



City Council

Downtown Strategy Update

Agenda Date: 12/7/2021
Agenda Item Number: 2.A
File Number: 21-1156

Type: study session **Version:** 1 **Status:** Filed

Title

Downtown Strategy Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Discussion only - no action requested.

Report

Issue:

Whether to receive a briefing and discussion of the Downtown Strategy implementation.

Staff Contact:

Amy Buckler, Strategic Projects Manager, Community Planning & Development, 360.280.8947

Presenter(s):

Amy Buckler, Strategic Projects Manager, Community Planning & Development

Background and Analysis:

The Downtown Strategy (DTS) was adopted in 2017. It identifies a design framework, priorities and actions to move our vision for downtown forward. Over the past four years, the City has accomplished many of the actions in the DTS - See attached Implementation Status.

During this time period, the City has also had to pivot to address new challenges and opportunities that were not anticipated during the DTS process. While this has slowed down the original implementation timeline, the City and partners continue to make steady progress toward downtown goals. Exciting projects are on the horizon for 2022 - see attached Project List.

At the meeting, staff will review the Downtown Strategy, what we've accomplished so far and where we are headed in the coming year.

Neighborhood/Community Interests (if known):

An estimated 3,500 people engaged in formation of the Downtown Strategy through public

workshops; online surveys; business/development forums; and a Stakeholder Work Group. The Downtown Strategy is still referenced by community members today.

Options:

1. Receive an update on the Downtown Strategy.
2. Do not receive an update on the Downtown Strategy.
3. Receive an update on the Downtown Strategy at another time.

Financial Impact:

Estimated investment in implementation will be provided at the meeting.

Attachments:

2022 Downtown Projects
Downtown Strategy Implementation Status
Downtown Strategy Webpage