

Civic Identity Findings & Recs

*Presented to:
Loomis, CA*



CIVILIS CONSULTANTS

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ACKNOWLEDGEMENTS

GRATITUDE



PUBLIC SERVICE
ANNOUNCEMENT



AREAS OF FOCUS

- ❑ Detour
- ❑ Ch Ch Ch Changes
- ❑ Story Framework
- ❑ Resiliency

AREAS OF FOCUS

- Detour
- Ch Ch Ch Changes
- Story Framework**
- Resiliency

AREAS OF FOCUS

- ❑ **Detour**
- ❑ Ch Ch Ch Changes
- ❑ Story Framework
- ❑ Resiliency

LET'S TALK ABOUT ME

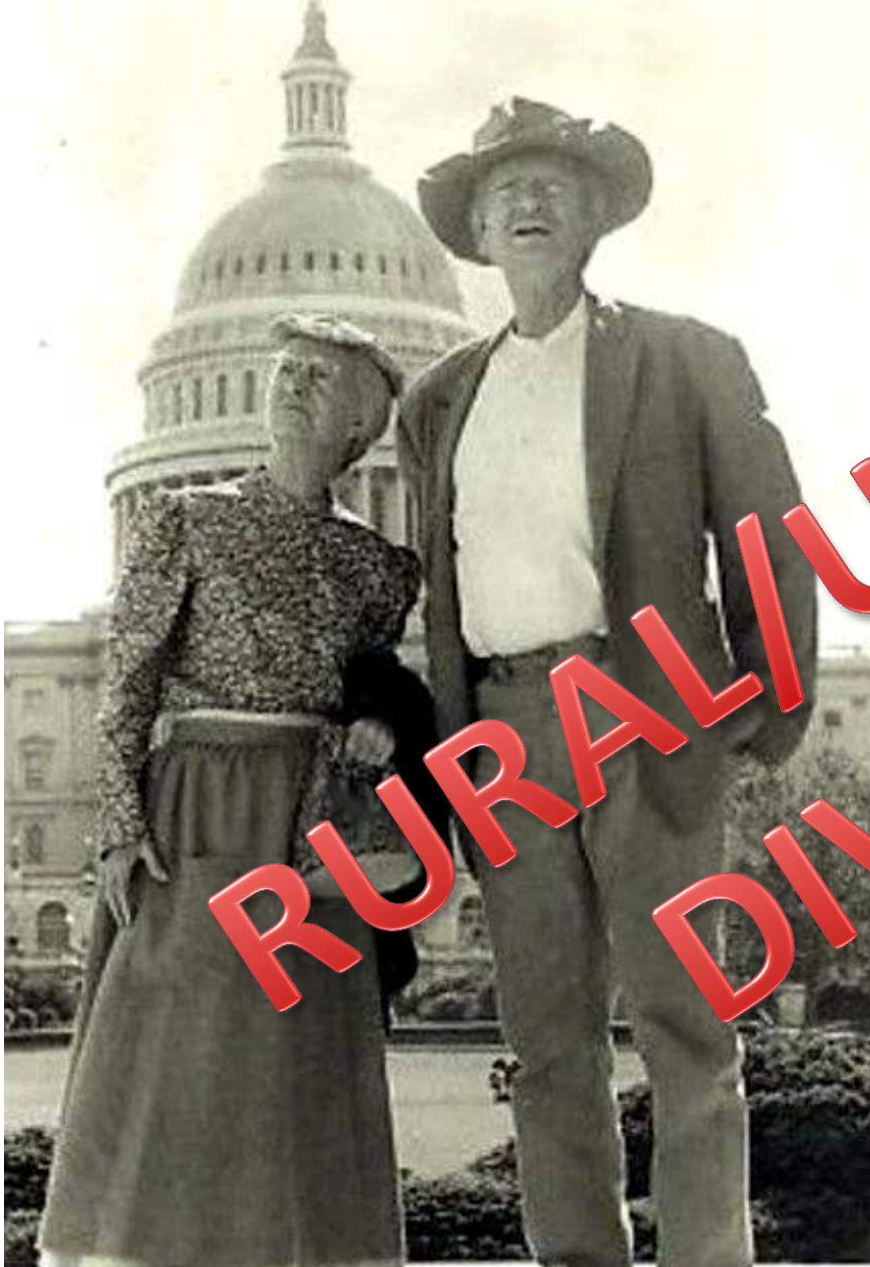
DETOUR

ONE OF THE BIGGEST TENSIONS



ONE OF THE
BIGGEST TENSIONS

RURAL | URBAN
DIVIDE



FIRST!



FOURTH OF JULY PARADE!

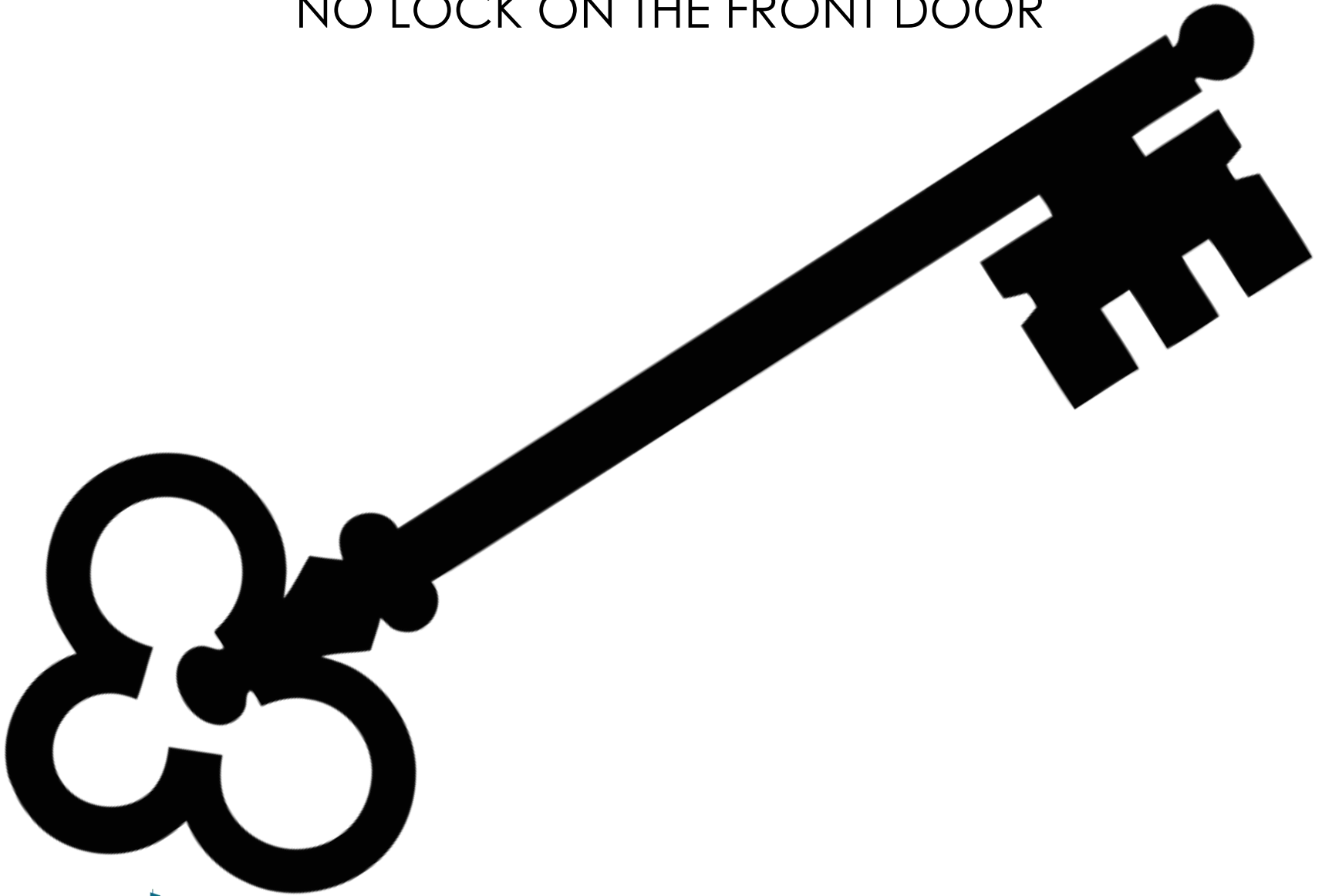


FIVE DIGIT PHONE CALLS



X-XXXX

NO LOCK ON THE FRONT DOOR





SOLE HEATING SOURCE: WOOD STOVE

SECOND



ELKO, NV



ELKO, NV

National Cowboy Poetry Gathering



DYERSVILLE, IA



PROVIDE
CIVILIS
CONSTITUTIONS

CHARLOTTE, MI



SECOND

BEST PRACTICES

AREAS OF FOCUS

Detour

Ch Ch Ch Changes

Story Framework

Resiliency

AREAS OF FOCUS

Detour

Ch Ch Ch Changes

Story Framework

Resiliency

ALMOST THREE YEARS EXACTLY!



FAÇADE IMPROVEMENT



VACANCIES GOT TENANTED



VACANCIES GOT TENANTED



REDS
STEAK & BEER

37645

REDS
STEAK & BEER

civitas

Civic Identity

VACANCIES GOT TENANTED



SUBWAY TO MARKET ESSENTIALS



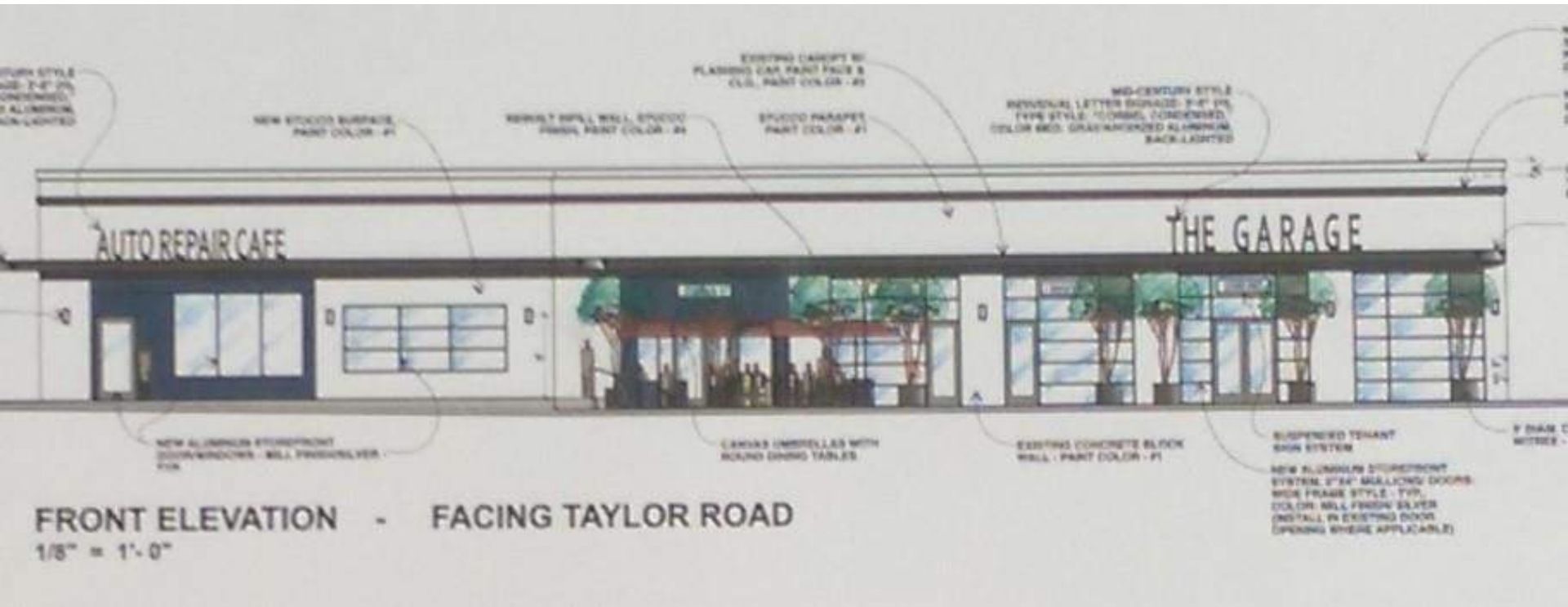
SUBWAY TO MARKET ESSENTIALS/LBB



SUBMITTED DESIGN!



SUBMITTED DESIGN



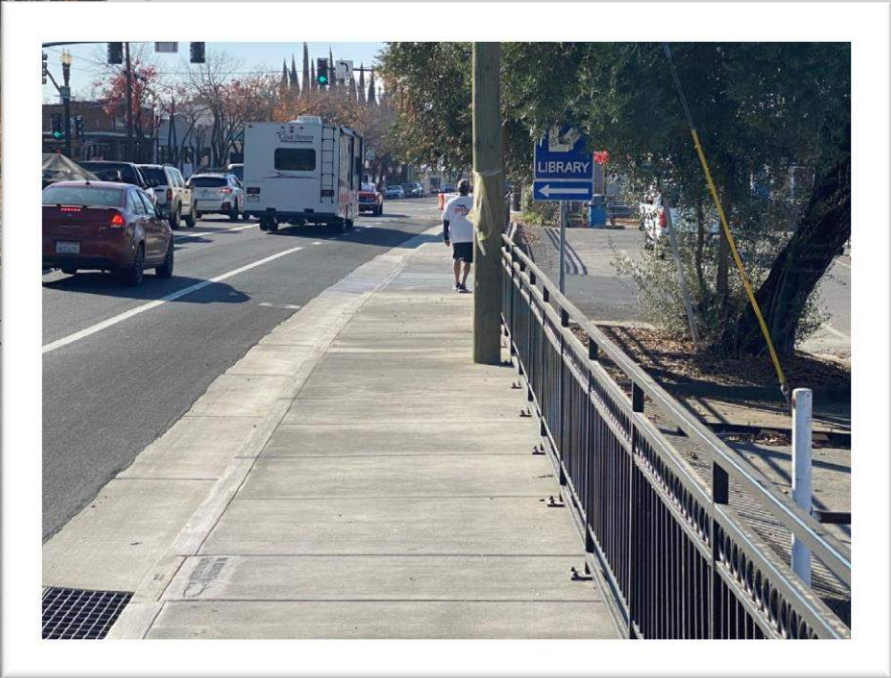
PLANNED FOOD USE!



HARDWARE OPENED DURING A PANDEMIC!



IMPROVEMENTS TO TAYLOR RD

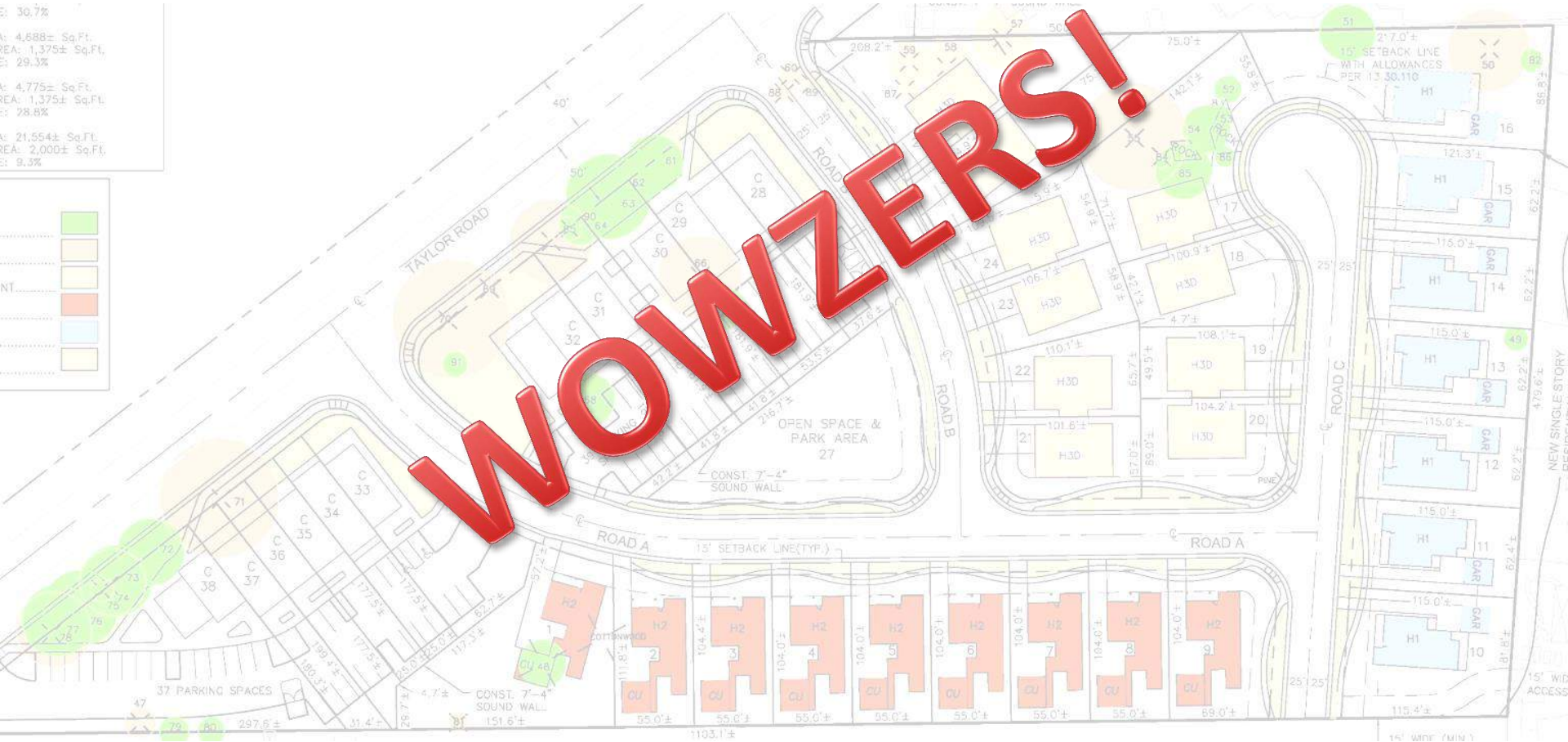
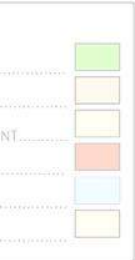


NEW HOUSING TAYLOR ROAD MIXED USE



CH CH CH CHANGES

30.7%
AREA: 4,688± Sq.Ft.
AREA: 1,375± Sq.Ft.
AREA: 29.3%
AREA: 4,775± Sq.Ft.
AREA: 1,375± Sq.Ft.
AREA: 28.8%
AREA: 21,554± Sq.Ft.
AREA: 2,000± Sq.Ft.
AREA: 9.3%





LIVING SYSTEMS
=
CHANGE!



LIVING SYSTEMS
=
CHANGE!

INVOLUNTARY

OJAI, CA



BISBEE, AZ

PRIVATE
PROPERTY
No Trespassing
Penalty \$1000

BISBEE, AZ



WELLS, NV



FREAK EARTHQUAKE



SELLING USED BRICK



SELLING USED BRICK

CAN'T STOP CHANGE

SELLING USED BRICK

PLAN FOR &
MANAGE CHANGE

AREAS OF FOCUS

Detour

Ch Ch Ch Changes

Story Framework

Resiliency

AREAS OF FOCUS

- Detour
- Ch Ch Ch Changes
- Story Framework**
- Resiliency

STORY FRAMEWORK



Characterization

Objective

Relationship

Environment

STORY FRAMEWORK



CHARACTERIZATION IS PHYSICAL STORY





CHARACTERIZATION IS PHYSICAL STORY



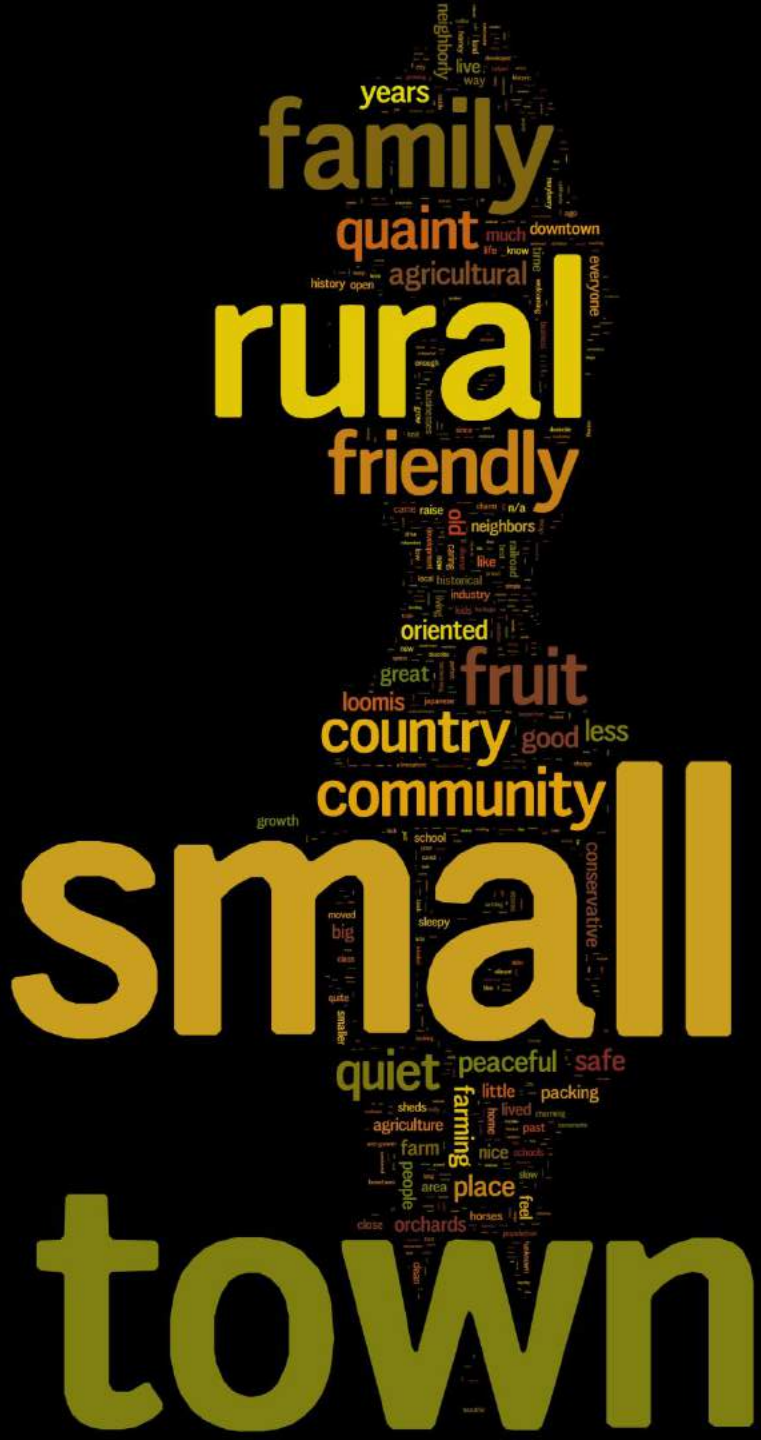
CHARACTERIZATION IS PHYSICAL STORY

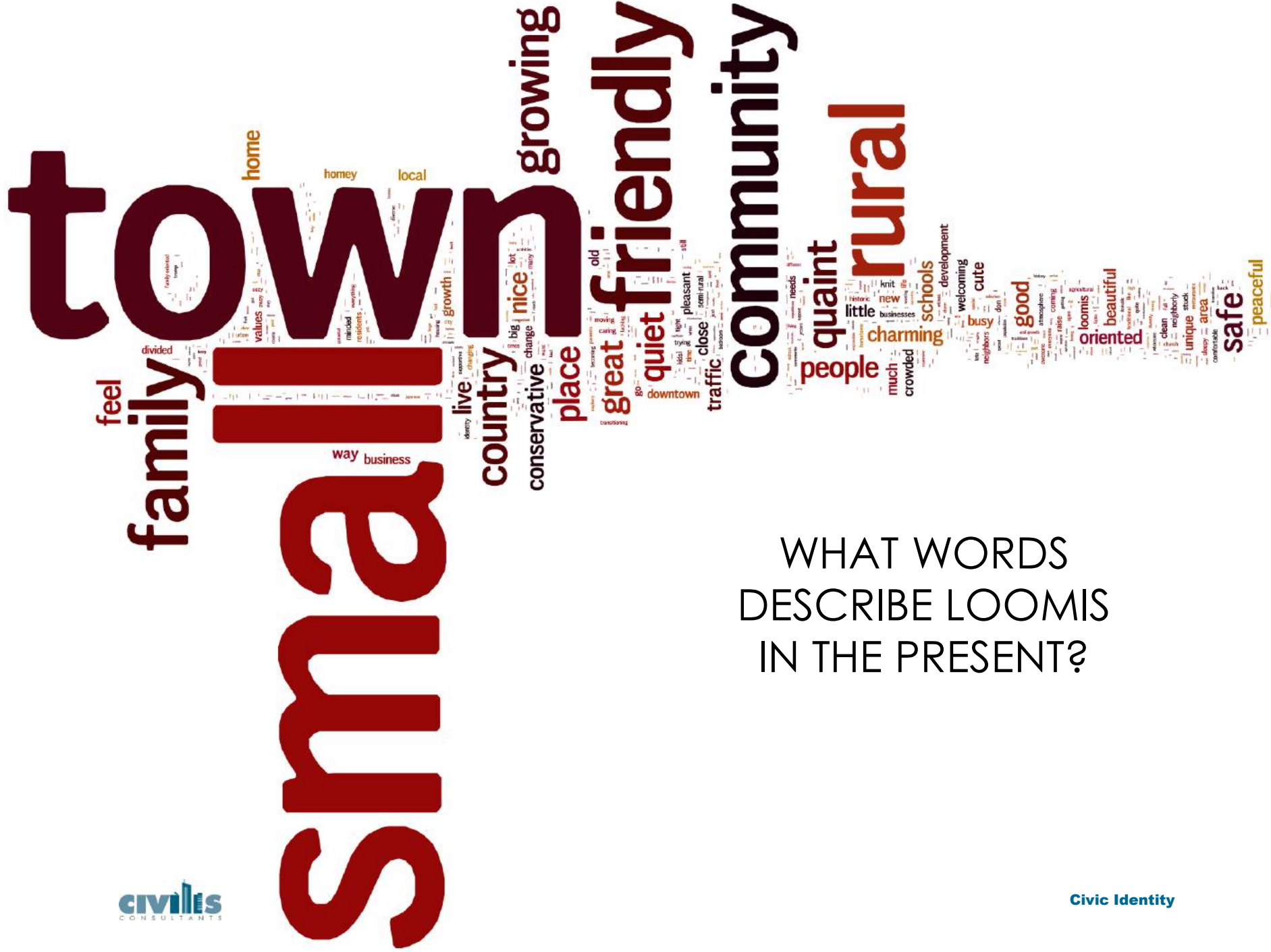
STORY FRAMEWORK

Characterization Findings



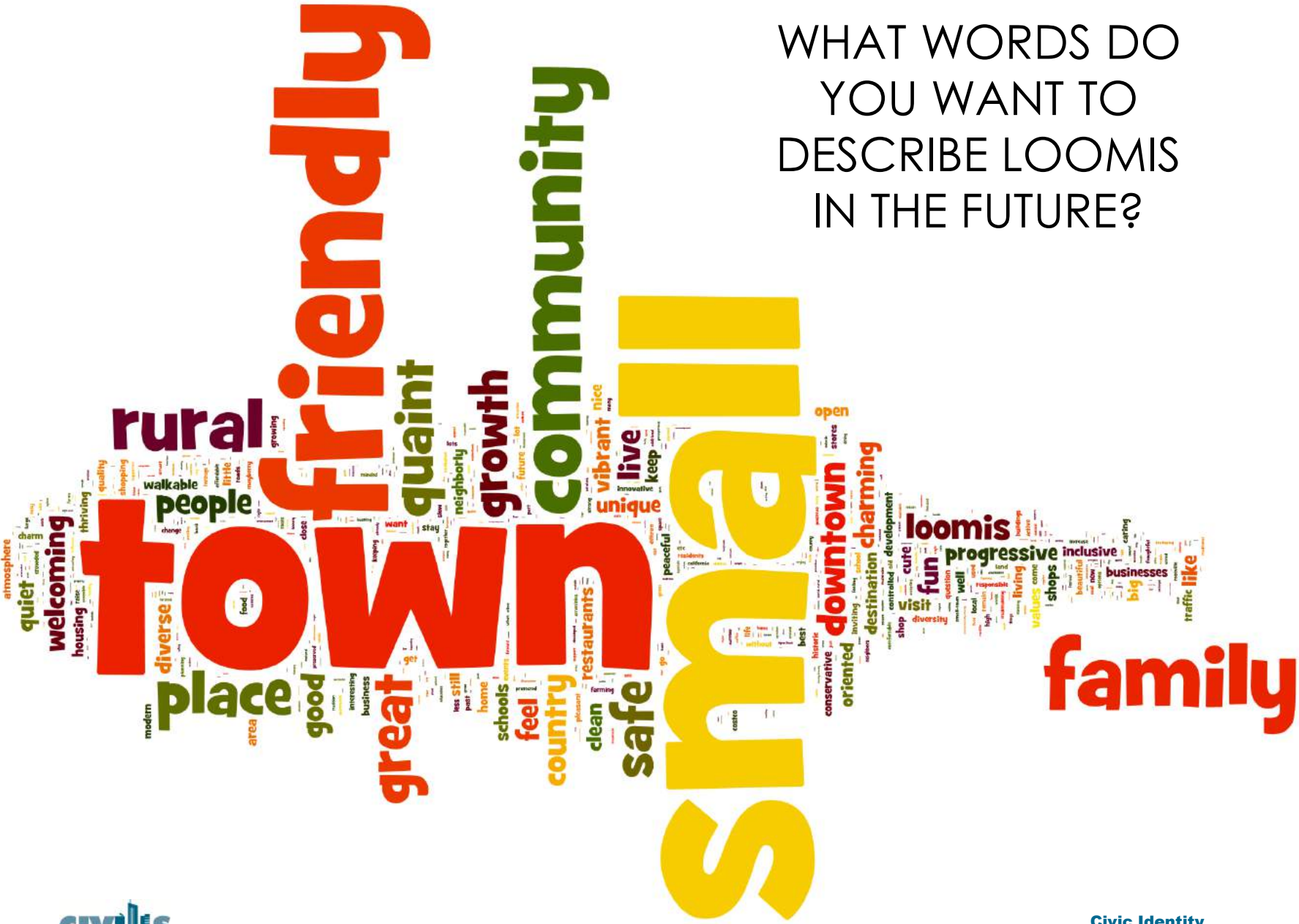
WHAT WORDS DESCRIBED LOOMIS IN THE PAST?





WHAT WORDS DESCRIBE LOOMIS IN THE PRESENT?

WHAT WORDS DO YOU WANT TO DESCRIBE LOOMIS IN THE FUTURE?



ALL THREE ARE THE SAME

What the heck?

THE PAST

- ✓ **Ag Economy**
- ✓ **Affordable**
- ✓ **More Blue Collar**
- ✓ **Business Mix**

THE PAST

Majority

Minority

Community

WHAT WORDS DO
YOU WANT TO
DESCRIBE LOOMIS
IN THE FUTURE?



THEMES FOR PHYSICAL STORY...

- **SMALL TOWN VIBE**
- **RURAL/AGRICULTURE**
- **MORE VIBRANCY**

POLICY & PLANNING

Characterization Recommendations



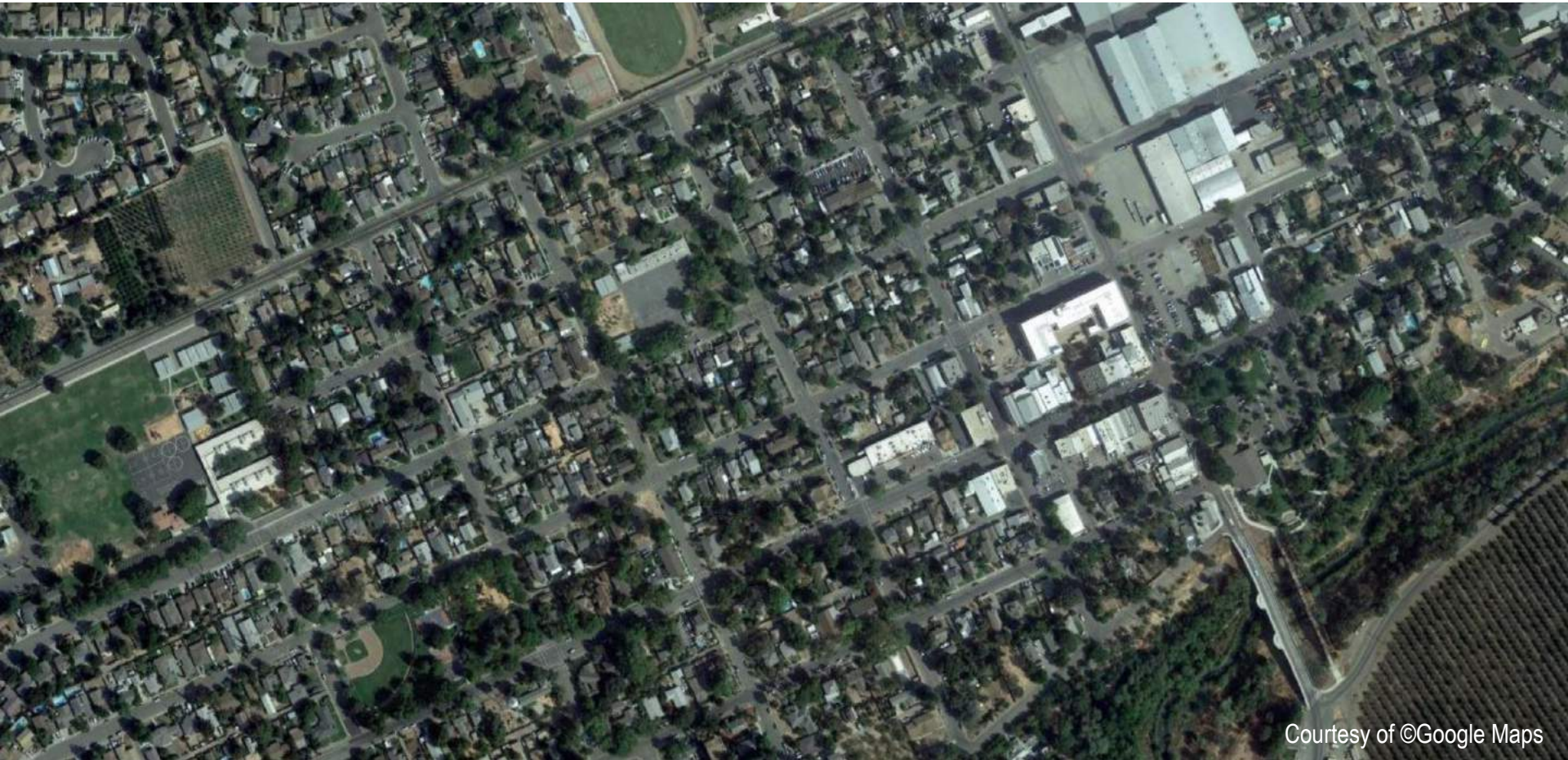
THEMES FOR PHYSICAL STORY...

- **SMALL TOWN VIBE**
- **RURAL/AGRICULTURE**
- **MORE VIBRANCY**

POLICY & PLANNING
TRADITIONAL AG SMALL TOWN

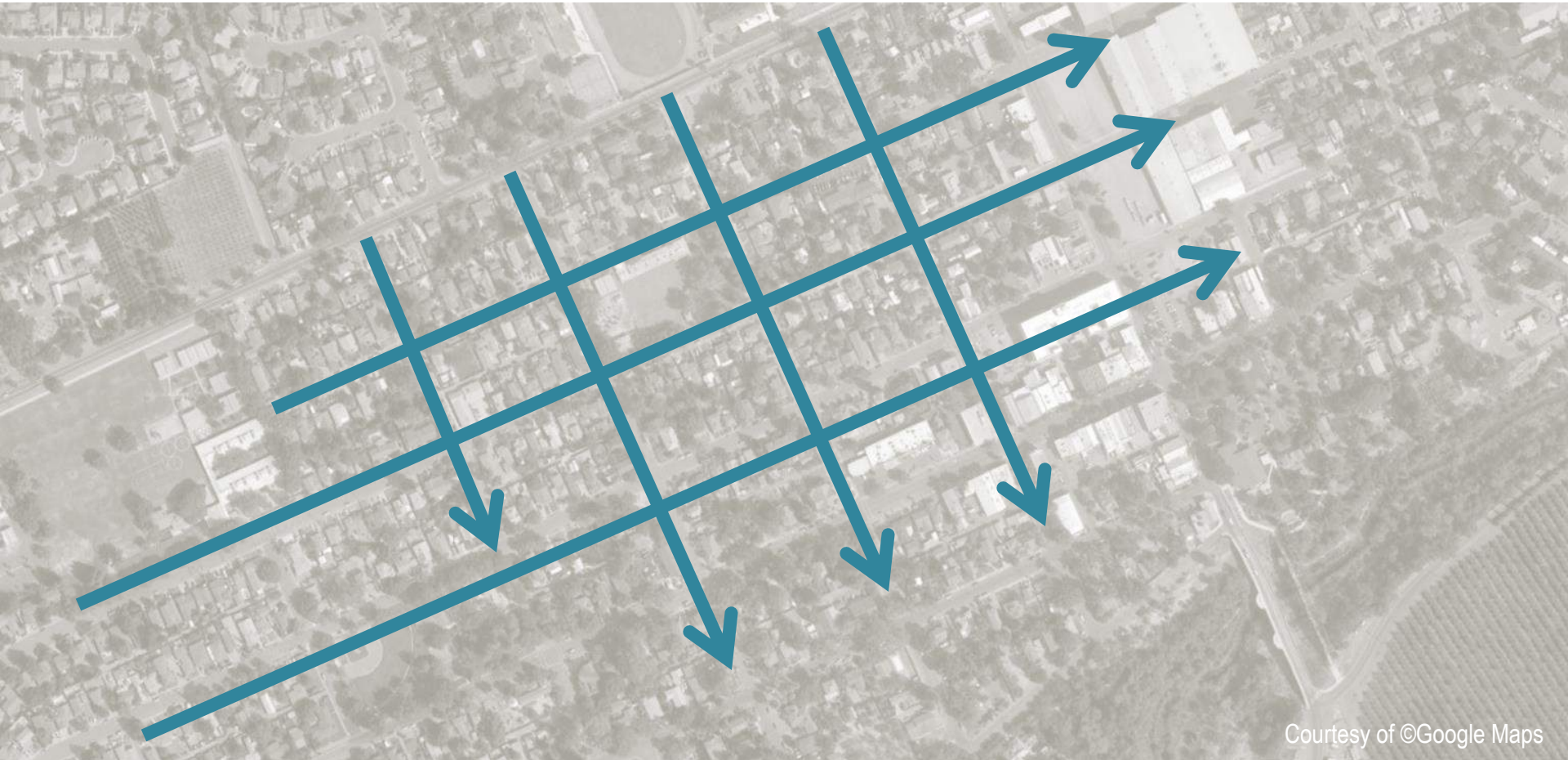
**COPY THE PAST,
(IF IT AIN'T BROKE,
DON'T FIX IT!)**

POLICY & PLANNING TRADITIONAL AG SMALL TOWN



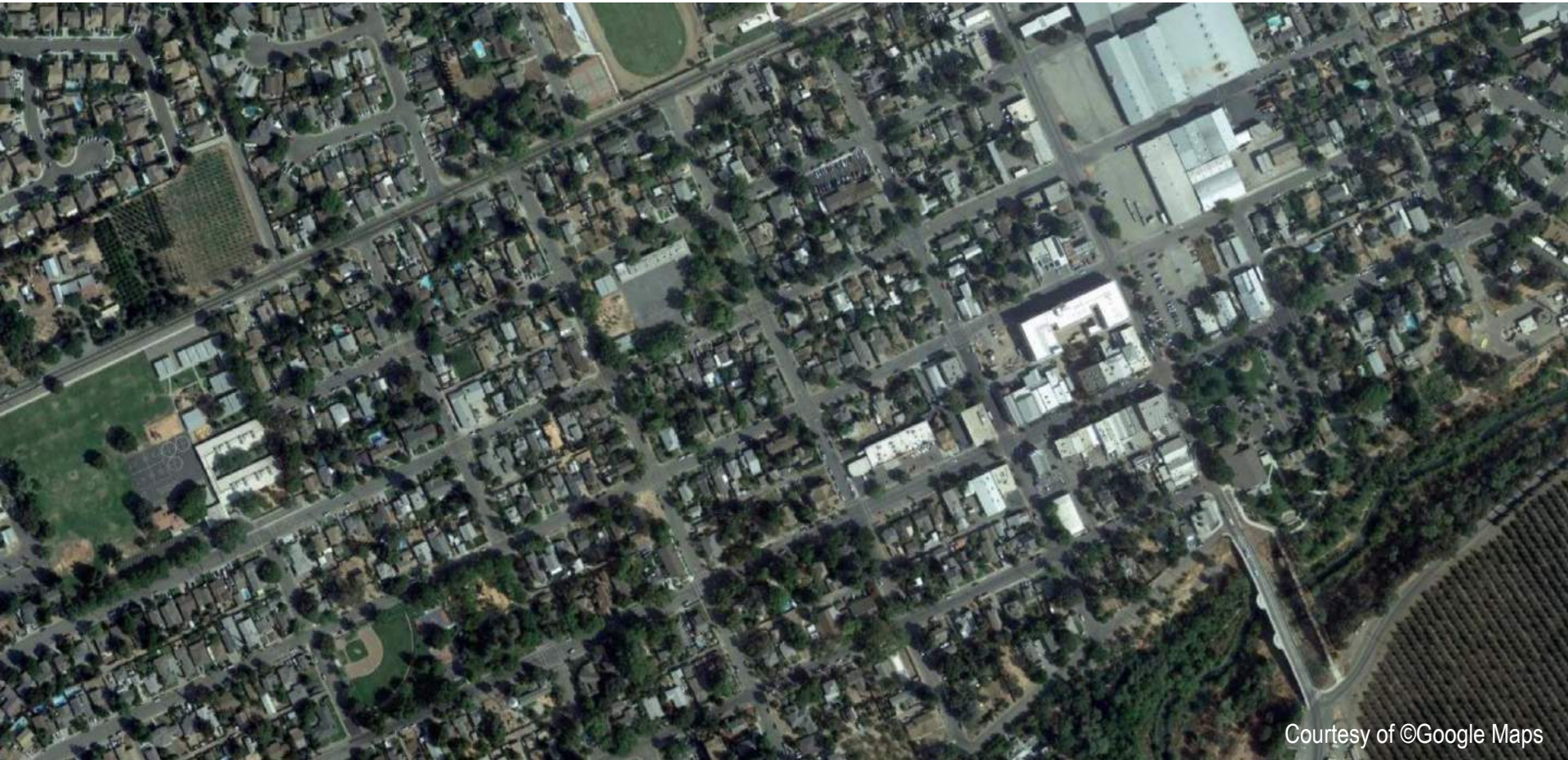
Courtesy of ©Google Maps

EASE OF CIRCULATION, OFTEN WITH GRID



Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



INDUSTRIAL

MAIN ST COMMERCIAL

Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



INDUSTRIAL

MAIN ST COMMERCIAL

(MAY HAVE MIXED-USE)

Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



INDUSTRIAL

RESIDENTIAL

MAIN ST COMMERCIAL

(MAY HAVE MIXED-USE)

Courtesy of ©Google Maps

MIX OF USES IN A TIGHT AREA



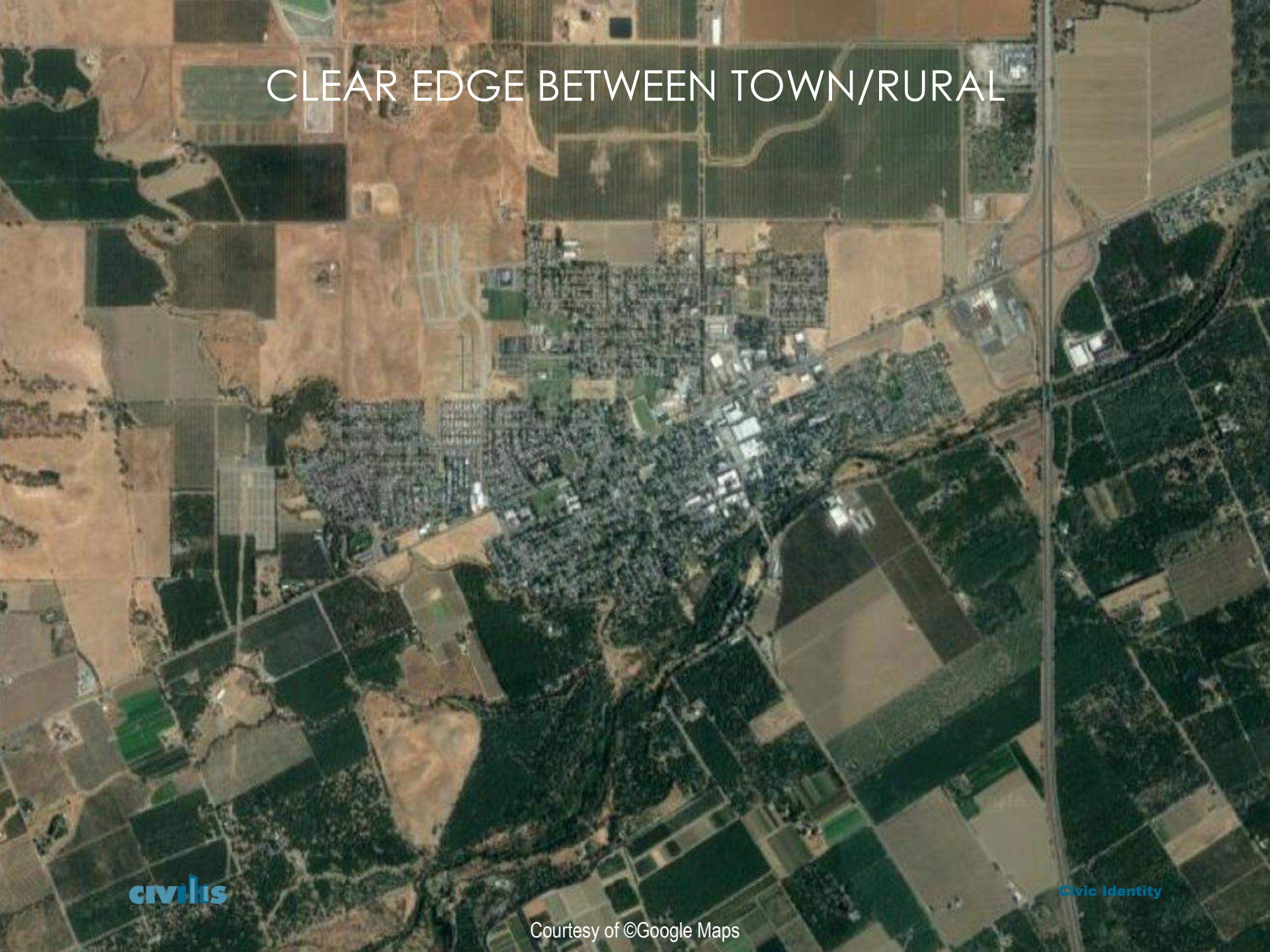
INDUSTRIAL

RESIDENTIAL
(OFTEN MIX OF SIZES)

MAIN ST COMMERCIAL
(MAY HAVE MIXED-USE)

Courtesy of ©Google Maps

CLEAR EDGE BETWEEN TOWN/RURAL



WHERE IS THIS?



WINTERS, CA
(Incorporated 1898)



PRIVATE REALM



Characterization Recommendations

THEMES FOR PHYSICAL STORY...

- **SMALL TOWN VIBE**
- **RURAL/AGRICULTURE**
- **MORE VIBRANCY**

INTEGRATE SURROUNDING AG
FROM DOWNTOWN TENANTING TO PRODUCTS

POINT REYES STATION

NEIGH!!!



POINT REVER BOOK



COWGIRL
CREAMERY

ORGANIC CHEESE

RED HAWK

Washed Rind

Ingredients: organic pasteurized milk,
organic cream, salt, cultures & enzymes
Contains: Milk

A truly hand-crafted cheese from the

COWGIRL
CREAMERY

POINT REYES STATION, CA USA 94956

Plant # 06-00040

CERTIFIED by MARIN ORGANIC
CERTIFIED AGRICULTURE



MADE WITH FRESH, LOCAL ORGANIC MILK



COWGIRL CREAMERY



WATER BUFFALO SOFT SERVE





Buffalo milk soft serve @ Bi-Rite creamery (Mission, SF)

Regional Dining Discussions SF Bay Area + California



hyperbowler 20% 500

1 atomica

Aug '16

atomica:

Funny, I just had that for the first time a couple weeks ago at the Palace Market in Point



Oh, you meant they have soft serve in the Palace Market! Thanks for the tip-- they've got chocolate and vanilla.

AGRICULTURE



AGRICULTURE



AGRICULTURE



INTEGRATE SURROUNDING AG
FROM DOWNTOWN TENANTING TO PRODUCTS

WINTERS



PRESERVE



REPURPOSED AG



OUTDOOR SEATING

MULTISENSORY



FAMILY RECIPE



Preserve

CURE THEIR OWN MEAT



THEMES FOR PHYSICAL STORY...

- **SMALL TOWN VIBE**
- **RURAL/AGRICULTURE**
- **MORE VIBRANCY**

MORE VIBRANCY



MORE VIBRANCY

Color



MORE VIBRANCY

Color



MADRAS, OR





FACADE

MORE VIBRANCY

Color

Transparency



FACADE

BALANCE LIGHT LEVELS INTERIOR/EXTERIOR



TRACK LIGHTING



TRACK LIGHTING

1 Head/1-1.5 Feet

TRACK LIGHTING

Positioned Correctly

TRACK LIGHTING

Right Bulbs!

**NO
COMPACT
FLUORESCENT**

NOT TRANSPARENT



TRANSPARENT



MORE VIBRANCY

Color

Transparency

People



OUTDOOR SEATING

PEOPLE WALKING



STUFF TO INTERACT WITH!



STORY FRAMEWORK



STORY FRAMEWORK



WHAT IS OBJECTIVE?

- What does your town/district stand for?
- What experience do you want customers to have?
- Why would a visitor connect with your town?

STORY FRAMEWORK



WHAT ARE FOLKS IN LOOMIS PASSIONATE ABOUT?



THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**

THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**
- **DOWNTOWN EXECUTION**

STORY FRAMEWORK



OBJECTIVE

**IF LOOMIS WAS A PERSON,
WHAT IS THAT PERSON
FEELING RIGHT NOW?**

OBJECTIVE

PS...

**YOU CAN DESCRIBE THE
PERSON TOO!**

LOOMIS, THE PERSON

Loomis used to be “Sam Elliot”. Unfortunately, in its current state, he is sick, and quite possibly on his death bed.



IF LOOMIS WAS A PERSON...

*Clint
Eastwood*

*...it just got
a new outfit
and is feeling
very confident
and pretty!*

LOOMIS, THE PERSON

Older... a bit dowdy, male or female, kind of a maverick. Feeling anxious about old town changing.

A young person in college. Learning, trying to figure out who they want to be and where their place might be in the world. Dressing for college as opposed to a graduate looking to impress for a job. Still a little immature but quickly growing into the person they were meant to be.

LOOMIS, THE PERSON

...Conservative straight man that feels like young people are too entitled and should get off their lawn despite needing support financially and emotionally.

Unemployed. A kind old unkept man with no taste who tries to spiff himself up with new polyester suits. People love him, but they don't want his help decorating their home.

An old farmer tired and exhausted, but continuing to work the land; frustrated by the newcomers showing up and trying to change things...

Educated young mother comfortably & tastefully dressed.

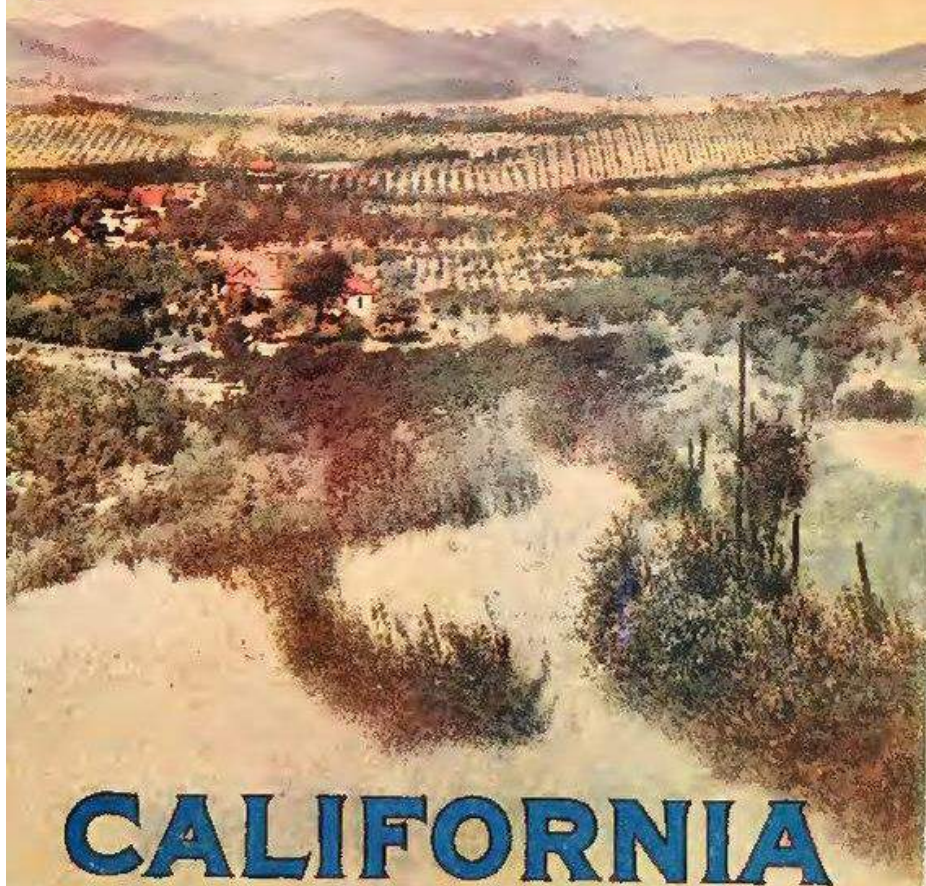
A couple who has been together for a long time, aware of each other faults and virtues. Sticking it out through the good times and bad times. Almost like grandparents who have the wisdom and compassion that comes from experience.

THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**
- **DOWNTOWN EXECUTION**
- **WHO ARE WE?**

F 868
.P7 P7
Copy 1

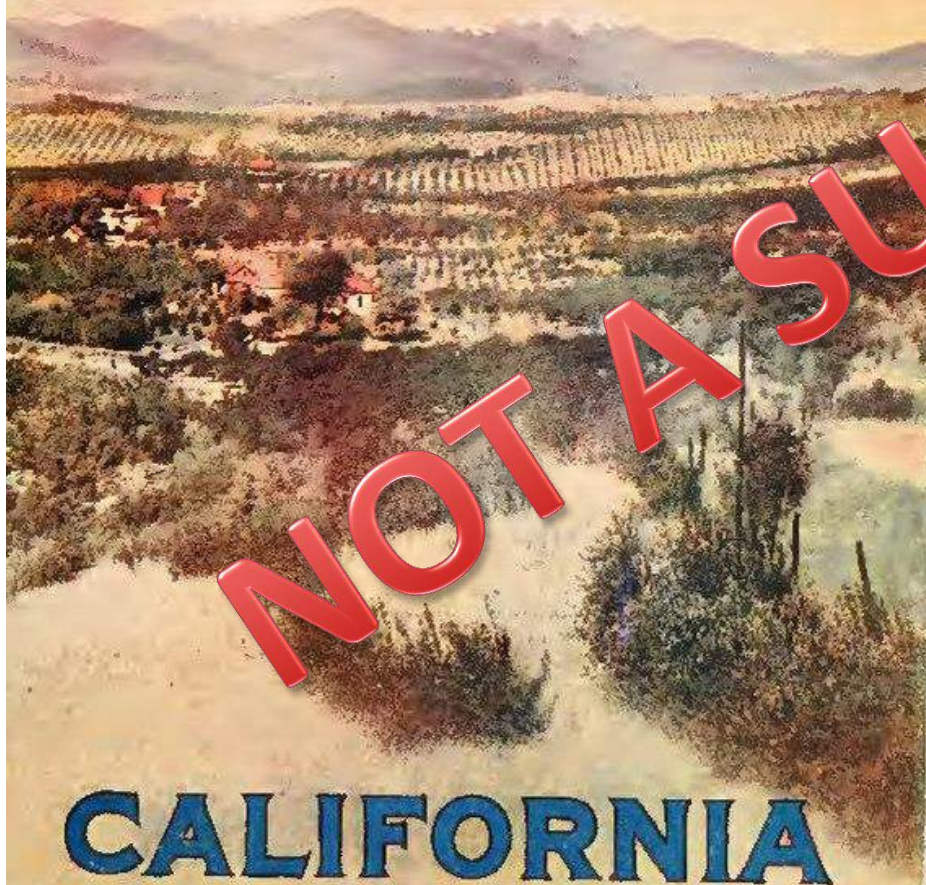
PLACER COUNTY



KNOW WHAT
YOU DON'T
WANT TO BE!

F 868
.P7 P7
Copy 1

PLACER COUNTY



NOT A SURPRISE

KNOW WHAT
YOU DON'T
WANT TO BE!

STORY FRAMEWORK



Objective Recommendations

THEMES FOR OBJECTIVE...

- **SCHOOL**

ENGAGE STUDENTS

STUDENT REPORTERS



The Loomis News

NEWS ELECTION 2020 SPORTS LIFESTYLE OPINION MULTIMEDIA

CONTACT US

ENGAGE STUDENTS

STUDENT MICRO FARMERS

ENGAGE STUDENTS

STUDENT MAKERS

6381-10



TWISP, WA

Courtesy of Google Maps, ©Google









THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**

DO ADULTS PLAY SPORTS?



FROM THE SURVEYS...

“Vermont sends the most athletes per capita to the Olympics. They have year-round, non-try-out (open to everyone who wants to play) sports league. We have so much space for a community sports complex where we could form tight bonds with our neighbors and improve our health, joy, and tolerance. It is perhaps the single thing we could do to improve our community and bring us together during these times.”

—Survey Respondent

OUTDOOR GAMES



Chess



Connect Four

TEMPORARY MINIATURE GOLF



THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**
- **DOWNTOWN EXECUTION**

MORE VIBRANCY

Color

Transparency

People

MORE VIBRANCY

Color

Transparency

People

Walkable

MORE VIBRANCY

Color

Transparency

People

Walkable

Active Tenants

OBJECTIVE

**IF DOWNTOWN WAS A
PERSON, WHAT IS THAT
PERSON FEELING RIGHT
NOW?**

OBJECTIVE

IF DOWNTOWN WAS A
PERSON, WHAT IS THAT
PERSON FEELING RIGHT
NOW?

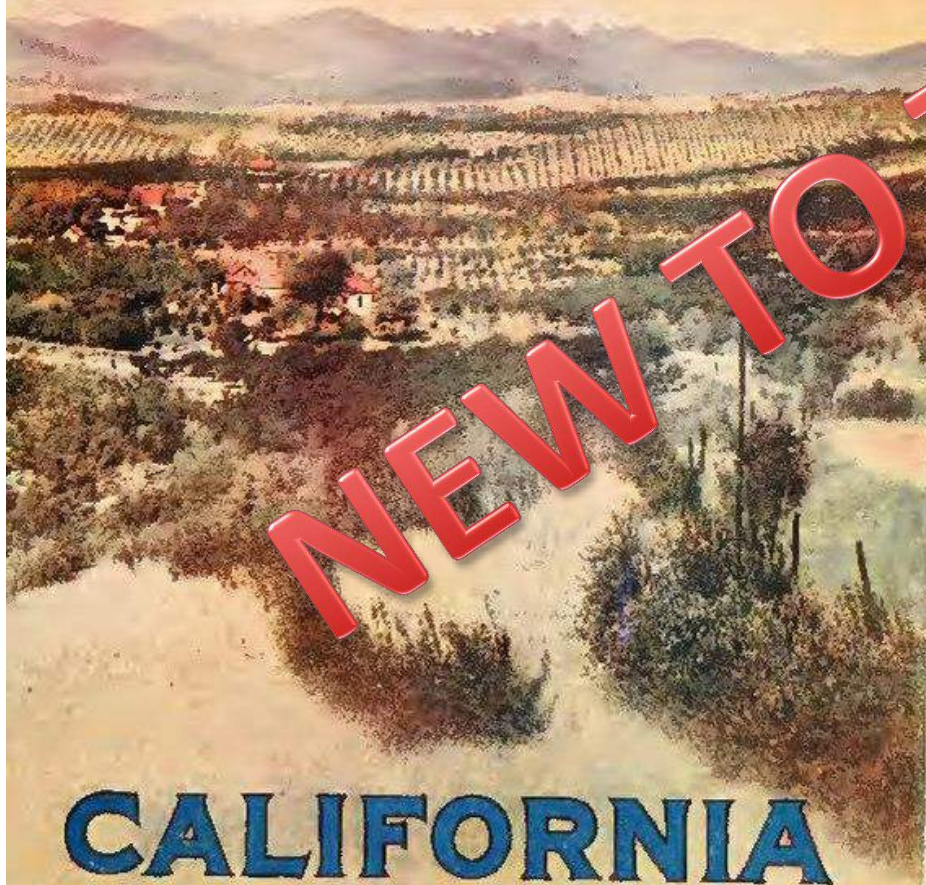
HOW VISITORS FEEL

THEMES FOR OBJECTIVE...

- **SCHOOL**
- **SPORTS**
- **DOWNTOWN EXECUTION**
- **WHO ARE WE?**

F 868
.P7 P7
Copy 1

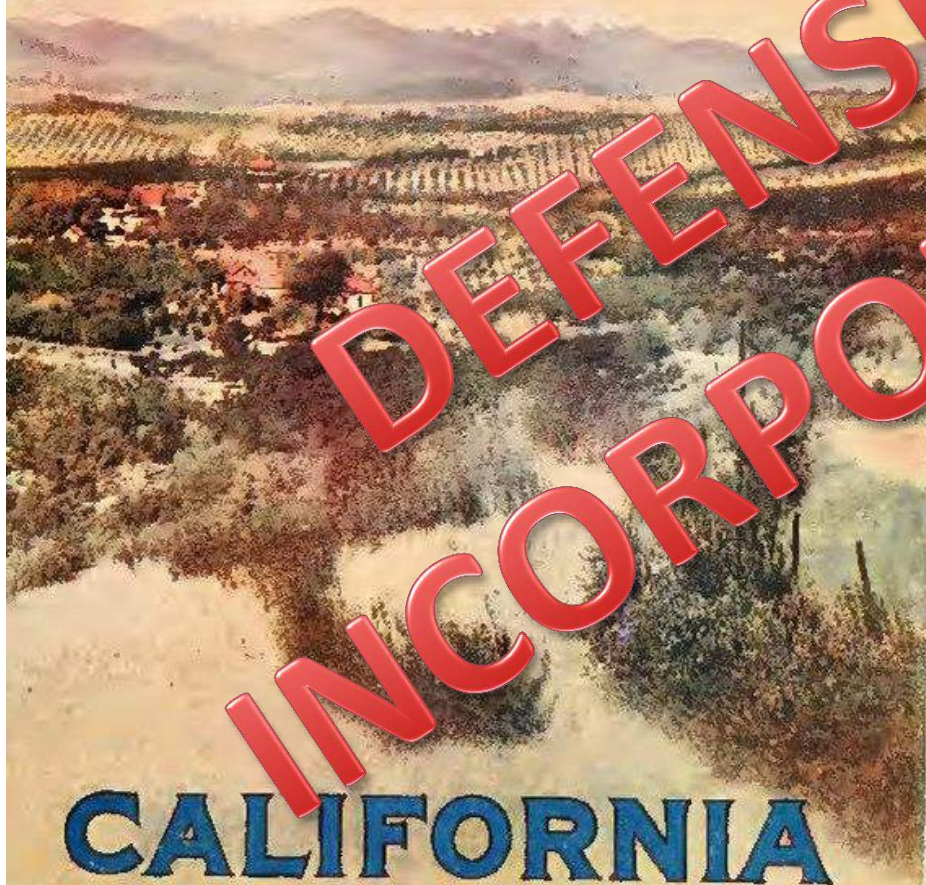
PLACER COUNTY



CALIFORNIA

F 868
.P7 P7
Copy 1

PLACER COUNTY



CALIFORNIA

POWER OF INCORPORATION?

Esparto



Winters



ESPARTO



ESPARTO



ESPARTO



ESPARTO



ESPARTO



ESPARTO



ESPARTO



WINTERS



WINTERS



WINTERS



WINTERS



WINTERS



WINTERS





WINTERS

WINTERS



WINTERS



BUILDING AG & SMALL DOWNTOWN IDENTITY

WHY WINTERS?



CITY HALL

318

Cecilia Aguiar-Curry

CREATE CIVIC DNA



CITY HALL

318

Cecilia Aguiar-Curry

BRING RESOURCES

CREATE CIVIC DNA

LGC DINNERS



LGC DINNERS

ONGOING



LGC DINNERS

**LONG BEFORE
WEIGHING IN
ON SPECIFIC
PROJECTS**



TOURS!

STORY FRAMEWORK



WHAT IS RELATIONSHIP IN THE STORY OF PLACE?



WHAT IS RELATIONSHIP
FOR PLACE?

**ARE BUSINESSES
BANDING TOGETHER?**

WHAT IS
RELATIONSHIP?

HOW DO YOU
WELCOME NEW RESIDENTS?



WHAT IS
RELATIONSHIP?

ARE PUBLIC SECTOR AGENCIES
& NON-PROFITS
WORKING TOGETHER?

WHAT IS
RELATIONSHIP?

ARE THE PUBLIC AND PRIVATE
SECTOR COLLABORATING?

WHAT IS
RELATIONSHIP?

**IS THERE REGIONAL
COLLABORATION?**

WHAT IS
RELATIONSHIP?

WHAT DO PEOPLE RELATE TO?

WHAT IS
RELATIONSHIP?

**WHO RELATES AND
WHO DOESN'T?**

RELATIONSHIP

INVESTMENT METRIC

STORY FRAMEWORK



Relationship Findings

RELATIONSHIP

**WHO IS AND ISN'T
RELATING TO LOOMIS?**

GOOD NEWS: EVERYONE LOVES THE SCHOOLS

“People who like having High School parades down the middle of main street in the middle of the day relate to Loomis because it is so unique and rare to stop the traffic and appreciate the kids.”

—Survey Respondent

GOOD NEWS: FAÇADE IMPROVEMENT





RELATIONSHIP

“People who grew up in Loomis relate. Everyone else does not.”



RELATIONSHIP

“Any left lane loon from Sacramento or the Bay Area. Not only do they not relate but they want to destroy the family values of this town.”



RELATIONSHIP

“...people who've moved from the city & expect Loomis to make them feel comfortable with all their prejudices.”



RELATIONSHIP

“The younger generation doesn't understand what made Loomis special in the past and therefore doesn't understand the resistance to change.”



RELATIONSHIP

“Republicans [and] middle-income, hard working white families relate.”



RELATIONSHIP

“I have lived in Loomis 28 years and I have never felt more unwelcome than right now. It makes me sad.”

A grayscale photograph of three men in business attire (shirts, ties, and jackets) gathered around a table, looking at a large document held up by one of them. The image is semi-transparent, serving as a background for the text.

RELATIONSHIP

“[Loomis is...] not good for those economically challenged or looking for a diverse population”



RELATIONSHIP

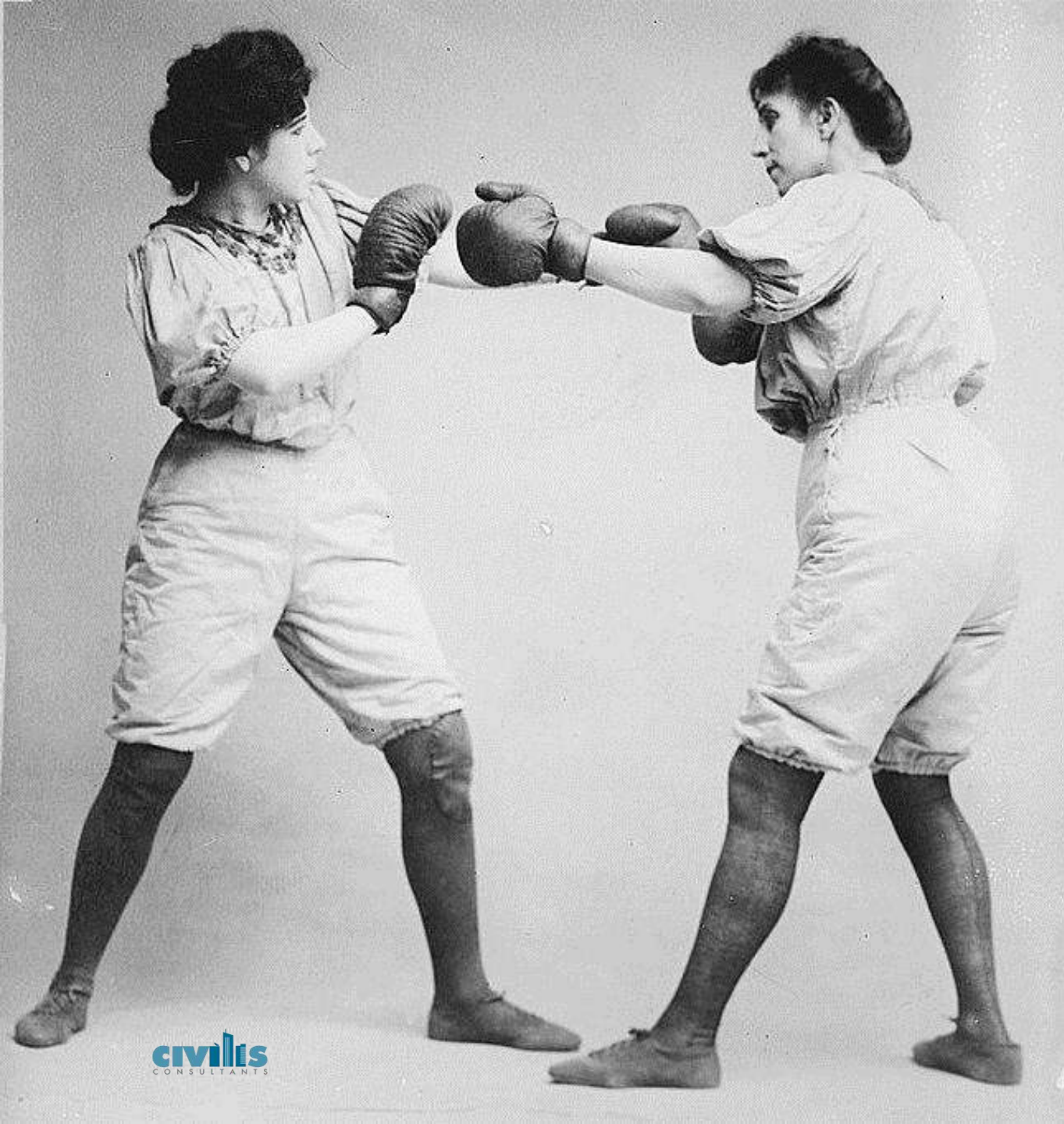
“Rocklin hates us.”

RELATIONSHIP TENSION

In this Corner	VS	In this Corner
Old Timer		New Comer
Small Town		Big City
Boomers/Gen X		Millennials/Gen Z
Conservative		Liberal
White		BIPOC
Owner		Renter
Loomis		Rocklin/Roseville/SF

INSTEAD OF THIS





YOU HAVE THIS



THIS IS WHY IT'S SO
HARD TO TALK
ABOUT YOUR
GOALS AS A
COMMUNITY!

MOST BELOVED BUSINESSES



RELATIONSHIP

- ✓ **SMALL BIZ**
- ✓ **LOCAL BIZ**
- ✓ **FOOD BIZ**

SOME MENTIONED MISSING

DRUG STORE

SADDLERY

ESSENTIAL SVCS

COMPLETE AGREEMENT

**LOVE, LOVE, LOVE
EGGPLANT FESTIVAL
EVENTS IN GENERAL**

THEMES FOR RELATIONSHIP...

- **A LOT OF TENSION**
- **NEED A SAFE CIVIC FRAMEWORK**
- **LOVE LOCAL**

STORY FRAMEWORK



Relationship Recommendations

THEMES FOR RELATIONSHIP...

- **A LOT OF TENSION**
- **NEED A SAFE CIVIC FRAMEWORK**
- **LOVE LOCAL**

ONGOING
COMMITMENT
TO
BUILD
RELATIONSHIP

**Do
Stuff
Together**



WHO ARE WE?



WHO ARE WE?



**Develop
Civic Framework
for
Community Decisions**

AREAS OF FOCUS

- Detour
- Ch Ch Ch Changes
- Story Framework
- Resiliency

LOCAL APPROACH TO ECONOMIC DEVELOPMENT

- **Connect to Ag**
- **Attract Small Biz**
- **Food is Love**
- **Incubation from Within**

STORY FRAMEWORK



CONTEXT FOR YOUR STORY

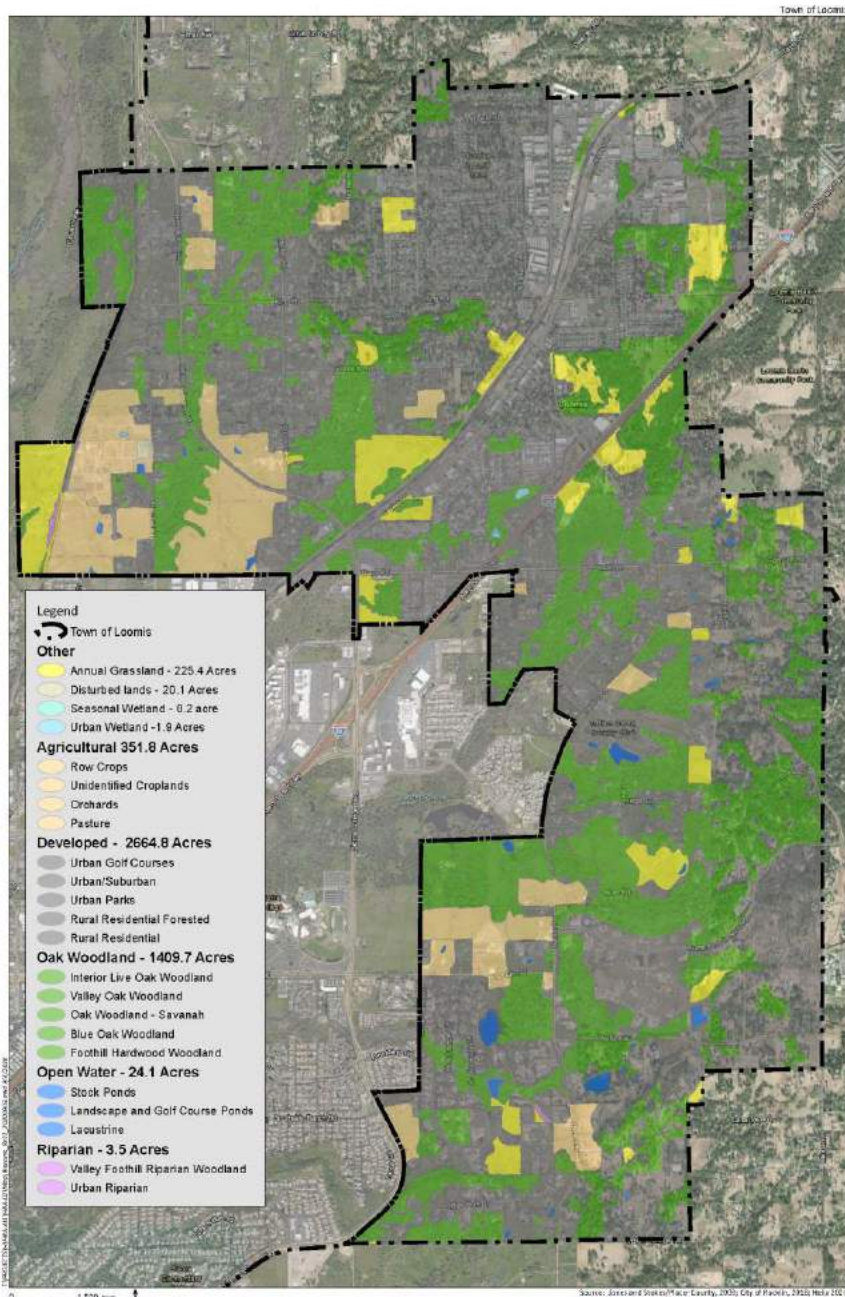
**WHERE DOES
YOUR
STORY TAKE
PLACE?**

STORY FRAMEWORK



Environment Findings & Recs

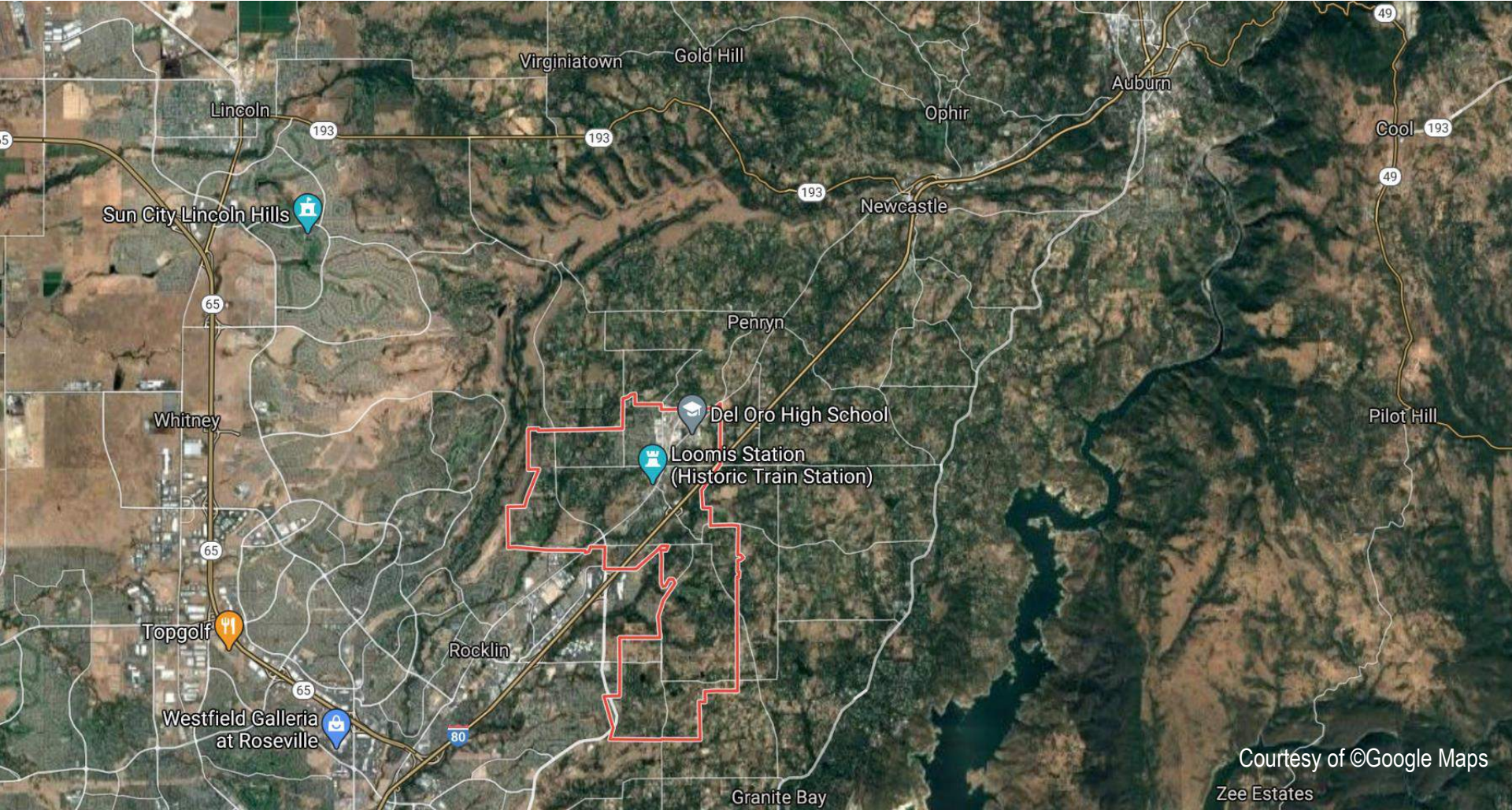
MY LOOMIS, YOU
HAVE A WHOLE
LOTTA OAKS



ENVIRONMENT

NOT BE ROSEVILLE/ROCKLIN

HIGHLY VALUE RURAL LANDS/EDGE AROUND LOOMIS



Courtesy of ©Google Maps
Zee Estates

HIGHLY VALUE RURAL LANDS/EDGE AROUND LOOMIS

Welcome to Loomis

The Garden Bowl of the Foothills

—Workshop Participant and Loomis Resident

CONNECT WITH DISTRIBUTED RURAL ECONOMY



THEMES FOR ENVIRONMENT...

- **VALUE NEARBY RURAL/AG**
- **FOOTHILLS AND BEAUTY**
- **FARM TO FORK**

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LOCAL APPROACH TO ECONOMIC DEVELOPMENT

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THEMES FOR ENVIRONMENT...

- **VALUE NEARBY RURAL/AG**
- **FOOTHILLS AND BEAUTY**
- **FARM TO FORK**

ENVIRONMENT

**DON'T WANT TO BE AN ISLAND
SURROUNDED BY SUBURBIA**

TWO TOOLS

- **Land Trusts**

LAND TRUST

POINT REYES STATION

PROTECTED FARMLAND



LAND TRUST

**PIONEERED
PURCHASING
DEVELOPMENT
RIGHTS**

LAND TRUST

**GAVE DAIRY
FARMERS \$\$\$ FOR
VALUE ADDED
I.E.—CHEESE**

LAND TRUST



Natural Wonders Forever

TWO TOOLS

- **Land Trusts**
- **Growth Boundaries**

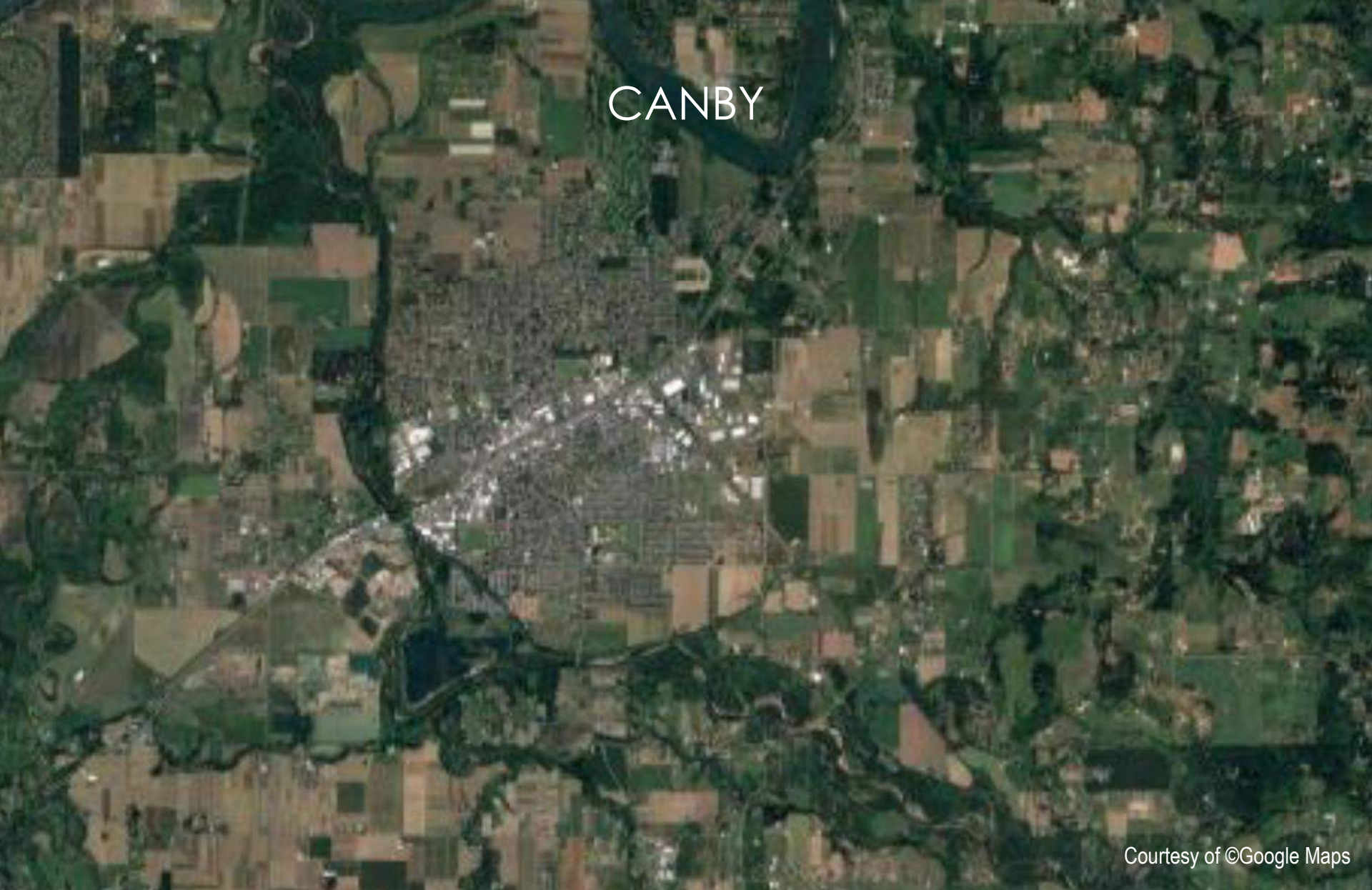


CANBY



CANBY

CANBY



Courtesy of ©Google Maps

CANBY



Courtesy of ©Google Maps

CANBY

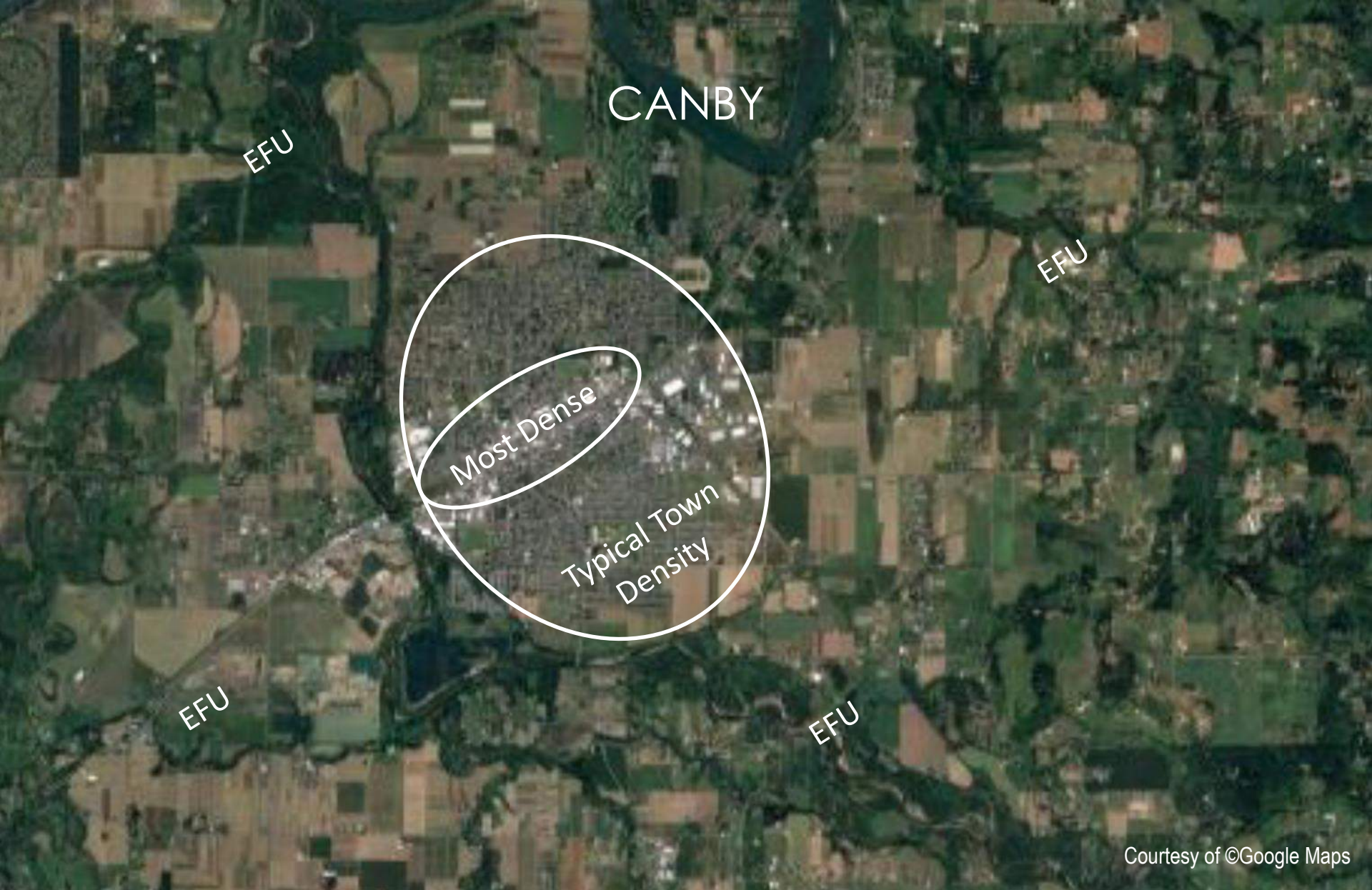
Most Dense

Courtesy of ©Google Maps

CANBY



Courtesy of ©Google Maps



CANBY

EFU

EFU

Most Dense

Typical Town
Density

EFU

EFU

Courtesy of ©Google Maps

STORY FRAMEWORK



Characterization

Objective

Relationship

Environment

AREAS OF FOCUS

- Detour
- Ch Ch Ch Changes
- Story Framework**
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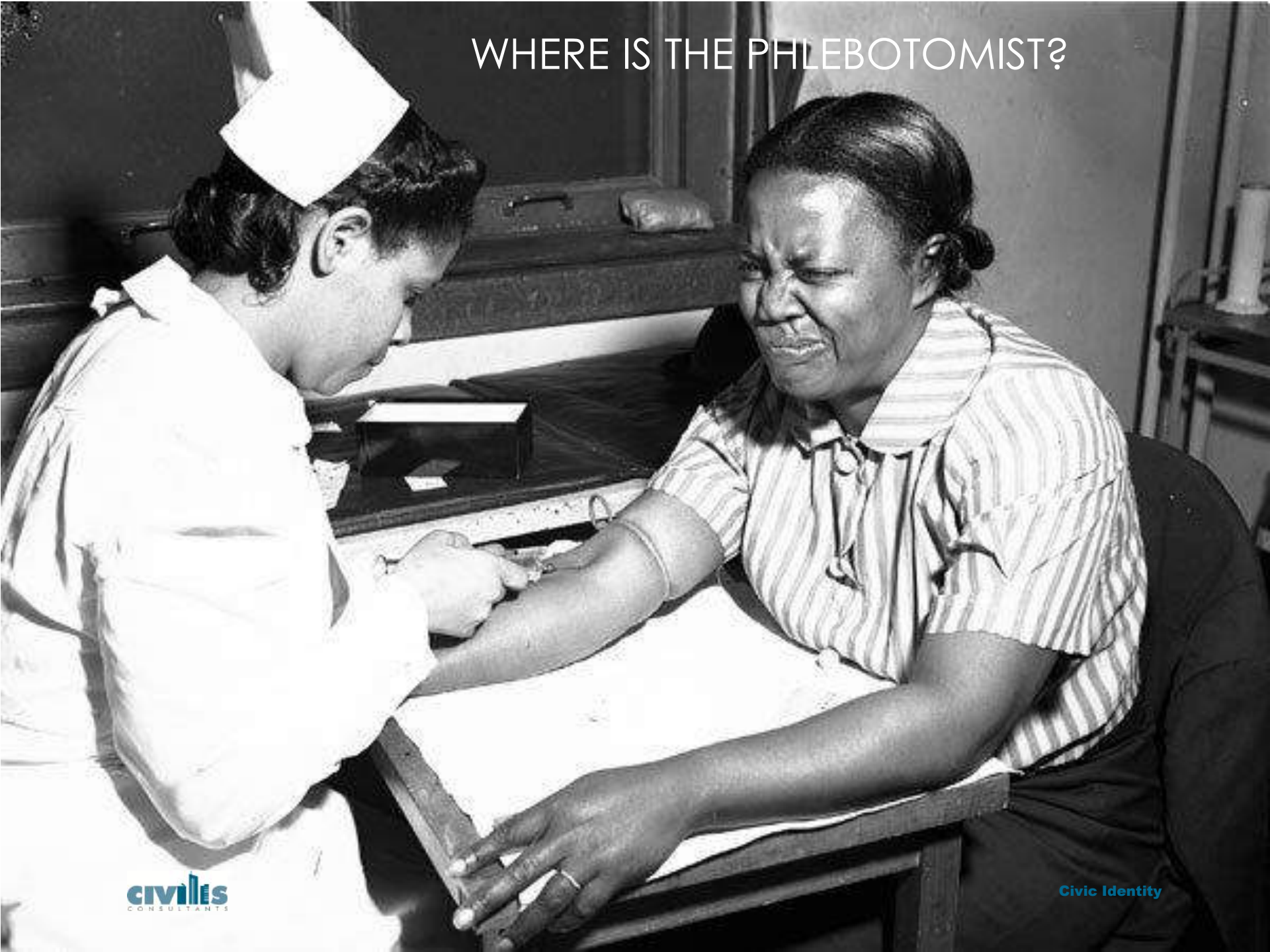
WHAT DO I MEAN??



CITY CLOSED DOWN



WHERE IS THE PHLEBOTOMIST?



WHERE IS THE PHILANTHROPIST?

**NEED TO THINK
ABOUT RESILIENCY**

THEMES FOR RESILIENCY...

- **SUSTAINABLE RESOURCE ECONOMY**

THEMES FOR RESILIENCY...

- **SUSTAINABLE RESOURCE ECONOMY**
- **NEED MIXED-AGE CONSUMERS**

THEMES FOR RESILIENCY...

- **SUSTAINABLE RESOURCE ECONOMY**
- **NEED MIXED-AGE CONSUMERS**
- **AVOID MONO USE**

THEMES FOR RESILIENCY...

- **SUSTAINABLE RESOURCE ECONOMY**
- **NEED MIXED-AGE CONSUMERS**
- **AVOID MONO USE**
- **GROW YOUR OWN COMPANIES**

AREAS OF FOCUS

- Detour
- Ch Ch Ch Changes
- Story Framework
- Resiliency**

Civic Identity Findings & Recs

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