City of Louisville
COLORADO • SINCE 1878

Louisville Revitalization Commission

Wednesday, July 8, 2020
8:00 AM

Electronic Meeting

This meeting will be held electronically. Residents interested in listening to the meeting or making public comments can join in one of two ways:

1) You can call in to 888-788-0099, Webinar ID# 833 7647 1963
2) You can log in via your computer. Please visit the City's website to link to the meeting: https://www.louisvilleco.gov/government/boards-commissions/revitalization-commission

The Commission will accommodate public comments as much as possible during the meeting. Anyone may also email comments to the Commission prior to the meeting at MPierce@LouisvilleCO.gov.

I. Call to Order

II. Roll Call

III. Approval of Agenda

IV. Approval of June 10, 2020 Meeting Minutes

V. Public Comments on Items Not on the Agenda (Limit to 3 Minutes)

VI. Reports of Commission

VII. Business Matters of Commission

   a. Discussion- Potential Applicant for Assistance, Preservation and Redevelopment of 809 Main Street

   b. Discussion/Direction- Participation in Louisville's Recovery & Improvement Program

   c. Discussion/Direction- LRC 2020 Work Plan

VIII. Items for Next Regular Meeting: August 12, 2020 @ 8:00 AM

   a. LRC 2020 Work Plan

IX. Commissioners' Comments

X. Adjourn

City of Louisville
City Manager's Office *749 Main Street* *Louisville, CO 80027*
303.335.4533 (phone) *303.335.4550 (fax)* *www.LouisvilleCO.gov*

City of Louisville
COLORADO • SINCE 1878

Louisville Revitalization Commission

Minutes

Wednesday, June 10, 2020
8:00 am
Electronic Meeting

Call to Order – Chair Steve Fisher called the meeting to order at 8:00 am

Commissioners Present:	Chair Steve Fisher Alexis Adler Rich Bradfield Mark Gambale Alex Gorsevski Council member Jeff Lipton Bob Tofte
Staff Present:	Heather Balser, City Manager Meredyth Muth, City Clerk Megan Pierce, Economic Vitality Director Rob Zuccaro, Planning and Building Safety Director Kathleen Kelly, Attorney to the City of Louisville Dawn Burgess, Executive Administrator
Others Present:	Chief Willson, Chris Schmidt, Deb Fahey

Approval of Agenda:
Chair Fisher made a motion to approve, Commissioner Adler seconded the motion. All in favor.

Approval of May 6, 2020 Minutes:
Chair Fisher made a motion to approve the minutes. Commissioner Gambale seconded the motion. All in favor.

Public Comments on Items Not on the Agenda:
None.

Reports of Commission:
Commissioner Gorservski asked if the LRC will be able to meet in person in July. Economic Vitality Director Megan Pierce said that for the foreseeable future, the LRC will continue to meet virtually. There will be a point where the LRC will reconvene in person but it will probably not be in July.

Business Matters of Commission:

- **Resolution No. 20-03, A Resolution Approving an Agreement for Property Tax TIF Revenue Sharing, Highway 42 Revitalization Area, with the Louisville Fire Protection District**
  Director Pierce said the Fire District revised their request to the LRC, and that request is for 100% of 3.9 mill levy approved by ballot initiative in November 2019 (approximately $51,000 to be paid in 2021). City Council approved the agreement on May 19th.

  Commissioner Tofte made a motion to approve Resolution No. 20-03; Commissioner Adler seconded.

  Roll call vote:
  Chair Fisher - yes
  Commissioner Adler - yes
  Commissioner Tofte - yes
  Commissioner Gorsevski - yes
  Commissioner Gambale - yes
  Commissioner Bradfield – yes
  (Council member Lipton had not yet joined the meeting)

- **Discussion/Direction- Cost Sharing for Required Third-Party Review (Direct Financial Assistance Requests Only)**
  Director Pierce said the LRC proposed that if the LRC has a future applicant requesting direct financial assistance (which requires a third-party review), the applicant enter into a cost share for that process. The LRC would like cost sharing to ensure the applicant has serious intention.

  The proposed change is that the applicant would have 50-50 cost share for the third-party review. If project proceeds, the 50% applicant paid would be rebated. The policy that incorporates the language is a policy between the LRC and City Council. Director Pierce provided alternative language to the policy. City Council would have to approve the policy change, then it would come back to the LRC to be adopted.

Commissioners discussed and there was consensus by the LRC to move it forward. Staff will work on documentation to move forward to Council for consideration.

- **<u>Discussion/Direction- Highway 42 Plan and DELO Update</u>**
  Director Zuccaro reviewed history of the Highway 42 area and provided an update on status of DeLo project. He reviewed the presentation slides provided in the packet. Much of the planning was to accommodate an anticipated rail station. There was extensive public input for the plan, which led to creation of a Mixed Use Zoning District. Director Zuccaro provided history of the 2003 regulatory document. The intent was to build mixed use district, maintaining neighborhoods.

  The DeLo underpass was constructed to accommodate both two sets of tracks (existing and new commuter rail). That is a major investment by the LRC and the City. The anticipated station is where commercial area has now been located. Director Zuccaro provided an overview of the DELO phases.

  Commissioner Adler inquired about the planned signal on Highway 42 at Short Street. Director Zuccaro noted it is part of the current improvements, and Director Pierce added there is a long lead time on some of the components but that staff is anticipating a late summer completion.

  DELO Phase 2 is complete. To-date the commercial space near the underpass is filling in with office, not retail or restaurant uses. Commissioner Bradfield noted the difficulty of a restaurant location there with no frontage visibility and that planning for retail there is not realistic. Director Pierce noted that Duda, Inc. received a Business Assistance Package from the City to expand its commercial office space there and that it is an active office that generates some foot traffic. The pad sites closer to Highway 42 are much more likely locations for retail. Director Zuccaro noted the original commercial concepts were based on a rail station that never materialized.

  Commissioner Tofte asked who monitors maintenance of Nawatny Greenway Park. Director Zuccaro said the HOA is obligated to take care of it per terms of the agreement. The City is in contact with the developer because for the first time, the proper maintenance has not been occurring.

  Commissioner Adler said that in a previous meeting LRC talked about possible signage to encourage connectivity between DeLo and downtown and asked if

that is still feasible. Director Pierce stated the item is listed in the LRC's Work Plan, so it just requires discussion if that is a priority for the near-term.

Director Zuccaro said the PUD for DeLo Lofts was extended to December 6, 2020 and that public improvements are still being completed. There was a $5 million investment in infrastructure from URA including street, water, sewer, stormwater, regional detention pond, landscaping, Nawatny Greenway and Caledonia Plaza; over $200,000 in funding is still potentially available for developer reimbursement. Though most major improvements have been complete, the final reimbursement is not issued until all public improvements are approved.

Commissioner Gorsevski asked what the important things are moving forward that need to be complete to stimulate the area. Director Zuccaro said visibility and access. The investments that are made in Highway 42 are the next important steps. Road must have good access and the corridor must be inviting.

Commissioner Adler asked if all the needed improvements are accounted for in the work plan. Director Zuccaro feels the Work Plan is very thorough.

Commissioner Tofte asked about funding to expand Highway 42 to 4 lanes. City Manager Balser said staff continues to seek regional, state and federal funds. The City received a grant from DRCOG to do a joint study with Lafayette. City Manager Balser suggests the need for a community wide conversation about Highway 42

Council member Lipton joined the meeting at 8:50 am.

The work being done now on Highway 42 is to get access to the sports complex, facilitate access to DELO, and to further support retail in the area. Director Zuccaro said the work being done is to implement the 2013 access plan. Whatever we do in the future will integrate investments we are making now. He said Highway 42 is in the NAMS (Northwest Area Mobility Study), which guides future enhancement in bus service in the northwest area. It is the major transit document guiding current regional improvements.

Commissioner Bradfield said with trends to automated cars and other trends, we need to think about alternative types of future transportation. The 2013/2014 NAMS study is already dated.

Commissioner Gambale we need some crystal clear short-term goals. The only thing happening is the traffic signal. Highway 42 improvements seem far off. We need to think about short-term impacts we can make. Commissioner Adler asked if that means sidewalk improvements. Commissioner Gambale said yes. Commissioner Gambale asked if there is anything high on City radar that LRC can support. Director Pierce said this is a good discussion for the Work Plan, because Highway 42 was the highest priority area followed by downtown/DELO and South Boulder Road.

Commissioner Gorsevski said the closure on Main Street will stimulate the area and it will spill over into other areas. Hopefully we can stimulate more attractive development.

Commissioner Tofte said initially when DELO came up with the underpass, there was talk of events in plaza area and area outside of Duda. Much of the City does not even know that area exists. Events and food trucks would be nice.

Council member Caleb Dickinson commented that any chance we have, we need to market this area. Parking at DELO is hard to get to from downtown and that you need to know that area exists. More signage to help people understand where to park. Commissioner Adler would like to prioritize this. Council member Lipton said there was talk previously about requiring city employee parking there.

- **Discussion/Direction/Action- LRC 2020 Work Plan and Emergency Solutions Grant Program Update**

The City is reviewing capital projects based on reductions from revised revenue projections. City Council is deprioritizing several projects: downtown tree grate conduit replacement and downtown clay/concrete paver replacement. Those projects are not being pursued this year by Council. Commissioner Gambale said these sound like maintenance items. Council member Lipton said these are items Council decided to postpone but that does not mean they will not be done in the future. He agrees with Commissioner Gambale that these are maintenance items. These items are in the URA so it could be appropriate to spend money on them. Council member Lipton noted that Council did not defund any project that is critical. Staff will provide more detail about the individual projects at the next LRC meeting.

Director Pierce said the LRC had high interest in future business support such as funding for façade or building improvements. EVC has taken a step forward with a similar idea. The current Business Assistance Program (BAP) is rebate based and more focused on new business attraction. EVC is discussing a Recovery BAP. Director Pierce will work on that with direction from EVC.

Included in packet is sample criteria for the Recovery BAP. Details are still being fleshed out. Instead of rebate based, the program might be based on matching funds between the City and applicant. Council member Dickinson said this is a similar concept as EVC grant program. Commissioner Gambale noted that for current times this is appropriate and for whatever the future brings; it can make businesses more resilient in the future. Director Pierce said it is a tool we can deploy and be nimble to the current environment. Commissioner Bradfield would like to see criteria added that are specific to resiliency. We are not through COVID-19 so if what we do allows businesses to stay open (add take out window, increase airflow, etc.) that should be a primary focus.

Commissioner Adler likes this project and would like us to participate in this. She would like a say in criteria to make sure criteria meets goals. Director Pierce said that is feasible. It will be the focus of conversation at the next EVC meeting on June 19. Director Pierce will ensure Commissioners receive invitations to the electronic meeting.

- **Discussion/Direction- Commission/City Council Study Session (July 21, 2020 @ 5:30 PM)**

  Director Pierce said Council is indefinitely postponing these meetings, but that the memo for the potential future meeting has been drafted for LRC input.

  Chair Fisher would like feedback from Council on what capital projects they would like LRC to participate in. Council member Lipton suggests the LRC look at where you can provide best value.

  Commissioner Gambale said the LRC has been providing the leadership piece by creating a Work Plan. If this were urgent, we would have already had a call with Council.

- **Items for Next Regular Meeting July 8, 2020 at 8:00 am**

  - Policy Change on Cost Sharing for TIF Analysis (tentative)

- LRC 2020 Work Plan

Commissioners Comments:
Director Pierce will find out if the LRC can get CARES funding. City/LRC may get reimbursed for Emergency Solutions grant program. County will review and decide how money gets distributed. The LRC may be able to provide funding to additional applicants. The LRC can wait to act on using an additional $50,000 to fund additional applicants to the Emergency Solutions Grant program.

Adjourn: The meeting adjourned at 9:45 am.

City of Louisville
COLORADO • SINCE 1878

LOUISVILLE REVITALIZATION COMMISSION

SUBJECT: **DISCUSSION- POTENTIAL APPLICANT FOR ASSISTANCE, PRESERVATION AND REDEVELOPMENT OF 809 MAIN STREET**

DATE: **JULY 8, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:
The building at 809 Main Street is owned by Tebo Properties. The owner has hired Louisville-based DAJ Design to assist them with preservation of the existing structure redevelopment of the property. The project team is still developing concepts and plans; a PUD has not been filed. Staff met recently with the team to review plans and discuss the processes available for financial assistance.

The 809 Main team requested to make a presentation to the LRC to share their project concept. They have not made a formal application for financial assistance to the LRC, but may consider doing so in the future.

DISCUSSION:
The team from 809 Main Street will make a presentation; a copy of which is included as *Attachment #1* for the LRC's review.

RECOMMENDATION:
Review the project concept for 809 Main Street and provide feedback to the potential applicant for assistance.

ATTACHMENTS:
- Attachment #1: 809 Main Street, LRC Project Review

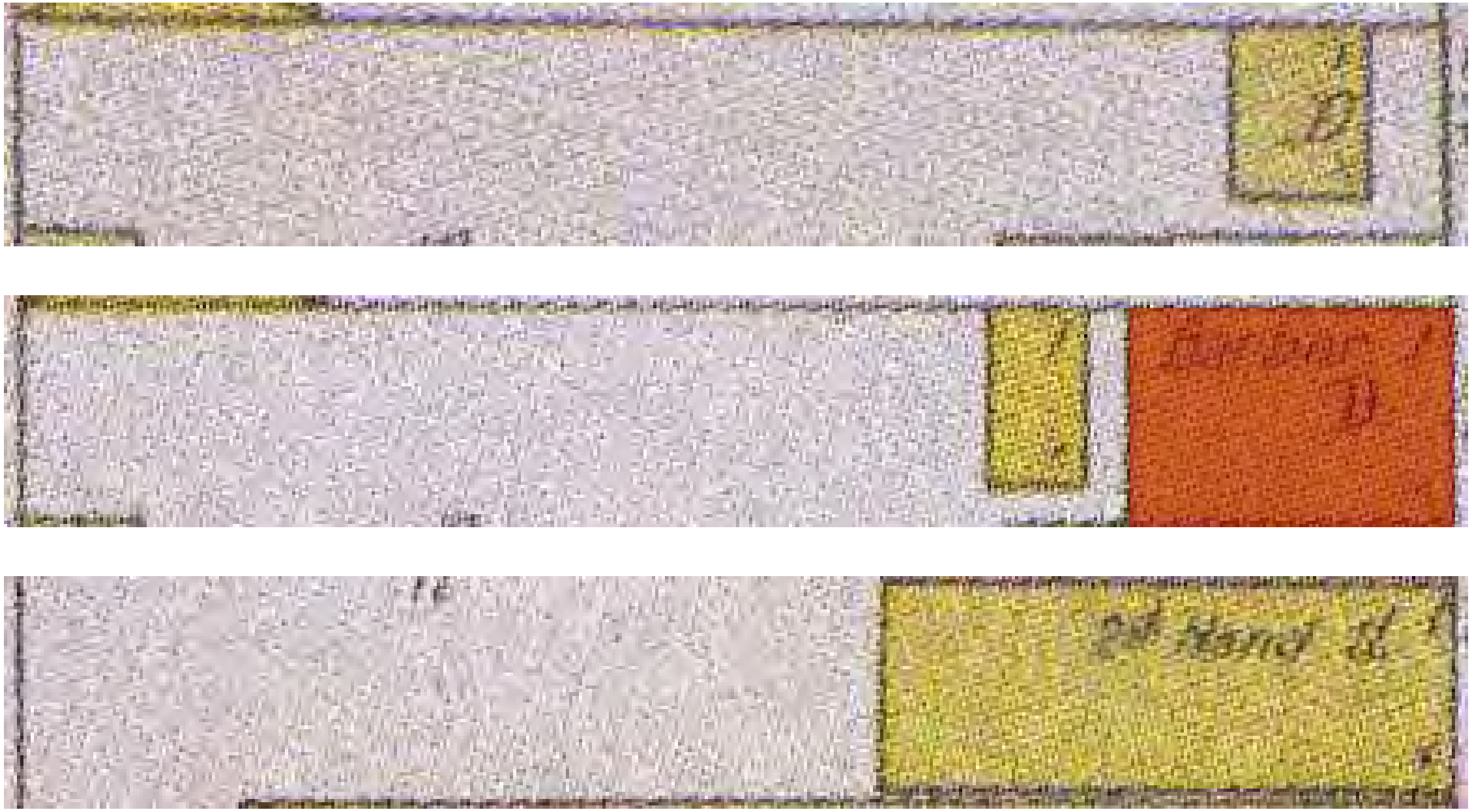
ATTACHMENT #1

DAJDESIGN
ARCHITECTURE+INTERIORS

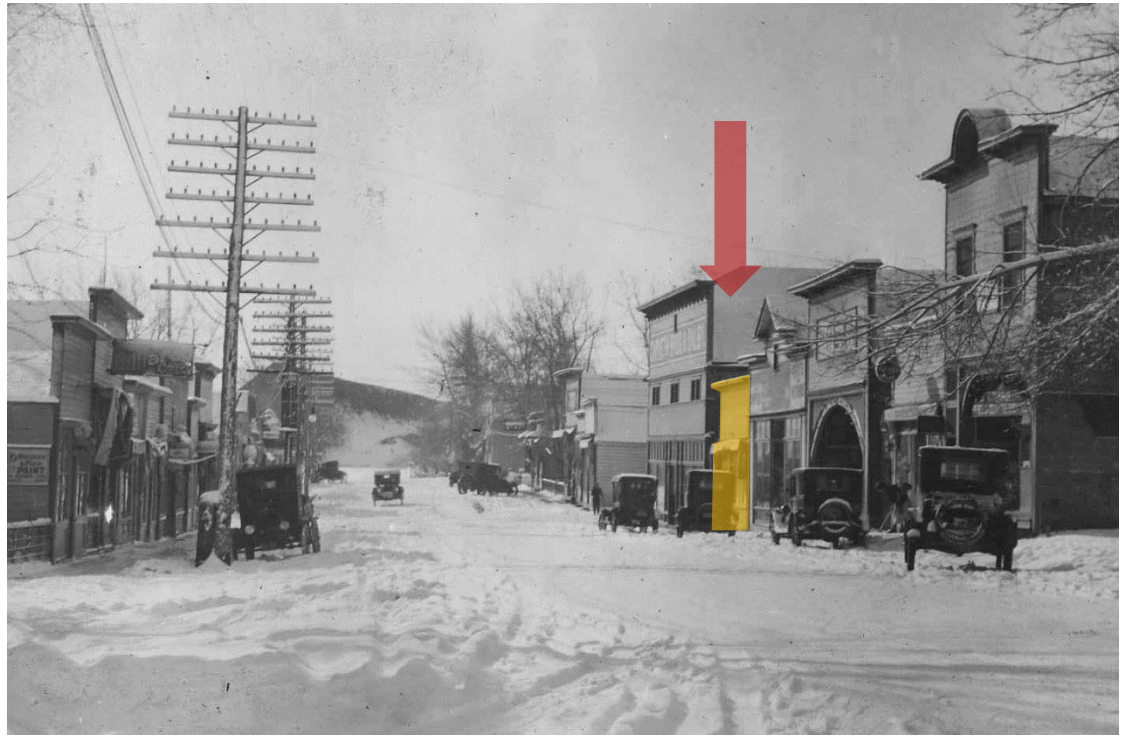
809 MAIN STREET

LRC PROJECT REVIEW

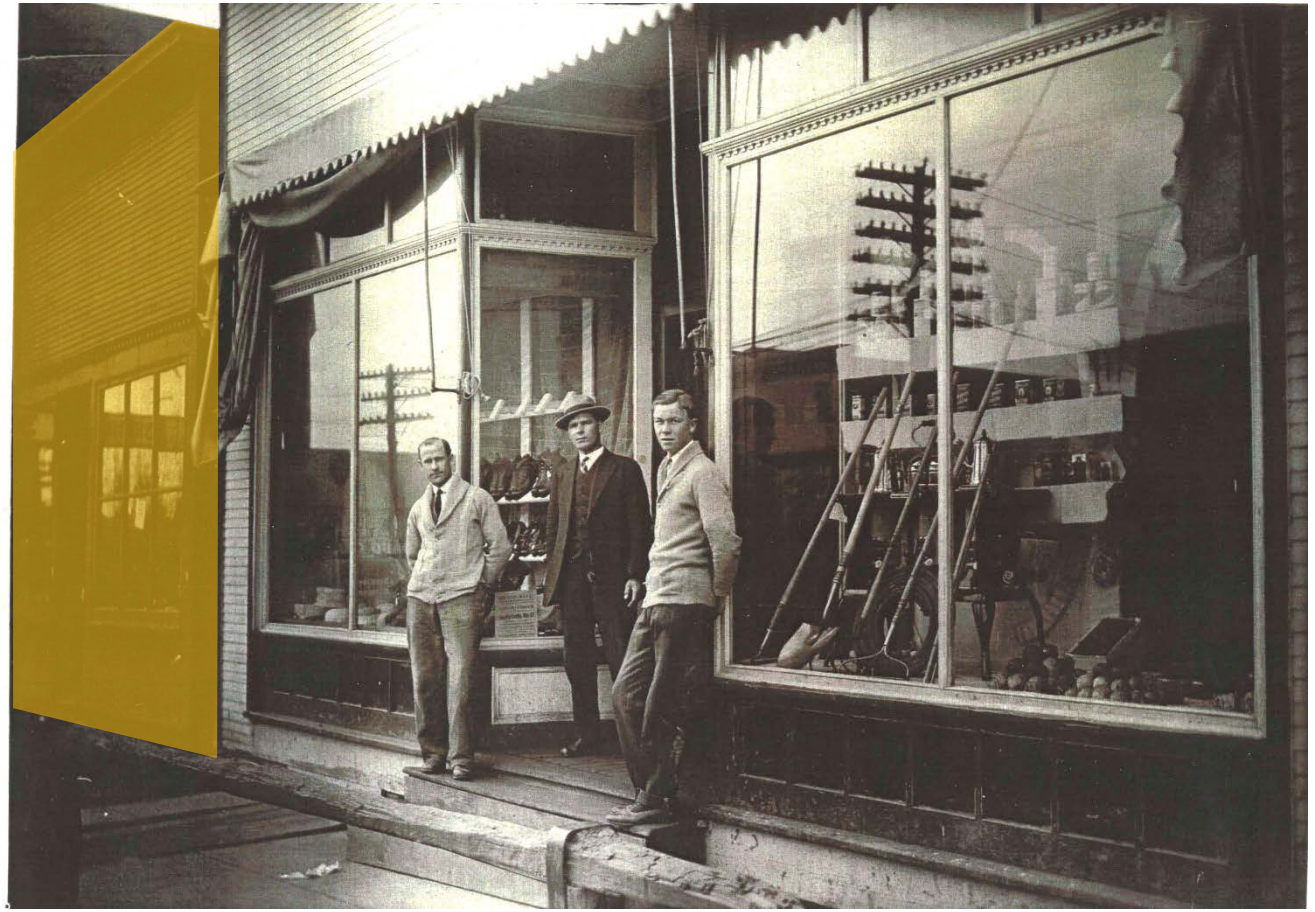
POST OFFICE

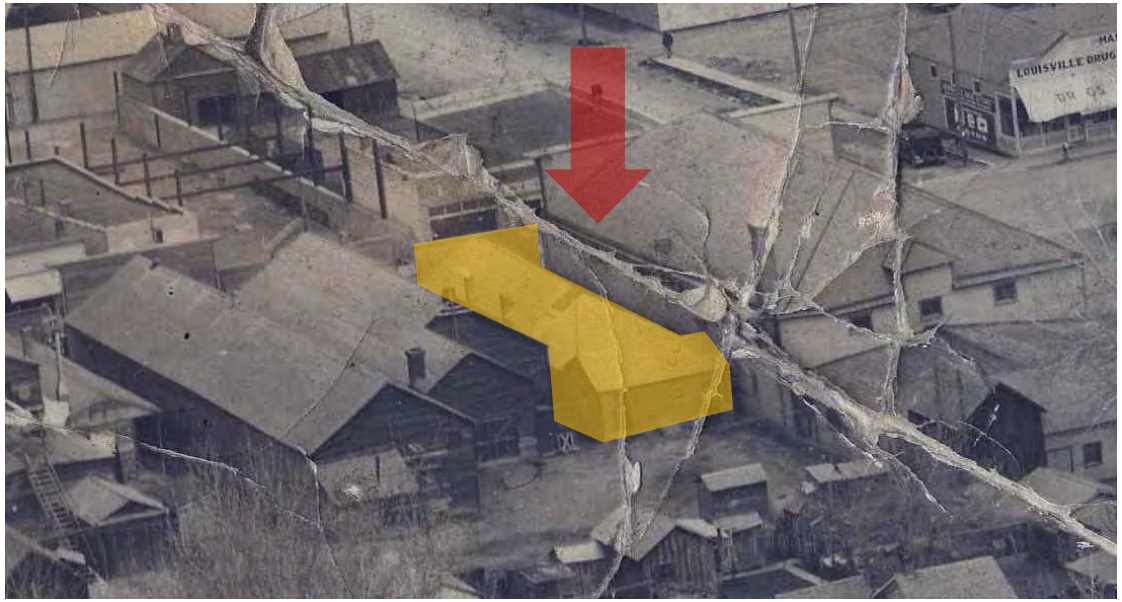


GENERAL MERCHANDISE
MAIN ST.



Second Hand Store.



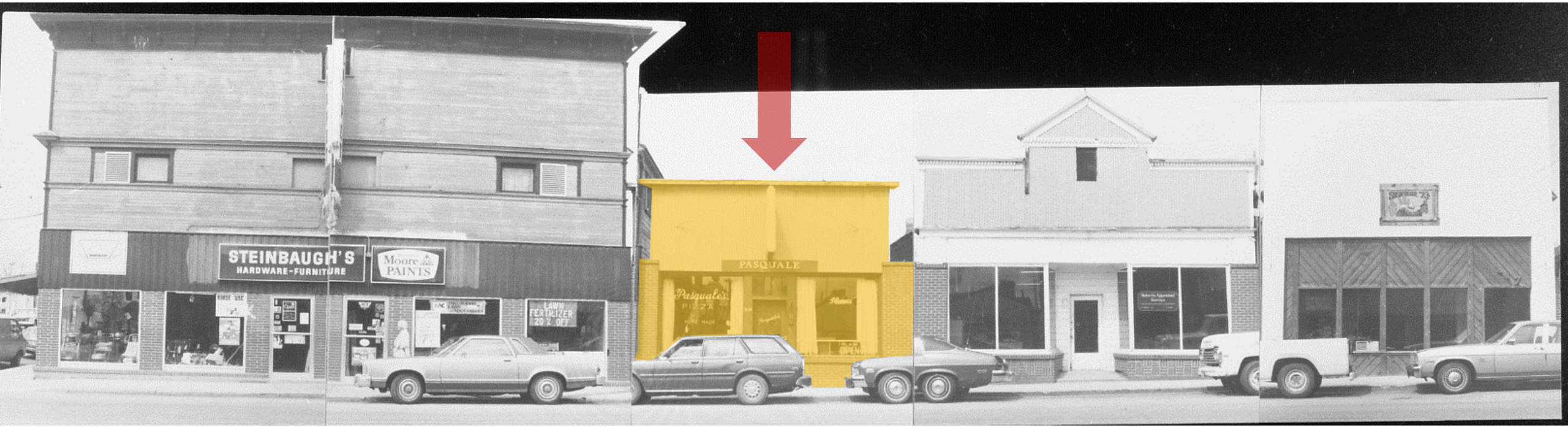


1930-40

1962

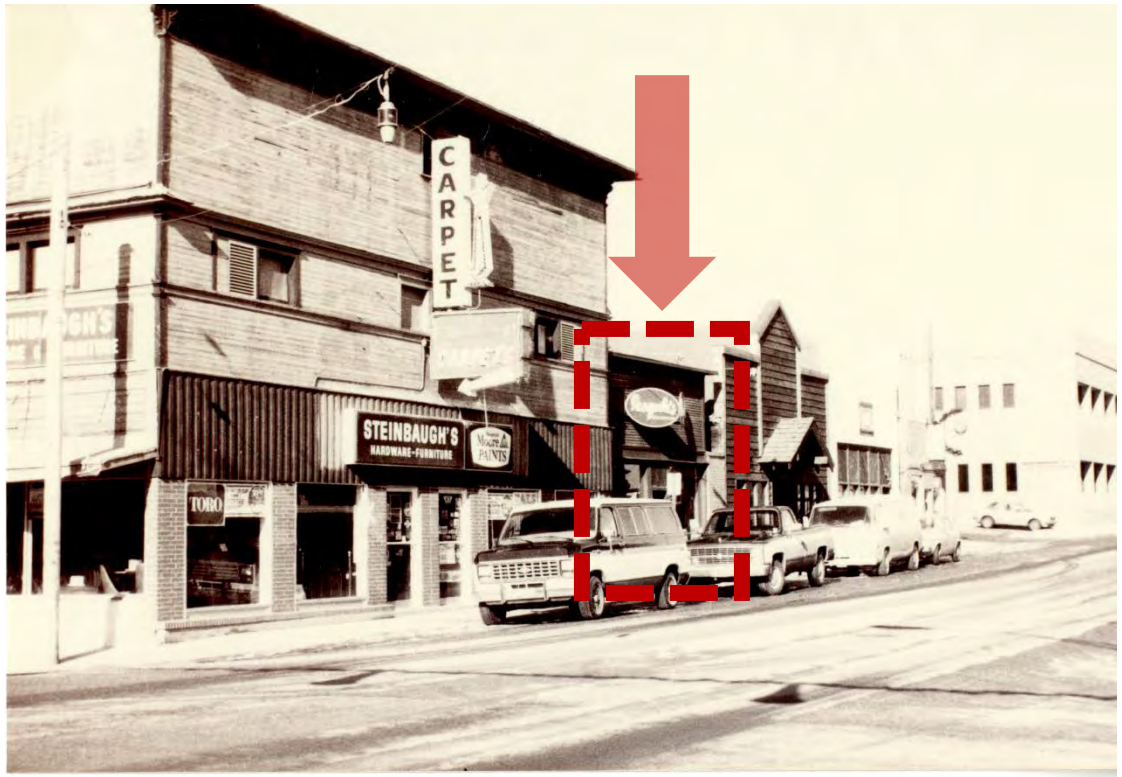
HARDWARE
APPLIANCES
L. J. MOSSONI
REX
TONITE
PAUL NEWMAN PIER ANGELI
IN SOMEBODY UP THERE LIKES ME
LOUISVILLE
LIQUOR

1962


STEINBAUGH'S
HARDWARE-FURNITURE
Moore PAINTS
LAWN FERTILIZER 20% OFF
PASQUALE
Pasquale's
PIZZA

1970-80

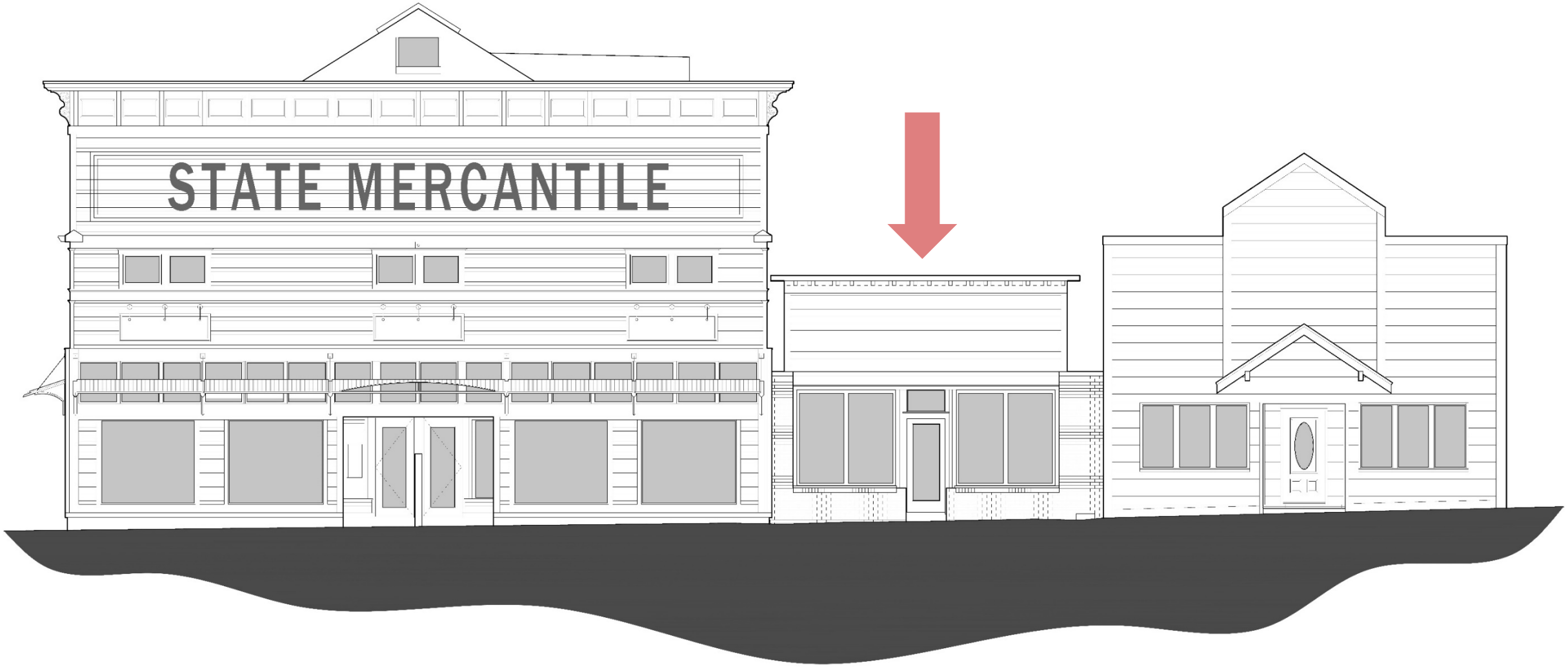
Pasquale's
RESTAURANT & BAR
OPEN


CARPET
STEINBAUGH'S
HARDWARE-FURNITURE
TORO

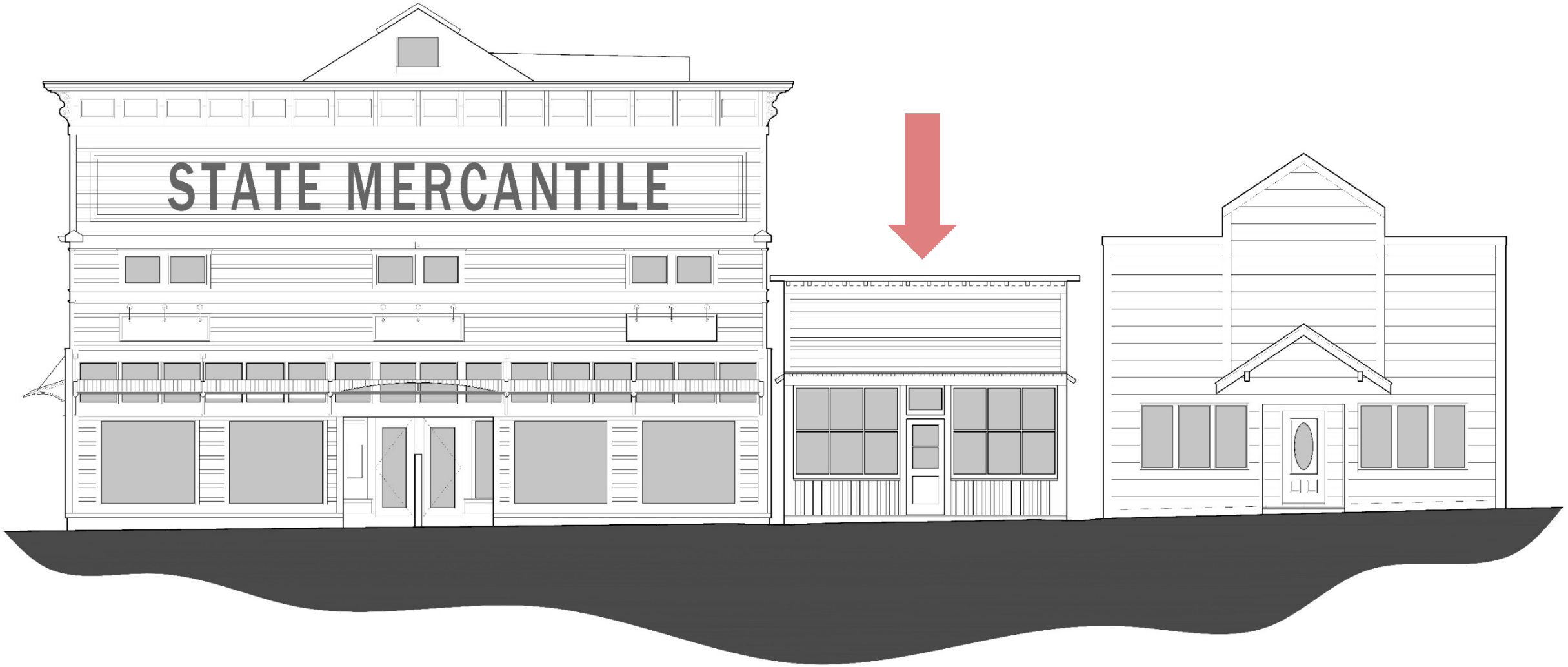
1980-90

1948

PRESENT



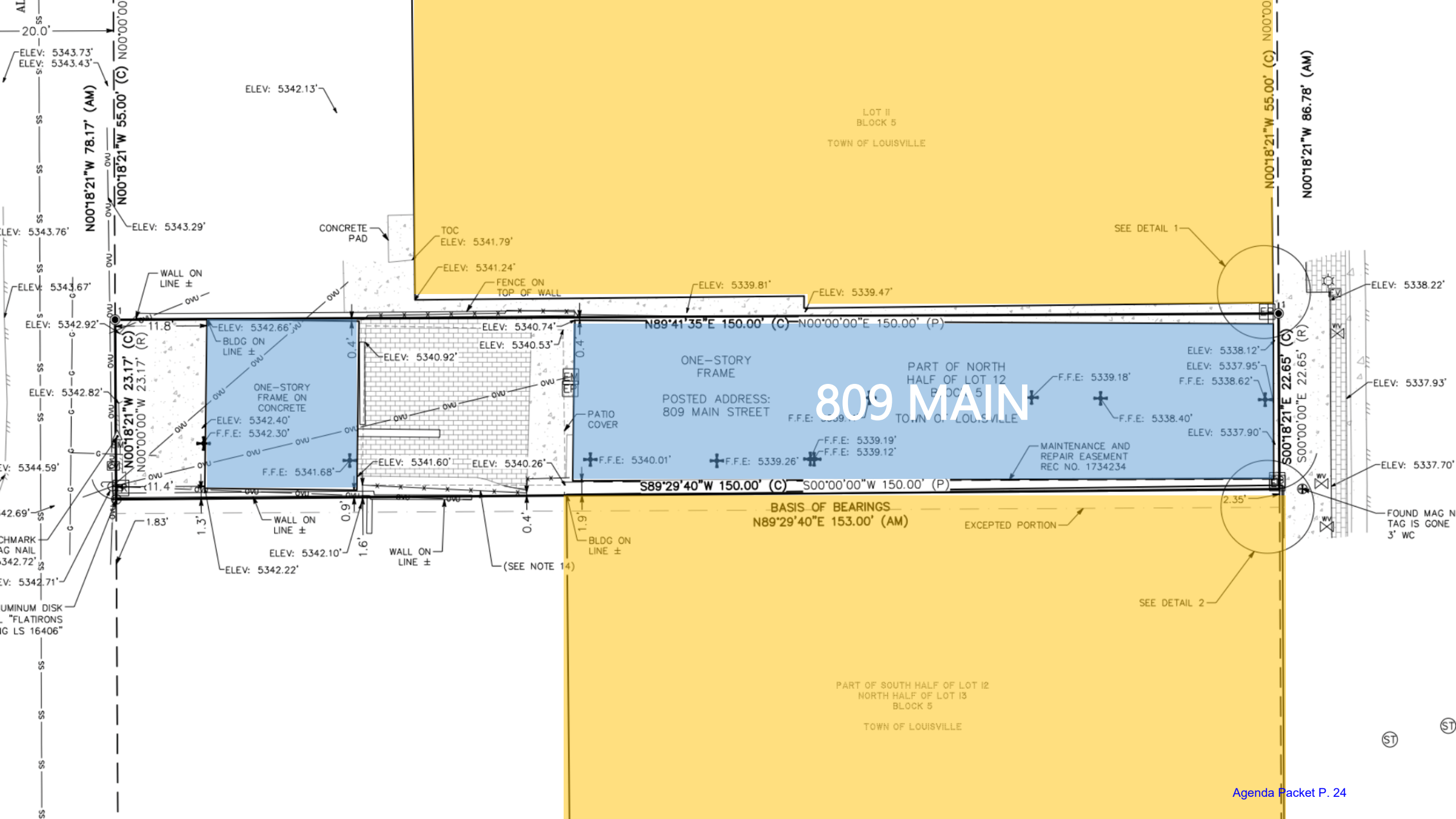
EXISTING MAIN STREET ELEVATION



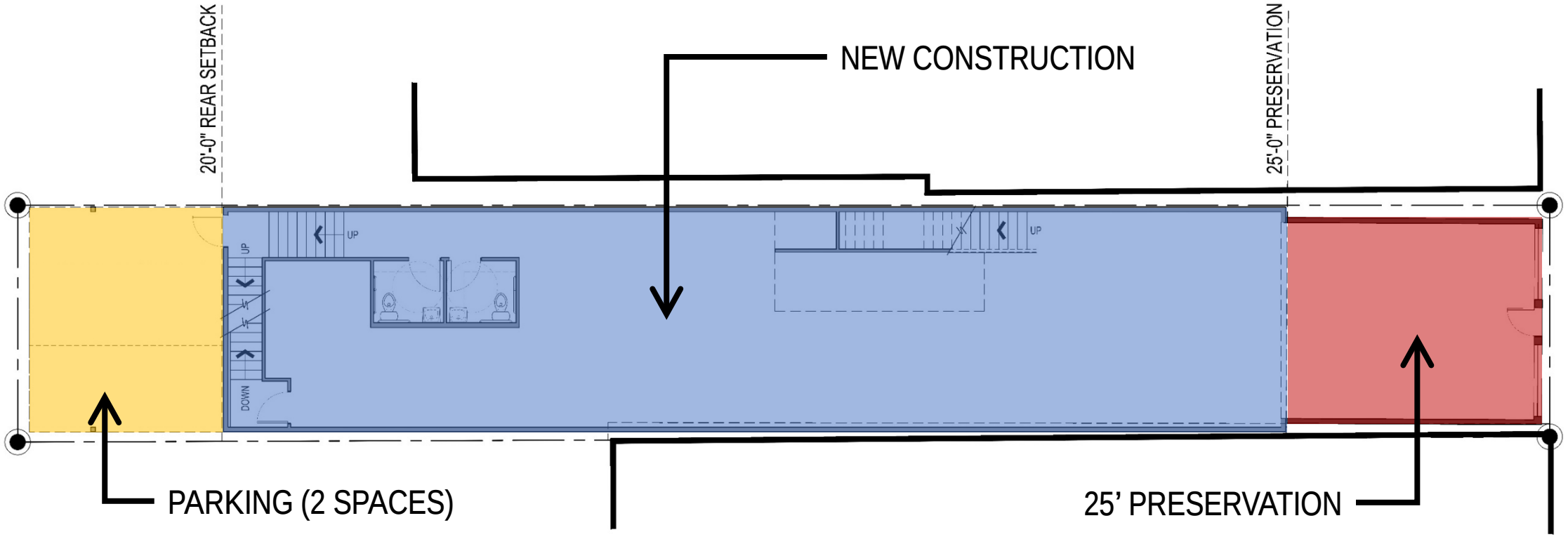
HISTORIC MAIN STREET ELEVATION

EXISTING MAIN STREET ELEVATION

HISTORIC MAIN STREET ELEVATION


809 MAIN
LOT 11
BLOCK 5
TOWN OF LOUISVILLE
N00°18'21"W 78.17' (AM)
N00°18'21"W 55.00' (C)
N00°18'21"W 86.78' (AM)
N00°18'21"W 23.17' (C)
N00°00'00"W 23.17' (R)
S00°18'21"E 22.65' (C)
S00°00'00"E 22.65' (R)
N89°41'35"E 150.00' (C)
N00°00'00"E 150.00' (P)
S89°29'40"W 150.00' (C)
S00°00'00"W 150.00' (P)
BASIS OF BEARINGS
N89°29'40"E 153.00' (AM)
ONE-STORY FRAME
POSTED ADDRESS: 809 MAIN STREET
PART OF NORTH HALF OF LOT 12
BLOCK 5
TOWN OF LOUISVILLE
ONE-STORY FRAME ON CONCRETE
CONCRETE PAD
TOC ELEV: 5341.79'
ELEV: 5341.24'
FENCE ON TOP OF WALL
WALL ON LINE ±
BLDG ON LINE ±
PATIO COVER
MAINTENANCE AND REPAIR EASEMENT REC NO. 1734234
EXCEPTED PORTION
SEE DETAIL 1
SEE DETAIL 2
(SEE NOTE 14)
FOUND MAG N TAG IS GONE 3' WC
PART OF SOUTH HALF OF LOT 12
NORTH HALF OF LOT 13
BLOCK 5
TOWN OF LOUISVILLE
ELEV: 5342.13'
ELEV: 5343.73'
ELEV: 5343.43'
ELEV: 5343.29'
ELEV: 5343.76'
ELEV: 5343.67'
ELEV: 5342.92'
ELEV: 5342.82'
ELEV: 5344.59'
ELEV: 5342.66'
ELEV: 5340.74'
ELEV: 5340.53'
ELEV: 5340.92'
ELEV: 5342.40'
F.F.E: 5342.30'
F.F.E: 5341.68'
ELEV: 5341.60'
ELEV: 5340.26'
ELEV: 5342.10'
ELEV: 5342.22'
ELEV: 5339.81'
ELEV: 5339.47'
F.F.E: 5339.18'
F.F.E: 5338.40'
F.F.E: 5339.19'
F.F.E: 5339.12'
F.F.E: 5340.01'
F.F.E: 5339.26'
ELEV: 5338.12'
ELEV: 5337.95'
F.F.E: 5338.62'
ELEV: 5337.90'
ELEV: 5338.22'
ELEV: 5337.93'
ELEV: 5337.70'
11.8'
11.4'
1.83'
1.3'
0.9'
1.6'
0.4'
1.9'
2.35'
20.0'

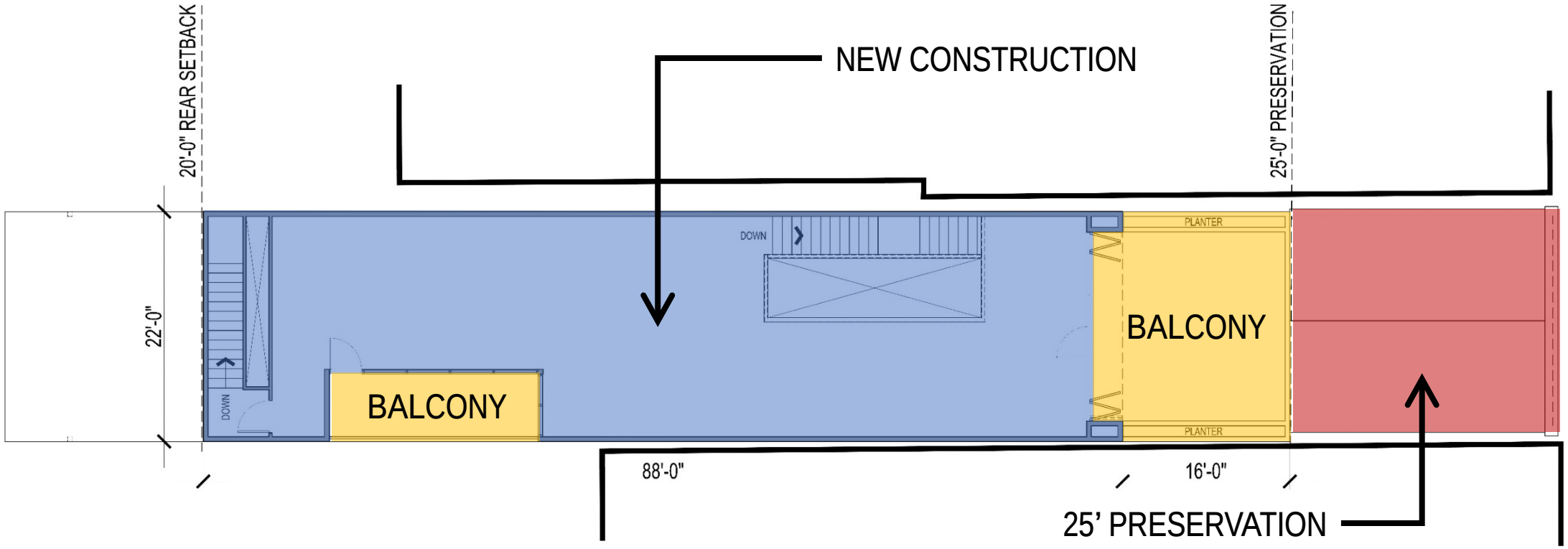
OPTION 1: PRESERVATION OF FIRST 25’



FIRST FLOOR PLAN

505 EXISTING SF

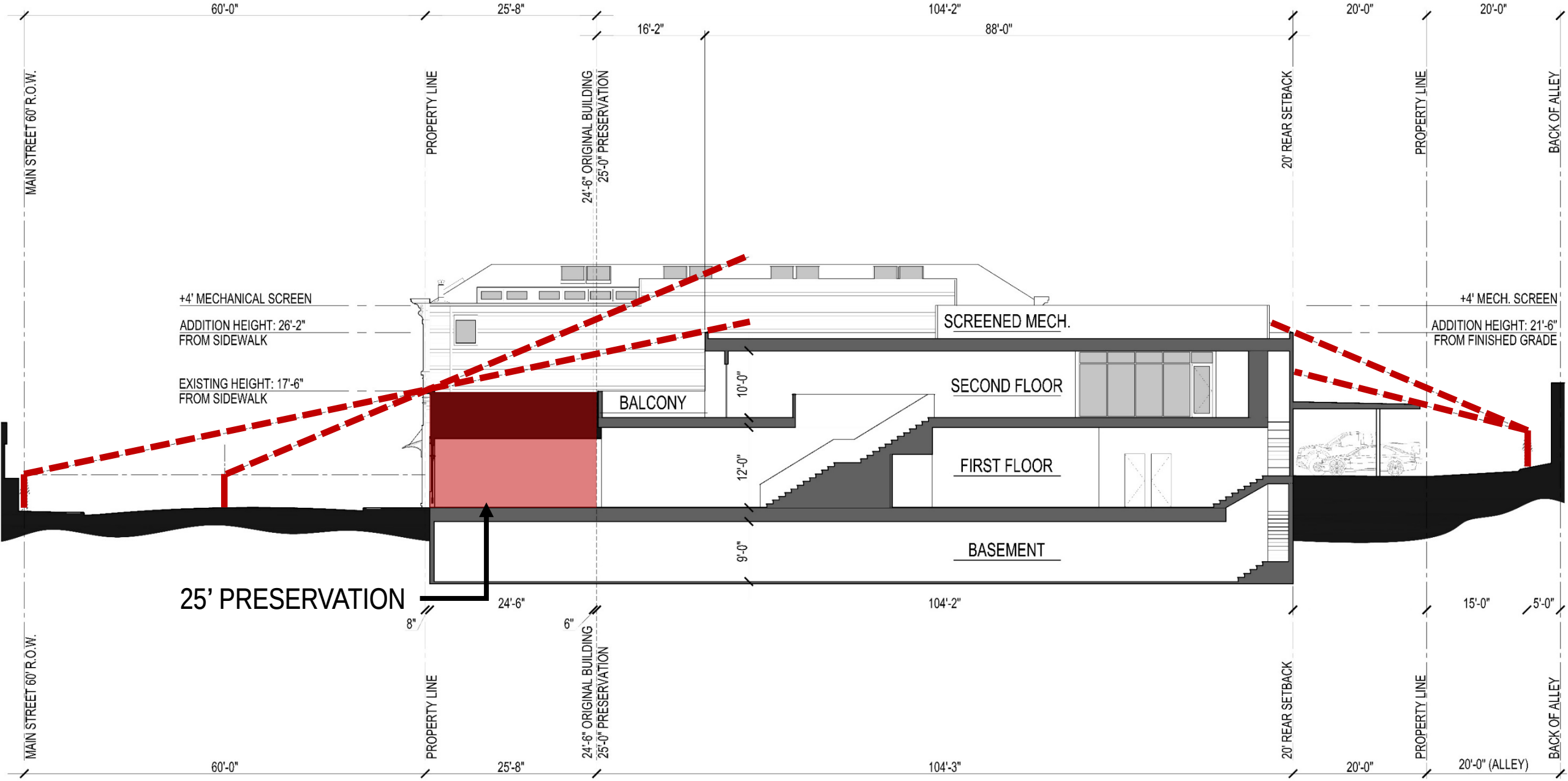
2,288 NEW SF



SECOND FLOOR PLAN

1,494 NEW SF

482 BALCONY SF



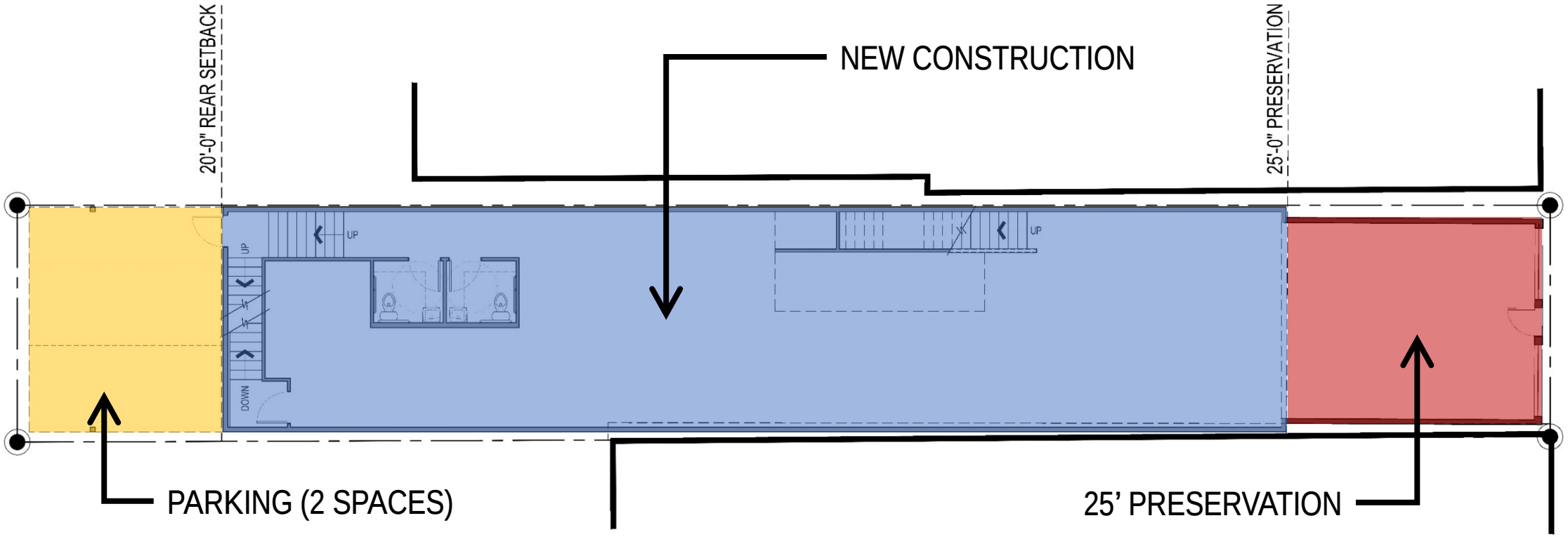
SITE SECTION

restaurant

STATE MERCANTILE
WATERLOO
WATERLOO

STATE MERCANTILE
Great Western Bank
WATERLOO

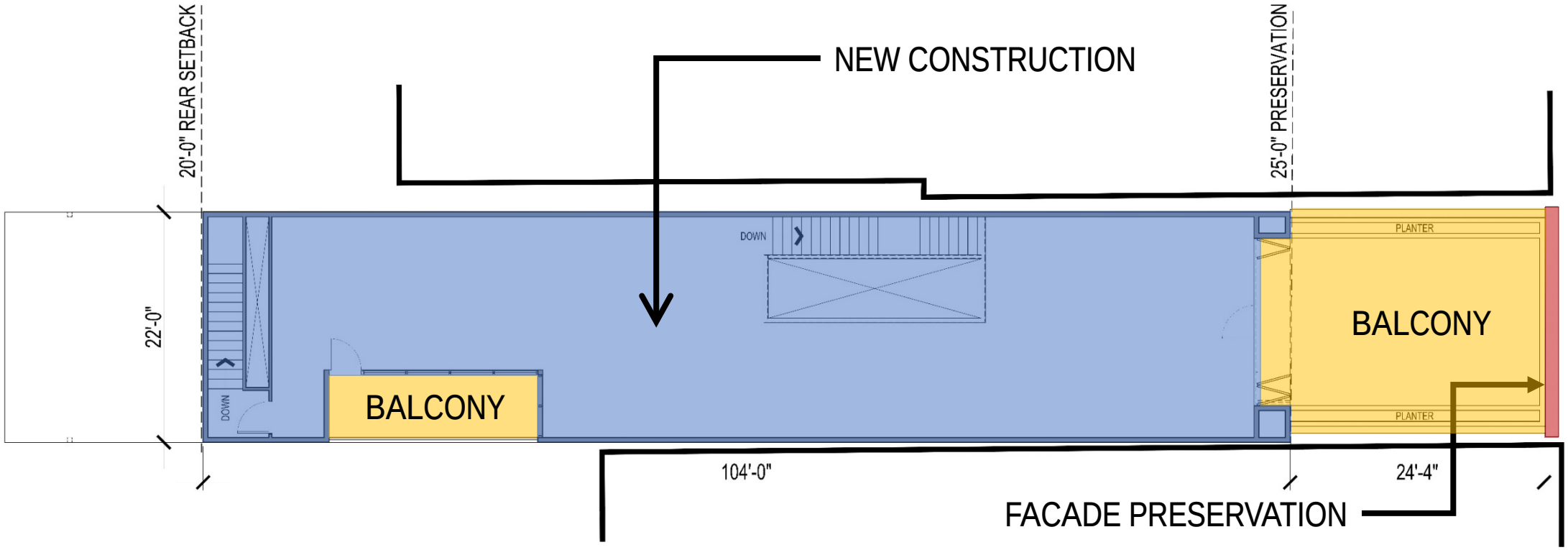
OPTION 2: PRESERVATION OF FACADE



FIRST FLOOR PLAN

505 EXISTING SF

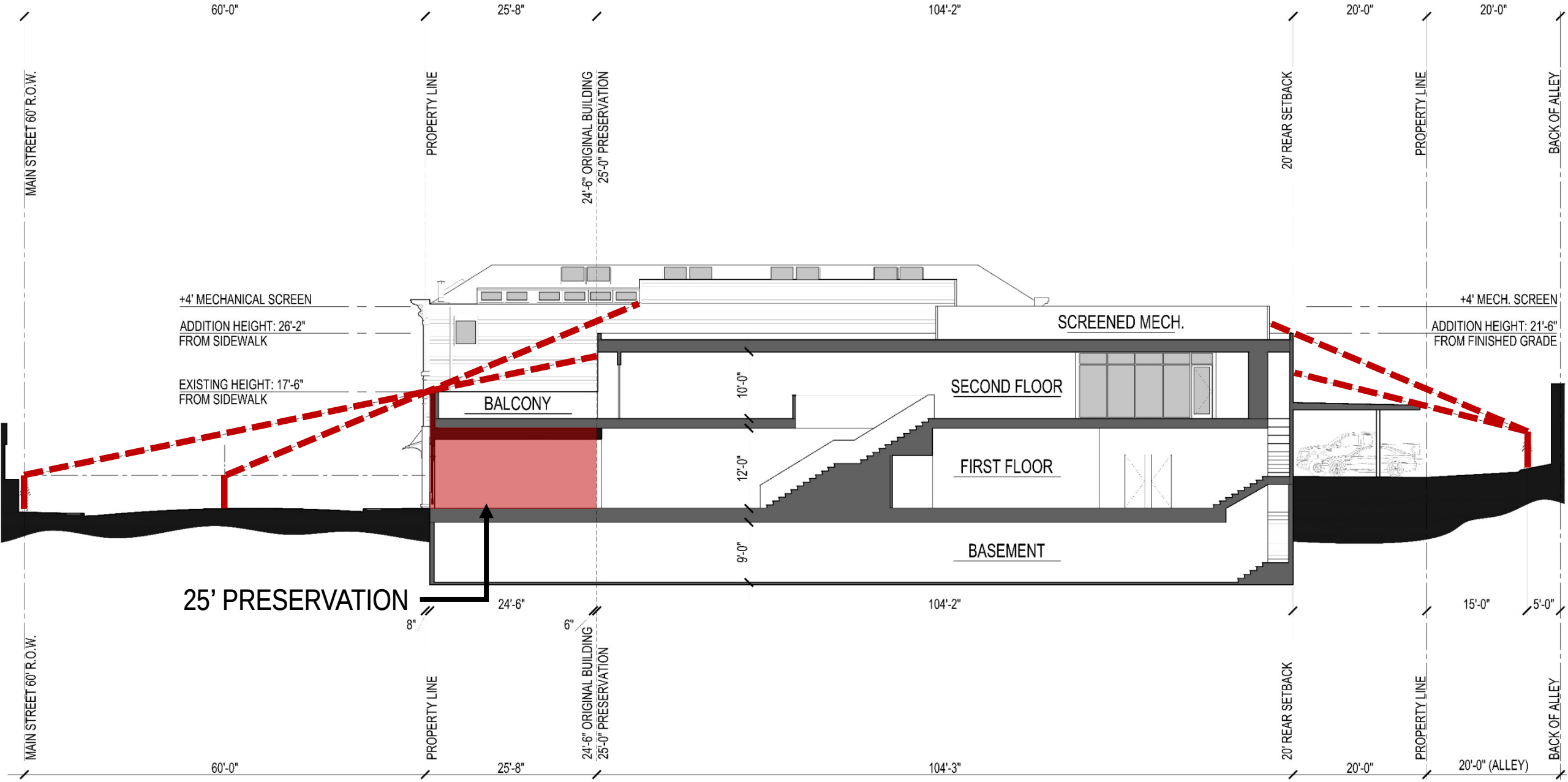
2,288 NEW SF



SECOND FLOOR PLAN

1,846 NEW SF

615 BALCONY SF



SITE SECTION

Empire
restaurant

STATE MERCANTILE
WATERLOO
WATERLOO

STATE MERCANTILE
Great Western Bank
WATERLOO

City of Louisville
COLORADO • SINCE 1878

LOUISVILLE REVITALIZATION COMMISSION

SUBJECT: **DISCUSSION/DIRECTION- PARTICIPATION IN LOUISVILLE'S RECOVERY & IMPROVEMENT PROGRAM**

DATE: **JULY 8, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:

As part of the Work Plan discussion in June, the LRC received an update on the program staff was developing to provide matching funds for businesses recovering and stabilizing from the COVID-19 pandemic. The program was originally developed in line with the City's existing Business Assistance Program (BAP), but based on feedback and recommendations, the program proposal has evolved. On June 19, Louisville's Recovery & Improvement Program was considered by the Economic Vitality Committee (EVC). Several LRC members participated in that electronic meeting, during which there was a dialogue on program eligibility and criteria, process, and funding. The program proposal outlined below incorporates the June 19 EVC input. Staff is also scheduled to return the item for another EVC discussion on July 17.

DISCUSSION/DIRECTION:

Included as *Attachment #1* is a copy of EVC memo on the Recovery & Improvement Program proposal. Since both the LRC and EVC has expressed interest in assisting businesses with a recovery focus, the program proposal incorporates criteria for building projects and improvements necessary to transform business operations as a result of the pandemic and façade improvements to make sure commercial buildings stay vibrant during difficult economic times. The EVC felt that this program should try to target and assist businesses that are most vulnerable (and not include commercial property owners at this time). While that is a subjective assessment, general eligibility for the program was agreed-to, including:

- Actively licensed, brick-and-mortar businesses within the City of Louisville;
- Current on all City accounts;
- No restriction on business size; and
- Limited to one approved project per business.

One suggestion for assessing vulnerability or economic injury of applicants is to compare the difference in Sales or Use Tax remittance from 2019 to 2020. The EVC did not set frequency of tax filing as an eligibility factor, but tax remittances may be able to help identify businesses most negatively impacted by the pandemic. A form could also ask applicants to describe their economic injury or change in profit.

The EVC generally accepted the criteria proposed by staff, but did eliminate one related to special events. Members felt it was important to be looking at projects as more permanent investments in businesses rather than one-off funding. Staff would need to

evaluate each application in line with the criteria and ensure each project meets at least one listed. The agreed-to criteria include:

- Project provides for restructuring, retooling, or implementing best practices in a business operation, consistent with public health guidance for physical distancing or sanitation
- Project enhances the exterior appearance of the building façade with improvements such as painting, awnings, and permanent signage
- Project allows business to purchase new interior or exterior furniture and fixtures to accommodate appropriate physical distancing
- Project improves the physical tenant or building space to accommodate operational or service changes, such as take-out windows or creation of outdoor patios
- Project supports a collaboration between two or more Louisville businesses seeking to offer a unique product or community service

On June 19, the EVC also provided input on program structure and process. The EVC supported staff's recommendation to make administrative approval of applications so as to streamline the funding timeline. The program is envisioned to be a rolling application, where staff can review and make approvals up to a set level of available funding. EVC members felt comfortable with 50/50 match funding, up to a $10,000 limit per application. Staff will need to create an application as well as a template agreement, since applicants would need to pledge the matching funding for the project as well as cost estimates or bids. It is also suggested to provide the funds to businesses upfront, since they may lack the cash flow to perform the project if the program is rebate-based.

The EVC provided staff some initial feedback on the overall amount of program funding, which ranged from $100,000 to $250,000 from the City's General Fund. LRC members discussed that they had considered $50,000 for funding business support in recovery. If the LRC proceeds to partner on this program, it would be administered much like the Emergency Solutions Grant Program—all under the same eligibility and criteria, but that businesses within the URA might receive funding from the LRC rather than the City's General Fund.

In conjunction with City Manager Balser, there was a brief discussion about CARES Act funding. The State of Colorado received CARES Act funding which was distributed to the counties. Boulder County has been working with municipalities about how that funding will then be distributed at the local level. The funding is intended to assist local governments in funding unanticipated and unbudgeted expenses that have been incurred or will be incurred related to the COVID-19 pandemic. The funding may be spent on eligible expenses through the end of 2020. Louisville is projected to receive $945,000, but the City is still evaluating how those funds will be applied based on the expenses to-date and the operational reductions made. There is potential that the City could reimburse the LRC for its $100,000 contribution to the grant program or that such reimbursement could come from CARES Act funding for special districts. There has not been a

determination on reimbursement at this time, but staff may have more information to share by the July 8 meeting.

Lastly, staff reviewed timelines with the EVC. If the proposal is advanced to City Council and approved, staff would then need time to develop specific materials and to begin advertising the program. So the earliest the program would be available is probably late August or early September. It would then be open, and applications reviewed and approved or denied in the order they are received. It is not recommended to have a set application window, since projects could vary greatly in complexity and amount of funding requested.

Please recall that ultimately, if the LRC wishes to participate in the Recovery & Improvement Program, an agreement would need to be executed between the LRC and the City. If staff receives direction from the EVC on July 17, the program may be advanced for City Council consideration in August.

RECOMMENDATION:
Review proposed Recovery & Improvement and provide any feedback for staff and the Economic Vitality Committee. Indicate whether staff should plan for LRC participation in the program.

ATTACHMENTS:

- Attachment #1: EVC Memo Regarding Recovery & Improvement Program (June 19 meeting)

City of Louisville
COLORADO • SINCE 1878

ECONOMIC VITALITY COMMITTEE

SUBJECT: **DISCUSSION/DIRECTION- LOUISVILLE'S RECOVERY & IMPROVEMENT PROGRAM PROPOSAL**

DATE: **JUNE 19, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:
At the May 6 and May 22 Economic Vitality Committee (EVC) meetings, the Committee discussed the City's current Business Assistance Program (BAP) and recent applicants, as well as asked staff to explore program alternatives focused on existing business retention and recovery from the COVID-19 pandemic. Below is a proposal for Louisville's Recovery & Improvement Program that would be run concurrently with the existing BAP, but with a different focus and funding. Staff will seek EVC input on this recommendation, which would then need to be advanced for City Council consideration.

The potential program was also reviewed with the Louisville Revitalization Commission (LRC) at their June 10 meeting. The LRC felt their might be synergy to collaborate with the City on such a program, similar to the Emergency Solutions Grant process. However, the LRC is interested in having input into the specific program criteria. Staff will provide LRC members with the details to participate in the EVC electronic meeting.

DISCUSSION/DIRECTION:
Our existing assistance program (please see *Attachment #1* for criteria and application) provides a structure to offer incentives to new businesses seeking to locate in Louisville or to our existing businesses that are undertaking significant expansions. While it can be a retention tool, it is more commonly an attraction tool. The BAP is rebate-based, and depending on the particular business, rebates are structured around building permit fees, construction use tax, sales tax, and consumer use tax.

Under the Recovery & Improvement Program, staff suggests developing a new set of criteria, outlining a new applicant process, and providing incentives on a matching rather than rebate basis. The focus and intent of the proposed program would be to help local businesses impacted by the COVID-19 pandemic and attempting to transition to re-opening or recovery.

Recovery & Improvement Program Criteria
Both EVC and LRC have expressed a desire to potentially assist businesses with a recovery focus. The focus could incorporate building projects and improvements necessary to transform the way they operate as a result of the pandemic and façade improvements to make sure commercial buildings stay well-maintained and vibrant during difficult economic circumstances. The EVC also discussed incentivizing businesses to work collaboratively, such as on a unique or reformatted special event or service to the community.

Consistent with the Emergency Solutions Grant program, the EVC should determine the target audience eligible for Louisville's Recovery & Improvement Program. Reasonably, the applicants should be actively licensed, brick-and-mortar businesses within the City of Louisville, but we may also wish to allow owners of commercial properties to apply if the project meets the determined criteria and is improving a Louisville commercial space. Staff recommends we require that business applicants must currently have their business open and again, be current on all City accounts at time of application. If there are other eligibility factors to consider (size of business, length of time in Louisville), those should be determined and listed clearly in the application.

As the EVC and City Council experienced with grants, the most difficult part is developing consistent and objective criteria. However, the time spent in development also makes the review and approval process much more efficient and shows the applicants the program is fair and transparent. Below are criteria for the Committee to review and consider:

- Project provides for restructuring, retooling, or implementing best practices in a business operation, consistent with public health guidance for physical distancing or sanitation
- Project enhances the exterior appearance of the building façade with improvements such as painting, awnings, and permanent signage
- Project allows business to purchase new interior or exterior furniture and fixtures to accommodate appropriate physical distancing
- Project improves the physical tenant or building space to accommodate operational or service changes, such as take-out windows or creation of outdoor patios
- Project creates or reformats a special event that is of general benefit to the Louisville community and meets current public health requirements for public gatherings
- Project supports a collaboration between two or more Louisville businesses seeking to offer a unique product or community service

Recovery & Improvement Program Process

The existing BAP has a streamlined structure. The applicant reviews program criteria and completes a one-page application. Staff reviews the application for completeness, often coordinating with the applicant for additional information. Based on data provided and type of project, staff then makes an estimate of potential rebate incentives. The recommended incentives are reviewed with the City Manager. Once there is consensus, staff drafts an agreement, which is reviewed and agreed-to by the applicant before proceeding. Staff presents the application for business assistance, including a proposed resolution and agreement to City Council. If approved, staff continues to work with the applicant on process steps, including calculating the rebates at the appropriate time and issuing payment.

Staff suggests that a similar process be employed for the Recovery & Improvement Program. A packet would be created to communicate the program criteria and would include a simplified application form. Applicants would be required to submit cost estimates for the project and explain how the project also aligns with program criteria. The application should be crafted to be clear that applicants must pledge the matching funding. Staff would review the form, communicate with the applicant, and prepare a recommendation for the City Manager, including project summary and funding. To facilitate responsiveness, staff proposes to administratively approve Recovery & Improvement Program applications, within the funding allocated and matching funding level (see discussion below).

Staff envisions an agreement would still be required between the applicant and City, to include an appropriate clawback if the project is not performed or is not completed within a certain timeframe. If a request is approved, staff would coordinate with the applicant and proceed to disburse funding. If a request is denied, such as for not meeting the program criteria or not pledging matching project funds, the denial would be communicated to the applicant by staff. Staff would provide a monthly update to the EVC on program applications, including approvals and denials.

Funding

Through the current BAP, the City offers a percentage of rebates on taxes and fees. These are generally paid after the business obtains a certificate of occupancy or meets other milestones for taxes. There is not an allocated budget for incentives, since it is assumed the City has generated and received new tax or fee revenue before rebates are paid. For the Recovery & Improvement Program, staff alternatively suggests setting aside a pre-approved amount of funding that is available. This method would also be a good fit if the LRC is a program/funding participant, because they could set their own threshold of funding available to businesses within the Urban Renewal Area (URA).

Staff and EVC also briefly discussed a "matching" funding structure. For example, the Recovery & Improvement Program could provide matching funds of up 50%, not to exceed a certain dollar amount (such as $10,000). The top threshold should consider the variety of projects for which businesses could seek this type of assistance and to make the process to apply and receive approval efficient. The EVC should give staff input about overall funding and individual project dollars. Staff suggests that a business entity only be permitted to receive one-time funding under this program to make sure a number of eligible businesses have sufficient opportunity. Due to the economic circumstances created by the pandemic, matching funds would be provided at the start of a project rather than as a rebate. Staff believes this will encourage businesses to take advantage of the program for projects they would otherwise not have sufficient cash flow to pursue.

If the EVC wishes to advance the Recovery & Improvement Program, staff can take input to refine the program criteria and process. The next steps would then include obtaining approvals (potentially from LRC and City Council) and creating the process tools and promotional information. With summer meeting schedules, the program could probably

be launched in August. Although the program would likely accept applications on a rolling basis, it should be assigned an initial duration (such as six months or a year), which could be renewed by Council action should additional need and funding still exist.

RECOMMENDATION:
Review the Recovery & Improvement Program proposal and provide direction to staff on next steps.

ATTACHMENTS:

- Attachment #1: Current Business Assistance Program (BAP) Criteria and Application

City of Louisville
COLORADO • SINCE 1878

LOUISVILLE REVITALIZATION COMMISSION

SUBJECT: **DISCUSSION/DIRECTION- LRC 2020 WORK PLAN**

DATE: **JULY 8, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:
At each meeting this year, the LRC has been discussing and making progress toward guiding Goals and a 2020 Work Plan. In March, Commissioners provided individual comments on the Priority level of the Work Plan Actions. In April, the LRC requested to re-evaluate its Work Plan in light of revised financial projections and to discuss incorporating near-term strategies that may provide assistance to businesses within the Urban Renewal Area negatively impacted by the COVID-19 pandemic. In May, the Commission was able to review the financial projections for 2020-2024 with Finance Director Watson. And in June, staff provided an overview of the Highway 42 corridor, including the DeLo development to give context to some of the high priorities in the LRC's plan.

DISCUSSION:
Included as *Attachment #1* is the most current clean version of the LRC's 2020 Work Plan. No updates have been made to the documents since the June 10 meeting.

City Projects Amended from 2020 Budget
As discussed in June, the City Council has made recent amendments to its 2020 Budget as a result of the pandemic. There were two projects deprioritized and removed from the amended budget that are within the Urban Renewal Area; the LRC was asked to consider whether it would be interested in participating in the funding of these initiatives, listed below:

- Downtown Tree Grate Conduit Replacement ($28,000) and
- Downtown Clay/Concrete Paver Replacement ($110,000).

The Commissioners asked staff to provide additional information about each project, both of which are focused on maintenance of existing and aging infrastructure and were proposed as part of the 2019-2024 Capital Improvement Plan (CIP). The Downtown Tree Grate Conduit Replacement Project was budgeted over four years: 2019, $26,000; 2020, $28,000; 2021, $56,000; and 2022, $56,000. The project is to evaluate the condition of existing spare and irrigation conduits that run between tree grates on one block of Main Street, two blocks of Pine Street, and three blocks of Front Street. Ultimately, the evaluation would determine blockages in the existing irrigation lines and system discontinuity. A full system of conduit could benefit the City in terms of access to irrigation and electrical service at tree grates.

The Downtown Clay/Concrete Paver Replacement project was budgeted over three years: $110,000 in years 2019, 2020, and 2021. The planned project includes reset/replacement of settled and broken clay pavers or concrete pavers within Downtown. In 2020 specifically, pavers on Walnut Street between LaFarge Avenue and Front Street and on Main Street between Pine Street and Elm Street were planned for replacement. Ultimately, a complete system of pavers reduces potential trip hazards and increases pedestrian safety in Downtown.

If the LRC did not choose to participate in these deprioritized City projects, it is likely they will be re-evaluated for future capital funding—meaning the projects will not be abandoned, but may be delayed.

Undergrounding at Highway 42 and Griffith
For 2019, the City budgeted $680,000 for the utility undergrounding work at State Highway 42 and Griffith Street. The $680,000 expense was budgeted to be shared, with $510,000 coming from the City's 1% Xcel fund and $170,000 being contributed from the LRC. This is reflected as "Cap Contr- COL- Undergrounding" in the LRC's 2020 Budget and Budget Estimate, reviewed on May 6. As the project planning has progressed, the City has learned it is required to pay for additional lines with Comcast and CenturyLink, which will add costs and put the total project approximately $40,000 over budget. Xcel is still working on the final construction cost estimate, but it is expected in July. To-date, $60,000 has been spent on project design. Staff has been asked to share this information with the LRC and gauge willingness to participate in funding this additional unbudgeted expense.

DIRECTION:
In the current version of the Work Plan, there are 28 Actions under consideration and 3 completed items. The prioritization of the 28 items is as follows:

- High: 12
- Medium: 8
- Low: 8

While a few of the High Priority items are gathering information or data, this many items at the High priority level may make it difficult to truly focus on what the LRC considers critical. To consider the prioritization in context of the timeframe of Actions, below is a summary of the project timeframes:

- Short-term (3 months to 1 year): 14
- Mid-term (1 to 3 years): 10
- Long-term (3 years+): 4

The Work Plan was structured in a way that the Project Areas are listed in order of priority/importance, but then the individual Actions receive a priority level. Since it is not likely that there will be capacity to complete all of the short-term high priorities, the LRC should review what is currently included. The short-term Actions could also have

funding requirements, which then may use funds not available for longer-term, but priority projects. If there are high priority Actions that are long-term in nature, LRC should direct staff to allocate time and funding to these matters, since they are likely initiated but then completed over a longer time period. The work on those long-term Actions may then take away for some short or mid-term Actions, but might result in bigger accomplishments or contributions.

Staff recommends that the LRC Work Plan also be put into the context of a longer-term strategy document, not just an annual Work Plan. The plan should certainly be reviewed and updated at least annually, but because of the timeframe of many projects, it is truly a multi-year document.

RECOMMENDATION:
Discuss the revised Work Plan and provide feedback on revisions and priorities to staff.

ATTACHMENTS:

- Attachment #1: Goals and 2020 Work Plan Matrix (clean version only)

Louisville Revitalization Commission
2020 Work Plan

CLEAN

LRC Goals

1. *Reduce, eliminate, and prevent the spread of blight by funding projects that help to redevelop or rehabilitate the Urban Renewal Area.*

2. *Participate in funding public infrastructure improvements that will provide community benefit.*

3. *Form public-private collaborations to provide financial assistance that stimulates growth and reinvestment in the Urban Renewal Area.*

Project Areas & Actions	Owner	Timeframe	Funding	Priority
1. *Highway 42 Area*				
a. Review original Hwy 42 Plan	Zuccaro	ST	N/A	HIGH
b. Incorporate additional wayfinding signage at DeLo to link parking to downtown	Pierce	MT	$	HIGH
c. Identify environmental hazards from industrial uses (if any); assist in identifying funding opportunities and remediation @ State and Federal levels	LRC	LT	$$$	LOW
d. Track Hwy 42 design and phasing (study begins 2020)	LRC	ST	N/A	HIGH
e. Improve East Side parking lots @ Sports Complex/Hwy 42 to provide expanded downtown parking availability	LRC	MT	$$	MEDIUM
f. Fund sidewalk improvement for Griffith and Pine Streets @ Rail crossing (part of Quiet Zone projects)- SW4 and SW3	LRC/TMP	MT	$ $22,200	HIGH

Louisville Revitalization Commission
2020 Work Plan

Project Areas & Actions	Owner	Timeframe	Funding	Priority
g. Fund sidewalk improvement for Hwy 42 (from South to Pine)- SW5	LRC/TMP	ST	$$ $700,000	HIGH
h. Contribute funding for construction of Underpass at Hwy 42 & South Street- GS2	LRC/TMP	LT	$$$ $8.0 M	MEDIUM
i. Contribute funding for construction of Underpass at Hwy 42 Regional Trail & South Boulder Road- GS5	LRC/TMP	LT	$$$ $8.0 M	LOW
2. *Downtown & DeLo*				
a. Revisit small parking lot projects	Pierce	MT	$$ - $$$	MEDIUM
b. Outreach to owners of Grain Elevator project for status	Pierce	ST	N/A	HIGH
c. Evaluate potential WiFi connectivity project for Steinbaugh Pavilion and for cell carriers to add 5G Downtown	LRC/DBA	MT	$$	LOW
d. Evaluate business directory and community events kiosks	Pierce	ST	$$	MEDIUM
e. Secure placement of public art for DeLo underpass	Louisville Cultural Council/LRC	ST	$$	LOW
f. Evaluate ways to create additional trail connectivity to downtown	LRC	MT	$$-$$$	MEDIUM
g. Consider connectivity improvements between Downtown and Coal Creek Station (once submitted)	LRC	LT	$$$	LOW
h. Fund plan to determine appropriate number and placement of electric vehicle charging stations in Downtown	LRC/City	MT	$	MEDIUM
3. *South Boulder Road Area*				
a. Outreach to Village Square property to establish contacts and relationships with four existing property owners	Pierce	ST	N/A	HIGH

Louisville Revitalization Commission
2020 Work Plan

Project Areas & Actions	Owner	Timeframe	Funding	Priority
b. Brainstorm ideas for revitalization at Village Square Property, such as connection between residential area and center (via ditch and creation of public space @ rear)	LRC	ST	N/A	LOW
c. Discuss improvements for funding, such as landscaping, pedestrian scale lighting, and parking in Village Square property	LRC	ST	$$	MEDIUM
d. Consider façade improvement program for privately owned property components	LRC	MT	$$	HIGH
e. Widen North side sidewalk on South Boulder Road (Garfield, Jefferson) to 10' where possible; coordinate w/underpass construction- SW1	LRC/TMP	MT	$$ $81,000	MEDIUM
4. *TIF Requests and Property Tax Rebate Agreements*				
a. Consider fee to off-set costs of independent financial analysis for TIF requests	LRC	ST	N/A	HIGH (anticipated completion July 2020)
~~b. Evaluate request for assistance from 824 South, Inc.~~	~~LRC~~	~~ST~~	~~$$~~	~~HIGH~~ **(Completed April 2020)**
c. Evaluate potential request for assistance from 511 East South Boulder Road (The Rose and Raven)	LRC	ST	$$	HIGH
5. *Planning and Administration*				
~~a. Create long-term financial plan with revised projection model~~	~~Watson~~	~~ST~~	~~N/A~~	~~HIGH~~ **(Completed May 2020)**
b. Participate in Comprehensive Planning Process	Zuccaro	MT	N/A	LOW
c. Schedule joint meeting with BRaD, Chamber, and DBA	Pierce	ST	N/A	LOW

Louisville Revitalization Commission
2020 Work Plan

Project Areas & Actions	Owner	Timeframe	Funding	Priority
d. Integrate priority actions with City Council Economic Vitality Committee	LRC	ST	N/A	HIGH
6. Business Support Related to Impacts of COVID-19 Pandemic				
~~a. Participate in City's Emergency Solutions Grant Program to assist small businesses within the Urban Renewal Area & prevent blight~~	~~LRC/CC~~	~~ST~~	~~$100,000~~	~~HIGH~~ **(Completed May 2020)**
b. Consider program to provide matching funds for businesses undertaking façade improvements or building projects related to operational changes from the pandemic	LRC/CC	ST	$ $50,000	HIGH

Matrix Definitions:

- *Project Areas & Actions*: Every item should have an associated project area; we recommend each action should start with a verb to clarify the intent of the work to be accomplished
- *Owner*: Every action should have an assigned owner to assist with accountability. This area can also be used to indicate when resources might be required from an outside group
- *Timeframe*: Each action has a timeframe to accomplish of either short-term (three months to one year), mid-term (one to three years), and long-term (anything longer than three years)
- *Funding*: A single $ indicates little to no financial investment; two $ indicate some financial investment; and three $ indicate major project or expense
- *Priority*: Every action should have a rating of low, medium, or high