



## ISSUES

Dated facade 'improvements' diminish value, historic integrity, and visual character.



Lack of parking enhancement standards diminish visual character and exacerbate urban heat island effect.



Current design guidelines are incomplete and difficult to apply and administer



## OPPORTUNITIES

- Consistent, streamlined review and approval process for new development
- Raising the bar
- Strengthen downtown identity and sense of place
- Encourage/support additional investment
- Strengthen environmental sustainability by providing shade and cooling, infiltration and filtering of rain water, and habitat
- Support tourism and economic development

