

Downtown Vision & Action Plan

Presented to City Council

March 3, 2020



Background

- Why now?
 - Catalytic opportunities
 - Create unified vision
 - Influence, not react
- Initiated in 2018
- Budget \$130,000
 - Funding partners: City, County, NAIPTA, FDBA
- FDBA manage process / contract



Background

Selection Process

- Competitive process
 - RFP issued broadly
 - 20 national firms expressed interest
 - 10 submitted proposals
 - Selection Committee
 - Unanimous
- Contract awarded to Progressive Urban Management Associates (PUMA), Studio Seed and Charlier Associates

Objectives

- Develop a market-based vision through a collaborative process
- Encourage meaningful engagement from a broad variety of stakeholders, including those who may not typically participate in community processes
- Identify economic development opportunities
- Identify opportunities for local business development and support
- Identify zoning impacts
- Identify redevelopment opportunities and desired outcomes
- Prioritize buildings, and setting standards, for historic preservation
- Assess public infrastructure needs for walking, cycling, transit
- Explore opportunities for activation of civic and community spaces
- Explore development of in-lieu parking program
- Explore interest with southside property and business owners for ID
- Develop tactical and measurable implementation strategies to support the vision

Process

- Create opportunities for engagement (PMT, Advisory, Working Groups, Community Connectors, etc)
- Site visit March 17 – 19 (1st of 5)
- Timing is critical; process beneficial / forward looking for businesses
- 9 month process; deliverable end of 2020