Agenda

• Downtown Matters overview – 20 minutes
• Questions about the process – 10 minutes
• Facilitated discussion – 30 minutes
  • Strengths and weaknesses of downtown
  • Improvements and priorities
• Report from groups and next steps – 15 minutes
• Steering Committee sign-up
Consultant Team

- Dig Studio
- Progressive Urban Management Associates
- Portell Works
City Planning

• 2007 Downtown and Medical District Small Area Plan
• 2013 Englewood Light Rail Corridor Plan
• 2015 Light Rail Corridor Next Steps Study
• 2015 Englewood Walk & Wheel Master Plan
• 2015 Working Paper on Neighborhood Commercial Strategies
• 2016 Urban Land Institute Technical Advisory Panel Report
• 2016 Englewood Forward Comprehensive Plan
• 2018 Urban Land Institute Healthy Corridors Study
City Planning—Common Themes

• Maintain local identity
• Focus redevelopment in Central Business District
• Enhance City’s economic sustainability
• Promote a healthy lifestyle
• Make CBD more inviting, attractive
• Improve connections & synergy
• Create a Downtown Development Authority
Why Now?

- CityCenter property transfers/redev
- Hospital expansions
- South Broadway development
- Opportunity zone
- Fiscal health
- Market opportunity
Why Now?

“Englewood has the opportunity now to evolve in an intentional way that maintains its unique community character and creates value for existing businesses and residents. Or, it can opt to do nothing and let development occur in an uncoordinated, market-based manner.”

Source: City of Englewood Downtown Development Authority Analysis, November 2018
Study Area
What is a Downtown Development Authority?

- Quasi-public steward for downtown areas
- Downtown vitality and attractiveness
- District stakeholders vote on DDA creation & funding
- District stakeholders serve on board
- Funding: mil levy, tax increment financing (TIF)
- Downtown Plan of Development
What Other Communities Have DDA’s?

- Castle Rock
- Greeley
- Colorado Springs
- Grand Junction
- Crested Butte
- Longmont
- Fort Collins
- Loveland
- Golden
- Montrose
- And more…
What Does a DDA Do?

Implement a **Downtown Plan of Development**, created w/stakeholders

- Build on past plans to solidify a Downtown vision and game plan
- Includes CityCenter, Broadway corridor and Medical District
- Public process over next several months to create Plan
- Plan will offer a menu of improvements to guide downtown for the next 10+ years
- Plan will NOT be regulatory or affect zoning
What Does a DDA Do?

Implement a Downtown Plan of Development, created w/stakeholders – typical DDA activities

- Sustainable champion for downtown
- Economic development/business support
- Marketing & events
- Place enhancements (art, plazas, beautification)
- Public improvements (streetscape, infrastructure)
- Mobility (parking management, shuttle, TMA)
- Maintenance & safety
Steering Committee: What is It?

A small group of representative stakeholders who engage in the planning process at a level of detail that is not possible with the general public or larger groups.

4-5 stakeholders from each part of Downtown (property/biz owners)
Steering Committee: What Does it Do?

- Represent a diverse set of community interests
- Advise on & be a champion of the planning process
- Feedback to help refine plan content and ideas
- Help communicate information to other groups
- Be a constructive participant and committed to building consensus
# Downtown Matters Schedule

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL - NOV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECT COMMUNICATIONS</strong></td>
<td><strong>WEBSITE, EMAIL UPDATES, SOCIAL MEDIA, MAGAZINE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STEERING COMMITTEE MEETINGS</strong></td>
<td>#1</td>
<td>#2</td>
<td>#3</td>
<td>#4</td>
<td>#5</td>
<td></td>
</tr>
<tr>
<td><strong>CITY COUNCIL STUDY SESSIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>#3</td>
</tr>
<tr>
<td><strong>COMMUNITY OUTREACH</strong></td>
<td></td>
<td>DOWNTOWN TRENDS PRESENTATION</td>
<td></td>
<td>COMMUNITY WORKSHOP</td>
<td>SMALL SCALE DEVELOPMENT FORUM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ONLINE SURVEY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DOWNTOWN PLAN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>REFINE MARKET ASSESSMENT</td>
<td>DOWNTOWN PLAN OUTLINE</td>
<td>DOWNTOWN PLAN FINALIZATION</td>
<td>LEGAL PROCESS TO FORM DDA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Communications & Engagement

- Website
- Email updates
- Social media
- Magazine
- Direct mail
- Community e-survey
- Events
  - 2/27 Downtown Trends
  - Spring Community Workshop
  - 5/13 Small Scale Development Forum
www.EnglewoodCo.gov/DowntownMatters

info@EnglewoodDowntownMatters.com
Global Trends for Downtowns

• February 27, 2020
• 7:30 a.m. – 9:00 a.m.
• Hosted by Greater Englewood Chamber of Commerce
• Location: Thought Co-Op, 1000 Englewood Parkway
A Word from the City Manager
Your Turn!

Breakout group discussion:
- Strengths and weaknesses of downtown
- Improvements and priorities