

DATE: June 6, 2023

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Downtown Committee Work Plan—Fiscal Year 2023-24**

RECOMMENDATION

Per City Council Policy A-23, adopt the Fiscal Year 2023-24 Downtown Committee Work Plan.

BACKGROUND AND ANALYSIS

City Council Policy A-23, Work Item Referral Process for Council Advisory Bodies and Councilmember Committees, requires all Council advisory bodies to annually prepare work plans for City Council review and approval. Based on the direction provided by the City Manager's Office, the format of the Downtown Committee's proposed work plan requires identification of key milestones and dates to plan and monitor the Downtown Committee's process in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Downtown Committee by the City Council.

A draft Downtown Committee work plan for Fiscal Year 2023-24 was discussed at the May 2, 2023 Downtown Committee meeting. The Committee proposed some additional edits which have been incorporated and attached (Attachment 1). The proposed work plan integrates the role and responsibilities of the Downtown Committee and includes ongoing work items the Downtown Committee oversees on an annual basis, upcoming projects and programs which require review and discussion by the Committee, and specific work items for the new fiscal year.

JL/1/CDD
~~819-06-06-23M~~

Attachments:

1. Draft Downtown Committee Work Plan—Fiscal Year 2023-24
2. Downtown Committee Work Plan—Fiscal Year 2022-23

**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>	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	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>	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<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	

**DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2022-23**

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Ongoing Work Items</i>			
<p>A. 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 downtown, including music and alcohol.</p> <p>Downtown Precise Plan Phase 1 update.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p><i>The Downtown Committee hears monthly updates on projects and new businesses entering or exiting downtown. Updates on Hope Street Parking lots and Lot 12 have been provided. The Downtown Committee was engaged on the Precise Plan Phase 1 update completed this past fiscal year.</i></p>
<p>B. Support City economic development initiatives in downtown.</p>	<p>Discuss opportunities to support and retain a diverse mix of downtown retailers.</p> <p>Discuss opportunities to support the downtown corporate community.</p>	<p>Ongoing</p> <p>Ongoing</p>	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	<p>Coordinate panel discussions on challenges facing downtown businesses.</p> <p>Explore options for creating a Downtown Committee budget.</p>	Ongoing	
C. Promote a variety of business outreach services and activities to create a viable downtown.	<p>Partner with the Chamber of Commerce and Downtown Business Association (DBA).</p> <p>Form an ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.</p>	<p>Ongoing</p> <p>TBD</p>	<i>Quarterly updates from the Chamber/DBA on activities and activations.</i>
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of downtown parking programs.	Ongoing	
	Review downtown parking occupancy data, including parking permit information.	Ongoing	
E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas and Parking Maintenance Assessment District).	Business Improvement Areas renewal.	Fall 2022	Annual renewal.
	Downtown Parking Maintenance Assessment District renewal.	Spring 2023	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Fiscal Year 2022-23 Work Items</i>			
1. Contribute to the development of an Economic Vitality Strategy.	<p>Assist with community engagement and stakeholder outreach efforts.</p> <p>Provide feedback and input into the development of Economic Vitality Strategy.</p> <p>Review and discuss relevant initiatives and implementation strategies specific to the downtown that arise out of the Strategy.</p>	<p>Begin Fall 2022</p> <p>Fall/Winter 2022</p> <p>Winter 2022</p>	Study Sessions were conducted in winter 2023.
2. Receive updates and provide input on the Castro Street closure and Pedestrian Mall law process.	<p>Discuss the midterm improvements and changes for Castro Street closure and engage businesses in the process.</p> <p>Discuss long-term options for 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 Visual Arts Committee on downtown public art opportunities.	<p>Develop 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 vacant building walls in downtown.</p>	<p>TBD</p> <p>TBD</p> <p>TBD</p>	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
4. Continue to implement and/or update downtown parking programs.	Discuss and review the Downtown Valet Parking Pilot Program.	TBD	<i>Received updates on the Historical Preservation process along with proposed sewer work on portions of Castro Street and Wild Cherry Lane along with proposed bike lanes for the 400 to 900 blocks of Castro Street. Updates on upcoming downtown events were given by the Community Services Department.</i>
	Discuss and review the Downtown Parking Permit Program.	TBD	
5. Receive updates from City departments on downtown events, programs, and initiatives.	<p>Receive updates on transportation initiatives from the Public Works Department.</p> <p>Receive updates on downtown events and programming from the 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>	