

BOARD OF ALDERMEN

ITEM NO. E(1)

AGENDA ITEM ABSTRACT

MEETING DATE: March 21,2002

TITLE: Worksession to Develop Downtown Visioning and Economic Development Staff Work Plan

DEPARTMENT: Community and Economic Development	PUBLIC HEARING: NO
ATTACHMENTS: A. Resolution B. Memo from Town Attorney C. Recommendations and Action Steps from the Downtown Visioning Report D. Economic Development Toolbox	FOR INFORMATION CONTACT: James Harris, 918-7319

PURPOSE

The purpose of this item is to request that the Board of Aldermen review the Downtown Visioning and Economic Development Reports and provide direction on what elements of the reports it would like staff to address.

INFORMATION

The Board of Aldermen authorized the hiring of consultants to work with the Board, staff, citizens, and the business community to develop a vision for the downtown and to perform a downtown marketing analysis.

The Visioning process was held in September 2001. Staff has worked with the consultants to complete the Downtown Visioning reports, which the Board received on March 12, 2002. Dan Burden, Walkable Communities consultant, and Mike Luger, lead economic development project consultant, presented their downtown visioning and economic studies to the Board on March 21, 2002. At the March 21, 2002 worksession, the Board approved following the review process outlined by Michael Brough, Town Attorney (Attachment B).

ADMINISTRATION'S RECOMMENDATION

The Administration recommends that the Board, for the Visioning report:

- 1) Review the report;
- 2) Consider the recommended projects and strategies in the sections entitled Recommendations and Action Steps (Attachment C); and
- 3) Develop a list of projects for staff to address.

The administration also recommends that the Board, for the Downtown Carrboro Market Analysis:

- 1) Review the report;
- 2) Consider the recommended strategies in the Tool Box (Attachment D); and
- 3) Direct staff to develop an action plan for carrying out the actions with the understanding that many of the proposed actions are dependent upon developing collaborative relationships with developers,

property owners, other groups that need to be formed to work on issues such as marketing, and technology. A tentative time line will be developed for those elements of the Tool Box that can be done right away.