

## COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH ONLINE SURVEYS

### ECONOMIC VITALITY

- + **Entrepreneurship:** Continued focus to help small businesses.
- + **Business Variety:** locally owned is preferred. Craft industry and bookstore. Things to do for families. Evening nightlife. Specialty retail. Develop wish list.
- + **Address vacant lots and building renovation / restoration:** Work on interior and exterior. Safe and livable housing. Encourage mixed use developments.
- + **Business hours:** Consistent or evening past 4:00 p.m. Sunday hours mentioned.

### DESIGN

- + **Built environment:** **Commendable projects accomplished.** Protect historic fabric. Focus on guidelines / preservation. More green space, trees.
- + **Accessibility:** Enhanced Walkability / Bikeability and wheelchair/stroller access. Elder-friendly.
- + **Design safety:** litter, cleanliness, lighting
- + **Parking:** Education and safety.

### PROMOTION

- + **Events:** Capturing family-friendly potential.
- + **Outdoors:** **connection to natural amenities,** possibly parks and trails
- + **Marketing/promotions:** Branding identity effort. **Wayfinding** efforts. Overall communications efforts with community.

### ORGANIZATION

- + **Alignment:** To existing comprehensive and parks plans.
- + **Business and Property Owner Engagement:** for business recruitment.
- + **Partnership Cultivation:** Overall alignment with **partner organizations and institutions.** Work on any crime and safety challenges (drug use), preservation and recruitment.

## COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH FOCUS GROUPS

### ECONOMIC VITALITY

- + **Address vacant lots and building renovation / restoration:** Façade (windows, paint, light) and interior improvements.
- + **Property owner engagement and mentorship:** Code and minimum maintenance education. Development and succession tools or toolkit.
- + **Business retention:** build on existing ecosystem and supportive culture.
- + **Business recruitment:** fill available space and activate underutilized space. Family oriented, things to do, art, craft industry, entertainment, nightlife.
- + Encourage mix-use especially upper-story housing.

### DESIGN

- + **Built environment:** Preserve historic fabric. Revisit and enforce design guidelines.
- + **Natural amenities:** connect with trail head and riverfront. Plan for green space and trees.
- + Bicycle infrastructure
- + **Design safety:** litter, cleanliness, lighting. (CPTED strategies)
- + **Parking:** Education and safety.

### PROMOTION

- + **Events:** Capturing family-friendly potential and things for young people.
- + **Existing businesses:** Help cross promote between each other and to consumers.
- + **Marketing, promotions and communication:** Rediscover downtown and existing businesses beyond special events. External and internal audiences.
- + **Art Plaza:** Businesses to add programming

### ORGANIZATION

- + **Alignment:** To existing comprehensive and parks plans.
- + **Business and Property Owner Engagement:** for business recruitment and succession planning.
- + **Partnership Cultivation:** Between businesses and property owners with prospective owners.