



BEAUTIFY COMSTOCK CENTER

An initiative of the Downtown Development Authority

*What is the **Beautify Comstock Center** initiative?*

An initiative of the Downtown Development Authority to revitalize and improve the perception of the Comstock Center area through beautification of the streetscape, public realm and building facades. An initiative to instill a sense of community pride in the Comstock Center area, attract new investment and remind people that *this place matters!*

Early Strategies.

- Placement and maintenance of donated planters around Comstock Center through partnerships with local greenhouses, downtown businesses, residents and the DDA Board. \$7,500/annually.
- Design and construct gateway treatments at five entry areas to the downtown area. \$75,000. Late 2021/2022.
- Improve appearance of the public right of way (litter, weeds, etc.). \$1,500/annually.
- Launch a public art campaign to improve the appearance of fixed objects on both public and private property. \$30,000. Spring/Summer 2022.

Long-term Strategies.

- Selective acquisition of property for redevelopment per the economic development and marketing strategy. \$250,000.
- Develop a façade improvement program for building owners. \$100,000+.
- Implement the streetscape/infrastructure improvements of the Downtown Development and Tax Increment Financing Plan. \$4M.




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Legend

-  Planters
-  Gateways
-  Bridge flowers



examples of beautifying the bridge railing and the planters.



Examples of gateway treatments.



Examples of public art.

