

(STAKEHOLDERS)
1. Business owners
2. Property owners
3. Consumers/customers
4. Downtown residents
5. Downtown employees
6. Non-Downtown residents
7. Realtors
8. Developers
9. Arts
10. School District
11. Demographics (categories)
12. Chamber
13. City

(BUSINESS OWNERS)

NEEDS	WANTS
Affordable leases	Well lit streets
More diversity of Mt. Diablo store front options, eg. some professional services	Transportation to downtown businesses, restaurants, services
Steady reliable internet	Investment in pay plant improvements by landlords
Proof income	New sign ordinance
Communication with City	*Shared parking separate simplify red tape, work on landowners* ¹
Median proposed works	
Need buy-in	
Transparency of City with property owners and business owners ie, parking lot notifications 300' land and business owners	
Open access to business with center turn lane	
Additional budget for maintenance	
Better sidewalks /walkways (ingrade asphalt pathway	
Better lighting	
Contact from City for engagement and public notice of project affecting them	
Retain retail on east end to support tax base for City	
Review of DSIMPIC Plan with participation of stakeholders of (east end) business and property owners	

¹ Comment with *...* indicates that it can either be a need or a want

(PROPERTY OWNERS)

NEEDS	WANTS
Fairness – east end assessment district	Incentives to partner with non-profits
Incentives for allowing short-term leases	Consider community building business to occupy their spaces

(CONSUMERS/CUSTOMERS)

NEEDS	WANTS
Consumers need to feel safe	Wine bar
Consumers need quality retail	Customers want something to do after dark
*Walkability	Entertainment options

(DOWNTOWN RESIDENTS)

NEEDS	WANTS
Walkable, safe streets	Reason to “park once” or simply bike or walk to everything one needs
	More parks (all kinds)
	Create a type of “basic appearance” standard that businesses need to meet (like a residents but business) East End
	Code Enforcement Complaint?

(DOWNTOWN EMPLOYEES)

NEEDS	WANTS
Parking Solutions	Parking options for employees e.g. sticker to allow special price parking at private meters-a certain number of meters allotted.
Affordable Rent	Parking Ordinance review
Transportation – Lafayette In general	
Livable wage	
Fair Pay	

(NON-DOWNTOWN RESIDENTS)

NEEDS	WANTS
	Farmers' Market
	Increased walk-ability (longer walk signals, right no turn on red phases)
	Easier Parking – all commercial lots should allow all customers, like La Fiesta Square. (Parking meters are ok)
	Whole Foods/McCaulos' parking lot rules reform two hours, no in and outs is ridiculous

(REALTORS)

NEEDS	WANTS
Businesses that increase home values- Find out what new homeowners want	Environment that increase home values: trees, parks, sidewalks

(DEVELOPERS)

NEEDS	WANTS
Mixed retail/use space	Attract certain types-incentives for Plaza Way? For other places?

(ARTS)

NEEDS	WANTS
Community Art Hub for visual and performing arts	Cultural Plan
Venue for film	Partnership with property owners to fill empty storefronts
Venue for live acts, speakers, etc.	Open air, new parking lot Performance area, at Park Live bands, dancing, etc.
Cultural Arts Center Venue	
City Support	

(SCHOOL DISTRICT)

NEEDS	WANTS
Traffic solutions	
Safe routes to and from schools	
More money from State	

(DEMOGRAPHICS)

NEEDS	WANTS
Seniors-convenient parking to downtown businesses.	Parents need family activities
Ask Staff – demographics, new residents	After school activities and childcare
Kid-friendly play spaces/hangout places for 0-5 preschoolers; 5-11 elementary schoolers	Entertainment options -Kids -Teens -Adults -Elders
Support Millennials *Families* *Seniors*	Ice Cream Parlor Little kids – Big kids
Downtown Community Center for all ages	Friday food trucks & performances/art at Plaza/new parking lot (families)
	Discovery Museum Interactive

(CHAMBER)

NEEDS	WANTS
*Consider stronger support from the City on cost of safety at public events	Tenants that attract responsible clientele

(CITY)

NEEDS	WANTS
General Plan update	Beautify downtown
Provide safe ROW	Parking for employees
Fix east end shortfall	Keep businesses occupied
Policy?	Buy land for parking
Fix shortfall of \$250 k core and growing	Decrease congestion
Wider sidewalks for seniors	Entitlement policy
Civility	Rezone micro zone
Underutilized land	Protect parking by BART users
CASA	Improve mobility
Culture and Arts City Plan	Community support for reasonable actions to meet housing and ABAG requirements
Urban density	
String lights from Happy Valley to Brown	
More parking	
Community meeting place	
Senior meeting place	