

ATTACHMENT



MEMORANDUM

Urban Development Department

DATE: November 25, 2019
TO: Urban Renewal Agency Board
FROM: Downtown Advisory Board
SUBJECT: September 16, 2019 Downtown Advisory Board Public Meeting

On September 16, 2019, the Downtown Advisory Board hosted a public meeting to educate the downtown business and property owners about the role of the Downtown Advisory Board, key projects, and related parking fund challenges. In addition, attendees were given an opportunity to share their vision for the future redevelopment of the UGM/Saffron sites and feedback on downtown challenges and priorities for how parking fund dollars should be used.

Twelve individuals attended the Public Meeting.

The information received during the public meeting will help inform the Board's recommendations to the Agency Board on Riverfront-Urban Renewal projects and City Council on the Parking Fund budget for Fiscal Year 2020-2021.

The following summarizes the top three themes shared by the individuals who attended the meeting for each question asked.

Responses to Question #1 – What are your hopes for downtown?

- Grocery Store
- Housing
- Continue to be a draw, center of the City

Responses to Question #2 – What is the biggest challenge you face in downtown?

- Homeless
- Lease Rates
- Vacancies

Response to Question #3 – Priority Ranking (#1 being the highest)

The following are projects/services eligible to be paid with Parking Funds.

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| Trash Cans | (1) |
| Cleaning/Maintaining Public Spaces | (2) |
| Providing Safety & Security Measures | (3) |
| Flower Baskets | (4) |
| Advertising | (5) |
| Decorations | (6) |
| Banners | (7) |
| Benches | (8) |
| Events | (9) |

Responses to Question #4- What ideas do you have to create sustainable future parking revenue?

- Paid Parking (12 out of 19 comments referenced support of Paid Parking)
- Parking Tax (3 out of 19 comments referenced support of Parking Tax)
- Free Parking (1)
- Raise General Fund taxes (1)
- Enforce Parking rules (1)
- Parking permits (1)

The Agency recently purchased the Saffron properties and has the Union Gospel Mission property under contract for purchase. These properties are in a key location to create a future redevelopment opportunity in downtown. In preparation for when the Agency will have ownership of the sites, information on what the public would like to see if redeveloped was asked. The following are the responses:

(What would you like to see for redevelopment at the Saffron and UGM sites)

Rooftop Dining
Hotel
Grocery (2)
Yoga

Housing (2)
Retail
Brew Pub
Mix of Uses

The Downtown Advisory Board appreciated the opportunity to share information on who they are, accomplishments and key funding issues with the funding of the Downtown Parking District. The information shared by the attendees during the breakout discussions is invaluable and will be taken into consideration when making future funding recommendations.