

LDDA Master Plan of Development Retreat Cheat Sheet!

Six Big Ideas!



Extend the vibrancy of Downtown to an 18-hour, 7-day activity zone by adding more residents, entertainment, and jobs.



Build on Downtown's vibe of authenticity and real productivity to grow the employment base.



Create more visible signals to showcase, promote and increase Longmont's abundant local creativity and culture.



Increase the safety and comfort to a level that is welcoming to all ages and cultures in the Longmont community.



Improve and expand the infrastructure that ensures Downtown is well-connected and easily accessible by multiple transportation modes.



Collaborate with a coalition of partners to achieve shared community priorities.

9:30 - 10:45 am TOPIC: How do we build an approachable Downtown?

Big Idea: Increase the safety and comfort to a level that is welcoming to all ages and cultures in the Longmont community.

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.
- B. Celebrate Longmont's history and ethnic diversity by identifying and attracting businesses and cultural organizations associated with ethnicity within the community.
- C. Help usher property and business owners through development review and other regulatory processes.

- D. Expand bilingual and multicultural resources to help diversify building and business ownership, as well as the customer base.
 - E. Support cultural competency training and education for business owners to help diversify the customer base.
4. RETAIN AND ATTRACT RETAIL SHOPS, WHICH HELP ACTIVATE DOWNTOWN.
- D. Build a loyal customer base that is age- and culturally diverse.

Creative District:

1. MANAGE IMPLEMENTATION OF THE CREATIVE DISTRICT AS A DESTINATION FOR ARTS, CULTURE, AND ENTERTAINMENT.
 - B. Pursue and leverage arts and cultural funding resources.
 - C. Showcase the creativity and culture of Longmont through public art, signage, design, banners, and other visible elements.
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.
 - D. Curate and promote events that showcase creativity, art, heritage, and culture, and have multicultural appeal.

Leadership:

1. CHAMPION DOWNTOWN AS A CITYWIDE AND REGIONAL ASSET
 - E. Ensure that Downtown invites and serves the full socio-economic spectrum of Longmont.

10:45 -12:30 pm TOPIC: REDEVELOPMENT Opportunities

Big Idea: Extend the vibrancy of Downtown to an 18-hour, 7-day activity zone by adding more residents, entertainment, and jobs.

Economic Vitality:

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
6. PARTNER WITH THE PRIVATE SECTOR TO ATTRACT AND LEVERAGE REINVESTMENT.
 - A. Invest strategically in public/private partnerships in diverse projects to make private development financially more attractive and competitive with other areas of the community.
 - B. Seek out and leverage potential third-party funding mechanisms for development and rehabilitation projects in the District.
 - C. Acquire target properties to more directly determine the outcome of their redevelopment.
 - D. Communicate priorities for allocation of LDDA resources and seek private partners that share the vision.
 - E. Encourage property owners with vacant space to activate it with pop-up retail, artist display space, educational offerings, etc.

Land Use

1. ENCOURAGE, PROMOTE, AND ASSIST CREATIVE INDUSTRIES AND RETAILERS TO LOCATE IN DOWNTOWN.
 - A. Connect prospective and new creative and arts entities with Longmont Economic Development Partnership (EDP) and other small business assistance programs.
 - 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.

- D. Periodically review development regulations and standards to ensure they allow and encourage artistic design and signage elements.
2. ENCOURAGE A COMPACT URBAN FORM THAT EFFICIENTLY UTILIZES LAND AND SUPPORTS MULTIMODAL TRANSPORTATION INFRASTRUCTURE.
 - A. Encourage greater development intensity and vertical mixed use, especially of surface parking and other underutilized land.
 - B. Ensure that changes in development intensity maintain a respect for the historic character of Downtown.
 - C. Design new development to activate the street while screening parking by locating it underground, on upper floors, or in areas toward the interior or rear.
 - D. Encourage transit-oriented development around the future 1st and Main Transit Station.
 - E. Encourage new large format buildings or parking structures to be designed so as to be easily adapted to other uses in response to future market conditions.
 3. ADD HOUSING, PROVIDING DIVERSE LIVING CHOICES THAT SUPPORT ACTIVE USE OF DOWNTOWN.
 - A. Encourage development of infill housing to achieve a mix of housing types at a range of price points, including higher density residential buildings and upper story residential uses.
 - B. Invest in amenities and uses that increase the desirability of downtown living and serve residents of multiple housing developments.
 - C. Offer tailored solutions to housing concerns in Downtown when evaluating citywide policies and regulations.
 - D. Support the development of live-work spaces that support the Creative District.
 4. ENCOURAGE REDEVELOPMENT AND REUSE OF UNDERUTILIZED AND BLIGHTED PROPERTIES.
 - A. Facilitate redevelopment of underutilized and blighted properties through incentives, partnerships and land assembly.
 - B. Explore sources of local, state, and federal funds available for remediation and redevelopment of underutilized properties.
 - C. Prioritize redevelopment along and south of 3rd Avenue and along Coffman Street.
 - D. Support and coordinate with redevelopment efforts extending south to St. Vrain Creek.
 - E. Actively work to restore, renovate, and repurpose historic buildings. Incentivize owners to renovate deteriorated properties of historical significance.
 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.
 6. ADVOCATE FOR DEVELOPMENT REGULATIONS THAT ADVANCE PLAN GOALS AND ATTRACT INVESTMENT THROUGH BOTH FLEXIBILITY AND PREDICTABILITY.
 - A. Align the City's Capital Improvement Plan with the goals and policies of this Plan to ensure that adequate infrastructure is in place to enable and encourage desired development.
 - B. Periodically update the Land Development Code and Downtown Sign Standards to incorporate current best practices.
 - C. Establish and incentivize compliance with Downtown Design Guidelines.
 - D. Utilize standards for rehabilitation of historic buildings that are consistent with the life and safety protection intent of the Local Building Code, yet facilitate reuse and compact, urban form.

1 – 2:10 pm TOPIC: What is our role in creating a diversified, economically secure economy that promotes sustainable biz practices and how do we collaborate with partners? (40 min)

Big Idea: Build on Downtown's vibe of authenticity and real productivity to grow the employment base.

Economic Vitality:

1. GROW AND DIVERSIFY THE EMPLOYMENT BASE IN DOWNTOWN.
 - A. Create and implement a comprehensive business attraction and retention strategy that aligns with citywide efforts while defining a distinctive value proposition for Downtown.

- B. Explore, develop, and utilize incentives to target job creation and office space occupancy.
 - C. Communicate and make investments that support the importance of a vibrant, livable Downtown for citywide talent attraction.
 - D. Coordinate with the City, County, Economic Development Partnership, Chamber, and other economic partners.
 - E. Provide support for increased employment and job mobility opportunities for workers with a range of skill sets.
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.
 - C. Increase foot traffic along retail corridors.
 - D. Build a loyal customer base that is age- and culturally diverse.

Creative District

3. ENCOURAGE, PROMOTE, AND ASSIST CREATIVE INDUSTRIES AND RETAILERS TO LOCATE IN DOWNTOWN.
- A. Connect prospective and new creative and arts entities with Longmont Economic Development Partnership (EDP) and other small business assistance programs.
 - 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.
 - D. Periodically review development regulations and standards to ensure they allow and encourage artistic design and signage elements.

TOPIC: How do we manage all the projects and achieve our vision while aligning with our partners? (30 min)

Big Idea: Collaborate with a coalition of partners to achieve shared community priorities.

Leadership

1. CHAMPION DOWNTOWN AS A CITYWIDE AND REGIONAL ASSET.
 - A. Promote Downtown's unique citywide role as an asset for employment, worker and visitor attraction.
 - B. Promote Downtown's offerings and advantages to commuting workers and communities, increasing visits and improving regional jobs and housing distribution by encouraging them to become residents.
2. COORDINATE EFFORTS AMONG PRIVATE, PUBLIC AND NON-PROFIT ENTITIES TO ADVANCE THE SHARED VISION FOR DOWNTOWN.
 - A. Develop Volunteer Program and utilize volunteers to accomplish Plan goals.
 - B. Coordinate resources and tools available to the LDDA, City, and other partners to maximize efficiency and effectiveness.
 - C. Be proactive in advancing ideas and soliciting public-private coordination.
 - D. Establish policies and communicate priorities for allocation of LDDA resources.
 - E. Explore and identify diversified future funding streams, including establishment of an active not-for-profit entity.
 - F. Convene stakeholders and establish committees as needed to discuss policy issues affecting Downtown and to advance implementation.
3. ADVOCATE FOR DOWNTOWN'S INTERESTS ON CITYWIDE AND REGIONAL ISSUES.

- A. Establish a leadership team tasked with meeting regularly with leaders throughout the City about Downtown, its relevance and its impact, and surveying property owners and suggesting partnerships for projects consistent with Downtown's vision.
- B. Advocate for issues affecting Downtown as identified in this plan and subsequent issues as they arise.
- C. Represent the perspective of Downtown stakeholders in the review and revision of any ordinance or regulation that effects Downtown.

2:10 - 2:30 pm TOPIC: Connectivity Update

Big Idea: Improve and expand the infrastructure that ensures Downtown is well-connected and easily accessible by multiple transportation modes.

Connectivity

1. ALIGN TRANSPORTATION AND LAND USE PLANNING EFFORTS TO ACHIEVE A WELL-CONNECTED DOWNTOWN.

- A. Evaluate impacts on Downtown when considering transportation projects and land use outside of Downtown, and make recommendations when necessary.
- B. Promote continuation of a street grid where connectivity is interrupted or lacking, such as south of 3rd Avenue.
- C. Develop easy and effective walking and biking connections south to the 1st and Main Transit Station and to nearby parks and open spaces, including Roosevelt Park, the St. Vrain Greenway, and Dickens Farm Park.
- D. Examine ways to remove or reduce automobile and train conflicts and advocate for quiet zones throughout the District.

2. ENHANCE DOWNTOWN AS THE CENTRAL HUB OF THE CITYWIDE TRANSPORTATION NETWORK AND ENHANCE TRANSIT CONNECTIONS TO THE REGION.

- A. Develop the 1st and Main Transit Oriented Development, including the Transit Station, and continue to advocate for extension of the Northwest Rail Line to Longmont.
- B. Ensure local and regional bus routes continue to run through and service Downtown.
- C. Provide and maintain an efficient connection to I-25.
- D. Provide regional transit connections to Denver International Airport.
- E. Maintain effective relationships with the City, Boulder County, Weld County, Regional Transportation District (RTD), and the Colorado Department of Transportation.

3. MAINTAIN A SAFE AND ENJOYABLE WALKING ENVIRONMENT FOR PEDESTRIANS OF ALL AGES AND ABILITIES.

- A. Improve pedestrian connectivity and wayfinding throughout and between Downtown and major surrounding destinations/neighborhoods.
- B. Ensure that sidewalks are ADA accessible, easily traversable and have a clear walk zone.
- C. Enhance and expand the alleyscape projects and incorporate elements to further activate and promote their use, while ensuring that a clear zone is provided during delivery truck access times.
- D. Ensure that midblock crossings allow high visibility of pedestrians crossing Main Street during both day and night.
- E. Support and encourage building and site design that enhances safety through attention to visibility, access, lighting, etc.
- F. Work with the City, CDOT, and other experts to implement safety enhancements for pedestrians including those that encourage automobile compliance with posted speed limits.

4. ENHANCE BICYCLE SAFETY AND COMFORT ON ROUTES TO AND WITHIN DOWNTOWN.

- A. Invest in more bicycle infrastructure such as additional lanes, protected lanes, routes, and contraflow alleys.
- B. Advocate for and establish additional bike connections to surrounding neighborhoods.
- C. Discourage people from riding on sidewalks on Main Street through provisions of alternative routes and well-located bike parking and through education and enforcement of the dismount zone.
- D. Work with bicycle advocacy groups to develop strategies to increase awareness of bike lanes and safety, and encourage more biking to Downtown.

5. ENCOURAGE THE USE OF ALTERNATIVE MODES OF TRANSPORTATION TO ACCESS DOWNTOWN.

- A. Expand alternate transportation options that are conducive to a vibrant daytime, evening, and weekend economy.
 - B. Invest in convenient, attractive transit waiting areas to provide a pleasant user experience.
 - C. Partner with RTD, County and the City to prepare and implement a public information campaign encouraging the use of alternative modes of transportation.
 - D. Utilize transportation demand management techniques such as alternative transportation use incentives.
 - E. Embrace technology-based transportation innovations such as ride- and carshare programs and mobile apps.
 - F. Encourage events and business programs that incorporate or incentivize alternative modes.
6. ENSURE AN ADEQUATE, WELL-DISTRIBUTED PARKING SUPPLY FOR THE LONG-TERM.
- A. Regularly evaluate parking supply, demand, and management.
 - B. Optimize the use of existing parking resources through techniques such as metering and employee parking pools.
 - C. Prepare to meet future parking needs through mechanisms to fund structured parking as may be needed, and partnering to integrate structures into redevelopment projects.
 - D. Optimize the safety and effectiveness of on-street parking design.

2:30 - 2:50 pm TOPIC: How do we make Downtown a Destination?

Big Idea: Create more visible signals to showcase, promote and increase Longmont's abundant local creativity and culture.

Placemaking & Urban Design

2. SUPPORT DEVELOPMENT AND PROGRAMS THAT REINFORCE THE DISTINCTIVE, CREATIVE CHARACTER.
- A. Create and implement a comprehensive Placemaking Plan that includes gateway signs, public art locations, banners, lighting, wayfinding and other aesthetic features that create a strong local identity and sense of place.
 - B. Create and enforce design guidelines on all projects that receive LDDA or City funding and consider required design guidelines for other projects.
 - C. Provide matching grants or other assistance for exterior building improvements.
 - D. Encourage and develop additional outdoor sidewalk, parklet, and rooftop café seating.
4. IMPROVE AND EXPAND PUBLIC SPACES TO ENABLE INFORMAL GATHERING AS WELL AS A VARIETY OF EVENTS AND ACTIVITIES.
- A. Design, maintain, and upgrade public spaces to be flexible for accommodating a wide variety of uses, enhance visibility and function, and activate the space.
 - B. Identify locations for the establishment of additional public plazas and flexible public gathering spaces, and seek funding mechanisms to acquire and develop them for this purpose.
 - C. Maintain and update a Use of Public Places ordinance to facilitate the use of outdoor spaces.
 - D. Celebrate Longmont's creativity, cultural diversity and authentic history by incorporating artwork, murals, sculptures, signs and visual stories.
 - E. Ensure public spaces are incorporated into redevelopment efforts in the area south of 3rd Avenue.

Land Use

6. ENCOURAGE, PROMOTE, AND ASSIST CREATIVE INDUSTRIES AND RETAILERS TO LOCATE IN DOWNTOWN.
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