

Goal 2: Downtown Gladstone

OBJECTIVE	STRATEGY	PRIORITY	OWNER
<p>Enhance the quality of life and develop a positive image of Downtown Gladstone to attract businesses, residents, and visitors.</p>	<p>Pursue revenue sources outside of the Tax Increment Financing Plan, such as mill levies, seeking private contributions, utilizing special assessments, considering event revenue sales, purchase, redevelopment of existing properties, and sales of property within the DDA district, grants, sponsorships, and municipal contributions.</p>	Ongoing	City Administration & DDA
	<p>Build upon the Gladstone Farmers Market to encourage foot traffic downtown.</p>	Ongoing	DDA
	<p>Coordinate with city departments on strategized street improvements and utility upgrades within the downtown district.</p>	Ongoing	Multiple
	<p>Encourage alternative and creative dining methods to promote future social districts.</p>	Ongoing	City Administration & DDA
	<p>Implement a program to serve and promote downtown businesses by utilizing our website to provide community resources and marketing our community both locally and regionally.</p>	Mid Term	City Administration & DDA
	<p>Create gateway corridors for visitors from M-35 and our waterfront districts to the downtown district.</p>	Long Term	Multiple
	<p>Work with MDOT to encourage safe and slow access into the City of Gladstone along US 2/41 and encourage beautification efforts on entrances to welcome visitors.</p>	Long Term	Public Works
<p>Increase property valuation by eliminating the causes of deterioration and promote economic growth.</p>	<p>Partner with property owners in the downtown district to promote residential and office space opportunities above downtown businesses.</p>	Ongoing	Community Development & DDA
	<p>Pursue development opportunities for key properties within the downtown district.</p>	Ongoing	City Administration & DDA
	<p>Update the Code of Ordinances to allow for the creation of a registration and inspection process for under-utilized buildings within the downtown district, ensuring property values are maintained, discourage long term vacancy, and identify hazardous conditions which may pose a safety risk to the community.</p>	Mid Term	Community Development /Public Safety
	<p>Secure funding to implement the façade improvement program.</p>	Ongoing	DDA
	<p>Support the development of the North Shore waterfront through infrastructure allowing mixed use commercial and residential zoning.</p>	Near Term	Multiple