

LONGMONT MAIN STREET CORRIDOR PLAN

Accepted October 22, 2019



City of Longmont, Colorado

City Council

Mayor Brian Bagley
Polly Christensen – Mayor Pro Tem
Tim Waters
Marcia Martin
Joan Peck
Aren Rodriguez
Bonnie Finely

Planning and Zoning Commission

Joshua Goldberg
Korkut Onaran
Michael Shernick (Chair)
Michael Polan
Judson Hite
Chris Teta
Janell Flaig
Aren Rodriguez (Council Liaison)
Selina Koler (Alternate)
Ana Lucaci (Alternate)
Kenneth Glover (Alternate)

Transportation Advisory Board

Melanie Burgess
Gary Graca
David Droege
Neal Lurie
Jacques Livingston
Courtney Michelle
Sandra Stewart
Joan Peck (Council Liaison)

Technical Advisory Committee

Alex Hyde-Wright, Boulder County
Ana Lucaci, Walk2Connect
Berenice Garcia Tellez, City of Longmont
Brian Lamer, SVVSD
Matthew Tredennick, SVVSD
Carmen Ramirez, City of Longmont
Derrick Webb, DRCOG
Jillian Baldwin, Longmont Housing Authority
John Hersey, RTD
Nataly Handlos, RTD
Karen Schneiders, CDOT Region 4
Stacy Dewitt, CDOT Region 4
Kimberlee McKee, LDDA
Kirsten Pellicer, Ace Hardware and LDDA
Morgan Smith, Longmont Economic Development Partnership
Sara Aerne, City of Longmont Police Department
Scott Conlin, Bicycle Longmont
Scott Cook, Longmont Area Chamber of Commerce
Erin Fosdick, City of Longmont
Jade Krueger, City of Longmont
Ben Ortiz, City of Longmont
Phil Greenwald, City of Longmont
Tyler Stamey, City of Longmont
Tony Chacon, City of Longmont

Consultant Team

AECOM
David Evans and Associates, Inc.
Economic and Planning Systems, Inc.
Zoeller Consulting

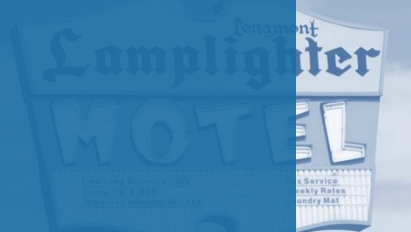


Table of Contents

Introduction.....	3
Previous and Concurrent Plans.....	8
Existing Conditions.....	13
Corridor Recommendations.....	20
Character Area Recommendations.....	26
<i>North Main</i>	27
<i>Midtown</i>	36
<i>Downtown</i>	44
<i>South Main</i>	57
Implementation.....	63

Appendix A: Existing Conditions Analysis

Appendix B: Map Files

Appendix C: Detailed Transportation Recommendations

Appendix D: Public Engagement



**down
town.**
LONGMONT

**taste
it.**



**CREATIVE
DISTRICT**

Introduction

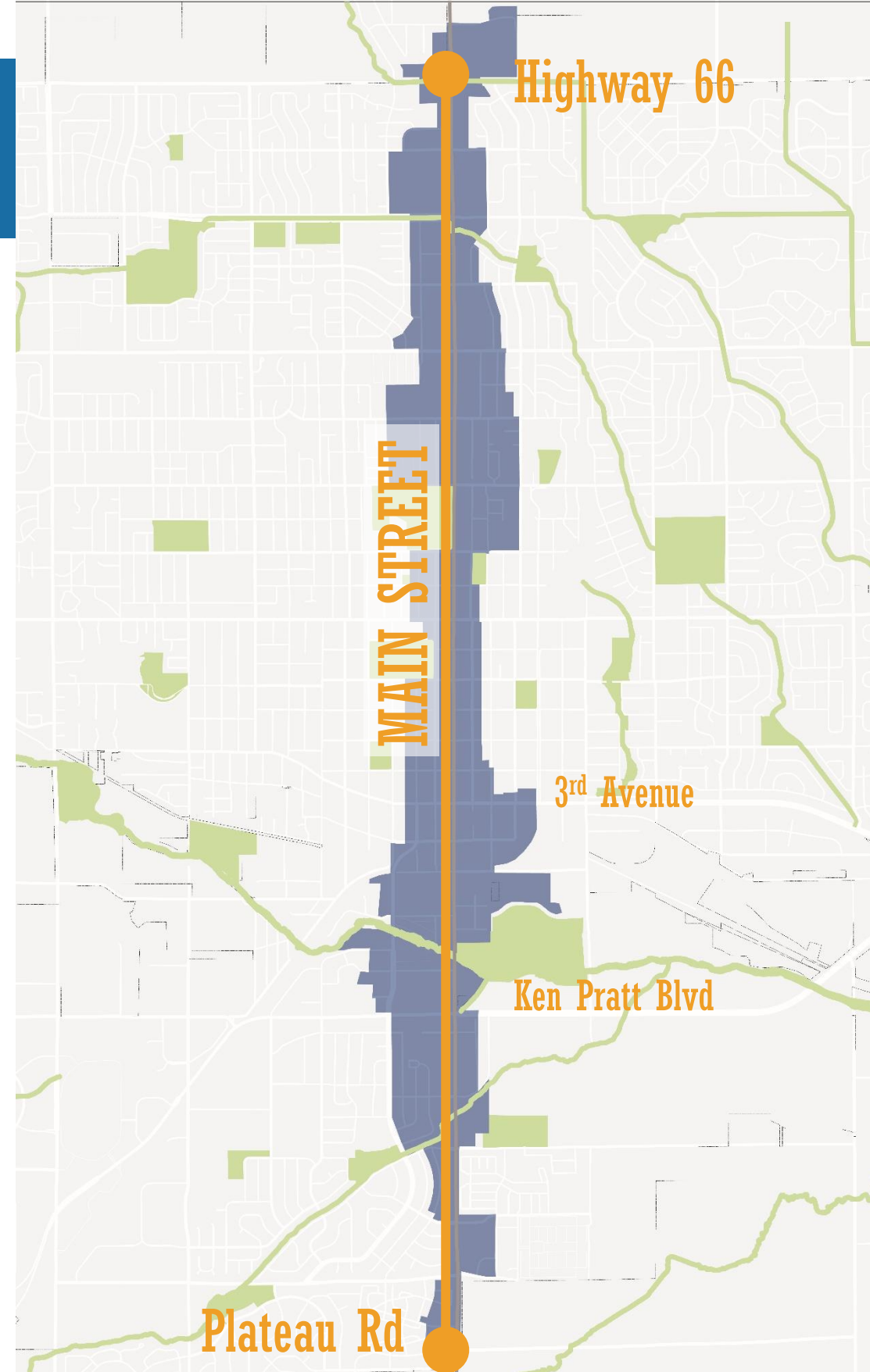
Study Purpose

The Envision Longmont Multimodal & Comprehensive Plan was adopted by the Longmont City Council in June 2016. This plan provides direction for the City over the next 10 to 20 years on the topics of land use, housing, transportation, and economic development, and other topics.

Envision Longmont identifies the City's major transportation corridors including Main Street, which is a critical north-south thoroughfare. This corridor was frequently identified throughout the Envision Longmont process as an area appropriate for change and redevelopment.

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. The intent of this plan is to provide guidance to enhance the Main Street Corridor and provide recommendations for multi-modal enhancements.

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 study area is shown in blue on the map at right. This corridor includes a variety 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 where there are opportunities for new development or redevelopment were identified and are discussed further in this report.



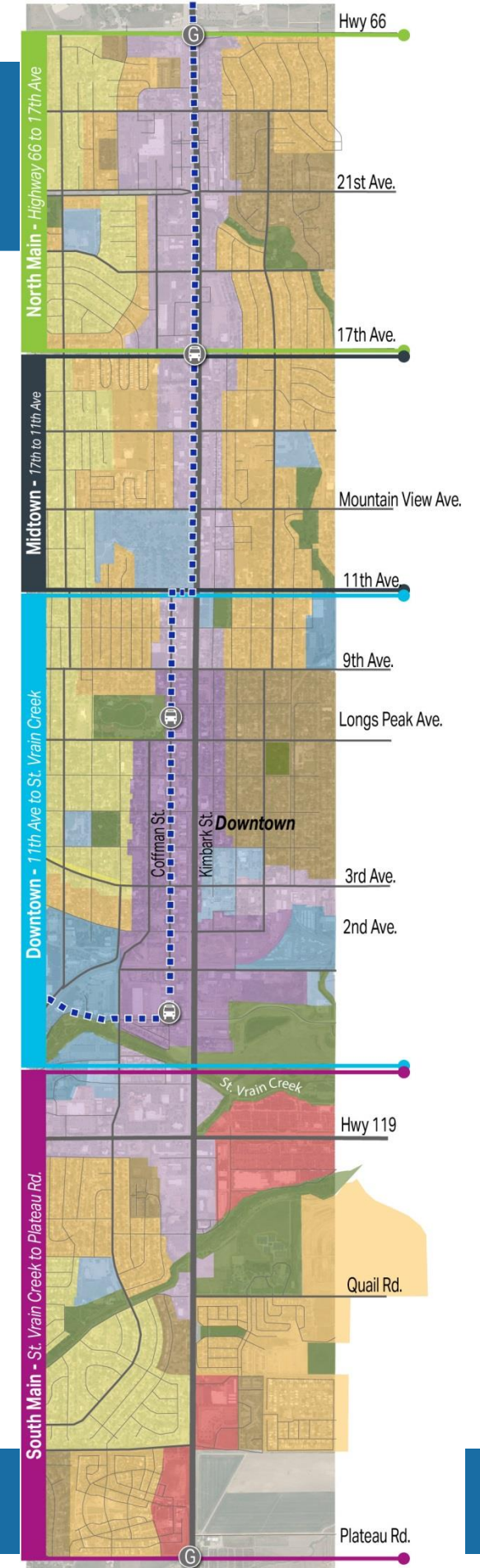
Why a Main Street Corridor Plan?

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

Goal Setting

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



Existing Conditions Analysis

Evaluate land use, transportation systems and market conditions



Recommendations

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



Implementation

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



Draft Plan



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

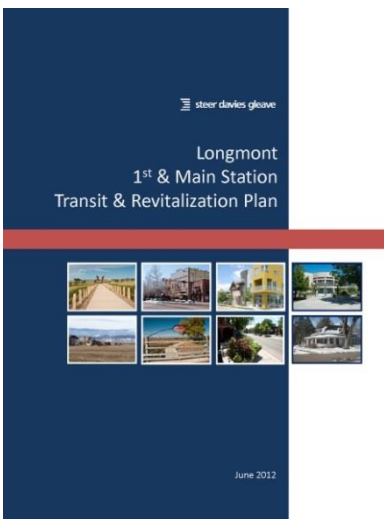




Previous and Concurrent Plans

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 provided in subsequent sections of this document. The following plans were reviewed. Additional information on these plans and the recommendations contained in them can be found in the existing conditions appendix:



June 2012



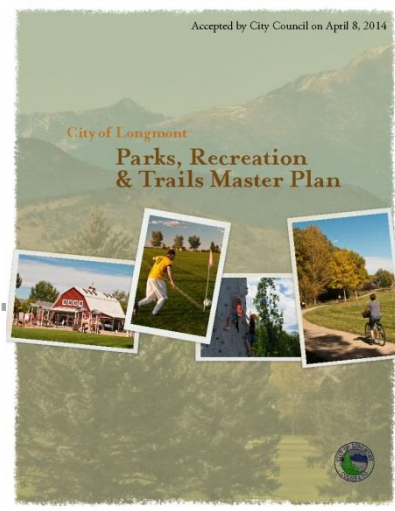
June 2016



December 2016



March 2018



April 2014



November 2016



April 2017

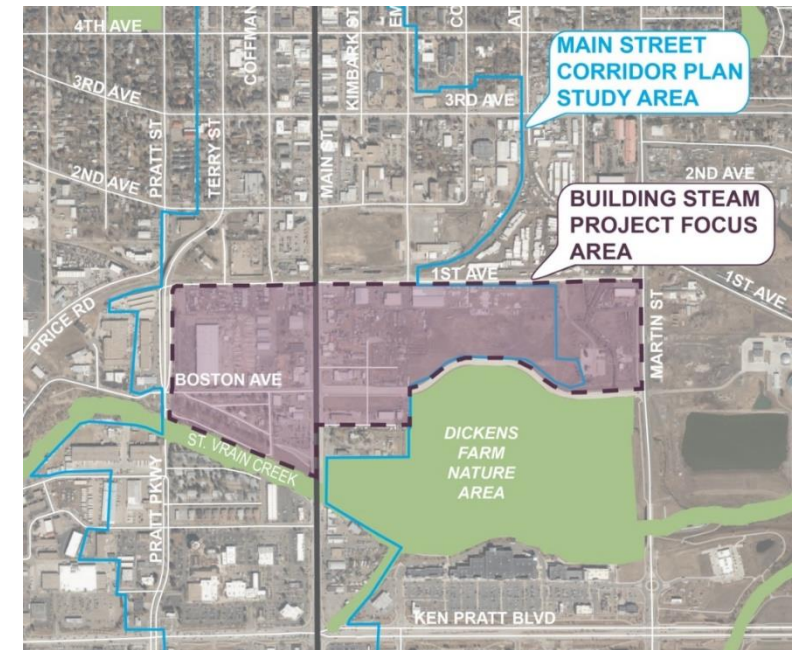


Concurrent Plan: STEAM

The City Council’s vision for Longmont’s places includes a “developed Main Street from Pike Road to Highway 66, and a river corridor, that stretches from the Sugar Mill to the Fairgrounds as a vibrant economic, residential, cultural and entertainment epicenter that is sustainable and respects the natural environment.” To support this vision, Council has developed several goals including:

- Become a nationally recognized geographic center of science, technology, engineering, education, arts, and entrepreneurialism (2018 Council Work Plan Goal B3)
- Bring together private industry, local government, non-profits, institutions of higher education as well as the St. Vrain Valley School district to ensure the highest quality, best prepared workforce in the western United States (2018 Council Work Plan Goal B4)

To build off this vision and goals, City Council convened an Advisory Panel in early 2019 to provide some additional input. This work has focused on a geographic area between S. Pratt Parkway and Martin Street from the river and Boston Avenue to 1st Avenue. Over the course of several months, the Advisory Panel provided input on specific things that could be done to advance Council’s vision, particularly in the areas of transportation, land use and buildings, business development, education, arts and culture, and the natural environment. From this work, several development concepts were also created and refined. Broader community input was sought throughout the summer to test ideas and determine overall community preferences. This information will be presented to City Council as part of their overall work plan.



Building STEAM Redevelopment Concept

LONGMONT, CO
3D PLANNING PROJECT



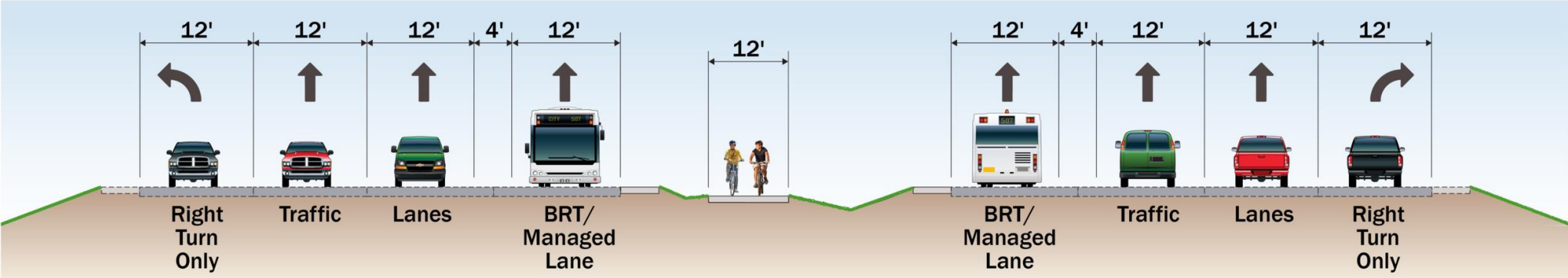
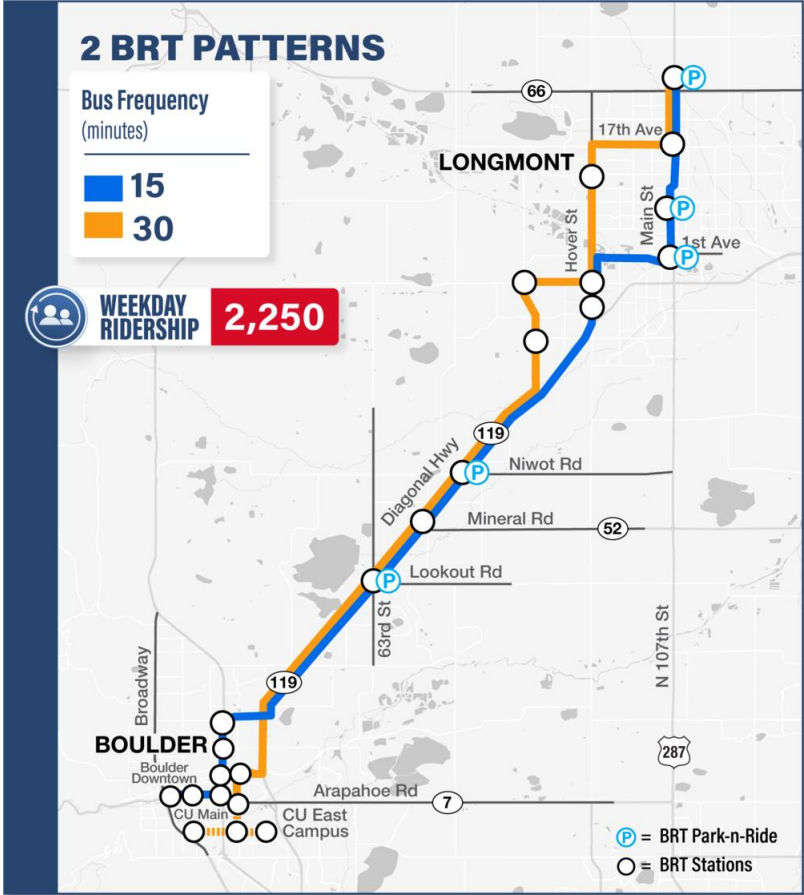
Concurrent Plan: State Highway 119 BRT

RTD initiated the State Highway 119 (SH 119) Bus Rapid Transit (BRT) project in the Fall of 2018. The study has involved an alternatives evaluation process together with project stakeholders, the City of Longmont, Boulder County, and other regional jurisdictions.

Through the alternatives evaluation, a two-route pattern, limited stop service has been selected as the preferred option. As shown in the graphic at right, the Blue Route would operate at a 15-minute service frequency during weekdays in both directions with 30-minute service in both directions on the weekend. The Orange Route would offer 30-minute service frequency all day in both directions with no weekend service. Other capital improvements included as part of this project include the following:

- 22 enhanced BRT stations (weather-protected, real-time transit information, etc.)
- Inside BRT/Managed Lanes along SH 119
- 5 park-n-ride facilities
- Commuter bikeway provided along SH 119

Within Longmont, the BRT stations would include 1st and Main, 8th and Coffman, 17th and Main and the terminus at SH 66 and Main. The BRT route would travel along Main between 9th/Main and SH 66/Main, with a mix of dedicated and mixed-traffic lanes. Regional buses (LD/LX) would still serve Main Street south of the 1st and Main Station continuing beyond the project study area extents at Plateau Road.



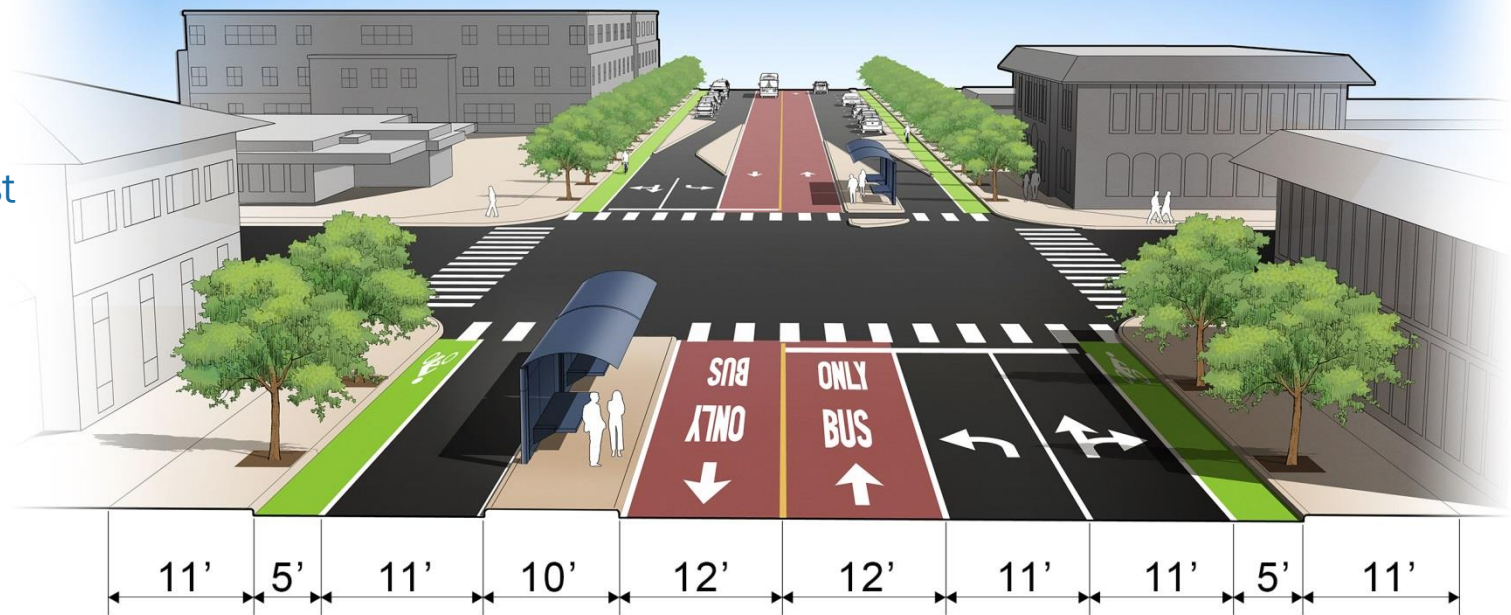
Source: <https://www.sh119brt.com/>

SH 119 BRT/Managed Lane Typical Section with Median Running Bikeway



Concurrent Plan: 1st and Main Station Planning

Planning for the 1st and Main transit station area has been underway since 2012 when the City completed the 1st & Main Station Transit and Revitalization Plan. The plan promotes multi-modal transportation and land use around the forthcoming bus rapid transit (BRT) and planned future commuter rail service in the vicinity of 1st Avenue and Main St. The vision includes green space/plazas, BRT along Coffman St. (see image to the right), commuter parking and office near the future train platform, and multi-family and mixed-use development further south and along Main Street. Since the station area overlaps with the Main Street Corridor, this corridor plan incorporates the recommendations from the 1st and Main plan in terms of general street configuration and land use recommendations. The City continues to work with the Regional Transportation District (RTD), property owners, and other community stakeholders in planning for the future transit station and transit oriented development (TOD) at this location.





Existing Conditions

Existing Conditions Summary

This section gives an overview of existing conditions along the Main Street Corridor; more detailed information is included in Appendix A.

Since the founding of Longmont in 1871, Main Street has served as the primary north/south axis through the City as well as the 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. There is a 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- from public meetings to online surveys- to gather community perspectives on the areas to preserve, as well as areas of change, along the Main St. Corridor. A summary of this outreach is included as Appendix D.



Studying existing conditions provides context for today, as well as shaping the goals, aspirations, and direction for Main Street into the future



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.

Estimated Total Population and Households by 2035

116,000 total people:
20,000 new residents
45,000 total households
8,600 new households



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.

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.



Total Population in Longmont (2018 est.)
96,192 people



Total Households in Longmont (2018 est.)
37,673 households



Median Household Income in Longmont
\$68,663



Average Household Size in Longmont (2018 est.)
2.58

Source: U.S. Census Bureau



Land Use

The existing land uses and development pattern within the Main Street corridor vary widely from the north to the south. When Longmont was first founded, the town's original square mile plan concentrated stores along Main Street with industrial uses located near the railroad and St. Vrain Creek; this original land use pattern still exists somewhat today. 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.

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. These character areas, shown at right, have similar characteristics; thus, analysis and recommendations later in this report are organized by character area.

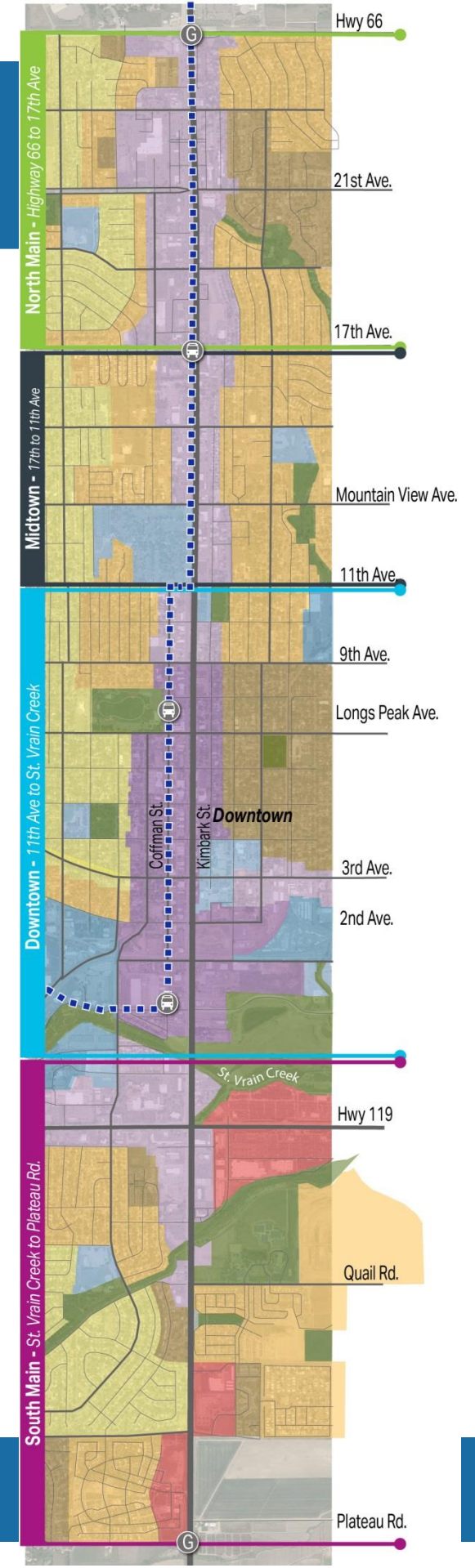
CHARACTER AREAS

North Main:
Highway 66 to 17th Avenue

Midtown:
17th Avenue to 11th Avenue

Downtown:
11th Avenue to St. Vrain Creek

South Main:
St. Vrain Creek to Plateau Rd.



Zoning

The majority of the Main Street corridor is designated 'Mixed-Use Corridor' (MU-C); the Downtown area is designated as 'Mixed-Use Downtown' (MU-D). According to the Longmont Land Development Code, the purpose of mixed-use districts is to provide a wide range of goods and services to meet the needs of residents and businesses. These districts are also intended to accommodate and encourage a mix of residential and nonresidential uses to offer greater opportunities to live, work, and play within close proximity.



The Roosevelt Apartments were approved by City Council in 2012

Source: Longmont Land Development Code

<https://www.longmontcolorado.gov/home/showdocument?id=23441>

The Mixed-Use Corridor (MU-C) district is applied to primary travel corridors throughout Longmont with easy access to public transit and other amenities. This district accommodates a wide range of uses and focuses on the vertical integration of residential and non-residential uses. Setbacks and building heights are regulated in the MU-C designation in order to be compatible with surrounding residential neighborhoods and provide an appropriate physical height and bulk transition between residential and non-residential uses.

Mixed-Use Downtown (MU-D) zoning preserves Longmont's "Downtown" and accommodates a mix of land uses including office, retail, entertainment, with supportive residential, government and civic uses. This zoning designation is intended to encourage walkable and pedestrian-friendly development that is well-served by transit. MU-D zoning protects the historic character of Downtown Longmont by encouraging the preservation, rehabilitation, and adaptive reuse of existing structures.

Projects within both the MU-C and MU-D zoning districts may be granted permission to build additional stories beyond specified building height limits. Projects that provide vertical mixed-use, affordable housing units, or projects that are located within ¼ mile of a transit center may be eligible for height bonuses.



Transportation

Automobiles: 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.

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 becomes a 'Wide Shoulder' south of Pike Road. This planning 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 (see recommendations section).

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. Currently, these local routes are part of the Ride Free Longmont program that provides free local bus trips and reduced fare bus trips on regional routes. 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.

Pedestrians: Sidewalks exist on both sides of Main Street over its entire length, from Pike Road to Highway 66, measuring at least five feet wide. Some are attached while other are detached with grass or hardscape buffers between them and the roadside. Most intersections include high-visibility crosswalk striping, and all signalized intersections have pedestrian push buttons.



RTD Route 326 near Main Street



Attached sidewalk on North Main



Corridor Transportation Needs

Safety: There are a number of intersections with sizeable crashes, including: 17th Avenue and Main Street and 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 widths to help manage vehicle speeds, and better signage to improve traveler expectations. Well marked bike lanes, separated bike facilities, bike boxes at intersections, and enhanced signage will improve safety for bicyclists. Similarly, signal phasing that isolates pedestrian movements and separates it from turning traffic, reduction in pedestrian crossing distances and new mid-block crossings can 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.

Mobility: Mobility along Main Street, especially for vehicular traffic, is expected to worsen in the future with growth in population and travel demand. Mobility can be improved by implementing measures such as raised medians to reduce friction from turning vehicles, providing longer turn bays to reduce signal delays and queues, and the provision of parallel capacity through improved transit and bike facilities allow for greater mobility options through the study area. These measures are projected to improve travel time reliability for vehicles and mobility for all road users.

Connectivity: Main Street is a critical north-south link for people traveling in the study area. A review of facilities for other modes including bikes and transit indicates a need for better connectivity for bikes in the north-south direction along with east-west connectivity to existing bike routes. In addition, the Highway 119 BRT facility would provide higher frequency transit service.

Access: Economic vitality could be enhanced through improved safety, reliability, mobility and improved access to local business and properties. ADA improvements need to be considered to help address mobility needs throughout the corridor. In addition to improving access and reliability for all vehicles, the corridor has to be improved to provide good access for emergency vehicles and freight vehicles. Such improvements could include enhanced medians, loading/unloading docks and intersection optimization for large vehicles. While sidewalks are present along Main Street, improvements to sidewalks and streetscape can make the corridor friendlier for pedestrians and provide a more continuous and safe walking environment.



An example of unrestricted access



BOLT Bus on Main Street





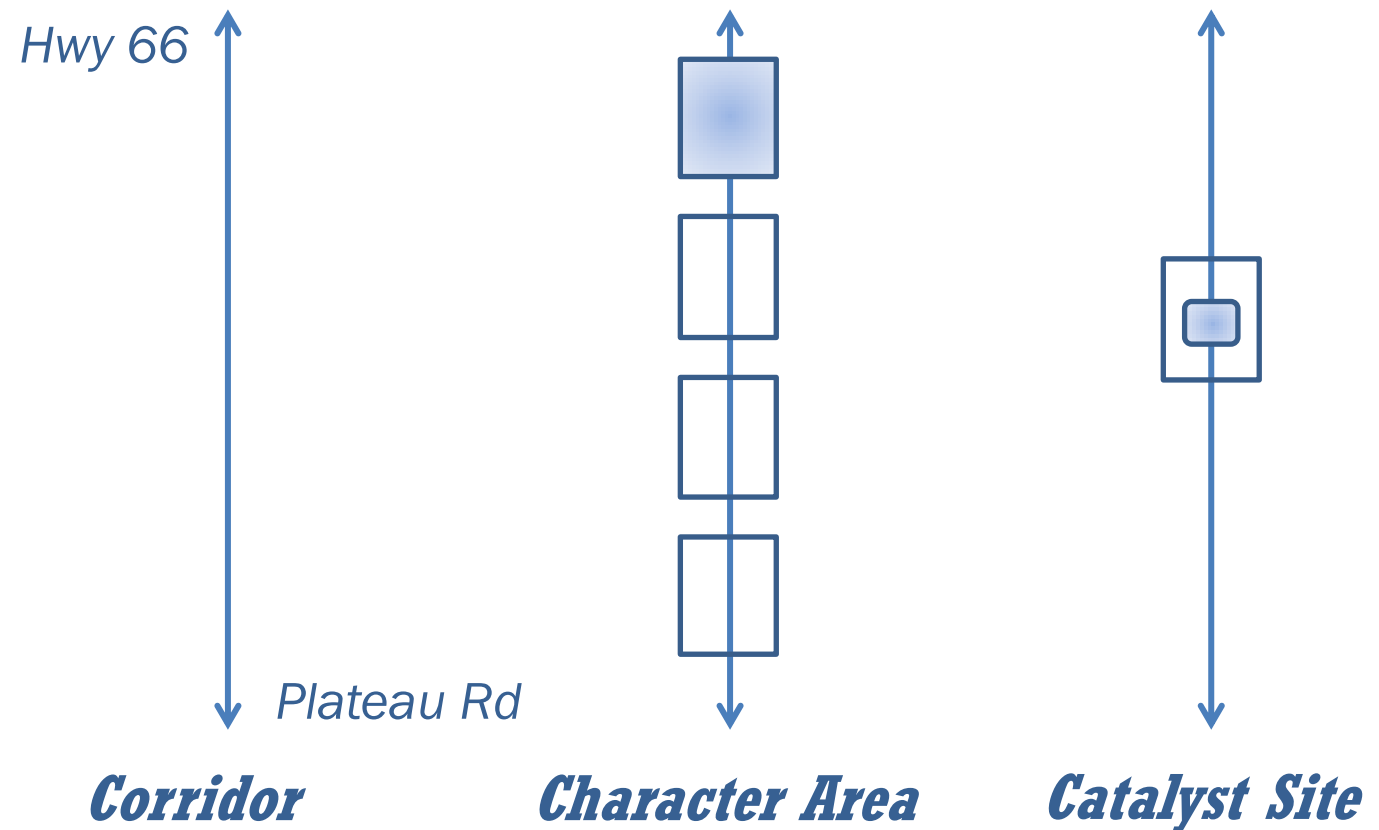
Corridor Recommendations

Development of Recommendations

Recommendations have been developed for the full corridor, as well as by character area. These recommendations were developed by building upon previous City plans and studies, analyzing needs identified through the existing conditions process, and bringing together stakeholder and community input. Community input was provided in a variety of forms, but included multiple public meetings, as well as robust online engagement, stakeholder meetings, and other outreach efforts.

This section begins by describing with corridor-wide recommendations, and includes 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 opportunities and community needs. In addition, new plans or updates to existing plans may be necessary to study the recommendations further.

Each character area is described in detail. Both overall and site-specific recommendations are identified. A number of catalyst sites, located within character areas, were also identified and are described below. The catalyst sites represent short-term opportunities attractive for investment.



Catalyst Sites

From the existing conditions analysis, the team began to identify potential catalyst sites based on community feedback, observations from multiple site visits, and parcel-level data analysis. The following factors were used to identify potential catalyst sites:

- **Vacant Sites:** Parcels that were vacant were clear candidates for consideration as catalyst sites.
- **Inconsistent Parcels:** Sites or parcels that had inconsistent or incongruous uses compared with surrounding land uses, or uses that did not contribute to the desired vision for Main Street were identified as candidates for redevelopment.
- **Parcel Configuration:** Parcels with site layouts that did not contribute to a walkable or attractive public realm were identified as potential catalyst sites. For example, lots that had parking located adjacent to sidewalk areas with buildings set back far from the street edge. Similarly, parcels with a low floor area ratio, meaning a building with a small square footage or building footprint located on a large lot.
- **Community Sentiment:** During public outreach events and through online surveys, members of the public communicated specific locations that they felt were good candidates for redevelopment.

Sites that were identified were then evaluated to determine appropriate land uses and design options. Recommendations are tailored to each catalyst site, but are intended to be transferrable to other sites or areas along the corridor. Recommendations include redevelopment, site reconfiguration, partial site infill, or adaptive reuse of existing buildings.



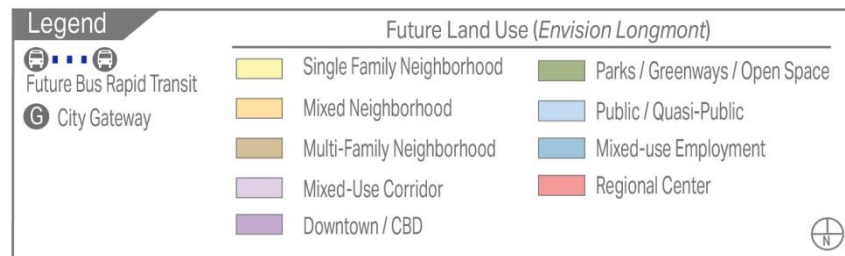
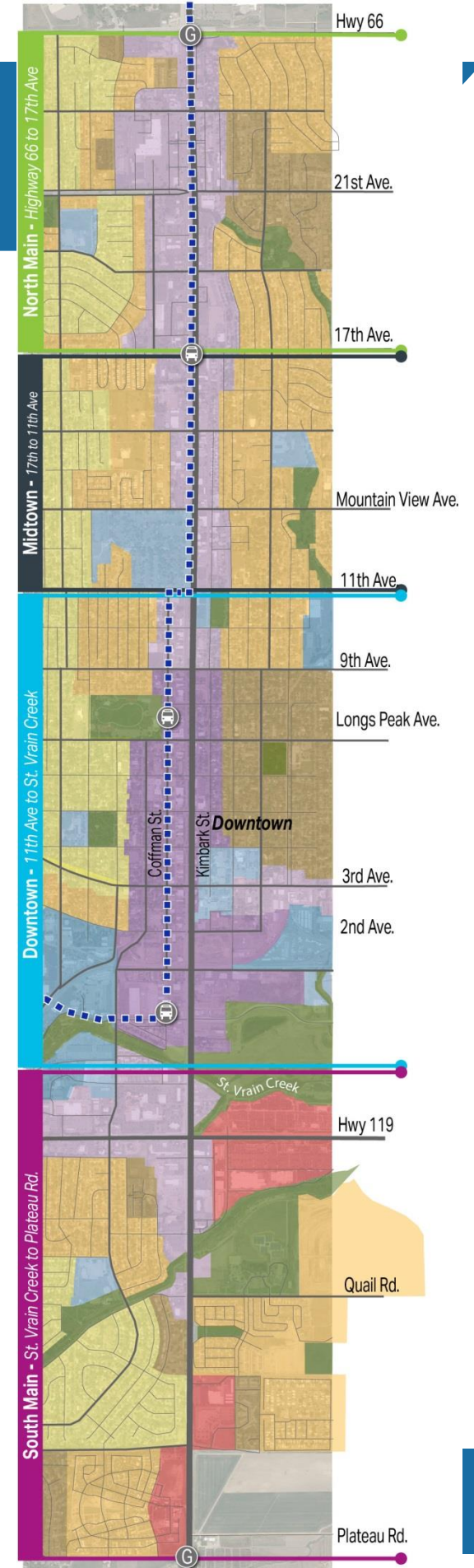
Catalyst Site



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

A broad description of corridor-level transportation recommendations that aim to improve safety, mobility, connectivity and access is listed below. A detailed list of improvements for each intersection and all study segments is included in Appendix C.

Safety

- Construct additional raised medians along Main Street to improve trip reliability and eliminate conflict points for all modes
- Add mid-block pedestrian crossings at strategic locations
- Deploy flashing yellow arrows and Rapid Flash Beacons at mid-block crossings to enhance pedestrian safety
- Optimize intersection width to provide shorter pedestrian and bicycle crossing across Main Street
- Implement enhanced signing and striping to delineate pedestrian/bike traffic and promote their visibility

Mobility

- Continually evaluate signal timing to promote better mobility for all modes
- Provide additional storage for movements with heavy turning traffic
- Provide queue jump lanes for buses at intersections

Connectivity

- Add new street connections (north-south and east-west) to create a grid network, particularly along North Main
- Construct new bike facilities to connect existing and planned facilities
- Consider publicly-accessible paths through the Cemetery for bikes and pedestrians, with alternate all-day/night access routes
- Enhance alleys to improve safety and mobility, encouraging safe use for all modes including delivery

Access

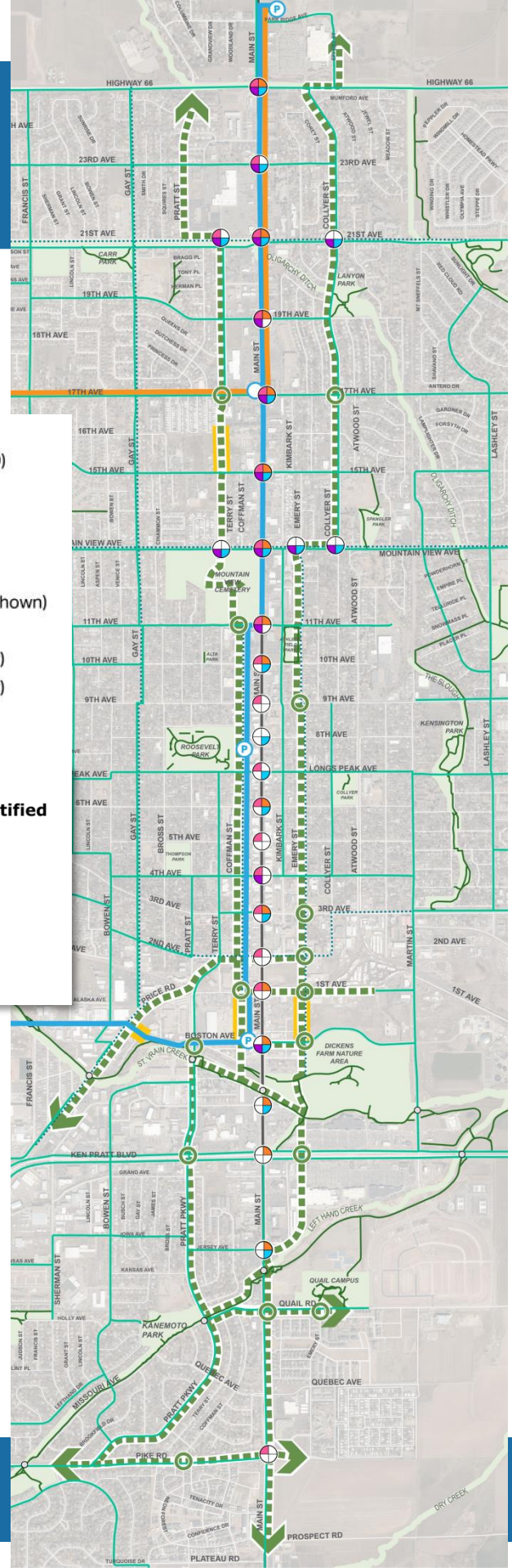
- Consolidate access points to reduce travel friction on Main Street
- Provide raised medians along Main Street to reduce conflict points and provide new turn bays to accommodate U-turns

LEGEND

- Proposed Bicycle Connection (Facility TBD)
- Proposed Intersection Improvements
- Proposed Street Extensions
- Existing Underpass
- ⋯ Enhanced Multi-Use Corridor (EMUC)
- Existing Bicycle Facility (not all sidepaths shown)
- Existing Multi-Use Path
- Proposed BRT Route (15 minute frequency)
- Proposed BRT Route (30 minute frequency)
- Ⓟ BRT Stations with Park-n-Ride
- Ⓞ BRT Stations

Location with Improvements Identified

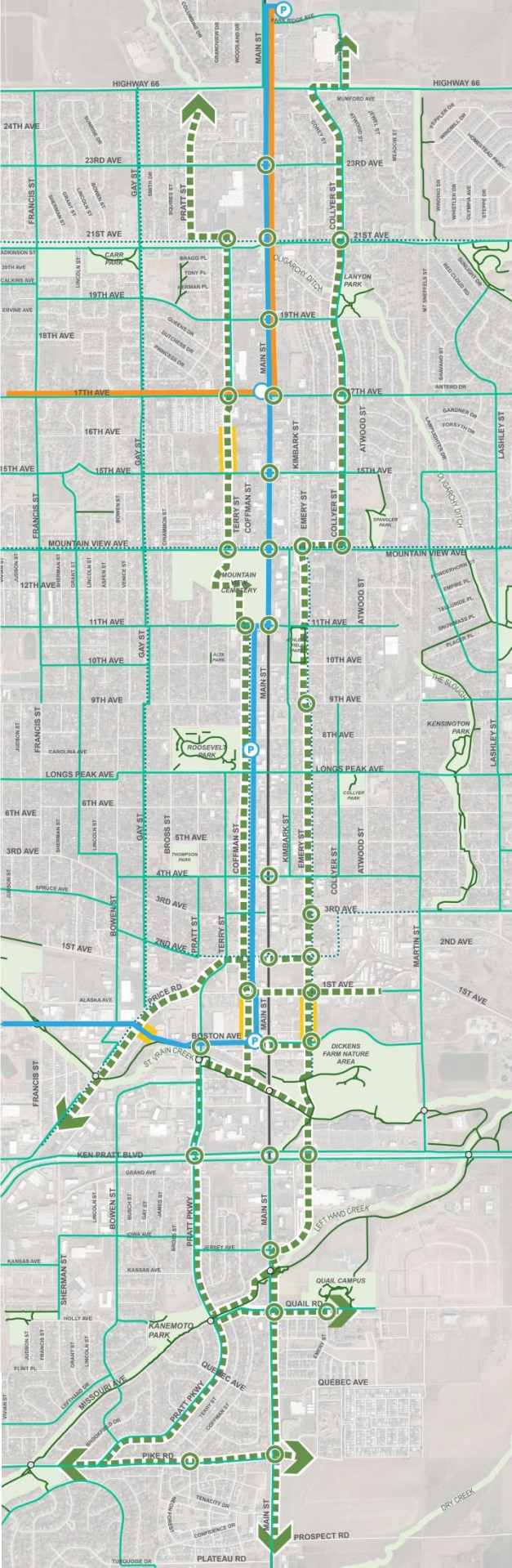
- Signal Improvements
- Lane Improvements
- Pedestrian Improvements
- Bicycle Improvements



Corridor Bicycle and Pedestrian Recommendations

The following outlines bicycle and pedestrian recommendations. A menu of options or treatments is provided at right: specific recommendations are provided within each character area description.

- Create routes that make it possible to travel through the corridor and across the corridor safely and comfortably.
- Distinguish and separate off-street bike facilities from pedestrians with the use of buffers or other treatments.
- Promote a continuous, pleasant walking environment along the entire Main Street corridor by ensuring comfortable sidewalk widths and streetscape improvements.
- Enhance intersections to improve safety and connectivity on east-west routes. Encourage the use of planned Enhanced Multi-Use Corridors on 21st Avenue, Mountain View Avenue, and 2nd Avenue as key east-west routes.
- **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
 - As a future Enhanced Multi-Use Corridor (EMUC), Coffman will serve as a primary north-south route from St. Vrain Greenway to 11th Avenue
 - Create a usable multi-use pathway through Mountain View Cemetery, while including a separate two-way bikeway on the west Main Street sidewalk
 - Establish a new roadway connection on Terry Street between 15th and 16th Avenues to include bikes/pedestrians
- **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 to Highway 66



Intersection and Bicycle Facility Treatment Examples



Crossing treatment and bike striping



Green bike lane striping treatment



Bike lane markings at beginning of bike lane



Bike lanes with markings through a large intersection



No right turn on red sign



Pedestrian crossing and island treatment



Enhanced crossing treatment



Bike prioritization signaling

- LEGEND**
- Proposed Bicycle Connection (Facility TBD)
 - Proposed Intersection Improvements
 - Proposed Street Extensions
 - Existing Underpass
 - ⋯ Enhanced Multi-Use Corridor (EMUC)
 - Existing Bicycle Facility (not all sidepaths shown)
 - Existing Multi-Use Path
 - Proposed BRT Route (15 minute frequency)
 - Proposed BRT Route (30 minute frequency)
 - Ⓟ BRT Stations with Park-n-Ride
 - Ⓞ BRT Stations



Character Area Recommendations



North Main Character Area

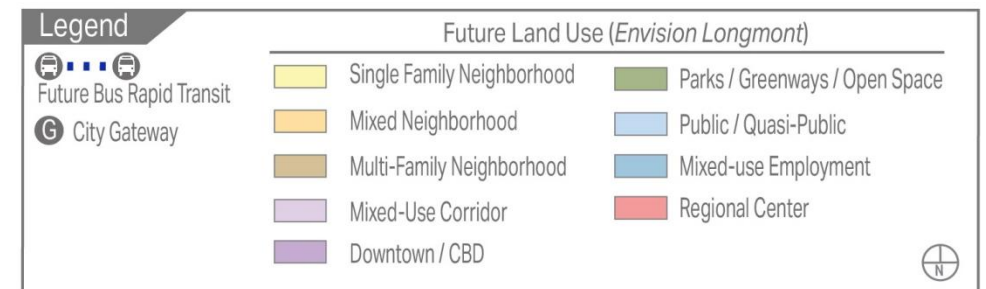
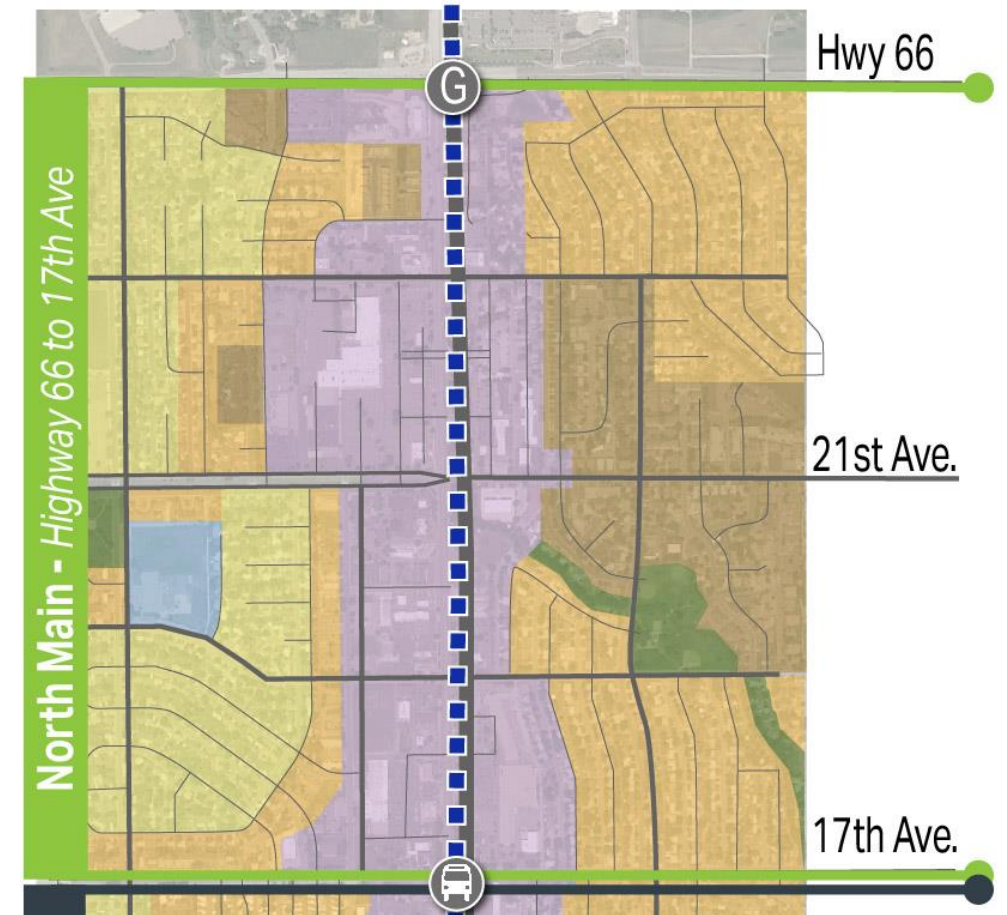
North Main Today

Highway 66 south to 17th Avenue 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.

Due to the large footprint of uses, block lengths are large, with few streets intersecting between primary east-west arterials. There are no mid-block pedestrian crossings so crossings are focused at crosswalks. The project team observed and heard from community members that some bicyclists utilize the center turn lane as a bike lane. Similarly, due to the large block lengths, people cross the street at various locations 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 Oligarchy Ditch passes below Main Street at 21st Avenue. A bicycle and pedestrian underpass is planned for this location. Both 21st Avenue and the Oligarchy Ditch are planned as future bicycle routes.

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, furthering the need for safety and connectivity improvements in this area.



North Main Market Assessment

Economic Role

This character area serves a community-oriented retail trade area (approximately 3 mile radius) and is a destination for northern Longmont and the surrounding area. The area currently has a mixture of everyday retail goods and services, regionally-oriented retailers, and dining destinations.

Future Market Opportunities

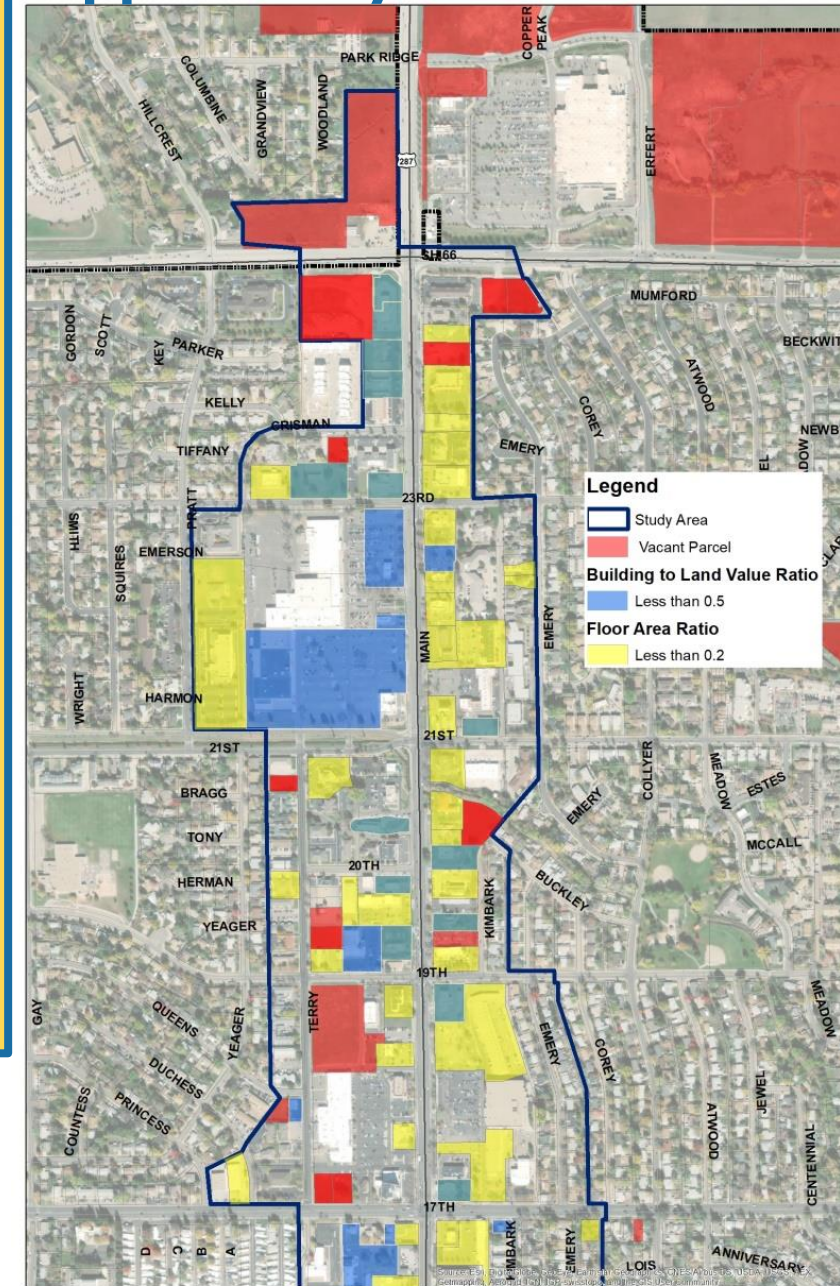
- The estimated future demand for retail and commercial space is 137,000 square feet over the next five years. However, future capture of retail demand will likely be limited to stores providing everyday shopping and services.
- Regionally-oriented and destination retail demand will likely be captured 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, smaller scale retail and services space, and entertainment uses, such as restaurants, coffee shops, ice cream shops, beauty services, fitness businesses, and specialty food and retail stores.

The map at right highlights sites that are more likely to develop or redevelop. **Opportunity sites provided feedback to help inform catalyst site locations.**

- Vacant parcels (parcels without structures) are shown in red.
- Parcels with buildings that have a low value relative to the value of their parcel/land are shown in blue.
- Parcels with smaller buildings on larger parcels are shown in yellow.

Parcels that have low value buildings or smaller buildings on larger parcels are more likely to be reused or redeveloped. This analysis was completed to show which parcels along Main Street might have an opportunity to be redeveloped.

Opportunity Sites



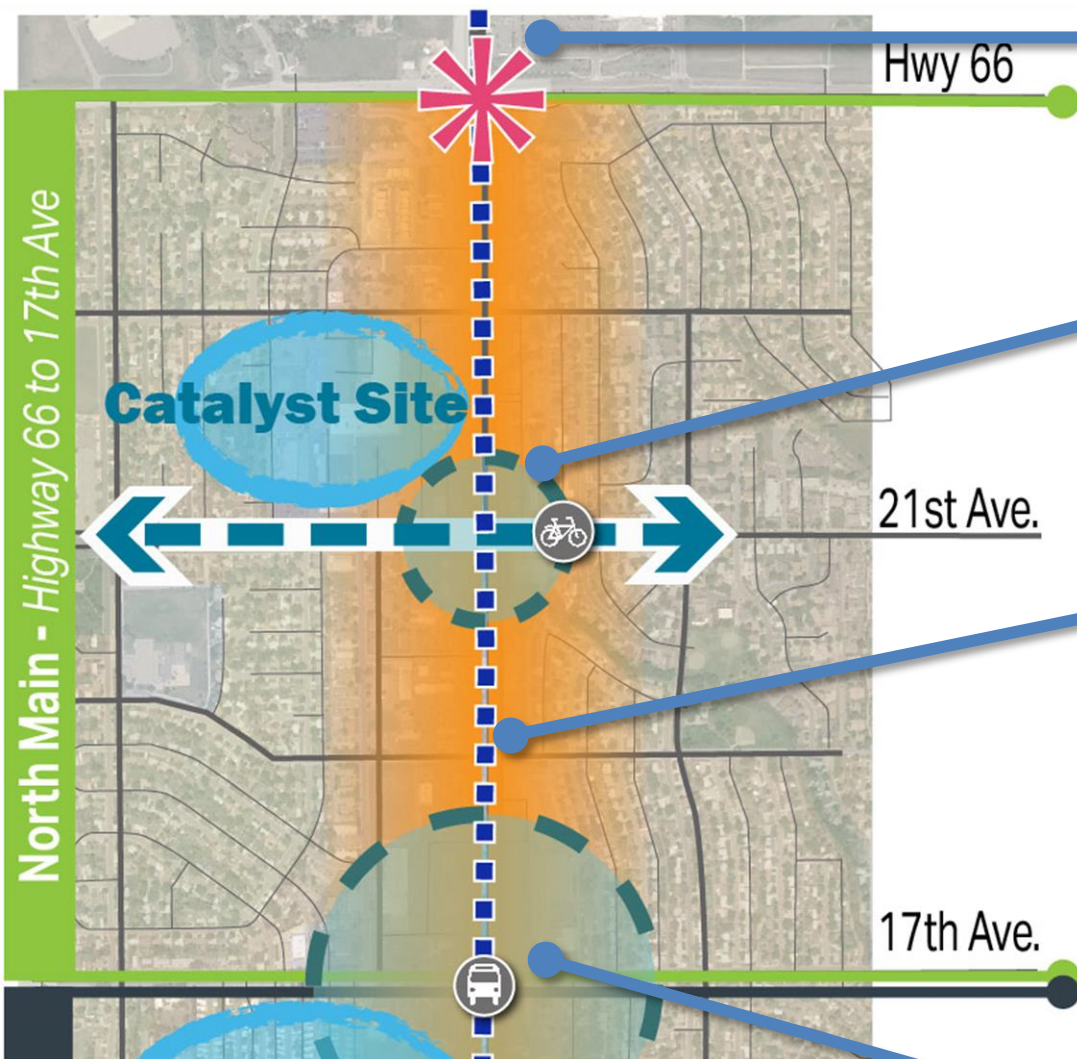
North Main Vision

Character Area Recommendations:

- **Infill:** Encourage infill across the character area. Reconfigure or redevelop large parking lots to improve streetscape and increase vitality of north Main Street.
- **Building Heights:** Continue to use building height transitions (higher at Main and lower when adjacent to residential neighborhoods).
- **Building Orientation:** Orient buildings and entrances to Main Street and other public gathering spaces (i.e. public plazas) to help "activate" Main.
- **Street Network:** Identify areas to add additional streets to provide smaller, pedestrian-scale blocks.
- **Pedestrians and Bikes:** Improve the pedestrian and bicycle experience through streetscape improvements, such as bike lanes extending through intersections.
- **Public Spaces:** Add and create well-programmed public spaces. Active uses should front public spaces to provide activation and interest.
- **Market Tool:** Explore the creation of urban renewal areas to support the redevelopment of blighted parcels and funding of public improvements identified in the plan, through the use of tax increment financing (TIF).
- **Stakeholders:** Form a business, property owner and stakeholder committee to meet regularly to support and facilitate the implementation of actions from this plan and BRT transit project (consider for North Main and Midtown).
- **Business Association:** Explore the formation and provide support for a business merchants association or business improvement district along Main Street to help collectively market the area, guide public improvements, aid with maintenance of public spaces and infrastructure, and aid with public space activation and district programming.



North Main Vision



Site Specific:

- Install gateway signage welcoming people to Longmont at Main/SH 66 ; embrace significance of State Highway 66 and gateway to Estes Park.
- Improve the pedestrian and bicycle experience through streetscape improvements.
- Install signage to encourage the use of the Enhanced Multi-Use Corridor and planned underpass on 21st Avenue.
- Establish an enhanced transit stop at Main Street and 21st Avenue. Enhancements could include:
 - Additional seating and shelter, real-time transit information (ADA-compliant), bike route signage, and enhanced landscaping.
 - Other amenities serving commuters should be encouraged, such as the availability of micro-mobility enhancements like bike share.
 - If feasible, small-scale retail amenities like a coffee cart could be allowed to serve riders.
- Allow up to five stories of mixed-use development for parcels directly adjacent to Main Street and surrounding the future BRT station. The following specific strategies should be considered for these areas:
 - Mixed-use buildings with affordable units should be encouraged.
 - Taper building scale to no more than three stories when redevelopment is directly adjacent to existing residential neighborhoods.
- Reconfigure or redevelop large parking lots to improve streetscape and increase vitality of north Main Street.
 - Large parcels offer early opportunities for mixed-use redevelopment.
- Determine appropriate locations to install mid-block pedestrian crossings of Main Street.
 - Ensure safety by installing flashing yellow arrows and Rapid Flash Beacons at mid-block pedestrian crossings.
- Develop a mixed-use mobility hub surrounding the 17th/Main future BRT station area that would:
 - 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.

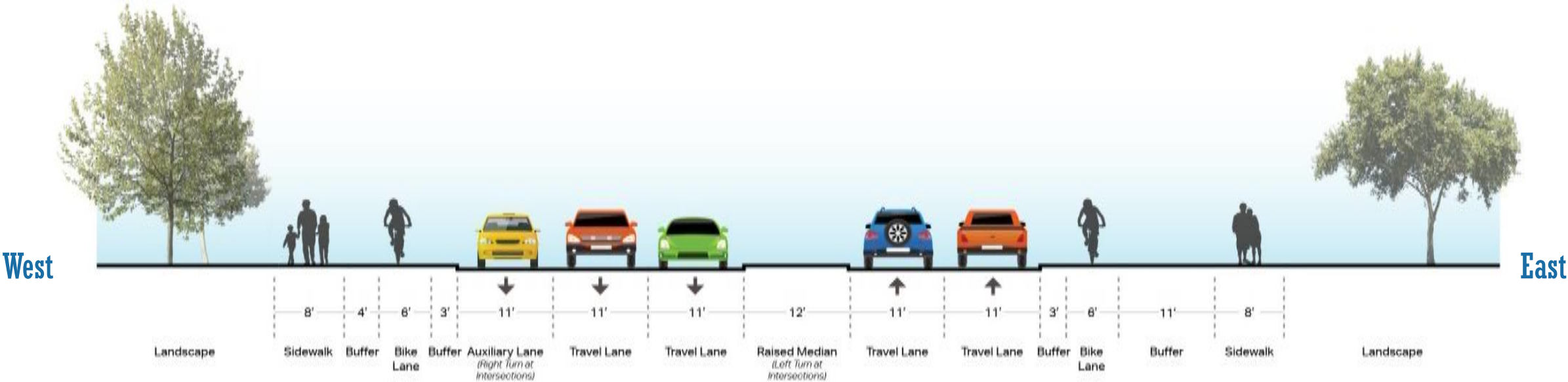


North Main Cross-Section

Just south of Highway 66, Main Street has two northbound and southbound travel lanes. Lane widths are approximately 12 feet. The median exists from Highway 66 south until near Crisman Drive. The median varies in width from around 4-feet to around 16-feet wide. Near Crisman Drive where the median ends, the lanes shift to become two travel lanes in each direction with a center turn lane and right turn lanes on either side of Main Street. The center turn lane width is around 16-feet, while the other lane widths remain around 12-feet. This condition continues south on Main to 23rd Avenue where the dedicated right turn lanes taper or are not present.

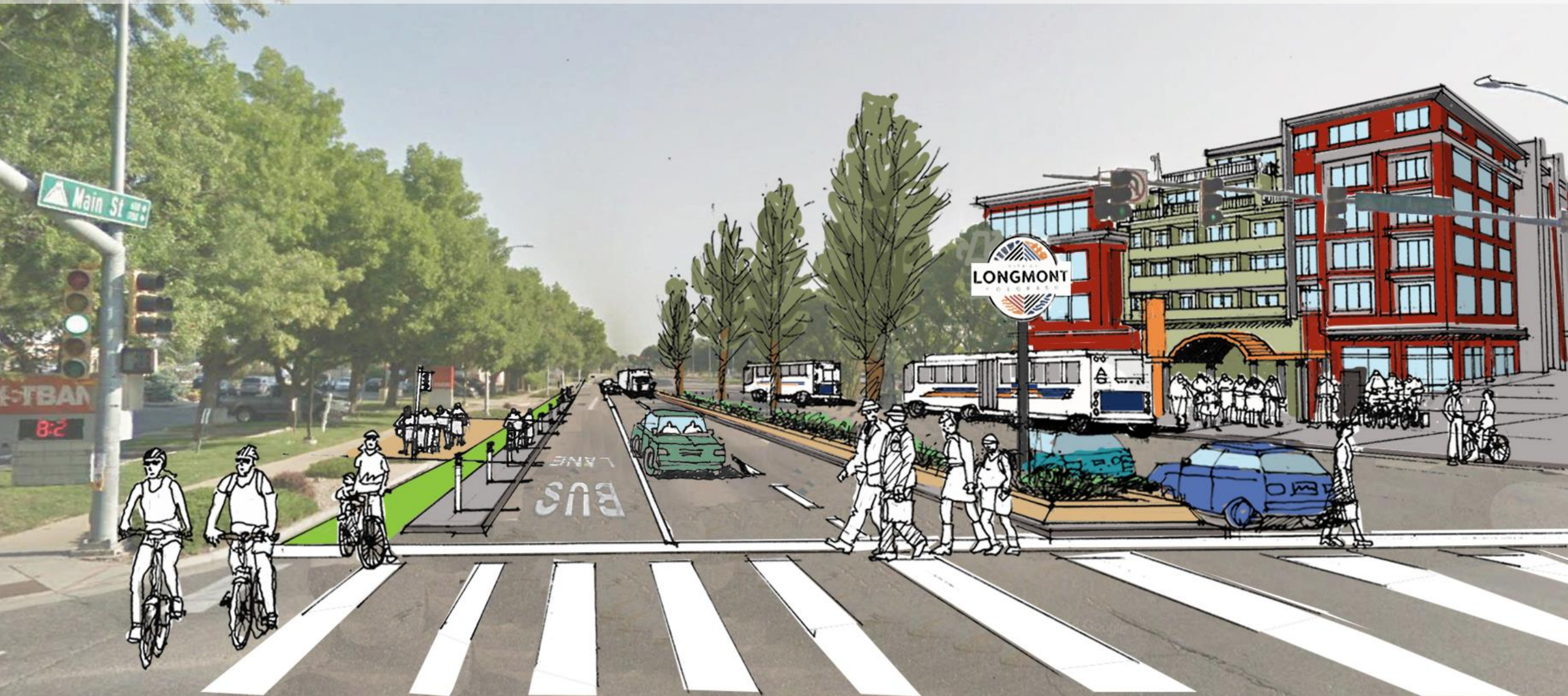
Existing, interim, and ultimate cross-sections are included in Appendix C. Interim means easily implementable improvements with minimal change to existing roadway infrastructure and low cost upgrades that dovetail with long-term plans. Ultimate cross-sections represent all planned improvements for that segment of corridor that may include substantial financial investment and extensive reconstruction. Buffers as shown on all the cross-section graphics may take various forms. Depending on the buffer width, they may include landscape planting or be hardscaped. The graphic below shows an ultimate cross-section view from 21st Street to SH 66.

21st Street to SH 66 Ultimate View (view looking north)



17th and Main Mobility Hub

The RTD State Highway 119 BRT study envisions a future BRT station at 17th and Main. The rendering below shows the station with potential future street improvements and adjacent conceptual redevelopment.



North Main Catalyst Site: 21st and Main

- ✓ Breaks up “superblock” and creates new street connections
- ✓ Provides 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.
- ✓ Creates green space/gathering areas
- ✓ Connects to nearby development (grocery store)
- ✓ Envisions a mid-block pedestrian and bicycle crossing north of 21st (across Main)



LEGEND:

- Existing Building
- Residential
- Retail/Entertainment
- Office



North Main Catalyst Site: Market Recommendations

Objective: Revitalize retail center to create more entertainment and locally-oriented retail spaces.

Development Strategy:

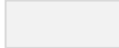



- Attract and develop more entertainment-oriented retail space with an entertainment use as the anchor tenant.
- Orient new development around public space to create a gathering place that provides a visual appeal, increases walkability, and attracts patrons from Main Street.

Key Considerations:

- At build-out, the availability of parking may become a challenge during peak demand. Alternative parking solutions and transit options can alleviate this issue.
- Increased density of residential development is needed to support reinvestment/redevelopment.



LEGEND:

-  Existing Building
-  Residential
-  Retail/Entertainment
-  Office



A blue-tinted photograph of a street scene. In the foreground, a large white bus is driving away from the camera on the left side of the road. A silver SUV is driving towards the camera in the middle of the road. The background shows a sidewalk, trees, and buildings. A sign for 'SUE WAY' and a speed limit sign for '35' are visible. The text 'Midtown Character Area' is overlaid in a white box with a blue border in the center of the image.

Midtown Character Area

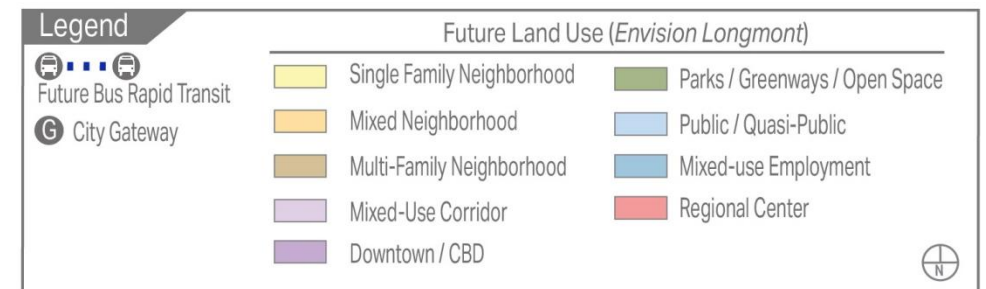
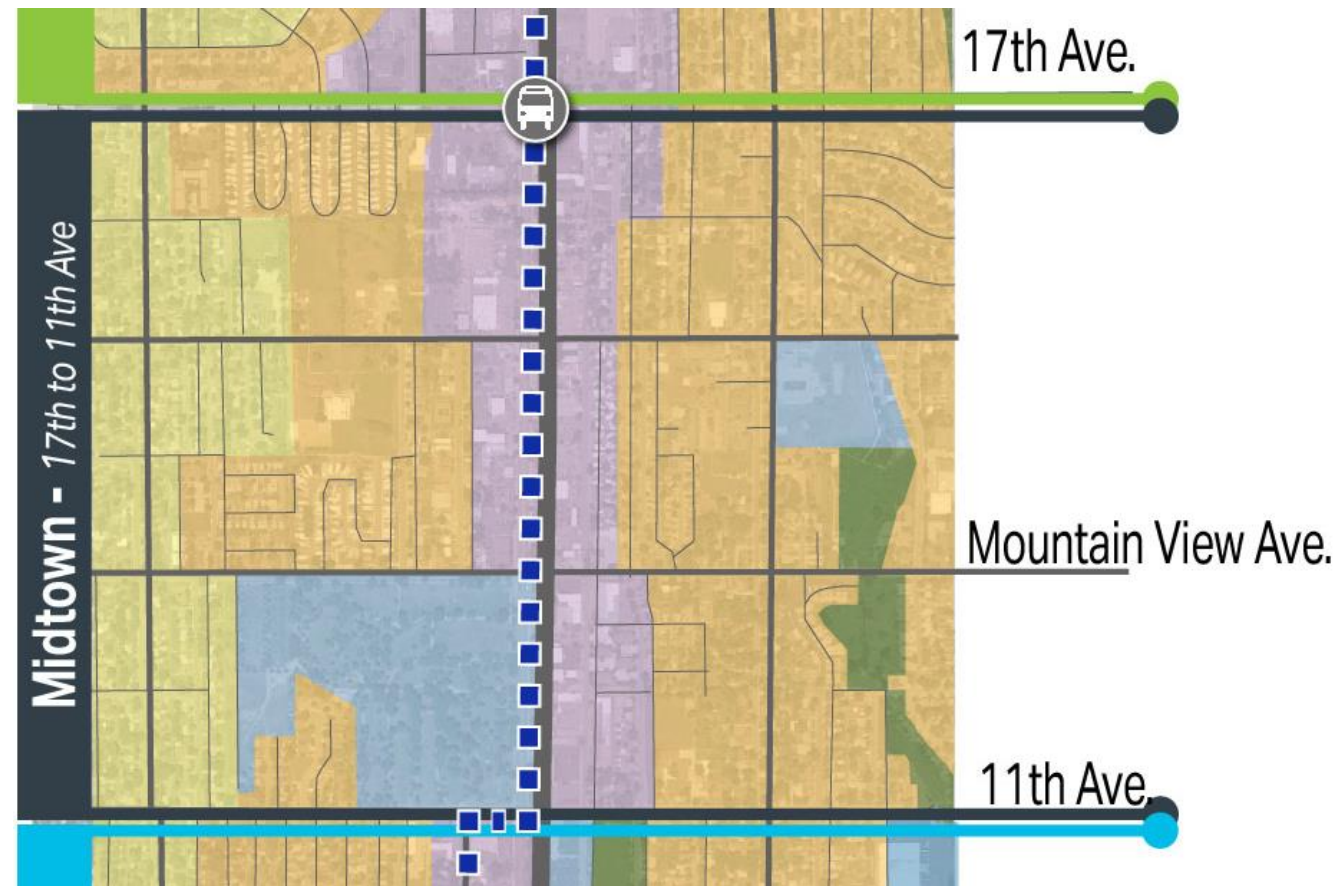
Midtown Today

Midtown extends from 17th to 11th Avenues. Compared to North Main, 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. The cemetery occupies the frontage of Main Street from Mountain View to 11th Avenue. Presently, a narrow sidewalk and chain link fence border the cemetery along Main Street. Block lengths along this segment of Main Street are also generally a quarter mile long, with no officially designated mid-block crossings.

Development interest has increased in the past few years, with proposals for multi-family and mixed-use development, particularly west of Main between 15th and 17th Avenues.



Midtown Market Assessment

Economic Role

This character area functions as a neighborhood commercial district. The businesses in the area provide everyday retail goods and services; Latino businesses serve as a regional trade area. The retail and commercial uses are smaller in scale.

Future Market Opportunities

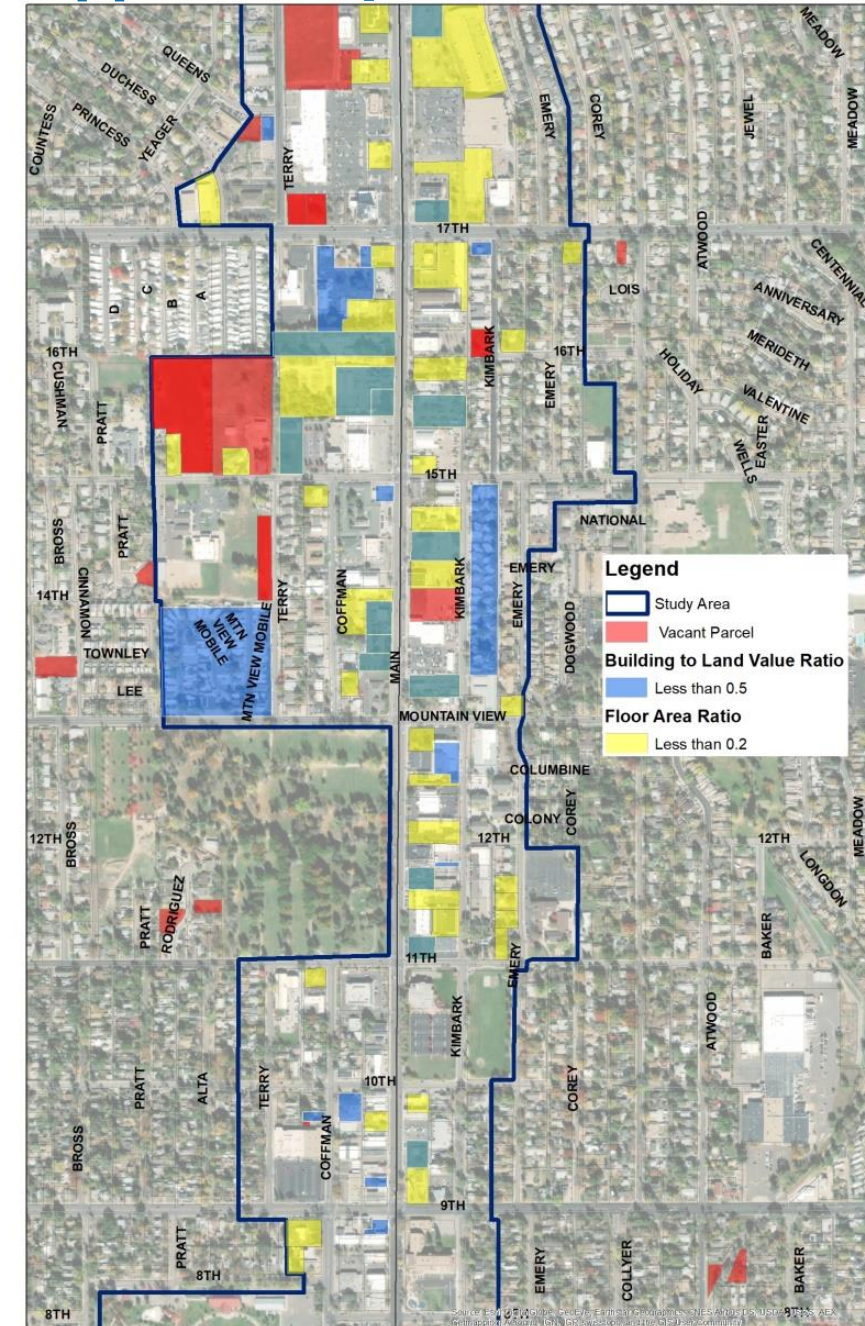
- There is the opportunity for small-scale, individual parcel reinvestment, retail space conversion, and smaller redevelopment projects.
- The reuse of existing commercial spaces for new businesses is more likely and desired than significant redevelopment.
- The reuse of under-utilized and marginal retail uses can be spurred on with new investment in existing buildings and housing growth in the area.
- Additional attached single-family and multifamily housing is in demand and will help bolster increased spending, which may attract higher quality commercial uses along the corridor.

The map at right highlights sites that are more likely to develop or redevelop. **Opportunity sites provided feedback to help inform catalyst site locations.**

- Vacant parcels (parcels without structures) are shown in red.
- Parcels with buildings that have a low value relative to the value of their parcel/land are shown in blue.
- Parcels with smaller buildings on larger parcels are shown in yellow.

Parcels that have low value buildings or smaller buildings on larger parcels are more likely to be reused or redeveloped. This analysis was completed to show which parcels along Main Street might have an opportunity to be redeveloped.

Opportunity Sites



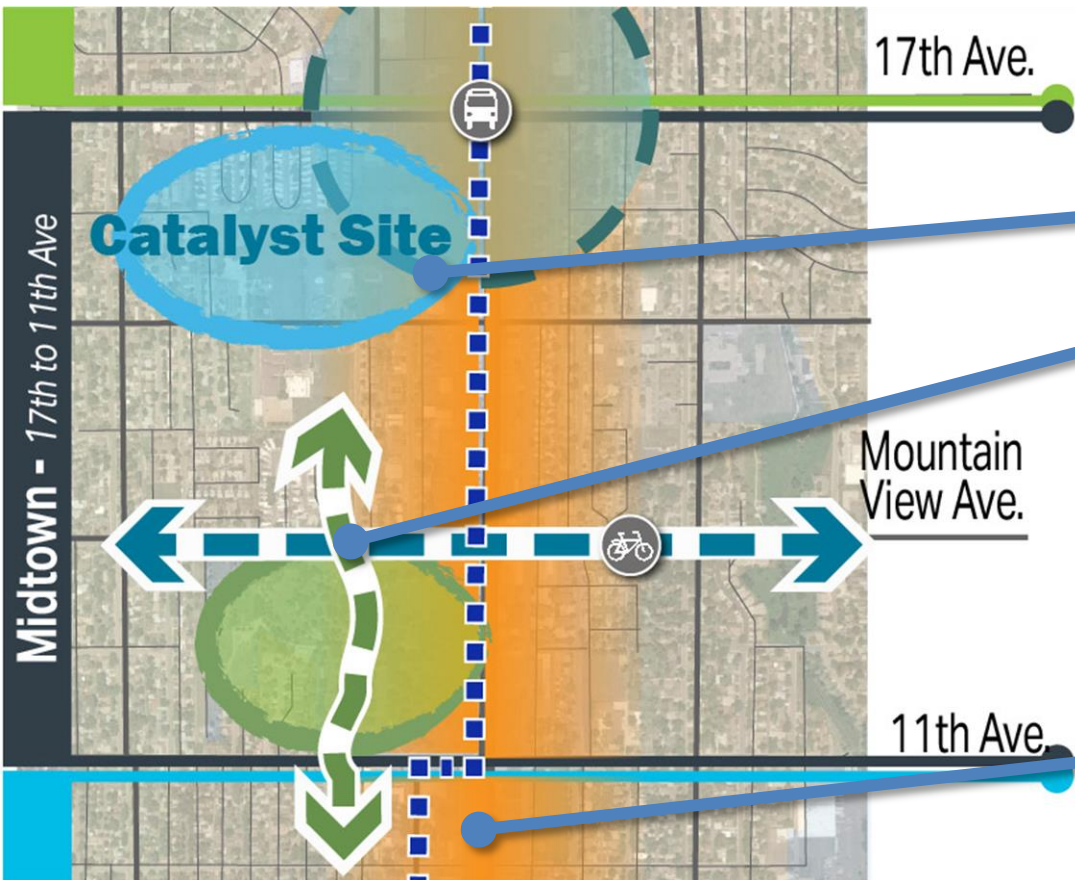
Midtown Vision

Character Area Recommendations:

- **Building Height:** Consider 1-4 stories to complement existing built forms; provide height transition to adjacent neighborhoods with tallest buildings or portion of buildings along Main Street.
- **Orientation:** Orient buildings and entrances towards the street. Parking should be well screened and located to the rear of structures.
- **Setbacks:** Implement reduced or eliminated setbacks for redeveloped sites to extend the look and feel of Longmont's Downtown visual corridor into Midtown.
- **Activation:** Encourage ground floor amenities that activate the street such as patios, restaurants, public/private open spaces, and civic uses.
- **Art:** Encourage public murals and art to showcase the area's history and diversity.
- **Public Space:** Identify locations for small public spaces that are active and engaging. Integrate elements into park design that reference the unique cultural context of the character area.
- **Access:** Identify opportunities for consolidating vehicular access to provide a continuous streetscape.
- **Market Tool:** Explore the creation of urban renewal areas to support the redevelopment of blighted parcels and funding of public improvements identified in the plan through the use of tax increment financing.
- **Stakeholders:** Form a business, property owner and stakeholder committee to meet regularly to support and facilitate the implementation of actions from the corridor study and BRT transit project (consider for North Main and Midtown).
- **Business Association:** Explore the formation of and provide support for a business merchants association or business improvement district along Main Street.



Midtown Vision



Site Specific:

- Parking (outside of street parking) should be accessed via side streets and alleys.
 - Locate parking lots behind buildings to create a continuous streetscape along Main Street.
- Increase mixed use and residential uses along and near Main.
- Work with the Mountain View Cemetery to secure an easement to establish direct multi-modal connections through the cemetery that connect with Mountain View Avenue EMUC.
- Improve the pedestrian experience adjacent to the Mountain View Cemetery by installing a wider sidewalk along its eastern edge.
 - Work with the cemetery to consider the removal of or aesthetic improvements to the fence along the cemetery border.
- Enhance streetscape/pedestrian realm by:
 - Installing wider sidewalks on both sides of Main Street.
 - Adding elements to improve pedestrian comfort such as recycling/waste receptacles and benches.
 - Increase the tree canopy by planting additional street trees along Main.

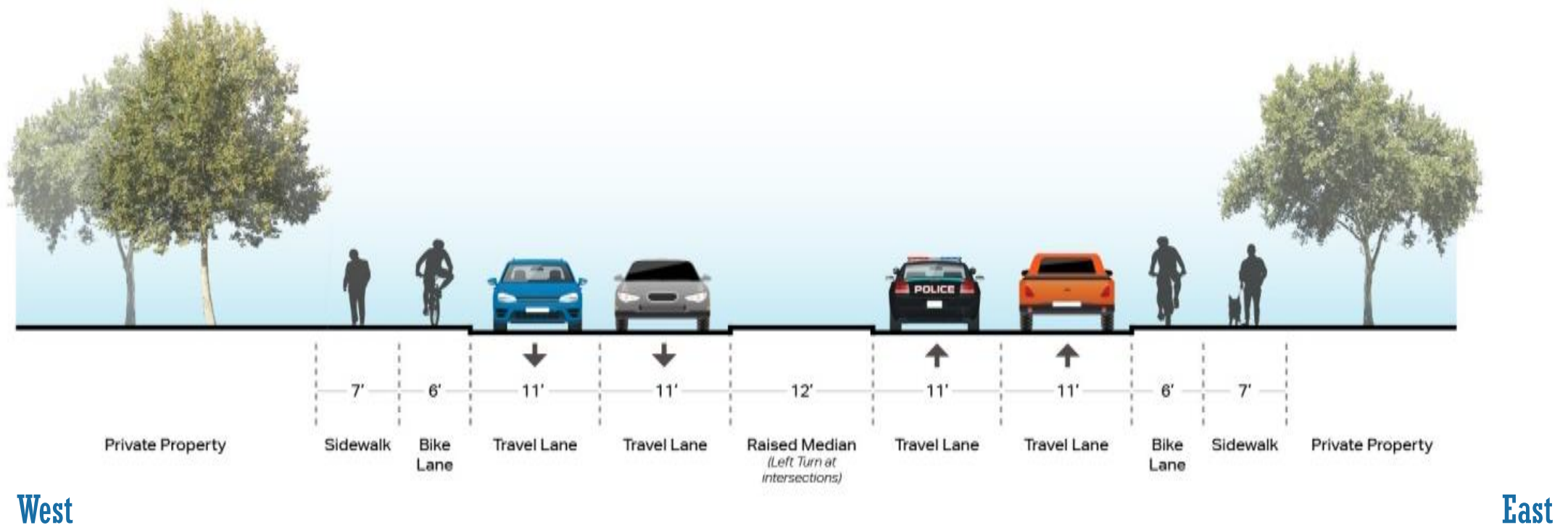


Midtown Cross-Section

South of 17th Avenue, there are no dedicated right turn lanes. The section currently includes a 16-foot center turn lane and 12-foot travel lanes. The goal in the long term is to add wider sidewalks and bike facilities along Main in this area.

The cross-section below shows an ultimate view for Midtown from 11th to 17th Avenues.

11th to 17th Avenues Ultimate View (view looking north)

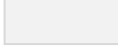




Midtown Catalyst Site: 15th to 17th

- ✓ Provides opportunity for new residential and mixed-use development 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 and new residents



LEGEND:

-  Existing/Planned Building
-  Residential
-  Retail



Midtown Catalyst Site: Market Recommendations

Objective: Attract infill housing that can create more vitality and attract reinvestment along the corridor. Incorporate more housing options that allow for mixed-income units in infill development.

Development Strategy:

- Develop a mixture of attached, for-sale housing and multi-family housing in a context-sensitive way (decreased intensity adjacent to existing residential areas).
- Consider additional retail as appropriate.
- Incorporate amenities such as pocket parks.
- Extend 16th east/west for increased connectivity.

Key Considerations:

- This concept is feasible for both market-rate and affordable unit developments. Increased density could increase appeal for market-rate developers.



LEGEND:

- Existing/Planned Building
- Residential
- Retail





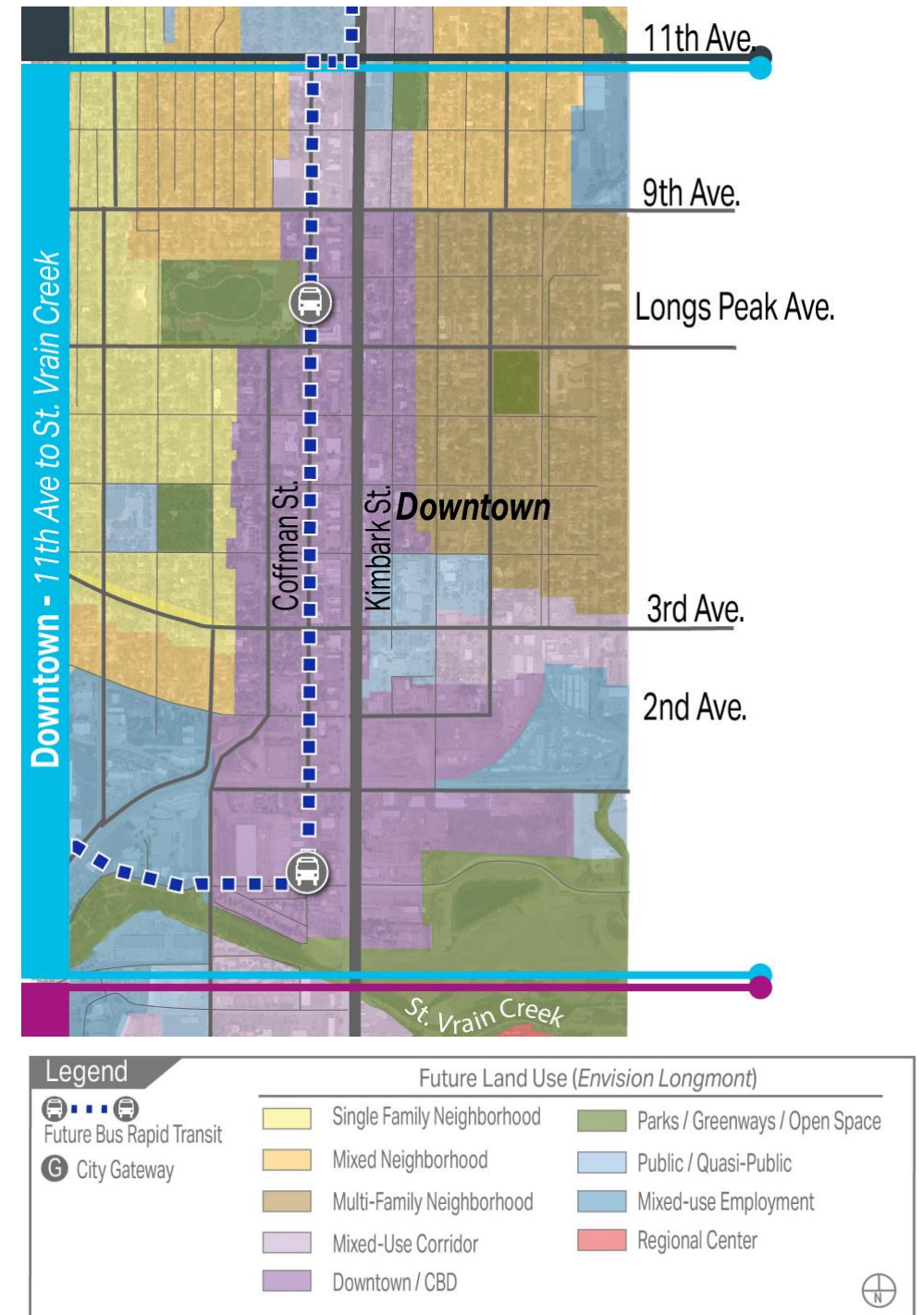
Downtown Character Area

Downtown Today

Downtown is the geographic and cultural heart of the City. A mix of office, commercial, and residential uses, both historic and new, are located through this area and contribute to the character of Main. The Downtown character area includes Main Street from 11th Avenue to the St. Vrain Creek. This character area also 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. The alleyways serve a functional purpose, but in the heart of Downtown, 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 the enhanced alleyways and breezeways located throughout Downtown.

South of 3rd Avenue, there is a gradual, but noticeable decrease in elevation leading down to the St. Vrain Creek. South of 2nd Avenue, land uses become more industrial and storage oriented, surrounding the railroad tracks that cross Main at 1st Avenue. The South Main Station project, currently under construction, will help catalyze new development in this area.



Downtown Market Assessment

Economic Role

This character area encompasses historic Downtown Longmont, the emerging 1st and Main transit station area, 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. Downtown Longmont's growth has been directed by the efforts of the City of Longmont and the Longmont Downtown Development Authority (LDDA).

Future Market Opportunities

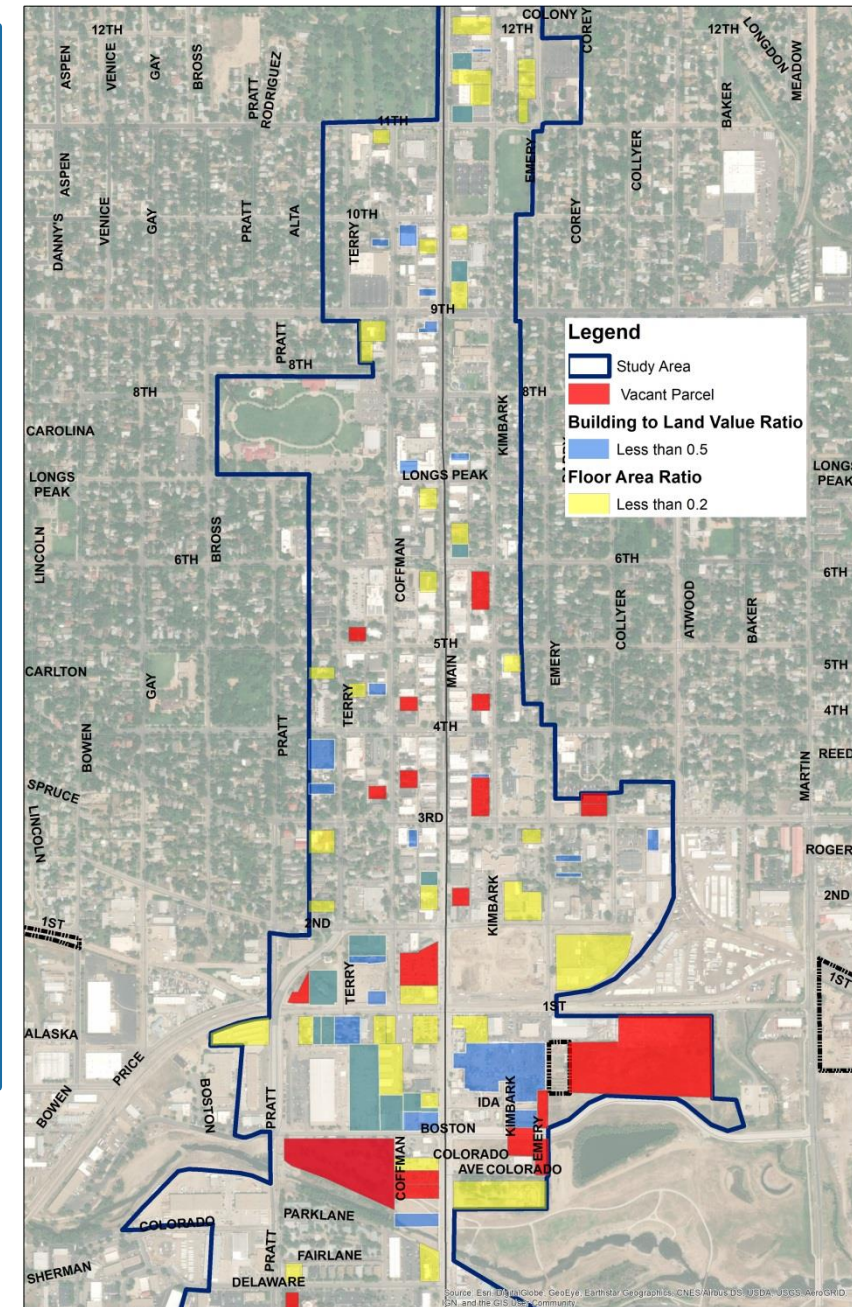
- Leverage the downtown area as a vibrant retail and employment area to attract infill housing.
- The City's investments to help revitalize the 1st and Main area will help transform obsolete industrial uses into future transit-oriented development; Main can act as a spine through this development connecting east and west.
- 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. This connection will also serve to better connect Downtown south to the St. Vrain Creek.
- Opportunity for higher density mixed-use development in this area with multifamily uses and office uses supported by ground floor retail space.

The map at right highlights sites that are more likely to develop or redevelop. **Opportunity sites provided feedback to help inform catalyst site locations.**

- Vacant parcels (parcels without structures) are shown in red.
- Parcels with buildings that have a low value relative to the value of their parcel/land are shown in blue.
- Parcels with smaller buildings on larger parcels are shown in yellow.

Parcels that have low value buildings or smaller buildings on larger parcels are more likely to be reused or redeveloped. This analysis was completed to show which parcels along Main Street might have an opportunity to be redeveloped.

Opportunity Sites



Longmont Downtown Development Authority

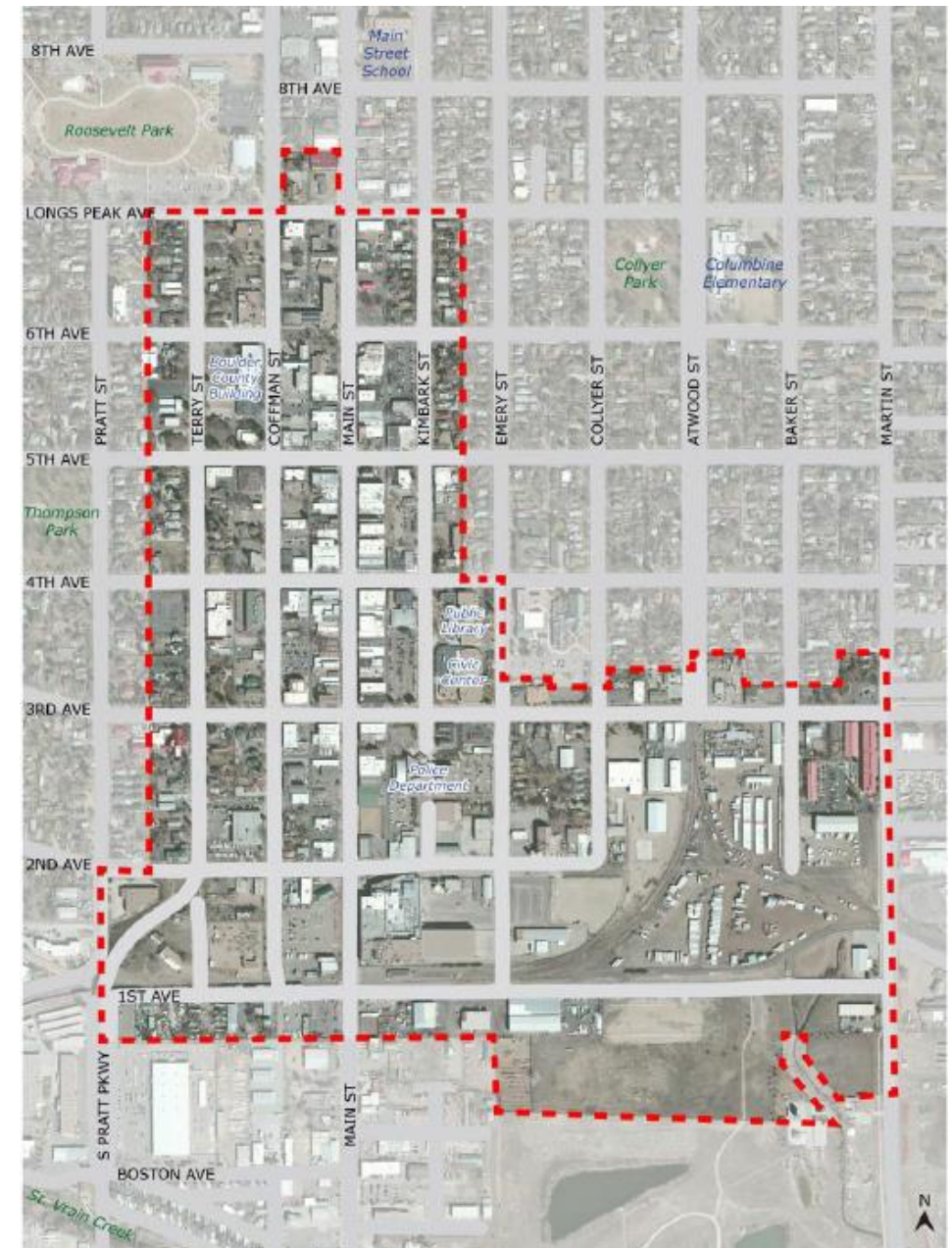
The Longmont Downtown Development Authority (LDDA) was created in 1982 to support the redevelopment and revitalization of Downtown Longmont. The LDDA provides many services and benefits to Downtown businesses, property owners and residents including: providing incentives for new development, funding building façade improvements, assisting with signage improvements, providing grants for residential development, advocating for infrastructure improvements, providing on-going operation and maintenance for public parking and streetscape/sidewalks in the district, promoting businesses coordinating events and activity programming to activate Downtown. The LDDA is funded through three primary sources, including: tax increment financing (TIF) generated by new development and investment in the district, a 5 mill levy on real and personal property that supports operations and maintenance, and the Longmont General Improvement District (GID) which assesses a \$6.798 mill levy on property to support infrastructure improvements. LDDA is also designated as a Certified Colorado Creative District by the State of Colorado.

In 2017, the LDDA completed an update to their Master Plan of Development. The plan has six big ideas to guide the efforts of the LDDA including:

- Extending the vibrancy of Downtown to be an 18-hour/7-days a week environment
- Building on Downtown's authenticity to grow employment
- Enhancing signage and highlighting creative efforts in the area
- Increasing safety and comfort for all visitors
- Improving connectivity within and to Downtown
- Partnering to achieve community-wide priorities

This Main Street Corridor Plan helps support many of the efforts the LDDA is currently championing. A big focus of the LDDA is connecting the core of Downtown to the south, including to the 1st and Main redevelopment and Dickens Farm Nature Area.

LDDA Boundary



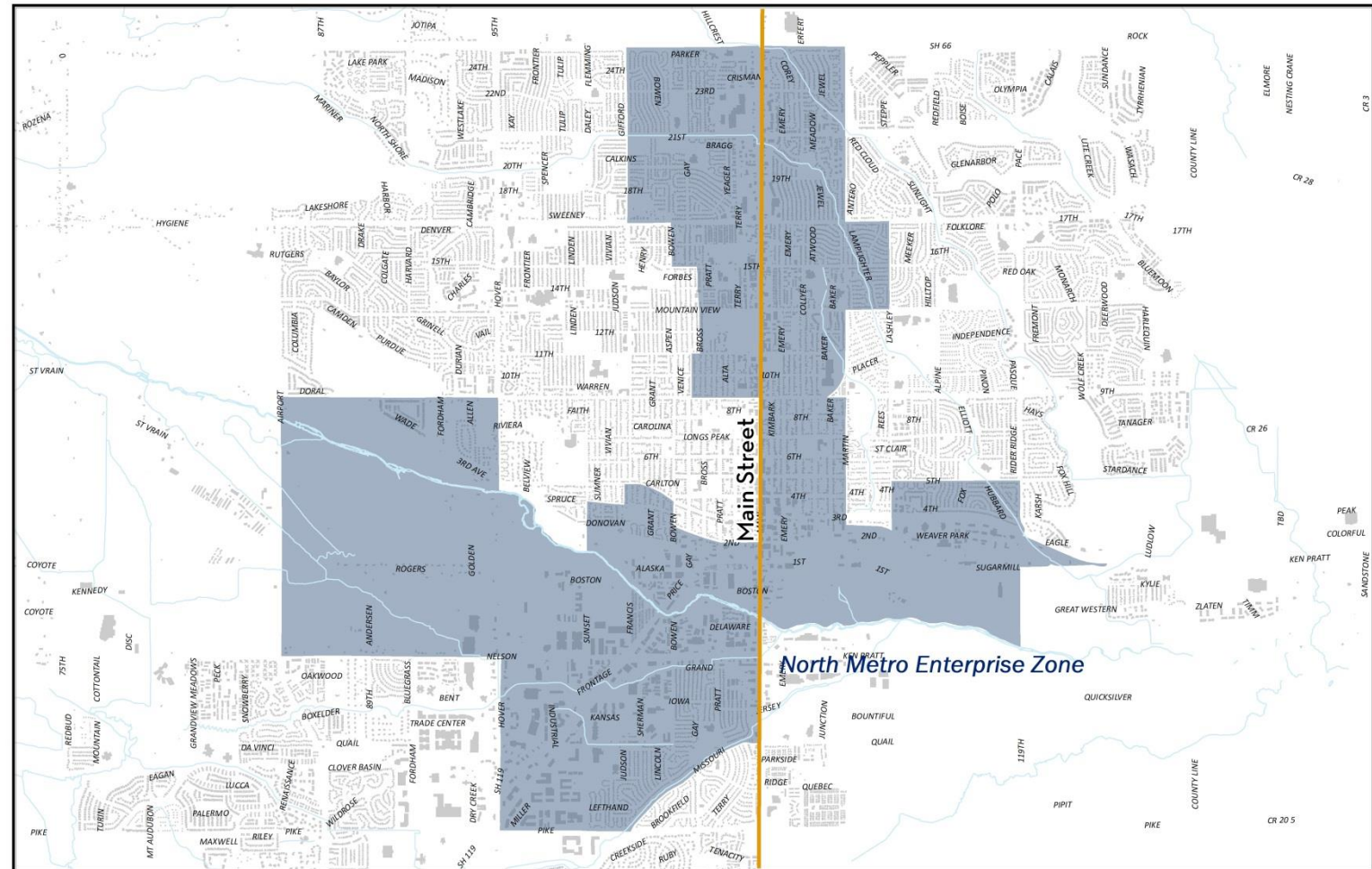
Market Tool: Enterprise Zones

The Colorado Enterprise Zone program was set up to provide support and incentives to businesses that locate or expand within the State's 14 designated Enterprise Zones. Businesses locating or expanding in an Enterprise Zone are eligible for business income tax credits for actions and investments made within seven different areas including; equipment purchases, commercial vehicle purchases, job training, new job creation, employer-sponsored health insurance, R&D expenditures, and rehabilitation of vacant buildings.

Numerous Census Tracts within Longmont are within the North Metro Enterprise Zone. With the recent expansion of the North Metro Enterprise Zone, much of the Main Street Corridor is covered. There is also a portion of the area that are also designated as Opportunity Zones, which provides additional tax incentives.

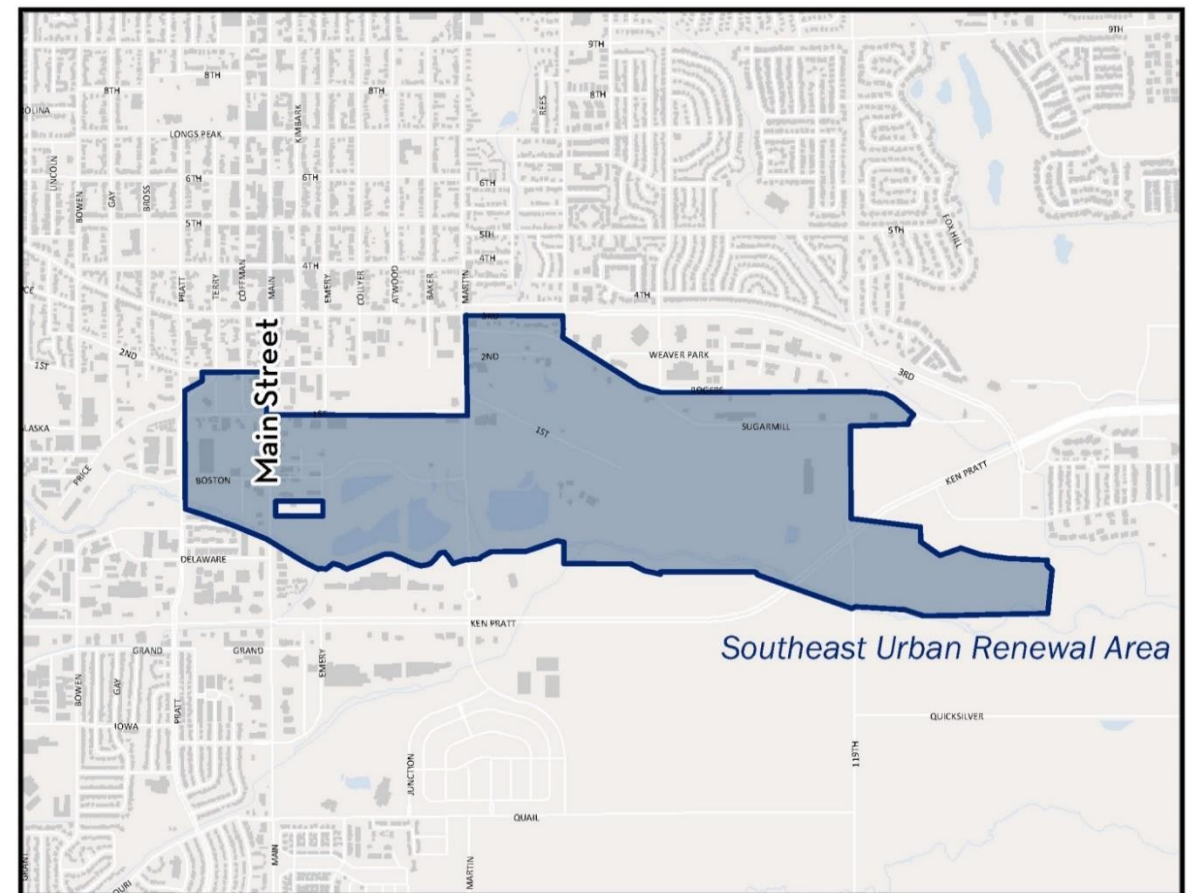
The Enterprise Zone designation has been a helpful tool for the Longmont Economic Development Partnership and Longmont Downtown Development Authority's efforts to attract and grow businesses in Downtown. These tools should be promoted with efforts to attract commercial uses to Main Street and also aid in the expansion of existing businesses.

North Metro Enterprise Zone



Market Tool: Urban Renewal Areas

The Longmont Urban Renewal Authority (LURA) was created by the Longmont City Council in 2006 to facilitate reinvestment and redevelopment in areas of the City having “blighted” conditions. Designation of urban renewal areas allows the Authority to utilize increased property tax revenue (tax increment) resulting from new development to remedy “blighted” conditions. This financial resource known as tax increment referred to as “TIF” can be used for funding public improvements, facilitate new development, and support business improvement, among other allowances. The Southeast URA is currently the sole designated urban renewal area that is applicable to the Main Street corridor. The City Council has the authority to also consider other sections of the corridor for similar designation subject to areas meeting the State’s statutory requirements for a determination as being “blighted”.



The Southeast Urban Renewal Area overlaps the Main Street Corridor from the St. Vrain Creek on the south to 3rd Avenue on the north. The designation of the Southeast Urban Renewal Area allows for the creation of tax increment districts within the URA. Upon establishment of a tax increment district(s), increased property tax revenue resulting from new development activity can provide funding for needed or desired public improvements within the Southeast URA. Tax increment funding can serve to attract new private investment and development in the Southeast URA by helping to offset the costs of infill and redevelopment, as well as fund enhanced public infrastructure and amenities. A small portion of the Southeast URA overlaps the boundaries of the Longmont DDA, which also has the ability to collect tax increment within its boundaries, and work collaboratively to optimize utilization of such resources.



Downtown Market Incentives

Action	Responsible Party	Timeline
Identify potential TIF boundaries within the SE Urban Renewal Area and initiate negotiations with taxing entities so as to establish the district(s) and initiate revenue generation, thereby providing the financial means to entice new development and fund public improvements.	Longmont Urban Renewal Authority	Near-term
Expand the existing Downtown General Improvement District (GID) to support investments identified in the plan	Longmont Downtown Development Authority	Near-term
Support redevelopment in the Catalyst site area through use of shared parking strategies including shared parking garages. Identify long term parking needs on City-owned properties and explore the use of publically owned sites to utilize for shared parking. In this case, shared parking might be a garage that serves City employees in one portion of the garage, but also accommodates parking for adjacent retail businesses in another portion of the garage.	Longmont Downtown Development Authority	Medium-term
Actively promote the Opportunity Zone designation for the Downtown area to attract investment into the area. Work with Economic Partners to create materials that raise awareness and access to resources for prospective developers and existing property owners and businesses.	Longmont Downtown Development Authority, Longmont Economic Development Partnership	Near-term



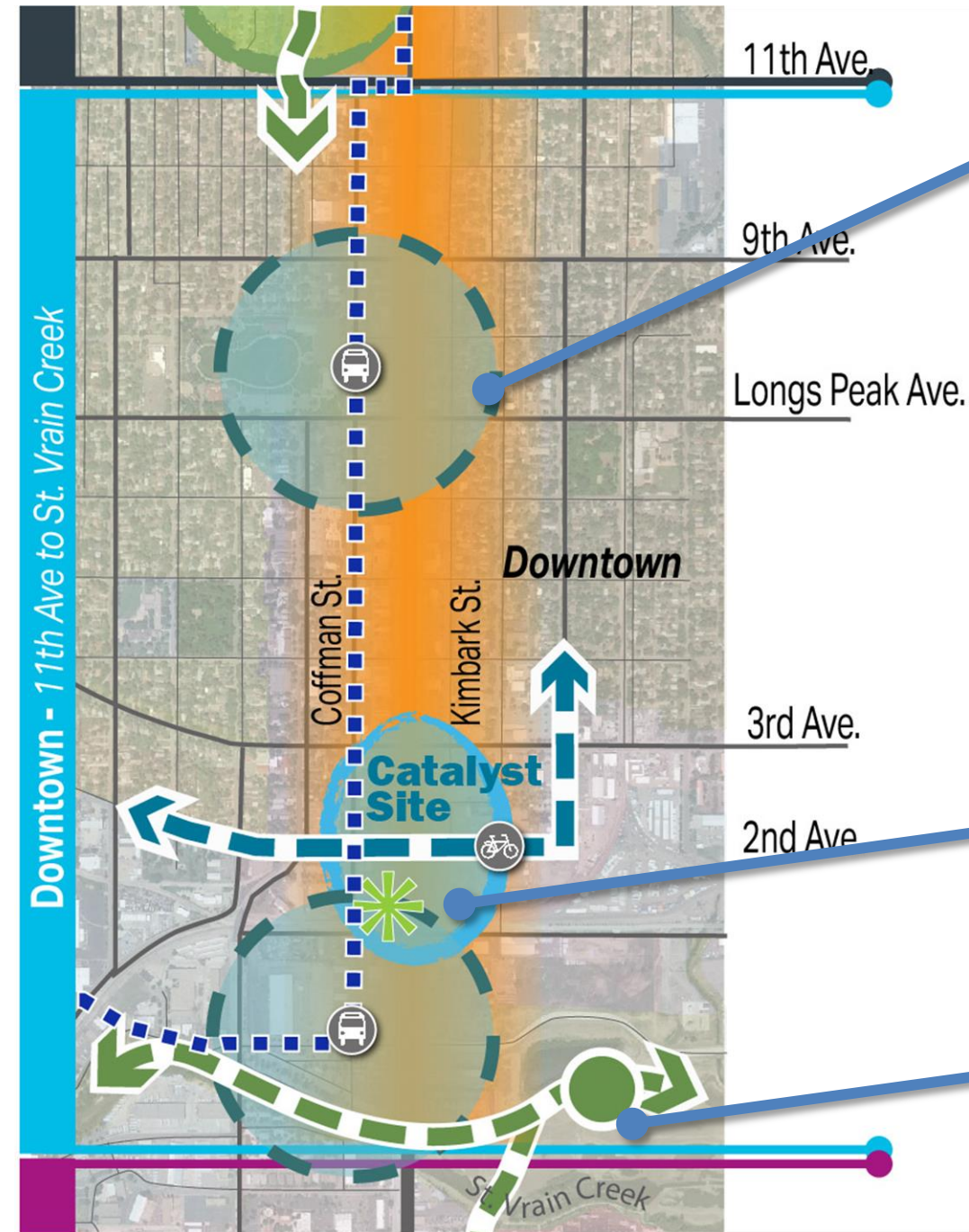
Downtown Vision

Character Area Recommendations

- **Infill:** Leverage opportunity and enterprise zone designation to create interest in infill and redevelopment opportunities particularly south of 3rd.
- **Residential:** 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.
- **Multi-Modal Connections:** Activate alleys for multimodal connections. Provide multimodal connections to nearby regional open space areas and planned development.
- **Pedestrians:** Prioritize pedestrians throughout Downtown by ensuring signal timing is adjusted to allow for efficient and safe pedestrian movement.
- **Historic District:** Promote Historic District designation and associated funding tools to attract reinvestment into existing buildings.
- **Shared Parking:** 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.
- **Surface Parking:** Consider long-term redevelopment of surface parking lots consistent with the DDA Master Plan.
- **Parking Structures:** Consider the need for shared parking structures to serve demand over time.
- **Streetscape:** Extend downtown streetscape north and south of existing boundaries by installing wide sidewalks. Install street trees farther north and south of downtown to improve pedestrian comfort along Main Street.
- **Flexible Curb Space:** To adapt to evolving curb space and parking needs, the City should continue to evaluate on-street parking use and need.



Downtown Vision



Site Specific:

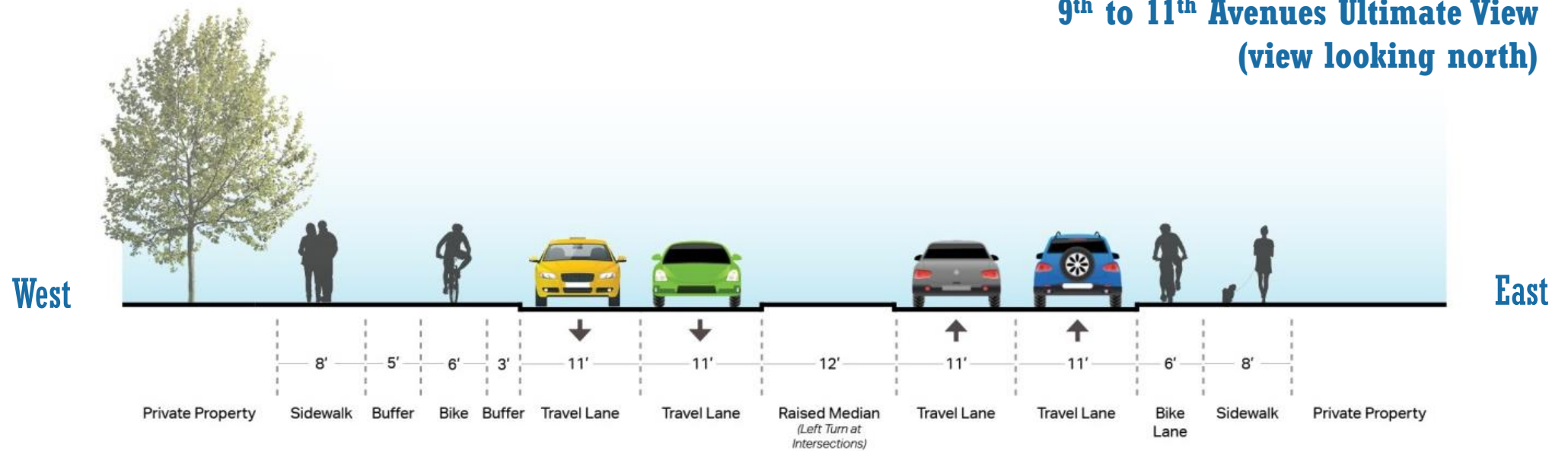
- Increase density across the area especially near TOD opportunities and along Main south of 3rd Avenue. Utilize rising grade of street to provide for additional intensity (South of 3rd).
- Create a public space activated with public and private events within the 100 and 200 block to connect the future transit station/TOD to Main Street and Downtown. Surround public spaces with active uses.
- Extend Downtown streetscape north and south of existing LDDA boundary by installing wide sidewalks with tree grates. Trees offer shade and help reduce traffic noise.
- Provide visual connections between Main Street and the 1st and Main TOD site including medians and mid-block crossing consistent with approach north of 3rd Ave.
- Ensure safety at current and future mid-block pedestrian crossings by installing flashing yellow arrows and Rapid Flash Beacons.
- Preserve existing medians and mid-block crossings to encourage pedestrian movements, connect open spaces, and to calm speeds. Connect future transit station and TOD to Main street and Downtown core.
- Provide connections between Main Street and the 1st and Main TOD site through well-connected sidewalks and pathways (both on-street and off-street) as well as linear parks and well-connected open spaces.
- Provide safe, convenient connections to better connect Downtown to the Dickens Farm Nature Area and greenways south of Downtown.



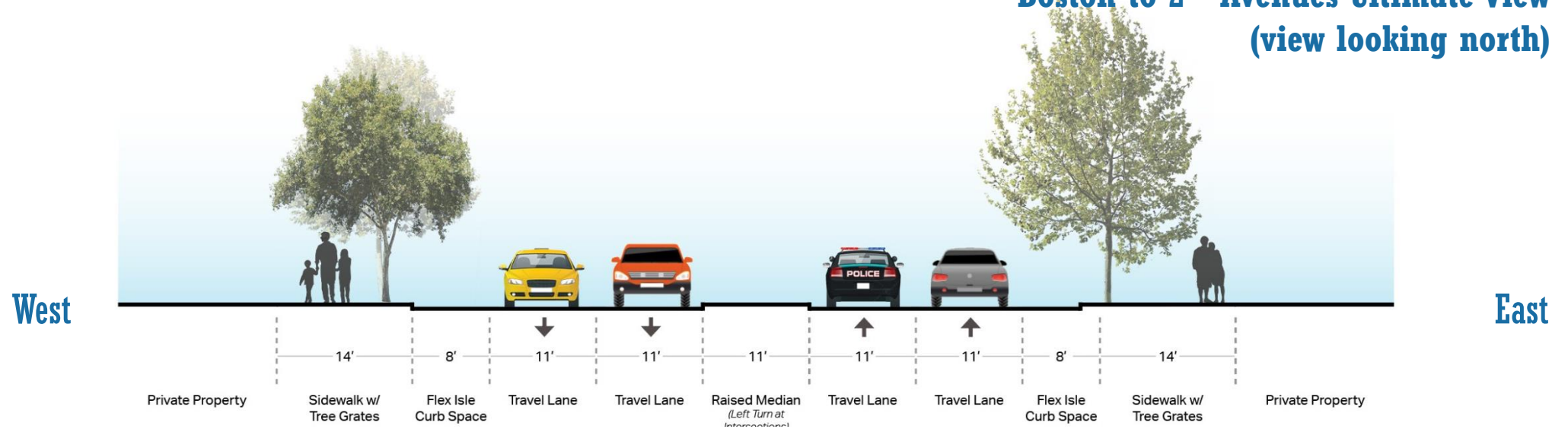
Downtown Cross-Section

Between 9th and 10th Avenues, some on-street parking is available on the west side of Main Street. South of 9th Avenue, there is parallel street parking on both sides of Main Street. Medians provide a pedestrian refuge area while crossing Main Street. Currently, the medians end just north of 3rd Avenue, picking up for a short distance south of 2nd Avenue. The following show ultimate views for the section from 9th to 11th Avenues and then from Boston Avenue to 2nd Avenue; the remainder of the segments in the Downtown area are shown in Appendix C.

**9th to 11th Avenues Ultimate View
(view looking north)**

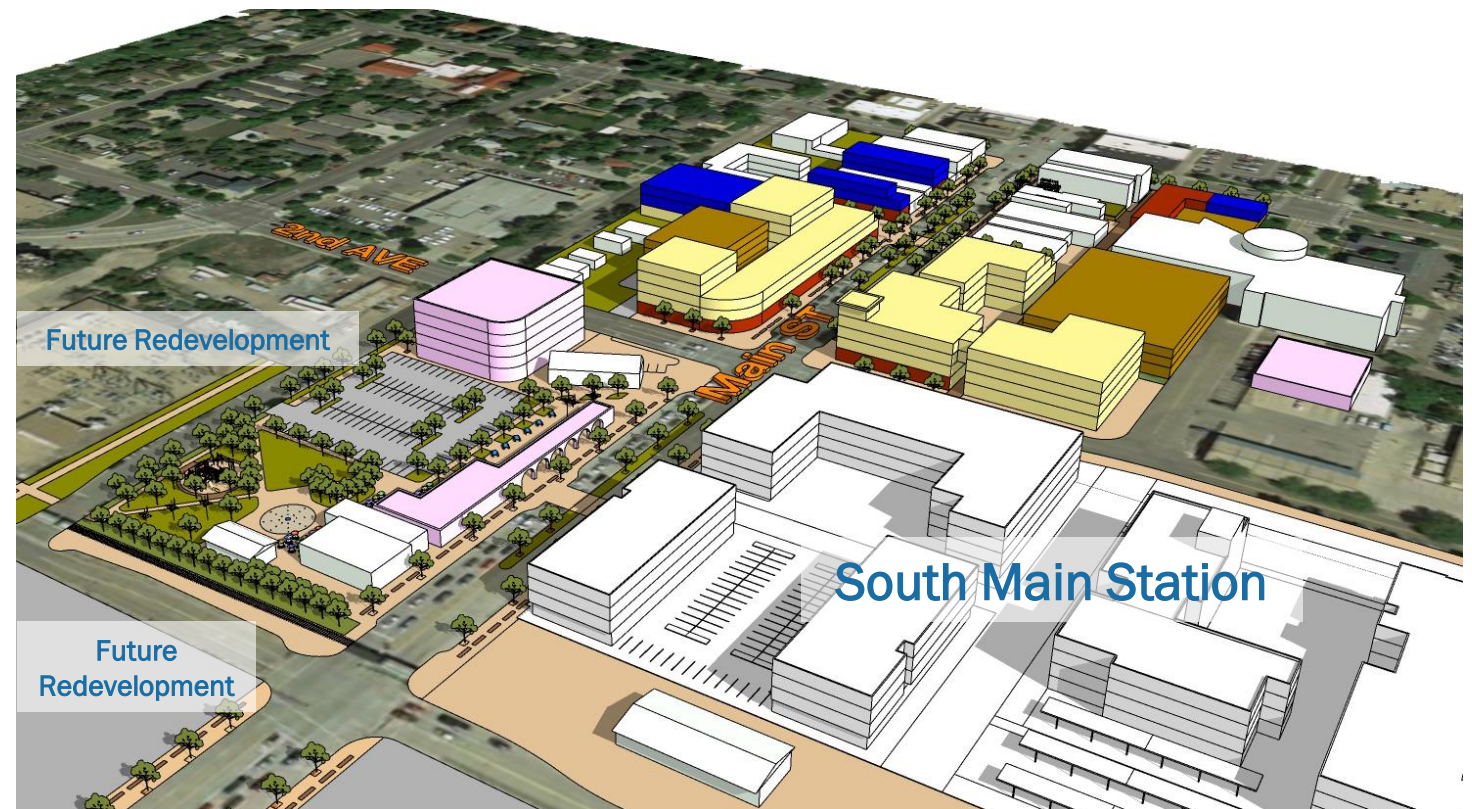


**Boston to 2nd Avenues Ultimate View
(view looking north)**



Downtown Catalyst Site: 100 and 200 Blocks

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



LEGEND:

- Existing Building
- Residential
- Retail

- Office
- Parking
- Mixed-Use/Artisanal Manufacturing



Downtown Catalyst Site: Market Recommendations

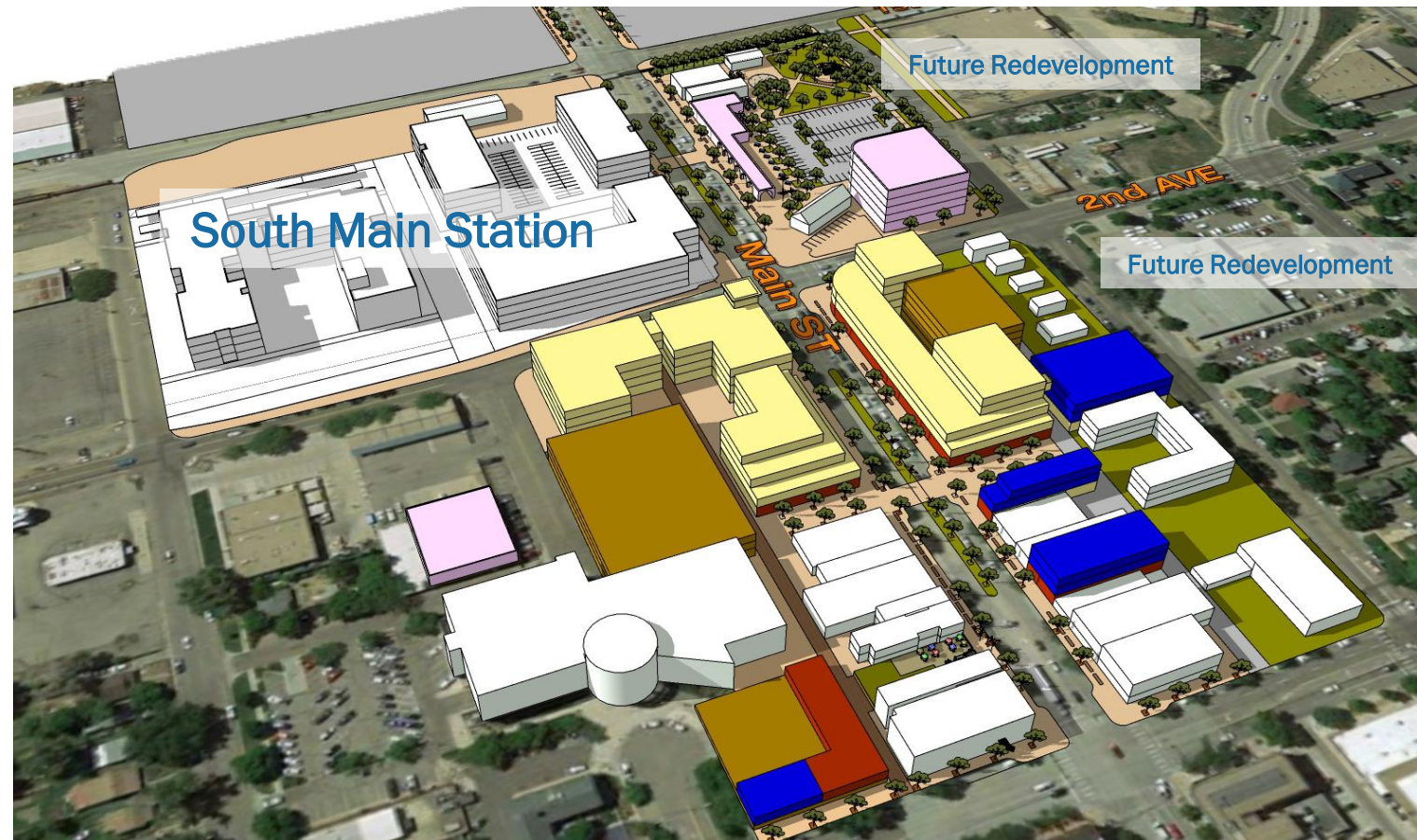
Objective: Develop gathering spaces that become public amenities. Utilize new development to thoughtfully transition from the Downtown core to 1st and Main.

Development Strategy:

- Increase density on both sides of Main Street by developing mixed-use buildings with multi-family units on upper floors and ground floor retail and office development.
- Attract an experience-oriented destination use, such as a food or market hall concept, with smaller, lower-cost vendor spaces oriented around communal gathering and eating spaces. This type of venue for local businesses can create a lively activity center at this location.

Key Considerations:

- Feasibility of these concepts depends on the ability to assemble parcels and seek funding to address redevelopment costs.
- Opportunity to support financial feasibility of redevelopment through creation of shared parking garages and reuse of existing surface parking lots. Parking garages should be built to be able to be repurposed into development long-term.



LEGEND:

- | | |
|---|---|
|  Existing Building |  Office |
|  Residential |  Parking |
|  Retail |  Mixed-Use/Artisanal Manufacturing |





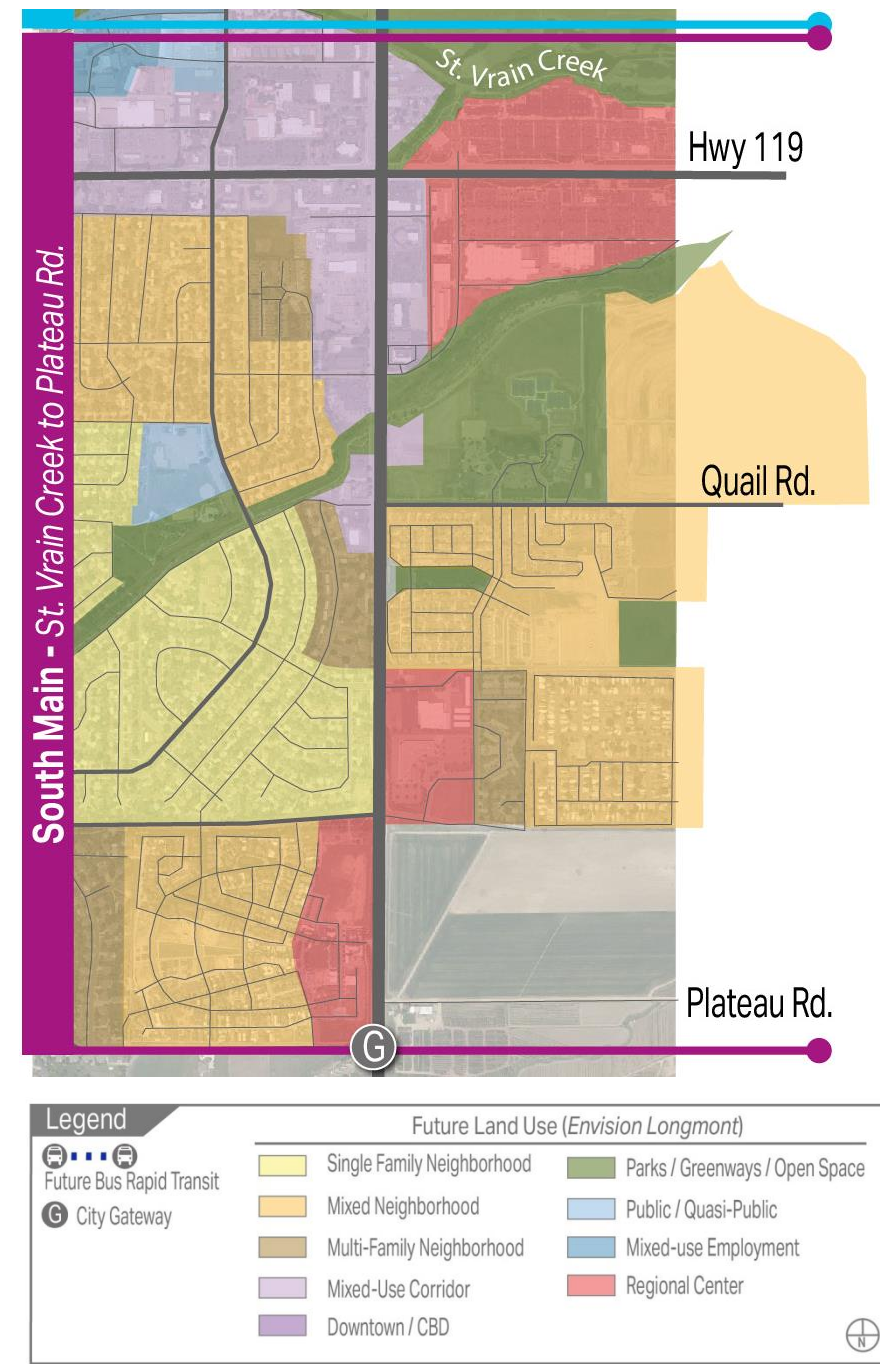
South Main Character Area

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.

The 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. Adjacent to the creek is the Dickens Farm Nature Area. Once complete, this will be a 52-acre nature area and will provide a trailhead for the St. Vrain Greenway trail system. Another recent investment in this character area was the replacement of the South Pratt Parkway Bridge that passes over St. Vrain Creek. Completed in the Spring of 2019, the new bridge accommodates traffic volumes and allows 100-year flood flows of the creek below.

Similar to North Main and Midtown, South Main has longer block lengths. Streetscaping is fairly limited, with inconsistent street trees and landscaping. South of Pike Road, there is a sidewalk only on the west side of Main Street. High traffic speeds on Main, along with difficult crossings and lack of comfortable facilities for bicyclists and pedestrians, have been expressed as a concern from residents in this area. There are few north/south bicycle and pedestrian routes that connect the residential neighborhoods to Downtown. At the southern end of Main Street (and where Longmont's municipal boundary ends) residential neighborhoods quickly transition to open space and agricultural areas.



South Main Market Assessment

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, serving different market segments, along this portion of Main Street and could serve a distinct role in supporting the community:
 - The northern portion of this corridor can attract additional regionally oriented retail and commercial uses found in Harvest Junction, as part of the larger Ken Pratt Boulevard corridor.
 - The Quail Road area could attract restaurant and other visitor oriented retail uses that complement the City's civic amenities located to the east of Main Street at the Quail Campus.
 - The southern portion serves as a gateway to the community with neighborhood serving, everyday purchase oriented retailers such as pharmacy, specialty food stores, fitness studio, and other commercial services.

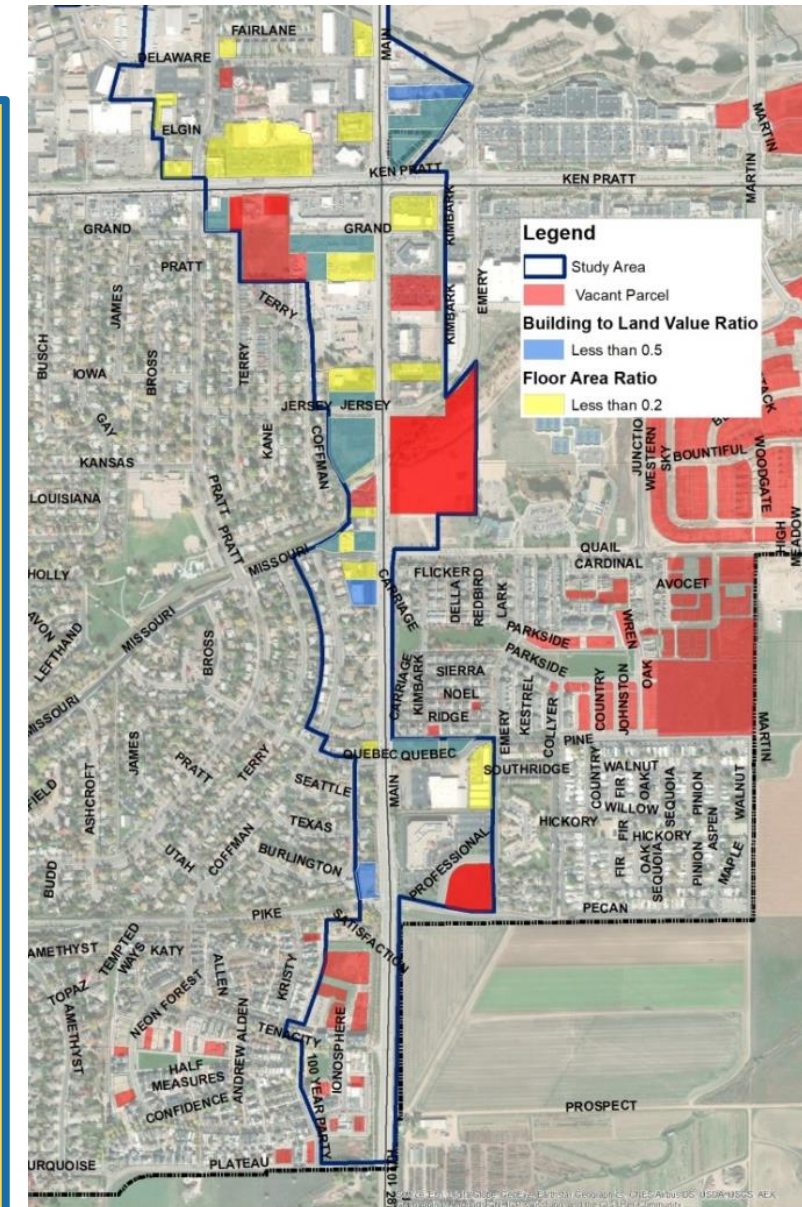
The map at right highlights sites that are more likely to develop or redevelop.

Opportunity sites provided feedback to help inform catalyst site locations.

- Vacant parcels (parcels without structures) are shown in red.
- Parcels with buildings that have a low value relative to the value of their parcel/land are shown in blue.
- Parcels with smaller buildings on larger parcels are shown in yellow.

Parcels that have low value buildings or smaller buildings on larger parcels are more likely to be reused or redeveloped. This analysis was completed to show which parcels along Main Street might have an opportunity to be redeveloped.

Opportunity Sites



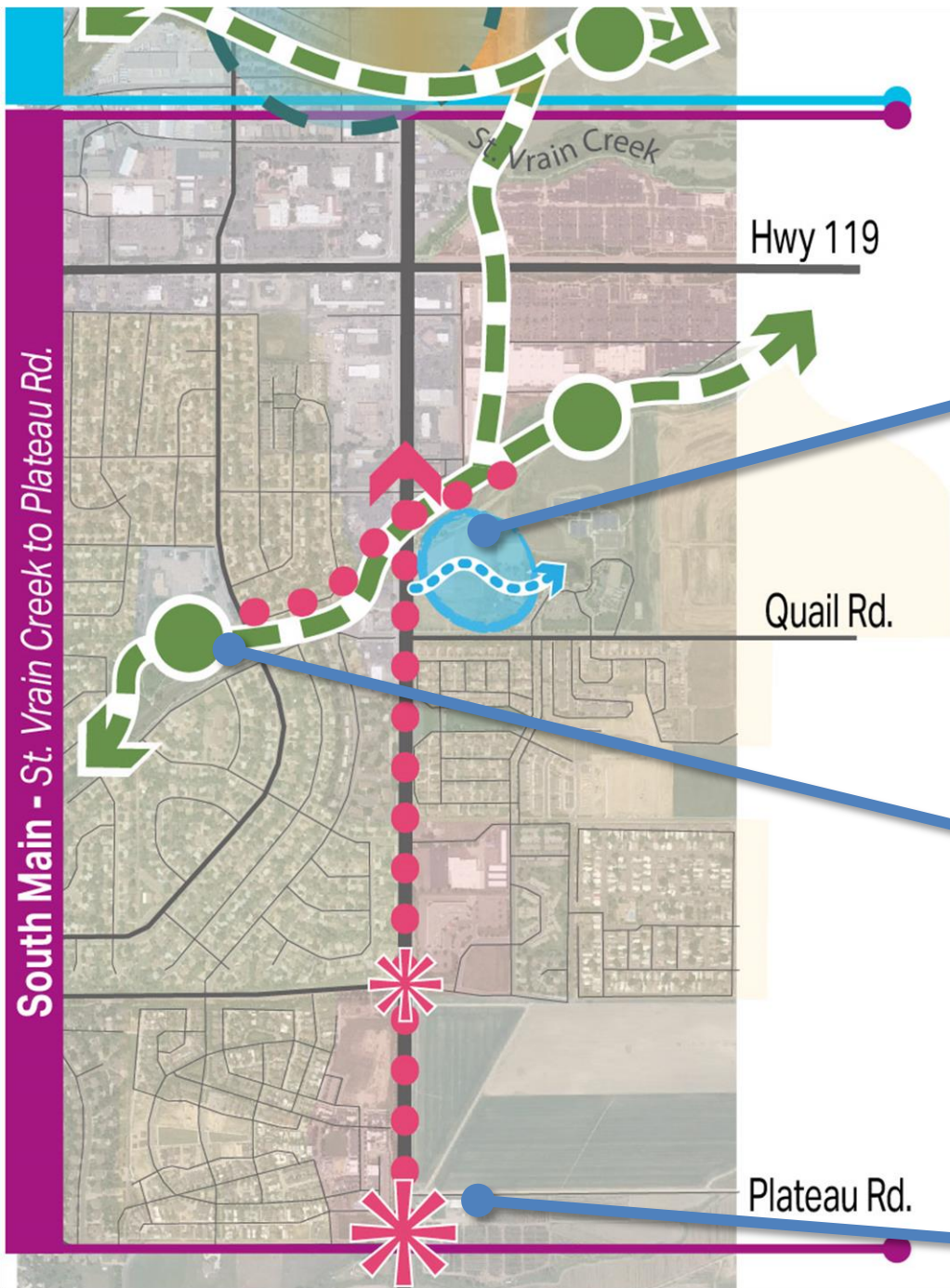
South Main Vision

Character Area Recommendations

- **Land Use:** Support and continue civic, cultural, institutional, and entertainment uses in the area that complement the Quail Campus.
- **Pedestrians:** 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.
- **Bicycle Facilities:** Provide consistent bike facilities along Main and create north/south and east/west connections for bikes (near Main).
- **Calm Speeds:** Enforce speeds to help tame traffic.
- **Green connections:** 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.
- **Maximize open space:** Orient new development toward regional open spaces and trails.



South Main Vision



Site Specific:

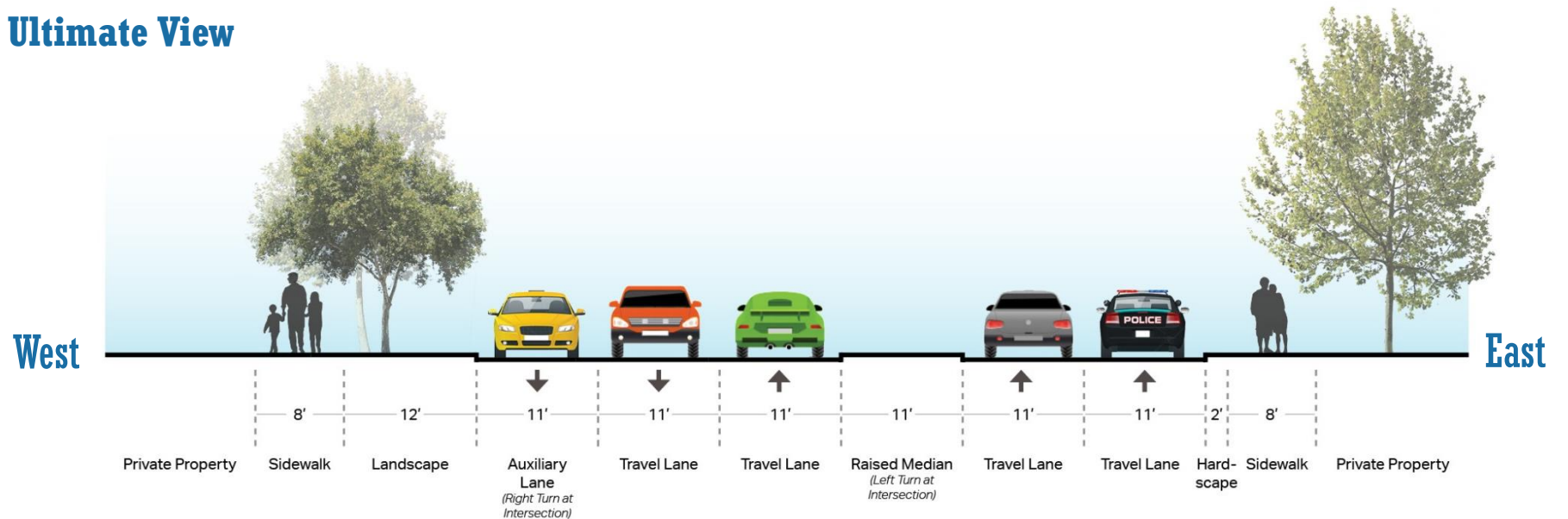
- Focus redevelopment and infill where Main Street meets Ken Pratt Boulevard (Highway 119) and where Main Street meets Quail Road.
 - Encourage mixed-use infill that provides office space and neighborhood-serving retail.
- Identify sites and interested businesses/partners to attract supporting private retail and restaurant uses adjacent to the City of Longmont Museum and Recreation Center near the Quail Campus.
 - Seek out infill projects that would complement the planned Quail Commercial Hotel and that would activate the northeast corner of Main Street and Quail Road.
 - Development at this location should serve as a bridge from Main Street eastwards to the museum and recreation center.
- Work with RTD to identify long-term plans for their Park and Ride facility on South Main and ensure the future transfer or sale of property for other uses results in uses that fit with the corridor vision.
- Construct a mid-block crossing near the RTD Park and Ride on South Main to provide better connectivity for the two bus stops on either side of Main Street at this location.
- 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.
- Improve the multi-modal functionality of South Main:
 - Landscaping should share a consistent look and feel with the other portions of Main Street to improve South Main's connection with the rest of Longmont and improve sense of arrival from the south.
- Create City of Longmont gateway feature at Plateau Road and continue related streetscape elements north along Main. Consider the incorporation of streetscape and signage that denotes the areas open space and cultural amenities. Coordinate with the City's concurrent signage and wayfinding planning effort to install new signage.



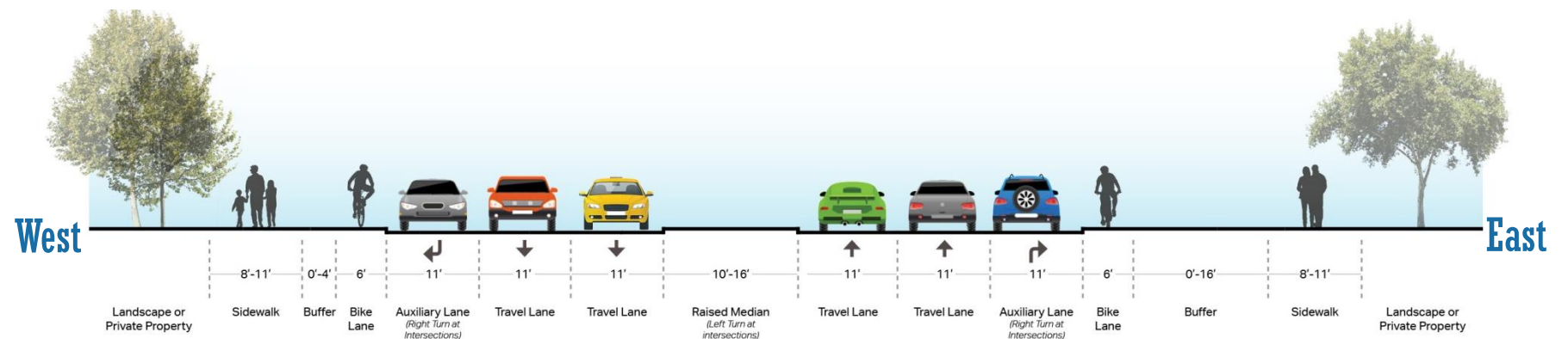
South Main Cross-Section

The existing cross-section of South Main looks different closer to Ken Pratt than it does near the southern terminus of this project at Plateau Road. The ultimate vision is to accommodate enhanced bicycle facilities where feasible, help slow traffic through 11' rather than 12' lanes, and accommodate more consistent sidewalks. Additional section views are shown in Appendix C.

Ken Pratt to Delaware Ultimate View (view looking north)



Plateau Road to Ken Pratt Ultimate View (view looking north)





Implementation

Implementation Overview

This section of the plan begins with a description of recommended implementation measures. The implementation recommendations are lettered by category (land use, history, etc.) and numbered to create a unique identifier. For example, L1 for Land Use Recommendation Number 1. Responsible party includes City of Longmont Departments and/or partner agencies. The entity listed first is assumed to be the one that would lead implementation of the measure(s). Each measure has an associated responsible party or parties for implementation, priority levels for each measure (high, medium and low) relative cost range represented by \$, \$\$ and \$\$\$ and ease of implementation (minimal or "easy", moderate and difficult). Based on the priority level, cost, and ease of implementation, each strategy is given a color of green, yellow or orange. Strategies colored green indicate that the strategy is a high priority, relatively low cost, and anticipated to be fairly easy to implement. Strategies colored orange are lower priority, as well as difficult and/or expensive to execute. The yellow strategies fall into the moderate category for each indicator. This ranking provides the City of Longmont with a preliminary prioritization strategy for implementing each of these strategies. Strategies shown in green could be tackled first, whereas strategies in orange may require a longer lead time to budget and may require more intensive design efforts.

Funding tools are listed in subsequent pages of this section. These include potential sources of federal, state and local funding. These are intended to serve as tools for the City to help leverage new investment along the corridor.

The section ends with a phasing strategy for reinvestment. Recognizing that redevelopment will rely largely on market conditions, parcel availability and other factors, these are not set in stone and represent an assessment based upon today's market conditions and momentum.



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Land Use				
L1 Catalyst Sites: Develop more detailed market analysis to assess potential future redevelopment opportunity at catalyst sites.	Development Community, (City of Longmont) Planning and Development Services, Longmont Economic Development Partnership (LEDP)	High	\$	Easy
L2 Design: Consider developing design guidelines for specific character areas or catalyst areas to provide additional guidance on massing, architectural details, etc. as needed.	Planning and Development Services, Community Services	Medium	\$	Moderate
L3 Code Recommendations: Modify existing City Code per detailed recommendations listed in the plan to help facilitate the vision outlined in this plan.	Planning and Development Services	High	\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Land Use				
L4 Sustainability: Create sustainability standards for new development projects (including provision of solar, etc.)	Planning and Development Services, Public Works & Natural Resources	Medium	\$	Moderate
L5 Crime Prevention Through Environmental Design (CPTED): Identify opportunities to ensure CPTED principles are implemented in infill and redevelopment projects undertaken in the corridor.	Public Safety, Planning and Development Services	Medium	\$	Moderate
L6 Land Use and Zoning Changes: Evaluate areas of the Downtown character area between 9 th and 11 th to determine if land use designations and zoning should be changed to Mixed-Use Downtown (MU-D), similar to other portions of the character area.	Planning and Development Services	Medium	\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
History				
H1 Historic Significance: Evaluate buildings for historic significance through Cultural Resource Surveys in collaboration with the National Trust for Historic Preservation	Planning and Development Services, State Historic Preservation Office, local organizations	High	\$	Easy
H2 Conservation Overlay Districts: Consider implementing Conservation Overlay Districts or developing design guidelines for specific areas along the corridor. Conservation Overlay Districts are a zoning tool used to preserve, revitalize, protect, and enhance significant older areas within a community beyond what is specified in the adopted code.	Planning and Development Services	Low	\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Market Incentives				
M1 Business Associations: In coordination with the Chamber and LEDP, consider formation of new business associations along stretches of Main that are not within the Downtown Development Authority (for example, North Main).	Chamber, LEDP, Planning and Development Services, Longmont Downtown Development Authority (LDDA)	Medium	\$	Moderate
M2 Opportunity and Enterprise Zones: Leverage the Opportunity Zone and Enterprise Zone designations for two Census Tracts that overlap with the Main Street corridor from E. 9th Avenue on the north and St. Vrain Creek on the south.	LEDP, Chamber, LDDA, City of Longmont Redevelopment and Revitalization Division, Planning and Development Services	High	Varies	Easy
M3 Tax Increment Finance (TIF): Explore the use of TIF through urban renewal and the LDDA to support public improvements and aid in redevelopment of blighted areas.	City of Longmont Redevelopment and Revitalization Division, Planning and Development Services, LDDA	High	Varies	Moderate
M4 Business Incentives: Encourage reinvestment into existing commercial buildings along the corridor through a variety of programs and services that match with conditions in each character area.	Chamber, LEDP, Planning and Development Services, LDDA	High	Varies	Moderate
M5 Electric Charging Stations: Install electric charging stations at businesses and new developments. Explore grants to help fund these improvements.	Longmont Power & Communications (LPC), Public Works, Planning and Development Services	Medium	\$\$	Easy



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T1 Policy and Programming: Partner with CDOT to advance the Moving Toward Zero Deaths initiative focused on enhancing safety for all modes through the following: Hold a public safety campaign and ongoing education. Consider holding an event along a stretch of Main to reinforce the benefits of safety-use as an opportunity to show the public new safety improvements along Main.	Planning and Development Services (PDS), Public Works, CDOT	High	\$	Easy
T2 Speed: Implement measures to reduce speeds particularly along North Main and South Main. Implement additional speed enforcement measures.	Public Works, Public Safety, CDOT	High	\$	Easy
T3 Signals: Consider Leading Pedestrian Intervals at stop lights and mid-block crossings to allow people in crosswalks to be more visible to motorists making turns.	Public Works	Medium	\$\$	Moderate
T4 Restrictions: Restrict right turns on red at certain intersections through modifications to signals.	Public Works	Medium	\$	Moderate
T5 Medians: Install medians along appropriate stretches of Main to provide pedestrian refuge, narrow the visual feel of Main, help slow vehicles, control access, and provide for opportunities for landscaping.	Public Works, CDOT	High	\$\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T6 Maintenance: Implement a maintenance plan in coordination with CDOT to confirm maintenance responsibility for medians and mid-block crossings.	Public Works, CDOT	Low	\$	Easy *Dependent on ability to advance median construction
T7 Mid-Block Crossings: Work with CDOT to conduct pedestrian studies to determine feasibility and prioritization for future mid-block pedestrian crossings at strategic locations along Main. The first identified priority locations are near transit stations and on North Main.	Public Works, CDOT	High	\$\$	Moderate
T8 Access Control Plan: Consider formalizing an access control plan specific to Main Street in collaboration with CDOT. Through this plan, identify recommended areas for access control to help improve the pedestrian experience, reduce congestion and recapture land for parking or other uses.	Public Works, CDOT	High	\$\$	Moderate
T9 Access Control Locations: Limit access at the following locations (these coincide with recommended median locations - approximately 17 total blocks of access control/median installations): Park Ridge Avenue to SH 66 SB approach, SH 66 to 23rd Ave, 23rd Ave to 21st Ave, 19th Ave to 9th Ave, 1st Ave to Delaware, Delaware to Ken Pratt Blvd (SH 119), Grand Avenue to Ken Pratt Blvd (SH 119) NB approach.	Public Works, CDOT	Medium	\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T10 Americans with Disabilities Act Accessibility: Inventory existing curb ramps to ensure consistency with most recent ADA curb ramp guidance; bring non-compliant ramps to compliance	Public Works, CDOT	High	\$\$ (Estimate varies)	Moderate
T11 Parking Garage Buffers: Buffer parking garages with development or add active ground floor uses when adjacent to a roadway.	Development Community, Planning and Development Services, Public Works, LDDA	Medium	Varies	Difficult
T12 Shared Parking: Consider the creation of shared parking (see code recommendations for specifics). Consider repurposing/replacing City-owned parking lots with shared parking garages to assist in redevelopment.	Planning and Development Services, Public Works, Public Safety, LDDA	Low	\$	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T13 Bicycle Facilities: Install bicycle boxes at intersections that are challenging to cross.	Public Works, CDOT	High	\$	Moderate
T14 Bicycle Facility Treatments: Consider use of a textured striping surface on new and existing bike lanes so that drivers become aware if they begin crossing into a bike lane. Consider green paint along the City's designated EMUCs and on parallel bicycle facilities.	Public Works	Medium	\$	Moderate
T15 Bicycle Wayfinding: Incorporate wayfinding signage to guide bicyclists to other routes and major destinations.	Public Works, LDDA	Medium	\$	Easy
T16 Bicycle Facilities North/South: Install more contiguous north/south bicycle routes parallel to Main. Install associated signage to indicate these as City bicycle routes.	Public Works	High	\$\$	Moderate
T17 Bicycle Facilities East/West: Install continuous bicycle lanes through Main Street intersections (east-west) indicated with pavement markings (such as green paint).	Public Works	Medium	\$\$	Moderate to Difficult



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T18 Pedestrian Bulb-Outs: Consider pedestrian bulb outs at Main Street intersections to shorten the crossing distance, narrow the overall intersection width and provide landscaping	Public Works, CDOT	Low	\$\$	Moderate
T19 Pedestrian Crosswalks: Install crosswalks (if not already installed) at each intersection of Main Street throughout the study area.	Public Works, CDOT	Medium	\$	Easy
T20 Crosswalk Texture: Consider textured pavement at new or existing crosswalks to help differentiate with the primary roadway facility.	Public Works, LDDA	Low	\$	Moderate
T21 Sidewalk Condition: Update City's most recent sidewalk inventory and assess physical condition of sidewalks. Identify areas with sidewalks less than 5 feet in width (long-term buildout goal is 8 feet).	Public Works	Medium	\$	Easy
T22 Connections to On and Off-Street Routes: New development should provide internal site connections to both on-street and off-street multimodal routes.	Development Community, Planning and Development Services, Public Works	High	Varies	Moderate



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Transportation				
T23 Bus Stop Improvements: Work with RTD to assess any improvements necessary to existing bus stops along Main Street. These may include shelter, lighting, seating and trash receptacle installation/improvement as well as repairs due to vandalism.	Planning and Development Services, Public Works, RTD	Medium	\$	Moderate
T24 Intelligent Transportation Systems (ITS): Conduct an ITS asset inventory and identify areas of shortfalls that need to be upgraded to ensure compatibility with future smart city systems including transit signal priority (TSP), smart signals, advanced traveler information systems, smart work zone/congestion management systems and smart street light systems. Evaluate provision of electrification infrastructure (charging stations)	Public Works	Medium	\$\$\$	Difficult



Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Public Realm and Green Infrastructure				
P1 Landscaping: Consider new landscaping along Main. This should be considered in a variety of forms such as green buffers, raised beds, and others depending on available right-of-way and the surrounding context.	Public Works and Natural Resources	Medium	\$\$\$	Moderate
P2 Open Spaces: Install new pocket parks, community gardens and plazas. Require a certain percentage of open space with each new or redevelopment project.	Public Works and Natural Resources	High	\$\$\$	Difficult
P3 Art: Work with Art in Public Places (AIPP) to install art features along Main, either standalone or integrated into public spaces.	Art in Public Places (AIPP)	Medium	\$	Moderate
P4 Trees: Consider additional trees within the right-of-way to provide a tree canopy and additional shade.	Public Works and Natural Resources	High	\$\$	Moderate
P5 Low-Impact Development: Consider low impact development techniques. Along Main Street, green buffers can include bioswales to reduce stormwater runoff. Similarly, the use of permeable pavers along Main Street in off-street hardscaping (i.e. parking lots) is encouraged.	Public Works and Natural Resources	Medium	\$\$	Moderate to Difficult



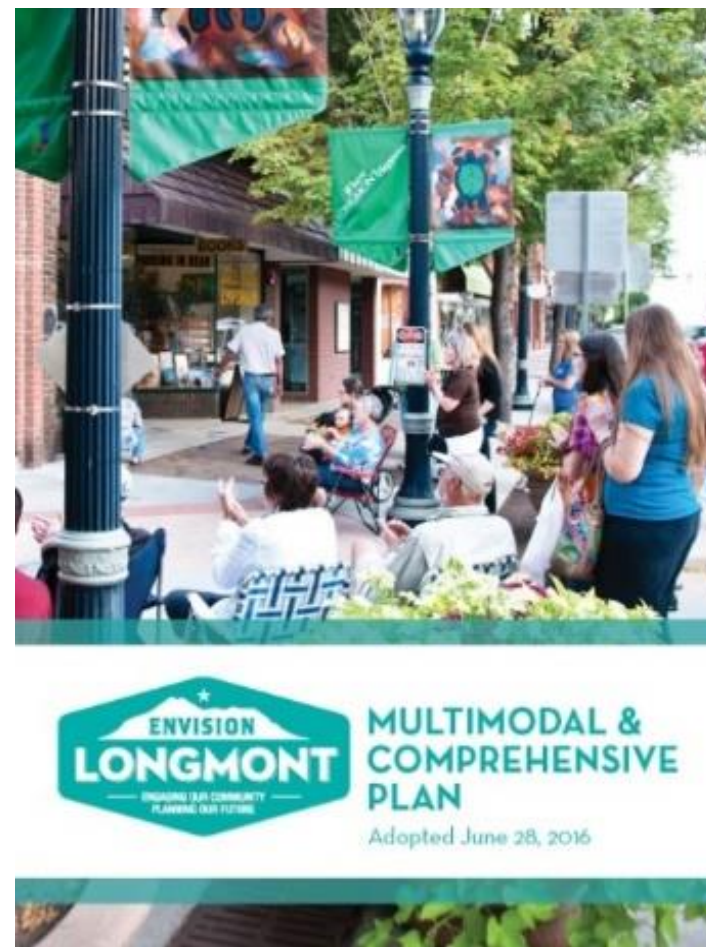
Implementation Actions and Phasing

Action	Responsible Party (Primary, Supporting)	Priority Level (High, Medium, Low)	Cost Range (\$, \$\$, \$\$\$)	Ease of Implementation (Easy, Moderate, Difficult)
Public Realm and Green Infrastructure				
P6 Signage: Consider new Main Street gateway signage at key points along the corridor to enhance the identity of Main Street. Coordinate recommendations with concurrent signage study to either add Main Street specific signage to "Welcome to Longmont" signage or standalone Main Street signage.	Planning and Development Services	High	\$	Moderate
P7 Wayfinding: Implement signage and wayfinding to help direct residents and visitors throughout the corridor. This should be coordinated with the recommendations of the signage and wayfinding plan currently underway.	Public Works and Natural Resources, Planning and Development Services	Medium	\$\$	Moderate
P8 Mountain View Cemetery: Work with the Mountain View Cemetery board to identify ways to facilitate connections through the cemetery. This could include exploring a formal access easement, ensuring open access for bicycles and pedestrians during open hours, and improving the perimeter fencing.	Mountain View Cemetery, Planning and Development Services	Medium	\$\$	Moderate



Code Recommendations

Longmont's Municipal Code specifies regulations to further the goals, policies and strategies stated in the Envision Longmont Multimodal & Comprehensive Plan. To create consistency between this plan's recommendations and the Municipal Code, the following pages outline potential modifications to the Code.



Code Recommendations

The existing Mixed-Use land use as outlined in Envision Longmont enables appropriate heights for Main Street. Over time, height limits at transit station areas may need to be increased to focus additional mixed-use development in these locations.

Chapter 15.03 Zoning Districts

Zoning District Change

Consider rezoning areas between 9th and 11th Avenues from MU-C to MU-D to better align with the vision for the Downtown Character Area.

Section 15.03.030 – Mixed-Use Districts

Consider revisions to Section 15.03.030.C.2 and Section 15.03.030.D.2 to increase the minimum building height and number of stories in MU-C and MU-D zoning districts when appropriate.

- The addition of this language would help ensure that the desired density of infill and new development is achieved on Main Street.

Consider revisions to Section 15.03.030.C.2 to decrease the maximum front yard maximum dimensions.

- This language would help to bring new construction to the street edge, creating a more activated, pedestrian-oriented street environment.

Section 15.03.080 – Measurements and Exceptions

Consider revisions to Section 15.03.080.B.3 to increase minimum density (above 18 units per acre) or specify an appropriate floor area ratio (FAR), in MU-C and MU-D where appropriate, such as catalyst sites.

- The addition of this language would help address the need for infill along the Main Street Corridor and ensure that the pedestrian-oriented environment along Main Street is achieved.

Chapter 15.04 Use Regulations

Consider adding language to the Table of Allowed Uses to prohibit new development of auto-oriented businesses along Main Street.



Code Recommendations

Chapter 15.05 Development Standards

Section 15.05.040 – Landscape and Common Area Standards

Consider amending the following sections:

- Revise 15.05.040.G.1 to add text to Pocket Parks: Linear Connecting Open Spaces shall provide clear, paved access for residents to access pocket parks.
- Revise 15.05.040.H.2: Decrease the tree spacing for trees in the right-of-way to help enhance the tree canopy along and near Main. An appropriate tree spacing minimum requirement should be determined that balances the desire to create a consistent shade canopy with tree health. Tree spacing should be evaluated dependent upon species to ensure the long-term health and viability of each tree is maintained.
- Revise Section 15.05.040.H.1: Vertical mixed-use developments fronting on Main Street shall require the inclusion of public plazas/courtyards as part of the development. The size of the plazas/courtyards shall be determined by the number of residential units.
- Revise Section 15.05.040.J throughout: Add language to require a decorative metal and/or masonry fences or walls for screening parking areas.

Consider offering density bonuses or other incentives for vertical mixed-use development that includes the provision of a public open space amenity.

Section 15.05.080 – Off-Street Parking, Stacking, and Loading

Consider amending the following sections:

- Section 15.05.80.D: Revise the element pertaining to *Garages and Surface Parking for Multifamily* to not bundle required parking spaces as part of the sale or lease of the unit.
- Section 15.05.080.E: Consider revisions to minimum off-street parking spaces required for multi-family development. Allow increased flexibility in parking minimums for projects that are located in close proximity to transit
- Section 15.05.080.J: Consider adding provision for micro-mobility parking including but not limited to scooters and bike share.



Code Recommendations

Consider adding specificity to **Section 15.05.040 Landscape and Common Area Standards** and also updating Longmont's 2007 Design Standards for **Street Sections**.

The following landscape treatments should apply to Main Street (See cross sections by character area for additional details). These recommendations may differ based on interim versus ultimate. Interim improvements are minimal changes to existing roadway infrastructure (low cost upgrades) whereas ultimate may include extensive construction and sidewalk reconfiguration. Landscaped, or green buffers, are generally recommended for North Main and South Main. Hardscape buffers with tree grates are generally recommended in Midtown and Downtown.

- Green buffers would vary in width, but serve to provide an attractive and comfortable separation between bicycle lanes, vehicular travel lanes, and sidewalks.
 - Green buffers shall be planted with attractive, xeric landscape materials appropriate for Longmont's climate conditions.
 - Plant materials in green buffer areas shall be compliant with Longmont's plant size standards and shall not be tall enough to adversely affect sight distance.
 - When feasible, bioswales or "rain gardens" may be installed in green buffer areas to reduce stormwater runoff and increase water retention.
- Sidewalks with tree grates shall be installed between the roadway and the pedestrian travel/walking area to provide a comfortable walking experience, offer some sound dampening, and increase pedestrian comfort.
 - Trees selected for placement in tree grates shall comply with Longmont's approved street tree list and shall be tree species that are proven to succeed in this type of environment.
 - Wherever tree grates are used, they shall be ADA accessible.



Funding and Financing Tools

To pay for the proposed BRT Systems from Boulder to Longmont, involved partners are exploring a number of funding options that could support the project. The City of Longmont may be able to leverage the BRT investment, along with funding programs, to pay for some of the improvements identified in this study. Below are funding and financing tools that could be explored for funding improvements as part of the BRT System related enhancements or independently.

Federal/State Programs

- **Federal BUILD Grants** - The Better Utilizing Investments to Leverage Development (BUILD) program replaced the TIGER Grant program in 2018 with funds allocated to projects for road or bridge, public transportation, passenger and freight rail transportation projects, port infrastructure investments, and intermodal projects. BUILD Grants funds up to \$25 million of projects with a local match.
- **Small Starts Capital Investment Grant** - The Small Starts Grant program provides funding for new fixed guideway systems, extensions to existing system, fixed guideway BRT system or corridor-based bus rapid transit projects.
- **Federal Urbanized Area Formula Grants** - The Urbanized Area Formula Grant program provides funding for transportation projects. Funds can be used for planning, engineering, design and evaluation of transit projects and other technical transportation-related studies; capital investments in bus and bus-related activities; and capital investments in new and existing fixed guideway systems. Funding is only available for urbanized areas with a population less than 200,000. The program offers operating assistance as an eligible expense.
- **FASTER Transit Grants** - Funding Advancement for Surface Transportation & Economic Recovery (FASTER) administers FAST and FTA funds to state and local agencies for transit projects. FASTER has provided the first permanent infusion of state funds for transit. A total of \$5 million in local transit grants is awarded competitively by CDOT regional offices. An additional \$10 million in statewide funding is awarded by CDOT Division of Transit and Rail to statewide, interregional, and regional projects.
- **Opportunity 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.
- **Enterprise Zones** - The Colorado Enterprise Zone program was set up to provide support and incentives for businesses that locate or expand within the State's 14 designated Enterprise Zones. Businesses that qualify are eligible for income tax credits for actions and investments made within seven categories. Several Census tracts along Main Street are within the North Metro Enterprise Zone.



Funding and Financing Tools

Local Funding and Financing Tools

- **General Improvement District** - 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. Longmont currently has one GID.
- **Special Improvement District** - A Special Improvement District (SID) is a public infrastructure district that assesses specific improvement costs to abutting properties. A SID does not assess property tax, but rather charges an “assessment” of very specific costs, similar to an impact fee. However, in contrast to an impact fee, SID assessments are generally applied annually and spread over the long-term. A SID is best applied for very specific infrastructure costs relating to a very specific set of abutting properties that directly benefit from the improvements. SIDs are not separate governmental entities. Thus, they are under full control of the City.
- **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 increase in property tax revenue created as a result of investment into existing property or new development to invest towards redevelopment and public improvements. Utilization of TIF does not involve the creation of additional taxes as it is a product of taxes paid to existing property tax collecting entities. Use of TIF requires the URA to negotiate with each respective taxing entity to determine the proportion of TIF that can be utilized prior to establishment of the TIF district.



Funding and Financing Tools

Local Funding and Financing Tools (Continued)

- **Public Improvement Fee (PIF)** - A public improvement fee is a fee imposed by developers on retail/service tenants used to fund public improvements. The fee is generally imposed as a percent of a retail transaction, similar to a sales tax, but is considered part of the bill of sale, and is thus, subject to sales tax. The fee is administered through covenants on the retail lease and is usually collected by a special district created for the area. Because the additional fee can result in a higher effective tax rate, the center can potentially be at a disadvantage to competitive retail destinations that do not include a PIF. As a result, cities often agree to forego a portion of the existing sales tax rate to offset the cumulative impact of the PIF.
- **Retail Sales Fees (RSF)** - Similar to a PIF, a Retail Sales Fee (RSF), is a fee imposed by developers/owners on retail tenants as a percent of a retail transaction. However, an RSF is generally a lower rate than a PIF and is used exclusively for retail operations, primarily in the form of marketing, events, and promotions. As with PIFs, RSFs are administered through covenants on the retail lease and collected by a district connected to the retail project. RSFs are less common than PIFs.
- **Metropolitan/Special Districts** - A Title 32 Metropolitan District is a public infrastructure financing and operations tool that applies additional property tax assessment to a specific area to pay for new public infrastructure and provide services that cannot be provided by another utility provider. Based on the legislatively-adopted framework, Metro Districts are generally initiated by a private developer and require approval of the City for their service plan.
- **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.
- **Naming Rights/Sponsorship** - Naming rights involves selling the name of a station or route to a private company or organization. This sponsorship is advertising for the private company or organization, while providing funds for the operation and maintenance of improvements. It can be difficult to place a value to naming a route/station. Often restrictions are placed on types of businesses that can participate.



Phasing

A phasing strategy can help to guide City investments moving forward, both in terms of transportation as well as economic tools. Although new investment from the private sector will depend on market conditions, parcel availability and other factors, the City can help attract new development to certain areas through transportation enhancements (medians, landscaping, etc.), as well as economic tools such as Urban Renewal Areas. Transportation investments will need to be closely coordinated with CDOT plans and projects.

With the construction of the South Main Station project and additional investments (public and private) happening south of 3rd, the short-term opportunities (0-3 years) will likely be focused in that vicinity. In addition, interest in development opportunities is growing within the Midtown area, leveraged by the opportunity to extend the commercial and mixed-use residential activity located in Downtown immediately south. Thus, Midtown represents a mid-term (3 - 5 year) opportunity and should be a focus of transportation and economic investment by the City. Longer term redevelopment opportunities (timeframe not yet known) are within the North Main and South Main areas.



