APPLICATION #

UTAH DEPARTMENT OF COMMUNITY AND CULTURE

UTAH STATE LIBRARY DIVISION

Capital Facilities Grant Application

Section I: General Application Information

ORGANIZATION Pleasant Grove Library	
FEDERAL ID #	
PROJECT CONTACT (name and title) April Harrison, Pleasant Grove Library Director Carl Sederholm, Chairperson, Pleasant Grove Library Board	
ADDRESS 30 East Center	
CITY Pleasant Grove **STATE** UT **ZIP** 84062	
PHONE 801-785-3950 **FAX**	
E-MAIL harrison.ah@gmail.com	
PROJECT START DATE: 6 months after funding received	**PROJECT END DATE:** 18 months after project has begun
PROJECT TITLE (In less than ten words) To Learn, To Dream, To Grow: The Pleasant Grove Library	
MAIN GOALS (State your goals in one or two sentences) Main goals: To design and build a library in Pleasant Grove that will 1) Better serve our rapidly growing population, and 2) Build a collection commensurate with the size and diversity of our community.	

FUNDING SOURCES (From complete detailed budget page)	
Grant Request	$10,000,000
Other Funding Sources (Grants, Private Donations, Public Donations	$2,000,000
TOTAL BUDGET	$12,000.000

NAME OF EXECUTIVE OFFICER (please print or type) TITLE Pleasant Grove Library Director
April Harrison

SIGNATURE April Harrison DATE September 21, 2009

Section II: Proposed Scope of Work (attach additional sheets as needed)

PROJECT DESCRIPTION AND EXPECTED RESULTS (Each application should state clearly what is proposed, why it is to be undertaken, what the expected results will be, and what the public benefit will be.)

The mission statement of the Pleasant Grove Library states that it will "provide diverse material in various formats, services, and programs that educate, inform, enrich, and entertain all the citizens of the community." In addition to this, the Pleasant Grove Library Board defines the primary role of the library as promoting lifelong learning. Unfortunately, the Pleasant Grove Library, as it currently stands, can no longer meet these goals effectively. This is mostly due to the inadequacy of the current building to host the growing numbers of people who attend library events. What's more, the library is so small that it can hardly meet the demands of patrons looking for the latest information, reading materials, and so forth.

For the last twenty years, the library staff has worked in a relatively nice building but one that was not necessarily designed to serve as a library for a dynamic and increasingly large population. In fact, having intended it to serve other purposes, the architects did not design the building with library standards and requirements in mind. Consequently, specifications that enable acceptable community use of the building, including ADA requirements, remain unmet.

The main problem with the current building is that it simply does not have enough space. Even the most cursory stroll through the small collection will show that books must be piled on top of neatly ordered rows in order to have room to display them. Even worse, the demands on the library's limited space are so heavy that we can hardly meet them responsibly. The current building currently serves as the home for local plays, children's programs, traffic school, and so forth. During the busiest time of the year--the children's reading program in the summer--the stacks literally serve as a backdrop to a large population of people picking up children, finding books, and chatting with librarians. With all the demand on the building, the library simply can't hold the numbers of people coming through the door.

Therefore, the Pleasant Grove Library staff and board request Capital Facilities funding to provide a library building that will service the increasing needs and demands of an ever-growing community, which values learning, education and community involvement, but has been largely underserviced by its current facility.

PARTNERSHIPS (Please list community supporters, funding agents, sponsorships, strategic alliances; applicants may attach up to five Letters of Support.)

The community of Pleasant Grove is a wonderful place to live. It has challenges, like many small cities. One of those challenges is the funding of a new library with limited resources. We have rooftops, but no strong tax base from which to draw. Pleasant Grove has a population of about 33,000 with a projected population in 2040 of 62,000. The city has numerous active organizations such as the Downtown Business Alliance, the Arts Council, the Historical Society, the Heritage Foundation, the Lions, and the Kiwanis Clubs. If approached, all of these organizations would work with us in building a new library. That is the kind of community in which we live.

As far as alliances or sponsorships go, we would like to say that we have written commitments of in-kind donations from businesses which have recently established themselves in the community, including BMW of Pleasant Grove, Embassy Suites and Convention Center, and the University of Phoenix—but we don't. What we do have is wonderful support from the citizens of the community. From a population of almost 34, 000, we have over 23,000 registered borrowers with an annual circulation of 406,133 items. Of the total circulation, 231,148 items were children's materials alone. Throughout the year, the library sponsors 868 programs with an attendance of 23,812. In the summer reading programs alone we have 1,200 participants all in a 10,230 square foot building, with our circulation materials, offices, and check-out desk consuming 6,095 of the total square footage.

The Pleasant Grove Library has dedicated and committed people in the community who believe the library is the heartbeat of the city. Ours is beating strong within too small of a structure.

PLAN OF WORK (Outline your plan of work, include what steps are planned with specific dates and activities. Include beginning date, completion date, and source of operation and maintenance funding.)

The library board and other task forces have been examining the idea of a new library facility for years and are ready to move very quickly once funds are available. The city will be ready to break ground on a new library within six months of receiving a capital facilities grant. During this six month period, the city will undergo a selection process for an architect, and draw up plans for the building and detailed plans for the construction. The new library will be completed within a year and half of beginning construction. The operation and maintenance funding will continue to be allocated from the city's annual budget.

Section III: Project Budget

PROJECT EXPENDITURE OF CASH OR THE VALUE OF IN-KIND SERVICES	Grant funds	Cash match	In-kind match	Total
Materials and equipment (itemize)				
Additional shelving to hold existing reference material currently not in circulation	40,000	5,000	5,000	50,000
Additional furnishings (tables, chairs, etc.) for increased building capacity	25,000	3,000	2,000	30,000
Additional equipment for adequate patron servicing (computers, copiers, software, etc.)	30,000	10,000	5,000	45,000
Upgraded online program offerings and services including e-books and library databases	10,000	2,000	1,000	13.000
Literacy Center	12,000	8,000	3,000	23,000
ADA Accommodations	25,000	17,000	2,000	44,000
Additional audio, video and periodical services	8,000	1,000	1,000	10,000
Capital improvements (itemize)				
New Library Facility (Children's Wing, Young Adult Area, Adult Center, General Area, Computer Center, Community Meeting Area, Administrative Offices, etc.)	9,000,000	1,000,000	300,000	10,300,000
Facility Exterior (Parking Lot, Drive-Up Book Drop, Bicycle Racks, Delivery Entrance, etc.)	500,000	250,000	90,000	840,000
Exterior Considerations (Outdoor seating, Story Area, Landscaping, Marquee, Walkways, etc.)	350,000	204,000	91,000	645,000
Supplies				
No additional supplies would be paid for with this grant	0	0	0	0
Personnel - labor, volunteer, contracted, professional and technical service				
No additional personnel, labor or service would be paid for with this grant	0	0	0	0
Other expenses	0	0	0	0
TOTALS	10,000,000	1,500,000	500,000	12,000,000

FUNDING SOURCES (From complete detailed budget page)	
Grant Request	**$10,000,000**
Other Funding Sources- specify type and source (grants, private donations, public donations) **Funding sources: private donations, public donations, existing resources on hand**	**$2,000,000**
TOTAL BUDGET	**$12,000,000**

Recommended Attachments:	
__ Organizational Chart	✓ Architectural Renderings
✓ List of Board of Directors/Advisory Board	__ ADA Access Plan
✓ Statement of Organization's Financial Solvency	__ Long-term Operation and Maintenance Plan
__ Detailed Cost Estimates for Project	

For questions contact Division Capital Grant coordinator: Dr. Steve Matthews at; smatthews@utah.gov or 801-715-6722.

Submit Completed Applications to:

Director, Utah State Library Division
250 North 1950 West, Suite A
Salt Lake City, UT 84116-7901

Utah State Library Division
Capital Facilities Grant Application

submitted by the
Pleasant Grove Library

Pleasant Grove

Utah's City of Trees

PLEASANT GROVE
BUSINESS ALLIANCE
Partnership • Education • Networking

September 18, 2009

To Whom It May Concern:

It is my pleasure to write a letter in support of the proposal being submitted to your organization by our library in Pleasant Grove.

The Pleasant Grove Library is a valuable resource that is used by community members of all ages and interests. It is used for pleasure, for education, for research, and for problem solving. The library has meeting space for community groups and presentations that appeal to various interests.

The library has served our business community as a place to meet and promote education and business services. We have encouraged our business members to be involved with the library's programs and have appreciated their returned support of business in the area.

I fully support the efforts of the library as they seek external funding to support a facility designed to better serve all members and groups of our community. A facility that can help our citizens and businesses become more educated will benefit individuals, businesses and the community at large.

Sincerely,

Mike Chamberlain
Pleasant Grove Business Alliance

Center Stage Youth Performers
P.O. Box 763
Pleasant Grove, UT 84062
www.plgrove.org/stage

September 19, 2009

To Whom It May Concern:

The Pleasant Grove Library serves a dedicated community that loves literacy! Unfortunately, our love for literacy has swiftly outgrown the confines of our current building. Many in our community visit the libraries of neighboring towns, in order to take advantage of selections unavailable in Pleasant Grove because of the lack of space.

What we lack in square footage, we make up for in heart! The tutoring programs which run through the summer, and the evening storytelling for children and families are well supported and hint at the possibilities for more available services to Pleasant Grove, could we build a more suitable space.

As a mother of 6, and in my capacity as a youth theater producer, I recognize the vital role literacy plays in the future success of our youth. A library that captivates the interest of a child and helps to create a love of reading is more than a mere building – it's a passageway to a remarkable future. Please help us!

Sincerely,

Emily Varney
CSYP Producer
http://www.plgrove.org/stage

September 18, 2009

TO WHOM IT MAY CONCERN

Pleasant Grove is a charming historic town, established by Danish, Swedish, Norwegian and British pioneers, and recently honored at our annual Heritage Festival. Our downtown is the heart and soul of our community with a wealth of registered historic homes and buildings, and right next to our Library and City offices, Police and Fire station and a pretty little park.

As we plan and design the future of our downtown (all zoning is in place to facilitate this planning) a combined Library/Arts Center will be at the heart of our future community center. It is therefore our goal as a city council to move as quickly as we can to bring our vision of the downtown to fruition.

You can normally gage the quality of a city by its library. This unfortunately is not the case with Pleasant Grove that outgrew its library many years ago. With a quite young, very educated population with more children per household under 12 than most cities in Utah, a new Library/Arts Center must be a priority.

Any help that can further these plans in our historic downtown, will benefit generations, and have my full support and gratitude.

Sincerely,

Cindy Boyd

Cindy Boyd
Pleasant Grove City Council

September 21, 2009

To Whom It May Concern:

The solvency of an organization, such as the Pleasant Grove Public Library, is reflected in its ability to satisfy its financial responsibilities, debts, and other obligations in an orderly fashion through the regular course of business. It has been my experience through my personal involvement with the Board of Trustees of the Pleasant Grove Public Library, that it is solvent as described above.

This fact is supported as the liquidity of the library has steadily grown over the last few years as evidenced by the unappropriated cash balances available for the use of the library in its natural course of business as described above. The amount held by the library in its unappropriated cash fund as of each of the previous fiscal year end periods has grown as follows:

June 30, 2004	$19,745.77
June 30, 2005	$42,935.74
June 30, 2006	$51,102.00
June 30, 2007	$47,578.51
June 30, 2008	$54,890.77
June 30, 2009	$61,540.82

As you can see, the library maintains adequate liquidity while meeting all of its financial responsibilities.

Sincerely,

Dustin Phillips
Finance Committee Chair
Pleasant Grove Public Library, Board of Trustees

Pleasant Grove Library Board of Directors / Advisory Board

Board Member	Committee	Address	Telephone Number	Email
April Harrison	Library Director	911 W. 2200 N.	801-785-8208	harrison.ah@gmail.com
Carl Sedeholm	Chairperson	237 S 300 E	801-796-9960	csederholm@yahoo.com
Roselle Harney	Policy Making and Governance	841 N 700 W	801-796-0613	sound586@msn.com
Jeremy Hurren	Technology	256 E 1550 N	801-385-3714	lordjeb@lordjeb.com
Landon Lindstrom	Public Relations	1667 N 270 W	801-785-0615	landon_l@msn.com
Harmony Packer	Secretary	735 Cherry Hill Dr.	801-785-2936	harmony@juno.com
Dustin Phillips	Finance	1728 N 350 W	801-642-3007	dustin.phillips@bankaf.com
Carla Erb	Education and Foundation Liaison	1070 E Grove Creek Dr.	801-796-8541	alcerb2@aol.com
Deon Giles	Leisure Services Director	70 S 100 E	801-785-6172	dgiles@plgrove.org

DOWNTOWN 2020
Action Plan

Pleasant Grove
Utah's City of Trees

Plan Preparation Schedule

9/19	Economic Development Committee: Review of Action Plan preparation
9/25	City Council: Presentation of proposed Action Plan outline
10/17	Visioning workshop: Downtown property owners
10/19	Visioning workshop: PGBA

Pleasant Grove
Utah's City of Trees

10/23	Joint CC / PC Work Session: Review of first draft
10/26	Work Session: R/UDAT Implementation Team
11/5-8	Training: National Main Street Organization (Washington, DC)
11/9	PGBA / R/UDAT Team: Review of second draft
11/28	Economic Development Committee: Review of second draft
12/13	Planning Commission: Presentation of third draft
12/19	Economic Development Committee: Review of final draft
1/15	City Council: Presentation and approval of Action Plan

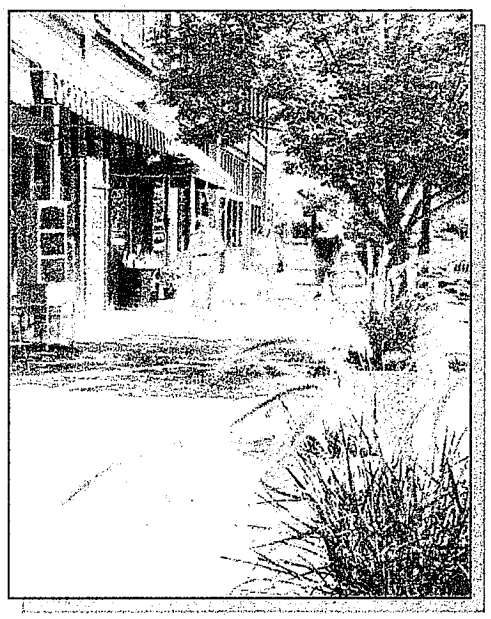
Plan Outline

1. Organization

A. Introduction
B. Action Plan Preparation
C. National Main Street Organization
D. Downtown Advisory Board
E. Action Plan Goals

2. Design

A. Design Theme and Name
B. Design Guidelines and Standards
C. Downtown Zoning Requirements
D. Infrastructure Improvements
E. Land Use Planning



3. Economics

A. Financial models
B. Typical downtown organization projects (initiatives)
C. The Role of Pleasant Grove City
D. Summary and recommendations

4. Promotion

A. Introduction
B. Vision Statement
C. Statement of Objective
D. Marketing initiatives (Branding)
E. Business recruitment
F. Business retention and expansion
G. Summary and recommendations

Urban Libraries Council

Impacts of the Internet on Public Library Use

Basic Fact Sheet

What: The research study, *The Impacts of the Internet on Public Library Use*, consisted of a national random telephone survey of 3,097 adults conducted during the spring of 2000. It was conducted in either English or Spanish. Funding limits prohibited conducting the survey in additional languages.

The survey was funded by a grant from the Institute of Museum and Library Services to the Regents of the State of New York. Co-principle investigators were Dr. George D'Elia of the School of Information Studies, University at Buffalo, State University of New York and Eleanor Jo Rodger, President, Urban Libraries Council.

Major Findings

1. 75.2% of Internet users also used the library and 60.3% of library users also used the Internet. 40% of the survey population used both the library and the Internet.
2. Use of the library and use of the Internet were inversely related to age. Library users were significantly younger than library nonusers: Internet users were significantly younger than Internet nonusers.
3. Use of the library was not significantly related to race/Hispanic ancestry. Use of the Internet was. Percentages by race/Hispanic ancestry of people reporting Internet use were:

   Hispanic (n = 350) 32.1

   White, not Hispanic (n = 2133) 58.0

   Black, not Hispanic (n = 357) 43.7

   American Indian (n = 21) 54.5

   Asian (n = 112) 66.7

   Note that the small samples of American Indians and Asians limit our confidence in the data reported for these racial groups.

4. Use of the library and use of the Internet were positively related to educational attainment. Library users and Internet users were better educated than nonusers.
5. Use of the library and use of the Internet were positively related to annual household income. Library users and Internet users reported higher household incomes than nonusers.
6. Use of the library and use of the Internet were affected by the sex of the respondent. The percentage of females who reported using the library was higher than the percentage of males who reported using the library. Percentage of males who reported using the Internet was higher than the percentage of females who reported using the Internet.
7. Among respondents who reported using both the library and the Internet –

a. there is no evidence at this time that use of the Internet is changing the reasons why people use the library (measured in terms of the PLA service responses);
b. there is no evidence at this time that the length , recency, and frequency of use of the Internet is changing why people use the library;
c. There is no evidence at this time that length, recency, and frequency of use of the Internet is affecting the frequency with which people use the library.

8. Among respondents who reported using both the library and the Internet –

a. There is evidence indicating that people are discriminating between which provider (or neither) to use for which reason . (Note that the reasons for using the Internet were also modeled after the PLA service responses thus providing us with a common set of reasons for using each of the providers.);

b. The average percentage of respondents who reported using only the Internet (20.3%) for some reasons was twice as large as the average percentage of respondents who reported using only the library (9.7%) for some reasons. This indicates that where users are using only one or the other of the two providers, the Internet is being used by about twice as many users.

9. Respondents who reported using both the library

and the Internet rated each of the providers on a set of service characteristics.

a. the library received higher ratings for :

- ease of use
- low cost
- availability of paper copy (compared to digital copy via Net)
- accuracy of information
- helpfulness of librarians (compared to helplines on the Net)

a. the Internet received higher ratings for:

- ease of getting there
- time to get there
- availability (hours of access)
- range of resources
- expectation of finding what is sought
- ability to act immediately on the information obtained
- up-to-dateness of information
- fun
- enjoyability of browsing
- ability to work alone (compared to working around other people in the library)

a. While the service characteristics of the library and the Internet generally received high ratings from the users, the ratings of the service characteristics of both of the providers were lower than the users' ratings of the importance ofthe service characteristics. It appears that there is room for improvement by both providers.
b. The ranked order of the respondents' ratings of the service characteristics of the library are inversely related to the ranked order of the respondents' ratings of the service ratings of the Internet, a possible indication of consumer differentiation between the two providers as also noted in 8a and 8b above.

10. Reasons for nonuse of the library selected by most respondents (who reported that they do not use the library) appear to be related to lifestyle choices. There is no evidence that the reasons for not using the library are

affected by use of the Internet.

11. The primary reason why respondents did not use Net when they have access to it was no perceived need.
12. Primary reason why respondents did not have access to the Net was cost.
13. Respondents who used neither the library nor the Internet satisfy their information needs primarily through newspapers and TV.

Frequently Asked Questions:

1. What does this research tell us about libraries and the digital divide?

   Nothing. This survey was not designed to address the issue of the digital divide. The telephone interview methodology excluded the 9% of U.S. households without telephone service, and the extensive telephone interview excluded those for whom a prolonged discussion in English or Spanish was not possible or comfortable.

2. Who was considered a "library user" in this study?

   Anyone who told interviewers that within the past year he or she had visited a public library, telephoned a public library, used a public library web site, or had another person use a public library on his or her behalf was considered a public library user.

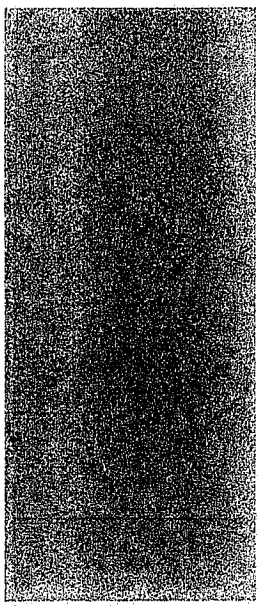
3. What did having "access to the Internet" mean?

   Anyone who responded that he or she had access to the Internet at home, at work, at school, at a public library, at a friend's , at a community center, or somewhere else was considered to have access to the Internet.

4. Who was considered an "Internet user"?

   Anyone who reported that he or she had used the Internet within the last year was considered an "Internet user."

5. How reliable are these data?



The overall margin of error for this survey is ±1.8%.

6. Where can I get more details?

A research report and a copy of the study questionnaire are available in PDF format on the ULC web site. With additional questions, please contact either of the two principal investigators:

Dr. George D'Elia
delia@acsu.buffalo.edu

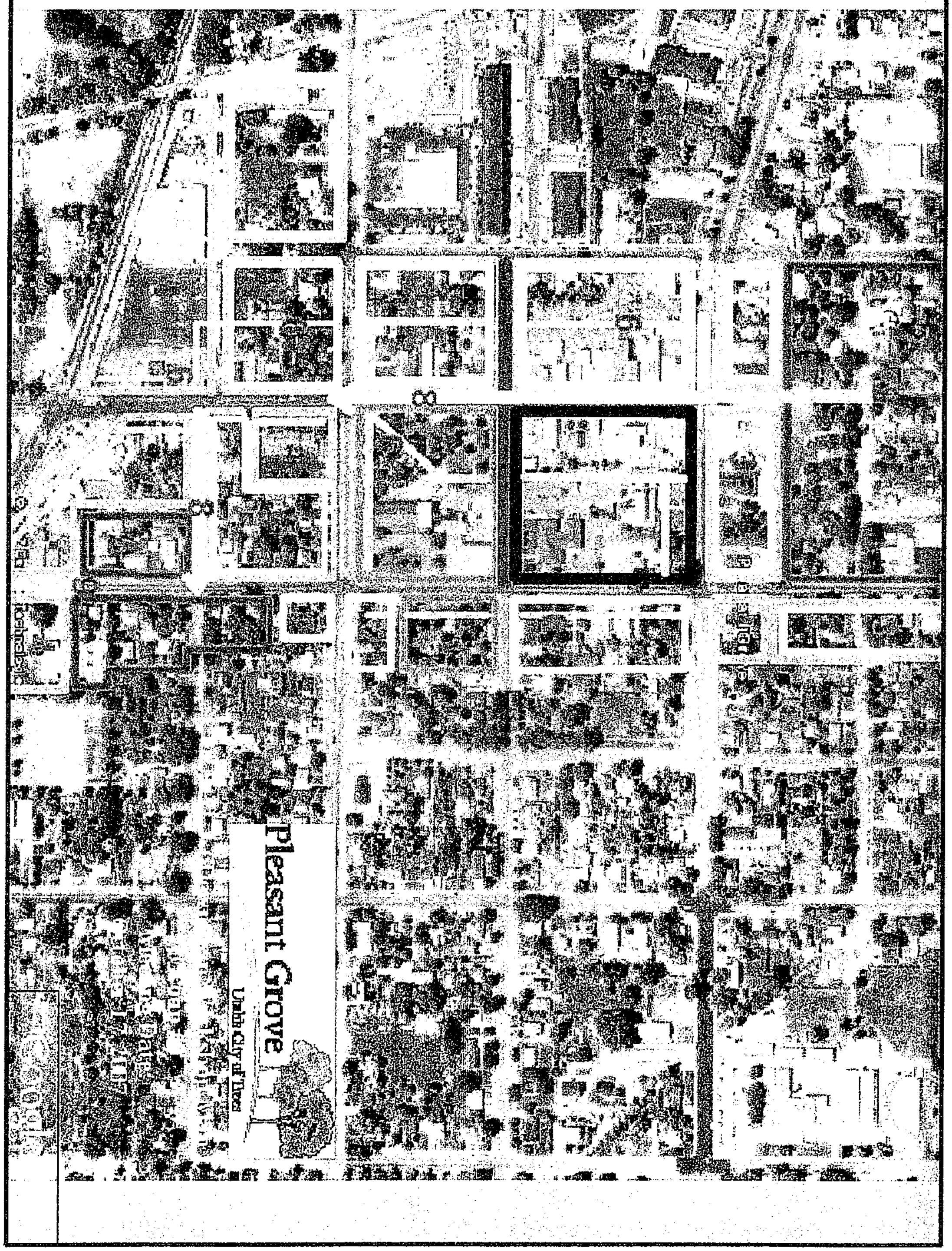
Eleanor Jo Rodger
ejr@urbanlibraries.org

Also Available for Viewing: October 18, 2000 Press Release

Urban Libraries Council
1603 Orrington Ave Suite 1080, Evanston, IL 60201
847-866-9999[Phone] 847-866-9989[Fax]
info@urbanlibraries.org

The Urban Libraries Council (ULC) is an association of large public libraries and corporations which serve them, organized to solve common problems, better understand new opportunities and conduct applied research which improves professional practice.

DOWNTOWN 2020
Downtown Pleasant Grove Visioning Map #3



1- Green/Park Area
2 Historical
3 " + Retail (Mix)
4- Retail
5- Residential - High Density
- Mixed use -
6-
7- Civic

Residents—

Pleasant Grove
Utah's City of Trees

Action Plan Implementation Schedule

Goal Action	Goal Leader	Involved Agencies	1st year	2 to 5 years	5 -12 years	Estimated Cost	Funding Source
Establish an Advisory Board	City Council	PGBA, Planning Commission, City Staff	X			n/a	n/a
Create non-profit organization	Advisory Board	Economic Development		X			
Amend zoning ordinances re: uses, density, mixed-use, driveways, landscaping, outdoor amenities, CBD boundaries, signage, etc.	Community Development	City Council, Planning Commission	X				
Adopt design guidelines and standards for a "Downtown Village"	Community Development	City Council, Planning Commission, Advisory Board	X				
Adopt financial plan and budget	City Council	Economic Development, City Admin.	X	X	X		
Perform a comprehensive market analysis	Economic Development	Consultant	X				
Create a Business Improvement District and other financial organization.	Advisory Board	City Council, City Admin. Economic Development		X			
Establish and perform branding / promotional programs	Economic Development	Advisory Board PGBA	X	X	X		
Schedule / hold new events	Advisory Board	City Departments, PGBA		X	X		
Perform economic development marketing / business recruitment	Economic Development	Advisory Board PGBA	X	X	X		

Pleasant Grove
Utah's City of Trees

Proactively retain and assist expansion and improvement of existing businesses	Economic Development	Advisory Board PGBA	X	X	X		
Perform civic center study	Economic Development	Consultant	X				
Develop new civic center in old village architecture	City Administration	City Council, City Departments		X			
Develop an arts center and promote arts programs							
Enhance and promote Pioneer Park and structures							
Enhance existing Community Center							
Develop a downtown parking plan							
Provide additional downtown pedestrian connections							
Enhance and improve the downtown park							
Provide outdoor public gathering spaces, including amphitheater, seating, games, water features, drinking fountains, hearths, public art, clocks, etc.							
Install more greenery, flowers and trees according to Urban Forestry Plan							
Install streetscaping along all downtown area streets							
Update goals / standards for historic preservation							
Install markers / monuments for Old Fort boundaries							
Promote and support							

destination businesses, i.e. local theatre, boutique shops, cultural attractions							
Establish a small business incubator							
Plan for a transit center							
Adopt a transportation / transit plan for street improvements and closures, bus stops, bicycles, street trolleys, buggies, etc.							
Plan aesthetic design for State Street overpass							
Install good directional and monument signage, including gateways							
Establish a Clean and Safe program							

Goals from General Plan, Chapter 3:

Goals	Strategies	Actions	Timing	Agency
1. Promote a design for downtown Pleasant Grove that is visually pleasing and enhances its unique and historic atmosphere.	**A.** Develop and adopt Downtown Design Guidelines for new projects and redevelopment.	**i.** Recognize and interpret the original military fort that served as the very beginning of downtown Pleasant Grove.	0-2 years	Planning Commission Community Development
		ii. Strengthen and clarify existing design standards for new development in the downtown area.	0-2 years	Planning Commission Community Development
	B. Plan for the needs and effective use of downtown community facilities.	**i.** Build a new civic center combining city hall, library and an arts center to better accommodate current and future needs.	0-2 years	Economic Development Community Development
		ii. Promote and maximize the use of the Pioneer Museum and Pioneer Park structures.	0-5 years	Community Development Neighborhood Committee
		iii. Retain and enhance the existing Community Center.	Ongoing	Leisure Services
	C. Develop a plan for efficient downtown parking.	**i.** Adopt standards which increase the efficiency of on-street parking.	0-2 years	City Council Planning Commission Community Development
		ii. Increase the capacity and user-friendliness of off-street parking.	0-5 years	City Council Planning Commission Community Development
	D. Plan for the effective use of downtown roadways.	**i.** Maintain the existing downtown inter-connected street network for pedestrian accessibility and efficient vehicular traffic.	Ongoing	City Council Planning Commission Community Development
		ii. Plan and install streetscaping along Center Street.	0-5 years	Community Development Public Works
		iii. Adopt code to prohibit the addition of new driveways on streets within the core of downtown.	0-2 years	City Council Planning Commission Community Development
2. Encourage the preservation of	**A.** Prepare an updated plan and goals for community historic	**i.** Adopt standards which will strengthen protections for historic buildings.	0-2 years	City Council Planning Commission Community Development

Goals	Strategies	Actions	Timing	Agency
historic structures and elements in the city.	preservation.	**ii.** Encourage the rehabilitation and adaptive reuse of historic buildings where appropriate.	Ongoing	City Council Community Development
		iii. Continue the identification, marking, and restoration of historic landmarks.	Ongoing	Historical Preservation Commission
		iv. Continue to support the Historical Preservation Commission.	Ongoing	City Council Community Development
4. Provide for the beautification of Pleasant Grove city streets to meet the vision of Utah's City of Trees.	**A.** Develop a city Urban Forestry Plan for street tree planting and other aspects of beautifying the city.	**i.** Define, identify, and beautify the major entrances to the community including the placement of new, eye-appealing signs designating these entrances.	0-5 years	Planning Commission Community Development Leisure Services
		ii. Identify and plan selected major streets of the city to become boulevards having curbs, planting strips, trees and sidewalks on both sides of these streets.	0-5 years	Planning Commission Community Development Leisure Services

Goals from General Plan, Chapter 4:

Goals	Strategies	Actions	Timing	Agency
2. Establish programs and procedures to revitalize downtown.	**A.** Create an entity whose sole mission is the revitalization of downtown Pleasant Grove.	**i.** Join the State Main Street program to benefit from its technical support and resources.	0-2 years	City Admin. Economic Development Director
		ii. Develop a strategic Downtown Revitalization Plan.	0-2 years	City Council City Admin. Economic Development Community Development
	B. Promote a rich mixture of uses downtown, including retail, entertainment, services, offices, housing, and civic uses.	**i.** Conduct a thorough market analysis to project demand levels, pricing, business mix, and potential build-out for a wide variety of uses.	0-5 years	Economic Development Director
		ii. Prepare a marketing package to attract businesses.	0-5 years	Economic Development Director
		iii. Proactively retain and assist expansion of existing downtown businesses.	Ongoing	City Council City Admin. Economic Development

Goals	Strategies	Actions	Timing	Agency
2. (cont.) Establish programs and procedures to revitalize downtown.		**iv.** Promote and support destination businesses, such as local theatre, boutique shops, and cultural attractions.	Ongoing	City Council City Admin. Economic Development Director
		v. Amend the Zoning Ordinance to permit desirable uses and prohibit those that have a negative impact.	0-2 years	City Council Planning Commission Community Development
	C. Establish a small business incubator in the downtown	**i.** Provide technical support, clerical support, shared meeting space, and discounted rents.	Ongoing	City Admin. Economic Development Director
		ii. Encourage graduating businesses to relocate downtown.	Ongoing	City Admin. Economic Development Director
	D. Generate substantially more housing than currently exists downtown.	**i.** Adopt City Code which permits high density multiple family housing development downtown.	0-2 years	City Council Planning Commission Community Development
	E. Develop a community arts center to house the activities of the arts commission.	**i.** Develop a new structure or gathering place in or near the park for outdoor events (concert series, plays, etc.).	0-5 years	City Council City Admin. Leisure Services
	F. Reinvest a portion of the tax revenues that will be generated in The Grove area into downtown.	**i.** Identify and adopt list of priority projects to be assisted through reinvested tax revenues.	0-2 years	City Council City Admin. Economic Development Director