

Economic Development Ad Hoc Working Group Recommendations

1. Recruitment, Retention and Physical Improvements: Staff in conjunction with consultants, business & service organizations, other volunteers, etc, (a Council member may also choose to attend meeting discussions on one of these subject areas) to continue work, as follows:
 - a. Short term physical improvements via volunteer and cooperative ventures
 - b. Work with the Arts Committee to identify on areas to be explored for Art in the Commercial Zones, including murals on public and private property
 - c. Keep an active eye on City maintenance/housekeeping issues along Solano/SPA/and Redevelopment area
 - d. Maintain and expand contacts with businesses/property owners/realtors
 - e. Recruit new businesses for SPA/Solano/Redevelopment area
 - f. Continue cooperative ongoing education and outreach to the current business community
 - g. Work with Community Development Dept on planning process improvements
 - h. Focus on business greening issues citywide, both in terms of attracting new green businesses and for greening our existing business community.
 - i. Assess feasible planning for long term physical improvements for SPA/Solano/and in the Redevelopment Zone
2. Identity/Branding Issue:
 - a. Council to appoint a short term working group, to begin after Fern Tiger community process in the spring/summer; and to include prior work done on motto by SEJC, and other past efforts, such as SPA streetscape.
 - b. Identity Working Group to resolve issue of motto; come up with a statement to help guide development of visual improvements such as signage, gateway treatments; and to define what the "Albany experience" should be in downtown areas (Solano Ave. and SPA) with a special focus on economic development/streetscape.

- c. In addition, need to clarify responsibilities for managing Albany's identity. Right now --"identity" seems to fall between different departments and/or committees.

3. Entryway and Gateway Signage and Treatment

- a. Identify locations for directional signage and transmit to Traffic and Safety Commission for process and implementation
- b. Incorporate identity working group results, when completed, to guide design development.

4. Banners to promote the business district:

- a. Authorize the Solano Avenue Association, the Albany Chamber of Commerce, as well as the City, to place temporary banners on designated poles on Solano and San Pablo Avenues; allow the banners to include the names of sponsoring Albany businesses and community organizations; subject to review by Community Development staff.
- b. Banners that are to be placed on Solano and San Pablo Avenues for more than twelve consecutive months are to be reviewed by the Arts Committee for recommendation to the City Council.