



## Historic Corridor Revitalization Plan Community Workshop #1: July 29, 2009, Results *Prepared | August 5, 2009*

### OVERVIEW

The City of King was recently awarded a CalTrans Environmental Justice Grant (Grant) for strategic planning for the City's historic downtown (Historic Corridor Revitalization Plan, HCRP). The HCRP will provide guidance and recommendations for enhancing business opportunities, jobs, shopping, streetscapes, and other community services and activities. A major component of the HCRP will include well-designed, appropriate civic improvements with a focus on transportation-streetscapes and development standards in the Historic Corridor.

A robust and inclusive public participation process will drive the preparation the HCRP. Community input is critical to creating a community vision that reflects the City's history and strengthens community identity.

The City conducted the first of three Community Workshops on July 29, 2009, at the City of King's City Hall. Individuals that participated in the one-on-one interview process earlier in the month were invited to attend the kick-off Community Workshop. In addition, flyers announcing the Community Workshop (Workshop) were placed in store fronts located in the Historic Corridor Revitalization Plan Area. In total, 23 community members attended the Workshop including the Mayor of the City of King, Jeff Pereira, and the Mayor Pro Tem, Susan Kleber.



From L to R: Susan Kleber, Mayor Pro Tem, John Baucke, and Jeff Pereira, Mayor. Doreen Liberto-Blank (far right), City of King Community Development Director, discusses the Historic Corridor Revitalization Plan project description.

## PRESENTATION & OUTLINE

The City presented a short powerpoint presentation to provide an overview of existing conditions for City of King. Copies of the presentation were offered at the door in Spanish and English.

The presentation provided an explanation of the Plan and background information on demographics, community services, and existing conditions to set the stage for public discussion.

After the presentation, the workshop participants broke out into four discussion groups for a facilitated discussion that lasted about 40 minutes. (See [Appendix A](#) for the facilitated discussion instrument.) Each discussion group was provided an aerial map of the City of King, tracing paper, note paper, pens and stickers. Once the group discussions were complete, time was allotted for each group reported back their findings to all participants.



Community Members listen to instructions for the breakout session after the presentation. From L to R: table 1, table 2, and table 3.

## TASKS OF THE WORKSHOP

The four discussion groups had three tasks:

1. Working with an aerial map of the Historic Corridor Area, the participants were asked to identify the boundary of the downtown area. After identifying the boundary, they were also asked to identify what should be preserved and what should be change in this area.
2. In a round table format, participants were also asked to discuss potential icons or branding that could distinguish the downtown from other regional towns.
3. Participants then discussed the future vision of what the historic downtown corridor could become.

## FINDINGS

The findings of the workshop were compiled via notes taken by the group discussion leaders and workshop meeting minutes. The results are as follows:

### Boundary

The Historic Corridor boundary includes Broadway Street from, First Street to San Lorenzo Avenue, and Ellis Street to Pearl Street. Some of the residential homes along Ellis Street and Pearl Street are included in the Historic Downtown Corridor.

### Enhance

- 300 block of Broadway (buildings like Reel Joy and Gas Station)
- First Street should be enhanced and developed as a gateway.
- Historic architectural buildings (make an inventory of historic structures)
- What is still here: repair, paint and spruce up.

### Change

<b>Existing condition</b>	<b>To....</b>
Black gates on store fronts	Develop new design standards for store fronts
Empty lot of Second Street and Broadway	Build a Community Center
Lack of night venues for adults	Create a wine bar or sports bar with a western theme
No medians on full stretch of Broadway	Install landscaped median on all of Broadway
Parking in front of business	Move parking in back of businesses
Parking requirements for business	Allow for new less stringent requirements.
Poor landscaping on First Street	Plant trees and more colorful landscaping for a more lively look
Poor lighting	Place energy efficient antique lampposts In the Historic Corridor
Streets only used for vehicle traffic	Create flex space for a farmers market and other events
Unidentified historic district	Establish a Business Improvement District pay for improvements

Other items that participants commented that they would like include in the Historic Corridor were the following:

- Internet cafes and antique markets
- Benches, signage, historic markers
- Hotel, senior living facilities, and three story housing with storefronts on bottom and residential units on top.

### Branding/Icons

The branding for the Historic Corridor should remind people of the City of King's great past. A Possible icon could be man on horseback signifying a cowboy or vaquero, or a crop exchange signifying the community working together.

Historic city tours can also be developed to include stops at the museums, historical buildings and gardens. They could be given on horse and carriages as part of a horse trail or as a paved walking tour. The City of King's connection to Steinbeck and its passenger Train Depot should also be highlighted as a part of this Historic City Tour.

The City of King could also create South County's Largest Farmers Market/Antique Market that includes a crop exchange and highlights its agricultural, ranching roots.

### Key Elements of a Downtown Vision

First, the, City of King needs to define what it means by, "historic." Then with this definition, the City of King's Historic Downtown Area should include clean business frontages with more landscaping along Broadway Avenue and First Street. Scenes that included cafés with chairs out front, wide clean, safe sidewalks with benches, trees and trash cans were mentioned. Also historical boundary markers blend in with the store fronts of a host of both Latin and Western themed shops selling unique items. It should have a welcoming feel that highlights its agricultural and ranching heritage.

## **CONCLUSION**

The (23) individuals who participated in the Workshop were generous with their time and input. Based on their input a vision statement was derived from the workshop by the Consultant Team.

### *Vision Statement*

*The City of King is colorful, safe, clean and interesting. It is a place for people of all ages and cultures to come and be entertained, welcomed and partake in the multi- cultural agricultural and ranching history.*

The first Workshop succeeded in providing a next step in community consensus. It also highlighted the need to more explicitly engage the Latino Community. This kick-off workshop provided substantive guiding principles to develop and present Plan alternatives at the next Workshop.

## **Contact**

Please contact Doreen Liberto-Blank, Community Development Director with any questions or comments regarding the interview analysis.

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Figure 5

## Appendix A



# **Facilitated Group Discussion Historic Corridor Revitalization Plan Workshop – July 29, 2009 (6:00 – 7:30)**

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Participants will break out into small, facilitated groups to share and discuss their ideas about the future.

### Group Materials

- Map (aerial with street names)
- Markers
- Tracing Paper
- Writing pads and pens

### Questions about Downtown Character (20 minute discussion)

1. What are the boundaries of historic downtown?
2. What areas of historic downtown should be preserved?
3. What areas of historic downtown should be changed?
4. What types of uses and/or services should be in the historic downtown?
5. How can the historic downtown be branded or marketed to draw people to it?
6. What kind and/or type of icons can the historic downtown use to represent its multi-cultural heritage?

### Vision Discussion (10 minutes)

1. What should the vision of historic downtown include?  
What are the key elements of that vision?