Old Town Newark, California: Design Strategy on Thornton Avenue.
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by

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Acknowledgments

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Executive Summary

This project demonstrates the opportunity for mixed-use developments on the Thornton Avenue corridor in Old Town Newark California. It illustrates by way of a three dimensional model and build-out of strategic block on section of Thornton Avenue. There is build-out potential for creating a mix of land use types)neighborhood retail, office, and housing that have been identified as needed by the City. The goal is to provide a frame groundwork for projects that would fit with the surrounding community, and address the future needs of the City and this neighborhood; as an incentive for development. The City has rezoned this area of Old Town to accommodate these uses, thus opening the door for developers to propose projects that bring a new sense of place and create a central urban focus for the area with development of good design and dense commercial and residential units. The mixed-use buildings proposed are planned so that they will have interactive spaces that foster a sense of community in residents that occupy those units. The mixed-use will encourage provision of services within the neighborhood, and decrease the dependence of residents on automobiles to meet all needs. The buildings proposed are designed with neighborhood commercial spaces at the ground floor for businesses to thrive in a central location with the objective of stimulating pedestrian activity.

This work builds on an Urban Design Study for Old Town Newark, that was completed in June 2017 by first year graduate students in City and Regional Planning major at Cal Poly San Luis Obispo. The public outreach meetings conducted by this class in the Spring Quarter of 2017 revealed a consensus of Newark residents need to revitalize this area. They were in agreement that this can be achieved through increasing the type, and number housing units in the area stock, and create an opportunity for existing, and new commercial enterprises to locate, and form a core in the city where people can live, work, and recreate. Developing quality mixed-use buildings along selected key areas of Thornton Avenue and will provide the stimulus for such development, and serve to bring in Bay Area professionals who will be attracted to call Newark their new home.
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Chapter 1
Introduction

Figure 2: An aerial view of the Old Town District Newark highlighting the mixed-use zone area the project is focusing on.
Introduction

Newark is located in the East Bay Area of Northern California. The City of Newark is strategically located to serve as a main industrial, and commercial node of the Bay Area. Newark offers more affordable housing options as compared to nearby cities such as San Francisco, and Palo Alto. The area currently lacks a predominant core that can provide a central meeting place for residents and visitors. As more and more people move to the area it is vital to create such a central focal point where people can shop, create and interact and thus build identity and culture. The City of Newark has identified this as goal, and wishes to rejuvenate the area. It has identified the Old Town District as the prime location to create this core and provides a central meeting place for residents and build upon the existing commercial businesses that occupy the area.

The City of Newark has recently rezoned the area of Thornton Avenue between Sycamore, and Cherry St, from dedicated Community Commercial (CC), to Commercial Mixed-Use (CMU) zoning. The intent of this re-zoning is to revitalization the area with new developments that will create a commercial core at the street level with residential units to contribute to creating a sense of place, and community. The new mixed-use developments will also allow residents to decrease their dependency on automobiles, and have the ability to go out to eat, grocery shop, and recreate in close proximity to their residency. The creation of commercial
office, and retail space will stimulate new economic activity to the area, and add new jobs. The benefits of such a development include increased property tax revenue from residential, and commercial activity, as it would bring in residents who would live, shop, and recreate in the area thus combating economic decline. The City of Newark has set forth goals in the General Plan to spur, and guide the underlying development of Old Town as follows:

1. Designate appropriate locations and standards for medium and high-density residential projects designed to improve the quality of the projects and upgrade the area (Planning Division, 2018).
2. Revitalize the Thornton Avenue commercial area as a center for neighborhood and specialty commercial services and offering offices, business services, and mixed residential and commercial projects (Planning Division, 2018).

In addition Newark hopes to create opportunity within Old Town to incentive construction of affordable housing units to help meet the existing need. The Regional Housing Needs Allocation (RHNA) for the San Francisco Bay Area for 2014-2022 requires Newark to identify and zone land necessary to permit the construction of 1,078 new housing units, including 497 low- and very low-income units (pg: H-33). The City has been challenged to meet these targets (Planning Division, 2018).

To combat the challenges of “lack of vibrancy, disconnected development, and poor public facilities” the city is following up on the approved zoning change, and developing a specific plan for the area to encourage development. In order to move forward strategically towards such a plan the city commissioned graduate, students enrolled in CRP 553: Project Planning and Design Studio (in Spring Quarter 2017) to create pre-planning concept visions for the area to revitalize Old Town to make it a neighborhood-focused commercial and housing-rich core, with a service mix that offered an attractive, walkable, pedestrian-friendly, public, central gathering space for the neighborhood. This author participated in the first phase of this project which involved executing a windshield survey to place the site within the neighborhood; a lot-by-lot survey to document existing conditions throughout the site; and interviews, and surveys of business owners and community members to document their perceptions. This author was responsible for organizing, and standardizing the lot survey. Consequently he became intimately familiar with site conditions.

Newark has moved forward on the basis of the Old Town Urban Design Concept Plan to issue a request for proposals for development of a specific plan for Old Town. A Request for Qualifications to develop a specific plan for the area was issued by the city in January 2018, Contract Scoping is set for March 2018 (Planning Division, 2018).

According the U.S. Census The City of Newark had a total population of 42,471, 50% male and 50% female. “Within the Old Town development area that was identified by the city there are 848 households, 880 housing units, and 32 vacant housing units, with a 5% average vacancy rate. 67% of these housing units are concentrated along Sycamore Street in three blocks: 4008 (361 units), 4006 (121 units), and 3014 (108 units). There are 290 housing units in the 9 other blocks. 85% of households are renters, 13% hold a mortgage, and 2% own their home free and clear and 44% of households have people under the age of 18. The average household size is 3.2 for all households, 2.6 for owner-occupied, and 3.3 for renter-occupied(Old Town Urban Design, 2017)."
City of Newark Demographics.

The population of Newark California is diverse with 34.7% of Latino descent followed by Asians 30%, and Caucasian 27.5% (Trulia, 2018). Developing more mixed-use buildings in strategic areas along Thornton Avenue in Old Town Newark can create more job opportunities, raise the average household income level of residents, and help bring in more economic activity and prosperity to the area. The current median income levels of Newark residents by race is proved in Figure 4 and compared to household in California in Figure 5.

![Figure 4](Newark Real Estate Market Overview, 2018)

![Figure 5](Newark Real Estate Market Overview, 2018)
City of Newark Demographics.

Census Block Map of the Old Town area is shown in Figure 6 below.

(Old Town Urban Design, 2017)
Scope of Work

This Design Strategy sets out to demonstrate opportunities in the newly rezoned Commercial Mixed-Use District (CMU) in the City of Newark California.

It aims to support of the city’s ability to assess and determine the merits of various proposals before it, and to offer a prototype approach to maximizing existing development potential along Thornton Avenue.

This design for development model sets forth a demonstration of what might be accomplished. It illustrates with a hypothetical build-out of 5 blocks in the center of Old Town the opportunity that exists in the City of Newark Thornton Avenue Old Town corridor currently for constructing residential, and commercial spaces in the area.

The study is organized into the following activities

- 1. Existing Condition Analysis
- 2. Market Analysis
- 3. Site Plan Development
- 4. Illustrative Floor Plans for Mixed-Use Development
- 5. Renderings of Illustrative Mixed-Use Developments

Figure 7: A conceptual sketch of a mixed-used building on Thornton Avenue.
Chapter 2
Existing Conditions

Figure 8: Aerial view of the existing building foot prints and streets in Auto-CAD format.
Existing Conditions

The analysis of current land use in The Old Town Area in the City of Newark is important for considering future developments, and assessing their fit within the character, and land uses of the area. Examination of current building stock of the Old Town Area gives insight to what works, what is viable, and what can be improved upon in the area. Currently the area has a commercial concentration between the train tracks, and Olive Street. The newly rezoned Commercial Mixed-Use area of Thornton and Sycamore Avenue, as shown in Figure 9 below by the color orange, aims to turn the current scattered commercial and single family buildings that exist into a continuous corridor of mixed-use developments that can support and guide the expected growth of the area and respond to the demand for Commercial/Office space, and housing units that are expected in future.

Current Zoning in Study Area

Figure 9
Figure 10: Represents a single family residents that is located on Thornton Avenue, and shows the classic historical Victorian style architecture.

Figure 11: Representative example of current commercial buildings on Thornton Avenue which have a 60’s style architecture.

Figure 12: One of the few mixed-use developments on Thornton Avenue that illustrates the types of multi-use units that are currently being developed in the Old Town area.

Figure 13: An open lot located on Thornton Avenue that offers a prime opportunity for development and is an ideal location for a mixed-use building that can feature new commercial, and residential units.
Existing Conditions

Figure 14: A public space located on Thornton Avenue next to the Train Depot building. This currently serves as a meeting point for residents and local visitors and is a good example of how open space can be developed in the area to create a sense of community.

Figure 15: The new fire station located in the study site on Thornton Avenue is a prime example of good contemporary architecture that fits the area, and is owned by the City of Newark.

A Strengths Weaknesses Opportunities and Threats Analysis was conducted by the CRP Class of 553. Findings are summarized in Figure 16 below and identify what can be improved upon in the five blocks on Thornton Avenue. Photos of current buildings and their uses also provide a frame of reference.

<table>
<thead>
<tr>
<th>Block 1</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 2</td>
<td>Mexican Tortilla Factory Magnolia Plaza on Thornton &amp; Magnolia</td>
<td>Corner house on Dairy &amp; Magnolia Service Station on Sycamore &amp; Thornton Structure surrounede by parking lot on Dairy &amp; Sycamore</td>
<td>Expanding buildings to meet setback on Tortilla Factory Building Three vacant lots Complete block zoned for commercial mixed-use</td>
<td>X juxtaposition of the land use types across Dairy Street</td>
</tr>
<tr>
<td>Block 3</td>
<td>Chiropractic Office</td>
<td>Jacques</td>
<td>The empty lot next to Jacques</td>
<td>Immovable historic homes</td>
</tr>
<tr>
<td>Block 4</td>
<td>All Star Burgers</td>
<td>The worn down facades of the housing and commercial buildings on Thornton</td>
<td>The Moose Lodge parcel Empty parcel by the bus stop on Thornton</td>
<td>Truck route will prevent traffic calming</td>
</tr>
<tr>
<td>Block 5</td>
<td>The sidewalk spanning along Thornton</td>
<td>The blight of the vacant lots</td>
<td>The City could purchase this land due to the vacancy</td>
<td>The parcel with the house surrounded by vacant lots</td>
</tr>
</tbody>
</table>

(Old Town Urban Design, 2017)
Access and Transportation

Thornton Avenue serves as Old Town Newark main thoroughfare, and provides vehicles, and motorcycles with access to the City, and surrounding areas. The main mode of transportation for Newark residents is by automobile. Figure 17 below demonstrates commuting times in the Newark Old Town area, and it shows how major, job rich cities such as Palo Alto & San Jose are only 25 minutes away by car. Creating a more walkable mixed-use development where residents can live, work, and shop in Old Town can cut down on vehicle dependency, improve residents quality of life, while at the same time save money. Data collected from Trulia.com in Figure 17 demonstrates the average commuting times of residents in the Bay Area, as it relates to the City of Newark California.

Figure 17

(Newark Real Estate Market Overview, 2018)
The current value of the housing stock in the City of Newark, and the average sale, and rental prices of those units provides an indication of what a future development value will hold. The City of Newark’s market trends for median sale and rental prices of homes have seen an increase of $95,000 (14%) over the past year (Newark Real Estate Market Overview, 2018). On average the price per square foot during this same period increased to $536 (Newark Real Estate Market Overview, 2018). Data provided by Trulia .com is listed below and gives an overview of the Real Estate Data for The City of Newark for the past 5 years. Newark is currently one of the less expensive places to live in the Bay Area when compared to areas such as Palo Alto, and San Francisco. Building in Old Town Old Town Newark can provide developers with a significant capitalization rate, and rise in equity since it is centrally located, and is a main connecting thoroughfare for traffic in the area.

(Newark Real Estate Market Overview, 2018)

<table>
<thead>
<tr>
<th>No. Bedrooms</th>
<th>May 24 - Aug 23</th>
<th>y-o-y</th>
<th>3 months prior</th>
<th>1 year prior</th>
<th>5 years prior</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bedroom</td>
<td>-</td>
<td>-</td>
<td>$364,000</td>
<td>$345,250</td>
<td>$127,000</td>
</tr>
<tr>
<td>2 Bedroom</td>
<td>$510,000</td>
<td>+ 7.9%</td>
<td>$505,000</td>
<td>$472,500</td>
<td>$214,500</td>
</tr>
<tr>
<td>3 Bedroom</td>
<td>$750,000</td>
<td>+ 13.6%</td>
<td>$742,000</td>
<td>$680,000</td>
<td>$350,000</td>
</tr>
<tr>
<td>4 Bedroom</td>
<td>$852,000</td>
<td>+ 12.8%</td>
<td>$877,000</td>
<td>$755,000</td>
<td>$460,000</td>
</tr>
<tr>
<td>All Properties</td>
<td>$755,500</td>
<td>+ 14.5%</td>
<td>$750,000</td>
<td>$660,000</td>
<td>$360,000</td>
</tr>
</tbody>
</table>

(Newark Real Estate Market Overview, 2018)
Market Analysis

Heat map of median listing price for residential prices of the city of Newark and the surrounding East Bay Area

Figure 20

Heat map of rental price for residential prices of Old Town Newark

Figure 21

(Newark Real Estate Market Overview, 2018)
Target Market

Utilizing Nielsen MyBestSegments Market Analysis as a tool for research, data is collected about Newark California, and demonstrates the best customer archetypes for the Newark Old Town. For the Zip Code of 94560 located in Newark California individuals who are at the top of the target market are wealthy middle age professionals who work, and live in the nearby area. The target market for the Old Town Commercial Mixed-Use development are broken down into four different groups as shown below.

Affordability
Research for buyers in the target market, and the affordability of purchasing a new housing unit in Newark California, Old Town is listed below into four different income levels based off the income of individuals in the target market.

Big Spenders
Age: Age 45-64 years old
Urbanicity: Metromix
Median Income: $168,882
Income: Wealthy
Income Producing Assets: High
Marital Status: Married
Presence of Children: Teenagers at home/Moved out
Employment levels: Management/ Professional

(My Best Segments, 2018)

(Affordability Calculator, 2018)
Target Market

**Power Couples**
Age: 45-64 years old  
Urbanicity: Metromix  
Median Income: $136,803  
Income: Upscale  
Income Producing Assets: Elite  
Marital Status: Married  
Presence of Children: Without kids  
Employment levels: Management/ Professional
(My Best Segments, 2018)
**Target Market**

**Midlife Highlife**
Age: Age 35-54 years old  
Urbanicity: Metro Mix  
Median Income: $124,519  
Income: Wealthy  
Income Producing Assets: High  
Marital Status: Married  
Presence of Children: Teenagers at home/Moved out  
Employment levels: Management/Professional  

(My Best Segments, 2018)

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**Figure 26**

**Figure 27**

(Affordability Calculator, 2018)
Target Market

Bargain Lovers
Age: Age 45-64 years old
Urbanicity: Metro Mix
Median Income: $124,519
Income: Upscale
Income Producing Assets: Moderate
Marital Status: Married
Presence of Children: Without Kids
Employment levels: Management/ Professional

(My Best Segments, 2018)

(Affordability Calculator, 2018)
Figure 30: An artist's rendering of an effective street scape and mixed-use buildings as an example for Old Town Newark
Old Town Rezone

The area of Old Town Newark that has been updated to Commercial Mixed-Use (CMU) Zoning is demonstrated below in a red outline. The Mixed-Use Commercial buildings that are recommended for development create more square feet space for commerce and economic development to thrive, and the new residential spaces alleviate the current housing demand, and opens up housing options.

**Figure 31**

(Old Town Urban Design, 2017)
Newark City Planning Requirements

The optimal plan for development for the selected study area in Old Town is to create new mixed-use buildings with commercial/office spaces on the ground floor, and new residential units above the first floor. Development of new commercial space has the ability to open up opportunities for employment, and entrepreneurship, while the creation of residential units helps alleviate the housing needs in the area, and creates opportunity for working professionals to move into Newark. Creating developments with new view corridors and physical linkages of Old Town Newark intends to open up the area, and make it more inviting to visitors.

The requirements for new mixed-use buildings in The Old Town area are found in the new Zoning Update of The City of Newark (Zoning Update, 2018). Building lot and density development standards show a maximum of 60 units an acre with a minimum of 30. The minimum lot size of a building must be at least 20,000 square feet, in addition to a minimum lot width of 100 feet. The maximum height allowed for buildings in the CMU Zone are 60 feet, with a minimum ground floor height of 18 feet. Some key takeaways from the Zoning Document update are shown below with graphics of allowed buildings heights, and footprints (NEW ZONING ORDINANCE, 2018).

![Building Height Requirements](NEW ZONING ORDINANCE, 2018, p.25)

![Building Footprint Requirements](NEW ZONING ORDINANCE, 2018, p.23)

![Building Entrance Requirements](NEW ZONING ORDINANCE, 2018, p.25)

**Figure 32**

**Figure 33**

**Figure 34**

FIGURE 17.08.030.B: REQUIRED BUILDING LOCATION, CMU DISTRICT
(NEW ZONING ORDINANCE, 2018, p.23)
Maximum Density

Figure 35: The study area of 5 blocks in the Old Town illustrates the potential number of units allowed for development following the City of Newark’s building code.

Old Town Newark California
Maximum Density Potential

- Block 1: 120 Potential Units
- Block 2: 120 Potential Units
- Block 3: 50 Potential Units
- Block 4: 50 Potential Units
- Block 5: 40 Potential Units

Unit density is based on the city of Newark’s standard of 40/acres an acre for high density developments.

Figure 35
The site plan in Figure 37 illustrates full build out of mixed-use developments utilizing the maximized unit density on each block as allowed by city standards.
Floor Plan of Mixed-Use Development

Ground Floor Commercial

Commercial/Office: 8,775 square feet of lease-able tenant space per building with customizable floor plans to meet the needs of any business.

Figure 39 shows floor plans that can be customized by a licensed architect to meet the needs of any type of business or commercial use the developer wishes to incorporate in the design.

Commercial Ground Floor Plan

Floor plans are meant to be a representation of what can be done architecturally and do not offer construction notes or specifications.
Floor Plan of Mixed-Use Development

Residential Floors: 2-3

Studio: 450 square feet per unit.

One Bedroom: 630 square feet per unit.

Live/work Bedroom: 1,188 square feet per unit.

Two Bedroom: 900 square feet per unit.

These residential floor plans of a mixed-use building, shown in Figure 41, offer a diverse number of options of bedroom types, including a live work unit for artists, craftsmen, and professionals to live and create in the same space. Integrating these bedroom types into the building can attract people to Old Town Newark who will help in its revitalization.
Renderings of Acceptable Mixed-Use Developments

Model Created in Sketch up

The following views are from a full build out 3-D model used to demonstrate a possible design typology for a mixed-use development in the newly rezoned CMU district. The model adheres to the building regulations set forth by the City of Newark Commercial Mixed-Use Zoning Update. Conforming to the guidelines established by in the city’s design standards enables the developer to avoid having to get a conditional use permit which can be time consuming, and unpredictable in outcome.

Figure 42: An evaluational rendering of a mixed-use building on Thornton Avenue which demonstrates the use of a modern interpretation of a Victorian style facade along with street parking for easy access to the commercial store fronts.

Figure 43: A three-dimensional view of the Thornton avenue street scape that demonstrates the use of road medians that serve to calm traffic, and encourages people to get out of their cars to shop, and patronize the local restaurants. Fostering such activity is one of the major goals set forth by the City of Newark Specific Plan for Old Town.
Renderings of Acceptable Mixed-Use Developments

Figure 44: A mixed use building on Thornton Avenue that has integrated a pedestrian friendly plaza space with a fountain in front of the lot that can accommodate community, and public events. Creating such a focal point for residents, and visitors to meet and enjoy themselves offers an urban design element that can help make the study area of Old Town a central focal point for the neighborhood.

The City requires that new mixed-use corner buildings incorporate a 45 degree corner cut into their building design. Figure 45 demonstrates such a chamfered entrance to a commercial building along with outdoor patio seating which encourages people to meet, and gather. The provision of such public space is important to create community, and allows people to build relationships with the people who reside in the area.
Community Park for Gatherings

Figure 46: A community park set in the back of the mixed-use development. Creating a park on Thornton Avenue is a goal for the study area, and can serve as a neighborhood amenity, and add value to residential units as well.

Commercial Mixed-Use with Victorian Style Facade

Figure 47: A mixed-use building constructed on one of the current open lots located on Thornton Avenue. The image demonstrates a good example of a high density building that is also inviting, and fits the architectural style of the existing housing stock. The building frontage of this building has a classic Victorian style to it; which residents identified as preferring in the public outreach meetings.
Parking

On street short term parking is provided in front of the mixed-use building to allow easy access to the commercial stores, and retail stores that are to be developed on the ground floor. The use of on street parking also makes it easier for residence who can use these space as a loading zone for short periods of time.

Long term, and overnight parking is provided in parking structures that serve the residential units. This utilizes space effectively in the dense urban environment that is proposed to be created. The development of parking structures will be a large financial investment, but it will be offset by the increased densities to the creation of residential, and commercial spaces. The site plan for the proposed development in Old Town, previously shown on page 23 of this document, indicates two parking structures that will optimize space usage, and provide approximately 200 parking spaces for each. Electric charging ports for vehicles such as the “Tesla” are suggested to attract the high end target end market groups in the Silicon Valley.
Conclusion

This hypothetical model of development in the study area of Thornton Avenue in the Old Town District of Newark California illustrates that providing design guidance to development, and rezoning, to facilitate such developments has a tremendous potential for growth, and revitalization. This has the ability to created an urban core that the city is in need of. Currently the area consists of under utilized lots with great development potential. The new zoning of the Commercial Mixed-Use of Old Town allows for a variety of uses in the area. The build out model for key blocks in this study offer an approach for developers to optimize land use, and maximize built up square footage and there fore profitability at the same time, as well as contributing to creating a needed urban core for the neighborhood. Built with a creative design approach and an eye to impact on urban public space these results can help create a sense of place, and community for new tenants, as well as a focal point for the neighborhood.

Newark is the next city in the Silicon Valley Area that is anticipated to see rapid growth. The City is seeking applications from developers for buildings that can benefit the community both economically, and socially, and they are eager to approve entitlements for construction. By providing a creative full build out model of development that achieves this end, this study hopes to strengthen, and assist both the city, and interested developers in this effort.

Figure 54: A sketch of a central gathering space in front of a mixed-use building.


https://www.careeraddict.com/search-for-higher-education-jobs-as-a-couple


https://lh4.googleusercontent.com/jHrx4XyfimTTEJ_EQyASq4MsmRhZDYFAXmva658zRprzyLrty8gW7mvKxrgKvZV-KZaxJ7ytmpe9dzJzdLo72kPnJqtRKi6qWmMvyWDuf-t2bH7cntdzJelGh0hqW1fE1M_4