Overview

8:00  Welcome, Introductions, and Overview
8:15  Downtown’s Planning History
8:30  A Market Based Approach
8:40  Highlights of the Master Plan
8:55  Questions and Discussion
9:15  Session Close
Introductions and Overview
Introductions

Sarah Humbargar – Director of Business Development & Economic Vitality, Downtown Partnership of Colorado Springs

Ryan Tefertiller – Planning Manager, Urban Planning Division, City of Colorado Springs

Erica Heller – Vice President, P.U.M.A.

Chris Ryerson – Project Manager, MIG, Inc.
Downtown Partnership is the lead organization ensuring that Downtown Colorado Springs serves as the civic, cultural and economic heart of our city.
- Building Enhancement Grants
- Tax Increment Financing
- **Special Project and Event Grants**
- Special Programs
Downtown’s Planning History
- Established by General William Jackson Palmer
  - 1871
  - 400’ x 400’ blocks
  - Wide ROWs (100’ and 140’)

Original Town Plat
Downtown Master Plans

- **The Downtown Plan**
  - Approved 1971
  - Recommendations:
    - Convention center
    - Pedestrian mall
Downtown Master Plans, cont.

- Downtown Action Plan
  - Approved 1992
  - Recommendations:
    - Parking System
    - Pedestrian Improvements
    - Housing
Downtown Master Plans, cont.

- Imagine Downtown Plan of Development
  - Approved 2007
  - Created DDA
  - Recommendations
    - Residential
    - Street character
    - Density
    - Mobility
Imagine Downtown Plan
- Approved 2009
- Produced in-house with private sector “peer-reviewer”
- Recommendations:
  - Form-Based Code
  - Park Ring (aka Legacy Loop)
  - Residential
  - Density & Iconic Skyline
Form-Based Code

- Rezoned 1 sq. mi. of Downtown - 2009
  - Produced in-house with “peer review”
  - Slow implementation
  - Recent success/construction
A Market Based Approach
P.U.M.A. - A Market Based Approach

- Data that informs expectations
- Builds on strengths, identifies gaps and enhancements
- Resulting tactics capitalize on opportunities
- A rational basis for attracting and allocating resources
Global Trends Research

- National trends that affect cities and downtowns
- Frames local conditions in larger context
- Identify opportunities for now and future
- 2015 International Downtown Association President’s Award
Unprecedented Market Opportunity in Downtowns

- Demographic and lifestyle trends favor downtowns for the first time in our lifetimes!
- Millennials and Boomers seek urban lifestyles
- Walkable, bikeable cities create a value premium
- Downtown is a regional economic development asset
- Downtown is key to recruiting the young skilled workforce
Downtown Market Opportunities

**Housing**
- Pent-up demand creates immediate opportunities to add residents

**Office**
- The city’s strongest sub-market, continued absorption
- Targeted fitness, defense, tech and innovation spinoffs in non-traditional spaces
Downtown Market Opportunities

Retail
• Opportunities for restaurants and boutiques on/beyond Tejon Street

Industrial
• Potential for artisan manufacture, creatives in existing underutilized spaces
2015 Online Survey Results

137 respondents – most visit Downtown multiple times per week

A high proportion of respondents indicated the importance of the following:

- **Public amenities** that make Downtown feel special (lights, seating, public art, activities)
- **Improved pedestrian infrastructure**
- More high-paying **job opportunities**
- Day center and better **services for the homeless**
- More **residential** options, Public Market, completing the **Legacy Loop**
- More **retail and restaurants** in downtown
- Improved **transit frequency** and **bicycle infrastructure** would encourage people to use those modes to visit Downtown for work or play
How Market Data Informs the Plan

- Synthesis with community vision and aspirations
- Identification & prioritization of opportunity sites
- Placemaking opportunities that strengthen the market
- Selection of tactics that capitalize on opportunities
- Implementation white paper
Experience Downtown Master Plan
Study Area and Context
Assets and Opportunities

- Urban lifestyle within the great outdoors
- Housing renaissance
- Destination for employment
- Local retailers and the Downtown experience
- Olympic City USA
- Welcoming public spaces
- Arts and Culture
- Diverse, active adjacent neighborhoods
- Wide streets
- Consolidated ownership of strategic sites
Challenges

- Ensuring a clean and safe environment
- Providing a range of urban amenities
- Enhancing public transportation
- Retaining and attracting a young, skilled workforce
Plan Goals

GOAL 1
Economic and Cultural Heart of the Region

GOAL 2
Diverse and Inclusive Place to Live, Integrated with Adjacent Neighborhoods

GOAL 3
Celebrating and Connecting with Outdoor Recreation and Exceptional Natural Setting

GOAL 4
A Place for Healthy and Active Lifestyles

GOAL 5
A Walkable and Bike-Friendly Center Connected Through Safe and Accessible Multi-modal Networks

GOAL 6
A Leader in Innovative Urban Design and Sustainability

GOAL 7
Offering an Unforgettable Visitor Experience

GOAL 8
A Place for Inspiration, Honoring History and Facing the Future

Action Steps
Guiding Principles

1. Foster conditions that make downtown a magnet for local investment, external investment, and talent
2. Provide the housing and amenities for Downtown to thrive as a neighborhood
3. Promote healthy lifestyles and connect to world-class outdoor recreation
4. Improve walking, biking, and transit within and to Downtown
Guiding Principles

5. Creatively use rights-of-way and other public assets to stimulate and support private-sector development

6. Use creative placemaking techniques to enhance gathering spaces and showcase local culture

7. Develop the public realm to create an environment attractive to employers and job seekers

The Guiding Principles will help “create a city that matches our scenery.”
Land Use Highlights

• Smart **land use decisions** are key drivers of Downtown’s revitalization.
  • Greater density
  • Mixed-use buildings
  • Housing opportunities

• Strategic identification of near- and mid-term **catalytic sites** in the core

• **Public space and multi-modal investments** support and activate these sites.

More than 18% of the land in the 648-acre DDA is devoted to vacant parcels, and 39% to street rights-of-way.

- Urban design challenges
- Transformative opportunities
Gateways and Districts Highlights

Five Downtown Districts
• Districts help define physical and programmatic character for planning purposes.

Seven Gateways
• The Plan recognizes current efforts to address gateways into Downtown and suggests innovative new strategies to bolster infrastructure, enhance placemaking, foster multimodal access, and support of private realm improvements.
Catalytic Sites

- 16 sites selected based on near- to mid-term potential
- 5 Influence sites
- All will require strong partnerships and planning
Parks, Trails, and Waterways Highlights

- Completing the missing links of the Legacy Loop is a top priority.
- Parks are a resident serving amenity, as well as a driver of economic development and growth.
- Downtown's creeks and waterways are underutilized resources.
Transit Center Revitalization
Mobility, Transportation, and Parking Highlights

• All Downtown streets must have safe and comfortable access for walking and biking.

• A range of mobility enhancements and infrastructure improvements guide future public and private investments.

• Excess street width provides placemaking and mobility opportunities.

• Enhanced regional and local transit are critical.
Mobility, Transportation, and Parking Highlights

- Signature Streets
- Pedestrian Extension Streets
- Downtown Alleyways
- Urban Greenways
- Neighborhood Greenways
- Residential Garden Streets
- Special Purpose Streets
- Transportation Streets
Alleyway Improvements

• Improve walking routes to and from both destinations and parking facilities.

• Activate alleys to create safer and more inviting areas, better pedestrian connectivity, and greater variety of retail frontages.
Weber Street Neighborhood Greenway
Weber Street Neighborhood Greenway
Sawatch Residential Garden Street
Sawatch Residential Garden Street
Pikes Peak Avenue
Pikes Peak Avenue
Questions and Discussion