



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Technical Assistance Regarding Downtown Plan

MEETING DATE: July 21, 1993

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council authorize City staff to work in cooperation with local businesses and the Chamber of Commerce in hiring technical assistance for a downtown revitalization symposium.

BACKGROUND INFORMATION: The firm of Freedman, Tung, and Bottomley (FTB), an urban design and town planning firm located in San Francisco, has offered to provide their services to Lodi by presenting a downtown revitalization workshop. Their services will cost approximately \$1,500 which will be sponsored by businesses and possibly committees dedicated to working on the downtown project. The Lodi Downtown Business Association (LDBA) will assist in contacting potential sponsors for this event which has been scheduled for Thursday, August 5, 1993.

FTB assists communities in establishing strategies for beneficial change in neighborhoods, downtowns, commercial districts, and public places. The firm offers specialized services in downtown and neighborhood revitalization, land use policy and design guidelines, development planning, civic facility master planning, and streetscape and plaza design. Current projects underway at FTB include a Downtown Specific Plan and Revitalization Strategy for the City of Ventura, a Downtown Revitalization Master Plan and Street Design for Cathedral City, a rail corridor renovation plan for Mountain View, streetscape renovation designs for downtown Phoenix, a downtown revitalization strategy for Arcadia, and city gateway designs for Redwood City, California and Ames, Iowa.

Mr. Freedman, founding principal of FTB, is a frequent speaker for the League of California Cities, the American Planning Association, the American Institute of Architects, Pacific Coast Builders, and the International City Managers' Association.

FUNDING: None required

Respectfully submitted,

Thomas A. Peterson
City Manager

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TAP:br
CCCOM810/TXTA.07A

APPROVED _____

THOMAS A. PETERSON
City Manager



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