









3RD STREET CORRIDOR Action Plan 2015-2020

Action Plan Update for 2015-2016

| Elements | Actions |  Tools |  Government |  Business |  Community | Responsible Department(s) | Status | |
|----------------------|---------|---|--|--|---|---------------------------|--|---|
| Land Use | 1 | Hold a property owner forum on the Walkable Urban Code. | Knowledge | ■ | | | Planning & Development | |
| | 2 | Use the Conceptual Master Plan as a guide when rezoning to the Walkable Urban Code. | Codes | ■ | | | Planning & Development | |
| | 3 | Add Midtown Steering Committee Chair and Vice Chair to zoning notification system. | Operations | ■ | | | Planning & Development | |
| | 4 | Encourage Midtown Steering Committee to monitor all zoning hearings. | Partnership | | | ■ | | Staff will add this item to the next Steering Committee meeting agenda. |
| | 5 | Complete 3 beautification projects, such as murals, colorful building repainting and tree planting. | Partnership | | | ■ | | |
| | 6 | Create marketing materials for development sites. | Knowledge | ■ | | | Planning & Development Community & Economic Development | |
| Housing | 7 | Create standard plans for live/work and urban housing on typical 3rd Street lot sizes. | Financing | | ■ | | | |
| Economic Development | 8 | Pursue partnerships with District employers to provide information about jobs, internships, and apprenticeships at Monterey School. | Partnership | | | ■ | | |
| | 9 | Hold a street festival. | Partnership | | | ■ | | |
| | 10 | Identify and reduce zoning and licensing barriers for temporary and mobile retailers and restaurants. | Codes | ■ | | | Planning & Development | |
| Health | 11 | Continue Block Watch program. | Partnership | | | ■ | | |
| | 12 | Hold a professional training forum on Healthy Corner store programs and identify a lead non-profit to develop a program in Midtown. | Knowledge | ■ | | | Planning & Development | |
| | 13 | Pursue funding for improvements at Monterey Park. | Financing | | | ■ | Parks & Recreation | |

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| Mobility | 14 | Complete an Urban Circulator feasibility study. | Plans | ■ | | | Public Transit | |
| | 15 | Pursue grants, fundraising campaigns, and other funding opportunities for an enhanced bicycle lane. | Financing | ■ | | | Street Transportation | Street Transportation has completed the pre-design phase of the 3rd Street Improvements included in the Capital Improvement Program. |
| | 16 | Create a fact sheet about the Complete Street Concept for property owners. | Knowledge | ■ | | | Street Transportation | |
| | 17 | Hold a property owner workshop on the Complete Street concept. | Knowledge | ■ | | | Street Transportation | The 3rd Street Improvements project included a series of stakeholder meetings and project-specific meetings where the Complete Streets concepts and program were presented and discussed. |
| Green Systems | 18 | Hold a community tree planting event. | Partnership | | | ■ | | |