

Central Business District Revitalization Toolkit – March 2024 Update

Economic Development Tool	Committee	Staff	Status	Updates
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDC	Cristal	On-going	The last Quarterly Downtown Merchant meeting was held on Saturday, February 3 rd 9–11 am at Town Hall. Next meeting is TBD.
Walking Tours	VFB	Sarah M. Cristal	Complete	
Improve Town Hall Restrooms	PW&F	Alfredo	In Design	Project currently in design phase. Building Plans anticipated Fall 2024.
Increased Pedestrian Dedications	CDC	Not identified	HOLD	
Public Art	CDC	Kevin	On-going	Awarded grant from Clean California for “Art & Recycling Beautification Project.” Art-wrapped waste can locations: Central Business District, Coastal Trail, & School District.
Improve Business Directory & Directional Signage	VFB	Cristal	HOLD	
Install Trees, Planters and Landscaping Downtown & Citywide	PW&F	Vice Mayor	In process	Update from Vice Mayor to follow. MCOG grant for Streetscape Study to assess existing street trees and provide landscape plans for another street tree pilot project location was not funded this year. Staff will apply when another grant comes along that is a good fit for the project.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Chantell	Complete	
Reconsider Allowable Land Uses	CDC	CDD Director	HOLD	Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDC	Chief Cervenka	On-going	Successfully addressing quality-of-life and safety issues throughout the City. Still complaint based, but moving towards self-initiated. The majority of cases have been resolved though courtesy notification. A few cases require more extensive work, but those are the exception. Code Enforcement has adopted a robust education component as well.
Establish regular Walking Patrol to build positive public relations while deterring nuisances	PS	Chief Cervenka	On-going	Patrols occurring regularly.
Temporary Waiver of Water/Sewer Capacity Fees	F&A	CDD Director	Complete	
Create Public Gathering Space	CDC	Not identified	In process	Improvements to two gathering spaces are in the works: Bainbridge Park and the area just South of Town Hall. Currently no plans for additional spaces.
Downtown Parking Study	CDC	Sarah P.	In process	Planning Commission Public Hearing February 28 - Commissioners provided input on the study and adopted a resolution making a recommendation to Council for the code updates. Bringing to Council April 22.