Yampa Street
Bringing Main Street to the River in a Mountain Resort

Urban Land Institute
Technical Advisory Panel
Steamboat Springs
Summer 2012
Yampa Street
Bringing Main Street to the River in a Mountain Resort

Moderator
Michael Leccese, Executive Director, ULI Colorado District Council

Panel
James DeFrancia, Principal, Lowe Enterprises, Inc
Tyler Gibbs, Planning Director, City of Steamboat Springs
Mark Scully, Managing Director, Green Courte Partners
Yampa Street
A Clear and Viable Vision
Opportunity Statements

“Yampa Street presents Steamboat Springs’ most significant and attainable opportunity to create a pedestrian-oriented, mixed-use district.”
“Currently, Yampa Street presents an ill-defined public environment with sporadic sidewalks, inconsistent lighting, poor drainage and irregular parking patterns.”
“The City needs a master plan and strategy for assuring timely and cohesive improvement of public infrastructure”
Initial Local Concerns with Proposed Panel

- Another Plan to sit on the shelf?
- **Urban** Land Institute in a **rural** community?
- Why “Outside” experts
- Don’t lose authenticity – keep it funky!
Why ULI?

- Consistent issues – infrastructure, public amenities, value creation
- Fresh perspective
- Quick shot of creativity, experience and urgency
- Non-contentious resolution of alternatives
- Track record of consensus building
- Opportunity to create momentum

Yampa Street
A Clear and Viable Vision
The Panel
(Left to Right )
Mark Heller – Executive Director, Golden Urban Renewal Authority
James DeFrancia – Principal, Lowe Enterprises
John Koval – V.P./Director of Development, Coburn Development
Carlos Hernandez – Partner, Fox Tuttle Transportation Group
Richard Marshall – Program Manager, NVS Denver
Anna Jones – Vice President, Progressive Urban Management

ULI Colorado TAPs co-chairs
Alan Colussy and Arleen Taniwaki

Yampa Street
A Clear and Viable Vision
The Vision is Clear

“Encourage commercial amenities which highlight the Yampa River and Yampa Street in order to broaden the commercial base of downtown...”

“Master plan with extensive use of interesting pedestrian spaces and park-like areas.”

“Encourage retail specialty shops, restaurants with outdoor seating and other pedestrian and shopper oriented businesses.”

*From the Master Plan – July 30, 1984*
ULI Panel – Recommendations
“Everything is in the execution”
- Napoleon, 1802

Follow your own Plan

Yampa Street
A clear and Viable Vision
Yampa Street can be Steamboat’s “Great Street!”

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A clear and Viable Vision
But it is time to make it safer

Yampa Street
A clear and Viable Vision
Start with low cost safety improvements

Yampa Street
A clear and Viable Vision
Decide whether or not there is a parking problem

Yampa Street
A clear and Viable Vision

Improve parking management
Invest in mobility solutions and a management plan
Connect to the River and Howelsen Hill

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A clear and Viable Vision
Connect to the River and Howelsen Hill

Create Public/Private partnerships to secure river access

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A clear and Viable Vision
Create a great event street

Yampa Street
A clear and Viable Vision
Revive the BID
Consider layered financing of infrastructure

Leadership/Organization
ACCESS – CLEAN – SAFE – ECONOMIC VITALITY

“DOWNTOWN PARTNERSHIP”
• City Of Steamboat Springs
• Private Sector

Key Partners
• Planning
• Public Works
• Police/Fire
• Chamber/Resort Association

Business Improvement District (BID)
• Enhanced Maintenance
• Enhanced Safety

Tax Increment Financing (DDA/URA)
• Funding

Main Street/Bus Org
• Outreach
• Advocacy
• Marketing Events

Parking District
• Management
• Infrastructure

Yampa Street
A clear and Viable Vision
Next Steps - Keys to Success

VISION

• Take comprehensive approach
• Form Public/Private Partnerships
• Manage mobility
• Improve Safety
• Plan broad range of complementary uses
• Add parking when financially feasible
Next Steps - Keys to Success

IMPLEMENTATION

• Use existing plans
• Commit to the plan
• Provide predictable process
• Reposition City assets
• Consider metered parking
• Consider all funding sources – URA, DDA, BID
• Activate and fund the BID
• Begin immediately

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Follow Through Since July

*Action* Items

- Convened Downtown/Yampa Street Steering Committee
  - Established Mission, Goals and Metrics
- Committed to November 2013 BID Election
  - Applied for grant to initiate BID Election Public Process
- Initiated discussion of capital funding mechanisms
  - Urban Renewal or Downtown Development Authority
  - Updating capital and maintenance cost estimates
- Initiated planning for near term improvements
  - Applied for lodging tax funding
- Advanced plans to relocate City facilities
  - Move Police/Fire off Yampa
Indicators of Success

**Investment**
- Active Public/Private Leadership
- Market Viability
- Commitment to Infrastructure
- Attractive Community
- Vibrancy

**Incentives**
- Predictable and consistent process
- Community investment
- Public benefit in exchange for bonuses
- Transferable development rights
- Funding access
- Public/private partnerships
Steamboat Pilot Readers Poll

Do you support the plans for improvements on Yampa Street to make the area more appealing to pedestrians and cyclists?

• Yes, it will make it safer for all users: 61%
• No, I like Yampa Street how it is: 30%
• I don’t care: 5%
• I don’t know: 4%

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