

APPENDIX 5
SUMMARY OF PUBLIC INPUT

DISCUSSION TOPIC THEMES	BUSINESSES	PROPERTY OWNERS	DDBA / CHAMBER OF COMMERCE	RESIDENTS	OTHER USERS
DOWNTOWN HEALTH & STRENGTHS	3 of 4 interviewed said sales were down this year. Some as much as 30%. Due to competition from Office Max, Borders, newer supermarkets; changing market and demographics. They believe that other businesses are down too. There are signs that as merchants refine their operations to meet changing markets, sales will improve, i.e., sales per visit are up. Need to see latest sales tax #s.	Businesses doing well. Many want to expand but there is not enough space available. Commons and 5th & G have spurred investor confidence in downtown. Theaters doing very well. More office users want to locate downtown. Appears to be very healthy traffic, high demand for parking. Development of major shopping centers on the periphery is a threat.	Business owners here are educated and enlightened on the realities of the market and the economy. They run good businesses. Overall health hard to determine. Half up, half down. Need to study sales tax #s. Commons has increased foot traffic, but has competed with existing businesses. Rumors of business closings as a result. Downtown has charm and appeal to visitors. Businesses need more space in which to grow. More office users want to come downtown.	They enjoy living downtown because it has much to offer them. Walkable, cafes, independent retailers they know by name, urban feel and amenities. Makes Davis unique.	Enjoy downtown for movies, bookstores and restaurants. Like the new movies and retail stores coming in. Like the small town feel. Can't buy everyday items downtown.
MARKET CHARACTERISTICS	Fewer people coming downtown. New residents stick to old patterns of shopping in SF; out of town. Not loyal to Davis yet. Not as environmentally focused, i.e. not biking, coop shopping. Work out of town, both spouses. Don't read local papers. Hard to advertise to. Need to reach and educate them about downtown. Stores need to be open later and on Sundays like Borders and the movies are. More students coming downtown to Borders and movies. Gap will increase student traffic further.	Movie theater revenues in Davis are those of a city of 100,000 because population is so young and young people are prime movie-goers.	Residents like downtown and the small town atmosphere. Residents feel safe, and like the fact that downtown is walkable and bicycle-friendly. But they want more choices and don't always shop there. Residents looking for more entertainment opportunities; downtown's role is changing to meet this.	No one with children owns a home in the mixed use area adjacent to downtown. Just those willing to live with an odd situation, mix of uses on each block. Downtown part of their everyday lives. Try to shop there for most of their needs. Office uses replacing bungalows is a bad trend.	For variety and convenience, they often shop out of town or at shopping centers. Want mall items, easy parking and less traffic, fast food. Having Gottschalks at University Mall will help keep people in town. Students use cafes and restaurants for socializing and studying (Lyons & Dennys too), but many shop out of town too. Students like movies and bars. Downtown is a draw for high school seniors considering UCD.
CHAIN STORES	Need a balance downtown. Borders and Gap will definitely increase foot traffic. Need to capitalize on this. Don't need more big chains to come in and rescue downtown.	New developments need national retailers who have track records that lenders will approve, and who can pay the higher rents. If city wants independents in new dev, they need to subsidize them. Independent retailers are needed to keep downtown unique and should be encouraged.	Seems like more chains want to come in, especially in the new developments. But downtown needs independents.	See large retailers coming in, more chains. But realize market will prevail. Need to provide incentives, not regulations, to keep small independents downtown and healthy.	Overall, they like and see the need for national chains, but would rather keep them on the outskirts of town. Keep the core full of independents. Borders hasn't kept people from coming to the core.
ENTERTAINMENT/ ARTS FOCUS	Art galleries have pretty low customer counts; not a real draw. Movies not that good an anchor for retail--too late in the evening. Better for restaurants. Need to maintain high retail mix. Has created a lively nightlife.	Theaters are great for keeping downtown active at night.	Not enough retail to fill all the spaces downtown, so arts and entertainment is good component.	Need more evening activities like bowling, billiards/pool, adult music entertainment like a blues bar. Independent film theater would be great. Need activities for senior citizens.	New theaters are good. Should capitalize on new UCD Arts Center as a way to draw people downtown.
COHESION & COLLABORATION	Many land use and political campaigns fought downtown recently. Shoppers tired of petitions and conflict.	No forum where property owners and merchants get together to network or join on policy decisions. Only get together when there's a crisis like threat to parking, etc. Need to educate Davis' activist population on benefits and needs of business.	DDBA and COC working well together. Staff is effective and has good vision for working together.	Need a neighborhood organization, grass roots or city appointed. Need representation at city hall. But only 30 owner-occupied units in core. Many students and other renters came together for Fourth & D development controversy, but not a formal group.	No comments.
LOCAL GOV'T. SUPPORT	Studies showed Davis did not need more bookstores or grocery stores, but city allowed new chains to come anyway. Need a clearer vision and less conflict over downtown. Business needs to understand its place in the vision. Need a strategic plan and Task Force. Overall, businesses recognize Council and community have protected downtown pretty well. But growth regulations are no substitute for actions that help businesses. Council needs to be more consistent in policy decisions.	5th & G project was brilliant move by the city. Large investment will pay off. But, in general, owners and developers quickly become burned out and don't want to do more in Davis. City wants too much control over development. Façade loan program too cumbersome, too many requirements. Council needs to be more consistent in policy decisions. Change their minds too often. Developers and property owners are scared off. Need to recruit businesses more actively.	City does good things, but also blocks good projects. Council needs to be more consistent in policy decisions. Change their minds too often. Development approvals seem subjective. Zoning unclear. Discourages investment and business. City wants too much control. Fees have been reduced and that's good. More incentives need to be made available to attract small retailers and encourage building rehab. New economic development staff bringing new momentum.	Unhappy about decision to allow office buildings at Fourth and D Sts. Feels City Council did not get adequate public input before removing housing requirements for mixed use projects.	City has done good things for downtown. City tries too hard to control development with regulations, emergency ordinances, auto restrictions.
PARKING	Need easier parking for employees, and Saturday and evening customers. Confusion as to 5th & G availability--does USDA use most of the spots?	At 5th & G, 213 spaces are used by USDA. 217 other spaces are available to public with 3-hr. time limit. Owners are willing to change to all-day parking for merchants or others if city would allow it. Need more pkg., or better visibility of existing spaces.	Need more employee parking.	No comments.	Merchants and students take up parking. 2-hr. zones too short. Need more half-day and all day spaces if going shop, eat and attend a movie.
DDBA ACTIVITIES	No comments.	Downtown events are very effective.	Need to increase merchant participation in DDBA activities. Need to service professional members too.	No comments.	No comments.
HOUSING	Downtown housing is desirable.	Desirable, but should not be required as part of every new development.	No comments.	Need more housing in the core. Removal of housing requirement from the mixed use developments is disturbing. Little public notice. How many units did that requirement result in? Why was the change made? How many second floor spaces are available to be converted?	No comments.
TRAFFIC	No comments.	No comments.	No comments.	More greenstreets, too much traffic downtown.	Excellent transit system. Too much emphasis on biking. New residents want convenience. May bike downtown on weekend if feeling leisurely, but bikes are not convenient for one-stop shopping. Richards underpass needs to be widened. City tried to reduce traffic congestion by not making road improvements, but traffic came anyway once the south side developed. When you're in a hurry it's frustrating--faster to drive to Sacramento sometimes. Davis is a wealthy community, many high schoolers have their own cars and like to use them.
MIXED USES	No comments.	Old mixed use requirements of housing with any new commercial were bad for development. Glad city has changed the policy.	There have been some problems fulfilling the city's goals.	Needs housing. (See above.)	No comments.
STOREFRONT DESIGN	Storefronts not visually interesting.	Facades are tired and dirty. Need a paint and clean-up effort. City façade loans are too cumbersome, restrictive.	Quaint and unique. Out of towners like the feel.	No comments.	No comments.
1ST FLOOR RETAIL REQUIREMENT	No comments.	How to define retail? 5th & G couldn't have been built if retail required.	Not necessary. Not that many office conversions to be a threat.	No comments.	No comments.
MODEL CITIES	No comments.	San Luis Obispo is great.	San Luis Obispo is great.	No comments.	No comments.
ANCHORS	Keep small retail as the anchor. Arts and entertainment OK, but shouldn't focus on exclusively. The mix we have now is healthy but fragile. Don't need big chains to come in and rescue downtown.	Theaters have been great.	No comments.	An independent film theater like Tower Theater in Sacramento would be great. Need a drug store.	City did a good thing by requiring banks, title companies, etc. to stay downtown. Need more white tablecloth restaurants, though Davis has never supported these very well.
OVERALL VISION	Heavy focus on small, independent retail stores with a mix of small chains. Arts and entertainment is good for a lively nightlife and 24-hour downtown, but city should not focus on to detriment of retail.	Active daytime retail trade with vibrant nighttime activities. Keep most stores locally owned. City should give developers more creativity in meeting city goals.	City's cultural center and hub. Unique shops and atmosphere. Retail and service component. Arts and entertainment. Bank headquarters.	Multi-use downtown that meets all their shopping needs. Streetscape amenities are not a priority.	Multi-use downtown that meets more of their shopping needs. Retail, entertainment hub that is convenient to get to and park in.