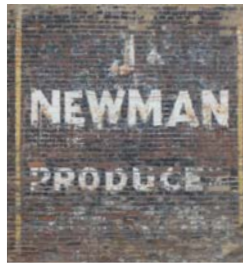




CITY OF IONE **DOWNTOWN PLAN**



PUBLIC DRAFT, AUGUST 2012

CITY OF IONE

DOWNTOWN PLAN

PUBLIC DRAFT, AUGUST 2012

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INTRODUCTION

INTRODUCTION



The City of Ione's downtown area is embarking upon an exciting transformation. The area, already one of Amador County and the Mother Lode region's finest historic districts and the community's undisputed cultural heart and gathering place, is poised to emerge as a vibrant small town mixed-use center. The transformation will embrace and build upon Downtown Ione's numerous assets, resulting in a revitalized district that is better able to serve Ione's residents and attract visitors from across the region.

The City of Ione Downtown Plan (referred to herein as the Ione Downtown Plan or Downtown Plan) provides the framework to guide this transformation. This framework includes the community's vision for the Ione Downtown Plan Area (referred to herein as Downtown Ione or the project area), regulations, guidelines, and recommendations that support the vision, and an implementation action plan that will facilitate the completion of the plan's key objectives.

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INTRODUCTION

The Downtown Plan represents the culmination of comprehensive outreach, design, and planning efforts. The plan incorporates the aspirations and ambitions of numerous community members, stakeholders, City staff, and the Planning Commission, and the City Council.

This chapter provides an introduction to the Downtown Plan and the accompanying planning process. The chapter is organized into the following sections:

- Regional Context, History, and Planning Area Boundaries
- Existing Conditions Analysis
- Planning Context
- Community-Based Planning Process and Summary
- Document Overview

REGIONAL CONTEXT, HISTORY, AND PLANNING AREA BOUNDARIES

The City of Ione is located in the southwestern corner of Amador County approximately 40 miles southeast of Sacramento and 35 miles northeast of Stockton. The city is situated along the banks of Sutter Creek, a tributary of the Mokelumne River, in the Ione Valley near the base of the Sierra Nevada foothills. The community's environs are predominantly agricultural and rural.

Ione is one of five cities located in Amador County. Of the five communities, the city is situated at the lowest elevation and the farthest to the west. Given this distinction, Ione serves as the gateway into Amador County and the Mother Lode region from the Central Valley, especially for visitors arriving from the south and west (see Figure 1.1: Regional and City Context).

The city was first settled during the Gold Rush era. Unlike most of the other communities in Amador County, which generally began as gold mining camps, Ione originated as a supply center and stage stop along the main road to the Mother Lode's Southern Mines. During the second half of the 19th century, the city grew to prominence as an agricultural and industrial center and railroad stop. Ione gained further importance in the 1890s when the state of California opened the Preston School of Industry near the center of town. The facility operated as a juvenile reform school for several decades and the edifice remains a rare West Coast example of the Richardsonian Romanesque architectural style.

Ione continues to serve as one of Amador County's principal social and economic centers. As of the 2010 US Census, 7,918 people resided in the city. Today, Mule Creek State Prison, several mining operations, and numerous farms and ranches serve as the community's principal employers.

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Downtown Ione is situated near the center of the city along the southern bank of Sutter Creek. The project area, consistent with the General Plan's Central Business District and the Zoning Code's Historic Overlay Zone, is generally bounded by Sutter Creek to the north and the west, the South Ione Street corridor to the east, and the Jackson Street corridor to the south (see Figure 1.2: Project Area). The project area encompasses approximately 15 acres.

Downtown Ione is typified by three distinct development patterns. The Main Street corridor serves as the city's commercial center. Development along this corridor generally consists of one- and two-story commercial block buildings constructed toward the back of the adjoining sidewalk. Several of the corridor's buildings date back to the 19th century and are of significant architectural value. The Jackson Street corridor serves as a transitional area between the historic residential neighborhood to the south and the commercial development along Main Street to the north. The corridor includes several remaining historic homes, newer multifamily dwellings, small businesses, a fire station, and a telecommunication facility. The remaining area, a large block bounded by Sutter Creek to the north and west, South Sacramento Street to the east, and Jackson Street to the south, features an eclectic combination of buildings, including two historic structures, a house and a former lumber mill, and an automobile repair shop. Uses in this area are generally less intense than elsewhere within the downtown area.

Figure 1.1: Regional and City Context

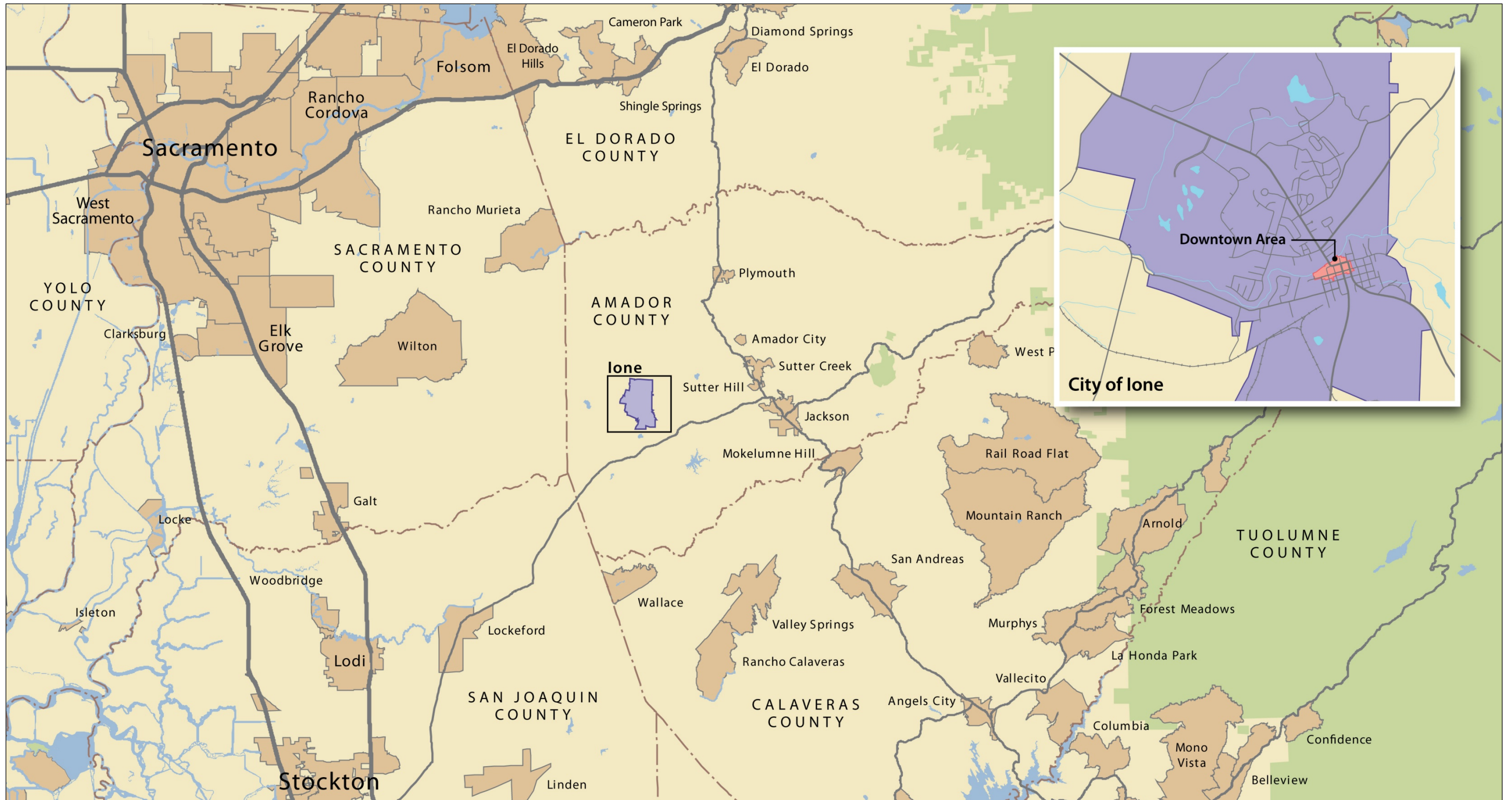


Figure 1.2: Project Area



EXISTING CONDITIONS ANALYSIS

This section summarizes the project area’s baseline conditions. For a more detailed account of this information, please refer to Appendix A—Background Report. The baseline conditions inform the Downtown Plan’s strategies and recommendations for improving the project area. These strategies and recommendations address physical development within the project area’s public and private realm and between the project area and the surrounding neighborhoods.

A. EXISTING POLICY AND REGULATORY FRAMEWORK

The Downtown Plan process included an extensive review of the project area’s existing policy and regulatory framework. The framework includes policies that pertain to land use, housing, open space, circulation, utilities and public facilities, and economic development, and zoning regulations that address the form and character of the project area’s development. A summary of these policies and regulations can be found within the Planning Context section of this chapter.

The Downtown Plan incorporates all pertinent aspects of the existing policy and regulatory framework. In several instances, the plan’s development standards fluctuate from the project area’s base zoning regulations. These modifications will help ensure that future development respects and complements Downtown Ione’s historic urban form, helps meet the goal of increasing density and intensity of development within the project area, and is economically viable.

B. LAND USE

The project team completed a comprehensive survey of Downtown Ione’s existing land uses. This effort included visiting the project area, reviewing the City’s General Plan Land Use and Zoning Maps, and culling through data obtained from the City and Amador County.

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The survey reveals that Downtown Ione currently supports a mixture of shops, restaurants, professional offices, residences, and public facilities. The project area's land use pattern can best be divided into three districts—the Commercial Core subarea, the Residential Mixed-Use subarea, and the Commercial Mixed-Use subarea (see Figure 1.3: Land Use Subareas). These classifications are referred to throughout the Downtown Plan and form the basis for the application of the plan's development standards in Chapter 4—Private Realm Development. A summary of the subareas' existing land use pattern, along with the envisioned changes to the pattern, is also included in Chapter 4. The following is a short summary of the three subareas as well as the parks and open space land uses within the project area.

1. Commercial Core Subarea

The Commercial Core subarea, synonymous with the Main Street corridor, serves as Ione's commercial and civic center. Main Street is primarily lined by a mixture of ground floor retail uses, including several shops and restaurants and a bank. A significant percentage of the buildings that house these uses also include a second story. The buildings' upper floor spaces are generally divided between residences and offices. The subarea also includes Ione's city hall, police station, and post office.

A number of the subarea's storefronts are currently vacant. Attracting businesses to fill these spaces will increase the subarea's draw and improve the project area's overall vitality. Some of the subarea's upper story spaces are also vacant. Bringing residential and office tenants into these spaces will increase the project area's customer and employment bases.

Figure 1.3: Land Use Subareas



2. Residential Mixed-Use Subarea

The Residential Mixed-Use subarea coincides with the Jackson Street corridor from Ione Street to Sacramento Street. The corridor provides the necessary transition from Main Street's storefronts and civic uses to the historic residential neighborhood to the south. Uses located within the subarea include single and multifamily dwellings, a barber shop, a fire station, a utility installation and a storage facility.

All of the subarea's existing buildings appear to be occupied. Thus development in this subarea should focus upon increasing the corridor's residential density and further integrating retail into the area.

3. Commercial Mixed-Use Subarea

The Commercial Mixed-Use subarea encompasses the project area's northwestern-most block. The area is bounded by Sacramento Street to the east, Jackson Street to the south, and Sutter Creek to the north and west. Uses within this subarea include an automobile repair shop and a school, the Foothill Indian Education Alliance.

The Commercial Mixed-Use subarea is underutilized. The area includes several vacancies and its only commercial use, the repair shop, is incongruent with the project area's other commercial uses. Consequently, the subarea holds the most potential for increasing the intensity of the project area's commercial uses.

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4. Parks and Open Space

The project area includes two parks (see Figure 1.4: Parks and Open Space). Train Park, the larger of the two spaces, is located along the project area's northern boundary between the southern bank of Sutter Creek and the northern terminus of Church Street. The park contains a large playground, several picnic tables, and Iron Ivan, a retired steam engine. The other space, Veterans Memorial Park, is located at the northeastern corner of Preston Avenue and Main Street. The park features a large memorial to Ione's veterans and grinding rocks that were once used by the local Native American tribes. While the parks provide the project area with valuable open space, their current configurations provide room for improvement. Train Park could potentially benefit from the inclusion of a large gathering space, such as a plaza, and smaller, informal seating areas. Meanwhile, Veterans Memorial Park suffers from a complete lack of seating.

The project area also includes a potentially tremendous open space amenity along its northern boundary—the Sutter Creek corridor. Thus far, flooding concerns have impeded efforts to develop the corridor. Constructing a linear park along the creek, in conjunction with the two existing parks, represents an excellent opportunity to create a signature open space within the project area.

As a final consideration, Downtown Ione's streetscapes currently do not feature any open spaces. Incorporating pocket parks and plazas, café seating, and parklets into the project area's public right-of-way could improve the area's appearance, increase the sense of vitality within the street grid, enhance the pedestrian experience, and provide space for the local and visiting bicycle community.

To read the plan's recommendations for how to improve the project area's parks and open spaces, please refer to Chapter 5—Public Realm Development.

C. URBAN FORM

Ione is blessed with one of the best preserved, largest, and most complete historic downtowns within Amador County. Future development and redevelopment efforts should build upon this asset.

The Main Street corridor's original built form, which mostly comprises narrow, contiguous commercial block buildings, remains largely intact (see Figure 1.5: Figure Ground). The portion of the corridor that has been modified, the area west of Preston Avenue, features buildings that are set back from the sidewalk. This area is highly visible from the Preston Avenue approach into the project area, so future development efforts should seek to reestablish the corridor's historic urban form.

A good portion of Jackson Street's original development pattern also remains in place. This provides a proper transition from Main Street's commercial buildings to the historic neighborhood to the south. The corridor is made up of single-family homes, varying in size from small Craftsman style cottages to large Victorian homes, located on modestly sized properties. Where the original houses have been replaced, the new buildings generally respect the scale of the surrounding historic buildings. Exceptions to the historic development pattern include two off-street parking areas, commercial storage facilities, a fire station, and a utility installation. Future development should seek to improve upon the appearance of these properties and reestablish the corridor's historic urban form.

Within the project area, the remaining block, located north of Jackson Street and east of Sacramento Street, contains the least historic fabric. Two historic buildings—an old home and a former mill site, both now included in the Foothill Indian Educational Alliance campus—contribute to the project area's urban form and should be preserved. The block's remaining building, an automobile repair shop, is not well suited to its

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downtown setting. The city's park-and-ride lot occupies the remainder of the block. Future development within the block should seek to mirror the historic urban form that pervades the Main Street and the Jackson Street corridors.

By and large, the project area's buildings maintain proper orientation. Along Main Street, buildings are generally located immediately behind the sidewalk. The buildings' street-facing façades, including the façades' windows and doorways, interact with the sidewalk and street. New commercial and mixed-use development, along with existing commercial development that is set back from the street, should adopt this configuration. The homes located within the Jackson Street corridor also interact with the street. While setbacks exist, they are modest, thus helping to frame the streetscape.

The project area's streets generally make positive contributions to the area's urban form. The street grid is intact and the streets are narrow (see Figure 1.6: Block Figure Ground). This lends itself to a fine-scaled, potentially very walkable area. The lack of sidewalks and landscaping in some locations detract somewhat from the streets' designs. Improving upon these issues will increase mobility and soften hard building edges.

Figure 1.4: Parks and Open Space

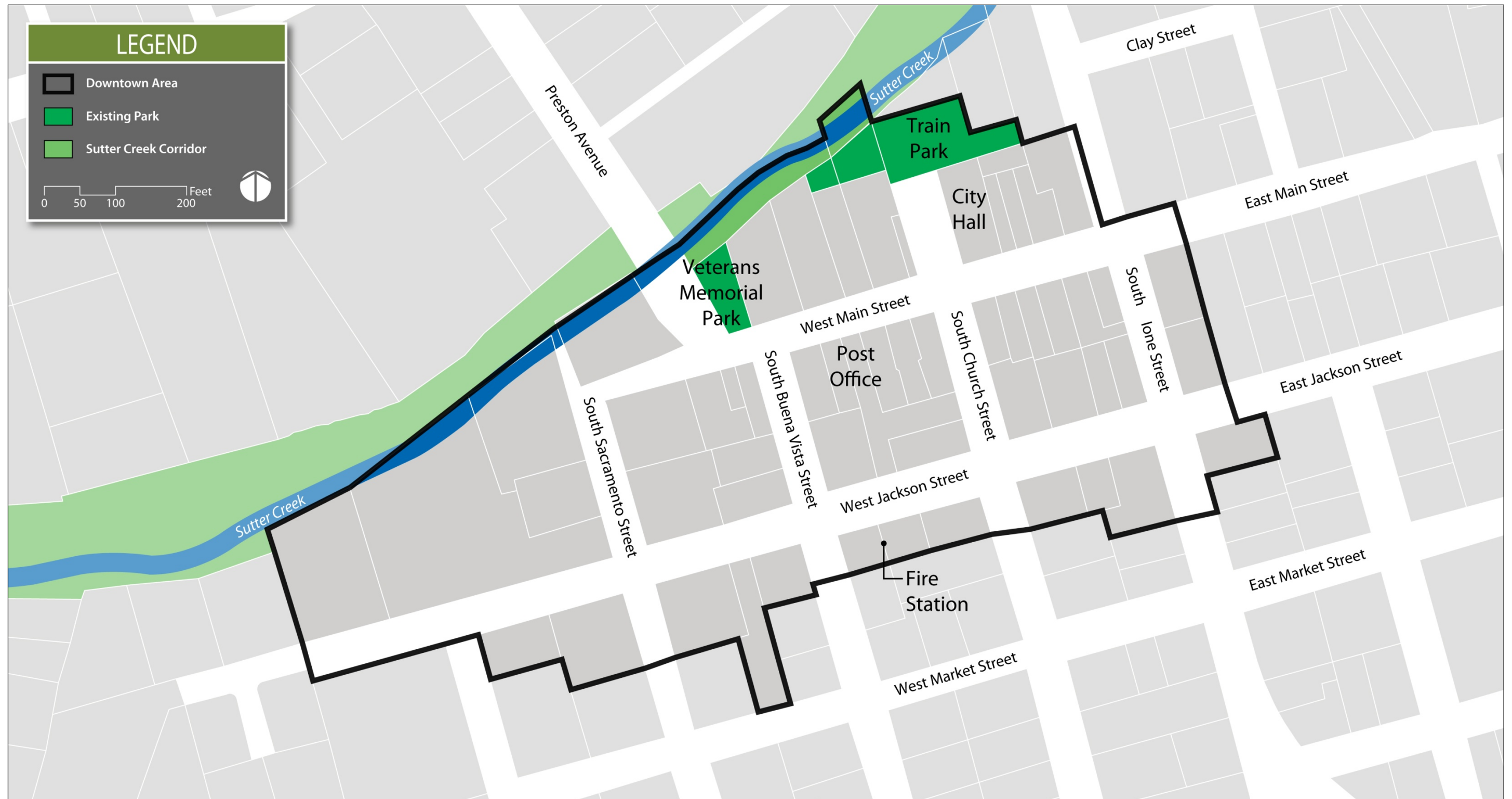


Figure 1.5: Figure Ground



Figure 1.6: Block Figure Ground



D. MAIN STREET CORRIDOR ARCHITECTURE

The Downtown Ione Architectural Pattern Book was prepared in conjunction with the Downtown Plan. The pattern book provides an inventory of the historic architectural styles that were used to design the buildings located within the Main Street corridor. The document also offers recommendations for how to transform several of these buildings so that they better embody the characteristics associated with each building's original style.

The pattern book identifies seven historic styles currently present within the corridor. Several of the buildings' designs provide good representation of a particular style, but many other building designs have been compromised by inappropriate façade modifications. Future efforts to improve the façades' appearances should adhere to the guidelines set forth in the pattern book. For more information on the Main Street corridor's historic architectural styles and the recommendations for improving the selected buildings' designs, please refer to the Architectural Pattern Book section of Chapter 4—Private Realm Development.

E. CIRCULATION AND PARKING

The project team conducted a thorough analysis of the project area's automobile, bicycle, and pedestrian circulation systems and parking facilities (see Figure 1.7: Existing Circulation System). This included reviewing California Department of Transportation's (Caltrans) plans for the state highway routes that extend through the project area, identifying General Plan policies that pertain to transportation and parking, visiting the project area, and counting the project area's existing parking spaces. For additional information on the project area's circulation systems and parking facilities, please refer to Circulation and Parking sections of Chapter 6—Infrastructure and Parking. The following is a short summary of existing circulation patterns and parking in the project area..

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1. Circulation

Two state highway routes, 104 and 124, extend through the project area. These routes share right-of-way with portions of Main Street, Church Street, and Ione Street. The streets are narrow, include on-street parking, and feature tight turns. This makes it difficult for the many large trucks that travel highway routes to negotiate the turns. To address the issue, Caltrans is in the process of increasing the radius at the northeastern corner of Main Street and Preston Avenue and eventually plans to reroute the highways around the southwest side of the city.

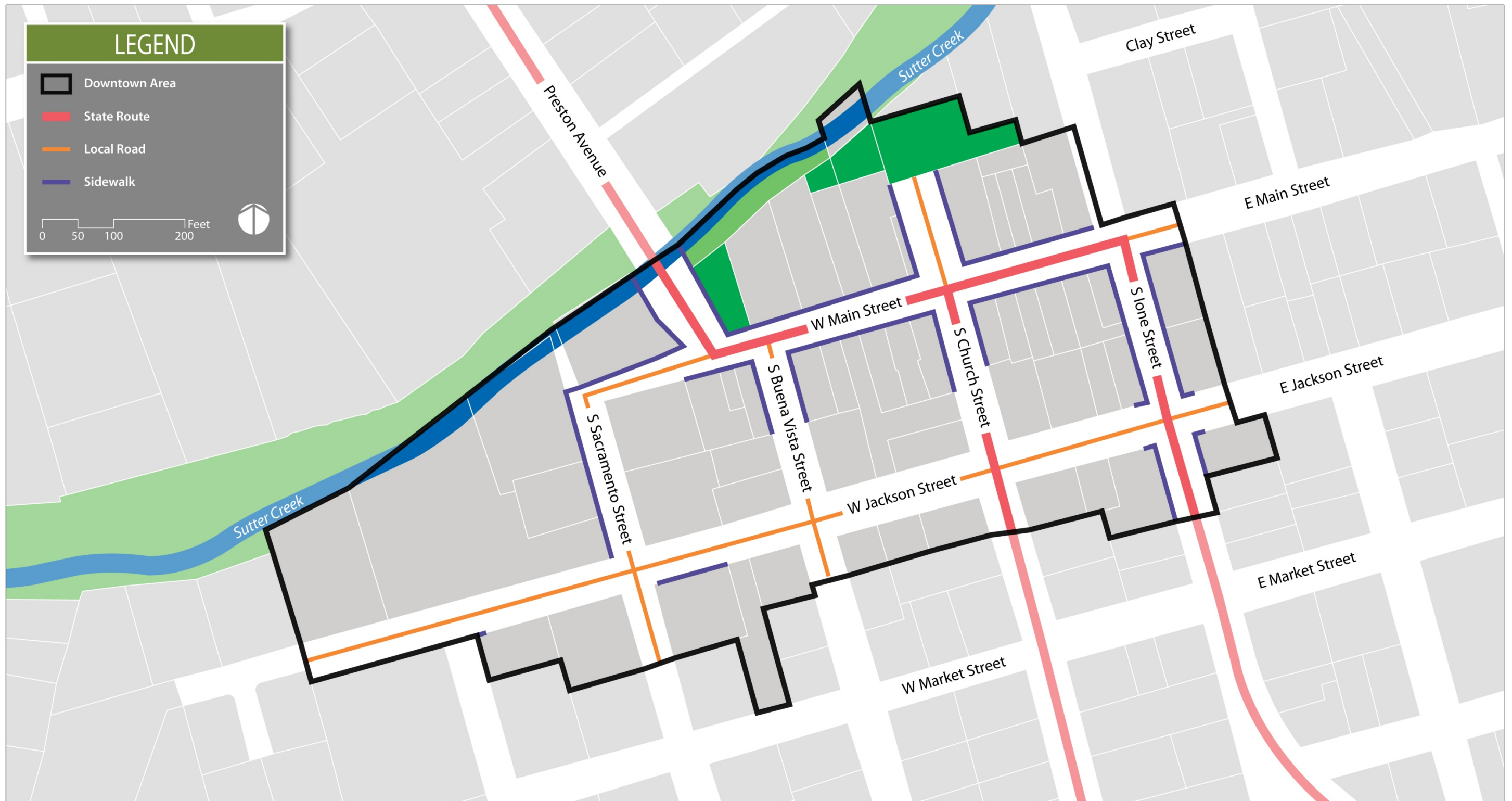
The project area generates a significant amount of pedestrian traffic. Mobility is negatively impacted by narrow sidewalks, even along Main Street, and an incomplete sidewalk network, especially within the Jackson Street corridor.

Downtown Ione is also frequented by a large number of bicyclists, including many recreational riders from Sacramento, Stockton, Lodi, and the other surrounding communities. Currently, the project area does not provide dedicated facilities for bicyclists, but there are plans in place to stripe bicycle lanes on major streets and construct several multiuse pathways.

2. Parking

The project area includes a combination of on-street parking spaces and off-street public and private parking lots. While the facilities meet the area's current demand, additional parking will need to be accounted for to accommodate the project area's projected build-out conditions.

Figure 1.7: Existing Circulation System



PLANNING CONTEXT

The Downtown Plan builds upon the policy framework and direction set forth for the project area by the City's General Plan. This translates into a focused, detailed, comprehensive plan for the district that addresses land use (see Figure 1.8: General Plan Land Uses), the characteristics of public and private realm development, circulation, parking, infrastructure, and economic development. The plan also incorporates pertinent aspects of other planning documents that provide policy direction for future development within the project area.

The City's General Plan recognizes that the project area serves as the community's gathering place where residents and visitors alike can enjoy and patronize the district's businesses. Furthermore, the project area's historic character, locally owned businesses, friendly feel, and central location make it a charming destination. The General Plan indicates that the community strongly supports revitalizing Downtown Ione. In addition to preserving the area's historic character, this includes expanding the downtown commercial area, constructing new buildings, providing an adequate parking supply, and supporting a variety of businesses.

The General Plan provides a number of policies and goals that address the revitalization of the downtown area. A detailed list of these items is included in Appendix A: Background Report. Important aspects of the revitalization effort include:

- a. Promoting the city as a regional destination with a recognizable city identity and brand, while retaining the small town quality of life.
- b. Encouraging a balanced mixture of land uses that will allow Downtown Ione to function as a self-sustaining neighborhood. Retail will be located close to residences and the district will contain the proper mixture of businesses to serve the city's residents.

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- c. Emphasizing the quality of the built environment's design to preserve downtown's sense of place.
- d. Revitalizing existing buildings and constructing new buildings that contribute to and complement downtown's character.
- e. Encouraging infill development.
- f. Providing a central gathering place.
- g. Expanding the downtown commercial area to encompass the Jackson Street corridor.
- h. Designing the public right-of-way to balance the needs of pedestrians, bicyclists, and motorists. This includes making improvements that will enhance the district's identity as a walkable community.
- i. Retaining existing and attracting new businesses that focus upon providing goods and services for residents.
- j. Attracting businesses that will provide additional entertainment opportunities for residents and tourist attractions for visitors.
- k. Increasing the number of professional office positions within the project area.
- l. Implementing flexible zoning standards that will enable development that complements the district's historic building form and character.

Figure 1.8: General Plan Land Use Categories



The other documents that contain policies pertinent to the downtown are as follows. A list of these policies is included in Appendix A: The Background Report.

- a. Architectural Typologies and Design Guidelines for the Downtown Area (contained with Section 17.28.010 of the City's Zoning Code)
- b. Amador Water Agency Water Conservation Plan
- c. Mokelumne/Amador/Calaveras Integrated Regional Water Management Plan
- d. City of Ione Wastewater Master Plan and Plant Capacity

The Downtown Plan's development standards also incorporate a number of regulations that appear in the City's Zoning Code. The pertinent zoning districts (see Figure 1.9: Zoning Code Districts) are as follows:

A. CBD – CENTRAL BUSINESS DISTRICT ZONE

The Central Business District zone provides the basis for the Commercial Core subarea and Residential Mixed-Use subarea development standards. Both subareas include additional regulations, such as building stepbacks and minimum floor height measurements, which address the project area's unique characteristics. It is important to note that the CBD's use standards still apply within the Commercial Core subarea and Residential Mixed-Use subarea.

B. C-2 – GENERAL COMMERCIAL ZONE

The General Commercial Zone serves as the foundation for the Commercial Mixed-Use subarea development standards. Similar to the Commercial Core subarea and the Residential Mixed-Use subarea, the Commercial Mixed-Use subarea provides additional regulations that identify and attempt to emulate the project area's defining characteristics. The C-2 use standards still apply within the Commercial Mixed-Use subarea.

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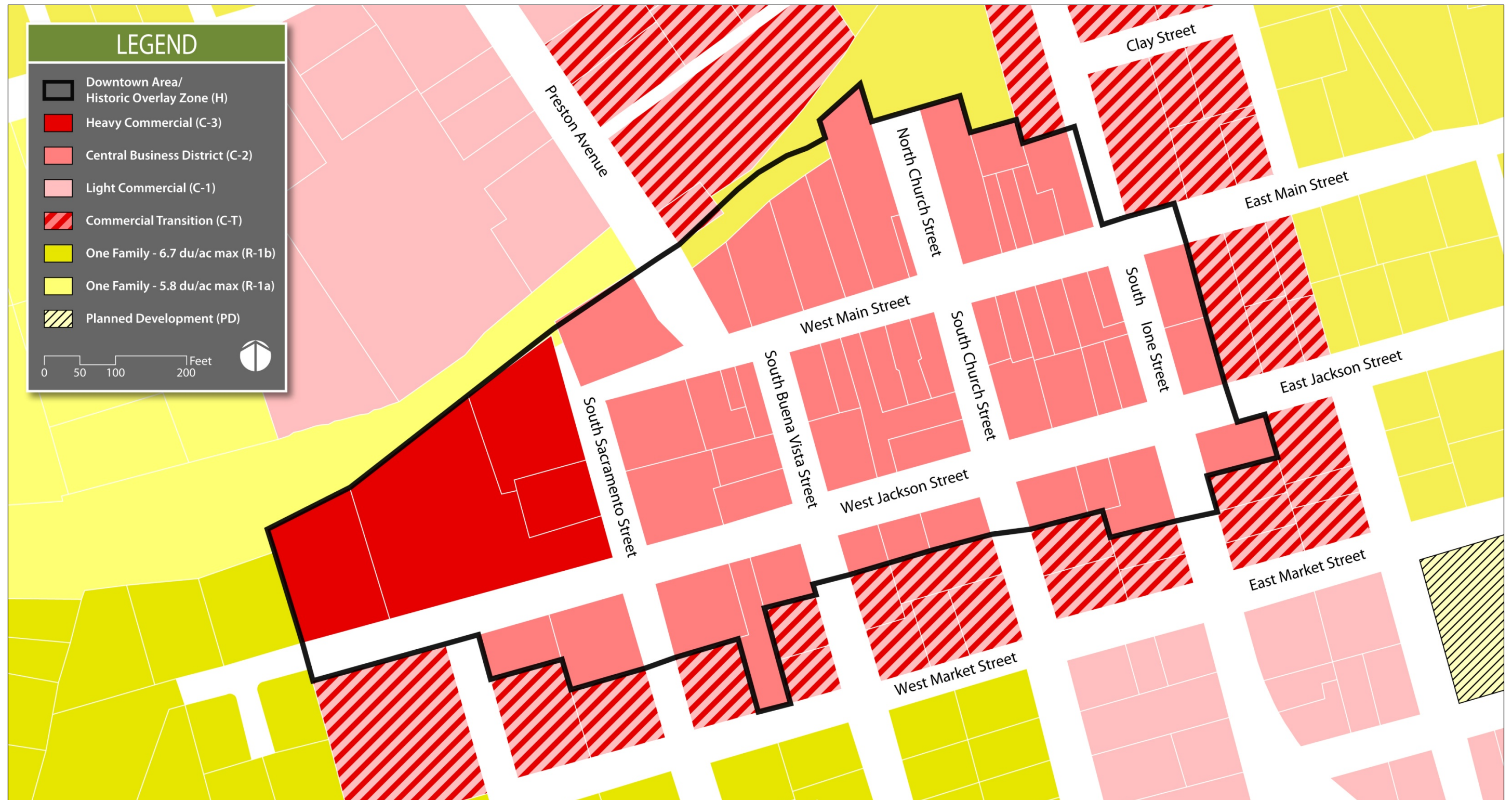
COMMUNITY-BASED PLANNING PROCESS AND SUMMARY

To prepare the Downtown Plan, the City of Ione utilized a broad, community-based planning process. The City hired a multidisciplinary consultant team of planners, urban designers, architects, traffic and civil engineers, and economists to lead the process and prepare technical documents and studies that inform various aspects of the plan. Throughout the planning process, the City of Ione and the consultant team sought out input from elected and appointed officials, stakeholder groups, business and property owners, residents, and other members of the public regarding key aspects of the plan.

To reach as many people as possible, this outreach effort assumed a broad approach. This included a public workshop, working sessions with members of the City Council and the Planning Commission, and interviews with stakeholder groups. In an effort to keep these individuals and all of the city's residents informed and interested in the planning process, the project team prepared and distributed a project fact sheet and status updates.

The following list provides a basic introduction to the outreach effort's meetings, interviews, discussions, and project updates. Each item includes a brief summary of the topics that were covered and any outcomes that were reached. For a summary of feedback ascertain through the plan's outreach efforts, please refer to Appendix B: Outreach Highlights.

Figure 1.9: Zoning Code Districts



A. PROJECT FACT SHEET

At the outset of the planning process, the project team prepared a fact sheet for the Downtown Plan. The sheet was intended to introduce the project to the community and encourage participation in the planning process. Hence, the fact sheet was made available to participants at all outreach events and mailed to the city's residents. The sheet included a description of the plan, the project area, the planning process, and the topics covered by the plan; and an explanation of why the City decided to prepare the plan and how the effort was funded. To reach as many people as possible, the document was also translated into Spanish.

B. STAKEHOLDER SUMMARIES

Soon after work on the Downtown Plan commenced, the project team interviewed 13 stakeholders about their impressions of the project area. The stakeholders include residents, business and property owners, community groups, two of the local Native American tribes, and bicycle clubs who frequently visit the district. During the interviews, stakeholders were asked to identify their vision for the downtown area, the district's strengths and weaknesses, businesses and public improvements that could serve as boon to the project area's image and vitality, and encumbrances to doing business and developing properties within downtown. The stakeholder's responses played an important role in evaluating the district's existing conditions, shaping the community's vision for downtown, amending the City's existing development standards for the project area, and preparing the plan's market study. For a summary of the stakeholder interviews, please refer to Appendix C: Stakeholders Interviews Summary Memo.

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C. PUBLIC WORKSHOP

On June 15, 2011, the City hosted a community workshop at City Hall in the City Council chamber. The purpose of the workshop was to introduce the attendees to the Downtown Plan, receive further input on the community's vision for the project area, and evaluate the participant's preferences as they pertain to the district's aesthetics. The workshop began with members of the project team introducing the project, describing the planning process, and summarizing the work that had thus far been completed. Following the presentation, attendees learn about downtown's previous preservation efforts and discussed how future preservation efforts should proceed. Afterwards, the group participated in a visioning exercise, in which participants used markers and a large base map to identify their visions for future development within the downtown area. Following the visioning exercise, attendees participated in a visual preference survey. The participants voted on their preferred signage material and streetscape furnishing style.

D. CITY COUNCIL AND PLANNING COMMISSION MEETINGS

The City Council and Planning Commission reviewed and provided direction on important aspects of the Downtown Plan at two joint working sessions. Because the meetings were also attended by many of the city's residents and other interested members of the public, the sessions provided the project team with a clear understanding of which concepts were desired by the community and supported by the decision-makers.

The first working session took place on October 15, 2011. During the meeting, the decision makers focused upon refining the community's vision for the project area. This effort involved reviewing the stakeholders and workshop attendees' list of suggested vision elements and selecting the most broadly supported and economically feasible items to include in the

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vision. Decision-makers also provided direction pertaining to how the plan should address architectural preservation efforts and which kinds of businesses should be given priority by the project's economic development component.

The second working session occurred on May 8, 2012. At this session, the decision-makers reviewed and approved the plan's vision elements and illustrative vision poster. The group also provided direction on the project team's proposed modifications to the district's existing development standards, the private and public realm design guideline categories, and the plan's wayfinding section.

In addition to the working sessions, the project team provided the decision-makers with regular updates during regularly scheduled meetings throughout the planning process.

E. STATUS UPDATES

Throughout the planning process, the project team provided the community with regular updates on the status of the project. Most often, this occurred during City Council and Planning Commission meetings. The project team also mailed updates and meeting invitations to Ione's residents.

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DOCUMENT OVERVIEW

The Downtown Plan contains seven chapters and comprises two sections. The first section, including Chapters 1, 2, and 3, provides a foundation for future development by providing background and existing conditions information, an understanding of the district's development potential, and a vision for the project area. The second section, Chapters 4, 5, 6, and 7, provides tools that will help guide future development in a manner that fulfills the community's vision.

The Downtown Plan is organized in the following manner:

CHAPTER 1 – INTRODUCTION

The Introduction chapter defines the Downtown Plan's purpose and describes the project's community-based planning process. The chapter also contextualizes the project area's location and history and summarizes Downtown Ione's existing conditions.

CHAPTER 2 – ECONOMIC DEVELOPMENT

The Economic Development chapter describes the process that was used to complete the project's market study, the products that form the market study, and the study's findings. The chapter also lists the businesses that the community would like to see located in the project area.

CHAPTER 3 – VISION

The Vision chapter summarizes the four major themes and the various elements that form the community's vision for Downtown Ione. The chapter also includes an illustrative vision plan that portrays how the project area can be transformed by the fulfillment of the vision elements.

CHAPTER 4 – PRIVATE REALM DEVELOPMENT

The Private Realm Development chapter includes comprehensive development standards and design guidelines for future development that occurs on the district's private properties. The chapter also provides an architectural pattern book for historic structures located along Main Street. The pattern book describes the corridor's historic architectural styles, lists the elements associated with each of these styles, and illustrates how several of the historic structures can be renovated to better incorporate these elements.

CHAPTER 5 – PUBLIC REALM DEVELOPMENT

The Public Realm Development chapter provides development standards and design guidelines for future development that occurs within the Downtown's public right-of-way. The chapter also outlines a wayfinding program for the project area.

CHAPTER 6 – CIRCULATION, PARKING, AND INFRASTRUCTURE

The Circulation, Parking, and Infrastructure chapter describes the current state of Downtown Ione's circulation and infrastructure systems and forecasts the improvements that will need to be made to these systems to accommodate the anticipated growth associated with the community's vision. This analysis also includes an inventory of the project area's existing parking supply and the calculation of how many additional spaces will need to be constructed to meet future demand.

CHAPTER 7 – IMPLEMENTATION

The Implementation chapter includes an action plan that prioritizes improvements and investments to help achieve the Downtown Plan's objectives. The chapter lists specific actions, funding sources, timelines, and the parties responsible for completing the actions.

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APPENDICES

The Downtown Plan also includes appendices of studies, reports, and the street tree and landscaping palettes that were prepared in conjunction with the project. These items are intended to City staff, business and property owners, architects, engineers, planners, and members of the development community with an adequate amount of technical information to understand and implement the plan.

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT



This chapter describes the economic considerations that will shape future development in Downtown Ione. These considerations are based largely upon the market study that was completed as part of the Downtown Plan. Because the study provides a quantitative understanding of the project area's development potential, this chapter informs all other aspects of the plan, especially the community's vision for the area. The economic considerations also reflect the input that was received through the plan's community outreach process. The community's preferences will help ensure that future development is not only economically viable, but also desirable to those individuals who frequent the project area.

This chapter includes four sections—an overview of the market study, a summary of the study's findings, a list of additional businesses that the community would like to see locate in the project area, and a conclusion. The overview provides a brief introduction to the process that the project team followed to complete the market study and prepare the

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various products associated with the study. The study's findings list those new businesses and healthcare facilities that can best be supported by the City and the larger retail trade area's residents, workers, and customers. For a full description of the study's process, products, and findings, please refer to Appendix D: The Retail Site Assessment. The list of additional businesses supported by the community is intended to supplement the market study's findings. This section includes specific businesses that were analyzed to assess the viability of bringing these businesses to the project area and a description of the methodology used to complete the assessment. The conclusions describe how the market study's findings and the community's preferences shape the Downtown Plan's vision and land use plan.

THE MARKET STUDY

This section provides an introduction to the process that was used to complete the market study and the resulting products that form the plan's economic analysis. A detailed description of the process and the products are located in Appendix D.

A. THE MARKET STUDY PROCESS

The market study process included the following seven steps:

Step 1 – Researching and Verifying Retail Trade Area

The project team began the analysis by determining the boundary of Downtown Ione's retail trade area. This designation, determined by a drive-time analysis, includes the area that is primarily served by the project area's retail businesses. Because Downtown's businesses predominately serve the local population, the retail trade area boundary is equivalent to the distance that one could travel by automobile from the project area in 15 minutes. The project team also calculated a secondary retail trade area that equates to a 30-minute drive-time. This accounts for those individuals who make regular, if less frequent, purchases in the project area.

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Step 2 – Evaluating Retail Potential

This phase of the analysis involved evaluating Downtown Ione’s potential as a retail location. To complete the analysis, the project team accounted for a number of site-specific features. These include the retail trade area’s unique customer complexion, the density of the area, Downtown Ione’s proximity to major roadways, traffic counts, and retail competition in the surrounding markets. The analysis both quantified and qualified the features’ influences on the retail market.

Step 3 – Retail Leakage/Supply Analysis

The third step in the process identified how well the retail trade area’s businesses are meeting the customers’ demand for products and services. This was accomplished by calculating the retail trade area’s sales gap index. The index estimates leakage, or the amount of money that the retail trade area’s residents are spending outside of the trade area, and supply, or the amount of money that nonresidents are spending within the trade area. Those retail segments where leakage exists are underserved by the trade area, and thus represent the best opportunities to increase the project area’s retail base.

Step 4 – Customer Profiling

This phase of the process involved identifying and analyzing the retail trade area’s residents and workers. To assemble the most detailed profile possible, the project team utilized demographic data (the traditional base for customer profiling) and detailed psychographic lifestyle information (contemporary data sets that account for lifestyle, purchase habits, and media consumption). Based upon this data, the retail trade area’s households were categorized into market segments. Each segment provides an extensive description of the buying habits of the individuals living in the household, enabling the City to target the kinds of retailers that can be supported in Ione.

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Step 5 – Retail Site Assessment

The fifth step represented the culminating phase of the Downtown Plan’s economic analysis. The retail site assessment was completed by synthesizing the information gathered during steps two through four and factoring in the following attributes: downtown’s setting, its configuration, growth plans, relevant planned development, and the City’s retail goals for the project area. The end result of this effort is a demand density profile. This profile measures the bottom-line value of the customers in the trade area—who they are, how many there are, and what they buy.

Step 6 – Retail Match List and Operational Status

The project team developed a list of retailers that form a good match with Downtown Ione. Retailers were selected based upon their correlation with the retail site assessment results, the company’s interest in opening a new location in the market and within a downtown setting, the company’s performance in similar markets, and the community’s preferences for specific retailers.

Step 7 – Marketing Packages

The project team assembled individualized marketing packages for each targeted retailer. Because each package is tailored to the specific needs of the target audience, the product can be used as collateral marketing material. The marketing packages provide compelling and precise information that demonstrates Downtown Ione’s trade area qualifications as a potential retail location.

B. THE PRODUCTS ASSOCIATED WITH THE MARKET STUDY

The following products were prepared in conjunction with the market study.

1. Retail Site Assessment

The Retail Site Assessment is the principal economic-related product. It describes the market study process, contains the study's findings, and includes most of the other products that form the plan's economic analysis. The document can be found in Appendix D.

2. Retail Match List

The Retail Match List includes those retailers that the market study has deemed to be a good fit for Downtown Ione. Future economic development efforts should focus upon attracting these businesses to locate within the project area. The list is contained within the market study's findings section of this chapter and Appendix D.

3. Retail Pursuit Packages

The Retail Pursuit Packages are individualized marketing packages that have been tailored to appeal to each of businesses included on the Retail Match List. The packages are intended to provide a quantitative, focused underpinning to the City's marketing efforts.

4. Healthcare Analysis

The Healthcare Analysis describes which segments of the healthcare industry are not adequately serving the City and retail trade area's needs. Attracting healthcare professionals that fill needs will create new jobs in the community, potentially in the project area, and increase the trade area's income base, thus making the Downtown area more attractive to prospective businesses. The results of the analysis are contained within the market study's findings section of this chapter and the analysis is included in Appendix D. 5.

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Hospitality Assessment

The Hospitality Assessment describes how well the retail trade area's hotels, motels, and bed and breakfasts are meeting the demand for overnight accommodations. By attracting additional businesses that will serve the unmet demand to Downtown Ione, the project area will become a more desirable destination for tourists and provide additional jobs. Both of these developments will strengthen the project area's economy, making the area more desirable to prospective businesses.

The assessment's results are contained within the market study's findings section of this chapter; the assessment is included in Appendix D.

6. SCOUT Web Application

The SCOUT web application is on a website hosted by The Buxton Company, the economic consulting firm that completed the Downtown Plan's economic analysis. The website hosts a digital version of the market study and all of the aforementioned products. In addition, SCOUT provides an interactive service that will allow City staff and interested community members to assess the viability of businesses that were not analyzed by the market study.

THE MARKET STUDY'S FINDINGS

The market study's findings are as follows:

1. According to the Retail Leakage/Supply Analysis, the trade area's greatest unmet demand exists within the following retail segments. New businesses in the project area that fit within and/or cater to these segments are most likely to succeed.

- Electronics and appliance stores
- Clothing and clothing accessory stores
- Sporting goods, hobby, book, and music stores

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2. Based upon comparisons with communities of similar size and demographics to Ione, the following type of retailers may find success in the city. The City should explore opportunities to bring one or more of these businesses to the project area.

- Family-style restaurant
- Express dining or take-out restaurant
- Auto supply store
- Coffee shop
- Fitness studio
- Electronics store
- Grocery store
- Discount department store

3. There is modest unmet demand for healthcare services in Ione. Satisfying this demand would be a benefit to the project area and the community's retail base and could help catalyze other economic development efforts.

4. Ione could potentially support one or more midscale and/or economy-class hotels.

THE COMMUNITY'S PREFERENCES FOR BUSINESSES

In addition to the businesses recommended by the market study, the community supports attracting several other categories of businesses to locate within the project area. To assess the viability of bringing these businesses to Downtown Ione, the project team selected one or more businesses from each category that is successfully operating within Amador County or elsewhere within the Mother Lode region and analyzed how it might perform within the project area. This was accomplished by comparing the project's retail trade area demographics with those of the businesses' actual location. The categories and specific businesses that were analyzed are

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listed below. The analysis for each of these businesses is included in Appendix D.

1. Full-service bakery
 - Andrae's Café, Amador City
2. A broad-based, full-service café/wine bar, restaurant, deli, gourmet foods, gifts, picnic lunches, cheeses
 - Alchemy Market, Murphys
 - Amador Vintage Market, Plymouth
3. Café/coffee shop
 - Grounds, Murphys
 - Java John's, Nevada City
 - Sweetie Pie's, Placerville
4. Fine dining restaurant
 - Restaurant Taste, Plymouth
 - Union Pub, Volcano
5. Wine tasting shop
 - Scott Harvey's, Sutter Creek
 - Sutter Creek Wine Tasting, Sutter Creek
6. Ice cream/frozen yogurt shop
 - Munnerlyn's Ice Cream, Murphys
 - Scott's Yogurt Factory, Angel's Camp
 - Treats, Nevada City
7. Boutique hotel
 - Imperial Hotel, Amador City
8. Bed and breakfast
 - Dunbar House 1800, Murphys
 - Grey Gables Bed & Breakfast Inn, Sutter Creek
 - Hanford House Bed & Breakfast, Sutter Creek
9. Brewpub
 - Auburn Alehouse, Auburn

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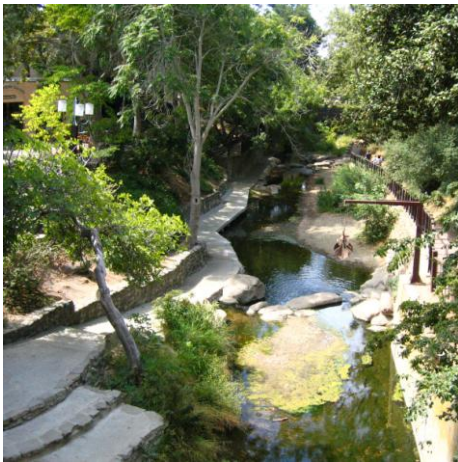
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CONCLUSIONS

The market study's findings and the list of the community's preferred businesses provides a critical underpinning to the Downtown Plan. Taken together, this information describes which businesses are most likely to thrive within the project's retail trade area and be embraced by Downtown's patrons. The plan's vision describes a development pattern for the project area that is conducive to supporting these businesses. In turn, the document's land use plan specifies appropriate locations for the businesses and its private realm development standards describe what form the businesses' buildings should take to contribute to Downtown Ione's outstanding historic character.

VISION

VISION



This chapter describes the community's vision for Downtown Ione. The vision was derived through the plan's public outreach campaign. Decision-makers, stakeholders, and other community members began this effort by identifying the changes that they would like to see transpire in the project area. Subsequently, the plan's participants, working in collaboration with the project team, refined this extensive list of recommendations into the vision: a set of the community's most widely recognized aspirations. All of these concepts are supported by the project area's prevailing economic conditions and the City's General Plan and Zoning Code.

This chapter comprises two sections—the vision elements and the illustrative vision plan. The vision elements provide a detailed description for each of the community's aspirations. These items provide the foundation for the remainder of the plan, including the document's regulations, guidelines, and policy direction. To help demonstrate the potential embodied

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by the elements, the illustrative vision plan shows how the project area could be transformed to fulfill these aspirations.

THE VISION ELEMENTS

This section lists and describes the various elements associated with the community's vision for Downtown Ione. The elements fall into the following categories:

- a. Embrace Sutter Creek.
- b. Distinguish between the Main Street and Jackson Street corridors.
- c. Utilize opportunity sites.
- d. Make improvements to the public right-of way.

A. EMBRACE SUTTER CREEK

Sutter Creek serves as a unique amenity that provides Downtown Ione with significant development opportunities. Capitalizing on these opportunities will have the effect of transforming the project area into a more livable place and desirable destination. The theme's elements are as follows:

1. Construct a Greenway along Sutter Creek

Improving access to Sutter Creek will create a recreational and cultural amenity that is unique among communities in Amador County and throughout the Gold Country/Mother Lode region. To better capitalize on this opportunity, a "greenway" open space would be constructed along the creek. It is envisioned that this space will include the following components:

- Development of a greenway should initially focus on those creekside properties that are owned by the City. This includes the properties on the south side of the creek that are east of Preston Avenue by City Hall. The space is intended to be integrated with Train Park and connect to

Veterans Memorial Park, creating a signature green space in the heart of the City. The green space should feature a pedestrian pathway along the creek, parkland with excellent tree coverage, and plazas of varying sizes and configurations.

- The City should also explore opportunities to extend the greenway along the south side of the creek west of Preston Avenue, should property owner(s) be willing to participate.
- When the opportunity presents itself, the greenway's pathway should be connected to the City and/or Amador County's larger trail network.

2. Construct a Promenade Adjacent to the Greenway

For the commercial properties located south of Sutter Creek and north of Main Street between the Preston Avenue Bridge and City Hall/Train Park, a promenade should be constructed immediately adjacent to the greenway. This space can provide patrons with views of the park space and Sutter Creek and contribute additional vitality to the creekside area.

B. DISTINGUISH BETWEEN THE MAIN STREET AND JACKSON STREET CORRIDORS

Downtown Ione is by and large built out with structures that contribute to the project area's historic character. In order to appropriately maintain the district's character, future development should respect the scale, style, and uses associated with its existing urban form. This can be accomplished by acknowledging and embracing the inherent differences that exists between the Main Street and Jackson Street corridors' built forms.

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1. Development along Main Street

Main Street is home to Ione's central business district. Future development should further contribute to the corridor's standing as the City's core area. Since the properties along the street are mostly developed with structures that contribute to Downtown's historical character, very few new buildings are anticipated to be constructed along the street. The more significant change will result from the intensification of commercial uses and increased residential density within the corridor's existing buildings. When new buildings are constructed, they should be located immediately behind the sidewalk and rise to height of no more than 3 stories.

2. Development along Jackson Street

Most of the properties along Jackson Street, excluding the block north of Jackson and west of Sacramento Street, will likely serve as a transitional area from Main Street's central business district to the surrounding historic residential neighborhood. This is envisioned to translate into more intense and denser development and a few new buildings. Appropriate uses in this area include office conversions, limited retail development (i.e., a fine dining restaurant), lodging (i.e., a bed and breakfast establishment), and residences. New buildings should allow for denser, more intense development, while complementing the homes that exist within the corridor and to the residential neighborhood to the south.

C. UTILIZE OPPORTUNITY SITES

While the project area is mostly built out, several sites provide more immediate development opportunities. Bringing new development and/or redevelopment to these areas will help fulfill the General Plan's policy direction and serve as a catalyst for further development within the project area. The sites and the community's vision for these areas are as follows.

1. The Block North of Jackson Street and West of Sacramento Street

Within the project area, this block provides the best opportunity to assemble parcels and commence with larger-scale redevelopment efforts. New development will allow for more intense commercial mixed-use development. It is envisioned that shops and restaurants will occupy ground floor spaces, while professional offices will fill upper stories. New buildings and any new circulation elements within the block, such as streets and paseos, should correspond with the Main Street corridor's existing urban form. Ideally, this should translate into buildings of two or three stories that are located near the back of the sidewalk.

Development within the block should come with a measure of preservation. Two structures—a house that is now occupied by a school and a former lumber mill—have been deemed by the community to be of historic importance. Designs should adaptively reuse these structures.

The provision of open space should also play an important role in the redevelopment of the block. Given the area's frontage along Sutter Creek, new development should include active building frontages and patios and/or a promenade that face onto the creek and incorporate a continuation of the greenway concept.

2. The Property North of Main Street and West of Preston Avenue

While improvements were recently made to this property, its location along Main Street and Sutter Creek provides the property with additional redevelopment potential. This property could be redeveloped with a multistory building that abuts the adjoining sidewalk and a large patio that faces Sutter Creek.

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3. The Property South of Main Street and East of Sacramento Street

The building currently standing on this property, a former gas station, is the project area's lone example of the International style. Given the structure's architectural significance, the community is supportive of attracting a business that can adaptively reuse the building. However, the community is also open to the possibility of seeing the structure replaced with a building that better complements Main Street's architecture. New construction on the site should take the form of a multiple-story mixed-use building that is located immediately behind the sidewalk.

4. Off-Street Parking Areas

To support the anticipated intensification and densification of uses within the project area, it is envisioned that several new off-street parking lots will be constructed along Jackson Street. The lots will likely come to occupy vacant or underutilized sites on the north side of the corridor. The community also supports reconfiguring the existing parking area located at the northern terminus of Church Street. This will lead to the lots' improved efficiency and help facilitate reconfiguring Train Park and constructing the promenade.

D. MAKE IMPROVEMENTS TO THE PUBLIC RIGHT-OF-WAY

Improvements to the public right-of-way represent the most direct and efficient manner for the City to bring change to the project area. This will help beautify, increase access into and around, and improve public spaces within the district, thus helping to catalyze private investment and development in the project area. The community has expressed particular interests in the following improvements.

1. Reconfigure Train Park

While Train Park is ideally situated in the center of town and along Sutter Creek, it remains an underutilized public space. To improve upon the park's functionality, the community envisions the following changes being made to the space:

- Iron Ivan, a steam engine that serves as a symbol for Ione, is prominently located within the center of the park. This has significantly reduced the park's usable space. To improve the park's utility, it is envisioned that the engine will be relocated to another location within the project area or elsewhere in the city.
- Train Park currently has one programmed element—a playground area. The community envisions redesigning the park to accommodate a variety of activities and groups of various sizes. At minimum, the center of the park, where Iron Ivan currently resides, should be remade into a large plaza that can accommodate community events, such as activities associated with the annual Homecoming celebration, farmers markets, antiques and crafts fairs, and other similar events. The redesigned park should also include ample parkland to maintain its excellent shade coverage.
- The park does not provide usable space along the creek. It is envisioned that the redesigned park will encompass a portion of and provide and maintain ample access to the greenway.

2. Designate the Northern Terminus of Church Street as a Shared Space

To better accommodate large public events, it is envisioned that the section of Church Street north of Main Street can serve as an extension of Train Park's plaza. This can best be achieved by designating the street as a space shared by pedestrians and motorists. To make this space safe for both groups, the street should be paved with special materials and/or colors.

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3. Install Enhanced Paving in the Core Commercial Area

To bring emphasis to Downtown’s core commercial area, other streets should also be paved with special materials and/or colors. These include Main Street, Preston Avenue, and the section of Sacramento Avenue located between Main and Jackson Streets.

4. Install Enhanced Paving at Significant Intersections

To encourage the calming of traffic at the project area’s intersections along Main Street, the community envisions special materials and/or colors be used for the intersections’ pedestrian crossings. To ensure that the crossings are highly visible, the materials and colors should contrast with any special paving installed on the adjoining streets.

5. Erect Gateways as Significant Entries

Gateway markers and/or signs should be erected at entrances into the project area to announce arrival and delineate the project area. The two primary gateways to Main Street, at the Preston Avenue and Ione Street intersections, should be marked by “major” highly visible elements.

6. Make Downtown’s Streetscapes Greener

To beautify and increase shade coverage along the project area’s streetscapes, especially along Jackson Street, additional street trees and landscaping should be planted. Where sidewalks are too narrow or are otherwise unable to accommodate street trees and landscaping, planter boxes are encouraged.

7. Improve Sidewalks

The project area’s sidewalk network includes many narrow sections and is incomplete. Addressing both of these issues will improve pedestrian comfort and access to and throughout the district.

8. Provide Additional Streetscape Amenities

To help foster a cohesive identity for the project area, a uniform set of streetscape amenities should be installed throughout the district. These include street lights, benches, bike racks, bollards, and trash receptacles.

THE ILLUSTRATIVE VISION PLAN

This section features the illustrative vision plan, a figure that represents how the vision elements can be implemented across the project area. It is important to note that the illustration is only conceptual. Actual development may, and likely will, vary from how it is portrayed on the figure. The illustration is also intended to create interest in the Downtown Plan among business and property owners, members of the development community, and the public, and serve as inspiration for future development.

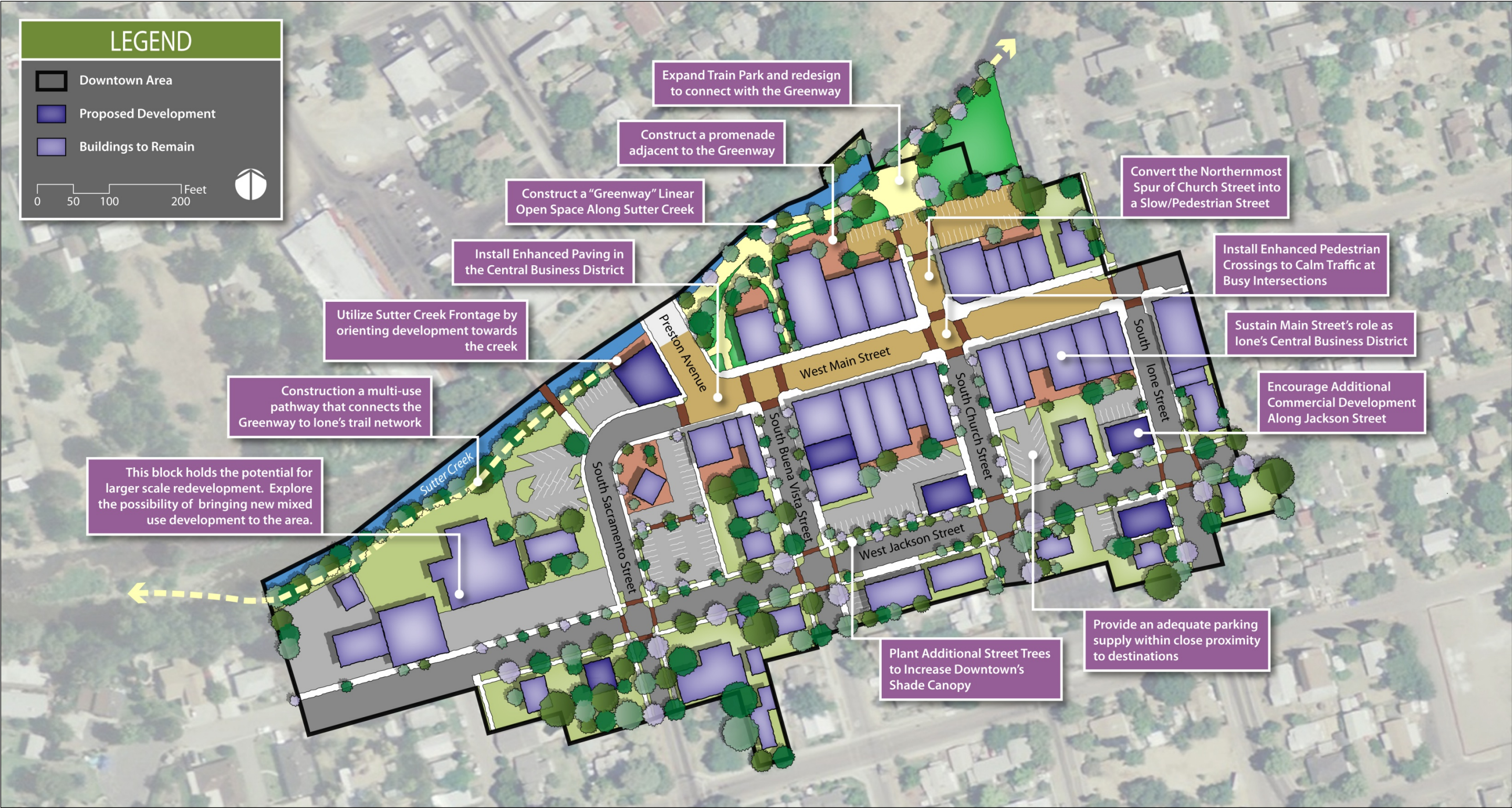
The figure is the product of collaboration between the community and the project team. Members of the project team based the plan's design upon the vision elements, the City's Zoning Code, and the General Plan. The design was subsequently modified to reflect feedback received from the City's decision-makers and other community members during the project's two working sessions.

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Figure 3.1: Illustrative Vision Plan



PRIVATE REALM DEVELOPMENT

PRIVATE REALM DEVELOPMENT



This chapter contains comprehensive development standards and design guidelines that will govern future private development actions in Downtown Ione. These standards and guidelines are intended to address all aspects of how development may occur on individual properties. This will ensure that future development complements the project area's existing built environment, thus perpetuating a cohesive identity for the project area.

The development standards are regulations that all development is required to follow in order to obtain project approval. They are categorized by the plan's three subareas: Downtown core, Commercial Mixed-Use, and Residential Mixed-Use. These districts are illustrated on the map in Figure 4.1: Land Use Subareas. The standards regulate the basic aspects of site and building design. This includes the permitted density and intensity of development, required setback and setback distances, building height limits, and parking

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requirements. The design guidelines provide additional recommendations for how projects should be designed. While the guidelines represent the City's aspirations for what quality design should entail, they provide applicants with the flexibility to implement them in a creative manner. Most of the guidelines address the community's expectations for the entire project area, but a handful of the guidelines target design concerns for individual subareas.

The standards and guidelines aim to enhance the identity and environment of the project area and the three subareas by establishing the desired character and scale of development along the corridors and providing for appropriate transitions to adjacent neighborhoods. Quality design enhances the comfort of those who use a space. The standards and guidelines in this chapter encourage development that will enliven and enrich the experience for Downtown Ione's residents, workers, and visitors.

This chapter also includes a summary of the Downtown Ione Architectural Patternbook that was prepared in conjunction with the Downtown Plan. The section includes an introduction to the seven historic architectural styles that are profiled within the patternbook. These styles represent the evolution of the project area's commercial architecture. The section also includes the patternbook's recommendations for what modifications should be made to several of the subarea's existing buildings, thus demonstrating how each structure can better embody the characteristics associated with the building's particular architectural style. While the patternbook focuses upon the historic commercial block buildings that line Main Street, the section can also be applied wherever a new commercial or mixed-use building is constructed within the project area.

Figure 4.1: Land Use Subareas



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PRIVATE REALM OVERVIEW

This section contains a summary of the private realm development standards and most applicable design guidelines for each of Downtown Ione's subareas. The overviews are intended to provide a brief introduction to the regulations that shape development in the subareas. To help communicate the development standards, each overview includes a detailed section- and plan-view drawing of development on a typical lot in the respective subarea. Each overview also includes a description of the subarea's character and permitted uses and imagery that accompanies the design guidelines and visually portrays the subarea's appearance.

The private realm overview provides summaries for the three subareas in the following order:

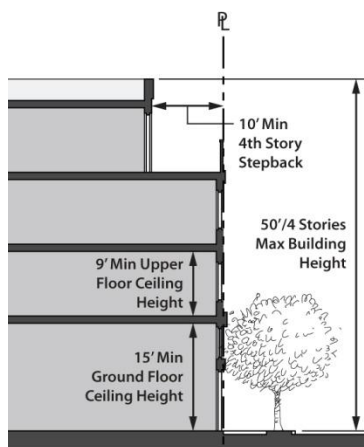
- a) Downtown core subarea
- b) Commercial Mixed-Use subarea
- c) Residential Mixed-Use subarea

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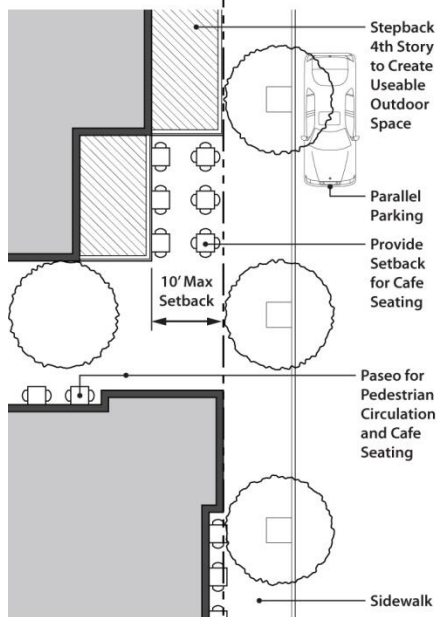
PRIVATE REALM DEVELOPMENT



Key Map



Section



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A. DOWNTOWN CORE SUBAREA

The Downtown Core subarea is synonymous with Ione's Central Business District. The subarea encompasses the Main Street corridor and the properties occupying the northern side of Jackson Street corridor east of Sacramento Street. Development along Main Street is generally characterized by multiple-story commercial block buildings with retail storefronts, many of which are historic, constructed toward the back of the sidewalk. The properties along Jackson Street are primarily residences, storage facilities, and off-street parking areas. It is anticipated that over time the intensity of development in this area will come to approximate what exists along Main Street. The subarea's desired uses include ground floor retail and restaurants, residences and professional offices, particularly on upper floors, public/quasi-public/institutional uses, and off-street parking. Where the subarea's abut Sutter Creek, building frontages should come to embrace the creek, Train Park, and the proposed promenade.

Development Standards

- Floor Area Ratio – 0.5-3.5
- Residential Density (du/ac) – 7.1-25
- Front Yard Setback – 0-10'
- Side Yard Setback – 0-15'
- Street Side Yard Setback – 0-10'
- Rear Yard Setback – 0-10'
- Stepback at a Significant Corner – 10'
- Stepback of a Façade Facing a Street – 10'
- Setback of a Façade Facing a Rear Property Line – N/A
- Building Height Limit – 50', 4 stories
- Minimum Floor-to-Ceiling Height, Ground Floor – 15'
- Minimum Floor-to-Ceiling Height, Upper Floor – 9'

Parking Requirements

- Commercial Uses – 1 sp/750 sf
- ≤1 bedrooms – 1.0 sp
- ≥2 bedrooms – 1.5 sp
- Guest Parking – 1 sp/5 units

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Downtown core Subarea Design Guidelines

- 1) Buildings should be oriented so that the primary façades and key pedestrian entries face major streets and plazas.
- 2) Building heights shall relate to adjacent sites to allow maximum sun and ventilation, as well as protection from prevailing winds, and to enhance public views and minimize obstruction of views from adjoining structures.
- 3) Larger mixed-use developments should incorporate memorable open space(s) that are accessible to the public. Appropriate spaces include courtyards, paseos, and plazas. These spaces should be accompanied by special building forms (e.g., towers) and site improvements (e.g., fountains or sculptures) to help organize and accent spaces by framing entrances, terminating views, and highlighting central focal points.
- 4) Commercial and mixed-use development should occur at the front edge of the property line unless outdoor dining or a recessed entry is proposed.
- 5) To provide adequate space for pedestrian movement and activity, building designs should utilize building setbacks and arcaded or galleried spaces as an extension of the sidewalk. This space can be used for outdoor seating, street furniture, landscaping, and public art that can enliven the streetscape.
- 6) Commercial façades should include the elements that form a complete storefront, including doors, displaced windows, bulkheads, signage areas and awnings. Entrances should be recessed from the façade, creating a small alcove area.
- 7) To precipitate active pedestrian streetscapes, private parking lots, driveways, and loading areas should be located behind buildings and only be accessed from side or rear streets.



To help define a pedestrian-oriented streetscape, primary façades should be located adjacent sidewalks and face onto major streets. Parking lots, driveways and loading areas should be located behind buildings.



Ground floor spaces should be occupied by commercial tenants. Accompanying façades should include elements that comprise a complete storefront.



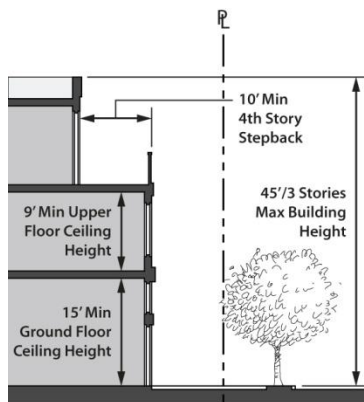
Urban open spaces such as courtyards, paseo and plazas are encouraged. These spaces should include café seating, fountains, public art and other elements that help activate the space.

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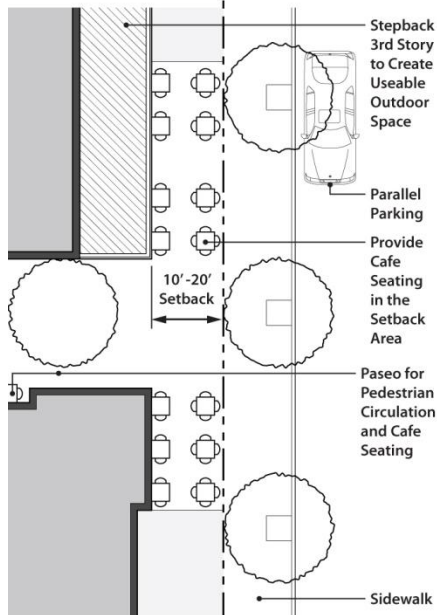
PRIVATE REALM DEVELOPMENT



Key Map



Section



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B. COMMERCIAL MIXED-USE SUBAREA

The Commercial Mixed-Use subarea includes the project area's northwestern quadrant, bounded by Sutter Creek to the north and west, Sacramento Street to the east, and Jackson Street to the south. The subarea is currently underutilized with a mixture of heavy commercial and institutional development, so it potentially provides an excellent opportunity to realize the General Plan's directive of intensifying commercial development in the downtown area. New development will respect the historic structures in the subarea, while assuming a form that is commensurate with development along Main Street. This includes two- to four-story structures built up to the sidewalk. Ground floor spaces will be occupied by a mixture of retail, restaurants and offices and the upper stories will house additional offices and hotel rooms. Given the subarea's size and lack of internal circulation, site plans will provide ample open spaces linked by paseos and/or pedestrian pathways. Because the subarea is located adjacent to Sutter be designed to interface with the creek.

Development Standards

- 1) Floor Area Ratio – 0.25-1.0
- 2) Residential Density (du/ac) – N/A
- 3) Front Yard Setback – 10-20'
- 4) Side Yard Setback – 0-15'
- 5) Street Side Yard Setback – 0-10'
- 6) Rear Yard Setback – 25'
- 7) Stepback at a Significant Corner – 10'
- 8) Stepback of a Façade Facing a Street – 10'
- 9) Setback of a Façade Facing a Rear Property Line – N/A
- 10) Building Height Limit – 45', 3 stories
- 11) Minimum Floor-to-Ceiling Height, Ground Floor – 15'
- 12) Minimum Floor-to-Ceiling Height, Upper Floor – 9'

Parking Requirements

- 1) Commercial Uses – 1 sp/400 sf

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Commercial Mixed-Use Subarea Design Guidelines

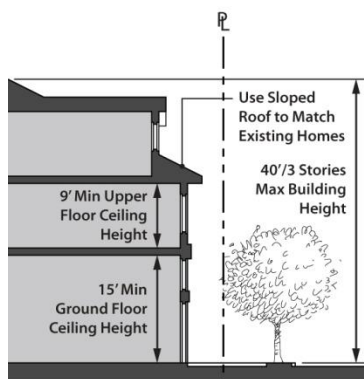
- 1) Buildings should be oriented so that the primary façades and key pedestrian entries face major streets and plazas.
- 2) Building heights shall relate to adjacent sites to allow maximum sun and ventilation, as well as protection from prevailing winds, and to enhance public views and minimize obstruction of views from adjoining structures.
- 3) Larger mixed-use developments should incorporate memorable open space(s) that are accessible to the public. Appropriate spaces include courtyards, paseos, and plazas. These spaces should be accompanied by special building forms (e.g., towers) and site improvements (e.g., fountains or sculptures) to help organize and accent spaces by framing entrances, terminating views, and highlighting central focal points.
- 4) Commercial and mixed-use development should occur at the front edge of the property line unless outdoor dining or a recessed entry is proposed.
- 5) To provide adequate space for pedestrian movement and activity, building designs should utilize building setbacks and arcaded or galleried spaces as an extension of the sidewalk. This space can be used for outdoor seating, street furniture, landscaping, and public art that can enliven the streetscape.
- 6) Commercial façades should include the elements that form a complete storefront, including doors, displaced windows, bulkheads, signage areas and awnings. Entrances should be recessed from the façade, creating a small alcove area.
- 7) To precipitate active pedestrian streetscapes, private parking lots, driveways, and loading areas should be located behind buildings and only be accessed from side or rear streets.

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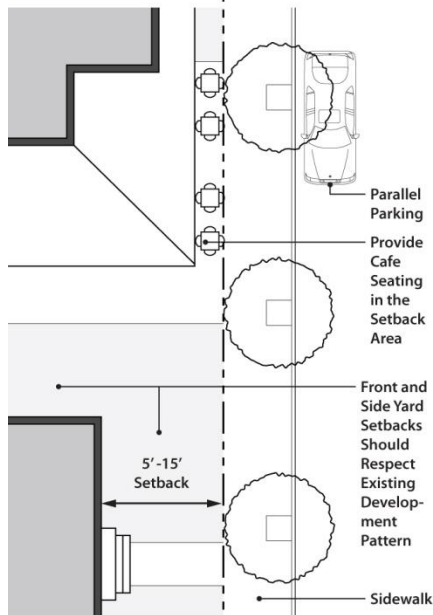
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Key Map



Section



Plan

C. RESIDENTIAL MIXED-USE SUBAREA

The Residential Mixed-Use subarea provides a transition from the relatively intense, vertical development present in the Downtown core and Commercial Mixed-Use Subareas and the surrounding neighborhood. The subarea includes all properties south of Jackson Street. Development is characterized by single-family homes, institutional uses, and small retail. It is during the plan's lifetime. This may translate into multi-family residences and one or more new limited commercial uses. Any new development will need to be designed to respect the character of residences located immediately east and south of the planning area.

DEVELOPMENT STANDARDS

- 1) Floor Area Ratio – 0.5-2.0
- 2) Residential Density (du/ac) – 7.1-25
- 3) Front Yard Setback – 5-15'
- 4) Side Yard Setback – 0-15'
- 5) Street Side Yard Setback – 0-10'
- 6) Rear Yard Setback – 0-15'
- 7) Setback at a Significant Corner – 10'
- 8) Stepback of a Façade Facing a Street – N/A
- 9) Stepback of a Façade Facing a Rear Property Line – 10'
- 10) Building Height Limit – 40', 3 stories
- 11) Minimum Floor-to-Ceiling Height, Ground Floor – 15'
- 12) Minimum Floor-to-Ceiling Height, Upper Floor – 9'

PARKING REQUIREMENTS

- 1) Commercial Uses – 1 sp/400 sf
- 2) ≤ 1 bedrooms – 1.0 sp
- 3) ≥ 2 bedrooms – 1.5 sp
- 4) Guest Parking – 1 sp/5 units

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Residential Mixed-Use Subarea Design Guidelines

- 1) To maintain privacy in the Residential Mixed-Use subarea, windows and upper floor balconies should be positioned to minimize views into neighboring properties.
- 2) Building heights shall relate to adjacent sites to allow maximum sun and ventilation, as well as protection from prevailing winds, and to enhance public views and minimize obstruction of views from adjoining structures.
- 3) Projects built adjacent to existing lower-scale residential development shall respect the scale and privacy of the adjacent properties. This can be accomplished by varying the massing within a project, stepping back upper stories, and varying sizes of elements to transition to smaller-scale buildings.
- 4) Larger mixed-use developments should incorporate memorable open space(s) that are accessible to the public. Appropriate spaces include courtyards, paseos, and plazas. These spaces should be accompanied by special building forms (e.g., towers) and site improvements (e.g., fountains or sculptures) to help organize and accent spaces by framing entrances, terminating views, and highlighting central focal points.

Private Realm Development Standards

This section provides standards to guide private realm development in Downtown Ione. The standards are listed in a matrix by the plan's three subareas (Table 4.1: Development Standards Matrix). The implementation of these standards will help bring to fruition the community's vision for the downtown area. This includes making Downtown Ione a desirable place to live, work, shop, and visit. The standards are also intended to promote coordinated and cohesive site planning and design that will maximize downtown's development potential, enhance residential and commercial character, and encourage increased pedestrian, bicycle, and transit access to community facilities, employment, services, and residences.

The development standards build upon the City's Zoning Code designations for the project area, C-2, the Central Business District, and C-3, the Heavy Commercial District, with more extensive site development and building design standards. This section also implements the City's General Plan policy direction for the project area. This includes helping to preserve downtown's historic character, permitting higher density development, bringing residential and commercial development into closer proximity, and supporting the expansion of downtown's commercial core area into the surrounding blocks.

The Development Standards Matrix includes regulations for the following items:

- Floor Area Ratio
- Residential Density
- Front Yard Setback
- Side Yard Setback
- Street Side Yard Setback
- Rear Yard Setback

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- Stepback of a Façade Facing a Street
- Stepback of a Façade Facing a Rear Property Line
- Building Height
- Minimum Floor-to-Ceiling Height, Ground Floor
- Minimum Floor-to-Ceiling Height, Upper Floor
- Parking Ratios

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Table 4.1: Development Standards Matrix

Measurement/Zoning District	Downtown core	Commercial Mixed-Use	Residential Mixed-Use
Density/Intensity			
Floor Area Ratio (FAR)			
min	0.5	0.25	0.5
max	3.5	1.0	2.0
Residential Density (du/ac)			
min	7.1	N/A	7.1
max	25	N/A	25
Setbacks^{1,2}			
Front Yard³			
min	0'	10'	5'
max	10'	20'	15'
Side Yard			
min	0'	0'	0'
max	15'	15'	15'
Street Side Yard³			
min	0'	0'	0'
max	10'	10'	10'
Rear Yard			
min	0'	25'	0'
max	10'	N/A	15'
Significant Corner	10'	10'	10'
Stepbacks			
Façades facing a street	10' ⁴	10' ⁴	N/A
Façades facing rear property line	N/A	N/A	10' ⁵
Height Limits			
Building Height ⁶	50', 4 Stories	45', 3 Stories	40', 3 Stories
Minimum Floor-to-Ceiling Height, Ground Floor	15'	15'	15'

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Minimum Floor-to-Ceiling Height, Upper Floors	9'	9'	9'
Parking			
Commercial Uses	1 sp/750 sf	1 sp/400 sf	1 sp/400 sf
Residential Uses			
≤1 bedrooms	1.0 sp	-	1.0 sp
≥2 bedrooms	1.5 sp	-	1.5 sp
Guest Parking	1 sp/5 units	-	1 sp/5 units

Notes

1. As determined through Site Plan Review, the City may require additional setbacks to ensure the general health, safety, and welfare of the community. (Ord. 252 (part), 1984: Ord. 51 §12.03, 1958; Ord. 252(part), 1984: Ord 51 §12.04, 1958; Ord. 252(part), 1984: Ord. 51 §12.04, 1958)
2. Certain building projects may encroach into yard areas. For a description of these encroachments, refer to Section 17.32.040 of the Zoning Code.
3. According to Section 17.32.30 of the Zoning Code, setbacks shall be measured from the exterior boundary of any street or highway.
4. This standard only applies to a building's fourth floor.
5. This standard only applies to a building's third floor.
6. Certain architectural features, including chimneys and flagpoles, may extend beyond the maximum building height. For a description of these building height exceptions, please refer to Section 17.30.050 of the Zoning Code.

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PRIVATE REALM DESIGN GUIDELINES

This section provides design guidelines for all private development that occurs in Downtown Ione. The guidelines address the design of both new buildings and renovations to existing structures. The guidelines are organized into several categories that specify how buildings should be located and oriented on a site and describe how architectural elements should be incorporated into building designs to perpetuate a pervasive sense of high architectural quality throughout the project area. The section also provides direction on how new development should interact with and complement the planning area's historic resources and includes guidelines that encourage sustainable practices such as stormwater management and water efficiency measures.

Conformance with the guidelines is encouraged, but not necessarily required. Alternative design solutions are permitted provided that they meet the overall objectives of this document.

The overarching design guidelines include:

- a) Site Layout and Building Orientation
- b) Massing and Scale
- c) Building Heights and Stepbacks
- d) Building Setbacks
- e) Building Façade Articulation
- f) Materials
- g) Lighting
- h) Building Signage
- i) Awnings
- j) Water and Energy Efficiency
- k) Alterations to Historic Resources
- l) New Construction and Historic Resources

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A. SITE LAYOUT AND BUILDING ORIENTATION

Downtown Ione is characterized by buildings that directly address the adjoining streets. Buildings are typically located adjacent to or near the sidewalk, creating an intimately scaled, pedestrian-oriented streetscape. Doors and windows face onto the street, providing the streetscape with a sense of activity and vibrancy. To perpetuate these relationships, site and buildings designs should address the following guidelines.

- 1) Ground-floor commercial uses should be located at key intersections.
- 2) Building frontages facing onto a street or public space should be located on or near the corresponding property line and/or sidewalk edge.
- 3) To foster a sense of continuous pedestrian activity, gaps between buildings should be minimized.
- 4) To activate the streetscape and provide “eyes on the street,” semi-private open spaces such as common courtyards should be oriented to face major streets.
- 5) Pedestrian passages that enable through-block pedestrian circulation, such as paseos, are encouraged.
- 6) To precipitate active pedestrian streetscapes, private parking lots, driveways, and loading areas should be located behind buildings and only be accessed from side or rear streets.
- 7) Wherever possible, loading facilities should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are generally more appropriately located at the rear of the site.
- 8) Where commercial buildings back up to residential properties, loading and delivery should be planned so that it will occur at the side of the building away from residences.
- 9) Site designs should incorporate landscaping that provides screening and includes additional trees that are consistent with the streetscape. Landscaping should be planned and scaled to complement the existing adjacent landscaping and building forms.

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- 10) To trap warm air while still encouraging interaction with streets and open spaces, buildings should be configured to create internal courtyards.
- 11) Buildings should be oriented so that the primary façades and key pedestrian entries face major streets and plazas.
- 12) To emphasize the presence of buildings at corners, the structures should be accentuated by height, articulation, and unique roof silhouettes.
- 13) Buildings on corners should include storefront design features for at least 50 percent of the wall area on the side street elevation.
- 14) To maintain privacy in the Residential Mixed-Use subarea, windows and upper floor balconies should be positioned to minimize views into neighboring properties.
- 15) Private parking lots should incorporate screening along all adjacent streets. Screening should maintain a clear visual zone between 32 inches and 5 feet above grade.
- 16) Sutter Creek frontages should be designed to:
 - Ensure building façades facing the creek are articulated with design elements that activate the creek side, and with buildings that are massed and sited so as not to “wall in” the creek.
 - Encourage mid-block breaks between buildings along the creekside promenade. These breaks should be occupied by pedestrian-oriented spaces such as plazas, paseos, or courtyards.
 - Encourage every building and/or shop to provide direct pedestrian access to the creekside promenade, where applicable.
 - Encourage access drives to be centralized wherever possible.
 - Discourage service areas on the creekside of any property (or camouflage from public view).
 - Discourage surface parking lots between buildings and the creek’s edge. However, under certain circumstances parking may extend into creekside setback areas if

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adequate landscape screening is provided and pedestrian access to the river is not diminished.

- 17) Whenever possible, buildings should be oriented southward to receive optimal natural light.
- 18) Courtyards, open spaces, and façades should be oriented to south to maximize heat gain and natural sunlight.
- 19) Impervious surfaces that have a large thermal gain should be minimized. Groundcovers and mulch can be used to prevent ground reflection and keep the surface cooler, preventing radiation and the heat-island effect.

B. MASSING AND SCALE

Downtown Ione is predominantly composed of compact blocks and narrow parcels that occupy limited street frontage. The massing and scale of downtown's existing buildings reflect these dimensions, contributing to the area's vibrant, pedestrian-oriented streetscape. To complement the project area's massing and scale, new development should consider the following guidelines.

- 1) Special architectural features, such as gables, turrets, towers, and loggias should be used to accent buildings located at major street corners, at the terminus of a street corridor, at gateway locations, and at other highly visible building locations.
- 2) New development located on highly visible corner parcels should incorporate special features such as rounded or cut corners, corner towers, inviting corner entrances, corner roof features, special show windows and/or special base designs, etc.
- 3) Projects built adjacent to existing lower-scale residential development shall respect the scale and privacy of the adjacent properties. This can be accomplished by varying the massing within a project, stepping back upper stories, and varying sizes of elements to transition to smaller-scale buildings.
- 4) The scale of new infill developments shall complement existing structures, while providing a sense of human scale and proportion.

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- 5) The mass of large-scale buildings shall be broken up. This can be accomplished by integrating one or more of the following approaches into a building's design:
 - a) Use articulation in form including changes in wall planes, upper-story building stepbacks, and/or projecting or recessed elements.
 - b) Incorporate architectural elements and details such as adding notches, grouping windows, adding loggias, dormers, and balconies, and varying cornices and rooflines.
 - c) Vary materials and colors to enhance key components of a building's façade (i.e., window trims, entries, projecting elements, etc.).
- 6) Open spaces, walkways, and alleys should be used to break up building mass, provide access through developments, and create visual breaks.
- 7) Larger mixed-use developments should incorporate memorable open space(s) that are accessible to the public. Appropriate spaces include courtyards, paseos, and plazas. These spaces should be accompanied by special building forms (e.g., towers) and site improvements (e.g., fountains or sculptures) to help organize and accent spaces by framing entrances, terminating views, and highlighting central focal points.
- 8) Long horizontal rooflines on buildings with flat or low-pitched roofs should be broken up. This can be accomplished through the use of architectural elements such as parapets, varying cornices, and rooflines.
- 9) All rooflines, regardless of pitch, should be broken at intervals of no greater than 50 feet. Appropriate approaches to meeting this guideline include varying the roof's height and/or form.
- 10) Radical roof pitches that create overly prominent or out-of-character buildings, such as A-frames, geodesic domes, or chalet-style buildings, are not allowed.
- 11) Cornice lines of new buildings (horizontal rhythm element) should be aligned with buildings on adjacent properties to avoid clashes in building height and massing.

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- 12) The design of a rear/side façade should follow the general scale, proportion, and detailing of the front façade.

C. BUILDING HEIGHTS AND STEPBACKS

While height limits in the project area range from 40- to 50-feet, many of the existing buildings are constructed to a reduced scale. New construction should respect the existing pattern of development through the use of height and upper-story setbacks. Incorporating these techniques into a building's design will also help create a unified streetscape devoid of excessive environmental conditions.

- 1) To preserve and reinforce project area's pedestrian scale, upper story street-facing façades should be stepped back. Such façades located on the fourth story in the Downtown core subarea and on the third story in the Commercial Mixed-Use subarea must be stepped back 10 feet.
- 2) Balconies and roof gardens should be used to activate upper-story setback areas.
- 3) Building heights shall relate to adjacent sites to allow maximum sun and ventilation, as well as protection from prevailing winds, and to enhance public views and minimize obstruction of views from adjoining structures.
- 4) Corner towers and turrets and roof forms above fascia may project up to 10' above maximum height.
- 5) To reduce shadows, building heights on north side developments should be minimized.

D. BUILDING SETBACKS

Downtown Ione's urban form is generally defined by limited setbacks. Because buildings are located near or at the back of the sidewalk, buildings and streets have a strong relationship. This configuration contributes to the planning area's vibrant, pedestrian-oriented streetscape. To complement the project area's excellent existing urban form, new development must account for the following setback-related guidelines.

- 1) Commercial and mixed-use development should occur at the front edge of the property line unless outdoor dining or a recessed entry is proposed.

- 2) To provide adequate space for pedestrian movement and activity, building designs should utilize building setbacks and arcaded or galleried spaces as an extension of the sidewalk. This space can be used for outdoor seating, street furniture, landscaping, and public art that can enliven the streetscape.
- 3) Development occurring in the Residential Mixed-Use subarea should utilize setbacks that are similar to the pattern of the surrounding neighborhood.

E. BUILDING FAÇADE ARTICULATION

Downtown Ione contains a number of finely detailed buildings that contribute to the area's character and help define its pedestrian scale. New development should reinforce this character through the inclusion of architectural details and façade articulation.

- 1) Façades should be broken down into a series of appropriately proportioned structural bays or components typically segmented by a series of columns or masonry piers that frame window, door, and bulkhead components.
- 2) Large, blank façades shall be avoided.
- 3) A building's design details should have purpose rather than being applied or strictly decorative.
- 4) Commercial façades should include the elements that form a complete storefront, including doors, displaced windows, bulkheads, signage areas and awnings. Entrances should be recessed from the façade, creating a small alcove area.
- 5) Designs should utilize architectural elements to enhance building façades. These include cornices, lintels, sills, balconies, awnings, porches, and stoops.
- 6) Upper stories should include expressive design features such as balconies and bay windows.
- 7) For upper-floor residential uses, balconies should include transparent or semi-transparent railings to enhance natural lighting and maximize "eyes on the street."
- 8) For projects adjacent to the residential neighborhood adjacent to downtown, design elements—such as porches,

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roof slope, and architectural features—should be used to reflect the transition in use, scale, and height.

- 9) High ceiling vaults and thermal chimneys should be utilized to promote rapid air changes and to serve as architectural articulation for buildings.
- 10) South- and southwest-facing windows should be framed with protruding vertical or horizontal shading devices such as lintels, sills, and awnings to provide adequate protection from glare.
- 11) To enliven the streetscape, display windows should be designed in a manner that provides pedestrian views into the interior of the storefront.
- 12) Designs should differentiate between the amount of the façade reserved for windows and doors for street-level storefronts and upper stories. Typically, storefronts include a much greater area for openings (70 percent) than upper stories (40 percent).
- 13) Along commercial frontages, entries to shops or lobbies should be a maximum of 50 feet apart from one another.
- 14) Designs should maximize transparent windows on all sides of buildings, particularly for ground-floor retail and office uses. Views into these spaces should not be obstructed. Retail street frontages should include floor-to-ceiling windows.
- 15) To maximize natural lighting on south-facing façades, light shelves should be provided on windows.
- 16) Adjustable exterior shades and shade screens should be used on east-, west-, and south-facing windows as flexible methods for blocking glare.
- 17) Operable windows should be used wherever possible to allow passive ventilation, heating, and cooling.
- 18) For a proposed infill building that is adjacent to two existing commercial structures, the building shall maintain the characteristic rhythm, proportion, and spacing of the existing structures' door and window openings.
- 19) For infill structures, provide storefront windows, doors, entries, transoms, awnings, cornice treatments, and other

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architectural features that complement the surrounding existing structures without exactly duplicating a past architectural style.

- 20) Infill structures should include architectural features that complement the surrounding existing structures without precisely duplicating the structures' architectural style(s). Appropriate architectural features include windows, doors, entries, transoms, awnings, and cornice treatments.
- 21) Wherever it is difficult for an infill building to maintain the horizontal rhythm established by the adjacent buildings, canopies, awnings, or other horizontal devices shall be required to establish a shared horizontal storefront rhythm.
- 22) Infill building designs shall incorporate the common horizontal elements (e.g., cornice line, window height and width and spacing), rhythm, and alignment that are found among the neighboring structures.
- 23) Rear and side façades that are visible from the public realm shall display sophisticated levels of design and materials. The façades should display the same level of trim and finish as the front façade. Rear façades may look like the back of a building but should still be pleasant and inviting.
- 24) Creek-facing façades should be attractive and comparable in the level of design attention to the front sides of the building.
- 25) Roofs may be flat or sloped. The visible portion of sloped roofs shall be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- 26) Roof-mounted mechanical equipment shall be screened by a parapet wall or similar structural feature that is an integral part of the building's architectural design.
- 27) Wherever possible, vegetated roofs and walls should be incorporated to maintain and help regulate internal temperatures.

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F. MATERIALS

The choice of materials is critical component to defining the character of a building. Materials should be of high quality and detail to provide visual interest and should suggest durability and permanence to last into the future.

- 1) Material for exterior walls will incorporate two aspects: color and texture. If the building's exterior design is complicated, with many articulation, columns, and design features, the wall texture shall be simple and subdued. If the building design is relatively simple, a finely textured material, such as patterned masonry, shall be used to enrich the building's overall character.
- 2) Buildings shall be designed with references to a particular style or period, and incorporate materials consistent with that style or period.
- 3) For ground-floor building façades, especially those associated with a storefront, glass shall be clear or lightly tinted. Opaque, reflective, and dark-tinted glass is not permitted.
- 4) Trim and metalwork should be related to the building's architecture.
- 5) Storefront materials shall be consistent with the materials used on adjacent buildings. Below is a list of materials that are encouraged and discouraged for buildings within the project area. However, in any case, the number of different wall materials used on any one building shall be kept to a minimum, ideally two.

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Table 4.2: Encouraged and Discouraged Building Materials

Encouraged	Discouraged
Glass block (transom)	Reflective or opaque glass
Stucco/exterior plaster (smooth troweled)	Imitation stone (fiberglass or plastic)
New or used face-brick	Rough-sawn or natural (unfinished) wood
Cut stone, rusticated block (cast stone)	Pecky cedar
Terra cotta	Used brick with no fired face
Ceramic tiles (bulkhead)	Imitation wood siding
Masonry	Plastic panels
Textured, treated, decorative concrete roofs (where visible)	Metal
Standing seam metal roofs	
Class "A" composition shingles (limited to refurbishment of residential structures)	
Crushed stone	

G. LIGHTING

Well-placed exterior lighting helps to improve visibility, provide safety, and create ambiance. Lighting also has the ability to define an area's character by illuminating architectural details, landscaping, sidewalks, pedestrian paths, and open spaces. To ensure that private development in Downtown Ione maximizes opportunities to use exterior lighting, the following standards should be addressed.

- 1) Lighting should be designed to satisfy both functional and decorative needs.
- 2) All project exterior lighting, with the exception of lighting for public streets, should be consistent with the architectural style of the building. On each project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.

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- 3) Lighting fixtures and poles should be compatible with the building's architectural style.
- 4) Designs should include pedestrian-scale lighting.
- 5) Lighting fixtures must be Dark Sky compliant.
- 6) Lighting sources should be shielded, diffused, or indirect to avoid glare to pedestrians and motorists. To minimize the total number of freestanding pedestrian-scale lighting fixtures, decorative wall-mounted lights are encouraged.
- 7) Building entrances should be well lit with appropriately scaled light fixtures that complement the building's architectural style.
- 8) Lighting fixtures shall not cast light directly into adjacent residential windows. It is recommended that fixtures employ a translucent or optical lens diffuser globe or shield.
- 9) Lighting solutions should balance the need to provide illumination and security in the following ways:
 - General lighting levels should use the minimum brightness for the illumination of large areas. Brighter light may be used to punctuate and accent important areas such as building entries and special architectural features.
 - Building-mounted lighting should be used, particularly in pedestrian-oriented and high-visibility areas, and should be designed and placed to accent the building's architectural details.
- 10) The color and finish of lighting metalwork should harmonize with building metalwork.
- 11) Architectural lighting should be used to enhance a building during twilight and nighttime hours in the following ways:
 - Lighting should accent a building's unique characteristics that provide texture and form. Examples of these characteristics include doors, window openings, detail cornices, columns, and arcades.
 - A "close-in" lighting approach should be used for stone and brick building façades. This approach grazes the light across the façade surface, bringing to attention the wall's textural quality by creating shadows and drama.

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- Lighting should emphasize the building's base, middle, and top. This facilitates the building appearing natural from all vantage points.
 - All fixtures and wiring should be well hidden in the architectural details so that the lighting has a minimal impact during the day. Fixture size, shape, color, and mounting details are important considerations in the integration process.
 - A building façade should not be washed with bright light from a distant location. This approach “flattens” out the building's texture and causes unnecessary glare to the nighttime users.
 - Light fixtures should be designed so that the light goes exactly where it's intended. Special care should be taken to include louvers, glare shields, or barn doors to the front of floodlight fixtures to prevent light pollution.
 - Light levels should be appropriate for the amount of illumination intended. This will help ensure that the lighting enhances the building's best qualities.
 - Lighting fixtures should be mounted in strategic locations to facilitate maintenance.
- 12) As a security device, lighting should be adequate but not overly bright.

H. BUILDING SIGNAGE

Building signage is integral to conveying information and emphasizing a building's architecture and Downtown Ione's character. Because the downtown area is pedestrian-oriented, signage also helps contribute to the area's pedestrian scale.

To ensure that a project's signage is achieving the aforementioned goals, the following guidelines must be addressed. For information pertaining to signage regulations, refer to Chapter 17.42 of the Ione Municipal Code.

- 1) Signs should reflect a crafted, high-quality, detailed design approach.

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- 2) Sign shapes, type styles, and color combinations should complement building styles and reflect the business that they represent.
- 3) Signs should reflect the uses that they represent in creative and fun, as well as functional, ways.
- 4) Signage should be wall-mounted or suspended from awnings above the sidewalk. It is encouraged that all hanging signs be located perpendicular to the site wall.
- 5) It is recommended that façade signs should be lettered.
- 6) Building-mounted signs must be located on wall areas or architectural features that are specifically designed for them. Appropriate architectural features include recessed wall areas, towers, turrets, or parapets.
- 7) Signs should be modestly scaled to fit the casual visual character of alleys and rear parking areas.
- 8) Pole-mounted signs, freestanding signs, and canned signs are prohibited.
- 9) Signs should be subtle, rather than dominate a space.

I. AWNINGS

Awnings provide visual interest and pedestrian scale at the street level. While awnings may not be appropriate along every façade, in combination with tree canopies awnings can provide shade and shelter for pedestrians. Awnings are most appropriate along south-facing façades where they can provide shade to interiors and support energy efficiency measures.

- 1) Awnings and canopies (functional weather protection) may encroach up to 8 feet into the public right-of-way. These elements should never extend beyond the curb face.
- 2) Awnings are encouraged and shall have a single color or two-color stripes. Lettering, trim, and use of other colors is allowed, but will be considered as sign area.
- 3) Awning shape shall relate to the window or door opening. Barrel-shaped awnings are only to be used to complement arched windows, while square awnings should be used on rectangular windows.

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- 4) Aluminum awnings or brow canopies are allowed when consistent with the original design character of the building.
- 5) Where the façade is divided into distinct structural bays (sections defined by vertical architectural elements such as masonry piers), awnings shall be placed within the vertical elements rather than overlapping them. The awning design shall respond to the scale, proportion, and rhythm created by these structural bay elements, and nestle into the space created by the structural bay.
- 6) Misting systems are allowed and encouraged as part of brow canopies and awning frames.
- 7) Glossy finish vinyl or similar awning material is prohibited.

J. WATER AND ENERGY EFFICIENCY

The following guidelines support the City's sustainability goals and objectives to increase water and energy efficiency throughout the City as described in the City's General Plan in goals such as *GOAL CO-4: Protect the quantity and quality of the City's water resources* of the Conservation and Open Space element.

- 1) Site designs can incorporate drought-tolerant and native landscaping that requires little irrigation and low maintenance.
- 2) Wherever appropriate, landscaping should be irrigated through a drip system, using recycled water when possible.
- 3) Planting strips along the street edges can be designed to act as functional stormwater management systems in the form of "urban bioswales." Stormwater is directed into the planter strips to irrigate landscaping while filtering and reducing stormwater runoff.
- 4) Solar panels can be installed on rooftops and/or façades to supplement the energy source.
- 5) Adjustable external shading devices can help control the climate inside buildings.
- 6) To increase surface areas for windows and opportunities to maximize the use of natural lighting, incorporate skylights and façades articulations.

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- 7) Cool and/or green roofs can be used to reduce the heat island effect and thereby reduce the heat transferred into the building below. Cool roofs consist of materials that effectively reflect the sun's energy. Alternatively, green roofs achieve the same purpose and include vegetation to harvest rainwater for reuse and diminish runoff.

K. ALTERATIONS TO HISTORIC RESOURCES

The Historic Resources Design Guidelines outline a series of general guidelines that apply to historic resources:

- 1) Where possible, follow the Secretary of the Interior's Standards for Rehabilitation.
- 2) Avoid the removal of historic materials.
- 3) Avoid covering historic architectural details with modern cladding, awnings, or signage.
- 4) Continue a building's original use if possible.
- 5) Preserve all of a building's significant façades, typically at least two.
- 6) Use historical photographs where possible to inform accurate rehabilitation projects.
- 7) Use paint colors that complement, rather than detract from, the historic character of the property; if possible, consult historical photographs or specifications to determine whether a paint scheme is historically appropriate.
- 8) Working within the existing building envelope is recommended before proposing an addition. However, if additions are desired, they should generally be located on a secondary or rear façade—or set back from the primary façade if they are rooftop additions—and should not interfere with the building's roofline.
- 9) Consider consulting with a preservation architect for adaptive re-use of historic resources, to ensure renovations are compatible.

L. NEW CONSTRUCTION AND HISTORIC RESOURCES

For new development that is adjacent or within close proximity to historic resources:

- 1) Consider how the style, massing, rhythm, setbacks, and materials of new construction may affect the character of adjacent historical resources.
- 2) Near historic residential properties, set new construction back from the street and preserve the open space and rhythm between residences.
- 3) Near historic commercial buildings, abut adjacent buildings with new construction to create a solid block face, unless otherwise specified.
- 4) If an addition or new construction is under consideration, reference the information for adjacent historical resources to verify that the proposed change is compatible with both the subject property and the adjacent historical resources.
- 5) Consult the building code and zoning code in addition to the Historic Resources Design Guidelines, as they are not a regulatory document.

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ARCHITECTURAL PATTERNBOOK

This section summarizes the key aspects of the Downtown Ione Architectural Patternbook. The patternbook, developed in conjunction with the Ione Downtown Plan, is intended to help architects, business and property owners, and members of the development community with designing new and renovating existing buildings in a manner that complements the project area's historic architectural styles. The document includes a detailed description of each style and an extensive list of the style's characteristics, and provides recommendations for how several of the project area's historic buildings can be transformed to better embody the characteristics associated with the building's original architectural style.

This summary of the patternbook contains two sections. The first section offers an abridged version of the patternbook's historic architectural style inventory. The second section provides the patternbook's full list of recommendations for how to renovate the selected historic buildings.

A. INVENTORY OF STYLES

This section provides an introduction to the seven historic architectural styles profiled in the Downtown Ione Architectural Patternbook. The style descriptions are intended to help the reader become familiar with the styles and the project area's architectural heritage, and provide the necessary context to understand the patternbook's recommendations for how to improve the architectural integrity of the selected buildings. It is important to emphasize that this section is only intended to provide a cursory introduction to the project area's styles. To properly integrate a style's characteristics and elements into a building's design, please refer to the patternbook.

The style descriptions document the time period when each style was popular and the ideas, preceding styles, and cultural movements that influenced the style's popularity and appearance. The descriptions also provide a list of each style's

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most defining design elements. The styles, listed in the order in which they first became popular, are as follows:

- 1) Vernacular Commercial (Western Storefront)
- 2) Greek Revival
- 3) Italianate
- 4) Folk Victorian
- 5) Italian Renaissance Revival
- 6) Mission Revival
- 7) Art Moderne

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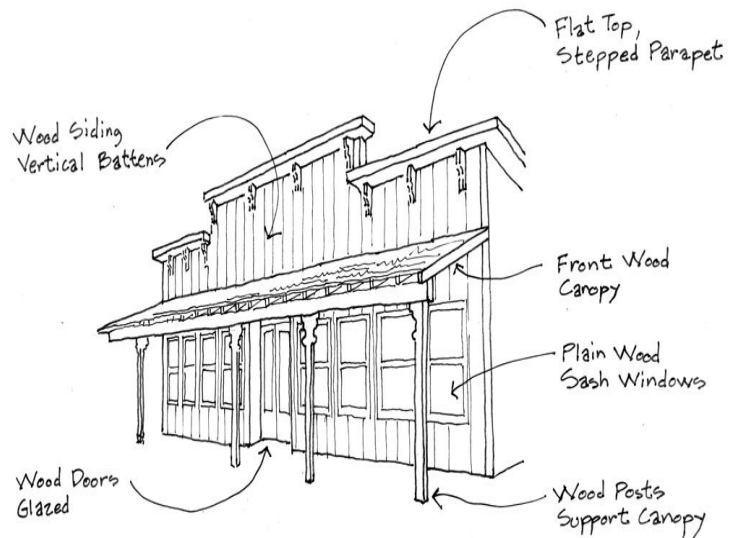
1. Vernacular Commercial (Western Storefront)

The Vernacular Commercial style is representative of the America's frontier communities. The style migrated westward from the Great Plains and the Midwest to California during the Gold Rush and remained popular in the Mother Lode region until it was replaced by the era's more formal architectural styles. In modern times, interest in the Old West, largely perpetuated by Hollywood's depiction of the period, has helped generate renewed interest in the style.

The Vernacular Commercial style reflects the limitations posed by frontier communities' early settlement conditions. Such communities usually lacked access to the technologies necessary to create refined building materials, such as bricks. This necessitated the use of naturally occurring materials that required minimal processing. In areas where wood was abundant, such as the Mother Lode region, residents turned to timber construction. Simple wood fabrication mills outfitted with hand-driven equipment allowed residents to replace their tents with rudimentary, permanent structures.

The style provided practical solutions to basic construction quandaries. Principally, the style's tall, flat front façade helped conceal the simple gable end of the narrow buildings that fronted onto commercial streets. This façade also held the advantages of creating a more impressive presence along the street and accommodating advertising signage. Because the style is considered informal, it allows for much modification and accommodates flexible arrangements.

- The style's defining architectural features include:
 - A flat top, stepped front cornice line
 - Wooden siding with vertical battens (most historically accurate)
 - Wooden sash windows



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- Wooden doors that may be glazed
- A front wood canopy, supported by wood columns
- Non-historical features that should be avoided include:
 - Decorative trim
 - Cornice brackets
 - Brick, tile or stone wainscoting
- Ione precedents:

The Main Street corridor features a number of buildings designed in Vernacular Commercial style. It would appear that the majority of these were designs added to existing buildings when the City embarked upon a façade revitalization effort during the mid-1970s. While there is little evidence to support that the designs are historically accurate for the buildings, they provide mostly adequate reproductions of the style.

Many of the façades feature a stepped, flat cornice line with a central, taller section flanked by a lower cornice. These cornice lines have little relationship to the gabled roofs that they conceal, thus rendering them essentially decorative.

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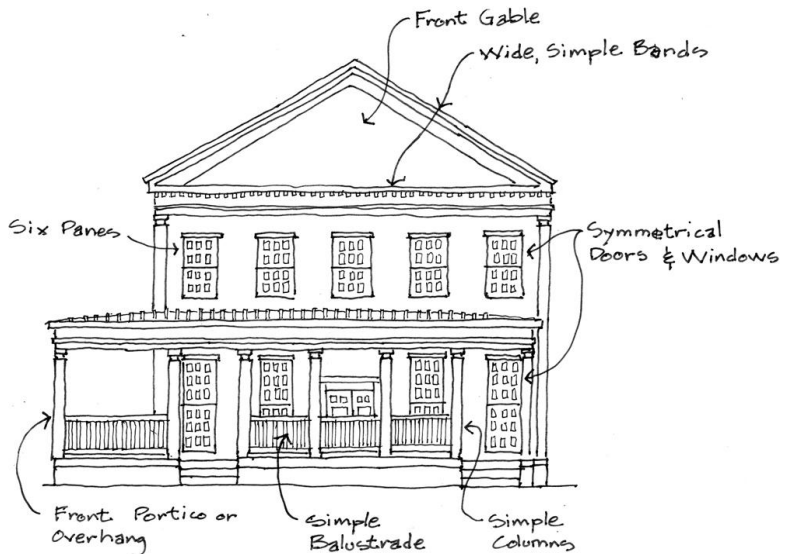
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2. Greek Revival

The Greek Revival style is often considered the United States' first "national style." The style first became popular in this country during the 1830s. Originally predominating in the eastern states, the style spread to the West Coast following the Gold Rush. Within California, the style was used most frequently within the northern portion of the Central Valley and the Mother Lode region, the San Francisco Bay area, and around Los Angeles. The style remained popular into the 1930s.

As the style's name would suggest, Greek Revival architecture was patterned after ancient Greek temples, such as the Parthenon. The style's practitioners recreated many of the temples' forms and details, but often did so using novel materials. While the original buildings from antiquity were constructed from stone, buildings designed in the Greek Revival style often made use of wood painted white or a light color. The Greek Revival style represented democracy, stability, and permanence. Thus, the style was often employed in the design of banks and government buildings. These notions resonate to this day. Within a contemporary downtown setting, the style appeals to attorneys, undertakers, and other tenants who wish to appear favorable, formal, and important.

- The style's defining architectural features include:
 - A front gabled roof
 - Wide, simple trim bands within and/or below the gable
 - Rectangular, vertically proportioned doors and windows



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- Windows with six panes
- An optional front portico that features simple columns (e.g., fashioned according to the Doric or Ionic order)

- Ione precedents:

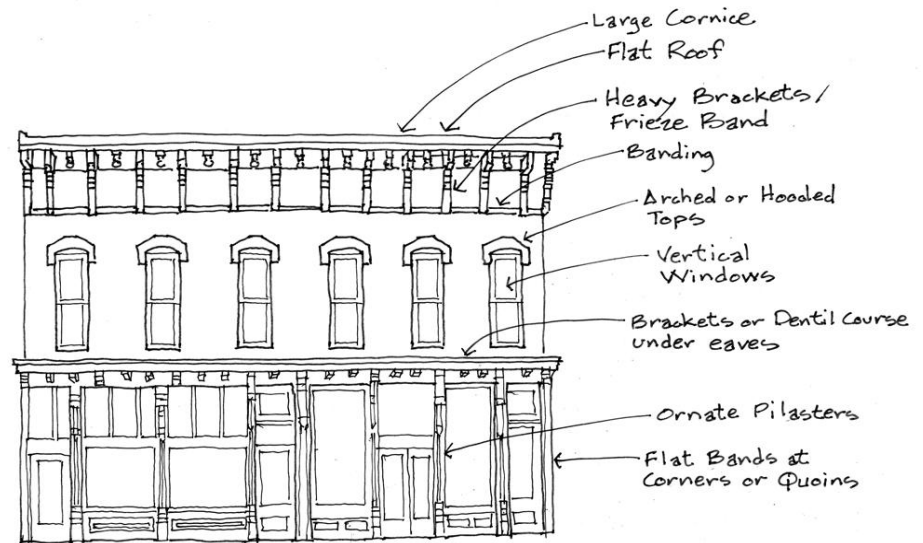
Several of the Main Street corridor's historic buildings can be classified as Greek Revival. The structures are two stories tall and feature front gable rooflines. Otherwise, the buildings are vernacular examples of the style, while exhibiting relatively few of the style's elements. This is a reflection of how the style was interpreted in a rural community during its formative period. Some of the buildings also display a dentil course below the architrave, the band spanning the bottom of the gable. This element is not typical of the style, but instead represents a mixing of the Greek Revival and Italianate styles.



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3. Italianate

First emerging as an alternative to the Greek and Gothic Revival styles, Italianate became one of the most popular American architectural styles of the mid- to late-19th century. The style originated in England early in the century and arrived in the eastern states during the 1840s. Italianate architecture migrated to the California following the Civil War and remained popular into the 1890s.



The style took its influence from 16th century Italian Renaissance architecture and picturesque aesthetics. While Italianate architecture is often associated with the Victorian architectural movement, the style is perhaps more appropriately categorized with the Greek and Gothic Revival styles.

The Italianate style was often used to symbolize wealth. This association was especially commonplace during the style's later stages of development when the degree of surface embellishment became increasingly elaborate. A building ornamentation placed upon the building's façades. Not coincidentally, the style was used extensively for residential architecture, including many of California's early mansions. The style also lent itself to design of commercial buildings. Italianated commercial designs usually feature an elaborate, tall, "false" front façade covering a more modest, utilitarian The style's defining architectural features include:

- A flat or low-pitched hip roof
- Wide, projecting roof eaves supported by brackets
- A dentil course on the frieze band below the eave
- A large raised cornice
- Windows and doors that are vertically proportioned



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- Windows and doors that feature arched, flat, or sloping pediments or banding
 - Building corners feature flat, vertical bands or segmented quoins, mimicking the appearance of stonework
 - Balconies feature curved balusters
 - Ornate columns and pilasters
- Ione precedents:

There are a number of Italianate-style buildings present within the Main Street corridor. The most notable concentration of the style occurs on the north side of the street between Church Street and Ione Street. The three buildings that occupy the center of this block display a number of Italianate design elements, including vertically proportioned windows and doors, and feature arched pediments and banding, a dentil course on the frieze, and a flat or low-pitched roof.

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4. Folk Victorian

Folk Victorian was the style made popular by the masses during the second half of the 19th century. The style appeared during the 1870s and remained in vogue into the first decade of the 20th century.

The rise of Folk Victorian architecture coincided with the expansion of the United States' rail network and the country's rapid industrialization following the Civil War. Where only the wealthy could previously afford to buy handcrafted building details, individuals of more modest means were suddenly greeted with the possibility of purchasing architectural elements that had been mass-produced in a far-off city or working with a local carpenter who had recently gained access to sophisticated woodworking machinery. The style of Folk Victorian was especially prevalent in rural, geographically isolated communities such as Ione.

The Folk Victorian style encompasses simplified or vernacular versions of any of the "high" architectural styles that were popular at the time. Buildings designed in the Folk Victorian style are usually rather basic in appearance, containing only a few of the associated high style's defining elements. For commercial buildings, the style's elements were usually confined to a structure's false front façade.

- The style's defining architectural features include:

Those elements most associated with the referenced "high" style. In the case of the Main Street corridor, the Folk Victorian buildings generally feature an Italianate motif. The defining characteristics of these buildings include:

- A flat or low-pitched hip roof
- Wide, projecting roof eaves supported by brackets
- A large raised cornice
- Windows and doors that are vertically proportioned

- Ione Precedents:

Several Folk Victorian buildings exist within the Main Street corridor. The buildings are generally one story tall



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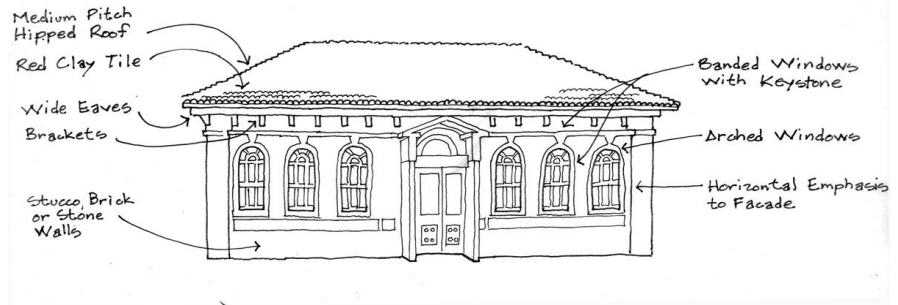
and feature a false front façade that exceeds the building's actual height by several feet. In keeping with the Italianate style, the buildings include a large raised cornice supported by brackets.

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5. Italian Renaissance Revival

The Italian Renaissance Revival style succeeded Italianate architecture during the late 19th century. The style appeared around 1890 and remained popular into the 1930s.

Compared to the Italianate style, the Italian Renaissance Revival style more closely approximated the original roots of the Italian architectural tradition. Whereas the American conception of Italianate architecture was predominantly derived from early patternbooks and loose interpretations of Italian Renaissance features and detailing, the Italian Renaissance Revival architecture represented a purer, more academic interpretation of the styles that emerged during the Renaissance. Much like the Italianate style, Italian Renaissance Revival architecture symbolized wealth. The style was patterned after Italian palaces and often used to design landmark buildings. Compared to the other styles profiled in the Downtown Ione Patternbook, the style was used more sparingly. Given the style's adherence to Renaissance architectural principals, Italian Renaissance Revival architecture was usually practiced by knowledgeable architects trained in the classical tradition.



- The style's defining architectural features include:
 - A mansard sloped roof or less frequently a medium-pitched hip roof
 - A red clay tile roof
 - Wide, projecting roof eaves supported by brackets
 - A more horizontal composition than Italianate
 - Stucco, brick, or stone, but never wooden, walls
 - Arched window and door openings
 - Palladian-style window and door openings
 - Window banding with a keystone at the top of the arches
- Ione Precedents:

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The Main Street corridor features a single Italian Renaissance Revival building. The structure was originally three stories tall and designed in the Italianate style. Following a major fire that decimated the top two stories, the remaining story was renovated in the Italian Renaissance Revival style. Following the renovation, the building housed a Bank of Italy (Bank of America) branch. Today, the building serves as the Ione City Hall.

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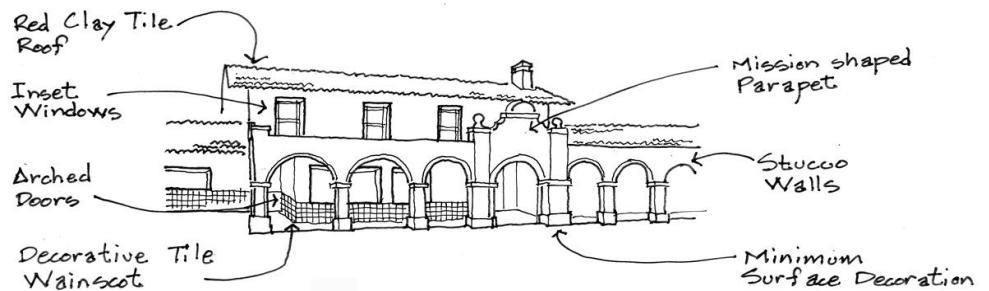
6. Mission Revival

Originating in California, the Mission Revival style was one of the most popular turn-of-the-century architectural movements. The style first appeared around 1890 and remained popular until 1920. In recent decades, the style has experienced sporadic resurgences in popularity, particularly in the design of commercial buildings.

The Mission Revival style draws influence from California's early architectural tradition, particularly from Spanish missions, and romanticized picturesque aesthetics. The style gained immediate notoriety when it was introduced to the wider American public at the 1893 World's Columbian Exposition in Chicago. Following the fair, the Santa Fe and Southern Pacific railways adopted the style for the design of its train stations and hotels. Unlike most of the architectural styles that became popular in the United States during the 19th century, the Mission Revival style actually spread eastward.

Mission Revival was seen as fashionable, eclectic, and often reflected a connection between the outdoors and the building's interior.

- The style's defining architectural features include:
 - A mansard (sloped) roof or a shallow pitched roof with gabled or flat ends
 - A red clay tile roof
 - Hand-formed stucco walls with soft edges
 - Inset windows and doors
 - Arched windows and doors
 - Quatrefoil windows
 - Minimal surface decoration
 - Decorative glazed tile wainscoting
 - A mission-shaped profile



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- A bell tower

- Ione Precedents:

The Main Street corridor claims one small Mission Revival building. The structure is one story tall and features a red tile mansard roof, stucco walls, and inset windows and doors. While the project area is predominated by buildings designed in other styles, the Mission Revival style is so ubiquitous in California that it is appropriate to recommend the style for future development.

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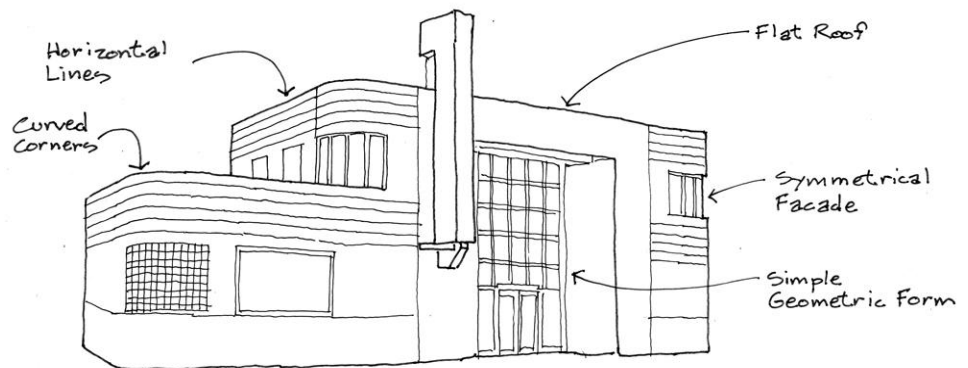
7. Art Moderne

Art Moderne was an avant-garde style that found popularity, particularly in educated and cosmopolitan circles, during the 1930s. The style was influenced by the Art Deco style, a prevailing style of the 1920s, and the design community's interest in aerodynamic technology. This resulted in Art Moderne buildings appearing streamlined in a manner that evoked airplanes, trains, and ocean liners of the day. The style extended to all manners of industrial design, resulting in streamlined automobiles, radios, clocks, toasters, and other appliances.

Art Moderne's streamline effect is typified by smooth, often horizontal lines. This created the impression that air could travel smoothly over the building's surfaces. By comparison, the Art Deco style accentuates the building's vertical lines and includes geometric patterning, often in the form of zigzags.

- The style's defining architectural features include:
 - A flat roof that often incorporates a small top coping
 - A strong emphasis on simple geometric forms
 - Horizontal lines to create the streamline effect
 - Curved corners
 - Windows that resemble a ship's portholes
 - The frequent use of symmetrical facades
- Ione Precedents:

Two buildings originally designed in the Art Moderne style reside within the Main Street corridor. Because elements associated with that style have been obscured by subsequent changes to the building façades, this is not immediately evident. Since many of the buildings' Art Moderne elements likely remain underneath the newer façades and the style plays an important role in defining the corridor's architectural



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history, it is appropriate to recommend the style for future development.

B. PATTERNBOOK GUIDELINES

This section includes the Downtown Ione Architectural Pattern Book's guidelines for how to renovate six historic buildings within the Main Street corridor. In addition to guiding the selected buildings' renovation efforts, the recommendations are intended to provide business and property owners, architects, and members of the development community with strategies for improving the corridor's other historic buildings.

Each building's profile includes a brief description of the structure's architectural history and how any renovations should be approached. The guidelines address non-historical elements that should be removed and improvements that should be made to improve the building's historic architectural integrity.

The selected buildings are as follows:

- 1) 18 East Main Street – D. Stewart Building
- 2) 28 East Main Street
- 3) 18 West Main Street
- 4) 110 West Main Street
- 5) 17 West Main Street
- 6) 1 East Main Street – City Hall



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1. 18 East Main Street – D. Stewart Building

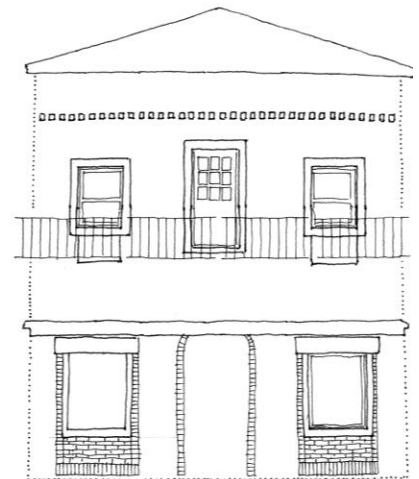
18 East Main Street is the only building in Ione that is listed on the National Register of Historic Places. The building's design originally incorporated a simple Italianate front façade. Over the years, the façade has been transformed to include elements associated with several styles. While the building can no longer be neatly categorized into a single style, it does vaguely resemble the Greek Revival style.

To restore the façade to its original integrity, the elements not associated with the Italianate style will need to be removed. A handful of historical photographs showing the building in its original form and portions of the building's original brick coursing can facilitate this transformation. Other items that should be addressed by a restoration effort include the following:

- Non-Historic Elements
 - Upper Story:
 - The false gable and dentil course that is inconsistent with the original Italianate style.
 - The applied surface trim.
 - The single door at the center of the façade.
 - The cheap plywood infill below windows.
 - The metal balcony balustrade.
 - Lower Floor:
 - The brick surrounds that wrap around the windows and the center door.
 - The large pane windows and trim.
 - The fascia band that traverses across the top of windows and door.
 - The wooden hood above the windows.
- Improvements
 - Upper Story:
 - Remove the gable parapet.
 - Remove the dentil course.



Existing Façade



Façade Showing Omission of Non-Historic Elements



Façade

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- Use paired glazed wood doors that approximate the proportions expressed by the original vertical openings.
- Remove the applied trim around the associated openings.
- The balcony, although not original, can be retained without compromising the style if the feature's details are corrected in the following manner:
 - Install a turned wood spindle balustrade around the perimeter of the balcony.
 - Apply a horizontal banding around the balcony platform edge, thus creating a horizontal entablature.
- Lower Floor:
 - Use paired side doors that are made of wood with glazed openings and that emphasize the proper vertical proportion.
 - Use a single leaf central entry door that is made of wood with a glazed opening.
 - Use glazed transom windows.
 - Use articulated gallery column capitals and bases, constructed from wood moldings.

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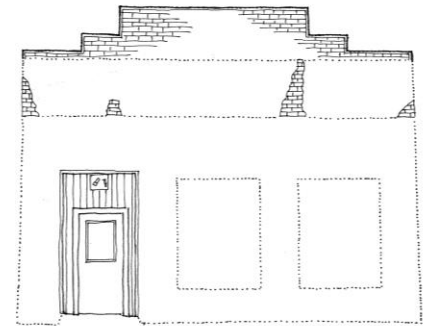
2. 28 East Main Street

According to a historical photographic, the building at 28 East Main Street originally sported a front façade that is best described as utilitarian. The façade was fully clad in stucco and featured a flat parapet, windows that were oriented in vertical fashion, and a pair of narrow vertically oriented doors that were flush with the façade. Otherwise, the façade was plain, lacked embellishment, and did not fit into a formal architectural style. Restoration efforts should focus upon addressing the removal, exposure, or replacement of the following elements:

- Non-Historic Elements
 - The false stepped upper parapet. This is a later addition to the building that is more in keeping with the Vernacular Commercial style, not the building's original utilitarian appearance.
 - The entire recessed entry construction, including:
 - The plywood wall paneling.
 - The entry door.
 - The overhead entry lights.
 - The eroded stucco effect appearing at the upper fascia. While this effect was likely applied to give the building a historic appearance, this does not make any allusion to Ione's architectural heritage.
- Improvements
 - Restore the building's original flat parapet.
 - Patch the stucco holes at the upper fascia.
 - To restore the building window's original appearance, add mullions and muntins to the exterior face of the windows.



Existing Façade



Façade Showing Omission of Non-Historic Elements



Façade Showing Recommended Improvements

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- Replace the existing door and the surrounding paneling with a new pair of narrow wood doors that match the vertical orientation of the original doors. To further match the appearance of the existing doors, the replacement doors should be installed flush with the front face of the building.
- Add a glazed transom window above the doors to match the original design.

It should be noted that the adjoining building to the west originally featured a front façade that closely resembled the original appearance of the building at 28 East Main Street. While façade changes have imbued the building with various elements associated with the Victorian styles, this section can be applied to restoring the building.

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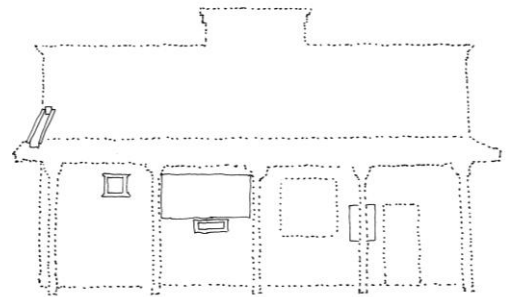
3. 18 West Main Street

The building at 18 West Main Street generally provides a good example of a Vernacular Commercial storefront. The structure's appearance and construction details are consistent with the style, and thus do not need to be modified. Room for improving the building's design primarily exists within replacing several elements that detract from the front façade's stylistic integrity. Restoration efforts should focus upon addressing the removal, exposure, or replacement of the following elements:

- Less Appropriate Elements
 - The presence of sign posters adhered to the wooden walls and the window.
 - The air vent.
 - The small horizontal window that does not relate to the façade's other elements.
 - The roof gutter that extends from the building's roof drain across the gallery roof.
- Improvements
 - Wood mullions and muntins should be applied to the surface of the large window. This is more historically appropriate for the style and will provide the building with a sense of pedestrian scale.
 - Install lights atop the upper fascia to illuminate the building's primary sign and to provide the façade with increased sense of visual interest.
 - Install small, low-wattage lighting to the underside of the gallery roof. These lights will lessen the cave-like appearance of the façade at night.
 - Add two new framed poster cases to the front façade to match the size and frame details of the large window. These cases represent a more attractive approach to displaying posters.



Existing Façade



Façade Showing Omission of Non-Historic Elements



Façade Showing Recommended Improvements

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- Install a low wooden wainscot to the base of the wall. This will provide the building with a sense of pedestrian scale and visually ground the façade's board and batten siding.
- Install swinging saloon-style doors to the doorway.
- Replace the roof gutter with a painted metal conductor head and a vertical downspout fastened to the wall.

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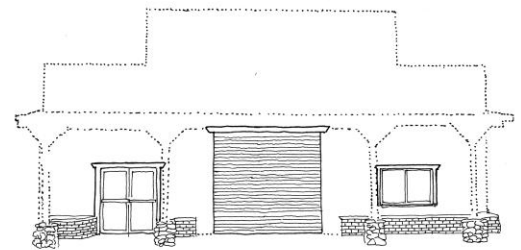
4. 110 West Main Street

The building at 110 West Main Street occupies one of Downtown Ione's most prominent locations at the intersection of Main Street and Preston Avenue. Improving the building's appearance will provide a more appealing gateway into the project area. The building, a simple, large structure with a gable roof front, has been covered by false façade that includes several Vernacular Commercial elements. Restoration efforts should focus upon further incorporating the style's characteristics into the building's design.

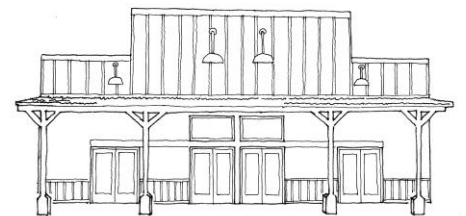
- Non-Historic Elements
 - Remove the mill finish metal roll-up door.
 - Remove the mill finish aluminum window.
 - Remove the mill finish aluminum pair of entry doors.
 - Remove the brick planters, containing dead vegetation.
 - Remove the stone porch column bases.
- Improvements
 - It appears that the building most recently served as a warehouse. Given the building's location along Main Street, the structure should ideally be repurposed to accommodate retail uses. Based upon the building's size and frontage length, the front façade can be redesigned to accommodate up to three businesses. To upgrade the façade from its current warehouse appearance while incorporating Vernacular Commercial style elements, the following improvements are recommended:
 - Install ranch style lights at the upper façade.
 - The window opening to the west can be enlarged to accommodate a doorway without any structural modifications. Doing so will create a symmetrical façade.
 - Install a pair of wood-framed glass doors at each of the three doorways.
 - A wooden wainscot should be used in lieu of the existing brick planters. This is more consistent with



Existing Façade



Façade Showing Omission of Non-Historic Elements



Façade Showing Recommended Improvements

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the materials used for Vernacular Commercial storefronts.

- Wooded column bases should be installed in place of the existing stone bases.

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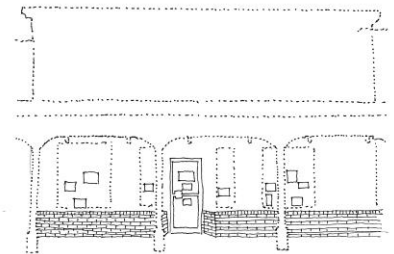
5. 17 East Main Street

The building at 17 West Main Street is typical of the buildings that line the north side of Main Street between Preston Avenue and Church Street. The building's current Vernacular Commercial façade was erected as part of the City's façade enhancement program during the 1970s. No record of how the building appeared prior to the enhancements is available, so like the other buildings within the block, this design is rather conjectural. Given the building's lack of historical documentation, it is recommended that the building be modified to enhance its Vernacular Commercial appeal. To accomplish this, restoration efforts should focus upon removing the following non-historic elements and making the recommended improvements:

- Non-Historic Elements
 - The mill finish aluminum entry door.
 - The façade's brick wainscot. This material was generally not used for Vernacular Commercial buildings.
 - The large scale, single pane windows.
 - The numerous posters taped to the windows.
- Improvements
 - Install a wooden framed glazed door.
 - Cover the brick wainscot with wooded wainscot.
 - To restore the windows' original appearance, add mullions and muntins to the exterior face of the windows.
 - Remove the posters from the windows.



Existing Façade



Façade Showing Omission of Non-Historic Elements



Façade Showing Recommended Improvements

6.1 East Main Street – City Hall

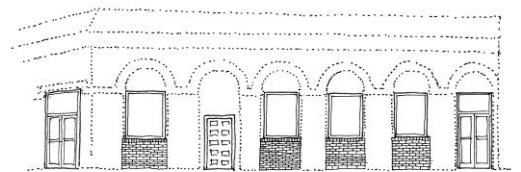
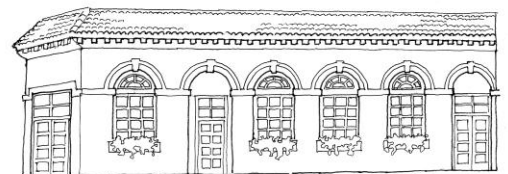
The building located at 1 East Main Street, City Hall, was originally constructed as a multi-story building. Following a major fire, the current structure was restyled from its Italianate origins into a single-story Italian Renaissance Revival building. Prior to its current use as a city administration center and police station, the building housed a bank. Over the past several decades, the structure's Italian Renaissance Revival appearance has been diluted by a series of renovations. Some of the changes run counter to the aesthetic geometry of the style and other changes use materials and scale which are foreign to the historic appearance.

Given City Hall's standing as a landmark within the city and prominent location at the center of the project area, improving the building's appearance is of high priority. Restoration efforts should focus upon removing or obscuring the following non-historic elements and making the recommended improvements:

- Non-Historic Elements
 - The mill finish aluminum doors.
 - The mill finish aluminum windows with large, out-of-scale expanses of glass.
 - The solid raised-panel door that is out of proportion with the corresponding doorway.
 - The brick infill areas that appear below the windows. This material is inconsistent with the style and clashes with the stucco, the building's predominant wall material. Because the brick contrasts with the stucco, the arched openings appear to be vertically oriented, a characteristic that the style strives to de-emphasize.
- Improvements
 - Install multi-pane windows with painted wood or dark bronze anodized aluminum mullions and muntins. The windows should use historical sash profiles and the mullions and muntins should actually appear to divide the glass.

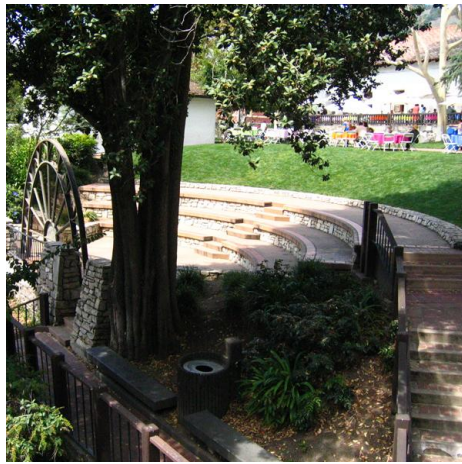
PRIVATE REALM DEVELOPMENT

- Place decorative lunette grilles in the arch transoms above the windows. If possible, the elements should be glazed. Otherwise, they should appear as tracery in front of the stucco wall surface.
- Install horizontal planter boxes below the windows.
- Replace the brick infill areas below the windows with stucco.
- For the main public entrances, use multi-pane glass doors with divided light transoms.
- For the police entry, use a multi-panel wood door that improves upon the existing door's proportions.

*Existing Façade**Façade Showing Omission of Non-Historic Elements**Façade Showing Recommended Improvements*

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This chapter provides regulations and guidelines that govern public realm development in Downtown Ione. In most instances, the regulations and guidelines provide an all-inclusive understanding of how development may proceed within the public right-of-way. This will insure that future improvements coincide with the existing public realm development and complement the project area's architecture and privately owned open spaces.

The public realm refers to all of the properties in Downtown Ione that are not privately owned. This includes roadways, sidewalks and other pedestrian pathways, and public open spaces. Improvements to these areas may be undertaken by the City or through the private development process. In the case of the latter, private parties may make improvements on a voluntary basis or as a condition of a project's approval.

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The chapter comprises three sections. The first section briefly describes the improvements that can be undertaken to help realize the community's vision for the project area. Specific standards for many of these improvements are included in Appendix E. The second section lists the design guidelines that describe how these improvements and any other public realm development should be executed. The categories of guidelines are extensive, covering all aspects of streetscapes, public spaces, parking, and circulation. The third section provides the foundation for a wayfinding system to direct people to and around the Downtown Ione. The system proposed for Downtown Ione consists of a series of gateway markers that will identify entry into the project area and directional signage that will help guide individuals to Downtown Ione and significant landmarks within the community. While these recommendations can be implemented without any further action, this section is intended to serve as the basis for a full-fledged wayfinding plan.

The regulations and guidelines included in this chapter are intended to enhance the environment and experience for everyone moving around and through the project area. To achieve this objective, all improvements must account for aesthetics, safety, and comfort. Ideally, this will translate into Downtown Ione's public realm transforming into a series of aesthetically appealing spaces that complement the district's historic character, balance the needs of all users, and provide interesting, dynamic, pedestrian-oriented environments.

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PUBLIC REALM IMPROVEMENTS

This section lists the public realm improvement projects that were identified by the Downtown Plan process. Completing the improvements will fulfill various aspects of the community's vision for the project area. The projects range in scale and complexity, including everything from making minor modifications to existing streetscapes to designing entirely new public spaces. Taken together, the improvements will have the effect of enhancing the area's aesthetics and character, improving the project area's circulation, especially for pedestrians and bicyclists, and providing Downtown Ione with network memorable open spaces.

The full list of improvements is as follows. For a detailed description of each item, please refer to Chapter 3 – Vision.

- a. Construct a greenway along Sutter Creek between Preston Avenue and the northeastern boundary of the project area. The greenway should connect Train Park and to Veterans Memorial Park, thus providing a signature open space for Downtown Ione that accommodates all manners of gatherings and public events and provides a range of recreational opportunities.
- b. When redevelopment reaches the project area's northwestern-most block (bounded by Sacramento Street to the east, Jackson Street to the south, and Sutter Creek to the north and west), extend the greenway along the block's creek frontage.
- c. Integrate the greenway into the city and Amador County's larger trail network as appropriate.
- d. Construct public off-street parking lots along the northern block face of Jackson Street. For additional information on this improvement, please refer to the Parking section of Chapter 6 – Infrastructure.
- e. Redesign Train Park to include a large plaza for public events and incorporate the greenway concept.

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- f. Install enhanced paving along Main Street, Preston Avenue, the portion of Church Street north of Main Street, and the portion of Sacramento Street located between Main and Jackson Streets. This can be achieved through the use of special paving materials and/or colors.
- g. Erect gateway markers or signs at entries into the project area. Highly visible elements should be used to mark the two primary gateways to Main Street at the Preston Avenue and Ione Street intersections.
- h. Provide additional shade tree coverage and landscaping along the project area's streetscapes.
- i. Improve Downtown Ione's sidewalks by completing the network and widening existing pathways.
- j. Provide additional streetscape amenities, including streetlights, benches, bike racks, bollards, and trash receptacles.

While it will be necessary for the City to design many of these improvements in the future, the project team has prepared design standards for the basic components of Downtown Ione's streetscapes. The drawings are included in Appendix E and address the following elements:

- a. Curbs and curb returns
- b. Gutters
- c. Sidewalk and sidewalk warps
- d. Crosswalk markings
- e. Pedestrian ramps
- f. Street tree plantings
- g. Bulbouts
- h. Stop sign placement

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PUBLIC REALM DESIGN GUIDELINES

This section provides design guidelines for public realm development that occurs within Downtown Ione. The guidelines address new improvements and upgrades to existing elements within the public right-of-way. The guidelines are organized into categories that address the various components of the streetscape, open space and parks, off-street parking areas, service access, and pedestrian and bicycle circulation.

Conformance with the guidelines is encouraged, but not necessarily required. Alternative design solutions are permitted provided that they meet the overall objectives of this document.

The Public Realm Design Guidelines include the following subsections:

- a. Roadways
- b. Crosswalks and Bulbouts
- c. Sidewalks
- d. Street Trees and Landscaping
- e. Street Furnishings and Lighting
- f. Open Space and Parks
- g. Parking Lots
- h. Alleys and Service Areas
- i. Bicycle and Pedestrian Facilities

A. ROADWAYS

Downtown Ione's roadways serve numerous pedestrians, bicyclists, and motorists. While the project area's streets provide adequate access for all of these users today, it will be critical to improve access, especially for pedestrians, as the intensity and density of development increases. To ensure that the district's roadways continue to offer safe and efficient access for all users, improvements should provide multimodal solutions. Coordination with Caltrans on implementation is necessary, as Main, South Church, and South Ione Streets are all State Routes.

Roadways Guidelines:

1. To help ensure that the needs of all users are met, roadway improvements should incorporate “complete streets” principles. Designs should make adequate provision for walking, biking, driving, and parking.
2. Pedestrian crossings should be made as safe as possible. This can be accomplished by constructing bulbouts to shorten the crossing distance and distinguishing the crossing area from the surrounding pavement. For specific guidelines pertaining to pedestrian crossings, please see the Crosswalks and Bulbouts subsection.
3. The construction of well-designed traffic calming devices, consistent with Caltrans standards, is encouraged. These include, but are not limited to, traffic circles, bollards, and landscaped chicanes. This will help pedestrian and automobile traffic to better coexist with one another and provide space to introduce additional landscaping into the streetscape.
4. To ensure safe and appealing pedestrian environments, a landscaped buffer and/or curbside parking should be provided between pedestrian zones and vehicle driving zones. For specific guidelines pertaining to the landscaped buffer, please refer to the Sidewalks subsection.

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5. To better distinguish the Downtown Core subarea and streets within the subarea that can be used for large public events, the roadways should be paved with special materials such as pavers, scored concrete, stone, or other accent materials. Implicated streets include Main Street, the sections of Preston Avenue and Church Street north of Main Street, and the section of Sacramento Street between Main and Jackson Streets.
6. Consider installing rumble strips to visually and audibly identify entrances into the project area. This requires analysis of Americans with Disabilities Act (ADA) requirements, maintenance issues, location appropriateness, coordination with Caltrans, and funding mechanisms.

B. CROSSWALKS AND BULBOUTS

Street crossings serve as the single most important aspect of pedestrian circulation in highly trafficked, urban areas such as Downtown Ione. Well-designed crossings are usually composed of a crosswalk and bulbouts. The crosswalk provides pedestrians with a clearly delineated pathway across a street and alerts drivers to the presence of foot traffic within the pathway. The bulbouts serve as extensions of the sidewalk into the parking lanes, thus reducing the roadway crossing distance. Future improvements to the project area's pedestrian crossings should address the following guidelines.

Crosswalks and Bulbouts Guidelines:

1. Major intersections (e.g., controlled intersections or the intersection of key streets) shall feature clearly marked crosswalks that measure at least 10 feet wide.
2. All crosswalks shall employ ramps and warning strips that comply with ADA standards.
3. To make pedestrian crossings appear more visible and to help foster a unique, desirable identity for the downtown

area, crosswalk designs should incorporate special paving materials, colors, and/or patterns.

4. To help distinguish the Main Street corridor as a special public space within the project area and the city, intersections along the street shall, to the extent allowed by Caltrans, feature crosswalks that utilize special paving materials and/or colors. In order for the crossings to remain visible, the materials and/or colors should form a clear contrast with any of the special materials used to pave the adjoining streets.
5. The design of bulbouts shall be utilized at all major intersections, after approval by Caltrans, and should be considered wherever pedestrian crossings exist or are planned. The design of these features should comply with the following guidelines:
 - Bulbouts shall maintain a cohesive appearance with the adjoining sidewalk. This can be achieved by matching materials, colors, and patterns.
 - Because many of the project area's sidewalks are rather narrow, bulbouts represent an opportunity to introduce additional public space into the public realm. The features should be designed to resemble pocket plazas complete with seating, trash receptacles, and bike racks, and/or contain landscaping.

C. SIDEWALKS

Downtown Ione is constrained by an unfinished network of mostly narrow sidewalks. Addressing these issues will improve the efficiency and safety of pedestrian circulation and increase the amount of public space along the streets, thus perpetuating livelier, more interesting streetscapes throughout the project area. Improvements to the district's sidewalks should incorporate the following guidelines.

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Sidewalks Guidelines:

1. The project area's network of sidewalks shall be completed or upgraded in the following manner:
 - Wherever the width of the public right-of-way permits, the distance from the back of the sidewalk to the front of the curb shall measure at least 10 feet wide. This area shall include a minimum 6-foot-wide pedestrian zone and a minimum 4-foot-wide planting zone adjacent to the street. For all streets other than Jackson Street, the planting zone shall only include street trees accompanied by tree grates. Along Jackson Street and all streets south of the corridor, the planting zone shall be made of street trees and grass and/or low-level landscaping.
 - Where the public right-of-way does not provide the space to construct a 10-foot-wide sidewalk or sidewalk and planting strip combination, sidewalks shall measure at least 6 feet wide. To perpetuate green, shaded streetscapes throughout the project area, flower and/or landscape boxes should be placed along these narrower sidewalks.
2. Café seating is encouraged wherever sidewalks are wide enough to support these spaces. Seating areas should be located adjacent to the street or in spaces created by building setbacks.
3. Parklets are encouraged where sidewalks are too narrow to provide gathering spaces.
4. A 4-foot-wide pedestrian zone, free of any and all obstructions, must be maintained at all times.

D. STREET TREES AND LANDSCAPING

The project area currently suffers from uneven street tree coverage and a lack of landscaping within the public right-of-way. Addressing this situation represents a relatively inexpensive approach to improving the district's appearance, buffering pedestrians from automobile traffic, and providing additional shade coverage along sidewalks and within café seating areas, pocket parks, and other public space. This effort shall take into account the following guidelines.

Street Trees and Landscaping Guidelines:

1. Trees and landscaping should be selected from Table 5.1 – The Street Tree Palette and Table 5.2 – The Landscaping Palette. For more information on these species, please see Appendix F – The Street Tree and Landscaping Palette.
2. If the species included in the Street Tree and Landscaping Palette are unavailable, alternative species shall be selected based upon their ability to provide shade, reduce heat gain, and minimize light and glare impacts. Alternative species should also be drought-resistant and low-maintenance.
3. Mature trees shall maintain a 12-foot-tall canopy clearance from the finished sidewalk elevation. This height will accommodate emergency and service access, not obstruct light penetration from pedestrian-scaled street lamps, and allow for visual connections between buildings, the sidewalk, signage, and the roadway.
4. Trees shall be spaced approximately 25 feet on center.
5. Trees and landscaping shall be placed in locations that do not obstruct access to and views of building entrances and signage.
6. Trees and landscaping shall not be placed such that it creates a visual impairment for motorists.
7. Trees and landscaping shall be placed in a manner that does not obstruct ADA access or pedestrian or bicycle circulation.

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8. Structural soil should be used in place of a standard aggregate base. Soil areas must measure 2- to 3-feet deep and at least 8 feet long.
9. Street tree grates shall be of a high aesthetic quality and measure at least 4 feet wide.
10. Planter boxes should be placed along sidewalks where street trees cannot be planted.
11. Planter boxes provide a flexible, inexpensive method to increase landscaping along the streetscape. They are strongly encouraged along streets that lack and/or cannot accommodate street trees.

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Table 5.1: The Street Tree Palette

Botanical Name	Common Name
<i>Acer campestre</i>	Queen Elizabeth Hedge Maple
<i>Acer oblongum</i>	Evergreen Maple
<i>Acer rubrum</i> 'Bowhall'	Bowhall Red Maple
<i>Acer rubrum</i> 'October Glory'	October Glory Maple
<i>Acer saccharum</i> 'Endowment'	Endowment Sugar Maple
<i>Acer saccharum</i> 'Goldspire'	Goldspire Sugar Maple
<i>Aesculus hippocastanum</i> 'Baumannii'	Baumannii Horsechestnut
<i>Albizia julibrissin</i>	Silk Tree
<i>Alnus cordata</i>	Italian Alder
<i>Betula nigra</i>	River Birch
<i>Betula nigra</i> 'Heritage'	Heritage River Birch
<i>Butia capitata</i>	Pindo Palm
<i>Callistemon citrinus</i>	Lemon Bottlebrush
<i>Callistemon viminalis</i>	Weeping Bottlebrush
<i>Callistemon viminalis</i> 'Red Cascade'	Red Cascade Weeping Bottlebrush
<i>Camellia oleifera</i>	Tea-Oil Camellia
<i>Cercis Canadensis</i> 'Flame' (Plena)	Flame Eastern Redbud
<i>Cercis Canadensis</i> 'Silver Cloud'	Silver Cloud Eastern Redbud
<i>Cercis Canadensis</i> var. <i>Mexicana</i>	Mexican Redbud
<i>Cotinus coggygria</i> 'Daydream'	Daydream Smoke Tree
<i>Cotinus coggygria</i> 'Flame'	Flame Smoke Tree
<i>Cotinus coggygria</i> 'Pendulus'	Pendulus Smoke Tree
<i>Cotinus coggygria</i> 'Purpureus'	Purpureus Smoke Tree
<i>Cotinus coggygria</i> 'Royal Purple'	Royal Smoke Tree
<i>Cotinus obovatus</i>	American Smoke Tree
<i>Ginkgo biloba</i> 'Princeton Sentry'	Princeton Sentry Maidenhair Tree
<i>Halesia monticola</i> 'Rosea'	Rosea Mountain Silver Bell

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Botanical Name	Common Name
<i>Koelreuteria paniculata</i> 'Fastigiata'	Fastigiata Goldenrain Tree
<i>Lagerstroemia fauriei</i>	Japanese Crape Myrtle
<i>Magnolia grandiflora</i> 'Majestic Beauty'	Majestic Beauty Southern Magnolia
<i>Malus x</i> 'Harvest Gold'	Harvest Gold Crabapple
<i>Malus zumi</i> 'Calocarpa'	Redbud Crabapple
<i>Photinia glabra</i>	Red Leaf Photinia
<i>Photinia serrulata</i> var. <i>aculeata</i>	Aculeata Chinese Photinia
<i>Photinia serrulata</i> 'Nova'	Nova Chinese Photinia
<i>Prunus caroliniana</i> 'Bright N Tight'	Bright N Tight Cherry Laurel
<i>Prunus x incamp</i> 'Okame'	Okame Cherry
<i>Sophora japonica</i> 'Regent'	Regent Japanese Pagoda Tree
<i>Styrax japonicas</i> 'Pink Chimes'	Pink Chimes Japanese Snowball
<i>Syringa reticulata</i> 'Ivory Silk'	Ivory Silk Japanese Tree Lilac
<i>Tilia Americana</i> 'Redmond'	Redmond American Linden
<i>Tilia cordata</i> 'Glenleven'	Glenleven Littleleaf
<i>Ulmus parvifolia</i> 'Dynasty'	Dynasty Chinese Elm
<i>Zelkova serrata</i> 'Green Vase'	Green Vase Sawleaf Zelkova
<i>Zelkova serrata</i> 'Village Green'	Village Green Sawleaf Zelkova

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Table 5.2: The Landscaping Palette

Botanical Name	Common Name
Abelia x grandiflora	Glossy Abelia
Aronia arbutifolia	Red Chokeberry
Buxus microphylla var. koreana	Korean Boxwood
Calycanthus floridus	Sweetshrub, Carolina Allspice
Cephalanthus occidentalis	Buttonbush
Chionanthus virginicus	White Fringetree
Clethra alnifolia	Summersweet Clethra
Dirca palustris	Leatherwood
Hydrangea arborescens	Smooth Hydrangea
Hydrangea macrophylla	Bigleaf Hydrangea
Hydrangea quercifolia	Oakleaf Hydrangea
Ilex decidua	Possumhaw
Ilex glabra	Inkberry
Ilex verticillata	Winterberry
Juniperus chinensis	Chinese Juniper
Kalmia latifolia	Mountain Laurel
Kerria japonica	Japanese Kerria
Lindera benzoin	Spicebush
Pyracantha coccinea	Scarlet Firethorn
Prunus glandulosa	Dwarf Flowering Almond

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E. STREET FURNISHINGS AND LIGHTING

This section includes those elements of the streetscape that are located on sidewalks and within public spaces. In general, Downtown Ione is underserved by these items. In some instances, elements are entirely missing from the project area. Where items are present, their coverage is uneven and insufficient. The district is also affected by the existing elements' inconsistent appearance. Most of the items do not match one another or the project area's historic character. By installing additional elements that are fabricated in complementary, historically appropriate styles, the project area's sidewalks will provide users with an improved experience and contribute to a more attractive, cohesive-looking streetscape.

Street Furnishings Guidelines:

Street furnishings refer to those elements that provide pedestrians and bicyclists with a safer, more convenient and comfortable experience. These included benches, bicycle racks, drinking fountains, bollards, and waste receptacles. Furnishings shall be installed in the locations specified in The Proposed Streetscape Plan (please see Figure 5.1). The installation of these furnishings shall take into account the following guidelines.

1. In keeping with the project area's historic architecture and the community's vision, furnishing shall appear rustic and be primarily constructed from wood.

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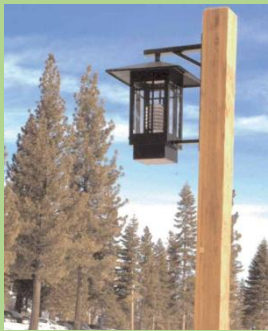









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2. For new and replacement furnishings, the models included in Table 5.3 – The Streetscape Furnishings Palette shall be used. If these models go out of production, substitute models that closely approximate the appearance, maintenance, and durability of the specified models may be used. Bicycle racks shall be placed in the park and ride lot, within publicly owned off-street parking lots, adjacent to Train Park, within parklets, and in other visible locations as they are deemed appropriate.
3. A drinking fountain shall be located within Train Park and Veterans Memorial Park.

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Table 5.3: Streetscape Furnishing Palette

Street Light			
			
Recycled Bike Rack, BYO Park Equipment	Recycled Bike Rack, BYO Park Equipment	Recycled Bike Rack, BYO Park Equipment	Recycled Bike Rack, BYO Park Equipment
Benches			
			
Black Canyon Bench, Mountain Time Chairs	Camp Bench with Back, Rustic Furniture Mall	Dillan Rustic Garden Bench, Benches by the Bunches	
Bike Racks		Bollards	
			
Recycled Bike Rack, BYO Park Equipment	Richmond Hardwood Bollard, Heritage Timber	Cedar Bollards, Idaho Wood Lighting	

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Trash Receptacles



Oak Trash Barrel,
The Barrel Mill



Recycled Bike Rack,
BYO Park Equipment



Solid Pine Trash Can,
Trash Can Station



Wood Trash Can,
Trash Can Station

Planters



Split Barrel Planter,
MGP Inc.



Quarter Barrel Planter,
MGP Inc.



Rustic Barnwood Planter Boxs,
Cedar Creek Woodshop

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Lighting Guidelines:

Lighting refers to the lamps located along sidewalks and within public spaces. Fixtures shall provide attractive and safe outdoor illumination for sidewalks and other pedestrian routes. Lighting shall be installed in conjunction with new sidewalks and/or improvements to public spaces or to replace existing fixtures. The fixtures' locations shall coincide with The Proposed Streetscape Plan (see Figure 5.1). The selection and placement of fixtures should reflect the following guidelines.

1. For all new and replacement lamps, the models included in Table 5.3 – The Streetscape Furnishings Palette shall be used. If this model goes out of production, a substitute model that closely approximates the appearance, maintenance, and durability of the specified model may be used.
2. Fixtures should be spaced approximately 40 feet on center.

F. OPEN SPACE AND PARKS

Open space plays a critical role in shaping successful downtown areas. This is accomplished through the integration of several kinds of spaces. Parks and other green spaces provide necessary relief from the activity that occurs in the adjacent neighborhood and offer users access to a variety of recreational opportunities and amenities. Plazas and other larger-scaled urban spaces serve as community gathering places. Café seating, pocket parks, parklets, and other more intimately scaled spaces introduce open space into the narrow confines of the sidewalk and the parking lane. And streetscapes, replete with trees and landscaping, perpetuate a green environment throughout the district and provide leafy connections from one open space to the next.

Downtown Ione is home to two parks, Train Park and Veterans Memorial Park, and hosts many of the community's large public events, but the district's provision of public spaces remains uneven. The project area does not include all of the

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categories of open spaces mentioned above, and existing spaces are confined to the northern extend of the project area. If the community reconfigures the district's existing spaces, better utilizes the district's frontage along Sutter Creek, and develops additional spaces along and south of Main Street, Downtown Ione's public spaces can emerge as the city's green heart. Improvements to the project area's parks and open spaces should follow these guidelines.

Open Space and Parks Guidelines:

1. Train Park should be reconfigured and expanded to extend along the entire length of the southern bank of Sutter Creek east of Preston Avenue. The park should include at least one large plaza and pathways and smaller plazas along the creek. The large plaza should be located adjacent to the northern terminus of Church Street. To enable the shared use of these spaces for large public events, the plaza and the street should make use of matching or complementary enhanced paving materials. The park should form a connection with Veterans Memorial Park, the the paseo that extends between the Bank of Amador and the Ione Hotel, and the northern terminus of Church Street.
2. A small plaza should be constructed at the southern landing of the Sutter Creek pedestrian bridge.
3. Iron Ivan, the steam engine located in Train Park, is out of scale with the space. Explore opportunities to move the engine to another location within the community (e.g., the old depot).
4. Consider opportunities to construct a multiuse pathway along the remainder of the southern bank of Sutter Creek. The pathway should form a connection with the City and/or Amador County's trail network.
5. Café seating, pocket parks, and parklets are encouraged along streetscapes. Café seating and pocket parks shall be located on sidewalks and/or within bulbouts. Parklets shall be located within parking lanes.

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6. Plazas should be constructed from special paving materials, such as pavers, scored concrete, stone, or other accent materials.
7. To ensure that plazas exhibit character and relate to the human scale, designs shall maintain a balance between hardscaped and landscaped areas.
8. Trees and landscaping should be planted throughout hardscaped spaces to provide shade and visual relief.
9. Open spaces should include a variety of seating options, thus accommodating large groups who wish to socialize and individuals who are seeking out a place for quiet contemplation.
10. To ensure safety, all new and existing public spaces shall be designed and maintained to be highly visible from the surrounding streets and private properties.
11. All new and existing public spaces shall be designed and maintained to be safe, accessible by all modes of transportation, well lit, and visible from the surrounding public right-of-ways and private properties.

G. PARKING LOTS

As the density and intensity of development in Downtown Ione increases, it will be critical to maintain an adequate parking supply. This should not come at any cost to pedestrian access. Therefore, future parking solutions must balance the need to serve the district's businesses and residences with protecting the pedestrian environment. This can be achieved by incorporating the following guidelines into parking lot designs.

Parking Lots Guidelines:

1. Several vacant or underutilized sites along Jackson Street have been identified as ideal locations for off-street parking lots. The use of these properties for parking shall be prioritized. For more information on these lots, please refer to Chapter 6 – Infrastructure.
2. The parking lot adjacent to Train Park should be reconfigured to improve the efficiency of its design and to enable the expansion of the park. For more information on this lot, please refer to Chapter 6 – Infrastructure.
3. All parking areas shall provide safe pedestrian access. Components of such access include clearly delineated walkways, visual connections into lots, and ample lighting in and around lots.
4. Parking shall be as unobtrusive as possible and not detract from the project area's pedestrian orientation.
5. Parking should be strategically located where the demand is highest.
6. Parking areas should be easy to locate and access.
7. Landscapes should be planted along the perimeter of parking areas to buffer the adjoining public right-of-ways from the sight of parked cars and the parking areas.
8. The visual impact of driveways should be minimized. This can be accomplished by having adjoining properties

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and/or uses share driveways and locating driveways along alleys.

9. Wherever possible, locate driveways along alleys or side streets instead of along pedestrian-oriented streets.
10. Parking lots shall be located to the side or rear of buildings. Lots may not be constructed within the front yard setback area.
11. Additional curb cuts along Main Street and along Jackson Street east of South Sacramento Street are not allowed.
12. Use shared curb cuts, driveways, and alleyways to reduce impervious surfaces.
13. Provide attractive signage to clearly guide drivers into and out of parking lots.
14. The installation of solar panels on carports is encouraged. These devices will provide shade and a source of energy.

H. ALLEYS AND SERVICE AREAS

While few alleys currently exist within the project area, this street typology may provide a useful access solution in the future. Wherever alleys and new or modified service areas are planned, they should be designed to maintain a balance between providing service access with maintaining an attractive pedestrian environment. This can be achieved by incorporating the following guidelines into the design.

Alleys and Service Areas Guidelines:

1. Alleys shall measure at least 15 feet wide. This width will accommodate emergency access.
2. To minimize curb cuts and areas required for service access, shared alleys and service areas for multiple properties are encouraged.
3. Alley designs that serve as a shared-use, automobile access–pedestrian connection zone are encouraged. Such

zones should be distinguished by special paving materials and/or patterns.

4. To ensure safety, alleys and service areas should be well lit.
5. Service access is not permitted along Main Street or Jackson Street.
6. Service facilities, such as trash enclosures and mechanical equipment, must be screened by attractive walls and/or fences consistent with the building architecture in form, material, detail, and color.
7. To minimize views of service areas from above, the areas should be screened by roofs or trellises.
8. Garbage service should be located as far away as possible from pedestrian pathways and public gathering places. Views of and offensive odors associated with these services should be minimized.
9. To minimize the traffic impacts and street activities associated with loading areas, locate these areas within the building footprint or within the associated private parcel.

I. BICYCLE AND PEDESTRIAN FACILITIES

As an urban district, Downtown Ione's streets and sidewalks are frequented by numerous pedestrians and bicyclists. Improvements to the public right-of-way should consider the groups' circulation and parking needs.

Alleys and Service Areas Guidelines:

1. Provide pedestrians and bicyclists with a clear path of travel through parking lots and open spaces.
2. Locate bicycle parking in a visible location that is readily accessible.
3. To provide bicyclists with safe passage, place route and wayfinding signage along bike routes and pathways.

J. WAYFINDING

This section describes and illustrates a recommended wayfinding system for Downtown Ione. It is envisioned that the system will comprise several kinds of signs, maps, kiosks, and various architectural features. These wayfinding elements will convey location, provide direction, and reinforce Downtown's special standing within the city. This section includes objectives, theme and design characteristics, and proposed elements, (Table 5.4 – The Proposed Wayfinding System) and suggested locations for the elements in and around the project area (Figure 5.2 –Proposed Wayfinding Element Locations).

Following the adoption of the Ione Downtown Plan, this section shall be used by the City to implement Downtown's actual wayfinding system. As the project area evolves throughout the plan's lifetime, any revisions to the wayfinding system should coincide with the section's contents.

The Downtown wayfinding system should:

- Identify and direct people to Downtown.
- Announce arrival into Downtown.
- Identify key destinations and facilities in Downtown, including cultural and civic amenities, shopping, and public parking lots.
- Provide signs that are attractive, clear, and consistent in theme, location, and design.
- Perpetuate a cohesive, desirable identity for Downtown.
- Be collocated with other streetscape furnishings, such as streetlights and transit shelters, where possible, to enhance visibility and reduce visual clutter in the public realm.
- Promote walking, bicycling, and the use of mass transit.

CHAPTER 5

PUBLIC REALM DEVELOPMENT

Wayfinding Theme and Design Characteristics:

The wayfinding system should incorporate a theme that will help perpetuate a unique identity for the project area. Possible themes include Preston Castle, a reference to Ione's former brick industry, or another reference to Ione's history. To emphasize this historic theme and maintain a cohesive appearance, wayfinding elements should be designed in a rustic style. In keeping with the historic theme and rustic style, signage should be primarily constructed from wood.

Public Sign Types:

The wayfinding system includes the following types of public signage:

CHAPTER 5

PUBLIC REALM DEVELOPMENT

Table 5.4: The Proposed Wayfinding System

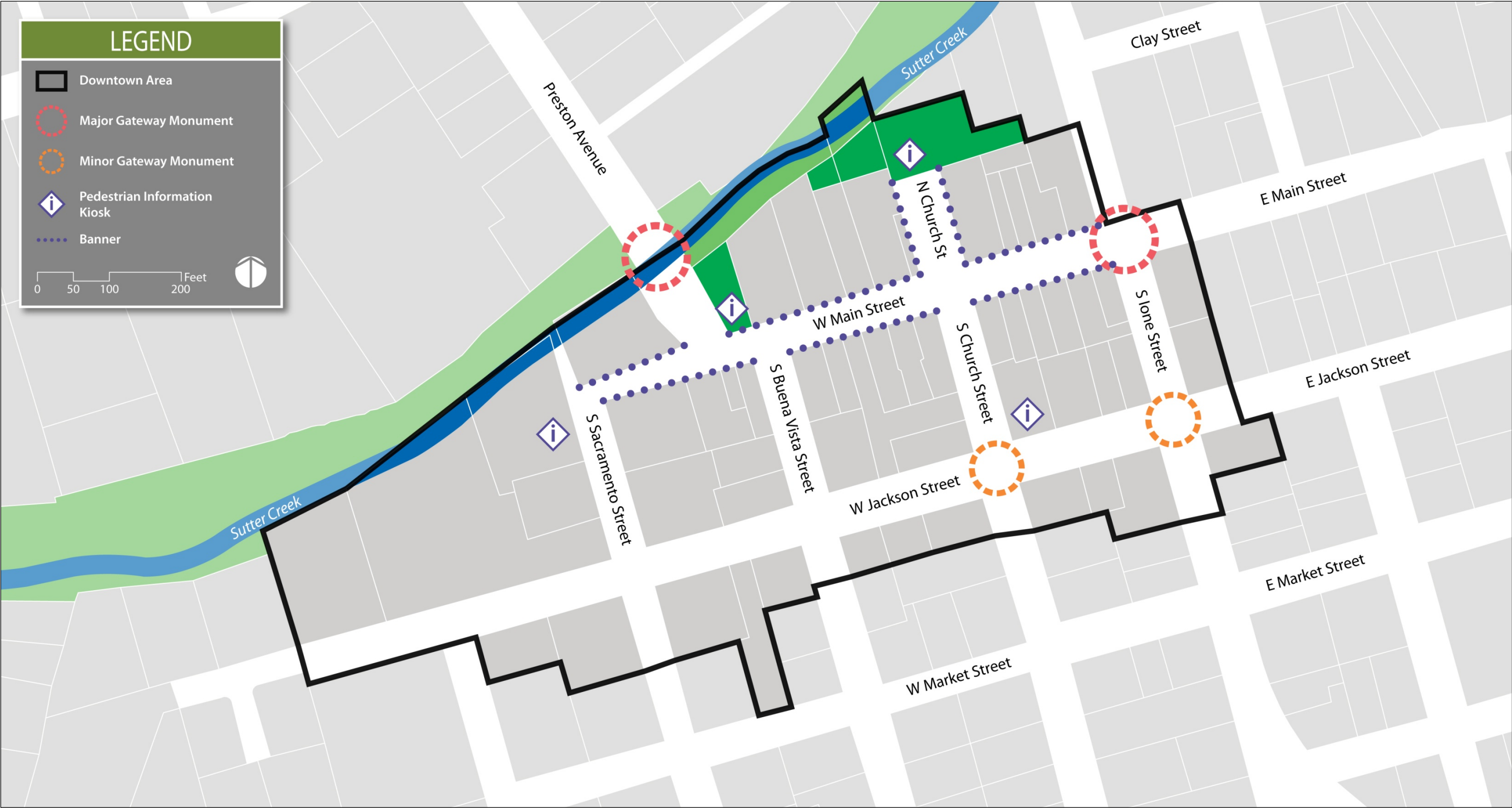
Wayfinding Element	Element Characteristics and Location	Example Element
Major Gateway Monument	Major gateway monuments will be used to mark a sense of arrival and transition into the Main Street corridor, Downtown's "heart" and commercial core area. These entry features should be designed to correspond with the project area's unique identity and design theme. The monuments will be highly visible. Suitable forms for the monuments include archways and large piers. These entry features may be used in combination with other design treatments, including landscaping, special lighting, enhanced paving, and/or public art. The monuments will be located just north of the Sutter Avenue bridge, and just west of the Main Street and Lone Street intersection.	
Minor Gateway Monument	Minor gateway monuments will be erected at the key entries into the project area along Jackson Street. These monuments will share a common aesthetic with the major gateway monuments, thus reinforcing Downtown's unique identity and design theme. Relative to the major gateway monuments, the minor gateway monuments will be less visually prominent. Possible forms for the monuments include small piers or identification signs. These features may also be used in conjunction with landscaping, special lighting, enhanced paving, and/or public art.	
Major Directional Sign	Major directional signs will identify and direct people to Downtown. These signs should be located at the principal entries into the city and at the intersections of Highways 88, 104, and 124 located south of town.	

CHAPTER 5

PUBLIC REALM DEVELOPMENT

Wayfinding Element	Element Characteristics and Location	Example Element
Minor Directional Sign	Minor directional signs will direct people to civic buildings, tourist attractions, shopping centers, and parking in the Downtown area. These signs should be located at key locations throughout the project area and within the adjacent districts and neighborhoods.	
Pedestrian Information Kiosk	Pedestrian information kiosks will direct pedestrians to civic amenities, tourist attractions, shopping centers, pedestrian facilities, and parking areas. The kiosks should include pedestrian-oriented signage, an annotated map of the project area, and a directory of businesses and destinations, and be located at key pedestrian activity nodes, including transit stations, plazas, and shopping areas.	
Banner	Interchangeable banners will be used to identify the Downtown area and advertise special events and promotions in the project area. The banners will be affixed to streetlight poles and strung across Church Street.	

Figure 5.1: Proposed Wayfinding Element Locations



CIRCULATION, PARKING, AND INFRASTRUCTURE

CIRCULATION, PARKING, AND INFRASTRUCTURE



This chapter describes the existing state of Downtown Ione's infrastructure systems and the planned improvements that need to be made to the systems during the Downtown Plan's lifetime. The chapter also addresses how development envisioned by this plan may require providers to make additional infrastructure improvements above and beyond what has previously been planned.

This chapter comprises nine sections. With two exceptions, the sections correspond with the project area's individual infrastructure systems. The exceptions include two systems maintained by a single provider. The sections are as follows:

- Traffic and Circulation
- Parking
- Water Supply
- Storm Drainage System

CHAPTER 6

CIRCULATION, PARKING, AND INFRASTRUCTURE

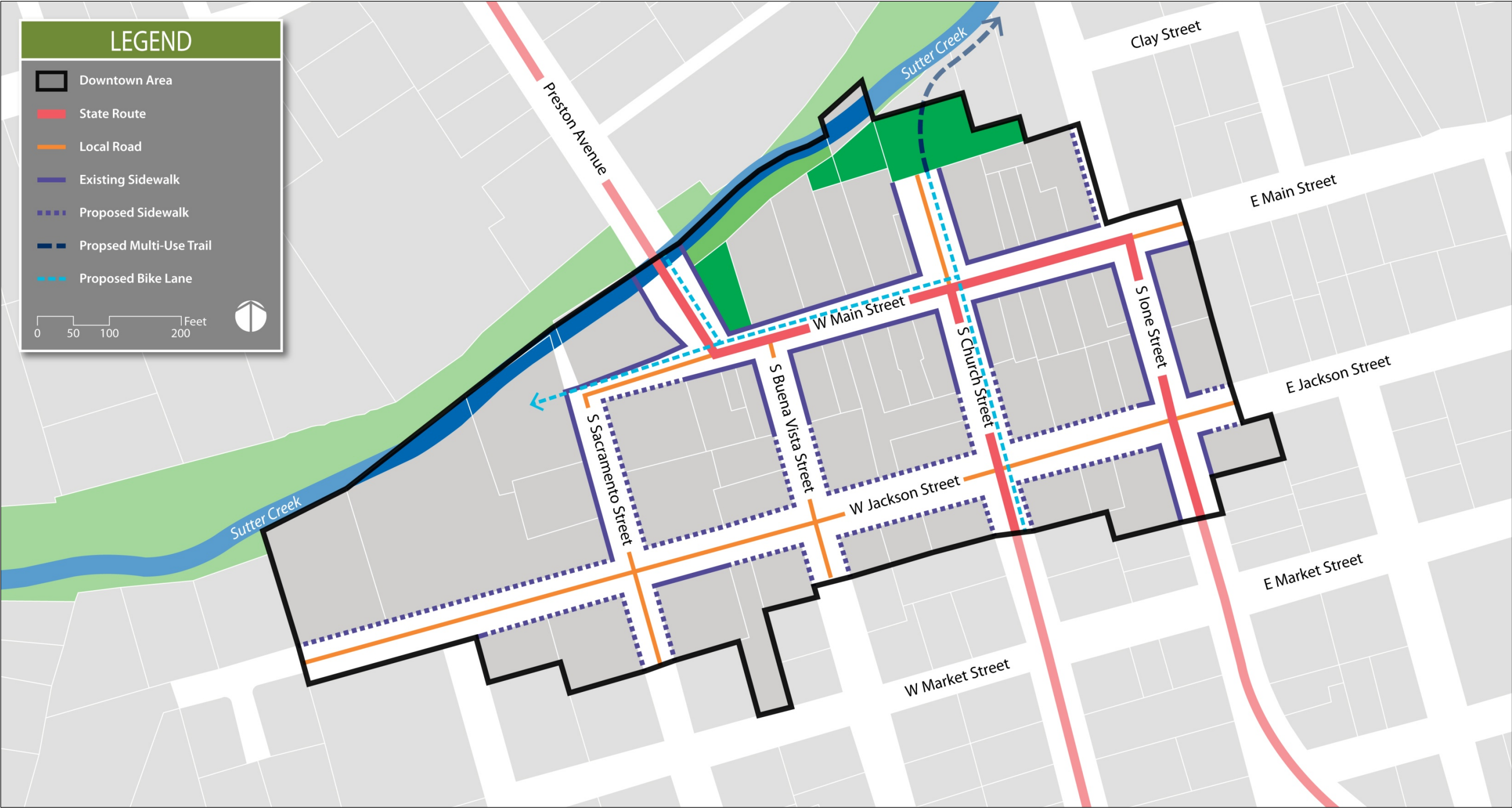
- Flood Information
- Sanitary Sewers
- Electric and Gas Utilities
- Telephone
- Cable TV and Internet

TRAFFIC AND CIRCULATION

This section describes Downtown Ione's existing circulation system and improvements to the system that are planned to take place during the plan's lifetime. The existing system and planned improvements are depicted in Figure 6.1.

Two state highways, State Routes 104 and 124, extend through the project area. The routes share right-of-way with significant portions of Main Street, Church Street, and Ione Street. These streets are narrow and feature on-street parking and tight turns (small radii). Because both routes accommodate a large volume of truck traffic, the streets' designs makes it difficult for large trucks to successfully navigate turns. To improve upon this condition, California Department of Transportation (Caltrans) is currently working on a project to increase the radius at the northeast corner of Main Street and Preston Avenue.

Figure 6.1: Existing and Proposed Circulation System



CIRCULATION, PARKING, AND INFRASTRUCTURE

Considering that Downtown Ione is an urban district, pedestrian and bicycle circulation is of particular importance. While the project area does include sidewalks, the network, especially along Jackson Street and Church Street, is incomplete. To address this matter, the City's General Plan places emphasis on the City seeking opportunities to dedicate additional right-of-way for public sidewalks. The project area is also frequented by many bicyclists. To accommodate riders, the City's General Plan identifies several dedicated bike lanes, providing linkages between the project area and Howard Park, and multiuse pathways along Sutter Creek. Whenever the opportunity presents itself, the City should stripe the lanes and construct the pathways.

PARKING

Existing parking facilities within Downtown Ione consist of a combination of on-street parking spaces and off-street public and private parking lots. The project area currently includes 243 public parking spaces and 44 private parking spaces for a total of 287 spaces.

To understand current parking demand and how many parking spaces the project area will need to include in the Downtown Plan's 20-year lifespan, two calculations were conducted - an existing conditions scenario and feasible build-out scenario for the area. Both scenarios are based upon the plan's development standards and include a number of assumptions. The assumptions for the existing conditions scenario rely upon the Amador County Assessor's information and account for what uses would be most likely to occupy vacant spaces and buildings. The assumptions for the build-out scenario account for the preservation of buildings with historic architectural merit or appeal and forecast a feasible amount of new development for the project area during the next 20 years. To review the full list of assumptions, please refer to Appendix G –Parking Study. Based upon the existing conditions scenario's assumptions, the project area's existing parking demand is 247

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CIRCULATION, PARKING, AND INFRASTRUCTURE

spaces. This translates into a surplus of 40 spaces. By comparison, the build-out scenario is predicted to generate a demand of 367 spaces.

To determine how many parking spaces the project area can reasonably provide at build-out, the project team counted the number of parking spaces included in the illustrative vision plan. A detailed description of these lots can also be found in Appendix F. The parking improvements identified on the plan will result in an additional 59 spaces, totaling 346 public and private spaces within the project area. This translates into a deficiency of 21 spaces between the build-out scenario demand and the number of spaces shown on the vision plan. It appears that there is potential capacity for the additional spaces at the northwest corner of West Jackson Street and South Sacramento Street. This area is identified in the vision plan as holding the potential for larger-scale redevelopment. A portion of the existing parking lot is currently covered in dirt or gravel; this area could be improved to accommodate a 21-space parking lot. It is important to note that many of the existing and proposed parking lots identified by the vision plan are located on private property. Parking lots located on private property will need to be acquired and converted to public use.

The estimated engineering design, construction, construction management, and inspection cost associated with constructing the parking lots shown in the vision plan is approximately \$1,200,000 (in 2012 dollars). This cost includes minor side grading, drainage, paving, striping, signage, building demolition, and frontage improvements. Acquisition costs have not been determined. Frontage improvements include the installation of sidewalks, curbs and gutters, planter strips, irrigation, and street trees. Building demolition includes that demolition of the portion of the existing building located within the footprint of the parking lot. The costs for building demolition do not include disconnecting existing utilities or any environmental remediation work that may be required.

CIRCULATION, PARKING, AND INFRASTRUCTURE

WATER SUPPLY

Downtown Ione's domestic water service is provided by the Amador Water Agency (AWA). The majority of the AWA's water mains were originally installed and operated by Pacific Gas and Electric (PG&E); AWA took over the system in the 1980s. The system is supplied by way of a water treatment plant (WTP) located near Foothill Boulevard in the southeastern part of the city. The treatment plant is fed by way of a pipeline extending from the AWA system to the east. According to AWA maps, the project is served by 6-inch cast-iron mains along both sides of Main Street, an 8-inch cast-iron main along South Ione Street, a 6-inch PVC main along North Ione Street, 4-inch transite mains along Jackson Street and portions of Church Street, an 8-inch transite main along Buena Vista Street, a 6-inch transite main along Sacramento Street, and a 16-inch transmission line for Castle Oaks that runs along Sacramento Street and crosses under Sutter Creek.

According to AWA, the majority of Downtown Ione's water mains provide sufficient capacity to accommodate the project area's daily domestic demands. By comparison, a major fire could result in insufficient hydrant flows in some areas, especially for those properties served by the 4-inch mains that run underneath Jackson Street. To protect against the possibility of such a fire, the 4-inch main should be replaced by a higher capacity 8-inch main. The estimated construction cost associated with replacing the existing main with an 8-inch main from Buena Vista Street to Summit Street is approximately \$180,000. It is important to note that detailed hydraulic modeling will be necessary to determine if other improvements to the system are required. This represents an additional unknown cost.

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CIRCULATION, PARKING, AND INFRASTRUCTURE

While the Ione WTP currently maintains sufficient capacity to accommodate new customers and increased usage from existing customers, plans call for incrementally expanding the WTP's capacity. This will be funded by a fee assessed to AWA customers. While the fee was originally introduced to fund a new regional WTP, current plans have the monies collected going toward the expansion of the local facility.

STORM DRAINAGE SYSTEM

The storm drainage system in Downtown Ione is jointly maintained by Caltrans and the City. Caltrans maintains much of the system along the two state highway routes that extend through the project areas. This encompasses portions of Main Street, Church Street, and Ione Street. The system's specific drain and pipe locations include:

- a) An 18-inch pipe located near the intersection of Buena Vista Street and Main Street. The pipe extends northward, discharging into Sutter Creek.
- b) 12-inch pipes located at the intersection of Church Street and East Main Street. The pipes extend northward, terminating in a 24-inch pipe that empties into the creek.
- c) An 18-inch and a 21-inch pipe that runs along Ione Street. The pipes extend northward, discharging into Sutter Creek.
- d) An 18-inch culvert appears to exist near the intersection of South Church Street and Jackson Street; however, the Caltrans information for the Church Street corridor is limited and does not confirm this location.

CIRCULATION, PARKING, AND INFRASTRUCTURE

The City maintains the storm drainage system for the remainder of the project area. The system includes drains and pipes in the following locations:

- a) 10-inch and 12-inch pipes along Main Street.
- b) 12-inch and 18-inch pipes along West Jackson Street. These pipes eventually feed into a 27-inch pipe that discharges into the creek just west of South Mill Street.
- c) Several other smaller systems of pipes and drainage outlets scattered throughout the project area.

A majority of Downtown Ione's street drainage occurs by way of sheet flow or minor ditches that lack curbs and gutters. At the aforementioned locations, stormwater enters the project area's improved drainage system.

Record of the project area's storm drainage system is limited. The City does not currently possess a storm drain master plan or any area-specific drainage studies. Given the age of the project area's drainage system, this represents a particular concern. As previously mentioned, most if not all of the drains and pipes maintained by Caltrans are documented by the agency. The portions of the system owned and maintained by the City have only been field-verified. Thus the locations of the City-maintained pipes remain unknown. The system has also been documented on various base maps over the years; however, the maps' documented locations for the system's pipes are not necessarily accurate.

Many of the system's pipes in the project area are undersized. This leads to localized flooding, primarily restricted to the area's streets, during periods of heavy rainfall. To assess the adequacy of the system, the project team performed a cursory analysis on several of the project area's key mains. This analysis relied upon a 10-year design storm, the pipe size measurements included on the City's storm drain base map, rainfall intensity data from the City's standards, assumed slopes, tributary area, and runoff coefficients. The analysis determined that the following pipes are undersized and need to be replaced:

- a) The Caltrans-maintained 12-inch storm drain under West Main Street.
- b) The Caltrans-maintained outfall into Sutter Creek at North Church Street. There is a discrepancy in the size of the pipe between Caltrans' maps and the City's base maps, so the exact size of the pipe is unknown.
- c) The City-maintained 12-inch and 18-inch storm drains underneath Jackson Street between Ione Street and Mill Street.
- d) Numerous drains within the project area are composed of 6-inch, 8-inch, or 10-inch pipes. Whenever these pipes are replaced, they should be upsized to at least 12 inches, the minimum size required by the City's standards.

It is important to note that the Sutter Creek outfall pipe located at Ione Street was excluded from the analysis. The City's base maps do not list the pipe size and the project team was otherwise unable to determine the measurement.

Based upon the project team's cursory analysis of Downtown Ione's storm drainage system, 1,900 linear feet of the drainage system will ultimately need to be replaced. This provisionally includes 460 feet of 12-inch pipe, 1,190 feet of 15-inch pipe, and 250 feet of 24-inch pipe. Upgrades should also include 23 catch basins and 3 manholes. These improvements should be

CIRCULATION, PARKING, AND INFRASTRUCTURE

made regardless of any development envisioned by this plan since the existing infrastructure is overcapacity. The estimated construction cost associated with these improvements is approximately \$350,000. To determine exact replacement requirements for pipes within the project area, a focused storm drain study, based upon actual pipe slopes and tributary areas, will need to be performed.

Downtown Ione already contains an abundance of impervious surfaces, so future development should not greatly increase stormwater runoff. Regardless, building and site designs should seek to mitigate against additional runoff by providing stormwater infiltration. In addition, before any new development transpires the City should complete a comprehensive storm drain study that focuses upon the project area and the other older sections of the community. This will ensure that adequately sized infrastructure is in place to accommodate denser and more intense development.

FLOOD INFORMATION

In late 2011, a revised Draft Hydraulic Study for Amador County was submitted to the City for review and comment. The study was prepared by Baker/AECOM on behalf of the Federal Emergency Management Agency (FEMA). The document includes new detailed studies that address Sutter Creek's flooding potential where it passes through the city and an updated draft of the City's Flood Insurance Rate Map (FIRM). Based upon the revised FIRM, the entire project area is located within Special Flood Hazard Zone AE. Flood elevations within Downtown Ione range from 299 feet mean sea level (MSL) near the intersection of Sacramento Street and Market Street to approximately 303 feet MSL at the intersection of Main Street and Church Street. The source of the project area's flooding is overflow from Sutter Creek. When flooding in the project area reaches the 100-year level, it appears that the area's sanitary sewer system will become subject to inundation.

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CIRCULATION, PARKING, AND INFRASTRUCTURE

At the time of this plan's production, FEMA, Amador County, and the City have not officially adopted the draft Hydraulic Analysis and the revised FIRM. Because this section's analysis is based upon these draft documents, it may be subject to revision if the analysis and FIRM are modified.

SANITARY SEWERS

The City provides sanitary sewer service within the project area. The vast majority of the system's lines measure 6 inches in diameter. The one exception, a pipe that extends along Market Street, measures 8 inches in diameter. According to a video camera inspection completed in 2006 and a condition assessment undertaken in 2011, the system is currently in a compromised state. The pipes, predominantly composed of vitrified clay, suffer from cracks, root intrusions, and other problems associated with the age of the system. As a result of the assessment, the City prepared a five-year capital update plan (CUP) in 2011 to address improving and/or rehabilitating the entire citywide system. The CUP identifies numerous pipes within the project area that are in need of repair or replacement. Where pipes can be salvaged, root cutting and slip-lining will likely be required. Once the repairs cited in the CUP are completed, the sewer system will be returned to near its original capacity. In the near-term, the City should finalize the CUP and prepare a formal Capital Improvement Plan (CIP) for implementation.

To determine if the sewer system provides enough capacity for the Downtown Ione, the project team undertook a cursory analysis of the project area's key 6-inch and 8-inch mains. This analysis relied upon lot counts, the City's sewer base map (for information on manhole locations and pipe sizes and lengths), and the City's manhole inventory book (for information pertaining to manhole surface and pipe invert elevations). The pipes included in the analysis are as follows.

CIRCULATION, PARKING, AND INFRASTRUCTURE

- a) The 6-inch pipe that runs underneath Buena Vista Street between Jackson Street and Market Street. This line serves most of the project area and residential blocks along and north of Main Street east of the project area.
- b) The 6-inch pipe that extends underneath Jackson Street east of Buena Vista Street.
- c) The 8-inch pipe that runs underneath Market Street west of Buena Vista Street, eventually continuing farther west underneath Marlette Street.

Based upon the analysis, it appears that the 6-inch lines have the capacity to accommodate the project area's daily average flows, but are likely surcharged during peak flow conditions. The 8-inch line also appears to be slightly surcharged during peak flows. It is important to note that the analysis assumes that the lines are in good condition.

To better accommodate peak flow conditions and ensure the ongoing integrity of the project area's sewer system, several improvements should be made to the system. It is estimated that 1,600 linear feet of Downtown Ione's sewer system should be replaced. Where the aforementioned 6-inch lines are replaced, 8-inch pipes should be used in their place. In addition, 10 manholes and lower laterals, the portion of the lateral that extends from the street to the lot line, should also be replaced. All told, this encompasses improvements to the sewer lines underneath Jackson Street between Buena Vista Street and Amador Street, Ione Street between Main Street and Jackson Street, and Buena Vista Street between Jackson Street and Market Street. The estimated construction cost for these improvements is approximately \$250,000.

It should be emphasized that the recommended improvements only address the sewer system's existing compromised state and the project area's current density and intensity of development. While it is unlikely that future development will substantially impact the system, certain process-intensive uses

CHAPTER 6

CIRCULATION, PARKING, AND INFRASTRUCTURE

could over-inundate the 6-inch lines. Thus, a detailed analysis will be required in such instances. This may necessitate the construction of a holding tank that will facilitate the metered discharge of waste into system. In addition, any new facilities that include food preparation uses will be required to provide a grease interceptor prior to the discharging waste into the system.

ELECTRIC AND GAS UTILITIES

PG&E provides the project area with electric power and natural gas service. Electrical service is transmitted along 12 kilovolt lines. Most of the project area receives service from overhead and conductors. The one exception, properties on the north side of Main Street between Ione Street and Sacramento Street, receives power from underground conductors. The project area's main line feeder route arrives from the south along Church Street. At Market Street, the line heads west to Mill Street, then north to Jackson Street, next east to Sacramento Street, and finally north across Sutter Street. In 2008, PG&E upgraded this line to the largest conductor size that the company uses for overhead customer service. At this time, there are no plans to further increase the capacity of the project area's overhead or underground systems. Capacity increase projects for the area are only slated to occur if and when a new large-load business requires additional service.

Gas service in Downtown Ione is provided by a network of mains, predominantly measuring 2 inches in diameter that extend along most of the area's streets. This network is served by a 4-inch to 6-inch transmission line that extends along the east side of Church Street, entering the project area from the south. At Jackson Street, the transmission line extends west, connecting with the project area's network at the intersection of Buena Vista Street and Jackson Street. Currently, PG&E has no plans to expand the capacity of Downtown Ione's gas

CIRCULATION, PARKING, AND INFRASTRUCTURE

service. In the event of a significant proposed development, the company would explore increasing the system's capacity.

TELEPHONE

The project area's landline telephone service is provided by AT&T. The only record of the telephone network's location within the project area is a hand-drawn sketch provided by the company. According to the drawing and site reconnaissance, aerial cables extend along Main Street, Ione Street, Sacramento Street, Jackson Street, Buena Vista Street, and Church Street. There are also two underground conduits that extend through the project area. The first runs along both sides of Main Street. The second extends along Buena Vista Street between Main Street and Jackson Street. The line veers east along Jackson and heads south at Church Street. If and when improvements are made to the project area's overhead telephone lines, the network should be placed underground. This will greatly enhance the area's aesthetics.

CABLE TV AND INTERNET

Volcano Vision, Inc. provides the project area with cable TV and internet service. The company operates a hybrid fiber-coax (HFC) cable TV system under a franchise agreement with the City. The video product is 100 percent digital and is provided in six packages that offer between 50 and 350 channels. All of the packages include the local Sacramento and Stockton DMA broadcast channels, TSPN TV (the local Amador-leased access channel), audio retransmission of KVGC 1340 (Hometown Radio) and community access channels for Calaveras County and the Kirkwood Public Utility District. Depending upon the package, up to 56 channels are offered in high definition. Video on Demand and DVR service is included with every subscription. Volcano Vision offers four high-speed internet packages. Downstream bandwidths for this service vary between 1 Mbps and 12 Mbps. All of the company's facilities

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within the project area are overhead. The system's lines are located along Buena Vista Street, Ione Street, Sacramento Street, Jackson Street, and Market Street.

Should improvements to the system be required to adequately serve the project area, they will be determined by Volcano Vision on a project-specific basis. If and when major improvements are made to the project area's cable TV lines, the network should be placed underground. This will substantially improve the area's aesthetics.

BACKGROUND REPORT

IONE DOWNTOWN PLAN

APPENDIX A - BACKGROUND REPORT

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Document	Primary Responsibility for Review	Location
Ione General Plan	PMC	FTP Site
<p>Chapter 2 – Public Outreach and Vision</p> <ul style="list-style-type: none"> Guiding Principles – The Vision <ul style="list-style-type: none"> Maintain Small Town Character - characteristics include a local downtown core, community events, low level of development, and surrounding open space and agricultural land. Manage Growth Preserve Open Space (and Agricultural Land) Enhance Recreational Facilities Revitalize Downtown <ul style="list-style-type: none"> Central Community Gathering Place Charm of area - historical character, locally-owned businesses, friendly feel, and convenience of central location Revitalization includes expansion of the downtown area, the addition of newer buildings, available parking space, and a variety of different types of businesses Safe from traffic hazards Improve Roadways and Traffic – reroute highway 124 west of the City to eliminate truck traffic and the associated tight 90-degree turns in the downtown <p>Chapter 3 – Land Use</p> <p><i>* See General Plan Land Use Districts Section for specific information about each district</i></p> <ul style="list-style-type: none"> Land Use Principles: <ul style="list-style-type: none"> Balanced Land Uses <ul style="list-style-type: none"> Retail close to residential Account for unplanned public/quasi-public uses Self-supporting community Transportation Choices <ul style="list-style-type: none"> Plan for pedestrians, bicyclists, and automobiles; streets should accommodate all of these modes Land use and transportation planning intertwined Housing Choices <ul style="list-style-type: none"> Mixed-use housing above ground floor housing limited Thriving Downtown <ul style="list-style-type: none"> Historic Heart of community Preserve historic character, but intensify uses Walkable Community <ul style="list-style-type: none"> To provide mobility, streets will accommodate pedestrians and bicyclists The City’s trail system will be improved. Preservation/Integration of Natural Resources Preserving Sense of Place/Quality of Design Regeneration/Infill <ul style="list-style-type: none"> City will establish incentives/programs to encourage infill development Goals, Policies, and Actions: <ul style="list-style-type: none"> Preserve and regenerate Ione’s historic Downtown (see document for policies) (Goal LU-3). <p>Chapter 4 – Circulation</p> <p>State Highways 104 and 124 run through the Downtown area and currently serve as truck routes. The streets are narrow with on-street parking and tight turns (small radii), which make it difficult for large trucks to successfully negotiate the turns. The long-term plan is to provide a route for thru truck traffic around the southwest side of the city (West Ione Roadway Improvement Strategy – WIRIS). The implementation of the plan is a critical part of improving the overall condition and development of the downtown area. The General Plan notes the need to look</p>		

for opportunities for right-of-way dedication and to provide for public sidewalks. The plan notes the need to develop bike lanes in the Downtown area, primarily along the creek and from the Downtown area to Howard Park. CIR-1.8 notes to adopt parking standards that allow for reduced parking requirements than in other parts of the city and to allow for greater parking flexibility, such as shared parking.

- Vision:
 - Traffic system will encourage pedestrian, bicycle, and golf cart traffic
 - Strengthen pedestrian and bicycle linkages
 - **Provide access for local traffic through the City and for truck traffic around the west side of the City**
- Setting, Issues, and Considerations
 - Public Transit – ARTS and Dial-a-ride, weekday service only
 - Park and Ride Lots – NW corner of West Main Street and South Sacramento Street
 - Pedestrian and Bicycle Routes – bicycle lanes along Shakeley Lane from Fairway Drive to east of Oak Street, many bikeway and sidewalk projects planned for Downtown
- Goals, Policies, and Actions:
 - Development projects fund or construct intersection improvements and/or trail connections (Action CIR-1.1.5)
 - Streets and Intersection maintain LOS E or higher, SR 104 and 124 may maintain LOS F (Policy CIR-1.3)
 - **As part of a Downtown Master Plan or similar Downtown Plan, develop a Parking Management Plan (Policy CIR-1.8). Include reduced parking standards (Action CIR-1.8.1).**
 - **Preferred Maximum Block Length – 800' (Policy CIR-1.10)**
 - Continue to allow golf carts on specific roadways and expand the number of roadways where permitted (Policy CIR-1.11)
 - Establish an extensive, complete, smooth, interconnected, and continuous pedestrian and bicycle network (see document for policies) (Goal CIR-2)...
 - Assess fees sufficient to cover maintenance costs of the existing circulation system and other circulation projects in areas already constructed, including roadways, pedestrian and bicycle facilities (Policy CIR-3.2).
 - **When Redevelopment Area established, set aside share for TIF (Policy CIR-3.3).**
 - Continue to participate in Safe Routes to School Program (Policy CIR-3.7)

Chapter 5 – Conservation and Open Space

- Train Park, 0.3 Acres, Neighborhood Park
- Goals, Policies, and Actions:
 - Preserve high-quality trees throughout the City (see document for policies) (Goal CO-3).
 - Work towards the creation of a complete network of trails and pathways connecting major areas of the city, which is accessible for all residents (Policy CO-8.3).
 - Support infill development, wherever possible, in order to minimize the conversion of agricultural lands when these are usable lands within already urbanizing areas.

Chapter 7 – Economic Development

- Setting, Issues, and Considerations
 - Retail and Services
 - **Consider expanding Downtown along Jackson Street**
 - **Aging buildings part of Downtown's charm**
 - **Revitalization of existing buildings would improve the area's appearance and economic viability**
 - **Expansion of Downtown needs to include renovation of existing buildings and development standards to guide the process**
 - Small Town Quality of Life
 - **Downtown businesses will remain focused on providing goods and services to the residents of Ione.**
 - Entertainment and Tourism
 - **Interest in the Downtown providing more entertainment opportunities for residents and tourist**

attractions for visitors

- **Special events can provide backbone for tourism. These include Ione Homecoming, street fairs, and parades.**
- Employment
 - **Office employment envisioned for Downtown.**
- Historic Sites
 - Many historic buildings in Downtown.
- **Goals, Policies, and Actions:**
 - **Façade programs can help improve the viability of businesses in the Downtown area (Action ED-1.2.1).**
 - **The City shall update the Zoning Code to provide flexibility within the downtown and downtown transition areas to facilitate economic development, including home-based businesses and telecommuting (Policy ED-1.6).**
 - **Encourage expansion of retail and services to meet local demands and generate tax revenues for the City (see document for policies) (Goal ED-2).**
 - **Revitalize downtown and other existing businesses with a mix of uses and gathering places and attractions for daytime and nighttime activities (see document for policies) (Goal ED-3).**
 - **Promote the City as a regional destination with a recognizable City identity and brand, while retaining the small town quality of life (Goal ED-5).**
 - **Market Downtown, protect and preserve the area's historic character, seek out historic tax credits, develop historic preservation and sign ordinance, prepare pattern book**

Chapter 8 – Public Facilities

This chapter of the General Plan notes numerous items such as police and fire services, libraries and utilities. There is some general discussion related to utilities that is not covered in the utility section of this document as follows: notes water system is limited by treatment capacity; notes undergrounding of facilities should be done where possible; and states that storm runoff measures such as minimizing impervious surfaces, maximizing on-site infiltration and reducing pollutant runoff should be implemented.

- **Setting, Issues, and Considerations**
 - Library – 2005 assessment of Amador County system indicated that Downtown library location is undersized, so the system is interested in relocating the facility elsewhere in the County.
 - City Hall – Police department interested in moving into a larger facility.
 - **Consider expanding Downtown along Jackson Street**

Chapter 9 – Housing

- **Goals, Policies, and Actions:**
 - The City has initiated the creation of a Redevelopment Agency and will work to establish a redevelopment project area. (Action H-4.4.1).
 - Promote residential infill development through the creation of an Infill Development Program (Action H-4.5.1).

IONE DOWNTOWN PLAN
APPENDIX A - BACKGROUND REPORT

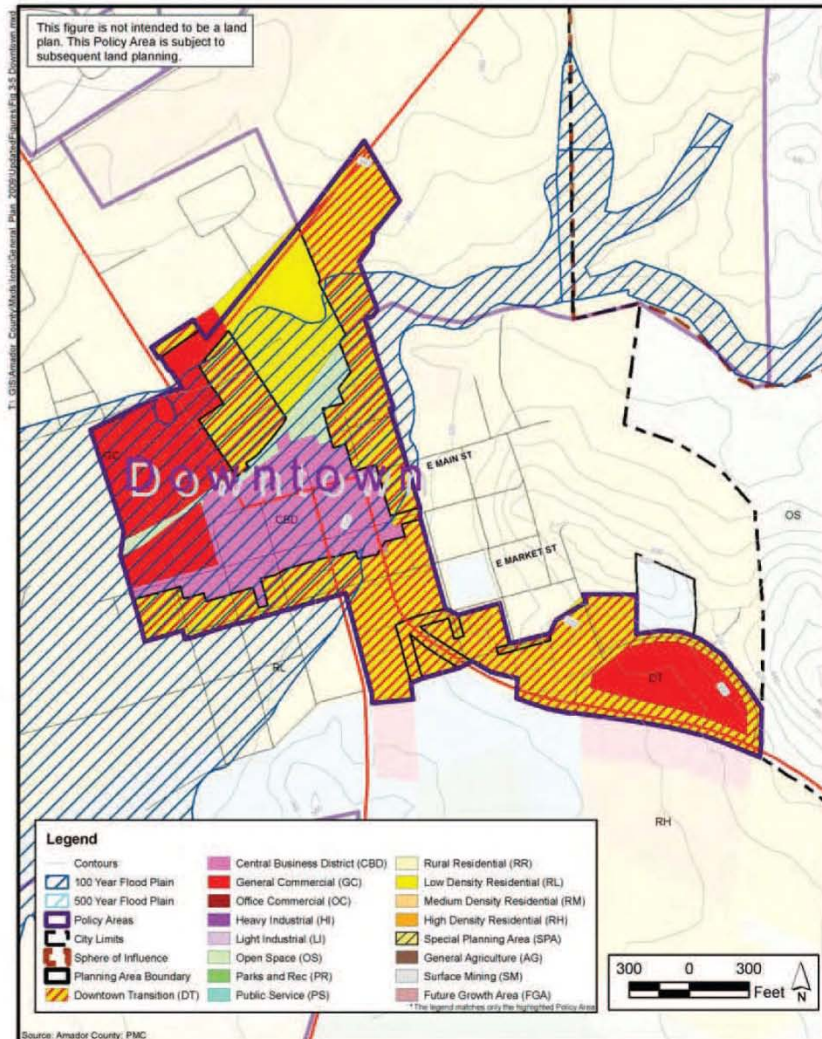
General Plan Land Use Districts (taken from Chapter 2 – Land Use)	PMC	FTP Site
<ul style="list-style-type: none"> ○ CBD – Central Business District <ul style="list-style-type: none"> ▪ FAR – 0.5-3.5 ▪ Vertical and/or horizontal mix of retail, office, professional, and service uses that serve daily shopping needs ▪ Neighborhood market, neighborhood drug store, banks, restaurants/pubs/coffee shops, clothing stores, services, theatre, medical, legal, financial, and other professional and administrative offices, lodging, public offices, apartment and condominiums on upper floors ○ GC – General Commercial <ul style="list-style-type: none"> ▪ FAR – 0.25-1.0 ▪ Commercial businesses and tourist-oriented services ▪ Retail stores, entertainment, indoor recreational facilities, lodging, warehousing, wholesale trade, gas stations, automobile sales and service. ▪ Offices permitted, but should not dominate ○ DT – Downtown Transition <ul style="list-style-type: none"> ▪ 3.1-25.0 du/acre, FAR – 0-1.5 ▪ Provides transition from residential use to more intense commercial use ▪ Conversion is dictated by the market; residential uses may remain and be expanded upon in perpetuity ▪ Office and retail that respects the existing residential character of the area, small office professional, limited personal services, minor and small scale manufacturing and services, and limited retail ▪ Vertical and horizontal mixed-use development permitted ▪ Discretionary review may be necessary to enable existing residential structure to accommodate commercial use ○ RL – Low Density Residential <ul style="list-style-type: none"> ▪ 2.1-7.0 du/acre ▪ 2nd du, home occupations, schools, day-care centers, places of religious assembly and nursing homes permitted 		

IONE DOWNTOWN PLAN

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General Plan Land Use Map (taken from Chapter 2 – Land Use)	PMC	FTP Site
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FIGURE 3-5: DOWNTOWN POLICY AREA

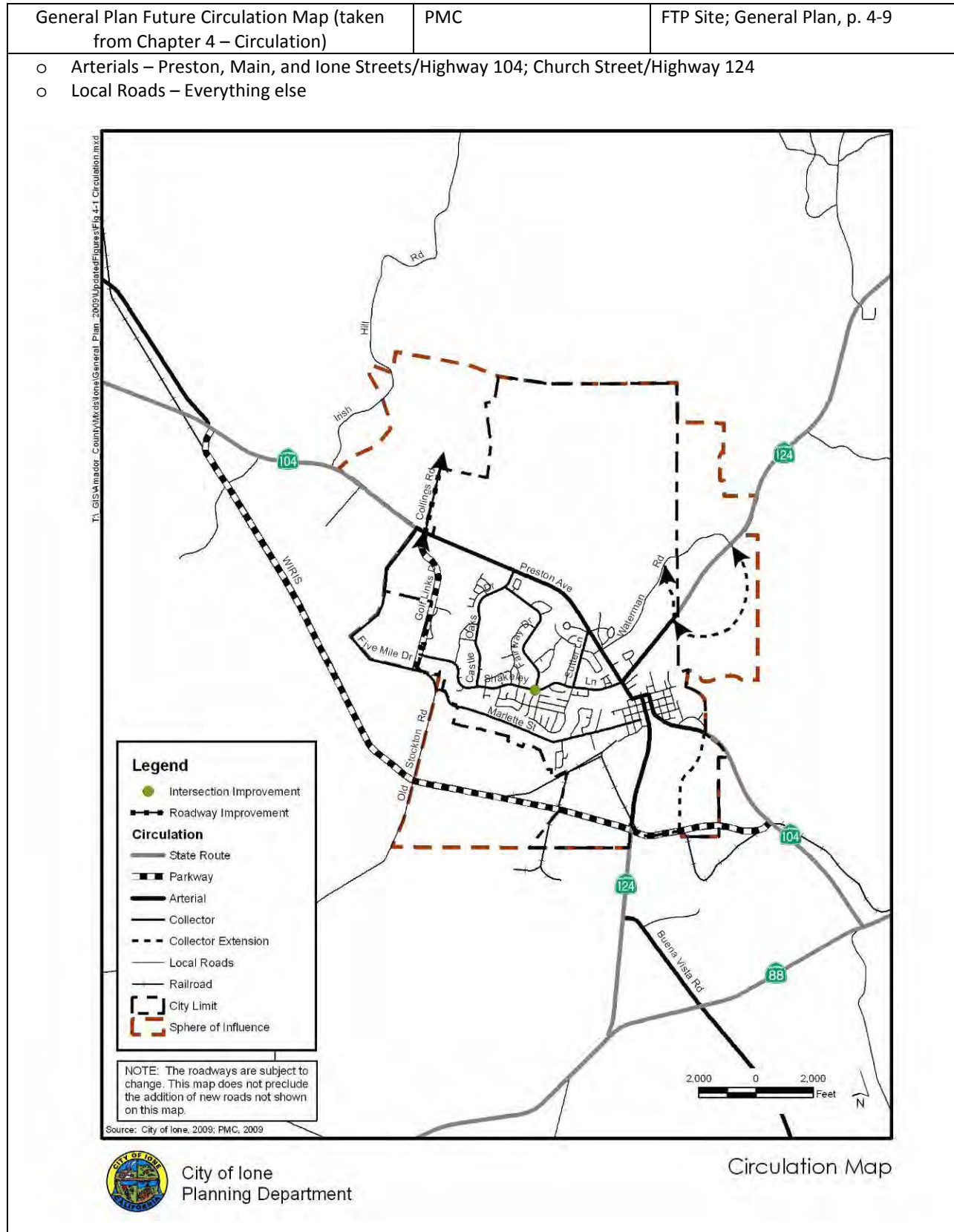


City of Ione
Planning Department

Downtown Policy Area

IONE DOWNTOWN PLAN

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IONE DOWNTOWN PLAN

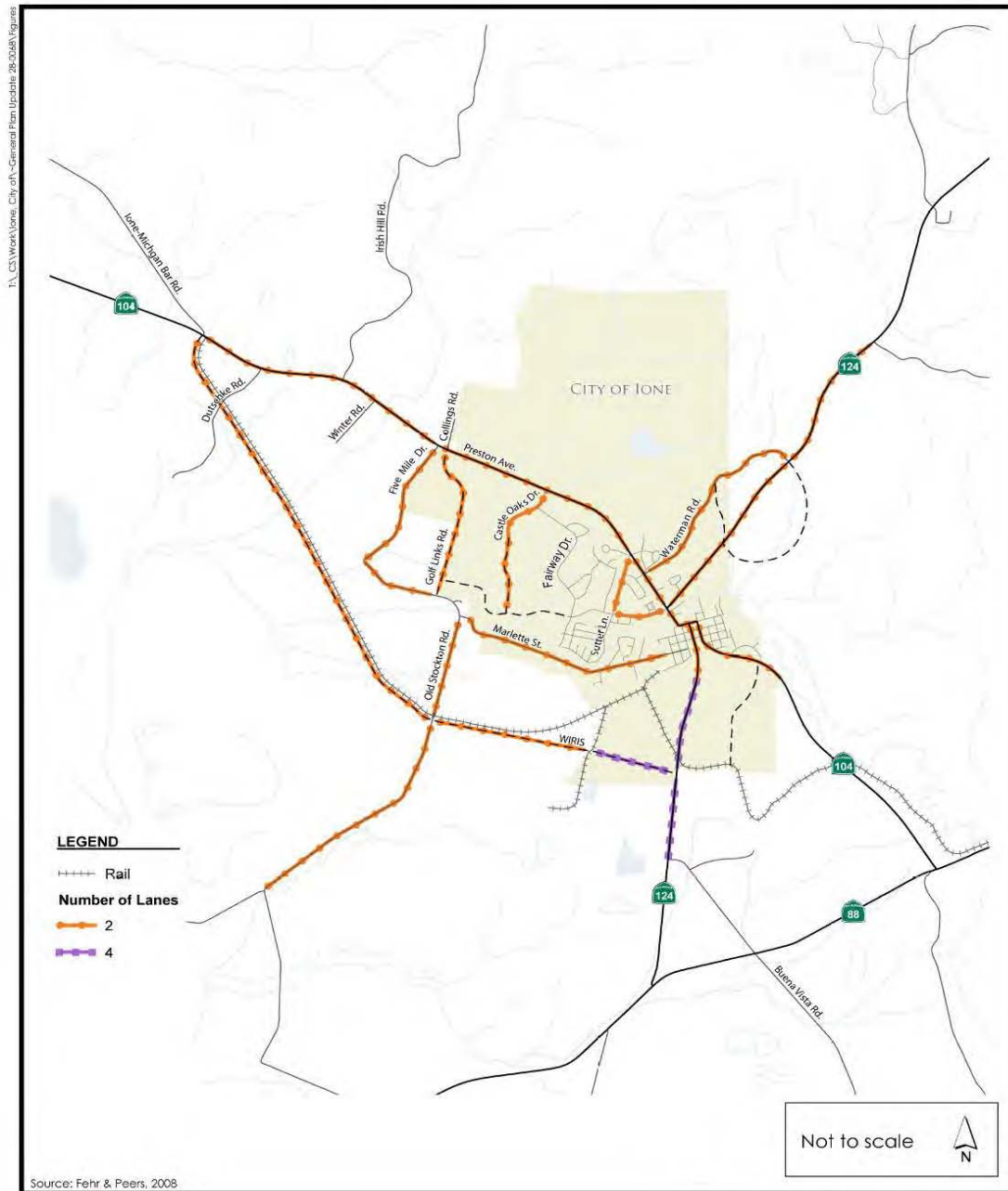
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General Plan Future Major Roadway Sizing
Map (taken from Chapter 4 – Circulation)

PMC

FTP Site; General Plan, p. 4-10

- All of the Planning Area's streets are slated to maintain two travel lane configurations

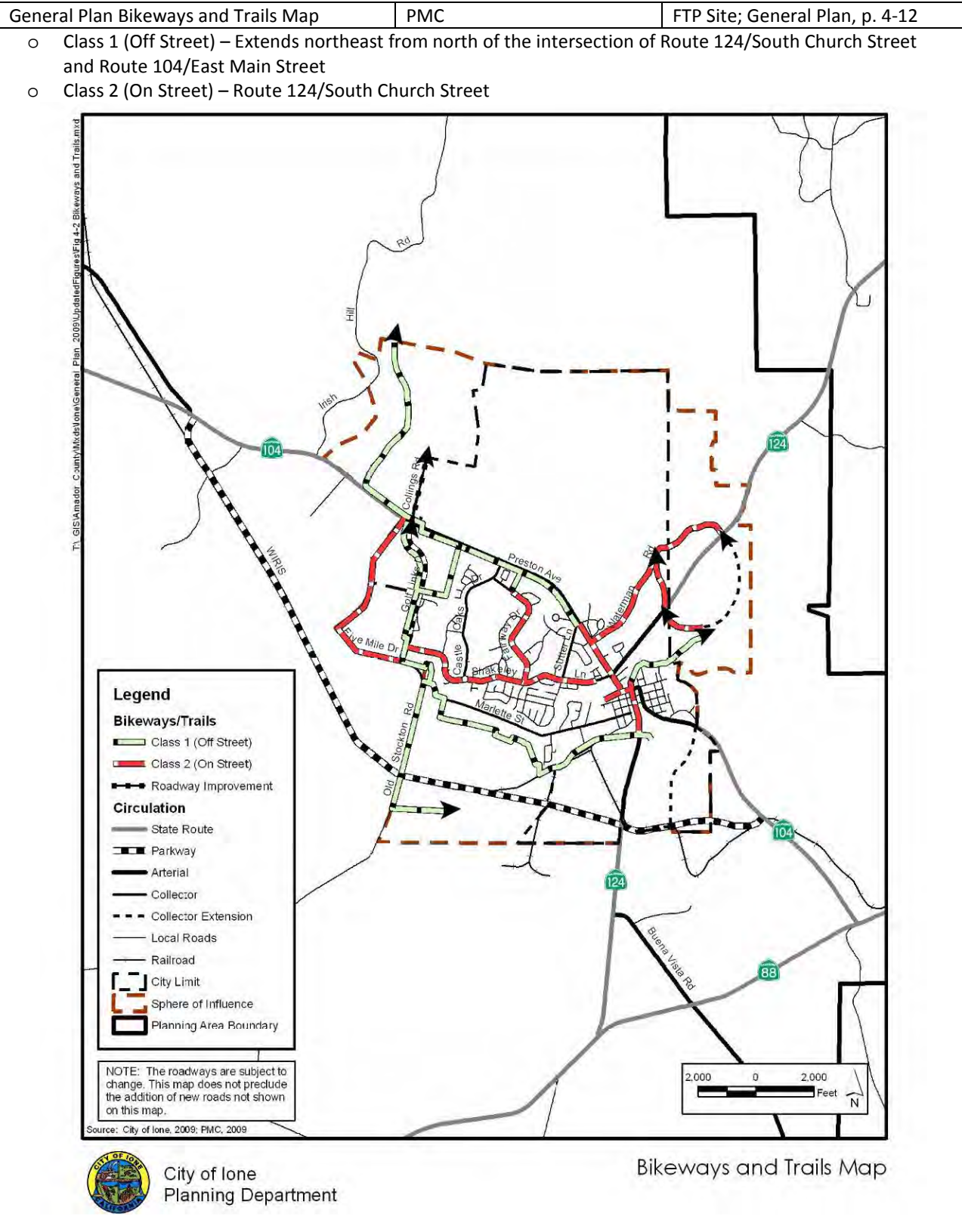


City of Ione
Planning Department

Future Major Roadway Sizing

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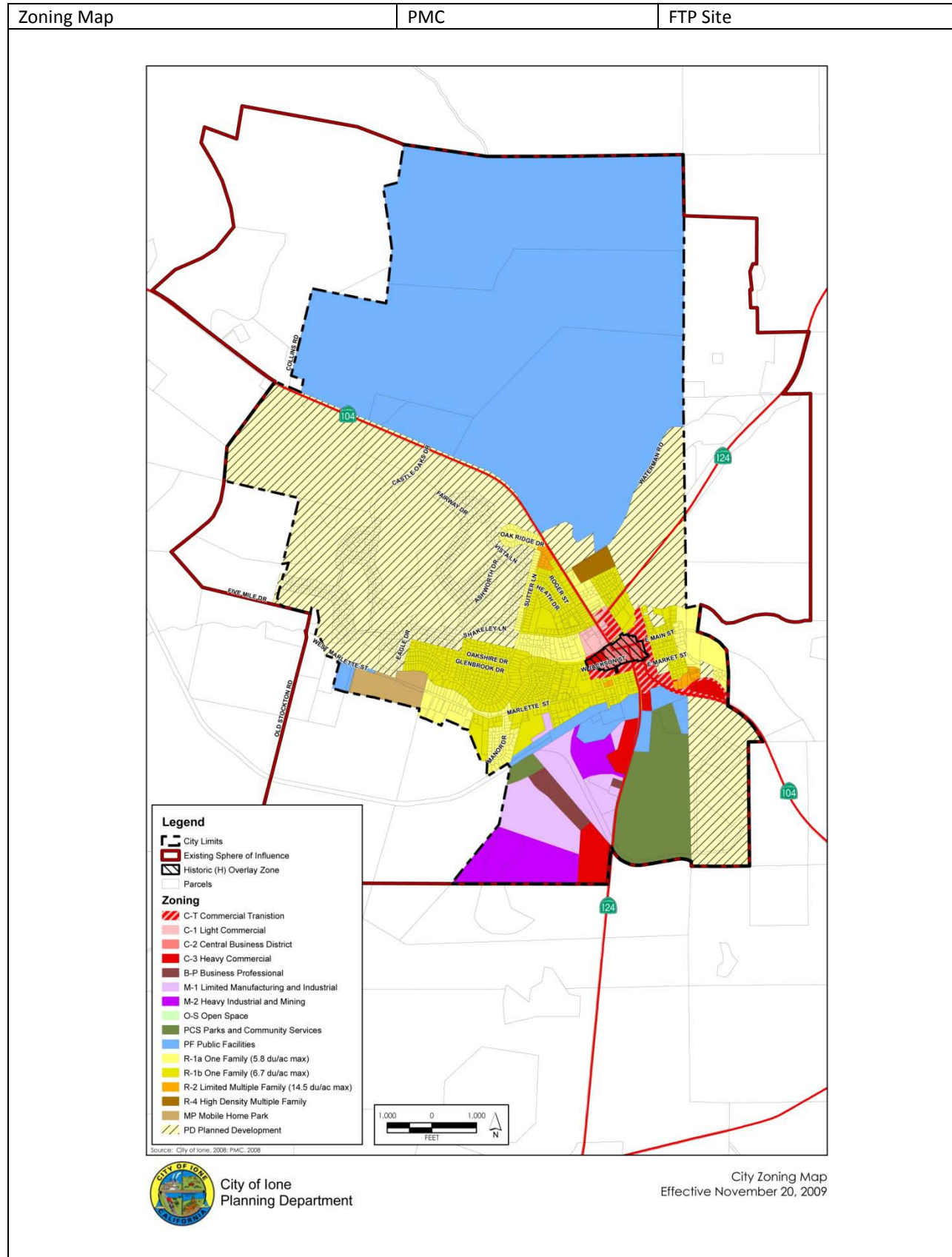


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Zoning Code	PMC	FTP Site																																							
<p>Zoning Districts</p> <ul style="list-style-type: none"> ○ C-3 – Heavy Commercial District <ul style="list-style-type: none"> ▪ Larger-scale commercial retail and tourist-oriented services predominate, office uses allowed ▪ FAR – 0.25-1.0 ○ C-2 – Central Business District <ul style="list-style-type: none"> ▪ Pedestrian friendly commercial retail, office, and multi-family residential ▪ FAR – 0.5-3.5 ○ Historic (H) Overlay District <ul style="list-style-type: none"> ▪ Provides additional standards to help preserve historic buildings and encourage new development that conforms to the architectural styles most commonly associated with Downtown Ione. The District does not apply to exclusively residential uses. ▪ The Chapter includes: <ul style="list-style-type: none"> ❖ A description of Downtown’s four historic architectural styles (see Architectural Typologies) ❖ Architectural guidelines (see Design Guidelines section) ❖ A few development standards. Where these standards conflict with those associated with the base zoning district, the Historic Overlay District standards apply. 																																									
<table border="1"> <thead> <tr> <th colspan="3">Development Standards</th></tr> <tr> <th></th><th>C-2</th><th>C-3</th></tr> </thead> <tbody> <tr> <td>Min FAR</td><td>0.5</td><td>0.25</td></tr> <tr> <td>Max FAR</td><td>3.5</td><td>1.0</td></tr> <tr> <td>Min Residential Density</td><td>7.1</td><td>-</td></tr> <tr> <td>Max Residential Density</td><td>25.0</td><td>-</td></tr> <tr> <td colspan="3">Setbacks (Minimum)</td></tr> <tr> <td>Front and Street Side</td><td>0’</td><td>20’</td></tr> <tr> <td>Side</td><td>0’</td><td>0’</td></tr> <tr> <td>Rear</td><td>0’</td><td>25’</td></tr> <tr> <td>Minimum Lot Size</td><td>No Minimum</td><td>No Minimum</td></tr> <tr> <td>Distance Between Buildings on the Same Lot</td><td>0’</td><td>0’</td></tr> <tr> <td>Height (Maximum)</td><td>50’/4 Stories</td><td>50’/4 Stories</td></tr> </tbody> </table>			Development Standards				C-2	C-3	Min FAR	0.5	0.25	Max FAR	3.5	1.0	Min Residential Density	7.1	-	Max Residential Density	25.0	-	Setbacks (Minimum)			Front and Street Side	0’	20’	Side	0’	0’	Rear	0’	25’	Minimum Lot Size	No Minimum	No Minimum	Distance Between Buildings on the Same Lot	0’	0’	Height (Maximum)	50’/4 Stories	50’/4 Stories
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Architectural Typologies (found in Section 17.28.020 of the Zoning Code)	PMC/Synthesis Design	FTP Site
<ul style="list-style-type: none">o 4 styles included: Simplified Classical Revival, Commercial Vernacular, Italianate, and Mission Revivalo At least one typology not includedo A few elements associated with the four styles have been omitted		
Architectural Design Guidelines (found in Section 17.28.020 of the Zoning Code)	PMC	FTP Site
<ul style="list-style-type: none">o Entries and Front Facadeso Storefrontso Back and Side Facadeso Roofs and Parapetso Windows and Doorso Detail Featureso Materials and Colorso Canopieso Outdoor Storageo Signso Lighting		
Amador County Park and Recreation Management Plan	PMC	FTP Site
<ul style="list-style-type: none">o Train Park<ul style="list-style-type: none">▪ 0.3 Acres▪ Defined as a Downtown Neighborhood Park▪ Recommendation – Install safety fence between edge of park and Sutter Creek		
Amador Water Agency Water Conservation Plan	Coastland Engineering	FTP Site
Mokelumne/Amador/Calaveras Integrated Regional Water Management Plan		
Both documents are very broad regional water management and planning tools. The AWA plan notes the need for conservation measures such as low-water landscaping, water-efficient commercial dishwashers and laundry facilities, and high-efficiency plumbing fixtures. It notes the need for AWA system improvements, such as reducing losses through open canals by replacement with pipelines and to account for expected overall system growth (increase in demand). The AWA is a signatory to the IRWMP. The IRWMP generally addresses the need for management of the water supply, maintaining and increasing water quality, providing flood and environmental protection, and the need for regional cooperation.		
City of Ione Wastewater Master Plan and Plant Capacity	Coastland Engineering	FTP Site
The plan contains a detailed discussion of the system, wastewater treatment plant (WWTP) capacity and issues. It proposes an expansion of the plant to 0.8 MGD (million gallons per day) capacity to accommodate anticipated development to the years 2016-2017, with a second phase expansion to 1.6 MGD needed beyond 2016-2017. The City is currently under a Cease and Desist Order (CDO) from the State of California Regional Water Quality Control Board for degradation of groundwater and is working to resolve the issues noted in the CDO. The City has received a proposal for a Design-Build-Operate-Finance option for expanding the WWTP. Construction of the facility could be completed as early as 2013. The City is currently working with Mule Creek State Prison, Amador Water Agency (the City receives a significant amount of backwash from the water treatment plant) and Amador Regional Sanitation Agency (ARSA) to see if it feasible to develop a regional plant that can process wastewater from all of these facilities (in addition to the City’s wastewater). The City has also identified potential re-users and land disposal options that may greatly reduce use of the current evaporation/percolation ponds. Once the WWTP upgrade is completed, the WWTP will have capacity for the proposed growth and will have the ability to expand as development occurs.		

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Flood Information	Coastland Engineering	
Based upon the Flood Insurance Rate Map (FIRM), the Downtown area is located in Special Flood Hazard Zone AE, with flood elevations ranging from about 296 feet MSL (mean sea level) near the intersection of South Sacramento Street and West Market Street, to about 300 feet MSL at the intersection of East Main Street and Church Street (SR 124). The source of flooding is overflow from Sutter Creek. Note that the 2010 FIRM is based upon the North American Datum of 1988 (NAD 1988), which in the lone area is about 2.4 feet higher elevation than the National Geodetic Vertical Datum of 1929 (NGVD 1929). Prior surveys and sanitary sewer manhole mapping within the City were done mostly to NGVD 1929. It appears that there is some discrepancy between the flood map and recent surveys and sewer manhole elevations (e.g. it appears that sewer manhole elevations when converted to NAD 1988 are at or above the 100-year flood elevations per the FIRM). It is beyond the scope of this plan, but this issue should be investigated further. It could affect future development within the Downtown area.		
Volcano Vision, Inc. (Cable TV and Internet Service Provider)	Coastland Engineering	
Volcano Vision, Inc. operates a hybrid fiber-coax (HFC) CATV system under a franchise agreement with the City of Ione, which includes service for the Downtown area. The video product is 100% digital, offers 6 packages with various pricing tiers with between 50 and 350 channels depending on the package chosen. All packages include the local Sacramento/Stockton DMA broadcast channels, as well as TSPN TV (a local Amador leased access channel), audio retransmission of KVGC 1340 AM (Hometown Radio) and community access channels for Calaveras County and the Kirkwood PUD. Up to 56 channels are offered in High Definition, with Video on Demand and DVR services to all subscribers. In addition, Volcano provides high speed data ISP service in 4 packages, with downstream bandwidths of between 1 Mbs and 12 Mbs. All facilities in the Downtown area are overhead. The lines are located mainly along Buena Vista, Ione, Sacramento, Jackson and Market Streets.		
PG&E (Electric and Gas Service Provider)	Coastland Engineering	
<p>PG&E provides electric power and natural gas service. 12 KV electric service is provided via overhead conductors, except for a portion along Main Street between Ione Street and Sacramento Street, which is underground (shown per maps to be in the north half of the street). At this time, PG&E has no plans to increase the capacity of the underground in the Downtown area. Capacity would only be dependent on future load growth of the business district served by the underground. In 2008, the main line overhead was upgraded to the largest size conductor PG&E uses overhead. The route of the main line feeder is Highway 124 (Church St) north to Market Street. The line goes west on Market Street to Mill Street, then north on Mill Street to Jackson Street. The line continues 1 block east on Jackson to Sacramento Street, then north on Sacramento and continues north across the creek and then to the east to tie back to Highway 104 (Preston Avenue); there it continues north. PG&E does not have plans at this time to do any re-conductoring in the general area. Capacity increase projects for the area would only be based on a large-load new business.</p> <p>Gas is provided throughout the Downtown area, mainly via 2" diameter mains located along almost all streets. There is a 4" and 6" transmission line that runs into the city from the south along the east side of Church Street (State Highway 124), then runs west along the north half of Jackson Street, connecting to the rest of the system at the intersection of Buena Vista and Jackson Streets. At this time, PG&E has no gas projects scheduled for the Downtown area. Any capacity increase projects for this area would be based on new growth in the Ione area, for which they have no known projects at this time.</p>		
AT&T (Telephone Service Provider)	Coastland Engineering	
AT&T provided a hand-drawn sketch showing the locations of their cables but no further information regarding service. Per the sketch, there appears to be an underground conduit with cable along the north and south edges of Main Street, along Buena Vista Street between Main and Jackson that turns east along Jackson then south along Church Street, as well as aerial cables along East Main Street, South Ione Street, Sacramento, Jackson, Buena Vista and Church.		
Amador Water Agency (Water Service Provider)	Coastland Engineering	
Domestic water service is provided by the Amador Water Agency (AWA). The majority of water mains were		

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originally constructed and operated by PG&E; AWA took over the system in the 1980's. The city system is supplied via a water treatment plant (WTP) located off Foothill Boulevard in the southeastern part of the City. The treatment plant is fed via the lone pipeline from the AWA system. According to AWA mapping, there are 6" cast-iron mains along both sides of Main Street, an 8" cast-iron main along South lone Street, a 6" PVC main along North lone Street, 4" transite mains along Jackson Street and portions of Church Street, an 8" transite main along Buena Vista Street, a 6" transite main along Sacramento Street, along with the Castle Oaks 16" transmission line that runs along Sacramento Street and crosses Sutter Creek.

According to AWA, there is sufficient capacity at the lone WTP to accept new customers or increased usage from existing customers. The approach is to collect fees for a future expansion of the WTP. A portion of the AWA current fee is intended for a new Regional WTP. Instead of constructing a new Regional WTP, these funds will be used to expand the lone WTP incrementally.

Sanitary Sewers	Coastland Engineering	
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Sewer service is provided by the City. All lines in the Downtown area are 6" diameter, except for a portion along West Market Street, which increases to 8" diameter. A video camera inspection of the system was completed in 2006, with a condition assessment completed in early 2011. In general, the sewers are vitrified clay pipe in fair to poor condition. Numerous lines in the Downtown area are in need of reconstruction or repair due to cracked pipes, root intrusion or general problems associated with the age of the system. Some sections will require replacement with new pipes; other sections will require root cutting and sliplining. A five-year capital improvement plan will be required to address the sewer system city-wide. Reconstruction and repairs should restore the system to near its original capacity.

Although unlikely, if a process intensive use would locate in the Downtown area, the 6" diameter pipes may not have sufficient capacity for the flows. A detailed analysis would be required in this instance, or possibly some type of holding tank with metered discharge to the system would be required. Any new facilities with food preparation uses should be required to provide a grease interceptor prior to discharge to the system.

Storm Drains System	Coastland Engineering	
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Storm drains in the Downtown area are under the jurisdiction of Caltrans along Main Street, Church Street and South lone Street (Highways 104 and 124). Per as-built drawings from the 1950's and 1970's, Caltrans drainage consists of: 18" pipe near the intersection of Buena Vista Street and Main Street which runs north to discharge to the creek; 12" pipes at the intersection of Church Street and East Main Street which run north into a 24" pipe to the creek; and 18" and 21" pipes that run north along lone Street to the creek. Along South Church Street, there is limited information available from Caltrans plans but there appears to be two 18" diameter culverts under the intersection with Jackson Street. The remainder of the system is under the jurisdiction of the City. There are 10" and 12" diameter pipes along Main Street. There are 12" and 18" diameter pipes along West Jackson Street, which eventually turns into a 27" pipe that discharges to the creek west of South Mill Street. There are several other smaller systems of pipes and drainage inlets.

In general, a majority of the drainage along the Downtown City streets is via sheet flow or minor ditches without curbs/gutters and an improved drainage system. The City does not have a storm drain master plan or any area-specific studies. Of particular concern are the older downtown area and the areas of the City east of the downtown. The existing storm drains in this general area are documented through Caltrans records as noted above (on those rights-of-way owned by Caltrans) and by field observations for the City rights-of-way. The system has been documented on base maps, however the accuracy of the pipes running under streets is in question and there is an overall lack of available records for the storm drain system in the older parts of the City. Many of the pipes are undersized. Localized flooding (primarily restricted to the streets) occurs in the downtown area during periods of heavy rain.

While downtown area development will likely not increase storm runoff greatly (as the area is well-developed with impervious surfaces), developments should be designed to minimize increases in runoff and should provide for storm water infiltration (See further discussion below regarding the General Plan). Prior to the development of the downtown area, a focused storm drain study of the older section of the City should be completed to ensure that

IONE DOWNTOWN PLAN
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adequately sized infrastructure is in place to accommodate any significant improvements.

OUTREACH HIGHLIGHTS

IONE DOWNTOWN PLAN

APPENDIX B - OUTREACH HIGHLIGHTS

Vision Items Discussed During Working Session #1

- Theme #1 – Embrace Sutter Creek
 - Sutter Creek Greenway/Improvements
 - Support was expressed for including the greenway south of the creek and east of the Preston Avenue Bridge. Since the City owns the parcels in this area, the concept is most feasible here.
 - Elsewhere on the southern side of the creek show a proposed multi-use pathway that could extend from the greenway in both directions. This pathway could potentially connect into the area's trail network.
 - Support was also expressed for showing a promenade immediately south of the greenway.
 - If improvements are made along the creek, additional flood mitigation measures should be considered.
 - Train Park
 - Support was given to redesigning Train Park to improve its utilization and to potentially connect with the greenway.
 - Any effort to redesign Train Park should explore relocating Iron Ivan to another location. Support was expressed for moving the steam engine to the project area's abandoned gas station site, the current Park and Ride lot, the Depot, and EB Hall, or simply repositioning the train within the park.
 - Veterans' Park
 - Support was expressed for maintaining Veterans' Park in its current configuration.
- Theme #2 – Distinguish Between Main Street and Jackson Street Corridors
 - Jackson Street
 - Support was expressed for identifying the street's corridor as a transition area provided that this designation does not translate into it making the corridor a "forgotten zone."
 - The block north of Jackson Street and east of Sacramento Street
 - Support exists for targeting this area for larger scale redevelopment. However, any plans for the block need to factor-in the preservation of the school and former ice house. The suggestion was made that the ice house building could accommodate the tasting of wines from area wineries.
- Theme #3 – Utilize Opportunity Sites
 - While some support exists for constructing a parking garage, structured parking will probably not become viable during the plan's term.
- Theme #4 – Improvements to the Public Right-of-Way
 - Support was expressed for the full range of improvements discussed during the meeting.

IONE DOWNTOWN PLAN

APPENDIX B - OUTREACH HIGHLIGHTS

- Several participants suggested that providing an adequate parking supply is crucial. The parking area adjacent to Train Park was identified as an opportune location.
- The installation of sidewalks should be coordinated with underground utility improvements.

Other Vision Items Discussed Throughout the Planning Process

- Preserve downtown's historic feel
- Managed growth
- Focus on catering to local population
- Extend commercial uses to Jackson Street
- Additional office space
- All buildings will be fixed up and maintained
- Maximum occupancy in the project area's commercial spaces
- Attract more people to the downtown area
- Destination for out-of-town guests
- Keep Post Office in the downtown area

Desired Uses

- Upscale restaurant
- Family-style restaurant
- Donut shop
- Café/coffee shop
- Ice cream/yogurt shop
- Nice bakery
- Wine tasting facility/bar
- Nice hotel
- Boutique shops
- Gift shop
- Shipping and copy center (i.e. Kinkos)
- Antiques store
- More medical offices
- Professional office space/complex

Desired Improvements to the Public Right-of Way

- Green up the project area's streets with trees, planters
- Streetscape Improvements
- Finish sidewalks
- More parking – use vacant lots behind Main Street properties and provide additional on-street parking
- Circulation improvements at most heavily traveled intersections
- Improve connections to trail network

- Improve Train Park – obscured from view, train in disrepair

Architectural Heritage and Preferred Styles

- The Plan should include design guidelines that acknowledge and complement Ione’s eclectic architectural heritage. The suggestion was made that the “survey” of Downtown’s architectural styles should include the buildings that were constructed between the 1870s or 1880s and the 1940s.
- There is support for additional design guidelines, but any additional regulations should not unnecessarily hinder future development.
- Much support exists for permitting historically appropriate neon signage.
- Buildings that contain significant architectural integrity, regardless of style, should be preserved
- The Clark’s Corner building restoration effort should be emulated

Downtown’s Look and Feel

- Preferred Signage Material – Wood
- Preferred Furnishing Style – Rustic
- Suggested Symbolic Elements for Signage Streetscape Furnishing:
 - Historic Theme
 - Family Oriented
 - Friendly Patriotic
 - No Street Lights
 - Business Friendly
 - Sutter Creek
 - Chinatown
 - Preston Castle
 - Ione’s Former Brick Industry

Economic Development

- Downtown businesses should cater to residents and tourists alike.
- It has been recommended that businesses should better serve bicyclists and people visiting Preston Castle, the two out-of-town groups that most frequently visit the community.

Implementation and Funding

- Ione’s residents have been discussing how to improve Downtown for a number of years, so it will be imperative to see tangible results sooner rather than later. Investing in relatively easy improvements, such as completing the project area’s sidewalks, represents a good way to create immediate change. This could demonstrate the City’s commitment to the plan and help foster additional development recommended by the document.
- There appears to be some support for appointing an Economic Development/Implementation Steering Committee. Since City Council and Planning Commission are already really busy, this will

IONE DOWNTOWN PLAN

APPENDIX B - OUTREACH HIGHLIGHTS

allow for a smaller group of dedicated individuals to focus on implementing the plan. It was suggested that this group could be comprised of a couple of council members and planning commissioners, and one or more representatives from the community.

STAKEHOLDERS INTERVIEWS SUMMARY MEMO



MEMO

To: Christopher Jordan
CITY OF IONE

From: Loreli Cappel

Cc: Mark Brodeur, PMC
Kim Kerr, City of Santa Rosa

Date: June 7, 2011

Re: Stakeholder Interview Summary

STAKEHOLDER INTERVIEWS: SUMMARY

The PMC team interviewed 5 Interested Community Groups, 2 Native American Tribes, and 5 Property and/or Property Owners. The key issues and opportunities identified during the interviews are summarized below.

Impressions of the Project Area

- Most common adjectives – quaint, homey, nice, little, historic
- Downtown's appearance has improved markedly in recent years
 - Matching grant façade program has been successful, especially in encouraging property owners to apply fresh paint and erect new signage
- A little to a lot rundown – could use more improvements
- Needs more locally owned businesses
- Perceptions along Main Street largely divided by Church Street
 - East of Church pales in comparison to the rest of the corridor – few patrons, fewer businesses, facades in disrepair
 - Post Office encourages pedestrian traffic west of Church
- Disparity between buildings on Main Street and Jackson Street – the later lacks character and an urban feel
- Working downtown – unlike other gold rush/foothill communities
- Limited by small community and population's limited earning potential
- City government supports Downtown businesses

What is your favorite place or thing about the project area?

- Clark's Corner
 - Nicely renovated
 - Centrally located
 - Always has been a focal point (formerly a grocery store and bar)
 - Community gathering place
 - Hosts numerous events
- Restaurants
 - Including, but not limited to Don Luis and Paesanos
- Lone Hotel – somewhat mixed reception, trouble finding right restaurant proprietor
- Volcano
- Tilly's Bar
- Auto parts store
- Native Sons of the Golden West building
- Park and ride lot
- Downtown's potential
- The project area's ability to serve the local population – banking, dentist, post office, restaurants, salons, etc.
- Downtown's historic character

What is your least favorite place or thing about the project area?

- Old service station/taco truck – SE corner of Sacramento and Main Streets
- Tilley's Bar
 - Loud
 - Brings undesirable element to the project area
 - Patrons create parking issues along Main Street
- Bank of Amador – building out of character with the project area
- Freight traffic – produces soot, encumbers and endangers pedestrian traffic
- Congestion
- Garage/metal shop opposite bridge – ruins entry
- Masons/Native Sons of the Golden West Block – potential, underutilized
- Blocks east of Church Street – dilapidated, dirty windows, cobwebs, empty storefronts
- Auto parts store – needs facelift
- Building where gun shop used to be located
- Jackson Street – properties look rundown
- Empty storefronts

If you could bring one type of business into the project area, what would it be?

- Upscale restaurant (i.e. Taste in Plymouth, Tommy's in Jackson)
-

- Family-style restaurant(s)
- Donut shop
- Café/coffee shop – there used to be two
- Ice cream/yogurt shop
- Nice bakery
- Wine tasting
- Nice hotel
- Boutique shops
- Gift shop
- Shipping and copy center (i.e. Kinkos)
- Antiques store – there used to be three
- More medical offices
- Professional office space/complex

If you could bring one thing into the project area other than a business, what would it be (i.e., public space, a civic building, a design element, circulation improvement, event, etc.?)

- Green up the project area's streets – trees, planters
- Streetscape Improvements
- Finish sidewalks
- More parking
 - Including parking structure behind Pizza Factory – like the structure in Sonora
 - Angled parking on Main Street
- Circulation improvements at most heavily traveled intersections
 - Traffic light at Main and Church Streets
 - Improve traffic flow - freight traffic and elementary school
- Improve connections to trail network – would facilitate social walking
- Improve flood control measures – already an issue, will potentially increase when the bypass is completed
- Improve Train Park – obscured from view
 - Restore Engine #7

What are the top three (3) challenges owning a property or building in the project area?

- Finding tenants who understand how to run a business
 - Matching tenant to the correct space
 - Not enough parking to support existing businesses
 - Not enough business in the current economic climate – the closing of Preston will likely exacerbate this problem
-

- Remaining rundown facades
- Navigating the City's development processes

What are your plans for your property(ies)?

- Make available for lease two new professional office spaces (200 and 950 sq ft.)
- Promenade along Sutter Creek
- Fix up the space that was formerly occupied by the pharmacy
- 312 South Church Street (just south of project area) – live/work space for artist or caterer
- Upscale restaurant
- Sold Post Office building, allowing pending plans to proceed
- Construct duplexes – on hold because of the cost of the City's development fees

Are there any previous plans that may not be moving forward due to the economy?

- No - everything is done on a cash basis
- Develop the Post Office building's second story – progressing now that the building has been sold
- Additional confidential plans

What would you build on your site if money were not an issue?

- Only renovate buildings to fit their limitations – prospective businesses must suit the building
 - Fully develop the Post Office building's second story
 - Apartments, condos
 - Retirement facility
-

What are the top three (3) challenges to operating a successful business in the project area?

- Logistics – one business and property owner manages properties in five communities
 - Planning to hire a manager to supervise the properties in lone
- Attracting and maintaining customers
- Navigating the City's development processes – sign criteria specifically cited as onerous
- Keeping neighbors happy

In your opinion, what are the top three issues in the project area that should be addressed in this Downtown Plan?

- Preservation, including:
 - The project area's historic character
 - Buildings(, but only if they are worth preserving)
- Parking
 - Provide additional public parking
 - Enact measure to limit parking times along Main Street (signs suggested, but already installed)
- Traffic
 - Remove freight traffic, but keep businesses patrons coming into the project area
 - Traffic flow
- Economic Development
 - Responses varied from measured, deliberate to more aggressive
 - Primarily local-serving, but all stakeholders support at least some additional businesses that will attract tourism
 - Fill empty storefronts
 - Support for merchants
 - Cohesive marketing campaign coordinated amongst downtown businesses
- Working with the City
 - Issues cited with navigating development processes
 - Property and business owners are seeking greater flexibility
- Sharing of information amongst the various businesses and the city government
- Improve rundown areas
- Improve the park
 - Identify funding for restoration of Engine #7
- Construct new central gathering area
- Focus on public right-of-way
- Beautification to make the project area look less drab and rundown
- Repair/replace Preston Street bridge
- Flood control

Do you have any ideas for how these issues may be resolved?

- Identify grants and loans to help preserve or renovate buildings
-

- Local banks should not be overlooked as a potential funding source
- Monthly event on Friday or Saturday night event – meet your merchant (i.e. Auburn)
- Encourage property owners to be flexible with rent (at least initially) to attract and help support businesses
- City should purchase and develop more parking spaces
- Have Downtown Committee assist with raising funds to restore Engine #7
- Encourage measured development
- Encourage preservation, but in authentic fashion that allows eclectic-looking future development
- Move Engine #7 to better utilize Train Park
- Maintenance – involve community
- Improve connections to shopping center and businesses along Preston Avenue north of Sutter Creek
- Mitigate the Planning Commission's influence
- Make development fees more affordable

What is your vision for the project area?

- Preserve downtown's historic feel
- Managed growth while maintaining historic integrity
- Continue to revitalize and grow, while catering to local population – opposite of Sutter Creek
- Extend commercial core area to Jackson Street
- Additional office space – upper stories of buildings along Main Street and home conversions
- All buildings will be fixed up and maintained
- Maximum occupancy in the project area's commercial spaces
- Attract more people to the downtown area – additional parking and special events will help
- Riverwalk along Sutter Creek
- Parking structure
- Eliminate 30-45 minute drive for essential items
- Transform downtown into destination for out-of-town guests that residents are proud to showoff
- Keep Post Office in the downtown area

Additional Comments.

- A scenic railroad business would help attract tourists to the project area. This would require restoring Engine #7 and the depot building and obtaining a railroad right-of-way.
 - Downtown is community core – constant street life now, need to preserve
 - Small town makes change/economic development difficult
 - No one is wealthy, including Castle Oaks residence – on fixed incomes
-

RETAIL SITE ASSESSMENT

City of Ione, CA

Retail Site Assessment

May 2011

DRAFT

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Appendix B: Demographic Report	
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Ione's Retail Potential

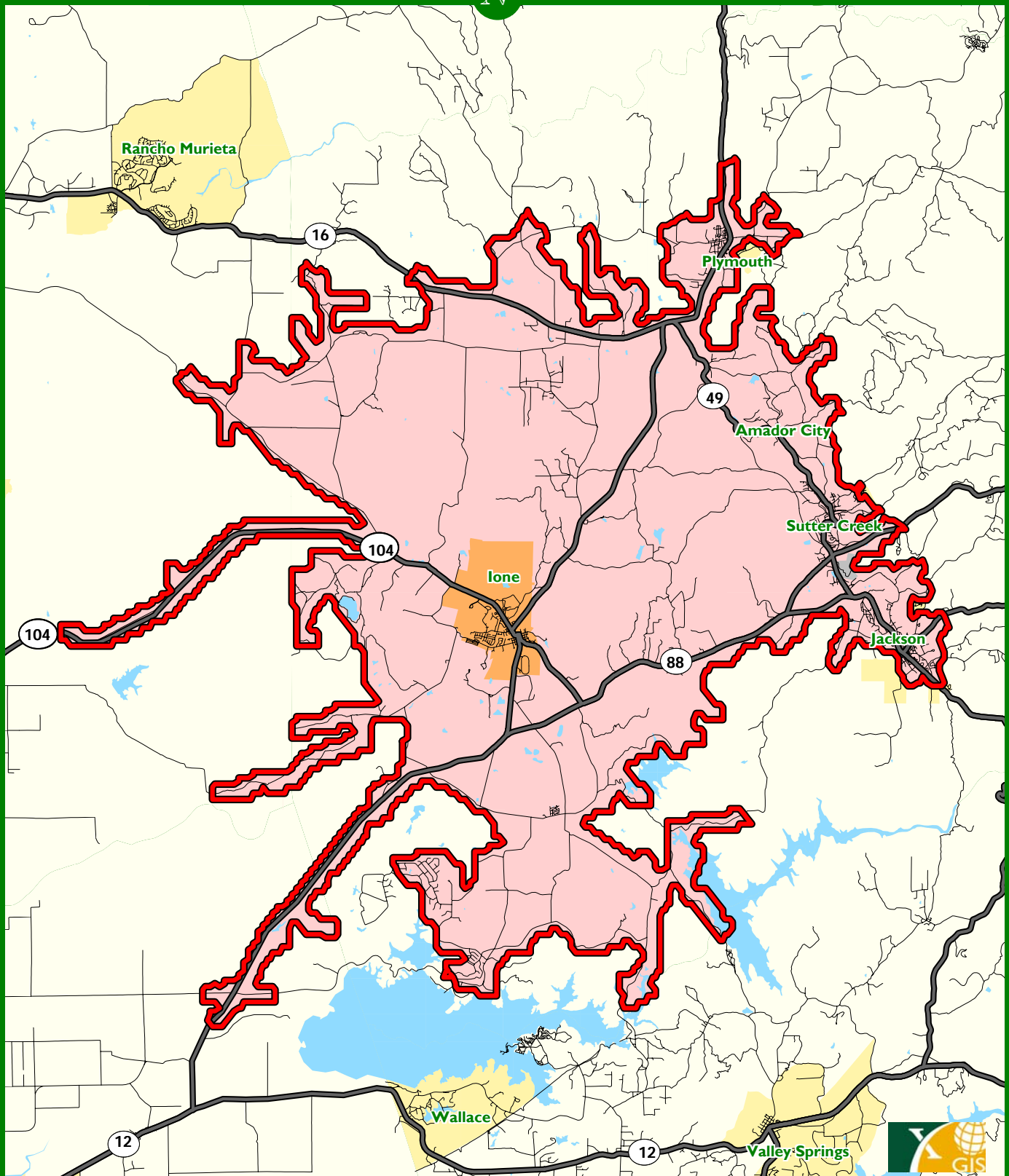
To begin the CommunityID process, Buxton has examined the retail potential of Ione based on the following analyses:

- A primary drive-time trade area was delineated for Ione
- A secondary drive-time trade area was delineated for Ione
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Ione's customers within each of the three trade areas was developed
- The surplus and leakage for 11 major store types and 49 minor store types were determined for each trade area

The purpose of these analyses is to develop Ione's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Ione's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Ione's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Ione. This matching provides the basis for determining Ione's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Ione can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.



Ione, California: Primary Trade Area

Shopping Centers

GLA in thousands

1000+

500 to 1000

15 Minute Drive Time

City Limits

Miles



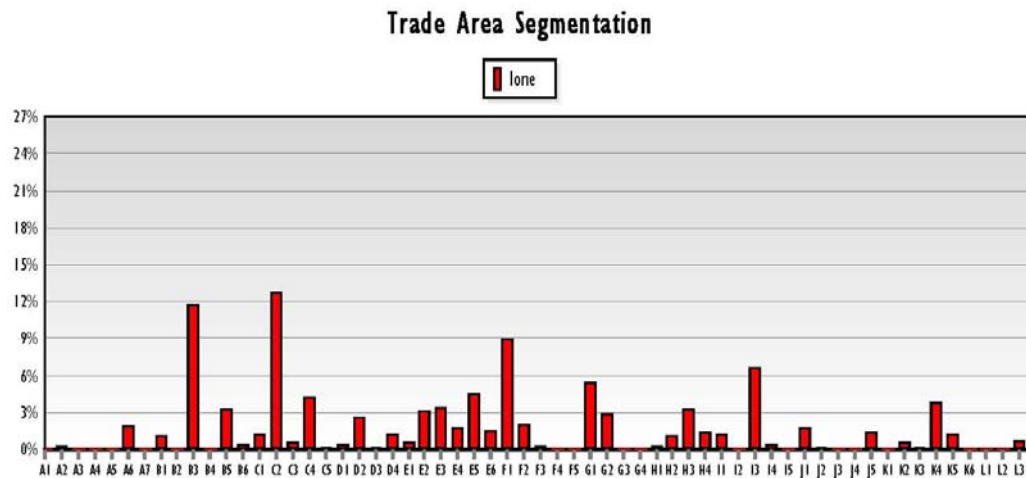
Primary Trade Area Analysis

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Ione. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Ione is presented below.



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

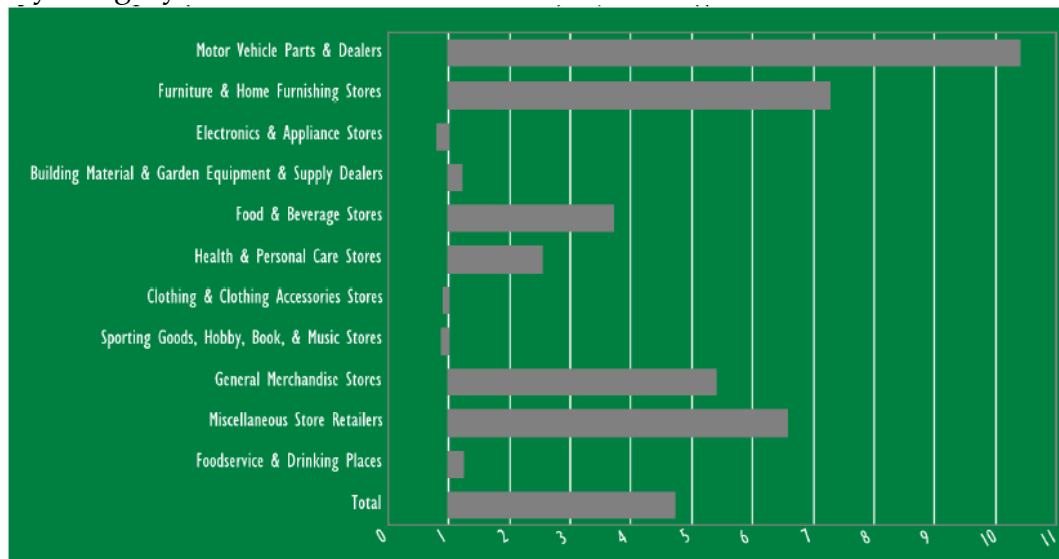
Dominant Segments	Description	Households	% of All Households
B03	URBAN COMMUTER FAMILIES	547	11.74%
B05	SECOND-GENERATION	153	3.28%
C02	PRIME MIDDLE AMERICA	589	12.64%
C04	FAMILY CONVENIENCE	198	4.25%
E02	URBAN BLUES YOUNG	142	3.05%
E03	PROFESSIONAL URBANITES	157	3.37%
E05	AMERICAN GREAT OUTDOORS	209	4.49%
F01	STEADFAST CONSERVATIVES	418	8.97%
G01	HARDY RURAL FAMILIES	254	5.45%
H03	STABLE CAREERS	152	3.26%
I03	COMFY COUNTRY LIVING	308	6.61%
K04	URBAN DIVERSITY	178	3.82%

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Primary Trade Area Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.

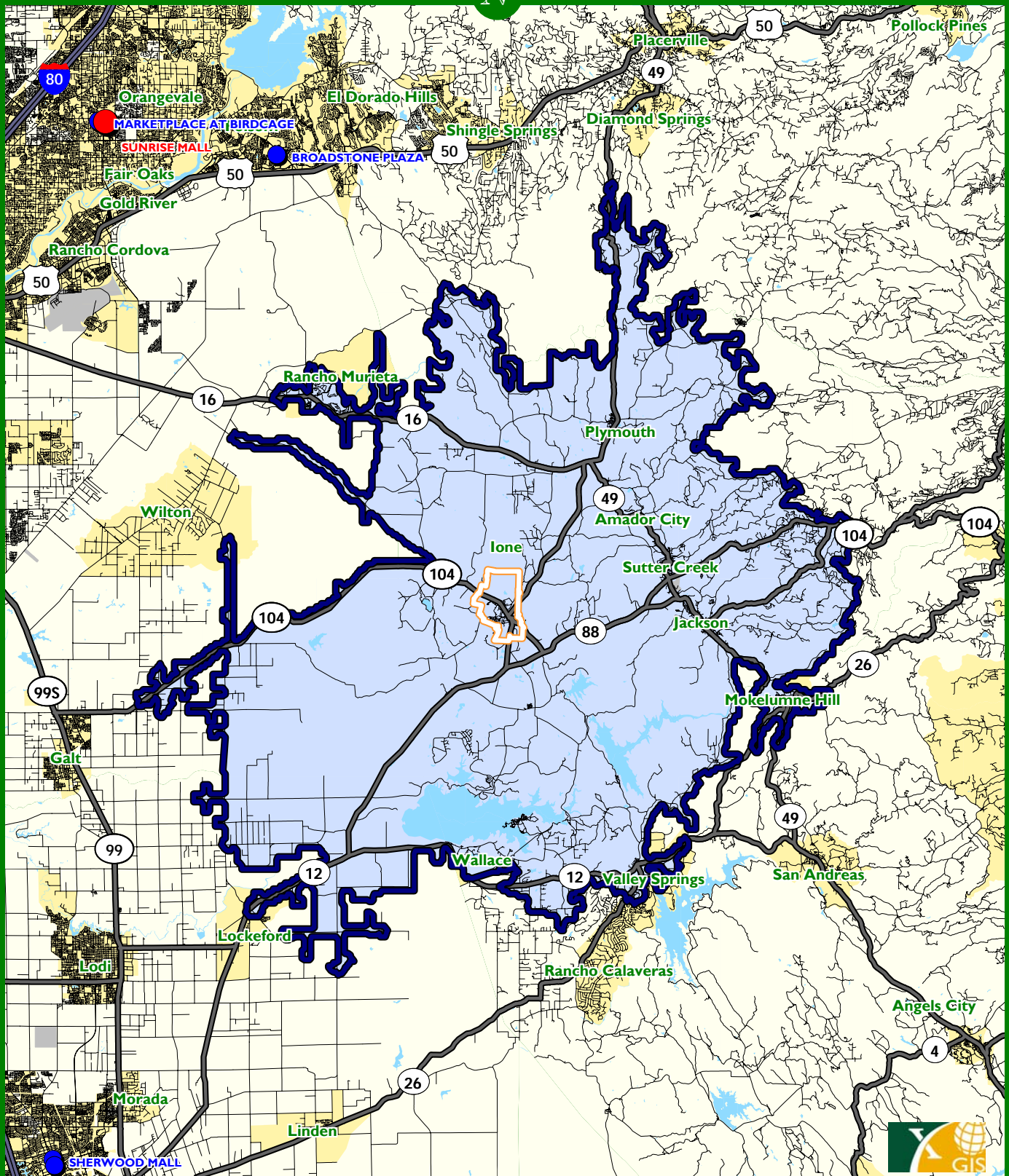


Source: Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

The following table presents the trade potential variables for the Primary Trade Area:

Trade Potential Variables	Primary Trade Area
Estimated Household Count	4,658
Number of Households in Dominant Segments	3,305
Traffic Count	10,500
Total Demand	\$228,437,651
Total Supply	\$1,076,333,018
Surplus	\$847,895,367

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Ione, California: Secondary Trade Area

Shopping Centers

GLA in thousands



 Custom Drive Time

 City Limits

Miles



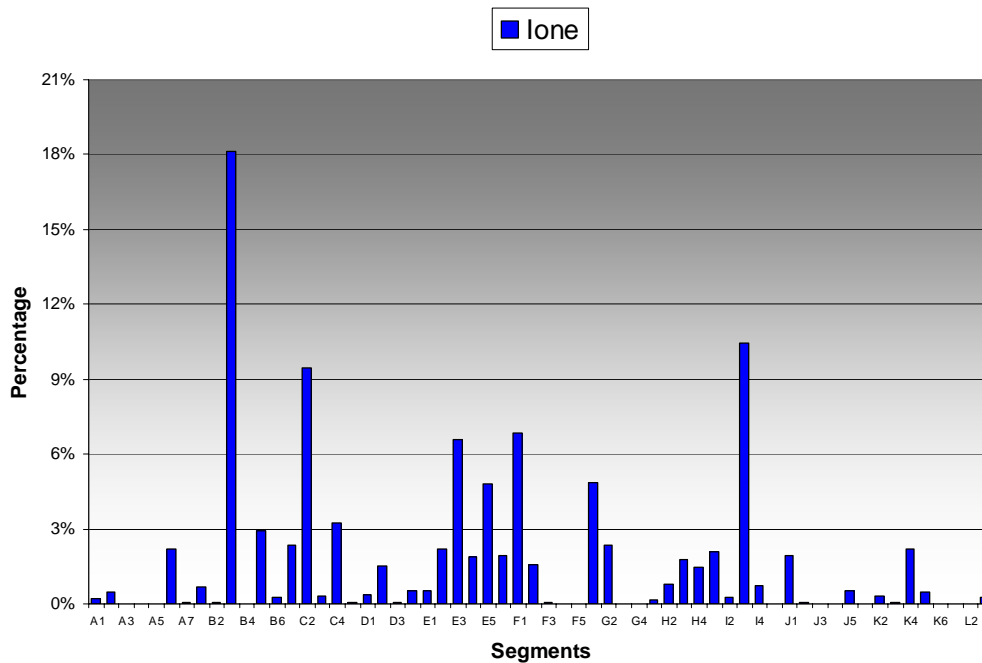
Secondary Trade Area Analysis

Drive-Time Trade Area

The map on the previous page depicts the secondary trade area for Ione. The secondary trade area consists of a custom polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within secondary trade area of Ione is presented below.



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

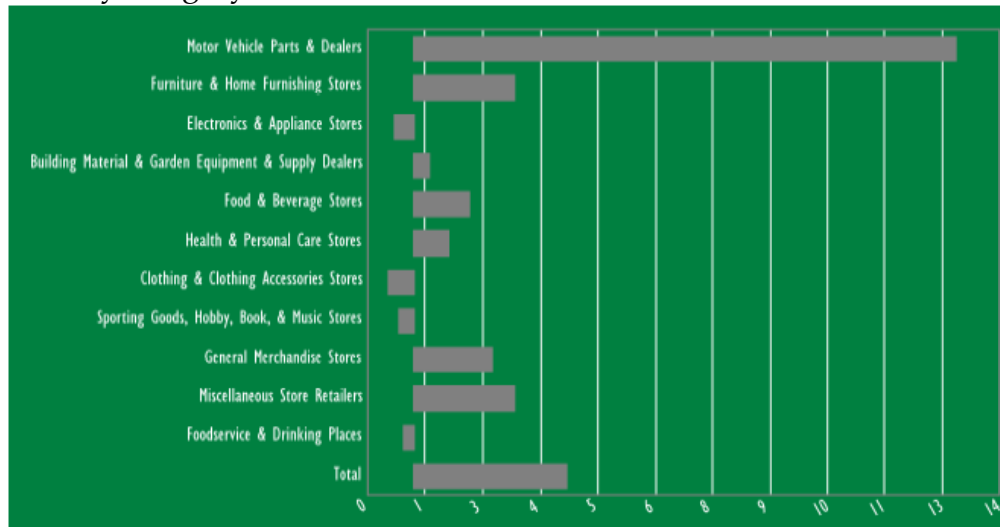
Dominant Segments	Description	Households	% of All Households
B03	Urban Commuter Families	2,451	18.15
C02	Prime Middle America	1,280	9.48
C04	Family Convenience	440	3.26
E03	Professional Urbanites	892	6.60
E05	American Great Outdoors	646	4.78
F01	Steadfast Conservatives	923	6.83
G01	Hardy Rural Families	653	4.83
I03	Comfy Country Living	1,412	10.45

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Secondary Trade Area Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.

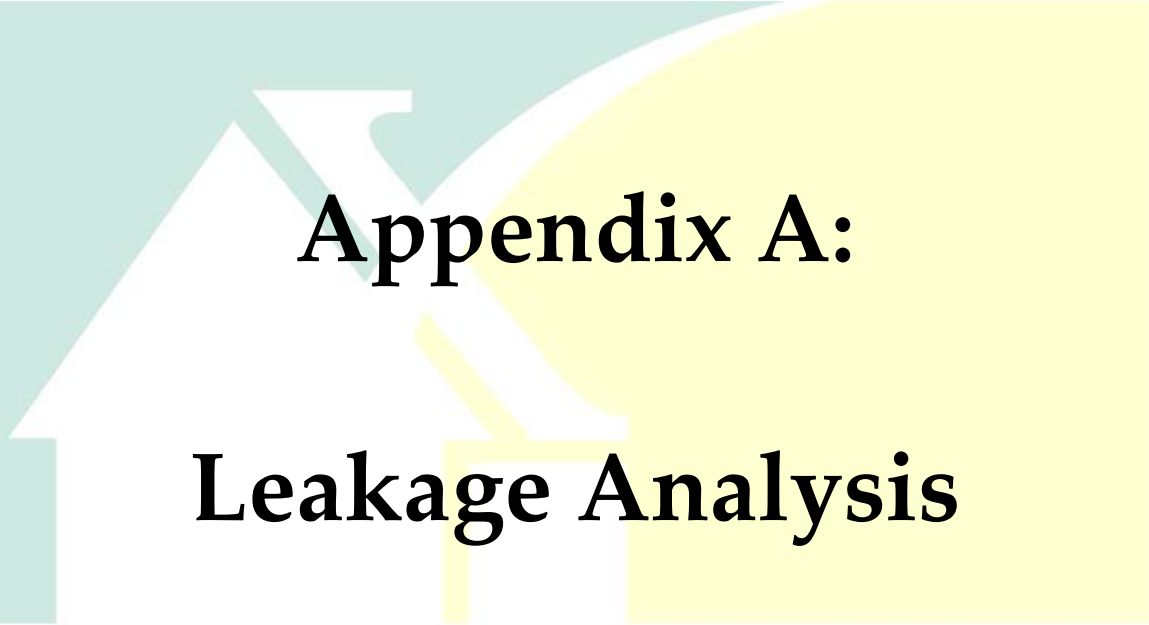


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The following table presents the trade potential variables for the Secondary Trade Area:

Trade Potential Variables	Secondary Trade Area
Estimated Household Count	13,506
Number of Households in Dominant Segments	8,697
Traffic Count	10,500
Total Demand	\$545,405,299
Total Supply	\$2,341,341,455
Surplus	\$1,795,936,156

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Appendix A:

Leakage Analysis

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

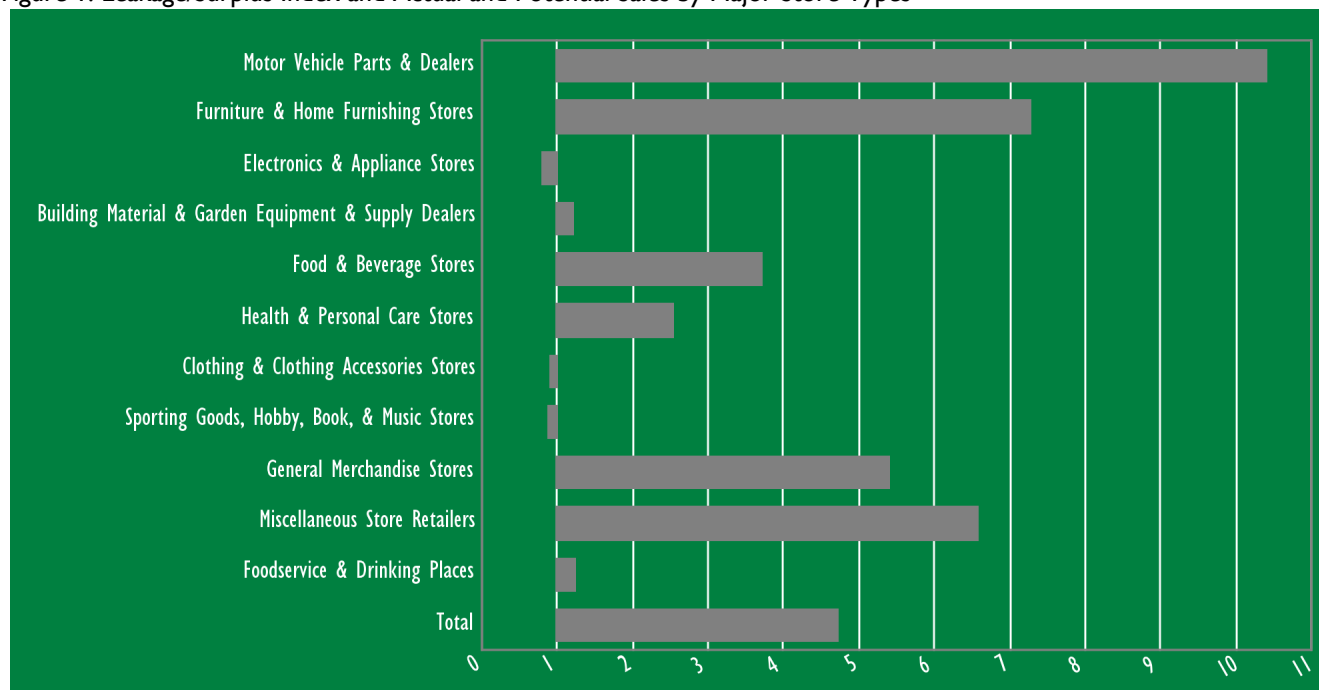
Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



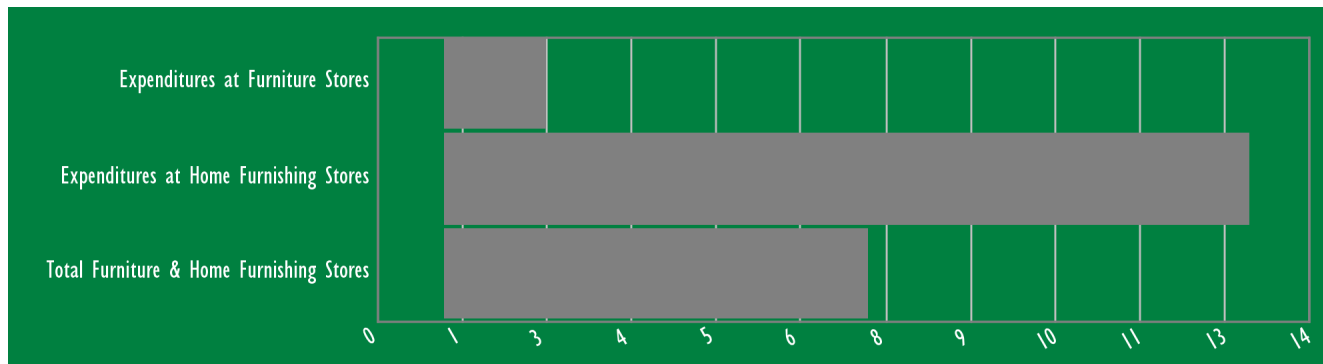
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$53,036,887	\$552,151,028	10.4
Furniture & Home Furnishing Stores	\$6,979,407	\$50,701,268	7.3
Electronics & Appliance Stores	\$6,401,895	\$5,120,900	0.8
Building Material & Garden Equipment & Supply Dealers	\$30,035,374	\$36,305,646	1.2
Food & Beverage Stores	\$33,998,236	\$125,651,397	3.7
Health & Personal Care Stores	\$13,434,868	\$33,875,423	2.5
Clothing & Clothing Accessories Stores	\$12,201,714	\$11,027,576	0.9
Sporting Goods, Hobby, Book, & Music Stores	\$4,874,816	\$4,379,937	0.9
General Merchandise Stores	\$32,681,718	\$176,525,244	5.4
Miscellaneous Store Retailers	\$7,160,267	\$46,952,752	6.6
Foodservice & Drinking Places	\$27,632,470	\$33,641,846	1.2
Total	\$228,437,651	\$1,076,333,018	4.7

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$45,689,297	\$470,873,418	10.3
Expenditures at Other Motor Vehicle Dealers	\$3,121,929	\$18,405,349	5.9
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$4,225,661	\$62,872,261	14.9
Total Motor Vehicle Parts & Dealers	\$53,036,887	\$552,151,028	10.4

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$3,779,258	\$9,479,905	2.5
Expenditures at Home Furnishing Stores	\$3,200,149	\$41,221,363	12.9
Total Furniture & Home Furnishing Stores	\$6,979,407	\$50,701,268	7.3

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$4,903,418	\$3,943,532	0.8
Expenditures at Computer and Software Stores	\$1,256,619	\$1,177,369	0.9
Expenditures at Camera and Photographic Equipment Stores	\$241,858	\$0	0.0
Total Electronics & Appliance Stores	\$6,401,895	\$5,120,900	0.8

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



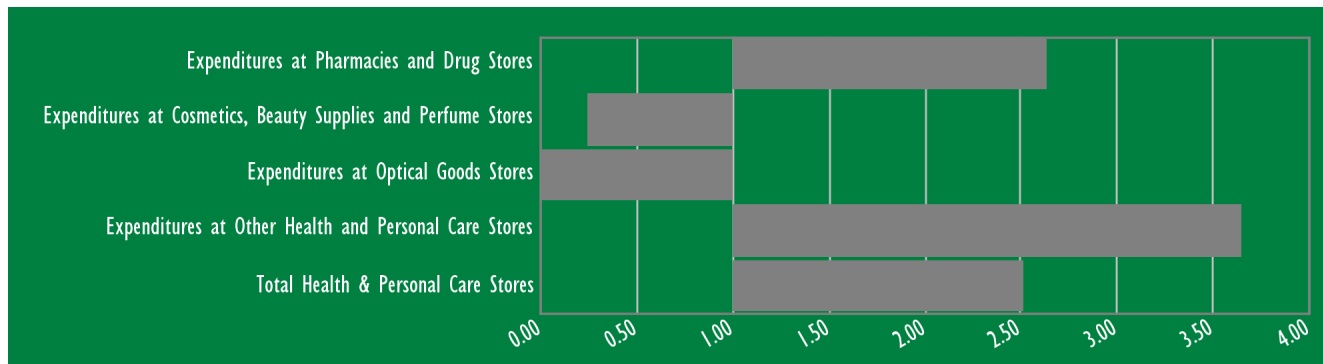
Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$11,036,293	\$14,565,578	1.3
Expenditures at Paint and Wallpaper Stores	\$654,146	\$198,973	0.3
Expenditures at Hardware Stores	\$2,292,216	\$1,155,262	0.5
Expenditures at Other Building Materials Dealers	\$13,669,980	\$19,153,195	1.4
Expenditures at Outdoor Power Equipment Stores	\$366,008	\$912,402	2.5
Expenditures at Nursery and Garden Centers	\$2,016,732	\$320,235	0.2
Total Building Material & Garden Equipment & Supply Dealers	\$30,035,374	\$36,305,646	1.2

Sub-Categories of Food & Beverage Stores



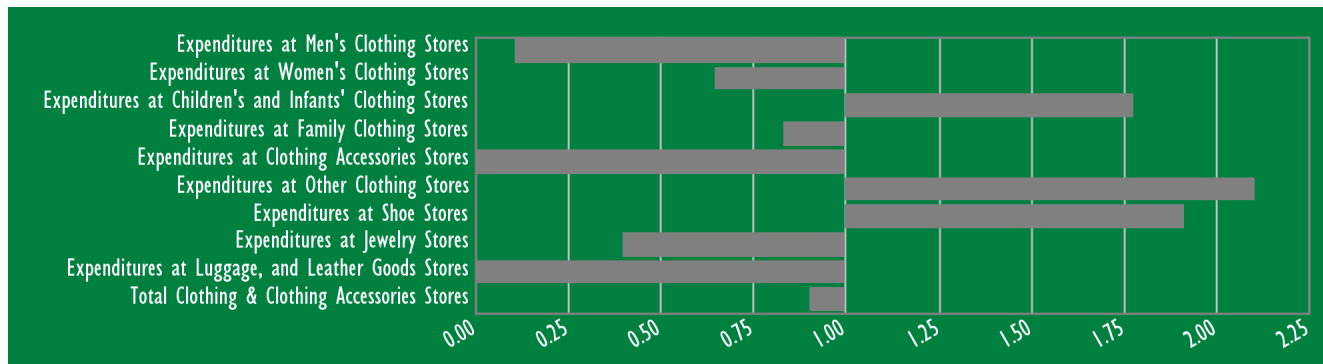
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$29,434,491	\$120,752,736	4.1
Expenditures at Convenience Stores	\$1,514,242	\$23,417	0.0
Expenditures at Specialty Food Stores	\$972,510	\$3,949,404	4.1
Expenditures at Beer, Wine, and Liquor Stores	\$2,076,993	\$925,840	0.4
Total Food & Beverage Stores	\$33,998,236	\$125,651,397	3.7

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$11,642,500	\$30,733,987	2.6
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$458,860	\$114,732	0.3
Expenditures at Optical Goods Stores	\$505,433	\$0	0.0
Expenditures at Other Health and Personal Care Stores	\$828,075	\$3,026,704	3.7
Total Health & Personal Care Stores	\$13,434,868	\$33,875,423	2.5

Sub-Categories of Clothing & Clothing Accessories Stores



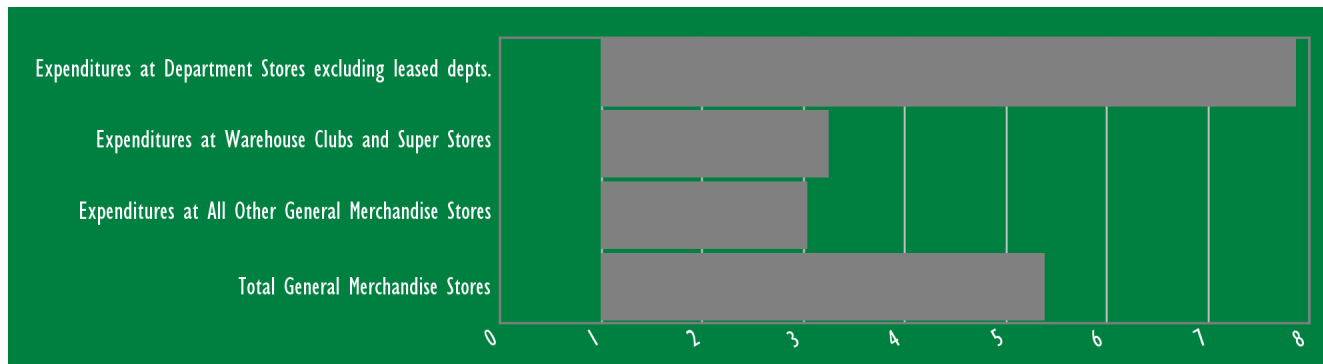
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$556,772	\$60,167	0.1
Expenditures at Women's Clothing Stores	\$2,249,068	\$1,451,241	0.6
Expenditures at Children's and Infants' Clothing Stores	\$435,794	\$774,117	1.8
Expenditures at Family Clothing Stores	\$4,693,793	\$3,899,149	0.8
Expenditures at Clothing Accessories Stores	\$210,518	\$0	0.0
Expenditures at Other Clothing Stores	\$562,098	\$1,185,633	2.1
Expenditures at Shoe Stores	\$1,530,037	\$2,933,559	1.9
Expenditures at Jewelry Stores	\$1,815,435	\$723,710	0.4
Expenditures at Luggage, and Leather Goods Stores	\$148,199	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$12,201,714	\$11,027,576	0.9

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



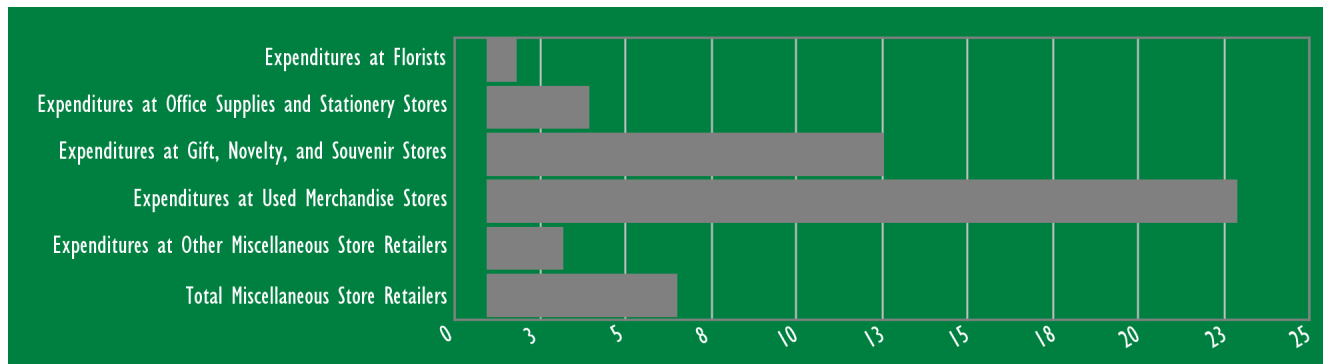
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$1,585,319	\$2,908,468	1.8
Expenditures at Hobby, Toys and Games Stores	\$1,040,508	\$603,434	0.6
Expenditures at Sew/Needlework/Piece Goods Stores	\$312,335	\$66,448	0.2
Expenditures at Musical Instrument and Supplies Stores	\$336,317	\$13,741	0.0
Expenditures at Book Stores and News Dealers	\$1,066,506	\$633,769	0.6
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$533,832	\$154,077	0.3
Total Sporting Goods, Hobby, Book, & Music Stores	\$4,874,816	\$4,379,937	0.9

Sub-Categories of General Merchandise Stores



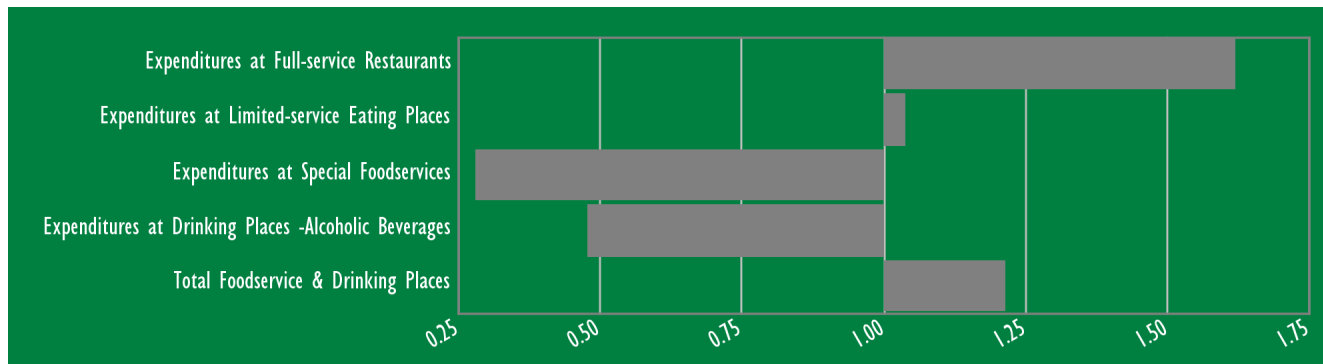
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	\$15,293,625	\$120,426,188	7.9
Expenditures at Warehouse Clubs and Super Stores	\$14,930,582	\$48,623,637	3.3
Expenditures at All Other General Merchandise Stores	\$2,457,510	\$7,475,419	3.0
Total General Merchandise Stores	\$32,681,718	\$176,525,244	5.4

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$517,821	\$963,211	1.9
Expenditures at Office Supplies and Stationery Stores	\$1,626,088	\$6,474,728	4.0
Expenditures at Gift, Novelty, and Souvenir Stores	\$1,249,812	\$15,735,282	12.6
Expenditures at Used Merchandise Stores	\$593,020	\$13,583,819	22.9
Expenditures at Other Miscellaneous Store Retailers	\$3,173,524	\$10,195,712	3.2
Total Miscellaneous Store Retailers	\$7,160,267	\$46,952,752	6.6

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$12,730,964	\$20,666,024	1.6
Expenditures at Limited-service Eating Places	\$11,244,324	\$11,678,357	1.0
Expenditures at Special Foodservices	\$2,304,900	\$648,497	0.3
Expenditures at Drinking Places -Alcoholic Beverages	\$1,352,282	\$648,967	0.5
Total Foodservice & Drinking Places	\$27,632,470	\$33,641,846	1.2

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

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A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

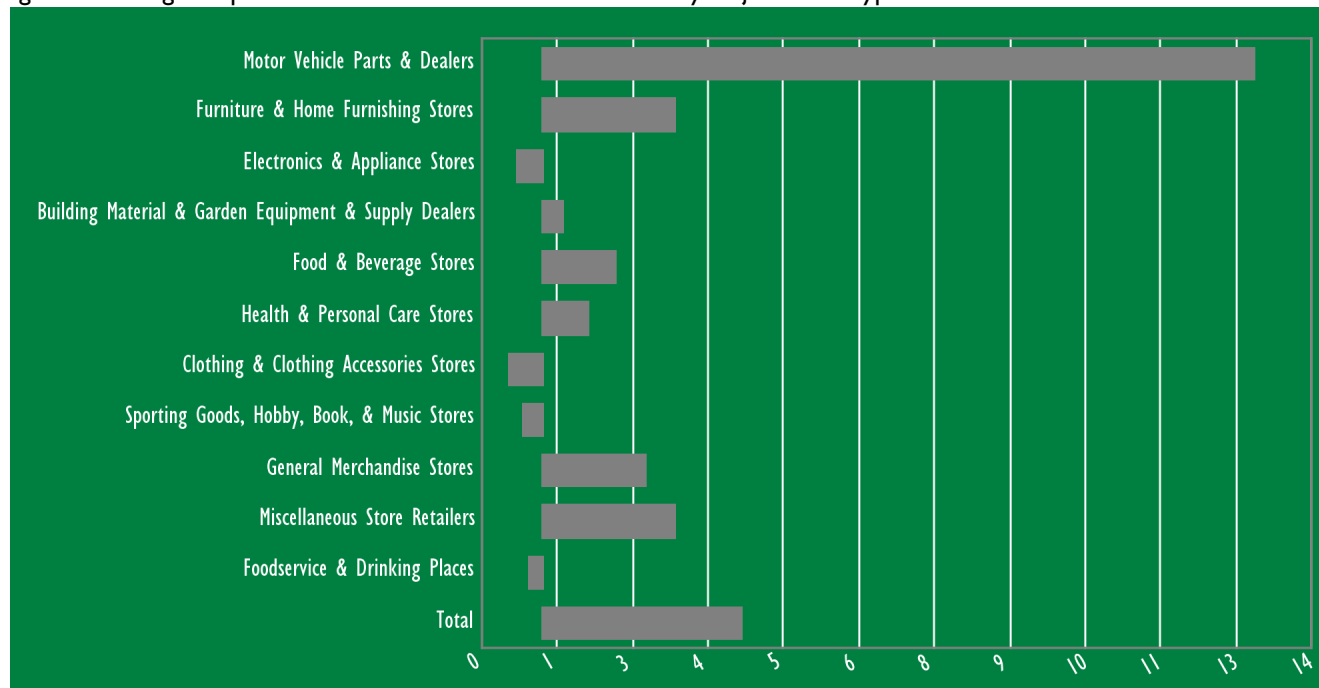
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Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

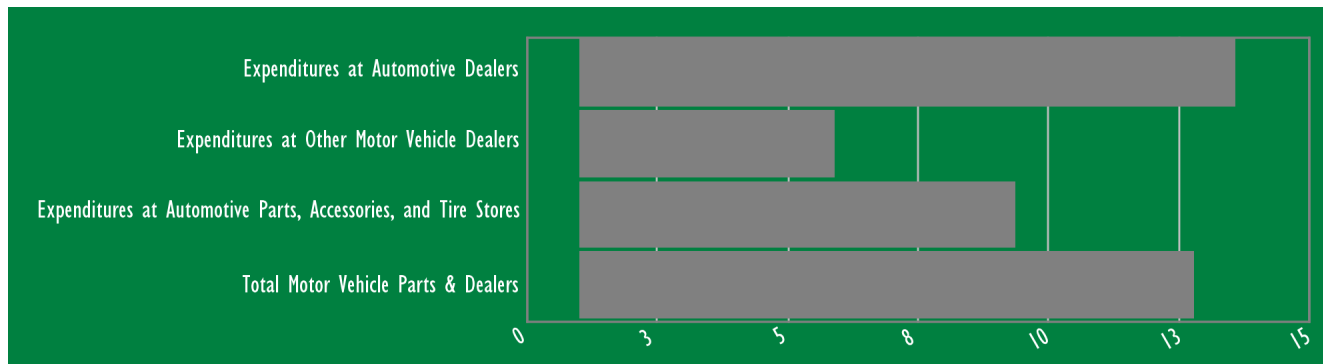
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Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



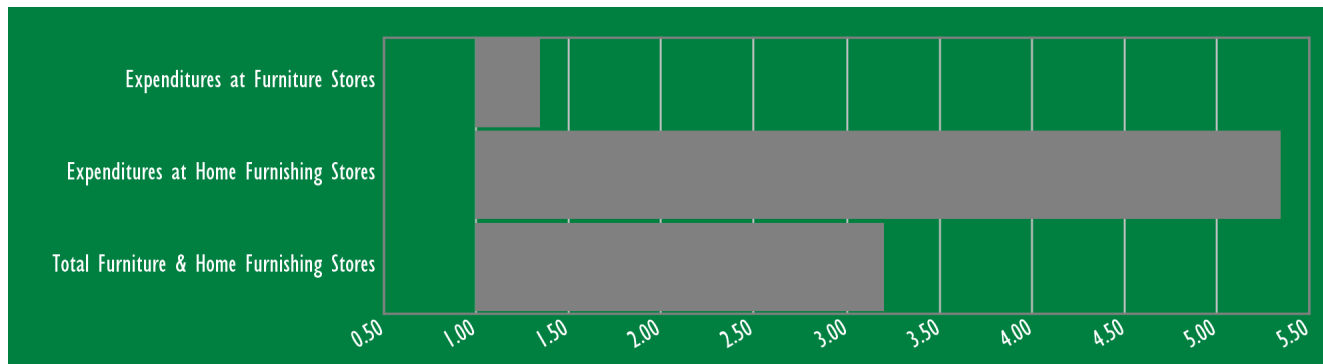
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$125,501,136	\$1,608,704,332	12.8
Furniture & Home Furnishing Stores	\$17,544,995	\$56,284,694	3.2
Electronics & Appliance Stores	\$15,541,509	\$8,980,638	0.6
Building Material & Garden Equipment & Supply Dealers	\$75,812,973	\$101,508,900	1.3
Food & Beverage Stores	\$78,238,188	\$172,992,408	2.2
Health & Personal Care Stores	\$31,196,200	\$54,662,888	1.8
Clothing & Clothing Accessories Stores	\$30,150,852	\$13,586,507	0.5
Sporting Goods, Hobby, Book, & Music Stores	\$11,969,022	\$8,240,309	0.7
General Merchandise Stores	\$78,171,107	\$210,301,638	2.7
Miscellaneous Store Retailers	\$17,273,299	\$55,432,922	3.2
Foodservice & Drinking Places	\$64,006,019	\$50,646,219	0.8
Total	\$545,405,299	\$2,341,341,455	4.3

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$108,060,951	\$1,471,441,378	13.6
Expenditures at Other Motor Vehicle Dealers	\$7,630,144	\$45,125,830	5.9
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$9,810,041	\$92,137,124	9.4
Total Motor Vehicle Parts & Dealers	\$125,501,136	\$1,608,704,332	12.8

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$9,404,476	\$12,725,026	1.4
Expenditures at Home Furnishing Stores	\$8,140,519	\$43,559,668	5.4
Total Furniture & Home Furnishing Stores	\$17,544,995	\$56,284,694	3.2

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$11,851,789	\$5,729,803	0.5
Expenditures at Computer and Software Stores	\$3,098,475	\$3,249,156	1.0
Expenditures at Camera and Photographic Equipment Stores	\$591,245	\$1,678	0.0
Total Electronics & Appliance Stores	\$15,541,509	\$8,980,638	0.6

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$27,790,749	\$15,174,995	0.5
Expenditures at Paint and Wallpaper Stores	\$1,691,880	\$198,973	0.1
Expenditures at Hardware Stores	\$5,678,190	\$3,506,903	0.6
Expenditures at Other Building Materials Dealers	\$34,678,028	\$72,695,060	2.1
Expenditures at Outdoor Power Equipment Stores	\$916,322	\$912,402	1.0
Expenditures at Nursery and Garden Centers	\$5,057,803	\$9,020,568	1.8
Total Building Material & Garden Equipment & Supply Dealers	\$75,812,973	\$101,508,900	1.3

Sub-Categories of Food & Beverage Stores



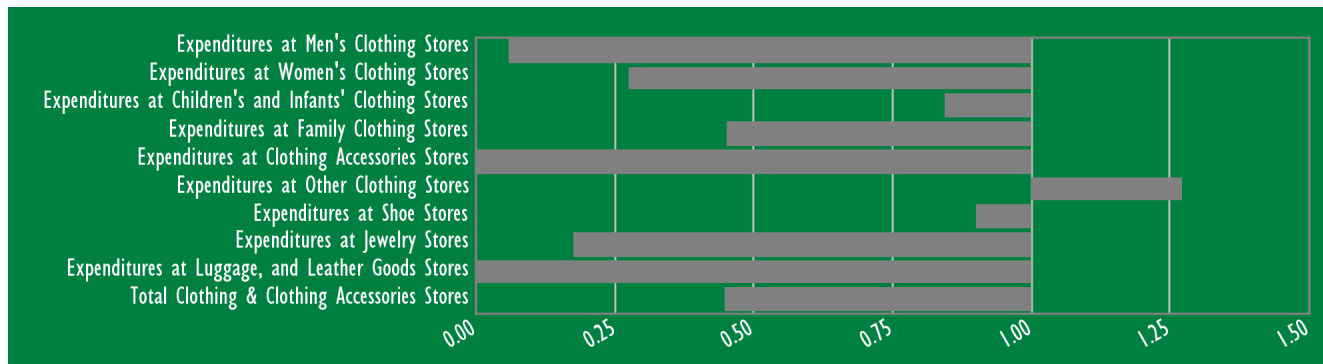
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$67,668,256	\$147,338,551	2.2
Expenditures at Convenience Stores	\$3,460,755	\$10,175,197	2.9
Expenditures at Specialty Food Stores	\$2,228,889	\$7,990,406	3.6
Expenditures at Beer, Wine, and Liquor Stores	\$4,880,288	\$7,488,254	1.5
Total Food & Beverage Stores	\$78,238,188	\$172,992,408	2.2

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$26,989,527	\$50,392,797	1.9
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$1,063,604	\$215,141	0.2
Expenditures at Optical Goods Stores	\$1,233,989	\$21,796	0.0
Expenditures at Other Health and Personal Care Stores	\$1,909,079	\$4,033,153	2.1
Total Health & Personal Care Stores	\$31,196,200	\$54,662,888	1.8

Sub-Categories of Clothing & Clothing Accessories Stores



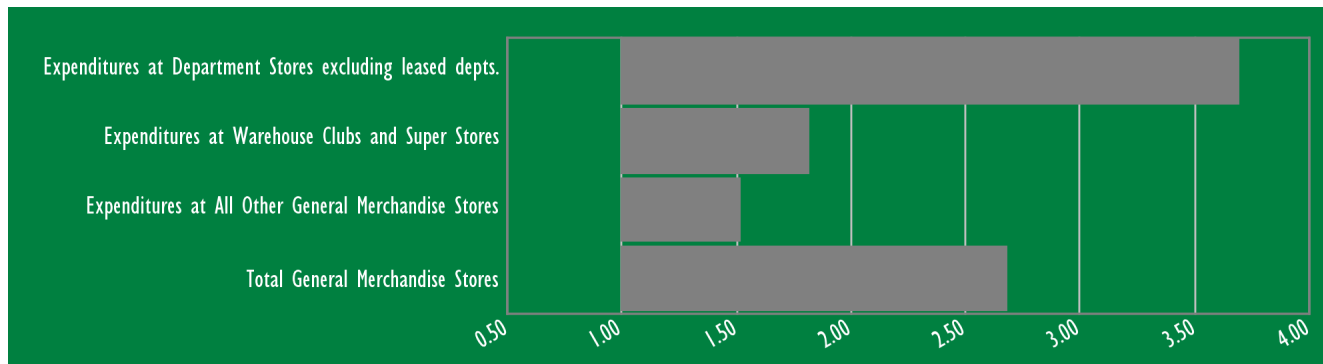
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$1,375,067	\$81,330	0.1
Expenditures at Women's Clothing Stores	\$5,549,235	\$1,522,029	0.3
Expenditures at Children's and Infants' Clothing Stores	\$1,022,809	\$864,998	0.8
Expenditures at Family Clothing Stores	\$11,516,552	\$5,205,097	0.5
Expenditures at Clothing Accessories Stores	\$531,947	\$0	0.0
Expenditures at Other Clothing Stores	\$1,383,993	\$1,760,613	1.3
Expenditures at Shoe Stores	\$3,688,986	\$3,323,194	0.9
Expenditures at Jewelry Stores	\$4,706,126	\$829,246	0.2
Expenditures at Luggage, and Leather Goods Stores	\$376,137	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$30,150,852	\$13,586,507	0.5

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



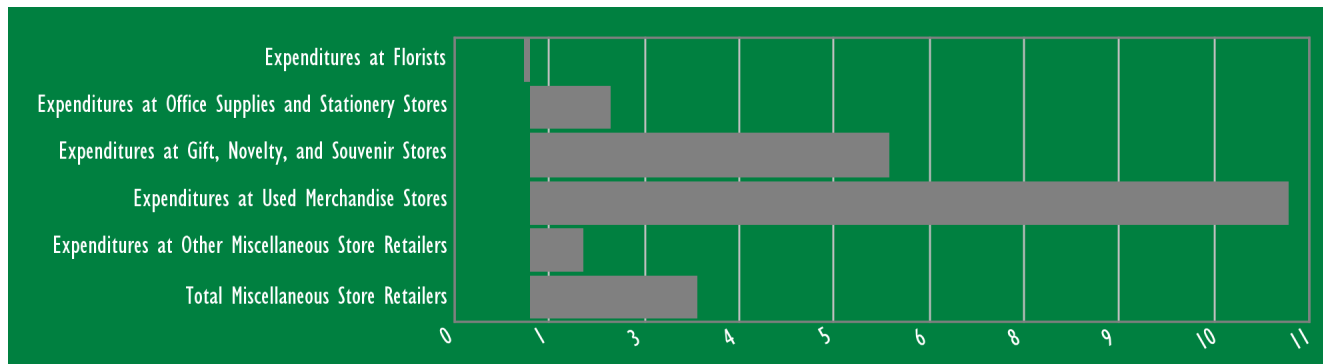
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$4,045,854	\$6,416,717	1.6
Expenditures at Hobby, Toys and Games Stores	\$2,556,870	\$653,640	0.3
Expenditures at Sew/Needlework/Piece Goods Stores	\$745,427	\$118,658	0.2
Expenditures at Musical Instrument and Supplies Stores	\$814,370	\$48,093	0.1
Expenditures at Book Stores and News Dealers	\$2,553,769	\$780,763	0.3
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$1,252,731	\$222,439	0.2
Total Sporting Goods, Hobby, Book, & Music Stores	\$11,969,022	\$8,240,309	0.7

Sub-Categories of General Merchandise Stores



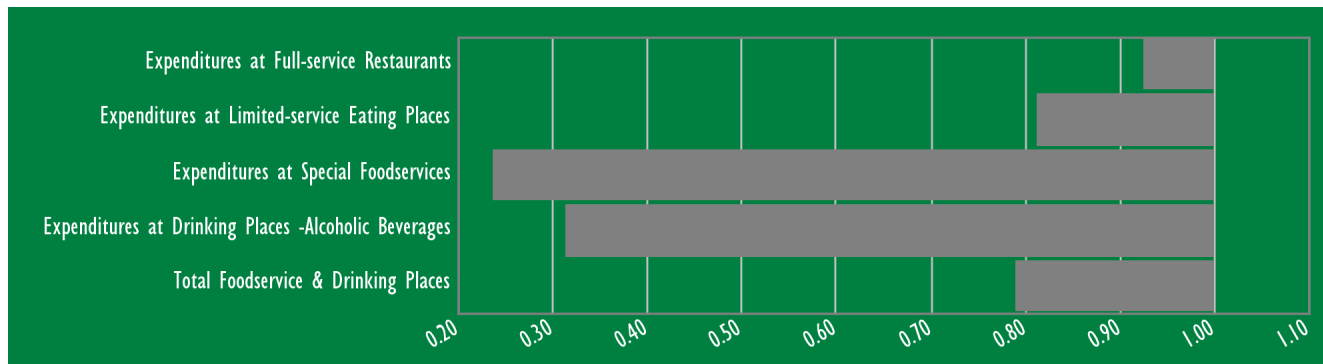
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	\$37,156,496	\$137,461,165	3.7
Expenditures at Warehouse Clubs and Super Stores	\$35,047,053	\$63,739,290	1.8
Expenditures at All Other General Merchandise Stores	\$5,967,558	\$9,101,183	1.5
Total General Merchandise Stores	\$78,171,107	\$210,301,638	2.7

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$1,282,534	\$1,210,222	0.9
Expenditures at Office Supplies and Stationery Stores	\$3,910,213	\$8,113,007	2.1
Expenditures at Gift, Novelty, and Souvenir Stores	\$3,013,743	\$17,287,405	5.7
Expenditures at Used Merchandise Stores	\$1,445,782	\$15,874,616	11.0
Expenditures at Other Miscellaneous Store Retailers	\$7,621,025	\$12,947,671	1.7
Total Miscellaneous Store Retailers	\$17,273,299	\$55,432,922	3.2

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$29,515,197	\$27,284,157	0.9
Expenditures at Limited-service Eating Places	\$25,956,025	\$21,087,987	0.8
Expenditures at Special Foodservices	\$5,333,788	\$1,268,106	0.2
Expenditures at Drinking Places -Alcoholic Beverages	\$3,201,010	\$1,005,970	0.3
Total Foodservice & Drinking Places	\$64,006,019	\$50,646,219	0.8

Sources and Methodology

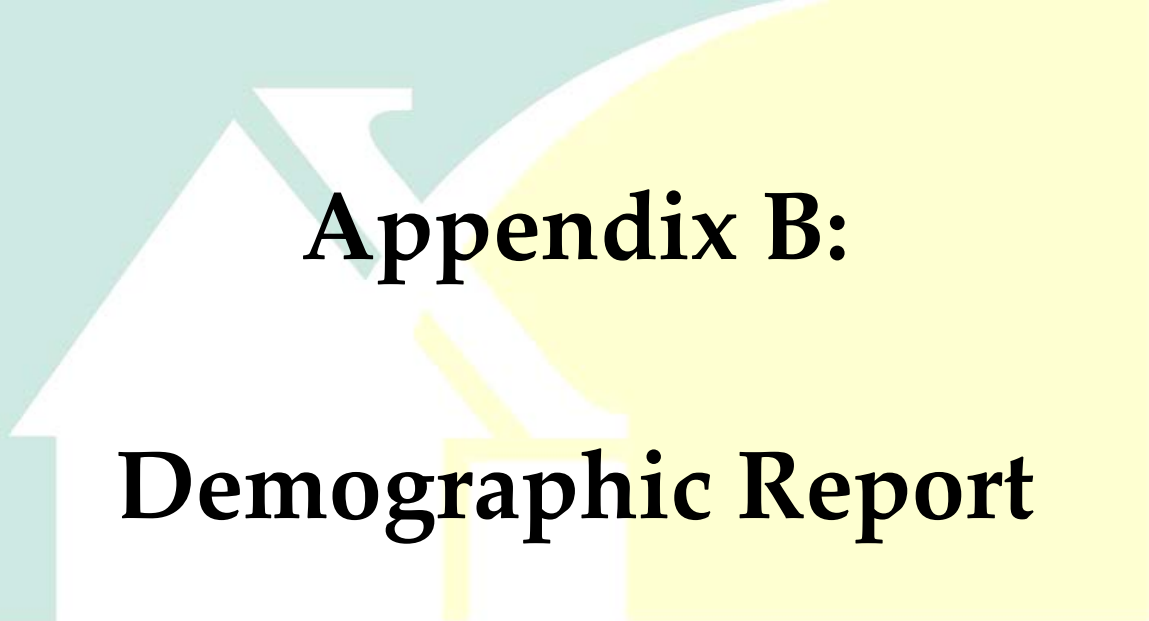
The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Appendix B:

Demographic Report

Analysis Geography: City Center
Ione, CA

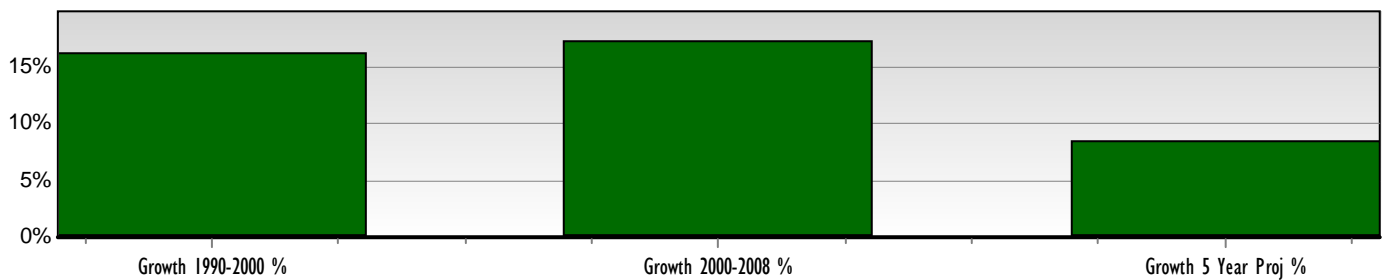
Date: 5/17/2011

**15 Min Drive
Time**

Population Profile

2013 Projection	17,500
2008 Estimate	16,127
2000 Census	13,746
1990 Census	11,820

Population Change



**15 Min Drive
Time**

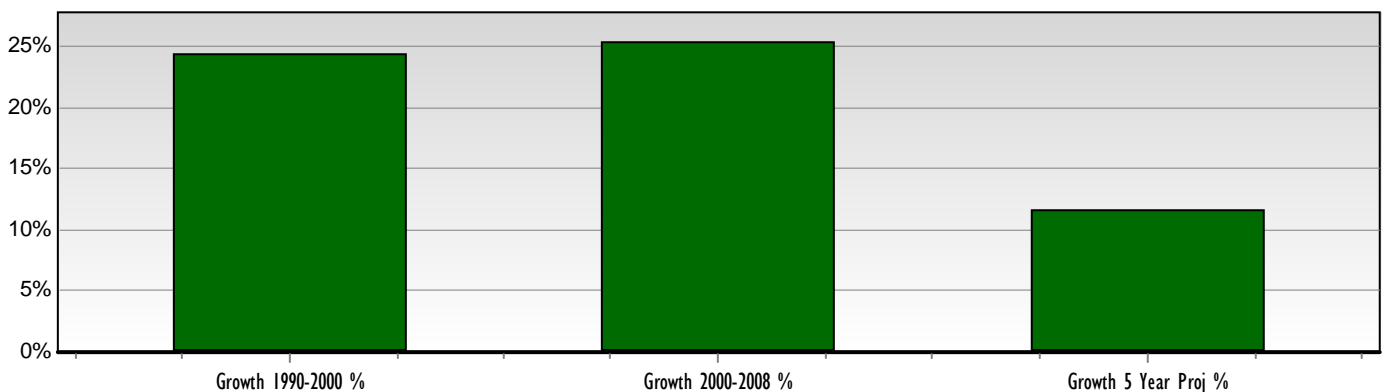
Work Place Population

Total	6,030
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Household Profile

2013 Projection	5,202
2008 Estimate	4,658
2000 Census	3,715
1990 Census	2,985

Household Change



Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

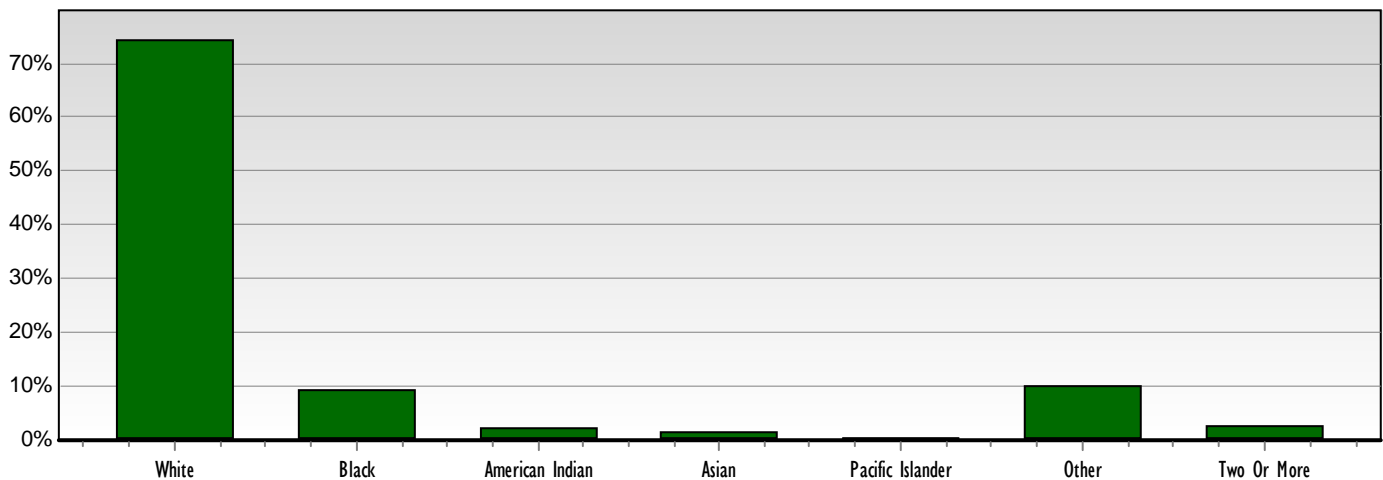
**15 Min Drive
Time**

Population By Race (Current)

White	11,978
Black	1,484
American Indian	372
Asian	233
Pacific Islander	33
Other	1,616
Two Or More	411

Total Population By Race **16,127**

Population By Race (Current)



**15 Min Drive
Time**

Population By Hispanic Origin (Current)

Hispanic Origin	2,504
Non Hispanic Origin	13,623

Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

15 Min Drive

Population By Age (Current)

	Time
0 to 4 years	737
5 to 9 years	615
10 to 13 years	588
14 to 17 years	775
18 to 19 years	493
20 to 24 years	1,397
25 to 34 years	3,348
35 to 44 years	2,608
45 to 49 years	1,105
50 to 54 years	1,045
55 to 59 years	840
60 to 64 years	653
65 to 74 years	931
75 to 84 years	658
85+ Years	331

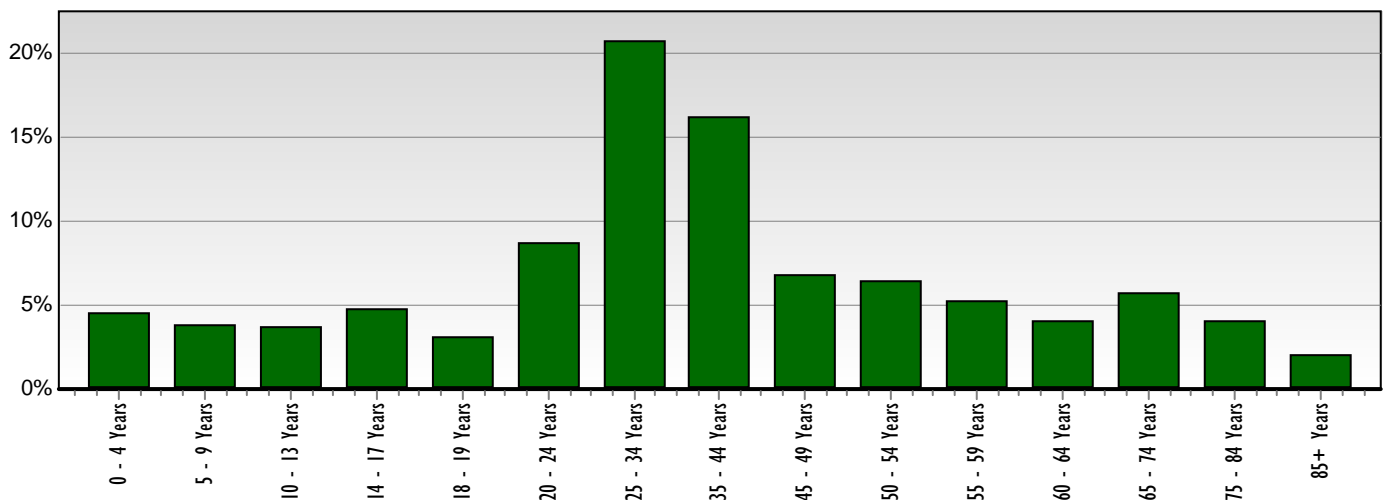
Total Population By Age

16,127

Median Age

36.3

Population By Age (Current)



Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

**15 Min Drive
Time**

Households By Income (Current)

Under \$15,000	553
\$15,000 to \$24,999	638
\$25,000 to \$34,999	491
\$35,000 to \$49,999	593
\$50,000 to \$74,999	847
\$75,000 to \$99,999	585
\$100,000 to \$149,999	645
\$150,000 to \$249,999	165
\$250,000 to \$499,999	58
\$500,000 +	84

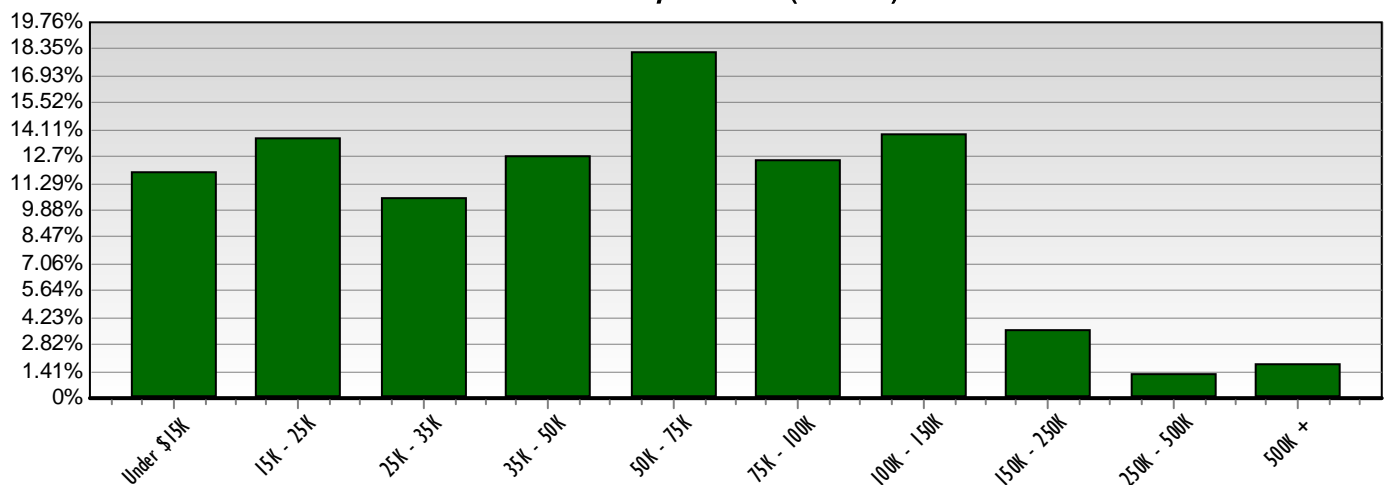
Total Households By Income

4,659

Average Household Income \$65,692

Median Household Income \$52,346

Households By Income (Current)



Analysis Geography: City Center
Ione, CA

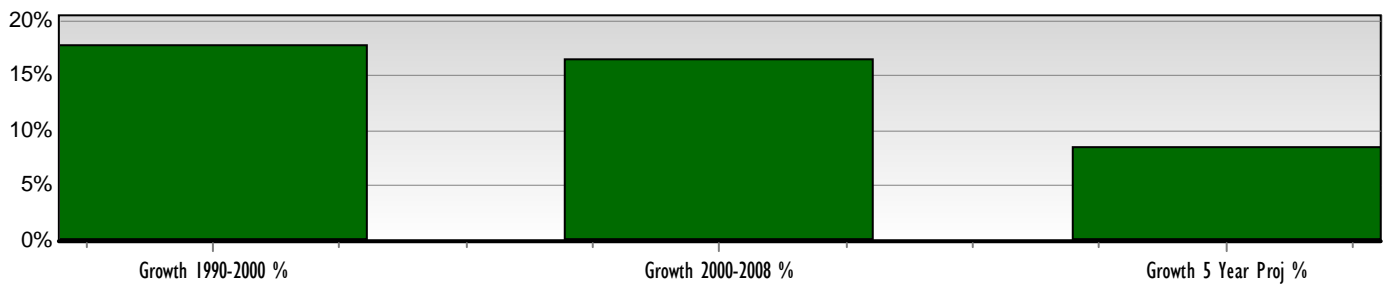
Date: 5/17/2011

Population Profile

Custom Trade Area

2013 Projection	41,723
2008 Estimate	38,430
2000 Census	33,004
1990 Census	28,017

Population Change



Work Place Population

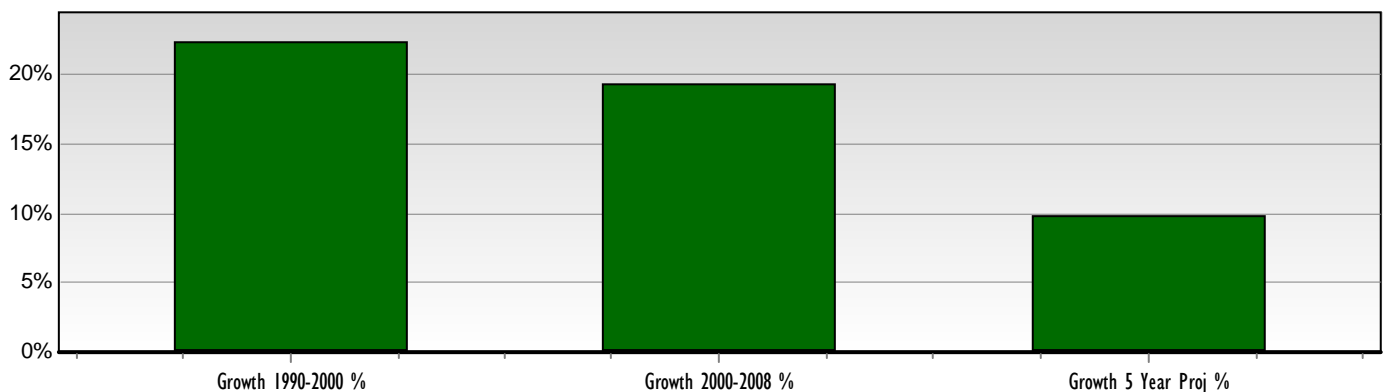
Custom Trade Area

Total	15,236
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Household Profile

2013 Projection	14,821
2008 Estimate	13,506
2000 Census	11,324
1990 Census	9,259

Household Change

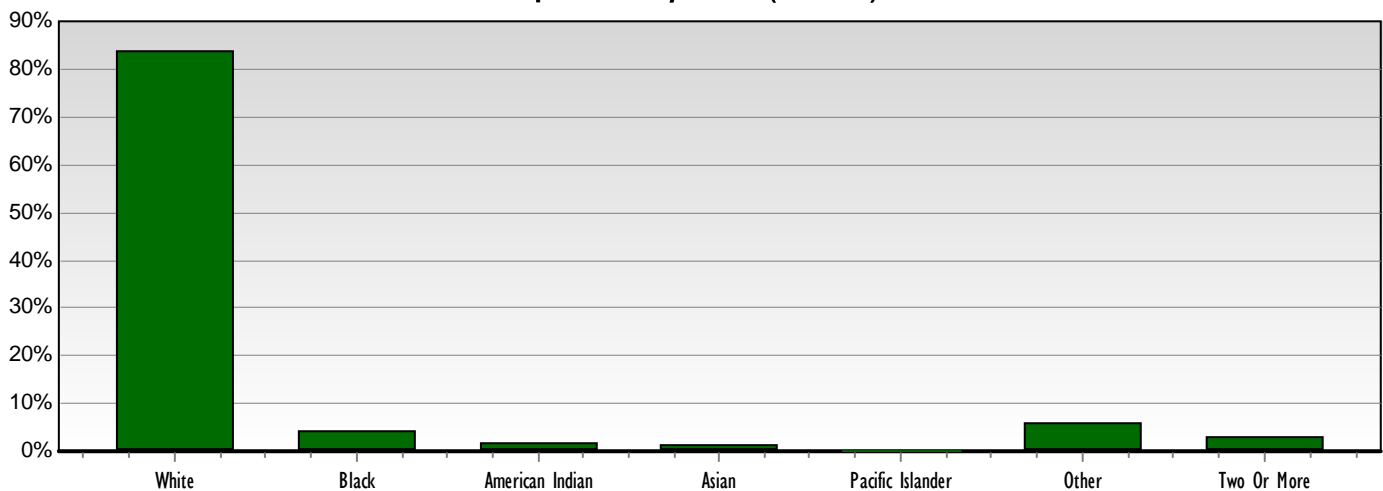


Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

Population By Race (Current)		Custom Trade Area
White	32,220	
Black	1,631	
American Indian	684	
Asian	530	
Pacific Islander	74	
Other	2,198	
Two Or More	1,093	
Total Population By Race	38,430	

Population By Race (Current)

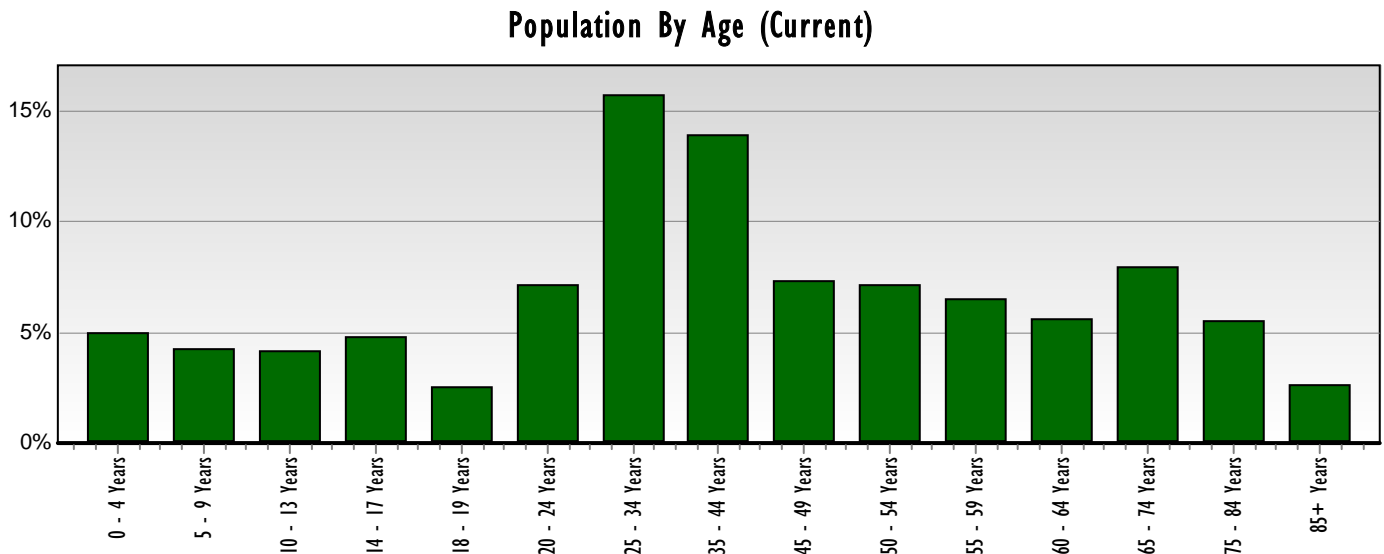


Population By Hispanic Origin (Current)		Custom Trade Area
Hispanic Origin	4,872	
Non Hispanic Origin	33,558	

Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

Population By Age (Current)	Custom Trade Area
0 to 4 years	1,896
5 to 9 years	1,646
10 to 13 years	1,593
14 to 17 years	1,843
18 to 19 years	971
20 to 24 years	2,729
25 to 34 years	6,033
35 to 44 years	5,356
45 to 49 years	2,798
50 to 54 years	2,725
55 to 59 years	2,505
60 to 64 years	2,151
65 to 74 years	3,044
75 to 84 years	2,117
85+ Years	1,018
Total Population By Age	38,430
Median Age	40.6

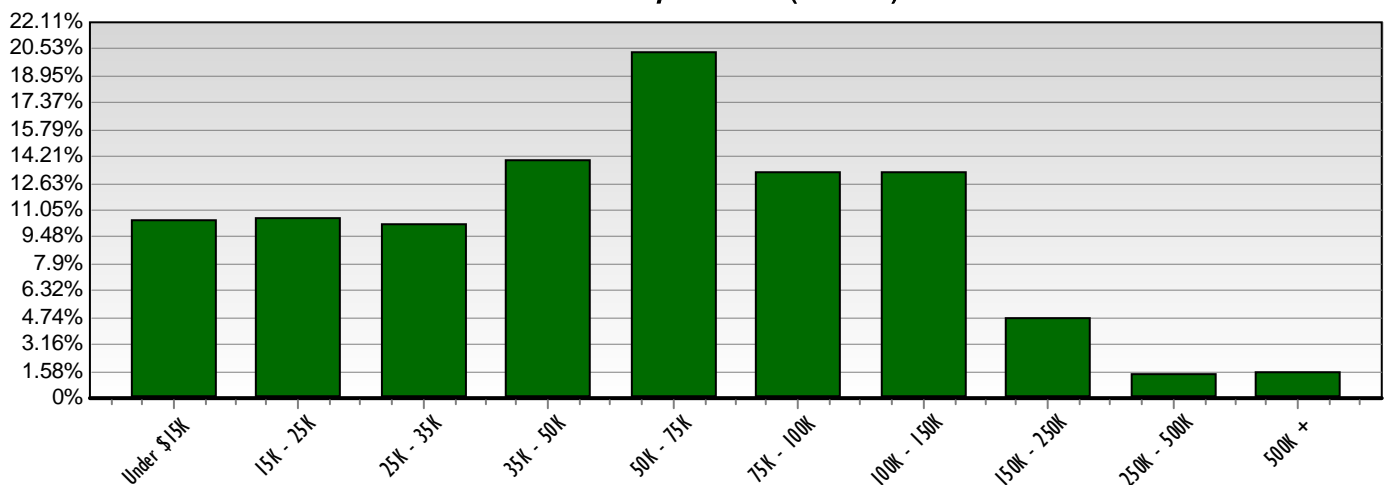


Analysis Geography: City Center
Ione, CA

Date: 5/17/2011

Households By Income (Current)	Custom Trade Area
Under \$15,000	1,419
\$15,000 to \$24,999	1,436
\$25,000 to \$34,999	1,387
\$35,000 to \$49,999	1,895
\$50,000 to \$74,999	2,748
\$75,000 to \$99,999	1,798
\$100,000 to \$149,999	1,795
\$150,000 to \$249,999	630
\$250,000 to \$499,999	194
\$500,000 +	205
Total Households By Income	13,507
Average Household Income	\$68,296
Median Household Income	\$55,254

Households By Income (Current)





Appendix C:

Segmentation Guide

Group Structure

Segment Group	Label	Segment Name	% of US Households
A Affluent Suburbia 11.19%	A01	America's Wealthiest	1.14%
	A02	Dream Weavers	1.74%
	A03	White-collar Suburbia	1.43%
	A04	Upscale Suburbanites	0.84%
	A05	Enterprising Couples	0.84%
	A06	Small-town Success	2.38%
	A07	New Suburbia Families	2.82%
B Upscale America 13.26%	B01	Status-conscious Consumers	1.55%
	B02	Affluent Urban Professionals	1.44%
	B03	Urban Commuter Families	6.33%
	B04	Solid Suburban Life	0.63%
	B05	Second-generation Success	2.40%
	B06	Successful Suburbia	0.91%
C Small-town Contentment 7.64%	C01	Second City Homebodies	0.74%
	C02	Prime Middle America	3.52%
	C03	Suburban Optimists	0.61%
	C04	Family Convenience	1.93%
	C05	Mid-market Enterprise	0.84%
D Blue-collar Backbone 6.57%	D01	Nuevo Hispanic Families	2.73%
	D02	Working Rural Communities	1.06%
	D03	Lower-income Essentials	0.83%
	D04	Small-city Endeavors	1.95%
E American Diversity 9.73%	E01	Ethnic Urban Mix	1.89%
	E02	Urban Blues	1.74%
	E03	Professional Urbanites	2.09%
	E04	Suburban Advantage	1.15%
	E05	American Great Outdoors	1.37%
	E06	Mature America	1.48%
F Metro Fringe 10.63%	F01	Steadfast Conservatives	6.51%
	F02	Moderate Conventionalists	1.60%
	F03	Southern Blues	0.92%
	F04	Urban Grit	0.55%
	F05	Grass-roots Living	1.05%
G Remote America 7.39%	G01	Hardy Rural Families	2.70%
	G02	Rural Southern Living	2.71%
	G03	Coal and Crops	1.81%
	G04	Native Americana	0.18%
H Aspiring Contemporaries 11.18%	H01	Young Cosmopolitans	3.22%
	H02	Minority Metro Communities	2.20%
	H03	Stable Careers	4.29%
	H04	Aspiring Hispania	1.48%
I Rural Villages and Farms 4.77%	I01	Industrious Country Living	1.30%
	I02	America's Farmlands	1.04%
	I03	Comfy Country Living	0.73%
	I04	Small-town Connections	0.48%
	I05	Hinterland Families	1.23%
J Struggling Societies 8.20%	J01	Rugged Rural Style	1.62%
	J02	Latino Nuevo	2.91%
	J03	Struggling City Centers	1.72%
	J04	College Town Communities	0.98%
	J05	Metro Beginnings	0.98%
K Urban Essence 8.63%	K01	Unattached Multi-cultures	0.38%
	K02	Academic Influences	0.47%
	K03	African-American Neighborhoods	1.93%
	K04	Urban Diversity	2.44%
	K05	New Generation Activists	2.37%
	K06	Getting By	1.05%
L Varying Lifestyles 0.80%	L01	Military Family Life	0.31%
	L02	Major University Towns	0.27%
	L03	Gray Perspectives	0.22%

Mosaic USA Group Descriptions

A full Mosaic media guide is available online at: www.buxtonco.com/mosaic.asp

Group A: Affluent Suburbia

The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer

The seven Segments in the Affluent Suburbia group comprise the wealthiest households in the nation. These segments outrank all other Mosaic Segments in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly white, college educated and filled with Baby Boom parents and their children. With their managerial and executive positions paying six-figure-plus incomes, they enjoy the good life in fashionable houses outfitted with the latest technology. These are the Americans who drive luxury cars, belong to country clubs, travel abroad and relax by sailing, golfing or skiing. Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

Group B: Upscale America

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles

The six Segments in Upscale America are populated with mainly white, college-educated couples and families living in the metropolitan sprawl. Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles. They like to spend their leisure time getting exercise—jogging, biking and swimming are popular—or shopping for the latest in-fashion and high-tech electronics. They are active in community affairs as members of business clubs, environmental groups and arts associations. They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts. Their one exception is the Internet. These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

Group C: Small-town Contentment

Middle-aged, upper-middle-class families living in small towns and satellite cities with moderate educations employed in white-collar, blue-collar and service professions

The five Segments in Small-town Contentment represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities. As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions. With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks. They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods. They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging email and getting the latest sports scores and news.

Group D: Blue-collar Backbone

Budget-conscious, young and old blue-collar households living in older towns working in manufacturing, construction and retail trades

The four Segments in Blue-collar Backbone are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters. Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades. Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They're more likely to go out to a veterans club than attend a concert or play. These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products. With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

Group E: American Diversity

A diverse group of ethnically mixed singles and couples, middle-aged and retired with middleclass incomes from blue-collar and service industry jobs

American Diversity is a reflection of how contrasting mid-America's population is. It is an ethnic mix of middleaged couples, singles and retirees. With a few exceptions, these six Mosaic Segments consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans—aging singles and couples who've already exited the workplace. They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs. They have traditional media tastes, enjoying TV news, movies and game shows as well as business and shelter magazines. Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

Group F: Metro Fringe

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

Metro Fringe is a collection of five racially mixed, lower-middle-class Mosaic Segments located primarily in satellite cities such as Kissimmee, FL, Flint MI, Joliet, IL and Fresno, CA. Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older singlefamily homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports-oriented lifestyles participating in activities such as soccer and softball, rollerblading, skateboarding, gocarting and video gaming. As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Group G: Remote America

A mix of farming and small industrial rural communities with outdoor oriented lifestyles living primarily in America's heartland

The four Remote America Segments reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection. The working-class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages. The median home value is about half the national average, and a significant number of residents live in mobile homes. No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding. In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines with the men reading hunting publications while the women peruse shelter magazines. On the radio, country and western is the preferred choice of music.

Group H: Aspiring Contemporaries

Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves

The four Segments in Aspiring Contemporaries are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced). Yet despite traditional barriers to affluence, the members of these metropolitan segments are already solidly middle-class. Many live in relatively new homes or apartments valued at more than the national average—a reliable sign of upward mobility. They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics. They're heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news. Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

Group I: Rural Villages and Farms

Rural, middle-class married families and couples of varied ages, living and working in agricultural and mining communities

Representing America's agricultural and mining communities, Rural Villages and Farms is a collection of five low-density Segments filled with middle-class families and couples of varied ages. Most of the households in this group are married, white and high school educated. They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes. They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV. When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

Group J: Struggling Societies

Young minorities, students and single parents trying to raise families on low-level jobs in manufacturing, health care and food services

The five Segments in Struggling Societies symbolize the challenges facing a significant number of economically challenged Americans. These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services. Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets. Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding. They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes. In these lessfortunate communities, television is a main source of entertainment, specifically reality programs, sitcoms, talk shows and sports. This group also relates to ethnic-oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

Group K: Urban Essence

Young, single and single-parent minorities living in older apartments working at entry-level jobs in service industries

As a whole, the six segments in Urban Essence make up the nation's least affluent group, a collection of relatively young minorities living in older apartments. More than half the households consist of African Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries. With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football. With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games. They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view watching comedies, cartoons, sports, soaps and game shows.

Group L: Varying Lifestyles

Residents who primarily live in group quarters including students, military personnel and institution populations

The three Segments that make up Varying Lifestyles are an unconventional group. What they share is the singular experience of living in group quarters. A majority of this group lives the unique lifestyles offered by the military and university dorm life. Though their daily lives are different from many Americans—as well as each other—those who have the ability are more likely than average Americans to visit museums, zoos and state fairs. They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball. They're frequent travelers who vacation abroad as well as within the United States. At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and latenight talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

Group B: Upscale America

Segment B03: Urban Commuter Families

Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe

Demographics

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services. They tend to leverage their home equity with major home improvement projects, and build their real estate holdings with recent purchases of second homes for family getaways.

Lifestyles

With its concentration of empty-nesters, Urban Commuter Families lifestyle is relatively serene. They are not into aerobic sports, preferring to get their exercise from low-impact activities such as gardening, golfing and birdwatching. They enjoy leisure activities like going to the theater or antique show rather than a rock concert or an auto race. They describe themselves as brand-loyal shoppers who prefer to buy functional clothes over expensive designer labels, shopping at stores like Sears and J.C. Penney. With limited interest in the latest electronics and technology products, their homes are more likely to contain stereos and 35-mm cameras than MP3 players and digital cameras. These conservative investors put their money to work in CDs, U.S. savings bonds and taxsheltered annuities. With their high rates of owning houses and vacation homes, they take out home improvement loans and spend their free time roaming the aisles at Home Depot and Lowe's, Linens 'N Things and Pottery Barn.

Media

The households in Urban Commuter Families are old-fashioned media fans. They subscribe to daily newspapers at high rates and spend their Sunday mornings poring over the travel section and the ad inserts. They pick up traditional general interest magazines at the supermarket, enjoying Reader's Digest, Family Circle and Good Housekeeping. On their commute to work, they listen to the calming strains of classical, golden oldies and big band music on the radio. When they finally wind down in front of a TV, these conservative households watch Fox News, the History Channel and the old movies on AMC and TMC. Their Mosaic motto could be "No surprises, please."

Group B: Upscale America

Segment B05: Second-generation Success

Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities

Demographics

These grandchildren of immigrants who live in Second-generation Success, life is sweet. These multi-ethnic households—of Asian, Hispanic and varied European descent—have achieved upper-middle-class status through hard work and devotion to family. They are primarily married couples with children. Their household size with five or more people is almost double the U.S. average. More than half of adults have attended college, landing a mix of blue- and white-collar jobs in retail, manufacturing, transportation and public administration. In these metro fringe communities, located primarily in coastal states, many households strive to balance the need to assimilate with the desire to retain their cultural traditions. For now, most have found the American Dream in a single detached house built in the early 1980s in what was then the suburban frontier.

Lifestyles

With their upscale incomes and children of all ages, Second-generation Success households enjoy active, familycentered lifestyles. They participate in a number of team sports, including soccer, basketball, football and baseball. On weekends, they typically pile into their vans and SUVs for outings to a zoo, aquarium, cinema or one of the kids' sporting games. Those vehicles also come in handy when they go on shopping excursions patronizing big-box stores such as Home Depot, Toys R Us and Best Buy. Indeed, these relatively young families make a strong market for toys, sporting goods and high-tech products, and they say they're heavily influenced by their children when shopping. With these households, most of their savings is tied up in their home equity. At the supermarket they buy a lot of fresh fish, poultry and meat for home-cooked meals.

Media

Second-generation Success is a media-filled lifestyle where residents enjoy virtually all media channels at aboveaverage rates. They watch network television programs that feature sitcoms, sports, reality shows and even animation—the grownups watching alongside their kids. They read celebrity publications such as People and Us Weekly as well as Spanish-language newspapers and magazines. Radio preferences vary but with many of the households whose families are of Hispanic origin there is a tendency for ranchero and Tejano music. When it comes to the Internet, this ethnic mix has relatively high rates for surfing the Internet to download music, get sports scores, upload family pictures and search for jobs.

Group C: Small-town Contentment

Segment C02: Prime Middle America

A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs

Demographics

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes than the national average.

Lifestyles

Prime Middle America features a small-town, family-centered lifestyle. Households enjoy leisure activities like playing cards and board games as well as outdoor pursuits such as fishing, biking and swimming at a lake. Many are do-it-yourselfers who load up their SUVs and pickup trucks with home improvement supplies from stores such as Lowe's, Home Depot and True Value Hardware. Their incomes afford them a wide range of mortgages, home equity loans and college savings plans. As consumers, they describe themselves as less interested in new fashions than the latest high-tech gadgets.

Media

When the folks in this cluster put down their hammers and saws, they enjoy a variety of media. Prime Middle America residents like to gather round their large-screen TVs to watch reality shows, sports and cable channels such as MTV, FX, Discovery and Country Music Television. They're traditionalists who enjoy reading established magazines such as Woman's World, Field & Stream and Parents. The radio soundtrack usually playing features a mix of country music, classic rock and contemporary hits. The Internet has expanded the entertainment and convenience choices for residents of small towns, and Prime Middle America households are no exception. They like to go online to play games, do their banking and participate in auctions for antiques and collectibles.

Group C: Small-town Contentment

Segment C04: Family Convenience

Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military

Demographics

Family Convenience is a collection of sprawling families living in remote towns and military bases primarily in the Midwest and Northern Plains. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middleclass incomes and have a high rate of home ownership. The vast majority own new single-family homes and have SUVs and pickup trucks in the driveway. With an above-average length of residence, many have achieved a secure lifestyle with room for the kids to grow.

Lifestyles

Life today in Family Convenience looks a lot like it did a half-century ago. Residents enjoy spending their leisure time swimming, fishing, hunting and camping. They are active in their community and belong to civic clubs and parent/teacher associations. To feed their big families, they spend their grocery money on easy-to-prepare foods like toaster pastries, lunch kits, frozen pizza and refrigerated biscuits. Discount department stores like Wal-Mart, Sam's Club and Big Lots are frequent destinations for clothing and housewares. When they take a vacation, parents are content to pile the kids into their domestic SUVs and head to a theme park or campground near a lake or beach. Financially risk-averse, they make a stronger market for insurance rather than investment products.

Media

The members of Family Convenience have traditional media tastes. They like to watch classic sitcoms on TV Land, family-friendly fare on the Disney Channel and cartoons on Nickelodeon. Many listen to radio every day, tuning in country, classic rock and adult contemporary stations. They prefer magazines that cater to their interests in the home, hunting, motor sports and entertainment. When they go online, they seek out websites that follow their leisure interests frequenting sites such as NASCAR.com, Disney.com and eBay.com all at high rates. Although their small towns may have few movie theaters, residents are avid movie goers with their favorite genre being family movies which is not surprising for this Mosaic.

Group E: American Diversity

Segment E02: Urban Blues

Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs

Demographics

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic—roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest in cities as Houston, TX, San Antonio, TX, Phoenix, AZ and Albuquerque, NM. Their schooling is modest and their unemployment rate is more than twice the national average. Those who do find work typically hold entry-level blue-collar jobs in agriculture, retail and food services. Nearly two-thirds of residents own single-family and mobile homes and the houses are older and valued at less than half the national average.

Lifestyles

The working-class members of Urban Blues make do with low-key lifestyles. They like to spend their free time participating in team sports including soccer, baseball, basketball, volleyball and football. These family-oriented households like to keep busy around the house cooking, listening to Spanish music and entertaining friends. However, without a lot of discretionary income, their activities can be limited and even going to movies or out to dinner can be a challenge for most. Many residents like to shop for new fashion at specialty stores—typically those where clerks speak Spanish—but they also patronize large discount chains such as Ross Dress for Less and Payless Shoes. At the grocery store, they stock up on baby food, energy drinks, meat alternatives and cheese typically paying in cash. With little or no banking services and credit cards, Urban Blues households provide a new market opportunity for financial services and credit cards companies for tapping this underserved and underbanked consumer market.

Media

Urban Blues is dominated by Latin media. Residents tune their radios to stations that play Tejano and ranchera music. They read magazines like Urban Latino and Hispanic Magazine, along with English language titles that reflect their passion for music. They have high rates for watching broadcast television, including English language comedies and cartoons like “George Lopez” and “King of the Hill.” Urban Blues households have low Internet usage rates, but those adults who do go online like to download music and games. These consumers are more comfortable with traditional media, which they often enjoy together as a family.

Group E: American Diversity

Segment E03: Professional Urbanites

An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles

Demographics

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with aboveaverage incomes as white-collar professionals and managers in retail, education and health care. And they tend to live in relatively new homes and well-kept apartments, enjoying an upscale lifestyle in the twilight of their careers.

Lifestyles

The financially secure members of Professional Urbanites enjoy cosmopolitan lifestyles. They have high rates for traveling abroad, taking cruises and staying at vacation resorts in the U.S. Their favorite leisure activities include attending live theater and operas, frequenting restaurants and antique shows, and visiting gambling casinos. Their preferred sports are golfing and boating. These well-off, conservative consumers like to drive full-sized luxury cars and hang on to old consumer electronics such as stereos, and favor 35-mm cameras over digital models. When they go shopping, they like to buy clothes at upscale boutique stores like Talbot's and Ann Taylor, and home furnishings from big-box stores like Costco, Home Depot and Bed, Bath & Beyond. Increasingly, they look for products that are environmentally friendly and, in their words, "have stood the test of time" —much like themselves.

Media

Professional Urbanites residents are media traditionalists. They're more likely than average Americans to read newspapers, subscribe to magazines and listen to the radio. They're avid fans of news oriented magazines such as U.S. News & World Report, Newsweek and the New Yorker and turning to cable news networks like CNN, CNBC and Fox News. They're also fans of family-friendly entertainment, and they have high rates for watching the Hallmark Channel, Turner Classic Movies and A&E. Their preferred radio stations go back to an earlier age—big band, easy listening and classical music. They're still relative new comers when it comes to the Internet, and some find computers confusing and will never get used to them. However, they're starting to go online to trade stocks, make travel reservations and seek out medical information.

Group E: American Diversity

Segment E05: American Great Outdoors

Older rural couples and retirees scattered in remote communities around the country living on low wage and Social Security in modest homes, small apartment buildings and mobile homes

Demographics

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households—about half are over 65— who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school. Most households get by on Social Security or relatively low wages earned at blue-collar and service industry jobs in retail, health care and food services. Money seems to go further in these isolated communities affording a number of households with full-sized cars and boats.

Lifestyles

As the name suggests, the small-town households in American Great Outdoors spend their leisure time outside, gardening, bird-watching, camping and saltwater fishing. These older Americans also enjoy social activities through their memberships in veterans clubs and fraternal orders. Playing bingo is also a favorite pastime. With only modest incomes, they are very conservative owning few investments and prefer the safety of CDs and money markets. They're more comfortable shopping at discount department stores and at do-it-yourself home improvement chains like Ace Hardware and True Value Hardware. Whether it's clothes or cars, these blue-collar folks are proud of their American roots and buy products with a made-in-the-USA label or brand.

Media

American Great Outdoors households would rather be outside than sitting down with most media. They will come inside to watch TV programs that feature how-to renovations and makeover challenges as well as game shows or classic movies on AMC or the Hallmark Channel. They aren't radio fans, but they'll occasionally tune in stations that offer news or easy listening music. These consumers would rather thumb through magazine pages than click through anything online. Their taste in magazines reflects titles geared to women and older-than-average readers including Woman's World, Reader's Digest, Prevention and Good Housekeeping.

Group F: Metro Fringe

Segment F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiques or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home—though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Group G: Remote America

Segment G01: Hardy Rural Families

Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages

Demographics

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. In these tradition-steeped communities, a disproportionate number of households have single wage-earners. To cover the long distances required for even the simplest of errands, these households rely on pickups and SUVs to handle the rough terrain in their rural communities.

Lifestyles

The members of Hardy Rural Families share active outdoor lifestyles. They like to spend their leisure time pursuing activities such as hiking, boating and gardening. Their social lives revolve around fraternal orders, veterans clubs and church groups. They prefer to shop at local stores but, if they can't find what they want, they'll head to discount retail chains like Wal-Mart, Big Lots and Fashion Bug. This is buy-America country where residents look for domestically made pickups and SUVs. They like to take driving trips for short weekend getaways. Many consumers are late adopters of new products, especially consumer electronics: They have relatively low rates for owning computers and digital devices, and their living rooms are likely to be equipped with stereos and TVs hooked up to VCRs. They are not big investors and feel the stock market is too risky. They prefer to pay in cash for things and carry personal loans, car loans and low-to-medium value insurance policies.

Media

In Hardy Rural Families, residents are loyal to traditional media. They listen to country music and classic rock on the radio. They have high rates for reading daily newspapers and magazines that reflect their down-home lifestyles including Country Weekly, Family Handyman and Motor Trend. On television, they tune in to network dramas and daytime soaps as well as cable networks like the Outdoor Channel, Speed Channel and National Geographic Channel. Hardy Rural Families households have low Internet usage rates, but when residents do go online, they're most likely to visit websites of another traditional media—the network TV home pages—to follow the exploits of their favorite programs and stars.

Group H: Aspiring Contemporaries

Segment H03: Stable Careers

Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

Demographics

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices. Without the financial responsibilities of children, these singles and couples stretch their incomes into comfortable lifestyles. Most of the households live in relatively new apartments—in both low- and high-rise buildings—and pay above-average rents for the in-town real estate.

Lifestyles

The households in Stable Careers enjoy urbane lifestyles. They take advantage of their urban settings to go to bars, restaurants, concerts and comedy clubs. These young singles are body conscious and spend a fair portion of their free time jogging, lifting weights and doing aerobic exercises at nearby health clubs. Often on the go, they rarely set foot inside banks, preferring ATM machines to pick up cash for shopping trips to stores like Target, Old Navy, Gap and Best Buy. Although they're drawn to the clearance racks when shopping for clothes, they're willing to spend extra money for electronic devices such as MP3 players, digital cameras and laptop computers. In Stable Careers, these budget-conscious consumers enjoy traveling as often as they can, but their trips are typically to U.S. cities and staying with friends and family.

Media

The media tastes skew young in Stable Careers. The households make a strong market for a variety of network TV offerings including reality shows, sitcoms, music and late-night programs, including TV shows such as "Saturday Night Live," "American Idol" and "Fear Factor." Most residents prefer compact cars, but they make a point of having high-end radios to play alternative rock, urban contemporary and contemporary hit music. Their taste in magazines reflects their pop sensibilities, with favorite publications such as Rolling Stone, Vanity Fair and Entertainment Weekly. As early tech adopters, the members of Stable Careers are computer literate, and they go online frequently to search for jobs, chat, download music and check out the local personal ads.

Group I: Rural Villages and Farms

Segment I03: Comfy Country Living

Older, empty-nesting college-educated couples and retirees reside in quiet small-town communities

Demographics

In Comfy Country Living, empty-nesting couples and retirees reside in quiet exurban communities. These households, predominantly white, married and college educated, are above-average in age with roughly one in four being 65 years or older. They're solidly middle-class from a mix of well-paying white-collar and blue-collar jobs in manufacturing, retail and food services. Many residents are pursuing the good life in relatively new houses and mobile homes worth close to the national median. With their children grown and out of the house, these mature adults have greater discretionary income to enjoy active social lives. Many have at least two cars to access entertainment and cultural amenities outside their small-town communities.

Lifestyles

With households skewing older and middle-class, Comfy Country Living features relaxing lifestyles. Residents have cultured sensibilities and enjoy going to plays, movies and music concerts. At home, they like to read, play a musical instrument, do woodworking and collect stamps. However, they wouldn't consider themselves as homebodies. They enjoy a variety of outdoor sports, such as biking, golfing and hiking. They travel regularly to domestic locations, typically gambling casinos and beachside resorts. These households have enough savings to invest in stocks and municipal bonds, and many like to give back to the community by donating money to political and environmental causes. To maintain their active schedules, these residents typically drive domestic pickup trucks, luxury sedans, and compact cars, with many being equipped with satellite radio.

Media

Comfy Country Living households like to get their news from magazines and their entertainment from television. When it comes to magazines, they're drawn to publications like Time and Newsweek as well as The New Yorker and Consumer Reports. On TV, they watch reality programs, evening newscasts, sitcoms and comedy shows. Their cable channels switch between A&E, FX, History Channel and HGTV. Unlike many of the country and rural Mosaic segments, Comfy Country Living households exhibit higher rates for listening to jazz and classical music on the radio than country. They are also spending their leisure time going online to shop, visit news websites and research health information.

Group K: Urban Essence

Segment K04: Urban Diversity

Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings

Demographics

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services. With a high unemployment rate, the median income is a third below the general population, and sometimes it's a stretch for households to make the rent for their less-than-lavish apartments that nevertheless cost more than the U.S. average. Young and mobile, a disproportionate number have lived in their units less than a year and mostly alone.

Lifestyles

Modest incomes haven't kept the young members of Urban Diversity from leading vibrant lifestyles. They have high rates for going to nightclubs, theme parks, comedy clubs and bowling alleys. They enjoy an impressive number of athletic activities, from soccer and basketball to weight lifting and jogging. Residents describe themselves as the first among their friends to try a new store and fashion, but they also frequent retail chains like Old Navy, Marshalls and Mervyn's. With a third of households having children, this is a strong market for kids' products including toys, books, dolls, board games and easy-to-prepare foods such as lunch kits and frozen pizza. They buy consumer electronics for themselves and their kids, including video game devices, MP3 players and digital cameras. They claim they're not good at saving money, but prefer the safety of short-term CDs versus stocks or other investments.

Media

The households of Urban Diversity are omnivorous media fans. They describe themselves as TV addicts, radio lovers, regular movie-goers and Internet surfers. Television is still their entertainment source of choice, and they watch sitcoms, reality shows, evening animation and late-night talk shows all at high rates. On their radios, they gravitate to talk stations, Spanish programming and urban contemporary music. Residents alternate between reading ethnic-targeted magazines and mainstream titles covering music, parenting and popular culture. They pick up a daily newspaper for job and TV listings. These young households typically go online each day for a variety of activities, from finding sports scores and job openings to listening to streaming radio and trying their luck at gambling sites.

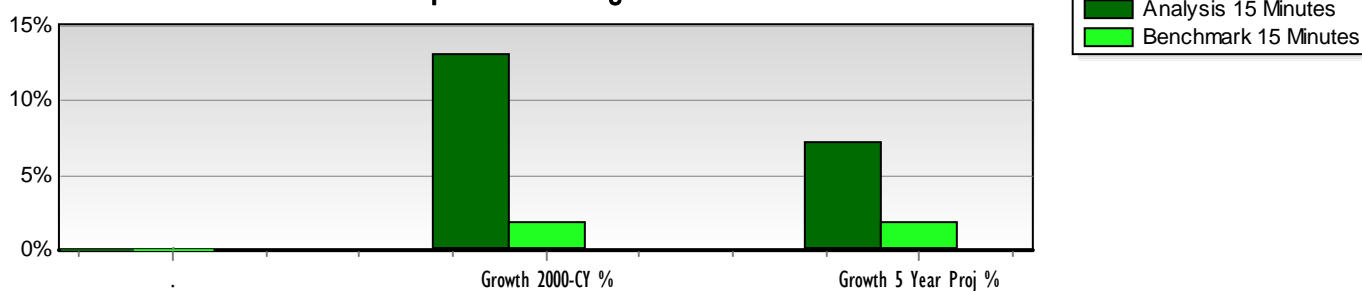
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Alchemy Market

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	9,304	152
Current Year Estimate	13,175	9,131	144
2000 Census	11,651	8,969	130

Population Change

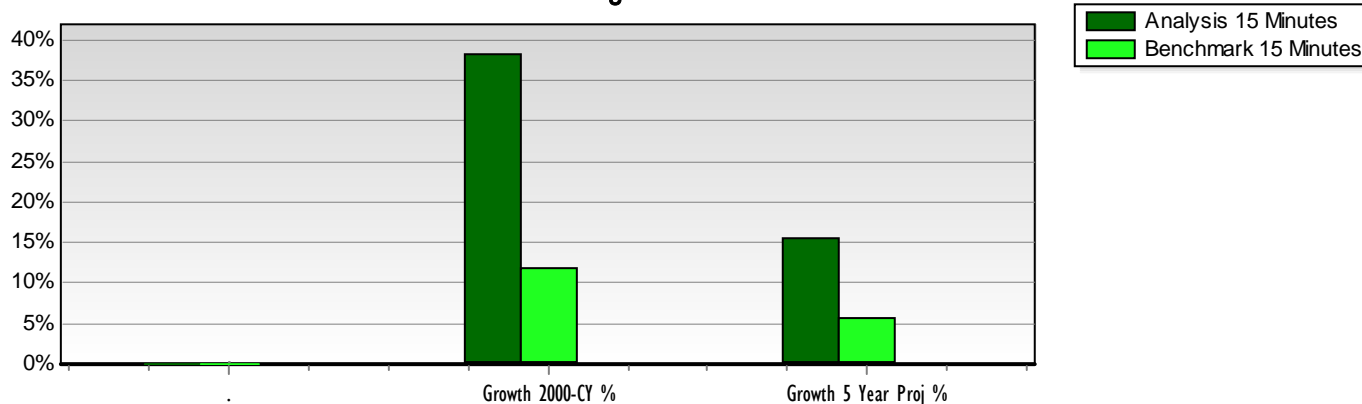


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	2,635	149

Household Profile

Five Year Projection	4,573	4,473	102
Current Year Estimate	3,961	4,233	94
2000 Census	2,865	3,785	76

Household Change



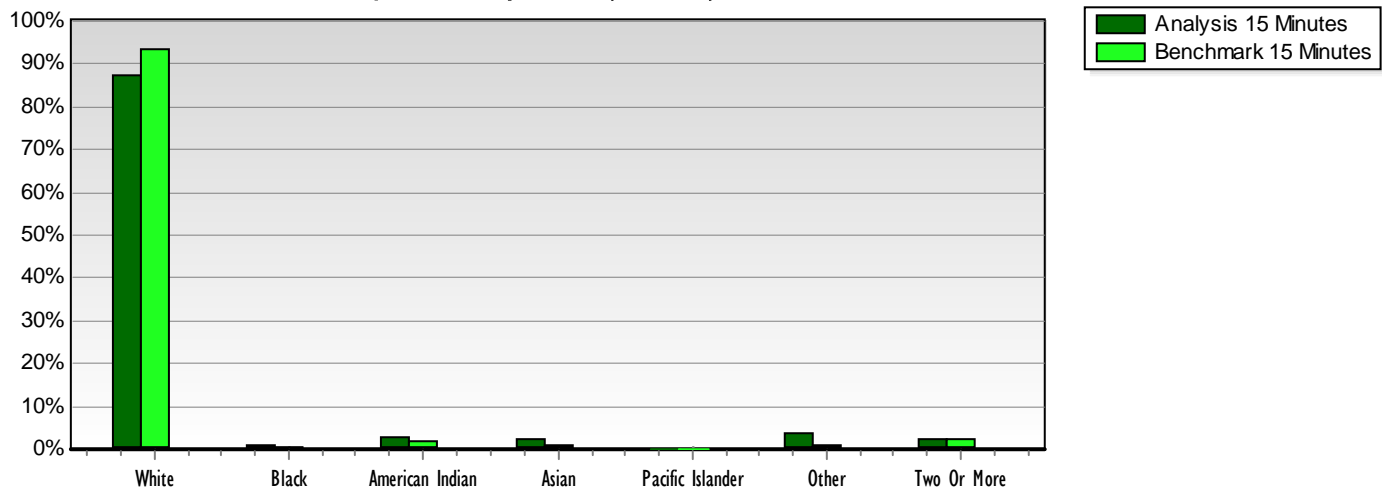
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Alchemy Market

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	3,957	88
Black	35	10	350
American Indian	117	86	136
Asian	91	38	239
Pacific Islander	0	7	0
Other	152	32	475
Two Or More	95	103	92
Total Population By Race	3,963	4,233	94

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	277	120
Non Hispanic Origin	3,629	3,955	92

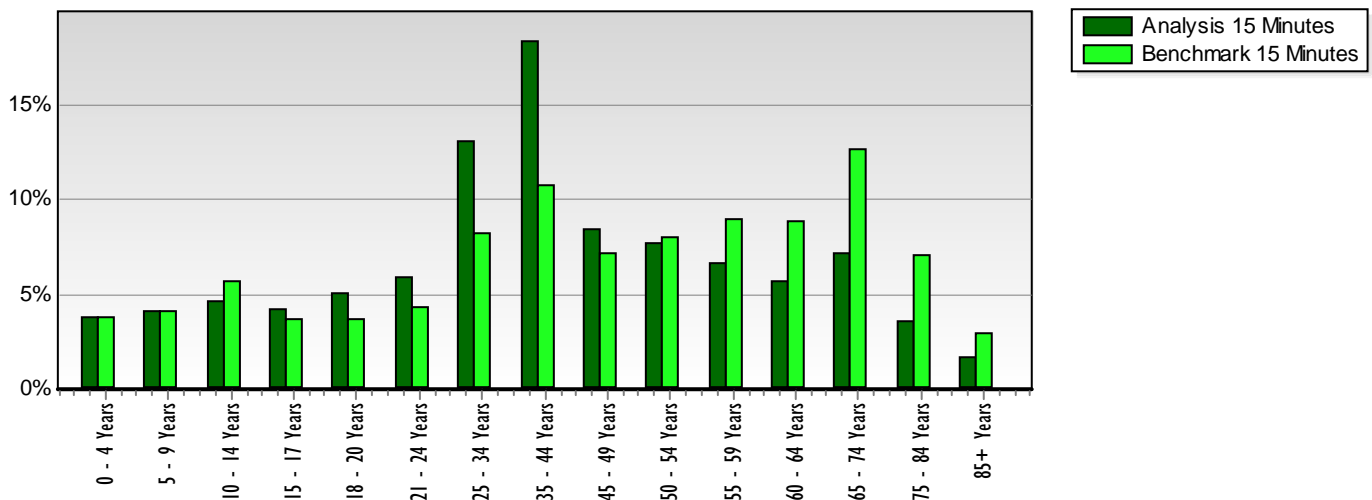
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Alchemy Market

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	343	144
5 to 9 years	536	380	141
10 to 14 years	611	520	118
15 to 17 years	561	339	165
18 to 20 years	666	337	198
21 to 24 years	774	398	194
25 to 34 years	1,722	754	228
35 to 44 years	2,416	977	247
45 to 49 years	1,110	659	168
50 to 54 years	1,020	735	139
55 to 59 years	868	814	107
60 to 64 years	752	806	93
65 to 74 years	943	1,159	81
75 to 84 years	479	642	75
85+ Years	222	267	83
Total Population By Age	13,175	9,131	144
Median Age	40.0	49.0	82

Population By Age (Current)



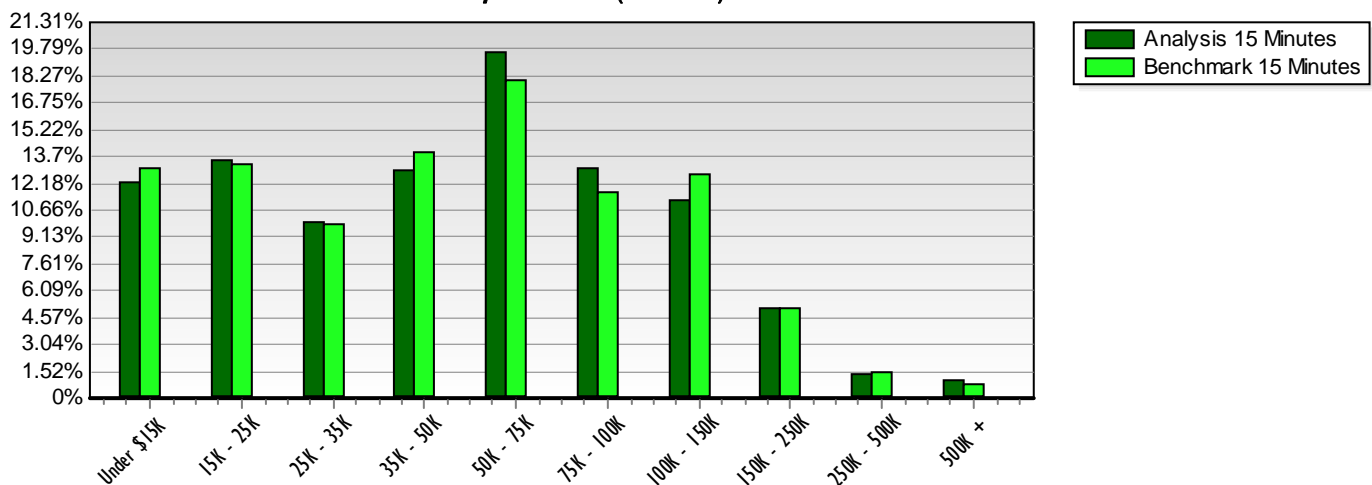
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Alchemy Market

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	562	88
\$15,000 to \$24,999	542	570	95
\$25,000 to \$34,999	400	425	94
\$35,000 to \$49,999	520	601	87
\$50,000 to \$74,999	790	775	102
\$75,000 to \$99,999	525	501	105
\$100,000 to \$149,999	451	546	83
\$150,000 to \$249,999	207	218	95
\$250,000 to \$499,999	56	65	86
\$500,000 +	43	32	134
Total Households By Income	4,028		
Average Household Income	\$70,224	\$68,583	102
Median Household Income	\$50,734	\$48,845	104

Households By Income (Current)



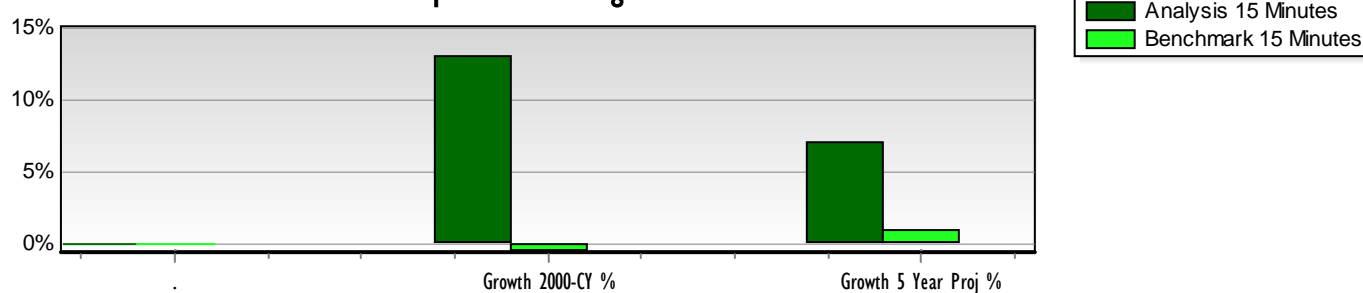
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Amador Vintage Market

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	5,714	247
Current Year Estimate	13,175	5,656	233
2000 Census	11,651	5,684	205

Population Change

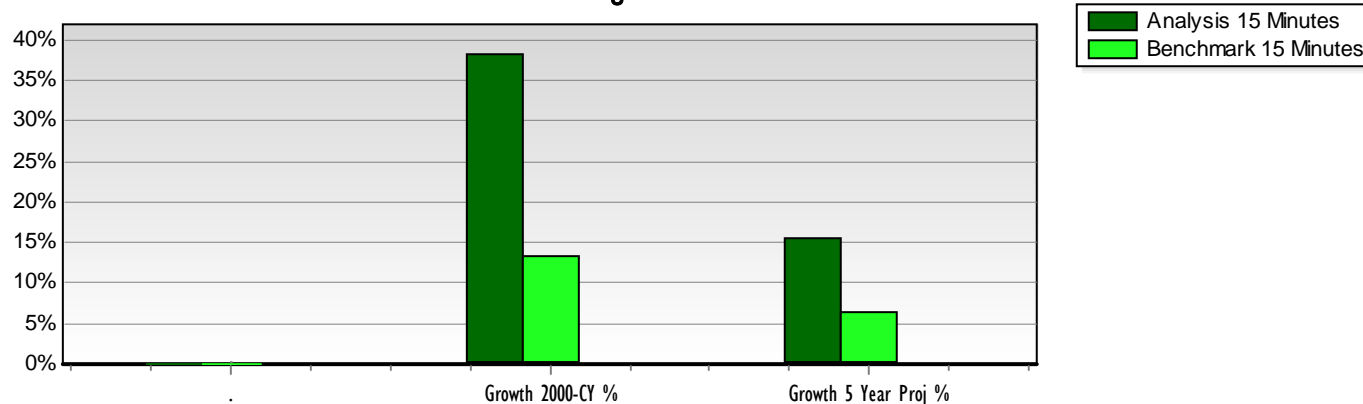


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	1,654	237

Household Profile

Five Year Projection	4,573	2,907	157
Current Year Estimate	3,961	2,729	145
2000 Census	2,865	2,406	119

Household Change



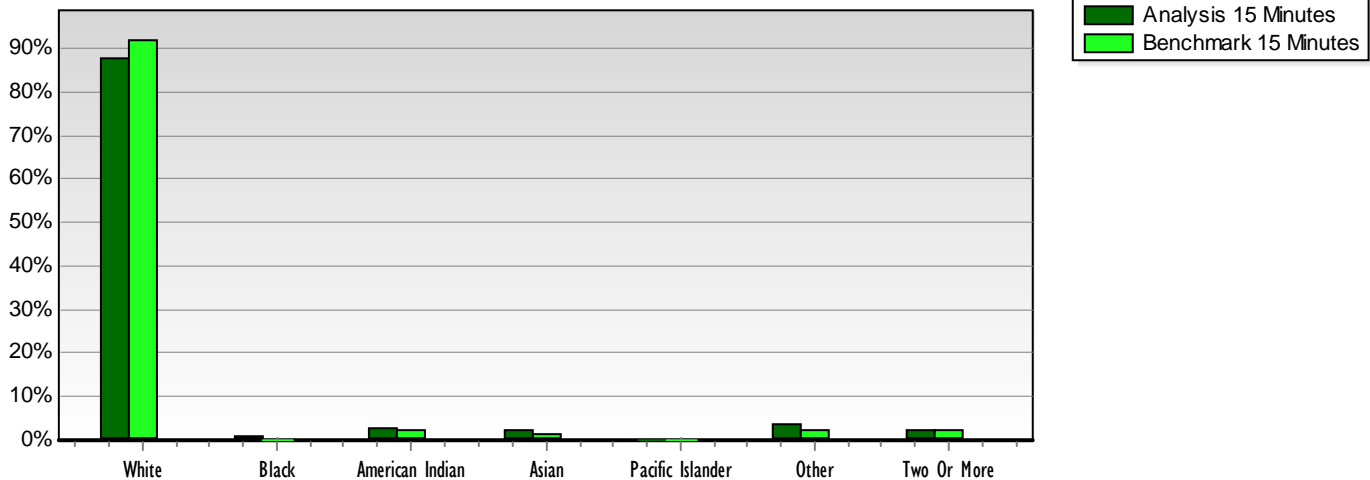
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Amador Vintage Market

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	2,508	138
Black	35	1	3,500
American Indian	117	62	189
Asian	91	34	268
Pacific Islander	0	0	0
Other	152	58	262
Two Or More	95	67	142
Total Population By Race	3,963	2,730	145

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	180	185
Non Hispanic Origin	3,629	2,549	142

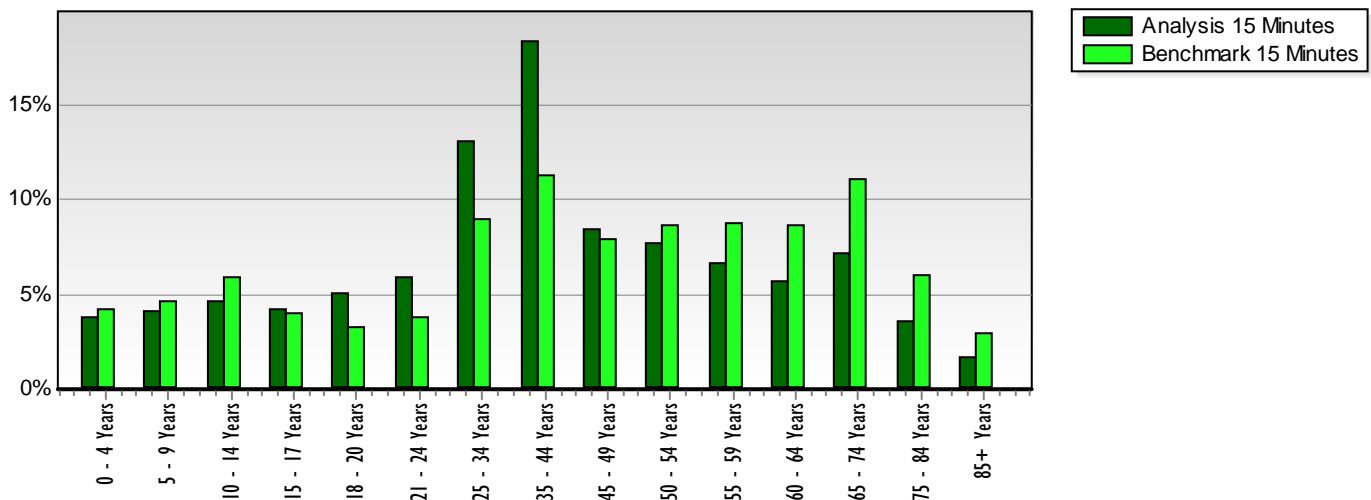
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Amador Vintage Market

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	241	205
5 to 9 years	536	265	202
10 to 14 years	611	332	184
15 to 17 years	561	228	246
18 to 20 years	666	183	364
21 to 24 years	774	215	360
25 to 34 years	1,722	508	339
35 to 44 years	2,416	635	380
45 to 49 years	1,110	446	249
50 to 54 years	1,020	488	209
55 to 59 years	868	493	176
60 to 64 years	752	489	154
65 to 74 years	943	624	151
75 to 84 years	479	339	141
85+ Years	222	168	132
Total Population By Age	13,175	5,656	233
Median Age	40.0	48.0	83

Population By Age (Current)



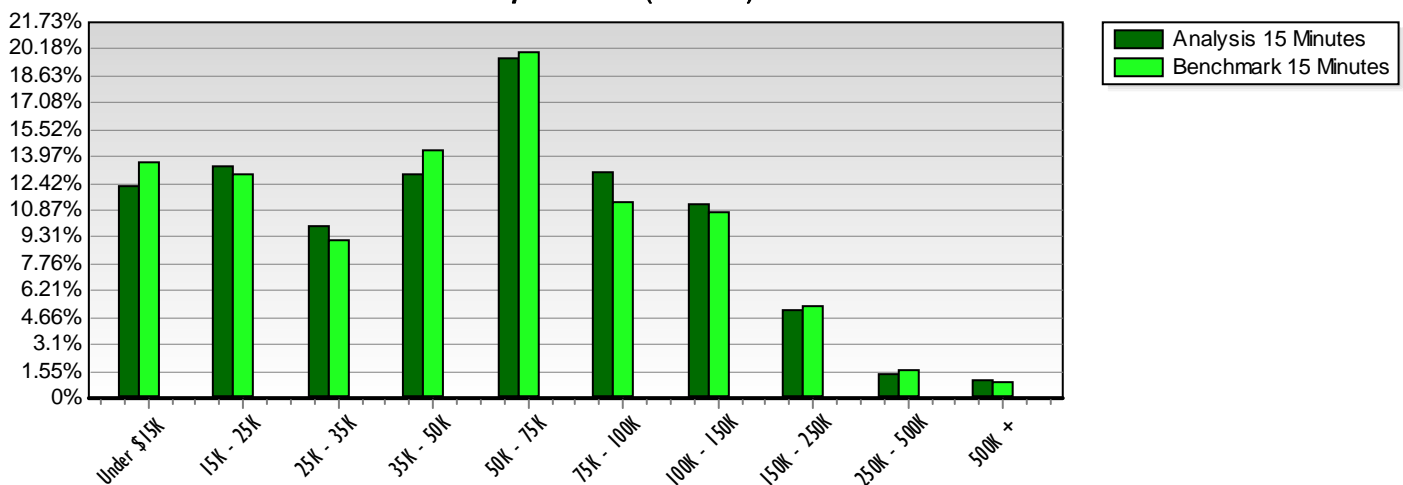
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Amador Vintage Market

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	377	131
\$15,000 to \$24,999	542	358	151
\$25,000 to \$34,999	400	254	157
\$35,000 to \$49,999	520	399	130
\$50,000 to \$74,999	790	555	142
\$75,000 to \$99,999	525	313	168
\$100,000 to \$149,999	451	299	151
\$150,000 to \$249,999	207	149	139
\$250,000 to \$499,999	56	44	127
\$500,000 +	43	27	159
Total Households By Income	4,028		
Average Household Income	\$70,224	\$69,415	101
Median Household Income	\$50,734	\$49,055	103

Households By Income (Current)



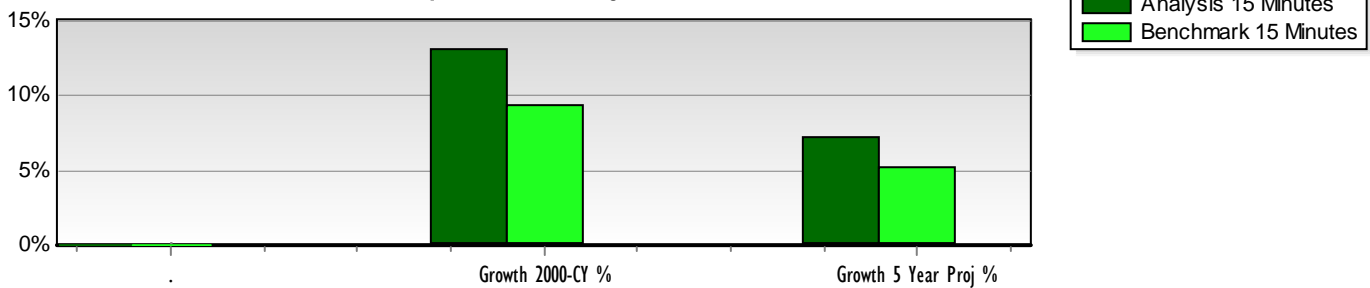
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Andraes Bakery

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	13,711	103
Current Year Estimate	13,175	13,033	101
2000 Census	11,651	11,922	98

Population Change

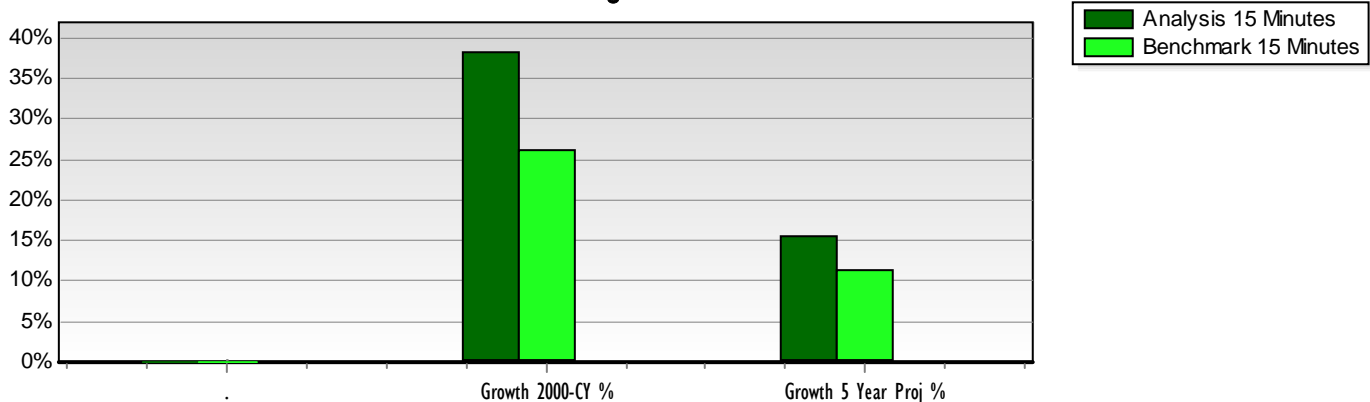


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	7,868	50

Household Profile

Five Year Projection	4,573	6,478	71
Current Year Estimate	3,961	5,823	68
2000 Census	2,865	4,620	62

Household Change



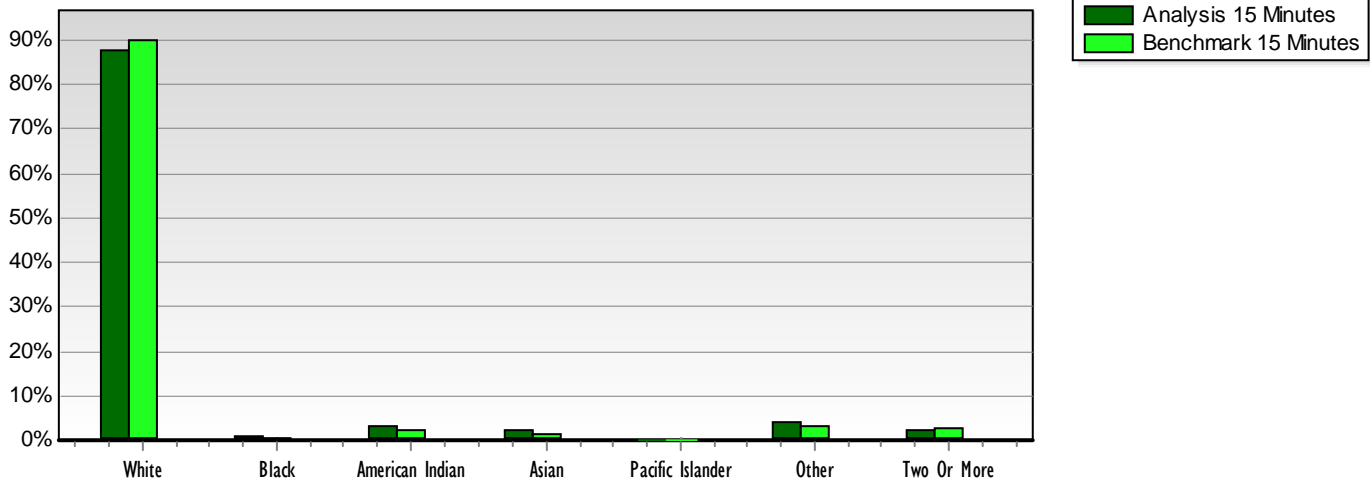
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Andraes Bakery

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	5,243	66
Black	35	18	194
American Indian	117	132	89
Asian	91	90	101
Pacific Islander	0	0	0
Other	152	191	80
Two Or More	95	150	63
Total Population By Race	3,963	5,824	68

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	453	74
Non Hispanic Origin	3,629	5,370	68

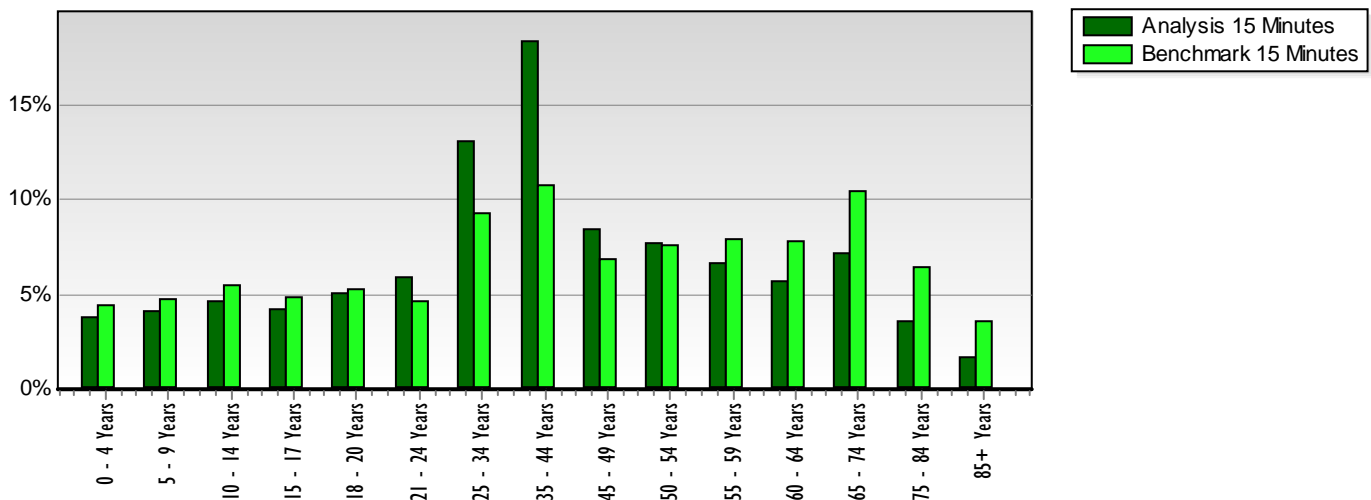
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Andraes Bakery

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	583	85
5 to 9 years	536	615	87
10 to 14 years	611	709	86
15 to 17 years	561	637	88
18 to 20 years	666	680	98
21 to 24 years	774	610	127
25 to 34 years	1,722	1,206	143
35 to 44 years	2,416	1,397	173
45 to 49 years	1,110	893	124
50 to 54 years	1,020	985	104
55 to 59 years	868	1,031	84
60 to 64 years	752	1,020	74
65 to 74 years	943	1,361	69
75 to 84 years	479	837	57
85+ Years	222	467	48
Total Population By Age	13,175	13,033	101
Median Age	40.0	45.0	89

Population By Age (Current)



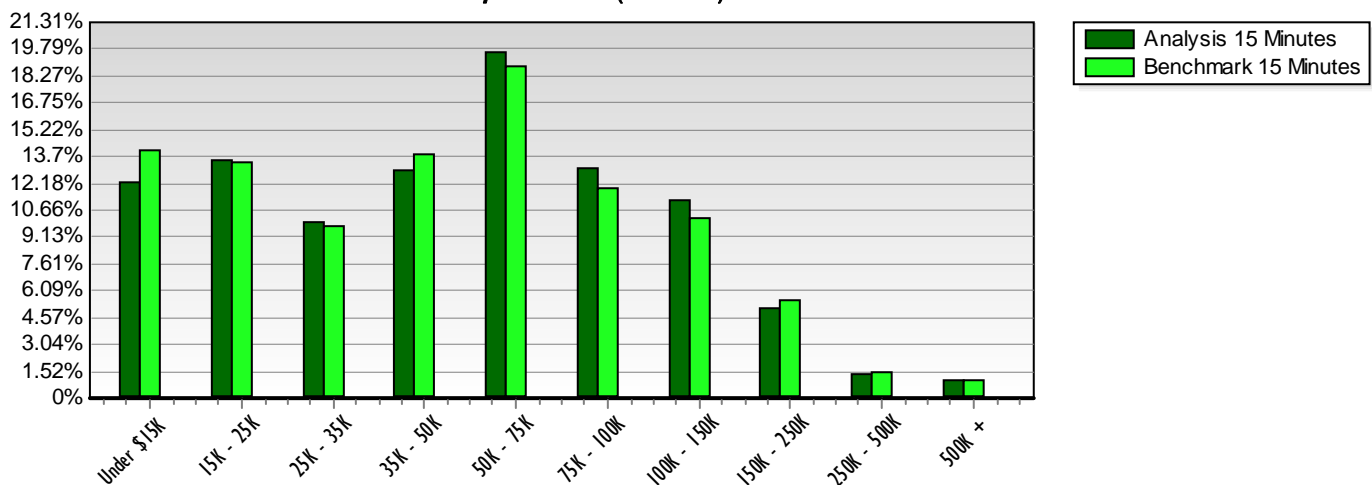
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Andraes Bakery

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	835	59
\$15,000 to \$24,999	542	790	69
\$25,000 to \$34,999	400	575	70
\$35,000 to \$49,999	520	822	63
\$50,000 to \$74,999	790	1,113	71
\$75,000 to \$99,999	525	706	74
\$100,000 to \$149,999	451	606	74
\$150,000 to \$249,999	207	329	63
\$250,000 to \$499,999	56	90	62
\$500,000 +	43	62	69
Total Households By Income	4,028		
Average Household Income	\$70,224	\$69,161	102
Median Household Income	\$50,734	\$47,773	106

Households By Income (Current)



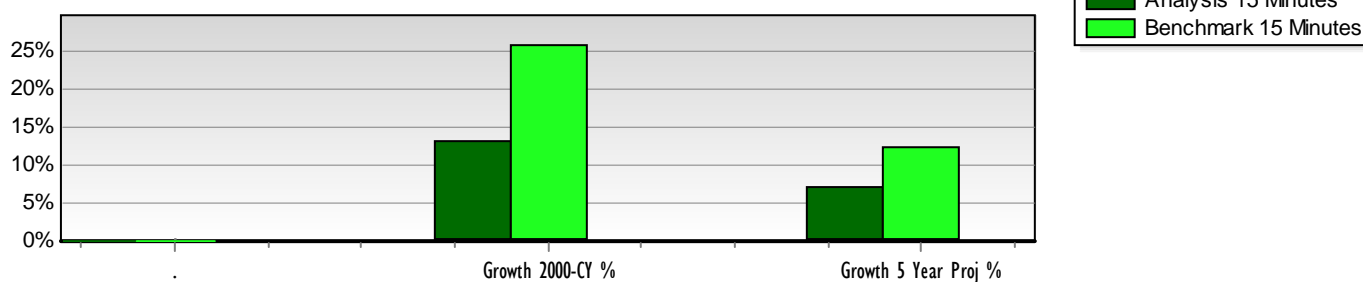
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Auburn Ale House

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	96,902	15
Current Year Estimate	13,175	86,126	15
2000 Census	11,651	68,440	17

Population Change

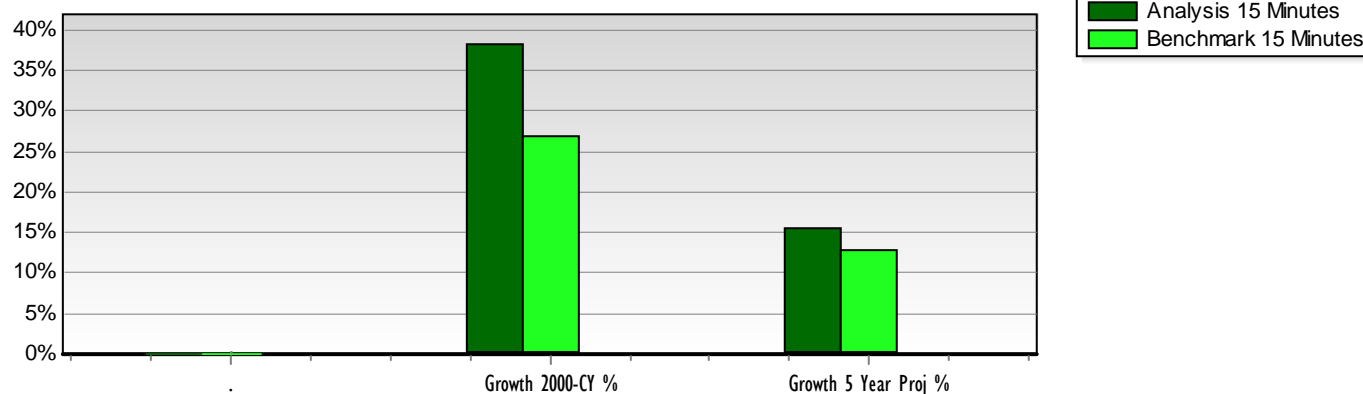


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	40,445	10

Household Profile

Five Year Projection	4,573	37,904	12
Current Year Estimate	3,961	33,621	12
2000 Census	2,865	26,505	11

Household Change



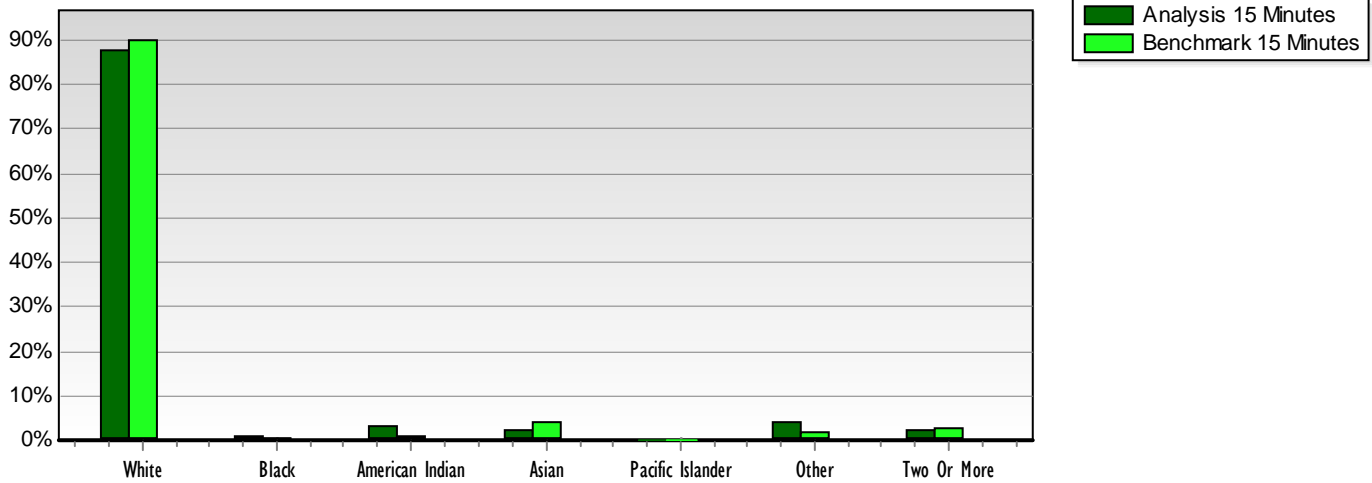
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Auburn Ale House

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	30,230	11
Black	35	168	21
American Indian	117	338	35
Asian	91	1,323	7
Pacific Islander	0	22	0
Other	152	566	27
Two Or More	95	971	10
Total Population By Race	3,963	33,618	12

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	2,649	13
Non Hispanic Origin	3,629	30,970	12

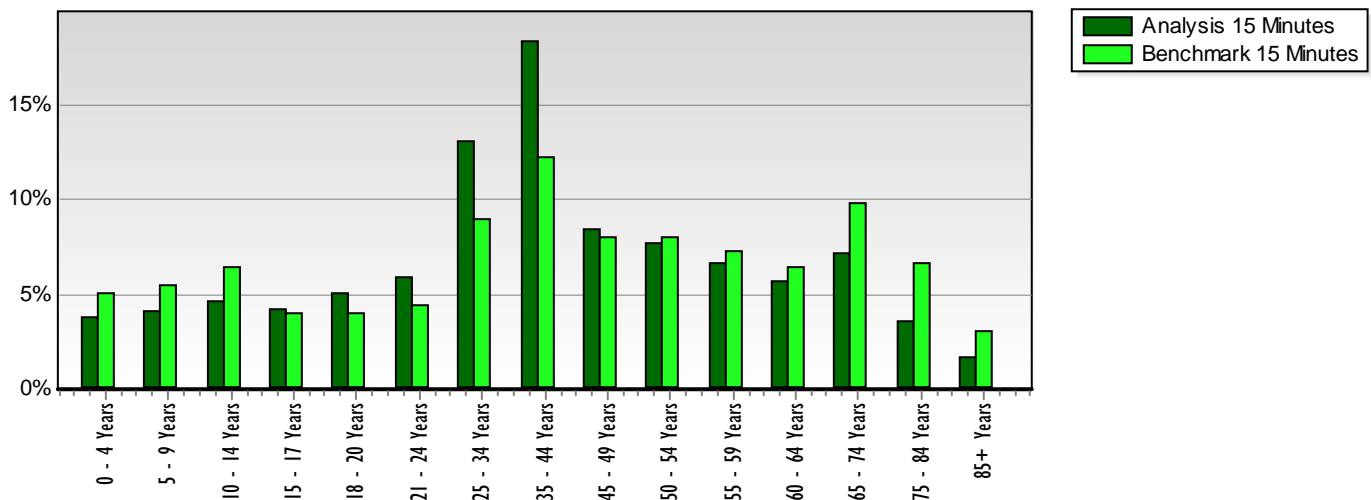
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Auburn Ale House

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	4,339	11
5 to 9 years	536	4,754	11
10 to 14 years	611	5,534	11
15 to 17 years	561	3,406	16
18 to 20 years	666	3,421	19
21 to 24 years	774	3,849	20
25 to 34 years	1,722	7,708	22
35 to 44 years	2,416	10,562	23
45 to 49 years	1,110	6,937	16
50 to 54 years	1,020	6,926	15
55 to 59 years	868	6,260	14
60 to 64 years	752	5,560	14
65 to 74 years	943	8,480	11
75 to 84 years	479	5,743	8
85+ Years	222	2,647	8
Total Population By Age	13,175	86,126	15
Median Age	40.0	45.0	89

Population By Age (Current)



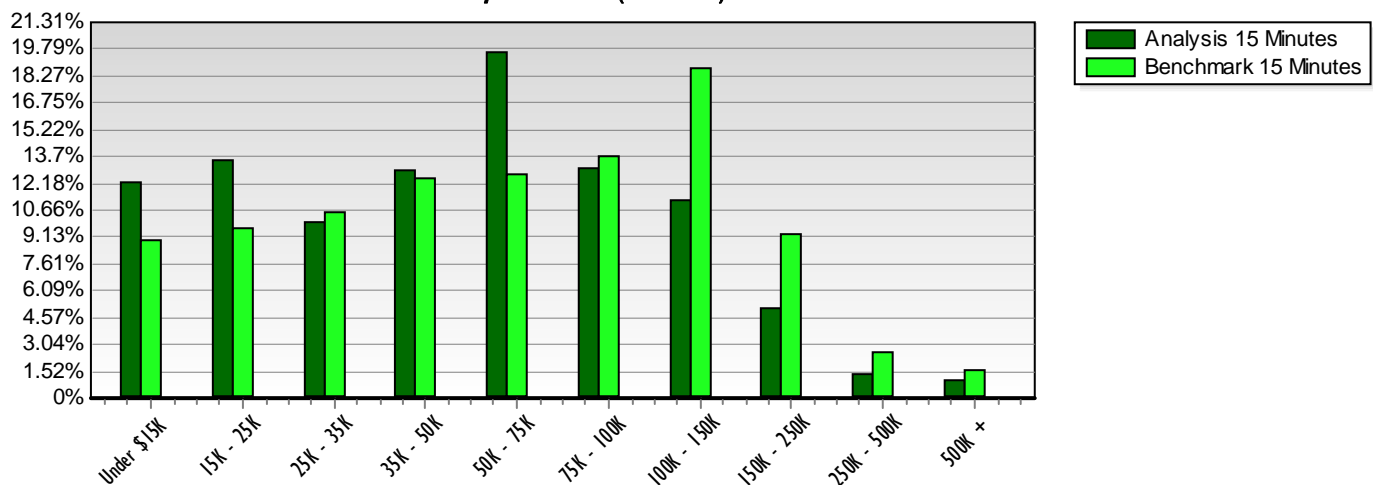
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Auburn Ale House

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	3,101	16
\$15,000 to \$24,999	542	3,337	16
\$25,000 to \$34,999	400	3,632	11
\$35,000 to \$49,999	520	4,312	12
\$50,000 to \$74,999	790	4,385	18
\$75,000 to \$99,999	525	4,734	11
\$100,000 to \$149,999	451	6,466	7
\$150,000 to \$249,999	207	3,204	6
\$250,000 to \$499,999	56	886	6
\$500,000 +	43	564	8
Total Households By Income	4,028		
Average Household Income	\$70,224	\$90,463	78
Median Household Income	\$50,734	\$63,392	80

Households By Income (Current)



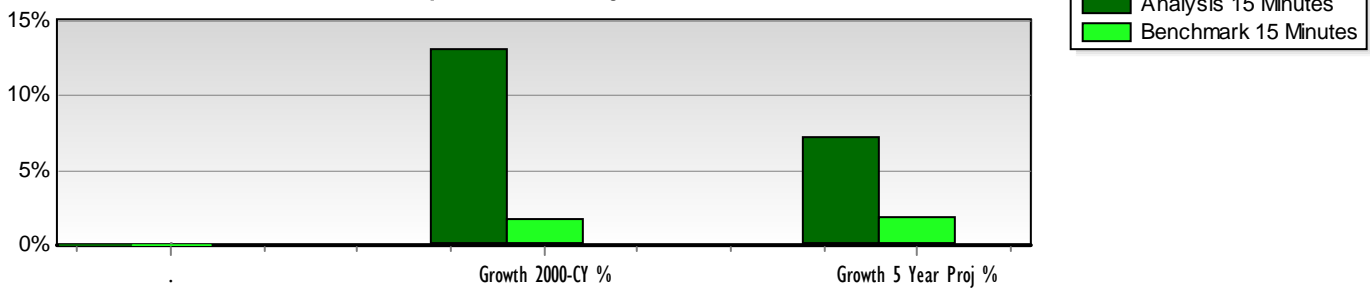
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Dunbar House

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	9,334	151
Current Year Estimate	13,175	9,161	144
2000 Census	11,651	9,001	129

Population Change

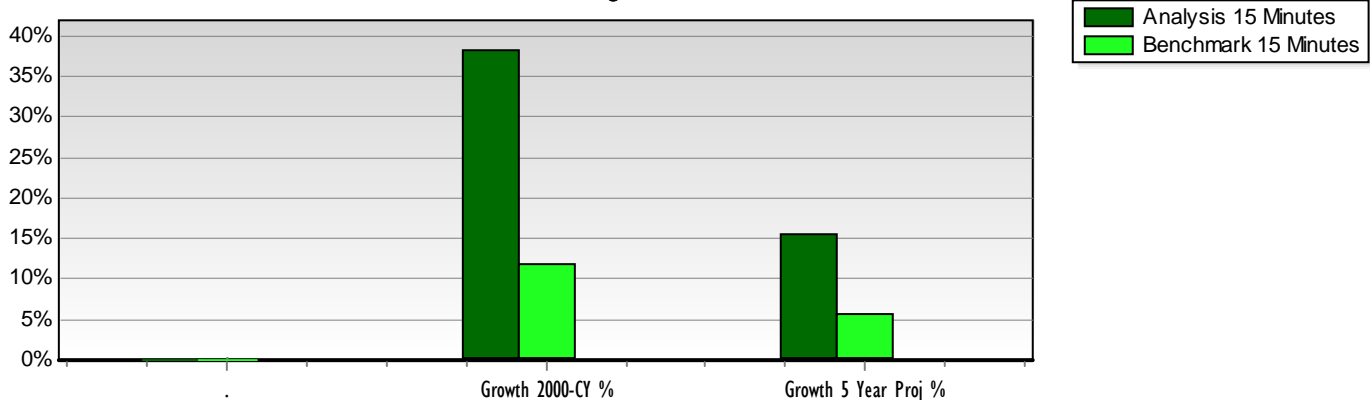


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	2,643	149

Household Profile

Five Year Projection	4,573	4,486	102
Current Year Estimate	3,961	4,246	93
2000 Census	2,865	3,797	75

Household Change



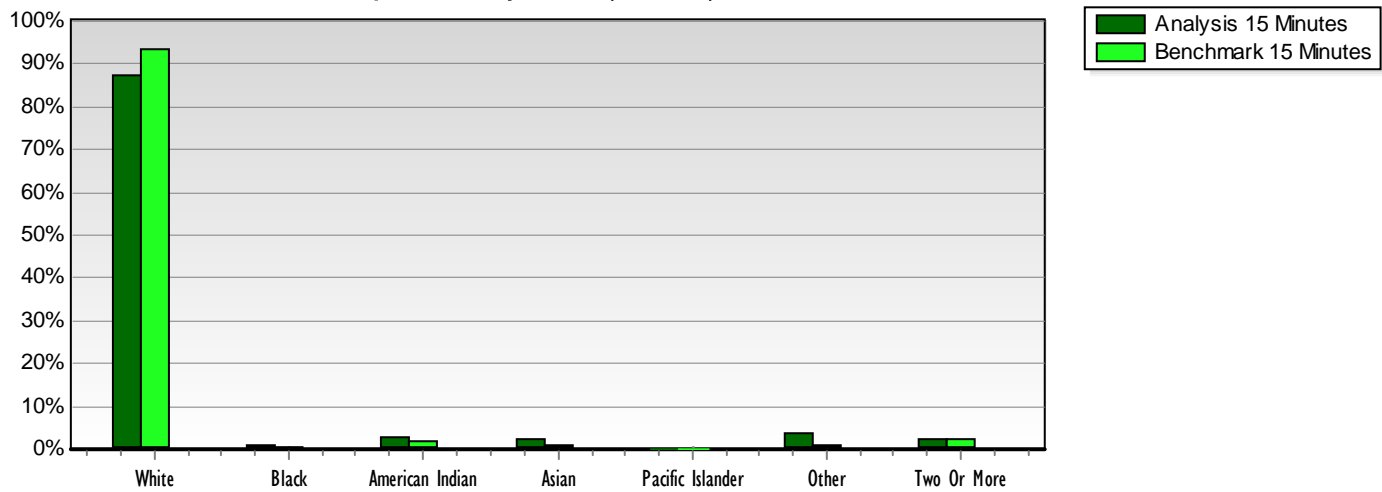
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Dunbar House

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	3,969	88
Black	35	10	350
American Indian	117	86	136
Asian	91	38	239
Pacific Islander	0	7	0
Other	152	32	475
Two Or More	95	103	92
Total Population By Race	3,963	4,245	93

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	278	120
Non Hispanic Origin	3,629	3,967	91

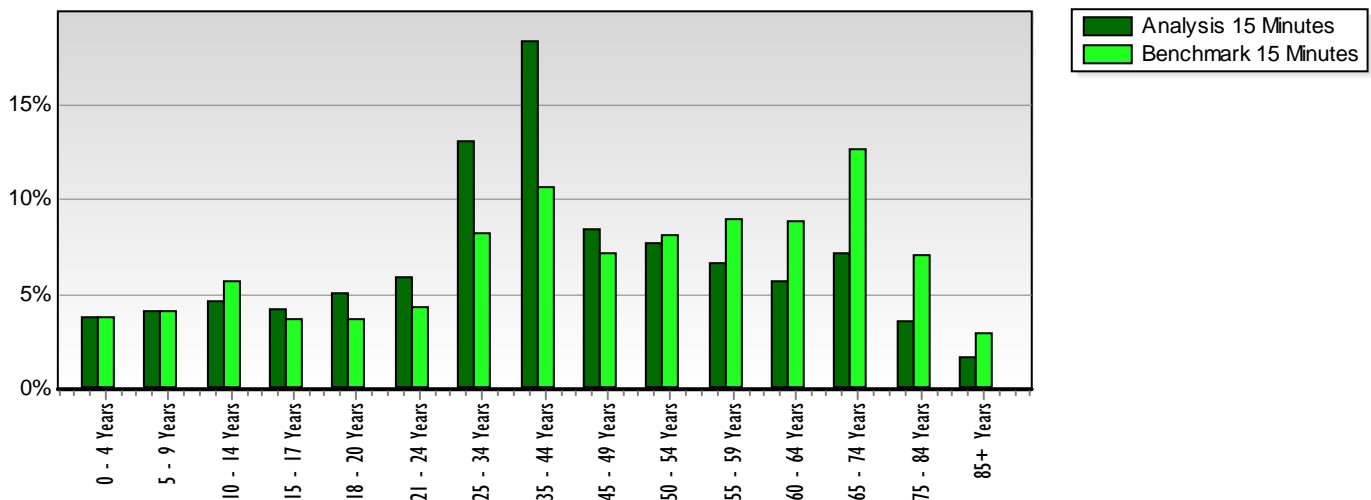
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Dunbar House

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	344	144
5 to 9 years	536	381	141
10 to 14 years	611	522	117
15 to 17 years	561	341	165
18 to 20 years	666	338	197
21 to 24 years	774	399	194
25 to 34 years	1,722	756	228
35 to 44 years	2,416	979	247
45 to 49 years	1,110	661	168
50 to 54 years	1,020	739	138
55 to 59 years	868	817	106
60 to 64 years	752	809	93
65 to 74 years	943	1,163	81
75 to 84 years	479	644	74
85+ Years	222	268	83
Total Population By Age	13,175	9,161	144
Median Age	40.0	49.0	82

Population By Age (Current)



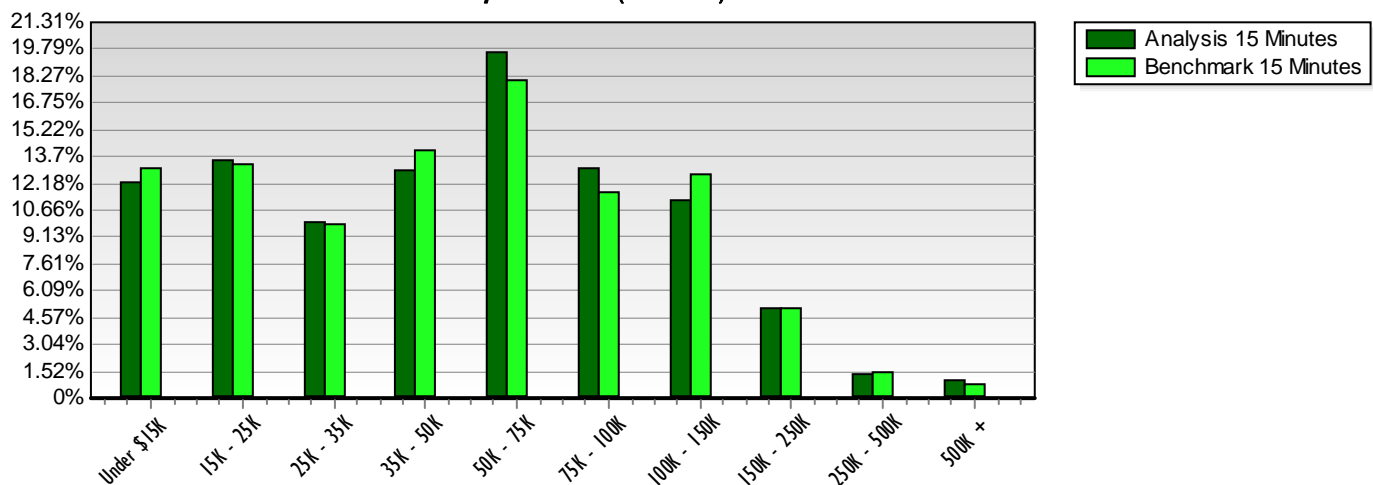
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Dunbar House

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	564	88
\$15,000 to \$24,999	542	571	95
\$25,000 to \$34,999	400	426	94
\$35,000 to \$49,999	520	604	86
\$50,000 to \$74,999	790	779	101
\$75,000 to \$99,999	525	503	104
\$100,000 to \$149,999	451	548	82
\$150,000 to \$249,999	207	220	94
\$250,000 to \$499,999	56	65	86
\$500,000 +	43	32	134
Total Households By Income	4,028		
Average Household Income	\$70,224	\$68,593	102
Median Household Income	\$50,734	\$48,869	104

Households By Income (Current)



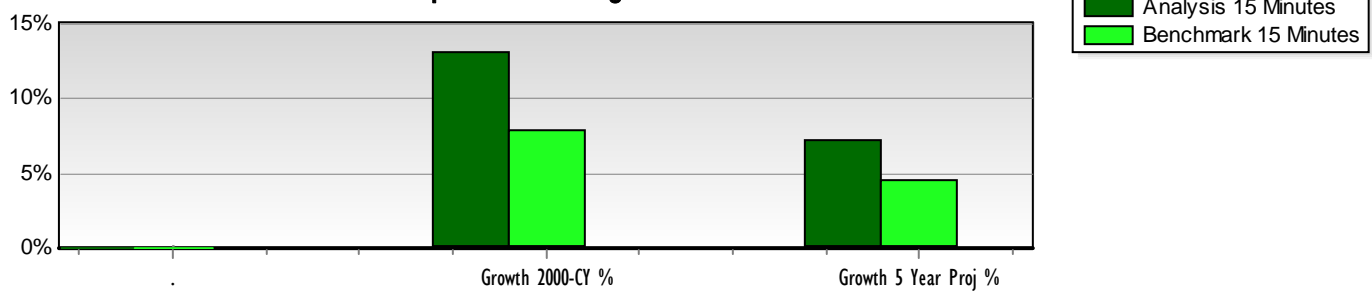
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grey Gables Inn

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	13,597	104
Current Year Estimate	13,175	13,009	101
2000 Census	11,651	12,058	97

Population Change

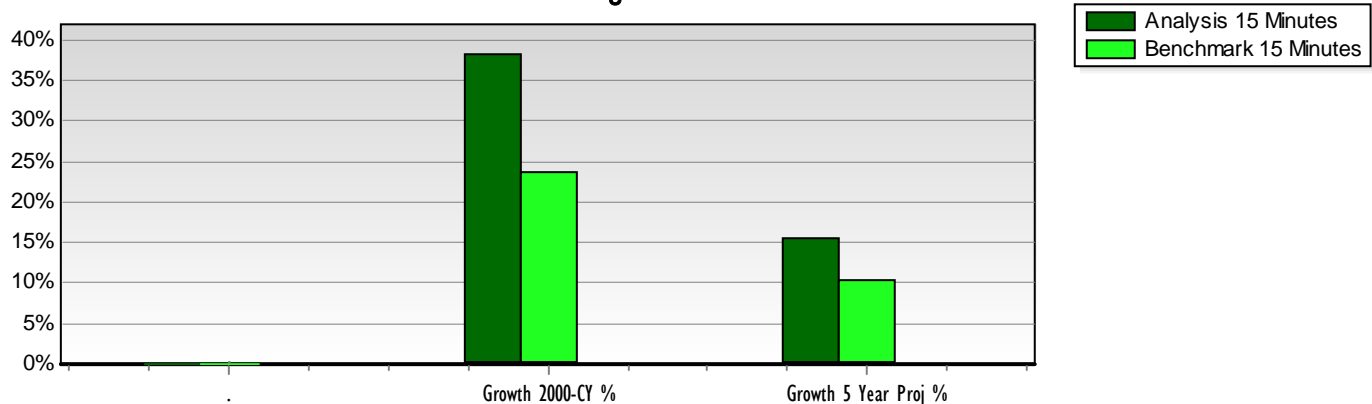


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	7,408	53

Household Profile

Five Year Projection	4,573	6,832	67
Current Year Estimate	3,961	6,190	64
2000 Census	2,865	5,005	57

Household Change



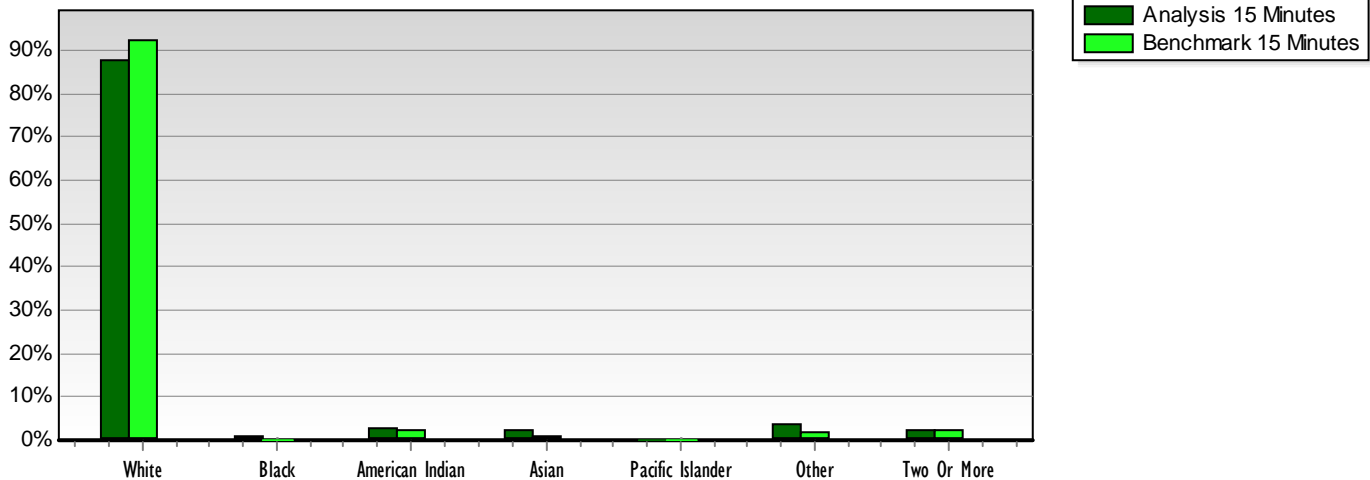
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grey Gables Inn

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	5,719	61
Black	35	5	700
American Indian	117	132	89
Asian	91	59	154
Pacific Islander	0	0	0
Other	152	128	119
Two Or More	95	148	64
Total Population By Race	3,963	6,191	64

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	420	79
Non Hispanic Origin	3,629	5,770	63

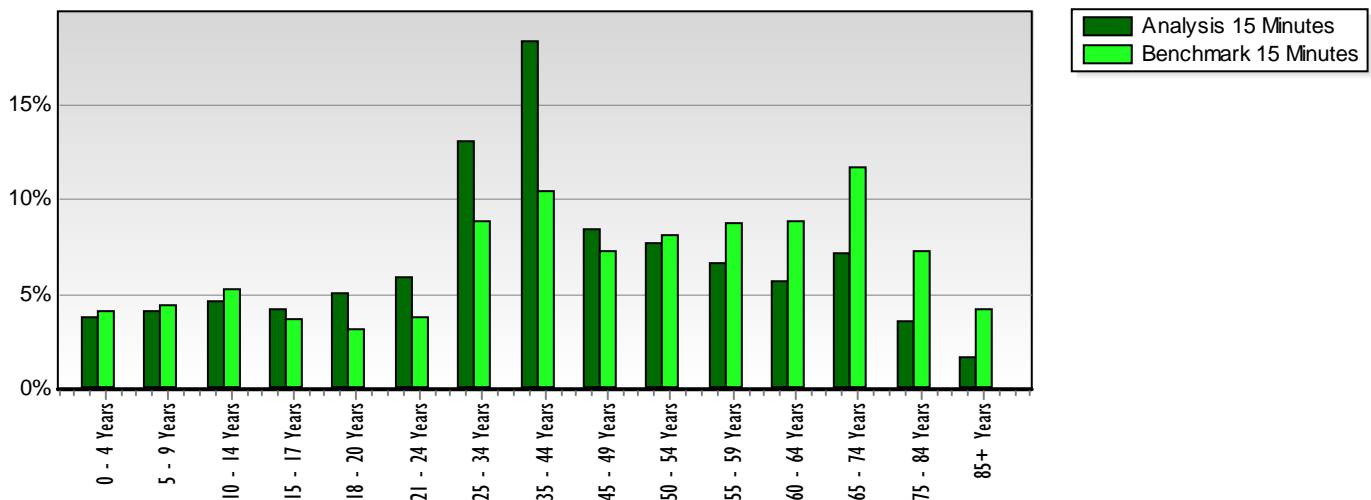
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Grey Gables Inn

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	541	91
5 to 9 years	536	576	93
10 to 14 years	611	681	90
15 to 17 years	561	482	116
18 to 20 years	666	405	164
21 to 24 years	774	500	155
25 to 34 years	1,722	1,157	149
35 to 44 years	2,416	1,359	178
45 to 49 years	1,110	941	118
50 to 54 years	1,020	1,060	96
55 to 59 years	868	1,138	76
60 to 64 years	752	1,153	65
65 to 74 years	943	1,520	62
75 to 84 years	479	952	50
85+ Years	222	544	41
Total Population By Age	13,175	13,009	101
Median Age	40.0	49.0	82

Population By Age (Current)



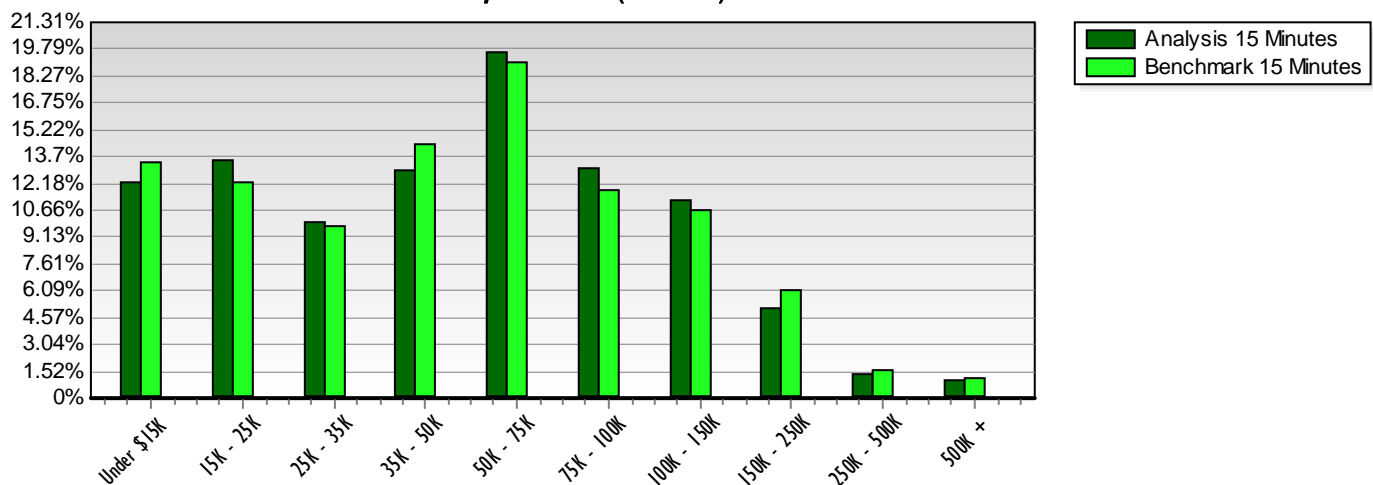
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grey Gables Inn

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	847	58
\$15,000 to \$24,999	542	773	70
\$25,000 to \$34,999	400	618	65
\$35,000 to \$49,999	520	906	57
\$50,000 to \$74,999	790	1,199	66
\$75,000 to \$99,999	525	741	71
\$100,000 to \$149,999	451	673	67
\$150,000 to \$249,999	207	383	54
\$250,000 to \$499,999	56	103	54
\$500,000 +	43	71	61
Total Households By Income	4,028		
Average Household Income	\$70,224	\$71,550	98
Median Household Income	\$50,734	\$49,079	103

Households By Income (Current)



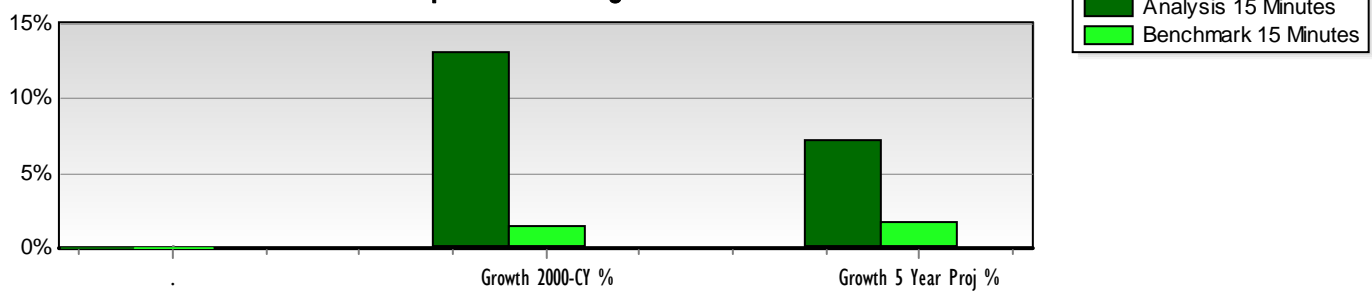
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grounds

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	9,436	150
Current Year Estimate	13,175	9,275	142
2000 Census	11,651	9,142	127

Population Change

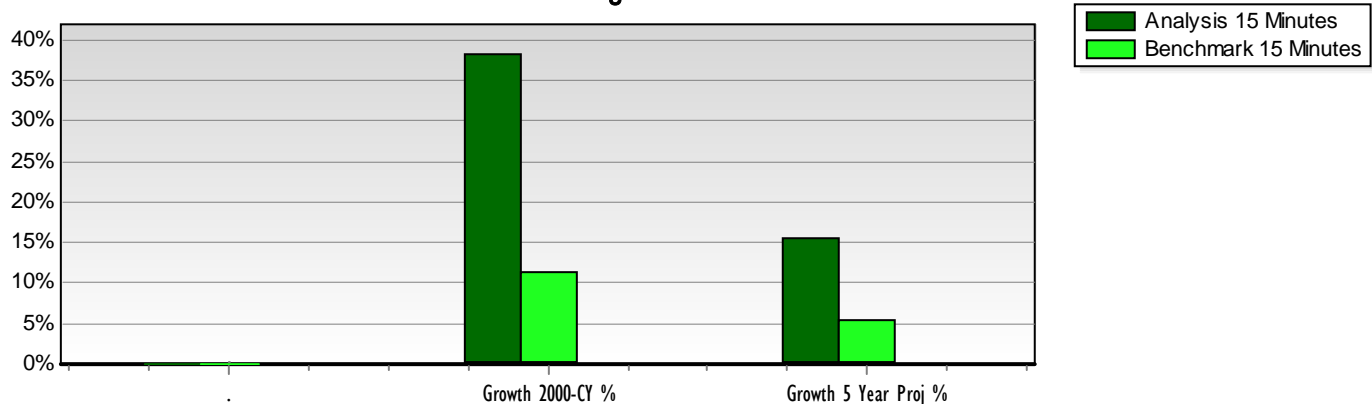


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	2,751	143

Household Profile

Five Year Projection	4,573	4,526	101
Current Year Estimate	3,961	4,290	92
2000 Census	2,865	3,849	74

Household Change



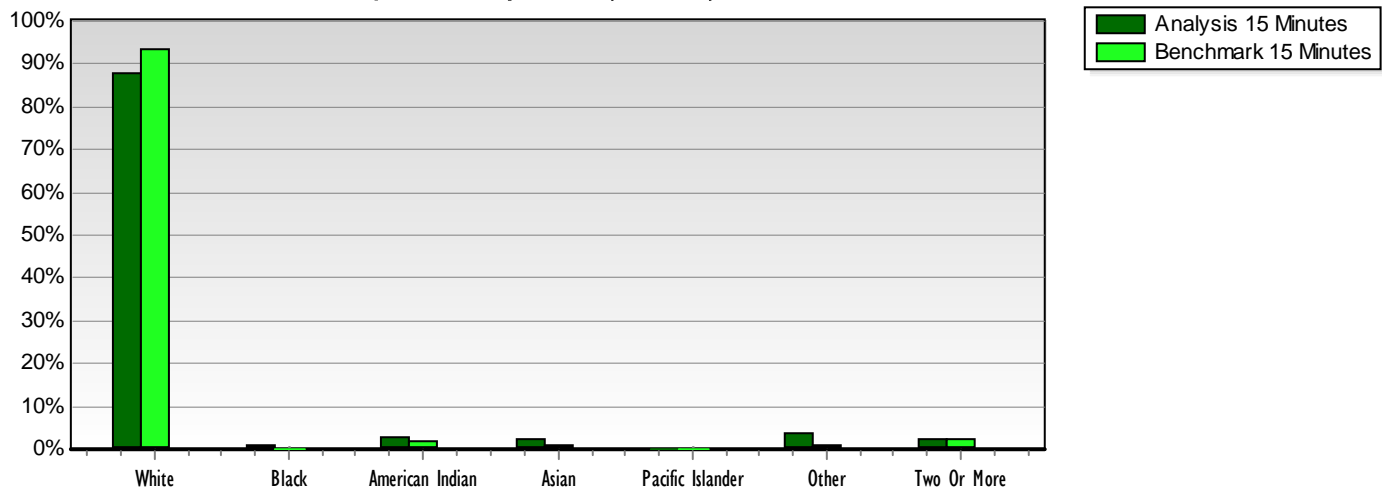
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grounds

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	4,008	87
Black	35	10	350
American Indian	117	88	133
Asian	91	37	246
Pacific Islander	0	7	0
Other	152	32	475
Two Or More	95	107	89
Total Population By Race	3,963	4,289	92

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	282	118
Non Hispanic Origin	3,629	4,007	91

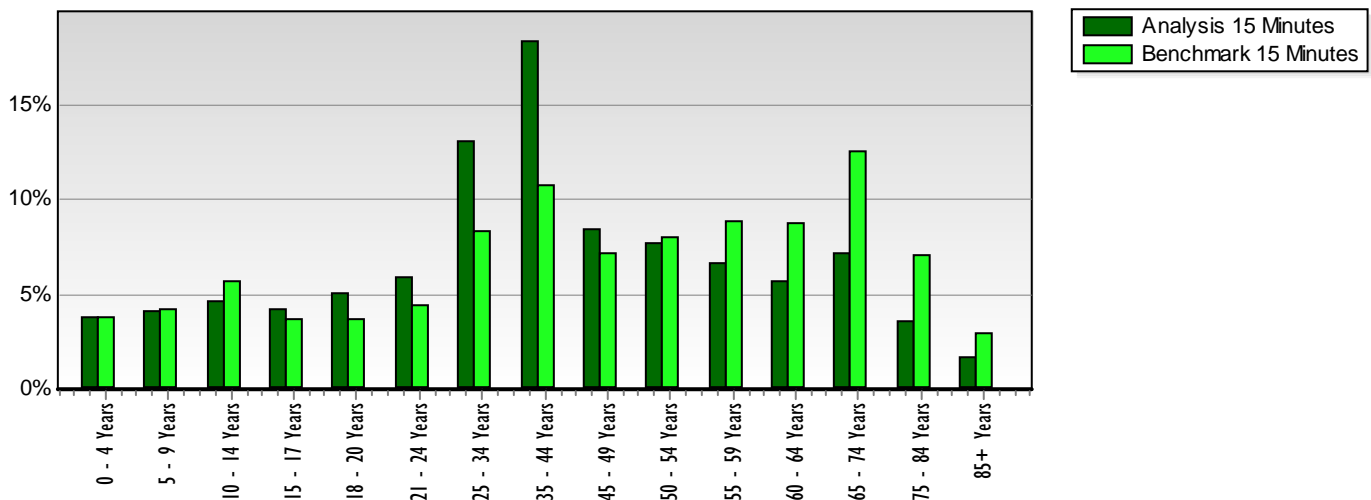
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grounds

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	353	140
5 to 9 years	536	389	138
10 to 14 years	611	529	116
15 to 17 years	561	345	163
18 to 20 years	666	344	194
21 to 24 years	774	410	189
25 to 34 years	1,722	774	222
35 to 44 years	2,416	994	243
45 to 49 years	1,110	668	166
50 to 54 years	1,020	747	137
55 to 59 years	868	819	106
60 to 64 years	752	810	93
65 to 74 years	943	1,167	81
75 to 84 years	479	651	74
85+ Years	222	275	81
Total Population By Age	13,175	9,275	142
Median Age	40.0	49.0	82

Population By Age (Current)



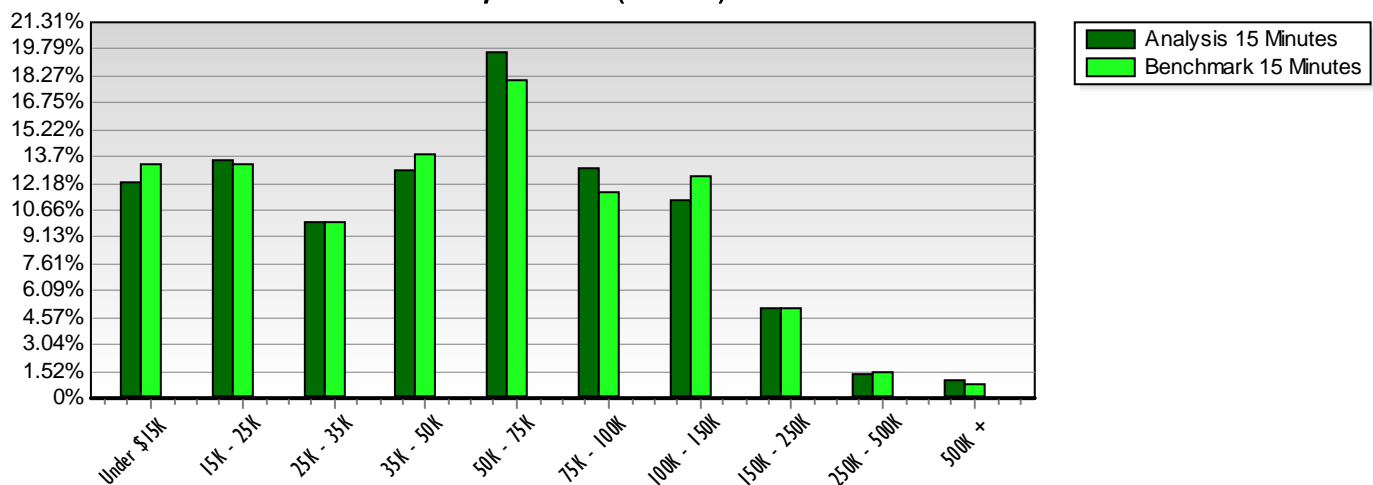
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Grounds

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	577	86
\$15,000 to \$24,999	542	578	94
\$25,000 to \$34,999	400	432	93
\$35,000 to \$49,999	520	604	86
\$50,000 to \$74,999	790	787	100
\$75,000 to \$99,999	525	506	104
\$100,000 to \$149,999	451	550	82
\$150,000 to \$249,999	207	222	93
\$250,000 to \$499,999	56	65	86
\$500,000 +	43	33	130
Total Households By Income	4,028		
Average Household Income	\$70,224	\$68,525	102
Median Household Income	\$50,734	\$48,738	104

Households By Income (Current)



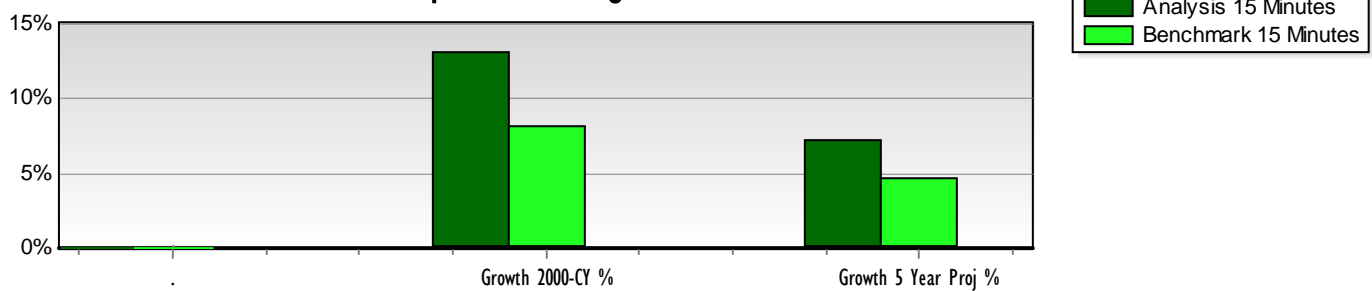
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Hanford House Inn

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	13,880	102
Current Year Estimate	13,175	13,268	99
2000 Census	11,651	12,275	95

Population Change

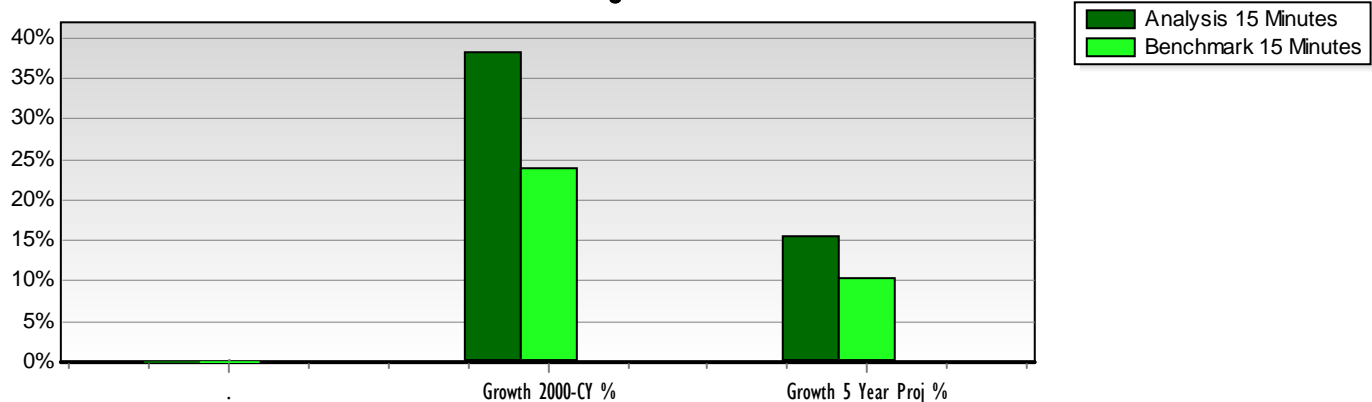


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	7,500	52

Household Profile

Five Year Projection	4,573	6,968	66
Current Year Estimate	3,961	6,308	63
2000 Census	2,865	5,088	56

Household Change



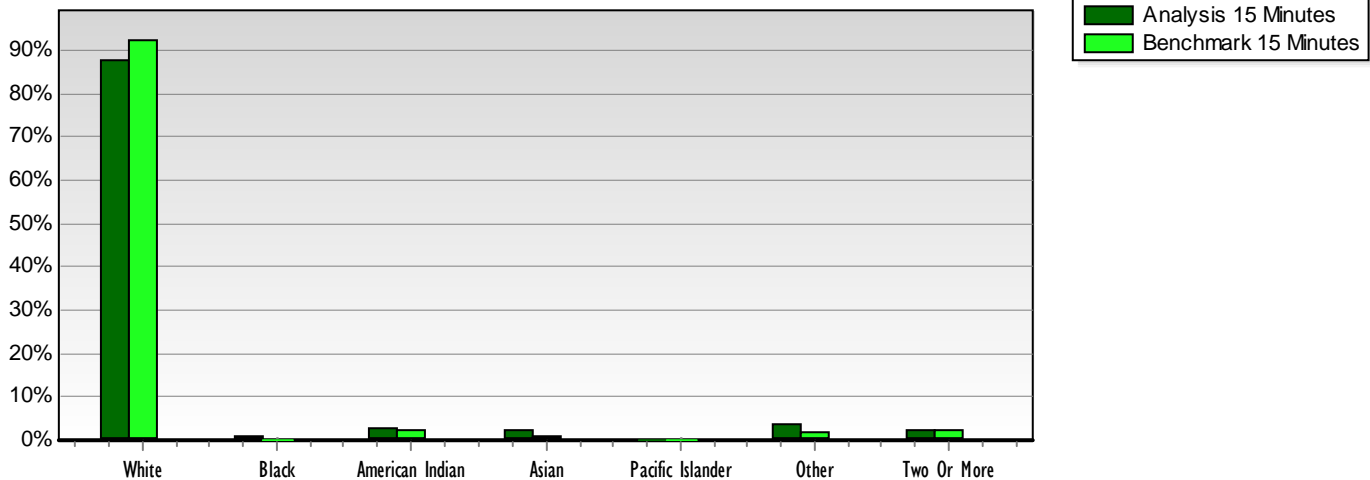
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Hanford House Inn

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	5,823	60
Black	35	6	583
American Indian	117	136	86
Asian	91	61	149
Pacific Islander	0	0	0
Other	152	131	116
Two Or More	95	151	63
Total Population By Race	3,963	6,308	63

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	429	78
Non Hispanic Origin	3,629	5,879	62

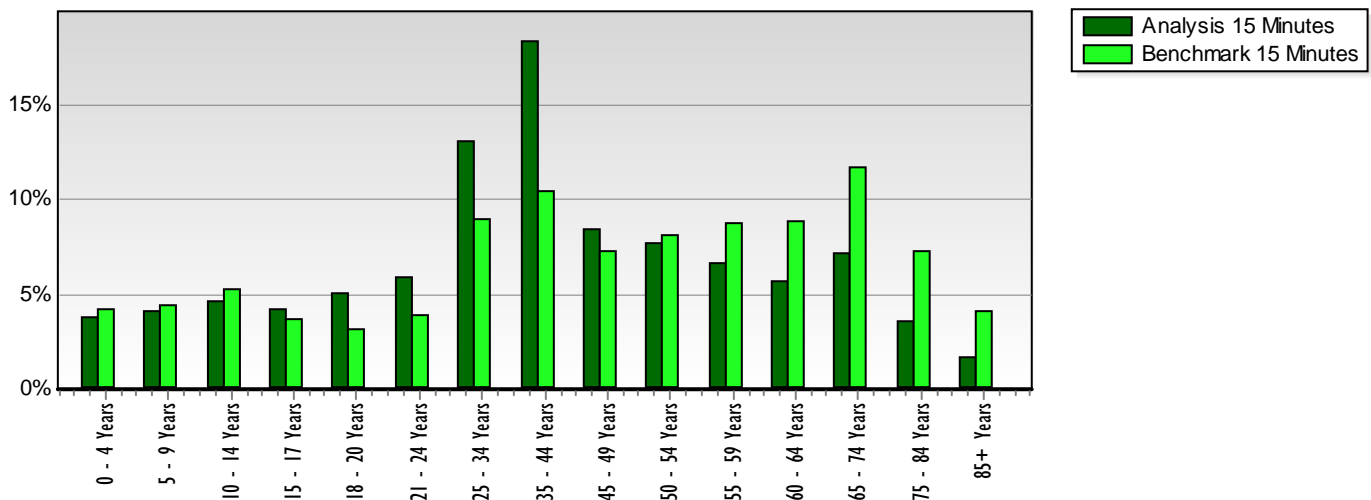
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Hanford House Inn

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	556	89
5 to 9 years	536	591	91
10 to 14 years	611	698	88
15 to 17 years	561	493	114
18 to 20 years	666	414	161
21 to 24 years	774	512	151
25 to 34 years	1,722	1,187	145
35 to 44 years	2,416	1,391	174
45 to 49 years	1,110	959	116
50 to 54 years	1,020	1,078	95
55 to 59 years	868	1,158	75
60 to 64 years	752	1,171	64
65 to 74 years	943	1,546	61
75 to 84 years	479	965	50
85+ Years	222	550	40
Total Population By Age	13,175	13,268	99
Median Age	40.0	49.0	82

Population By Age (Current)



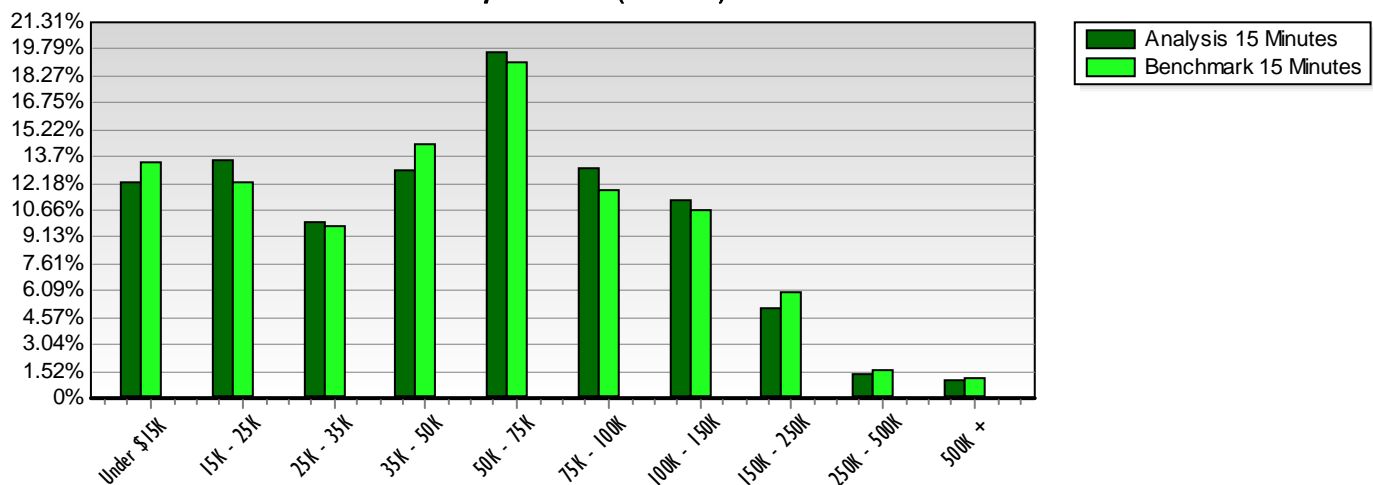
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Hanford House Inn

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	861	57
\$15,000 to \$24,999	542	789	69
\$25,000 to \$34,999	400	630	63
\$35,000 to \$49,999	520	923	56
\$50,000 to \$74,999	790	1,222	65
\$75,000 to \$99,999	525	757	69
\$100,000 to \$149,999	451	687	66
\$150,000 to \$249,999	207	389	53
\$250,000 to \$499,999	56	105	53
\$500,000 +	43	72	60
Total Households By Income	4,028		
Average Household Income	\$70,224	\$71,516	98
Median Household Income	\$50,734	\$49,109	103

Households By Income (Current)



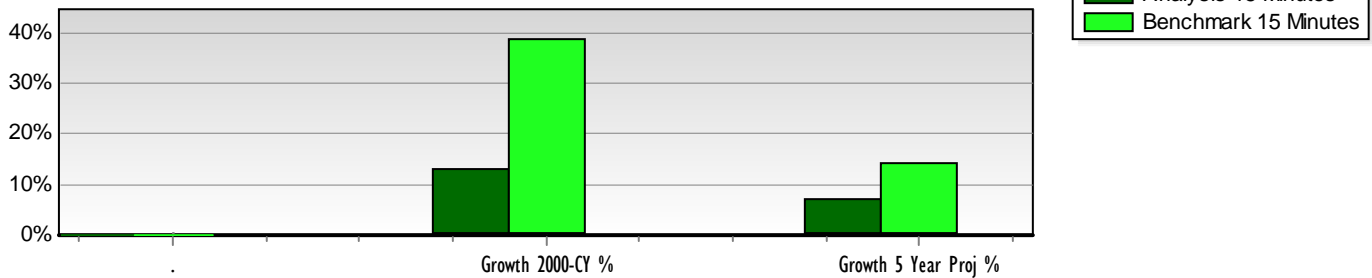
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Heavenly Donuts

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	129,122	11
Current Year Estimate	13,175	113,117	12
2000 Census	11,651	81,530	14

Population Change

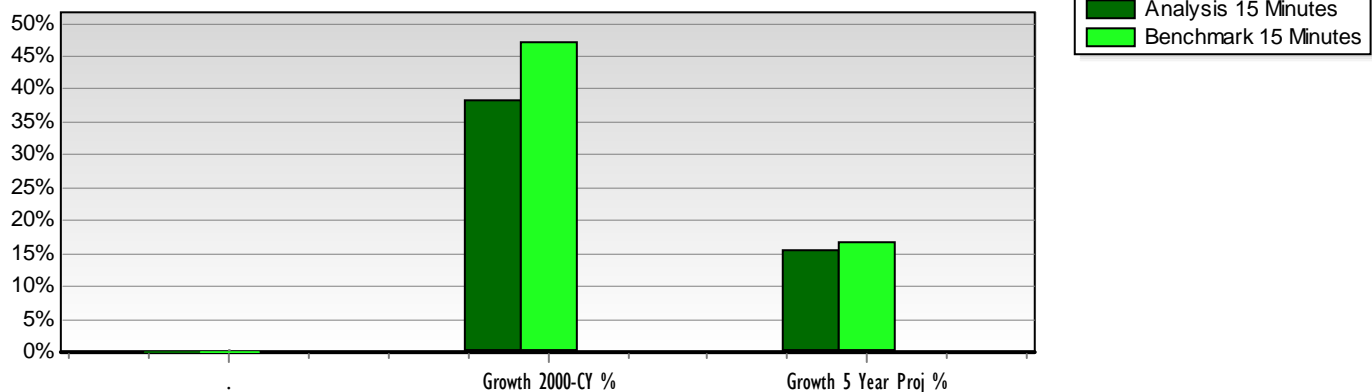


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	53,864	7

Household Profile

Five Year Projection	4,573	51,234	9
Current Year Estimate	3,961	43,949	9
2000 Census	2,865	29,872	10

Household Change



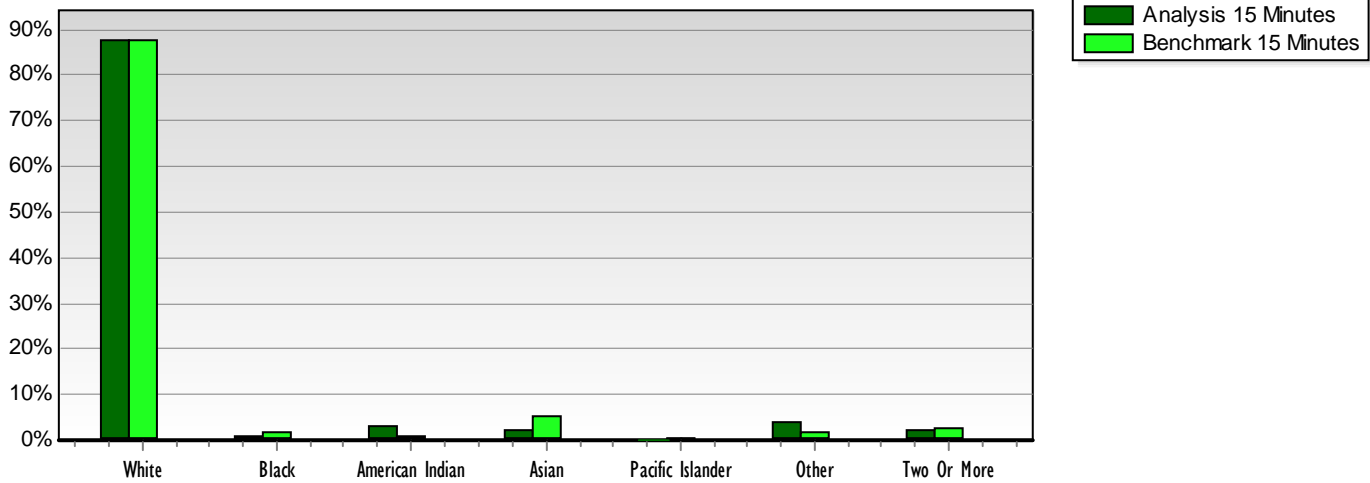
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Heavenly Donuts

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	38,445	9
Black	35	687	5
American Indian	117	411	28
Asian	91	2,401	4
Pacific Islander	0	99	0
Other	152	778	20
Two Or More	95	1,129	8
Total Population By Race	3,963	43,950	9

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	3,684	9
Non Hispanic Origin	3,629	40,266	9

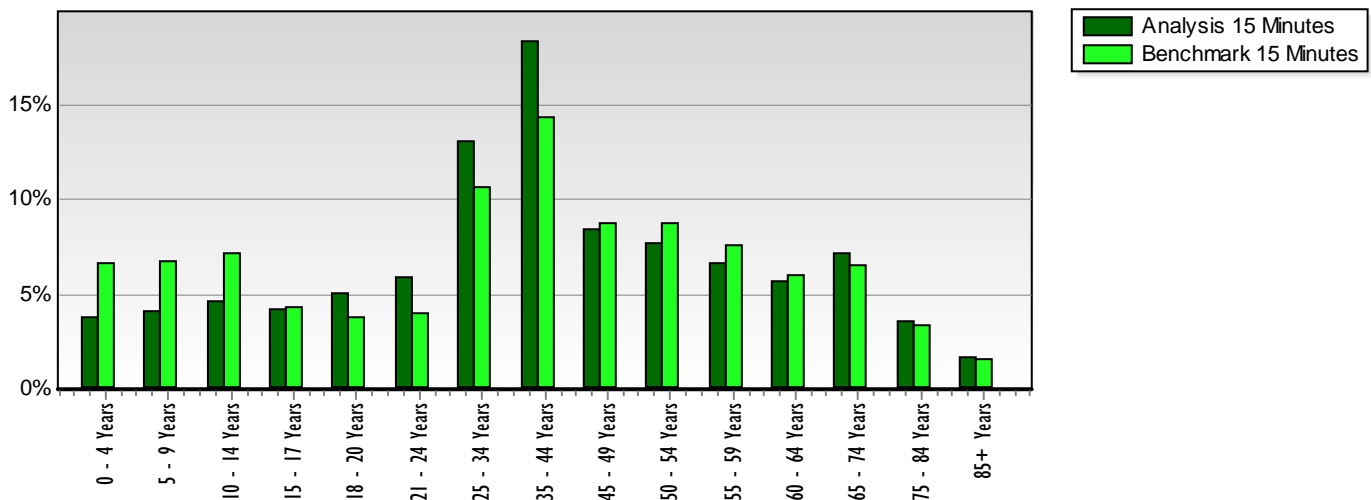
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Heavenly Donuts

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	7,478	7
5 to 9 years	536	7,623	7
10 to 14 years	611	8,059	8
15 to 17 years	561	4,888	11
18 to 20 years	666	4,296	16
21 to 24 years	774	4,553	17
25 to 34 years	1,722	11,993	14
35 to 44 years	2,416	16,257	15
45 to 49 years	1,110	9,857	11
50 to 54 years	1,020	9,913	10
55 to 59 years	868	8,597	10
60 to 64 years	752	6,743	11
65 to 74 years	943	7,336	13
75 to 84 years	479	3,765	13
85+ Years	222	1,759	13
Total Population By Age	13,175	113,117	12
Median Age	40.0	40.0	100

Population By Age (Current)



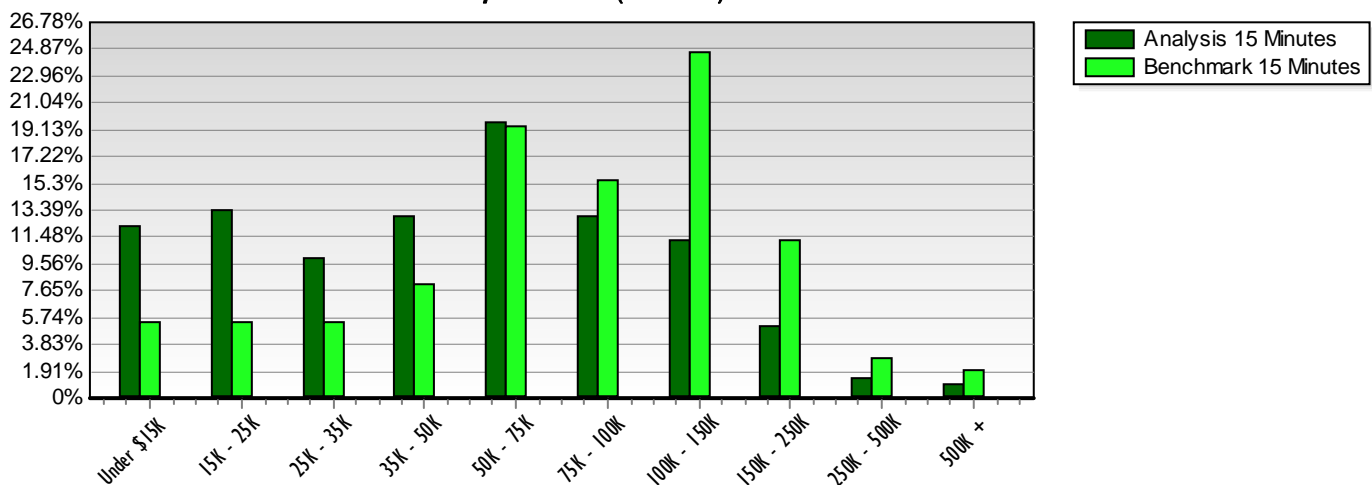
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Heavenly Donuts

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	2,472	20
\$15,000 to \$24,999	542	2,473	22
\$25,000 to \$34,999	400	2,472	16
\$35,000 to \$49,999	520	3,736	14
\$50,000 to \$74,999	790	8,857	9
\$75,000 to \$99,999	525	7,068	7
\$100,000 to \$149,999	451	11,266	4
\$150,000 to \$249,999	207	5,159	4
\$250,000 to \$499,999	56	1,294	4
\$500,000 +	43	916	5
Total Households By Income	4,028		
Average Household Income	\$70,224	\$106,799	66
Median Household Income	\$50,734	\$81,582	62

Households By Income (Current)



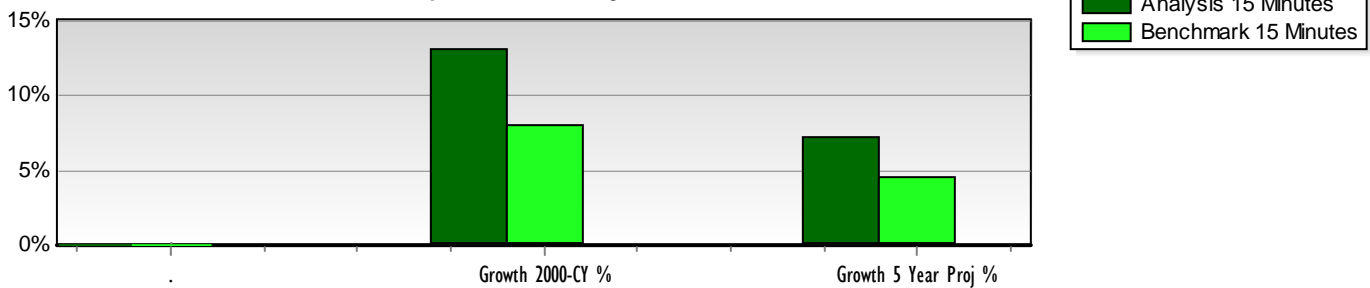
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Imperial Amador

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	11,680	121
Current Year Estimate	13,175	11,174	118
2000 Census	11,651	10,346	113

Population Change

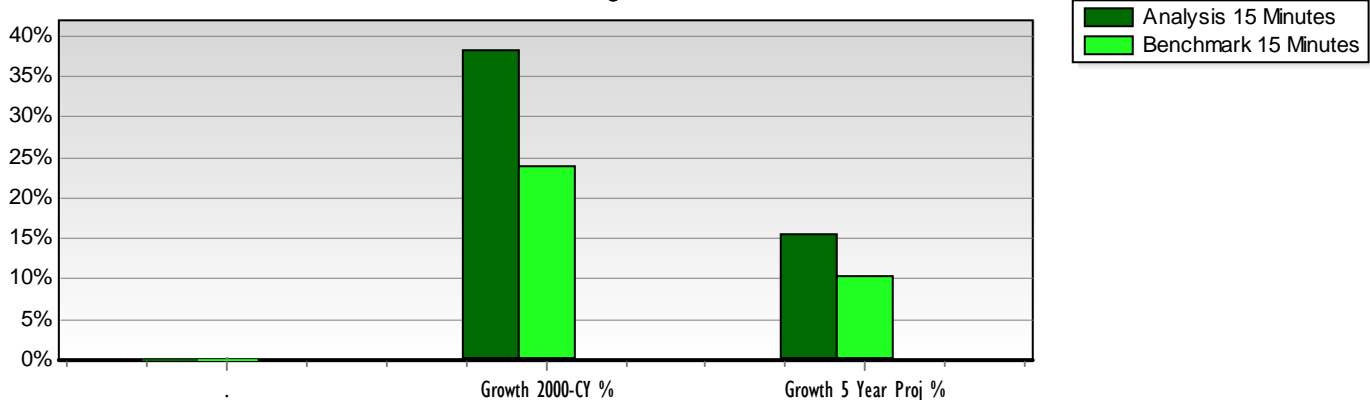


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	6,749	58

Household Profile

Five Year Projection	4,573	5,907	77
Current Year Estimate	3,961	5,349	74
2000 Census	2,865	4,315	66

Household Change



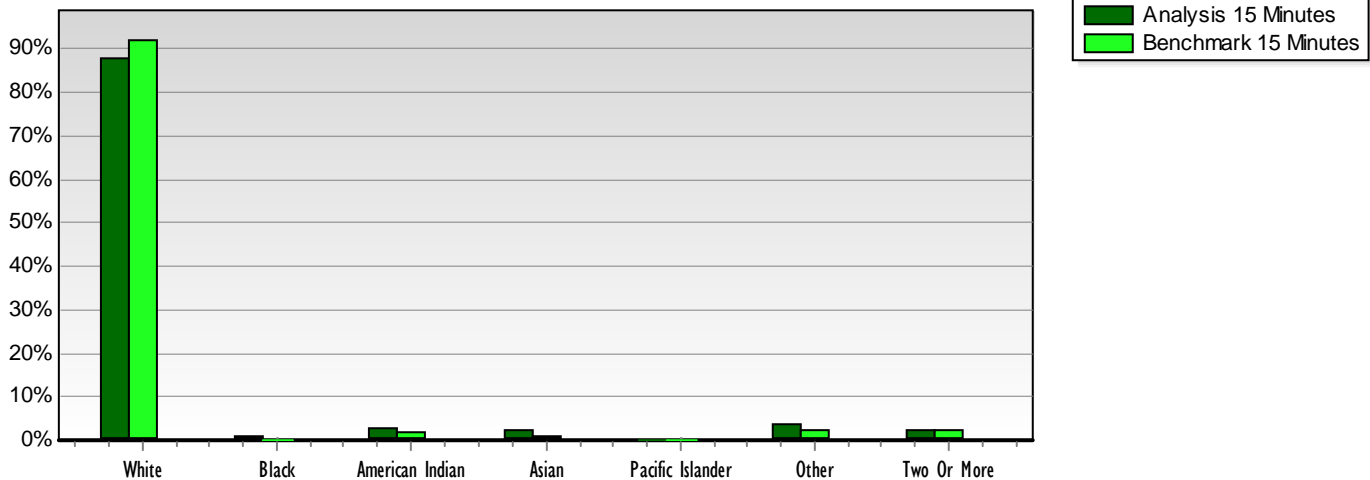
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Imperial Amador

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	4,921	71
Black	35	5	700
American Indian	117	107	109
Asian	91	59	154
Pacific Islander	0	0	0
Other	152	126	121
Two Or More	95	132	72
Total Population By Race	3,963	5,350	74

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	369	90
Non Hispanic Origin	3,629	4,980	73

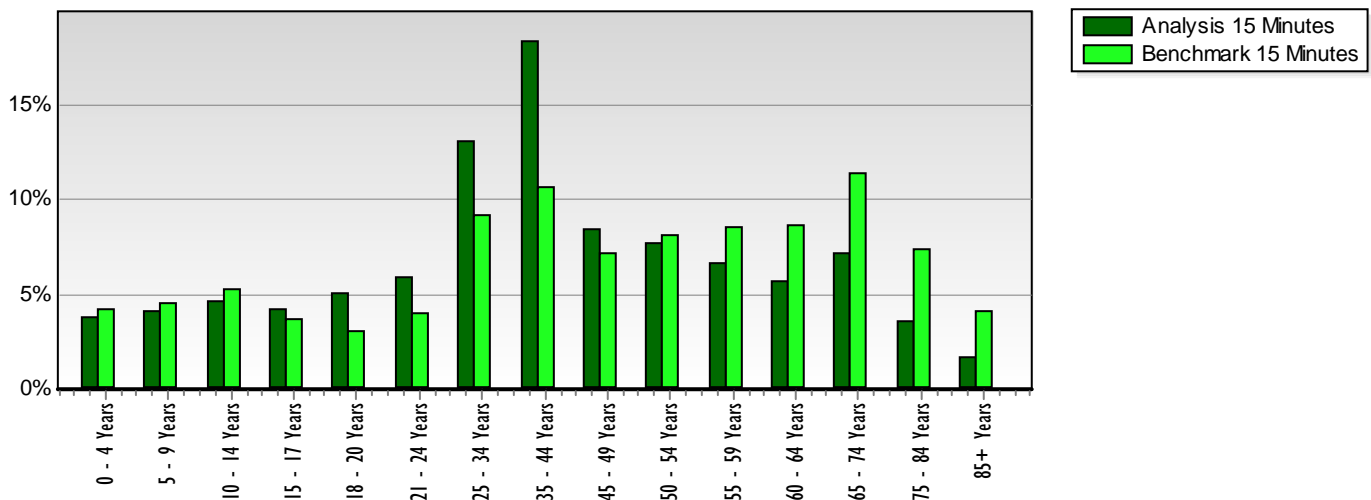
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Imperial Amador

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	476	104
5 to 9 years	536	503	107
10 to 14 years	611	593	103
15 to 17 years	561	409	137
18 to 20 years	666	346	192
21 to 24 years	774	445	174
25 to 34 years	1,722	1,020	169
35 to 44 years	2,416	1,189	203
45 to 49 years	1,110	797	139
50 to 54 years	1,020	906	113
55 to 59 years	868	956	91
60 to 64 years	752	970	78
65 to 74 years	943	1,276	74
75 to 84 years	479	824	58
85+ Years	222	464	48
Total Population By Age	13,175	11,174	118
Median Age	40.0	49.0	82

Population By Age (Current)



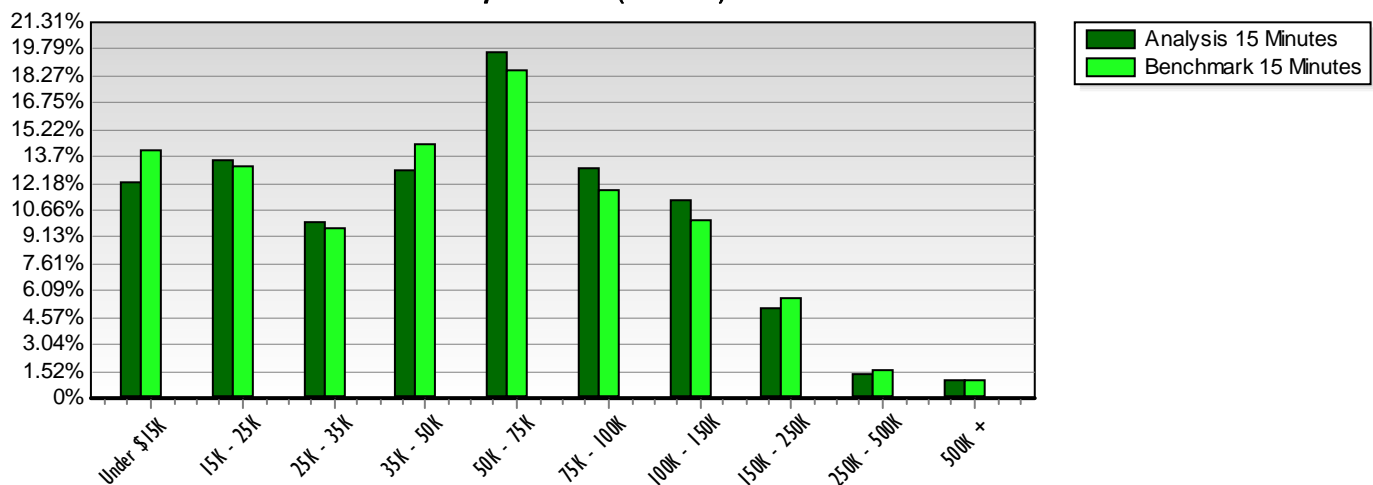
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Imperial Amador

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	766	64
\$15,000 to \$24,999	542	716	76
\$25,000 to \$34,999	400	522	77
\$35,000 to \$49,999	520	784	66
\$50,000 to \$74,999	790	1,014	78
\$75,000 to \$99,999	525	641	82
\$100,000 to \$149,999	451	551	82
\$150,000 to \$249,999	207	309	67
\$250,000 to \$499,999	56	86	65
\$500,000 +	43	57	75
Total Households By Income	4,028		
Average Household Income	\$70,224	\$69,428	101
Median Household Income	\$50,734	\$47,594	107

Households By Income (Current)



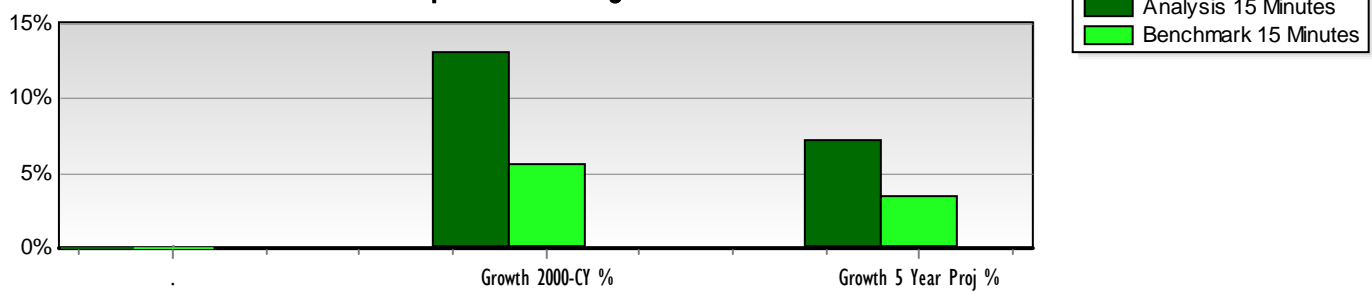
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Munnerlyns Ice Cream

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	18,066	78
Current Year Estimate	13,175	17,470	75
2000 Census	11,651	16,538	70

Population Change

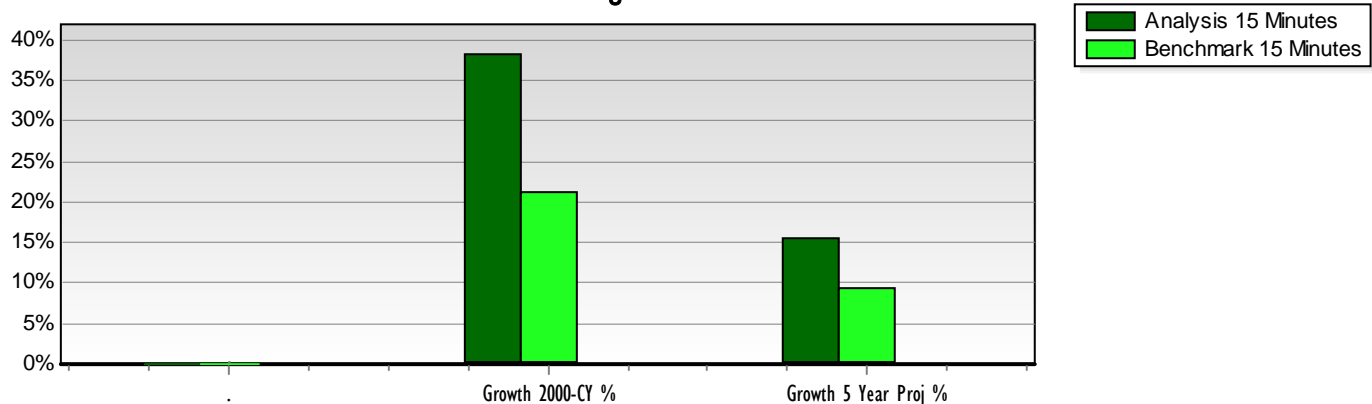


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	8,048	49

Household Profile

Five Year Projection	4,573	9,076	50
Current Year Estimate	3,961	8,304	48
2000 Census	2,865	6,847	42

Household Change



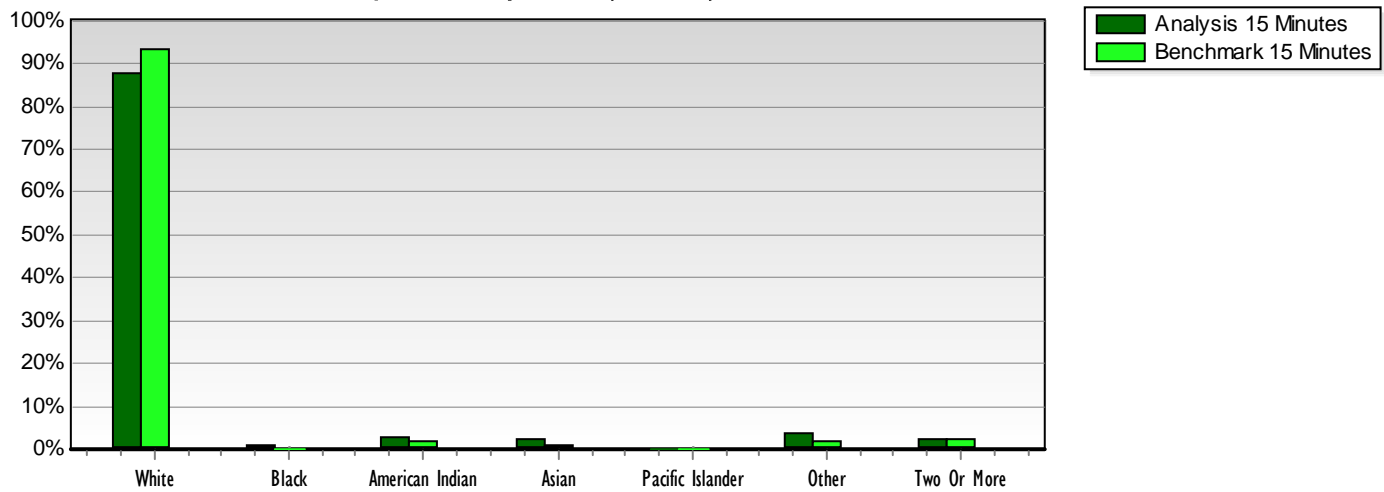
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Munnerlyns Ice Cream

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	7,752	45
Black	35	9	389
American Indian	117	139	84
Asian	91	70	130
Pacific Islander	0	0	0
Other	152	160	95
Two Or More	95	177	54
Total Population By Race	3,963	8,307	48

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	518	64
Non Hispanic Origin	3,629	7,788	47

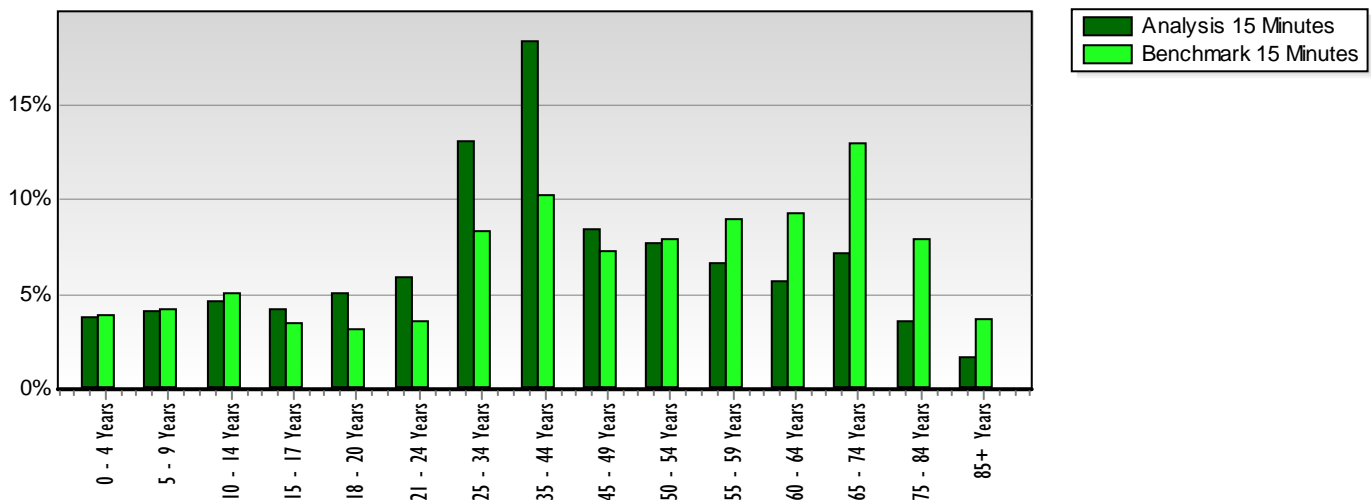
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Munnerlyns Ice Cream

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	679	73
5 to 9 years	536	737	73
10 to 14 years	611	882	69
15 to 17 years	561	601	93
18 to 20 years	666	560	119
21 to 24 years	774	634	122
25 to 34 years	1,722	1,455	118
35 to 44 years	2,416	1,784	135
45 to 49 years	1,110	1,278	87
50 to 54 years	1,020	1,386	74
55 to 59 years	868	1,560	56
60 to 64 years	752	1,621	46
65 to 74 years	943	2,272	42
75 to 84 years	479	1,373	35
85+ Years	222	650	34
Total Population By Age	13,175	17,470	75
Median Age	40.0	50.0	80

Population By Age (Current)



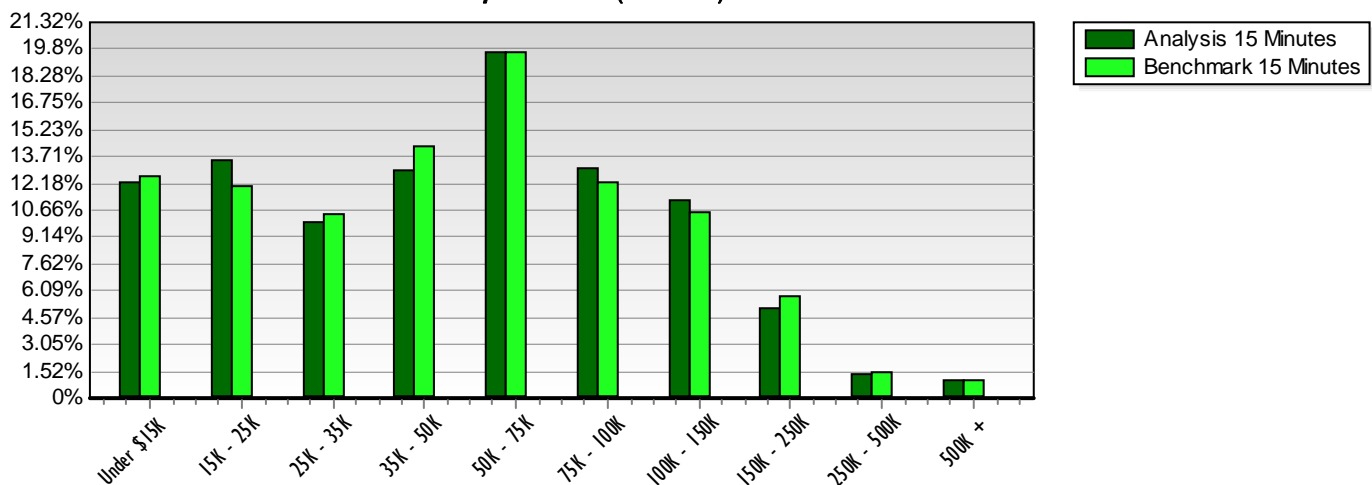
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Munnerlyns Ice Cream

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	1,064	46
\$15,000 to \$24,999	542	1,016	53
\$25,000 to \$34,999	400	887	45
\$35,000 to \$49,999	520	1,207	43
\$50,000 to \$74,999	790	1,662	48
\$75,000 to \$99,999	525	1,039	51
\$100,000 to \$149,999	451	891	51
\$150,000 to \$249,999	207	488	42
\$250,000 to \$499,999	56	128	44
\$500,000 +	43	88	49
Total Households By Income	4,028		
Average Household Income	\$70,224	\$70,647	99
Median Household Income	\$50,734	\$49,693	102

Households By Income (Current)



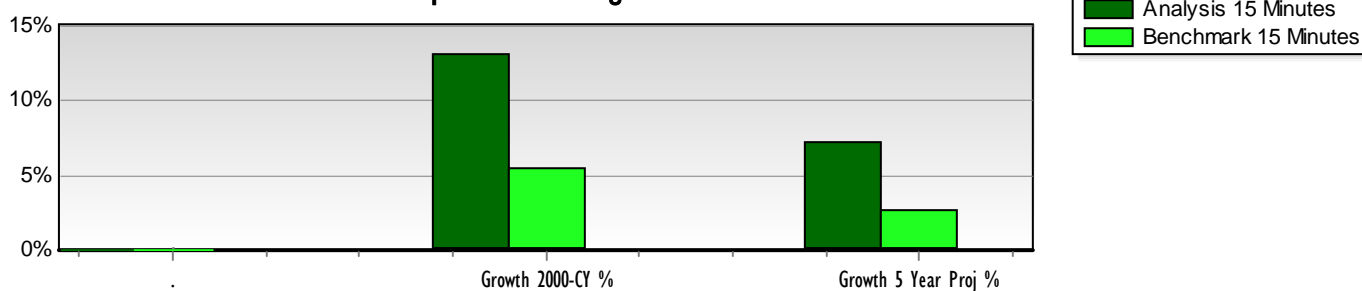
Analysis Geography: City Center, Lone, CA

Benchmark Geography: Scott Harvey Wines

Date: 6/29/2012

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	18,203	78
Current Year Estimate	13,175	17,731	74
2000 Census	11,651	16,810	69

Population Change

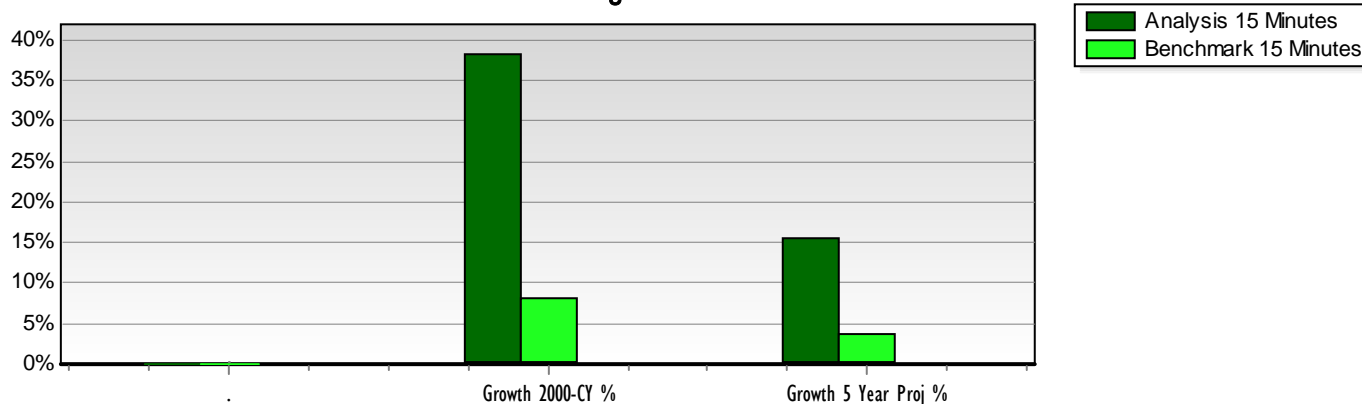


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	14,998	26

Household Profile

Five Year Projection	4,573	7,109	64
Current Year Estimate	3,961	6,862	58
2000 Census	2,865	6,338	45

Household Change



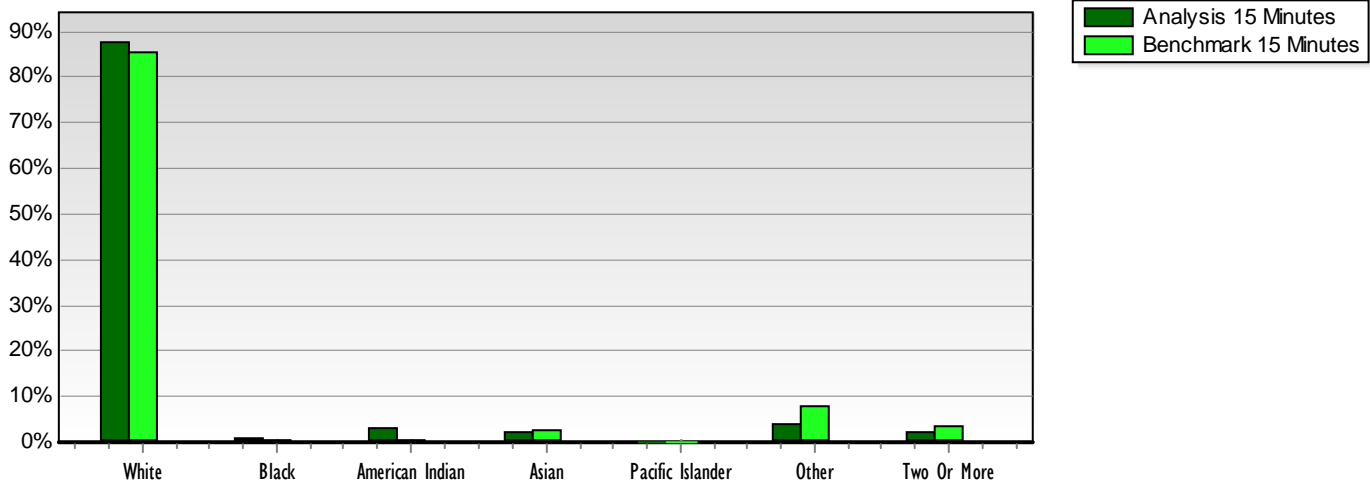
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Scott Harvey Wines

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	5,862	59
Black	35	22	159
American Indian	117	21	557
Asian	91	195	47
Pacific Islander	0	1	0
Other	152	532	29
Two Or More	95	227	42
Total Population By Race	3,963	6,860	58

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	1,481	22
Non Hispanic Origin	3,629	5,378	67

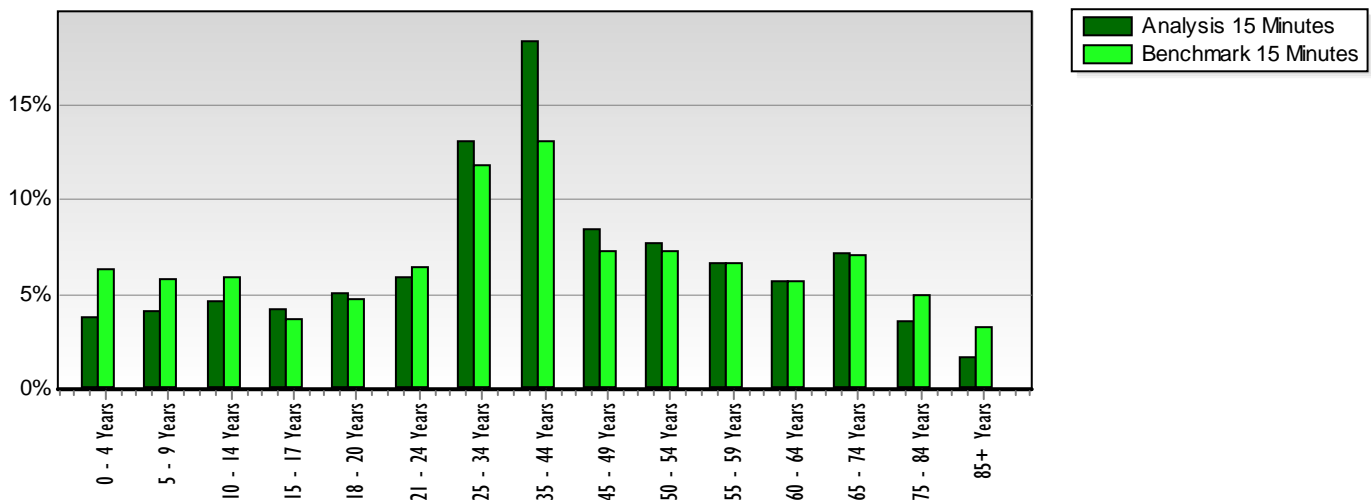
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Scott Harvey Wines

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	1,125	44
5 to 9 years	536	1,031	52
10 to 14 years	611	1,044	59
15 to 17 years	561	656	86
18 to 20 years	666	847	79
21 to 24 years	774	1,136	68
25 to 34 years	1,722	2,099	82
35 to 44 years	2,416	2,324	104
45 to 49 years	1,110	1,296	86
50 to 54 years	1,020	1,283	80
55 to 59 years	868	1,181	73
60 to 64 years	752	1,015	74
65 to 74 years	943	1,243	76
75 to 84 years	479	883	54
85+ Years	222	570	39
Total Population By Age	13,175	17,731	74
Median Age	40.0	39.0	103

Population By Age (Current)



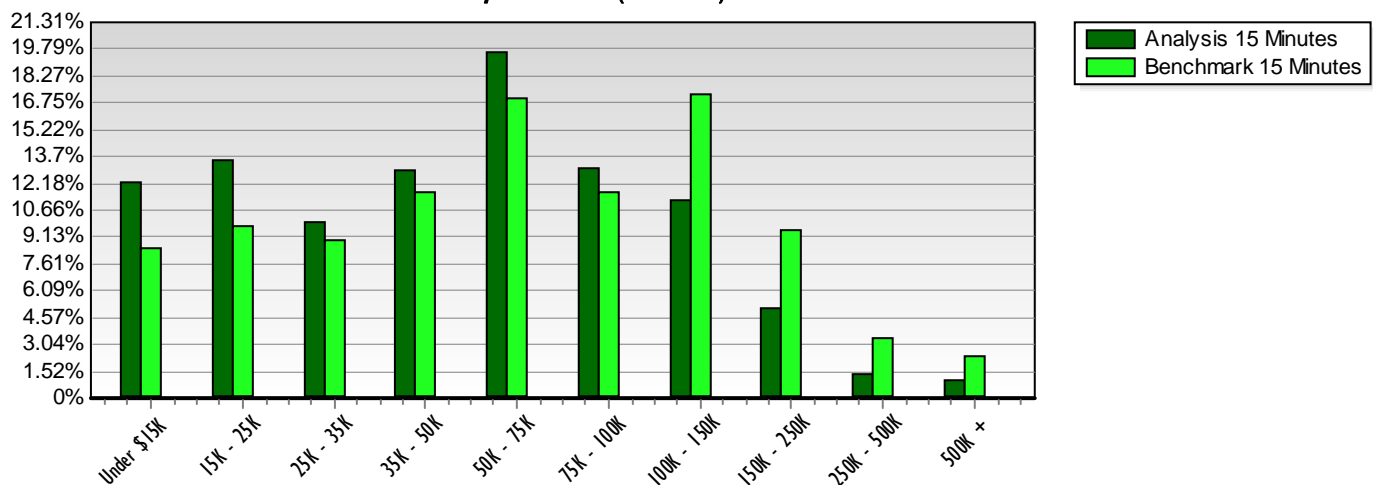
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Scott Harvey Wines

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	598	83
\$15,000 to \$24,999	542	692	78
\$25,000 to \$34,999	400	632	63
\$35,000 to \$49,999	520	827	63
\$50,000 to \$74,999	790	1,201	66
\$75,000 to \$99,999	525	825	64
\$100,000 to \$149,999	451	1,215	37
\$150,000 to \$249,999	207	677	31
\$250,000 to \$499,999	56	238	24
\$500,000 +	43	169	25
Total Households By Income	4,028		
Average Household Income	\$70,224	\$98,462	71
Median Household Income	\$50,734	\$63,464	80

Households By Income (Current)



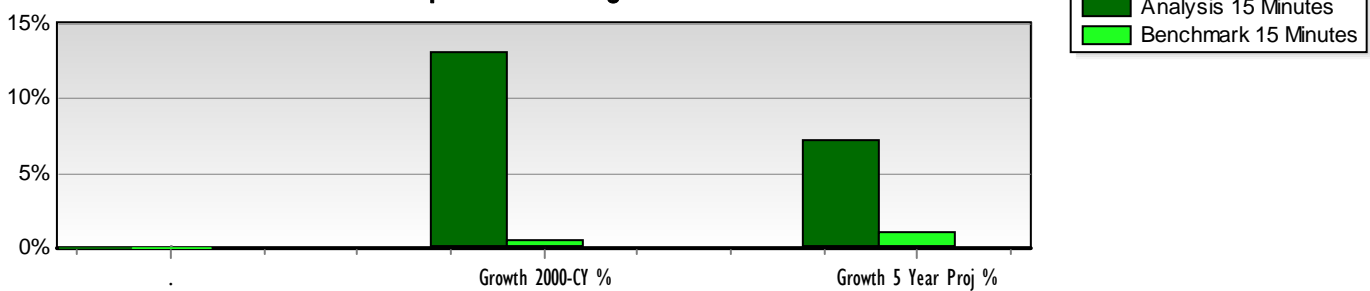
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Scotts Yogurt Factory

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	7,856	180
Current Year Estimate	13,175	7,768	170
2000 Census	11,651	7,729	151

Population Change

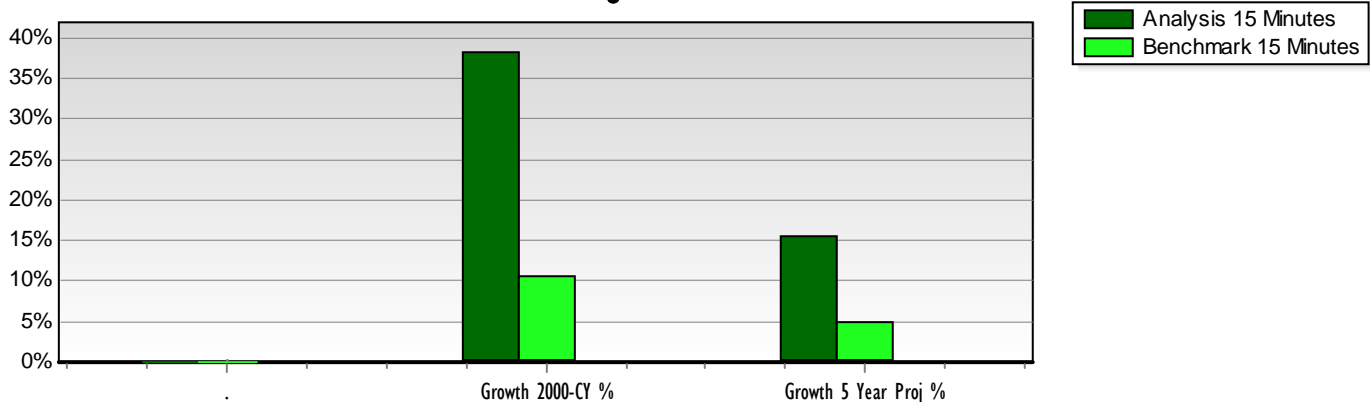


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	3,662	107

Household Profile

Five Year Projection	4,573	3,759	122
Current Year Estimate	3,961	3,583	111
2000 Census	2,865	3,240	88

Household Change



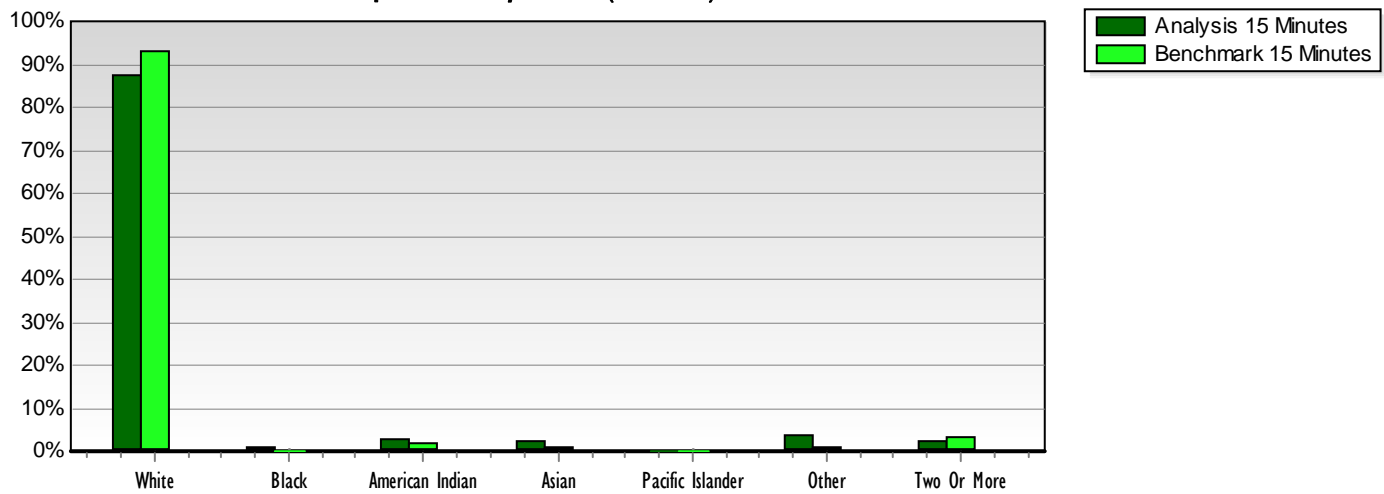
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Scotts Yogurt Factory

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	3,336	104
Black	35	7	500
American Indian	117	68	172
Asian	91	26	350
Pacific Islander	0	5	0
Other	152	29	524
Two Or More	95	111	86
Total Population By Race	3,963	3,582	111

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	236	141
Non Hispanic Origin	3,629	3,346	108

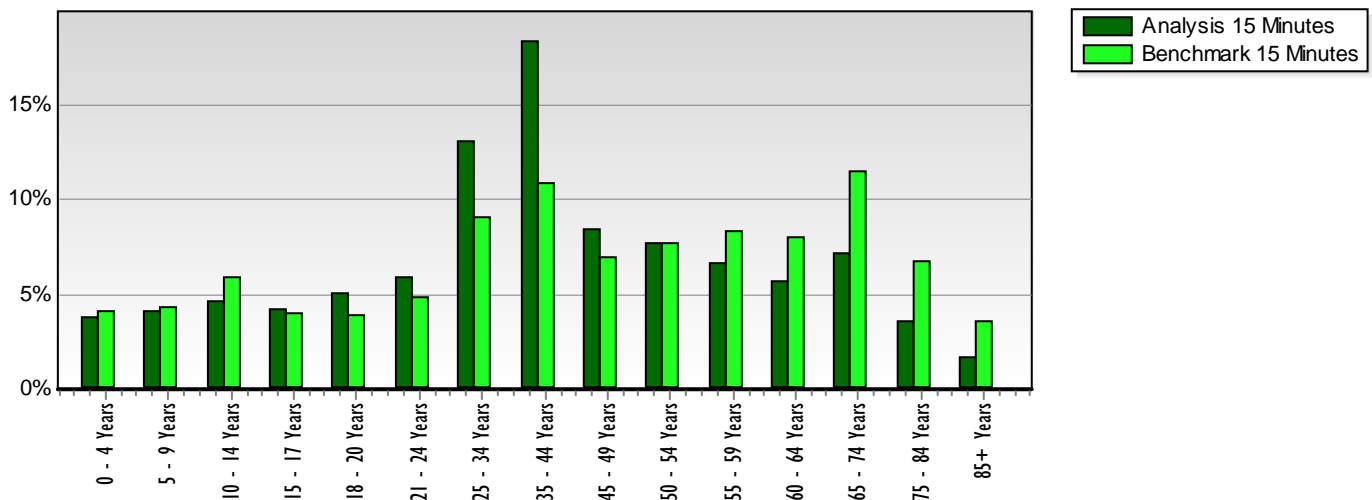
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Scotts Yogurt Factory

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	321	154
5 to 9 years	536	337	159
10 to 14 years	611	461	133
15 to 17 years	561	309	182
18 to 20 years	666	306	218
21 to 24 years	774	380	204
25 to 34 years	1,722	703	245
35 to 44 years	2,416	845	286
45 to 49 years	1,110	542	205
50 to 54 years	1,020	599	170
55 to 59 years	868	646	134
60 to 64 years	752	620	121
65 to 74 years	943	895	105
75 to 84 years	479	525	91
85+ Years	222	282	79
Total Population By Age	13,175	7,768	170
Median Age	40.0	47.0	85

Population By Age (Current)



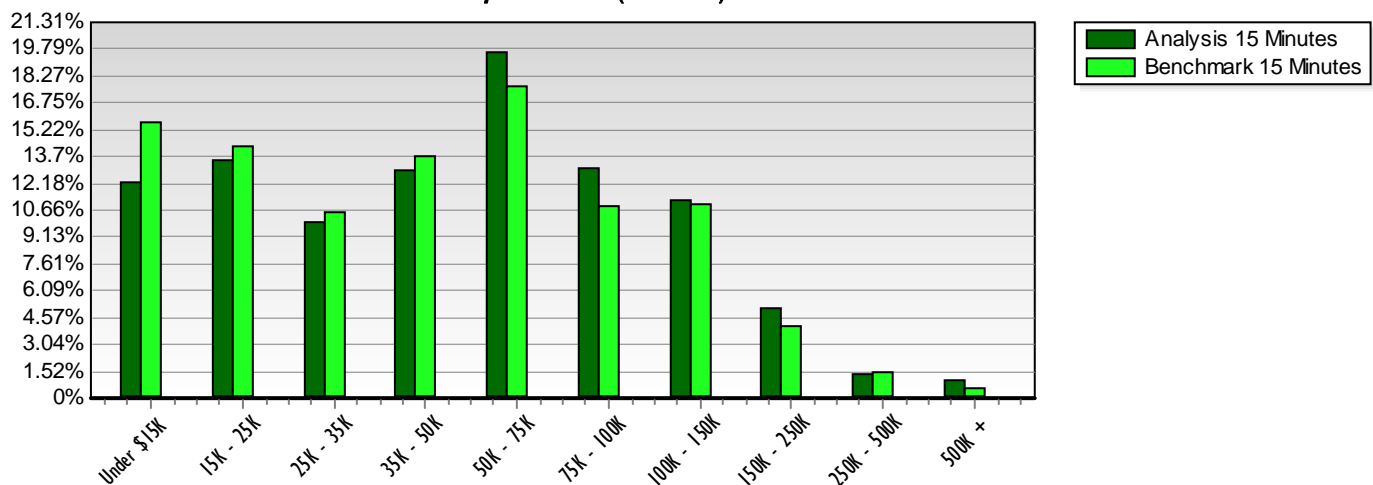
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Scotts Yogurt Factory

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	568	87
\$15,000 to \$24,999	542	517	105
\$25,000 to \$34,999	400	382	105
\$35,000 to \$49,999	520	498	104
\$50,000 to \$74,999	790	640	123
\$75,000 to \$99,999	525	394	133
\$100,000 to \$149,999	451	399	113
\$150,000 to \$249,999	207	149	139
\$250,000 to \$499,999	56	54	104
\$500,000 +	43	22	195
Total Households By Income	4,028		
Average Household Income	\$70,224	\$63,479	111
Median Household Income	\$50,734	\$44,403	114

Households By Income (Current)



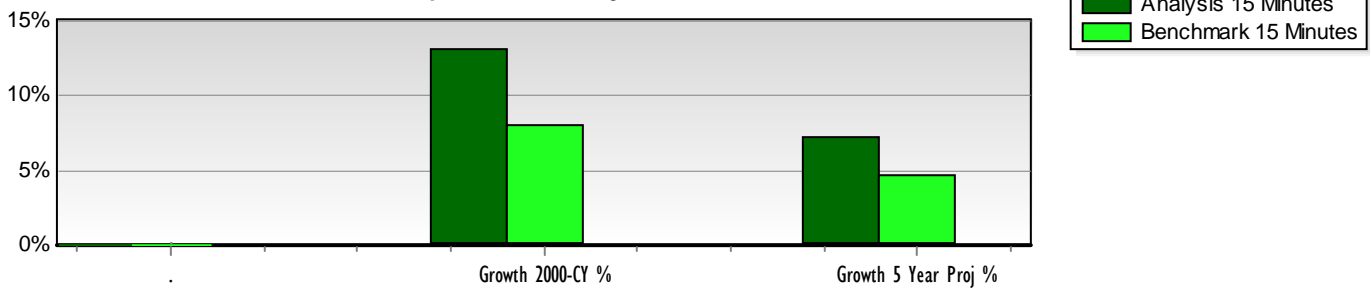
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sutter Creek Wine Tasting

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	14,227	99
Current Year Estimate	13,175	13,600	97
2000 Census	11,651	12,585	93

Population Change

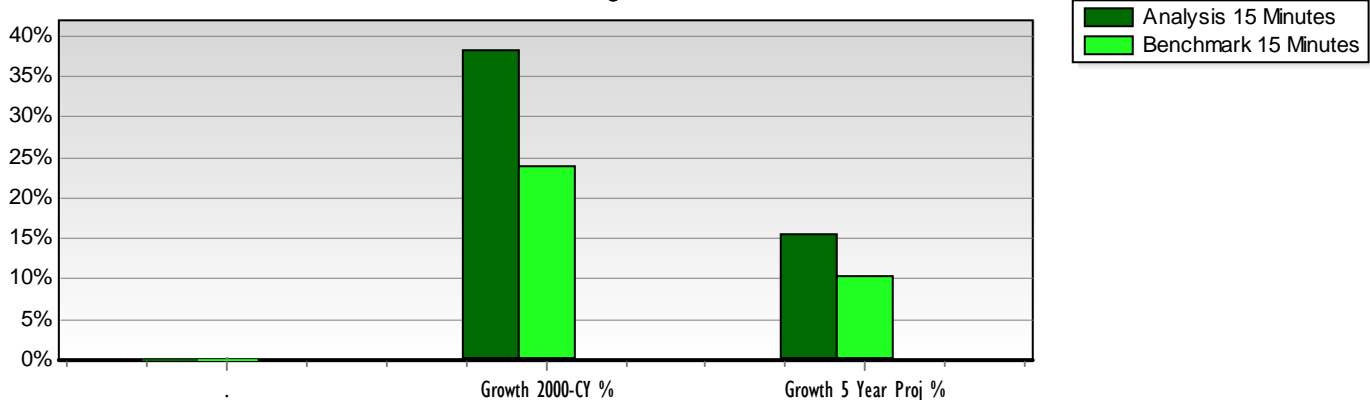


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	7,890	50

Household Profile

Five Year Projection	4,573	7,135	64
Current Year Estimate	3,961	6,462	61
2000 Census	2,865	5,212	55

Household Change



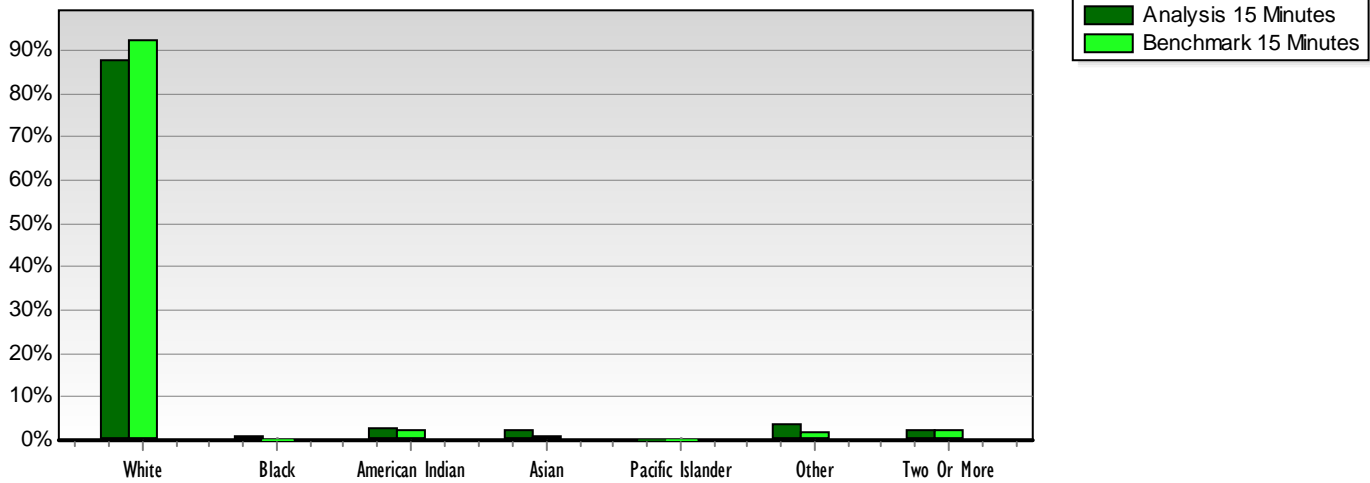
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sutter Creek Wine Tasting

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	5,959	58
Black	35	7	500
American Indian	117	144	81
Asian	91	62	147
Pacific Islander	0	0	0
Other	152	133	114
Two Or More	95	155	61
Total Population By Race	3,963	6,460	61

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	440	76
Non Hispanic Origin	3,629	6,020	60

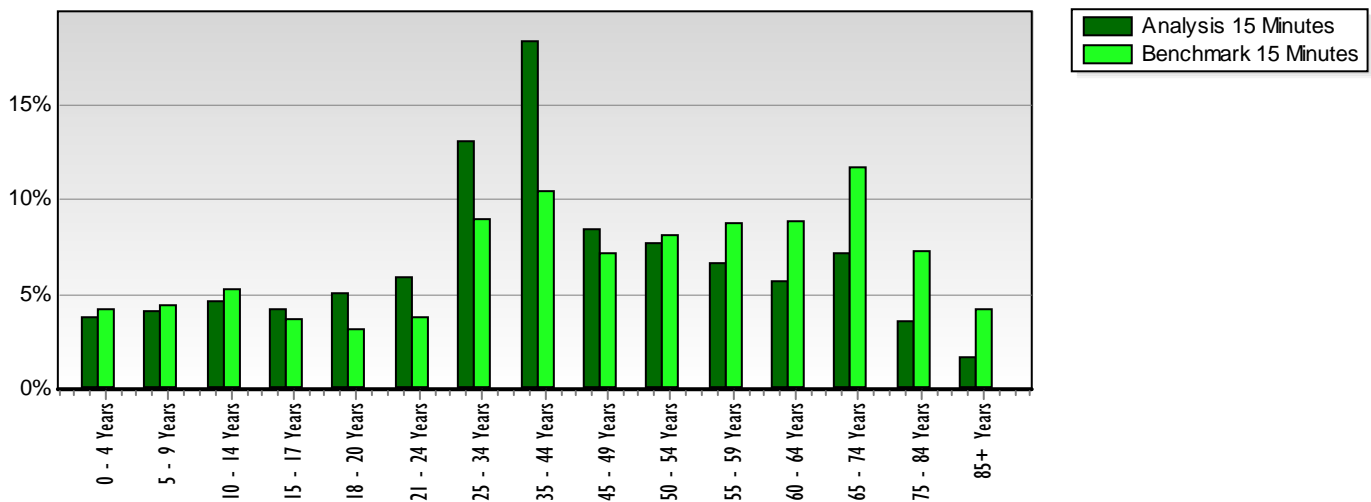
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sutter Creek Wine Tasting

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	569	87
5 to 9 years	536	605	89
10 to 14 years	611	714	86
15 to 17 years	561	506	111
18 to 20 years	666	425	157
21 to 24 years	774	522	148
25 to 34 years	1,722	1,214	142
35 to 44 years	2,416	1,424	170
45 to 49 years	1,110	981	113
50 to 54 years	1,020	1,102	93
55 to 59 years	868	1,187	73
60 to 64 years	752	1,200	63
65 to 74 years	943	1,584	60
75 to 84 years	479	991	48
85+ Years	222	577	38
Total Population By Age	13,175	13,600	97
Median Age	40.0	49.0	82

Population By Age (Current)



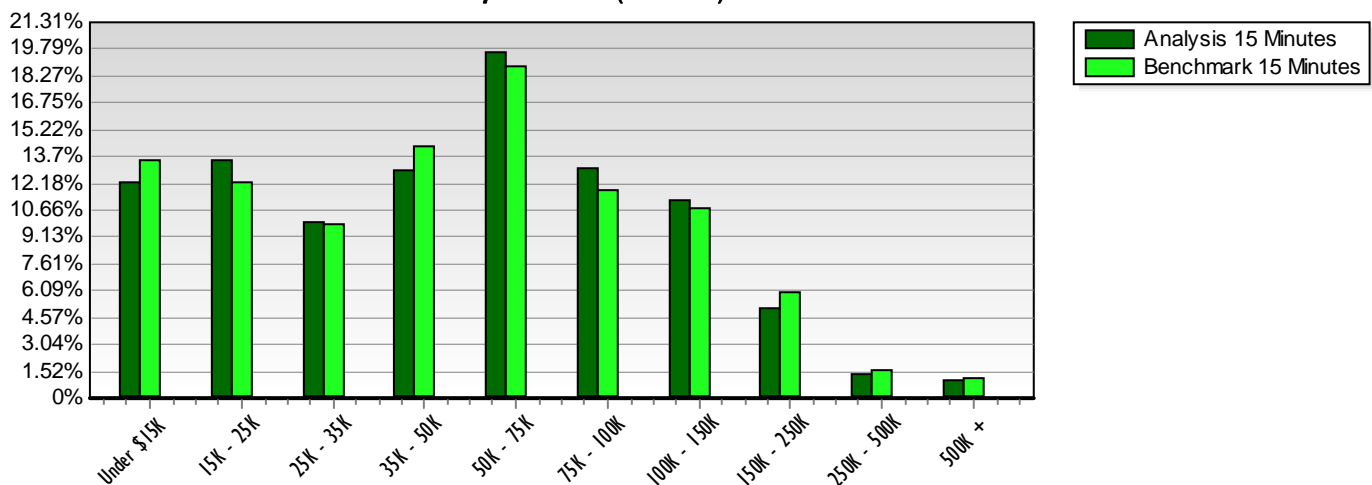
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sutter Creek Wine Tasting

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	886	56
\$15,000 to \$24,999	542	810	67
\$25,000 to \$34,999	400	648	62
\$35,000 to \$49,999	520	938	55
\$50,000 to \$74,999	790	1,243	64
\$75,000 to \$99,999	525	775	68
\$100,000 to \$149,999	451	709	64
\$150,000 to \$249,999	207	399	52
\$250,000 to \$499,999	56	107	52
\$500,000 +	43	74	58
Total Households By Income	4,028		
Average Household Income	\$70,224	\$71,586	98
Median Household Income	\$50,734	\$49,057	103

Households By Income (Current)



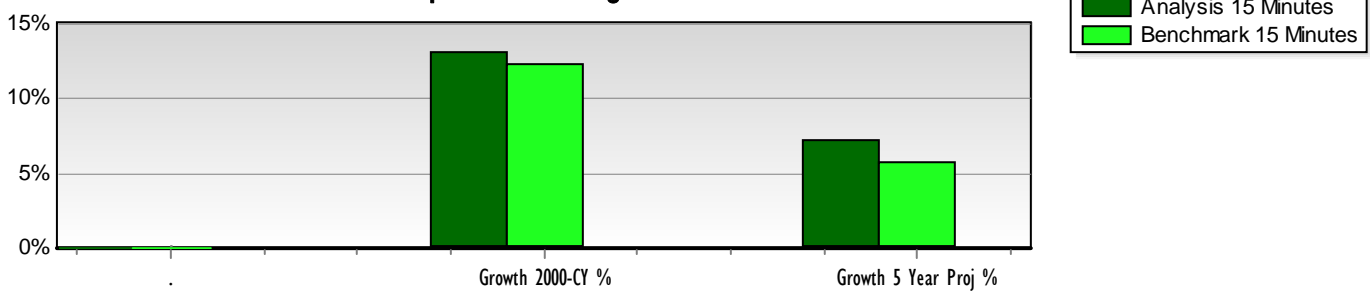
Analysis Geography: City Center, Lone, CA

Benchmark Geography: Sweetie Pies

Date: 6/29/2012

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	56,810	25
Current Year Estimate	13,175	53,715	25
2000 Census	11,651	47,826	24

Population Change

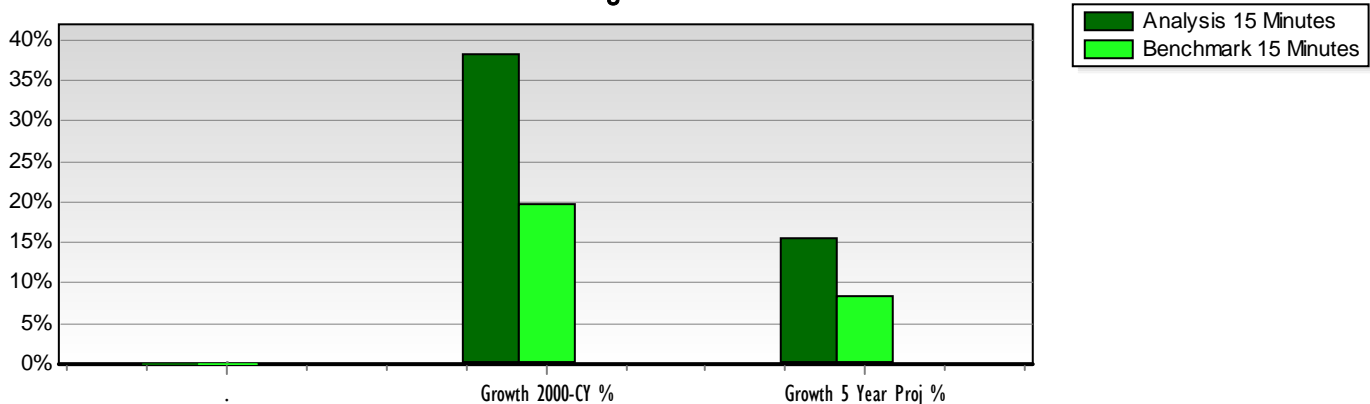


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	23,213	17

Household Profile

Five Year Projection	4,573	24,353	19
Current Year Estimate	3,961	22,452	18
2000 Census	2,865	18,763	15

Household Change



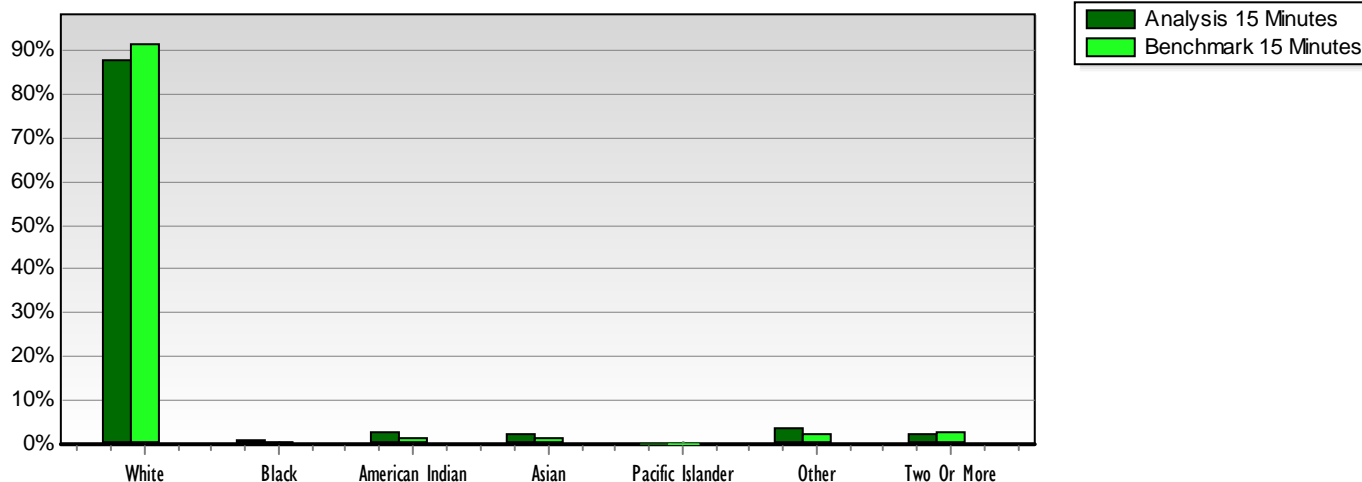
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sweetie Pies

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	20,515	17
Black	35	65	54
American Indian	117	342	34
Asian	91	336	27
Pacific Islander	0	15	0
Other	152	519	29
Two Or More	95	662	14
Total Population By Race	3,963	22,454	18

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	1,679	20
Non Hispanic Origin	3,629	20,774	17

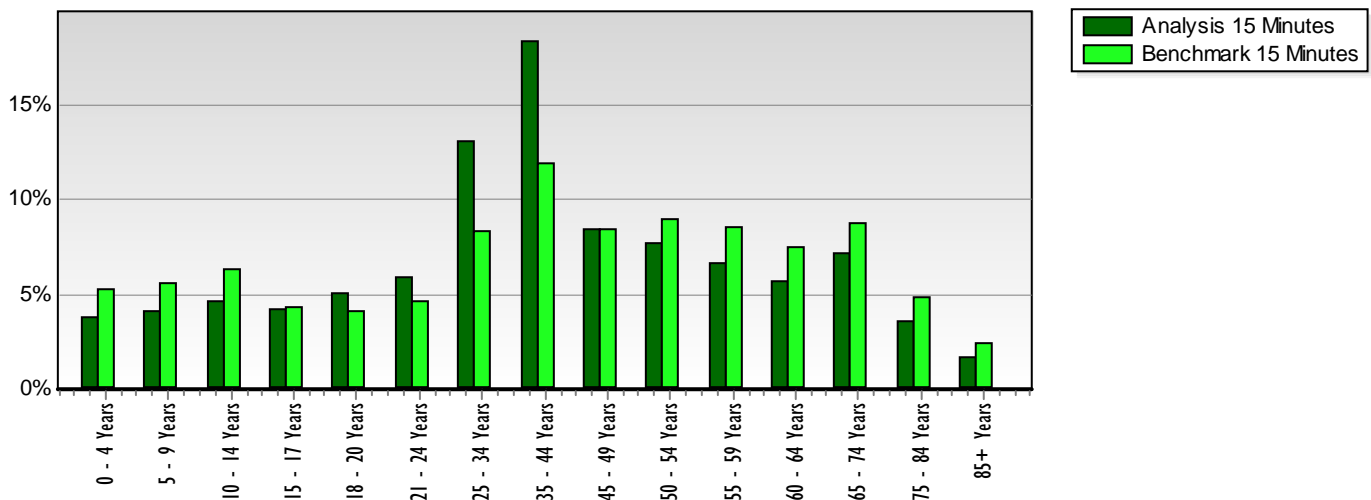
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sweetie Pies

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	2,851	17
5 to 9 years	536	3,015	18
10 to 14 years	611	3,374	18
15 to 17 years	561	2,313	24
18 to 20 years	666	2,230	30
21 to 24 years	774	2,472	31
25 to 34 years	1,722	4,500	38
35 to 44 years	2,416	6,416	38
45 to 49 years	1,110	4,538	24
50 to 54 years	1,020	4,809	21
55 to 59 years	868	4,569	19
60 to 64 years	752	3,994	19
65 to 74 years	943	4,701	20
75 to 84 years	479	2,630	18
85+ Years	222	1,303	17
Total Population By Age	13,175	53,715	25
Median Age	40.0	45.0	89

Population By Age (Current)



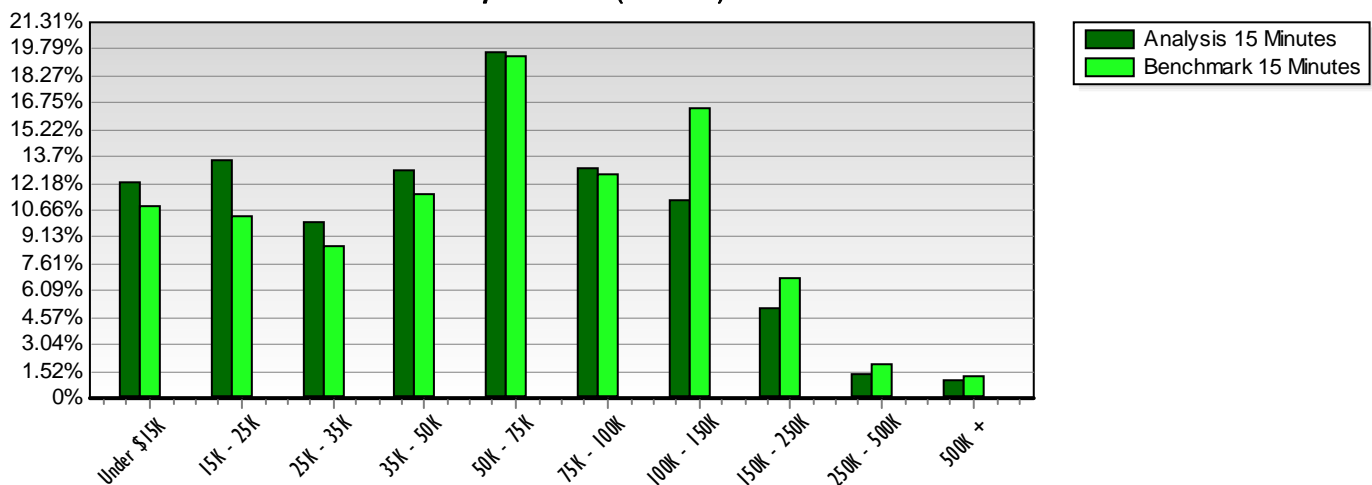
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Sweetie Pies

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	2,489	20
\$15,000 to \$24,999	542	2,374	23
\$25,000 to \$34,999	400	1,986	20
\$35,000 to \$49,999	520	2,662	20
\$50,000 to \$74,999	790	4,458	18
\$75,000 to \$99,999	525	2,923	18
\$100,000 to \$149,999	451	3,777	12
\$150,000 to \$249,999	207	1,555	13
\$250,000 to \$499,999	56	448	13
\$500,000 +	43	286	15
Total Households By Income	4,028		
Average Household Income	\$70,224	\$81,061	87
Median Household Income	\$50,734	\$59,125	86

Households By Income (Current)



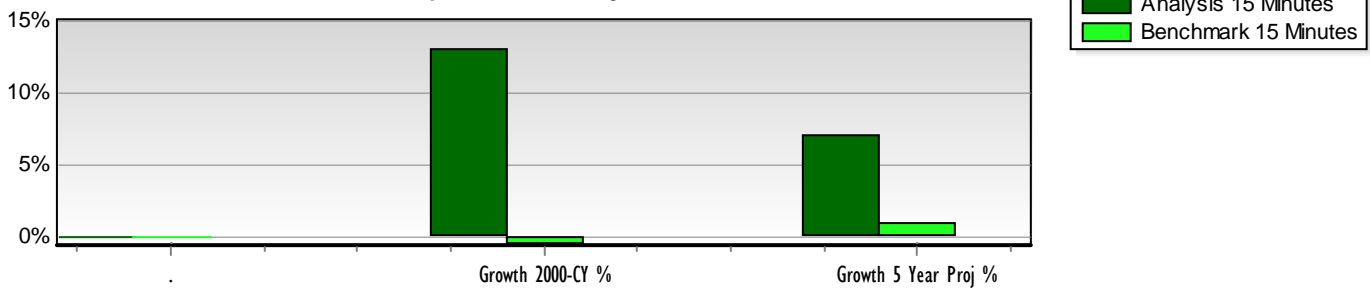
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Taste

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	5,714	247
Current Year Estimate	13,175	5,656	233
2000 Census	11,651	5,684	205

Population Change

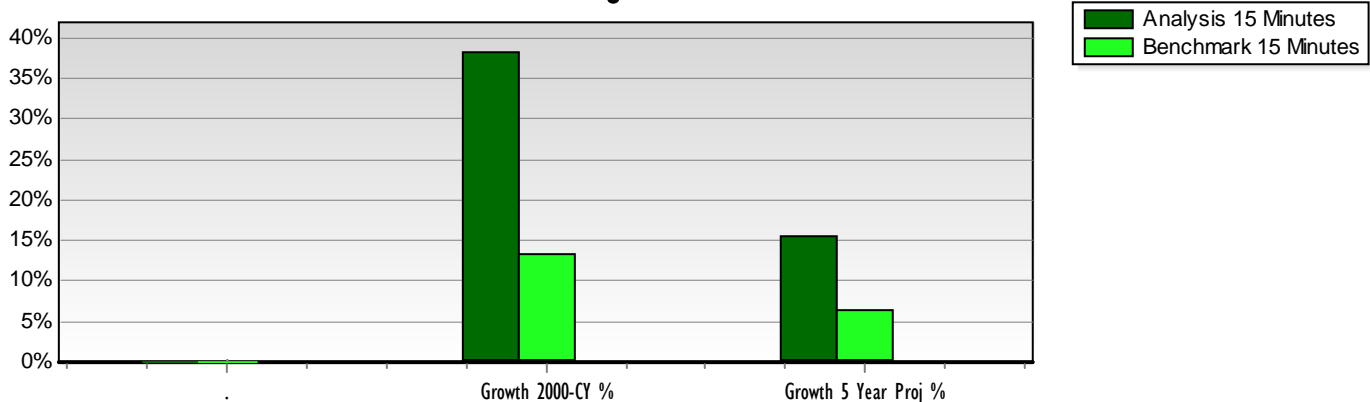


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	1,654	237

Household Profile

Five Year Projection	4,573	2,907	157
Current Year Estimate	3,961	2,729	145
2000 Census	2,865	2,406	119

Household Change



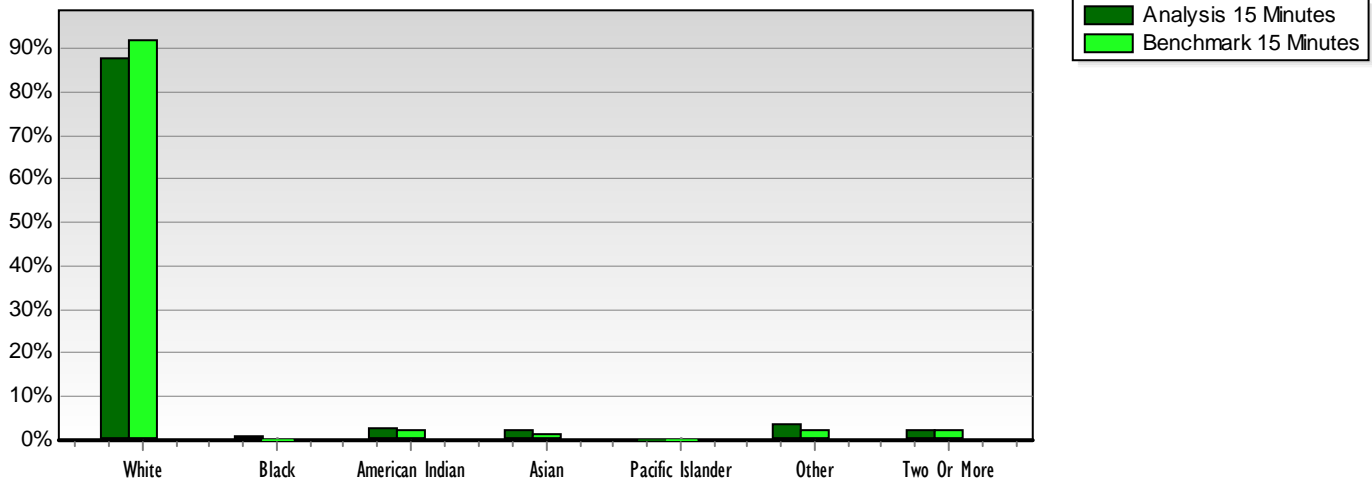
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Taste

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	2,508	138
Black	35	1	3,500
American Indian	117	62	189
Asian	91	34	268
Pacific Islander	0	0	0
Other	152	58	262
Two Or More	95	67	142
Total Population By Race	3,963	2,730	145

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	180	185
Non Hispanic Origin	3,629	2,549	142

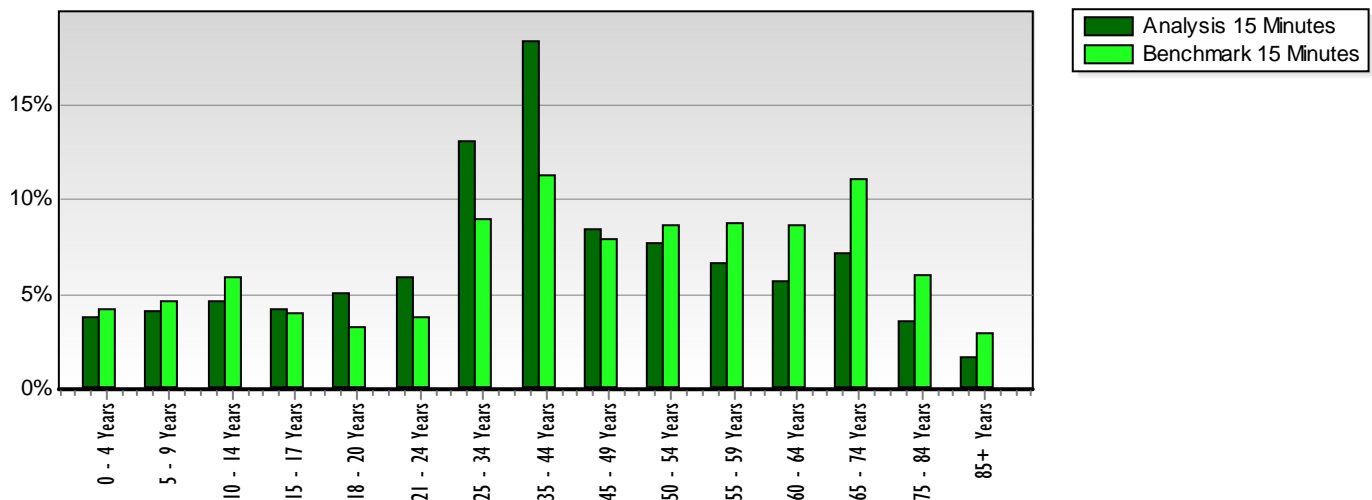
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Taste

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	241	205
5 to 9 years	536	265	202
10 to 14 years	611	332	184
15 to 17 years	561	228	246
18 to 20 years	666	183	364
21 to 24 years	774	215	360
25 to 34 years	1,722	508	339
35 to 44 years	2,416	635	380
45 to 49 years	1,110	446	249
50 to 54 years	1,020	488	209
55 to 59 years	868	493	176
60 to 64 years	752	489	154
65 to 74 years	943	624	151
75 to 84 years	479	339	141
85+ Years	222	168	132
Total Population By Age	13,175	5,656	233
Median Age	40.0	48.0	83

Population By Age (Current)



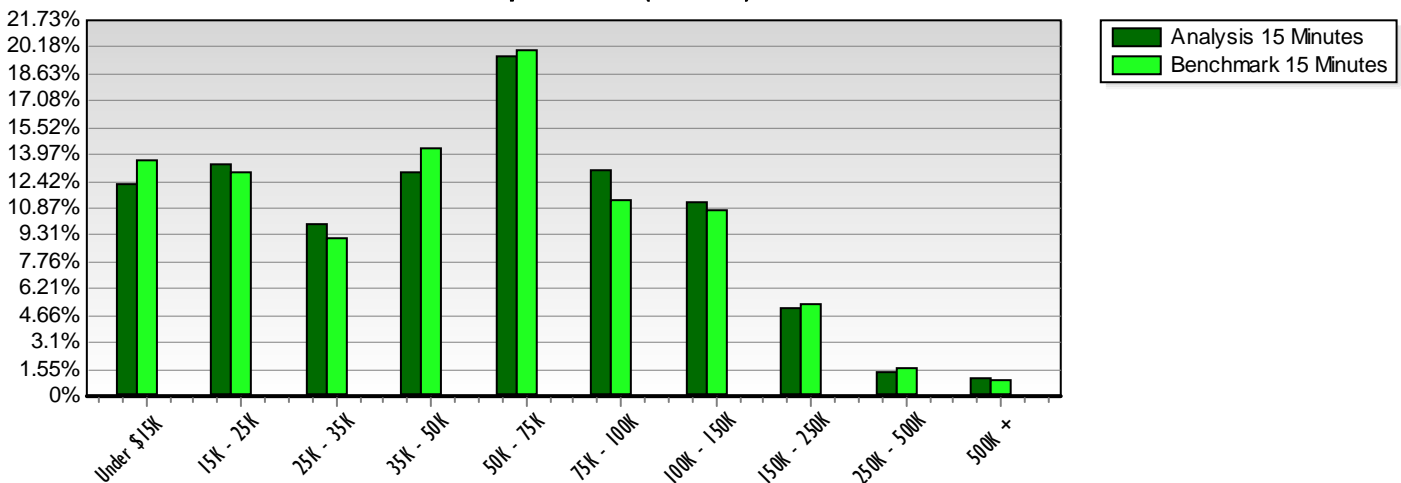
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Taste

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	377	131
\$15,000 to \$24,999	542	358	151
\$25,000 to \$34,999	400	254	157
\$35,000 to \$49,999	520	399	130
\$50,000 to \$74,999	790	555	142
\$75,000 to \$99,999	525	313	168
\$100,000 to \$149,999	451	299	151
\$150,000 to \$249,999	207	149	139
\$250,000 to \$499,999	56	44	127
\$500,000 +	43	27	159
Total Households By Income	4,028		
Average Household Income	\$70,224	\$69,415	101
Median Household Income	\$50,734	\$49,055	103

Households By Income (Current)



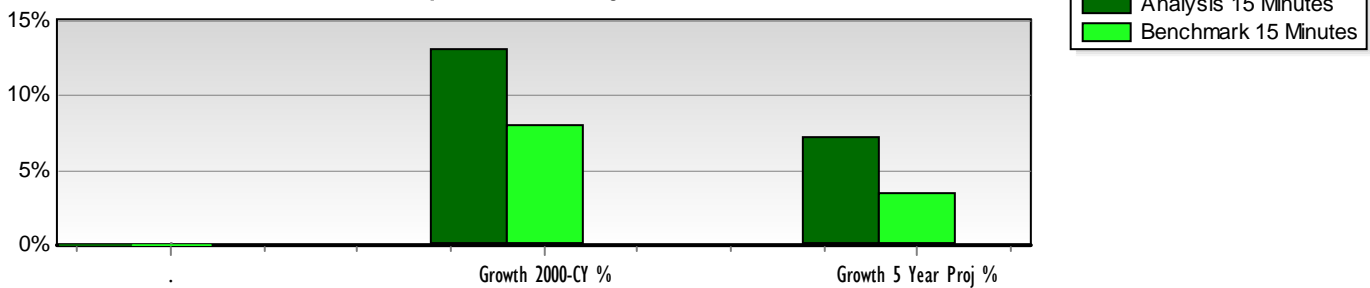
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Treats

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	43,837	32
Current Year Estimate	13,175	42,342	31
2000 Census	11,651	39,224	30

Population Change

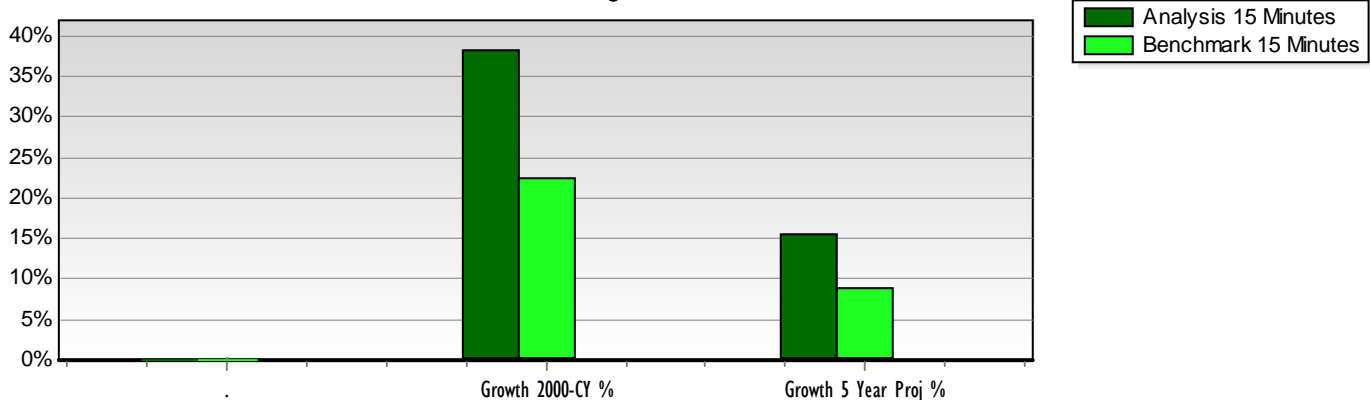


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	24,874	16

Household Profile

Five Year Projection	4,573	21,923	21
Current Year Estimate	3,961	20,130	20
2000 Census	2,865	16,433	17

Household Change



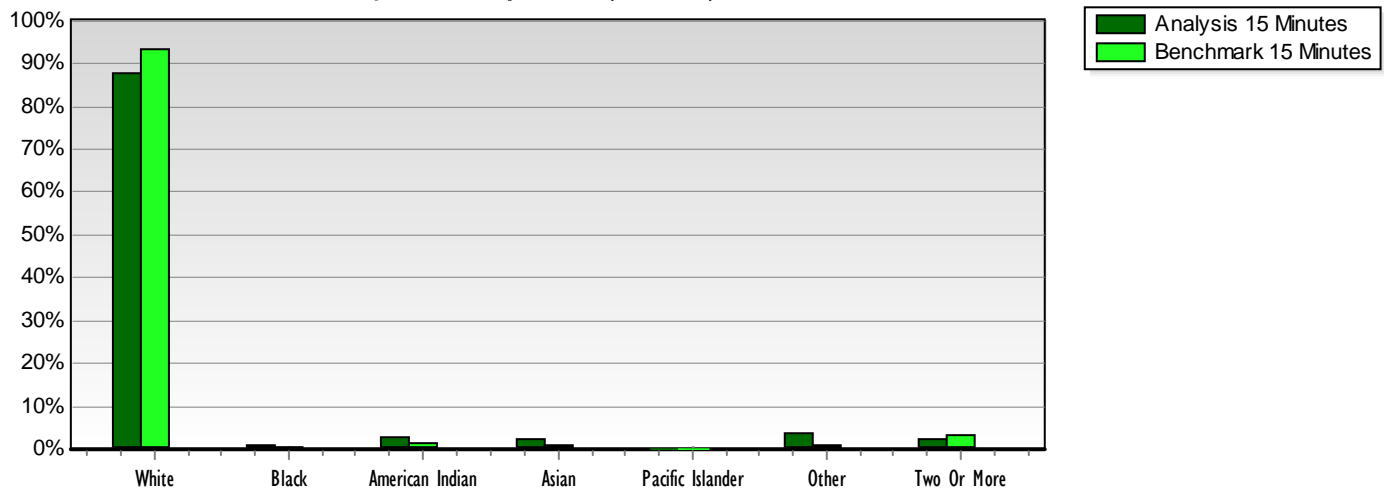
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Treats

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	18,781	18
Black	35	47	74
American Indian	117	242	48
Asian	91	202	45
Pacific Islander	0	0	0
Other	152	170	89
Two Or More	95	687	14
Total Population By Race	3,963	20,129	20

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	972	34
Non Hispanic Origin	3,629	19,158	19

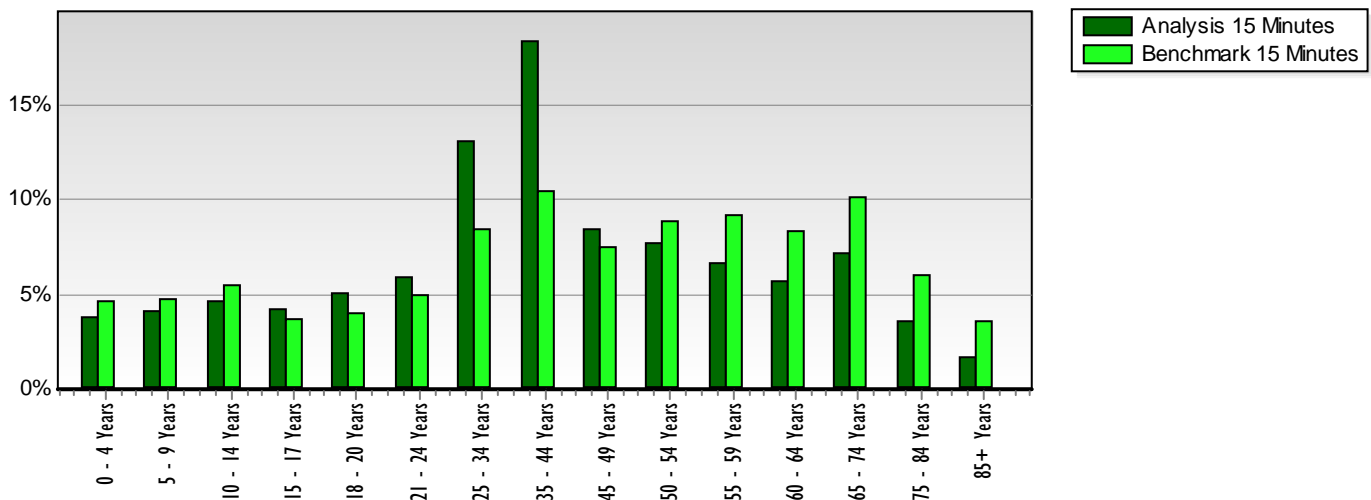
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Treats

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	1,960	25
5 to 9 years	536	1,986	27
10 to 14 years	611	2,322	26
15 to 17 years	561	1,574	36
18 to 20 years	666	1,685	40
21 to 24 years	774	2,113	37
25 to 34 years	1,722	3,584	48
35 to 44 years	2,416	4,419	55
45 to 49 years	1,110	3,189	35
50 to 54 years	1,020	3,753	27
55 to 59 years	868	3,891	22
60 to 64 years	752	3,509	21
65 to 74 years	943	4,282	22
75 to 84 years	479	2,547	19
85+ Years	222	1,528	15
Total Population By Age	13,175	42,342	31
Median Age	40.0	48.0	83

Population By Age (Current)



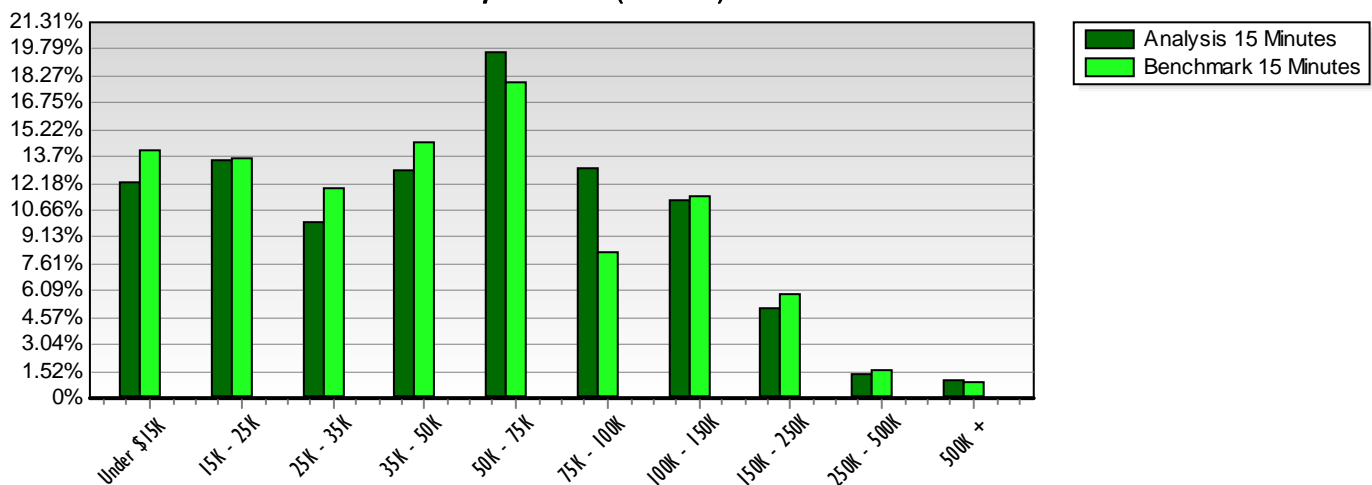
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Treats

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	2,873	17
\$15,000 to \$24,999	542	2,795	19
\$25,000 to \$34,999	400	2,431	16
\$35,000 to \$49,999	520	2,973	17
\$50,000 to \$74,999	790	3,671	22
\$75,000 to \$99,999	525	1,709	31
\$100,000 to \$149,999	451	2,346	19
\$150,000 to \$249,999	207	1,206	17
\$250,000 to \$499,999	56	321	17
\$500,000 +	43	191	23
Total Households By Income	4,028		
Average Household Income	\$70,224	\$67,682	104
Median Household Income	\$50,734	\$44,571	114

Households By Income (Current)



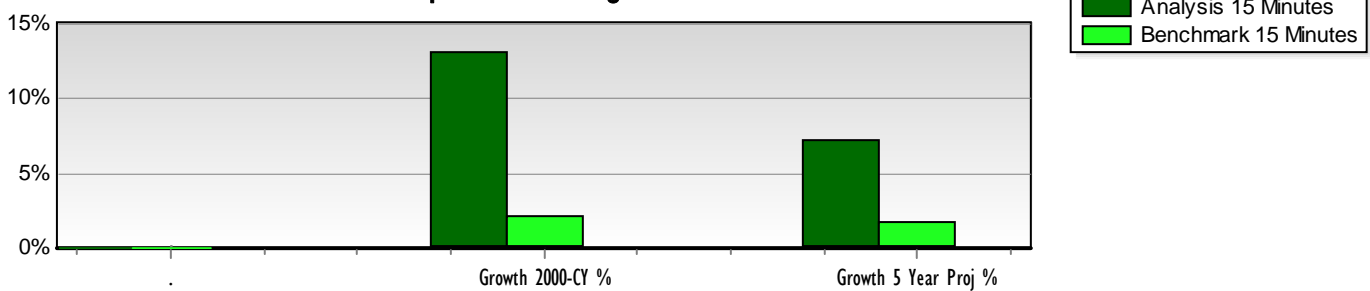
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Union Pub

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	11,370	124
Current Year Estimate	13,175	11,183	118
2000 Census	11,651	10,955	106

Population Change

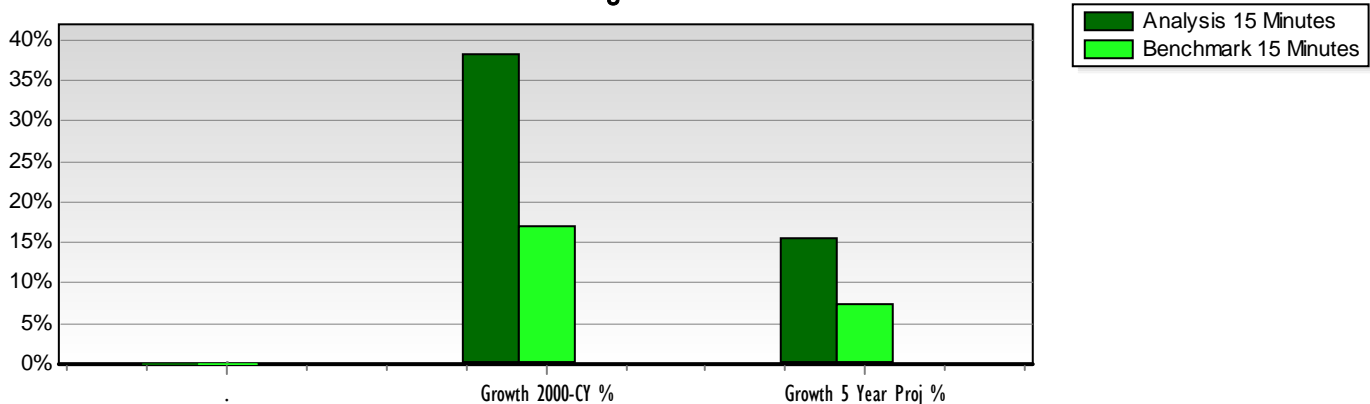


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	2,435	161

Household Profile

Five Year Projection	4,573	5,509	83
Current Year Estimate	3,961	5,131	77
2000 Census	2,865	4,385	65

Household Change



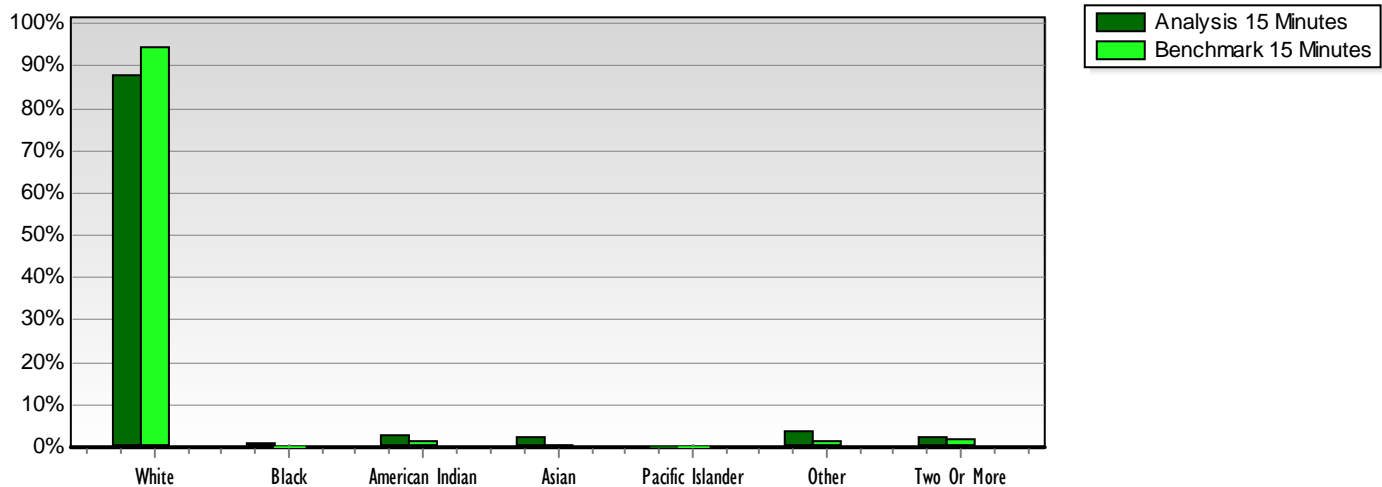
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Union Pub

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	4,848	72
Black	35	6	583
American Indian	117	72	163
Asian	91	35	260
Pacific Islander	0	0	0
Other	152	75	203
Two Or More	95	97	98
Total Population By Race	3,963	5,133	77

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	284	117
Non Hispanic Origin	3,629	4,848	75

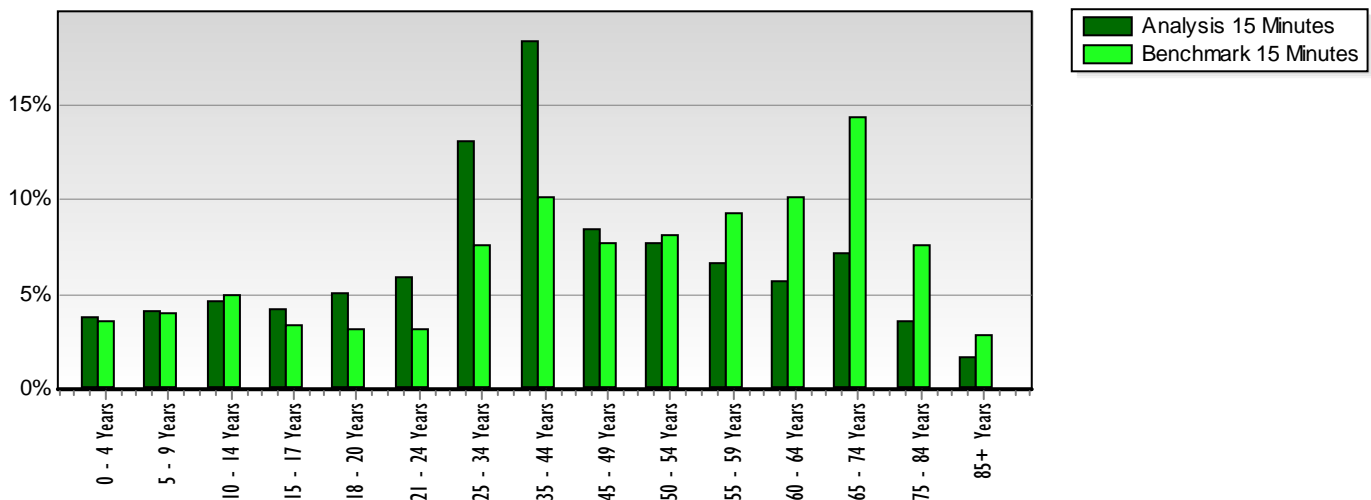
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Union Pub

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	396	125
5 to 9 years	536	450	119
10 to 14 years	611	558	109
15 to 17 years	561	377	149
18 to 20 years	666	359	186
21 to 24 years	774	356	217
25 to 34 years	1,722	850	203
35 to 44 years	2,416	1,129	214
45 to 49 years	1,110	857	130
50 to 54 years	1,020	909	112
55 to 59 years	868	1,040	83
60 to 64 years	752	1,137	66
65 to 74 years	943	1,602	59
75 to 84 years	479	845	57
85+ Years	222	316	70
Total Population By Age	13,175	11,183	118
Median Age	40.0	51.0	78

Population By Age (Current)



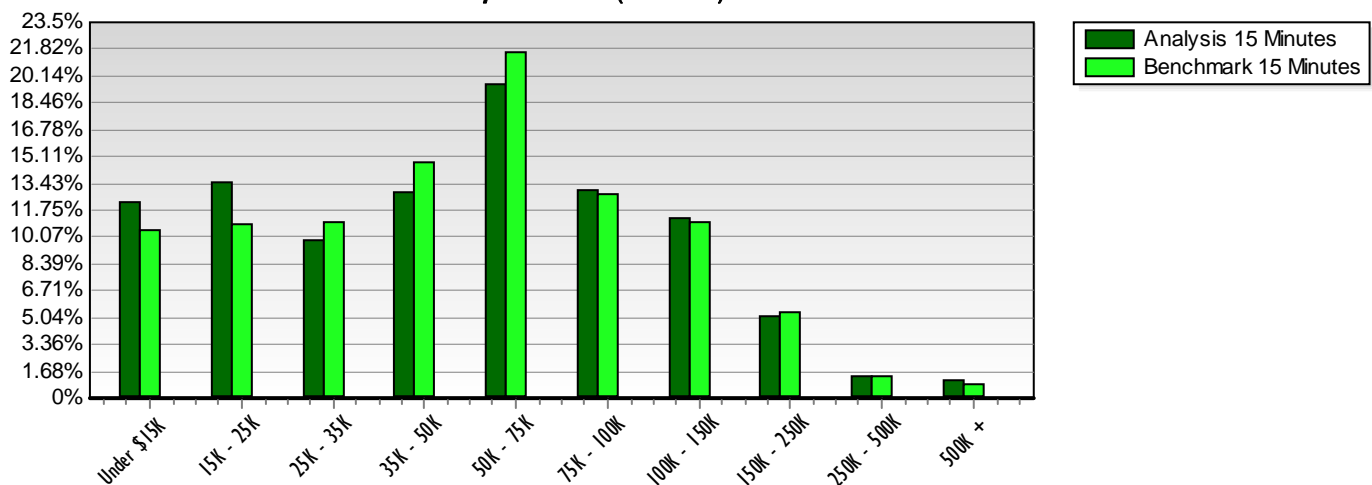
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Union Pub

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	547	90
\$15,000 to \$24,999	542	567	96
\$25,000 to \$34,999	400	572	70
\$35,000 to \$49,999	520	770	68
\$50,000 to \$74,999	790	1,130	70
\$75,000 to \$99,999	525	666	79
\$100,000 to \$149,999	451	576	78
\$150,000 to \$249,999	207	278	74
\$250,000 to \$499,999	56	73	77
\$500,000 +	43	47	91
Total Households By Income	4,028		
Average Household Income	\$70,224	\$70,598	99
Median Household Income	\$50,734	\$52,250	97

Households By Income (Current)



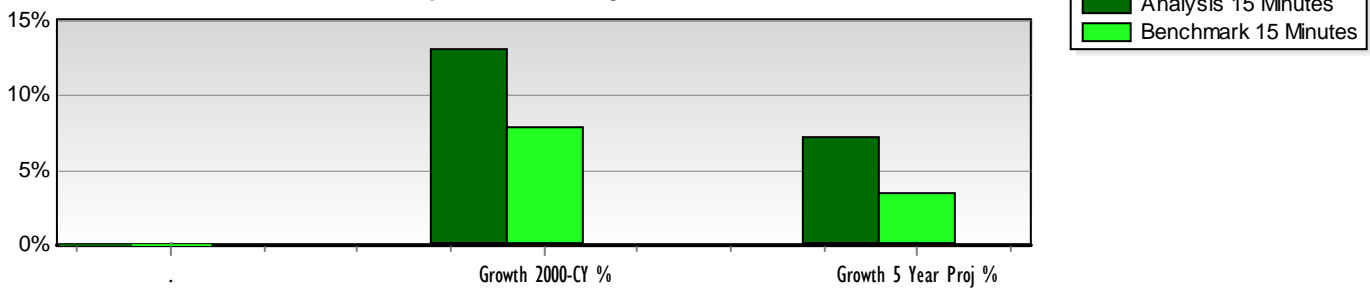
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Java Johns

Population Profile	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Five Year Projection	14,121	44,454	32
Current Year Estimate	13,175	42,953	31
2000 Census	11,651	39,821	29

Population Change

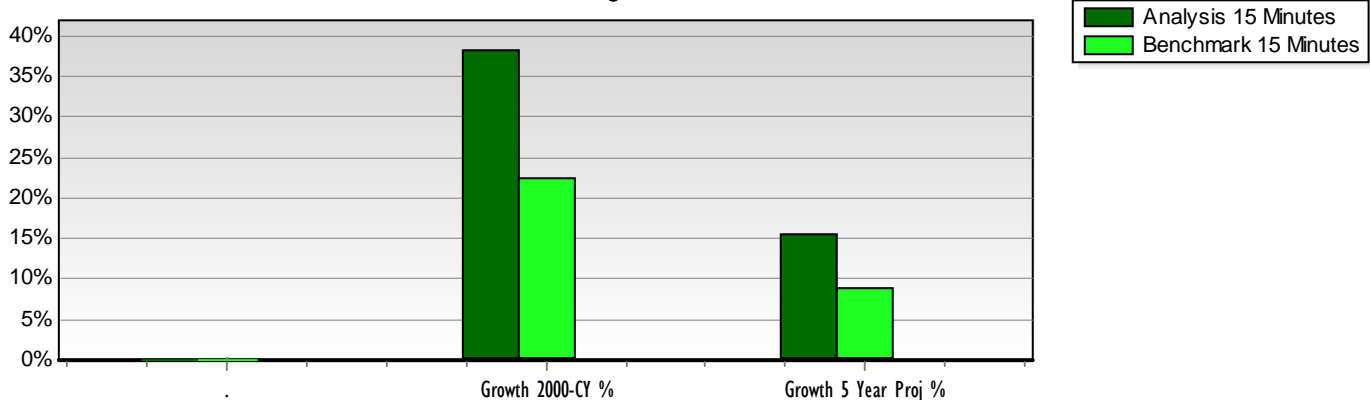


Work Place Population	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Total	3,927	24,964	16

Household Profile

Five Year Projection	4,573	22,266	21
Current Year Estimate	3,961	20,454	19
2000 Census	2,865	16,712	17

Household Change



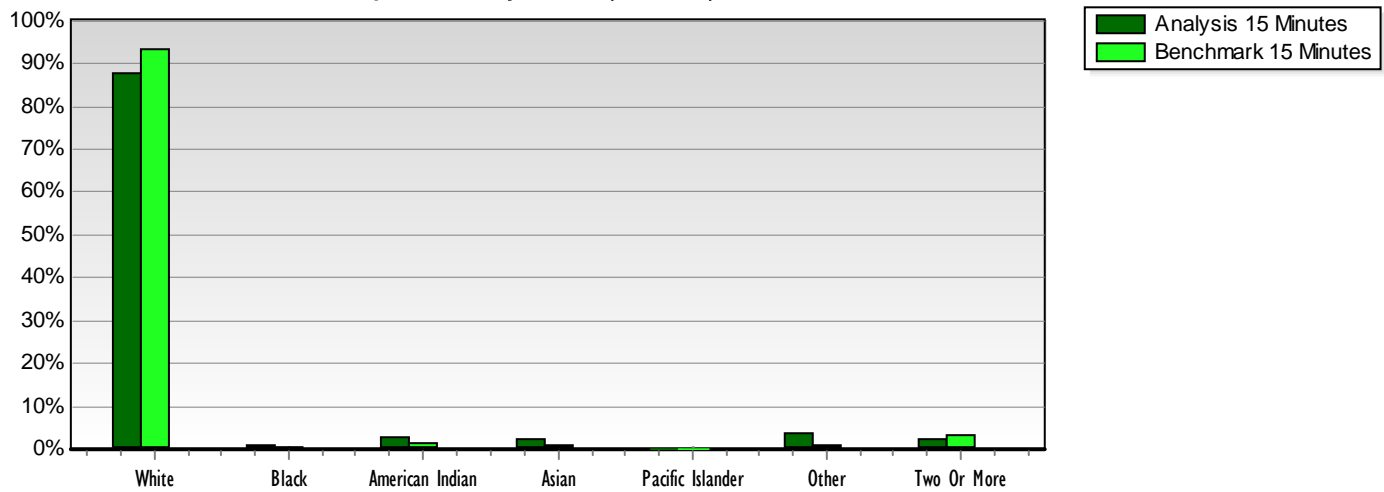
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

Benchmark Geography: Java Johns

Population By Race (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
White	3,473	19,087	18
Black	35	49	71
American Indian	117	245	48
Asian	91	202	45
Pacific Islander	0	0	0
Other	152	172	88
Two Or More	95	698	14
Total Population By Race	3,963	20,453	19

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Hispanic Origin	333	987	34
Non Hispanic Origin	3,629	19,466	19

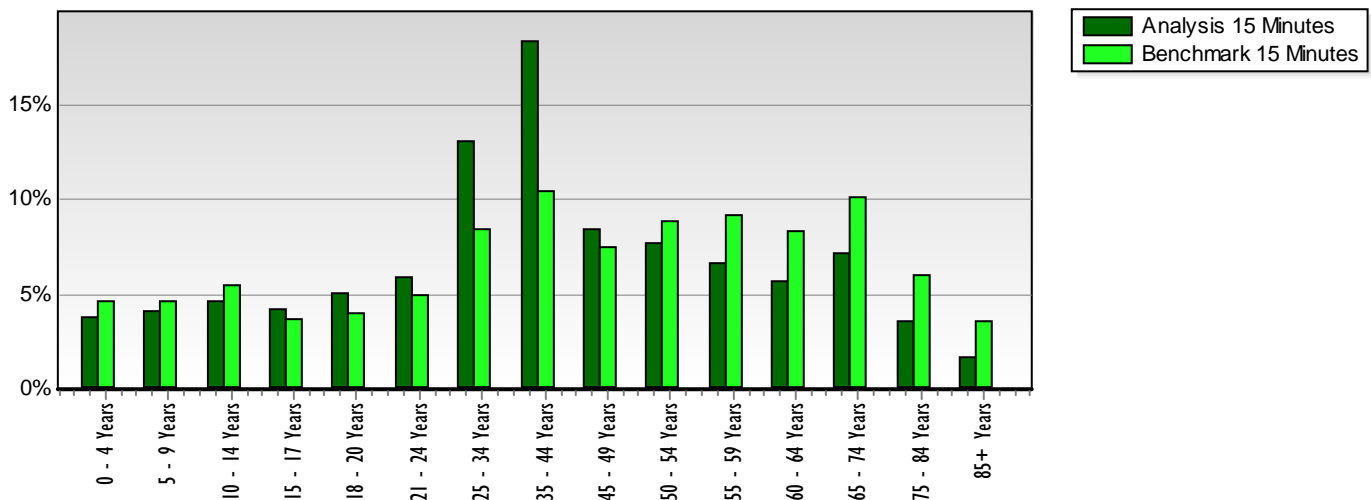
Analysis Geography: City Center, Ione, CA

Date: 6/29/2012

Benchmark Geography: Java Johns

Population By Age (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
0 to 4 years	494	1,984	25
5 to 9 years	536	2,012	27
10 to 14 years	611	2,355	26
15 to 17 years	561	1,598	35
18 to 20 years	666	1,705	39
21 to 24 years	774	2,137	36
25 to 34 years	1,722	3,623	48
35 to 44 years	2,416	4,481	54
45 to 49 years	1,110	3,231	34
50 to 54 years	1,020	3,803	27
55 to 59 years	868	3,950	22
60 to 64 years	752	3,567	21
65 to 74 years	943	4,360	22
75 to 84 years	479	2,599	18
85+ Years	222	1,547	14
Total Population By Age	13,175	42,953	31
Median Age	40.0	48.0	83

Population By Age (Current)



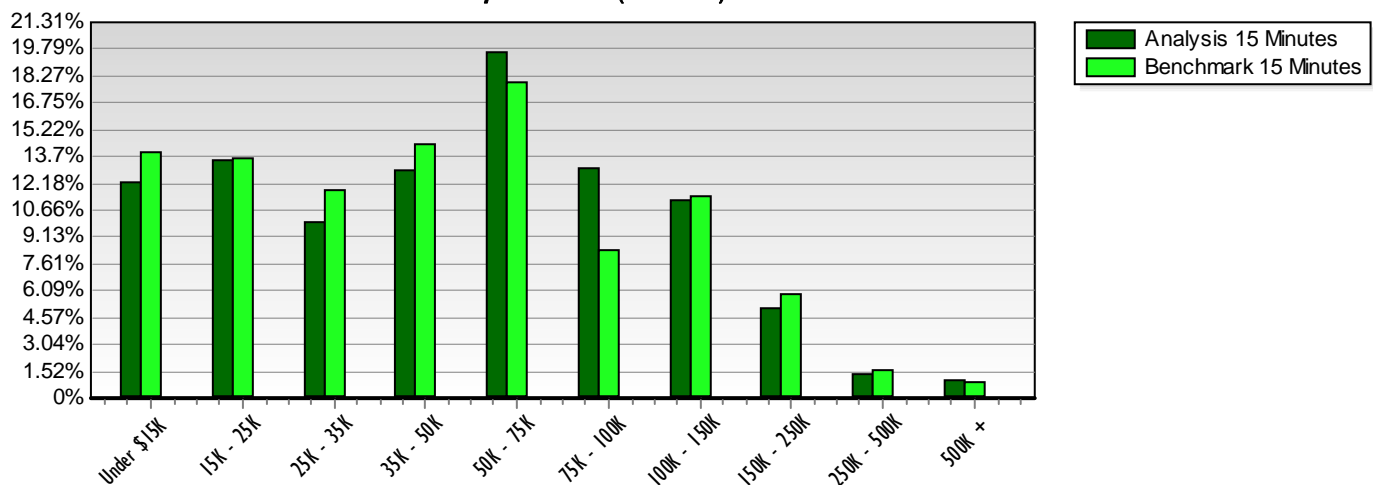
Analysis Geography: City Center, Lone, CA

Date: 6/29/2012

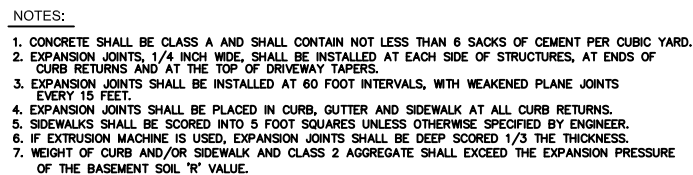
Benchmark Geography: Java Johns

Households By Income (Current)	Analysis 15 Minutes	Benchmark 15 Minutes	Comparison Index*
Under \$15,000	494	2,913	17
\$15,000 to \$24,999	542	2,837	19
\$25,000 to \$34,999	400	2,465	16
\$35,000 to \$49,999	520	3,005	17
\$50,000 to \$74,999	790	3,745	21
\$75,000 to \$99,999	525	1,749	30
\$100,000 to \$149,999	451	2,388	19
\$150,000 to \$249,999	207	1,224	17
\$250,000 to \$499,999	56	325	17
\$500,000 +	43	194	22
Total Households By Income	4,028		
Average Household Income	\$70,224	\$67,737	104
Median Household Income	\$50,734	\$44,698	114

Households By Income (Current)



PUBLIC IMPROVEMENT STANDARDS



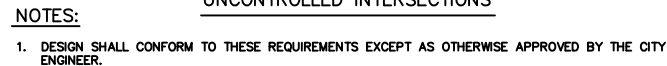
12' TYP STRIPING

5' TYP.

10' TYP. (OUTSIDE)

LIP OF GUTTER

CONTROLLED INTERSECTIONS



SEE CITY STD. FOR STREET NAME SIGN

6" MIN. ALL SIGNS

STANDARD STOP SIGN (24")

SIGN POST TO BE 2" GALVANIZED PIPE

6"x 3/8" REBAR OR BOLT

BASE OF SIGN TO BE POURED WITH CLASS "A" P.C.C.

12" DIA. MIN.

7" MIN. ALL SIGNS

10' CROSSWALK (TYP.)

12" (TYP.)

FACE OF CURB

ANY OBSTRUCTION

R=5'

4' MIN. CLEAR

R=5'

R/W

6"

R=7'

CENTER SIDEWALK WARPS ABOUT LOT LINES

18"

2'

TRAFFIC SIGNAL

COMBINATION SIGN POST

12"

CATCH BASIN

BACK OF SIDEWALK

R/W LINE

12" MIN.

P.U.E.

RAD. PT.

P.U.E.

R/W LINE

24"

14"-20"

CATCH BASIN

STREET LIGHT STANDARD

18"

HANDICAP RAMP

CURB FACE

E.C.R.

FIRE HYDRANT

NOTES:

1. COMBINATION STREET & STOP SIGN POST SHALL BE MINIMUM 18" BEHIND CURB FACE OR 6" BEHIND SIDEWALK
2. WIDEN OR MEANDER SIDEWALK AT OBSTRUCTIONS (INCLUDING DRIVEWAYS) TO MAINTAIN 4' MIN. CLEARANCE.

Technical drawing of a curb and gutter detail, showing a plan view and a cross-section labeled SECTION A-A.

Plan View Labels:

- LIP OF GUTTER
- FACE OF CURB
- PLANTER AREA WITH DETACHED SIDEWALK
- CONTIGUOUS SIDEWALK AREA
- BACK OF DETACHED SIDEWALK
- Truncated domes see note 6
- 10% MAX. AT CURB (TYP)
- VARIES 4'-0"
- 4'-0"
- VARIES 4'-0"
- 1' TYP.
- 6' MIN. 8' MAX.
- CONTIGUOUS SWK AREA
- PLANTER SWK/CONTIG. SWK
- VARIES
- VARIES
- GRADED SLOPE TRANSITION SEE NOTE 5
- E.C.R.

Cross-Section Labels (SECTION A-A):

- APPROXIMATELY 3/4"
- 1/4"
- 1/4"
- GROOVING DETAIL
- 12" WIDE GROOVING AROUND RAMP
- 4' MIN. 6' MAX.
- 2% MAX.
- RAMP SLOPE 8.33% MAX.
- 5% MAX.
- 4" CL 2 A-B
- SECTION A-A
- 6' MIN.

NOTES:

- Concrete shall be Class A.

- NOTES:**
1. Concrete shall be Class A.
 2. Ramp shall be located at the mid-point of the curb return.
 3. Design shall conform to these requirements, except as otherwise approved by the City engineer.
 4. The curb ramp shall be outlined, as shown, with a 1'-0" wide border with 1/4" grooves approximately 3/4" on center. See grooving detail.
 5. Maximum slopes of the road surface immediately adjacent to the curb ramp or accessible route shall not exceed 5 percent within 4'-0" of the top and bottom of the curb ramp. Adjoining gutter slope transitions from 1" per foot to 5% at the ramp (Typ.).
 6. Raised truncated dome detectable warning surface. See sheet 3 of 3 for detail. The edge of the detectable warning surface nearest the street shall be between 6" and 8" from the gutter flowline.
 7. Transitions from ramps and landing to walks, gutters, or streets shall be flush and free of abrupt changes.
 8. The bottom of the curb ramp shall be at the same grade as the gutter. If the curb ramp will be relocated or adjusted to grade by the owner prior to, or in conjunction with, curb ramp construction.

Back of S/W

6" Typ

5'-0" Min

Retaining curb if necessary at edge of sidewalk

2% Max

8.33% Max

2% Max

5/8" Max

3" Max

8.33% Max

2% Max

5/8" Max

Truncated domes see note 5

See Note 3

Face of curb

Lip of gutter

PLAN

0.45" Top Dia

0.20" Max

0.9" Base Dia

RAISED TRUNCATED DOME

1.67" to 2.35" Center to center spacing

Approximately 3/4"

1/4"

1/4"

GROOVING DETAIL

Retaining curb if necessary

5' Min.

2% Max.

Gutter flowline

5% Max.

See Note 4

4" CL 2 A.B.

6" MIN.

SECTION B-B

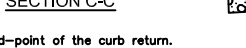
NOTES:

1. Concrete shall be Class A

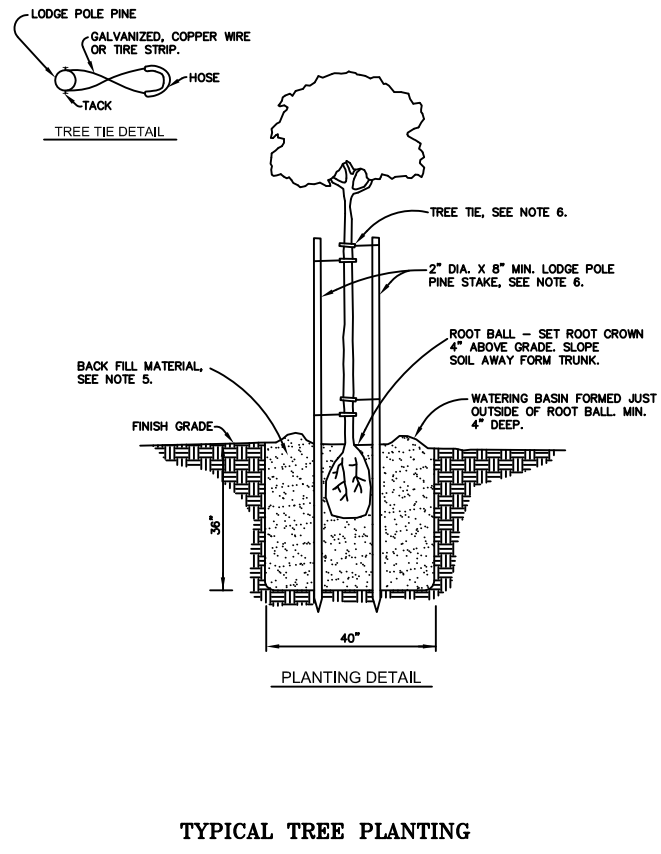
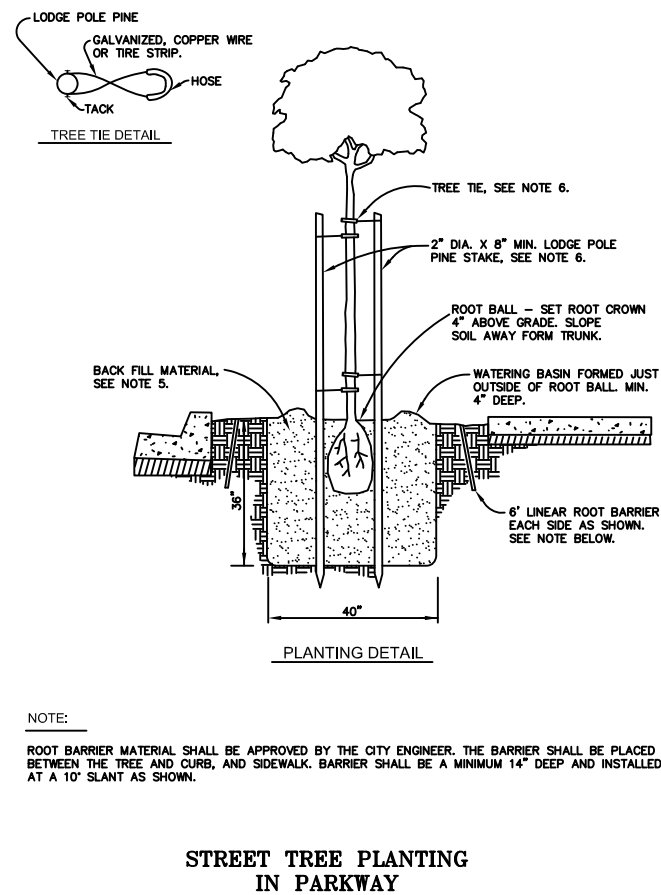
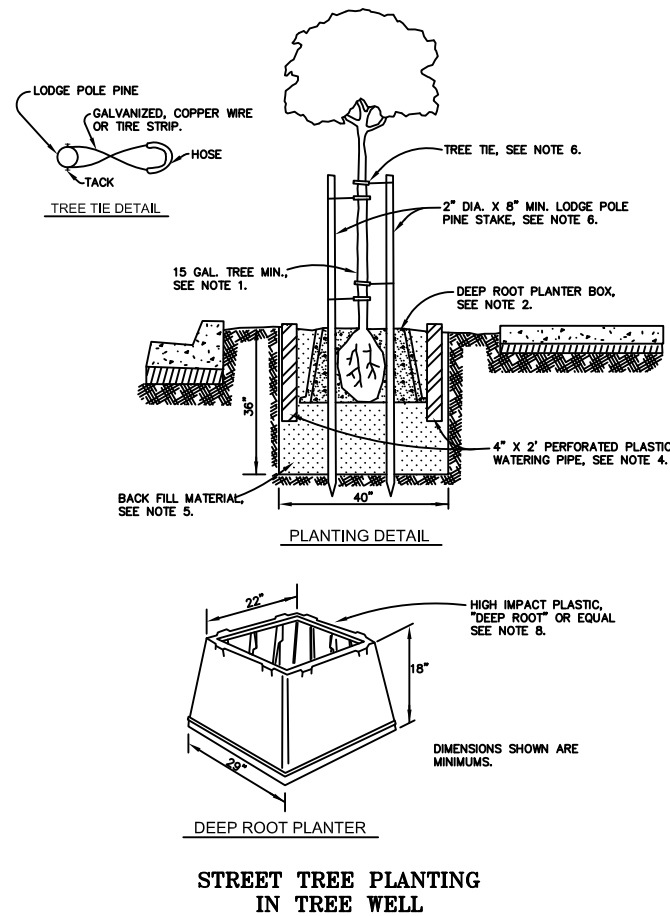
- NOTES:**

 - Concrete shall be Class A.
 - Design shall conform to these requirements, except as otherwise approve by the City engineer.
 - The curb ramp shall be outlined, as shown, with a 1'-0" wide border with 1/4" grooves approximately 3/4" on center. See grooving detail.
 - Maximum slopes of adjoining gutters, the road surface immediately adjacent to the curb ramp or accessible route shall not exceed 5 percent within 4'-0" of the top and bottom of the curb ramp.
 - Raised truncated dome detectable warning surface. See sheet 3 of 3 for detail. The edge of the detectable warning surface nearest the street shall be between 6" and 8" from the gutter flowline.
 - Transitions from ramps and landing to walks, gutters, or streets shall be flush and free of abrupt changes.
 - Utility pull boxes, manholes, vaults and all other utility facilities within the boundaries of the curb ramp will be relocated or adjusted to grade by the owner prior to, or in conjunction with, curb ramp construction.

[illegible]

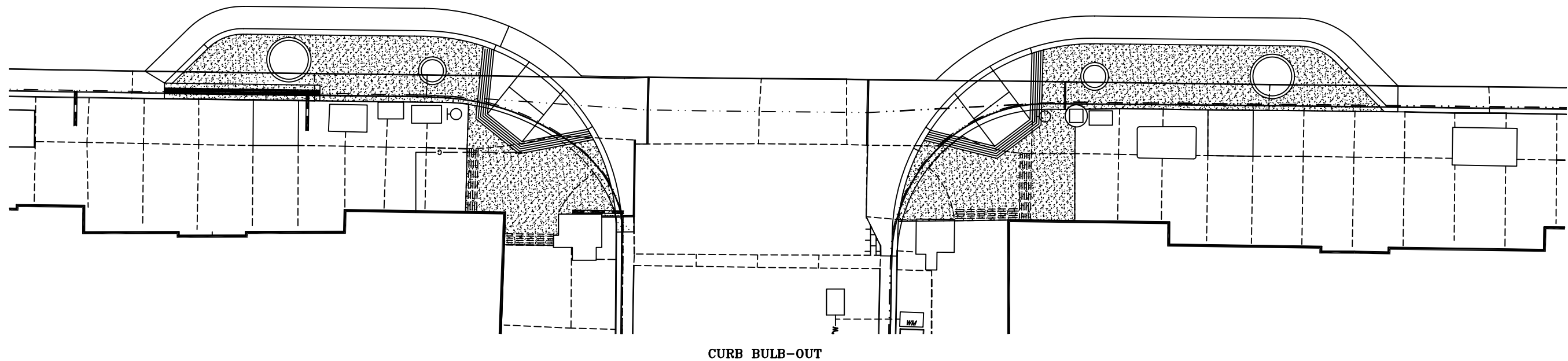
- NOTES: 4" CL 2 A.B.
- SECTION C-C
- 
1. Concrete shall be Class A.
 2. Ramp shall be located at the mid-point of the curb return.
 3. Design shall conform to these requirements, except as otherwise approve by the City engineer.
 4. The curb ramp shall be outlined, as shown, with a 1'-0" wide border with 1/4" grooves approximately 3/4" on center. See grooving detail.
 5. Maximum slopes of the road surface immediately adjacent to the curb ramp or accessible route shall not exceed 5 percent within 4'-0" of the top and bottom of the curb ramp. Adjoining gutter slope transitions from 1" per foot to 5% at the ramp (Typ.)
 6. Raised truncated dome detectable warning surface, detail above. The edge of the detectable warning surface nearest the street shall be between 6" and 8" from the gutter flowline.
 7. Transitions from ramps and landing to walks, gutters, or streets shall be flush and free of abrupt changes.
 8. Utility pole boxes, manholes, vaults and all other utility facilities within the boundaries of the curb ramp shall be relocated or adjusted to grade by the owner prior to, or in conjunction with, curb ramp construction.

PEDESTRIAN RAMP TYPE C



- GENERAL NOTES:
1. TREES SHALL BE OF A SIZE NOT LESS THAN 8 FT. IN HEIGHT NOR LESS THAN 1 INCH CALIPER. A TREE MAY BE REJECTED IF IT IS NOT OF A SHAPE OR CONDITION ACCEPTABLE TO THE CITY.
 2. THE TREE SHALL BE PLANTED IN DEEP ROOT PLANTER BOX. THE PLANTER BOX MUST BE A MINIMUM OF 22 INCHES AT THE TOP, 29 INCHES AT THE BOTTOM AND 18 INCHES DEEP.
 3. THE TREE SHALL BE PLANTED IN A HOLE 40 INCHES SQUARE BY 36 INCHES DEEP.
 4. INSTALL TWO DEEP WATERING PERFORATED PLASTIC PIPES AS SHOWN. FILL PIPES WITH 3/4 INCH CLEAN DRAIN ROCK.
 5. TREES SHALL BE PLANTED IN A MIXTURE OF 1/2 NATIVE SOIL AND 1/2 LEAF MOLD OR REDWOOD MULCH.
 6. TREES SHALL BE STAKED WITH TWO 2 INCH BY 8 FT. MINIMUM LODGE POLE PINE STAKES OR EQUAL. STAKES SHALL BE COATED WITH GREEN PRESERVATIVE STAIN. TREES SHALL BE TIED WITH "GRO STRAIT" TREE TIES, OR SIMILAR.
 7. TREES SHALL BE PLANTED A MINIMUM OF 20 FT. APART TO A MAXIMUM OF 50 FT. APART DEPENDING ON THE TYPE OF THE TREE. TREES SHALL BE PLANTED A MINIMUM OF 20 FT. FROM CURB RETURNS, 15 FT. FROM STREET LIGHTS AND 6 FT. FROM DRIVEWAYS, SEWER LATERALS AND WATER SERVICES OR AS OTHERWISE APPROVED BY THE CITY.
 8. DEEP ROOT PLANTER SHALL BE FABRICATED FROM A HIGH DENSITY AND HIGH IMPACT PLASTIC SUCH AS POLYVINYL CHLORIDE, ABS OR POLYETHYLENE AND HAVE A MINIMUM THICKNESS OF 0.06 INCH. THE PLASTIC SHALL HAVE 1/2 INCH HIGH RAISED VERTICAL RIBS ON THE INNER SURFACE SPACED NOT MORE THAN SIX (6) INCHES APART.
 9. ALL STREET TREES TO BE PLANTED SHALL BE SELECTED FROM THE "CITY STREET TREE LIST".

STREET TREE PLANTING NOTES



STREET TREE AND LANDSCAPING PALETTE

IONE DOWNTOWN PLAN

APPENDIX F - STREET TREE AND LANDSCAPING PALETTE

Street Trees									
Botanical Name	Common Name	Height (feet)	Canopy Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Root Damage	Flowers	Notes
Acer campestre	Queen Elizabeth Hedge Maple	50		Upright	Deciduous	Well Drained Soil	Low	Inconspicuous, Green. Flowers in Spring.	Native to Europe and Western Asia. Used in parking lot islands and sidewalk tree pits.
Acer oblongum	Evergreen Maple	50		Rounded	Evergreen to partly Deciduous	Moist Soil	Low	Inconspicuous, Green	New growth is bronze-pink.
Acer rubrum ‘Bowhall’	Bowhall Red Maple	45-50	15-25		Deciduous	Wet, Well Drained Soil	Low	Showy, Red. Flowers in Spring or Winter.	Branches don't droop and are susceptible to breakage.
Acer rubrum ‘October Glory’	October Glory Maple	40-50	25-35	Oval or Rounded	Deciduous	Wet but Well Drained Soil	Low	Showy, Red. Flowers in Spring.	Branches droop and resist breakage.
Acer saccharum ‘Endowment’	Endowment Sugar Maple	45-50	6-10	Columnar	Decidious	Well Drained Soil	Low	Inconspicuous, Green. Flowers in Spring.	Branches don't droop and resist breakage.
Acer saccharum ‘Goldspire’	Goldspire Sugar Maple	35-50	10-15	Columnar or Conical	Decidious	Well Drained Soil	Low	Inconspicuous, Green. Flowers in Spring.	Branches don't droop and resist breakage.
Aesculus hippocastanum ‘Baumannii’	Baumannii Horsechestnut	65	40	Oval or Rounded	Decidious	Well Drained Soil	Low	Showy, White. Flowers in Spring.	Branches droop and resist breakage.
Albizia julibrissin	Silk Tree	20-35	20	Rounded, Umbrella or Vase	Decidious	Moist to Dry Soil	Moderate	Showy, Pink or Rose. Flowers in Spring or Summer.	Native to Southwestern and Eastern Asia. Fast growing, but messy because of fruit and flower litter. Caterpillars are more of a problem back east than in California. Shade tree tolerant of a variety of conditions.
Alnus cordata	Italian Alder	40-50	25	Oval or Rounded	Decidious	Wet to Moist Soil	Moderate	Inconspicuous, Green or Yellow. Flowers in Spring.	Native to Italy, Corsica. Borers are serious problem on most alders. Roots are invasive. Grows best with regular, deep irrigation.
Betula nigra	River Birch	50-90	40-60	Conical	Decidious	Wet to Moist Soil	Moderate	Inconspicuous. Flowers in Spring, Summer or Fall.	Native to Eastern North America. Needs ample water; poor tolerance of drought. Flaking curling bark in older trees. Resistant to bronze birch borer, but not Pacific Flathead borer.
Betula nigra ‘Heritage’	Heritage River Birch	40-50	25-35	Conical or	Deciduous	Wet but Well	Low	Inconspicuous, Brown. Flowers in	Branches droop and resist breakage.

Street Trees									
Botanical Name	Common Name	Height (feet)	Canopy Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Root Damage	Flowers	Notes
				Oval		Drained Soil		Spring or Winter.	
Butia capitata	Pindo Palm	15-25	10-15	Palm	Evergreen	Well Drained Soil	Low	Showy, White. Flowers in Spring.	Native to Brazil, Uruguay, and Argentina. Branches don't droop, and resist breakage.
Callistemon citrinus	Lemon Bottlebrush	20-25	25	Oval or Rounded	Evergreen	Moist to Dry Soil. Drought tolerant.	Low	Showy, Red. Flowers in Spring or Summer.	Native to Queensland, New South Wales and Victoria in Australia. Commonly grown as a shrub, or as a single trunk tree standard. It may require regularly scheduled light top-trimming (but not necessarily shearing) of vigorous top shoots to maintain its height below 25'.
Callistemon viminalis	Weeping Bottlebrush	25	15	Oval or Rounded	Evergreen	Wet to Dry Soil. Drought tolerant.	Low	Showy, Red. Flowers in Spring or Summer.	Native to New South Wales and Queensland. Has fragrant leaf.
Callistemon viminalis 'Red Cascade'	Red Cascade Weeping Bottlebrush	25	15-20	Weeping or Rounded	Evergreen	Well Drained Soil	Low	Showy, Red. Flowers in Spring or Summer.	Branches droop and resist breakage.
Camellia oleifera	Tea-Oil Camellia	10-20	6-12	Rounded or Vase	Evergreen	Well Drained Soil	Low	Showy, White. Flowers in Winter.	Native to China. Branches droop and resist breakage.
Cercis Canadensis 'Flame' (Plena)	Flame Easter Redbud	50	15-25	Rounded or Vase	Deciduous	Moist, Well Drained Soil. Drought tolerant.	Low	Showy, Pink, Lavender, Purple or Rose. Flowers in Spring.	Has double flowers. Sometimes called 'plena'. Branches droop and are susceptible to breakage.
Cercis Canadensis 'Silver Cloud'	Silver Cloud Eastern Redbud	50	15-20	Rounded or Vase	Deciduous	Well Drained Soil	Low	Showy, Pink, Lavender or Purple. Flowers in Spring.	Branches droop and are susceptible to breakage.
Cercis Canadensis var. Mexicana	Mexican Redbud	25	10-15	Rounded or Vase	Deciduous	Well Drained Soil	Low	Showy, Pink. Flowers in Spring.	Branches droop and are susceptible to breakage.
Cotinus coggygria 'Daydream'	Daydream Smoke Tree	25	10-15	Rounded	Deciduous	Well Drained Soil	Low	Showy, Pink or White. Flowers in Spring or Summer.	Branches droop and resist breakage.
Cotinus coggygria 'Flame'	Flame Smoke Tree	25	10-18	Rounded	Deciduous	Well Drained Soil	Low	Showy, Pink. Flowers in Spring or Summer.	Branches droop and resist breakage.
Cotinus coggygria 'Pendulus'	Pendulus Smoke Tree	25	10-18	Rounded	Deciduous	Well Drained Soil	Low	Showy, Pink. Flowers in Spring or Summer.	Branches droop and resist breakage.
Cotinus coggygria 'Purpureus'	Purpureus Smoke Tree	25	10-15	Rounded	Deciduous	Moist to Dry Soil	Low	Showy, Lavender or Purple. Flowers in Spring or Summer.	Resistant to oak root fungus. Has young purple leaves. Branches droop and resist breakage.
Cotinus coggygria 'Royal Purple'	Royal Smoke Tree	25	10-18	Rounded	Deciduous	Well Drained Soil	Low	Showy, Purple or Red. Flowers in Spring or Summer.	Branches droop and resist breakage.
Cotinus obovatus	American Smoke Tree	25	15-25	Rounded	Deciduous	Well Drained	Low	Showy, Pink or White. Flowers in	Native to Eastern United States.

Street Trees									
Botanical Name	Common Name	Height (feet)	Canopy Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Root Damage	Flowers	Notes
						Soil		Spring.	Branches droop and resist breakage.
Ginkgo biloba ‘Princeton Sentry’	Princeton Sentry Maidenhair Tree	65	15-20	Columnar	Deciduous	Wet but Well Drained Soil	Low	Inconspicuous, Fragrant, Green. Flowers in Spring.	Branches don't droop and resist breakage. Has fragrant flower.
Halesia monticola ‘Rosea’	Rosea Mountain Silver Bell	65	20-30	Conical, Oval or Vase	Deciduous	Well Drained Soil	Low	Showy, Pink. Flowers in Spring.	Branches don't droop and resist breakage.
Koelreuteria paniculata ‘Fastigiata’	Fastigiata Goldenrain Tree	25	4-7	Columnar	Deciduous	Well Drained Soil	Low	Showy, Yellow. Flowers in Summer.	Branches Don't Droop, Branches Susceptible to Breakage.
Lagerstroemia fauriei	Japanese Crape Myrtle	50	25-35	Vase	Deciduous	Well Drained Soil	Low	Showy, White.	Popular single or multi-trunk tree, used as a flowering or foliage accent. The branches do not droop and resist breakage.
Magnolia grandiflora ‘Majestic Beauty’	Majestic Beauty Southern Magnolia	50	20-25	Conical or Oval	Evergreen	Wet but Well Drained Soil	Low	Showy, Fragrant, White. Flowers in Spring or Summer.	Branches droop and resist breakage.
Malus x ‘Harvest Gold’	Harvest Gold Crabapple	25	15-25	Columnar or Oval	Deciduous	Well Drained Soil	Low	Showy, White. Flowers in Spring.	Branches don't droop and resist breakage.
Malus zumi ‘Calocarpa’	Redbud Crabapple	25	15-30		Deciduous	Well Drained Soil	Low	Showy, Pink or White. Flowers in Spring.	Branches droop and resist breakage.
Photinia glabra	Red Leaf Photinia	25	10-15	Oval, Rounded or Vase	Evergreen	Well Drained Soil	Low	Showy, Fragrant, White. Flowers in Spring.	Very durable and tolerates heat, dryness, and poor soils. Its branches do not droop and do resist breakage. It may eventually require light top-trimming (but not necessarily shearing) of vigorous top shoots to maintain its height below 25'.
Photinia serrulata var. aculeate	Aculeata Chinese Photinia	20	6-10	Rounded or Vase	Evergreen	Well Drained Soil	Low	Showy, Fragrant, White. Flowers in Spring or Summer.	Branches don't droop, and resist breakage.
Photinia serrulata ‘Nova’	Nova Chinese Photinia	20	7-8	Rounded or Vase	Evergreen	Well Drained Soil	Low	Showy, Fragrant, White. Flowers in Spring or Summer.	Branches don't droop and resist breakage.
Prunus caroliniana ‘Bright N Tight’	Bright N Tight Cherry Laurel	25	15-25	Oval or Rounded	Evergreen	Well Drained Soil	Low	Showy, Fragrant, White. Flowers in Spring.	Branches don't droop, and resist breakage.
Prunus x incamp ‘Okame’	Okame Cherry	15-20	15-20	Oval	Deciduous	Well Drained Soil	Low	Showy, Pink. Flowers in Spring or Winter.	A hybrid between Prunus incisa × Prunus campanulata. Branches don't droop and resist breakage.
Sophora japonica ‘Regent’	Regent Japanese Pagoda Tree	65	30-40	Rounded	Deciduous	Well Drained Soil	Low	Showy, Yellow or White. Flowers in Summer.	Native to China and Korea. Branches droop and resist breakage.
Styrax japonicas ‘Pink Chimes’	Pink Chimes Japanese Snowball	25	15-25	Rounded or Vase	Deciduous	Well Drained Soil	Low	Pink. Flowers in Spring or Summer.	Branches droop and resist breakage.

Street Trees									
Botanical Name	Common Name	Height (feet)	Canopy Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Root Damage	Flowers	Notes
Syringa reticulate ‘Ivory Silk’	Ivory Silk Japanese Tree Lilac	25	15-18	Rounded or Vase	Deciduous	Well Drained Soil	Low	Showy, White. Flowers in Summer.	Branches don't droop and resist breakage.
Tilla Americana ‘Redmond’	Redmond American Linden	65	30-45	Conical or Oval	Deciduous	Well Drained Soil	Low	Inconspicuous, Fragrant, Green or Yellow. Flowers in Summer.	Branches droop and resist breakage.
Tilia cordata ‘Glenleven’	Glenleven Littleleaf	65	40-50	Conical or Oval	Deciduous	Well Drained Soil	Low	Showy, Fragrant, Yellow. Flowers in Summer.	Branches droop and resist breakage.
Ulmus parvifolia ‘Dynasty’	Dynasty Chinese Elm	50	35-50	Vase	Deciduous	Wet but Well Drained Soil	Low	Inconspicuous, Green. Flowers in Fall.	Branches droop and resist breakage.
Zelkova serrata ‘Green Vase’	Green Vase Sawleaf Zelkova	65	50-60	Vase	Deciduous	Wet but Well Drained Soil	Low	Inconspicuous. Flowers in Spring.	Branches don't droop and are susceptible to breakage.
Zelkova serrata ‘Village Green’	Village Green Sawleaf Zelkova	65	45-50	Vase	Deciduous	Wet but Well Drained Soil	Low	Inconspicuous. Flowers in Spring.	Branches don't droop and are susceptible to breakage.

Landscaping								
Botanical Name	Common Name	Height x Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Uses	Flowers	Notes
Abelia x grandiflora	Glossy Abelia	3-6 x 3-6	Rounded to arching, with many small stems	Deciduous	Moist, Well Drained Soil.	Border, Foundation, Massing, Specimen	Pale pink (almost white), funnel-shaped, June-frost.	Although height ranges from 3-6 feet, the taller heights are usually attained only where the plant is fully winter hardy.
Aronia arbutifolia	Red Chokeberry	6-10 x 3-5	Multi-stemmed with suckers; stems are upright; overall shape of the shrub is oval.	Deciduous	Dry to Moist, Well Drained to Wet Soil.	Border, Massing, Naturalizing	Clusters of small, white flowers in mid-spring	Chokeberry fruit are very astringent and will not be eaten by birds, so they are ornamental through much of winter.
Buxus microphylla var. koreana	Korean Boxwood	3-4 x 3-4	Rounded to broad rounded.	Evergreen	Moist, Well Drained Soil.	Foundation, Hedge		
Calycanthus floridus	Sweetshrub, Carolina Allspice	6-8 x 6-8	Rounded	Deciduous	Moist, Well Drained Soil.	Border, Foundation, Specimen	Maroon flowers, late spring into early summer, with a fruity fragrance	
Cephalanthus occidentalis	Buttonbush	6-12 x 6-15	Broad rounded to rounded, but somewhat open.	Deciduous	Moist, Well Drained to Wet Soil.	Border	Tiny, creamy white flowers packed closely in a ball-like structure. Flowers in Summer.	Fragrant and attractive to bees.
Chionanthus virginicus	White Fringetree	15-20 x 15-20	Rounded to irregular and open.	Deciduous	Moist, Well Drained to Wet Soil.	Border, Massing, Specimen	Clusters of white flowers with a fringe-like appearance in late spring	Separate male and female shrubs, both flower well. Fruit will be produced only when both genders are present. This plant can be used as a large shrub or small tree.
Clethra alnifolia	Summersweet Clethra	4-8 x 4-10	Broad rounded to rounded, tends to sucker.	Deciduous	Dry to Moist, Well Drained to Wet Soil.	Barrier, Massing, Specimen	Fragrant white flowers in small spikes, July and August	
Dirca palustris	Leatherwood	2-5 x 2-5	Rounded	Deciduous	Moist, Well Drained Soil.	Border, Naturalizing		May be difficult to find.
Hydrangea arborescens	Smooth Hydrangea	3-5 x 3-5	Rounded	Deciduous	Moist, Well Drained Soil.	Border, Foundation, Massing, Specimen	Large clusters of white flowers, early to mid-summer	This shrub often dies back to the ground in northern climates. This does not affect flowering as the shrub flowers on new growth produce in spring.
Hydrangea macrophylla	Bigleaf Hydrangea	3-6 x 3-6	Rounded	Deciduous	Moist, Well Drained Soil.	Border, Massing,	Showy, Yellow, Pink, or Blue. Flowers in Summer.	

Landscaping								
Botanical Name	Common Name	Height x Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Uses	Flowers	Notes
						Specimen		
Hydrangea quercifolia	Oakleaf Hydrangea	3-6 x 3-6	Upright to irregular; potential to sucker and form colonies	Deciduous	Moist, Well Drained Soil.	Border, Naturalizing, Specimen	Large pyramidal clusters of white flowers in summer; flower color changes to pinkish white in late summer and light brown in autumn	
Ilex decidua	Possumhaw	12-20 x 9-15	Oval; large shrub to small tree.	Deciduous	Dry to Moist, Well Drained to Wet Soil.	Hedge, Massing, Naturalizing, Screen		All species of Ilex have male and female flowers on separate plants. Fruit will be produced only if a male plant is available to pollinate the females. Leaves of this species will fall off in autumn.
Ilex glabra	Inkberry	6-9 x 6-12	Rounded to broad spreading	Evergreen	Moist, Well Drained to Wet Soil.	Border, Hedge, Massing		All species of Ilex have male and female flowers on separate plants. Fruit will be produced only if a male plant is available to pollinate the females.
Ilex verticillata	Winterberry	6-9 x 6-9	Oval to rounded; will sucker	Deciduous	Moist, Well Drained to Wet Soil.	Border, Massing, Naturalizing, Screen, Specimen		All species of Ilex have male and female flowers on separate plants. Fruit will be produced only if a male plant is available to pollinate the females. Leaves of this species will fall off in autumn.
Juniperus chinensis	Chinese Juniper	2-25 x 0	Varies by cultivar	Evergreen	Dry to Moist, Well Drained Soil.	Foundation, Hedge, Massing	-	Numerous cultivars available.
Kalmia latifolia	Mountain Laurel	7-10 x 7-10	Rounded to broad spreading	Evergreen	Moist, Well Drained Soil.	Border, Massing, Naturalizing	Clusters of white to rose-pink, flowers in late spring and early summer.	
Kerria japonica	Japanese Kerria	3-6 x 6-9	Broad rounded with arching branches	Deciduous	Moist, Well Drained Soil.	Border, Massing, Specimen	Bright Yellow. Flowers in Spring	Flowers may fade more quickly when this shrub is planted in full sun; at least partial shade is preferred.
Lindera benzoin	Spicebush	6-12 x 6-12	Rounded	Deciduous	Moist, Well Drained to Wet Soil.	Border, Naturalizing	Small, fragrant, yellow flowers in early spring	Since male and female flowers are on separate plants, both are needed to produce the bright red berries (berries will be produced on female plants only).
Pyracantha coccinea	Scarlet Firethorn	6-12 x 6-12	Upright and open to rounded	Evergreen	Dry to Moist, Well Drained Soil.	Barrier, Hedge, Specimen	Clusters of small white flowers in early summer (flowers have a mildly unpleasant fragrance)	Stems are thorny.

Landscaping								
Botanical Name	Common Name	Height x Width (feet)	Shape	Evergreen or Deciduous	Water Needs	Uses	Flowers	Notes
Prunus glandulosa	Dwarf Flowering Almond	4-5 x 3-4	Rounded	Deciduous	Moist, Well Drained Soil.	Border, Foundation, Massing, Specimen	White or Pink. Flowers in Summer.	This species tends to be short lived (usually declines after 10 years); mice can be damaging to this species.

PARKING PLAN

Existing parking in the Downtown area consists of a combination of on street parking and both public and private lots. An inventory of the existing parking capacity in the Downtown area revealed 243 public parking spaces and 44 private parking spaces.

The vision plan presented by PMC illustrates improvements to some existing lots and construction of several new parking lots:

- The existing lot at the north end of Church Street adjacent to City Hall will remain in service and will maintain the current capacity of 34 spaces including 3 ADA spaces.
- The existing lot at the southeast corner of South Buena Vista Street and West Jackson Street will also remain in service, maintaining the current capacity of 12 spaces.
- The existing dirt lot on the west side of the intersection of West Main Street and South Sacramento Street has a current capacity of 20 spaces. The lot will be improved to a striped asphalt parking lot with a capacity of 21 spaces including one ADA space. (Lot 1 in Cost Estimate.)
- The parcel at the northwest corner of Preston Avenue and South Sacramento Street currently includes a building on the west side of the site and a parking area with 6 spaces on the east side of the site. The parcel will be re-configured with a new structure on the east side and a new parking lot on the west side. The new parking lot will house 7 spaces including one ADA space, which is a net gain of one space beyond the capacity of the existing parking lot. Construction of the new parking lot will require demolition of the existing building. (Lot 2 in Cost Estimate.)
- A new parking lot is proposed west of South Ione Street between West Jackson Street and West Main Street. The lot would house 6 spaces including one ADA space. Construction of the new parking lot would require demolition of an existing building. (Lot 3 in Cost Estimate.)
- A new parking lot is proposed at the northeast corner of South Sacramento Street and West Jackson Street. The existing site includes a commercial building, which would need to be demolished in order to construct the parking lot. The existing site includes two parking spaces. The proposed lot would include 29 spaces including two ADA spaces, for a total of 27 new spaces. (Lot 4 in Cost Estimate.)
- A new parking lot is proposed at the closed gas station located at the southeast corner of the intersection of West Main Street and South Sacramento Street. The lot would have a capacity of 14 spaces including one ADA space. (Lot 5 in Cost Estimate.)
- A new parking lot is proposed on the south side of West Jackson Street between South Ione Street and South Church Street. The lot would house 4 spaces including one ADA space. Construction of the new parking lot would require demolition of an existing building. (Lot 6 in Cost Estimate.)
- The existing dirt lot at the northeast corner of South Church Street and West Jackson Street has a current capacity of 18 spaces. The lot will be improved to a striped asphalt parking lot with a capacity of 13 spaces including one ADA space. (Lot 7 in Cost Estimate.)
- An existing parking lot on the north side of West Jackson Street, served off of South Church Street, will be expanded to the length of the full block between South Buena Vista Street and South Church Street. The existing lot is paved and includes 12 spaces. Improvements would include restriping the existing lot and expanding it to the west to include 23 spaces including one ADA space, for a total of 11 new spaces. Expansion of the lot would require demolition of two existing buildings. (Lot 8 in Cost Estimate.)

The improvements illustrated in the Vision Plan will result in an additional 59 spaces, totaling 346 public and private spaces in the Downtown area. We understand that the overall parking demand based on the existing development is 247 spaces, and based on the existing and proposed development is 367 spaces. Taking this into account, an additional 21 spaces beyond those identified in the vision plan will be necessary. It appears that there is potential capacity for the additional spaces needed at the northwest corner of West Jackson Street & South Sacramento Street. This area is identified in the vision plan as holding the potential for larger scale redevelopment, including the possibility of mixed use. A portion of the existing lot is currently dirt or gravel, which could be improved to accommodate a 21 space parking lot.

Many of the existing and proposed parking lots are located on private property. Parking lots which are on private property will need to be acquired and converted to public use.

A planning level estimate is included herein for construction of the parking lots listed above. The cost estimate includes minor side grading, drainage, paving, striping, signage, building demolition and frontage improvements. Frontage improvements include installation of sidewalk, curb and gutter, planter strip, irrigation and street trees. Building demolition includes demolition of the portion of the existing building located within the footprint of the parking lot. The costs for building demolition do not include disconnecting existing utilities or any environmental remediation work that may be required. The cost estimates are in 2012 dollars, and include estimated costs for engineering design, construction management and inspection.

Ione Downtown Plan Parking Plan Engineer's Estimate

Lot 1

West side of the Intersection of West Main St. and South Sacramento St.

Item No.	Item Description	Cost
1	Frontage Improvements	\$ 17,600.00
2	Drainage	\$ 53,800.00
3	Paving	\$ 46,684.25
4	Striping	\$ 3,292.00
5	Construction General Conditions	\$ 24,275.25
Sub Total		\$ 145,652
	Design & Admin. (15%)	\$ 21,848
	Construction Management & Inspection (15%)	\$ 21,848
Total Cost		\$ 189,347

Lot 2

Parcel at the northwest corner of Preston Ave. and South Sacramento St.

Item No.	Item Description	Cost
1	Demolition*	\$ 45,000.00
2	Frontage Improvements	\$ 9,750.00
3	Drainage	\$ 14,000.00
4	Paving	\$ 13,237.50
5	Striping	\$ 1,205.00
6	Construction General Conditions	\$ 16,638.50
Sub Total		\$ 99,831
	Design & Admin. (15%)	\$ 14,975
	Construction Management & Inspection (15%)	\$ 14,975
Total Cost		\$ 129,780

*Demolition only includes portion of existing building in parking lot foot print.

Lot 3

West side of South Ione St. between West Jackson St. and West Main St.

Item No.	Item Description	Cost
1	Demolition*	\$ 15,840.00
2	Frontage Improvements	\$ 6,220.00
3	Drainage	\$ 19,260.00
4	Paving	\$ 11,649.00
5	Striping	\$ 1,200.00
6	Construction General Conditions	\$ 10,833.80
Sub Total		\$ 65,003
Design & Admin. (15%)		\$ 9,750
Construction Management & Inspection (15%)		\$ 9,750
Total Cost		\$ 84,504

*Demolition only includes portion of existing building in parking lot foot print.

Lot 4

Northeast corner of South Sacramento St. and West Jackson St.

Item No.	Item Description	Cost
1	Demolition	\$ 72,000.00
2	Frontage Improvements	\$ 31,200.00
3	Drainage	\$ 33,760.00
4	Paving	\$ 31,505.25
5	Striping	\$ 3,544.50
6	Construction General Conditions	\$ 34,401.95
Sub Total		\$ 206,412
Design & Admin. (15%)		\$ 30,962
Construction Management & Inspection (15%)		\$ 30,962
Total Cost		\$ 268,335

Lot 5**Southeast corner of the intersection of West Main St. and South Sacramento St.**

Item No.	Item Description	Cost
1	Frontage Improvements	\$ 9,800.00
2	Drainage	\$ 39,400.00
3	Paving	\$ 21,180.00
4	Striping	\$ 2,027.00
5	Construction General Conditions	\$ 14,481.40
Sub Total		\$ 86,888
Design & Admin. (15%)		\$ 13,033
Construction Management & Inspection (15%)		\$ 13,033
Total Cost		\$ 112,955

Lot 6**South side of West Jackson St. between South Ione St. and South Church St.**

Item No.	Item Description	Cost
1	Demolition	\$ 16,200.00
2	Frontage Improvements	\$ 6,350.00
3	Drainage	\$ 14,660.00
4	Paving	\$ 7,766.00
5	Striping	\$ 1,107.50
6	Construction General Conditions	\$ 9,216.70
Sub Total		\$ 55,300
Design & Admin. (15%)		\$ 8,295
Construction Management & Inspection (15%)		\$ 8,295
Total Cost		\$ 71,890

Lot 7**Northeast corner of South Church St. and West Jackson St.**

Item No.	Item Description	Cost
1	Frontage Improvements	\$ 24,750.00
2	Drainage	\$ 29,560.00
3	Paving	\$ 25,239.50
4	Striping	\$ 2,231.00
5	Construction General Conditions	\$ 16,356.10
Sub Total		\$ 98,137
Design & Admin. (15%)		\$ 14,720
Construction Management & Inspection (15%)		\$ 14,720
Total Cost		\$ 127,578

Lot 8**North side of West Jackson St. between South Church St. and South Buena Vista St.**

Item No.	Item Description	Cost
1	Demolition	\$ 56,700.00
2	Frontage Improvements	\$ 34,080.00
3	Drainage	\$ 31,960.00
4	Paving	\$ 19,859.78
5	Striping	\$ 2,934.50
6	Construction General Conditions	\$ 29,106.86
Sub Total		\$ 174,641
Design & Admin. (15%)		\$ 26,196
Construction Management & Inspection (15%)		\$ 26,196
Total Cost		\$ 227,033

Total Cost All Lots	\$ 1,211,422
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