



PBIA Advisory Board

Downtown Strategy Update

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Title

Downtown Strategy Update

Recommended Action

Information only. No action requested.

Report

Issue:

Update on the Downtown Strategy.

Staff Contact:

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Presenter(s):

Amy Buckler

Background and Analysis:

The City Council adopted the Downtown Strategy (DTS) in April of 2017. The DTS includes a framework for character area districts and a five-year plan of action for moving our downtown vision forward. Implementation is underway.

Attached is a list of DTS implementation items which are underway this year or have been completed. Staff will present some highlights and a handout oriented for public outreach at the meeting.

The DTS recognizes that most change we see in downtown will happen through private investment and that the City's role is to set the stage so private investment can occur in line with community goals. Attached is a link to a map of private projects in the downtown that have been recently completed or are underway.

Neighborhood/Community Interests (if known):

Nearly 3,500 people participated in forming the Downtown Strategy.

Options:

Discussion only.

Financial Impact:

Attachment 1 lists over \$8.3 million dollars of public investment in the downtown since 2017. Attachment 2 lists projects underway or complete that total over \$100m of public and private investment within the last 3 years (which includes \$44m for the State's 1063 project.)

Attachments:

Downtown Strategy Implementation Items

Downtown Development Projects

[Link to Downtown Strategy](#)