



## City Council

### Update on the Downtown Project

**Agenda Date:** 3/1/2016  
**Agenda Item Number:** 6.A  
**File Number:** 16-0289

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**Type:** report **Version:** 1 **Status:** Filed

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#### **Title**

Update on the Downtown Project

#### **Recommended Action**

##### **Committee Recommendation:**

The Land Use and Environment Committee recommends Council review the 2016 priorities for the Downtown Project

##### **City Manager Recommendation:**

Receive the update on the Downtown Project and review the proposed priorities for 2016.

#### **Report**

##### **Issue:**

Whether to review the priorities for the 2016 Downtown Project?

##### **Staff Contact:**

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

##### **Presenter(s):**

Mark Rentfrow Downtown Liaison, Community Planning and Development

#### **Background and Analysis:**

Since 2011 the Council has worked with business leaders, residents and other stakeholders to establish goals for a safer and more welcoming Downtown. The Downtown Project was driven by strategies that focus on four categories of activities: Clean, Safe, Economic (Development) and Placemaking

The Initial 2011 priorities included: (**See Attachment #1**)

1. Establishing the Downtown Ambassador Program
2. Establishing the Alcohol Impact Area
3. Survey of Downtown Businesses

The 2015 accomplishments included (**See Attachment #2**)

1. The Opening of the Downtown Welcome Center
2. Expansion of the Alcohol Impact Area banned products list

3. Completion of Phase 1 of the Alley Lighting project

Based on the past success of this process and the input of Council, community partners and other stakeholders, staff recommends the attached activities as described be continued and revised (**See Attachment #3**). 2016 presents an opportunity to integrate the City Council's Downtown economic goals into the Downtown Strategy, as it takes form and begins to shape future downtown initiatives. Staff is looking for feedback on the 2016 priorities.

**Neighborhood/Community Interests (if known):**

As the priorities of the Downtown Project are met and reassessed, there will be opportunities for continued community partnerships and participation.

**Options:**

1. Move forward with proposed 2016 Downtown Project strategy, as is.
2. Move forward with proposed 2016 Downtown Project strategy with changes provided by Council.
3. Refer the matter to the Land Use and Environment Committee for further consideration.

**Financial Impact:**

Activities as described fall within current 2016 budget allotments