

PLACE MAKING

Goal: Enhance the physical and public space that will foster a welcoming, clean, safe, and attractive environment resulting in increased district value.

Areas of Focus:

- Clean and Safe Programs - Downtown Safety and Perception
- Parking and Getting around Downtown

Project	Overview	Notes
Clean & Safe Program:		
<ul style="list-style-type: none"> • Downtown Lighting program 	<ul style="list-style-type: none"> ➤ Manage the rope/twinkle Lighting program, implement and continue to work closely with the City team on lighting maintenance ➤ Evaluate the lighting needs for South of Atlantic District and Plan (Private/Public support) ➤ Enhance the Holiday Lighting for 2016 for the entire Downtown District (round about lighting in PGAD) <ul style="list-style-type: none"> - Window Decorating Contest throughout the Downtown 	Continue
<ul style="list-style-type: none"> • Street Pole Banner Program 	<ul style="list-style-type: none"> ➤ Continue to manage the Downtown Welcome Banners program (District Banners) ➤ Order new banners as needed and evaluate the District/Neighborhood banners 	Continue
<ul style="list-style-type: none"> • Downtown Signage 	<ul style="list-style-type: none"> ➤ Collaborate and advocate for the businesses on the Downtown Signage programs and Kiosk ➤ Collaborate on new Way finding signage for the Downtown with City and CRA 	
<ul style="list-style-type: none"> • Sustainability/Clean up Downtown 	<ul style="list-style-type: none"> ➤ Collaborate with City Sustainability Team on programs and initiatives for the downtown (recycling program development, reduction of plastic bottles with use of water fountain) ➤ Clean up Downtown initiative – Cigarette Butt container testing through Grant program (WM) 	Priority #2
<ul style="list-style-type: none"> • Downtown Maintenance 	<ul style="list-style-type: none"> ➤ In collaboration with the City, work closely on the ongoing landscaping, sidewalk and trash can cleaning ➤ Collaborate with the City on Clean up Downtown project with Businesses 	
<ul style="list-style-type: none"> • Hospitality Zone Management / Nighttime Management: 	<ul style="list-style-type: none"> ➤ Collaborate and communicate with City Team on best practices and learnings from IDA and RHI ➤ Social Occupancy assessment 	

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Traffic and Parking in Downtown:		
<ul style="list-style-type: none"> Construction in Downtown 	<ul style="list-style-type: none"> ➤ Key communicator to the Downtown constituents of construction projects ➤ Liaison to City and Private Contractors of Downtown Key events and activities to be aware of through the process ➤ Promotions of Downtown during construction projects 	
<ul style="list-style-type: none"> Parking Downtown 	<ul style="list-style-type: none"> ➤ Implement an Employee Parking Program following the soft launch of the program <ul style="list-style-type: none"> - Evaluate and Manage the program throughout the year ➤ Promote and Communicate the current Downtown Parking to residents, visitors and employees ➤ Continue to work closely with City team on development and implementation of Parking Management Program for Downtown ➤ IPIC Construction Parking – collaborate with the city and IPIC to develop a Valet program for the displaced customer parking ➤ Continue to promote the Downtown Trolley program and walkability; work with CRA and City on Digital signage opportunities to assist with funding 	Priority #1
Downtown Safety:		
<ul style="list-style-type: none"> Homeless Initiative 	<ul style="list-style-type: none"> ➤ Collaborate with the partners to assist in finding a solution for the Hot Spot areas ➤ Assist with educating the businesses on roles and responsibility 	
<ul style="list-style-type: none"> Ambassador Program 	<ul style="list-style-type: none"> ➤ Collaborate with the City on the opportunity to enlist outside support of an Ambassador Public Safety team (West Palm DDA example program) to be a customer friendly resource and assist PD to reduce crime 	