

SURVEY & DOCUMENTATION

Our Pleasant Hill Commercial Study focused on three main areas of the City: Retail Centers, Streetscape Conditions, and Gateway Monuments.

In the Retail portion of the study, we analyzed 36 commercial areas / projects. In onsite visits, we ranked these areas / projects by their potential for improvement; i.e., which projects could be improved the most with limited investment. The elements that we used in the rankings included signage, paint, storefront and façade, landscaping, edges / boundaries, trash enclosures and pedestrian access.

The Streetscape section of survey identified 6 different types of sidewalks and median conditions along Contra Costa Blvd.

The Gateway Monument part of the survey identified the locations and conditions of the 11 current Gateway Monuments.

Retail Assessment Introduction

Retail assessment comprises the largest portion of the study. Each shopping area in the three-mile stretch of Contra Costa Blvd. within City boundaries, as well as other neighborhood centers was photographed, studied and analyzed in order to provide the City with information that could be used to determine which centers could most cost-effectively be improved.

For purposes of the study, each property was analyzed based on a list of existing Overall Conditions and Building Conditions.

Overall Conditions included the following factors:

- Edges / Boundaries, i.e., how distinctive the boundaries of the property appeared to both pedestrians and motorists;
- Adjacent Influence, i.e. the nature and condition of the surrounding properties, and how an improvement on the subject property might affect its neighbors;
- Trash Enclosures, their position, appearance, cleanliness and condition;
- Patios; whether or not the property had patio areas, room for patios and potential placement to encourage customer use and enjoyment;
- Entrances from road; to determine whether access is well-defined and inviting;
- Pedestrian Access; to determine whether pedestrians can easily navigate onto and inside the property; and
- Site Signage, an assessment of property identification, its style, visibility and condition.

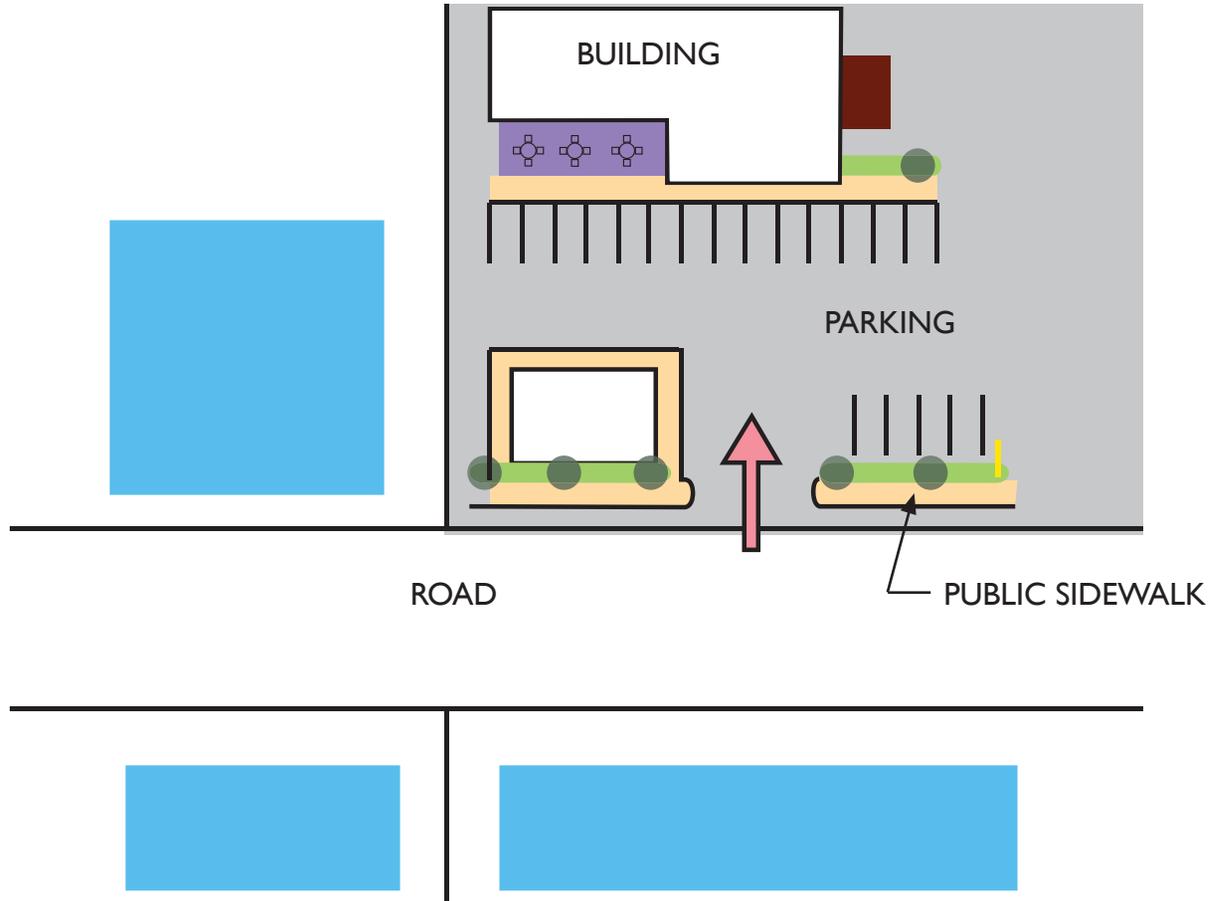
Building Conditions included the following factors:

- Tenant Signage; its condition, size, location, style and effectiveness
- Building Facades; the condition of the building (not including the individual tenant storefronts);
- Paint, colors and condition;
- Storefronts, condition, amount of glass / visibility; quality of the frame, entryways and awnings.

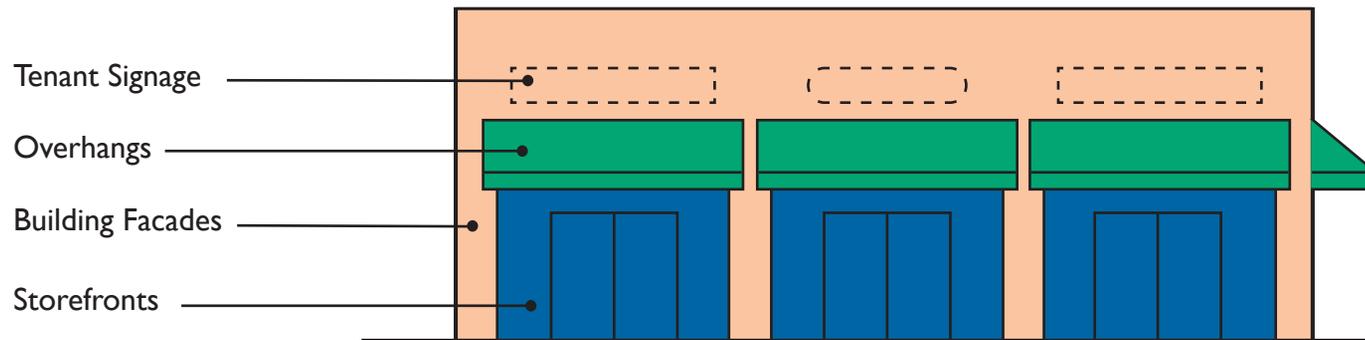
The following diagrams illustrate the factors used in the retail survey:

Overall Condition Factors:

- 1.) Edges / Boundaries
- 2.) Adjacent Influence
- 3.) Trash Enclosures
- 4.) Patios
- 5.) Entrances from Road
- 6.) Pedestrian Access
- 7.) Site Signage



Building Condition Factors:



Best Buy

Overall Condition:

Edges/ Boundaries: Very well landscaped and defined.

Adjacent Influence: Freeway and residential for the most part.

Trash Enclosures: In back.

Patios: None.

Entrances from Road: Well marked with landscaping differentiation.

Pedestrian Access: Fair.

Landscaping: Very good.

Site Signage: Large monument sign near freeway with large tenant logos.

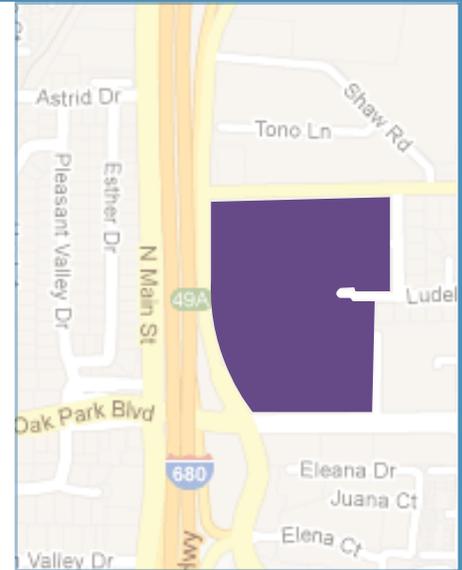
Building Condition:

Tenant Signage: Mostly wall signs that are well designed and maintained.

Building Facades: Well designed and maintained.

Paint: Very Good.

Storefronts: Good.



Retail Area Location

Crossroads (Cine Arts, Marshalls)

Overall Condition:

Edges/ Boundaries: Very well landscaped and defined.

Adjacent Influence: Freeway and residential for the most part.

Trash Enclosures: In back.

Patios: None.

Entrances from Road: Well marked with landscaping differentiation and small monument signs.

Pedestrian Access: Fair

Landscaping: Very good.

Site Signage: Small monument signs near entrances.

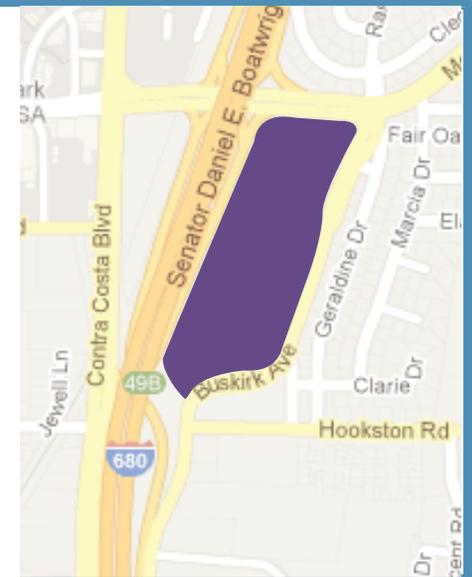
Building Condition:

Tenant Signage: Mostly wall signs and generally well designed and maintained.

Building Facades: Well designed and maintained.

Paint: Very good.

Storefronts: Good.



Retail Area Location

Courtyard

Overall Condition:

Edges/ Boundaries: Well defined and landscaped with stop-light.

Adjacent Influence: Marriot Courtyard, across from PH downtown.

Trash Enclosures: In back.

Patios: None.

Entrances from Road: Main entrance is well defined with two monument signs and landscaping.

Pedestrian Access: Very good. Sidewalk access as well as pedestrian entrances.

Landscaping: Very good, although maybe a little too much.

Site Signage: Two large monument signs on either side of entrance as well as a smaller monument sign with large tenant logos in the median.

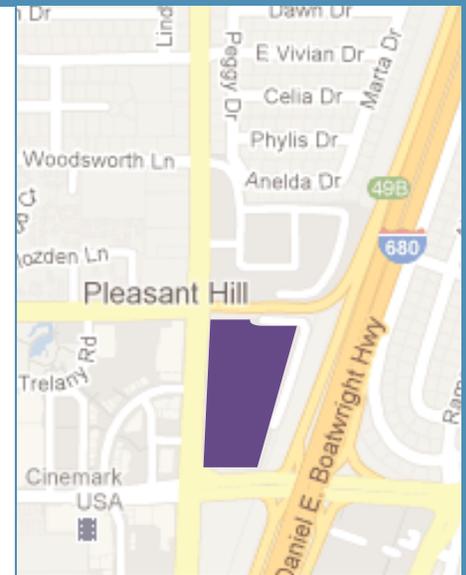
Building Condition:

Tenant Signage: Large, push through acrylic signage throughout.

Building Facades: Stucco with varying tones of tan and red and blue awnings.

Paint: Newly painted, but a bit boring.

Storefronts: Little variation between storefronts, not enough windows or individuality.



Retail Area Location

Downtown

Overall Condition:

Edges/ Boundaries: Varied landscaping and retail abutting sidewalk--generally well defined.

Adjacent Influence: Courtyard and a large variety of retail.

Trash Enclosures: In back, mostly well maintained and organized.

Patios: Many restaurants have well defined outdoor dining areas.

Entrances from Road: Varied, but generally good.

Pedestrian Access: Very good.

Landscaping: Well maintained and varied for the most part.

Site Signage: Varied.

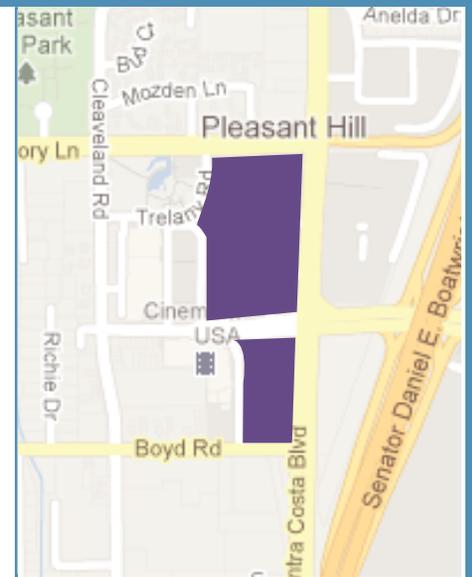
Building Condition:

Tenant Signage: Varied and generally well designed.

Building Facades: Varied but mostly in wonderful condition.

Paint: Good.

Storefronts: An appealing variety.



Retail Area Location

Smog / Massage Building

Overall Condition:

Edges/ Boundaries: None—sidewalks between building and street.

Adjacent Influence: Sun Valley Inn, Pleasant Hill Plaza across street.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Small side entrance, unmarked.

Pedestrian Access: Very good.

Landscaping: Almost none—empty flower beds in front with one bush and weeds.

Site Signage: None.

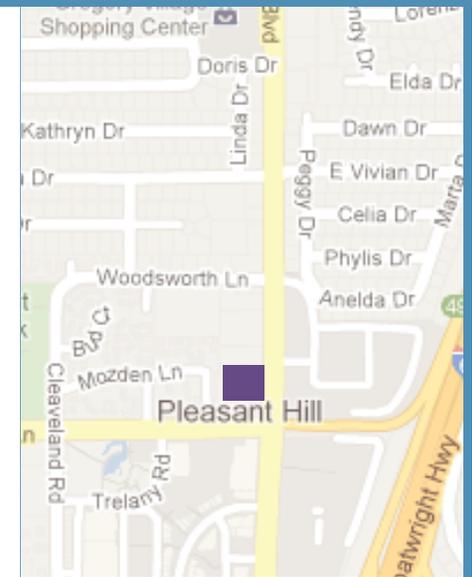
Building Condition:

Tenant Signage: Internally lit box signs and behind glazing neon signs.

Building Facades: Painted wood façade, battered in places.

Paint: Varying shades of brown/tan.

Storefronts: Lots of glass, only one door.



Retail Area Location

Sun Valley Inn

Overall Condition:

Edges/ Boundaries: Small decorative fences and ornamental sculpted hedges.

Adjacent Influence: Pleasant Hill Square, Pleasant Hill Plaza, adjacent Smog / Massage / Tattoo building.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Large and easy to find.

Pedestrian Access: Good.

Landscaping: Small hedges and ornamental fences in addition to a smattering of potted plants.

Site Signage: None.

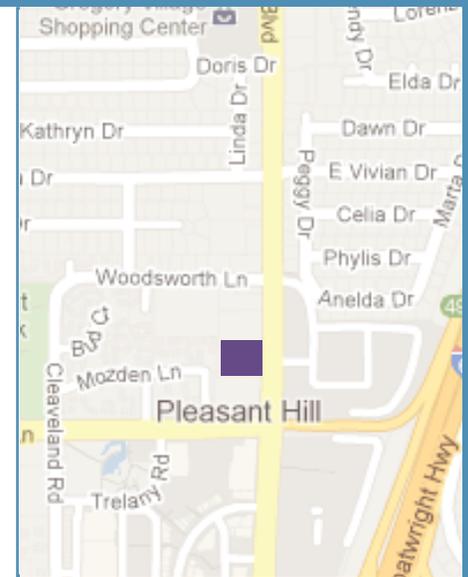
Building Condition:

Tenant Signage: One monument sign on a pillar and an externally lit box wall sign.

Building Facades: Well maintained but traditional.

Paint: In good condition.

Storefronts: None.



Retail Area Location

Pleasant Hill Square

Overall Condition:

Edges/ Boundaries:

Well defined.

Adjacent Influence:

Empty post office adjacent, Pleasant Hill Plaza across street. Flower mart could be a local attraction/landmark with some improvements.

Trash Enclosures:

Standard—in back but messy.

Patios:

None.

Entrances from Road:

2 – marked by monument signs.

Pedestrian Access:

Good.

Landscaping:

Good, but could use regular maintenance.

Site Signage:

Monument sign at entry (lacking design flair and in need of cleaning/repair) large decorative frame spanning buildings.

Building Condition:

Tenant Signage:

Large interior lit letters on awnings.

Building Facades:

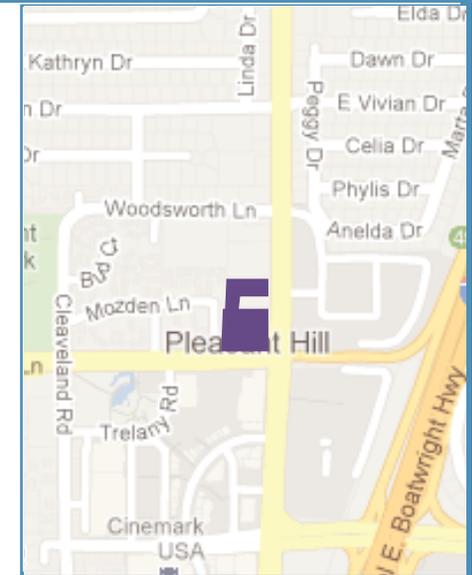
Awnings throughout—ripping and covered in moss/dirt.

Paint:

Mostly fine, although dirty.

Storefronts:

Aluminum frames painted green to match awnings, glass and stucco. Blocked glazing throughout.



Retail Area Location

Pleasant Hill Plaza

Overall Condition:

Edges/ Boundaries:

Well defined and landscaped. Set back from street.

Adjacent Influence:

Across from Smog / Massage and Pleasant Hill Square

Trash Enclosures:

Removed from public in back.

Patios:

Occasional patio under awnings.

Entrances from Road:

Large, well defined main entrance.

Pedestrian Access:

Pedestrian walkway access from corner- well defined and spacious.

Landscaping:

Tress throughout, small shrubs and wood chips.

Site Signage:

Two Monument signs in front with large tenant names/ logos. Smaller directory sign upon entering.

Building Condition:

Tenant Signage:

Suspended signs for the smaller tenants are the same size and shape panel with generic lettering prevalent. Standard Safeway signage.

Building Facades:

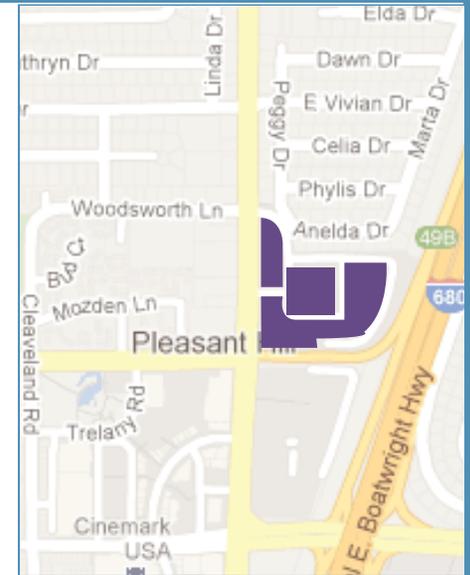
Town and Country Style with tile roof to the right upon entering. Chase pad needs better definition and more visual interest and landscaping.

Paint:

Very Good.

Storefronts:

Mostly recessed storefronts under overhang.



Retail Area Location

Woodsworth Plaza

Overall Condition:

Edges/ Boundaries: 2 entries with only curbs for definition.

Adjacent Influence: Floral store across street, auto shops adjacent.

Trash Enclosures: In front, in need of paint/repair.

Patios: None.

Entrances from Road: Two- not very well marked.

Pedestrian Access: Fair.

Landscaping: Very little, some groundcover on corner.

Site Signage: Monument sign on corner- interior lit with generic lettering on green background.

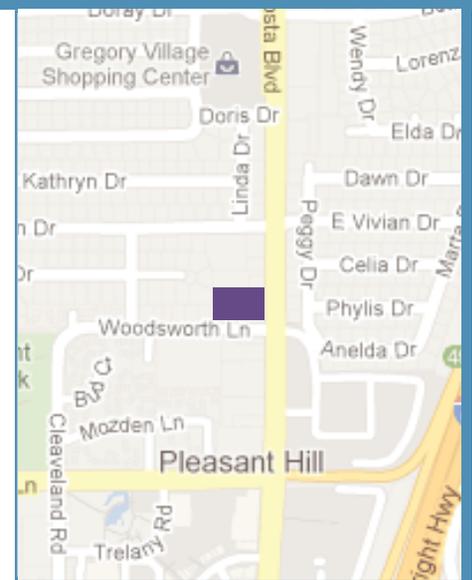
Building Condition:

Tenant Signage: Boxy with generic lettering on green backgrounds.

Building Facades: Brick with tile and overhang. In fine repair but unattractive.

Paint: Good.

Storefronts: Standard aluminum framing and glass.



Retail Area Location

Auto Businesses

Overall Condition:

Edges/ Boundaries: Very little, Buildings come right up to sidewalk in places.

Adjacent Influence: Woodsworth Plaza.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Marked with tenant signage, a bit confusing.

Pedestrian Access: Very good for Custom Car Alarms, poor for Big-O tires.

Landscaping: Minimal, Big-O has a bed with some ivy and a tree, otherwise just a few small trees.

Site Signage: One unattractive monument sign with tenant logos.

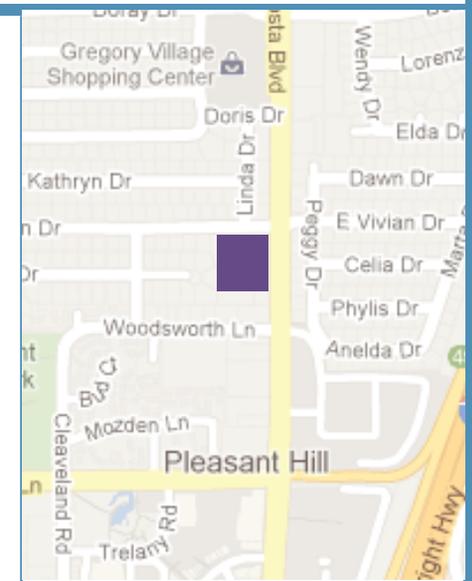
Building Condition:

Tenant Signage: Varied but mostly well designed and applied.

Building Facades: Varied, but mostly well maintained and in good repair.

Paint: Varied from building to building. White and tan mostly.

Storefronts: Strangely non-existent with minimal visibility.



Retail Area Location

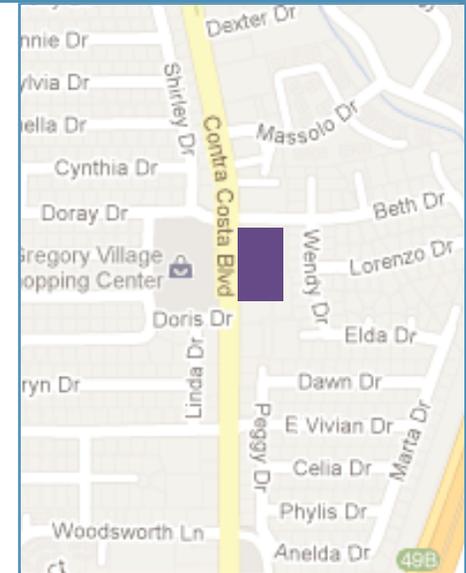
Carmelo Plaza

Overall Condition:

- Edges/ Boundaries:** Well defined and landscaped.
- Adjacent Influence:** Large strip mall (Grocery Outlet) across Contra Costa Blvd.
- Trash Enclosures:** In back, decent condition.
- Patios:** Plenty of room, no obvious outdoor seating.
- Entrances from Road:** Well marked, easy access.
- Pedestrian Access:** Wide walkways- easily navigated.
- Landscaping:** Trees and Shrubs around parking and pads.
- Site Signage:** Large, landscaped monument sign on corner, small monument sign with tenant listing inside plaza. Small sign could use improvements.

Building Condition:

- Tenant Signage:** Large interior lit box signs need a redesign.
- Building Facades:** Stucco columns and overhangs, some building pads.
- Paint:** Good.
- Storefronts:** Some recessed storefronts and lots of glazing throughout. Too much window blockage in most.



Retail Area Location

Grocery Outlet

Overall Condition:

Edges/ Boundaries: No large division at curb besides low growing landscaping.

Adjacent Influence: Gas Station on corner and Carmelo Plaza across Contra Costa Blvd.

Trash Enclosures: In back.

Patios: None.

Entrances from Road: Entrances and exits on side streets are fairly well defined.

Pedestrian Access: Good for strip mall—removed from street.

Landscaping: Minimal—small plants.

Site Signage: Small monument signs.

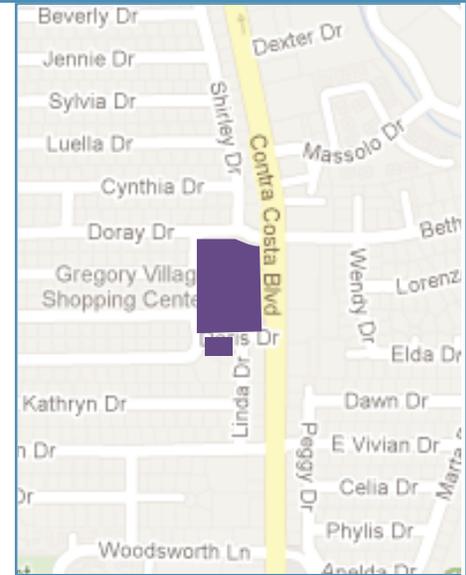
Building Condition:

Tenant Signage: Boxy and generic.

Building Facades: Brick on bottom is good, stucco above could use some work.

Paint: Poor and in need of accent colors.

Storefronts: Standard aluminum framing and glass.



Retail Area Location

Estates Consignments

Overall Condition:

Edges/ Boundaries: Very little, beautiful mature trees in places but no continuous landscaping border or otherwise.

Adjacent Influence: Tapp Plastics, Ace Hardware.

Trash Enclosures: Concealed in rear.

Patios: None, but furniture is displayed out front.

Entrances from Road: No markings or signage, a bit confusing.

Pedestrian Access: Fine.

Landscaping: Little- mature trees and a hedge on one side of the building pad.

Site Signage: None.

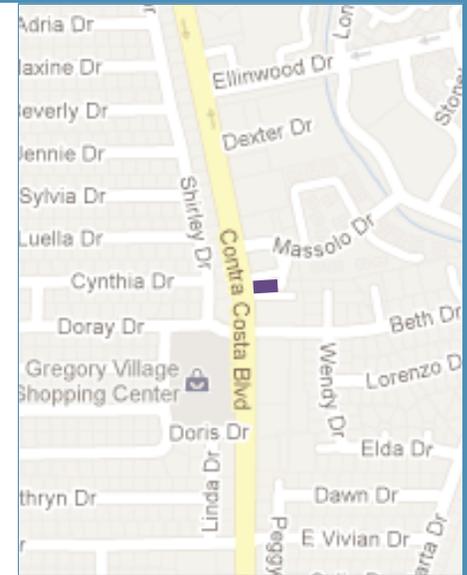
Building Condition:

Tenant Signage: Box lit wall signs.

Building Facades: In good repair.

Paint: White and tan and in good reappear.

Storefronts: Too few windows on street- building seems forboding.



Retail Area Location

TAP Plastics / Sherwin Williams Paints

Overall Condition:

Edges/ Boundaries: Very little, beautiful mature trees in places and an empty bark landscaping area.

Adjacent Influence: Estate Consignments.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Slight landscaping differentiation, small monument sign.

Pedestrian Access: Fine.

Landscaping: Mature trees and a few shrubs here and there. Empty bark-filled landscaping bed along street.

Building Condition:

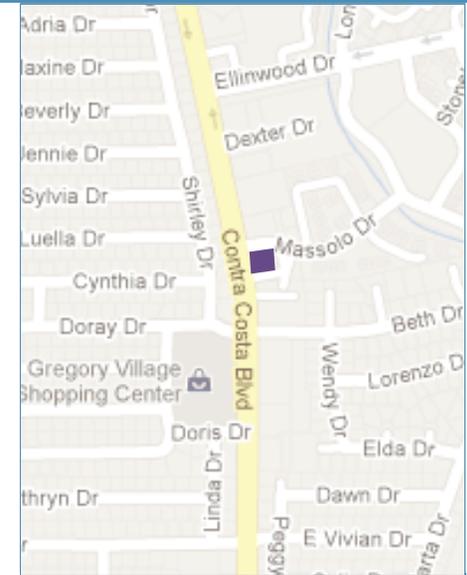
Site Signage: Corner monument sign--nondescript.

Tenant Signage: Signs painted on awnings.

Building Facades: In good repair, but the awnings are very strangely designed.

Paint: In good repair.

Storefronts: Awnings could use a redesign.



Retail Area Location

Ellinwood I

Overall Condition:

Edges/ Boundaries: Large grass area in bordering street, mature trees.

Adjacent Influence: Ellinwood 2, housing.

Trash Enclosures: Well maintained and enclosed. Matches buildings.

Patios: Corner Tenant has a nice patio under overhang.

Entrances from Road: Well marked and defined, smaller monument sign on sidestreet entrance.

Pedestrian Access: Good- but a little ambiguous on the front side.

Landscaping: Well maintained grass and trees.

Site Signage: Unattractive and unmaintained monument sign on corner needs replacing. Smaller monument sign at side entrance.

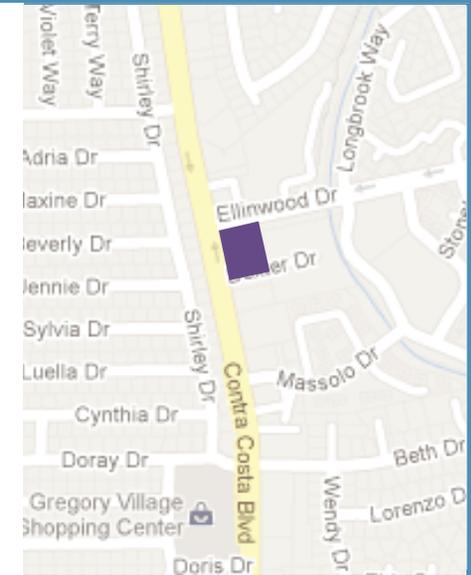
Building Condition:

Tenant Signage: Wall mounted signs above spaces, interior lit push through acrylic.

Building Facades: Well filled out on Contra Costa side, slightly empty looking on back. In great repair.

Paint: In good repair—varying shades of tan.

Storefronts: Glass and aluminum, lots of glazing and in good repair.



Retail Area Location

Ellinwood 2

Overall Condition:

Edges/ Boundaries: Well defined and landscaped.

Adjacent Influence: Ellinwood I, housing.

Trash Enclosures: Well maintained and enclosed.

Patios: Mango Smoothie has a good space for outdoor seating with no evidence of furniture.

Entrances from Road: Well marked and defined.

Pedestrian Access: Good.

Landscaping: Well maintained and interesting landscaping around signage and on street border.

Site Signage: Unattractive monument sign on corner and matching wall sign. Interior lit push through acrylic over tiles.

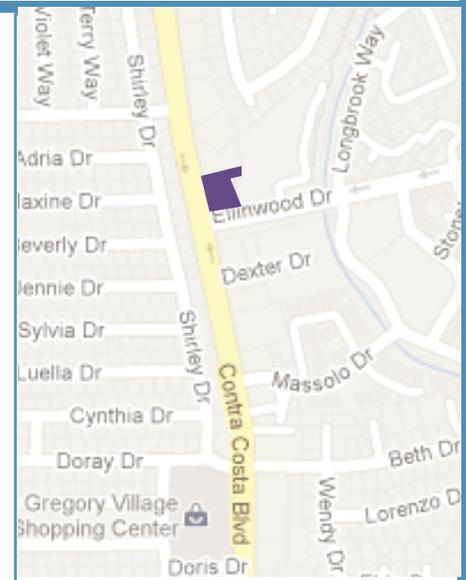
Building Condition:

Tenant Signage: On wall above storefront, decent variety of color and logos, all push through acrylic.

Building Facades: Tan facades with strange blue horizontal bars throughout. Unique but unattractive.

Paint: In good repair—tan with a bright blue accent color.

Storefronts: Glossy aluminum frames painted blue—no variation of color or approach between spaces.



Retail Area Location

Ellinwood Square (Ellinwood 3)

Overall Condition:

Edges/ Boundaries: Decent boundaries – grass and other shrubbery.

Adjacent Influence: Townhomes only—hidden and set back from road.

Trash Enclosures: In back.

Patios: Opportunity for many, but only utilized by a single fish & chips tenant.

Entrances from Road: Decently defined – monument sign and landscaping variation.

Pedestrian Access: Good sidewalk access, square very near large housing areas.

Landscaping: Grass, some trees / shrubs etc. needing repair / basic upkeep in some areas.

Site Signage: Monument sign- Unattractive and in need of repair. Large wall sign on one building.

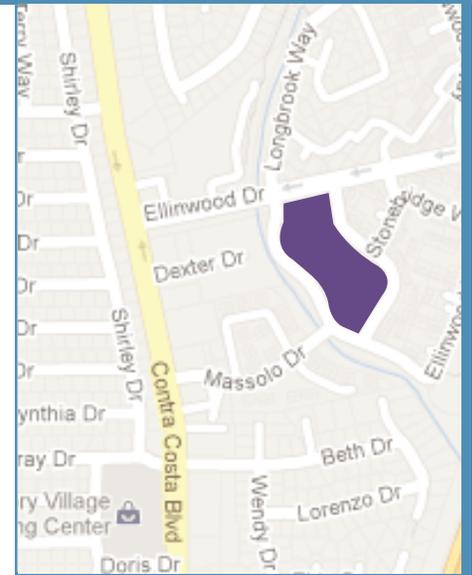
Building Condition:

Tenant Signage: Most tenant signage mounted on rotting trellis bordering sidewalk, with many signs drastically in need of repair and updating. Outback Steakhouse only has one permanent sign, which is awkwardly placed off to the side of entrance.

Building Facades: In need of repair and maintenance

Paint: Peeling in places, (mostly on trellis).

Storefronts: Glass doors with smaller windows and very little differentiation or individuality.



Retail Area Location

Blondie's Pizza / Rasputins

Overall Condition:

Edges/ Boundaries: Unkempt and badly defined. In need of work.

Adjacent Influence: Various retail and residential.

Trash Enclosures: Currently N/A.

Patios: None, although there is plenty of space and opportunity.

Entrances from Road: Currently unmarked and confusing.

Pedestrian Access: Good.

Landscaping: Unkempt and wild.

Site Signage: Currently N/A.

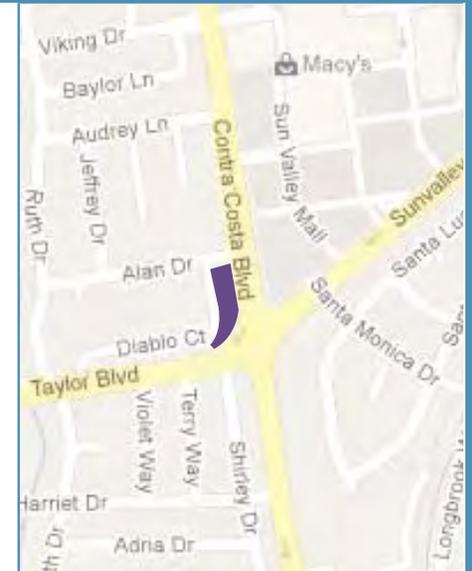
Building Condition:

Tenant Signage: Currently N/A.

Building Facades: Battered and in bad condition.

Paint: Needs painting badly.

Storefronts: Has the potential for very inviting storefronts.



Retail Area Location

Tahoe Joe's

Overall Condition:

Edges/ Boundaries: Nicely groomed and well defined. However, grass is the highest landscaping material at some places, allowing headlights directly onto Contra Costa Blvd.

Adjacent Influence: Sun Valley Mall.

Trash Enclosures: In back.

Patios: Tahoe Joe's contains well maintained and designed outdoor patios set above grade.

Entrances from Road: Well marked and defined with signage and landscaping.

Pedestrian Access: Easy- although there is no direct walking access to from the main sidewalk.

Landscaping: Attractive blue sidewalk and parking at Tahoe Joe's- well kept landscaping and shrubs at other.

Site Signage: Monument sign and 'entrance' sign, well designed and well kept.

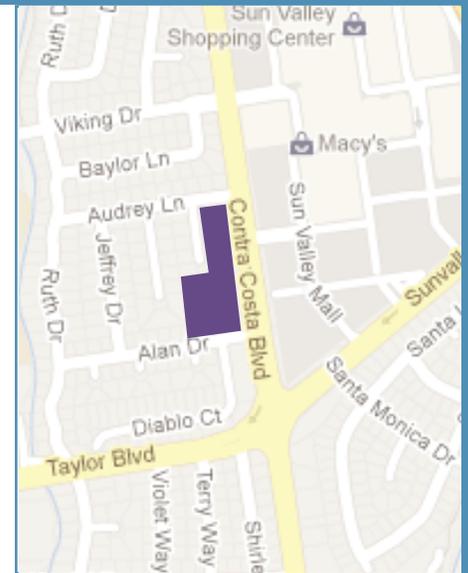
Building Condition:

Tenant Signage: Excellent, with a variation in style and approach.

Building Facades: Wood frame façade, slightly traditional looking but different and interesting nonetheless. Creates a distinct sense of place.

Paint: In good repair, nice accent colors.

Storefronts: Recessed entries are a little dark, otherwise things are good.



Retail Area Location

CVS / Safeway

Overall Condition:

Edges/ Boundaries: Well kept grass, but no real border definition.

Adjacent Influence: College Park Center and Chase / 7-Eleven across CCB, Wells Fargo pad across side street.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Well marked with landscaping and trees.

Pedestrian Access: Removed from street.

Landscaping: Well kept but could use more variety and dividing shrubs between lot and street.

Site Signage: None.

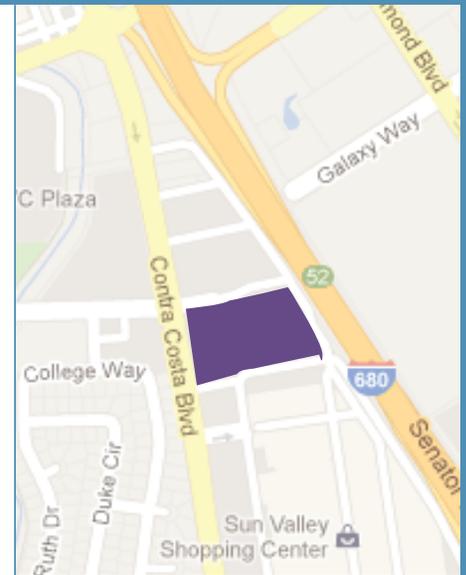
Building Condition:

Tenant Signage: Standard CVS Signage.

Building Facades: Brick lower facade and aluminum/glass entries. Painted brick pilasters and upper facade.

Paint: Uninteresting white, in good condition.

Storefronts: Glass/aluminum.



Retail Area Location

College Park Center

Overall Condition:

Edges/ Boundaries: Decent boundaries – grass and other landscaping.

Adjacent Influence: Badly maintained 7-Eleven and College Square.

Trash Enclosures: All exposed metal bins in random places.

Patios: None.

Entrances from Road: Well defined – monument sign in front.

Landscaping: Grass, some trees / shrubs ect.

Site Signage: Single monument sign- Badly designed and maintained. In need of paint.

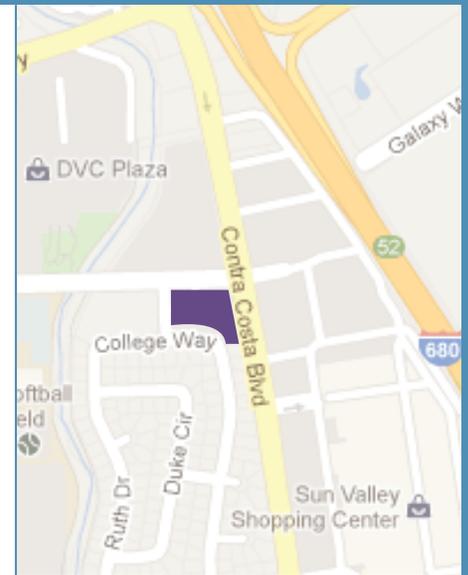
Building Condition:

Tenant Signage: Generic, block lettering internally lit signs. No sense of tenant individuality or identity.

Building Facades: In decent repair- boring color scheme, awkward green mini awnings. Aluminum storefronts.

Paint: Boring but in decent condition.

Storefronts: Lacking individuality but overall in good repair.



Retail Area Location

College Square

Overall Condition:

Edges/ Boundaries: Defined edge with shrubs and grass and tress. Rather muddy and unkept in places.

Adjacent Influence: Badly maintained 7-Eleven and equally un-maintained burger joint.

Trash Enclosures: All in back.

Patios: Covered spaces in front of stores, no evidence of seating.

Entrances from Road: Decently marked with landscaping differentiation and a monument sign.

Landscaping: Mostly good, but could uses regular maintenance and a more hardy type of groundcover. Scattered cement planters throughout.

Site Signage: Single monument sign- uninteresting but well maintained.

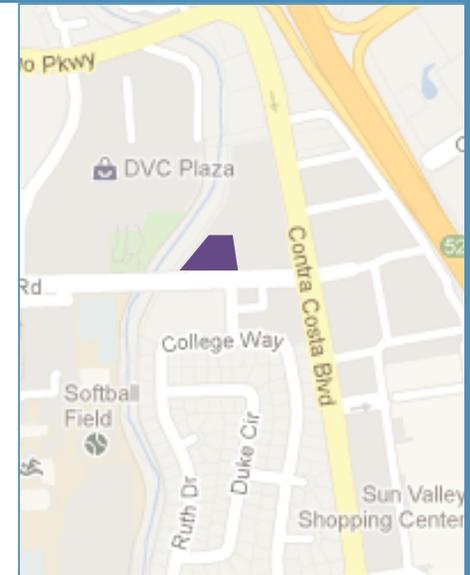
Building Condition:

Tenant Signage: Suspended, interior lit box signs with rounded corners, the same shape and size throughout. Too large for the spaces, generic and out of the box looking.

Building Facades: Cream stucco, in good repair.

Paint: Maintained but uninteresting.

Storefronts: Single glass / aluminum storefront opening per space. Not enough glazing.



Retail Area Location

DVC Plaza

Overall Condition:

Edges/ Boundaries: Bounded outside of the giant lot by an unkept and littler strewn stream, on the south edge there is a decent border of trees and shrubs.

Adjacent Influence: Secluded and set back from Contra Costa Blvd, Dennys is an eyesore on the horizon as is the unkept stream.

Trash Enclosures:All in back.

Patios: None.

Entrances from Road:Very little demarcation--hard to find from Contra Costa.The side road contains a battered and badly designed monument sign.

Landscaping:Very little—grass and a few trees with the exception of the small park in the southeast corner by the stream.

Site Signage: Badly maintained monument signs, torn and battered banner signs on lightposts.

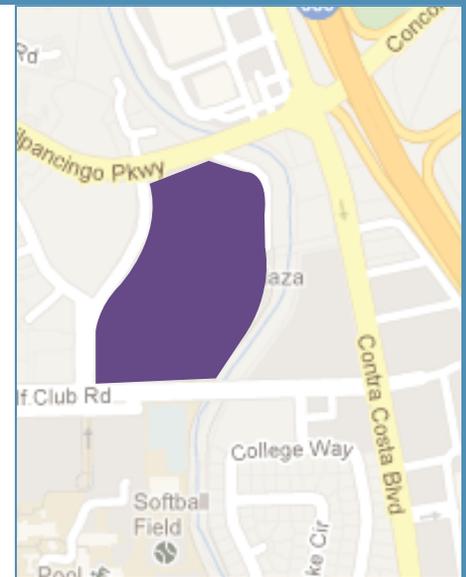
Building Condition:

Tenant Signage: Mostly badly designed internally lit generic lettering in a limited color palette.

Building Facades: Generally in bad repair- very worn and dated looking.

Paint: Peeling and in disrepair in places.

Storefronts:Very few functioning storefronts- mostly large windowless walls and empty spaces.



Retail Area Location

Upper Contra Costa, West

Overall Condition:

Edges/ Boundaries: Well demarcated, good landscaping with larger plantings bordering entrances.

Adjacent Influence: Extremely Varied—Denny’s and Carrows both could use facelifts, while the retail spaces and LAZ Boy are in good order.

Trash Enclosures: All in back.

Patios: None, mostly retail spaces with the exception of Denny’s and Carrows.

Entrances from Road: Standard landscaping demarcation—no real complaints other than boring monument signage.

Landscaping: Good—shrubs separate the space from the street in addition to trees and grass in places.

Site Signage: Varied monument signs in varying states of design and repair.

Building Condition:

Tenant Signage:

Denny’s:

GIANT freestanding monument sign but no other signage—a bit hard to find.

Carrows:

Single, uninteresting box sign.

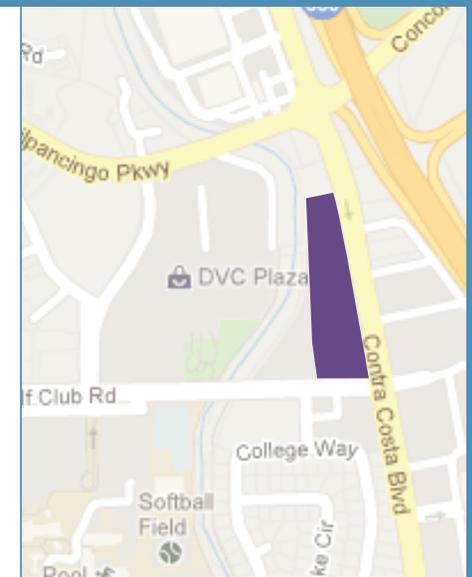
LAZ Boy:

Large but well designed wall signage

Building Facades: Varied—Denny’s and Carrows could both use extensive work.

Paint: Mostly decent condition—again, Denny’s and Carrows need work.

Storefronts: LAZ Boy is the only real storefront, and utilizes extensive glazing and a well thought out color palate.



Retail Area Location

Upper Contra Costa, East

Overall Condition:

Edges/ Boundaries: Mostly just grass and a curb.

Adjacent Influence: Denny's and Carrows across street, Furniture stores adjacent which need work.

Trash Enclosures: All in back- mostly well covered and kept.

Patios: None.

Entrances from Road: Very little landscaping demarcation, large, unattractive monument pillars near the mattress/ furniture outlets. .

Landscaping: Very little—grass and a few small trees

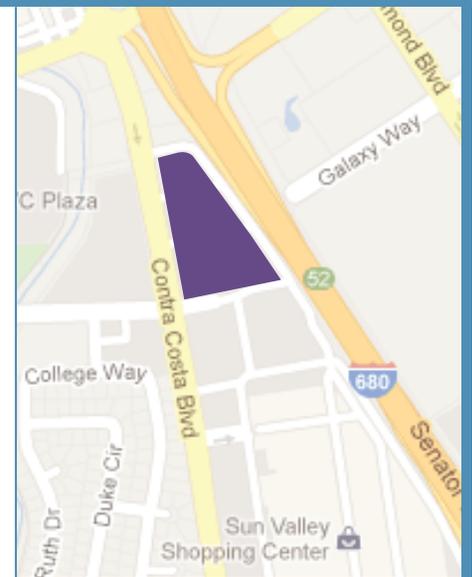
Building Condition:

Tenant Signage: Varied—A&W / Casual Male XL / Sleep Train are good, no comment. The Mattress store is in a state of disrepair and needs entirely new signage.

Building Facades: Varied- good with the exception of the mattress store.

Paint: Mostly decent condition- again, mattress store needs a lot of work.

Storefronts: Sleep train is good, Casual Male XL is good, though predictable—Mattress store needs a lot of work. However, it has a decent amount of existing glazing and could be wonderful if given attention.



Retail Area Location

Target, Barnes & Noble, Ross

Overall Condition:

Edges/ Boundaries: Some boundaries, but the edges are much too flat (grass).

Adjacent Influence: Lamps plus / Pep Boys, Legends. **Trash**

Enclosures: Behind building.

Patios: None (Entirely retail).

Entrances from Road: Several—Decently marked with landscaping and a monument sign on the corner.

Landscaping: Grass and shrubs--well kept.

Site Signage: Single Large Monument sign- no work needed.

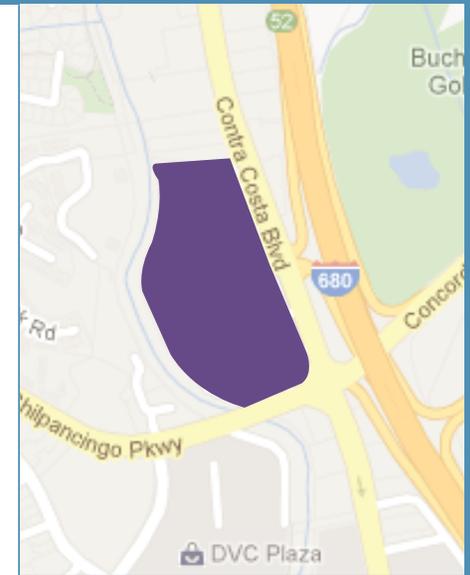
Building Condition:

Tenant Signage: Giant (but well designed) Interior lit push through acrylic for the most part.

Building Facades: Good condition, nice change of color, style and materials from space to space.

Paint: Good condition, neutral tones with accent colors for the most part.

Storefronts: Welcoming, well lit, enjoyable differentiation between spaces.



Retail Area Location

Legends

Overall Condition:

Edges/ Boundaries:Varies from low hedges to grass to bark with small trees.

Adjacent Influence: Stand-alone pads adjacent, Target and Barnes & Noble across street.

Trash Enclosures: Mostly in back--a variety of enclosed or exposed receptacles.

Patios: None.

Entrances from Road: Fairly well marked.

Pedestrian Access: Good—most buildings are somewhat removed from the sidewalk and thus involve crossing an undivided parking lot.

Landscaping: Some-varied in density and upkeep. Some areas very much need re-working and others are mostly fine.

Site Signage: Good at street, sparse elsewhere. This area is mostly comprised of individual building pads, and the lack of unification in any sort of site signage reflects this. There are 3 or 4 small monument signs with tenant logos on them bordering the street, all in various states of upkeep and repair.

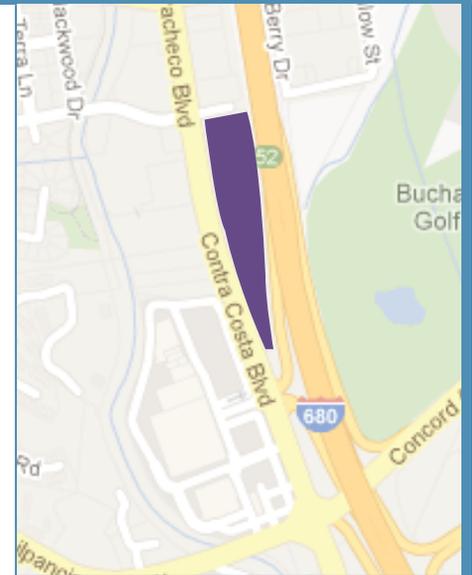
Building Condition:

Tenant Signage:Varied--mostly interior lit standalone letters out of acrylic.

Building Facades:Varied states of repair and design.

Paint: See above.

Storefronts: See above.



Retail Area Location

Lamps Plus / Pep Boys

Overall Condition:

Edges/ Boundaries: Some boundaries- edges much to flat (grass).

Adjacent Influence: Legends across street, County Square next door.

Trash Enclosures: Behind building, uncovered/unhidden blue trash containers.

Patios: None.

Entrances from Road: Several—Pep Boys (2) Lamps Plus (1). Marked by basic landscaping.

Landscaping: Grass and shrubs—well kept.

Site Signage: Large Monument signs with exposed neon design (several of these in a repeating and terribly outdated motif) Giant Monument sign on street with tenant names.

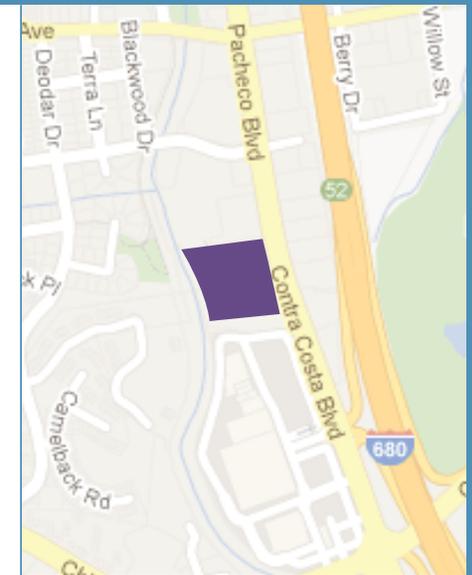
Building Condition:

Tenant Signage: Standard strip mall signage: interior lit block lettering with translucent acrylic. Mostly red.

Building Facades: Decent condition, mid century architecture with inset red accent colors—outdated but in well kept condition.

Paint: Good condition—white with red accent colors. Boring and predictable, no sense of place.

Storefronts: Lots of glass but too much glazing blockage. Uniform metal trim, etc.



Retail Area Location

County Square

Overall Condition:

Edges/ Boundaries: Well demarcated, good landscaping with larger plantings bordering entrances.

Adjacent Influence: Lamps Plus next door, Legends across street.

Trash Enclosures: Meters hidden in landscaping, trash behind building.

Patios: Some outdoor seating, a little worn and rather generic.

Entrances from Road: Side street entry and CC Blvd entry, both well marked with differentiation in landscaping.

Landscaping: Good—shrubs dividing parking lot as well as bordering Taco Bell and various portions of the edge boundaries. Concrete planters decorate near the actual spaces.

Site Signage: Giant freestanding monument sign—looks a bit like a treehouse. Tenant signage on it in interior lit box signs which need repair or replacing.

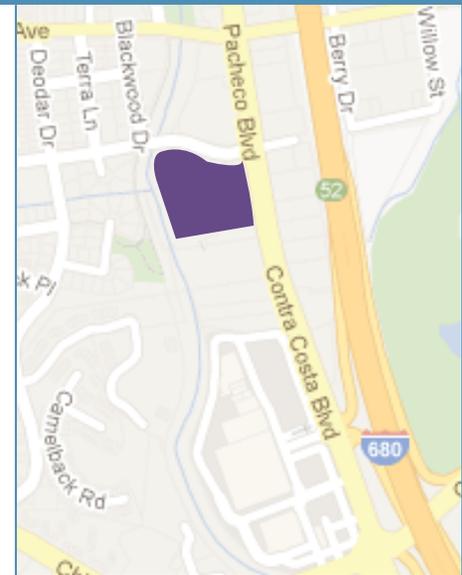
Building Condition:

Tenant Signage: Interior lit push through acrylic for the most part. A lot of generic lettering, not enough variation in color and approach.

Building Facades: Decent condition, mid century architecture in a variety of tans and browns.

Paint: Good condition—Tan and brown. Boring and predictable, no sense of place.

Storefronts: Lots of glass uniform, metal trim, little to no storefront variation.



Retail Area Location

Hillcrest

Overall Condition:

Edges/ Boundaries: Well defined and landscaped—a bit wild and unkept.

Adjacent Influence: 7-Eleven, small strip mall and gas station. All a bit unkempt and uninteresting.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Well marked with landscaping and uninteresting monument signs.

Pedestrian Access: Poor—removed from street.

Landscaping: Good, could use regular upkeep.

Site Signage: 2 monument signs and 1 directory sign. All could use an updated image. A single additional wall/edge sign on roof which is in better repair and slightly more designed.

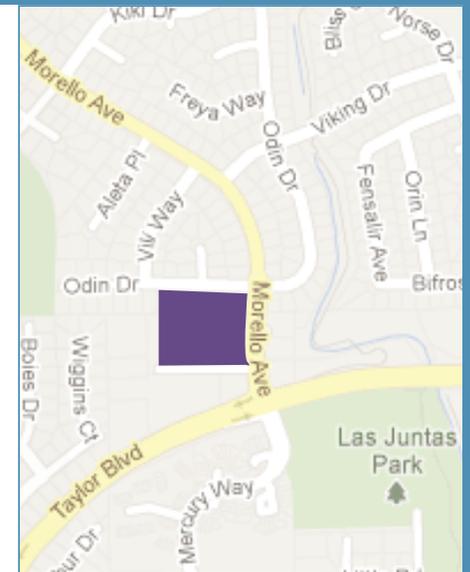
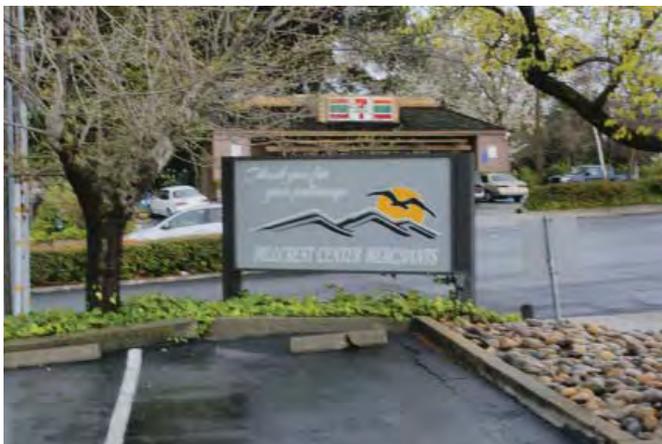
Building Condition:

Tenant Signage: Most tenant signs are too large. Internally lit push through acrylic, some in need of repair.

Building Facades: Shake roof, combination wood and brick painted grey walls. Recessed florescent lighting under overhang.

Paint: Boring uniform grey, in decent condition.

Storefronts: Glass & Wood frames with some aluminum. Boring and uniform.



Retail Area Location

Mr. Luckys

Overall Condition:

Edges/ Boundaries: Grass and low landscaping—needs height definition. Mature trees are a wonderful existing element.

Adjacent Influence: Diablo View and residential.

Trash Enclosures: In back.

Patios: Patio deck in back of Mr. Lucky's.

Entrances from Road: Low lying landscaping—could use differentiation and a more dynamic monument sign.

Pedestrian Access: Very good.

Landscaping: Fine, although it could use added variety.

Site Signage: Small monument sign could be larger and more dynamic.

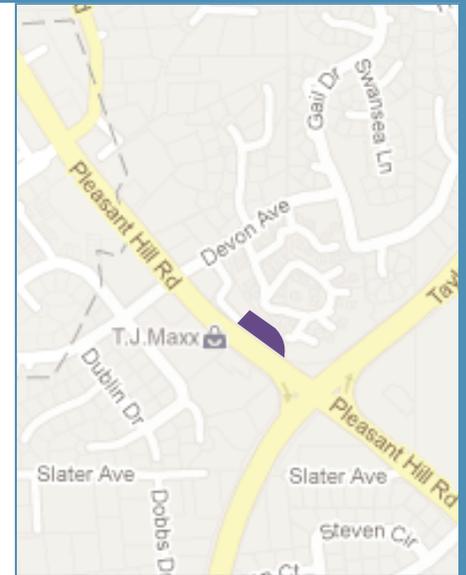
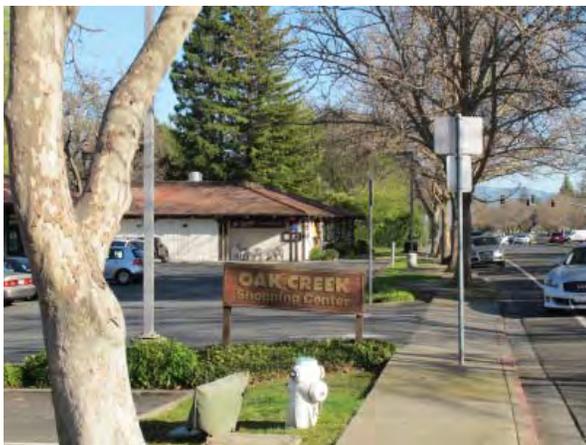
Building Condition:

Tenant Signage: Standard strip mall signage—could be more eye catching and varied.

Building Facades: Competent, although nondescript.

Paint: In good repair but uninteresting.

Storefronts: Contain a decent amount of glazing but are also nondescript.



Retail Area Location

Diablo View

Overall Condition:

Edges/ Boundaries: Well landscaped and defined, but could use added landscaping variety.

Adjacent Influence: Mr. Lucky's and residential.

Trash Enclosures: In back.

Patios: None, although space is easily available for them.

Entrances from Road: Clearly marked and defined.

Pedestrian Access: Fine, although slightly removed.

Landscaping: Good, but slightly unkept and sparse in places.

Site Signage: Uninteresting and in bad repair.

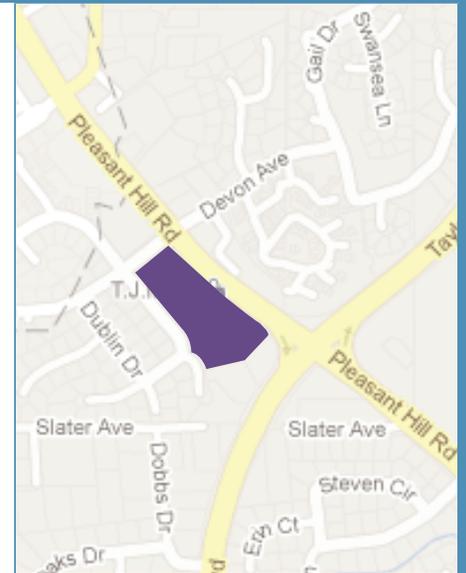
Building Condition:

Tenant Signage: Standard strip mall—vaguely uninteresting but well maintained.

Building Facades: In good condition, standard strip mall assortment.

Paint: In good repair but nondescript.

Storefronts: Good.



Retail Area Location

Grayson Plaza

Overall Condition:

Edges/ Boundaries: Well defined and landscaped with the exception of a patch of plastic, fake turf.

Adjacent Influence: 7-Eleven adjacent as well as Walgreens & Zio Freado's across street.

Trash Enclosures: Concealed in rear.

Patios: None.

Entrances from Road: Well marked with landscaping a single large monument sign.

Pedestrian Access: Good.

Landscaping: Good, although slightly sparse in places.

Site Signage: One large monument sign, a bit boring as slightly aged.

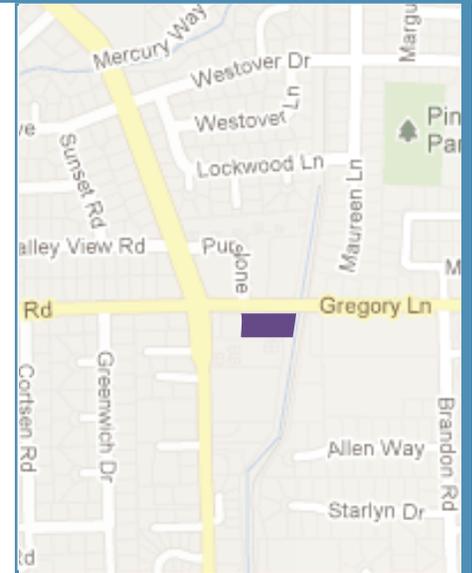
Building Condition:

Tenant Signage: Mostly good, with individual signs all created on a uniform size and shape panel but varying in color and text style.

Building Facades: A bit traditional, but in good condition and repair.

Paint: White with gray trim—in good repair.

Storefronts: Relatively small windows and doors but in good condition.



Retail Area Location

7-Eleven

Overall Condition:

Edges/ Boundaries: Space for definition but many spots are simply dirt and/or weeds. Some mature trees.

Adjacent Influence: Walgreens, Zio Fraedos, Pleasant Hill Produce.

Trash Enclosures: Rather battered wooden enclosure in front.

Patios: None.

Entrances from Road: Badly demarcated with very minimal landscaping.

Pedestrian Access: Good.

Landscaping: Needs work—mostly dirt in many areas.

Site Signage: None.

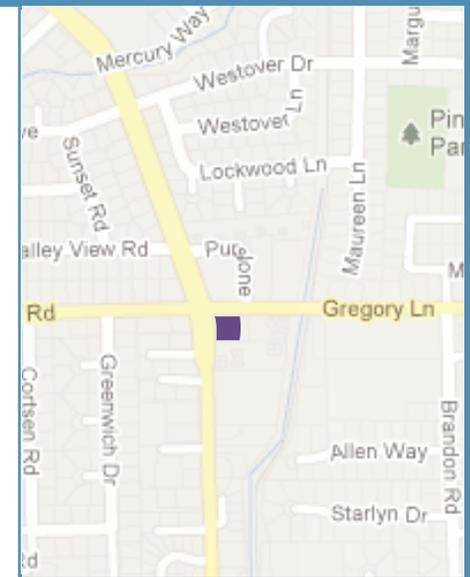
Building Condition:

Tenant Signage: One battered monument sign on corner and two other equally battered wall signs on facade.

Building Facades: Weathered and visibly battered wood facades.

Paint: Shades of brown, peeling in places.

Storefronts: Recessed and dark entrance.



Retail Area Location

Pleasant Hill Produce

Overall Condition:

- Edges/ Boundaries: None of any kind.
- Adjacent Influence: 7-Eleven, Walgreens & Zio Fraedo's across street.
- Trash Enclosures: Exposed on side of building.
- Patios: None.
- Entrances from Road: Badly marked.
- Pedestrian Access: Good.
- Landscaping: None.
- Site Signage: None.

Building Condition:

- Tenant Signage: Nice overhang signage in three places.
- Building Facades: Lots of glass and a well utilized overhang.
- Paint: Fine.
- Storefronts: Nice use of window graphics, but far too much window blockage.



Retail Area Location

Walgreens / Zio Fraedos / Sandalwood Center

Overall Condition:

Edges/ Boundaries: All are well defined and landscaped—Walgreens in particular is nicely done.

Adjacent Influence: 7-Eleven, Grayson Plaza.

Trash Enclosures: Concealed in rear.

Patios: Zio Fraedos has a small section with tables on the left side of the building.

Entrances from Road: Well marked with landscaping and monument signs. Sandalwood could use a better monument sign.

Pedestrian Access: Good.

Landscaping: Good.

Site Signage: Walgreens, Zio Fraedos and Sandalwood all have monument signs—Sandalwood's is nondescript.

Building Condition:

Tenant Signage: Walgreens incorporates both monument signs and wall signs and needs no attention. Zio Fraedos has no wall signs but uses well designed monument sign. Sandalwood tenants all have wall signs in varying states of repair and design. Sandalwood also seems to be utilizing generic temporary vinyl banners in a permanent manner.

Building Facades: Walgreens / Zio Fraedos: Great condition and design, no comment. Sandalwood is a strange and somewhat awkward combination of cinder block and green paint, but is also in good repair.

Paint: Good.

Storefronts: Fine for the most part. Sandalwood has too much window blockage.



Retail Area Location

Oak Park Center

Overall Condition:

Edges/ Boundaries: Some landscaping and a good bordering set of fairly mature trees- however no real boundary exists in sections.

Adjacent Influence: Decrepit empty lot adjacent on corner, well kept and designed Safeway across street.

Trash Enclosures: In back, mostly well kept and organized.

Patios: ‘The Fig Tree’ includes a very mismatched and unkept outdoor patio. All tenants seem to have overhang space for patios, but no other patio furniture was evident.

Entrances from Road: Fairly well marked with landscaping and small monument signs.

Pedestrian Access: Good.

Landscaping: Some, and in mostly decent upkeep. More attention and variety is needed.

Site Signage: Two monument signs at front entries, both are small and boring.

Building Condition:

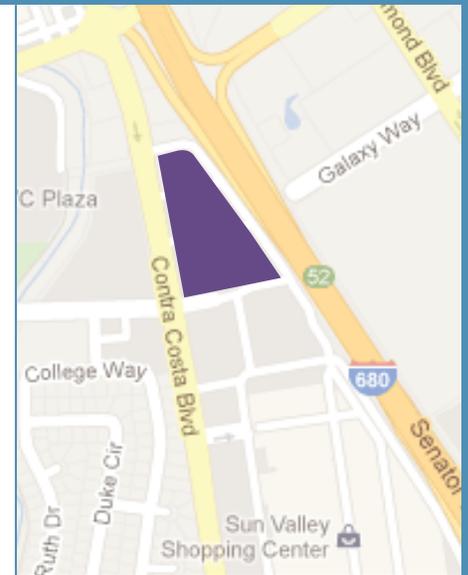
Tenant Signage: Awning signs all printed in the same color with varied logos and fonts, only some signs are lit.

Building Facades: The underside of the overhang needs repair in places, the shake covered upper façade is missing shakes in places and the awning also needs repair.

Paint: Decent condition.

Storefronts: Uniform, boring and unvaried.

Storefronts: Good.



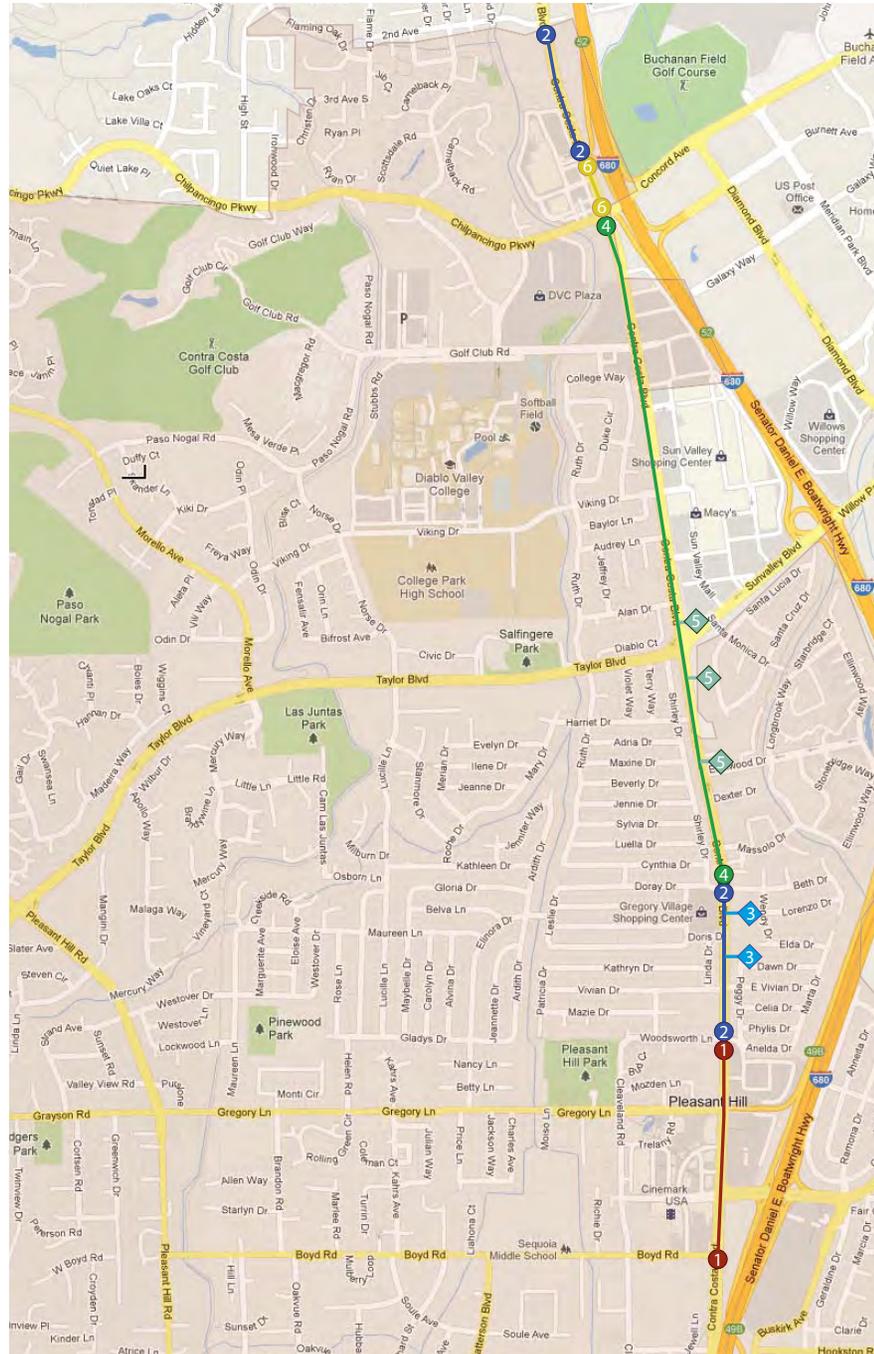
Retail Area Location

Median Assessment Introduction

The streetscape survey was made with an eye toward documenting existing conditions of Contra Costa Blvd, the main thoroughfare or commercial 'spine' of Pleasant Hill.

SZFM's assessment of the approximate 3 miles of Contra Costa Blvd includes the median, City Identification signage, and those elements that could be improved to show the casual driver or pedestrian that they have arrived in a thriving City with an attractive thoroughfare.

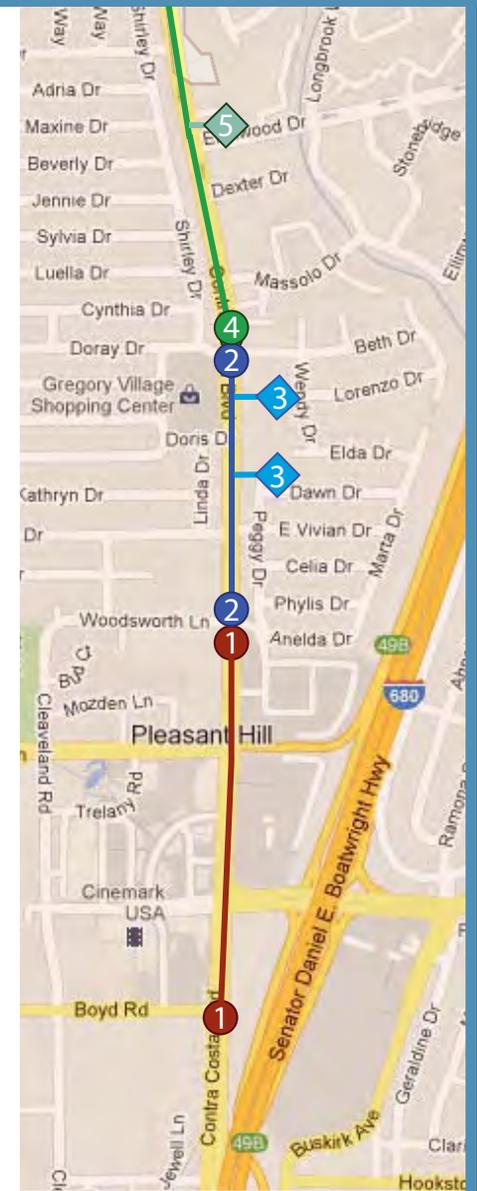
First, we created photo illustrations of six different median types, from best to most basic, running from south to north, the most attractive being comprised of ornamental columns and decorative fencing, and the farthest north being composed of a small strip of grass only.



Contra Costa Boulevard Median Types:

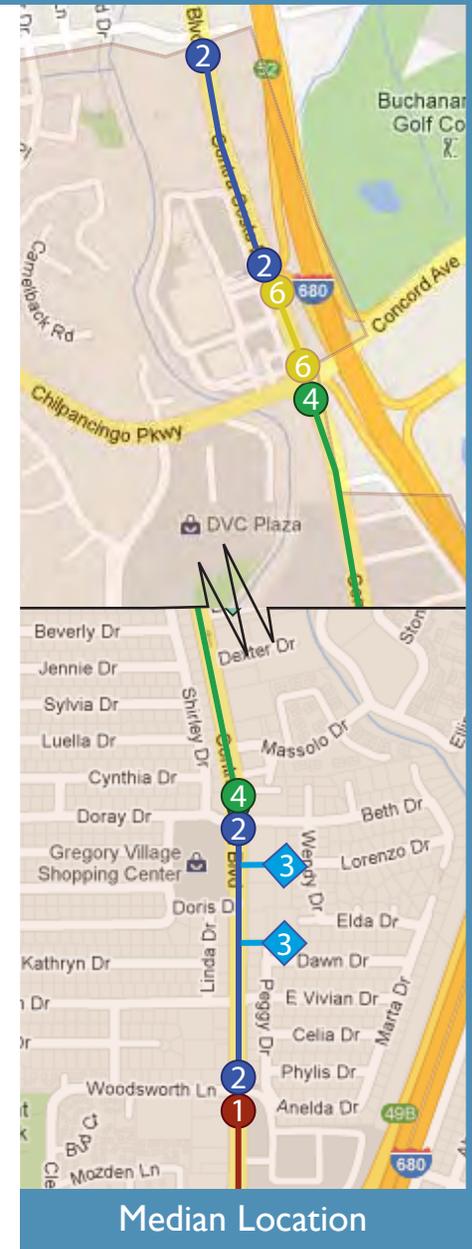
- 1 Downtown Median with ornamental pillar forms, young trees and shrubs.
- 2 Mid CC Median with shrubs and cemented river rocks.
- 3 Short section variation of (2) with mature evergreen trees.
- 4 Upper CC Median with bark, shrubs and areas of mature evergreen trees.
- 5 Short section variation of (4) with cement filled portions.
- 6 Upper CC Median planted with grass only.

Median Type I



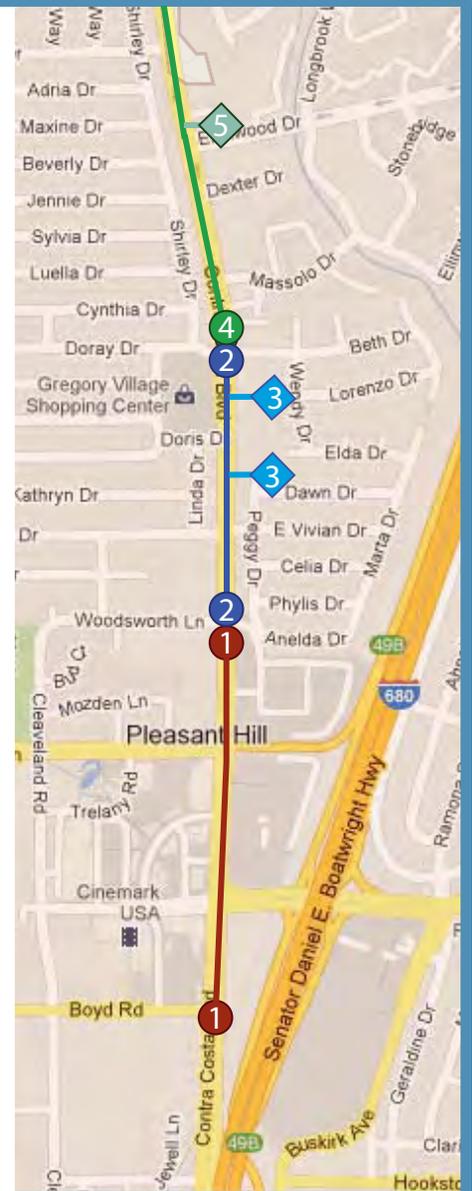
Running along Contra Costa Boulevard from Boyd Road to Woodworth Lane, this section of median is recognizable for its repeating element of ornamental columns and decorative fencing. Other elements include ground-cover and young trees.

Median Type 2



Stretching down Contra Costa Boulevard from Woodsworth Lane to Doray / Beth Drive, as well as from Target to 2nd Ave, these two spacially separated but similar areas of median are distinguished by repeating elements of river rock inset into concrete as well as ground cover and shrubs.

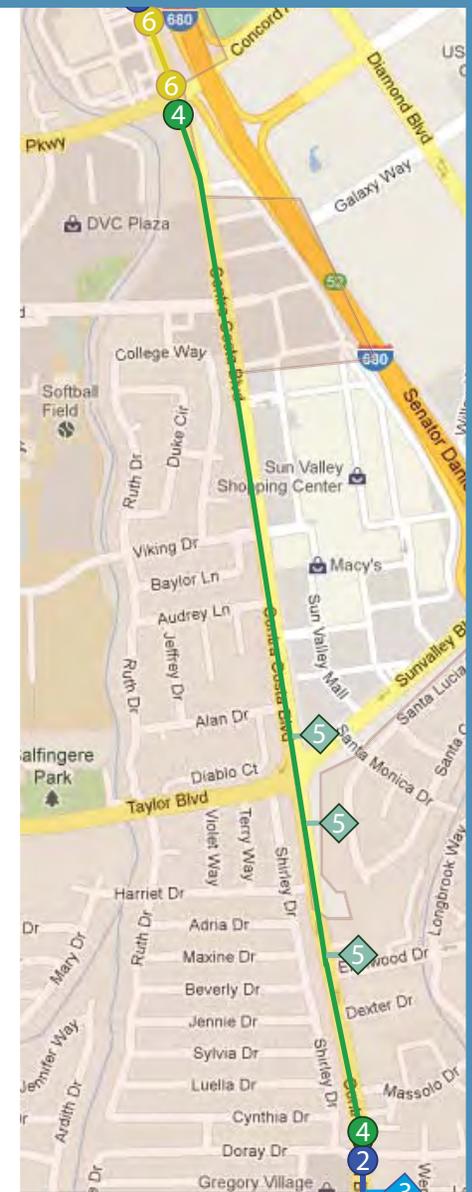
Median Type 3



Median Location

Appearing in short sections within the median mostly classed as type 2 are areas that contain mature evergreen trees.

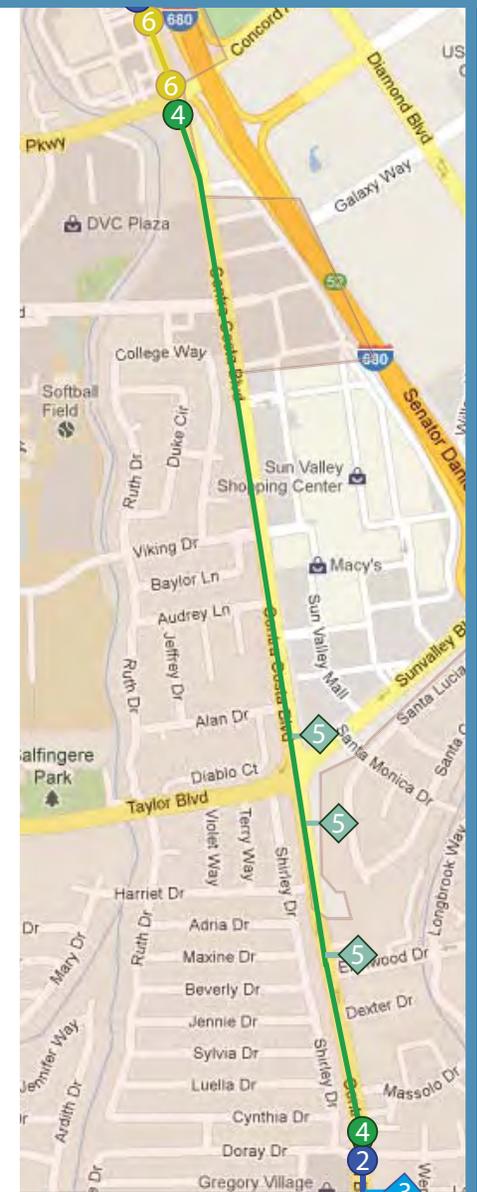
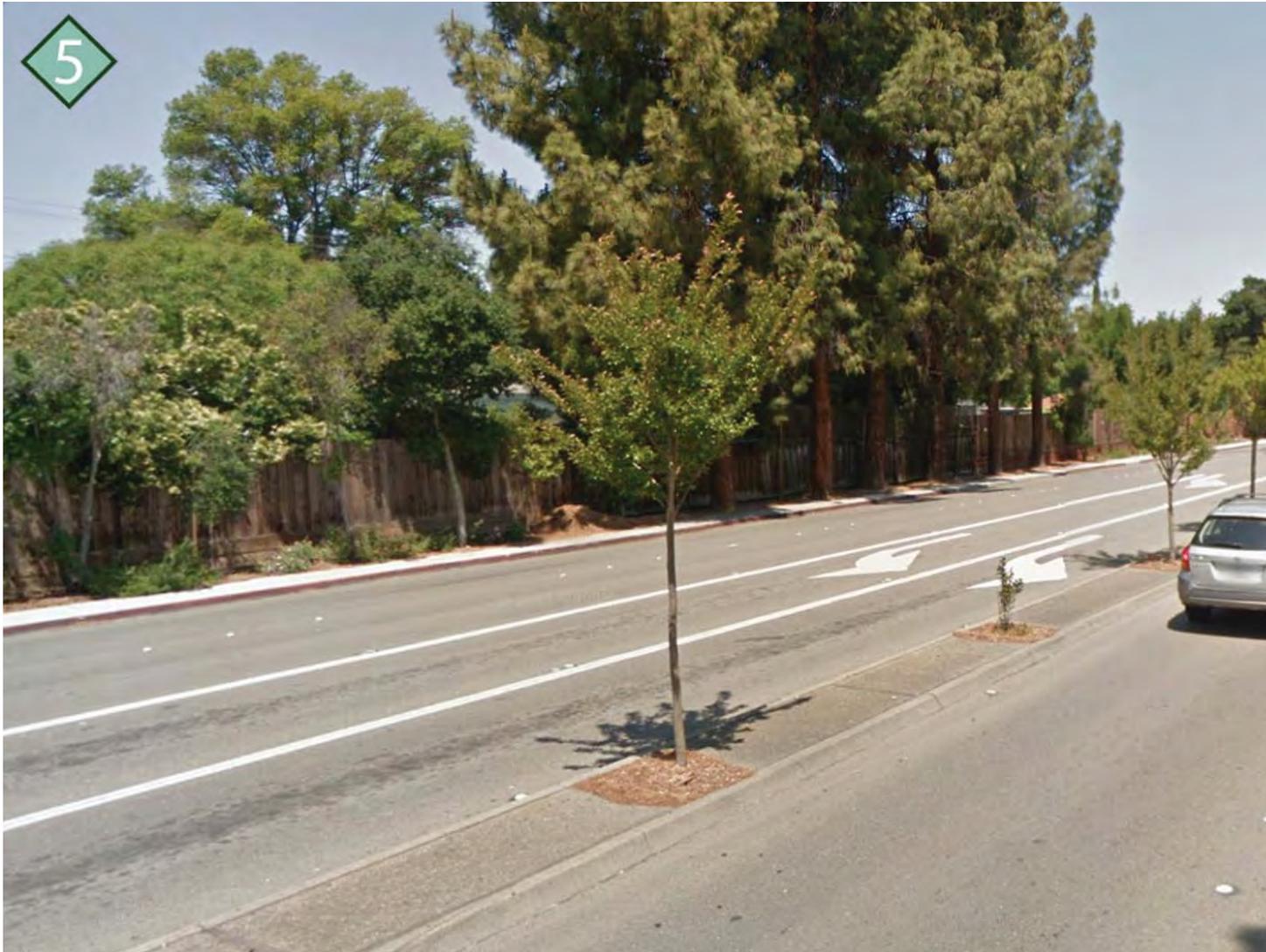
Median Type 4



Median Location

The longest section of median with stylistic continuity is section 4, which runs from Doray / Beth Drive to the Chilpancingo Freeway. This section is notable for its mature evergreen trees throughout and its somewhat unkempt but healthy evergreen shrubs.

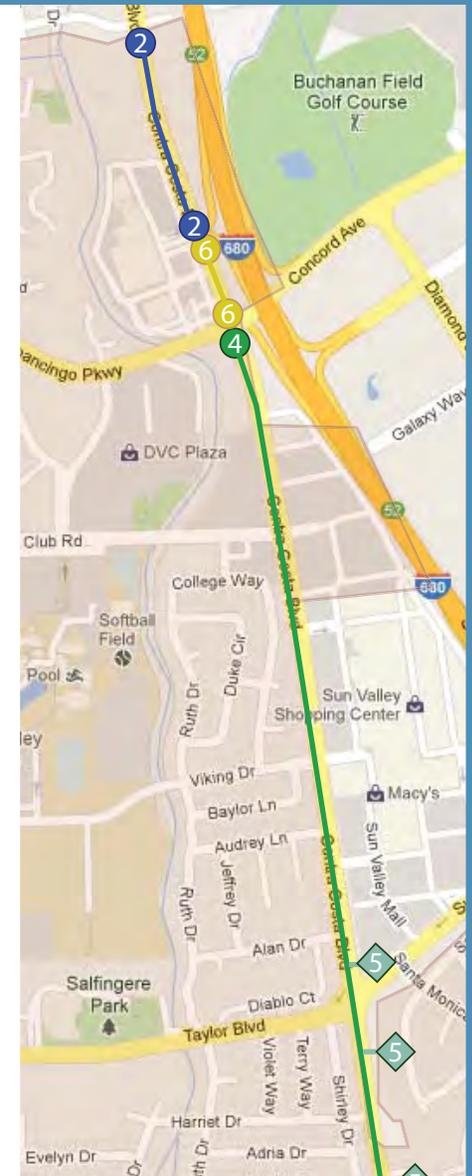
Median Type 5



Median Location

Appearing in short sections within the median mostly classed as type 4 are areas filled in with concrete.

Median Type 6

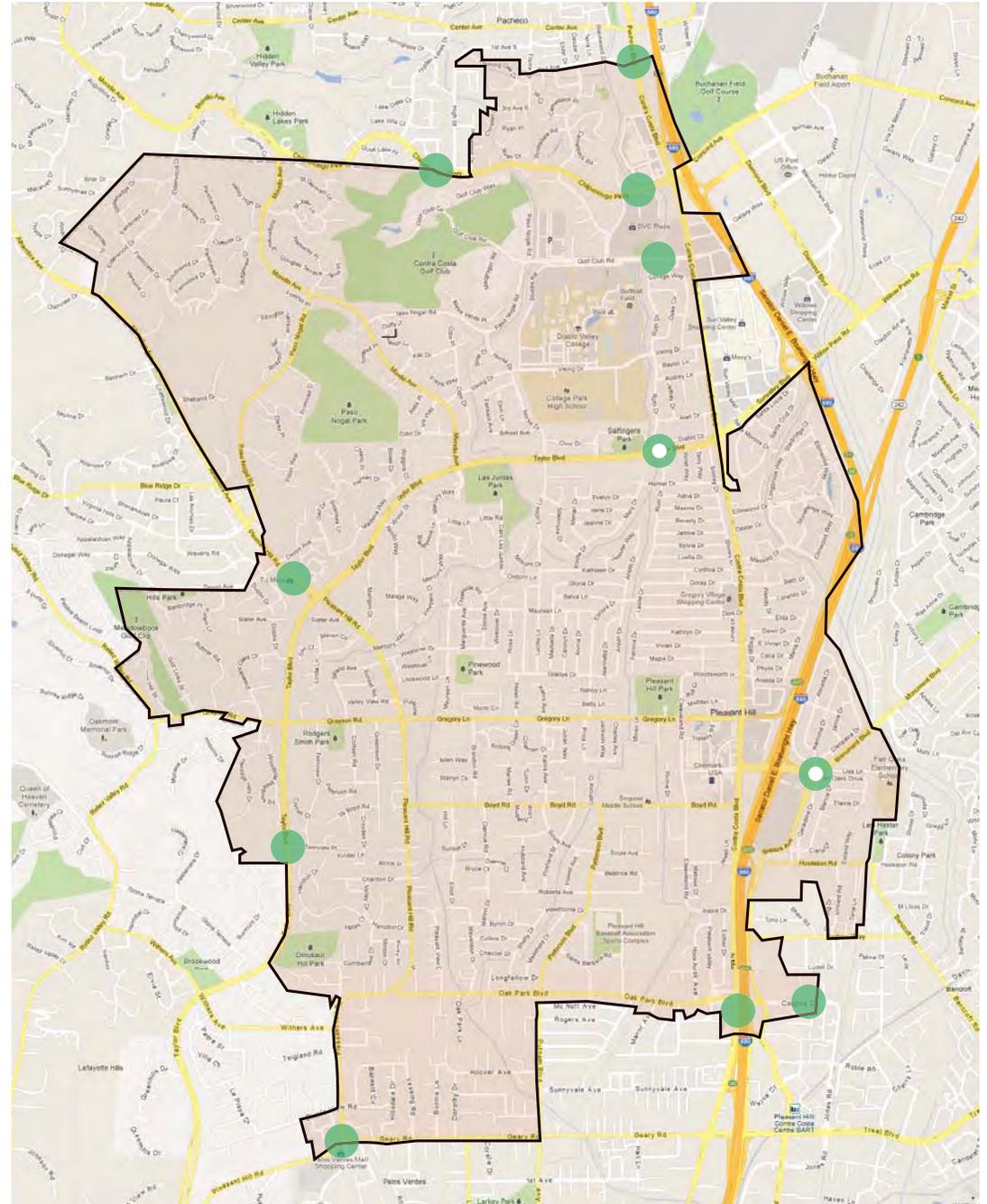


Median Location

Although relatively short, this section of median is the most undeveloped on Contra Costa Boulevard. Running from the Chilpancingo Parkway to Target, this portion of median contains only grass.

- Existing Gateway Monument
- Existing Gateway Monument (Bench style)

Gateway monuments are an effective way of defining Pleasant Hill's distinct sense of place, acting as easily recognizable landmarks to aid navigation. Pleasant Hill currently has 11 of such monuments, but their upkeep and image needs updating.



Current Gateway Monuments

