

# downtown.

L O N G M O N T

## LDDA Board of Directors Retreat

February 29, 2016 – 9 AM – 3 PM

Location: Sandstone Ranch (Highway 119); Facilitator: Kristin Cypher, c plus b design

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

**Guests:** Kristin Cypher (Facilitator), Tim Baldwin, Felicia Harmon, David Starnes, Brien Schumacher, Shawn Lewis

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

### A. State of Downtown Report– Update on strategic plan – 9:30 – 10 a.m.

Kimberlee shared the strategic plan generated in 2011 Board Retreat and progress to date.

Downtown has refreshed infrastructure assets, established efficient maintenance plan, worked with over 500 volunteers, addressed safety and transient activity. Longmont Police Dept. has increased foot patrol, Del Rae attends first responder meetings

- Sales and use tax – steady growth
- Catalyst investment – Roosevelt Park Apartments, South Main Station
- Incentive program – signage, retail, alleyscape, DIP, FIP, residential grant
- Marketing – created own downtown campaign and continue to build on it, increased social media and website usage, increased visitors to businesses with events
- Placemaking – added lending libraries in downtown and benches, enhanced banners and amenities, added twister game on the ground and see people using it
- People – events held to reach target markets, increased foot traffic during the day and evening, overall more people in downtown
- Downtown development –LDDA completed east alleyscape and breezeways, currently working on the west side alleyscape, Roosevelt Park Apartments is leased, 104 business incentives
- Historic Preservation – established signage standards, completing the process for the federal historic district, Main Street used for the Pearl Vision national photo shoot, mural on the 300 E breezeway
- Traffic – ran the trolley on select 2<sup>nd</sup> Fridays, eGO carshare pilot, encouraging pedestrian access and other amenities
- Parking and multimodal – beginning parking and access study, created dismount zone with bike valets and working into enforcing dismount zone, maximized parking by adding Roosevelt Park Apartments lot and 200 East Main lot
- Connections and Development – worked and established 1<sup>st</sup> and Main plan, invested in Cheese Importers and Roosevelt Park Apartments
- Higher Education and residential development – unfortunately could not get the Front Range Community College’s involvement, invested in Brownstones, MAY (Music Art and Youth) for SVVSD District started 3 years ago and will continue the event for May 2<sup>nd</sup> Friday
- Mixed use – awarded several retail conversion grants, continue to promote mixed use sites, continuing to work with the City on updating zoning in the district
- Business retention and recruitment –Increased creative industry businesses and more room to keep working on it.

- Creative Arts and Culinary Target industry - as part of the LEDP, increased businesses and decreased vacancy
- Shopping – added more than 20 experiential business, continuing craft food and beverage corridor research, find the bell promotion during the holidays is a big success as part of the district wide promotions
- Eateries – added more sidewalk dining, more than 13 new eateries and more rooftop patios
- Arts and Entertainment – Downtown is a designated certified Colorado Creative District, assisted the lighting of LTC marquee which is now completed, activated events throughout downtown
- Programs – more businesses with live music, more outdoor spaces being utilized, increased cultural activities
- Events – 2<sup>nd</sup> Fridays enhanced, Public Creative updates, Festival on Main, Concert Series and other DDA events
- Financial development –sales taxes increased, property taxes overcoming Butterball loss, debt authorization increased, negotiated TIF share back at 30 years and continuing to talk with the County
- Revenue generation – more than \$330,000 in additional revenue, parking permit fees increased, mill increase from 3.31 to 5 mills
- Incentives – increased funds in the DIP for business incentives

Downtown is a Work In Progress.

Where do we go from here?

**GOAL: How did we do? Progress made in Downtown Longmont over the past 5 years** – The Board split up into small groups to discuss what they would like to continue focuses on from the original strategic plan.

**GROUP 1 (Thaxter, Shawn, David, Sharon, Brien, Kimberlee, Burbidge, Emelie)**

Goals and Priorities:

High: Commercial development/redevelopment - LDDA **approves** goal and **manages** work associated with goal

- |   |   |
|---|---|
| ○ Complete downtown historic district                         | ○ Coffman Street mixed use                      |
| ○ Move halfway house  | ○ Parking improvements                          |
| ○ Reuse of industrial space for creative office and workspace | ○ Utilize Enterprise Zone                       |
| ○ Redevelop flour mill  | ○ Develop unused space                          |
| ○ Reuse of surface parking on Coffman to a structured parking | ○ Reinvest in the lower leg of L for employment |
| ○ 200, 300, 3 <sup>rd</sup> and Main, Martin development      | ○ Land Banking                                  |

High: Placemaking – LDDA **approves** goal, **manages** work associated with goal and **performs** work

- |  |                              |
|--|------------------------------|
| ○ Complete downtown historic district            | ○ Wayfinding                 |
| ○ Transition standards to historic neighborhoods | ○ Downtown design guidelines |

Medium: LDDA **manages** work with associate goal and **performs** work

- |                               |                                     |
|-------------------------------|-------------------------------------|
| ○ Attract youth and employees | ○ Engage property owners            |
| ○ No vacant spaces            | ○ Promote creativity and innovation |
| ○ Business recruitment        | ○ Recruit cutting edge businesses   |

**Medium:** LDDA approves goal and performs work with the use of an internal expertise

- Density –make 2<sup>nd</sup> floors work
- Update use of standards for downtown
- Expand DDA boundaries (2)
- Update codes for CBD zoning (height and density)

## **GROUP 2 (Alex, Chris, Jeff, Jim, Joe, Del Rae, Kristen)**

**Goals and Priorities:**

**High:** LDDA approves goal and manages work associated with goal

- Develop south of 3<sup>rd</sup> Ave.
- Develop 5<sup>th</sup> & Coffman with County
- High density, mixed used development
- Increase residential density
- Expanding DDA north/south
- Incentives/attract more employers
- Fill empty storefronts
- Gathering spaces

Resources: City Council, PPP, LEDP, P&Z

**Medium:** LDDA approves goals, manages and performs work

- Promote creative district
- more events to attract more people
- Retail diversity
- More cultural diversity

Resources: Property owners, block captains, LEDP, City staff

**Low:**

- Complete Alleyscape
- Establish a BID
- No bikes on Main St.
- Conference center
- Increase sales/property tax
- Uncover/identify additional funding streams

## **B. Transit Oriented Development and its impacts – 10:15 a.m. (Tim Baldwin)**

- Objectives: Increase transit use; reduce auto ownership, vehicular traffic and associated congestion; increase housing choices; enhance sense of community; support economic development and revitalization; shift development away from sensitive areas to transit station areas, reduce infrastructure costs, reduce sprawl
- Basic principle: Moderate to high density; pedestrian orientation; easy walk to transit station; should be a viable development even without transit; residential emphasis with mixed use; restaurants and retail
- Benefits: increased ridership/revenue, neighborhood revitalization, increased tax base, reduce traffic congestion, increase land values, more diverse housing opportunities, increased retail sales, increased access to labor, reduces parking costs for employees, increased physical activity
- Myths: TOD will increase traffic, requires very high density, residential always the primary focus of TOD, only works with light or heavy rail in large cities, increases parking demand

TOD of the future: mobility hubs, innovation districts, creative spaces, live/work employment focus, health care/senior care, third places (bars, coffee shops), one size does not fit all, not all TODs are alike and they don't have to happen at the same time.

**GOAL: How important is a TOD to the DDA? What is our role? What is our focus?** - The Board split up into small groups to discuss.

**GROUP 1 (Thaxter, David, Brien, Sharon, Kimberlee, Burbidge, Emelie)**

Goals and Priorities:

High: Design and Vision – LDDA **approves** work on the goal to move forward

High: Update mixed use regulations and standards as needed to create incentives of development - LDDA **approves** work on the goal to move forward

Medium: Create/update design guidelines - LDDA **approves** work on the goal to move forward

Medium: Uses – LDDA **approves** and **manages** work associated with goal

- Redevelopment (2)
- Dense mixed use development (2)
- Enhanced way finding
- Develop and hub/neighbor friendly
- Allow for smaller scale start-up businesses
- Culinary/Trade schools
- Structured parking
- Attract more tourism/employment
- Amphitheater
- Hotel
- Bus Rail Transit surrounding neighborhood
- Multiple transit options
- Inspiring outdoor space/amenities (2)
- Quality urban design
- Walkability/Connectivity to river (4)
- Creative shared workspace/conference center (3)
- Strategic/high line investment
- Farmers' market
- Destination retailers
- Alternative housing
- Bus hub with retail space

**GROUP 2 (Alex, Chris, Jeff, Jim, Joe, Del Rae, Kristen)**

Goals and Priorities: LDDA **approves** work on the goal to move forward

High: Transit Station

- RTD bus station with retail/mixed use space
- Bus hub/light rail with access to DIA
- Define with TOD should be for the City
- Parking structure with transit station
- Make RTD give us specific dates of bus station

Resources: RTD commitment, private partner, money, planning

Medium: Redevelopment near Transit Station

- 100 block of Main St. by Cheese Importers
- Redevelop empty building next to Santiago's
- Amenities near transit station
- Additional high density residential
- Finish South Main Station
- Redevelop car dealerships to retail/office space
- Do something with Flour Mill that supports TOD vision
- Increase bikeways, bike racks, and rentals

Low: Other TOD

- Streamline parking downtown, along Main St.
- Overpass walkway that goes above Main St.
- Divert truck traffic around Main St.

Resources: City staff, LEDP, PPP, RTD

**C. Placemaking & Wayfinding - 11:30 p.m. (Kristen Cypher)**

- Way finding signage, gateway signage, mapping of directions, walkability audit, lighting, identify under-utilized space, schedule a placemaking workshops and involve artists

*GOAL: How important is Placemaking and Wayfinding? What is our role? What type of funds will we contribute? The Board split up into small groups to discuss.*

**GROUP 1: (Thaxter, Shawn, Burbidge, Sharon, Kristen, Emelie)**

Goals and Priorities:

High: Signage– LDDA **approves** goal to move forward and **performs** work with the use of an internal expertise.

Medium: Better Connections between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues – LDDA **manages** work associated with goals and **performs** work with the use of an internal expertise.

- Make gateway a priority downtown and city (4)
- Increase Pop-ups
- Lighting features all year long
- Replace Historic West neighborhood

**GROUP 2 (Alex, Jim, Jeff, Chris, Brien, David, Del Rae, Kimberlee)**

Goals and Priorities: LDDA **approves** goals, **manages** and **performs** work

High:

- Master Plan for Placemaking
- South Main, same message as Downtown
- Community dining events
- More breezeway art/activity
- Walking tours, historic images
- Active engagement space
- Walkable audit
- Consistent messaging
- Outward signs of District w/art
- Festoon lighting year round/alleys
- Gateway IDs
- Use of Social Media more

Resources: City, money, community will

High/Medium:

- Street sign “toppers”
- Use icons on signs
- Links using QR codes
- Update kiosks
- Business directional signs
- Signs direct/highlight features/businesses

Medium:

- Entryway signs of art
- Entry features at north/south sides
- Gateway to DT
- Impactful gateway signs

**D. Break/Working Lunch – 11:45 a.m. (Provided by Cheese Importers)**

**E. ArtSpace and its model – 12:30 p.m. (Felicia Harmon)**

Established in 1979, their objective is to create, foster and preserve affordable space for artists and arts organizations. They currently have 39 projects in 27 cities in 17 states. They now have over 2 million affordable art spaces. They partner with consulting clients, arts districts, developers non-profit arts orgs and cities.

- Creative District goals – visit other creative districts would be a good idea and help with master plan update. Collaborative space for creatives. The DDA could potentially purchase a building and lease it.
  - a. Group Discussion immediately following

**GOAL: How important is Attainable Housing for Creatives and Artists? What is our role? Are we willing to find partners for the feasibility studies needed? What type of funds will we contribute?** - The Board split up into small groups to discuss.

**GROUP 1 (Thaxter, Kristen, Sharon, Burbidge, David, Emelie)**

Goals and Priorities:

High: Collaborative spaces for creatives – LDDA approves the goal to move forward and performs work with the use of an internal expertise

High: Identify grant opportunities to fund creative art space - LDDA approves the goal to move forward and performs work with the use of an internal expertise

- Identify locations to be redeveloped
- Feasibility study for art space
- Main Street Mat on 3<sup>rd</sup> and Main
- Work force housing
- City and community support

**GROUP 2 (Alex, Jim, Jeff, Chris, Brien, Del Rae, Kimberlee)**

Goals and Priorities: LDDA approves goals and manages work

High:

- Attract more creatives/entrepreneurs
- Attainable housing for creatives
- Shared art spaces & brewing
- Marketing creative district
- Creating co-working spaces
- Work space for artists
- Start-up week

High/Medium:

- Jesters Dinner Theatre redevelopment
- Use Longmont Theatre space more

Medium:

- Breezeway art events
- Communal kitchen space
- More street performances
- Culinary school
- Craft food businesses
- Kids art programs

**F. DDA District Next Steps – How do we take this forward? – 1:45 p.m.**

- a. Focus on 200 – 600 Blocks (see redevelopment continuum below)
- b. Updating Master Plan

Guides how we can use TIF, establishes clear plan for the future, complement city plans

Integrating all six sections of the current Master plan: Land Use, Community Spaces, Transportation and parking, Urban Design, Economic Conditions, Creative District

**Process of updating plan:** As presented in the packet and sub-group discussions, subcommittees have been identified, timeframe and community outreach discussed. Discussions will continue in future meetings.

**Board Support Priorities:**

	<u>1<sup>ST</sup></u>	<u>2<sup>ND</sup></u>	<u>3<sup>RD</sup></u>	<u>OTHER</u>
Land Use	Joe, Burbidge	Sharon	Alex, Jeff	
Community Facilities	Chris			
Transportation and Parking	Jeff		Joe, Sharon, Chris	Thaxter
Urban Design		Chris		Thaxter
Economic Conditions and Opportunities	Sharon, Chris	Joe, Jeff, Alex	Burbidge	
Creative District		Burbidge		Alex

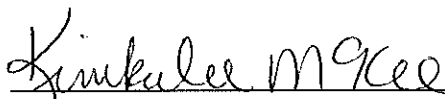
**Redevelopment Continuum:**

1. Letting public infrastructure improvements attract market attention – none
2. Actively engaging property owners to collaborate and partner with the LDDA – **Joe**
3. Allow for new plan and vision (within the Master Plan) for a clear, concise vision for the area – none
4. Cataloging sites and marketing information to inform the market (mapping properties that are available and redevelopment scenarios) – none
5. Actively offer development incentives, fee waivers, etc. or create new ones if needed – **Jeff**
- 5.5 **Sharon**
6. Partnering with property owners to issue a redevelopment RFP – **Burbidge, Chris, Jim and Thaxter**
7. Acquiring property through market transactions – **Alex, Del Rae**

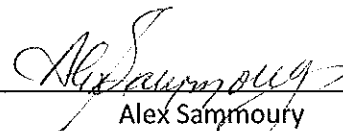
**G. Other priorities for 2016**

- Discussions on identifying and prioritizing of goals will continue in upcoming board meetings.

Respectfully submitted by:



Kimberlee McKee  
Executive Director, LDDA



Alex Sammoury  
Chairperson, LDDA