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Vision

DUARTE TOWN CENTER SPECIFIC PLAN

CITY OF DUARTE

2

Vision

Duarte Town Center Vision

"[The Duarte Town Center] is intended to create a unique area within the center of the community as a gathering spot where Duarte residents and business owners can come together to live, socialize and shop."

– City of Duarte General Plan

2.1 VISION STATEMENT

The Duarte Town Center Specific Plan Vision Statement (see following page) was crafted based upon broad input gathered from community meetings, stakeholder interviews, and previous planning efforts. Residents, business owners, property owners, neighborhood representatives, City staff, elected officials, and community members all helped shape and refine the vision.



City Hall is located in the heart of the Town Center.



City Hall's Community Center includes the fitness center (including the 25-yard competition pool) and the senior center.

DUARTE TOWN CENTER SPECIFIC PLAN VISION STATEMENT

Duarte's Town Center is an **attractive mixed-use activity center** that offers a "sense of place" or focal point for the community. The mix of uses includes retail stores, restaurants, housing, civic buildings, and central public plazas with open space. These central spaces and the uses around them serve as Duarte's civic and cultural hub – **an active, dynamic social gathering space** for the entire city. The Town Center is one of several districts that comprise this great city, linking the many assets and activity areas throughout the community.

Duarte's Town Center is **family oriented and pedestrian friendly**, inviting people to stroll along storefronts, dine outdoors at a café, relax with friends on a lawn or bench, enjoy public art, and come together for community events. The Town Center provides amenities for people of all ethnicities, ages, orientations, and income levels, reflecting and celebrating the diversity of our city's residents.

Duarte's Town Center is **economically strong and diverse**. It preserves and enhances the city's locally owned businesses while attracting some larger, more regionally oriented anchor commercial uses. New stores and services improve the City's retail tax base while complementing, rather than competing with, established businesses in other parts of town and neighboring cities. Duarte's economic position is also bolstered by its **proximity to major transportation corridors**, including Huntington Drive (Route 66), I-210, I-605, and the Gold Line.

Duarte's Town Center has a **distinctive design** that draws upon the city's history while looking forward to modern architectural styles. Influential themes such as Route 66 imagery help create a truly unique, innovative, and vibrant Town Center for residents to enjoy long into the future.



2.2 VISION ELEMENTS

The following Vision Elements (in blue) offer guidance and a framework to achieve the aspirational future described above. The Vision Elements provide the foundation for the standards, guidelines, and policy direction outlined in subsequent chapters that will direct the future character and design of private development and public improvements. These concepts and tools will work together to transform the physical, economic, and social environment of the Town Center.

Sense of Place: An attractive, memorable, and welcoming Town Center



- A re-imagined Huntington Drive bolsters the identity of the Town Center, positioning and enhancing the area as the true heart of the city. People are welcomed through formal gateways that announce and celebrate the newly invigorated Town Center.
- A range of accessible public and quasi-public open space types at different scales provide opportunities for community gathering, activities, and economic development.
- The Town Center celebrates local history and landmarks, and embraces a new vision built on great design, environmental sustainability, and newly activated spaces.

Vibrant: An active, dynamic experience



- A range of land uses create a built environment that fosters social interaction and activity for community members and visitors.
- Active ground floors and outdoor dining embody the best of pedestrian-oriented design and development.
- An attractive Town Center is reflected by the enhancement and ongoing maintenance of existing development.
- Through activities and local events, the community is engaged and visitors are drawn to the Town Center.

Strong: A thriving, robust economy



- Zoning mechanisms encourage lot consolidation and high-density development in appropriate locations.

- Residents conduct a range of daily activities, such as greeting their neighbors, grabbing a cup of coffee, picking up a carton of milk, shopping for produce at the farmers' market, eating lunch at a local restaurant, going for a run, or visiting City Hall—all within the Town Center.
- A prosperous hub of restaurants, shopping, offices, and municipal services located within this core area accommodates a wide range of employees.

Connected: An accessible, walkable Town Center with great linkages



- A safe, comfortable, and well-designed street environment accommodates all users and promotes active lifestyles.
- Enhanced mobility options, including affordable transit (bus and rail), are accessible and convenient to both locals and visitors.
- Parking policies incentivize new development while meeting parking needs.

2.3 VISUALIZATIONS

Figures 2-2 through 2-7 illustrate the vision through photo-realistic visualizations of key areas in the Specific Plan. Each visualization shows the existing conditions and improvements based on the vision of this Specific Plan. These renderings are illustrative and are intended to be conceptual and not prescriptive.

Figure 2-2: Huntington Drive and Buena Vista Street - 2016



Figure 2-3: Huntington Drive and Buena Vista Street - Potential



Figure 2-4: Huntington Drive at Brycedale Avenue - 2016



Figure 2-5: Huntington Drive at Brycedale Avenue - Potential



Figure 2-6: Huntington Drive and Highland Avenue - 2016



Figure 2-7: Huntington Drive and Highland Avenue - Potential



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