



# Memorandum

**TO:** RULES AND OPEN GOVERNMENT COMMITTEE      **FROM:** Councilmember Raul Peralez  
**SUBJECT:** SPUR WORK ITEMS      **DATE:** February 9, 2017

---

**Approved**       **Date** 2/9/17

---

## RECOMMENDATION

Augment the nominated Priority Setting Item entitled "Priority Response to SPUR and Staff Identified Work Items" to:

- a) Include under the sub item "Citywide Urban Design Guidelines", an update to the 2004 Downtown Design Guidelines
- b) Reexamine and update as needed the current Downtown Ground-floor Space Area (DG Overlay Area)

## BACKGROUND

I thank SPUR as well as PBCE and DOT for engaging in this dialogue on how to improve the quality of our city's urban design. With downtown transforming at such a rapid pace, our design guidelines should be evolving at the same pace. This much needed update to our citywide urban design guidelines presents an opportunity to also update the guidelines of our urban core, ensuring that city staff and our developers are on the same page in providing the best urban design product our downtown deserves.

Furthermore, it remains a priority of mine to find solutions towards our vacant storefront issues. Vacant storefronts continue to be a blemish on the growing potential of our downtown. The amendments to the Downtown Ground Floor Overlay two years ago allowed for an additional but limited number of uses. By exploring further, we may find other forms of businesses that would not often be expected in a ground floor storefront but could potentially bring along their own form of positive activation.