



TULARE

Downtown Master Plan Update

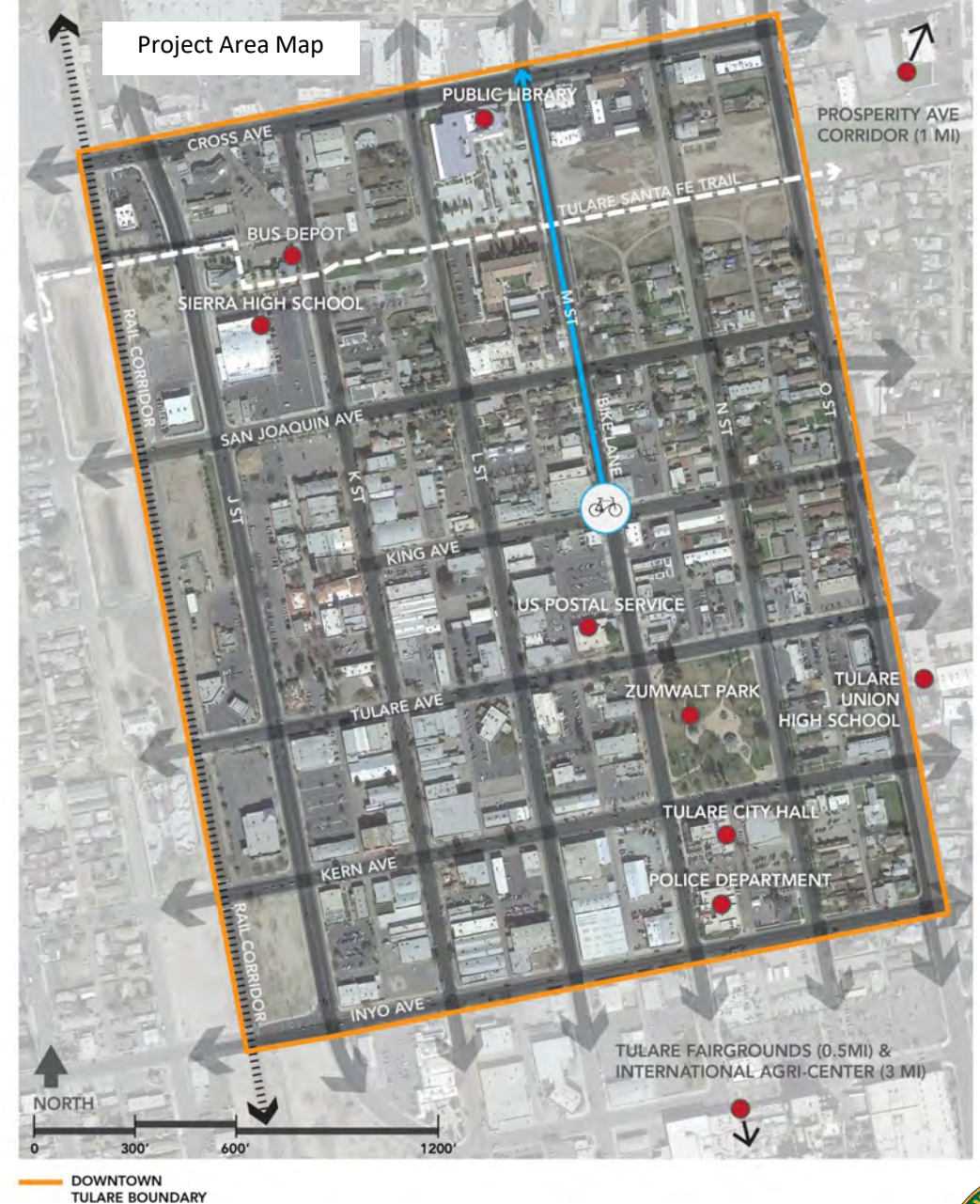


April 16, 2024



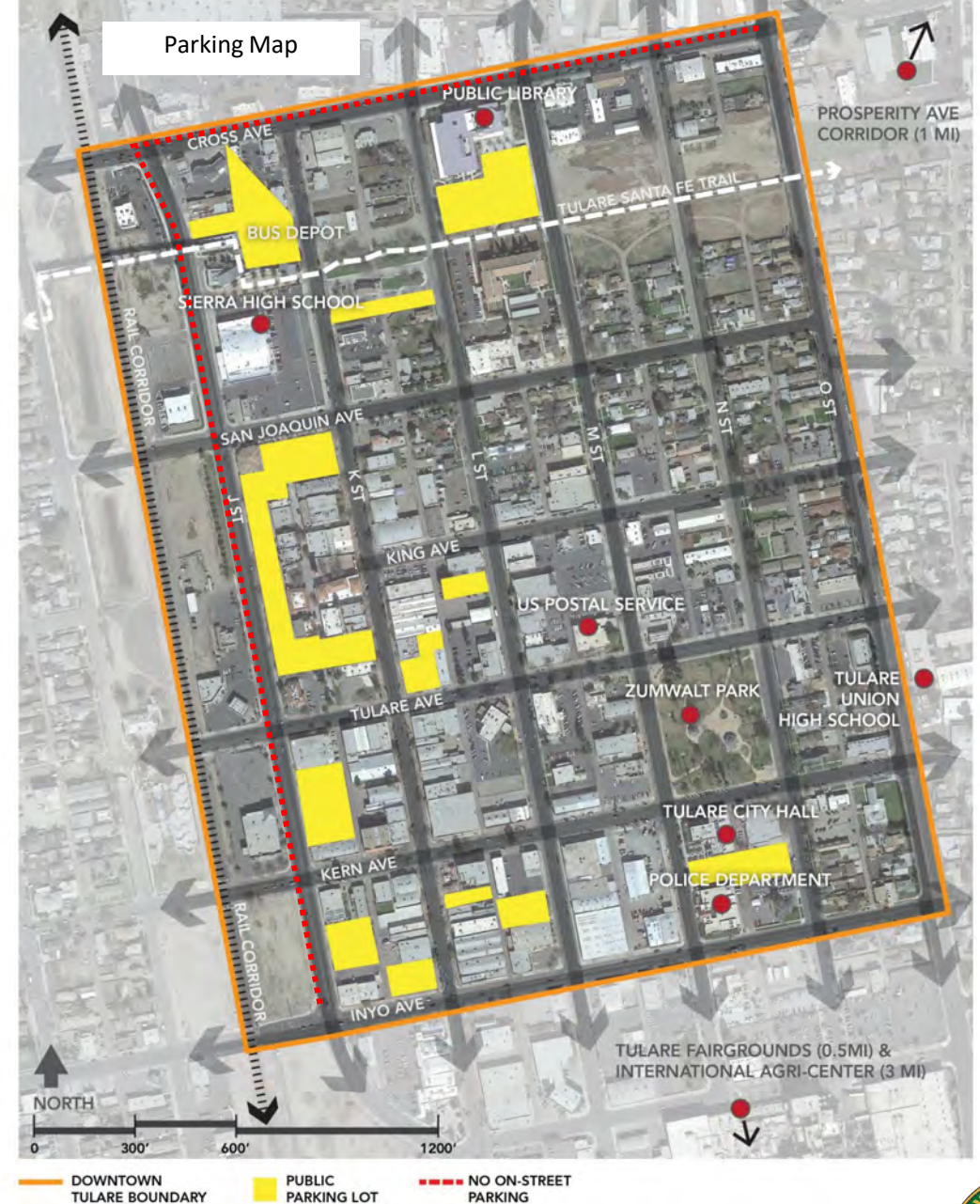
Project Area

- Civic facilities include Tulare City Hall, Tulare Police Department, Tulare Public Library, and the US Postal Service office
- Zumwalt Park and the Santa Fe Trail
- Several schools
- Commercial uses including retail, professional services, and offices
- Bicycle facilities on M Street leading north of downtown Tulare and access to transit from the Tulare Transit Center
- Multi-family and single-family housing



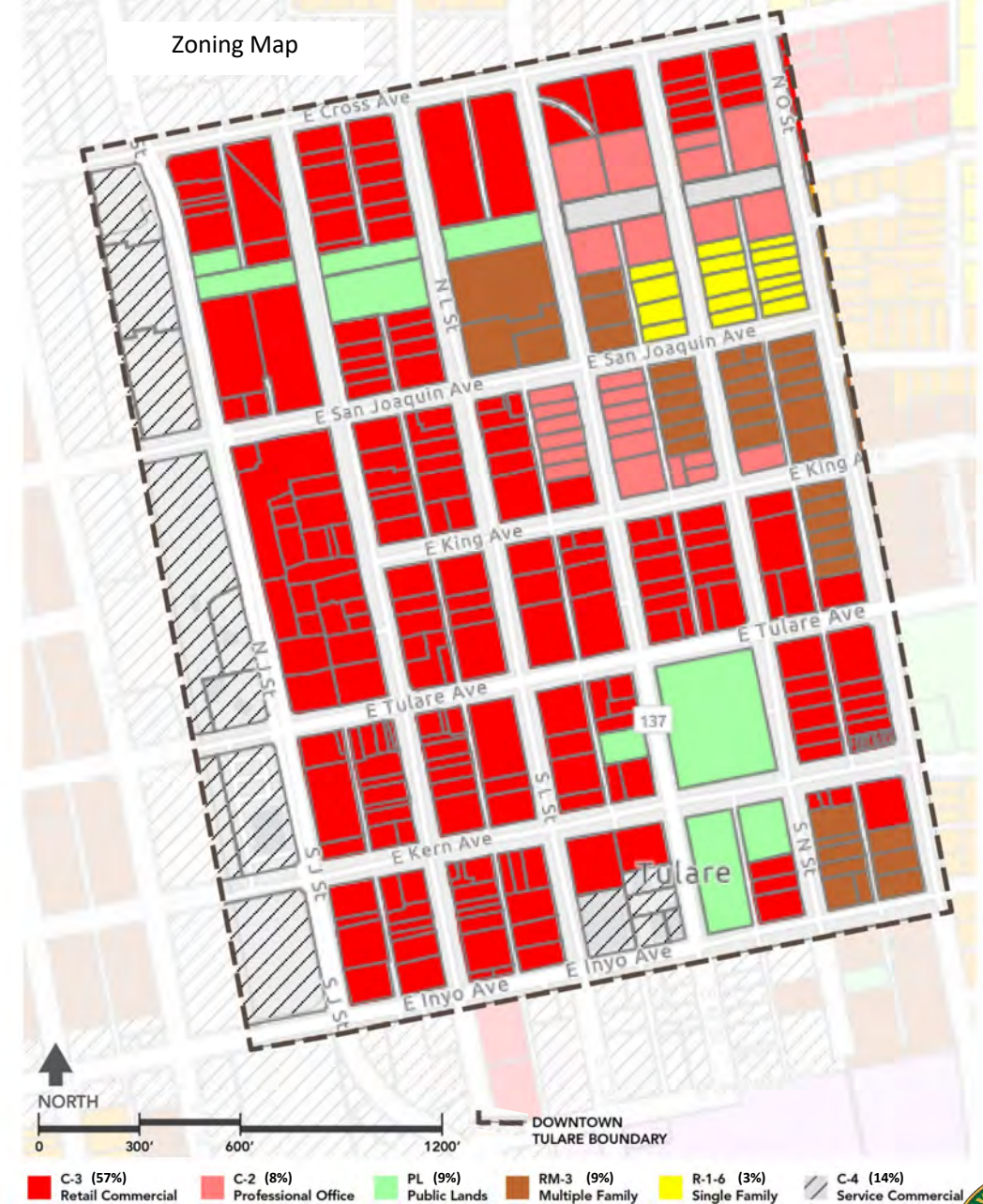
Parking

- Total of 3,828 parking spaces in the downtown
 - **Off-street** public: 605 parking spaces
 - On-street public: 1,130 parking spaces
 - **Off-street** private: 2,093 parking spaces
- Most on-street parking is parallel parking other than Kern Avenue and K Street (diagonal parking)
- Parking in the downtown has not changed significantly since 2010
- While there is no current need for additional parking in the downtown, revitalization efforts may warrant the need for additional surface or structured parking



Land Use and Zoning

- **Land Uses:** Downtown Tulare includes approximately 958,000 square feet of services, retail, and office commercial uses and approximately 140,000 square feet of institutional uses
- **Zoning:** Current zoning in downtown Tulare is shown at right. The City is currently undertaking a zoning code update, this plan does not propose any zoning amendments.



Economic Analysis

1. The City's economic concentration differs from Tulare County
2. Downtown faces a weak real estate market
3. Downtown affordability is both an opportunity and a challenge



Potential redevelopment site in downtown Tulare



Flying Taco small business in downtown Tulare

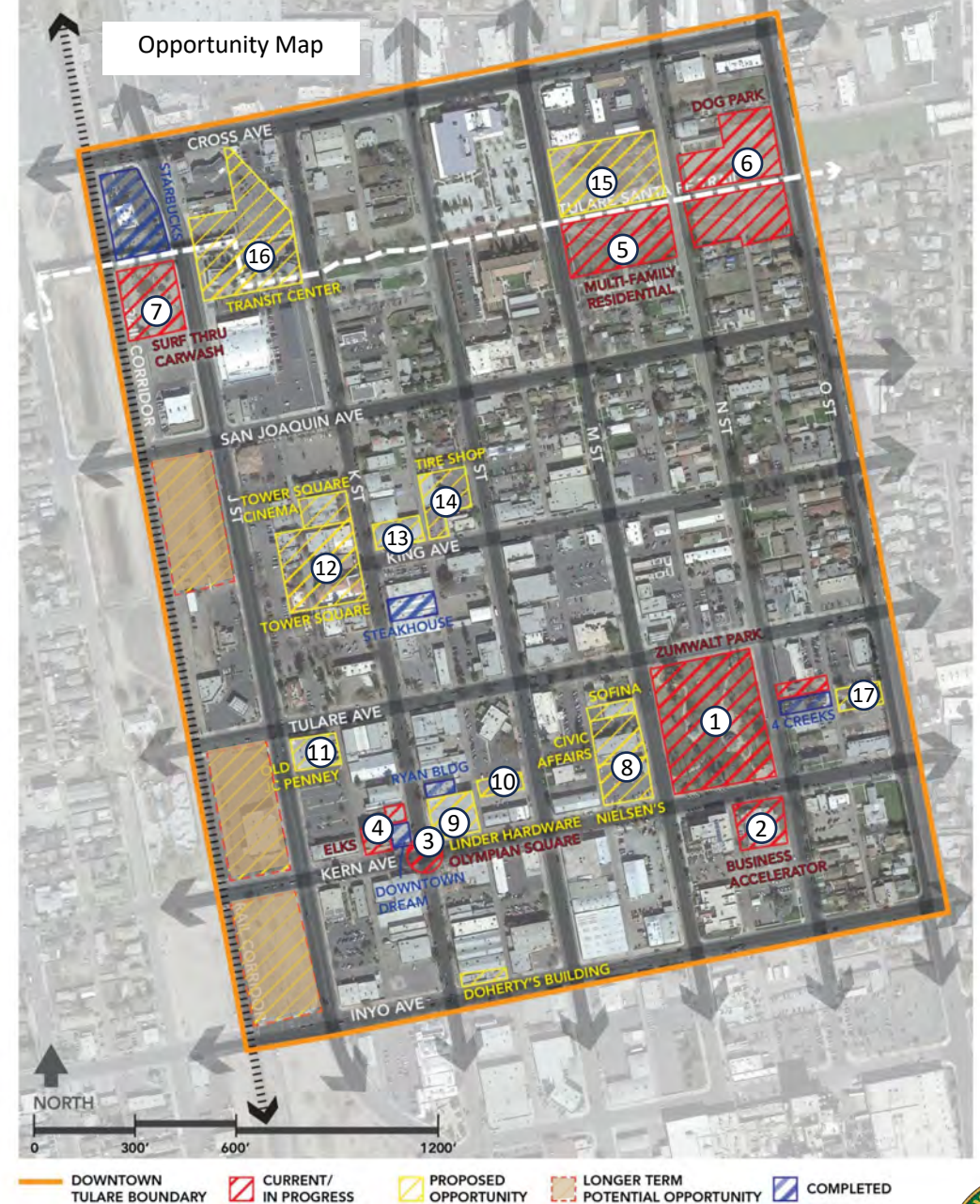
Opportunity Sites

Current/In Progress

1. Zumwalt Park
2. Business Accelerator
3. Olympian Square
4. Elks Building
5. Multifamily Residential
6. Dog Park
7. Surf Thru Carwash

Proposed

8. Nielsen's Restaurant
9. Linder Building Community Center Project
10. L St Vacant Lot
11. Old JC Penney
12. Tower Square and Old Theater
13. K St and King Ave Site
14. Tire Shop on L St
15. Vacant Lot on Santa Fe Trail
16. Transit Center
17. Vacant Lot on O St



Opportunities

- The historic downtown is largely intact with great neighborhoods surrounding downtown
- There are motivated local private investors
- Several downtown transformational projects are currently underway
- The upcoming zoning code updates and the formation of the Special Benefit Property Assessment District
- Cheaper office and retail rents offer an opportunity to attract new businesses, especially small and local businesses

Walking Tour Opportunities Map



Constraints

- Streetscape improvements on Highway 137 may be limited or difficult to implement due to Caltrans control of the right-of-way
- There is limited housing in the downtown area
- There has been limited recent new development in downtown Tulare
- Shopping centers at Prosperity Avenue and Highway 99 have competed with downtown
- Lighting of downtown sidewalks is not consistent



Goals & Objectives

- Craft a detailed strategic vision
- Guide and support downtown redevelopment and revitalization
- Provide a foundation for implementation for years to come
- Develop a “living” plan which can evolve over time



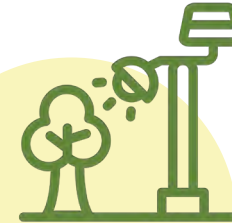
Engagement Takeaways



Support local businesses and residents



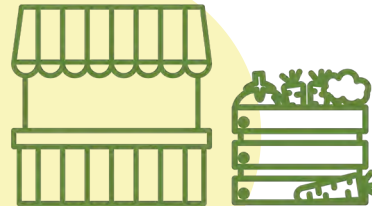
Encourage catalyst redevelopment



Create a cohesive “theme” for the downtown with streetscape, landscape, wayfinding, and branding

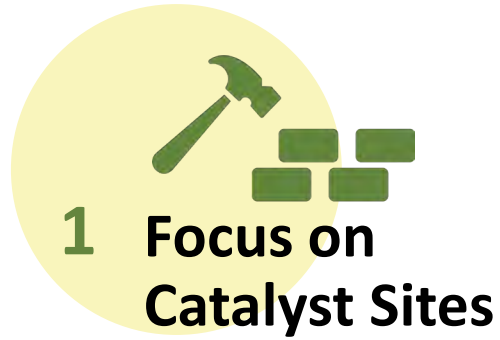


Explore additional community and regional partnerships



Develop a food incubator/food hall with local agricultural connections

Strategies for Revitalization



Strategy 1: Catalyst Sites



- Already several projects underway or recently completed including the EJ Ryan Building, Tap Room and Mixed Use (148 K Street), and the Elks Building
- Catalyst sites are recommended to be targeted for city investment and involvement in redevelopment due to their location and ability to support the revitalization of downtown Tulare



Nielsen's Restaurant



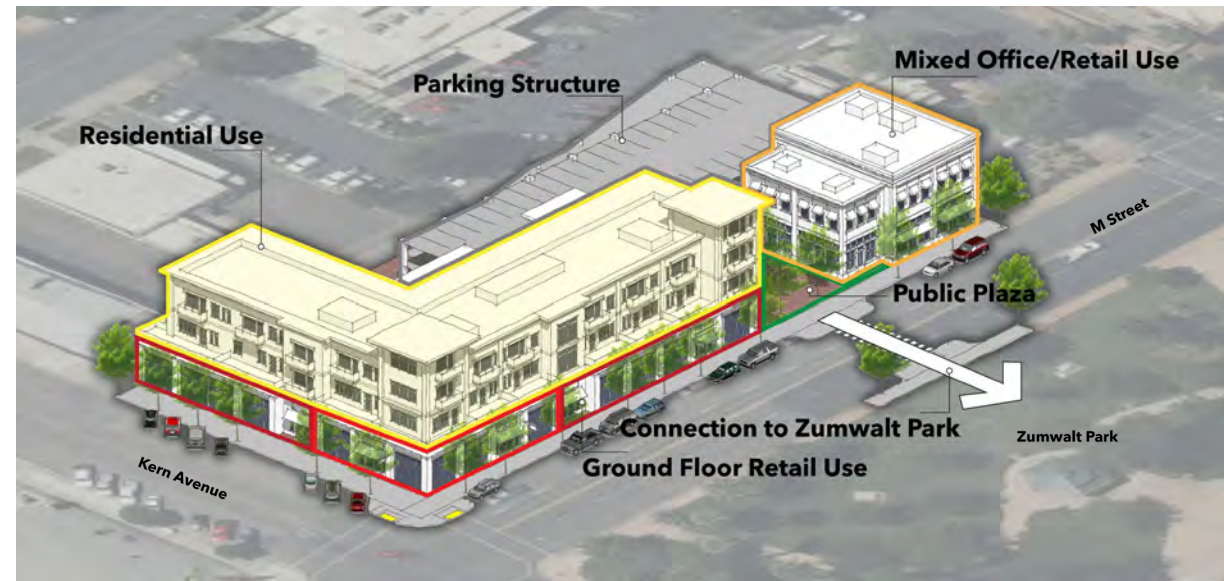
Vacant Lot at 213 K St



Strategy 1: Catalyst Sites – Nielsen’s



- Approximately 1.1 acres and is adjacent to Zumwalt Park and City Hall
- Long-term vision for redevelopment of this site could include housing and office above ground-floor commercial and assumes approx. \$8m funding **gap**
- Interim vision could include surface parking and event specific activation supporting Zumwalt Park and the downtown



Existing condition (above) and proposed long term vision (below) for the Nielsen's site



Strategy 1: Catalyst Sites – Nielsen’s Long Term



Proposed long term vision for the Nielsen's site



Strategy 1: Catalyst Sites – Nielsen’s Interim



Proposed interim vision for the Nielsen's site

Strategy 1: Catalyst Sites – Nielsen’s Site

Inputs	Assumptions	Residential	Office	Retail	Total Concept
Program					
Units or Square Feet		24	14,737	7,692	
Parking Spaces		46	42	35	123
Development Costs					
Construction Costs		\$4,901,175	\$3,868,538	\$2,019,038	\$10,788,750
Per sq. ft.		\$288	\$263	\$263	
Parking Costs	\$35,000 per space	\$1,610,000	\$1,470,000	\$1,225,000	\$4,305,000
Soft Costs	20% of hard costs	\$1,329,635	\$1,095,108	\$676,208	\$3,100,950
Impact Fees	2.5% of hard costs	\$166,204	\$136,888	\$84,526	\$387,619
Financing	3.4% of hard and soft costs	\$223,960	\$184,457	\$113,899	\$522,316
Developer Fee	4.0% of all costs	\$334,719	\$275,680	\$170,227	\$780,625
TOTAL COST		\$8,565,694	\$7,030,670	\$4,288,896	\$19,885,260
Development Value					
Gross Rental Income		\$359,328	\$290,909	\$216,150	\$866,387
Per sq. ft.		\$1.88	\$1.93	\$2.75	
(Minus Vacancy)	5.0% of gross revenue	(\$17,966)	(\$14,545)	(\$14,545)	(\$47,057)
(Minus Operating Expenses)		(\$125,765)	(\$5,818)	(\$5,818)	(\$137,401)
% of Gross Revenue		35.0%	2.0%	2.0%	
Total Annual NOI		\$215,597	\$270,545	\$195,786	\$681,929
Yield on Cost		5.50%	6.00%	6.00%	
CAPITALIZED VALUE		\$3,919,942	\$4,509,090	\$3,263,106	\$11,692,137
FINANCIAL SURPLUS/(GAP)		(\$4,645,752)	(\$2,521,581)	(\$1,025,790)	(\$8,193,123)



Strategy 1: Catalyst Sites – 213 K St



- Old theater site is approximately 12,000 square foot site
- Vacant since 2020
- Building has already been demolished
- Could include a permanent location for a food market with assumed approx. \$1.2m funding **gap**
- Direct connection to the agricultural community of Tulare



Existing conditions at 213 K Street



San Luis Obispo Public Market (example)



Glendora Public Market (example)

Strategy 1: Catalyst Sites – 213 K St



Potential food hall/market concept at the 213 K Street site (old theater)

Strategy 1: Catalyst Sites – 213 K Street

Inputs	<i>Assumptions</i>	Food Hall
<u>Program</u>		
Units or Square Feet		10,000
Parking Spaces Required		64
<u>Development Costs</u>		
Construction Costs	\$225 per gross bldg. sq. ft.	\$2,250,000
Tenant Improvement Costs	\$25 per rentable sq. ft.	\$208,750
Soft Costs	20% of hard costs	\$511,750
Impact Fees	3.5% of hard costs	\$89,556
Financing	3.4% of hard and soft costs	\$86,902
Developer Fee	4.0% of all costs	\$129,878
TOTAL COST		\$3,276,836
<u>Development Value</u>		
Gross Rental Income	\$1.50 per rentable sq. ft.	\$150,300
(Minus Vacancy)	5.0% of gross revenue	(\$7,515)
(Minus Operating Expenses)	10.0% of gross revenue	(\$15,030)
Total Annual NOI		\$127,755
Yield on Cost		6.25%
CAPITALIZED VALUE		\$2,044,080
FINANCIAL SURPLUS/(GAP)		(\$1,232,756)



Strategy 1: Catalyst Sites – Housing



- Currently vacant lots between M Street and O Street on the south side of the Santa Fe Trail
- Could include up to 44 units of housing with tuck-under parking, landscape, open space and modeled on recent project on M Street and San Joaquin Avenue
- Approximate \$250k funding **surplus**



Potential long-term development



Recent housing development in downtown Tulare



Strategy 1: Catalyst Sites – Housing



Potential long-term vision for Santa Fe Trail housing

Strategy 1: Catalyst Sites – Housing

Inputs	<i>Assumptions</i>	Residential Total	Residential Per Unit
Program			
Site Acres		2.2	
Residential Units	1,350 gross sq. ft. per unit	44	1
Parking Spaces			
Tuck Under		92	2
Surface Parking		20	0.5
Total Parking		112	2.5
Development Costs			
Land Acquisition		\$45,000	\$1,023
Site Costs	\$10 per sq. ft.	\$984,213	\$22,368
Construction Costs	\$134 per sq. ft.	\$7,930,645	\$180,242
Surface Parking Costs	\$5,000 per space	\$100,000	\$2,273
Soft Costs	20% of hard costs	\$1,802,972	\$40,977
Impact Fees	\$14,872 per unit	\$654,381	\$14,872
Financing	2.7% of hard and soft costs	\$315,486	\$7,170
Developer Fee	4.0% of all costs	\$473,308	\$10,757
TOTAL COST		\$12,306,005	\$279,682
Development Value			
Gross Sales Revenue	\$223 per sq. ft.	\$13,246,200	\$301,050
(Minus Marketing & Commissions)	5.0% of gross revenue	(\$662,310)	(\$15,053)
TOTAL VALUE		\$12,583,890	\$285,998
FINANCIAL SURPLUS/(GAP)		\$277,885	\$6,316



Strategy 2: Strengthen Community Partnerships



- Attract quality businesses that appeal to residents and tourists
- Organizations could operate satellite or specialized facilities downtown
- Identify employer partners such as:
College of the Sequoias or
healthcare providers



College of the Sequoias in Tulare



Adventist Health Campus in Tulare



Strategy 3: Include a Diversity of Uses



- Support investment in a mix of real estate uses and placemaking
- Diverse uses provide opportunities for residents, employees, employers, and visitors to support a variety of business types
- Could happen within individual buildings or between adjacent buildings on the same parcel



K Street Building Rehabilitation



Downtown Business Accelerator

Strategy 4: Develop Food Incubator



- Historic prominence of agriculture in Tulare
- Strengthen the connection between agriculture, food, and downtown Tulare
- Agri-center and World Agriculture Expo draw over 1,200 exhibitors and 100,000 visitors less than three miles from downtown Tulare



Tulare Agriculture Complex



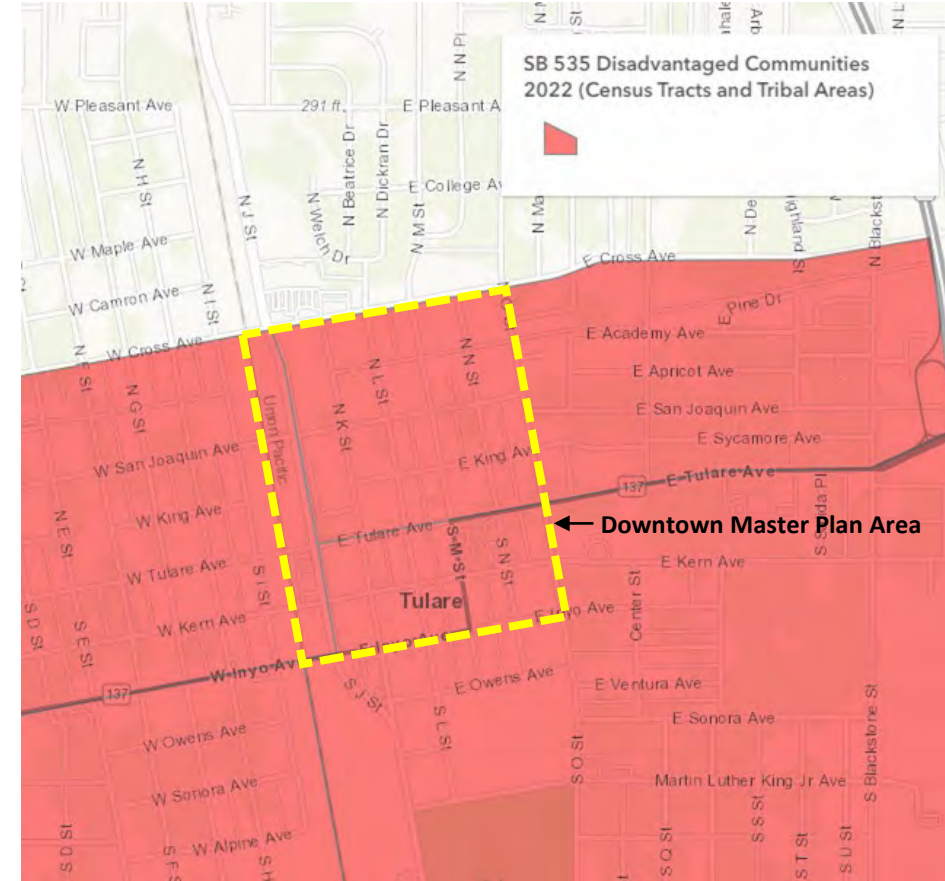
World Agriculture Expo



Strategy 5: Pursue Creative Funding



- Recent and successful history of securing funding for downtown redevelopment
- Consider land-based financing tools and public-private partnerships
- Utilize grant funding opportunities
- Explore uses that can tap into federal funding tools such as Low-Income Housing Tax Credits and New Market Tax Credits



SB 535 Disadvantaged Communities 2022



Public Realm Recommendations

- Public realm includes streets, sidewalks, alleyways, trails, and parks
- Placemaking recommendations for spaces that promote happiness and well-being
- Landscape recommendations for aesthetic appeal and additional shade
- Mobility recommendations which provide options for people downtown
- Gateways and signage ensuring key destinations are easy to find



Zumwalt Park Summer Concert

Implementation – Strategies and Actions

Strategy	Action Steps
1. Redevelop catalyst sites in the downtown	a. Identify catalyst intersections and/or buildings for targeted city investment including possible acquisition or public-private-partnerships (P3)
2. Foster community partnerships that attract quality businesses	a. Identify employer partner to bring workers downtown, creating daytime activity (such as College of the Sequoias, healthcare providers, call center, etc.) b. Continue to provide financial support in renovating building stock, particularly for desired uses such as restaurants
3. Support placemaking through mixed-use real estate	a. Update and enforce building codes to drive investment in deteriorating structures (or incentivize sales of those buildings) b. Partner with the Chamber of Commerce and property owners to create spaces for business incubator “graduates” to locate in downtown
4. Create a food incubator/indoor market in the downtown that supports local small businesses and the agricultural community	a. Identify organizational partners which can work with the City to support the development of a food incubator building.
5. Pursue creative funding resources and strategies	a. Consider land-based financing tools and public-private partnerships (CFD, EIFD, PBID) b. Continue to utilize and provide information on grant funding opportunities (e.g., Disadvantaged Communities investment program) c. Explore uses that can tap into federal funding tools



Implementation – Strategies and Actions

Strategy	Action Steps
<p>6. Continue to pursue planning efforts in support of downtown revitalization</p>	<ul style="list-style-type: none"> a. Construct the Olympian Square gateway arch and develop a plan for additional future gateway arch entries into downtown b. Consider a Street Tree, Lighting, and Site Furnishing Master Plan for the downtown c. Consider a Wayfinding and Signage Master Plan for the downtown d. Consider a Downtown Pedestrian Facilities Plan which looks at extending the intersection and pedestrian improvements which were done on K Street into other areas of downtown (such as surrounding the renovated Zumwalt Park) e. Consider a Downtown Bicycle Facilities Master Plan to identify connections and strategies for maximizing active transportation options to the downtown



Next Steps

- **April 16, 2024:** Tulare City Council work session to review Draft Downtown Master Plan Update including any questions, concern and comments of Planning Commission
- **April 17-May 7, 2024:** Additional time for review of the Draft Downtown Master Plan Update, including staff discussions with Steering Committee.
- **May 7, 2024:** Tulare City Council consideration to adopt the Downtown Master Plan Update.
- Following final adoption, Tulare City Staff to lead the implementation efforts.

