LDDA Board Communication

Meeting Date: Tuesday, April 24, 2018

Current Incentive Fund Availability

Retail Conversion: $31,676	Signage: $46,124	DIP: $168,623
Alleyscape West side: $55,555	Residential: $46,536	TIF: $2,985,665 (net projected available)

Agenda Item: The Roost Façade Grant – 526 Main St.

Executive Summary: The owners of the Roost are doing an alley façade renovation. They have removed the old, failing patio and are adding a new alley façade that will include a new 700 sq ft indoor/outdoor patio area and a 680 sq ft new rooftop patio area. The total project cost is $260,000 and they are requesting $10,000 in Façade Grant funds. The Finance Committee approved the financials.

Board Action Needed: Approve Façade Grant

Agenda Item: Transportation Update - Follow Up

Executive Summary: After the discussion at our last Board Meeting, staff would like to follow up with the Board on next steps. At the last meeting, City staff presented:

1. Adaptive Signals: CDOT will sign off on the pilot in the Spring. Once that happens, the DDA can work with the City to reevaluate impacts to pedestrians and seek solutions to make crossing Main St. easier
2. Kimbark: There is enough traffic to warrant striped crossings at 6th. The traffic currently does not warrant a stop sign, according the Traffic Engineering counts. Traffic will be doing counts at 5th and Kimbark as well. Speed signs could help calm traffic.
3. Alleys: Can be made two-way for bike traffic. Traffic Engineering will look into how it can be signed.

DDA staff recommends:

1. Main St.: Working with City Staff on adaptive signals and collecting more data at peak times regarding pedestrian wait times. Advocate for meaningful changes in crossing times. Ask for speed enforcement and speed signage on a more regular basis.
2. Kimbark: Continue to advocate for striped crossings on all streets. Work to have stop signs added. Activate business owners and residents to voice concerns – do survey, get public invited to be heard. Seek timing on permanent improvements, fund temporary barricades for summer season that assist with ped crossing.
3. Alleys: Install signage to make alleys two ways for bicycles. Do bicycle counts.
4. Education & Signage: Deploy temporary wayfinding signage throughout Downtown. Create an education campaign about walking & biking in Downtown.

Board Action Needed: Direction on next steps

Development Code Update: Attached in the packet is information regarding the City of Longmont Development Code Update. I have included the proposed zoning map, the Planning & Zoning Commission Communication and the updated Downtown Sign Standards for your review. A draft to the current draft code can be found at: https://www.longmontcolorado.gov/home/showdocument?id=21690

Downtown Sign Standards: DDA and City Staff met with the Design Advisory Committee regarding updates to the Downtown Sign Standards. Changes were made throughout, including:

1. Based on a Supreme Court ruling, we removed any content based language in the document
2. Made Wording Clarifications
3. Merged design criteria and design tips, using wording (should or shall) to denote what is mandatory

4. Removed the zone map and replaced with general district map
5. Made access to murals easier for business and property owners

Staff will continue to work updating photos and examples of appropriate signage.

Development Code Update: In the Downtown Master Plan of Development, there are several references regarding Development Code and other regulations, outlined below:

Land Use (pages 42 -44): **This whole section is relevant**

1. Uses
2. Development Code Update / Compact Urban Form
    - Draft allows additional density, with no density cap, additional building height, building placement no building set backs on Main St. (0 – 20 ' on other streets)
3. Residential/housing section
    - Mixed Use districts have no density caps. Regulated by how large the building could be.

5. C. Implement window transparency standards that allow visibility and encourage public safety.
    - Requirement on ground floor – clear glass, at least 50% transparent
    - DDA is open to request its own design standards beyond base recommendation if we desire

5. D. Regulate ground floor construction standards to allow for and encourage retail occupancy, e.g. egress, fire suppression, and window area
    - In 2019, building & fire codes will be updated from 2015 – 2018 building and fire codes. Board can seek local amendment to accommodate this if desired.

6. B.: Periodically update the Land Development Code and Downtown Sign Standards to incorporate current best practices.

Creative District (Page 33)**:**

3.D.: Periodically review development regulations and standards to ensure they allow and encourage artistic design and signage elements.

- The DAC & Staff reviewed the Downtown Sign Standards and updated as needed.

Connectivity & Access (page 37):

3.E. Support and encourage building and site design that enhances safety through attention to visibility, access, lighting, etc.

- Updated draft includes a few standards for Crime Prevention Through Environmental Design (CPTED), including landscaping standards requiring sufficient visibility as well as some building design standards.

Sample Tactics:

- Add a development regulation requiring continuation of the Downtown street grid south to the St. Vrain Greenway.
    - Similar to future amendments to building code, the City will upgrade public improvement design standards later this year. This will look at public realm improvements for street frontage and utilities. DDA Board can weigh in on this process.
- Establish a fee-in-lieu option for meeting parking requirements, earmark and later spend to build a parking lot as needed, possibly in part of a mixed use project
    - Board can work with City staff to lay out a time frame and game plan for this type of option.

Placemaking & Urban Design (page 26 – 29):

2. B. Create and enforce design guidelines on all projects that receive LDDA or City funding and consider required design guidelines for other projects
    - Updated design standards in the mixed use section. Board can elect to add additional Design Standards for projects it funds.
3. D. Encourage and develop additional outdoor sidewalk, parklet and rooftop café seating (would want to make sure this was easy within code)

- Update requires mixed use developments to provide courtyard/plaza amenities – rooftop, patio, etc. Main St. setback allows inset for outdoor seating. Elsewhere in DDA setback 0 – 20'

Sample Tactics:

- Review development regulations to ensure they allow flexibility to install desirable placemaking elements such as outdoor seating areas, artistic signage and rooftop patios
- Add criteria to all incentives to meet Design Standards
- Incorporate crime prevention through design principles in Design Standards

Economic Vitality (page 21):

4. C. Create a variety of modern office formats including, co-working and scalable space to allow businesses to easily grow and remain downtown.
    - Code encourages adaptive mixed use
5. E. Encourage appropriate and creative development at the full entitled land use intensity
    - Aside from transition zones, allowing for a lot more flexibility in the Downtown area.

Board Action Needed: Approve changes to the Downtown Sign Design Standards. Advise staff on recommendations for City Council.

Agenda Item: 2019 CIP Projects

Executive Summary: Staff would like to discuss adding some new CIP items with the Board.

1. **Downtown Alley Planning, Design & Rehab**
    a. For 2019, jointly fund a $50,000 planning and preliminary design project of the 200 E, 200 W, 600 E and 600 W portions of the Downtown Alleys. Another consideration would be adding the alley between Coffman & Terry St / 3rd – 4th Aves. Public Works and Natural Resources is willing to split the cost of these preliminary designs, with $25,000 contributed by each partner ($50,000 total). For future years, staff recommends adding an unfunded amount of $100,000 for detailed construction plans (2020) and $500,000 the following three years for implementation.
2. **Wayfinding Plan**
    a. Complete signage & wayfinding plan for Downtown & City of Longmont. Includes concept, design and shovel ready plans for needed signage, including gateways, vehicular, pedestrian, bike, trail, interpretative and historic preservation signs. I am seeking funding partners for a comprehensive plan, including City of Longmont and Visit Longmont. Total budget $25,000, DDA portion $10,000.
3. **Parking Lot Rehab**
    a. Staff recommends upgrades to the aesthetics of the 300 E parking lot in 2019, including the entrance landscaping, Kimbark facing wall and 3rd Avenue facing landscaping. This will take the bulk of the dollars for 2019 - $30,000. We are pursuing Xfinity as a sponsor for this as part of their community giving program.
4. **Plaza Rehab**
    a. Kirsten and DDA staff worked with students from CU Denver and downtown colleagues from throughout Colorado on the Downtown Colorado Inc. Challenge Studio. Discussions surrounded how we redevelop 6th Avenue plaza into a meaningful, block-long gathering place and how to make St. Stephen's Plaza a more engaging and functional gathering place. This conversation sparked next steps for community engagement and planning for the plazas. Staff is proposing adding $100,000 for plans and implementation of minor plaza upgrades. Additional funds will be needed for execution of 6th Avenue Plaza.

Board Action Needed: Motion to approve CIP Projects and budgets