

**Downtown Image Ad Hoc Committee  
Art Center  
2/23/2009**

Positives	Negatives	Sub-Categories
Good police presence Pro-active police	Overflow into residential neighborhoods of negative behavior Over use of police helicopters at night Lack of security at closing time Fighting, noise, arguing, vandalism Insufficient police patrol outside of Main street. Code enforcement issues	<b>PUBLIC SAFETY</b>
Vibrant, successful downtown A lot of opportunities for new business Community markets Surf City Nights Committed merchants Fantastic visitors guide Farmers market Walkable community/pier International tourist destination	Lack of entertainment options Need more business diversity to spend money Downtown businesses are incompatible with visitors Lack of things for kids to do No movie theatre downtown Lack of family oriented businesses Downtown is more then three blocks of Main street - need to broaden approach to encompass 22nd - Beach Blvd. and up to Palm	<b>BUSINESS VARIETY AND ATTRACTION</b>
Beach maintenance great/ supported by the City	Get rid of porta-potties Not enough trash pick-up on weekends Dirty sidewalks Squatters on vacant lots, sidewalks, and residential streets Handbills 9:00 am - noon street sweeping on Monday/ not business friendly	<b>CLEANLINESS</b>
Ambiance of outdoor dining Nice evening out without kids	Type of people at night, stigma associated with undesirable elements  Negative nighttime activity that discourages families Perception encourages people to go elsewhere Impacts not just on business but also residents (fighting, noise, trash)  Perception of negatives	<b>NIGHTLIFE</b>
Competitions Park at Library, great for family activity Diversity of culture Diversity of experiences (family, adult) Unique identity, not "elitist", Downtown is funky Hometown feel , good for families Surfing Museum Diversity of culture Surf City USA concept Old cars Great pier Helme House/Historic preservation Art center Very dog friendly	Lack of cultured exhibits, i.e. Red Bull Illume, family oriented Free movies at shop, but restrictions, city bureaucracy	<b>CULTURE</b>
<b>Items which have been part of inclusive public workshop process for the Downtown Specific Plan</b>		
Walkable community Walkable pier Parking at beaches	No free validations at The Strand, encourages parking on residential streets Lack of public transportation to and from downtown No cabs after 2:05 am Bike path / service path needs repair Lack of directional signage for parking Punitive parking policy - aggressively enforced (not visitor - friendly)	<b>PARKING/CIRCULATION</b>
Established beautiful high end neighborhoods surrounding downtown Library	No public restrooms during late evening hours and no directional signs to these bathrooms Lack of architectural style & public open space Lighting infrastructure poor, lighting/alleys Unfriendly zoning policy for development	<b>DOWNTOWN SPECIFIC PLAN</b>