

**DOWNTOWN COMMITTEE DRAFT WORK PLAN
Fiscal Year 2023-24**

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Ongoing Work Items 2023-24</i>			
<p>A. Review, comment, recommend programs, projects, and policies to implement the vision for downtown.</p>	<p>Downtown development projects and new businesses.</p> <p>Development of City-owned properties.</p> <p>Projects and policies which are tangentially connected to the downtown.</p> <p>Policy considerations and recommendations that support greater activation and utilization of the downtown (e.g., including additional live music and active uses).</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	
<p>B. Support City economic vitality initiatives in downtown.</p>	<p>Discuss opportunities that support and retain a diverse mix of downtown businesses.</p> <p>Discuss opportunities that support the downtown corporate community.</p> <p>Coordinate discussions on challenges and opportunities facing downtown businesses.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	

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	Recommend a Downtown Committee budget to support activation and implementation of business programs for the downtown.		
C. Promote a variety of business outreach services and activities to create a viable downtown.	<p>Collaborate with the Chamber of Commerce and Downtown Business Association (DBA) on supporting downtown activations.</p> <p>Form an ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.</p>	TBD	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	<p>Continued implementation of downtown parking programs.</p> <p>Review downtown parking occupancy data, including parking permit information.</p>	<p>Ongoing</p> <p>Ongoing</p>	
E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas (BIA) and Parking Maintenance Assessment District).	<p>BIA annual renewal.</p> <p>Downtown Parking Maintenance Assessment District annual renewal.</p>	<p>Fall 2023</p> <p>Spring 2024</p>	

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<i>Fiscal Year 2023-24 Work Items</i>			
1. Support the implementation of an Economic Vitality Strategy (Strategy).	Review and discuss relevant initiatives and implementation strategies specific to the downtown that arise out of the Strategy.	Begin Winter 2023	
2. Support the Interim Castro Street Pedestrian Mall implementation.	<p>Discuss the midterm improvements and changes for Castro Street and engage businesses in the process.</p> <p>Discuss long-term options under the Castro Street closure and engage businesses and residents in planning process.</p>	Ongoing	<i>Received monthly updates on Castro Street along with Pedestrian Mall implementation actions.</i>
3. Collaborate with the Performing Arts Committee and Visual Arts Committee (VAC) on downtown art opportunities.	<p>Work with the VAC and PAC in supporting the development of a Downtown Storefront Activation Pilot Program.</p> <p>Explore Phantom Gallery opportunities for vacant downtown properties.</p> <p>Explore a mural program to enliven and enrich open building walls in downtown.</p>	<p>TBD</p> <p>TBD</p> <p>TBD</p>	
4. Continue to implement and/or update downtown parking programs.	Discuss and review the Downtown Parking Permit Program.	Ongoing/as needed	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
5. Receive updates from City departments on downtown events, programs, and initiatives.	<p>Receive updates on transportation initiatives from Public Works Department.</p> <p>Receive updates on downtown events and programming from Community Services Department.</p> <p>Receive updates from the Police Department on various topics related to downtown efforts.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	
6. Consideration for a Live Entertainment Ordinance to support busking and other street performance in downtown Mountain View.	Research best practices for Live Entertainment Ordinance for consideration of allowing busking and other street performance in downtown Mountain View.	Spring 2024	
7. Host a panel discussion on aspects of locating retail in a downtown.	Learn about opportunities and challenges of locating retailers in a downtown through an informational panel discussion.	Spring 2024	