

# ***Louisville Revitalization Commission***

## ***Agenda***

**Wednesday, February 12, 2025  
City Hall, Council Chambers  
749 Main Street  
8:00 AM**

*Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.*

- You can call in to **+1 646 876 9923 or 833 548 0282 (toll free)**  
Webinar ID **#852 0147 8768**
- You can log in via your computer. Please visit the City's website here to link to the meeting: [www.louisvilleco.gov/revitalizationcommission](http://www.louisvilleco.gov/revitalizationcommission).

*The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at [VZarate@LouisvilleCO.gov](mailto:VZarate@LouisvilleCO.gov).*

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of January 22, 2025 and February 3, 2025 Meeting Minutes
5. Public Comments on Items Not on the Agenda
6. Business Matters of Commission
  - a. Approval of 2025 Meeting Dates
  - b. Economic Vitality Year in Review
  - c. Downtown Economic Snapshot

---

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303.335-4536 or [MeredythM@LouisvilleCO.gov](mailto:MeredythM@LouisvilleCO.gov). A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

- d. Amendment to Cooperation Agreement Regarding Funding for  
Public Art in the South Street Gateway
- 7. Reports of Commission
  - a. Staff Updates
  - b. Downtown Business Association Updates
  - c. Chamber of Commerce Updates
- 8. Commissioners' Comments
- 9. Adjourn

## Revitalization Commission

**Wednesday, January 22, 2025 | 8:00AM**

**City Hall, Council Chambers  
749 Main Street**

*The Commission will accommodate public comments during the meeting. Anyone may also email comments to the Commission prior to the meeting at [VZarate@LouisvilleCO.gov](mailto:VZarate@LouisvilleCO.gov).*

**Call to Order** – Chair Adler called the meeting to order at 8:00 AM and roll call was taken.

Commissioner Attendance: Present

|     |                               |
|-----|-------------------------------|
| Yes | Alexis Adler                  |
| No  | Clif Harald                   |
| Yes | Councilmember Caleb Dickinson |
| Yes | Bob Tofte                     |
| Yes | Corrie Williams               |
| Yes | Barbie Iglesias               |
| Yes | Jeff Lipton                   |

Staff Present: Vanessa Zarate, Economic Vitality (EV) Manager  
Samma Fox, Interim City Manager  
Austin Brown, Economic Vitality (EV) Specialist  
Corey Hoffman, Attorney for the LRC  
Rob Zuccaro, Director of Community Development  
Ligea Ferraro, Executive Administrator – remote  
Kurt Kowar, Director of Public Works

Others Present: members of the public

### Approval of Agenda:

Commissioner Lipton made a motion to approve the agenda. Commissioner Williams seconded the motion. The agenda was approved. Chair Adler made a motion to move item 6G to item 6F. Councilmember Dickinson seconded the motion. The commission approved the amendment to the order of the agenda items.

### Approval of December 11, 2024 Meeting Minutes:

Commissioner Lipton made a motion to approve the meeting minutes. Councilmember Dickinson seconded. The meeting minutes were approved.

---

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303.335-4536 or [MeredythM@LouisvilleCO.gov](mailto:MeredythM@LouisvilleCO.gov). A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

**Public Comments on Items Not on the Agenda:** None.

**Commissioner Comments on Items not on the agenda:** None.

**Business Matters of Commission:**

2025 Open Government and Ethics Pamphlet

The Economic Vitality (EV) Manager provided the Commission with the 2025 Open Government and Ethics Pamphlet. The pamphlet was included in the meeting packet.

Commissioner Comments: None.

Public Comments: None.

Board and Commission Rules of Procedure

The Economic Vitality (EV) Manager Provided the Rules of Procedure to the Commission.

Commissioner Comments:

Commissioner Harald provided written comments which Chair Adler read to the commission, stating that this raises an important discussion that the LRC should have with the City; namely, what is the actual legal relationship between the LRC and the City.

The Attorney to the LRC responded that the LRC as an Urban Renewal Authority has one job, which is to implement the urban renewal plans approved by the City Council. The LRC can recommend looking at new plans, other types of planning, exercises, but ultimately this body and its creation is for the sole purpose of implementing the Urban Renewal Plan, which is a plan of the City Council.

Chair Adler read a written comment from Commissioner Harald, which stated sometimes we're not technically an advisory committee but sometimes we act like it and I think we have material statutory independence from the City. The upcoming bond issue is a good example of that and it's also why our interactions with Council over the South Street underpass for example were so awkward. Commissioner Harald recommended a future agenda items to clarify our respective roles perhaps with guidance from the City's attorney as well as from someone who could be more independent or objective than the attorney the City assigns to us. The EV Manager responded that this is a conversation that we have been talking about having and staff has been working on finding a date for the Commission and City Council to meet to have a norming session on roles and interactions. Staff is working on setting a date. The Attorney to the LRC responded that the LRC can get advice from whoever they would like, and he respectfully disagreed that there is "statutory independence." That is not what an Urban Renewal Authority is created for. Chair Adler responded that clarification is important just so that all members are on the same page in terms of what our roles look like.

Commissioner Lipton commented that he asked staff for a copy of the cooperation agreement and he found it very instructive for understanding why the LRC was set up, what are some of the roles and responsibilities and who has final authority to do what. This document is foundational to discussions the commission will be having around the Vision Plan. He asked staff to include

this document in the packet for the next meeting and recommended the commissioners review it.

The Attorney to the LRC commented that the structure with the IGA is pretty unusual as it relates to the relationship; it's not inconsistent but there are a lot more guardrails. Most Urban Renewal Authorities don't need council approval for what they do, but there needs to be some assurance that they are doing what they are statutorily charged to do, which is implementing the plan of Council.

Commissioner Tofte asked if it is true that actions need to be initiated by the Urban Renewal Authority, not by the Council. The Attorney to the LRC responded that they don't need to be, but they can be so long as they are consistent with the Plan. Commissioner Tofte responded that he thinks in the history of this LRC they always have been. The Attorney to the LRC commented that it is more city-specific but there is no requirement. The Urban Renewal Plan is the framework for the job of the Urban Renewal Authority. The job is to act independently or in cooperation with City Council so long as it's consistent with the Plan.

Councilmember Dickinson commented that often the Urban Renewal Authority will be the council so there is less of a question as to where final approval lies. The Attorney to the LRC responded that in the State of Colorado it's roughly 50/50 in terms of Urban Renewal Authorities that have a separate body versus those where council acts as the Urban Renewal Authority. That relationship has changed somewhat since 2016 because with HB 1348, when there is a substantial modification to an existing plan or the adoption of a new plan, you get four new members – one appointed by the Mayor, one is a representative of the County, one is a representative of a special district within the City, and one is a representative from the school board. If there are new plans or plan amendments, regardless of who serves as the URA it changes pretty dramatically.

Staff will include an agenda item at a future meeting to discuss this topic.

Public Comment: None.

#### Approval of 2025 Posting Locations for Public Meetings

The Economic Vitality (EV) Manager presented the 2024 approved posting locations to the Commission for discussion and direction. Staff recommends approval of the same locations as approved for 2024.

Commissioner Tofte made a motion to approve the posting locations recommended by staff. Councilmember Dickinson seconded the motion. Motion passed.

#### Commissioner Comments:

Commissioner Williams asked if it's okay if other entities such as DBA and Chamber post LRC agendas on their websites, etc. The Economic Vitality Manager responded that yes, LRC agendas can be posted elsewhere, they are just required to be posted in the official posting locations.

Public Comments: None.

### Meeting Dates

The EV Manager provided the recommended 2025 LRC meeting dates for review and approval by the Commission.

Commissioner Comments:

There was a discussion around the best days for the meetings.

Councilmember Dickson moved to change the LRC meeting dates to the Second Wednesday of the month following the second Tuesday of the month. Chair Adler seconded the motion. Roll Call Vote: unanimously approved.

Public Comments: None.

### Election of Officers for 2025

The Commission discussed and voted on the election of officers for 2025.

Commissioner Comments:

#### **Chair**

Commissioner Lipton nominated Commissioner Williams for the LRC Chair. Commissioner Williams accepted the nomination. Roll call vote: unanimously approved.

#### **Vice Chair**

Commissioner Lipton nominated Commissioner Harald to be Vice Chair. Commissioner Harald gave acceptance of this nomination to Chair Adler prior to the meeting. Roll call vote: unanimously approved.

#### **Secretary**

Commissioner Lipton nominated Commissioner Iglesias to be Secretary of the LRC for 2025. Commissioner Iglesias accepted the nomination. Roll Call Vote: unanimously approved.

Public Comments: None.

### Property Improvement Program Application: Crystal Springs Brewing, 604 Main Street

The Economic Vitality (EV) Specialist presented an application for 604 Main Street for Commission review and approval. The application was included in the meeting packet. Staff recommended approval of the application at the rate of 50%, noting that the LRC may consider a higher level of reimbursement up to 100% at its discretion.

Commissioner Lipton made a motion to approve the Property Improvement application for 604 Main Street at 100% reimbursement. Councilmember Dickinson seconded the motion. Roll call vote: Unanimously approved.

**Commissioner Comments:**

Councilmember Dickinson asked for clarification on which interior wall is being removed. The property owner responded that the wall being removed is in the back of the building.

Commissioner Williams expressed support for 100% reimbursement of this project given the size of the request. Chair Adler agreed with Commissioner Williams, noting that this project meets the intent for the program. Commissioner Iglesias also indicated that she is in favor of 100% reimbursement to help the small business owners of the community survive.

Commissioner Tofte is also in favor of 100% reimbursement, and he expressed appreciation for this business on the South end of Main Street giving vibrancy to downtown. Councilmember Dickinson expressed support for the application, commenting that the LRC needs to be careful about articulating why we would approve applications at the 100% level. He asked the commission to define what the ground rules are for what allows the LRC to grant full reimbursement.

Chair Adler commented that she supports 100% reimbursement for this project due to the added community benefit, increase in sales tax revenue from more people gathering in the space, and the ability to have events in the space which brings more revenue to downtown.

Commissioner Lipton commented that the sales tax revenue increase is important to consider in providing 100% reimbursement for the project.

**Public Comments:**

Business Owner Tom commented that many breweries have closed recently. He said this space would help Crystal Brewing a lot and the sooner they can get the space renovated it will allow for rentals and events. He requested full funding for the project.

Gillian Millar from the Louisville Chamber of Commerce expressed support for this application, noting that the business supports schools and chamber events. She added that there is a desperate need for smaller event space in the community.

Downtown property owner Mike Kranzdorf requested that the commission reimburse the project for the full amount. He noted that the brewery expanded less than a year ago and the business likely would have applied last year for those renovations if the program had been available.

**Downtown Vision Plan Steering Committee**

The Director of Public Works presented background on the Downtown Vision Plan project and provided high level information on the draft construction schedule. The review of the RFP will be at a future LRC meeting. He also presented the proposal of a steering committee for this project and what the stakeholder composition of the committee might be. He asked the Commission to comment on the proposed steering committee composition.

The Director of Public Works reminded the LRC that the letter the LRC sent to the Council regarding the Downtown Vision Plan included what the LRC's priorities are. These priorities will guide the project.

Councilmember Dickinson made a motion to approve the formation of a Downtown Vision Plan Advisory Committee at the discretion of staff to provide input on the project. Commissioner Tofte seconded the motion. Motion passed.

Commissioner Comments:

The Attorney to the LRC informed the LRC that the RFP cannot be discussed at this meeting because it was not included in the posted meeting agenda.

There was a discussion about naming agenda items to allow discussion at commission meetings.

There was extensive discussion around the proposed steering committee, its role and responsibilities, how often it needs to meet, and its composition. Commissioner Lipton requested documentation on the roles and responsibilities this committee would have.

There was also a discussion around the benefits and possible challenges of having a steering committee on the project.

Councilmember Dickinson suggested there need not be an LRC representative on the committee because staff will be able to collect input from the committee and bring input received and recommendations to the LRC to consider.

Commissioner Iglesias commented that a body is needed to provide consolidated input which will go through the approving authorities.

Commissioner Williams commented that she would like to see the committee set up as an advisory council rather than a steering committee to avoid the impression of a higher level of authority.

Chair Adler read comments provided by Commissioner Harald. He expressed concern about complications that might arise with a steering committee and noted that he wrote a letter to council expressing his concerns.

Chair Adler agreed with Commissioner Williams, suggesting this committee be an advisory group and being very clear as to their purpose in advising the LRC so that the LRC can advise the council.

The Director of Public Works commented that a committee is the most streamlined way to receive input from the greatest number of people in the community.

Chair Adler proposed this move forward as staff has proposed, commenting that decisions on where the money is spent should go through LRC.

Commissioner Lipton commented that he is fine with an advisory or stakeholder committee and letting staff figure out what they need from that, who they need at the table, and when to get advice from stakeholders to shape the plan and then bring the input to LRC with recommendations. He added that the LRC will make recommendations to Council for approval, noting that the LRC doesn't need to micromanage how staff gets information to make recommendations.

**Public Comments:**

Louisville resident Leah Francks advocated for including someone on the steering committee that is intricately knowledgeable about public art what that means for this Downtown Vision Plan in regard to public art and cultural programming. She noted that Louisville does not have accessible or inclusive spaces for that, and she is hoping the steering committee will look beyond the Street Faire and include other cultural organizations.

Gillian Millar from the Louisville Chamber of Commerce commented that the Chamber is very interested in being part of the steering committee and recommended a representative from both the Chamber and the DBA be included.

Downtown property owner Mike Kranzdorf expressed appreciation for the explanation of this committee provided by the Director of Public Works. He commented that this is good in concept but it's difficult to see how it would work in practice; there could be potentially conflicting ideals among this diverse group and without design or construction experience it might be difficult for the group to make good recommendations on the project. He expressed concern about having only one LRC member on the committee.

**Reports of Commission:**Staff Updates

The Economic Vitality Manager noted that the staff updates were provided in the meeting packet and asked the Commission if they had any questions. She added that Commissioners may reach out to her with any questions.

Commissioner Comments: None.

Downtown Business Association Updates:

Commissioner Williams gave an update on the last DBA meeting. Commissioner Iglesias will be the new DBA liaison for 2025 starting in February.

Chamber of Commerce Updates:

Gillian Millar from the Chamber provided an update on the Chamber of Commerce.

**Discussion Items for Future Meetings:**

1. Executive Session for Property Acquisition
2. Façade Improvement Program Applications

**Commissioner Closing Comments:**

Councilmember Dickinson commented that council approved the RVI with the caveat that the LRC concur. He suggested the February 12 meeting should be early enough to approve so staff can move forward with the contract. He asked for this item to be added to the February 12 meeting.

Commissioner Lipton asked Councilmember Dickinson what the council is asking the LRC to do. It was noted that approval of the contract can't be discussed today because it wasn't included on the agenda. The Director of Community Development commented that the motion at the Council Meeting was to approve the contract with subsequent LRC review and approval. Commissioner Lipton commented that the title should include a discussion on what LRC wants to do. LRC will need to approve staff's recommendation for the chosen consultant and confirm staff can move forward with negotiating the contract.

Commissioner Tofte suggested an earlier meeting if it matters. Chair Adler asked if staff would like an earlier meeting to address this topic. The City Manager commented that it's up to this body to decide, noting that staff is prepared for either option. The EV Manager said she will send a poll to coordinate a quorum to meet before February 12. Councilmember Dickinson commented that there isn't any additional step for the council with this topic. The Commission asked the EV Manager to find a time to meet about this topic prior to the regular February LRC meeting.

Commissioner Lipton asked staff to add an update/overview of the comprehensive plan project to the agenda of the next meeting. The EV Manager commented that the Planning Manager will be at the March meeting to present this topic. Commissioner Lipton also asked staff to send the City Council Work Plan to the commission for information.

**Adjourn:** Chair Adler made a motion to adjourn. Commissioner Iglesias seconded. The meeting adjourned at 9:47 a.m.

## Revitalization Commission

**Monday, February 3, 2025 | 8:00AM**

### **SPECIAL MEETING**

**City Hall, Council Chambers  
749 Main Street**

*The Commission will accommodate public comments during the meeting. Anyone may also email comments to the Commission prior to the meeting at [VZarate@LouisvilleCO.gov](mailto:VZarate@LouisvilleCO.gov).*

**Call to Order** –Chair Williams called the meeting to order at 8:01 AM and roll call was taken.

Commissioner Attendance: Present

|     |                                           |
|-----|-------------------------------------------|
| Yes | Alexis Adler – joined remote at 8:35 a.m. |
| No  | Clif Harald                               |
| Yes | Councilmember Caleb Dickinson             |
| Yes | Bob Tofte                                 |
| Yes | Corrie Williams – remote                  |
| Yes | Barbie Iglesias                           |
| Yes | Jeff Lipton – remote                      |

Staff Present: Vanessa Zarate, Economic Vitality (EV) Manager  
Samma Fox, Interim City Manager  
Austin Brown, Economic Vitality (EV) Specialist  
Corey Hoffman, Attorney for the LRC  
Ligea Ferraro, Executive Administrator – remote  
Kurt Kowar, Director of Public Works  
Cameron Fowlkes, City Engineer – remote

Others Present: members of the public

### **Approval of Agenda:**

Commissioner Tofte made a motion to approve the agenda. Councilmember Dickinson seconded the motion. The agenda was approved.

**Public Comments on Items Not on the Agenda:** None.

**Commissioner Comments on Items not on the agenda:** None.

---

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303.335-4536 or [MeredythM@LouisvilleCO.gov](mailto:MeredythM@LouisvilleCO.gov). A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

**Business Matters of Commission:**

Review, Discussion and Approval of Downtown Vision Plan Consultants

The Director of Public Works presented the process to hire a consultant for the Downtown Vision Plan RFP. The presentation, RFP, and bid results were included in the meeting packet. Staff recommends approval of RVI as the consultant for the Downtown Vision Plan and requests LRC approval to move forward with an agreement with the consultant for this project.

The Director of Public Works commented that the two biggest challenges this project will have include the railroad and the flood plain.

Councilmember Dickinson made a motion to approve the choice of RVI as the consultant for phase 1 of the Downtown Vision Plan. Commissioner Iglesias seconded the motion. Roll call vote: unanimously approved.

**Commissioner Comments:**

Commissioner Tofte asked if the railroad and flood plain challenges will be money or timing issues. The Director of Public Works responded that they are both timing issues for the most part, depending on how well the railroad engages with the project. He added that RVI addressed these issues thoroughly in their bid. It was noted that this contract represents 100% build documents and includes construction management services.

There was a discussion around this project not starting over from the beginning and identifying that this contract will take the concept plans already developed and start doing more detail design to create construction documents.

There was a lengthy discussion around budget and how the CMGC approach is included in the budget. The Director of Public Works described the differences between Design Bid Build, Construction Manager At Risk, and Construction Manager General Contractor project approaches. There was a discussion around the process for implementation of this project.

There was a discussion around the timing of bond issuance.

Commissioner Iglesias asked what the difference was between the bid that came in at \$1.2M and the other two bids. The Director of Public Works responded that the bid provided by MIG for \$1.7M was based on a \$14M project, which is not what our bid instructions stated. The City asked MIG to come back with another bid according to the scope presented in the bid instructions.

There was a discussion around what contingency is for and when it gets expended.

Commissioner Iglesias expressed support for the approval of RVI as the contractor for this project based on the work they did in Fort Collins.

Commissioner Lipton commented that his assumption going into this phase is for the completion of design resulting in construction documents for the entire project, adding that he won't be satisfied with just including Front Street. He expressed the desire for a comprehensive design

so as the city has more budget available in the future it can continue the project after LRC funding is expended. He expressed the desire to have a plan to do it all so the LRC can pick and choose what to fund in terms of priorities. The Director of Public Works described how the process will work throughout the project.

Commissioner Tofte asked what input LRC will have on the project. The Director of Public Works responded that staff will function as a facilitator and provide cost schedules and input from the advisory committee so the LRC and Council will make decisions along the way.

Councilmember Dickinson expressed his considerations while deciding to approve this contract in the City Council meeting. He expressed support for moving forward with the recommended contract.

Commissioner Adler asked if the unbudgeted \$192,000 amount will come out of the total \$9M budget. The Director of Public Works responded that this is correct, and staff will work hard to manage everything down. Commissioner Adler expressed support for moving forward with this agreement.

The Director of Public Works commented that members of the LRC will receive a lot of questions about the project and recommended that the LRC should forward those questions to staff so staff can help address community concerns throughout the project.

There was a discussion around how staff will manage other construction projects in conjunction with the Downtown Vision Plan to avoid disposable construction.

Commissioner Lipton expressed support for moving forward with RVI as the contractor for this project.

Public Comments: None.

Closing Commissioner Comments:

Councilmember Dickinson reminded the Commission that the next meeting is February 12.

**Adjourn:** Chair Williams made a motion to adjourn. Commissioner Lipton seconded. The meeting adjourned at 8:47 a.m.

**SUBJECT: APPROVAL OF 2025 LRC MEETING DATES**

**DATE: FEBRUARY 12, 2025**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER**

**SUMMARY:**

The Louisville Revitalization Commission has decided to meet on the second Wednesday of the month from from 8 AM – 9:30 AM. All meetings will be held in Council Chambers at Louisville City Hall (749 Main Street) unless otherwise noted.

**RECOMMENDATION:**

The proposed 2025 LRC meeting schedule is shown below. Meeting dates may be changed in the event that a quorum cannot be reached on the scheduled meeting date.

- March 5, 2025\*
- April 9, 2025
- May 14, 2025
- June 11, 2025
- July 16, 2025 \*\*
- August 13, 2025
- September 10, 2025
- October 8, 2025
- November 12, 2025
- December 10, 2025

\*The Economic Vitality Manager will be out of the office on the regularly scheduled March meeting date and proposes moving the meeting to March 5<sup>th</sup>.

\*\*The Economic Vitality manager will be out of the office on the regularly scheduled July date and is proposing moving the meeting to July 16<sup>th</sup>.

**SUBJECT: ECONOMIC VITALITY 2024 YEAR IN REVIEW**

**DATE: FEBRUARY 12, 2025**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER**

**SUMMARY:**

The Louisville Revitalization Commission works with Economic Vitality to eliminate blight and support businesses within the Highway 42 Urban Renewal area. Economic Vitality staff works with businesses to engage them with LRC programs and support their growth.

Attached is a high level summary of Economic Vitality activities in 2024.

**ATTACHMENTS:**

- Economic Vitality 2024 Year in Review

# ECONOMIC VITALITY

## *Year in Review 2024*

It was a busy and successful 2024 for Economic Vitality! Through our core activities of business attraction, business retention, business expansion, marketing, partner collaboration, advocacy and data, we have been able to add additional vibrancy into Louisville's economy. All these core activities will continue into 2025, as will programming such as the Business Beats Roundtables and Economic Vitality Day.

### Business Attraction & Retention

- ▶ **2** new BAP recipients
- ▶ **4** site selection RFP responses
- ▶ **20+** location site searches
- ▶ **30** formal business retention visits
- ▶ **30+** broker contacts
- ▶ **50** business attraction activities
- ▶ **55** new business licenses
- ▶ **78** commercial permits finalized
- ▶ **84** commercial permits issued



### Business Expansion

The Economic Vitality team has already begun new programming and updates in 2025 including a Business Assistance Program addition. We are revamping our website and program collateral to highlight resources and make them easier to access for businesses.

Economic Vitality is also working with the state's Office of Economic Development and International Trade for CHIPS, and Enterprise Zone designations. Economic vitality will continue to approach businesses with an economic development and urban renewal lens to create, update and promote policy, programming and incentive programs that will help recruit and support businesses in Louisville.



- ▶ **1** public infrastructure assistance grant
- ▶ **2** facade improvement grants
- ▶ **15** business participants in the patio program

# ECONOMIC VITALITY

## Year in Review 2024



### Marketing, Advocacy, & Collaboration

Economic Vitality has been working collaboratively with internal and external partners to highlight economic vitality and business needs in programs and policies. We have been involved in the regional minimum wage engagement, the City's comprehensive plan update, communications planning efforts, and sustainability programs. We are advocating for the business community throughout city programs, policy updates, and through working with our partners. Economic Vitality highlighted Louisville on a local, regional, and national level by working with the press, speaking at events, and showcasing all that Louisville has to offer at events.

- ▶ **1** Economic Vitality Day
- ▶ **7** Talks/Presentations
- ▶ **8** Business Beat Roundtables, 50+ attendees
- ▶ **10** Economic Vitality newsletters
- ▶ **10** Louisville specific SBDC classes
- ▶ **11** Economic Vitality Committee meetings
- ▶ **14** Louisville Revitalization Commission meetings



**The Business Beat**  
Monthly Economic Vitality Roundtables



**SUBJECT: DOWNTOWN ECONOMIC SNAPSHOT**

**DATE: FEBRUARY 12, 2025**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER**

**SUMMARY:**

The Highway 42 Urban Renewal Area encompasses downtown, downtown east and parts of South Boulder Road. The following attachments were run through Business Analyst, a program of ArcGIS. The polygon includes all of the areas within the Highway 42 Urban Renewal boundaries.

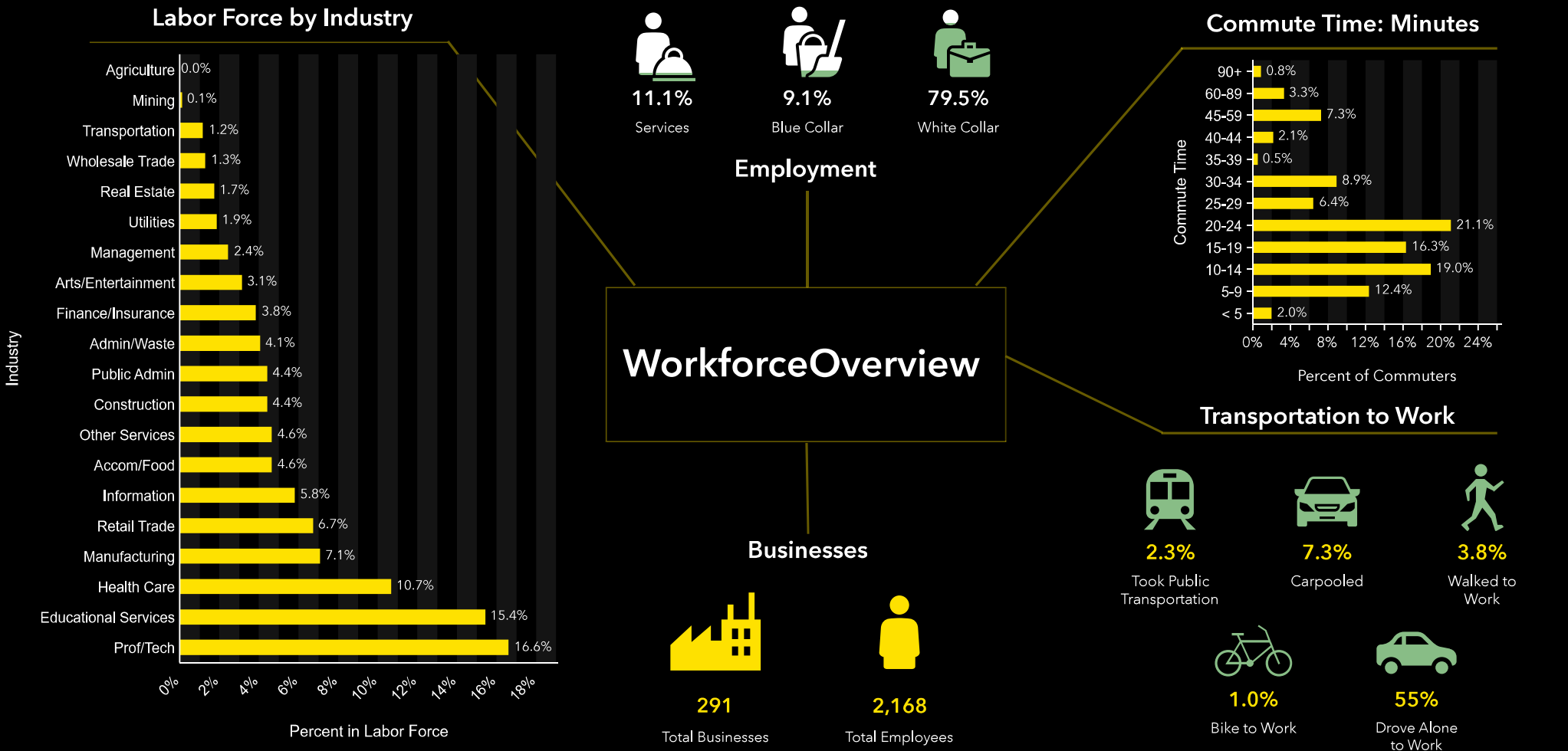
Within the urban renewal area, there are 11 buildings with available space for lease. This results in a vacancy rate under 10% of all space within the area. The average lease has an asking rent of \$24/SF. There are currently no spaces actively being marketed for sale within the urban renewal area.

**ATTACHMENTS:**

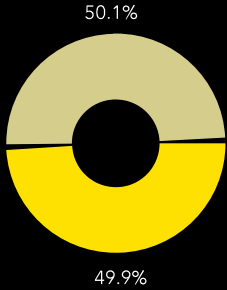
- Downtown Economic Development Profile
- Downtown Employment Overview
- Downtown Tapestry Profile

# Economic Development Profile

Polygon  
Area: 0.4 square miles

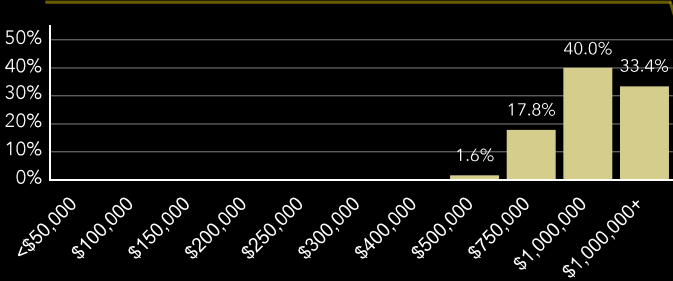


Home Ownership

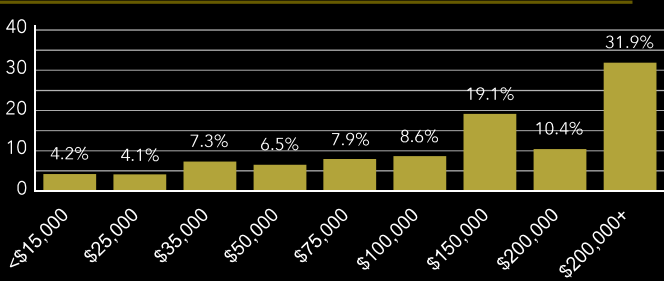


● Owner Occupied HUs ● Renter Occupied HUs

Home Value

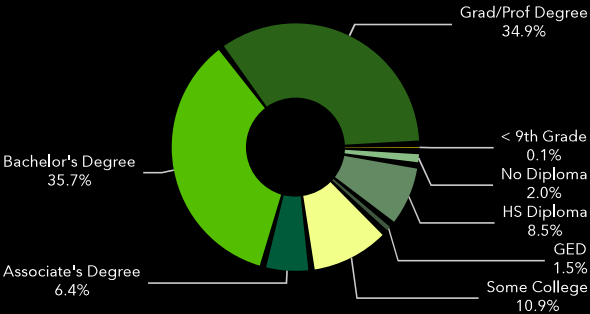


Household Income



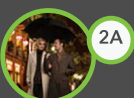
Community Overview

Educational Attainment



Key Facts

Tapestry segments

|                                                                                     |                                     |                        |   |
|-------------------------------------------------------------------------------------|-------------------------------------|------------------------|---|
|   | <b>In Style</b><br>779 households   | 77.7%<br>of Households | ▼ |
|  | <b>Urban Chic</b><br>224 households | 22.3%<br>of Households | ▼ |

1,042

Total Housing Units

55

Housing Affordability Index

38

Households Below the Poverty Level

42.3

Median Age

\$102,640

Median Disposable Income

1,793

Total Population

160

Wealth Index

42

Diversity Index

123

Total Crime Index

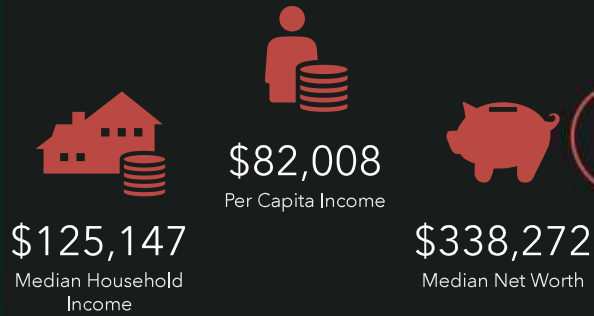
Source: This infographic contains data provided by Esri (2024), Esri-Data Axle (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024).

# Employment Overview

Polygon

Area: 0.4 square miles

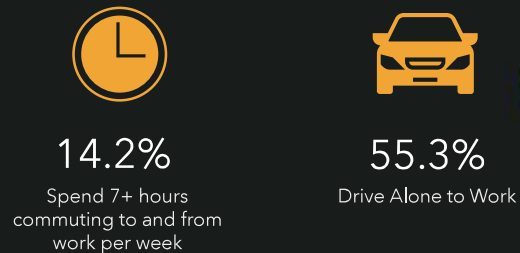
## INCOME



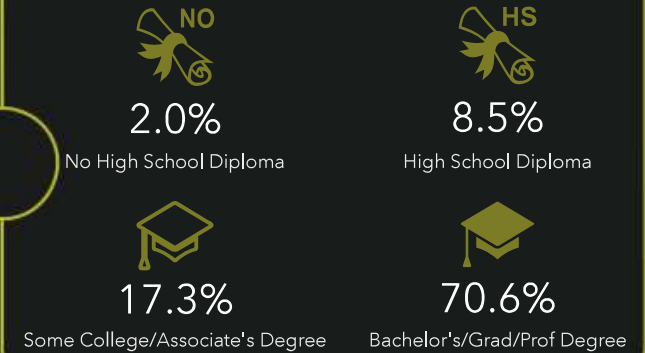
## BUSINESS



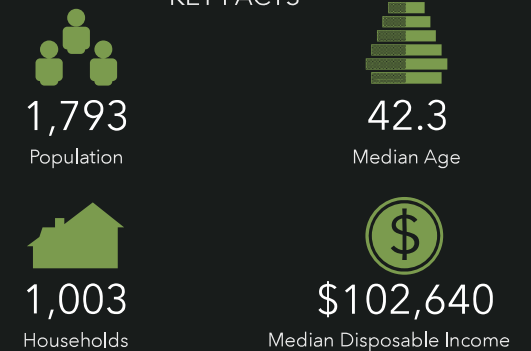
## COMMUTERS



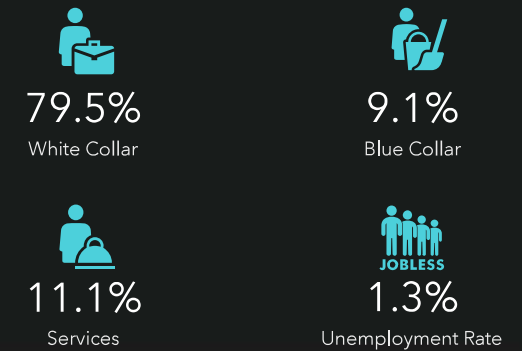
## EDUCATION



## KEY FACTS



## EMPLOYMENT



Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-MRI-Simmons (2024), ACS (2018-2022).

© 2025 Esri



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

| Tapestry LifeMode             |            |        |          |       |
|-------------------------------|------------|--------|----------|-------|
| <a href="#">Learn more...</a> | Households | HHs %  | % US HHs | Index |
| Affluent Estates (L1)         | 0          | 0.00%  | 10.11%   | 0     |
| Upscale Avenues (L2)          | 224        | 22.33% | 5.50%    | 406   |
| Uptown Individuals (L3)       | 0          | 0.00%  | 3.91%    | 0     |
| Family Landscapes (L4)        | 0          | 0.00%  | 7.91%    | 0     |
| GenXurban (L5)                | 779        | 77.67% | 11.14%   | 697   |
| Cozy Country Living (L6)      | 0          | 0.00%  | 11.81%   | 0     |
| Sprouting Explorers (L7)      | 0          | 0.00%  | 7.53%    | 0     |
| Middle Ground (L8)            | 0          | 0.00%  | 10.81%   | 0     |
| Senior Styles (L9)            | 0          | 0.00%  | 5.79%    | 0     |
| Rustic Outposts (L10)         | 0          | 0.00%  | 7.94%    | 0     |
| Midtown Singles (L11)         | 0          | 0.00%  | 6.24%    | 0     |
| Hometown (L12)                | 0          | 0.00%  | 5.88%    | 0     |
| Next Wave (L13)               | 0          | 0.00%  | 3.88%    | 0     |
| Scholars and Patriots (L14)   | 0          | 0.00%  | 1.57%    | 0     |

**\$940,625**  
Median Home Value

**\$125,147**  
Median HH Income

**2.0%**  
No High School Diploma

**10.0%**  
High School Graduate

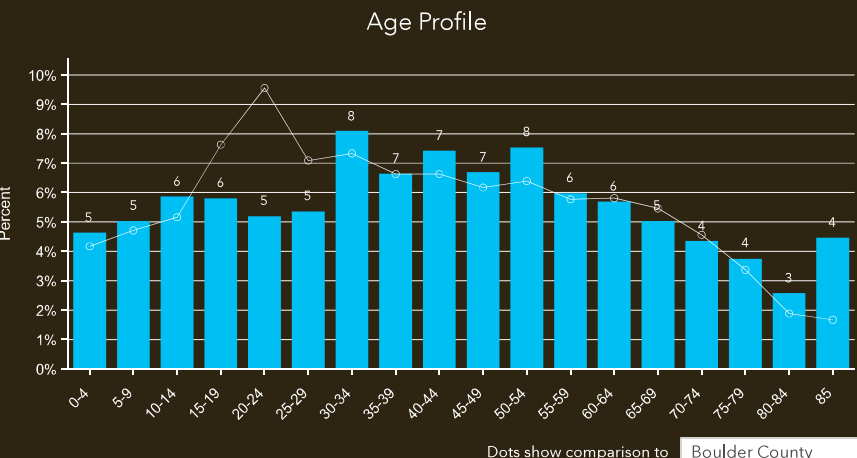
**7.5**  
Home Value to Income Ratio

**17.4%**  
Some College/ Associate's Degree

**70.6%**  
Bachelor's/Grad/ Prof Degree

**42.3**  
Median Age

**1,003**  
Households

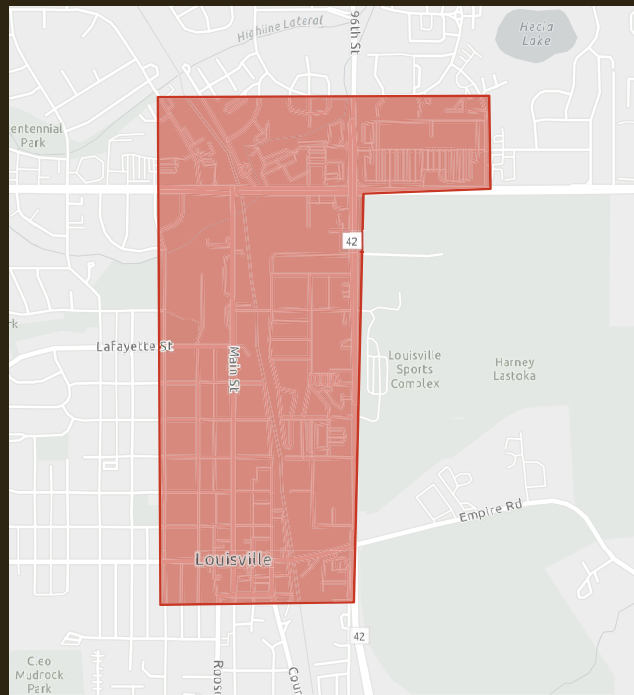


### 2024 Households by income (Esri)

The largest group: \$200,000+ (31.9%)  
The smallest group: \$15,000 - \$24,999 (4.1%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 4.2%  | -2.0% |
| \$15,000 - \$24,999   | 4.1%  | -0.8% |
| \$25,000 - \$34,999   | 7.3%  | +1.9% |
| \$35,000 - \$49,999   | 6.5%  | -0.8% |
| \$50,000 - \$74,999   | 7.9%  | -2.7% |
| \$75,000 - \$99,999   | 8.6%  | -3.8% |
| \$100,000 - \$149,999 | 19.1% | +1.2% |
| \$150,000 - \$199,999 | 10.4% | -1.7% |
| \$200,000+            | 31.9% | +8.8% |

Bars show deviation from **Boulder County**



### Tapestry segments

**In Style**  
779 households  
77.7% of Households

**Urban Chic**  
224 households  
22.3% of Households

**SUBJECT:                AMMENDMENT TO THE COOPERATION AGREEMENT FOR  
THE GREG FIELDS SCULPTURE**

**DATE:                    FEBRUARY 12, 2025**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER  
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

**SUMMARY:**

The LRC has an existing Cooperation Agreement with the City of Louisville regarding payment for the installation of the Greg Fields Sculpture at the South Street Underpass. In 2024, the LRC amended the cooperation agreement to increase the LRC's contribution, matching the new estimated cost for installation of the sculpture. The amendment increased the LRC's reimbursement to the City to a not-to-exceed amount of \$13,880.

As the City is working through processes to get the sculpture installed, the artist has now asked for a 25% down payment prior to beginning work. This down payment would not exceed \$3,500. City Staff is asking that the LRC pay the down payment so that the cultural services team is able to retain their public arts budget for additional projects in 2025.

By the LRC amending the Cooperation Agreement to pay for the initial down-payment, the Greg Fields sculpture can still be installed in 2025 and the City's cultural services team will be able to work on additional public art projects in 2025 by retaining their budget.

**FISCAL IMPACT:**

The LRC will be paying for the down payment with funds already allocated to the project. The not-to-exceed amount will not change, just a portion of the funds will be paid early with the remainder being paid at the conclusion of construction.

**RECOMMENDATION:**

Staff recommends the LRC approve the amendment for a 25% down payment not to exceed \$3,500, with the same project not-to-exceed amount of \$13,880 and that the LRC direct staff to execute the necessary documents to memorialize the amendment to the cooperation agreement.

**SUBJECT: STAFF UPDATES**

**DATE: FEBRUARY 12, 2023**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER  
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

**SUMMARY:**

In the following, staff provides updates on recent activity related to economic vitality functions.

*Enterprise Zone Designation*

The [Enterprise Zone](#) is a tax credit program offered to qualifying businesses through the Office of Economic Development and International Trade. The Enterprise Zone program was created by the Colorado legislature to encourage development in distressed areas of the state and the boundaries need to be re-evaluated every ten years. Louisville is in the North Metro Enterprise Zone and is working with our counterparts in the zone to re-evaluate eligible census tracts for inclusion or removal of the zone. Louisville Economic Vitality has submitted all eligible tracts for inclusion, to include all our commercial corridors. Each zone is capped at the number of people that are included in the included census tracts and we will continue to work with all our counterparts to include as much of Louisville in the new zone boundaries as possible.

*IEDC Real Estate Development and Reuse*

Economic Vitality Manager Vanessa Zarate was asked to be one of the instructors for this month's International Economic Development Council's Real Estate Development and Reuse course. She will be showcasing how to develop greenfield and adaptive reuse projects. There are currently over 50 participants signed up from 26 states, Puerto Rico and Canada.

*DCI Metro Mobile Tour*

Louisville will be one of the stops on this year's [Downtown Colorado Inc's Metro Mobile Tour](#), along with Erie, Lafayette and Superior. The Economic Vitality teams are working with DCI staff to host a tour of the communities to highlight what is happening in our downtowns, how we achieved our wins, anticipated new development and hurdles we might have faced. The tour is set for September 11<sup>th</sup> from 8 a.m. – 5 p.m. Please reach out to Manager Zarate if there are questions.

*833 Main- Chase Parking Lot*

The City is working with ownership of the building at 833 Main Street to lease some of the parking spaces for the year. There is a tenant that has moved into the building that will be using the building as is, and utilizing the front parking spaces right by the front door. The City is working with ownership to lease the spaces in the back of the building

**SUBJECT: STAFF UPDATES**

**DATE: FEBRUARY 12, 2025**

**PAGE 2 OF 2**

and those along Waterloo. We anticipate leasing the spaces starting mid-February throughout the year, unless property gets a new tenant or undergoes construction.

*Louisville City Council Work Plan*

City Council's draft work plan for the year is attached to the staff report for you to view.

# 2025 Louisville City Council Work Plan

**DRAFT**

## 2025 Louisville City Council Work Plan

### 2025 Council Priorities

#### **Economic Vitality • Core Services • Safety • Affordable Housing**

Equity, Diversity, and Inclusion (EDI) and Sustainability are core values of the City of Louisville and should be used as lenses through which to view all actions on this workplan. Council directs staff to consider both EDI and Sustainability in their decision making and in options presented for council direction.

#### Guiding Documents:

- [Louisville City Charter](#)
- [Louisville City Code](#)
- [2025/2026 Louisville City Budget](#)
- [2024 Louisville Community Survey](#)
- [2012-2013 Comprehensive Plan](#), transitioning to the [2025 Comprehensive Plan](#) when adopted

*The 2025 Louisville City Council Work Plan represents planned work on council priorities in 2025 above and beyond day-to-day services and anticipates updates to council throughout the year. Council may adjust this plan as needed, recognizing the scale of many of these initiatives and that adjustments such as additions or changes will impact items listed below. The following pages define each of Council's four 2025 priorities.*

# 2025 Louisville City Council Work Plan

## Economic Vitality

Economic Vitality, also known as Economic Prosperity, includes completion of current planning initiatives such as the Comprehensive Plan and Downtown Vision Plans, code updates to continue a business-friendly approach, and traditional economic development focuses such as business attraction and retention.

## Additional Guiding Documents

- Highway 42 Urban Renewal Plan
- 550 South McCaslin Urban Renewal Plan
- McCaslin Parcel O Redevelopment Study
- Downtown Vision Plan for Streetscapes and Public Places

## 2025 Projects & Actions

| Item                                                                                 | Description                                                                                                                                                                                                                                            | Council Actions                                                                                                                                      |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Comprehensive Plan</b>                                                            | Update to 2013 Comprehensive Plan addressing community future growth and development, infrastructure, and a range of other topics including but not limited to Housing Plan implementation.                                                            | Anticipating four City Council meetings in 2025, with City Council adoption planned for Summer 2025.                                                 |
| <b>Downtown Vision Plan for Streetscapes and Public Places</b>                       | The Downtown Vision Plan for Streetscapes and Public Places was adopted by the Louisville Revitalization Committee and City Council in 2024. The next steps focus on design and construction.                                                          | Anticipate 2-3 meetings including approval of design RFP and approval of contractor. Additional meetings to be determined as the project progresses. |
| <b>Economic Vitality Committee (EVC) Policy Recommendations</b>                      | Based on 2024, staff anticipates the EVC to bring forward policy recommendations for council consideration, such as potential Business Assistance Program (BAP) amendments.                                                                            | <i>To Be Determined</i>                                                                                                                              |
| <b>2025 Comprehensive Plan Implementation - Targeted Development Code Amendments</b> | Identify near term, targeted, priority development code updates to implement the 2025 Comprehensive Plan that should occur prior to the development code rewrite project that is planned to begin in early 2026. Such code changes include but are not | Potential council actions include discussion and direction, if needed, as well as adoption of targeted code amendments.                              |

## 2025 Louisville City Council Work Plan

|                                                                          |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                          | limited to parts of Title 16 (Subdivisions) and Title 17 (Zoning).                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                        |
| <b>2025 Comprehensive Plan Implementation – Development Code Rewrite</b> | A rewrite of Title 16 (Subdivisions) and Title 17 (Zoning) of the Louisville Municipal Code addressing development and design standards, procedures, land use, and other related topics. This project is estimated to take 18 months to completion and will require consultant support. | Anticipated action resulting from the 2025 Comprehensive Plan adoption in mid-2025. Council to review RFP and scope of work, approve consultant contract, and begin first phases of project in second half of 2025, with project continuing into 2026. |

### Potential Partners

- Louisville Chamber
- Louisville Downtown Business Association (DBA)
- Louisville Revitalization Commission (LRC)

# 2025 Louisville City Council Work Plan

## Core Services

Core Services are broad ranging with a 2025 focus on maintaining existing infrastructure and assets, including utilities, parks, open space, and sustainable asset management, as well as city communications.

## Additional Guiding Documents

- Transportation Master Plan
- Utility Master Plan
- Parks, Recreation, Open Space, and Trails Master Plan
- Historic Preservation Master Plan
- Police Department 2025-2028 Guiding Document
- Digital Accessibility Plan
- Open Space Vegetation Survey
- Wildfire Risk Assessment
- Parks General Maintenance Management Plan
- Coal Creek Golf Course Clubhouse Feasibility Study
- Boulder County Community Wildfire Protection Plan

## 2025 Projects & Actions

| Item                                                 | Description                                                                                                                                                                            | Council Actions                                                                                                                                            |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Building the Foundation</b>                       | Potential Study Session topics include: <ul style="list-style-type: none"><li>- Technology</li><li>- Facilities</li><li>- Transportation Infrastructure</li><li>- Open Space</li></ul> | Anticipate up to four study sessions, which would provide a quarterly focus on a different area of core services.                                          |
| <b>Utility Master Plan</b>                           | A utility master plan is a formal plan addressing mission-critical utility service requirements.                                                                                       | The Utility Master Plan has been updated through the last year and a half and will be placed on Council's agenda for formal adoption for records.          |
| <b>PROS Long-Range Plan &amp; Trails Master Plan</b> | The 10-year PROS(G) department strategic plan, last completed in 2012. Will be completed in concert with the department's first Trails Master Plan.                                    | Anticipate 1-2 status update meetings in 2025. May also include requests to attend Open Houses or Public Engagement meetings. Anticipate adoption in 2026. |
| <b>Website</b>                                       | Revision of the City of Louisville website.                                                                                                                                            | Anticipate 1-2 meetings with council.                                                                                                                      |
| <b>Accessibility/ADA</b>                             | Continuing efforts to improve accessibility for our community. Initial scoping is in progress.                                                                                         | ADA Transition Plan and Process contract approval in Q2. Review findings and needs Q1 2026.                                                                |

## 2025 Louisville City Council Work Plan

|                                                     |                                                                                                                                                                                                                                             |                                                                                                                                                     |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Waste Water Treatment Plant (WWTP) Expansion</b> | Expansion of WWTP to service Redtail Ridge.                                                                                                                                                                                                 | Approval of Redtail WWTP Expansion Agreement and approve Redtail Ridge WWTP Expansion Construction contract.                                        |
| <b>Pavement Management</b>                          | Pavement preservation is one of the City's highest funded priorities. The City surveys the street network every 3 years. This item provides for review of the 2024 pavement condition index results. (Good news. Network average was a 74.) | Review pavement survey results. Provide feedback on future pavement preservation funded if desired.                                                 |
| <b>Advocacy</b>                                     | Core services rely on supportive legislation, regional partnerships, and are benefited by grant funding and incentives. Support of and active advocacy around the legislative agenda, especially on items such as transit, is imperative.   | Anticipate 1-2 meetings on the legislative agenda. Additional agenda items, such as resolutions in support or opposition of legislation, as needed. |
| <b>Franchise Agreements</b>                         | Such as Comcast, due in 2025, and Xcel, due in 2027.                                                                                                                                                                                        | Anticipate one or more meetings to review and approve the agreements.                                                                               |
| <b>2026 Supplemental Year Budget</b>                | Funding is crucial for core services.                                                                                                                                                                                                       | Anticipate 3 or more meetings to set and adopt the 2026 supplemental year budget.                                                                   |

### Potential Partners

- Xcel
- Boulder Valley School District
- Developer
- Northwest Mayors and Commissioners Coalition
- Colorado Municipal League
- Metro Mayor's Caucus
- Neighboring Jurisdictions

# 2025 Louisville City Council Work Plan

## Safety

Safety is a core priority for council with a 2025 focus on bike and pedestrian safety and emergency preparedness.

### Additional Guiding Documents

- Transportation Master Plan
- Police Department Guiding Document
- Wildfire Risk Assessment
- Boulder County Community Wildfire Protection Plan

### 2025 Projects and Actions

| Item                                       | Description                                                                                                                                                                                                                                        | Council Actions                                                                                                                                       |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Building the Foundation</b>             | Potential study session topics include: <ul style="list-style-type: none"><li>- Police and Public Safety</li><li>- Emergency Response</li><li>- Cyber Security</li><li>- Information Technology</li></ul>                                          | Anticipate 2-4 study sessions to provide insight into different areas of safety.                                                                      |
| <b>Traffic Safety</b>                      | Capacity and resource focus, equipment, technology, vehicle and pedestrian safety.                                                                                                                                                                 | Infrastructure Traffic Safety discussion anticipated in early 2025.                                                                                   |
| <b>Preparedness</b>                        | Collaboration and Coordination between Police, Fire District, ODM, Internal City departments, and other Regional Partners. Training, education, and engagement, such as for disaster preparedness month.                                           | May include study session(s) as noted above. May also include requests to attend public engagement and promote trainings and education opportunities. |
| <b>Wildland Urban Interface (WUI) Code</b> | In 2024 City Council provided direction to pursue a WUI code. Senate Bill 23-166 requires the state to adopt a state-wide minimum WUI code and define areas of applicability by July 1, 2025 and includes a three-month period for local adoption. | Anticipate 1-3 council meetings on the topic, including adoption.                                                                                     |

### Potential Partners

- Boulder Valley School District
- Boulder County (including Office of Disaster Management)
- Louisville Fire District

## 2025 Louisville City Council Work Plan

- Xcel
- Neighboring Jurisdictions

DRAFT

# 2025 Louisville City Council Work Plan

## Affordable Housing

Affordable Housing includes implementation of the Housing Plan through development and adoption of code changes and policies, partnership with regional efforts, and a push to break ground on new units within Louisville.

## Additional Guiding Documents

- Housing Plan
- State Requirements – HB 24-1313 (Housing in Transit Oriented Communities), SB 24-174 (Sustainable Affordable Housing Assistance), HB 24-1152 (Accessory Dwelling Units), HB 24-1007 (Prohibit Residential Occupancy Limits), HB 24-1304 (Minimum Parking Requirements), HB 24-1175 (Local Government Rights to Property for Affordable Housing), and Proposition 123 Compliance

## 2025 Projects and Actions

| Item                                                          | Description                                                                                                                                                                          | Council Actions                                                                                          |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Building the Foundation</b>                                | A potential overview of housing legislation and/or another meeting with the housing authority                                                                                        | One study session.                                                                                       |
| <b>Code Update: ADUs</b>                                      | Housing Plan implementation item to update the accessory dwelling unit codes due to state regulations. (City Council provided direction in mid-2024)                                 | Two council meetings in early 2025 (1 <sup>st</sup> and 2 <sup>nd</sup> Readings).                       |
| <b>Code Update: Inclusionary Housing Ordinance (IHO)</b>      | Housing Plan implementation to update the inclusionary housing ordinance to address incentives for providing more affordable housing, updates to fees, and other refinements.        | Anticipate 2-3 council meetings, mid 2025.                                                               |
| <b>Potential City Initiated Rezoning</b>                      | Consider potential city-initiated rezoning of a parcel for housing development. The 2025 Comprehensive Plan's future land use framework will provide guidance for any such rezoning. | As a potential action item from the 2025 Comprehensive Plan, there could be 1-3 meetings on the subject. |
| <b>Potential Property Acquisition or Project Contribution</b> | Potential to utilize budgeted capital funding for acquisition or contribution to leverage additional funding and support affordable housing.                                         | Anticipate at least one council meeting.                                                                 |
| <b>Prop. 123 Compliance</b>                                   | Includes audit of development code for compliance with Prop                                                                                                                          | Anticipate one council meeting.                                                                          |

## 2025 Louisville City Council Work Plan

|  |                                                                                                                                                                    |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | 123 expedited review for affordable housing requirement as part of regional grant. This audit will inform a code amendment that must be in place by November 2026. |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

### Potential Partners

- Boulder County
- Boulder County Housing Authority
- Regional Housing Partnership
- Neighboring Jurisdictions
- The State of Colorado, Department of Local Affairs