



Agenda Item

TO: Downtown Development Authority
FROM: Richard Lewis
RE: Downtown Development Goals and Objectives
MEETING DATE: February 19, 2015

Attached is a draft of the proposed Goals and Objectives for your review and consideration. Also attached the red-lined version of the previous version adopted last February. Please feel free to make any changes you feel are warranted.

Once the Board has completed its review and discussion, the following motion would be appropriate if Board is prepared to adopted the Goals and Objectives.

That the Goals and Objectives as revised at the February 19, 2015 DDA Board Meeting is hereby approved.

ATTACHMENTS:

- DDA goals - 2015 draft (PDF)
- DDA goals - redlined draft (PDF)



Downtown Development Authority Goals & Objectives

1. **Main Street Beautification:** Continue to work with the City on ideas which will enhance the beautification efforts within the DDA including the replacement of and addition of trees.
2. **Way-finding Signage.** The DDA will continue to work on methods to better “locate” businesses in the downtown area. The DDA will continue to partner with St. Joseph Today on the Downtown Guide Map and Directory and share in the cost of production at least once each year.
3. **Banners:** The DDA will continue to oversee the Banner Program initiated in 2012. As previously decided, the banners will be changed out with new designs as deemed necessary and work with the City to replace banners as needed.
4. **Parking Lot Improvements and Landscaping within the DDA:** As an ongoing line item, the DDA cannot financially support a parking lot improvement project, but will encourage the City Commission to consider upgrades as a priority over the next 5 years. Investigate the possible to fund periodic maintenance regarding resurfacing / restriping of lots. The DDA will work with the City to research, study and implement solutions to the parking needs within the DDA.
5. **Review DDA Boundaries:** The DDA will periodically review the DDA boundaries and will investigate the inclusion of Lake View Park, Band Shell, and Arboretum.
6. **Additional/Improved Street Lighting:** This line item will remain in the Master Plan and should be revisited on an annual basis. The DDA cannot financially support a project to replace all the lights; thus, will encourage the City Commission to make it a priority over the next 5 years for the addition of lights on Ship Street. The DDA will continue to convert lights to LED when the opportunity is presented.
7. **Beautification of Alleys:** The DDA will continue to explore ways to improve the appearance of our downtown alleys.
8. **Scheduled Transit:** Work with St. Joseph Today to study possible ways to provided scheduled transit from designated parking lots, such as the “church” lot, into the downtown.
9. **Coordinate Infrastructure Projects:** This will be an ongoing line item.
10. **Research and Review Traffic Patterns in the Downtown Area:** This will be an ongoing line item.

2/25/2013
Revised 2/20/2014
Draft 1/28/2015

11. Green Space: The DDA will encourage the City Commission to develop and/or improve green space in the downtown.

4.4.a

Attachment: DDA goals - 2015 draft (1995 : Downtown Development Goals and Objectives)

2/25/2013
Revised 2/20/2014
Draft 1/28/2015



Downtown Development Authority Goals & Objectives

1. Main Street Beautification: Continue to work with the City on ideas which will enhance the beautification efforts within the DDA including the replacement of and addition of trees.
2. Way-finding Signage. The DDA will continue to ~~study ways~~ work on methods to better “locate” businesses in the downtown area. ~~This should be priority line items with decisions being made in 2014 and implementation as soon as possible thereafter in 2014. The study should include possible use of the existing kiosks and the development of a policy for the use of the kiosks, whether or not they are utilized for way finding. The DDA will continue to partner with St. Joseph Today on the Downtown Guide Map and Directory and share in the cost of production at least once each year.~~
3. Banners: The DDA will continue to oversee the Banner Program initiated in 2012. As previously decided, the banners will be changed out with new designs ~~every two years as deemed necessary and.~~ The next change out is anticipated for spring 2015. ~~W~~work with the City to replace banners as needed.
4. Parking Lot Improvements and Landscaping within the DDA: As an ongoing line item, the DDA cannot financially support a parking lot improvement project, but will encourage the City Commission to consider upgrades as a priority over the next 5 years. Investigate the possible to fund periodic maintenance regarding resurfacing / restriping of lots. The DDA will work with the City to research, study and implement solutions to the parking needs within the DDA.
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