



Downtown Investment Authority

Memorandum

TO: DIA Board Members

FROM: Lori Boyer, CEO

RE: BID and CRA Update

DATE: January 12, 2022

As we prepare for the Workshop on Friday 1/14 on additional elements of the BID and CRA Update I want to recap where we are and what is yet to come.

Completed to date:

Willdan Market Feasibility- final report presented to Board in September 2021.

DuPont Riverfront Activation Study- Final public meeting held October 2021, concepts presented to DIA Board in Workshop held on November 22, 2021; DIA adopted Resolution 12-03-21 on December 15, 2021.

GAI contract

Task One- Update Downtown Design Guidelines to conform to the Downtown Overlay Zone and Downtown District Use and Form Regulations and provide clear guidance to developers, designers and DDRB- nearing completion, was presented to joint workshop of DDRB and DIA on November 3, 2021; comments and public input have been incorporated; will be appendix to plan but also incorporate recommendations into budget planning (Years Tables). Through the Task 1 stakeholder input, public outreach, one-on-one interviews with DIA and DDRB members, as well as through the process of creating the Design Guideline document itself, staff came to the conclusion that elements of the Downtown Overlay Zone and Downtown District Use and Form Regulation could be amended to better reflect their intent. The DDRB has created a working group to discuss potential amendments, with any recommendations to flow up to the DIA Board for review prior to any legislative pursuit.

Task Two- Parks Assessment & Plan (off riverfront) -inventory existing facilities (public and private) perform condition assessments, evaluate future needs and proximity requirements, recommend future amenities needed to serve Downtown workers and residents; presented to Board 1/7/21; final report being revised to incorporate comments from Board; will be appendix

to plan update; will incorporate recommendations into budget planning (Years Tables). On January 7th, during the presentation by GAI to the Board several recommendations or observations were made. On January 11th, DIA Staff met with the Consultant's Task 2 project lead to discuss how they will address these recommendations, which will be reflected in a subsequent to the presented Parks Assessment & Plan draft.

Task Three – Branding of Downtown and Downtown Neighborhoods- In order to both create excitement for the downtown market and to identify the unique personalities of each Downtown neighborhood and its target market, this task was included in the update and will guide marketing, art, signage, landscape, etc. Final personas, logos, target markets have been completed for neighborhoods within project scope. Awaiting banner and signage designs. Implementation plan recommendations will be incorporated into budget planning (Years Tables)

Task Four – Update of DRA Plan and Bid Strategy- This task includes both the required statutory updates of background data and future projections and updates of statutory and ordinance requirements as well as market and policy driven revisions to goals, strategic objectives and benchmarks, changes in incentives, future budget allocations, and plan projects and programs for the next 5 years and beyond. The revised goals and objectives were considered by the Board on December 8, 2021, and a workshop on incentives held on December 15, 2021.

At the same time, we have working with GAI on the updated and revised plan document itself which is substantially complete once all of these component elements are revised with your comments and suggestions.

Upcoming meetings:

1/14/2022 Workshop: Comments and revisions from the Board and members of the public on the proposed incentives have been incorporated in the revised versions that accompany this memo. Benchmarks that are clearly measurable have been now added to each goal. The upcoming workshop will focus on these revisions, the benchmarks, the Tiers Analysis and Years Tables (which are conceptual budget allocations for the future). Copies of the suggested redevelopment projects and programs for both the Northbank and Southbank will also be provided. A separate memo on all of these items is forthcoming.

Graphic Master Plan- The GAI contract also includes preparation of one or more graphic master plans that reflect the DIA vision for the future of Downtown incorporating input from each of the above as well as the LaVilla Strategy and Cathedral Master Plans, the 2019 Downtown Zoning Overlay and the SWA Riverfront Design Guidelines all of which were completed since the 2014 plan adoption. These documents are in progress but cannot be completed until each input above is finalized.

1/26/2022 Comprehensive Public Workshop: Individual surveys, focus groups, and public meetings have been held by Willdan, DuPont and GAI on each element making up the plan update but this meeting will seek public input on the collective documents. Cantrece Jones is organizing and noticing.

Late January/Early February: Special board meeting to consider master plan graphic and recommendation of final updated BID and CRA Plan to City Council. We anticipate at this meeting we will also be presenting suggested revisions to the Downtown Zoning Overlay and the Ordinance Code to accompany the Plan submission.