



**Award-winning Project: Economic Planning and Development Award of Merit, American Planning Association California Chapter, Northern Section (2020)**

EMC Planning Group prepared a vibrancy plan to investigate how the City of Sand City can encourage a transition in the City’s West End District from warehouse and service commercial businesses to mixed use with restaurants and similar establishments that would provide a more vibrant street life, while showcasing the district’s existing artist community. The plan looks at a large range of issues from parking, walkability, streetscape, building design, and affordability for artists. Issues will be addressed through zoning amendments, inclusion of residential units in mixed use buildings, street improvements, encouraging building upgrades or replacement, and catalyst projects. The plan studies land use, economic development, displacement and affordability, circulation and parking, streetscape and aesthetics, and how to attract visitors and new businesses. The plan sets forth a prioritized implementation strategy that includes short- and long-term projects and programs intended to guide a gradual transformation, with both public and private investment.

Preparation of the plan included an extensive outreach and community involvement effort. A technical advisory committee was assembled that included land and business owners, residents, artists, and two City Council members. For three years the City staffed a booth at the popular West End Celebration to publicize the effort and solicit public opinions. The City held a design workshop that drew 40 people (the City’s population is about 300). A variety of hands-on activities were hosted at a series of design tables, including a design-a-street exercise, preference surveys, and a backdrop on which to visualize gateway signs. The public was kept informed with a dedicated web page and City newsletter articles.

## Location

Sand City, CA

## Client

City of Sand City  
1 Pendergrass Way  
Sand City, CA 93955  
Tel 831.394.3054

## Year Completed

2020

## Budget

\$226,000.00