



# PROSPECT SOUTH COMMUNITY ENGAGEMENT REPORT

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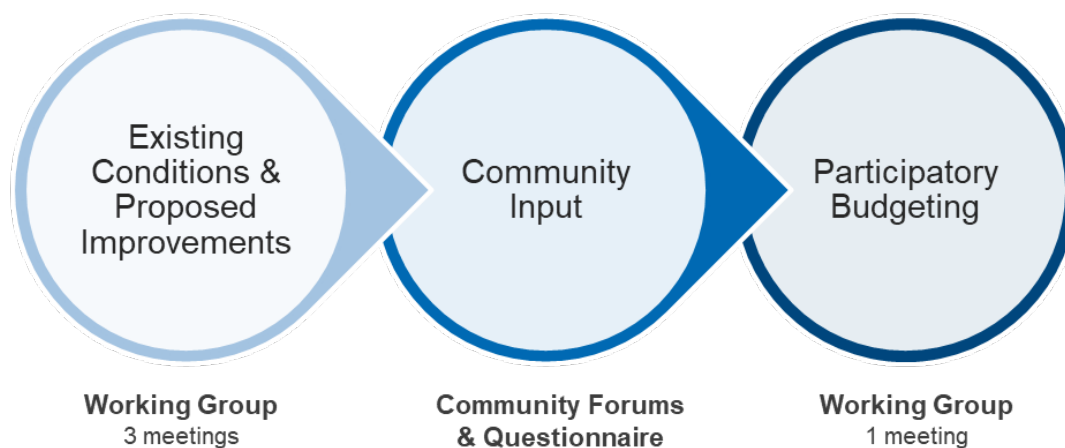
# EXECUTIVE SUMMARY

## PURPOSE

The purpose of this report is to present stakeholders' and community members' development goals and priorities for the Prospect South Plan Area to the Fort Collins Urban Renewal Authority (URA) Board. Gathered through a series of community engagement activities, the Board can use the community input from these activities to inform strategic priorities for allocating tax increment funds in the Prospect South Plan Area.

## COMMUNITY ENGAGEMENT ACTIVITIES & TIMELINE

Community engagement centered around identifying and prioritizing how the Prospect South Plan Area could become a more attractive and enjoyable place to gather, work, live, do business, and go to school. The community engagement process (see Figure 1) began with formation of a working group, comprised of stakeholders in and near the plan area, that met monthly for four months. The working group identified proposed improvements to the plan area, on which the community provided input through two virtual community forums and a community questionnaire. The community engagement activities reflected in this report were conducted from November 2020 through February 2021, and reflect the perspectives and input from those who participated.



*Figure 1. Community engagement process*

## PLAN AREA

Established by City Council in 2011, the Prospect South Plan Area (see Figure 2) was the culmination of years of study. City staff produced a redevelopment study of Midtown in 2009. One of the recommendations of the redevelopment study was for staff to produce an existing conditions survey of Midtown in accordance with Urban Renewal statutes. A consultant

produced an Existing Conditions Survey for Midtown that culminated in City Council's adoption of the Midtown Urban Renewal Plan in 2011. Following the creation of the Midtown Urban Renewal Plan, Council then adopted the Prospect South TIF District, enabling the URA to collect incremental tax revenues in the area outlined below. The plan area runs south of Prospect Road to either side of College Avenue (Highway 287) for approximately one-half mile to Rutgers Avenue. The Spring Creek Trail runs through the plan area with underpasses at College Avenue and the Mason Corridor.



Figure 2. URA Prospect South Plan Area



## CURRENT CONDITIONS

The Prospect South Plan Area is characterized by strip malls and small commercial properties that are home to a variety of small businesses and restaurants, and a growing student resident population. The area suffers from disjointed multimodal access, and lacks desirable public gathering spaces and overall appeal. As such, many of the priorities identified by the community centered around making the area more functional and appealing than it is under current conditions.

While the plan area is in proximity to the MAX Bus Rapid Transit Line, Mason Trail, and Spring Creek Trail, the bicycle and pedestrian connectivity within and across the plan area (see Figures 3 through 5) are surprisingly limited, disjointed, and unpleasant. There are only three points of connectivity from the Mason Trail into the plan area – at Prospect Road, at Spring Creek Trail, and at the pedestrian overpass near the MAX station on the south end of the plan area. Sidewalk connectivity and quality north to south along College Avenue is disjointed and too narrow, and most sections have no buffer between the sidewalk and traffic. The east-west pedestrian crossings on College at Prospect Road, Parker Street, and East Stuart Street are unpleasant and feel unsafe. Creekside Park is the only public green space in the area, though it functions less as a destination and more as a pass-through space for cyclists and pedestrians along Spring Creek Trail.

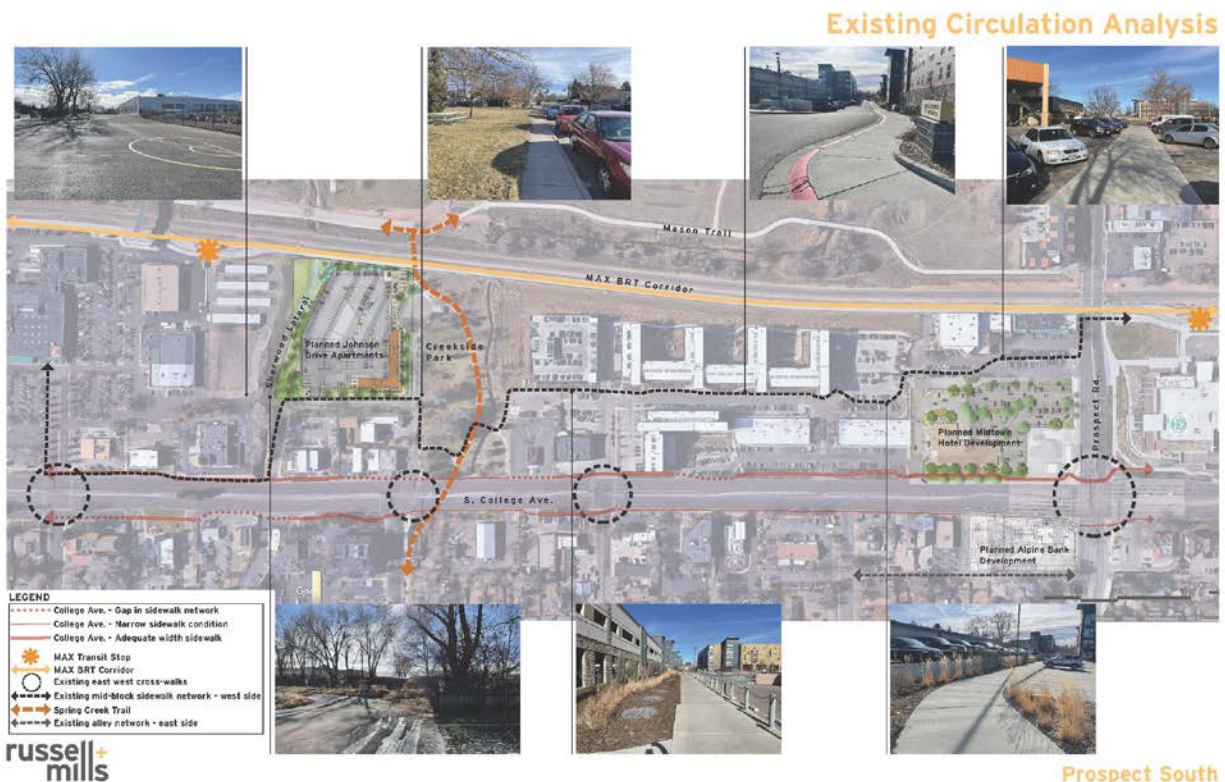


Figure 3. Plan area walking/biking connectivity



*Figure 4. West side of plan area's existing central corridor from Prospect Road toward The State student housing apartments*



*Figure 5. West side of plan area's existing central corridor from The State student housing apartments to Creekside Park, Johnson Drive, and the Sherwood Lateral*



## PROPOSED IMPROVEMENTS & PRIORITIZATION PROCESS

Members of the stakeholder working group identified ten key concepts for how the plan area might become a more attractive and enjoyable place to gather, work, go to school, and do business (see Figure 6).

- A. Add a public green plaza / outdoor dining area.
- B. Create an enhanced pedestrian and bicycle corridor on the west side of the plan area, running north and south (not on College Avenue).
- C. Improve sidewalk connectivity and safety along College Avenue.
- D. Add art installations in key locations (e.g., murals, sculptures, etc.).
- E. Add amenities at Creekside Park along the Spring Creek Trail (e.g., nature play, food trucks, picnic areas, bicycle care station, etc.).
- F. Redesign parking lots for greater parking ease and traffic flow.
- G. Add a small business incubator space to support new small businesses.
- H. Make efforts to preserve existing small businesses in the plan area.
- I. A large redevelopment project (e.g., hotel, housing, business or food incubator, office building, etc.)
- J. Improve the alleyway on the east side of the plan area from Prospect to Parker.

Russell Mills Studios developed a visual representation of the working group ideas (see Figure 6). The items above also serve as the key for the map below.



Figure 6. Development opportunities for increasing the quality of experience in the Prospect South Plan Area

The concepts developed by the working group were posed to the broader community through the community forums and questionnaire. The working group then reconvened and engaged in a participatory budgeting activity to identify how the URA might prioritize spending funds in the plan area.

## COMMUNITY IDENTIFIED PRIORITIES

Across all three engagement activities – working group, forums, and questionnaire – improving bicycle and pedestrian connectivity, safety, and appeal in the plan area was identified as the highest priority. This priority was articulated by the top two priorities that were identified across all outreach and engagement efforts, which were to improve the central corridor on the west side of the plan area for bicycles and pedestrians and to improve the sidewalk connectivity and east-west crosswalks along College Avenue.

### Summary of Top Five Priorities

1. *Westside Bicycle & Pedestrian Corridor* – Enhance walking and biking corridor through the center of the west side of the plan area, including creating a safe crossing over the Sherwood Lateral.
2. *Sidewalk & Crosswalk Improvements along College Avenue* – Improve sidewalk connectivity and safety along both sides of College Avenue and at east-west street crossings.
3. *Green Plaza and/or Outdoor Dining* – Create an inviting public green plaza and/or outdoor dining area.
4. *Existing Small Business Preservation* – Make efforts to preserve existing small businesses in the plan area.
5. *Creekside Park Enhancements* – Increase enjoyment opportunities of Creekside Park with food truck(s), wayfinding, improved gathering spaces, and nature play / learning opportunities at the creek.

### 1. Westside Bicycle & Pedestrian Corridor

Enhancing and improving north-south bicycle and pedestrian connectivity through the center of the west side of the plan area was the top priority across all engagement efforts. It was seen as a primary opportunity to draw people into the plan area, especially from Spring Creek Trail, as well as to create safety for residents and commuters.

Corridor improvements throughout the plan area would include wayfinding and signage, additional vegetation, possible reconfiguration of select parking areas, and a multi-modal and/or shared street concept running between The State student housing and the strip malls facing College Avenue. The north-south crossing at Creekside Park, another opportunity for wayfinding signage and improved visual appeal, could be made more direct. Improvements south from Creekside Park to the south end of the plan area include creating a structured, safe crossing over the Sherwood Lateral, which amends the current solutions of either scrambling over the Sherwood Lateral or taking a long and uncomfortable route along



College Avenue. Representatives of Compass Community Collaborative, The State, the permitted student housing Johnson Drive Apartments, and CSU students all emphasized the importance of a connection over the Sherwood Lateral. As student and other multifamily residences come into the area, the demand for a safe and comfortable solution at the Sherwood Lateral will increase.

## **2. Sidewalk & Crosswalk Improvements along College Avenue**

The sidewalks and crosswalks along College Avenue were identified as a priority. Many sections of sidewalk are either non-existent, too narrow, and/or directly adjacent to the traffic on College Avenue. Because of the speed and quantity of traffic, pedestrian crossings feel unsafe and would benefit from traffic calming measures. Community members expressed a desire for contiguous sidewalks running north and south along College Avenue, and making sidewalks wider and detached where possible.

## **3. Green Plaza and/or Outdoor Dining Area**

Community members felt that adding public gathering spaces, potentially in the form of a public green plaza or shared outdoor dining area for nearby restaurants, would help make the plan area a more attractive destination. A place of vegetated respite at the north end of the plan area, paired with an improved central bicycle and pedestrian corridor, would create a destination for people crossing the Spring Creek Trail.

## **4. Existing Small Business Preservation**

Preserving existing small businesses was ranked as the #4 priority among questionnaire respondents, who further expressed its importance in an open-ended question regarding what additional types of businesses they would like to see in the plan area. Respondents also expressed interest in more restaurants in the plan area, as well as a recreational center or community center, outdoor gathering spaces, retail, a hotel, and entertainment.

## **5. Creekside Park Enhancements**

Creekside Park was largely seen as having significant unrealized potential. Currently, there is a high volume of commuter and recreational traffic along the Spring Creek Trail that largely passes through the plan area without stopping. By creating more of a destination at Creekside Park, the park could serve as a gateway into the rest of the plan area. Food trucks near the park could serve commuters and student residents, while enhanced gathering spaces and creek access would serve CSU classes, Compass Community Collaborative students, and families visiting the area. Providing formal and informal gathering areas, and possibly a pavilion, would create a more inviting environment that would encourage people to slow down and spend time and money in the area. Improved wayfinding, vegetation, and art could be used to help draw people to the businesses to the north.

Together, these improvements would vitalize the area, making it a more attractive and enjoyable place to gather, work, live, do business, and go to school.

## LIMITATIONS OF THE COMMUNITY ENGAGEMENT RESULTS

A diverse and representative group of stakeholders participated in a series of activities to gain understanding of community-identified priorities for helping the Prospect South Plan Area become a more desirable destination and place to live in the Fort Collins Community. A limitation of this approach, while more inclusive than past efforts in the plan area, is that the total number of participants was not large enough to be statistically significant; there were 18 members in the working group, 60 respondents to the community questionnaire, and 24 participants in the two community forums, with some participant overlap across the three activities. The URA may wish to conduct additional community outreach and engagement efforts around specific projects to verify and further refine the outcomes of this effort.

# PLAN AREA & PROJECT BACKGROUND

## URBAN RENEWAL AUTHORITY PURPOSE & FUNCTION

The Fort Collins URA works to remedy blight, using Tax Increment Financing (TIF) to leverage private capital investment, and to stimulate development and public improvement projects. The URA Board is comprised of the Fort Collins City Council, one Larimer County representative, one Poudre River Public Library representative, one Poudre School District representative, and a mayoral appointee.

TIF fills the gap between the total cost of a redevelopment project and the level of private financing it can support. Under this financing tool, the level of property tax and/or sales tax collected before redevelopment is used as a base and the new tax revenues expected are estimated. The difference between the base and the increase in taxes collected as a result of the redevelopment project is the tax increment.

## PROJECT BACKGROUND

In 2011, the City of Fort Collins adopted the Prospect South Urban Renewal Plan with a 25-year horizon to collect and distribute TIF to help stimulate development and redevelopment in the area. During the first 10 years of the plan, part of the URA's focus has been on assistance to two redevelopment projects: The State and Prospect Station. With 15 years remaining for the plan area to generate funds, the Executive Director suggested that the URA engage in developing strategic priorities for allocating remaining TIF funds.

The Fort Collins URA engaged the Institute for the Built Environment (IBE) at Colorado State University to lead community engagement activities for the plan area. Community engagement activities included a stakeholder working group, community forums, and a community questionnaire. The activities were designed to engage plan area stakeholders and users in identifying goals and priorities for URA funding in the Prospect South Plan Area (see Figure 2) through the 2036 sunset of the TIF period.



# COMMUNITY ENGAGEMENT SUMMARY

## OVERVIEW

IBE focused community engagement efforts on identifying and prioritizing how the Prospect South Plan Area could become a more attractive and enjoyable place to gather, work, live, do business, and go to school. Community engagement efforts included the formation of a stakeholder working group (comprised of 18 members), two community forums (attended by 24 participants), and a community questionnaire (completed by 60 respondents). Community engagement activities were conducted from November 2020 through February 2021.

Working group members consisted of stakeholders in and near the plan area, including business owners, landowners, developers, Colorado State University Research Foundation (CSURF) staff, and a resident from the State. The working group was supported by CSU's Institute for the Built Environment, URA staff, and select City staff from Planning and FC Moves. Additionally, students from CSU's Landscape Architecture program participated in the working group meetings, providing contextual assessment, live mapping support, and student perspective.

On three occasions prior to the community forums, the working group convened to identify potential improvements to the plan area. Russell + Mills Studio (a Fort Collins-based landscape architecture, urban design, and master planning firm) provided visual representation of the plan area and suggested improvements, which were then used as the basis for discussion at the community forums and for the community questionnaire. The working group met a fourth time to hear the results of the forums and questionnaire, and to conduct a participatory budgeting activity to express their priority improvements in the plan area.

Two community forums were held in January 2021. These forums engaged several working group members; nearby residents; leadership and families from Compass Community Collaborative School; CSU students, faculty, and staff; employees of businesses in the plan area; and a developer from the Johnson Court student housing development.

A community questionnaire was launched on January 22, 2021 and closed on February 8, 2021. The questionnaire, which was distributed through URA's and IBE's contacts and social media accounts, garnered 60 responses. Participants from the community forums were also emailed the questionnaire link and asked to share it with their networks in the area.

## STAKEHOLDER WORKING GROUP MEETINGS

### *Working Group Composition*

The working group was comprised of a variety of individuals who represent stakeholders associated with the Prospect South Plan Area (see Table 1).

<b>Stakeholder Population</b>	<b>Representatives</b>	<b>Organization</b>
Proposed developments in the plan area	<ul style="list-style-type: none"><li>• Ben Van Hoose</li></ul>	<ul style="list-style-type: none"><li>• Alpine Bank</li></ul>
Current businesses and retail in the plan area	<ul style="list-style-type: none"><li>• Kim Palmer, Jason Palmer</li><li>• Jenae Nequette</li><li>• Shawn Storeby</li><li>• Doug Watterson</li></ul>	<ul style="list-style-type: none"><li>• Elevations Credit Union</li><li>• The Human Bean</li><li>• Snack Attack</li><li>• AA Self Storage/Roberto's Salsas</li></ul>
Students*	<ul style="list-style-type: none"><li>• Steven Galiniak (Resident at The State)</li><li>• Trenton Beeh</li></ul>	<ul style="list-style-type: none"><li>• CSU students</li></ul>
Colorado State University Staff	<ul style="list-style-type: none"><li>• Leif Tiley</li></ul>	<ul style="list-style-type: none"><li>• CSU Research Foundation</li></ul>
Developers & landowners	<ul style="list-style-type: none"><li>• Brett Parmelee</li><li>• Lester Kaplan</li><li>• Cindy Johnson</li></ul>	<ul style="list-style-type: none"><li>• Saunders, Inc.</li><li>• The Kaplan Company</li><li>• Johnson Investments</li></ul>
City of Fort Collins	<ul style="list-style-type: none"><li>• Jason Holland</li><li>• Seth Lorson</li></ul>	<ul style="list-style-type: none"><li>• City of Fort Collins City Planners</li><li>• FC Moves</li></ul>

*Table 1. Working group members*

*\* Additional Landscape Architecture student guests: Clarissa Armendariz, Emma Hand, Amy Ratzloff, and Troy De Jong*

### *Stakeholder Working Group Meeting #1*

#### *Overview*

The first stakeholder working group meeting for the Prospect South Plan Area was held in November 2020 and attended by 16 working group members. IBE and URA staff gave participants an overview of the Fort Collins URA and the Prospect South Plan Area, including the history of the area, an overview of the purpose and activities for the public engagement effort, and the working group's role in helping to identify and prioritize potential improvements in the plan area.

## *Activities*

Following introductions, an opening activity, and a brief discussion, IBE randomly assigned participants to breakout groups for 15 minutes and asked them to consider the following questions:

- What do you think this area wants to be when it grows up?
- What might it want to keep the same?
- What qualities might it want to change? How might it want to grow? To develop?

The purpose of this activity was to expand on the notion that community assets go beyond the physical places valued by residents. Instead, what makes these places assets are the experiences and activities that happen within them.

## *Key Takeaways*

Following 35 minutes of discussion, all participants reconvened, and each group presented a summary of its conversation, as documented below.

### Group 1:

- There is no activity center that people are drawn to.
- The area lacks pedestrian-friendly accessibility.
- Can we capitalize on the open space?

### Group 2:

- The area offers some diversity (e.g., foods, beer).
- People don't tend to stay in the area; grab something and go, but don't stay and engage.
- There is a desire for the area to evolve into a cohesive space, which can be accomplished with a focused approach for the plan area that prevents the disjointed feel.

### Group 3:

- Do we want to see change? Is change a disservice?
- If we want change, to what extent?
- Can we use the area as a celebration of what it used to be? Can we keep its roots?

### Group 4:

- The area should be rooted, not disjointed.
- How/can we develop a strong identity in both social and architectural contexts?
- The area should invite others (e.g., opportunities for friends to connect and places for people to be together).
- Keep the urban feel.
- Maintain/capitalize on transit-oriented development.
- The character feels too rushed – people don't want to hang out here.
- People do not want the area to serve only students.
- We should maintain eclectic diversity.



- Increase meeting spaces.
- Connect and capture the natural beauty that surrounds Fort Collins.
- Respect the natural views and natural elements that make the location unique.

#### Group 5:

- The area needs something to draw people in.
- Is there a way to tie into the Gardens on Spring Creek?
- People enjoy the proximity to residences.
- People like the linkage to the CSU campus.
- Create an extension of CSU/Downtown.
- MAX has strong potential.
- Build culture and community.
- Area must be pedestrian-friendly.
- Keep parks and trails.
- The area could use visual improvement.

## *Stakeholder Working Group Meeting #2*

### *Overview*

The second stakeholder working group meeting, attended by 16 members, focused on identifying existing community assets and initiating ideation of possible improvements. CSU Landscape Architecture students attended to support online mapping activities.

### *Activity 1: Asset Mapping*

Following opening remarks, IBE divided participants into three breakout groups of five to six people each. IBE divided community assets into four categories with associated colors:

- Business and Economic Health – Blue
- Places of Culture / Social Importance / History / Architectural Character – Orange
- Transportation & Mobility – Red
- Natural Areas / Green Space & Parks – Green

IBE asked participants to identify existing community assets, within each category, in the plan area. IBE posed the following supplemental questions to ensure adequate brainstorming and participation:

- What places and characteristics of the area are important to you and why? Consider sounds, sights, nourishment, exchange, and connection.
- What places and qualities would you like to keep the same or see endure over time?
- What are the assets that are already in the plan area that help people stop and stay longer?

Following 35 minutes of discussion, participants reconvened, and each group presented a summary report.

## Key Takeaways

The map depicted in Figure 7 reflects the assets collectively identified within the plan area by the three breakout groups. These same assets are detailed in Table 2.

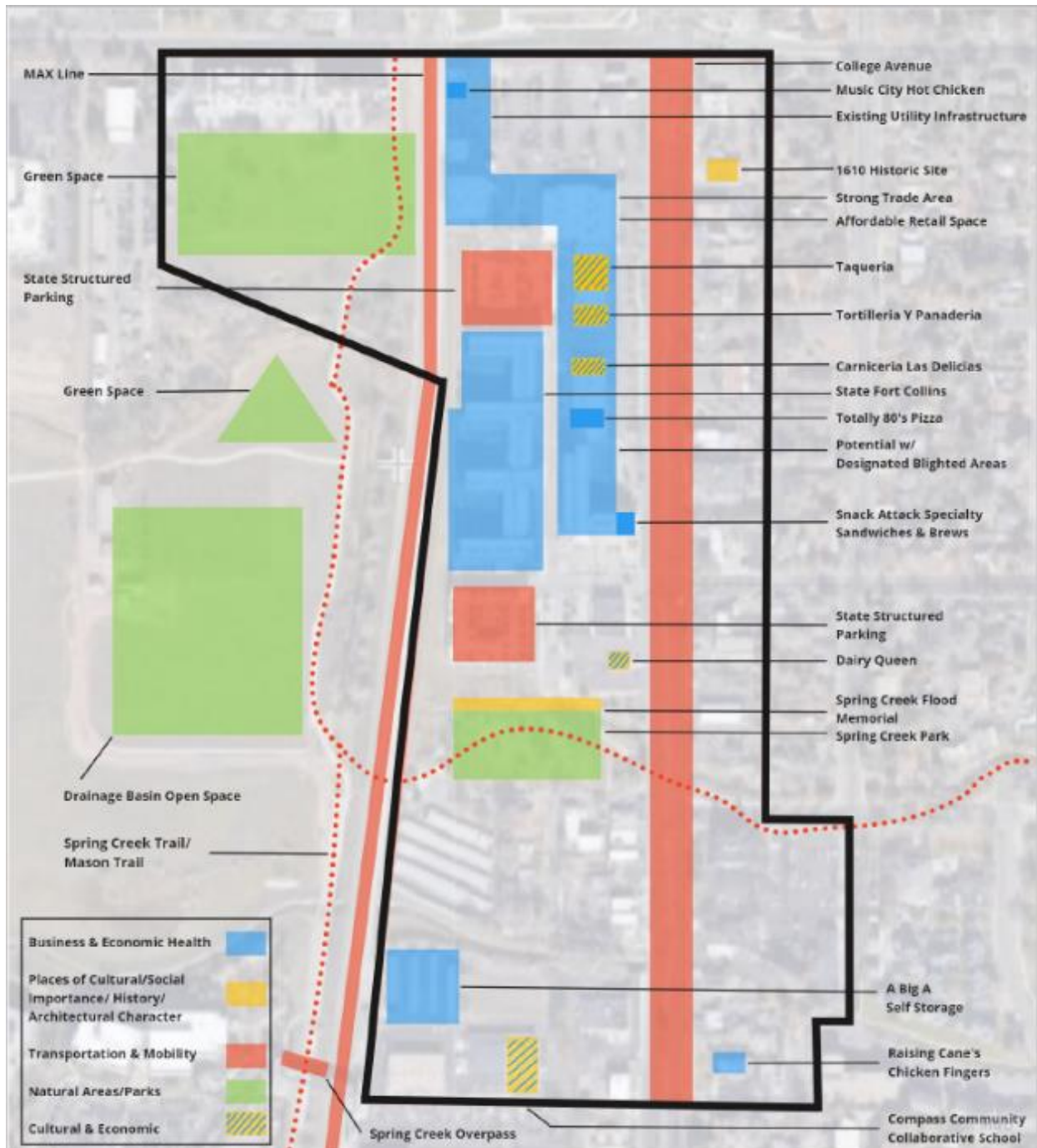


Figure 7. Combined asset map

Table 2. Assets identified by breakout groups

ASSET CATEGORY	GROUP #		
	1	2	3
<b>Business &amp; Economic Health</b>	<ul style="list-style-type: none"> <li>• Turning Point non-profit</li> <li>• CSU Health Center</li> </ul>	<ul style="list-style-type: none"> <li>• Music City Chicken &amp; Snack Attack (uniqueness)</li> <li>• Black Bottle Brewery (social gathering)</li> <li>• CSU Medical Health Center (society / more than economic health)</li> <li>• Storage Units (caters to students) at Big A Self Storage</li> <li>• State Fort Collins (student housing)</li> <li>• Compass Community Collaborative School (keeps people coming back)</li> </ul>	<ul style="list-style-type: none"> <li>• Well-established hardscapes in area that have potential for businesses. Areas are blighted but can be recreated.</li> <li>• Has utility infrastructure</li> <li>• Has affordable retail spaces</li> <li>• Wide range of food offerings</li> <li>• Totally 80's Pizza</li> <li>• Can accomplish most errands in one trip</li> </ul>
<b>Places of Culture/ Social Importance/ History/ Architectural Character</b>	<ul style="list-style-type: none"> <li>• Dairy Queen</li> <li>• Spring Creek Flood Memorial</li> </ul>	<ul style="list-style-type: none"> <li>• 1610 historically-significant Craftsman bungalow (influence design for bank redevelopment)</li> <li>• Tortilleria Y Panaderia (food) / Taqueria (food) / Carniceria Las Delicias (groceries) (cultural &amp;</li> </ul>	<ul style="list-style-type: none"> <li>• Northern businesses share cultural aspect that caters to Latinx demographic</li> <li>• Has potential; designated as blighted</li> <li>• Compass Community Collaborative School</li> </ul>



		economic function) Latinx-owned businesses	
<b>Transportation &amp; Mobility</b>	<ul style="list-style-type: none"> <li>• The State structured parking</li> <li>• College Avenue</li> <li>• MAX bus</li> </ul>	<ul style="list-style-type: none"> <li>• Spring Creek Trail; accessibility; east-west connectivity; walking and biking access</li> <li>• Spring Creek overpass</li> <li>• Mason Trail</li> </ul>	<ul style="list-style-type: none"> <li>• Through-traffic on College Avenue &amp; Spring Creek Trail</li> <li>• East-west connection between 3 major parks using Spring Creek Trail (Spring Park, Gardens on Spring Creek / Lilac Park, Creekside Park)</li> <li>• North-south connection from downtown into midtown using MAX and Mason Trail</li> <li>• Capitalize on location of plan area in general</li> <li>• Great proximity to downtown/ I-25</li> <li>• Bike paths and access from underpass w/ Spring Creek Trail</li> </ul>
<b>Natural Areas/ Green Space &amp; Parks</b>	<ul style="list-style-type: none"> <li>• Open space (east of Bay Road &amp; west of Mason Trail)</li> <li>• Spring Creek Trail / Spring Creek Park</li> <li>• View of the Foothills</li> </ul>	<ul style="list-style-type: none"> <li>• Creekside Park (brings community together)</li> <li>• Bioretention area / drainage for Spring Creek east of plan area</li> </ul>	<ul style="list-style-type: none"> <li>• Creekside Park</li> <li>• Gardens on Spring Creek</li> <li>• Spring Park</li> </ul>

## *Activity 2: Identify Potential Improvements*

For the second activity, IBE placed participants into three break-out groups of five to six individuals each. They were then asked to consider potential improvement in the area. The following questions were asked:

- How might we increase the amount of time that people spend in the area (i.e., connectivity, quality of space, and enjoyability)?
- What improvements, strategies, types of business, or other ideas might we consider?
- How might we consider the east and west side of College Avenue differently? Are there different opportunities on either side of College?
- How do we allow the state highway to function while increasing comfort in the area?

## *Key Takeaways*

The most prominent idea identified through this activity, across break-out groups, was to capitalize on the location of the Prospect South Plan Area. Refer to Table 3 for a summary of improvement opportunities – organized into three categories (accessibility, destination, and safety) – identified across breakout groups. Although the traffic pace of College Avenue severely limits pedestrian and bicycle mobility in and out of the area, there are other assets that enable community access without using College Avenue. These existing assets include the east to west connection between Spring Park, Gardens on Spring Creek (Lilac Park), and Creekside Park using the Spring Creek Trail, as well as the north to south connection from downtown into midtown using the MAX and Mason Trail. These transportation and mobility assets, as well as the natural area assets, are vital because they provide an established circulation network around the plan area and can serve as the foundation for future development. Currently in the area, there are well-established hardscapes, vital cultural and social businesses, designated blighted areas, affordable retail spaces, and prospective development projects, as well as proximity to I-25, the CSU stadium, Spring Creek Trail, Spring Park, and the Gardens on Spring Creek.

Table 3. Improvement opportunities identified by breakout groups

IMPROVEMENT CATEGORY	GROUP #		
	1	2	3
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Add signage at MAX stops directing people into plan area</li> <li>• Make College Avenue more pedestrian-friendly and ensure east-west bike/ pedestrian connections</li> <li>• Add public restrooms (including at parks)</li> </ul>	<ul style="list-style-type: none"> <li>• Improve pedestrian-friendliness on College Avenue</li> <li>• Connect east to west over College Avenue (to Snack Attack entrance) or Parker Street, which is halfway between Prospect &amp; Spring Creek Trail, bringing you to hotel and restaurants</li> <li>• Make businesses (Black Bottle, Music City, Snack Attack) and Starbucks area more accessible</li> <li>• Better parking</li> <li>• More traffic-friendly for businesses so easy for people to access by car</li> </ul>	<ul style="list-style-type: none"> <li>• Create access points at rears of businesses</li> <li>• Connect plan area to CSU Stadium</li> <li>• Add a parking garage</li> <li>• Connect amenities to trails</li> <li>• How do we gain access without using College Avenue?</li> <li>• How do we get catalytic use out of this area and how do we connect that to the parts of town that are unique, and use location?</li> </ul>
<b>Destination</b>	<ul style="list-style-type: none"> <li>• Create a more cohesive destination</li> <li>• More restaurants/bars</li> </ul>	<ul style="list-style-type: none"> <li>• Take advantage of open space</li> </ul>	<ul style="list-style-type: none"> <li>• Add a spot for tailgating</li> </ul>

	<ul style="list-style-type: none"> <li>• Increase community gathering spaces</li> <li>• More community gardens</li> <li>• Improve and maintain quality of site</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate location of plan area (see City of Fort Collins' Midtown Plan)</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Address dirty/poor lighting by adding more lighting</li> <li>• Attend to safety considerations in plan area</li> <li>• Slow traffic pace of College Avenue</li> <li>• Change College Avenue from a "highway" to a more residential quality road</li> </ul>	<ul style="list-style-type: none"> <li>• Slow down traffic</li> <li>• Address so not so scary to walk across College Avenue (comfort)</li> </ul>

## *Stakeholder Working Group Meeting #3*

### *Overview*

The purpose of this meeting, attended by 15 members, was to review and refine emerging improvement strategies within the plan area. Participants provided feedback on the strategies to ensure that the strategies aligned with previous working group conversations. After discussion of the strategies, Craig Russell of Russell + Mills Studio presented design opportunities, and working group members discussed their reactions and thoughts as a group. Participants voiced any additional concerns regarding specific opportunities for the plan area, in general, after the presentation. This feedback helped inform areas or topics requiring more research or discussion.

### *Activities*

IBE presented five key strategies that summarized conversations from the prior two working group meetings, then facilitated a group discussion to confirm and clarify if and how these strategies aligned with previous working group discussions. The five strategies were:

- Increase enjoyment and reasons to spend time in the plan area
- Improve pedestrian and bicycle connectivity
- Capitalize on Spring Creek Trail traffic, Creekside Park, and proximity to CSU
- Support existing business preservation and create opportunities for new business development
- Improve flow and function for vehicles, including parking

Craig Russell presented photographs and maps created for the plan area, then IBE facilitated a whole-group conversation about the opportunities presented and the challenges of the plan area. During this conversation, IBE and the URA addressed the process for implementing suggested strategies, including how changes would be implemented and who would pay for them. The URA clarified that a variety of approaches would be used to realize the improvements, as possible, over the next 15 years. In some cases, the recommended priorities may be incorporated into new developments, especially when existing City standards already require pedestrian and bike connectivity; in other cases, the City may have other means available to coordinate improvement efforts, such as planned restoration of Spring Creek at Creekside Park. It may be possible to re-route bike lanes and work with Fort Collins Parks & Recreation to make this area more attractive. URA will partner with and contribute to realizing the desired improvements.

### *Key Takeaways*

Following is a summary of the whole-group discussion regarding opportunities and challenges.



*Support for the five strategies:*

- The group agreed that all five strategies match prior conversations.
- There could be more consideration about how the proximity to CSU and the stadium could be tied into the existing five strategies.

*College Avenue and safety:*

- Participants raised concerns about pedestrian and bike safety along College Avenue due to incomplete and poor sidewalk connectivity.
- Wayfinding to help bicyclists navigate to Remington Street or Mason Trail is currently poor and could be improved.
- The URA clarified that it is highly unlikely that traffic lanes or speed will change, but that sidewalks could be moved further from traffic.

*Who are we trying to attract to Creekside Park?*

- With two existing student housing properties and another under development in the plan area, should the focus be on serving the younger urban and adult population, tying into students and the outside community, versus on serving families?
- Currently, the area is not child-friendly.
- Perhaps the area should appeal to a variety of age groups, including families and bicycle commuters along Spring Creek Trail. This could be accomplished, for example, with a food truck at Creekside Park (which could attract bike commuters and students alike) and prioritizing family considerations for the parks and trails while connecting to Dairy Queen.

*Parking concerns*

- If people are staying longer and visiting multiple locations in the plan area, they may park outside of a business and not return for a while, taking up parking for the business' customers.
- How might parking be addressed? More efficient surface parking? A parking structure? Consider leveraging MAX and public transportation (there are already a few parking lots throughout the City where one can park for free along MAX and commute into the plan area).
- Consider doing a parking study in specific areas to identify opportunities.
- The URA clarified that there is currently no intention to decrease existing parking.

*East of College Avenue*

- How can we provide more attention to the east side of College Avenue?
- The east side contains independent, small businesses, to which there is no uniform or contiguous access for pedestrians and cyclists.
- What are potential bicycling improvements on the east side?
- There is a need to improve sidewalk conditions along the east side.
- There may be the possibility to tie into Spring Park on the east.

- There is a gap/awkward transition in the Spring Creek Trail going from Spring Park toward Remington Street that is a dangerous point for all traffic (pedestrian, cycling, automobile).

## *Stakeholder Working Group Meeting #4*

### *Overview*

The purpose of this meeting, attended by five members, was to weight the priorities for the plan area and understand how participants would spend their dollars to improve the plan area, thereby informing URA funding decisions. IBE provided working members with an overview of input from the community forums and questionnaire. Then, members participated in a participatory budgeting activity and discussion; those members who were unable to attend the meeting had the opportunity to take part in the participatory budgeting activity online after the meeting.

### *Activities*

IBE and URA reviewed the project timeline and other community engagement activities facilitated in January. IBE presented preliminary results from the community forums and questionnaire, including the ranking of priorities from the questionnaire. To refresh participants' memories of the priorities, IBE also overviewed the priorities and their proposed locations.

IBE asked participants to take part in a participatory budgeting activity, in which each person was given five pretend dollars and asked to decide how to allocate them toward improving the plan area. The projects and amenities to spend money on were updated from the questionnaire priority list to provide more clarity on each, and each was given a proposed cost range (one dollar sign indicated minimal cost and four dollar signs indicated heavy costs). In a shared Google Document, participants entered the amount of their \$5 that they would spend on each project/amenity. The Google Doc was distributed via email to working group members unable to attend the session.

After the participatory budgeting activity, IBE facilitated a discussion about the priorities and any insights working group members had from the activity, and provided the opportunity to ask questions. There was discussion around funding for the proposed priorities and how URA should use its money to improve the plan area.

### *Key Takeaways*

The projects and amenities that participants spent their pretend dollars on are illustrated in Table 4, ordered by priority.

*Table 4. Participatory Budgeting Activity Priorities*

Rank	Projects & Amenities	Description	Participatory Budget
1	Enhanced westside ped/bike corridor	Improve north-south bike and pedestrian connectivity on the west side of the plan area with an improved central corridor (e.g., additional vegetation, multi-modal path or shared street, improved crossing over Sherwood lateral)	\$16.00
2	Improved sidewalk connectivity and crosswalk safety along College Avenue	Assure sidewalk connectivity north to south along College Ave., improve overall quality of pedestrian experience (wider sidewalks, setback from street, vegetation), and improve safety for east to west crossings across college	\$10.50
3	Public plaza and/or outdoor dining area(s)	Would need to include permission and partnering with private landowners	\$4.50
4	Large redevelopment (e.g., hotel, housing, office building, etc.)	This option doesn't spend URA monies, but generates additional funds for URA investment	\$2.50
5	Improve parking ease and efficiency	By redesigning parking lots to improve flow and parking efficiency	\$2.00
6	Amenities at Creekside Park	For example, adding enhanced nature play at the creek, food trucks, picnic areas, improved gathering spaces, informal class spaces	\$1.50
6	Small business incubator or central market	Likely a building or space dedicated to developing and supporting local small businesses; could be realized through public-private partnership, property acquisition, and potential subsidized rent for start-up businesses	\$1.50
7	Preserve existing small businesses	Could include a land purchase and/or providing rental assistance to help assure affordable rents for tenants, especially if new a development were threatening to push up rents and push out existing businesses	\$1.00
8	Beautification and wayfinding	Add murals and other art; add wayfinding elements, especially along Spring Creek Trail; increase vegetation	\$0.50

## COMMUNITY FORUMS

## *Overview*

Two Prospect South Plan Area community forums were held, on January 25 and January 27, 2021 from 5:30 to 7:00 pm. IBE and URA staff presented to community members, stakeholders, employees, business owners, landowners, and residents in or near the plan area about the project and potential opportunities to redevelop the area. After the presentation, IBE facilitated a discussion that provided community members the opportunity to ask clarifying questions or voice concerns and to share additional ideas for the plan area. In the first forum, IBE placed participants into two breakout groups for the discussion; in the second forum, due to a smaller turnout, all participants engaged in a single group discussion. After discussion, participants answered quick polls about their association to and top priorities for the plan area.

## *Participants*

The first community forum was attended by 17 participants who included business owners; representatives from proposed developments within the plan area; CSU students and staff; Compass Collaborative Community School staff/faculty, parents, and a student; and residents who live within the plan area. The second forum was attended by seven (7) participants who included business owners, CSU staff, and residents near the plan area.

## *Activities*

IBE and URA presented general information on what the URA does, the Prospect South Plan Area and its history, and current ideas to improve the plan area. Ideas were presented one-by-one with a map to orient participants to the ideas and their proposed locations within the plan area.

During the discussion (in two breakout groups for the first forum and in one group for the second forum), participants had the opportunity to ask clarifying questions. IBE then asked them to provide feedback on the proposed improvement ideas and to brainstorm new ideas. Participants in the community forums presented these new ideas:

- Improve College Avenue – with greenery, enhanced pedestrian access, signage, art, and integration of parks.
- Improve east-west connectivity along College Avenue for pedestrians (e.g., crossing improvements).
- Implement a raised/protected pedestrian route along the MAX line to access businesses.
- Create gathering spaces and a park similar to The High Line in New York City.
- Leverage Creekside Park as a centralized area – a destination that supports wayfinding and pushes people into retail/businesses in the plan area.
- Create a central market – an indoor venue to blend a small business incubator and draw people into the plan area.
- Integrate informal gathering/seating, entertainment, and/or informal performance platform at Creekside Park.

IBE used polls to understand which stakeholder groups the forum participants represented, and to gather data on top priorities for the Prospect South Plan Area. Two polls mirrored the community questionnaire: 1) Identify your association with the plan area and 2) Rank your top three priorities for increasing the quality of experience in the plan area. A third poll was developed during the forum to gauge which new ideas proposed by participants were most popular.

Between the two forums, 18 of 24 of participants – primarily CSU faculty/staff/students, residents in the plan area, and business owners – responded to the polls. Among the ideas that IBE presented for the plan area, the top three priorities were:

- Enhanced walking and biking corridor,
- Enhance Creekside Park (nature play, food trucks, picnic area, etc.), and
- Public green plaza / outdoor dining areas

The top ideas from those newly contributed by forum participants were east-west connectivity within the plan area and informal gathering space at Creekside Park.

### *Key Takeaways*

Both community forums identified these top three priorities:

- Enhanced walking and biking corridor
- Enhance Creekside Park
- Public green plaza / outdoor dining areas

The discussions in both community forums were largely focused on Creekside Park. There was heavy emphasis on Compass, CSU students and faculty, and residents regularly using the park, calling for enhancements both within and enroute to the park, especially at the Sherwood Street lateral, to ensure safer, easier access. Participants, particularly business owners, also expressed interest in enhancing Creekside Park through informal gathering/entertainment spaces and wayfinding to draw people out of the park and into nearby businesses and retail.

Participants in both forums also focused on the safety of sidewalks and crosswalks along College Avenue in the plan area. Many discussed their personal experience of feeling uneasy walking or biking along or across College Avenue, and advocated for safer routes within the plan area.

## QUESTIONNAIRE

### *Overview*

The purpose of the community questionnaire was to reach more community members in or near the plan area, beyond those able to attend a forum or participate in the working group. The questionnaire was developed through the information gained from working group meetings. The priorities created in the working group meetings were asked as a ranking question on the



questionnaire. Ranking the priorities provided clarity on the community's top priorities for the plan area and helped to finalize recommendations for improving the plan area.

Other questions included the amount of time and frequency spent in the plan area to understand how the community interacts with the area. Additionally, respondents were asked to select what activities they typically do when they visit the plan area, and to identify their association with the plan area (e.g., resident, worker, CSU staff, faculty, student, Compass staff, faculty, student, etc.), as well as demographics such as age, gender, and race.

IBE and the URA shared the anonymous questionnaire link via social media and with working group and community forum participants, asking them to share the link with their networks. The questionnaire was open from January 22, 2021 to February 8, 2021. Respondents who answered fewer than 50% of the questions were omitted from the questionnaire data analysis. A total of 60 responses were analyzed in aggregate.

### *Participation*

A majority of questionnaire respondents identified as White (51 of 60); a majority were 35-44 years old (21 of 60) or 45-54 years of age (13 of 60); and more than half identified as a woman. Respondents' most common associations with the plan area were (see Figure 8), out of 60 respondents:

- CSU faculty/staff or student: 27
- Resident near the plan area (i.e., within 1 mile of the plan area): 13
- Compass Community Collaborative School student, family, or staff: 12

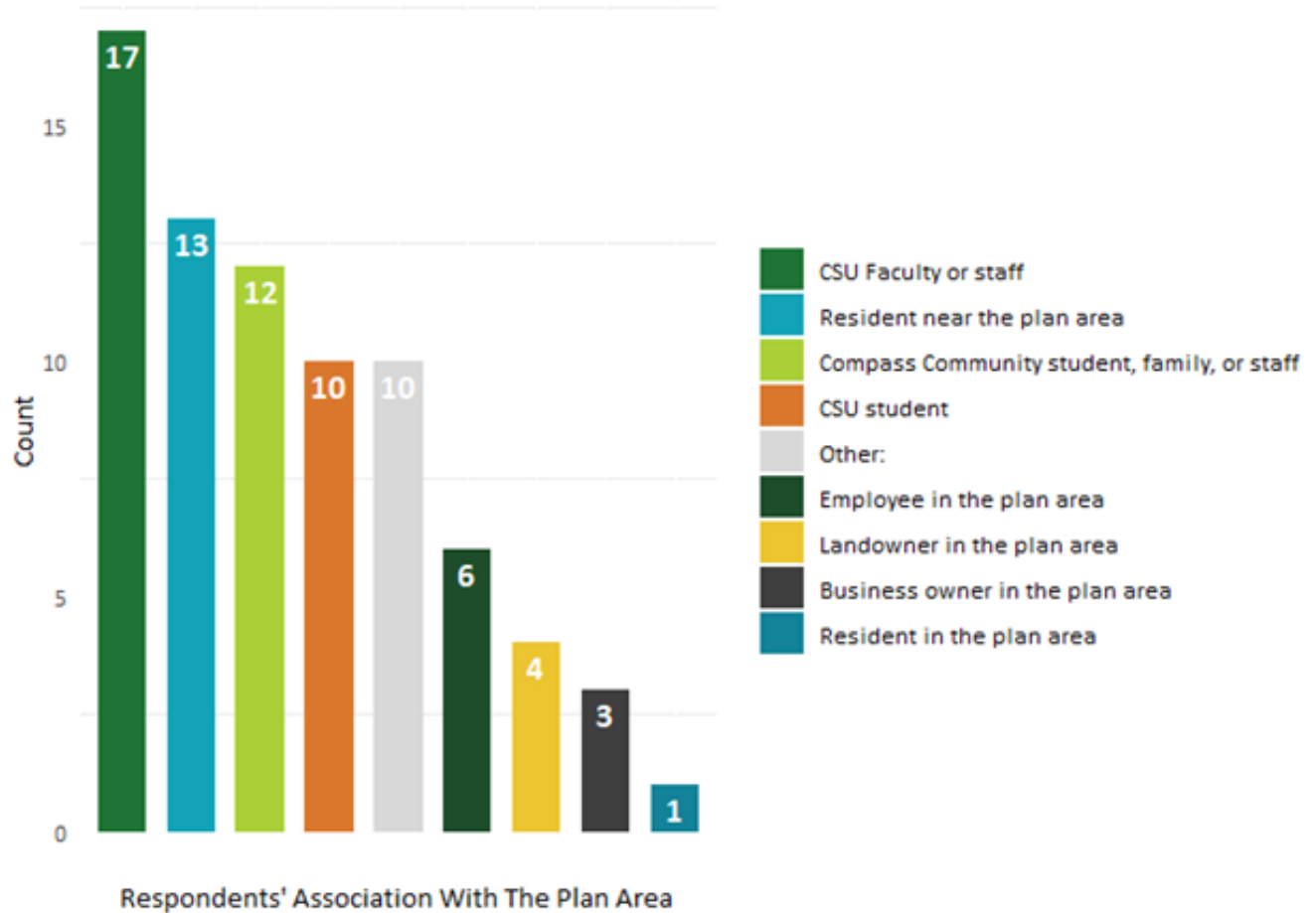


Figure 8. Respondents' association with plan area

Overall, respondents reported visiting the plan area frequently: out of 60 total respondents, 20 reported that they visited weekly, 15 reported daily, and 11 reported monthly. A majority of respondents reported spending less than an hour in the plan area when they visit. In reporting the activities that they engage in within the plan area, an overwhelming number of respondents reported that they visit restaurants.

### Results for Community Priorities

From the questionnaire, the community's priorities for improving the plan area mostly supported the data collected from the working group and community forums. Respondents were asked to rank the list of priorities, with 1 being their top choice and 12 being their last choice. With the ranked data, rank means were calculated to determine the top priorities from questionnaire respondents (see Table 5). The lowest rank mean is the top priority and the highest rank mean is the lowest priority for questionnaire respondents.

Priority

Rank  
Mean\*

B. Create an enhanced pedestrian and bicycle corridor on the west side of the plan area, running north and south (not on College Ave.)	3.28
C. Improve sidewalk connectivity and safety along College Ave.	3.46
A. Add a public green plaza / outdoor dining areas	3.74
H. Make efforts to preserve existing small businesses in the plan area	4.88
E. Add amenities at Creekside Park along the Spring Creek Trail (e.g., nature play, food trucks, picnic areas, bicycle care station, etc.)	5.33
F. Redesign parking lots for greater parking ease and traffic flow	5.42
D. Add art installations in key locations (e.g., murals, sculpture, etc.)	6.58
G. Add a small business incubator space to support new small businesses	6.81
I. A large redevelopment project (e.g., hotel, housing, business or food incubator, office building, etc.)	7.82
J. Improve the alleyway on the east side of the plan area from Prospect to Parker	8.49
Other	10.40
None of the above	11.79

*Table 5. Priority rankings*

*\*Rank mean represents average ranks across all 60 questionnaire participants for each priority.*

The top three priorities identified from questionnaire respondents were:

1. Create an enhanced pedestrian and bicycle corridor on the west side of the plan area, running north and south (not on College Ave.)
2. Improve sidewalk connectivity and safety along College Ave.
3. Add a public green plaza / outdoor dining areas

These priorities focus on improving accessibility throughout the plan area, as well as ensuring safe, continuous routes for pedestrians and bicyclists. These concerns were also voiced through community forums and by working group participants.

From the open-ended question, "What additional types of businesses would you like to see in the plan area?", many respondents reported they would like small/local businesses and more restaurants in the plan area. The desire for supporting small businesses was also apparent in the ranked priority question: respondents ranked priority "Make efforts to preserve existing small

businesses in the plan area” fourth overall, indicating that supporting small businesses is important to them. As well, in the open-ended question, a few respondents reported that a recreational center or community center, outdoor gathering spaces, retail, a hotel, and/or entertainment are desirable in the plan area.

# RESOURCES

City Plan. City of Fort Collins – Planning Department. 2019

Midtown in Motion. City of Fort Collins – FC Moves. 2014

Midtown Plan. City of Fort Collins – Planning Department. 2013.

Midtown Redevelopment Study. City of Fort Collins – Economic Health Office. 2010

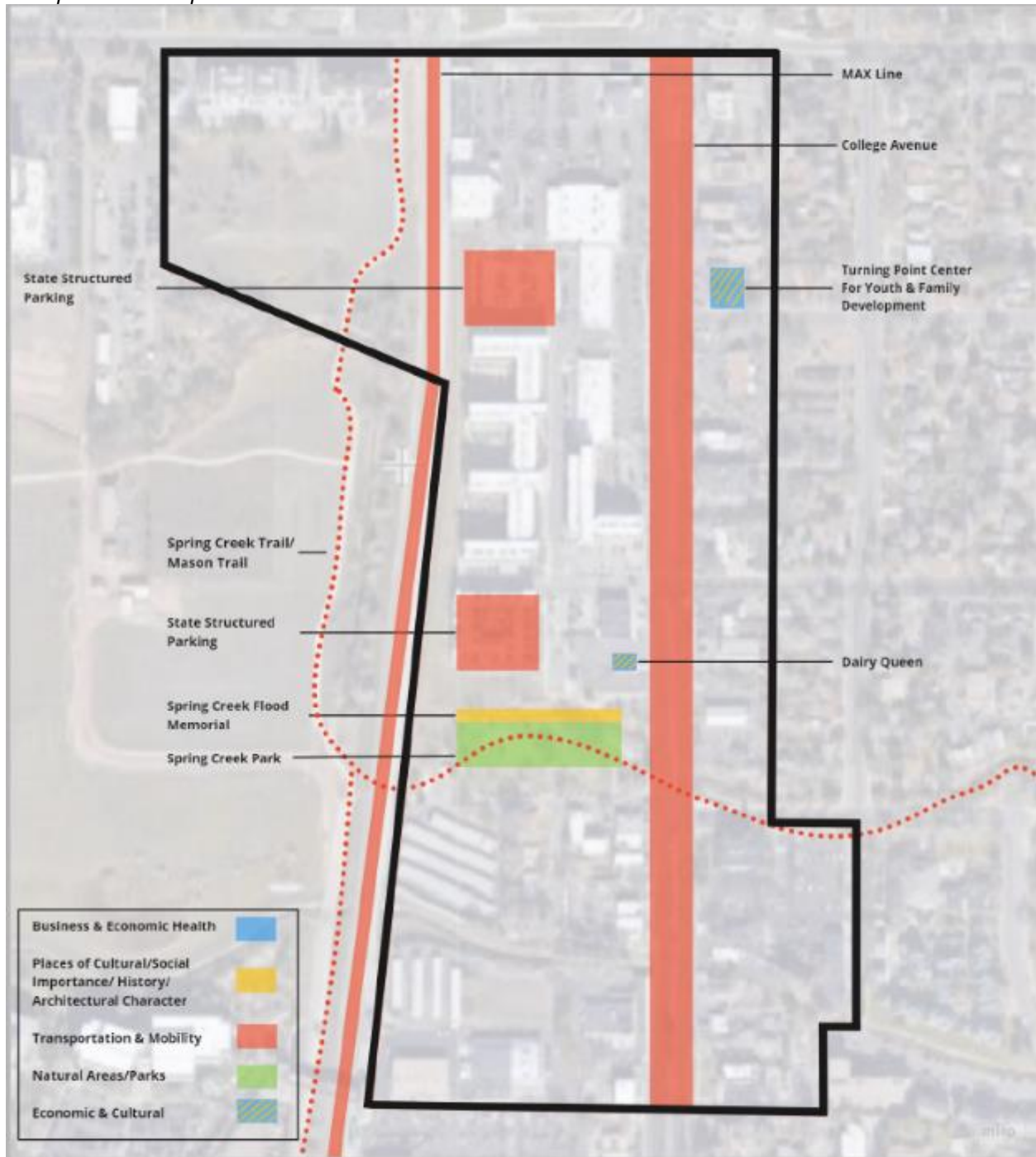
Midtown Urban Renewal Plan. Fort Collins Urban Renewal Authority. 2011



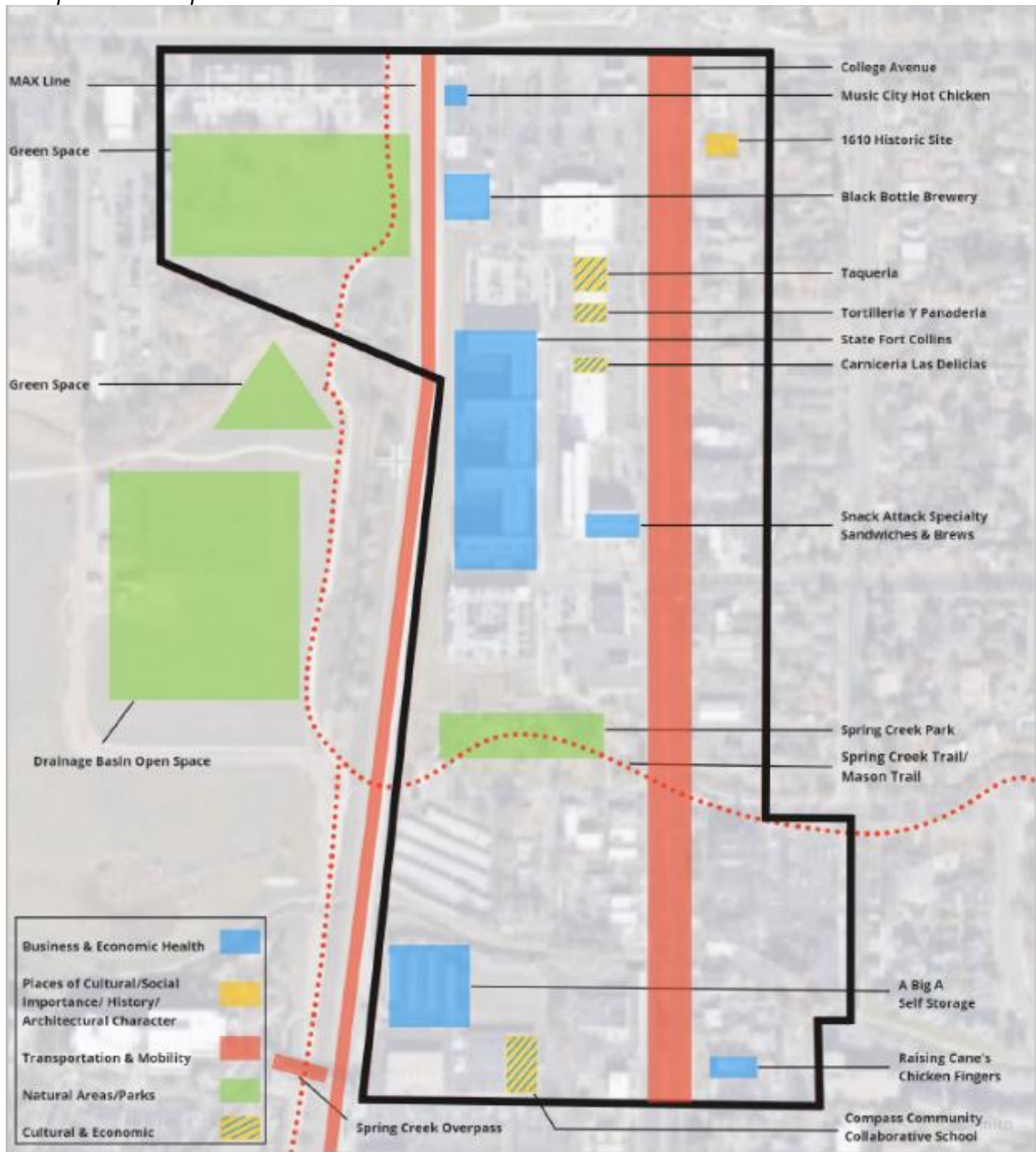
# APPENDICES

## APPENDIX A: WORKING GROUP ASSET MAPS, BY BREAKOUT GROUP

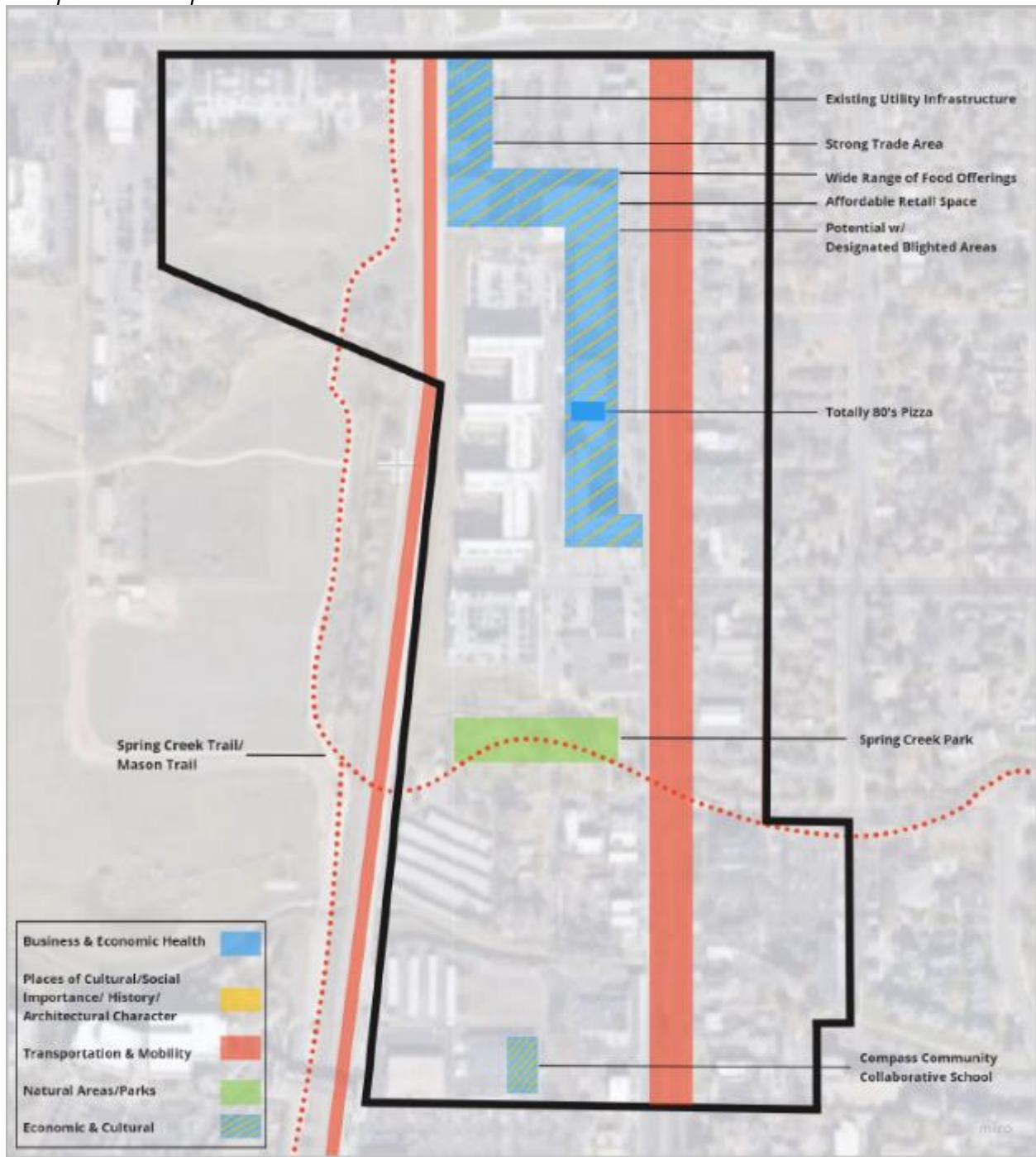
*Group 1 Asset Map*



## Group 2 Asset Map



### Group 3 Asset Map





## APPENDIX B: QUESTIONNAIRE

### *URA Prospect South Questionnaire*

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#### *Introduction/Consent*

Q1 The City of Fort Collins' Urban Renewal Authority is asking for community input on the area of Prospect South along College Avenue to Rutgers Avenue. The questionnaire should take 5-10 minutes to complete and all responses will remain confidential.

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#### *Shopping Experience*

Q2 The following questions will ask about your experience in the Prospect South plan area. Below is a map of the plan area.



Q3 Do you live in the plan area?

☐ Yes

☐ No

---

Q4 Do you work in the plan area?

☐ Yes

☐ No

---

Q5 How frequently do you go to businesses and establishments in the plan area?

☐ Daily

☐ Weekly

☐ About Monthly

☐ 6-8 times per year

☐ 3-5 times per year

☐ 1-2 times per year

☐ Never

*Skip To: End of Block If How frequently do you go to businesses and establishments in the plan area? = Never*

---



Q6 How long do you typically stay in the plan area each time you visit? Do not count working or being at home in the plan area.

- ☐ 0 to 15 minutes
  - ☐ 16 to 30 minutes
  - ☐ 31 to 45 minutes
  - ☐ 1 hour to 1.5 hours
  - ☐ 1.5 hours to 2 hours
  - ☐ 2 hours or more
- 

Q7 What do you typically do in the plan area? (Check all that apply)

- ☐ Shop at one store
  - ☐ Shop at multiple stores
  - ☐ Visit restaurants (dine-in or take-out)
  - ☐ Visit a non-retail business (e.g., banking, beauty/barber shop, auto services)
  - ☐ Meet with others
  - ☐ Visit the Creekside park
  - ☐ Work in this area
  - ☐ Go to school in this area
  - ☐ Other: \_\_\_\_\_
-

## Amenities

Q21

### Conceptual Framework



russell  
mills

Prospect South

Q8 Rank the priorities for increasing the quality of experience in the plan area. Drag and drop the items with 1= your top choice for improving the plan area and 12= your last choice for improving the plan area. The map above marks where the priorities are being considered within the plan area.

- ☐ **A.** Add a public green plaza / outdoor dining areas
- ☐ **B.** Create an enhanced pedestrian and bicycle corridor on the west side of the plan area, running north and south (not on College Ave.)
- ☐ **C.** Improve sidewalk connectivity and safety along College Ave.
- ☐ **D.** Add art installations in key locations (e.g., murals, sculpture, etc.)
- ☐ **E.** Add amenities at Creekside Park along the Spring Creek Trail (e.g., nature play, food trucks, picnic areas, bicycle care station, etc.)
- ☐ **F.** Redesign parking lots for greater parking ease and traffic flow
- ☐ **G.** Add a small business incubator space to support new small businesses
- ☐ **H.** Make efforts to preserve existing small businesses in the plan area
- ☐ **I.** A large redevelopment project (e.g., hotel, housing, business or food incubator, office building, etc.)
- ☐ **J.** Improve the alleyway on the east side of the plan area from Prospect to Parker
- ☐ Other:
- ☐ None of the above

## *Business Development and Preservation*

Q9 What additional types of businesses would you like to see in the plan area?

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## *Open-Ended Questions*

Q10 Please describe any additional concerns or suggestions you may have with this plan area.

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## *Demographics*

Q11 What is your age?

- ☐ Under 18
  - ☐ 18 - 24
  - ☐ 25 - 34
  - ☐ 35 - 44
  - ☐ 45 - 54
  - ☐ 55 - 64
  - ☐ 65 - 74
  - ☐ 75 or older
-

Q12 What is your gender?

- ☐ Man
  - ☐ Woman
  - ☐ Non-binary / third gender
  - ☐ Prefer to self-describe: \_\_\_\_\_
  - ☐ Prefer not to answer
- 

Q13 What race/ethnicity do you identify as? (Check all that apply)

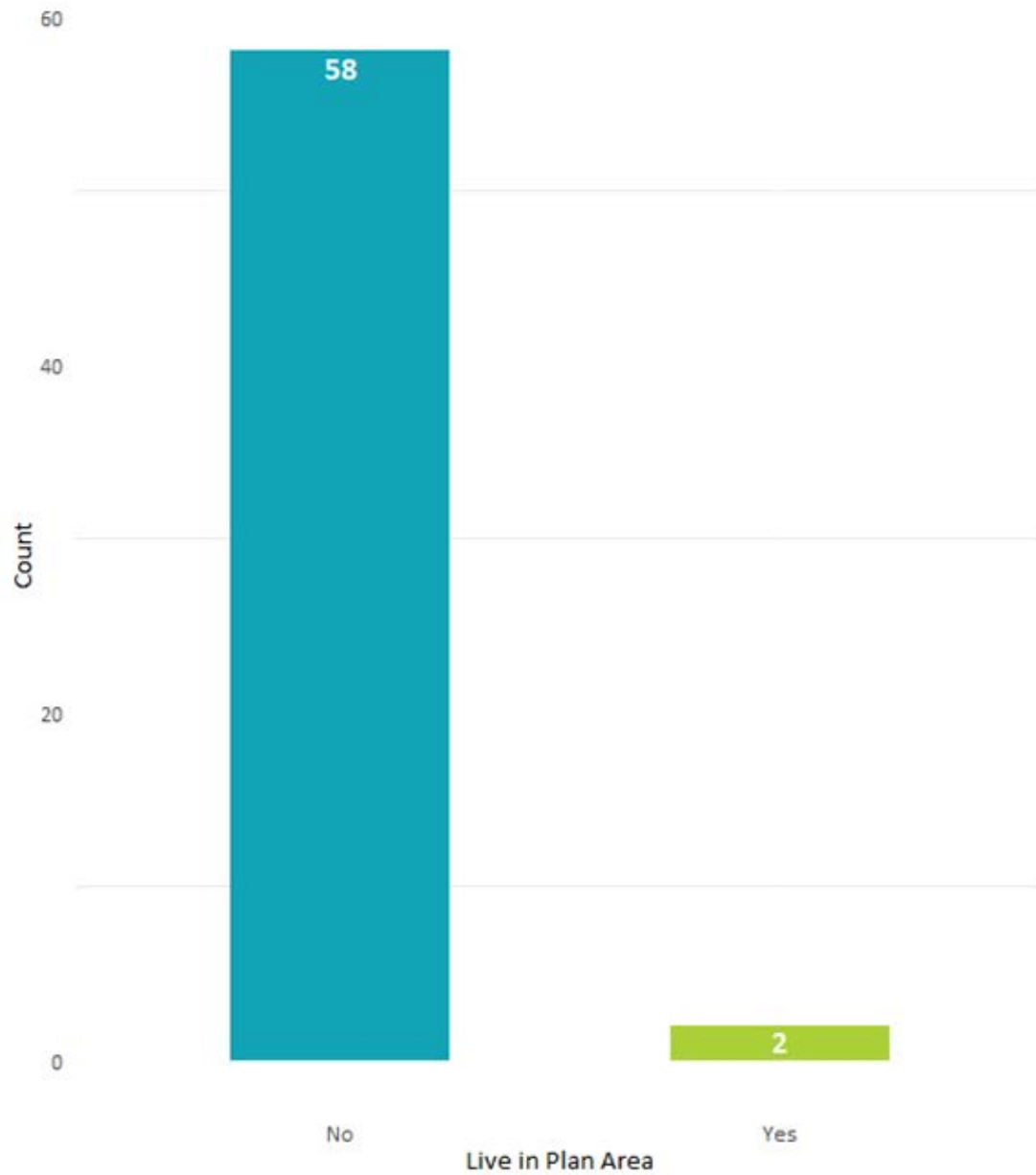
- ☐ American Indian or Alaska Native
  - ☐ Asian
  - ☐ Asian Indian
  - ☐ Black or African American
  - ☐ Hispanic/Latino
  - ☐ Native Hawaiian or Pacific Islander
  - ☐ White
  - ☐ Other: \_\_\_\_\_
  - ☐ Prefer not to answer
-

Q14 Please select your association with the plan area. (Check all that apply)

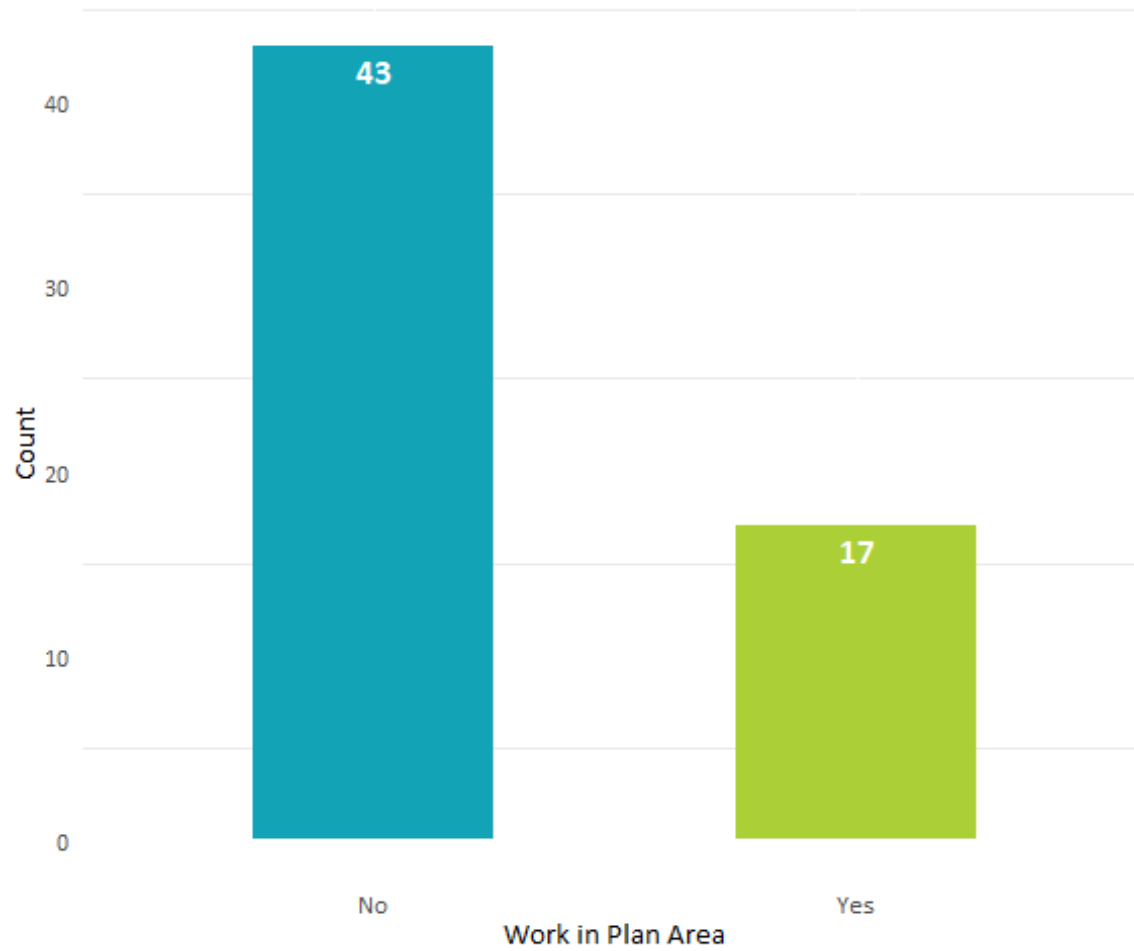
- ☐ Business owner in the plan area
  - ☐ Landowner in the plan area
  - ☐ Employee in the plan area
  - ☐ Resident in the plan area
  - ☐ Resident near the plan area (within 1 mile of the plan area)
  - ☐ Compass Community Student, Family, or Staff
  - ☐ CSU student
  - ☐ CSU Faculty or staff
  - ☐ Other: \_\_\_\_\_
-

## APPENDIX C: QUESTIONNAIRE RESULTS

*Do you live in the plan area?*

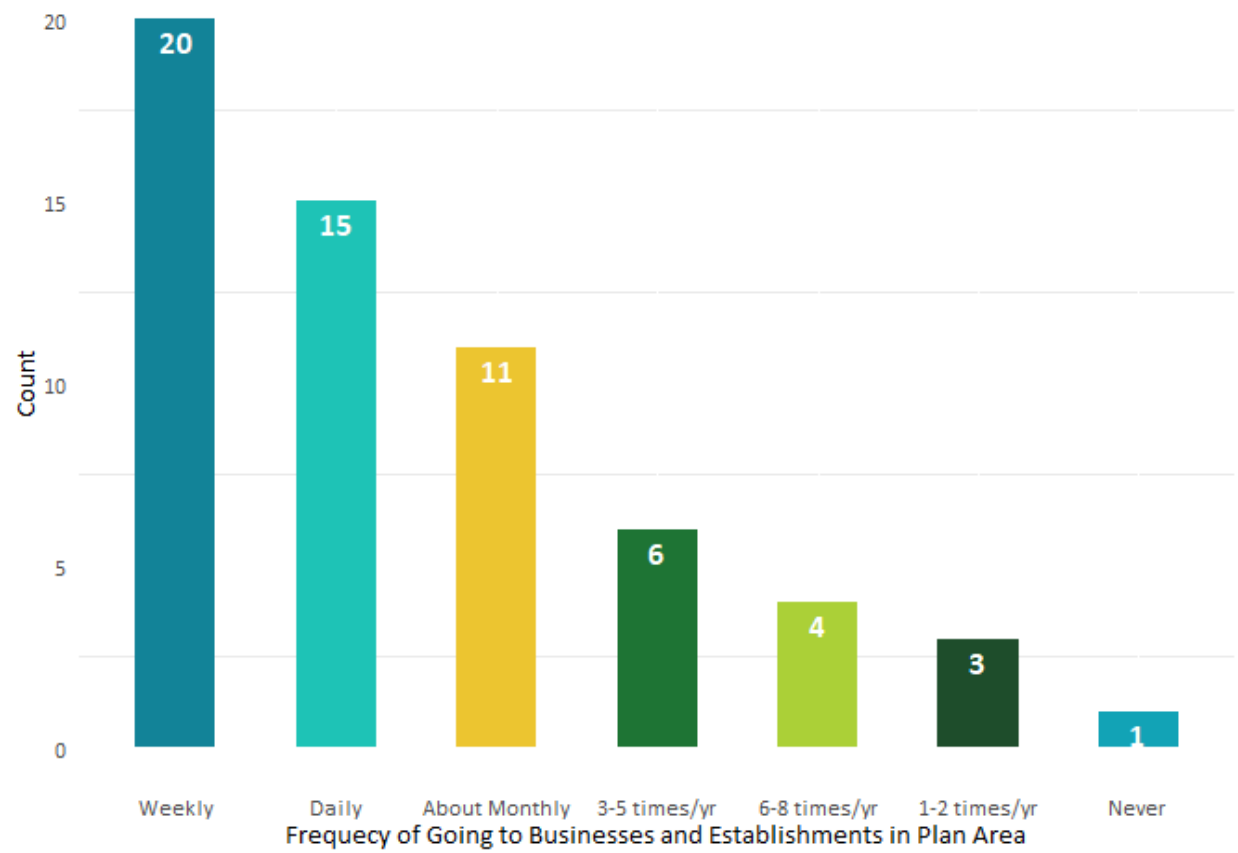


*Do you work in the plan area?*

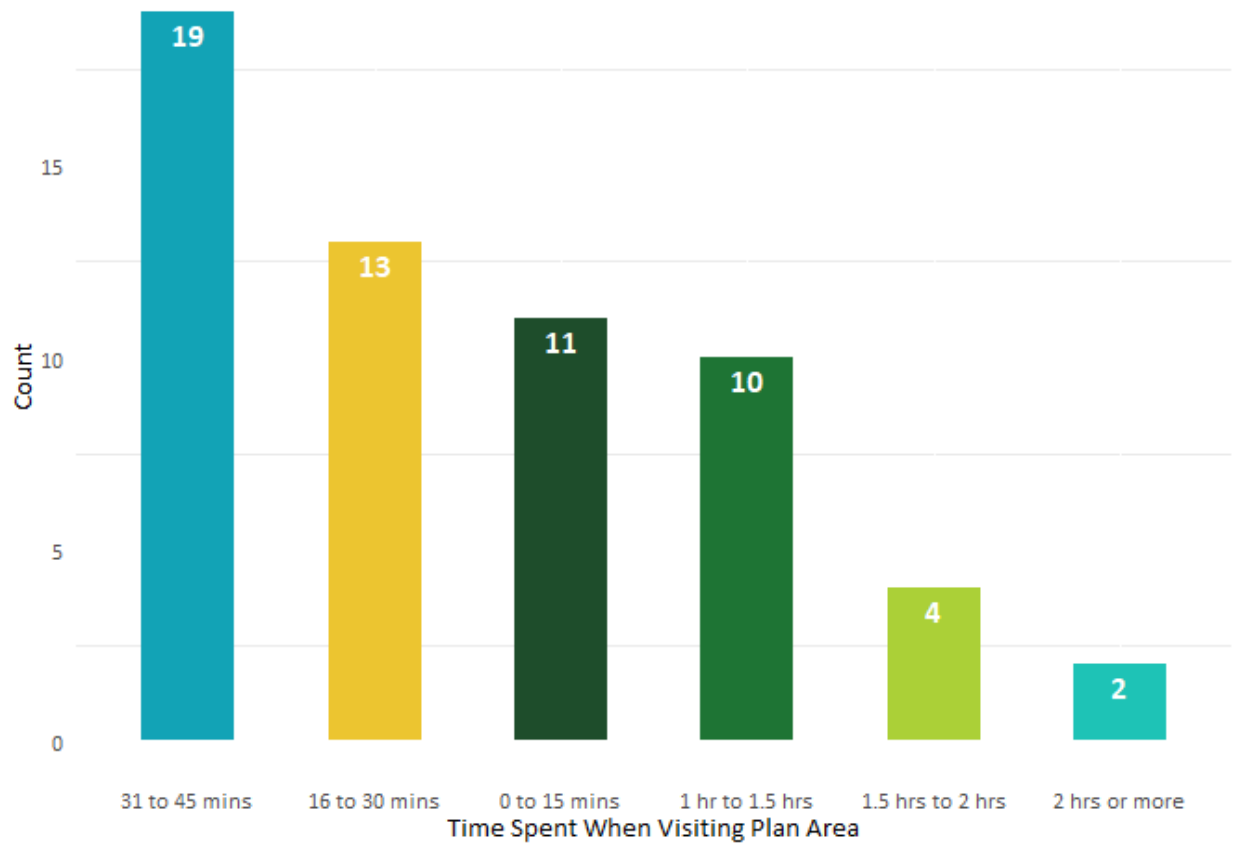




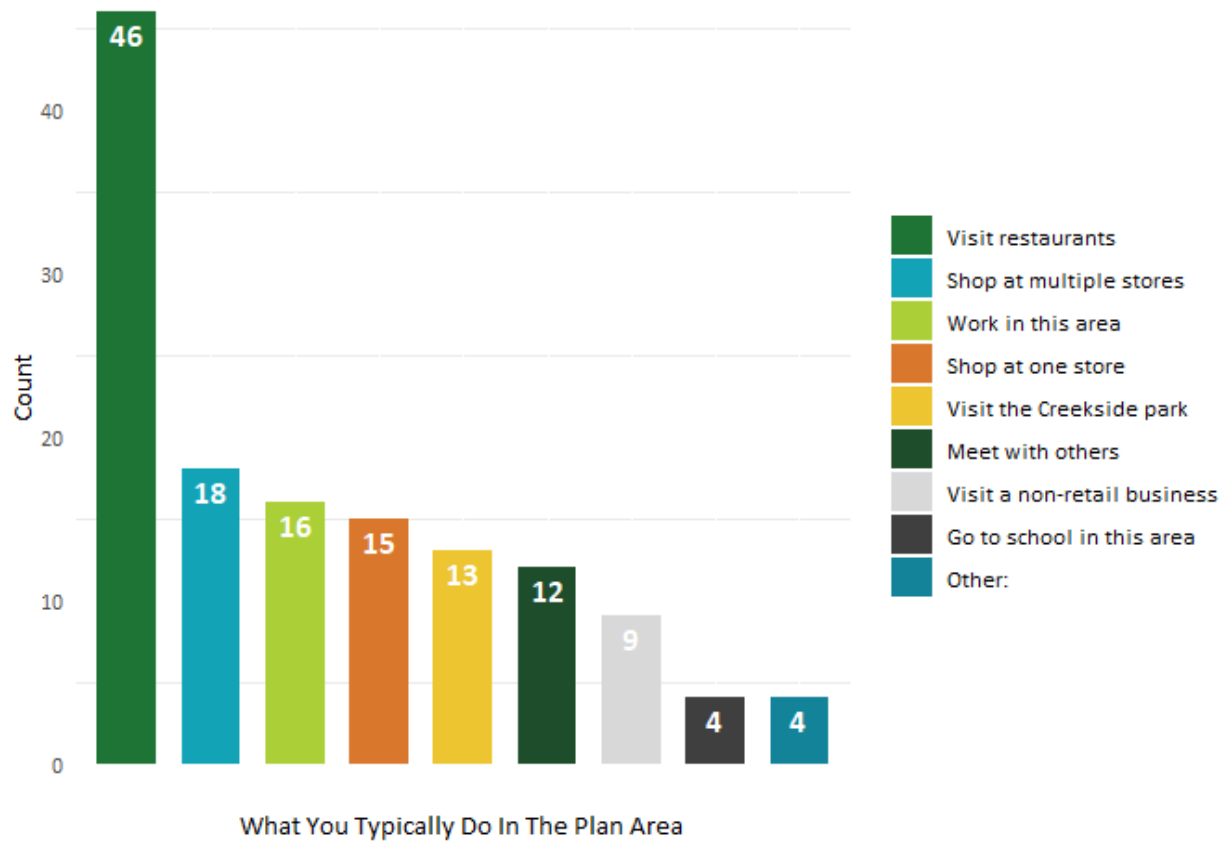
*How frequently do you go to businesses and establishments in the plan area?*



*How long do you typically stay in the plan area each time you visit? Do not count working or being at home in the plan area.*



*What do you typically do in the plan area? (Check all that apply.)*



*"Other" Responses*

- Bike through
- Commute through area
- Beers
- Sometimes for longer periods of time (1 - 1.5 hrs)

*Rank the priorities for increasing the quality of experience in the plan area. Drag and drop the items with 1= your top choice for improving the plan area and 12= your last choice for improving the plan area. The map above marks where the priorities are being considered within the plan area.*

Priority	Rank Mean
B. Create an enhanced pedestrian and bicycle corridor on the west side of the plan area, running north and south (not on College Ave.)	3.28
C. Improve sidewalk connectivity and safety along College Ave.	3.46
A. Add a public green plaza / outdoor dining areas	3.74
H. Make efforts to preserve existing small businesses in the plan area	4.88
E. Add amenities at Creekside Park along the Spring Creek Trail (e.g., nature play, food trucks, picnic areas, bicycle care station, etc.)	5.33
F. Redesign parking lots for greater parking ease and traffic flow	5.42
D. Add art installations in key locations (e.g., murals, sculpture, etc.)	6.58
G. Add a small business incubator space to support new small businesses	6.81
I. A large redevelopment project (e.g., hotel, housing, business or food incubator, office building, etc.)	7.82
J. Improve the alleyway on the east side of the plan area from Prospect to Parker	8.49
Other:	10.40
None of the above	11.79

#### *“Other” Responses*

- One Healthy City Project! Chuck E Cheese should be turned into a community dining market such as ‘Denver Central Market’ and feature small business and outdoor dining.
- East-connectivity designed to integrate the city and draw out from College.
- Better lighting on College and the surrounding alleys
- Go vertical with mixed use with focus on affordable housing in (B) area and area to the south of it
- Fill the deserted Kmart complex
- Improve east / west connections across College Ave.

### *What additional types of businesses would you like to see in the plan area?*

- Places like Dairy Queen and Food trucks that serve people on the trails.
- Small businesses not chains
- The One Healthy City project at CSU is working to consider these spaces. I believe this space should feature an open community dining concept like 'Denver Central Market' with a rooftop, outdoor seating, support small businesses, and connect to the bikeways and parks.
- Small local business, please!
- Can't think of anything that is missing, but better access to the current business would be beneficial
- The Tortilleria is our FAVORITE, and I love that there is the Mexican ice cream shop and Mediterranean grocery store. It's such a valued and unique collection of international shops, if you could try in the very least to preserve those, but perhaps also attract more, that would be amazing. Perhaps an Asian grocery store, or any other locally-owned international grocery options (not large chains). A board game shop/cafe could be a good option too!
- more locally owned businesses: restaurants, bike shop, clothing, local crafts, brewery, maybe something that involves activity like rock climbing gym, yoga studio, etc.
- Community center, interactive museum, coops
- There need to be a catalyst project such as a quality hotel, then greater connectivity to other properties so as to encourage pedestrian-oriented redevelopment.
- In & Out Burger &/or Jack in the Box
- Restaurants and Entertainment Venues, Dog Park, Outdoor Recreation areas
- New life and energy, hotel, food, fast food, entertainment
- CSU bar restaurant to cater to older students and recent grad. Meeting spot before games or to watch away games. Fuzzy's is the closest option but is usually packed with young college kids.
- Unique restaurant and entertainment options. Amenities to enhance CSU Stadium activities and Spring Creek Garden activities.
- I have no preference. It would just be nice for the area to be revitalized/cleaned up a little so that the businesses feel new and not like a poor industrial/forgotten part of Fort Collins.
- Keep existing small businesses and services. From a personal perspective, it would be great to have a "real" (larger) theatre/performing arts building that brought in performances. I would consider moving fitness centers if there was a nice one here (a la Fort Collins Club). My bank is in the zone, which is nice.
- While In-N-Out Burger would be great in there somewhere, it would also be cool to see some creative urban infill and/or adaptive mixed-reuse. An Austin, TX style indoor/outdoor barbecue-beer-music venue type thing would be cool. Something akin to the shipping container development downtown would be intriguing. Allow creativity and some throwback neon signs internal to the site and within reason of course.
- Small businesses, maybe some boutique or art type stores.
- Diverse restaurants are a great reason for people to come to the plan area. Lodging businesses also bring new out-of-town users and would help support such businesses.
- Experiential businesses that are creative and unique and internet/covid resistant.
- Energy Consultants
- local restaurants
- Locally owned shops and restaurants Outdoor gathering spots off college (coffee, lunch)

- No needs stick out, but it would be nice to not have the entire Kmart building deserted.
- Businesses interested in collaborating with CSU and local public schools
- GOOD local restaurants (NOT chains)
- Rec Center with youth positive activities. Compass Community Collaborative School expansion with green space that community shares with the school.
- The bike path to go underground and don't get to College. A bigger King Soopers
- Higher end restaurant and a Swensen's Ice Cream parlor like we used to have.
- Mix of restaurants, shops, maker spaces, residential, affordable housing
- Unique and local businesses of varied types, bringing more flavor and culture to the area.
- Restaurants and retail
- n/a
- Shopping
- Small mom and pop buss
- Large retail store to SW corner that would bring traffic to the smaller businesses.

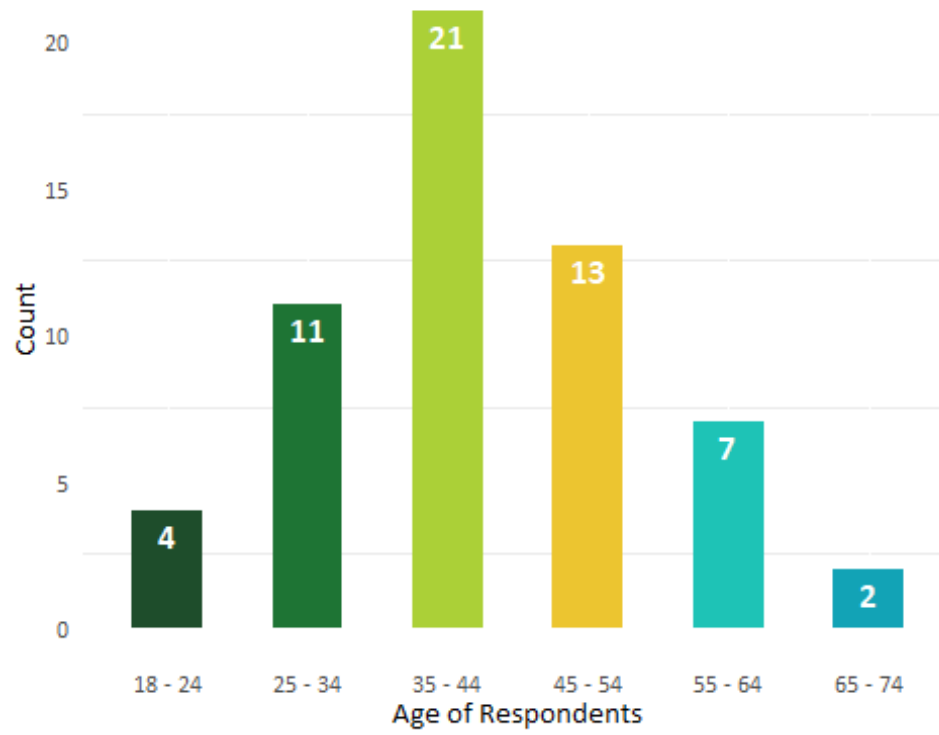
*Please describe any additional concerns or suggestions you may have with this plan area.*

- It is so ugly now that I hope the area will be improved and feel safer from traffic on College.
- Please build a staircase/bikeway down the hill and across the lateral ditch so people can move between the park, apartments, and businesses and the MAX stop and retail areas and Compass School! Thank you!
- Less parking lot more for encouraging alternative transportation (bus, bike racks, green space) and expanded grass for outdoor seating and natural area (pet friendly).
- Could be cool to include/pay tribute to the history regarding the flood in that area through art or interactive learning near spring creek and the park
- My biggest concern is losing the unique local shops that are already there.
- This intersection is one of the most traveled corners in the city. it has always surprised me it has been a relatively unattractive, highly specialized retail area. Putting some attractive features in this spot could really revitalize this part of the city. Let's go for an Old Town South!!!
- I believe the continued focus on College avenue is needed but dangerous when at the expense of building up other areas of town that are in neglected or disconnected from College. If we act with one healthy city's philosophy in mind, we must engage more than just one part of town, especially when that part is likely to attract redevelopment anyway.
- This area needs an identity, a sense of place, an organizing project to bring the community to Midtown, rather than the vestiges of when it was South College Avenue.
- I would like to see a focus on small business and community.
- Too much government interference. Too much money spent on evaluating ideas and meetings
- Despite being such a significant intersection in Fort Collins this area is gross. The wording of the priority questions seemed to steer the reader into wanting "grassy area" v. "large development like a hotel". The quantity of priority questions felt like it had a stronger emphasis on lifestyle & culture v. business & economic viability. Both are greatly needed in this area.
- The area directly south of college/prospect is really chaotic driving through with tight parking and no right turn lane. If there is a way to create more room it might help.
- The traffic is quite congested. If only 1 improvement was made, it would be AMAZING if it was fixing the Starbucks and Chicken place's space for having a line of cars that does not back up the north-flowing traffic for a block. That can be challenging to navigate, and when people are irritated, it becomes more dangerous.
- Fort Collins really needs a bike park like Boulder's Valmont Park. We are blessed with great outdoor space, but it is limited and the trails are overcrowded and mixed-use. (And will become much more so when the only uphill hiking trail in town (Maxwell) will get development next door). There is space in this area that can accommodate a bike park.
- The southwest corner of Prospect and College needs major parking access remodeling. there is no way to turn either west or north out of the area, making people do dangerous U-turns and other frustrating drives.
- Traffic on college is too fast in this area. Please slow traffic a little.
- Continuing to improve pedestrian access and movements through the plan area is very important.

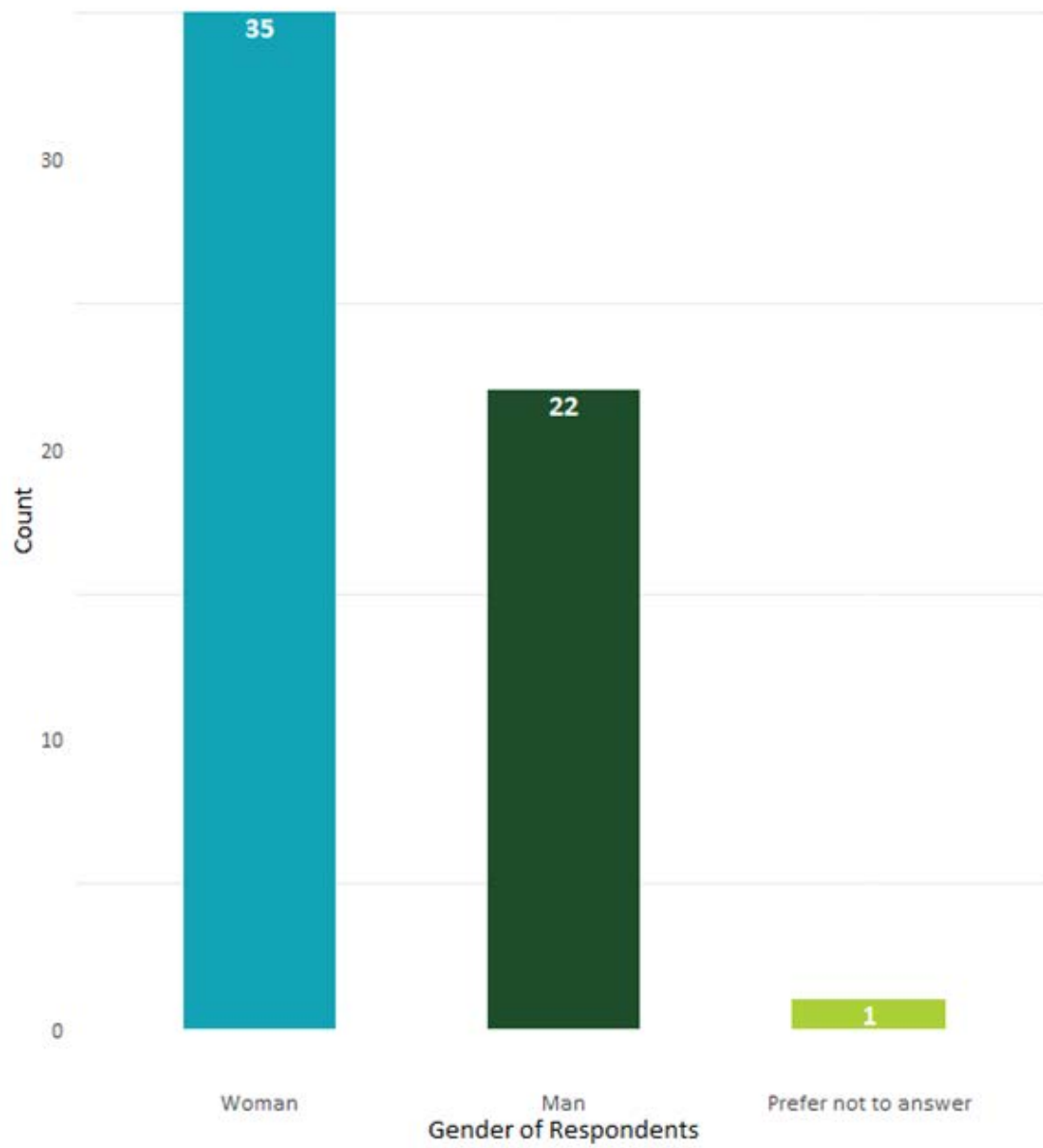


- As this area is not close to my work or home it needs something special to visit. Because, the access and circulation of the area is not friendly to any travel mode.
- Curious to see how important it is to utilize the TOD area to enhance density.
- Fixing the sidewalk situation along College on the west would be #1... (the stretch where the sidewalk abuts the sloping concrete .. thing..) We don't even walk students that way since it's so dangerous! I worry that they'll fall into traffic.
- I would like to see fewer businesses that are alcohol based. We have enough breweries and drinking establishments. I like density but with well planned green space, gathering spaces.
- Hopefully we don't get more hotels or housing since traffic in these area is very high and it would increase if we add these buildings.
- It needs to be business focused and not environmental focused like all other projects the City does.
- On the west side of College, those businesses are often difficult to access if you're heading North. Additionally, they don't have much parking and almost no outlets to leave without jumping back on College heading South. This creates a hassle in my head and makes me hesitant to stop at anything in that area.
- Pedestrian and bike connections to larger trail systems need to be made a priority in order to lower dependence on vehicles and to draw visitors from adjacent residential neighborhoods. This strategy should not overlook the need to improve east / west connections across College Ave.
- None.
- Attention to pedestrian safety is a must!

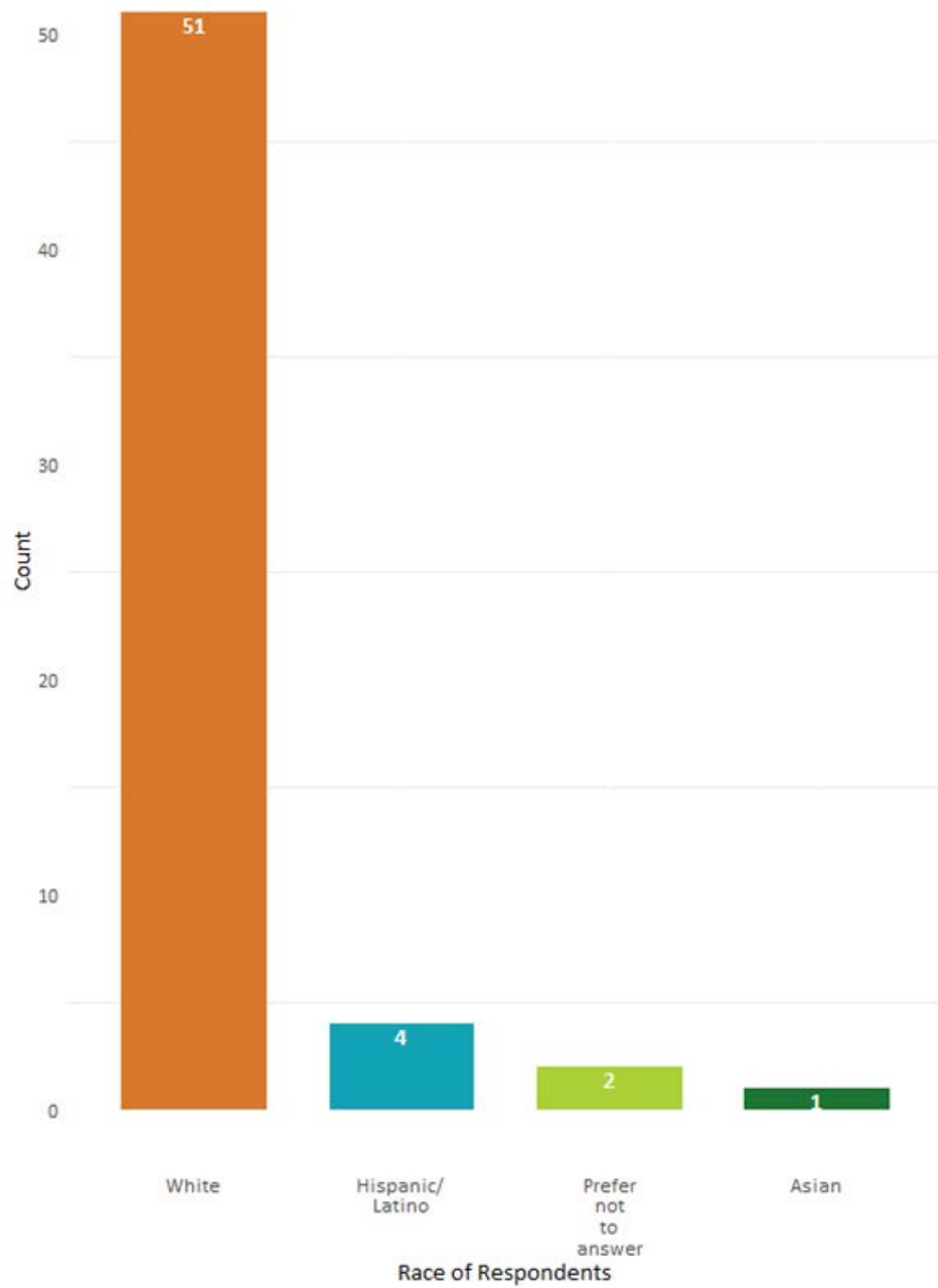
*What is your age?*



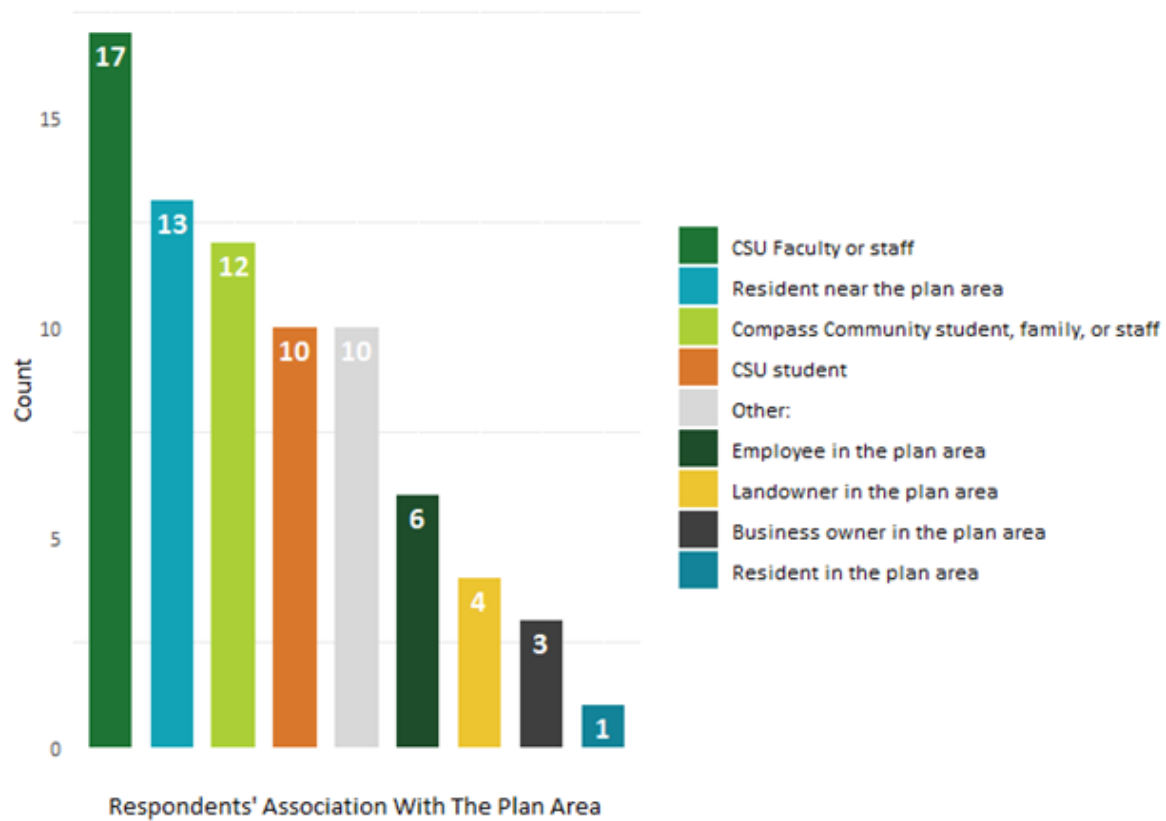
*What is your gender?*



*What race/ethnicity do you identify as? (Check all that apply.)*



*Please select your association with the plan area. (Check all that apply.)*



#### *"Other" Responses*

- Lifelong resident of Fort Collins, not near the area though
- Business Owner around the plan area
- Work just outside of the area but walk and bike through this space daily
- work, spend, and play nearby
- Native resident of Fort Collins
- City Staff
- General shopping dining customer
- Native living in north Fort Collins