



Source: King City, CA, Community Development Department Archives.

# HISTORIC CORRIDOR REVITALIZATION PLAN

September 23, 2009

City of King, California

# Presenters

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- Lisa Wise
- Maricruz Aguilar
- Erica Sonne
- Sandra Knapp
- Kim Hoving
- Whitney Fisher

# Road Map of the Process

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- Workshop 1:
  - ▣ Background Information
  - ▣ Vision for Historic Downtown City of King
- **Workshop 2:**
  - ▣ **Conceptual Plan Alternatives**
- Workshop 3: TBA
  - ▣ Preferred Conceptual Plan
  - ▣ Implementation Strategies

# Today's Agenda

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- Summarize Workshop #1
- Visual Preference Survey
- Overview of Concept Plans
- Interactive Workshop
- Concluding Remarks

# City of King Historic Corridor Revitalization Plan

## Workshop #1, July 29, 2009

### Draft Composite Map



#### Legend

- Study Area
- ⚙️ Opportunity Areas
- - - - Areas to Enhance
- ~ ~ ~ ~ Areas to Change

# Historic Downtown Vision Statement

The City of King is a clean, colorful and safe family orientated community rooted in a strong agricultural, ranching economy. The City celebrates its unique heritage and welcomes a diversity of people to honor its important legacy.

# Guiding Objectives

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1. Acknowledge the historic character, **heritage** and identity of the City.
2. Attract and maintain a **diverse and entrepreneurial** business mix that provides quality products, services and entertainment.
3. Build effective **partnerships** between the City, local business owners, and other agencies to successfully contend with emerging competitors and ensure economic vitality.
4. Create a **safe, pedestrian-oriented** downtown.
5. Consider parking strategies as a key to **economic success**.

# Guiding Objectives

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6. Embrace the **multi-cultural** agricultural, ranching heritage.
7. Establish a **design theme** and development standards to achieve desired results.
8. **Incorporate more** arts, culture, entertainment, and public spaces.
9. Provide **affordable housing** and mixed-use development.
10. Promote Broadway Street as City of King's "**Main Street.**"

# City of King Historic Corridor Revitalization Plan

## Workshop #2, September 23, 2009

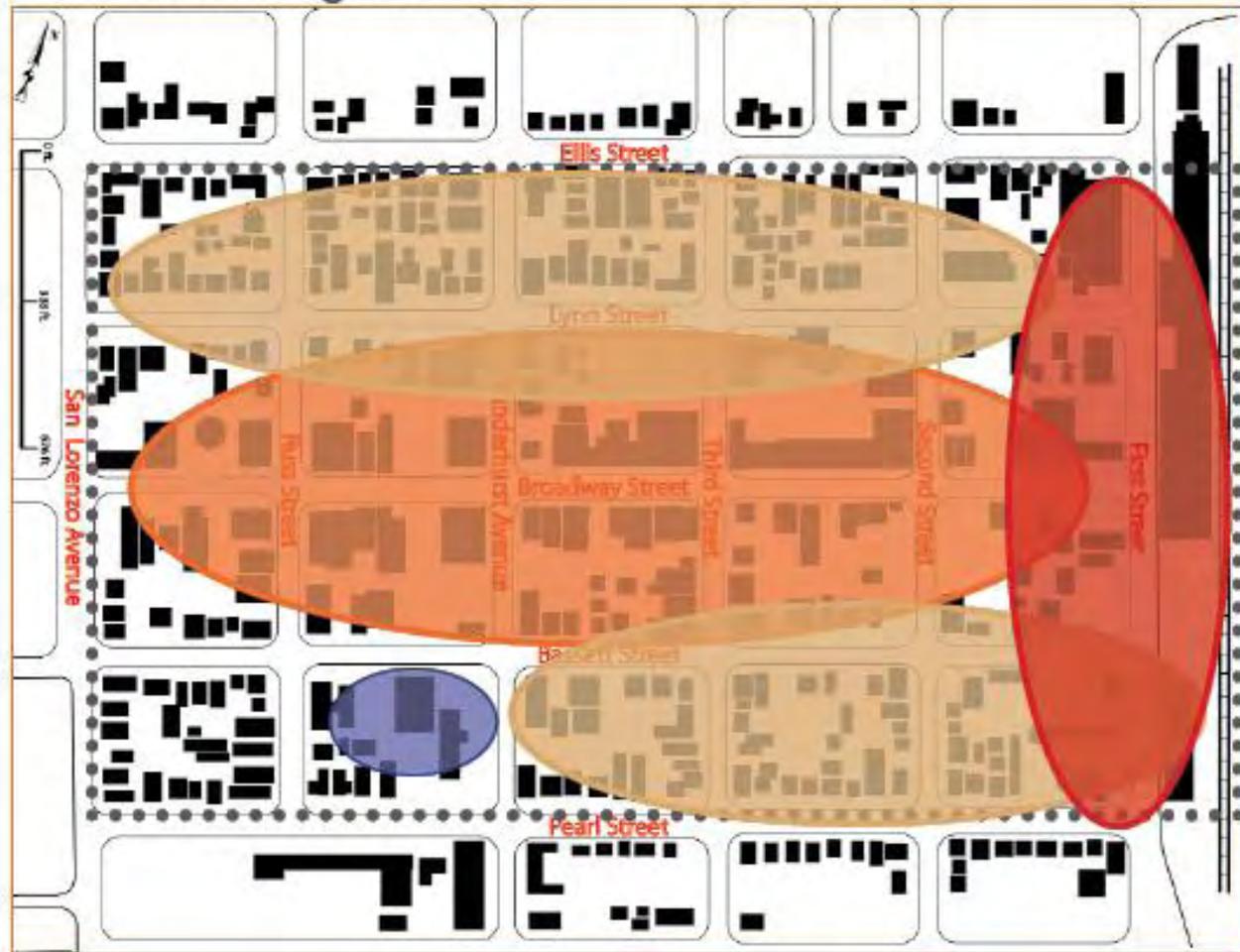
### Proposed Project Boundary



#### Legend

•••• Plan Area

City of King Historic Corridor Revitalization Plan  
 Workshop #2, September 23, 2009  
 Draft Vision Diagram



Legend

•••• Study Area



Corredor No. 1



Centro Urbano

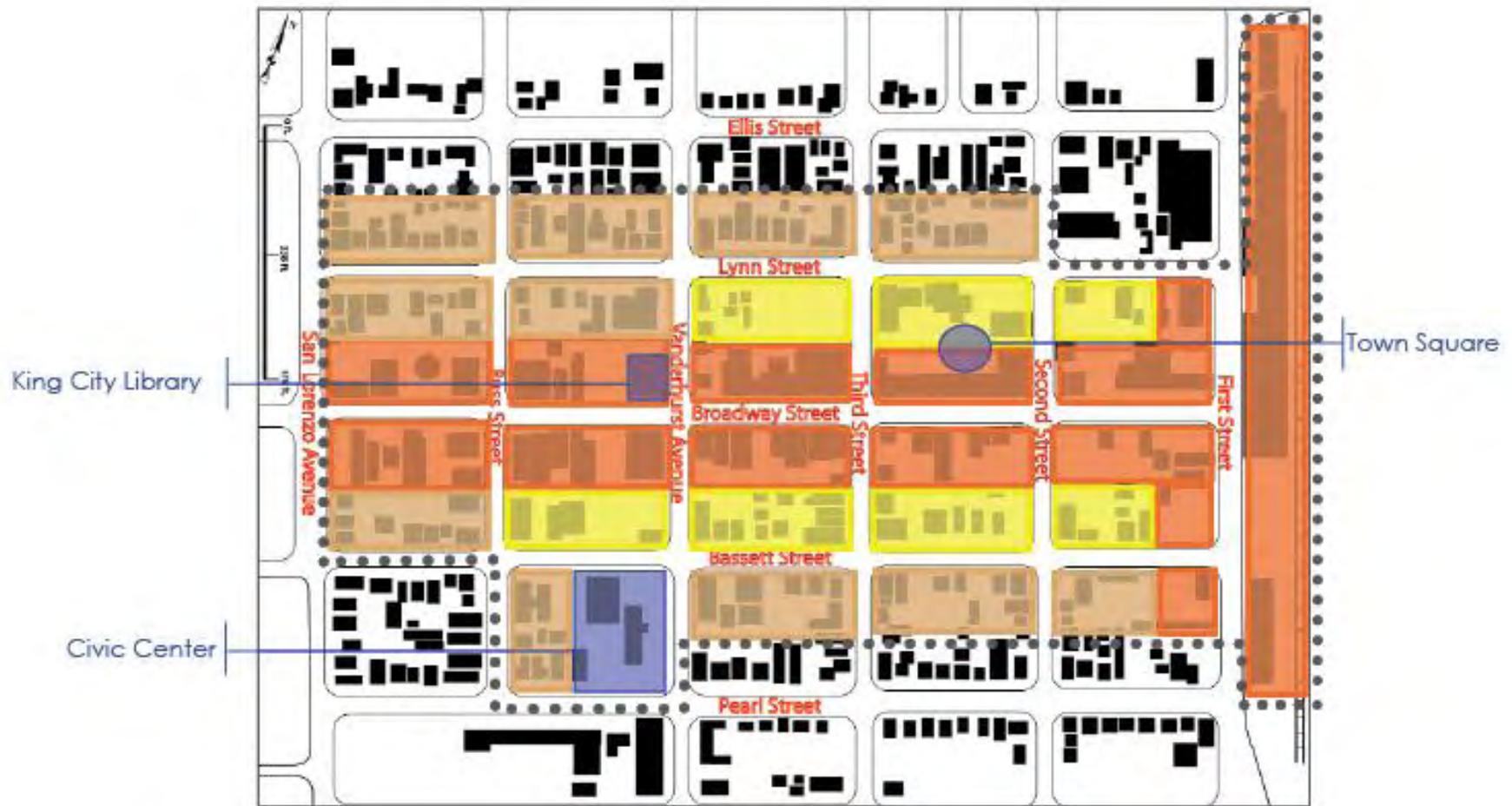


Centro Civico



Barrio General

City of King Historic Corridor Revitalization Plan  
 Workshop #2, September 23, 2009  
 Draft Concept Plan 1: *Traditional*

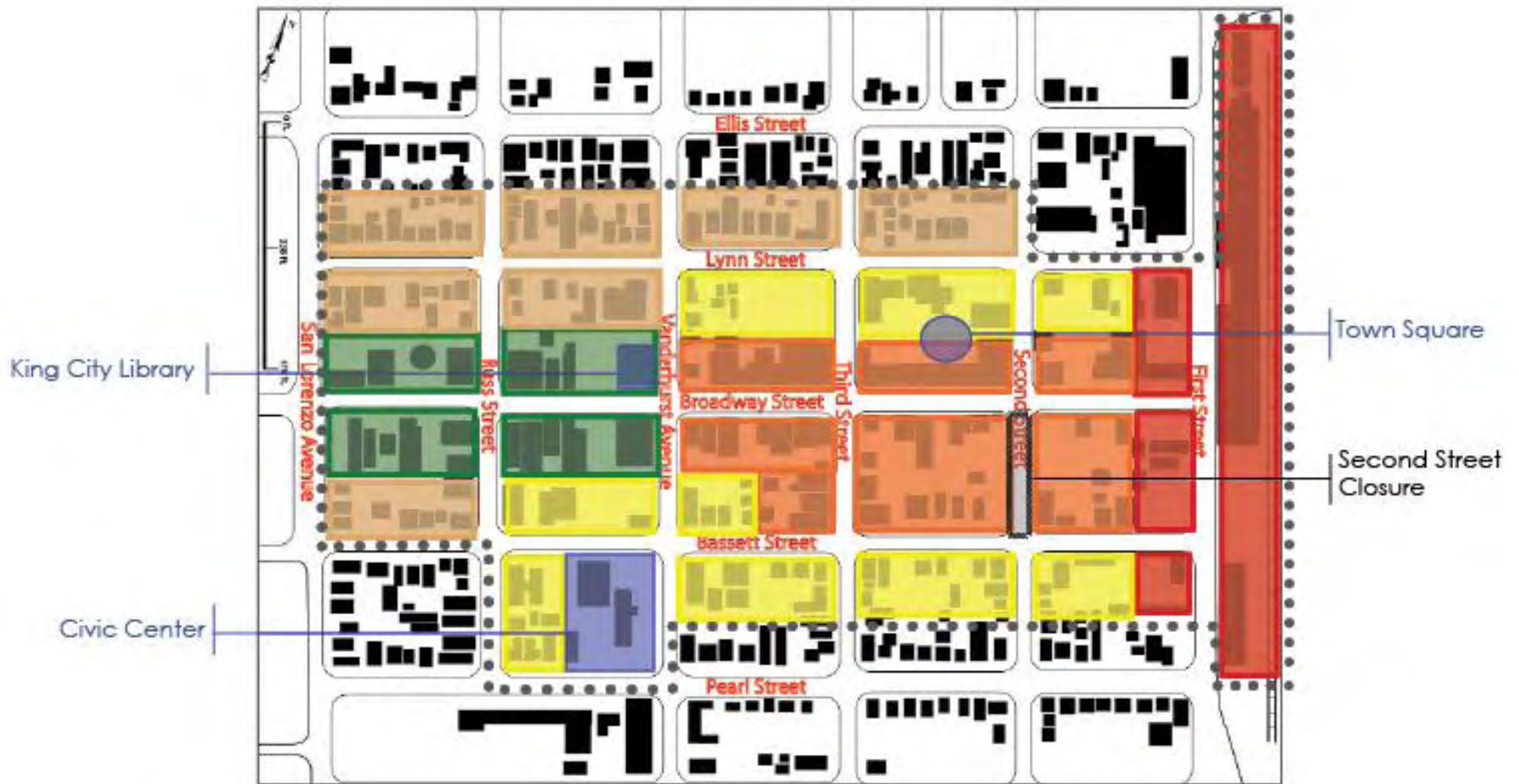


Legend

..... Plan Area

- Town Core
- Commercial
- Neighborhood General

City of King Historic Corridor Revitalization Plan  
 Workshop #2, September 23, 2009  
 Draft Concept Plan 2: *Optimal*



Legend

- Plan Area
- First Street Corridor
- Town Core
- Commercial
- Uptown
- Neighborhood General

# Next Steps

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	FY 2009						FY 2010					
	J	A	S	O	N	D	J	F	M	A	M	J
<b>Stakeholder Interviews</b>												
<b>Workshop #1</b>												
<b>Workshop #2</b>												
<b>Workshop #3</b>												
<b>Final Document</b>												

# Begin Visual Preference Survey