

# City of Biggs Downtown Visual Master Plan, Pt II Biggs, California



**SERA Architects  
Chabin Concepts  
Marketek**

Funded by:  
*State of California Department of Housing and Community  
Development  
Economic Development and Planning/Technical Assistance  
Program Grant*

# Overview

-  Purpose & Steps
-  2020 Vision & Downtown Master Plan
-  Potential Projects
-  Evaluate & Set Priorities
-  Next Steps

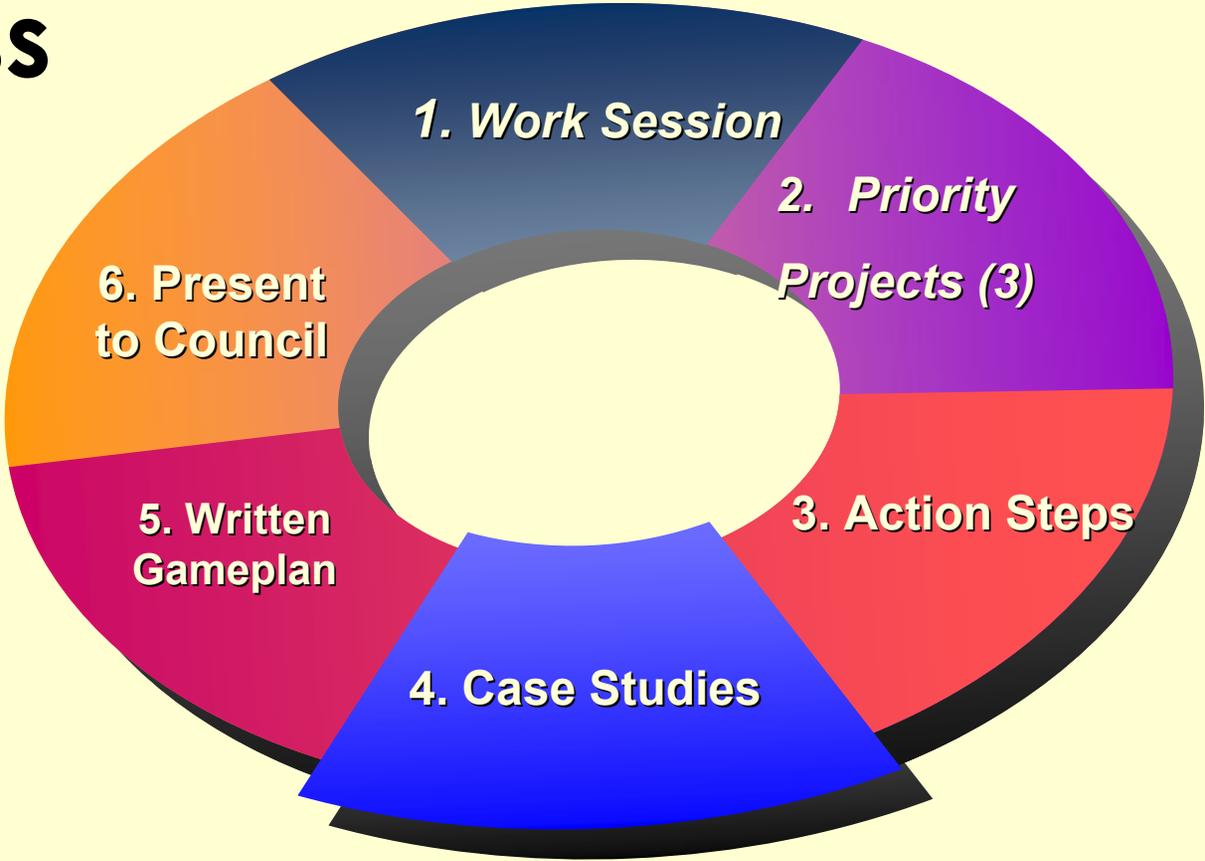


# Goals



1. Create business & employment opportunities for Biggs
2. Improve downtown's physical environment, business climate, shopping
3. Expand City revenue base
4. Create a gameplan for *implementation*

# Process



We fit the streets

### **Community Values & Themes**

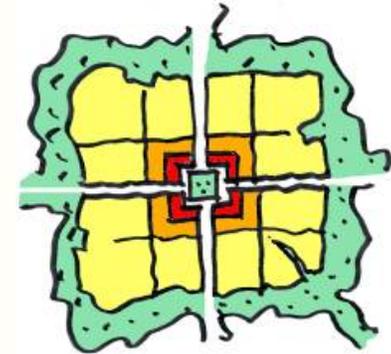
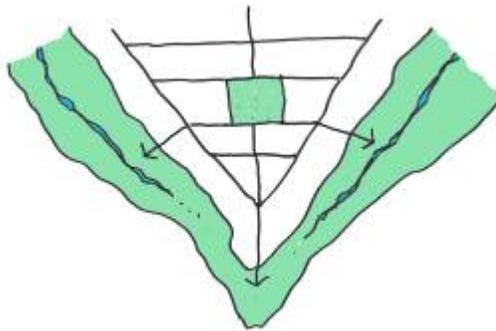
- Reinforce History & Historic Properties
- Provide Streetscape Improvements
- Improve Retail
- Provide Activities for Youth
- Create a Range of Housing Types

# Downtown Vision 2020

- \* Center of Activity
- \* High Quality  
Sense of Place
- \* Partnership &  
Collaboration



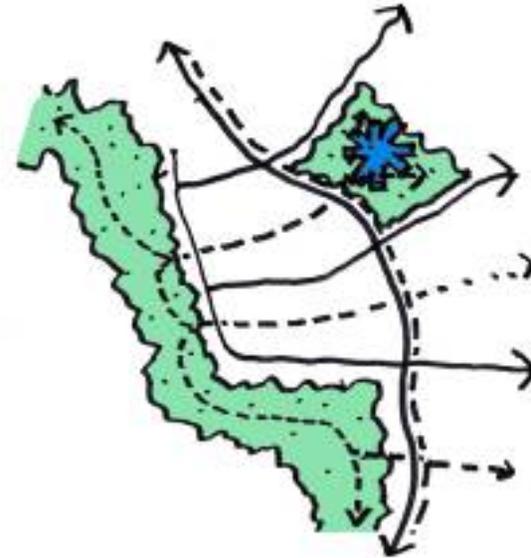
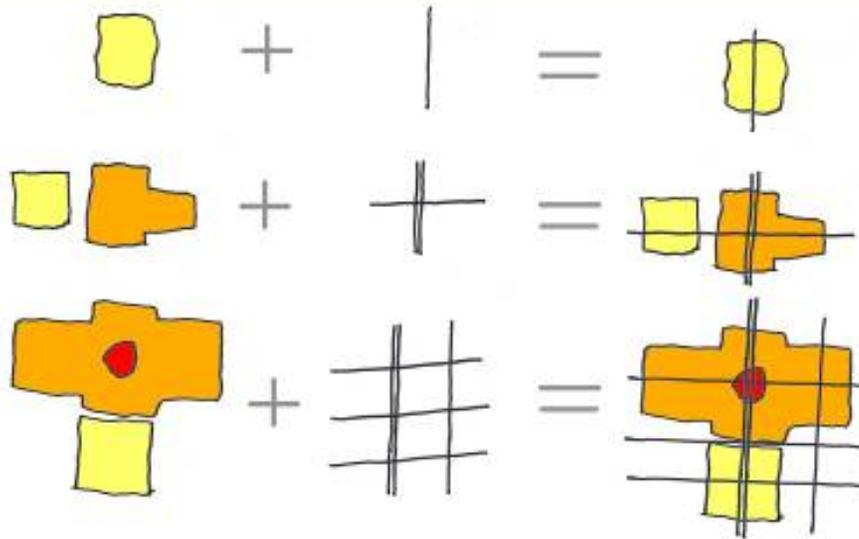
# Principles of a Great Neighborhood



- Identifiable center and edges
- Mix of pedestrian-oriented land uses
- Hierarchy of signage
- Districts are legible, consisting of cognitive elements (edges, nodes, landmarks, pathways, gateways, and districts)

## Vibrant Mixed Use Core

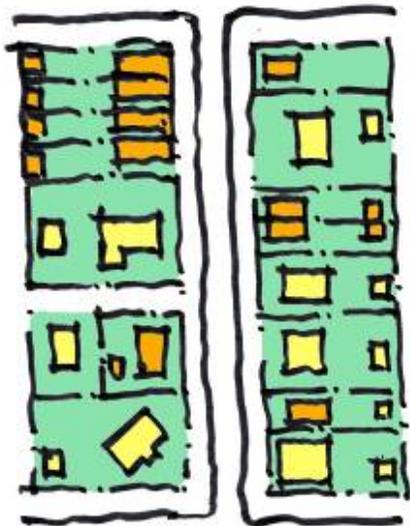
## Principles of a Great Neighborhood



- Create an integrated network of walkable streets and paths.
- Encourage people to get out of their vehicles.

# Connectivity

## Principles of a Great Neighborhood



- Provide a range of housing types, ensuring diversity & affordability.
- Encourage a mix of uses.
- Provide a variety of open spaces, public spaces, and plazas.

# Density/Diversity



### Recommendations

- **Development Code**
- **Property/Structural Improvements**
- **Organization, Marketing, Image Enhancement**

## **Accomplishments since Phase 1**

General Plan Update  
Five-year Plan  
Master Plan Phase 2  
Public Outreach  
New Investment  
Infrastructure for Growth

# What's next?

- Street Improvements
- Façade Improvements
- Property Renovations/Restorations
- New Development
- Other?

# Street Improvements - Sidewalk



## Street Improvements – Lighting/Trees



## Street Improvements – Signage



## Street Improvements - Gateways



# Facade Improvements



# Renovation/Restoration/Preservation



## New Construction



**Assumptions: *Creative Funding***



# Loans, Grants, Tools

- Revolving Loan Funds (3CORE)
- Tax Increment Financing (redevelopment)
- Certified Local Gov't Grants
- National Trust Loan Fund
- National Trust Community Investment Corp
- California Council for Humanities
- Preserve America
- CDBG
- Getty Conservation Institute
- Tax Credits
- U.S. Department of Agriculture—Rural Development

# Philomath, Oregon

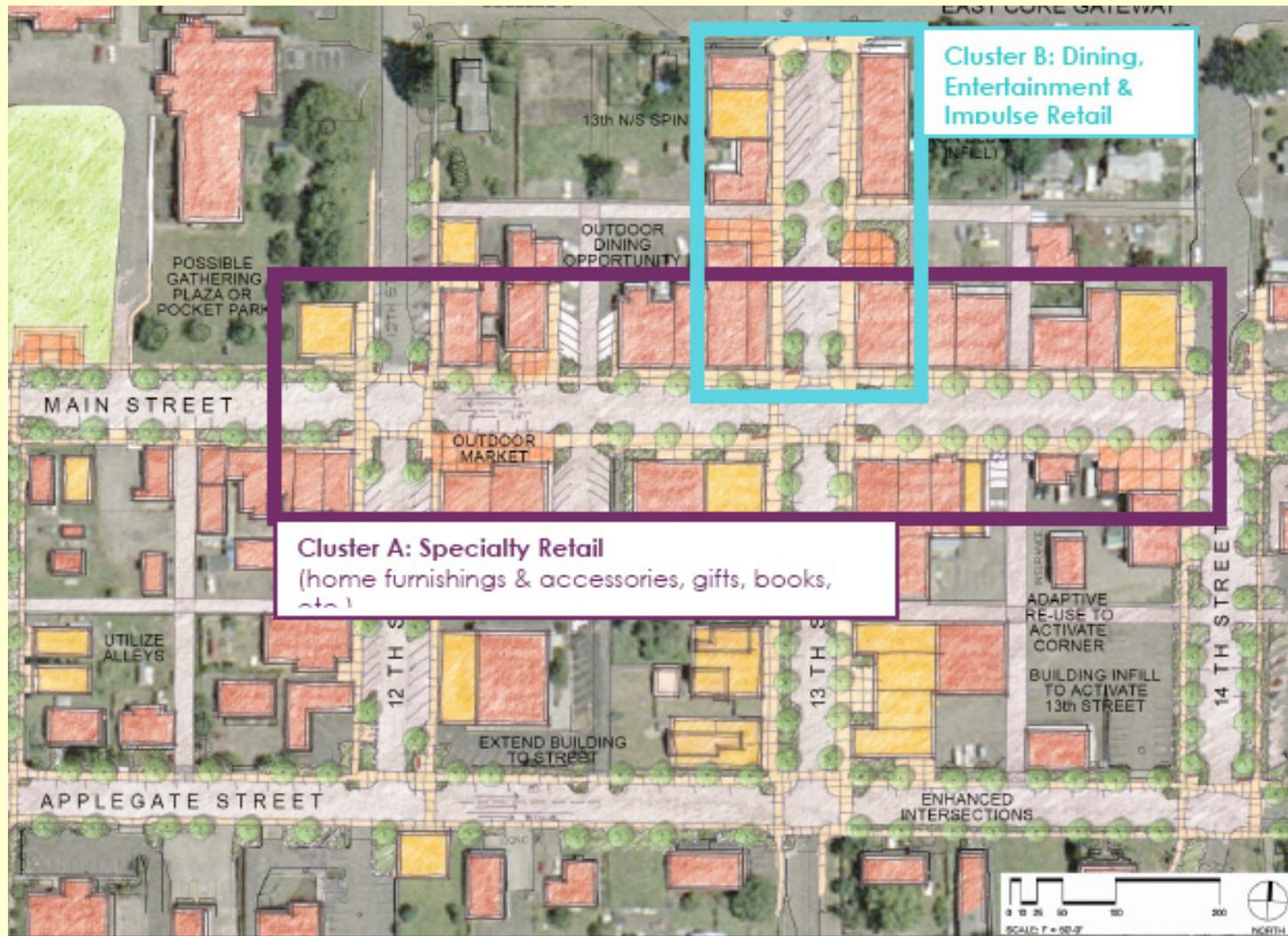


Helping match businesses to properties



Successful consignment shop

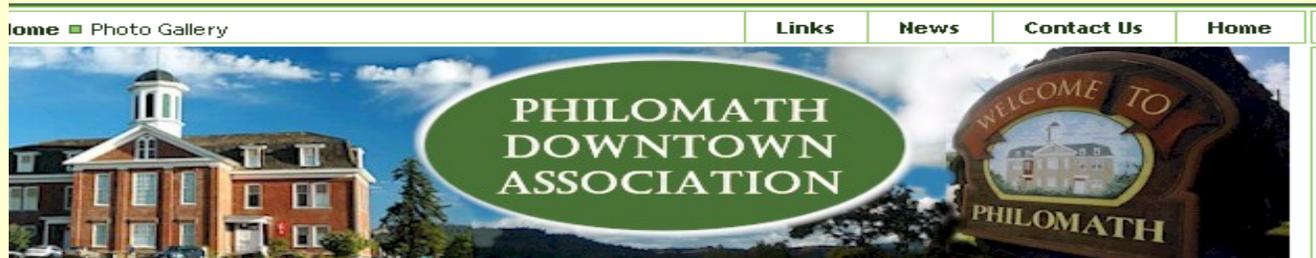




Secured \$80,000 grant and sizeable help from National Guard to complete key park elements of 2009 concept plan!

# Philomath gets help from National Guard





- Start-up
- \$10k City leveraged into \$200k State & private foundations
- Business sponsors (\$100 - \$5,000)
- 3 point workplan-Eco, Design, Promotion
- Decided against membership org to avoid 'head to head' with Chamber

# Philomath Lessons

*Public & Foundation Funders want:*

- Strategic Plan (3 years)
- Local commitment and match
- Track record of success
- Strong Case Statement

# Project Plans-Devil in details

## Marketing and Promotions Committee

<b>Objective: Cooperative Advertising Campaign</b>	<b>Project Name: "Collector Cards"</b>
<b>Action: Develop &amp; Distribute offers for retail bus</b>	<b>Project Dates: 9/09 ongoing</b>
<b>Project Lead: Terri Powers</b>	<b>Date Submitted: 9/4/2009</b>

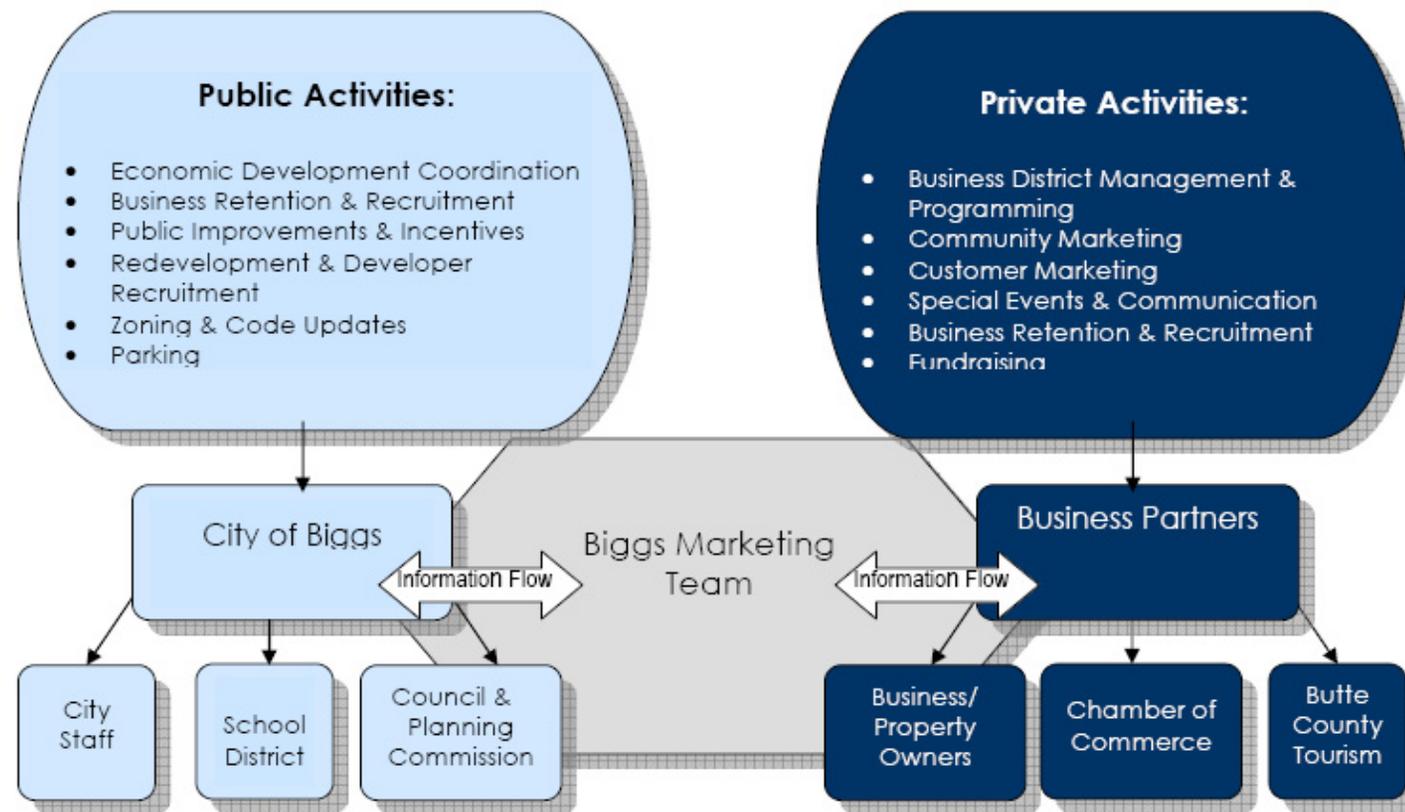
TASK	Responsible Person	# of Volunteers	START	END	BUDGET
Develop Concept	Terri & Lloyd	3	08/09	08/09	0
Create solicitation letters	Terri & Lloyd	2	09/09	09/09	0
Develop Mail List	Terri & Sara	2	09/09	09/09	0
Develop Artwork	Lloyd	1	09/09	09/09	\$1000
Obtain buy-in from retailers	Terri & Lloyd	2	09/09	09/09	0
Obtain buy-in from promoters	Terri & Lloyd	2	09/09	09/09	0
Print solicitation letters	Terri & Sara	2	09/09	09/09	0
Mail solicitation letters	Terri	2	09/09	09/09	\$150
Print promotional flyers	Terri	1	10/09	10/09	\$1094 fo 2500
<b>TOTAL COST:</b>					<b>\$ 4432</b>

# Grants

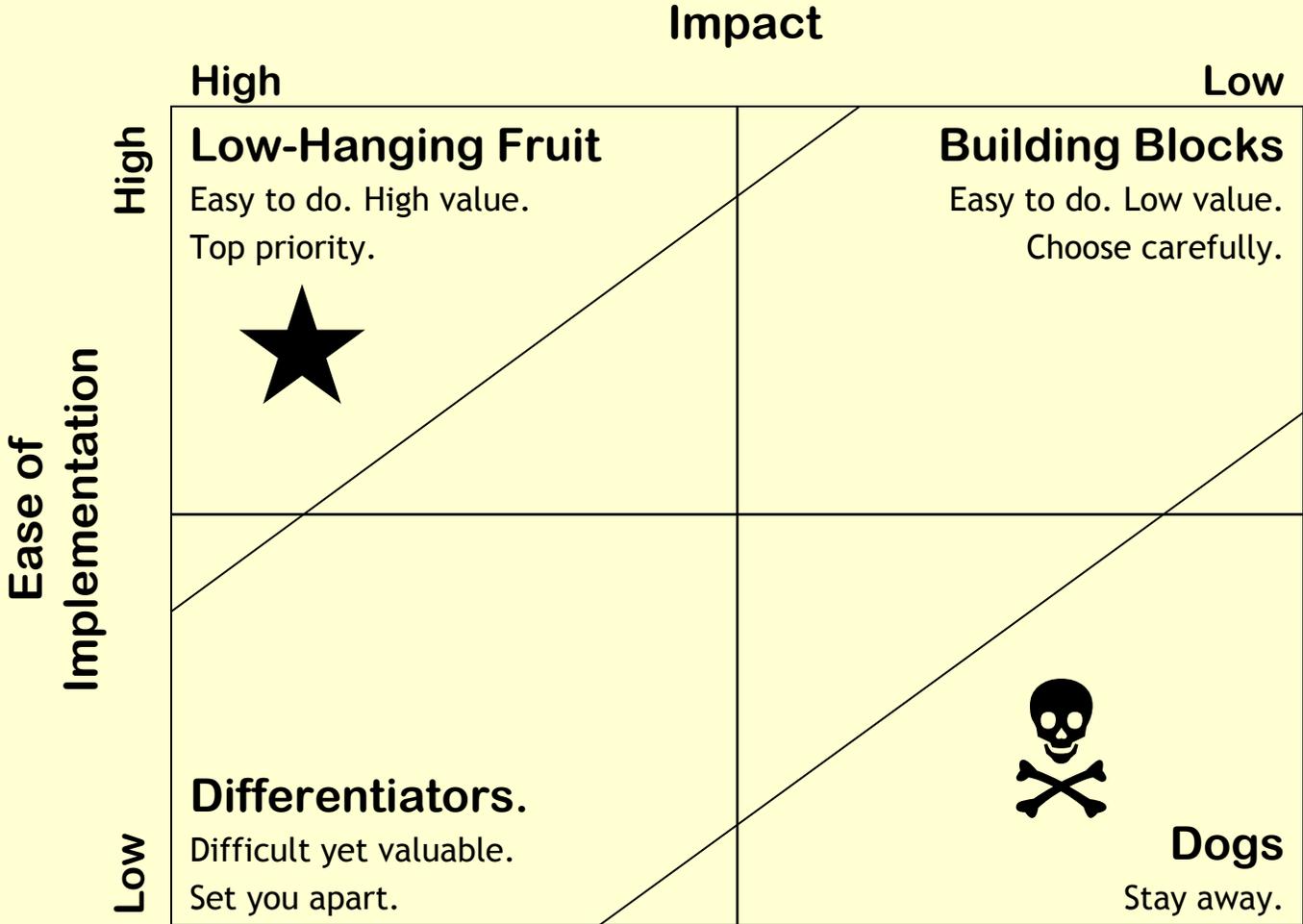
- Get Creative! Choose the 'right words'
- Tribes are focused on childhood obesity, heritage, resource management
- Walkable downtowns reduce obesity.  
*Bike paths, walkable streetscape, educational brochure*
- *Façade improvements contribute to heritage*
- Resource Management = planted medians, native plantings, public ed

75,000 grant making organizations

## Assumptions: *Public-Private Partnership*



Project Selection

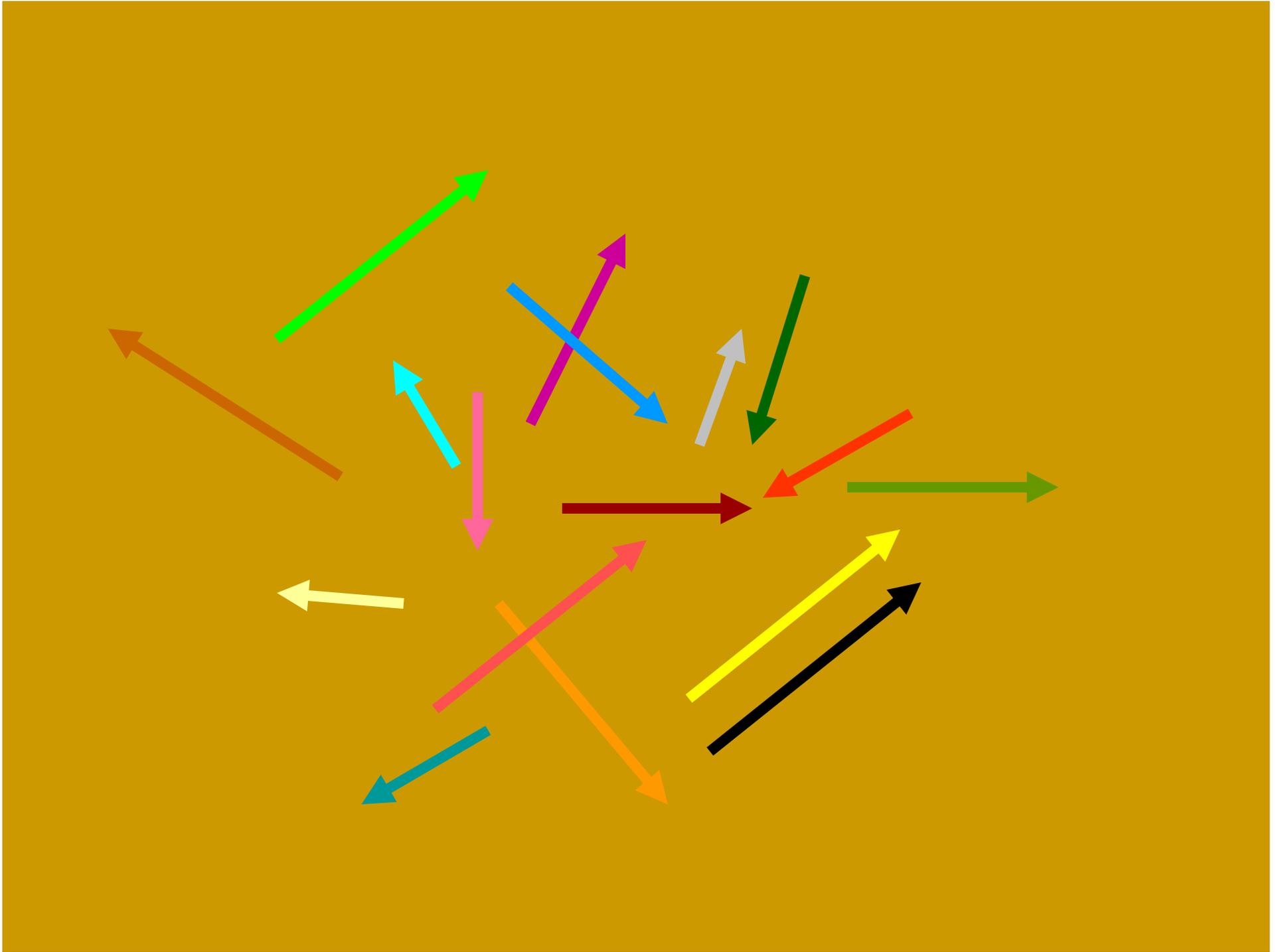


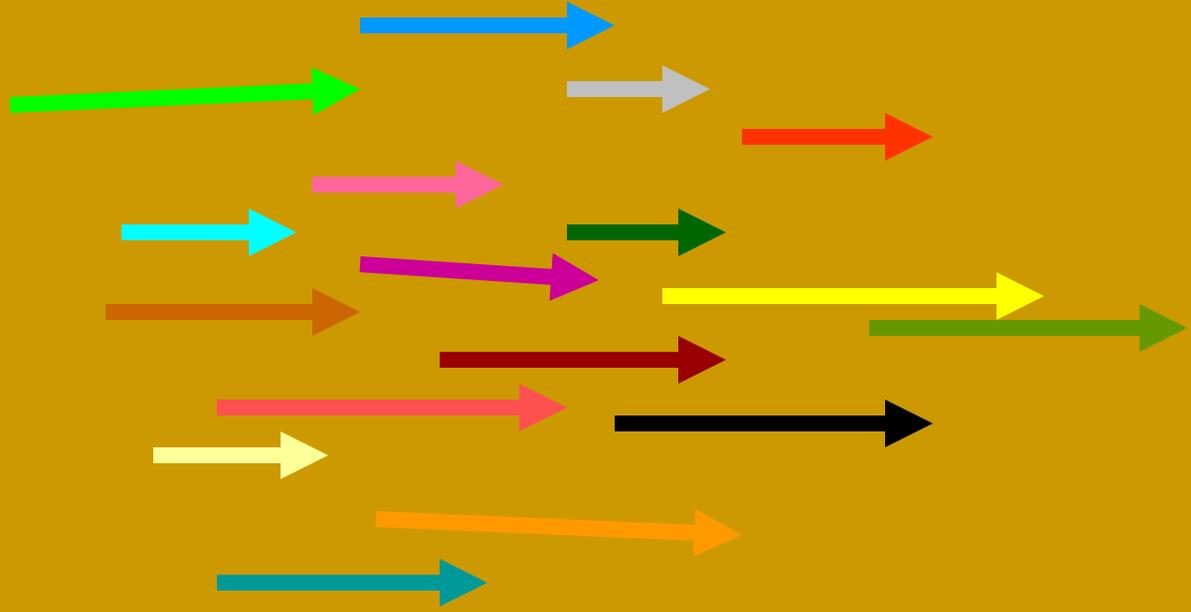
# Common Themes

- Few resources, big needs
- Vision for a change
- Passion for making things happen
- Innovative and creative approaches – incremental steps
- Public-private partnership and leadership
- Staff and volunteer involvement
- Emphasis on redevelopment
- Visible results

# The Metamorphosis of Biggs







**Resistant to change**

vs.

**Being in charge of the  
future**

**you want to see**

The approach  
shapes the  
outcome.

- Reactive
- Short-sighted
- Recipe for under achievement

## • Next Steps

