

HyettPalma
America Downtown®

Coolidge

Downtown Action Agenda 2007

A Collaborative Effort of:
The National League of Cities
and
HyettPalma, Inc.

Making Downtown Renaissance A Reality

HyettPalma

1600 Prince Street • Suite 110
Alexandria, Virginia 22314

Phone 703 683 5126
Fax 703 836 5887

E-mail: info@hyettpalma.com
www.hyettpalma.com

December 11, 2006

The Honorable Mayor Thomas Shope,
City Council Members,
and Members of the Process Committee
130 W. Central Avenue
Coolidge, AZ 85228

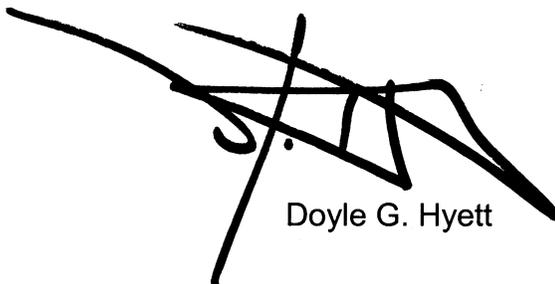
RE: Coolidge Downtown Action Agenda 2007

HyettPalma, Inc., is pleased to present to you the following report titled: ***Coolidge Downtown Action Agenda 2007***, completed under the program titled ***America Downtown® – New Thinking. New Life.***

This document includes the community's vision for Downtown as well as the findings of a comprehensive analysis of Downtown's commercial markets. The vision and market analysis findings were used to define a specific economic enhancement strategy for the Downtown project area. The recommended strategy was specifically designed to enable Downtown to attain the community's defined vision as well as the identified market opportunities.

Thank you for the opportunity to lend our firm's expertise to this very important project. We hope you will keep us informed of your success and know that we stand ready to assist in any way we can as you proceed with Coolidge's Downtown enhancement effort.

Sincerely,



Doyle G. Hyett



Dolores P. Palma

Process Committee Members

At the request of HyettPalma, Inc., Mayor Shope established a Process Committee to oversee this project. HyettPalma would like to thank the members of the Downtown Coolidge Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***Coolidge Downtown Action Agenda 2007***.

Thomas Shope	Mayor
Judy Lopez	City Council Member
Bonnie Palmer	City Council Member
Dave Bradley	Community Leader
Bob Flatley	City Manager
Sherry Ulmer	Director of Chamber of Commerce
Naomi Meadows	Downtown Business Owner
Brian Ahnmark	Editor, Coolidge Examiner
Pam Leal	Downtown Business Owner
Rhoda Anderson	Historic Commission Member
Donna Harrison	Historic Commission Chairwoman
Dr. Darlene White	Coolidge School District Superintendent
Jack Harrison	Downtown Business Owner

In addition, HyettPalma would like to thank Joshua Busard, Coolidge City Planner, for taking the lead regarding data collecting and all the preparations necessary for defining the ***Coolidge Downtown Action Agenda 2007***.

TABLE OF CONTENTS

Introduction 1

I. Project Overview 4

II. Downtown Coolidge Today 7

III. Resident and Business Surveys 17

IV. Downtown Coolidge Tomorrow 23

V. Downtown Market Analysis 28

- **Downtown Retail Opportunities**
- **Downtown Office Opportunities**
- **Downtown Housing Opportunities**

VI. Course of Action 43

VII. Partnership for Success 79

VIII. Implementation Sequence 84

IX. Appendix 88

- **Retail Report©**

Introduction

INTRODUCTION

In 1992, as America's largest membership organization representing the elected officials of this nation, the National League of Cities (NLC), decided to assume a more aggressive role in the areas of Downtown enhancement and local economic development. That role would involve offering technical assistance to local elected officials concerned about the economic success of their Downtowns.

To fill this role, the National League of Cities approached HyettPalma, Inc. Together, NLC and HyettPalma designed an advanced pilot program. The new pilot would offer on-site, technical assistance to a limited number of communities.

The new Downtown pilot was presented under the banner of *ACCEPTING THE CHALLENGE: THE REBIRTH OF AMERICA'S DOWNTOWNS*. It was structured to guide local governing bodies – working in partnership with local business owners, property owners and concerned citizens – in rethinking ways to rebuild our nation's Downtowns.

Availability of the Downtown pilot was limited to eleven cities. The purpose of limiting the number of communities that could participate in the pilot was to ensure quality service delivery to the participating cities. In addition, the pilot required the local governing body in each participating city to be the agency that contracted with NLC for services. This was done to ensure the involvement of the governing body from the very start of each local Downtown enhancement effort.

Once the pilot was completed, NLC and HyettPalma evaluated its effectiveness and whether or not to continue offering Downtown technical assistance. This was done with the assistance of local officials from the eleven pilot communities. Based on that evaluation, and specifically on the advice and needs expressed by the pilot's local officials, a new comprehensive technical assistance program was developed titled *AMERICA DOWNTOWN® – NEW THINKING. NEW LIFE*.

HyettPalma

America Downtown®

America Downtown® – New Thinking. New Life. was structured to provide the help local officials need to reverse their Downtown's cycle of decline and help it evolve to a brighter future. The program brings together the political insight of the National League of Cities and the Downtown expertise of HyettPalma, Inc. Together, they offer individualized assistance and a combination of strengths not available anywhere else.

America Downtown® – New Thinking. New Life. provides direct, hands-on help to city officials and community leaders who want to start, refocus, or energize their Downtown enhancement efforts. In 2006, thanks to the leadership of Mayor Thomas Shope and the City Council, Coolidge became a member of this Downtown program. The program's strengths are built on the following convictions.

- The assistance provided is implementation-oriented – not another Downtown plan or study but an aggressive course of action that local officials and community leaders can start to implement immediately.
- The recommendations made for each Downtown are pragmatic – tailored to local resources so that they can be realistically implemented.
- The solutions offered are success-oriented – designed to improve each Downtown's economy so that the results are long-lasting.
- The on-site assistance is inclusive – providing a forum that brings public and private sector constituents together to identify Downtown issues, define a Downtown vision, and take needed actions in partnership.