

EAST CORRIDOR

PRESENTATION

My Trip from Candlestick Park (One reason why corridor development is so important)

“Our Specific Needs for Exiting the Expressway”

- Gas
- Food
- Bathroom Break

My Trip from Candlestick Park (Continued)

Conscious Decisions (What we needed to see at an intersection)

Business Friendly

In order for us to exit, the area needed to :

- Offer a variety of well-maintained businesses that matched our needs.
- Provide easy access and parking to businesses.
- Be welcoming and have a sense of arrival.

My Trip from Candlestick Park (Continued)

Conscious Decisions (What we needed to see at an intersection)

Safe

In order for us to exit, the area needed to :

- Have appropriate lighting (we were traveling at night).
- Have a sense of community:
 - People.
 - Well maintained – Sidewalks, Landscaping, Roads.

My Trip from Candlestick Park (Continued)

Unexpected Impact

Created A Memory

- Left area impressed with our experience. Surprised how comfortable we felt in a community new to us.
- Would have stayed longer if we would have had time.
- Would stop there again.

Follow Through

- The entire area appeared to be business friendly and safe not just small sections of the area.

East Corridor - Advantages

- Once the freeway has been expanded, the East Corridor will be the first exit, when traveling northbound, to offer a variety of businesses more likely to compel a motorist to exit the freeway - have a chance for a first impression.
- Intersection has been upgraded at the exit point (Started the process of creating a sense of arrival).
- Variety of business options located near the freeway exit.
- When traveling northbound there is a better view of the East corridor intersection.
- Once the freeway expansion has been completed, it is estimated that there will be an additional 10K to 15K vehicles passing by the intersection.

East Corridor – Opportunities for Improvement

- When traveling southbound, nothing is visible at the East Corridor intersection until after passing the exit because of the tall sound wall barrier.
- Not all sections of the corridor are safe for pedestrian travel.
- Beyond the exit points, the area lacks a strong sense of arrival and identity.
- Some businesses have either closed, look dated or need to upgrade their curb appeal.

East Corridor – Recommendations

It is essential to upgrade the area because of:

- Increase in motorists.
- The first business exit after entering the freeway at Highway 50.
- No view traveling southbound.
- The view traveling northbound – Motorists have a better view of the east business community long before the passing the exit decision point.

Because of all the reasons state above, the corridor needs to establish an identity, such as a railroad theme to highlight the V&T, and a feeling of community to such a degree that it compels motorists to exit and explore the business opportunities in the area.

East Corridor – Recommendations (Continued)

Business Friendly

- The East Corridor is lacking a “sense of arrival” in its appearance. We need to upgrade the area so that the visual impact produces a memory for our guests. The belief is that a sense of arrival will drive guest trips to the corridor and the memory will create loyalty and drive additional business activity.
- There was no objection to the sales tax increase as long as there is a commitment by the City to fully develop the corridor area. Also, it is critical to develop a partnership and to get buy-in from the other business leaders in the corridor to improve and/or upgrade their own building presentations such as landscaping and/or facades. The feeling is that without business commitment to improve their areas by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.

East Corridor – Recommendations (Continued)

Safe

- Not all areas are safe for pedestrian traffic. There are no sidewalks in some areas when walking in the community.
- Support the idea of creating more amenities, such as sidewalks, landscaping and more bicycle lanes in order to encourage pedestrian traffic in the area.
- More lighting and creative signage to direct and inform pedestrian and motor traffic.

Communication, Marketing

- Once the area has been upgraded, it is essential that there is visible signage informing guests about the business experience. The signage is especially important for guests traveling southbound on I-580 because of the tall sound wall that blocks the view of the corridor until motorists pass the decision point for exiting the freeway.

East Corridor

QUESTIONS