

# Downtown Steering Committee

## Principles of Outreach

- Consider stable land uses that sustain the City's long-term financial stability.
- Provide at least as many replacement parking spaces as exist today.
- Deliver additional parking spaces to meet demand from new development.
- Ensure the provision of infrastructure and services is financially sustainable.
- Develop community open space that is usable, safe, and synergistic with adjacent uses.
- Provide access for services, such as deliveries and waste disposal, to existing and new businesses.
- Minimize massing to avoid overshadowing First Street businesses

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## Rules for Engaging the Public

- Endorse and disseminate information consistent with the key learnings and alternatives agreed upon by Downtown Steering Committee.
- Avoid the dissemination of information and alternatives developed outside of the Downtown Steering Committee process.
- Community members may attend multiple outreach and engagement events. However, feedback from one attendee at one outreach/engagement event shall have the same weight as one attendee who participates in multiple outreach and engagement events.
- Outreach and engagement participants shall be asked to provide their name and status as a resident and/or property/business owner.

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## Tools for Limiting Development

- Downtown Specific Plan Amendment
- Initiative
- Moratorium
- Development Agreement
- Easement

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## Staff Recommendation

1. Receive and accept the key learnings and public engagement plan, and direct staff to commence with outreach according to the contents and schedule in the Steering Committee's engagement plan.
2. Provide direction regarding draft Principles of Outreach, Rules for Engaging the Public, tools for limiting development, and expiration of the Steering Committee, which is currently scheduled to occur on August 8, 2017.