

Revitalizing Broadway – Placerville's Hidden Gem

A Project for Civic Lab Year 2

What is Civic Lab?

- Civic Lab is a regional program sponsored by the Sacramento Area Council of Governments that aims to address issues of regional importance through action at the local level
- Year-long process, with monthly day-long meetings
- Makes resources available for focused discussions with
 - Financiers
 - Developers
 - Architects
 - Planners
 - Peers

Civic Lab Year

- The focus is on the revitalization of older commercial areas, once vibrant areas of commerce and the lifeblood of a community, but that now may need to reinvent themselves to better accommodate a changing commercial market place.
- Broadway seemed a perfect candidate
- Other cities participating in Civic Lab:
 - Yuba City
 - Isleton
 - Rancho Cordova
 - Sacramento
 - Elk Grove
 - Loomis

The Broadway Team

- Wendy Thomas - Former Mayor and Commercial Property Owner
- Cleve Morris - City Manager
- Pierre Rivas - City Development Services Department Director
- Mickey Kaiserman - local businessman and member of the Placerville Economic Advisory Committee
- John Clerici - Former Placerville City Councilmember & Landlord

Our Objective

- Explore ways to re-imagine, re-energize, and generally improve the commercial and residential climate and viability of the Broadway corridor.
- Match willing property owners with the resources needed to “fix-up” their commercial properties
- Determine the possibilities of increasing the stock of affordable housing through mixed use development
- Create a sense of place, while providing the kinds of “experiences” today's purchasers want

We Are Not...

Redevelopment!

Why are we doing this?

The Challenge on Broadway:

Underutilized commercial and residential properties on Broadway fail to maximize either their retail potential or provide relevant housing options within our commercial core. Furthermore, property owners aren't technically or financially poised to deal with the changing retail and housing landscape, and the City of Placerville doesn't have the resources or incentives in place to facilitate a transition to higher and better uses.

Where we are right now

- 3 Civic Lab Workshops to date:
 - Homework #1: Corridor Analysis – Walking audit and data collection
 - What we know – Community survey
 - What works well
 - What needs improvement
 - Site visit and user interviews
 - In Person and on-line
 - Homework #2: Housing Analysis – Interviews with area experts
 - Essential data on housing in the corridor
 - Current condition of existing stock
 - Zoning and general plan designations
 - Planned Capacity

Where we are going

Identify a Pilot Project that addresses our problem statement and meets our vision statement:

With resources for a pilot project, we would retain professional services to develop a feasibility study for specific underutilized sites with the goal of gaining...

1. Conceptual drawings for targeted properties to help owners envision possibilities
2. Financial analysis of improvements
3. Identify financial tools and lending options
4. ROI analysis
5. Creation of a cohesive streetscape plan for the corridor

What are the possibilities?

- Pictures that say a thousand words...

Auburn, CA

Elm Avenue and High Street – Current View



Auburn, CA

Elm Avenue and High Street



Auburn, CA

Elm Avenue and High Street



Live Oak, CA

Live Oak Boulevard – Current View



Live Oak, CA

Live Oak Boulevard



Live Oak, CA

Live Oak Boulevard



Live Oak, CA

Live Oak Boulevard



Questions?

