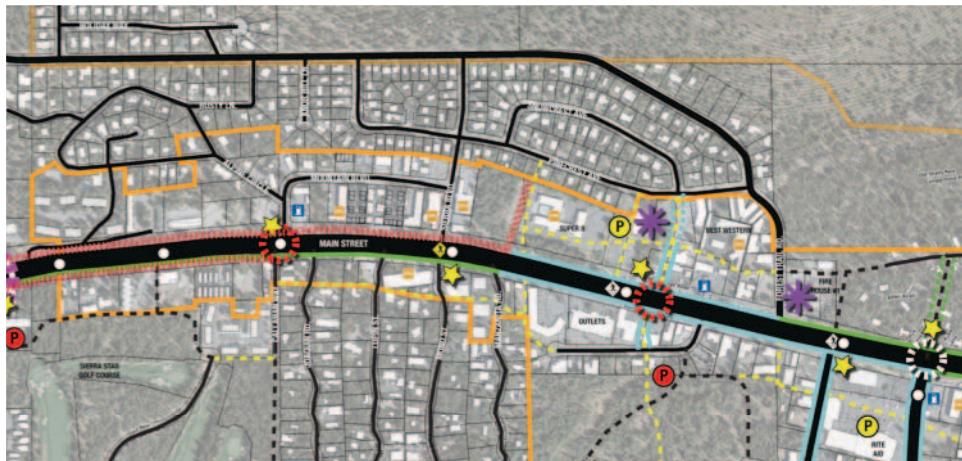


MAMMOTH LAKES MAIN STREET PLAN

Shaping the Future of Downtown & Main Street

What We've Learned
Where We're Going

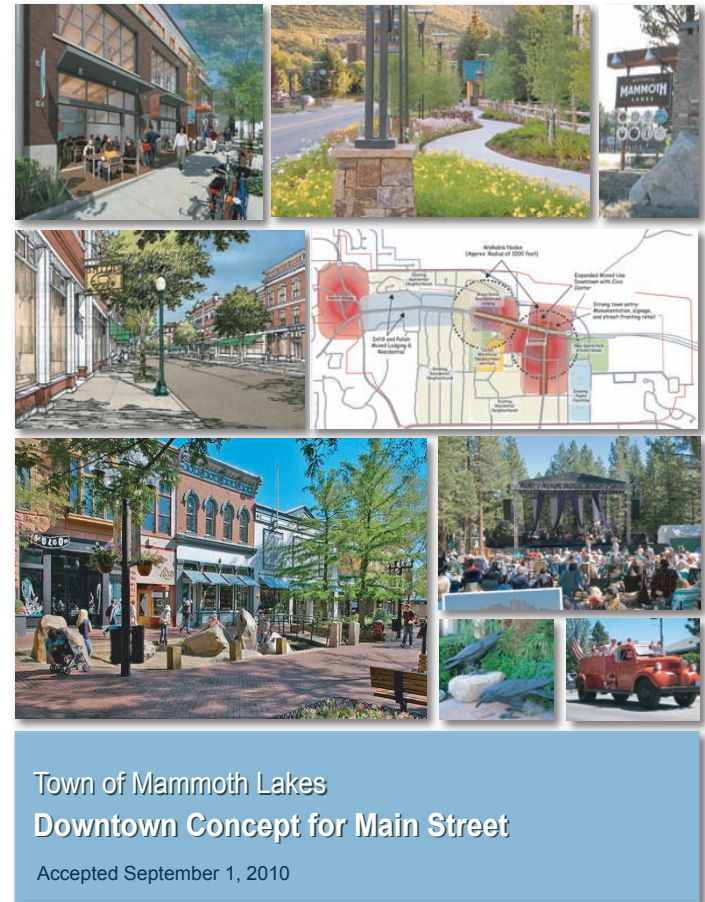
APRIL 4, 2013



WHAT IS THIS PROJECT ABOUT?

- **Creating a Center for the Community of Mammoth Lakes**
- **Revitalizing Main Street as Part of a Town-wide Revitalization Strategy**

THIS IMPLEMENTATION PLAN IS
FUNDED BY A GRANT FROM
CALTRANS



MAIN STREET PLAN – APRIL 4, 2013

WHAT DID WE HEAR THIS WEEK?

- **Opportunities**
 - Improved community image
 - Civic spaces and cycle facilities
 - Views and sun on the north side
- **Concerns**
 - Cost
 - Timing
 - Adjacent Neighborhoods
 - Snow



MAIN STREET PLAN – APRIL 4, 2013

WHAT DID WE HEAR THIS WEEK?



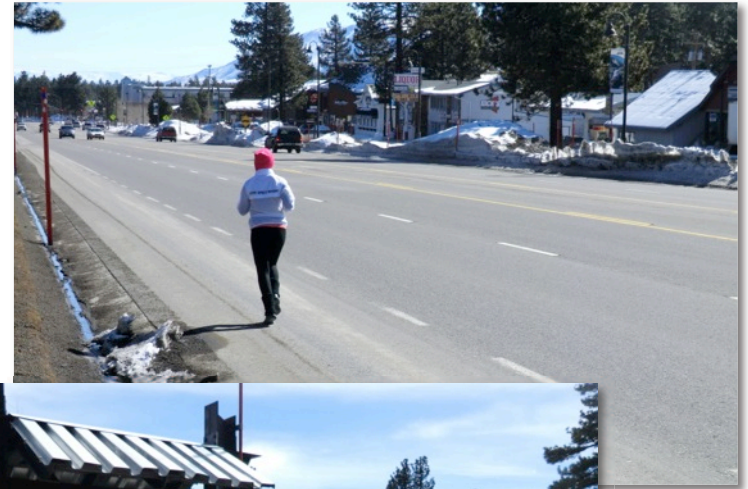
WHAT DID WE ACCOMPLISH THIS WEEK?

- **Learned About Opportunities and Constraints**
- **Refined Design Concepts**
- **Estimated Basic Costs**
- **Developed a Preliminary Approach for Financing**
- **Developed Preliminary Phasing Ideas**



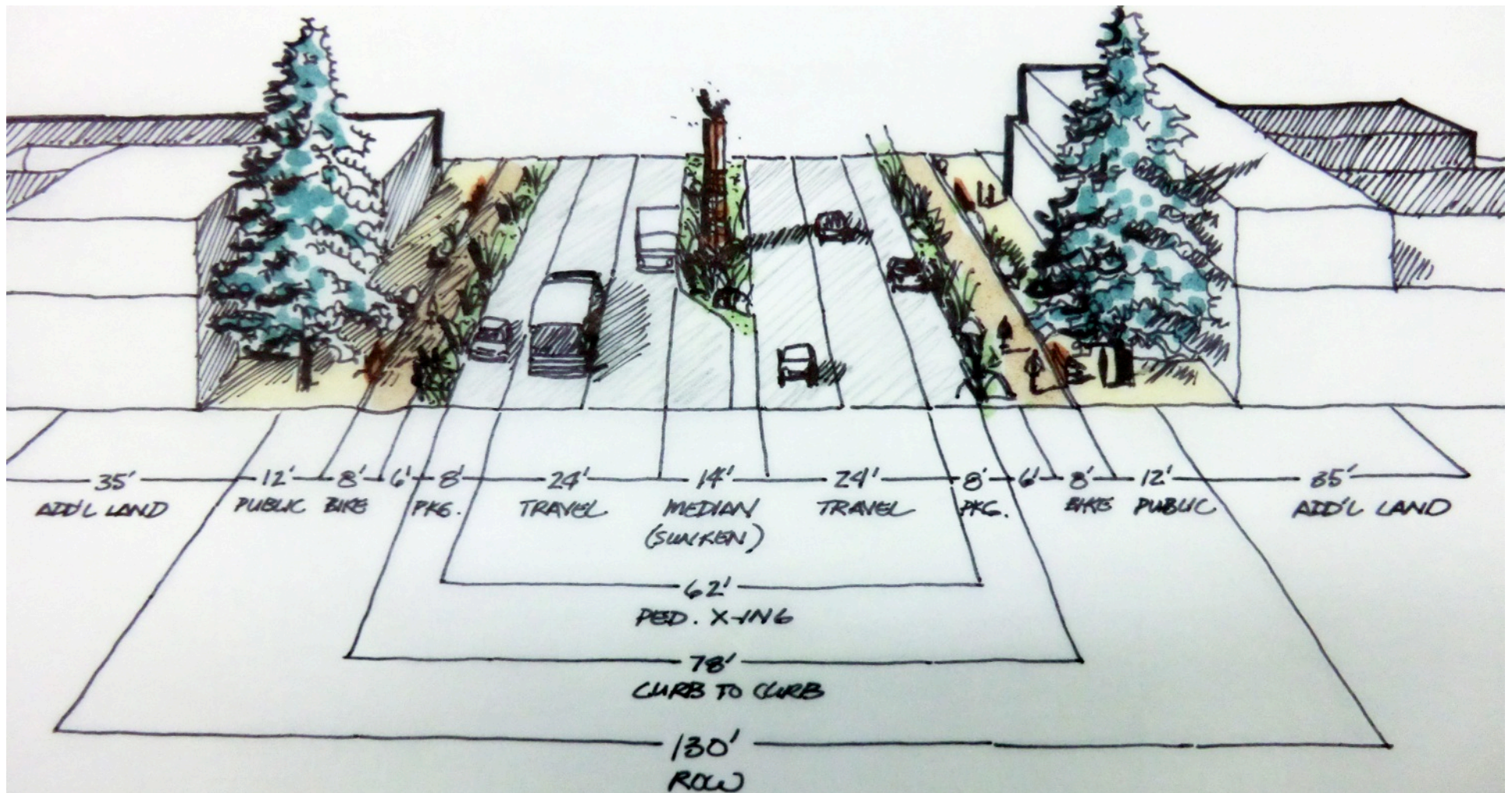
TONIGHT'S PRESENTATION

- **Public Realm Refinements**
 - Street
 - Cycle/Sidewalk
 - Costs
- **Concepts for Private Redevelopment**
- **Implementation**
 - Public Sector
 - Private Improvements
 - Maintenance

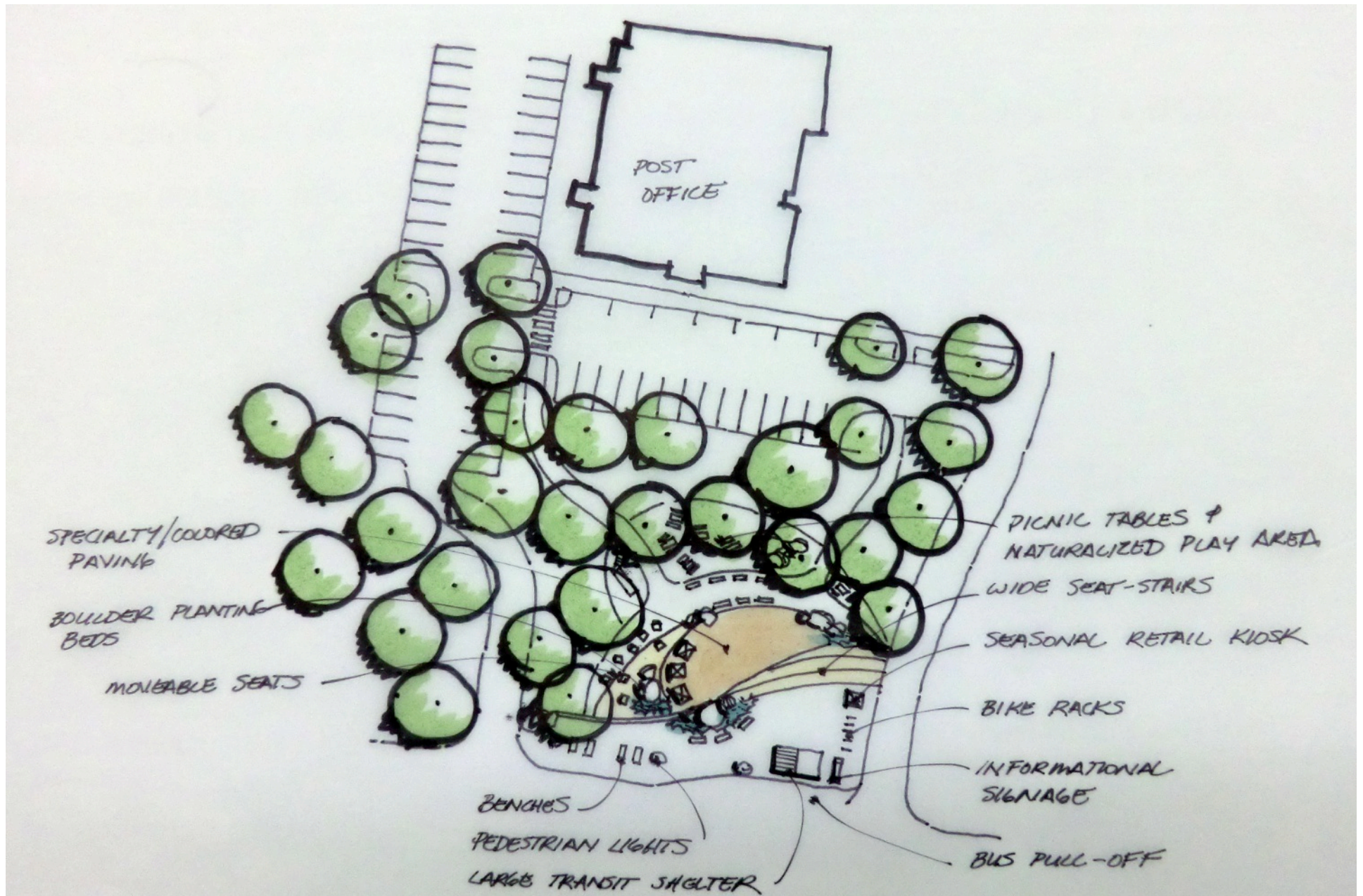


MAIN STREET PLAN – APRIL 4, 2013

PUBLIC REALM: PREFERRED STREET DESIGN

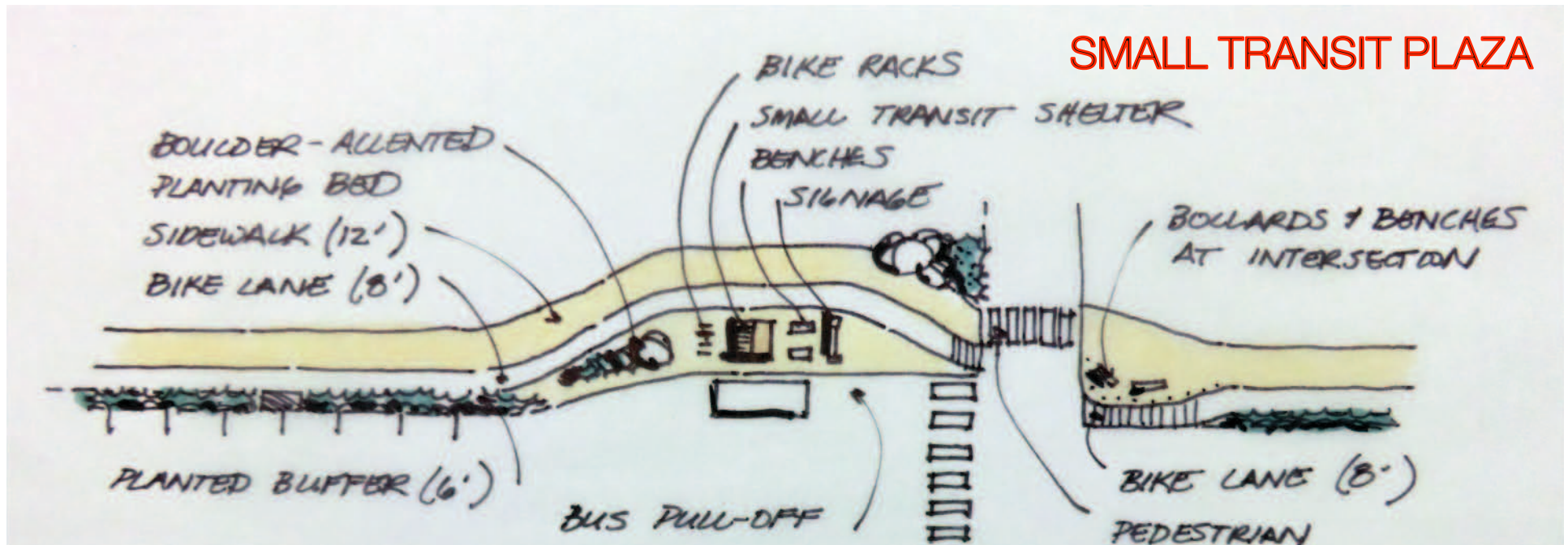


PUBLIC REALM: CIVIC SPACES

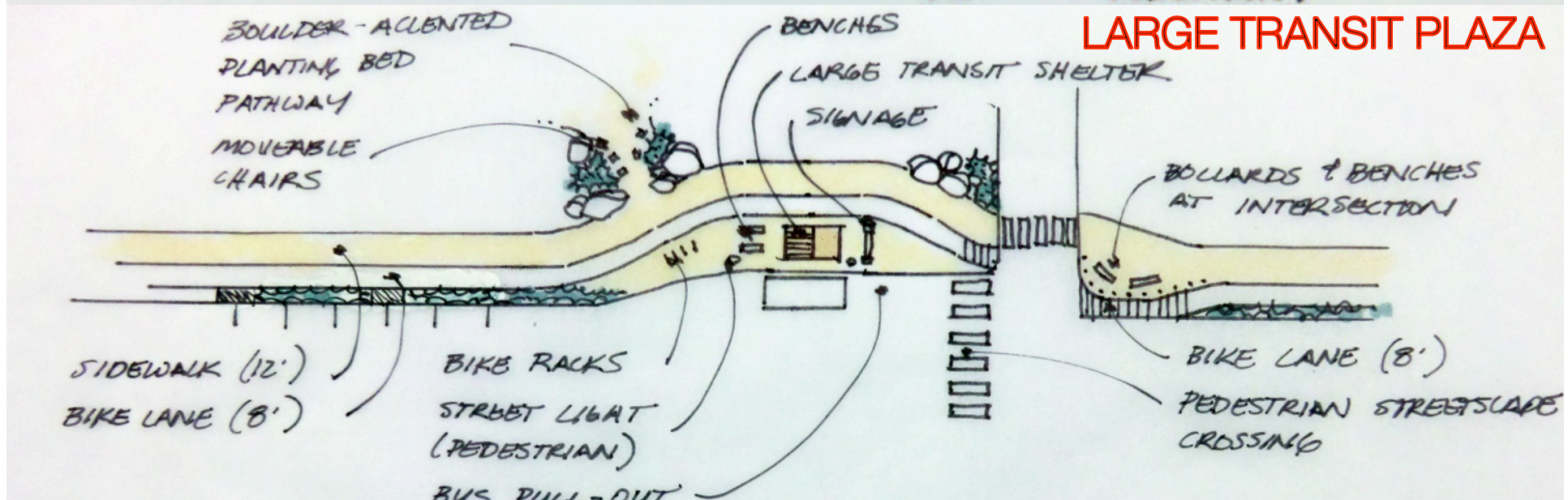


PUBLIC REALM: TRANSIT FACILITIES

SMALL TRANSIT PLAZA

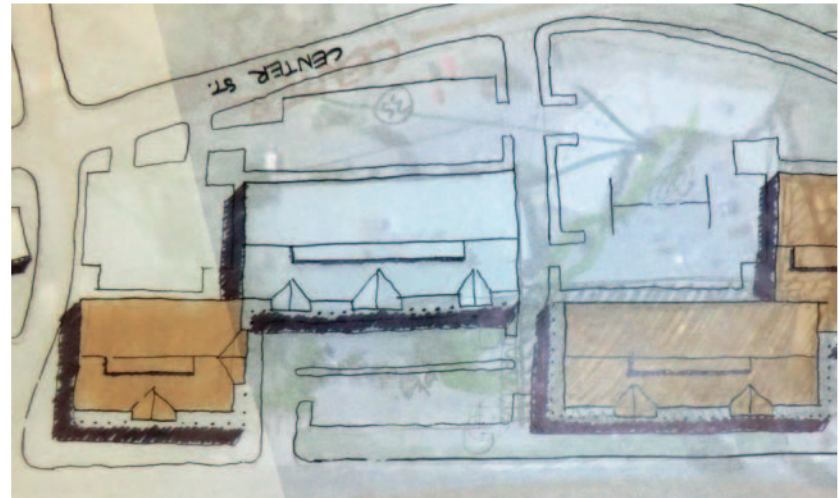


LARGE TRANSIT PLAZA

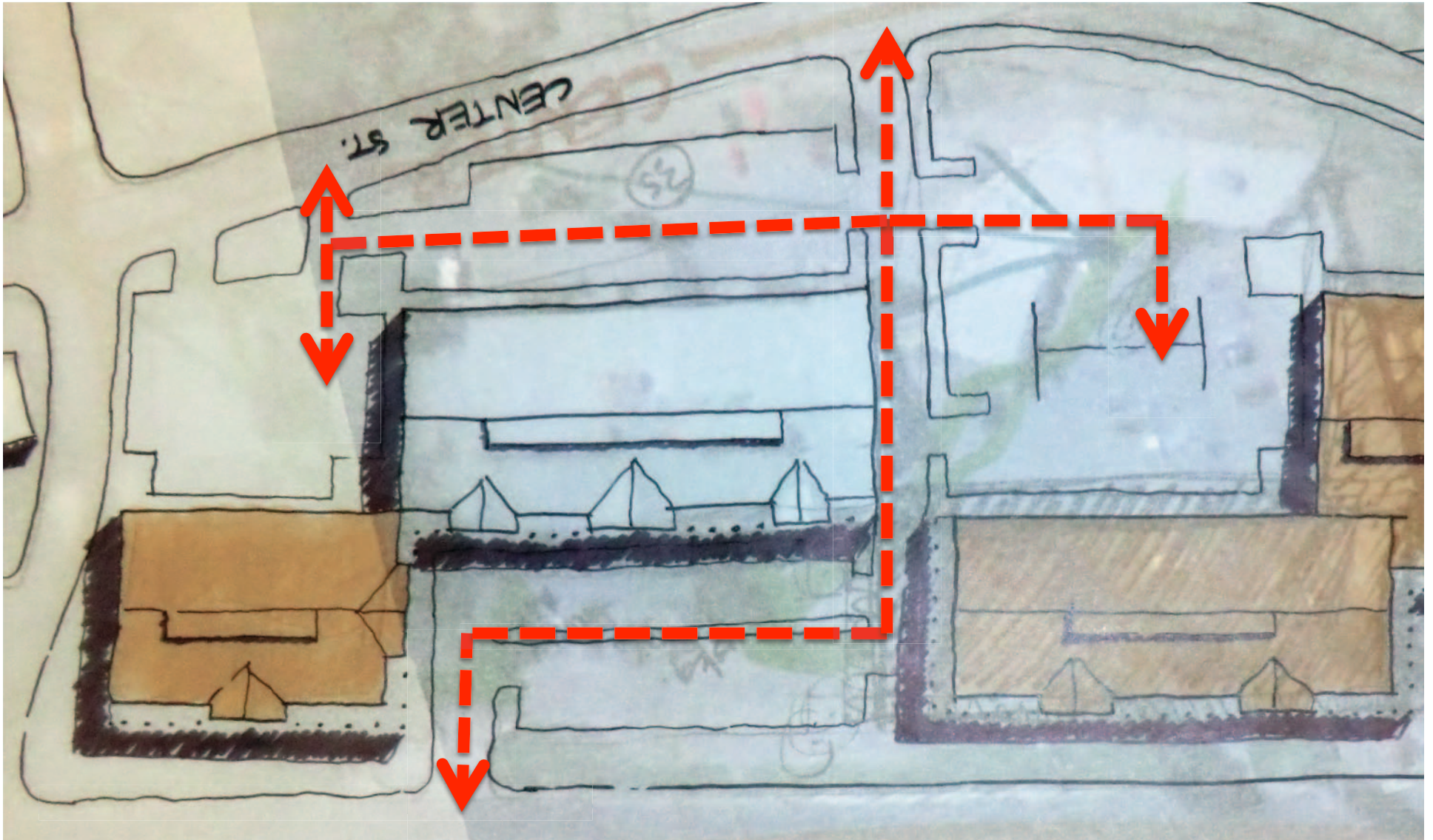


PRIVATE REDEVELOPMENT: WORKING WITH THE NEW STREET DESIGN

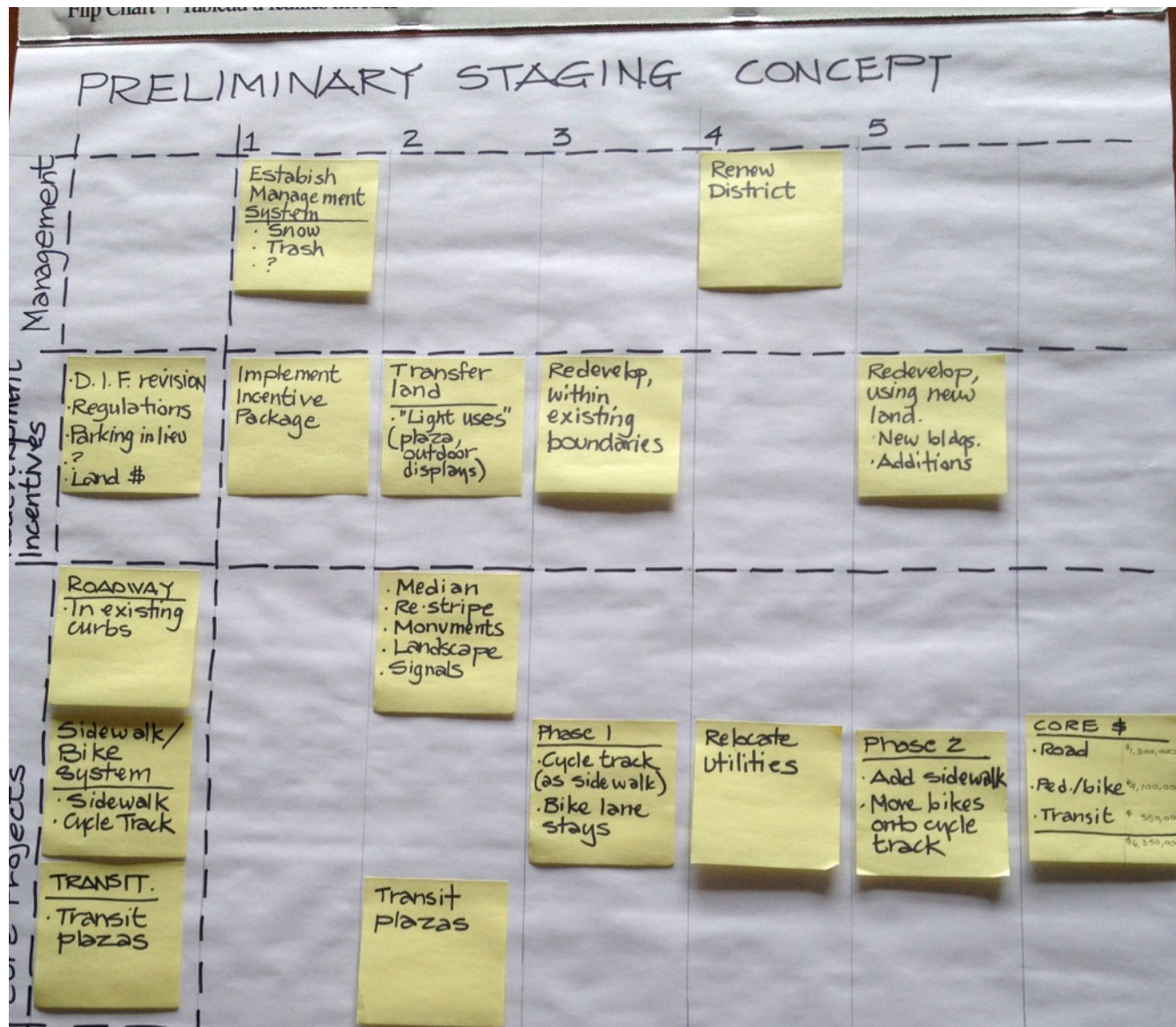
- **Former Frontage Road Available for Redevelopment**
- **Not All Properties Will Redevelop**
- **Redevelopment Must Preserve Access to Neighbors**



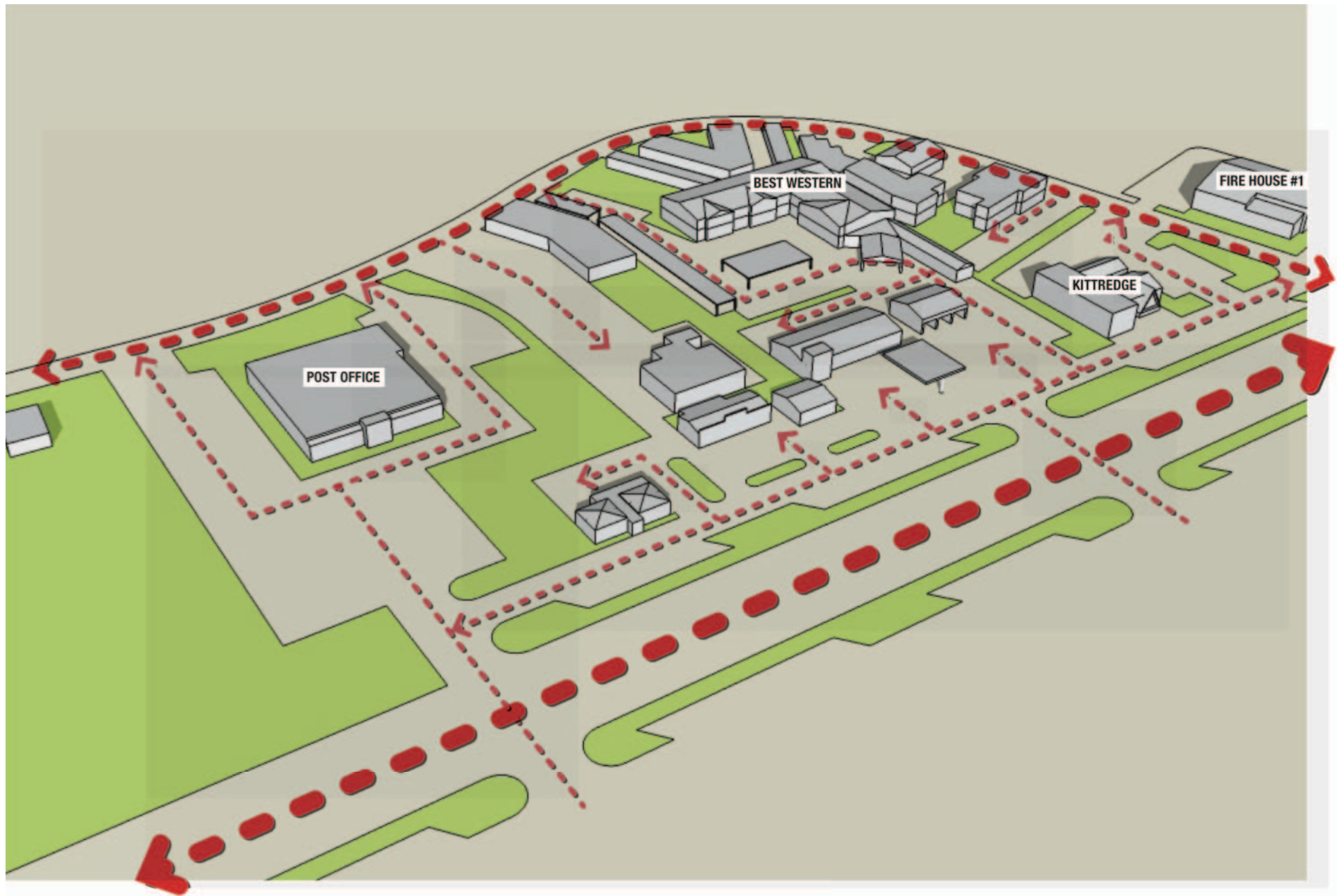
PRIVATE REDEVELOPMENT: WORKING WITH THE NEW STREET DESIGN



PUBLIC REALM: PHASING



MAIN STREET PLAN – APRIL 4, 2013



MAIN STREET PLAN – APRIL 4, 2013

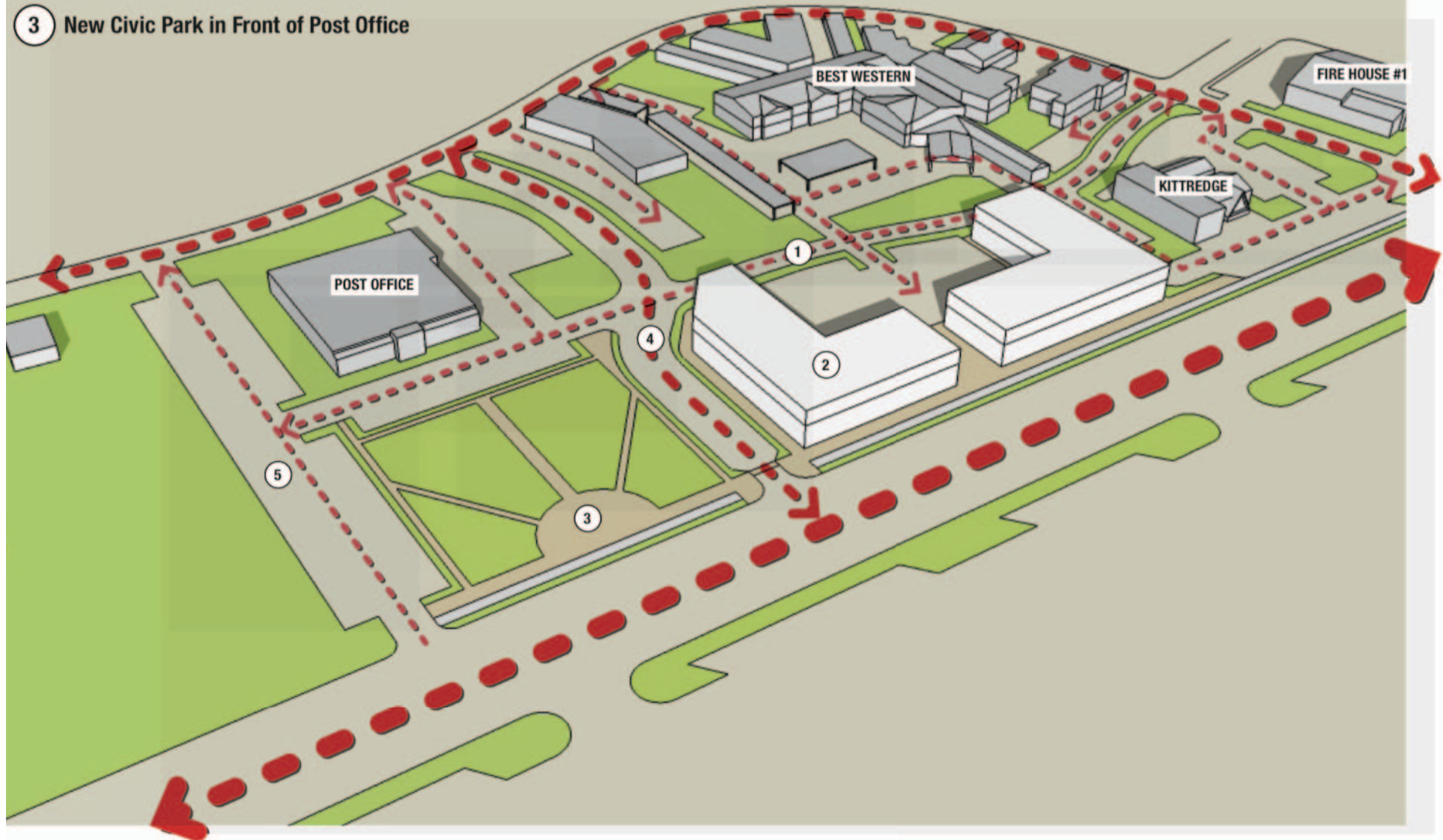
① Re-route Frontage Road to back of buildings

② New Mixed Use Development

③ New Civic Park in Front of Post Office

④ New Full Movement Intersection and Street

⑤ Reconfigure Post Office Surface Parking

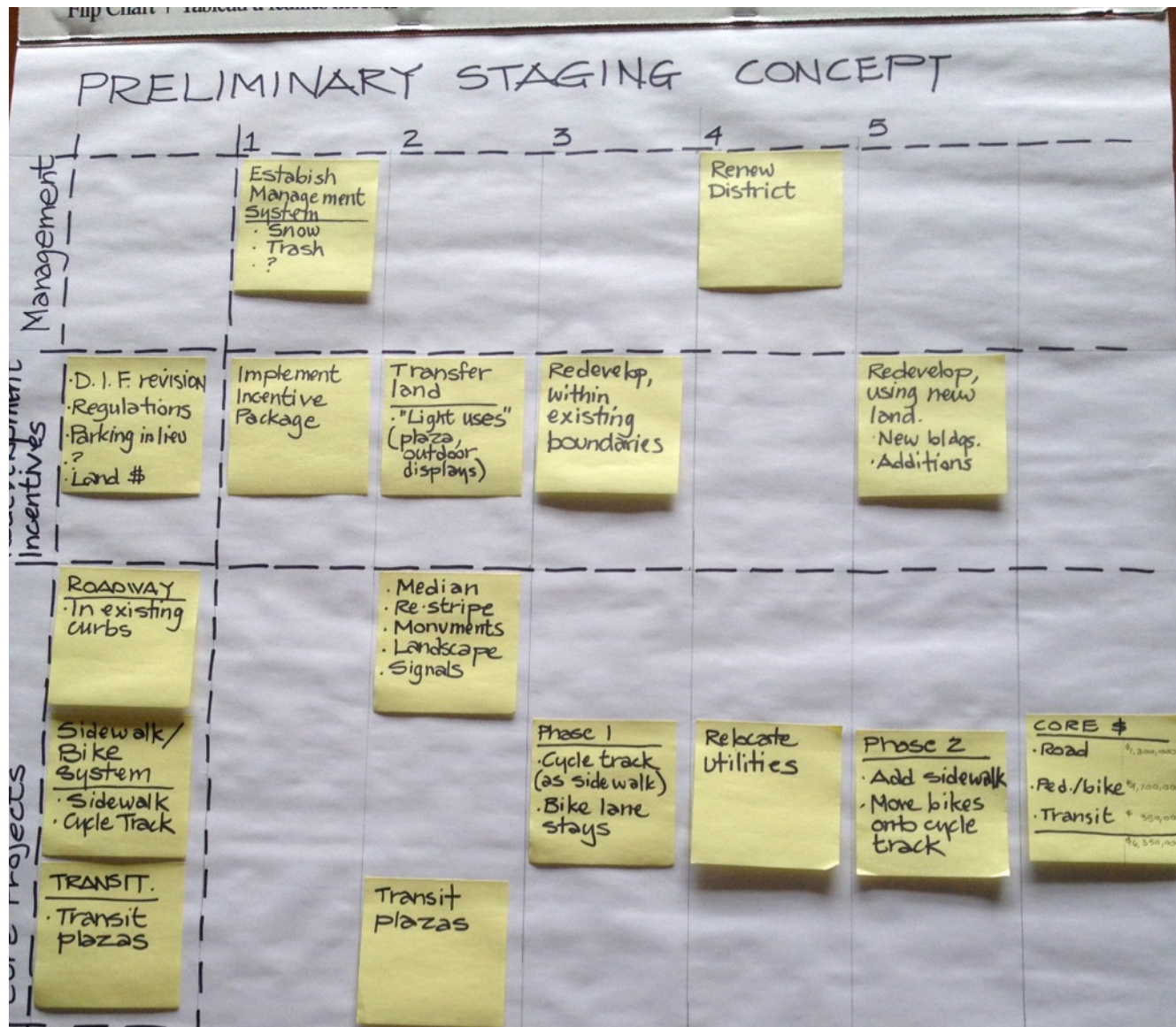


MAIN STREET PLAN – APRIL 4, 2013

CORE PUBLIC REALM COSTS

- **Road Improvements** **\$1,300,000**
 - Landscape Median
 - Re-Striping
 - **Ped/Bike Improvements** **\$4,700,000**
 - Cycle Track
 - Sidewalk
 - Landscaping
 - Utility Relocation
 - **Transit Improvements** **\$350,000**
 - Shelters
 - Landscaping
- Total: \$6,350,000**

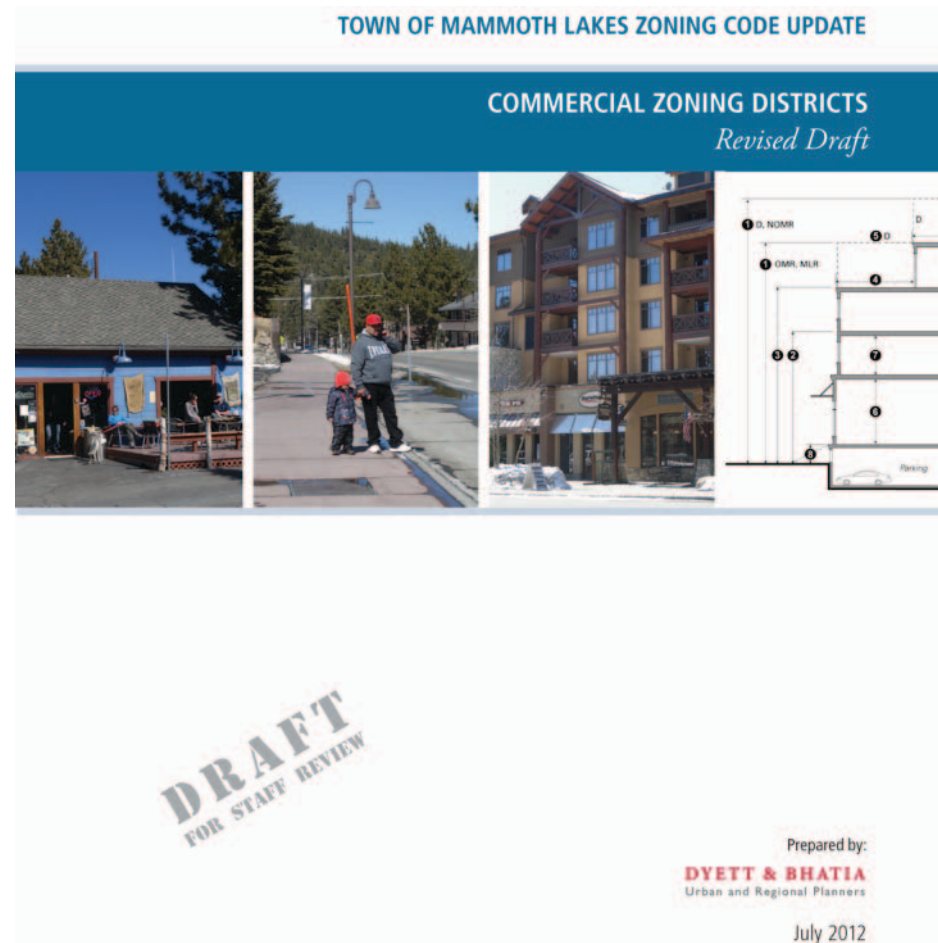
PUBLIC REALM: PHASING



MAIN STREET PLAN – APRIL 4, 2013

PRIVATE REDEVELOPMENT: DESIGN TOOLS

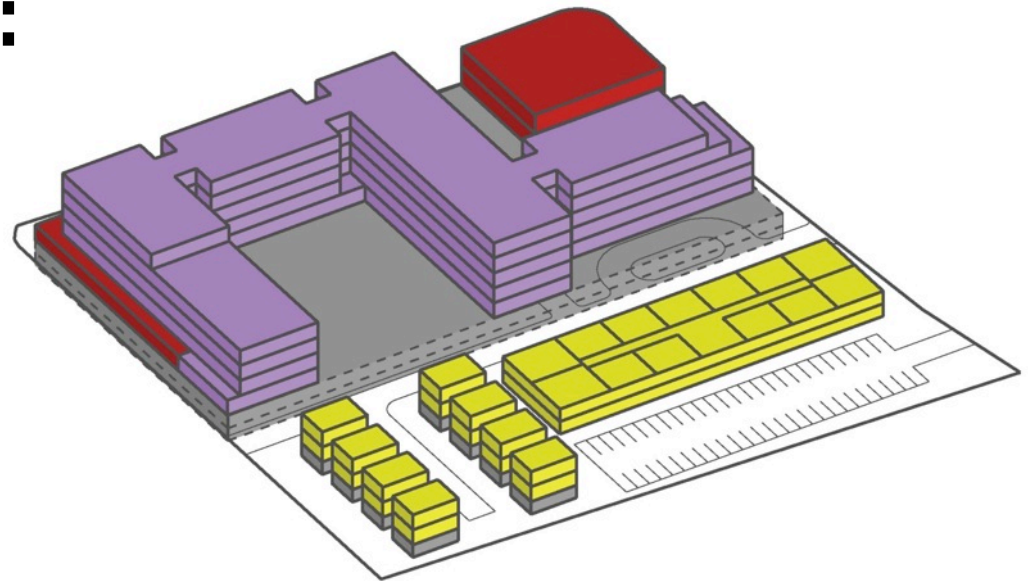
- **Commercial Zoning Update**
 - **Active Street Frontages**
 - **Height and Stepbacks**
 - **Building Orientation**
 - **South vs. North Side of the Street**



MAIN STREET PLAN – APRIL 4, 2013

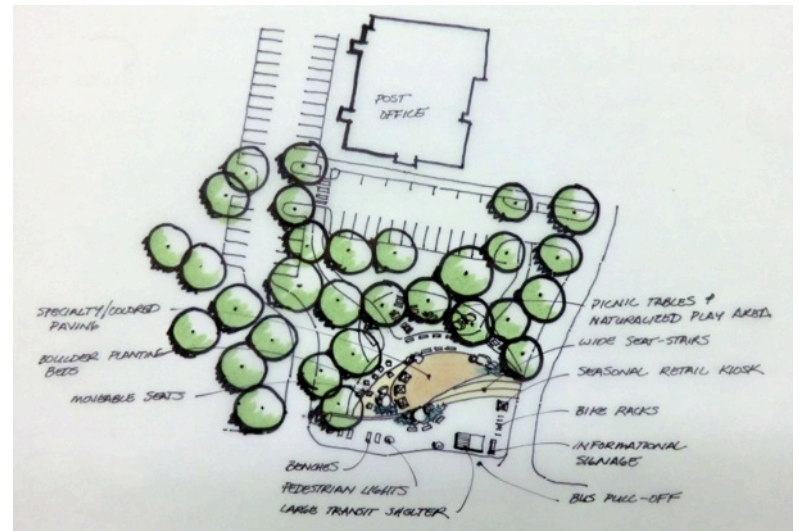
PRIVATE REDEVELOPMENT: ECONOMIC FEASIBILITY

- **Costs Generally Exceed Values**
- **Variables to Address:**
 - Parking
 - Development Fees
 - Land Cost/Area
 - Market Price



HOW WILL WE IMPLEMENT IT?

- **Quick Wins**
- **Short-Term Strategies**
- **Mid-Term Strategies**
- **Long-Term Strategies**



MAIN STREET PLAN – APRIL 4, 2013

HOW WILL WE FUND IT?

- **No “silver bullet” or single source of funding**
- **Necessary to explore a menu of options**
- **Must match plan elements to funding tools available**
- **A public/private sector partnered approach is essential**

NEED TO IDENTIFY SOURCES FOR:

- 1. Public Realm Infrastructure (design and build)**
- 2. Maintenance and Management**
- 3. Private Sector Development Incentives**

PUBLIC REALM INFRASTRUCTURE TOOLS

- **Bonds**
- **Leverage existing funding sources**
- **Grants**
- **Infrastructure Financing District**
- **Community Development Corporation**

CASE STUDY:

Infrastructure Financing District

Rincon Hill IFD (streets, alleys, parks)

- **Incremental property tax revenue from the city and some or all affected taxing entities within the district is used to finance public improvements**
- **Can fund facilities of community-wide interest**
- **Term is up to 30 years**
- **Requires a 2/3 vote of either registered voters OR property owners in the district**



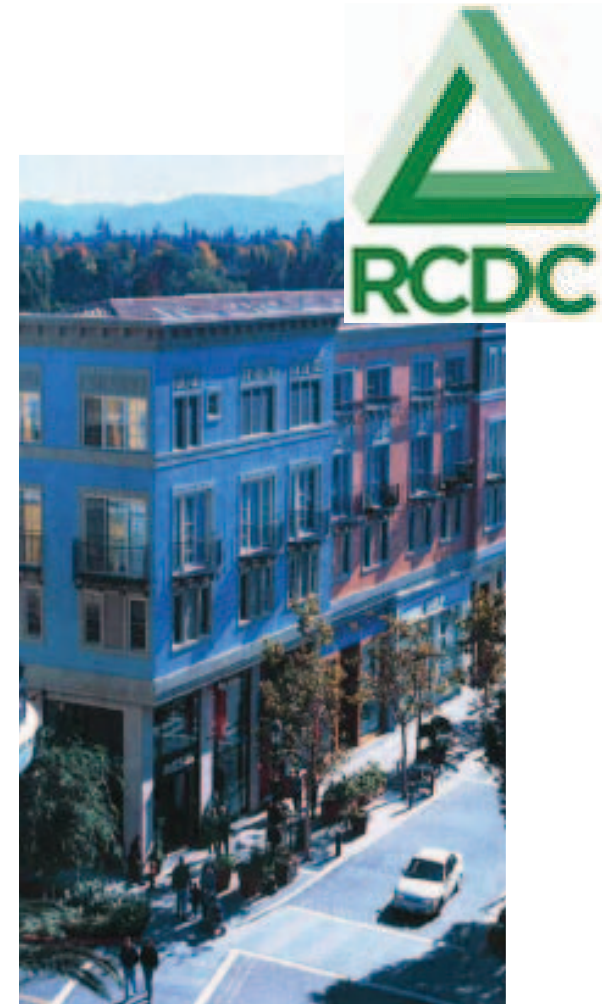
MAIN STREET PLAN – APRIL 4, 2013

CASE STUDY:

Community Development Corporation

Roseville CDC

- **Community-based non-profit focused on physical, economic, community development**
- **Leverages diversity of funds (general fund, grants, fees, private investment/donations etc.)**
- **Flexibility and able to fund diverse projects (with both for-profits and non-profits) because is non-governmental**
- **Started in 2011, today's total assets = \$2.8 million**



MAIN STREET PLAN – APRIL 4, 2013

MAINTENANCE AND MANAGEMENT TOOLS

- **Leverage existing maintenance funds (City, Caltrans, etc.)**
- **Benefit Assessment District (BAD)/ Mello-Roos Community Facilities District (CFD)**
- **Property-Based Improvement District (PBID)**

CASE STUDY:

Property-Based Improvement District

- **200+ PBIDs across California; 1500+ across the United States**
- **Maintenance, Management, Small Infrastructure, Parking Mgmt, Economic Development, Marketing**
- **Special services in a defined area funded by assessment on properties (includes govm't properties; not resi)**
- **Requires petition support of property owners paying 51% of assessments; also Prop 218 vote**
- **Initial term is 5 yrs; renewal for 10**
- **Funds managed by independent board of those paying assessments**



MAIN STREET PLAN – APRIL 4, 2013

PRIVATE SECTOR DEVELOPMENT TOOLS

- **Development Impact Fees (DIF) – Decrease/Reinvest**
- **Utilize existing public real estate assets (frontage roads?)**
- **Community Development Corporation**
- **Parking District/Authority**

CASE STUDY:

Parking District/Authority

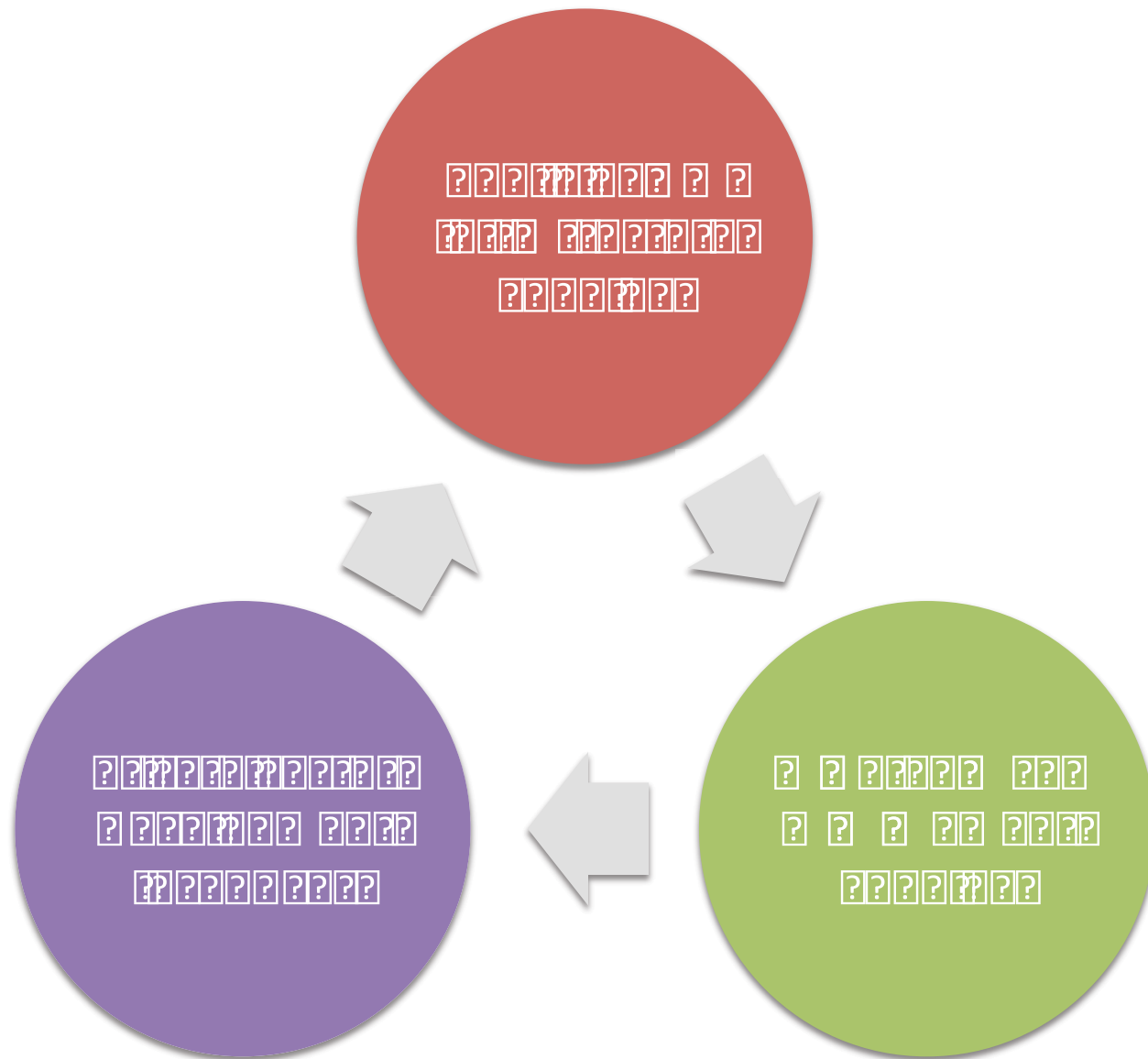
Old Pasadena (since 1993)

- **Reinvests funds from parking into district to build and manage parking (separate from city)**
- **Revenue can come from paid parking, in-lieu fees, etc.**
- **Funds can also be used to invest in other infrastructure improvements in the district (e.g. street furniture, lighting, etc.)**



MAIN STREET PLAN – APRIL 4, 2013

GETTING THERE



MAIN STREET PLAN – APRIL 4, 2013

NEXT STEPS

- **Detailed costings to implement plan**
- **Revenue generation estimates from various funding sources**
- **Match plan elements to funding sources**
- **Determine timeline for when funds could be available and how phasing could occur**

PLAN SCHEDULE

- Kickoff Meetings
- ➔ Making Downtown Happen Workshops
- Preliminary Draft
- Final Draft

February

April 2-4

September

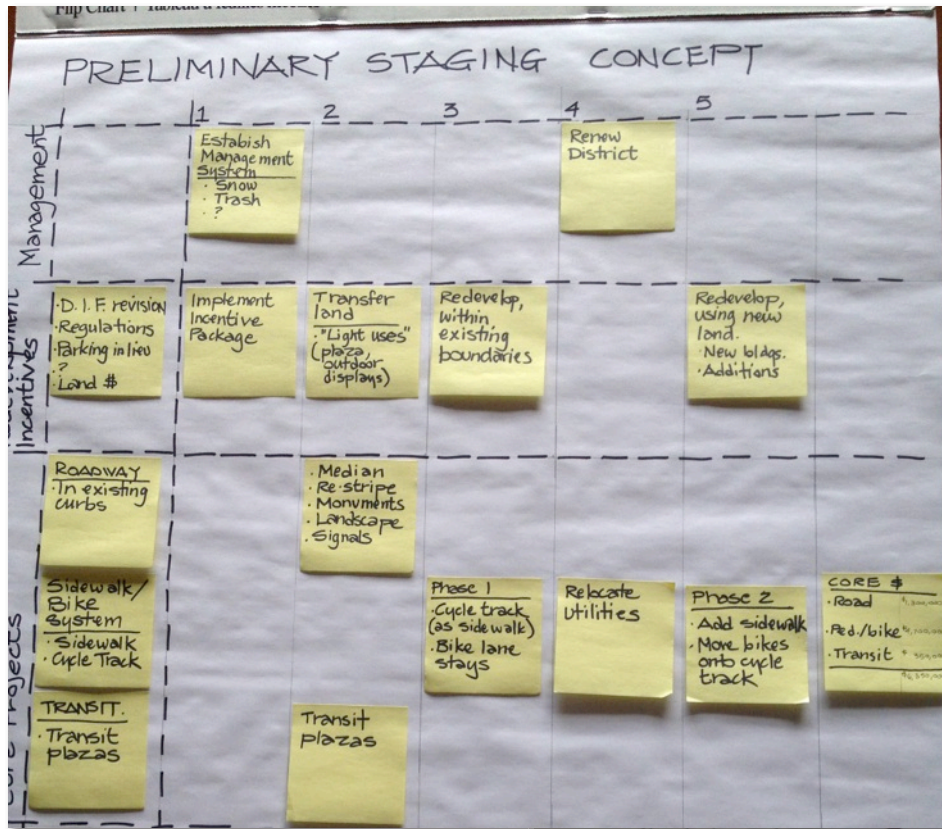
December



MAIN STREET PLAN – APRIL 4, 2013



MATERIAL TO REVIEW



MAIN STREET PLAN – APRIL 4, 2013