PRELIMINARY LIST OF PROJECT AREA CHALLENGES, OPPORTUNITIES, AND VISION ELEMENTS

CHALLENGES IN THE PROJECT AREA

∗ Area is "undefined" and unattractive
  - Lacking streetscape/amenities
  - Condition of some business properties
  - Rundown and needs cleaned up

∗ Businesses
  - Business owner perceptions regarding being forcibly relocated/put out of business
  - Trust of the City by current business owners
  - How to prevent new or expanded uses now; long-term leases
  - Issues for existing businesses if new businesses getting incentives
  - Façade improvements needed
  - Nature of some business properties not conducive to renewal of area, e.g. industrial, manufacturing
  - Lack of hotels
  - Encroachment of businesses into residential areas
  - Preserve historic businesses and buildings
  - Some motels are rundown
  - Mixed uses, diverse businesses

∗ City services
  - Police response time
  - Infrastructure improvements
  - Maintenance of public areas
  - There is a perceived lack of City services in the area

∗ Funding source(s) for public improvements
  - Identification of City tools: improvement district, solicitation of master developer, public/private partnerships

∗ Homeless residents
  - Homeless/transients in the area
  - Urban campers along Monument Valley Parks and the old Rock Island Railroad tracks

∗ Housing
  - Maintaining senior housing in mobile home parks
  - ComCor provides a vital service to the community and would need to be relocated
  - Low-income housing
  - Concern about forcing residents out of the area
  - Increased UCCS student housing needed
  - Monitor to avoid destruction by large influx of college students

* Infrastructure
    - Drainage: stormwater run-off; sanitary sewer overflows
    - Curb/gutter needed throughout
    - Lack of street lights
    - Need for high-capacity broadband capability
    - Utility needs for redevelopment
    - Keep the power plant
    - Deterioration of infrastructure in the area – blight, trash, neglect, dilapidated, unkempt, unmaintained, rundown

* Land use
    - Industrialized area that would have to be wiped out to improve the area
    - "Complicated" area, with many types of land uses
    - Existing zoning – what's allowed and outdated uses
    - Impacts on neighborhoods – buffering and access
    - Incompatible uses, e.g. there may be federal regulations regarding location of federally supported research entities by the National Cybersecurity Center near marijuana grow operations
    - Lack of a common vision
    - Signage along the corridor
    - Vacant buildings
    - East of Stone, some properties will require chemical mitigation if redeveloped

* Negative perception of the area
    - Area perceived as a crime nexus
    - Negative public perception of the area created by ComCor's presence – impacts business sales and discourages people from going to the area
    - Negative impacts to property and corridor businesses and residents created by the people ComCor serves
    - Parents of and prospective UCCS students have gotten a negative perception of the area because of ComCor facilities and some of those it serves

* Plan development process
    - Perception that the City already has a plan
    - Perception that UCCS has a plan and will control what happens
    - How can people make personal and business plans without knowing what's going to be in the North Nevada Avenue Plan?
    - Uncertainty about the project schedule
    - Too much focus on profits

* Public safety
    - Allowed uses are a draw for nefarious activity: marijuana shops; porn shops; liquor stores
    - Public safety issues created by ComCor population
    - People having to walk/bike in the street next to vehicles
    - Prostitution becoming a problem
    - Drug activity
    - UCCS students' inability to safely access businesses in the area

- ∗ Railroad right-of-way
  - Future use
  - Ownership/partnership

- ∗ Trail connectivity

- ∗ Transportation
  - Traffic volume
  - Traffic movement
  - Lack of connectivity to downtown and to the rest of the community
  - Lack of sidewalks and bike lanes
  - Existing and future traffic volume and transit on Nevada Avenue
  - Truck route impacts
  - The transit system works on paper but not in reality. The transit system doesn't have to go down Nevada Avenue to work
  - Lack of turn lanes
  - UCCS students need transportation to the surrounding areas, not just downtown
  - Some businesses require regular access by 18-wheelers
  - Increased traffic from National Cybersecurity Center
  - Definition of public transportation routes needed, e.g. ambulance routes, truck routes, emergency routes
  - A streetcar system would be prohibitive because of cost
  - Increased traffic due to planned UCCS student growth
  - Width of Nevada
  - Lack of parking
  - Lack of covered bus shelters
  - Heavy traffic
  - The majority of UCCS students don't live on campus and they need to go to and from campus to get to work and speed is paramount
  - No City bus stop at the top of Nevada and I-25 entryway that goes directly downtown

OPPORTUNITIES IN THE PROJECT AREA

* Arts and cultural focus
  - Connect the Ent Center for the Arts, the Fine Arts Center, and the arts in downtown
  - There could be an organization similar to the Business of the Arts Center in Manitou providing artists with assistance on their arts businesses

* Businesses/jobs
  - Businesses moving in to take advantage of work force
  - National Cybersecurity Center: will add 'high-tech' feel, draw 'millennials,' stimulate need for local housing, create high-paying jobs, create the need for restaurants, gas stations, etc.
  - There are many vacant properties, so opportunities exist for new businesses to move in
  - UCCS's presence is a draw for new business
  - New businesses could transform the area into a 'younger place' and will need to understand the needs/desires of millennium generation
  - If successful, could shore up Fillmore Street area
  - Small, local businesses and shops
  - Useful stores are needed in the area - grocery store and gas station
  - Entertainment – theaters, bars, restaurants
  - Occupational acceleration: job training in conjunction with UCCS
  - UCCS Bachelor of Innovation degree will draw interest in the area
  - Offer 'facelifts' for existing businesses
  - Artisan manufacturing
  - Expand existing businesses
  - Create businesses that are not only good for this area, but also good for the community
  - Large customer base in the area
  - Create a multi-generational community center
  - Library
  - Possible use of entitlement process to eliminate costs of business relocations
  - Expand University Village approach to this area

* City policies
  - Create first City/Urban Renewal Authority project that is proactive, with the City actively soliciting public/private initiatives
  - Offer tax increment financing so new businesses will move in
  - Showcase opportunity for the City
  - Other cities have created policies to achieve similar goals
  - Benefit all without economic discrimination
  - Keep the area different; not all areas of town have to be the same

* Facilities to support UCCS
  - Student housing
  - Services
  - Hotels/long-term stay facilities for parents of students
  - Workforce housing
  - Use the old dog track for a sports stadium for UCCS
  - Leverage college studies, such as labs and research facilities
  - Create housing for UCCS faculty and staff

* Health and wellness
  - Capitalize on the health and wellness facilities in and around the area: Penrose Hospital; UCH's small hospital; UCCS Sports Medicine Performance Center, and the Lane Center

* History of the area
  - Preserve historic properties
  - Take advantage of mid-century architecture / buildings as a cool, unique feature
  - Interpretive program to provide history of the area
  - Tie to Old North End
  - Design standards should reflect history
  - There are historic homes in the south Cragmoor area and that area should be revitalized
  - Build on the history of the area – it doesn't have to all be knocked down

* Housing
  - Student housing
  - Dense housing – apartments, town homes, small homes
  - Low-income and affordable housing
  - Relocation of the people ComCor serves
  - Family residential properties
  - Live, work, shop, play
  - UCCS students and faculty would like to live in Cragmoor. Homes and traffic patterns should be planned to make this a place they want to live

* Infrastructure improvements
  - Creation of water retention facility(s) as a result of the City's Intergovernmental Agreement with the City of Pueblo
  - Utility power lines and telephone lines underground
  - Safer for traffic, pedestrians, bikers, shoppers, workers
  - Improved Fillmore Street bridge
  - Enhance and make the area more beautiful: streetscaping, medians, fountains, benches, decorative lighting
  - The Birdsall Power Plant could include a science lab for kids
  - Provide non-potable water for use in the project area and on the UCCS campus
  - Extend the medians, trees, underpasses from University Village

* Land use
  - Mixed use zoning needed so people can live/work/shop in the area
  - Mixed use would increase sustainability
  - Expand existing businesses
  - Mix of old and new buildings
  - Discourage non-family-friendly uses, e.g. marijuana shops, porn shops
  - Mix of land uses, including industrial
  - Redevelop the old dog park: a City park, a sports area, a street car stop, farmers' market
  - Need to create a design vision and overlays; could do an overlay zone and identify what can't be done
  - Infill and backfill
  - Relocate industrial uses
  - Be creative with uses: in London, England an art museum was built surround an old, ugly power plant

* Location advantage
  - Gateway for the city
  - Good I-25 access
  - Close to downtown; extension of downtown
  - Centrally located, great location, easy access
  - Pikes Peak view
  - Hospitals/medical
  - Colleges

* National Cybersecurity Center
  - Cybersecurity is a huge opportunity with the military assets in this community
  - Some investors are interested in the area around the National Cybersecurity Center
  - There will be some conference space in the National Cybersecurity Center and there will be need for hotels to support it
  - The Center will create jobs and the need for services/retail to support the people who work there
  - Will be a magnet for other businesses
  - Having the Cybersecurity Center and UCCS as a research university will become a magnet for world-class faculty

* Trail connectivity and parks
  - Link the railroad right-of-way to the Templeton Gap Trail with an underpass
  - Link to Monument Creek, Goose Gossage
  - Add a park in the area

* Transportation
  - UCCS is only accessible with two roadways
  - Could become a high density corridor, including the addition of transit service which is now lacking
  - Put parking lots behind businesses and use for shuttles
  - Street car: links to UCCS, CC, downtown; City/Colorado Springs and Interurban Railway partnership
  - Maximize use of wide right-of-ways with bikes lanes and pedestrian walkways
  - Put parking on the back side of businesses to minimize traffic on Nevada
  - Adding curbs will reduce gravel on the roads
  - Make it pedestrian and bike-friendly
  - Make business access by drivers/pedestrians/bicyclists easy
  - Keep wide roads and good flow of traffic through the area
  - Add turning lanes and traffic lights
  - Offer a free trolley in the right-of-way to get people around the corridor

ELEMENTS OF A PROJECT AREA VISION

∗ Attractive
 - Green, streetscape, tree-lined, median continued from Old North End

∗ Business mix
 - Experiential retail
 - No 'big box' stores, but local shops
 - Small businesses
 - Create areas just off of Nevada Avenue like Pearl Street Mall in Boulder
 - 'Big box' store(s)
 - Area for lifestyle center, like the Shops at Briargate
 - Manufacturing and professional office space

∗ Housing mix
 - Keep senior mobile home parks
 - Mixed use: live/work/play/shop
 - UCCS needs more student housing off-campus
 - There will need to be housing to support the National Cybersecurity Center workforce

∗ Infrastructure plan
 - Add a water feature
 - Turn the Templeton Gap water diversion facility into an amenity
 - Sidewalks on side streets
 - Total infrastructure plan that creates room for all

∗ Land use mix
 - Storefronts with residential behind
 - Retail on first floor with residential above
 - Shared uses: industrial/coffee shops
 - Mixed use
 - Helps fulfill student and medical tourism needs
 - A business park close to Fillmore Street whose companies are centered around programs at UCCS, CC and CTU
 - Businesses close to the road with parking behind
 - Intersperse boutiques and restaurants
 - All buildings don't look the same
 - Outdoor spaces
 - Incorporate waterways, like the pond on Garden of the Gods Road and the creek
 - Preserve the view scape to maintain views of Pikes Peak and Garden of the Gods
 - Cleaned up, not replaced
 - Grocery store and Walmart or Target
 - Attract growing businesses
 - Health and high tech businesses
 - Like Old Colorado City, Old North End, Manitou Springs

* Safe and clean

* Trail connections/parks
  - To the creek
  - To the Templeton Gap Trail
  - Lit and landscaped
  - More parks

* Transportation accessibility
  - Street cars/ light rail
  - Bicycles, walking, jogging
  - Pedestrians strolling along greenways/pathways
  - Grade-separated interchange at Austin Bluffs Parkway to serve UCCS and businesses/reduce traffic on Nevada
  - Create a traditional boulevard
  - On-street parking to make people feel safer and reduce traffic speeds
  - Reduced speed limit
  - Create a system so people can move between all of the 'fun' areas, including downtown
  - Multi-modal – works for all types of transportation
  - Easy access to businesses
  - Public transportation through the area – rapid transit buses

* Well-planned
  - Historic corridor theme
  - Make it look/feel/function differently from University Village
  - Signs that tell the history of the area
  - Look at the corridor as a whole and maintain the same character throughout
  - Make it like the University Village Center
  - Use incentives
  - Be intentional about how mixed use and manufacturing uses come together
  - Stay well, stay safe, and be creative – all without leaving the corridor
  - Create a unique area

- Safe
- Charming
- Vibrant
- Cool
- Stroll-able
- Young
- Fun
- Clean
- Can walk, ride, or bus
- Lots of activity
- Historic
- Creative district
- Urban feel
- Inside and outside uses
- It used to be a gateway to the city and it can be again
- A place to 'see and be seen'
- Has unique and fun experiences you can't find anywhere else in the city
- Good shopping
- Interesting – things to draw your attention
- A destination
- Great place to spend time/hang out
- Place for all ages: family-friendly, young adults, and senior-friendly
- Blown away by all the changes
- A place to bring your family
- Beautiful and inviting
- Easy to get to/accessible
- Walkable
- Doesn't replicate other places in the community
- A turning point in the history of Colorado Springs
- Completely updated, modern
- Bustling
- More like a neighborhood
- Newer
- College-feel
- Professional
- Similar to University Village
- Maintain some of the vintage motel look
- Destination arts and entertainment district
- Innovative
- Olympic flags flying down the length of Nevada Avenue to downtown
- Great blend of research, entertainment, and housing
- An asset –uniquely Colorado –that represents what's in Colorado Springs and represents us
- Fun, educational, excellent
- It adds to Colorado Springs and is different than what we already have
- It's a cultural place people can come together to problem-solve