

The Community's Vision for the Core Area.....

The community's vision is to maintain and enhance the Core Area as a vibrant, healthy downtown that serves as the city's social and cultural hub and primary, but not exclusive, shopping and business district.⁴

This vision is further provided for in guiding documents, including the 1996 *Draft General Plan Update*, which encourages compact development within the city that facilitates walking, transit and bicycle access to the Core. Other visions in the *General Plan* that support a healthy commercial core include:

▶ Small Town Character

- Reflect Davis' small town character in urban design that fosters communication and social interaction.
- Encourage carefully planned, sensitively designed, infill and new development at a scale in keeping with the existing city character.

▶ Arts and Culture

- Promote and support the arts, emphasizing the potential for the arts to build strong community character, and promote Davis as a regional cultural center.

▶ Resource Preservation

- Identify and preserve Davis' archaeological, historical and natural resources and foster understanding and appreciation of the City's heritage.

▶ Broad Range of Services and Businesses

- Develop a broad range of services and businesses that meet the daily needs of Davis citizens for employment, shopping, education and recreation so that residents do not need to travel outside the City to meet these needs.



To articulate a comprehensive set of policies, guidelines and strategies for implementing these *General Plan* visions, the City in 1996 developed the *Core Area Specific Plan*. The *Specific Plan* seeks to maintain a mix of uses in the Core including stores, restaurants, cultural centers, entertainment, services, upstairs offices and dwelling units. This mix promotes street life, sales tax revenues, safety, shared parking, and walking between multiple destinations within the Core Area. The *Specific Plan* also states that the “stabilization of existing residential neighborhoods and the development of new residential

⁴ 1996 *Draft General Plan Update (Guiding Policy ED1)*



units in the Core Area is... seen as critical in maintaining a healthy and viable downtown.”

Downtown business and property owners, business leaders, residents and other downtown users interviewed for this report agreed that the Core Area should continue to be a multi-use area with a focus on small, locally owned retail stores and vibrant evening entertainment activities.

In implementing these visions, the City and the business community have cooperatively worked on downtown development strategies in the following areas:

► **Economic Vitality**

- New Commercial Development
- Business Retention
- Business Recruitment
- Visitor Attraction
- Sales Promotions and Events

► **Urban Design**

- Design of Existing Development
- Design of New Development

- Historic Preservation and Neighborhood Conservation
- Public Improvements/Streetscape

► **Community Enrichment**

- Culture & the Arts
- Increasing Residential Opportunities in the Core Area

► **Transportation, Circulation and Parking**

- Transportation and Circulation
- Parking
- Bicycles and Pedestrians

These are detailed in the remainder of this report.

