

CITY COUNCIL MEETING
SEPTEMBER 2, 1987

PRESENTATION
REGARDING
DOWNTOWN LODI
REVITALIZATION
EFFORTS

CC-10(f)

A presentation was made by Kathleen Les of Les-Thomas Associates regarding downtown Lodi revitalization efforts. Ms. Les indicated that Lodi's downtown area is in fairly good shape but the city should make the preservation of its historic character a priority to attract more shoppers. Ms. Les further indicated that her studies revealed 65 percent of downtown buildings have retained some of their

original facades. The entire area could be registered as an historic site and an historic preservation ordinance should be adopted to encourage the area's maintenance. Low-interest loans could be one way to facilitate renovations.

Ms. Les added that capitalizing on the historic atmosphere combined with increased promotions and targeted marketing themes are three of the major ways downtown Lodi could be revitalized.

Ms. Les stated that the southern portions of the downtown area have been maintained fairly well while the eastern and northern sections have deteriorated.

Ms. Les reported on the results of surveys of shopper, merchants and marketing trends.

The downtown area has a wide variety of stores, she said, but should move away from variety and develop a special retail niche. Variety is supported by high volumes of traffic which downtown Lodi does not have when compared to shopping malls.

Formation of a business improvement district to basically tax business owners to accumulate funds is key to increasing promotion and marketing campaigns for the area.

Mr. Stan Bauer, president of the Lodi Downtown Business Association, said the organization is still firmly behind the concept of creating the district but does not have a concrete proposal to bring to the Council yet.

Ms. Les indicated that she would provide the City with a written copy of her report and recommendations.

No formal action was taken by the Council on this matter.

On motion of Council Member Hinchman, Snider second, Council voted to discuss item K-5 - "Review parking study and needed curb and gutter improvements at Bus Depot at Pine Street and Stockton Street" next and then continue with the Regular Calendar in the order listed on the agenda.

COUNCIL COMMUNICATION

TO: THE CITY COUNCIL FROM: THE CITY MANAGER'S OFFICE	COUNCIL MEETING DATE September 2, 1987	NO.
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SUBJECT: PRESENTATION BY KATHLEEN LES OF LES-THOMAS ASSOCIATES REGARDING DOWNTOWN LODI REVITALIZATION EFFORTS

RECOMMENDED ACTION: This is an informational report which requires no action by the City Council.

BACKGROUND INFORMATION: Upon completing her tenure as consultant with the City of Lodi Downtown Business Association, Kathleen Les of Les-Thomas Associates will present a current assessment of downtown Lodi revitalization efforts. Included in her presentation will be recommendations on the next important steps to take in the planning and implementation of Lodi's downtown revitalization efforts.

Alice M. Reimche
Alice M. Reimche
City Clerk

for

James B. Schroeder
Community Development Director

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CITY COUNCIL

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CITY OF LODI

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City Clerk

RONALD M. STEIN
City Attorney

September 10, 1987

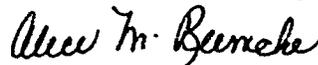
Ms. Kathleen Les
Les-Thomas Associates
1823 11th Street
Sacramento, CA 95814

Dear Ms. Les:

Thank you for your very detailed and interesting presentation regarding the downtown Lodi revitalization efforts.

We are looking forward to receiving a printed copy of your report for our files.

Very truly yours,



Alice M. Reimche
City Clerk

AMR:jj