

Downtown Longmont Master Plan Update

WORK GROUP KICKOFF MEETING – SEPTEMBER 19, 2016

P.U.M.A.

TODAY'S AGENDA

- Project Purpose & Process
- Work Groups Topics & Roles
- Global Trends in Downtown Longmont
- Relevant Plans
- Market Assessment Initial Findings
- Visioning & Values Exercises

Purpose

WHAT: A Master Plan is an official public document expressing a community vision. It will outline Downtown's current condition, as well as identify its opportunities and constraints.

WHY: This is a critical time in the redevelopment of Downtown, with interest from new investors and businesses. The current Master Plan was completed in 1995. Although much of it remains relevant, an update is important in order to:

- Reflect changes over the last 20 years
- Align with Envision Longmont
- Integrate the Longmont Arts & Entertainment District Plan
- Create strong policy for year-on-year resource allocation

WHO: LDDA Board, staff, and Downtown property owners, business owners, residents, visitors, economic partners, etc.

WHEN: August 2016 – February 2017

Process

Through community engagement, work groups, and an online survey, the LDDA Board and Steering Committee will work with P.U.M.A. in a two-phase process:

Phase I: Review, Assess & Engagement

- Review background documents & plans
- Assess available market information & summarize opportunities
- Engage community through survey, working groups & open house

Phase II: Synthesis & Master Plan

- Synthesis of community engagement
- Initial draft
- Revise & community review
- Final revisions
- DDA Board/City Council Presentations

Work Groups

Economic Vitality

- Business mix
- Attraction & retention
- Downtown's Niche/Brand
- Marketing
- Incentives & support
- DDA District boundary
- Business Improvement District

Land Use

- Retail
- Commercial
- Industrial
- Residential
- Civic & Cultural
- Hospitality/Lodging
- Mixed-Use
- Redevelopment tools
- DDA District boundary

Creative District

- Arts
- Cultural venues
- Entertainment
- Events
- Creative Culinary

Placemaking & Urban Design

- Public Spaces
- Utilities
- Sidewalks
- Streetscape
- Fixtures (benches, light poles, etc.)
- Wayfinding signage
- Public Art
- Historic Character
- Authenticity
- Adaptive Reuse
- Building Placement & Scale

Connectivity & Access

- Vehicles
- Pedestrian
- Bicycles
- Bike Lanes
- Trails
- Streets
- Parking
- Alleys
- Bus
- Future Rail
- Connectivity

Role of Work Groups

What is a Work Group?

A group of Downtown Stakeholders that will “dig into the weeds” of particular topics, working with our consultant, PUMA, to make sure we are taking a comprehensive look at Downtown needs.

How often will Work Groups meet?

Today, plus two additional meetings:

- **November 7**
- **December 8**

What does a Work Group do?

- Vision and priorities for the future are well represented
- Proper consideration is given to current needs, as well as anticipate needs of the future
- Be a champion of the project and the process to neighbors and other stakeholders
- Encourage others to participate in surveys or community open houses
- Guide the process to make sure nothing is missing from the process
- Reviews draft recommendations, etc.

GLOBAL TRENDS AFFECTING DOWNTOWN LONGMONT

Global Trends Report

- Highlights opportunities arising from converging shifts in demographics, lifestyles and competition that are rapidly shaping our cities
- Award-winning research effort
- P.U.M.A. has been tracking and reporting global trends affecting downtowns since 2007
- Latest update released in advance for 2017
- Utilized in cities throughout the nation to support a variety of downtown planning, marketing and economic development initiatives
- **Bottom Line:** Never in our lifetimes have converging trends favored downtowns like they do today



Rise of the Mid-Tier City & the Rebound Wave

The Trend:

An increasing number of college-educated young adults can no longer afford to live in the downtown core of highly-expensive “superstar” cities.

Longmont:

Longmont is well-positioned to take advantage with young professionals priced out of Denver and Boulder. Downtown should strive to be an “18-hour neighborhood” to attract these people.



Education, Talent & Jobs

The Trend:

The premium on a young, skilled workforce continues to drive development and reinvestment in cities – where skilled workers chose to live is increasingly considered by relocating and expanding businesses.

Longmont:

Longmont benefits from a highly-educated regional talent pool. Downtown can benefit by providing modern, open format office space attractive to target industries and entrepreneurs.



Shifts in Transportation & Mobility

The Trend:

A continued shift away from auto-dependence and toward walkable cities with varied transportation options.

Longmont:

Although the city has a high in-out commuting pattern, Downtown is best positioned to benefit from a growing range of mobility options.



Housing & Livability

The Trend:

The high demand for apartments and lofts in downtowns is expected to continue, driven by Millennials and Baby Boomers; but will continue to put pressure on housing costs.

Longmont:

Housing vacancy rates are very low citywide, and Longmont is expected to need over 9,000 new units by 2035. Downtown must offer housing at mid-price points in addition to existing luxury options.



Social Equity

The Trend:

Growing evidence indicates cities that cannot provide a variety of housing and employment types are at an economic disadvantage.

Longmont:

As other Front Range communities become less affordable and economically one-dimensional, Longmont (especially Downtown) has an opportunity to take advantage of its cultural and economic diversity.



1995 DOWNTOWN LONGMONT MASTER PLAN OF DEVELOPMENT

GOALS BY WORK GROUP TOPIC

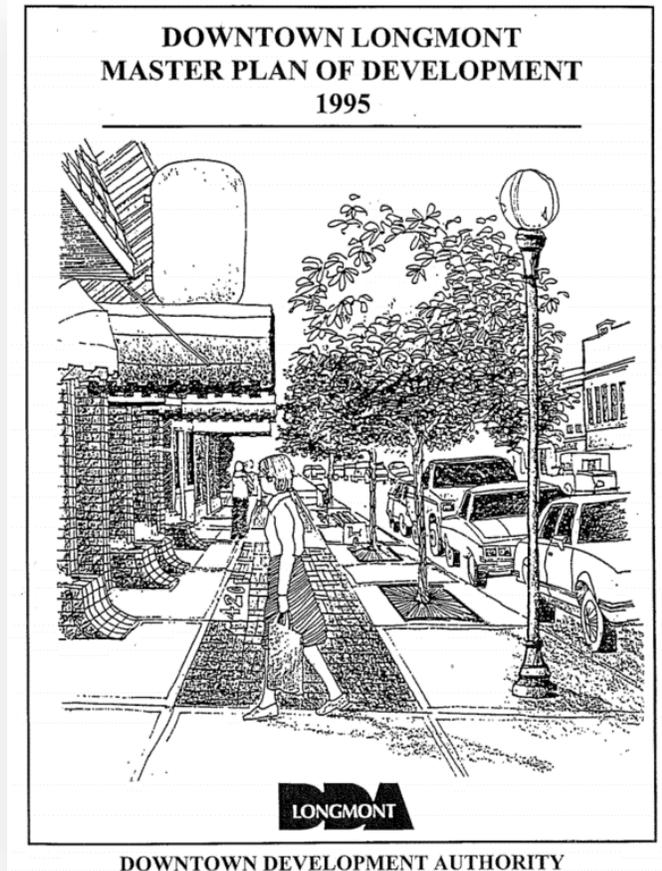
LDDA Project Area

- LDDA boundary (purple)
- General Improvement District (GID) boundary (black dotted line)



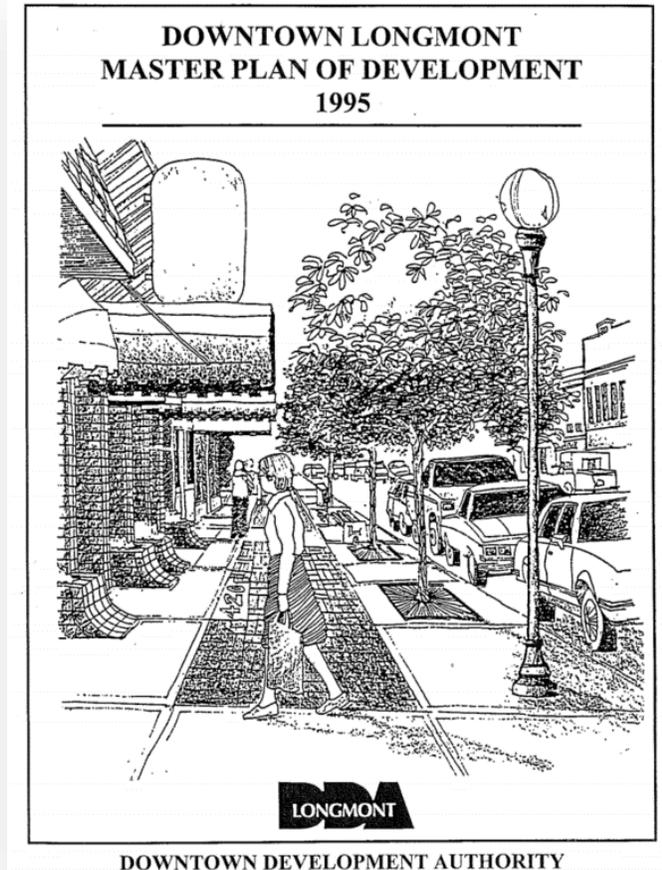
1995 Plan: Economic Vitality Goals

- Maintain a healthy balance of uses
- Promote a larger employment base
- Increase retail sales
- Promote the 24-hour use of the downtown area
- Provide opportunities to satisfy the economic needs of persons within and in close proximity of downtown



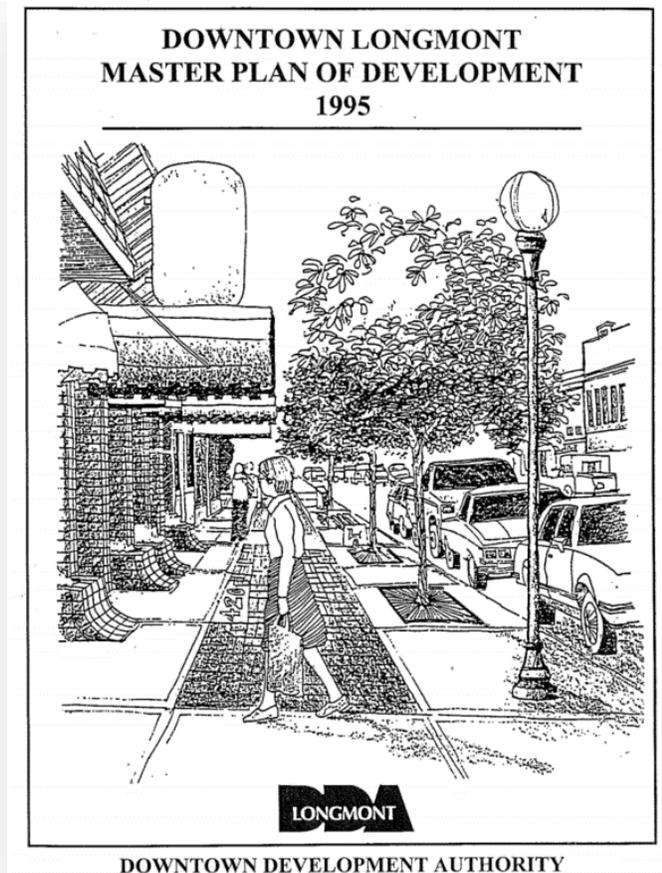
1995 Plan: Land Use Goals

- Achieve a compact urban form
- Encourage commercial and industrial reinvestment
- Encourage a range of housing types compatible with high intensity development
- Encourage the redevelopment or clearance of blighted areas
- Ensure that codes and regulations allow flexibility needed for redevelopment while protecting adjacent residential neighborhoods
- Facilitate public-private partnerships in desirable projects to make (re)development more feasible



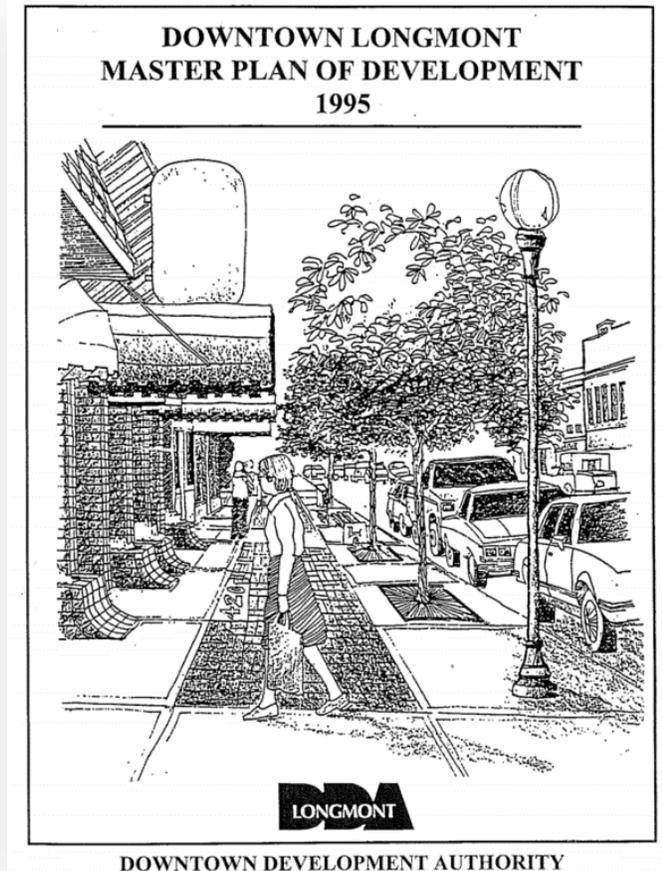
1995 Plan: Placemaking & Urban Design Goals

- Keep Downtown safe, pleasing, and clean
- Create a pedestrian scale atmosphere
- Continue to develop a sense of place, and build on special qualities and unique heritage
- Preserve and enhance places and objects of historical, cultural, or architectural value
- Preserve and renovate historical buildings
- Encourage the provision and improvement of safe, adequately sized utilities at appropriate locations
- Promote an attractive appearance from roadways, particularly at district entrances



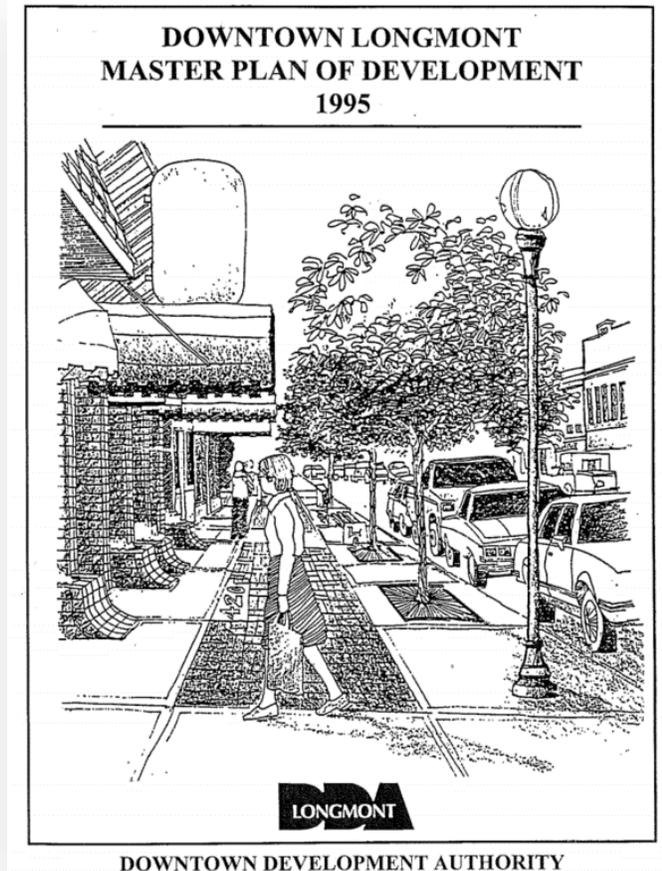
1995 Plan: Connectivity & Access Goals

- Provide a safe, efficient, and pleasant circulation system which will:
 - Accommodate all manner of vehicles with the least detriment to pedestrians
 - Create a pedestrian-friendly environment downtown
- Encourage alternate transportation
- Provide safe, efficient, pedestrian-oriented alleys
- Adopt a broader view of the downtown transportation system as it relates to land use and transportation decisions in the community as a whole



1995 Plan: Creative District Goals

- Provide facilities and promote events to enable downtown to serve as THE community center for cultural, recreational, educational, and community activities
- Encourage new entertainment/cultural facilities and assist those already in existence
- Promote activities which will increase the usage of the downtown area
- Provide central public gathering places
- Promote the 24-hour use of the downtown area



RECENT PLANS AFFECTING DOWNTOWN LONGMONT

THE MASTER PLAN UPDATE WILL ALIGN WITH & BUILD UPON
RECENT PLANNING EFFORTS

Recent Plans in Longmont

DOWNTOWN PLANS

- Longmont Arts and Entertainment District Strategic Report and Action Program (2011)
- 1st & Main Station Transit & Revitalization Plan (2012)
- Parking & Access Study (forthcoming)

ENVISION LONGMONT

- Comprehensive Plan (2016)
- Multimodal Transportation Implementation Plan (2016)
- Community Profile (2015)

OTHER PLANS

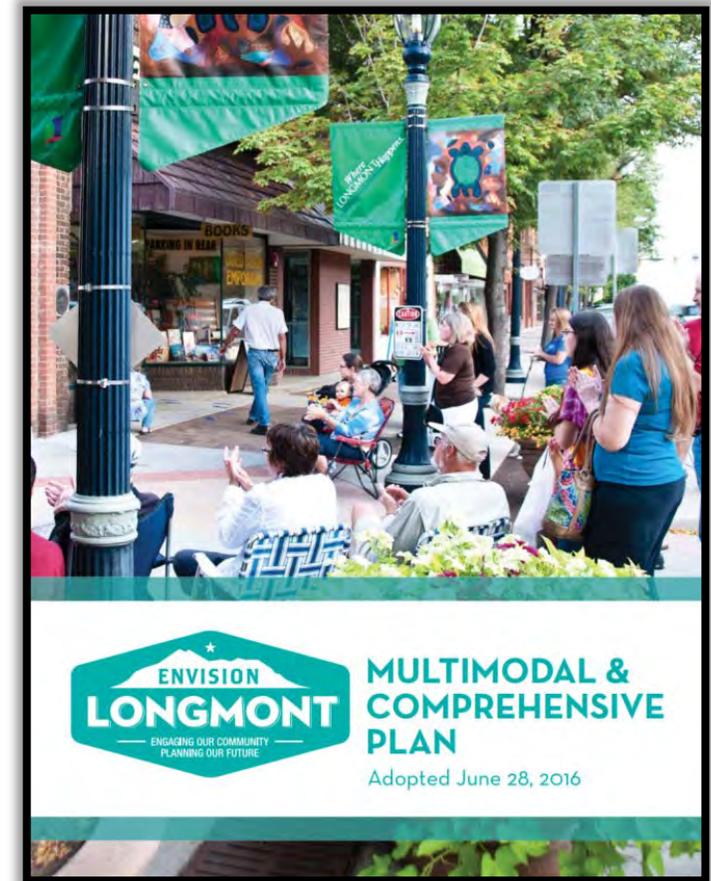
- Advance Longmont Economic Development Strategy (2014)
- Parks, Recreation, and Trails Master Plan (2014)
- Recreation Master Plan (2015)
- Retail Snapshot Report (2012)

ENVISION LONGMONT (2016)

OVERVIEW & THEMES BY WORK GROUP TOPIC

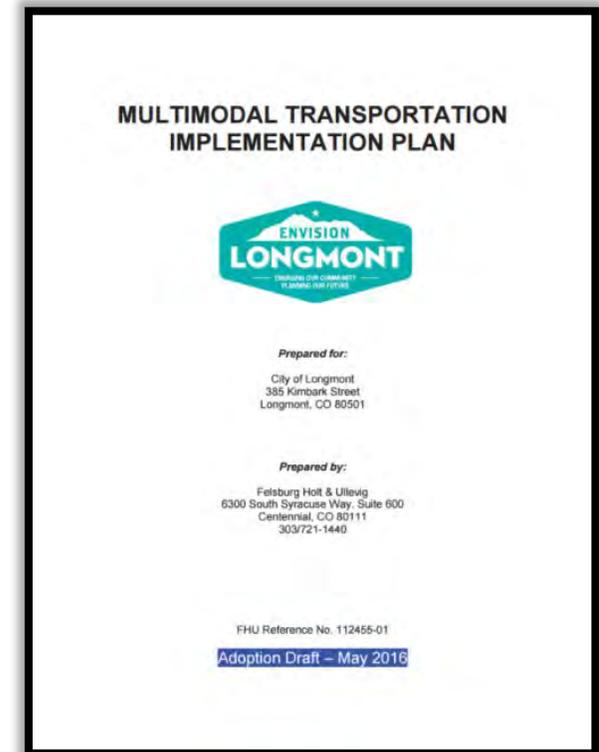
Envision Longmont

- Integrates Comprehensive Plan & Multimodal Transportation Plan
- 6 Guiding Principles; Downtown themes:
 1. Living centers, corridors & neighborhoods
 - Key housing infill opportunity
 - Retail character & events
 2. Complete, balanced & connected transportation system
 - Develop commuter rail
 - Strong sidewalk network
 3. Housing, services, amenities & opportunities for all
 - Ensure access to arts, cultural & learning opportunities
 4. A safe, healthy & adaptable community
 - Robust bike & pedestrian network
 5. Responsible stewardship of our resources
 - Preserve historic & cultural assets
 6. Job growth and economic vitality through innovation & collaboration
 - Partner with private sector to increase the amount of high-quality and modern office space



Multimodal Transportation Implementation Plan

- Travel Patterns:
 - 80% of all trips by residents remain in the City
 - Heavy regional employment commuting: 31% resident work trips within city; 63% of trips to Longmont jobs made by non-residents
- Main Street Traffic Volumes:
 - South of 9th: Congested
 - North of 9th: Nearly Congested
 - 2040 Forecast: Highly Congested throughout Longmont
- Priority Improvements:
 - Longmont Station Transfer Center (1st & Main)
 - Downtown pedestrian system



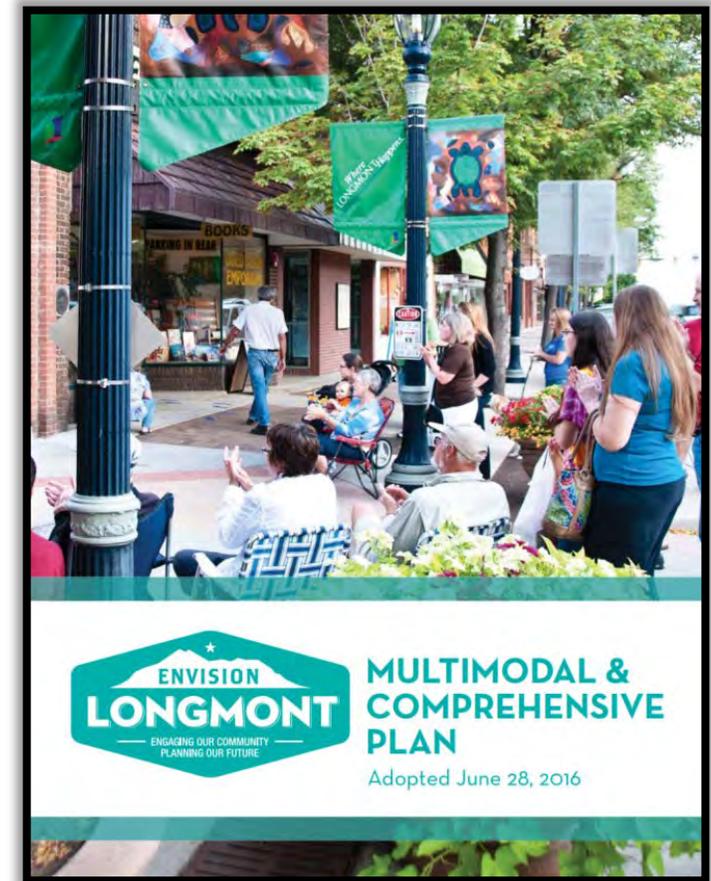
Envision Longmont: Economic Vitality Key Themes

- Longmont economy driven by 3 industries – professional, scientific, and technical services; health care and social assistance; and educational services
- City lacks modern workplaces
- On track to become the first “Gigabyte City” in CO
- Downtown:
 - Attraction and retention of local businesses
 - Vibrant mix of uses
 - Creative District
 - Increase amount of high-quality and modern office space
 - Nurture small and start-up businesses
 - Foster collaborative partnerships across sectors



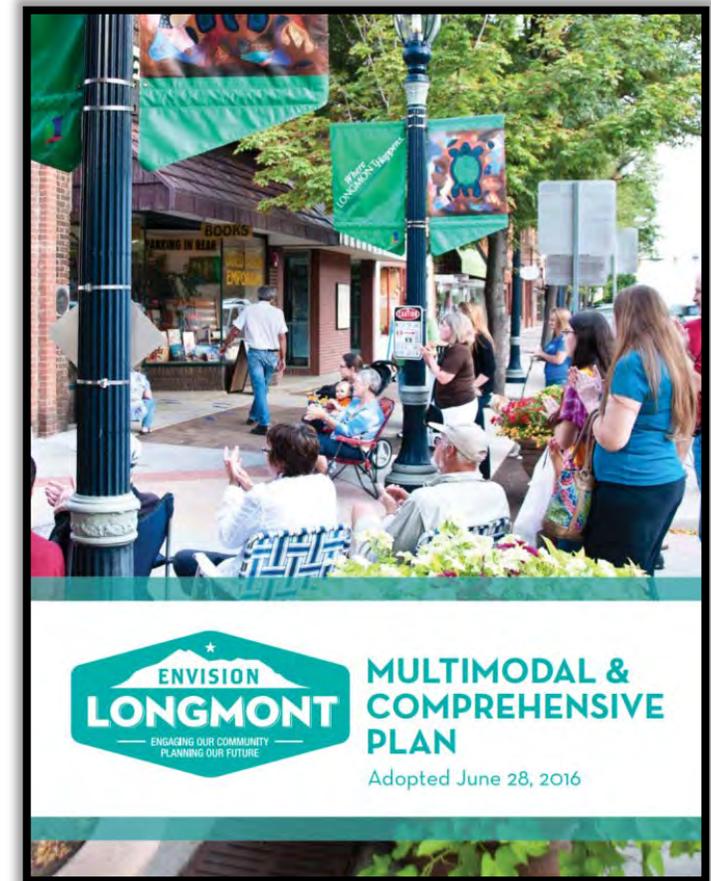
Envision Longmont: Land Use Key Themes

- Vibrant mix of uses
- Attraction and retention of local businesses
- Higher density housing (city to have 24,000 new residents by 2035)
- Range of housing options (rapidly rising home prices/rents citywide)
- Incentivize affordable units, mixed-use, and transit-accessible development
- Increase amount of high-quality and modern office space



Envision Longmont: Placemaking & Urban Design Key Themes

- Foster collaborative relationships to support street festivals, parades, and other special events
- Protect historic character
- Reinforce distinctive characteristics
- Continued transformation of public realm (alleyscapes, breezeways, plazas, sidewalks)



Envision Longmont: Connectivity & Access Key Themes

- Enhance multimodal connections to Downtown by:
 - Expand transit
 - Enhance bike/pedestrian connectivity
 - Provide bike parking and benches
 - Incorporate parking management strategies
- Implement commuter rail
- Continue to provide sidewalks and paths



Envision Longmont: Creative District Key Themes

- Support the Creative District as a vibrant destination
- Vibrant mix of uses
- Protect historic and distinctive character
- Continued transformation of public realm (alleyscapes, breezeways, plazas, sidewalks)
- Support new and existing events

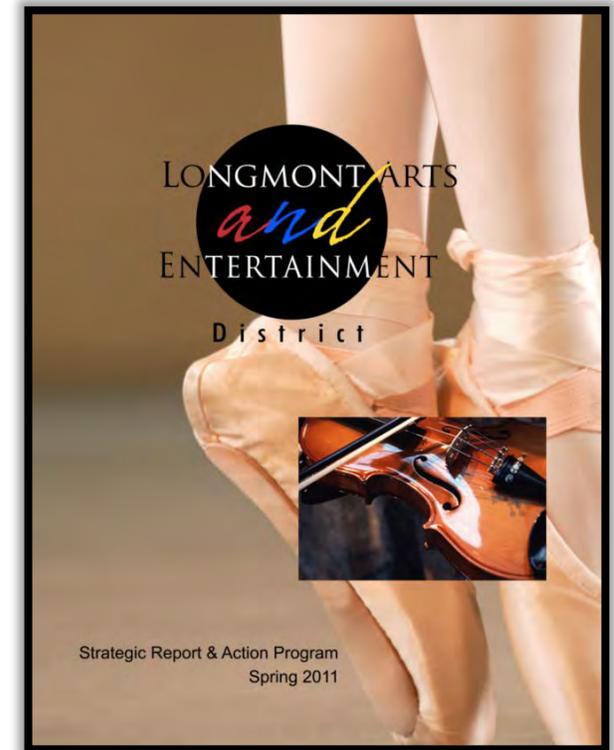


ADDITIONAL RECENT PLANS

PLANS SUMMARIES

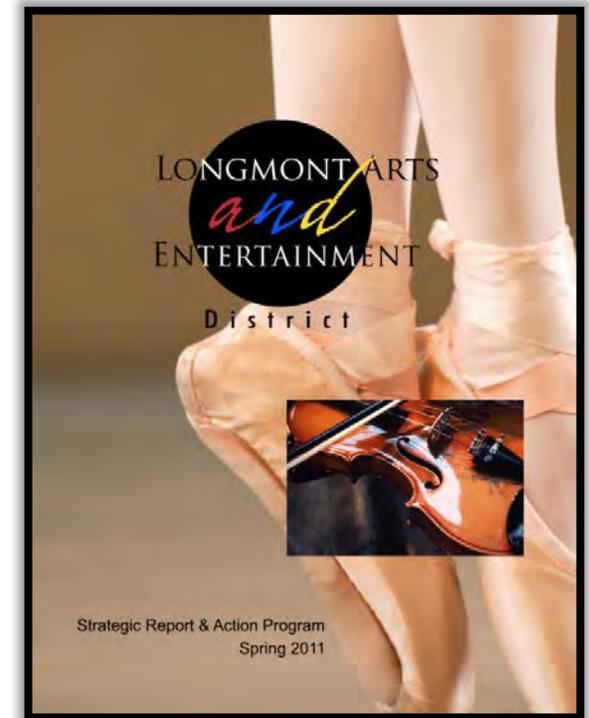
Longmont Arts & Entertainment District Strategic Report & Action Program (2011)

- In 2010, LDDA began process of establishing a Cultural District
- Boundaries same as LDDA boundaries
- **Vision Statement:** *"Downtown Longmont will become a vibrant destination infused with arts, entertainment and cultural activities attracting people of all ages throughout the days and evenings."* Other elements include:
 - Strengthening the retail tenant mix
 - Adding urban housing
 - Develop new, connected public and private spaces for activities, events, etc.
 - Reduce traffic speed and create a pedestrian-friendly atmosphere on Main Street
 - Form partnership with the local arts organizations, the City, and others
- Music and Performing Arts selected as the #1 Priority



Longmont Arts & Entertainment District Strategic Report & Action Program (continued)

- Placemaking selected as the #2 Priority (out of 12).
- **Action Items** include:
 - Activate outdoor/indoor spaces (with concerts, Slam Poetry, lectures, etc.)
 - Create Gateways (at 1st & Main and Longs Peak & Main)
 - Improve wayfinding
 - Create a special "sense of place" by adding colorful banners, lights, etc.



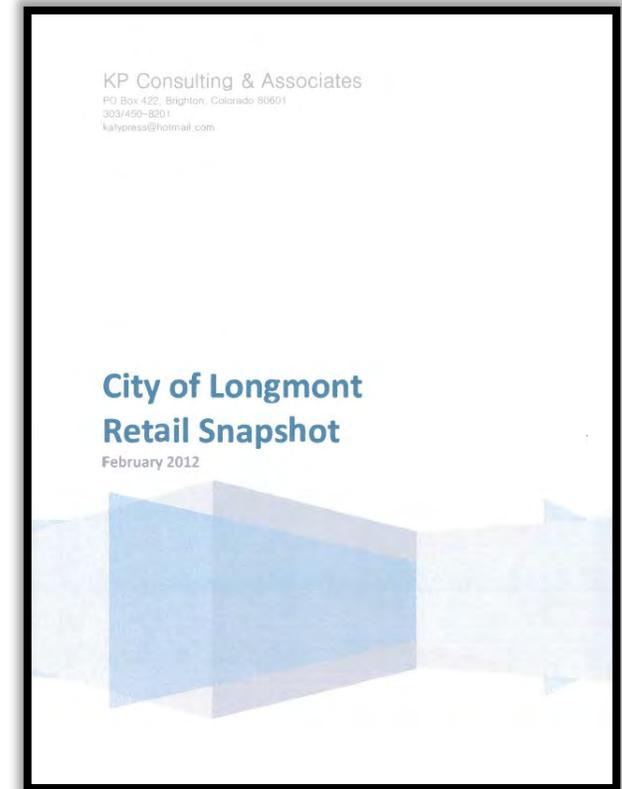
1st & Main Station Transit & Revitalization Plan (2012)

- A study for the redevelopment of the area surrounding the future site of the RTD rail station, and in the interim, the consolidated Park-n-Ride bus station
- Long-range development opportunities for a mix of uses:
 - Modest amount of multi-family
 - Over 1,000 units of single-family (both attached and detached)
 - Retail infill
 - A new primary employer, educational user, or large built-to-suit tenant
- Development concept included significant public realm improvements:
 - Street extensions, ped/bike enhancements, continuation of street grid, zero lot line development on Main Street
- Implementation Recommendations include:
 - Comprehensive plan & zoning changes
 - Extension of LDDA boundaries & Southeast Urban Renewal Area



Retail Snapshot Report (2012)

- Citywide assessment of retail needs by category and location.
- Downtown not a traditionally appealing area for national retailers; no need to spend resources courting nationals
- No proven method that will deliver independents, but LDDA should take steps to enhance the odds:
 - Centralized point of contact
 - Consistent interaction with existing retailers
 - Overall maintenance of Downtown
 - Retail recruitment focused on creative ideas and opportunities



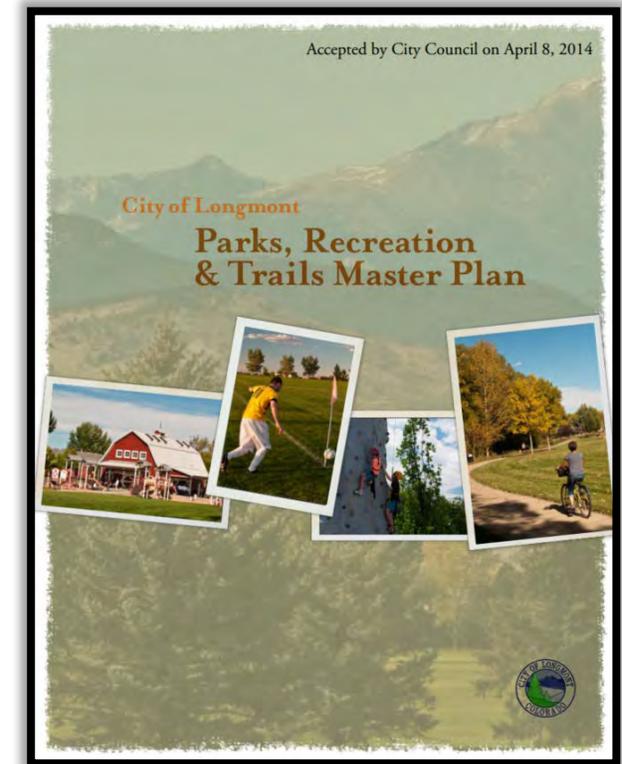
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Parks, Recreation, and Trails Master Plan (2014)

- Several Downtown public spaces were identified as key pieces of the (existing & future) Longmont system:
 - **Roosevelt Park** – a heavily used park supporting Downtown events and parades
 - **Main Street Corridor** – serves as a temporary event “park” setting for many of the community’s signature events
 - **Dickens Farm Park** – will include a river park, ponds, trails, a nature discovery trail, shelters, informal program space, historic & environmental interpretation – will offer a unique location in Downtown for passive recreation as well as additional program space



Advance Longmont Economic Development Strategy (2014)

- Four citywide target industries: advanced technology; bioscience; creative arts and culinary; professional services and IT
- Market Analysis (Downtown findings):
 - Redevelopment opportunity in office & industrial
 - Façade improvements & 2nd-story reuse
- SWOT Analysis (Downtown findings):
 - + Beautification incentives; entertainment amenities; historic character
 - Parking perceptions; public and private reinvestment required
- Implementation:
 - Subsidized co-working
 - Policies to include entrepreneur space in redevelopment
 - Target TIF and other incentives



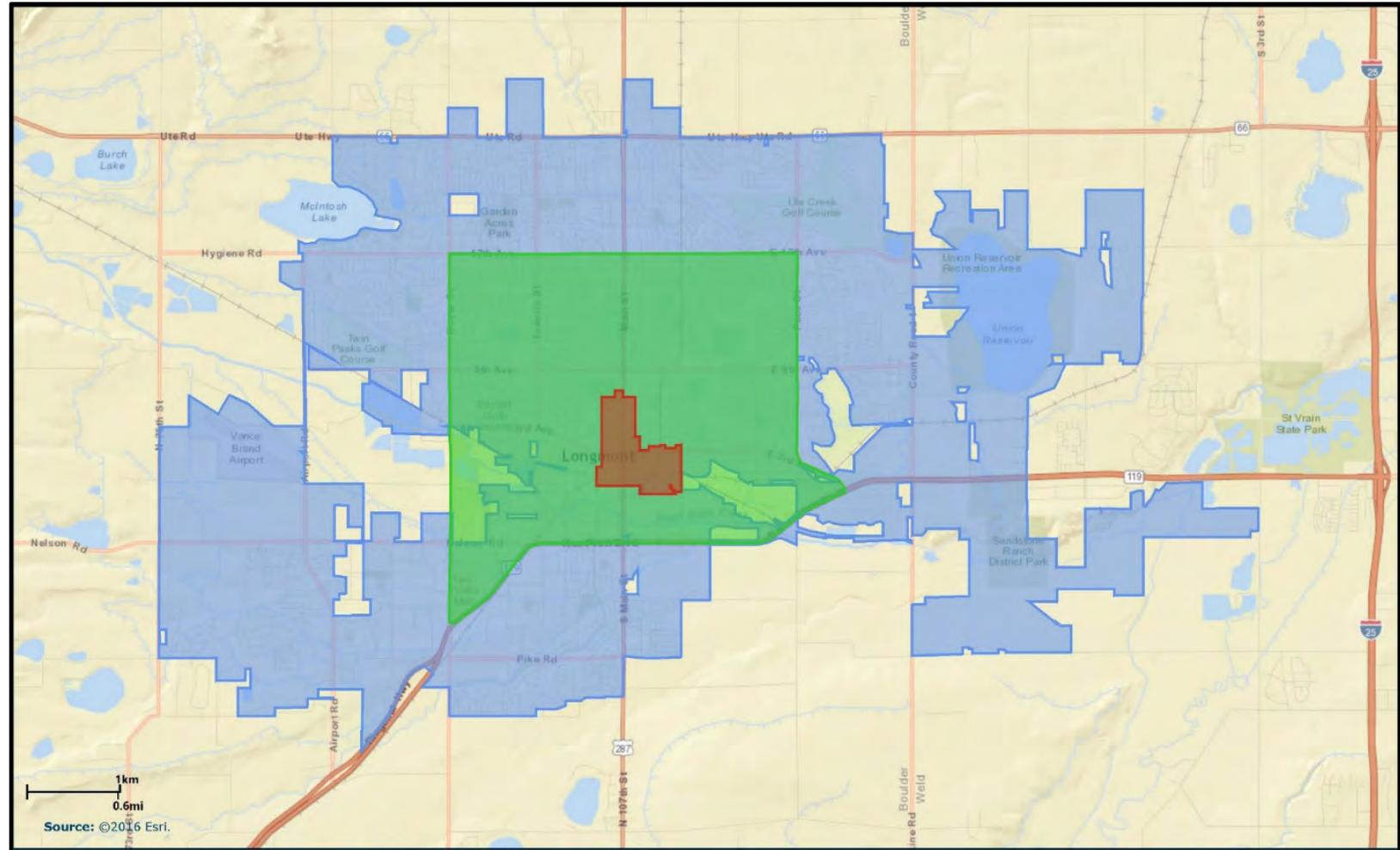
DOWNTOWN LONGMONT 2016 MARKET ASSESSMENT

PRELIMINARY FINDINGS

Maps

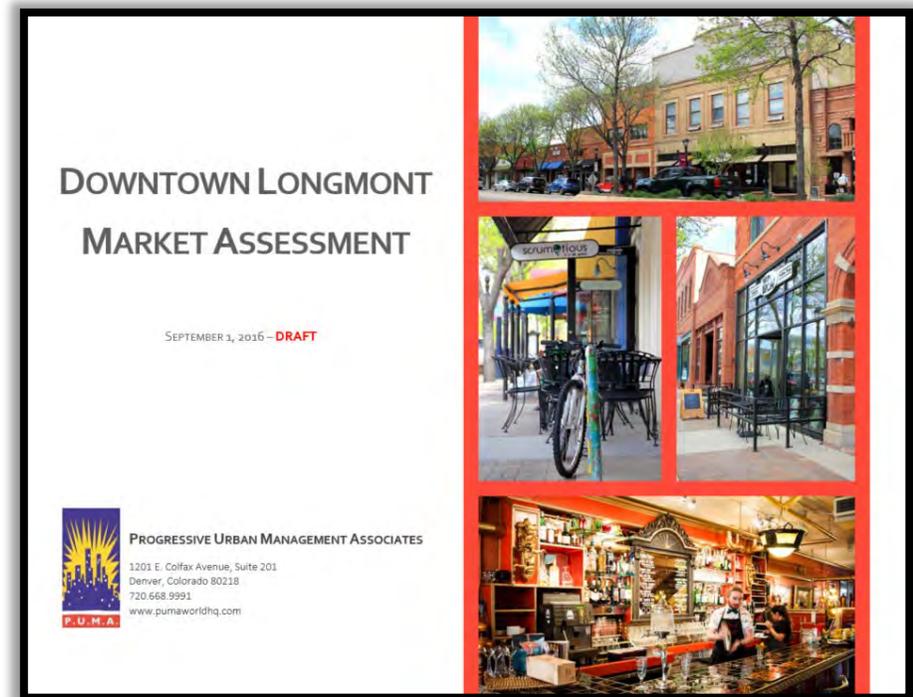
Data collected for 3 geographies:

1. City of Longmont (blue)
2. Downtown Study Area (red)
3. Market Area (green)



Market Assessment Key Findings

- **Housing:** The strongest Market Opportunity in Downtown across a wide range of price points; key to office attraction
- **Retail:** Although strong existing mix, rising rents and dropping vacancies indicate additional demand, particularly for restaurants, bars, and local boutiques
- **Office:** Downtown segment is much stronger than citywide; opportunity to add modern formats
- **Lodging:** No Downtown hotels; although an unproven market, lack of existing competition may create opportunity for new hotel as other sectors expand



Housing

- Strong demand, particularly multi-family
 - Currently only 700 residents
 - Demand for over 9,000 units by 2035 citywide
- Target area for Millennials
 - Largest age group is 45-54 year-olds (16%); lower number of seniors and children
 - Approximately same number of Millennials as city averages
- Residential momentum with South Main Station redevelopment

Retail

- Good existing mix
 - 77 shops
 - 71 health & wellness
 - 46 restaurants & bars
 - 6 recreation & fitness
- Niche is local services and restaurants
- Dropping vacancy rates and rising rents, indicating retail demand, particularly for restaurants/bars
 - Vacancy: 1% (down from 6% in 2012)
 - NNN Rent per SF: \$15 (up from \$10 in 2011)

Office

- Niche is professional services and small business
 - Majority of businesses have 2 or fewer employees
- Dropping vacancy rates
 - Vacancy: 4.5% (down from 19% in 2011)
 - Less than 5% indicates overall demand
- Performing better than citywide
 - One of the most economically productive parts of the city by land area (4,000 jobs; 10,000 per sq. mi.)
- Best location for modern format

Lodging

- Only one Bed & Breakfast in Downtown (6 rooms)
- Lodging growth in city outskirts
 - 747 hotel rooms in Longmont
 - 5 new hotels (almost 500 additional rooms) under construction or in development pipeline
- Longmont gets an estimated 600,000+ visitors per year

WORK GROUP VISION & VALUES POLLS

PLEASE USE YOUR MOBILE DEVICE TO NAVIGATE TO THE LINKS

Work Group Poll 1

- Poll 1: Headline News from the Future
 - Imagine a future where your vision for Downtown Longmont is coming true!
 - Log in to the below linked site
 - Announce a specific news item that demonstrates this success
 - Enter up to 3 responses, 150 words each

PollEv.com/free_text_polls/EsLgVY4cscPzZOG/web

Work Group Poll 2

- Poll 2: Value Concept Priorities
 - Value concepts are groups of words that focus on a similar idea
 - Generally all are considered good, but each community has distinct priorities
 - Log in to the below linked site
 - Keeping in mind your work group topic, rank each item from 1-15
 - Click and drag to a position in the list
 - Suggestion: First pick the Top 5; then Low 5; leaving the Middle 5

PollEv.com/ranking_polls/vNe4YrmylsKOsy5/web

Work Group Poll 3

- Poll 3: Values Visuals
 - Log in to the below linked site
 - What might it look like when Downtown Longmont is...?
 - Select up to 2 images for each value concept
 - Go with your gut; this exercise is intentionally subjective
 - To change a response, scroll down to the clear button, then select new images

PollEv.com/surveys/iwivA2bGr/web

Questions/Discussion