

Goal	Task	Responsible Party	Timeframe	Status Update
Enhance DDA District Aesthetics & Function	**Top Priority** Prepare a Streetscape Improvement Plan With the Following Goals: 1. Use DDA Infrastructure Plan as a framework to build on. 2. Enhance aesthetics, function and activating spaces, using industry best practices. 3. Make landscaping consistent across the DDA. 4. Revamp trees, planters, brick pavers. 5. Evaluate patio/outdoor dining opportunities. 6. Review opportunities to maximize and increase sidewalk areas/pedestrian/commerce opportunities to improve pedestrian safety. 7. Incorporate eco-friendly, sustainable practices into DDA by reducing impervious surfaces, incorporating rain gardens, prioritizing native and pollinator-friendly plants, and maintaining a mature tree canopy.	DDA Staff/ DDA Board	Short to Long-term	
	Top Priority Create Proactive Community Engagement Plan to educate residents and business owners about the Streetscape Improvement Plan project. 1. Gather community input. 2. Educate downtown stakeholders of plan.			

Red Text = Items from City Commission 2024 City-Wide Goals

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Improve Parking	Improve the Condition of Existing Lots by: 1. **Top Priority** Resurface the existing lots that are in need. 2. Prepare a plan to reconstruct/replace the Central Parking Structure.	City Commission/ DDA Board	Short-term	
	Maximize the Number of Parking Spaces by: 1. **Top Priority** Re-assess parking desires of parking patrons/users via user input, needs study, or other methods. Work with the Planning Commission and businesses. 2. Work with property owners of private lots to optimize layout, number of spaces, and increase efficiency/capacity. 3. Analyze more efficient parking space design (Pull-in vs. parallel vs. angled, etc.). 4. Work with Planning Commission to review approach to businesses providing parking. Look for more collective approach. 5. Review opportunities for additional parking spaces.	City Commission/ Planning Commission/ DDA Board/ DDA Staff	Short to Mid-term	
	Other 1. Incorporate electric vehicle (EV) charging stations. 2. Evaluate one-way street options.	DDA Staff/ DDA Board	Short to Long-term	

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Improve Pedestrian Safety (Coordinate with Streetscape Improvement Plan)	**Top Priority** Create Consistent Approach to Determining Pedestrian Crossing Facilities.	City Commission/ DDA Board	Short-term	
	Top Priority Prepare Plan to Address Tree issues, including: 1. Develop tree replacement plan. 2. Tree grates or alternative surfacing around trees.	DDA Staff	Short-term	
	Other 1. Ensure consistent sidewalk trim/brick work throughout the DDA. 2. Implement vehicle management features that slow cars, reduce traffic, etc. 3. Address uneven sidewalk pavement. 4. Develop a plan to activate alleys and sidewalks. 5. Eliminate obstacles on sidewalks and pedestrian crossings (such as light poles, planters, etc.). 6. Provide input to City Commission on proposed Multi-modal Transportation Plan	City Commission/ DDA Board/ DDA Staff	Short-to Long-term	
Kellogg Park (Coordinate with Streetscape Improvement Plan)	**Top Priority** Address Turf Issues by: 1. Explore natural/synthetic alternatives to turf grass. 2. Look into better turf management.	DDA Staff/ DDA Board	Short-term	
	Create brick pathways that are consistent with the downtown in Kellogg Park.	DDA Staff/ DDA Board	Short-term	
	Other 1. Update the Kellogg Park landscape plan, including pollinator-friendly plants, rain gardens, and maintaining a mature tree canopy. 2. Evaluate health of existing trees. 3. Incorporate East Penniman, or use of this street, into Kellogg Park functions. 4. Add security cameras.	City Commission/ DDA Board	Short to Long-term	

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Support Businesses	**Top Priority** Evaluate public Wi-Fi in DTP.	City Commission/ DDA Board	Short-term	
	Support Business Goals Through: 1. Continue community events. 2. Quantify value of proposed CC & DDA improvements to businesses. 3. Encourage business involvement in DDA programs. 4. Use Redevelopment Ready Communities program as a guide to market vacant properties. 5. Implement programming to create connections to other parts of the community.	DDA Staff/ DDA Board	Short to Long-term	
Other	Implement More Art Projects in the DDA, such as: 1. Invisible paint that appears when it rains, with messages such as "Thank you for shopping Downtown Plymouth." 2. Add more street art/painted artwork.	DDA Staff/ DDA Board	Short to Long-term	

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