

What can we learn from our planning history?

How effective were we in implementing our goals and vision of twenty years ago?

TAHOE CITY

GOALS

The 1993 Community Plan aimed to re-establish Tahoe City as a major commercial, cultural, recreational and tourist center by making recreational opportunities and visitor services more accessible. Key Goals of the plan were:

- Appeal to vacationing destination visitors
- Minimize environmental impact of day-user
- Ensure that new improvements and rehabilitation are compatible with the character of Tahoe City
- Reduce dependency on the automobile
- Improve public facilities and services
- Maintain a balance between economic health and the environment
- Preserve and enhance recreational experiences

VISION

- Stimulate **rehabilitation** of the existing community
- Aim to become a **destination resort community** of high quality
- Still maintain **existing village character**

CRITERIA FOR SUCCESS

- Full complement of year 'round recreational opportunities and visitor services available within easy access to lodging accommodations
- Diversity and concentrated mix of activities that serves a strong, lively market
- A physical environment that establishes a distinctive sense of place
- Good local and regional transportation systems that provide for both vehicular and pedestrian circulation and parking
- Competitive quality
- A mixture of complementary activities in a concentrated area
- Easily accessible, interesting, comfortable and convenient physical setting

SUCCESSSES / ACCOMPLISHMENTS

- Public improvements have contributed to improving water quality in Lake Tahoe
- Functional relationships among downtown activities and parking have improved
- The physical environment has greatly improved. Tahoe City has a new, more distinct image.

- Through coordinated urban design of public infrastructure, Tahoe City has become a more pedestrian-friendly place.
- Better access to the Lake has made Tahoe City into more of a waterfront community.
- Tahoe City has maintained its village scale.

LESSONS LEARNED

1. It is difficult to create a successful resort “community” without a substantial number of overnight accommodations.
2. Successful retailing would call for effecting a strategic commercial mix.
3. It is difficult to overcome business slumps without the benefits of strong cultural, artistic and conferencing or “wellness” identity.
4. Revitalization of multifunctional service centers is strongly aided by a swift permit process.
5. Private investment is discouraged by a restrictive regulatory environment.

KINGS BEACH

GOALS

Kings Beach should continue in the role of an important commercial and recreational center of Tahoe basin. The old community should re-establish its competitive position through rehabilitation and revitalization. Specific Goals reflected in the 1996 Community Plan were:

- Maintain the balance between economic development and the environment
- Preserve and enhance the high quality recreational experience of Kings Beach
- Upgrade public services and facilities while attaining environmental targets
- Reduce dependency on the automobile
- Ensure that the design of new construction and public improvements contribute to the scenic, recreation and community values of Kings Beach

VISION

A key part of the vision for revitalizing Kings Beach was to provide opportunities and incentives for upgrading and expanding businesses in Kings Beach. The plan identified seven areas, each with designated uses and a specific design theme. These areas were:

- Downtown Commercial Area
- East Entry Commercial Area
- West Entry Area
- Back Street Commercial Area
- State Park Area
- Beach Street Tourist/Residential Area
- Residential Area

The vision for **Conservation** included

- drainage improvements,
- stream zone improvements and
- scenic improvements.

The vision for **Recreation** addressed

- improved lake access,
- a recreational trail system and
- a golf course.

The vision for **Public Service** recommended

- improvements to and upgrading of the NTPUD maintenance complex.

CRITERIA FOR SUCCESS

- Support of Placer County Redevelopment Agency
- Involvement of the North Lake Tahoe Utility District
- Collaboration of local property owners and the business community
- Collaboration with CALTRANS in toward an “urban” multi-modal section of SR26
- Joint public/private approach to identifying opportunities for redevelopment
- Joint approach to identifying initial catalyst projects
- Private investor(s)/developer(s) willing to pursue catalyst projects

SUCCESSSES AND ACCOMPLISHMENTS

- A redevelopment District has been delineated
- Several studies explored feasibility of projects
- A beach park has been developed
- A conference center has been built
- Some commercial properties have been rehabilitated and developed

LESSONS LEARNED

1. The Conference Center can not live up to its potential without a substantial block of nearby standard visitor accommodations
2. Plans for revitalization and redevelopment can not be implemented without active participation of the local business community
3. The local business community is split between ambitious, new business persons and passive old-timers uninterested in improving their lot
4. Without the County’s support, it will be difficult to convert the State Road into a multi-functional “Main Street” to Kings Beach
5. It is difficult to raise capital for projects in areas of strict environmental controls
6. The initial catalytic redevelopment project should involve construction of new visitor accommodations that correlate with capacity of the Conference Center.