

# LDDA Board Communication

---

**Meeting Date:** Wednesday, September 27, 2017

## **Current Incentive Fund Availability**

Retail Conversion: \$45,000	Signage: \$51,589	DIP: \$143,910
Alleyscape West side: \$58,545	Residential: \$46,536	TIF: \$2,595,570 (net projected available)

---

**Agenda Item:** City Land Development Code Update

**Executive Summary:** The City of Longmont is currently updating the Land Development Code (LDC) to reflect the community's vision for future growth, as described in the recently adopted Envision Longmont Multimodal & Comprehensive Plan.

Goals of the code update include:

- Implementing Envision Longmont and other city plans and policies, such as the Downtown Master Plan and Sustainability Plan
- Creating opportunities for innovative and high-quality development
- Ensuring consistency with current land use trends – the last major code update was in 2001
- Creating a user friendly format
- Allowing flexibility while developing a predictable process
- Protecting stable neighborhoods

The City is interested in feedback from residents, business owners, and other community stakeholders. The project team recently released a public working draft of the zoning districts and use regulations sections of the code. Anyone interested in reviewing these draft documents can view them on-line:

<http://bit.ly/developmentcodeupdate> The project team will also be developing a survey to get additional input from the community.

The downtown area zoning is being consolidated from seven different districts to one district for most of the area – a MU-D (mixed use downtown) district. The MU-D district will cover most, if not all, of the LDDA and will extend from 9<sup>th</sup> Avenue to St. Vrain Creek.

At the May meeting the Board discussed building height and placement (setbacks) in the downtown.

At this meeting, staff is interested in the Board's ideas regarding uses in the downtown. In the above link, the proposed use table can be found on pages 50 – 58. Below is an excerpt from the Downtown Master Plan that highlights areas of emphasis regarding uses downtown.

## **LAND USE:**

- 1. HOST A DIVERSE MIX OF LAND USES INCLUDING BOTH NON-RESIDENTIAL AND RESIDENTIAL.**
  - B. Advance redevelopment efforts south of 3rd Avenue as an opportunity to add uses that are missing or underrepresented in the desired mix.
  - D. Encourage and prioritize projects that deliver a mix of uses or that fill a gap in the use mix such as housing, modern office, retail, a trade or higher education institution, a community market, a hotel or a larger event venue.
- 3. ADD HOUSING, PROVIDING DIVERSE LIVING CHOICES THAT SUPPORT ACTIVE USE OF DOWNTOWN**
  - d. Support the development of live-work spaces that support the Creative District.
- 5. ENCOURAGE ACTIVE GROUND FLOOR USES THAT CREATE FOOT TRAFFIC AND VIBRANCY.**
  - a. Prioritize retail shop and restaurant uses on the ground floor along Main Street.

- b. Assist or incentivize office and other uses in prime retail locations to relocate within Downtown to upper floors or intersecting streets.
- c. Implement window transparency standards that allow visibility and encourage public safety.
- d. Regulate ground floor construction standards to allow for and encourage retail occupancy, e.g., egress, fire suppression, and window area.

**TACTICS:**

- Based on land use mix data, establish priorities for use types needed to achieve a healthy mix and target LDDA incentives to priority uses.
- Review the Land Development Code for changes and updates to implement plan goals, such as a window transparency or first floor retail requirement.

**CREATIVE DISTRICT:**

- 2. COLLABORATE WITH LOCAL ARTS GROUPS TO INCREASE AND ENHANCE CREATIVE, MULTI-CULTURAL, AND ARTS PROGRAMMING AND VENUES IN THE DISTRICT.**
  - a. Retain and enhance existing arts, cultural, and entertainment venues.
  - c. Support the development of additional venues, including a multi-cultural community center with a permanent presence in Downtown.
- 3. ENCOURAGE, PROMOTE, AND ASSIST CREATIVE INDUSTRIES AND RETAILERS TO LOCATE IN DOWNTOWN.**
  - b. Incentivize creative industries and retailers, particularly those that generate tax revenue that can be reinvested in the District.
  - c. Encourage and promote a craft and culinary cluster.

**ECONOMIC VITALITY:**

- 2. RETAIN AND GROW LOCALLY OWNED AND OPERATED BUSINESSES.**
  - a. Promote Downtown as the hub for locally owned businesses and support locally owned businesses
- 3. APPEAL TO AND ATTRACT INNOVATIVE AND ENTREPRENEURIAL BUSINESSES.**
  - a. Encourage the startup and growth of small businesses through incentive programs, provision of information, assistance, and active recruitment.
  - b. Provide and promote an environment with retail, cultural offerings, activities, and amenities that appeal to skilled workers in targeted industries.
  - c. Create a variety of modern office formats including co-working and scalable space to allow businesses to easily grow and remain in Downtown.
  - d. Market technology assets that can attract innovative businesses
- 4. RETAIN AND ATTRACT RETAIL SHOPS, WHICH HELP ACTIVATE DOWNTOWN.**
  - a. Continue investment in incentives that contribute to a healthy supply and demand balance of retail space, such as storefront conversions and transitioning service-oriented businesses to upper floor spaces.
  - b. Encourage retail businesses to stay open into the evening and on weekends to contribute to a vibrant 18-hour economy.
- 5. INCREASE DOWNTOWN'S SALES AND PROPERTY TAX REVENUES TO SUPPORT NEEDED INVESTMENTS IN THE DISTRICT.**
  - a. Increase the number of businesses through both retention and attraction.
  - b. Add housing to increase the number of residents and the diversity of demographics in Downtown.
  - c. Support development projects that add tax-paying uses.
  - d. Discourage net transfer of properties to non-tax paying entities.
  - e. Encourage appropriate and creative development at the full entitled land use intensity

**Tactics:**

- Incentivize a downtown grocery market to serve residents and increase market demand for downtown housing

As mentioned above – one of the goals of the code update is to develop more predictable process – particularly for uses that we want to encourage downtown.

After looking over the information from the Downtown Master Plan about uses, staff has several questions for the Board:

1. Are there specific uses the Board would like to encourage more along Main Street or other areas of downtown?
2. Are there uses in the downtown the Board has concerns about either in general or as ground floor uses along Main Street or in other areas of downtown?

**Staff will consolidate comments and forward them to the Planning and Zoning Commission/ City Council** as they discuss the code update. We appreciate the Board’s ideas to help make downtown vibrant and prosper.

**Agenda Item:** Shared Parking Agreement

**Executive Summary:** In the 2016 Parking & Access Study, Primary Action Item #5: Maximize Existing Parking Resources includes identifying additional employee parking options. It suggests working with private parking lot owners to help increase parking options without increasing our parking assets. This initiative is compatible in our Master Plan: Connectivity & Access Goal 6. Unsure an adequate, well-distributed parking supply for the long-term.

Staff met with the owner of 350 Terry St., which includes the surface lot on the southwest corner of 4<sup>th</sup> & Terry St., as well as the surface lots located at 323 & 327 Coffman St. He is willing to enter into a shared parking agreement for the use of the Coffman St. lot between 8 – 5 p.m., as well as the western 1-2 rows of parking in the Terry St. Lot. Attached is an exhibit from the parking study with a sample Shared Parking Agreement. Below is an excerpt from the Urban Sustainability Directors’ Network Convening in Burlington, VT in May 2015.

**SHARED PARKING AGREEMENT TYPES**

**Public Leases Private**

The municipality or public entity would directly lease parking from a private landowner or entity for use of public parking or a specific need (e.g. events). This may mean that the entire facility or part of the facility is open for public use, or that the facility is publicly available for certain hours or days of the week. These types of stipulations may vary by facility and need from both parties.

**Get started by:**

- Meeting with landowners to determine needs
- Developing a base standard of care for maintenance and operations
- Developing standard packages that can be adapted/refined
- Creating a standard legal agreement with terms and conditions that can be adapted/refined

**Factors**

Leasor/ Leesee	Terms & Extension	Use of Facilities	Maintenance	Operations	Enforcement & Security
Public	Evaluate return on investment (per individual facility or system as a whole)	Need available hours (and number of spaces) to be ample enough for investment	Evaluate added cost of maintenance and operations	Revenue collection; posting signage; could include maintenance	May assume enforcement role (if no gate)
Private	Long enough to ensure adequate return on investment May want to ensure terms that allow for potential redevelopment	Need to ensure base user can get use at end of sharing period (need to provide flexibility in extenuating circumstances)	If maintenance and operations already exists and is effective, it will likely want to be continued	If maintenance and operations already exists and is effective, it will likely want to be continued	Not necessary if gated (already can tow)

The Board should consider the following terms for the agreement:

1. Agreement Terms: 3 years with an option to cancel the agreement earlier (in writing with an agreed upon notice period) for a greater redevelopment of the property.
2. Use: Public parking is available between the hours of 7 a.m. – 5 p.m.
3. Maintenance: LDDA will provide a sealing and striping to the Coffman St. lot. Additional spaces could be incorporated in the lot was maximized.
4. Operations: LDDA will provide clear signage, indicating the use of the lot. Would we be willing to share in snow plowing?
5. Enforcement: May or may not be needed. Post signs to allow for towing.

What other things should be consider?

**Staff is looking for direction to put a term sheet together for this agreement, then run it through our attorney.**

---

**Agenda Item:** Downtown Resident Advisory Group (2-year pilot)

**Executive Summary:** The Board directed staff to investigate developing a Resident Advisory Group to collaborate with the LDDA Board. This type of initiative is compatible with our Master Plan of Development Section 7: Leadership and Management; 1. Champion Downtown as a Citywide and Regional Asset

**Why:** The group will give feedback on issues, projects and programs to ensure that meaningful community involvement is part of Downtown’s evolution. Downtown Longmont will be stronger and more efficient with a well-informed residential population.

**When:** Group would meet quarterly

**Who:** The group will be appointed by the LDDA Executive Committee and will encompass the Historic Eastside, Historic Westside, Downtown Historic District and/or LDDA residents:

- 1 representative of Historic Eastside Neighborhood
- 1 representative of Historic Westside Neighborhood
- 1 representative of Downtown Historic District/LDDA resident
- 1 representative of a live/work business owner
- 1 representative of mixed use housing (i.e. RPA, SMS, VP)
- Up to 4 members at large (a mix of other residents)

Members will serve 1-year terms. It will be a requirement that members maintain residency in the areas of “Old Town” roughly defined as 1<sup>st</sup> – 9<sup>th</sup> Ave.; Sunset – Martin St.

**What:** Group Members will give feedback to LDDA staff on a number of Downtown Issues. They will allow the Board to consider the neighborhood perspective, along with the many other stakeholder groups in Downtown, when acting on certain decisions.

**Group Roles & Responsibilities:**

**LDDA Responsibilities:**

- Host and chair quarterly meetings
- Set agenda
- Provide recap to the LDDA Board

**Resident Advisory Group Responsibilities:**

- Provide feedback on LDDA projects and programs as needed

- Encourage participation in neighborhood surveys or information gathering as needed
- Pass critical information to neighbors
- Update LDDA on neighborhood activity
- Plan activities or mixers to bring neighbors together

**How:** Participants will be chosen by the LDDA Executive Committee. Interested parties will complete an application. Initial terms will be for one year. **(See application attached)**

**Direction: Shall staff begin soliciting applications and set initial meeting for January?**

---



---

**Information Item:** Staff Approved Grants

**Executive Summary:** The following grants were approved by staff May - September 2017.

<b>Grant Type</b>	<b>Amount Awarded</b>	<b>Total Project Investment</b>	<b>Project Information</b>
<b>Façade/DIP</b>			
2 <sup>nd</sup> and Main LLC (201 Main St.)	\$2,807.50	\$24,320	Paint exterior of building
Herewego LLC (600 5 <sup>th</sup> Ave.)	\$343.75	\$1,375	Paint alley side of building to match 5 <sup>th</sup> Ave. side
Bronze Spectra (634 Main St.)	\$642.46	\$2,569.84	Install new alley facing garage door and new paint
<b>Signage</b>			
Herewego LLC (600 5 <sup>th</sup> Ave.)	\$1,319.25	\$5,277	Update fabric/color on 8 current awning locations
Primerica (202 Main St.)	\$1,034.75	\$4,139	New wall sign
LSE Builders Group	\$196.77	\$787.08	New wall and directory sign
<b>Alleyscape</b>			
Crackpots Art Studio (505 Main St.)	\$350	\$1,425	New surface, striping, parking blocks for private parking lot off alley
Christ Church International	\$1,046.17	\$4,184.68	New stone veneer, stucco, paint, gutters for alley facing side of building