



City of Prineville
DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT
CITY HALL
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August 19, 2014

Memorandum

To: Prineville City Council

From: Phil Stenbeck, CFM, Planning Director

Re: Downtown Strategic Plan Committee update/coordination report.

This report to the Council flows from discussions at the Downtown Strategic Plan Committee meetings. The Committee Chair Jason Carr has asked staff to provide the Council with an update on the activities of the Downtown Strategic Plan Committee. This memorandum is intended to share with the Council, the Committee direction, connection to the Council goals and provide the Council an opportunity to comment on the Committee activities.

**Downtown Strategic Plan Committee
Mission Statement**

Promote and attract a variety of businesses by creating a vibrant and friendly downtown destination that is aesthetically appealing and accessible.

**Downtown Strategic Plan Committee
Goals**

1. Parking – Improve – Locations.
2. Bike lane/sidewalk connections to and in downtown area.
3. Aesthetics.
4. Plaza/gathering areas.
5. Continuity of design.
6. Lighting in a cohesive design that is similar throughout downtown – such as the lights on the bridge on west side of Prineville.
7. Explore incentive and reward programs.
8. Partner with the Chamber.
9. Survey businesses for needs, wants, strengths and weaknesses

(Downtown Strategic Plan Committee – Council Update Report)

Downtown Strategic Plan Committee Projects

(Important Note: Funding for the Downtown Strategic Plan Committee projects are tied to grant opportunities, with no funding to be provided by the City.)

Short Term (Low Cost)

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| Project 1 | Weed removal in sidewalks in Downtown area. |
| Project 2 | Weed removal around landscape trees in sidewalks on Third Street. |
| Project 3 | New Larger Sign for Public Bathroom Downtown and new bicycle racks. |
| Project 4 | Parking Area Road Striping in City owned parking areas and on 4 th Street by pool. |

Medium Term (Medium Cost)

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| Project 5 | Pruning and taking care of trees/planting new ones. |
| Project 6 | Coordination/improvements for bicycle paths to and bicycle parking in the Downtown Area. |
| Project 7 | Parking Consultant to Assess Automobile Parking opportunities in Downtown Area. |

Long Term (High Cost)

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| Project 8 | Landscaping for City owned Parking Areas. |
| Project 9 | Third Street Road Signage showing Parking Areas. |
| Project 10 | Replace light poles with new, more modern lights that can handle banners and flower baskets. |
| Project 11 | Water fountain/play area in city/county plaza. |
| Project 12 | Bus coordination for certain sectors of Community – Seniors, Veterans, etc. |

Connection to Council Goals

The direction of the Committee and the proposed projects appear to be consistent with the following City Council Goals:

- *Continue to Be Fiscally Responsible in All We Do.*
- *Maintain Livability of Prineville.*
- *Sustain & Efficiently Plan for the Future Development of Infrastructure.*
- *Be "Business Friendly" – Strengthen Business – Government Relationships & Cooperation.*