

1ST COMMUNITY MEETING AUGUST 23, 2016



**MAKING
DOWNTOWN
BAKERSFIELD**



TODAY'S MEETING

Project Background

Work Planning Team

HSR Stakeholder Committee

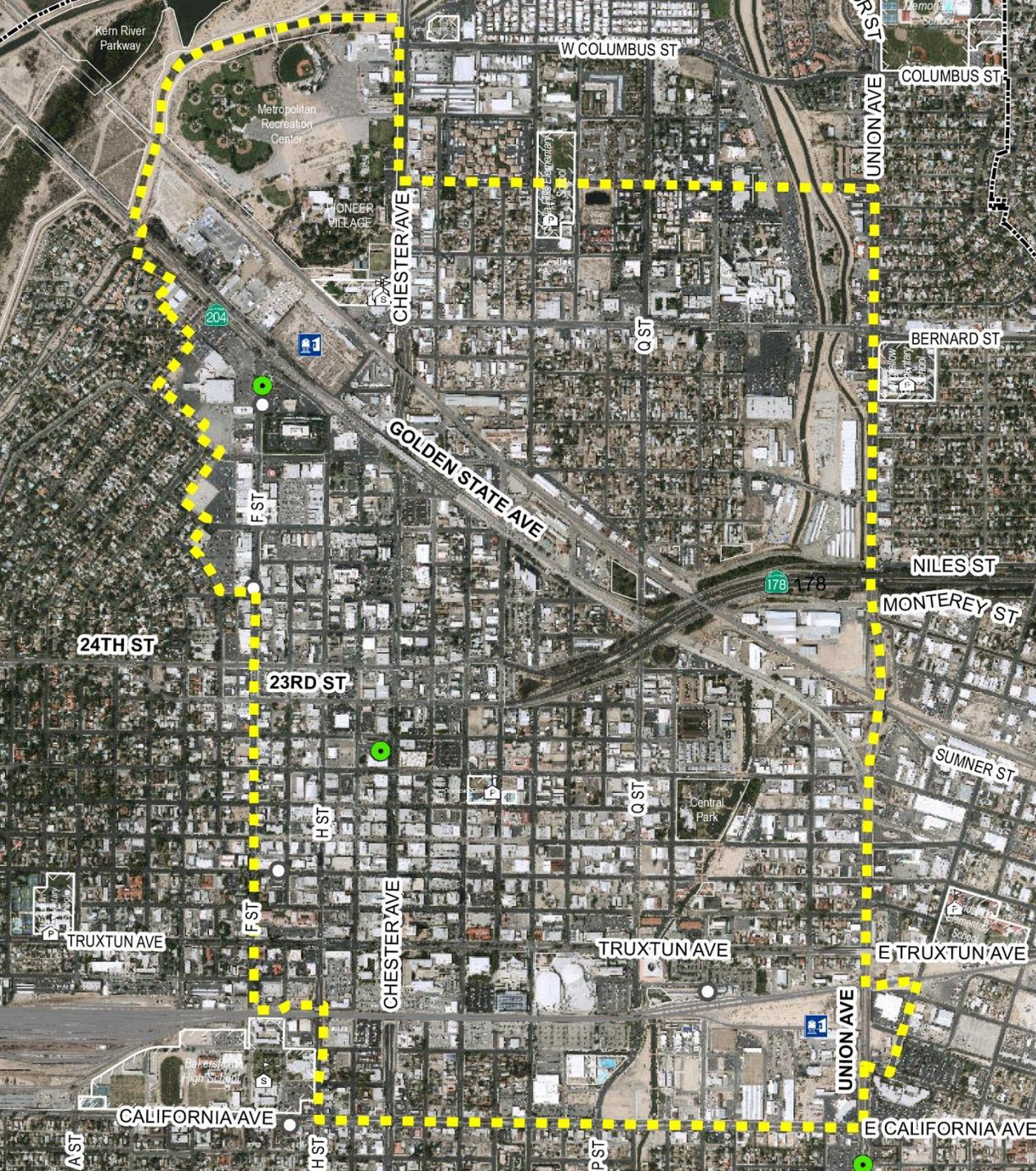
Vision Workshops

Existing Conditions Report

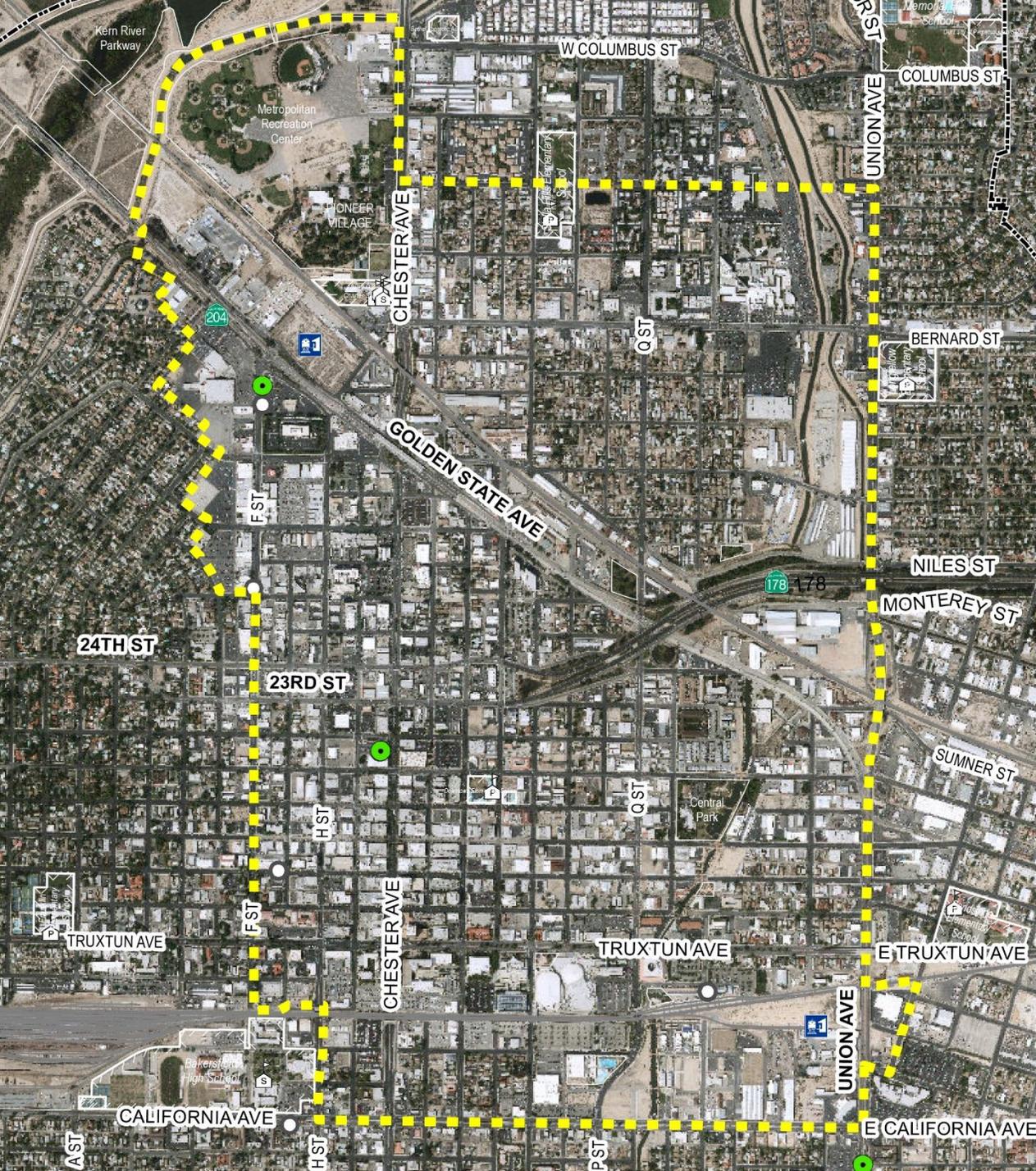
Downtown Opportunities

Visual Preference Survey

Engagement Activity

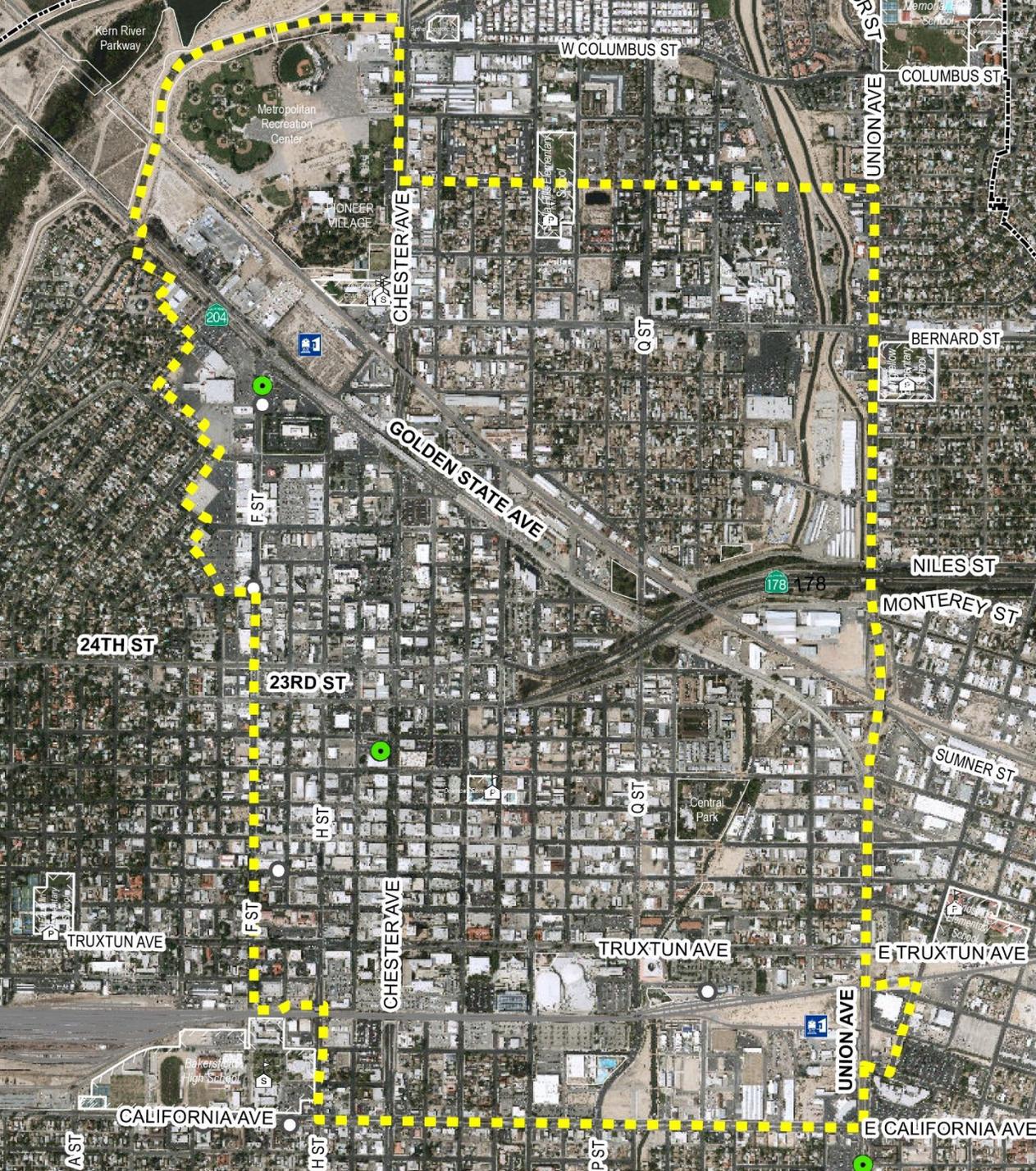


The **Project Boundary** roughly encompasses 34th Street to California Avenue and F Street to Union Avenue. The project boundary is not a constraint, but a means to start the analysis...



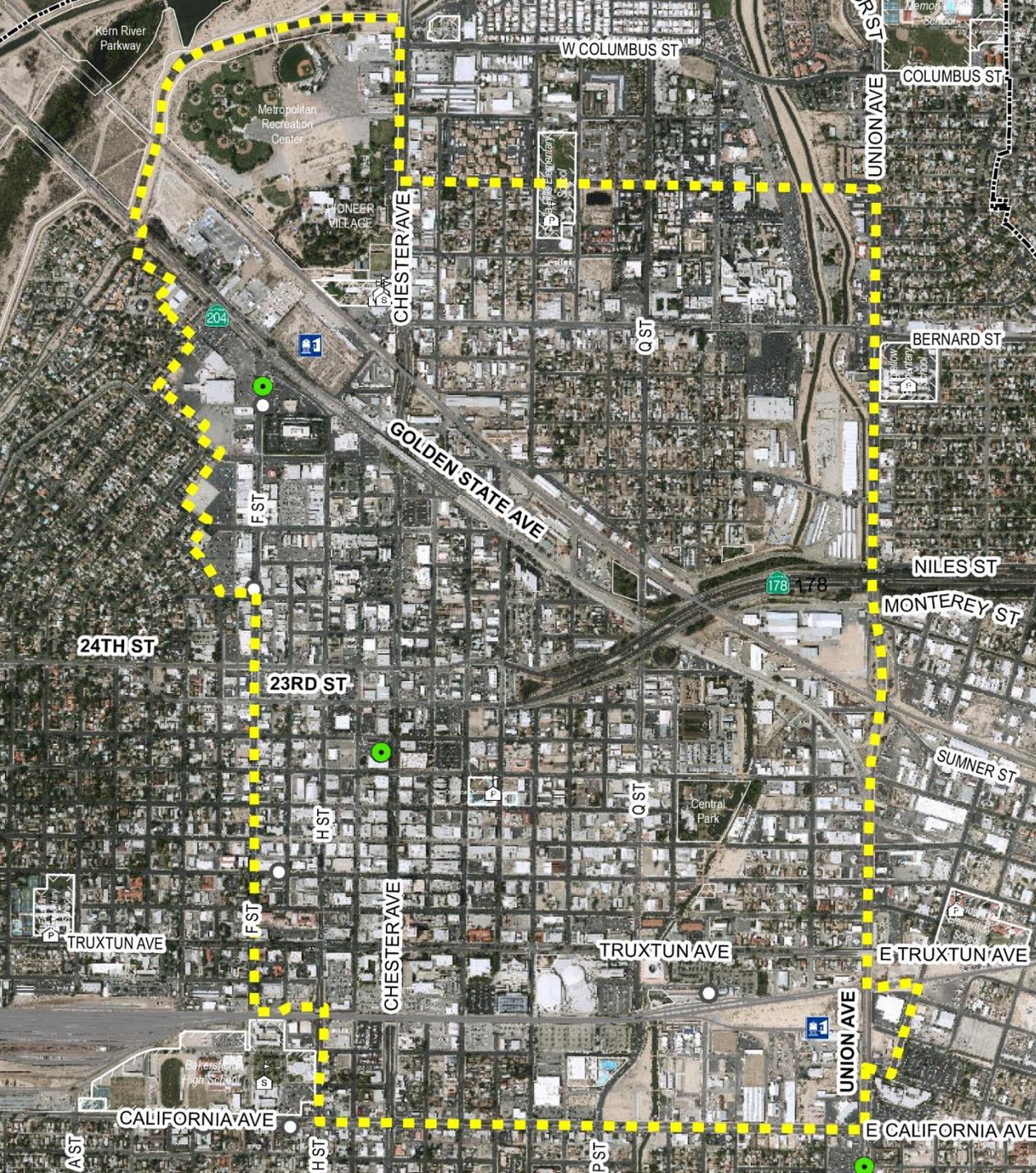
Project Goals

1. Increase population and economic density in the urban core
2. Support residential and commercial activity
3. Develop under-utilized or vacant properties
4. Connect existing activity and cultural centers
5. Create an efficient, reliable, and effective multi-modal transportation system
6. Enhance sustainability, livability and a sense of place
7. Secure funding for identified implementation actions



Project Timeline





Tonight's Meeting

1. Review Planning Process to Date
2. Gather Public Input on Opportunities
3. Outline Next Steps



Identify
Community
Values

Review
Opportunities

Review
Preferred
Scenario

Approval
Process

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Work Planning Team identifies and manages Work Plan issues and project deliverables, and coordinates with concurrent planning projects in the vicinity of the HSR Station Area and Downtown Bakersfield...

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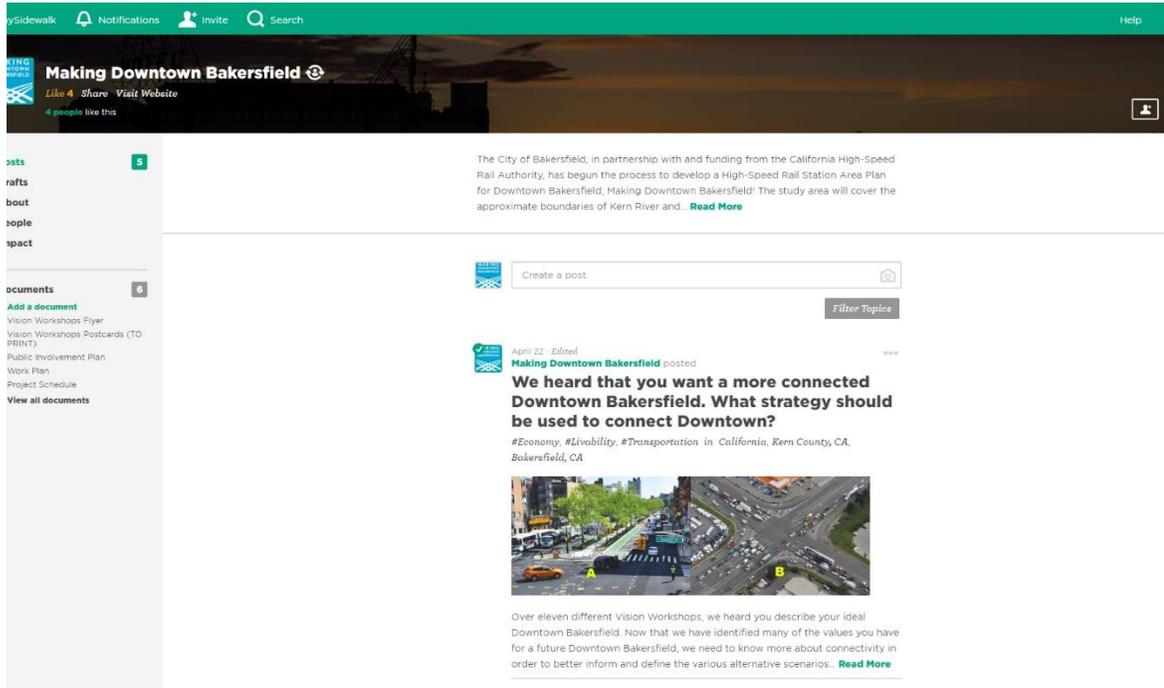
Engagement Activity



HSR Stakeholder Committee

serves as an informal, voluntary group of community members representing a broad range of local interests and is organized to deepen stakeholder input into the HSR station area planning process and solicit feedback that can shape solutions and opportunities...

ONLINE ENGAGEMENT RESOURCES



MakingDowntownBakersfield.mysidewalk.com



MakingDowntownBakersfield.us

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11 VISION WORKSHOPS = 150+ PARTICIPANTS

COMMUNITY VALUES: CONNECTIVITY, VIBRANCY, COMPACT DEVELOPMENT & OPEN SPACE



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EXISTING CONDITIONS REPORT

HSR INVESTMENTS CAN MAKE DOWNTOWN COMPETITIVE WITH SUBURBAN AREAS



HSR will attract new Jobs and diversify employment base Downtown



More Housing + Retail will prepare Downtown for future HSR development

EXISTING CONDITIONS REPORT

WITH INTERVENTIONS, DOWNTOWN CAN CAPTURE MORE OF HOTEL AND RETAIL MARKET



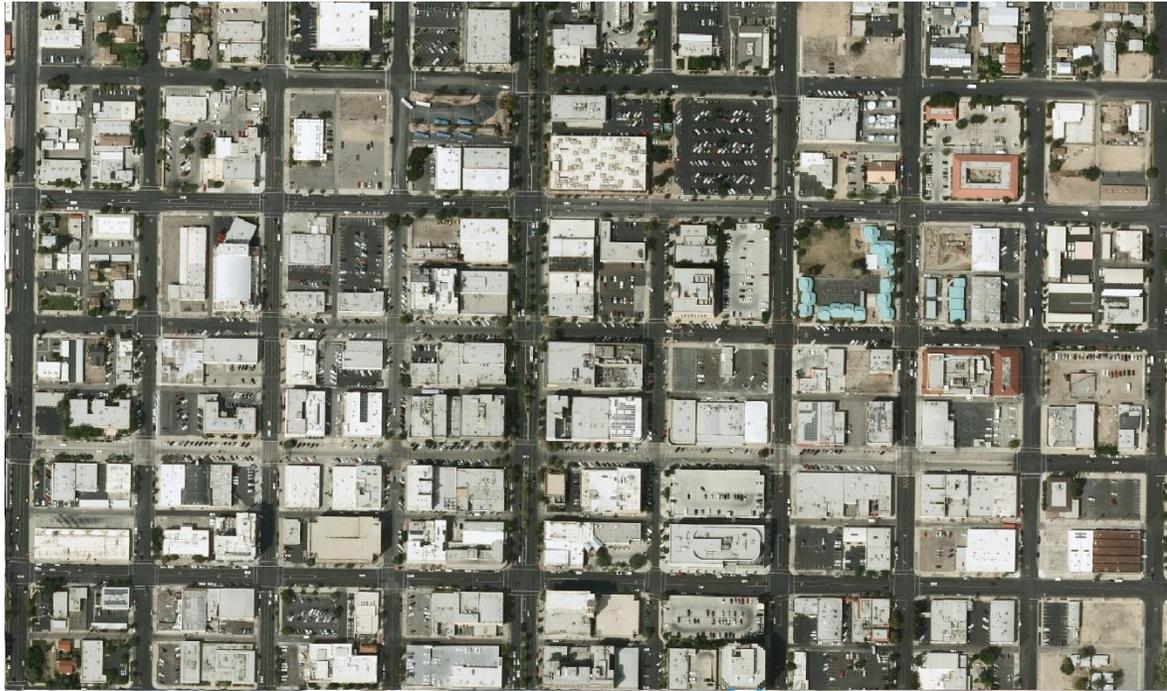
Hotels will locate Downtown if there are more amenities to draw them



More retail options will drive additional Housing and future Office development

EXISTING CONDITIONS REPORT

ACCOMMODATE AUTOS SO THEY DON'T CONFLICT WITH OTHER MODES



Well-connected grid of streets offers opportunities for multimodal Access

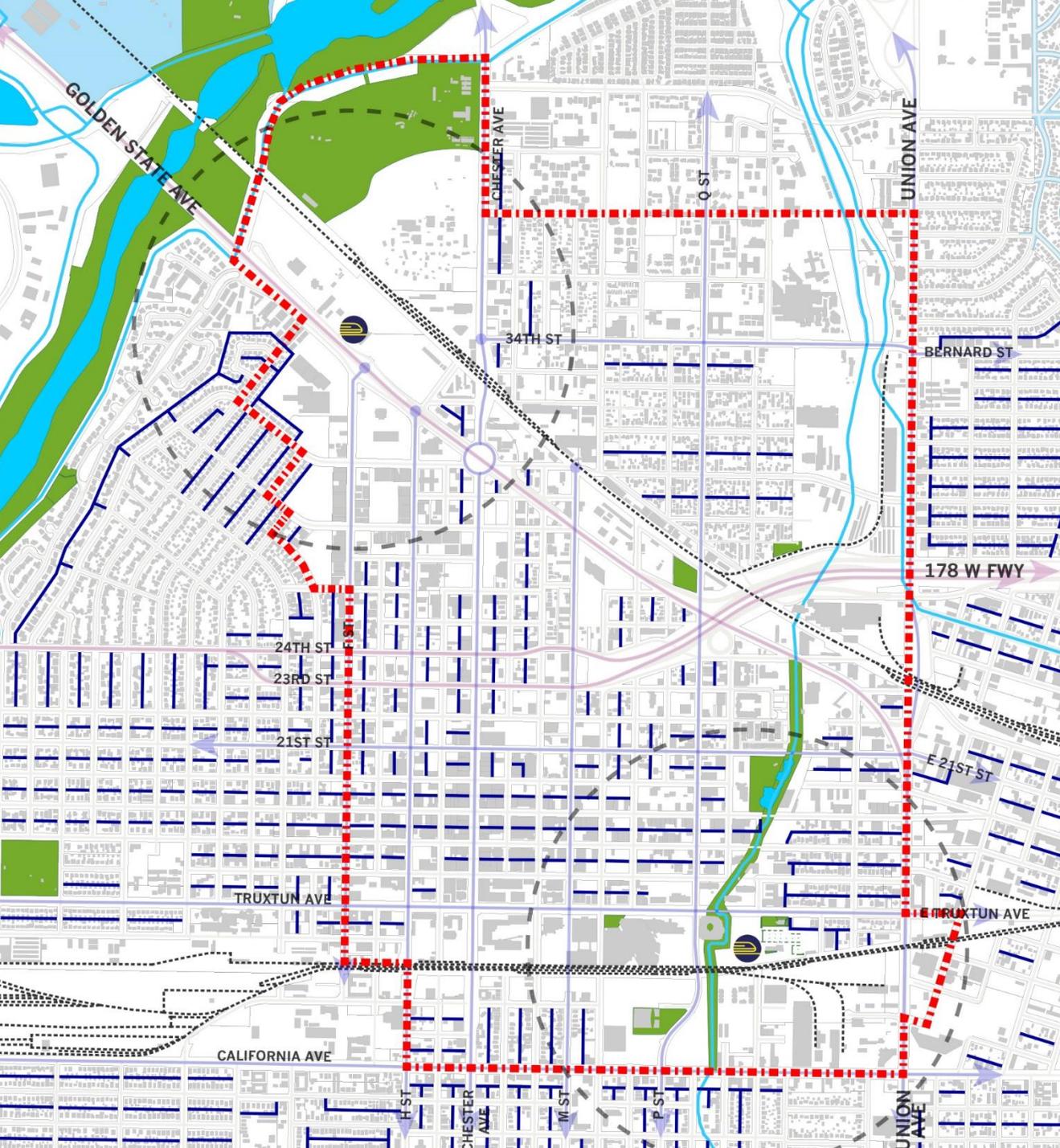


Golden State Avenue & 23rd/24th Streets challenges access to future Chester Avenue HSR Station



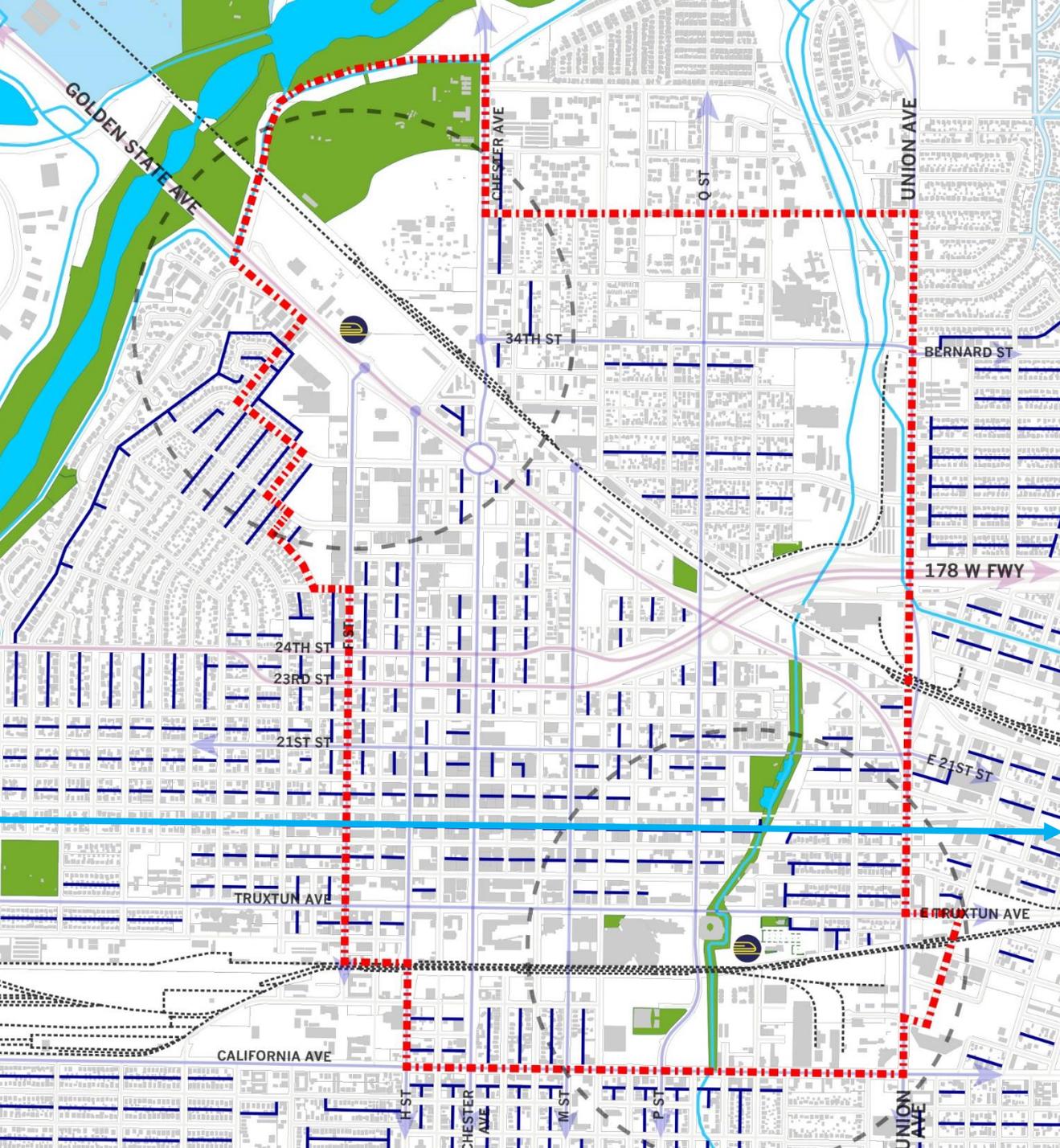
Underutilized Parcels

Between all the Surface Parking and Vacant Lots Downtown there are a lot of “soft sites” of various sizes and complexities ready for redevelopment



Alleys

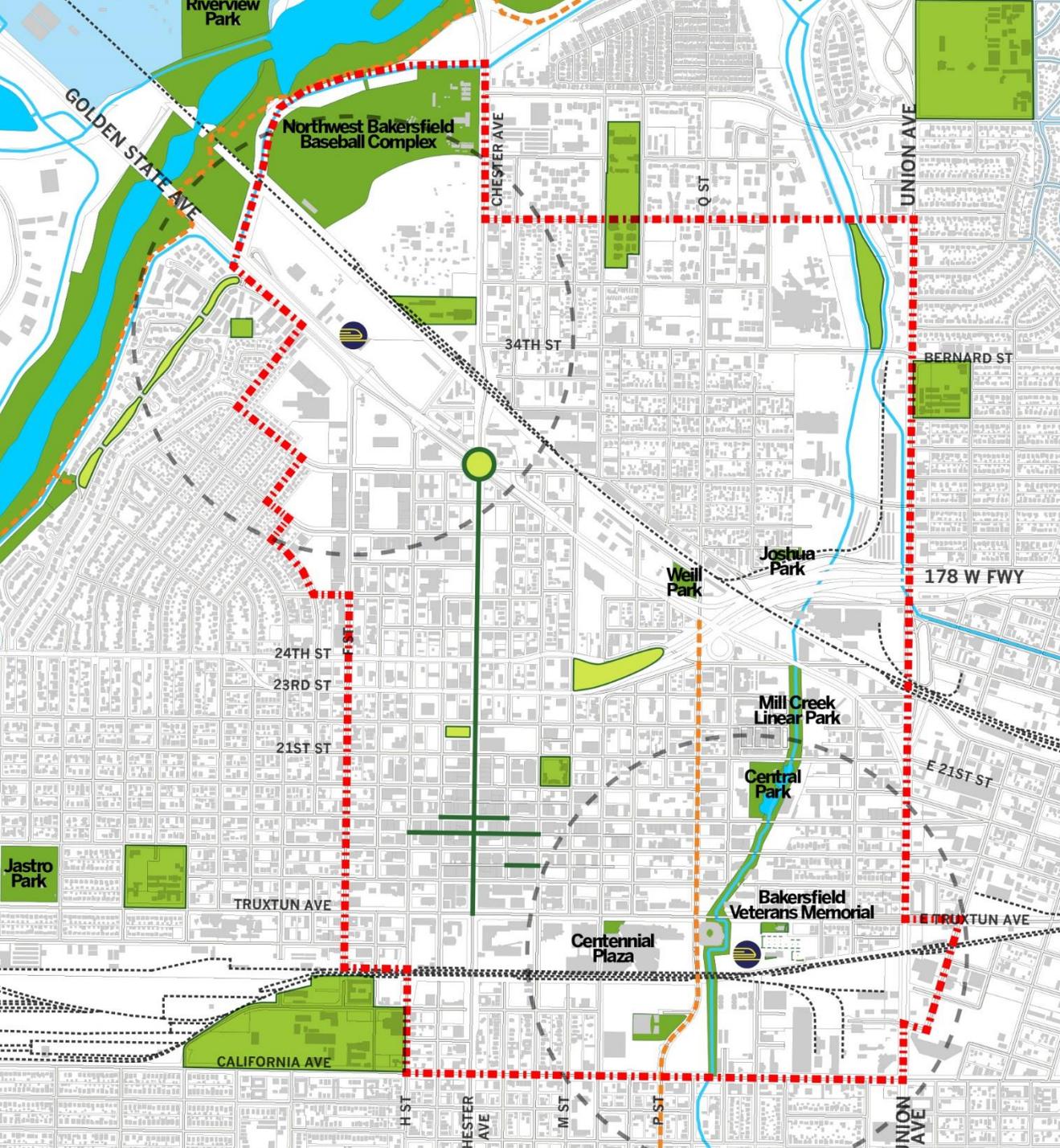
The existing alley network is expansive in Downtown, but there is only one remaining continuous alleyway through Downtown...



Alleys

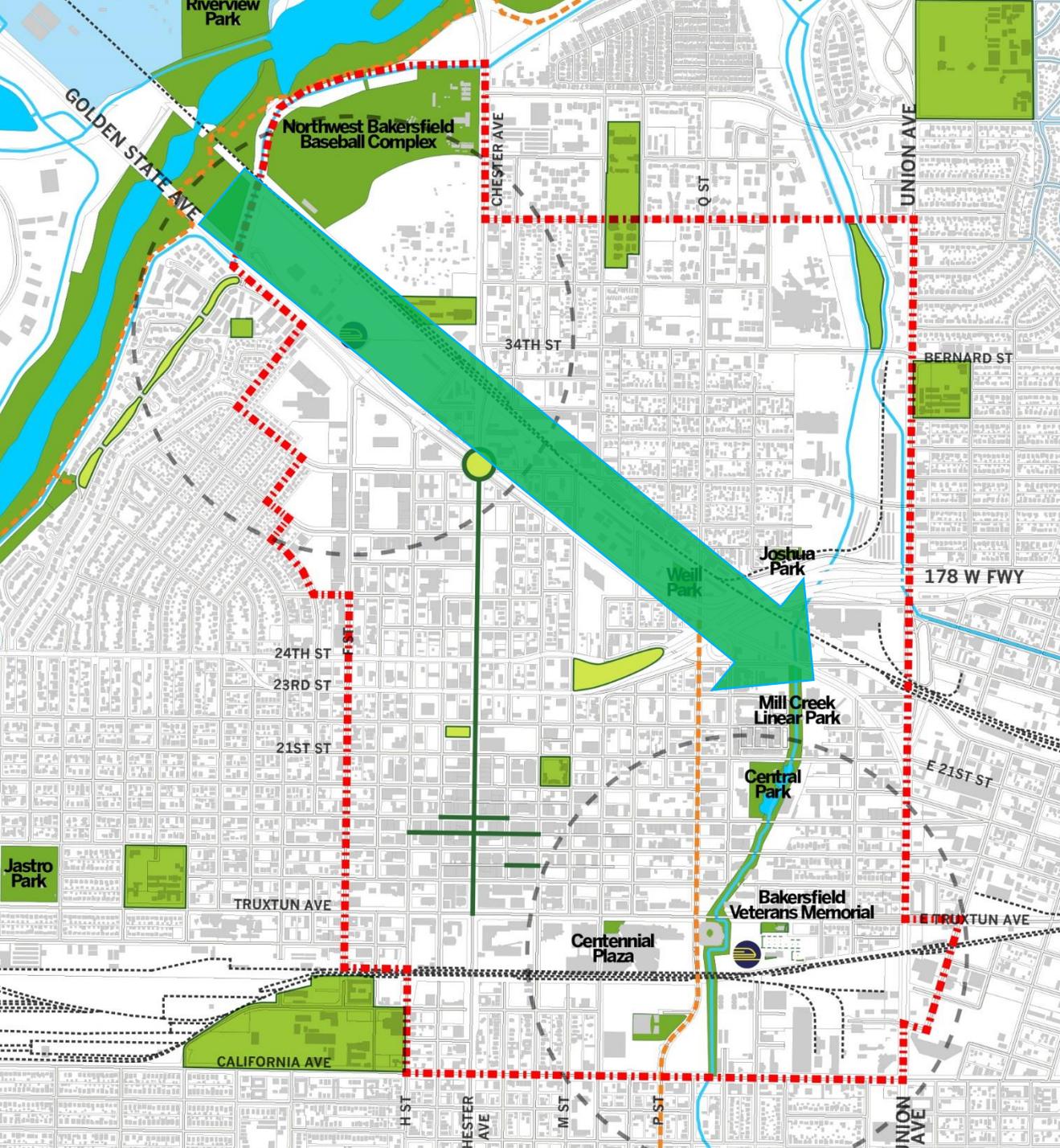
The existing alley network is expansive in Downtown, but there is only one remaining continuous alleyway through Downtown...

And luckily it is already the one the City is most focused on: Wall Street



Open Space

There are a lot of open space opportunities across the project area, but they are not connected to one another...



Open Space

There are a lot of open space opportunities across the project area, but they are not connected to one another...

And HSR creates an opportunity to rethink this infrastructure corridor

INTERNATIONAL CASE STUDIES

EXAMPLES OF HOW TO LEVERAGE HIGH-SPEED RAIL



LILLE, FRANCE

HSR can **INCREASE DENSITY** around a station and **CONCENTRATE** a city's economic activity



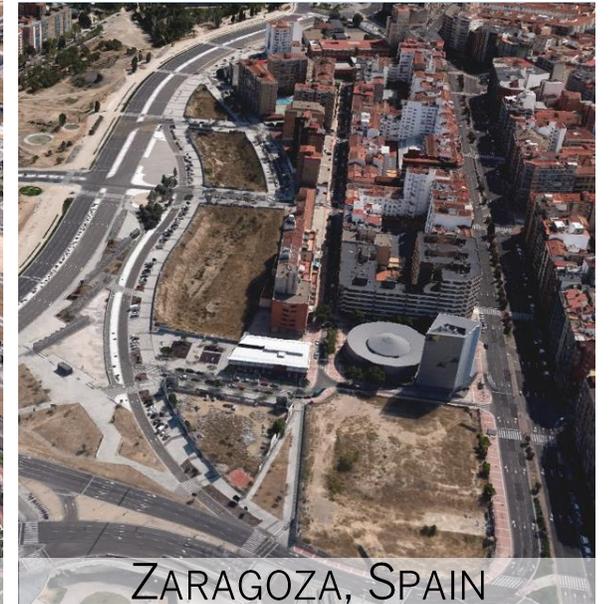
LE MANS, FRANCE

Significant **MULTIMODAL CONNECTIONS AND PUBLIC REALM IMPROVEMENTS** help to fully leverage the impact of HSR



CIUDAD REAL, SPAIN

HSR station area zoning should require **DENSITY AND A MIX OF USES**



ZARAGOZA, SPAIN

Government, rail operators and developer **PARTNERSHIPS** can support implementation of a consistent, phased and long-term vision

NATIONAL CASE STUDIES

GUIDANCE FOR DOWNTOWN REVITALIZATION AND DEVELOPMENT



PASADENA, CALIFORNIA

Dedicated local revenue sources such as parking revenues can **FUND LOCAL IMPROVEMENTS**



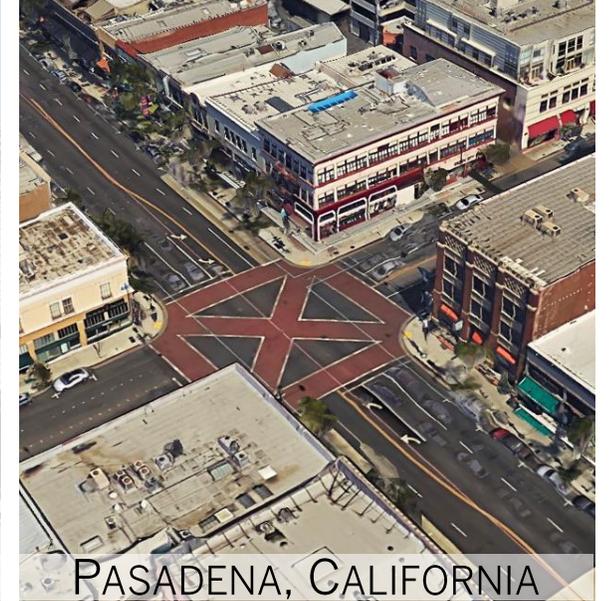
VISALIA, CALIFORNIA

A BUSINESS IMPROVEMENT DISTRICT can help curate retail and ensure safety and security in Downtown



DENVER, COLORADO

PUBLIC-PRIVATE PARTNERSHIPS have been used successfully in the U.S. to achieve the desired development vision



PASADENA, CALIFORNIA

A WELL-CONNECTED, SECURE PEDESTRIAN EXPERIENCE and Mixed-use parking structures with **HIGH QUALITY DESIGN CAN ENCOURAGE VISITORS TO STAY LONGER**



MOST IMPORTANT LESSONS WAS AN ECONOMIC ONE:

The best way to fully realize the economic development potential of a HSR station is to optimize and prioritize pedestrian and transit access to the site

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HSR READY DOWNTOWN

10-YEAR PROJECTIONS (240,000 SF OFFICE, 735 RESIDENTIAL UNITS, 118,500 SF RETAIL, 225 HOTEL ROOMS)

Introduction

Making Downtown Bakersfield HSR ready means leveraging and enhancing both the city-led and grassroots revitalization efforts currently on-going. Connecting existing amenities and expanding opportunities to create a unique sense of place will broaden Downtown's capture area while attracting new residents and businesses. Increasing the residential population through new mixed-use development will add vibrancy to street life and expand the retail base in Downtown, both of which will optimize the commercial development that is expected with future HSR service. Refocusing redevelopment in the historic core along Chester Avenue while connecting to Mill Creek will further bring all of Downtown's districts together.

Existing

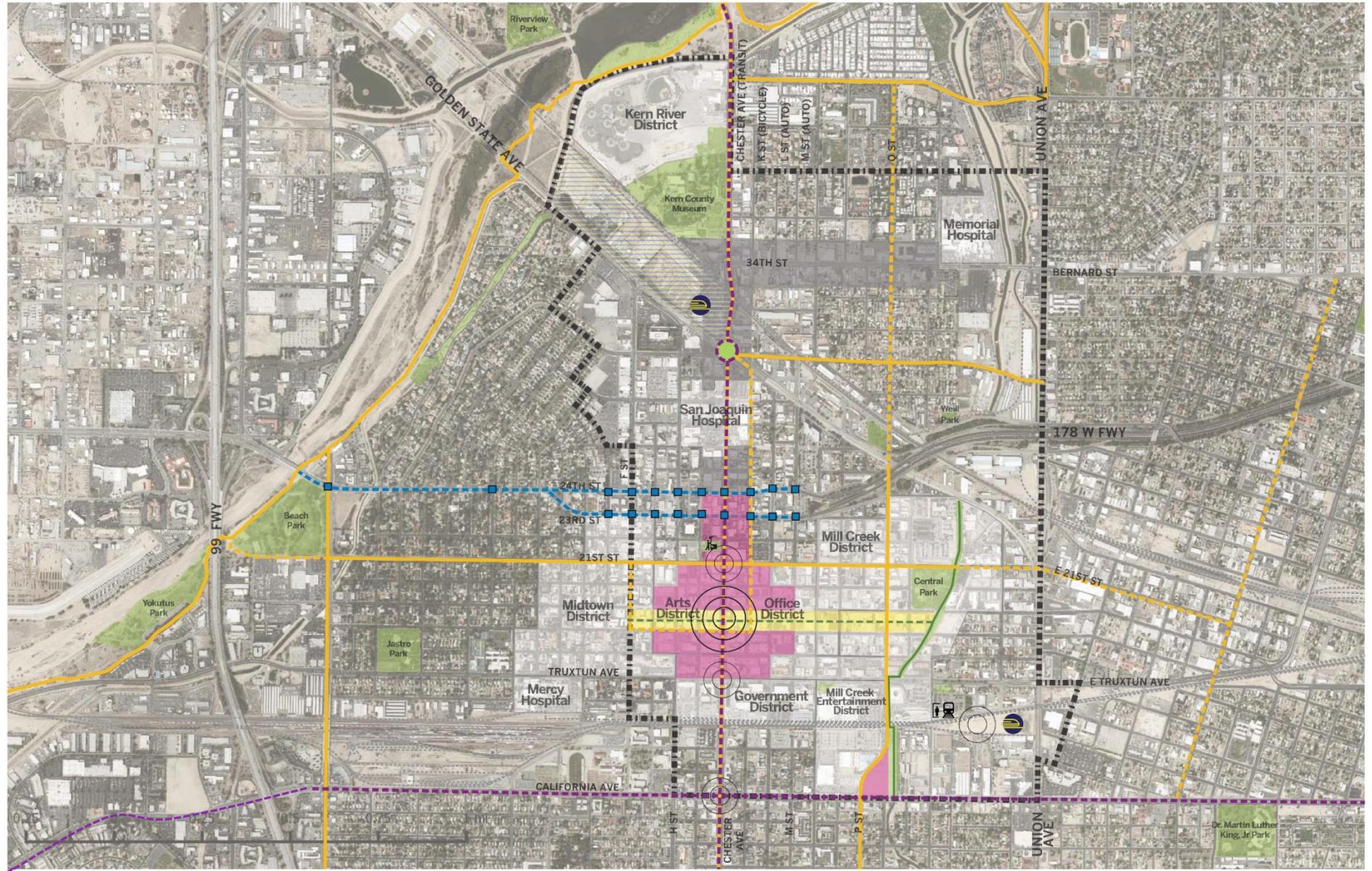
- ▬▬▬▬ Study Area Boundary
- Open Space
- Bike Path/Improvements
- Ped Paseo
- 🚆 Amtrak Station
- 🚊 Transit Center

Proposed

- ⊙ Nodes
- Residential Mixed Use Development Focus
- Commercial Mixed Use Development Focus
- ▬ Future Development Link
- ▬ Proposed HSR Station Zone

* Colors only reflect where development projections should be focused in Downtown

- Bus Rapid Transit
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Improved Intersections
- 🚆 Proposed HSR Station Sites



CHESTER CIRCLE REDEVELOPMENT

20-YEAR PROJECTIONS OPPORTUNITY A (835,000 SF OFFICE, 3,550 RESIDENTIAL UNITS, 486,000 SF RETAIL, 1013 HOTEL ROOMS)

Introduction

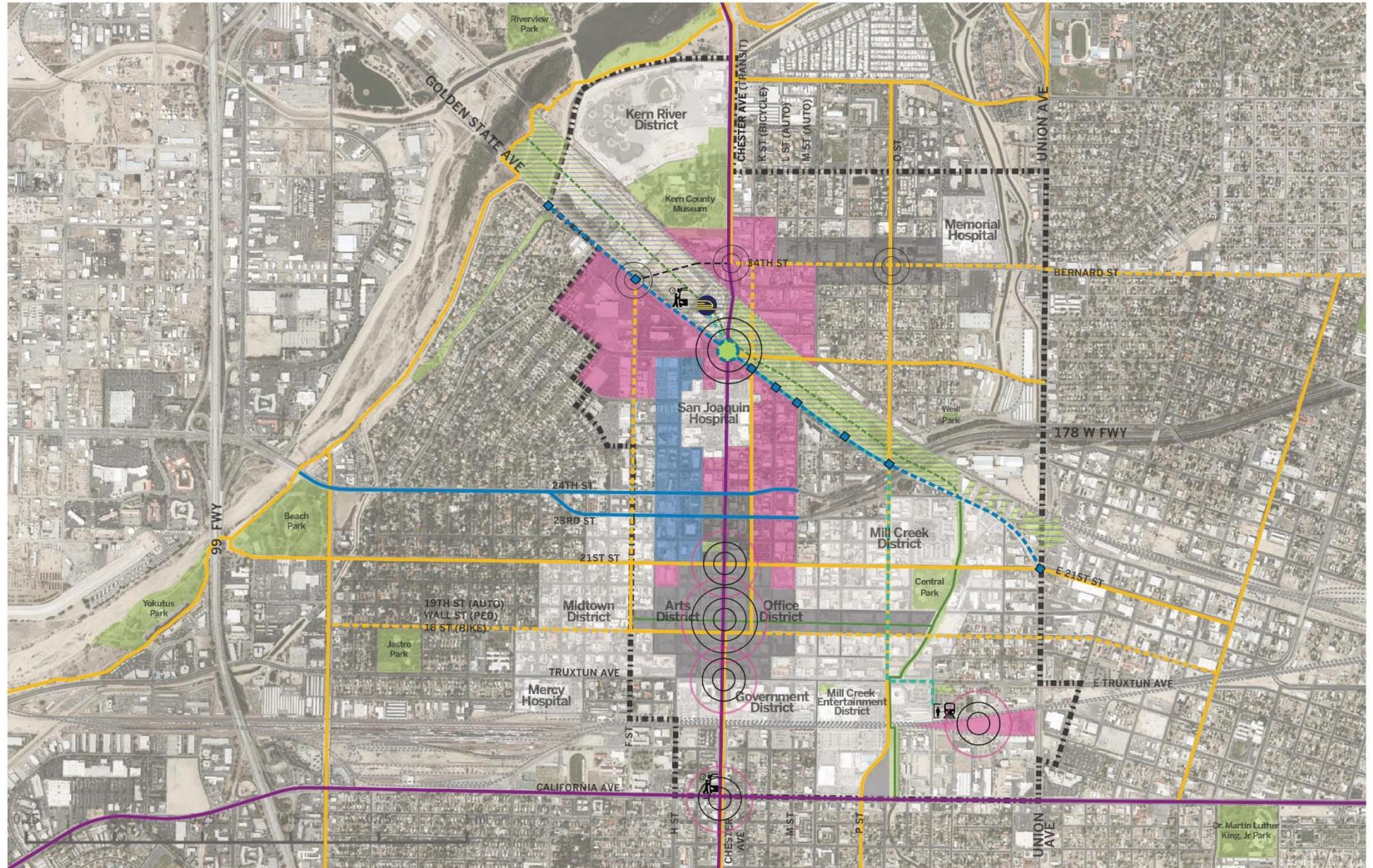
By refocusing the HSR station's front door and primary pedestrian connection on Chester Avenue, the City will strengthen the importance of the region's "Main Street", and capitalize on a redesigned Garces Circle as an important open space asset that centers a new development node. Future development would take further advantage of opportunity sites north and south of the HSR station while rethinking the area between Golden State Avenue and the Union Pacific Railway as a new multi-modal corridor that celebrates its transportation infrastructure, creates new opportunities to bridge north and south Downtown and connect the Kern River to Mill Creek.

Existing

-  Study Area Boundary
-  Bus Rapid Transit
-  Pedestrian Friendly Boulevard
-  Bike Path/Improvements
-  Ped Paseo
-  Open Space
-  Downtown Core/Development Link
-  HSR Station Zone
-  HSR Station Site
-  Amtrak Station

Proposed

-  Nodes/Expansion
-  Mixed Use
-  Office
- * Colors only reflect where development projections should be focused in Downtown
-  Pedestrian Friendly Boulevard
-  Bike Path/Improvements
-  Ped Paseo
-  Shuttle Service
-  Multi-modal Corridor
-  Transit Center



ZIPPER REDEVELOPMENT

20 YEAR PROJECTIONS OPPORTUNITY B (835,000 SF OFFICE, 3,550 RESIDENTIAL UNITS, 486,000 SF RETAIL, 1013 HOTEL ROOMS)

Introduction

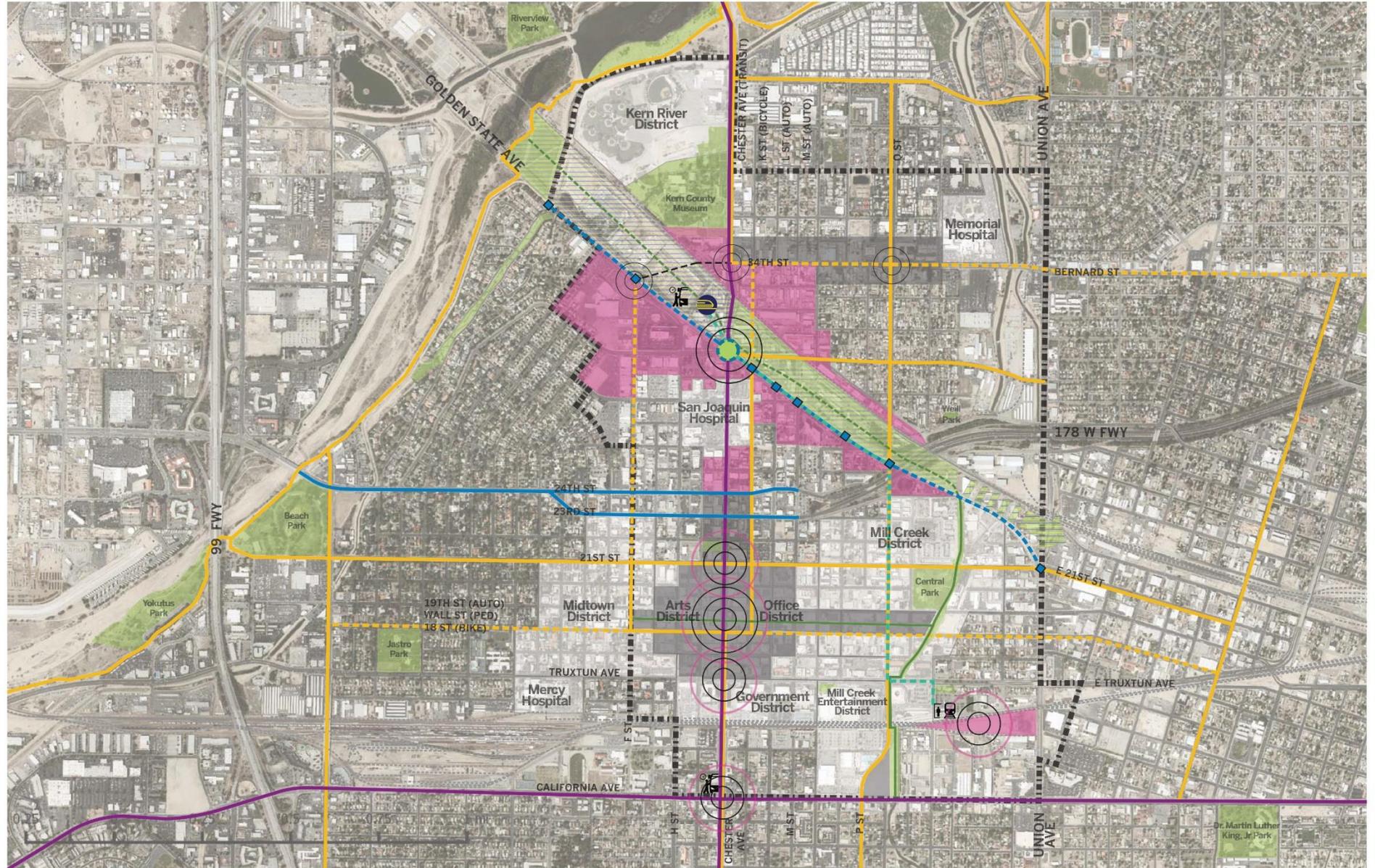
Together the railroad, freeway and eventually HSR will have created a corridor of infrastructure that defines the northern edge of Downtown. The new HSR viaduct presents an opportunity to rethink this amalgam of infrastructure as a means to bridge (or "zip" together) Downtown with the Homaker Park neighborhood, creating an extension of the Mill Creek Linear Park to Kern River. A diagonal mixed-use corridor would frame and enclose this multi-modal right-of-way, leveraging the infrastructure to create a unique sense of place while developing a new Downtown skyline that links the HSR station towards Old Town Kern and the historic Union Station.

Existing

- Study Area Boundary
- Bus Rapid Transit
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Open Space
- Downtown Core/Development Link
- HSR Station Zone
- HSR Station Site
- Amtrak Station

Proposed

- Nodes/Expansion
- Mixed Use
- Office
- * Colors only reflect where development projections should be focused in Downtown
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Shuttle Service
- Multi-modal Corridor
- Transit Center



RIVER STADIUM DISTRICT REDEVELOPMENT

20-YEAR PROJECTIONS OPPORTUNITY C (835,000 SF OFFICE, 3,550 RESIDENTIAL UNITS, 486,000 SF RETAIL, 1013 HOTEL ROOMS)

Introduction

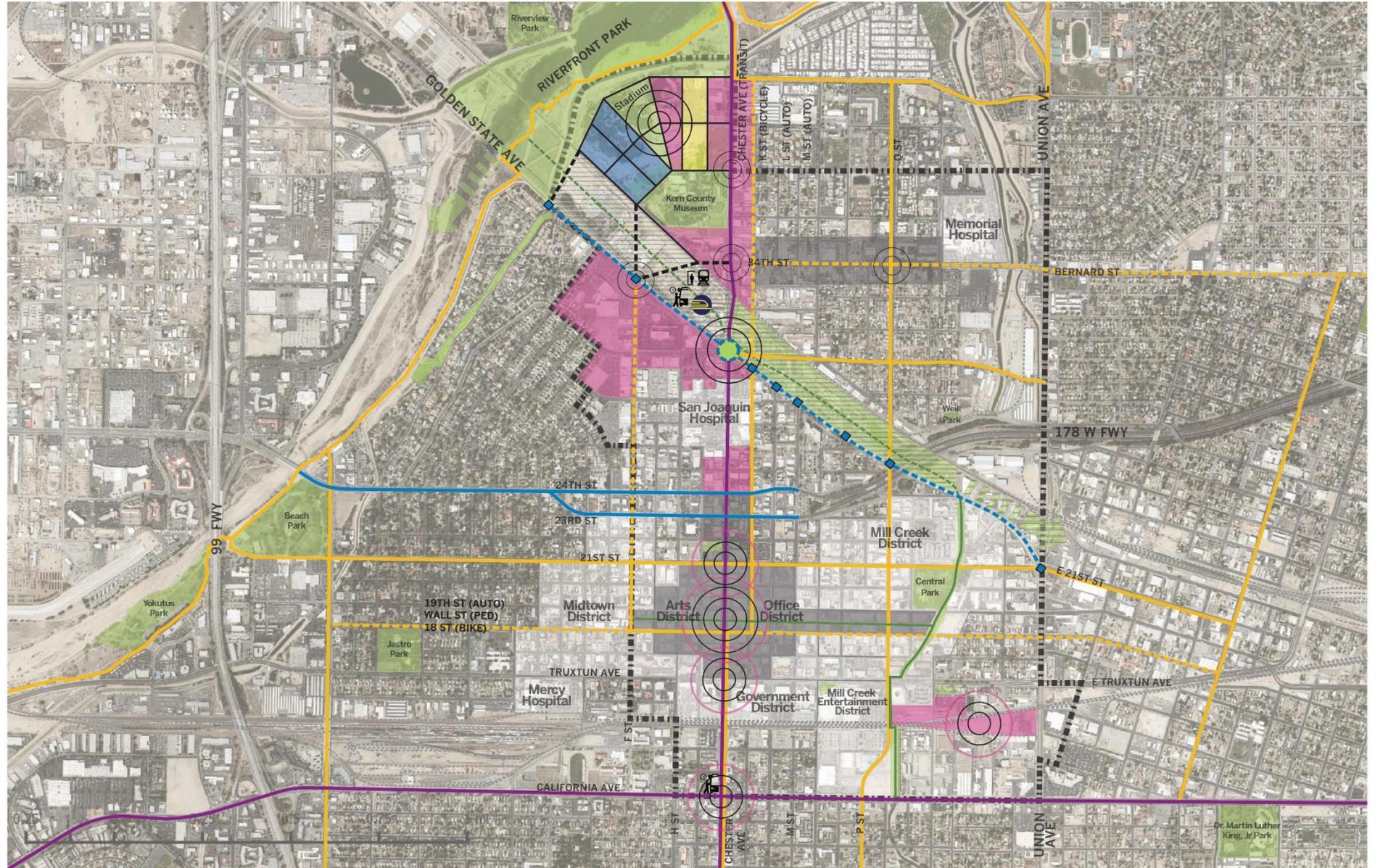
The 75 acres between the Kern River and the proposed HSR station represents a relatively underutilized site that could be developed to create a new riverfront district in Downtown. HSR, the Kern County Museum and a new baseball or other recreational amenity would all be leveraged as anchors to a new vibrant node that integrates the River into Downtown. This new district would be anchored on Chester Avenue, furthering the historic emphasis on this important transportation corridor and linking into the Downtown core.

Existing

- Study Area Boundary
- Bus Rapid Transit
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Open Space
- Downtown Core/Development Link
- HSR Station Zone
- HSR Station Site
- Amtrak Station

Proposed

- Nodes/Expansion
- Mixed Use
- Office
- * Colors only reflect where development projections should be focused in Downtown
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Shuttle Service
- Multi-modal Corridor
- Transit Center



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VISUAL PREFERENCE SURVEY

GRAB YOUR CLICKERS!

Test Example #1

Which flavor of ice cream do you prefer?

Circle your one choice.

A



Vanilla

B



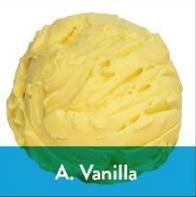
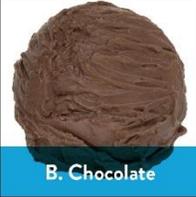
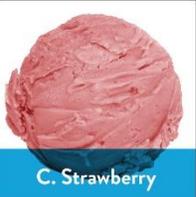
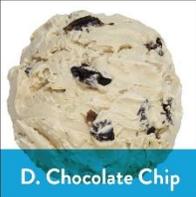
Chocolate

Test Example #2

What is your favorite ice cream flavor?

Rank your top three
(starting with your
top priority)

First priority A
Second priority B
Third priority C

 A. Vanilla	 B. Chocolate
 C. Strawberry	 D. Chocolate Chip

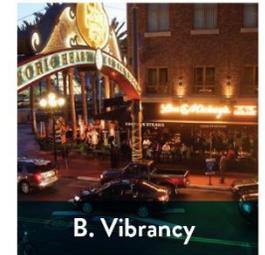
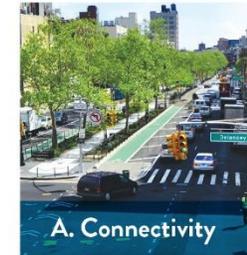
Part 5: Topic Summary Question



Now that you have reviewed the various topical areas, please rank them in priority order in terms of what is most important to you.

Rank your top three
(starting with your
top priority)

First priority ____
Second priority ____
Third priority ____



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RULES

1. Self-select your breakout group to guarantee at least one representative of each stakeholder interest per table.



2. Use the three proposed opportunities for 20 years as guides to discuss, and develop your ideal scenario.

Opportunity A



Opportunity B



Opportunity C



3. Draw as many Bike Paths, Pedestrian paths and other routes as desired.



4. Place all game pieces that represent land use. Stacking is permitted.

NOTE: Each land use has a determined number of pieces that is equivalent to the area that can be developed to such use, according to the cumulative development projections, determined by market analysis (200,000 SF OFFICE, 750 RES. DISTR. UNITS, 12,500 SF RETAIL, 225 HOTEL, 300MS).



5. Place the pieces provided for hotels, open spaces, transit infrastructure and improved intersections as desired.



6. Facilitator: once consensus is reached, identify clusters of game pieces on your board and mark them with Development Nodes.



7. Elect someone from your group to present/report back your ideas in front of the entire meeting.

8. Have fun!



Legend

- Study Area Boundary
- Bus Rapid Transit
- Pedestrian Friendly Boulevard
- Bike Path/Improvements
- Ped Paseo
- Open Space
- Schools
- Amenities
- HSR Station Zone
- HSR Station Site
- Amtrak Station

MAKING DOWNTOWN BAKERSFIELD
1ST COMMUNITY MEETING

