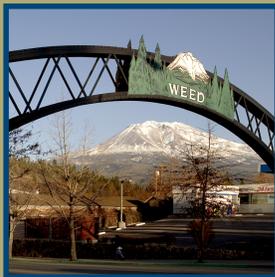


CITY OF WEED



DOWNTOWN REVITALIZATION PLAN

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

CITY OF WEED: DOWNTOWN REVITALIZATION PLAN

Downtown Weed served as the center of economic, social and cultural life for the local communities over the long period of economic vitality, from when Abner Weed who founded in 1897 the thriving lumber mill and to end of that era in the 1970's. Since then the citizens of Weed have made various efforts to re-invigorate the potential that is Downtown Weed.

While plans have been developed, they have not been implemented. And, the Downtown has lacked a vision and the associated public and private investment in improvements.

Now, an active Image Committee of the Mayor, local citizens business owners and other officials have made a determined effort to develop, and more importantly, implement a Downtown Revitalization Plan for the City of Weed, California.



After forming the Image Committee the City secured a Community Development Block Grant (CDBG) Technical Assistance Grant, to prepare such a plan. Thus, the purpose of the Downtown Revitalization Plan is to provide comprehensive, market-based recommendations for business attraction and retention; as well as improvements to the streetscape, park and open space, land use and transportation in the downtown area. This Plan is intended as a tool to guide investment decisions by elected officials, City staff, and community stakeholders and a foundation for the pursuit of future public and private investments.



The Downtown Revitalization Plan consists of three major parts: an Economic Market Study; A Conceptual Master Design Plan; and an Improvement Financing Plan.

ECONOMIC MARKET STUDY

The Downtown civic and cultural center is an attractive and compact historic district containing several significant features: the City Hall, the mercantile building, water features, stunning views of Mt. Shasta, museums and diverse businesses, such as a world-renowned music studio. Located adjacent to I-5, Weed is close to major recreational attractions, Lake Shasta and four golf courses.

Downtown features a pedestrian friendly street network of short blocks, human scale buildings and relatively narrow streets. Main Street and other public amenities present opportunities to advance the image Downtown Weed with renovated buildings, landscaping, enhanced water features and sidewalk improvements. The presence of the College of the Siskiyous provides opportunities for added retail and support for Downtown cultural activities and events.

In addition to physical and image enhancements, Downtown Weed has wonderful potential as a prime location for retail and housing mixed-use development. South Weed and the Town of Mt. Shasta have benefited from new investments in housing, retail and service-oriented businesses. At the present time, Downtown Weed has several unique amenities and attractions making it equally attractive for future investment.

EXECUTIVE SUMMARY

The Market Study was prepared based on an analysis of the existing and potential business mix in the Downtown; a comparison to similar sized and situated towns; a review of prior economic development efforts; sales leakage analysis; a SWOT (strengths, weaknesses, opportunities and threats) analysis; retail sales potential review; stakeholder meetings; and solicitation of input from realtors, CalTrans and City officials. Information was compiled from responses to such critical questions as:

- What are Downtown Weed's assets?
- What kind of businesses would you like to see in Downtown Weed?
- Who shops in Downtown Weed and Why?
- Who does not Shop in Downtown Weed and Why?
- How do people get to Downtown Weed?
- What factors help support small business in Downtown Weed?
- Where can Downtown interests access funding

CONCLUSIONS

Based on the findings of the Economic Market Study, clearly the City of Weed and specifically the Downtown area have tremendous potential in terms of economic development as evidenced by the commitment of residents, business owners and the City. The spending patterns in the area support a positive outlook for the Downtown. Key to success is overcoming the challenges revealed in the research for this Plan;

- Weed has substantially fewer businesses and lower sales tax revenue than comparable cities in California.
- The City is currently losing approx. \$3.5 million in retail sales to surrounding communities.
- The City is currently losing approximately \$1.6 million in full-service restaurants and bars to surrounding communities but has a surplus of "fast food" or limited service establishments.
- The City has poor brand perception.
- Residents and business owners are willing, eager and organized to support economic development programs but have not been focused in previous efforts to reinvigorate the Downtown area.

RECOMMENDATIONS

- 1) Develop a branding campaign for the City to enhance its image to visitors, potential businesses and new residents. Elements of this program may include:
 - Brand Icon/Logo Development
 - Way-finding Sign Program in the City
 - Develop collateral materials

EXECUTIVE SUMMARY

- 2) Develop a comprehensive Economic Development Plan to support/retain existing businesses and attract new businesses with specific emphasis on retail and full-service restaurants. Components may include:
 - Cooperative marketing/advertising programs
 - Enhancement of existing Business Associations
- 3) Targeted marketing to zip codes 96067, 95094 and 96064. These geo-target zones represent the highest concentration of retail sales potential within a 20 mile radius of Weed.
- 4) Implementation of the Phased Conceptual Master Plan to enhance the physical attributes of the Downtown area increase perceived value and beauty.

CONCEPTUAL DESIGN MASTER PLAN

The Conceptual Design Master Plan was the culmination of ideas and suggestions from the Weed Image Committee, City staff, residents and business owners and application of sound design principles. The physical structure of the downtown area plays an imperative role in the revitalization plan for Weed. Downtown must be a memorable and uniquely identifiable place for sustained success. The four interconnected principles applied to the project are as follows:

- 1) Comfort
- 2) Reason to Visit
- 3) Convenience
- 4) Critical Mass

These four principles are used to generate specific improvement strategies for the streetscape, pedestrian and vehicle circulation, parking, landscaping, lighting, signage and other amenities that work together to create a cohesive and memorable downtown. A basic assumption underlying this Plan is that Weed would pursue a program of business attraction and private investment in the downtown concurrently while making physical improvements to the streetscape. The specific physical and land use recommendations are as follows:

- 1) Replace worn sidewalks with interlocking pavers;
- 2) Expand sidewalk corners at Main Street and Inez Street to facilitate pedestrians and slow traffic;
- 3) Sidewalk, crosswalks and decorative intersection paving
- 4) Additional Street Lighting
- 5) Street Landscaping
- 6) Street Furnishings
- 7) Downtown Park
- 8) Reconfigure on-street parking

EXECUTIVE SUMMARY

- 9) Establish surface lots on Clay Street with pedestrian connections to Main Street
- 10) Realign Main Street at Mercantile
- 11) Residential over commercial
- 12) Entertainment district

All of the improvements would be implemented over a three year period or as funding allows. There are several ways of phasing the work, and they depend upon detailed engineering studies that have not been undertaken at the time this document was written. The following phasing and cost estimates are based upon the conceptual studies and priorities set by the Image Committee by location:

- 1) Year One- Entry development at Weed Boulevard and Main Street, Main Street improvements to Camino Avenue at an estimated present cost of \$633,300
- 2) Year Two – Main Street improvements from Camino Avenue to South Davis Avenue along with all parking areas at an estimated present cost of \$588,523.
- 3) Year Three – Downtown Community Park and Cougar Park implementations at an estimated present cost of \$388,234.

Total estimated cost of the Conceptual Design Masterplan for Downtown Weed is \$1,610,057

The City of Weed will be applying for various funds through federal, state and local sources as discussed in this report. In December 2006, the City submitted a Notice of Intent to apply to the Siskiyou County Transportation for federal transportation funds to begin to address the financing needs for the Downtown Revitalization Plan.

ECONOMIC MARKET STUDY

ECONOMIC MARKET STUDY

INTRODUCTION

In 1897, a local lumber mill owner, Abner Weed sold his business and bought the Siskiyou Lumber and Mercantile Mill and 280 acres of land in what is now the City of Weed, California for four hundred dollars. Eight years later, Mr. Weed sold his interest to a Kansas City Company that capitalized the company with \$2,000,000. As the years progressed, the lumber mill was eventually sold to International Paper that, in turn, built and sold homes in the area for its work force of over 1500 employees.



Economic vitality slowed down for the town as the lumber industry and logging in general declined over the past thirty years. Today, the citizens of Weed are seeking to reinvigorate the community by developing a strategy to ensure future economic viability for the City and its residents.

The City of Weed Downtown Revitalization Plan has a dual purpose; to provide comprehensive, market-based recommendations for business attraction and retention; and recommendation for improvements to the streetscape, open space, land use and transportation in the downtown area. This Plan is intended as a tool to guide investment decisions by elected officials, City staff, and community stakeholders and a foundation for the pursuit of future public and private investments. Funded by a Community Development Block Grant (CDBG) Technical Assistance Grant, the Plan is the end result of a collaborative effort between community leaders, residents and business owners to develop a short range and long-range vision for downtown Weed.



The development of a comprehensive Downtown Revitalization Plan is guided by first understanding the existing and projected economic market conditions and demographic trends that may influence the local and regional economy. Thus, this market analysis will enable the City to identify opportunities for economic growth, based on such factors as the existing business mix, residential purchasing power, and consumer spending patterns within the downtown's trade area.

BACKGROUND

Downtown is the City's civic and cultural center. It is an attractive and compact historic district containing several significant features. The downtown has the City Hall, the mercantile building, a variety of water features, stunning views of Mt. Shasta, museums and a diverse business base including a world-renowned music studio. Located minutes from I-5, Weed enjoys close proximity to major recreational attractions including Lake Shasta and four local golf courses.

Downtown features a pedestrian friendly street network of short blocks, human scale buildings and relatively narrow streets. The area is concentrated on Main Street, near City Hall and other public amenities which presents the opportunity to advance the image of the City with renovated buildings, landscaping, enhanced water features and sidewalk improvements.

ECONOMIC MARKET STUDY

Downtown Weed has potential as a prime location for retail and mixed-use residential development. Several neighboring communities including South Weed and the Town of Mt. Shasta have benefited from new investments in housing, retail and service-oriented businesses. At the present time, Downtown Weed has several unique amenities and attractions making it equally attractive for future investment. Community members have identified several specific attributes offered uniquely by Weed. These include:

COLLEGE OF SISKIYOU

The College of the Siskiyous is located at the base of Mount Shasta. This 650-acre campus is located less than a mile from Downtown. There are more than 3,000 students enrolled at the college. The community college is unique in that many of the students live in the campus housing. The community college adds college age students as well as professional educators to the downtown mix. This is a demographic group that is sought by businesses such as bookstores, cyber cafes, coffee shops, retail shops for clothing and venues for musical and arts event.



GOLF COURSES

The City of Weed has four has golf courses including one 18-hole "Championship" course within a 10 minute drive. Theses courses are popular with residents and attract visitors to the community with dispensable income to spend in the City's lodging, restaurants and shops.

DIVERSE BUSINESS BASE

The energy and vitality of Downtown Weed is represented in the mix of themed restaurants, arts and health related businesses based in the area. Main Street is populated by business services along with health and beauty, hardware stores, furniture stores and a variety of banks. Most recognizable is the Radio Star Studio, a recording studio with an international clientele.

DEMOGRAPHICS

There are a number of demographic factors influencing the economic development of the City of Weed. The following is a summary of the main demographic categories for the City of Weed. Demographics are directly linked to consumer trends:

- Population
- Housing
- Economy
- Household Makeup
- Commuter Trends
- Workforce and Education
- Tourism

ECONOMIC MARKET STUDY

BUSINESS MIX COMPARISON

As part of the economic analysis, PMC compared the existing business mix profile of Weed with five other jurisdictions with similar character and populations.

- Alturas, CA, pop. 2,892
- Bishop, CA pop. 3,575
- Nevada City, CA pop. 3,001
- Rio Dell, CA pop. 3,174
- Mount Shasta, CA pop. 3,621

The data comparison is based on statistics provided by the 2002 Economic Census and ESRI Tapestry Community databases.

The Business Summary Report identifies the number of businesses and employees per industry group in a given market. It also provides a comparison of daytime versus residential population for a given area.

Key variables used in this report include

- 2006 total Businesses, Employees, Residential Population, and Daytime/Nighttime Population Ratio
- Total number of businesses and employees for select industry groups

ECONOMIC MARKET STUDY

	Place: 0683850 Weed City, CA				Place: 0601444 Alturas City, CA				Place: 0606798 Bishop City, CA				Place: 0650874 Nevada City, CA				Place: 0660928 Rio Del, CA				Place: 0649852 Mount Shasta City, CA			
Total Businesses:	152				382				534				843				453				397			
Total Employees:	1,298				2,245				4,296				4,403				1,515				2,295			
Total Residential Population:	3,007				2,927				3,643				3,101				8,875				3,720			
Daytime/Nighttime Population Ratio:	0.43				0.77				1.18				1.42				0.17				0.62			
	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.0%	4	0.3%	13	3.4%	115	5.1%	8	1.5%	31	0.7%	20	2.4%	44	1.0%	21	4.6%	5	0.3%	9	2.3%	67	2.9%
Construction	3	2.0%	7	0.5%	34	8.9%	101	4.5%	16	3.0%	92	2.1%	58	6.9%	160	3.6%	51	11.3%	33	2.2%	12	3.0%	38	1.7%
Manufacturing	2	1.3%	37	2.9%	2	0.5%	8	0.4%	9	1.7%	44	1.0%	33	3.9%	454	10.3%	20	4.4%	14	0.9%	9	2.3%	46	2.0%
Transportation	3	2.0%	21	1.6%	6	1.6%	18	0.8%	8	1.5%	20	0.5%	6	0.7%	37	0.8%	7	1.5%	24	1.6%	13	3.3%	94	4.1%
Communication	1	0.7%	2	0.2%	4	1.0%	6	0.3%	7	1.3%	32	0.7%	3	0.4%	10	0.2%	1	0.2%	5	0.3%	6	1.5%	13	0.6%
Electric, Gas, Water, Sanitary Services	0	0.0%	0	0.0%	3	0.8%	44	2.0%	4	0.7%	41	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wholesale Trade	5	3.3%	25	1.9%	19	5.0%	84	3.7%	18	3.4%	134	3.1%	16	1.9%	39	0.9%	19	4.2%	44	2.9%	10	2.5%	56	2.4%
Retail Trade Summary	44	28.9%	393	30.3%	78	20.4%	329	14.7%	119	22.3%	1,276	29.7%	155	18.4%	814	18.5%	57	12.6%	452	29.8%	113	28.5%	725	31.6%
Home Improvement	4	2.6%	41	3.2%	9	2.4%	45	2.0%	9	1.7%	99	2.3%	7	0.8%	15	0.3%	3	0.7%	0	0.0%	7	1.8%	33	1.4%
General Merchandise Stores	0	0.0%	0	0.0%	1	0.3%	0	0.0%	3	0.6%	118	2.7%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	1	0.3%	2	0.1%
Food Stores	8	5.3%	77	5.9%	8	2.1%	66	2.9%	10	1.9%	200	4.7%	13	1.5%	200	4.5%	10	2.2%	76	5.0%	9	2.3%	175	7.6%
Auto Dealers, Gas Stations, Auto Aftermarket	8	5.3%	75	5.8%	7	1.8%	51	2.3%	14	2.6%	116	2.7%	3	0.4%	9	0.2%	1	0.2%	4	0.3%	11	2.8%	60	2.6%
Apparel & Accessory Stores	1	0.7%	1	0.1%	6	1.6%	15	0.7%	4	0.7%	10	0.2%	15	1.8%	43	1.0%	4	0.9%	5	0.3%	6	1.5%	11	0.5%
Furniture & Home Furnishings	3	2.0%	17	1.3%	10	2.6%	15	0.7%	13	2.4%	58	1.4%	19	2.3%	56	1.3%	6	1.3%	2	0.1%	8	2.0%	24	1.0%
Eating & Drinking Places	13	8.6%	142	10.9%	16	4.2%	90	4.0%	31	5.8%	520	12.1%	32	3.8%	331	7.5%	14	3.1%	324	21.4%	24	6.0%	261	11.4%
Miscellaneous Retail	7	4.6%	40	3.1%	21	5.5%	47	2.1%	35	6.6%	155	3.6%	66	7.8%	160	3.6%	18	4.0%	41	2.7%	47	11.8%	159	6.9%
Finance, Insurance, Real Estate Summary	15	9.9%	60	4.6%	28	7.3%	112	5.0%	35	6.6%	125	2.9%	71	8.4%	342	7.8%	45	9.9%	107	7.1%	41	10.3%	173	7.5%
Banks, Savings & Lending Institutions	5	3.3%	45	3.5%	4	1.0%	35	1.6%	7	1.3%	34	0.8%	13	1.5%	106	2.4%	7	1.5%	11	0.7%	11	2.8%	60	2.6%
Securities Brokers	0	0.0%	0	0.0%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	11	1.3%	13	0.3%	5	1.1%	4	0.3%	2	0.5%	6	0.3%
Insurance Carriers & Agents	2	1.3%	2	0.2%	5	1.3%	10	0.4%	14	2.6%	50	1.2%	12	1.4%	22	0.5%	9	2.0%	7	0.5%	5	1.3%	23	1.0%
Real Estate, Holding, Other Investment Offices	8	5.3%	13	1.0%	18	4.7%	67	3.0%	14	2.6%	41	1.0%	35	4.2%	201	4.6%	24	5.3%	85	5.6%	23	5.8%	84	3.7%
Services Summary	68	44.7%	653	50.3%	113	29.6%	896	39.9%	258	48.3%	1,755	40.9%	431	51.1%	1,521	34.5%	219	48.3%	829	54.7%	175	44.1%	994	43.3%
Hotels & Lodging	8	5.3%	75	5.8%	10	2.6%	40	1.8%	23	4.3%	152	3.5%	14	1.7%	121	2.7%	4	0.9%	322	21.3%	10	2.5%	62	2.7%
Automotive Services	5	3.3%	13	1.0%	8	2.1%	21	0.9%	20	3.7%	61	1.4%	11	1.3%	65	1.5%	2	0.4%	4	0.3%	8	2.0%	21	0.9%
Motion Pictures & Amusements	7	4.6%	13	1.0%	7	1.8%	50	2.2%	15	2.8%	111	2.6%	24	2.8%	119	2.7%	13	2.9%	72	4.8%	8	2.0%	13	0.6%
Health Services	7	4.6%	29	2.2%	14	3.7%	187	8.3%	46	8.6%	593	13.8%	58	6.9%	140	3.2%	19	4.2%	37	2.4%	42	10.6%	524	22.8%
Legal Services	1	0.7%	3	0.2%	7	1.8%	11	0.5%	14	2.6%	31	0.7%	46	5.5%	82	1.9%	19	4.2%	38	2.5%	8	2.0%	18	0.8%
Education Institutions & Libraries	7	4.6%	325	25.0%	11	2.9%	223	9.9%	10	1.9%	316	7.4%	21	2.5%	340	7.7%	3	0.7%	75	5.0%	9	2.3%	134	5.8%
Other Services	33	21.7%	195	15.0%	56	14.7%	364	16.2%	130	24.3%	491	11.4%	257	30.5%	654	14.9%	159	35.1%	281	18.5%	90	22.7%	222	9.7%
Government	7	4.6%	96	7.4%	78	20.4%	532	23.7%	47	8.8%	746	17.4%	41	4.9%	969	22.0%	0	0.0%	0	0.0%	7	1.8%	89	3.9%
Other	1	0.7%	0	0.0%	4	1.0%	0	0.0%	5	0.9%	0	0.0%	9	1.1%	13	0.3%	13	2.9%	2	0.1%	2	0.5%	0	0.0%
Totals	152	100.0%	1,298	100.0%	382	100.0%	2,245	100.0%	534		4,296		843		4,403		453		1,515		397		2,295	

ECONOMIC MARKET STUDY

The consumer spending report is intended to provide the City with information about consumer spending and buying habits for various products and services. The data can be used to help the City make decisions about targeting specific markets, and identifying the best areas to promote your products and services.

The Retail Market Potential report provides details about the number of adults and households expected to consume products or services in a variety of retail categories. A market potential index (MPI) measures the relative likelihood of adults or households in a specified area to exhibit certain consumer behavior compared to the U.S. average.

Key variables used in this report include

- 2006 and 2011 Population, Population 18+, Households, and Median Household Income
- 2006 market potential for specific retail segments.

Consumer Spending Index

Apparel & Services: Total \$	\$1,259,844
Average Spent	\$1,044.65
Spending Potential Index	38
Computers & Accessories: Total \$	\$161,960
Average Spent	\$134.30
Spending Potential Index	52
Education: Total \$	\$838,360
Average Spent	\$695.16
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$1,994,811
Average Spent	\$1,654.07
Spending Potential Index	50
Food at Home: Total \$	\$3,153,292
Average Spent	\$2,614.67
Spending Potential Index	53
Food Away from Home: Total \$	\$2,112,254
Average Spent	\$1,751.45
Spending Potential Index	52
Health Care: Total \$	\$2,462,455
Average Spent	\$2,041.84
Spending Potential Index	56
HH Furnishings & Equipment: Total \$	\$1,136,985
Average Spent	\$942.77

ECONOMIC MARKET STUDY

Spending Potential Index	43
Investments: Total \$	\$2,871,658
Average Spent	\$2,381.14
Spending Potential Index	51
Retail Goods: Total \$	\$15,371,128
Average Spent	\$12,745.55
Spending Potential Index	49
Shelter: Total \$	\$8,654,921
Average Spent	\$7,176.55
Spending Potential Index	50
TV/Video/Sound Equipment: Total \$	\$709,807
Average Spent	\$588.56
Spending Potential Index	54
Travel: Total \$	\$1,116,296
Average Spent	\$925.62
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$658,192
Average Spent	\$545.76
Spending Potential Index	51

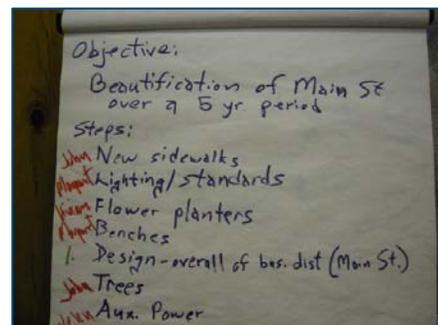
PRIOR ECONOMIC DEVELOPMENT EFFORTS

PMC reviewed Weed's prior economic developments and planning efforts to become familiar with recent initiatives and trends. Over the last ten years, the City of Weed has developed a design plan for downtown, and a botanical gardens design plan. The City participated in the proposed South Weed Boulevard Improvement Project, created the Image Team committee and promoted façade design concepts by a local artist, Brenda Woods. The Image Committee is made up of business owners and public officials interested in the revitalization of the downtown. Working with the Image Committee, the project team outlined current priorities and developed steps to guide development and investment initiatives.

COMMUNITY INPUT

Community Stakeholder Meetings

To inform the residents about the Downtown Revitalization Plan and planning efforts and initiate interest by the public, the City gathered input during the a community stakeholder meeting on August 21st, 2006 and two focus group meetings on July 26th, 2006 and August 1st, 2006. Additionally, Real Estate companies were interviewed in September 2006 to gain an understanding of the development trends for residential and commercial property



ECONOMIC MARKET STUDY

in and around the City of Weed.

Participants were asked to describe their perceptions regarding the economic health of the Downtown and identify factors which may be contributing to non-residents' poor perceptions of Weed.

Public Perception: Issues Preventing Weed from Appealing to Non-residents	Proposed Solutions	Who
"Businesses maintain limited hours in the Downtown area."	Extend business hours	Local merchants
"Loitering and criminal activity are perceived to be in the area."	Crime rate analysis Stronger Police presence including bicycle police	Local police department City of Weed
"Limited recreation opportunities for youth."	Increase adolescent nightlife choices Contained "kids space"	Local merchants
"Weed is not friendly."	Educate gas station/service sector employees and businesses.	Local merchants
"I can't do business here."	Increase technical support such as DSL, wifi	City, Local merchants

In addition, we asked participants to answer several questions fundamentally relevant to future decisions regarding Weed's development:

What are Downtown Weed's Assets?

- Route 97 approach
- Well suited for business – successful business base
- Business opportunities for serving local college population
- Real estate potential
- Marketing opportunities associated with the City's name
- Utilization of power from wind micro utility
- Benefit from county-wide revitalization efforts
- Proximity to Mt. Shasta, and excellent regional recreation choices

What Kind of Businesses Would You Like to See in Weed?

- Retail
 - Boutiques/dress shops
 - General goods
 - Shoe store



ECONOMIC MARKET STUDY

- Sporting goods/outdoor recreation
- Adventure tourism
- Bookstore
- Music store
- Jewelry shop
- Linen shop
- Home wears
- Candy store/chocolate shop
- Restaurants/Bars
 - High class evening restaurant destination
 - Ethnic cuisine (Chinese specifically mentioned)
 - Steak house
 - Sports bar
 - Ice Cream Shop
- Services
 - Dry cleaner
 - Glass company
 - Art supply store
 - Auto supply store
 - Car wash
 - Solar alternative energy store
- Live performance/entertainment venue
- Convention Center
 - Amenities could include beds, banquet facilities, and catering services
 - Events may include Steward's Springs, Cry-On
 - Hotel
 - Community center
 - Visitor center
 - Amtrak Station
- Wildlife refuge and botanical gardens – open additional location
- Advertise existing opportunities



Who Shops in Downtown Weed and Why?

- County residents – quality products

ECONOMIC MARKET STUDY

- Good service – delivery, guarantees

Who Does Not Shop in Downtown Weed and Why?

- People seeking discount retailers – Wal-Mart perceived as drain on downtown business
- People making big purchases – no sales tax in Oregon

How Do We Get People to Downtown Weed?

- Theme – coordinate with Chamber of Commerce
 - Historic and/or contemporary
 - Siskiyou Mountain Communities – Weed represents educational component
- Green community – pursue grants
- Welcome Wagon
- Advertise

What Factors Help Support Small Business in Downtown Weed?

- Print/Copy shop
- Office supplies
- Bulk foods
- Organic food store – Trader Joes
- Auto supply store/Tire store
- Restaurants appropriate for business lunch
- Destination restaurants
- Jobs
- Multifamily/rental housing



How Would CalTrans' Proposed Improvements Along Weed Boulevard Effect Redevelopment Efforts?

- Signage – County funding
- Landscaping – County funding
- Way finding maps at key locations
- Street Lamps – explore the potential of installing LED lights
- 97 mini mart signage
- Skate park

ECONOMIC MARKET STUDY

Where Can Downtown Interests Access Funding?

- Jefferson Economic Development Institute (JEDI)
- Golden Eagle Charter School
- College of the Siskiyous
- City-wide Enterprise Zone
- “Tree City” designation
- Small business loans

LOCAL REAL ESTATE INTERVIEWS

Three real estate agents were interviewed. Due to time and budget constraints, the interviews were not intended to represent a statistically significant segment of the population but merely supplement previous community input taken during the community participation process.

PMC conducted these interviews to understand the demand and development trends for residential and commercial property in and around the City of Weed and identify potential market opportunities. Representatives from the following realty offices were interviewed:

- Golden West Realty
- Fiorin Real Estate
- Real Estate Center



Based on the responses the greatest challenge/need facing the City of Weed, especially the Downtown area, is the growth of south Weed and the availability of newer and larger properties in South Weed and Lake Shastina. Realtors noted that the Downtown is viewed as “old and depressed,” while South Weed has a “new and fresh” perception. Vacant and underutilized buildings and lots create an unfavorable perception of Weed and seem illustrative of a lack of patronage. They also noted that most of the interest in commercial property is from *local* residents while interest in residential property is from persons moving into Weed from outside the area.

Despite perceptions of “vacancies” the Downtown area, with very low rental costs, does not have a high vacancy rate. All those interviewed felt that increased diversity of stores and businesses would make Downtown more attractive for investment.

Finally, although the sale of real estate has slowed in Weed, there is speculation from investors that the area will see higher real estate prices in the near future. This has caused the purchasing of property from persons that may not intend on making immediate improvements to the property they purchased.

SALES LEAKAGE AND SURPLUS

The demand for some goods and services is not being met locally. This trend is referred to sales leakage. The leakage occurs because consumers make purchases at establishments outside the City or even outside the state via mail or Internet sales. Purchasing decisions are typically influenced by one or more factors. These factors include convenience, opportunity, quality, service, selection and marketing.

ECONOMIC MARKET STUDY

Leakage represents an opportunity for local businesses to recapture sales leaving the area.

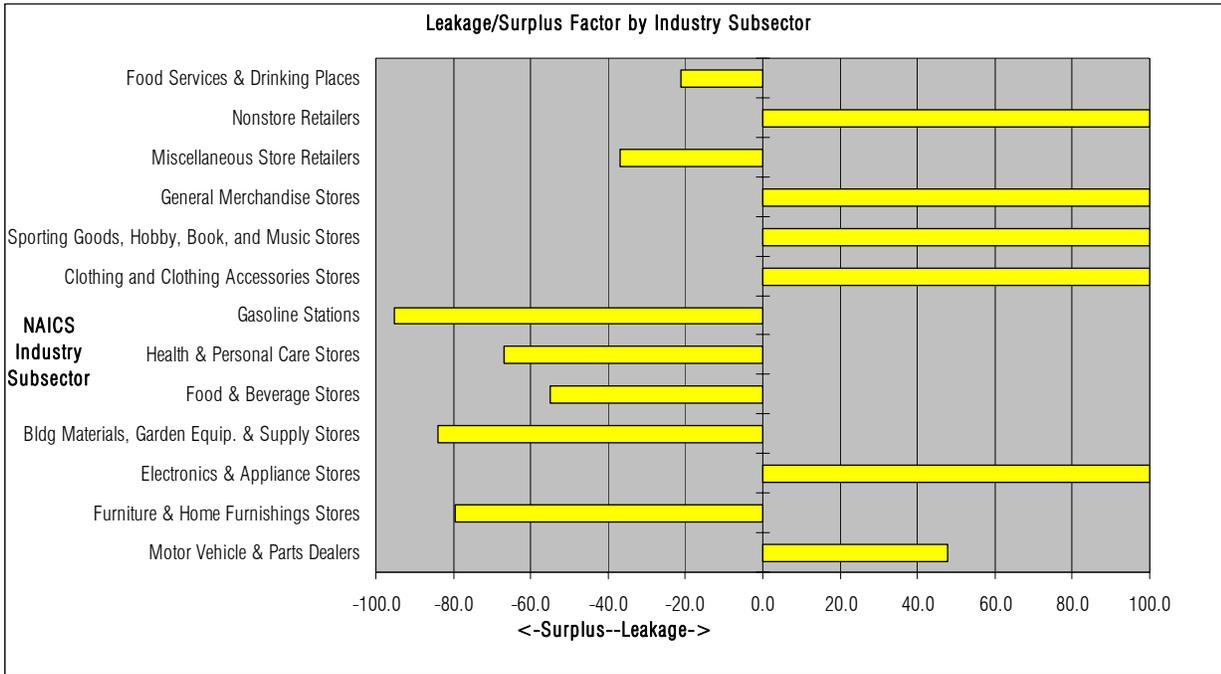
The Retail Marketplace Profile report identifies retail sales and retail potential dollar amounts; the leakage/surplus factor, which measures the gap between supply and demand; and the number of businesses by industry.

Key variables used in this report include

- 2006 Population, Households, Median Disposable Income, and Per Capita Income
- Total retail sales dollars for retail trade and food and drink industry sectors
- Total retail potential dollars for retail trade and food and drink industry sectors
- Leakage/Surplus factor for retail trade and food and drink industry sectors
- Total business in retail trade and food and drink industry for a specified area

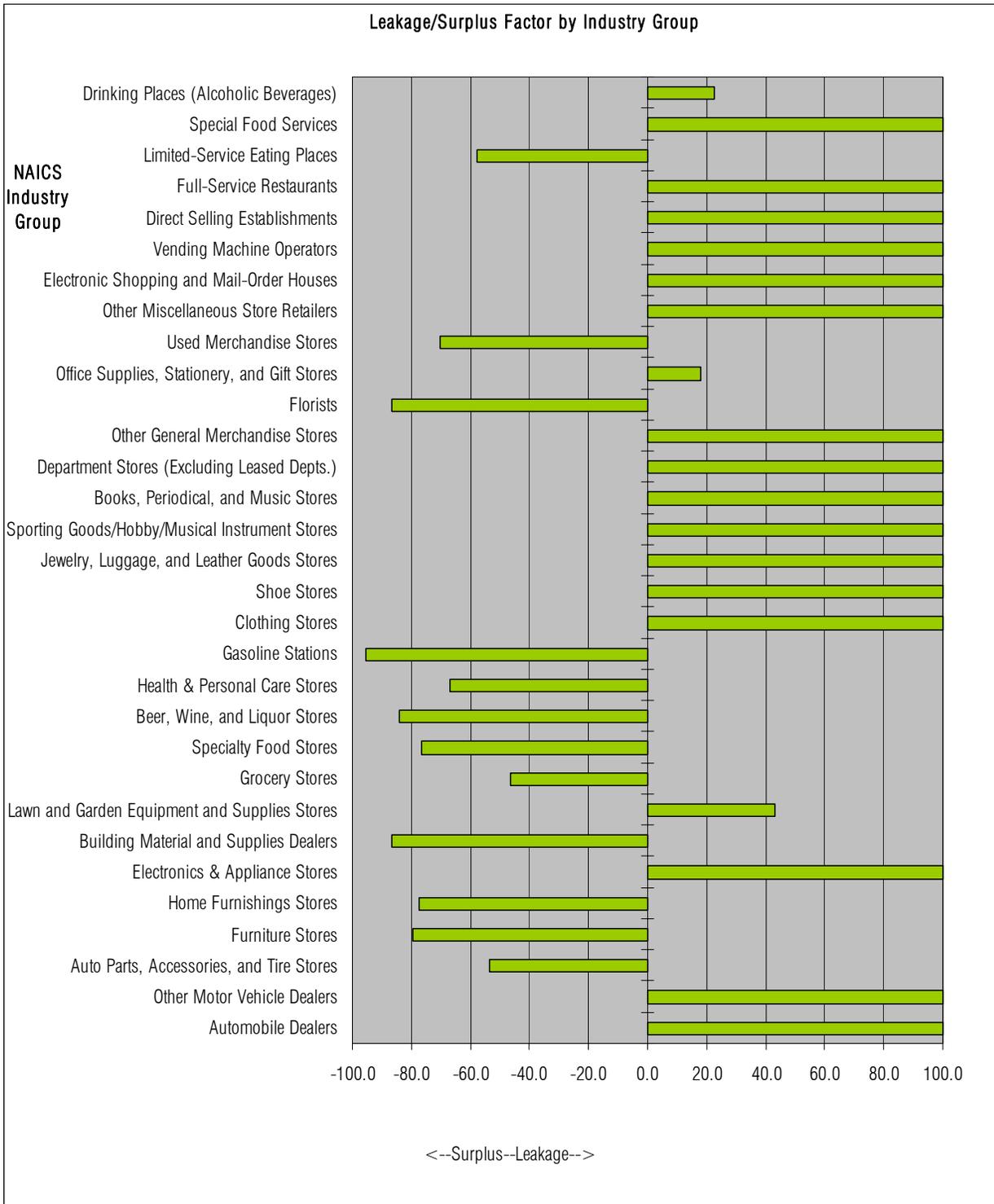
Place: 0683850 Weed City, CA	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$0	\$1,742,655	100.0	0
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$0	\$600,377	100.0	0
NAICS 4529: Other General Merchandise Stores	\$0	\$1,142,278	100.0	0
NAICS 453: Miscellaneous Store Retailers	\$954,752	\$621,061	-21.2	5
NAICS 4531: Florist	\$80,167	\$10,777	-76.3	1
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$72,561	\$141,591	32.2	1
NAICS 4533: Used Merchandise Stores	\$802,024	\$190,390	-61.6	3
NAICS 4539: Other Miscellaneous Store Retailers	\$0	\$278,303	100.0	0
NAICS 454: Nonstore Retailers	\$0	\$506,327	100.0	0
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$301,780	100.0	0
NAICS 4542: Vending Machine Operators	\$0	\$42,376	100.0	0
NAICS 4543: Direct Selling Establishments	\$0	\$162,171	100.0	0
NAICS 722: Food Services & Drinking Places	\$2,855,741	\$2,683,557	-3.1	14
NAICS 7221: Full-Service Restaurants	\$0	\$1,450,593	100.0	0
NAICS 7222: Limited-Service Eating Places	\$2,801,798	\$1,068,950	-44.8	13
NAICS 7223: Special Food Services	\$0	\$9,893	100.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$53,943	\$154,121	48.1	1

ECONOMIC MARKET STUDY



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ECONOMIC MARKET STUDY



Source: ESRI. Business data provided by InfoUSA, Omaha NE Copyright 2005, all rights reserved.

ECONOMIC MARKET STUDY

SWOT ANALYSIS

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

The purpose of a SWOT analysis is to gain an understanding of the internal and external factors that contribute to an entity's success, as well as those factors that prevent it from achieving increased growth and sustained viability. A SWOT analysis can also help uncover opportunities for which the entity is particularly well-suited and help manage or minimize any unexpected threats.

This SWOT analysis compiled for the City of Weed is based upon stakeholder feedback collected at a public meeting held in August 2006, with two focus group meetings and three personal interviews.

STRENGTHS

College of the Siskiyous. Located less than a mile from downtown Weed, College of the Siskiyous has more than 3,000 students enrolled, many of whom live on campus. The mix of college age students and professional educators provides a solid base of business for the downtown area.

Golf courses. The City of Weed is the home to four golf courses, including one "championship" course, which caters to both residents and tourists in the region.

Diverse business base. The downtown area of Weed has a diverse mix of businesses that comprise a solid base upon which future growth may be achieved.

Community participation. City leaders and merchants are passionate about improving downtown Weed and making it a thriving destination point. Their willingness to be active in the process and provide support towards the revitalization effort is an important part of building a successful downtown.

Reasonable property values. The City of Weed shares the same mountain views, clear air and peaceful existence as its neighbors but property in Weed is significantly more affordable.

WEAKNESSES

Limited recreation opportunities. The downtown area of Weed does not have any social gathering spots for evening entertainment. Lighting on Main Street is inadequate and the restaurants tend to close early.

Businesses with limited hours. Many downtown businesses are not open on Sundays and Mondays, which contributes to the leakage of revenue to neighboring communities.

Absentee landowners. Many of the landowners in downtown Weed do not live in the area. As a result, City leaders have difficulty engaging them in activities to improve or promote the downtown area.

Name. Outside public perception about the City of Weed is negative largely due to its name. Although Weed is a beautiful city with a look and feel similar to neighboring communities, the connotations associated with the name "Weed" present a challenge in creating an image of cultural depth and fiscal viability.

Location relative to I-5. Tourists passing through an area are often drawn off the freeway by the visible enticements of an attractive stopping point. Downtown Weed cannot be seen from the freeway and travelers passing through the City can miss the downtown area entirely.

ECONOMIC MARKET STUDY

Limited tax revenue. Due to leakage of consumer dollars to other communities and lack of a tourist draw to downtown Weed, the city is challenged with maintaining enough tax revenue to support public services and make necessary improvements.

OPPORTUNITIES

Build on existing aesthetics. Water features, heritage buildings, mountain views, the original antique “acorn” light standards and new arch can all contribute towards making downtown a destination spot and create recognizable branding for the downtown area.



Invite businesses to attract young consumers. A downtown community center, clothing and sporting goods stores and food specialty shops can be added to attract the younger consumer and bring vibrancy to the downtown area.

Increase tourism. Adding a convention center to provide an affordable alternative to businesses looking for destinations for company retreats would bring visitors to the downtown area.

Weed Boulevard improvement project. Cal Trans is scheduled to begin work on improving Weed Boulevard which will enhance the entrance into the downtown area.

Attractive retirement destination. Upwards of 90% of the new residents purchasing homes and property in Weed are retirees. Their continued migration from the Bay Area and Sacramento regions can buoy Weed’s tax infrastructure and create a larger consumer base for the downtown area.

THREATS

Negative perceptions persist. Negative perceptions and attitudes about downtown Weed persist, despite acknowledgement from merchants and new residents that Weed is a friendly place to live and work. The downtown area is viewed as “old and depressed” with many vacant and underutilized structures.

Wal-Mart in Yreka and no sales tax in Oregon. The presence of Wal-Mart in neighboring Yreka and the fact that Oregon has no sales tax draws residents away from purchasing goods and services in downtown Weed.

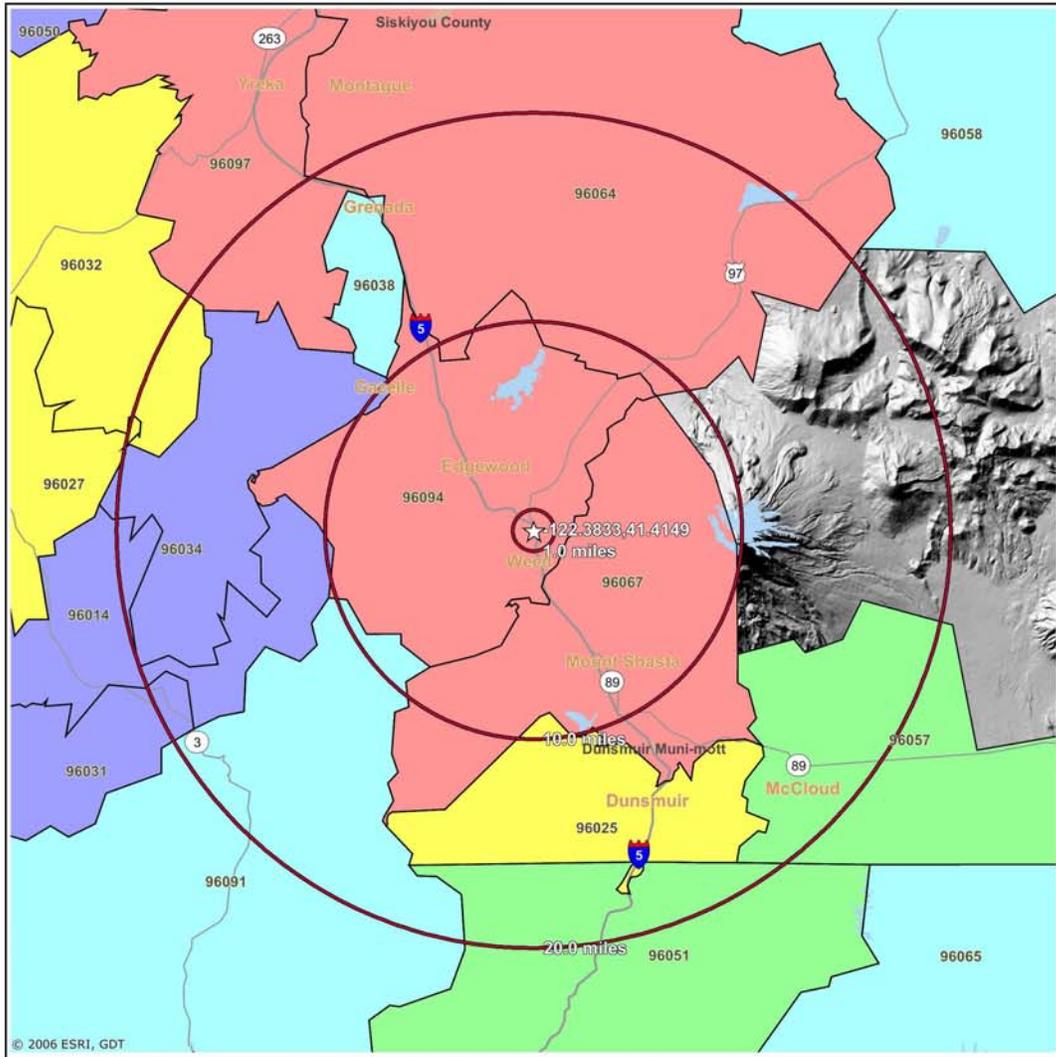
South Weed. This newly developing area is easily seen from the freeway and once fully developed, could potentially draw visitors traveling through the area away from downtown Weed.

ECONOMIC MARKET STUDY

2005 Total Retail Sales Potential (including Food/Drink Sales) by Zip

Prepared by PMC
October 11, 2006

Latitude: 41.4149
Longitude: -122.3833



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2005 Total Retail Sales Potential (including Food/Drink Sales)

by ZIP

- \$37,890,547 - 89,510,447
- \$20,590,306 - 37,890,547
- \$8,479,901 - 20,590,306
- \$5,163,379 - 8,479,901
- \$2,065,892 - 5,163,379



About Your Map...

This map shows 2005 Total Retail Sales Potential (including Food/Drink Sales) by Zip.

The map divides the range of values into quantiles — each class contains an equal number of features.

**CONCEPTUAL MASTER PLAN
DEVELOPMENT**

CONCEPTUAL MASTER PLAN DEVELOPMENT

INTRODUCTION

The recommendations in this section are based on Weed citizen goals and objectives identified by business and political leadership action committees and City staff guidance. The purpose of this plan is to recommend a course of action that addresses the physical improvements and additions to the land use mix that will make Main Street a place once again where people want to be, to shop, to go to for dining and entertainment in the evenings, and a source of community pride.

The downtown redevelopment strategy, of which this is a portion, is to apply public funds in a few focused places to stimulate private businesses and land owners to invest in downtown. The first sections of this plan address the regional and local retail markets to identify what kinds of businesses the City should focus on attracting to the downtown. This section addresses what other kinds of uses Weed should encourage adding to the retail mix and what kinds of improvements to public space the City should initiate.

Downtown Weed is a continually changing and evolving environment, much like a living organism. Changes are best made over time and should be implemented by the smallest interventions that will accomplish the community's objectives. The Master Plan is a roadmap for making incremental, cost effective improvements to the downtown as funds become available.

COMMUNITY MEMBER'S KEY OBJECTIVES

This Plan is designed to help the Weed community achieve its goal of revitalizing downtown in response to the economic challenges facing the City for the past twenty-plus years. Community members organized to identify key objectives for achieving this community wide goal in meetings over the past several years.

The following objectives emerged from meetings with City staff and the Weed Image Team and conversations with residents and business owners:

- Improve the downtown parking availability;
- Fix and extend the street lighting;
- Replace the damaged sidewalks;
- Attract businesses to the downtown and reduce store vacancies;
- Provide a place where people can go to socialize downtown at night, to have parties and reunions; and
- Stimulate investment in Main Street commercial building improvements.

OPPORTUNITIES AND CONSTRAINTS

Significant constraints to downtown revitalization must be overcome to achieve the community's vision. Main Street isn't visible from Highway I-5, and really doesn't have a presence to travelers on Weed Boulevard on their way to and from Highway 97 because it is situated at a much lower elevation than

CONCEPTUAL MASTER PLAN DEVELOPMENT

Weed Boulevard. The downtown's gateway arch sits down low and behind a towering gas station pole sign. Presently, there are few visitor draws to the downtown for those that discover where downtown is. The streetscape (streets and sidewalks, and the building facades bounding them) is in disrepair and there is insufficient private investment in downtown commercial real estate. There are a number of storefront vacancies. The infrastructure too is in disrepair. The City needs to bring in capital with which to make improvements to the public domain. Downtown improvements may occur gradually and in small increments because of limited City funds.

Weed has many unique and important assets to draw upon to make the desired changes:

- Location in a regional recreation area;
- Stunningly beautiful setting;
- Pedestrian scale of streets and block size;
- Significant regional and tourist traffic on Weed Boulevard;
- Natural water features visible from Main Street;
- Mature liquidambar street trees;
- Historic buildings;
- Affordable commercial lease rates;
- An emerging music scene with international artists;
- Siskiyou County's community college; and
- Motivated and engaged citizens that have demonstrated passion for the downtown and a willingness to work to bring about meaningful improvement in their community.

The most fundamental ingredient necessary for thriving commercial development is a market. For this reason, commercial development typically follows residential development. The timing for making improvements to downtown Weed appears to be good now. Prices in Mt. Shasta have risen to a point that residential investment is migrating to Weed. There is new housing being built in Weed and people from out of the area are also buying existing houses in town.

Weed needs an entertainment draw to bring visitors and residents to the downtown in the evenings. Surprisingly, Weed has a special and unique opportunity to create a downtown entertainment draw that could pull visitors from surrounding communities. The professional music recording studio established in the old theater building draws musicians from all over the world--at any given time there are about 20 to 25 musicians in town. This brings about several complementary opportunities. The musicians would enjoy being able to perform locally in addition to working in the studio. They need lodging, restaurants, and perhaps occasional musical instrument supplies and repairs.

There are also galleries and artist's studios beginning to open on Main Street. Artist's adoption and popularization of undervalued urban areas frequently forms an important early stage the ecological cycles of urban economic growth that lead to mainstream real estate investment. The beginnings of

CONCEPTUAL MASTER PLAN DEVELOPMENT

such an artist community are present downtown waiting to be recognized, respected, and supported with the introduction of complementary uses.

MASTER PLAN DESIGN PRINCIPLES

The objective underlying this Plan is to establish the strong impression in business owner's, resident's, and visitor's people's minds that downtown Weed is a desirable place to be. Downtown must be memorable and uniquely identifiable for sustained success. The strategy for making downtown a place where people want to spend their free time draws from four interconnected principles: 1) people must be kept comfortable, 2) they must be given reasons to be there, 3) they must find it convenient to be there, and 4) there must be a critical mass of people to make it socially stimulating and economically viable.

PRINCIPAL #1: COMFORT

There are physical and psychological dimensions to comfort. Physically, we can make people feel comfortable by providing shelter from extreme elements, provide places to rest, and provide easy circulation routes. Availability of good food is one of the first comforts that should go into any social setting, and there should be a range of food choices.

Safety is the cornerstone of comfort. Pedestrians are more comfortable in environments with lower traffic speeds and volumes. People also feel safer when more people are present on or watching the street. Many people are attracted by opportunity for social interaction- places where they can see other people and be seen. There are many other conditions that contribute to psychological comfort including clearly defined space, and an understanding of where one is and how to get to destinations.

PRINCIPAL #2: REASON TO VISIT

People need a reason to visit downtown. If downtown is doing its job serving as a kind of community living room, people would have reasons to visit that extend across 16 to 18 hours of every day. These draws might include shopping, personal or business services, strolling, visiting with friends, attending community events, dining, entertainment, and people watching. The diversity of these offerings contributes to the economic strength and sustainability of downtown. Even non-commercial activities contribute to the economic health of downtown by attracting more people and helping achieve a critical mass of activities and people.

PRINCIPAL #3: CONVENIENCE

People are more inclined to go downtown if they perceive it to be convenient; convenient to get there and convenient to park. Clearly identifiable and convenient parking is critical in commercial areas. Main Street parking, the first choice location, is finite, but there are close by City owned surface lots. Multiple ways of coming to downtown, in addition to cars and trucks, would bring more people downtown. Main Street is within convenient walking distance for many neighboring residents. Other visitors might be inclined to arrive on bicycle (if secure bike parking is provided) or more distant ones by free shuttle from outlying areas, the college and even from South Weed.

The types of businesses in the downtown can contribute to its convenience. Ones that meet the day-to-day shopping and service needs of Weed citizens are a convenience and have a competitive advantage over distant shopping for these needs.

CONCEPTUAL MASTER PLAN DEVELOPMENT

PRINCIPAL #4 CRITICAL MASS

It is important to concentrate the location of human activity up to the point that a subjective “critical mass” of people can be sustained across extended hours. The best place to concentrate them is in front of storefronts. Many pedestrian malls have failed precisely because they have allowed foot traffic to become diffuse. The benefits of the presence of enough people on Main Street are a feeling of safety, increased foot traffic in front of businesses, and opportunity for social interaction that draws people from morning through evening.

SUMMARY OF DESIGN IMPROVEMENTS

These four principles are used generate specific improvement strategies for the streetscape, pedestrian and vehicle circulation, parking, landscaping, lighting, signage and other amenities that work together to create a cohesive and memorable downtown. The improvements are intended to be cost effective, good value for public funds spent, and practical. A basic assumption underlying this Plan is that Weed would pursue a program of business attraction and private investment in the downtown concurrently while making physical improvements to the streetscape. As stated earlier, the intent is to use public sector capital in a strategic way to seed broader private sector investment.. Developing a nighttime music scene along with support services and complementary attractions as discussed in the Opportunities and Constraints Section is one example of this.

Specific physical and land use recommendations are:

- 1) Widen and repave the sidewalks with interlocking pavers;
- 2) Extend Sidewalk Corners at Main Street and Inez Street
- 3) Sidewalk, cross walk and decorative intersection paving
- 4) Street Lighting
- 5) Street Landscaping
- 6) Street Furniture
- 7) Downtown Park
- 8) Reconfigure on-street parking
- 9) Establish surface lots on Clay Street with pedestrian connections to Main Street
- 10) Realign Main St at Mercantile
- 11) Residential over commercial
- 12) Entertainment district

THREE YEAR PLAN OF IMPROVEMENTS

The improvements would be implemented over three years. There are many ways of phasing the work, and they depend upon detailed engineering studies that have not been undertaken at the time this document was written. The following phasing, prepared without the benefit of engineering studies, is based on priorities by location.

CONCEPTUAL MASTER PLAN DEVELOPMENT

Year 1: Entry Development at Weed Blvd. to Camino Avenue

- 1) Remove and Replace Sidewalks utilizing precast concrete pavers
- 2) Install LED paving lights
- 3) Install paver tree grates
- 4) Install street lighting with flower baskets
- 5) Plant ornamental trees
- 6) Relocate or remove selected Liquidambar trees
- 7) Install bike racks
- 8) Install benches
- 9) Install trash receptacles
- 10) Install crosswalks, decorative intersection paving
- 11) Cluster on-street parking
- 12) Encourage residential development on upper floors of commercial buildings
- 13) Encourage entertainment uses and music business complementary uses

Year 2 Main Street – Camino Avenue to South Davis Avenue, Including Additional Parking Areas off Main Street.

- 1) Remove and Replace Sidewalks utilizing precast concrete pavers
- 2) Install LED paving lights
- 3) Install paver tree grates
- 4) Install street with flower baskets and parking lot lighting
- 5) Plant ornamental trees on street and parking lots
- 6) Relocate or remove selected Liquidambar trees
- 7) Install bike racks
- 8) Install benches
- 9) Install trash receptacles
- 10) Install crosswalks, decorative intersection paving
- 11) Cluster on-street parking

CONCEPTUAL MASTER PLAN DEVELOPMENT

12) Landscape the parking lots

Year 3: Gateway Park and Cougar Park

Create Downtown-Gateway Park along Boles Creek with connection to Main Street

Create Cougar Park with connection to the Mercantile Building and Main Street

DESCRIPTION OF DESIGN IMPROVEMENTS

Two of the most effective approaches for increasing the number of people walking in front of downtown store fronts are encouraging residential uses on upper floors of retail buildings and widening the downtown sidewalks. The first phase physical improvements should be to shift Main Street's circulation priority more toward pedestrian activity by providing a sound level surface to walk upon. In response to the various committee concerns against widening the sidewalks, a secondary solution to expand the sidewalk corners at the intersection of Main Street and Inez Street was agreed upon in order to increase pedestrian comfort and slow traffic. Downtown sidewalk replacement is already planned.

Sidewalk paving creates a strong visual statement that could contribute to Main Street continuity. It could also be used to help create gateways to the street if carried around corners for a short distance onto Weed Boulevard and side streets. Sidewalks should have small corner radii at side streets, to help encourage slower driving speeds comfortable for pedestrians. Tighter radii slow turns. Intersections at cross streets should have curb radii of 10 to 15 feet.

Street lighting and gateway signs should be part of the first phase of work. Gateway signs at the corners of Weed Boulevard and Main Street would help make visitors aware of the Downtown area. Street lighting would be installed at the time sidewalks are replaced. Also, if sidewalk construction must be phased, streetlight wiring requirements may be a consideration in setting work boundaries.

Street Cross-section

Main Street has a 60 foot right-of-way (ROW) from property line to property line, and many of the side streets have a 50 foot ROW. Weed Boulevard has an 80 foot ROW. Property lines in the City are located at the back of sidewalk (away from the curb). There is room to widen sidewalks on Main Street without restricting vehicular traffic flow or on-street parallel parking.



Snow removal is a concern for some and is discussed below. The recommended use of the Main Street ROW is shown in Figure 1. Starting at the centerline of the ROW, Main Street would have two 11 foot wide travel lanes (one in each direction) 8 foot wide parallel parking lanes on both sides of the street, and 11 foot sidewalks. The proposed curb to curb distance of the new street is 36 feet compared with about 44 feet as it exists now. This recommendation was rejected by the committee members and the sidewalk widths will remain as they are now. The alternative design includes the corner

expansion detail at Main Street and Inez Street, see detail Figure 3B.

The side street sidewalks could also be widened, or in some cases constructed for the first time, with the same pedestrian orientation. The recommended use of the typical side street ROW is shown in as shown in Figure 2. Side street travel lanes are shown as 10 feet wide and parking lanes 7 feet wide, leaving room for 5 foot sidewalks and a landscape strip between the curb and sidewalk.

CONCEPTUAL MASTER PLAN DEVELOPMENT

Snow Removal

The trade off, given a fixed right-of-way width, to widening sidewalks is that travel lane space and on - street plowed snow storage space is reduced. This presents increased challenges to snow plow operators several days out of the year. The City may need to modify its snow plowing approach to accommodate wider sidewalks. A different approach, such as moving plowed snow to retention areas on side streets or surface parking lots, or off site rather than piling it between the travel lanes (as is done now) may increase costs or time to clear the street but these concerns should be more than offset by the economic benefits realized from having an economically vitalized downtown. Such alternative approaches are common in snow country cities. Existing snow removal policies will not change due to existing sidewalk widths remaining the same.

Streetscape and Sense of Enclosure

Buildings facing onto the street establish the walls of the public space. The relationship of building height to the distance from front wall to front wall of the buildings across the street determine, along with street trees, the sense of enclosure people would experience. Some enclosure helps give the street clear definition; too much and the street could become foreboding and impersonal. Also, driving speeds tend to decrease as sense of enclosure increases. As a general rule of thumb, a street cross section with a width to height ratio ranging between 1 to 1 and 1 to 2 is desirable. Main Street would have adequate visual definition with two story buildings and still be comfortable with three story buildings. Corner lots should have taller buildings.

A few of vacant lots front on Main Street reducing street definition. When these properties are developed, buildings should be built right up to the back of sidewalk, or within five feet of it where sidewalk dining is provided. As an interim measure, landscaping about 3 feet in height located along the back of sidewalk would improve the appearance of these lots, help street definition, and partially screen parked cars on the lots until the lots are developed.

Street trees too can increase sense of enclosure, and lower traffic speeds if they are spaced at regular intervals along the street. Street trees are discussed in the landscaping section below.



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DRAFT: Nov. 22, 2006 — T:\City of Weed\Revitalization\Figured

FIGURE 1
MAIN STREET RIGHT-OF-WAY

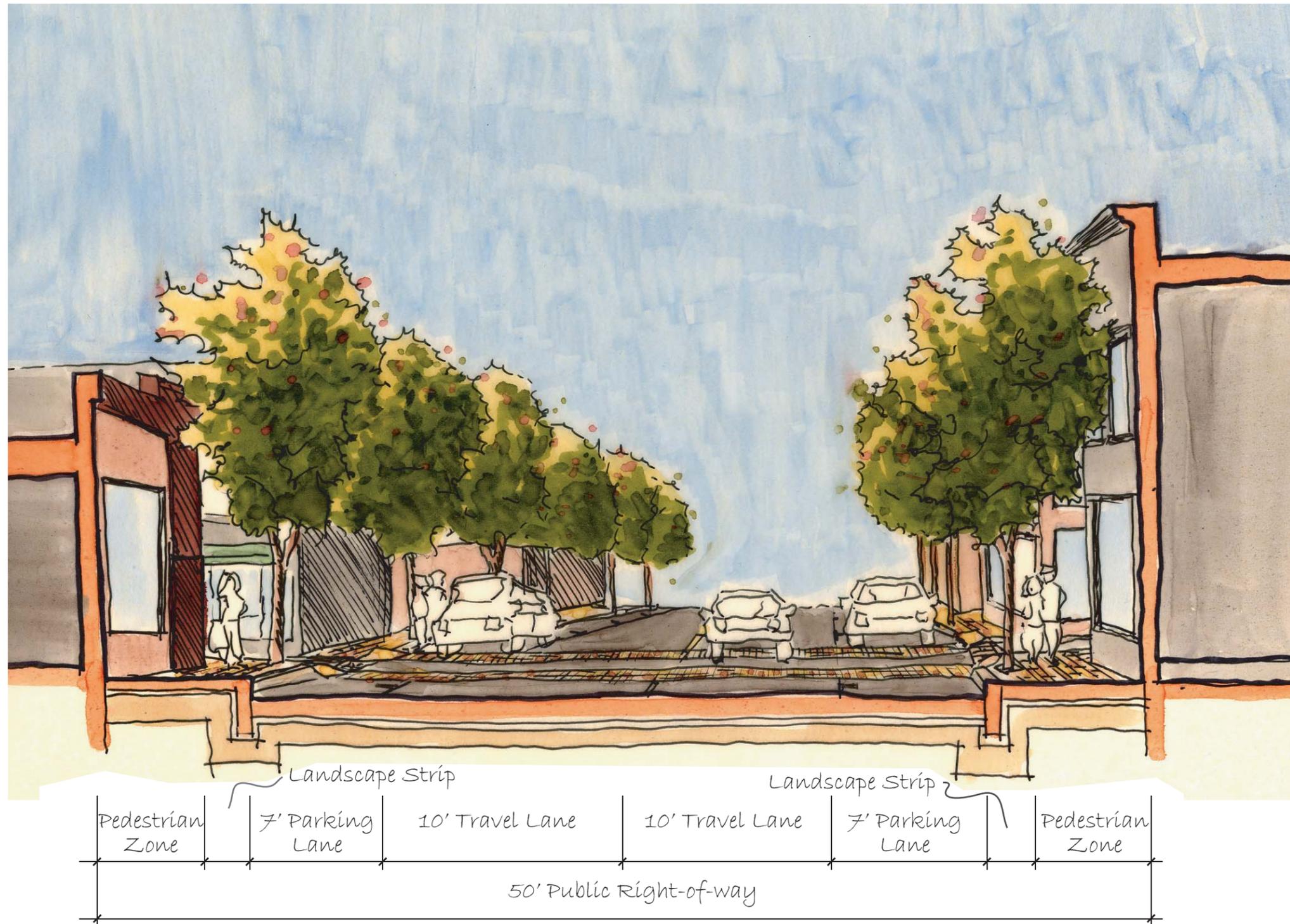


FIGURE 2
SIDE STREET RIGHT-OF-WAY

CONCEPTUAL MASTER PLAN DEVELOPMENT

Sidewalks and Crosswalks

Sidewalks and crosswalks are more than just paving material. Their design adds to the street's character and controls the level of pedestrian comfort and safety. Main Street's new paving must be economical, attractive, pervious, durable, and able to withstand some movement from tree roots. Crosswalks should be clearly delineated as pedestrian space through color and texture.

The minimum legal width for sidewalks is 4 feet of clear travel width and this does not exist in many areas of downtown. Sidewalks widths in the 16 to 18 feet range are optimal for downtown retail areas, but 11 feet is adequate to provide an amenity zone (for trees, benches, etc.) out near the curb and a walking zone (or lane) for shoppers and strollers. It is also an appropriate width for the scale of Weed's downtown. Wider sidewalks allow for additional zones for different paces of walking such as window shopping and brisk walking, and space for sidewalk cafes.

Paving material for sidewalks and crosswalks would be precast integral color interlocking pavers. The pavers have several advantages over standard poured concrete sidewalks. Pavers are less expensive than colored and stamped concrete. Infrastructure repairs can be easily completed without destroying the pavement. Pavers form an interlocking system capable of spreading vertical load horizontally and they resist pavement heaving caused by freeze thaw conditions. They add richness of color and texture to the pedestrian environment. The pavers are semi-permeable; they allow some water to pass through in the small spaces between the block, reducing storm water runoff.

Pavers would be set in a running bond pattern over a sand base (see Figure 3,). The pavers would be bordered by the City's standard cast-in-place concrete curb, and the paving would be carried around the corners, as shown in Figure 4, at the intersection of South Main Street and Weed Boulevard and at other Main Street intersections.

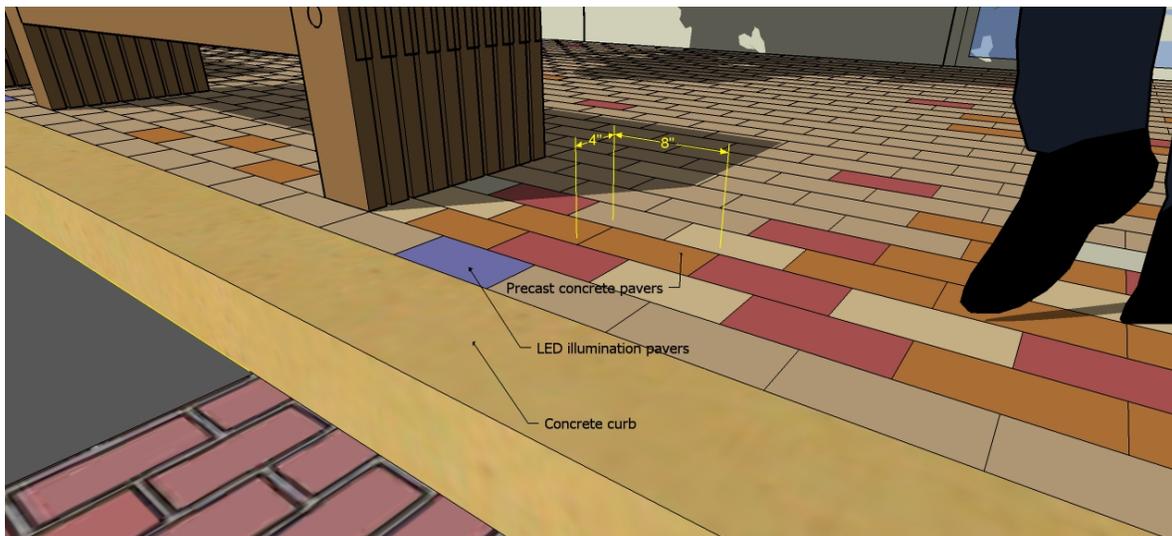


Figure 3. Integral color precast concrete pavers set in running bond pattern



FIGURE #
Title of figure

CONCEPTUAL MASTER PLAN DEVELOPMENT

Street Furniture

Street furniture is an integral part of designing the downtown setting. Street furniture proposed for downtown Weed includes tree grates, benches, trash receptacles, and bike racks (Figure 6). They should all be installed at the same time as the sidewalks. The recommended street furniture is discussed in the Landscape and Lighting Section below. Specific products and costs are identified in the Plan Components and Materials Section and in the Cost Estimates near the end of this document.



Figure 5. Street furniture and street lighting on Main Street

Landscape and Lighting

A distinctive, colorful landscape theme used only along Main Street would make the street more attractive and identify it as Weed's downtown district. It would also help unite the two ends of Main Street. Consistent, warm color temperature lighting with hanging flower baskets and special tree species mixed with the existing *Liquidambar* trees would complement the colored and textured sidewalk paving to identify the downtown core and create a beautiful setting for daytime and night-time use.

Trees

Street trees improve the look of the street more than any other single design element and are cost effective improvements. Care is required on retail streets to maintain views of storefronts or signs by careful tree placement. The recommended approach to locate trees is to use larger trees with high skirts between storefronts, and to use ornamental trees with small canopies in between trimmed in such a way that storefront visibility is unobstructed for pedestrians and drivers on either side of Main Street.

CONCEPTUAL MASTER PLAN DEVELOPMENT

Existing mature Liquidambar street trees along Main Street are a valuable asset to the City of Weed. The City should keep as many of the existing street trees as possible. Minimal and selective removal of damaged or overgrown



Liquidambar trees on Main Street

trees and the addition of *Acer griseum*, Paperbark Maple, *Pyrus calleryana* ‘Capital’, and *Koelreuteria paniculata*; Goldenrain Tree is needed to enhance the streetscape with variety of size, color, and texture. *Pyrus calleryana* ‘Capital’ would be used to indicate parking areas along with proper signage. The Paperbark Maple would provide a smaller stature tree along with brilliant fall color and a distinctive bark. The Goldenrain Tree provides filtered shade for parking areas during the hot summer months, and very showy yellow flowers in the spring.

Decorative Plants

The sidewalks should be kept uncluttered and open for pedestrian use. Street furniture is recommended to occupy an amenity zone near the curb. Some flower pots at sidewalk level could be used, however hanging flower baskets are recommended as a first choice. The baskets would hang from street light cross arms and could be watered with an installed drip irrigation system or by hand. Hanging baskets of annuals would dot Main Street with color year round.

Tree Grates

Tree grates provide a safe, level surface on the sidewalk that permits tree installation and maintenance. Traditional cast iron grates are available in decorative patterns. Because the sidewalks would be constructed with pavers, an invisible grate option exists. The “Ironsmith” Paver Grate is designed so that pavers are installed directly on top of the grate leaving a 12 inch or 24 inch opening for the tree trunks. The larger opening would provide adequate space for the mature Liquidambar to remain in the sidewalk. The Paver Grate would allow for better pedestrian traffic flow near where trees are located in the sidewalk. The Paver Grate is constructed of zinc-coated steel. The Paver Grate is a relatively new product. It’s not known how long the Paver Grate will last or how much maintenance it may require. Cast iron grates can last 50 to 100 years without much maintenance.

Ambient Lighting

Lighting for the Downtown area is critical to enhance the downtown experience. Safety is a key concern addressed with adequate and uniform lighting. The quality of light is also important for creating an attractive atmosphere. It should be warm in color temperature (measured in degrees Kelvin), and broad in spectral distribution for a natural appearance. Lighting fixtures should be at the lower end of the scale range, from 10 to 14 feet high. Lighting should also be directed downward with no direct lighting shining onto private property or upward causing spillover onto adjacent properties or contributing to sky glow, a condition to be taken seriously and prevented in a beautiful place like Weed.

The existing Acorn Style fixtures should be retained and supplemented with new street light fixtures that match closely. The recommended light standards would have a GFI plug incorporated into the pole for holiday lighting and cross arms for hanging flower baskets and banners depicting the City of Weed and holiday themes.

CONCEPTUAL MASTER PLAN DEVELOPMENT



Figure 6. Metal halide lamped street lights with hanging flower baskets enliven Main Street

Decorative Lighting

The Weed Gateway Arch needs spot lighting on the top of the arch (both sides) to make the sign more prominent. This could be accomplished from the sign itself rather than by up lighting from the ground.

Main Street sidewalks would be embellished with spaced illuminated paver lights set adjacent to curbs (Figure 7). The illuminated pavers are solar powered LED lights that would come on at night and recharge from sunlight during the day. They require no wiring and would be placed in identical fashion to the standard pavers. They have low light output and wouldn't contribute to sky glow or create glare conditions, but would provide a small amount of sidewalk illumination from below. Spot lighting could also be used for illuminating trees from below if a stronger effect is desired. Additional seasonal lighting could be strung from the street light standards if the City chooses the GFI outlet option.



Figure 7. LED pavers placed along benches and beneath ornamental trees

CONCEPTUAL MASTER PLAN DEVELOPMENT

Downtown Surface Parking

Convenient parking is essential for retail success. Huge volumes of traffic pass near downtown shops along Weed Boulevard. Downtown businesses could benefit from this traffic if travelers knew about the downtown and if they could transition from being drivers to being pedestrians.

The only way to increase on-street parking along Main Street is with angled parking. The right-of-way is insufficient to do this. However, it's not necessary that all the needed parking be located on-street in front of stores to be convenient. That would be ideal but if drivers can see their destination and then drive around the corner to park, they will perceive parking to be convenient.

The City owns a number of lots on Clay Street that could provide approximately 80 parking spaces (assuming a standard 350 square feet per space) for South Main Street businesses (See Figure 4). The City should beautify these lots and connect them to Main Street with attractive pedestrian routes in the first phase of downtown improvements. The lots need paving, landscaping, and lighting. These lots should have deciduous shade trees planted every third parking space, maximum.

Pedestrian circulation routes connecting surface parking on Clay Street to Main Street should have special treatment including special landscaping, lighting, and paving treatment. If possible, pedestrian-only routes, or Paseos, should connect parking and Main Street between buildings mid block. Paseos should be at least 15 feet in width, and where possible, have storefront facing onto them.

Main Street's on-street parking could be organized to allow easy parallel parking as shown in Figure 8. Grouping parking spaces in pairs gives every vehicle maneuvering space and also creates a clear sidewalk access point for pedestrians.

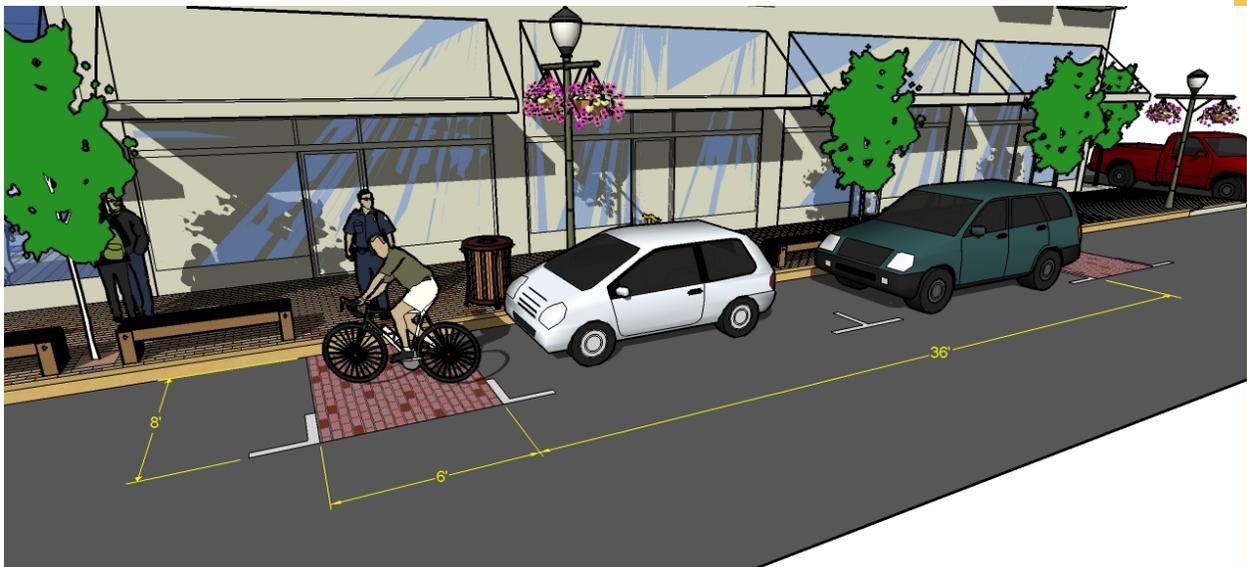


Figure 8. Grouped parallel parking spaces are easier to use

CONCEPTUAL MASTER PLAN DEVELOPMENT

Gateway Park

The City-owned land adjacent to the downtown gateway and the creek presents a golden opportunity to do something special for the community. It has varied terrain and a great location with frontage on three streets. It should be developed as a community park (Figure 9, Gateway Park Detail) so that it could serve as a gathering place for residents and visitors. Activities could range from passive near-the-water experience to picnics, concerts in the park, and water play for children. Recommended amenities include handicapped access, a kiosk designed for information, newspaper and coffee sales, a bridge to cross over the seasonal creek, amphitheatre seating, picnic tables and water “Jumping Jet” for children’s play, large trees, and flowering shrubs.

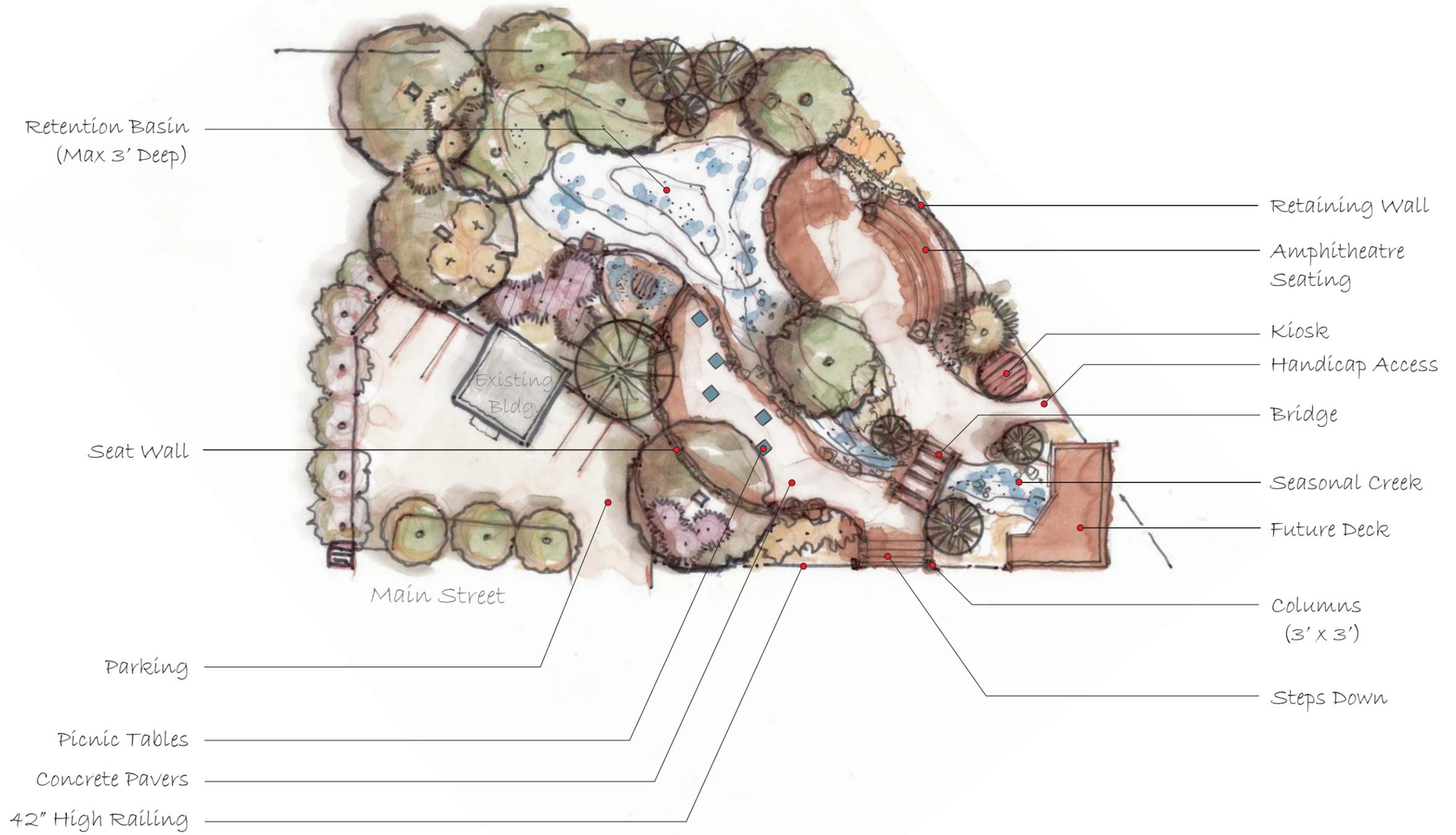
A portion of the park would be used for water retention. It must be less than 3 feet deep to avoid the fencing requirement. Seat walls and paver surfaces would surround the retention basin area. This area would be planted with grass in the off season.

The park design will need a lighting plan that is carefully thought out to provide a safe environment but also one that is appropriate for an extended hours use park.

North Main Street Improvements

Despite separation from the downtown core by a residential district, North Main Street (See Figure 10) has an important role in the revitalization of downtown Weed. City Hall and the Mercantile Building are significant draws to this end of the street. Recommendations for the area around the Mercantile Building (See Figure 11) include installing street lights, constructing sidewalks, improving Cougar Park, resolving the turn at the end of Main Street, defining the on-street parking, and connecting to the parking area on the north side of the Mercantile Building.

City Hall’s recent plaza improvements can be built upon with new street lights, defined on street parking, and wider sidewalks (See Figure 12).



PMIC
 DRAFT: Oct. 6, 2006 — T:\City of Weed\Revitalization\Figured

FIGURE 9
GATEWAY PARK



FIGURE 10
MAIN STREET, NORTH END

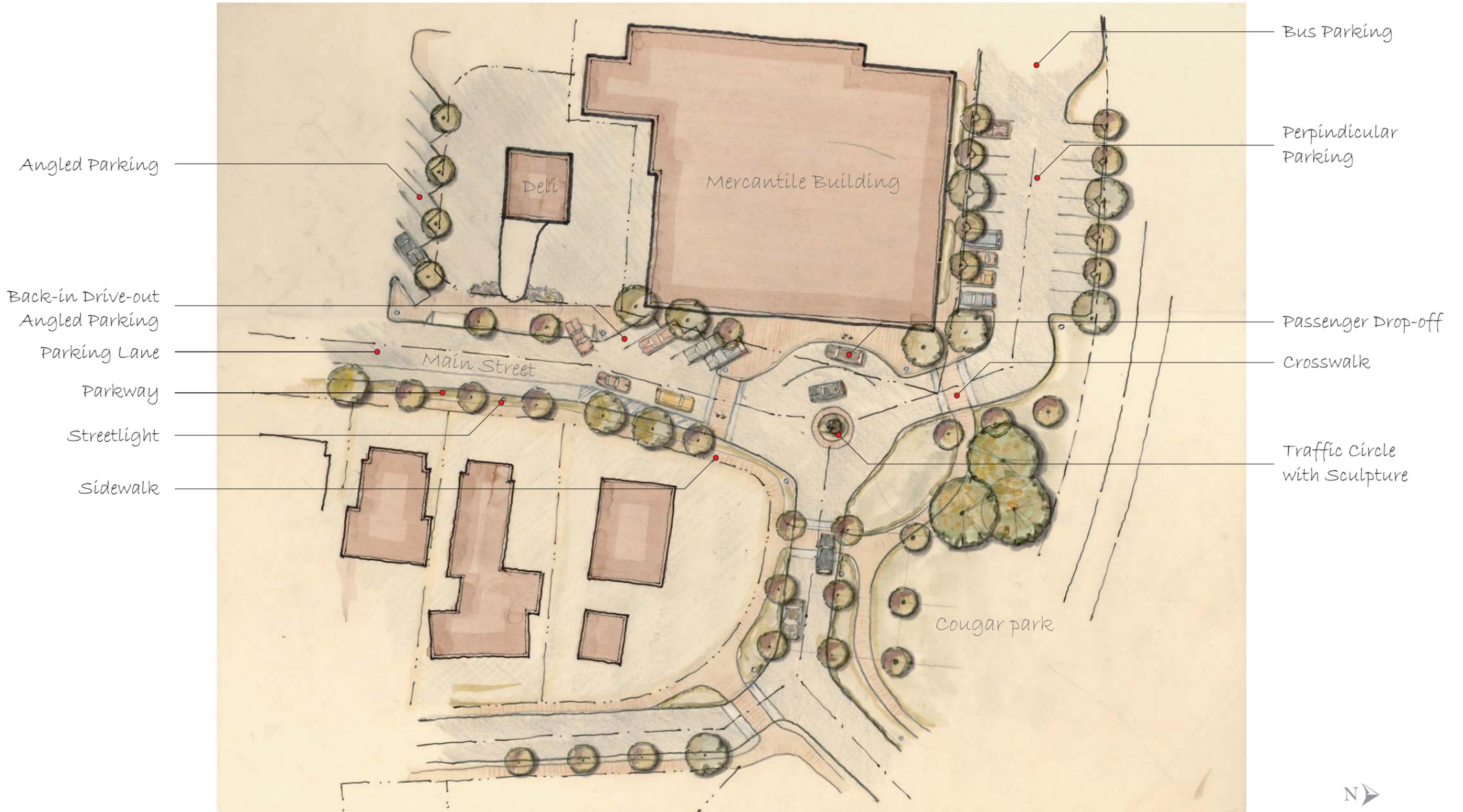


FIGURE 11
MERCANTILE AREA DETAIL

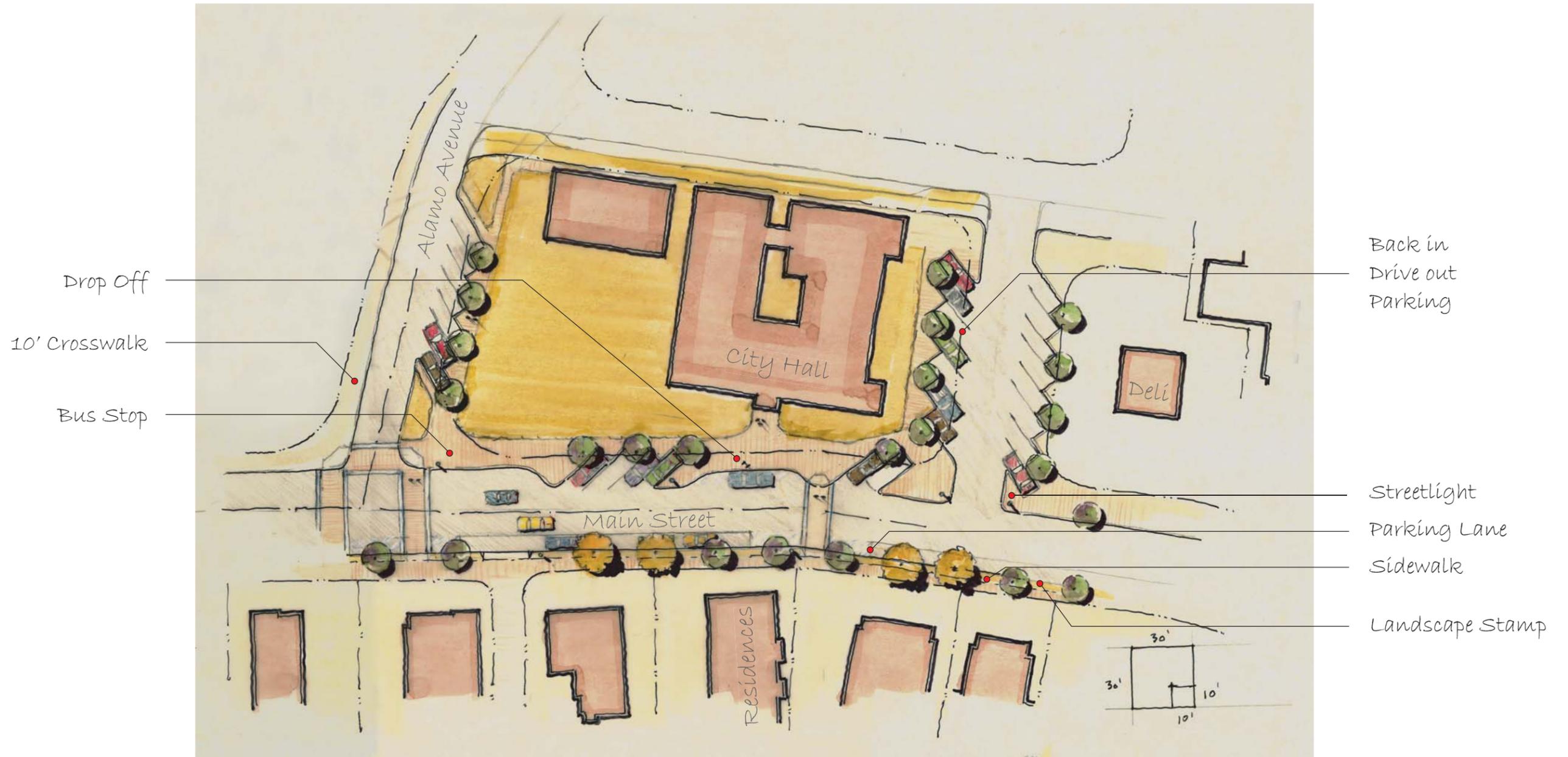


FIGURE 12
CITY HALL AREA DETAIL

CONCEPTUAL MASTER PLAN DEVELOPMENT

Traffic Circle

A traffic circle, rather than revising the radius of the inside corner at the end of Main Street, is recommended to define and control traffic flow at this low volume intersection (Figure 11). Large trucks would be able to navigate this circle for a left turn past the mercantile building. The center of the circle would help give visual termination of the long street and provide an excellent location for a stature or landscaping.

Angled Parking

There is room for angled parking on one side of the street in front of the Mercantile Building and City Hall. Recommended parking is “back-in, drive-out”, a parking strategy that is easier than parallel parking and safer than both parallel and traditional angled parking. Drivers would come to a stop just past the parking space then back into it at a 45 degree angle, similar to how they would parallel park (but easier). Drivers leaving the parking space would have a clear view of oncoming traffic before pulling out into the travel lane.

Landscaping and Lighting Extended

The same landscaping, paving, and lighting scheme of South Main Street should be continued along North Main Street, except that the residential side of the street would have 5 foot sidewalks and a landscape strip between the sidewalk and the curb.

Cougar Park

Cougar Park should be designed as a clearly expressed termination of Main Street, and community-oriented park. Landscape materials from Main Street should be carried into the park. Detailed design of this park is beyond the scope of this study.

Private Property Owner/Business Owner Participation in Downtown Revitalization

The City’s efforts in economic revitalization and physical improvements to downtown are intended to seed private sector investment in the form of building conservation, upgrades, facelifts, and maintenance. Façade improvements to buildings fronting on Main Street are necessary to complement the work planned by the City.

A local resident and business owner, Brenda Woods, donated hundreds of hours of her time in preparing some sample façade improvements for selected downtown buildings in the hopes of generating property owner interest in improving their properties. Her work is presented in Appendix A.

PLAN COMPONENTS AND MATERIALS COSTS

A summary of components and materials proposed for Weed’s downtown is shown below. Detailed budget estimates and quantity take offs are presented in Appendix B.

PAVERS

Precast Concrete Pavers
Basalite Concrete Products
Mission Style-Carmel Color
Sidewalks – 80mm @ \$2.36 sq. ft.
Crosswalks- 100mm @ \$2.85 sq. ft.

CONCEPTUAL MASTER PLAN DEVELOPMENT

PAVING LIGHTS

Northern Lights Co
Solar Powered Paver @ \$57.00 ea.

STREET FURNITURE

Picnic Tables

Thomas Steele, Inc.
Walden Square @ \$1,853 ea.

Benches

Landscapeforms
Palisades Bench @ \$1,100 ea.

Trash Receptacles

Landscapeforms Plainwell @ \$1,080 ea.
Plainwell @ \$1,080 ea.

Alternative: Doty & Sons, Inc
LR1260 Capital Model @ \$467.90 ea.



CONCEPTUAL MASTER PLAN DEVELOPMENT

Bicycle Racks

Landscapeforms
Pi Rack @ \$240.00 ea.

STREET LIGHTS¹

Sentry
SAL-FF 12 ft w/ GFI @ \$1,426.00 ea.
SGO 175MH type 111 distribution @ \$567.00 ea
Single Banner Arm @ \$276.00 ea.
Single Plant Holder @ \$157.00 ea

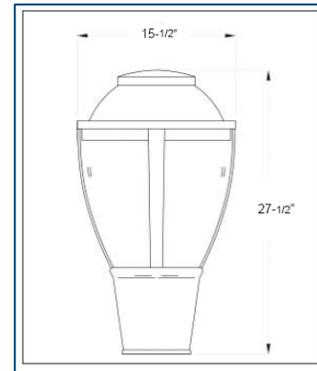
TREE GRATES

Ironsmith
Paver Grates @ \$740.00

LANDSCAPE

Street Trees

15 gal/side streets @ \$90.00 ea.
24" box @ \$275.00 ea
36" box @ \$395.00 ea.



¹ *These are Acorn Style fixtures lamped with metal halide lamps, and have a similar appearance to the existing street lights. Metal Halide lamps are recommended because they have a warm bright white light, have long lamp life, and are energy efficient. The City should verify that the existing street lights are serviceable and can be relamped with Metal Halide lamps and ballasts and similar reflector/shields, or alternatively, if they could have the new fixtures installed on the pole tops. Mercury vapor lamps are not recommended because of their bluish white light that has a cold appearance, and narrow spectral distribution. They create an unattractive appearance on the complexion and the streetscape.

FINANCING AND FUNDING OPTIONS

FINANCING AND FUNDING OPTIONS

The City of Weed is in need of assistance to research financing opportunities for its downtown revitalization area. The financing opportunities may include grant funding opportunities, and/or creation of funding tools such as benefit assessment districts, a Business Improvement District, or Community Facilities Districts. The City is in a good position to access grant funding for planning that enhances the business climate, creates affordable housing, and promotes economic development in the City's downtown area.

Taking advantage of opportunities and options may also include, but not be limited to, the following actions related to funding sources not currently utilized by the City for this area:

- Exploring the use of General Obligation (GO) Bonds and/or Revenue Bonds to generate voter-approved funding for specific programs/facilities/services;
- Evaluating the feasibility of forming one or more special districts;
- Evaluating the feasibility and voter support for a Sales Tax increase;
- Evaluating the adoption of Special Fees such as those for real estate transfers and/or construction permits;
- Exploring the sales or leasing potential of underutilized or unused city-owned property;
- Identifying and analyzing additional sources of tax increment financing resulting from redevelopment projects and zones.

GRANT FUNDING

State and Federal Grants

There are numerous governmental agencies that provide grant opportunities for cities. The programs have specific project criteria that applicants must meet.

Department of Housing and Community Development

CDBG Technical Assistance Grants

CDBG Grants provide a wide range of technical, planning, and infrastructure assistance in regions experiencing adverse economic situations. Grants can be used to create jobs for the low-income wage earners or to develop housing policy or studies for improving infrastructure within a specific area. In 2006-07, the maximum grant available is \$70,000 a year for one or two economic development projects. Also, another \$70,000 per year is available for planning and housing related studies and projects.

California Department of Transportation

Transportation Planning Grant- Environmental Justice/ Context Sensitive Planning

Transportation Planning Grants are intended to promote strong communities, economic growth and protection of our environment. These planning grants support closer placement of jobs and housing, efficient movement of goods, community involvement in planning, pedestrian mobility, and smart land use and commute alternatives. The grant cap is \$250,000 and has a 10% match requirement. The final results of these grants should lead to the adoption, initiation, and programming of transportation improvements that improve mobility, access and economic vitality.

FINANCING AND FUNDING OPTIONS

LOCAL FUNDING OPPORTUNITIES

Business Improvement District (BID)

A somewhat underutilized financing tool is the Business Improvement District (BID) as defined in Streets and Highways Code 36500 (1989) and 36600 (1994) et seq. Similar to special assessment districts, BIDs assess either business owners or property owners within set boundaries for additional services, such as park maintenance and public safety. They are unique, however, in that they establish a partnership between property owners and businesses in downtown or commercial areas for the purpose of improving the business climate in a defined area. Impetus for the BID generally comes from business and property owners hoping to attract tourists and new customers by cleaning up sidewalks, improving parks, increasing lighting, etc. These business owners want better services and are usually willing to pay for it -- within their neighborhood. In some places, they are willing to take on non-governmental tasks, such as marketing, to supplement public services.

Mello-Roos Community Facilities District (CFD)

Mello-Roos is California's special enabling legislation for a Community Facilities District (CFD) to provide certain public facilities and services in a given area. A special tax assessment is imposed on property owners to finance specific public projects. CFD special taxes can also support maintenance. Park and recreation facilities may be funded in this way, but a two-thirds voter approval is necessary. Mello-Roos is most commonly used in newly developing areas and used in combination with other developer based funding, such as impact fees and development agreements.

Landscape and Lighting Act of 1972 (L&L)

California Streets and Highways Code Section 22500 et seq. (the Landscape and Lighting Act of 1972) empowers local governments to levy an assessment for improvements with direct benefit to property if certain procedures are followed. Open Space, Parks and recreation improvements and services are among the uses authorized. Until the passage of Proposition 218 in 1996, a local government could impose the assessment after determining there was not a formal written protest from a majority of owners of property to be assessed. This threshold was lower than the two-thirds voter approval limit of Proposition 13. Now, the formation procedures must follow the requirements of Proposition 218.

The 1972 Act enables assessments to be imposed to fund:

- Acquisition of land for parks, recreation, and open space;
- Installation or construction of: planting and landscaping, street lighting facilities, ornamental structures, and park and recreation improvements; and,
- Maintenance and servicing of any of the above.

Infrastructure Financing District (IFD)

An Infrastructure Financing District (IFD) (Government Code section 53395 et seq.) is a mechanism for financing infrastructure improvements that combines some of the features of redevelopment tax increment and Mello-Roos financing, the financing method commonly employed by redevelopment agencies.

An IFD may finance the purchase, construction, expansion, improvement, or rehabilitation of any real or other tangible property with an estimated useful life of 15 years or longer. The facilities financed by an IFD must be public capital improvements of communitywide significance, providing benefits to an area larger than that of the IFD, based on a finding by the City Council that the capital facilities to be

FINANCING AND FUNDING OPTIONS

financed provide communitywide benefits. Facilities purchased by the IFD must be already constructed at the time of purchase.

Similar to a Mello-Roos CFD, financed facilities need not be located within the boundaries of the IFD. Facilities financed through an IFD may not replace existing facilities or services, but they may supplement existing facilities and services as necessary to serve new development.

Only one IFD has been established in California. The City of Carlsbad established an IFD to finance some improvements necessary for Legoland. The County of San Diego has investigated the use of an IFD in the East Otay Mesa community.

OTHER POTENTIAL FUNDING SOURCES

General Obligation Bonds

A General Obligation Bond is a municipal bond backed by the credit and "taxing power" of the issuing jurisdiction, rather than the revenue from a given project. General Obligation Bonds are issued with the belief that a municipality will be able to repay its debt obligation through general taxation or revenue sources from projects. No assets are used as collateral.

General Obligation Bonds have provided a key source of funds for park and open space acquisition and development at the state and local levels. Since 1980, the State of California has approved about \$4 billion in bonds to purchase, protect, and improve recreational areas (such as parks and beaches), cultural sites (such as historic buildings and museums), and natural areas (such as wilderness and open-space areas, trails, wildlife habitat, and the coast). Individual cities have also proposed General Obligation Bonds for parks services with mixed results. Bonds passed in approximately in 33 percent of cases in 2000. GO bonds are subject to the provisions of Proposition 13 and require a 2/3 vote for approval.

Revenue Bonds

Revenue bonds are paid from a tax or other dedicated revenue source for the use of a specific public project or with the proceeds from the fees charged to those who use the facility that the bonds finance. These bonds are not constrained by debt ceilings like general obligation bonds. Voter approval is rarely required, since the government is not obligated to repay the debt if the revenue stream does not mature as predicted. Revenue bonds are more expensive to repay than general obligation bonds in terms of the interest rate charged on the bonds.

Certificates of Participation (COPs)

Certificates of Participation (COPs) have become increasingly important tools that local governments are using to provide needed improvements within developing areas of a city. COPs are lease-purchase arrangements that allow a government to pay for a property over time. Since payments are made year-by-year, the transaction is not formally considered debt. This financing mechanism is now used in more than half the state. COPs do not require a referendum and do not impact a community's debt limit and provide an excellent means of working with the local business community in a public/private arrangement.

Sales Taxes

Sales tax revenue is typically the second largest source of income for state and local governments. Many localities throughout the country have used an additional quarter cent or half cent sales tax, approved by voters, to increase revenues to the local jurisdiction and in some cases to fund specific services, such as public transportation, economic development, or parks and recreation. The additional sales tax can be

FINANCING AND FUNDING OPTIONS

levied generally on the sale of retail goods or services or can be imposed on specific items such as alcohol, tobacco, and gasoline. In California, increased sales tax to support transit (e.g. BART) is used by many local jurisdictions. Implementation of a dedicated sales tax increment/percentage would need to be approved by the voters. If the sales tax were earmarked for a specific service, such as downtown revitalization, the measure would need approval by two-thirds of the voters.

General Fund

General Fund dollars are provided solely at the discretion of the City Council, and are allocated for specific capital projects identified by the City Council on an as needed basis.

Real Estate Transfer Fee

A real estate transfer or conveyance fee is levied on the sale of certain classes of real property, and is typically based on the size or value of the property being sold. City policy would dictate who pays the fee. Sometimes sellers, for the appreciation of their homes, are required to pay the tax or buyers, based on the argument that they are making an investment in the future of the community.

Transient Occupancy Tax (TOT)

Transient Occupancy Taxes are typically assessed on hotel/motel rooms, campgrounds, and other lodging facilities, for stays less than 30 days. The taxing authority is the local government agency. The use tax impacts tourists and is easier to implement. Because many downtown events serve tourists, these funds could be used for downtown revitalization. The County of Marin uses TOT for general revenue; Santa Cruz directs 1 percent of its TOT to fund tourism outreach.

Implementation of an adjustment to the existing TOT that would be earmarked for downtown revitalization would require a two-thirds majority vote to pass, as it would be considered a specific tax as opposed to a special tax.

Redevelopment Agencies/Districts

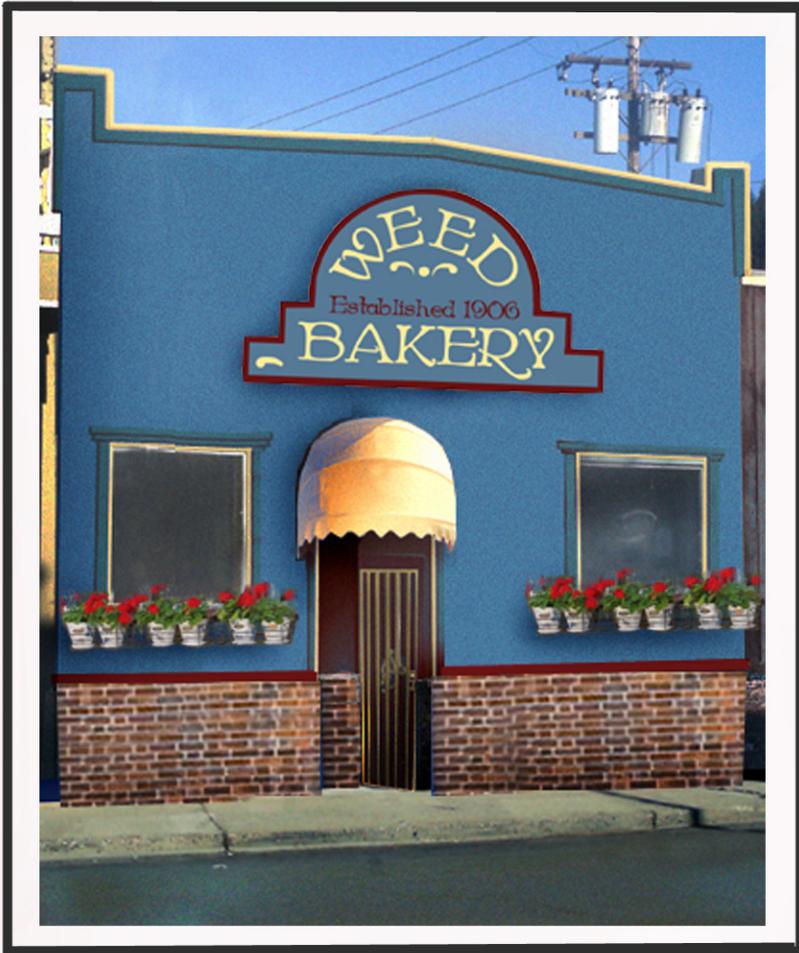
Designating an area a redevelopment district is a way of stimulating the economic revival of blighted urban, suburban, and sometimes even rural neighborhoods. The finance mechanism employed by such districts is called Tax Increment Financing (TIF).

When a redevelopment agency is adopted, the assessed valuation of real property within the designated redevelopment area is frozen. Taxes are apportioned to taxing entities at this base level while improvements to the area are made, new businesses are attracted, and property values rise. Typically, any increase in the assessed value of the property makes up the tax increment, which is then used to pay project costs or repay the bonds or other obligations that help to finance the “project.” Tax increment financing is being used for a variety of purposes, including acquiring property to be resold at reduced prices and on-site improvements such as utilities, lights, repaving streets, and restoring neighborhood parks.

The work in this appendix was created by Brenda Woods, Weed resident and business owner. Brenda donated her time to simulate views of potential improvements on selected Main Street buildings. The façade examples are not necessarily endorsed by building owners, the City or the Consultants. The artistic interpretations of each building’s potential were prepared to stimulate discussion, and hopefully to inspire private investment by downtown building owners. Most of the suggested improvements would be relatively inexpensive façade upgrades and all show application of rich and vivid colors that would contribute to creating a vibrant retail and entertainment district.

APPENDIX A – MAIN STREET CONCEPTUAL IMAGE DESIGN

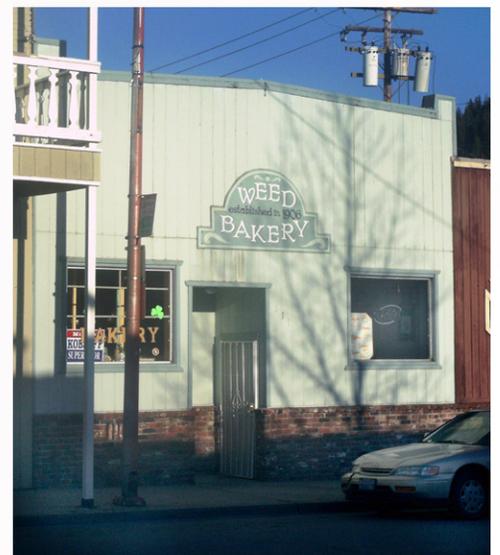
City of Weed - Main St.
Conceptual Image Design



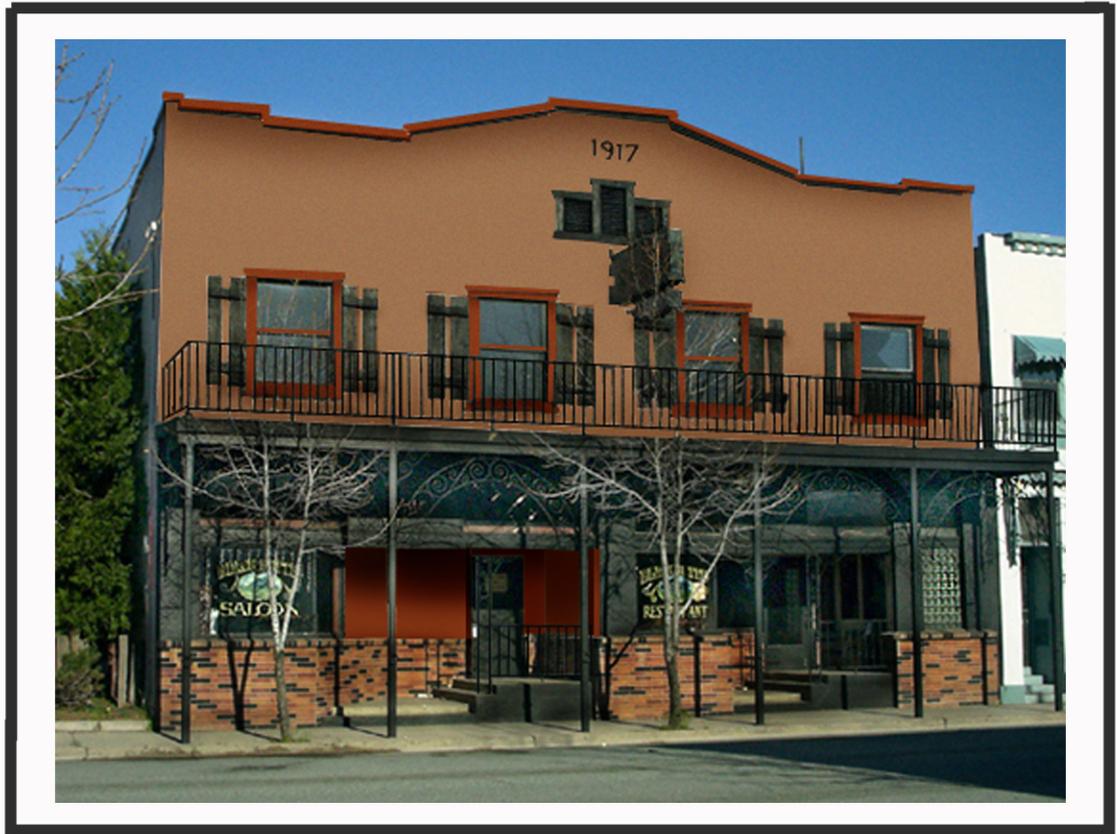
The look of the local bakery should be warm and inviting.

Before you walk in you know you will be enveloped in the smells of fresh coffee and cinnamon buns.

I've taken quite a lot of license with the character of this building. You might find something like this in the Netherlands.

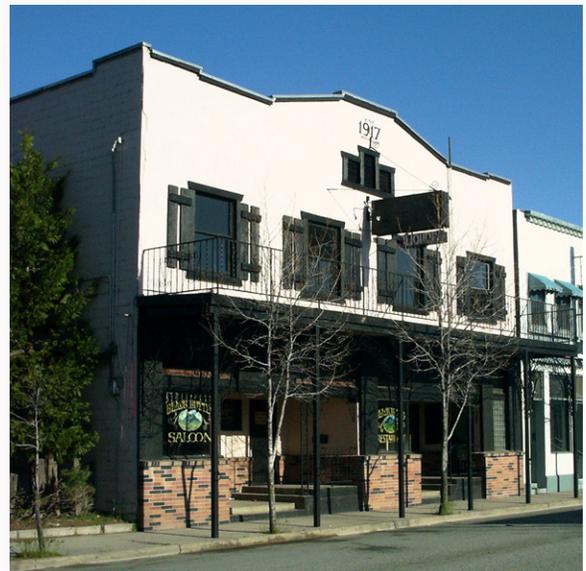


City of Weed - Main St.
Conceptual Image Design



With a rich, warm color this building becomes more interesting.

The ironwork is a unique feature and should be enhanced.



City of Weed - Main St.
Conceptual Image Design



Some colorful awnings will add interest to this long building.

By taking the wood awning away, the business sign will be more visible



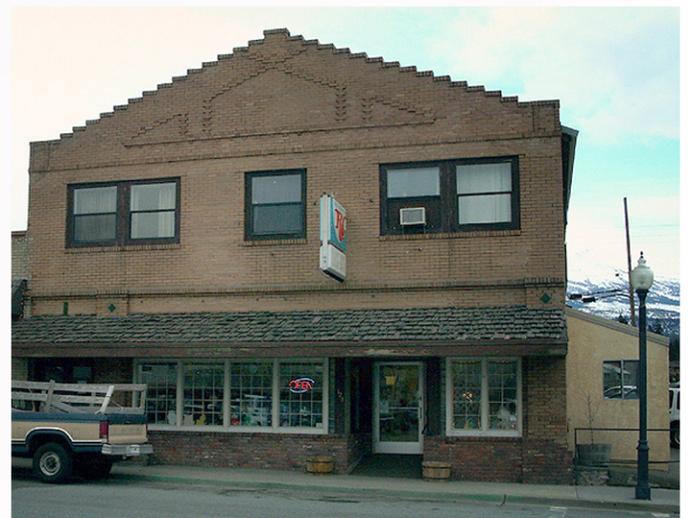
City of Weed - Main St. Conceptual Image Design



Yet another example of the heavy wood awning on the front of the building.

By using a fabric awning you could add color.

It could be taken a step further by bringing the same fabric awnings over the upper windows for further interest.



City of Weed - Main St. Conceptual Image Design



What a great building to be creative.

The glass blocks in the front are a great feature, and the large space on the side of the building is of course the perfect spot for a mural.



City of Weed - Main St.
Conceptual Image Design



Here is another cute building with a heavy wood awning visually weighing down the front of the building.



Without it there are all sorts of color and design possibilities.

This building has a great place to put a beautiful business sign.

City of Weed - Main St.
Conceptual Image Design



This building is in good condition,
but needs some character.

The upper windows look stark
and plain, but with wider framing,
shutters, or here I have tried
awnings, they can look more
inviting.



City of Weed - Main St.
Conceptual Image Design



This lot gives opportunity for anything.

Just imagine ...

a New building
or
a Park
or maybe
a Sculpture Garden



The Large blank walls on both side
are a perfect place for colorful murals.

City of Weed - Main St.
Conceptual Image Design



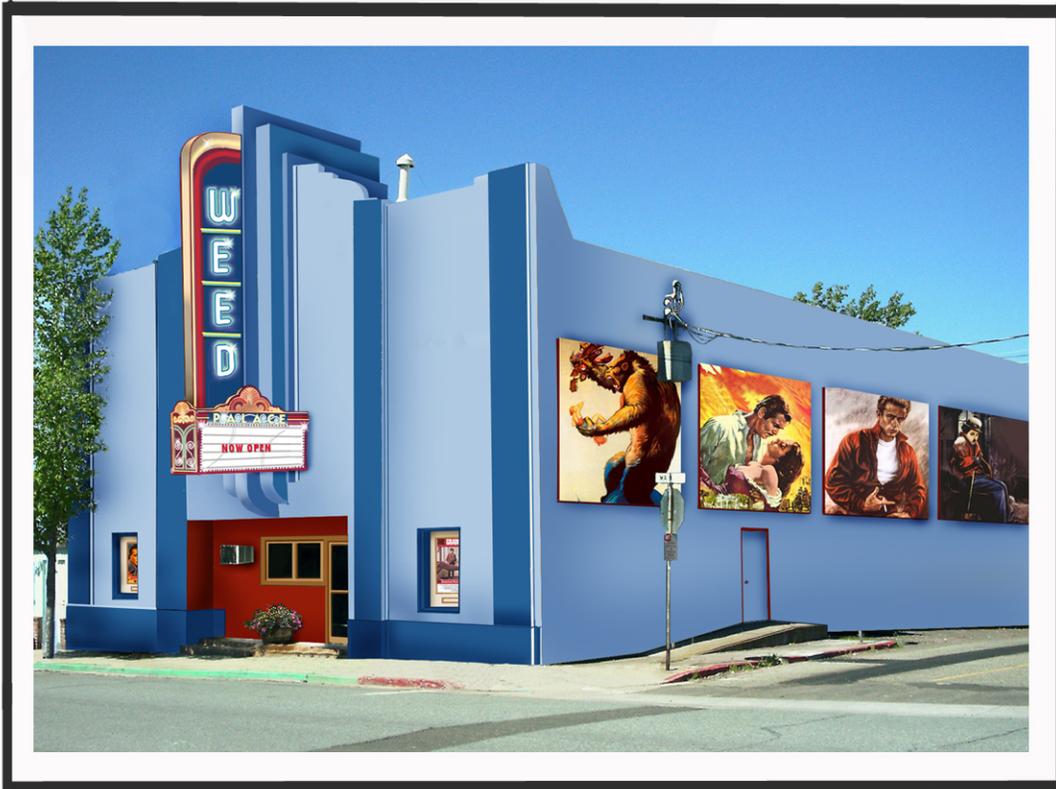
This building has loads of potential.
A wonderful opportunity to be creative.

It's most inspiring features of course
are the unique entrance and open
location.

I felt the grand staircase needed an
equally impressive garden around it.



City of Weed - Main St.
Conceptual Image Design



I consider this building and the Black Butte to be outstanding markers of the main street.

They both feature telltale architectural design of a past time.

Just imagine how outstanding it could be with a new marquis and colorful murals.



City of Weed - Main St.
Conceptual Image Design



This building has interesting structure,
so it doesn't need too much to
look better.

I've added some warmer richer
color, and shutters on the upper
windows for more interest.



APPENDIX B - BUDGET ESTIMATES

City of Weed Cost Estimates
Year 1 Improvements Main Street
Entry Development at Weed Blvd. to Camino Avenue

SITE WORK:		
Demolition and Removal		
Existing Sidewalks	25,600 sq. ft. @ \$2.50 sq. ft. =	\$64,000
Existing Curb & Gutter	5,120 ln. ft. @ \$3.25 ln. ft. =	\$16,640
Replacement Curb & Gutters	8"H x 8"W x 5,120 ln. ft. @ \$21.42/ln.ft. =	\$109,671
Asphalt Street Resurface	45,000 sq. ft. @ \$2.50 sq. ft. =	\$112,500
<i>Sub-Total</i>		<i>\$302,811</i>

INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks- 80 mm	25,600 sq. ft. @ \$2.36 sq. ft. =	\$60,416
Crosswalks	4,725 sq. ft. @ \$2.85 sq. ft. =	\$13,467
Labor & Installation	30,325 sq. ft. @ \$2.85 sq. ft. =	\$86,427
Paving Lights – Northern Lights Co.	85 @ \$57.00 ea. =	\$4,845
<i>Sub-total</i>		<i>\$165,155</i>

SITE FURNISHINGS:		
Benches		
"Landscapeforms" 'Palisade Bench'	8 @ \$1,100 ea. =	\$8,800
Labor	8 benches @ \$150 ea. =	\$1,200
Trash receptacles		
Alternative: "Doty & Sons, Inc." LR1260 'Capital' Model	8 @ \$467.90 ea. =	\$3,744
Bicycle racks		
"Landscapeforms" 'Pi' rack	8 @ \$240 ea. =	\$1,920
Labor	8 racks @ \$115 ea. =	\$920
Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	10 @ \$1,426 ea. =	\$14,260
"Sentry" SGO 175MH type 111 distribution	10 @ \$567 ea. =	\$5,670

"Sentry" single banner arm	5 @ \$276 ea. =	\$1,380
"Sentry" single plant holder	5 @ \$157 ea. =	\$785
Labor & Installation	18 @ \$314.46 ea. =	\$5,661
Refurbish existing Street Lights	8 @ \$650 ea. =	\$5,200
Tree Grates		
"Ironsmith" 'Paver Grates'	40 @ \$740 ea. =	\$28,000
Labor & Installation	40 @ \$250 ea. =	\$10,000

Sub- Total \$62,334

LANDSCAPE:

Entry Development:

Signage Walls		
Landscape and Lighting		
Total for Entry Development		\$15,000

Street Trees – Based on replacing 50% of the existing trees

24" box Installation & Trees	20 trees @ \$275 ea. =	\$5,500
36" box <i>Alternative for larger trees</i>	20 trees @ \$350 ea. =	\$7,000
Soil Preparation & Fine Grading	1,000 sq. ft. @ \$2 sq. ft. =	\$2,000
Automatic Irrigation		\$15,500

Engineering Fees: Estimated	\$45,000
Landscape Architectural Fees: Estimated	\$20,000

Sub-Total \$103,000

Total for Year 1 **\$633,300**

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

**Downtown Park Portion Cost Estimates
City of Weed Downtown Revitalization**

SITE WORK:		
Demo, Grading and Soil Preparation	28,000 sq.ft. @ \$1.60 sq.ft. =	\$44,800
Gravel, Rock, and Boulders, Seasonal Creek	7,240 sq. ft. @ \$2.75 sq.ft. =	\$19,910
<i>Sub-Total</i>		<i>\$64,710</i>
INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks and Patios- 80 mm	7,500 sq. ft. @ \$2.36 sq. ft. =	\$17,700
Labor & Installation	7,500 sq. ft. @ \$2.85 sq. ft. =	\$21,375
Paving Lights – Northern Lights Co.	130 @ \$57 ea. =	\$7,410
<i>Sub-Total</i>		<i>\$46,485</i>
HARDSCAPE:		
Seat Wall	200 ln.ft. x 2ft @ \$9.31 sq. ft. =	\$3,724
Retaining Wall	50 ln.ft. x 4ft @ \$17.25 sq. ft. =	\$3,450
Columns	2 columns 3ft x 3ft x 48" =	\$1,000
Railings	80 ft x 42" Wrought Iron@ \$27.50 ln.ft. =	\$2,200
Bridge	20 ft x 48" (Cost will vary based upon materials) =	\$10,000
Amphitheatre Seating	120 ft. x 18" @ \$25 sq.ft. =	\$4,500
<i>Sub-Total</i>		<i>\$24,874</i>
LIGHTING:		
Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	5 @\$1,426 ea. =	\$7,130
"Sentry" SGO 175MH type 111 distribution	5 @\$567 ea. =	\$2,835
"Sentry" single banner arm	5 @ \$276 ea. =	\$1,380
"Sentry" single plant holder	5 @ \$157 ea. =	\$785
Labor & Installation	5 @ \$314.46 ea. =	\$1,572
<i>Sub-Total</i>		<i>\$13,702</i>
SITE FURNISHINGS:		
Picnic tables	5 @ \$1,853 ea. =	\$9,265
"Thomas Steele, Inc." 'Walden Square'		
Labor	5 tables @ \$195 ea. =	\$975
Benches	4 @ \$1,100 ea. =	\$4,400
"Landscapeforms" 'Palisade Bench'		

Labor	4 benches @ \$150 ea. =	\$600
Trash receptacles	5 @ \$1080 ea. =	\$5,400
"Landscapeforms" 'Plainwell'		
Alternative : "Doty & Sons, Inc." LR1260 'Capital' Model	5 @ \$467.90 ea.	\$2,339
Bicycle racks	5 @ \$240 ea. =	\$1,200
"Landscapeforms" 'Pi' rack		
Labor	5 racks @ \$115 ea. =	\$575
Drinking Fountains	3 @ \$1,200 =	\$3,600

Sub-Total \$26,015

LANDSCAPE:		
Plant Material: 36" box	7 @ \$350 ea. =	\$2,450
Plant Material: 24" box	7 @ \$275 ea. =	\$1,925
Plant Material: 15 gal	25 @ \$100 ea. =	\$2,500
Plant Material: 5 gal	65 @ \$65 ea. =	\$4,225
Plant Material: 1 gal	75 @ \$30 ea. =	\$2,250
Groundcover	40 flats @ \$35 ea. =	\$1,400
Automatic Irrigation System		\$35,000
Kiosk (<i>Cost will vary depending on construction method</i>)		\$22,500

Sub-Total \$72,250

TOTAL ESTIMATE FOR DOWNTOWN PARK \$248,036

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

TOTAL ESTIMATE FOR DOWNTOWN REVITALIZATION \$1,162,492

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

City of Weed Cost Estimates

Year 2 Main Street

Camino Avenue to South Davis Avenue

Including all Parking Areas

SITE WORK:		
Demolition and Removal		
Existing Sidewalks	10,800 sq. ft. @ \$2.50 sq. ft. =	\$27,000
Existing Curb & Gutter	2,160 ln. ft. @ \$3.25 ln. ft. =	\$7,020
Replacement Curb & Gutters	8"H x 8"W x 2,160 ln. ft. @ \$21.42/ln.ft. =	\$46,268
Asphalt Resurface on Street	37,800 sq. ft. x \$2.50 sq. ft. =	\$94,500
Parking Lots Asphalt Surface	7,800 sq. ft. x \$2.50 sq. ft. =	\$19,500
<i>Sub-Total</i>		<i>\$194,288</i>
INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks- 80 mm	15,800 sq. ft. @ \$2.36 sq. ft. =	\$37,288
Crosswalks	5,775 sq. ft. @ \$2.85 sq. ft. =	\$16,459
Labor & Installation	21,575 sq. ft. @ \$2.85 sq. ft. =	\$61,489
Paving Lights – Northern Lights Co.	65 @ \$57.00 ea. =	\$3,705
<i>Sub-total</i>		<i>\$118,941</i>
SITE FURNISHINGS:		
Benches		
"Landscapeforms" 'Palisade Bench'	8 @ \$1,100 ea. =	\$8,800
Labor	8 benches @ \$150 ea. =	\$1,200
Trash receptacles		
Alternative: "Doty & Sons, Inc." LR1260 'Capital' Model	12 @ \$467.90 ea. =	\$5,615
Bicycle racks		
"Landscapeforms" 'Pi' rack	10 @ \$240 ea. =	\$2,400
Labor	10 racks @ \$115 ea. =	\$1,150

Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	25 @ \$1,426 ea. =	\$35,650
"Sentry" SGO 175MH type 111 distribution	25 @ \$567 ea. =	\$14,175
"Sentry" single banner arm	15 @ \$276 ea. =	\$4,140
"Sentry" single plant holder	15 @ \$157 ea. =	\$2,355
Labor & Installation	33 @ \$314.46 ea. =	\$10,395
Refurbish Existing Street Lights	8 @ \$650 ea. =	\$5,200
Tree Grates		
"Ironsmith" 'Paver Grates'	60 @ \$740 ea. =	\$44,400
Labor & Installation	60 @ \$250 ea. =	\$15,000

Sub- Total \$145,280

LANDSCAPE:		
Street Trees – Based on replacing 50% of the existing trees		
24" box Installation & Trees	30 trees @ \$275 ea. =	\$8,250
36" box <i>Alternative for larger trees</i>	30 trees @ \$350 ea. =	\$10,500
Soil Preparation & Fine Grading	10,000 sq. ft. @ \$2 sq. ft. =	\$20,000
Automatic Irrigation		\$25,000

Sub-Total \$53,250

Total for Year 2 **\$511,759**

Adjustment for Inflation and Material Cost Increase 15% **\$588,523**

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

**Downtown Park Portion Cost Estimates
City of Weed Downtown Revitalization**

SITE WORK:		
Demo, Grading and Soil Preparation	28,000 sq.ft. @ \$1.60 sq.ft. =	\$44,800
Gravel, Rock, and Boulders, Seasonal Creek	7,240 sq. ft. @ \$2.75 sq.ft. =	\$19,910
<i>Sub-Total</i>		<i>\$64,710</i>
INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks and Patios- 80 mm	7,500 sq. ft. @ \$2.36 sq. ft. =	\$17,700
Labor & Installation	7,500 sq. ft. @ \$2.85 sq. ft. =	\$21,375
Paving Lights – Northern Lights Co.	130 @ \$57 ea. =	\$7,410
<i>Sub-Total</i>		<i>\$46,485</i>
HARDSCAPE:		
Seat Wall	200 ln.ft. x 2ft @ \$9.31 sq. ft. =	\$3,724
Retaining Wall	50 ln.ft. x 4ft @ \$17.25 sq. ft. =	\$3,450
Columns	2 columns 3ft x 3ft x 48" =	\$1,000
Railings	80 ft x 42" Wrought Iron@ \$27.50 ln.ft. =	\$2,200
Bridge	20 ft x 48" (Cost will vary based upon materials) =	\$10,000
Amphitheatre Seating	120 ft. x 18" @ \$25 sq.ft. =	\$4,500
<i>Sub-Total</i>		<i>\$24,874</i>
LIGHTING:		
Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	5 @\$1,426 ea. =	\$7,130
"Sentry" SGO 175MH type 111 distribution	5 @\$567 ea. =	\$2,835
"Sentry" single banner arm	5 @ \$276 ea. =	\$1,380
"Sentry" single plant holder	5 @ \$157 ea. =	\$785
Labor & Installation	5 @ \$314.46 ea. =	\$1,572
<i>Sub-Total</i>		<i>\$13,702</i>
SITE FURNISHINGS:		
Picnic tables	5 @ \$1,853 ea. =	\$9,265
"Thomas Steele, Inc." 'Walden Square'		
Labor	5 tables @ \$195 ea. =	\$975
Benches	4 @ \$1,100 ea. =	\$4,400
"Landscapeforms" 'Palisade Bench'		

Labor	4 benches @ \$150 ea. =	\$600
Trash receptacles	5 @ \$1080 ea. =	\$5,400
“Landscapeforms” ‘Plainwell’		
Alternative : “Doty & Sons, Inc.” LR1260 ‘Capital’ Model	5 @ \$467.90 ea.	\$2,339
Bicycle racks	5 @ \$240 ea. =	\$1,200
“Landscapeforms” ‘Pi’ rack		
Labor	5 racks @ \$115 ea. =	\$575
Drinking Fountains	3 @ \$1,200 =	\$3,600

Sub-Total \$26,015

LANDSCAPE:		
Plant Material: 36” box	7 @ \$350 ea. =	\$2,450
Plant Material: 24” box	7 @ \$275 ea. =	\$1,925
Plant Material: 15 gal	25 @ \$100 ea. =	\$2,500
Plant Material: 5 gal	65 @ \$65 ea. =	\$4,225
Plant Material: 1 gal	75 @ \$30 ea. =	\$2,250
Groundcover	40 flats @ \$35 ea. =	\$1,400
Automatic Irrigation System		\$35,000
Kiosk (<i>Cost will vary depending on construction method</i>)		\$22,500

Sub-Total \$72,250

TOTAL ESTIMATE FOR DOWNTOWN PARK \$248,036

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

TOTAL ESTIMATE FOR DOWNTOWN REVITALIZATION \$1,162,492

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

City of Weed Cost Estimates

Year 3 Cougar Park

SITE WORK:		
Demolition and Removal		
Existing Sidewalks	1,220 sq. ft. @ \$2.50 sq. ft. =	\$3,050
Existing Curb & Gutter	770 ln. ft. @ \$3.25 ln. ft. =	\$2,505
Replacement Curb & Gutters	8"H x 8"W x 770 ln. ft. @ \$21.42/ln.ft. =	\$16,494
<i>Sub-Total</i>		<i>\$22,049</i>
INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks- 80 mm	1,500 sq. ft. @ \$2.36 sq. ft. =	\$3,540
Crosswalks	560 sq. ft. @ \$2.85 sq. ft. =	\$1,596
Labor & Installation	2,060 sq. ft. @ \$2.85 sq. ft. =	\$5,871
Paving Lights – Northern Lights Co.	40 @ \$57.00 ea. =	\$2,280
<i>Sub-total</i>		<i>\$13,287</i>
SITE FURNISHINGS:		
Picnic Tables "Thomas Steele, Inc." Walden Square		
	4 @ \$1,853 ea. =	\$7,412
Labor	4 @ \$195 ea.	\$780
Benches		
"Landscapeforms" 'Palisade Bench'	2 @ \$1,100 ea. =	\$2,200
Labor	2 benches @ \$150 ea. =	\$300
Trash receptacles		
"Landscapeforms" 'Plainwell'	3 @ \$1,080 ea. =	\$3,240
<i>Alternative: "Doty & Sons, Inc." LR1260 'Capital' Model</i>	<i>3 @ \$467.90 ea. =</i>	<i>\$1,404</i>
Bicycle racks		
"Landscapeforms" 'Pi' rack	3 @ \$240 ea. =	\$720
Labor	3 racks @ \$115 ea. =	\$345
Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	5 @ \$1,426 ea. =	\$7,130
"Sentry" SGO 175MH type 111 distribution	5 @ \$567 ea. =	\$2,835
"Sentry" single banner arm	5 @ \$276 ea. =	\$1,335
"Sentry" single plant holder	5 @ \$157 ea. =	\$785
Labor & Installation	5 @ \$314.46 ea. =	\$1,573

Tree Grates		
'Ironsmith' 'Paver Grates'	N/A	
Labor & Installation	N/A	

Sub-Total \$28,655

LANDSCAPE:		
Street Trees – Based on replacing 50% of the existing trees		
24" box Installation & Trees	20 trees @ \$275 ea. =	\$5,500
36" box Alternative for larger trees	10 trees @ \$350 ea. =	\$3,500
Soil Preparation & Fine Grading	5,000 sq. ft. @ \$2 sq. ft. =	\$10,000
Plant Material	\$6,500	\$9,500
Automatic Irrigation		

Sub-Total \$35,000

Sub-Total for Year 3 **\$118,790**
Adjustment for Inflation and Material Costs 20%

Costs are shown without applicable taxes or shipping charges, and are based on a Preliminary Design Plan. Estimates are based upon the 2006 National Construction Estimator Figures.

City of Weed Cost Estimates

Year 3 Gateway Park

SITE WORK:		
Demolition and Removal		
Demo, Grading, and Soil Preparation	28,000 sq. ft. @ \$2.50 sq. ft. =	\$44,800
Gravel, Rock, and Boulders, at the Seasonal Creek	7,240 @ \$2.75 ln. ft. =	\$19,910
Replacement Curb & Gutters	8"H x 8"W x 770 ln. ft. @ \$21.42/ln.ft. =	\$16,494
<i>Sub-Total</i>		<i>\$81,204</i>
INTERLOCKING CONCRETE PAVERS:		
Precast Concrete Pavers- "Basalite Concrete Products" 'Mission style', 'Carmel color'		
Sidewalks- 80 mm	7,500 sq. ft. @ \$2.36 sq. ft. =	\$17,700
Labor & Installation	7,500 sq. ft. @ \$2.85 sq. ft. =	\$23,375
Paving Lights – Northern Lights Co.	130 @ \$57.00 ea. =	\$7,410
<i>Sub-total</i>		<i>\$48,485</i>
SITE FURNISHINGS:		
Drinking Fountains	3 @ \$1,200 ea. =	\$3,600
Picnic Tables "Thomas Steele, Inc." Walden Square	5 @ \$1,853 ea. =	\$9,265
Labor	5 @ \$195 ea.	\$975
Benches		
"Landscapeforms" 'Palisade Bench'	4 @ \$1,100 ea. =	\$4,400
Labor	4 benches @ \$150 ea. =	\$600
Trash receptacles		
"Landscapeforms" 'Plainwell'	5 @ \$1,080 ea. =	\$5,400
<i>Alternative: "Doty & Sons, Inc." LR1260 'Capital' Model</i>	<i>5 @ \$467.90 ea. =</i>	<i>\$2,340</i>
Bicycle racks		
"Landscapeforms" 'Pi' rack	5 @ \$240 ea. =	\$1,200
Labor	5 racks @ \$115 ea. =	\$575
Street Lights		
"Sentry" SAL-FF 12 ft. w/ GFI	5 @ \$1,426 ea. =	\$7,130
"Sentry" SGO 175MH type 111 distribution	5 @ \$567 ea. =	\$2,835
"Sentry" single banner arm	5 @ \$276 ea. =	\$1,335
"Sentry" single plant holder	5 @ \$157 ea. =	\$785

Labor & Installation	5 @ \$314.46 ea. =	\$1,573
Tree Grates		
'Ironsmith' 'Paver Grates'	5 @ \$740 ea. =	\$3,700
Labor & Installation	5 @ \$250 ea. =	\$1,250

Sub- Total \$44,623

LANDSCAPE:		
Hardscape:		
Seat Wall	200 ln. ft. x 2ft @ \$9.31 sq. ft. =	\$3,724
Retaining Wall	50 ln. ft. x 4 ft. @ \$17.25 sq. ft. =	\$3,450
Columns	2 columns 3ft x 3 ft x 48" =	\$1,000
Railings	80 ft. x 42" Wrought Iron @ \$27.50 ln.ft. =	\$2,200
Bridge	20 ft. x 48"	\$10,000
Amphitheatre Seating	200 ft. x 18" @ \$25 sq. ft	\$7,500
24" box Installation & Trees	20 trees @ \$275 ea. =	\$5,500
36" box trees	10 trees @ \$350 ea. =	\$3,500
15 gallon	25 @ \$100 ea. =	\$2,500
5 gallon	65 @ \$65 ea. = \$4,225	
1 gallon	75 @ \$30 ea. = \$2,250	
40 flats of groundcover	@ \$35 ea. = \$1,350	
Automatic Irrigation	\$9,500	

Sub-Total \$50,224

Sub-Total for Year 3	\$224,536
Adjustment for Inflation and Material Costs 20%	\$269,444
Total for Year 3 (Cougar Park + Gateway Park)	\$388,234

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