

Central Business District Revitalization Toolkit – January 2024 Update

| Economic Development Tool | Committee | Staff | Status | Updates |
|---|-----------|------------------|------------|--|
| Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID) | CDC | Cristal | On-going | January Downtown Merchant quarterly meeting postponed to February and will be held on Sat Feb 3rd. 9–11 am. |
| 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. An application to MCOG was submitted for the 24/25 Overall Work Program for the preparation of a Streetscape Study to assess the existing street trees and provide landscape plans for another street tree pilot project location. Determination of Award of funds is anticipated in April 2024. |
| Install Bollards to Block Vehicular Traffic for Special Events | PW&F | Chantell | Complete | |
| Reconsider Allowable Land Uses | CDC | Juliana | 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 | Juliana | 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 held a working meeting on December 13, 2023, to deliberate on study findings, receive framework draft strategy, and code updates. Commissioners provided input on In-Lieu Fee, reducing parking minimums, shared parking, etc. Returning to Planning Commission on February 28, followed by City Council in March. |

