

PRELIMINARY IMPLEMENTATION STRATEGIES

Downtown

Key Principles:

1. Concentrate investment in small areas – 4-6 block maximum with ground floor retail activities to generate foot traffic
2. Reuse existing building
3. Build off of existing market momentum
4. Capitalize on opportunities presented by local businesses and economic activity

Places to Start in the Downtown

1. Ballpark Entertainment District - Kern and Fulton
 1. Regional entertainment
 2. Housing in second stories of existing buildings
 3. Restaurants and regional serving "boutique" retail
2. Cultural Arts District – Live/Work/Lifestyle District
 - Continue to support new residential construction, 2-3 stories, surface parking
 - Encourage local technology businesses to relocated into existing historic buildings
 - Support small restaurants and cafes

Neighborhood “Commercial Nodes”

- Build nodes around limited retail – healthy food – and small scale services, i.e., day care, library, health clinic, etc.
- Look for innovative partnerships to implement these nodes – CDFI, CDC, Health Department, Library, etc.

Neighborhood Housing

- Increase homeownership
- Reinvest in existing “historic” houses
- Build mixed income, not just “affordable” housing

Workforce and Economic Development

- Continue to build on asset of local businesses as key economic development strategy
- Strengthen City's local business preference program
- Develop "skills academy" for job training and small business assistance