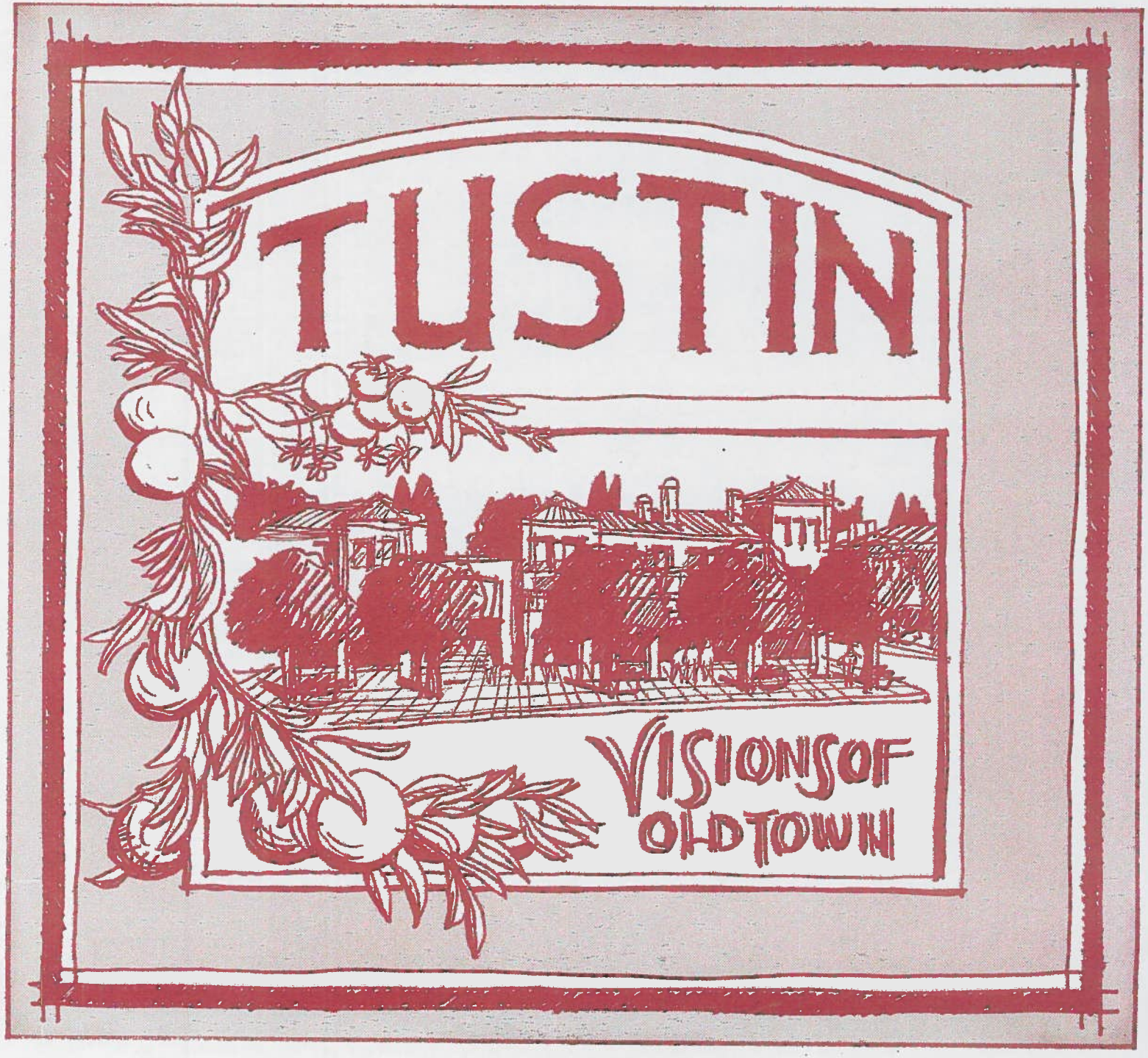

TUSTIN
VISIONS OF
OLD TOWN

AMERICAN INSTITUTE OF ARCHITECTS REGIONAL/URBAN DESIGN ASSISTANCE TEAM (R/UDAT)

Sponsored by:

City of Tustin
Community Development Department
Tustin Area Senior Center
September 27 - 29, 1991

Report produced and financed by the City of Tustin Redevelopment Agency

TABLE OF CONTENTS

- **Introduction** 1
- **Conceptual Framework** 2
  - What is Old Town? 2
  - What Can Old Town Be? 4
  - Land Use Ideas 6
  - Strategies 7
  - Actions 9
- **Land Use/Architecture** 16
  - Hard/Soft Analysis 16
  - Land Use Pattern 18
  - Architectural Design Considerations 21
  - Architecture: Focus Areas 21
    - North of Main Street 21
    - South of Main Street 23
- **Circulation, Streetscape & Landscaping** 30
  - Main Street 32
  - El Camino Real 34
  - Third Street 35
  - Prospect Avenue 36
  - Fifth Street Mews 37
  - Sixth Street 38
  - Centennial Way 39
  - B Street 40
  - Prebble Drive 41
- **Recommendations** 42
- **Participants** 44

INTRODUCTION

The second significant step in developing the revitalization plan for Old Town was held during the weekend of September 27 - 29, 1991 at the Tustin Area Senior Center. The event was conducted by the Regional/Urban Design Assistance Team (R/UDAT), which is coordinated through the Urban Design Committee of the American Institute of Architects (AIA). The Tustin Old Town R/UDAT was comprised of a group of design professionals with backgrounds in all areas of development, including planning, urban design, architecture, marketing and economics. These professionals all volunteered their time, experience and resources to the City of Tustin.

The R/UDAT accepted the City's invitation to further define and explore the "vision" for Old Town Tustin suggested by the participants in the March 1991 Tustin Old Town Charette. The results of their efforts are contained in this "Idea Book" which illustrates potential concepts to transform Old Town Tustin into a vibrant, exciting, pedestrian-oriented, mixed-use village.

The report is divided into three primary sections. The first section, "Conceptual Framework", defines what Old Town is and what it can become. An analysis is provided of existing uses and structures, and suggests how new uses and structures could build on the existing character of the community. Specific strategies and actions for making the enhancements to Old Town come about are described in the next two sections of the report. The "Land Use/Architecture" and "Circulation, Streetscape & Landscaping" sections look in greater detail at the issues and options discussed in the previous section, and offer specific examples of how the strategies and actions could be implemented. The report concludes with a list of recommendations to move forward toward making the revitalization of Old Town a reality.

The R/UDAT presented the concepts and information contained in this Idea Book to approximately 60 people, including City Council and Planning Commission members, City staff, residents, as well as business and property owners, during a town meeting held on September 29, 1991.

CONCEPTUAL FRAMEWORK

WHAT IS OLD TOWN?

Old Town is the traditional center of Tustin, and the City's original townsite. First subdivided by Columbus Tustin, Old Town has become an enclave of turn of the century and pre-war development largely separated from the rest of the City. This separation gives Old Town its strong identity, but also it removes Old Town from the mainstream of community activity.

Old Town is defined by the Santa Ana Freeway to the south, Newport Avenue to the east, First Street to the north, and the Newport-Costa Mesa Freeway to the west. These thoroughfares provide strong boundaries for Old Town, and reinforce its sense of community.

Old Town is a mix of residential, retail commercial, office, light manufacturing, and public uses, with a significant number of vacant parcels scattered throughout.

The traditional center of town around the intersection of El Camino Real and Main Street is dominated by retail and office businesses, mostly in older, turn of the century buildings.

Major public institutions line the west side of C Street, and include a church, Tustin Unified School District headquarters, Tustin Area Senior Center, and Pepper Tree Park. City Hall also is in Old Town at the east end of Third Street. This makes Old Town the potential center for all of Tustin's civic activities.

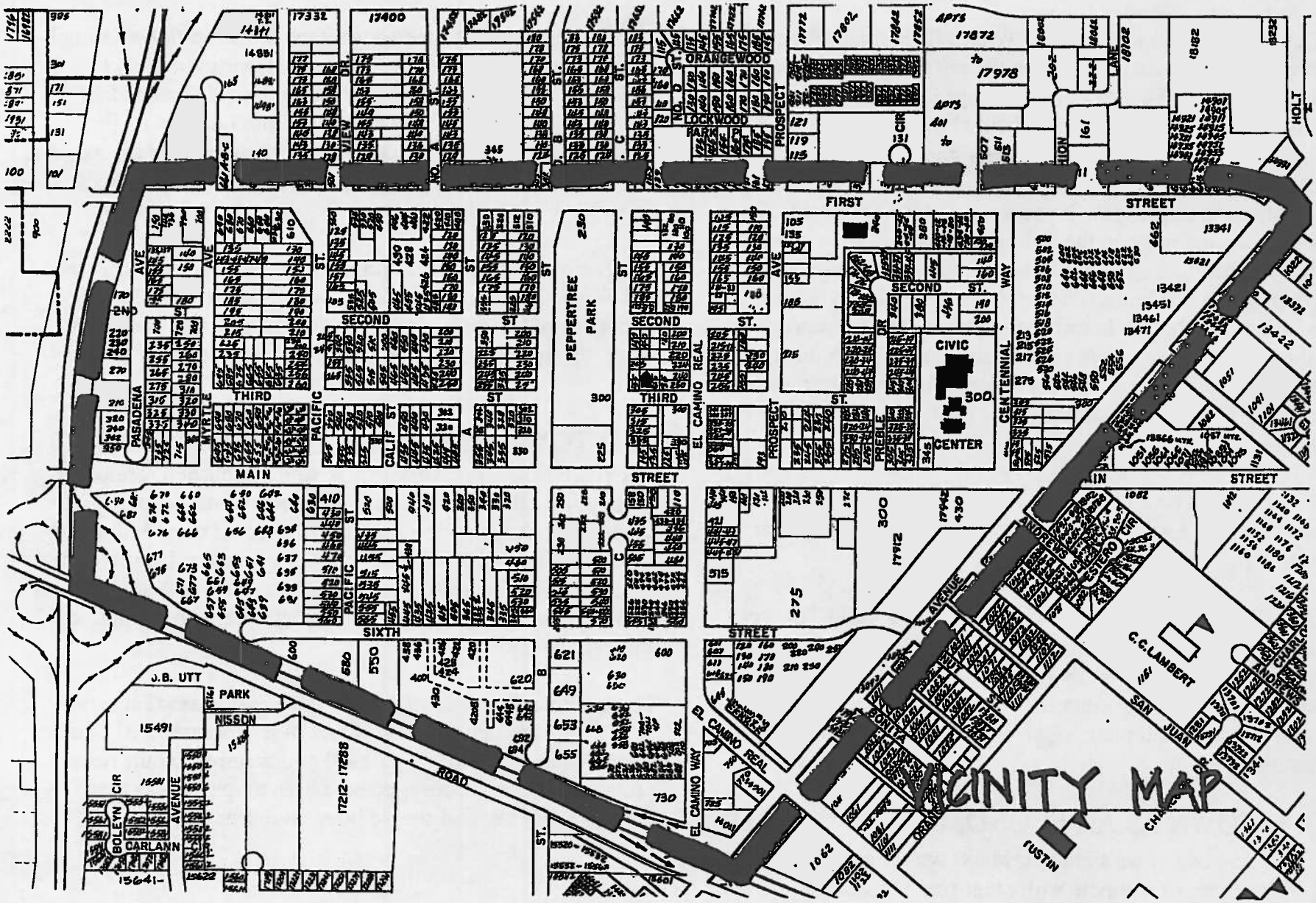
There are three residential neighborhoods in Old Town. The residential area east of B Street is primarily single family in nature. It contains a wide mix of houses, some apparently built in the first decades of the century. The other two residential neighborhoods are located east of El Camino Real, and are predominantly multiple family in nature. Additionally, a number of old houses are scattered throughout the business portions of Old Town.

Commercial and office development in Old Town varies widely -- from small specialty shops around El Camino and Main to large community shopping centers lining Newport Avenue and First Street along Old Town's edges. Office development is concentrated north of Third Street, and provides a wide range of business and professional services.

Perhaps most interesting, though, is the concentration of performing arts businesses in Old Town. Tustin's two dance schools and a well known dinner theater are located here.

Old Town also has a small concentration of light manufacturing uses south of Sixth Street and west of B Street. A wide variety of businesses are represented in this area, including Art Lantz Art Books.

The whole of Old Town is remarkably well kept, and shows signs of considerable local pride. This points to the fact that the whole area is well established and relatively stable, with a well developed sense of community.


VICINITY MAP
FIRST STREET
SECOND ST
THIRD ST
MAIN STREET
SIXTH STREET
PEPPERTREE PARK
CIVIC CENTER
C.C. LAMBERT
J.B. UTT PARK
NISSON ROAD
CARLANN
BOLEYN CIR
EL CAMINO REAL
EL CAMINO WAY
PASADENA AVE
MYRTLE
PACIFIC
CALIF ST
PROSPECT
PREBLE
CENTENNIAL WAY
ORANGEWOOD
LOCKWOOD PARK
SAN JUAN
ANDREWS
ESTERO CIR
TUSTIN

WHAT CAN OLD TOWN BE ?

What is Old Town to become? What will be taking place in Old Town during the first decades of the next century, and what role should it play in Tustin? Or, in Orange County? In other words, what kinds of activities should be encouraged in Old Town to enhance and preserve its character and charm.

Activities are important. If you want a place to be a certain way, then what goes on there must complement and support what you want. You certainly would not allow manufacturing activities in a residential district if you wanted it to remain a quiet neighborhood. In just the same way, the framework of happenings and activities encouraged in Old Town must be supportive of the area's preservation. **The area's framework must help ensure the success of the goal -- a self-fulfilling prophecy.**

Old Town can be a number of things that will enhance its current image as a well-kept agricultural town. Some of these things are:

OLD TOWN AS TUSTIN'S HEART - Old Town can become the common center of the City. This means, the place those who live in Tustin think of as being the one area that best portrays the image of what the City, and what its values are. Future actions and planning should be aimed primarily in this direction.

OLD TOWN AS AN ECONOMICALLY VIABLE PLACE - Old Town should have its own economic niche. It should not try to compete with other retail business areas like Newport Avenue or the Tustin Market Place.

Rather, Old Town can take advantage of its location and small-town character by focusing on festival activities to attract people. For instance, a Farmers Market would be an ideal activity that would help attract people into Old Town. Frequent public events such as festivals, street fairs and the like can play up Old Town's historic character and role as the City's heart.

Old Town also could be a center for the arts -- dance, theater, and visual. In a real sense, Old Town is performing this role with its dinner theater, dance studios, art galleries and antique shops. Both day and night business activity should be generated.

OLD TOWN AS A PLACE FOR ITS RESIDENTS - Old Town has several very strong, well established residential communities that should continue to be an integral part of the whole area. Any improvements in Old Town should fully acknowledge that Old Town is a place for these residential communities. The links between the residential neighborhood west of B Street and the commercial district should be maintained and enhanced.

The commercial core should also have businesses that serve Old Town's residents -- food stores (not supermarkets!), banks, small stores, specialty shops, hard goods stores, family restaurants, etc. These businesses serve area employees as much as they do residents, and should be reestablished.

OLD TOWN AS A PLACE FOR NEW BUSINESSES AND RESIDENTS - New residents will mean more activity in and around Old Town, and because of this, new business opportunities. The southern portions of Old Town have vacant parcels where higher density housing for families, singles and seniors could be accommodated. Likewise, new business development will generate more jobs in Old Town. Employees of these new businesses will themselves support the local business enterprises and generate new jobs. Perhaps expanded office development would provide the best opportunities.

LAND USE IDEAS

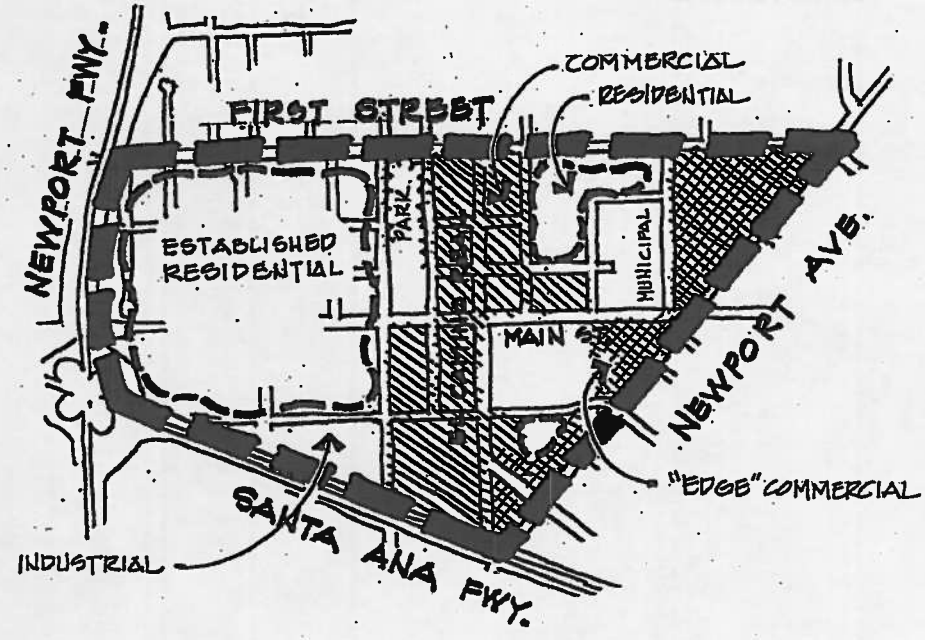
Old Town can be a mix of mutually supportive and interrelated land uses. These uses should build on the existing character of the community: its mix of residential, retail, office, institutional, and manufacturing activities.

These activities have over the years divided themselves into several precincts surrounding the traditional retail commercial core at El Camino Real and Main Street. The eastern and western edges of Old Town provide housing for people -- older historic single-family neighborhoods to the west, and post-war multiple-family neighborhoods to the east. These two neighborhoods enclose the retail commercial and employment-based precincts that fill the center of Old Town between C Street and Prospect.

With its park, school district headquarters, senior center, and church, the entire block between B Street and C Street has emerged as an institutional core. This block should continue to define the western edge of the commercial and employment district.

Encroachment of auto-oriented strip retail development from Newport Avenue and from First Street could eventually overwhelm the center of Old Town. In the future, the most critical challenge will be to retain the integrity of the focal center around El Camino Real and Main Street. This must be done while strengthening the center as a clear focal point for the entire Old Town area by underlining its central role through land use, design, and circulation actions.

The map to the right shows how the Old Town enclave is now organized, and how it should remain organized in the future. In turn, the thoughts and ideas on the following pages provide detail on how the goal of preserving and enhancing Old Town can be accomplished.



OLD TOWN LAND USE

STRATEGIES

Strategies are general ideas and long term actions for making the enhancement of Old Town come about. The following is a brief description of the major strategies that could be implemented to reflect the concepts and ideas expressed throughout this report.

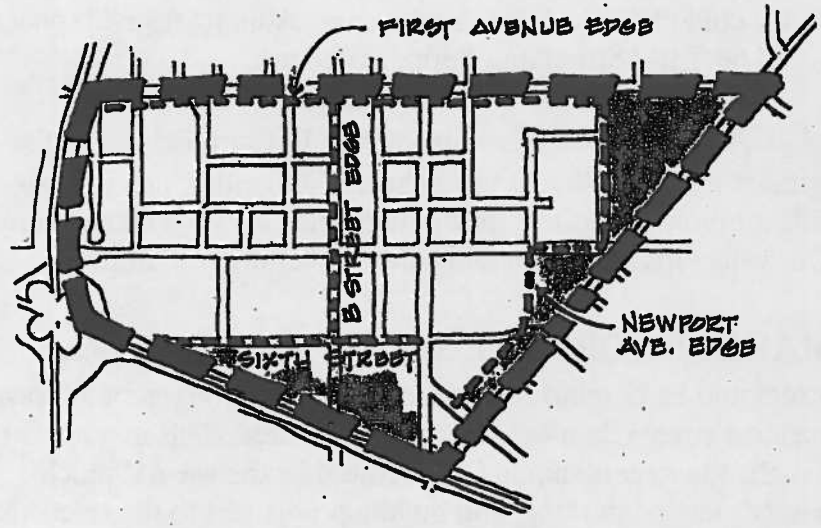
EDGES:

B Street Edge - The traditional character of this edge should be maintained, but the through linkages with residential neighborhoods should be strengthened. This would best happen by way of upgraded pathways through Peppertree Park, between the School District offices and the Senior Citizens Center, and along the Main Street and Sixth Street corridors.

First Street Edge - The strip commercial character of First Street will remain as is for the foreseeable future. Over the short term, though, landscaping can be improved significantly to provide a better frontage for Old Town. Over the longer term, architecture along portions of the street should change to relate to the turn-of-the-century character typified by the El Camino Real and Main Street intersection, particulary to announce an entrance to Old Town from First Street and El Camino Real.

Newport Avenue Edge - This is perhaps the strongest edge, and completely hides Old Town from the rest of Tustin. This condition should not be allowed to expand or encroach into Old Town. Where possible, visual and pedestrian linkages should be provided into Old Town. Future development should not turn its back on Old Town as it does now; rather, new development should be "double fronted" with openings both onto Old Town and Newport Avenue.

South of Sixth Street - In a sense, this is the most critical edge from a design standpoint, because development south of Sixth Street faces onto the Old Town center at Main and El Camino. Newer development to the south of Sixth Street should play a significant role in becoming more fully integrated into the overall Old Town fabric.



EDGES

FESTIVAL CORE - Old Town could be the stage upon which much of Tustin's civic life is acted. One of the prime means of orienting civic pride to the Old Town area is to hold the City's festive occasions in its center.

Third Street could be closed periodically between Prospect and C Street for street fairs and other such events. Tiller Days should be moved to Old Town. Any kind of City-wide activity should be turned into a party for all residents held in the City's common center. It's kind of like Tustin's family parlor, and this is a significant element in building civic pride.

The permanent festival space would be the old juice factory, which could house a Farmer's Market. Adjunct festival spaces would be Third Street and Peppertree Park.

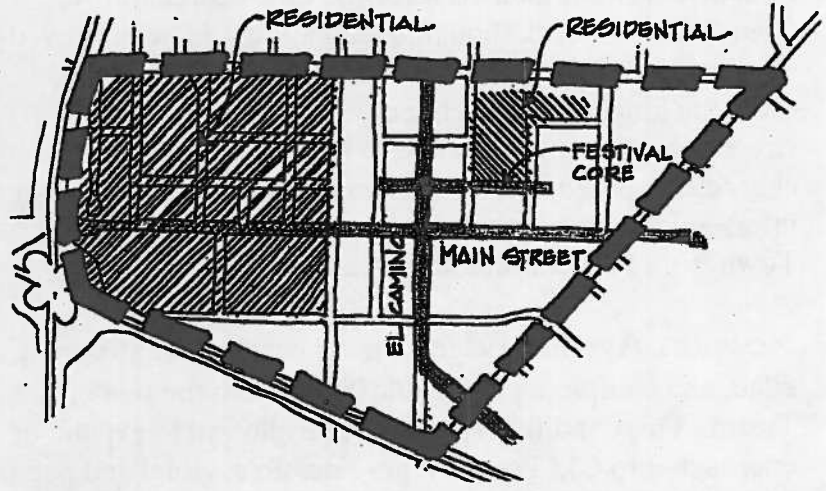
EL CAMINO REAL - Strengthen El Camino Real as the primary north-south axis by anchoring it at either end with significant monuments or other visually prominent "end markers." This will help strengthen Old Town's overall sense of place.

MAKE MAJOR STREETS FRIENDLIER - Main Street and El Camino Real should function more as small town business streets than as major thoroughfares. This means that visually the streets should be narrowed by the use of "pinch points", angled parking, and buildings adjacent to the sidewalk. Traffic will be slowed significantly, and the parking supply will be expanded - both to the benefit of local businesses.

RETAIN RESIDENTIAL NEIGHBORHOODS - The three major residential neighborhoods should be retained and enhanced over time. The character of the neighborhood west of B Street should be retained as is, with absolutely no out of character new construction or rehabilitation being permitted.

The two neighborhoods east of Prospect should be retained, but improved and upgraded over the years through new construction and rehabilitation.

STRENGTHEN OLD TOWN THROUGH VISUAL IMPROVEMENTS - Consistency in landscaping, street furniture, signage and architecture will help create a consistent Old Town image. Enhancing visual quality is perhaps the most important short-term element in the strategies for Old Town.



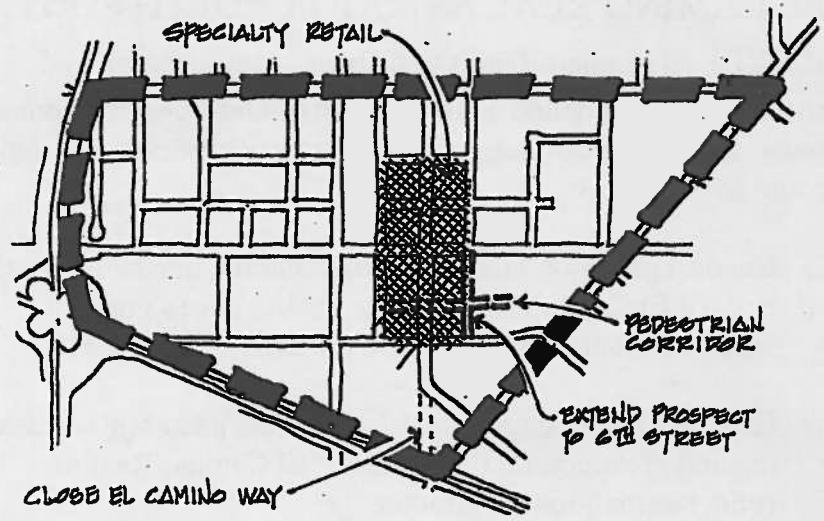
OLD TOWN TUSTIN

ACTIONS

While strategies are overriding long-term objectives, actions are discrete, relatively short-term steps that will have significant leveraging effects. Leveraging is a critical principal when resources are limited; available resources should be applied when and where they will bring about the broadest range of results that will lead to the achievement of a goal. On the following pages seven distinct actions are briefly described.

EIGHT BLOCK CORE - Establish an eight-block central core of Old Town south of Third Street and north of Sixth Street, between C Street and Prospect.

- Extend Prospect south to Sixth Street as a mixed pedestrian and vehicular corridor.
- Close El Camino Way south of El Camino Real.
- Improve alleys as pedestrian corridors. New businesses can front on these corridors, especially those that do not require high visibility (e.g., professional offices, restaurants, galleries, and other activities that would benefit from a side street address).
- Establish the core as the primary specialty retail area.



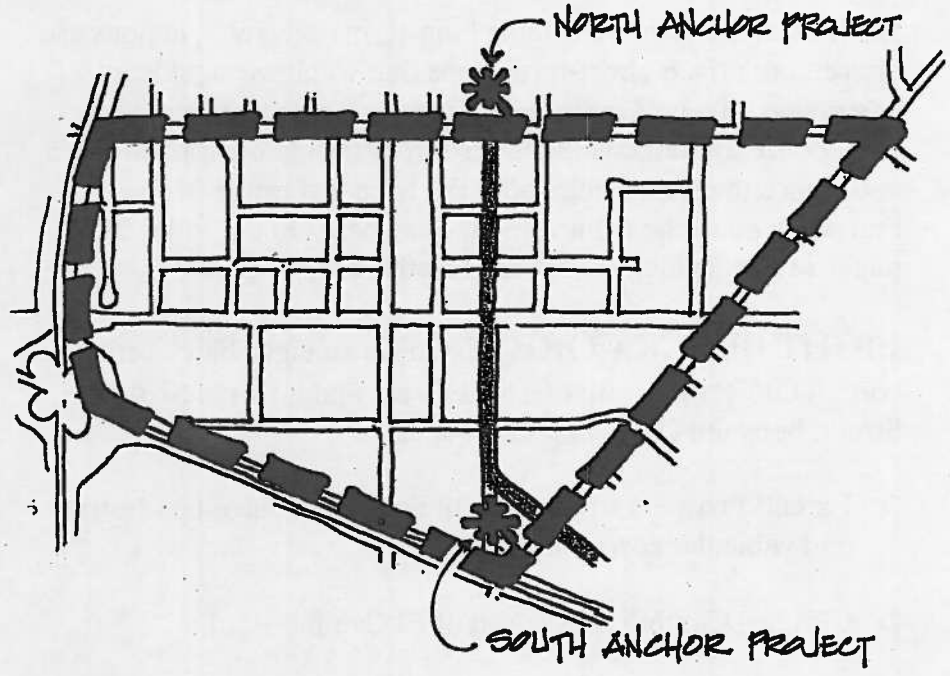
EIGHT BLOCK CORE

EL CAMINO REAL AS MAJOR NORTH-SOUTH AXIS

- El Camino Real is Old Town's central street, and should be strengthened as such. Most of Old Town is oriented towards this corridor due to its pre-freeway history as the major route to San Diego.

- Encourage major "anchor" projects at the north and south ends of El Camino Real. These should have significant visual elements that will define the ends of Old Town.

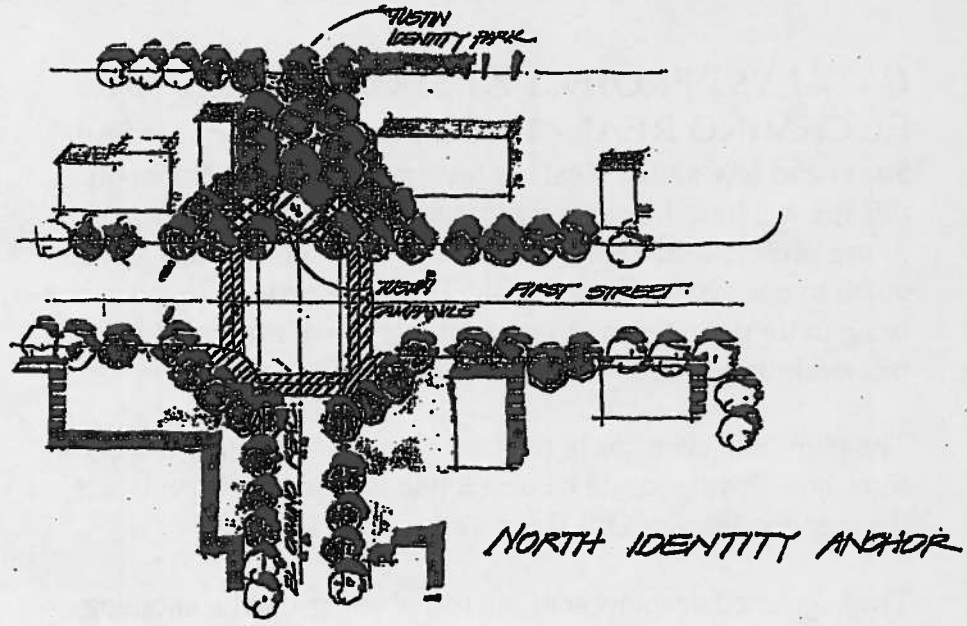
- Establish a strong and consistent design, including landscaping and architectural theme, along El Camino Real to reflect a small-town character.



EL CAMINO AS NORTH-SOUTH AXIS

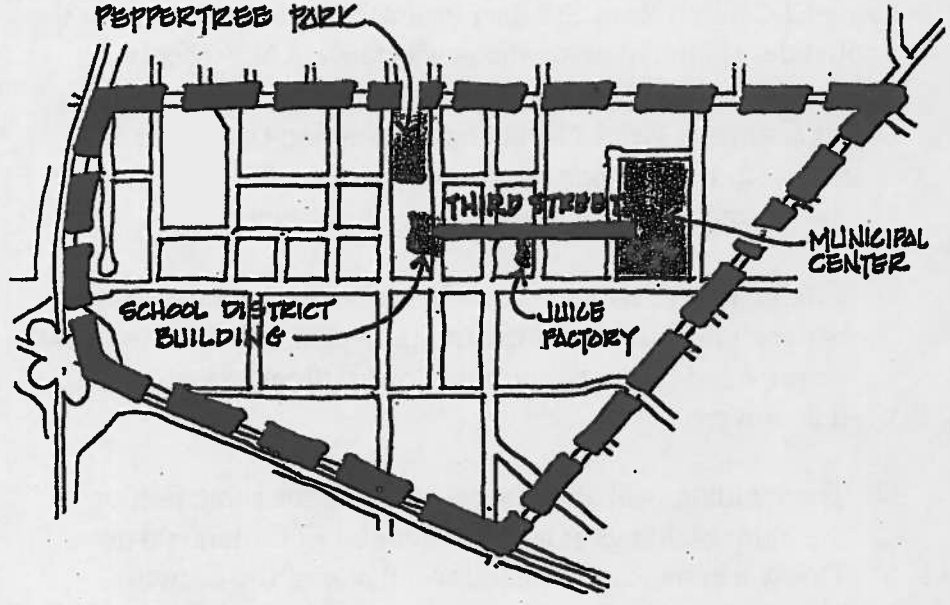
NORTH END CIVIC/VISUAL ANCHOR - Create a major visual anchor at the northern terminus of El Camino Real, where the car wash is now located.

- The anchor should have a major visual element associated with it that reflects and repeats the visual character of the anchor at the south end of El Camino Real.
- A civic use would be an ideal way to create a landmark character for this important anchor site.
- The project should have significant vertical elements incorporated into its design, such as a tower, flag poles or tall trees.



THIRD STREET FESTIVAL CORRIDOR - Third Street is the prime linkage between Peppertree Park and the proposed Framers Market at the old juice factory.

- Close Third Street from time-to-time for major festivals and other events. This can be the City's street fair site.
- Use the old juice factory and Peppertree Park as event sites.
- This will help make Old Town the heart of Tustin.



THIRD STREET FESTIVAL CORRIDOR

CATALYST PROJECT AT SIXTH STREET AND EL CAMINO REAL - The five-acre vacant parcel at Sixth Street and El Camino Real is a pivotal site. Development on this site will have far reaching impacts for all of Old Town. If a future project works with and enhances the total area, it will do much to ensure the future of Old Town. Its proper design can bring more people and business into the area, which will have tremendous secondary effects and economic benefits.

The plans and sketches in the Land Use & Architecture section show how this site could be developed to support and enhance the preservations of Old Town well into the future.

The suggested development is a mixed-use project combining retail along the ground floors, office uses on the upper floors along El Camino Real and the new Fifth Street Mews, and residential development along the new extension of Prospect.

- **El Camino Real** - Retail businesses and the main entrance to the building on the ground floor. Either offices or townhomes could be constructed above the retail.

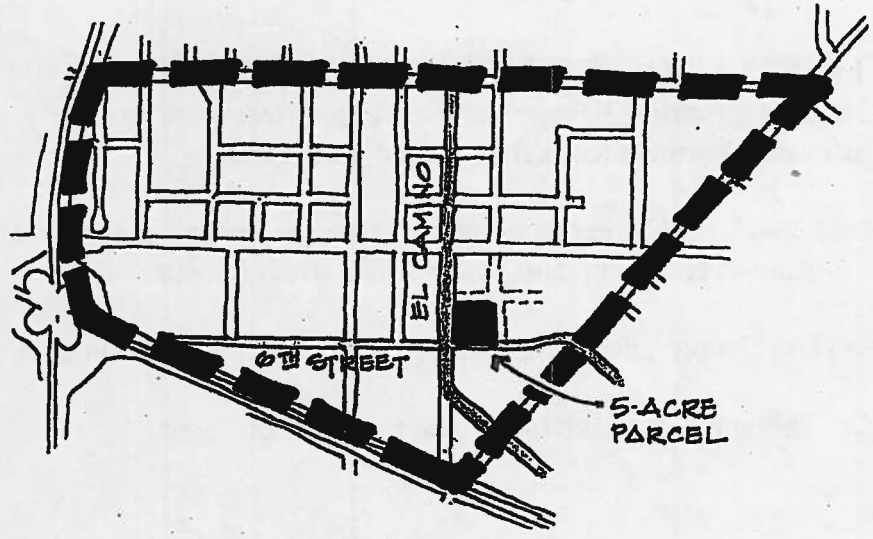
- **Fifth Street Mews** - This will be a new street mid-way between Fourth and Sixth Streets. Again, retail stores could be provided for on the ground floor, with offices or residential above.

- The buildings will abut the sidewalks in the same fashion as the older buildings at Main Street and El Camino do now. This will enhance the small-town flavor of the district.

- Parking will be provided in a two-level structure in the middle of the site. One level will be at grade and the other will be subterranean. The parking will be for all uses on the site, and could supplement parking elsewhere in Old Town. Entrances to the structure will be at Sixth Street and Fifth Street Mews.

- The new extension of Prospect will be lined with 2 to 3 story townhouses. Garage parking will be supplemented by angled on-street parking along Prospect. The townhouses will be designed to appeal to senior citizens or young couples who wish to live in a downtown environment not dependent on the automobile.

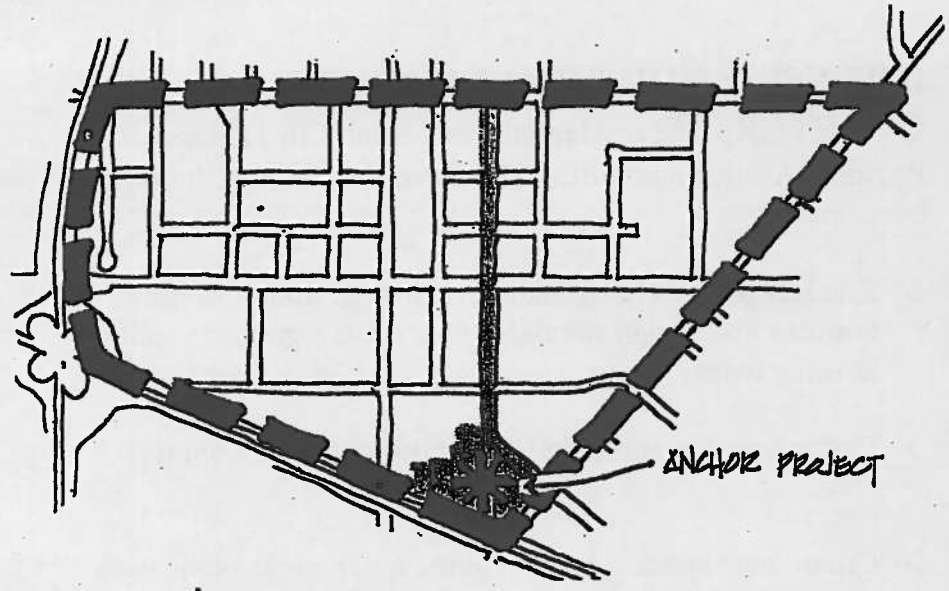
- The scale and architectural style of these buildings should be compatible with that of the surrounding Old Town.



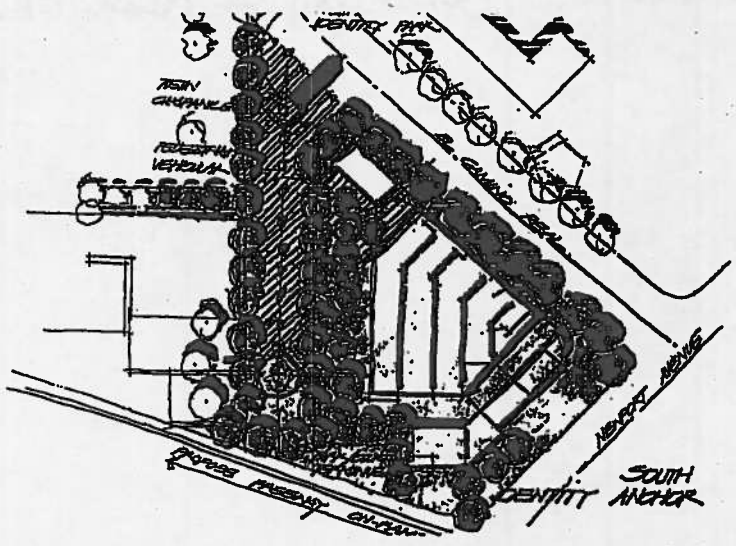
CATALYST PROJECT

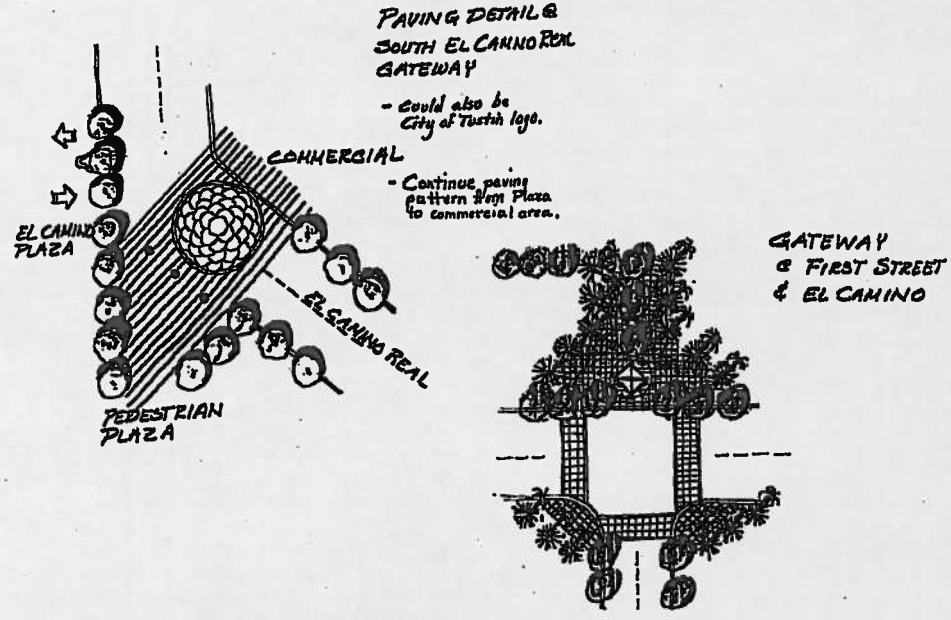
SOUTH END ANCHOR PROJECT - A major new retail commercial development should be constructed south of Sixth Street at El Camino Way.

- Close and abandon El Camino Way.
- Assemble parcels on either side of old El Camino Way into one large development parcel.
- Develop a commercial, office and entertainment mixed-use area at an expanded El Camino Center.
- Expand Jacobson Park to mark the south end of El Camino Real.
- Significant visual elements are critical here, because this will be the southern anchor of Old Town.



SOUTH END ANCHOR PROJECT





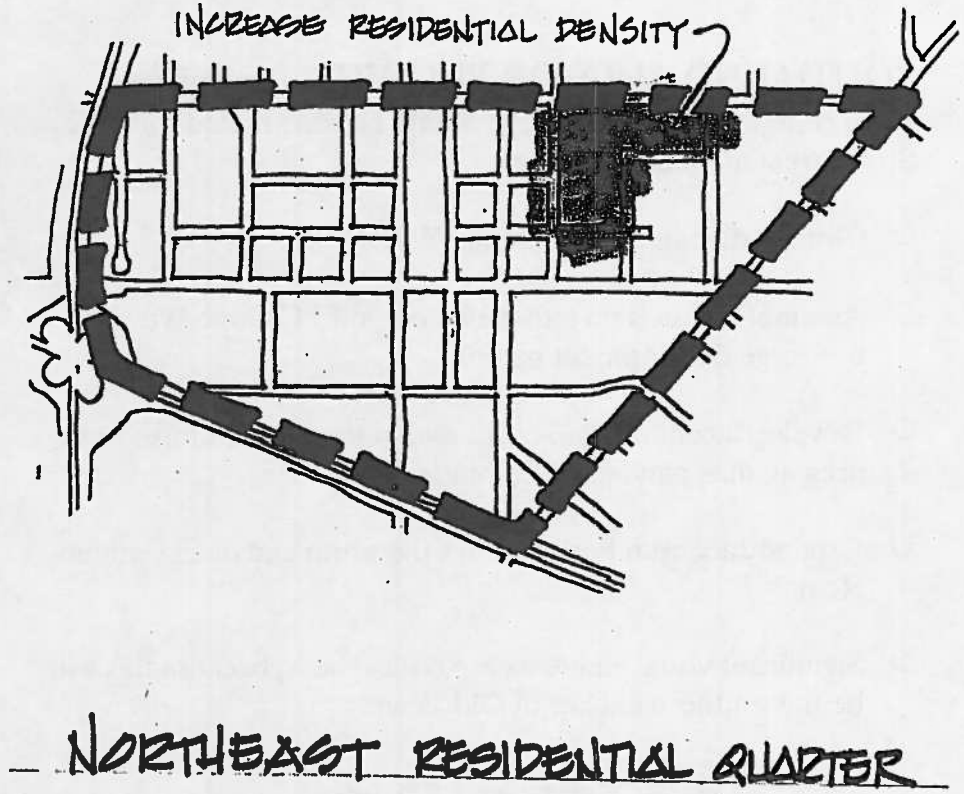
INTENSIFY NORTHEAST RESIDENTIAL QUARTER

- The residential uses behind City Hall east of Prospect Avenue and north of Main Street should be intensified over time.

- Encourage parcel consolidation through zoning, density bonuses and design standards to achieve a greater variety of housing types.

- Encourage new multiple-family housing throughout this area.

- Create new housing opportunities, and greater population densities within Old Town.



LAND USE/ARCHITECTURE

The Land Use/ Architecture section looks in greater detail at the issues and concepts established in the preceding section, Conceptual Framework.

Three areas of information and ideas are presented:

The first area is a hard/ soft analysis of the district, suggesting those areas and structures that would remain (hard) versus those areas and buildings which are subject to change (soft).

The second area presents a more detailed land use pattern that suggests an organization for the diverse uses and activities of Old Town. The ideas are based upon the concept of a tight and compact commercial retail core centered on the intersection of Main Street and El Camino Real.

Finally, based on the hard/ soft analysis and the suggested land use pattern, several key opportunities or focus areas are explored as to their development potential and implications for enhancing Old Town's unique character.

HARD/SOFT ANALYSIS

As illustrated, the hard/ soft analysis shows the Old Town study area broken into five categories:

HARD - Based upon existing buildings that should remain due to their historic value and positive contribution to the physical character of Old Town, because they are relatively new improvements in good condition, or because they serve an important role and contribute to the mix of activities that make up the Old Town's distinct character.

HARD - Based upon the above factors and where the building and site need to be revitalized or remodeled.

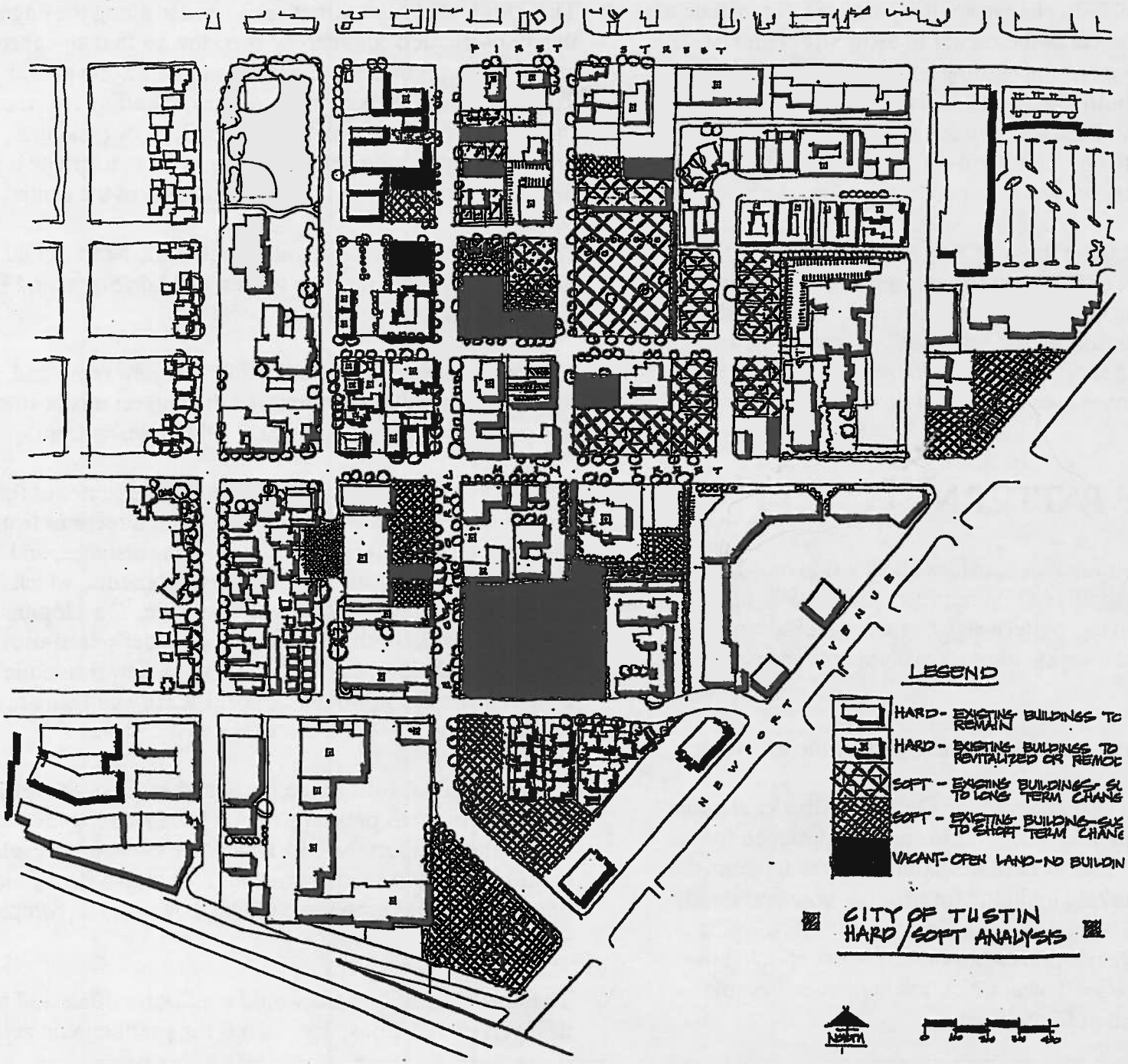
SOFT - Existing improvements are susceptible to long-term change, recognizing their present value in fulfilling an important role in Old Town. Certain buildings may be relocated to open development opportunities while retaining the older structure at another site within Old Town.

SOFT - Existing improvements are susceptible to short-term change, suggesting that renewal compatible to Old Town's unique mix of activities and buildings could occur more immediately.

VACANT - Parcels of land without improvements, suggesting the softest areas of Old Town, where new development could occur immediately.

The mapping of these hard/ soft patterns shows a mosaic of conditions, and generally suggests that the areas susceptible to change are in two locations, north of Main Street and south of Main Street.

The area north of Main Street consists of a cluster of vacant parcels and areas of short-term change located on El Camino Real between First and Third Streets, and areas of long-term change between Prospect Street and the Civic Center. Present uses are predominantly residential, built at low densities. More intensive redevelopment could enhance this residential precinct with new residences built at a higher density, but probably not more than two-stories in height.


FIRST STREET
MAIN STREET
NEWPORT AVENUE
LEGEND
HARD - EXISTING BUILDINGS TO REMAIN
HARD - EXISTING BUILDINGS TO REVITALIZED OR REMOD
SOFT - EXISTING BUILDINGS SU TO LONG TERM CHANG
SOFT - EXISTING BUILDING SUB TO SHORT TERM CHANG
VACANT - OPEN LAND - NO BUILDIN
CITY OF TUSTIN
HARD/SOFT ANALYSIS
NORTH

The areas susceptible to change south of Main Street include a four-acre vacant parcel at the corner of Sixth Street and El Camino Real, as well as the existing commercial properties south of Sixth on both sides on El Camino Real. The parcels fronting El Camino Real south of Main Street are also indicated as soft due to age, condition and the potential to relocate smaller wood frame houses to a more suitable location.

The hard areas include: the west side residential precinct, generally located west of B Street; the various civic and institutional uses located throughout Old Town; historic buildings and those buildings which contribute to Old Town's character; newer buildings including shopping centers lining Newport Avenue; and the auto-oriented uses along First Street.

LAND USE PATTERN

While the hard/soft analysis provides information on where new activity can occur to fill out and reinforce Old Town's unique character, the land use pattern suggests an organization to guide the type and location of new development and revitalization activities.

The organizing principles for land use include the following:

- The north and east edges of the Old Town district are composed of commercial retail "strip centers" designed for access by car. This form of development, which places the automobile parking lot in the forefront, is appropriate for the high traffic volumes along First Street and Newport Avenue. However, these auto-oriented uses should not penetrate into Old Town, which has happened in some areas just south of First Street.

- Therefore, particular attention is needed along the edges of the auto-oriented commercial corridors so that an appropriate transition is made to the more intimate scale of Old Town. This can be done with landscape buffers to screen the back sides of commercial buildings, or by making a physical change to existing shopping centers to create a pedestrian entrance from the Old Town side of the center.

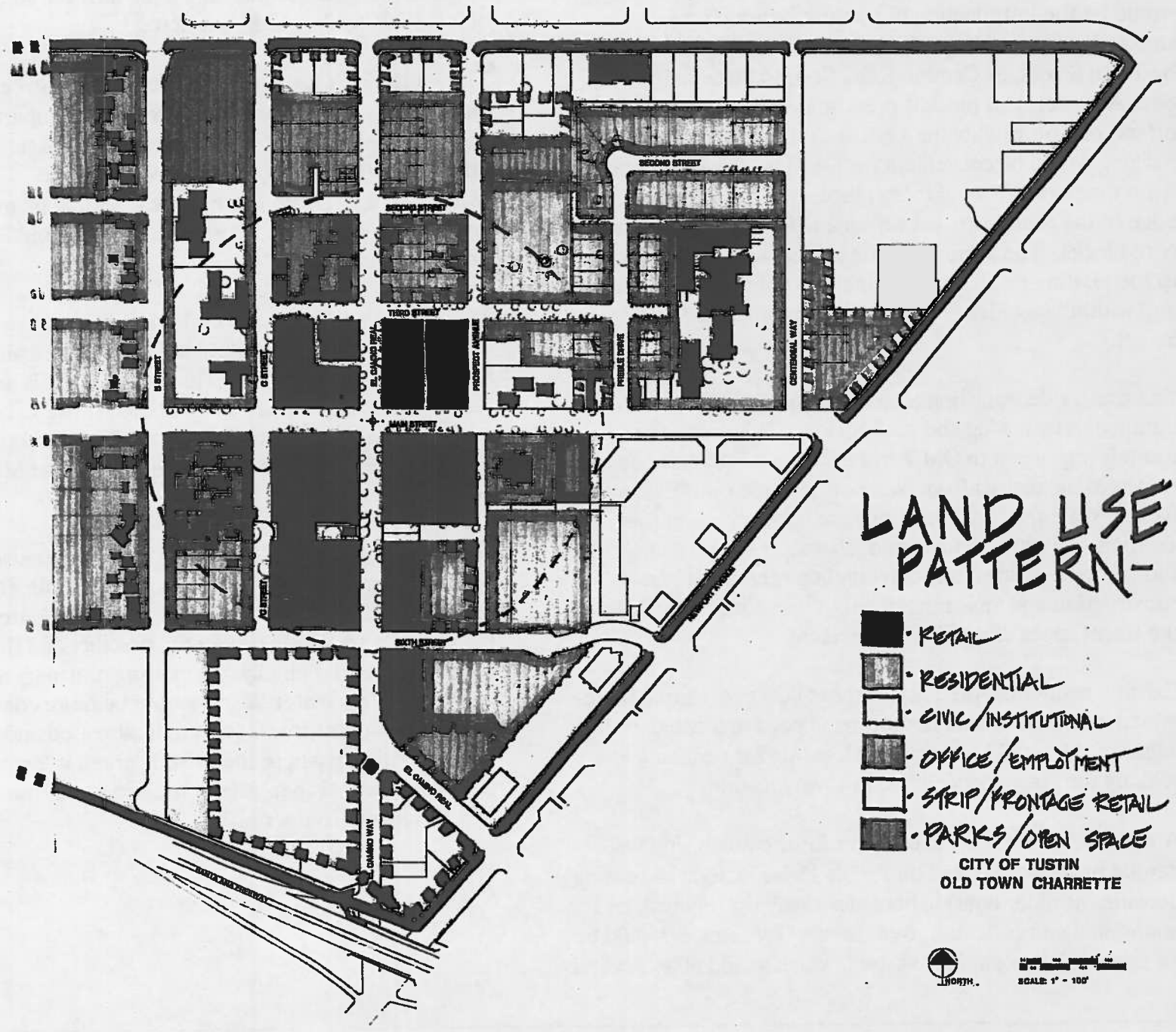
- A compact commercial-retail core is at the heart of Old Town, centered on the intersection of Main Street and El Camino Real.

- The retail core needs to be filled in with new retail and office activities that will reinforce the correct mix of stores and businesses which support the Old Town concept.

- An 800-foot walking radius drawn from the center of the core encompasses a two-block walk in all directions from the center. This is a comfortable walking distance, and should guide the location of new developments, which in turn will help create a compact retail core. Development in the south blocks of the core should consider mixed-use concepts in their renewal schemes, since new residential uses at this location would support the core and enhance the existing residential precincts to the east and west.

- Transition zones exist to the north and south of the retail core. These areas presently do not have a strong identity, nor do they support the Old Town core concept. Development here should be encouraged to develop a strong identity that is clearly supportive of Old Town and its compact retail core.

- The north transition zone would emphasize office and business service functions, since that is the predominant activity


LAND USE PATTERN-
RETAIL
RESIDENTIAL
CIVIC/INSTITUTIONAL
OFFICE/EMPLOYMENT
STRIP/FRONTAGE RETAIL
PARKS/OPEN SPACE
CITY OF TUSTIN
OLD TOWN CHARRETTE
NORTH
SCALE: 1" = 100'
SECOND STREET
THIRD STREET
MAIN STREET
SIXTH STREET
B STREET
C STREET
EL CAMINO REAL
PROSPECT AVENUE
PRIDE DRIVE
CENTENNIAL WAY
NEWPORT AVENUE
CAMINO WAY
SANTA ANA FREEWAY

and is supportive of the retail core. A possible exception would be the introduction of a senior housing project constructed over a public parking facility in the block bounded by Third Street, El Camino Real, Second Street and Prospect Avenue. This block is predominantly vacant and offers the opportunity for a north-side catalyst project. The parking would be convenient for Old Town visitors entering from the north. It would also place a parking facility at the edge of the retail core, yet within an 800-foot walk of the core blocks. The senior housing project would be adjacent to the existing residential precinct west of the Civic Center and within one block of the Tustin Senior Center on C Street.

- The south side transition area is predominantly retail, but dominated by paving and parking lots. This area is extremely important to Old Town because it is a major entrance to the district from Newport Avenue onto El Camino Real. While the retail functions are appropriate at this location, the physical form and character of these uses should be revitalized through building renovation, new construction and an arrangement of uses that better defines the street space along El Camino Real.

- Existing residential precincts within Old Town should be retained and enhanced in the future. They are located at the edges of the retail core, an ideal location for residents seeking the convenience of an in-town location.

- Areas of improvement to consider for the north-side residential precinct centered on Preble Drive include increasing densities as older housing becomes ready for renewal, and maintaining a residential street scene. Two stories would be an appropriate scale for this area, which would allow several opportunities for new housing to be introduced at densities of 20 to 30 dwelling units per acre.

- The south side residential precinct at Sixth Street should be enhanced by refurbishing the older existing apartments and building new housing on the large vacant parcel at Sixth Street and the extension of Prospect Avenue. The west side residential area, from B Street west, should be maintained, and pedestrian connections to Old Town should be improved.

- The other elements of the Old Town land use pattern include the civic and institutional uses located along Main Street and along C Street. The Civic Center is undergoing renovations at this time. Civic-related office uses should be added in the block to the east, along Main Street, and could be part of an enhanced Old Town Gateway at Main and Newport Avenue.

- The Water Works facility is planned to be renewed, which offers an opportunity to further improve Main Street's character. The C Street civic uses are an appropriate transition between the west-side residential precinct and the Old Town retail core. Finally, the existing mortuary across the street form the Water Works would be more compatible with the area if its frontage were landscaped and a pocket park established where the existing green is located. This park space would then extend back to a proposed mid-block pedestrian way to the south.

ARCHITECTURAL DESIGN CONSIDERATIONS

The City of Tustin Urban Design Technical Memorandum addresses architectural design elements such as building massing, materials, facades, textures and colors for the City as a whole. Never the less, the fine grain of land uses and development existing in Old Town should be recognized. To maintain the district's character, the "small lot concept" must be respected. As lot consolidation occurs, every effort must be made to respect and reflect the area's historic small lot division pattern in terms of architectural articulation and facade differentiation.

An Old Town architectural character should be encouraged; however, there should be no dictation of a particular architectural or decorative style. Design guidelines should encourage owners and builders to reflect the best of Old Town's architectural and landscape traditions, while accommodating those new uses and combinations of activities that reflect today's needs. This is at best a difficult balancing act that requires a strong design process that overrides the pressures of economics and inappropriate aesthetics in favor of what is best for Old Town.

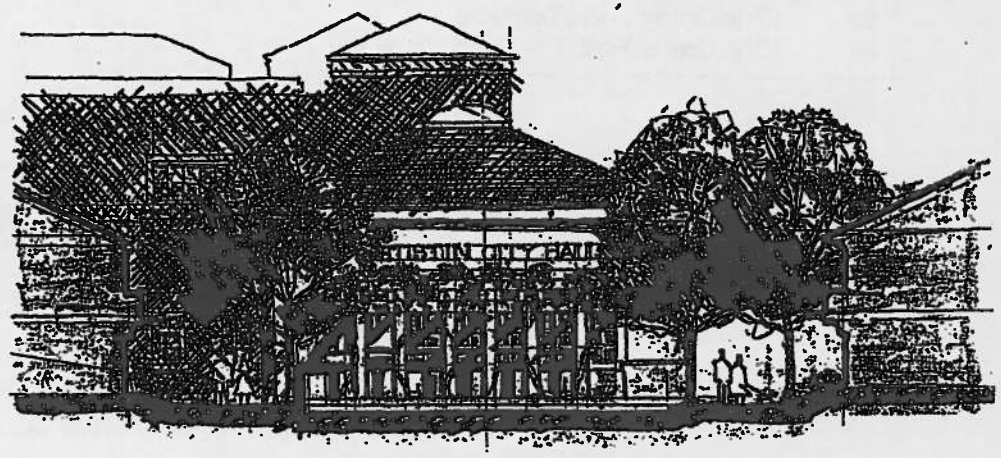
ARCHITECTURE: FOCUS AREAS

The visual strength of Old Town is centered within the eight block core retail districtwhich is anchored by the intersection of El Camino Real and Main Street. The vitality of Old Town depends upon strengthening this core area by adding new development that is compatible with its present visual character and does not conflict with present activity patterns. New development within the core will bring needed new economic activity and a greater population to support it.

FOCUS - NORTH OF MAIN STREET

- **Civic Center** - The Civic Center should be a role model for Old Town's character. The elimination of the Civic Center Park for additional parking, as is presently planned, would be a terrible loss. The parking lot should be redesigned to eliminate driveways along Main Street, and the park should be extended to a proposed landmark entry monument at the corner of Main Street and Newport Avnue. The resulting loss of 32 parking spaces can be reclaimed either by allowing compact parking spaces or by utilizing the Water Works facility for overflow parking as discussed below.

  The renovation of the City Hall does little to improve the face it presents to the east end of Third Street, which is suggested to become a Old Town's "Festival Corridor". The building's elevations should be enhanced by the relatively simple addition of a tiled roof, windows facing onto Third



THIRD STREET VIEW TERMINUS

Street, and the possible inclusion of a trellis or campanile structure to anchor the street with great presence, as does the Tustin Unified School District building at the west end of Thirsd Street. Improved circulation to the Library and Civic Center would be provided if a few parking stalls were eliminated at this area, and a more grand entry plaza was created.

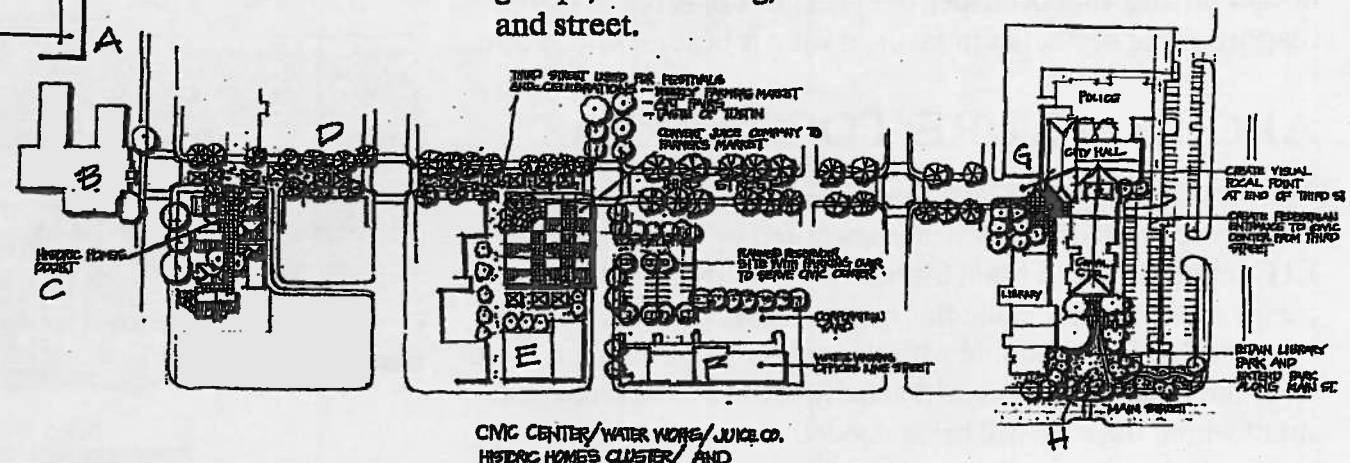
The existing car wash at Main Street and Newport Avenue should be redeveloped to provide a significant "Gateway" structure and landscape element to create an entrance to Old Town between First Street and El Camino Real that relfelcts Old Town's Character.

Legend

A	Peppertree Park/Senior Center
B	School District Building
C	Historic Homes Court
D	Third Street Pedestrian Zone
E	Juice Company Farmer's Market
F	Water Works
G	Civic Center Focal/Terminus
H	Civic Center Park

- **Water Works Facility** - The City of Tustin plans to renovate and expand its facilities at the Water Works site at Main Street and Prospect Avenue. This presents many opportunities to facilitate the revitalization of Old Town. First, the new buildings should form a street wall along Main Street, thus extending the core's street wall another block, and hiding the Corporation Yard from view. A new reservoir could be constructed underground, with its roof being used as a parking lot for approximately 64 cars. This lot will serve the Water Works facility, Civic Center, and weekend festival parking.

- **Third Street Festival Zone** - The attraction of additional pedestrian traffic to Old Town may be accomplished by the establishment of a series of special events. Third Street and its adjacencies could become a special events street. Events would temporarily close the street, and temporary stalls would fill the pedestrian zone. The existing Juice Company shed, courts, and building could anchor the festival zone with permanent stalls forming a Farmer's Market. International foods, high school clubs, musical groups, folk dancing, and exhibits could activate the courts and street.



CIVIC CENTER/WATER WORKS/JUICE CO.
HISTORIC HOMES CLUSTER/ AND
THIRD STREET FESTIVAL-STREET STUDY

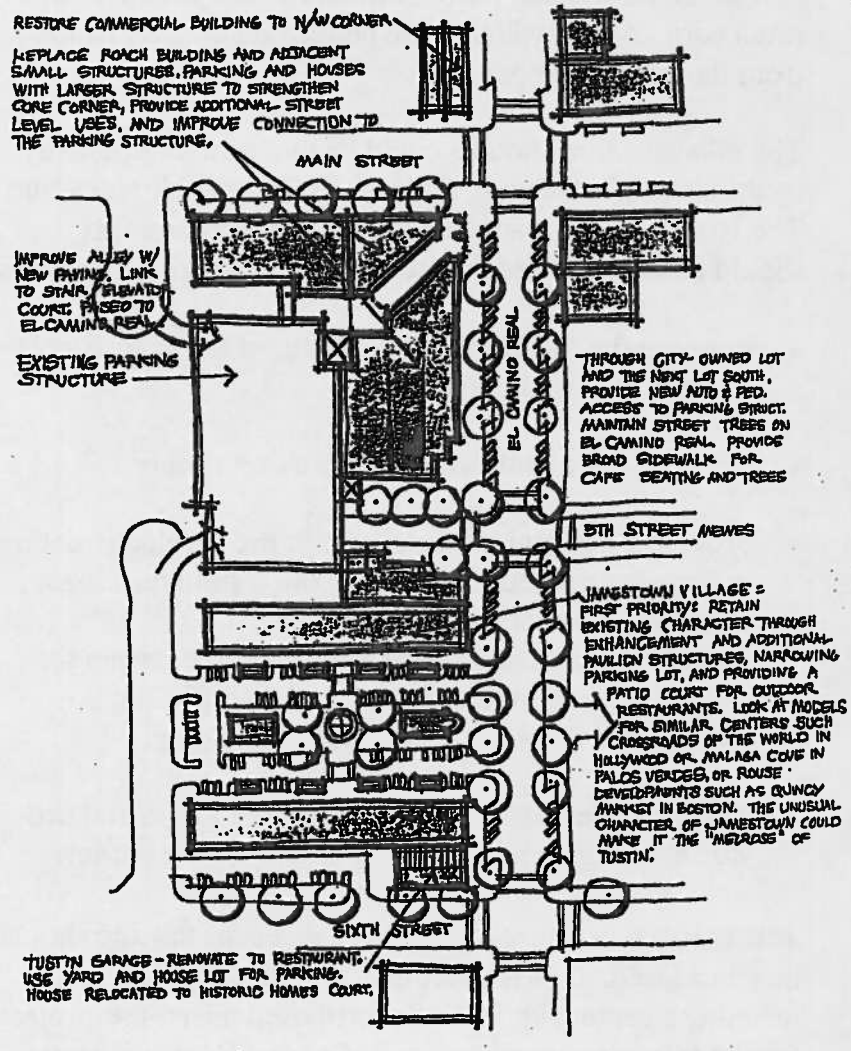
- **Historic Homes Court** - Homes that are located on lots with great potential for redevelopment could be moved to the precinct of the McCharles House. This area is seen as a court of historic homes which could be renovated into additional restaurants, antique dealers, specialty stores, and professional offices. The court would be an important anchor to the Third Street Festival Zone.

- **Northeast Corner of El Camino Real and Third Street** - The block located at the northeast corner of El Camino Real and Third Street, mostly vacant today, offers a significant opportunity for new development bordering the Old Town core. This site could include mixed uses, such as commercial retail along El Camino Real, parking, and seniors housing located on the upper levels. The site borders the Third Street Festival Zone and is convenient to the Senior Center and Civic Center. A mixed-use structure would be an attractive transition to the residential areas located to the east.

FOCUS - SOUTH OF MAIN STREET

Some of the largest development parcels, which will significantly contribute to the revitalization of the core area, lie south of Main Street. In particular, the existing parking structure, the large five-acre Prescott property, El Camino Plaza, and the unusual Jamestown Village will act as important catalysts to revitalization plans.

- **Existing Parking Structure and the Southwest Corner of Main Street and El Camino Real** - The existing parking structure is under-utilized; vehicular access is difficult to find, and adequate pedestrian access is not provided. A new garage access on City-owned property on



NORTHWEST CORNER OF
EL CAMINO REAL AND MAIN STREET
WITH JAMESTOWN VILLAGE

El Camino Real, coupled with an additional pedestrian access via a tree-lined paseo, will service the revival of the retail core. A stair will provide pedestrian access to and from the garage's upper level.

The adjacent small houses could be moved to alternative locations within the core, such as the Historic Homes Court. The Roach Building site and the adjacent office court should be redeveloped according to the following objectives:

- Improve the architectural character of the Main Street/ El Camino Real intersection.

- Enhance the identity of Old Town's retail core.

- Provide a new stair and elevator in the parking structure to improve pedestrian access to the commercial uses along Main Street and El Camino Real.
  Provide a pedestrian connection (paseo) between the existing parking structure and the Main/El Camino intersection through the new corner building.

- The upper level should span across the paseo and provide a strong architectural statement for the corner.

Jamestown Village - Two alternatives for this site should be considered. One is to redevelop it into a high-density mixed-use center similar to the proposed mixed-use project for the five-acre parcel across El Camino Real. However, our preference is to retain the unusual, eclectic village as one of the charming anomalies of Tustin. To revitalize the center, the addition of several new retail and restaurant kiosks that are similar in scale to the chapel in the under-

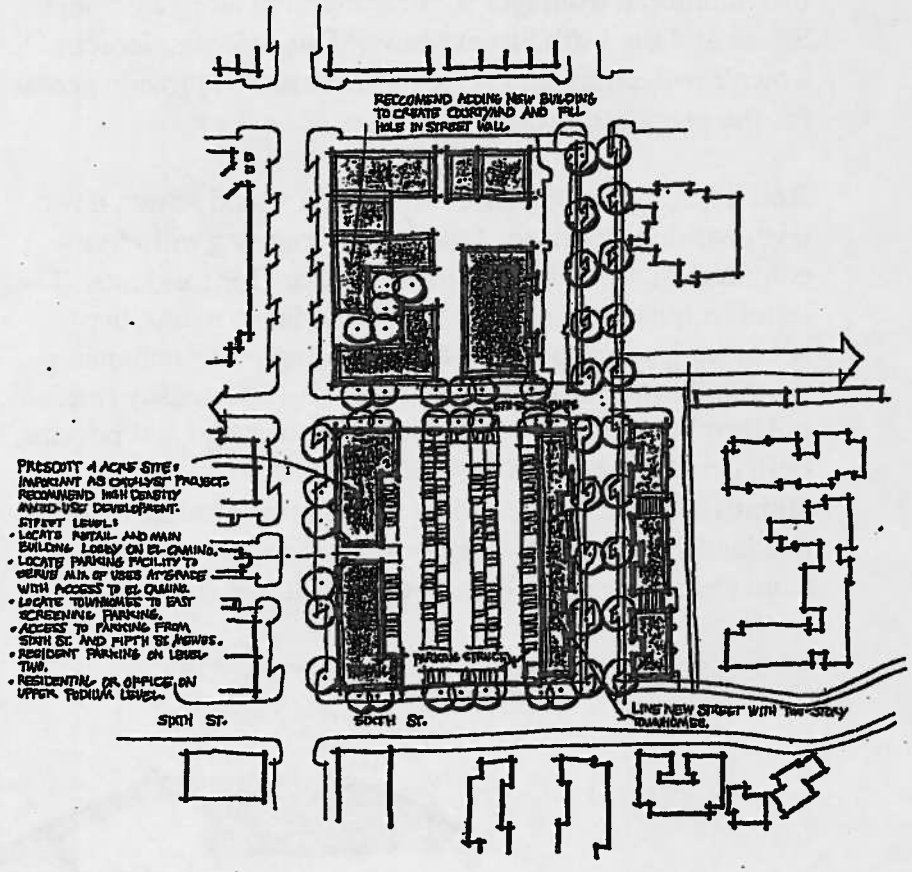
utilized parking area is proposed. A garden patio to serve the new restaurants could be located at its center.

Suggested new businesses to enhance the tenant mix could include:

- Antique dealers
- Hobby Shops
- Book Stores
- Collectibles
- Card Shops
- Patio Dining
- Food Stands
- Florists

- **Southeast Corner of Main Street and El Camino Real** - The southeast corner contains several buildings that contribute significantly to the retail core. The existing parking area should be eliminated and replaced with an additional structure that would create a landscaped court with the existing L-shaped building. Displaced parking could be replaced with on-street diagonal spaces, and within the parking structure across El Camino Real. This will tighten up the street wall, improve the pedestrian and visual edge, and provide additional retail opportunities.

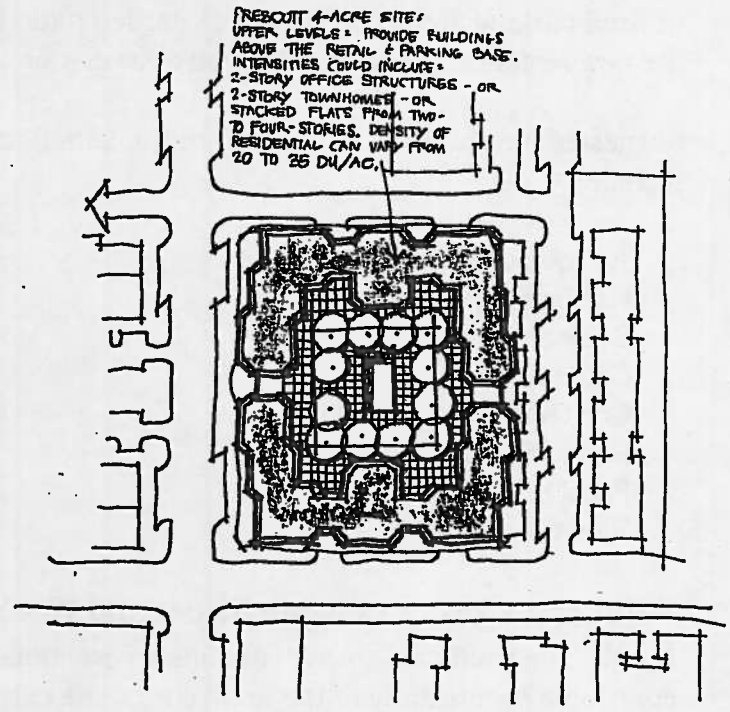
- **Prescott Five-Acre Property** - This site will have a far-reaching impact on the future of Old Town. As a catalyst project, it must not jeopardize the character of Old Town by inappropriate uses, treatments, or designs, or by allowing encroachment of strip commercial onto El Camino Real. A mixed-use development of varying residential densities along with commercial retail, office and parking uses is proposed. Generally, a site of this size requires its own

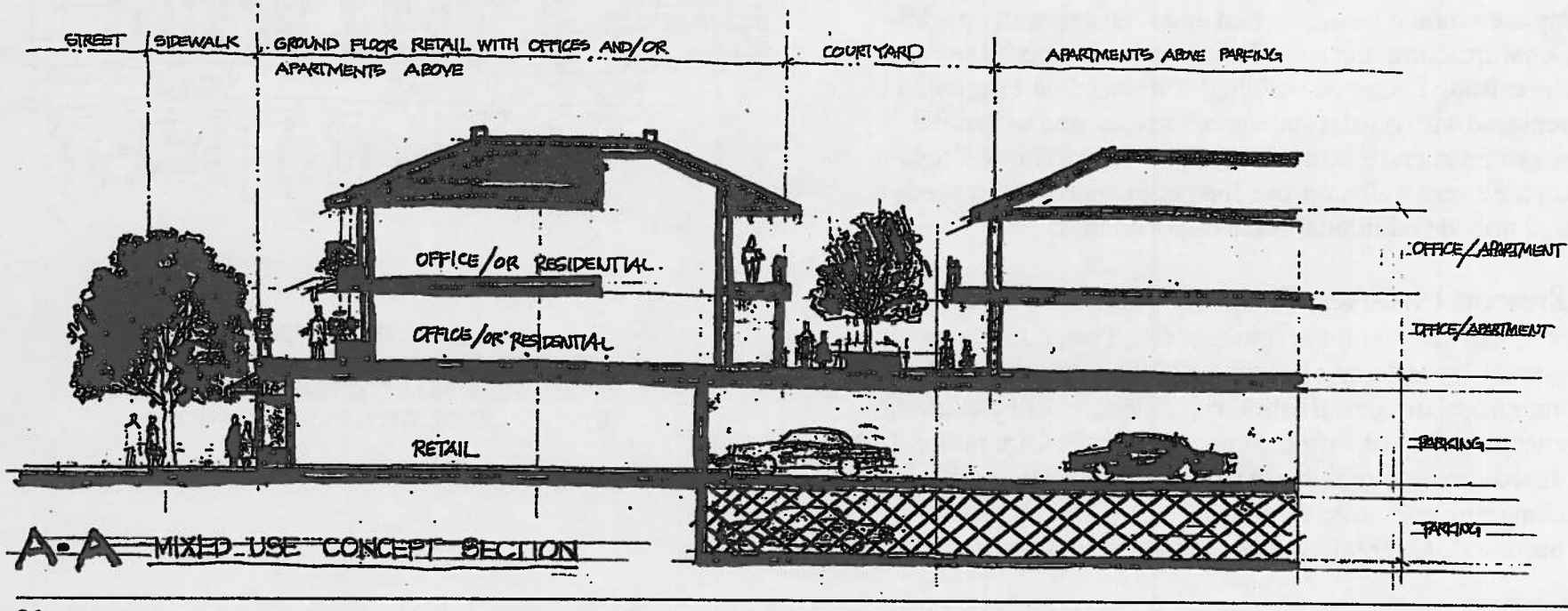


NORTHEAST CORNER OF
EL CAMINO REAL AND MAIN STREET
WITH 5-ACRE PRESCOTT MIXED-USE SITE
(STREET LEVEL WITH PARKING SHOWN)

internal circulation. Instead, the existing street pattern of Old Town should be continued through the site, providing two additional frontages for development along Prospect Street and the Fifth Street Mews. This will complement Old Town's pedestrian and vehicular access, and provide access for the proposed project.

Retail frontage along El Camino Real would screen a two-level parking structure. One level of parking will serve commercial uses with the other reserved for residents. The retail frontage should abut the sidewalks to maintain a street wall, as do the older core buildings, thus enhancing the small town flavor of the district. A high-density residential development would be built over the retail and parking, perhaps at densities as high as 35 dwelling units per acre, or about 100 units. These would be grouped around an attractive landscaped court with a pool, and should be set-back from the retail edge. Two-story townhomes flanking both





sides of the Prospect Street extension would conceal the parking structure by creating a mid-level, street-oriented row houses that cater to seniors and to young couples who wish to live in an in-town environment not dependent on the automobile.

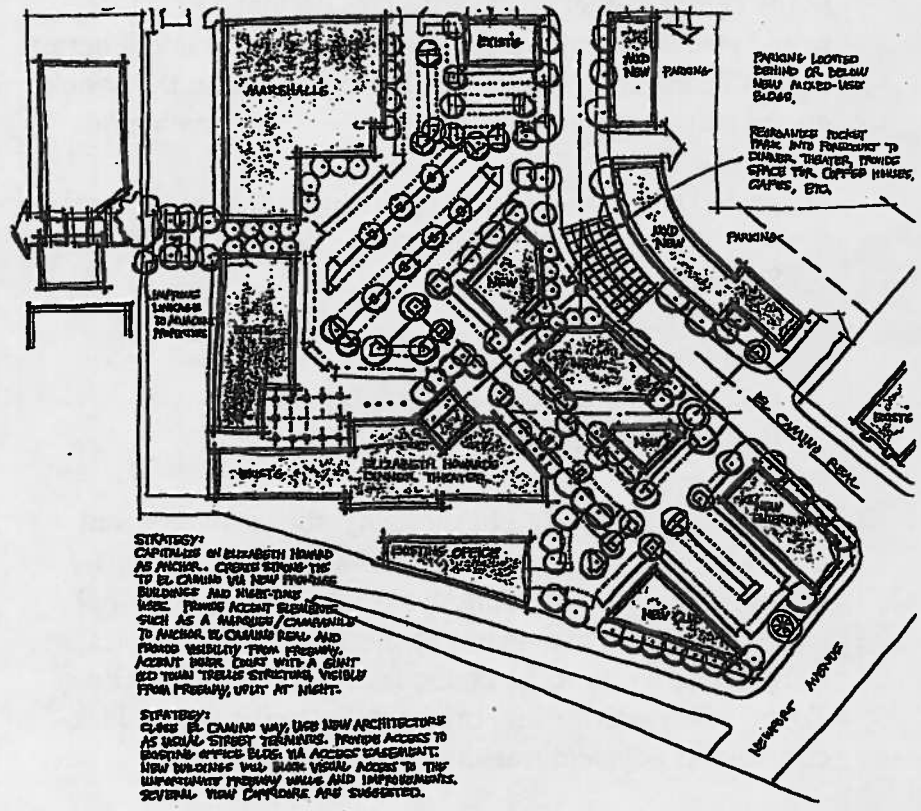
The scale and architectural style of this project should maintain the small-lot sense of Old Town, with building articulation and variety that diminishes the building's size and mass.

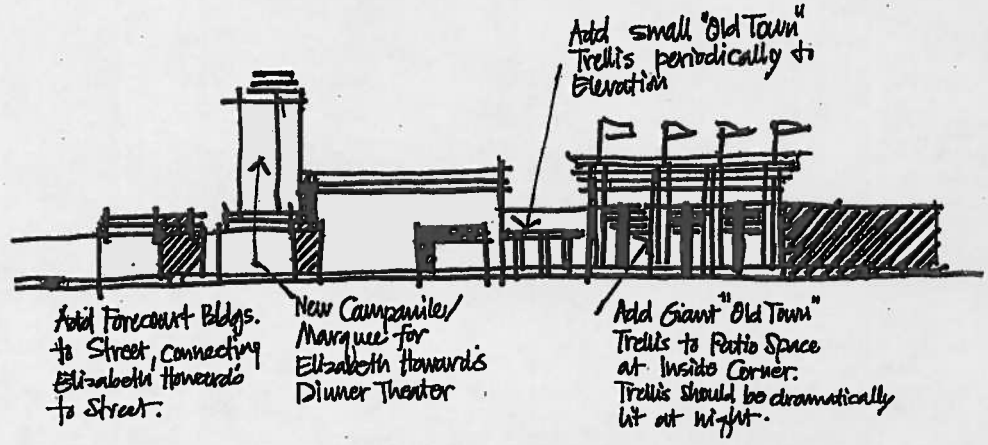
Alternatively, office space may be provided above the retail frontage on El Camino Real, with housing located toward the rear.

- **South Anchor - El Camino Plaza** - This important site anchors the south end of the core as the Retail/ Transition zone. El Camino Way should be abandoned and the properties south as it would be consolidated into a single entity. This new node could become an extension of El Camino Plaza, giving the center a Newport Avenue presence.

New structures within this redeveloped area would supplement the center with night-time entertainment and eating establishments anchored by Elizabeth Howard's Dinner Theater. The theater's presence should be made more evident by making it visible from the El Camino Real street frontage. A new campanile/ theater marquee will terminate the south vista of El Camino Real and give the center scale and prominence from the freeway. A cluster of new buildings containing coffee houses and other evening uses would tie the Theater to the street through a landscaped forecourt.

The updating of the center would be anchored by the construction of a giant version of the Old Town Trellis inserted





EL CAMINO PLAZA CONCEPT SKETCH

at the center's inner courtyard. This dramatic structure would give the theater a great sense of scale, relate it better to Old Town, and provide another skyline event that would create a dramatic nighttime signature when illuminated.

Suggested new businesses to enhance the tenant mix are:

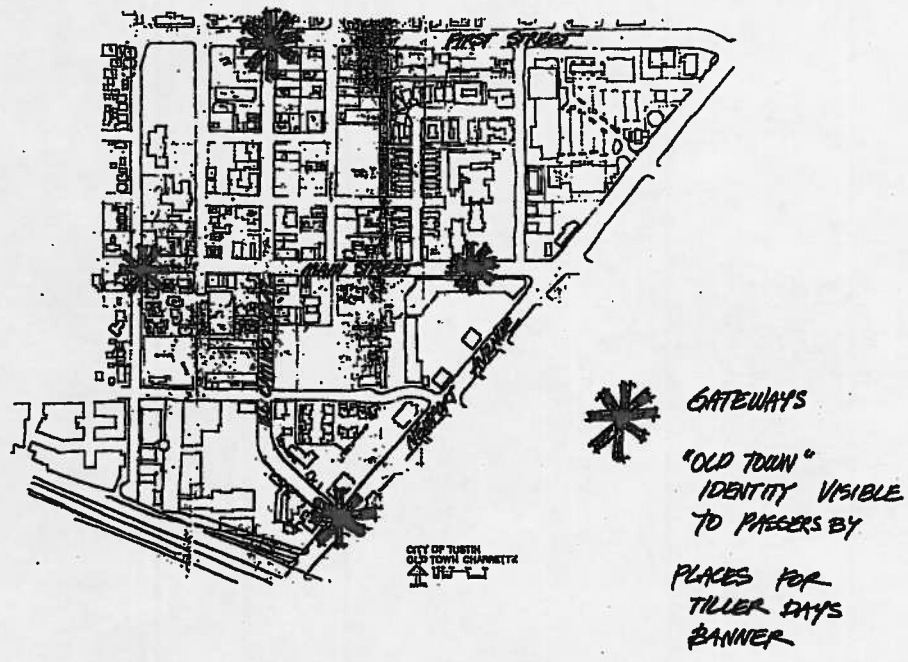
Specialty food markets
Theme restaurants
Ethnic restaurants
Comedy club or other night clubs
Revival movie house

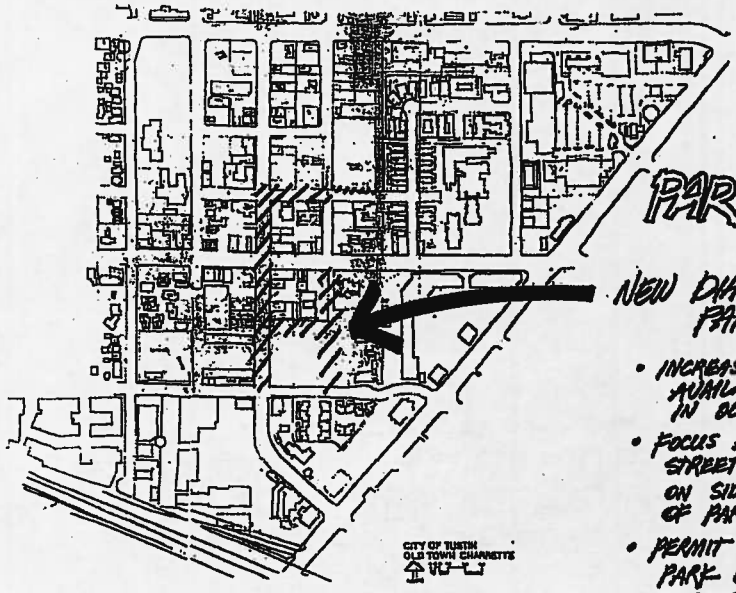
- **Catalyzing Projects** - In summary, the renovated and mixed-use developments described above could bring a renewed interest and intensity to Old Town. Additional senior housing in the vicinity of the Senior Center and Civic Center, and a new focus on the festival potential of Old Town, will reactivate and bring vitality to the eight-block core and its adjacent transition zones.

CIRCULATION, STREETSCAPE & LANDSCAPING

Most people form their impressions of an area by what they can see from the street. A place's image is created by how easy it is to circulate through it, the visual quality of the streets, and the integration of land use patterns and architecture. For instance, a consistent and appropriate landscaping theme along the street edge is often the prime element in giving a place a strong, and positive, sense of visual unity. Ease of pedestrian and vehicular circulation and convenient parking are often critical to the success of commercial, retail and office districts.

This section looks at a number of ideas and concepts that can be used to enhance Old Town's streetscape, and its pedestrian and vehicular circulation systems. Ideas for improving the major elements of the pedestrian, vehicular and parking systems in Old Town are outlined first in this chapter. Then, streetscape (that is landscaping, entry monuments, and street furniture) ideas are detailed for Old Town's major streets and intersections. These ideas and concepts support and enhance the land use and architecture recommendations addressed earlier.

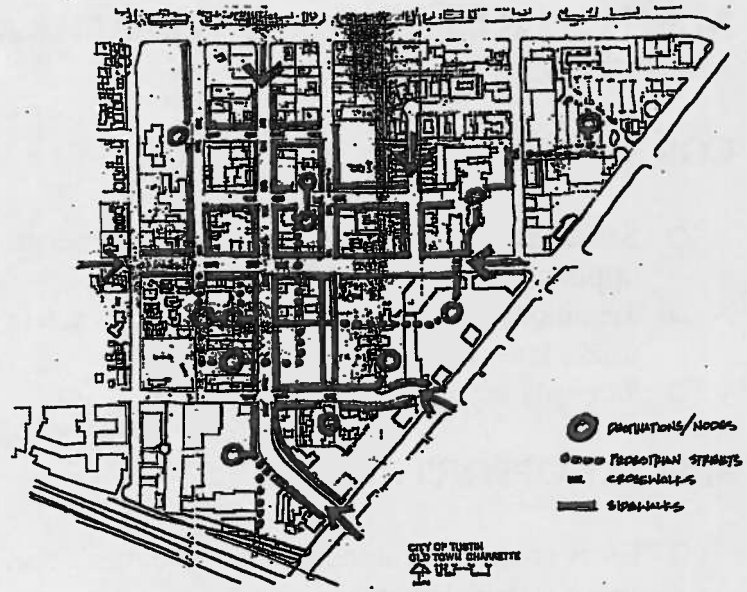




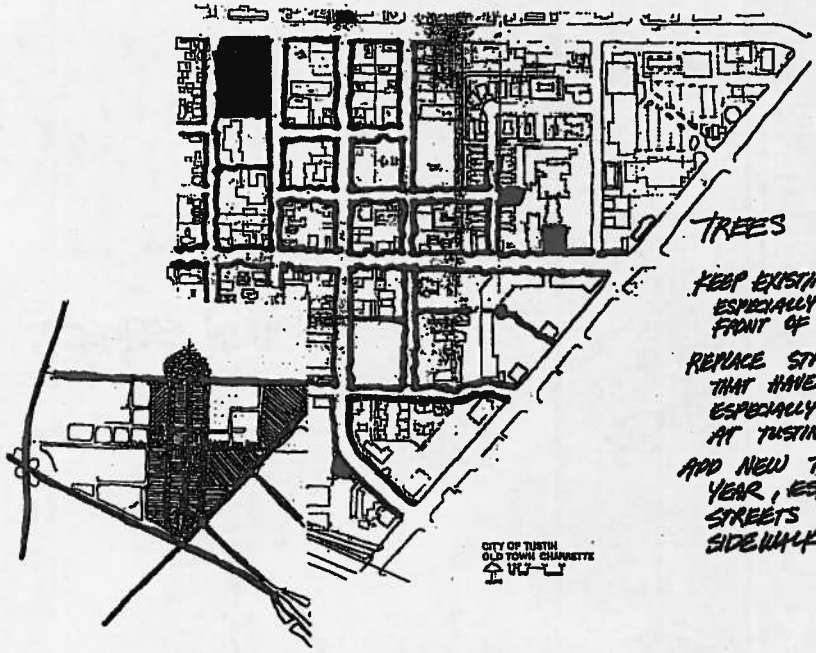
PARKING

NEW DIAGONAL PARKING

- INCREASE AMOUNT OF AVAILABLE PARKING IN OLD TOWN
- FOCUS ACTIVITY ON STREET (FRONT DOORS ON SIDEWALKS, INSTEAD OF PARKING LOTS)
- PERMIT SHOPPERS TO PARK ONCE TO VISIT SEVERAL DESTINATIONS.



PEDESTRIAN CIRCULATION



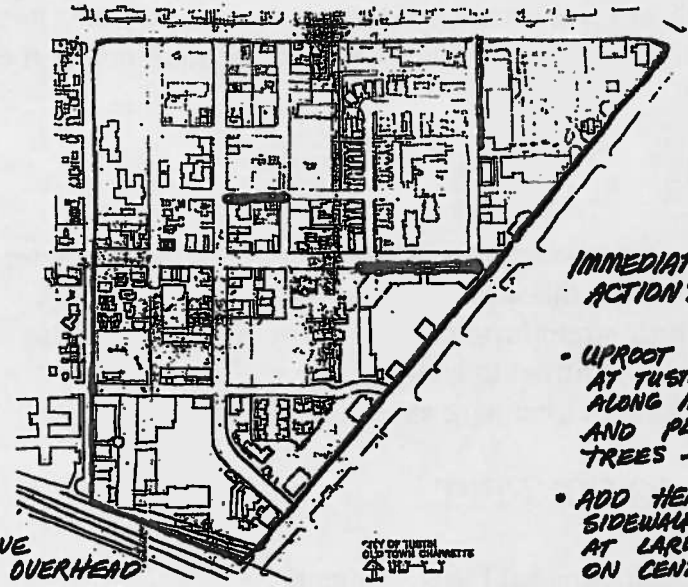
TREES

KEEP EXISTING TREES ESPECIALLY TREES IN FRONT OF LIBRARY.

REPLACE STREET TREES THAT HAVE BEEN REMOVED, ESPECIALLY ALONG MAIN ST. AT TUSTIN PLAZA.

ADD NEW TREES EVERY YEAR, ESPECIALLY ALONG STREETS TO SHADE SIDEWALK.

- REMOVE ALL OVERHEAD POWER LINES IN OLD TOWN AREA.



IMMEDIATE ACTIONS

- UPROOT TREE TRUNKS AT TUSTIN PLAZA ALONG MAIN STREET AND PLANT REPLACEMENT TREES — 48" BOX
- ADD HEDGE BETWEEN SIDEWALK & PARKING LOT AT LARWIN SQUARE ON CENTENNIAL WAY
- PLANT STREET TREES ON THIRD STREET

MAIN STREET - MIX OF VEHICULAR ACCESS AND PEDESTRIAN AMENITY

CORRIDOR CHARACTERISTICS

- Serves as primary east - west spine with special entry opportunities
- Traditional "Main Street" (sidewalks, parallel parking, 4 traffic lanes)
- Sidewalk adjacent to curbs

SPECIAL OPPORTUNITIES

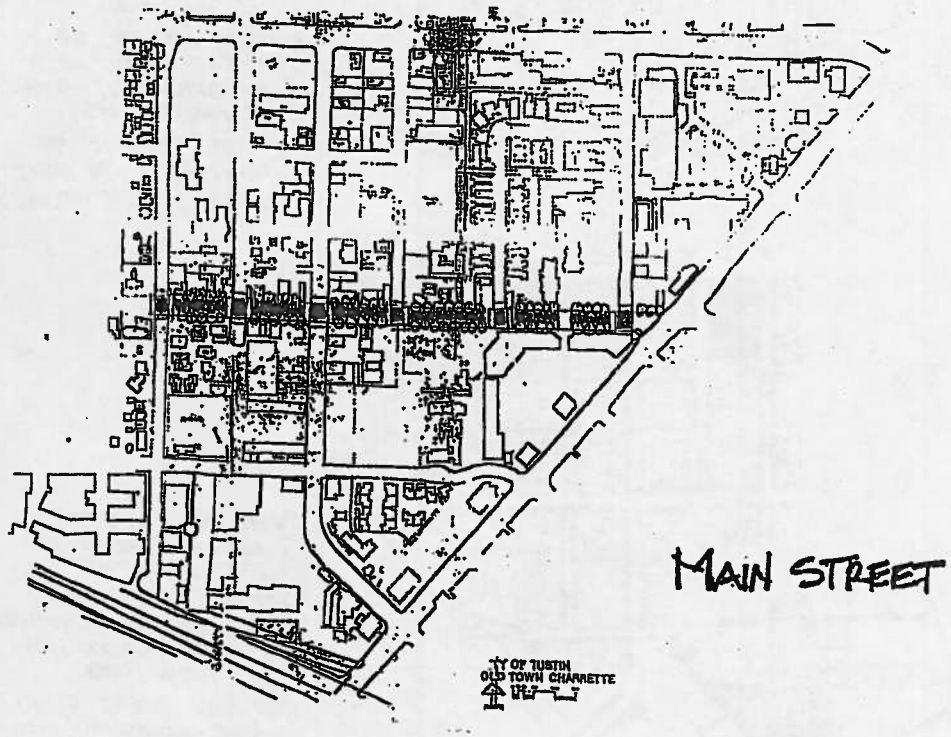
- Entry enhancement at Newport Avenue (street span space frame element)
- Crosswalk Plaza at Civic Center and Tustin Plaza
- Crosswalk enhancements at every intersection
- Uplight Ficus trees for nighttime drama and interest
- Entry enhancement to residential neighborhood to the west

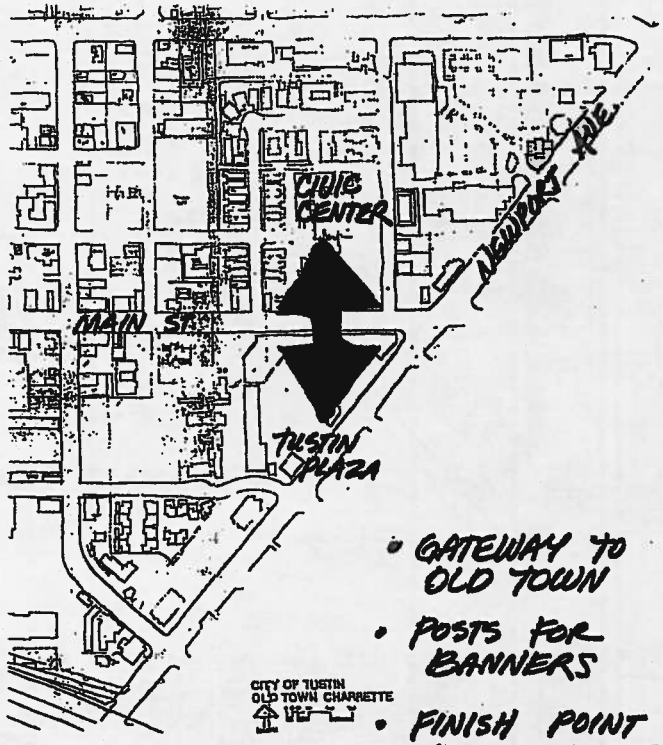
THEME

- Use trees to underline Main Street's historic character
- Strees that this is the most urban street
- Historic street furniture consistent throughout entire district (B Street to Newport Avenue)
- Dark blue street hardware should be used

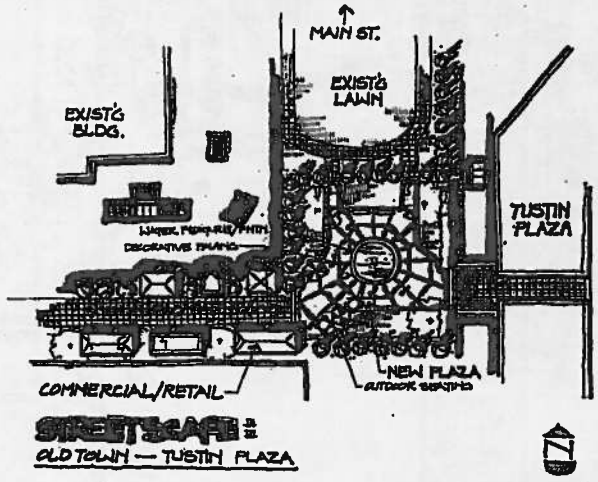
PLANTING CONCEPT

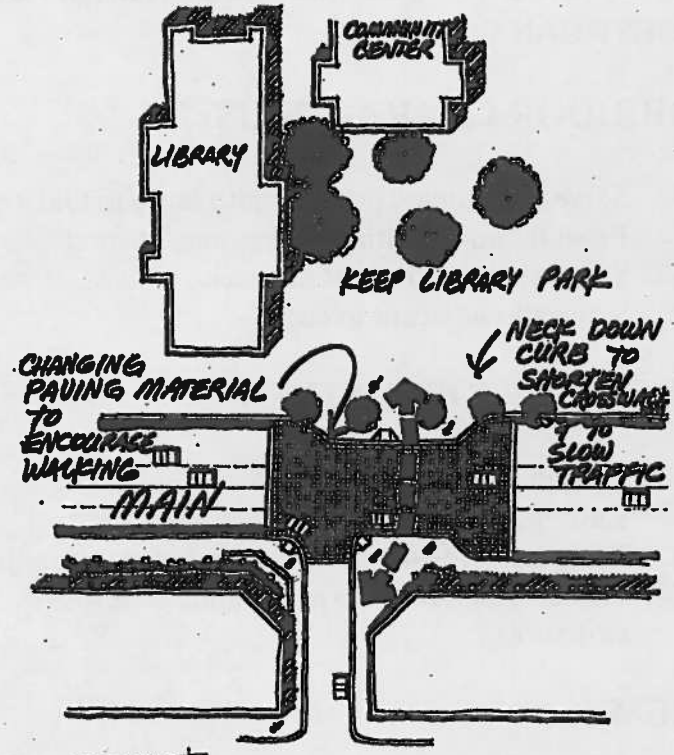
- Regularly spaced Ficus alignment
- Place trees in tree grates versus parkways or planters
- Infill Ficus where needed

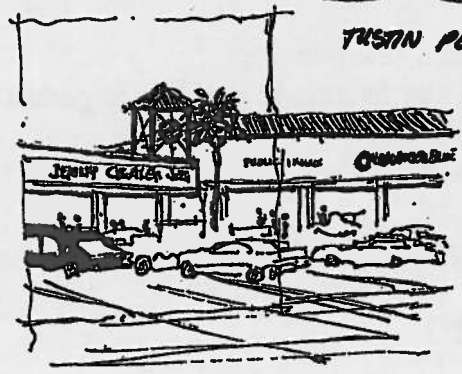




- GATEWAY TO OLD TOWN
- POSTS FOR BANNERS
- FINISH POINT FOR PARADES - MARATHONS.







PROPOSED TOWER ELEMENT
- PEDESTRIAN FOCAL POINT
- TUSTIN PLAZA

EL CAMINO REAL - MAJOR SHOPPING/ PEDESTRIAN CORRIDOR

CORRIDOR CHARACTERISTICS

- Serves as primary north - south entry to Old Town
- Provides an identifiable shopping "district"
- Strengthens grid street network
- Sidewalks adjacent to curbs

SPECIAL OPPORTUNITIES

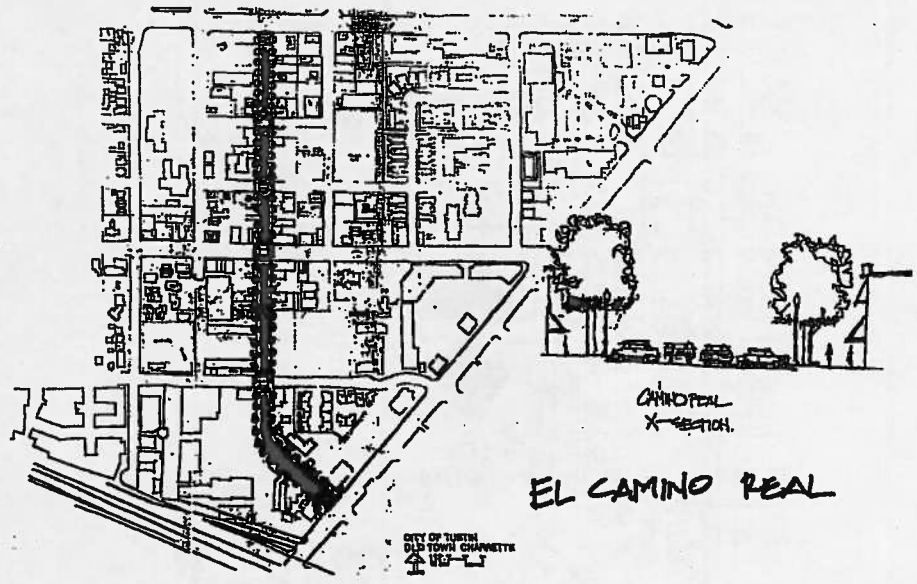
- Diagonal parking between Sixth and Third
- Entry point at First (primary northern entry)
- Entry point at Newport Avenue (primary southern entry)
- Mid-block safe crosses to accommodate kiosk/commercial structures

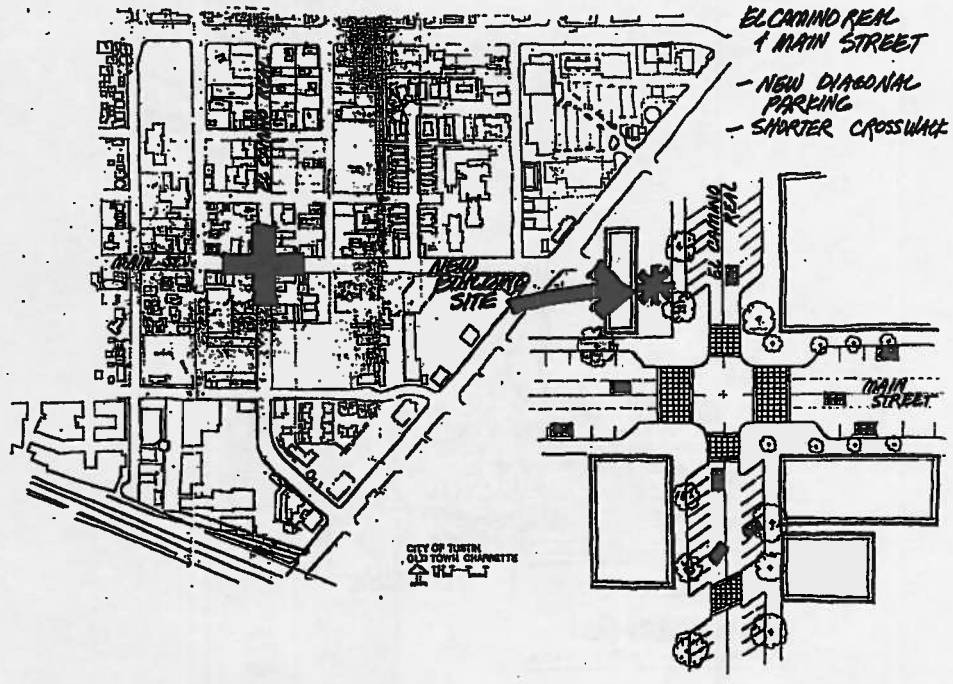
THEME

- Downtown "tree lined" avenue
- "Slow" speed vehicular avenue to emphasize pedestrian atmosphere
- Historic street furniture should be consistent throughout entire district
- Use dark blue street hardware

PLANTING CONCEPT

- Formal Ficus alignment
- Regularly spaced trees
- Uplight Ficus trees for nighttime drama and interest





THIRD STREET - FESTIVAL CORRIDOR

CORRIDOR CHARACTERISTICS

- Serves festival/market street closures
- Anchored visually at both ends
- Specially designed sidewalks adjacent to curbs

SPECIAL OPPORTUNITIES

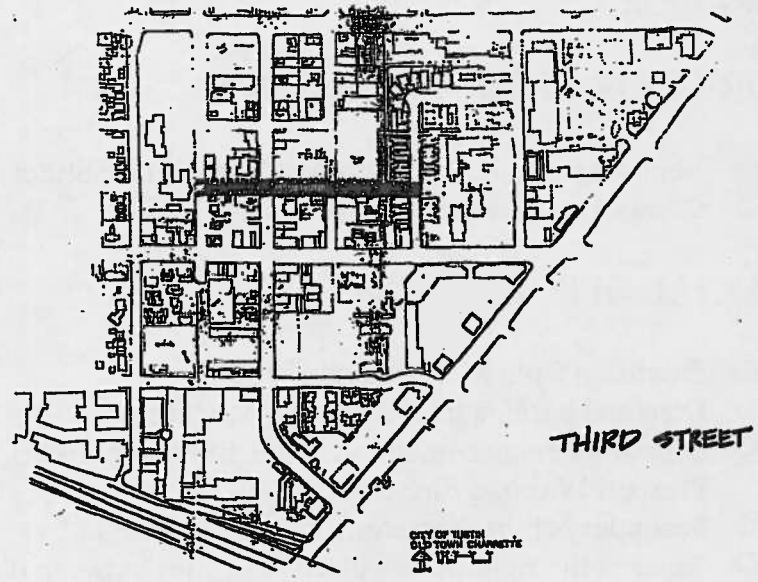
- Evening and weekend closures for Farmers Market
- Diagonal parking between El Camino and Prospect Avenue
- Alternate access to Civic Center
- Crosswalk enhancements at C Street, El Camino Real, Prospect Avenue, Prebble Drive
- Street furniture consistent with downtown palette from B Street to Prebble Drive
- Enhanced paving in street between El Camino Real and Prospect Avenue

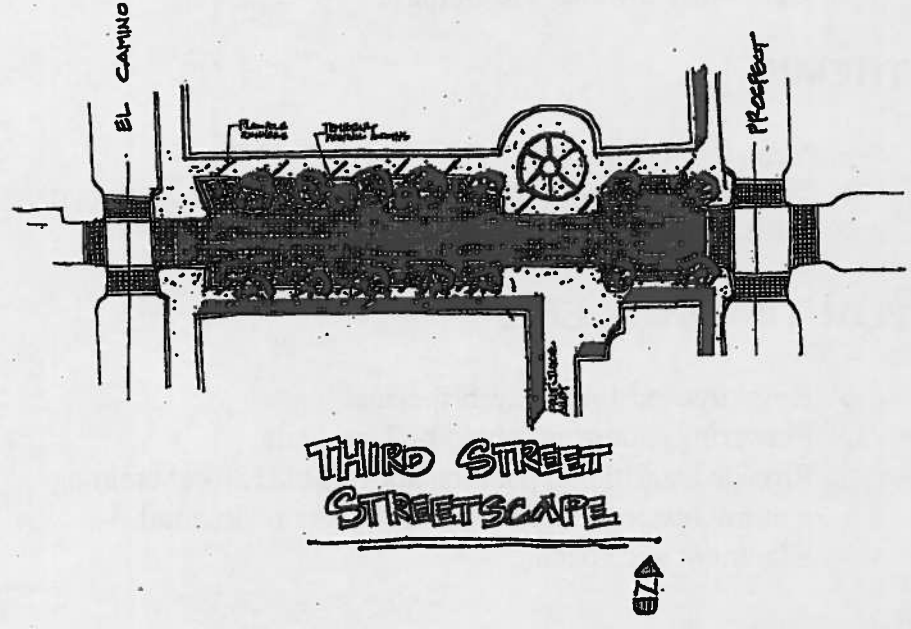
THEME

- Festival atmosphere
- Flags, banners

PLANTING CONCEPT

- Formal canopy trees with regular alignment.
- "Bi-level" canopy trees alternating between palms and ficus (*o*o*o)
- Flowering Jacaranda trees to "frame" terminus features





PROSPECT AVENUE - THE "THRU" CORRIDOR

CORRIDOR CHARACTERISTICS

- Vehicular connection to uptown Tustin (17th Street)
- Sidewalks adjacent to curb

SPECIAL OPPORTUNITIES

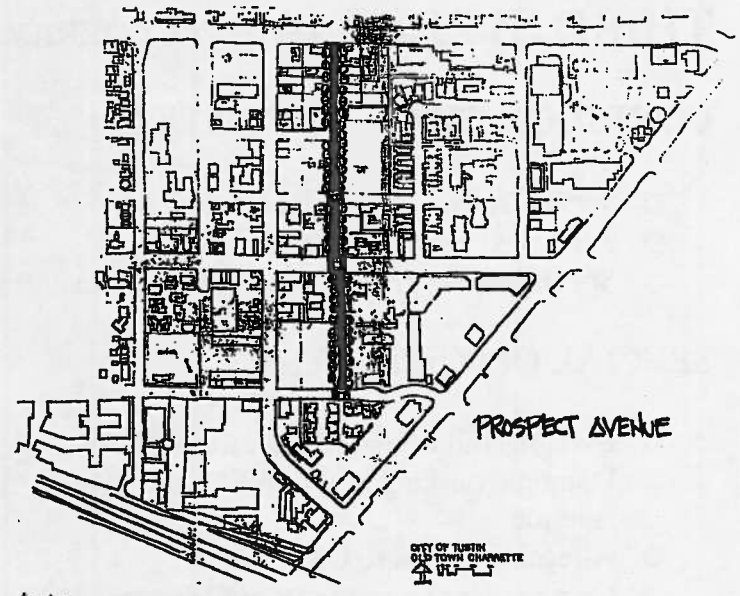
- Extension from Main to Sixth Street
- Diagonal parking from Main to Sixth Street
- Crosswalk enhancements at Third and Main Streets, Prescott Way and First Street
- Secondary entry characteristics at First Street
- Trees in the right-of-way placed in grates between diagonal spaces
- Alley entry towards Tustin Plaza

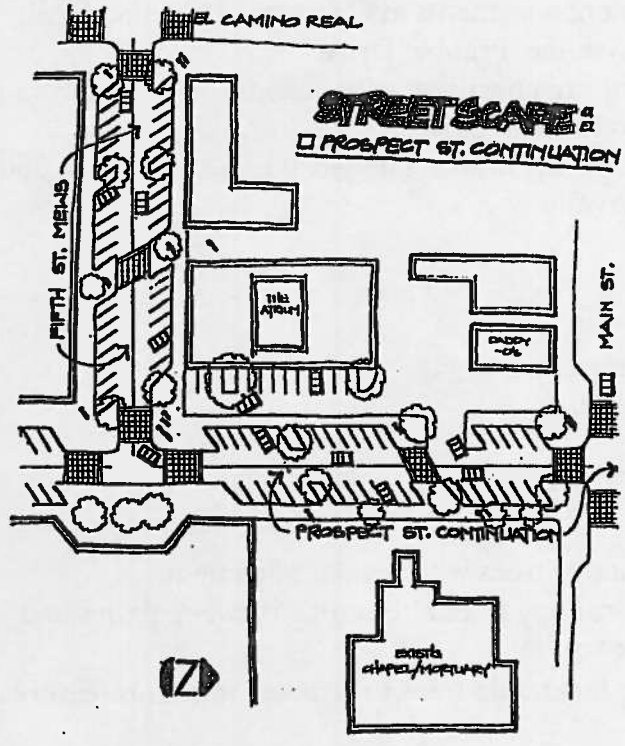
THEME

- Vehicular image above Third Street
- Pedestrian "downtown" image below Main Street to Sixth Street

PLANTING CONCEPTS

- Reinforce existing pattern/species
- Flowering canopy provided by Jacaranda
- Provide transitional planting above Third Street creating a more residential feel by utilizing less regimental alignment and spacing





FIFTH STREET MEWS - NEW PEDESTRIAN STREET

CORRIDOR CHARACTERISTICS

- Looks like pedestrian mall
- Accommodates delivery vehicles
- Enhanced non-asphalt concrete paving
- Reduced right-of-way

SPECIAL OPPORTUNITIES

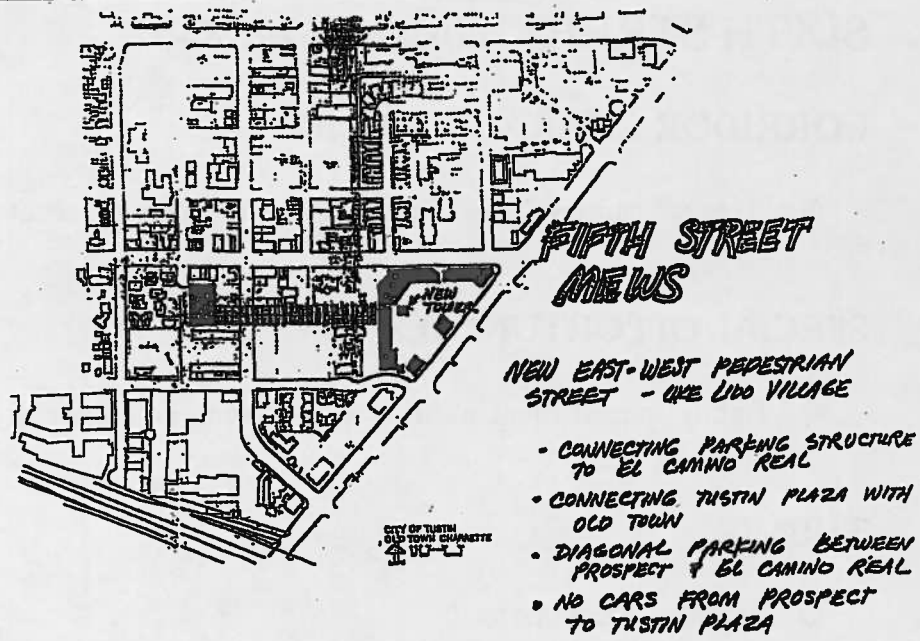
- Shopping district - specialty retail
- Trees in grates to separate pedestrians from vehicular traffic
- Special non-streetscape lighting
- Opportunity for public art walk
- Provide dynamic night lighting
- Lines up with parking garage access across El Camino Real
- Terminate at proposed new plaza adjacent to pedestrian entry to Tustin Plaza

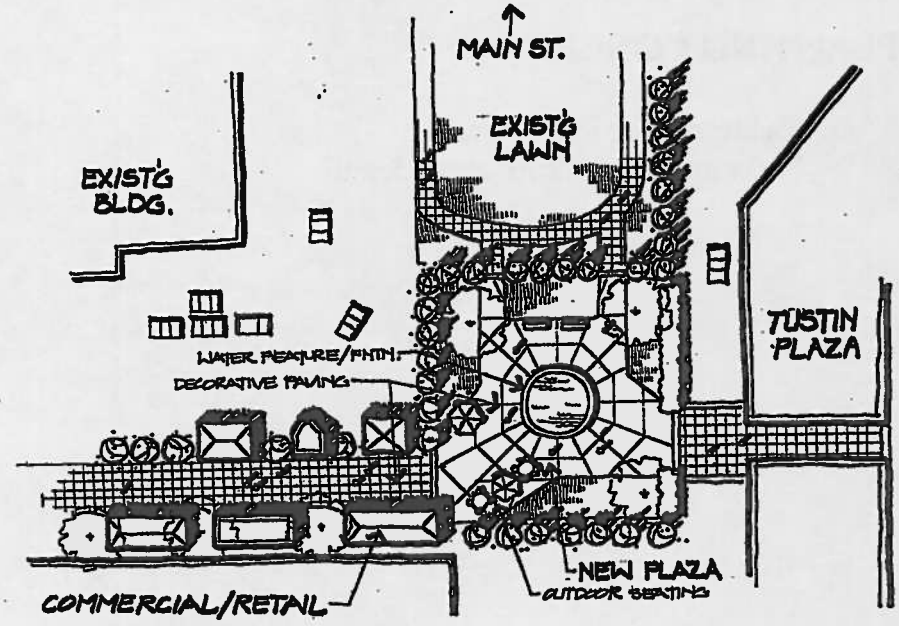
THEME

- Historic

PLANTING CONCEPT

- Tightly spaced Sunburst Honeylocusts with alternating Jacaranda





STREETSCAPE
OLD TOWN — TUSTIN PLAZA

SIXTH STREET - BUFFER CORRIDOR

CORRIDOR CHARACTERISTICS

- "Heavy" canopy trees to protect and enhance adjacent uses

SPECIAL OPPORTUNITIES

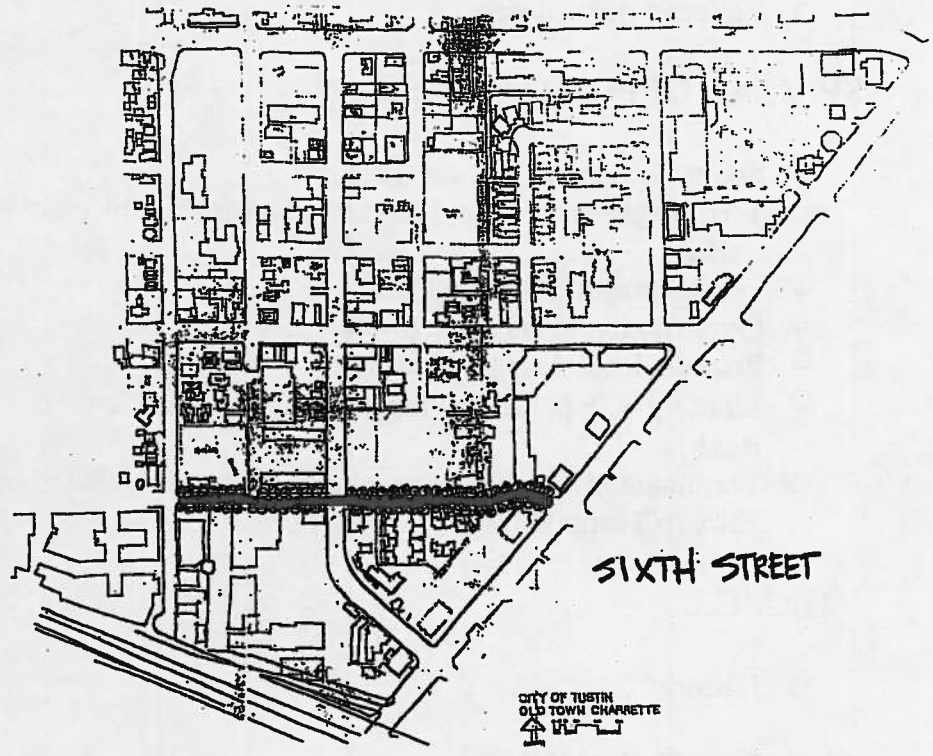
- Tightly spaced Ficus used to screen blank architectural walls

THEME

- Residential/commercial

PLANTING CONCEPT

- Tightly spaced Ficus trees
- Parkway between curb and sidewalk



CENTENNIAL WAY - TRANSITIONAL CORRIDOR

CORRIDOR CHARACTERISTICS

- Dividing line between residential area east of Old Town and Larwin Square
- Parallel parking

SPECIAL OPPORTUNITIES

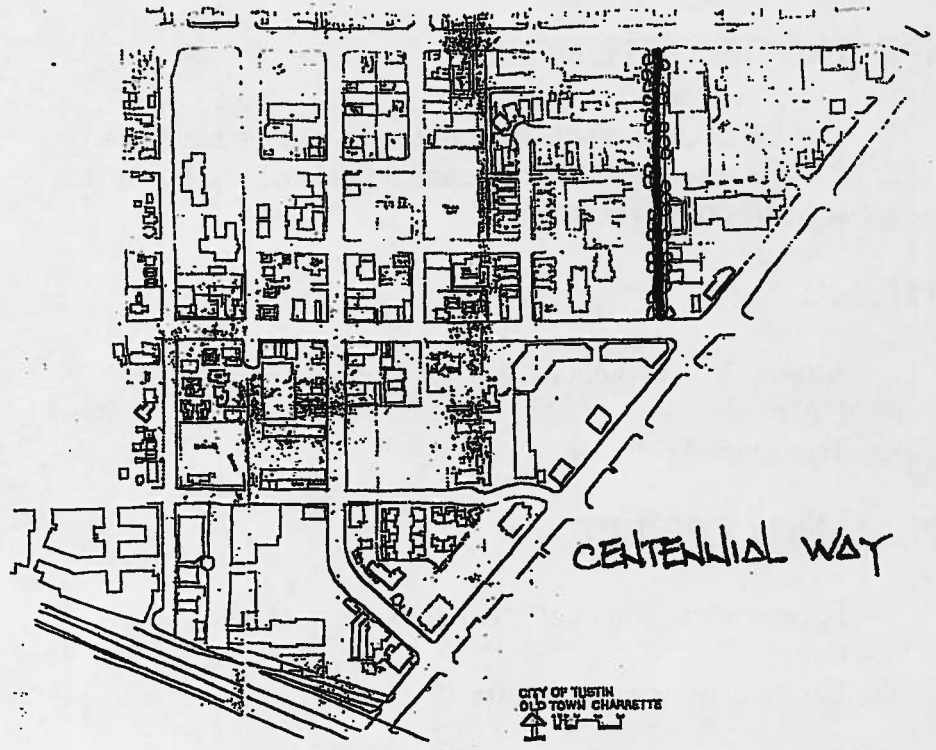
- Maintain current atmosphere

THEME

- Transition between commercial and residential

PLANTING CONCEPT

- No change. Keep it loose and informal



B STREET - EDGE CORRIDOR

CORRIDOR CHARACTERISTICS

- Provides transition of streetscape from urban commercial to urban residential west of Old Town
- Edge between historic residential district to the west and Old Tustin commercial districts

SPECIAL OPPORTUNITIES

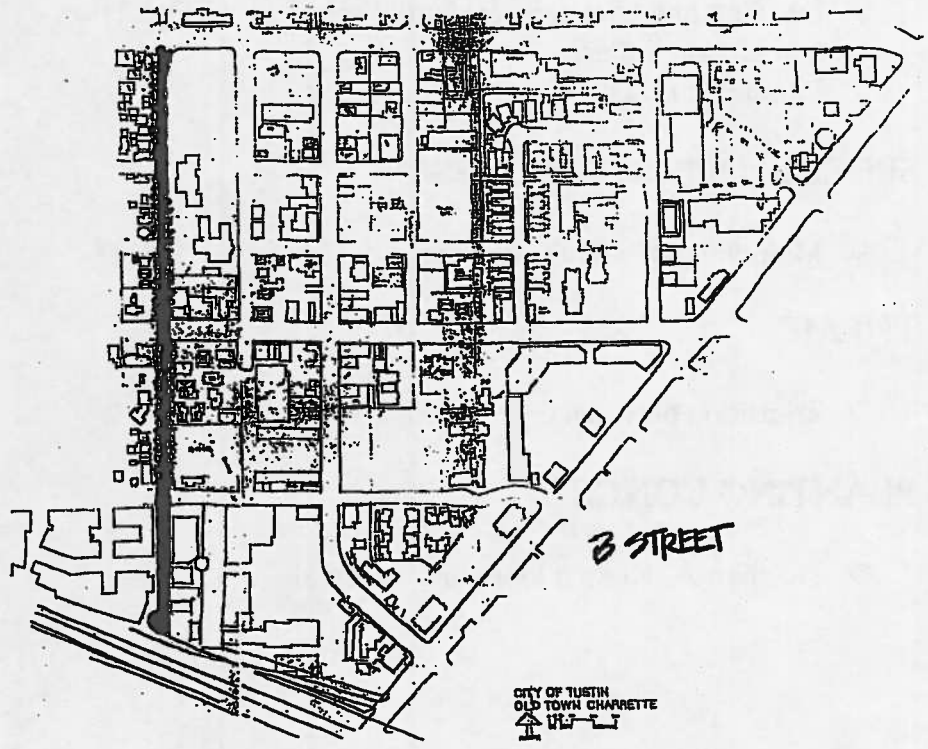
- Provide neighborhood entry statements at intersections
- Provide a contrast between commercial and residential segments of this corridor

THEME

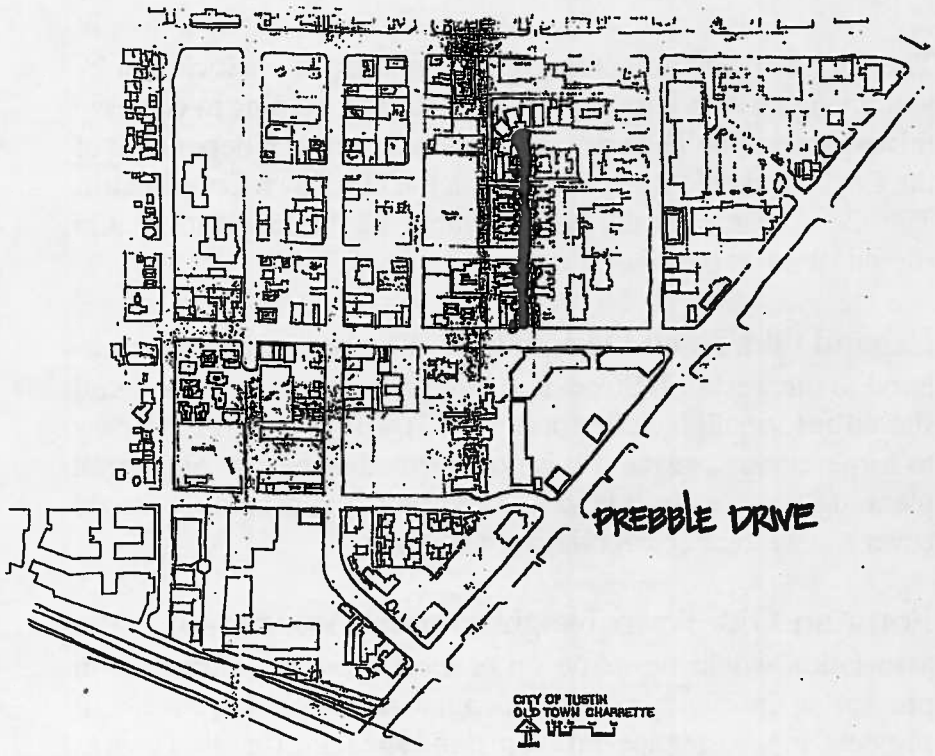
- Alternating tall palm trees with lower canopy trees (*o*o*o)
- Transitional corridor

PLANING CONCEPT

- Formal alignment of alternating palm trees with canopy trees
- Utilize existing plant palette



PREBBLE DRIVE - URBAN RESIDENTIAL COLLECTOR



COLLECTOR CHARACTERISTICS

- Informal shade bearing trees
- Provides visual transition from commercial areas
- Private front yard plantings dominant over streetscape

SPECIAL OPPORTUNITIES

- No street trees in sidewalk

THEME

- Residential
- Plant variety of species
- Unique historic furniture

PLANTING CONCEPT

- Informal, multi-specie arrangement
- Front yard plantings

RECOMMENDATIONS

Here are some actions that Tustin residents, business and property owners, and the City of Tustin could take to help move the revitalization of Old Town forward. Most of the ideas presented in this book will need City intervention at some point, either through leadership, through marketing, or through planning and zoning functions. The idea is to build up a critical mass of discrete actions that will make Old Town's role as the heart of Tustin a reality.

Appoint an Old Town Coordinator - This could be a City staff person whose primary responsibility would be to work with Old Town residents, business people and property owners. This person would be the central point of contact for all Old Town activities.

The Old Town Coordinator would help in identifying potential developers and funding sources, attracting new businesses and a Farmers Market tenant, and marketing the project. Public projects at all levels (city, county, state, federal and special agencies) that would have the potential to affect the character of Old Town, and could be managed and monitored by the Coordinator.

Establish an Old Town Business Association - Much as the Chamber of Commerce speaks for the business community on a City-wide basis, an Old Town Business Association would focus on the unique concerns of the Old Town community. This Association would play a significant role in coordinating special events and promotions, as well as creating and maintaining a strong identity for Old Town. The Association would market and encourage new businesses that would be complementary and supportive of Old Town. Enhanced services such as private security, landscaping, signs, street furniture, and other facility maintenance and programs would also be established and coordinated through the Association.

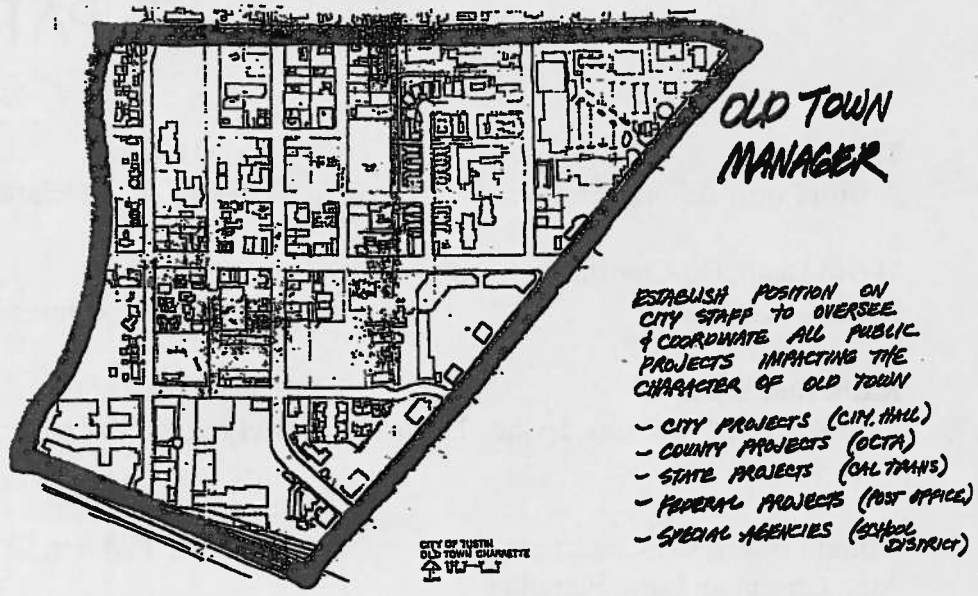
The City can play an active role in creating the association by identifying leaders, providing seed funds and helping to coalesce this organization. The association should remain independent of the City, but should work closely with the Old Town Coordinator. The Coordinator should be a member of the association, and should sit on its board of directors.

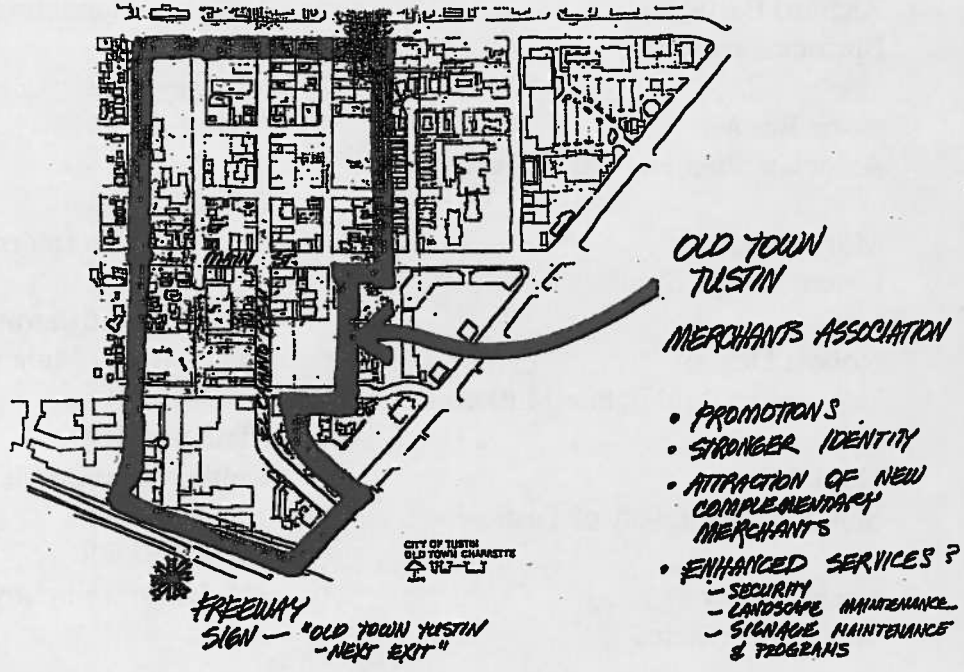
Expand Old Town Designation - The residential neighborhood to the west of B Street is an integral part of Old Town, and should be formally included in any Old Town designation. It is easy to forget about a place if it is not mapped as part of an overall planning area. Future land use and planning programs should cover the western residential area in detail.

Form an Old Town Neighborhood Association - The association would be made up of local residents interested in preserving the quality of the area, pursuing various improvement projects, sponsoring special events, and speaking for Old Town as a whole. The City and the Old Town Coordinator could play an active role in helping to form the group and initially establishing its role. Otherwise, the association could operate independently. Two forms of this group should be explored; one form should be where each of the three residential precincts have independent organizations; an alternative form could be where there is one umbrella organization with a sub-organization for each residential precinct.

Make Old Town the Festival Center of Tustin - Virtually all major civic activities should happen in Old Town. The idea is to attract Tustin's citizens into Old Town on a regular basis, and to reinforce the area's role as the heart of the community. By associating Old Town with events that create civic pride, it will increasingly be seen as the "heart" of the City. To facilitate this goal, Peppertree Park should be redesigned as a central city park with group picnicking areas, a band shell and other facilities that will make it a useful large-scale gathering and events place.

Design Review Process - A strong design review process will be an essential part of an Old Town implementation program. The process should include the recommendations of a committee with members from organizations and professionals such as architects, planners, landscape architects, graphic designers, the Tustin Historic Society, the Tustin Planning Commission and City Council, as well as, the various City departments. The committee should play an advisory and recommending role on all significant public and private projects in Old Town. Their efforts should be supported by a comprehensive set of design guidelines, prepared in part by the committee, and in part with the final plan for the revitalization of Old Town.





R/UDAT PARTICIPANTS

Terry Austin
Austin Foust Associates, Inc.

David Baab, Co-Chairman
Baab & Associates

Katherine Baab
University of California, Irvine - Design & Construction Services

Ronald Baers, Co-Chairman
John Chapman Land Planning

Richard Battaglia
Blurock Partnership

Anne Bonner
Associate Planner, City of Tustin

Mark Brodeur
Urban Design Studio

Robert Deane
Economics/Real Estate/Marketing

Daniel Fox
Senior Planner, City of Tustin

Ernie Glover
Glover Associates

Stanly Hoffman
Hoffman & Associates

Frank Hotchkiss
The Planning Center

Ronald Nestor
McLarand, Vasquez and Partners

Joann Perry
Associate Planner, City of Tustin

Paula Rankin
Associate Planner, City of Tustin

Neil Reynolds
Architect

Edward Sapigao
Pacific Design International

Christine Shingleton
Assistant City Manager, City of Tustin

Kimberly Skoff
Southern California Edison

Keenan Smith
The Irvine Company

Becky Stone
Assistant Planner, City of Tustin

Ernest Stuart
Architecture/Planning Consultant

Chuck Trevisan
The Irvine Company

LAND USE
PATTERN