## Attachment E: Downtown Retail Work Program Initiatives Timeline

<table>
<thead>
<tr>
<th>How Recommended Initiatives Fit Into Existing or Anticipated Work</th>
<th>Proposed Priority Order of Initiatives Recommended in the Downtown Retail Action Plan</th>
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</table>
| **Already Included in 2019-2020 Economic Development Work Program adopted by City Council May 6, 2019**  
**Timeline:** 2019-20  
**Lead Staff:** Economic Development  
**1.** Develop a list of boutique tenants that are comprised of independent retailers, entertainment, restaurants, bars, and hotels that are located in other downtowns and are looking to expand locations.  
**2.** Identify vacant parcels in the Downtown District that are appropriate for hotels and actively promote them to developers/brokers representing hotels.  
**3.** Develop a list of retail real estate brokers and relevant links to databases that provide information about available spaces and vacancies in the Downtown and City.  
**4.** Identify a list of anchor businesses that may be a fit for larger spaces in the Downtown. These anchor businesses draw patrons on a regular basis and support in-line boutique stores.  
**5.** Schedule semi-annual meetings of organizations and groups involved in Downtown events and programs to coordinate efforts to implement the Downtown Retail Plan.  
**6.** Update retail market information on a timely basis.  
**7.** Identify and implement best practices used by comparable downtowns for attracting, retaining, and strengthening retail. |
| **Review in Conjunction with a Downtown Parking Report**  
**Timeline:** Early 2020  
**Lead Staff:** Economic Development, Community Development and Transportation  
**1.** Expand parking availability.  
**2.** Continue to maintain two-hour parking on Broadway and consider expanding two-hour parking to Main Street.  
**3.** Add electric vehicle parking charging stations in the Downtown to enable drivers of electric vehicles who are visiting to enjoy Downtown with the assurance they can charge their cars. |
| **Explore as Part of a Community Visioning Process for the Downtown/City core**  
**Timeline:** In the next 24 to 36 months  
**Lead Staff:** Economic Development, Community Development and Transportation  
**1.** Study potentially expanding the area in the Downtown District that requires active ground floor uses beyond those designated in the Precise Plan.  
**2.** Create an active community of visitors, workers and residents in the downtown core via a balanced approach of new housing, retail and office.  
**3.** Ensure that retail space in new mixed projects is appropriately designed to meet the needs of retail tenants.  
**4.** Consider limiting new banks on key corner spaces.  
**5.** Consider dealing with retail uses on ground floor spaces of historic buildings on a case-by-case basis. |
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<tr>
<th>Explore Further During Development of FY 2020-21 budget</th>
<th>6. Consider using development incentives for new market rate and affordable housing developments in the Downtown to support retail uses such as reducing rent for retail space, or providing tenant improvement allowances.</th>
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<tr>
<td><strong>Timeline:</strong> To be determined</td>
<td>1. Consider encouraging Downtown property owners to notify the City when retail spaces become vacant so that City staff can assist with finding appropriate uses for the site.</td>
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<td><strong>Lead Staff:</strong> Economic Development, Community Development and Transportation, and Parks, Recreation and Community Services</td>
<td>2. Consider developing standards to allow temporary art or retail displays in store windows.</td>
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<td>3. Consider temporary uses (typically referred to as pop up retail) in vacant spaces.</td>
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<td>4. Engage design experts to develop guidelines for consistent, complementary design for street signage and real-time “way finding” for vehicles, parking and pedestrians.</td>
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<td>5. Ensure that other guidelines for activity on sidewalks and public right-of-ways in the Downtown - dining, use of outdoor promotional signs, personal transportation vehicles, (scooters, roller boards, etc.) - accommodate the needs of restaurant and store patrons and are coordinated with any streetscape improvements planned for the Downtown.</td>
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