





Economic Vitality

VISION: Downtown has a growing, diversified employment, ownership, and customer base and is the place to be for innovative, local, and entrepreneurial businesses in Longmont.

Strategy	Key Tasks	Timeframe	Status
1. Goal: Grow & Diversify the Employment Base in Downtown			
1.B.	Target job creation & office space occupancy <ul style="list-style-type: none"> • Evaluate and/or propose incentive for office development 	October 2017	
1.D.	Coordinate with Economic Partners <ul style="list-style-type: none"> • Attend Advance Longmont meetings • Seek partnerships and collaborations 	Ongoing	
2. Goal: Retain & Grow Locally Owned and Operated Businesses			
2.A.	Promote as Hub for Local and Support Businesses <ul style="list-style-type: none"> • Create Local Campaign • Featured Business of the Month (Board Pick) • Work off the REAL LONGMONT theme • Start Retail Committee 	Ongoing	
2.D.	Expand multicultural resources <ul style="list-style-type: none"> • Partner with Sister Cities and Multicultural Action Committee on street banners • Translate Incentive materials 	August 2017	
3. Goal: Appeal To & Attract Innovative and Entrepreneurial Businesses			
3.A.	Encourage/Recruit Start Up Businesses <ul style="list-style-type: none"> • Plan, Volunteer & Participate in Start Up Week Longmont 	July 2017	
4. Goal: Retain & Attract Retail Shops, Which Help Activate Downtown			
4.A.	Continue Investment in Incentives <ul style="list-style-type: none"> • Review and/or Create Incentives – retail conversion & office 	October 2017	
4.C.	Encourage Foot Traffic <ul style="list-style-type: none"> • Continue Event e-mails and programming 	Ongoing	
4.D.	Encourage loyal, diverse customer base <ul style="list-style-type: none"> • Plan Downtown Block Party to encourage all neighborhoods to patronize Downtown 	Ongoing	
5. Goal: Increase Downtown's Sales & Property Tax Revenues to Support Needed Investments in the District			
5.B.	Add Housing <ul style="list-style-type: none"> • Hold forum to discuss barriers to adding housing in mixed-use developments • Encourage housing in mixed-use developments 	September 2017/ Ongoing	

6. Goal: Partner with the Private Sector to Attract and Leverage Reinvestment			
6.A.	Focus on Public-Private Partnership Opportunities <ul style="list-style-type: none"> • 500 Block redevelopment • 300 Block Planning Charette 	Ongoing	
6.D.	Set funding priorities and Metrics for Incentives	December 2017	
 <p>Placemaking & Urban Design VISION: Downtown is a unique regional destination that retains an authentic sense of history. New and enhanced civic spaces, streets and alleys are exceptionally designed to ensure people feel safe and welcome.</p>			
Strategy	Key Tasks	Timeframe	Status
1. Goal: Maintain a Safe, Clean & Comfortable Environment			
1.A.	Coordinate with City <ul style="list-style-type: none"> • Continue Collaboration Meetings • Attend LHOT meetings • Manage parks relationship 	Ongoing	
1.C.	Safety presence <ul style="list-style-type: none"> • Work with police as possible • Start Safety Task Force with business owners 	Ongoing	
1.D.	Oversee maintenance <ul style="list-style-type: none"> • Maintain parking lots • Maintain services in GID • Periodic cleaning outside of GID • Clean & Green • Coordinate irrigation upgrade CIP project • Begin new relationship for pot maintenance 	Ongoing	
2. GOAL: Support Development & Programs That Reinforce the Distinctive, Creative Character			
2.B.	Create Design Standards <ul style="list-style-type: none"> • Create committee for design standards • Visit Ft. Collins for procedure/standards • Review design standards from similar communities 	June 2017 (~12 - 18 months)	
2.C.	Façade Grants <ul style="list-style-type: none"> • Update criteria for Façade Grants • Continue working with property owners 	Ongoing	
3. Goal: Encourage the Rehabilitation & Reuse of Historic Buildings			
3.A.	Historic Tax Credit Information	Ongoing	

	<ul style="list-style-type: none"> • Provide education and make connections regarding credits 		
3.C.	Establish a Historic District <ul style="list-style-type: none"> • Work with City on applying for National Register Historic District • Educate property owners on the benefits 	May 2017	
4. Goal: Improve & Expand Public Spaces to Enable Informal Gathering As Well As A Variety of Events & Activities			
4.D.	Investigate plan for historic tour <ul style="list-style-type: none"> • Work with partners on a Historic Walking Tour with visible placemaking elements • Investigate new historic plaques for Downtown buildings 	Ongoing	
5. Goal: Enhance Wayfinding to Help People More Easily Arrive & Navigate			
5.C.	Provide Consistent wayfinding elements <ul style="list-style-type: none"> • Investigate new kiosk designs 	Ongoing	
6. Goal: Invest in Infrastructure That Enhances the Pedestrian Experience			
6.D.	Provide street furnishings and other elements Streetscape Extension <ul style="list-style-type: none"> • Add streetscape amenities and planters to lower blocks 	April – June 2017	
 <p>Creative District VISION: Downtown is a thriving destination infused with arts, entertainment and cultural activities that attract people of all ages and diverse backgrounds.</p>			
Strategies	Key Tasks	Timeframe	Status
1. Goal: Manage Implementation of the Creative District as a Destination for Arts, Culture & Entertainment			
1.A.	Create non-profit <ul style="list-style-type: none"> • Hire Creative District Manager • Finalize & Submit 501c3 Paperwork 	December 2017	
1.C.	Showcase Creativity & Culture <ul style="list-style-type: none"> • Create banners for alley & Main St. 	Ongoing	
1.D.	Comprehensive Marketing <ul style="list-style-type: none"> • Create comprehensive marketing/PR plan • Continue social media outreach • Continue e-mail campaign • Create Holiday Marketing plan & outreach 	Ongoing	
2. Goal: Collaborate with Local Arts Groups to Increase and Enhance Creative, Multi-Cultural, and Arts Programming & Venues in the District			
2.B.	Business & Arts <ul style="list-style-type: none"> • Focus on art and business at Block Captain Meetings • Make connections as possible • Sponsor 2nd Friday events that combine businesses with artists 	Ongoing	

2.D.	<p>Curate or Promote Events</p> <ul style="list-style-type: none"> • Create & produce 2nd Friday events • Coordinate Day of the Dead collaborations • Sponsor Artwalks • Coordinate Trick or Treat St. • Produce Downtown Block Party • Produce Downtown Summer Concert Series • Produce Holiday Tree Lighting • Support & Market other events throughout District 	Ongoing	
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3. Goal: Encourage, Promote & Assist Creative Industries & Retailers to Locate in Downtown

3.A.	<p>Connect Businesses</p> <ul style="list-style-type: none"> • Meet with prospective Business Owners • Connect business owners with available properties • Promote business trainings and resources • Troubleshoot issues for existing businesses • Collaborate with other Economic Partners 	Ongoing	
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3.B.	<p>Incentivize Creative Industries/Retailers</p> <ul style="list-style-type: none"> • Evaluate Retail Conversion Grant • Consider options for Creative Industry Incentives 	Ongoing	
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3.C.	<p>Craft Corridor</p> <ul style="list-style-type: none"> • Create marketing materials that appeals to craft & culinary businesses to invest in Downtown • Create a web presence dedicated to craft & culinary recruitment 	Ongoing	
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Connectivity & Access


VISION: Access to Downtown is easy, safe and low-stress for people living, working or visiting by any form of transportation; understanding that almost every person is a pedestrian at some point of their trip to Downtown.


Strategies	Key Tasks	Timeframe	Status
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1. Goal: Align Transportation & Land Use Planning Efforts to Achieve a Well-Connected Downtown

1.C.	<p>Evaluate projects and roadwork</p> <ul style="list-style-type: none"> • Make sure transportation and pedestrian access is the focus of new developments • Ensure connects to St. Vrain Creek in future projects • Begin planning of Coffman St. with City of Longmont 	Ongoing	
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2. Goal: Enhance Downtown as the Central Hub of the Citywide Transportation Network & Enhance Transit Connections to the Region

2.A.	Partner in 1 st & Main Planning <ul style="list-style-type: none"> Work with City Redevelopment Manager on plan for 1st & Main 	Ongoing	
3. Goal: Maintain a Safe & Enjoyable Walking Environment for Pedestrians of All Ages & Abilities			
3.B.	Ensure ADA compliance <ul style="list-style-type: none"> Make crosswalks ADA compliant Fix ornamental crosswalks 	May – July 2017	
3.C.	Enhance alleys <ul style="list-style-type: none"> Finalize west side alley project 	August 2017	
4. Goal: Enhance Bicycle Safety & Comfort on Routes to & Within Downtown			
4.A.	Invest in Bicycle Infrastructure <ul style="list-style-type: none"> Add bike racks Consider contraflow alleys for pedestrian zone 	Ongoing	
4.C.	Work with Bicycle Groups <ul style="list-style-type: none"> Host public meeting on parking changes/impacts 	Ongoing	
5. Goal: Encourage the Use of Alternative Modes of Transportation to Access Downtown			
5.A.	Expand transportation options <ul style="list-style-type: none"> Run BrewHop Trolley throughout Downtown on 2nd Fridays 	Ongoing	
6. Goal: Ensure an Adequate, Well-Distributed Parking Supply for the Long-Term			
6.C.	Prepare to meet future parking needs <ul style="list-style-type: none"> Work with city to institute LPR technology Educate stakeholders Begin implementation of parking study Gain direction from City Council Continue community outreach 	Ongoing	
6.D.	Optimize on-street <ul style="list-style-type: none"> Implement parking study recommendations of consistent time limits Add diagonal parking where applicable Host public meeting to weigh concerns 	October 2017	
 <p>Land Use VISION: Downtown's mix of land uses and activities enliven the area throughout the day and evening.</p>			
Strategies	Key Tasks	Timeframe	Status
1. Goal: Host a Diverse Mix of Land Uses Including Non-Residential & Residential			
1.D.	Encourage mixed Use <ul style="list-style-type: none"> Meet with developers to discuss barriers to mixed use projects 	Ongoing	

	<ul style="list-style-type: none"> Encourage mixed use in incentives and in meetings with prospects 		
2. Goal: Encourage a Compact Urban Form that Efficiently Utilizes Land & Supports Multimodal Transportation Infrastructure			
2.A.	Encourage Greater Intensity <ul style="list-style-type: none"> Work with City on code updates for Downtown District 	Ongoing	
3. Goal: Add Housing, Providing Diverse Living Choices that Support Active Use of Downtown			
3.A.	Infill Housing <ul style="list-style-type: none"> Work with property owners/developers to add market rate or workforce housing 	Ongoing	
4. Goal: Encourage Redevelopment & Reuse of Underutilized & Blighted Properties			
4.C.	Prioritize Redevelopment <ul style="list-style-type: none"> Focus on 3rd Ave & Coffman with a planning charette 	September 2017	
5. Goal: Encourage Active Ground Floor Uses That Create Foot Traffic & Vibrancy			
5.A.	Prioritize retail/restaurant uses <ul style="list-style-type: none"> Update retail conversion grant as needed Assist in matching leads with available space 	Ongoing	
5.B.	Assist in locating office uses to 2 nd floor <ul style="list-style-type: none"> Evaluate and/or create incentive for office 		
6. Goal: Advocate for Development Regulations That Advance Plan Goals and Attract Investment Through Both Flexibility & Predictability			
6.C.	Downtown Design Guidelines <ul style="list-style-type: none"> Begin creating Design Guidelines 	June 2017 – Dec 2018	
<div style="display: flex; align-items: center;">  <div> <h3 style="margin: 0;">Leadership & Management</h3> <p style="margin: 0;">VISION: An effective management organization coordinates resources to realize the vision and goals for Downtown.</p> </div> </div>			
Strategies	Key Tasks	Timeframe	Status
1. Goal: Champion Downtown as a Citywide & Regional Asset			
1.C.	Provide Downtown Info <ul style="list-style-type: none"> Keep website as go-to for information on Downtown Create print materials as needed 	Ongoing	
1.D.	Celebrate & Promote Downtown Success <ul style="list-style-type: none"> Feature local businesses monthly Utilize Social Media to promote success Prepare quarterly update/report 	Ongoing	
1.E.	Inviting to socio-economic spectrum <ul style="list-style-type: none"> Work with Downtown Block Party to invite community 	Ongoing	

	<ul style="list-style-type: none"> • Target neighborhoods with direct mail 		
2. Goal: Coordinate Efforts Among Private, Public & Non-Profit Entities to Advance the Shared Vision for Downtown.			
2.A.	Volunteers <ul style="list-style-type: none"> • Coordinate and utilize volunteers for events • Coordinate Clean & Green events 	Ongoing	
2.D.	Establish Policies & Communicate Priorities <ul style="list-style-type: none"> • Propose funding priorities/evaluation criteria 	Ongoing	
2.E.	Diversified Funding <ul style="list-style-type: none"> • Seek sponsorship for events • Seek grants or other funding • Seek in-kind partnerships 	Ongoing	
2.F.	Policy Issues <ul style="list-style-type: none"> • Survey business and property owners as needed 	Ongoing	
3. Goal: Advocate for Downtown's Interests on Citywide & Regional Issues			
3.A.	Establish a Leadership Team <ul style="list-style-type: none"> • Recruit volunteers for a leadership team that works with stakeholders 	Ongoing	
4. Goal: Coordinate Centralized Marketing & Information For A Wide Range of Downtown Assets			
4.A.	Property Inventory Database <ul style="list-style-type: none"> • Maintain available property database, including lease and for sale • Make connections as possible 	Ongoing	
4.B.	Marketing Plan <ul style="list-style-type: none"> • Create/implement overall marketing plan for creative district 	Ongoing	
5. Goal: Track & Evaluate Data Necessary to Tell Downtown's Story & Guide Decision-Making			
5.A.	Track Downtown Data <ul style="list-style-type: none"> • Track relevant data for indicators downtown • Report quarterly/annually 	Ongoing	
5.B.	Maintain Property Owner Database <ul style="list-style-type: none"> • Request and update property owner data • Create baseline for property types, etc. 	Ongoing	