

LDDA Board Communication

Meeting Date: Wednesday, August 22, 2018

Current Incentive Fund Availability

Retail Conversion: \$31,676

Signage: \$44,551

DIP: \$158,243

Alleyscape West side: \$55,555

Residential: \$37,454

TIF: \$2,985,665 (net projected available)

Agenda Item: Smoking Survey & Restrictions

Executive Summary: As part of our Cigarette Litter Grant from Keep America Beautiful, staff distributed a smoking survey to downtown businesses regarding cigarette litter. Working with Boulder County Public Health Tobacco Community Health Specialist, we also inquired about smoking restrictions in the downtown area. In Colorado, cities or towns with smoke-free downtowns include: Boulder, Denver, Fort Collins, Glenwood Springs, Golden and Littleton. There are also at least 15 other cities or towns in Colorado that have other protections that apply to downtown businesses like smoke-free outdoor dining or perimeter protections greater than 15 feet. Examples include Louisville, Superior, Arvada, Firestone, and Pueblo.

The survey received 114 responses (24 – retail, 14 – restaurant, 25 – office, 24 – personal service, other – 26). Some of the results are listed below.

How supportive would you be of having some outdoor restrictions on smoking in public areas?

Definitely would support - 65%

Probably would support – 9%

Neutral - 12%

Probably would not support - 9%

Definitely would not support - 4%



74%



13%

Where would you support outdoor smoking restrictions Downtown?

Main St. Sidewalks (1st to Longs Peak Ave.) – 60%

Breezeways – 45%

Alleys - 30%

Everywhere in the Downtown District - 39%

I would not support outdoor smoking restrictions anywhere Downtown - 16%

If a smoking restriction is enacted, do you believe there should be designated areas where downtown employees and visitors are allowed to smoke?

Yes - 69%

No – 21%

Unsure – 11%

Kimberlee and Del Rae spoke to the Ft. Collins Development Authority about their impact/experience with their current Smoking Ordinance in Downtown Ft. Collins. Overall, it is working well. But, they cautioned about moving too quickly and not thinking through the entire process, including fines/consequences and enforcement.

A strong concern evident from the survey was enforcement. Staff believes that although Longmont Police will be able to enforce, this will be a very low priority. One consideration would be using or hiring seasonal park rangers to enforce smoking within restricted areas. Rangers do have ticket writing and enforcement abilities.

More outreach would be needed and staff can work with City Code Enforcement to make sure that all businesses within the proposed area are notified. A Business Walk would also be beneficial. In that outreach, staff would like to gain input regarding:

1. Level of support for smoking restrictions (shown in identified areas determined by the Board)
2. Where designated smoking areas should be located
3. Other concerns

If the Board pursues a smoking restriction, staff will also work with Boulder County Public Health to make sure adequate resources are available to businesses regarding its tobacco free programs.

Staff would like more direction from the Board.

Questions:

1. Would the Board like to move ahead with gathering more information to make a recommendation regarding smoking restrictions to City Council?
2. If yes, where would the Board recommend smoking restricted areas be located?
 - a. Main St. & Breezeways?
 - b. Main St., Breezeways & Alleys, with smoking areas available in each block?
 - c. Other considerations?
3. Does the Board want the tobacco free area to include e-cigarettes / vape pens)?
4. Would the Board like to request a joint meeting with City Council to discuss smoking restriction and safety initiatives (including cameras) in the Downtown area for later this fall?

Agenda Item: South Main Station – Formal FIP application

Executive Summary: Attached are documents regarding the formal application for the FIP (Façade Improvement Program) application from South Main Station:

- Redevelopment & Reimbursement Agreement and its First and Second Amendments
- South Main Station FIP application staff memo (provides scoring and other relevant info)
- SMS Tracking Sheet
- Application - FIP application
- FIP application documents (includes renderings)
- Formal DIP application

In the Redevelopment and Reimbursement Agreement, the Board previously approved:

7.3 Façade Improvement Grant (FIP) for \$730,000

7.2 Development Incentive Program (DIP): not to exceed the actual dollars contributed to the DIP fund for 150 Main Improvements.

- In the Second Amendment to the Redevelopment and Reimbursement Agreement, the Board allowed the developer to apply \$450,000 of the DIP funds toward improvements to the 1st & Emery intersection, which are an allowable expense under the program.

Updated documents show the estimated amount to be paid into the DIP fund at ~\$642,000. To date, the project has contributed \$431,792. Once those funds reach \$450,000, that amount will be transferred to the City of Longmont. Any remaining funds will be eligible for reimbursement for allowable costs. These dollars are tracked on the monthly DIP sheets submitted to the Board.

All grant funds are to be used for upgraded façade materials or public infrastructure necessary for the project. Attached you will find a spreadsheet of costs allowable under both the FIP and DIP (SMS Tracking Sheet). The total exceeds the award allowable to the developer. Staff has identified top tier elements for reimbursement, as well as public improvements that can be reimbursed via the DIP funds.

Staff will assure that no items receive reimbursement under more than one fund. A full tracking sheet with sub and unit pricing, as well as both quotes was submitted to LDDA. It is in the office and available for the Board to review if requested.

Motion: Approve formal FIP application.

Agenda Item: Design Advisory Committee Appointment

Executive Summary: The LDDA Board also functions as the Downtown Design Board. Part of that responsibility is to appoint a Design Advisory Committee, which reviews and gives input on sign design guideline modifications.

Dustin Cornell, formerly of Avocet Communications, was part of the Design Advisory Committee. He is no longer with the firm. The owners of Avocet have recommended Corey Powers, Creative Services Director be appointed to this position.

Corey Powers, a graduate of Texas State University, oversees the integrated strategies for the agency's clients through his creative services role. He brings a decade of experience in branding, copywriting, and content creation to the agency. Prior to joining the Avocet team, Powers was marketing director for Cornerstone PATH and account manager for MOSAK Advertising, both in Austin, TX.

Motion: Approve Corey Powers as a member of the Design Advisory Committee.
