrest												>>		
Mr. Luckys												>		
Diablo View												>		
7-Eleven												>		
Grayson Plaza												>		
Pleasant Hill Produce												>		
Walgreens														
Oak Park Center												>		
Blondies Pizza												>>		

## Adjacent Influences



## Signage

	Existing Site Signage	Potential Site Signage	Existing Tenant Signage	Potential Tenant Signage
Best Buy	Good	Very Good	Very Good	Very Good
<b>Crossroads</b>	Very Good	Very Good	Very Good	Very Good
Courtyard	Very Good	Very Good	Very Good	Very Good
<b>Pleasant Hill Square</b>	Poor	Good	Fair	Good
Pleasant Hill Plaza	Very Good	Very Good	Very Good	Very Good
<b>Woodsworth Plaza</b>	Poor	Good	Fair	Good
Grocery Outlet	Fair	Good	Poor	Good
<b>Carmelo Plaza</b>	Very Good	Very Good	Poor	Good
Tapp Plastics	Good	Very Good	Very Good	Very Good
<b>Estates Consign.</b>	Poor	Poor	Poor	Fair
Auto Businesses	Poor	Fair	Fair	Very Good
<b>Smog / Massage</b>	Poor	Fair	Poor	Good
Sun Valley Inn	Fair	Good	Fair	Very Good
<b>Ellinwood 1</b>	Poor	Good	Very Good	Very Good
Ellinwood 2	Very Good	Very Good	Very Good	Very Good
<b>Ellinwood 3</b>	Fair	Good	Poor	Very Good
Tahoe Joe's	Good	Very Good	Very Good	Very Good
<b>CVS / Safeway</b>	Poor	Poor	Very Good	Very Good
College Park Center	Poor	Fair	Fair	Fair
<b>College Square</b>	Poor	Good	Poor	Very Good
DVC Plaza	Poor	Fair	Poor	Very Good
<b>Upper CC, East</b>	Poor	Poor	Fair	Very Good
Upper CC, West	Fair	Good	Fair	Very Good
<b>Target</b>	Very Good	Very Good	Very Good	Very Good
Legends	Fair	Good	Fair	Very Good
<b>Lamps Plus</b>	Good	Very Good	Fair	Very Good
County Square	Fair	Very Good	Fair	Very Good
<b>Hillcrest</b>	Poor	Good	Poor	Very Good
Mr. Luckys	Fair	Very Good	Very Good	Very Good
<b>Diablo View</b>	Fair	Good	Very Good	Very Good
7-Eleven	Fair	Good	Fair	Very Good
<b>Grayson Plaza</b>	Fair	Good	Fair	Very Good
Pleasant Hill Produce	Poor	Poor	Very Good	Very Good
<b>Walgreens (others)</b>	Good	Very Good	Very Good	Very Good
Oak Park Center	Poor	Good	Fair	Very Good
Blondies Pizza	Poor	Very Good	Poor	Very Good

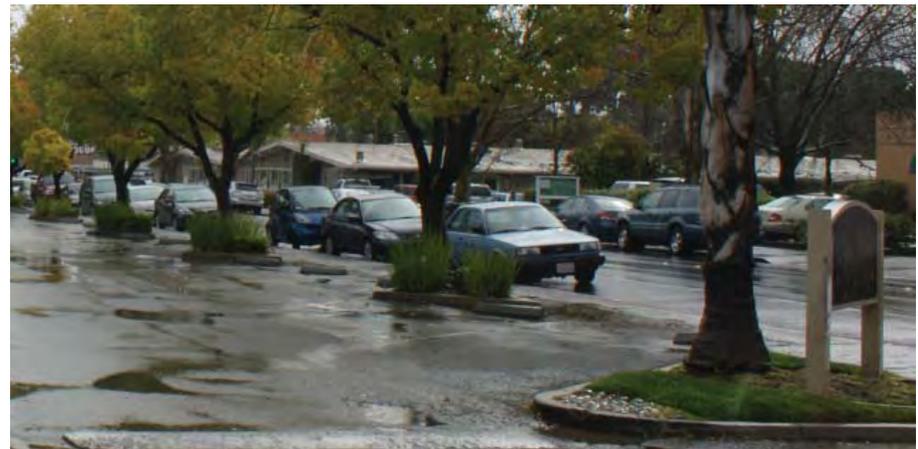
### Key

Very Good
Good
Fair
Poor



## Edges / Boundaries

	Existing	Potential	Key
Best Buy	Very Good	Very Good	Very Good
<b>Crossroads</b>	Very Good	Very Good	Very Good
Courtyard	Very Good	Very Good	Very Good
<b>Pleasant Hill Square</b>	Fair	Very Good	Fair
Pleasant Hill Plaza	Very Good	Very Good	Very Good
<b>Woodsworth Plaza</b>	Poor	Good	Poor
Grocery Outlet	Poor	Poor	Poor
<b>Carmelo Plaza</b>	Very Good	Very Good	Very Good
Tapp Plastics	Poor	Good	Poor
<b>Estates Consign.</b>	Fair	Fair	Fair
Auto Businesses	Poor	Fair	Poor
<b>Smog / Massage</b>	Poor	Fair	Poor
Sun Valley Inn	Fair	Good	Fair
<b>Ellinwood 1</b>	Very Good	Very Good	Very Good
Ellinwood 2	Very Good	Very Good	Very Good
<b>Ellinwood 3</b>	Good	Very Good	Good
Tahoe Joe's	Good	Very Good	Good
<b>CVS / Safeway</b>	Fair	Good	Fair
College Park Center	Fair	Good	Fair
<b>College Square</b>	Good	Very Good	Good
DVC Plaza	Poor	Fair	Poor
<b>Upper CC, East</b>	Poor	Fair	Poor
Upper CC, West	Good	Very Good	Good
<b>Target</b>	Poor	Good	Poor
Legends	Poor	Good	Poor
<b>Lamps Plus</b>	Good	Very Good	Good
County Square	Fair	Good	Fair
<b>Hillcrest</b>	Good	Very Good	Good
Mr. Luckys	Fair	Very Good	Fair
<b>Diablo View</b>	Very Good	Very Good	Very Good
7-Eleven	Poor	Good	Poor
<b>Grayson Plaza</b>	Good	Very Good	Good
Pleasant Hill Produce	Poor	Poor	Poor
<b>Walgreens (others)</b>	Very Good	Very Good	Very Good
Oak Park Center	Poor	Fair	Poor
Blondies Pizza	Fair	Very Good	Fair



In the city-wide retail analysis we contrasted the current conditions of each retail center with its potential. This contrast led us to select six retail centers for proposed improvements. The selection process was made by assigning general conditions to each center, and selecting those centers in poor or fair condition that ALSO had a high potential for improvement. This list was further pared down by other factors such as considering the positive effect that an improved retail center would have on the neighboring properties.

Please note that in our evaluation of each property, we included the lineal footage of the retail center because of the visual impact it has on the street. As a rule of thumb, the larger the street frontage, the greater the visual impact, both positive and negative. Lineal footage is also important because it has a cost impact on improvements such as painting or façade treatments, the size and number of building tenants and their respective awnings and signage.

These six properties and their suggesting improvements are illustrated in the following pages, with a summary at the end of this section.

### **Commercial Façade Improvement Grant and Loan Program**

In order to encourage the improvement of these retail areas, the City has designed a program to contribute matching dollars to interested parties in order to kickstart the visual upgrades.

The description of the program below is paraphrased and excerpted from the City's draft program, and is not intended to include all the details or requirements that may appear in the final version. For the purposes of this study, we have included elements of the draft program so that readers can get an idea of the solution being contemplated due to the results of this study.

This Commercial Façade Improvement Grant and Loan Program ("Program") will offer, to qualified participants, both façade improvement grants and loans, as well as architectural and design services to visually enhance buildings that can be viewed from the public right-of-way. The long term objective of the program is to upgrade the commercial areas of the City by improving both the physical appearance and economic vitality of the areas, thereby helping to increase property values, tenant stability and lease rates for the property while fostering local economic development and growth through job creation and business retention.

Grants and loans from the City of Pleasant Hill may be made available to qualified eligible participants for façade improvements to buildings located in designated commercial areas of the City.

**Phase I** of the Program will be targeted to property owners or business owners/ tenants\* located in the following designated target areas as outlined in this survey.

**Pleasant Hill Square Shopping Center located at 2001 Contra Costa Boulevard**

**Deb's Flower Mart located at 1907 Contra Costa Boulevard**

**A-1 Smog Repair Building located at 2049 Contra Costa Boulevard**

**College Park Center located at 702-716 Contra Costa Boulevard**

**Grayson Plaza & 7-11 located at 670-690 Gregory Lane and 2396 Pleasant Hill Road, and Pleasant Hill Market located at 2397 Pleasant Hill Road**

\*Please note that due to the configuration of some buildings, it may not be appropriate for a single tenant to participate in this program unless all tenants participate. Single tenant applications may be reviewed on a case-by-case basis and property owner written consent must be obtained. After the time period allotted for Phase I funding has passed, any remaining funds will be made available for Phase II of the program.

**Phase II** of the Program may provide 50% matching mini-grants up to a maximum of \$15,000 and will be open to all property owners or commercial businesses located within any NB-Neighborhood Business, RB-Retail Business, C- General Commercial or LI-Limited Industrial zoned areas of the City. These matching mini-grants may be used only for improvements that can be viewed from the public right-of-way, i.e. awnings, signage, exterior façade upgrades, installation of display windows, exterior lighting, and landscaping improvements.

Pleasant Hill Square



Modify frame / parapet. Add lights.

(N) Entry site sign



Pleasant Hill Square



Budget: \$100,000 - \$125,000

Pleasant Hill Square



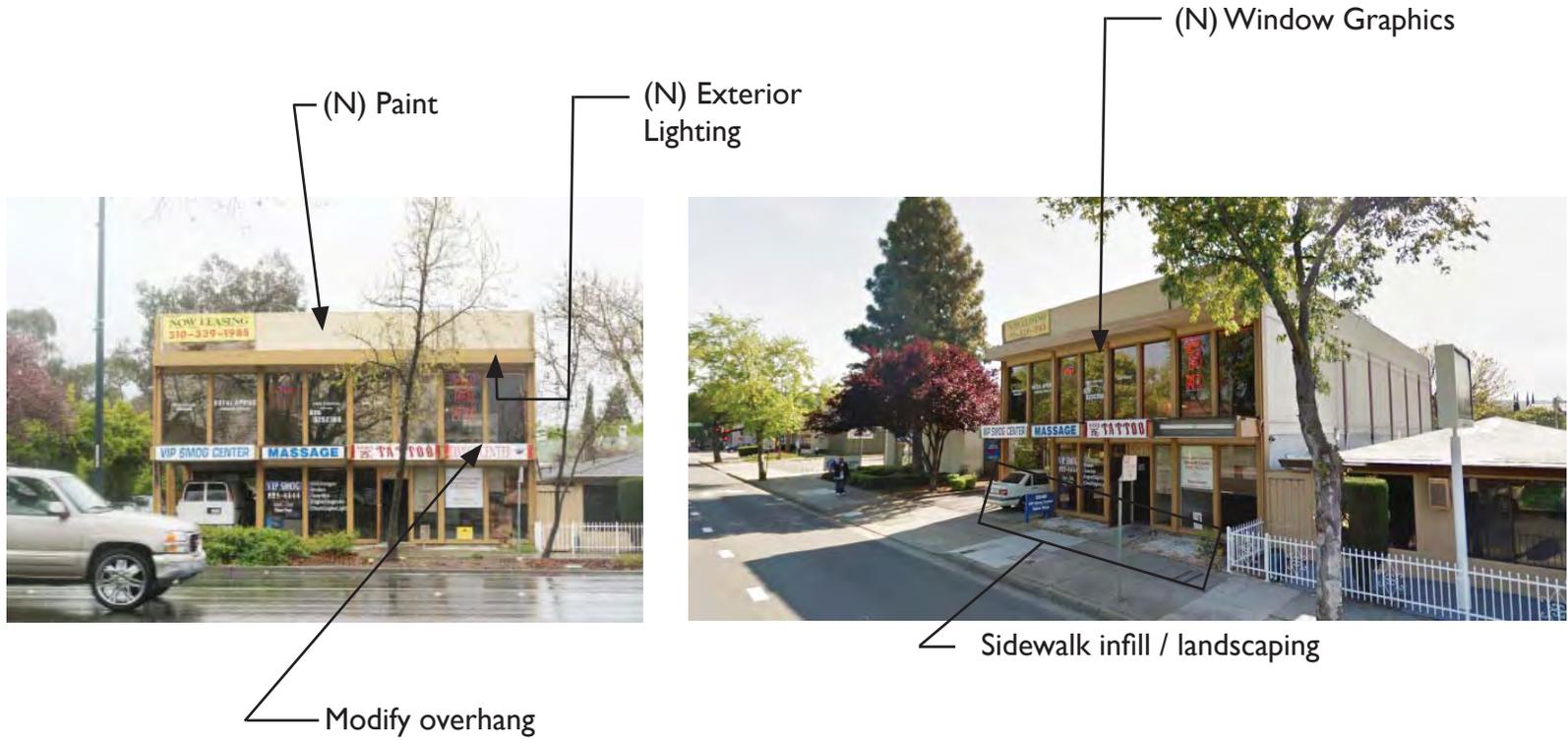
1/128"



1/64"

Frontage:	Building 'A'	140 LF
	Building 'B'	100 LF
	Post Office	70 LF
		<hr/>
		310 LF

Smog / Massage



Budget: \$35,000 - \$45,000

Smog / Massage



1/128"



1/64"

Frontage: 50± LF

Flower Shop

Facade enhanced with trim, overhang, trellis, tiled mural, gooseneck lighting



Screen trash containers



Edge treatment with curb planters

Budget: \$35,000 - \$45,000

Flower Shop



1/128"



1/64"

Frontage: 100 LF (30' along CC Blvd.)

College Park Center



College Park Center



Paint / Lighting

(N) Landscaping  
trained on arcades

Budget:	Multi tenant building:	\$77,000
	7-Eleven:	\$10,000
	Sitework:	\$10,000
		<hr/>
		\$97,000 ±

College Park Center



1/128"



1/64"

- Multi tenant building: 300' LF (Front)  
8 tenants, arcade
- City Bank Pad Building
- 7-Eleven Pad Building

Pleasant Hill Produce / Sirens Sandwich

New storefront, trim, awning, paint and signage



Budget:	Landscaping and screening	\$15,000
	Building Improvements	\$55,000
		<hr/>
		\$75,000

## Pleasant Hill Produce / Sirens Sandwich

Vertical landscaping and screening of trash enclosure



1/128"



1/64"

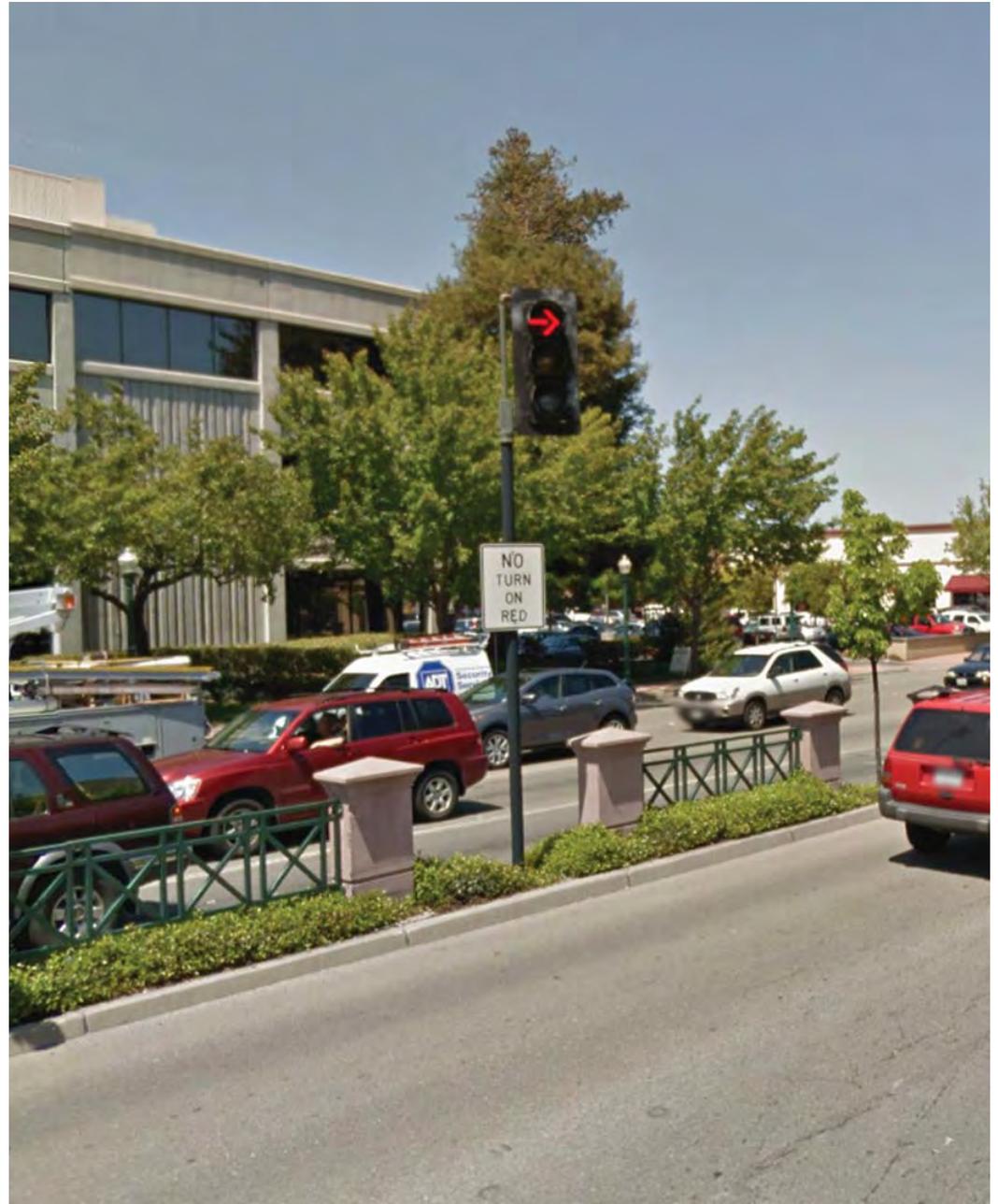
Frontage: 213 LF

## PROPOSED IMPROVEMENTS - PHASE I

1. Pleasant Hill Square	\$100,000-\$125,000
2. Smog / Massage	\$35,000-\$45,000
3, Flower Shop	\$40,000-\$50,000
4. College Park Center	\$97,000
Multi Tenant Building: \$77,000	
7-Eleven: \$10,000	
Site Works: \$10,000	
5. Pleasant Hill Produce / Sirens Sandwich	\$75,000

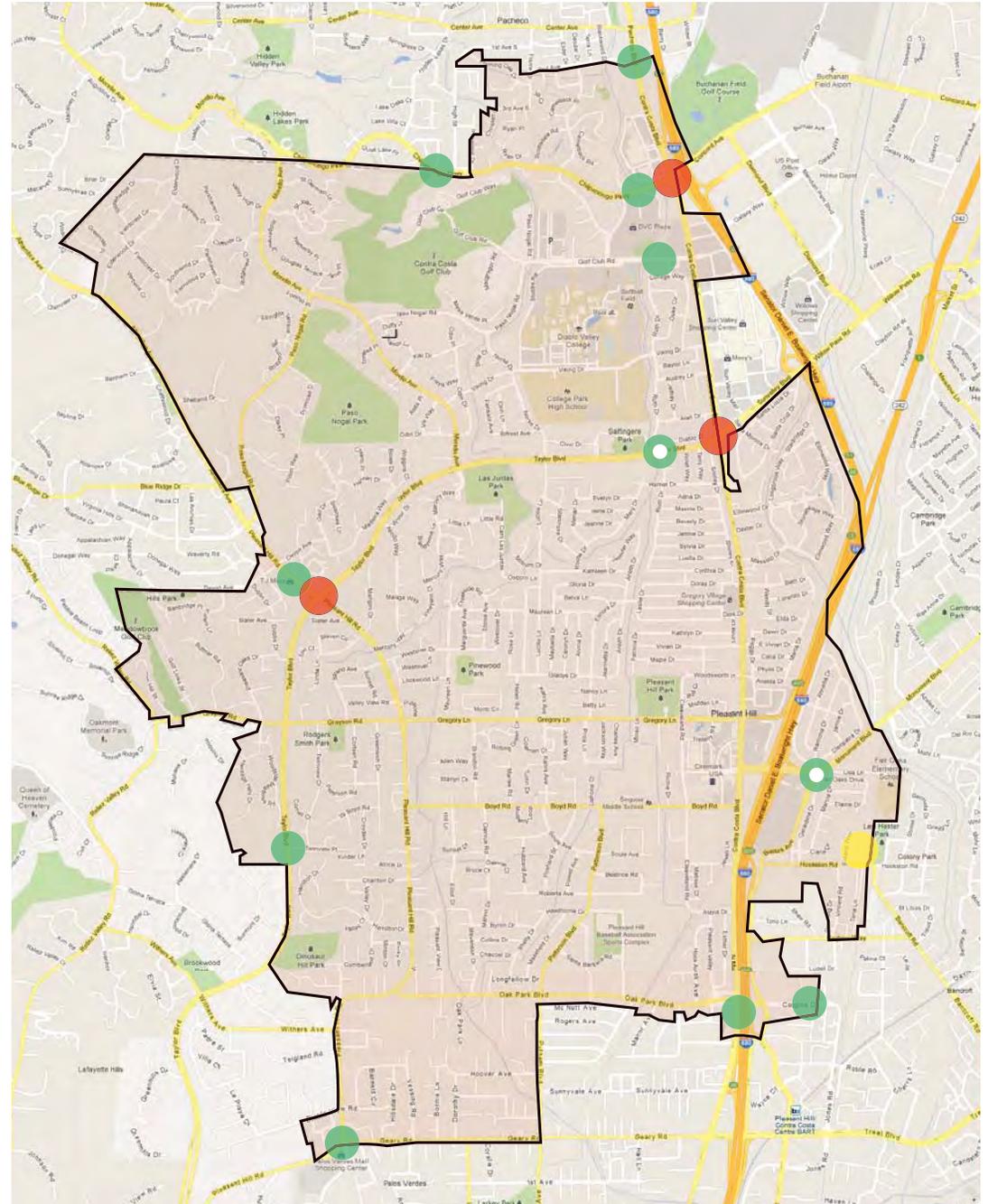
## Median Consistency

To better create a sense of place, we suggest updating and creating a standard median treatment that can be repeated, if not continually throughout this three-mile stretch, at least periodically to remind people that they are in Pleasant Hill. Additionally, Contra Costa Boulevard lacks a consistent sidewalk throughout Pleasant Hill. We suggest a standard size and consistent treatment to create a continuity wherever possible.



- Existing Pagoda
- Existing Pagoda (Bench style)
- Potential Gateway
- Marked but un-found Pagoda

The diagram shows exactly where gateway monuments will be - new and replaced.



## Existing Gateway Monuments

Pleasant Hill's current gateway monuments lack the iconic and modern branding flavor that the City needs to implement and update its image. In addition, the current gateway monuments are in various states of disrepair and tend to be surrounded by overgrown landscaping.



The gateway monuments, currently pagodas, should be modified so that they are closer in character to other new gateway signs / banners being proposed. The updating of the monuments should include power washing, staining the wood of the pillars, new graphics, acid staining the roof, removing the hedges, and adding a consistent base / pedestal and up-lighting.

Existing conditions



Proposed Monument Updates

