

## **DOWNTOWN CRA ADVISORY BOARD GUIDING PRINCIPLES**

**VISION/PLANNING** – Work in partnership with the City, stakeholders and residents to develop and implement a (current and) collective vision of downtown that is articulated (and updated) through adopted plans.

**MANAGE/MAINTAIN** – Coordinate the management of downtown to encourage beneficial economic conditions for businesses and [maintain, foster, create] an attractive destination for residents, visitors and employees.

**REINVESTMENT** – Facilitate private market real estate development that supports a dynamic mixed use, walkable environment consistent with the redevelopment plan.

**DESIGN** – Require the highest design standards for all development in a way that compliments historic resources and ensures that Lakeland's downtown is unique and memorable.

**PROMOTE** –Coordinate the promotion and marketing of downtown: the message, the image and the vision.