

Downtown Brawley the vision reel

Community Vision

Enterprising Spirit

"Downtown is the civic and cultural heart of Brawley. The community is proud of the "small town" feel, historic charm, distinct architecture and dynamic events.

Transit

Main Street is bustling with a range of retail, entertainment and restaurant activities that serve local residents, civic employees and traveling visitors.

Civic Core

Amidst the warm breeze, you are greeted by the sounds of a lively street scene. Merchants actively prepare for tonight's market in Plaza Park while families are seen taking a leisurely stroll down arcade-covered walkways.

Historic Icons

Friends are immersed in conversation at your favorite outdoor dining spot while their children play in the water fountain's cooling mist.

Shade

Once empty lots are now filled with rich, mixed-use architecture that respect the community's heritage; and as you relax in this clean, safe and magnetic civic center

Safe Connections

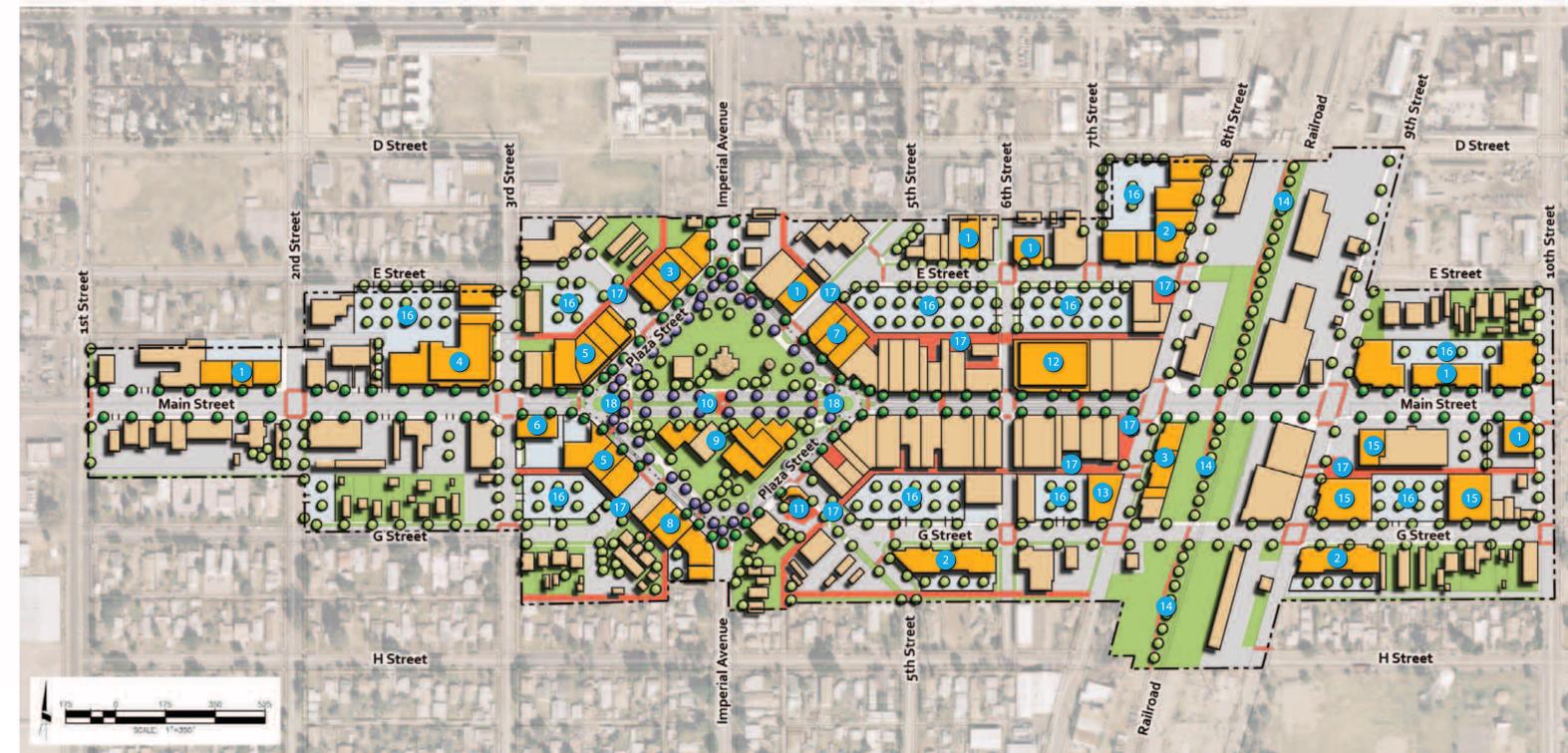
... you remember why you love Downtown Brawley!"

Destination Amenities

Recreation

Conceptual Plan

Existing Buildings Proposed Buildings Proposed Public Gathering Spaces Park/Open Space Proposed Consolidated Surface Parking



Conceptual Plan Legend

- 1 Potential Street-Fronting Commercial Infill
- 2 Potential Street-Fronting Live/Work Infill
- 3 Potential Street-Fronting Retail, Office and/or Residential Mixed-Use
- 4 Catalyst: New Street-Fronting Retail & Office Uses Compatible with County Courthouse (Potential Site of New Police Station)
- 5 Catalyst: New Street-Fronting Retail & Office (Activate Plaza Park)
- 6 Catalyst: New Community Valley Bank (Street-Fronting Preferred)
- 7 Catalyst: Historic Brawley Theater Renovation with Adjoining Retail
- 8 Catalyst: Public Facility Expansion (i.e. Elks Lodge, Boys & Girls Club)
- 9 Catalyst: City Hall & Library Expansion
- 10 Catalyst: "Convertible Street" Implementation (Area for Community Events when Temporarily Closed; Strong Pedestrian Orientation)
- 11 Catalyst: Planned Imperial Valley Bus Depot
- 12 Catalyst: New Street-Fronting Retail & Residential (Compatible with Adjacent Ciudad Plaza Apartments and Main Street Storefronts)
- 13 Catalyst: "Tops Cocktails" Historic Building Renovation
- 14 Catalyst: New Multi-Purpose Recreational Trail along Railroad
- 15 Catalyst: County Employment & Medical Services Expansion
- 16 Consolidated Off-Street Surface Parking at Rear of Site
- 17 Enhanced Alley Streetscape Improvements (Includes Activated Rear & Side of Storefront Gathering Plazas, etc.)
- 18 Potential Roundabout (Used for Traffic Calming and Location for Potential Gateway Signs into the Downtown Core)



Looking West Along Main Street



Looking East Along Main Street



Looking Northeast Along Eighth Street