



Location: Holtville, Imperial County

Timeframe: 2008 – 2009

Project Partners: City of Holtville

Project Services

- Design charrettes
- Urban design strategies
- Visualizations
- Economic analysis



The City of Holtville wanted to enhance the existing urban fabric in the downtown area, specifically the Holt Park area. The area has buildings built up close to the street and parking lots behind. In addition, street walls are well-defined and continuous.

Goals

- Encourage development that is compatible with the existing fabric
- Gather vision of downtown from the stakeholders
- Conduct a design charrette to document the characteristics of the area
- Develop these ideas for the future and enshrine them in a form based code

Compass Blueprint worked with the City of Holtville to prepare a Master Plan assessing the historic downtown district's economic viability and the revitalization work that must be accomplished to help guide the future of Holtville and its downtown. The plan was created to accommodate a wide array of development programs and phasing scenarios over a very long period of time in order to ensure that the integrity of the downtown area is not just preserved, but enhanced.

Results

- Planning for the 650 acre study area proposes up to
 - 114 units - 718 units residential
 - 12,377 sq. ft - 99,157 sq. ft. retail space
 - 971 sq. ft. - 1319 sq. ft. office space
- The plan was adopted by the City Council and integrated in the General Plan in 2009
- City received a California Dept. of Housing & Community Development grant for façade improvement, and a \$300,000 grant for business expansion and creation
- Detailed market analysis has formed the basis of other grant applications
- Business development efforts resulted in new bar/restaurant venue opening in the area
- Elimination of parking standards for desired uses under the proposed Form-Based Code had the most significant impact to attract new development