

EXECUTIVE SUMMARY

The City of Lafayette is in the southeast corner of Boulder County and is about a 30-minute drive north of Denver. The Old Town District features charming, small-town character and lies at the heart of the city's downtown. This plan focuses on the three main corridors within Old Town: Public Road, East Simpson Street, and Baseline Road. The outcomes of this plan provides revitalization, design, and implementation strategies.

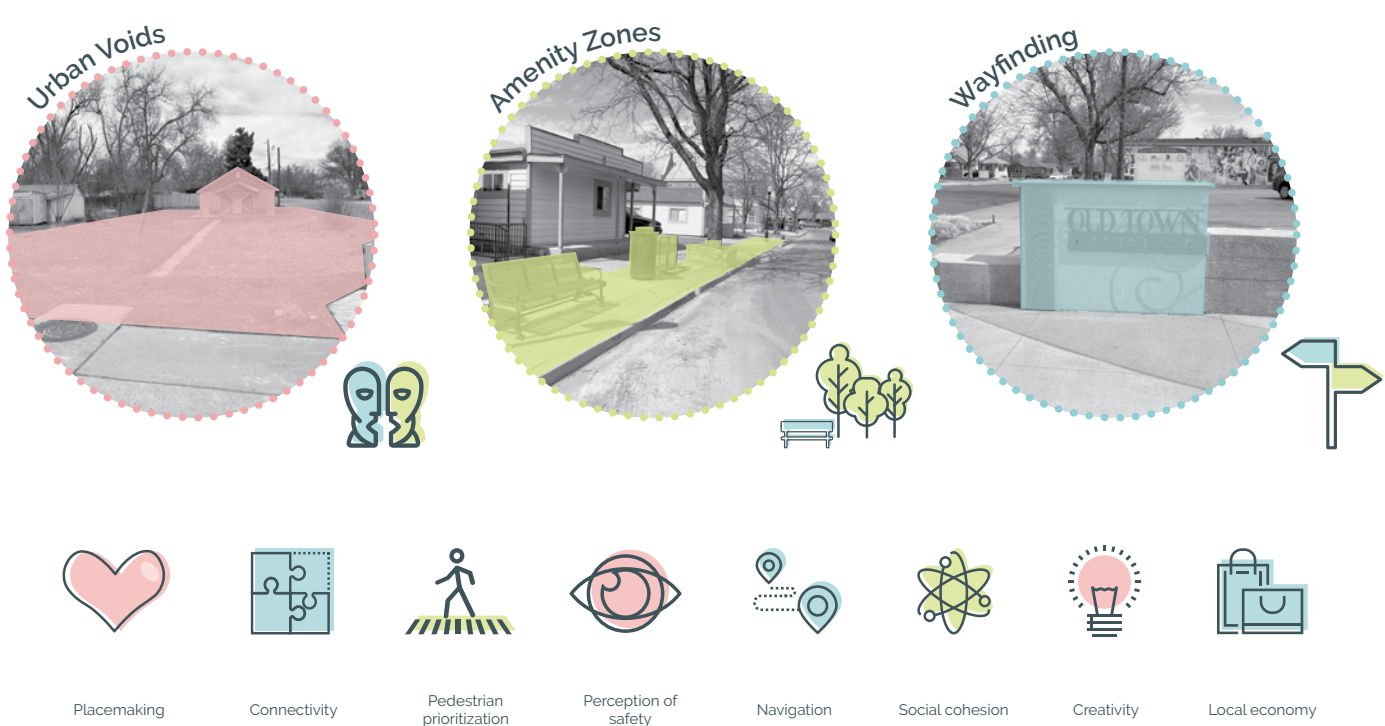
In 1999, the Lafayette Urban Renewal Authority (LURA) was established to affect the revitalization of Old Town. LURA receives financing through tax-increment financing (TIF) to fund economic development and community improvement projects. LURA helps foster Old Town's vision to be a "eclectic, creative, and diverse community" through public realm improvements. Lafayette's history and present-day demographics informed this project on how to approach public realm improvements.

Retaining small-town character, enhancing streetscapes, improving safety, creating community gathering spaces, and promoting the local economy are desires consistently communicated in both Lafayette planning documents and community engagement processes. Public art, local businesses, a strong sense of community, and diverse uses

strengthen the Old Town District. Challenges facing Old Town, specifically its main corridors, include discontinuous street frontage and activity, a lack safe and engaging pedestrian infrastructure, and the need for cohesive district branding and design. There are opportunities for public realm revitalization through existing vacant lots and buildings, plentiful frontage parking, programmable streetscapes, and desires for stronger social cohesion.

Given the city and community desires and SWOT analysis findings, *Eclectic Renewal* focused on placemaking, connectivity, and activation as goals for revitalization. These goals are best achieved through three research-based revitalization principles: addressing urban voids, activating amenity zones, and providing wayfinding. *Eclectic Renewal* proposes public realm strategies, private property strategies, and a toolkit for how to successfully address urban voids, active amenity zones, and provide wayfinding. Case studies of successful revitalization projects inspired the revitalization plan.

A GIS site selection analysis identified priority areas for public realm improvements. Existing literature provided criteria for how to analyze existing conditions and determine optimal locations for improvements. Main criteria for identifying priority areas included

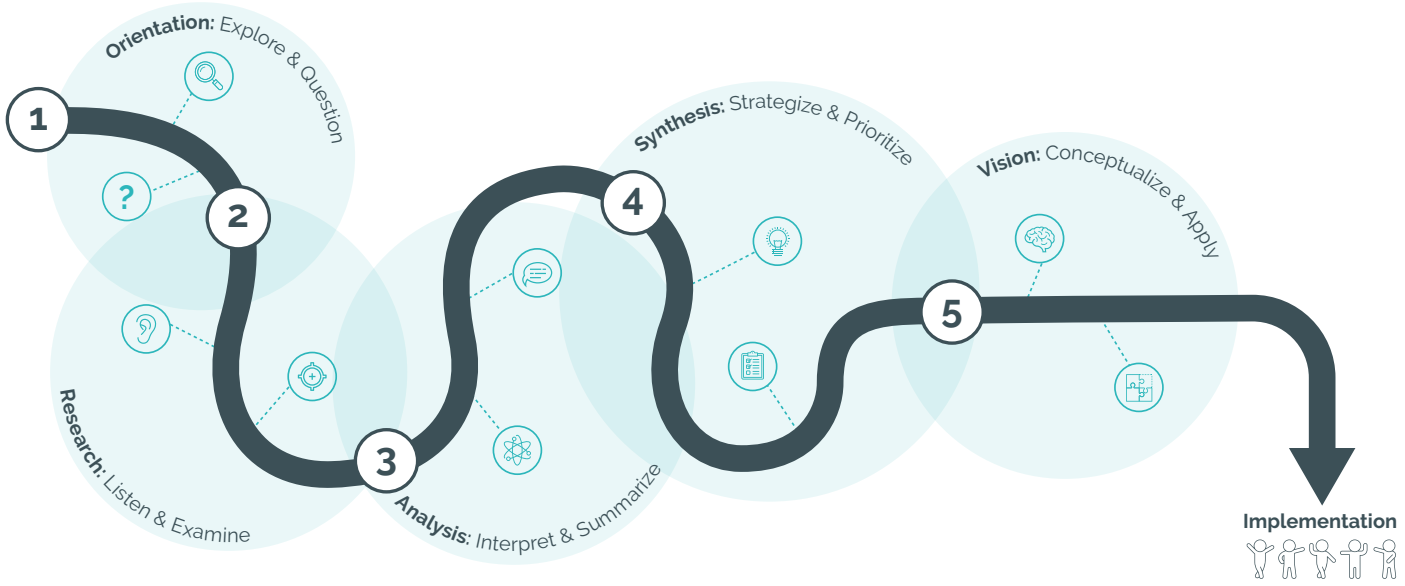


size, building type, business type, adjacent land uses, and pedestrian traffic. An analysis of the priority areas generated seven sites for *Eclectic Renewal's* design proposal.

The design proposal provides design concepts for addressing urban voids, activating amenity zones, and providing wayfinding based on the site selection process. Designs to address urban voids propose streetscape enhancements, infill development, parklets, art installations, outdoor seating, and community gathering spaces. Amenity zones designs

provide different options based on size of the space, desired scale, and number of amenities. Proposed wayfinding for Old Town includes navigational signage, distinct gateways, and historical information.

Implementing *Eclectic Renewal's* revitalization and design proposals will require strategic planning and considerations. Strategies to build partnerships, secure funding, enforce regulations, consider maintenance, and cultivate community support can assist LURA and the City of Lafayette in bringing this plan to life.



EXECUTIVE SUMMARY CONTINUED

Old Town's unique sense of place and small-town character remains despite the challenges experienced throughout the district. Revitalization efforts in Old Town can promote the eclectic, creative, and diverse community through placemaking, connection, and activation. *Eclectic Renewal* provides three principles to achieve the goals of placemaking, connection, and activation in the Old Town District. The revitalization principles: address urban voids, activate amenity zones, and provide wayfinding, and their related recommendations offer strategies to ensure public realm improvements are successful and have a large positive impact. After determining priority areas for revitalization, *Eclectic Renewal* proposes both large and small-scale site designs based on the three revitalization principles.

