

HIGH PRIORITY ACTIONS FOR 2000-2004

Economic Vitality

- ▶ Streamline the permit process for projects in the Core Area that comply with city visions, goals, and design standards for downtown.
- ▶ Analyze alternatives for developing assistance programs and policy changes to facilitate second and third story additions on single story buildings in the Downtown Core.
- ▶ Prioritize redevelopment efforts based on analysis of project funding availability.
- ▶ Consider amending the zoning to require conditional use permits for large retail uses within the Central Commercial zone.
- ▶ Develop a customer service training program for retail employees.
- ▶ Provide incentives to encourage Davis residents to open independent retail stores downtown and to enable them to better afford retail space in the downtown.
- ▶ Recruit new cultural activities like live music, live performance theaters and art galleries.
- ▶ Attract more sit-down restaurants, family restaurants, and white tablecloth restaurants.
- ▶ Study and monitor the share of ground floor space occupied by office uses.
- ▶ Target retail recruitment efforts on independent retail businesses currently under-represented in the downtown.
- ▶ Compile and manage a GIS database with information on all Core Area commercial properties and buildings.
- ▶ Locate a visitor's center downtown.
- ▶ Under the Visitor Attraction Program, produce a web-based community calendar that promotes all activities occurring in Davis.
- ▶ Under the Visitor Attraction Program, produce guides promoting restaurants, hotel and bed & breakfast locations, shopping opportunities, meeting rooms, museums, art galleries, the Farmers Market, and other attractions and amenities.

- ▶ Publish and distribute educational information about the city's historic resources, preservation activities, architecture, and history. Sponsor history-themed events. Cooperate with civic organizations in the placement of appropriate monuments or plaques to publicize or memorialize historic sites.
- ▶ Attract visitors to bike Davis' greenbelts, green streets and open space areas and promote downtown as the hub.
- ▶ Convene focus groups with UCD students to learn how to better serve the student community.
- ▶ Seek out local and regional businesses that may be interested in co-sponsoring downtown events.

Urban Design

- ▶ Examine the significance of and solutions for the lack of a central space and retail focal point in the Downtown Core.
- ▶ Offer free design assistance for storefront facade improvements.
- ▶ Develop sign design guidelines in order to streamline the permit process and reduce fees for new signs. Actively encourage merchants to replace signs that do not comply with the new guidelines.
- ▶ Work with the utility companies and Building Department to identify alternatives to locating utility boxes, meters, and backflow devices in the right-of-way within the Core Area.
- ▶ Fund a demonstration block to show the types of storefront improvements that can enhance business.
- ▶ Create a program to financially assist in the preservation of historic buildings.
- ▶ Encourage sensitive adaptive re-use and protect existing historic buildings from demolition or insensitive remodeling.



HIGH PRIORITY ACTIONS FOR 2000-2004 (continued)

- ▶ Initiate a process to determine how the Police Station (old City Hall) should be reused. (i.e. retail, restaurant, museum, performing arts, entertainment, or art venue)
- ▶ Analyze lighting levels in parking lots/structures and street/sidewalks. Upgrade lighting to improve the perceived safety of problem areas consistent with the Lighting Control Ordinance.
- ▶ Adopt a newsrack ordinance and install consolidated newsracks at primary locations in the Downtown.
- ▶ Develop an Urban Forest Master Plan for the Core Area and take measures to monitor and ensure the health of the urban forest.
- ▶ Install elements that define key entry points to downtown.
- ▶ Enhance Third Street between A and H streets as a bicycle and pedestrian way. Consider installation of a gateway/welcoming treatment between the campus and the Core Area.
- ▶ Increase police presence and develop proactive vandalism prevention strategies.
- ▶ Improve maintenance of sidewalks, alleys, trash receptacles, and streetscape amenities.
- ▶ Install additional pedestrian intersection improvements with bulbouts, enhanced paving, trees, landscaping and street furniture.

Community Enrichment

- ▶ Show art films at the Varsity Theatre and/or attract an art house movie theater.
- ▶ Collaborate more with current arts offered at UCD and elsewhere in the community.
- ▶ Work with local restaurants to tie promotions to arts events and gallery showings.
- ▶ Analyze incentive options for encouraging infill housing on the second and third floors of existing buildings in the downtown.

Transportation Parking and Circulation

- ▶ Reinstate the electric vehicle shuttle from the University campus and city business parks to downtown.
- ▶ Educate customers and employees on the availability of transit, bicycle and other non-auto transportation modes.
- ▶ Analyze effectiveness of Saturday enforcement in freeing up parking for customers.
- ▶ Add additional 20 minute parking on Downtown streets.
- ▶ Educate employers and employees about long-term parking locations that are appropriate for them.
- ▶ Create more long-term parking for employees, mid-week shoppers, diners, movie-goers, and visitors.
- ▶ Continue to install additional bike parking facilities in the Core Area as needed. Develop a standard plan including policies, design, style, location, and number of bicycle racks consistent with the *Core Area Specific Plan*.
- ▶ Improve bicycle route connections to open space and natural areas and neighboring communities. Improve destination signage throughout the City on bikeways.
- ▶ Analyze the impacts of diagonal parking on bike safety in the downtown.
- ▶ Examine ways to improve bicycle circulation to and within the Core Area.

See Appendices 1 and 2 for a complete listing of action items with references to the sections in this report in which they are discussed.

