

Elements of a Successful Pedestrian Street

How your building design can help make downtown El Cajon a place for pedestrians

visibility: To create an active and interesting environment for pedestrians and to help merchants sell their goods and services storefronts need to be transparent. 70% of the storefront needs to be made up of clear storefront glazing including entrance doors that are 50% glazing.

entrances: all primary entrances to street level businesses and to upper-floor residential or office uses shall be located on the street front.

streetfront: for a pedestrian environment to be successful buildings need to be built at the parcel lines to create a strong street edge. Parking shall be located at the rear of parcels and in the rare cases where the design committee approves parking at a street edge it shall be concealed from view.

streetscape amenities: provide amenities along the streetscape including trees, planters, benches, bike racks, and garbage cans that improve the aesthetic and functional experience for the pedestrian.

art: any opportunity to design artwork into the design of the building walls, entrances or ceilings or at sidewalk can greatly enhance the pedestrian environment and is encouraged.

streetfront activity: streetfront activity is vital to a successful pedestrian street. Not only should the storefront itself contribute to this activity but also sidewalk cafes and plaza spaces.

storefront lighting: provide sufficient lights at the storefront to contribute to a secure, well-lit nighttime environment.

shade: provide awnings, canopies or arcades to protect buildings and pedestrians from sun or inclement weather.

signage: signage should be provided at the pedestrian level and on building fascias to identify businesses. Signage shall reinforce business's image, clearly identifying its name and services.

pedestrian pathways: pedestrian pathways shall be provided at building breakthroughs and alleys. These linkages should provide access to alleys and parking lots at the rear of buildings as well as be a pleasant addition to the streetfront sidewalk system.

The Design Review Committee will be considering all of these elements in all project reviews.



168 East Main Street Ph: (619) 401-8858
El Cajon, CA 92020 Fx: (619) 401-8870
www.downtownelcajon.com