



BUSINESS AND PROPERTY OWNER WORK SESSION

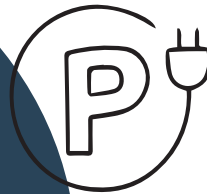
On January 10, 2024, the project team met with business and property owners in the DDA to understand their vision for the future, identify key challenges and opportunities, and review some past projects/initiatives to understand what has worked and what has not. The following is a summary of key themes and takeaways from the work session.

GUIDING QUESTIONS



What is Missing from the Downtown Strategy?

- Funding - where will it come from?
- Additional parking and electric parking stations
- Road repairs and safety concerns



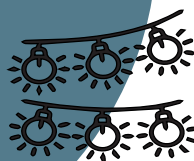
What does Success Look Like for the Downtown Plan?

- Transparency, Clarity, Communication
- Follow through/ Completed projects
- Improved foot traffic
- Thriving businesses



Additional Comments

- Support enhancements to create a pedestrian friendly environment
- Focus on implementation
- Improve visual aspects of Downtown



MAPPING EXERCISE -COMMON THEMES



Previously-Identified Opportunities

- Re-envision planters
- Additional parking/safer or improved parking
- Electric vehicle charging stations
- More pedestrian and bike friendly
- Implement previous projects
- Additional lights and visual enhancements



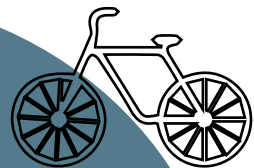
2016 West Edge Plan Subdistricts Map

- Bus parking relocation
- Affordable parking /more options
- Mixed business and residential zoning
- Subdistricts are too complex and exclusionary



1991 Plan of Development Subdistricts Map

- Reassess transit hub
- Improve parking accessibility
- Gateway enhancements
- Refocus efforts to create a cohesive vision



KEY TAKEAWAYS

The most prominent themes throughout the exercises were: the need for ‘follow through’ and project implementation, project funding, updated and expanded parking, and improvements that make the area more visually pleasing and accessible. Concerns were expressed about the lack of completed past initiatives and the fear that this practice would continue in the future. Many participants are seeking reassurances that funding and detailed plans are in place to realize the vision for Downtown. Overall, business and property owners want to ensure businesses flourish and Downtown is welcoming and safe.