

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*

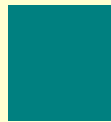
Overview



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 hit the streets

Community Values & Themes

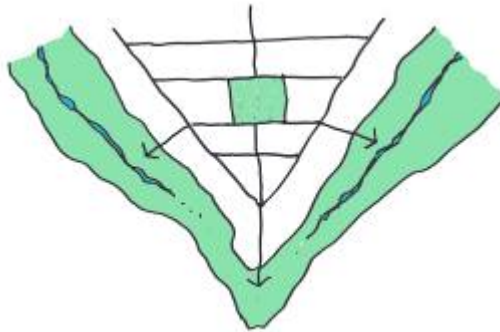
- Reinforce History & Historic Properties
- Provide Streetscape Improvements
- Improve Retail
- Provide Activities for Youth
- Create a Range of Housing Types

Downtown Vision 2020

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



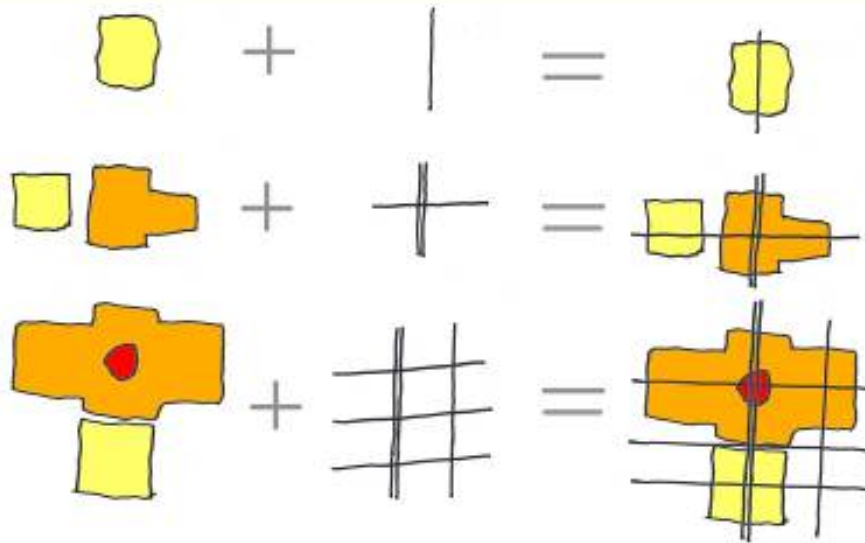
Principles of a Great Neighborhood



- 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

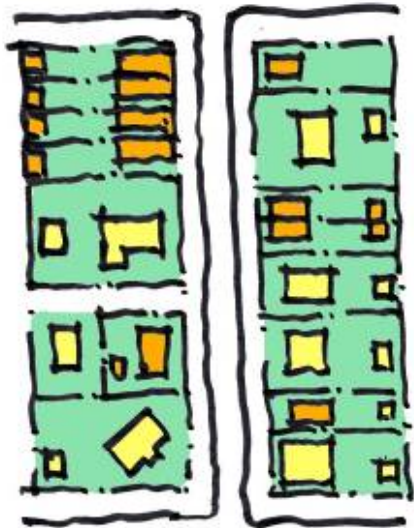
Principles of a Great Neighborhood



- 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

2020 Vision and Master Plan



Downtown Biggs Action Plan

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

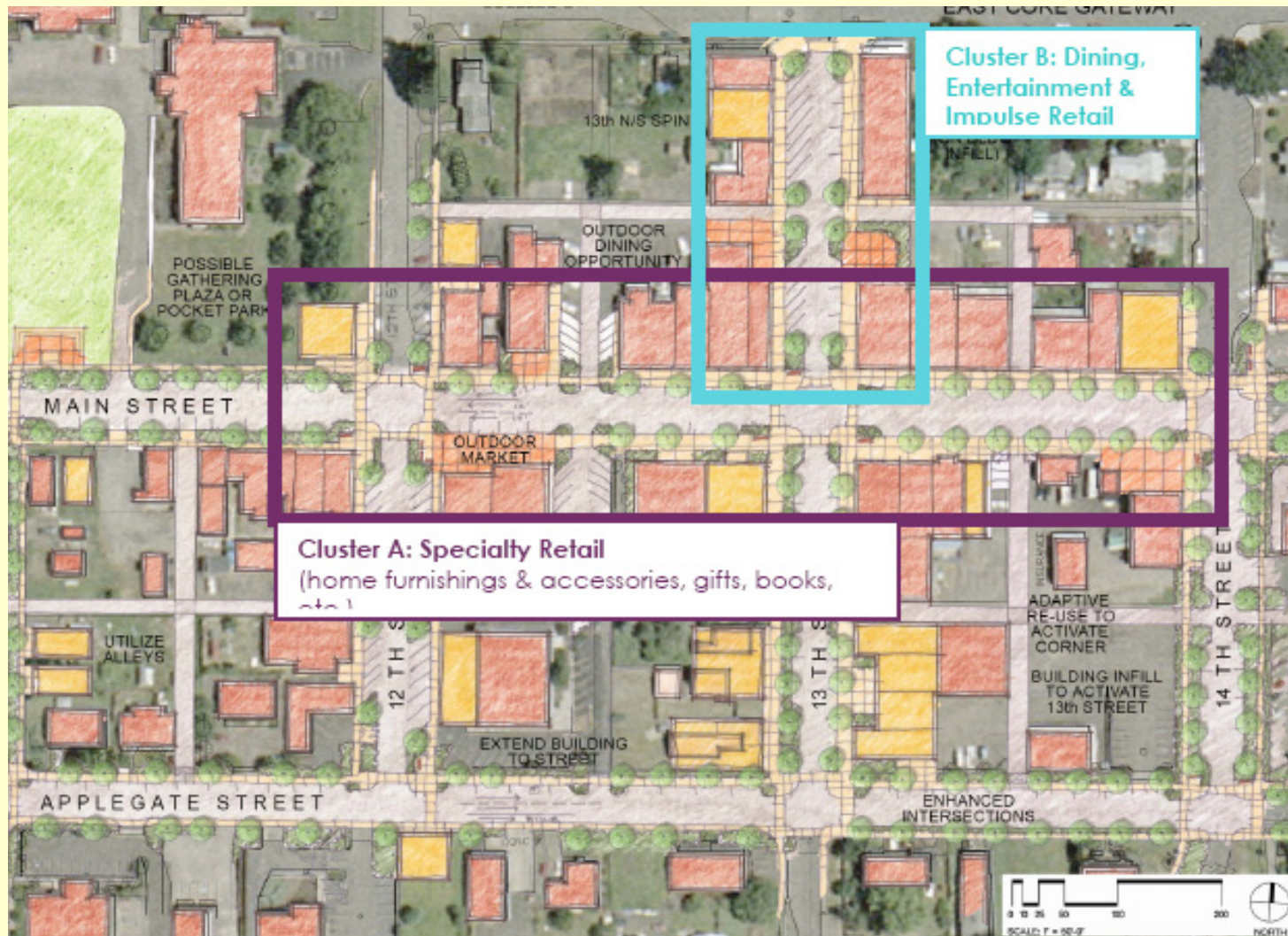
Philomath, Oregon



Helping match businesses to properties



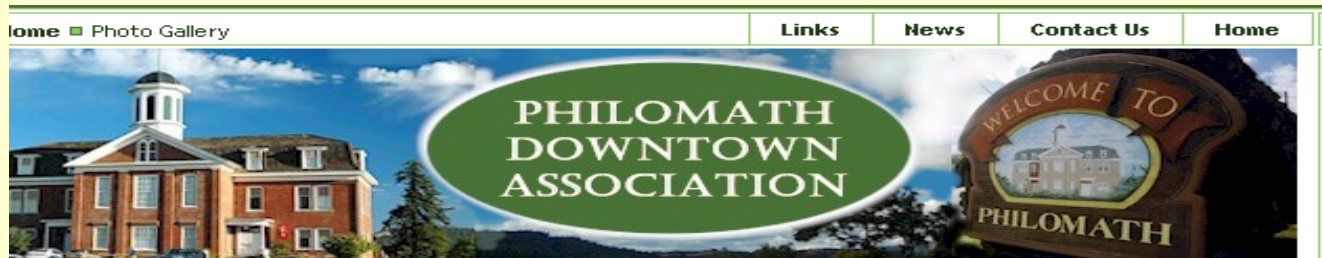
Successful consignment shop



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

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

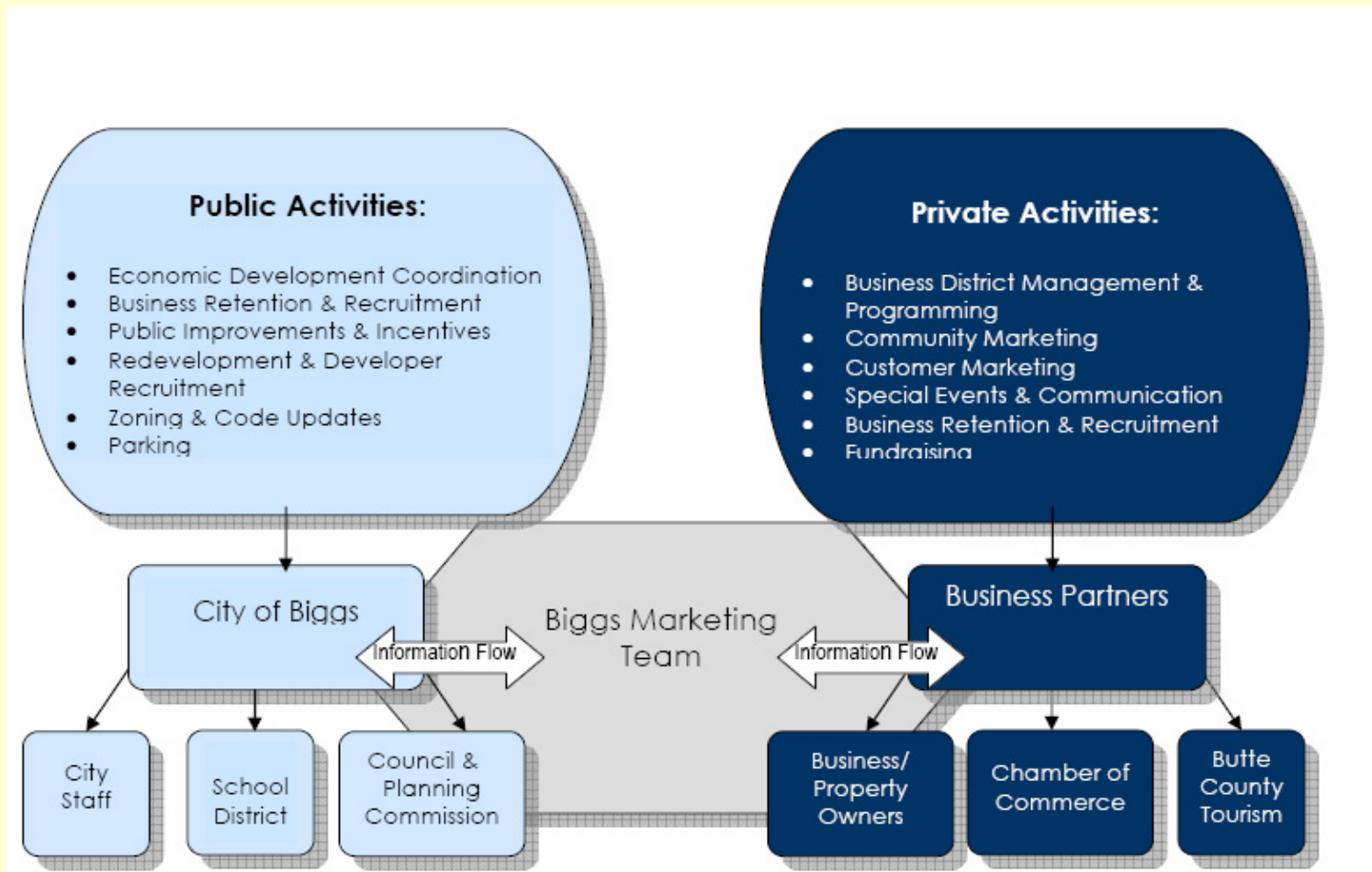
TASK	Responsible Person	# of Volunteers	START	END	BUDGET
Develop Concept	Terri & Lloyd	3	08/09	08/09	0
Create solicitation letters	Terri & Lloyd	2	09/09	09/09	0
Develop Mail List	Terri & Sara	2	09/09	09/09	0
Develop Artwork	Lloyd	1	09/09	09/09	\$1000
Obtain buy-in from retailers	Terri & Lloyd	2	09/09	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 for 2500
TOTAL COST:					\$ 4432

Grants

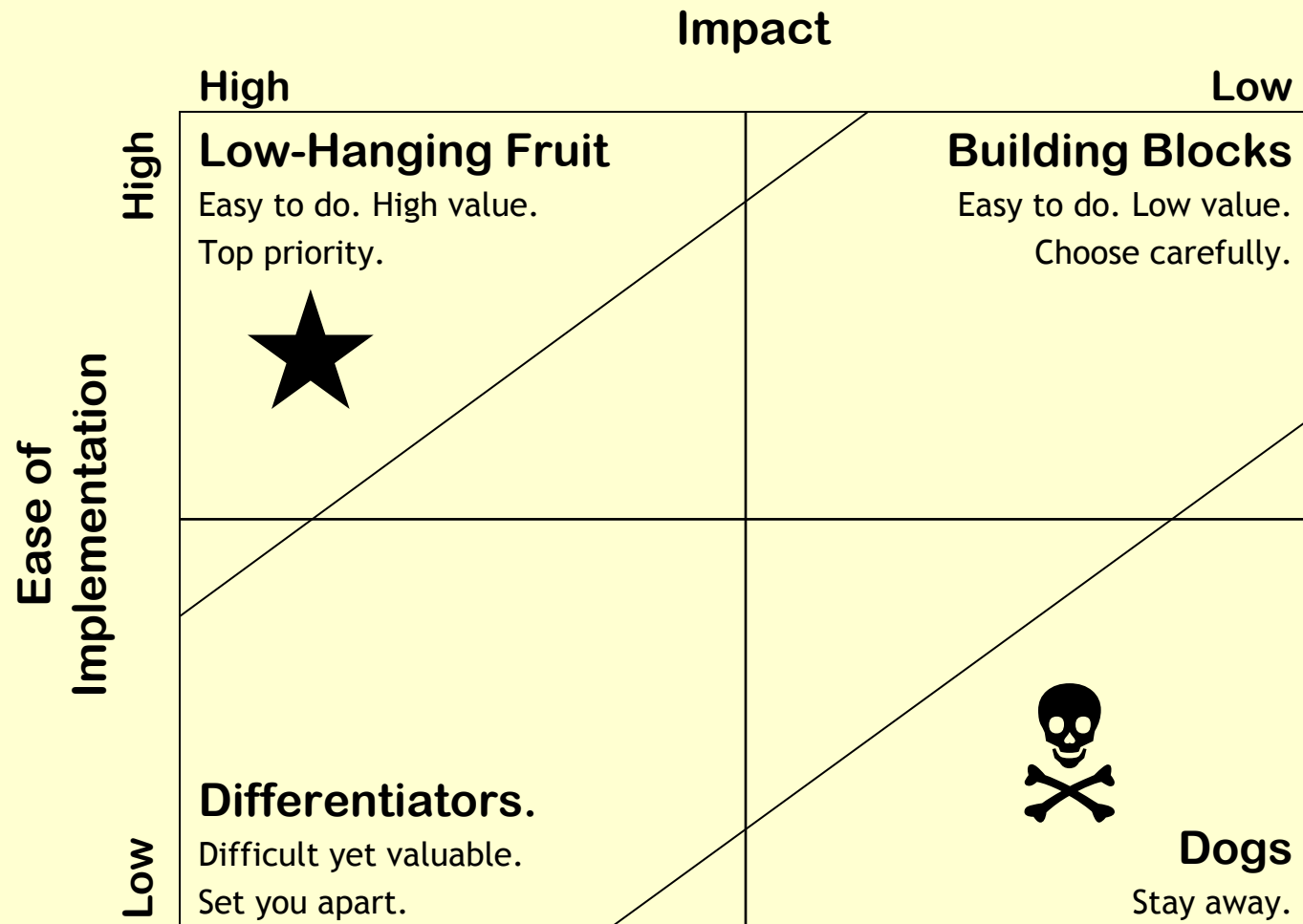
- Get Creative! Choose the 'right words'
- Tribes are focused on childhood obesity, heritage, resource management
- Walkable downtowns reduce obesity.
Bike paths, walkable streetscape, educational brochure
- *Façade improvements contribute to heritage*
- Resource Management = planted medians, native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

75,000 grant making organizations

Assumptions: *Public-Private Partnership*



Project Selection

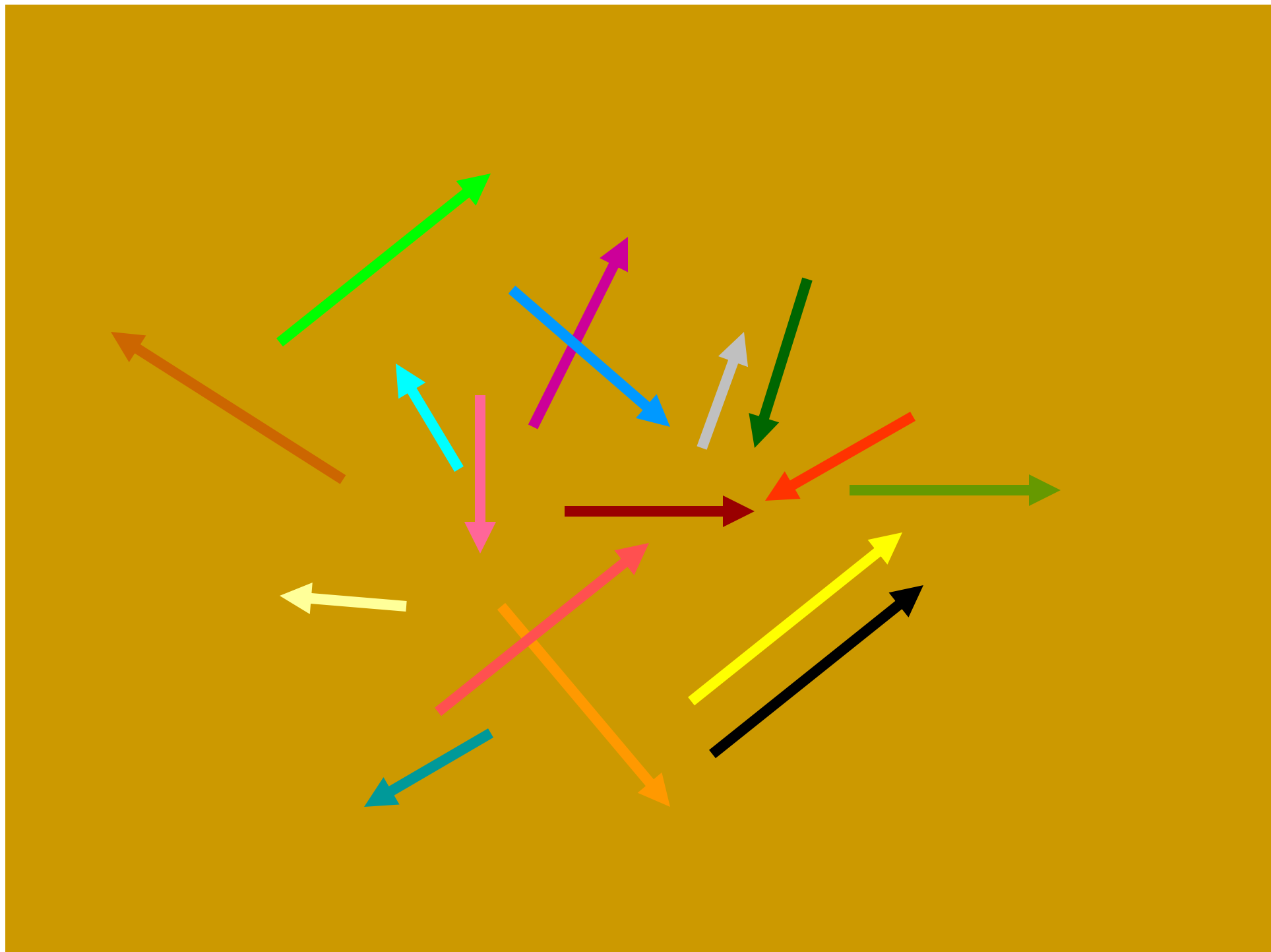


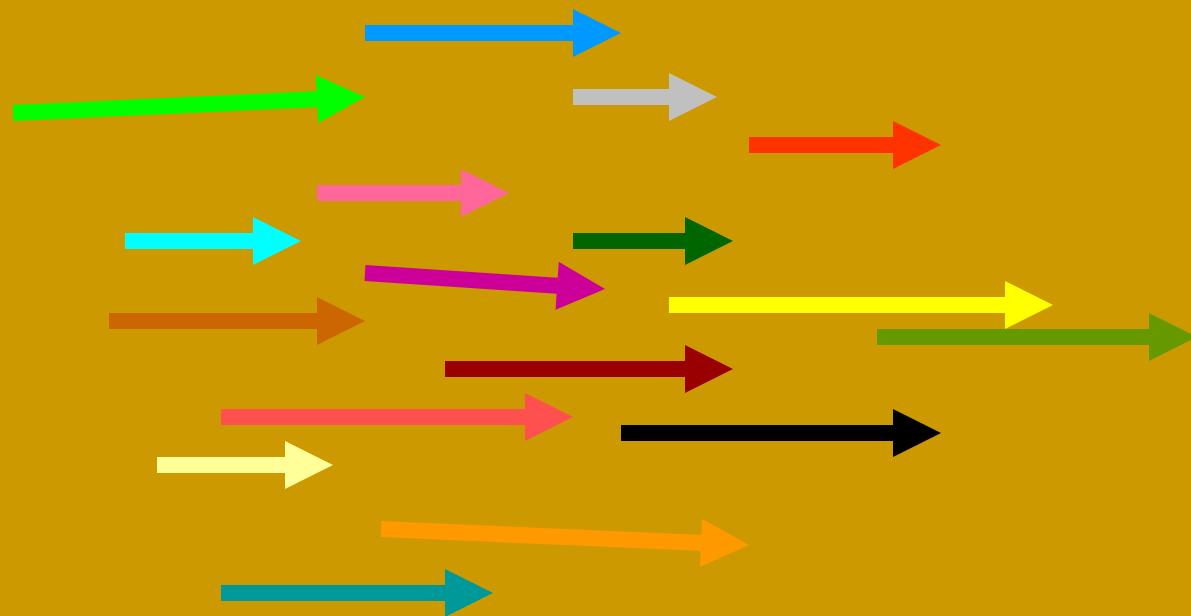
Common Themes

- 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

