

# LDDA Board Communication

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**Meeting Date: Wednesday, October 23, 2024**

**Current Incentive Fund Availability:**

Retail Conversion: \$87,656	Signage: \$848	DIP: \$539,861	Alleyscape: \$0
Residential: \$19,749		TIF: \$4,049,148 (net projected available)	

**CONSENT AGENDA ITEMS:**

- 1. a. Approval of Board Meeting Agenda
- 1. b. Approval of September 25, 2024 Board Meeting Minutes

**New Business:**

**4. a. Main Street Traffic Calming Goal**

DDA, city public works and traffic planning staffs met to discuss next steps in Main Street traffic calming and investigation. Previously, similar work was conducted around 2010. We have these documents to review.

To move forward, we would like to set goals for the project and work with a firm to do some concept renderings and gather information in early 2025.

The LDDA Board will review the attached goal document. This was a foundation document used in 2010. Staff has added some DDA Master Plan goals to the 2<sup>nd</sup> page for discussion.

**4. b. Signage Grant Funds**

**Executive Summary:** In 2024 we have received 11 Sign Grant requests to date for \$17,800 and in 2023, we awarded 6 Sign Grant requests for \$10,000. The Sign Grant Funds remaining per awarded grants (not paid out) is \$848.07. We request to add \$10,000 additional to the Incentive Fund designated for Sign Grants.

Recommended Motion: Approve to add \$10,000 to the Incentive Fund to be used for Sign Grants.

**5. a. Retail Study Follow Up**

**Executive Summary:** Staff is working on implementation of short-term the retail recommendations. This includes meeting individually with as many businesses as we can regarding holiday promotions, making downtown “Holiday Central” with events or activations every Saturday between Nov 9 - Dec 28 and creating a robust marketing campaign.

Additionally, staff has been evaluating some of the 2025 recommendations. Downtown streetscape assets need repainting. As part of the annual budget, City Council designates 25% of our city TIF shareback for infrastructure replacement. This year, the city parks division funded a rehabilitation of the interior structure of the pedestrian light poles. However, they have no budget now, or in the future, to repaint the assets.

Staff has approval to use the infrastructure replacement fund for painting, as it will extend the life of these assets. Leveraging the contract we currently have to repaint our alleyscape assets, we would like to start the process. The Infrastructure Replacement Fund currently has \$374,000.

See table below for paint pricing:

<b>Item Quantities</b>	<b>Main St.</b>	<b>6th Ave Plaza</b>	<b>Total</b>	<b>Cost</b>	<b>Total Cost</b>
benches	42	12	54	\$ 212	\$11,448
bike rack	61	0	61	\$ 67	\$ 4,087
trash can black	11	2	13	\$ 156	\$ 2,028
trash can blue	9	0	9	\$ 156	\$ 1,404
mid-block crossing pole base	2			\$ 200	\$ 400
light poles (15')	124	10	134	\$ 314	\$42,076
<b>Total Items</b>	<b>249</b>	<b>24</b>	<b>271</b>		<b>\$61,443</b>

The above prices also include 6<sup>th</sup> Avenue Plaza. Previously, maintenance of this plaza was completed by the Longmont Housing Authority, but has shifted to the City of Longmont in the past year.

**Recommended Motion:** Approve up to \$70,000 for asset repainting projects.