

## 2. CONCEPTUAL PLAN



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### 1. Conceptual Planning Process

The preparation of the Conceptual Plan involved a six step process:

Step 1. Create Data Base. A data base was created for the study area which included traffic volumes, accidents, street standards, enlarged aerial maps of the study area, a list of nearby schools, media, and funding opportunities for plan implementation; and, an extensive directory of government leaders and staff, community and service groups, churches, social service and health organizations and community leaders.

Step 2. Create Technical Advisory Committee. Selected people were invited to participate as members of a technical advisory committee (TAC) to guide project partners in coordinating the planning process event. The TAC played an active role in building partnerships and conducting community outreach and identifying focus groups (community service providers, tribal council and government, youth, business owners, etc.) for interview sessions about problems, issues, and possible solutions. The TAC held six meetings between January and June 2005.

Step 3. Publicity and Outreach. The project partners initiated an extensive publicity and outreach campaign to attract a high level of attendance from various sectors of the community by utilizing a number of outreach venues including distributing flyers, posters, banners, mailing invitation letters and contacting media outlets (Appendix B). A downtown Hoopa Report Card was administered by student body officers to students at Hoopa Valley High School. The Report Cards allowed students to grade aspects of State Highway 96 through the downtown area (Appendix C).



*Publicity banner in front of Ray's Food Place.*



*Focus group discussion with Community Service Providers.*



*Focus group discussion with Tribal leaders.*



*Focus groups discuss issues related to downtown Hoopa.*

Step 4. Design Fair. The Conceptual planning process involved numerous events over a five day period from June 23 to June 27, 2005. An estimated 200 to 250 people participated. The events are summarized in the schedule below:

- ◆ 3 focus group meetings were held with business and property owners, community service providers, and elementary and high school students.
- ◆ A community meeting and social event was held at the Neighborhood Facility and included a presentation on "Envisioning the Future of Downtown Hoopa."
- ◆ 1/2 day walking "audit" around downtown Hoopa.
- ◆ 1/2 day community design fair to develop design drawings for the conceptual plan.
- ◆ 2 design team work days to prepare the conceptual plan
- ◆ Presentation of design concept to the community (stakeholders and residents) to get their feedback.

Step 5. Draft Conceptual Plan Report. The project team prepared and presented a draft conceptual plan report to the Hoopa Tribal government, the County of Humboldt and the California Department of Transportation District 1 that included design recommendations and an implementation plan. The preliminary report allows all parties to begin activities towards implementation before the grant project has ended.

Step 6. Final Conceptual Plan Report. A final report was prepared following a review of the draft to include the final conceptual design plan and detailed recommendations for improving traffic safety and enhancing the pedestrian environment along Highway 96 through the community of Hoopa.



*Participants in the community meeting speak to the future of downtown Hoopa.*



*The walking audit addresses issues on the ground.*



Report recommendations include conceptual street development guidelines, sketches and renderings, and other graphic material that help illustrate the plan.

## 2. What is a Conceptual Plan?

What is a Conceptual Plan? A concept is an idea, especially a generalized idea of a class of objects; a general notion or thought. A plan is a drawing or diagram showing the arrangement of objects (buildings, roads, trees, signs, lights, etc.); a scheme for making, doing, or arranging something.

The conceptual plan presented in this report is the culmination of a four day event involving members of the Hoopa community and the design team in identifying problems and issues and proposing solutions.

The plan provides a blueprint for implementing ideas related to traffic calming and pedestrian safety along Highway 96 through downtown Hoopa. Additionally, the plan presents ideas related to enhancing the pedestrian environment throughout downtown Hoopa, as well as providing a basis for acquisition and development of land in the downtown area for public and private use.

The plan continues the Tribe's proactive approach to community and economic development in addition to improving roads, and builds upon the recent accomplishments in furthering the mission of the Tribe:

*To promote and defend the Hoopa Valley Tribe's rights, culture, lands, resources, and integrity by strengthening government, elevating the quality of life, developing human resources and creating economic growth and financial security for the future.*



### 3. Design Tables

Design Table sessions held on Saturday June 25, 2005 involved 7 teams and an estimated 45 to 50 people. Based on the information gained in the focus group meetings and community meeting held earlier, each design team developed ideas and drawings for the conceptual plan. Concepts from each design table are summarized below:

#### Design Table #1

- ◆ Add bike lanes & sidewalks throughout downtown
- ◆ Add streetlights from bridge to nursery
- ◆ Add a planting strip as a divider between sidewalks and street
- ◆ Create a shaded picnic area in front of Ray's Food Place
- ◆ Improve entrances and exists to businesses
- ◆ Add signs that help with direction to facilities
- ◆ Relocate museum away from casino
- ◆ Create opportunities for new business



*Ideas developed by Design Table 1 are explained to other participants.*

### Design Table #2

- ◆ Keep shopping center in existing location, realign parking with covered walkways
- ◆ Add roundabout in front of Tribal court house
- ◆ North of shopping center, add facilities for activities with central parking
- ◆ Add multi-family housing, visitor's center with kiosk
- ◆ Include parking to the rear of buildings
- ◆ Relocate and add new buildings for tribal rentals and commercial uses (Hoopa modular)
- ◆ Locate ambulance parking on Highway 96
- ◆ Add lighting every 100 feet, staggered on both sides of street at 50 ft intervals



*Ideas are presented from Design Table 2.*







### Design Table #3

- ◆ Re-route Tish Tang to intersect at shopping center
- ◆ Add walkway and safety barrier on the bridge
- ◆ Add medians and buffered sidewalk
- ◆ Include parallel routes (grid system) to take the congestion off of Highway 96
- ◆ Create a gathering area at the tree
- ◆ Relocate post office and create a kiosk at the 100% place



*Members of Design Table 3 discuss concepts.*



### Design Table #4

- ◆ Widen bridge
- ◆ Add statues at entry with Brush Dance Medicine people at a gateway entrance
- ◆ Include River access under bridge
- ◆ Realign Tish Tang
- ◆ Add a car wash
- ◆ Add business enterprise along East Side with park and playground
- ◆ Add access road along east side along Joes' deli
- ◆ Hardwire grand stand near existing shopping center sign



*Design Table 4 discusses concepts for downtown improvements.*





### Design Table #5

- ◆ Keep the shopping center as the 100% focus
- ◆ Slow traffic before bridge
- ◆ Create one entrance to shopping center
- ◆ Add water feature and ATM in center
- ◆ Add pedestrian crossing under bridge and create Riverview Trail and Park
- ◆ Add parallel/grid network on east side
- ◆ Tish Tang intersects with existing road near food distribution and aligns with shopping center entrance



*Table 5 summarizes their ideas.*



### Design Table #6

- ◆ Shopping center with central water feature
- ◆ Add mixed-use area on east side
- ◆ Connecting/parallel road connecting mixed use to playground/park
- ◆ Bulb Outs on Main Street (Highway 96)



*A member of Design Table 6 presents ideas.*







### Design Table #7

- ◆ Cross walk can be a giant salmon
- ◆ Keep the hub/100% location at the shopping center, add a plaza and kiosk
- ◆ Possible roundabout at tribal police
- ◆ Move post office
- ◆ Use vacant land under bridge for cultural center



*Design Table 7 members present their vision for downtown Hoopa.*







#### **4. Recommendations**

The Project Design Team reviewed the ideas and drawings from each of the seven Design Tables and recommended five basic conceptual plan elements:

- 1. Pedestrian Connections and Traffic Calming**
- 2. Gateway and Unifying Theme**
- 3. New Village Center**
- 4. New Cultural Center**
- 5. Village Grid System and Main Street Design**

These elements are described in some detail in Chapter 3. Conceptual Plan Elements. Implementation, Phasing and Funding are described in Chapter 4.