

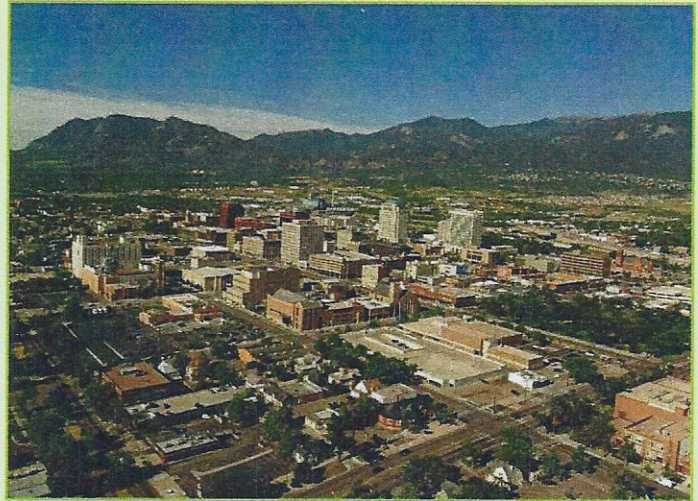


Imagine Downtown Master Plan Update

A project of the Downtown Development Authority of Colorado Springs in partnership with the City of Colorado Springs

The Imagine Downtown Master Plan, a land-use master plan adopted in 2009, states:

“This plan is intended to be forward thinking and flexible; it should spur investment; put more people on the street through residential growth; strengthen the role that downtown plays in the economic health of the region; provide diverse entertainment, arts and cultural opportunities; foster a sense of place on a pedestrian scale; preserve our rich history; promote sustainability; and create an urban environment that equals the unique and beautiful natural setting of Colorado Springs.”



Aerial view of Downtown Colorado Springs. Courtesy VisitCOS.com

In February 2015, the Board of Directors of the Downtown Development Authority (DDA) authorized the facilitation for a tactical update to the Imagine Downtown Master Plan to further its vision by:

- Updating specific tactics and additional chapters on public spaces, access and mobility.
- Developing market-based actions and tools.
- Integrating findings of numerous community plans.
- Producing compelling materials that highlight investment opportunities in Downtown Colorado Springs.

This work will be accomplished through the work of:

- Project Management Team: Consultants MIG and PUMA, DDA and City Department Directors
- Tactical Advisory Committee: Community and organizational leaders
- Civic Leadership: Appointed leaders and support staff

The work teams will:

- Identify actionable tactics.
- Incorporate planning efforts under way or completed by other civic and regional entities (ie other community/ civic plans).
- Recommend policy changes, partnership possibilities and revenue structuring to fully accomplish the plan's vision.

Updates to the plan will be informed through:

- Leadership and community engagement
- Review and incorporation of existing plans
- Analysis of current market trends and data

Project results will include:

- Market Assessment (Phase I)
- Draft and Final Plan Update (Phase I)
- White Paper Recommendations (Phase II)
- Development Toolkit (Phase II)

Project Updates and Information: www.DowntownCS.com/DDA
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