

**APPENDIX 1
HIGH PRIORITY ITEMS - ACTION PLAN FOR 2000-2004**

REF #	ACTIONS	ACTION STEPS / PROCESS	ASSIGNED TO
Economic Vitality			
EV 1	Streamline the permit process for projects in the Core Area that comply with city visions, goals, and design standards for downtown.	<ul style="list-style-type: none"> Complete design guidelines to clarify to applicants the design and development standards required of projects in the Core Area. Add reference to design guidelines in existing code when completed. Staff makes recommendation to PC and CC on amendment to C-C zoning to increase height of buildings requiring a CUP from two to three stories. 	Planning and Building / Parks and Community Services
EV 2	Analyze alternatives for developing assistance programs and policy changes to facilitate second and third story additions on single story buildings in the Downtown Core.	<ul style="list-style-type: none"> Redevelopment staff reviews RDA budget for possible increase to Infill Fee Assistance Program. Staff prepares report to Council of effectiveness of Parking in-lieu fee waiver program and make recommendation to Council on possible expansion to the parking in-lieu fee waiver program to increase limit of parking in-lieu fee waiver and allow smaller waiver requests to be processed administratively. Staff prepares handouts; works to increase awareness and promote RDA Affordable Housing Assistance Program for use on upper story additions for residential. Amend C-C zoning to allow 3 story buildings in Downtown Core without a Conditional Use permit. 	Planning and Building / Redevelopment Agency
EV 3	Prioritize Redevelopment efforts based on analysis of project funding availability.	<ul style="list-style-type: none"> Redevelopment staff reviews Program Budget as part of 5 year Implementation Plan. Staff presents report to Agency Board. Based on projections of funding availability, Board considers priorities for use of RDA funds that maximize return to the Agency and benefit to the Core Area. Options could include: commitment of funding for one large project and/or disperse funds through incentive programs to various private development. 	Redevelopment Agency
EV 4	Consider amending the Zoning Ordinance to require conditional use permits for large retail uses within the Central Commercial zone.	<ul style="list-style-type: none"> Planning staff analyzes changes to Zoning Ordinance to address big/medium box retail citywide and in the Core Area. Staff makes recommendation to PC and CC on changes to commercial zoning districts to address big/medium box retail. 	Planning and Building
EV 5	Develop a customer service training program for retail employees.	<ul style="list-style-type: none"> DDBA conducts secrete shopper program. DDBA sponsors and promotes training programs retail employees downtown. 	DDBA
EV 6	Provide incentives to encourage Davis residents to open independent retail stores downtown and to enable them to better afford retail space in the downtown.	<ul style="list-style-type: none"> Economic Development Coordinator analyzes level of need and possible incentive options. Coordinator works with DDBA and Chamber to identify prospects as part of business recruitment effort. 	Economic Development Coordinator
EV 7	Recruit new cultural activities like live music, live performance theaters and art galleries.	<ul style="list-style-type: none"> DDBA and City Promotions Coordinator work with local and regional cultural groups to expand cultural events. 	DDBA / Parks and Community Services
EV 8	Attract more sit-down restaurants, family restaurants, and white tablecloth restaurants.	<ul style="list-style-type: none"> As part of business recruitment efforts, staff will target sit-down restaurants. 	Economic Development & Downtown Coordinators / DDBA
EV 9	Study and monitor the share of ground floor space occupied by office uses.	<ul style="list-style-type: none"> Planning staff and DDBA compile a database of ground floor building space in Downtown Core. Planning staff and DDBA monitor retail vs. office occupancy of ground floor spaces. Report to Council annually the percentage of retail uses on ground floor in Downtown Core. 	Planning and Building / DDBA
EV 10	Target retail recruitment efforts on independent businesses currently under-represented in the downtown.	<ul style="list-style-type: none"> BAE identifies under-represented retail uses citywide in Retail recruitment report. Staff and BAE prepare marketing package BAE does initial recruitment from other downtowns and prepares initial list of potential retail recruitment prospects. Staff and DDBA follow up as occupancies become available and continues to seek prospects. 	Economic Development & Downtown Coordinators / DDBA
EV 11	Compile and manage a GIS database with information on all Core Area commercial properties and buildings.	<ul style="list-style-type: none"> Planning staff and DDBA compile information on properties from property owners. Planning staff inputs information into GIS database. Database is updated as information changes. Data is used in recruitment efforts and analysis of downtown growth. 	Economic Development & Downtown Coordinators / DDBA
EV 12	Locate a visitor's center downtown.	<ul style="list-style-type: none"> ED coordinator and DDBA work with Hotels on approval of Hotel BID. Council approves Hotel BID Chamber hires a part-time visitor center staff person to develop and manage visitor center out of Chamber office. Staff installs visitor information directional signs. 	Chamber of Commerce / DDBA
EV 13	Under the Visitor Attraction Program, produce a web-based community calendar that promotes all activities occurring in Davis.	<ul style="list-style-type: none"> Establish Visitor Center Chamber visitor center staff work with DDBA and City to develop community calendar. 	Parks and Community Services / Chamber / DDBA

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EV 14	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/amenities.	<ul style="list-style-type: none"> • DDBA and Chamber visitor attraction staff work to produce and distribute various guides. 	Chamber of Commerce / DDBA
EV 15	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.	<ul style="list-style-type: none"> • City staff, with input from community members, develop handouts on historic resources and efforts. • City, with input from community members, identify significant historical attributes of Davis and develop events to celebrate them. • City staff identifies appropriate monuments and seek sponsors for monuments or plaques. 	Parks and Community Services
EV 16	Promote visitors to come and bike Davis' greenbelts, green streets and open space areas and promote downtown as the hub.	<ul style="list-style-type: none"> • City staff, DDBA, UC Davis work with local bike shops to develop promotional material and maps highlighting community landmarks. • Look at options for expanding bike rentals and hosted tours starting from Downtown. • Market Davis' regionally as a place to visit by bike or for recreation. 	Parks and Community Services / Bike Coordinator / UC Davis
EV 17	Create a focus group with UCD students to learn how to better serve the student community.	<ul style="list-style-type: none"> • City and DDBA establish focus group with ASUCD to discuss student needs and desires. • Focus group to meet regularly and suggestions incorporate into City and DDBA programs and activities where feasible. • Pursue concept of retail incubator downtown for student developed products. 	Economic Development & Downtown Coordinators / DDBA
EV 18	Seek out local and regional businesses that may be interested in co-sponsoring downtown events.	<ul style="list-style-type: none"> • DDBA contact sponsorship prospects for downtown events. Use sponsorships to expand scope of events funded by DDBA and Visitor Attraction program. 	DDBA
Urban Design			
UD 1	Analyze possible reasons for the lack of a central space and retail focal point in the Downtown Core.	<ul style="list-style-type: none"> • Conduct a visual inventory of streetscapes in Downtown Core. • Inventory and map high pedestrian activity uses. • Analyze relationship of building storefronts for pedestrian orientation. • Map building intensity within the Downtown Core and analyze its impact on the sense of a retail core. • Make recommendation to Council on ways to improve the Downtown Core's sense of a commercial focal point. 	Planning and Building
UD 2	Offer free design assistance for storefront façade improvements.	<ul style="list-style-type: none"> • Agency staff analyzes cost of retaining a design professional for assistance in façade improvements in the Downtown. • Staff makes recommendation to Agency Board on cost and funding options for this design assistance. 	Redevelopment Agency
UD 3	Develop sign design guidelines in order to streamline the permit process and reduce fees for new signs. Actively encourage merchants to replace signs that don't comply with the new guidelines.	<ul style="list-style-type: none"> • Staff works with DDBA and Chamber to develop downtown sign design guidelines and develop appropriate fees for processing. • PC and CC approve guidelines and fees. • Staff and DDBA work with businesses to replace old and install new signs consistent with the guidelines. 	Planning and Building
UD 4	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.	<ul style="list-style-type: none"> • Staff meets with Pacific Bell, PG & E, Public Works, and Fire Department to discuss requirements for utility meters and equipment for infill projects. • Staff develops ways to minimize their visual impact when required to be located within the public right-of-way. 	Planning and Building
UD 5	Fund a demonstration block to show the types of storefront improvements that can enhance business.	<ul style="list-style-type: none"> • Agency staff determines funding availability. • Staff identifies block within the Downtown Core for demonstration. • Staff works with property owners to identify interest in cooperation on project. • Architectural drawings are prepared and preliminary cost estimates made. • Project implemented pending funding availability. 	Redevelopment Agency
UD 6	Create a program to financially assist in the preservation of historic buildings.	<ul style="list-style-type: none"> • Staff and Historic Commission develop objectives and criteria for program. • Federal, State, City, and private funding options analyzed. • Commission and Council approve program. • Staff promotes availability of funding and targets key resources for use. 	Redevelopment Agency / Historic Resources Commission
UD 7	Encourage sensitive adaptive re-use and protect existing historic buildings from demolition or insensitive remodeling.	<ul style="list-style-type: none"> • Complete Historic District Design Guidelines and approve Overlay District. • Use funds from preservation program to off-set costs of preservation and re-use. 	Redevelopment Agency / Historic Resources Commission
UD 8	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)	<ul style="list-style-type: none"> • Parks initiate process of analyzing re-use options. • Staff works with DDBA, Chamber, and community to identify highest and best use for building. • Pursue acquisition of parking lot from County. • Alternatives presented to Council and action taken on use. • Staff implements conversion with objective to minimize the number of days the building is vacant. 	Parks and Community Services / Redevelopment Agency

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UD 9	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.	<ul style="list-style-type: none"> Staff takes reading of lighting levels. Make recommendation to Council for lighting improvement 	Public Works / Police
UD 10	Adopt a newsrack ordinance and install consolidated newsracks at primary locations in the Downtown.	<ul style="list-style-type: none"> Staff and City Attorney prepare an ordinance to address newsracks and similar vending open air vending machines. PC and CC considers and adopts ordinance. Staff works with local newspapers, real estate groups, etc. to obtain encroachment permits and consolidate racks. 	Parks and Community Services / Planning and Building
UD 11	Develop an Urban Forest Master Plan for the Core Area and take measures to monitor and ensure the health of the urban forest.	<ul style="list-style-type: none"> Staff works with Tree Davis and WCUFRE to inventory existing trees and develop master plan. Staff works with volunteers and business/property owners to monitor trees on a regular basis. 	Parks and Community Services
UD 12	Install elements that define key entry points to downtown.	<ul style="list-style-type: none"> Staff prepares site inventory of potential locations for entry elements. Sub-committee of CA and HC created to draft RFP and define objectives. Staff prepares report to HC and RDA with RFP for design / build. Sub-committee reviews and recommends submittal to Council. Installation phase 	Redevelopment Agency and Parks and Community Services
UD 13	Enhance Third Street between A and H streets as a bicycle and pedestrian way. Consider installation of a gateway/welcoming treatment between campus and the Core Area.	<ul style="list-style-type: none"> Focus pedestrian intersection enhancements along this corridor, improving 1-2 intersections per year. Coordinate with UC Davis for funding and design of 3rd and A Street intersection improvements with possible "gateway" element. 	Redevelopment Agency / Public Works
UD 14	Increase police presence and develop proactive vandalism prevention strategies.	<ul style="list-style-type: none"> Staff reviews records for high vandalism / crime periods and work to increase patrols at such times. Staff analyzes options for retaining a Police substation in the Downtown before new station in completed. Staff and DDBA identify possible vandalism prevention efforts (i.e. improved lighting, planter glue down, business watch program) 	Police, Parks and Community Services, DDBA
UD 15	Improve maintenance of sidewalks, alleys, trash receptacles, and streetscape amenities.	<ul style="list-style-type: none"> Staff and DDBA prepare cooperative maintenance strategy. DDBA Board and CC review and approve strategy. DDBA sub-committee and Downtown Team implement and monitor conditions. 	Redevelopment Agency / Public Works / Parks and Community Services
UD 16	Install additional pedestrian intersection improvements with bulbouts, enhanced paving, trees, landscaping and street furniture.	<ul style="list-style-type: none"> RDA Board and CC approve funding within budget annually. Staff identifies 1-2 intersections for improvements annually working with DDBA to minimize conflicts. Staff develops plans, specs, and bid package. Bid award and construction implemented. 	Redevelopment Agency / Public Works
Community Enrichment			
CE 1	Show art films at Varsity Theatre and/or attract an art house movie theater.	<ul style="list-style-type: none"> Staff analyzes infrastructure needs for showing films at Varsity. Council considers and / or approves funding for equipment and additional infrastructure needed. Staff works with local film groups to promote and show films at Varsity. 	Parks and Community Services
CE 2	Collaborate more with current arts offered at UCD and elsewhere in the community.	<ul style="list-style-type: none"> Work with UCD programs on possible collaboration of events and marketing. 	DDBA / Chamber / Parks and Community Services
CE 3	Work with local restaurants to tie promotions to arts events and gallery showings.	<ul style="list-style-type: none"> Help coordinate gallery showings with local restaurant promotions and dining on an ongoing basis. 	DDBA / Chamber / Parks and Community Services
CE 4	Analyze incentive options for encouraging infill housing on the second and third floors of existing buildings in the downtown.	<ul style="list-style-type: none"> Staff works with property owners and developers considering second story additions to determine barriers. Staff analyzes possible financial assistance programs and/or zoning amendments that would encourage infill housing on upper stories in Downtown. Council reviews preliminary analysis and incentives options. PC,CC and Agency Board take action on final recommendations. 	Redevelopment Agency

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Transportation, Circulation and Parking			
TCP 1	Reinstate the electric vehicle shuttle from the University campus and city business parks to downtown.	<ul style="list-style-type: none"> • Staff and DDBA works with TAPS to identify shuttle route and cost sharing. • City and TAPS file joint application for grant funding to Yolo TMA. • Staff, DDBA, and TAPS jointly market the availability of the shuttle. 	DDBA / Parks and Community Services
TCP 2	Educate customers and employees on the availability of transit, bicycle and other non-auto transportation modes.	<ul style="list-style-type: none"> • Staff develops an alternative transportation web site linked with DDBA's web site. • DDBA distribute bus schedules and cost benefits of transit/bike versus driving to downtown employees. 	Parks and Community Services Department / Public Works
TCP 3	Analyze effectiveness of Saturday enforcement in freeing up parking for customers.	<ul style="list-style-type: none"> • DDBA and staff inform downtown businesses and community when Saturday enforcement will be reinstated and why. • Saturday enforcement initiated. • DDBA parking sub-committee analyze effectiveness. Businesses poll customers on parking availability. • Staff reports findings back to Council. 	DDBA / Police
TCP 4	Add additional 20 minute parking on Downtown streets.	<ul style="list-style-type: none"> • DDBA parking sub-committee make recommendation for additional 20 minute spaces on street and in primary public surface lots. • Council considers and/or approves conversion of spaces to 20 minute. • Public works installs signs and paints curbs. • Parking enforcement and business owners monitor use of 20 minute spaces and report to sub-committee. 	DDBA/Police / Public Works
TCP 5	Educate employers and employees about long-term parking locations that are appropriate for them.	<ul style="list-style-type: none"> • DDBA distribute parking permit maps and applications to employees and employers semi-annually. 	DDBA
TCP 6	Create more long-term parking for employees, mid-week shoppers, diners, moviegoers, and visitors.	<ul style="list-style-type: none"> • Parking sub-committee analyzes option for providing additional long-term parking. • Staff prepares report and CC considers any changes to existing or construction of new spaces to accommodate additional long-term parking needs. 	Planning and Building / DDBA
TCP 7	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 <i>Core Area Specific Plan</i> .	<ul style="list-style-type: none"> • Staff develops city standard bike rack most appropriately suited for downtown sidewalks. • Require more intense uses that come in to provide sufficient bike racks. • Staff inventory high uses areas and install additional racks as needed 	Redevelopment Agency / Public Works
TCP 8	Improve bicycle route connections to open space and natural areas and neighboring communities. Improve destination signage throughout the City on bikeways.	<ul style="list-style-type: none"> • Staff continues to pursue improvement of bike path connectors to Winters, Woodland, and Dixon as well as surrounding open spaces areas. • Install signs directing bikes to those facilities. 	Parks and Community Services / Public Works
TCP 9	Analyze the impacts of diagonal parking on bike safety in the downtown.	<ul style="list-style-type: none"> • Staff reviews police records for history of auto/bike related incidents as a result of diagonal parking. • Staff report results to sub-committee and CC. 	Police Department / DDBA / Public Works
TCP 10	Examine ways to improve bicycle circulation to and within the Core Area.	<ul style="list-style-type: none"> • Staff analyzes existing bike circulation routes and patterns. • Staff reports to the Bicycle Task Force and discusses possible short-term and long-term improvements. 	Public Works

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