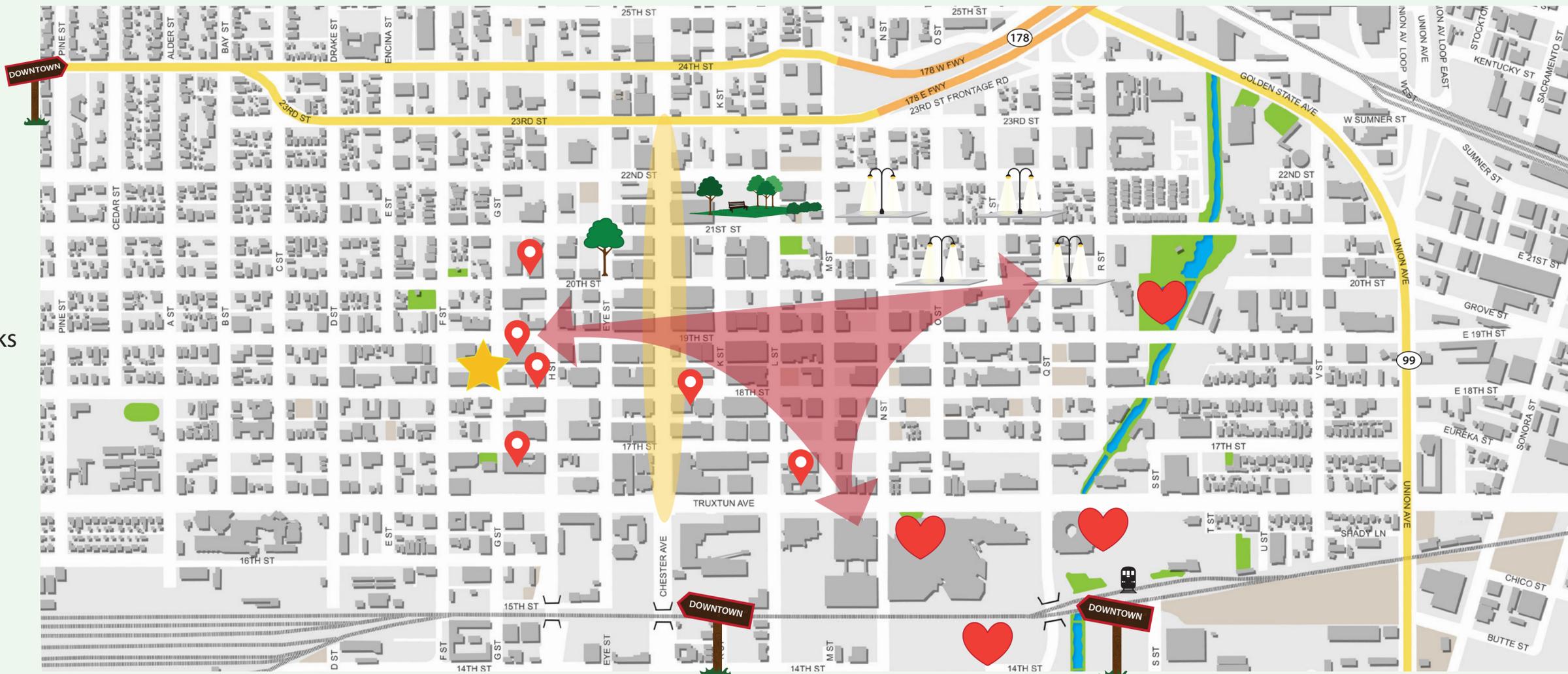


-  Special Destination
-  Tree maintenance
-  New pedestrian links
-  Places we love
-  Signage
-  Special lighting
-  Exemplar buildings
-  Special Study Area
-  Parks



BAKERSFIELD DOWNTOWN FRAMEWORK PLAN

WHAT CAN THE DBDC DO FOR DOWNTOWN ?

- Fundraise for framework plan
- Identify grants and other funding opportunities for implementation
- Initiate a start - up grant program for new business
- Create a historic building register and identify grants
- Implement wayfinding program



WHAT CAN THE DBA DO FOR DOWNTOWN ?

- Define and implement the framework plan
- Update and create new Downtown Districts
- Reach out to supporting entities, i.e. hospitals, interfaith organizations
- Develop entertainment program and a calendar of events
- Create a developer forum
- Create wayfinding program

WHAT CAN A RESIDENT DO FOR DOWNTOWN ?

- Report public safety issues to City / DBA
- Continue to shop / dine / walk in downtown
- Adopt a street for cleanup / beautification
- Support the City, and the DBA in their efforts through volunteering



WHAT CAN THE CITY DO FOR DOWNTOWN ?

- Enforce public safety codes
- Develop public realm spaces
- Encourage development of residential units in downtown
- Improve street lighting with sidewalk hotwash lights
- Develop a shared parking ordinance
- Support DBA in community plans
- Create safe street by slowing traffic

WHAT CAN A BUSINESS DO FOR DOWNTOWN ?

- Improve streetscape in front of their shops
- Add pedestrian level lighting
- Maintain and enhance shop facades
- Add outdoor seating spaces
- Light up shopfront windows
- Create interesting shop window displays.



THE PROCESS

STEP 1

DBA ESTABLISHES DBDC

STEP 2

COMMUNITY OUTREACH

STEP 3

WORKING CHARRETTES

STEP 4

CITY COUNCIL PRESENTATION

STEP 5

DEVELOP ACTION ITEMS

MAIN THEMES



Safety ensures the protection of our residents, by providing a trustworthy environment that leads to a decrease in crime and an increase in pedestrian activity and 24 hour use.

ISSUES

- Lack of sufficient street lighting.
- Traffic and busy streets.
- Dark areas
- Lack of Code Enforcement

IDEAS

- Lighting on 24th street corridor, 19th and H, and in all parts of the city.
- Create a pilot program for lighting
- Identify change areas for lighting – bollards to cobras?
- Solar streets and LED lighting for sustainability. Potential partnership with PG&E.
- Slow traffic and calm streets with street chokers.



Growing and improving the city's parks and streetscape designs enhances the green environment. Parks provide excellent community recreational space, and well-landscaped streets encourage pedestrian activity.

ISSUES

- Not enough parks and open space.
- Sub-par landscape design and maintenance.

IDEAS

- Extend Mill Creek Park, and create more parks and mini parks.
- Provide better tree maintenance by pruning trees instead of topping.
- Have a landscape design guide and create a more dynamic style.
- Program open areas with street furniture for public outdoor seating and dining.
- Encourage community gardens.

Action Plan



- Develop light level mapping
- Create "Go-Slow Go" Downtown Circulation map
- Work with City to establish urban street sections



- Develop a "Gap" analysis for amenities, parking, lighting
- Map existing community features, art in public places, historic buildings, community serving uses
- Establish a process to enhance the Community Calendar of events



- Draft a Community Branding program
- Map signage location opportunities
- Create a sign design manual and standards
- Identify opportunities for funding, manufacturing and installation



- Map existing mobility opportunities, identify gaps, program connections
- Create parking management plan, public information system
- Identify Community Groups to establish safe bike and trails program and funding sources



- Map Greening opportunities, develop a development strategy
- Identify funding and management strategies and responsibilities
- Create a development & maintenance standards and program



The provision of recreational activities increases vibrancy and strengthens community relationships. Entertainment venues and events encourage public participation and create a better sense of place.

ISSUES

- Scarcity of entertainment venues.
- Scarcity of educational and community-based programming.
- Isolated venues.

IDEAS

- Open an amphitheater, nightlife venues, skate park, art center, fun district, community garden, art museum and art walk.
- Create partnerships with builders, developers, interfaith communities, students and other community groups to identify existing activities.
- Make a website to announce events and activities.
- Create museum without walls.



Mobility provides people with alternative solutions to accessing neighborhood facilities outside of the automobile. Encouraging walkability and inter-transportation connectors allows for greater circulation for the community and surrounding regions.

ISSUES

- Lack of intermodal transit connectors.
- Little variation in types of mobility.

IDEAS

- Create connectors from Greyhound to train and a bike hub near transit, anchors to Fox and N Mill Creek, and a trolley with routes to popular destinations.
- Designate more bike streets.
- Program a walking tour and a walkable Main street to increase public access and awareness of walkability in Bakersfield.



Creating signage and visible cues encourages the public to explore all city amenities. Wayfinding increases walkability, promotes a brand and identity, and directs citizens and visitors to important public and cultural features around town.

ISSUES

- Very little signage, no clear identity or brand.
- Difficult to locate parking and other amenities.
- No signs to direct drivers to Historic Downtown.

IDEAS

- Develop a signage plan that directs the public to transportation connections, parking, downtown and other districts and identifies important cultural and historical landmarks.
- Make a design competition for the signage and branding.
- Collaborate with schools, colleges and metal shops.