

TOWN OF EAGLE, COLORADO
RESOLUTION No. 50
(SERIES 2021)

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF EAGLE, COLORADO ADOPTING THE
EAGLE DOWNTOWN DEVELOPMENT AUTHORITY PLAN OF DEVELOPMENT

WHEREAS, registered voters within the Downtown Development District approved the creation of the Downtown Development Authority in November, 2020; and

WHEREAS, the Downtown Development Authority has worked with Downtown Colorado Inc. and other stakeholders downtown to prepare this Plan of Development, utilizing public workshops and guidance from the 2019 Community Assessment report; and

WHEREAS, the Downtown Development Authority Board of Directors find that adoption of the Eagle Downtown Plan of Development will promote the goals and objectives shared by the community, in conjunction with Elevate Eagle, the Town's Comprehensive Plan approved in 2020.

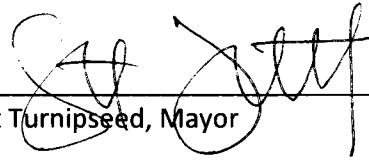
NOW THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF EAGLE, COLORADO, THAT:

Section 1: The Eagle Downtown Plan of Development is hereby ADOPTED as part of the Town of Eagle's Comprehensive plan by the Town Council of the Town of Eagle.

INTRODUCED, READ, PASSED, AND ADOPTED at a regular meeting of the Town Council of the Town of Eagle, Colorado, held on July 13, 2021.

TOWN OF EAGLE, COLORADO

By: _____
Scott Turnipseed, Mayor



ATTEST:

Jenny Rakow, Town Clerk





TOWN OF EAGLE
DOWNTOWN DEVELOPMENT AUTHORITY
PLAN OF DEVELOPMENT

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PLAN OF DEVELOPMENT OVERVIEW

PURPOSE OF THE DDA

Under ordinance number 599, the Eagle Town Council established a Downtown Development Authority known as the “Eagle Downtown Development Authority,” as a body corporate. By ordinance of the Town of Eagle, the Downtown Development Authority has all the powers authorized by Part Eight of Article 25 of Title 31, Colorado Revised Statutes 1973, and all additional and supplemental powers necessary or convenient to carry out and effectuate the purposes and provisions of said Part Eight.

The Authority is established to halt and prevent deterioration of property values within its district and to assist in the development and redevelopment of its district and to use its power to promote the general welfare of the district by the use of its direct and supplemental powers.

PURPOSE OF THE PLAN OF DEVELOPMENT

A Downtown Development Authority (DDA) Plan of Development is an official public document expressing a community vision for the downtown area. The Town of Eagle’s DDA Plan of Development will outline key concepts and priorities for the downtown as well as identify opportunities and partnerships that will strengthen the downtown. The Plan will be used as a guide to inspire and share future projects, policies, and action steps.

In 2021, The Town of Eagle DDA chose Downtown Colorado, Inc. (DCI) to provide administrative and planning support for the DDA Board of Directors and creation of the Plan of Development. DCI is a state-wide association representing Downtown Development Authorities and other commercial districts in Colorado. DCI provides advocacy, information, advisory services, and technical assistance to support vibrant downtowns in our state. DCI works with nearly 500 members and has provided over 100 downtown plans to Colorado communities.

The Downtown Development Authority and its associated Plan of Development should be a living and evolving policy document. The purpose of the plan is to coordinate the needs and priorities for the Downtown Eagle area in conjunction with broader Town of Eagle community goals by:



- Sharing the vision and values for Downtown
- Serving as a guide for policy and practical implementation
- Targeting resources
- Building understanding of partners and opportunities
- Capitalizing on the momentum of previous downtown work

PLAN OF DEVELOPMENT USES

The Plan of Development should inform decisions by the Downtown Development Authority (DDA), their counterparts at partner organizations, other Town Commissions, boards and committees, staff, key partners, residents, property owners, developers, and other stakeholders in the Downtown area.

- **Staff & Decision-Makers:** The Town, DDA and partner organizations should reference the Plan when developing work plans, allocating funding for programs and projects, reviewing development proposals, and adopting new regulations that impact Downtown.
- **Residents, Businesses & Property Owners:** Property owners, business owners, residents and community interest groups should use this Plan as the foundation for conversations with decision-makers and developers about the needs and priorities for Downtown.
- **Developers:** Applicants for building and development projects should reference the Plan when proposing new infill or redevelopment projects and as a starting point for a dialogue with neighbors and stakeholder groups about such proposals.
- **Partners & Other Stakeholders:** Private sector partners, non-profit organizations, and other partner organizations should review the Plan to better understand the community's vision and priorities for Downtown.

EAGLE DOWNTOWN EXISTING CONDITIONS

Downtown Broadway is a centrally located regional attraction for shopping, entertainment, culture, arts, public events, and offers a location for public gathering and community pride. This area should include special urban improvements to make vibrant and enjoyable public spaces. The Downtown area can include a mix of restaurants, bars, retail stores, offices, coffee shops, and civic services.



Development should encourage preservation of character, redevelopment, and infill; and should include above average standards for design. Renovation of older buildings are encouraged. This area is highly connected to surrounding neighborhoods through a safe, welcoming, pedestrian-oriented, and bicycle-oriented environment. It maintains access to an efficient multi-modal transportation network.

EAGLE DOWNTOWN ENGAGEMENT

The Town of Eagle and partners from non-profit, private business, and local residents have led an engaging community feedback process over a twenty-four-month period. The Town of Eagle began as a 2019 Colorado Challenge Accelerator Program Community with a primary focus on the best way to support Downtown Eagle. This process included engagement of a team of Eagle leaders in a three-day charette to envision the future and outline action steps. A primary outcome of this effort was the direction to explore the types of management districts that could support the Downtown.

As a second engagement step, the Town of Eagle conducted a Downtown Assessment in 2019 to invite community participation in developing an approach for Downtown Eagle and the other commercial areas in the Town. The assessment included several days of public meetings with stakeholders from the residents, business community, partner organizations, homeowner groups and commercial district leaders, and the Town elected officials and staff. It was determined that a Downtown Development Authority would be the best type of organization and financing mechanism to support the priorities and vision for the downtown. The Town of Eagle comprehensive planning process, Elevate Eagle, completed and ratified in 2020, and the adopted downtown overlay reinforce the priority areas for the downtown as outlined in the Downtown Assessment document.

Following the broad engagement, a dedicated group of Eagle Downtown Champions formed the Downtown Business Alliance, a non-profit organization focused on the community building and revitalization of Eagle's Downtown. This non-profit group mounted an information campaign to communicate the goals for the Downtown Development Authority and to gather input and feedback from the community.



DOWNTOWN EAGLE STRATEGIC PRIORITIES

Following extensive outreach, surveys, and several planning initiatives that focus on the revitalization of Eagle's Downtown, the Town of Eagle and the Downtown Development Authority leadership identified the following areas as strategic priorities for a vital downtown.

Business Community Support

Consider opportunities to enhance access to services and capital for business, collect data, identify, and catalyze underutilized assets. Identify and provide critical infrastructure and support to promote and develop successful business needs.

Regulatory Environment

Streamlining solutions and minimizing barriers to build trust and investment from business and property owners. Aligning regulation and incentives to encourage public-private partnerships for investment in the community vision through infill, redevelopment, and re-use of existing buildings.

Communications

Imparting or exchanging of information or news with an image building and informational component that includes arts, culture, and recreation. Downtown brand identity is the combined messaging transmitted via content, diverse platforms, logos, style, and visuals.

Experience Economy

Encourage the realization of emotion and entrepreneurial opportunity through interactive activities, events, and makers components. Enhance a person's time spent in a place with a unique and memorable experience.

Access + Mobility

Assess the experience and accessibility of getting to and around downtown as a local or visitor. Focuses on multi-modal infrastructure and access in and around the downtown including parking, gateways, walkability, rideability, wayfinding + signage, etc.

Creative Placemaking

Establish a sense of place through the strategic integration of art, the environment, design,



recreation, and cultural activities. Engage locals to produce authentic and distinctive planning and develop programming to foster a local love of place. Create a connection to the community's sense of identity through visible symbols, messaging, and activities.

PARTNERS + ENGAGEMENT

Partners have played a key role in engaging downtown stakeholders and aligning priority areas to establish and maintain a vibrant downtown. The Eagle DDA will establish and maintain relationships and two-way communication with governmental, non-profit, and private partners who intersect with Eagle DDA strategic priorities to ensure collaboration and limit duplication of efforts.

TOWN OF EAGLE OPPORTUNITY AREAS

The DDA encourages redevelopment opportunity and concepts in a variety of locations throughout Downtown and in surrounding areas around the central business district that would benefit from reinvestment and add content, connection, or value to the Downtown. The DDA may support projects and opportunity sites that support the strategic priorities in and around downtown as proposed by the Town, partners, and the private sector.

All areas of the central business district should provide a safe, welcoming, pedestrian-oriented, and bicycle-oriented connected network. Residential development near the downtown should vary in price and size and can include apartments in vertical mixed-use buildings near Broadway Street. Development in downtown and surrounding areas in the central business district should encourage preservation of character and the Town's western heritage, redevelopment, and infill, and should include above-average standards for design. Renovation of older buildings and homes is encouraged.

PLAN MONITORING + EVALUATION

Monitoring and evaluating the success of activities guided by the Plan of Development will be tracked through a work planning process. The DDA Board of Directors will establish a work plan that will be updated as needed, prioritizing tactical activity in achievable one-to-three-year



increments. The work plan will be reviewed on an annual basis by the Executive Director who will provide status updates and recommendations.

GETTING INVOLVED

The Eagle DDA invites participation from partners, community members, business, and property owners, etc. by speaking at monthly board meetings, online participation, and other forums for engagement. The DDA presence online will provide information and share the process and timing for communicating the content and purpose of the participation.



EAGLE DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT BOUNDARY

