

# LDDA Board Communication

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**Meeting Date:** Wednesday, May 25, 2016

## **Current Incentive Fund Availability**

Retail Conversion: \$60,000

Alleyscape West side: \$83,617

Residential: \$61,844

Signage: \$61,675

DIP: \$97,423

TIF: \$1,800,000

## **Agenda Item: Alfred Vance Dworak Trust/445 and 457-459 Main St. Incentive (Alleyscape)**

**Executive Summary:** The Alfred Vance Dworak Trust is owner of 445 Main and 457-459 Main St. where Labor Ready and Inspiration Art Academy and Deluxe Barbers are located. They are applying for an Alleyscape grant to update the back parking area on each property. The project entails slurry seal and concrete work. They submitted two applications, one per property. They will be using DeFalco's services to do the work, therefore, only needed to submit one bid. The total project cost is \$8,805.09 and they are requesting 25% reimbursement for \$2,201.28.

**Motion:** Approve the Alleyscape grants for a total of \$2,201.28.

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## **Agenda Item: 3's Bar Incentive (Alleyscape)**

**Executive Summary:** Winslow Taylor and Nickie Petersen, the owners of 3's Bar at 333 Main St., are applying for an Alleyscape grant. Their project entails replacing the concrete at their alley entrance. They will be using DeFalco's services to do the work, therefore, only needed to submit one bid. The total project cost is \$2,411.24 and they are requesting 25% reimbursement for \$602.81.

**Motion:** Approve the Alleyscape grant for \$602.81.

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## **Agenda Item: Schallert Group/Jon & Peg Schallert Incentives (Alleyscape and Residential)**

**Executive Summary:** Jon and Peg Schallert, the owners of the Schallert Group at 321 Main St., are applying for an Alleyscape and Residential grant. Their Alleyscape project includes a new walkway to their alley entrance and window metal work. They will be using DeFalco's services to do the alley walkway, therefore, only needed to submit one bid. The Residential project includes moving their 2<sup>nd</sup> floor residential electric meter to the main floor, which will eliminate the need to have a pole in the alley to feed their 2<sup>nd</sup> floor. It is a good time to move the electric while the Alleyscape project is happening. This is their second Residential grant request. They have \$1,844 available of the \$5,000 eligible reimbursement for their property. The total Alleyscape project cost is \$3,372.79 and they are requesting 25% reimbursement for \$843.20. The total Residential project cost is \$1,234 and they are requesting 25% reimbursement for \$308.50.

**Motion:** Approve the Alleyscape grant for \$843.20 and the Residential grant for \$308.50 for a total of \$1,151.70.

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## **Agenda Item: Board Retreat Follow Up**

**Executive Summary:** At the last Board meeting, we prioritized information gathered at the last Board Retreat. See details below:

### High Priority:

- **Relocate halfway house (5)**
- **Parking (3)**
- Develop high density mixed-use developments (2)
  - Increased residential density
- **Build and develop around 1<sup>st</sup> & Main**
  - Assist with TOD vision – transit station
  - Quiet Zone
- **Redevelopment – engaged and connected to the City & partners**
  - **Partnerships**
  - **Conversations with property owners within the district**
  - **Redevelopment packing – marketing**
  - Incentives to offer
  - Redevelopment incentives
  - Enterprise Zone
  - 200/300 Main & Martin focus
- **Complete alleyscape**
- **Coffman St. Development**
- Recruit cutting edge businesses
  - Fill empty storefronts
  - Attract creatives and entrepreneurs
  - Incentives for employment
- Signage Master Plan
- Increase sales and property tax

### Medium Priority:

- Attract youth and employees (2)
  - Employment incentives
  - Recruit cutting edge businesses
- Retail diversity (2)
- Develop unused space (2)
- Increase residential density
- Create gathering spaces
- Better utilize all theater spaces
- **Parking improvements**
- **Coffman St Mixed Use Development**
- Events = Vibrant, active Downtown

### Low Priority:

- No bikes on Main St
- Land Banking
- Re-use industrial space

### Additional Goals or Ideas:

- LDDA & City in partnership with RTD: Council is engaging a consultant to have partnerships with existing property owners
- Master Plan to include art updates

**Final Questions:** Based on feedback and priorities, staff has recommended in red which items to focus on for 2016. All items listed will be given priority when discussing the Master Plan Update which will take intensive time from June – December, as well as finalizing the parking study. Staff will also continue working on all the ongoing annual work plan of duties including clean and safe programs, placemaking initiatives, incentive administration, business communications, event planning, marketing, etc.

1. Would the Board like to add or subtract from this list?
2. How would we define success in moving each of these initiatives forward?
3. Which of these items on the list would we like to focus on in 2017, so funding for those initiatives can be included into the 2017 budget?

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## **Agenda Item: Master Plan Update**

**Executive Summary:** The evaluation committee looked at all proposals and chose Progressive Urban Management Consultants (P.U.M.A.) for the Master Plan Update. Work will begin in June with background research and reviews of all existing plans. Public outreach is scheduled to begin in August. P.U.M.A. presented an add-on component of a Market Assessment.

Per their proposal:

**Market Opportunity Assessment:** To balance community aspirations with market reality, we will compile downtown's key economic indicators and opportunities in a variety of segments, including office, retail, residential, hospitality, etc. We will rely primarily on compiling secondary data from existing economic agencies, real estate professionals, census and other widely accessed sources that can be easily updated and monitored over time. Our local market research, influenced by P.U.M.A.'s Global Trends information, will result in the identification of likely development types and potential within the next five- to ten-year investment cycle. We will also compile qualitative market information from a series of interviews with key individuals and land owners involved in real estate and development.

Benefits of this assessment include:

- Underpin the plan with a market rationale that demonstrates the importance of investing in Downtown for the community as a whole
- Help in the selection of plan implementation actions to best leverage market opportunities
- A tool to share with private sector developers to demonstrate market potential and advance plan implementation

If the Market Assessment add-on is not selected, PUMA would review readily available economic data as part of the document review. Review would include reports or other data provided by the client, and general demographic and market reports for Downtown that PUMA would export from ESRI Business Analyst Online. PUMA would integrate such data review, as well as findings from the Global Trends research and report into the overall thinking and prioritization of goals and actions in the Plan of Development. They would not conduct a sector-by-sector opportunities analysis or produce a Market Assessment document.

The market assessment would increase the budget of the overall project by \$12,500. The Board allocated \$50,000 for the Master Plan Update. To add this assessment, the Board would need to allocate an additional \$7,375 into the budget. Those dollars are available from the Theater Project (DTR-24) – the same project dollars that were moved to fund the initial \$50,000 fee.

**Recommended Motion:** Increase funding for the Master Plan Update by \$7,375 (using funds from the Theater Project DTR-24) to add the additional Market Assessment.

## **Agenda Item: CIP Projects**

**Executive Summary:** In 2017, staff recommends adding two new CIP projects into the budget and updating one other. One is for replacement of Downtown Crosswalks. The second is for Downtown Irrigation replacement and repair. See below for project description and justifications.

**Downtown Crosswalks PROJECT DESCRIPTION (DR-28):** Removal and replacement of crosswalks between 3rd - 6th on Main Street, Mid-block crossings, 4th Avenue and 5th Avenue.

**PROJECT JUSTIFICATION:** The design and installation of the existing patterned crosswalks makes them a challenge to repair. Over the years, they have gotten significant wear and tear, as well as some temporary patch repairs. The new crosswalk design in the Focus on South Main project (and Roosevelt Park Apartments) seems to be the best option to keep the aesthetics while extending the longevity and durability of the crosswalks. It will also help ease future maintenance and costs.

**Project COST:** Total cost is estimated at \$200,530. This City of Longmont has identified the cost through its pavement management program. Half of the funding is accounted for in 2017 in TRP-001 (pavement management program). The LDDA can use TIF dollars to fund the remaining 50%.

**Downtown Irrigation PROJECT DESCRIPTION (DR-29):** Investigate and initiate replacement/repair of the Longmont Downtown Development Authority irrigation system on Main St. between 2<sup>nd</sup> – Longs Peak Ave.

**PROJECT JUSTIFICATION:** The irrigation system downtown has deteriorated over time. Tree roots and other obstructions have caused breaks in the system. Patch fixes of the system have caused a shift of the problem from one location to another. It is time for a complete assessment of the system. It is most beneficial to diagnose the problem and have the ability to fix them during the evaluation. Additionally, adding new, stronger sleeving could prevent future breaks.

**Project COST:** \$100,000 for 2017. Preliminary estimates have a complete diagnostic for \$4,800. Each break is estimated at \$3,000 – 4,200 (assuming concrete, traffic control and irrigation replacement). Additionally, adding a poly line sleeve could isolate breaks in the future, estimated at \$14,000. Depending on the extent of damages, further dollars may be needed in subsequent years.

When we negotiated the TIF shareback with the City of Longmont in 2013, City Council allowed the DDA to continue to collect 100% of the City property tax into the TIF, but to designate 25% of the 50% shareback to the LDDA for Downtown Infrastructure Replacement. We are estimated to have \$70,000 in that fund at the end of 2016. Staff recommends allocating that \$70,000 toward the project and taking the remaining \$30,000 from TIF.

**Recommended Motion:** Approve DR-28 to replace Downtown Crosswalks, allocating \$100,265 from TIF to complete this project along with the 2017 Main Street pavement replacement project.

Approve DR-29 to replace and repair Downtown Irrigation allocating \$100,000, using funds from the Infrastructure Replacement fund generated from the City of Longmont TIF share back ~\$70,000 and the remaining \$30,000 from TIF to begin this project in 2017.

Approve Downtown Parking Lot Improvements to be used on parking lot rehab projects as needed, annually for \$10,000. This has been our historic practice in the past.