



RESOLUTION NO. 39776

1 BY REQUEST OF COUNCIL MEMBERS CAMPBELL, McCARTHY, AND MELLO

2 A RESOLUTION authorizing the use of up to \$25,000 of City Council Contingency
3 Funds for the purpose of developing a Downtown retail enhancement study
4 and recruitment strategy to identify appropriate retail and restaurant uses;
5 and directing the City Manager to negotiate and execute a professional
6 services agreement for a third-party consultant, outlining the scope of work
7 and deliverables.

8 WHEREAS, over the last year, the City has seen unprecedented growth of
9 housing and an increase of restaurants choosing to expand and relocate to
10 Tacoma, and

11 WHEREAS, with more than 2,000 residential units set to break ground in
12 the next 18 months, the City must better position itself to attract the amenities
13 necessary to accommodate additional residents, create a vibrant 18-hour
14 community, and attract tenants for office space, and

15 WHEREAS, in order to increase the City's retail mix, an updated, focused
16 Downtown retail study and enhancement strategy is necessary, and

17 WHEREAS a third-party consultant will help City staff better understand the
18 appropriate retail mix to make downtown Tacoma more vibrant, and would provide
19 methodology and training to staff for recruiting appropriate businesses, and

20 WHEREAS the proposed retail enhancement strategy will focus on three
21 primary areas:

22 (1) Location – Identify the most appropriate location to establish a focus
23 zone, i.e., a “retail/restaurant cluster zone” similar to what UWT has created along
24 Pacific Avenue between 17th and 21st Streets. Once the zone is established, the
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same process may be used in other areas of downtown and across Neighborhood

1 Business Districts;

2 (2) Appropriate Retailers and Restaurants – Identify and recruit an
3 appropriate mix of retailers and restaurants to create a vibrant, vital commercial
4 district; and
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6 (3) Recruit Retailers and Restaurants – Train City staff to recruit select
7 types of retailers and restaurants to the area, as well as work with private property
8 owners to execute leases, and
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10 WHEREAS the work and full enhancement strategy are anticipated to be
11 completed by December 2017 at a cost of up to \$50,000; Council Contingency
12 Funds would provide up to \$25,000 of the necessary funding, with the remainder of
13 the funding to be provided by the Community and Economic Development
14 Department, and
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16 WHEREAS, at the July 18, 2017, Study Session, Council Member Mello
17 shared a Council Consideration Request to authorize the one-time use of up to
18 \$25,000 from the City Council Contingency Fund for development of a Downtown
19 retail enhancement study and recruitment strategy, and
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21 WHEREAS City staff will negotiate and execute an agreement for services,
22 outlining the scope of work and deliverables, and
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24 WHEREAS Ordinance No. 22569 requires an affirmative vote of not less
25 than six members of the Council in order to withdraw moneys from this fund; Now,
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Therefore,



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BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TACOMA:

Section 1. That one-time funding in the amount of up to \$25,000, budgeted from the City Council Contingency Fund, is hereby approved for the purpose of hiring a third-party consultant to develop a Downtown retail enhancement study and recruitment strategy to identify appropriate retail and restaurant uses in the City of Tacoma.

Section 2. That the City Manager is hereby directed to negotiate and execute a professional services agreement for a third-party consultant, outlining the scope of work and deliverables for the services described in Section 1.

Adopted _____

Mayor

Attest:

City Clerk

Approved as to form:

Deputy City Attorney