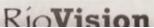
Rio**Vision**Coming Together

It Takes a Village.



Join fellow residents for an important Town Hall Meeting to share your vision for Rio Vista. This is your chance to be heard! What do you want to see in Downtown? What defines our Community? Is transportation a concern?









Rio Vista is potential affordable



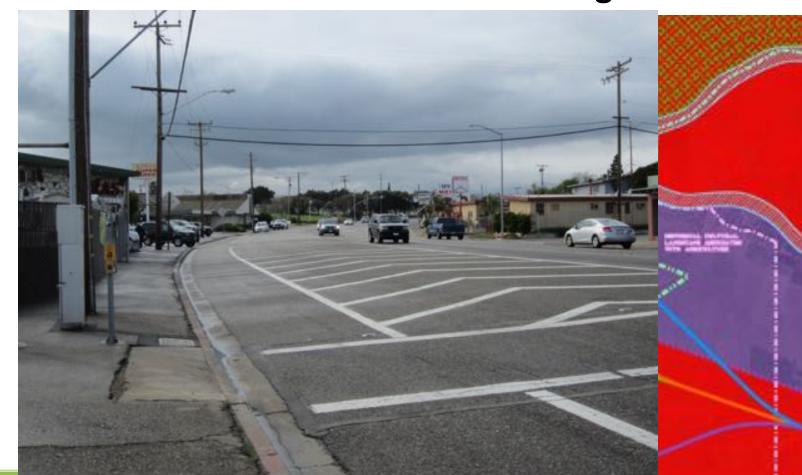




RioVision's Charge

1. SR-12 (alignment of the highway)

Movement or Movement and Placemaking



RioVision's Charge

1. SR-12: alignment, movement, placemaking

2. Revitalize downtown, waterfront, economy

- A coherent downtown
- Downtown First



RioVision's Charge

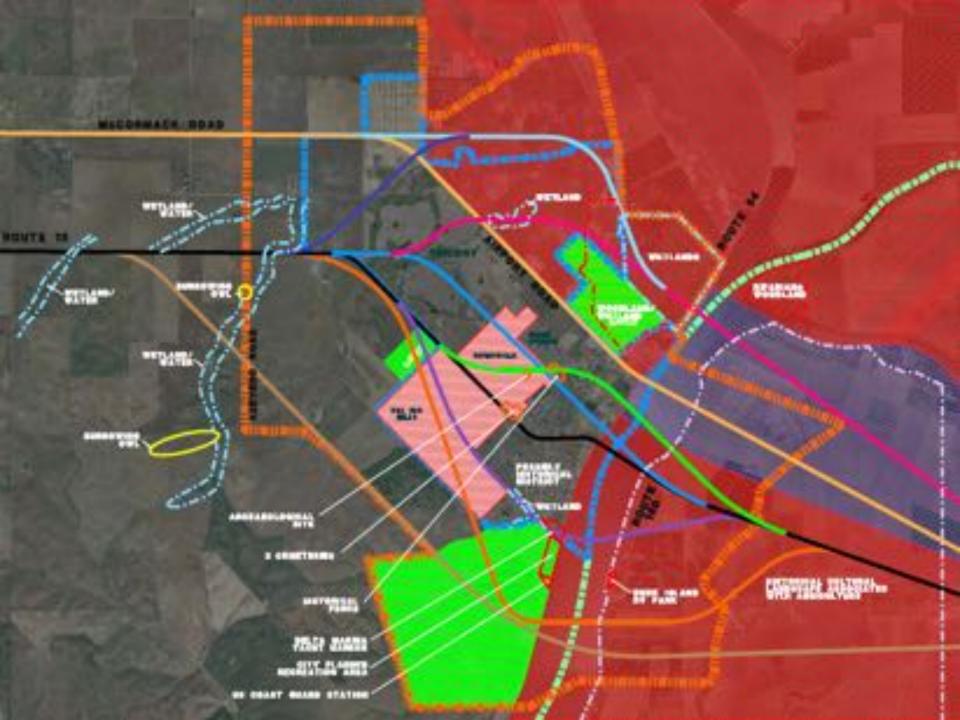
- 1. SR-12: alignment, movement, placemaking
- 2. Revitalize downtown, waterfront, economy
- 3. Build a single community and sense of place
 - Places of the Heart



Transportation

- 1. The Bridge
- 2. The Bridge
- 3. The Bridge
- 4. The Bridge
- 5. The Bridge































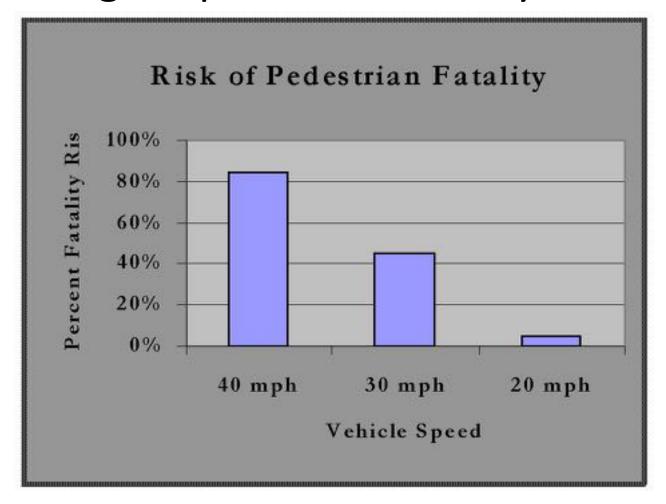








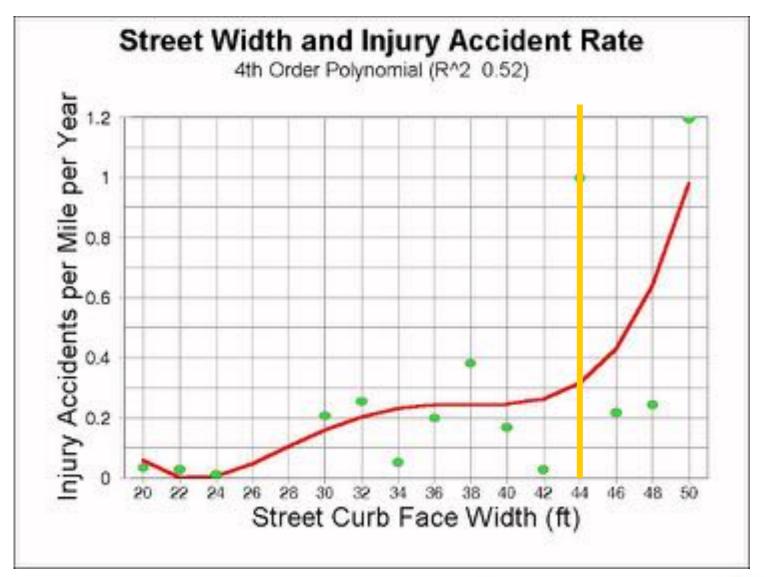
Planning for pedestrian safety: Principles



Leaf, W. and Preusser, D. Literature Review on Vehicle Travel Speeds and Pedestrian Injuries Among Selected Racial/Ethnic Groups, NHTSA (USA), 1999.



Wide Streets Are Less Safe





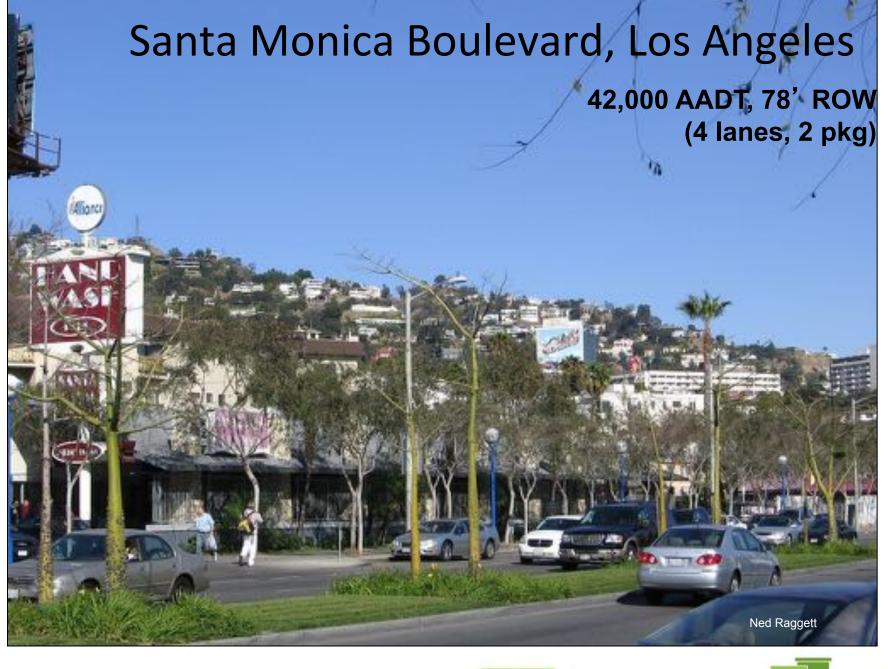
The Embarcadero, San Francisco

52,000 AADT, 185' ROW

(4 lanes, 2 pkg, 2 bike lanes, and transitway)

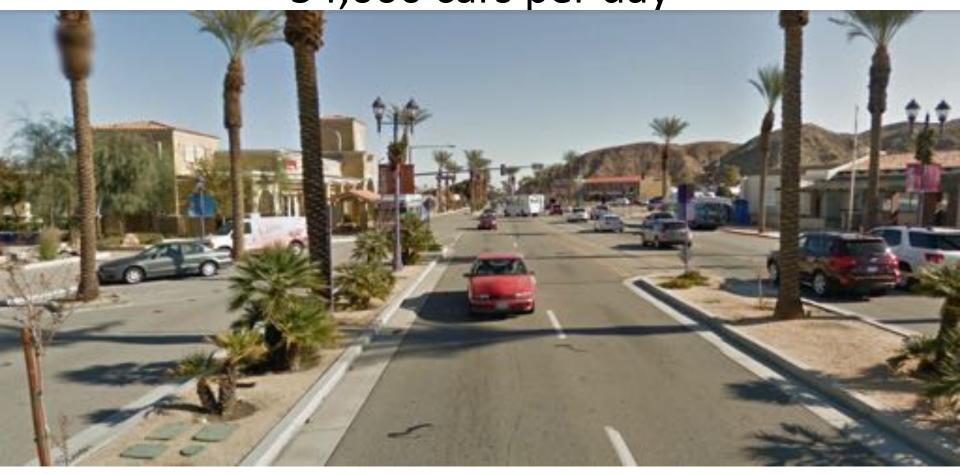








Route 111, Cathedral City, CA 54,000 cars per day



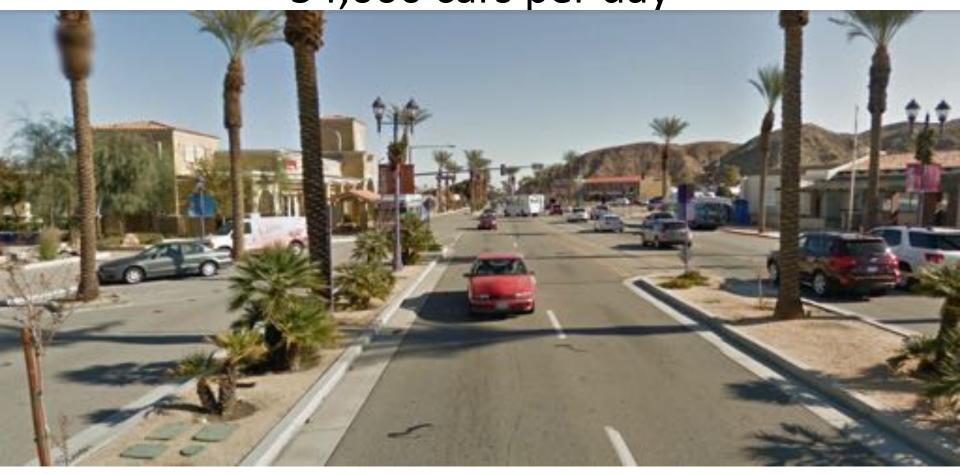




The street configuration along the downtrees core segment installed to stimulate desired development feature protected angled parking and size moving traffic separated from the central fact larger.



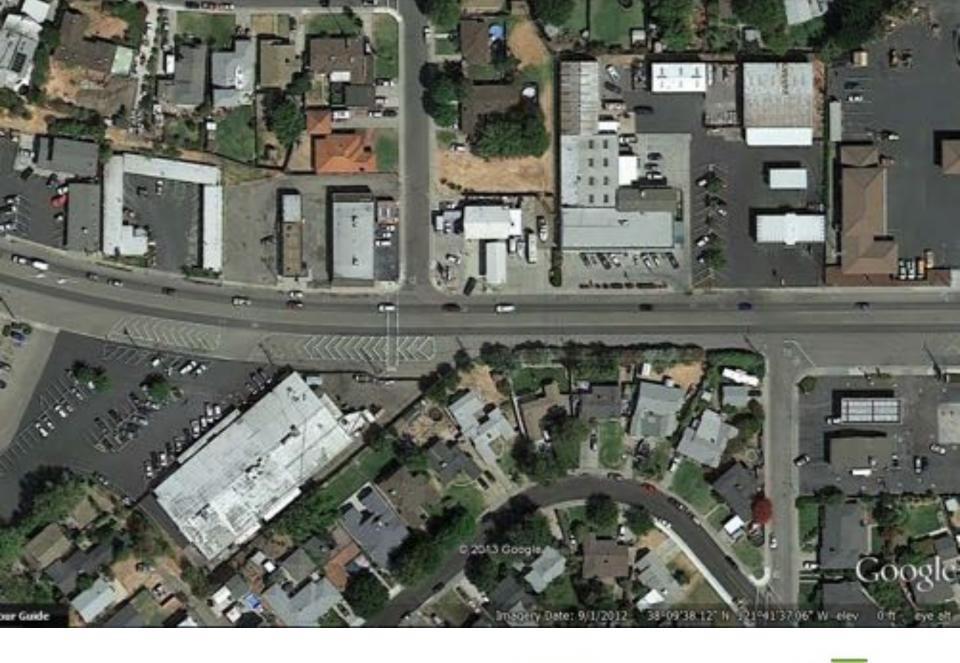
Route 111, Cathedral City, CA 54,000 cars per day





















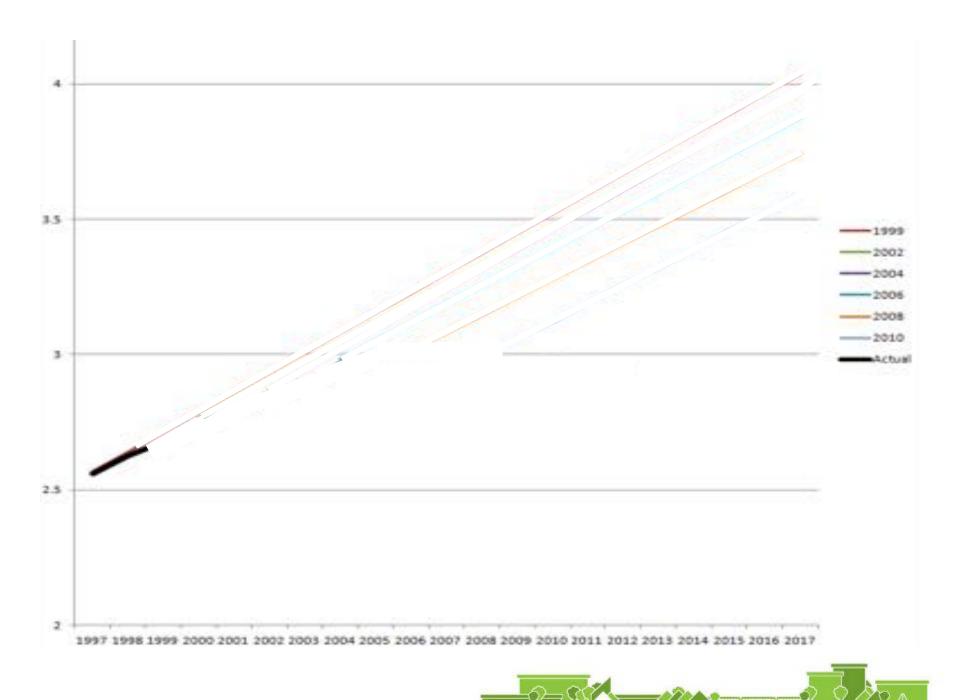


Location		2008 Existing Volumes (1)		2030 Forecasted Volumes (2) (No Project) vph		2030 Forecasted Volumes (2) (Mid-Level Bridge) vph		2030 Forecasted Volumes (2) (High-Level Bridge)	
		AM	PM	AM	PM	AM	PM	AM	PM
SR 12 SR 113 to	EB	20,000 cars per day		30,000 cars per day		45,000 cars per day		55,000 cars per day	
Summerset	WB								
SR 12 Summerset to Church Rd	EB								
	WB								
SR 12 Church Rd to Main St	EB								
	WB								
SR 12 Main to River Rd	EB								
	WB								
SR 12 River Rd to SR 160	EB								
	WB								

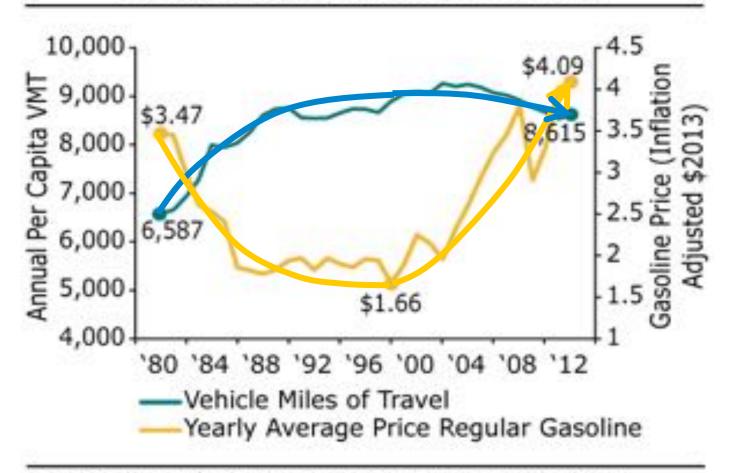
⁽¹⁾ Source: Caltrans 2008 AADT and OTM32420 Peak Hour Volume Data, 05/14/2009

⁽²⁾ Source: City of Fairfield, Traffic Forecast Model, March, 2008.





Per Capita Vehicle Miles of Travel and Price of Gasoline, California, 1980-2012

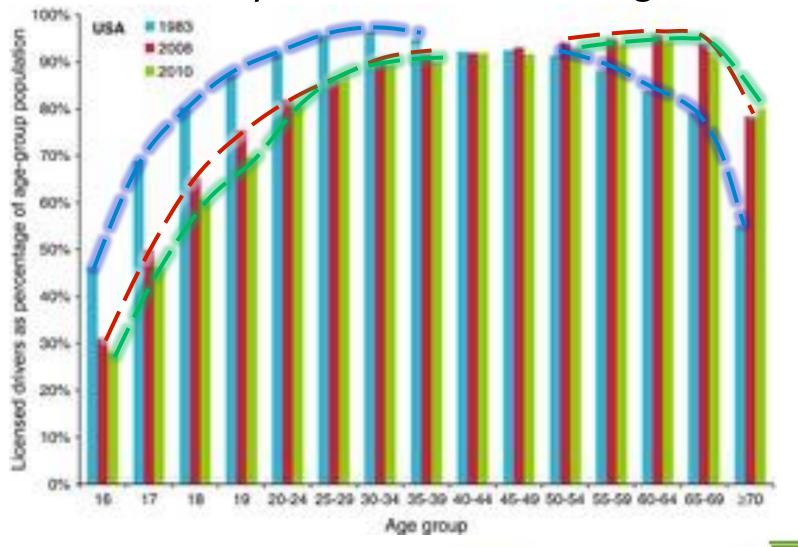


Data Sources: U.S. Department of Transportation; California Department of Finance; California Energy Commission





Fewer Millenials are Getting Drivers Licenses Baby Boomers Are Walking

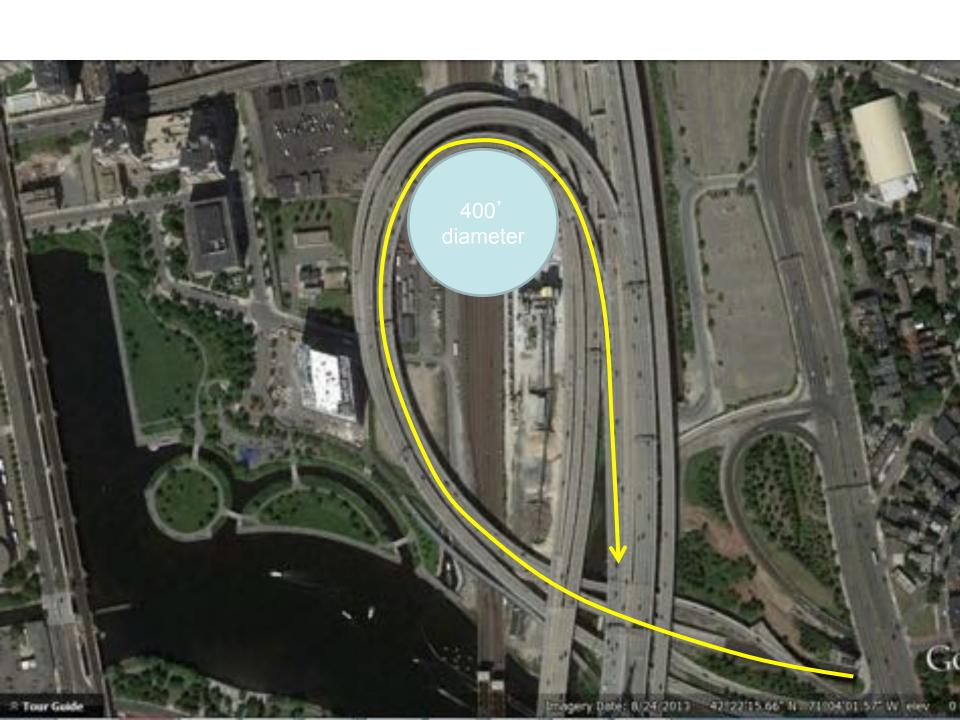


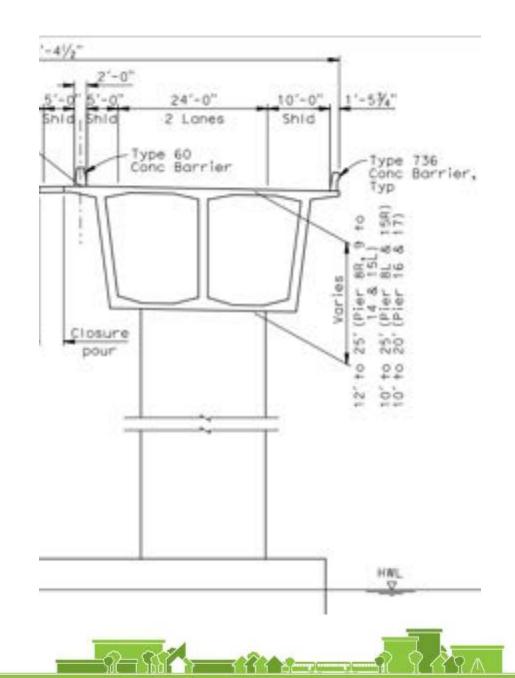


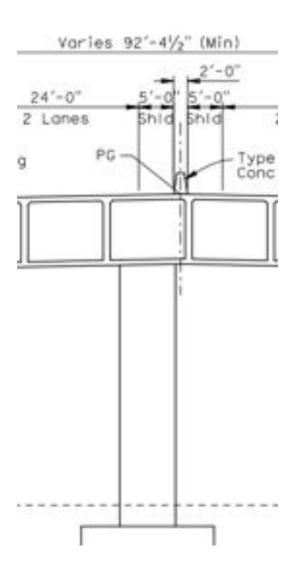


















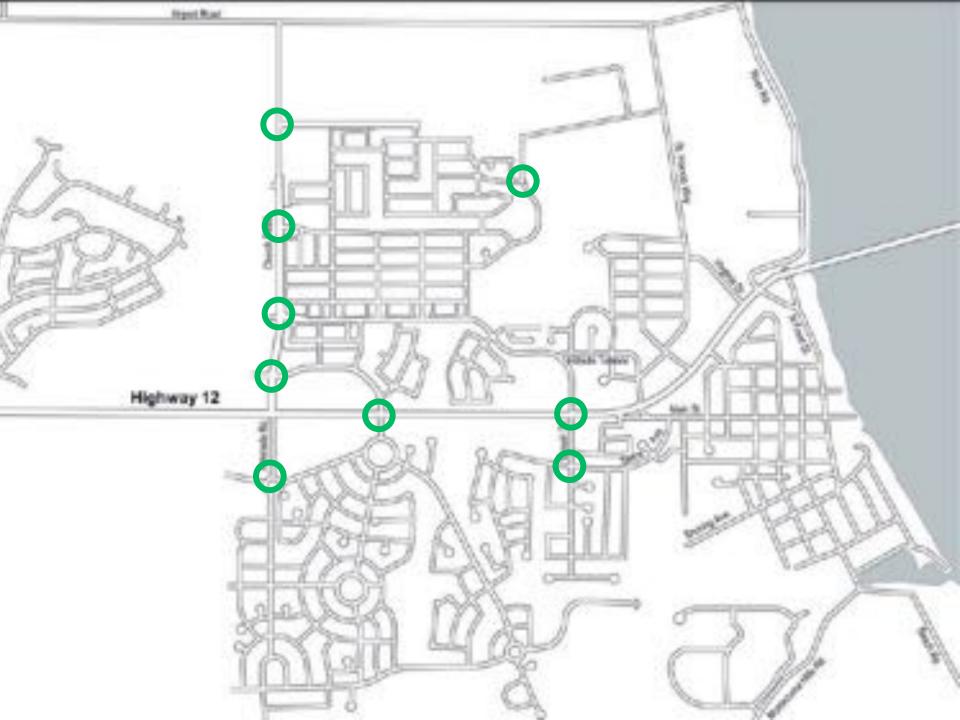




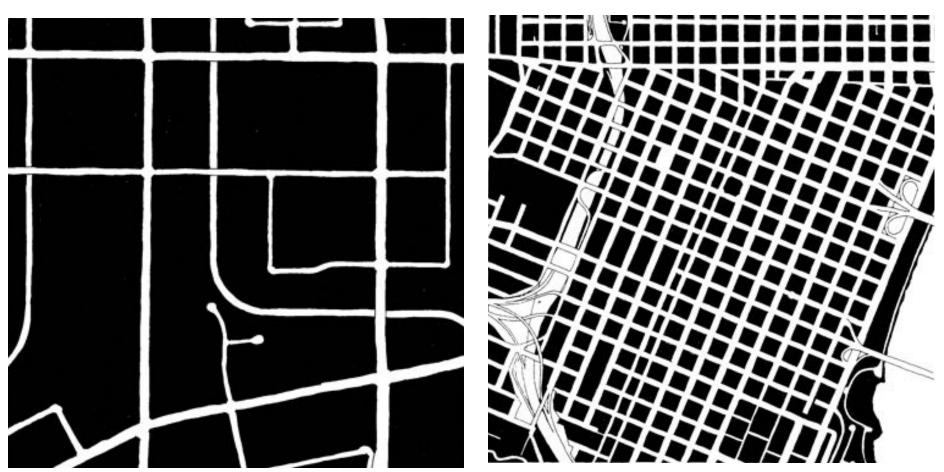








One Square Mile



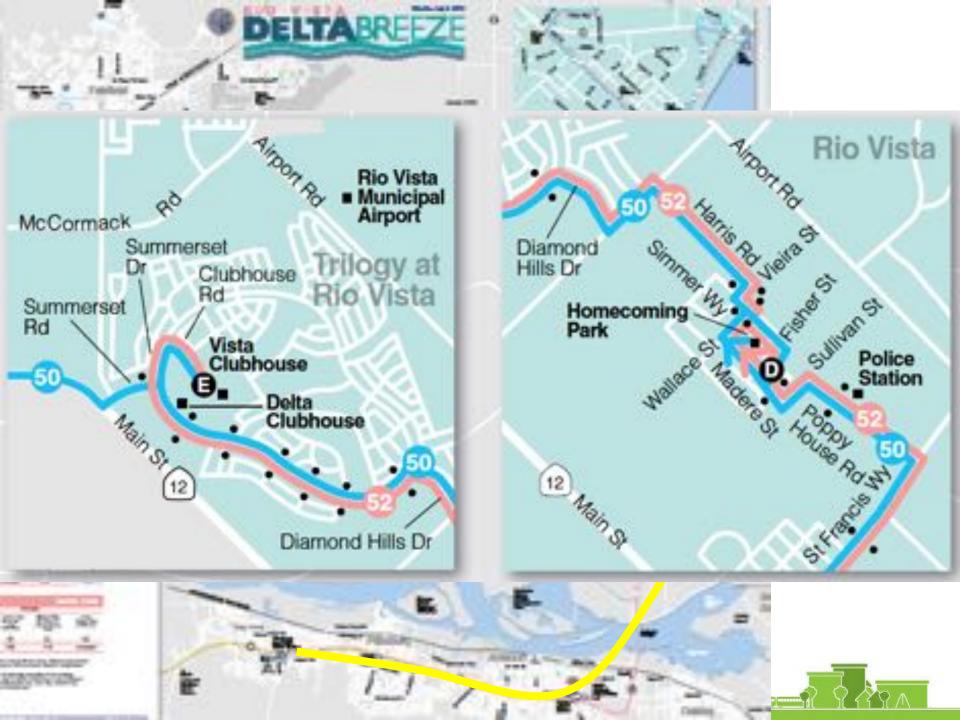
One Square Mile, Contemporary development pattern, Irvine, CA One Square Mile, Traditional development pattern, Portland Of

(Jacobs, Allan, Great Streets, MIT Press, Cambridge, MA)









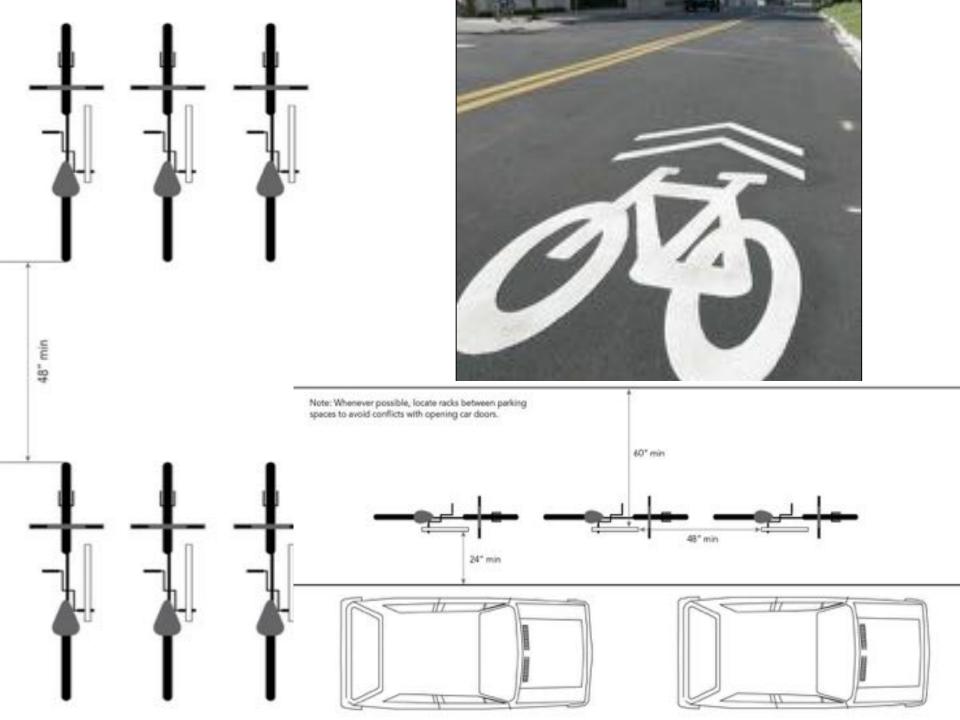


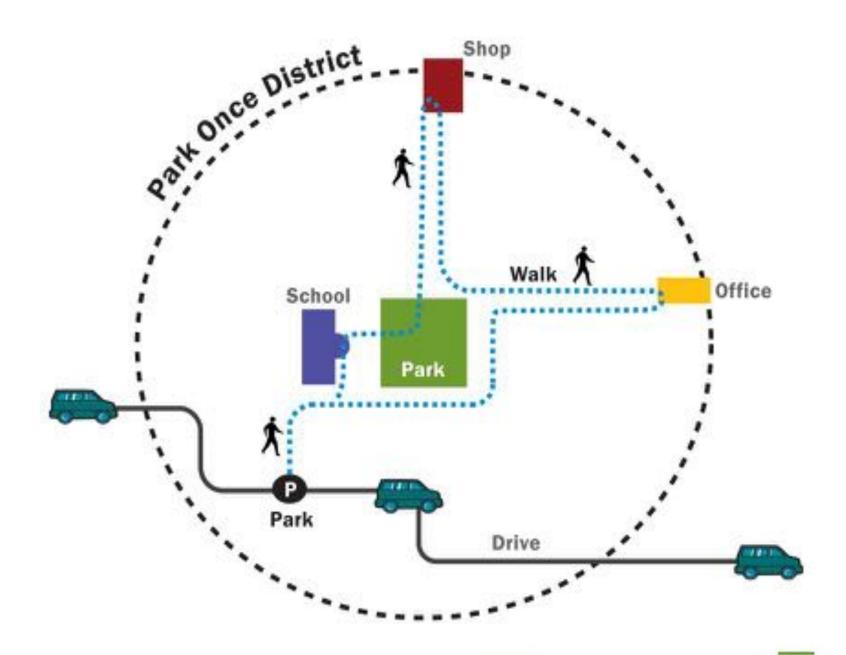


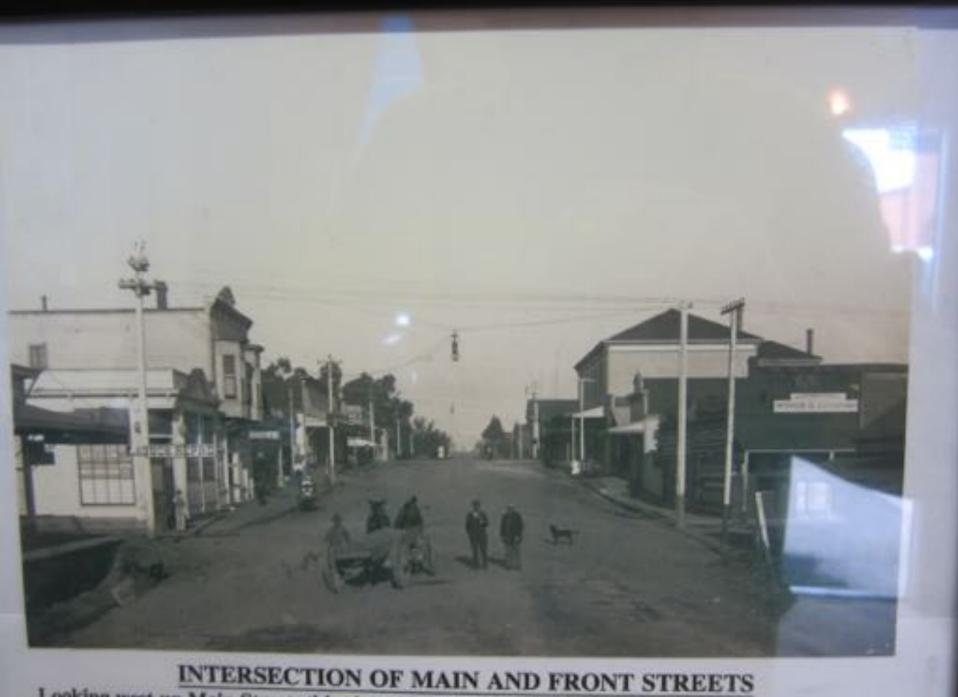
2006 Bridge to Beach Proposed Trail/2007 Waterfront Specific Plan Trail 2001 Rio Vista General Plan Proposed Trails and Bikeways

2011 Parks Master Plan Proposed Primary Trail System









Looking west up Main Street, this circa 1910 view of downtown, shows at the left. The Cobweb

A Vision of Downtown and its Waterfront

"The lack of resources is no longer an excuse not to act. The idea that action should only be taken after all the answers and the resources have been found is a sure recipe for paralysis. The planning of a city is a process that allows for corrections; [do not think]...that planning can be done only after every possible variable has been controlled."

Jaime Lerner, Architect, urbanist, former mayor of Curitiba, Brazil







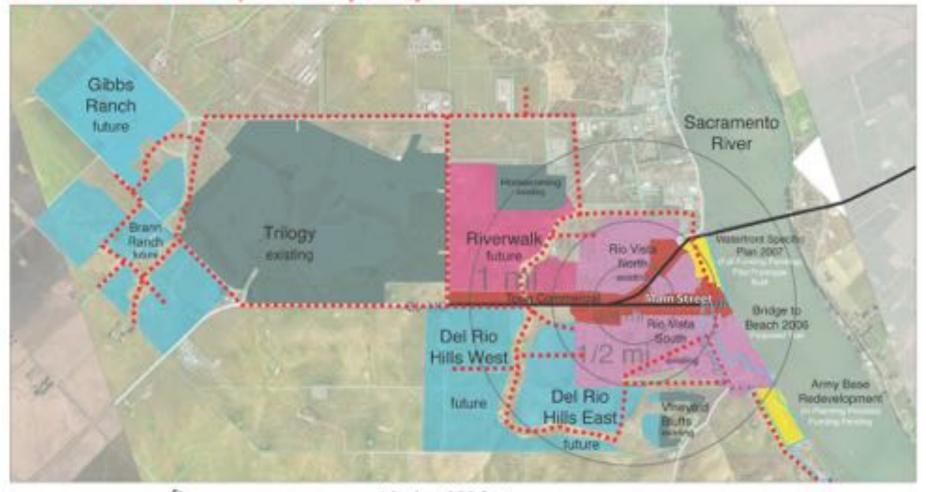




2006 Bridge to Beach Proposed Trail/2007 Waterfront Specific Plan Trail

2001 Rio Vista General Plan Proposed Trails and Bikeways

2011 Parks Master Plan Proposed Primary Trail System









Key Rio Vista Urban Design Principles

Small moves.

Waterfront access.

Build on the strengths.

Leverage city owned land.

Identity.

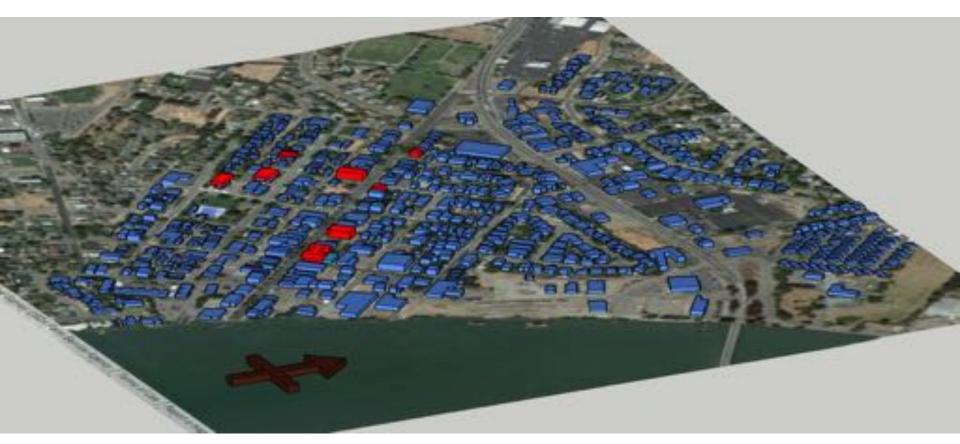
Intergenerational Programming.

Design Matters.

Time.



A Rich History





















ITS ALL ABOUT THE RIVER X



Y A

ITS ALL ABOUT THE RIVER X















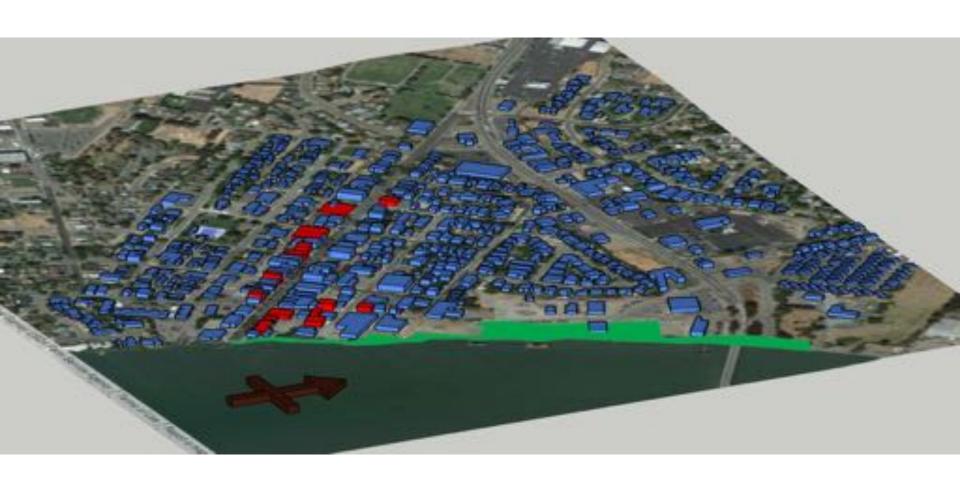








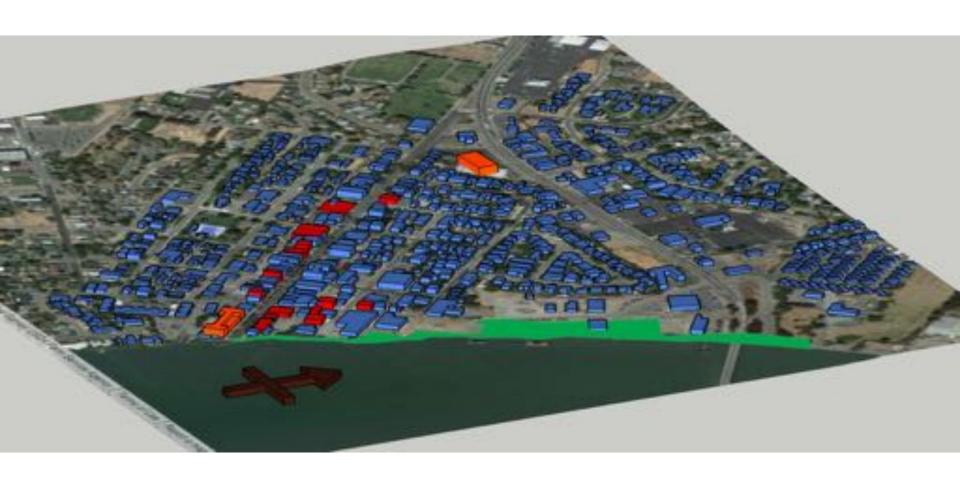












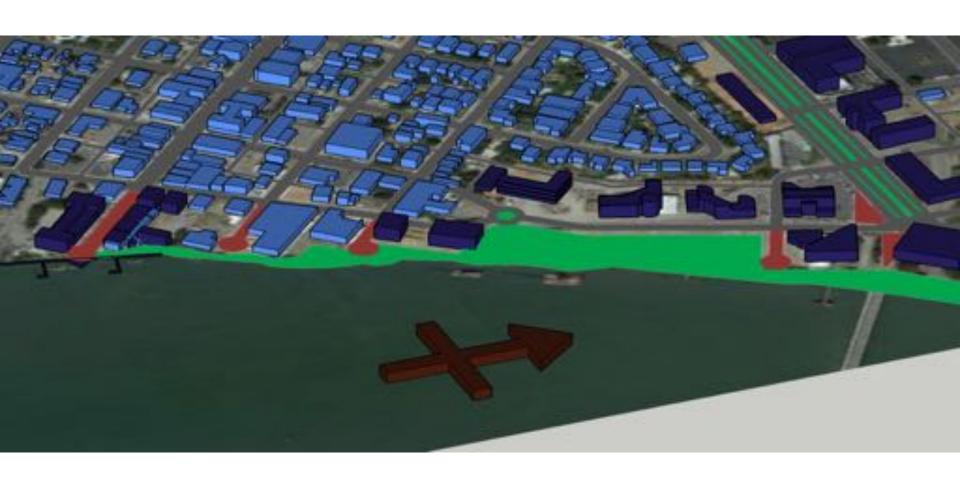




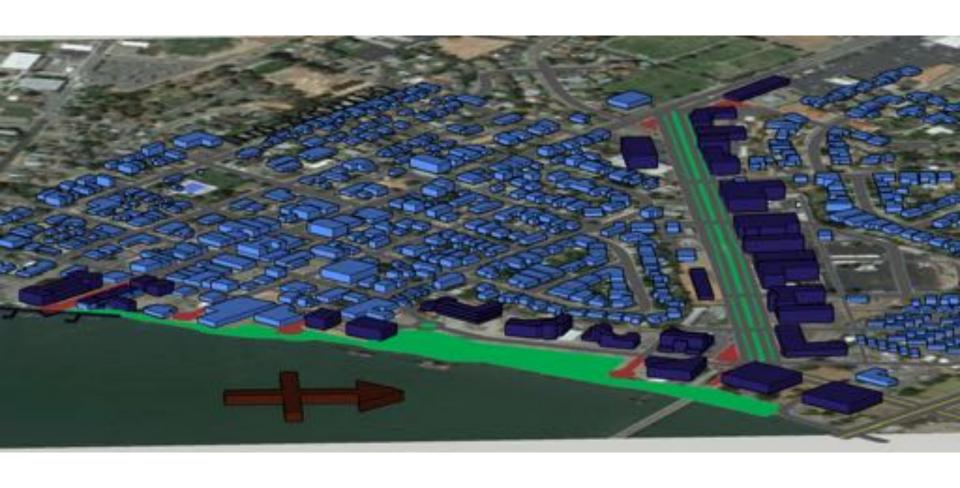


















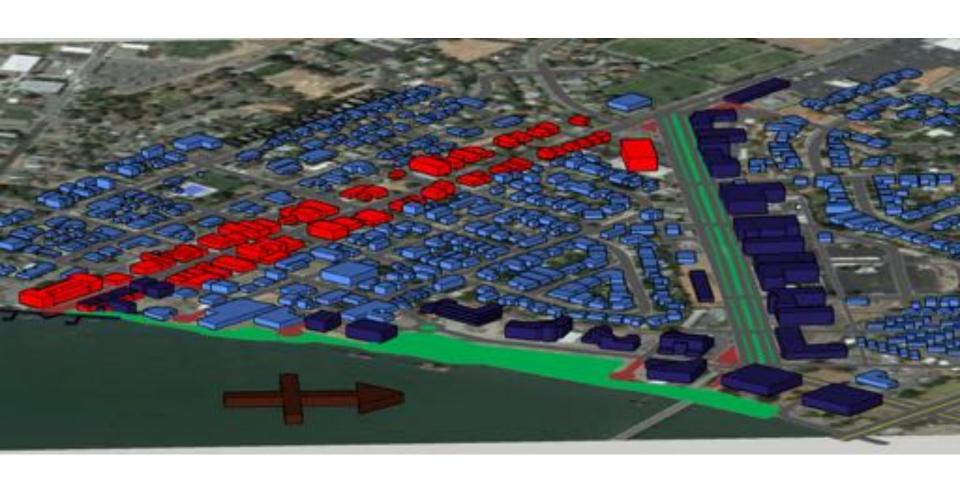
The Riverfront Park Because It Is All About The River













Urban Design consists of two very important tasks:

- 1. Find a way to preserve and protect everything that really matters.
- 2. Put the tools and policies in place to replace the stuff that doesn't matter with things that will.

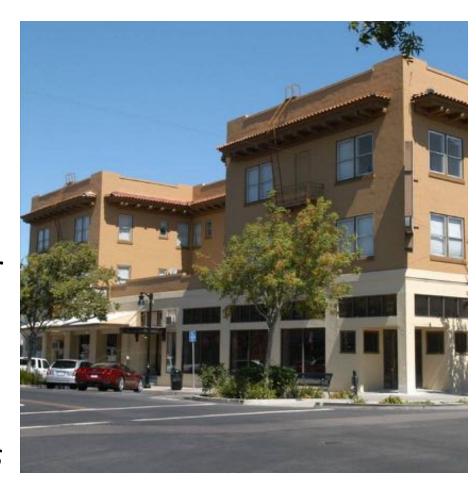






"There is a quality even meaner than outright ugliness or disorder, and this meaner quality is the dishonest mask of pretended order, achieved by ignoring or suppressing the real order that is struggling to exist and to be served."

~ Jane Jacobs





Why would I lead off with such a quote?

This deals with the importance of:

- 1. Uniqueness
- 2. Sense of Place
- 3. Being Genuine





Rio Vista is:

- Eclectic / Random
 (like a Patchwork Quilt)
- 2. Good Bones
- 3. A Few Jewels
- 4. Optimistic
- 5. Struggling





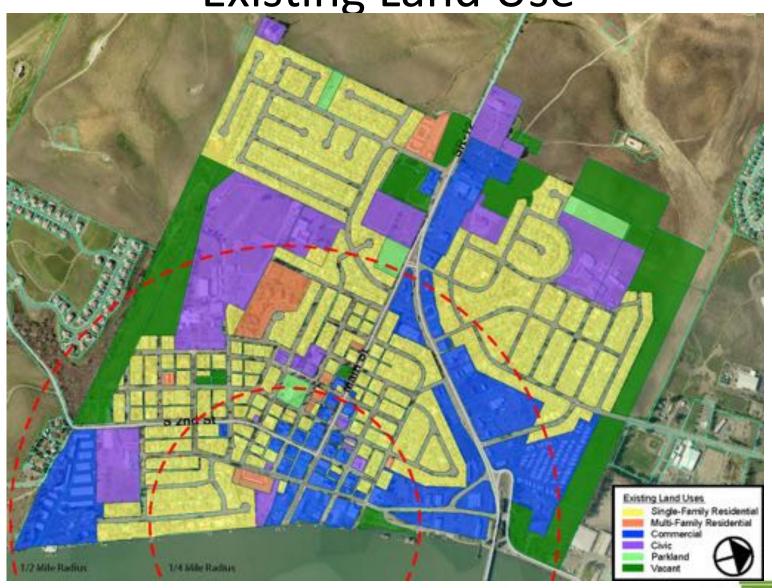
Framework relies on Regulations

Regulations Must Produce The Best Results!

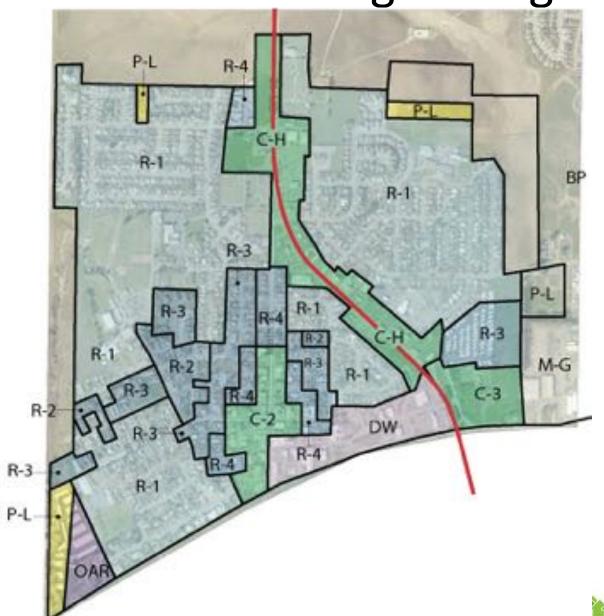
- 1. Focus on your CORE (Downtown First)
- 2. Do No Harm (don't mess up!)
- 3. Don't Over Regulate (only regulate the stuff that really matters)



Existing Land Use



Existing Zoning



Framework: The Public Realm

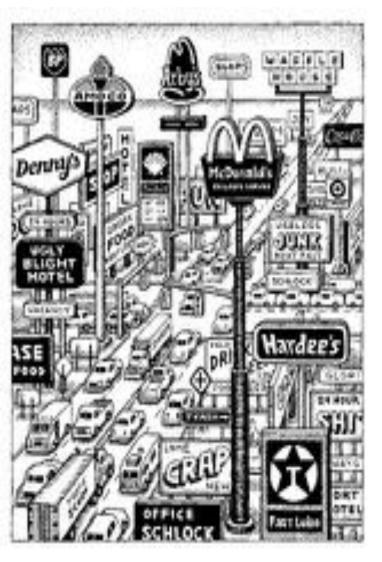


Hannah Arendt, The Human Condition

"The public realm, as the common world, gathers us together and yet prevents our falling over each other, so to speak. What makes mass society so difficult to bear is not the number of people involved, or at least not primarily, but the fact that the world between them has lost its power to gather them together, to relate and separate them."



Framework: Zoning



Look at what you've got; Look at what works; Then ask yourself:

Can we replicate this in other parts of the City? Or can we prevent someone from doing something that we know we won't like?

If the answer to either question is "no" then your code is not adequate



Framework: Zoning

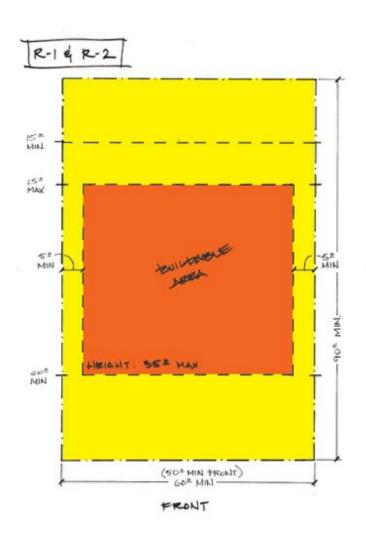
Zoning Code has some issues:

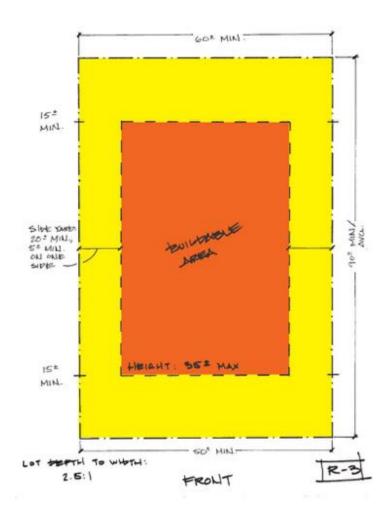
Allowed v. Conditional Use Setbacks (v. Build To Lines) Building Heights Parking Street Standards





Framework: Zoning







Framework: Streets

Street Standards do not adequately embrace "Complete Streets"

- 1. Cars
- 2. Bicycles
- 3. Pedestrians





Framework: Parking

The Parking Standards are very "Suburban"

1. Revise Standards for Sub-Urban Areas

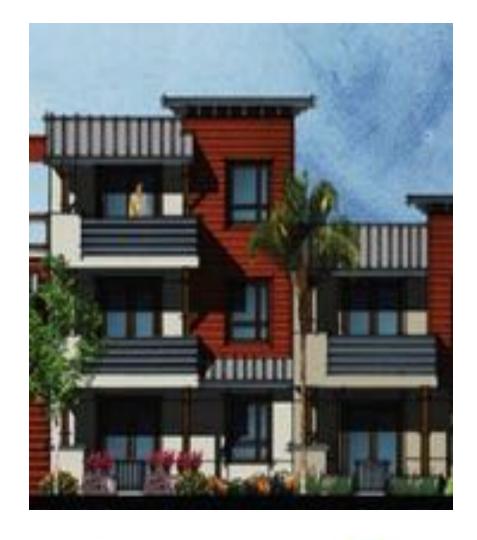
2. Eliminate Parking Requirements for Urban Area





Framework: Design

Without design review, there is no assurance that the height, massing and scale of a building will be compatible with its surroundings. There is also no assurance that the architectural design and detailing will respect the context and spirit of the community.





Framework: Recommendations

It is our recommendation that the current Zoning Ordinance be replaced with a hybrid form-based or formoriented code in conjunction with comprehensive thoroughfare standards. These new codes should be accompanied by a welldefined approval process that includes public input and a design review component.





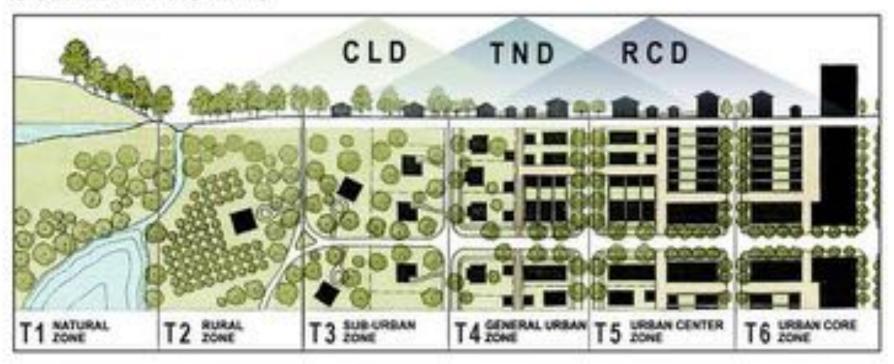
Framework: Options

- Keep the existing zoning categories and overall approach, but change at least some portion of virtually every aspect of the code.
- 2. Utilize an overlay zoning ordinance that supersedes the various underlying zoning categories for a larger area.
- 3. Adopt a modern traditional Euclidean zoning code that enhances the best of every neighbourhood while focusing less on use and excessive setbacks and more on a simplified scheme to preserve the essential character of that neighbourhood.
- 4. Adopt a transect based code. These designations are based on intensity of use, not land use type.



Form Based Codes: The Transect

THE TRANSECT AND COMMUNITY UNITS

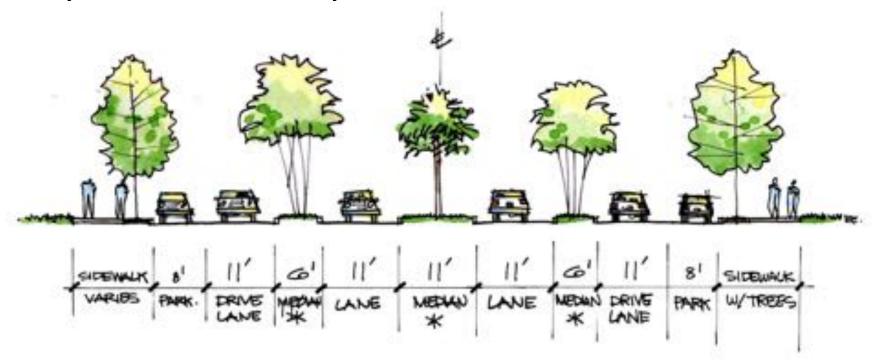


Know where you are and build that way.



Framework: Streets

"Think of a city and what comes to mind? Its streets. If a city's streets look interesting, the city looks interesting; if they look dull, the city looks dull." ~ Jane Jacobs

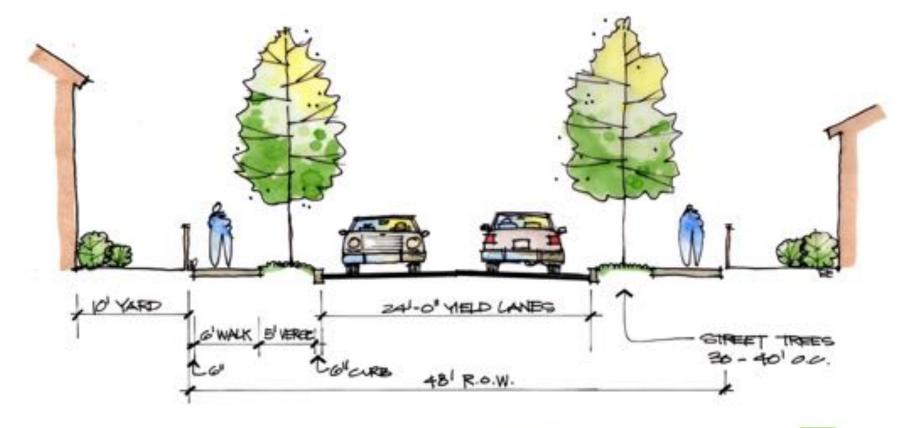


* INCLUDES CURB



Framework: Streets

"Forget the damned motor car and build the cities for lovers and friends." ~ Lewis Mumford





Waterfront Development



Precedents from Charleston, SC















Partnerships for Progress

Choosing to take the plunge





Stairway to Implementation

- Vision for downtown and waterfront
- Aligned land use and building codes
- Know market realities but don't get boxed in future can be different
- Recognize shared risks and benefits
- Form funding tool kit leverages more \$
- Pro-actively seek partners public/private
- Identify strategic sites/phasing

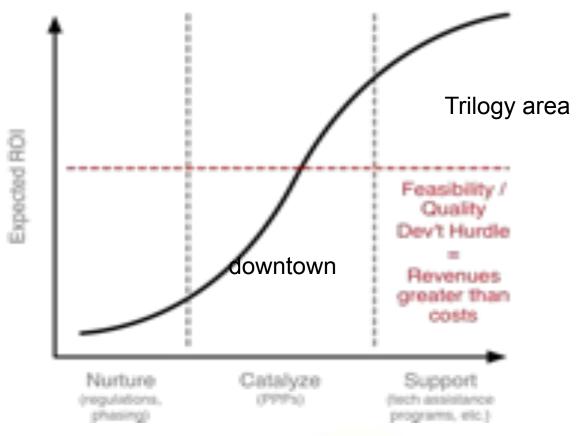


Rio Vista Market Realities

- Growing population weighted toward seniors
- Household income increasing
- Housing costs lower than state and region, and vacancy rate is low
- Commercial rents are low, downtown vacancy rate high
- New construction costs are up
- Current downtown rents can't support market financed new commercial construction

Framework for Public Investment

Feasibility curve





Public Investment: Risks/Fears

- Project won't deliver on all promises
- Catalytic impact won't be enough to ignite other development
- Project is doable without public investment
- Public resources needed elsewhere
- Impact on taxpayers



Public Investment: Benefits/Attributes

- Provide publicly desired services/amenities
- Influence type, timing, quality of development
- Increase tax base (property and sales)
- Attract new residents, business, jobs, visitors
- Retain current residents, business, jobs
- Push the market: new comps, higher rents
- Enhance area's image and experience



WTF





Funding Buckets and What are They Good For?

- Other People's Public Money
- Locally Controlled Sources
- Mostly New Kids on the Block



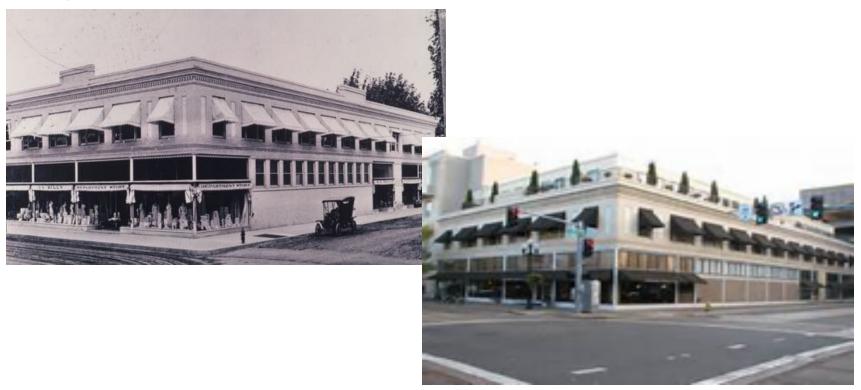
Other People's Public Money

- Historic Tax Credits
- Low Income Housing Tax Credits
- 501c3 Tax exempt bonds
- Community Development Block Grants/ Section 108
- Small Business Administration 7a Loans



Historic Tax Credits

Eugene's Downtown Athletic Club





Low Income Housing Tax Credits

Mountain View



North Main Village, Milwaukie, OR



CDBG/HUD 108

Adaptive Re-use - Eugene, OR



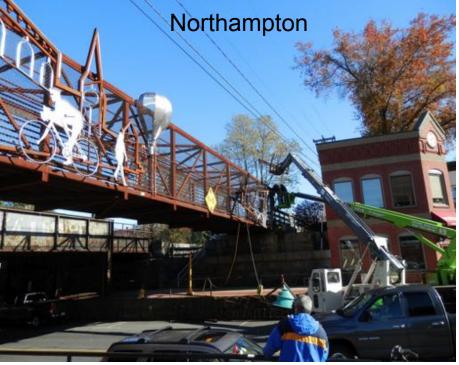


Locally Controlled Sources

- Business Improvement District
- Community Reinvestment Act
- Mello Roos Betterment Districts
- Property tax abatements historic/affordable housing
- Land Swaps
- Rio Vista Foundation
- Single Purpose Public Corporation
- Fee Reductions or Waivers

Business Improvement Districts







Land Swaps

- Falk Park: Milwaukee Insurance Co Swap
- Public park got 75 acres; Company 50 acres





Single Purpose Public Corporations

- Vancouver, WA Conference Hotel
- Esther Short Park





Mostly New Kids on the Block

- Port Authority
- Crowd Funding
- Community Based Real Estate Investment Trust



Port Authorities

• Port of Ridgefield, WA Port of St Helens, OR







Crowd Funding





Fishing for Funding: Keepers or Release





"The only thing we know about the future is that it will be different."

"[And] The best way to predict the future is to create it," said Peter Drucker about strategy.

Strategy is about creating your own future.























Power. Advance. Community. Commerce. Shared prosperity.



What's the story?

There's so much right outside your door ...

























How do we get there from here?

- Some downtown Rio Vista businesses are thriving and others are struggling.
- Heritage buildings require more than just a face-lift, vacancy rates are climbing.

It is time to develop a long-term sustainable plan for downtown Rio Vista.



 Low rental rates created from low traffic counts and an oversupply of retail.

 Those low rental rates can attract business people without a plan for success.

Landlords are forced to keep rents low.

 Landlords are left with less rental income to put into necessary building improvements.



- •We recommend strengthening RioVision to be the lead organization that will address Economic Restructuring, Design, Promotions and Organization.
- Economic Restructuring addresses workforce development, Trade Market Analysis and a Pitch Packet to be used to recruit new businesses to Rio Vista.
- Design develops a cohesive and welcoming City design, including a wayfinding sign system, streetscape, complete streets walkability, location of bike racks, community gardens and improved access to the waterfront.
- Promotions amplifies promotion of the city as tourism and investment destination. Branding, marketing, website development, social media, and events are in this workplan for Rio Vista.
- The Organization Committee develops resources to build a strong organization. This includes volunteer recruitment and prospecting for investors in the organization.



- The importance of creating a sense of place identifying a downtown's uniqueness cannot be overstated.
- We recommend a Trade Market Analysis to document data that can be used by <u>existing</u> <u>businesses</u> to adapt their marketing and operating strategies.
- •This data can be used to identify potential business <u>expansion</u> opportunities and attract <u>new</u> retail stores, restaurants and other businesses.



Can do. Get it done.

A strong downtown will be a magnet for savvy businesses. It will entice people to move downtown and gain the amenities of a well planned, safe, pedestrian-friendly rural community.





You have the power to create Rio Vista's future.

Moving Forward: Timing is Everything

- Quick start- Lighter, quicker, cheaper (LQC)
- Seed or catalytic projects
- Medium and long term



Moving Forward: Accountability

- RioVision
- City
 - Performance plans: City Manager, DPW/
 Community Development, Planner
 - Time: City Council and Planning Commission
- Community
 - Service clubs
 - Volunteers



Make it a Happening Place





RioVision: Coming Together www.aia.org/liv_rudat_list

