

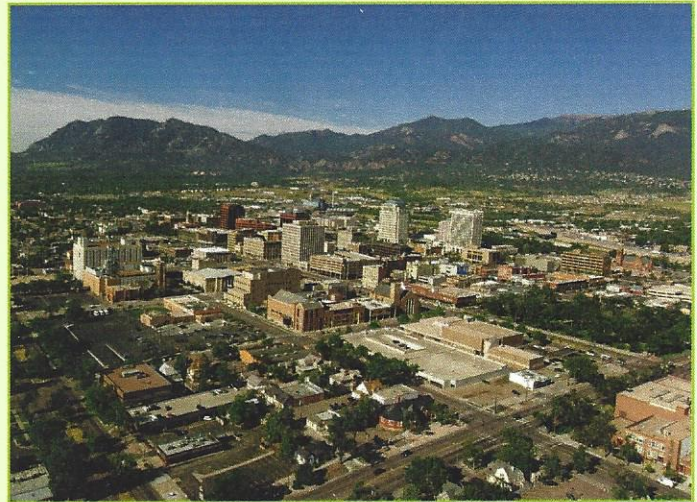


# Imagine Downtown Master Plan Update

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](http://www.DowntownCS.com/DDA)  
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