



Downtown Area Master Plan and Design Guidelines

P.U.M.A. | Gould Evans
City Council Update | November 2, 2015

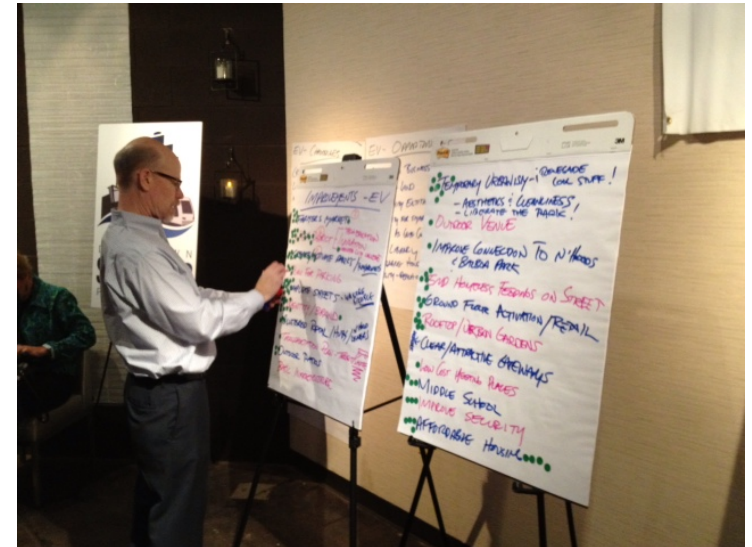
Progressive Urban Management Associates

- Denver-based real estate economics and planning firm
- 22 years, 35 states, 150+ cities
- **Brad** has 30 years of experience in downtown and community development
- **J.J.**, project manager, brings 20 years as an urban designer and transportation planner
- **Erica** adds 15 years in land use planning, redevelopment & market analysis



P.U.M.A Role | Lead Consultant

- Seasoned experts
- Educators and downtown redevelopment resource
- Evaluate local economic conditions and trends
- Manage an inclusive community outreach process
- Craft a public/private approach to implementation
- Organizers and time managers
- "Urban Therapists"
- Motivators



Gould Evans

- Kansas City-based Design Firm
- Multidisciplinary staff, Public Sector Experience
- 25+ Years Urban Design Studio
- **Graham** – 17 years of experience in policy and urban design
- **Chris** – 19 years of experience in urban design and regulations
- **Robert** – 19 years of experience as a landscape architect



Gould Evans Role

- Primary creative influence
- Plan Framework, including urban design and connectivity issues
- Design Guidelines
- Land Use Regulations
- Community Engagement Support



Market-Based Planning Approach

- Understanding of trends shaping downtowns
- + Local market understanding
- + Community aspirations
- = Market-Based Vision with tactics to capitalize on next investment cycle

Drives solutions for design, parking, transportation, land use regulations, etc.

TOP GLOBAL TRENDS Affecting Downtowns & How to Respond at Home 2014

As the American economy pivots into the post-recession growth cycle, the 2014 edition of P.U.M.A.'s **Global Trends Report** prepares downtown management organizations, business leaders and local decision makers with an informed perspective on converging trends in demographics, lifestyles and global competition that will shape our cities for years to come.

Beginning in 2006, Progressive Urban Management Associates (P.U.M.A.) conducted ground-breaking research to identify the top global trends impacting American cities. The original "Top Ten Global Trends Affecting Downtowns" was prepared for the Downtown Denver Plan to forecast our hometown's growth and development patterns for the next 20 years. From the findings, we also developed practical recommendations for all American downtowns to anticipate and benefit from change. The P.U.M.A. **Global Trends Report** has subsequently been utilized in many cities to support a variety of downtown planning, marketing and economic development initiatives.

In 2011, the first update to P.U.M.A.'s **Global Trends Report** was undertaken to respond to the impact of economic recession and ongoing changes in demographics, lifestyles and global competition. The 2011 edition reshuffled half of the trends and provided convincing evidence that downtowns and urban areas will continue to benefit from them.

Now, in 2014, P.U.M.A. teams with the University of Colorado Denver College of Architecture and Planning to prepare the second update of P.U.M.A.'s **Global Trends Report**. Research was provided by 22 graduate students from the fall 2013 economic development systems class taught by P.U.M.A.'s Brad Segal and Anna Jones. More than 250 independent sources were utilized, reflecting the latest data and the world's most sophisticated thinkers and urban philosophers. Class research was verified, supplemented and edited by P.U.M.A.'s Rena Leddy and Erin Laetz, and the report was finalized by Brad Segal.

	2006	2011	2014
DEMOGRAPHICS	Changing American Demographics Immigration Trends Change with the "Creative Class"	Changing American Demographics Education, Talent & Jobs Emergence of Young Professional Women	Changing American Demographics Education, Talent & Jobs Bibance of Women
LIFESTYLES	To-Be Cognition & Value of Time Needs in Health Care/Welfare/Recreation Growth of Exercise America's Growing Debt Burden	Changing Consumer Behaviors Shift in Expenditure & Mobility Health, Wellness & Work/Life The Age of Austerity	Changing Consumer Behaviors Shift in Expenditure & Mobility Health & Wellness Rise of Segmentation
GLOBAL COMPETITION	Emergence of China, India, etc. Continued Advances in Technology Consumerism, Sustainability Climate Change	The Emergence of a Planetary Middle Class Continued Advances in Technology Sustainability Measurement	Shift in Global Wealth Continued Advances in Technology Social Equity - The Reformed Pillar of Sustainability

PROGRESSIVE URBAN MANAGEMENT ASSOCIATES

Implementation Focused

- Our processes are designed to mobilize community champions to lead implementation
- Firm specialties in organization and finance
- P.U.M.A. has created/renewed more than 65 BIDs collectively generating more than \$80M annually
- Capital projects, realigned city budgets, incentive packages, etc.
- Quick wins to long term change



Project Scope and Schedule



Process and Schedule

- Sept/Oct Site and Market Recon *COMPLETED*
- October 21-23 Market recon/interviews *COMPLETED*
- November 2-4 Working Group Meetings *THIS TRIP*
- January 12-14 Community Open Houses
- February 23-25 Design Charrette and Synthesis
- April 5-7 Draft Plan Review
- May/June Elected officials, public open house

Initial Observations

- Strong existing assets (street network, walkable scale, core streetscape, Main St. Square, historic building stock, University...)
- Connectivity to the University is critical
- Connectivity to the surrounding neighborhoods and greenway needs improvement
- People's perception of 'Downtown' is quite small – 6-9 blocks – need to 'grow downtown'
- Past culture is resistant to change
- Zoning needs to be more flexible for mixed use development
- Market trends suggest opportunity for housing

Potential Improvements

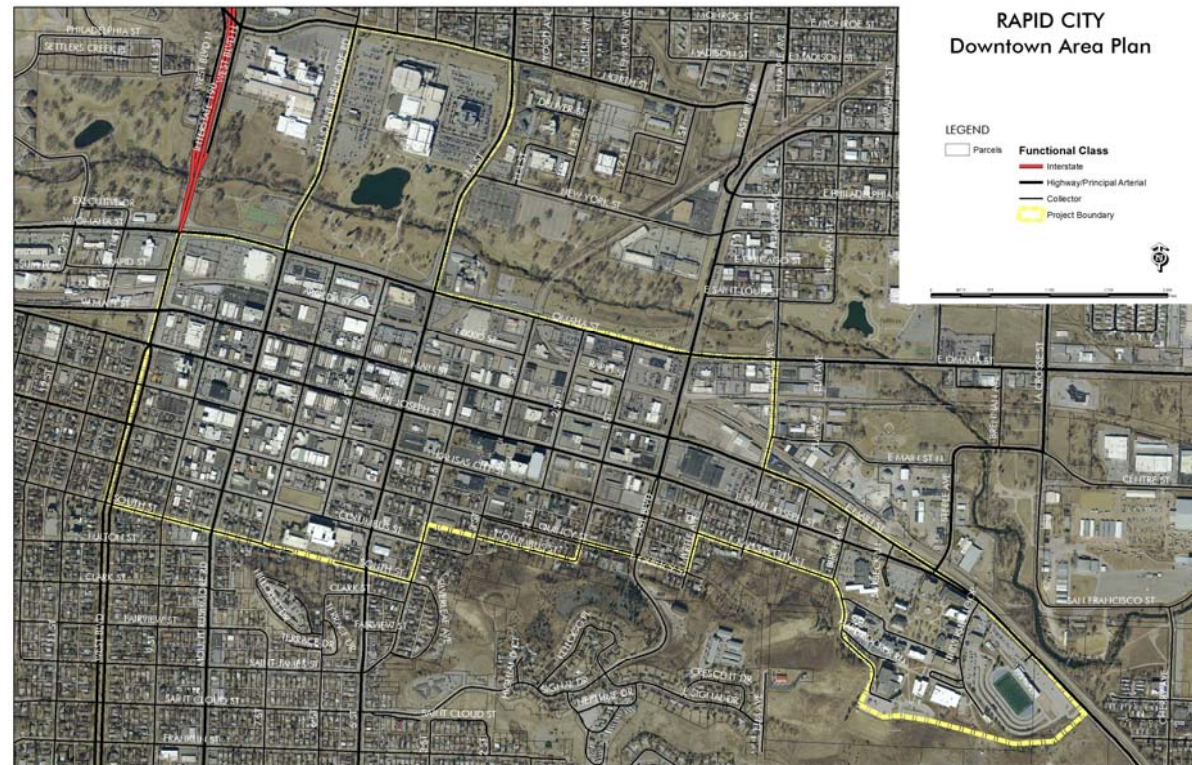
- Improve additional historic buildings
- Wayfinding, pedestrian lighting and streetscape outside of the core
- Need for quality housing
- Services and amenities for downtown residents
- Multiple transportation options between university and downtown core
- Continue to improve bicycle connections (bike lanes, sharrows, cycle track...)
- Connections to trails and open space
- Activating downtown east of 5th Street

Council Expectations?

What would you like the plan to accomplish?

How would you like to be involved in the process?

General questions and discussion.



Downtown Area Master Plan and Design Guidelines

