



NEWCASTLE

DOWNTOWN DESIGN PLAN

Prepared for Placer County by
Mogavero Notestine Associates

Approved by the
Board of Supervisors
on March 15, 1994

ACKNOWLEDGEMENTS

THE COMMUNITY OF NEWCASTLE

The People of Newcastle

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I. INTRODUCTION

A. PURPOSE

During July and August of 1992 Placer County circulated a request for proposals for consultant services to prepare the Downtown Newcastle Design Plan. In January of 1993 the County Board of Supervisors approved the selection of a Team comprised of Mogavero Notestine Associates, The HLA Group, and Recht Hausrath Associates to prepare the design plan. This planning project evolved from a request from the Newcastle Area Business Association to develop architectural and land use guidelines that will direct future construction and rehabilitation within the historic Newcastle community.

The intent of the Newcastle Downtown Design Plan is to propose means of revitalizing downtown Newcastle's commercial and residential areas through urban design, land use, circulation, and public improvement strategies. Revitalization efforts will also depend on the market orientation of downtown business activity.

The plan emphasizes the historic character of the area and identifies improvements and/or programmatic activities which will enhance not only the physical character, but also the economic viability of the downtown commercial area.

The Downtown Newcastle Design Plan identifies potential financing opportunities, marketing plans to attract desired tenants, and any regulatory changes that will be necessary to ensure development and redevelopment which are consistent with community goals. The Plan is a general policy document that recommends actions which must be implemented independent of the plans approval. Actions requiring future County involvement will be reviewed for comment by the Opher/Newcastle Municipal Advisory Council.

B. ENVIRONMENTAL AND HISTORICAL SETTING

The Town of Newcastle is located approximately 30 miles east of downtown Sacramento and 5 miles west of Auburn along Interstate 80. The town is situated atop a knoll midway into the foothills of the Sierra Nevada. The planning area for the Newcastle Downtown Design Plan is triangular in shape and roughly bounded on the east by Interstate 80, on the north by Taylor Road, and on the southwest by the rear of parcels fronting on Old State Highway and Kellogg Street.

Newcastle is fortunate to be located in the lower Sierra foothills where a temperate climate belt extends from the valley floor to about 3,000 feet. This environment allows for the production of many fruits such as apples, apricots, cherries, figs, grapes, grapefruit, lemons, melons, nectarines, oranges, pears, peaches, plums, pomegranates, and quinces, as well as nuts and olives.

The earliest report dating the community was a 1852 mining map which indicated the existence of Newcastle as a quartz mining area. It is said that the original location of the town was southeast of its current location, in the ravine where Interstate 80 is currently situated. With the coming of the transcontinental railroad, the town was moved to its current location. The railroad, which initiated passenger service between Sacramento and

Newcastle in 1864, drastically changed the complexion of the community. The town began to grow around the railroad and during a year long delay in the railroad's construction, Newcastle served as a terminus and depot for both freight and passengers. Later, around 1870, the first carload of fruit left for eastern markets, and by the 1880's Newcastle had become one of the state's major fruit producing and shipping centers. By 1889 Newcastle was California's largest shipper of fruits with 176 carloads departing from it. Each year shipments increased to the record level of 2,547 carloads in 1923. In 1930 the depression, increased competition, and two fruit tree epidemics caused production in the Newcastle area to decline, and by the end of the 1950's shipping was virtually non-existent. Today the only indication of Newcastle's place as an agricultural hub are a couple of large packing sheds and a cold storage facility, which have been converted to retail and mini-storage uses.

As opposed to the rather urban nature of Downtown Newcastle with its historic yet modest housing stock and its historic commercial core, the region surrounding the planning area is primarily rural-residential in character. This part of Placer County is among the County's most affluent, with median family incomes averaging around \$60,000 and median housing values in excess of \$200,000. The surrounding area's population is projected to double over the next 20 years, whereas the planning area will likely see modest in-fill development and rehabilitation.

C. CHARACTER AND PEOPLE

With the exception of the U.S. Post Office and a few newer "Butler" type industrial buildings, Newcastle's downtown buildings were constructed in the early part of the century. The commercial part of downtown has a unique historic character resulting from the relationship of the industrial packing sheds and the more traditional commercial downtown. The charm of this historic downtown area is rarely found in newer development. The residential areas to the west of the downtown core have a unique feel about them, with their narrow streets and compact development pattern.

The character of the surrounding area is rural and therefore cannot provide the focusing elements which communities need (civic buildings, community centers, libraries, museums, cultural facilities, etc.), and which the downtown area has the potential of providing. Downtown also has the opportunity to create a compact pedestrian oriented retailing area to support the larger Newcastle area.

Newcastle's population is older and very stable. Of those responding to the questionnaire, the average resident has lived in Newcastle for 18 years; 88% of the respondents were resident owners. The population is concerned about the future which is evidenced by the extent of participation in the community workshops.

D. PLANNING PROCESS AND METHODOLOGY

During the planning process, the Team met with members of the business and residential communities, met with county staff, conducted two community workshops, distributed and analyzed a questionnaire, and reviewed background documents. The elements contained in this plan are aimed at enhancing Downtown as a shopping and community environment and have been developed and combined into a comprehensive program. At the first workshop a thorough discussion of a conceptual program was conducted to allow the final development of specific steps and actions which are acceptable to those who must pay for them (The County, Property Owners, Residents, and Merchants).

Following the establishment of a consensus as to the general direction and priorities of revitalization implementation through a second community workshop, the Team prepared the Newcastle Downtown Design Plan. The plan emphasizes and recommends an implementation and design program that can be carried out through a public and private sector partnership, a partnership which establishes specific responsibilities for action and financial commitments.

E. PLANNING PRINCIPLES

The implementation of a Downtown Design Plan for Newcastle provides a unique opportunity to support broader community goals:

- ▶ Create a community identity and environment which centralizes retailing and commercial opportunities in the core of an existing community.
- ▶ Reduce negative impacts on air quality and traffic congestion.
- ▶ Provide the opportunity to preserve historic agricultural lands and open space resources.

There are several elements of Newcastle's current circumstance that taken together create a clear direction for its future:

- ▶ Above average household incomes in the area surrounding the core of the community.
- ▶ Other than across the freeway, only a relatively small quantity of land is zoned to accommodate neighborhood retail services that could compete with the downtown area.
- ▶ The physical circumstances:
 - ▶ There is limited access for large volumes of traffic.
 - ▶ There is potential for some expansion of commercial uses.
 - ▶ The existing underutilized structures lend themselves to small and medium sized retailers to whom the historical character and lower value structures are attractive.

It is our understanding that the community desires that Downtown Newcastle:

- ▶ Be primarily locally serving - including the immediate Newcastle area as well as the surrounding lower density residential community.
- ▶ Have a primary physical theme of maintaining historical structures which insures that new structures and rehabilitation of existing structures is sensitive to the historic character of the community.

It is interesting to note that the conclusion we have reached from our analysis and the expressed desires of the community are completely consistent with what is happening naturally in the downtown district. There is perhaps one small inconsistency between the community's expressed desires and the direction created by the natural market forces. As the community grows the demand for retail goods and services will also grow. The town center must be positioned to capture this increased demand. Otherwise, retail development proposals in outlying areas are likely to capture this new market, undermining the efforts to stabilize and support the town center. We, therefore, recommend that the Town Center plan include areas for retail growth and expansion, and that an on-going marketing program be initiated to secure appropriate tenants and market the town center to existing and new residents.

F. GOAL AND OBJECTIVES

Based on this context and on input received from the community workshops, questionnaire, our consultations with community members, and discussions with county staff and political leaders, we recommend that the strategy for the development and redevelopment of Downtown Newcastle be guided by the following goal statement.

Maintain and reinforce Downtown Newcastle as the focal point for civic and retail activities in the greater Newcastle area with an emphasis upon the following uses:

- ▶ *Light (Non-industrial or automobile related) general service, commercial for the surrounding residential areas including professional services.*
- ▶ *The provision of home and garden and other specialty retail uses for a geographic area that is broader than the surrounding residential areas.*

Achievement of this goal would be guided by the following objectives stated in descending order of priority.

- ▶ *Strengthen the character of the existing Marshall Square area.*
- ▶ *Maintain and reinforce the existing historical character and resources of the entire town.*
- ▶ *Accommodate the expansion of retail and professional services in a manner that is consistent with the historical character of the town.*
- ▶ *Reinforce the town as the civic center of the surrounding area and community and the community's pride in the town's center.*
- ▶ *Limit commercial rezoning in the immediate area that would have the potential of competing with downtown Newcastle.*
- ▶ *Accommodate better pedestrian access to the core area and the preservation and development of housing to increase the number of people within walking distance of the core.*
- ▶ *Improve the circulation system for all modes of transportation, including the automobile, bicycle, transit, and pedestrian.*

- ▶ *Improve the recognition that Newcastle can provide goods and services to the larger Newcastle area and possibly attract a modest number of travelers from Interstate 80.*

II. THE PLANNING ENVIRONMENT

A. LAND USE AND ZONING

1. Residential:

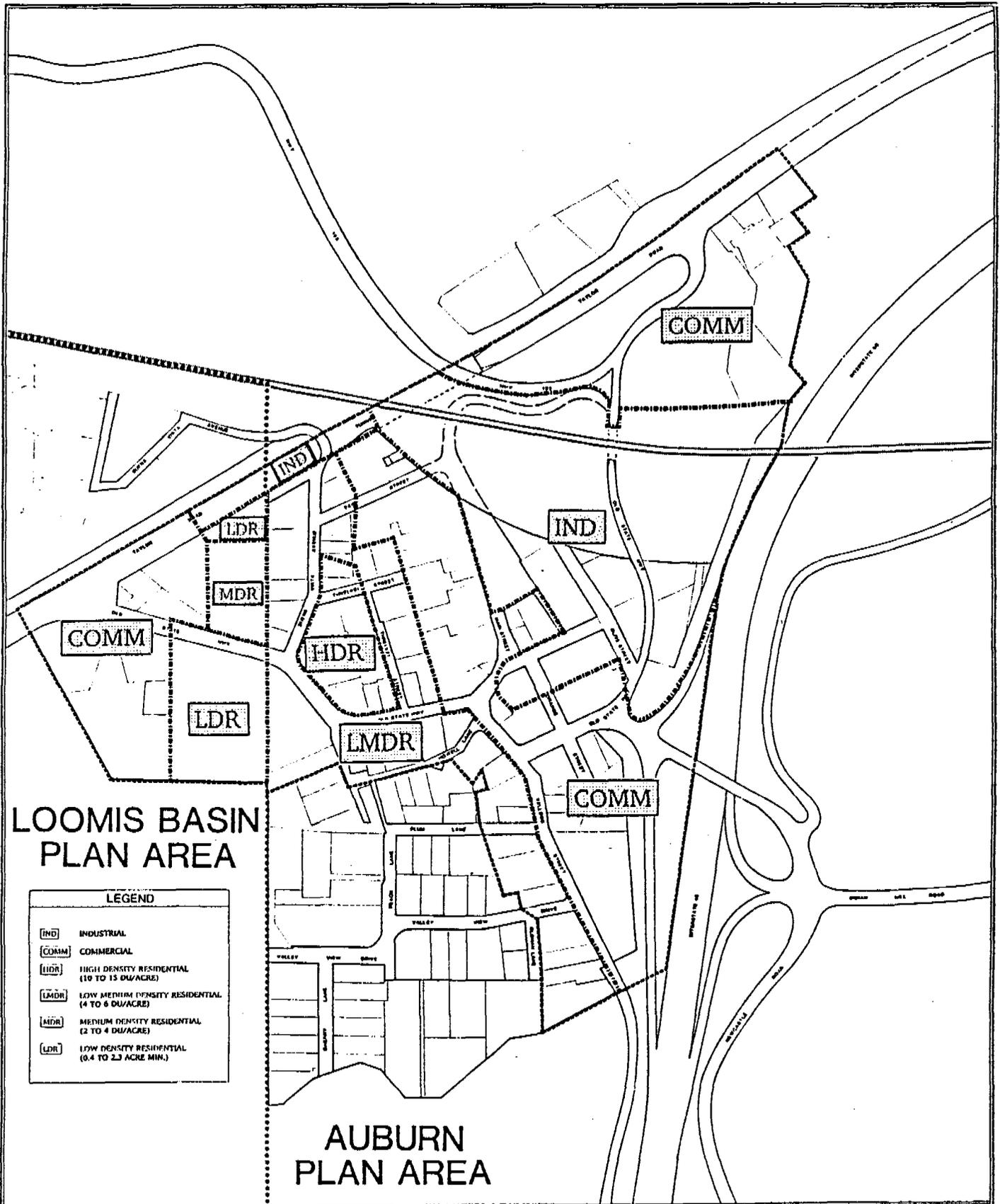
The Loomis Basin and Auburn General Plan designations existing in the downtown Newcastle planning area include low density residential (.4 to 2.3 acre minimums) and medium density residential (2 to 4 dwelling units/acre) in the Loomis Basin General Plan and low/moderate density residential (4 to 6 dwelling units/acre) and high density residential (10 to 15 dwelling units/acre) in the Auburn Area General Plan.

These designations are consistent with the zoning districts established for the area. The R-1 zone, or low density residential zone, allows by right a single-family dwelling unit, rooming and boarding houses that do not exceed four persons, a guest house, residential care homes for up to six persons, large and small family day care homes, public buildings and quasi-public uses such as parks, playgrounds, recreational buildings, firehouses, and home occupations.

Uses allowed with a conditional use permit include schools, golf courses, hospitals, public utility sub-stations, communication equipment buildings, pumping stations, landscaped public or private parking lots, second residential units, and commercial vehicle storage.

Within the medium and high density areas, the R-3 zone allows by right those uses permitted in the single family zone as well as duplexes, apartments with 20 or less total units, professional offices, rooming and boarding houses, child care and large and small family day care homes, swimming pools, accessory buildings, clinics, crafts, instruction studios, dance or art studios, and music studios.

Uses requiring a conditional use permit include hotels, motels, accessory buildings for those uses, and mobile home parks.



**LOOMIS BASIN
PLAN AREA**

**AUBURN
PLAN AREA**

LEGEND

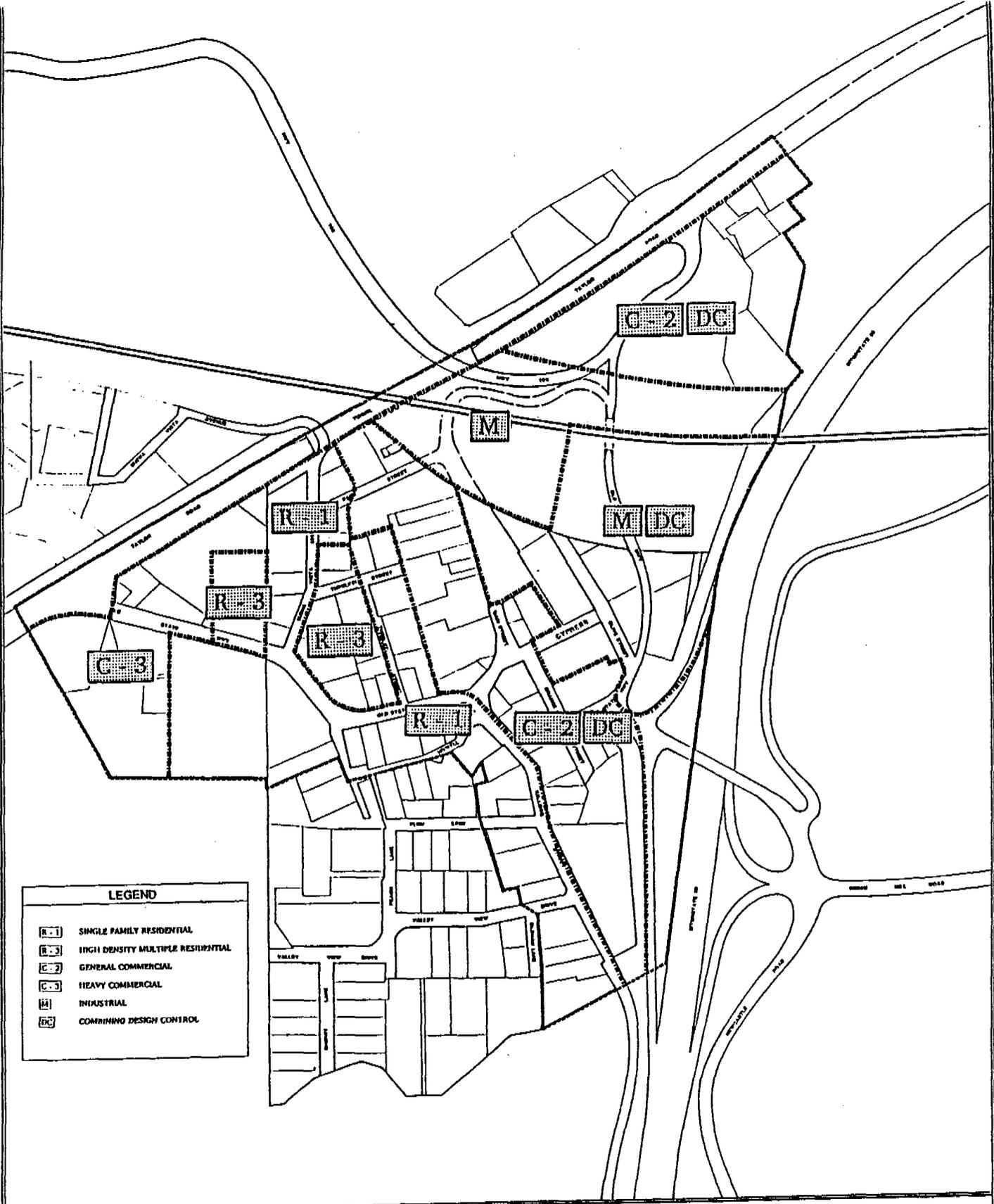
[IND]	INDUSTRIAL
[COMM]	COMMERCIAL
[HDR]	HIGH DENSITY RESIDENTIAL (10 TO 15 DU/ACRE)
[LMDR]	LOW MEDIUM DENSITY RESIDENTIAL (4 TO 6 DU/ACRE)
[MDR]	MEDIUM DENSITY RESIDENTIAL (2 TO 4 DU/ACRE)
[LDR]	LOW DENSITY RESIDENTIAL (0.4 TO 2.3 ACRE MIN.)



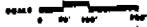
NEWCASTLE
PLACER COUNTY
DOWNTOWN DESIGN PLAN
AUBURN-LOOMIS BASIN GENERAL PLAN
LAND USE DESIGNATIONS



The HLA Group
Recht Hausrath Associates



LEGEND	
R-1	SINGLE FAMILY RESIDENTIAL
R-3	HIGH DENSITY MULTIPLE RESIDENTIAL
C-2	GENERAL COMMERCIAL
C-3	HEAVY COMMERCIAL
M	INDUSTRIAL
DC	COMPREHENSIVE DESIGN CONTROL



NEWCASTLE

PLACER COUNTY
DOWNTOWN DESIGN PLAN

EXISTING ZONING DISTRICTS



Mogavero
Nolestine
Associates

The HILA Group
Recht Hausrath Associates

2. Commercial:

There are two types of commercial districts within the Downtown Newcastle study area. Those include the C-2 and C-3 zones. The C-2 zone allows by right standard retailing and service uses, including some uses which may not be appropriate in the downtown area such as: auto repair, boat sales and repair, commercial vehicle storage, motorcycle sales, public utility service yards, truck terminals, truck repair and service, etc. These types of uses are also allowed in the more intensive C-3 zone by right which is appropriate.

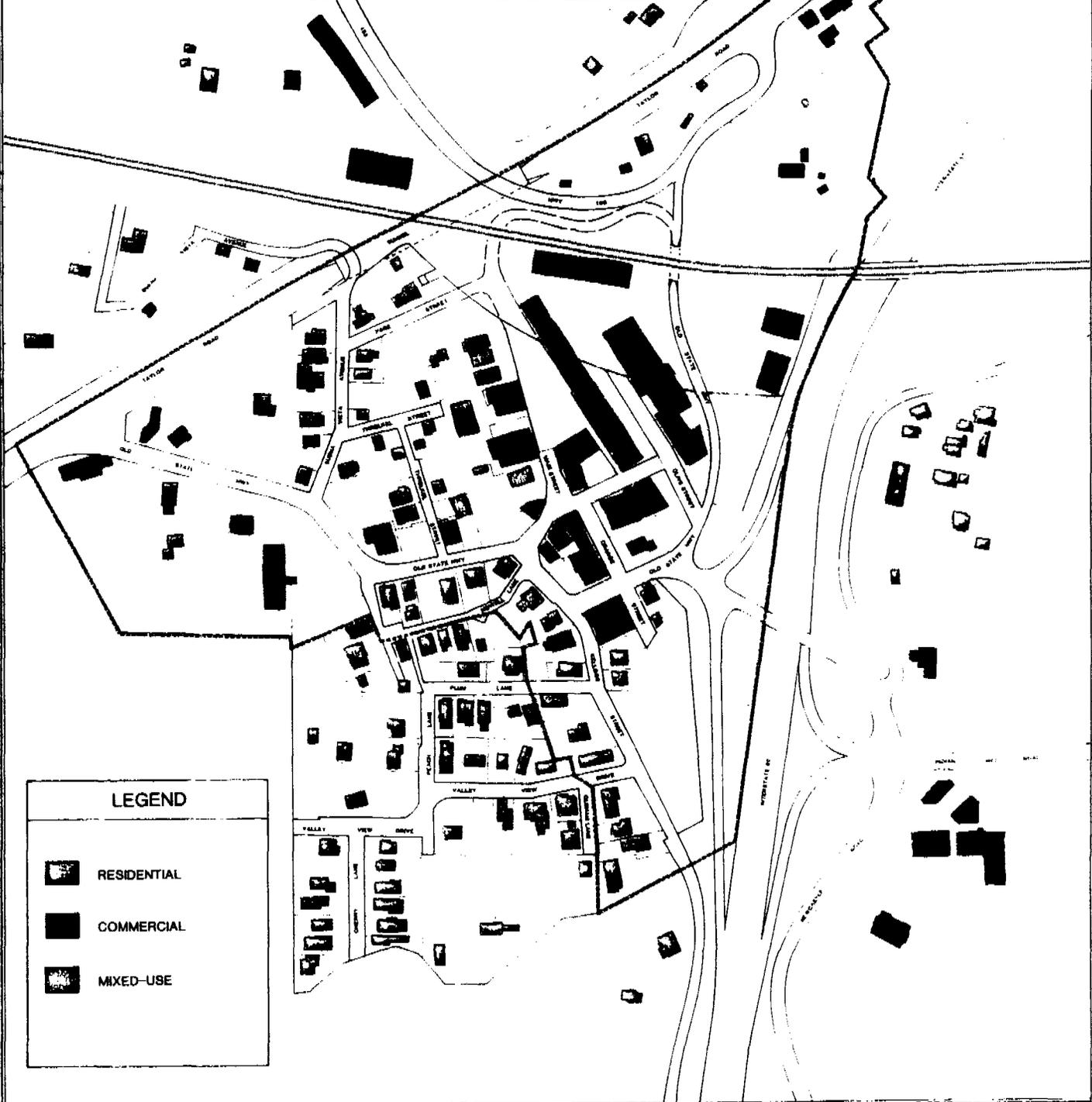
3. Industrial:

The land use designation of the General Plans for industrial and commercial is consistent with the zoning designations. The industrial zone (M) allows uses such as: auto repair, blacksmith, light industrial uses, tire and brake shop, welding shop, wholesale sales, warehousing, and commercial vehicle storage. Many of these uses may not be appropriate within the downtown area.

4. Alternatives and Recommendations:

The land use and zoning designations within the residential areas appears to be consistent with the community's desire for a relatively low density residential community. The concept of mixed use (allowing compatible commercial and office uses along with residential) for three properties along Old State Highway near Howell Lane in the R-1 zone is appropriate.

Within the commercial and industrial designations, however, there appears to be a potential for conflict between a high quality commercial and service district, and the uses permitted within those zones. It is the team's recommendation to evaluate the entire listing of permitted uses as well as uses permitted with a conditional use permit. This evaluation should occur within the context of the community plan update. The inclusion of residential mixed use concept is also recommended for evaluation as well as the evaluation of the elimination of the industrial zone within the upper level commercial area. The elimination of the zone would allow the continuation of existing uses under the "non-conforming use" clause of the Placer County Zoning Ordinance, section 1732(f).



LEGEND

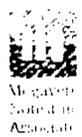
-  RESIDENTIAL
-  COMMERCIAL
-  MIXED-USE



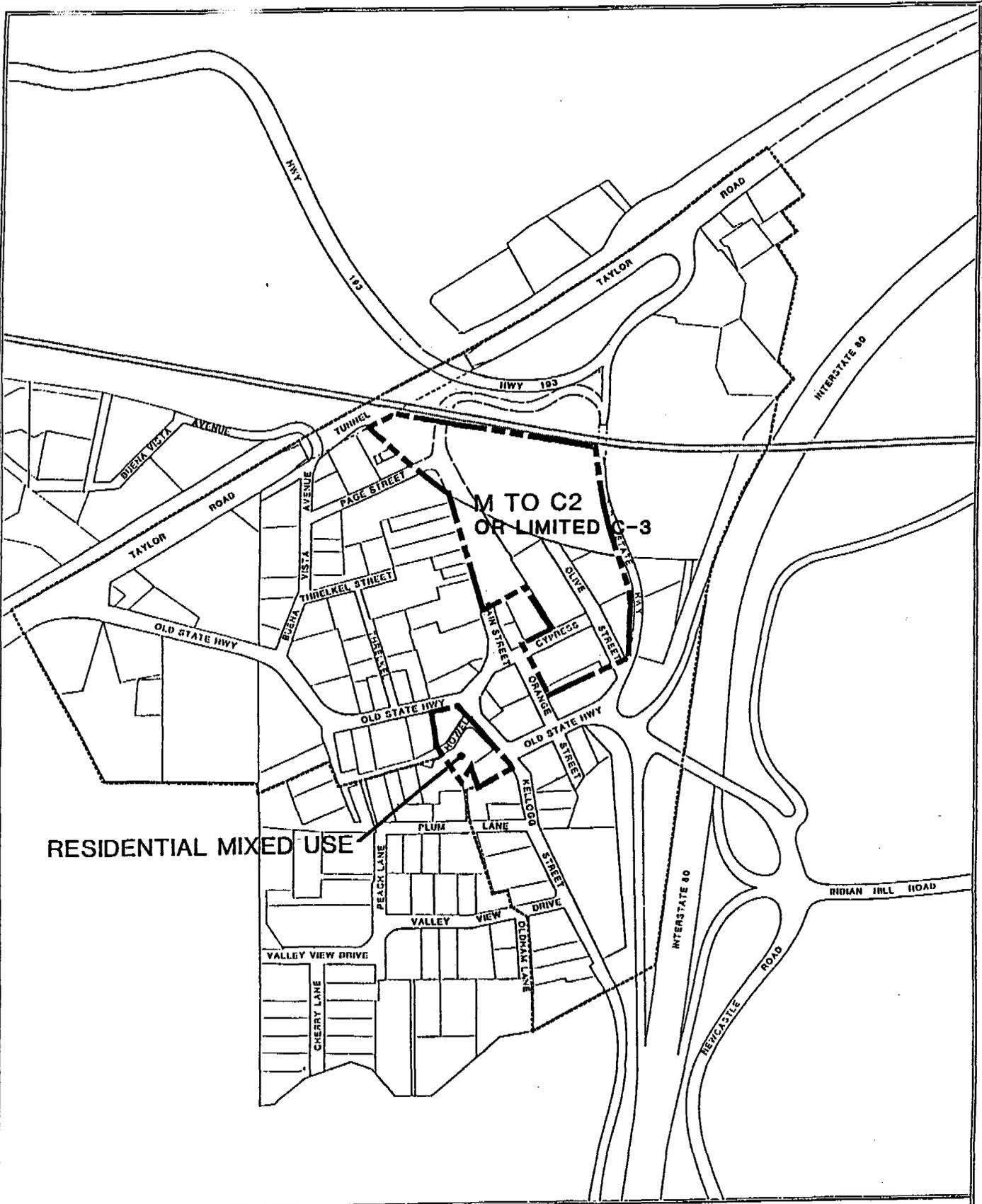
15 MAY 1993

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PLACER COUNTY
DOWNTOWN DESIGN PLAN
EXISTING CONDITIONS



The HLA Group
A Morgan Stanley
Associate



RESIDENTIAL MIXED USE

M TO C2
OR LIMITED C-3



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DOWNTOWN DESIGN PLAN

PROPOSED REZONE FROM
M TO C2,C3 / RESIDENTIAL MIXED USE



The HIA Group

Recht Hausrath Associates

B. STRUCTURAL CONDITIONS, RESTORATION FEASIBILITY AND IN-FILL OPPORTUNITIES

Generally speaking, most of the structures are in good repair and of excellent finish quality. Considering the date of their construction and the lack of evidence of any substantial renovation work to them in recent years, it is likely that most do not conform with current codes for structural seismic integrity. This is particularly pertinent for the heavy masonry structures, especially those with large expanses of glass and therefore unbraced walls in the form of store fronts.

Although the sheds provide an important architectural character for the town, it is likely that most of them have substantial code and structural problems and would require major renovation, potentially at greater cost than new construction. In addition, the sheds are large expanses of wood framing and any major renovation would trigger the need for fire sprinklers.

There are several "metal buildings" in town. It is important to note that these structures are simply later generations of the same type of large utility structure as the sheds. Despite this, they are considered inconsistent architecturally with the character of the town. They are also long span structures that provide extremely flexible space for a variety of uses. It is conceivable that these structures could be recycled with a simple replacement or refinishing of wall systems and other embellishments such as lighting.

The following sites provide opportunities for in-fill development.

- ▶ The southwest corner of Page Street and Main Street - Commercial uses.
- ▶ The north side of Old State Highway at its intersection with Kellogg Street - Commercial uses.
- ▶ The east side of the intersection of Old State Highway and Buena Vista Avenue - Residential uses.
- ▶ The industrial use site between the Old State Highway and Interstate 80, south of the railroad tracks - Commercial uses.
- ▶ The parcels between the Old State Highway and Interstate 80, north of the railroad tracks - Residential uses.

C. HISTORIC PRESERVATION

1. Local District vs. National Register District:

A vast majority of the planning area for the Downtown Newcastle Design Plan would be eligible for district nomination under the National Register of Historic Places program. This program is the federal government's official list of historic properties worthy of preservation. A listing in the National Register provides recognition and assists in preserving our nation's heritage. National Register designation provides a number of potential benefits including:

- ▶ Review at the national level of federal projects which might impact listed properties.
- ▶ Eligibility for federal tax credits.
- ▶ Discouraging demolition, since historic buildings which are demolished are not eligible to include the cost of demolition as a development project cost for tax purposes.
- ▶ Qualification for certain federal grants for historic preservation.
- ▶ Availability of planning grants for feasibility studies for preservation or adaptive reuse.
- ▶ Tax credits for the donation of partial interest in real property such as facade easements.
- ▶ The ability to utilize the State Historic Building Code.
- ▶ Extraordinary review under the California Environmental Quality Act.

Also available as a tool for historic preservation is the recognition at the local level of a historic design review district. Design review districts are widely used to preserve historic character in Placer County. The benefits are similar to those provided with the National Register district; however, the extraordinary review under CEQA and for federal projects will not necessarily apply, and the tax credit for restoration of historic structures, which under the federal program is 20%, is

not available. The 10% federal investment tax credit for older structures is still available with a locally designated design review district. It has been our experience that the federal 20% credit requires substantial documentation and a review process that is too cumbersome and generally not taken advantage of. The 10% credit for standard rehabilitation of older structures is not available when the 20% is available.

The other major benefit, use of the State Historic Building Code, is available in locally established districts.

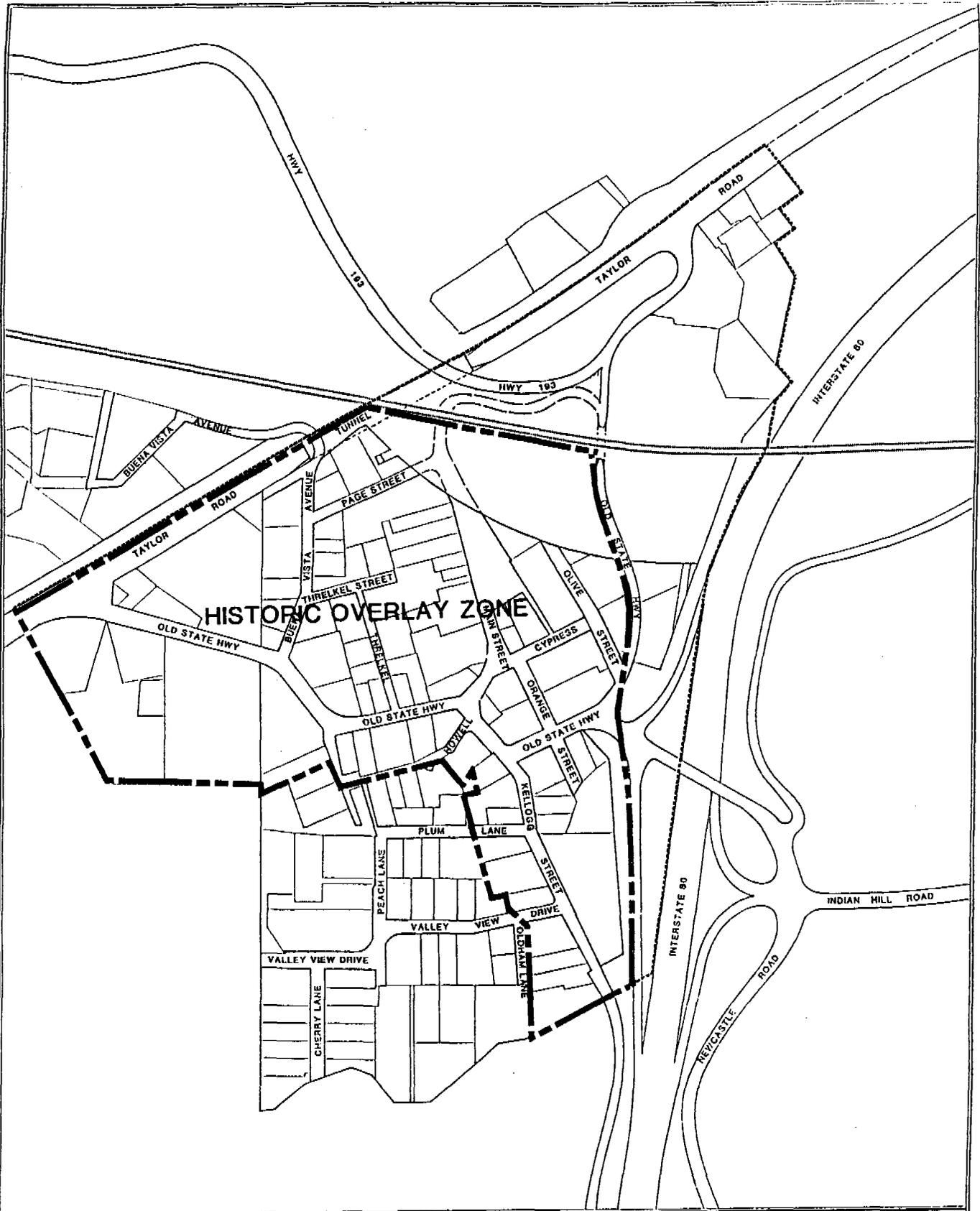
2. State Historic Building Code:

In 1975 the State Historic Building Code was established for optional use by local governments. In 1984 the legislature changed the statutes to make the use of the code mandatory throughout California. Now, local building officials must allow the code to be applied to the rehabilitation of all listed historic properties, including those in locally adopted districts. The State Historic Building Code overrides and supplements the Uniform Building Code, and is particularly useful in code issues related to requirements for plumbing, electrical, structural, seismic, fire safety, energy, and disabled access. The code allows further flexibility in enforcement of code requirements. All older buildings, because they were built before present day code requirements, are out of conformance with the latest Uniform Building Code. The most important aspect of the Historical Building Code is that it allows the building official to make a determination that the building's internal systems are reasonably safe, if in fact they are, without automatically imposing the modern Uniform Building Code.

3. Alternatives and Recommendations:

The basic alternatives available for a formalized historic preservation program is the establishment of a local or national register district. It is the team's recommendation that the County Board of Supervisors establish a local district by the use of a Combining Design Historic (Dh) zone as permitted in Section 1100 of the Placer County Zoning Ordinance.

This designation will offer the community the greatest opportunity in recognizing a wide cross-section of historic buildings that might not otherwise qualify for state and federal designation. In addition, it will enable the community to provide demolition and design review protection not offered at the other levels.



NEWCASTLE

PLACER COUNTY

DOWNTOWN DESIGN PLAN

PROPOSED HISTORIC COMBINING ZONE (Dh)



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The Dh combining zone is "combined" with the existing zoning designation, similar to the existing design control (Dc) combining zone currently in effect in the Newcastle area.

The combining zone would have the specific purpose of recognizing the historic area and providing for specific review of new construction and rehabilitation. The Dh zoning also provides for protection of historical resources where the relationship of the old and the new buildings is very sensitive. The combining zone can apply not only to the historic buildings, but to any new construction that would occur in the neighborhood. The historic design review district combining zone would trigger applicability of the State Historic Building Code.

D. LANDSCAPE RESOURCES

1. Existing Conditions:

Existing landscape resources within the planning area range from those which are in keeping with the foothills (oaks and other native plant materials), to exotics which are generally associated with California's valley and coastal climates, to no landscape at all (or at least none which is memorable).

For instance, the business district is largely devoid of any significant landscaping: the town square has no organized landscaping, although the memorial/kiosk (Marshall Square) does provide a focal point to the downtown. Moving out from the central portion of the business district, some areas do include landscaping, most notably around the post office, at residences adjacent to business uses, and along Old State Highway.

Residences within the planning area are largely landscaped in an informal style, incorporating many exotic plant materials typically found in older, Victorian gardens: roses, specimen camellias, citrus, varying canopy/shade trees, and a myriad of under-story plantings. Trees within the residential areas of Newcastle are largely evergreen, which is uncommon in foothill towns. The dominant species, *Cinnamomum camphora* (Camphor) is seen on many of the residential streets to the south and west of the business district. Most Camphors are rather healthy specimens; some are in drastic need of care. *Washingtonia robusta* (Mexican Fan Palms) punctuate the skyline and are a historical reminder of the English who originally settled in the area as a resort from urban lowlands. Most of these specimens occur generally outside of the Plan area.

Few if any of the area's former fruit trees occur within the planning area. Some residences do have fruit trees in their yards, not however to a great enough extent to make a significant visual impact or create a landscape statement.

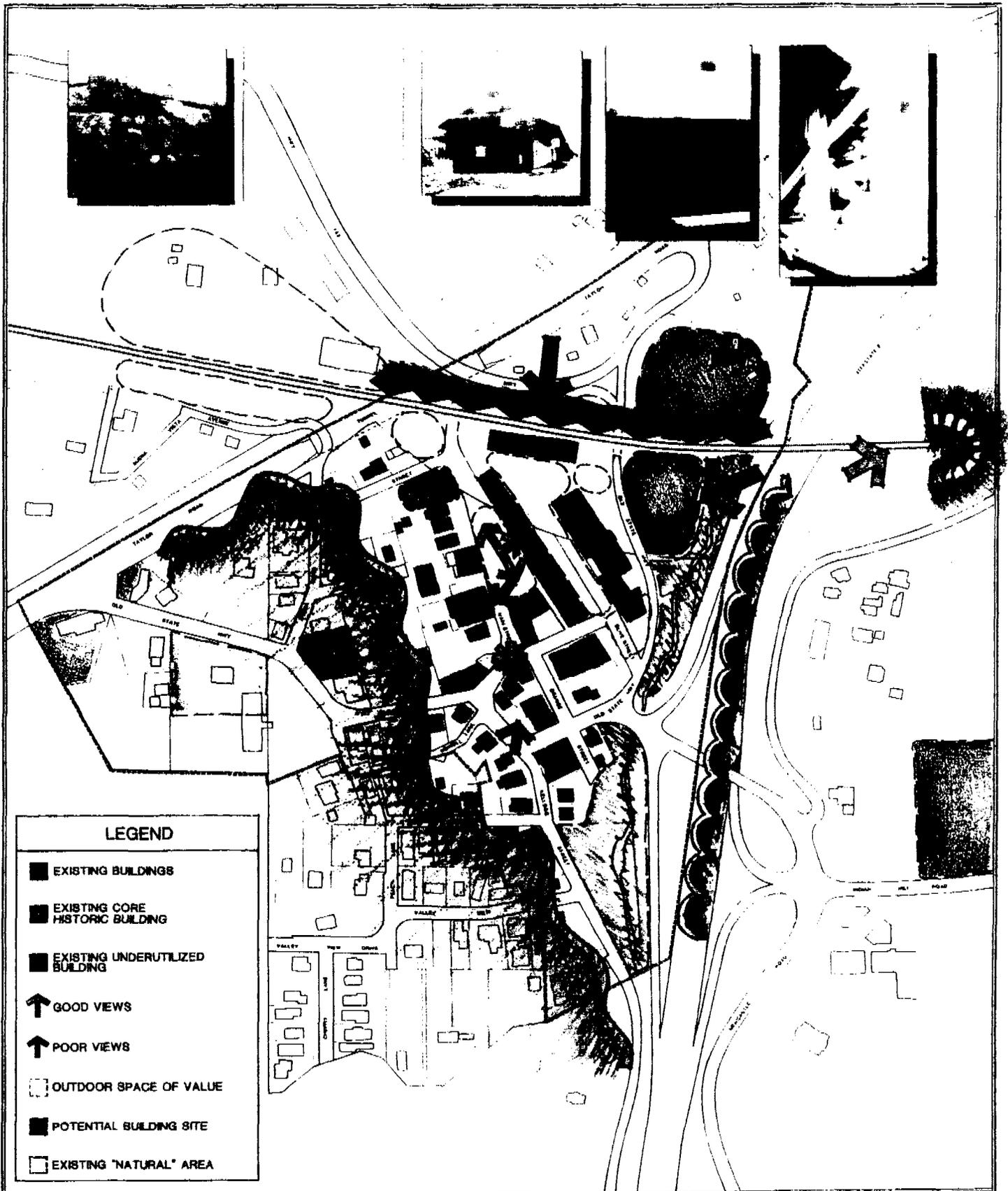
Hardscape features within the Newcastle planning area are very limited in nature: the developed Marshall Square gazebo with its associated planters and flagpoles, the stacked stone walls along the Old State Highway, large masonry and plaster retaining walls along the fronts of older residences, and a few pedestrian walks (outside of the business district). A small historical marker with a commemorative fence element terminates the northeasterly edge of the business district. Other than utilitarian paving features and limited pedestrian walks in the business district, hardscape improvements occur only sporadically within the area. It is obvious that community members care about their environment by the number of sponsors who have contributed to the construction of Marshall Square and historical marker. This interest should be capitalized on throughout the course of this planning process.

The resulting landscape pattern of these varying conditions is one of pleasant disjointedness: a display of materials and built landscape features typical of many foothill towns and older communities in northern California. Some upgrading is in order, and appropriate scale and style are very important to assure success.

2. Alternatives and Recommendations:

There are a number of different scenarios that landscape improvements within the community could take, with the main goal of working towards the overall upgrade and unified image of Newcastle.

- ▶ Implementation of public oriented improvements such as walks, upgraded street lights, and accent pavement areas to denote "special" places within or entrances into the Plan area;
- ▶ Landscape improvements which could be used to create a sense of scale, provide shade and focal points within the business district, and/or;
- ▶ A balanced combination of the above which could mark the beginning of a developed theme for Newcastle that ties into the assets already in place, taking into consideration the most pressing needs of residents and business owners and operators.



SCALE
0 100 200 FEET

15 MAY 1993

NEWCASTLE

PLACER COUNTY

DOWNTOWN DESIGN PLAN

OPPORTUNITIES & CONSTRAINTS

BOUNDARIES, VIEW, SITES, ACOUSTICAL, BUILDINGS



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Associates

The HLA Group

Recht Hausrath Associates

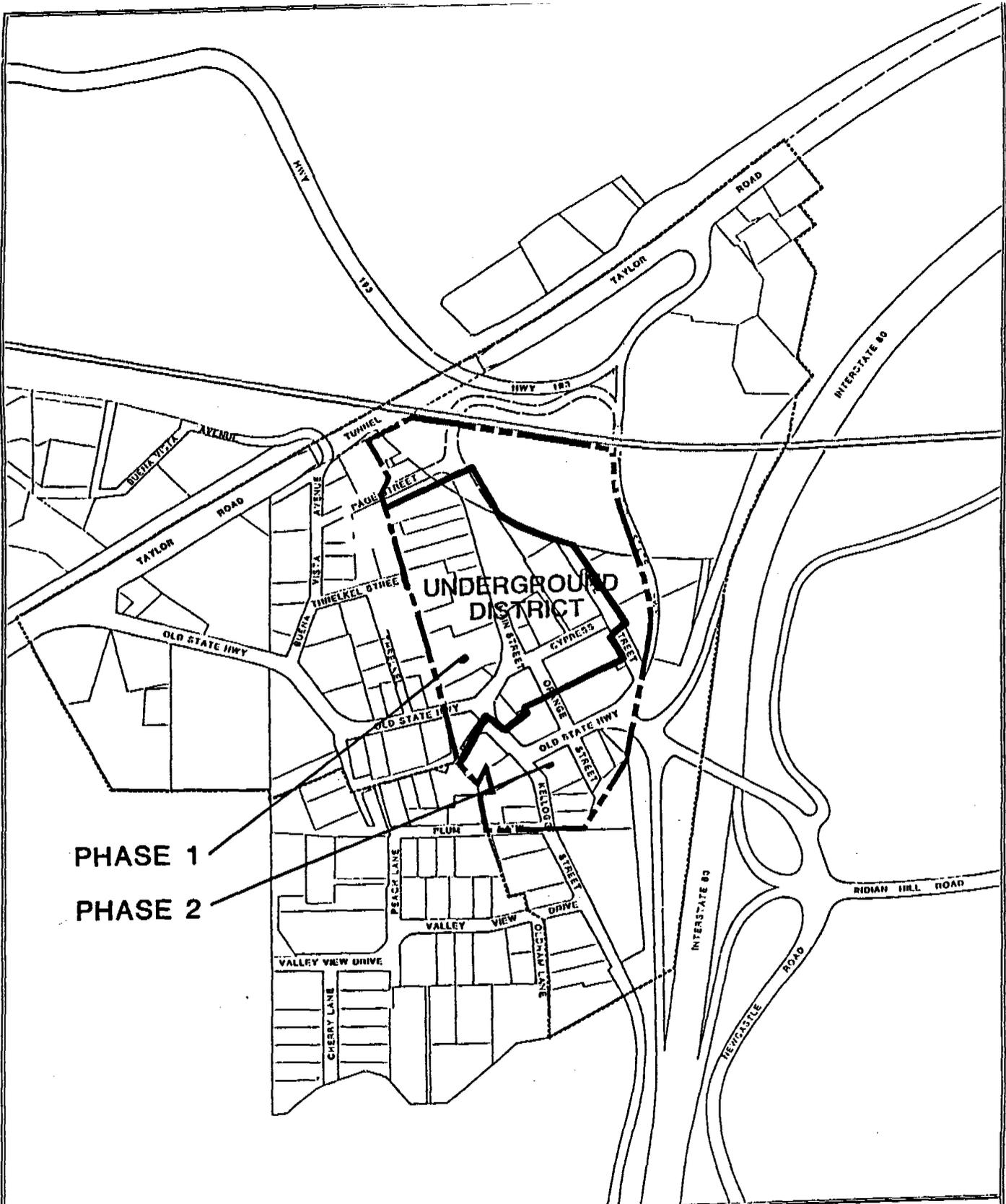
From the perspective of hardscape and design in the business district, one way to vastly improve the square area would be to preserve the parking area in largely the same configuration as it is and install rather slow growing, medium sized trees within the drive areas, so that vehicles are allowed to park and drive around them at very slow speeds. Trees could be installed on a formal grid with a soft, permeable pavement such as decomposed granite surface and tied to primary force lines already in existence, reinforcing strong forms of buildings and developed or redeveloped outdoor spaces. By installing a different ground plane surface, the space created by the trees could be used for something other than parking, such as public gatherings, open air markets, etc.

Limited landscaping (drought tolerant shrubs and trees, wild flowers and native grasses) could occur in the area of the Old State Highway between Buena Vista and Taylor Road, creating a positive and somewhat upgraded entry for Newcastle.

E. PUBLIC IMPROVEMENTS

1. Undergrounding of Utilities:

The issue of undergrounding utility lines was raised at the community workshop. The removal of overhead wires can make substantial visual difference. One issue of concern would be the cost to the property owners of converting to an underground service connection. This cost would be shared between the utility and property owners. Another issue which would need to be addressed is the location and treatment of the transformers which would be located at grade. In order to reduce disruption and reduce overall costs, an undergrounding program should be coordinated with other public improvements such as street repairs, improved street lighting, etc. If an undergrounding district is to be established, it should be focused in the upper level of the commercial area.



PHASE 1
PHASE 2

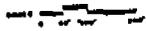
UNDERGROUND DISTRICT

NEWCASTLE

PLACER COUNTY

DOWNTOWN DESIGN PLAN

PROPOSED UNDERGROUNDING DISTRICT



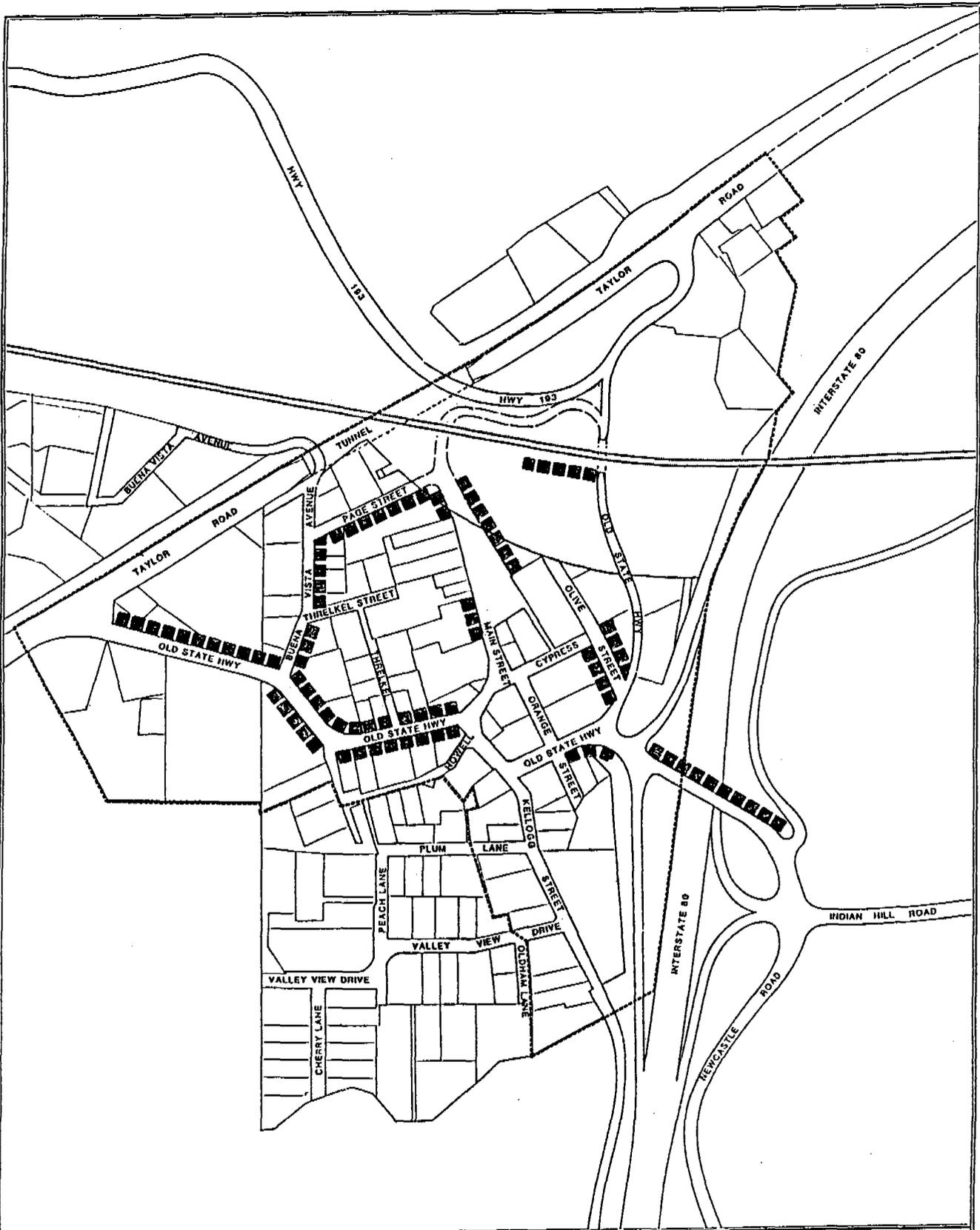
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Recht Hausrath Associates

2. Sidewalks:

Sidewalks and pedestrian connections are haphazard at best and improvements will be required. Specific locations needing attention include:

Main Street	Reconstruction of the boardwalk along the western side of the northern packing shed, including a connection to the southern shed around the firewall. Connections through the northern shed and improvements to the southern shed's connection if parking is provided east of the sheds.
Main Street	Construction and improvement to the existing sidewalk in front of Quality Market extending to the Placer Bank steps.
Main Street	Replacement of the sidewalk at the site of the old hotel at the corner of Main and Page Streets.
Page Street	Construction of a sidewalk on the southern side of Page Street.
Buena Vista	Construction of a sidewalk on the eastern side of Buena Vista from Page Street to the Old State Highway.
Old State Highway	Construction of a sidewalk on the northern side of the Old State Highway from Buena Vista to Taylor Road.
Old State Highway	Reconstruction of the sidewalks on both sides of the Old State Highway between Buena Vista and Main Street.



Scale 1" = 100'

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PLACER COUNTY

DOWNTOWN DESIGN PLAN

PROPOSED SIDEWALK IMPROVEMENTS



Mogavero
Notestine
Associates

The HLA Group

Recht Hausrath Associates

I-80 Interchange

The connections between the east and west sides of Interstate 80 are very poor. Additional analysis will be required to assess the extent of improvements surrounding the Interstate 80 Interchange.

Grade Connections

A grade connection between the lower part of the Old State Highway and the upper level commercial area. This could occur inside one of the eastern sheds or at the extreme northern end of the eastern shed. Improvements in the area would allow pedestrians to patronize businesses on either level and would allow the use of lower level parking resources as overflow parking.

3. Street Lights:

The existing street lights are currently very utilitarian in nature and consist of cobra heads mounted on utility poles. Since a utility underground district is being proposed by these Guidelines, new and enhanced lighting may at some point become practical. A new system of lighting on a more human scale would enhance the historic character of both the business and residential areas. Fixtures should be used that are appropriate to the years during which the buildings were constructed and used. For example, street lighting around the sheds could be an industrial wall mounted pendant fixture, while the lighting in the residential and commercial areas could be provided by the more traditional pole-mounted acorn-type fixture, illuminated by energy conserving lamps (high pressure sodium or metal halide). New light fixtures can be used to create special areas within Newcastle, such as around Marshall and Packing Square, at town entries, flanking sides of roads, and within neighborhoods to identify streets by means of attached signage. It is recognized that for safety reasons, certain qualifying street intersections must be illuminated at a prescribed intensity. This generally necessitates the use of a cobra-head type fixture with a certain wattage and pole mounting height. Much more flexibility is available for accent lights that are not required for traffic safety. From a cost standpoint the pole type fixtures should be coordinated with undergrounding of utilities.



RAILROAD PARK



STREET FURNITURE



MARSHALL SQUARE

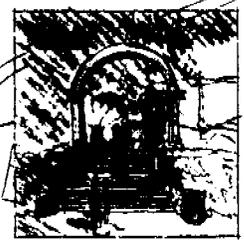


PACKING SQUARE
TREE CANOPY AND BENCHES
TO ACCOMMODATE PARKING
AND SUPPORT SALES AND
MARKET TRAFFIC



NEW PARK
LANDSCAPE DESIGN
TO BE COMPLETED BY
REDEVELOPMENT PHASE

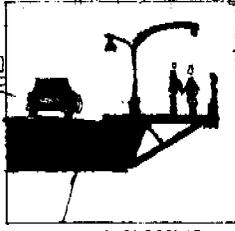
LANDSCAPED ENTRY
AT PARKING GARAGE OFF
TAYLOR ROAD A DESIGN ELEMENT
OF "TRAIL" PROVIDING A
STRUCTURAL CONNECTION FROM
THE OVERPASS ALONG THE ROAD



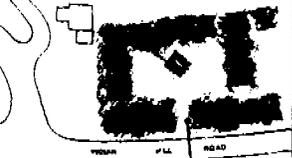
STAIRWAY TO NEWCASTLE



FIREHOUSE COMMUNITY CENTER



FREWAY CROSSING



NEW HOUSING
REDEVELOPMENT SHOULD BE PART
OF HOUSING FOR NEW
DEVELOPMENT ON THE
EAST SIDE OF THE FREEWAY



15 MAY 1993

NEWCASTLE

PLACER COUNTY
DOWNTOWN DESIGN PLAN
FORM & FUNCTION IDEAS



Mogavero
Notestine
Associates

The HLA Group
Reich Hausrath Associates

F. URBAN DESIGN

The community's desire is to maintain the downtown as the focal point for civic and retail activities in the greater Newcastle area. Another community concern is that new development and rehabilitation should build upon the very strong existing character of the downtown area.

Based upon these principles, we would recommend the following urban design concepts and public improvements.

1. The Top of the Hill:

In general, the upper commercial area should be a realm where the automobile and the pedestrian share all of the streets. This should be emphasized particularly in the existing Marshall Square and in the new Packing Square, the area between the sheds.

- ▶ Marshall Square. Marshall Square, being the most prominent outdoor space in Newcastle, requires careful attention in terms of design and implementation so that it retains this prominence, and is built with a sense of quality and permanence.

Marshall Square should be improved in a manner to increase the intimacy and sense of protection of the square in general. In particular, a dense growth of trees should be planted on the southern side of the square to create a canopy which is similar to the Fire House Courtyard in Old Sacramento. The canopy should be high enough to accommodate truck movements. Trees in the square will be of a single species which can be pruned to allow visibility of storefront signage and automobile clearance. Existing features of the square will be preserved and enhanced by potted annual color, banners, and directional/merchant signage.

The pavement in this area should also be modified to provide strong signals to automobiles that pedestrians are dominant. Pavement in the square would be installed in a large enough expanse to allow for the development of a public plaza for gatherings, markets, fairs, etc. Four or five parking spaces in the southeast corner should be utilized to accommodate outdoor eating if and when a tenant becomes available.

The gazebo/monument structure that currently exists in the square should be modified somewhat, retaining the integrity and character of the original design. More permanent features of the gazebo need to be constructed. Additional seating adjacent to the structure and ground level shrub plantings would give the gazebo a stronger sense of permanence and quality, enticing more people to use it and elevating it to an appropriate level of importance within Marshall Square.

The existing flags around the gazebo should be relocated to the northern end of the square to create a vertical element that will terminate the vista to the north beyond the square.

Facade improvements and devices which protect the pedestrian from the automobile should be installed at the Quality Market site.

- ▶ "Packing Square". This should be the primary focus for any expansion of retailing in the upper commercial district other than the conversion of the northern shed and in-fill along Main Street. This area should also be planned in a manner to accommodate the joint use by automobile and pedestrians. Tree planting should be limited to the center of the square, allowing overhangs and canopies to shade walkways that run along each side of the Square adjacent to the building. Parking should be constructed in such a manner as to allow utilization of parking areas intermittently for outdoor retailing by the businesses within the structure, or for special events with booths.

Development of the structures and the square should be initiated at the southern end and coupled with the concrete terrace which is at the south end of the eastern packing shed structure. This should be integrated with a space that capitalizes upon the strong character of the old railroad trestle to provide visibility of a farmer's market type activity from the freeway with the addition of an architectural image that denotes "gateway" from the freeway.

This could include some kind of an art form at the top of the hill combined with broad, generous steps to the Old State Highway below. Improvements of these areas should be financed primarily by the increase in the value of the adjacent shed buildings that will result from upgrades in their use.

- ▶ **Connection Stairways.** It is conceivable that eventually the retail growth may need to expand beyond the existing sheds. As noted under Planning Principles, we are recommending this occur between the Old State Highway and Interstate 80, south of the railroad tracks, and that therefore pedestrian connections would be necessary between these areas. In the item above, we suggested a set of steps on the southern end of the eastern shed. We would also recommend there be an additional set of steps on the north end of the eastern shed as well as in the middle of the structure. The space on the north end should be a pleasant meandering walkway, covered with a canopy of trees to accommodate a quiet restful space within the downtown.

- ▶ **Basement Park.** The old granite foundation at the north end of Main Street provides an opportunity for a small pocket park that could potentially increase the level of activity of community residents in the downtown area. We would suggest that this park become a combination of a quiet, restful place with some small activities such as a playground for children or low activity adult recreation such as bocci courts.

Site furnishings including limited play equipment, picnic tables and benches, and a drinking fountain should match those used elsewhere in the study area. Play equipment should be rather low key in nature, including a slide, swings, and one or two spring toys.

2. **Details:**

Street furniture, light fixtures, and general pedestrian amenities are important aspects of the overall character of the community. Architectural details and elements should be of a scale and style consistent with the architectural theme in Newcastle, not necessarily a bogus "historical" look, but rather a classic style with simple form. For more detail please refer to the Newcastle Downtown Design Guidelines which are available in Appendix A.

3. **Sidewalks, Crosswalks and Streets:**

Sidewalks - Pedestrian circulation within the Plan area should be a priority. All future transportation improvements should be designed to accommodate the pedestrian first, even if it diminishes vehicle speeds or access. The business district needs a real augmentation of walks: in some places there are none, in some places they are covered, and in few places it is obvious that they interconnect and make

up a pedestrian system. Intersections could be further denoted by textured pavement or granite insets which tie into the area's quarry history. New walks in the residential areas could be made of decomposed granite with a binding agent so that it is permeable and "natural" looking, but accessible to everyone.

Covered walks should be implemented as sites are redeveloped or receive new facades, such as in front of Quality Market or the Old Hotel site. Walks in the commercial downtown area should be approximately 8 feet wide wherever possible.

Sidewalks within the commercial area of downtown should be made of either concrete scored in a "nostalgic" pattern or elevated wood (boardwalks). All walks do not need accompanying curbs and gutters, in fact the absence of engineered or typical public works features are an asset to existing development within Newcastle. Walks can also be designed to be flush with adjacent streets, separated by shallow drainage swales and cast iron bollards to match or compliment new light fixtures.

Other walks should be made of soft materials, such as cemented decomposed granite or gravel, the first choice being cemented decomposed granite. The most applicable area for this is along Old State Highway between Taylor Road and Orange Street, where the pedestrian area is separated from the roadway by a significant grade change. Non-concrete walks can also be utilized in, and adjacent to, Basement Park and Marshall Square. In historic areas, the use of asphalt, brick, stamped or textured, and colored concrete can be attractive alternatives to a natural surface and should also be considered. Installation and maintenance costs as well as liability exposure should be considered in selecting the appropriate sidewalk surface in any given area.

In developing any of the pedestrian walks within Newcastle, care should be taken to provide an ample mix of ramps and stairs, largely in compliance with the Americans with Disabilities Act.

Roadways - At the intersection of Buena Vista Street, Threlkel Street, and Old State Highway, the existing crosswalks could be modified. The crosswalks could be made of granite pavers installed in a sand bed and contained within reinforced concrete bands. By installing pavers, a difference in texture for motorists will be realized, further announcing arrival into a "different" or "special" place, as well as causing them to reduce speeds.

Bicycle circulation should be considered as streetscapes are improved within the study area. Placer County has in place the Placer County Bikeways Master Plan (1988) which calls out Highway 193, Taylor Road and Indian Hill Road as Class 3 Bikeways. Improvements within road sections must be bicycle friendly and allow for the safety of riders as well as pedestrians, particularly at crosswalks and other places where the two may interface.

4. Entries:

Taylor Road and State Route 193 are major thoroughfares in this part of Placer County, subordinate only to Interstate 80. The tunnels through which each arterial passes are a major opportunity to create a design theme along these roadways, incorporating materials, form, or style of the tunnels into new elements. Monument-type signs announcing Newcastle could occur at the intersection of Taylor Road and Old State Highway, at the intersection of Taylor Road and Highway 193, as well as on either side of the Interstate 80 interchange. These anchors would allow motorists to realize that there actually is a downtown Newcastle, as well as provide a visual and design linkage to an important aspect of the town's history.

Monumentation should evoke a feeling of permanence, as if it has always been there, and present a craftsmanlike appearance. Appropriate materials include stacked and mortared stone or cast, colored concrete with a rich texture and detailed reveals. Colors should be of neutral hues with accents being provided by applied graphics, metals, art, or other appropriate signage.

Limited landscaping could occur in conjunction with such signage. Native trees, shrubs, and grasses, interspersed with fruit trees, could be used to highlight areas and tie into the community's past.

At the Taylor Road/Old State Highway intersection, a transit stop with seating, shelter and minimal lighting should be installed on the westbound side of the road. Landscaping should occur in the triangle median area of the intersection and extend up Old State Highway. Plantings in this area should be simple in nature, with flowering accent and canopy trees and drought tolerant or native understory plantings. The emphasis of the landscape should be on trees and shade rather on detailed ground level plantings.

Proceeding up Old State Highway, there is opportunity to landscape and install walks on the northern side of the road. Plantings should consist of native grasses, shrubs, and trees wherever they do not conflict with existing trees. Limited

irrigation of plant materials need to occur here and at the intersection of Buena Vista Street. Walks in this area should be made of cemented decomposed granite, or other suitable material, with a redwood or steel header to allow for permanence. Street lighting should replace existing lighting and should match or complement that which is used in the downtown area.

5. Natural Open Spaces:

The areas which abut Interstate 80 and run along Kellogg Street and Old State Highway allow an opportunity to present a natural open space adjacent to the developed portions of Newcastle, buffering the effects of the freeway as well as allowing residents and visitors a place to observe natural systems and riparian habitats, for both interpretation and enjoyment.

This green space begins at the Southern Pacific tracks on the north and terminates where Kellogg Street curves westward and borders the freeway on the south. Current vegetation resembles a wetland area, with cattails, willows, cottonwoods and seasonal water flows. To complete this vision, meadow/grass areas can be augmented in the following manner:

- ▶ General clean up of the areas to remove debris, trash and non-native materials.
- ▶ Mowing of grasses adjacent to roadways to create a more "maintained" look adjacent to Old State Highway and Kellogg Street. The mowed area should not infringe on marshy or wetland areas whatsoever, should meander to follow the contour of existing vegetation, and be approximately 25' in width. By mowing, fire risk and fuel loads will be reduced.
- ▶ Installation of only native plant materials indigenous to riparian areas. Refer to Appendix D for appropriate species.
- ▶ Installation of a natural appearing grove of trees of mixed species that would loosely follow the stream course. These trees should be planted from liners or as seedlings to allow them to naturalize without irrigation. More trees than are actually needed for maturity should be planted due to mortality during establishment. The best time to plant these seedlings is in the fall, so that they can establish root systems and benefit from winter rains.

- ▶ Trails and access throughout these areas should be allowed to develop naturally. No organized pathways or other recreation amenities are required.

6. Old State Highway Park:

Adjacent to Old State Highway near Buena Vista, an opportunity exists to create a community park for passive uses. The site is adjacent to the School for Exceptional Children and contains specimen oak trees, hand stacked stone walls and other plant materials.

The site could be developed into a neighborhood open space by performing minimal grading to allow for accessibility, installing minimal recreation amenities and site furnishings along with irrigation and landscaping which would complement the native stands of trees.

Plans for this site would have to be developed in cooperation with the school so that education related uses would not be negatively impacted as aspects of security, compatible use, and other factors are taken into consideration.

7. Newcastle Hardware Parking/Courtyard:

The area behind the hardware and piano stores offers an interesting opportunity for the development of an upgraded loading/parking/plaza space that could be used for many different purposes. By regrading the area and preserving trees and existing foliage, this space could be re-paved and adapted for use as a seating/eating plaza, or an overflow area for a potential farmer's market. Also, this area could be used as a catalyst for similar outdoor spaces which call for redevelopment within the core area.

8. Landscaping and Street Trees:

Throughout the study area, a street tree and landscaping program can be implemented over a long period of time, as resources become available. An important concept to note is that more trees must be planted now and on a continuing basis in the future so the tree canopy on Newcastle is never at a consistent age. A healthy "urban" forest has trees of all ages, so that as older trees die, younger ones are growing up and the lack of trees and shade is never evident.

The emphasis on any landscaping within Newcastle should be as follows:

- ▶ Drought tolerant, preferably native species.
- ▶ Wildflower species that are native to the lower Sierra Nevada foothills and can be hydroseeded.
- ▶ Easy to care for, disease resistant trees and shrubs.
- ▶ All plant materials should be installed in a manner so as to be safe, not block views of desirable features, and not interfere with above or below ground utilities.

Areas to focus on with public landscaping, in addition to Marshall and Packing Squares, natural open spaces and gateways, should include:

- ▶ The Southern Pacific Railroad right-of-way.
- ▶ Caltrans right-of-way within freeway interchanges.
- ▶ Residential streets, adding trees in residential front yards where there is currently no shade or where an overlapping of young and old trees is desirable.

Trees and shrubs should be selected from the lists included in Appendix D and must be placed correctly to allow each to grow naturally to full size. For best results, plant materials should be installed in the fall to take advantage of cooler weather, winter rains, and the spring growing season.

This establishment period is needed for plants to begin to grow more quickly on their own, thus requiring less water and maintenance.

I. ACCESS - BARRIERS AND LINKAGES

1. Interstate-80:

Interstate 80 creates a major barrier between the eastern section of Newcastle (Chantry Hill) and the downtown area. As noted earlier during the discussion on sidewalks, additional analysis is needed to improve pedestrian circulation. In addition the eastern off-ramp is extremely awkward and is currently being rede-

signed to improve safety. Interstate 80 does, however, provide Newcastle with excellent connections to the larger region with over 67,000 automobiles passing Newcastle daily. A modest signage program could lure some of these travellers to the downtown area.

It is our understanding that Caltrans is in the planning phase of improvements to the east side on- and off-ramps. Funding should be obtained to provide a safer pedestrian access from Indian Hill Road to downtown.

2. Taylor Road/Highway 193/Indian Hill Road:

A number of major roadways (Highway 193, Taylor Road, and Indian Hill Road) converge at or around the downtown area of Newcastle. These roads bring many commuters in close proximity to the downtown area on a daily basis. The trouble is the commuters either access Interstate 80 directly or bypass downtown on the Old State Highway, and visibility of downtown is non-existent. The opportunity does exist to alert them that downtown is "just up the hill" or "just around the corner" with monument signs as noted earlier.

3. Terrain:

The downtown area is located on top of a hill with its commercial core at the edges. Because of the steepness, access roads (Page Street, Kellogg Street and the Old State Highway) are a considerable distance apart. This distance creates a minor inconvenience to pedestrians coming from the residential area in their attempt to access the downtown commercial core.

H. TRAFFIC CIRCULATION AND PARKING

1. Automobile:

Automobile access to the downtown area is provided by a narrow circuitous street pattern caused by the terrain and the standards (or lack thereof) in place at the time they were built. This street pattern adds a certain charm and quaintness, but at the same time limits the volume of auto traffic that can access the downtown commercial district. For special events this limitation can be mitigated to an extent by directing traffic to the northern entrance to downtown at Page Street, Main Street, and the railroad crossing.

There has been some discussion of the potential for relocation of the Fire Station near Cypress and Orange to the east side of Interstate 80. This would allow the conversion of Orange from a one-way street out of downtown to a two-way street or a one-way street into the commercial area.

2. Pedestrian:

As noted earlier pedestrian circulation into the downtown area is difficult because of terrain and substandard sidewalk improvements. In some cases improvements do not exist. Specific recommendations to remedy these situations are included in the earlier discussions related to urban design and public improvements. In general the ambiance and function of all streets in the upper commercial area should accommodate joint use by pedestrians, merchants, bicycles, and automobiles. This means that street surfaces, fixtures, signage, and general design should be directed towards keeping automobile speeds to a minimum.

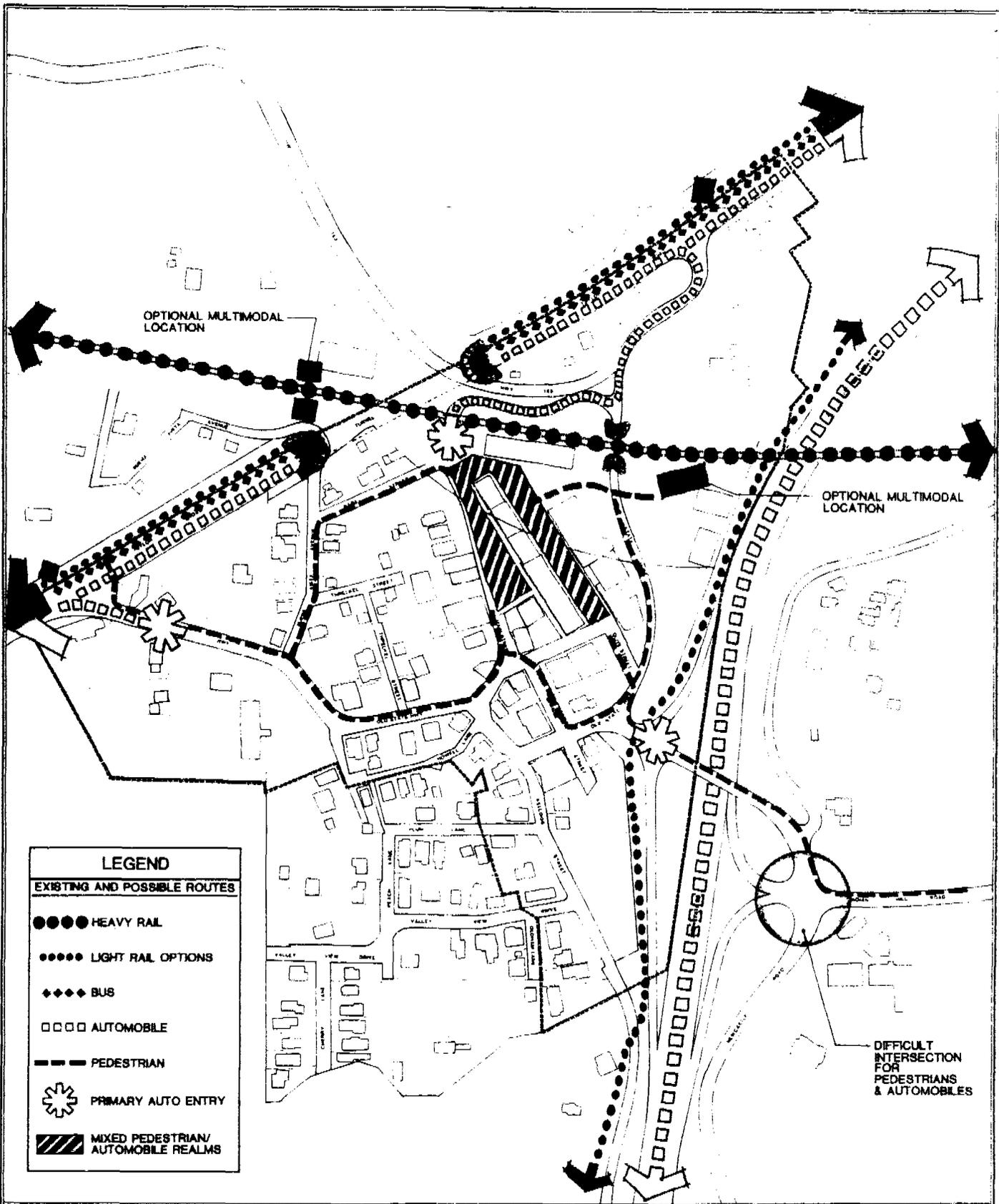
3. Transit:

Transit service is currently provided at stops located at Highway 193 and Taylor Road and at Taylor Road and the Old State Highway. At both locations the bus stop facility consists of a simple sign. Improvements such as shelters or seats, improved pavement, and improved pedestrian access along the Old State Highway, as discussed earlier, would provide a more accessible and pleasant environment and encourage utilization.

The heavy rail commuter line which currently operates between Roseville and San Jose, and is scheduled to extend to Auburn, will pass through downtown Newcastle. The potential exists for a future stop in Newcastle; this stop could take the form of an organized tourist package or ongoing commuter service. Because of proximity to the Auburn station and the low density of development, it is unlikely that ongoing commuter service will become a reality.

4. Parking:

Parking resources around Marshall Square are adequate for current uses. However, parking near the Post Office and along Cypress Street is very limited. Additional on-street parking should be provided around the Post Office, possibly along Orange once the fire station has been relocated.



LEGEND	
EXISTING AND POSSIBLE ROUTES	
●●●●●	HEAVY RAIL
.....	LIGHT RAIL OPTIONS
◆◆◆◆◆	BUS
□□□□□	AUTOMOBILE
-----	PEDESTRIAN
★	PRIMARY AUTO ENTRY
▨	MIXED PEDESTRIAN/ AUTOMOBILE REALMS

DIFFICULT
INTERSECTION
FOR
PEDESTRIANS
& AUTOMOBILES



15 MAY 1993

NEWCASTLE

PLACER COUNTY

DOWNTOWN DESIGN PLAN

CIRCULATION

OPPORTUNITIES & CONSTRAINTS



Mogavero
Notestine
Associates

The HLA Group
Recht Hausrath Associates

Future parking facilities to accommodate business expansion should be provided on an expanding basis in the following areas. These are listed in the recommended sequence of expansion and can also be used for overflow for special events.

- ▶ Between packing sheds
- ▶ In the lot to the rear of Newcastle Hardware
- ▶ On the Industrial property south of the railroad between Old State Highway and Interstate 80
- ▶ On the Industrial property north of the railroad accessed at the end of Main Street.

These locations are privately owned, and therefore development and use will be dependent on the concurrence of the property owner or as a condition of improvements.

The area between packing sheds can accommodate roughly 90 stalls, and when combined with the area adjacent to the State Historic Monument, this total comes to about 110 stalls. Changes to the area around the gazebo in Marshall Square (increasing landscaping and accommodating potential outdoor eating areas) may result in the loss of about 4 stalls, which can be recovered by converting the area behind the hardware store.

Current parking standards for general commercial uses in this area are 1 space per 400 square foot of gross floor area (M Zone). Changing the zoning to C2 would increase the required parking to 1 per 300 square feet, but, due to the large potential for remote overflow parking, and the historic significance of the buildings being adapted, the standards should be relaxed to 1 stall per 400-500 square feet of floor area. At the less restrictive standard of 1 per 500 square feet, the available parking between packing sheds and alongside the historic marker would accommodate required parking for commercial uses throughout the main packing shed and the metal building along the railroad tracks, with extra spaces for the farmer's market or partial conversion of the mini-storage building. Once the stairways are provided overflow parking for special events can be accommodated on the Industrial property south of the railroad between Old State Highway and Interstate 80. The Industrial property north of the railroad accessed at the end of Main Street is accessible for overflow parking now.

Related to parking is the need to provide a signage theme and entrance program which directs consumers to the parking resources.

On-street parking in the residential areas is adequate.

I. ECONOMIC DEVELOPMENT

1. Constraints to Increased Business Activity:

Three factors limit business development potential in downtown Newcastle: access, image/visibility, and competition. Design plans and public improvements can change some of these conditions; others suggest directions for market orientation explored more fully in the subsequent discussion of opportunities for the downtown.

Although downtown Newcastle is at the intersection of Interstate 80 and Highway 193, access to the downtown from those roads is not easy. Intersections off the freeway are confusing; some of the local roads meeting those intersections do not require traffic to stop. From Route 193, the train tracks and tunnels send the traveller on a roundabout route to the top of the hill.

Beyond either local residents who are familiar with existing downtown businesses or those who depend on its services, such as the bank and the Post Office, downtown Newcastle currently does not project an image that might be the basis for increased business activity. In conjunction with difficult access, visibility problems and the absence of an attractive image from Interstate 80 are impediments to business development efforts that might be aimed at attracting Interstate 80 travellers and residents from a broader market area. There are no signs on Interstate 80 to attract travellers to Newcastle or to specific Newcastle establishments. Such signs are used by some other communities and establishments that are not immediately visible from the highway to lure people off the freeway. Advertising for most Newcastle establishments is limited to Auburn-area papers. Local eating establishments in particular also rely on word-of-mouth to develop their market.

The packing sheds are an important component of Newcastle's image. Their physical presence contributes to defining the character of the downtown, and they are very visible to travellers heading south or westbound on Interstate 80. Finding a suitable use for outmoded production and warehouse structures such as Newcastle's packing sheds is a problem for many older areas. Typically, such

structures represent a large amount of space, and it can be difficult to identify activities that can support rehabilitation and re-use. In the meantime, they remain underutilized. That, in combination with deterioration, may have a negative influence on revitalization efforts for the rest of the area. Some of Newcastle's packing sheds are also very visible from the highway. The image they currently project with a simple sign advertising mini-storage, while evidence of a logical and suitable interim use, is yet another signal to through-travellers that downtown Newcastle does not have anything to offer them.

Business development potential in downtown Newcastle is constrained by competition from nearby communities. A few miles further up Interstate 80, Old Town Auburn has an established reputation as a center for the antiques and collectibles trade. A reputation such as that is useful in attracting travellers and people from a broader market area. It is unlikely, however, that this market niche is large enough to support many more of the same types of businesses in Newcastle. Similarly, Rocklin, Roseville, and other larger communities along Interstate 80 have more potential to capture the discount retail market. Compared to sites in Newcastle, Rocklin and Roseville development sites are much closer to concentrations of residential population and are therefore much more suited to regional retail or big-box retail development. Furthermore, discount retail development would not capitalize on Newcastle's strengths, on what makes the community special and attractive.

2. Market Opportunities:

Downtown Newcastle has an attractive setting. The hilltop location is visible and offers views of the valley to the southwest. The historic building stock, including the old commercial and residential buildings and the packing sheds, is an important resource and a defining characteristic of the downtown that sets it apart from newer communities. Land behind the historic buildings, towards Interstate 80, could provide parking without serious visual impact on the historic character of central downtown.

Newcastle's location at the intersection of Interstate 80 and Route 193 presents a significant opportunity in the form of both the recreation and commuter travel markets. A 1992 analysis estimated that about 67,000 automobiles passed through Placer County on Interstate 80 each day. On an annual basis, this represents 24.5 million automobiles, a very large base from which to capture potential customers. The traffic counts on which this estimate was based also indicate substantial other local travel, including commuters, for the Newcastle/Route 193 Junction with

Interstate 80. Many of the residents of the rural residential communities around Loomis and Auburn work "down the hill" in Sacramento, Rocklin, or Roseville and pass within range of downtown Newcastle twice a day. If job growth increases as anticipated in South Placer County, the commuter market is likely to grow.

Placer County is expected to be one of fastest growing counties in the Sacramento region. Thus, the overall long-term economic climate favors revitalization efforts for downtown Newcastle. The alternatives examined in the Placer County General Plan Update Issues and Options Report (January 1993), indicate no proposed changes to the development potential for the Newcastle/Ophir planning area. Currently, there are about 1,600 housing units in that planning area. Total development potential is proposed to remain at about 3,425 units. Projections for the year 2010 for the Auburn-Foothills area (including the City of Auburn, the town of Loomis, Auburn-Bowman, Horseshoe Bar/Penryn, and Newcastle/Ophir unincorporated areas) prepared for the Placer County General Plan Update indicate a relatively strong population growth rate (about two percent per year, compounded) and an employment growth rate only somewhat less robust (about 1.8 percent per year, compounded). Neighboring South Placer communities are expected to be the fastest growing places in the county. Consequently, while growth in the vicinity of Newcastle may be limited by environmental and other constraints on development, Newcastle is expected to become more linked to growing South Placer communities as the pattern established in the 1980's continues, with people who work in Sacramento and South Placer choosing to live in the Foothills region.

The residential areas around Newcastle are among the most affluent in Placer County. In home sales reports, the Placer County Board of Realtors consistently ranks the Loomis/Newcastle/Penryn area in first or second place in terms of sales price. The 1990 Census reports a median value for owner-occupied housing in the Loomis Basin-Folsom Lake area of \$201,000. In Placer County, only Dollar Point in the Lake Tahoe area has a higher median housing unit value. No other division of Placer County has a median housing value over \$200,000. Thus, while the population may not be as numerous or as dense, or the growth potential as great as in South Placer County, households in the Newcastle area probably represent higher-than-average spending potential.

Against this backdrop, there are opportunities for downtown Newcastle as the natural community center for an area dominated by low-density rural-residential development and housing households with substantial disposable income, that could be compatible with Newcastle's location along a major recreational travel route. Both the travel and the local markets could be the basis for some amount

of retail development oriented towards food, specialty items, and restaurants. Newcastle's historic niche as the center of a productive farming region provides a unique and identifiable organizing theme, at the same time distinguishing Newcastle from Auburn, its rival for travellers looking for historic spots. The packing sheds are integral to this theme. Re-use is a problem, as noted above; but the sheds are also an asset in that they are natural road signs.

3. Newcastle Area Business Association:

The Newcastle Area Business Association was established in 1984 for the purpose of promoting the businesses of Newcastle, Ophir, and Penryn, and participating in community activities and projects. The Newcastle Business Association has been involved in numerous activities over the past years, including reconstruction of Marshall Square, the Railroad Monument Beautification project, Membership Board located on Quality Market, monthly newsletters, an annual dance, Easter Egg hunt, Christmas food basket, annual art and music festival, a banner program, and the rehabilitation of the restrooms in the community hall.

Because of their dedication and the active participation of their members, the Newcastle Business Association could take a larger role in the enhancement of the business community.

Some activities that the Association could expand into are increased promotions, business recruitment, joint advertising, the establishment of a business improvement district, and providing technical assistance, through its members, to the businesses of the greater Newcastle area.

4. Business Mix/Recruitment:

The current business mix in Newcastle is divided into three categories. The first of these is local serving retail and service. This would include activities such as the bank, grocery store, hair studio, and hardware store. Second, a broader serving specialty area exists, including uses such as the antique store, restaurants, and the bookstore. Lastly, Newcastle provides a location for uses which serve a much broader area, including activities such as building material supply, decorator workshop, and the piano dealership.

Desired new businesses identified by community members at the workshop include specialty shops, additional restaurants, nursery, farmer's market, fabrics, art galleries, additional antique sales, and miscellaneous other facilities. As noted in

our earlier discussion related to land use and zoning, many uses currently permitted in the area, such as auto repair, vehicle storage, manufacturing, and warehousing, are uses that are really not appropriate in a local serving upper-scale retailing area. In addition, the community identified that they would prefer not to see fast foods or additional liquor serving establishments, and that any new business development be tied to available parking and infrastructure.

An additional use identified by the community and County staff, one that is more civic in nature, was that of a museum facility. In our discussions with the County Department of Museums, they indicated their inability to service any additional facilities. Current facilities they operate include the Bernhard House Museum in Auburn, the County Courthouse, and the Penryn Quarry. They indicated their ability to provide technical assistance to a privately operated museum facility and offered the suggestion that the first steps for such a facility might include an interpretive kiosk, historic walking tours, or an historic window display.

An additional municipal facility that, during the planning process, has been identified as desirable for the community is a railroad station. Although a station may not be adequately utilized in the near future, a site should be identified and secured to provide the opportunity in the future.

The Newcastle Area Business Association is the natural entity to engage in a business recruitment program. Recruitment activities should include the preparation of a community profile which presents demographic information, traffic counts, utilities, locational benefits, government, schools, churches, and accomplishments of the Newcastle Area Business Association. Other recruitment program elements include development of an inventory of available buildings, sites, and retail space and the distribution of this information to commercial brokers, the County's Economic Development Department, and potential users.

5. *Drawing Business to the Area:*

Methods identified in the questionnaire and workshop for attracting additional business to the area included such activities as advertising, modest signage along Interstate 80, providing information about the downtown area at the AM/PM on the east side of Interstate 80, providing visitors with a unique experience while they are in Newcastle so they will want to return, improving the quality of existing businesses, and attracting additional new businesses as noted above. Additional ideas that came out of the questionnaire related to promoting tourism in Newcastle, included expanding on the agricultural emphasis, conducting additional festivals,

improving the historic character of the community, and encouraging establishment of quaint, high quality, retailing establishments.

The team recognizes that the larger community would like to see a modest increase in business activities oriented to those people who reside in the larger Newcastle area. Many of the ideas noted above, which came from the community through the questionnaire and workshop, would encourage that ultimate development scenario for the community.

J. FUNDING RESOURCES

Several Federal, State, and Local financing sources have been identified as either available or potentially available to implement the activities which are contained in the Newcastle Downtown Design Plan.

Although the information regarding the different financing sources, which are summarized below, is believed to be accurate and up-to-date, readers are cautioned that financing availability is dynamic and that conditions are subject to change on an irregular basis. Many sources will require individual application and follow-up, and approval of funds will depend on successful competition with other jurisdictions, programs, and/or projects.

1. General Fund:

The General Fund is provided by property and sales tax revenues generated throughout Placer County and special taxes, such as the gas tax. These funds must provide for such activities as general administration, snow removal, social and human services, and fire and police service. In addition, these funds are regularly used as part of the county's capital improvement program. Many activities, which will be identified in the draft Downtown Newcastle Design Plan, will be eligible for funding as part of the county's regular capital improvement programming. However, as was the case for attaining the funding for the development of this plan, resources may not be available for a number of years.

2. Intermodal Surface Transportation Efficiency Act:

In late 1991, President Bush signed in to law the Intermodal Surface Transportation Efficiency Act (ISTEA). ISTEA will be the likely source of financing the improvement to the Interstate 80 interchange. In addition, ISTEA was established as a funding mechanism for transportation enhancement activities. Although these

are federal funds, they are administered through the Placer County Transportation Commission, and must be sponsored by a public agency. Activities which are eligible for funding include the provision of facilities for pedestrians and bicycles, the acquisition of scenic easements and scenic or historic sites, landscaping or other scenic beautification projects, rehabilitation and operation of historic building structures or facilities, control and removal of outdoor advertising, and archeological planning and research. These projects must have some relation to transportation related activities.

3. Redevelopment Tax Increment:

In a recent analysis prepared for Placer County, the Newcastle area was surveyed for its potential as a redevelopment project area. It was found that, in fact, the entire Newcastle area could, under California community redevelopment law, be a redevelopment project area. Redevelopment provides for the allocation of tax increment revenues to fund specific projects within a redevelopment project area. Tax increment is that amount of new property tax revenues generated after the establishment of a redevelopment project area. These funds must be utilized within the project area for eligible activities. In addition, a minimum of 20% of the tax increment revenues must be allocated for the provision of low and moderate income housing.

Redevelopment activities could include such things as infrastructure improvements, sidewalks, implementation of urban design elements, building rehabilitations, site acquisition, etc.

4. Community Development Block Grant Program:

The Community Development Block Grant (CDBG) program was established in the early 1970's as a federal program to assist low and moderate income neighborhoods. Placer County is currently utilizing their CDBG funds for housing rehabilitation purposes. Loans are available at variable interest rate and term. Residential units within the downtown planning area may be eligible for assistance under this program.

5. Special Districts:

Business Improvement Districts are financed and run by owners of businesses and property owners within the established district. Adopted by the California legislature in 1989, the parking and business improvement area law allows downtown

businesses to assess themselves for the purpose of financing general downtown promotions and improvements on the basis of benefit to the businesses in the area. Property owners may voluntarily contribute to a Business Improvement District.

A Business Improvement District generates money each year to promote and benefit business. Business Improvement District assessments are levied on the basis of estimated benefit to the business and property within the area that will be derived from the improvements and activities to be financed. With support from owners and business that will pay at least 51% of the assessments proposed, the Board of Supervisors may adopt an ordinance recommending the Business Improvement District and establish an advisory board to recommend assessment procedures and guidelines. Upon a final adoption of a Business Improvement District, the Board will then bill the business for the fees, or collect the Business Improvement Assessment through an annual business license.

On an annual basis, the Board of the Business Improvement District recommends to the Board of Supervisors how those funds are to be allocated for the upcoming year. The Board of Supervisors then approves the budget and the Business Improvement District implements the program. Many programs include activities such as promotions, including festivals and moonlight sales; the hiring of a District Manager responsible for promotions, business recruitment, and administration of the district; the publication of community marketing information, such as community profiles for brochures; joint advertising; and the development of sign programs.

Another common district is the Lighting and Landscape Maintenance District. Within Newcastle there is currently a lighting district in place which derives its funds directly from property taxes and is administered by the Placer County Public Works Department. This revenue is used for lighting only and cannot be used to improve or maintain any other public infrastructure, landscaping, etc.

The drawback to this method of collecting dollars is that with current State funding crises, ten percent of these dollars are being taken by the State to be used for other budgetary obligations. For this reason alone, the formation of a special district in Newcastle should be strongly considered.

A Landscape and Lighting Maintenance District is established by the Board of Supervisors and is funded through a special assessment from property owners within the established area. Activities within a Landscape and Lighting Maintenance District can include the implementation of a street-lighting program, the

development of parks, the installation of street trees, the development of plazas or gathering spaces, and the maintenance of those facilities or improvements.

For a Landscape and Lighting Maintenance District to be formed, the following process (which has been condensed for purposes of including it in this document) must be adhered to:

1. Circulation of a petition to property owners, with 60% of property owners participating and in agreement with forming the District.
2. Conducting a hearing at the County level with 50% plus 1 of the property owners in agreement with forming the District.
3. Voting on the formation of the District with 50% plus 1 voting in favor of forming the District.

note: inaction or a non-vote is considered an affirmative vote

It is strongly suggested that an Landscape and Lighting Maintenance District be formed within Newcastle to begin the process of implementing design and program goals outlined in this document.

6. County's Economic Development Department:

Placer County's Economic Development Department has received a reservation for the State Department of Housing and Community Development. The purpose of the reservation is to establish an economic development revolving loan fund. The fund will make available flexible term loans for new businesses or expansions. Recipients are required to create one job per \$25,000 in loan proceeds. The program will be targeted in King's Beach and Foresthill as the highest priority, but will be available County wide.

7. Small Business Development Center:

Located in Auburn, the Small Business Development Center provides a variety of individual business counseling including marketing, management, development of business plans, and financing at no charge. The Center also maintains a video library and conducts several seminars annually.

8. Special Taxes:

In our discussions with residents it is clear that there is a strong sense of "ownership" in the downtown. Since public resources for the development of public amenities are limited, we recommend consideration of a very modest parcel tax or special assessment district be established, such as is authorized by Mello-Roos, on all parcels within a 2 mile radius of the downtown area. The amount of the assessment and its duration would be dependent on the costs of the improvements being funded. A 2/3's vote of the registered voters is required to establish such an assessment.

III. A PLAN FOR THE TOWN OF NEWCASTLE

THE RECOMMENDATIONS

Based on the analysis conducted to date, the team recommends that the strategy for the Downtown Newcastle Design Plan be based on the development and redevelopment of downtown Newcastle as a community that services the local economy. It is our understanding that the community's definition of local serving includes the immediate Newcastle area as well as the surrounding lower density residential community. The primary theme is that of maintaining historic structures, while insuring that new structures and rehabilitation of existing structures are sensitive to the historic character of the community. Based on that theme, the team would make the following specific recommendations which can be broken into three general categories of activity.

- ▶ *Programmatic:* Ongoing or single event activities that can be sponsored by the County, the business community, or the general population, such as special events or advertising programs.
- ▶ *Regulatory:* Regulatory actions by the County, such as rezones or the adoption of design guidelines (the guidelines are presented in Appendix A).
- ▶ *Physical Improvements:* By the private or public sector.

A. PROGRAMMATIC ELEMENTS

- ▶ Expand the activities of the Newcastle Area Business Association (NABA) to increase promotions, business recruitment, joint advertising, and provide technical assistance, through its members, to the businesses of the greater Newcastle area.

Action:

1. Evaluate promotional programs and expand to extend the business season and take advantage of traditional shopping trends.
2. Develop and distribute a community profile and property inventory.

3. Continue the Technical Assistance program already initiated by NABA and utilize the services of the Small Business Development Center.
 4. Develop a joint advertising strategy.
 5. Establish minimum common business hours.
- ▶ Attract additional business to the area by implementing activities such as advertising, modest signage along Interstate 80, providing information about the downtown area at the businesses on the east side of Interstate 80, providing visitors with a unique experience while they are in Newcastle so they will want to return, improving the quality of existing businesses, and by attracting additional new businesses.

Action:

1. Improve existing and secure new signage along Interstate 80.
 2. Develop walking tour brochure and general flier and distribute from business establishments that located east of Interstate 80.
 3. See above 1. - 5.
- ▶ Develop a historic walking tour and museum program.

Action:

1. Prepare and print historic walking tour brochure utilizing existing materials if appropriate.
2. Establish collection for display, find location to display, and seek technical assistance from Placer County Department of Museums.

- ▶ Initiate the process to establish a business improvement district and a lighting and landscape maintenance district.

Action:

1. Placer County Public Works Department Special Districts Section initiate standard process.

B. REGULATORY ELEMENTS

- ▶ Designate the upper level commercial and residential areas within the target area as a historic design review district.

Action:

1. Complete in the context of the Community Plan update.

- ▶ Eliminate all M-1 zoning designations in the upper level commercial area.

Action:

1. Complete in the context of the Community Plan update.

- ▶ Consider expanding the C-2 zoning designation or use of a limited C-3 designation to cover all upper level commercial areas.

Action:

1. Complete in the context of the Community Plan update.

- ▶ Restrict allowable uses in the upper level commercial area to higher quality retail, professional, and potentially residential uses.

Action:

1. Complete in the context of the Community Plan update.

- ▶ Maintain the C-2 and C-3 zones along Taylor Road and maintain the industrial designation for the lower commercial district along the Old State Highway.

Action:

1. Complete in the context of the Community Plan update.

- ▶ Commit to restrict the rezoning of surrounding land for retail uses.

Action:

1. Complete in the context of zoning administration and include such a policy in the Community Plan update.

- ▶ Encourage uses on the east side of the freeway that support the downtown area.

Action:

1. Seek users who will develop these types of projects.

C. PHYSICAL ELEMENTS

- ▶ Restoration and In-fill Opportunities:

Action:

1. Encourage rehabilitation of existing structures in an historically sympathetic manner.
2. Encourage the development of in-fill opportunities within the commercial district, including the old hotel site along Main Street and the vacant parcel at the intersection of Main Street and the Old State Highway.
3. Encourage development of the residential property located at Buena Vista and Old State Highway as multi-family in a fashion sympathetic with the surrounding residences (see the Design Guidelines for more detail).

4. Encourage the construction of additional housing for visitors or permanent residents on the property between the Old State Highway and Interstate 80 just north of the railroad tracks and on the large parcels north and south of Indian Hill Road behind the existing highway commercial area.

- Improve the areas in the vicinity of Marshall Square to accommodate multiple uses including parking, community events and public gatherings.

Action:

1. Provide a dense grove of trees to create a canopy that would grant shade and a higher degree of intimacy to encourage more frequent casual use and the potential for outdoor restaurants.
2. Renovate the facade, the adjacent parking area, the service area, and the public area in front of the Quality Market.
3. Provide pedestrian amenities in Marshall Square such as benches and drinking fountains.
4. Convert the existing fire station into a community center and allow conversion of Orange Street from one-way to two-way when the fire department moves.
5. Improve the old basement area at the intersection of Main Street and Page Street for a mini-park that would include active recreational amenities for children and adults.
6. Improve the large open area between the sheds as a mixed-use area for automobile parking and outdoor retail uses, including extensive planting of shade trees.
7. Improve the area east of the cold storage structure and south of the eastern packing shed to accommodate an outdoor retailing area with pedestrian access from the Old State Highway up Olive Street to Cypress Street.

8. Improve the area to the rear of Newcastle Hardware for multiple use, which would allow both parking and an area for public gatherings during community events.
 9. Create a utility undergrounding district for the upper level commercial district.
- ▶ Clean up and improve "natural" open spaces such as the ravine along the freeway and the area north of the easternmost packing shed.

Action:

1. Utilizing community organizations or work release programs, remove natural and man made debris, plant native materials associated with riparian settings, and maintain by mowing edges to visually expand the area.
- ▶ Improve the quality of pedestrian access across the freeway.

Action:

1. In the context of designing and improving the off-ramp at Interstate 80 and Indian Hill Road, develop a safe and pleasant pedestrian circulation system which connects north and south Newcastle.
- ▶ Improve the gateways at Taylor Road and State Route 193 and at Interstate 80.

Action:

1. Utilizing community organizations or work release programs, install simple, consistent, permanent monument sign in conjunction with native vegetation.

- ▶ **Make landscape improvements to create distinguishing entries into the downtown area along the Old State Highway from Taylor Road and Buena Vista and the connecting road between Old State Highway and Main Street.**

Action:

1. **Utilizing community organizations or work release programs, install simple, consistent, permanent monument sign in conjunction with native vegetation.**
- ▶ **Landscape areas along the Southern Pacific railroad right-of-way and on either side of the western off-ramp and on-ramp to Interstate 80 with native trees, fruit trees, and/or wild flowers as appropriate.**

Action:

1. **Utilizing community organizations or work release programs, clean areas and landscape as described in the urban design element of this plan.**
- ▶ **Improve sidewalks and pedestrian connections in various locations as noted in more detail in the report.**

Action:

1. **Place as a priority pedestrian improvements in funding cycles in the County's capital improvement program and as an ISTEPA project.**
- ▶ **Initiate a new system of street lighting which is more pedestrian-scaled to enhance the historic character of both the business and residential area.**

Action:

1. **Establish a Lighting and Landscape Maintenance District; when enough funds are available or upon completion of utility undergrounding, whichever comes later, design and install a new street lighting system. The lighting system must be considered in the design of the underground utilities.**

- ▶ Pursue the relocation of the fire station.

Action:

1. Work with the Fire District to secure funding to develop a new station which better serves the community, and which as a result improves circulation in the downtown area and creates the opportunity for the reuse of the current station as a public facility.

- ▶ Improve the transit stops along Taylor Road to encourage better utilization.

Action:

1. Place as a priority transit stop improvements in funding cycles in the County's capital improvement program and as an ISTEPA project.

- ▶ Land-bank the site north of the railroad tracks accessed from Main Street to accommodate a potential future commuter rail station.

Action:

1. Place as a priority site acquisition in funding cycles in the County's capital improvement program and as an ISTEPA project.

MOBILIZING FOR ACTION

In order for many of the components of this Plan to be realized, the implementation plan needs to be coordinated, utilizing existing and new resources to attain goals. The following list is intended to act as a starting point for making this happen.

- ▶ *Creation of a Task Force of Community Organizations:* Community service organizations, advisory bodies, trade associations and other interested groups are often able to pool all their resources to accomplish one significant goal rather than each working independently on community development projects.

The Newcastle Area Business Association, the Newcastle Community Association and the Municipal Advisory Council have already formed an ad-hoc committee to oversee the implementation of the Newcastle Downtown Design Plan. This is an appropriate forum, since they are most familiar with the needs of the community and with the process utilized in preparing this Plan. It should be noted that this committee should not be the only participant in this endeavor, rather the leader of others in accomplishing the goals set forth in this Plan.

- ▶ *Turnkey Developments:* As various parcels are developed within the Plan area, project proponents could be encouraged to develop the amenities proposed in this Plan, with their own funds and with few restrictions, which would then be turned over to the County or other organization. The key to getting this done is working creatively with developers so that they are able to accomplish construction of various elements on their own terms and with their own dollars. It should be noted that construction within the private sector is generally 30% less costly than that which is undertaken by the public sector.

Developments would need to be constructed to County or agency standards, paid for directly by developers, and handed over to the appropriate agency upon completion. This makes for a less cumbersome process and all parties receive full value for the resources they spend.

- ▶ *Work Release and Community Service Programs:* These programs are generally useful for maintenance of existing facilities or for accomplishing low-tech projects such as tree planting, weed clearing, site maintenance, and other tasks which require little supervision.

Community service programs are often started by local business organizations, property or homeowner associations or other interested parties who want to accomplish things. It is important for these groups to set goals that are significant yet attainable so that measurable progress is made and a sense of value and worth of those participating is realized.

ILLUSTRATIVE IMPLEMENTATION ACTIONS

The following table outlines potential costs, funding sources, responsible entities, and priorities for the planning actions recommended in this document. The cost estimates that are given are order of magnitude figures only, and may vary greatly depending on final scope of the work undertaken, and the timing and quality of that work.

Note: "NABA" stands for the Newcastle Area Business Association which is being used as an all encompassing term for the ad hoc committee which also includes the Newcastle Community Association and the Newcastle/Ophir Municipal Advisory Council.

NEWCASTLE DOWNTOWN DESIGN PLAN
ILLUSTRATIVE IMPLEMENTATION ACTIONS

<i>Plan Concepts</i>	<i>Actions</i>	<i>Cost/Source</i>	<i>Responsibility</i>	<i>Priority</i>
Administrative Actions				
<i>Business Enhancement</i>	- Expand the activities of the Newcastle Area Business Association to increase promotions, business recruitment, joint advertising, and provide technical assistance, through its members, to the businesses of the greater Newcastle Area.	Variable BID	NABA	High
	- Attract additional business to the area by implementing activities such as advertising, modest signage along Interstate 80, providing information about the downtown area at the businesses on the east side of Interstate 80, providing visitors with a unique experience while they are in Newcastle so they will want to return, improving the quality of existing businesses, and by attracting additional new businesses.	\$5,000 Annually BID	NABA/ Economic Development Department	High
<i>Planning</i>	- Initiate the process to establish a business improvement district and a lighting and landscape district.	Variable Administrative	NABA Public Works	Medium
	- Designate the upper level commercial and residential areas within the target area as a historic design review district.	Variable Administrative	Planning Department	High
	- Create a utility undergrounding district for the upper level commercial district.	Variable Administrative	Public Works PG&E	High
<i>Zoning Changes</i>	- Eliminate all M-1 zoning designations in the upper level commercial area.	Variable Administrative	MAC Planning Department	High
	- Consider expanding the C-2 zoning designation or use of a limited C-3 designation to cover all upper level commercial uses.	Variable Administrative	MAC Planning Department	High
	- Restrict allowable uses in the upper level commercial area to higher quality retail, professional, and potentially residential uses.	Variable Administrative	MAC Planning Department	High
	- Commit to restrict the rezoning of surrounding land for retail uses.	N/A	MAC Planning Department	High
	- Encourage uses on the east side of the freeway that support the downtown area.	Variable Administrative	NABA	High
<i>Programmatic Improvements</i>	- Develop a historic walking tour and museum program.	\$3,000 BID	NABA	Medium
Physical Actions				
<i>Restoration</i>	- Encourage rehabilitation of existing structures in a historically sympathetic manner.	Variable Administrative	Planning Department	High
	- Renovate the facade, the adjacent parking area, and the public area in front of the Quality Market.	\$ 70,000 County	Public Works Property Owner	High
<i>Development Opportunities</i>	- Encourage the development of infill opportunities within the commercial district, including the old hotel site along Main Street and the vacant parcel at the intersection of Main Street and the Old State Highway.	N/A	NABA Property Owner	High
	- Encourage development of the residential property located at Buena Vista and Old State Highway as multi-family in a fashion sympathetic with the surrounding residences.	N/A	NABA Property Owner	High

Plan Concepts	Actions	Cost/Source	Responsibility	Priority
Physical Actions				
<i>Page 2</i>				
<i>Development Opportunities</i>				
<i>Continued</i>				
	- Encourage the construction of additional housing for visitors or permanent residents on the property between the Old State Highway and Interstate 80 just north of the railroad tracks.	N/A	NABA Property Owner	High
	- Convert the existing fire station into a community center when the fire department moves.	Variable County CIP	NABA	High
	- Improve the area east of the cold storage structure and south of the eastern packing shed to accommodate an outdoor retailing area.	\$ 36,500 Owner	Property Owner	High
	- Land-bank the site north of the railroad tracks accessed from Main Street to accommodate a potential future commuter rail station.	\$ 50,000 ISTEA	Public Works	Low
<i>Open Space</i>	- Improve Marshall Square to accommodate multiple uses including: parking, community events and public gatherings.	\$ 199,000 LLMD BID ISTEA	NABA Public Works	Med to Low
	- Provide a dense growth of trees to create a canopy that would provide shade and a higher degree of intimacy to encourage more frequent casual use and the potential for outdoor restaurants.	Included Above	Above	Med to Low
	- Provide pedestrian amenities in this square such as benches, drinking fountains, shop signage, and lighting.	Included Above	Above	Med to Low
	- Improve the old basement area at the intersection of Main Street and Page Street for a mini-park that would include active recreational amenities for children and adults.	\$ 51,750 LLMD	County Parks	Low
	- Develop a park adjacent to Old State Highway at Buena Vista.	\$ 62,000 County CIP	County Parks	High
	- Improve the area to the rear of Newcastle Hardware for multiple use, which would allow parking for community events and public gatherings.	\$ 40,300 LLMD	NABA Property Owner	High
	- Clean up and improve "natural" open spaces such as the ravine along the freeway and the area north of the easternmost packing shed.	\$ 11,000 LLMD	NABA	High
<i>Streetscape</i>	- Improve sidewalks and pedestrian connections in various locations	\$ 250,000 ISTEA	NABA Public Works	High
	- Underground Utilities	Unknown PG&E	Public Works	Medium
	- Initiate a new system of street lighting which is more pedestrian-scaled to enhance the historic character of both the business and residential area. (60 Lights)	\$ 90,000 LLMD	NABA Public Works	Medium
<i>Parking</i>	- Improve the large open area between the sheds as a mixed-use area for automobile parking and outdoor retail uses, including extensive planting of shade trees.	\$ 100,000 Property Owners	NABA Property Owner	High
<i>Circulation</i>	- Provide pedestrian access from the Old State Highway up Olive Street to Cypress Street.	\$ 70,000 ISTEA	Public Works	High
	- Improve the quality of pedestrian access across the freeway.	Unknown ISTEA	Public Works Caltrans	High
	- Pursue the relocation of the fire station to allow conversion of Orange Street from one-way to two-way.	Variable Administrative	NABA Public Works	Medium
	- Improve the transit stops along Taylor Road to encourage better utilization.	\$ 30,000 ISTEA	Public Works	High
<i>Gateways</i>	- Improve the gateways along Taylor Road and State Route 193 and at Interstate 80.	\$ 143,500 ISTEA	NABA Public Works	High
	- Make landscape improvements to create distinguishing entries into the downtown area along the Old State Highway from Taylor Road and Buena Vista and the connecting road between Old State Highway and Main Street.	Included Above	NABA Public Works	High

Design Principles for Building on the Character of Newcastle

The following are general guiding principles for insuring that new development in Newcastle is in keeping with its unique and historic character. These guidelines are designed to work in tandem with the existing Placer County Design Guidelines, amending the County's generalized standards with recommendations that are specific to Newcastle.

The primary distinguishing features of the town of Newcastle are its small scale, its dense and proximate mixture of uses in the Marshall Square area, and its character that results from being a town on a hill. New projects should respond to all these features in ways that further these elements.

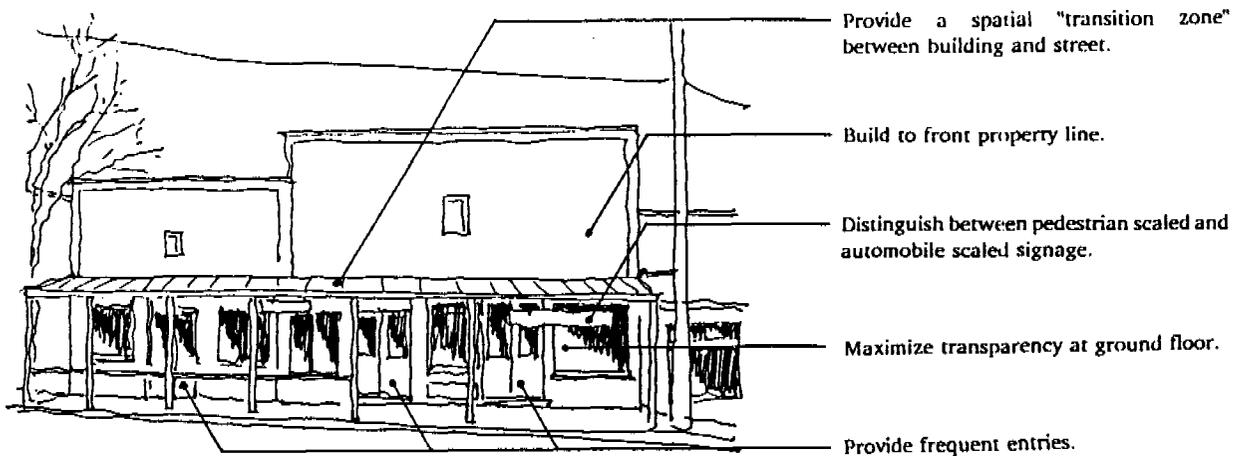


Figure 1 Retail Storefront Design Principles

COMMERCIAL

The existing commercial area in Downtown Newcastle is characterized by traditional, zero-setback, storefront type retail buildings. Due to the small size of the Marshall Square retail area, and due to the limited number of empty lots, it is not anticipated that there will be any significantly scaled new commercial buildings. However, any replacement buildings and any new buildings on the available lots should incorporate the following principles:

- Maximize transparency at the ground floor: Design facades so that at least 60% of the ground floor facade area (up to a minimum height of 8') is transparent glazing, allowing for an effective display of the products or services offered within. Reflective glazing is not allowed, and darkened or colored glass should be avoided.
- Create a transition area between building and street: New commercial buildings should provide a transition zone along the street that is "part building and part public area." This zone is meant to shade, and shelter, and should be accessible to the public even when the business is closed. Newcastle businesses currently accomplish this through a roofed arcade area that covers the sidewalk in many locations. This transition zone may also be created through the use of recessed entries, awnings over public walkways, and covered sitting/eating areas.
- Provide frequent entries: Entries into businesses should be no further than 25' to 35' apart. This provides a fine grain variety of experiences.

COMMERCIAL (continued)

- Distinguish between various scales of signage: Pedestrian scaled signage should occur below the awning/arcade level, and within windows or perpendicular to the building face. Signage meant to be read from a distance, if it occurs above the lowest awning/arcade level, should be in the form of individual letters attached directly to the building.
- Build to front property line: At least 75% of the ground floor should have zero front setback. Exception - if the building is more than one story, and the second (and additional) floor(s) are built to the front property line, then portions of the first floor may be recessed up to 15' to allow for eating areas or product display.
- Build to side property lines: New commercial buildings should contribute to the visual continuity of the district by having a zero setback along at least one of the side property lines. Side setbacks, where they do occur, should be screened from public streets. Total side setbacks should not reduce street frontage to below 75% of the front property line.
- Take advantage of sloping sites to hide required off-site parking: Several potential sites are located on lots that are sloped enough to allow auto access under the building on the low side of the lot, and pedestrian access to businesses above from the high side. This orientation will successfully hide parking without excessive excavation and without impairing visibility and access to retail uses.
- Utilize common areas and remote sites for additional parking: On-site parking will be minimal due to the existing lot configuration and development, and additional demand should be met through on-street and remote aggregate parking areas. This reduces the parking strain placed on Newcastle's small lots.



Parking can be oriented to take advantage of sloping conditions; by entering at the low point on the site, cars can be nestled into excavated hill area with retail uses overlapping

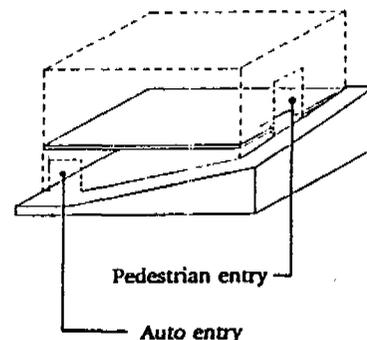
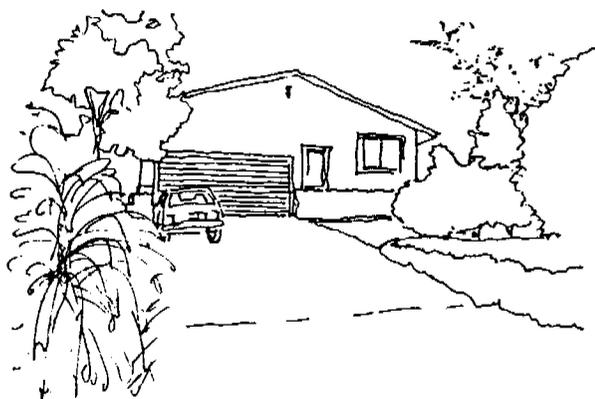


Figure 2 Commercial Case Study: Building on a Hillside



A. Parking dominates facade.



B. Parking at side/rear of property, porch dominates facade.

Figure 3 *Frontage Comparison: Residential Garages*

SINGLE-FAMILY RESIDENTIAL

The housing stock in Downtown Newcastle consists primarily of small to medium size houses on relatively small and steep lots. The dominant house type is the traditional one to two story "bungalow style" house prevalent throughout the historic foothills. These have front porches, detached (if any) garages, and dominant gable roofs. The uniqueness of Newcastle is manifest in how this house type adapts to the steep lots that the hillside terrain produces.

- Design new houses to be consistent with historic character of neighborhood: The Placer County Historic Design Guide outlines the unique design features of historic foothill houses; this document should provide a framework for articulation of new construction.
- Avoid attached garages: Currently, autos are accommodated outdoors in the large side-setback areas of house lots--both with and without overhead shelters--or in detached garages at the front or rear of the site. This pattern reduces the overall bulk of individual houses. It also reserves open-space at the sides of houses to allow views afforded by the hilly terrain. Due to the relative narrowness of the house lots, attached garages at the front of houses dominate the facade, and in series, dominate the streetscape. In addition, attached garages can increase the visual bulk of a house, producing an unwieldy massing on small and steep lots.

SINGLE-FAMILY RESIDENTIAL (continued)

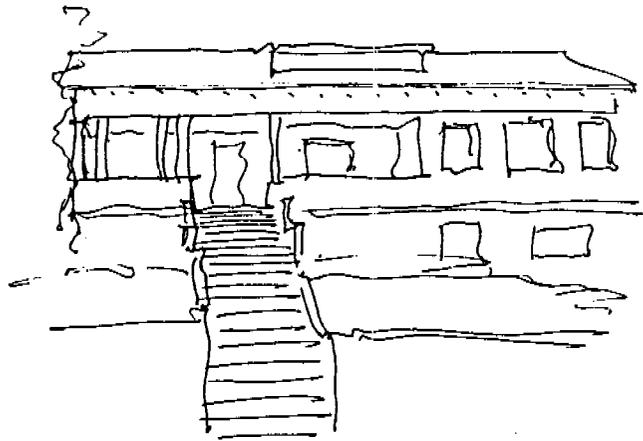
- Consider effects of slope on design and alteration of houses: Street facing projecting decks on uphill lots obstruct the facade of the house, and present their underside to the street. These should be avoided.

The bases of houses on uphill lots should, whenever possible, have occupiable rooms and/or articulated entrances on the ground floor. This prevents a bulky and "dead" looking base.

Figure 4 Residential Case Study: Building on a Hillside



- Weak relationship to street.
- Vague entrance location.
- Base of house dominates.
- Projecting deck obstructs view of house, has "rear of house" connotations.
- Verticality accentuates height.



- Clear relationship to street.
- Clear entry sequence.
- Recessed porch provides open space without blocking facade.
- Horizontality downplays height.

MULTI-FAMILY RESIDENTIAL

Multi-family residential projects will probably continue to play only a minor role in the future of Downtown Newcastle. Yet, there are a few locations appropriate to higher density housing, and as such, the resulting buildings should be adapted to dovetail into the surrounding neighborhood with a minimum of impact.

- Minimize visibility of private parking from public street: Surface parking should be located at the rear of the site, and should be obscured from the street with living units. Driveways and pass-throughs can be built over on upper levels to minimize their presence. Garage parking should be at least 1/2 level below grade, with the first living level occurring no more than five feet above the level of the street. Naturally ventilated garages should take measures to screen openings into parking areas. Methods for reducing parking requirements should be explored.
- Primary entrances to individual units should be from the public street that the building fronts: When parking areas are at the rear of the site, pass-throughs should connect to the front entrances. In locations that it is not possible to have street-facing entries, then the site plan should include walkways comparable to the public sidewalk that provide clear access to these remote units. When parking occurs in podium garages, the entry path to the units from the parking area should combine with the entry path to the units from the street. The entry sequence should not bring residents or visitors in through the "back" (i.e. non-street facing) side of the building. The purpose of these recommendations is to prevent the "back" of the building facing the street, a common occurrence when entries are allowed from the rear of the site.
- Use materials and articulation compatible with surrounding homes: The goal is to design buildings with a scale and rhythm that has a fine-grain quality comparable to the houses surrounding it. This can include frequent roof and facade articulations, frequent entries and views through the site whenever possible.
- Take advantage of sloping terrain to mitigate presence of parking: Sloping sites allow subterranean parking to be tucked into the hill with a minimum of driveway length (if autos enter at the low side of the site).
- Avoid aggregating individual lots: Newcastle's character is largely a factor of the small size and diversity of its lots. Clustering lots to simplify site-planning for multi-family housing can detract from this character by creating an inappropriate building scale.

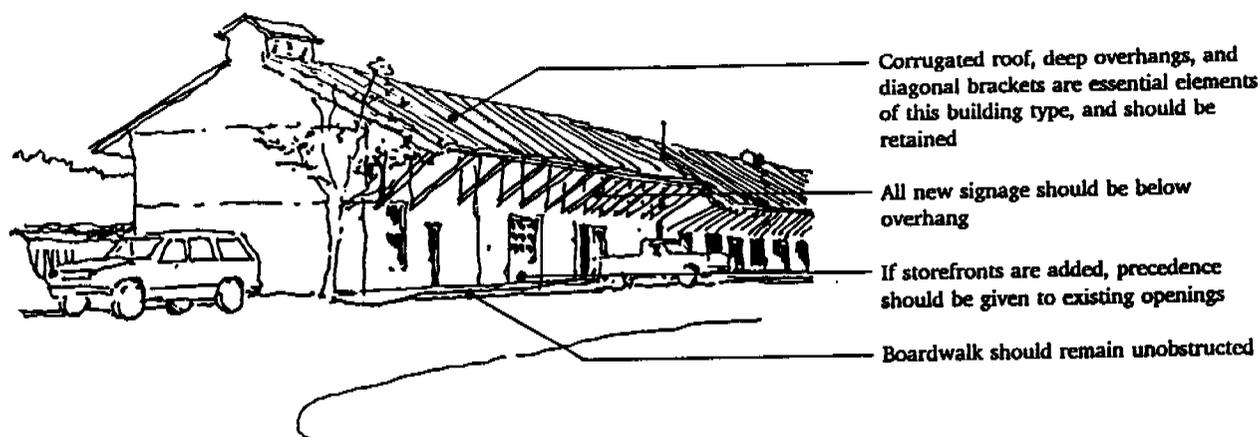


Figure 5 Renovation Case Study: The Packing Sheds

RENOVATION OF HISTORIC STRUCTURES

The Packing Sheds

These buildings are representative of a traditional Sierra Foothills industrial building type. The following list outlines the essential considerations for retaining their character through any renovation process:

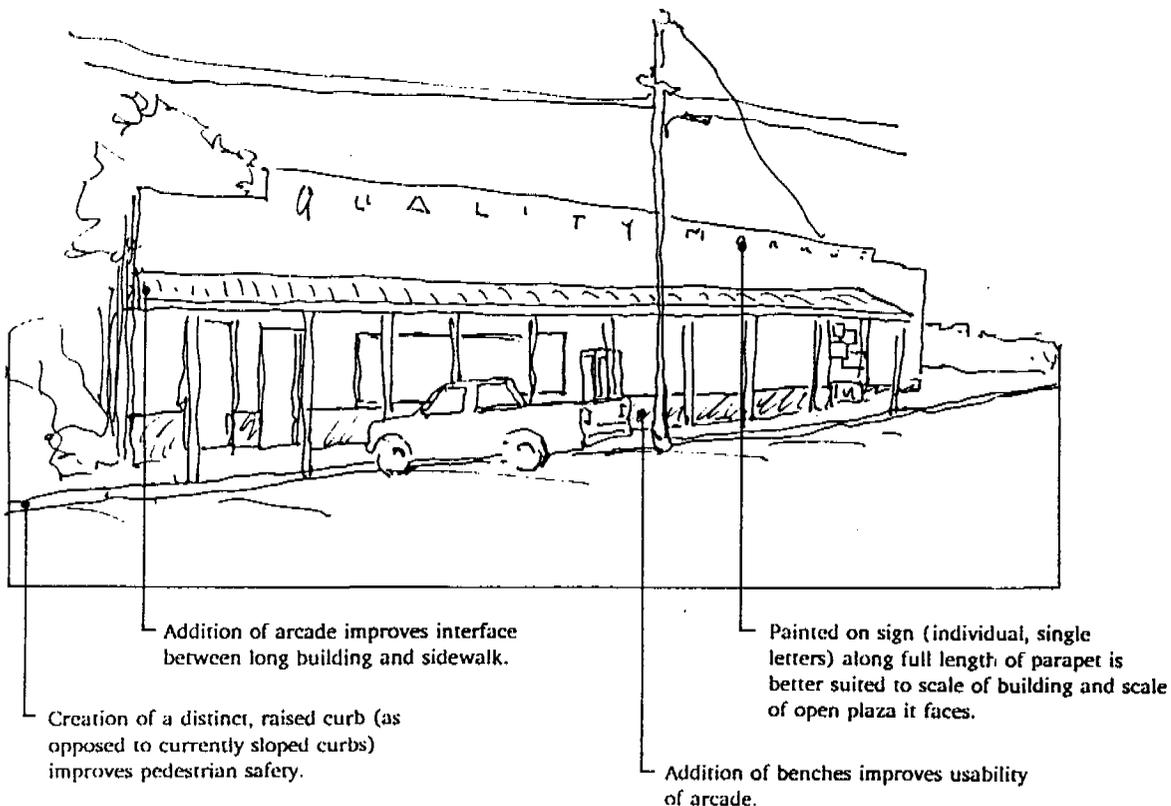
- The deep and continuous roof overhang, the corrugated metal roof, the projecting roof vents, and the diagonal brackets/trusses are the primary elements of this building type and should be retained, or upgraded with replacement materials that match the existing.
- The wood siding should only be replaced by other wood or unpainted metal siding. Applied masonry, stucco products, scored wood by-products, or similar finish materials are not appropriate.
- The boardwalk should remain unobstructed along its length, with continuous public access allowed along it. The material of the boardwalk floor may be altered as required to accommodate high frequency usage.
- If new storefront display windows are introduced, precedence should be given to existing openings. Display windows should not project out onto boardwalk. Where possible, existing wood doors should be retained.
- All new signage should be located under the overhang, with pedestrian-oriented signage hung perpendicular to the face of the building.

RENOVATION OF HISTORIC STRUCTURES (continued)

Retail Storefronts

- The goal of renovation in the retail area is to retain the fine-grain fabric, the pedestrian friendliness, and the spatial continuity afforded by the existing fabric.
- Existing ground floor storefronts should not have their glass area reduced in any substantial way, nor should they be fitted with any obscuring opaque or reflective glass.
- Roofed arcades over the public sidewalk should not be removed unless they pose a safety hazard, in which case they should be replaced with comparable materials.
- The character of a building should be preserved even as uses within it change. Modifications should not obscure elements of the original building in any significant way.

Figure 6 *Renovation Case Study: Quality Market*



Newcastle Downtown Design Plan

Summary

Community Workshop #1

On Wednesday, February 24, 1993, the Placer County Planning Department held a public workshop to discuss the Newcastle Downtown Design Plan.

Notices had been previously mailed to over 100 property owners in the Downtown Newcastle Study Area. Over 50 residents, property owners, and merchants attended the two and a half hour session.

After a brief introduction and slide presentation, the group discussed overall goals and themes for the future of Newcastle. A general consensus was reached that the future of Newcastle should be one of local retailing and services. It is our understanding the community's desires or definition of local servicing includes the immediate Newcastle Downtown area as well as the surrounding low density residential communities. The primary theme was that of maintaining historic structures while insuring that new structures and the rehabilitation of existing structures be sensitive to the historic character of the community.

After the general session, the attendees broke up into four groups facilitated by John Nicolaus, The HLA Design Group; Mark Nitkey, Mogavero Notestine Associates; Don Riolo, Newcastle Area Business Association; and Fred Yeager, Placer County Planning Department. The groups were requested to answer general questions on how to implement the desired goal of insuring Newcastle's future as a local retailing and service center. The questions included: (1) What kind of new businesses should come into the Newcastle area? (2) Does new housing play a role in the continued development of Newcastle? (3) How do we connect the area across the freeway, Taylor Road, and Highway 193 economically and physically to the Downtown area? (4) What is the freeway image of Newcastle and how do we improve it? (5) Will parking be a problem and, if so, how do we provide for it? (6) What should be done with sidewalks and downtown improvements and landscaping? (7) How do we finance any proposed improvements? The attendees were also provided with the opportunity to identify any other issues that might be of concern.

In general, responses to these questions did in fact support the general goal of Newcastle playing a role as a local retail and service business community. On the following charts the response have been provided in alphabetical order. We are showing in parenthesis the number of votes received for each goal or number of similar responses to each question.

Newcastle Downtown Design Plan

Community Workshop #1

What do the participants want Newcastle to be in the future: A home town serving local trade; A freeway respite (food, lodging, convenience); A specialty center with upscale shops serving subregional trade continuing the current trends (decorators, pianos, building materials, etc.); a regional and freeway destination (antiques, restaurants, specially shops, outlet center, etc.).

GOALS - THEMES
(45) Architectural consist. - Historical
(9) Local Service Enterprise
(5) Regionally Unique Theme
Freeway Oriented Services: (0) Services (2) Destination
(17) Improving Public Areas
(12) Keep the Secret
(8) Family Oriented/Youth
(6) Southeast Freeway Oriented

New businesses - how much and what kind?

NEW BUSINESS
Antiques
Art Galleries
Artist Loft/Studio
Bakery (2)
Bring back old Drug Store
Clean Up (auto repair at Taylor Road)
Compatible Office w/Residential
Deli/Cheese
Fabrics
Family Game Center
Farmer's Market (2)
Health Club
Limit Business
Medical Offices
Microbrewery
Museum (2)
Nursery (2)
Old Style Mom & Pop Store
Park/Open Space
Professional Office Space
Railroad Station (2)
Restaurants: (2) Salad Bar Style Family Style Deli
Specialty Shops (small)

NEW BUSINESS	
Spice/Herbs	
Take Out Restaurant (upgraded 'Moveable Feast')	
Wedding Location Facility (weekends only)	
Western Store	
Wine Shop	
Do Not Allow	
Computers	
Fast Food	
Manufacturing	
More Bars	
COMMENTS	
Type and extent of businesses should be tied to available parking and infrastructure.	

Does new housing play a role?

HOUSING
Apartments - No
Bed & Breakfast
Design Guidelines
Do not redevelop sites
Elderly Housing (2)
High Density Residential - No
Hotels/Motels - No
Mixed Use
Mobile Home Parks - no more
None
Single Family - limited
Single Family - only

How do we connect with the area across the freeway?
 How do we connect with Taylor Road (both ends) and
 Hwy 193? (economically and physically)

CONNECTIONS
ACROSS FREEWAY: Improve I-80 Interchange Bridge Adequate Signage Landscaping Lighting Sidewalks, Pedestrian Crossing
NORTH TO 193: Signage Landscaping Rock Wall 193 Tunnel very busy - 3 way to Lincoln
TAYLOR ROAD TO SOUTH: Sidewalks Speed Limits Enhance Buildings at Taylor Road Signage Landscaping Bus Shelter Repave Taylor Road
Lighting at Railroad Track Crossing
Parking Problems: Commute Auction
Pedestrian Scale
Signage (193 & Taylor - Not I-80)
Walking Paths - Safe
COMMENTS
Each entrance should be evaluated independently.

What is the freeway image and how do we improve it?

FREEWAY IMAGE
Agricultural "orchard type" theme
Architectural Enhancements - inexpensive
Fruit Sheds
Historic Monument
Historical
Keep Secret?
Landscaping (fruit trees, etc.) (2)
Non-Existent
One sign East/West
Open Spaces
Paint Buildings
Signage - small, cute, nice "Historic Newcastle"
Signage - "Historic Downtown Newcastle"
Storage Sheds
Treatment of Sheds - mural on fruit sheds (archived fruit labels)
Uniqueness

Will parking be a problem and if so how do we provide for it?

PARKING
Access - vehicular vs. pedestrian
Across Tracks - Brocker Property
Behind Sheds
Circle Around Square - preserve but replace parking.
Entry through Sheds
Fruit Shed Area
Insurance Question - privately owned
Lack of Public Parking - privately owned
Lease from SP Brocker Bldgs. to Sheds
Lot Across from Newcastle Inn
Maintenance of Parking Areas - private
Post Office - improve
Preserve
S.W. corner of Old School - access a problem

What should be done with sidewalks (throughout the community) and downtown improvements and landscaping?

COMMUNITY IMPROVEMENTS
Bench
Decomposed granite good/soil crete sidewalks
Drinking Fountain (2)
Equestrian Access (pooper scoopers)
Fill Pot Holes
Firehouse
Flower Boxes/Street Trees
Fruit Trees - dwarf in containers
Landscaping
Lighting - underground/above ground (2)
More Color - flowers
Museum Walks - designated walking area
Overhangs - no curbs/gutters
Parking - residential/downtown
Public Restrooms (2)
Sidewalks/Pedestrian Access (3)
Street Lights with Flower Pots
Take Down Flagpoles
Trash Receptacles
Underground Utilities (3)
Walkways from parking areas
Water/Sewer Improvements

How do we finance any proposed improvements? Are you willing to set a business improvement district or lighting and landscape district as a means of self taxation?

FINANCING
Bonds
Business Association - small projects
Community Groups/Service Organizations
County General Fund
Designate at Historical Register - State Historic Building Code - Flexibility
Each Property Owner does his own
Fundraisers -NABA, Lion's, etc. (2)
Government Grants
High Costs to Establishments
Inventory Existing Taxes to see what's in place
Lighting District already in place - explore
Lottery Tickets
Melo Roos
New Taxes
No Assessment - existing already too high (2)
Private - Volunteerism
Property Owner's Association
Road Fund
State & Federal Funds
Utility Tax for Undergrounding

OTHER ISSUES

Air Pollution - freeway impacts
Are our voices heard?
Can we trust the Building Department?
General Clean-Up - community event
Impact of Route 102
Improve Community Participation
Library - branch
Museum for Chinese Settlement
Museum
Need for additional services.
Overall maintenance of existing structures and utilities.
Park Areas
Parks: Historical Fruit Trees School Property Possible problem with parks
Possible problem with parks
Public Parks
Rehabilitation of run-down buildings
Schools - big part of community
Truck Access - noise
Who started this ball rolling?

NAME	ADDRESS	PHONE#	INTEREST
Bill + VONDA - DRAKE	440 MAIN	663-3039	RETAINING Historic CARPENTRY
Stanley Faria	610 1st St	663-3049	Prop owner & BUS
Shirley & Helen	9250 old State Hwy	663-3322	Prop owner
KELLY WEST	P.O. Box 1670 Loomis,	663-3192	buying house to do weddings new business
JACK PADDON	1840 OAK TERRACE NEWCASTLE	663-4966	
Bob Paige	10134 Quail Hill Dr., Newcastle		
MAIKE & LYNN TUFT	10440 INDIAN HILL RD, NEWCASTLE	663-1788	
Maria C. Camposco	106 N. Sunrise - SAC Bee		
B. C. Gochelson	P.O. Box 974 180 PHEASANT LN.	663-3511	PROP. OWNER
D.E. Anderson	P.O. Box 806, Newcastle		downtown property owner w/ parking problem concern
CORDELIA SANDER	PO Box 959 Newcastle	663-3009	"
Edgar Sander	"	"	"
Barbara Dienes	10144 Quail Hill Dr. 663-4353		Home owner - Business owner. Pres. of Newcastle Community Assn.
Mike Grenata	9071 Ridge Rd	663-2875	
Bill Monahan	620 Poncha Ln	663-3186	Business owner Monahan 58925
Doris Sayles	P.O. Box 355	663-3228	
Dick Sayles	" " "	" "	Home owner
Ollie MacIntosh	Box 345	663-1366	Home & business owner
KRISTI MACINTOSH	" " "	" "	" "
SHARON VEGA	9880 Glenview Rd	663-2573	Business Owner
Ray VEGA	9880 Glenview Rd	663-3558	Home Owner
Betsy Samson - Andrews	8960 old State Hwy	663-1161	Home owner
Mark O. Andrews	" " "	" "	" "
David Longtin	Box 43	663-2035	BUSINESS owner

E. Louie Ingram	8573 Hwy 193	663-1860
Joseph J. Irvin	2357 Newcastle Rd	Resident
Patricia Slama Irvin	661 Newcastle Rd	Business on south side
Vic Roberts	8838 Ridge Rd	663-1200 Dr. Fray
Pat Roberts	8635 Rd	
Paul Cherwin	8404 455 Main St.	791-5433
Colleen Cherwin	455 Main St.	791-5433
MARC FOLLOV	2305 Courtney Ln Ang-	823-5021
Cathy McHarry	9201 Old State Hwy	663-4607
Juan Pearson	477 Main St	663-1759
Leone Pearson	477 Main St.	663-1759
Ding McKenzie	467 Main St	663-3383
Dale Sylvia	9200 old state Hwy	663-2031
Dusan Hoynes Schmetz	2921 China Well - Auburn (Upper Ophir)	885-9000
Don Riolo	PO Box 1287	663-4328
Bob Davis	PO Box 1170	568-6150
Kay Skelton	P.O. Box 376	663-3081
Chuck Skelton		
Maria Baranowski	287 Pineview, Aub.	823-8159
Jim WEBSTER	" "	" "
Jam Oates	1430 Main St.	663-4385
Leone Webster	Box 953	663-2041
Tom McMAHAN	109 THIRZA CT, Auburn	885-0083
Linnea Johnson	191 Buena Vista, Newcastle	663-1593

Nicholas Del Cioppo 191 Buena Vista Av. NEWCASTLE - 663-1593

Lowell Long P.O. Box 32, Newcastle, Ca 95658 663-1001
Beulah McQuarrie PO Box 764 Newcastle 95658 663-1112
I live next to P.O. Own the whistle stop
antiques for 15 years.



PLACER COUNTY PLANNING DEPARTMENT

11414 B Avenue / Auburn, California 95603 / Telephone (916) 889-7470

Notice of Public Workshop

Newcastle Downtown Design Plan

Placer County is in the process of developing a Downtown Design Plan for the community of Newcastle. The County is planning to hold a public workshop to hear your thoughts on what direction the community should take over the next few years. Your input is important. We hope to see you there.

Time: Wednesday - February 24, 1993 - 7:00 pm

Place: Portuguese Hall - 930 Taylor Road

Summary of Questionnaire

Downtown Newcastle Design Plan

Total Number of Responses: Twenty-five

Age of your building or residence and its Historical Importance:

- Oldest 115
- Newcst 4
- Average 68

How long have you been a resident or property owner in Newcastle?

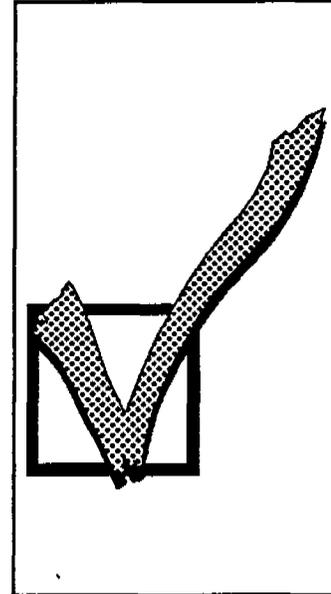
- Longest length of time 60
- Shortest length of time 2
- Average length of time 18

If you have an business what type is it:

- Wholesale: 1 Retail: 6
- Service: 6 Office: 2

How long have you been in business in Newcastle?

- Longest length of time 25
- Shortest length of time 1 month
- Average length of time 5



Principal Service or Commodity Provided:

- Apartment Rentals
- Bed & Breakfast Inn
- Coffee/Baked Goods
- Food and Payroll
- Grocery Store
- Guest Home
- Hair Salon
- Mini Storage
- Pianos/Organs
- Preschool
- Pumps/PVC Pipe
- Real Estate & Notary Service
- Retail Space
- Vinyl Siding/Roofing

In your opinion what are the most important physical improvements needed in Newcastle? (1 being most important)

- Additional Parking
Ranked as 1 14 Ranked as 2 4 Ranked as 3 3 Ranked as 4 2
- Sidewalks
Ranked as 1 7 Ranked as 2 5 Ranked as 3 3 Ranked as 4 3
- Street Lights
Ranked as 1 0 Ranked as 2 5 Ranked as 3 9 Ranked as 4 1
- Parks
Ranked as 1 3 Ranked as 2 4 Ranked as 3 2 Ranked as 4 8

- Others
 - Better landscaping
 - New sewer system
 - New design on freeway offramp

What types of new businesses or land use would be complimentary to those businesses already existing in Newcastle? (1 being most important)

- Restaurants
 Ranked as 1 4 Ranked as 2 9 Ranked as 3 1 Ranked as 4 1
- Antiques/Boutiques
 Ranked as 1 13 Ranked as 2 1 Ranked as 3 2 Ranked as 4 1
- Motel/B&B
 Ranked as 1 1 Ranked as 2 5 Ranked as 3 4 Ranked as 4 6
- Cleaners/Laundromat
 Ranked as 1 0 Ranked as 2 1 Ranked as 3 6 Ranked as 4 6
- Other
 - Agricultural Museum
 - Artist Quarters
 - Bakery
 - Demonstration Orchard
 - Drug Store
 - Farmers Market
 - Galleries
 - Grocery Store
 - Medical Facility
 - Micro-brewery
 - Natural Foods
 - Nursery
 - Pizza Place
 - Professional Office Space
 - Specialty Shops
 - Spices/Herbs Shop
 - Variety Store

Do you own your building?

- Yes 22
- No 3

Do you have plans to make improvements to your building?

- Yes 10
- No 12

If yes, what are you considering?

- Add Garage w/Apartment on Second Floor
- General Clean Up
- Painting Outside of House
- Remodeling

Of the following options, which image would you most like Newcastle to project to those outside the area? (1 being most important)

- A home town serving local trade;
 Ranked as 1 13 Ranked as 2 6 Ranked as 3 1 Ranked as 4 3

- A freeway respite (food, lodging, convenience);
Ranked as 1 4 Ranked as 2 3 Ranked as 3 5 Ranked as 4 5
- A specialty center serving subregional trade (decorators, pianos, building materials, etc.);
Ranked as 1 2 Ranked as 2 5 Ranked as 3 9 Ranked as 4 3
- A regional destination (antiques, restaurants, specialty shops, outlet center, etc.).
Ranked as 1 6 Ranked as 2 4 Ranked as 3 4 Ranked as 4 5

What do you feel is the strongest selling point of Newcastle at this time? (1 being most important)

- Historic character
Ranked as 1 10 Ranked as 2 9 Ranked as 3 3 Ranked as 4 1
- Freeway location
Ranked as 1 4 Ranked as 2 7 Ranked as 3 7 Ranked as 4 3
- Small town feel
Ranked as 1 10 Ranked as 2 6 Ranked as 3 4 Ranked as 4 3
- Quality of existing business
Ranked as 1 1 Ranked as 2 1 Ranked as 3 6 Ranked as 4 14
- Others
- Proximity of three Special Education Schools

How can we attract travelers off Interstate 80 into the community?

- Advertising
- AM/PM and Fast Food
- Create more businesses, but keep small town atmosphere
- Develop south side of I-80
- Dinner House
- Give visitors a unique experience
- Improve quality of existing businesses
- Let's Not!!
- More commercial activity
- Signs
- Specialty Shops

From how far away do people generally come to shop or do business in Newcastle?

- All the Western States
- Colfax to Elk Grove
- Eight miles
- Five to six miles
- Georgetown/Grass Valley
- San Jose and San Francisco
- Sacramento and Tahoe
- Ten miles
- Three miles
- Twenty miles

Do you favor promoting tourism in Newcastle?

- Yes 15
- No 6

Why? What Type? Or other general comments:

- Agricultural emphasis would provide jobs and preserve farmland and open space
- Festivals
- Historical significance and old town atmosphere
- Make Newcastle more like Nevada City
- More fundraisers and community events
- More traffic is good for business
- Quaint little shops to encourage tourism
- Would bring more revenue to Newcastle (Antique & Boutique shops)

What are the important design features in existing Newcastle buildings?

- Age and character
- Brick, 49er look
- Era in which they were built
- Fruit packing shed style buildings
- Historical
- "Sense of place" and village vernacular
- Spanish - Taylor Road
- Victorian
- Western

What do you view as Newcastle's most important street, building, or place? Why?

- Town Square
 - Why? ■ Buildings are good or have possibility
 - Gathering place
 - Historical Significance
- Enhanced and kept up buildings
 - Why? ■ Look the nicest
- Business District
- Main Street
 - Why? ■ Businesses and shops located in old fruitsheds & old buildings
 - High ratio of business to parking and convenience
 - Historical buildings
 - Most travelled street; most commercial buildings
 - Old bank buildings
 - Victorian houses; packing sheds
- Taylor Road
- Saladana House
- Post Office

- Schools
 - Why? ■ Community gathering place
- Cemetery
- Newcastle Market
- Placer Bank Building
- Fruit Exchange Building
- Davis Doors Building
- Old home on corner of Orange and Old State Highway
- Newcastle Inn
- Marshall Square Area
 - Why? ■ Open space
 - Public space
 - Hub of activity

Mogavero Notestine Associates
2229 J Street
Sacramento, CA 94816
(916)443-1033

Newcastle Downtown Design Plan

Community Workshop #2

PROGRAMMATIC

- Further Develop and Publish Walking Tour - (one has been developed and is available at the Bed and Breakfast) - Corney Sander authored it.
- Refocus energies of Business Association - more people in town shopping = more prosperity for everyone. Oktoberfest, Specialty Events (Art & Music Festival) and other similar activities would contribute to this.
- Signage is okay on freeway, i.e. painted sign on shed rooftops, monumentation.
- Form a LLMD? There is a Lighting District in place. More involvement by Business Association members in district would allow for more input as to how money is spent and what projects are a priority.
- Image elements should be made a part of the program, i.e. built objects.
- Business Association needs to remember others....cooperate with residents and merchants.
- Historic Sign - "World's Largest Fruit Shipping/Packing" - 1932
- Money for building updates.
- Speeding on Old State Highway is problem.
- Farming
- Farmer's Market.

PHYSICAL ELEMENTS

- Drinking fountains (2).
- Ramps in walkways - not just all stairs.
- Bench - on the way to the post office from both sides of town.
- The area behind hardware store could be improved to be a courtyard plaza or nice parking lot.
- Research lease on Post Office to determine if it can be moved. How long must it stay there?
- Crosswalk at the top of the hill and curve of Old State Highway should be eliminated because traffic can't see all pedestrians.
- School bus routes are too circuitous. Kids can't walk safely due to traffic. Re-route buses off Taylor Road.
- Vacant building at entry to town would be good for a museum.
- Marshall Square - parking is critical. Improvements are required to the physical conditions and site layout are required.
- Page/Main Site - Museum would be good. Park is nice, but snakes are always there. Post Office could be relocated there.
- Packing Sheds - cut alley at ground level to access packing square parking. Leave roof on to protect pedestrians.
- Grocery Store needs renovation.
- Infill should be single family.
- Identify "gateways" with landscape.
- Nature Trail - connection to....
- Rail Station at north end of square.
- School on Old State Highway - good park site.
- Street Lighting
- Sidewalks in residential area from freeway bridge to AM-PM
- West bound exit bridge is dangerous.
- Park - could be dangerous next to railroad.
- Redo square with trees.
- New Community Development shall accommodate its parking load.

REGULATORY

- Upzone with understanding of what that would mean (M-1 to C-2).
- Concentrate zoning efforts on top of hill in downtown. Highway commercial is okay across freeway as long as it doesn't compete with downtown.
- Highway Commercial on east side of I-80.



COUNTY OF PLACER

NEWCASTLE/OPHIR MUNICIPAL ADVISORY COUNCIL

P.O. Box 1222, Newcastle, CA 95658

5-28-93

Michael Notestine
Mogavero Notestine Associates
2229 J Street
Sacramento, CA 95816

Dear Mike:

I have talked to our MAC members and other members of the business community concerning the Draft of the Newcastle Downtown Design Plan and we have the following recommendations:

Page #4 E. **Planning Principles**, 7th sentence -- "Only a relatively small quantity of land.....". Please note there is over twenty eight acres of commercially zoned land at the I-80 and Indian Hill intersection that is zoned commercial or shopping center. A major retail center is planned for this area.

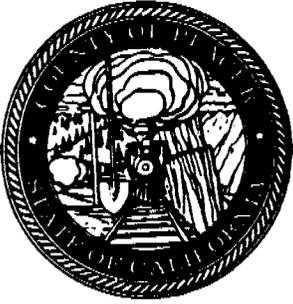
We believe the Newcastle Downtown needs to provide goods and services that will be unique to its architectural and historic nature.

Page #9 **Structural Conditions**---- 8th sentence -- "The large parcels....." The committee specifically requested the study be confined to the downtown area. We feel this is out of the scope of the study.

Page #14 **Public Improvements**. The costs of all the public improvements need to accurately assessed. Specifically, the undergrounding of utilities, sidewalk construction, parking lot construction, street lights, landscaping, and etc. so the community will have some idea of the amount of the increase in fees or taxes to make these improvements.

Page #20 **Access**--- Paragraph #2 "Taylor Road/...." Should read: Indian Hill Road not Indian Springs Road.

Page #21 H. **Traffic Circulation and Parking**. Paragraph #2. What method do you propose to keep automobile speeds to a



COUNTY OF PLACER

NEWCASTLE/OPHIR MUNICIPAL ADVISORY COUNCIL

P.O. Box 1222, Newcastle, CA 95658

-2-

maximum of 5 to 10 miles an hour?

Page #22 Parking. This aspect of the plan needs further attention. Since some rezoning to provide additional commercial is anticipated, will the downtown be able to meet the county's commercial parking requirements. How will people parking behind the sheds be provided with a single grade access to Marshall Square? Will parking and sidewalks be able to meet the new ADA code requirements? What if a Farmers Market is approved for part of the shed area; how will commercial parking be affected?

Funding: All aspects of the funding options must be explained fully to the community so that hard costs are evaluated and the amount of special assessments or taxes to fund the development of the downtown area are known in advance.

Page #33 Regulatory Elements 7th Paragraph "Limit uses of east side of the freeway.....". Should read: "Encourage uses of the east side of the freeway that support the downtown area."

Page #34 last paragraph typo.. "Improve the area east.... of the eastern packing sheds...." not "parking sheds."

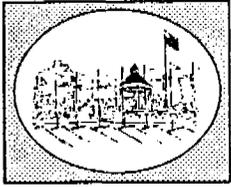
Our last recommendation is that a citizens' committee composed of members of the Newcastle/Ophir MAC, NABA, and the Newcastle Community Association be formed to oversee the continuation of this project and this group have the authority to set priorities and implement the plan.

I want to personally commend your company for the Draft of the Downtown Design Plan and the way you solicited community input into the project. I will be looking forward to seeing you next Tuesday at the NABA Board meeting.

Sincerely,

Elliott F. Rose
Chairman, Newcastle/Ophir MAC

cc: Leah Lis, NABA
Alex Ferreira, District 2, Supervisor
Ron Lichau, District 3, Supervisor



NABA

NEWCASTLE AREA BUSINESS ASSOCIATION

Post Office Box 1023 ❖ Newcastle, California 95658

August 3, 1993

Mr. Fred Yeager
Planning Director, Placer County
11414 B Ave.
Auburn, CA 95603

Dear Mr. Yeager:

The Newcastle Area Business Association (NABA) has reviewed the initial report prepared by Mogavero Notestine Associates regarding potential plans for Newcastle's downtown community development. We are enthused about the ideas and general direction taken, and commend MNA for their hands-on approach to producing this report. We are also strongly committed to doing whatever we must to ensure that this project keeps faith with the concept of local control at every phase.

As the leading voice for businesspersons in the community, NABA requested this study in an effort to better plan for the future vitality and opportunity of the community in which we live and work. At this critical juncture, we want to reiterate our views about the form and function that could emerge from this proposal. They are:

- 1) that Placer County's planning department recognizes that the local entities of NABA, the Newcastle Community Association, and the Municipal Advisory Council have already formed an ad hoc committee to oversee the implementation of the downtown design plan;
- 2) that complete and actual costs for each component of the proposed plan be determined;
- 3) that potential methods of funding be proposed by the county, with due consideration given to such factors as the small population base of the area, the obligations of the business community, and a fair return of county tax dollars to the community;
- 4) that all projects and improvements under consideration in the plan will be prioritized by the ad hoc committee according to need, sensibility and cost effectiveness;
- 5) that no new regulations affect existing land use conditions be adopted that affect existing land use conditions or change of zoning be implemented without consent of the property owner;
- 6) and that the regulatory process be streamlined so as to achieve in a forthright and timely manner the implementation of the final plan;

We also wish to request that this document become a permanent addition to the Downtown Newcastle Design Plan file.

We stand ready to help educate, develop, and implement a plan that benefits the Newcastle community through greater public resources, employment opportunities, and quality of life.

On behalf of the NABA Board of Directors, I am sincerely yours,

Leah Lis
President, NABA

CC: Barbara Dienes, President, Newcastle Community Association
Elliott Rose, Chairman, Municipal Advisory Council
Michael Notestine, Mogavero Notestine Associates

7-27-93

Fred, here are the comments
I have on the Newcastle
Downtown Plan Design.

Somehow, it inspired me to
have a lot of them.

See you at the next
meeting if it isn't too
soon

Doris Layles

CLACK COUNTY

JUL 27 1993

PLANNING DEPARTMENT

NEWCASTLE DOWNTOWN PLAN DESIGN

Editorial Comment! Traveler has only one "L" now.

On the maps--- the names of the road to Auburn, and to Ophir needs to be corrected
OPHIR Road leads to Auburn.
Taylor Road goes to Penryn, Loomis, etc.

Page 1 - A technicality! Under "B" it says that Newcastle is "midway into the foothills"
When the survey was done before the railroad was built, the beginning of the foothills was listed as Newcastle. Pres. Lincoln "moved them to Roseville" to get the railroads more money, but he didn't change the geography or the geology!!!

Page 2
Personal Opinion!! TEMPERATE CLIMATE ??? Only in spring, fall and winter. Summers feel INtemperate at times.

Original Location --- NO!
According to May Kellogg, the original site of the town was in the vicinity of the sewage ponds now.

"China Town" was where the freeway is now!

Personal Opinion and Fact 1930 - Much of the problem with the orchards resulted from the sending of the Japanese fruit ranchers from this area to concentration camps.

MEDIAN FAMILY INCOMES - should mention the fact that most are two-income families.

Median housing values - ??? Is that still right???

Page 3 Is this "public and private sector partnership" going to be presented to the voters? There is dissatisfaction about!

Page 4
Personal Comment How are they going to "Reduce negative impacts on air quality and traffic congestion" by bringing in more traffic?

" " How do they propose to "provide the opportunity to preserve agricultural lands and open space resources" in the downtown Newcastle area????

"Only a relatively small..."
Across the freeway is Newcastle, too, and is just as vital to our community as is the "downtown area".

Page 5
"Have a primary physical theme...new structures and rehabilitation of existing structures is [should be "are"] sensitive..."

Page 5 Cont.

Goal and Objectives

Maintain and reinforce Downtown Newcastle as the retail focal point for... This statement seems to assume erroneously that the area across the freeway is not part of Newcastle, or is not a part which is entitled to protection. Newcastle is not quite as big as they seem to think! Nor is it as small as just their "hill"!

Page 6

"Strengthen the character of the existing Marshall Square. This should say "MAIN STREET AREA." This report keeps referring to Main Street as Marshall Square. Marshall Square is only that little section in one part of Main Street.

Limit Commercial Rezoning...competing with...
That would be nice for the businesses on "the hill", but a little hard on the other portion of Newcastle.

Page 7

Personal
Curiosity

Why is it called "industrial zone (M)"?

Page 9

"Indian Hills Road" should be Indian Hill Road.

Page 10

"Historic design review district"

Fred, if it becomes a design review district, I would like to be on the committee or board!!
Hope you and Alex will consider me.

Page 11

Combining Design Historic Dh zone
Is this likely to happen?

Page 13

Opinion
of many

It would be much better for Newcastle children to put in walkways on the way to school.

Page 15

Bottom-- Needs an addition
"Sidewalks are needed from intersection of Plum Street and Kellogg Street to Newcastle Elementary School for students to be able to walk SAFELY."

Page 16

180 interchange needs an addition
"for pedestrian safety".

Opinion

Grade Connections -- Sidewalks from Plum and Kellogg to Newcastle Elementary School are more urgently needed than this or "undergrounding" of utilities or what the consultants call "Packing Square".

Page 17

Paragraph 1

What they frequently refer to as Marshall Square is Main Street.

Let's keep Newcastle's name for it not use a new one.

"Packing Square" --Let's let Newcastle name this proposed area, not the consultants.

Paragraph 2

Should say "MAIN STREET" should be improved...protection "ON the STREET" not "Marshall Square, and on the square".

Should say "the existing flags...to the northern end of the STREET", although I've heard people express the opinion that they simply should be lost!

Personal opinion on the final paragraph .

Bah, humbug!

Page 19

Para. 2 "Walks should be approximately 8 feet wide wherever possible." So they really mean 8 feet? Do we really need 8 feet??

Para. 4 There are TWO intersections of Taylor Road and Old State Highway - one near each end of the big tunnel.

Page 20

Where's Indian Springs Road?

3. Terrain:

"Because of the steepness, access roads (Page Street, Kellogg Street and the Old State Highway) are..."

??? Kellogg Street doesn't go there. It ends at Old State Highway.

Page 21

Under Pedestrian:

"directed towards keeping automobile speeds to a maximum of 5 to 10 mph." GOOD LUCK!!!

After the Fire Stations moves (someday), it would be nice to have Orange Street become a one-way street into town and Main Street a one-way street out of town!

Page 22

Parking resources on MAIN STREET. Marshall Square doesn't have parking, it's too small.

Page 23

What "parking standards should be relaxed for any new development..." That's what's wrong now. The parking standards have been too relaxed in the past, or more likely were non-

Page 23 Cont.

Para 6 "From Route 193...send the traveler on a roundabout route to the top of the hill" A good addition at the end of that paragraph would be "OR THROUGH THE LITTLE TUNNEL on Old State Highway."

Page 24
bottom

One of Newcastle's strengths is that it is rural and secluded. The residents like it that way, even if the business owners do not.

Page 25

Para 2 LOOMIS residents DO NOT "go through or near Newcastle to get to work "down the hill" unless they are lost! (Thank Heaven!)

Para 3

Fred, may I please have or borrow (if its long) a copy of the Placer County General Plan Update Issues and Options Report (January, 1993) mentioned here?

Page 26

How did Newcastle get in the "Loomis Basin-Folsom Lake area"??

Page 27

Last paragraph - The correct name for the Museum is the "Bernard House Museum" -- misspelled in report.

Question

Would the museum help Newcastle get back the many items which were taken from Newcastle's "China Town" and put in the museum at Coloma?

Page 28

Para 4 Maybe "The team" should recognize that some of "the larger community would like to see"

Page 31

Para 3. We already have a Lighting District for at least part of the area under discussion. It says there could be money for "the development of parks" --- where would they put a park or parks in the area they refer to as "on the hill"???

Page 32

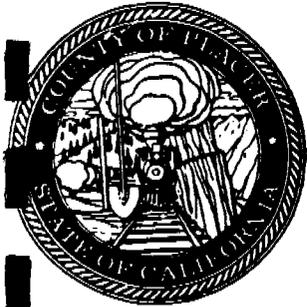
bottom The boundaries of the proposed "business improvement district" and "lighting and landscape district" need to be defined clearly and specifically.

Page 33

Restricting the zoning for surrounding areas seems to be a great presumption on the part of the owners and operators of the businesses "on the hill". Do they think that Newcastle consists only of that "hill" and them?

Page 34

Para 3 Again, it is Main Street -- not Marshall Square.



COUNTY OF PLACER

NEWCASTLE/OPHIR MUNICIPAL ADVISORY COUNCIL

P.O. Box 1222, Newcastle, CA 95658

10-12-93

Mr. Michael Notestine
Mogavero Notestine Associate
2229 J Street
Sacramento, CA 95816

Dear Mr. Notestine,

The Ad Hoc Committee of the Newcastle Area Business Association, the Newcastle/Ophir MAC, and the Newcastle Community Association has met and reviewed the second draft of the Newcastle Downtown Design Plan. Thank you for addressing the bulk of the recommendations made by NABA and the Newcastle/Ophir MAC following review of the first draft. Considering the possible consequences of some of the recommendations in the plan, we have identified a number of changes to the text as well as a number of questions to be explored before the Newcastle community can endorse the plan.

Here are the concerns identified in our first reading of the second draft:

1. The Introduction should specify that the "architectural and land use guidelines" are merely recommendations. The Newcastle community wishes to retain the option to make additional comments on the "guidelines" and the implementation of the plan after its adoption using the Newcastle/Ophir MAC as a public forum.
2. In light of earlier requests the study be confined to the downtown area, please remove references to specific land uses on the east side of I-80, such as the sketch following page 18 which shows "New Housing" in a partial commercial zone, and the reference on page 42 that specifies "...Housing or travel related commercial." The wording for page 42 should be "Encourage uses on the east side of the freeway that support the downtown area."
3. Taxes are a rather controversial issue. The plan will likely enjoy a warmer reception if "special taxes" on page 38 is revised to specify the kind of tax options that are available, how long they might last, and that the



COUNTY OF PLACER

NEWCASTLE/OPHIR MUNICIPAL ADVISORY COUNCIL

P.O. Box 1222, Newcastle, CA 95658

-2-

community has control in deciding whether or not to implement them.

4. Appendix "A" contains new material that did not appear in the first draft regarding "Design Guidelines-Placer County" and "Design Principals for Building on the Character of Newcastle." The community groups have not had a chance to review this material, and we will require some time to study these concepts and conduct additional community public hearings before a final draft is adopted.

5. The committee believes that more information is required relating to the ramifications of creating a "Historic Design Review District" or a "Redevelopment Project Area." The community should clearly understand the restrictions and/or costs we would impose upon ourselves as well as the protections that such permanent actions might afford. We would also like to ascertain what regulations are already in place that serve our objective of community control of the character of Historic Downtown Newcastle.

Once again, thank you for the fine work that your firm has put into the Downtown Design Plan. We look forward to working with you as we refine the plan and educate our community on its implementation so that it may serve the best interests of Newcastle's residents and business owners.

Sincerely,

Molly Kinetz
Chairperson, Newcastle/Ophir MAC

Patricia Slaven
President-elect, Newcastle Area Business Association

Erica Moore
President, Newcastle Community Association

cc: Alex Ferreira, District 2, Supervisor
Ron Lichau, District 3, Supervisor
Fred Yeager, Placer County Planning Director

MEMORANDUM

PLANNING DEPARTMENT
COUNTY OF PLACER

ITEM : #5
TIME : 3:30 P.M.
HEARING DATE : November 18, 1993

TO: PLACER COUNTY PLANNING COMMISSION
FROM: PLANNING DEPARTMENT
DATE: NOVEMBER 9, 1993
SUBJECT: NEWCASTLE DOWNTOWN DESIGN PLAN

SUMMARY: The Board of Supervisors has directed staff to complete a Newcastle Downtown Design Plan as a part of this year's work program. The staff and consultants have completed the Draft Plan and the Planning Commission is being asked to comment on it before it goes to the Board of Supervisors.

BACKGROUND: During July and August of 1992, Placer County circulated a request for proposals for consultant services to prepare the Downtown Newcastle Design Plan. In January of 1993, the County Board of Supervisors approved the selection of a Team comprised of Mogavero Notestine Associates, The HLA Group, and Recht Hausrath Associates to prepare the Design Plan. This planning project evolved from a request from the Newcastle Area Business Association to develop architectural and land use guidelines that will direct future construction and rehabilitation within the historic Newcastle community.

The intent of the Newcastle Downtown Design Plan is to propose means of revitalizing downtown Newcastle's commercial and residential areas through urban design, land use, circulation, and public improvement strategies. Revitalization efforts will also depend on the market orientation of downtown commercial area.

The Downtown Newcastle Design Plan identifies potential financing opportunities, marketing plans to attract desired tenants, and any regulatory changes that will be necessary to ensure development and redevelopment which are consistent with community goals.

Unlike a Community or General Plan, this Downtown Design Plan does not make any land use or regulatory changes. Rather it proposes a series of future actions which could be undertaken to improve the downtown Newcastle area. The Plan focuses on actions which could improve the economic vitality of Newcastle.

PLANNING PROCESS:

During the planning process, the Team met with members of the business and residential communities, met with County staff, conducted three community workshops, distributed and analyzed a questionnaire, and reviewed background documents. The elements contained in this plan are aimed at enhancing Downtown as a shopping and community environment and have been developed and combined into a comprehensive program. At the first workshop, a thorough discussion of a conceptual program was conducted to allow the final development of specific steps and actions which are acceptable to those who must pay for them (the County, property owners, residents, and merchants.)

Following the establishment of a consensus as to the general direction of revitalization efforts through a second community workshop, the Team prepared the Newcastle Downtown Design Plan. The Plan emphasizes an implementation and design program that can be carried out through a public and private sector partnership, a partnership which establishes specific responsibilities for action and financial commitments.

At the third workshop, priorities were established for the many recommendations included in the Draft Plan and additional discussion of these recommendations took place.

The result of these three workshops is reflected in the Draft Plan being presented to the Planning Commission.

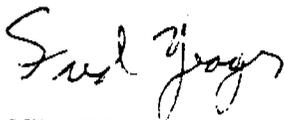
RECOMMENDATION:

It is recommended that the Planning Commission review the Newcastle Downtown Design Plan, accept public comments on the Plan, and forward the Commission's comments to the Board of Supervisors.

Again, it is important to note that this is not a Community or General Plan, but a strategy for improving the Downtown Newcastle area. Any subsequent actions, such as land use or zoning changes, or creation of improvement districts, or public works projects, will require future review and approval by the County, private landowners and other affected individuals.

Staff will present additional information at the Planning Commission's hearing.

Respectfully submitted,



FRED YEAGER
Planning Director

Attachment - Draft Newcastle Downtown Design Plan

cc: Ophir-Newcastle MAC
Newcastle Area Business Association
Newcastle Community Association
Supervisors Lichau/Ferreira
County Executive Office

Department of Public Works
Division of Environmental Health

MEMORANDUM
PLANNING DEPARTMENT
COUNTY OF PLACER

TO: PLANNING COMMISSION
FROM: PLANNING DEPARTMENT, FRED YEAGER *F.Y.*
DATE: JANUARY 4, 1994
SUBJECT: NEWCASTLE DOWNTOWN DESIGN PLAN

SUMMARY:

The Commission first discussed this report on November 18, 1993. At that time, the Commission continued the hearing to January 13, 1994, at 10:00 a.m., in order to give the Department of Public Works (DPW) an opportunity to prepare comments. DPW has done so and this memo suggests some minor changes to the Plan in response to those comments.

RESPONSE TO DPW COMMENTS:

DPW provided comments on the Newcastle Plan on December 21, 1993. The Planning staff has discussed these comments with DPW and with Mogavero-Notestine Associates and agreed to suggest the following changes to the Plan. DPW's comments are attached for the Commissions information.

Page 14 (map on following page) - Due to DPW's indication that a smaller underground district is being developed, it is recommended that the map of the proposed district be modified to reflect a Phase 1 and 2 area, with Phase 1 being smaller than the area currently shown on the map.

Page 16 - It is suggested that paragraph #3 on Page 16 be modified as follows:

3. Street Lights:

The existing street lights are currently very utilitarian in nature and consist of cobra heads mounted on utility poles. Since a utility underground district is being proposed by these Guidelines, *new and enhanced* ~~this method of~~ lighting may at some point become impractical. A new system of lighting on a more human scale would enhance the historic character of both the business and residential areas. Fixtures should be used that are appropriate to the years during which the buildings were constructed and used. For example, street lighting around the sheds could be an industrial wall mounted pendant fixture, while the lighting in

the residential and commercial areas could be provided by the more traditional pole-mounted acorn-type fixture, illuminated by energy conserving lamps (high pressure sodium or metal halide). New light fixtures can be used to create special areas within Newcastle, such as around Marshall and Packing Square, at town entries, flanking sides of roads, and within neighborhoods to identify streets by means of attached signage. *It is recognized that for safety reasons, certain qualifying street intersections must be illuminated at a prescribed intensity. This generally necessitates the use of a cobra-head type fixture with a certain wattage and pole mounting height. Much more flexibility is available for accent lights that are not required for traffic safety.* From a cost standpoint the pole type fixtures should be coordinated with undergrounding of utilities.

Page 20 - In order to address alternative building materials for sidewalks, the following language is suggested at the end of the second paragraph.

In historic areas, the use of asphalt, brick, stamped or textured, and colored concrete can be attractive alternatives to a natural surface and should also be considered. Installation and maintenance costs as well as liability exposure should be considered in selecting the appropriate sidewalk surface in any given area.

It is also suggested that the fourth paragraph on Page 20 be modified as shown below.

Roadways - At the intersection of Buena Vista Street, *Threlkel Street*, and Old State Highway, the existing crosswalks ~~could should be modified removed and moved eastward to Threlkel Street to avoid dangerous conflicts between motorists and pedestrians crossing Old State Highway.~~ The crosswalks at this intersection could be made of granite pavers installed in a sand bed and contained within reinforced concrete bands. By installing pavers, a difference in texture for motorists will be realized, further announcing arrival into a "different" or "special" place, as well as causing them to reduce speeds.

Page 21 - The fourth sentence in the fifth paragraph should reference the issues regarding sidewalks discussed earlier. Therefore, the following wording should be added:

Walks in this area should be made of cemented decomposed granite, or other suitable material, with a redwood or steel header to allow for permanence.

Page 26 - The last sentence in the first paragraph should be modified as follows:

This means that street surfaces, fixtures, signage, and general design should be directed towards keeping automobile speeds to a *minimum* ~~maximum of 5 to 10 miles per hour~~.

Page 26 - The first sentence in the third paragraph should be modified as shown below:

The heavy rail commuter line which currently operates between *Roseville Colfax* and San Jose, *and is scheduled to extend to Auburn, will pass* ~~passes~~ through downtown Newcastle.

Page 48-49 - The land banking item under "Development Opportunities" should be the responsibility of the Placer County Transportation Commission, not DPW. Similarly, the improvement of transit stops under "Circulation" should be the responsibility of Placer County Transit, not DPW.

Appendix A - Design Guidelines, Page 3, fifth "bullet" - It is recommended that the first sentence be reworded as follows:

On-site parking ~~will should~~ be *minimal due to the existing lot configuration and development, minimized* and additional demand should ~~not~~ be met through on-street and remote aggregate parking areas. This reduces the parking strain placed on Newcastle's small lots.

RECOMMENDATION:

It is recommended that the Planning Commission review the Newcastle Downtown Design Plan, accept the suggested changes, and forward the Commission's comments to the Board of Supervisors.

Again it is important to note that this is not a Community or General Plan, but a strategy for improving the Downtown Newcastle area. Any subsequent actions, such as land use or zoning changes, or creation of improvement districts, or public works projects, will require future review and approval by the County, private landowners and other affected individuals.

ATTACHMENT:

DPW memo dated 12/21/93

FY:ll

cc: DPW
Mogavero-Notestine Associates
file

MEMORANDUM
DEPARTMENT OF PUBLIC WORKS

COUNTY OF PLACER

PLACER COUNTY
DATE RECEIVED
12/23/93

To: FRED YEAGER, PLANNING DEPARTMENT

Date

From: BOB COSTA, PUBLIC WORKS *RJC*

DEC 23 1993

Subject: NEWCASTLE DOWNTOWN DESIGN PLAN

PLANNING DEPARTMENT

We have completed our review of the Newcastle Downtown Design Plan prepared by Mogavero Notestine Associates, and wish to present for your consideration the following comments. We understand the purpose of the plan as you have described it to us, and would like to take this opportunity to express the department's concerns before the Planning Commission and community fully endorse and promote the plan, as written. We believe that the persons and organizations involved in the preparation of the plan should be aware of those recommendations that may be difficult, or impossible, for us to support or implement. Our specific comments are as follow:

1. Page 14, first paragraph. It is not clear what is meant by "drive areas" as used in this paragraph, but the use of trees as obstacles or barriers may not be appropriate. The type of tree would also have to be considered, as certain kinds of trees (e.g., deciduous, shallow-rooted, fruiting) can cause safety and maintenance problems. Also, it is our view that decomposed granite is not a suitable wet weather surface for roads, drives, or parking areas.
2. Page 14, Undergrounding of Utilities. Our department has been working on an underground district for the downtown Newcastle area. The boundaries of our district encompass much less area than that shown on the facing page, due to the limited availability of Rule 20 funding. An expanded district would be desirable, but not likely feasible without considerable financial support from the community.
3. Page 16, Street Lights. We understand and support the concept of lighting that would be consistent with the historical theme of the plan with the understanding that there are differences between intersection lighting, and accent lighting used for walkways, parking lots, etc. For safety reasons, certain qualifying street intersections must be illuminated at a prescribed intensity. This generally necessitates the use of a cobra-head type fixture with a certain wattage and pole mounting height. Much more flexibility is available for accent lights that are not required for traffic safety, providing PG&E is willing to maintain that particular type of light.
4. Page 19 and 20, Sidewalks, Crosswalks and Streets. We concur with the need for sidewalks, or pedestrian paths, in the Newcastle area. The use of decomposed granite, even with some type of binding agent, may not be a suitable all-weather surface for pedestrians, bicyclists, and/or wheelchairs. The binding agents we are familiar with will generally result in a slippery surface, especially when

wet. In historic areas, the use of asphalt, brick, stamped/textured and colored concrete can be attractive and superior alternatives to a natural surface. The liability exposure for such a durable, hard surface is probably also reduced by a great degree.

The plan implies that the existing crosswalk on Old State Highway at Buena Vista Street is unsafe, and recommends that it be relocated eastward to Threlkel Street. We don't feel that the current location is dangerous, and it does provide for the most direct routing of pedestrians in the area. Also, a crosswalk already exists at Threlkel Street. Both are heavily used by children walking/riding bicycles to and from schools located south and west of these residential areas.

5. Page 21, fourth and fifth paragraphs. Our concerns with respect to landscaping, sidewalks and lighting are discussed above and they also apply to the discussion of entry treatments described on this page.
6. Page 26, Pedestrian. The recommendation to design the downtown parking and circulation areas in a manner which keeps vehicle speeds to a maximum of 5 to 10 mph is not likely practical nor is it necessarily desirable. We agree, that speeds in congested areas should be kept low, however, the treatments necessary to restrict speeds below 15-25 mph will generally be problematic for emergency vehicles and commercial delivery vehicles. Obstacles installed in roadways or pavement treatments used to limit speeds can also create safety hazards for pedestrians and bicyclists. Enforcement of such speeds would be difficult, if not impossible.
7. Page 26, Transit. The heavy rail commuter line operates between Roseville and San Jose; it does not extend to Colfax as indicated. Amtrak does provide passenger service to Colfax, but not on a commuter schedule. Commuter service to Colfax will not likely be feasible for many years.
8. Page 27, last sentence. This sentence claims that "on-street parking in the residential areas is adequate". Many of the residential streets in Newcastle are very narrow and, while parking does occur along these streets, it cannot be considered adequate when the passable area between parked cars does not allow normal two-way traffic or emergency vehicle access. Because of the lack of off-street parking, preservation and enhancement of on-street parking is very important. Generally, our current design standards do not allow parking on streets having a curb-to-curb width of less than 32 feet. We aren't suggesting that it is appropriate to widen all residential streets in Newcastle to this width, but

consideration should be given to maintaining adequate circulation corridors while still meeting parking demands.

9. Page 40, first "bullet". This is a recommendation to initiate a lighting and landscaping district for the Newcastle area, in order to fund installation and on-going maintenance of accent lighting and landscape features. While this is an appropriate mechanism for such work, please be advised that the procedures for establishing and maintaining such an assessment district can be very involved and expensive, particularly on a small scale. Because creation of an assessment district is involved, there must generally be strong community support; this can sometimes be difficult to achieve.
10. Page 44, third "bullet". The County has numerous potential bikeway and sidewalk projects which must compete for the same "pot" of ISTEA funds. Not only must a project compete against other County sponsored projects, it must also compete against projects nominated by other jurisdictions. Depending on the ISTEA funding source, these other jurisdictions could include only other Placer County jurisdictions or region-wide jurisdictions, including all jurisdictions within Sacramento, Yolo, Yuba, Sutter, El Dorado and Placer County. The County will consider all candidate projects and rate them against each other. Therefore, no commitment of a high priority for the improvements identified in this Plan can be made.
11. Page 45, last "bullet". Again, with respect to ISTEA funding, all candidate projects must compete against other potential County sponsored projects and other countywide or regional projects.. Therefore, no priority status can be assured.
12. Page 48 and 49, Illustrative Implementation Actions. Restoration - The Department of Public Works has no source of funding for renovation of a storefront facade (Quality Market). Is the \$70,000 identified under this item included as a programmed roadway improvement project in the County's budget? It is not clear to us what the significance of this number is, and how the County is expected to participate in such an improvement project.

Development opportunities - Land banking on the site north of the railroad tracks for commuter rail station should not be the responsibility of Public Works, but rather the Placer County Transportation Commission, which will be the lead agency in evaluating/developing commuter rail.

Open Space - It is unlikely that an ISTEA funds could be used for improvements to Marshall Square. Responsibility for these improvements should not include Public Works, only the NABA. This

is also true for plantings, benches, fountains signage and other described improvements in this section.

Circulation - Improvement of pedestrian facilities across I-80 should be the responsibility of Caltrans only.

Transit stop improvements on Taylor Road at Old State Highway should be the responsibility of Placer County Transit and will be a function of transit shelter needs systemwide.

Gateways - Landscape improvements should be the responsibility of NABA and property owners, not Public Works.

13. Appendix A - Design Guidelines

Page 3, fifth "bullet". The statement regarding on-site vs. off-site parking appears to be contradictory. To the extent that parking can be provided on-site, it should. This would retain the maximum amount of off-site public parking where such opportunity may be limited.

14. Appendix D - Plant Palette

Please note that several of the trees and shrubs identified on this list are not acceptable street plants due to problems caused by their size, shape, leaf/fruit drop, water demands or other characteristics. Depending upon their specific uses and locations, we may have concerns about use of these plants near streets and parking areas.

BC:mk
Ref. 47-59

cc: Planning Commission
Newcastle/Ophir Municipal Advisory Council
Newcastle Area Business Association
Mogavero Notestine Associates

January 13, 1994

Mr. Michael Notestine, Planner
Mogavero Notestine Associates
2229 J Street
Sacramento, California 95816
FAX: 443-7234

Dear Mike:

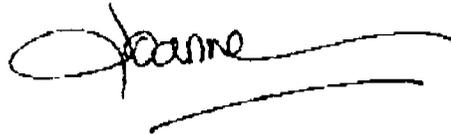
As you requested, the idea is to add a statement (possibly under B on Page 40 of the Newcastle Design Plan) to replace the M with C-3 (C-2 in some areas), acknowledging that the C-3 remains so as not to force present uses into "nonconforming" status, but encourage (by policy) all future uses/conversions to be C-2 type uses. The "policy" would not be law, but a statement of intent and encouragement for future development.

As I mentioned, our argument is based on the fact that the C-2 zone places our use in a non-conforming status, which, by implication, imposes stricter property development standards than is appropriate for our use and location. Further, agreeing to C-3 is still a downzone from "M" and also remains in a "commercial" type category, which is more consistent with the goals and policies of the plan than "M".

An added point is that placing our property in a non-conforming status raises the concern of our current lenders or future lenders. Further, a "non-conforming status" places a "cloud" on the property, possibly diminishing its future resale value.

Should you have any questions, please call me at 916/663-2041.

Thank you.



JOANNE K. NEFT

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AUBURN, CALIFORNIA 95603
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MEMORANDUM

PLANNING DEPARTMENT

COUNTY OF PLACER

TO: HONORABLE BOARD OF SUPERVISORS

FROM: PLANNING DEPARTMENT

DATE: JANUARY 17, 1994

SUBJECT: NEWCASTLE DOWNTOWN DESIGN PLAN

SUMMARY: The Board of Supervisors directed staff to complete a Newcastle Downtown Design Plan as a part of this year's work program. The staff and consultants have completed the Draft Plan and the Planning Commission, after holding two hearings, has recommended that the Board of Supervisors accept the Plan.

BACKGROUND: During July and August of 1992, Placer County circulated a request for proposals for consultant services to prepare the Downtown Newcastle Design Plan. In January of 1993, the County Board of Supervisors approved the selection of a Team comprised of Mogavero Notestine Associates, the HLA Group, and Recht Hausrath Associates to prepare the Design Plan. This planning project evolved from a request from the Newcastle Area Business Association to develop architectural and land use guidelines that will direct future construction and rehabilitation within the historic Newcastle community.

The intent of the Newcastle Downtown Design Plan is to propose means of revitalizing downtown Newcastle's commercial and residential areas through urban design, land use, circulation, and public improvement strategies. Revitalization efforts will also depend on the market orientation of the downtown commercial area.

The Downtown Newcastle Design Plan identifies potential financing opportunities, marketing plans to attract desired tenants, and regulatory changes that will be necessary to ensure development and redevelopment which are consistent with community goals.

Unlike a Community or General Plan, this Downtown Design Plan does not make any land use or regulatory changes. Rather it proposes a series of future actions which could be undertaken to improve the downtown Newcastle area. The Plan focuses on actions which could improve the economic vitality of Newcastle.

PLANNING PROCESS:

During the planning process, the Team met with members of the business and residential communities, met with County staff, conducted three community workshops, distributed and analyzed a questionnaire, and reviewed background documents. The elements contained in this plan are aimed at enhancing Downtown as a shopping and community environment and have been developed and combined into a comprehensive program. At the first workshop, a thorough discussion of a conceptual program was conducted to allow the final development of specific steps and actions which are acceptable to those who must pay for them (the County, property owners, residents, and merchants.)

Following the establishment of a consensus as to the general direction of revitalization efforts through a second community workshop, the Team prepared the Newcastle Downtown Design Plan. The Plan emphasizes an implementation and design program that can be carried out through a public and private sector partnership, a partnership which establishes specific responsibilities for action and financial commitments. At the third workshop, priorities were established for the many recommendations included in the Draft Plan and additional discussion of these recommendations took place.

The Planning Commission held two public hearings on the Draft Plan on November 18, 1993 and January 13, 1994. As a result of comments made at these hearings, a number of changes to the Draft plan have been recommended. The result of these three workshops and two public hearings is reflected in the Draft Plan (and errata sheet - Attachment 3) being presented to the Board of Supervisors.

RECOMMENDATION:

It is recommended by the Planning Commission that the Board of Supervisors accept the Newcastle Downtown Design Plan.

Again, it is important to note that this is not a Community or General Plan, but a strategy for improving the Downtown Newcastle area. Any subsequent actions, such as land use or zoning changes, or creation of improvement districts, or public works projects, will require future review and approval by the County, private landowners and other affected individuals.

Staff will present additional information at the Board of Supervisors' hearing.

Respectfully submitted,



FRED YEAGER
Planning Director

FY:s

ATTACHMENTS

- Attachment 1 - Draft Newcastle Downtown Design Plan
- Attachment 2 - Downtown Plan Overview
- Attachment 3 - Errata Sheet (reflecting the Planning Commission recommendations)

cc:

Ophir-Newcastle MAC
Newcastle Area Business Association
Newcastle Community Association
County Council
County Executive Office

Copies sent by Planning Department:
Department of Public Works
Division of Environmental Health

NEWCASTLE DOWNTOWN DESIGN PLAN
Errata Sheet
(Reflecting Changes to Draft Recommended by the Planning Commission)

- A. Update list of Planning Commissioners.
- B. Page 8 (map on following page) - Add "OR LIMITED C-3" to "M TO C-2."
- C. Page 14 (map on following page) - Due to DPW's indication that a smaller underground district is being developed, it is recommended that the map of the proposed district be modified to reflect a Phase 1 and 2 area, with Phase 1 being smaller than the area currently shown on the map.
- D. Page 16 - It is suggested that paragraph #3 on Page 16 be modified as follows:

3. Street Lights:

The existing street lights are currently very utilitarian in nature and consist of cobra heads mounted on utility poles. Since a utility underground district is being proposed by these Guidelines, *new and enhanced this method of lighting may at some point become impractical.* A new system of lighting on a more human scale would enhance the historic character of both the business and residential areas. Fixtures should be used that are appropriate to the years during which the buildings were constructed and used. For example, street lighting around the sheds could be an industrial wall mounted pendant fixture, while the lighting in the residential and commercial areas could be provided by the more traditional pole-mounted acorn-type fixture, illuminated by energy conserving lamps (high pressure sodium or metal halide). New light fixtures can be used to create special areas within Newcastle, such as around Marshall and Packing Square, at town entries, flanking sides of roads, and within neighborhoods to identify streets by means of attached signage. *It is recognized that for safety reasons, certain qualifying street intersections must be illuminated at a prescribed intensity. This generally necessitates the use of a cobra-head type fixture with a certain wattage and pole mounting height. Much more flexibility is available for accent lights that are not required for traffic safety.* From a cost standpoint the pole type fixtures should be coordinated with undergrounding of utilities.

- E. Page 20 - In order to address alternative building materials for sidewalks, the following language is suggested at the end of the second paragraph.

In historic areas, the use of asphalt, brick, stamped or textured, and colored concrete can be attractive alternatives to a natural surface and should also be considered. Installation and maintenance costs as well as liability exposure should be considered in selecting the appropriate sidewalk surface in any given area.

It is also suggested that the fourth paragraph on Page 20 be modified as shown below.

Roadways - At the intersection of Buena Vista Street, *Threlkel Street*, and Old State Highway, the existing crosswalks *could* ~~should be modified removed and moved eastward to Threlkel Street to avoid dangerous conflicts between motorists and pedestrians crossing Old State Highway.~~ The crosswalks at this intersection could be made of granite pavers installed in a sand bed and contained within reinforced concrete bands. By installing pavers, a difference in texture for motorists will be realized, further announcing arrival into a "different" or "special" place, as well as causing them to reduce speeds.

- F. Page 21 - The fourth sentence in the fifth paragraph should reference the issues regarding sidewalks discussed earlier. Therefore, the following wording should be added:

Walks in this area should be made of cemented decomposed granite, *or other suitable material*, with a redwood or steel header to allow for permanence.

- G. Page 26 - The last sentence in the first paragraph should be modified as follows:

This means that street surfaces, fixtures, signage, and general design should be directed towards keeping automobile speeds to a *minimum maximum of 5 to 10 miles per hour.*

- H. Page 26 - The first sentence in the third paragraph should be modified as shown below:

The heavy rail commuter line which currently operates between *Roseville Colfax* and San Jose, *and is scheduled to extend to Auburn, will pass* ~~passes~~ through downtown Newcastle.

- I. Page 40, B. Regulatory Elements Modify the third ► to read as follows:

Consider expanding the C-2 zoning designation or use of a limited C-3 designation to cover all upper level commercial areas.

Modify the fourth ► to change C-2 to "Commercial."

- J. Page 48-49 - The land banking item under "Development Opportunities" should be the responsibility of the Placer County Transportation Commission, not DPW. Similarly, the improvement of transit stops under "Circulation" should be the responsibility of Placer County Transit, not DPW.

- K. Page 48 - Change the second and third item under "Zoning Changes" to reflect the wording in Item I above.

- L. Appendix A - Design Guidelines, Page 3, fifth "bullet" - It is recommended that the first sentence be reworded as follows:

On-site parking ~~will should~~ be *minimal due to the existing lot configuration and development, minimized* and additional demand should ~~not~~ be met through on-street and remote aggregate parking areas. This reduces the parking strain placed on Newcastle's small lots.

PLANT PALETTE

When installing any plants, either drought tolerant, native or cultivated, more tender species, it is important to remember that all plants need irrigation of some sort during the first few seasons after installation. Plant establishment periods vary from species to species, so species with like water requirements should be planted together (hydrozoned) so that irrigation efforts and water can be most effectively used.

Most of the plants in the following palette are drought tolerant to some degree, some more than others. Once established, they are virtually maintenance free and require little fertilization, irrigation or other care.

Native Plant Palette for Open Space Areas

Trees:

- *Cercis occidentalis*/Western Redbud
- *Platanus racemosa*/California Sycamore
- *Quercus douglasii*/Blue Oak
- *Quercus kelloggi*/Black Oak
- *Quercus wislizenii*/Interior Live Oak

Shrubs or riparian areas:

- *Aristolichia californica*/California Dutchman's Pipe
- *Baccharis pilularis cosanguinea*/Coyote Bush
- *Ceanothus rigidus* Snowball/California Lilac
- *Heteromeles arbutifolia*/Toyon
- *Mimulus* spp./Monkey Flower
- *Rhamnus californica*/Coffeeberry

Plant Palette for Urbanized & Developed Areas

Canopy trees for Marshall and Packing Squares: (only one species to be used in each area)

- *Celtis sinensis*/Chinese Hackberry
- *Platanus acerfolia* 'Bloodgood'/London Plane
- *Pistacia chinensis*/Chinese Pistache

Canopy trees for streets and other areas:

- *Cinnamomum camphora*/Camphor
- *Gleditsia triacanthos inermis* 'Shademaster'/Honey Locust
- *Quercus douglasii*/Blue Oak

Accent trees for Marshall and Packing Squares: (to be planted at intersections, corners, and other 'nodes' within areas at the 'top of the hill'; only one species to be used in each area.)

- Prunus spp./Dwarf Fruit Trees
- Lagerstroemia indica/Crepe Myrtle (Indian tribe varieties only; one color only in each area; may be containerized)
- Pyrus calleryana 'Bradford'/Bradford Pear

Accent trees for streets and other areas:

- Koelreuteria paniculata/Golden Rain Tree
- Liquidambar styraciflua/American Gum (with root deflectors if near pavement)
- Malus 'Hopa'/Crabapple
- Punica granatum/Pomegranate

Trees to screen undesirable uses and create privacy:

- Calocedrus decurrens/Incense Cedar
- Cedrus deodara/Deodar Cedar
- Olea europea/Olive
- Pinus ponderosa/Ponderosa Pine
- Laurus nobilis/Grecian Laurel

Shrubs for gateway areas, Marshall and Packing Squares:

- Aesculus californica/California Buckeye (in gateway areas only)
- Arbutus unedo/Strawberry Tree
- Ceanothus spp./Wild Lilac
- Chaenomeles spp./Flowering Quince
- Cistus spp./Rockrose
- Kniphofia uvaria/Red Hot Poker
- Nerium oleander/Oleander (use one color only)
- Rhus ovata/Sugar Bush
- Ribes spp./Gooseberry Currant
- Rosa californica/Wild California Rose (in areas where no pedestrians will be near)
- Philadelphus lewisii/Wild Mock Orange

Groundcovers:

- Arctostaphylos spp./Manzanita
- Baccharis pilularis 'Twin Peaks'/Coyote Bush
- Campsis radicans/Trumpet Vine
- Cotoneaster dameri 'Low fast'/Cotoneaster
- Hypericum calycinum/St. Johnswort
- Vinca major/Perriwinkle

Plants for Fuel Modification Zones: (Fuel modification zones are transition areas between completely developed landscapes and structures and natural landscapes. Plants selected for these areas need to be low volume and less flammable than those in completely natural areas.)

- *Artemesia caucasica*/Silver Spreader
- *Atriplex glauca*/Saltbush
- *Cistus crispus*/Rockrose
- *Eschscholzia californica*/California Poppy
- *Penstemon dadidsonii*/Penstimon
- *Santolina chamaecyparissus*/Lavender Cotton
- *Santolina virens*/Green Santolina
- *Zauschneria* spp./California Fuschia

Seeded Annuals and Perennials for all areas:

- *Achillea millefolium*/Common Yarrow
- *Alyssum saxatalis*/Alyssum
- *Eschschoizia californica*/California Poppy
- *Lupinus* spp./Lupine
- *Oenothera berlandieri*/Mexican Evening Primrose