

2023-2024 Downtown Workplan

Community Character				
	1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.			
	Meet with HPC/Community Character team to review Façade Grant Guidelnes and update	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Create a process/workflor for façade grants and COA	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Determine better connections between subcommittees and HPC	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Design Standards / Local Historic District status for 7th Aveue	incporate as part of downtown master plan		
	2. Update avenue signage in Main Street and 7th Ave to improve pedestrian experience			
	Apply for HCTDA Grant for updated pedestrian signs	Jamie	Feb-23	submitted
	Proceed with design and standards (regardless of grant award)	Comm Character Team	Jun-23	
	Include updated signage in CIP Budget	Jamie/City	Jan-23	
	3. Complete + Implement the 7th Avenue Branding Project			
	Narrow consultants and interview	Community Character Team	Feb-22	complete
	Form steering committee for branding meetings	7th Ave Branding Steering Committee	Jul-22	complete
	Present to Council	Jamie / Arnett Muldrow	Dec-22	complete
	Purchase swag/signage to distribute	Jamie	Feb-23	in progress
	Video launch of branding - concept to have someone do voiceover of brand statement in Arnett Muldrow report and different videos of people in 7th Ave	Jerry fitzgerald (volunteer/board member)	Mar-23	in progress
	4. Pursue development opportunities involved with Ecusta Trail			
	(incorporate in Downtown Master Plan process)			
	5. Vacant Window Improvement Program			
	Work with building owners to allow use of windows	Gaye Cinke / Comm Character Team	Spring 2023	
	Design window template	Jamie	Mar-23	
	6. Complete Streetscape			
	Communications and updates with business owners	Linda will help with business updates, engineering dept, Harper construction	all 2023	
	Water lines, connections/tap updates			
	Cost savings on asphalt, etc. Discount by adding onto work			
	Façade improvements during construction			
	Update businesses on status of streetscape	Jamie/Team	early 2023	
	Continue to pursue phase 2 and 3 of streetscape	Engineering dept, downtown dept		Engineering dept submitted several grants "Above the Mud" project