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Physical design of any public corridor represents an opportunity to convey a significant and unique character of the community where it is found. Generally, community Main Streets represent regional corridors that provide vehicular, bike and pedestrian access to nearby communities, neighborhoods, and retail/commercial districts and centers. In Longmont, Main Street serves dual functions, including access thru the Study Area for regional travel, and access to destinations within the Study Area and to serve adjacent neighborhood destinations.

Resources used in the preparation of this report include the City of Longmont's website, reports and maps, site visits and a site photo inventory.

Project Context

Longmont is located along the northern portion of the front range of Colorado. The Study Area is located just north of Longmont's Central Business District (CBD) on U.S. Highway 287. The area serves Longmont's residences as well as regional travelers.

The portion of Main Street within this Study Area (between Longs Peak Avenue and 17th Avenue) has been designated as "Midtown." This segment conveys two distinct impressions: one from the north, which exhibits a more suburban, lower density development pattern; and another from the south, which portrays a more compact urban character. The corridor also serves strong neighborhoods east and west of the corridor. This represents a need to comfortably and safely accommodate bicycles and pedestrians.

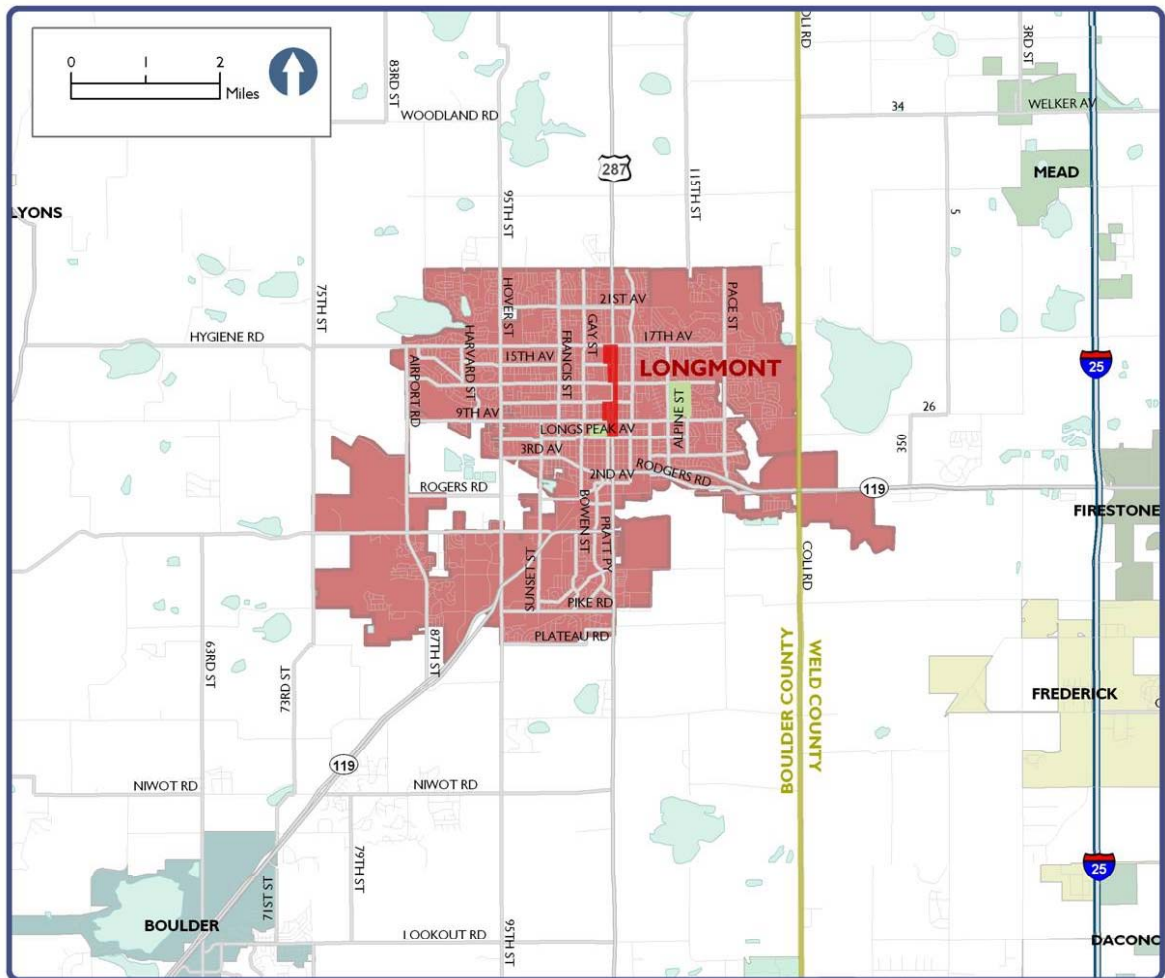
The physical condition of buildings, massing and density are primarily single story, post war with little or no theme or distinct character. Additionally, numerous curb cuts and parking areas along Main Street perpetuate the discontinuity of the street edge.

Three large developed parcels exist along Main Street within the Study Area that impact its character, including Mountain View Cemetery, the Boulder County Justice Center, and Twin Peaks Charter Academy. While these uses present voids in the streetscape in terms of building mass and storefront continuity, opportunities might exist for enhanced open space, pedestrian

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linkages, and in-fill development. Visual continuity of Midtown might be enhanced through densification of existing underutilized parcels (such as the Boulder County Justice Center), and a more defined north-south and east-west pedestrian system to provide better access to the mix of unique retail and commercial businesses along the corridor.

Figure 1
Regional Context Map



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Physical Issues

The Study Area is adjacent to and just north of an existing downtown CBD area. North of the Study Area becomes more suburban in its physical form, as well as highway-oriented. The density of structures within the Study Area decreases as one travels north within the project area, as shown in the Figure Ground study (Figure 2). The density of development changes as the number of curb cuts increases to serve surface parking lots, vacant lots, and large parcels with small buildings located along Main Street.

Figure 2
Figure Ground Study



The following items are brief observations and descriptions of the key physical issues that will be addressed in more detail throughout the report.

- Land Use Mix: currently zoned primarily for Commercial, with a few parcels zoned for Residential Medium Density development; however a variety of residential and office uses also exist within the Study Area
- Main Street Traffic: four-lane arterial that accommodates both local and regional travelers
- Pedestrian amenities: sidewalks and street crossings are not always conducive to safe crossings or comfortable retail shopping
- Parking: generally situated between the street and the store front and limited on- street parking along Main Street itself
- Curb-cuts are numerous and create safety issues for pedestrian and vehicular traffic
- Connections to Neighborhoods: missing links between community assets and from the Main Street retail to the adjacent residential neighborhoods or office uses
- Hispanic Orientation: a Hispanic culture is

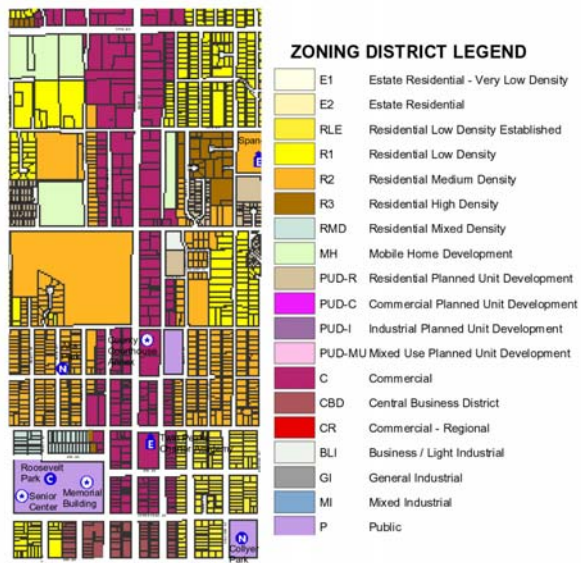
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- apparent along Main Street
- Vacancies: some vacancies occur, creating a retail void in some segments along Main Street, but offering opportunities for new and/or different retail outlets and in-fill development
- Large Parcel Users: the school, cemetery and justice center provide large voids in the street frontage

Existing Land Use and Zoning

Land uses within the Study Area are primarily commercial and business-oriented, consistent with the City’s overall “Commercial” zone designation, and with the City’s Longmont Area Comprehensive Plan recommendations; however, single-family residential properties and uses also exist. With few

Figure 3
Longmont Zoning Map
Study Area: City of Longmont, Colorado



exceptions, these uses occur in the western portions of the Study Area, along Coffman and Terry Streets, and to some extent along Kimbark Street on the east. Single-family structures, in some cases, have been converted to business uses, primarily for office and service-oriented uses. Parking to serve these uses, particularly on Coffman, Terry, and Kimbark Streets is limited to on-street parking or tandem parking on existing off-street driveways. Because of this mix and pattern of building types, land uses, access, and ill-defined on-street parking solutions, the value of these western and eastern portions of the Study Area to the commercial character of Midtown is less than its potential.

Based on building character, massing, parking and access, the Study Area can be visually divided into several “segments” that include: (1) Longs Peak Avenue to 9th Avenue; (2) 9th Avenue to 11th Avenue; (3) 11th Avenue to Mountain View Avenue; and, (4) Mountain View Avenue to 17th Avenue..

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Figure 4
Existing Corridor Uses
(An enlargement of Figure 4 is provided in the Appendix of this Report)



Longs Peak Avenue to 9th Avenue - represents the most developed blocks within the corridor, and supports the CBD’s “downtown” character that includes shorter blocks, 1 and 2-story commercial buildings on both the east and west sides of the street, and on-street parking to better serve storefront business. The elementary school, while not contributing to the commercial activity along Main Street, does provide the 2 - 3 story architectural mass that helps define the visual space.

Roosevelt Park on the west and established residential development east of the corridor offer opportunities for east/west connections and street improvements to enhance pedestrian access between these two areas, particularly along Longs Peak and 8th Avenues.

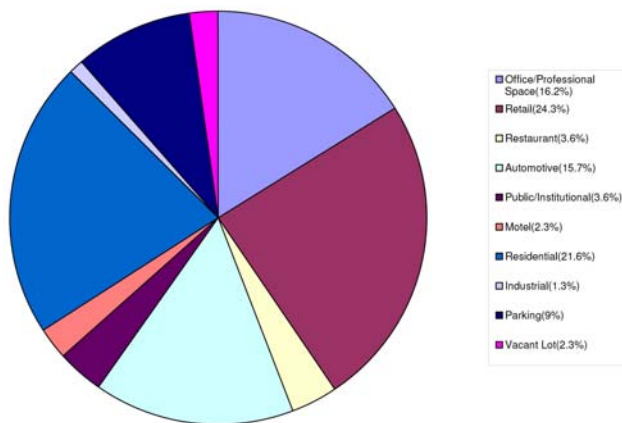
9th Avenue to 11th Avenue - Within this segment of the corridor, the “downtown” character begins to change, with predominantly 1-story structures, and on-street parking eliminated to make way for the more suburban-style “strip” commercial. Parking is accessed via curb cuts along the street, with parking bays oriented east to west to serve south-facing businesses and retail outlets. Walgreen’s, located at the southwest corner of 11th Avenue and Main Street, represents the newest and largest retail development within this segment, having relocated from its former site at 9th Avenue and Coffman Street. While Walgreen’s adds significant mass and style to the Main Street corridor, its placement back off the street, entrance off 11th, and bay of off-street parking between the structure and the street does not visually strengthen or continue the “Main Street” character of the Central Business District. Several opportunities exist on both sides of Main Street to promote east/ west pedestrian access at mid-points to better serve adjacent neighborhoods to the east and west.

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11th Avenue to Mountain View Avenue - Commercial development within this segment is limited to the east side of Midtown, where a suburban development pattern and character has evolved through the use of off-street parking bays for each of the commercial lots.

Mountain View Avenue to 17th Avenue - Between Mountain View and 17th Avenues, automobile oriented land uses dominate Midtown; between Mountain View and 15th Avenue a mix of office, residential, and retail uses exist along the east side of Coffman Street. Buildings are setback from the sidewalks, and in many instances oriented south or north, with parking bays located east and west. Several vacant properties along Midtown (as well as on the east side of Terry Street, extended), and a variety of large parcel properties for sale offer potential redevelopment opportunities that could dramatically change the visual character of this segment. Given the suburban character of the businesses and under-utilized off-street parking facilities, providing east/west pedestrian linkages within this segment is potentially feasible to serve the multi-family and other higher density residential development on both sides of the corridor.

Figure 5
Land Use Percentage Chart
(An enlargement of Figure 5 is provided in the Appendix of this Report)



Primary uses within the Study Area have been observed to include office and professional services, a variety of retail (including general, automotive and motel uses), public/institutional uses, and residential uses; vacant parcels and/or buildings also exist within the Study Area, including City-owned property. Both Figures 4 and 5 illustrate the breakdown and general location of those use types, along with information related to the estimated percentage (calculated by use frequency, not area) of each of these major use types within the corridor.

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Transportation

The Main Street corridor is located approximately 7 miles west of Interstate 25, with access provided by State Highway 66 on the north, and State Highway 119 on the south. Main Street (US Highway 287) is a north/south arterial that serves the majority of the business between 17th Avenue on the north and Long's Peak Avenue of the south. Both 17th and 9th Avenues represent the major east / west arterials within the Study Area, terminating on the east at E. County Line Road; 9th Avenue terminates on the west at Airport Road, and 17th Avenue extends west to North 75th Street.

The role of Main Street / U.S. Highway 287 has a dual role within Longmont. This arterial provides access to local businesses, and a means of access to other parts of Longmont and the communities of northern Colorado. While the right-of-way (ROW) of Main Street is generally consistent throughout the Study Area, the operation of travel and turning lanes varies, depending on the availability of on-street parking and access into development parcels. While south of 9th Avenue, on-street parking occurs on both sides of Main Street, between 9th and 10th Avenues, only the west side includes on-street parking; north of 10th Avenue no on-street parking exists due to the number of curb cuts to serve development parcels. Enlargements of the adjacent aerial photographs, which provide more detailed views of existing street characteristics, are included in the Appendix of this Report.

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Traffic Volumes

Traffic counts of selected segments within the corridor, obtained from the City of Longmont Public Works Division are provided below (Figure 6). Both the 17th and 9th Avenue intersections operate at a Level of Service D during PM peak hours; all other intersections within the corridor operate at Level of Service C or above. High accident locations occur not only at these two intersections (due to heavy traffic congestion), but also at mid-points between 17th and Longs Peak Avenues due to the large number of

Figure 6
Traffic Counts
City of Longmont, Colorado

ROAD SEGMENT	DATE OF COUNT	NORTHBOUND COUNTS	EASTBOUND COUNTS	WESTBOUND COUNTS	SOUNDBOUND COUNTS
Coffman St north of Longs Peak Ave	7/2003	4,040			4,032
Kimbarck St. North of Longs Peak Ave	12/1997	1,250			1,400
Main St North of 9 th Ave	9/2003	15,405			15,508
Main St North of Mountain View Ave	7/2003	17,009			16,695
Main St North of 17 th Ave	12/2004	15,834			12,282
Longs Peak Ave East of Gay St	5/2003		1,179	1,363	
Longs Peak Ave West of Collyer St	6/2003		915	864	
11 th Ave East of Gay St	4/2003		1,762	1,582	
11 th Ave West of Collyer St	6/2003		657	479	
Mountain View Ave East of Gay St	5/2003		4568	4,676	
Mountain View Ave West of Collyer St	10/2003		3,779	4,038	
15 th Ave East of Gay St	5/2003		637	904	
15 th Ave West of Collyer St	7/2003		763	790	
17 th Ave West of Main St	9/2003		8,505	9,294	
17 th Ave West of Collyer St	6/2004		8,520	9,146	

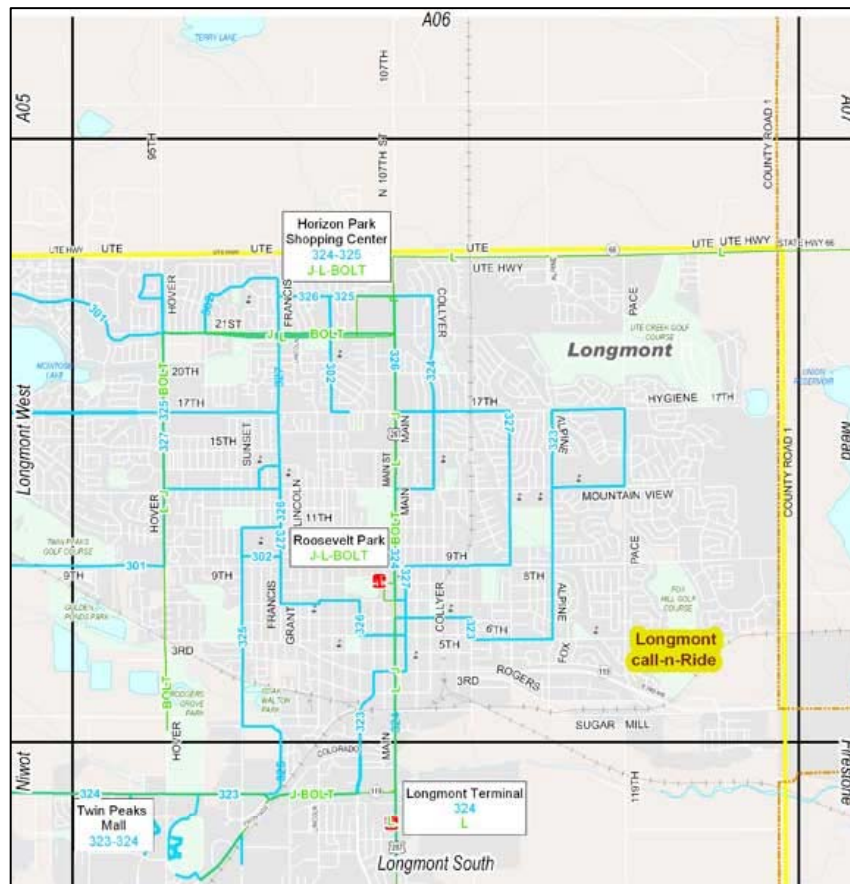
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curb cuts on individual properties.

Transit

Transit within the corridor is served primarily by the Regional Transportation District's (RTD) bus service. Transit service along Main Street includes local City routes and regional routes to Boulder, and the Denver Metro area; ultimately, this system will link to the FasTracks system serving Longmont via the Diagonal Highway and US 36 corridors. Currently, bus stops are located along south-bound Main Street on the 800, 1000, 1200, 1300, and 1600 blocks; local service is provided at all of these stops. Regional services are provided at the 1000, 1200, 1400, and 1600 blocks. Due to a major Park-n-Ride facility at Roosevelt park, north-bound Main Street bus stops are limited to the 900, 1000, 1300, 1500, and 1700 blocks of Main Street. Longmont also has a Call & Ride service.

The following diagrams illustrate the overall Bus Route system that serves the general Longmont community:



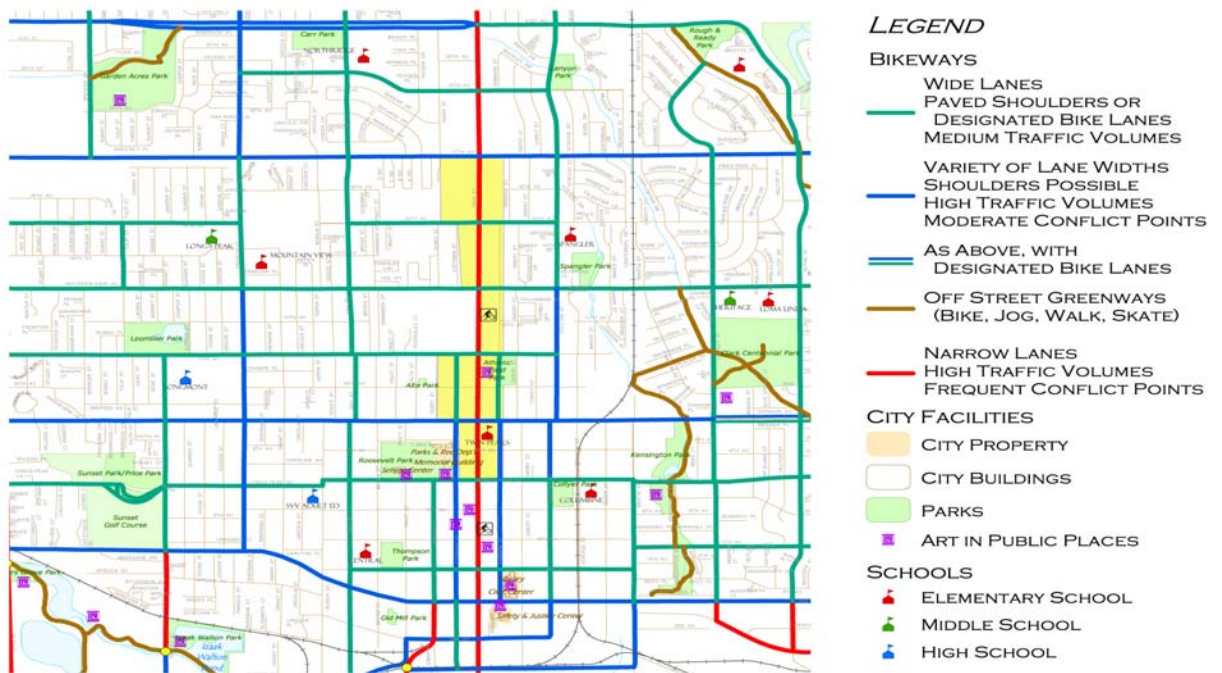
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Public and Open Spaces

The Study Area has numerous entities providing public and planned open spaces within or immediately adjacent to the Study Area, see Figure 5. The Boulder County Justice Center, Mountain View Cemetery, and Twin Peaks Charter Academy, each of which spans an entire block along Main Street, creates a large amount of open space within the Study Area. Two neighborhood parks, Alta and the Athletic Fields, and Roosevelt Community Park are adjacent to or within a block of the Study Area, as are several parks, public pedestrian destinations, and a trails system.

Significant bike and pedestrian activity was observed within the Study Area, indicating a potential need for enhanced bicycle and pedestrian facilities not only within the study area, but also at signalized intersections with Main Street. Figure 5 displays current City pedestrian and bikeway facilities within the City.

Figure 5
Alternative Modes Map
(An enlargement of Figure 4 is provided in the Appendix of this Report)



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Infrastructure

Street lighting along Main Street consists of standard “Cobra-style” light poles on both the east and west sides of the street; no pedestrian-level or decorative lighting are provided within the Study Area.

Overhead transmission lines cross Main Street east and west at 15th and 8th Avenues. The entire length of Main Street through the Midtown Study Area includes curb and gutter to control surface runoff; no areas were observed where surface drainage and runoff presented a problem to business and other commercial operations within the Study Area.

Signalized intersections along Main Street include those at Longs Peak, 9th, 11th, Mountain View, 15th, and 17th Avenues. On-street parking within the corridor is limited to the blocks between Longs Peak and 9th Avenue, with the remaining blocks without on-street parking, and a significant number of curb cuts to access individual businesses. Sidewalks are all attached, except for a short segment along the Mountain View Cemetery and just north of Mountain View Avenue, along the west side, where detached sidewalks are provided.

Character and Urban Form

Main Street within the Study Area lacks identity. This is due primarily to the lack of architectural significance and low profile of commercial buildings, inconsistent building façade treatment, decreased availability of on-street parking, inconsistent structure set-backs from the sidewalk, and suburban land use patterns, particularly north of Mountain View Avenue. Single-family structures are scattered within the Study Area, some of which have been converted into commercial and industrial types of uses, which creates a mix of uses along Coffman and Kimbark Streets that does not integrate successfully with other office and commercial uses along “Middle Main Street”. This mixed pattern of land uses does not provide an overall focal point or perceived destination for local consumers.

Other Considerations

The Study Area includes key assets that could be enhanced and/or further developed to begin to create an identity for the area. The presence of a significant number of Hispanic-owned businesses

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along Midtown provides an opportunity to enhance and expand cultural and ethnic-oriented retail uses that might begin to meet that objective. There is also a significant focus on automotive-oriented business and services within Midtown. Ralph Castles is identified as an historic icon for the old Lincoln Highway. There are limited examples of storefront design and signage treatment within Midtown (and very few, if any along Coffman and Kimbark Streets) that could create the type of a visually attractive appearance that contributes to a cohesive commercial identify.

In addition, Mountain View Cemetery allows for a transition area between the more urban character to the south, and more suburban character to the north. It also provides as a sense of open space along the Main Street.