



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 4/27/2023
To: Planning Commission
From: Kate Kaehny
Subject: City Center/Airport District Subarea Plan Project Briefing

Summary

City staff will provide the Planning Commission with its second briefing and input session on the City Center/Airport District planning effort at the May 2 meeting. This memo provides a brief status update on the project and highlights issues that will be further discussed at the upcoming meeting.

Project Status Update

Since the Commission's last briefing on March 7, City staff and the project consultant have been working on the following activities:

- Encouraging participation in Community Engagement Activity #1: The online "Big Ideas Poll,"
- Working on identifying community liaisons for project outreach,
- Preparing for business and property owner engagement process,
- Continuing work on economic/market study and report on existing conditions and infrastructure assessment, and other items.

Focus of May 2 Briefing Session

The main goal of Tuesday's briefing is to bring the Commission up to date on the advertising process for and preliminary results from the project's first major community engagement activity, the online "Big Ideas Poll." Staff is particularly interested in providing information on the use of social media to raise awareness of the poll, and the significant effect of these new communications tools. Staff will also share how the information from the poll will help inform the overall planning project.

Packet Materials

Packet materials include the following:

- This memo
- Copy of presentation slides to be reviewed at meeting