

Reimagine DOWNTOWN



September 2014

City Council Presentation

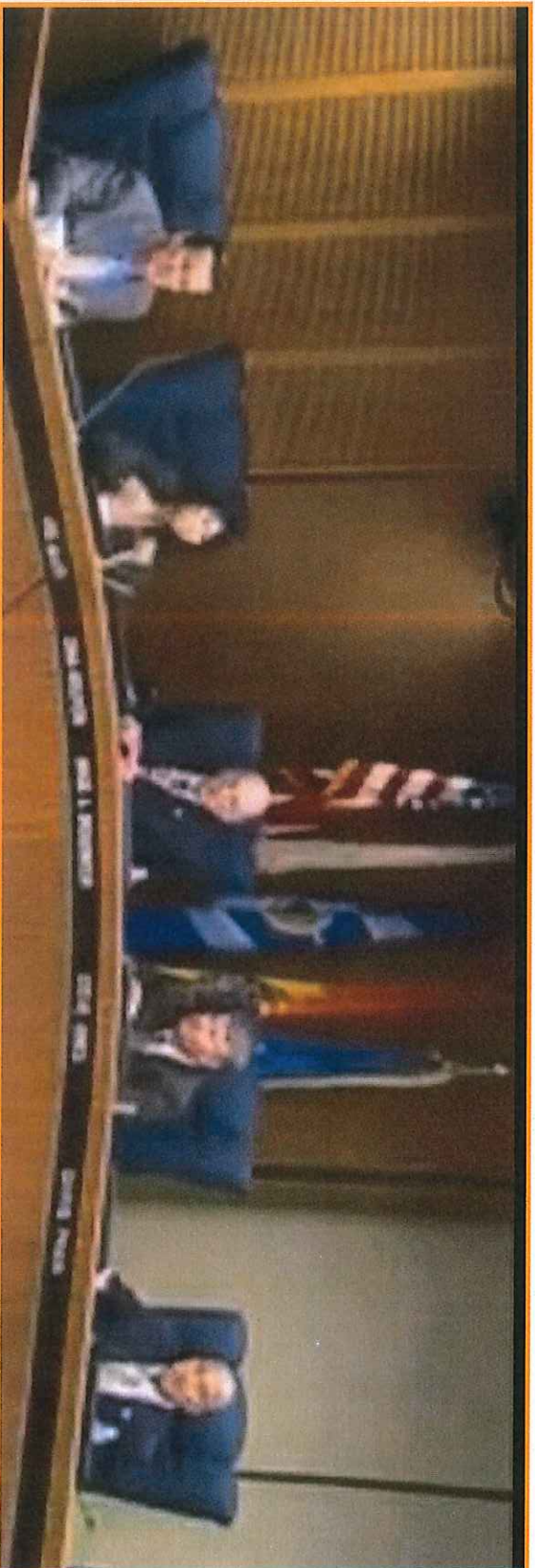
Public Hearings

City Council



- April 23, 2013

Visioning concepts for the future



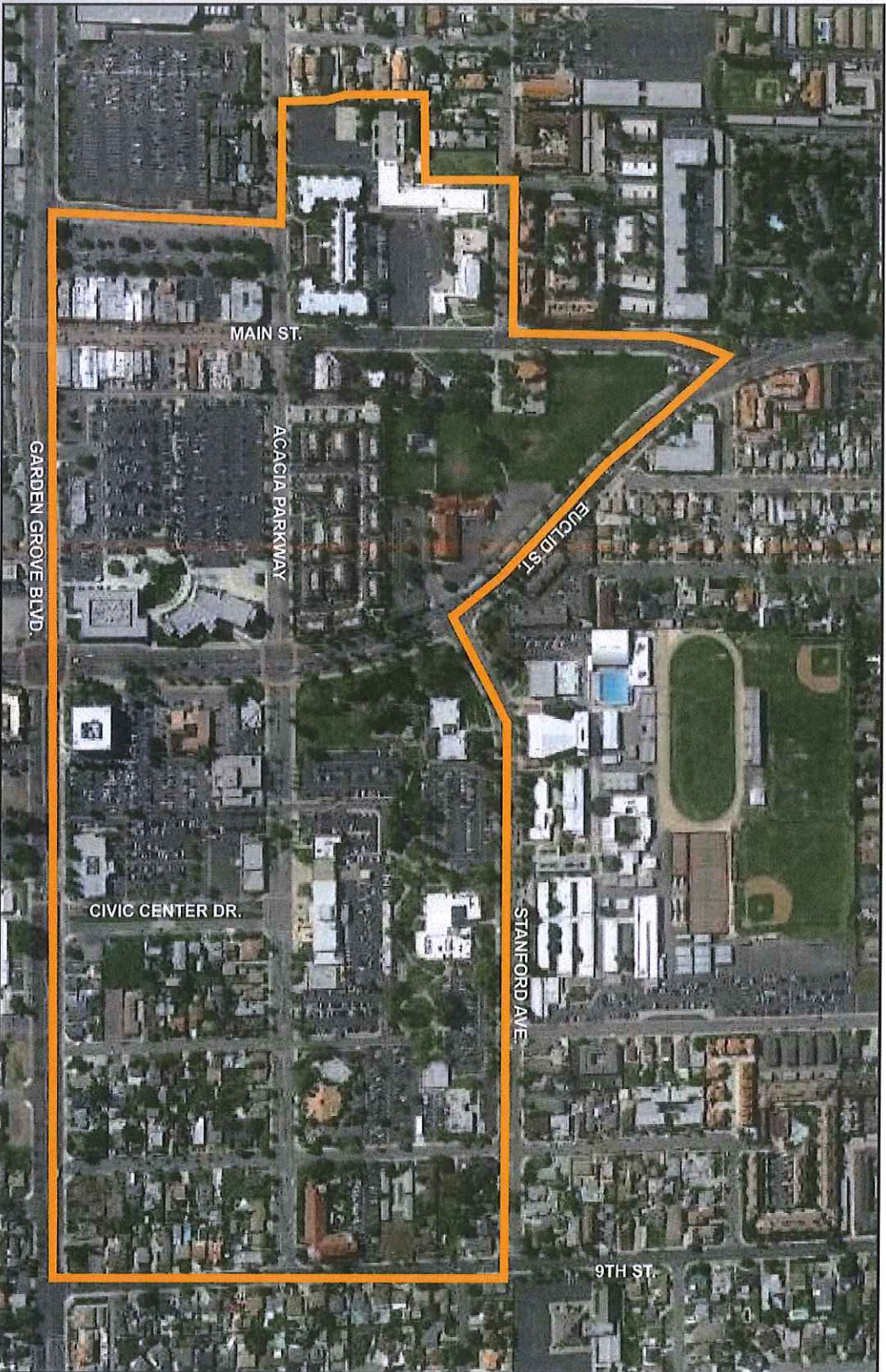
What makes a great downtown?



- 1. A variety of **Gathering Places** – active, restful, civic, commercial, cultural, social
 - 2. **A Strong Identity** – the focal point
 - 3. **Interesting things** to do and see – fun
 - 4. **Pedestrian-Friendly** – places to walk
 - 5. **Open Space** – beautiful green areas
-

the “**living room**” of Garden Grove

Vision Plan Area Map



AREA OF CONCENTRATION



Community Outreach



Reimagine DOWNTOWN

Share your ideas at:

reimaginedowntowngg.com

Press Releases & Business Cards



"City looks for ideas to Re-Imagine Downtown area" August 20, 2013

"Award-winning university program to give Downtown vision project a serious study"

September 10, 2013

"Civic Center Park becomes canvas for environmental art"

December 3, 2013

"Cash prizes to be awarded for Main Street logo designs"

January 20, 2014

"Downtown design team adding community outreach to master plan"

February 3, 2014

"'Re:Imagine Garden Grove – A Downtown Open Streets Event' Unveils initial event entertainment and programming"

August 19, 2014

"Utility boxes receive artistic facelift"

September 14, 2014



CONTACT:
The ACE Agency, Artistic Entertainment
and Programming
info@aceagency.com, (951) 205-8000

"Re:Imagine Garden Grove – A Downtown Open Streets Event"
Unveils Initial Event Entertainment and Programming

International Music, Dance, Demonstrations, Liveperform Musicians and Artists to 29th City Center
Free Streets of Downtown Garden Grove

The City of Garden Grove is pleased to announce the final plans for entertainment and programming for its inaugural "Re:Imagine Garden Grove - A Downtown Open Streets Event."

On Sunday, October 12, 2014, from 11 a.m. to 4 p.m., 245 people of Garden Grove streets will be closed to all cars and the downtown will be filled with diverse music, dance, interactive demonstrations, workshops and activities, curated by Community Arts Resource (CAR), for all to enjoy.

The centerpiece of Re:Imagine Garden Grove will traverse sections of Newwood St., Siverter Ave., Acacia Place, Main St., S. Euclid St., 9th St., and Garden Grove Blvd. The route will create a temporary public open space for pedestrians, cyclists, skateboarders, joggers and all other forms of non-motorized transportation to utilize.

-more-

Re:Imagine
DOWNTOWN

Share your ideas at

www.reimaginedowntownng.com

Print Media

Newspaper Ads & CityWorks



From the Internet to Interfacing

Since last August, the public has been submitting ideas and images for the ReImagine Downtown campaign, the City of Garden Grove's 20-year visioning plan for the civic center area, through an online forum called Mindmixer. Now, feedback will come face-to-face.

This spring, landscape architecture master's students and department faculty from Cal Poly Pomona's award-winning 606 Studio will be interviewing small groups of stakeholders to garner input on topics such as favorite places to go, preferred means of travel, and the importance of open spaces.

Garden Grove residents, business owners, and civic leaders of all ages, faiths, and cultures will be invited by 606 Studio students to participate in the discussions, being held throughout the community. The results will be analyzed and serve as the basis for new questions being posted on www.reimaginedowntownng.com.



CITYWORKS

11222 Acacia Parkway, Garden Grove, CA 92840

October/November 2013



The City has a vision for the area surrounding the civic center and is looking to the community for ideas to help improve the neighborhood. The monthly online forum, Mindmixer, has been a success. Residents and business owners can log on to www.reimaginedowntownng.com and offer your opinion on different topics. Topics will change monthly. To date, nearly 10,000 guests have visited the site. Feedback will be used to develop a 20-year Vision Plan focusing on land use, design, and transportation.

The campaign has a new partner in its effort and its award-winning university program. Over the next 10 months, Cal Poly Pomona's 606 Studio, a team of Landscape Architecture master's students and faculty, will research, analyze, and present recommendations to the City which will create a connected Downtown with improved walkability and bikeability for residents and visitors. With increasing opportunities for business development and economic vitality of the downtown area.

ORANGE COUNTY REGISTER

Re-imagining downtown Garden Grove
Students from Cal Poly Pomona help draft the future of city's center.

NEWS

LOCAL Best of Orange County...
NEWS Silverado Fine...
SPORTS Red-hot Angels...
NEWS Litterbug who was saved...
NEWS Litterbug who was saved...

NEW ONLINE CAKE ORDERING
SILVERADO CANYON FIRE BLAMED ON ROCKET EXTERMINATOR
ORANGE COUNTY SCHOOLS LEAD A BELLINGPOINT LITIGANT WHO WAS SAVED... IT DOESN'T SEEM AIR

11222 Acacia Parkway, Garden Grove, CA 92840

CITYWORKS

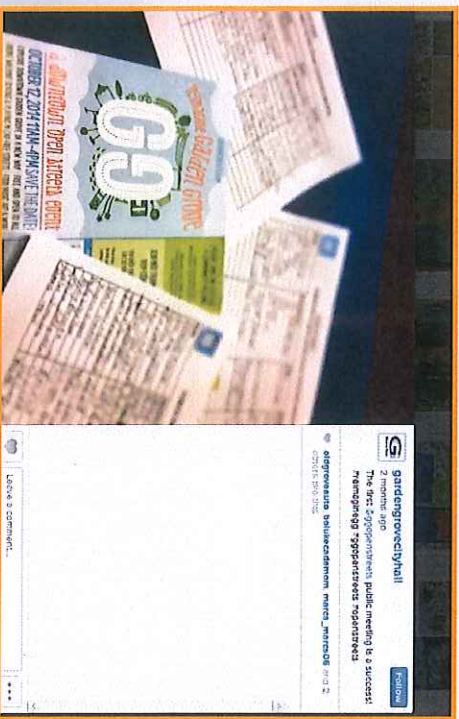
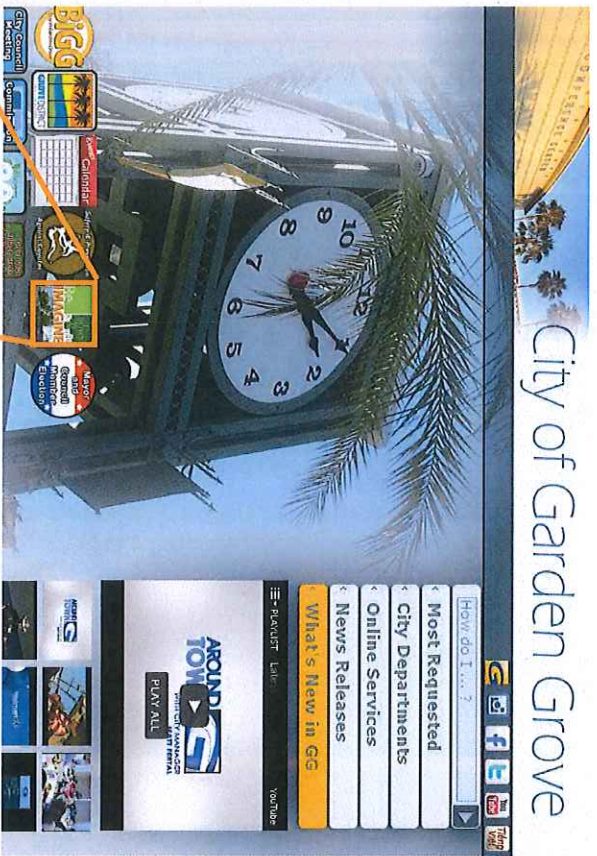
January / February 2014

Envisioning A Different Downtown

YOUR LOGO HERE YOUR LOGO HERE

Social Media / Electronic Media

City Website, Facebook, Instagram, YouTube

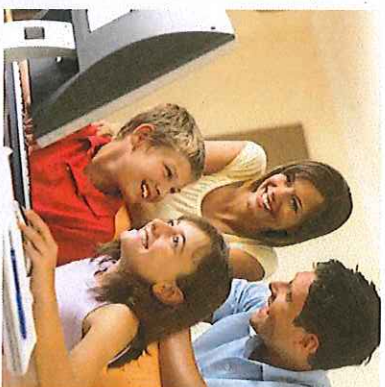


Engage Public Participation

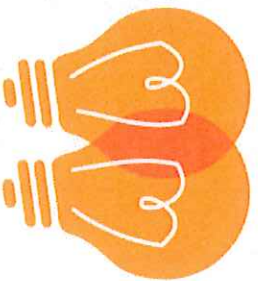


\$30,000 to mail out for a community meeting with only **50 people** attending
\$8,000 for MindMixer to reach out to **235 participants**

- An Online Community Forum
- A website accessible to everyone – administered by the consultant
- Engaging people in several ways:
 - Photo Sharing
 - Instant Polls
 - Idea Refinement
 - Idea Prioritizing
 - Open Ideas
 - Budgeting Participation
 - Surveys
 - Challenges



Public Online Forum



mindmixer

Home Topics Activity About

Search

Sign Up Log In

Welcome to *Re-imagine Downtown*. This is a community effort to take the different parts of Downtown Garden Grove and tie them together into a GREAT PLACE. We want your best ideas!

Connect with Facebook or Sign Up with Email

JOIN

Create an account and weigh in along with other members of our community.



Sign Up to Participate

CONTRIBUTE

Share your ideas and your perspective on how to make our community better.



Explore Participant Activity

CONNECT

Communicate directly with our local leaders to help the best ideas move forward.



See Who's Listening

Ways to participate in MindMixer



- Topic discussions/comments
- Survey questions
- Idea and photo sharing
- Community meetings



How It Works

This is your community. Shouldn't you have a say in what its future looks like? Join this online conversation to connect with community members and local leaders.



Topics

Your community leaders have some questions, and they need your input. Submit your ideas and discuss with others on the Topics page.



Activity

As everyone weighs in, all your ideas are listed on the Activity page. Here, you can sort, rate and comment on them all in one place.



About

Your community is officially sponsoring this site. At the About page, see who's listening and read about their goals for this forum.



Ready to make your voice heard? [Get started here.](#)

Need more information first? [Read the FAQ.](#)

MindMixer

Traffic Reports, Page Views, Zip Codes, Demographic Data



TRAFFIC

Month Week Day

TOTAL TRAFFIC

Unique Visitors **6,166**

Page Views **43,973**

YOUR AVERAGE PARTICIPANT IS...

Female **43** Years Old

Living in these Postal Codes: **92840, 92843, 92841**

SHARING

Facebook **84**

Twitter **9**

LinkedIn **2**

Google+ **4**

Email **18**

Top Shared Item <http://www.reimagine>

Participants

TOTAL **235** Participants

AGE

POSTAL CODE

92840	14.5%	45.1%
92843	10.2%	
92841	5.1%	
92845	4.3%	
92844	1.7%	
92847	1.7%	
92863	1.3%	
92846	0.9%	
07079	0.9%	
92818	0.9%	

[View All Postal Codes](#)

50% Male **50% Female**

Engagement

DETAILS **46** Closed Topics

ACTIVITY

3907 Interactions

1403 Comments

39 Shares

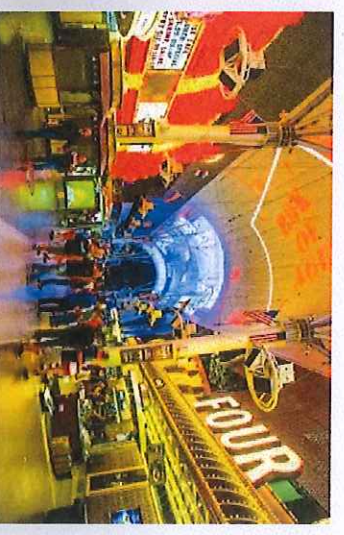
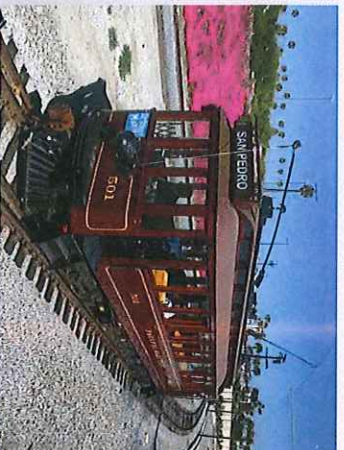
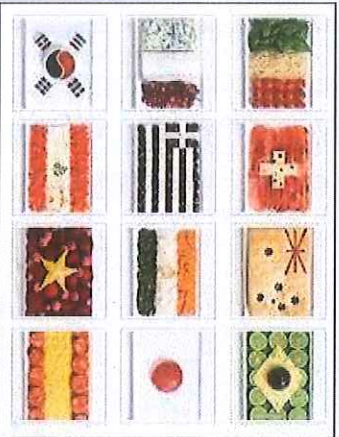
There are **840 Ideas** in this Project

Shared Ideas



- What businesses would compel you to shop and spend time on Main Street and in the Downtown area. Give specific examples.
- What planting theme do you think would identify the Downtown area as a special place filled with gardens and groves?
- Along with Shakespeare plays, what other performances would you like at the Festival Amphitheater?

• What types of events would you like to see in Downtown (culinary, music or film festivals, active or passive uses, etc)?



Shared Experiences



- Tell us your favorite story about something that happened in Garden Grove in the past and where it happened.
- Why did you choose to live in Garden Grove?
- What three destinations are not-to-be-missed in Garden Grove?
- *What is your favorite thing about living in Garden Grove?*





Shared Opinions

- What type of permanent public art would you prefer to see Downtown and why?
 - A. Environmental
 - B. Whimsical
 - C. Modern
 - D. Traditional
 - E. Topiary

- To develop a walking network in the Downtown, which streets have the most potential?

• Pick a bike route and tell why you picked it. Also, are there any strengths on the alternatives you didn't choose?



Bicycle Network Option 1	2
Bicycle Network Option 2	5
Bicycle Network Option 3	4
Bicycle Network Option 4	20

31 Votes 37 Comments

Photo Sharing

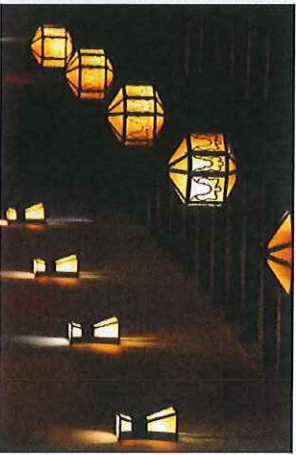


Photo Sharing

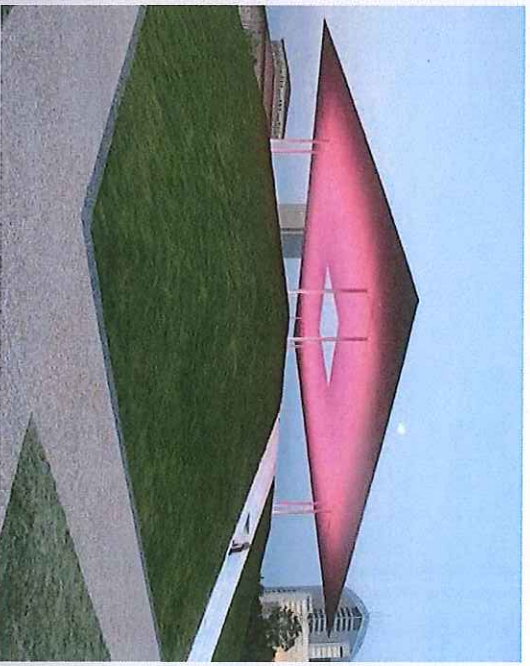
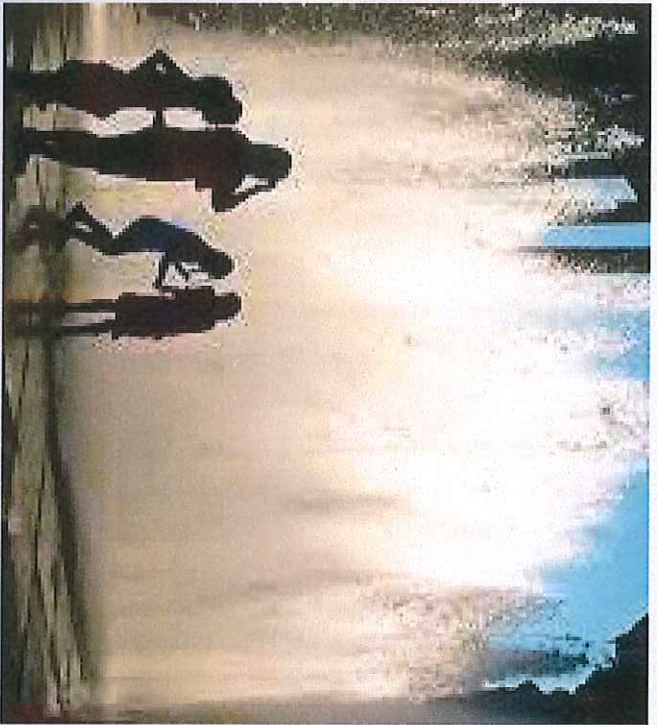
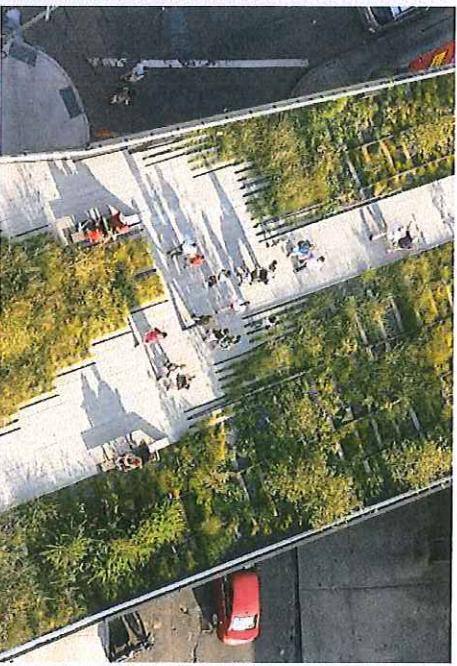


Photo Sharing



THE ARTISAN MARKET
Fresh and Natural Goods & Produce

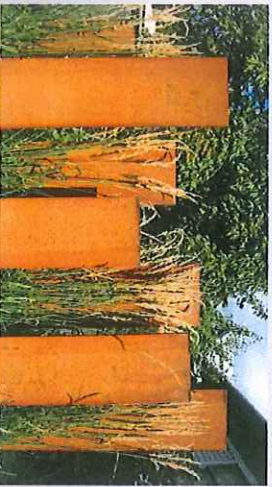
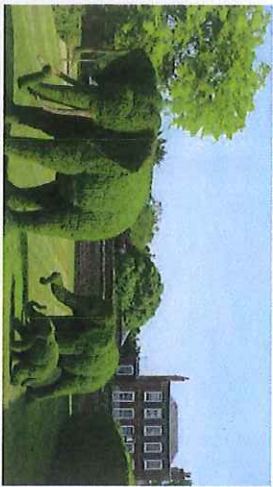
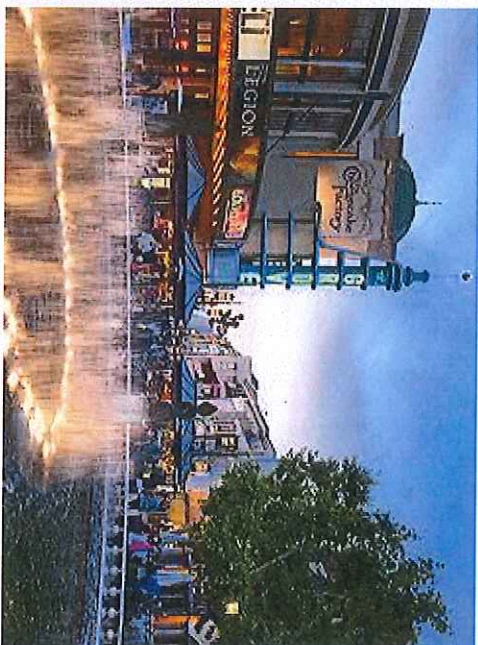
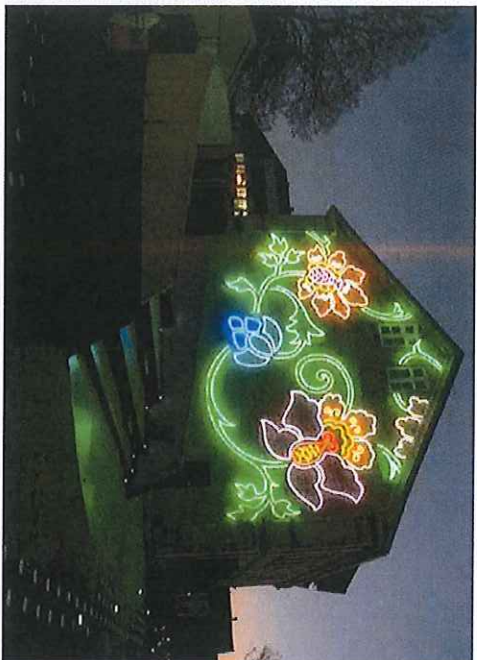


Photo Sharing

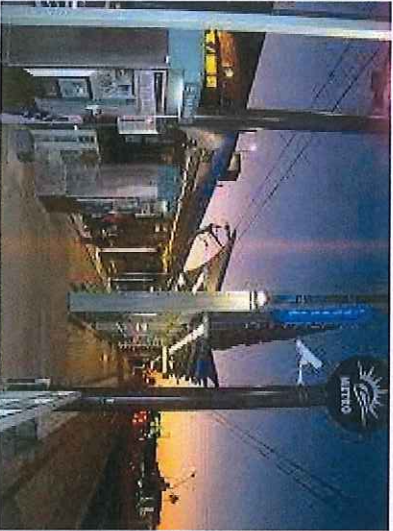
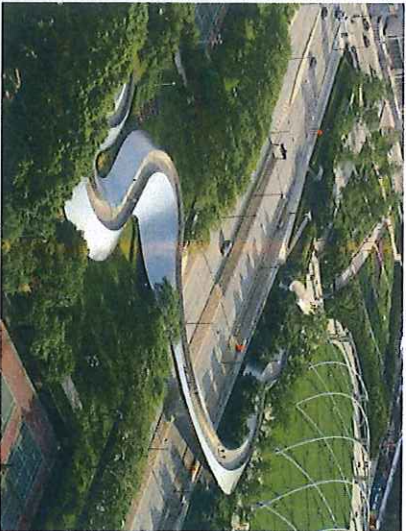


Photo Sharing

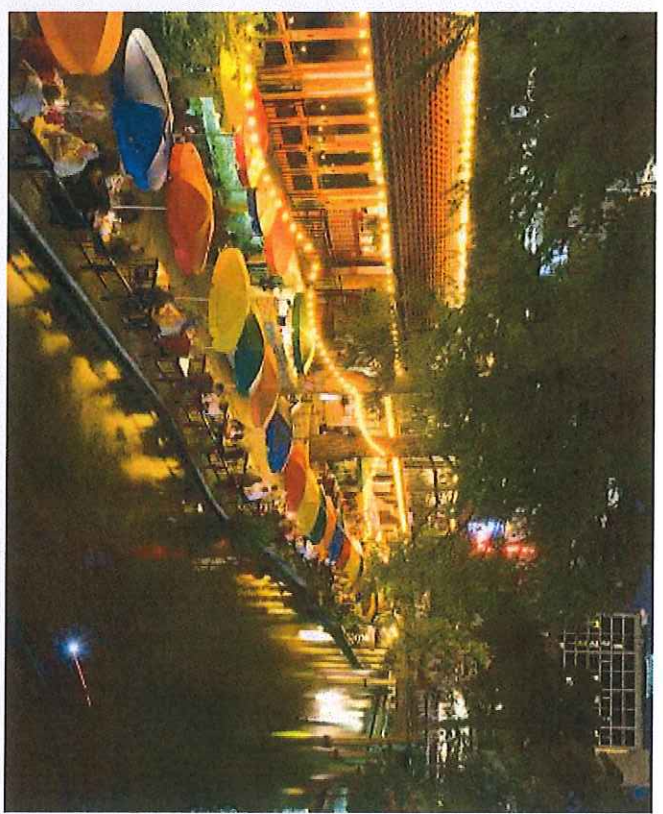
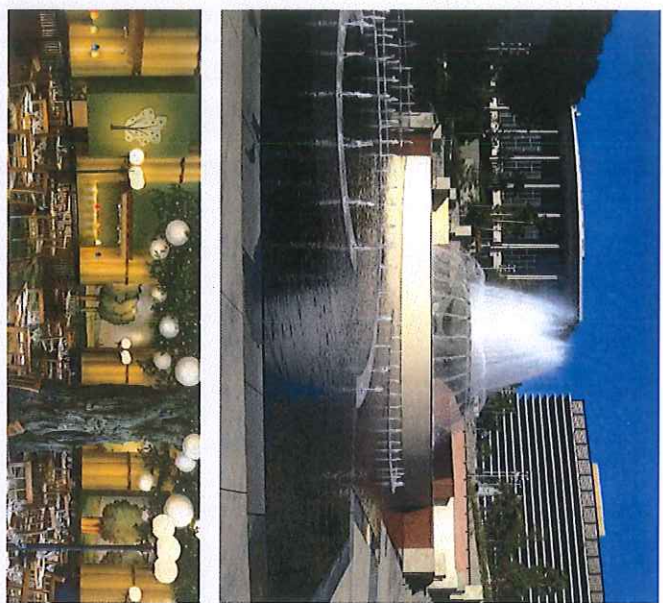


Photo Sharing

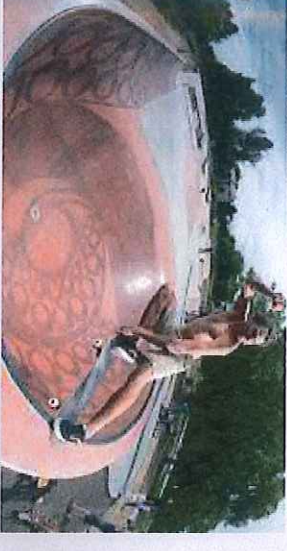
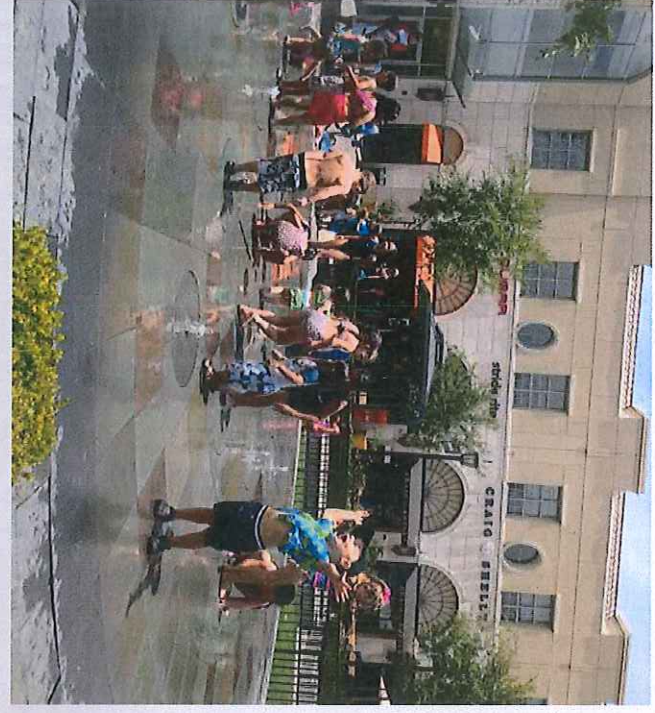
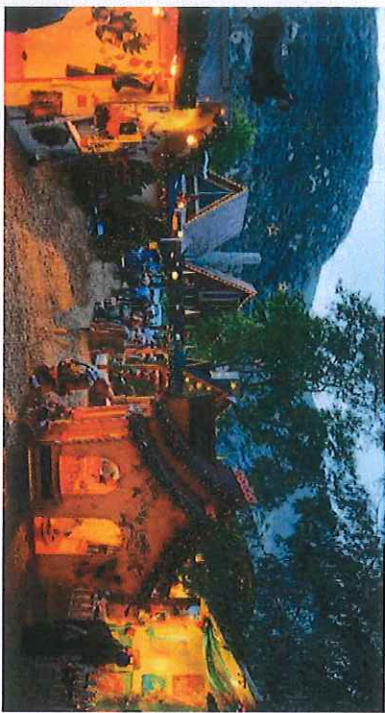


Photo Sharing

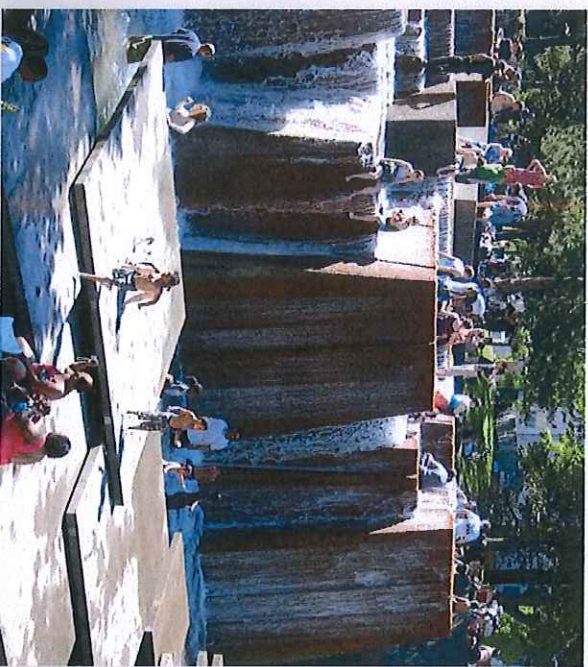


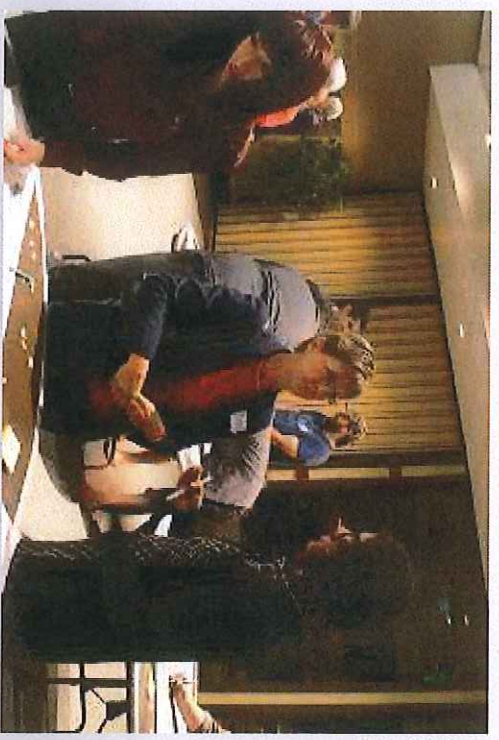
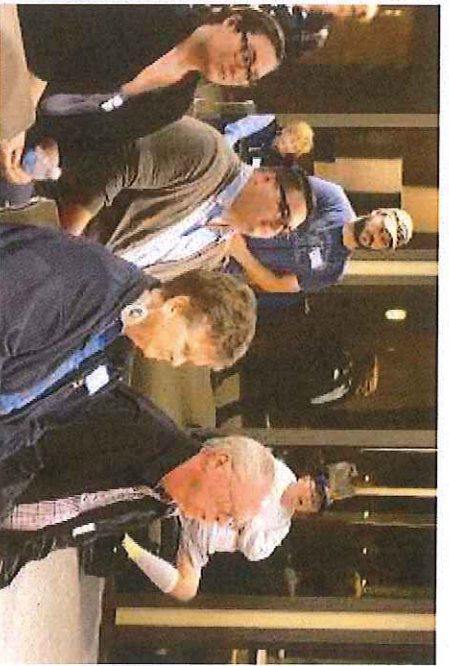
Photo Sharing



In-Person Sharing



- MindMixer Participants w/ Studio 606_February 26, 2014



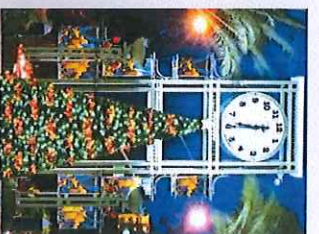
Here come the ideas...



Downtown Happenings



- Tree lighting ceremony
- Strawberry Festival
- Mixed-Use zoning
- Fire station
- Indie Film Festival
- Median/Euclid improvements
- Amphitheatre program/Shakespeare



Enjoy entertainment for the whole family at Garden Grove's hidden little treasure. The Strawberry Bowl Festival Amphitheatre

FALL 2014 SCHEDULE OF EVENTS

<p>Friday, October 3rd GREASE Directed by: Bob Fosse Musical by: John DeMeyer Lyrics by: John DeMeyer Lyrics by: John DeMeyer</p>	<p>Friday, October 10th SHREKES Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Saturday, October 11th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Saturday, October 18th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Sunday, October 19th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>
<p>Friday, October 24th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Saturday, October 25th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Sunday, October 26th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Friday, November 7th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>	<p>Saturday, November 8th THE MOUNTAIN MEN Musical by: David Yazman Lyrics by: David Yazman Lyrics by: David Yazman</p>

Garden Grove's Strawberry Bowl Amphitheatre
 (714) 928-3894
 12762 Main St.
 Garden Grove, CA
 Tickets: www.TheStrawberryBowl.com

Ideas in Action



Robin M. added an idea in Permanent Public Art!

Nov 2

Paint the utility boxes with garden themes of flowers and trees.

There are many examples of local artists beautifying the utility boxes that you see throughout town. Long Beach has some wonderful examples. Santa Ana has just created a program to hire local artists to paint their boxes for a few hundred.... [Read More](#)

Share

Flag



BeeBee B.

11 months ago

Awesome idea. I love the sample above. Want. Now. Our neighborhood has one of those ugly boxes at the entrance. Love the butterfly for our Sunrise Butterfly Garden!

Flag



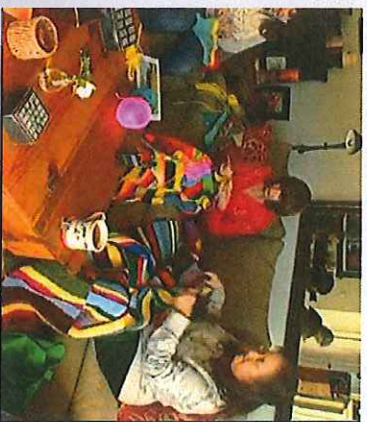
BeeBee B.

10 months ago

Took pictures a go-go of the Knots of Love Yarn Bomb installation! Talked to some folks who were there who said it made them happy, it was a nice surprise, what a neat thing to do. Mission so accomplished because that is the point of art in public spaces. Thank you Knots of Love! Jadore ... and love-love-love what you did and what you do! :)

Delete

SHARE THIS IDEA



Main Street Logo Design Contest

Ideas in Action



ReImagine DOWNTOWN



Design the New Logo for Historic Main Street and you could win \$200 Cash!

Downtown website at <http://www.reimaginedowntownng.com>.

The City's ReImagine Downtown campaign and Garden Grove Main Street Commission proudly announce the **Main Street Logo Design Contest**. The first-place winner will receive \$200 cash, and have their design placed on bollards (concrete posts) along downtown Main Street. Designs must measure 6" x 6" and represent the unique qualities of historic downtown Main Street. Participants need to live, work, or attend school in Garden Grove. Winners under 18 are required to have a legal parent or guardian accept any winnings on their behalf. Please submit files as a jpeg format photo by February 14, 2014, to the ReImagine



First Ever Open Streets Event Ideas in Action

GGOPENSTREETS.COM



Re:Imagine Garden Grove
2 downtown open streets event
OCTOBER 12, 2014 11AM-4PM SAVE THE DATE!

EXPLORE DOWNTOWN GARDEN GROVE IN A NEW WAY · FREE AND OPEN TO ALL
BIKING, WALKING, SKATING & PLAYING IN CAR-FREE STREETS · FOOD, MUSIC, ART & MORE

PLEASE JOIN THE CITY FOR
A COMMUNITY MEETING

Learn more about the
Re:Imagine Garden Grove event
Monday, July 28th, 6pm
Community Meeting Center
11300 Stanford Ave.

XIN MỜI THAM DỰ CỰC
HỢP CỘNG ĐỒNG

TÌM HIỂU THÊM Ý TƯỞNG LÀM MỚI
CÁC SỰ KIỆN TẠI GARDEN GROVE
Thứ Hai, ngày 28 tháng 7, vào lúc
6:00 giờ chiều tại Phòng hội họp
cộng đồng 11300 Stanford Ave.

POR FAVOR ÚNASE CON LA
CIUDAD PARA UNA REUNIÓN
DE LA COMUNIDAD

Para aprender más acerca del
evento Re:Imaginar Garden Grove
Lunes, 28 de Julio, 18:00
en el Centro Comunitario
11300 Avenida Stanford

시에서 주관하는 지역
모임에 참여하세요

리이메진 가든 그로브 행사에 대해
더 자세히 알아 보세요
7월 28일 월요일 오후 6시
11300 STANFORD AVE
에 위치한 커뮤니티 미팅 센터



EVENT CODE & MAP **QUA VÀ MAPA DE EVENTO** **TIPEN PONGING YAN JIAN DA XIAO QIAN** **행사 노선과 지도**

open streets route
ruta de calles abiertas
Luyện đường đường tự do
2014년 7월 28일

pedestrian zone
zona de peatonales
khu vực dành cho đi bộ
Khu vực đi bộ
Área de Peatónes
2014년 7월 28일

existing park(s) for event
punto de paso para eventos
기존 공원 지역
2014년 7월 28일

existing open to cars
área(s) a ser usada(s) para
vehículos de 2014년 7월 28일

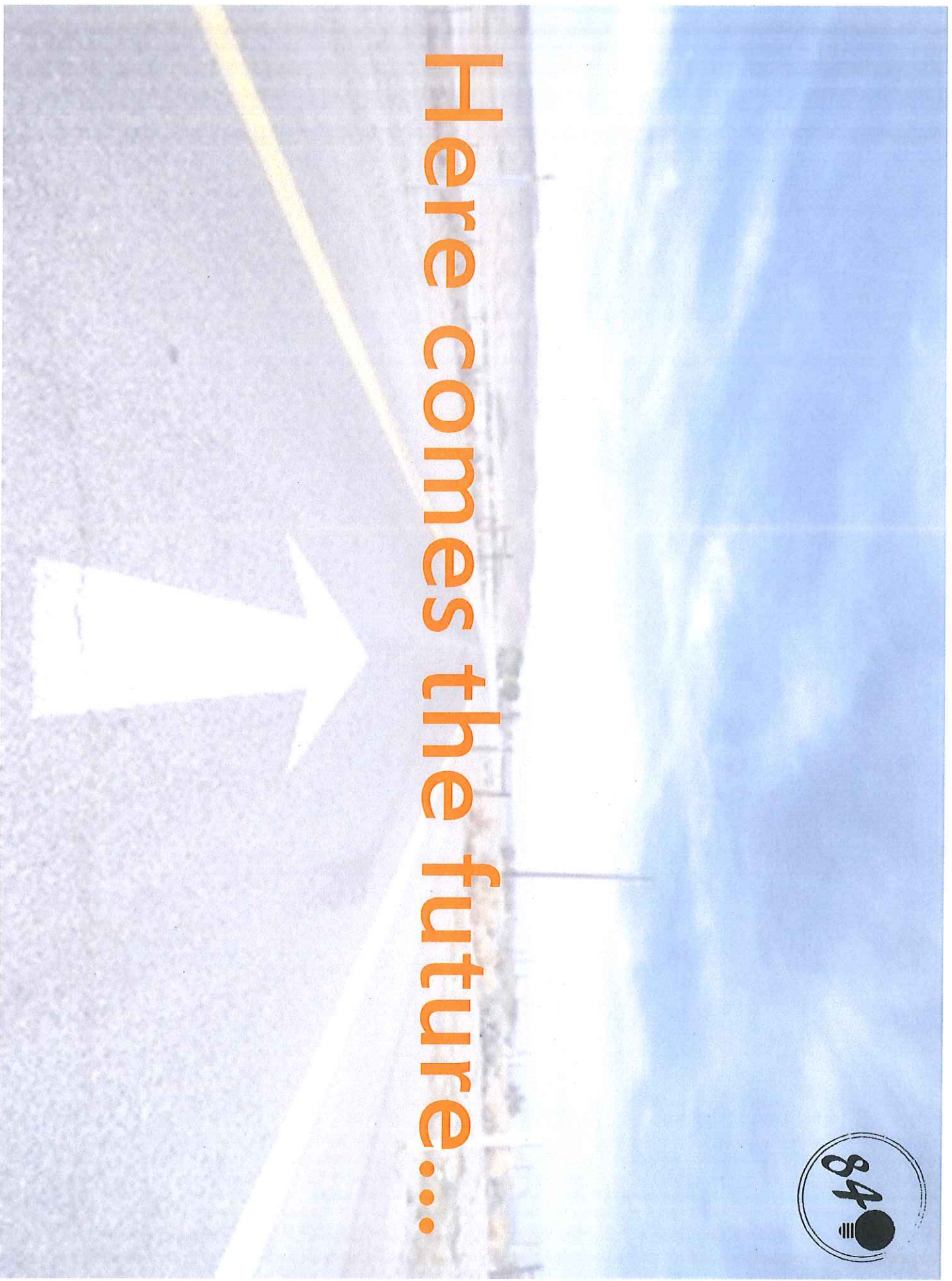
Presented by the City of Garden Grove

Presentado por la ciudad de Garden Grove





Here comes the future...

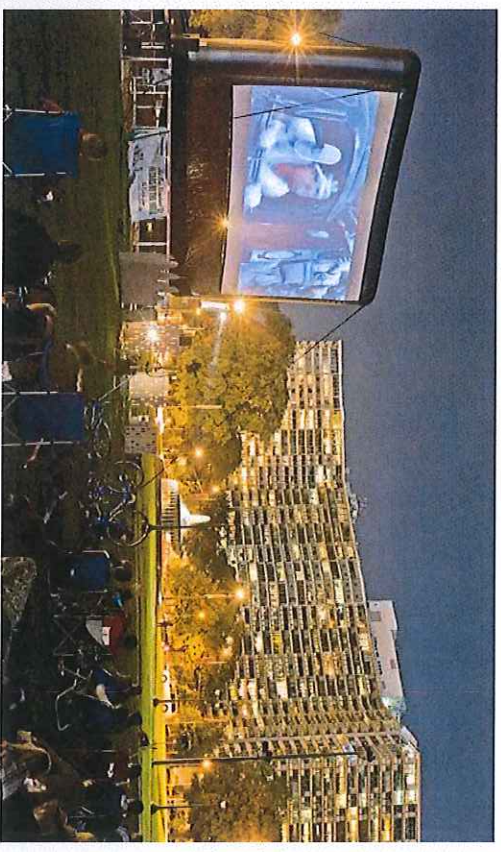
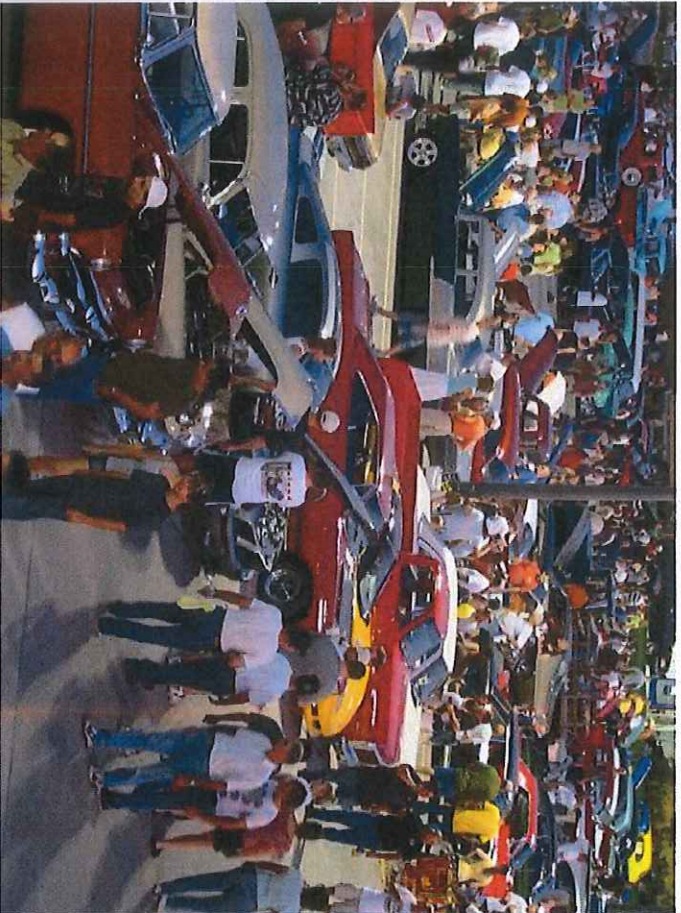


Downtown of the future

Short Term



- Classic film night
- Free summer movie nights
- Live street music/car show night
- Enhance farmers market



Downtown of the future Short Term

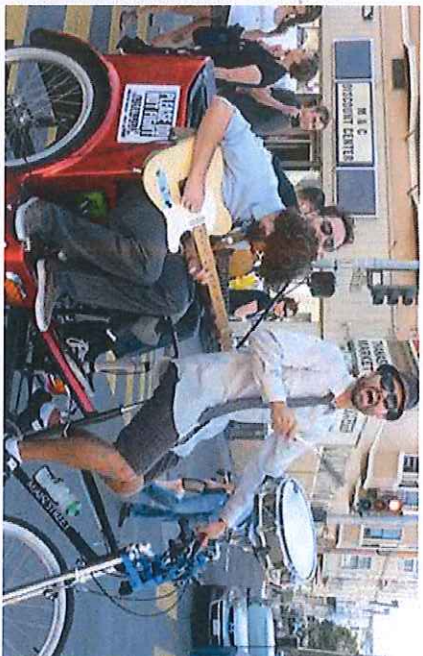
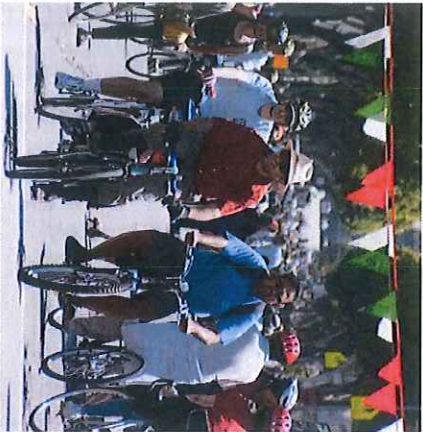


- Encourage connections with churches, performing arts groups/venue for a “performing arts path”
- Monthly art walk
- Partnership with GGUSD for art programming



Downtown of the future

Short Term



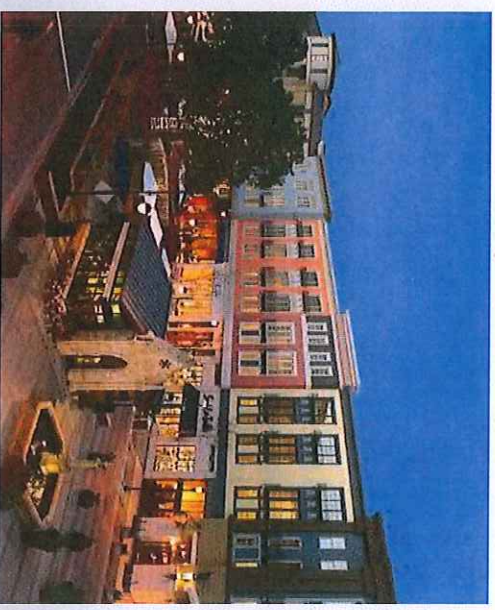
- Create a Bike Sharing Program
- Continue multiple open streets events
- Bicycle/Pedestrian Master Plan
- OCTA demonstration project

Downtown of the future

Mid Term



- Create branding for downtown
- Downtown improvement manager to coordinate downtown events
- Adopt downtown landscape plan
- Enhance pedestrian use on Main Street
- Vision plan for public gathering space/outdoor amphitheatre
- Identify sites for new retail & housing opportunity



Downtown of the future

Mid Term

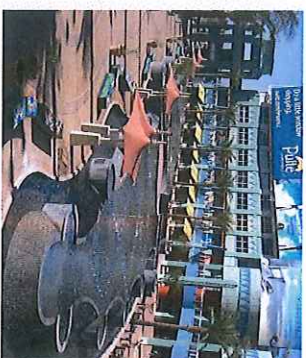


- "Market Hall"
- Enhance community garden
- Holiday art walk
- Bike racks
- WiFi downtown and the park



Downtown of the future

Long Term



- Museum/gallery downtown anchor
- Culinary arts schools
- Splash pad/pond & art/contemplative water feature
- Interactive art pieces for children
- Main Street pocket parks
- Implement plan for public gathering space

Downtown of the future

Long Term



- Themed bus shelters & kiosks
- Parking management plan
- Parking garages w/retail storefronts
- Main Street extension-North
- East/West bridge connection
- Consider TOD adjacent to OCTA right-of-way
- Expand Civic Center Park by vacating Acacia from Euclid toward Civic Center Drive



