

# Future Investment in Downtown



## How can future downtown development help achieve the community’s vision?

As downtown continues to grow, development activity will likely remain high. To ensure that new development helps achieve community goals, we need your help prioritizing those goals to determine where resources (staff time, incentives, changes to processes, etc.) should be focused.

## Community Goals

Throughout the Downtown Plan process, we have asked people to tell us what they’d like to see in the downtown area. Below is a list of the community goals people have mentioned most frequently:

**Affordable housing** – developments that offer lower rents to help lower-income residents continue to live in the downtown area and help achieve the goals of the Affordable Housing Strategic Plan.

**Sustainable design/green buildings** – buildings that are energy-efficient, incorporate renewable energy production (solar, wind, etc.), and help achieve Climate Action Plan goals.

**Use of high-quality materials** – buildings that use brick, masonry, and other high-quality materials to be more compatible with downtown’s historic character

**Affordable commercial space** – developments that offer lower commercial rents to help small businesses locate and stay downtown.

**Space for primary employers** – developments that offer high-quality office space to companies that generate most of their revenue from outside Fort Collins.

**Space for creatives/artists** – buildings that include studio, co-working, live-work, or gallery space for creative entrepreneurs and startups.

**Mixed-use buildings** – buildings that incorporate retail or commercial space on the ground floor with housing on upper floors.

**Buildings with on-site structured parking** – developments that include parking within the footprint of the building, either underground or on the ground floor(s) to serve the needs of the development and possibly the public.

**Other** – this list is not exhaustive. Are there other community goals missing?

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## Tradeoffs

Downtown developments can’t address every community goal, and some community desires can add additional costs to a development project. Consider these questions as you discuss tradeoffs:

Which community goals for downtown development could be in conflict with each other?  
How could those conflicts be resolved?

What might downtown Fort Collins look like if certain community desires were prioritized over others?

# Areas of Stability and Change

