

## Central Business District Revitalization Toolkit

Economic Development Tool	Committee	Staff	Status	Notes
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDC	Cristal	On-going	Regular quarterly meetings are occurring to develop relationships. <b><i>The most recent meeting was just held on Jan. 14. Due to stormy weather, we saw a drop in participants to +/- 16. Chantell gave presentation on Franklin Street upgrades. Next meeting is Saturday, Apr. 15, 9 – 11am.</i></b>
Walking Tours	VFB	Sarah/Cristal	In process	VFB Committee, Alleyway Art Project, Historical Society and Idea Cooperative are developing two initial walking tours: Murals and History to increase pedestrian activity downtown. <b><i>Current focus is on the Mural tour. Alleyway Art Project is working with Blue Zones (Adventist Health) to promote it.</i></b>
Improve Town Hall Restrooms	PW&F	Alfredo	In process	<b><i>An RFP was released Jan. 10 for Town Hall and Facilities Remodel project, to include renovating the restrooms to make them more accessible and visible for public use. Proposal window closes Feb. 17. Anticipate awarding a design contract Mar. 13. Design will take +/-5 months and go out to bid for construction in the Fall.</i></b>
Increased Pedestrian Dedications	CDC	Not identified	HOLD	Parklets? Street Closure? Wait to see how effective bollards are in creating additional pedestrian recreation.
Public Art	CDC	Not Identified	In process	First Friday events sponsored by local businesses. City collaborated with the Middle School to install artwork in City Hall. City financial support for downtown murals. <b><i>Visit Fort Bragg Arts and Culture Subcommittee planning to bring 3D sculptures and art via potted plants in CBD, consisting of half wine barrels with bee/butterfly friendly plants and directional signage intended to promote shopping in under trafficked areas.</i></b>
Improve Business Directory & Directional Signage	VFB	Cristal	In process	VFB allocated funding to refinish kiosks and install new directional maps. Trial A-frames encouraging pedestrians to explore the 300 block of Franklin St and 200/300 block of Redwood Ave being tested. <b><i>Trial A-frames sustained damage during stormy weather. Will need to be heavier so they are more resilient. Will continue exploring options.</i></b>
Install Trees, Planters and Landscaping	PW&F	Not Identified	HOLD	Collaborate with Bee City to create public program for tree dedications, planting for planters and landscaping.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Chantell Alfredo	In process	Project includes light poles and crosswalks. <b><i>Contract awarded at Dec. 12 Council meeting. Pre-construction kick-off meeting held Jan. 12. Construction is set to begin Feb. 21 pending weather and equipment delivery.</i></b>
Reconsider Allowable Land Uses	CDC	Not identified	HOLD	Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDC	Chief Cervenka	In process	<b><i>Code Enforcement moved to PD and a 2<sup>nd</sup> Officer was hired. Code enforcement in the CBD is happening on a case-by-case basis, mostly complaint driven. Since the original property assessment in the summer of 2021, 31 cases were opened and 12 of the 31 have been resolved.</i></b>
Establish Regular Walking Patrol	PS	Chief Cervenka	In process	Establish a regular, physical walking presence of uniformed officers - building positive public relations, while deterring nuisances.

**Central Business District Revitalization Toolkit**

Economic Development Tool	Committee	Staff	Status	Notes
Temporary Waiver of Water/Sewer Capacity Fees	F&A	Sarah	Complete	Council adopted Resolution 4495-2021 temporarily defers water/waste water fees for restaurants, cafes, and coffee shops. Council considering waiving capacity fees for all businesses in the CBD at upcoming meeting.
Create Public Gathering Space	CDC	Not identified	In process	Rural Recreation and Tourism (RRT) Program grant submitted for Town Hall East was unsuccessful. <b><i>The pergola next to Town Hall will be upgraded to improve the area as a gathering space. Vegetation to be cut back and cleaned up, posts supporting roof overhang replaced, spotlights and electrical outlets added, and public restrooms renovated (see above).</i></b>

**Regular CDC Update – January 2023**