

# LDDA Board Communication

**Meeting Date: Wednesday, August 25, 2021**

**Current Incentive Fund Availability:**

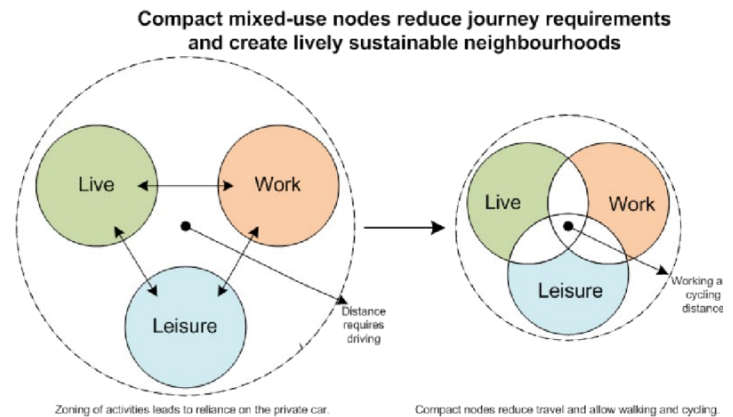
Retail Conversion: \$31,676	Signage: \$19,957	DIP: \$194,795	Alleyscape: \$11,089
Residential: \$24,749	Safe Re-opening: \$6,175	TIF: \$2,985,665 (net projected available)	

## Agenda Item: Development Update & Visioning Exercise

**Executive Summary:** The LDDA Board will go through an exercise looking at available parcels and exploring what we would recommend in a mixed use project. Come with your ideas!

We strive for a Live, Work, Play environment.

- What are we doing well?
- What are we missing?
- What is in the pipeline?
- What will help us as a Colorado Creative District?
- What will help us in economic development?



Please consider these points from our Master Plan:

Land Use: HOST A DIVERSE MIX OF LAND USES INCLUDING BOTH NONRESIDENTIAL AND RESIDENTIAL.

- Target incentives and tools to foster land uses needed to achieve a healthy balance of uses.
- Advance redevelopment efforts south of 3rd Avenue as an opportunity to add uses that are missing or underrepresented in the desired mix.
- Retain public, educational and civic uses at the heart of the community.
- Encourage and prioritize projects that deliver a mix of uses or that fill a gap in the use mix such as housing, modern office, retail, a trade or higher education institution, a community market, a hotel or a larger event venue.

Creative District: COLLABORATE WITH LOCAL ARTS GROUPS TO INCREASE AND ENHANCE CREATIVE, MULTI-CULTURAL, AND ARTS PROGRAMMING AND VENUES IN THE DISTRICT.

- Retain and enhance existing arts, cultural, and entertainment venues.
- Help establish better connections between Downtown arts organizations and businesses.
- Support the development of additional venues, including a multi-cultural community center with a permanent presence in Downtown.
- Curate and promote events that showcase creativity, art, heritage, and culture, and have multicultural appeal.

Placemaking & Urban Design: INFORMAL GATHERING AS WELL AS A VARIETY OF EVENTS AND ACTIVITIES.

- Design, maintain, and upgrade public spaces to be flexible for accommodating a wide variety of uses, enhance visibility and function, and activate the space.
- Identify locations for the establishment of additional public plazas and flexible public gathering spaces, and seek funding mechanisms to acquire and develop them for this purpose.
- Maintain and update a Use of Public Places ordinance to facilitate the use of outdoor spaces.
- Celebrate Longmont's creativity, cultural diversity and authentic history by incorporating artwork, murals, sculptures, signs and visual stories.

E. Ensure public spaces are incorporated into redevelopment efforts in the area south of 3rd Avenue.

Economic Vitality: PARTNER WITH THE PRIVATE SECTOR TO ATTRACT AND LEVERAGE REINVESTMENT.

A. Invest strategically in public/private partnerships in diverse projects to make private development financially more attractive and competitive with other areas of the community.

B. Seek out and leverage potential third-party funding mechanisms for development and rehabilitation projects in the District.

C. Acquire target properties to more directly determine the outcome of their redevelopment.

D. Communicate priorities for allocation of LDDA resources and seek private partners that share the vision.

E. Encourage property owners with vacant space to activate it with pop-up retail, artist display space, educational offerings, etc.

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**Agenda Item: Colorado Department of Local Affairs (DOLA): Main St. Open for Business Grant Application**

**Executive Summary:** Staff has been working with the City and DOLA on a Main Street Open for Business Grant. Details can be found here: <https://cdola.colorado.gov/open-for-business>

After several phone calls and webinars, and based on the overall tranche of funds dedicated to the program, staff submitted a modest grant to assist with renovations for three businesses that had been seeking assistance previously. Also, all three have common elements for the scope of work.

Through our Colorado Creative District, staff is also exploring the Colorado Community Revitalization Grant. One of the projects was for Old Town Marketplace (332 Main St). They suggested that we also submit this property for the DOLA grant, as it is a better fit. The two other properties forwarded for consideration were 435 Main St. (Qi Massage) and 454 Main St. (Longmont Yarn Shoppe).

The grant will cover removal of metal awnings and updates to permanent signage. It also includes updates and code updates to the rear façade of Old Town Marketplace.

**Board Action:** Approval of grant.

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**Agenda Item: Visit Longmont Space Sharing Agreement**

**Executive Summary:** Lyons Gaddis has put together a simple space sharing agreement between Visit Longmont and LDDA for use of the front space and office. It will expire at the end of the year. We will update this agreement and add more details if needed at that point.

**Board Action:** Approve space sharing agreement.