

Community Visioning Week

January 16th - 19th, 2013

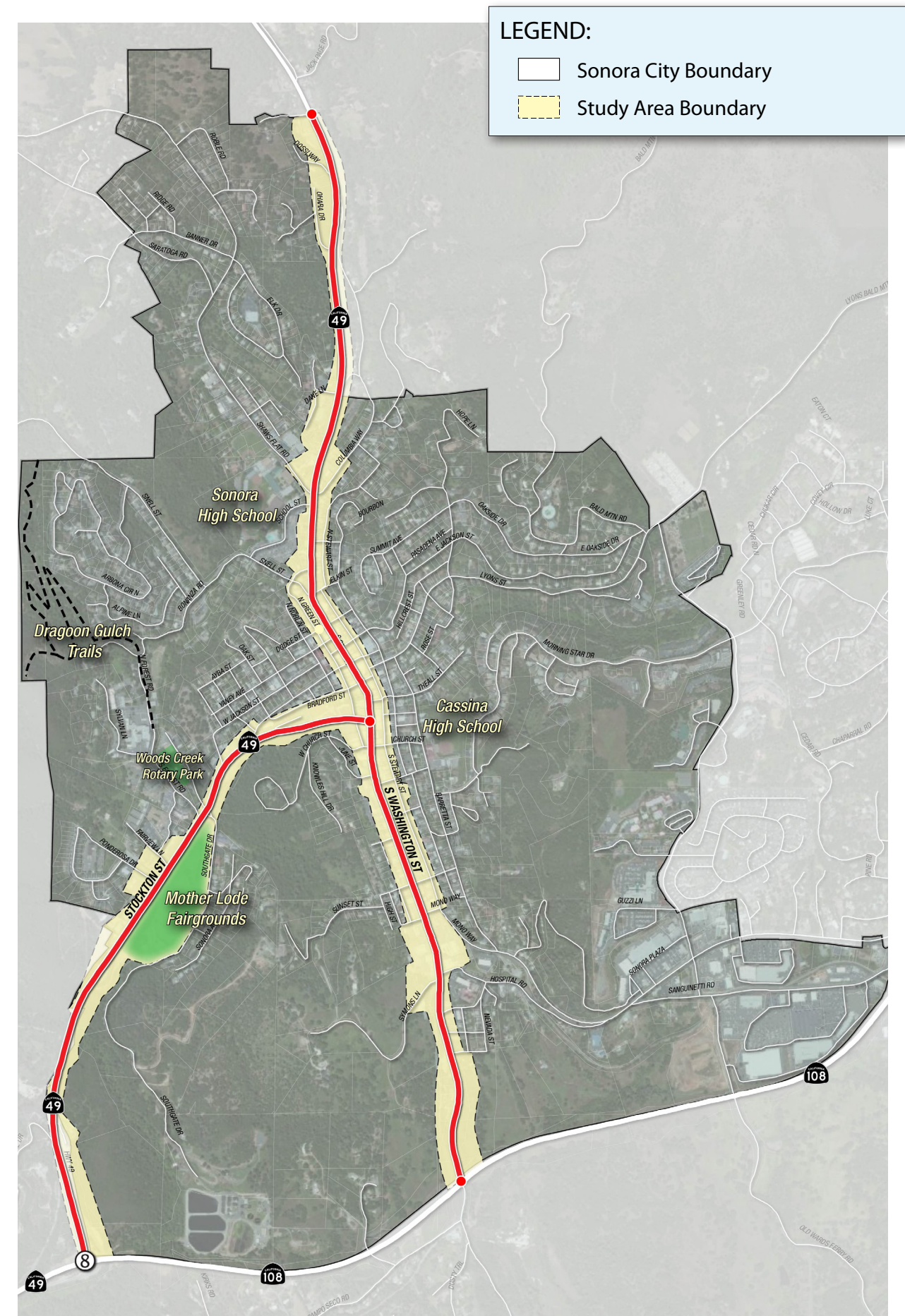
4 days of exciting opportunities to participate in creating a more vibrant downtown!

The City of Sonora is embarking on an exciting plan for the downtown and commercial corridors. This plan will address downtown parking, beautification, historic preservation, pedestrian safety, biking, business development and additional ways to create a more vibrant community. The City is working in partnership with the Tuolumne County Transportation Council and members of the community to develop the Vision Sonora plan.

The project is being funded by a Community Based Transportation Planning Grant through the Department of Transportation. The plan is anticipated to be completed by the end of 2013.

To kick-off this exciting project, the City is hosting a Community Visioning Week- four days full of community workshops, meetings, walks and other ways to participate in the project. This is your opportunity to learn about Vision Sonora, meet the project team, and share your ideas for the future of our community! Come join your friends and neighbors at one or more of the activities!

Visit www.visionsonora.info to participate in the online project forum.
 Through www.visionsonora.info, you can submit your ideas for the future of Sonora, read what your neighbors are saying, and support or comment on their ideas.



For more information about Community Visioning Week or the Vision Sonora project, please contact Rachele Kellogg, Community Development Director for the City of Sonora at (209)532-3508 or rkellogg@sonoraca.com

Schedule

Throughout the week

Interviews

Project team members* will be conducting prescheduled and drop-in interviews at Sonora businesses.

Intercept Surveys

Project team members will occasionally be stationed in parking areas to conduct brief surveys with downtown patrons.

Wednesday, January 16th

Corridor Walk 1: Stockton Street

12:00 pm – 1:00 pm

Residents, property owners, merchants and all interested community members are invited to walk the Stockton Street corridor with the project team. During the walking tour, participants will have a chance to point out areas of concern and ideas for improvement. Comfortable shoes are recommended. In the event of rain, the tour will be held by bus.

Location: Meet in the Mother Lode Fairgrounds parking lot, 220 Southgate Drive

Special Meeting: Advisory Committee and Steering Committee

2:00 pm – 3:00 pm

The project team will meet with the Sonora Revitalization Plan Advisory Committee and Steering Committee to review the schedule of events and prepare for activities.

Location: Opera Hall, 250 S. Washington Street

Corridor Walk 2: South Washington Street

3:30 pm – 4:30 pm

Join your friends and neighbors to participate in an afternoon walk around the southern end of Downtown. During the walking tour, you

are encouraged to pay particular attention to the unique features of the streetscape, architectural styles, pedestrian circulation and public spaces to identify potential areas and ideas for enhancement. Comfortable shoes are recommended. In the event of rain, the tour will be held by bus.

Location: Meet at the Opera Hall, 250 S. Washington Street

Chamber Mixer

5:00 pm to 6:00 pm

Hosted by the Sonora Chamber of Commerce, this mixer will feature a no-host bar and appetizers. The community is invited to come and mingle with Chamber members and the project team.

Location: Opera Hall, 250 S. Washington Street

Community Workshop Part 1: Visions of the Future

6:00 pm to 7:30 pm

Join us at this workshop to hear a brief overview of the Vision Sonora project. Take part in a variety of interactive exercises that will help identify the many assets and opportunities of Downtown and Sonora's commercial corridors.

Location: Opera Hall, 250 S. Washington Street

Thursday, January 17th

Special Meeting: Sonora High School Leadership Class

7:00 am to 8:00 am

The project team will have a special meeting with the Sonora High School Leadership Class to hear youth perspectives on Sonora's future. (Not open to the public.)

Location: Sonora High School

Corridor Walk 3: North Washington Street

9:00 am to 10:00 am

Walk through the North Washington Street corridor to Downtown, making observations about the streetscape, visitor and pedestrian experience, and public spaces to identify potential areas and ideas for enhancement. Comfortable shoes are recommended. In the event of rain, the tour will be held by bus.

Location: Meet at Sonora High School in front of the auditorium

Discussion Group: Downtown Businesses and Economic Development

10:30 am to 11:30 am

Anyone with a particular interest in downtown businesses and economic development may participate in this group discussion to identify issues and ideas for improvement. Specific topics will depend on the interests of participants but could include events, image/branding, or business assistance.

Location: Opera Hall, 250 S. Washington Street

Brown Bag Project Open House

12:00 to 1:30 pm

Drop in while the project team is working on initial concepts for the Vision Sonora plan and analyzing input from earlier activities. Learn about the project, ask questions, and share your ideas.

Location: Opera Hall, 250 S. Washington Street

Discussion Group: Healthy Sonora

5:00 pm to 6:00 pm

Anyone with a particular interest in how Sonora can encourage healthy lifestyles may participate in this group discussion to identify issues and ideas for improvement. Specific topics will depend on the interests of participants but could include promoting walking and bicycling, access to medical facilities, or healthy food retail.

Location: Opera Hall, 250 S. Washington Street

Community Workshop 2: Street and Streetscapes

6:30 pm to 8:00 pm

The second community workshop will allow participants to delve further into topics having to do with the appearance and function of Sonora's major corridors—including building design, public spaces, the visitor experience, accommodations for walking and biking, and parking.

Location: Opera Hall, 250 S. Washington Street

*Refer to detailed schedule for event locations

Wednesday January 16

Corridor Walk #1: Stockton Street

12:00 - 1:00 pm

Special Meeting: Advisory Committee/ Steering Committee

2:00 - 3:00 pm

Corridor Walk #2: South Washington Street

3:30 - 4:30 pm

Chamber Mixer

5:00 - 6:00 pm

Community Workshop Part 1: Visions of the Future

6:00 - 7:30 pm

Thursday January 17

Special Meeting: Sonora High School Leadership Class

7:00 - 8:00 am

Corridor Walk #3: North Washington Street

9:00 - 10:00 am

Discussion Group: Downtown Business and Economic Development

10:30 - 11:30 am

Brown Bag Open House

12:00 - 1:30 pm

Discussion Group: Healthy Sonora

5:00 - 6:00 pm

Community Workshop Part 2: Street and Streetscapes

6:30 - 8:00 pm

Friday January 18

Trolley Talk #1

9:00 - 10:00 am

Discussion Group: Historic Preservation

10:30 - 11:30 am

Brown Bag Open House

12:00 - 1:30 pm

Discussion Group: Parking and Signage

1:30 - 2:30 pm

Discussion Group: Visitors and Tourism

3:00 - 4:00 pm

Trolley Talk #2

4:00 - 6:00 pm

Saturday January 19

Community Workshop Part 3: Hands on Design Workshop and Presentation

9:00 am - 12:00 pm

Friday, January 18th

Trolley Talk #1

9:00 am to 10:00 am

Similar to the corridor walks, this "workshop on wheels" will allow participants to scout out potential locations for improvements along Sonora's commercial corridors. *Space is limited. Please RSVP to the Community Development Department at (209) 532-3508 or rkellogg@sonoraca.com.*

Location: Meet at the Opera Hall, 250 S. Washington Street

Discussion Group: Historic Preservation

10:30 am to 11:30 am

Anyone with a particular interest in Sonora's historic heritage may participate in this group discussion to identify issues and ideas for improvement. Specific topics will depend on the interests of participants, but could include historic designation, rehabilitation or re-use of historic buildings, façade improvements, or heritage tourism.

Location: Opera Hall, 250 S. Washington Street

Brown Bag Project Open House

12:00 to 1:30 pm

Drop in while the project team is working on initial concepts for the Vision Sonora plan and analyzing input from earlier activities. Learn about the project, ask questions, and share your ideas.

Location: Opera Hall, 250 S. Washington Street

Discussion Group: Parking and Signage

1:30 pm to 2:30 pm

Anyone with a particular interest in downtown parking and signage for visitors may participate in this group discussion to identify issues and

ideas for improvement. Specific topics will depend on the interests of participants but could include management of existing parking, locations for additional parking, or "wayfinding" signage to help direct visitors to Sonora's attractions and to parking.

Location: Opera Hall, 250 S. Washington Street

Discussion Group: Visitors and Tourism

3:00 pm to 4:00 pm

Anyone with a particular interest in the visitor or tourist experience in Sonora may participate in this group discussion to identify issues and ideas for improvement. Specific topics will depend on the interests of participants, but could include promoting Sonora as a destination, business development, or "wayfinding" signage to help direct visitors to parking and to Sonora's attractions.

Location: Opera Hall, 250 S. Washington Street

Trolley Talk #2

4:00 pm to 6:00 pm

Similar to the corridor walks, this "workshop on wheels" will allow participants to scout out potential locations for improvements along Sonora's commercial corridors. The same route will be used as in the morning Trolley Talk #1. After the tour, have refreshments and share your ideas with the project team. *Space is limited. Please RSVP to the Community Development Department at (209) 532-3508 or rkellogg@sonoraca.com.*

Location: Meet at the Opera Hall, 250 S. Washington Street

Saturday, January 19th

Community Workshop Part 3: Hands-on Design Workshop and Presentations

9:00 am to noon

This workshop at the conclusion of Community Visioning Week will build upon the initial ideas developed in the previous three days by engaging participants in hands-on activities to draw and write more refined concepts for the Vision Sonora plan, and to provide feedback on priorities and further considerations. Don't miss this exciting capstone event to form a vision for Sonora! Join us for as long as you would like. Children are welcome to attend. Activities and a movie will be provided.

Location: Opera Hall, 250 S. Washington Street

* Project team includes the City of Sonora, Tuolumne County Transit, and RBF Consulting.