



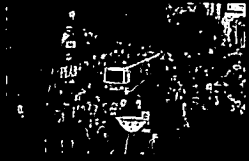
The Future of Downtown Redevelopment

Creating Places and Destinations:
Retail, Entertainment, Culture and Tourism
July 31, 2001

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JUL 31 2001
BY THE CITY COUNCIL
OFFICE OF THE CITY CLERK

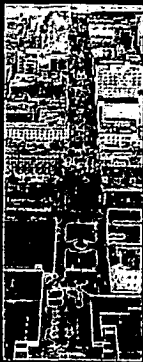
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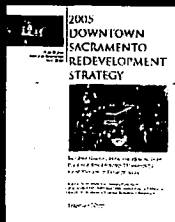


Workshop Objectives

- Review progress towards achieving retail, entertainment, and tourism objectives
- Review current Five-point 2000-2005 goals
- Discuss factors for success
- Discuss principles of future development and how they support retail, entertainment, cultural and tourism

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Review of 2000-2005 Redevelopment Strategy

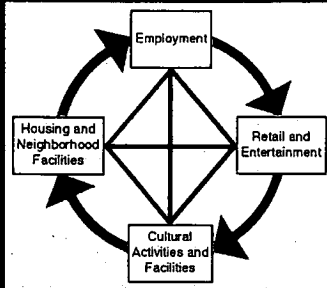


- Office and Employment
- Retail, entertainment and tourism
- Arts and Cultural
- Central City Housing
- Parking, Transportation, and Pedestrian Connections

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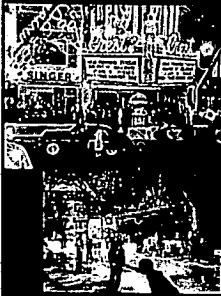
Review of 2000-2005 Redevelopment Strategy

The Urban Design Plan focused employment into a compact 18-block area around K Street. The strategy has been to energize the area with foot traffic and business activity to support other commercial, cultural and housing goals.



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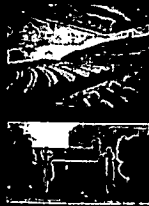
Retail, Entertainment & Tourism Strategic Opportunities:



- Land assembly on K St.
- Joint leasing strategy and new anchor tenants for K Street between 7th - 12th
- Strategize tenant mix and access to the Rail Yards development
- Continue to enhance and invest in the waterfront visitor experience

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Arts and Culture Strategic Opportunities:



- Support theater and entertainment venues at east end of K Street
- Expanding and reinforcing the Museum Mile concept for the waterfront
- Integrate public art retail, entertainment, and public improvements to create exciting and interesting cultural places

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Success Stories: Visitor Facilities

Convention Center Expansion

Hotel Development

Public Transit

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Success Stories: DSP

- 91% renewal rate
- Strong private sector leadership
- Successful Clean and Safe Program
- Programmed events:
 - Concerts in the Park
 - Shakespeare Lite
 - Holiday Ice Rink
 - Farmers Market

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Cycle for Success

Cycle for Success:

- Discovery
- Maturity
- Decline vs Reinvestment
- Contemporary Strategies
- Building/supporting synergies

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**Applying Principles for the Future
of Downtown Redevelopment to
Creating Destinations**

- What will be the legacy of
downtown redevelopment?
- What are our priorities?
- What is the role of the City and
Agency?

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Guest Speakers

- John Jalili, former City Manager,
City of Santa Monica
- Robert York, Retail Consultant, The
Fransen Company

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Shared Factors for Success:

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Next Steps

- Workshop #2: The Urban Waterfront
- Workshop #3: Living Downtown
- Workshop #4: Bring it all Together

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