

Strategic Goals – Carryover

Commercial/Redevelopment: High

1. Coffman St. mixed use development
2. Develop south of 3rd ave.
 - a. Use Enterprise Zone
 - b. 200, 300, Main – Martin focus
 - c. Relocate halfway house
 - d. Redevelop Flour Mill
3. Redevelopment: High - Med
 - a. High density, mixed use development
 - b. Increase residential density
 - c. Expanding DDA north/south (1 high/1 med)
 - d. Land banking
 - e. Develop unused space (2nd floors) (1 high/1 med)
 - f. Expand district north/south
 - g. Update codes for CBD zoning (height and density) (med)
 - h. Update use of standards for downtown (med)

Employment/ Business Recruitment: High-Med

1. Incentives for employment (high)
2. Fill empty storefronts (1 high/1 med)
3. Reuse of industrial space for creative office and workspace (high)
4. Reinvest in lower leg of L (Main – Martin) for employment (high)
5. Recruit cutting edge businesses (med)
6. Attract youth and employees (med)
7. Retail diversity (med)

Other: High-Med-Low

1. Placemaking: High
 - a. Wayfinding plan
 - b. Downtown Design Guidelines
 - c. Transition standards to historic neighborhoods
2. Complete downtown historic district (high)
3. Create gathering spaces (high)
4. Parking improvements (high)
5. Engage Property Owners (med)
6. Promote creativity and innovation/Creative District (med)
7. More events to attract people and cultural diversity (med)
8. Complete Alleyscape (low)
9. Establish a BID (low)
10. No bikes on Main St. (low)
11. Conference center (low)
12. Increase sales/property tax (low)
13. Uncover/identify additional funding streams (low)

Questions/Next Steps:

1. Should all of these be carried over?
2. What are the top 5 to focus on for 2016?
3. What would show progress or success if accomplished by the end of the year?
4. Next Step: Ensure all of these are incorporated into Master Planning

Transit Oriented Development

1. Transit Station: Design and Vision: High
 - a. Assist in the Vision and Design of a TOD development around 1st and Main keeping in mind density, mixed use, wayfinding, walkability and connectivity as well as all modes of transit
 - b. Update mixed use regulations and standards as needed to create incentives of development
 - c. Create urban design and street design guidelines (med)
2. Redevelopment near Transit Station: Medium
 - a. Focus on redevelopment of 100 – 200 blocks, South Main Station, Flour Mill and amenities
3. Other
 - a. Streamline parking along Main St.
 - b. Divert truck traffic
 - c. Create overpass walkway above Main St.

Next Steps:

1. Continue to work with City and RTD on vision process (3-4 months)
2. Come back to Board to determine next steps / DDA role after that

Placemaking & Wayfinding

1. Signage (high)
 - a. Create master plan for signage and placemaking
 - b. Gateways are priority (high-med)
 - c. Add street toppers, update kiosks, etc. (med)
2. Add Lighting features year round
3. Ensure consistency and better connections 100 – 300 blocks

Questions/Next Steps:

1. Do we hire a consultant for a placemaking and wayfinding plan this year? (\$10,000 – 30,000)
 - a. What would be the scope?
 - i. Conceptual design only
 - ii. Conceptual design, locations and content
 - iii. Conceptual design, locations, content and construction drawings
2. What type of budget are we willing to allocate for implementation?
3. Do we want to invest in other placemaking elements?

Artspace/Creative District

1. Collaborative spaces for creatives (high)
 - a. Attainable housing
 - b. Co-working spaces
2. ID grants to fund creative art space (high)
3. Attract more creatives/entrepreneurs (high)
4. Redevelop or better utilize theatres (high/med)
5. Focus on craft foods (med)
 - a. Communal kitchen space
 - b. Craft food businesses

Questions/Next Steps:

1. How high of a priority is it to pursue this effort?
2. How high of a priority are the theaters?

Updating Master Plan

Land Use	Joe
Community Facilities	Kimberlee & Alex
Transportation and Parking	Jeff
Urban Design	Thaxter
Economic Conditions and Opportunities	Chris
Creative District	Burbidge & Sharon
Overall / City Comp Plan	Alex

Questions/Next Steps:

1. Are we OK with the breakdown above of Board Liaisons
2. Send out RFQ for consultant to manage process

Final:

1. What are top overall priorities for 2016?
2. How will we measure success?

Longmont Downtown Development Authority Master Plan Update Strategy

In 2016, the LDDA Board may want to consider updating the Master Plan of Development. Although we reviewed this plan in 2012, a more strategic update may be in order. Although much of the plan will remain relevant, it is also true that much has changed in the world since the plan was written in 1995.

Proposed Timeline: March – December of 2016.

Proposed Process:

- I. Hire a consultant to work with staff and oversee the process / write final update
- II. Develop subcommittees to review each of the 5 sections of the current Master Plan and the A&E District Plan
 - a. Each committee will decide what still makes sense, what doesn't, what is missing and how to ensure it aligns with the city master plan
- III. After each section is reviewed, we will take the updated version out for public comment:
 - a. Review each section at a DDA Board Meeting
 - b. Review each section at Block Captain meetings, Advance Longmont meetings, subcommittees
 - c. Do online public outreach surveys
 - d. Focus on update at September business owner meeting
- IV. Once all sections are reviewed and updated, hold a community meeting to outline changes/updates and get feedback
- V. Present final plan to LDDA Board
- VI. Present final plan to City Council

Board Involvement: Each Board member chairs and participates in the subcommittees for each section.

Approximate Budget: ~\$30,000 – 50,000

Questions:

1. Who else should be involved in subcommittees? (board member, city staff, business owner, community member, resident)
2. How do we feel about the timeframe?
3. Where else do we need to do community outreach?