

DISTRICT VISIONS

Fourth Street Retail Core

Hetherton Gateway

Lindaro District

Second/Third Corridor

West End Village

Fifth/Mission District

District Visions include Vision descriptions, Economic Principles, Design Principles and Vision Concept Maps for each of the six Districts that taken as a whole, make up Downtown. These District Visions convey the special characteristics of each of the Districts.

While each of the Districts is special, with its own character and function, the boundaries between the areas are flexible. The character of one District flows easily into the next. All of the Districts are connected to one another, and no one is more important than another. Office workers in one District live in another and shop in a third. Retail uses not appropriate in one District flourish in another. Together, the Districts make up our whole, urban and diverse Downtown.

Our Six Downtown Districts Are:

Fourth Street Retail Core - The heart of Downtown, our primary shopping area and the center of public events and activities.

Hetherton Gateway - The major entryway to Downtown and focus of the transportation system.

Lindaro District - The largest new development area with office and retail uses.

Second/Third Corridor - Our handsome and efficient transportation corridor with tree lined boulevards.

West End Village - A real village with strong connections to the Fourth Street Retail Core.

Fifth/Mission District - Our culture and civic center.

District Location Map

