

NOTE: It is the intent of this Five-Year Plan to provide a document setting forth a road map for the work of the Alliance. It is not the intent of this plan to be set in stone but rather to set goals and direction and be a guideline of objectives, strategies and timelines for the work of the Downtown Revitalization Project.

DOWNTOWN REVITALIZATION PROJECT

FIVE-YEAR PLAN

Vision Statement

Downtown Banning is a focal point for activities of all types, including socializing, entertainment, dining, shopping and living, but retaining at its core, the heart of a small town. Those businesses that draw people to downtown Banning are valued as community assets and their needs are met. New entrepreneurs are attracted to live and work in the area. The area becomes so desirable that they remain because they thrive with the increased activity in the area.

Downtown Banning is a safe, vital, and attractive mixed-use environment that celebrates the diversity of entertainment opportunities. A rejuvenated downtown includes a mix of new buildings and renovated structures knitted together with shared architectural features, attractive landscaping, public art and street trees, creating a shady boulevard and accommodating sidewalks that include facilities and rest stops for pedestrians. Other public facilities have also been enhanced. New housing and increased densities in the District create activity and expand the market base for local neighborhood-serving retail. Community identity and the cultural heritage of the community have been strengthened and livable public spaces have been created.

Shared Values

Value 1 A pedestrian friendly, diverse, destination-oriented, revitalized downtown:

- High quality, well-managed development a reality
- Safe walkable, well-lighted areas constructed
- Recruitment and promotion of retail and residential uses on-going and active
- Diverse art in public places
- Attractive pocket parks and the "greening" of downtown
- Special indoor-outdoor events and cultural activities take place
- Quality restaurants downtown
- Fox Theatre remodeled with up-to-date seating
- Façade and structural improvements evident on key buildings

Value 2: Appropriate traffic flows and beautified main arterials

- Attractive main arterials (ex. Ramsey Street and San Gorgonio Avenue) and more appropriate traffic flows
- Streetscape beautification evident through proper choice and placement of trees and flowering plants, etc.
- Attractive, peaceful and welcoming streetscape

Value 3: Increased tax and job generating businesses:

- Variety of shops and services
- Active recruitment of boutiques, restaurants, art galleries, etc.
- Excellent financial base with diversification of revenues supporting the city's budget
- Businesses that are ecologically sensitive and compatible are encouraged

Value 4: A responsive local government

- City staff is accessible, dedicated and accountable
- City staff is responsive to residents' and businesses' needs, concerns and inquiries
- Services are provided in an efficient and effective way
- Implementation and enforcement of codes assure the aesthetic vision and the public health of the downtown area
- City Council employs on-going oversight of downtown revitalization by setting annual goals, objectives and timelines with staff, and providing incentives to bring businesses to area.
- Quarterly study sessions with City Council and staff review the status of goals and their implementation
- City staff reaches out and collaborates with the community.
- Consolidation of government and public services

Value 5: Ecologically and environmentally sensitive businesses generate tax revenue in the downtown area.

- Businesses in downtown area follow environmentally sensitive practices and exemplify social consciousness through products, services, and appearance.
- All businesses are esthetically pleasing.
- Businesses present do not pollute the environment, are family friendly, and do not cause health problems to customers.
- There are defined design standards for property structures and signage
- City collaborates to assure that businesses who want permits meet all standards
- Xeriscaping is utilized as much as possible
- Graffiti is cleaned up within 72 hours

- Galleries, bookstores, studios and other performing arts venues are featured.
- The atmosphere encourages outdoor dining.