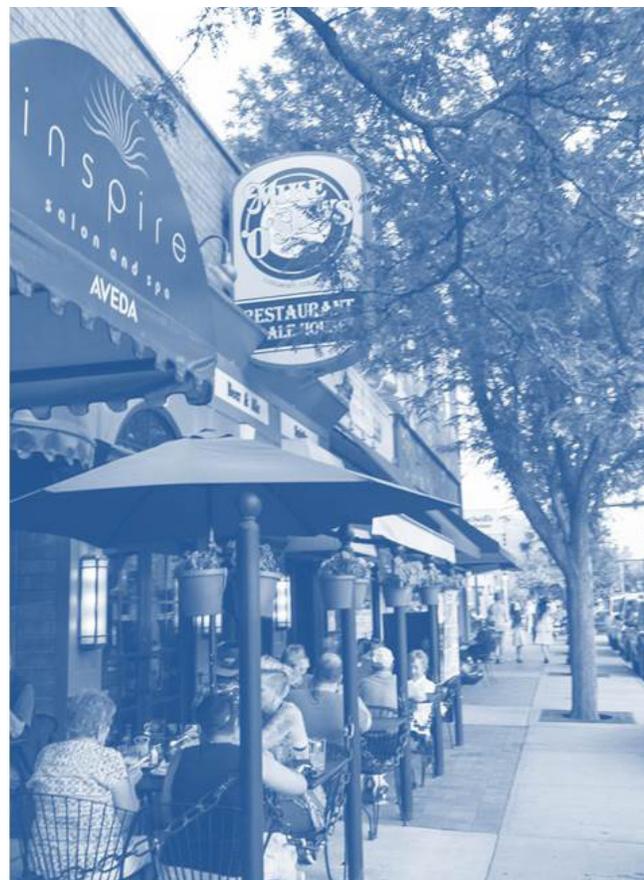
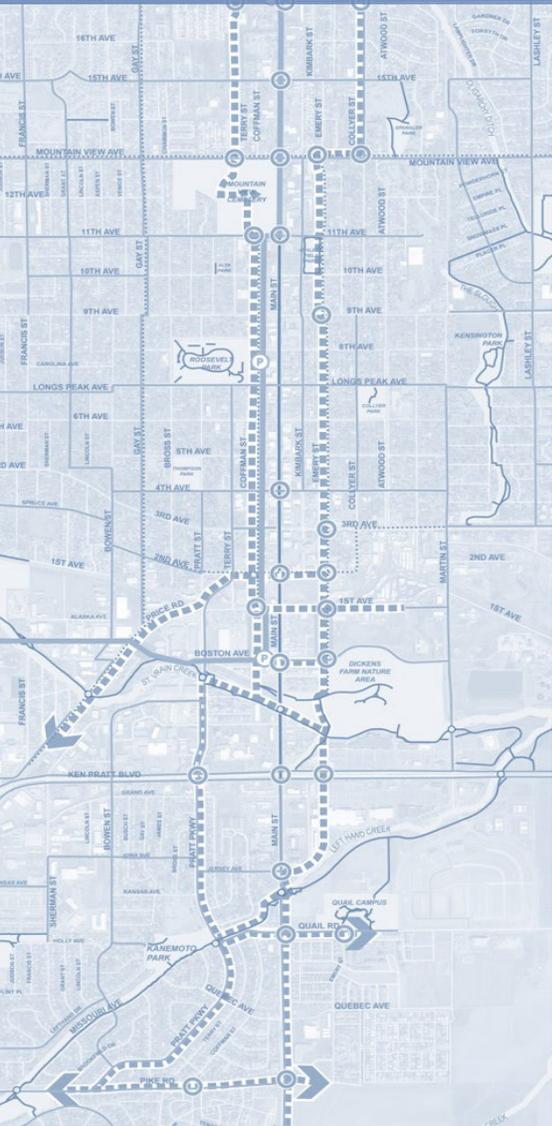


Longmont Main Street Corridor Plan

Executive Summary
September 10, 2019



Introduction

In 2017, the City of Longmont was awarded funding by the Denver Regional Council of Governments (DRCOG), under the Station Area Master Plan/Urban Center grant to prepare a plan for the Main Street Corridor. Launched in the Summer of 2018, this plan recommends a long-term vision for the Main Street corridor including future development, transportation, parks and open space and other elements to enhance corridor vitality.

The scope of this study includes the 5-mile long Main Street corridor, which extends from State Highway 66 on the north to Plateau Road on the south; it also encompasses an area of about one to three blocks on each side of Main St. The four colors are character areas within the larger 5-mile corridor. This corridor includes a diversity of land uses and scale. Thus, the recommendations were developed for both the corridor level and subarea or "character area" level. In addition, catalyst sites that present more immediate opportunity for development were also identified.

Why a Main Street Corridor Plan?

- **Focus** on a vision for the Main Street Corridor from State Highway 66 on the north to Plateau Road on the south
- **Identify** the areas of strength and stability as well as areas of change along the corridor
- **Develop** a cohesive plan for revitalization and redevelopment
- **Emphasize** catalyst development areas and transportation improvements that will enhance mobility

Plan Process

1- Goal Setting

Identify corridor-wide goals and definition of four "character areas" within the corridor: North Main, Midtown, Downtown and South Main

2- Existing Conditions Analysis

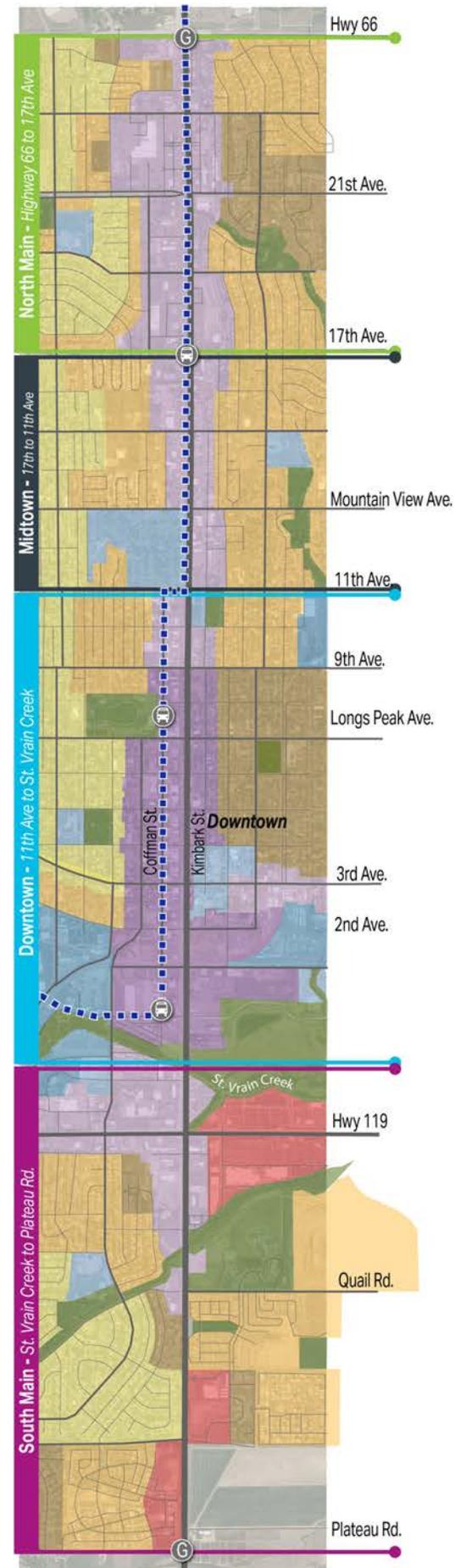
Evaluate land use, transportation systems and market conditions

3- Recommendations

Develop recommendations for land use and transportation that are applicable to the corridor, character areas and catalyst sites

4- Implementation

Identify short, mid and long-term strategies, along with phasing and funding concepts



Corridor Goals and Aspirations

Development of goals and aspirations was an iterative effort among City staff, the Technical Advisory Committee (TAC), various Advisory Boards, City Council and the public. These goals evolved over the course of discussions with each of these groups. The goals are intended to be thorough to capture the diverse desires for this corridor long-term, while also focused to address specific needs.



Embrace Historic Significance

Recognize the corridor's place in history, automobile culture, significance as a gathering place, and as Longmont's "historic main street"

Strategic Infill

Revitalize the corridor through infill development, new housing, community facilities/amenities and urban open space

Strengthen Economic Base

Promote economic growth by attracting and retaining a diverse range of businesses and housing to strengthen the corridor, while preventing displacement of existing businesses and homes

Integrate Main

Create connections between Main Street and surrounding neighborhoods; connect streets and transition building heights and massing

Improve Safety and Mobility

Improve safety for all transportation modes; preserve corridor mobility while enhancing the multimodal network. Incorporate technology to support safety and mobility.

Transit as Catalyst

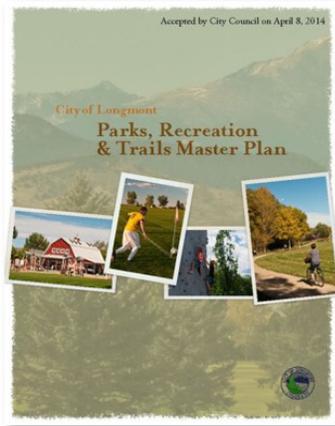
Leverage transit investments– orient stops around activity centers and form new mobility hubs

Create a Sense of Place

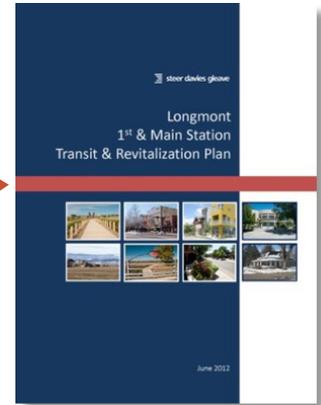
Create a cohesive identity and sense of place; improve livability for all residents; enhance aesthetics and incorporate green spaces

Building on Previous Plans

The Main Street Corridor Plan builds upon other recently completed plans and ongoing planning efforts in Longmont. All of the following plans contain relevant information or provided recommendations that were considered and built upon in the development of recommendations and implementation strategies for this Plan.



April
2014



June
2012



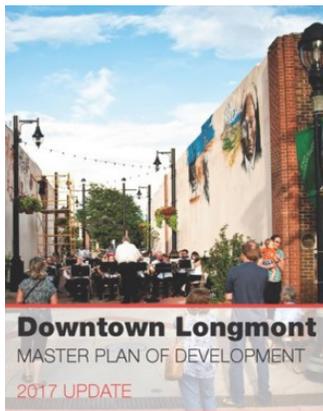
June
2016



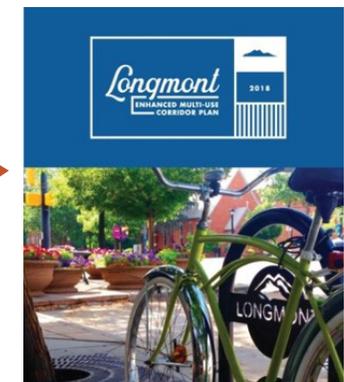
Nov.
2016



Dec.
2016



April
2017



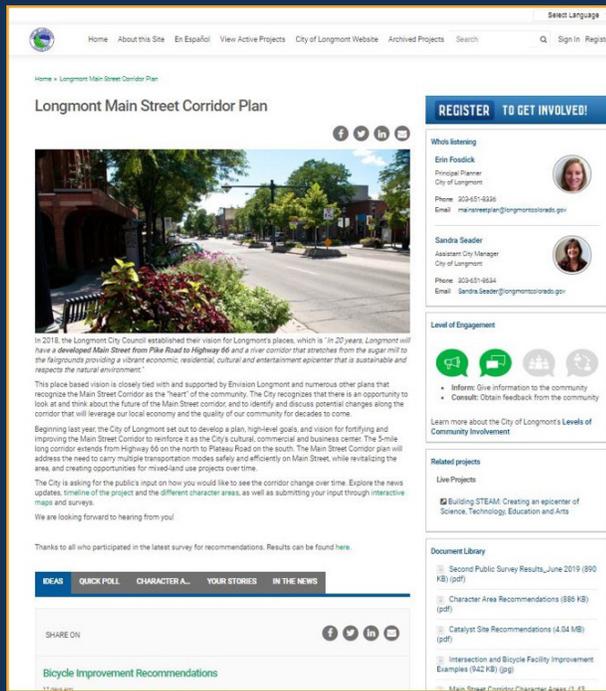
March
2018

Strategies for Gathering Public Input

Multiple strategies were used in an effort to gather robust feedback from stakeholders and the public over the course of the project:



- Large Format Public Workshops at three separate stages in the planning process to gather feedback:
 - Workshop 1: Vision, Goals, and Initial Ideas
 - Workshop 2: Initial Recommendations for Character Areas and Catalyst Sites
 - Workshop 3: Draft Plan
- Attendance at community events like Cinco de Mayo and Rhythm on the River for hands-on input where people gather
- Engage Longmont, the City's online engagement platform to share information and gather specific feedback through polls, surveys, maps, and general comments
- A project webpage for project updates: bit.ly/MainStreetCorridor



- Two online, community-wide surveys
- Attendance at open houses offered jointly with the STEAM project
- Small group meetings with active residents and business owners in the Midtown and Old Town character areas
- Bilingual fact sheets and bilingual display boards available at public events and facilities
- Social media updates (Facebook, Instagram, and Twitter)
- News articles in the local press and city government newsletters
- A project email list to share project updates and information on surveys, workshops, and open houses
- Door-to-door flyers and personal engagement with business owners the length of the corridor
- A walking audit for the corridor

Existing Conditions

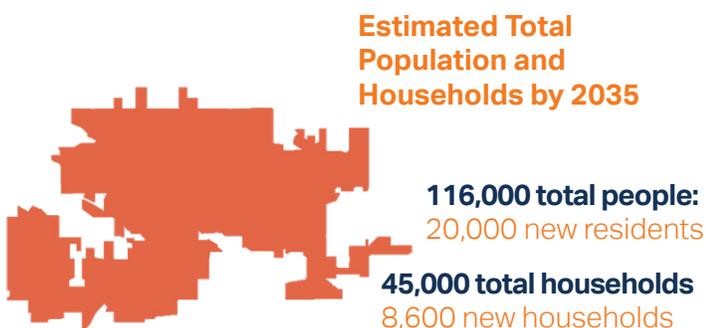
This section summarizes the existing conditions along the Main Street Corridor study area from multiple perspectives: land use, transportation, and parks and open space. It begins with the history of Main Street and the role Main Street has played as the primary north/south axis through the City and heart of business and civic activity.

The past helps provide context for today, as well as shaping the goals, aspirations, and direction for Main Street into the future. We need to preserve and protect the important role of Main Street, while recognizing that some areas of corridor will transition and change. This plan identifies areas of new focus and enhancement specific to transportation, new development and redevelopment, and amenities such as parks, open spaces and public art. A market analysis has also been included; the analysis of existing and future conditions helps inform the need for new uses and provides information on the types incentives that may be necessary to attract investment and development.

A robust public outreach effort has been integral to this planning process. The team used a variety of outreach methods to gather community perspectives on the areas to preserve and areas of change along the Main St. Corridor.

Main Street of Today

Similar to many communities along Colorado's Front Range, Longmont has been experiencing rapid population growth. These growth trends are anticipated to continue in the coming years. The Envision Longmont Plan provided estimates that by the year 2035, 20,000 new residents (8,600 new households) will move into the City of Longmont.



In addition to general population growth and like much of the United States, the make up of the population of Longmont is changing. Longmont will have higher proportions of racially diverse, younger residents with families. It is also expected that the number of residents over the age of 55 will double by the year 2025.



Total Population in Longmont (2018 est.)

96,192 people



Total Households in Longmont (2018 est.)

37,673 households



Median Households in Longmont

\$68,663



Average Household Size in Longmont

2.58

As stated in the Envision Longmont plan, future growth should come in the form of strategic infill and redevelopment with a focus around centers and corridors. Major transportation corridors, such as Main Street, were identified in the Envision Longmont Plan as areas of change that would offer the greatest opportunity to accommodate growth and future development.

The Envision Longmont Plan further details that these major transportation corridors are able to support opportunities for infill and mixed-use development. Concentrating these uses along major corridors may help to increase livability and quality of life for all residents by reducing dependency on cars and providing improved access to transportation, as well as access to jobs and other public services.

As Longmont grows, Main Street must adapt to better serve its dual role as both a primary travel arterial, as well as a center of mixed-use, residential, business, entertainment and dining.

Land Use

The existing land uses and development pattern within the Main Street corridor vary widely from the north to the south. Retail and commercial development is concentrated along Main Street with residential uses directly to the west and east. Industrial uses are generally still adjacent to the railroad. More recent mixed-use and residential development has occurred south of St. Vrain Creek.

Parks and Open Space

In the map at right, half-mile radii are drawn from the center of existing parks (a ten minute walk for an average person). There are multiple portions of Main and many surrounding residential areas that lack sufficient open space. This plan conducted an analysis to identify gap areas where there are high population densities with lack of access to recreation and play areas. A goal of this plan is to evaluate opportunities to incorporate additional public and green spaces along the corridor.



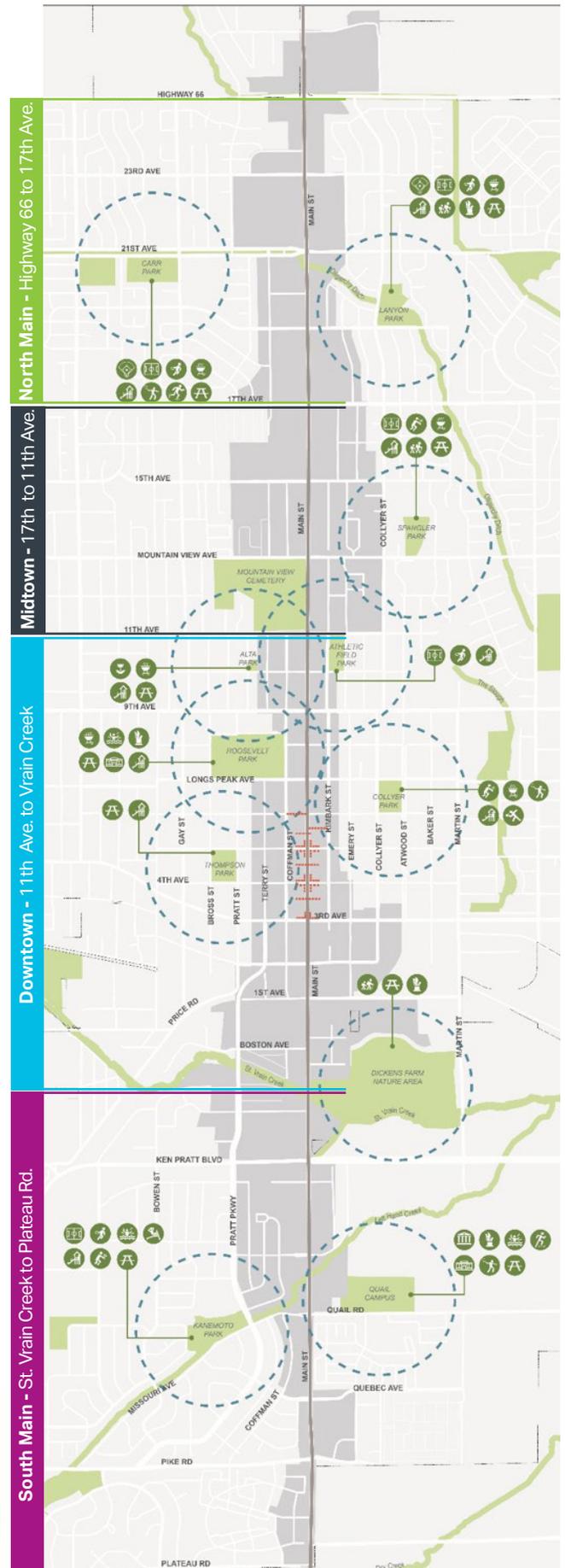
C. Nathan Pulley Photography

St. Stephen's Plaza

Longmont Main Street Corridor Plan - Open Space Framework

- Parks and Greenways
- Urban Open Space (enhanced alley/paseo)
- 1/2 mile walking radius
- Longmont Main Street Corridor Plan Study Area
- Longmont Municipal Boundary

- | | | |
|--|---|--|
|  Ball Fields |  Tennis Court |  Skate Park |
|  Multi-Use Ball Fields |  Volleyball Court |  Swimming Pool |
|  Barbecue Grill or Pit |  Basketball Court |  Museum and Cultural Center |
|  Picnic Area |  Pickleball Court |  Recreation Center |
|  Playground |  Roller Hockey Rink |  Public Art |
|  Trails |  Outdoor Fitness Equipment |  Community Garden |



Transportation

Main Street is a major north-south thoroughfare that accommodates significant traffic volumes through the study area today. There are 28,000 daily trips north of Ken Pratt, 30,000 daily trips between 9th Ave and 17th Ave and more than 32,000 vehicles north of 17th Avenue. Travel speeds vary throughout the corridor with the highest speeds observed north of 17th Avenue (55 mph) and lower speeds through Downtown (35 mph). High Bicycle and pedestrian demands are experienced throughout Downtown in addition to bicycle traffic crossing Main Street north and south of Downtown. These demands are expected to grow at a rate of 1% per annum over the next 20 years, which translates to an increase of 30% over existing year volumes.

Safety

Intersections with a higher number of crashes include 17th Avenue and Main Street as well as 3rd Avenue and Main Street. Fatal crashes have occurred at 17th and Gay Street, 9th and Main and near the intersection of 3rd Avenue and Kimbark. Vehicular safety can be improved through the provision of raised medians, longer turn lanes, better signal visibility, reduced lane width to help manage vehicle speeds and better signage to improve traveler expectations. Well marked bike lanes, bike boxes at intersections along with enhanced signage will improve safety for bicyclists. Similarly, signal phasing that isolates pedestrian movements and separates it from turning traffic, reduction in pedestrian crossing distance and new mid-block crossings will be proposed to improve pedestrian safety.

Another safety consideration along Main Street is the presence of numerous access points. A high density of access points represents areas with numerous driveways, resulting in additional turning movements, which can slow traffic and cause conflict between other vehicles, bicyclists, and pedestrians. Street frontages with a high access point density can create an unpleasant and unsafe condition for all transportation mode users, but especially bicyclists and pedestrians along Main Street.



Transit

Multiple local and regional bus routes serve Longmont within the Main Street Corridor Plan study area. RTD operates local Routes 323, 324, 326, and 327 which cross at Main Street. Regional bus connections within the Main Street Corridor Plan project area include Route J (to East Boulder and CU), Route LD/LX (serving Denver), the BOLT (Boulder), and FLEX Bus (serving Fort Collins). Via, FlexRide and Access-a-Ride all provide additional transit options that rely on Main Street as a reliable travel corridor.



Bicycles

Within the project study area, there are no designated bicycle facilities directly on Main Street until south of Ken Pratt. South of Ken Pratt, Main Street has a dedicated bicycle lane that then becomes a 'Wide Shoulder' south of Pike Road. This study process has included an analysis of the future cross-section of Main to accommodate bicycle facilities as well as proposed parallel routes and intersection treatments to safely accommodate bikes throughout.

Corridor Recommendations

Development of Recommendations

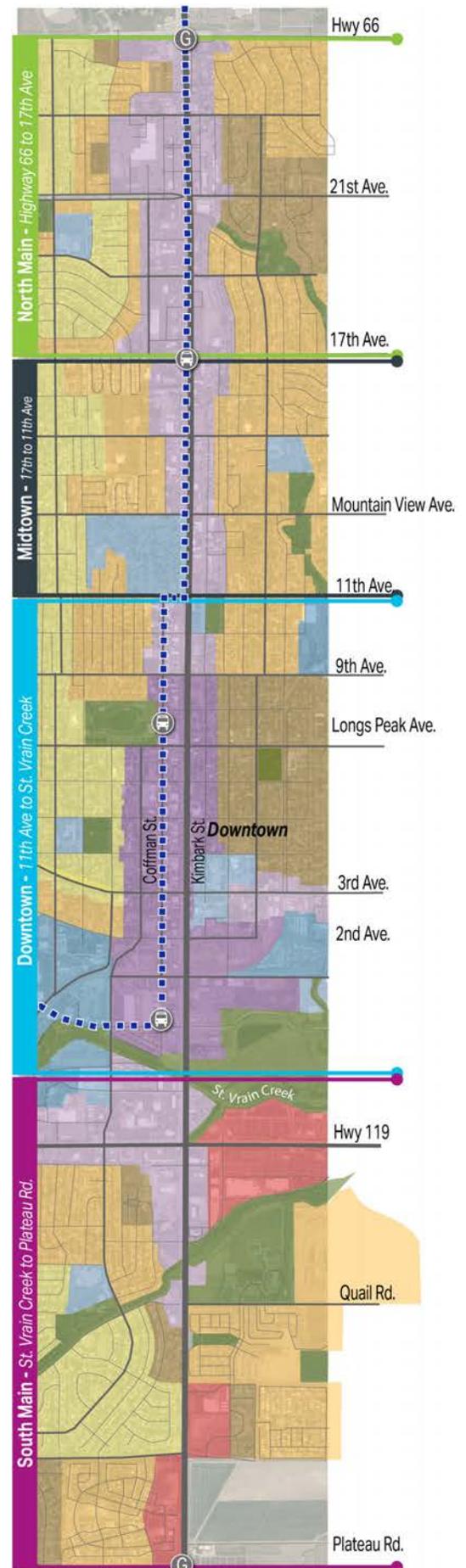
Recommendations were developed for the full corridor as well as by character area. These recommendations evolved by building upon previous City studies, analyzing needs identified through the existing conditions process, and bringing together both stakeholder and community input.

This section begins with corridor-wide recommendations identified by level of priority. Many of these improvements will take long-term, phased investments. It is important to note that priority levels may shift over time based upon development pressure and community needs. In addition, new plans or updates to existing plans may be necessary to study the recommendations further.

Corridor Land Use Recommendations

The following are corridor-wide recommendations that build upon Envision Longmont and were identified as priority goals through this process:

- Add additional residential and mixed-use throughout the corridor
- Preserve historic buildings and buildings that contribute to community character
- Diversify and enhance the economic base through strategic infill
- Ensure appropriate transitions to neighborhoods
- Add additional public parks, plazas, and green spaces
- Focus on near-term catalyst sites and areas of change within the corridor when considering redevelopment
- Create an overall sense of place along the corridor



Corridor Transportation Recommendations

The following corridor-level transportation recommendations aim to improve connectivity and safety:

- New street connections to create a grid network, particularly along North Main
- Additional medians along Main Street to improve trip reliability for all modes and improve bicycle/pedestrian crossings
- Mid-block pedestrian crossings at strategic locations
- Publicly-accessible paths through the Cemetery for bikes and pedestrians
- Alley enhancements to improve safety and mobility
- Flashing yellow arrows to enhance pedestrian safety
- Continually evaluate signal timing to promote better mobility for all modes

Corridor Bicycle and Pedestrian Recommendations

The following outlines bicycle and pedestrian recommendations.

- Create north-south routes to enable safe travel from north to south Main safely and comfortably.
- Promote a continuous, pleasant walking environment along the entire Main Street corridor
- Enhance intersections to improve safety and connectivity on east-west routes. Encourage the use of planned Enhanced Multi-Use corridors.



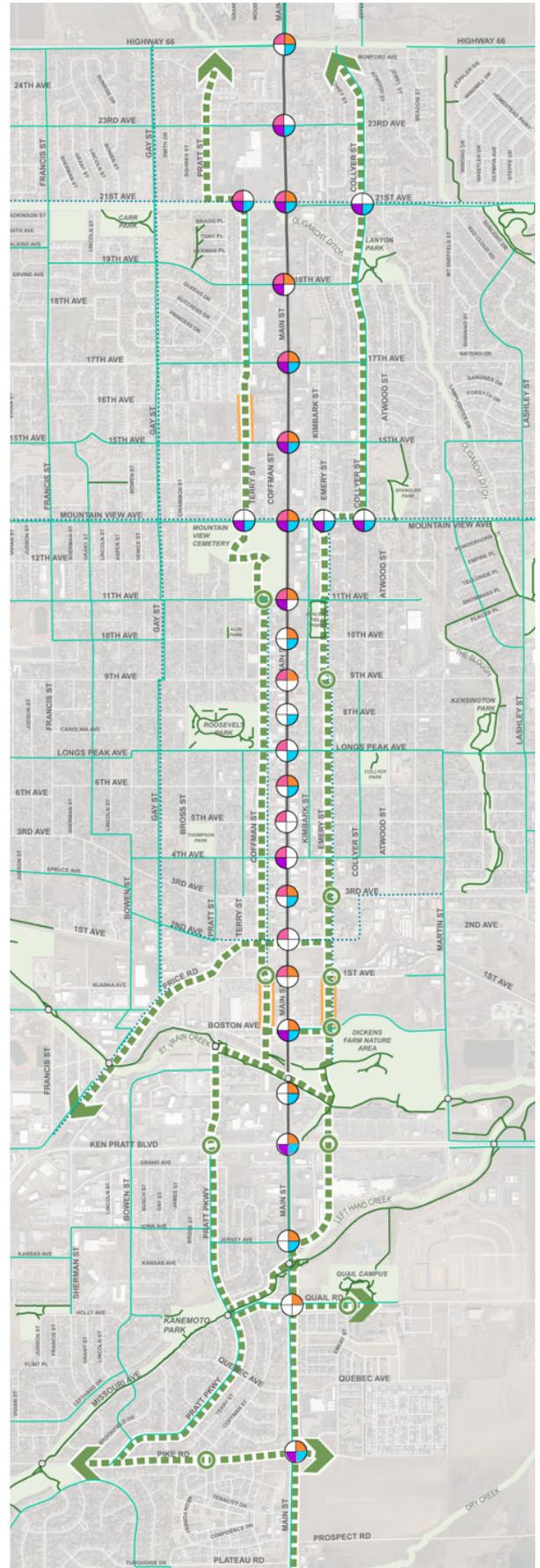
Pedestrian crossing and island treatment



Enhanced crossing treatment

LEGEND

- Proposed Bicycle Connection (Facility TBD)
- Proposed Intersection Improvements
- Proposed Street Extensions
- Existing Underpass
- Enhanced Multi-Use Corridor (EMUC)
- Existing Bicycle Facility
- Existing Multi-Use Path
- Location with Improvements Identified
- Signal Improvements
- Lane Improvements
- Pedestrian Improvements
- Bicycle Improvements





To create a north-south route on the western side of Main Street:

- Utilize existing bicycle infrastructure on Pratt Parkway which will connect to Coffman Street via a new roadway connection between Boston and 1st Avenue
- Coffman, a future Enhanced Multi-Use Corridor (EMUC), will serve as a primary north-south route
- Create a multi-use pathway through Mountain View Cemetery
- Establish a new roadway connection on Terry Street between 15th and 16th Avenues

To create a north-south route on the eastern side of Main Street:

- Utilize multi-use paths through Dickens Farm Nature Area, which will connect north to 1st Avenue via a new roadway connection between Boston and 1st Avenue.
- Utilize Emery Street (a future EMUC) as a primary north-south route
- At Mountain View Avenue, direct bicycles east to utilize existing bicycle infrastructure on Collyer Street.



Crossing treatment and bike striping



Green bike lane striping



Bike lane markings at the beginning of a bike lane



Bike contraflow lane

Character Area Recommendations

Character Areas

Due to the size of the corridor (5 miles), diversity in uses and range of needs along the corridor, the team created character areas. The four character areas include North Main (Highway 66 south to 17th, Midtown (17th to 11th Ave.), Downtown (11th Ave. to St. Vrain Creek), South Main (St. Vrain Creek to Plateau Rd).

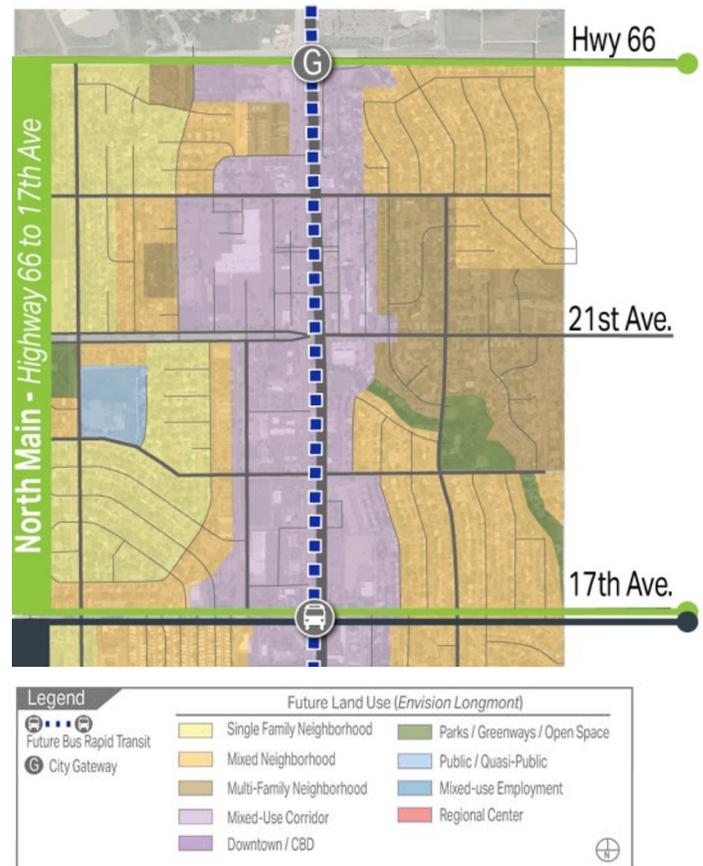
North Main Character Area

North Main Today

Highway 66 south to 17th Avenue is the northernmost character area. This area is defined by multiple 'big box' retailers with large surface parking lots located along Main Street. Streetscaping is minimal, with inconsistent tree lawns or landscaping. A center median that contains trees and landscaping is present only from Highway 66 south to Crisman Drive. Block lengths are large, with few streets intersecting the quarter mile between primary east-west arterials. There are no pedestrian crossings mid-block so crossings are focused at crosswalks. Due to the large block lengths, people cross the street mid-block using the center turn lane as refuge while they wait for a break in traffic. North Main has few parks, open space amenities, and community facilities. The neighborhoods surrounding North Main have a high proportion of low-income and older adult populations. Many of these residents walk or bike out of necessity, creating the need for safety and connectivity improvements in this area.

Economic Role

This character area serves a community-oriented retail trade area and is a destination for northern Longmont and surrounding area. The area currently has a mixture of everyday retail goods and services, regionally-oriented retailers, and entertainment and dining destinations.



Future Market Opportunities

- The estimated future demand for retail and commercial space is 137,000 square feet over the next five years.
- Regionally-oriented and destination retail demand will likely be captured elsewhere in the City of Longmont or along I-25.
- Significant new retail and commercial development is not expected and new retailers will likely fill and re-use existing spaces.
- The opportunity for new development in this character area includes additional multifamily housing developments, smaller scale retail and services space and entertainment uses.

North Main Vision

Recommendations

- Encourage infill. Orient buildings and entrances to Main St. and other public streets or gathering spaces.
- Identify areas to add additional streets to provide smaller, pedestrian-scale blocks.
- Continue to implement building height gradients to minimize impacts to adjacent residential neighborhoods.
- Create well-programed public spaces. Active uses should front public spaces to provide activation and interest. Locate public spaces next to the multimodal network and add amenities such as bike repair stations and shared mobility features.
- Develop a consistent pedestrian oriented street environment with consistent landscaping, medians, and wide sidewalks.
- Identify opportunities for consolidating vehicular access to provide a continuous streetscape environment.
- Install gateway signage to welcome people to Longmont and Main Street at Main/State Highway 66 .
- Develop a mixed-use mobility hub surrounding the future 17th/Main 119 Bus Rapid Transit station area:
 - Allow for greater density and encourage the integration of affordable housing.
 - Provide shared parking options, bike share, and other micro-mobility options to provide first and last mile connections.

Catalyst Site : 21st and Main

Following the existing conditions analysis, the project team began to identify catalyst sites based on community feedback, observations from multiple site visits, and parcel-level data analysis. The 21st and Main site was identified as a catalyst site within the North Main character area.



LEGEND:

- Existing Building
- Residential
- Retail/Entertainment
- Office

- Breaks up “superblock” and creates new street connections
- Opportunity for experience-oriented retail. Uses that fit into “entertainment” may include restaurants, breweries, fitness, etc. It could also mean a larger destination such as a movie theatre or indoor sports/restaurant.
- Create green space/ gathering areas
- Connect to nearby development (grocery store)

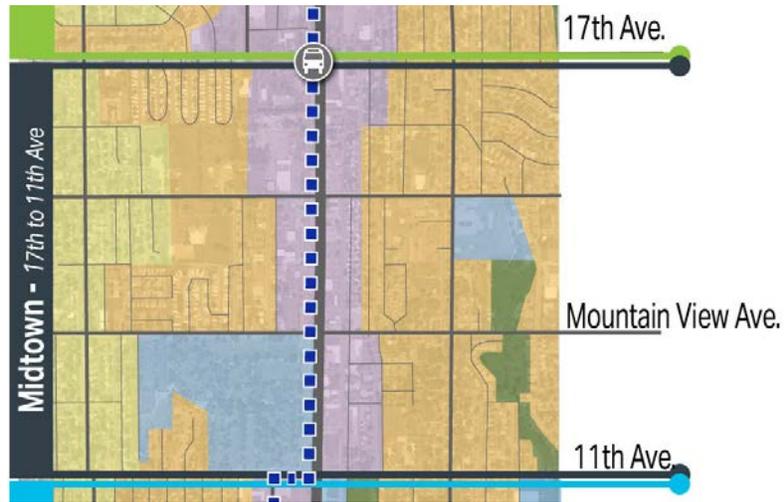
Midtown Character Area

Midtown Today

Midtown extends from 17th to 11th Avenues. Parcel sizes are generally smaller and land uses are more diverse. This area includes small businesses and hotels, multi-family residential and mixed use development. The existing building stock is generally older, some dating from the 1960's and 70's.

A number of Hispanic owned businesses are located throughout this stretch including restaurants and services. These businesses enhance the character of Main and serve as a regional draw for the larger community.

Midtown has limited parks or open spaces and few community facilities or services. This character area includes the Mountain View Cemetery. Block lengths along this segment of Main Street are also generally a quarter mile long, with no officially designated mid-block crossings.



Economic Role

This character area functions as a neighborhood commercial district. The businesses in the area provide everyday retail goods and services serving the surrounding neighborhoods. The retail and commercial uses are smaller in scale and often with only one or a handful on each parcel

Future Market Opportunities

- There is the opportunity for small-scale, individual parcel reinvestment, retail space conversion, and smaller redevelopment projects.
- The reuse of existing commercial spaces for new businesses is more likely and desired than significant redevelopment.
- Additional attached single-family and multifamily housing is in demand and will help bolster increased spending, which may lead towards attracting higher quality commercial uses along the corridor.



Midtown Vision

Recommendations

- Consider 1-4 stories to complement existing built forms; provide height transition to adjacent neighborhoods with tallest building or portion of building along Main Street.
- Encourage public murals and art to showcase the area's history and diversity.
- Encourage ground floor amenities that activate the street (patios, restaurants, public/private open spaces).
- Orient buildings and entrances towards the street. Screen parking and located to the rear of structures.
- Identify locations for small public spaces that are active and engaging.
 - When possible, integrate elements into park design that reference the unique cultural context of the character area.
 - Explore publicly funded and privately funded public spaces. Evaluate utilization of revitalization tools such as urban renewal designation to provide funding for public enhancements and improvements.
- Implement reduced or eliminated setbacks for redeveloped sites to extend the look and feel of Longmont's downtown visual corridor into Midtown.
- Identify opportunities for consolidating vehicular access to provide a continuous streetscape environment.
- Enhance streetscape/pedestrian realm:
 - Installing wider sidewalks on both sides of Main Street
 - Add elements to improve pedestrian comfort such as recycling/waste receptacles
 - Further improve the pedestrian experience on Main Street with the addition of a green buffer to separate pedestrians and vehicles
 - Increase the tree canopy by planting additional street trees along Main

Catalyst Site : 15th to 17th

Following the existing conditions analysis, the project team began to identify catalyst sites based on community feedback, observations from multiple site visits, and parcel-level data analysis. The 15th to 17th site was identified as a catalyst site within the Midtown character area.



LEGEND:

-  Existing/Planned Building
-  Residential

- Opportunity for new residential and mixed-use along Main and on nearby vacant or underutilized parcels
- Includes new street connections (Terry and 16th) to facilitate east/west and north/south connectivity
- Prioritizes new green space and gathering areas to provide recreation for nearby neighborhoods

Downtown Character Area

Downtown Today

Downtown is the geographic and cultural heart of the City. A mix of office, commercial and residential, both historic and new, are located through this area and contribute to the character of Main. Downtown includes Main Street from 11th Avenue to St. Vrain Creek. This character area includes Longmont’s historic Downtown. As you move south of 11th Avenue, building density increases and building setbacks are closer to Main Street.

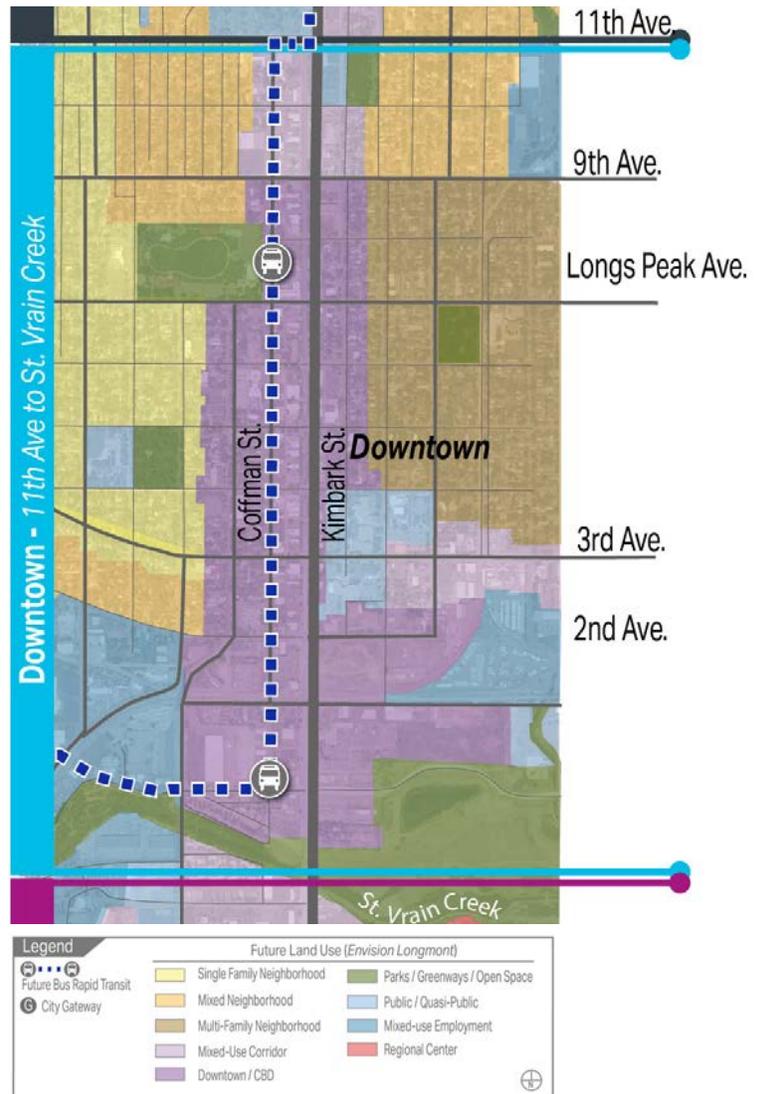
Beginning at 10th Avenue, most blocks on both the east and west sides of Main have an alleyway that bisect each block running north to south. Some of the alleys are enhanced with bicycle facilities, special paving, and other amenities. Downtown has a higher concentration of parks and open spaces, including enhanced alleyways/breezeways throughout downtown. South of 2nd Avenue, land uses become more industrial and storage oriented surrounding the railroad tracks that cross Main at 1st Avenue.

Economic Role

This character area encompasses the historic Downtown Longmont and the emerging 1st and Main and St. Vrain Creek. The area is the cultural, civic, and entertainment center for the community. The businesses here serve a variety of customers including visitors, residents, and the day-time employment population.

Future Market Opportunities

- Downtown’s growth has been directed by the efforts of the City and the Longmont Downtown Development Authority (LDDA).
- This area is a vibrant retail and employment area and has attracted infill housing.
- The City of Longmont is making major investments to help revitalize the 1st and Main area by redeveloping obsolete industrial uses .
- The area between 1st and Main and the historic core of Downtown Longmont has the opportunity to serve as a link, connecting the two areas with the introduction of new uses and amenities.
- Higher density mixed-use development in this area with multifamily uses and office uses supported by ground floor retail space.



Downtown Vision

Character Area Recommendations

- Leverage opportunity zone designation to create interest in infill and redevelopment opportunities particularly south of 3rd.
- Consider additional residential development throughout: townhomes, apartments, and condos could be built above active ground floor uses and on the backside of blocks. Include a mix of for-sale and for-lease products, including affordable options.
- Shared parking arrangements should be examined when City-owned parking lots are redeveloped. Locate parking away from Main Street (behind structures). Provide access to parking via side-streets or alleys.
- Activate alleys for multimodal connections. Provide multimodal connections to nearby regional open space areas and planned development.
- Prioritize pedestrians throughout Downtown by ensuring signal timing is adjusted to allow for efficient and safe pedestrian movement.
- Consider long-term redevelopment of surface parking lots, consistent with the LDDA Master Plan.
- Consider the need for shared parking structures to serve demand over time.
- Promote Historic District designation and associated funding tools to attract reinvestment into existing buildings.
- Increase density across the area especially near TOD opportunities and along Main (southern end of the 200 Block). Utilize rising grade of street to provide for additional intensity (South of 3rd).

Catalyst Site : 100 and 200 Blocks

Following the existing conditions analysis, the project team began to identify catalyst sites based on community feedback, observations from multiple site visits, and parcel-level data analysis. The 100 and 200 blocks of Main Street were identified as a catalyst site within the Downtown character area.



- Introduces mixed-use and live/work units
- Maximize slope of hill to accommodate greater heights and structured parking
- New Plaza/gathering areas, including a potential park near 1st and Main (long-term)
- Install a median with mid-block crossing to help slow traffic

LEGEND:

- Existing Building
- Residential
- Retail
- Office
- Parking
- Mixed-Use/Artisanal Market

South Main Character Area

South Main Today

The southernmost character area stretches from St. Vrain Creek to Plateau Road. South Main has variety of land uses including light industrial and commercial along Main, along with residential in Harvest Junction, Southmoor Park, and Prospect further south.

St. Vrain Creek passes below Main Street. The creek is the spine of a larger network of trails and open spaces encompassing the St. Vrain Greenway. There are two main recent investments in the area, the Dickens Farm Nature Area and the replacement of the South Pratt Parkway Bridge that passes over St. Vrain Creek.

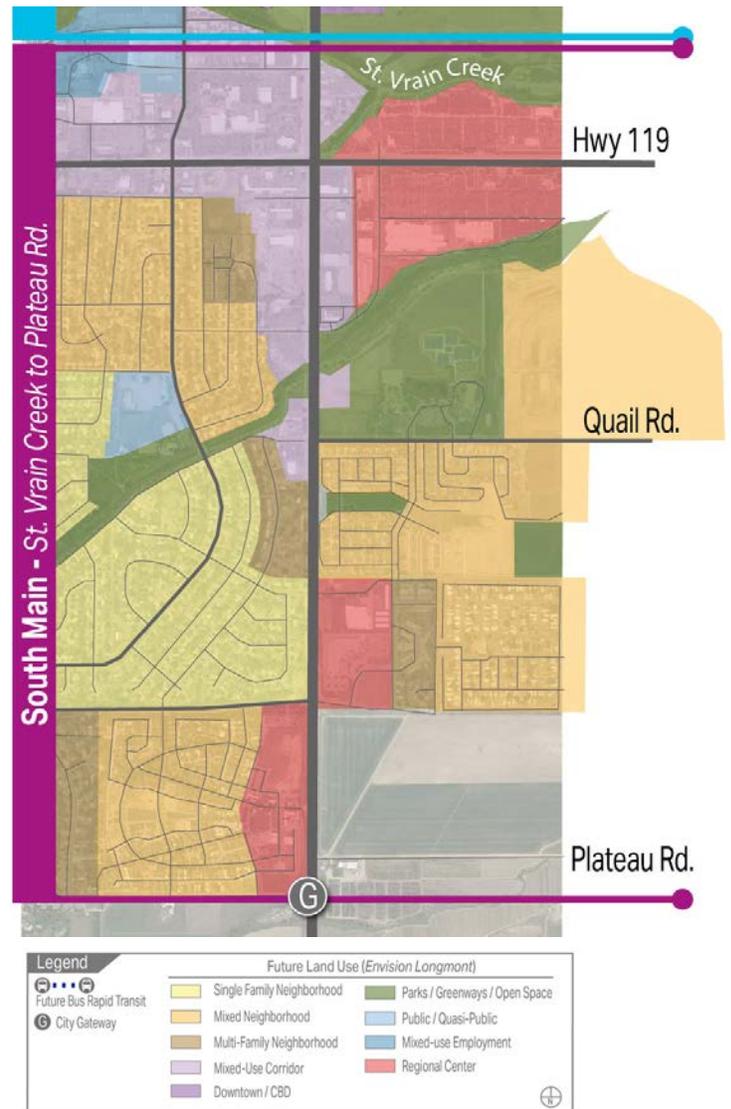
South Main has longer block lengths. Streetscaping is fairly limited, with inconsistent street trees and landscaping. High traffic speeds on Main, along with difficult crossings and lack of comfortable facilities for bicyclists and pedestrians are a concern for residents. There are few north/south bicycle and pedestrian routes connecting residential neighborhoods to Downtown. At the southern end of Main Street, residential neighborhoods quickly transition to open space and agricultural areas.

Economic Role

This character area does not have one specific economic role. The Ken Pratt Blvd Corridor, including its intersection with Main Street, is a major commercial and retail destination. The rest of the corridor has a mixture of auto-oriented businesses, residential uses adjacent to the corridor and undeveloped land.

Future Market Opportunities

- There is limited demand for additional larger format retailers south of Highway 119.
- Clusters of retail activity along this portion of Main Street could serve a distinct roles in supporting the community.
- The northern portion of this corridor can attract additional retail and commercial uses, as part of the larger Ken Pratt corridor.
- The Quail Road area could attract retail to support the City's civic amenities located to the east of Main Street.
- Lastly, the southern portion service as a gateway to the community with neighborhood serving retail uses



C. Nathan Pulley Photography

South Main Vision

Character Area Recommendations

- Support and continue promoting civic, cultural, institutional, and entertainment uses in the area that complement the recent development.
- Orient new development toward regional open spaces and trails.
- Develop an enhanced pedestrian oriented streetscape for the length of the character area, including landscape buffers, pedestrian-scale lighting, and wide sidewalks to provide a comfortable walking environment.
- Consider traffic calming efforts to reduce speeds and increase sense of comfort and safety. (See transportation section of the plan for more detail)
- Connect smaller public spaces with larger open spaces and greenways (such as St. Vrain Creek and Lefthand Creek). Consider linear parks, trails, and underpasses to create connections.
- Create City of Longmont gateway feature at Plateau Road and continue related streetscape elements north along Main.



C. Nathan Pulley Photography



C. Nathan Pulley Photography

Implementation and Funding

Many of the improvements identified above will take long-term, phased investments. Each detailed recommendation (as outlined in the larger report) includes priority level in terms of time frame for implementation and relative range of cost for the improvement. It is important to note that priority levels may shift over time based upon development pressure and community needs.

Various funding and finance tools may be available at the federal and state levels, particularly related to transportation. The City could consider applying for Federal Urbanized Area Formula Grants, Funding Advancement for Surface Transportation & Economic Recovery (FASTER) Transit Grants, and others for transit projects. In addition, a number of local tools are available to help encourage and fund economic development along Main.

Local Funding and Financing Tools

- **General Improvement District (GID)** - A general improvement district (GID) in a municipality is a public infrastructure district that applies an additional property tax or assessment to a specific improvement area to pay for new public infrastructure. GIDs can be used to fund any public improvement or service the city is authorized to undertake or provide. It is commonly used to fund infrastructure facilities (such as roads, utilities, parking garages, pedestrian improvements, and/or storm water) in a defined district or subarea shared by or serving multiple development projects.
- **Local Improvement District (LID)** - A local improvement district (LID) in a city can be established to impose an assessment on property owners for specific improvements that benefit properties located within the district. A LID does not assess property tax but charges an assessment of a specific capital improvement project. The property owners within the district pay an assessment based on the cost of the improvements and the portion of benefits received. This allows for differential assessment rates based on the level of benefits received.
- **Business Improvement District (BID)** - A business improvement district (BID) is a quasi-public corporation that can be established to develop, maintain, and operate a broad range of public improvements including streets, sidewalks, pedestrian malls, landscaping and streetscape amenities, and parking facilities. BIDs have the power to assess costs of service to local commercial property owners through either an additional property tax or a special assessment charge.
- **Tax Increment Financing (TIF)** - Tax increment financing is used by Urban Renewal Authorities (URAs) or Downtown Development Authorities (DDAs) to leverage the incremental property taxes resulting from new development to pay for or finance public improvements. The tax base is set based at district formation and funds are raised by capturing all or a portion of additional assessed value in the district generated by private sector development.
- **Transportation Utility Fee or Transportation Maintenance Fee (TUF or TMF)** - A transportation utility fee or maintenance fee is a monthly fee collected from residential and commercial properties most commonly based on the use of the transportation infrastructure, measured by the average number of trips generated by different types of commercial and residential land uses. This provides a local and stable source of revenue to maintain streets, sidewalks, pedestrian crossings, bike lanes, multi-use paths and medians. In Colorado a TUF does not need voter approval.
- **Opportunity Zones and Enterprise Zones** - Opportunity Zones were created as part of the 2017 Tax Cuts and Jobs Act. The Opportunity Zones program provides an incentive for investment in distressed areas (defined by Census Tract) within each state. Investors can gain forgiveness and/or ability to defer capital gains tax for re-investment of realized capital gains from elsewhere into the zone or from assets created from new financial investments in zones. Investments can be made into real estate projects and business creation and expansion.

