Pop-up Workshop Summary of Community Feedback

Introduction

The City of Davis is planning for the future of its downtown (2040 Vision) and looking to the community to participate in this conversation.

Project Overview

Throughout this planning process, community participation will be key component in shaping Downtown Plan. The goal of the project is to:

- Create a guide for long term development and infrastructure.
- Evaluate existing development policies, codes and guidelines, and address recurring challenges to the development process.
- Consider the many elements that can enhance quality of life in Davis.

Through this collaborative effort, the City of Davis will consolidate the Downtown Vision to create the kind of place the community desires.

Workshop Purpose

The Downtown Davis Plan Project Team held a pop-up workshop at the Downtown Davis Farmers Market to receive input from the community to help refine the draft specific plan.

Workshop Format

The Downtown Davis Project Team held an interactive pop-up workshop on Wednesday, September 26 at the Davis Farmers Market from 4:30 p.m. to sunset. Community members were encouraged to sign up with their email to receive more information and updates on the Downtown Davis Plan, as well as notification for future community outreach opportunities. The project team created six boards for community members to interact with.

The first set of boards asked the community about goals and identity of Downtown Davis. The second set of boards provided an opportunity for community members to provide input on what would draw them to a central space in downtown.
Community Feedback

Below is a summary of community feedback from the interactive boards and comment cards submitted at the event.

Board 1: Goals for Downtown Davis: How does each goal for Downtown Davis resonate with you on a scale of 1 (does not) to 5 (does)? (Aspirational)

**Downtown Davis is the central gathering place to work, eat and play.**

- 74% rated it 5
- 22% rated it 4
- 0% rated it 3
- 0% rated it 2
- 0% rated it 1

**Downtown Davis is a well-known destination to experience arts and entertainment.**

- 37% rated it 4
- 19% rated it 5
- 19% rated it 3
- 19% rated it 2
- 6% rated it 1
Downtown Davis is a shopping district with a unique and eclectic mix of independent and local shops.

Board 2: Please score how each identity for Downtown Davis resonates with you on a scale of 1 (does not resonate) to 5 (does resonate). (Aspirational)

World class culinary destination, capitalizing on Davis’s expertise in viticulture and brewing.
Leader for agriculture-related innovation and entrepreneurship.

A bicycle and pedestrian friendly city with progressive infrastructure.
**Leader in sustainability practices at the building scale**
(for example, buildings become energy efficient/net zero as they redevelop.)

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**Additional comments for Goals and Identities for Downtown Davis**

- Better circulation and walkability.
- Shade.
- More trees, less sappy trees.
- Community-wide ethnic training at a community center.
- The Richards Boulevard Tunnel speaks to the identity.
- Culinary program at University of California, Davis or in town.
- Better collaboration with other cities.
- The downtown to me feels like the university extension. Too many coffee houses, not enough variety.
- Charge for parking and encourage people to park outside.
- Need another store like Whole Foods downtown.
Board #3: What kinds of activities or amenities would attract you to a central public space in downtown? (Select up to 4)

*Scatter plot showing the distribution of responses for various amenities.*

**Additional comments for Central Public Space**

- First find a place to put parking, then convert parking places to amenities.
- Make E Street Plaza a central public space.
- An urban beach like in Detroit, MI.
- Lockers for the homeless, food, benches, space, housing and affordable housing.
- Important to integrate changes together in same space. For example, fountains, trees, entertainment venue and space for children. Not good to prioritize one at a time.
- For more impact, we need building scales. For example, if it is for public benefit versus development.
- Free family-friendly events and space for events.
- It is hard to know who goes at a four-way stop. There is a high number of conflicts between pedestrians, bicycles and cars.
- Shade is very important.
- Create a similar model of the Vauxhall Farm in London.
- Mercado Metropolitano.
Public Notification

The project team sent emails notification to more than 1,400 community members and stakeholders in Davis to promote the pop-up workshop. In addition, notification flyers were posted at vicinity businesses. A media release was distributed to the local news outlets. Below are the local businesses, public organizations and community groups who shared the pop-up workshop information on their social media platforms, website or email notification distribution list:

- Cool Davis
- Davis Enterprise
- UC Davis
- YOLO Rainbow Families
- The City of Davis
- The Davis Vanguard
- Downtown Business Association
- Davis Downtown
- Davis Dirt
- Yolo Realtors

- Adult Day Health Care
- Mary J Stephens Library
- Davis Farmers Market
- Davis Community Church
- Davis Senior Center
- Stonegate Country Club
- La Buena Vista Homeowners Association
- Davis Food Co-Op
- Davissite

Appendix:

- Goals and Identity Interactive Boards - Set 1
- Central Public Space Interactive Boards – Set 3
- Comment Card Submissions
- Pop-up Event flyer
Appendix
Goals for Downtown Davis
An important way to assure authenticity in the Downtown Davis Plan is to incorporate the “Davis identity”.

Please score how each goal for Downtown Davis resonates with you on a scale of 1 (does not resonate) to 5 (does resonate).

<table>
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<tr>
<th>GOALS:</th>
<th>1</th>
<th>2</th>
<th>3</th>
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Identity for Downtown Davis
Please score how each identity for Downtown Davis resonates with you on a scale of 1 (does not resonate) to 5 (does resonate).

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<th>IDENTITIES:</th>
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Central Public Space
What kinds of activities or amenities would attract you to a central public space in downtown? (Select up to 4)

- Food Trucks and pop-up retail
- Fountain
- Outdoor dining
- Benches / seating areas

Central Public Space

- Sculpture garden / art exhibit
- Trees / planters
- Performance venue (stage or band shell)
- Small play areas for children
Comment Cards

- For a college town with so much food research and proximity to fresh produce, the local food scene is very lacking. Would be nice to see more farm to fork emphasis as well as a couple of more upscale locations. Similarly, the town has serious food security issues despite being centrally located in the middle of one of the most agriculturally productive regions in the world.
- Free parking is NOT FREE. We all pay the cost. Take back public spaces from the automobiles. Davis agriculture innovation should emphasize local food production, small farms, local investment in healthy soils ("Slow Money")
- One-way streets downtown, speed limit of 15 miles per hour, bike lane against the curb on both sides. Angle parking outside the bike lane. One spot each block for a delivery truck against the bike lane. Housing downtown ALL small, most affordable!
- Long-term thinking- Widen roads before you build. Allow for more building. There is no growth control in this country.
- Wish we would take care of what we have- trees, trash, maintenance.
- Are there plans for adequate infrastructure, in particular symmetric high-capacity bandwidth fiber? This is necessary for high tech economic development.

Promotional Flyer

Help the City plan for the future of Downtown Davis

Share your thoughts through an online questionnaire!

Your responses will help refine the draft Specific Plan.

Join us at two upcoming pop-up workshops:
Wed. Sept. 26 @ the Davis Farmers Market | 4:30 - sunset
Fri. Sept. 28 @ the E Street Plaza | 2:00 p.m. - 6:00 p.m.

Provide your thoughts between September 18 - October 2

www.cityofdavis.org/downtownplan

Questions? Contact Isabelle Gaillard at igaillard@aimconsultingco.com or call 916-442-1168