

Aliso Viejo Town Center

On behalf of City of Aliso Viejo

200+
Community Participants in
City Design Charrettes

Public Awareness and
Interest in City's Plans for
Aliso Viejo Town Center

Keys to Success

Key Community Stakeholder Interviews

Engage and involve a broad array of voices from the community, including business leaders, merchants, students, families, and City officials

Capture Essence and Character of the Community

A steady stream of eblasts and information
Research the locations and character of the community and capture scenic shots of the community places and lifestyle

No scripting, keep it authentic

Let the community interviews guide the story and don't script the speakers. Capture local scenery and community lifestyle

The City of Aliso Viejo is spearheading a site assembly process for the Aliso Viejo Town Center, a new vision for a major retail destination and lifestyle center for the community. Over the last two years, preliminary concepts have been discussed with the property owners of the 36 parcels, 14 of which comprise the currently proposed concept plan in the AVTC Gateway District. To generate community interest and attendance in a planning charrette to create design guidelines, the City engaged Consensus to launch a video campaign.

Imagine Town Center

Posted on February 19, 2017

The City of Aliso Viejo held three design meetings April 3, 4 and April 6 to garner public input to create a vision for a more walkable, livable and vibrant Aliso Viejo Town Center.

The revitalization plans anticipate a future for Aliso Viejo where we all have the chance to spend more time in the City we love, while enjoying more shopping and dining opportunities and a greater sense of place. There will be many more opportunities for public input, but you can give feedback by sending comments to TownCenter@cityofaliso Viejo.com.

Visit <http://www.imaginetowncenter.com/> for more information and please sign up for our eNewsletter [here](#). See more detailed information about the process from this [presentation](#) and if you missed the design meetings, see them [here](#).



- ▶ Retail/Restaurant Core
- ▶ Large Central Open Space
- ▶ Patio and Arcade Dining Areas
- ▶ Outdoor Performance Area
- ▶ Water Garden
- ▶ Space for Festivals/Markets

