

LDDA Board Communication

Meeting Date: Wednesday, September 25, 2019

Current Incentive Fund Availability

Retail Conversion: \$31,676	Signage: \$32,891	DIP: \$166,822
Alleyscape West side: \$55,555	Residential: \$34,749	TIF: \$2,985,665 (net projected available)

Agenda Item: Main Street Corridor Plan

Executive Summary: In the Spring of 2018, the City hired a consultant to develop a Main Street Corridor Plan focused on the Main Street Corridor, from State Highway 66 on the north to Plateau Road on the south. The project kicked off in late summer of 2018. This effort directly supports the City Council's place based vision for Longmont and its associated goals. It is a key implementation item identified in the Envision Longmont Multimodal & Comprehensive Plan, which was adopted by Council in 2016 and also supports the Downtown Longmont Master Plan, which was adopted in 2017. The corridor plan is focused on land use, transportation, market needs, and opportunities for improvements to the Main St. Corridor. The plan includes the roughly five-mile long Main Street Corridor and encompasses one to three blocks on each side of Main Street. The Downtown Development Authority (DDA) Board has provided input throughout the planning process; to date that has included feedback on overall goals and aspirations, character areas and market information, as well as general guidance on the overall project and how this effort can be tied in with the Downtown Master Plan. Kristen Pellicer and Kimberlee McKee have participated on the Technical Advisory Committee (TAC) that was set up for this project.

Over the course of the past year, the project team has worked with the TAC, City staff, and the community to refine recommendations for the corridor, character areas, and catalyst sites. In addition, initial ideas for implementation, funding, and phasing have also been developed. An Executive Summary of the plan has been produced and is attached for the Board's information (Attachment 1). The full draft plan can also be viewed on-line: <https://www.longmontcolorado.gov/home/showdocument?id=28931>. The intent of the discussion with Board on the 25th, is to provide additional information on the recommendations and get additional feedback from the Board, in advance of the full plan being presented to Council on October 22nd for acceptance.

Agenda Item: Parking Study Update

Executive Summary: In April 2019, the LDDA contracted with Kimley-Horn and Associates to update Downtown Longmont's parking demand and duration of stay data. The intent of this effort is to provide Board and staff with comparative information of the parking system's performance to determine if the parking program requires further modification. That report is attached.

Agenda Item: Pop Up Longmont

Executive Summary: The DDA has been working with Longmont Economic Development Partnership (LEDP) to discuss retail options for the front of 320 Main St. Attached is an option for use of this space. We are asking for the Board's feedback regarding ideas.

Agenda Item: LDDA/GID Boundary Extension

Executive Summary: After discussion regarding findings in the Main St. Corridor Plan, the Executive Committee requested that the Board have a high level conversation to consider if the current boundaries of the LDDA and GID (General Improvement District) are sufficient or should be expanded as we move forward.