

2021 Work Plan

Economic Vitality

- Create outdoor spaces along Main St. for additional seating
- Continue strategies regarding COVID recovery
- Initiate joint marketing with LEDP for national marketing campaign for available space/investment opportunities/talent attraction

Urban Design & Placemaking

- Create Placemaking Plan & Complete Phase 2 of Wayfinding Plan
- Complete string lighting on Main St.
- Initiate Downtown Design Standards
- Re-visit CEDAR for plaza design

Creative District

- Begin Cultural Planning - Address DEAI
- Partner in reopening community event (Artwalk)
- Re-think/Re-create 2nd Friday events to become a more inclusive reflection of arts/culture in our community

Connectivity

- Communication & Outreach with Coffman St. Corridor Planning & Design
- Update parking lot lighting

Land Use

- Adopt new TIF Policy & Convene review committee
- Subarea plan for southern downtown/maker block
- Create employment incentive with LEDP
- Create review process of development projects based on Market Assessment feedback

Leadership

- Market reopening of businesses
- Advocate for transportation related initiatives that will serve downtown and all of Longmont
- Advocate for changes needed to support office and industrial development