



**Imagine Downtown Plan
Tactical Update
September 21, 2015
City Council**



Goals of the Tactical Plan Update

- Further the vision of Imagine Downtown Master Plan, updating with specific tactics and the addition of chapters on public spaces and access/mobility.
- Identify priority projects and conceptual designs.
- Develop market-based actions and tools to implement the vision of Imagine Downtown.
- Integrate the findings set by numerous new community plans and create tactics for implementation.
- Produce a user-friendly and visually attractive plan that highlights compelling investment opportunities in Downtown Colorado Springs.



TAC/ATT WORK SESSION
9/15/16

VISION...

- ▶ NOT RESTRICT, WE ARE
- ▶ SHOULD BE MORE VISUAL, PRIORITIZED *IT'S COOL UP!!*
- ▶ INCORPORATE CEBBAN
- ▶ SYMBOL, EPICENTER, ECONOMIC ENGINE *CREATE!*
- ▶ BEAUTIFUL INNOVATIVE *CREATE!*
- ▶ WELCOME WELCOMING *CREATE!*
- ▶ VALUED
- ▶ "THE PLACE TO BE!" *INTERCONNECTED*
- ▶ ANCHOR HUBS BUT NOT SYMBOL OF REGION *CONNECTED*
- ▶ OPPORTUNISTIC ENTREPRENEURIAL...

MARKET

- ▶ LACK OF INDUSTRIAL RE-PURPOSING SPACE DOWNTOWN → TARGET OPPORTUNITIES, MARKET IS THERE
- ▶ INVEST IN PUBLIC POLICY TO SUPPORT PRIVATE INVESTMENT CAPITALIZE *THE LEVERAGE!*

LAND USE FRAMEWORK BY DISTRICTS

- ▶ SHOULD GATEWAYS STRADDLE DISTRICTS? *AND BE FLEXIBLE! KNOW ORGANIC DEVELOPMENT OF DISTRICTS*
- ▶ ADDRESS TRANSPORTATION HOUSING
- ▶ WHAT IS THE FUTURE OF CHURCHES IN DOWNTOWN?

MAP: A map of the downtown study area with various annotations. Key locations include Market House, Marion House, and the Market. Green arrows indicate movement or flow, and purple arrows point to specific areas. A legend in the bottom right corner identifies symbols for Downtown Area, Rail Tracks, Streets, Parks, and Buildings.

Imagine Downtown Master Plan Tactical Update

Market
Assessment

Land Use
Framework
& Districts

Parks &
Trails

Transportation,
Mobility
&
Parking

Key Market Opportunities

Retail

Office

Residential

Industrial

Hospitality

Key Market Opportunities

Public Realm

- **Workers and residents desire more mobility options**
- **Of 23,000 Downtown employees, 67% live less than 10 miles from work (indicating a viable opportunity for increased bike commuting)**
- **Downtown safety (real and perceived) is a concern. Increased density and active programming can make a significant difference.**
- **Better physical connections could improve market potential for a range of sites including the Olympic Museum, Antlers Park area, Catalyst Campus.**

Imagine Downtown Master Plan Tactical Update

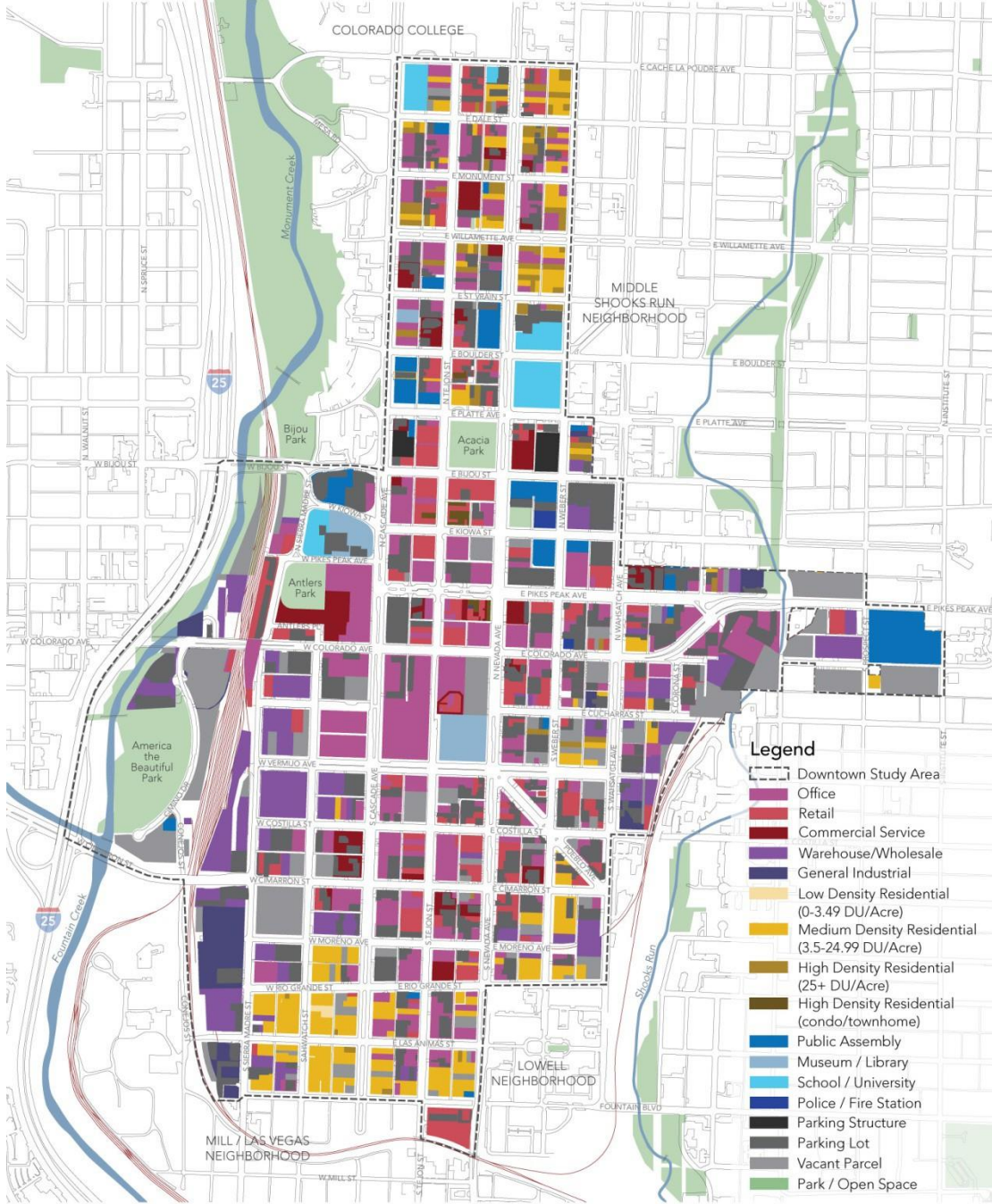
Market
Assessment

Land Use
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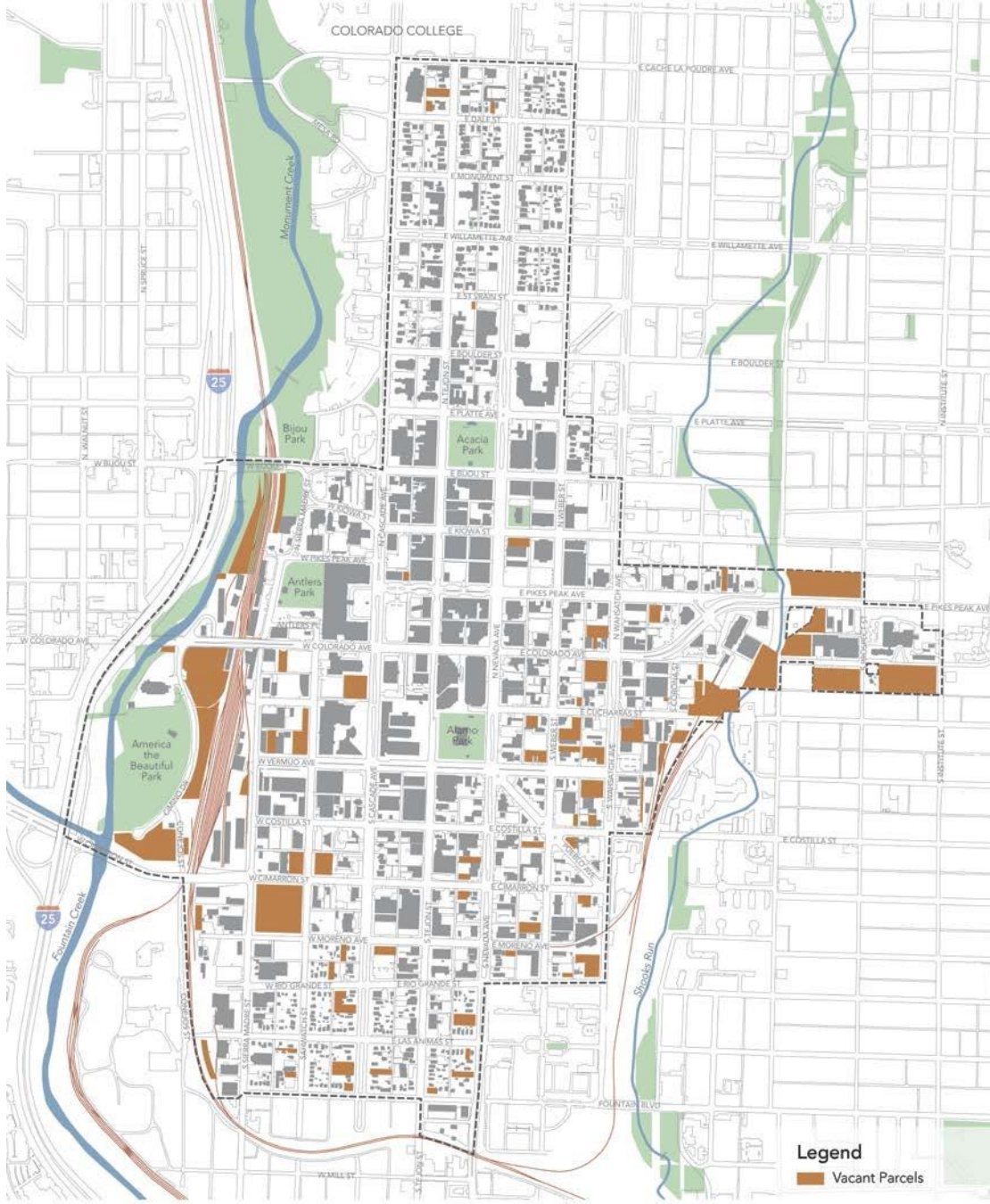
Parks &
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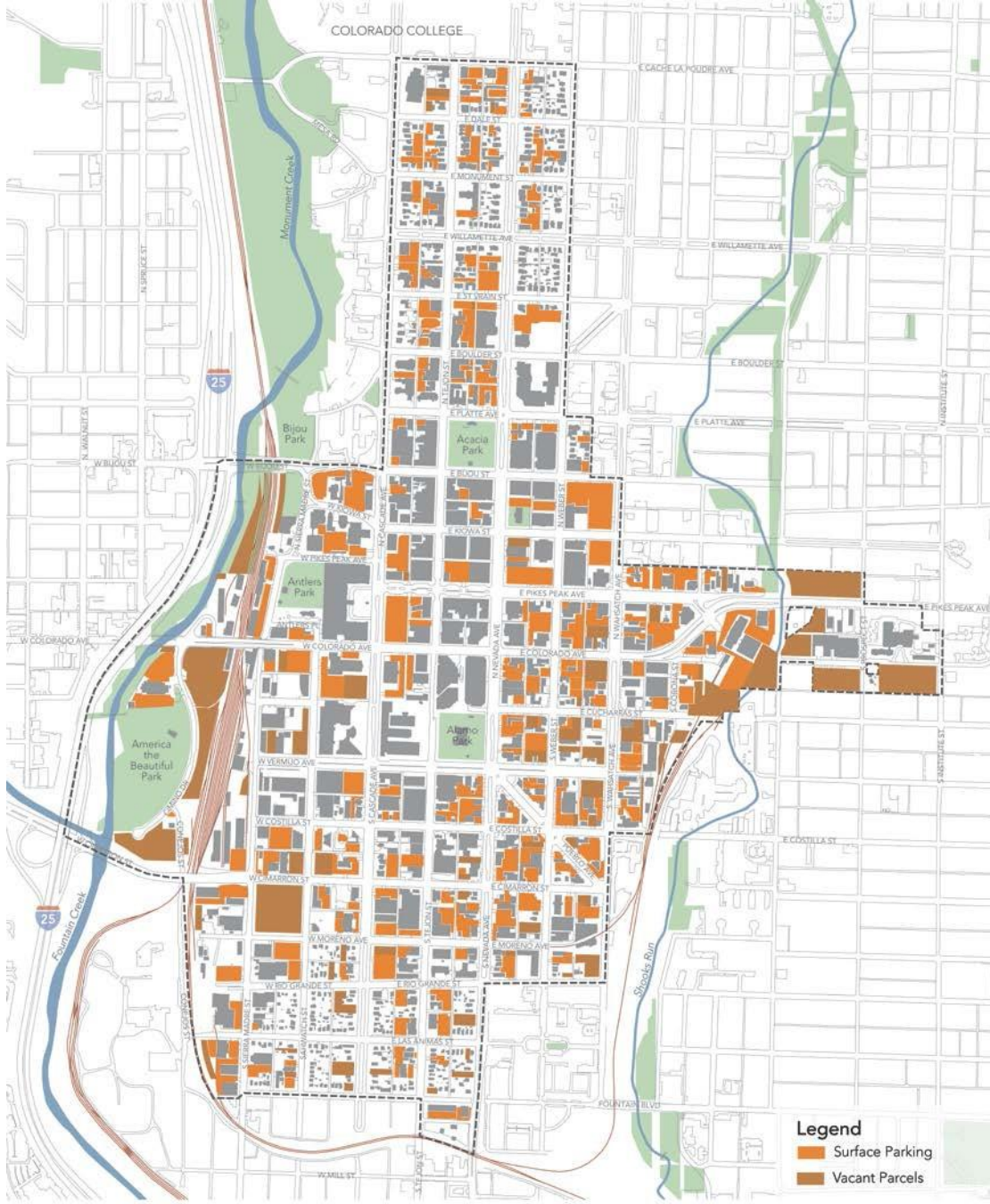
Land Use



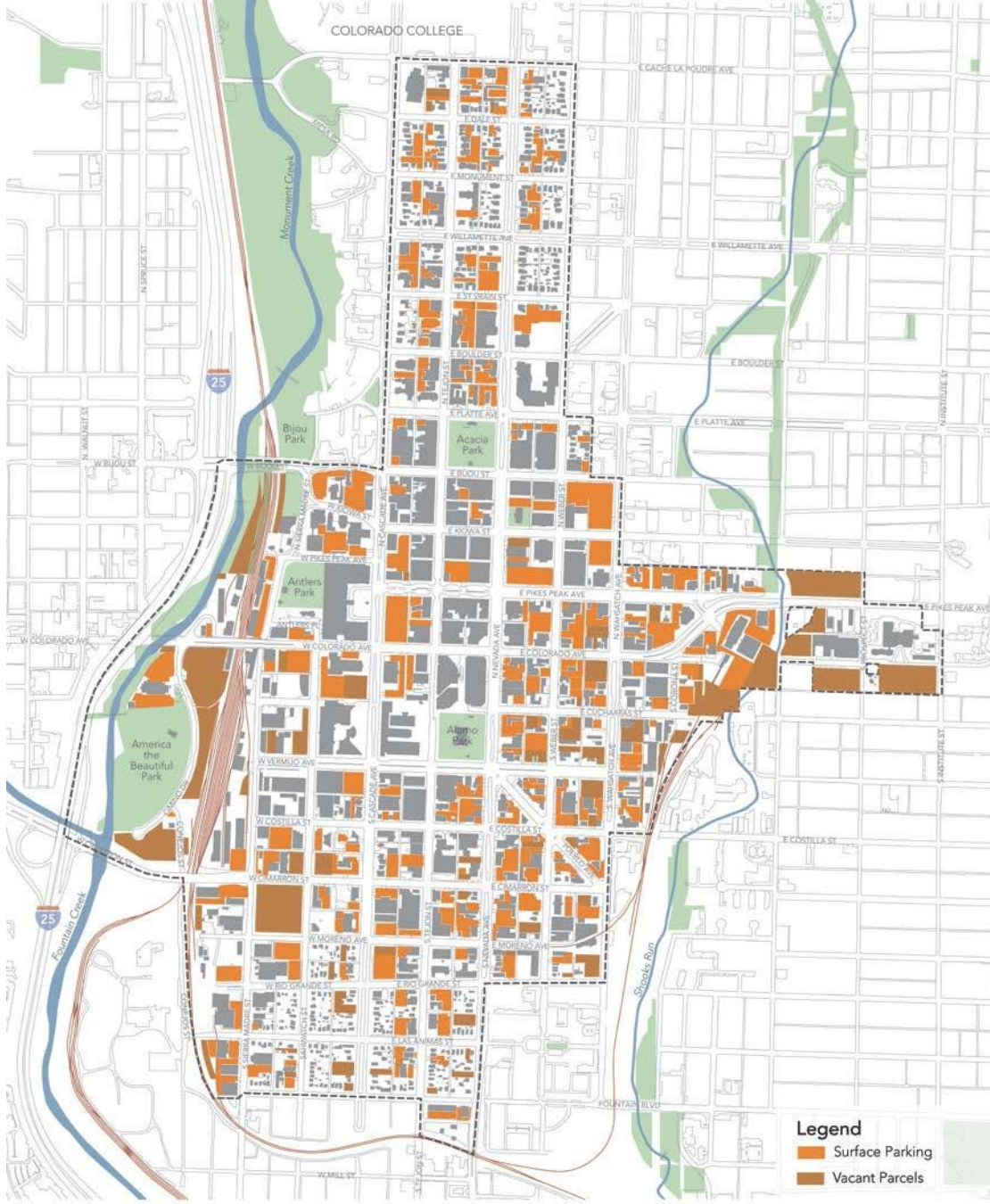
Vacant Parcels



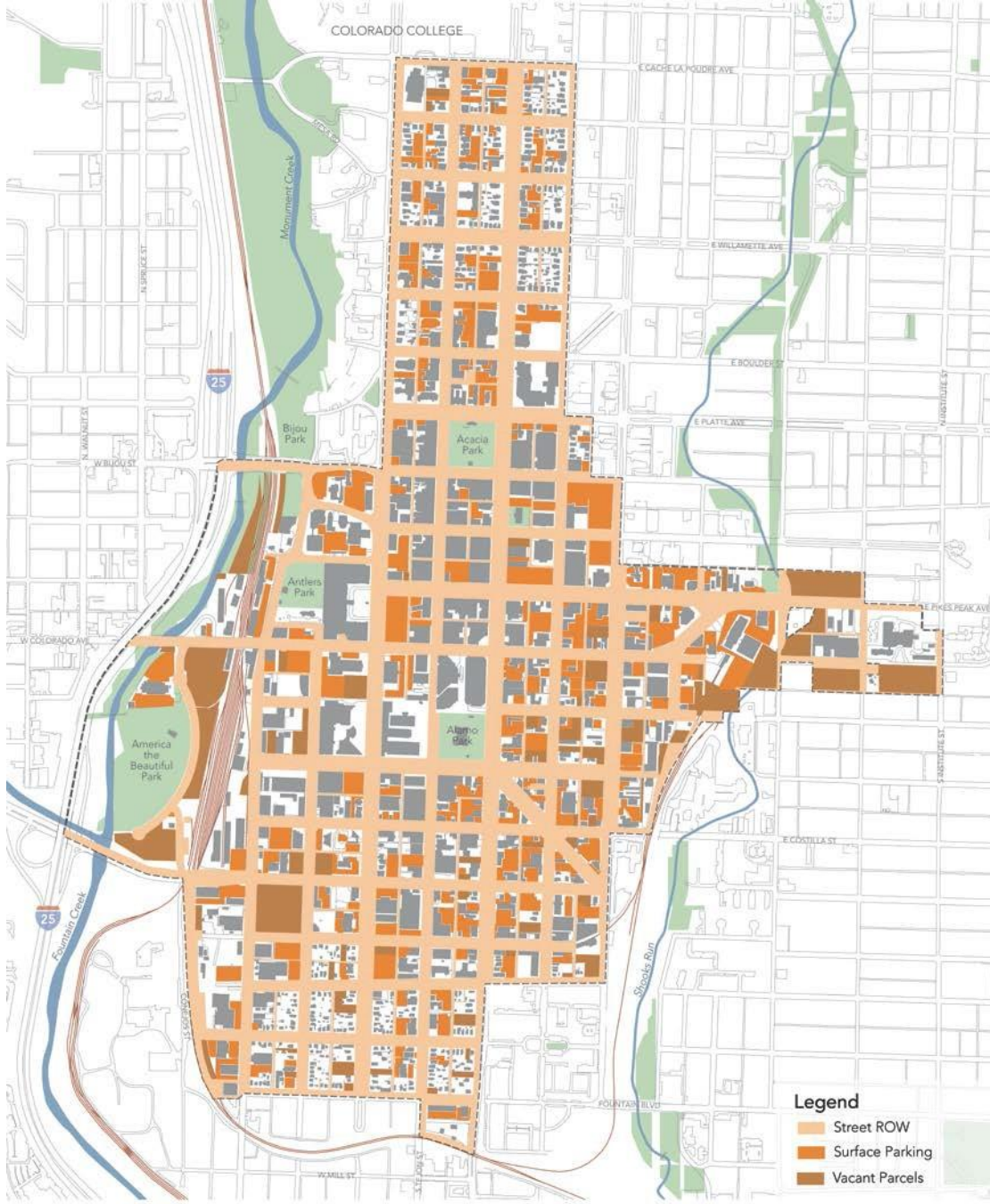
Parking Lots

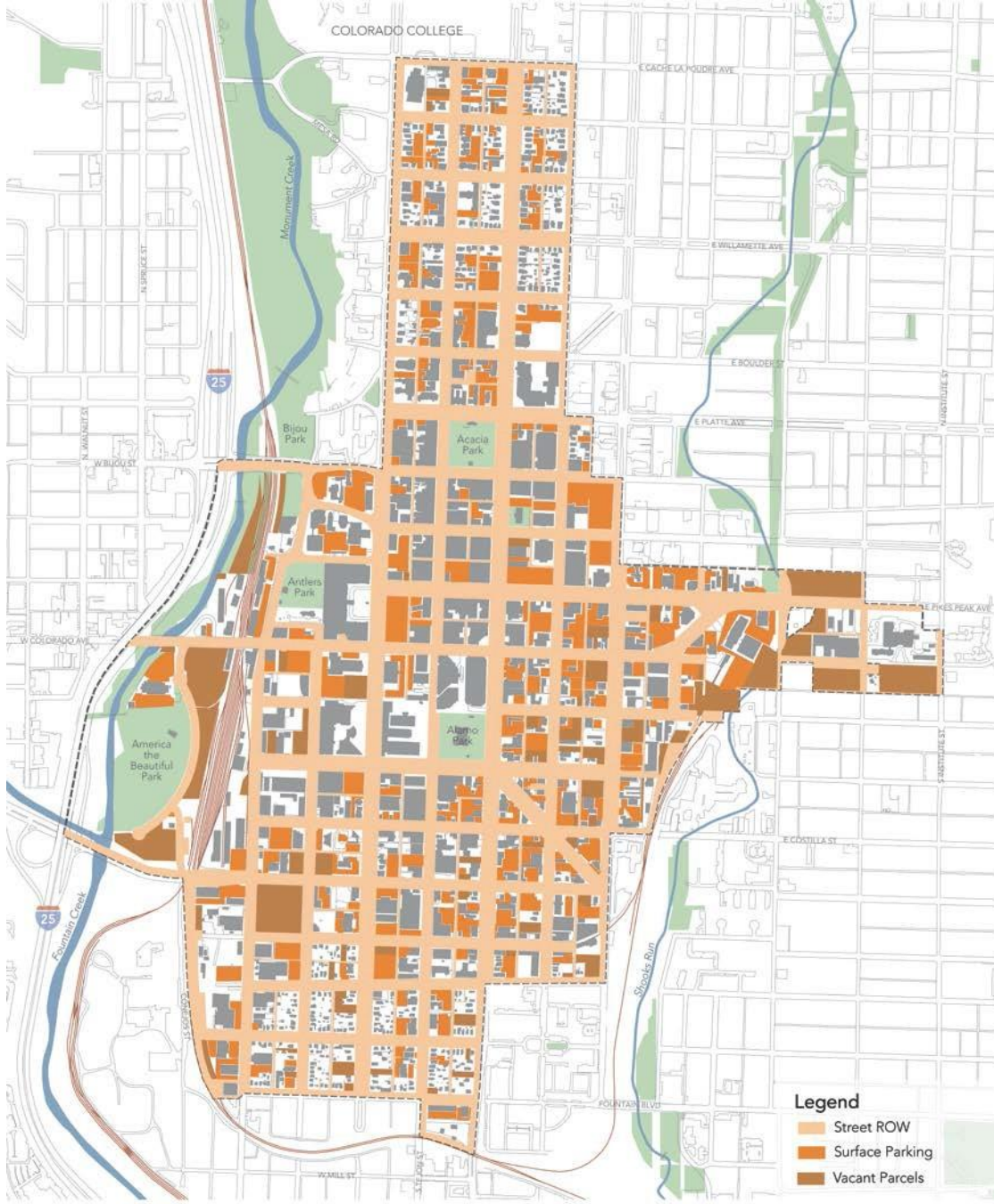


Parking Lots



Street ROW





Vacant Parcels, Parking Lots and Streets

Total Vacant Parcels

49 acres

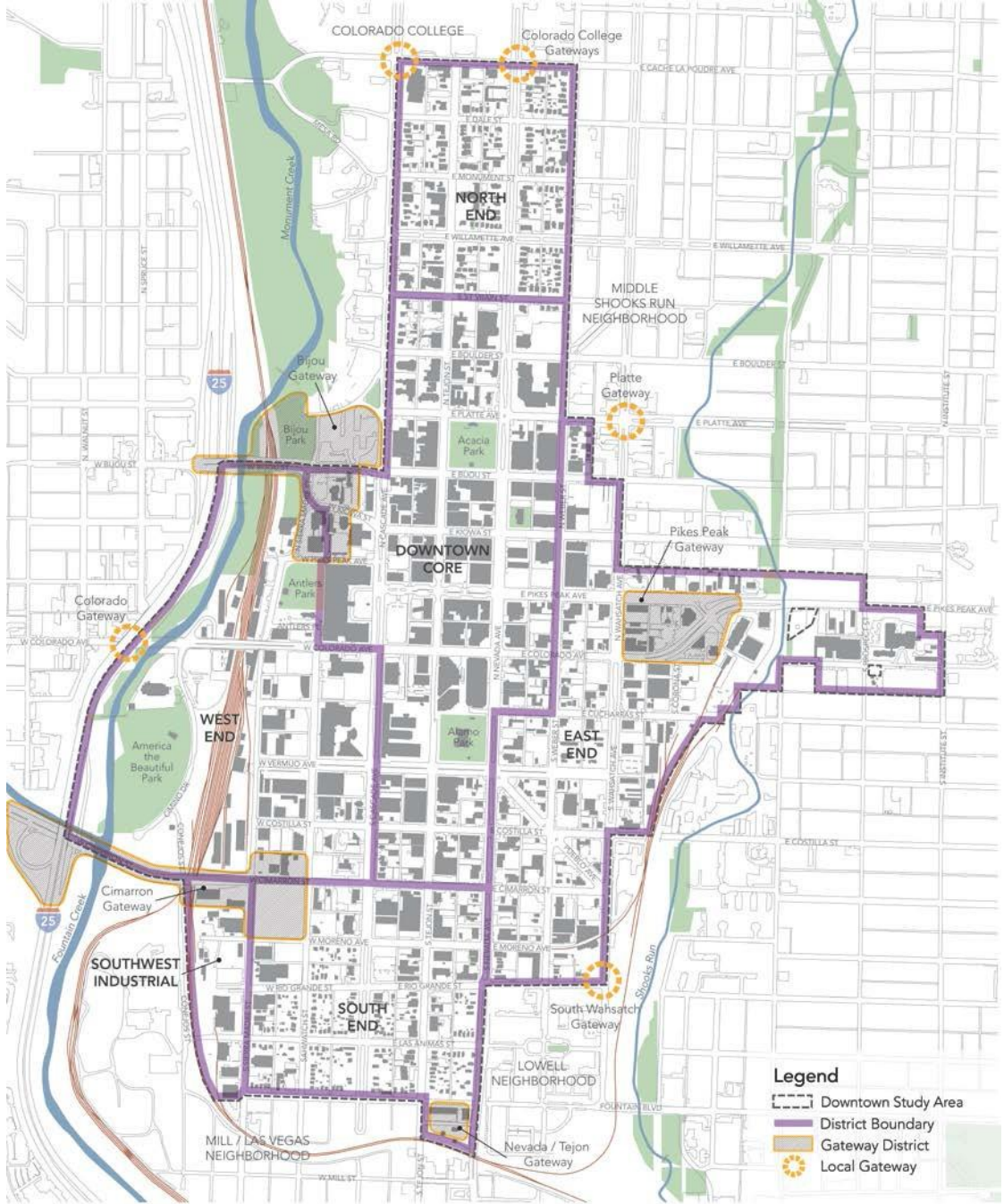
Total Surface Parking Lots

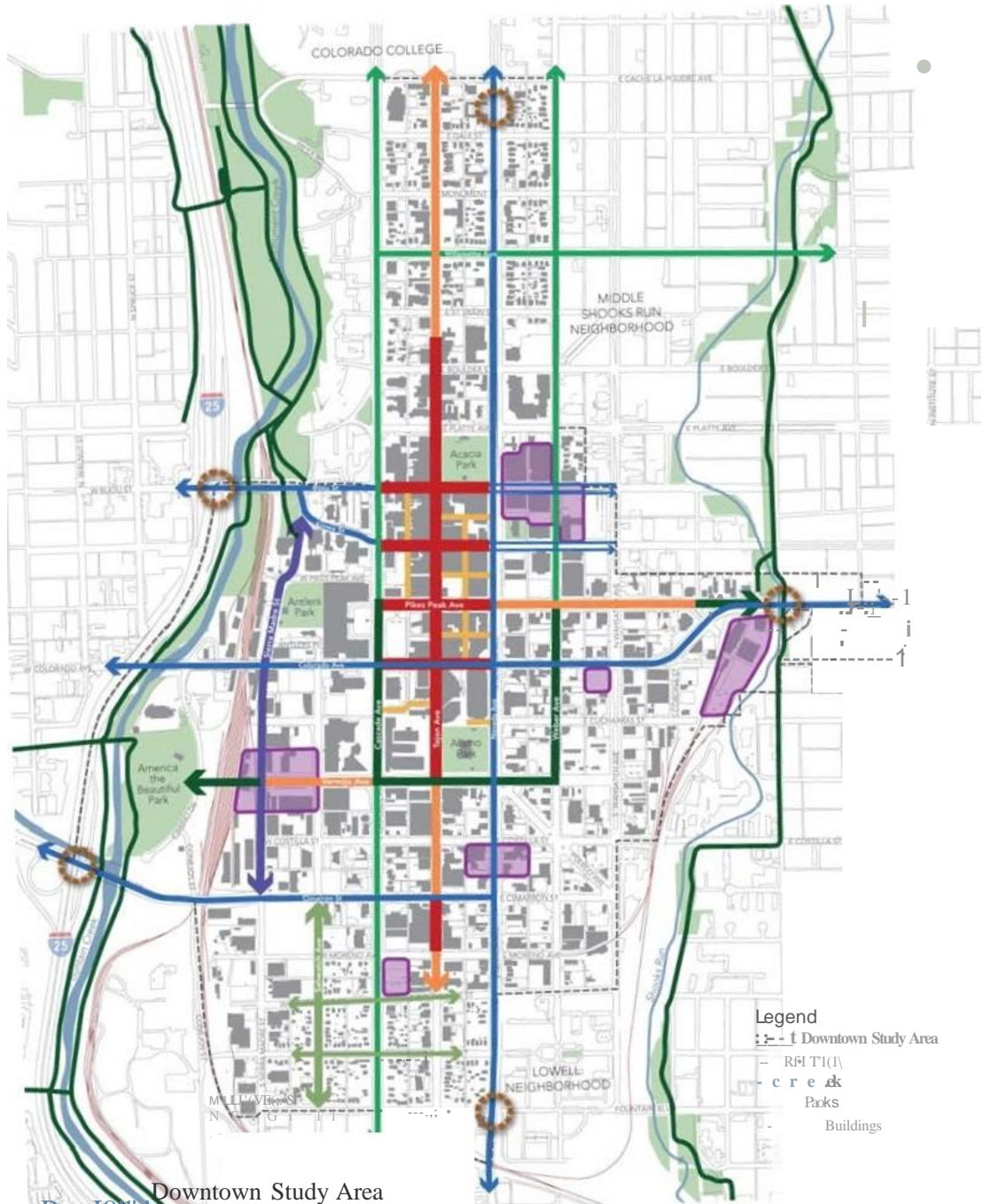
78 acres

Total Street ROW

250 acres

Districts and Gateways





Next Steps

- **Final interviews, research**
- **Community Forum – 11/17**
- **Draft Master Plan Update – Late November**
- **2nd Draft Master Plan Update – Late January 2016**
- **Investment Toolkit – late January, 2016**
- **Planning Commission, DRB, City Council – February-April,2016**