



Downtown Strat

Implementation Status

Adopted Date: Feb 17, 2004

Updated Status: Proposed Update in 2013

#	Action Item	Status	Timeline 1-3 Years: Short 4-9 Years: Mid 10+ Years: Long
Recommendations For Retail/Entertainment Core			
Market/Economic Development			
1	Increase the availability of existing parking for commerce by promoting higher vehicle turnover of on-street parking to enhance and sustain commercial vitality.	Completed	Mid Term
2	Encourage long-term parkers, customers, and employees to better utilize existing Downtown parking structures.	Completed	Mid Term
3	Encourage active ground level uses, including fine dining, entertainment, and cultural activities, which provide a unique destination for employees, students and visitors.	On-Going	NA
4	Create a unified voice and elevate the influence of Downtown property and business owners through a formal, strengthened DDA/DBA Alliance.	On-Going	NA
5	Introduce a business recruitment and retention strategy.	On-Going	NA
6	Create a business improvement district (BID) to finance enhanced maintenance, security, marketing and business development.		Short Term

7	Support the creation of an appropriately staffed Downtown police precinct.	Completed	Mid Term
#	Action Item	Status	Timeline 1-3 Years: Short 4-9 Years: Mid 10+ Years: Long
Land Use/Urban Design			
8	Develop a wayfinding plan to and within Downtown.	Completed	Mid Term
Parking/Transportation			
9	Create a comprehensive parking management plan for the Downtown core.	Completed	Mid Term
Recommendations For Mason/Howes/College Infill Area			
Market/Economic Development			
10	The west side infill/transition area presents the best opportunity to support the core with redevelopment in the short term, and should be the primary focus of attention and effort to support redevelopment.	Completed	Short Term
11	Relative to the west side, the river corridor area presents a different, additional set of opportunities for supportive redevelopment, which the City and DDA should remain equally prepared to pursue or support if an initiative arises.	On-Going	N/A
12	Implement an active economic development program to foster redevelopment that supports the commercial health of the retail/entertainment core by bringing more people and investment to the Downtown market. Primary prospects for beneficial redevelopment include culture, hospitality, employment, and housing.	Completed	Short Term
13	The Mason Street area should be the location of significant new development to take advantage of long-term transit opportunities.	On-Going	N/A

14	Support the development of a new performing arts/community center in the Mason Street area.	On-Going	Long Term
15	Improve the environment for attracting investment.	On-Going	Long Term
#	Action Item	Status	Timeline 1-3 Years: Short 4-9 Years: Mid 10+ Years: Long
Land Use/Urban Design			
16	Continue to allow taller buildings (more than 3 stories), to support the market recommendations for redevelopment in the Infill/Transition area, and to reinforce Downtown as the primary focal point of the city from a community appearance and design standpoint.	Completed	Short Term
17	Acknowledge taller buildings affect various interests differently, with both positive and negative effects; and set standards for scale and careful design so negative effects are considered and mitigated (e.g., changes to historic character, quality of life in nearby neighborhoods, sunshine patterns in adjacent spaces, views, and large existing trees).	Completed	Short Term
18	Continue to allow for modifications to standards within the framework of development review, if justified by creative, responsive design that meets the general parameters in a different way.	Completed	Short Term
19	Emphasize and orient redevelopment to east-west streets between the core and the West Side Neighborhood.	Completed	Short Term
Parking/Transportation			
20	Develop, manage and operate parking as essential civic infrastructure, and over time create a "Park Once" environment to sustain low overall parking ratios.	On-Going	Mid Term
21	Enhance the responsiveness of the City's parking department to effectively deal with the rapidly changing parking environment Downtown.	Completed	Short Term

22	Manage future traffic circulation and minimize traffic delays Downtown.	On-Going	Mid Term
23	Support the location and development of a future commuter rail station in Downtown Fort Collins.	Planned	Indefinite
#	Action Item	Status	Timeline 1-3 Years: Short 4-9 Years: Mid 10+ Years: Long
Parking/Transportation (continued)			
24	Make bicycle circulation an integral element of the Downtown transportation network.	On-Going	N/A
25	Enhance the pedestrian environment Downtown.	On-Going	N/A
26	Increase transit connections between the Downtown Transit Center and the Colorado State University Transit Center.	Completed	Mid Term
Recommendations For The Infill-Transition Area			
Market/Economic Development			
27	Establish ongoing communications links to inform residents and commercial business interests of issues and activities of mutual concern and to create shared vision for Downtown development.	On-Going	N/A
Land Use/Urban Development			
28	Locate and shape larger and taller buildings in the west side infill/transition area by generally stepping down in height and scale adjacent to existing residential neighborhoods and the historic core.	On-Going	N/A

Logic Plan

on Status

Review Date: 8/12/2010

Comments
City to Coordinate with DBA
Existing General Improvement District Still in Use

Comments
Implementation On-Going
Downtown Development Authority
Coordinate with New/Re-development Projects

[illegible]

[illegible]