



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Central City Revitalization Task Force Update

MEETING DATE: October 19, 1994

PREPARED BY: City Manager

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: Tony Segale, Chair, Central City Revitalization Task Force, will present an update to the City Council regarding the progress of the task force.

FUNDING: None required.

Respectfully submitted,

Thomas A. Peterson
City Manager

Prepared by Janet S. Keeter
Economic Development Coordinator

TAP:br

CCOM-123/TXTA.07A

APPROVED: _____

THOMAS A. PETERSON
City Manager



**FREEDMAN
TUNG &
BOTTOMLEY**

Urban Design & Planning
District Revitalization
Street & Plaza Design

October 19, 1994

Lodi City Council
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

RE: Central City Revitalization Strategy - Downtown Parking Recommendations

Honorable Mayor and City Councilmembers:

Our draft recommendation to institute a 30 minute limit on parking in some portions of Downtown generated more controversy than even we had anticipated. We believe that such a limit will make more effective use of Downtown's parking resources than the policies currently in place. However, the importance of the recommendation pales in comparison to the need for unity among Downtown's merchants, property owners, City staff, and the community-at-large. If the revitalization effort is to have a chance of success all parties need to support the Revitalization Strategy wholeheartedly. In fact, everyone needs to promote it wholeheartedly.

We hereby withdraw our recommendation for the 30 minute limit. There are much more important issues to address, and we sincerely regret any loss of steam that this particular issue has caused. Let's crank the engine back up and move on. We need to make Downtown the place where everyone in Lodi comes together. Thank you for your consideration.

Very truly yours,

Michael Freedman

Michael Freedman

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