

City of Biggs Downtown Visual Master Plan Biggs, California



Background & Goals

- A vision and key elements of a successful downtown;
- Conceptual/visual images depicting a vision of the future;
- Input related to the city's development code in support of the general plan update;
- General analysis of existing buildings and a broad cost estimate for repairing existing buildings, especially the Historic Biggs Hotel; and
- Tangible next steps for city and local community leaders to pursue downtown revitalization.



Goals

- An assessment of the general physical condition of downtown buildings and an estimate of the general costs and feasibility of building rehabilitation
- Identification of key elements to creating a successful destination downtown
- Creation of a 'next steps' game plan for implementation



Preliminary Themes and Vision

- Bring back the Historic Hotel
- 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 and Collaboration



Principles of a Great Neighborhood Building Community

- Creating a Vibrant Mixed Use Core

- Connectivity

- Density and Diversity



Vibrant Mix Use Core



Vibrant Mix Use Core



Vibrant Mix Use Core



Connectivity



Connectivity



Density and Diversity



Density and Diversity



Framework Diagram



Development Code Recommendations

“The C-D downtown commercial district provides areas for retail and service businesses, which serve the residents of Biggs. Located along B-Street, this district encompasses the historic commercial core of Biggs. As such, the nature and character of both structures and uses should maintain and enhance the historic qualities of Biggs, and should contribute to an attractive and inviting small-town commercial main street environment.”



Purpose Statement

Recommended Additions

- Preserving and enhancing older commercial areas that have a storefront character.
- Ensuring that new development is compatible with the desired character expressed by stakeholders
- Ensuring that the downtown zone allows for a full range of retail, service and business uses with a local and regional market character
- Creating an urban form that is built-up in character with buildings close to and oriented towards the sidewalk, especially at the corners
- Incorporating large storefront windows that encourage interaction between activities within the building and activities on the sidewalk.



Development Standards Recommendations

Establish a Purpose Statement for:

- Setbacks (14.124.040)
- Lot Dimensions / Lot Size (14.124.050)
- Lot Coverage (14.125.060)
- Landscaping (14.125.060)
- Building Height (14.125.070)



Proposed development standards not addressed in the current code

- Ground Floor Windows
- Pedestrian Standards
- Off-Street Parking Standard
- Parking Lot Landscaping
- Building Length
- Main Entrance
- Screening



Next Steps for Improving the Built Environment

- Create a comprehensive outreach process
- Invite local developers, to the downtown
- Create graphic-oriented development standards
- Create a timely and predictable land use review process
- Hire a structural engineer
- Hire an architect to research the history of Biggs
- Hire an architect to create an architectural vocabulary
- Create an open-door policy at City Hall
- Focus streetscape improvements along B-Street
- Develop marketing materials
- Create a voluntary program that celebrates B-Street
- Develop a framework plan that looks at improvement along B-Street



Structural Analysis

- Existing Conditions

- Structural Repair Options

- Estimated Costs

- The Hotel at 479 B Street:

- Total Estimate \$1,100,000 (Approx. \$85 / sq ft.)

- The Pharmacy at 481 B Street:

- Total Estimate \$550,000 (Approx. \$160 / sq ft.)

- Buildings located at 483, 485, 487, and 489 B Street:

- Total Estimate \$2,500,000 (Approx. \$185 / sq ft.)

Next Steps-Organizing for Success

Main Street's Eight Guiding Principles

- 1) Comprehensive
- 2) Incremental
- 3) Self-Help
- 4) Public/Private Partnership
- 5) Identifying and Capitalizing on Existing Assets
- 6) Quality
- 7) Change
- 8) Action-Oriented



Organization

- Organize a small steering committee.
- Visit successful small towns to gain insight and ideas.
- Explore creation of community foundation.
- Host a Rural Community Assistance Corporation (RCAC) Leadership Program.



Property Development

- Conduct a market and financial feasibility analysis for the hotel property.
- Create a vacant property improvement program to turn around as many of Biggs' empty storefronts as possible.
- Explore alternative approaches to property development with the Butte County Economic Development Corporation.



Marketing and Promotion

- Get Biggs on the visitor map in Butte County.
- Explore Biggs' potential for developing tourism related to its agriculture base.
- Promote the positive impacts of shopping locally.



Business Development

- Package the key findings
- Target 4-to-5 businesses (merchandise, service needs, etc.) for downtown locations.
- Promote open communication between business and City Hall as a means to hear and address what's on the mind of existing employers.
- Organize a Biggs Enterprise Growth Initiative (BEGIN) to encourage local entrepreneurship and business start-ups.

