



5-14-04

## East Downtown Strategic Plan Task Force Kick-off Meeting

On May 14, 2004, the East Downtown Strategic Plan Task Force met for the first time to review the overall approach and discuss important issues facing the area. The following summary includes their insights regarding top planning issues and views on important assets that the strategic plan can build upon.

### Top Planning Issues:

- Economic blight and vacant parcels
- Investment opportunities and potential
- Financial feasibility for projects
- Parking
- Circulation, connections (Transit Center, Santa Fe and road design) and infrastructure
- Keeping existing businesses
- Compatibility of existing uses (such as Gas Company)
- Role of areas a location for smaller businesses and incubator
- Expanding downtown
- Housing over retail (mixed-use)
- Specialty shops



East Downtown Assets:

- Medical center
- Available land and buildings
- Relatively affordable real estate
- Central California location (between ocean and mountains)
- Small town feeling
- City and community works well together
- Area considered part of the city core that is supported by General Plan polices for concentric growth
- Regional center for commerce
- Mill Creek
- Historic buildings and eclectic architecture
- Transit Center as “Gateway to the Sequoia”
- New people bring experiences and new expectations
- Has access to Downtown commercial services
- Good auto accessibility (opening Santa Fe will make it better)