

LOUISVILLE REVITALIZATION COMMISSION

# DOWNTOWN STRATEGY

# REPORT

OCTOBER 2022



Prepared by:

**DOWNTOWN  
COLORADO**  
inc.

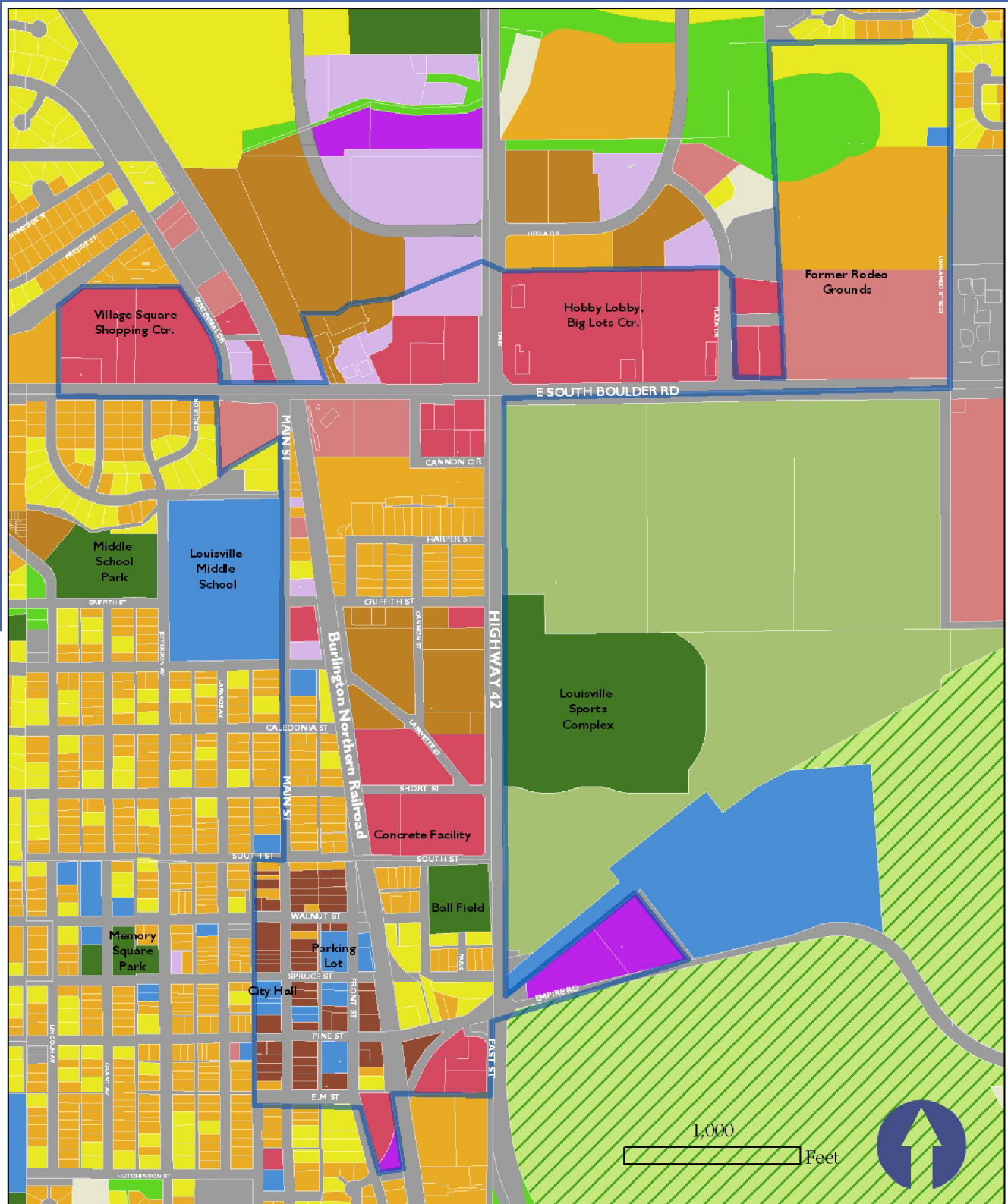


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# HIGHWAY 42 PLAN AREA



The Highway 42 Revitalization Area Urban Renewal Plan encompasses downtown Louisville and major thoroughfares South Boulder Road and State Highway 42. Graphic provided by the Urban Renewal Plan (2006).

# ***DOWNTOWN LOUISVILLE STRATEGY PARTICIPANTS***

The Louisville Revitalization Commission (LRC) was instrumental in helping complete this report, as well as the Louisville City Council, several City of Louisville staff and local stakeholders including the Downtown Business Association (DBA). Additional thanks and appreciation to the DCI members who contributed their expertise. Noted participants include the following:

**ALEXIS ADLER**, Commission Chair

**GRAHAM SMITH**, Commission Vice Chair

**CORRIE WILLIAMS**, Commission Secretary

**CLIF HARALD**, Commissioner

**CHRIS LEH**, Councilmember + Commissioner

**ROBERT TOFTE**, Commissioner

**RICK KRON**, DBA President

**MARK OBERHOLZER**, DBA Vice-President

**MIKE KRANZDORF**, Stakeholder.

**TONY CHACON**, City of Longmont  
Redevelopment Program Manager

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**KYLE BROWN**, City of Louisville  
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**CALEB DICKINSON**, City of Louisville  
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**DEB FAHEY**, City of Louisville Councilmember

**MAXINE MOST**, City of Louisville  
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**JEFF DURBIN**, City of Louisville City Manager

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**AUSTIN BROWN**, City of Louisville Economic  
Vitality Specialist

**NICK COTTON-BAEZ**, City of Louisville City  
Attorney



# PURPOSE

The Louisville Revitalization Commission (LRC) Board has been working as a strong partner to the City by overseeing the downtown urban renewal TIF area; filling project gaps that arise; and assisting in public-private partnership opportunities for redevelopment. The LRC is seeking to maximize the use of urban renewal over the next 10 years to make significant impacts based on enhancing the quality of life for this area through a Downtown Louisville Urban Renewal Area Strategy.

The Louisville Revitalization Commission Board enlisted Downtown Colorado, Inc. (DCI) to assist in facilitating a strategic process for the Downtown Louisville urban renewal area to assess accomplishments; outline future objectives; and establish an action plan to maximize on urban renewal projects for the remaining years of the downtown urban renewal area.

# METHODOLOGY

DCI reviewed past and current LRC projects and highlighted the ways that Tax Increment Finance (TIF) can work and connect best practices and trends for downtowns. The DCI process will establish a strategy and action plan to effectively leverage tax increment financing and the Urban Renewal Authority (URA) to further the vision of the City of Louisville in the downtown urban renewal area. The LRC Board strategy process uses a logical progression to determine needs and preferences to develop the future strategy for downtown Louisville.


DCI planned a multi-stage facilitated process to engage local stakeholders, council members, and city administration to identify key vision components and projects to maximize the use of urban renewal in the downtown project area.

# LESSONS LEARNED


LRC is Unique. LRC has different functions and authorities than other city commissions and would benefit from more frequent meetings and Council work sessions.

 The LRC has the potential to proactively support the Council vision and is willing to participate more in City planning efforts to synchronize efforts and implementation.


Strengthen Communications. There is a desire for enhanced alignment between the LRC with Council, the community, and with local business and building owners.

 The LRC would like to build awareness of the work accomplished by the partnership of the Commission and Council and engage the community around Council priorities to build support for future projects.


Strategize + Plan. While projects and ideas emerge quickly, the LRC would like to be more proactive in outlining the focus areas and support available where Louisville wants to focus on investment and improvement.

 Build stronger awareness of Council priorities, the capital improvement project priorities, and other planning processes to establish strategies and project development. It is important to present shared priorities with the private sector to allow new development to incorporate the City and LRC vision in mind.

Understand Beneficiaries. Creating a stronger connection with the small, local business and building owners, as well as citizens, will allow LRC to ensure their focus areas are meaningful to the community.

 LRC could partner with the Economic Vitality Commission and Downtown Business Association to conduct community engagement and outreach.

Pre-Approved Funds Worked. Creating a pool of funds that can support a specific type of investment would allow the LRC to support smaller and more local efforts in a timely manner.

 For smaller projects, a streamlined process with a scoring system could shorten the wait time for project approval and engage community members in proposing ideas to address community challenges.

RC can Proactively Support City Planning Efforts. The LRC will work to establish focus areas that reinforce the City's vision. The LRC could support the planning effort for the downtown urban renewal area in advance of the comprehensive plan update.

 The LRA could support an engagement process to establish recommendations for the urban renewal area in the larger comprehensive plan.

# VALUES

The following values were discussed during LRC Board Member visioning to understand what success in five years would look like. When these values are implemented in project work, they will help remediate blighting factors and empower the changes they envision.

- Supporting Investment in Small + Diverse Businesses + Local Building Owners for Home Grown Economic Vitality
- Sustaining Authentic Louisville Initiatives + Places
- Encouraging Small + Local Investors
- Celebrating History + Historic Structures
- Critical Infrastructure for Safety + Multi-Modal Transportation
- Fostering an Attractive + Comfortable Community

## DOWNTOWN ASSESSMENT

On July 19, 2022 Louisville engaged in an interactive tour and dialogue between Louisville Revitalization Commission (LRC), City of Louisville Leadership, Louisville Stakeholders, and a team of Downtown Colorado, Inc. (DCI) experts to identify improvements that will make the most significant impacts towards the community vision.

The Downtown Walking Assessment had three sessions of engagement with local stakeholders including facilitated discussion; engaging activities; and presentation of prepared materials.

The day started with a kick off meeting of Commission Board Members, DCI Team, and Councilwoman Deb Fahey to discuss opportunity sites, economic development strategy, and the larger community priorities. Based on feedback around opportunity sites from the first LRC Strategy Meeting and morning discussion, the group visited five opportunity sites with a combination of walking and driving.

Over lunch, the LRC Board members, DCI support and local business and property owners met to discuss: the business climate in the City and downtown; the role of the LRC in support of businesses; previous projects undertaken by the LRC; and suggestions of quick projects that would collectively have a dramatic impact in the plan area. Following the interactive community discussions, the DCI team met privately with Louisville staff to flesh out the ideas and identify the key areas of focus for moving forward. The team also identified follow up interviews and additional information needs.



# TEAM MEMBERS

The following team members were invited to all or part of the walking assessment. DCI team members were included in the full agenda, while the LRC Commissioners and local stakeholders joined as their schedule permitted throughout the day.

Additional community members were interviewed regarding the LRC Downtown Assessment and helped contribute perspectives to the final report. These community members include:

- Megan Davis, Interim City Manager, City of Louisville
- Rob Zuccaro, Planning and Building Safety Director, City of Louisville
- Rick Kron, President, Louisville Downtown Business Association

LOUISVILLE PARTICIPANTS	DOWNTOWN COLORADO, INC. TEAM MEMBERS
<ul style="list-style-type: none"> <li>• Austin Brown, City of Louisville</li> <li>• Nick Cotton-Baez, Attorney to the City of Louisville</li> <li>• Megan Davis, Deputy City Manager, City of Louisville</li> <li>• Deb Fahey, Louisville City Council</li> <li>• Mike Kransdorf, Amterre Property Group, LLC</li> <li>• Rick Kron, Louisville Downtown Business Association</li> <li>• Mark Oberholzer, Louisville DBA</li> <li>• Robert Tofte, Louisville Revitalization Commission Board Member</li> <li>• Corrie Williams, Louisville Revitalization Commission Board Member</li> <li>• Rob Zuccaro, Director of Planning &amp; Building Safety, City of Louisville</li> </ul>	<ul style="list-style-type: none"> <li>• Tony Chacon, Redevelopment Program Manager, Longmont Urban Renewal Authority</li> <li>• Katherine Correll, Downtown Colorado, Inc.</li> <li>• Stephanie Owens, Downtown Colorado, Inc.</li> <li>• Hilarie Portell, Director, Englewood Downtown Development Authority</li> <li>• Bill Shrum, Downtown Colorado, Inc.</li> <li>• Terri Takata-Smith, Downtown Boulder Partnership</li> </ul>

# TYPES OF IMPROVEMENT

During the discussion the following ideas for improvements, enhancements, and incentives were shared. Removing blight is often accomplished by encouraging entrepreneurs to solve community challenges, or to establish public spaces

that encourage serendipitous collisions of ideas, and a baseline for any community is having a feeling of security. The group shared ideas that have been categorized into these areas for ease of review.

PRIVATE SECTOR INCENTIVES	PUBLIC SPACE ENHANCEMENTS	SAFETY + MULTI-MODAL TRANSPORTATION
<ul style="list-style-type: none"> <li>• Small business sized spaces</li> <li>• Foot traffic during the week</li> <li>• Sustainable locally focused retail business</li> <li>• Focus on small local business</li> <li>• Add to downtown density of residents</li> <li>• Help bring buildings up to code (interior)</li> </ul>	<ul style="list-style-type: none"> <li>• Trees</li> <li>• Planters</li> <li>• Art Installations</li> <li>• Gateways + Wayfinding</li> <li>• Mobile-modular green improvements</li> <li>• Enhance the sense of Gateway features</li> </ul>	<ul style="list-style-type: none"> <li>• Easier to bike downtown</li> <li>• Connection across S. Boulder Rd.</li> <li>• Shuttle Bus from Downtown to CTC</li> <li>• Safer connection to schools</li> <li>• Multi-modal connections to downtown for local residents</li> <li>• Better tapping into S. Boulder Rd + Hwy 42 Traffic</li> <li>• Better utilize existing traffic</li> </ul>

# FUNDING STRATEGIES + BUDGET IDEAS

Based on recent discussions with the Louisville Revitalization Commission, City Council, and Stakeholders from the urban renewal area, the following brief shares options for consideration in planning the 2023 Budget. The options are presented at a high level for discussion, with the understanding that a next step would be to flesh out details around implementation and pricing.

01

## STAFFING + CONTRACTS

Continue to support existing City Staff at \$45,000. Also, establish a scope of work for professionals or partner organizations to support the City and LRC vision to build capacity without adding significant administrative burden. These roles can be determined in partnership with the LRC and City Staff. Include \$250,000.

02

## PRE-APPROVED SMALL MOVES FUNDS

Following the Façade Grant model using \$250,000 in FY 2022, establish a pot of \$500,000 in FY 2023 funds that can be used for grants to encourage community-led implementation on a broader range of project goals.

03

## INCREMENTAL CHANGE

The City Council, City Administration, and the LRC have identified several opportunities for partnering on small investments and projects that match shared objectives. These small moves can be accomplished through partnership and synergy among the partners. First steps in the process include communications, surveys, and outreach for \$100,000.

04

## LONG TERM PLANNING

Budget for professional oversight of a process to collect data and utilize tools like a community preference survey, test projects, and possibly a Request for Interest process jointly developed with LRC and City Council to strategically plan around catalyst projects. FY 2023 would include funds for feasibility and impact study for 1-3 catalyst projects, \$150,000. Larger fund requests allocated after traditional review of projects by LRC and City Council.

# TEST PROJECTS



The City of Louisville and the LRC have a desire to craft a long-term strategic plan, but also have more immediate concerns to address. While work can begin on a long-range visioning process, short-term trial projects are a great opportunity for the City Council and the LRC Board to test policies that can engage citizens, have an immediate impact, and fulfill the collective vision for the city. The idea is to try things “lighter, quicker, cheaper” to consider how people interact with the ideas before making a large investment. There are many examples from other URA and commercial districts especially after outdoor expansions from the pandemic, but the following ideas seemed timely and feasible for the City:

- Repurpose large box space to something such as an indoor ice skating rink, indoor soccer field, or other entertainment options.
- Design an island in some of the large parking lots for an Outdoor Makers Fair where people can watch the artisans making stuff, learn how to make it, etc.
- Innovation centers and small business support locations. With the high-tech, creative, and knowledge-based workers present in Boulder County, workspace uses have been changing rapidly. Daytime workers with higher disposable incomes in key commercial areas can be a vital customer base for small businesses.
- Paint murals, streets, or signs for fun temporary wayfinding and traffic calming.

# PROJECT TIMING + SCALE

There are a variety of ways to eliminate blight and add to the vitality of a community or geographic area. There are projects that are catalysts, which spur investment and other project development. There are also smaller changes which influence the culture of a community, shape the way citizens interact, and formulate the experience one feels, hears, sees, and smells when in the community. Consider a variety of project types to create the vision.

## INCREMENTAL PROJECTS INVESTMENTS

There are several areas where smaller investments will make a big difference in establishing a culture, building capacity, inviting the community to share ideas, and curating the built environment for locals and visitors. The following list gathers ideas generated from all of the feedback into categories for review and implementation.

## SMALL GRANTS

The LRC and City partnership on façade grants demonstrated the streamlined approach to outlining the types of improvements that fit the community vision and pre-approving a pot of money. The proposals received can be vetted more quickly by City staff to ensure compliance.

## CATALYST CONCEPTS

During the Louisville Revitalization Commission meeting and the Louisville Assessment, the DCI team listened to ideas and discussion around the City's priority sites, community's goals, initiatives, successes and challenges. Through the process, several big picture ideas have emerged as priorities that will improve success rates for implementation. The team worked with the local participants to review larger opportunity sites that have been identified in the urban renewal area as unique opportunities for the City. The DCI Assessment Team discussed options for shaping the future of these sites during a walking and driving tour, as well as through activities in our meeting, and determined a short list of projects that can be catalytic in furthering the community priorities. A deeper review of catalyst sites is included later in the report.





# WE BUILT DOWNTOWN ON ZONES AND BUILD BUILT

## INCREMENTAL CHANGES BUILD CULTURE

There are several areas where smaller investments will make a big difference in establishing a culture, building capacity, inviting the community to share ideas, and curating the built environment for locals and visitors. The following list gathers ideas generated from all of the feedback into categories for review and implementation.

### 1) ENHANCE THE EXPERIENCE

A primary idea for inspiring locals to utilize the commercial district to, support the small business, and invest both time and money in creating a vital community is accentuating a unique experience. Louisville's downtown has beauty, content, and proximity. A primary ingredient that can be enhanced is the curation of the experience. Consider the special touches that establish moments of enjoyment and even secrets that locals might love enough to visit over and over and show to their out-of-town guests.

- Improve gateway connections to the urban renewal area. Create visual cues that define the entry to the area and ease the pathway for pedestrians and cyclists. Focus efforts especially Hwy 42 at South Street, Pine Street Entry, Main Street and South Boulder Road, and the Louisville Mill.
- Coordinate with the City to map and strategically deploy pedestrian-scale infrastructure in the downtown and around the LRC project area.
- Encourage landscaping around parking lots and open spaces for all project sites to add shade, greenery, and seating.

# EXPERIENCE CONTINUED

- Create a request for interest from businesses or the public to propose small oasis type spaces in the parking lots or underutilized spaces.
- Improve the 'first impression' from public parking to the commercial district with visual cues such as murals, fun signage, painted walkways, etc.
- Complete the Via Artista murals and fix the paving.
- Upgrade the backs of the buildings along the alleys, clean up, enclose, and/or modernize the dumpsters, and encourage owners to improve the back-of-building areas.
- Add kids' play spaces, water fill up stations, and possibly a water feature. Add good public art to the pedestal that already exists at the west end of the RR underpass from DeLo to Front Street.

## 2) ENHANCE CONNECTIVITY

Continuing the idea of the experience, work to enhance connectivity and leverage the proximity of this great downtown as a quick win for the community. Consider ways to bring fewer cars, strategically manage vehicles, and allow more ways for people to come and enjoy the community.

- Revisit the Wayfinding Project in coordination with the City. Include better signage on Highway 42 and South Boulder Road directing traffic to Downtown parking options. Pedestrian wayfinding can be fun and include the times it takes to reach destinations by foot.
- Increase use of current underpass through gateway enhancements, such a large, obvious, and artistic signage, and a focus on activating the DeLo site.
- Consider establishing a shuttle service from Downtown to the Colorado Tech Center.
- Focus pedestrian and bike connections on bringing locals downtown easily, especially from the west of downtown and north of South Boulder Road. Install more bike parking downtown, including in DeLo.
- Establish a Parking Management Strategy. Promote existing parking with better parking signage, promote the parking map, etc. Consider leases or easements over private parking spaces to open some of them to public use. Consider paving and striping currently unpaved spaces (for example, behind buildings along the alley west of Main Street) to increase parking yield.
- Install Electric vehicle charging stations.

# 3) MANAGEMENT + GOVERNANCE

There is a consistent response from community members demonstrating uncertainty in status, processes, timelines, and standards for community and economic development. The LRC has the resources and the need for staffing, and could provide a capacity building element that supports the City and the Downtown Business Association. Adding capacity and structure can help these issues. LRC would like to allocate funds for the following roles and assist with oversight for hiring and management.

## ENGAGE A PROFESSIONAL

The LRC is a unique entity with a significant administrative role and potential to proactively support the City, engage and support community partners, and actively implement the City vision. During the strategy process, LRC commissioners expressed support for the following roles, either as separate roles that report to the same entity, or as a combined role that oversees both areas.

## CITY STAFF OR CONTRACT

A new city staff position can be dedicated to the URA, and support coordination on economic development projects. This position should have a period of commitment, and review would be appropriate around 2 years after hire. A contract service provider would be a less-expensive option with a potentially shorter commitment, but lack the full city integration and collaboration a staff position provides.

## BUILD PARTNER CAPACITY

- Additional support is needed with catalyst projects and community partners. The LRC has resources to build capacity in the volunteer-led Downtown Business Association to facilitate greater community engagement and implement test projects and encourage a positive community experience. This contract might create test projects.
- Implement a regular review process for City CIP and planning efforts, allowing the LRC to proactively identify projects that they align with and can engage municipal partners to add additional value to the project.
- Work with the City to create a more consistent and predictable approval process for projects and investors.
- Support the reactivation of the Louisville Business Improvement District in conjunction with the DBA, Chamber, and local property and business owners.



## 4) COMMUNICATING THE VISION

A primary challenge in the community seems to be a gap in communication or education about the vision, resources, and opportunities that are available to support quality of life.

- Develop communications for the public. Share the role of the LRC and the goals of the commission. Celebrate projects and ask grant recipients to put small signs recognizing the LRC in the window or in front of the store.
- Develop a strategic education and communication plan to work with the Council to build stronger community awareness of the vision. There is a need to communicate the impact of rebuilding homes in the community, for people who can live and work in the city. For the commercial area, it is important to recognize that locally owned properties and businesses are long term investors. Local customers are citizens and the workforce engaging with one another while building the local economy. And walkable streets and intersections are creating inclusive, safe, and accessible ways to enjoy the community without a car.

## 5) UNDERSTANDING COMMUNITY PREFERENCES

As the LRC considers the larger project opportunities, it will be important to understand the preferences and projects that the community would get behind. This will serve the LRC not only in the catalyst sites, but in the existing plan area and the current commercial tenants downtown. The 2020 Louisville community survey rates Economic Development as the #2 priority of the city (behind Utilities), and was ranked #1 (54%) when the public was asked to list their top three priorities. However, community characteristic responses rated Louisville 55% for shopping choices, one of the lowest in the feedback survey. The survey also noted that the top two specific economic priorities are 'pursuing redevelopment of unused or underused sites' (61% high, 27% medium) and 'meet the retail services and needs of residents' (60% and 34%, respectively).

Many vacant storefronts that once held local businesses have relocated to nearby communities for a variety of reasons. The community is longing for proactive city involvement to repurpose infill development and provide more opportunities for a larger variety of businesses to locate in town. Retaining the existing businesses should be a priority for the LRC in the prevention of blighting

## COMMUNITY PREFERENCES CONTINUED

conditions, and can often be much less expensive than infill development, recruiting, or expanding existing businesses.

- Conduct a site analysis to see the property tax, sales tax, and demographic impacts for single family versus multi-family housing. Engage a design and development team to review the Clear Creek Station and Village Square and consider the different types of housing, density, and economic impacts.
- Conduct Market Study to identify the biggest needs and opportunities for the area in terms of leakage, small businesses, local products, etc.
- Consider a user survey through POLCO to find out what people would like to see in the larger sites and big boxes - especially the Clear Creek Station.
- Outline clear criteria to shape the proposal and suggestions for sites.

## 6) SUPPORT SMALL LOCAL BUSINESS + PROPERTY OWNERS

Louisville has experienced a migration of retail and service businesses from the LRC plan areas to nearby communities, creating leakage. Residents are driving to these new locations, and the city is missing out on the local revenue generation, placemaking, and is facing blighting conditions with parcels left uninhabited or underutilized. A more robust local support program for businesses in Louisville can help reverse this trend, and the LRC has many tools available to deploy when they are aligned in strategy and purpose.

- Consider the Authenticity + Scaling Problem: Chase, Lowes, etc. were all larger chain stores that have not succeeded in Louisville. Perhaps the community utilizes small, local, and authentic stores and those types of business are not why people come to Louisville.
- Investigate a building space for a cooperative incubator model to foster small local businesses in the community.
- Review and consider implementing processes developed to support small and local businesses with operations expenses in an effort to bolster business retention in high-rent and critical activation locations.
- Contract with the Chamber or DBA to inventory all events in the community, audience, impacts, etc.

# 7) IDEAS FOR SMALL COMMUNITY-LED IMPROVEMENTS

Based on the positive response for façade grants, the same model could work to engage local stakeholders to focus on priority areas. Some of these areas may already be a focus, some may be new, the list provides ideas for pre-approved funding that can engage the community to develop their own ideas for solutions. Describe the process of creating a scoring matrix, ask for council approval on the matrix and staff administration of projects brought forward. This can complement a continued façade grant program.

01

## Back of Building + Alleyway Improvements.

Similar to the façade program, there could be funds for upgrading the backs of the buildings along the alleys, clean up, enclose, and/or modernize the dumpsters, and encourage owners to improve the back-of-building areas with murals, paint, signage, lighting, etc.

02

## Historic Structures + Interior Code Improvements

.Historic structure foundation and roof studies and program. Focus on older pre-building-code buildings that could benefit from investment to ensure longevity and reuse. Create grant programs to support exterior maintenance and interior improvements to bring buildings up to code. Examples are the Waterloo building and a repurposed Wildwood building

03

## Terraces + Patios

Louisville invented the parklet as a means of expanding outdoors before it was trendy, consider encouraging stakeholders to continue to innovate with funds to support efforts. Another way to support this area is to assess and consider upgrades to electrical for outdoor seating and events.

04

## Resilience + Climate Impacts

.As we see an increase in natural disasters, it is more common to consider grant programs that help to mitigate or repair impacts of weather to address window hail damage or to focus on fire mitigation, replacing struggling trees and planting new ones.

05

## Arts + Culture

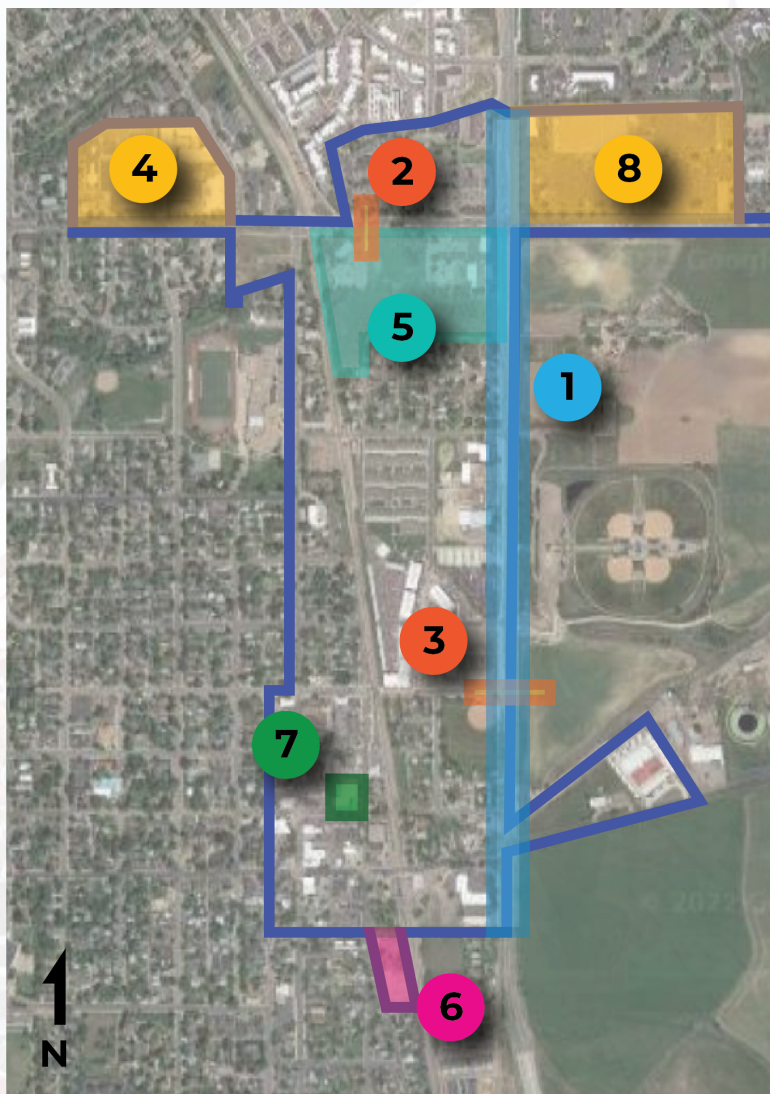
Support more murals and public art in the community. Sponsor events that are held in key locations where projects have been completed and/or support business efforts.

06

## Placemaking + Activation

Small gestures can make a big difference in creating a sense of place and encouraging public activity. Suggestions include: improved parking signage, and utilizing empty lots as informal recreational spaces.

# DOWNTOWN LOUISVILLE URBAN RENEWAL CATALYST SITES



- 1** Future 42 Corridor Plan
- 2** Main St + S. Boulder Rd. Underpass
- 3** South St + Hwy 42 Underpass
- 4** Village Square
- 5** Coal Creek Station
- 6** Louisville Mill + Gateway Features
- 7** Chase Bank Building
- 8** Louisville Plaza
- LURA Plan Area Boundary

The LRC and the City of Louisville have the resources to make a significant impact with key parcels within the plan area, but the large and complex projects require additional preparation by the LRC to be able to move forward quickly should a key opportunity arise. This includes becoming more familiar with the LRC's ability to purchase parcels, enter into development

agreements, and provide grants, loans, or incentives for the private sector to invest in ways that align with the LRC and City priorities. When these are developed, proactively communicate these programs and priorities to the private sector to gain the attention of developers who share the community vision.

# CATALYST SITE #1 | Courtesy Rd. (Highway 42)

## FUTURE 42



# Connecting People and Places

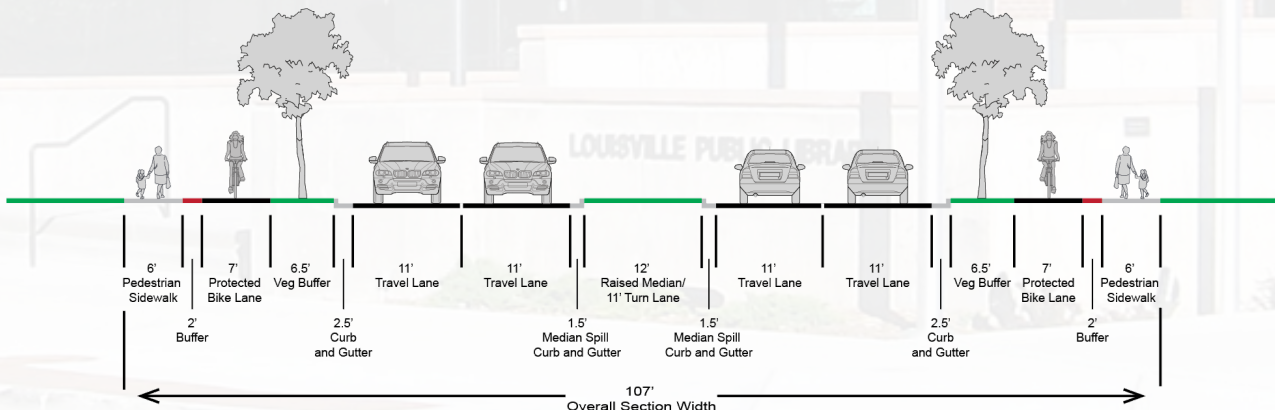
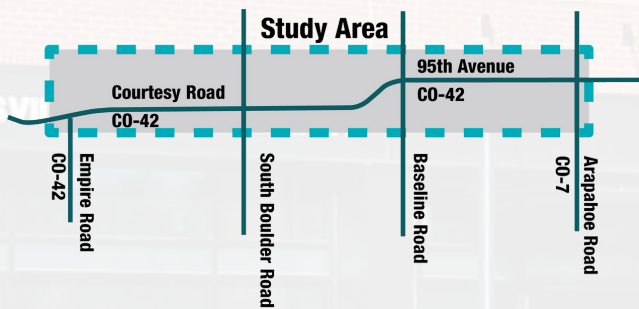
In the Downtown Louisville Urban Renewal Plan Area, South Boulder Rd. and Courtesy Rd. (State Highway 42) dominate the access points downtown and border the downtown core on the north and east.

corridor plan for Hwy. 42. On May 19th, the Louisville City Council confirmed the planning staff recommended alternatives for this corridor design, and see this implementation as a high priority for the City.

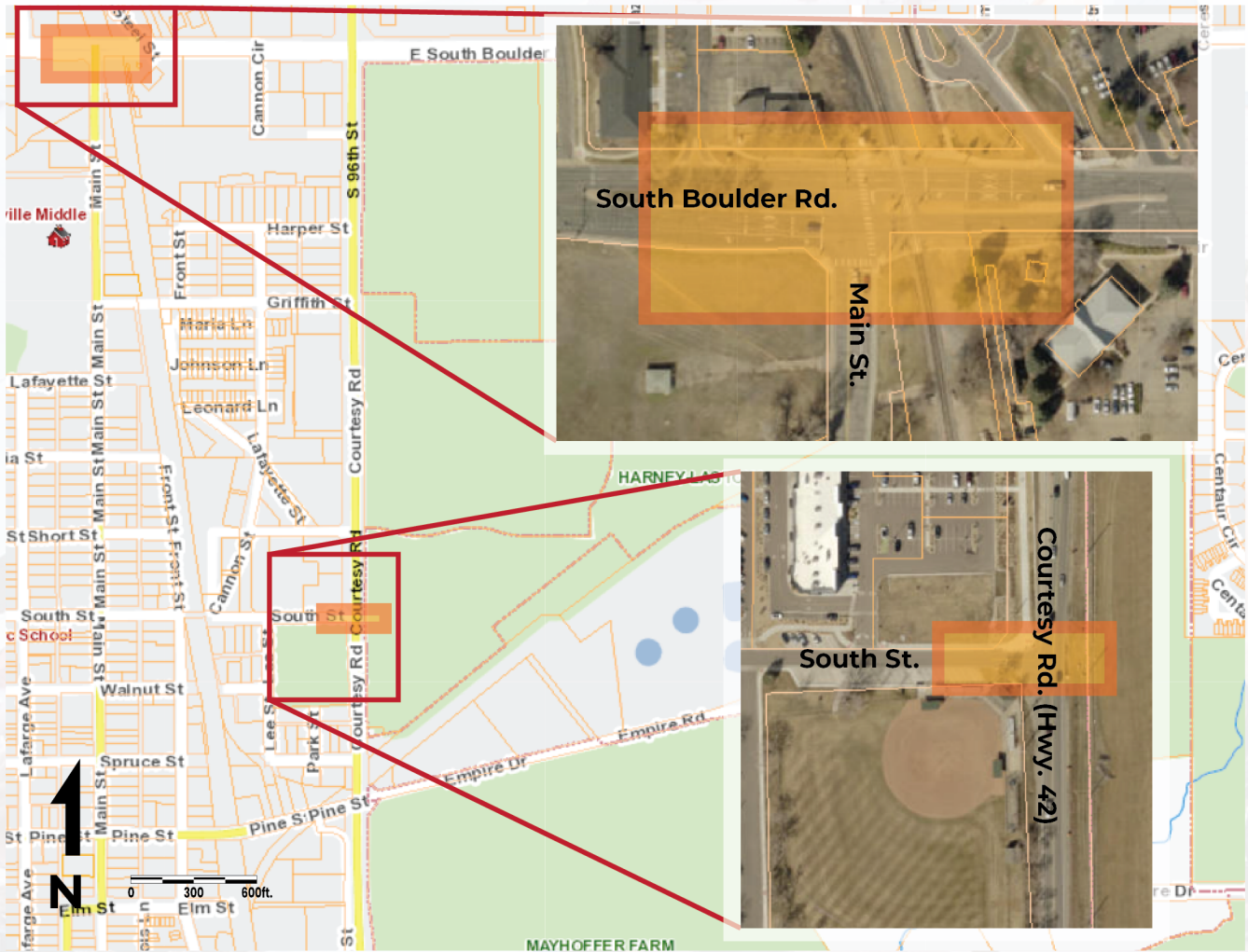
In 2021, the City of Louisville and the City of Lafayette began outreach efforts for "Future 42", a planning project to analyze and design a new

### Next Steps for the LRC

- Study Future 42 Conceptual Designs for alignment with LRC projects
- Leverage City, Regional, and Statewide partnerships
- Contribute LRC funds to add community value to corridor projects and implement LRC's vision for the Downtown Urban Renewal Plan Area



# CATALYST SITE #2 + #3 | Planned Underpasses



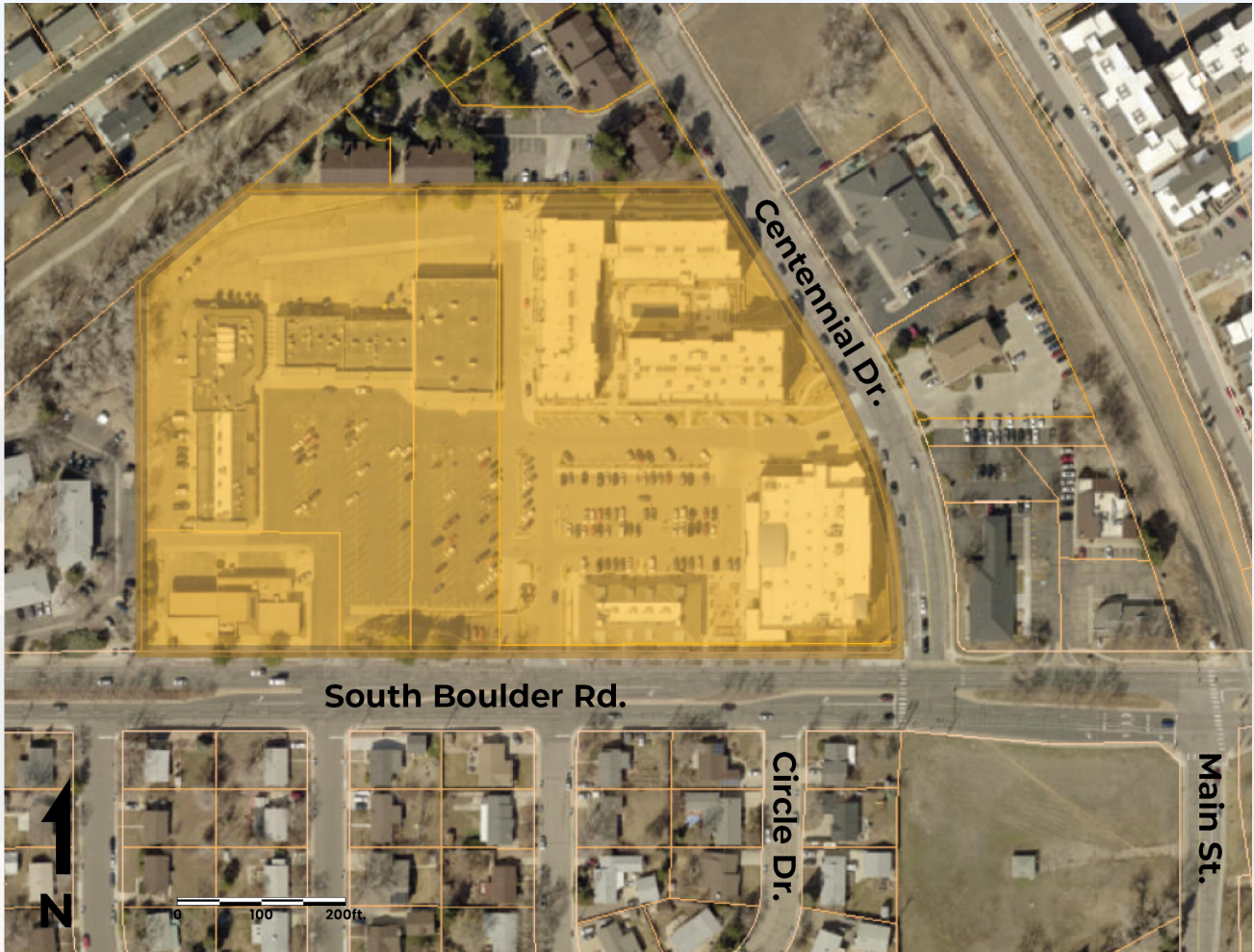
The underpass project at Main St. and South Boulder Rd. would help connect a large residential area to downtown and navigate around a very heavily-used road. This connection was identified as a high priority for community safety and connectivity.

The underpass at Hwy. 42 and South Street is a great opportunity to bring connectivity and walkability to the URA area from the DeLo development, open space to the east of Hwy. 42, and regional trails. This would help leverage the parking, shopping and infrastructure present.

## Next Steps for the LRC

- Review plans for nearby projects and leverage existing funds set aside for underpasses
- Use underpass investments to further activate parking, open space, and existing trails
- Coordinate the existing timeline and agreement with City Council to quickly activate available underpass funds

# CATALYST SITE #4 | Village Square



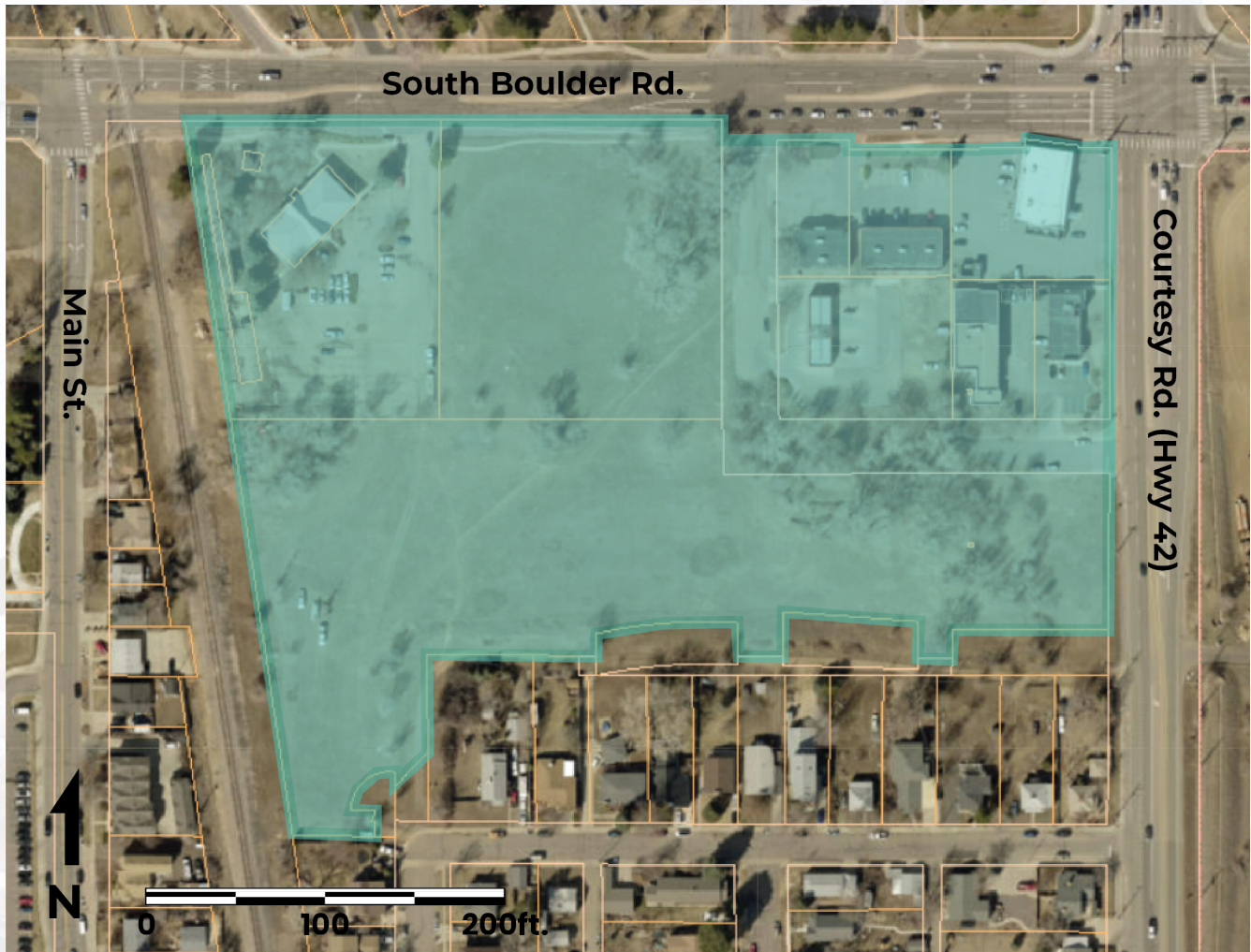
This commercial lot has a large parking area with little activity and an entrance that is more centered at

the middle of the block than the prominent intersection of South Boulder Rd. and Hwy 42. Alfalfa's is vacant and Walgreens site was listed for sale. Local entrepreneurs proposed Rose + Raven to activate vacant properties, but the project fell through. The entire strip mall is owned by one entity. The owner did sell off the east side and the bank. The site may have the biggest potential but also is more complex due to the multiple leaseholders, multiple parcels, and large commercial sites left vacant.

## Next Steps for the LRC

- Review City regulations and targeted zoning potential
- Request ideas for activating the former Alfalfa's site with large-footprint activity and experience-driven businesses
- Engage local businesses and focus on retention and expansion to prevent and remediate blighting conditions

# CATALYST SITE #5 | Coal Creek Station



There are restaurants and options, right near the Hwy 42 and South Boulder Road which makes the area a primary opportunity for housing redevelopment.

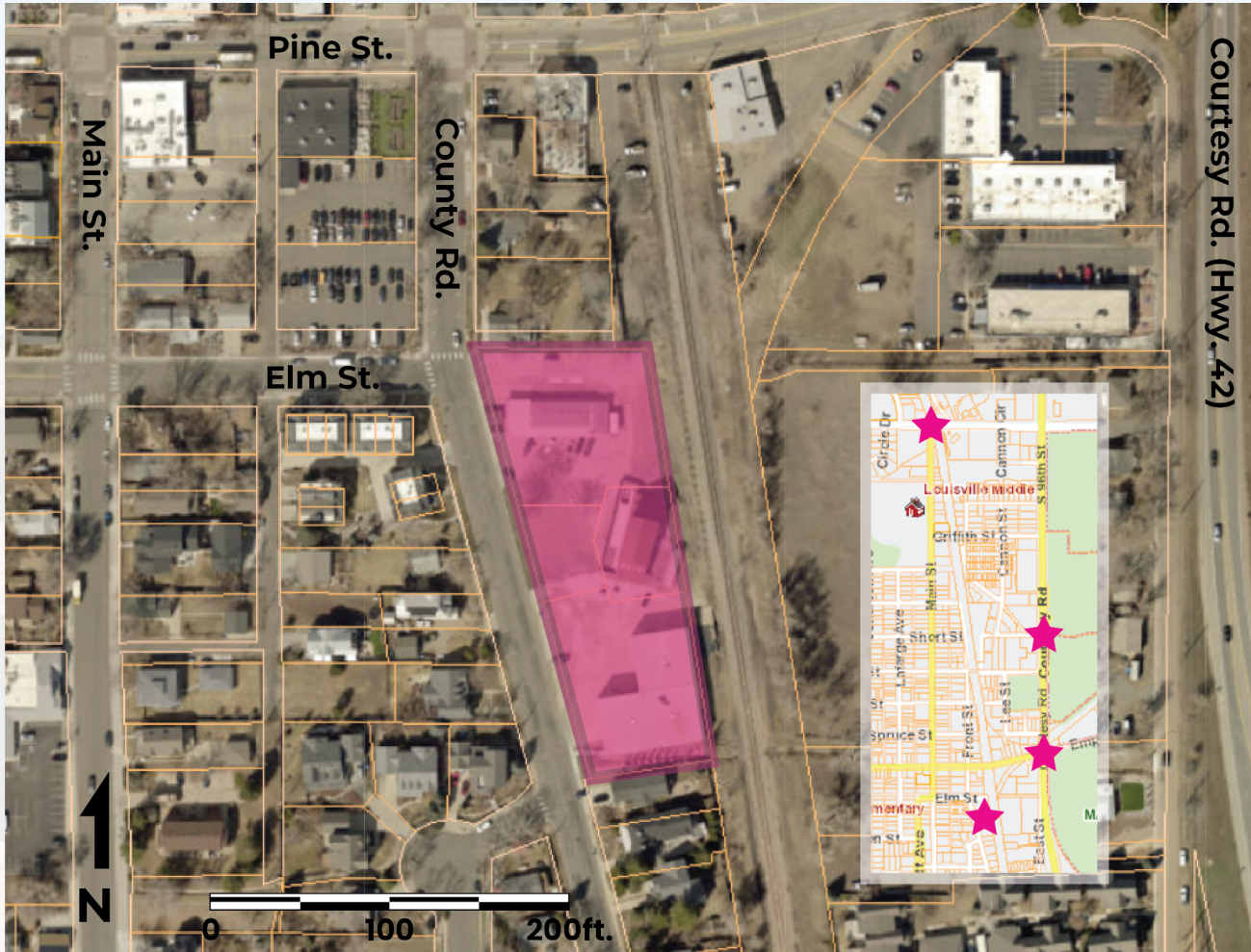
The site has a single owner, so the URA could acquire the property and attract a developer. It is also a good opportunity for connectivity and/or structured parking. The area had a PUD in place for multi-family redevelopment but the PUD has expired, as the owner may not be motivated and the City restrictions may have been significant.

## Next Steps for the LRC

- Understand desires of the property owner
- Outline LRC incentives that advance community values
- Consider leveraging Future 42 or underpass projects as part of a larger investment
- Extend a bike trail or bike lane from Coal Creek Trail to downtown



# CATALYST SITE #6 | Louisville Mill + Gateways



Louisville Mill Site is a historic mill with adjoining parcels. The owner is interested in doing something with

it, but it is a local historic landmark. There is local interest in saving the site, and the city has invested over \$1M to help owners acquire and stabilize. The owners are actively seeking support for a restaurant, public gathering space, etc.

## Next Steps for the LRC

- Consider a soft loan program or other incentives that can instigate work that matches the LRC and community vision
- Review other URA agreements for ideas to improve new and existing incentive programs
- Engage local arts communities for ideas on local icons and designs to celebrate Louisville

The site would be well-suited for a gateway feature, and any additional contribution from the LRC should be certain to come with stipulations for amenities that meet the needs of the community and LRC priorities. Gateways at three additional target locations would serve as an entry to downtown, beautify sites, and create a stronger sense of place downtown.

# CATALYST SITE #7 | Chase Bank Building



## Next Steps for the LRC

- Review best practices for purchase and development of private property
- Reach out to public and private partners to generate energy behind any co-operative ideas
- Work with the City Economic Development for business retention and expansion strategies downtown
- Use art and murals on large building facades

This site and adjacent parking could provide an option for expanding city offices and program the ground floor as a business incubator or entrepreneurial shared space.

Opening up the windows and building on the ground floor would create a more appealing street presence. Creating a little, shaded, garden seating area in the parking lot could be an option as well. This site would be a key strategic purchase for the city or the LRC to ensure that a critical parcel downtown would fulfill a community and commercial purpose.

## CLOSING + NEXT STEPS

The Louisville Revitalization Commission is well positioned to enhance collaboration with the City of Louisville for greater impact on Downtown Louisville and the surrounding URA plan area for years to come. The LRC has a committed board of commissioners, financial resources, and several community partners working to leverage the community vision. Strategically, there are some important next steps that the LRC should prioritize in the coming months to set up for success and build on the momentum from this planning process.

- Incorporate recommendations that are of the highest importance and strongest alignment with LRC values into the FY 2023 budget. Review the LRC workplan and DCI recommendations for feasibility and priority, and build out an implementation plan over the next several years.
- Invest in staff support at the City and partner organizations to provide dedicated professional management over deployment of LRC funds through the duration of the tax increment finance window.
- Codify the vision for Downtown Louisville and the surrounding plan area, and proactively communicate this vision with the city administration and elected officials, to the downtown stakeholders and the broader community.
- Systemize relationships and engagement with the City Council, city administration, and other downtown organizations like the Downtown Business Association (DBA), arts and cultural organizations, and more. Build on their desire for partnership and create regular opportunities to find alignment and collaboration on projects that match the vision of the LRC.
- Continue board and staff training, review of URA best practices, and refine LRC processes to accomplish your vision efficiently and effectively.
- Conduct in-depth assessments, surveys, feasibility studies, and development strategies for catalyst sites identified through this process. Review this data against the LRC vision and alignment with community goals, and create both incentives and policy to attract private investment for these critical areas.

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NEXT STEPS

# APPENDICES

Appendix 1: Louisville Downtown Strategy Recommendations Table

Appendix 2: Louisville Revitalization Commission Work Plan, Approved Q1 2020

Appendix 3: Village Square Site Brochure

Appendix 4: Louisville Mill Site Proposal by Louisville Mill Site, LLC.

## ABOUT DCI

Downtown Colorado, Inc. is a non-profit member driven organization representing downtowns, special districts, municipalities, and downtown champions for more than 40 years.

We are the Doers, named as such by the hundreds of communities we have worked with.

We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

Downtown Colorado, Inc. provides five core services to organizations and individuals engaged in downtown + commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- BID, DDA, URA Formation + Training Assistance
- Colorado Challenge Program

For more information about Downtown Colorado, Inc. check out our website at [downtowncoloradoinc.org](http://downtowncoloradoinc.org).

ABOUT



# DOWNTOWN LOUISVILLE STRATEGY REPORT

OCTOBER 2022



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