



CENTRAL BUSINESS DISTRICT

The central business district has continued to maintain its role as the core of the City's financial, professional, governmental, service, cultural, social, entertainment, and specialty retail activity. The downtown's variety of activities also includes commercial development and high density residential uses. With the efforts of several organizations, the downtown continues to be a viable, multiuse center with many unique facilities and activities that attract residents and visitors.

Streetscape improvements, mid-block breezeway connections to parking lots, and various incentive programs for redevelopment have enhanced the appearance of the downtown and encouraged reinvestment. Redevelopment of existing buildings downtown further illustrate the investment taking place in the downtown and the continued expansion and reassertion of the downtown as a place for unique facilities and activities. New commercial buildings, such as the Roosevelt Place and Liberty Savings buildings, are additional examples of recent private-sector investment downtown.

The importance of maintaining Longmont's traditional core area as a vibrant, multiuse district requires the continued revitalization of the Central Business District. The following section identifies the policies and strategies that coincide with and are designed to accomplish this goal. A partnership among the various interested parties is necessary to attain this goal and to implement the policies and the strategies.

The Longmont Downtown Development Authority has its own master plan that more specifically defines the role of the downtown, establishes the expectations and vision for the future, and sets forth the implementation strategies for land use, parking, traffic circulation, urban design and historic preservation, and transition areas.



Central Business District Goals, Policies, and Strategies

GOAL CB-1: Revitalize the central business district.

POLICY CB-1.1: Enhance the downtown’s appearance and vitality.

Strategy CB-1.1(a): Continue to encourage historic preservation in the downtown by using financial and other incentives for rehabilitating and restoring historic landmarks.

Strategy CB-1.1(b): Encourage appropriate design techniques for revitalizing existing structures and for new construction.

Strategy CB-1.1(c): Continue to conduct street festivals, parades, and other special events promoting the downtown’s unique environment.

Strategy CB-1.1(d): Encourage governments to remain and locate in downtown.

POLICY CB-1.2: Create an environment that provides a unique, pedestrian-friendly district.

Strategy CB-1.2(a): Prepare a transportation plan for the central business district that identifies ways to enhance the downtown as a pedestrian-friendly area and meets the mobility and transportation needs of the district and community.

POLICY CB-1.3: Enhance the quality of business opportunities, and reduce the vacancy rates in the central business district.

Strategy CB-1.3(a): Cooperate with various groups interested in the central business district to provide assistance to existing businesses and in recruiting new businesses to downtown through programs such as the Façade Improvement Program that provides loans and grants

Strategy CB-1.3(b): Review impacts on the central business district when considering transportation projects and land uses outside the central business district.

POLICY CB-1.4: Encourage compatibility between the central business district and the surrounding residential neighborhoods.

Strategy CB-1.4(a): Develop and implement buffering between the surrounding residential neighborhoods and activities within the central business district that will also protect the viability of both areas.



Central Business District Indicators

Policy Rationale: The central business district serves as the City's core for financial, professional, governmental, cultural, and entertainment activity. Maintaining the strength of the central business district requires continued revitalization efforts.

Benchmark Standard: None at this time

Indicators: A. Percent annual change in central business district retail sales

Methods, Sources: A. City of Longmont Finance Department