

Planning for the redevelopment of commercial corridors requires an understanding of the built environment and the people within it. The analysis which follows includes an overview of economic and demographic characteristics which will influence the type of development that occurs in the market and specifically within the *Midtown Study Area*. The *Midtown Study Area* generally comprises properties located between Longs Peak Avenue and 17th Avenue and Kimbark Street and Terry Street (herein referred to as the Study Area). Indicators provided are for the City of Longmont (the City) and larger influence area. Since the City represents a sub-market within both Southwest Weld and Boulder Counties, and as such will likely complete with projects from a broader influence (trade) area, indicators and conditions for all three geographic areas were analyzed. A map of the region is presented in Figure 1.

Project Context

Longmont is located in northern Colorado, along the Front Range of the Rocky Mountains. The City is approximately 16 miles northwest of Boulder and 37 miles north of downtown Denver. Main Street, or U.S. Highway 287, is one of the City’s principal arterials connecting Longmont to communities north and south along the Front Range.

The Study Area portion of the Main Street corridor, between Longs Peak Avenue and 17th Avenue, is generally located in the central portion of the City, north of the Central Business District (CBD). This Study Area includes 205 properties comprising approximately 84 acres, primarily zoned commercial with a minor number of residential medium density designations. Including rights-of-way, the Study Area totals approximately 120 acres.

The Study Area portion of Main Street can best be described as a mature transportation corridor, with limited new investment, fragmented ownership and distinct concentrations of commercial and service areas. The role of the corridor as a commuter access route will have a significant impact on any future re-

