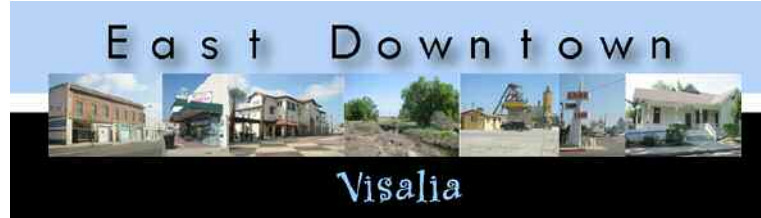


Community Workshop



On July 13, 2004, over 70 people participated in a workshop to assist developing the East Downtown Strategic Plan. The interactive workshop included a slide show summarizing planning issues, opportunities and case studies of how other communities are planning and implementing their own downtown strategies. Participants worked as members of thirteen planning teams. The teams identified the planning features they would like to see included in a 20-year plan for East Downtown.



What is the East Downtown Strategic Plan?

The Visalia East Downtown Strategic Plan is a 20-year plan and supporting investment strategy. The study area covers approximately 174.6 acres around East Main Street east of North Bridge Street. The study area boundary is bound to the north by East Murray Avenue, in the south by East Mineral King Avenue, to the east by Ben Maddox Street, and to the west by North Bridge Street.

What is the process?

Over the next six months, the City of Visalia will go through a three step process to prepare the Plan. The first step includes analysis and establishing objectives. The second step will result in planning concepts. The third and final step will involve development of an action plan. Throughout the process, the City will be working with the East Downtown Strategic Plan Task Force and Downtown Visalians.

Where do I get my questions answered?

Visit the East Downtown Strategic Plan Weblink at:

www.ci.visalia.ca.us

Contact:

Jason Pausma
City of Visalia
jpausma@ci.visalia.ca.us
559-713-4348

Workshop Assignments

The workshop teams were given four assignments.

Assignment #1: Mapping the downtown centers of activities

On the downtown-wide map, use color markers to identify the most important centers of activity. These could include commercial, social, government, and other clusters of activities. Identify the important connection streets and pathways between them. Use a colored marker to show the important connections.

Assignment #2: Best parts of East Downtown

On the East Downtown map, identify the best parts of the district. These could include buildings, uses and characteristics you like to enhance and protect.

Assignment #3: New centers of activities in the East Downtown

Identify NEW places and centers in East Downtown on your East Downtown map. Where does storefront commercial take place? How is the Civic center oriented and defined? Are there new employment centers? Have you envisioned a new neighborhood?

Assignment #4: Connections and pathways

Look at your Downtown-wide map. How do your new centers in East Downtown connect to other centers? What are the three most important connections?

The following pages summarize the planning teams' efforts.



MEDIA COVERAGE

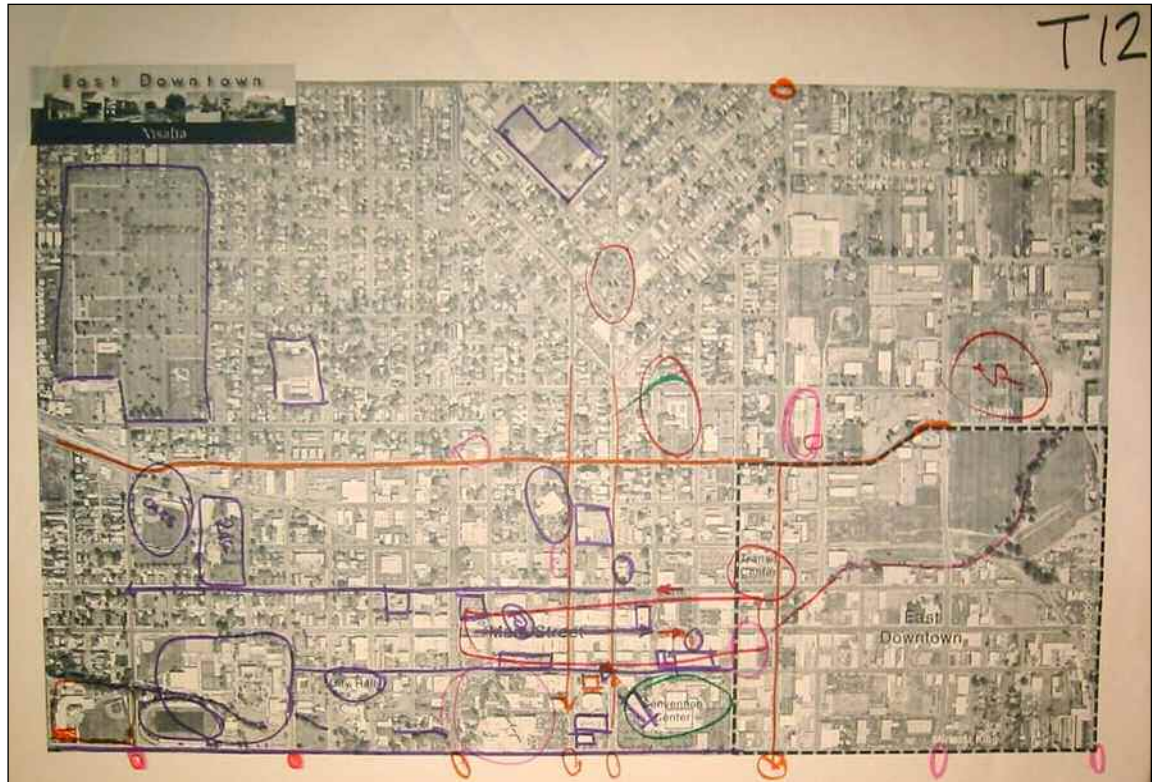
The workshop was covered by local TV and newspaper media. Above, Barbara Hood is interviewed during the workshop.



T12

MAKING CONNECTIONS IN THE DOWNTOWN

The teams prepared maps that illustrated the locations of other activity centers in the Downtown. They identified important connections between the centers. The maps provided a context for the East Downtown area.



Important Features

Team presentations revealed seven popular planning features. By far the most popular was making Mill Creek a linear park that linked the future Civic Center to Downtown. Participants also stressed making East Main a mixed-use street with retail and residential development and renovation. A summary list of features is provided below:



PLANNING TEAMS

Working in groups, participants identified features they would like to include in the East Downtown Strategic Plan.

Mill Creek–Open Space Feature

- Open space feature and linkage
- Amenity for housing and commercial uses

East Main Street–Mixed-use

- Commercial retail street
- Storefront connection to West Main Street
- New residential development adjacent to East Main Street

Open Space–New Places

- Focus for new development
- Connected to important streets and pathways
- Programmed and activated

Parking–Parking District Approach

- Hide it from view
- Shared structures

Connections–Linking Downtown and Neighborhoods

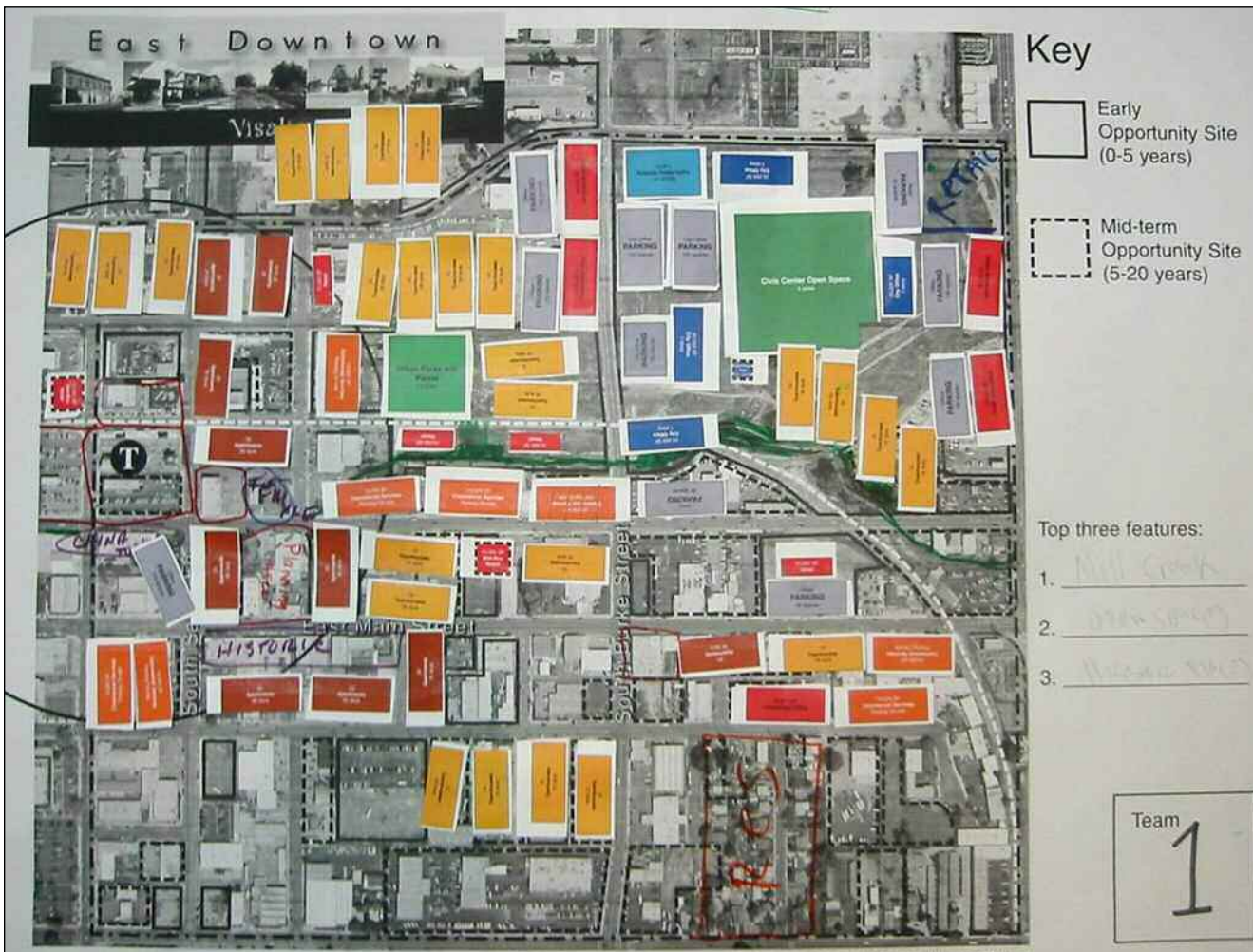
- Main Street spine
- Burke and Santa Fe as north-south civic streets
- Mill Creek as connector (bikes and pedestrians)

Patterns–Balancing Development Locations

- Balancing development both north and south of East Main Street
- New neighborhood(s) developed from north down to East Downtown and Main Street
- Connect economic activities on south of East Main Street and west of Bridge Street

Transit Center–Investment Catalyst

- Gateway to Sequoia arrival area
- New commercial and residential uses



Important Features

Centers in Downtown

- Residential
- Strip malls
- Park
- Residential with creek
- Retail
- Office

New Places

- Civic Center
- Sports

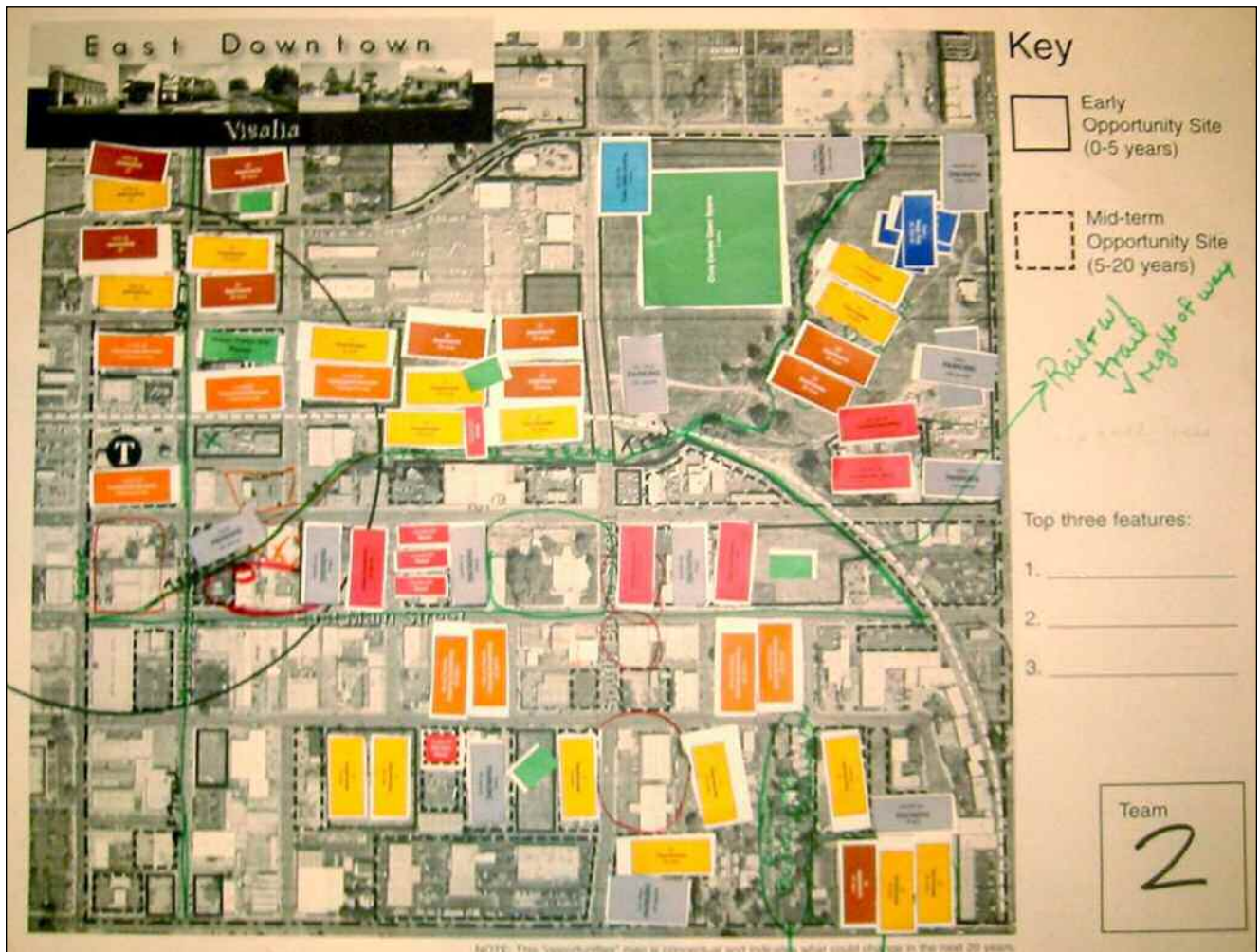
Connections

- Walkway
- Bike trails
- South Burke
- Center rail



Best Parts of East Downtown

- Open areas
- Easy living
- Low-maintenance housing



Important Features

Centers in Downtown

- Main Street shopping and dining
- Medical/hospital
- Mill Creek

Best Parts of East Downtown

- Existing East Main retail and dining
- Portuguese Hall
- Existing single family housing

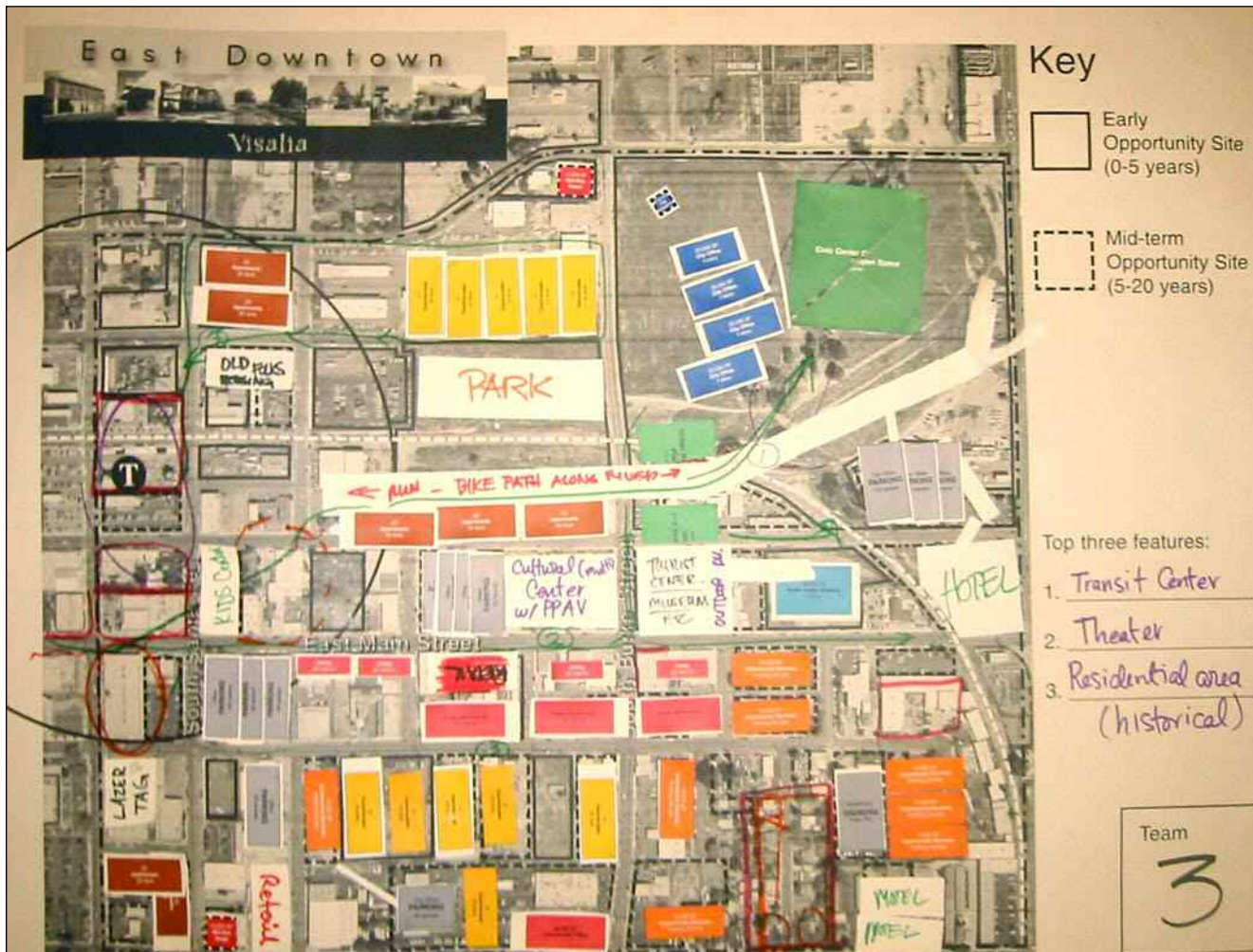
New Places

- Civic Center
- Creek-side housing
- Additional retail on East Main

Connections

- Main Street
- Mill Creek Trail
- Santa Fe/trail





Important Features

Centers in Downtown

- Signature Theater
- Convention Center
- Transit Center

Best Parts of East Downtown

- Transit Center
- Signature Theater
- Historical residential

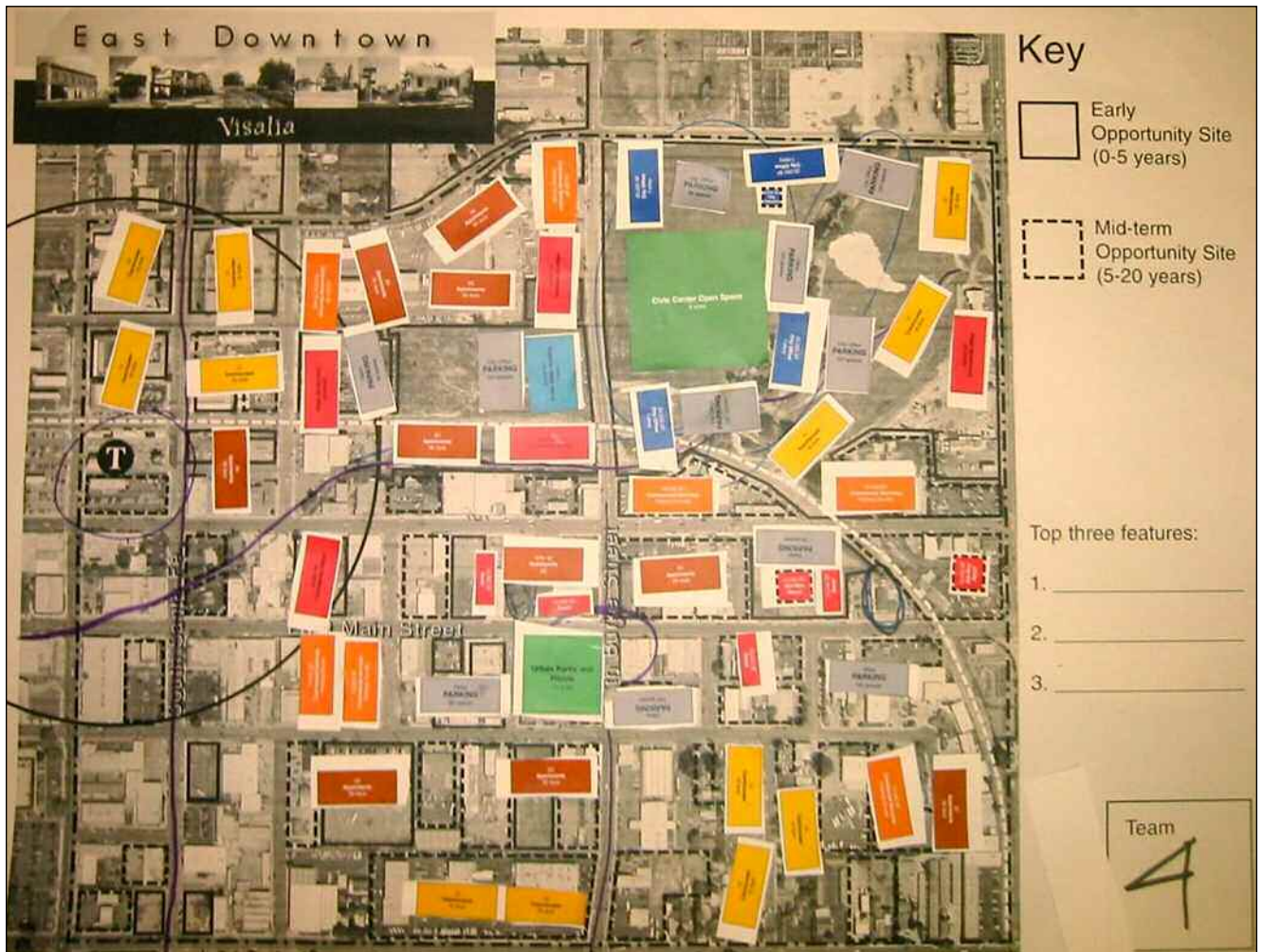


New Places

- Kids district and laser tag
- Bike/pe path on river
- Tourist center/museum
- Extra park area
- Elders' housing near transit center
- Hotels/motels

Connections

- Bike path
- Shuttle through housing areas between Transit Center and Civic Center
- Main Street retail continuation to Civic Center area



Important Features

Centers in Downtown

- Fox Theater
- K.D.H.

Best Parts of East Downtown

- Transit Center

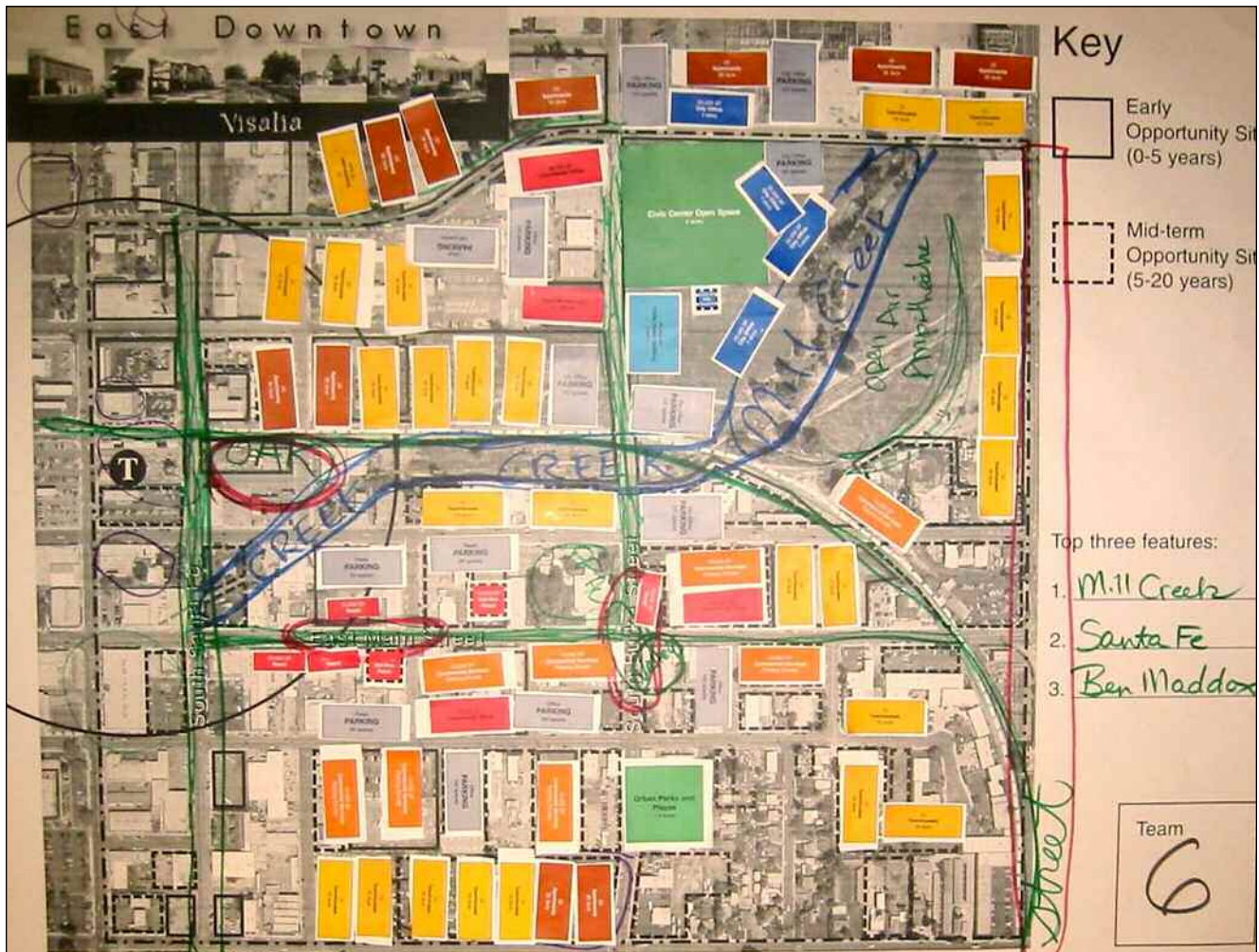
New Places

- City Hall

Connections

- Burke to City Center
- Santa Fe
- East Main to retail/high density
- East Main to multi-story parking





Important Features

Centers in Downtown

- Hospital
- Convention Center
- Fox Theater

New Places

- Civic Center
- Retail
- Medium density housing

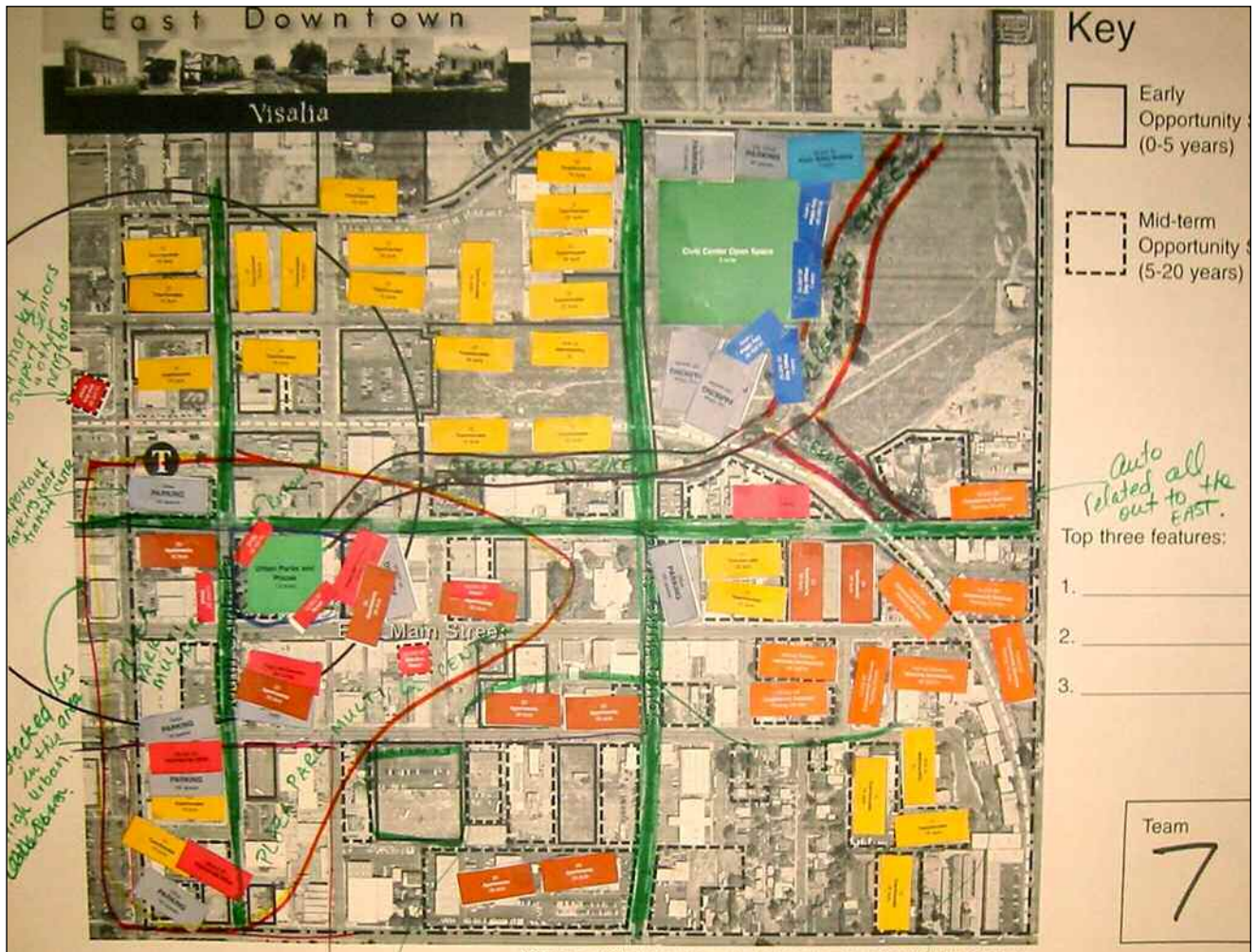
Connections

- Oak Street
- Burke Street
- East Main

Best Parts of East Downtown

- Mill Creek
- Transit Center
- Signature Theater





Important Features

Centers in Downtown

- Main Street
- Convention Center
- Hospital

Best Parts of East Downtown

- Creek
- Old buildings
- Main Street extension (potential)

New Places

- Plaza park
- Civic Center
- Plaza park multi-center

Connections

- Santa Fe
- Main Street
- Burke Street





Important Features

Centers in Downtown

- Medical
- Convention Center
- Recreation
- Restaurants

Best Parts of East Downtown

- Restaurants
- Arts/family activities
- Raw potential for space

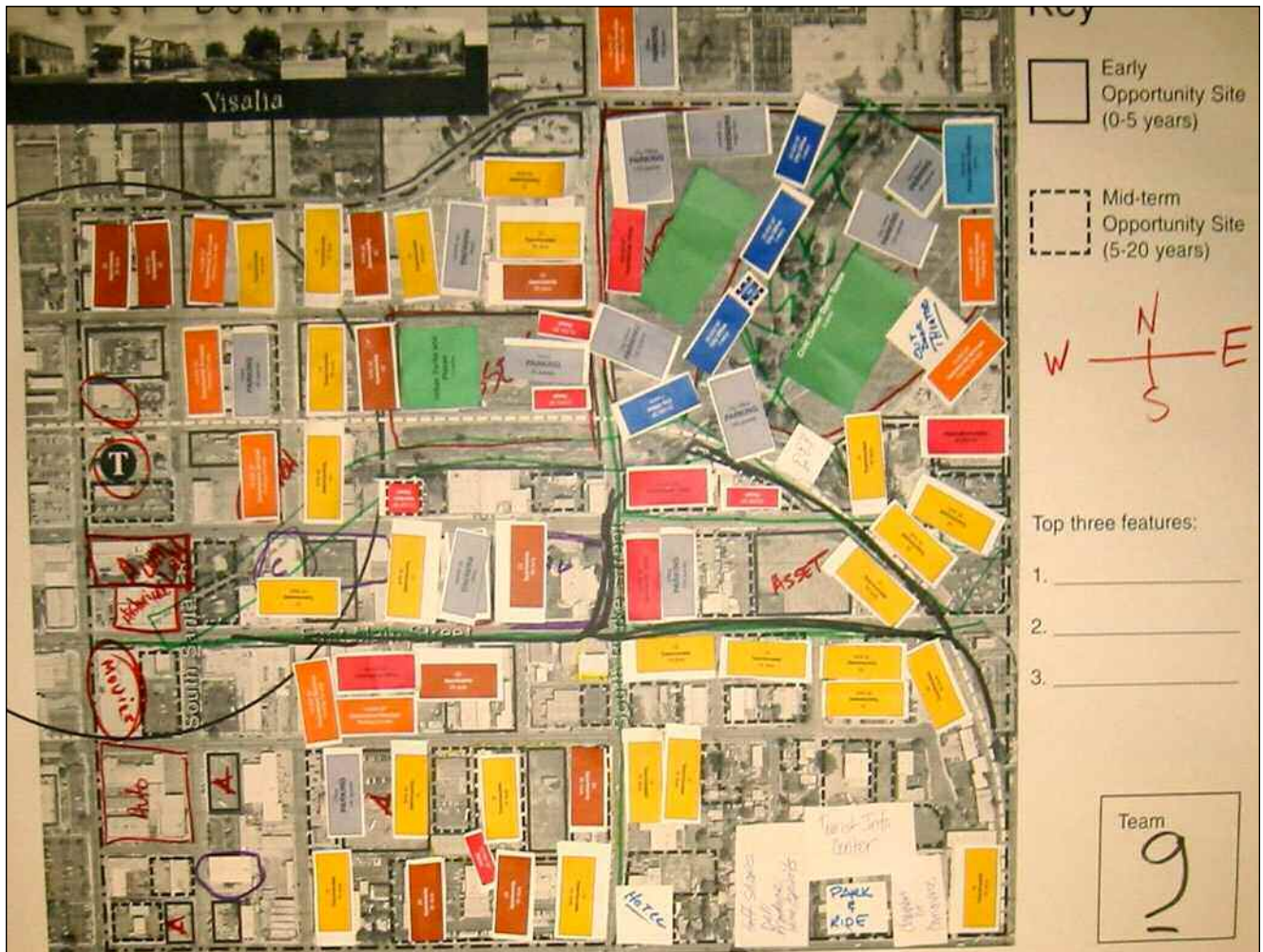
New Places

- Event center at City Hall
- New housing
- Tours of underground tunnels
- Walking paths (from Transit Center on Oak and along Mill Creek)

Connections

- Walking paths
- Burke Street
- Main Street
- Main and Acequia become two-way





Important Features

Centers in Downtown

- Main Street/Transit Center
- Potential for waterway
- Potential for undeveloped lands

Best Parts of East Downtown

- Mill Creek (restoration)
- Civic Center
- View of Sierras
- Outdoor dining
- Outdoor amphitheater
- Hotel

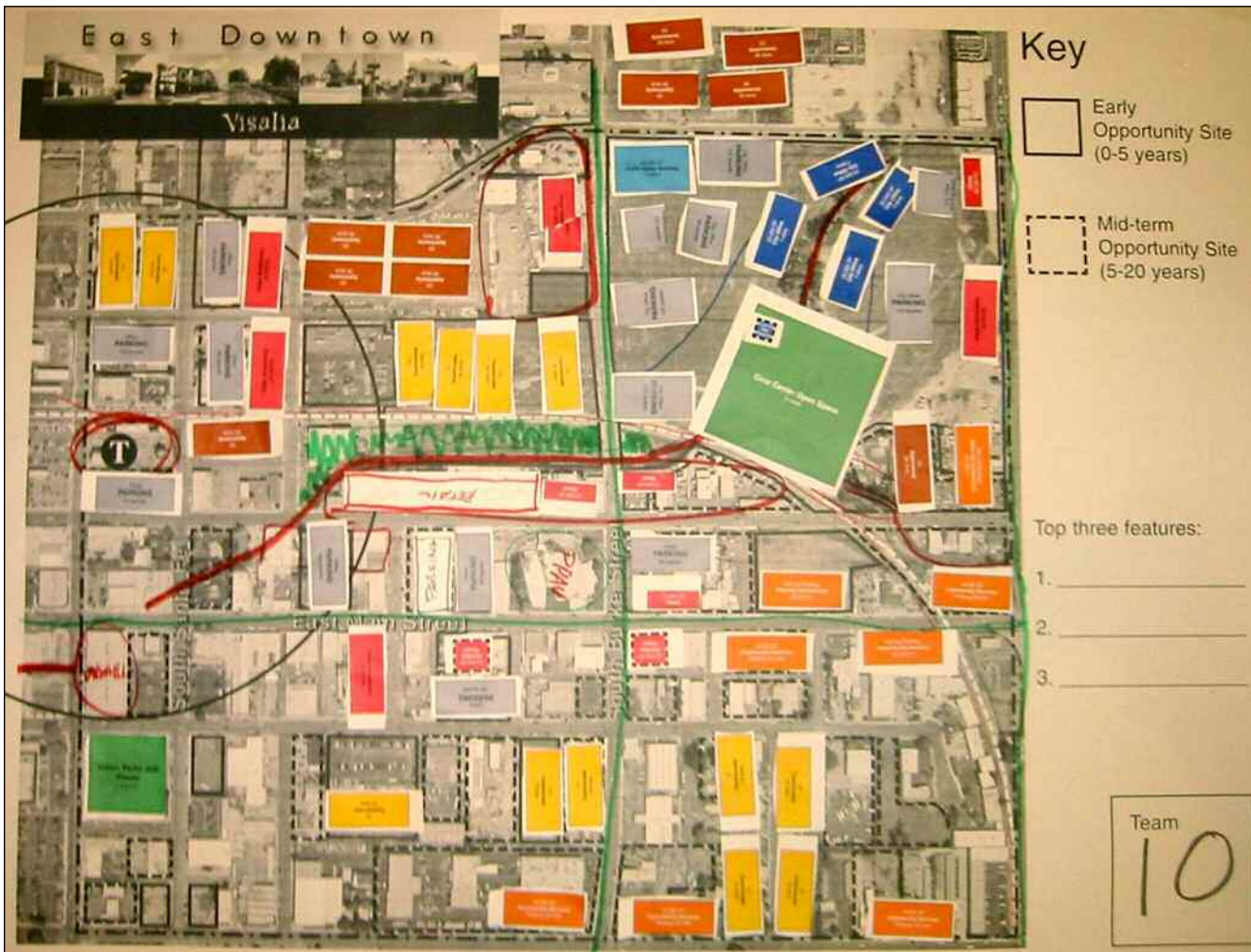
New Places

- Park and ride transit to Sierras
- Tourist information center
- Chamber of Commerce
- Gift shops/eating/museum

Connections (with bike path)

- Main
- South Burke
- Center Street





Important Features

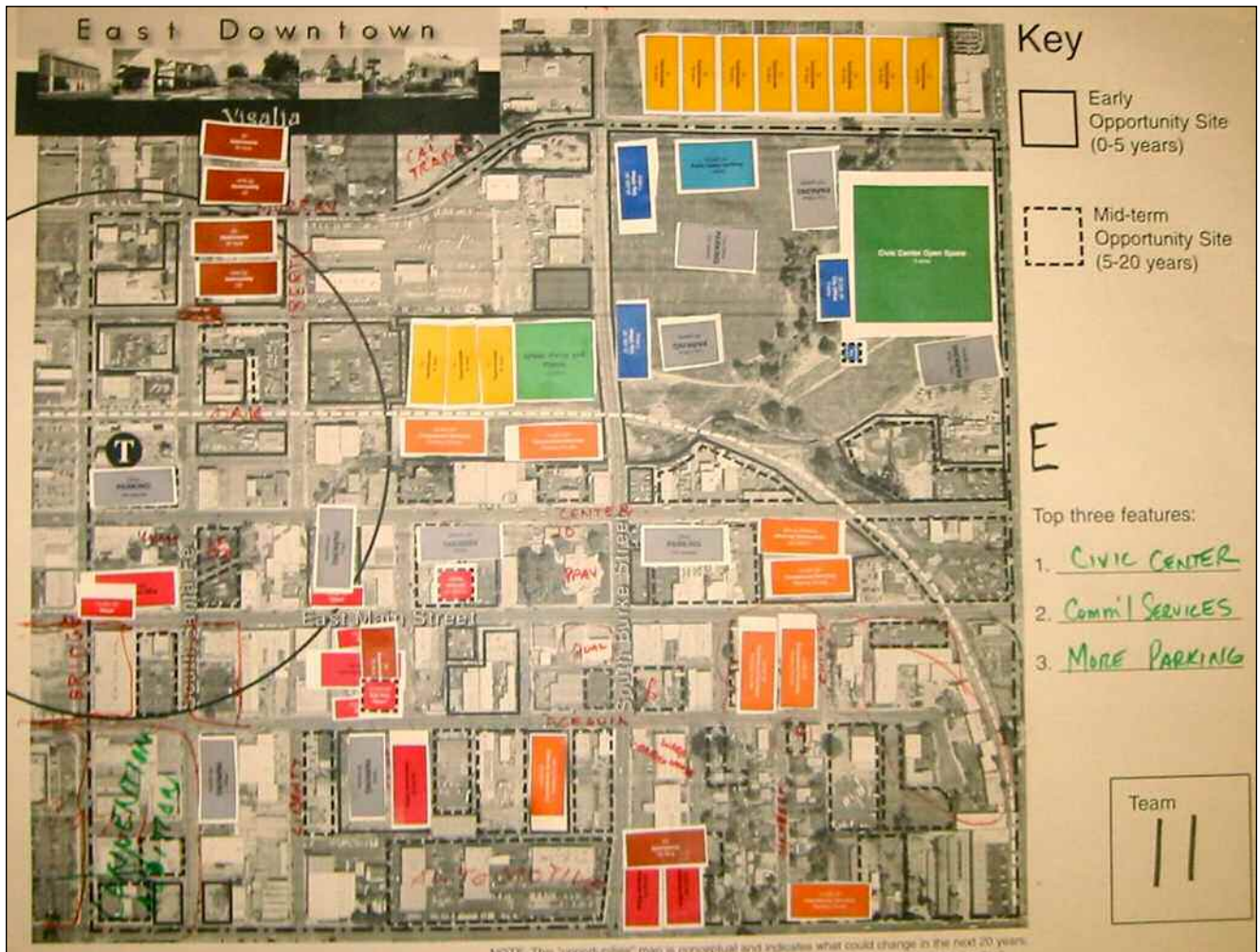
- Centers in Downtown
- Hospital
 - Mineral King Bowl
 - Convention Center

- New Places
- Civic Center
 - Retail
 - Residential

- Connections
- Main Street
 - Burke
 - Ben Maddox

- Best Parts of East Downtown
- Mill Creek corridor
 - Transit Center





Important Features

Centers in Downtown

- Addition to Convention Center

Best Parts of East Downtown

- E. Acequia cul de sac
- Theater
- Medical building

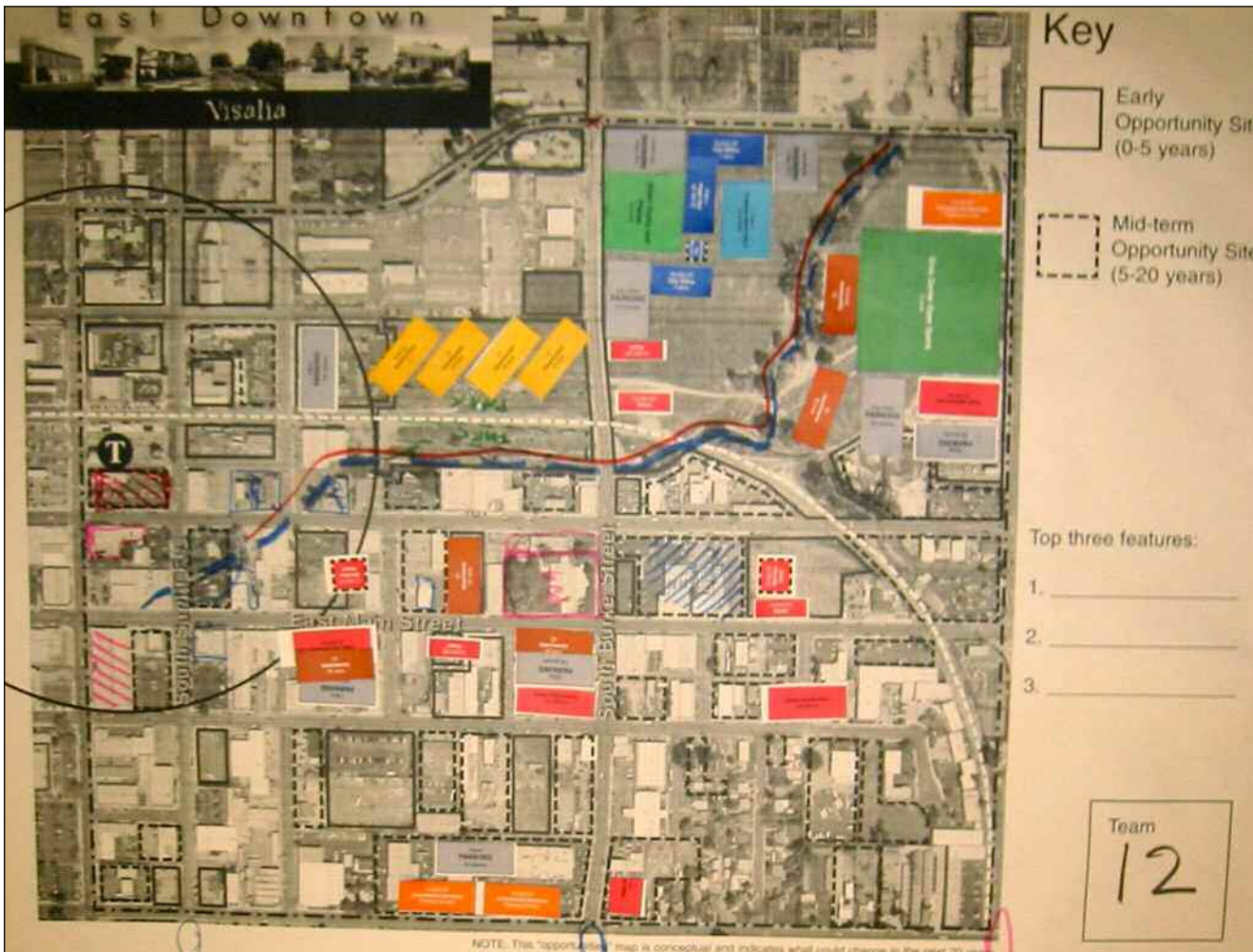
New Places

- Civic Center
- Mill Creek city park

Connections

- Main
- Center
- Acequia
- Santa Fe





Important Features

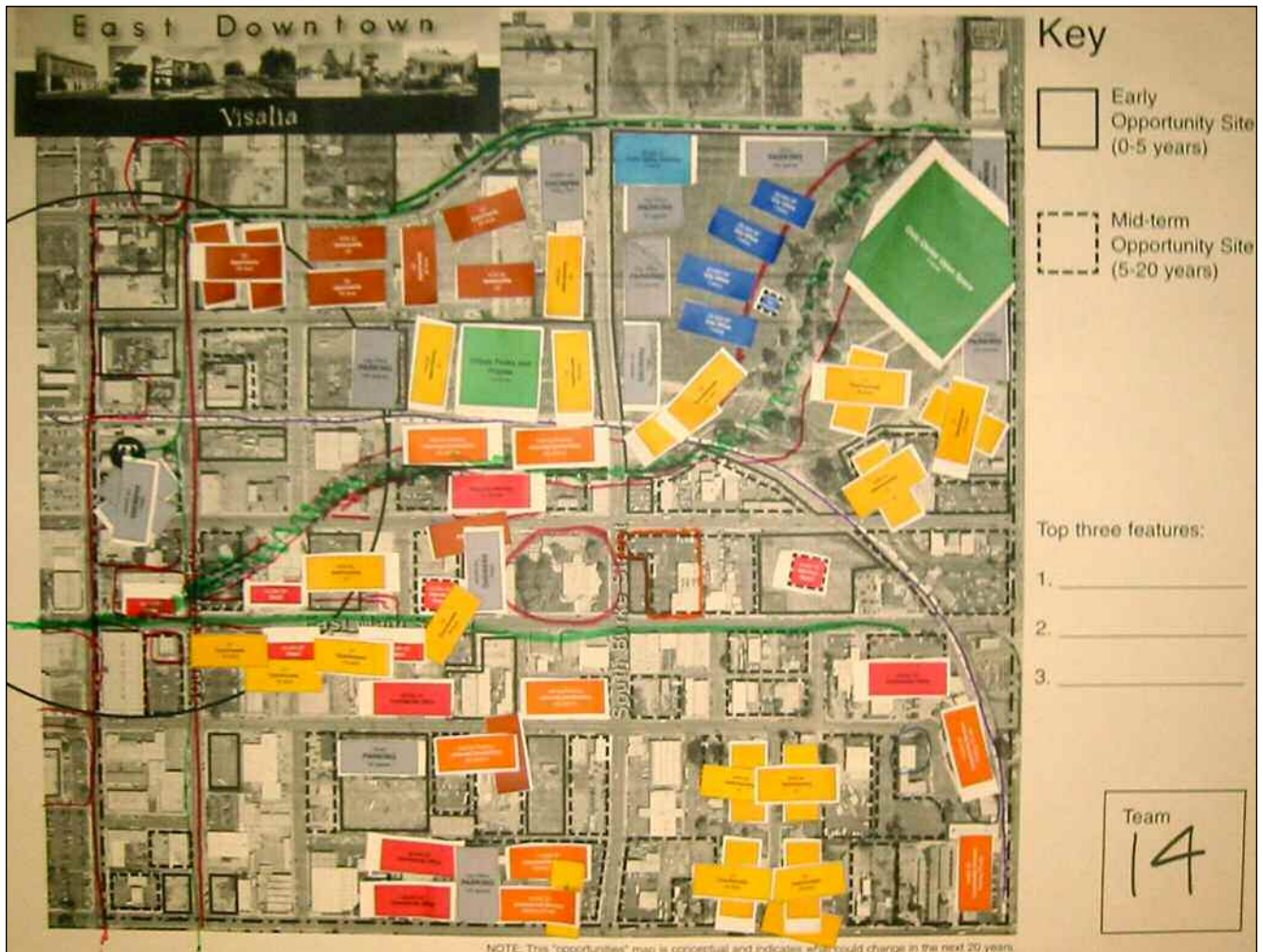
- Centers in Downtown**
- Convention Center
 - Main Street shopping and restaurants
 - Kaweah Delta

- New Places**
- Civic Center Burke/Goshen
 - Burke and East Main

- Connections**
- Burke
 - Center
 - East Main
 - Waterway



- Best Parts of East Downtown**
- Waterway
 - Transit Center
 - Open space



Important Features

Centers in Downtown

- Fox Theater
- KDDH
- Restaurants

Best Parts of East Downtown

- Mill Creek—river walk and bike trail
- PPAV (park)
- Vartanian Building (antique district)

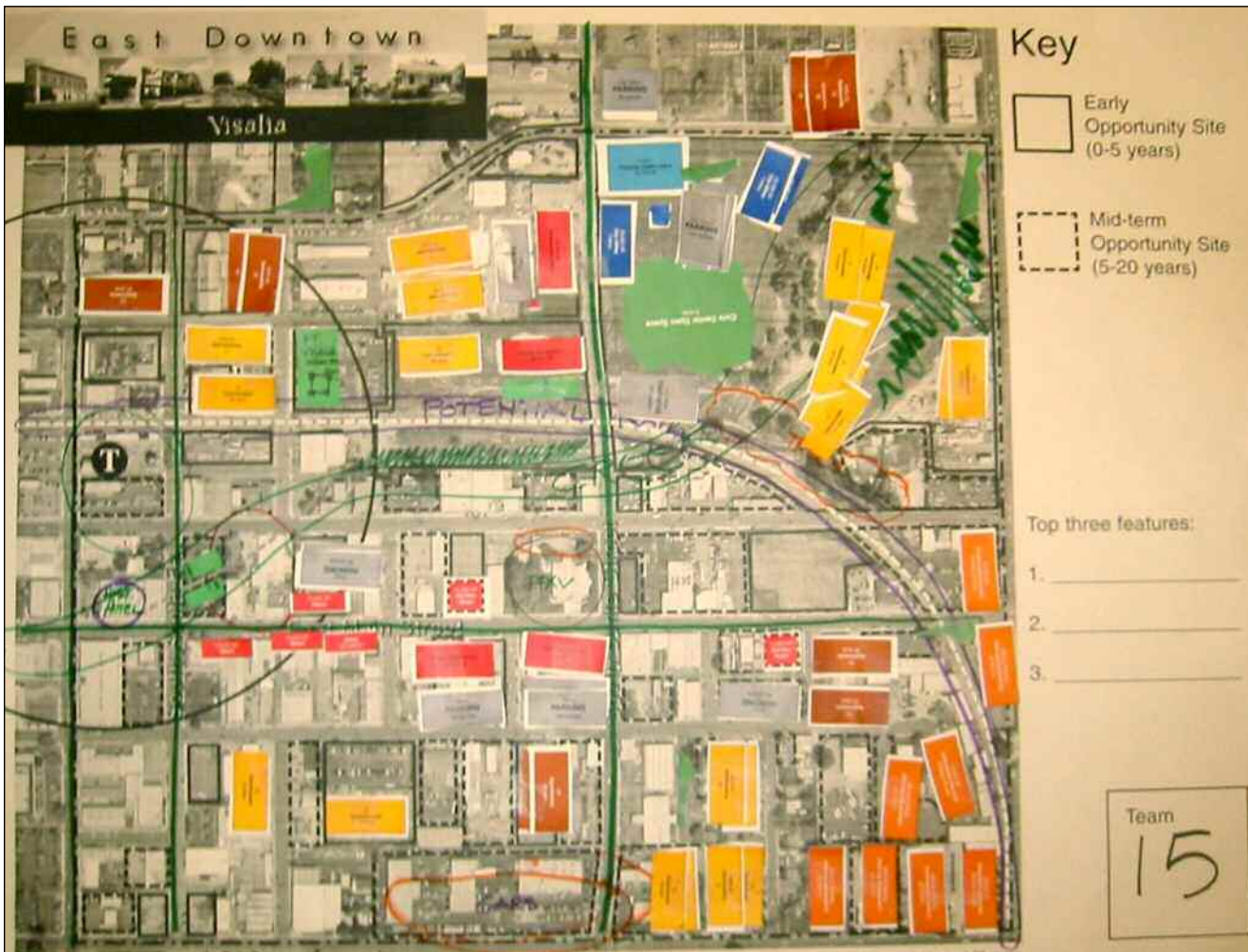
New Places

- Civic Center west anchor
- Three residential communities
- Creek spine

Connections

- Mill Creek
- Goshen to Santa Fe
- Main Street





Important Features

- Centers in Downtown
- Historic Main Street
 - Hospital
 - Convention Center
 - City Hall

- New Places
- City government
 - Residential
 - Fort Visalia
 - Retail
 - Art and antique center

- Connections
- Main
 - Burke
 - Santa Fe



- Best Parts of East Downtown
- Transit Center
 - Creek
 - Historic hotel
 - Open space

