

# downtown.

L O N G M O N T

## LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

June 28, 2017 – 4:15 p.m.

**Present:** Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Jeff Moore; Joe Perrotto; Sharon Smith-Eisler; Thaxter Williams

**Absent:** Burbidge Austin

**Guests:** Dido Clark; Sharon O'Leary; Bob McLaughlin; Ron Gallegos; Peter Adening; Devin Quince

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Rob Warner; Emelie Torres

**1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**

**2. BOARD AND EX-OFFICIO MEMBER COMMENTS**

- a. Good News - None

**3. APPROVAL OF AGENDA**

**Motion:** Joe Perrotto moved to approve the agenda, Jeff Moore seconded the motion. The motion passed unanimously.

**4. APPROVAL OF MINUTES**

**Motion** to approve the May 24, 2017 Board Minutes – Chris McGilvray moved to approve the Board minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)**

- o Peter Adening, 5 Sunset Circle & 712 Main St. – there is no shortage of parking. There are 4,000 free parking spaces within 5 minutes of walking. People perceive parking should only be ½ minute to 1 minute away to intended location. East side neighborhood feels City needs to reserve parking for residents. There is a driving problem with 46,000 households and 90,000 cars. Adding a parking structure for 10% of Longmont cars will not solve the problem. Ninety percent are within 12 minute bike ride to downtown. Walking and biking is better for people and City. A statement received from Mayor of London said not using cars is the most affordable and safest to Londoners. Peter proposes the same thing for Longmont and advocates against additional parking in Longmont. Free parking attracts more driving.
- o Devin Quince, 417 Main St. – there is a driving problem, not parking. Entice people to do a different and safer mode of transportation. Speed limit of 25-35 mph will not interest drivers into stopping in downtown.
- o Dido Clark, Co-Chair, Historic East side – she has received over 50 emails about diagonal parking complaints. A petition/push back from neighborhood about destroying bike lane options and east side character is in place. Diagonal parking poses danger to wheelchairs, strollers, and alleyways being compact. She is asking for the City to step back a bit and take a more integrated approach to Kimbark and Emery. She is advocating for a transitional zone for historic downtown/historic neighborhood. Maintain design guidelines to keep the charm whole in east historic neighborhood and maintain a great place.
- o Sharon O'Leary, 534 Emery St. – progress going on in Downtown is exciting. Do downtown better than Denver, Louisville, Lafayette or Boulder through (big commodity) communication and compromise. East side neighborhood are the eyes and ears in downtown. They walk to downtown. Please respect commercial and residential zonings. Angle parking poses danger for families and people with disabilities crossing intersections. Look at how traffic is flowing and reduce it. Beer trolley can be a good asset to bring people to downtown without driving. They don't want to lose 'real' old town because of diagonal parking. Design Standards and height mass limit would be helpful. Historical tours can happen in the East side.
- o Ron Gallegos, 424 Kimbark – neighborhood feels the impact on the quality of life they're used to. Diagonal parking will only keep cars all day long. Proposal of multi-modal does not add bike lanes and makes it more dangerous. Parking structures will address economic vitality and parking issues. Consider making downtown a plaza and possibly a bypass on Main St. from 3<sup>rd</sup> to 9<sup>th</sup>.

Alex informed the public that parking will not be discussed today. It will be on the agenda on July 26.

**6. APPROVAL OF CONSENT AGENDA – no consent agenda this month.**

**7. UNFINISHED BUSINESS**

- a. Alley & Main St. Pavement Project Update – Main St.

Alden Jenkins shared that to date the crew is finishing top overlay from 3<sup>rd</sup> to 6<sup>th</sup>. Avenues on Main St. It is 99% completed. Limited intervals of work will need to be done. Work will start again on July 5<sup>th</sup> on 6<sup>th</sup>-9<sup>th</sup> Avenues. Traffic will be back to normal at the end of each day. Overlay on July 11-12 completes the project.

Alex introduced Rob Warner as the Creative District Coordinator. The board welcomed him.

b. Work Plan Updates – Kimberlee showed a spreadsheet removing a few items, adding dates and highlighting items from previous conversations.

Chris stated that the list has improved a lot in terms of deadlines. He asked for a separate column to identify who's involved in the work plan.

Item 1D: What does 'tactic going on' means? This is in reference to Advance Longmont meetings when they talk about projects as they arise. Kimberlee offered to add more specific notes on progress/updates.

Item 2A: Chris thought 'business of the month' is great. Emelie will follow up with the Board Members to pick business of the month. Chris also asked to send a welcome letter to a new business and Board members would sign it. Emelie has generated one but staff decided to present it at next meeting when new Board Members come on board.

**Motion:** Chris McGilvray moved to approve the changes and updates to the work plan, Joe Perrotto seconded the motion. The motion passed unanimously.

## 8. NEW BUSINESS

a. Façade Incentive Program Updates (DIP) – changes were made to clarify language; scope and limitations added to artwork, enclosures, permeable areas and building upgrades that are not facing the front of building but significantly visible to the public.

Should safety type elements be considered?

Safety features on exterior of the building and any significant improvements for safety such as lights and camera are fine up to 25% of project cost especially when a business is having substantial issues. Jeff commented that if it poses challenges on staff time, it can be changed.

1. Scoring sheet – design standards will help determine approvals. The Board decided to hold off until design standards are set.
  - a) Historic preservation – Kimberlee asked if this category should weigh higher on the scoring. This would not weigh as high as proposals which generate sales tax revenue, jobs, etc.
  - b) DIP assists businesses/buildings - Funding will continue to grow as businesses invest in their buildings.
  - c) Time Frame – should a business/property owner reapply for a grant, there is no guaranty for a second grant approval and is based on scope of work.

Restaurant hood grant cap was \$10,000. A true retail conversion may exceed the \$10,000 cap. The Board directed Kimberlee to keep the cap as is unless necessary to lift it. Interior code update to follow this guidelines as well.

Façade Renovation Grant description and checklist – updated worksheet from previous discussion was presented to the Board.

**Motion:** Chris McGilvray moved to approve the updated façade renovation program description and checklist, Joe Perrotto seconded the motion. The motion passes.

b. Elks Lodge parking lot 313 Coffman – a planning charrette will meet and invite property owners in late September. Elks Lodge have gotten offers for the parking lot. Kimberlee asked the Board to consider acquiring the lot should they decide to sell. This could be utilized as a permitted employee lot until redevelopment is determined. Two options to consider is to lease to own or purchase the lot. Kimberlee plans to get an appraisal for this and the 3<sup>rd</sup>/Coffman property. The Board directed Kimberlee to pursue appraisal. Contingency fund can be used.

**Motion:** Jeff Moore moved to approve acquiring an appraisal for the property, Joe Perrotto seconded the motion. The motion passed unanimously.

## 9. FINANCE REPORT

a. 2018 Proposed Budget – a worksheet was shown with 4 primary funds itemized. Some of the changes reflected:

- Increase of insurance and lease for possible relocation of LDDA operations.
- Operations - overall increase is \$14,000 from last year.
- GID – relationships with City partners have been reduced. An outside contractor has been hired to maintain irrigation and planters. Electrical and pressure washing will be moved to A&E fund.
- Parking – increase on contracted services to maintain parking lots.
- Creative District – amount increased based on Master Plan ideas and needs; incubator space taken out; increased budget for holiday lighting; increase in concert and event coordination as well as shop local campaign.

2018 Proposed budget Construction fund – funding will not be used in its entirety in 2018. This can be used for larger projects.

- Clean and safe program will include complete pressure washing on alleys at \$30,000. There is \$100,000 in Irrigation assessment currently. Maintenance fund will be created to host this fund.
- Placemaking - Downtown Design Standards process will kick-off in August or September. Guidelines were written, community input solicited and forwarded to a consultant for review. A new use of St. Stephen's Plaza fountain area

could be envisioned. The packet includes \$15,000 funding for planning. Placemaking can be augmented with fund raising to offset part of expenses.

- o Connectivity – projects include parking and bike signage, education, additional bike racks and employee parking incentive program
- o Economic Vitality - Business recruitment and retention and materials at \$50,000
- o Incentives - 2<sup>nd</sup> floor office conversions incentives at \$100,000
- o Metrics – pedestrian and bike counts

Total cost - \$396,000.00

Electrical sources continually fail and in need of upgrade. Recent downtown events have experienced power failure. Kimberlee was informed that upgrade to electrical work with \$70,000 allotted can be added as CIP project. Alex asked if event groups can pay a fee for use of electricity to offset some of the cost. In-kind sponsorship can be considered. Kimberlee will look into it after repairs and upgrades are done.

The Board agreed on cost of proposed construction fund.

Chris asked about Indicators. Staff started meeting with economic partners and will ask the website developer to generate a tracking tool in the website.

**10. EXECUTIVE DIRECTORS REPORT**

a. 500 Coffman St. Redevelopment Update – Kimberlee will invite County staff at the July meeting when new LDDA Board Members join. She asked the Board to provide her with questions for the County staff within the next two weeks. She is continuing discussions with Cotton Burden also. Alex asked for numbers before the meeting with County staff.

Alleyscape grants – slated to close on June 30<sup>th</sup>. Only current incomplete applications will be considered after June 30<sup>th</sup>.

Chris asked about South Main Station status - Amendment was approved by City Council at last meeting.

**11. ITEMS FROM STAFF** – everyone wished Sharon Smith-Eisler good luck on her future endeavors.

**12. BOARD MEMBER COMMENTS** – Jeff had a conversation with Bob Ball today about parking in immediate vicinity outside downtown. Kimberlee will meet with City staff for other possible changes. Parking Study presentation is scheduled for the July 18 City Council meeting. LDDA Board meeting on July 26 will discuss parking as well.

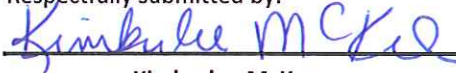
**13. ADJOURN** – 5:46 p.m.

**INFO ITEMS:**

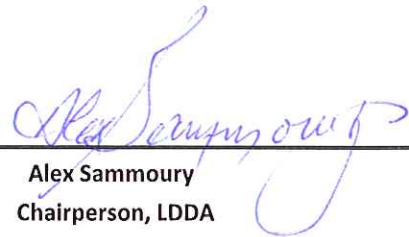
Longmont Association of Realtors Site Plan

HENA presentation (to come on Monday)

Respectfully submitted by:



Kimberlee McKee  
Executive Director, LDDA



Alex Sammoury  
Chairperson, LDDA