

# Downtown Greeley Accomplishments

## August 10, 2021

**FINAL REPORT**

July 2011

**DOWNTOWN GREELEY  
INVESTMENT STRATEGY**



PREPARED FOR THE

**GREELEY  
DOWNTOWN DEVELOPMENT  
AUTHORITY**

BY

**PROGRESSIVE URBAN MANAGEMENT ASSOCIATES, INC.**

## Downtown Greeley Investment Strategy PUMA 2011

### **Economic Development**

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## Economic Development

### ED1: Business and Development Support and Attraction

Goal	Status Report
Facilitating and/or directly providing technical assistance such as marketing, merchandising and business planning to new and existing businesses	ONGOING: Refer new businesses to SBDC or appropriate City department
Providing information on existing vacancies throughout the DDA and matching potential tenants, businesses and services with the appropriate sub-area	ONGOING: Regularly updated list of commercial properties for sale & lease on DDA website
Being a portal to potential investors and developers by providing information, resources and contacts at City departments and agencies	ONGOING: Primarily connect with Ben Snow at City's Economic Health & Housing Dept.
Pursuing targeted recruitment of desirable restaurants and/or retail concepts to the core, particularly to the proposed Dining and Entertainment Incentive Zone (described in Action ED3 below)	NEEDS WORK: This has primarily occurred by restaurants/retailers reaching out to DDA or been taken on by private development projects (i.e. Maddie Apartments)
Identifying and/or recruiting needed neighborhood retail for the Campus and Mid Town Sub-areas	NEEDS WORK: This has primarily occurred by restaurants/retailers reaching out to DDA or been taken on by private development projects (i.e. Maddie Apartments)
Identifying arts, crafts and light industrial uses and development that may be appropriate for the East Edge	NEEDS WORK: Much more challenging to attract to east edge since the core is not fully developed and major infrastructure improvements are needed

### ED2: Financial Support

Goal	Status Report
Work with Downtown property owners and champions to define opportunities for investment in start-up business ventures including: lease relief, property owner equity investment and tenant improvement subsidies	NOT NECESSARY: This has occurred between a few property owners and their tenants; do not feel it is a needed role for the DDA to play at this time

Refocus the DDA’s Existing Façade Grants Program	COMPLETE
Revolving Loan Fund to provide low-interest or no-interest loans to start-ups and existing businesses wishing to upgrade, expand or invest in tenant finish	NOT NEEDED: Upstate Colorado administers the Greeley Community Development Fund to provide loans between \$20,000-\$125,000
Bank Community Development Corporation to help facilitate the development of new business concepts, and provide predevelopment, construction and long-term financing; also could seed a capital loan and equity fund to launch new business concepts	NOT PURSUED
Community Capital Fund to mobilize local property owners and residents to invest in new business concepts through a variety of community-based models, including cooperative and local partnership structure (ie, Cooperative, Community-Owned Corporation, Small Ownership Group, Investment Fund)	NOT PURSUED

**ED3: Develop a “Dining and Entertainment Incentive Zone”**

<b>Goal</b>	<b>Status Report</b>
Work with the City to establish parameters for expedited development review and permitting for new and desirable businesses such as local, independent restaurants, retail or entertainment venues such as a jazz or comedy club	TBD: Need to check with the City if possible
Establish a “Good Neighbor” Policy, agreed to by Downtown businesses and nearby residents, that establishes reasonable and predictable operating standards, including hours of operation for restaurants and bars, allowable times and volumes for music to be played, parking agreements, trash pickup, and others as necessary	NOT NECESSARY AT THIS POINT
Establish design guidelines specifically for the Dining and Entertainment Incentive Zone	ALTERNATIVE: Instead of creating design guidelines, added additional funds (non-

that establishes a clear design aesthetic vision for facades, sidewalk cafes and signage	matching) to grants to help design better facades
Façade Grants in the Dining and Entertainment Incentive Zone should be targeted specifically to businesses that add to the restaurant and entertainment mix	NOT NECESSARY
Provide additional regulatory incentives (ie, pre-approvals for permitting, less restrictions on outdoor seating, flexible approach to retrofitting compound water taps) to local, independent restaurants, retail and music or comedy clubs as per DDA approval	TBD: Need to check with the City if possible

#### **ED4: Downtown Hotel/Convention Center Feasibility Study**

<b>Goal</b>	<b>Status Report</b>
Feasibility Study to determine need for additional room capacity, room type, location and feasibility of any accompanying amenities such as a convention facility	COMPLETE
Bring together a group of front range developers and hoteliers (possibly through the Colorado ULI Chapter) that specialize in urban infill hotel development to look at Downtown, analyze the current hotel market and make a recommendation whether or not to move forward with a formal feasibility study	COMPLETE

#### **ED5: Catalyst Mixed-Use Development**

<b>Goal</b>	<b>Status Report</b>
Direct investment – The DDA may invest tax increment funds, including funds generated by the redevelopment of the project itself and/or those in the capital investment fund	ONGOING: Economic Development Committee & DDA Board determine if TIF reimbursement would be appropriate incentive on case-by-case basis
Issuing bonds – the DDA has the authority to bond against future tax increment funds up	WILL NOT PURSUE

to approximately ten times its projected revenue	
Property acquisition or optioning – speculative acquisition may be appropriate in some instances, however the DDA may also structure acquisitions so that a known buyer will take over ownership after resolution of issues that otherwise prevent the buyer from acting immediately	NOT NECESSARY AT THIS POINT
Demolition and/or remediation – the DDA may be able to reduce costs and uncertainty by partnering in a redevelopment with specific responsibility for demolition or remediation activities. As a quasi-public agency, by putting itself in the chain of title, even for a short time period, the DDA may be able to secure and utilize remediation grants (such as for Leaking Underground Storage Tanks) that are unavailable to private developers	NEEDS WORK: May prove to be a useful tool

**ED6: Mixed-Use Development and Housing**

<b>Goal</b>	<b>Status Report</b>
Facilitating partnerships, access to investors, loans, grants and TIF reinvestment	ONGOING
Working with the City to build upon the currently allowed incentives for mixed-use development including: density bonuses and reduced parking requirements; developing “Parking Streets” on both sides of 9th Avenue at 12th and 15th where the street dead ends to vehicular traffic, but can provide a parking reservoir (and can simultaneously accommodate better pedestrian and bicycle movement)	NEEDS RESEARCH
Pursuing joint development opportunities with the University such as pre-leasing arrangements, financing and other cooperative investment strategies	NOT NECESSARY AT THIS POINT

Work with Colorado Housing and Finance Authority, Urban Land Conservancy, and others to create conditions that allow for quality both market-rate and below-market rate housing products	NOT NECESSARY AT THIS POINT
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**ED7: Encourage Adaptive Reuse**

<b>Goal</b>	<b>Status Report</b>
Work with developers, the City and investors to ensure notable buildings are preserved and reused. Provide incentives for adaptive reuse such as historic preservation incentives, infrastructure investment, regulatory relief and other incentives as appropriate. Adaptive reuse incentives need not be limited to districts or structures that meet historic designation criteria. The DDA may define criteria for adaptive reuse that recognize a range of structures with enduring value in the DDA regardless of official designation	ONGOING

**Experience**

**EX1: Safe & Clean**

<b>Goal</b>	<b>Status Report</b>
Continue to work closely with the GPD to curtail crime before it occurs; publicize the DDA's efforts to partner with the GPD to address crime to reverse any perception that Downtown is unsafe	ONGOING
Audit public and private spaces to identify and remedy areas that encourage crime through poor lighting, transparency or design. Identified improvements to private spaces would typically be paid for by the	NEEDS WORK

private entity unless they met the criteria for a specific incentive offered by the DDA.	
Consider a DDA/GPD/UNC and/or Aims Community College partnership to create a “Downtown Ambassador” program during the warm weather months. Ambassadors can act as the “eyes and ears” of law enforcement, monitor Downtown for maintenance issues, assist visitors and generally ensure Downtown is clean, safe and welcoming. Utilizing UNC or Aims students could foster closer relationships with Downtown, create job opportunities and help bring a greater sense of familiarity with Downtown to the students at UNC and Aims.	ALTERNATIVE: Hired Bill Cockroft who lives downtown to do part-time maintenance
Continue to work with JBS about reducing or avoiding odors on critical civic and institutional event days; educate downtown community about the existence of the Odor Hotline number and recent efforts by JBS and the city to create standards for JBS’ voluntary compliance	NEEDS WORK/NOT ENTIRELY NECESSARY

**EX2: Events**

<b>Goal</b>	<b>Status Report</b>
Expand to a more multi-cultural focus: Downtown Greeley is more than 40% Hispanic and has significant immigrant populations from east Africa, Burma and other parts of the world. Many of these cultures are clustered in the neighborhoods in and around downtown. Events that celebrate different cultures, music and art and bring families and the community together should be emphasized to make Downtown a More inviting and inclusive place.	ONGOING/NEEDS WORK: Offered Latin music at a few Friday Fest nights; held Multicultural Festival downtown from 2017-2018 and then moved to UNC; definitely could do more
Work with UNC to develop events that appeal to college students such as runs, bike	ONGOING: May Play & Block Party are geared to UNC students, also featuring a

rides and UNC celebrations for sports or other activities. These should be offered during times of the week when most UNC students engage in social time and be cognizant of their weekend outmigration.	“welcome back” Friday Fest this year; would like to do more joint events
Offer music or events that are timed and geared to bringing Downtown workers out of their offices at lunchtime and/or keeping them in Downtown after business hours.	COMPLETE: Friday Fest is a huge community event (about 16 held each summer)! Could consider a lite lunchtime event (ie, buskers, street corner musicians)
Consider a summer-long Thursday (or other appropriate weekday) event that incorporates food, arts & crafts and live entertainment. UNC students indicated they generally stay in Greeley during the week and go home during the weekends so Thursday night might be an optimal time to get students to downtown events.	NEEDS WORK: This could be a consideration for the 16 <sup>th</sup> Street/University District area.
Downtown boasts a concentration of churches. Consider one or more annual events that would invite churchgoers to stay in Downtown Sunday afternoon	NOT PURSUED

**EX3: Branding & Identity**

<b>Goal</b>	<b>Status Report</b>
Creation of a new visual identity brand package to be utilized for both investor and consumer marketing.	COMPLETE
Recommendations for potential applications of the new brand for collateral materials, events, wayfinding signage, banners, urban design features, social media and website.	IN PROCESS: “Place to Be” Campaign rolled out in 2020; working on monuments, wayfinding signs, bicycle signs, and light pole banners on 8 <sup>th</sup> Avenue
Development of consistent messaging and communications strategies to be incorporated throughout the economic development and experience initiatives outlined in this investment strategy.	ONGOING

**EX4: “In-Place” Marketing**

Goal	Status Report
Develop promotions, marketing campaigns and outreach to Downtown institutions and employers to attract more visitors to shops and restaurants including: map & directory, online promotions, UCCC, jurors, downtown workers and higher education	ONGOING: Email newsletter 1x/week, website calendar of events, active social media; GDA puts out an annual brochure— will be replacing with artistic map and directory

**EX5: Embrace UNC**

Goal	Status Report
Expand on Operation Bear Aware (OBA) – OBA is a project developed by a partnership between UNC students, the Greeley Chamber of Commerce, the City of Greeley, the DDA and the University of Northern Colorado.	IN PROCESS: UNC has taken over Bear Biz (new name for OBA) and is working on promotions
Organize non-alcoholic activities that appeal to a wide audience including UNC students.	COMPLETE: A lot more non-alcoholic businesses now than 10 years ago (ie, Kress, Nerd Store, Ice Haus, Stella’s Pinball, escape rooms, yoga studio, several coffee shops, etc)
Work with UNC to determine if any needed classroom or studio space could be provided Downtown. Current underutilized or vacant space Downtown could provide short- or long-term opportunities for UNC or Aims classes.	DETERMINE IF NEEDED

**EX6: Visual & Performing Arts**

Goal	Status Report
Embrace the cultural diversity of Greeley through art displays, openings and contests reflective of the myriad cultures represented in Downtown Greeley	ONGOING: There are a number of art venues in the DDA, many of whom participate in First Friday Night of Art
Determine if there are ways to increase student use of UCCC either for performances or rehearsal space	NOT NECESSARY

Leverage the artistic talent at UNC by displaying students' art in Downtown businesses and having a student-focused art walk to encourage students to browse art in multiple Downtown venues	ONGOING: We work School District 6 and UNC every March to display student art for a month-long art display at various locations
Consider working with the music department to have student musical and theatrical performances before or after events at the UCCC, Kress Theater, dinner theater and others	ONGOING: Various bars and music venues host UNC music students for performances; also some strolling performers during UNC Jazz Fest
In cooperation with the Greeley Arts Commission, display public art pieces throughout Downtown; create connections throughout the core and to the University by placing public art displays strategically to guide pedestrians through Downtown	NEEDS WORK

**EX7: Gateways, Lighting & Banners**

<b>Goal</b>	<b>Status Report</b>
Gateways signs, arches, sculptures or monuments could be placed at the entrance to the 8th and 9th Street Plazas so that they are visible from 8th Avenue, Lincoln Park and other visitor attractions to make a visual connection to the Downtown Core and the proposed Dining and Entertainment Incentive Zone	ONGOING: Working on monuments, wayfinding signs, bicycle signs, and light pole banners on 8 <sup>th</sup> Avenue
Continue the DDA funding of unique lighting treatments at 8th and 9th Streets and 8th Avenue	ONGOING/IN PROCESS: Currently maintain tree lighting on 8 <sup>th</sup> & 9 <sup>th</sup> Streets and 8 <sup>th</sup> Avenue; exploring expanding lighting concept
Improve lighting to enhance safety along both the 8th and 9th Avenue Corridors; consider implementing a "blue light" security system	ONGOING: Challenge is unresponsiveness from Xcel Energy to repair and maintain pedestrian lights; blue light system never explored
Create signage, gateways and lighting that differentiate each of the four sub-areas	NOT PURSUED

## Public Realm

### PR1: Strengthen 8<sup>th</sup> Avenue Corridor

Goal	Status Report
Conduct a Complete Streets Analysis of 8th Avenue to determine strategies to allow for multi-modal movement along the street	NEEDED
Focus DDA Façade Grants on the 8th Avenue corridor (and Dining and Entertainment Incentive Zone, as indicated in ED4) to achieve enhance transparency, more “eyes on the street” and better interface of businesses with the gateway	ONGOING
Work with the City to develop standards to ensure better design in Downtown as new development occurs, particularly along 8th Avenue. Standards could be implemented as mandatory regulations or as voluntary requirements that admit the applicant to expedited development review.	DETERMINE IF APPROPRIATE
Establish façade design guidelines along 8th Avenue. 8th Avenue is a very visible corridor that creates an overall impression for the Downtown for those travelling along the corridor.	ONGOING: Occurs “as needed” —such as the design standards for the DoubleTree Hotel or the Maddie Apartments
Explore a bike share program similar to Denver’s BCycle program that installs bike share stations at strategic intervals throughout Downtown.	NOT PURSUED

### PR2: Make the Critical Links

Goal	Status Report
Activate 9th Avenue: 9th Avenue along the west edge of Lincoln Park consists primarily of blank walls. Activating building edges – including Chase Bank and the current parole office - would energize the edge of the park and create an inviting entry from the civic facilities on the north and west across the	MORE WORK NEEDED: Art Alley Project a good connector near the park, 477 Distilling new, LPE also now has side entrance; more work can be done

<p>park and into the 8th and 9th Avenue retail and dining core. Sidewalk activity, windows, lighting, and murals would also add to a more inviting atmosphere.</p>	
<p>Connect across 8th Avenue: 8th Avenue currently acts as a barrier Downtown, almost creating separate sub-areas on either side of the street. Creating better, physical improvements and visual cues -- such as more accessible crosswalks, lighting and signage -- would connect the activities on the east side (e.g., museums, Ice Haus, Greeley Chamber of Commerce, and Crabtree Brewery) to the dining and entertainment venues on the other side of the street</p>	<p>NEED TO BE PRIORITY: Especially with new residents on 8<sup>th</sup> Ave, grocery store coming, etc., 8<sup>th</sup> Ave needs to be easier to access on foot and bike</p>

**PR3: Upgrade Infrastructure**

<b>Goal</b>	<b>Status Report</b>
<p>Upgraded infrastructure in the East Edge could help ready the area for new investment. Improvements could include safer pedestrian crossings across the railroad tracks and upgraded roads adjacent to the tracks.</p>	<p>NEEDS WORK</p>