

MAKING  
DOWNTOWN  
BAKERSFIELD



# Welcome

COMMUNITY MEETING FOR THE BAKERSFIELD  
HIGH-SPEED RAIL STATION AREA PLAN

[makingdowntownbakersfield.us](http://makingdowntownbakersfield.us)

# COMMUNITY MEETING

MAKING  
DOWNTOWN  
BAKERSFIELD



## Welcome !

Thank you for taking the time to participate in today's Public Meeting. Your input will be invaluable in influencing the development of the Bakersfield Station Area plan.

## Why Are We Here

The City of Bakersfield is undertaking station area planning around a future High-Speed Rail Multi-Modal Transit Station in Downtown Bakersfield. The Station Area Plan (SAP) will analyze the benefits a HSR station will generate for the City of Bakersfield and facilitate public involvement. This workshop marks the public kick-off of an effort to develop a vision and urban design recommendations, establish a mobility strategy, and identify economic development opportunities.

## How To Contribute

Materials are presented in an open house format. You can provide input directly to our project team, via comment cards, or during the interactive map exercise. There will be a presentation and break-out working groups where you can also give your input. We want to hear your thoughts!

## STAY CONNECTED



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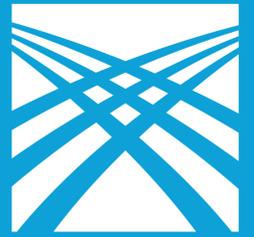
[facebook.com/BakersfieldCalifornia/](https://facebook.com/BakersfieldCalifornia/)

[MakingDowntownBakersfield.mysidewalk.com](http://MakingDowntownBakersfield.mysidewalk.com)



## HSR Station Plan 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



**Phase 1 - Kick-Off**

**Phase 2 - Public Outreach (Ongoing)**

**Phase 3 - Alternatives Analysis**

**Phase 4 - Scenarios Screening**

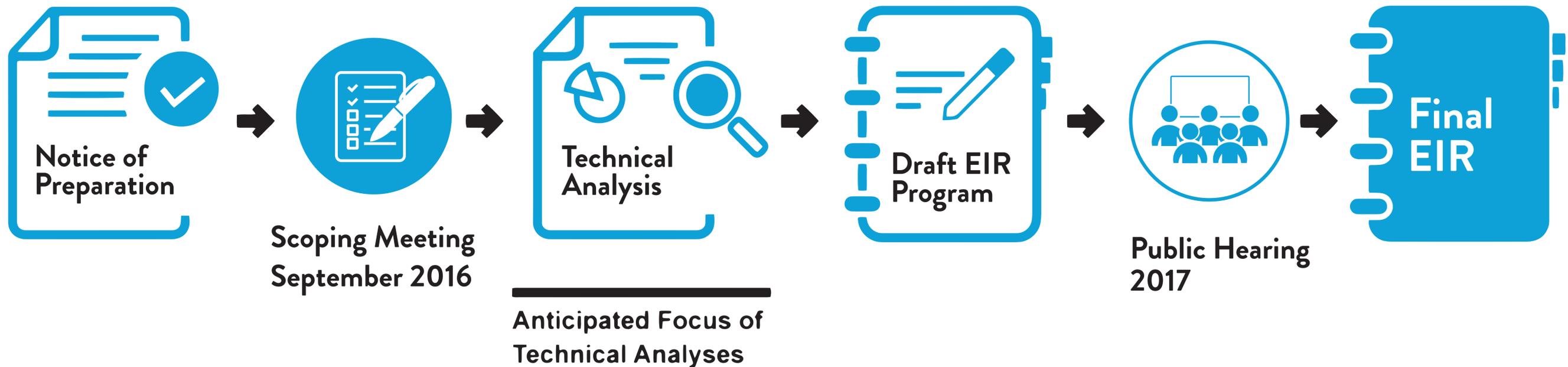
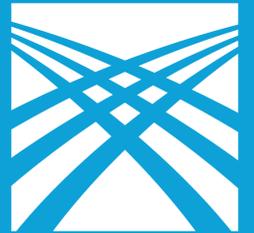
**Phase 5 - Preferred Alternative Development**

**Phase 6 - Implementation Strategy**

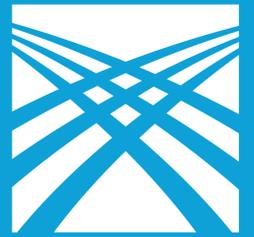
**Phase 7 - Environmental Review**

# PROGRAM ENVIRONMENTAL REVIEW PROCESS

MAKING  
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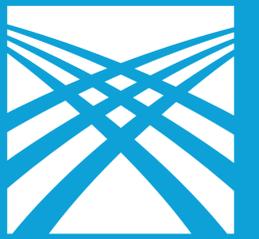
# VISION WORKSHOPS: “WHAT WE HEARD”



Approximately 150 Bakersfield residents, business and property owners, and other stakeholders participated in eleven different Vision Workshops in a process that leveraged each participant’s imagination to develop a shared vision of Downtown’s future. The common values that were developed for Downtown included:

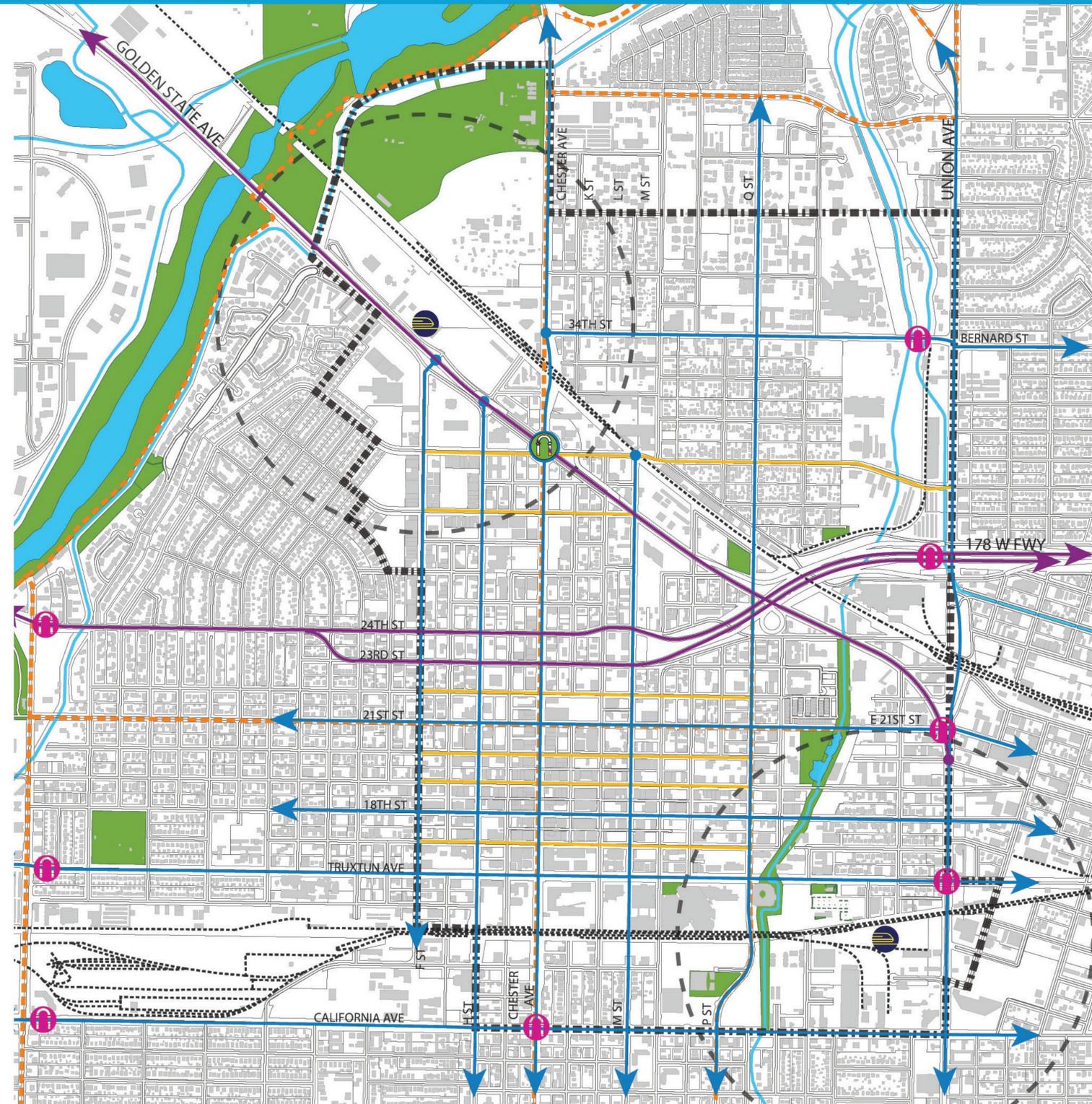
- Connectivity
- Vibrancy
- Compact Development
- Diversity
- Open Space
- Iconic
- Livability
- Safety
- Prosperity

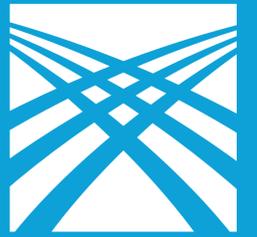
| Event  | Date     | Location                                |
|--|----------|---|
| High-Speed Rail Stakeholder Committee          | March 10 | Larry E. Reider Education Center        |
| San Joaquin Valley High-Speed Rail Association | March 10 | Larry E. Reider Education Center        |
| California State University, Bakersfield       | March 29 | 9001 Stockdale Highway                  |
| Bakersfield College                            | March 29 | Bakersfield Campus                      |
| Bakersfield Senior Center                      | March 29 | 530 4th Street                          |
| Bike Bakersfield                               | March 30 | Bike Bakersfield Headquarters           |
| Golden Empire Transit                          | March 30 | Golden Empire Transit                   |
| Downtown Business Association                  | March 30 | City Centre Building                    |
| Bakersfield Young Professionals                | April 7  | Greater Bakersfield Chamber of Commerce |
| Bakersfield Association of Realtors            | April 7  | Bakersfield Association of Realtors     |
| Planning Commission (Public Workshop)          | April 7  | City Hall South Council Chambers        |



### Downtown Bakersfield...

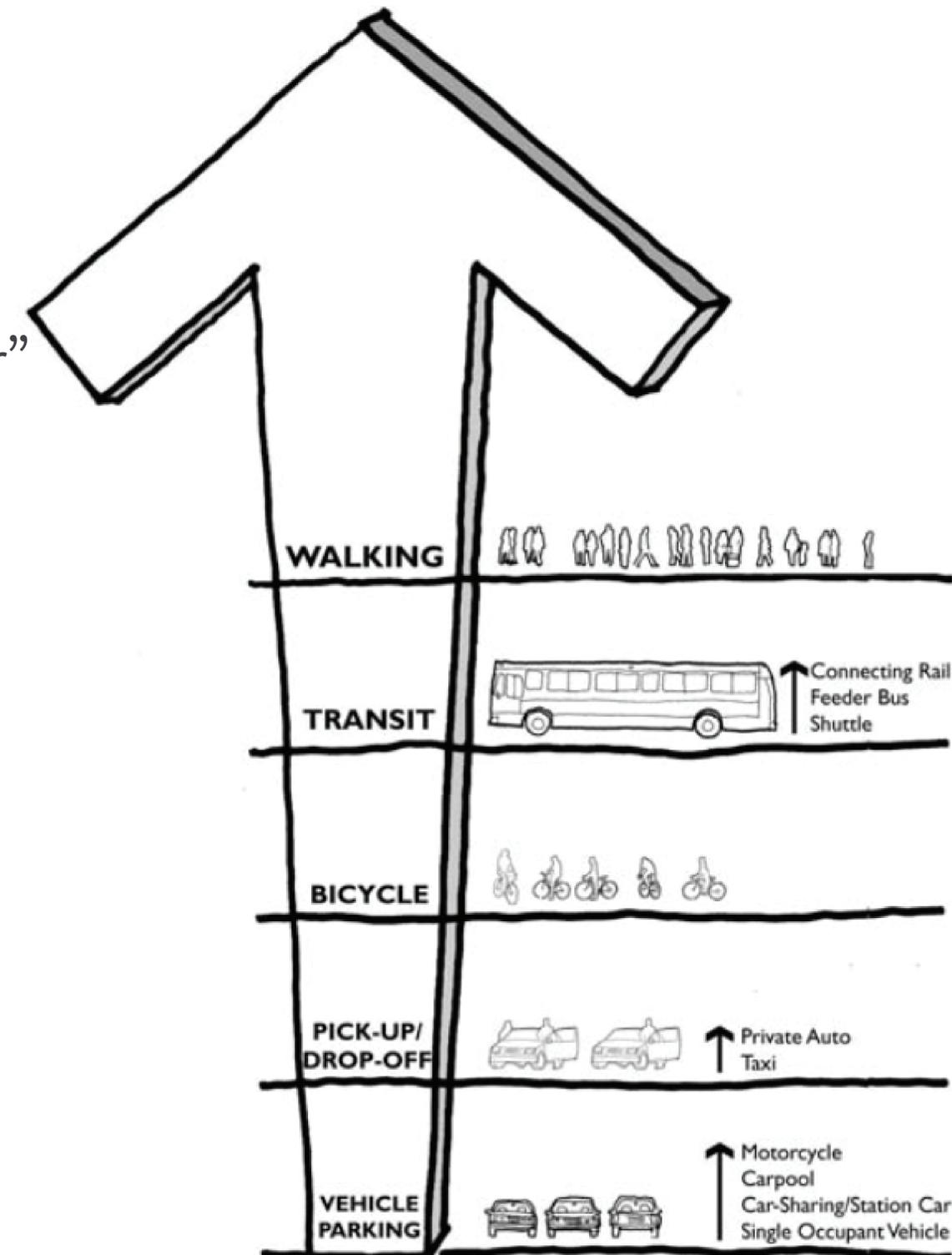
1. Is at the heart of an automobile-oriented region
2. Has a strong pedestrian-oriented street grid, but includes many barriers (i.e. 23rd & 24th Streets and Golden State Avenue)
3. Encompasses a large geographic area
4. Includes multiple destinations that are located far from each other
5. Like many central business districts, is the center of regional transit





### Planning for HSR station access and Downtown circulation should focus on:

- Accessing the station from all directions, not just “front door”
- Accommodating those walking, bicycling, taking transit and driving to the station
- Designing the existing street grid to function as multimodal “complete corridors”
- Implementing planned regional Bus Rapid Transit
- “First/last mile” connections to the station



# CASE STUDY FINDINGS



### High-speed rail and placemaking interventions can dramatically transform Downtown Bakersfield...



#### LILLE, FRANCE

With high-speed rail, Lille grew to the third largest business center in France.



#### LE MANS, FRANCE

Created a business hub around its high-speed rail station that grew to attract firms away from Paris.



#### CIUDAD REAL, SPAIN

Limited development success around high-speed rail station because low density uses were not restricted.



#### VISALIA, CALIFORNIA

A Business Improvement District helped to revitalize its downtown area.

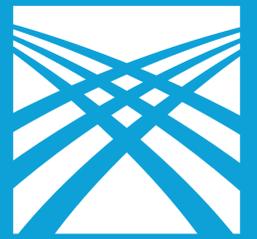


#### DENVER UNION STATION

Successfully executed public-private partnerships to achieve a development vision.

### Lessons Learned

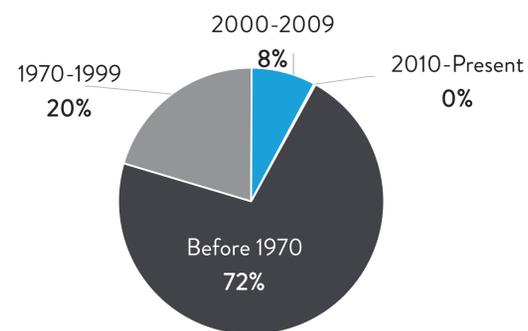
- 1 Station area development occurs over decades, so a **long-term consistent vision** is key.
- 2 **Public-private partnerships** between government, rail operators, and developers supported implementation of station area development.
- 3 Without zoning that requires **density and a mix of uses**, station areas do not realize their full potential.
- 4 **Multimodal connections** help to fully leverage the impact of HSR.
- 5 **Business Improvement Districts** and dedicated local revenue sources can help **support local placemaking initiatives**.



## Office



Study Area Office Square Feet by Age



### Market Findings

- Most new office construction has occurred adjacent to **master planned housing developments** outside of the Study Area.
- Growth in **Study Area residential population** can stimulate Downtown office construction.

Future Projected Demand (Square Feet)

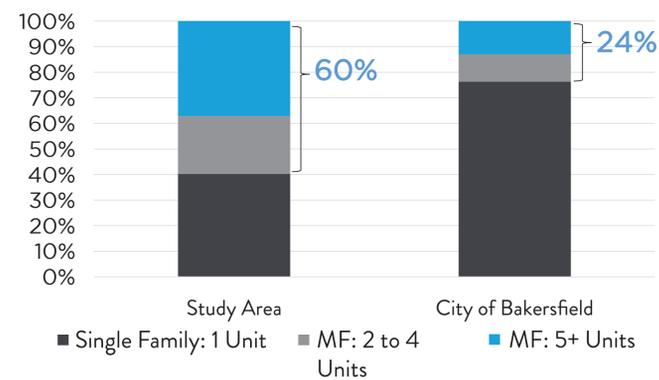
| Year | Without HSR | With HSR      |
|------|-------------|---------------|
| 2026 | 140k-350k   | 160k-370k     |
| 2036 | 300k-760k   | 590k-1,090k   |
| 2046 | 510k-1,260k | 1,130k-2,010k |

Source: CoStar, HR&A

## Residential



Multifamily (MF) Units Share of Residential



### Market Findings

- Suburban single-family homes outside of the Study Area are **plentiful, affordable**, and provide residents with **easy access to job centers**.
- **Improved downtown amenities** can attract additional multifamily construction and living.

Future Projected Demand (Units)

| Year | Without HSR | With HSR    |
|------|-------------|-------------|
| 2026 | 500-900     | 700-1,100   |
| 2036 | 1,300-2,300 | 2,700-4,400 |
| 2046 | 2,700-4,400 | 5,100-8,600 |

Source: CoStar, HR&A

## Retail



Share of City of Bakersfield

STUDY AREA RESIDENTS **1.3%**  
STUDY AREA EMPLOYEES **19.2%**

### Market Findings

- The Study Area contains **nine percent** of Bakersfield retail.
- **Study Area retail struggles** due to the area's small residential population.

Future Projected Demand (Square Feet)

| Year | Without HSR | With HSR  |
|------|-------------|-----------|
| 2026 | 100k-140k   | 110k-150k |
| 2036 | 220k-310k   | 350k-630k |
| 2046 | 360k-510k   | 630k-910k |

Source: CoStar, ESRI, LEHD, HR&A

## Hospitality



Bakersfield Hotel Development Pipeline\*



### Market Findings

- Most hotel growth in Bakersfield has occurred outside of the Study Area, partly due to **lack of amenities**.
- There is demonstrable **demand for Study Area hotel rooms**, driven in particular by business travelers.

Future Projected Demand (Rooms)

| Year | Without HSR | With HSR    |
|------|-------------|-------------|
| 2026 | 150-300     | 200-350     |
| 2036 | 350-750     | 750-1,280   |
| 2046 | 600-1,250   | 1,400-2,400 |

Source: HR&A

\*Includes only Midscale and Above.

# URBAN DESIGN: BEST PRACTICES

# MAKING DOWNTOWN BAKERSFIELD



## MAKING DOWNTOWN MORE CONNECTED...

Connectivity expands accessibility across the region, increases transportation options, and serves adjacent land uses through an integrated system of pedestrian, bicycle, automobile and transit facilities in Downtown.



### Network of Streets

An interconnected, grid street pattern with a high density of intersections provides more route options for pedestrians, cyclists and automobiles.



### Mobility Options

More transportation options provides flexibility and expanded transportation choice both in and around Downtown and to and from Downtown.



### Transit Integration

Integrating transit modes and service increases the efficiency and effectiveness of the entire transportation system.

## MAKING DOWNTOWN MORE COMPACT...

Compact development patterns concentrate jobs, housing, shopping and services close to one another, increasing the number of users and types of trips that can be served by walking, cycling and public transit.



### Building Massing and Orientation

Development should face the street and public spaces at a pedestrian scale, respond to the existing community character, and transition between neighborhoods. As new development fills in existing "voids" and other underutilized parcels (e.g. surface parking) it makes the City more active and walkable.



### Infrastructure Reinvestment

The best infrastructure investments are the ones that utilize and upgrade the power, water, gas, and sewer lines we have already built. Targeting these upgrades at catalytic locations to encourage new development both increases capacity and can serve multiple ecological functions while doubling as beautification initiatives, such as shade trees, bioswales, green roofs, and native plantings.



### Balancing Development and Open Space

Locate and design public open space to support compact, mixed-use development that contributes to the interest and connectivity of transit to Downtown's urban fabric.

# URBAN DESIGN: BEST PRACTICES

# MAKING DOWNTOWN BAKERSFIELD



## MAKING DOWNTOWN MORE WALKABLE...

Quality streets and sidewalks enhance the desirability of compact development by providing a comfortable and inviting environment for pedestrians and cyclists.



### Complete Streets

Streets seamlessly designed for all users not only increases mobility options, but also broadens access to transit and complements the pedestrian scale of new development.

### Pedestrian Safety

Minimizing the conflicts between pedestrians, cyclists, transit and automobiles enhances the comfort and safety of streets.

### Wayfinding

Targeted signage increases the visibility, awareness and usability of Downtown's many districts, as well as simplifies navigation to final destinations.

### Parking Strategy

A comprehensive parking strategy more effectively shares and manages available parking, conveniently locating structures while masking them from the street level.

## MAKING DOWNTOWN MORE DIVERSE...

A mix of uses, services, activities and destinations enhances the vibrancy of urban centers while optimizing the utility of the transportation system.



### Mix of Uses

Provide a variety and combination of public and private housing, retail, commercial and institutional uses that make it easier for people to be Downtown.

### Historic Preservation

Reuse the existing building stock to preserve local history and create a more dynamic transition of architectural styles across Downtown.

### Programming

Careful and strategic efforts are necessary to activate the built environment with events like outdoor concerts, movies in the park, farmers markets and even scavenger hunts.

### Active Ground Floor Uses

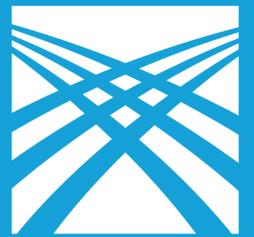
Actively-used ground floor uses in new development and redevelopment projects generate pedestrian activity.

# HIGH-SPEED RAIL READY DOWNTOWN

10-YEAR PROJECTIONS

(240,000 Sf Office, 735 Residential Units, 118,500 Sf Retail, 225 Hotel Rooms)

# MAKING DOWNTOWN BAKERSFIELD

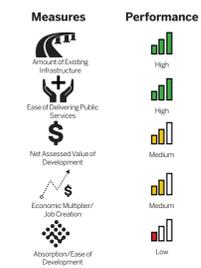


## DOWNTOWN DEVELOPMENT PLAN

### Leveraging Current Revitalization

- Refocus the HSR station's front door and primary pedestrian connection on Chester Avenue
- Target opportunity sites along 34th Street and Chester Avenue
- Leverage reconstruction of 23rd and 24th Streets to design safe pedestrian crossings
- Implement planned Bus Rapid Transit lines on Chester and California Avenues
- Expand the current bike network

### FISCAL



### TRANSPORTATION

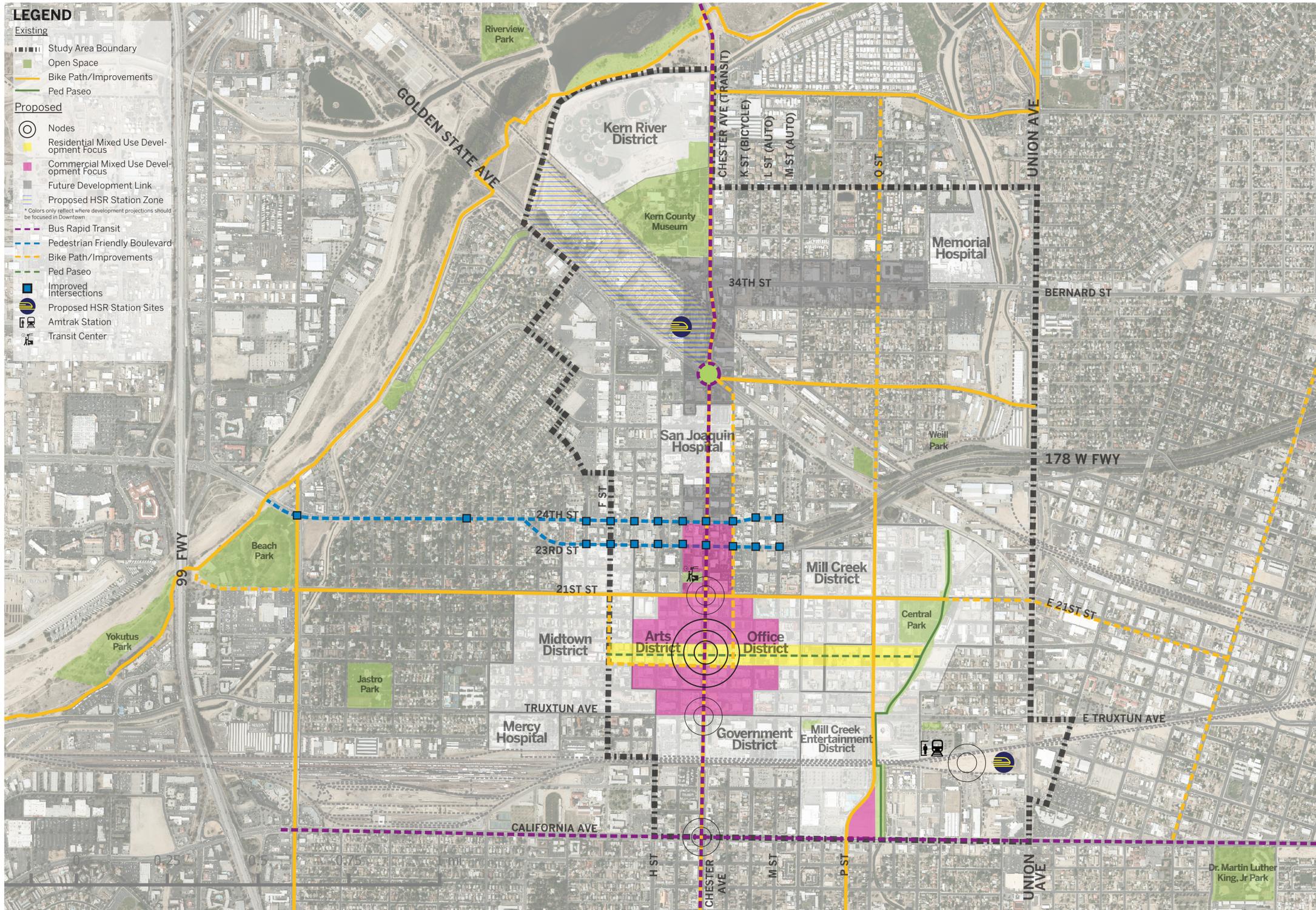


### ENVIRONMENTAL



## LEGEND

- Existing**
- Study Area Boundary
  - Open Space
  - Bike Path/Improvements
  - Ped Paseo
- Proposed**
- Nodes
  - Residential Mixed Use Development Focus
  - Commercial Mixed Use Development Focus
  - Future Development Link
  - Proposed HSR Station Zone
  - Bus Rapid Transit
  - Pedestrian Friendly Boulevard
  - Bike Path/Improvements
  - Ped Paseo
  - Improved Intersections
  - Proposed HSR Station Sites
  - Amtrak Station
  - Transit Center
- \* Colors only reflect where development projections should be focused in Downtown



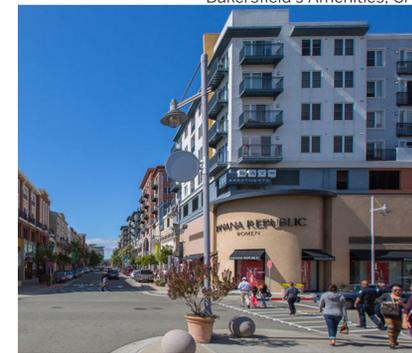
## BEST PRACTICES



Bakersfield's Amenities, CA



Pedestrian-friendly Boulevard, New York, NY



Mixed Use Development, Emeryville, CA



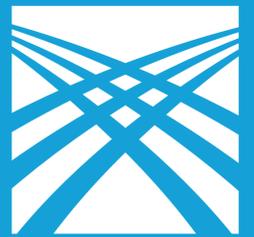
Pedestrian Paseo, Agueda, Portugal

# CHESTER CIRCLE REDEVELOPMENT

## 20-YEAR PROJECTIONS OPPORTUNITY A

(835,000 SF Office, 3,550 residential units, 486,000 SF retail, 1013 hotel rooms)

# MAKING DOWNTOWN BAKERSFIELD

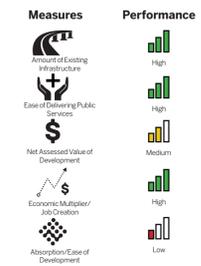


### URBAN DESIGN

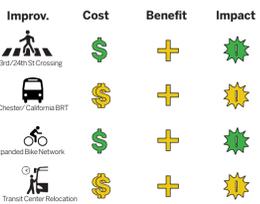
#### Chester Circle Redevelopment Scenario

- Redesign Garces Circle as a new development node and destination
- Focus on the connection to Downtown's historic core via Chester Avenue
- Create a new commercial corridor that links HSR Station and San Joaquin Hospital to Arts District
- Connect Mill Creek Linear Park to Kern River along new multi-modal infrastructure corridor
- Expand the current bike network

### FISCAL



### TRANSPORTATION



### ENVIRONMENTAL



### BEST PRACTICES



Columbus Circle Development, New York, NY



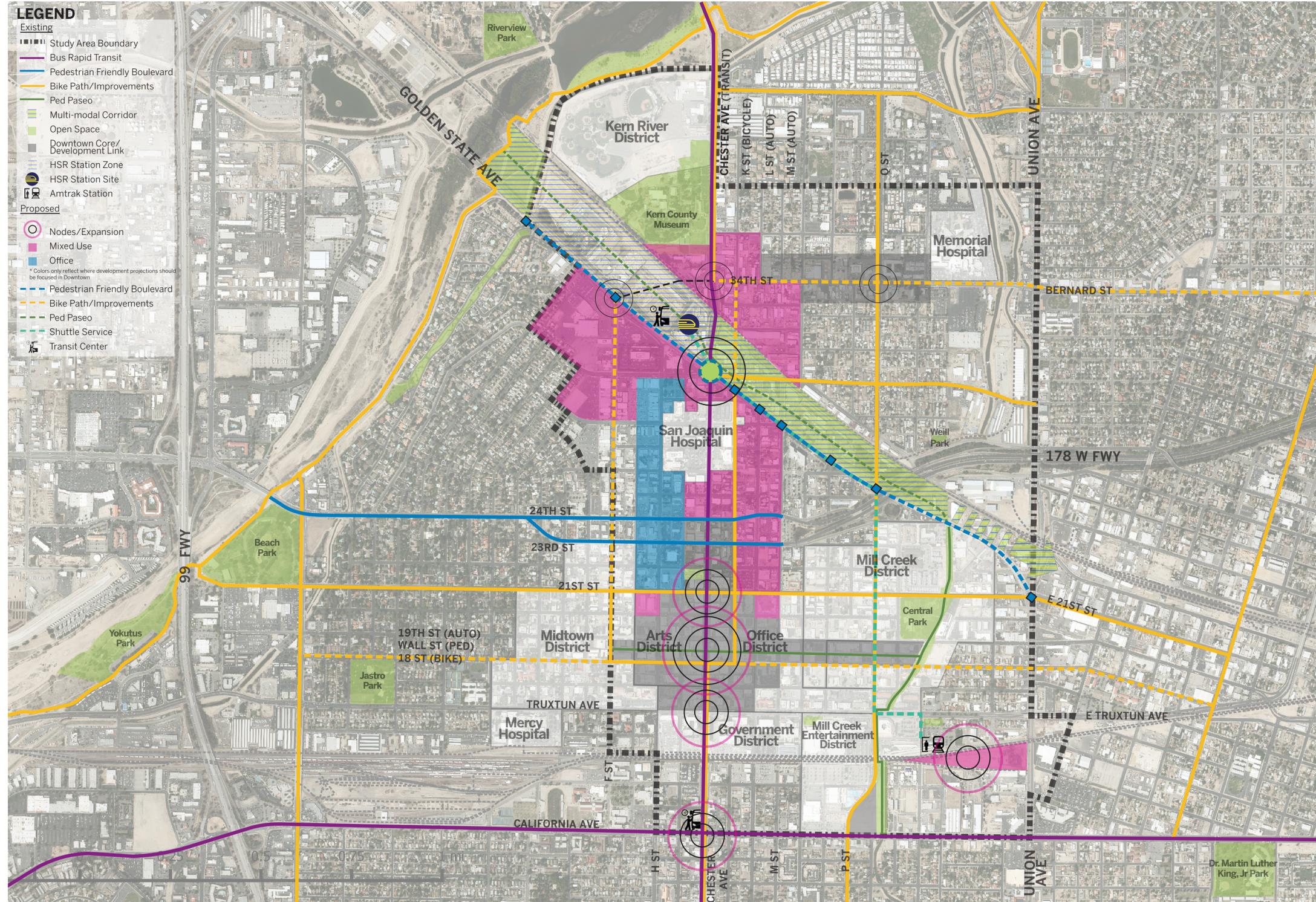
Activated Traffic Circle, Normal, IL



Multi-modal Corridor, Houston, TX



Transit Oriented Development, Pasadena, CA

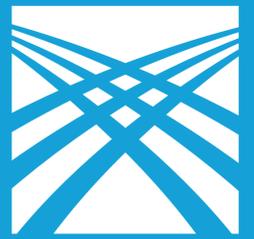


# ZIPPER REDEVELOPMENT

## 20-YEAR PROJECTIONS OPPORTUNITY B

(835,000 SF Office, 3,550 residential units, 486,000 SF retail, 1013 hotel rooms)

# MAKING DOWNTOWN BAKERSFIELD

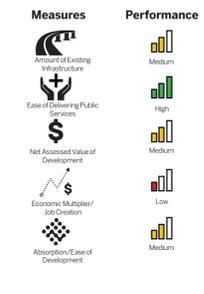


### URBAN DESIGN

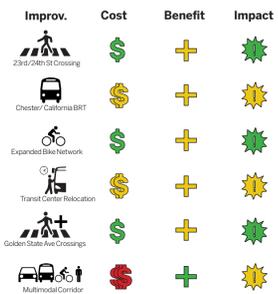
#### Zipper Redevelopment Scenario

- Use the infrastructure corridor to tie together North and South Downtown
- Extend the Mill Creek Linear Park to Kern River
- Develop a new Downtown skyline that frames the proposed multimodal corridor and links the HSR station to Old Town Kern and the historic Union Station
- Expand the current bike network

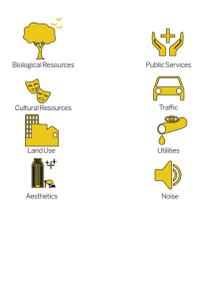
### FISCAL



### TRANSPORTATION

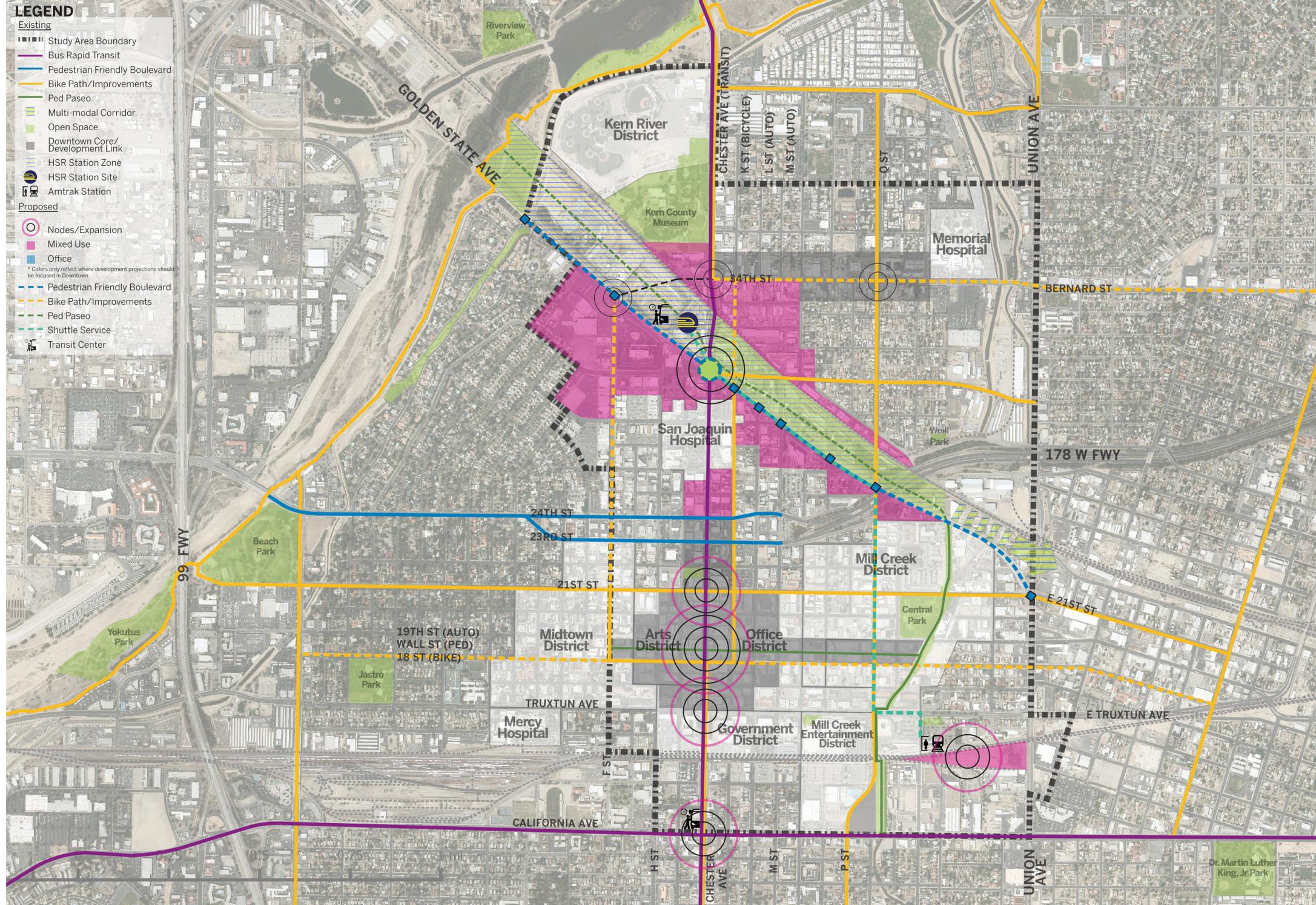


### ENVIRONMENTAL



### LEGEND

- Existing**
- Study Area Boundary
  - Bus Rapid Transit
  - Pedestrian Friendly Boulevard
  - Bike Path/Improvements
  - Ped Paseo
  - Multi-modal Corridor
  - Open Space
  - Downtown Core/Development Link
  - HSR Station Zone
  - HSR Station Site
  - Amtrak Station
- Proposed**
- Nodes/Expansion
  - Mixed Use
  - Office
  - Pedestrian Friendly Boulevard
  - Bike Path/Improvements
  - Ped Paseo
  - Shuttle Service
  - Transit Center
- \* Colors only reflect where development projections should be focused in Downtown



### BEST PRACTICES



Pedestrian Bridge, New York City, NY



Bloomingdale Line, Chicago, IL



HSR Station Zone, Tokyo, Japan



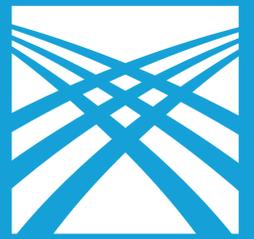
Elevated CTA, Chicago, IL

# RIVER STADIUM DISTRICT REDEVELOPMENT

## 20-YEAR PROJECTIONS OPPORTUNITY C

(835,000 SF Office, 3,550 residential units, 486,000 SF retail, 1013 hotel rooms)

# MAKING DOWNTOWN BAKERSFIELD



### URBAN DESIGN

#### River Stadium District Redevelopment Scenario

- Create a new riverfront stadium district
- Anchor new development node with the HSR station, Kern County Museum and expanded recreational amenities
- Integrate the Kern River back into Downtown
- Connect North and South Chester Avenue to 34th Street corridor and the historic core
- Expand the current bike network

### FISCAL

| Measures                          | Performance |
|-----------------------------------|-------------|
| Amount of Existing Infrastructure | Low         |
| Ease of Obtaining Public Services | Low         |
| Net Assessed Value of Development | High        |
| Economic Multiplier/Job Creation  | Medium      |
| Absorption/Rate of Development    | High        |

### TRANSPORTATION

| Improv.                     | Cost | Benefit | Impact |
|-----------------------------|------|---------|--------|
| 23rd/24th St Crossing       | \$   | +       | ☀️     |
| Chester/California BRT      | \$   | +       | ☀️     |
| Expanded Bike Network       | \$   | +       | ☀️     |
| Transit Corridor Relocation | \$   | +       | ☀️     |
| Golden State Ave Crossings  | \$   | +       | ☀️     |
| Multimodal Corridor         | \$   | +       | ☀️     |
| Amtrak Station Relocation   | \$   | +       | ☀️     |

### ENVIRONMENTAL



### BEST PRACTICES



Belt Line, Atlanta, GA



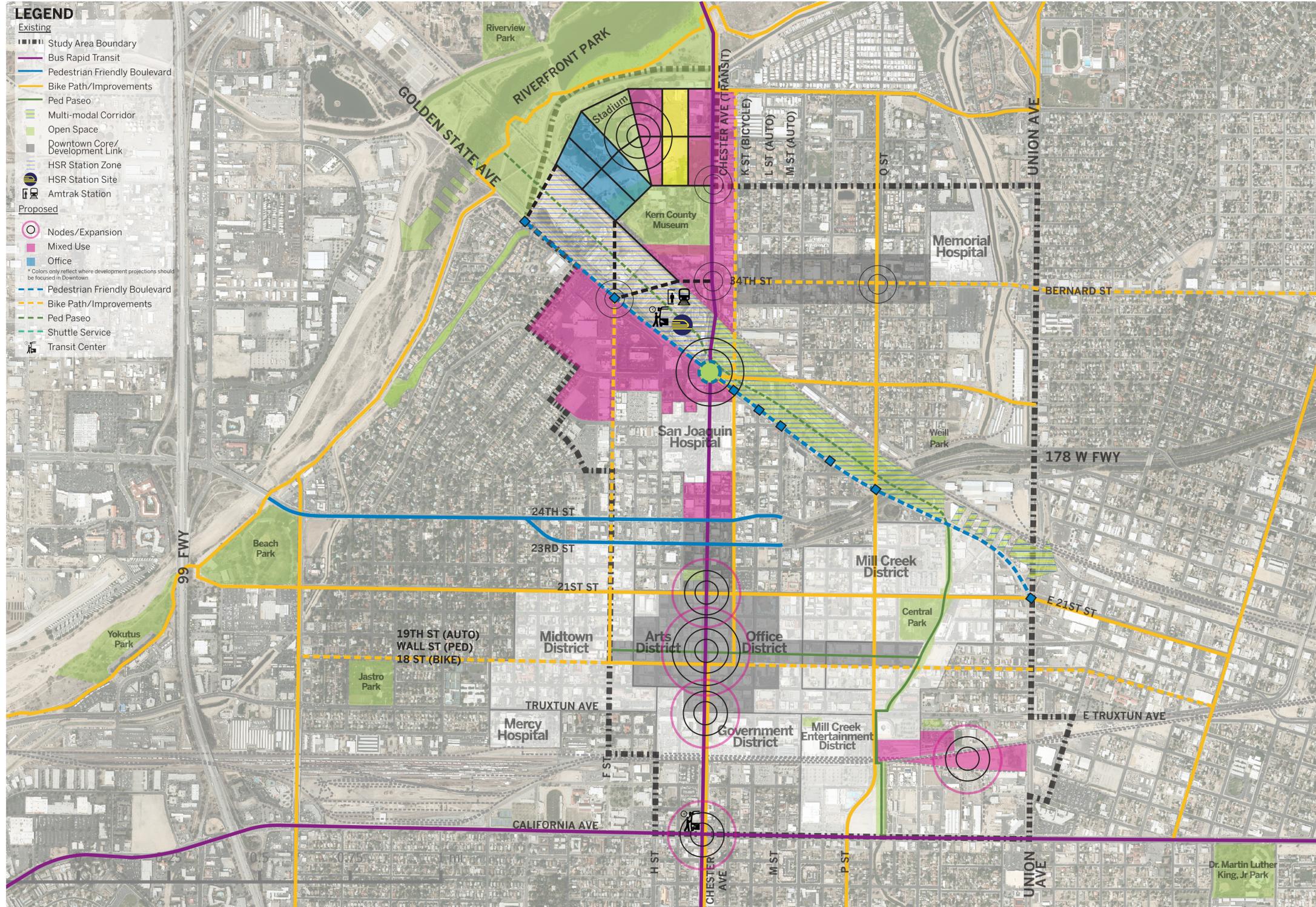
Arena District, Columbus, OH



Confluence Park, Denver, CO



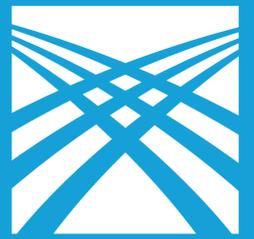
Transit Oriented Development, Denver, CO



# DOWNTOWN BAKERSFIELD INTERACTIVE MODEL

DESIGN YOUR IDEAL DOWNTOWN BAKERSFIELD

# MAKING DOWNTOWN BAKERSFIELD



This interactive model is meant to be a collaborative process where every meeting participant has the opportunity to inform its final outcome.

Over the course of the meeting, please use the pieces to design and/or redesign your ideal Downtown Bakersfield.



## Instructions/ Instrucciones:

**1** Take any piece either off the side of the table or on the interactive model and move it into your desired location.

Elije cualquier pieza que esté en la mesa o en el modelo interactivo y mueva al destino deseado en el modelo.

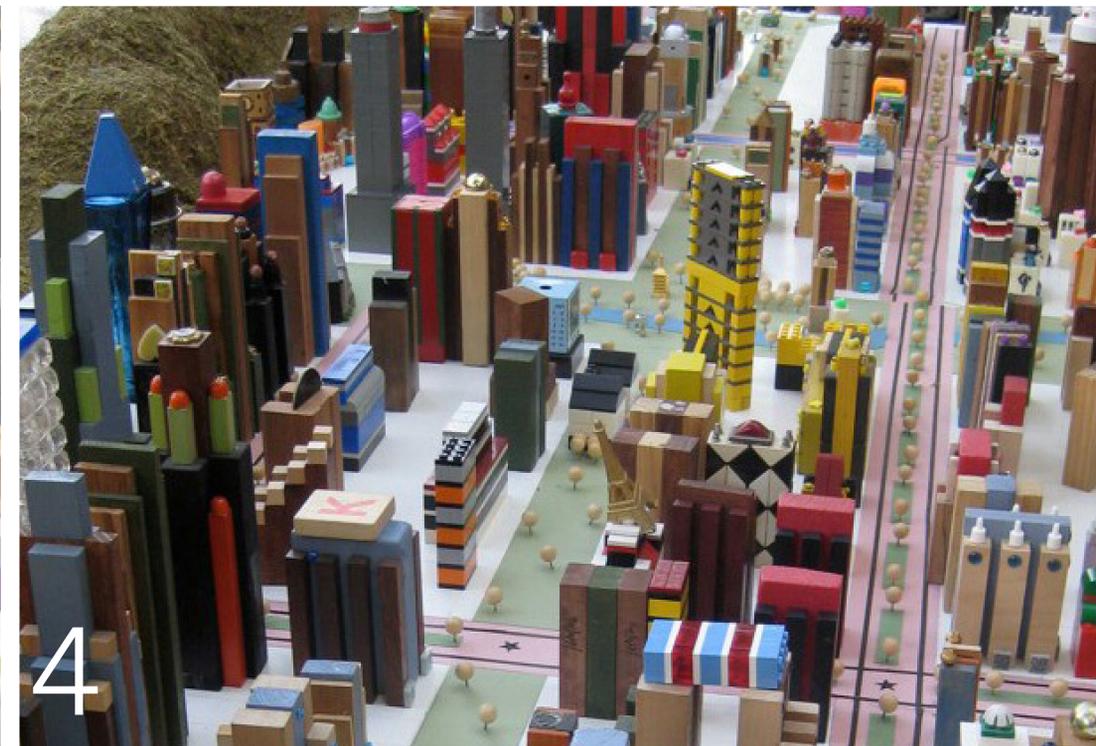
**2** Discuss your thought process with fellow participants and collaborate on alternative approaches.

**3** Feel free to come back throughout the meeting to adjust as you see fit.

En cualquier momento durante la reunión, puedes volver a ajustar el modelo

Desarrolla tus ideas con tus compañeros para que conseguir diferentes enfoques.

**4** Have FUN!  
¡Diviértate!





DATA: City of Bakersfield and Technical Memorandum to KernCog  
 StationArea\_Aerial\_REVISIED

| Legend |  |  |                            |
|--------|--|--|----------------------------|
|        | Conceptual High Speed Rail Station Locations |  | Proposed Transit Sites     |
|        | High Speed Rail Station Planning Area        |  | Kern Regional Transit Stop |
|        | City Limits                                  |  | Railroad                   |

