

COMMERCIAL AREA FACADES & GATEWAY SITES EVALUATION

CITY OF PLEASANT HILL

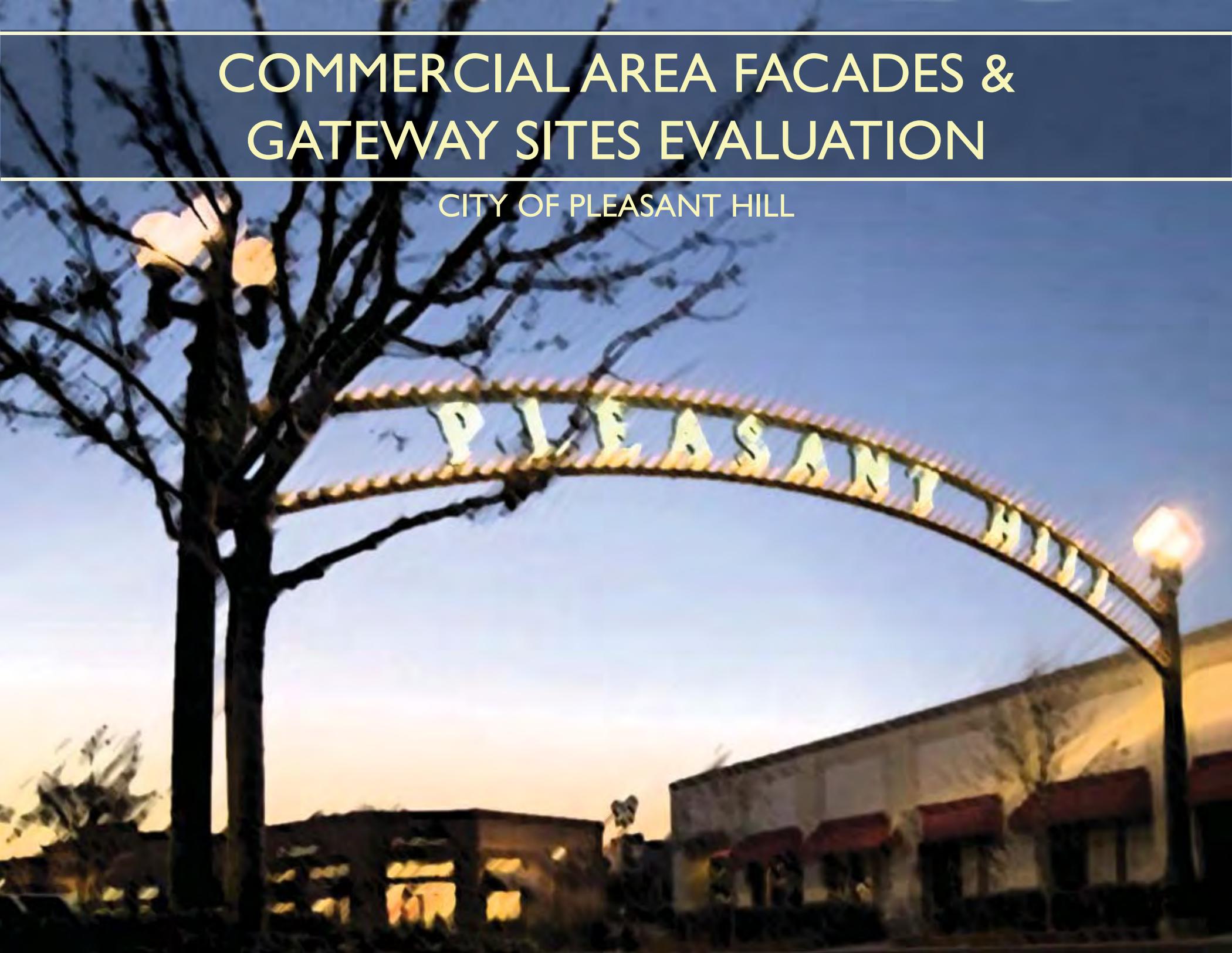


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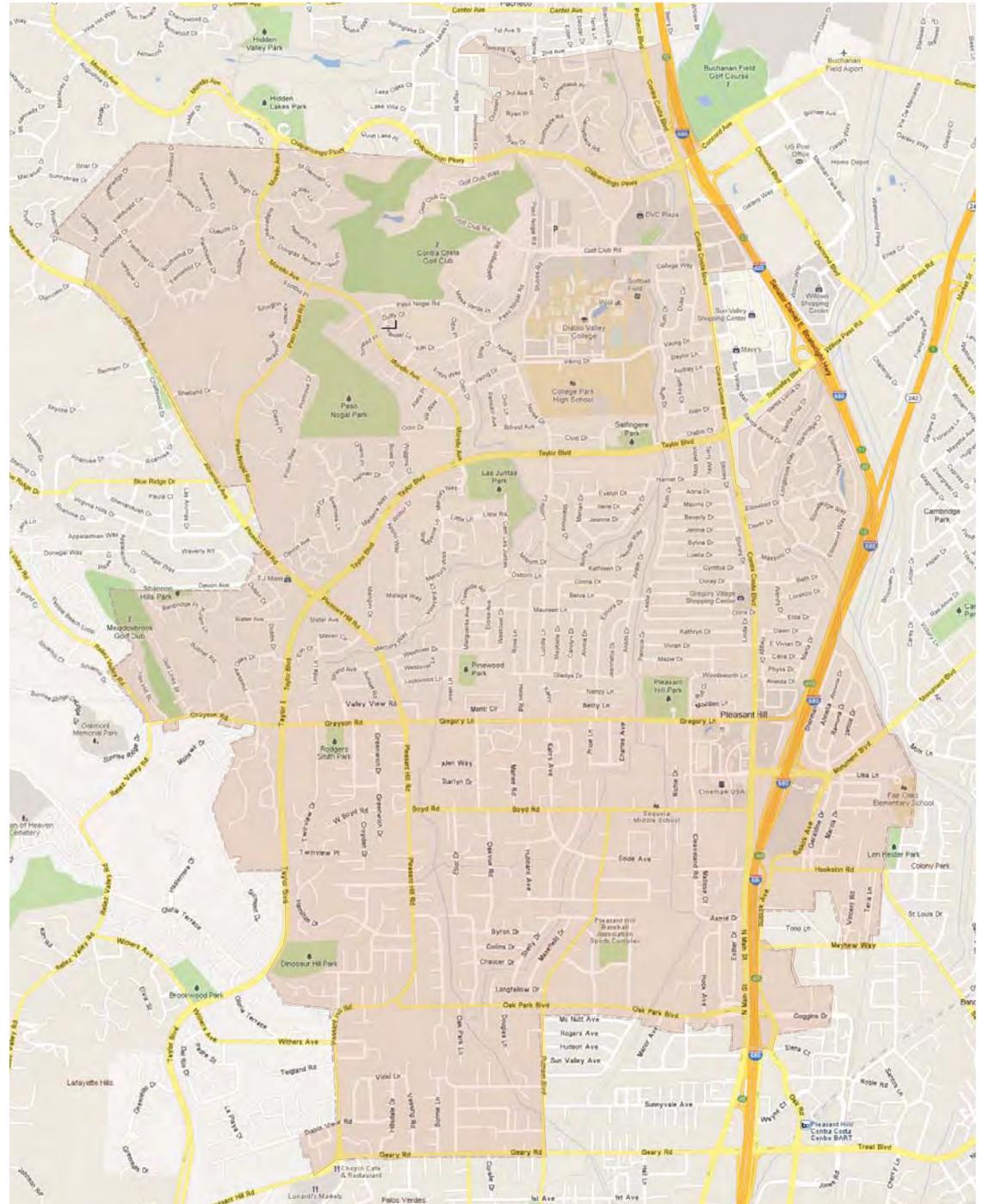
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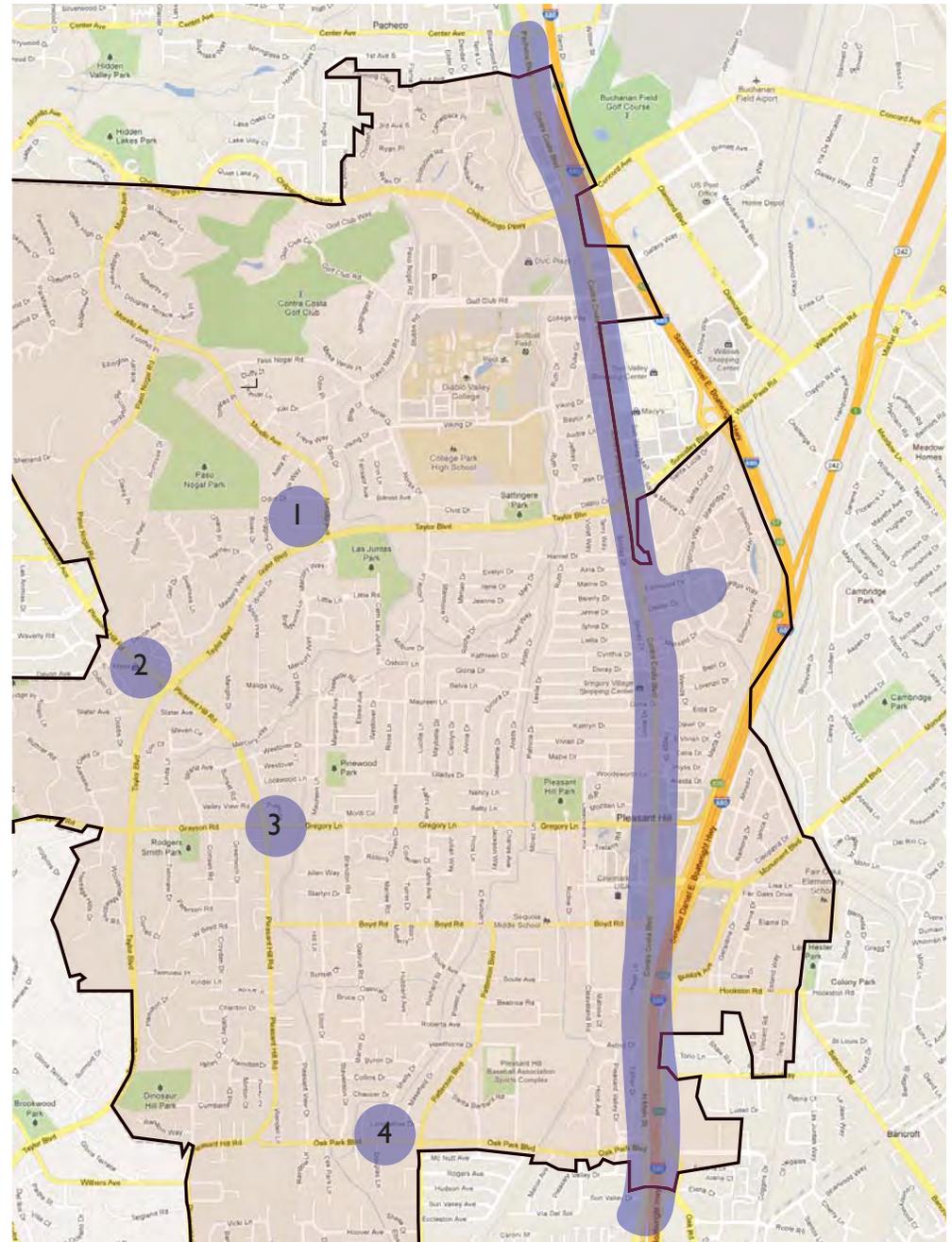
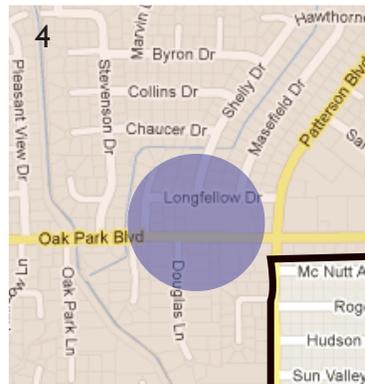
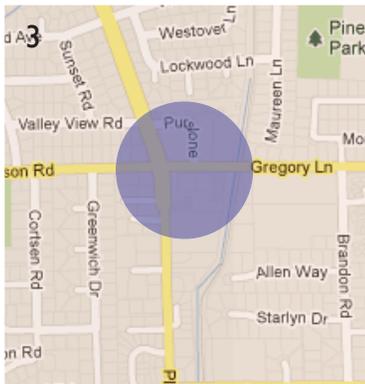
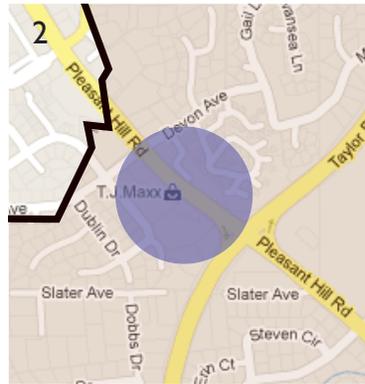
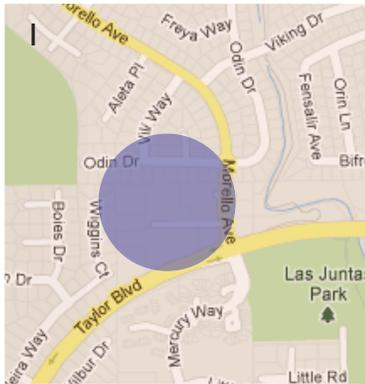
The City of Pleasant Hill commissioned this study for the purpose of identifying and categorizing its retail areas, as to their visibility, condition, accessibility and overall economic potential. Without making any judgment on the individual properties included herein, SZFM Design Studio photographed the retail properties and created an assessment for both the City and the property owners' uses that will both facilitate and focus potential improvements to achieve the greatest improvement for the least cost.

In a few cases, this study found that all these elements were above average or at the very least, adequate, and that there were no improvements that could be made that would make a great deal of difference in either visual appeal or economic viability. In other cases, some simple, cost-effective improvements could be made that would vastly improve the retail property and its economic potential. However, most properties were found to be somewhere in the middle. All properties were ranked by ease and economy of potential improvement. If the funds are available, the City may use the criteria in this report to determine which properties may qualify for financial assistance to make certain improvements for the benefit of those specific retail properties as well as their neighbors.

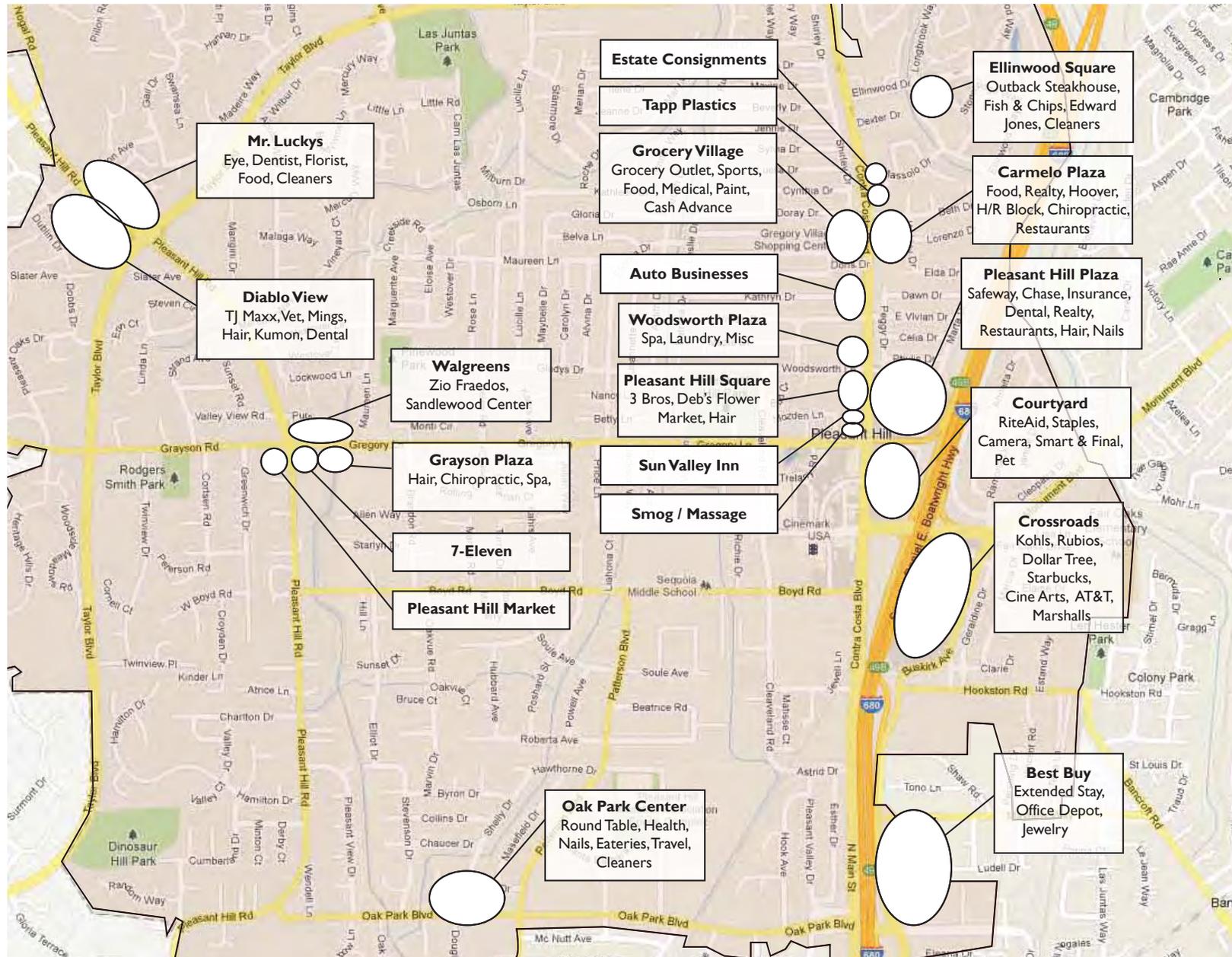
Another area of this study covers just under three (3) miles of Contra Costa Boulevard itself. The southern portion of Contra Costa Boulevard belongs to Pleasant Hill on both sides, but it should be noted that there are some properties on the north side of Contra Costa Boulevard, specifically the area of Sun Valley Mall, which are excluded from this study. SZFM looked at the conditions and makeup of the median, sidewalks on each side of the boulevard and Pleasant Hill identity features; i.e., kiosks, entry signage, directional signage, banners, etc. that convey an impression to drivers and pedestrians along this main street. There are several suggestions in this study to improve the sense of place that makes the City of Pleasant Hill and its downtown a destination place for shoppers and residents alike.

Introduction

In addition to the Contra Costa Blvd corridor, the majority of retail activity in the City of Pleasant Hill occurs at four retail hubs in the eastern part of the city.



The City of Pleasant Hill: Major Southern Retail Locations



The City of Pleasant Hill: Major Northern Retail Locations

