



Appendix A: Existing Conditions Analysis

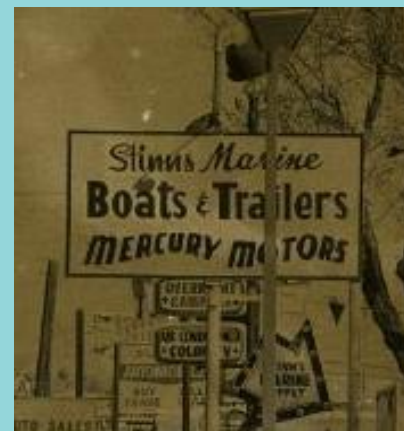
Main Street of the Past

In 1870, a group of prominent men in Chicago decided to start a new town in Colorado. They sold memberships in this new town they called the "Chicago-Colorado Colony." The money raised paid for a town site and nearby farms and by 1871 a small town, Longmont, had been built. The original one-square-mile town had stores along Main Street, homes arranged in a grid spreading out from Main Street and industrial buildings located along the railroad and the St. Vrain River. As the population continued to grow, Longmont expanded beyond its original one square mile borders, but Main Street continued to be a focus of the City.

Prior to 1950, Longmont's economy was based primarily on agriculture. The economy began to shift in during the 1960's and 70's to a more high technology orientation; numerous high-tech businesses chose to locate in Longmont. Rapid population growth and development occurred during this time, but the City has largely preserved its original street grid with Main Street as the primary north-south axis.

During the 1950's Main Street also served as the venue for Longmont's car cruising culture. Cruising down Main Street was a way to see and be seen, show off cars, and meet up with friends. Cruising was so engrained in the culture of Longmont that it was considered a cruising destination city, attracting additional cruisers from other cities in Colorado and Wyoming to Longmont's Main Street.

Main Street continues to be the heart of Downtown and the center of Longmont. Development initially extended north to Midtown and later to the area known as North Main. Development also moved south to areas of South Main. Much of the more recent development includes larger lot, car-oriented development with wider setbacks.



Sources:
http://www.timesc.com/longmont-local-news/ci_31538094/main-street-cruising-longmont
http://www.timesc.com/ci_20157489/cruising-has-storied-history-longmont



Historic Buildings



Dickens Opera House, 300 Main



Longmont Theater Co. 513 Main



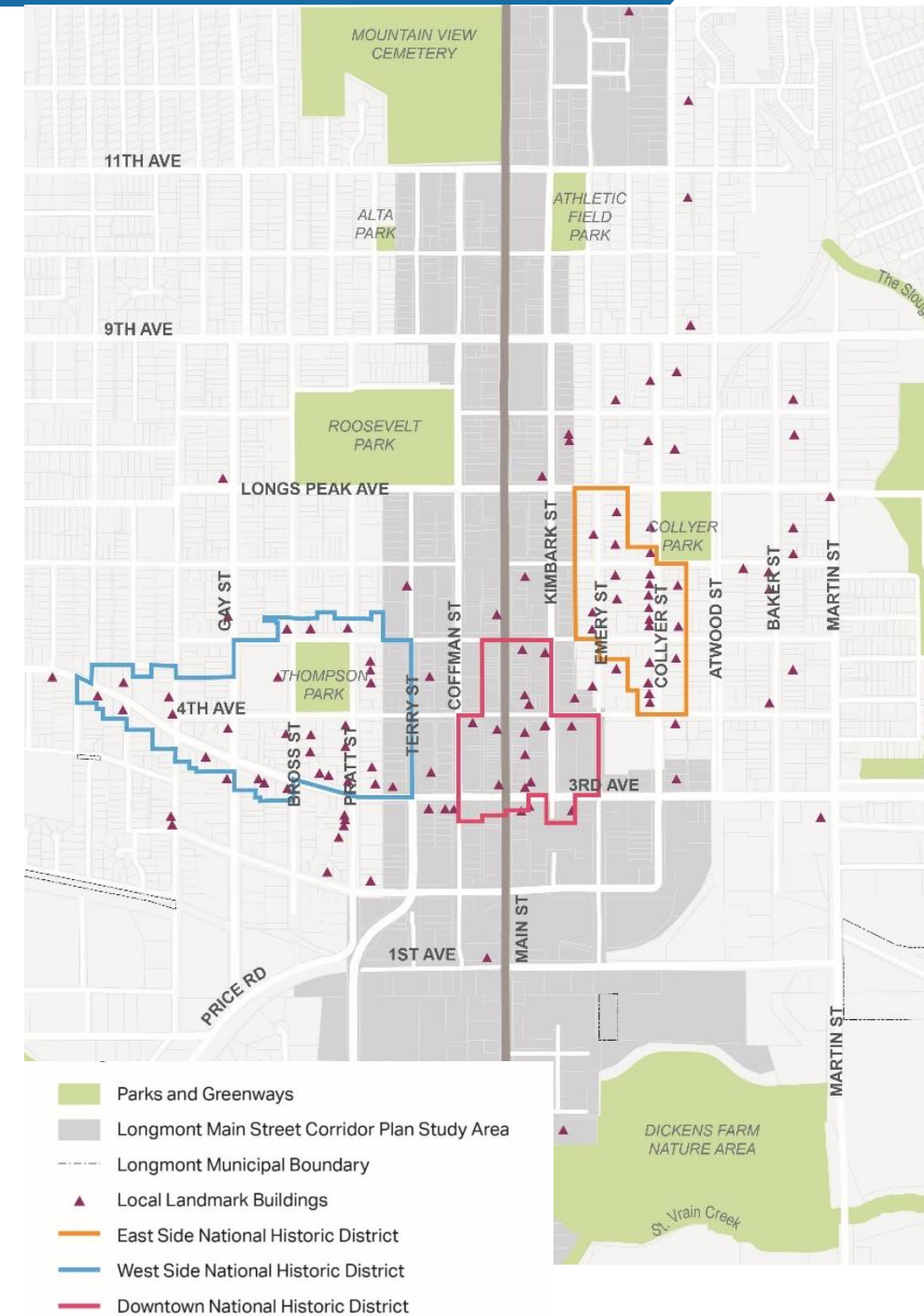
St. Stephen's Episcopal Church
470 Main

Main Street includes many buildings dating back to the early 1900's. There are three designated National Historic Districts in Longmont and numerous historic buildings. As shown on the map to the right, the three historic districts and the majority of the landmarked buildings are concentrated near Longmont's Downtown.

Local Landmark designation recognizes sites, structures, objects, and areas that are deemed significant in the history or character of Longmont. If a structure is designated as historic, no exterior building alterations are permitted unless the Historic Preservation Commission (HPC) grants a Certificate of Appropriateness.

The National Historic Districts are intended to recognize portions of the City that have special character elements that contribute to the City's heritage.

Many additional buildings (those 50 years or older) need to be evaluated for historic significance. In addition, areas adjacent to and that extend north and south of the Downtown core may have historic significance and should be evaluated in greater detail.



Demographics

Longmont is diverse. Various neighborhoods east and west of Main Street have large populations of Hispanic origin. The majority of the Census blocks with more residents of Hispanic origin are neighborhoods with a mix of single and multi-family residential development. The Midtown Area (17th Avenue to Longs Peak Avenue) has a concentration of Hispanic businesses (restaurants, services), which have a regional draw.

Aging Population: Particularly along North Main, there are a number of assisted living, retirement communities, and low-income senior housing facilities. Most facilities are located just off of, or close to Main Street, and residents likely use Main Street for daily goods and services, as well as for transportation services. An important element of this plan is to address and accommodate the needs of aging populations. Many senior residents do not drive, and therefore rely on public transportation or the ability to walk easily to destinations. This northern section of Main Street is generally less pedestrian friendly.

Total Population in Longmont (2018 est.)

96,192 people



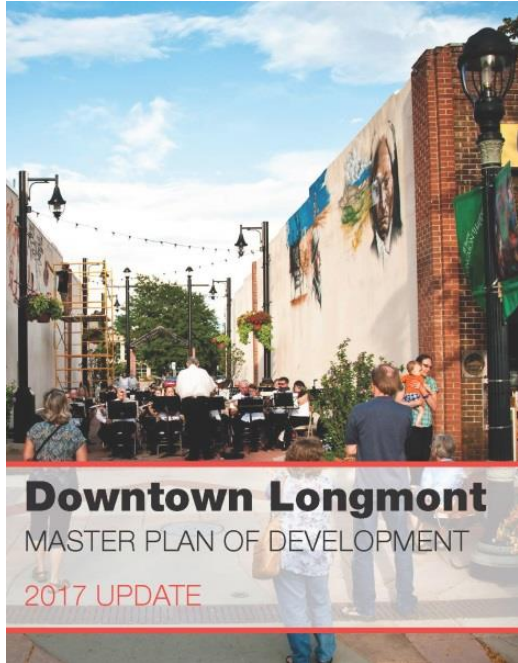
25.6%

Hispanic or Latino
(2018 est.)

Source: US Census Bureau, QuickFacts, July 1, 2018 Estimates



Building on Previous Plans



Description/Recommendations:

- Focused on 1st Avenue to Longs Peak Avenue and Martin to Terry Street.
- Plan identifies both programs and projects that can be implemented in a 3-5 year timeframe to align with market cycles. Some examples include:
 - Extend alley treatments and enhance existing plazas
 - Build an extension of Coffman Street between 1st Avenue and Boston
 - Redevelop surface parking lots and include public parking in new mixed-use development (consolidate parking).
 - Establish Downtown Design Guidelines

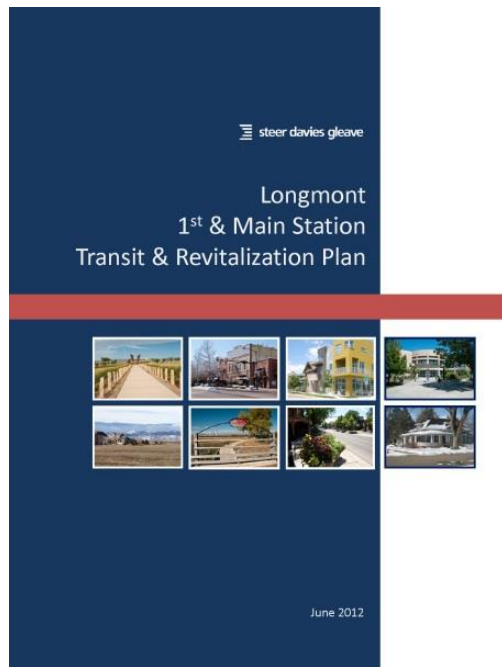


Description/Recommendations:

- Identified four focus areas that offer the greatest opportunity to accommodate future development, including Midtown/North Main
- Provides goals and policies to implement the plan's vision and guiding principles. Recommendations for Midtown/North Main Street include:
 - Revitalizing the corridor over time through redevelopment of larger sites and adaptive reuse of existing buildings
 - Horizontal and vertical mixed-use development
 - Thoughtful building height and massing transitions between the Main Street corridor and surrounding residential development
 - Additional public facilities

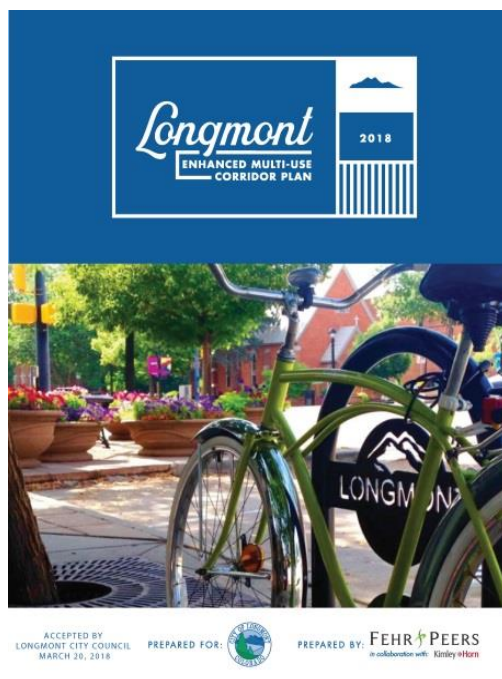


Building on Previous Plans



Description/Recommendations:

- Funds are available for land assembly and construction of a Park-n-Ride at 1st and Main in Longmont. The 1st and Main Station Transit and Revitalization Plan addresses the visioning and redevelopment surrounding the proposed station area. Plan Elements include:
 - Build a multi-modal transportation center at the southwest corner of 1st and Main
 - Extend Boston Avenue
 - Design a grade-separated crossing on Coffman across railroad tracks
 - Provide additional parking as transit demand grows
 - Develop the area to the north and west of the existing electrical substation as an 'arts district' (i.e. live-work housing, art-oriented retail)
 - Complete construction of new bridges over St. Vrain on Main Street and Pratt Parkway



Description/Recommendations:

- Enhanced Multi-Use Corridors (EMUC) strive to provide safe, comfortable, low-stress bicycle and pedestrian routes to establish a multi-modal transportation network and connect parks and key destinations in Longmont.
- The Plan strives to achieve Level of Traffic Stress (LTS) 1 or 2 for all EMUC segments. LTS 1 and 2 are highly friendly for walking and biking, or generally comfortable for walking and biking respectively)
- EMUC's that cross or are near to Main Street include: 21st Avenue, Gay Street, Mountain View Avenue, Coffman Street, Emery Street and 2nd Avenue.

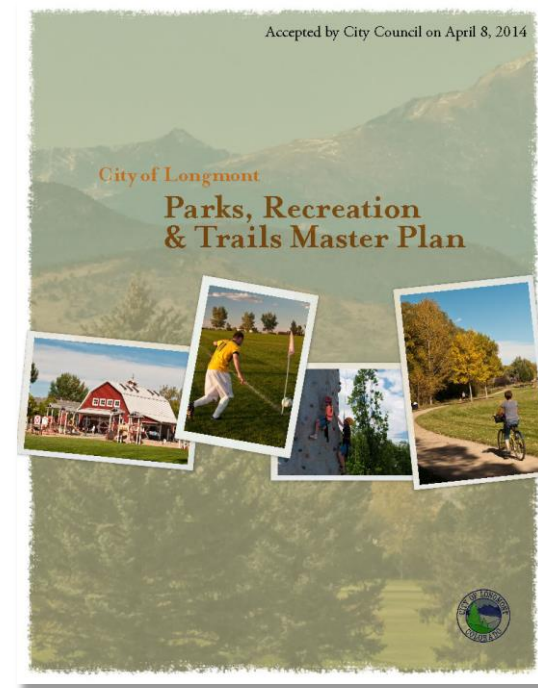


Building on Previous Plans



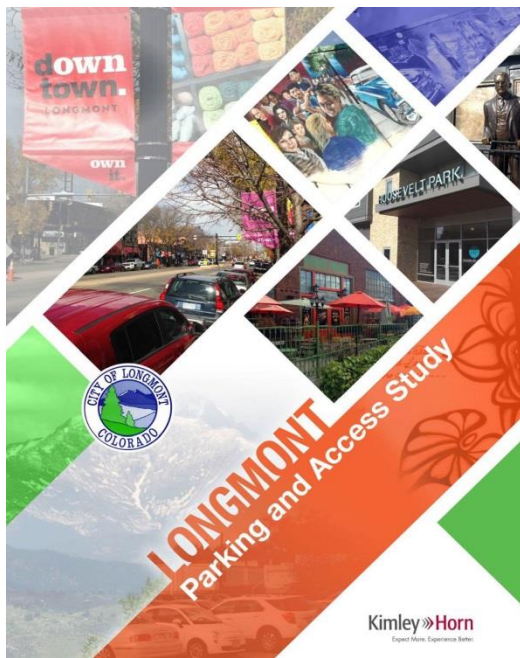
Description/Recommendations:

- The Longmont Sustainability Plan focuses recommendations on ten objectives that aim to promote economic opportunity, social equity, and environmental stewardship across Longmont. The ten areas of focus include:
 - Air Quality
 - Buildings & Infrastructure
 - Community Cohesion & Resilience
 - Economic Vitality
 - Energy
 - Food System
 - Natural Environment
 - Transportation
 - Waste
 - Water



Description/Recommendations:

- The Parks, Recreation, & Trails Master Plan is the result of a multi-year effort to establish a guiding vision and prioritized strategies for enhancing and maintaining Longmont's parks, open space and trail system.
- Primary goals included investing resources in new parks and recreation facilities, renewing existing facilities, improving access and linkages to open space amenities, and strengthening Longmont's community identity through its open space resources.



Description/Recommendations:

- As part of the Longmont Parking and Access Study, thorough data collection and analysis was conducted on existing on-street and off-street parking supply within the study area.
- By conducting this parking inventory, the study was able to assess parking occupancy and availability in the study area during various times of day and different week days.
- Using this data, the study offers parking management strategies that can be applied within the study area.



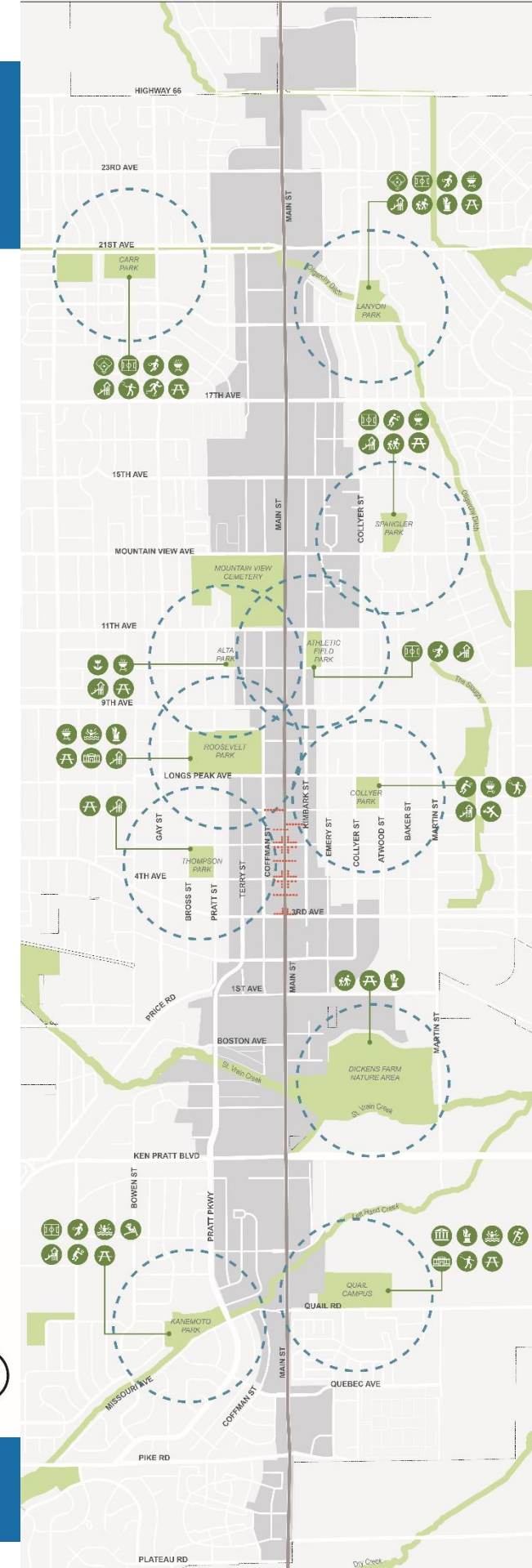
Parks and Open Space

Longmont's open spaces come in many forms, including parks, dog parks, greenways, protected open space, and trails, among others. Within Longmont's Downtown, there are plazas and multiple enhanced alleyways or breezeways that provide public space.

At the time of this report's publication, the 52-acre Dicken's Farm Nature Area just south of Downtown was under construction. The Dicken's Farm Nature Area is located just west of Main Street and just south of Boston Avenue. The St. Vrain Creek runs through the nature area and serves as the backbone of the St. Vrain Greenway trail system, which is a key linkage for bicycles and pedestrians. Upon completion, the Dicken's Farm Nature area will become a significant amenity for the City of Longmont. Despite the addition of nearly completed projects like the Dicken's Farm Nature Area, there are still portions of the Main Street corridor that lack easy access to a park or green space.

In the map at right, half-mile radii are drawn from the center of existing parks. A half-mile radius represents a ten minute walk for an average person. As evident from the map, there are multiple portions of Main and many surrounding residential areas that lack sufficient open space. This finding is consistent with analysis conducted as part of the City of Longmont Parks, Recreation, & Trails Master Plan from 2014. This plan conducted an analysis to identify gap areas where there are high population densities with lack of access to recreation and play areas. Some of the larger gap areas as identified in this plan were focused along north Main Street, near Highway 66 as well as Main Street south of Downtown.

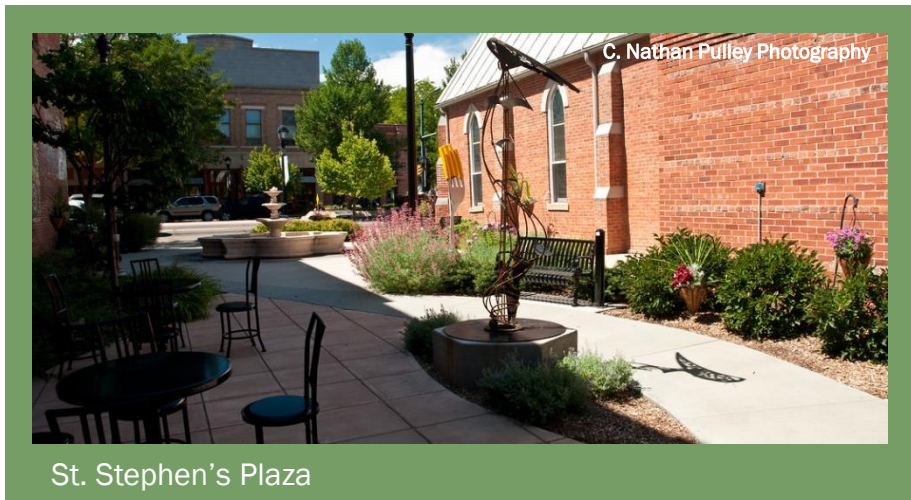
Because gap areas still exist in the parks and open space system, one objective of this plan is to evaluate opportunities to incorporate additional public and green spaces along the corridor.



Longmont Main Street Corridor Plan - Open Space Framework

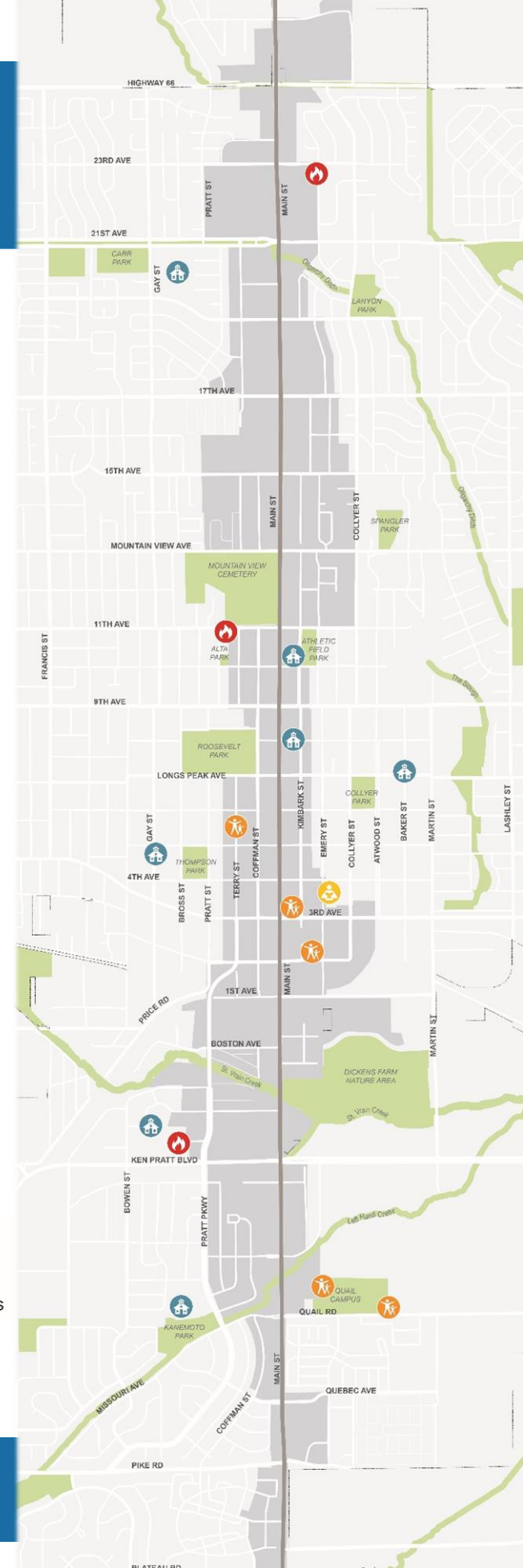
- Parks and Greenways
- Urban Open Space (enhanced alley/paseo)
- 1/2 mile walking radius
- Longmont Main Street Corridor Plan Study Area
- Longmont Municipal Boundary

- | | | |
|-----------------------|---------------------------|----------------------------|
| Ball Fields | Tennis Court | Skate Park |
| Multi-Use Ball Fields | Volleyball Court | Swimming Pool |
| Barbecue Grill or Pit | Basketball Court | Museum and Cultural Center |
| Picnic Area | Pickleball Court | Recreation Center |
| Playground | Roller Hockey Rink | Public Art |
| Trails | Outdoor Fitness Equipment | Community Garden |



Community Facilities

The map at right displays Longmont's community facilities including schools, libraries, fire stations, and other facilities such as museums, recreation centers, and other City buildings. Most of these community facilities are located within or surrounding the Downtown area. There is a concentration of these community facilities near 4th Avenue and Kimbark, which includes Longmont's Public Library, the Longmont Civic Center, and the Longmont Development Services Center. All of these facilities are just a short distance from Main Street. At the southern end of Main Street, north of Quail Road is the Quail Campus where the Longmont Museum & Cultural Center and the Longmont Recreation Center are located.



Longmont Main Street Corridor Plan - Community Facilities

- Parks and Greenways
- Longmont Main Street Corridor Plan Study Area
- Longmont Municipal Boundary
- Schools
- Community Facilities
- Fire Stations
- Libraries



All images: C. Nathan Pulley Photography

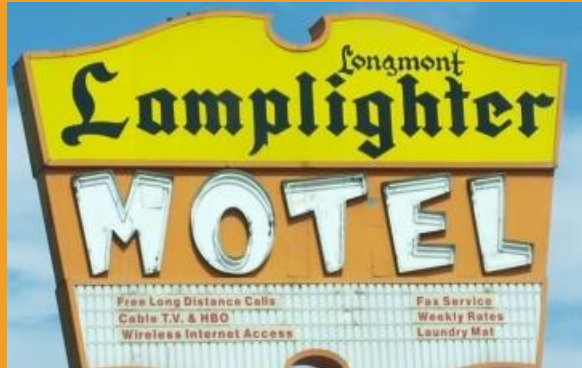


Longmont Observer

Clockwise from upper left: Longmont Rec Center, Longmont Museum, Longmont Firehouse 1, Longmont Public Library



Community Character



An important objective of this plan is to preserve and enhance the existing character elements that make Longmont a diverse and interesting community.

While it is hard to pinpoint any particular element that defines character, historical signage throughout the Main Street corridor, and particularly along North Main, are certainly contributors. The imagery at left shows a few examples of these signs.

Another significant contribution to Longmont's community character is the presence of artwork throughout the City. Many of these art elements are part of the Art in Public Places (AIPP) program described on the following slide. As part of the AIPP program, a mural program was launched in 2018. Various murals were completed, with additional mural projects slated for the coming year.

Some of the sense of community character felt throughout Downtown Longmont is achieved by the streetscaping and landscaping in this area. Large planters, abundant trees, raised medians and unique corner and paving treatments distinguish this portion of Main Street from the rest of the corridor. In the recommendations portion of this plan, streetscaping and landscaping recommendations are proposed that would aim to replicate these character-contributing elements of Downtown to other parts of Main Street.

Implementing some of these strategies described above would achieve an improved sense of community character throughout the Main Street corridor, while having the dual benefit of improving pedestrian experience, walkability, and bicycle movements.



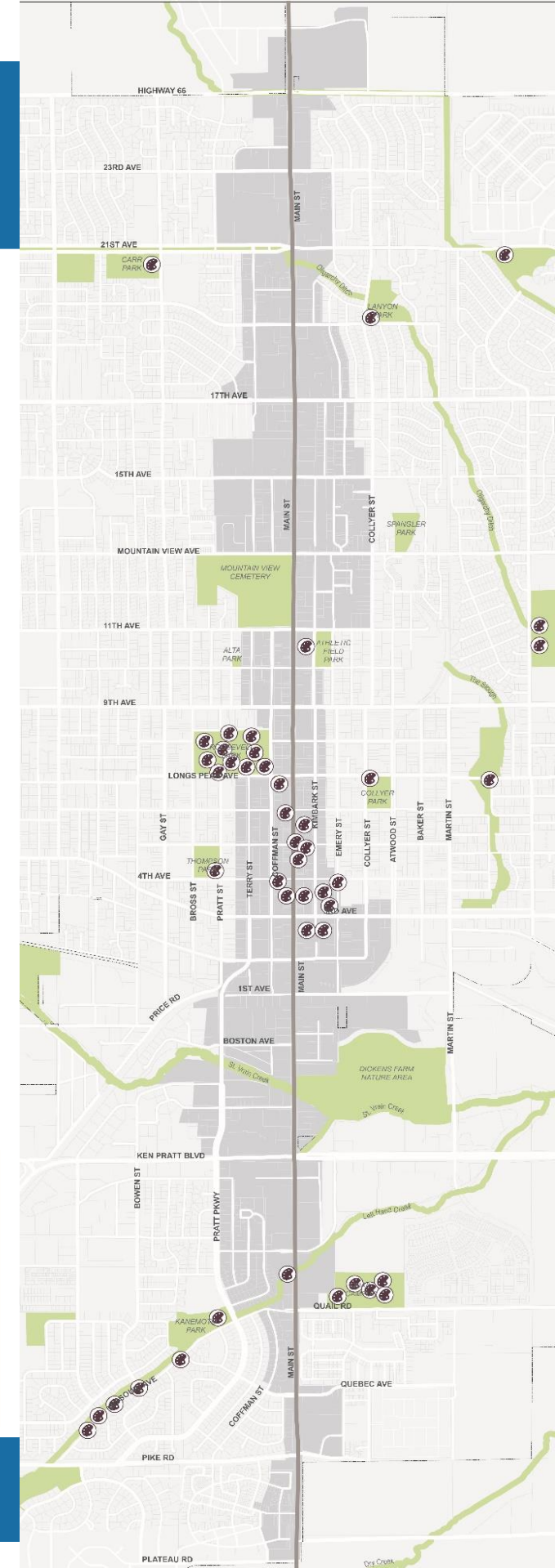
Art in Public Places (AIPP)

The location of 'Art in Public Places' (AIPP) installations are shown on the map to the right. AIPP began in 1989, funded by a 1% tax on capital improvement projects (CIP) exceeding \$50,000. Since its initiation, more than 50 art installations have been placed. Installations vary from sculpture, to murals, to photography.

There are various AIPP installations throughout the project study area, including many on or very near to Main Street. The photo on the lower left of this page shows one of multiple breezeways designed by Armando Alvarez that connect Main Street to parking lots around Downtown. The AIPP program is ever expanding. New installations are planned for across Longmont, including art work planned for the Dicken's Farm Nature Area to commemorate the 2013 flood.

In addition to the traditional AIPP installations, Longmont has various other public art projects. One of which is called 'Shock Art' which allows local artists to paint on utility and switchgear boxes. Another project AIPP project called 'Art on the Move' places works of art around Longmont, which are cycled each year.

AIPP programs like Shock Art and Art on the Move are innovative ways in which art can be introduced in neighborhoods that may lack other community facilities or permanent art installations.



Longmont Main Street Corridor Plan - Art in Public Places

- Parks and Greenways
- Longmont Main Street Corridor Plan Study Area
- Longmont Municipal Boundary
- Art in Public Places Installations (AIPP)

