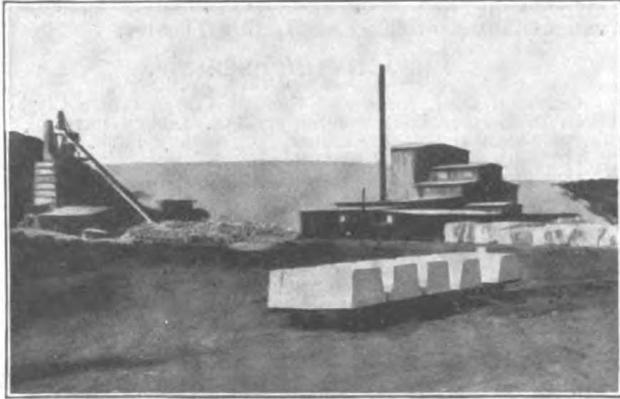


SAND CITY VIBRANCY PLAN

Sand City's West End and South of Tioga districts have been primarily industrial since the area was first developed in the early 1900s. The City's former sand mining operations were abandoned in the 1980s and the two regional shopping centers were



THE MONTEREY SAND-LIME BRICK PLANT.

built. Now the City is looking to bring new life into the West End and South of Tioga Districts. To guide this transition, the City is creating a Vibrancy Plan, the vision of which is...

vibrant, livable and sustainable West End and South of Tioga districts attracting and transitioning to a mixture of land uses, with new residential opportunities, distinctive places, and a prosperous, resilient and welcoming community

The Vibrancy Plan will cover a variety of topics to address a gradual transition towards more lively uses within the districts.

Land Use

The City's General Plan calls for a transition to a more vibrant and active street scene within the Vibrancy Plan Area. Desired uses will engage residents and visitors, and involve or encourage shopping, dining, entertainment, and other interactive pursuits. The entire Vibrancy Plan Area

is not anticipated to transition to these uses; but rather these types of uses should be concentrated in a manner that provides the critical mass necessary for collective success. As an adjunct, the resident population and the business population should be increased to create a larger customer base during daytime and nighttime hours.



Economic Development

The economic condition of the Vibrancy Plan Area is strong, but the business mix within the area is not aligned with the vision of the General Plan. The City is endeavoring to catalyze a transition to a strong economic base that includes the established artist community, community engaging land uses as discussed above, and revitalization or replacement of older less aesthetically endowed buildings.

Affordability and Displacement

A natural outcome of successful revitalization will be increased pressure on real estate values, which will elevate prices and result in too-high costs or displacement for some residents, artists, and businesses that currently benefit from the relatively lower costs within the Vibrancy Plan Area. Transitioning away from certain types of

business, in favor of other types, will also result in displacement of some existing businesses over time. The Vibrancy Plan will include approaches to reduce adverse effects from increased costs and displacement.

Circulation and Parking

The Vibrancy Plan will address parking, which is short on many parcels, and the zoning requirements for off-street parking, which tend to inhibit new retail and entertainment businesses that would draw a regular stream of customers.



Difficult to distinguish routes and conditions for bicyclists and pedestrians will be addressed .

Streetscape and Aesthetics

Streetscape and aesthetic improvements will be made to better engage residents and visitors within the Vibrancy Plan Area. Changes to the public realm and public private interface that attract the interest of passers-by will encourage residents and visitors to linger, patronize businesses, and enjoy their time within the Vibrancy Plan Area .



Attracting Visitors and Business

Ultimately the Vibrancy Plan will attract visitors and new businesses to the Vibrancy Plan Area. The Vibrancy Plan will provide a strategy for most effectively drawing both.

Public Participation

The City welcomes your participation in developing this plan. A public design workshop will be held on October 10th and additional information on the plan is available on the City's website (www.sandcity.org). The draft plan will be available for public review prior to consideration by the City Council. Your input is always welcome!