



Downtown Green

City Council: November 19, 2019

Presented by Jaime Chew, Recreation Manager

Agenda

Program history and background

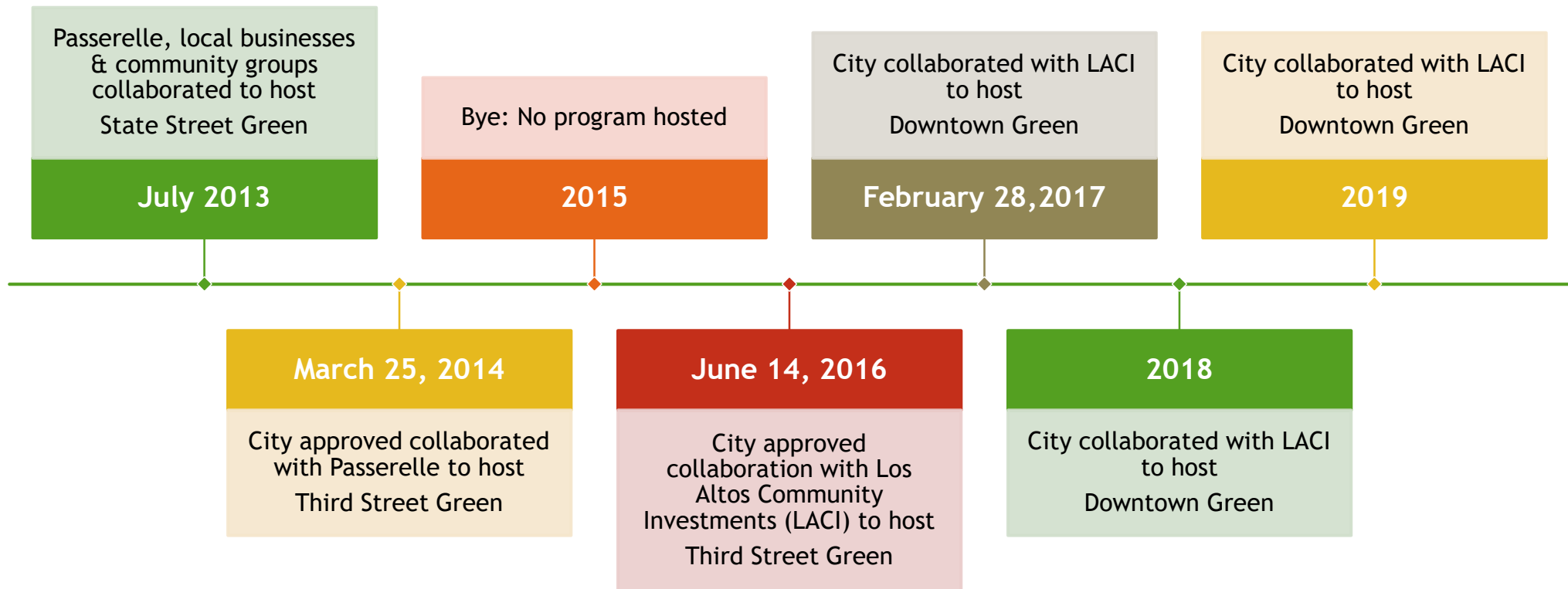


Review of the 2019 Downtown
Green program



Recommendations for the 2020
Downtown Green program

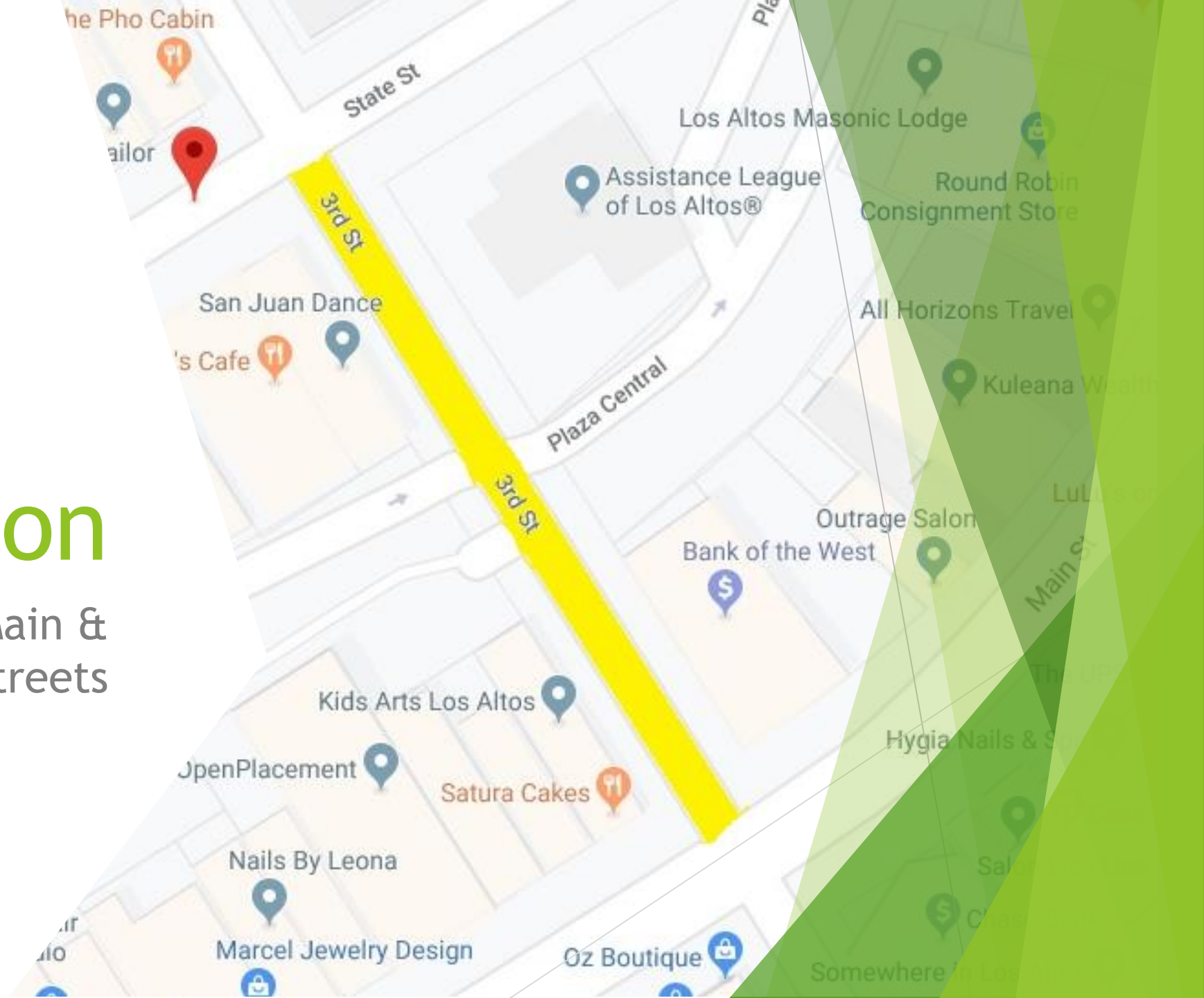
History and Background



2019 Downtown Green

Location

3rd Street between Main & State Streets





Partnerships and Collaboration

CITY OF LOS ALTOS - MULTIPLE DEPARTMENTS

LOS ALTOS COMMUNITY INVESTMENTS

LOS ALTOS CHAMBER OF COMMERCE

LOS ALTOS FORWARD

CLUB 55

LOS ALTOS PROPERTY OWNERS DOWNTOWN

GREEN TOWN LOS ALTOS

LOS ALTOS VILLAGE ASSOCIATION

LOS ALTOS POLICE OFFICERS ASSOCIATION

LOS ALTOS TOWN CRIER

Budget = \$50,000

\$25,000

- ▶ City of Los Altos - Recreation & Community Services Department's Community Events program operating budget

\$25,000

- ▶ Sponsorship by Los Altos Community Investments

2019 Adjustments

- ▶ Lights were raised
- ▶ Directional signage in parking plazas 5 and 6
- ▶ Concerts moved from Fridays to Thursdays
- ▶ Early and direct outreach to downtown businesses
- ▶ No portable restrooms



Ribbon Cutting

July 20, 2019

Saturday Movie Nights



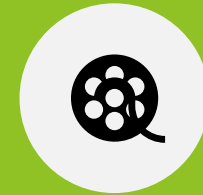
July 20:
Sing



July 27:
Raiders of the
Lost Ark



August 3:
Spy Kids



August 10:
Jaws



August 17:
Oceans Eleven



August 24:
The Secret Life of
Pets & Ferris
Bueller's Day Off



Fitness Saturdays and Sundays

Barre 3

Passion
Fit

Belly
Dancing





Thursday Concerts

- | | |
|-----------|-------------------------------|
| July 25 | Live Wire |
| August 8 | Neon Velvet |
| August 15 | Dewayne Oakley Blues Ensemble |
| August 22 | Daze on the Green |



Special Events







Farmers' Market Special Events



July 25: Kid's Day - Puppet Show



August 1: Flower Crown Making



August 8: Zucchini Car Races



August 15: Terrarium Class



August 22: Professional Fruit Caver Show



EVENT	FREQUENCY	ATTENDANCE	TOTAL
Movies	7	30 to 75	340
Fitness Programs	7	20 to 40	150
Concerts	5	100 to 200	800
Special Interest	14	30 to 300	2,250

By the Numbers...



BETTER
DIRECTIONAL
SIGNAGE



PRE-PLAN ALCOHOL
SALES

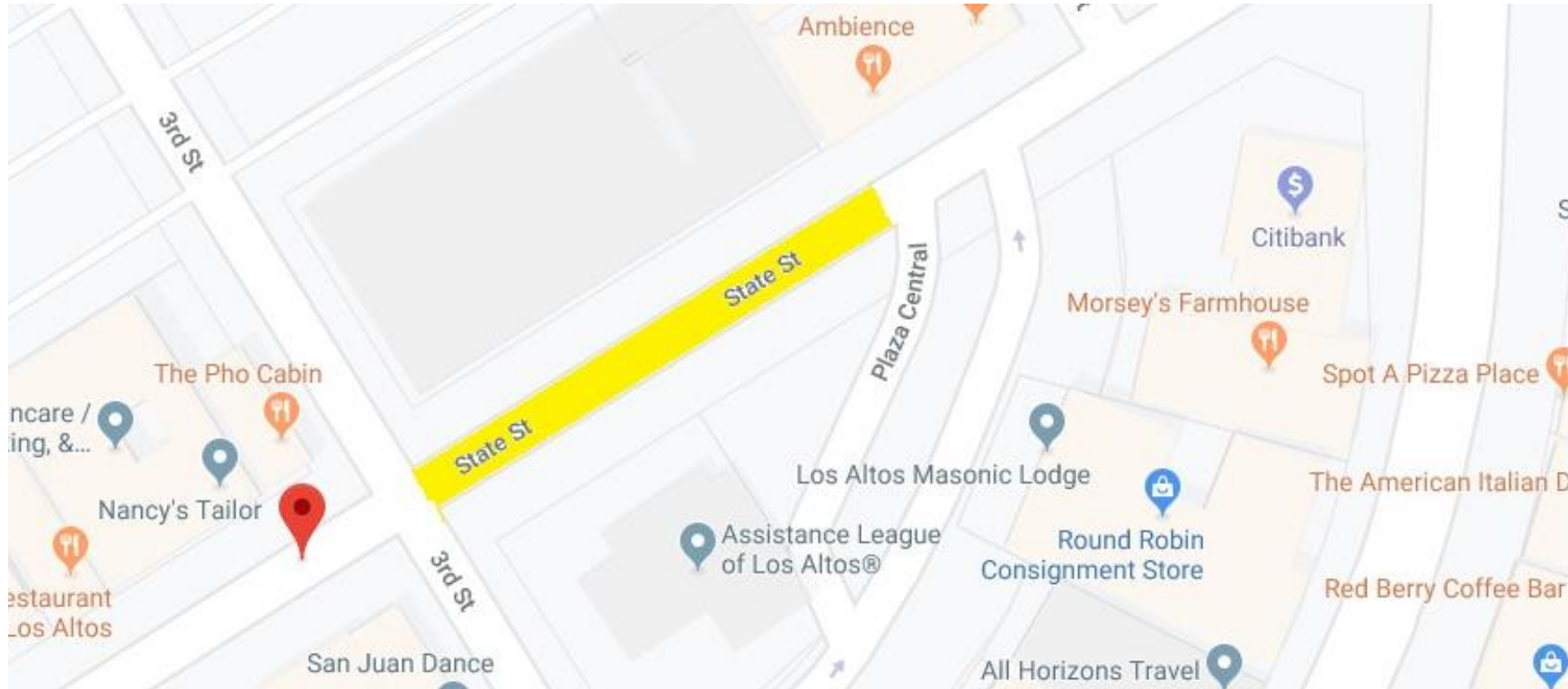


CONTINUE
UTILIZING STEERING
COMMITTEE FOR
PROGRAMMING



CONTINUE EARLY &
DIRECT OUTREACH
TO DOWNTOWN
BUSINESSES

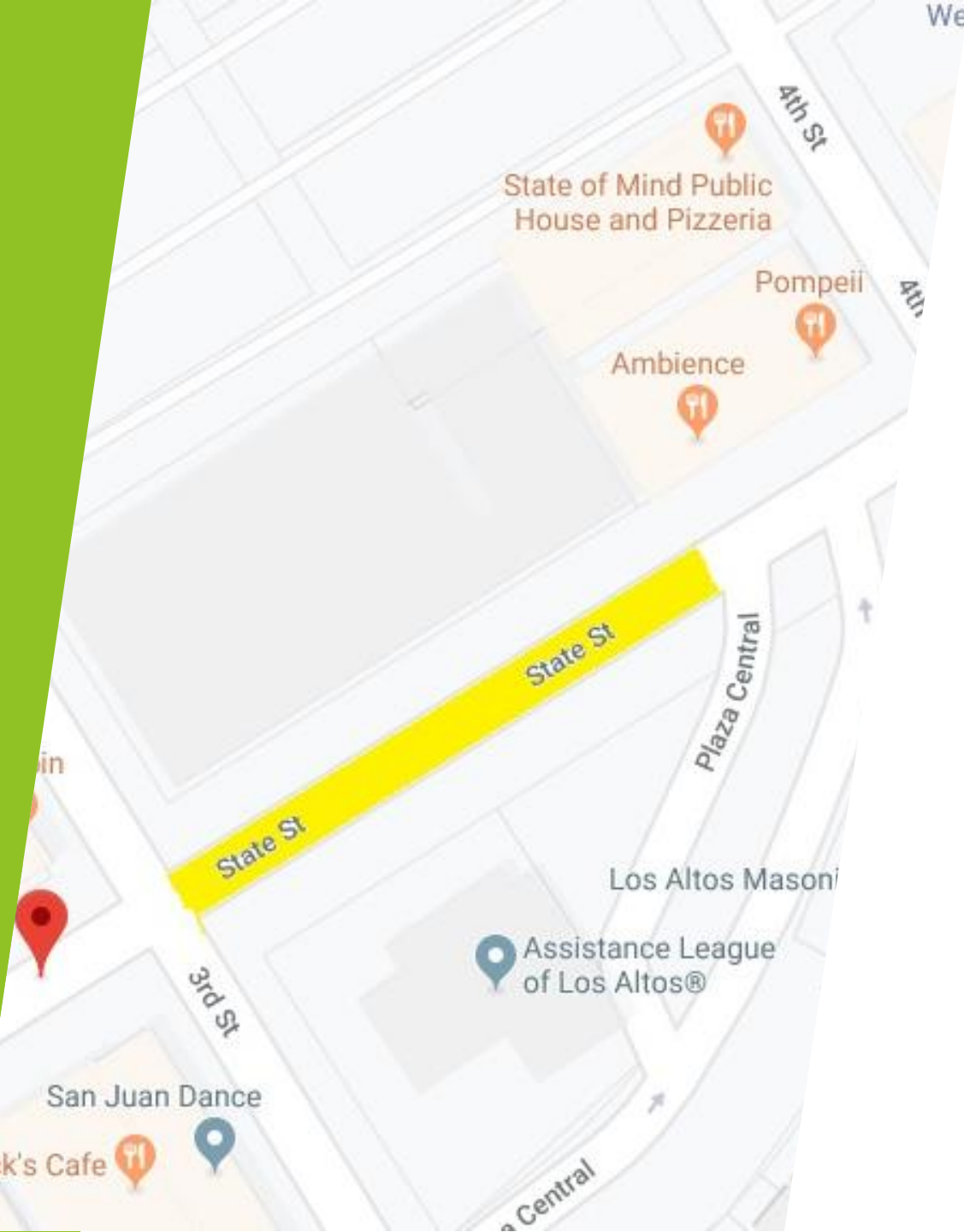
Steering Committee & Staff Recommendations for 2020



New Proposed Location

State Street between Third and Fourth Streets

* Just before the State Street entrance to Plaza Central



Location Benefits

- ▶ Better visibility and accessibility
- ▶ Community is familiar with street closure due to Thursday Farmers' Market from May - September
- ▶ Mitigate American Disabilities Act (ADA) compliance issues
- ▶ Increase available parking spaces during program

Options

1

Approve proposed new location of State Street between Third and Fourth Streets, just before the State Street entrance to Plaza Central.

2

Do not approve the proposed new location.

Option #1

Recommendation

Approve the proposed new location of State Street between Third and Fourth Streets, just before the State Street entrance of Plaza Central



Questions & Discussion

Creating Community through
People, Parks and Programs

Parks
Make
Life
Better!SM