



Danville Downtown Master Plan

Approved September 6, 2022

Acknowledgments



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Introduction



Introduction

The Town of Danville's historic downtown, the heart of the community, is a product of three decades of careful planning. The original Downtown Master Plan (adopted in 1986) in conjunction with a number of subsequent policy documents, have guided downtown's commercial growth, circulation pattern, infrastructure development, and land use controls to reinforce its pedestrian scale. Cumulatively, these guiding documents and companion implementation actions have been able to **accommodate commercial growth, respond to evolving community needs, all while retaining the feel of Danville's uniqueness through showcasing its historic roots.**

The intent of the *Danville 2022 Downtown Master Plan Update* (DMP Update) is to carry this vision into the future while adapting to changing community needs brought about by the onset of the global Covid-19 pandemic. Specifically, it introduces new placemaking strategies that respond to the highest priority needs - expressed through a vast

community survey and focused workshops – which include a desire for:

- More community gathering spaces, with enhanced ambiance
- Stronger connections to and through the downtown
- Improvements that enhance pedestrian safety, primarily through reducing vehicle speeds
- Opportunities to play, recreate, celebrate, and appreciate art and culture

Consequently, the DMP Update focuses on an **updated set of implementation actions** that enhances the use of the public realm within the Old Town District rather than a wholesale revision of the current goals and policies.



The background of the entire page is an aerial photograph of a river delta, showing a complex network of water channels and land. A solid dark green horizontal band runs across the middle of the image, serving as a backdrop for the title text.

Downtown Vision

Downtown Vision

INCREASE PUBLIC GATHERING SPACE

How and where can we capture additional space for public use and programming?

- Extend curbs to create more pedestrian space
- Create a pedestrian scaled Town Plaza
- Provide additional public seating opportunities throughout Downtown
- Incorporate public gathering in new development throughout Downtown
- Encourage joint use of public/private space

CURATE PROGRAMS WITHIN PUBLIC GATHERING SPACES

What kind of programs would strengthen the character and enhance the experience of Downtown?

- Provide opportunities for outdoor dining locations
- Develop family activities and play opportunities
- Integrate arts and culture into public spaces
- Celebrate Danville's history and character
- Incorporate small scale events in the Town's recreational programming opportunities
- Create a Public Space Use Program

STRENGTHEN CONNECTIONS TO AND THROUGH DOWNTOWN

How can we improve and expand pedestrian connections to and through Downtown?

- Strengthen Downtown connections to the Iron Horse Trail
- Create an extended trail along San Ramon Creek
- Enhance pedestrian courtyards and shortcuts within the Old Town District
- Enhanced street crossing safety where feasible

ENHANCE AMBIANCE

How can we promote a safe, comforting and welcoming Downtown environment?

- Enhance standard lighting at public streets, plazas, trails and pedestrian courts
- Incorporate decorative lighting where feasible
- Enhance the continuity of the tree canopy
- Add street furnishings where feasible
- Support the development of a Business Improvement District (BID)

IMPROVE TOWN SIGNAGE

How can we best utilize gateway monumentation and signage programs to improve wayfinding?

- Replace or enhance the overhead banner at the southern terminus of Hartz Avenue
- Provide new directional signage at trail connections
- Consider seasonal or event-specific light-pole banners
- Consider adding gateway monumentation signage

ACTIVATE UNDERUTILIZED SPACES

How can we make use of “blank” spaces to add interest and promote continuity along Downtown streets?

- Consider a temporary storefront art program
- Allow pop-ups on vacant sites
- Encourage private development to provide public gathering space





Implementation & Projects

Implementation & Projects

Many public realm improvements have been made since the creation of the last Downtown Master Plan and Streetscape Beautification Plan. Building upon the great work already completed, the following projects have been identified and organized into primary and secondary implementation projects.

PRIMARY IMPLEMENTATION PROJECTS

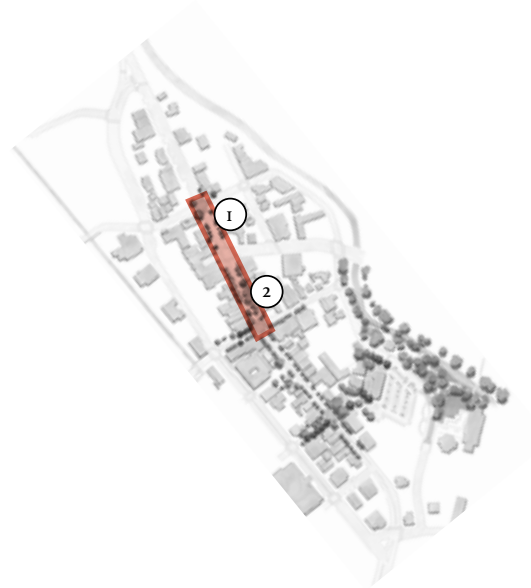
A series of primary implementation projects have been identified that focus on the core of the Old Town District, focusing in and around Hartz Avenue as well as the connections to the Village Theatre, Town Green and San Ramon Creek.



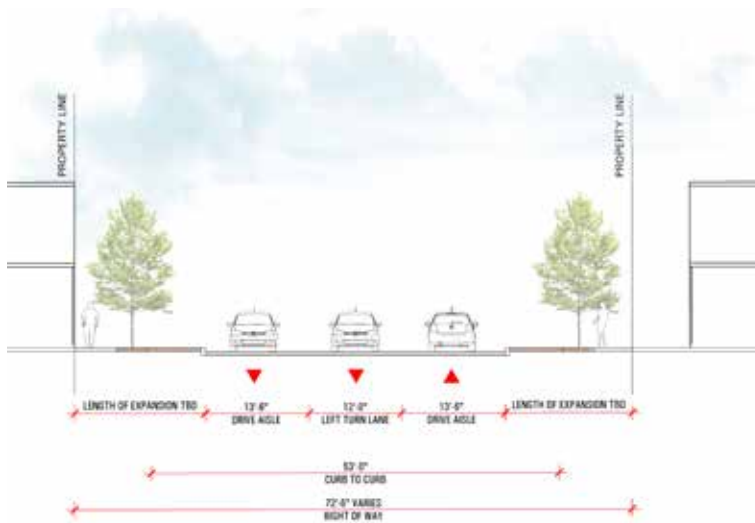


Hartz Avenue Sidewalk Expansion

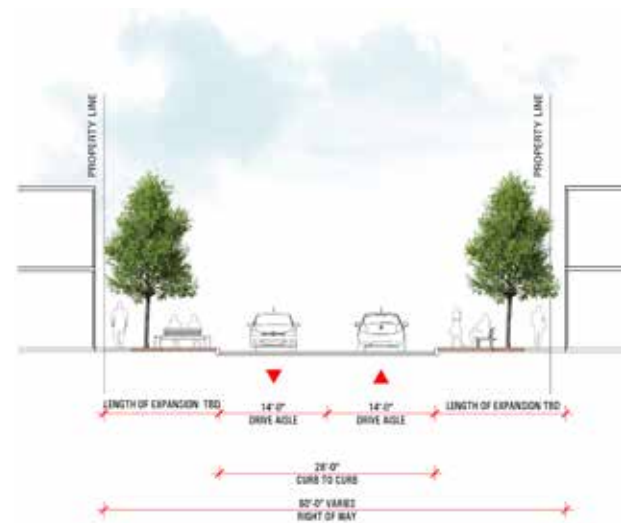
The Hartz Avenue Sidewalk Expansion provides a wider sidewalk within the core area of the Old Town District, between Linda Mesa Avenue on the north and Prospect Avenue to the south. This area of Hartz Avenue is composed primarily of one- and two-story older commercial-style buildings with no front or side yard setbacks. The existing narrow sidewalks provide space for pedestrian circulation but are not adequate for outdoor dining or gathering spaces. These programs are now accommodated within a permanent expansion of the sidewalks. Additionally, this project area includes two raised intersections, one at Hartz Avenue and Linda Mesa Avenue and another at Hartz Avenue and Prospect Avenue.



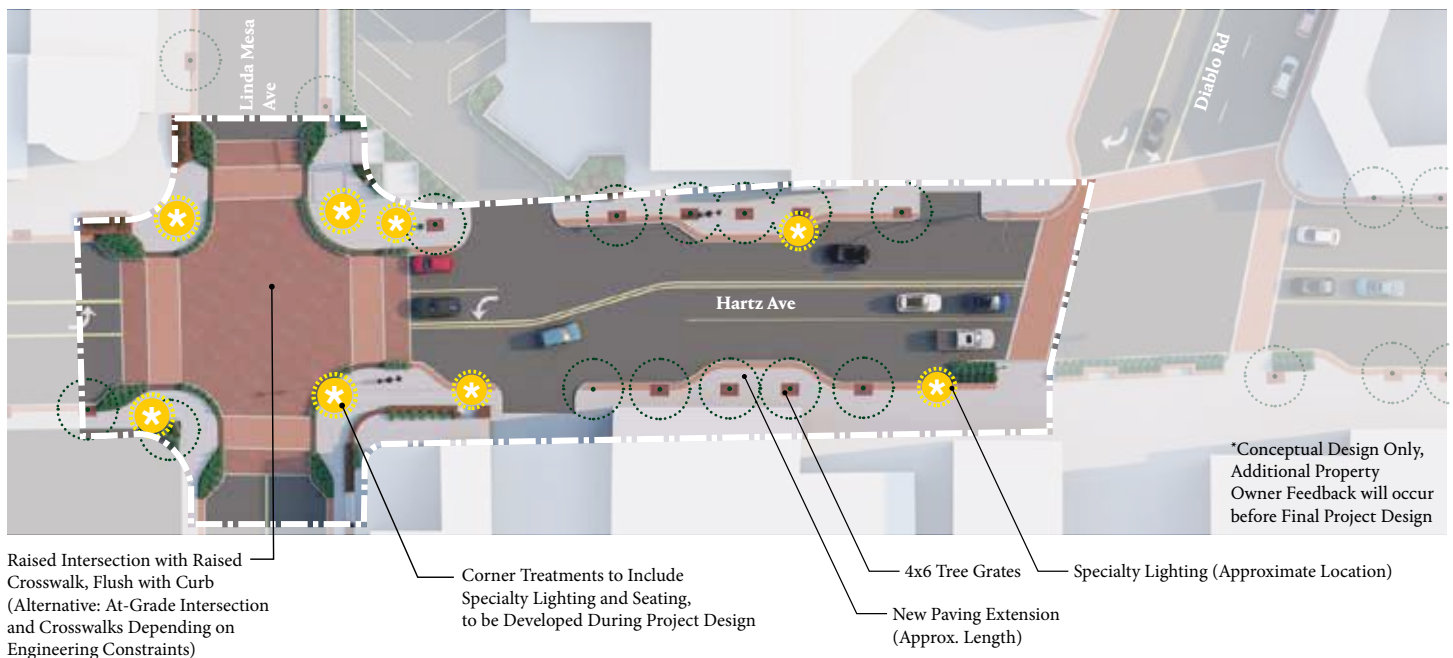
Section - Area 1



Section - Area 2

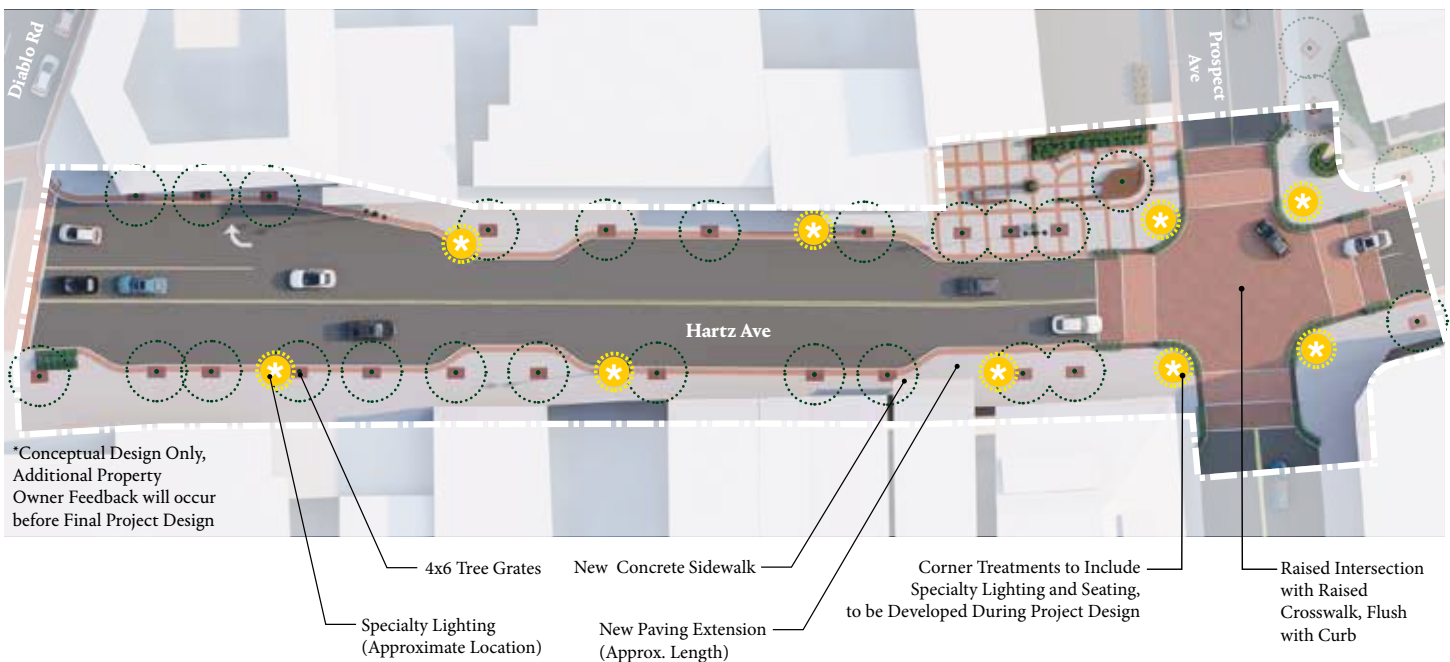


Plan - Area 1





Plan - Area 2

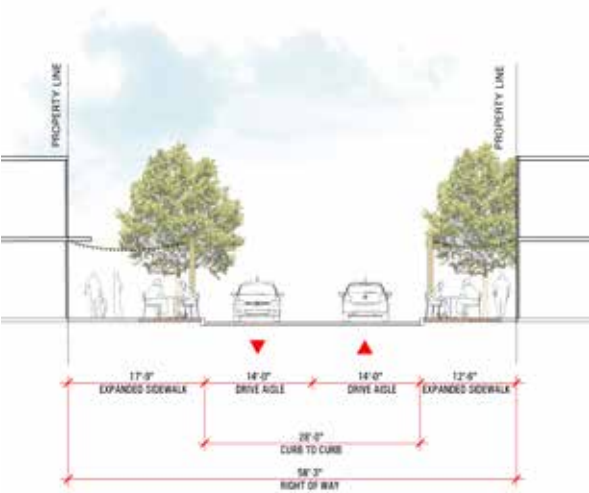


Church Street Plaza

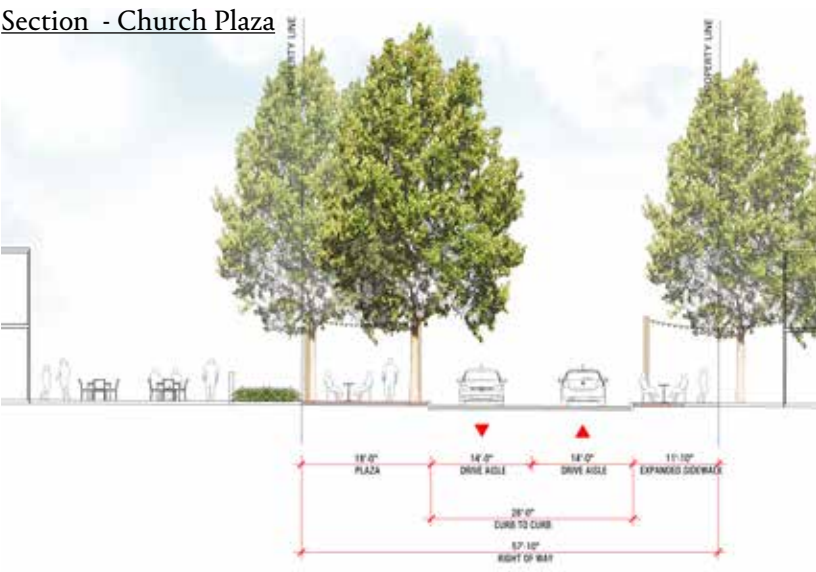
Church Street, running east-west across Hartz Avenue, is the focal point connecting the Village Theatre and Arts District across the Old Town District to Railroad Avenue and the Iron Horse Trail beyond. An expanded sidewalk space provides additional permanent area for dining and public gathering. In particular, the expanded sidewalk on the northern part of the western side of Church Street integrates the existing tree planting areas into the sidewalk. A raised intersection is provided at the intersection of Church Street and Hartz Avenue. Retractable bollards are located at intersection points along Church Street so that portions of the street can be closed off for special events, creating a pedestrian plaza.



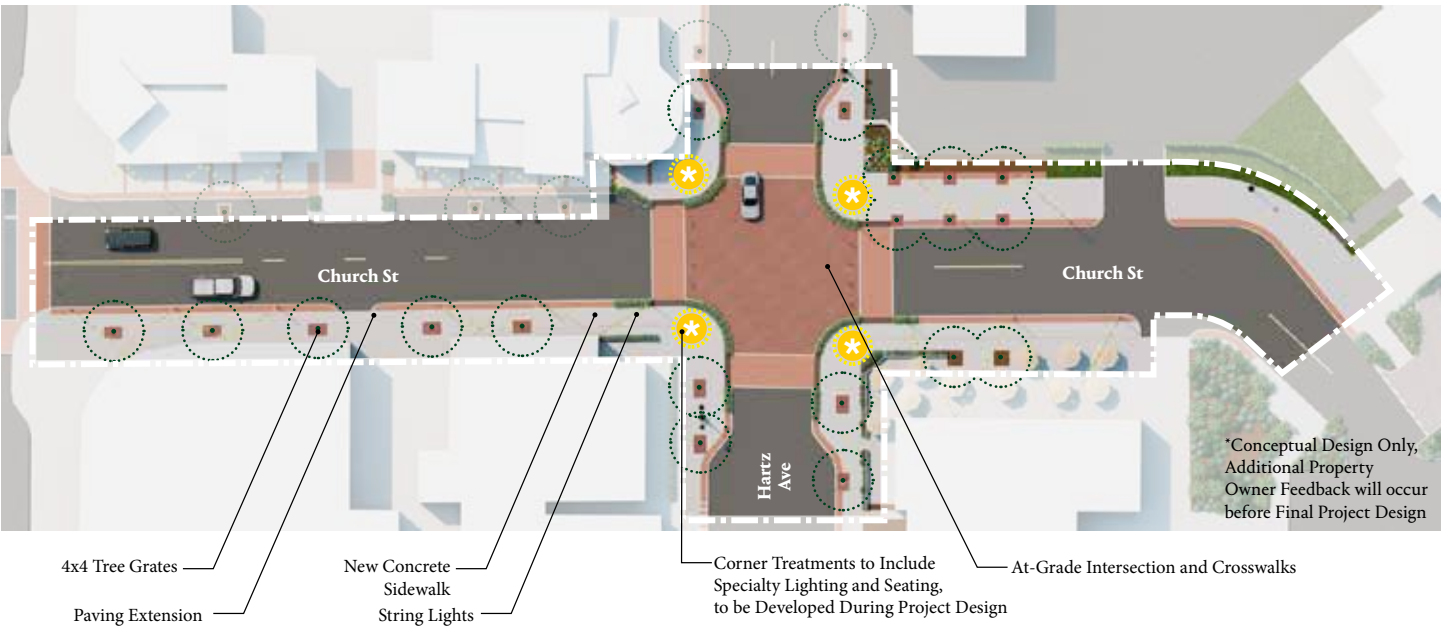
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Section - Church Plaza



Plan



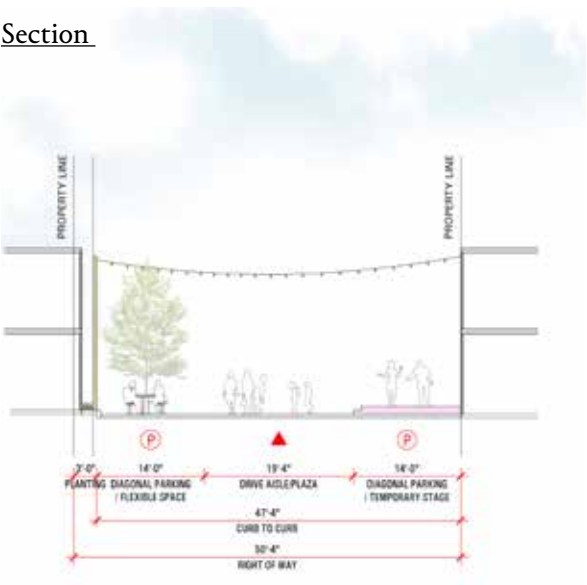


Theatre Plaza

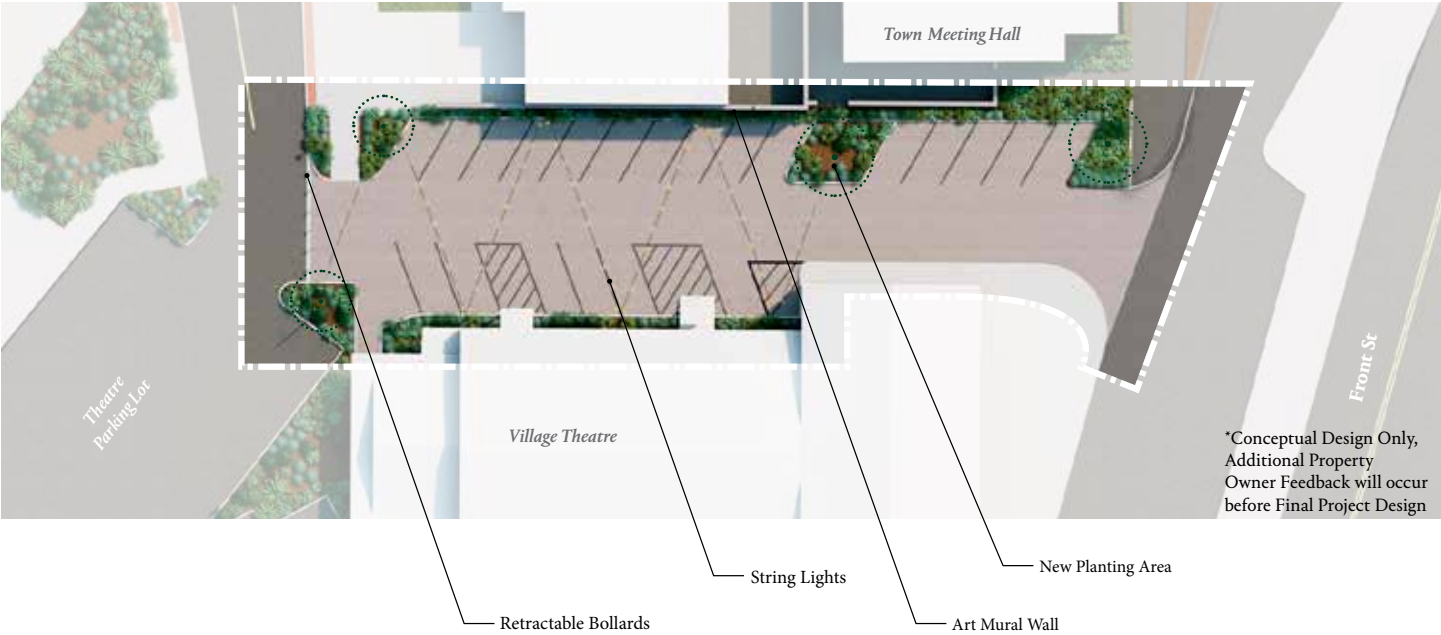
The Theatre Plaza is located adjacent to the Village Theatre and creates a connection from the Church Street Plaza to Front Street and the future San Ramon Creek Trail. The Theatre Plaza improves an existing parking area to provide a flexible space that allows for parking on a regular basis and a multi-purpose event space on a temporary basis. Retractable bollards at either end of the plaza can close the area to vehicular traffic.

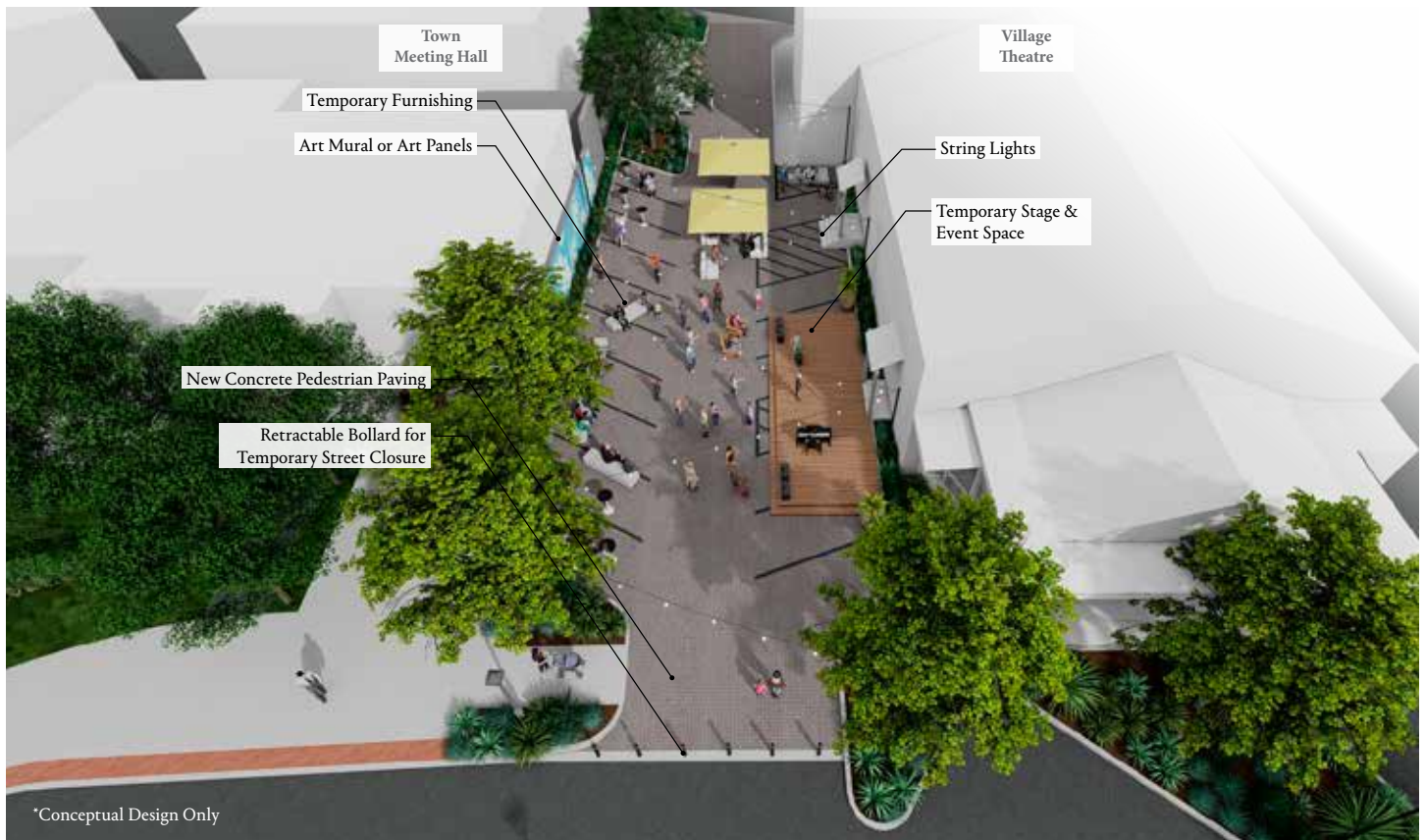


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Plan



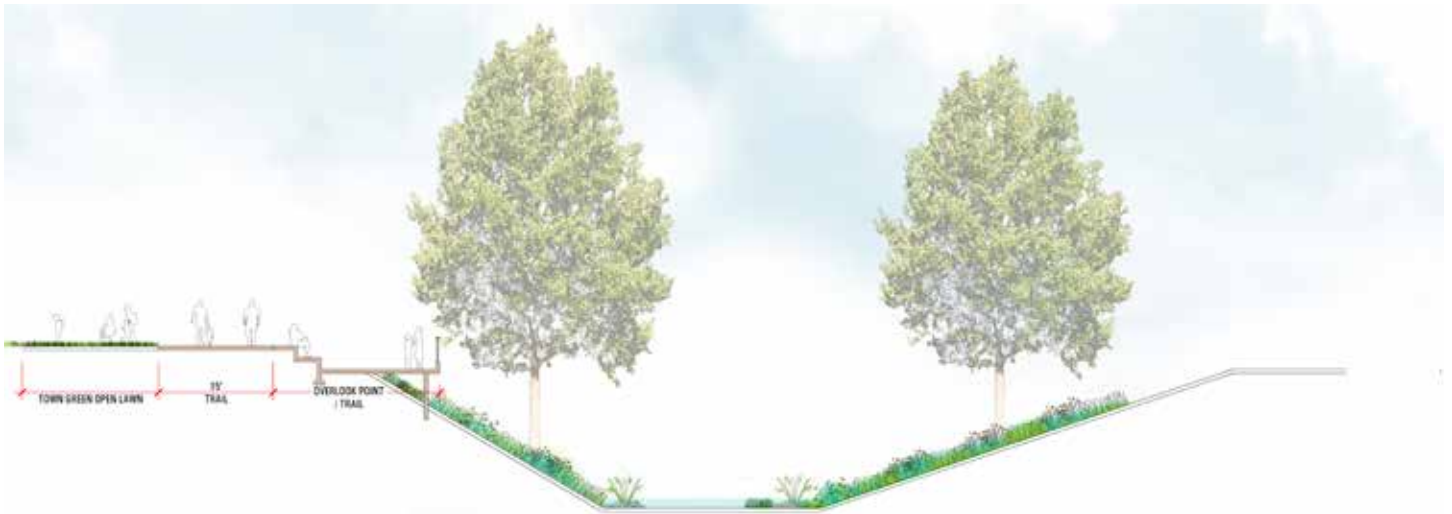


Town Green Improvements

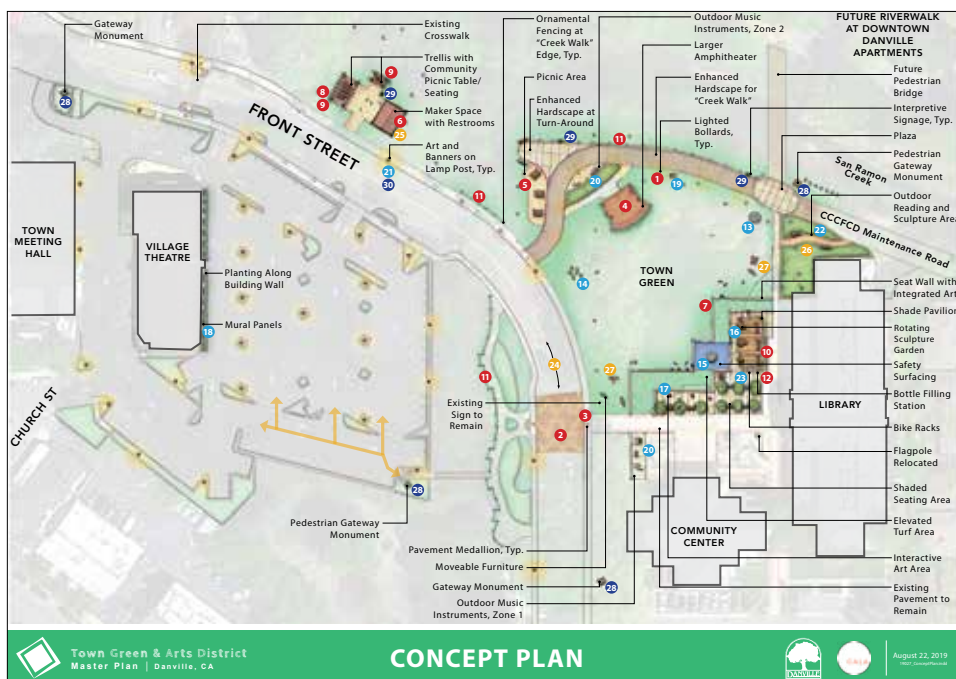
Town Green improvements have been envisioned as part of the Arts District Concept Master Plan. This project incorporates those improvements into the Downtown Master Plan and extends them to the creek edge, adding an overlook area to the existing Creek Trail. The overlook provides views to San Ramon Creek and connects the Town Green directly to the Creek.

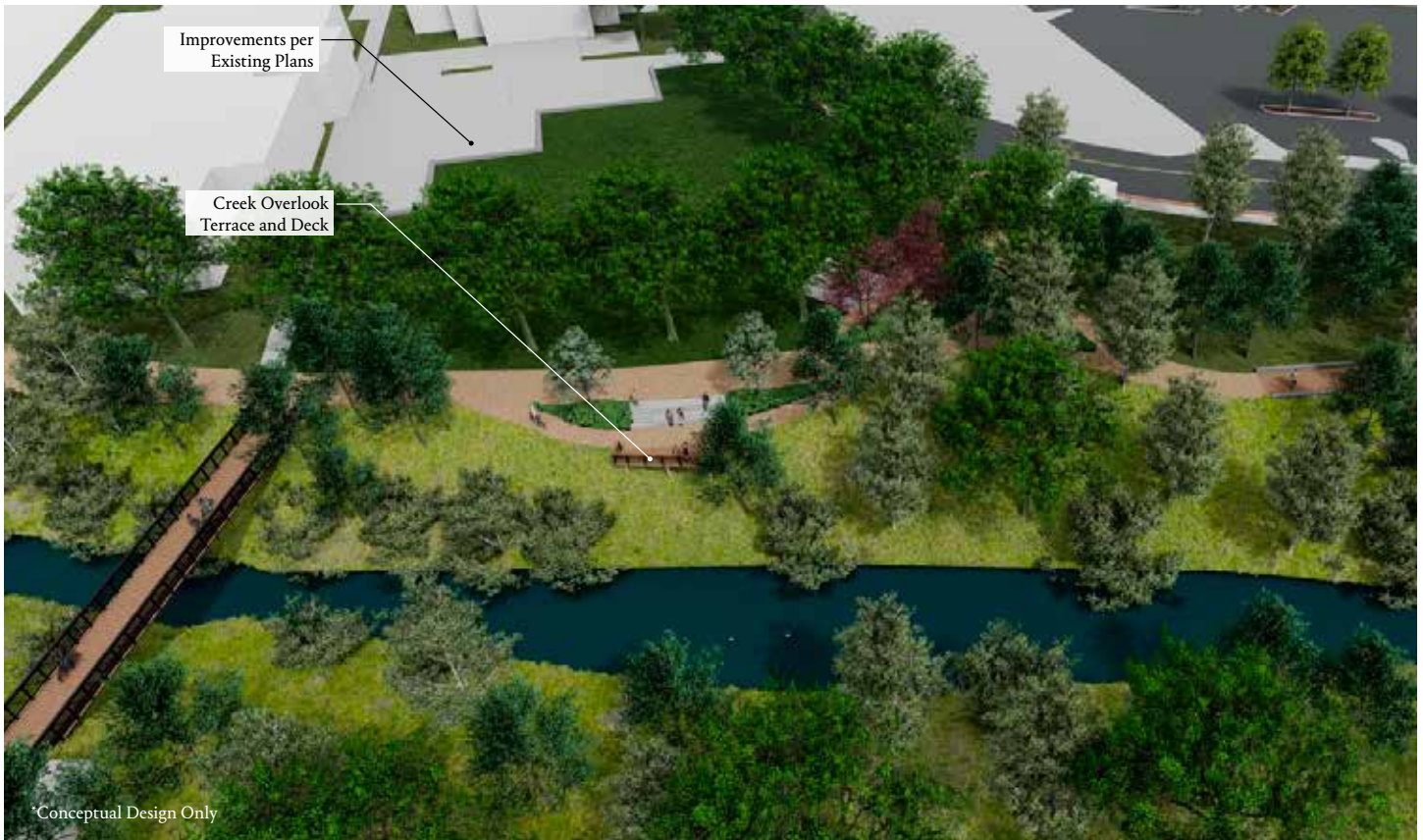


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Town Green and Arts District Concept Master Plan (2019)



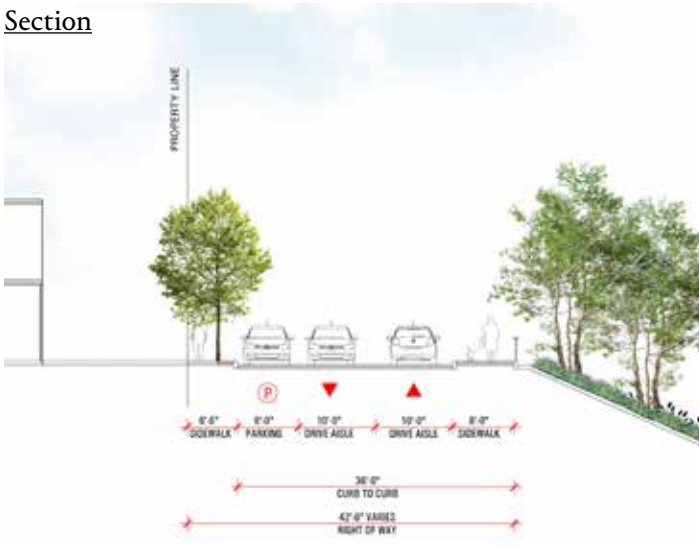


Creek Trail Extension

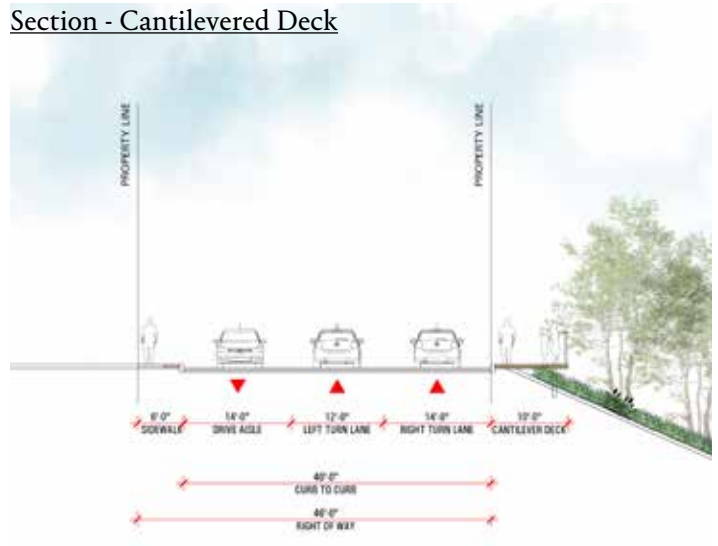
San Ramon Creek is an underutilized part of the Old Town District. The Creek Trail Extension creates a new connection to the creek, integrating it into the fabric of the Town. The trail extension builds upon the existing creek trail along the Town Green, extending the trail north past Diablo Road and connecting back to Hartz Avenue. The first phase of the Creek Trail Extension uses a combination of street right-of-way and a cantilevered deck to create a connection from the Town Meeting Hall to Diablo Road. The second phase to the south is dependent on easements along the creek edge and will connect the Town Green to the Town Meeting Hall. The third phase, to the north, has some particularly constrained site conditions and will need further study to assess its viability.



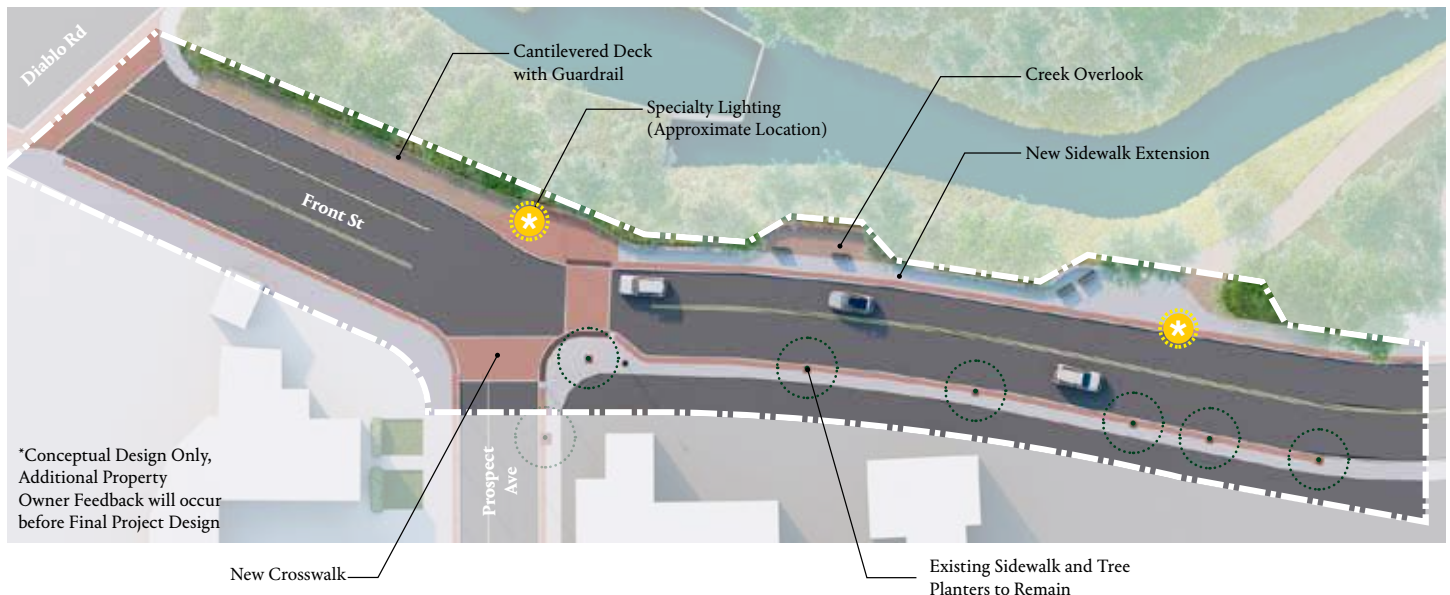
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Section - Cantilevered Deck



Plan



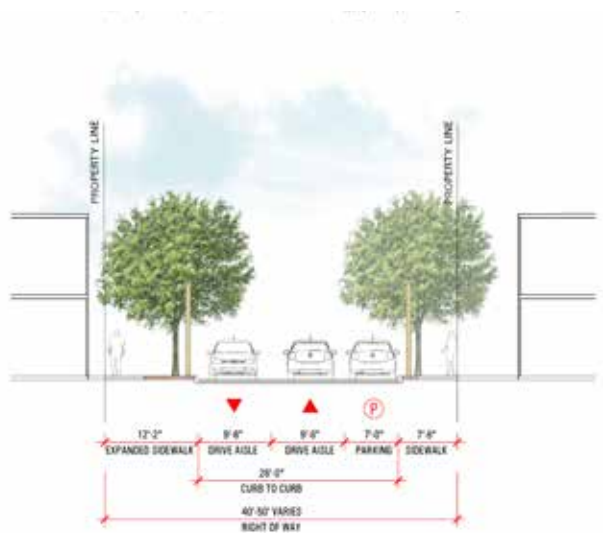


Prospect Avenue Public Space

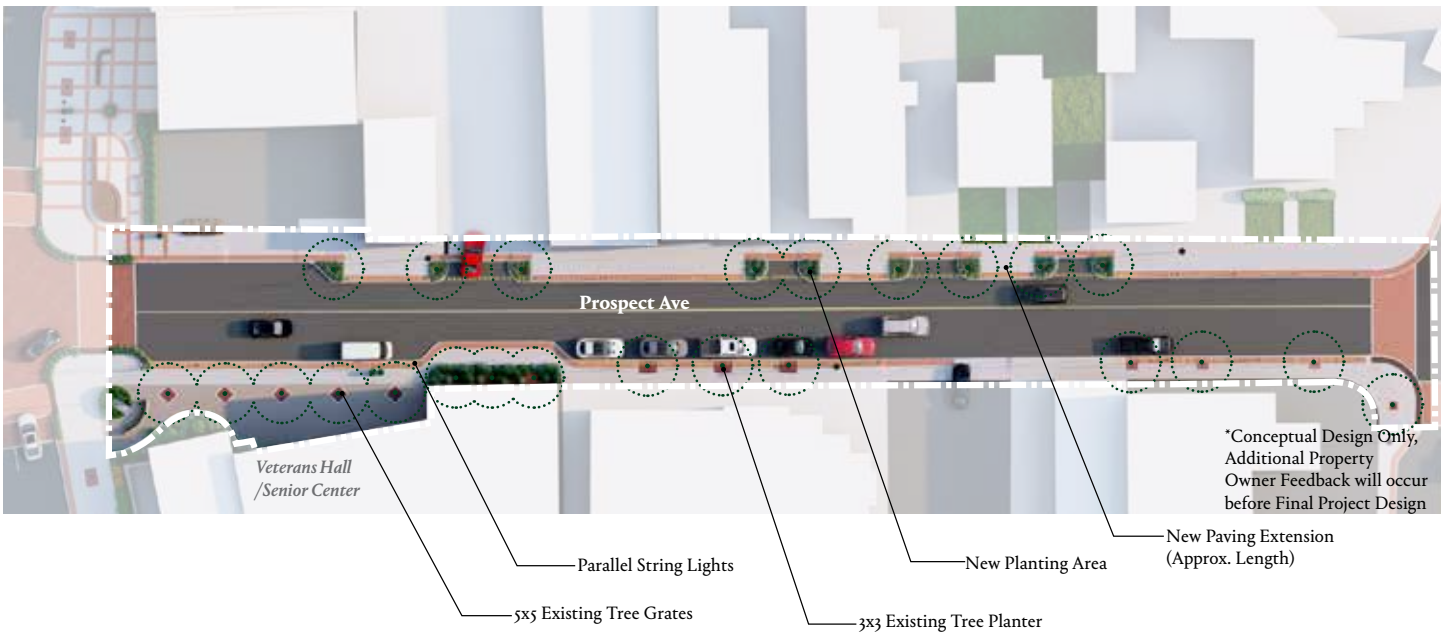
Prospect Avenue has a small scale intimate character. The Prospect Avenue Public Space builds upon this character and improves the pedestrian circulation on the northern side of the street. The existing edge on the northern side of the street has a narrow sidewalk and lacks any street trees. A sidewalk expansion on the northern edge will provide better pedestrian circulation, space for outdoor dining or public gathering, and areas for street trees.



Section



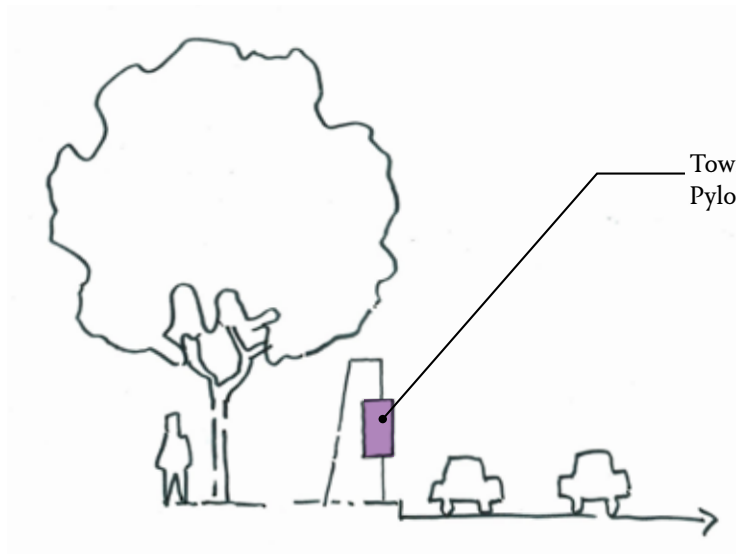
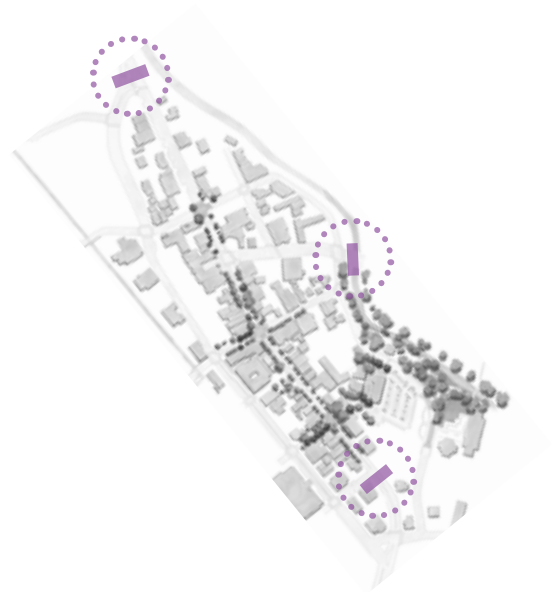
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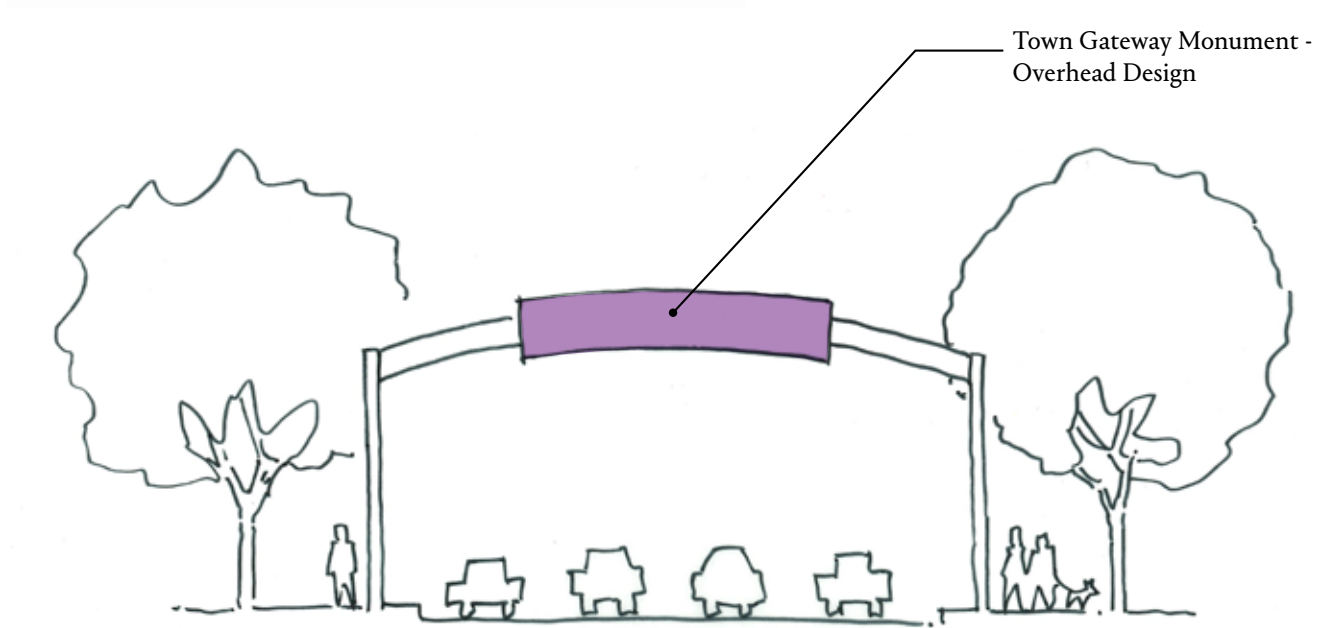


Downtown Danville Monumentation

Downtown Danville Monumentation is proposed for each of the three primary gateways into the Old Town District - at the northern and southern intersections between Hartz Avenue and Railroad Avenue and at Diablo Road where it crosses San Ramon Creek. The existing banner along Hartz Avenue towards the southern edge of the Old Town District should be improved to provide a more permanent gateway with easier maintenance. Other gateway locations should be marked with vertical elements or pylons to form thresholds into the Old Town District.



Town Gateway Monument -
Pylon Design



Town Gateway Monument -
Overhead Design

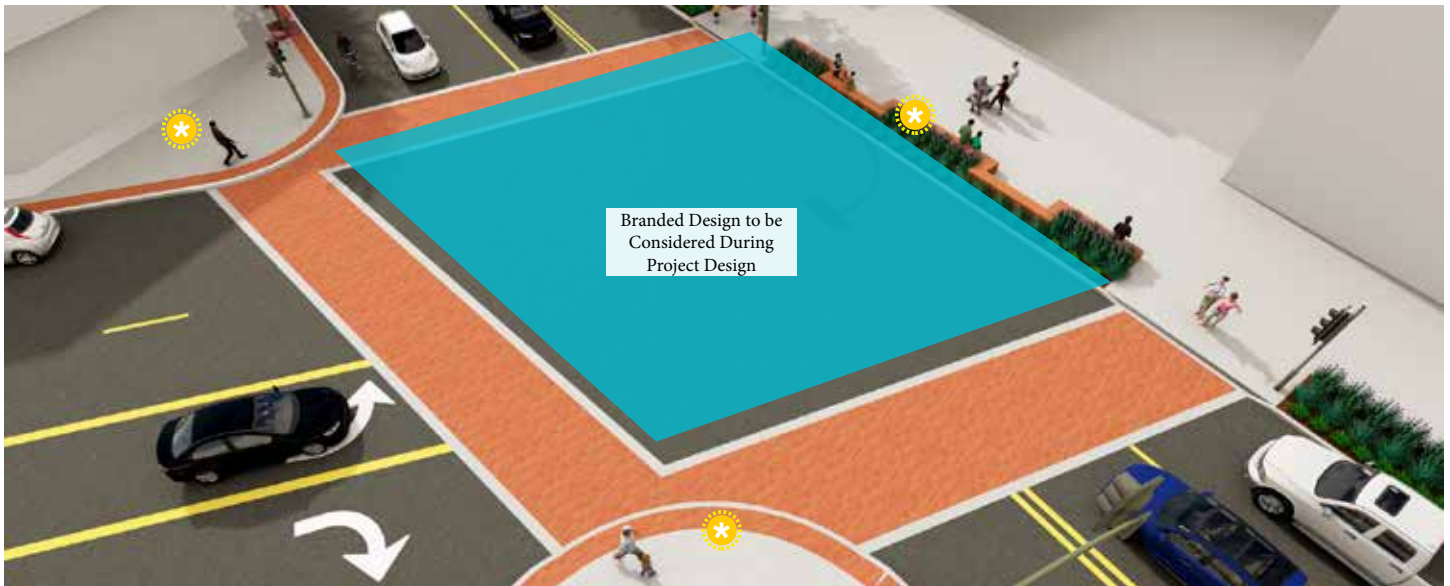


Intersections and Specialty Lighting

This implementation option focuses improvements on the intersections along the core area of Hartz Avenue. While some of these intersection improvements are included in other projects, they could also occur independently to focus implementation on highly visible areas that have the greatest impact. The intersections are natural areas to create additional public space. Sidewalk expansions not only create more space to sit, dine and gather, but also make street crossings safer and more pedestrian friendly. Raised intersections are proposed along Hartz Avenue at Linda Mesa Avenue and Prospect Avenue. Intersections at Church Street and School Street will receive a decorative treatment. Diablo Road will receive a specialty paving inlay to mark it as a primary intersection.

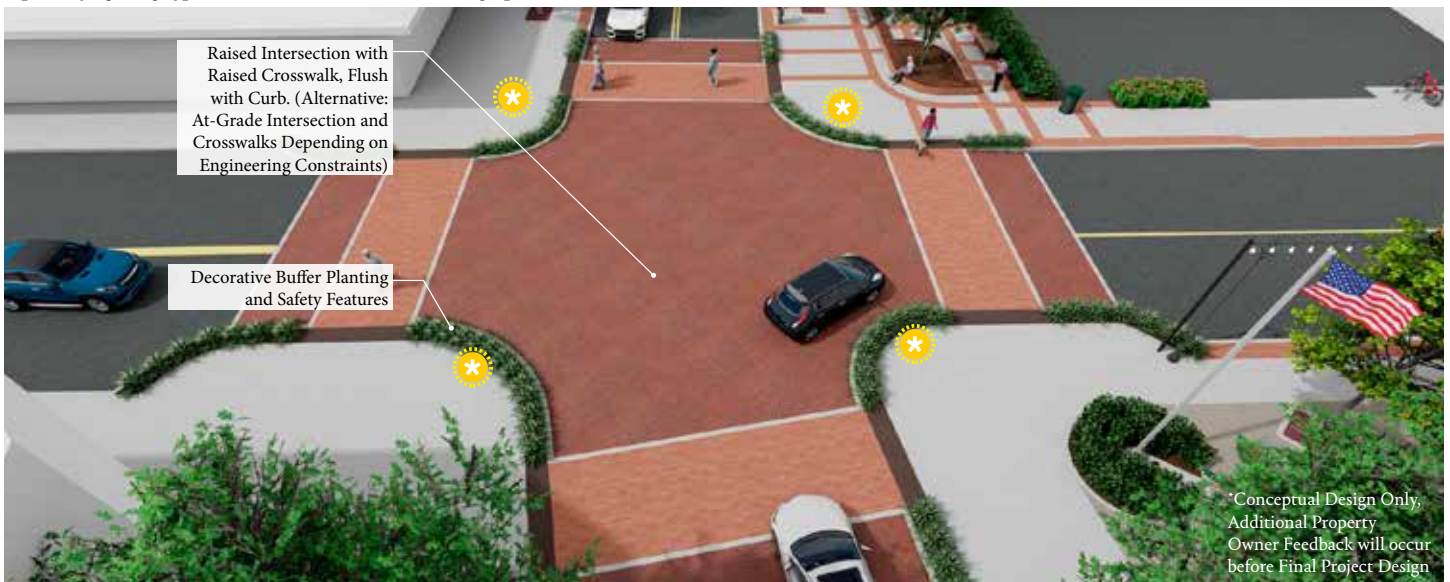


Branded Intersection + Specialty Lighting



Raised Intersection Typical Condition + Specialty Lighting

*Specialty lighting types to be considered for future design phase





Primary Implementation Matrix

The primary implementation projects have been organized and evaluated in the following matrix according to the provision of Increased Gathering Space, additional Program Potential, potential Trail Connections, Construction Complexity, Number of Agencies Involved, amount of Activated Space, Impact on Parking, and Cost. The projects have also been grouped into sets of improvements that may make sense to implement together.

	Increased Gathering Space	Program Potential	Trail Connections	Construction Complexity	# of Agencies Involved	Activated Space	Impact on Parking	Cost (million)
A Hartz Avenue Sidewalk Expansion								
- Area 1	★★★★	★★★★		High	High	★★	High	\$2.5 M
- Area 2. Option A (Partial Sidewalk Expansion)	★★	★★		High	High	★	Moderate	\$2.6 M
- Area 2. Option B (Continuous Sidewalk Expansion)	★★★★	★★★★		High	High	★★	High	\$3.3 M
B Church Street Plaza	★★★★	★★★★	★★★★	High	High	★★	High	\$4.1 M
C Theatre Plaza	★★★★	★★★★	★★★★	Low	Low	★★★	Low	\$0.8 - 1.5 M
D Town Green Improvements (addition to existing plans)	★★	★★★	★★★	High	High	★★	Low	\$0.5M
E Creek Trail Extension	★★★	★★★	★★★★	High	High	★★	Moderate	\$1.1 M
F Prospect Avenue Sidewalk Expansion	★★★★	★★	★★★★	High	High	★★	High	\$1.2 M
G Downtown Danville Monumentation		★★		Moderate	Moderate			TBD
H Raised Intersections on Hartz Avenue + Specialty Lighting Enhancements	★★	★★★★		Low	Low	★	Low	\$2.5 M
Lighting Enhancements		★	★★	Moderate	Moderate	★★	N/A	Included above



SECONDARY IMPLEMENTATION PROJECTS

A series of secondary implementation projects have been identified that reinforce the edges and connections to the Old Town District as well as improvements throughout the broader Downtown area.

Maker Space Development

The Maker Space Development includes the redevelopment of two parcels along the San Ramon Creek that have been acquired by the Town. The sites should be evaluated for how existing structures can be reused, what additional programming can be added to the site, how new public spaces can be integrated with the development including a connection to the future creek trail, and any new infrastructure needed to support the development.

Iron Horse Trail Access Point Enhancement

Iron Horse Trail Access Point Enhancements include additional signage and improvements to physical connection points that encourage better access to the Old Town District from the trail.

Love Lane Sidewalk Expansion

Love Lane Sidewalk Expansion includes creating a missing sidewalk segment to provide safe pedestrian access to the Iron Horse Trail along Love Lane.

North Hartz Area Improvement

The North Hartz Area Improvement should include a study of land use, zoning, and public realm improvements that encourages the development of a pedestrian friendly built environment.

Museum Plaza

Museum Plaza includes the expansion of the existing plaza adjacent to Museum of the San Ramon Valley in order to provide more space for public gathering and special events.

Downtown Business Improvement District

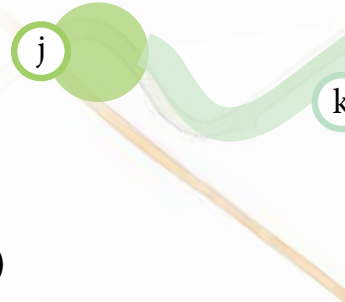
The creation of a Downtown Business Improvement District (BID) would enable a higher level of maintenance, security, marketing, promotion, programming, amenities, and funding for Downtown businesses.

Creekside Trail (Future Phases)

The full completion of a creekside trail relies upon property easements and infrastructural challenges that may become possible in the future. As these constraints are resolved, phases of the creekside trail should be implemented to create a continuous connection from Hartz Way on the south to the intersection of Hartz Avenue and Railroad Avenue to the north.

Other Projects

While the primary and secondary implementation projects focus on the Old Town District, potential projects were identified in the larger Downtown Area, most notable beautification of San Ramon Valley Boulevard from Hartz Way to Sycamore Valley Road. Future studies should build upon the work being done in the Old Town District to provide implementation projects throughout Downtown Danville.





- i Maker Space Development
- j Iron Horse Trail Access Point Enhancement
- k Love Lane Sidewalk Extension
- l North Hartz Area Improvement
- m Museum Plaza
- n Creekside Trail (Future Phases)



An aerial photograph of a park with a complex network of winding paths and numerous trees. The paths are light-colored, likely gravel or sand, and meander through a dense canopy of green trees. The overall scene is a top-down view of a natural, landscaped area.

Public Space Palette

Public Space Palette

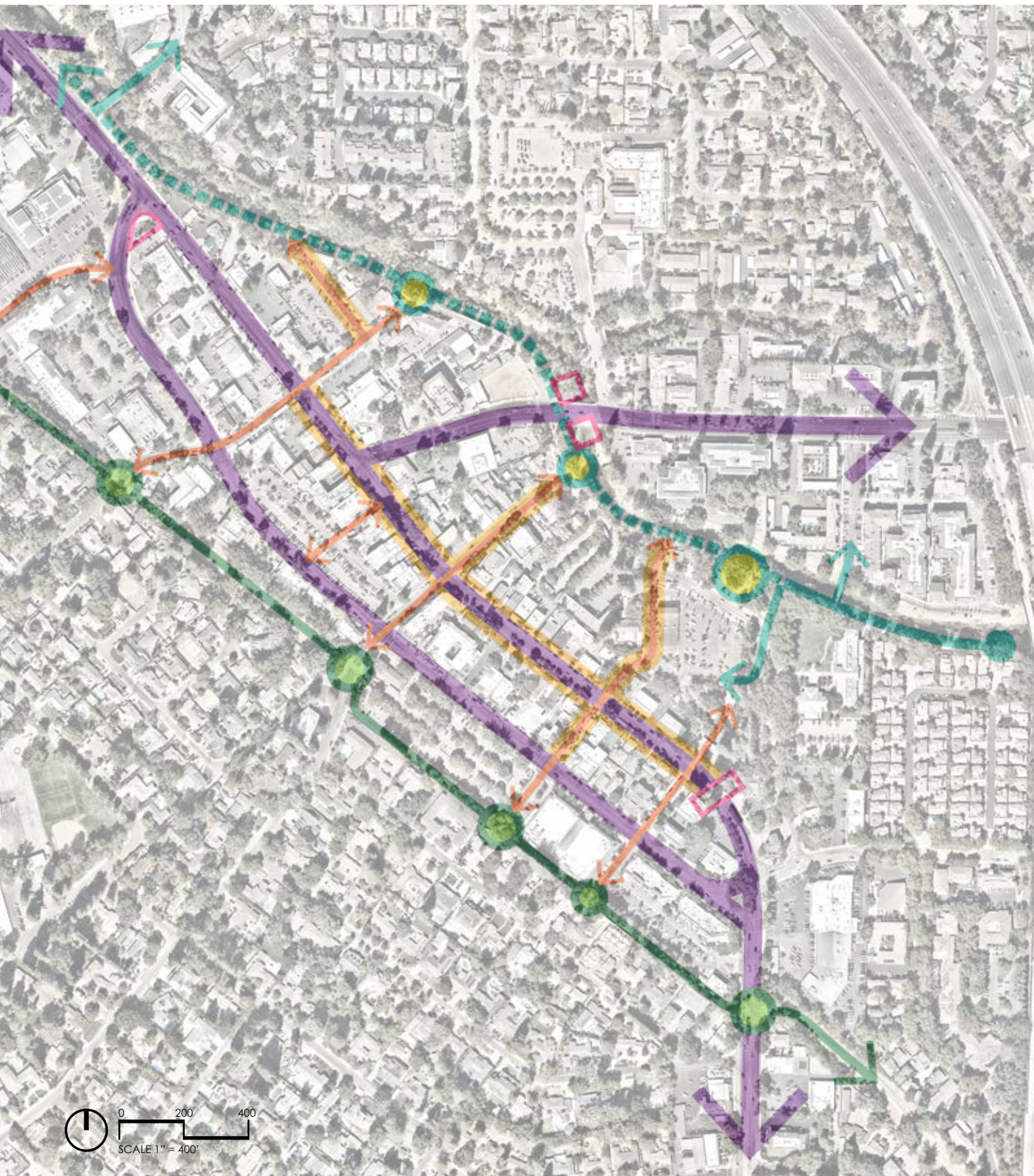
Danville's Old Town District is a valuable resource for the entire community and is given special design attention within this public space palette. The Old Town District includes the area south of the Hartz Avenue / Railroad Avenue intersection, north of the Railroad Avenue / Hartz Way intersection, east of the Iron Horse Trail and west of Front Street.

The area is already an important community center for retail and office activities and its historic character offers a focus for civic pride. While Danville continues to evolve, the many historic buildings interwoven within the Old Town District are a reminder of Danville's early days. The small scale and density of Hartz Avenue and Prospect Avenue offer a perfect opportunity for a bustling pedestrian shopping and working environment.

The purpose of the Public Space Palette is to provide unifying design elements that weave together the unique architectural features of the Old Town District.

The Public Space Palette will guide changes in the streetscape to be implemented by the Town and/or private property owners. The elements used to improve the streetscape are primarily street furnishings, pedestrian lighting, sidewalk paving and street trees.

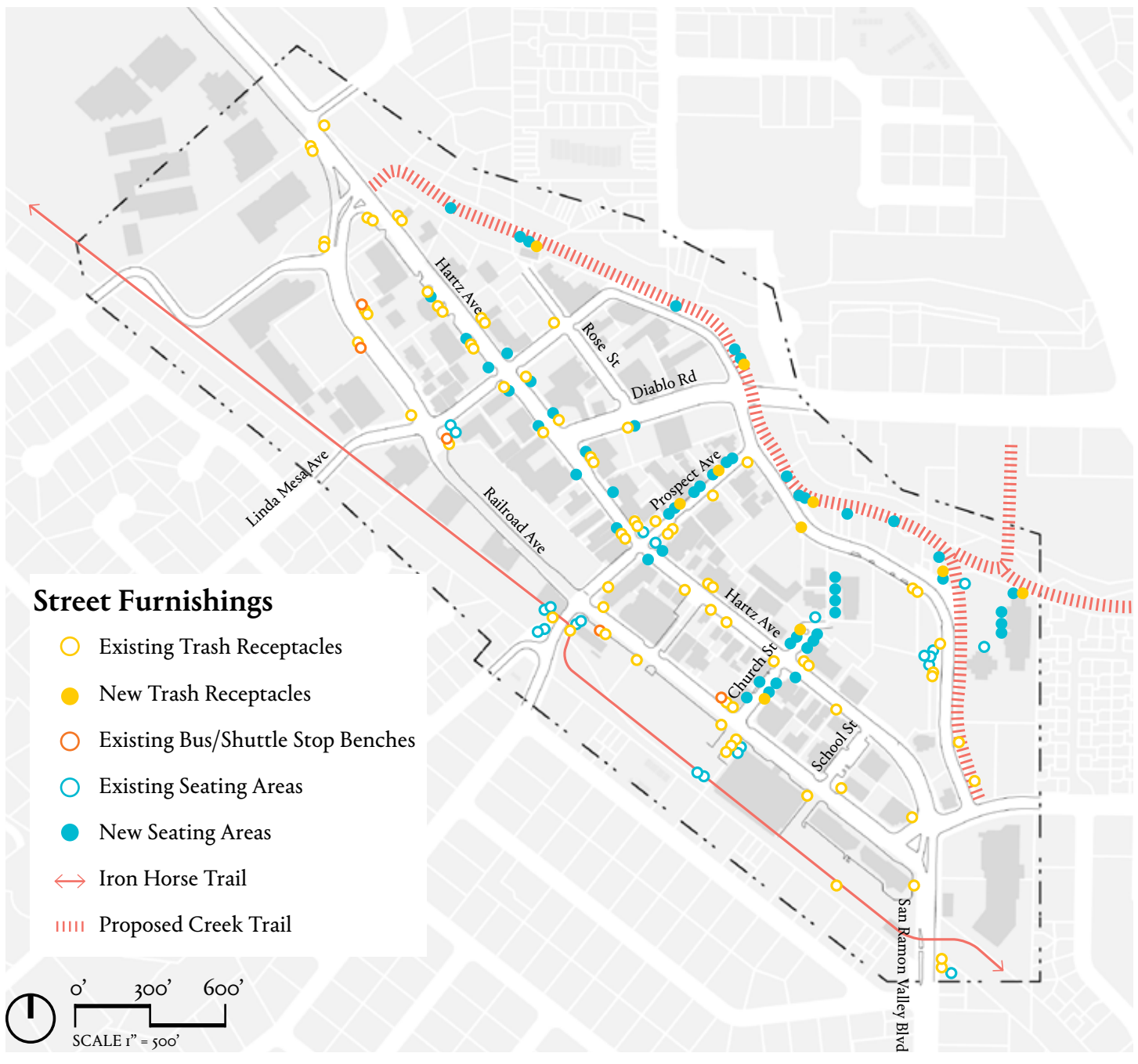




STREET FURNISHINGS

Street furnishings encourage users to stay longer and explore Danville's unique offerings. A street furnishings palette has been selected to provide a refined and sophisticated palette that compliments Danville's character. The selection includes a standard palette and encourages specialty furnishings to be chosen per project to be used at more prominent or specific locations. The standard street furnishings palette includes a bench and trash receptacle.

Specialty furnishings may focus on sculptural bench options that can provide custom seating configurations, playful arrangements and visual interest to encourage users of all ages to interact with Danville's streetscapes in new ways. Standard furnishings should be used along typical sidewalk conditions or where more prominent furnishings are not needed. Specialty furnishings should be used at prominent locations where there is more gathering space which may include intersections, plazas, or curb extensions.



FURNISHINGS PALETTE

Conceptual bench design to reflect a classic Old Towne aesthetic. Bench selection to occur during final design phase and would incorporate durable and high performance wood-like material if possible

Standard Bench



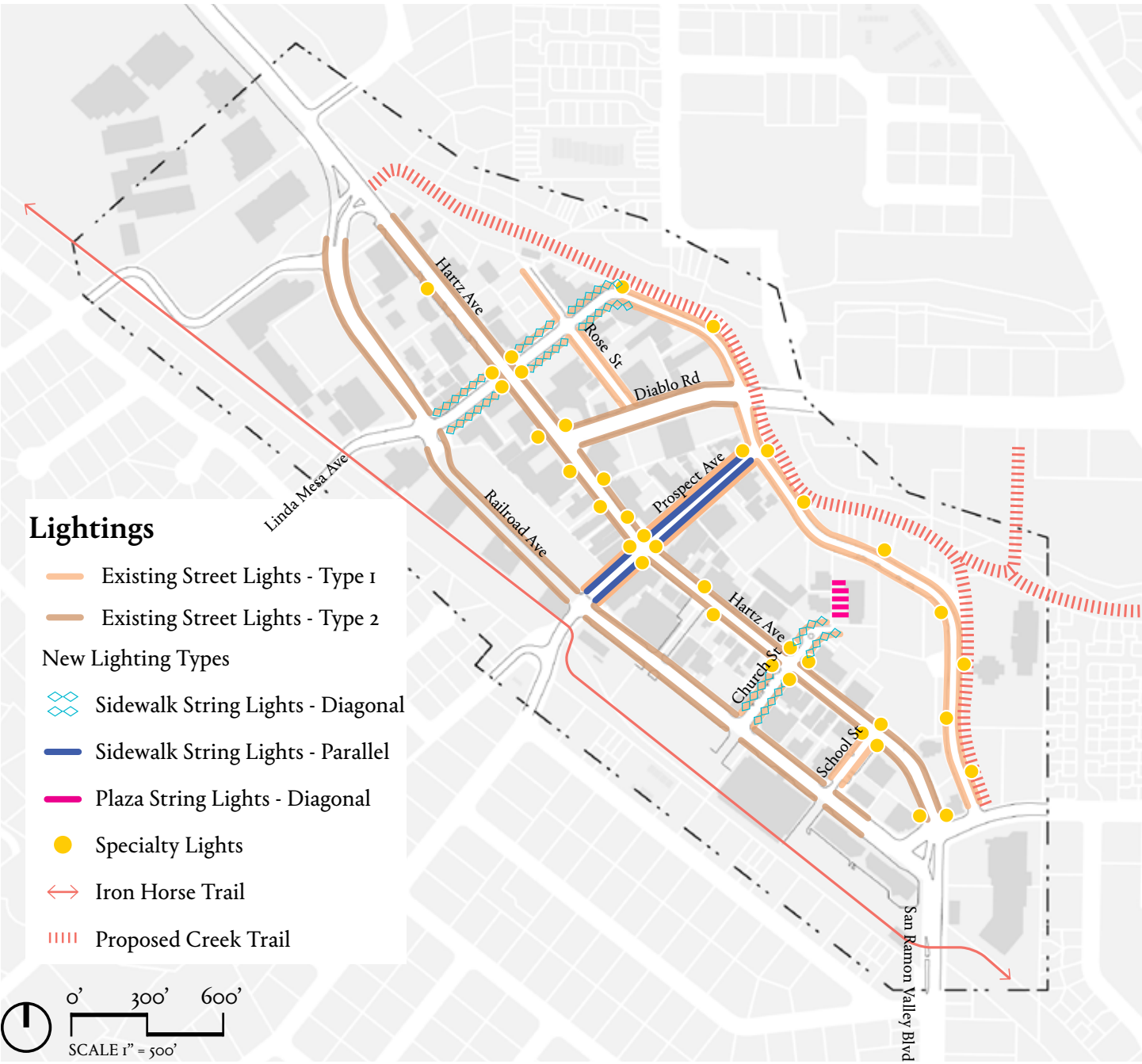
Standard Waste Receptacle



PEDESTRIAN LIGHTING

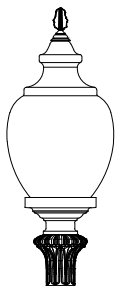
Pedestrian lighting provides streetscape ambiance and compliments street lights geared towards vehicular areas. Pedestrian lighting creates a welcoming atmosphere, a unique environment and can increase the safety of the streetscape. Two typologies of pedestrian lighting will define the Old Town District. String lights will run parallel along the sidewalks of east-west streets including Linda Mesa Avenue, Prospect Avenue and Church Street as well

as criss-cross over a new pedestrian plaza by the Theatre. Specialty lighting will be located at key nodes along Hartz Avenue and Front Street to highlight intersections or key pedestrian connections.

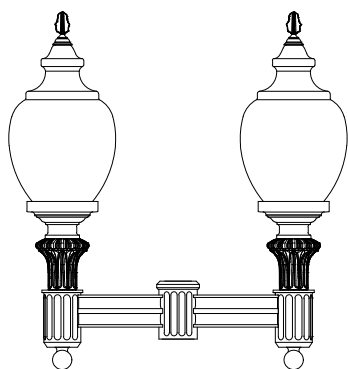


EXISTING STREET LIGHTS

Type 1



Type 2



Luminaire Options:

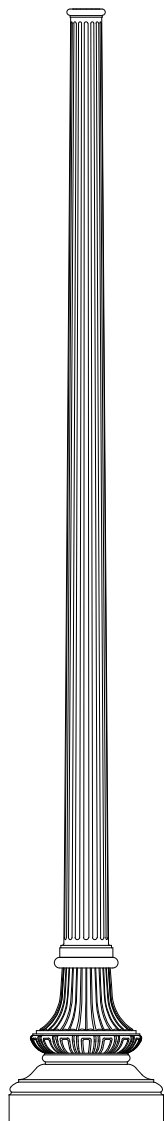
- Single & Double Globe
- See Standard Plans for Street Light Detail

Type 1:

- Linda Mesa Ave, Rose St, Church St, School St, Front St, Prospect Ave

Type 2:

- Hartz Ave, Railroad Ave, Diablo Rd



SIDEWALK STRING LIGHTING - DIAGONAL



SIDEWALK STRING LIGHTING - PARALLEL



PLAZA STRING LIGHTING



SPECIALTY LIGHTING

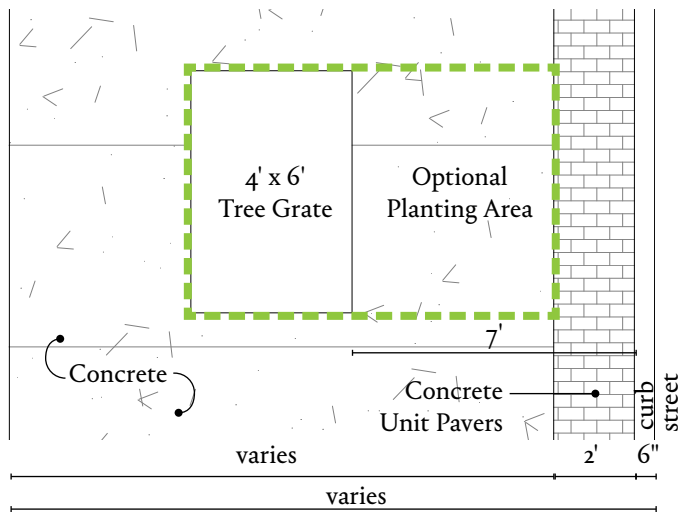


SIDEWALK PAVING

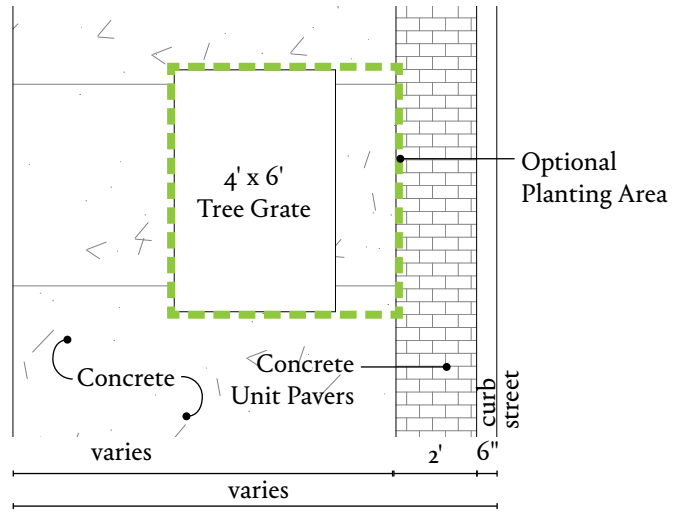
Sidewalk paving varies within the Old Town District. Building upon the existing paving character, revised paving types provide updated materials, tree pit conditions, and accommodate expanded sidewalk areas. Each type generally includes a paved parking strip, concrete sidewalk and tree grates within enlarged tree pits.



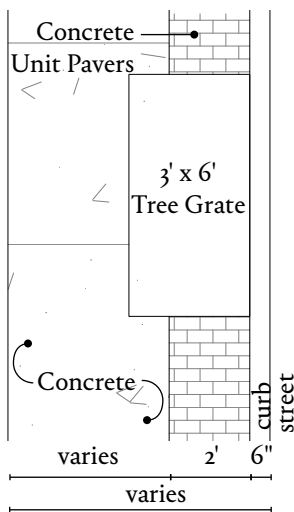
TYPE 1 - CENTRAL HARTZ AVENUE



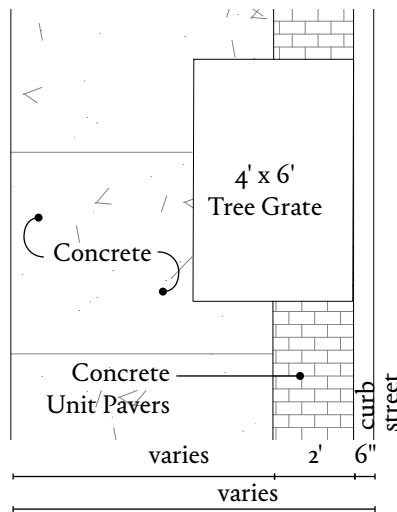
TYPE 2



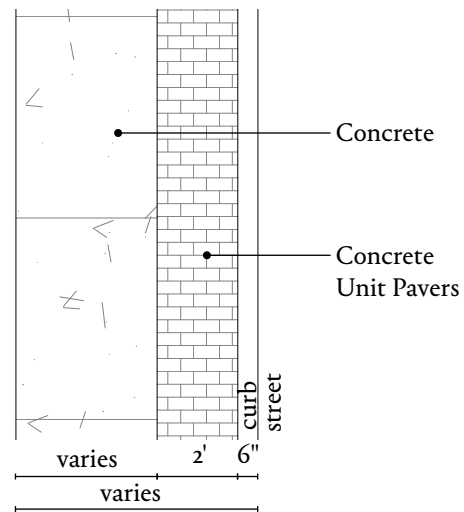
TYPE 3



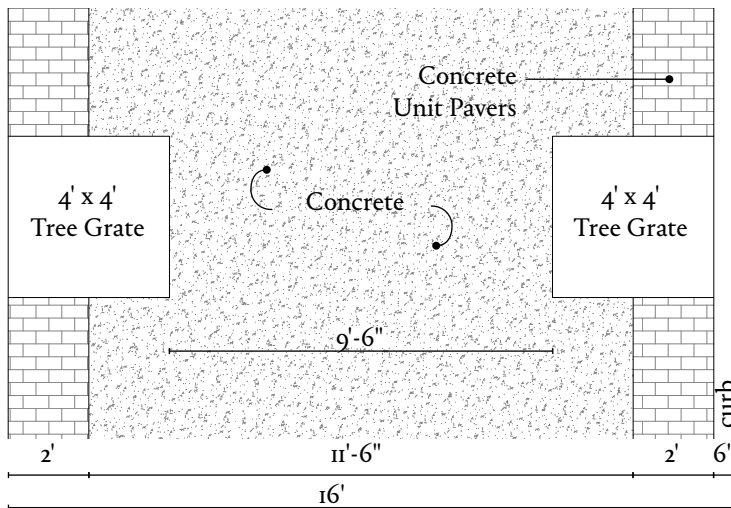
TYPE 4



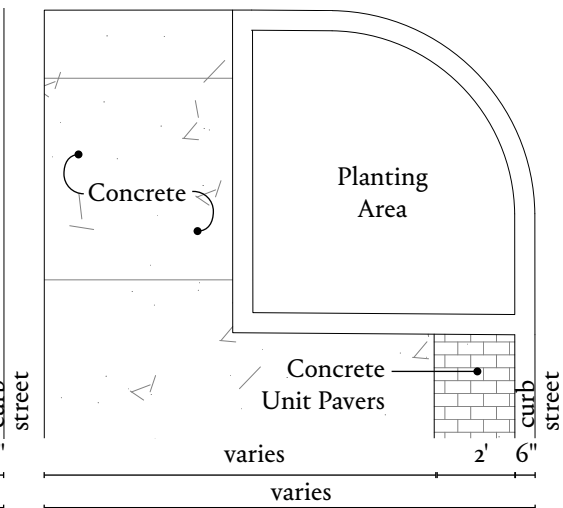
TYPE 5



TYPE 6 - CHURCH PLAZA

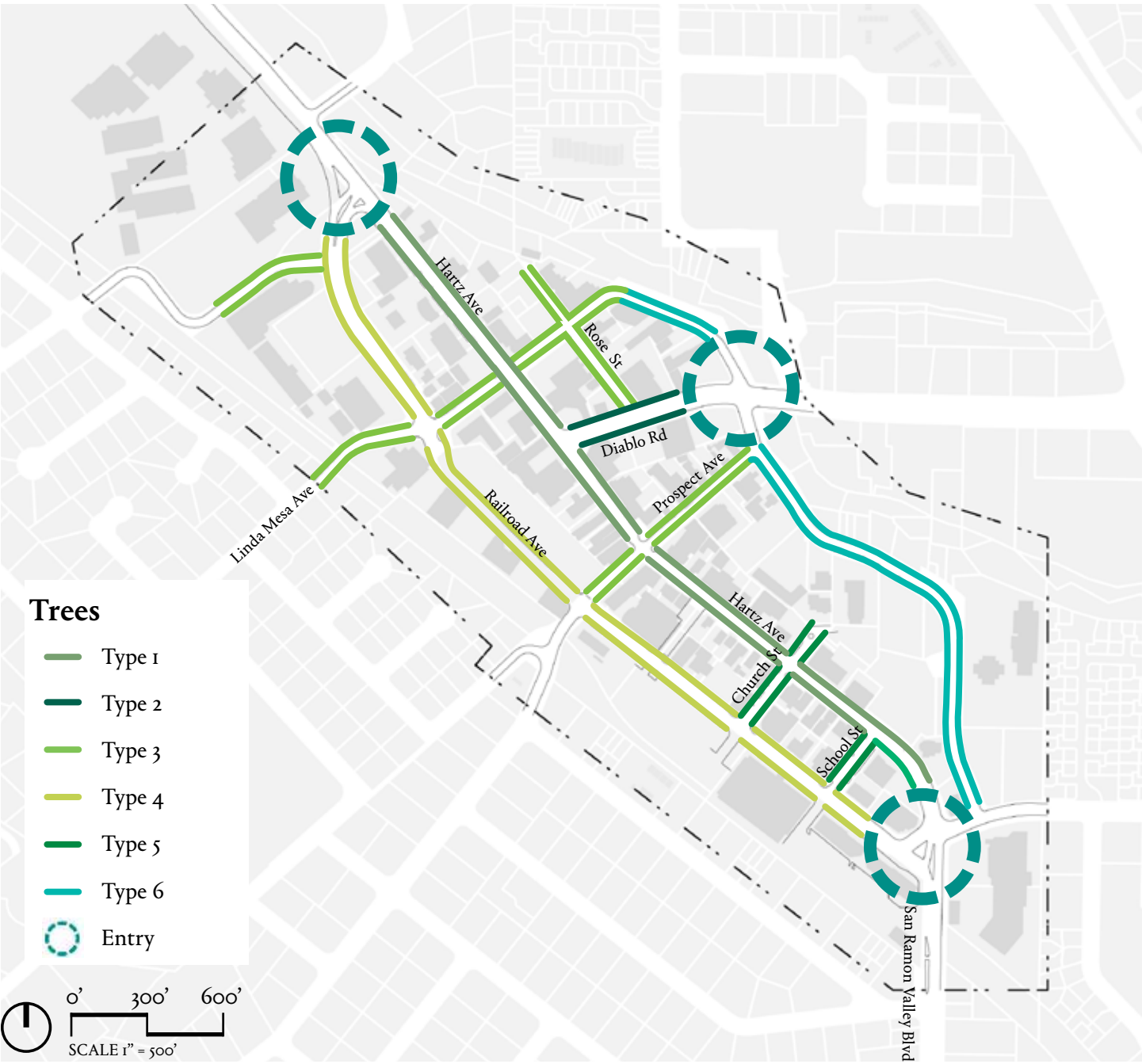


TYPE 7



STREET TREES

Street trees provide a distinctive character in the Old Town District. They provide shade and contribute to the overall ambiance. The following street tree palette builds upon existing trees found in the Old Town District. This palette provides revised tree species that continue the character of the existing tree canopy, updates species according to common availability, and selects species that are resistant to prevalent natural diseases.



STREET TREE PALETTE

TYPE 1 - Hartz Avenue

Characteristics:

- Deciduous
- Large, Round-Headed
- Yellow/Red Fall Color

Tree Types:

- *Platanus acerifolia* 'Columbia' (London Plane Tree)
- *Pistacia chinensis* (Chinese Pistache)
- *Lagerstroemia indica* or *Lagerstroemia x fauriei* 'Tuscarora' (Crape Myrtle)

TYPE 2 - Diablo Road

Characteristics:

- Deciduous
- Large, Round-Headed
- Yellow Fall Color

Tree Types:

- *Platanus acerifolia* 'Columbia' (London Plane Tree)

TYPE 3 - Rose Street, Linda Mesa Avenue, Prospect Avenue

Characteristics:

- Deciduous
- Large, Round-Headed
- Red Fall Color

Tree Types:

- *Pistacia chinensis* (Chinese Pistache)

TYPE 4 - Railroad Avenue

Characteristics:

- Deciduous
- Large, Round-Headed

Tree Types:

- *Quercus rubra* (Red Oak)
- *Quercus palustris* (Pin Oak)

TYPE 5 - Church Street and School Street

Characteristics:

- Deciduous
- Medium-Sized, Irregular
- Yellow Fall Color

Tree Types:

- *Ginkgo biloba* 'Fairmount' (Ginkgo, Male Cultivar)
- *Platanus acerifolia* 'Columbia' (London Plane Tree)

TYPE 6 - Front Street

Characteristics:

- Deciduous
- Large, Round-Headed
- Riparian

Tree Types:

- *Platanus racemosa* (Western Sycamore)
- *Alnus cordata* (Italian Alder)
- *Quercus lobata* (Valley Oak)

ENTRY - North, South, Diablo

Characteristics:

- Specimen Oaks as a Focal Point with accent trees

Tree Types:

- *Quercus lobata* (Valley Oak)
- *Quercus virginiana* (Southern Live Oak)
- *Lagerstroemia indica* or *Lagerstroemia x fauriei* 'Tuscarora' (Crape Myrtle)

The background of the page is a photograph of a dense forest with many trees and green foliage. A solid green rectangular overlay covers the upper portion of the image, serving as a background for the title.

Appendices

Downtown Focused Programs, Plans and Studies

The DMP builds upon the foundation of the original plan while being respectful of the variety of other guiding documents that have been created in the past decade.

These documents focus on various initiatives from parking, circulation, wayfinding, park, arts, cultural enrichment, economic vitality, housing, community planning, etc., and all proceeded with stand-alone public hearing processes, stakeholder engagement, and curated goals, policies, and initiatives, many of which apply specifically to downtown Danville.

Programs, Plans and Studies:

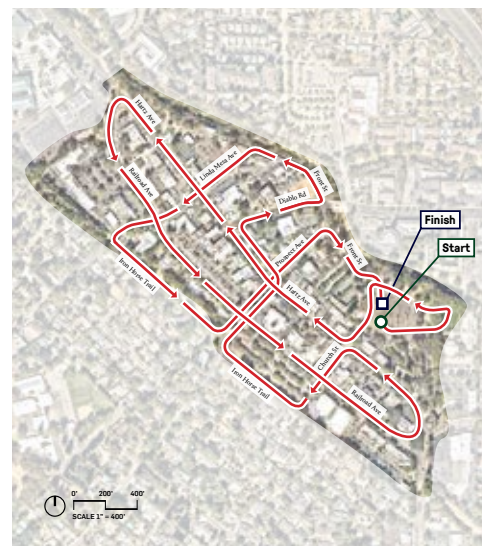
- General Plan (2030)
- Danville Age Friendly Road Map (2022)
- Bicycle Master Plan (2021)
- Town Green & Arts District Concept Master Plan (2019)
- Danville Parks, Recreation, and Arts Strategic Plan (2017)
- 2016-2021 Comprehensive Economic Development Plan (2016)
- 2016 Downtown Parking Utilization Assessment (2016)
- Branding and Marketing Campaign (2017)
- Parking In Lieu Fee Nexus Study (2017)
- Zoning Update for Downtown Core (2017)
- Feasibility Analysis for North Hartz Area (2017)



Public Outreach Summary

OUTREACH AVENUES

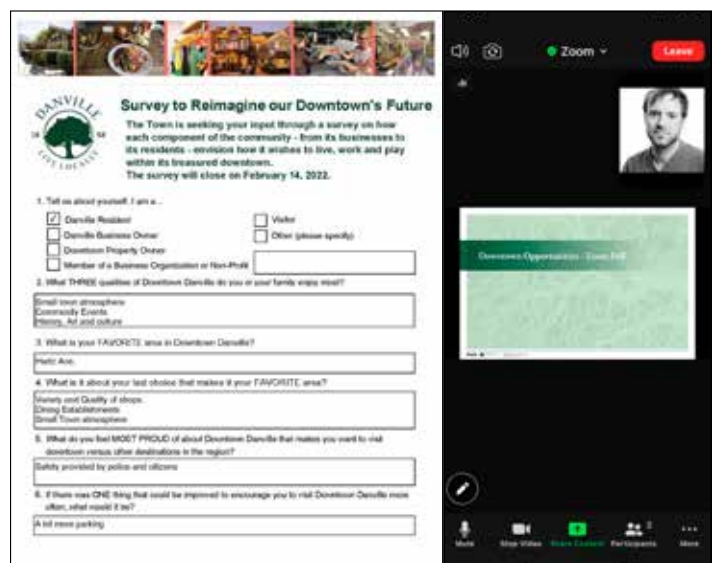
- **Project Website**
 - 5,300 + visitors
 - 3,198 engaged or informed
- **Community Survey**
 - January 8th - February 14th
 - 1,473 responses
- **Community Pop-ups**
 - Month of January
- **Stakeholder Interviews**
 - January 31st & February 1st
 - 32 Participants
 - Business Owners, Property Owners, Management Companies, Chamber of Commerce
- **Council / Commission Site Walk**
 - December - January
 - 25 Responses



HISTORIC DOWNTOWN DANVILLE
Walking Tour Exercise

- 1 Walk through Historic Downtown Danville at your own pace, and observe your surroundings
- 2 Identify and photograph 5 good physical spaces or elements within the public realm
- 3 Identify and photograph 5 opportunities for improvement of the public realm
- 4 Email your photos along with a brief description of the location and elements depicted to DMP@davillville.ca.gov no later than January 24th

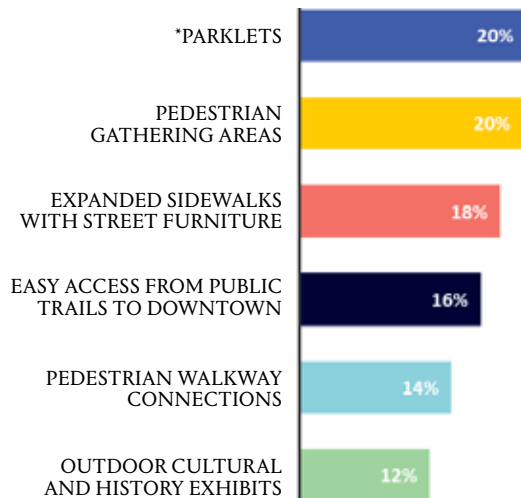
Note: The suggested walking route is 2.7 miles long, and will take approximately an hour to complete. Feel free to choose a shorter route, or complete the tour in segments.



- Appreciation for Danville's **small-town character, walkability** and diverse **local businesses**
- Desire to **preserve street parking** vs desire to **expand parklet program**
- Concerns related to **traffic congestion** and **pedestrian safety**
- Add **more gathering space** and expand on existing
- Concern about **parklet appearance**
- Permanent or temporary **street closure** for pedestrian programs
- Respondents' **favorite area is Hartz Ave**, with its many shops and restaurants
- Respondents' second most favorite area is the **Town Green and Library**

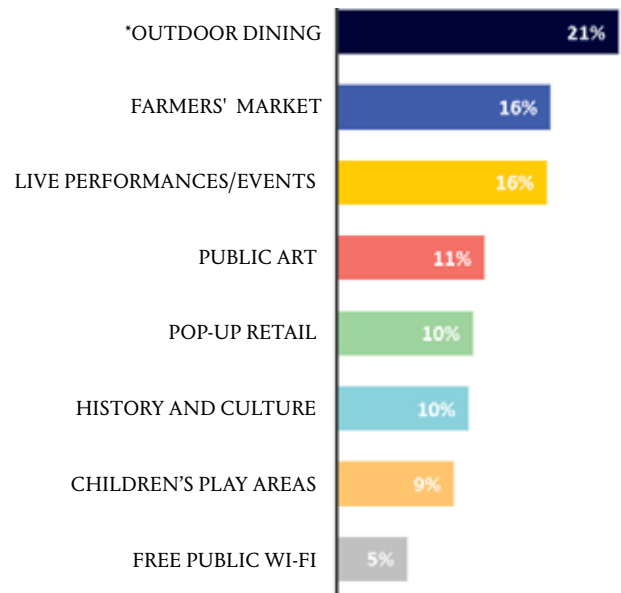
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Most Preferred Types of Public Spaces



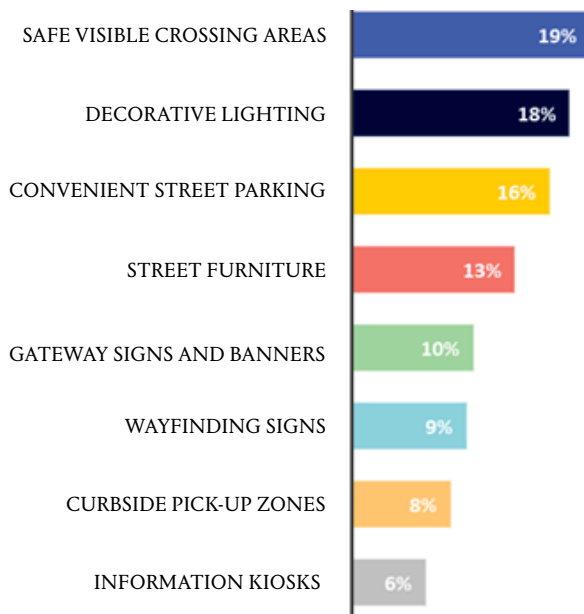
*CONDITIONAL SUPPORT AND STRONG OPINIONS ABOUT APPEARANCE

Most Preferred Outdoor Programs



*ALL-ACCESS

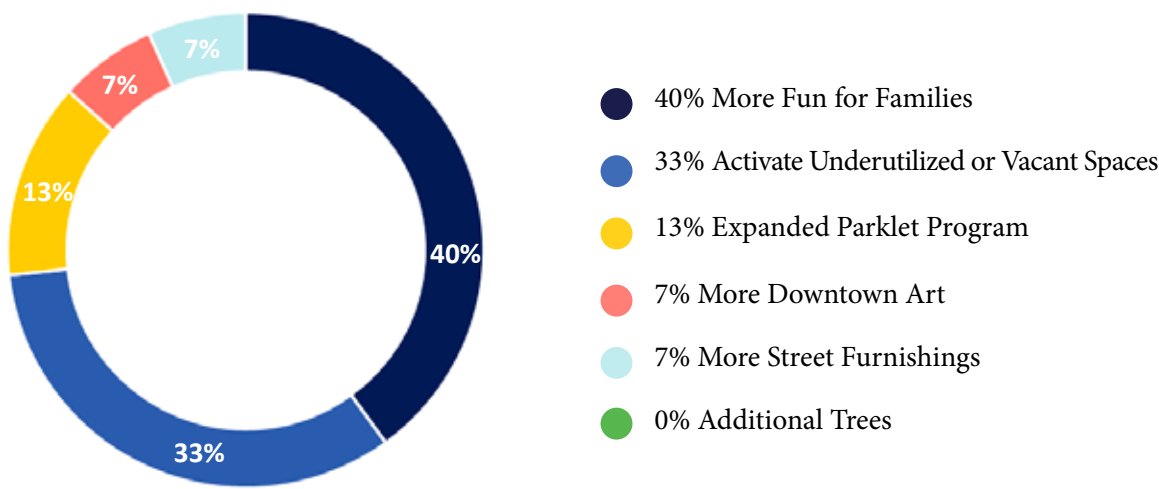
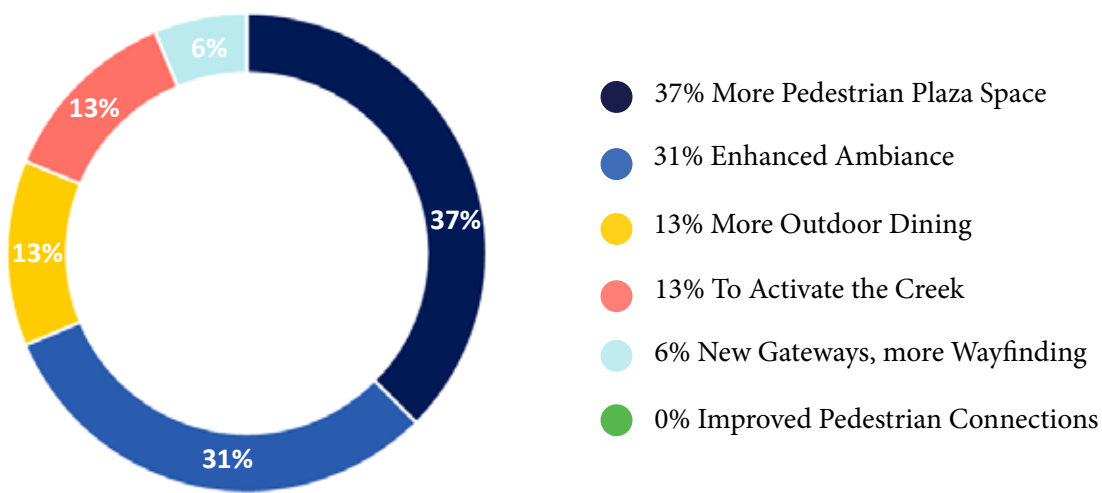
Most Preferred Street Elements



STAKEHOLDER INTERVIEWS

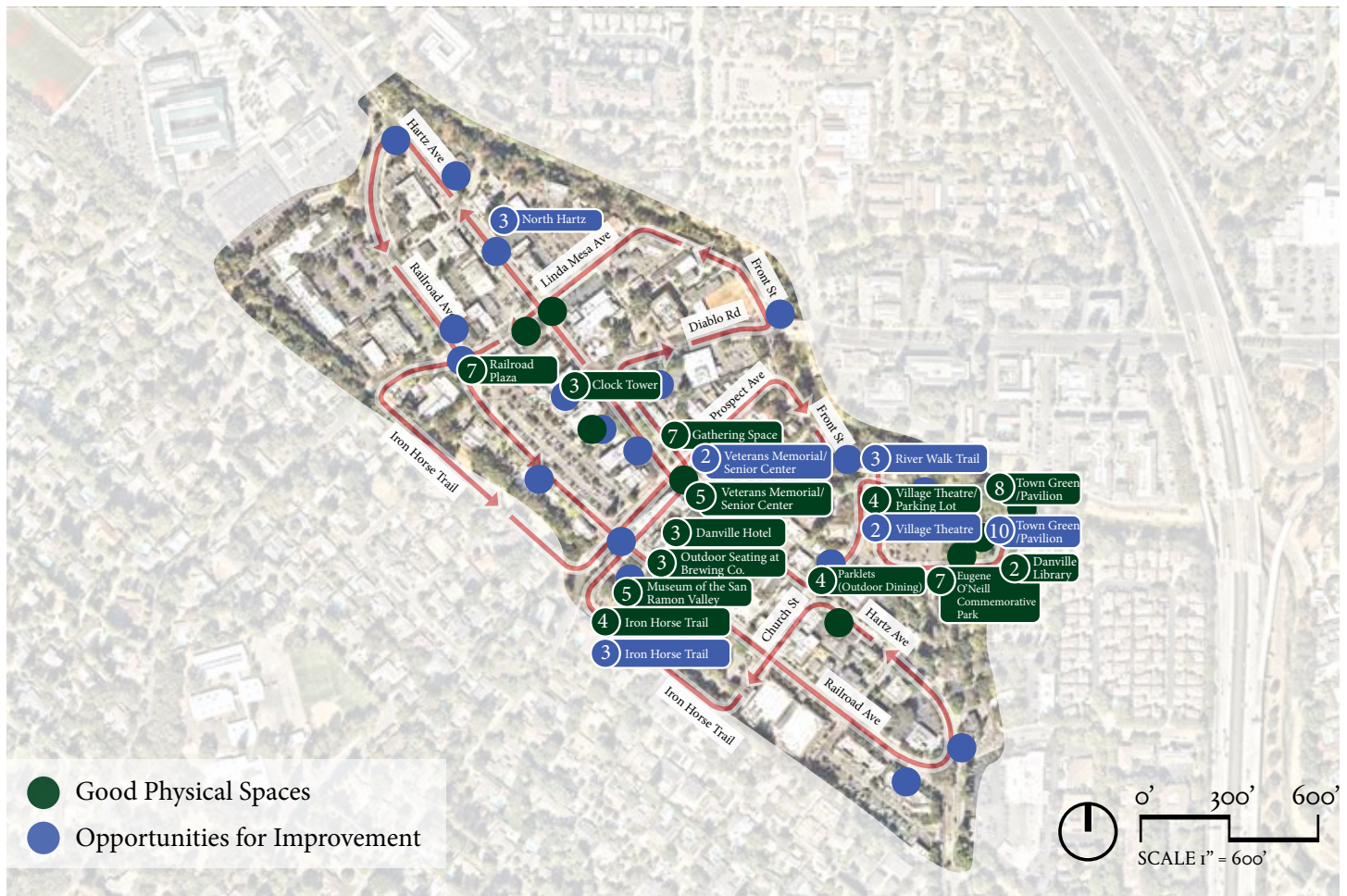
- **Parklets** seen as successful but of inconsistent aesthetic quality
 - **Safety concerns** with vehicular traffic, parklets and pedestrians mixing
 - **Enhanced lighting** a high priority
 - Desire for better retail **wayfinding**
- Extend **character** and **connectivity** of the Historic Downtown to the broader Downtown
 - Consider a central **pedestrian plaza**
 - Create more **programming for families**
 - **Activate the Town Green** more and strengthen its connection to Downtown

What Does Danville Need Most?



COUNCIL/COMMISSION FEEDBACK

- **Activate Town Green** with more programs
- Create extended **creek trail** connecting to Town Green, Art's District and Downtown
- **Enhance Iron Horse Trail** to provide better amenities and signage
- More and **better amenities** (seating, waste bins, drinking fountains, vehicular charging)
- Increase public **gathering space**
- If **parklets** remain, develop **design guidelines** to create a unified look and feel
- Preserve historic and cultural **heritage buildings**



PLACEMAKING WORKSHOP TAKEAWAYS

- Permanently widen sidewalk on Hartz
- Church Street Plaza should be considered as permanent
- Town Green is a gem that deserves more attention - improving creek can improve access to this space
- New welcome signage/monumentation - strengthen entries
- Additional gathering space at museum
- Re-envision North Hartz
- Decorative lighting
- Enhance key intersections
- Add more directional signage

