



City Commission Special Meeting Agenda
Friday, February 20, 2026, 11:00 AM
City Commission Chambers, 950 S. Grant Ave.

- Call to Order
- 1. Downtown Redevelopment RFQ Review
 - ADJOURNMENT



**CITY OF LIBERAL
CITY COMMISSION MEETING
February 20, 2026
AGENDA ITEM # 1.**

To: Mayor Jeff Parsons
Vice Mayor Janeth Vazquez
Commissioner Ron Warren
Commissioner Matt Landry
Commissioner Jose Lara

Date: February 20, 2026

From: Keeley Young, Chief Communications Officer

RE: Downtown Redevelopment RFQ Review

The City of Liberal issued a request for qualifications (RFQ) in December to solicit interest from city planning, engineering, and design firms for the creation of a downtown redevelopment master plan for Liberal. The scope of services for the plan is proposed to include extensive public and stakeholder engagement; marketing and economic data analysis; vision and goal setting; and the creation of an implementation strategy with a specific focus on placemaking efforts, business development, parking, mobility, infrastructure, and streetscape to enhance Downtown Liberal.

Seven profiles were received and reviewed by staff with four firms recommended for further consideration by the Commission:

- Confluence
- Designing Local
- McClure
- RICK Engineering

Recommendation:

City Staff recommend the Commission select two firms as finalists for the downtown redevelopment master plan. We will then request price quotes for these services and present the final numbers to the Commission for an official vote.



DOWNTOWN REDEVELOPMENT PLAN REQUEST FOR QUALIFICATIONS (RFQ) ISSUED DECEMBER 11, 2025

General Information & Overview

The City of Liberal is seeking qualified planning, urban design and/or economic development consulting firms to create a Downtown Redevelopment Master Plan. The community of Liberal envisions a vibrant, mixed-use downtown corridor that is the economic and social heart of the community. The Plan will develop a well-defined future vision for Downtown Liberal, with an executable strategy ensuring its sustainability and success for future generations. As part of the planning activities, the consultant shall develop and implement a plan to engage the community and downtown stakeholders and incorporate their feedback into the Plan meaningfully, equitably and regularly. The Plan will consider and evaluate past efforts and studies in order to produce a Master Plan which assesses current economic and market data; identifies market opportunities for additional retail, office, civic, and residential uses; and provides visual design depictions for transportation systems, infrastructure, streetscape, and public space components which support redevelopment goals. The final plan will be utilized by the City, developers, and Downtown stakeholders as a guide towards achieving the future vision. The City of Liberal; hereinafter referred to as the City, will accept requests for qualifications in the Administrative offices at City Hall, 324 N. Kansas Ave., Liberal, Kansas, until 11:00 a.m. CDT, January 30, 2026.

City/Downtown Background

The City of Liberal was founded in 1888 and is home to nearly 20,000 residents. The city is located in Seward County at the intersection of Highway 54 and Highway 83 in Southwest Kansas. There are approximately 6,386 households in our community with 11.4 square miles of land within city limits. Our population is young, with a median age of 30.9 years. The 2023 median household income was \$61,875. Liberal is a culturally diverse community, with more than 29% of our population being born outside of the country. More than 68% of residents in our community are Hispanic/Latino. The largest employer in the city is a beef processing and packing plant. Liberal High School is classified as a 6A school with nearly 1,400 students enrolled. Seward County Community College serves as a critical postsecondary education institution with a variety of programs, including several technical trades, healthcare occupations, business, education agriculture, and more. The primary economic drivers in our community consist of agricultural, transportation, and light manufacturing industries.

Downtown Liberal is home to numerous historical buildings and locally owned retail shops, eateries, and service-based businesses. A Core Commercial District delineates the Downtown zone as the area north of the Union Pacific rail-line from Trail Street to 6th Street between Grant Ave. and Pennsylvania Ave. Kansas Avenue serves as Liberal's "main street" and is a heavily traveled arterial road and former highway. Significant infrastructure improvements and business revitalization has occurred on Second Street in this district in recent years. The historic cornerstone of our Downtown district includes the side-by-side Grier House and Depot buildings, which are registered historic sites. These buildings served travelers along the Rock Island Railroad and were a welcoming space for newcomers to our city. Both buildings are owned and maintained by the City of Liberal. A map

of the Core Commercial District has been provided as a related document. The City desires to have the Consultant use community feedback and studies to define the boundaries and identify which areas should be included in our Downtown Redevelopment project.

Current Plans

Downtown redevelopment needs were identified in the “Launch Liberal 2035 Comprehensive Plan which was adopted in 2025. A copy of this plan is available at www.cityofliberal.org/launchliberal. The City wishes to incorporate many of the goals and action items identified in this plan to guide the Downtown Redevelopment vision.

Steering Committee

A steering committee may be formed with Downtown stakeholders for feedback on the development of the Plan. The composition or role of the steering committee may be determined by the consultant, in coordination with the City of Liberal.

Project Management Team

City Administration staff will be assigned to managing the City’s role in this project and assisting the Consultant with gathering local data and coordinating with the Steering Committee and Stakeholders.

Scope of Services

The objective of this process is to prepare a comprehensive Downtown Redevelopment Master Plan which creates a vision for Downtown Liberal and includes a detailed strategic implementation program with prioritized actions. The final Plan will be used as a guide by the City and other stakeholders to promote redevelopment, enhance the downtown retail market, increase business opportunities, improve pedestrian and bicycle accessibility and safety, and ensure consistency in development and design standards to create a distinct downtown identity that is unique to Liberal. With oversight from City staff as well as guidance from a project steering committee, the selected Consultant team will lead the planning process and develop project deliverables as outlined within this RFQ. The intent of the Scope of Services provided below is to serve as a framework, which consultants can use to develop a more detailed qualification profile and scope of services based on their professional expertise and knowledge. The City asks Consultants to present an efficient, effective scope of services, which ensures the project objectives are met. The final scope of services and costs will be negotiated with the selected Consultants in conjunction with City staff prior to contract approval. The anticipated budget range for services performed is between \$70,000 to \$95,000. The Consultant is expected to provide interpretation and identification of deliverables or milestones it believes are integral to the project in the submitted proposal. The following Scope of Services are provided as a general framework and are to be incorporated into the Consultant’s proposed scope of work. However, the proposed scope of work is not limited to these elements.

- **Project Management** – The Consultant will take the lead in managing their time, staff, resources, budget, and related activities to ensure that the project objectives are met. The Consultant will be in close communication with assigned City staff throughout the life of the project. City staff will provide general oversight of the Consultant and will help to facilitate interactions with City staff, board/committee members, the general public, and project stakeholders.
- **Public & Stakeholder Participation** – The Consultant shall be responsible for developing and implementing a comprehensive public and stakeholder participation strategy that is best suited to meet project objectives. Special arrangements will need to be included to facilitate multilingual outreach for our Spanish-speaking residents and stakeholders. The Consultant should facilitate conversation amongst all stakeholders in order to build consensus and clarity around preferred strategy and associated action steps necessary to strengthen Downtown Liberal. The City will assist in establishing a project steering committee, which should be incorporated into the proposed engagement

process. The project engagement strategy should be geared towards successful plan implementation, and not just Plan creation.

- **Market Analysis, Existing Conditions, & Data Analysis** – The Consultant will work to understand the market conditions, context, trends, and related information applicable to the Downtown area in relation to the larger community. This information and data will be used to inform the study and to ground the study in objectivity.
- **Vision & Goal Setting** – The Consultant will work with the City and project stakeholders to develop a broadly supported and achievable vision and related goals for Downtown Liberal. The vision and goals shall build upon the “Launch Liberal 2035” Comprehensive Plan goals and related action items.
- **Plan Focus Areas** – While other focus areas may be identified during the planning process, the City desires for the Master Plan to focus on the following interrelated topics areas:
 - **Placemaking** (including Urban Design, Activity, & Public Art): The City desires to integrate placemaking efforts as part of the larger Downtown planning effort. It is anticipated that placemaking (in its many forms) will blend seamlessly with all elements of the project scope, including the other focus areas listed below.
 - **Business & Economic Development:** In recent years, the City has seen some success in the redevelopment of Downtown through implementation of new policies to activate public events, façade improvement grants awarded, and rebuilding infrastructure (street, sidewalk, and curb replacements) in pockets of the Downtown area. The City is interested in exploring the market dynamics affecting current and future downtown business and development, and in working to maximize the effectiveness of its economic development incentive programs being offered. The City is also interested in exploring new policy concepts which can help reduce the number of inactive storefronts in Downtown Liberal.
 - **Parking & Mobility:** Lack of safe and convenient parking has been cited as a deterrent to visitors and potential developers alike. Kansas Avenue is a four-lane main arterial road through the city with an at-grade railroad crossing located at the Southern boundary of the Downtown area. The City is interested in exploring traffic data studies in the plan which show the impact of possible parking and transportation configurations on vehicle traffic in the Downtown area. Safe, ADA accessible pedestrian access and alternative modes of transportation should also be explored in conjunction with parking and street configuration options.
 - **Streetscape/Infrastructure:** A very important part of the Downtown Master Plan will be to develop a visually appealing style for Downtown Liberal which features unique spaces that build community pride. The Plan must include a proposed aesthetic design scheme for unique and long-lasting streetscape components including hardscape elements, light fixtures, seating, litter receptacles, bike racks, public art, and landscape plantings which create a cohesive and distinct space. Another component of this is to enhance crosswalks, pedestrian refuge islands, and sidewalks to improve downtown’s walkability as well as visual appeal. New paving, seating, and pedestrian scale lighting will improve the sense of safety and facilitate use.
- **Plan Development** – The Consultant shall document the planning process and outcomes within a final report. The final report will include an executive summary (or similarly concise overview) in addition to all other relevant information necessary to effectively convey relative project information.
- **Action Plan/Detailed Implementation Strategy** – The Consultant will develop a practical action plan for long- and short-term implementation strategies to achieve study goals and project objectives. The Consultant will be innovative and proactive in their approach to implementation, in order to ensure the highest chance for success.
- **Presentations & Communications** – The Consultant will present the final plan and implementation strategy to the Planning & Zoning Board, Seward County Economic Development Board, the Liberal City Commission, and other applicable committees as requested. Additionally, the Consultant will work with staff to communicate with project stakeholders throughout the process, and to present intermediate deliverables and related information to help keep the community informed.

Project Deliverables

Although the Consultant and/or City may identify additional intermediate deliverables when the final scope of work is negotiated, it is anticipated that the Downtown Development Master Plan will result in the following primary deliverables. Within their proposal, Consultants are encouraged to include any additional or alternative deliverables, and the dates/deadlines they feel would be achievable based on their professional expertise and knowledge.

Primary deliverable:

- A **Downtown Development Master Plan document** delivered in PDF file format. The Plan should be delivered as an engaging document, rich with images conveying exciting case studies, diagrams and renderings. Written and graphic methods are not limited by this RFP. The Plan must help move Liberal towards community goals as identified through public engagement and steering committee review. At a minimum, the Plan must include the following sections:
 - An executive summary of the plan's findings.
 - An overview of the findings of the public involvement phase.
 - A summary of the data collection and analysis phase. This summary must include detailed traffic impact studies.
 - Findings from economic development studies conducted.
 - Review of redevelopment sites including visual concept plans identifying potential development layouts. The identification of high priority sites to serve as catalyst sites is required. Potential public private partnership opportunities, and other potential funding scenarios, should be explored for catalyst sites.
 - A proposal of public realm improvements, inclusive of roadway and streetscape design improvements (including visuals) to be made in Downtown Liberal. Identification of common and/or recommended capital funding sources and cost impacts on operations and maintenance is also required and should be reflected in the implementation plan as appropriate.
 - A summary of findings, including maps, graphics, charts, and photos identifying a unified vision for Downtown Liberal. This section shall also include goals, objectives and strategies for achieving the overall vision.
 - A detailed implementation plan and schedule with measurable benchmarks split between short-term implementation strategies (0-5 years) and long-term strategies (5-10 years). The implementation plan should identify specific action items, the party responsible for implementing them, and estimated cost magnitudes.

The items in this list are intended to be the minimum required. The selected consultant may add more information to this list if they find it valuable to the overall success of the Plan.

RFQ Requirements

A qualified firm must include the following information with their submitted qualifications profile:

- A resume sampling of personnel to be assigned to the City along with an indication of their roles and responsibilities. Please highlight leadership personnel information for your firm and any firms that you should team or partner with.
- A description of all services available to the City from the firm.
- At least three (3) professional client references for the firm as a whole. If submitting as a partnership or team, please include specific work examples and references of where you have worked together.

- A copy of two downtown master plans prepared by, or with the aid of, your firm for communities with similar traits as Downtown Liberal.
- An example of successful engagement strategies from past projects, including the use of interactive tools.
- Provide your proposed detailed work plan schedule timeline.
- Any additional information that the firm considers pertinent for consideration in the response to this Request for Qualifications.
- Any and all conflicts of interest or potential conflicts of interest shall be disclosed, including any work being done for any landowner or developer in Liberal, Kansas.

Submission of Qualifications

Qualification profiles should be submitted to the City of Liberal Administration office no later than **January 30, 2026, at 11:00 a.m. (Central Standard Time)**. The consultant shall prepare one (1) digital file copy of the qualification profile and email it to **City Manager, Scarlett Diseker (scarlette.diseker@cityofliberal.org)**, by the submission deadline.

All qualification submissions shall become property of the City of Liberal. The City of Liberal is not responsible for any costs incurred by the respondent in preparation of a profile submitted in response to this RFQ, conduct of a presentation, or any other activities related to this RFQ. The City reserves the right to approve or deny any and all profiles submitted.

Evaluation of Qualifications

A qualified firm should demonstrate the following minimum qualifications for consideration:

- Significant experience in development of comprehensive downtown master plans.
- Significant experience in surveying downtown property owners, tenants, various downtown citizen groups and facilitating public information forums and developing tools for citizen participation in the planning process.
- Evidence to demonstrate a depth of knowledge of and experience in developing funding strategies, including local and national incentive programs.
- Evidence to demonstrate a depth of knowledge of and experience in developing downtown design themes.
- Applicable experience in and knowledge of basic legal issues related to land use planning.
- Experience in landscape architecture and development of landscaping related designs and plans.
- Experience in analysis of traffic flow and parking logistics as it relates to downtown planning.

Contact for Questions Regarding RFQ

All inquiries regarding the RFQ may be directed to:
 Keeley Young, Chief Communications Officer
 (620) 626-2257
 keeley.young@cityofliberal.org

DOWNTOWN REDEVELOPMENT PLAN REQUEST FOR QUALIFICATIONS

CITY OF LIBERAL, KANSAS

JANUARY 30, 2026

IMAGE VOTING



PLANNING DEPARTMENT
CITY OF LIBERAL, KANSAS

CONFLUENCE

510 WALNUT STREET SUITE 301
KANSAS CITY, MISSOURI 64106
515-975-1050
WWW.THINKCONFLUENCE.COM

In association with: Kirkham Michael

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January 30, 2026

Attn: Scarlett Diseker, City Manager
324 N. Kansas Avenue
Liberal, Kansas 67901

CONFLUENCE

REQUEST FOR QUALIFICATIONS: DOWNTOWN REDEVELOPMENT PLAN

Dear Mrs. Scarlett Diseker,

On behalf of the Confluence team, we are pleased to submit our qualifications and approach to create a Downtown Redevelopment Plan for the City of Liberal. Our team has the experience and capabilities to provide Liberal with a data-driven and visionary Plan that will position the City and its Downtown businesses for long-term success. We have a proven track record for engaging citizens and stakeholders to create plans that are based on real world data and community input. The team assembled provides a strong combination of local knowledge and experience with award-winning planning expertise. By taking a visionary yet pragmatic approach, we draw on our experience to evaluate established best practices and creative solutions to help ensure our plans are actionable and implementable.

Liberal has completed many great civic projects recently, including the adoption of the Launch Liberal 2035 Comprehensive Plan. This document is critical to the vision and direction of the community, and we commend your efforts for taking the steps to continue down the path of progress. Downtown Liberal has evolved with the trends and needs of the community and market. The vibrant local entrepreneurship, community identity, and desire to foster an active Downtown district all point towards this being the right time to complete the Downtown Redevelopment Plan. There are many positive characteristics and features present in Downtown Liberal today; the intent of this plan should be to explore the finer details to ensure there is flexibility to support businesses and reasonable zoning regulations, with a creative fresh look to the future.

In short, we are very excited to present our qualifications and proposal for your consideration. We commit to working collaboratively with you to develop long-term, positive change for Downtown Liberal. We welcome the opportunity to discuss our qualifications and our approach with you in further detail.

Sincerely,



Christopher Shires
Phone: (515) 288-4875
cshires@thinkconfluence.com
510 Walnut Street, Suite 301, Kansas City, Missouri, 64106



CONFLUENCE | FIRM PROFILE

WHO WE ARE

Confluence is a professional consulting firm comprised of landscape architects, urban designers and planners. Our staff of 75+ includes 40 licensed landscape architects and AICP certified planners—and our firm is comprised of energetic, creative, and passionate people who are involved in making our communities better places to live. We assist our clients on a wide range of public, educational, institutional and private sector projects. Our landscape architects are licensed to practice in Alaska, Arkansas, California, Colorado, Connecticut, Georgia, Kansas, Idaho, Illinois, Iowa, Michigan, Minnesota, Missouri, Montana, Nebraska, New Mexico, Nevada, North Dakota, Ohio, Pennsylvania, South Dakota, Tennessee, Texas, Utah, Wisconsin, and Wyoming—and this list continues to grow to meet our clients’ needs.

WHAT WE DO

Simply stated—we create places full of life. The diversity of our work and expertise has become a hallmark of our firm, and it’s a big reason why our clients engage us again and again to help establish their next creative vision for the future. We offer a wide array of design and planning capabilities, handling everything from stakeholder and community engagement activities, to crafting urban design and community planning solutions, to representing our clients during construction implementation. With over twenty years of award-winning experience and hundreds of completed projects, Confluence has shaped the practice of landscape architecture, planning and urban design across the Midwest, and we love what we do. *What can we do for you?*

HOW WE WORK

Our creative process is focused on collaboration and insightful interaction with our clients, consultants and the community in which we work. We begin by gaining an insightful and objective understanding of each project, including how it fits into the surrounding context. From vision to completion, our team excels in collaborating to shape and achieve your “what’s next”—while also planning ahead on your long-term strategy. The diversity of our practice and professional experience provides a solid framework upon which to build successful strategies for achieving our client’s goals.

LOCATIONS

KANSAS CITY

510 Walnut St. Suite 301
Kansas City, Missouri 64106
515-975-1050
thinkconfluence.com

Des Moines

Sioux Falls

Cedar Rapids

Minneapolis

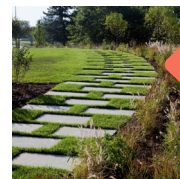
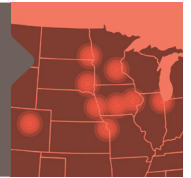
Omaha

Fargo

Chicago

Denver

9 OFFICES
ACROSS THE MIDWEST



4000+
PROJECTS
FROM COAST TO COAST

25 YEARS
CREATING PLACES FULL OF LIFE





KIRKHAM MICHAEL | FIRM PROFILE

FIRM BACKGROUND

Kirkham Michael is an award-winning multi-disciplined civil engineering firm dedicated to helping our clients improve our world. We are innovative leaders in vital-to-life engineering services. We provide engineering from concept to final design and construction engineering. We were founded in 1946 in Omaha, Nebraska, and now have offices in Omaha, and Lincoln, Nebraska; Des Moines, Iowa; Yankton, South Dakota; and Ellsworth, Cheney, Garden City, Hays, and Salina, Kansas.

We employ results-oriented professionals who are committed to providing quality, responsive, and professional services. Kirkham Michael is focused on our clients success and strives to exceed expectations with innovative and practical solutions.

EMPLOYEE OWNERSHIP

We are professionals and employee-owners. Our leadership and Kirkham Michael's entrepreneurial corporate culture fuels success for both our clients and individual employees. We continually invest in our people and their skills and technical abilities to maximize the value delivered to our clients. Our engineering expertise, clear communication, and commitment to our clients has been proven time and again on projects across the Midwest.

RECENT PROJECT HIGHLIGHTS

KDOT Seward County – Liberal US 54 Traffic Impact Study

This study included detailed analysis of existing traffic volumes, turning movements, pedestrian activity, and projected future conditions to support access changes along a five lane urban arterial. Conceptual design recommendations focused on access management, safety, and multimodal connectivity, providing experience directly applicable to downtown lane reconfiguration and pedestrian mobility enhancements.

Transportation Equity Assessment Program (TEAP) Study – Tucker Road (Kansas Avenue to US 83)

This study supported economic development objectives by evaluating traffic operations, access, and multimodal considerations along a key corridor, reinforcing the Consultant's understanding of local travel behavior and community goals.

KDOT Traffic Signal Design – Pancake Boulevard & Western Avenue (In Progress)

Ongoing coordination with KDOT and local stakeholders further enhances familiarity with regional traffic operations, design standards, and agency coordination processes.

LOCATIONS

URBANDALE, IOWA

4390 114th Street
 Urbandale, IA 50322
 515.270.0848
kirkham.com

Omaha, NE

Lincoln, NE

Yankton, SD

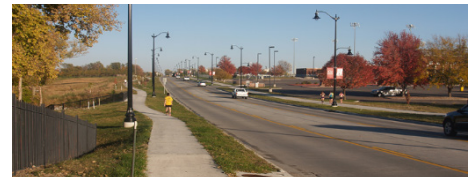
Ellsworth, KS

Cheney, KS

Garden City, KS

Hays, KS

Salina, KS



KEY PERSONNEL

CONFLUENCE will lead the team supported by Kirkham Michael.

Christopher Shires, AICP, is a Senior Principal and Vice President with Confluence and will be providing project oversight and attend all key meetings.

Aimee Nassif, AICP, is a Principal with Confluence and will lead the project as Principal-in-Charge and attending all key meetings. Chris and Aimee each have over 20 years of municipal planning experience, providing a deep understanding of how to develop actionable plans. **Jane Reasoner, AICP**, is an Associate with Confluence and will be leading the market conditions assessment and other key deliverables. Jane is highly skilled at data analysis and transforming that analysis into transformable strategies. **Abbey Eckberg, AICP**, is a Project Planner with Confluence and will be leading the existing conditions analysis, other key deliverables, and attending all key meetings. Abbey has unmatched passion and expertise in building community consensus and buy-in. Confluence will lead all public engagement, project management, and deliverables.

KIRKHAM MICHAEL will provide support for the project for roadway, traffic, and mobility evaluation and recommendations. **Greg Cabalka, P.E.**, is a Senior Engineer and Vice President with Kirkham Michael and will serve as the lead from his team. **CW Harper, P.E., P.T.O.E.**, will provide insight and local experience to the project from previously completed projects in Liberal.

CHRISTOPHER SHIRES will provide support for the project for roadway, traffic, and mobility evaluation and recommendations.

Abbey Eckberg, AICP, is a Project Planner with Confluence and will be leading the existing conditions analysis, other key deliverables, and attending all key meetings. Abbey has unmatched passion and expertise in building community consensus and buy-in. Confluence will lead all public engagement, project management, and deliverables.

KIRKHAM MICHAEL will provide support for the project for roadway, traffic, and mobility evaluation and recommendations.



SCARLETTE DISEKER, CITY MANAGER

PROJECT MANAGEMENT TEAM

STEERING COMMITTEE

STAKEHOLDERS

CHRISTOPHER SHIRES
CONFLUENCE
PRINCIPAL/VICE
PRESIDENT



AIMEE NASSIF
CONFLUENCE
PRINCIPAL



JANE REASONER
CONFLUENCE
ASSOCIATE



ABBIE ECKBERG
CONFLUENCE
PROJECT PLANNER



GREG CABALKA
KIRKHAM MICHAEL
SENIOR ENGINEER +
VICE PRESIDENT



CW HARPER
KIRKHAM MICHAEL
SENIOR TRAFFIC
ENGINEER



CHRISTOPHER SHIRES, AICP

PRINCIPAL + VICE PRESIDENT

PROFESSIONAL + CIVIC AFFILIATIONS

American Institute of Certified Planners (AICP) / Member / July 2001 to Present

American Planning Association, Iowa, Nebraska and Kansas Chapters / 2009 to Present

- Conference Planning Committee / March 2009 to Present
- Board Member / March 2014 to Present

PROJECTS WITH DOWNTOWN EXPERIENCE

South Ankeny Boulevard Revitalization Plan / Ankeny, Iowa

Grimes 2050 Comprehensive Plan / Grimes, Iowa

2035 Downtown Sioux Falls Master Plan Public Facilitation / Sioux Falls, South Dakota

Gardner Destination Downtown / Gardner, Kansas

Tomorrow Together / Mission, Kansas

South of Gray's Lake Master Plan / Des Moines, Iowa

Merriam Comprehensive Plan 2040 / Merriam, Kansas

Edgerton Comprehensive Land Use Plan / Edgerton, Kansas

Independence Comprehensive Plan / Independence, Kansas

Bondurant Comprehensive Plan / Bondurant, Iowa

City of Minot 2045 Comprehensive Plan / Minot, North Dakota

Belton Comprehensive Plan / Belton, Missouri

Grain Valley 2040 Comprehensive Plan / Grain Valley, Missouri

Paola Comprehensive Plan Update / Paola, Kansas

Tea Comprehensive Planning / Tea, South Dakota

Winterset Comprehensive Plan + Parks Master Plan / Winterset, Iowa

Pleasant Hill Comprehensive Plan / Pleasant Hill, Iowa

OTHER NOTABLE PROJECT EXPERIENCE

Lansing Comprehensive Plan Update / Lansing, Kansas

Roeland Park: Moving Forward 2040 / Roeland Park, Kansas

Ashland Comprehensive Plan / Ashland, Nebraska

Carlisle Comprehensive Plan / Carlisle, Iowa

Ankeny Parks + Facilities Comprehensive Plan Update / Ankeny, Iowa

2016 Comprehensive City Plan Update / Warrensburg, Missouri

The Ankeny Plan 2040 Comprehensive Plan / Ankeny, Iowa

Crete Comprehensive Plan / Crete, Nebraska

Kalona Comprehensive Plan / Kalona, Iowa

Norwalk 2040 Comprehensive Plan / Norwalk, Iowa

Story County Comprehensive Plan / Story County, Iowa



Chris brings years of city and county planning experience to the team, both in the public and private sector. He is skilled in preparing comprehensive plans, land use plans, corridor and redevelopment plans as well as drafting zoning and subdivision regulations, city codes and policies, and design guidelines.

PROFESSIONAL EXPERIENCE

30 years of Experience

11 years with Confluence

EDUCATION

Iowa State University, BS,
Community and Regional
Planning / 1995

PROFESSIONAL REGISTRATIONS

American Institute of Certified
Planners: #016692

AIMEE NASSIF, AICP

PRINCIPAL

PROFESSIONAL + CIVIC AFFILIATIONS

- American Institute of Certified Planners (AICP)** / Member / 2008 to Present
- American Planning Association (APA)** / Missouri, Kansas, and Kansas City Chapters
- Urban Land Institute (ULI)** / Member / 2009-2014 & 2023-Present
- Engaging Local Government Leaders (ELGL)** / Member / 2024- Present
- MO Women Leading Government** / Member / 2024- Present
- Missouri Municipal League** / Member / 2025 - Present
- International City/ County Management Association (ICMA)** / Member / 2024-Present

PROJECTS WITH DOWNTOWN EXPERIENCE

- Downtown Active Transportation Plan / Olathe, Kansas***
- Envision Olathe Downtown Plan Update / Olathe, Kansas***
- Downtown Olathe Redevelopment- Johnson County Courthouse and County Square / Olathe, Kansas and Chesterfield, Missouri***
- Downtown Chesterfield Form Based Code / Chesterfield, Missouri***
- Downtown Lee’s Summit Green Street Market Development / Lee’s Summit, Missouri***

OTHER NOTABLE PROJECT EXPERIENCE

- Annual Ignite! Comprehensive Plan Updates / Lee’s Summit, Missouri*
- Planning Commission Training and Joint Training with City Council / Olathe, Kansas*
- Olathe 2040 Strategic Plan / Olathe, Kansas*
- Communities For All Ages Plan / Olathe, Kansas*
- Zoning and Development Criteria code updates/ Olathe, Kansas*
- 1-35/Santa Fe Corridor Study / Olathe, Kansas*
- Healthy Neighborhoods Initiative Program/ Olathe, Kansas*
- Comprehensive Plan Update / Chesterfield, Missouri*
- Chesterfield’s first Unified Development Ordinance / Chesterfield, Missouri*
- Zoning and Development Criteria code updates / Chesterfield, Missouri*
- Planning Commissioner Training / Chesterfield, Missouri*
- Scherer Road Alignment Study / Lee’s Summit, Missouri*
- Housing Initiatives, Data, and Reporting / Lee’s Summit, Missouri*
- Zoning and Development Criteria updates / Lee’s Summit, Missouri*
- Development Services Department’s Strategic Plan / Lee’s Summit, Missouri*
- Communities For All Ages Plan / Lee’s Summit, Missouri*
- Johnson County Regional Community Housing Study / Johnson County, Kansas*
- Johnson County Housing For All Toolkit / Johnson County, Kansas*

* Work performed prior to starting with Confluence



Aimee Nassif previously served as Deputy Director of Development Services for the City of Lee’s Summit, where she led planning, development engineering, and strategic initiatives including the housing efforts and zoning and land use updates. With 28 years in public service and extensive leadership experience in Olathe and Chesterfield, she is an AICP-certified planner, active in professional organizations, and passionate about community development.

PROFESSIONAL EXPERIENCE

23 years of Experience
~1 years with Confluence

EDUCATION

University of Missouri-St. Louis/
Master of Arts, Political Science
with Public Policy Administration
emphasis / January 2003

PROFESSIONAL REGISTRATIONS

American Institute of Certified
Planners: #022733

JANE REASONER, AICP

ASSOCIATE

PROFESSIONAL + CIVIC AFFILIATIONS

American Institute of Certified Planners (AICP) / Member

American Planning Association / Member

PROJECTS WITH DOWNTOWN EXPERIENCE

South Ankeny Boulevard Revitalization Plan / Ankeny, Iowa

2035 Downtown Sioux Falls Master Plan Public Facilitation / Sioux Falls, South Dakota

Grimes 2050 Comprehensive Plan / Grimes, Iowa

South of Gray's Lake Master Plan / Des Moines, Iowa

Merriam Comprehensive Plan 2040 / Merriam, Kansas

Independence Comprehensive Plan / Independence, Kansas

Building Bondurant Comprehensive Plan / Bondurant, Iowa

City of Minot 2045 Comprehensive Plan / Minot, North Dakota

Belton 2050 Comprehensive Plan / Belton, Missouri

Tea Comprehensive Planning / Tea, South Dakota

Winterset Comprehensive Plan + Parks Master Plan / Winterset, Iowa

Pleasant Hill Comprehensive Plan / Pleasant Hill, Iowa

OTHER NOTABLE PROJECT EXPERIENCE

Ashland Comprehensive Plan / Ashland, Nebraska

Paola Comprehensive Plan Update / Paola, Kansas

Carlisle Comprehensive Plan / Carlisle, Iowa

The Ankeny Plan 2040 Comprehensive Plan / Ankeny, Iowa

Crete Comprehensive Plan / Crete, Nebraska

Newton Comprehensive Plan / Newton, Iowa

Kalona Comprehensive Plan / Kalona, Iowa

Iowa City Comprehensive Plan Update / Iowa City, Iowa

Norwalk 2040 Comprehensive Plan / Norwalk, Iowa

Polk County Comprehensive Plan / Des Moines, Iowa

Webster County Comprehensive Plan Update / Fort Dodge, Iowa

Van Meter Comprehensive Plan Update / Van Meter, Iowa

Warren County Comprehensive Plan / Indianola, Iowa

Tea Comprehensive Plan Update / Tea, South Dakota

Pella Comprehensive Plan & Zoning Code Update / Pella, Iowa

Ankeny Parks + Facilities Comprehensive Plan Update / Ankeny, Iowa



Jane brings an interest in the environment and sustainability to every project. She has worked on many comprehensive plans across the Midwest designing interactive engagement strategies and providing population, environmental, parks and economic analyses.

PROFESSIONAL EXPERIENCE

11 years of Experience

10 years with Confluence

EDUCATION

Georgia Institute of Technology, MA, City and Regional Planning / 2016

University of South Dakota, BA, Political Science and Government / 2012

PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners: #31893

ABBEY ECKBERG, AICP PROJECT PLANNER

PROFESSIONAL + CIVIC AFFILIATIONS

American Institute of Certified Planners (AICP) - Member

American Planning Association - Member

PROJECTS WITH DOWNTOWN EXPERIENCE

South Ankeny Boulevard Revitalization Plan / Ankeny, Iowa

Lincoln Trail Great Streets Plan / Fairview Heights, Illinois

Grimes 2050 Comprehensive Plan / Grimes, Iowa

2035 Downtown Sioux Falls Master Plan Public Facilitation / Sioux Falls, South Dakota

Independence Community Development Plan / Independence, Kansas

Tomorrow Together / Mission, Kansas

Building Bondurant Comprehensive Plan / Bondurant, Iowa

City of Minot 2045 Comprehensive Plan / Minot, North Dakota

Pleasant Hill 2050 Comprehensive Plan / Pleasant Hill, Iowa

Winterset Comprehensive Plan + Parks Master Plan / Winterset, Iowa

South of Gray's Lake Master Plan / Des Moines, Iowa

Belton 2050 Comprehensive Plan / Belton, Missouri

OTHER NOTABLE PROJECT EXPERIENCE

Envision Edgerton Comprehensive Land Use Plan / Edgerton, Kansas

Paola Comprehensive Plan / Paola, Kansas

Adams County + City of Corning Comprehensive Plan / Adams County, Iowa

Crete Comprehensive Plan / Crete, Nebraska

Pella Comprehensive Plan & Zoning Code Update / Pella, Iowa

Polk County Comprehensive Plan / Des Moines, Iowa

Iowa City Comprehensive Plan Update / Iowa City, Iowa

Sioux Falls Comprehensive Development Plan Update / Sioux Falls, South Dakota

Springfield, NE, Comprehensive Plan / Springfield, Nebraska

Warren County Comprehensive Plan / Indianola, Iowa

Independence Zoning Code Update / Independence, Kansas

The Crossings Corridor Master Plan / Gretna, Nebraska

VA District Master Plan / Knoxville, Iowa

Falls Park Master Plan / Sioux Falls, South Dakota

Waukee Neighborhood Master Plan & Design Guidelines / Waukee, Iowa

University Avenue Redevelopment Plan / West Des Moines, Iowa

Village of Loch Lloyd Master Plan / Village of Loch Lloyd, Missouri

Village of Loch Lloyd On-Call Planning Services / Village of Loch Lloyd, Missouri



Abbey's passion for planning stems from the desire to create communities for all to enjoy through interactive plan making and design.

PROFESSIONAL EXPERIENCE

5 years of Experience

5 years with Confluence

EDUCATION

Kansas State University, MA,
Regional and Community Planning
/ 2021

PROFESSIONAL REGISTRATIONS

American Institute of Certified
Planners: #34834



GREG CABALKA, P.E.

SENIOR ENGINEER + VICE PRESIDENT

Greg is a senior engineer with over 16 years' experience in civil engineering. His design expertise includes urban and rural roadways, water, sanitary, and storm sewer infrastructure projects. Greg has overseen and been involved with all project phases. Greg has provided design and construction administration for several municipal clients and he draws upon this extensive field experience and strong background in design standards to provide his clients with quality designs and final products.

CURRENT + NOTABLE PROJECT EXPERIENCE

Pella Comprehensive Plan / Pella, Iowa
 Bondurant Comprehensive Plan / Bondurant, Iowa
 Grimes 2050 Comprehensive Plan / Grimes, Iowa
 Fehrman Property Site Plan 39th and Ingersoll / Des Moines, Iowa
 United Soccer League Site Design / Des Moines, Iowa
 University Ave Corridor Study / West Des Moines, Iowa
 R&R Realty Highland Pointe Plat 3 Site Plan / Urbandale, Iowa
 R&R Realty Prairie Tower Plat 3 Site Plan / Urbandale, Iowa
 University Avenue Corridor Redevelopment Plan / West Des Moines, Iowa

EDUCATION

Iowa State University: Bachelor of Science, Civil Engineering / 2008

PROFESSIONAL REGISTRATIONS

Professional Engineer:

- Iowa, 2013 (No. 21393)
- Nebraska, 2015 (No. E15559)

C.W. HARPER, P.E., P.T.O.E.

SENIOR TRAFFIC ENGINEER

C.W. is a Professional Traffic Operations Engineer and provides the technical expertise to evaluate current and future traffic conditions, identify safety concerns, and develop data-driven solutions. Leveraging over 20 years of experience in traffic engineering and transportation planning, he will lead the traffic analysis, intersection configuration assessments, and safety evaluations using tools such as Synchro, VISTRO, and VISSIM. C.W. will ensure that all recommendations are grounded in sound engineering principles and aligned with MUTCD, HCM, and AASHTO standards. His role is critical in delivering innovative, context-sensitive designs that enhance mobility, improve safety, and support the long-term transportation goals of the region.

CURRENT + NOTABLE PROJECT EXPERIENCE

Millennium Estates Traffic Impact Study / Kearney, Nebraska
 Northwest Industrial Park Traffic Impact Study / Garden City, Kansas
 Colby Star Bond Event and Entertainment Development / Colby, Kansas,
 Traffic Impact Study at US-56, K25, and K-51 / Hugoton, Kansas
 Hilmar Chees Facility Traffic Impact Study
 Jennie Barker Housing Traffic Impact Study
 Randall Estates Traffic Impact Study
 Prairie View Elementary and Seymour Rogers Middle School / Liberal, Kansas.



EDUCATION

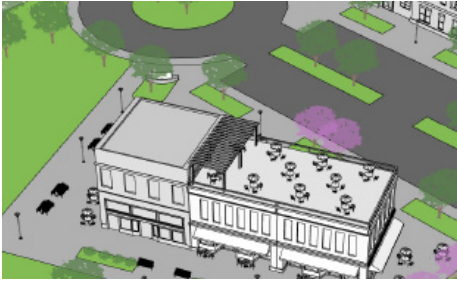
Kansas State University: Bachelor of Science, Civil Engineering & Mechanical Engineer / 2000

PROFESSIONAL REGISTRATIONS

Professional Engineer
 • Kansas, No. 18360
 Professional Traffic Operations Engineer
 • No. 4537

REFERENCES

Below are references for three similar projects completed by our team in the last three years. References include the project name, description of services provided, contact person's name, agency, address, and phone number.

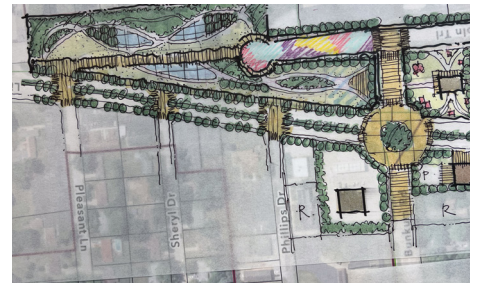
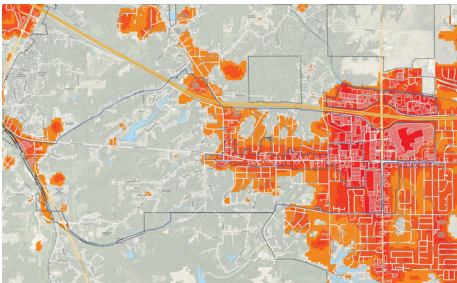


 **Total Site Visits:**
**Over 7,000 from
2,800 visitors**

 **Total Contributions**
**1,020 contributions
from 693 people**



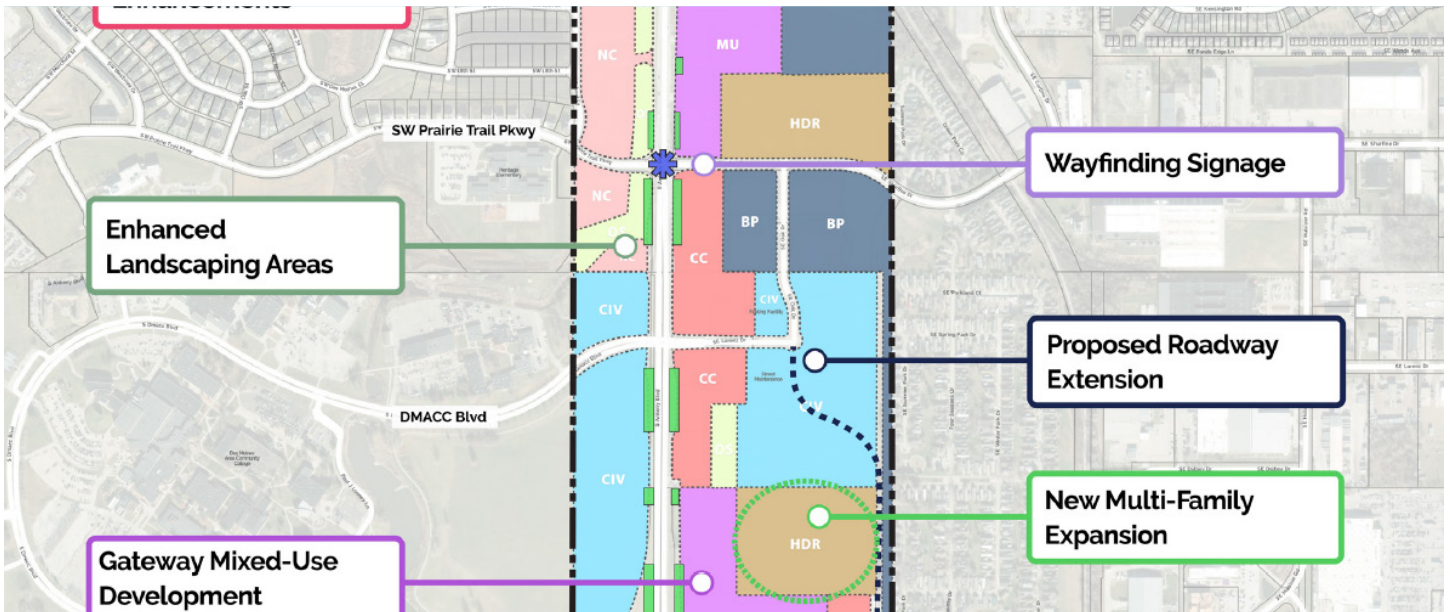
DEREK LORD | ANKENY, IOWA
Economic Development Director
City of Ankeny, Iowa
515.965.6430 / dlord@ankenyiowa.gov



DALLAS ALLEY | FAIRVIEW HEIGHTS, ILLINOIS
Director of Land Use and Economic Development
City of Fairview Heights, Illinois
618.489.2060 / alley@cofh.org



ALEX PFALTZGRAFF | GRIMES, IOWA
Assistant City Manager,
Development Services Director
City of Grimes, Iowa
515.986.4050 / apfaltzgraff@grimesiowa.gov



SOUTH ANKENY BOULEVARD REVITALIZATION PLAN

Strategic opportunities for improvement and a new land use plan were created for an aging but strategic retail corridor in a fast-growing, affluent suburb of Des Moines, Iowa.

The South Ankeny Boulevard is an important north-south arterial in bustling Ankeny, Iowa. While the corridor has many strengths, the City recognized that a revitalization plan would improve the long-term economic health of the area. Confluence led a team that evaluated existing conditions as well as facilitated engagement with key stakeholders. CoStar and Placer.ai data was used to create a holistic understanding of local commercial properties and the trade area. Results revealed the corridor serves a unique role in the region with key opportunities for improvement.

The revitalization plan included a proposed Future Land Use Plan for the corridor, new street cross sections to improve mobility, and a set of strategic opportunities relating to new development, facade improvements, roadway extension, streetscape enhancements, affordable housing preservation, public art, and trail-centric mixed-use development potential developments.

The plan can be viewed here: <https://online.fliphtml5.com/udkk/lygay/>

PROJECT DETAILS

Location

Ankeny, Iowa

Client

City of Ankeny

Size

76,207 (2024)

Contact

Derek Lord, Economic Development Director / City of Ankeny 515.965.6430 / dlord@ankenyiowa.gov



Total Site Visits:
 **Over 7,000 from 2,800 visitors**

Total Contributions:
 **1,020 contributions from 693 people**





LINCOLN TRAIL GREAT STREETS PLAN

Following the principles of the Great Streets Initiative, Confluence is currently leading a team to reimagine the future of the Lincoln Trail Corridor into an economically vibrant and accessible local hub for the community.

Confluence, along with a dynamic multi-discipline team, is working in partnership with the City of Fairview Heights and East-West Gateway. During this project, we have engaged with a series of stakeholders throughout the planning process. The formation of a Community Advisory Group, Technical Advisory Group, virtual and in-person stakeholder interviews, and an online interactive engagement website have supported the project to ensure that we are creating a community-supported vision for the Lincoln Trail Corridor.

Lincoln Trail has evolved over time in its appearance and function, and it is time to reimagine what could be. This project's primary goal is to develop a consistent and comprehensive economic development strategy, land use plan, and urban design approach. Collaborative efforts with the team and community will result in the creation of a redevelopment plan that can be used both as a guide for future growth and implementation, and also as a marketing tool to promote this corridor to the public and potential investment partners.

View the plan here: <http://books.thinkconfluence.com/books/udmb/>

PROJECT DETAIL

Location

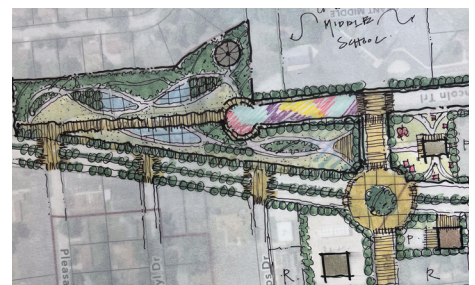
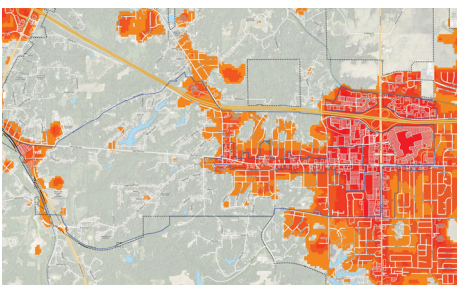
Fairview Heights, Illinois

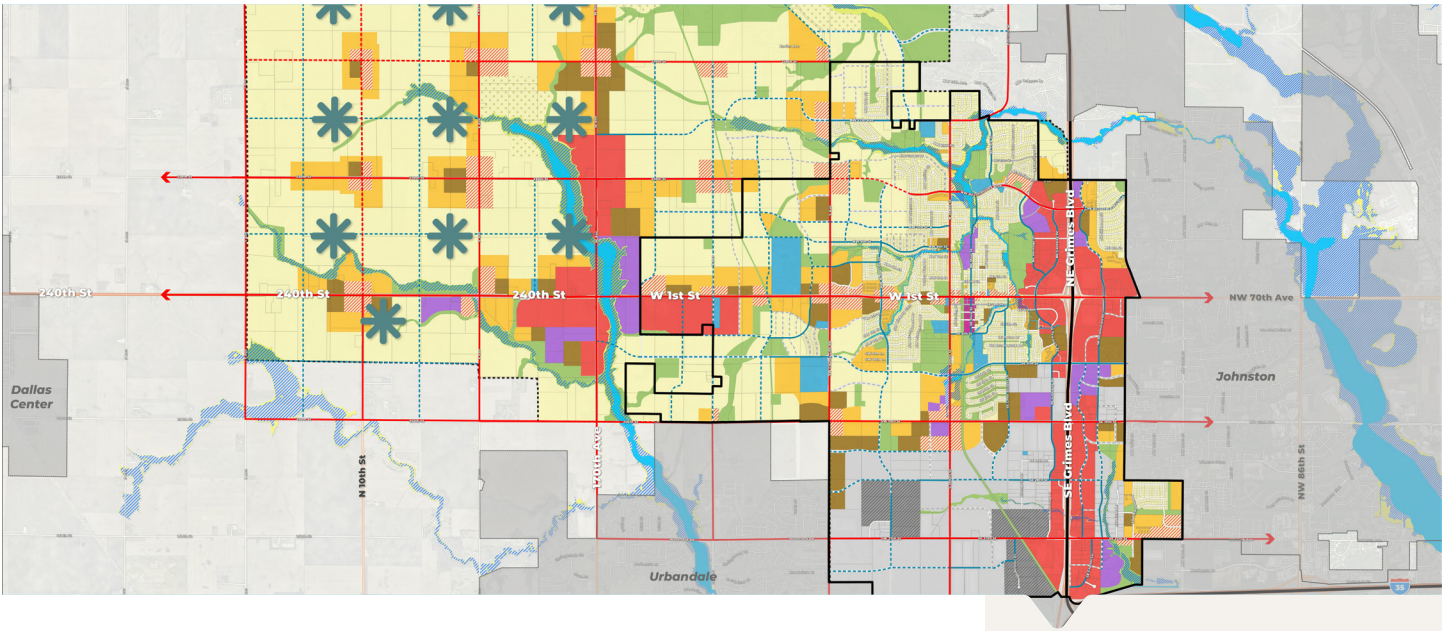
Client

City of Fairview Heights +
East-West Gateway

CONTACT

Dallas Alley
Director of Land Use and Economic
Development
City of Fairview Heights
alley@cofh.org
618.489.2060





GRIMES 2050 COMPREHENSIVE PLAN

Confluence led a team with Kirkham Michael to produce a long-range comprehensive plan for the City of Grimes.

Grimes is a growing community in the Des Moines Metro Area. This once rural community is experiencing steady and strong economic development and needed an updated comprehensive plan to guide growth and community initiatives over the next twenty-five years. Recommendations in the Plan range from detailed sub-area plans for strategic investments in key areas of the planning boundary to continued best practices and policies to maintain a high-level quality of life. The Plan logo created as part of the branding and marketing package ultimately evolved into the City's new city logo and branding, showcasing consistency in messaging and identity from the City and Grimes 2050 Comprehensive Plan.

In addition to the Grimes 2050 Comprehensive Plan, a Retail Demand and Market Study is being completed as an add-service, utilizing market analysis tools and programs to identify current activity hubs and propose industries or services to fill the gaps in the market.

PROJECT DETAILS

Location

Grimes, Iowa

Client

City of Grimes

Contact

Alex Pfaltzgraff
 Assistant City Manager,
 Development Services Director
 City of Grimes, Iowa
 515.986.4050
 apfaltzgraff@grimesiowa.gov





GARDNER DESTINATION DOWNTOWN

The City undertook a placemaking and mobility enhancement project to advance the work completed during the Gardner Main Street Corridor Plan in 2018.

As part of our conversations with the Johnson County Fairgrounds, there was an appetite to study the opportunity to expand and potentially re-locating the farmers market. Directly behind City Hall, the Gardner Public Market would utilize a permanent overhead structure to increase attendance and ensure its long-term success. Located along the axis of the rear door of City Hall, the structure will anchor a larger plaza space intended to be used for community events of all sizes. While the market and events are not occurring, this area will satisfy the parking needs of City Hall and other nearby businesses. Sustainability and best management practices for stormwater management were important to the City and community. The concept incorporates stormwater infrastructure around this plaza space so that it positively contributes to Gardner’s environmental sustainability goals. Confluence developed funding strategies and conducted project phasing exercises for that next step in the overall process. Conversations with The City of Gardner continue as they evaluate new businesses, land opportunities and available funding sources.

PROJECT DETAIL

Location

Gardner, Kansas

Client

Mid-America Regional Council

Size

~40 acres

Contact

Knopick, David
 Community Development Director
 913.856.0919
dknopick@gardnerkansas.gov





HORIZON 2035 DOWNTOWN SIOUX FALLS MASTER PLAN

Confluence was hired by the City of Sioux Falls, South Dakota to lead the public input and engagement process to guide the update to their Downtown Plan.

Confluence led the public engagement portion of this planning effort to actively solicit community input to evaluate Downtown Sioux Falls' existing conditions and opportunities for the future. There were a number of creative marketing solutions and engagement activities utilized throughout the engagement phase. Confluence took the lead on marketing packages, creating postcards, flyers, QR code handouts and sidewalk stickers, and social media graphics to spread the word on the engagement opportunities. Large, durable sidewalk stickers were placed throughout the Downtown, inviting residents and tourists to visit the interactive engagement website to share their thoughts and ideas on what they liked, what they wished Downtown had, and opportunities to consider. The interactive engagement website received a lot of attention, with well over 9,000 site visits and 500 comments.

The Public Workshop Series included presentations with thorough data analysis to inform discussions, maps for charrettes and brainstorming solutions, and dot voting to provide guidance on priorities for improvements. Results from the workshops were presented to the Steering Committee and Staff. These results were also summarized in a Public Input Summary Report that later helped guide the final recommendations identified in the Plan. Following the draft writing phase, Confluence assisted with coordinating and setting up the Public Open House Series to share the Plan with the community and gather feedback on the recommendations. Jar voting helped Staff confirm priority levels for the strategies identified in the final Plan to move forward with.

Click this link to view the Sioux Falls Public Engagement Summary:
<https://online.fliphtml5.com/udkk/qnlb/#p=1>

PROJECT DETAIL

Location

Sioux Falls, South Dakota

Client

City of Sioux Falls, South Dakota

Size

81.19 sq miles

Population

202,078 (2022)



PUBLIC WORKSHOP FOR THE DOWNTOWN 2035 PLAN

Where:
Downtown Library
200 N. Dakota Avenue

When:
Thurs. May 19th
Pick the session that works best for you!
Session 1: 4:00-5:30 PM
Session 2: 6:00-7:30 PM

Scan this QR code to view the Downtown 2035 Plan project website and provide input on what you think should be included as we plan for the future of Downtown Sioux Falls.

2035

DOWNTOWN PLAN

STEERING COMMITTEE

Our team endorses the use of a Steering Committee to provide input and guidance throughout the planning process. We have a history of successful collaboration and facilitation with these types of committees in communities across the country, and we look forward to engaging these appointed representatives and volunteers in helping to move this planning effort forward with momentum, energy, and purpose. Our hope is that these committee members can become project champions that help lead the implementation of the Plan long-term.

STAKEHOLDER INTERVIEWS + FOCUS GROUPS

One-on-one and small group interviews provide some of the most valuable input to our planning projects. Stakeholders or focus groups can include property owners, business owners, civic organizations, and other related groups. We would collaborate with City Staff to create the list of individual interviews versus small group interviews to learn more about the opportunities and constraints facing Downtown Liberal.

PUBLIC VISIONING WORKSHOP

The Consultant Team will facilitate a structured, in-person Public Visioning Workshop during Phase 2 of the project. The intent is to identify key priorities and challenges facing Downtown Liberal today and continue conversations with residents. We will utilize a series of engagement activities including:

- Mapping activities
- Image voting
- Preference dot voting for priorities

These activities are consistent to what would be deployed to the interactive engagement website during Phase 2 as well to ensure consistency in questioning and messaging to all residents and stakeholders.

ONLINE ENGAGEMENT

We take great pride in our ability and skillset in digital engagement. Our goal is to make the process easy to understand, informative, and meaningful. Our interactive engagement websites use Social Pinpoint and can be designed to include mapping activities, idea boards, surveying, image voting and priority ranking. This tool allows us to reach residents or stakeholders that are not able to attend in-person meetings but would still like to participate and provide feedback.

Social Pinpoint is equipped with translation services that can account for ten different languages as desired. Our team would ensure this is highlighted throughout the process to ensure everyone in the community has access and consistent messaging in the materials.

STAFF EVENT TOOLKIT

Our team will create engagement activities and a how-to guide for public meetings that can be used by City staff to attend additional community events throughout the planning period. We would provide all of the engagement material and provide handouts to help guide facilitation. This allows even more diverse groups to be heard in a comfortable setting.

VIEW SOME OF OUR RECENT ENGAGEMENT WEBSITES!



[Iowa City Comprehensive Plan Update](#)



[Grimes 2050 Comprehensive Plan](#)



[Lincoln Trail Great Streets Plan](#)





PHASE 1: INITIAL ASSESSMENT AND DATA COLLECTION

1.0 REVIEW PREVIOUS PLANS AND STUDIES

Our team will review the Launch Liberal 2050 Comprehensive Plan and other relevant plans or studies that would provide helpful context to past work by the City of Liberal. City Staff will assist the consultant team in identifying and delivering these documents prior to any analysis or assessment work.

1.1 PRE-KICK-OFF MEETING WITH CITY STAFF

VIRTUAL MEETING

The Consultant Team will hold a meeting with City staff to review the project scope and meeting dates, discuss needed datasets and information, and prepare for the Project Kick-Off Meeting. We will also discuss and finalize plans for the Public Outreach Plan. The Public Outreach Plan will include a contact list for the Steering Committee, local businessowners and other relevant stakeholders, identification of the events and engagement opportunities, and other related task items.

1.2 PROJECT BRANDING

The Consultant Team will collaborate with City Staff to develop a logo and document style guide to brand this project and Plan. The branding will include a color scheme and font selection, as well as a thoughtful name and graphic logo. Our team has had success in linking project logos and branding to the City's branding package. This branding will be used on all material relating to the marketing and distribution of the planning effort.

1.3 EXISTING CONDITIONS ASSESSMENTS

Task items in 1.3 will examine the land, market, and traffic conditions of Downtown Liberal. The **Land Use Assessment** will explore and consider the existing land use composition, density patterns, inventory of parking, existing streetscaping and placemaking elements, and other related items. These findings will help our team understand the framework of the Downtown, opportunities to build upon, and constraints for design consideration and improvements. The **Market Conditions Assessment** will leverage software and programs, such as CoStar, Esri Business Analyst, and Placer.ai to evaluate how current businesses and properties are performing, perform peer comparisons, and identify market gaps and surpluses to expand upon. The final assessment will be the **Traffic Assessment and Mobility Analysis**. The Consultant will coordinate with the City and key Downtown business stakeholders to evaluate existing downtown conditions related to parking, pedestrian activity, and traffic operations along Kansas Avenue and adjacent corridors. This effort will focus on understanding current versus preferred parking and pedestrian movements, including how proximity to destinations, pedestrian comfort, visibility, and perceived safety influence downtown access and activity. Traffic volumes, turning movements, and general operational characteristics will also be reviewed to understand how existing lane configurations affect circulation and multimodal interactions. The findings will provide a practical, data informed basis for identifying opportunities to adjust parking, pedestrian space, and right of way allocation in a manner that supports downtown mobility and economic vitality, without undertaking a detailed engineering level parking analysis.

1.4 PRESENTATION OF FINDINGS TO CITY STAFF AND STEERING COMMITTEE

IN-PERSON MEETING

Our team will facilitate an in-person meeting with City Staff and the Steering Committee to present a summary of our team's analysis and assessment findings of previous plans, existing conditions, and anticipated trends including:

- A preliminary assessment of issues and opportunities;
- Community profile with population, housing, employment, and economic analysis;
- Existing Land Uses and Zoning Code analysis; and
- A preliminary transportation and infrastructure assessment.

PHASE 1 DELIVERABLES + MILESTONES:

- Completion of land use, market, transportation and mobility assessments.
- Presentation of findings and project overview to City Staff and Steering Committee.

PHASE 2: STAKEHOLDER + COMMUNITY ENGAGEMENT

2.0 INTERACTIVE ENGAGEMENT WEBSITE LAUNCH

At the start of Phase 2, the Consultant Team will launch the Social Pinpoint project website to facilitate online engagement. We would anticipate using a mapping activity, as well as an interactive idea board to help capture input on the site. This same site will host surveys and image voting and will be updated as part of Phase 3 to reveal the draft plans and seek public input. This website will be closed after the conclusion of this project. Example websites are highlighted on page 15.

2.1 STAKEHOLDER INTERVIEWS

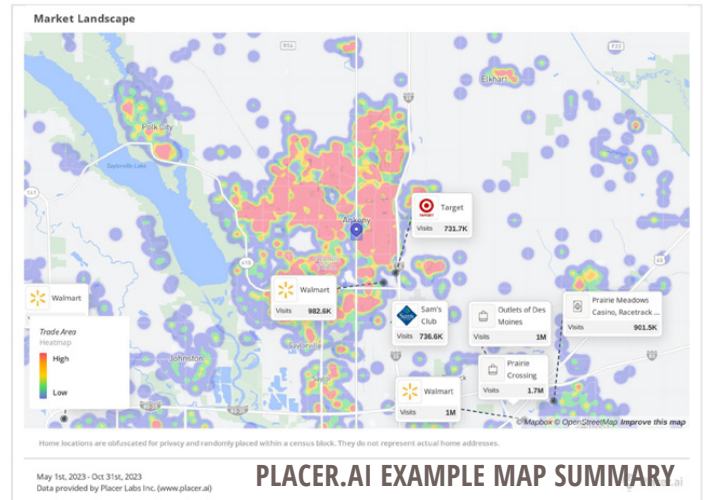
VIRTUAL INTERVIEWS

Our team will conduct key stakeholder interviews with residents, businessowners, and other identified participants. This list of interviewees will be developed with City Staff and the Steering Committee to ensure we are engaging all the necessary participants. These one-on-one interviews can be especially useful in creating relationships and building support for projects.

2.2 CITY STAFF ROUND TABLE

IN-PERSON FOCUS GROUP

We will host a round table discussion with City Staff and other participants as desired by Staff (such as the Chamber of Commerce, Seward County representatives, and others) to have a discussion of the opportunities, challenges, and vision for Downtown Liberal. This could include considerations for local buy-in, funding, zoning code challenges, potential activations and events, and other related items.



2.3 BUSINESSOWNER ROUND TABLE

IN-PERSON FOCUS GROUP

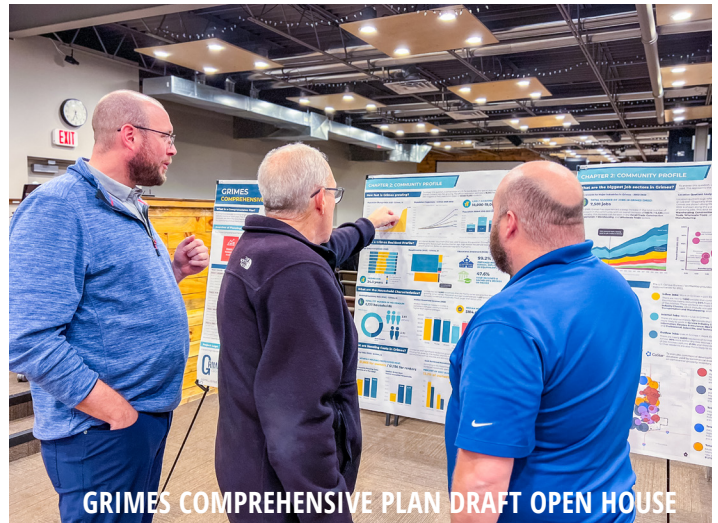
It is important to host a small group meeting with the local businessowners to hear from them of the current challenges of owning or operating a business in Liberal, barriers related to the physical characteristics of Downtown, and what their visions are for the future of Downtown Liberal. Our team will work with City Staff to identify contact information for each of these businesses and ensure they have an opportunity to provide input during this process.

OPTIONAL ADD-ON

Pop-Up Event Booths: Our team can set up 2-3 Pop-up Events at already scheduled community events. Depending on the time of year, this could include any Downtown-specific events or parades or community-wide events. These pop-up events can be used to advertise the planning process and collect additional input. Engagement activities would include an abbreviated set of engagement boards from the Public Visioning Workshop but maintain consistent messaging and branding.

PHASE 2 DELIVERABLES + MILESTONES:

- Interactive engagement development and launch with a variety of engagement activities.
- Completion of stakeholder interviews.
- Hosting small-group discussions with City Staff and Downtown businessowners in a round table format to identify current opportunities and constraints and discuss strategies for the future.



GRIMES COMPREHENSIVE PLAN DRAFT OPEN HOUSE



IOWA CITY SUB-AREA CHARETTE



PELLA COMPREHENSIVE PLAN ENGAGEMENT POP-UP



PUBLIC WORKSHOP PRESENTATION

PHASE 3: CONCEPT DEVELOPMENT + VISUALIZATION

3.0 DRAFT CONCEPT PLAN RENDERINGS (2D VISUALIZATION)

Following the public input phase of the project, we will transition into drafting and design of potential concepts for Downtown Liberal both for land redevelopment and streetscaping strategies, as well as traffic and mobility alternatives.

Based upon our findings of the corridor assessments, the vision established by the community, and input received from key stakeholders, we will develop conceptual ideas for corridor revitalization and redevelopment. Ideas will consider opportunities both for land development and streetscaping strategies, as well as traffic and mobility alternatives.

We will generate 2 to 3 conceptual 2D master plans for evaluation by City Staff and Steering Committee. We will prepare a series of Downtown redevelopment concepts that reimagine Downtown Liberal. Concepts will illustrate ideas related to:

- Land Use Concept Development
- Redevelopment Opportunity Sites
- Roadway Concept Development
- Public Realm and Corridor Identity

The concepts will investigate future redevelopment/ revitalization opportunities, environmental and economic considerations, and urban design treatments that provide an aesthetic character that is unique and authentic to the area with timeless design features that are lasting and durable.

Our team has already begun work and inquiry into potential roadway alternatives to consider for Downtown Liberal based on previous work completed in the community. As part of the Roadway Concept Development element, the Consultant will develop conceptual design alternatives focused on improving downtown mobility while maintaining efficient traffic operations. Two initial options present themselves worthy of discussion:

One Way Pair Alternative

One conceptual option will evaluate implementing a one way street pair utilizing Kansas Avenue in combination with Washington Avenue or Lincoln Avenue for a defined segment of downtown. This alternative would separate northbound and southbound traffic movements while maintaining the existing two travel lanes per direction. Doing so would open additional right of way along Kansas Avenue to implement on street angled parking, expanded sidewalks, and enhanced pedestrian areas designed to encourage activity and improve the downtown user experience.

The Consultant will evaluate traffic operations, access, wayfinding, and circulation impacts associated with a one way pair, as well

as potential changes in traffic patterns on adjacent streets. Recognizing that one way conversions can introduce operational changes and may be met with public resistance, this concept will be carefully assessed for feasibility, clarity, and community acceptance.

Road Diet Alternative

A second alternative will evaluate a Road Diet configuration on Kansas Avenue, reducing the corridor from two travel lanes in each direction to one lane in each direction. With current traffic volumes just under 10,000 vehicles per day, Kansas Avenue represents a strong candidate for this treatment. The Road Diet concept would reallocate remaining right of way to support angled parking, a center turn lane or delivery parking lane, and improved pedestrian accommodations.

This alternative will emphasize the safety and mobility benefits of Road Diets, including reduced vehicle speeds, fewer conflict points, and improved pedestrian crossing conditions. The Consultant will analyze how this configuration performs under existing and projected traffic volumes, demonstrating how the corridor can function efficiently while providing a more walkable and inviting downtown environment.

Each conceptual alternative will be supported by traffic analysis using existing and projected traffic volumes. Concept level operational evaluations will examine intersection performance, queuing, circulation, and access impacts to ensure that proposed lane reconfigurations meet mobility needs for all users. Where appropriate, projected growth and future conditions will be considered to demonstrate the long term viability of each concept.

3.1 DRAFT CONCEPT PLAN OPEN HOUSE

IN-PERSON EVENT

Following approval and confirmation to present these draft concepts to the public, our team will host a Draft Concept Open House to present these initial concepts for feedback and input. It is important to ensure the public is engaged in this phase to continue to keep open lines of communication, build buy-in and excitement for the future, and identify any additional improvements or amendments to the concepts before final concept plan renders and 3D visualizations are completed.

Our team will present the concepts at the Open House that is to be held over an afternoon and evening utilizing story boards, precedent imagery, and other supporting illustrations to explain the various concept components.

These draft concepts will also be added to the interactive engagement website the same day as the Open House to expand opportunities to provide input. Utilizing Social Pinpoint, we are able to add the 2D concepts as map overlays for people to add comment markers to and provide detailed feedback.

3.2 FINAL CONCEPT PLAN RENDERINGS AND 3D VISUALIZATIONS

Following the public comment period and final directives from City Staff, our team will refine the final concept plan and begin creating 3D visualizations to help residents, businesses, and potential developers understand the vision and intent of the proposed improvements. These 3D graphics have also proven helpful as marketing elements to garner interest from outside developers and obtain funding through grant resources.

Confluence's Digital Studio team is composed of 3D modeling and visualization specialists who have worked on a variety of projects across the country and internationally who have the expertise to bring your project forward-thinking digital solutions Final Plan drafting

3.3 FINAL PLAN DRAFTING AND REVIEW

VIRTUAL MEETINGS (2-3)

This plan will include a summary of the planning process, summary of findings and market analysis results, and will clearly articulate the planning ideas and recommendations that will guide the development and revitalization efforts for the corridor. The document will also incorporate community-specific planning recommendations, strategic recommendations for relevant public-private partnerships, and identification of potential funding sources for incentives and incremental capital improvements. The preferred Downtown Redevelopment Plan will form the basis upon which the team will develop final recommendations and implementation strategies to equip the City to successfully implement the plan.

3.4 IMPLEMENTATION STRATEGY

The resulting plan will include a well-defined implementation strategy that links back to the Launch Liberal 2035 Comprehensive Plan including short and long term initiatives, potential partnerships and funding mechanisms, and policy considerations to ensure that initial investments are used wisely and successfully build upon one another. Not only is our team experienced in leading planning efforts, but we have also assisted our clients through the implementation of their plans and visions. The final plan will include an implementation matrix identifying recommended action steps including prioritization, order of magnitude investment requirements, potential funding sources, and participating agencies or private partners. We understand that the most successful plans are structured to allow the user to respond to what the market tells you. Therefore, instead of defining an otherwise arbitrary short/mid/long-term timeline for implementation, we encourage our clients to identify similar or related projects that can be "bundled" and implemented together or in sequence. This allows agencies to be nimbler to thoughtfully react to development or funding opportunities that arise.

FOUNDATIONAL DOWNTOWN REDEVELOPMENT PLAN COMPONENTS

- Executive Summary
- Existing Conditions Assessment Summary
- Public Input Summary
- Discussion and Analysis of Redevelopment Sites
- Public Realm Recommendations
- Preferred Concept Plan + Supporting Visualizations
- Detailed Implementation Strategy



PHASE 3 DELIVERABLES + MILESTONES:

- Draft Concept Plans (2-3 2D visualizations).
- Draft Concept Plans Open House.
- Concept Plans are added to the interactive engagement website for review and comment.
- Final Concept Plan and 3D Renderings are developed by the Consultant Team.
- Full plan narrative and report is drafted and reviewed by Staff.
- Development of the Implementation Strategy.



LINCOLN TRAIL CONCEPT DEVELOPMENT WORKSHOP

PHASE 4: FINAL PLAN APPROVAL

4.0 FINAL PLAN APPROVAL

The Consultant Team will prepare a final draft of the Downtown Redevelopment Plan and submit it to City Staff for final review and approval.

4.1 FINAL PLAN JOINT WORKSHOP

IN-PERSON MEETING

The Consultant Team coordinate with City Staff to determine the appropriateness of a Joint Workshop with the Planning and Zoning Board, City Commission, Seward County Economic Development Board, and other applicable committees as requested by the City to present the final concept plan, supporting graphics, and plan recommendations.



LINCOLN TRAIL CHARETTE

PHASE 4 DELIVERABLES + MILESTONES:

- Final Plan Approval.
- Final Plan Joint Workshop.
- Delivery of final shapefiles, datasets, graphics, and final plan documents to the City of Liberal.



BELTON DOWNTOWN SUBAREA

PROPOSED TIMELINE

The Consultant is prepared to provide the professional services described herein immediately upon the City's notice to proceed. It is anticipated this project will take approximately 11-months to complete. A more definitive schedule for completion of activities can be established with the City at the outset of the project as requested.

LIBERAL DOWNTOWN REDEVELOPMENT PLAN											
PROJECT TIMELINE	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUNE 2026	JULY 2026	AUG 2026	SEPT 2026	OCT 2026	NOV 2026	DEC 2026
PHASE 1 - INITIAL ASSESSMENT + DATA COLLECTION											
REVIEW OF PREVIOUS PLANS AND STUDIES	●										
PRE-KICK-OFF MEETING WITH CITY STAFF	●										
PUBLIC OUTREACH PLAN + PROJECT BRANDING	●										
EXISTING CONDITIONS ASSESSMENTS	■										
PRESENTATION OF FINDINGS TO CITY STAFF AND STEERING COMMITTEE		●									
PHASE 2 - STAKEHOLDER + COMMUNITY ENGAGEMENT											
INTERACTIVE ENGAGEMENT WEBSITE LAUNCH			●								
STAKEHOLDER INTERVIEWS			■								
CITY STAFF ROUNDTABLE					●						
BUSINESSOWNER ROUNDTABLE					●						
OPTIONAL ADD-ON: POP-UP EVENTS			■								
PHASE 3 - CONCEPT DEVELOPMENT + VISUALIZATION											
DRAFT CONCEPT PLAN RENDERINGS (2D VISUALIZATION)						■					
DRAFT CONCEPT PLAN OPEN HOUSE								●			
FINAL CONCEPT PLAN RENDERINGS AND 3D VISUALIZATIONS								●			
FINAL PLAN DRAFTING AND REVIEW								■			
IMPLEMENTATION STRATEGY								■			
PHASE 4 - FINAL PLAN APPROVAL											
FINAL PLAN APPROVAL										●	
FINAL PLAN JOINT WORKSHOP											●



CONFLICT OF INTEREST STATEMENT

Our team does not have any conflicts of interest or potential conflicts of interest that would impact our work on the Liberal Downtown Redevelopment Plan.

OTHER PLANNING EXAMPLES

Below is a list of other completed planning projects that showcase our work and skillset for community engagement, traffic studies, downtown planning, streetscape plans, and more. .

Comprehensive Plans

- Merriam 2040 Comprehensive Plan / Merriam, Kansas
<http://books.thinkconfluence.com/books/hyti>
- Planning Paola Comprehensive Plan / Paola, Kansas
<http://books.thinkconfluence.com/books/zzqr>
- Parkville 2050 Master Plan / Parkville, Missouri
<http://books.thinkconfluence.com/books/jqtq>
- Roeland Park Comprehensive Plan / Roeland Park, Kansas
<http://books.thinkconfluence.com/books/ohvq>
- Crete Comprehensive Plan / Crete, Nebraska
<http://books.thinkconfluence.com/books/pyxu>
- Grain Valley Comprehensive Plan / Grain Valley, Missouri
<http://books.thinkconfluence.com/books/fuqh>
- Belton 2050 Comprehensive Plan / Belton, Missouri
<http://books.thinkconfluence.com/books/qxhe/>

Other Planning Work

- South of Gray's Lake Master Plan / Des Moines, Iowa
<http://books.thinkconfluence.com/books/iocz>
- Knoxville Housing Study + Needs Assessment / Knoxville, Iowa
<http://books.thinkconfluence.com/books/fhcs>
- 2035 Downtown Sioux Falls Public Engagement Summary / Sioux Falls, South Dakota
<http://books.thinkconfluence.com/books/qnlb>
- St. Cloud Summit Briefing Report / St. Cloud, Minnesota
<http://books.thinkconfluence.com/books/uulm>
- The Crossings Corridor Master Plan / Gretna, Nebraska
<http://books.thinkconfluence.com/books/rtbz>
- Gardner Destination Downtown / Gardner, Kansas
<http://books.thinkconfluence.com/books/yvjm/>
- Urbana Downtown Public Realm Study / Urbana, Illinois
<http://books.thinkconfluence.com/books/aoas>
- De Soto Southwest Growth Area Plan / De Soto, Kansas
<http://books.thinkconfluence.com/books/jbea/>
- Lincoln Trail Great Streets Plan / Fairview Heights, Illinois
<http://books.thinkconfluence.com/books/udmb/>

On behalf of the Confluence team, we are excited to submit our Request for Qualifications for the Downtown Redevelopment Plan. Our proposal is attached for your consideration and additional examples of recent Downtown planning work have been linked below in support.

Recent Plan Examples:

South Ankeny Boulevard Master Plan: <http://books.thinkconfluence.com/books/ygay/>

Lincoln Trail Great Streets Plan: <http://books.thinkconfluence.com/books/xfhf/>

Gardner Destination Downtown: <http://books.thinkconfluence.com/books/yvjm/>

Urbana Downtown Public Realm Study: <http://books.thinkconfluence.com/books/aoas/>

We look forward to discussing our proposal and potential partnership with you more.

Sincerely,

Abbey Eckberg

Confluence

CITY OF LIBERAL, KANSAS

Downtown Redevelopment Plan

January 30, 2026



Kimley»Horn
Expect More. Experience Better.





January 30, 2026

Scarlette Diseker, City Manager
Liberal, Kansas
324 N Kansas Avenue
Liberal, Kansas 67901
620.626.2201 | scarlette.diseker@cityofliberal.org

RE : Downtown Redevelopment Plan

Dear Scarlette and Members of the Selection Committee:

On behalf of Designing Local we are excited to submit this proposal to the City of Liberal for the Downtown Redevelopment Master Plan project. Prepare a comprehensive Downtown Redevelopment Master Plan which creates a vision for Downtown Liberal and includes a detailed strategic implementation program with prioritized actions. The final Plan will not just be a guide for the City and other stakeholders to promote and prioritize redevelopment opportunities, but will also provide strategic recommendations to establish a distinct downtown identity that is unique to Liberal and attractive to businesses, residents, and visitors.

Designing Local, a certified woman-owned business based in Columbus, Ohio, will lead the Downtown Redevelopment Plan. We have demonstrated success in developing creative urban spaces that are practical, functional, and punctuated by artistic expression in many communities across the country. Our comprehensive team of planners, historic preservationists, placemakers, designers, and landscape architects will deliver an inventive, creative, and implementable plan that will transform Downtown Liberal into a vibrant, authentic public space for people to enjoy all year round.

We believe that a Plan like this can only be successful if it is supported by a community engagement-driven approach. We also believe that any project must have an inspiring vision to be successful. This vision must be communicated through strong and compelling tools including clearly defined goals, a concise and easy to understand final document, and vibrant visualizations that are accepted by the community. Following our robust public engagement process with local stakeholders and community members — one of our specialties — we believe we can set a new precedent for public space in Downtown Liberal. Designing Local is well equipped to reliably manage projects outside of our region, and we do so regularly by utilizing virtual collaboration tools.

Our team is enhanced by Kimley-Horn, bringing national expertise in parking feasibility, streetscape infrastructure, and market analysis. This collaboration leverages their understanding of Downtown Kansas City's traffic patterns — gained while leading the recent SS4A Safety Action Plan — to ensure our recommendations are both data-driven and tailored to local needs. Kimley-Horn also brings a proven track record of helping jurisdictions secure state and federal funding for multimodal improvements. Designing Local and Kimley-Horn previously worked together on the Dublin Arts Center Ground Enhancements.

We are confident that this project will usher in a new era for Liberal. We look forward to partnering with you to unlock the community's potential and create a more vibrant and prosperous Downtown Liberal for future generations. Our team is excited about this opportunity, as projects steeped in history and community stories is where our firm comes alive!

Sincerely,

A handwritten signature in black ink that reads 'MATTHEW LEASURE'.

Matt Leasure, PLA AICP CPRP LEED AP

Principal / Director of Design
614.893.7178 | matt@designinglocal.com
(Primary Contact)

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1.

TEAM QUALIFICATIONS

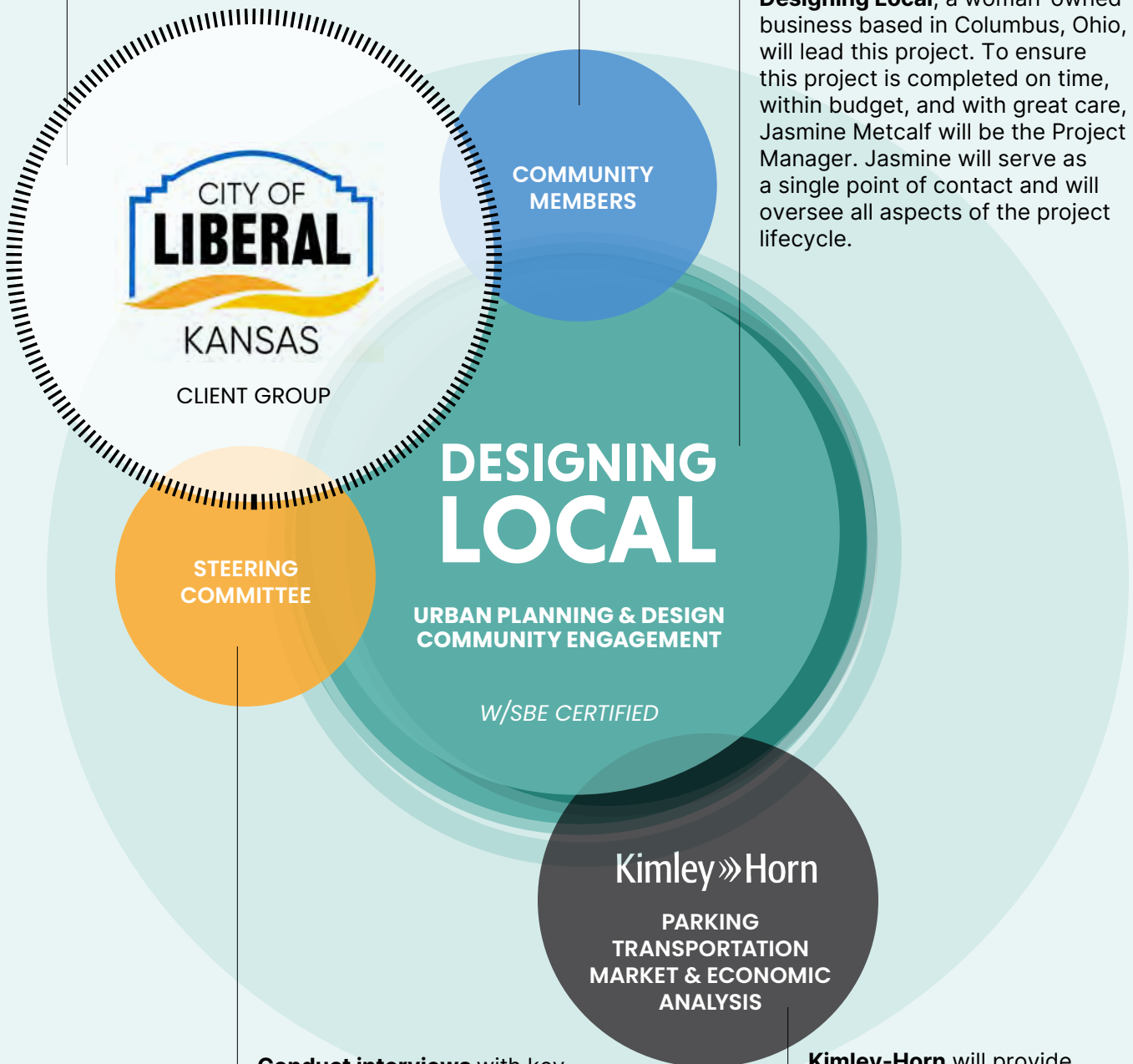


Team Organization

The **Client Group** will consist of the City of Liberal Project Manager and staff. This small group of critical people will be the primary entity that will provide support. A representative designated by the Client Group will directly coordinate with Designing Local for all logistical considerations.

A **public outreach series** will be highly interactive and would gather input from City officials, residents, local businesses, nonprofit organizations, government agencies, civic groups and neighborhood associations, educational institutions, and tourism and recreation boards.

Designing Local, a woman-owned business based in Columbus, Ohio, will lead this project. To ensure this project is completed on time, within budget, and with great care, Jasmine Metcalf will be the Project Manager. Jasmine will serve as a single point of contact and will oversee all aspects of the project lifecycle.



Conduct interviews with key stakeholders, including members of City Council, the Planning Commission, and others to understand their specific needs and requirements.

Kimley-Horn will provide expertise on the parking, transportation, and market and economic analysis scope of work.

DESIGNING LOCAL

PROJECT LEAD: URBAN PLANNING & DESIGN & COMMUNITY ENGAGEMENT



Designing Local is an award-winning, nationally recognized firm that has helped more than 60 US communities create vibrant, culturally rich, fun places.

OVERVIEW

Designing Local, Ltd. is an Ohio-based certified woman-owned business dedicated to helping communities connect people to place through culture. Our firm was born from the belief that design, art, culture, historic preservation, and other important unique attributes of communities are often overlooked in the planning process.

APPROACH

We believe that a document can only be successful if it is supported by a community engagement-driven approach. We also believe that any project must have an inspiring vision to be successful. This vision must be communicated through strong and compelling tools including clearly defined goals, a concise and easy to understand final document, and vibrant visualizations that are accepted by the community. We view a community's built environment as the primary element which defines the community's identity and formulates the experience of residents and visitors. We will approach the Downtown Redevelopment Master Plan project with a balanced approach that sets a clear path forward while leveraging existing assets to reinforce the sense of place, provide clear and appropriate guidance to historic property owners, and encourage revitalization and preservation in the community.

Our method of delivering plans that are created for the locals, by the locals, sets us apart from other firms. Intense engagement with community stakeholders, particularly artists and creatives, is the foundation of our work in every community.

FOUNDED
2014

LOCATION
20 E. Broad Street
Columbus, Ohio 43215

EMPLOYEES
15

CERTIFICATIONS
Women-owned Business Enterprise (WBE)
City of Columbus
Certified Small Business Enterprise (SBE)
Ohio Department of Transportation

SERVICES
Urban Planning & Design
Community Engagement
Historic Preservation
Public Art Planning
Arts & Culture Planning
Landscape Architecture

Specialized Spectrum of Planning & Design Services

At Designing Local, many of our projects blur the lines between our interrelated services, creating a broad and distinct vision for the communities we work in that sets the stage for collaborative implementation of our plans and authentic design solutions.



ARTS & CULTURE PLANNING

We work with community members to create distinct, interesting, culturally relevant places through art, culture, design, and preservation. By connecting people to place we drive economic development and create vibrant, attractive, future-focused communities.



URBAN PLANNING & DESIGN

We collaborate with municipalities and the public to create plans for corridors, districts, parks, and neighborhoods. We also work with property owners and developers to test various approaches to site development and to determine associated yields for use in pro formas and entitlement strategies.



LANDSCAPE ARCHITECTURE

We design public spaces including parks, streets, open spaces, plazas, playgrounds, and gardens. We are able to provide all phases of technical documentation including construction documentation, cost estimating, and construction oversight.



HISTORIC PRESERVATION

We prepare applications for federal and local historic tax credits and guide our clients through the process of completing a project in compliance with program regulations. We also work with communities to develop appropriate guidelines and policies for preservation of historic resources.



COMMUNITY ENGAGEMENT

We develop creative and effective methods for public input through interactive activities and strong communication. We build consensus around a strategic vision through on-site graphic production, group discussions, and iterative feedback.



PUBLIC ART PLANNING

We work with communities to create policies, implementation plans, and review processes for public art. We manage the process for procuring art on behalf of our clients, including the creation of calls for submissions, facilitation of juried review processes, and management of contracting processes.

Kimley-Horn

SUBCONSULTANT: PARKING, TRANSPORTATION MARKET & ECONOMIC ANALYSIS

Kimley»Horn

Expect More. Experience Better.



Kimley-Horn is a full-service engineering and planning consulting firm that offers a unique blend of multidisciplinary technical skill and local project familiarity.

OVERVIEW

Kimley-Horn is a full-service planning and design consulting firm with a long-standing focus on integrating parking, transportation planning, and market and economic analysis to support informed, implementable decisions. Since 1967, they have partnered with public- and private-sector clients to plan, evaluate, and deliver multimodal transportation and parking solutions that are grounded in market realities and aligned with community goals.

Parking-related services represent a major component of Kimley-Horn's transportation practice, encompassing planning and feasibility studies, utilization and demand analysis, facility design, maintenance and restoration, and revenue and operations strategies. Complementing their parking expertise, Kimley-Horn provides comprehensive transportation planning services, including corridor studies, multimodal planning, traffic operations, safety analysis, and long-range transportation strategies. These services are closely coordinated with our market and economic analysis practice, which evaluates development trends, land use, demographic and economic conditions, and financial feasibility to ensure that transportation and parking recommendations are realistic, scalable, and economically sustainable.

APPROACH

Their integrated approach allows us them align transportation and parking solutions with market demand, economic conditions, and implementation constraints. For this project, Kimley-Horn will draw on expertise across our parking, transportation planning, and market and economic analysis practices to deliver a well-rounded, experienced team focused on achieving project goals and exceeding expectations.

FOUNDED
1967

LOCATION
130 Offices Nationwide
Including 2 in Kansas

EMPLOYEES
8,300+

SERVICES
Parking
Transportation Planning
Market & Economic Analysis

Matt Leasure, AICP PLA LEED AP CPRP

PRINCIPAL / DIRECTOR OF DESIGN | DESIGNING LOCAL

PROJECT ROLE: PRINCIPAL-IN-CHARGE & LEAD URBAN DESIGNER

Building upon his 22 years of professional experience, Matt leads the firm’s urban design and landscape architecture projects. His involvement in numerous large scale planning efforts and built projects translate into ambitious and context-driven plans that are grounded in the realities of constructibility, regulatory processes, and cost. Matt’s goal is to deliver high quality projects through a rigorous planning and design process that includes proactive coordination, consistent and direct client communication, organization of team members, execution of scope and schedule, and attention to detail.

Matt will lead the visual direction and quality control for the Plan. Drawing on his extensive experience from urban design, historic preservation, and implementing built projects, he will ensure that practical economic feasibility is a key component of the Plan.

RELEVANT EXPERIENCE

Fairfield Town Center Placemaking Strategy
Fairfield, Ohio | Principal in Charge

Orem HeART of Downtown Master Plan
Orem, Utah | Principal in Charge

Suitland Cultural Arts Implementation Strategy
Suitland, Maryland | Principal in Charge

Campus District Master Plan
Cleveland, Ohio | Principal in Charge

Cape May County Creative Placemaking Plan
Cape May, New Jersey | Project Manager
ASLA Ohio 2019 Merit Award, Communications + Research

Central Ohio Greenways Wayfinding Strategy
ASLA Ohio 2025 Merit Award, Communications + Research
Central Ohio | Project Manager

Historic Downtown Caldwell Revitalization Plan
Caldwell, Ohio | Urban Designer

Clyde Downtown Master Plan
Clyde, Ohio | Project Manager

Buckeye Hills Regional Council Downtown Revitalizations Workshops
Southeast Ohio | Urban Designer

Sullivant Bright Public Art & Parklet Project
Columbus, Ohio | Urban Designer
ASLA Ohio 2021 Merit Award, Planning + Analysis

Appalachia Community Grant Program Implementation
Riverfront Parks, Town Squares, Streetscapes, & Museums | Principal-in-Charge



EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Science in Landscape Architecture, The Ohio State University

ACCREDITATIONS

Professional Landscape Architect (PLA): OH #0701159

Member, American Institute of Certified Planners (AICP)

Certified Parks and Recreation Professional (CPRP)

LEED Accredited Professional (LEED AP)

APPOINTMENTS

Historic Resource Commissioner, City of Columbus

Former Brewery District Commissioner, City of Columbus

Columbus Landmarks, Past President & Former Advocacy Committee Chair

OSU Knowlton School of Architecture, Auxiliary Faculty



Jasmine Metcalf

SENIOR URBAN PLANNER | DESIGNING LOCAL

PROJECT ROLE: PROJECT MANAGER

Jasmine is an urban planner who has spent time in a variety of niche roles from Aviation Master Planning, to Community Development, and Real Estate & Hospitality Marketing. She has landed at Designing Local bringing skills in creative production, project management, graphic design, creative technologies, community building, and storytelling. She holds a Bachelors of Urban Planning and a Minor in Architectural Studies from the University of Cincinnati's School of Design, Architecture, Art, and Planning. She has a strong passion for creative strategic solutions that enhance our environments, particularly urban areas that prioritize the well-being of people while adding value and interest to communities.

Jasmine will be the day-to-day operational lead, overseeing the execution of all tasks, coordinating the consultant team and subcontractors, and ensuring all project milestones and deliverables are completed on time and within budget.

RELEVANT EXPERIENCE

Lawrence Art in Parks Plan

Lawrence, Kansas | Urban Planner

Centerton Downtown Plan

Centerton, Arkansas | Community Engagement Lead

Fairfield Town Center Placemaking Strategy

Fairfield, Ohio | Project Manager

Orem HeART of Downtown Master Plan

Orem, Utah | Project Manager

Suitland Cultural Arts Implementation Strategy

Suitland, Maryland | Project Manager

Erie Public Art & Placemaking Plan

Erie, Colorado | Urban Planner & Marketing Support

Reimagining Columbus

Columbus, Ohio | Urban Planner

The Point Public Art Plan

Salt Lake City, Utah | Urban Planner

Park City // Summit County Arts & Culture Master Plan

Park City // Summit County, Utah | Project Manager

New Braunfels Arts & Culture Plan

New Braunfels, Texas | Project Manager

Thornton Arts & Culture Plan

Thornton, Colorado | Project Manager

Bismarck Community Arts & Culture Plan

Bismarck, North Dakota | Project Manager



EDUCATION

Bachelors of Urban Planning, The University of Cincinnati School of Design, Architecture, Art, and Planning



Amanda Golden

MANAGING PRINCIPAL | DESIGNING LOCAL

PROJECT ROLE: ENGAGEMENT & PUBLIC ART STRATEGIST

Amanda is the Managing Principal and Co-Founder of Designing Local. She is an urban planner, arts administrator, curator, creative placemaker, historic preservationist, and has worked in the public art and cultural planning field since 2014. Driven by the belief that public art should reflect the community it's placed in, Amanda's favorite projects are those that have many voices working together to define what both the public artwork, cultural assets, and the program look like. At Designing Local, Amanda oversees the creation of public art master plans for a variety of cities across the US, develops cultural and arts master plans, and works with private developers to integrate public art within their developments. She has worked on over 30 public art master plans in 15 different states, has managed complex public art commissions, and has worked on multiple NEA Our Town Grant projects.

Amanda will be dedicated to launching and managing the outreach strategy, ensuring broad participation and effective input collection across stakeholder groups through surveys and public workshops.

RELEVANT EXPERIENCE

Merriam Community Center Public Art Curation

Merriam, Kansas | Project Manager

Lawrence Art in Parks

Lawrence, Kansas | Urban Planner & Graphic Designer

Brickline Public Art Project Management

St. Louis, Missouri | Principal in Charge

Sullivant Bright Public Art & Parklet Project

Columbus, Ohio | Project Manager

ASLA Ohio 2021 Merit Award, Planning + Analysis

Suitland Cultural Arts Implementation Plan

Suitland, Maryland | Principal in Charge

Orem HeART of Downtown Master Plan

Orem, Utah | Principal in Charge

The Essence of Athens Plan

Athens, Ohio | Project Manager

2015 Vernon Deines Award for an Outstanding Small Town Special Project Plan by the APA's Small Town and Rural Division | 2015 Donald E. Hunter Award for Excellence in Economic Development Planning for the APA | APA Ohio 2015 Focused Planning Project | ASLA Ohio 2014 Merit Award, Communications + Research

Frankfort Arts Master Plan

Frankfort, Kentucky | Project Manager

APA Kentucky 2021 Special Merit Award for Outstanding Plan

Erie Public Art & Placemaking Plan

Erie, Colorado | Principal in Charge, Engagement Lead

Sandusky Public Art & Placemaking Plan

Sandusky, Ohio | Placemaking Lead

12 Liberal Downtown Redevelopment Plan



LOCATION

Columbus, Ohio

EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Science in City & Regional Planning, The Ohio State University

APPOINTMENTS

Development Commissioner, City of Columbus, Ohio



Joseph Johnson, PLA ASLA

LANDSCAPE ARCHITECT | DESIGNING LOCAL

PROJECT ROLE: LANDSCAPE ARCHITECT

Joe is a Landscape Architect with a background that includes residential and commercial development, compliance plans, and recreation plans. His design work ranges from small spaces with big impact, such as sensory gardens and preschool play yards, to large sites within community context, such as residential planned developments and site layouts for mixed-use areas.

Joe's comprehensive experience in the design and construction of parks and streetscapes allows him to support the development of highly implementable improvements. He focuses on creating site-specific enhancements that prioritize constructability, ensuring that planning recommendations can set the stage for design execution.

RELEVANT EXPERIENCE

Westerville Trail Wayfinding

Westerville, Ohio | Landscape Architect

Marsh Park Master Plan

Fairfield, Ohio | Project Manager

Fairfield Signage Plan & Implementation

Fairfield, Ohio | Project Manager

Rickenbacker Woods Park Design & Implementation

Columbus, Ohio | Project Manager

Racine Riverfront Park Design & Implementation

Racine, Ohio | Landscape Architect

Zanesville Gateway District Pavilion & Streetscape Design

Zanesville, Ohio | Landscape Architect

Downtown Revitalization Plan & Implementation

Caldwell, Ohio | Landscape Architect

Downtown Revitalization Plan & Implementation

Chauncey, Ohio | Landscape Architect

PREVIOUS EXPERIENCE

City of Novi Recreation Plan*

Novi, Michigan | Project Designer

Delhi Charter Township Recreation Plan*

Delhi Township, Michigan | Project Designer

McClintock Park*

Laingsburg, Michigan | Project Designer

Michigan Municipal League Projects/Small Town Design Initiative*

Allegan, Alpena, Cadillac, Dearborn, Jackson, Marquette, S. Ste. Marie, Michigan | Project Designer



EDUCATION

Bachelor Landscape Architecture, Michigan State University

ACCREDITATIONS

Professional Landscape Architect, Ohio #LA.2201602



Garrett Rubin

URBAN DESIGNER | DESIGNING LOCAL

PROJECT ROLE: URBAN DESIGNER

Garrett is a landscape designer with experience ranging from smaller scale domestic projects to large scale planning and urban design projects internationally. He graduated with a degree in landscape architecture from the Knowlton School of Architecture at Ohio State University, and throughout his career has had the privilege of working on a number of award winning projects across the globe. Garrett's favorite projects are those that reside within the public realm. From recreational amenities to urban parks and plazas, projects that provide immediate impact to the largest number of users are the most fulfilling.

Garrett will bring the vision for Downtown Liberal to life by creating illustrative graphic site and perspective renderings that clearly communicate the goals and future of all recommendations.

RELEVANT EXPERIENCE

Suitland Cultural Arts Implementation Strategy
Suitland, Maryland | Urban Designer

Clyde Downtown Master Plan
Clyde, Ohio | Urban Designer

Historic Downtown Caldwell Revitalization Plan
Caldwell, Ohio | Urban Designer

New Philadelphia Downtown Revitalization
New Philadelphia, Ohio | Urban Designer

Fairfield Town Center Placemaking Strategy
Fairfield, Ohio | Urban Designer

Orem HeART of Downtown Master Plan
Orem, Utah | Urban Designer

Central Ohio Greenways Wayfinding Strategy
ASLA Ohio 2025 Merit Award, Communications + Research
Central Ohio | Urban Designer

North Bank Park Pavilion Plaza Improvements
Columbus, Ohio | Urban Designer

Zanesville Gateway & Streetscape Revitalization
Zanesville, Ohio | Urban Designer

Ironton Riverfront Park & Streetscapes
Ironton, Ohio | Urban Designer

Gallipolis Riverfront & Streetscape Improvements
Gallipolis, Ohio | Urban Designer

Racine Riverfront Redevelopment
Racine, Ohio | Urban Designer



EDUCATION

Bachelor of Science in
Landscape Architecture, The
Ohio State University



Jaime Schmotzer

URBAN DESIGNER | DESIGNING LOCAL

PROJECT ROLE: URBAN PLANNER & DESIGNER

Jaime brings significant experience from a diverse range of projects, consistently developing functional and contextually responsive spaces within complex site constraints. Her design philosophy emphasizes the importance of community input and a deep appreciation for the natural environment. Jaime's work reflects a commitment to creating well-crafted and community-responsive design outcomes by composing design solutions that effectively balance site considerations with strong aesthetic principles.

Jaime will contribute specialized spatial analysis and mapping expertise and graphics that communicate opportunities and analysis of the geographic distribution of assets and needs throughout Downtown Liberal.



RELEVANT EXPERIENCE

Suitland Cultural Arts Implementation Strategy

Suitland, Maryland | Urban Designer

Campus District Master Plan

Cleveland, Ohio | Urban Designer

Westerville Trail Wayfinding

Westerville, Ohio | Urban Planner

MORPC Central Ohio Cycling Guide

Central Ohio | Urban Planner

Reimagining Columbus

Columbus, Ohio | Urban Designer

Gallipolis Riverfront & Streetscape Improvements

Gallipolis, Ohio | Urban Designer

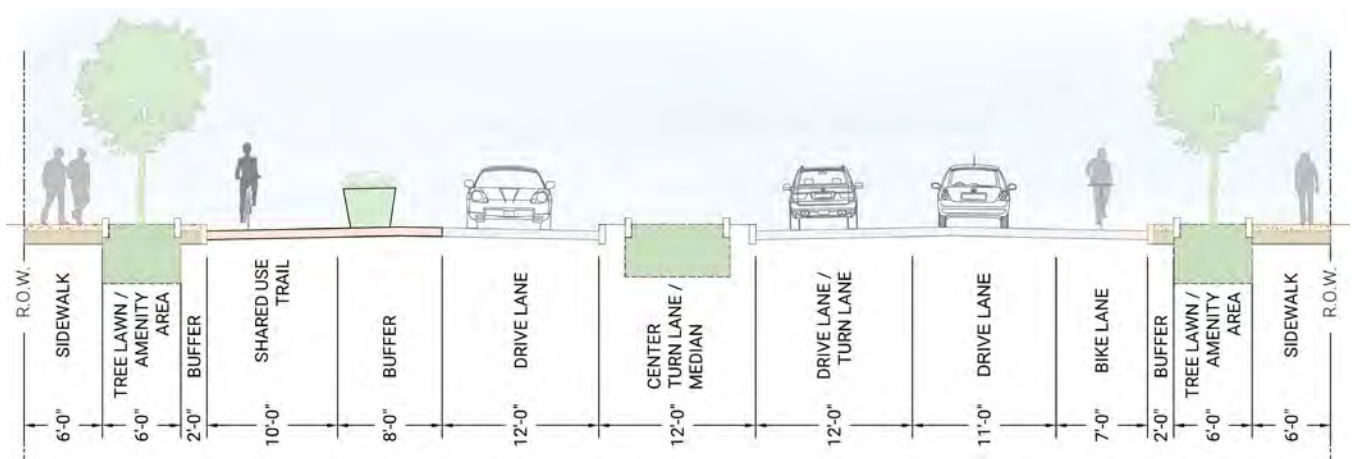
Lockbourne Memorial Wall

Lockbourne, Ohio | Urban Designer

EDUCATION

Master of Landscape Architecture, The Ohio State University

Bachelor of Science in City & Regional Planning, Minor in Architectural Studies, The Ohio State University



Andrew Eble

URBAN PLANNER | DESIGNING LOCAL

PROJECT ROLE: URBAN PLANNER

Andrew is a highly passionate urban planner that brings creativity, versatility, and collaboration to every project. He leverages advanced technical tools to produce impactful visualizations and strategic plans that clearly articulate project visions. His dedication to enhancing community identity and cultural vibrancy is consistently demonstrated through his significant contributions to projects across the country.

Andrew supports the team in coordinating the production of all print and digital deliverables, community engagement materials, plans, and presentations with visually compelling graphic design.



RELEVANT EXPERIENCE

Roeland Park Public Art Plan

Roeland Park, Kansas | Urban Planner

Brickline Greenway Public Art Management

St. Louis, Missouri | Urban Planner

Warsaw Cultural Arts District Plan

Warsaw, Indiana | Urban Planner

Main Street Medina Tactical Public Art Strategy

Medina, Ohio | Urban Planner

Lafayette Regional Arts & Culture Strategy

Benton, Carroll, Fountain, Tippecanoe, Warren, and White Counties, Indiana | Urban Planner

Wabash River Region Arts & Culture Plan

Clay, Parke, Sullivan, Vermillion & Vigo Counties, Indiana | Urban Planner

South Bend - Elkhart Regional Partnership Arts Plan

Elkhart, Marshall, & St. Joseph Counties, Indiana | Urban Planner

Thornton Arts & Culture Plan

Thornton, Colorado | Urban Planner

Burleson Public Art Plan

Burleson, Texas | Urban Planner

New Braunfels Arts & Culture Plan

New Braunfels, Texas | Urban Planner

St. Johns County Public Art & Culture Plan

St. Augustine, Florida | Urban Planner

EDUCATION

Bachelor of Urban Planning,
University of Cincinnati
College of Design
Architecture, Art, and
Planning



Megan Adornetto

HISTORIC PRESERVATIONIST | DESIGNING LOCAL

PROJECT ROLE: LEAD HISTORIC PRESERVATIONIST

Megan is a skilled designer and historic preservationist with a passion for preserving and studying the evolution of cultural heritage. Megan's expertise includes Autodesk Revit, AutoCAD, SketchUP, and GIS. She has experience in laser scanning, building conditions assessments, and historic property research. Megan has also worked as a freelance designer, creating schematic design packages for clients, and as an intern at an architecture and construction company, where she worked on historic structure projects and created existing conditions models in Revit. With her strong background in design and preservation, Megan is dedicated to keeping tradition alive and ensuring the preservation of cultural heritage for future generations.

Megan will provide specialized historic preservation expertise in researching Liberal's current historic district, developing strategies, and proposing viable preservation recommendations for Downtown.

RELEVANT EXPERIENCE

Los Alamos County Historic Preservation Plan

Los Alamos, New Mexico | Project Manager

San Luis San Luis Cultural & Economic Revitalization Plan

San Luis, Arizona | Project Manager & Historic Preservationist

Sunrise Historic District Survey

Greeley, Colorado | Project Manager & Historic Preservationist

Orem Historic District Survey

Orem, Utah | Project Manager & Historic Preservationist

Powell Historic District Survey

Powell, Ohio | Project Manager & Historic Preservationist

Somerset Historic District Building Assessment

Somerset, Ohio | Project Manager & Historic Preservationist

West Virginia Historic Preservation Consultant Services

- Berkeley Springs Expert Visit
- Parkersburg Design Charrette
- Martinsburg Design Assistance Request
- Charles Town Design Assistance Request
- Ravenswood Park Design Assistance Request
- Martinsburg (2nd) Design Assistance Request

West Virginia Statewide | Project Manager

Amherst Historic Design Guidelines

Amherst, New Hampshire | Project Manager

Old West End Design Guidelines

Toledo, Ohio | Historic Preservationist & Researcher

Reimagining Columbus

Columbus, Ohio | Historic Preservationist & Researcher

Cross Building Assessment

Racine, Ohio | Project Manager



EDUCATION

Master of Science in Historic Preservation, Clemson University

Graduate Certificate in Historic Preservation, Boston Architectural College

Bachelor of Arts in Interior Design, Kent State University

AFFILIATIONS

Association for Preservation Technology, International

Society for Architectural Historians



Robert Ferrin, PTMP

Parking and Mobility



Professional Credentials

Master of Arts,
Geography,
University of
North Carolina

Bachelor of
Science,
Geography,
University of
North Carolina

Parking Transit
Mobility
Professional

With 20 years of experience, Robert specializes in parking and mobility planning and is a leader in Kimley-Horn's national parking and curbside management practice. Previously, he spent five years with the City of Columbus as Assistant Director of Public Service, where he established the Division of Parking Services and led all on- and off-street parking operations, enforcement, and shared mobility programs. He directed major modernization initiatives, including virtual permits, parking meter upgrades, mobile payment implementation, and license plate recognition enforcement. Robert has also led parking and curbside management programs in Aurora, Denver, and Charlotte, supporting on-street management and transit-oriented mobility initiatives. He is currently serving his third consecutive term on the IPMI Board of Directors.

PROJECT EXPERIENCE

- Cedar Rapids Strategic Parking Plan, Cedar Rapids, IA
- Downtown Fargo Parking Study, Fargo, ND
- Downtown Gastonia Parking Study, Gastonia, NC
- Old Worthington Parking Feasibility Study, Worthington, OH
- Downtown Delaware Parking Study, Delaware, OH
- Colorado Springs Parking and Curb Management Plan, Colorado Springs, CO
- Fountain Hills Parking Study, Fountain Hills, AZ

Anthony Gallo, PE, RSP1

Streetscape/Infrastructure



Professional Credentials

Master of Science, Civil and Environmental Engineering, University of Virginia

Bachelor of Science, Civil and Environmental Engineering, University of Virginia

Professional Engineer in KS

Anthony is a transportation planner with 12 years of experience supporting streetscape, corridor, and transportation infrastructure planning through multimodal, data-driven analysis. He specializes in using advanced transportation datasets to evaluate how people use streets across all modes to inform roadway design, active transportation, and safety improvements. He integrates demographic and geospatial data to support equitable, context-sensitive infrastructure decisions. Anthony has managed planning efforts for MPOs and municipalities, including managing the City of Liberal's SS4A Safety Action Plan in 2025. He also manages KDOT's statewide Strategic Highway Safety Plan implementation, which is focused on providing technical and financial assistance to localities for safety improvements.

PROJECT EXPERIENCE

- City of Liberal SS4A Safety Action Plan, Liberal, KS – *Project Manager*
- Kansas Strategic Highway Safety Plan Implementation, Statewide, KS – *Project Manager*
- goDotte Strategic Mobility Plan and TOD Strategy, Wyandotte County, KS – *Deputy Project Manager*
- Geary County SS4A Action Plan, Junction City, KS – *Project Manager*
- 83rd and Lexington Corridor Study, De Soto, KS – *Project Engineer*

Aaron Prichard, AICP

Parking and Mobility



Professional Credentials

Master of Science, Urban and Regional Planning, University of Wisconsin – Madison

Bachelor of Arts, History, University of North Carolina at Chapel Hill

American Institute of Certified Planners

Aaron brings 10 years of planning experience working in both the public and private sectors. He has a strong background in comprehensive and small area planning, ordinance and code updates, housing studies, and transportation plans. He has worked on three Safe Streets and Roads for All Plans in Kansas, including one in the City of Liberal. As a public sector Planner, Aaron managed the 2023 Downtown Area Plan for Holly Springs, North Carolina, which received the 2024 Marvin Collins award for Best Small Area Plan in the state from the North Carolina chapter of the American Planning Association. He is proficient in Esri ArcGIS Pro, Adobe InDesign, Adobe Illustrator, and Microsoft Office Suite, allowing him to transform complex data into easy-to-understand information for the public.

PROJECT EXPERIENCE

- East Main Bus Rapid Transit Planning and Engineering Services – Columbus, OH
- City of Columbus Bike Plus Plan – Columbus, OH
- Oakland Park Avenue Bike and Trail Improvements Study – Columbus, OH
- Southeast Kansas RPC SS4A Safety Action Plan – Coffey, Anderson, & Linn Counties, KS
- US-83 Communities SS4A Safety Action Plan – Haskell, Seward, & Finney Counties, KS
- Leavenworth County SS4A Safety Action Plan – Leavenworth, KS
- Great Parks of Hamilton County Blueway and Trails Master Plan – Cincinnati, OH
- *Holly Springs Downtown Area Plan – Holly Springs, NC
- *Clayton Downtown Master Plan – Clayton, NC
- *Town of Middleton Comprehensive Plan – Middleton Township, WI

*Project completed prior to joining Kimley-Horn



Professional Credentials

Master of Science,
Community and
Regional
Planning,
University of
Rhode Island

Bachelor of
Arts,
Environmental
Studies, Alfred
University

American
Institute of
Certified
Planners

Jessica Rossi, AICP

Business and Economic Development

Jessica has more than 20 years of real estate market research, economic impact, and policy and finance experience as well as work on various planning and economic development projects. She provides socioeconomic, land use, and real estate data points to determine land use demand as well as development opportunities for planning projects and to choose specific concepts to maximize economic development, marketability, and value. Her experience working with public- and private-sector interests is useful in creating innovative solutions to complex issues. As a national resource for the firm, Jessica's leadership has guided high-quality and innovative planning strategies that are grounded in a market reality.

PROJECT EXPERIENCE

- Downtown and NC 115 Corridor Master Plan and Market Analysis, Statesville, NC - Project Manager
- Devine Street Revitalization Plan, Columbia, SC - Project Manager
- US-74 Corridor Revitalization Study, Union County, NC - Project Manager
- East Main Street Equitable Transit Oriented Development Strategy, Columbus, OH - Project Economist
- Realizing Laurens Road Corridor Study, Greenville, SC - Project Economist
- Project Grace Catalyst Site and Downtown Market Analysis, Wilmington, NC - Project Economist
- Redevelopment Site Mixed-Use Master Plan, Barrington, IL - Project Economist
- Downtown Residential Market Analysis, Lakewood, OH - Project Manager
- Town Center Community Improvement District Market Analysis, Kennesaw, GA - Project Economist
- Park Station North Mixed-Use Market Analysis, Farmington, UT - Project Manager
- Town Center Residential Market Analysis, The Woodlands, TX - Project Manager
- RCRX Rail Crossing Corridor Study, Raleigh, NC - Project Economist
- Corridors of Opportunity Market Analysis and Playbook, Charlotte, NC - Project Manager
- Beatties Ford Road Corridor Investment Strategy, Charlotte, NC - Project Manager
- Fondren Neighborhood Action Strategy, Jackson, MS - Project Economist
- Greenbelt Parkway Special Area Plan, Garland, TX - Project Economist

What Sets Our Team Apart?



Whether a resident or visitor, we believe spending time in a City should be enriching, enjoyable, and engaging. We strive toward this ideal with all of our projects through creative engagement.

WE ARE A CREATIVE, EXPERIENCED, & ENTHUSIASTIC TEAM

We are a well-rounded team that will provide a broad range of expertise. Our team approaches each project as a collective effort, with the creative and technical elements working harmoniously to form a cohesive and realistic plans. Together, our team brings a youthful passion and curiosity to our work that will result in designs that are tailored to Liberal and has clear and implementable action plan. Our open, honest, and clear communication coupled with Principal-level service means the planning and design process will be straightforward, thoughtful, and successful. We will develop tailored strategies to effectively reach and engage hard-to-reach populations to inform and guide our initial concepts. Each public engagement activity would evolve and provide more developed materials for input.

WE ARE EXPERTS AT CREATING VIBRANT, CULTURALLY RICH, FUN PLACES WHERE PEOPLE WANT TO BE.

Residents and visitors are drawn to distinct, interesting, culturally relevant places. Each community has a significant latent resource in the form of the creative energy of its residents. Our projects enable this energy to be focused toward building community pride, identity, and investment, and growing an environment that attracts all people. We don't want the engagement process to feel like work, so we work to create an atmosphere that is convenient, fun, and fosters open and inclusive dialogue. Through robust and creative public engagement we help to extract the story of the place in which we are working. We take that story, as told by the community itself, and help translate that into a unique, interesting, and powerful built environment that will bring people that visit Liberal to experience joy and well-being.

WE SEE PLACEMAKING AS ESSENTIAL FOR THE GROWTH AND VITALITY OF A CITY.

We recognize that prosperity and economic development come from strategically planning and investing in our communities culture and unique assets. The result: better community relations, increased pride and ownership by stakeholders, and revered places that people and businesses naturally choose to be a part of. We seek to help communities grow their pride, realize their ability to influence the future, and create a prosperous community for all.

An aerial photograph of a park. In the upper left, there is a colorful playground with a large number '2' overlaid on it. To the right of the playground is a parking lot with several cars parked. Below the parking lot is a garden area with raised beds containing various plants. A paved path winds through the garden. The background shows more trees and a road.

2

SIMILAR EXPERIENCE & REFERENCES



Suitland Cultural Arts Implementation Strategy

SUITLAND, MARYLAND

The Suitland Cultural Arts Implementation Strategy is designed to transform a suburban community into a more connected and vibrant community. The Strategy's core goal is to foster a thriving arts and culture scene by addressing the current lack of venues and activities. To do this, the Designing Local team focused on a few key areas: creating central gathering spaces, fostering arts-driven entrepreneurship, and increasing daily vibrancy. Recommendations include transforming underutilized spaces, such as the area beneath a Water Tower, into dynamic public areas with community gardens and public art. By balancing locally-focused programs with marquee events, a sustainable cultural ecosystem is created that serves residents while also attracting broader audiences, ultimately making Suitland a more dynamic and connected place to live.

To ensure these recommendations become a reality, the Designing Local team is actively engaging with the community. Through stakeholder interviews and design workshops, we've educated residents on the principles of placemaking and the power of cultural arts to build vibrant communities. This collaborative approach has identified five potential development sites. The Strategy will analyze each recommendation to identify and address potential barriers to implementation, ensuring that every development site is not just a concept but an achievable plan. By leveraging local assets and resources, the plan aims to maximize positive impact, creating a cohesive and thriving community for all.

CLIENT

The Maryland-National Capital Park and Planning Commission

COMPLETED

Ongoing

TEAM

Matt Leasure
Jasmine Metcalf
Amanda Golden
Garrett Rubin
Jaime Schmotzer

SERVICES

Urban Planning & Design
Community Engagement



Engagement is one of the most dynamic and inspiring components of our planning and design process.

The Designing Local team led a creative charrette with students at Suitland High School's Center for Visual and Performing Arts to identify spaces for placemaking and cultural enhancements. These student insights will directly shape our Suitland Cultural Arts Implementation Strategy. We find youth engagement to be one of the most rewarding parts of our process, ensuring the next generation sees their ideas meaningfully realized in the final plan.



Campus District Master Plan

CLEVELAND, OHIO

The Campus District Master Plan establishes a strategic framework for fostering a community of purpose, focusing on five key themes: safety, vibrancy, connectivity, restoration, and authenticity. This comprehensive approach is designed to drive economic growth and cultivate a neighborhood with attractive housing options, ultimately transforming the area into a more active and connected urban environment.

Designing Local is currently finalizing recommendations that leverage these core themes to enhance the district's historic character. Specific interventions to improve connectivity between key amenities at the north and south ends of this large urban area, create new public spaces like the Campus Trail and pocket parks, and identify public art and placemaking opportunities that will serve as catalysts for economic development and resident attraction. The plan's initial objectives include refining zoning, simplifying the design review process, expanding historic tax credit opportunities, and strategically redeveloping marquee historic buildings to diversify the housing stock.

The master plan prioritizes enhancing multimodal connectivity and revitalizing the public realm. Initiatives are focused on supporting small businesses, consolidating surface parking lots for future development, and implementing public art programs that will revitalize streetscapes and define new gateways at the eastern and western edges of the district. The ultimate goal is to create a well-connected and economically strong Campus District that celebrates its significant history while establishing itself as an iconic destination for residents and visitors of Downtown Cleveland.

CLIENT

Campus District, Inc

COMPLETED

2025

TEAM

Matt Leasure
Megan Adornetto
Jaime Schmotzer

SERVICES

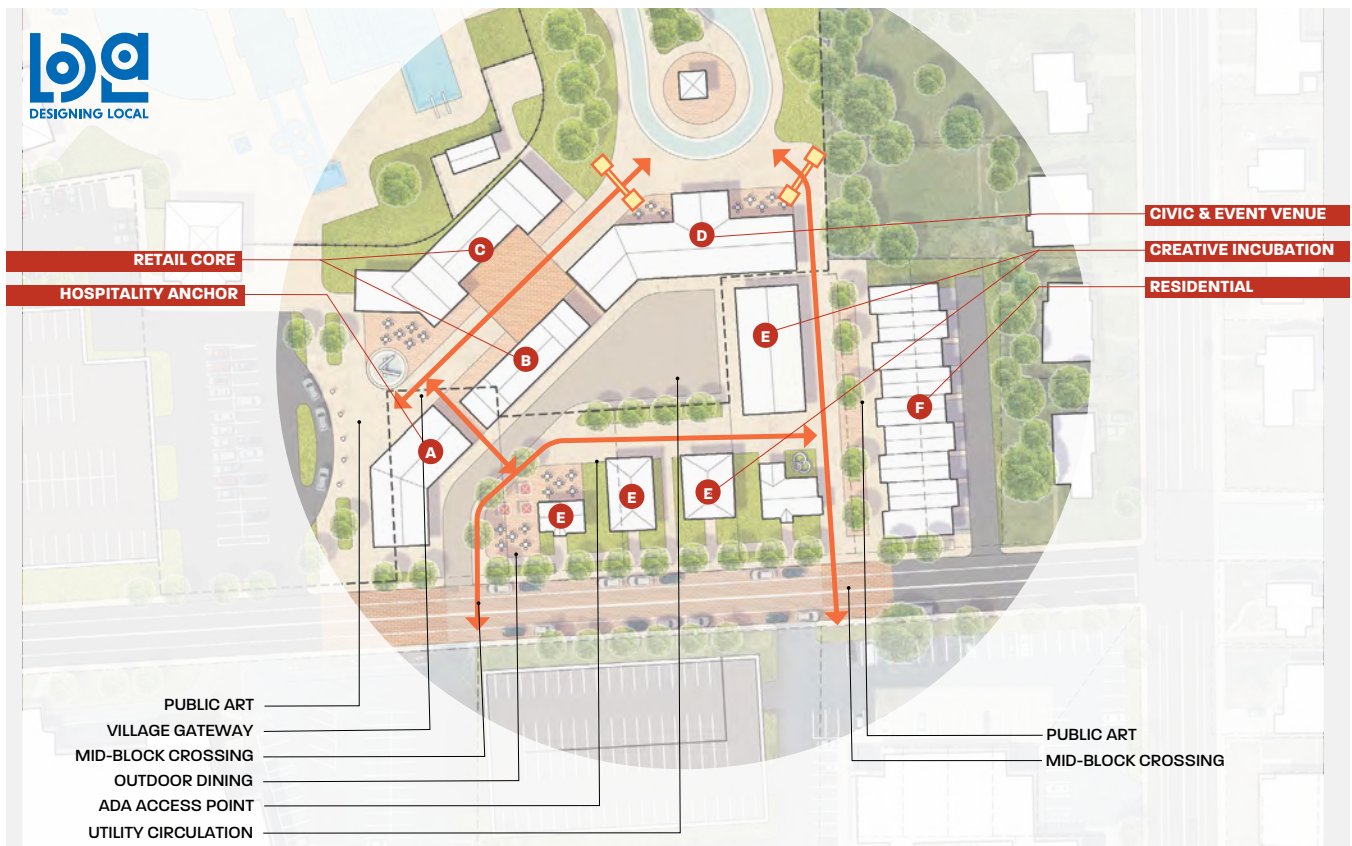
Urban Planning & Design
Historic Preservation
Community Engagement

[CLICK HERE TO SEE THE FINAL PLAN](#)



SF						
Block A						
A1	4	56,000		34,000	80	56
A2	4	44,000				44
A3	4	72,000		30,000	75	72
A4	4	28,000				28
A5	1		50,000		Specialty Use Grocery Store	
A6	7				Existing	
A7	2				Existing	
Block B						
B1	1				Existing	
B2	4	36,000		50,000	120	36
B3	5	48,000				48
B4	5	45,000				45
Block C						
C1	6				Existing	
C2	8				Existing	
C3	5	45,000		11,000	35	45
C4	3			35,000	24	18
C5	3			33,000	22	17
C6	4		36,000			
Block D						
D1	5	112,000		52,000	160	112
D2	3			105,000	325	
Block E						
E1	5		95,000	135,000	415	95
E2	6	115,000		30,000	92	115
Block F						
F1	3		90,000			
Block G						
G1	3			100,000	300	10
Block H						
H1					Existing	
H2			12,000			
Block I						
I1	1		12,000			
I2	3		42,000	136,000	400	
Total						
		601,000	287,000	50,000	781,000	2,048 7410





Orem HeART of Downtown Master Plan

OREM, UTAH

This plan for Orem’s HeART District aims to establish the suburban area as a destination area for community gathering, arts and culture, and economic activity. Key goals include creating a dynamic, family-friendly environment active 18 hours a day, 7 days a week, and enhancing community identity through human-scaled experiences. The plan focuses on improving pedestrian and multi-modal experiences to welcome all forms of transportation, and drive economic development by strengthening the district and State Street corridor as a hub for economic activity.

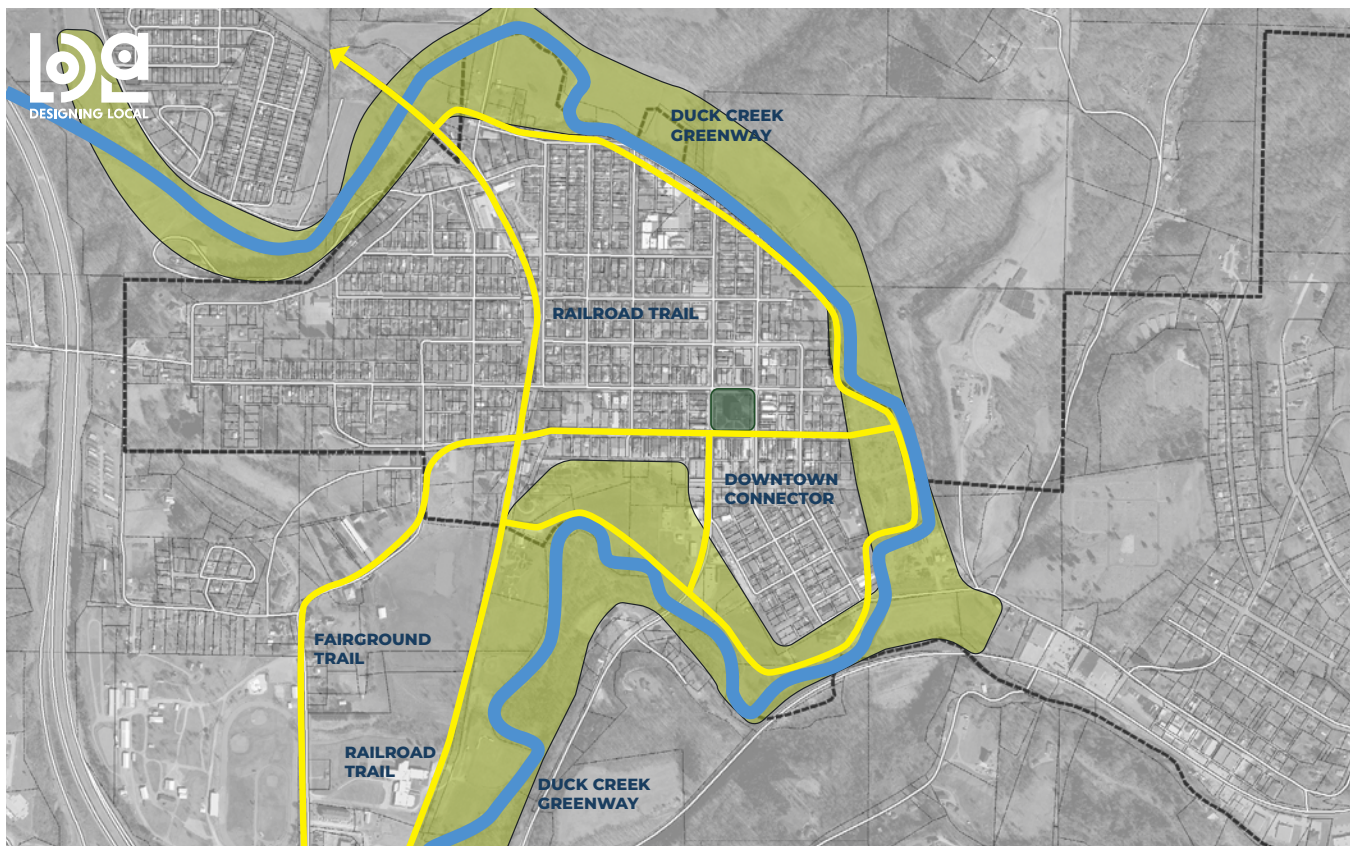
To achieve this, the Designing Local team is proposing several design interventions. These include the refinement of existing concepts for a central park and an arts village, aiming to create an iconic and interactive public space. A “festival street” is envisioned, which could be temporarily closed to vehicular traffic for events, fostering a unique pedestrian experience with shopping and arts. Multi-modal improvements are also planned, such as new path hierarchies, widened core circulation, ADA access paths, and dedicated vehicular drop-off courts, all designed to enhance non-motorized mobility and the quality of the street environment in this suburban setting. Furthermore, the plan explores the economic feasibility of various arts and culture opportunities, some of which may generate revenue to offset development costs, ensuring the sustainability of this new suburban destination.

CLIENT
City of Orem, Utah

COMPLETION DATE
Ongoing

SERVICES
Urban Planning & Design
Community Engagement





Historic Downtown Caldwell Revitalization Plan

CALDWELL, OHIO

Downtown Caldwell was recently listed on the National Register of Historic Places and is working toward a renaissance. This plan builds upon this momentum to create a number of recommendations for community branding, historic preservation development, placemaking, wayfinding, access to recreational facilities, and other improvements.

Designing Local worked with Village leadership to first develop a brand identity for the Village and a series of placemaking opportunities. These resulted in a number of recommendations for relatively low cost but high impact projects including a courthouse square light canopy, unique signage, historically appropriate site furnishings, locations for public art, and other items. Working with our project architect, Designing Local also created historic preservation recommendations for one of the most visible buildings in downtown which included a strategy for attaining a Historic Tax Credit, making the project financially viable.

The plan was completed in Spring 2022. The brand identity will be immediately implemented and the various project recommendations are potentially eligible for upcoming federal stimulus and infrastructure funds.

CLIENT

Village of Caldwell, Ohio

COMPLETE

2022

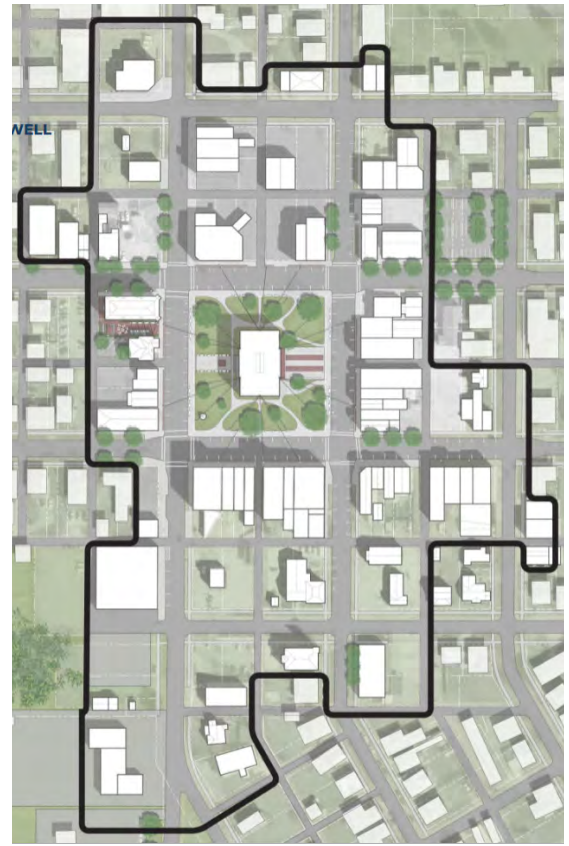
TEAM

Matt Leasure
Joseph Johnson
Garrett Rubin

SERVICES

Urban Planning & Design
Community Engagement
Historic Preservation
Wayfinding & Signage
Landscape Architecture

[CLICK HERE TO SEE THE FINAL PLAN](#)





Downtown Clyde Revitalization Plan

CLYDE, OHIO

The City of Clyde has a historic Downtown area with numerous buildings and public spaces that contribute to the character of the city center. Recognizing the importance of a vibrant downtown to Clyde’s identity and economic well-being, this plan proposes a series of strategic initiatives aimed at boosting the area’s attractiveness and functionality.

The plan goes beyond aesthetics – it also explores strategies to attract new businesses, enhances existing public spaces, and cultivates a dynamic mix of retail, dining, and entertainment options. By ensuring a diverse and thriving downtown core, the plan aims to create a hub for community activity and economic growth.

This comprehensive proposal provides a framework for Clyde residents to shape the future of their downtown. The plan encourages community participation, fostering a sense of ownership and ensuring the revitalization efforts reflect the unique character and aspirations of Clyde. By working together, this plan gives the community a vision for transforming downtown Clyde into a vibrant place that serves as a source of pride and a catalyst for further development.

CLIENT
City of Clyde, Ohio

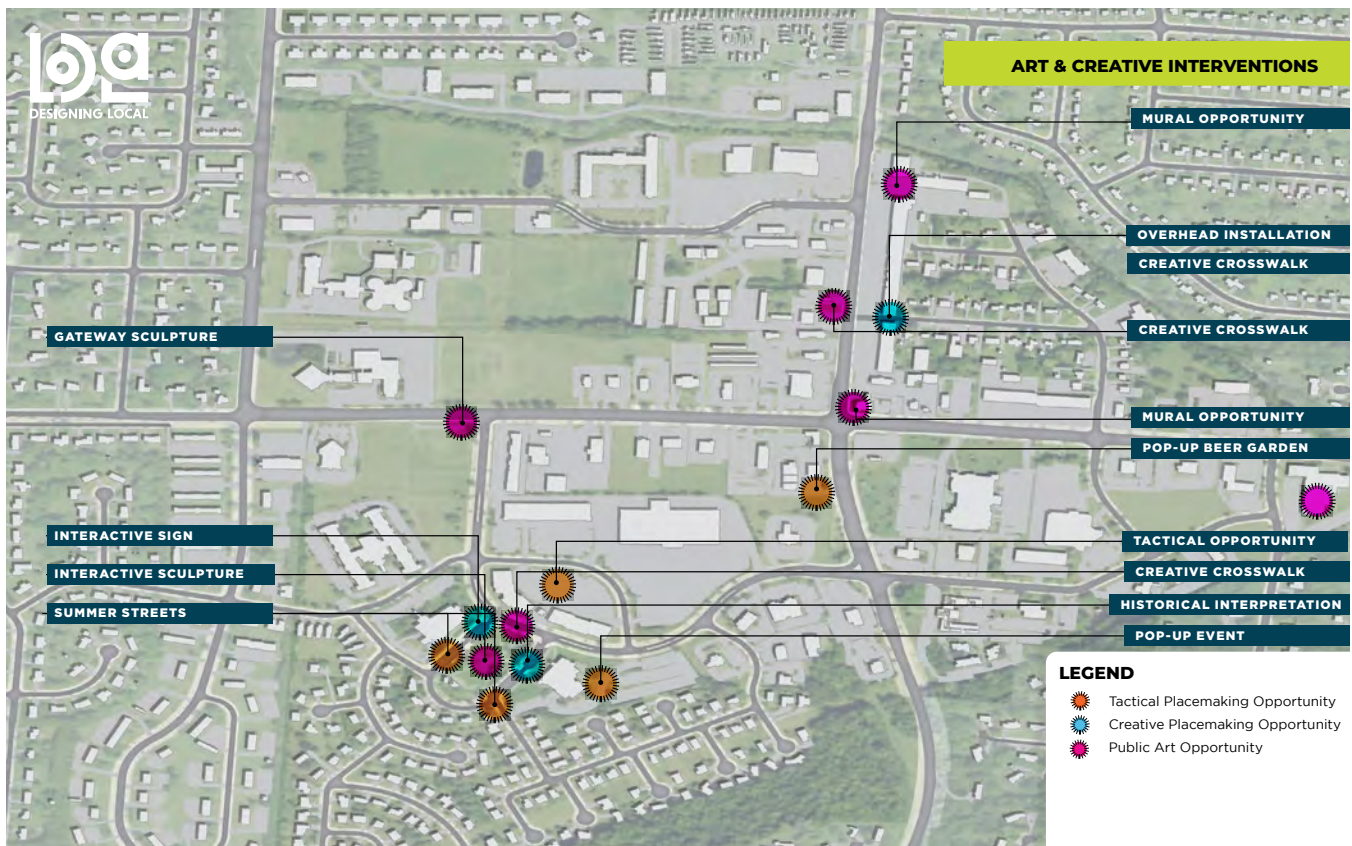
COMPLETE
2024

TEAM
Matt Leasure
Garrett Rubin

SERVICES
Urban Planning & Design
Community Engagement
Historic Preservation

[CLICK HERE TO SEE THE FINAL PLAN](#)





Fairfield Town Center Placemaking Strategy

FAIRFIELD, OHIO

The Fairfield Placemaking Strategy tackles the revitalization of the Fairfield Town Center. The Fairfield Placemaking Strategy was developed through a collaborative process involving community members, business owners, and local officials. The team conducted extensive research, including surveys, interviews, and site visits, to identify the unique assets and challenges of the Town Center. Through the planning process Designing Local developed recommendations that focus on incorporating placemaking principles to cultivate a welcoming and lively atmosphere. This includes improvements to signage, pedestrian accessibility, and public spaces, along with considerations for infill development that aligns with the town’s brand identity.

By implementing these suggestions, the Fairfield Town Center aspires to become a central point for commerce and a gathering place for residents of all ages and backgrounds. The plan was completed in April 2024. This project demonstrates Designing Local’s ability to provide a guide for transforming the area into the vibrant hub of the community.

CLIENT

City of Fairfield, Ohio

COMPLETE

2024

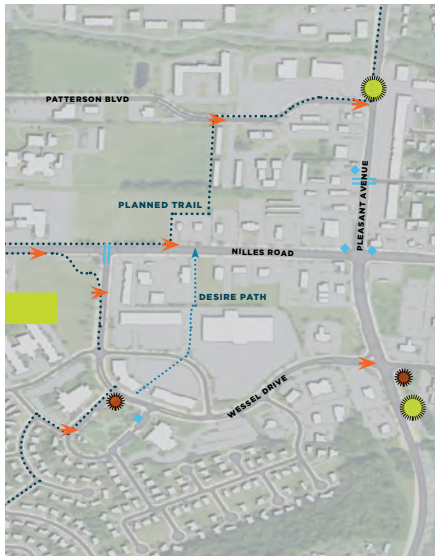
TEAM

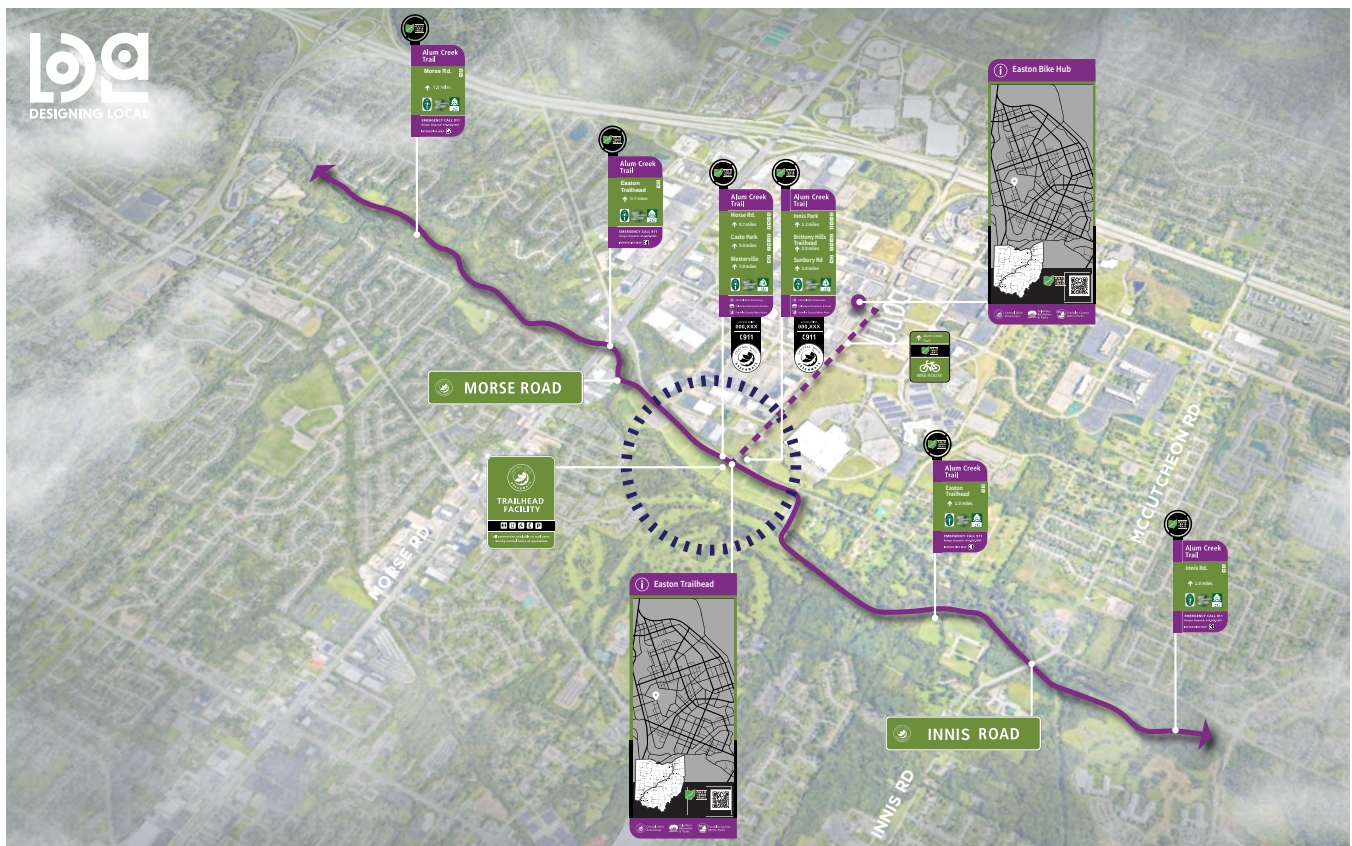
Matt Leasure
Jasmine Metcalf
Garrett Rubin

SERVICES

Urban Planning & Design
Wayfinding & Signage
Community Engagement

[CLICK HERE TO SEE THE FINAL PLAN](#)





Central Ohio Greenways Wayfinding Strategy

CENTRAL OHIO

To accommodate the massive population growth expected in Central Ohio through 2050, the Central Ohio Greenways (COG) Board has committed to adding more than 500 miles of trails to its network. The Board has invested in professionally designed wayfinding signs and brand standards, but recognized a need to go further with its wayfinding strategy as it welcomes an influx of newcomers to the trails.

The COG Board selected for this project a segment of the Ohio to Erie Trail that runs through Madison County, Franklin County, Delaware County, and Knox County in Central Ohio. The intention is that the wayfinding strategy developed for this trail segment will be employed throughout the COG network and serve as a model for regional trail wayfinding across Ohio. The Central Ohio Greenways Wayfinding Strategy Guide will honor the wayfinding investments communities have already made and provide additional strategies to make Central Ohio’s trails as easy to navigate as our roadways.

With this project, Designing Local elevated what would otherwise have been a traditional wayfinding plan, focused narrowly on trail maps and signs, into an exploration of what makes for an ideal trail experience, how wayfinding fits into that experience, and how wayfinding can be thought of more expansively to include social and sense-oriented ways of navigating the world. This project will benefit from our team’s unique perspective on creating a unique, deeply meaningful experience that well serves all users.

CLIENT
Mid-Ohio Regional Planning Commission

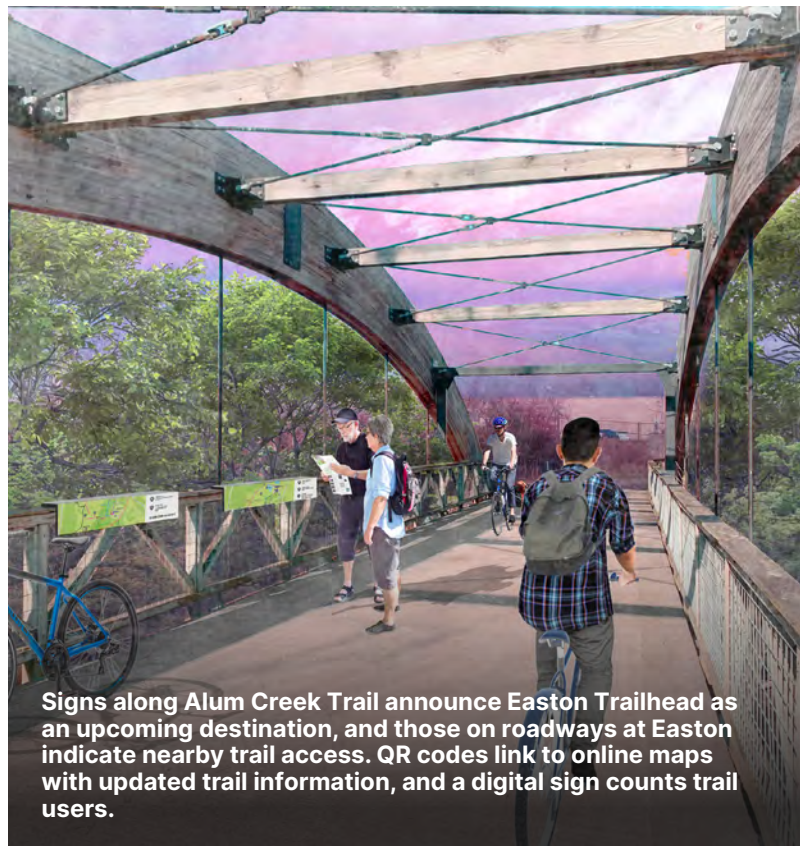
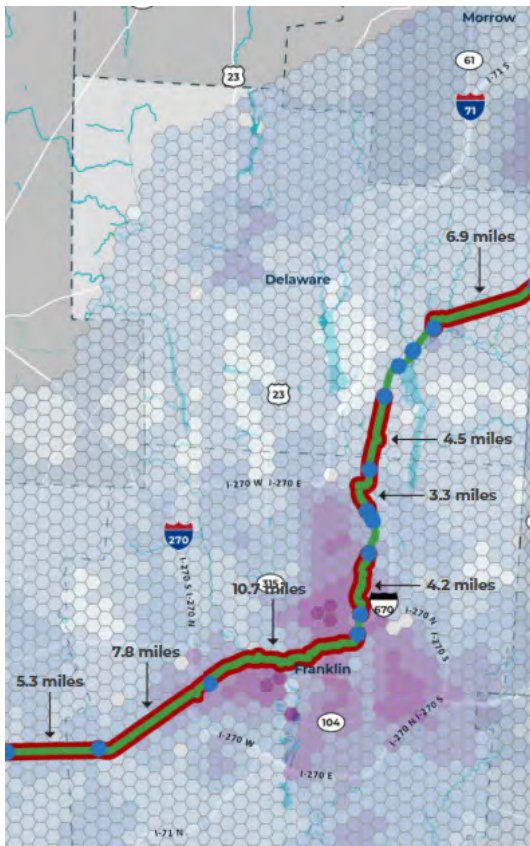
COMPLETE
2024

TEAM
Matt Leasure
Garrett Rubin

SERVICES
Urban Planning & Design
Wayfinding & Signage
Community Engagement

AWARDS
ASLA Ohio 2025 Merit Award,
Communications + Research

[CLICK HERE TO SEE THE FINAL PLAN](#)



Signs along Alum Creek Trail announce Easton Trailhead as an upcoming destination, and those on roadways at Easton indicate nearby trail access. QR codes link to online maps with updated trail information, and a digital sign counts trail users.



MAP KIOSK

GUIDELINES

- IDENTIFY THE TRAILHEAD**
Associate the trailhead to its name by placing it at the top of all maps.
- ORIENT USERS**
A universal location icon at the trailhead's location lets users know where they are. COG trails should use a bold lineweight and their assigned color. The map background color and some associated features, such as parks and open spaces, should utilize tones of the standard COG green. Gray tones should be used to denote water bodies, buildings, streets, and other features.
- PROVIDE MORE CONTEXT**
An inset map shows the broader context of a user's location.
- LINK TO MORE**
More information can be provided via digital maps using a simple QR code.



Strategically locating creative elements along a trail can support wayfinding by associating places with specific visual cues. The team therefore recommended employing these elements whenever possible to help users better navigate the trail over time.



Cape May County Creative Placemaking Plan

CAPE MAY COUNTY, NEW JERSEY

In 1989, Cape May County initiated a taxpayer-funded program to purchase or protect open space and farmland throughout the County. The program proved successful and was eventually expanded to include funding of parks, recreational amenities, and historic preservation projects. While the program has been extremely successful in meeting its mission, it has relatively low public recognition.

To build awareness of the program and to increase the quality of funded projects, the County initiated a Creative Placemaking Plan which created a brand identity, standards for park design elements and amenities, and a demonstration site design. Designing Local was selected through a competitive process to lead the creative placemaking plan. The team facilitated four total workshops to garner input from key stakeholders and to develop and test ideas. A key part of the process was the creation of a community character framework which defines the unique sense of place present in Cape May County. This was utilized to drive the creation of the brand identity guidelines. The community character framework was also utilized in the design of various signage, site amenity, and architectural concepts throughout the County.

This project will benefit from Designing Local's ability to successfully manage a project team and many municipalities to conduct a community-wide, landscape architecture-oriented branding exercise to inform the prefabricated and custom products selected for placemaking enhancements in varied beach, park, and trail environments.

CLIENT
Cape May County

COMPLETE
2019

TEAM
Matt Leasure

SERVICES
Urban Planning & Design
Landscape Architecture
Wayfinding & Signage
Community Engagement

AWARDS
ASLA Ohio 2019 Merit Award,
Communications + Research

[CLICK HERE TO SEE THE FINAL PLAN](#)



Users of the trail network will be welcomed to special locations by signage, cycling amenities, seating, and other place-making elements. These unique destination points and activity nodes will break up the potential monotony of long stretches of straight and flat trail. The overall goal is to encourage usage of the trail network to increase health and wellness, to enhance awareness of the natural environment, and to link communities together and to major destinations in the County.



INSPIRATION

COASTAL ENVIRONMENT



MARSHLAND ENVIRONMENT



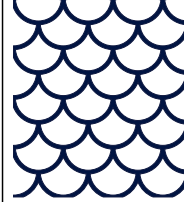
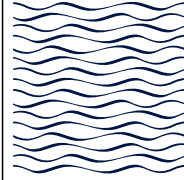
WOODLAND ENVIRONMENT



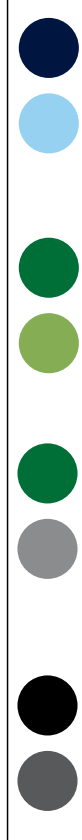
URBAN HISTORIC ENVIRONMENT



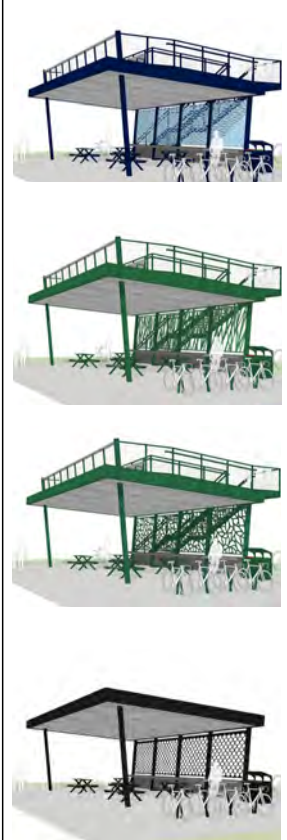
DERIVED PATTERN



COLORS



PLACEMAKING FAMILY



Designing Local Select Additional Experience

Designing Local approaches each project as a collective effort, with the creative and technical elements working harmoniously to form a cohesive and realistic plans. With the strength of our team members and the breadth of our collective experience designing and implementing successful, equitable arts and cultural plans, historic preservation plans, and public art plans.

PLANNING, SITE MASTER PLANNING,

PRELIMINARY & CONCEPTUAL DESIGN

Amesville Revitalization Plan
Amesville, Ohio

Ariel Opera House Improvements
Gallipolis, Ohio

**Belle Valley Revitalization
Redevelopment**
Belle Valley, Ohio

**Black Horse Inn Underground
Railroad Museum Rehabilitation**
Morristown, Ohio

Bossard Library Improvements
Gallipolis, Ohio

**Burlington Riverfront Park
Redevelopment**
Burlington, Ohio

**Caldwell Town Square
Redevelopment**
Caldwell, Ohio

Campus District Master Plan
Cleveland, Ohio

**Chesapeake Riverfront Park
Improvements**
Chesapeake, Ohio

Corning Revitalization Projects
Corning, Ohio

Delyn Building Rehabilitation
New Straitsville, Ohio

Dennison Revitalization
Dennison, Ohio

Dresden Streetscape
Dresden, Ohio

Dover Revitalization
Dover, Ohio

**Federal Valley Resource Center
Revitalization**
Stewart, Ohio

**Gallipolis Riverfront &
Streetscape Improvements**
Gallipolis, Ohio

Gateway District Streetscape
Zanesville, Ohio

Ironton Riverfront Improvements
Ironton, Ohio

Lock 27 Redevelopment
Proctorville, Ohio

Newcomerstown Revitalization
Newcomerstown, Ohio

**New Philadelphia Revitalization
Projects**
New Philadelphia, Ohio

**Morgan County Outdoor
Wellness Center**
McConnellsville, Ohio

Monroe Theatre Revitalization
Monroe, Ohio

**Orem HeART of Downtown
Master Plan**
Orem, Utah

**Pomeroy Downtown Riverfront
Revitalization**
Pomeroy, Ohio

**Racine Riverfront
Redevelopment**
Racine, Ohio

**Rail Freight Museum
Improvements**
Gallipolis, Ohio

Shelly Park Revitalization
Glenford, Ohio

Southeast Ohio History Center
Athens, Ohio

South Point Park Improvements
South Point, Ohio

United Plan Savers Revitalization
Pomeroy, Ohio

PLACEMAKING PLANS

**Cape May County Creative
Placemaking Plan**
Cape May County, New Jersey
*ASLA Ohio 2019 Merit Award,
Communications + Research*

**Erie Public Art Strategy &
Placemaking Plan**
Erie, Colorado

**Fairfield Town Center
Placemaking Plan**
Fairfield, Ohio

**Moline Public Art &
Placemaking Plan**
Moline, Illinois

**Sandusky Public Art &
Placemaking Plan**
Sandusky, Ohio

**Suitland Cultural Arts
Implementation Plan**
Suitland, Maryland

RECREATION & PARKS

**Allen County Parks 5-Year Parks
& Recreation Master Plan**
Fort Wayne, Indiana

**Brunswick Parks & Recreation
Master Plan**
Brunswick, Ohio

**Central Ohio Greenways
Wayfinding Strategy**
Central Ohio

**Columbus Urban Forestry
Master Plan**
Columbus, Ohio

Fairfield Marsh Park Master Plan
Fairfield, Ohio

**Fort Wayne 5-Year Parks &
Recreation Master Plan**
Fort Wayne, Indiana

**New Haven- Adams Township
5-Year Parks & Recreation
Master Plan**
Fort Wayne, Indiana

**Rickenbacker Woods Foundation
Site Planning & Design**
Columbus, Ohio

**Tuttle Park Lower Field
Improvements**
Columbus, Ohio
*ASLA Ohio 2024 Honor Award,
Design Constructed*



Kimley - Horn has a strong understanding of traffic patterns along Kansas Avenue and through Downtown Liberal from leading the recent SS4A safety action plan. This included multiple site visits to the City of Liberal and tailored recommendations in the plan in the downtown area. They also have provided similar services to similar communities as featured below.

Liberal Kansas SS4A Safety Action Plan

LIBERAL, KANSAS

Kimley-Horn led the SS4A Safety Action Plan for the City of Liberal, which was adopted in May 2025. This action plan was completed as part of a larger set of plans for six counties and five cities along the US-83 Corridor in western Kansas, of which Kimley-Horn was a subconsultant. Kimley-Horn's role included leading the plans for the Cities of Liberal and Holcomb, as well as Seward, Haskell, and Finney Counties. For the entire US-83 corridor study area, Kimley-Horn led the development of the GIS database for crash analysis and developed an interactive online dashboard for visualizing crash data and drilling down on specific crash issues and locations. The City of Liberal's plan specifically included a series of recommended safety improvement projects at targeted locations, including along Kansas Avenue through Downtown and at the intersections with 2nd Street and 7th Street.

Downtown Gastonia Parking Study

GASTONIA, NORTH CAROLINA

Kimley-Horn worked with the City of Gastonia in the creation of a Downtown Parking Study in response to redevelopment occurring Downtown and in the ballpark district. Kimley-Horn documented existing parking demands and parking characteristics, forecasted future parking demand based on redevelopment opportunities, and recommended a series of actions to enhance existing public parking assets to support economic development and quality of life for Gastonia residents. The multiphase approach provided a parking management toolkit for City staff to implement over a five-plus-year time horizon to actively manage public parking assets. The study was completed in late 2025.

Cornelius Downtown Master Plan

CORNELIUS, NORTH CAROLINA

Downtown Cornelius is the heart of a vibrant and charming community. Throughout the years, Cornelius has evolved from an agriculture and mill community to a hub for arts, community, and commerce. Community leaders have focused on a bold initiative to chart the next chapter for downtown by initiating the development of a Downtown Master Plan.

The Town hired planning and design experts from Kimley-Horn to help develop a unified vision for downtown that builds on its existing assets and incorporates the feedback of citizens and local leaders. The plan addresses important topics such as the types and intensity of uses, development opportunities and economic development, architectural design, open spaces and trees, transportation and parking, pedestrian and bicycle accommodations, and special events. The Downtown Master Plan creates a 15-year road map to develop a downtown that demonstrates the Town's rich history, bolsters its existing assets, and creates space for new and exciting landmarks to take hold.



Dublin Arts Center Ground Enhancements

DUBLIN, OHIO

Designing Local led this project with Kimley-Horn as a subcontractor for the engineering scope of work. This project will significantly enhance the aesthetics and functionality of the Dublin Arts Center. The building was constructed as a private residence and includes a 6 acre site along the east bank of the Scioto River. Designed in a French-Eclectic architectural style and built in 1941, the site is listed in the National Register of Historic Places. The City of Dublin purchased the property in 1999. This project will improve the rear grounds of the building with the addition of an event terrace, various site features, landscape lighting, electrical service for events, a historic log cabin reconstruction, and a connecting path to the Scioto River.

The site has over 70' of grade change from the rear entrance of the building to the Scioto River. This presents a challenging design and engineering problem in which cost-effective ADA-compliant site circulation and stormwater management are key drivers of the design process. It also generates opportunities for incredible vistas and dramatic event spaces. Designing Local developed three site plan alternatives which demonstrated how the vertical and horizontal location of the event terrace will influence the overall feel and functionality of events. The construction materials reflect historic character of the existing building.

CLIENT

City of Dublin Parks & Recreation Department

COMPLETE

2022

TEAM

Matt Leasure

SUBCONSULTANT

Kimley-Horn (Engineering)

SERVICES

Urban Planning & Design
Landscape Architecture



Client References

DESIGNING LOCAL

GWYNN STEWART, MS

Assistant Professor of Community Development
OSU Extension, Noble County
740.305.3177
stewart.1818@osu.edu
Caldwell Revitalization Plan
2021-2024

MELINDA VONSTEIN, AICP

Central Ohio Greenways Program Manager
Mid-Ohio Regional Planning Commission
614.233.4222
mvonstein@morpc.org
Central Ohio Greenways Wayfinding Plan
2023-2024

JACKEE PUGH

Executive Director
Belmont County Tourism Council
jpugh@visitbelmontcounty.com
740.695.4359

SHAWN KRAWETZKI, PLA

Landscape Architect
City of Dublin, Ohio Parks & Recreation
614.410.4707
skrawetzki@dublin.oh.us
Dublin Arts Center Ground Enhancements
2020-2022

NATHANIEL KAELIN

Economic Development Manager
City of Fairfield, OH
NKaelin@fairfield-city.org
513.867.5345
Fairfield Town Center Placemaking Strategy
2023-2024

ARIN BLAIR, AICP

Chief Planner
City of Sandusky, Ohio
419.627.5873
ablair@ci.sandusky.oh.us
Sandusky Preservation Design Guidelines
2023-2024

Kimley»Horn

Expect More. Experience Better.

KEELEY YOUNG

Chief Communications Officer
City of Liberal
620.626.2257
Keeley.young@cityofliberal.org

KRISTY RATCHFORD CRISP

Director of Economic Development
City of Gastonia
704.842.5105
kristy.crisp@gastonianc.gov

WAYNE HERRON, AICP

Assistant Town Manager
Town of Cornelius
wherron@cornlius.org
704.896.2460



3.

PROJECT UNDERSTANDING, APPROACH, & SCHEDULE

Project Understanding



Background

The City of Liberal has just under 20,000 residents and approximately 6,400 households. The City received its name from the phrase “its mighty liberal of you”, which was often a reply to the first homesteader in the area Mr. Seymour Rogers, when he gave away his water to travelers that were passing through. The City also has a strong connection to the Wizard of Oz as the home of Dorothy’s House & Land of Oz. The City is very culturally diverse, with 29% of residents being born outside of the US and 68% being Hispanic/Latino.

The Core Commercial District is delineated by the following streets: Trail Street (south), Pennsylvania Avenue (east), 6th Street (north), and Grant Avenue (west). Second Street has seen significant recent investment with substantial public investment in infrastructure and private business revitalization. This plan seeks to build on this momentum and expand reinvestment to the remainder of the District.

Downtown Liberal has one site that is listed on the Register of Kansas Historic Places, the Old Rock Island Depot which consists of the Grier House and Depot and is located on the south edge of the Core Commercial District. Both of these buildings are owned by the City of Liberal. After a preliminary search, no buildings, sites, or districts are listed on the National Register of Historic Places. However, given that many of the existing buildings are over 50 years old, an establishment of a downtown historic district listed on the National Register of Historic Places may be possible, enabling access to both State and Federal Historic Tax Credits.

Planning Goals, Outcomes, and Budget

The City desires to create a comprehensive Downtown Redevelopment Plan that includes a strong vision with a clearly defined and achievable action plan. The planning process will be inclusive to the whole community and facilitate the engagement of City leadership, key stakeholders, and residents.

The process will culminate in the delivery of a well-organized and visually-rich plan document that outlines clearly articulated and achievable goals. The City of Liberal desires a Consultant Team that is well-versed in organizing and managing a planning process, has expertise in producing downtown plans, and possesses excellent verbal and visual communication skills. Further, the Consultant Team should build upon ongoing planning and economic development work in order to create a seamless transition between the various efforts.

Per the RFP, it is understood that the budget for this project is between \$70,000 and \$95,000. Upon selection, our Team will provide a detailed breakdown of fees and other costs that is within this budget range. The following scope of work is intended to be provided within this range.

What Makes Our Approach Unique?

Our planning process engages the public around questions of what types of cultural experiences, business opportunities, and civic amenities bring them joy and make them feel proud of their community. We will:

WORK TO PRESERVE AND ENHANCE THE CHARACTER OF LIBERAL

Residents and visitors are drawn to distinct, interesting, and fun downtown districts. Our team will work with the City of Liberal to envision the experiential quality of Downtown as a fundamental building block for the community's future prosperity. This is absolutely critical as Liberal continues to grow and change. We will consider this plan as a way to support the City's broader economic and community development goals.

FIND OPPORTUNITIES FOR PLACEMAKING AND ARTS AND CULTURE

Strategic and equitable arts, culture, and placemaking investments can highlight the interconnectedness of all people in a community, creating a sense of belonging that enables pathways to individual growth and active citizenship. These types of investments can help reinforce others — for example, those in education, health, public safety — being made to promote community members' well-being.

ESTABLISH A CLEAR PATH FOR IMPLEMENTATION

Planning for a strong administrative infrastructure and funding strategy to support the future growth and revitalization of Liberal will be a critical part of this planning effort. Our team will review national and local benchmarks to understand strategies for implementation. Our team will also explore partnership opportunities to more efficiently provide services, capital improvement funds, and/or programming if it serves the needs of the community and the City's priorities.

BUILD COMMUNITY PRIDE THROUGH THIS PLANNING PROCESS

Our team believes that a planning process itself builds civic awareness and pride. We will work with the community to bring a diverse range of stories to the surface about local culture, history, and people. This will be accomplished through a robust public engagement process accompanied by strong graphics and design concepts that will be tied directly to feedback we receive.

Project Management

The project will be led by Matt Leasure, AICP PLA LEED AP CPRP, a Principal and Urban Planner/Landscape Architect at Designing Local, and will be supported by Jasmine Metcalf. Matt and Jasmine have recently completed the design of several similar downtown district plans and are familiar with the project workflow, deliverable coordination, and reviews for similar projects. Jasmine will be responsible for communicating to all members of the full Design Team and will assure their direct participation in meetings and other project activities as necessary. Jasmine will also coordinate and organize all materials for various major submissions, presentations, and deliverables.

The Client Group. It is important to establish a small group of critical people will be the primary entity that will provide direction and guidance to our team. A representative designated by the Client Group will be designated to directly coordinate with Designing Local for all logistical considerations. This person will be our point of contact for public meetings and necessary facilities required for such activities. The Design Team will facilitate bi-weekly videoconferences or in-person meetings to discuss progress and direction. These bi-weekly project coordination meetings will serve as our regular core team check-ins. These recurring meetings provide a dedicated time to follow-up on action items and to discuss to-do items to keep the overall project on schedule as they relate to the developed Project Work Plan (guiding document used as a real-time comprehensive project status report). Meeting minutes and notes shall be provided to City of Liberal following each meeting.

Leadership Reviews. The Design Team will work with the Client Group to provide various updates to City of Liberal leadership throughout the process. The project design progress will be presented in a highly visual format in order to provide clarity of the project scope and design character as well as generate excitement for the project's implementation.

In-Person Meetings and Workshops. The Design Team anticipates 4 total trips. These trips will consist of two days in Liberal in which various meetings, work sessions, and public open houses will be facilitated. These trips are described in more detail in the proposed scope of work.

Proposed Scope of Work

The proposed scope for the City of Liberal Downtown Redevelopment Plan (Plan) is outlined on the following pages. The scope should be refined with input from staff. Please note that references to "Client Group" is the City-designated project manager and City staff, and the "Team" is the Designing Local team members.

PHASE 1: MOBILIZATION

1.01: Virtual Kick-off Meeting and establishment of the Client Group. The Team will host a virtual kick-off meeting determine members of the Client Group. This will consist of one or a few City-designated project representatives. The Team will host bi-weekly virtual meetings with the Client Group throughout the project to discuss project logistics, progress, and other items requiring timely feedback. The Client Group will assist the Team in coordinating events and key stakeholders, reserving facilities, and addressing invoicing and other process items.

1.02: Compile GIS Base Mapping and Existing Information. Coordinate with City staff to secure base information from the City including GIS/AutoCAD base information, previous planning studies, demographic data, and other relevant data.

1.03: Project Launch (Trip 1). Meet in person with the Client Group and review the plan context, mission and goals; meeting schedule; research goals and strategies; proposed community and stakeholder engagement process; coordination with other ongoing planning efforts, expected deliverables, and process for approving the final plan. The goal of this meeting will:

- **Establish Communication Protocols.** Develop communication protocols, including Client Group and the Team leaders and responsibilities related to the project schedule and information sharing.

Proposed Scope of Work, Continued

- **Determine Expected Outcomes for the Plan.** Discuss expectations for the scope of the plan and clarify the relationship between the planning outcomes of this planning effort in relation to other planning processes and initiatives.
- **Generate a Project Schedule and Community Engagement Plan.** Determine optimal method and process for community engagement opportunities. The Team will work with the Client Group to design all community engagement activities as well as a plan for public communication activities such as contact with the media and elected leadership. The community engagement activities are described in detail in Task 3.
- **Determine a Steering Committee.** A Steering Committee consisting of roughly 10-15 community members will be determined through discussions between the Team and Client Group. At a minimum, the Steering Committee should consist of a member of the City Commission, a member of the Planning & Zoning Board, the Seward County Economic Development Board, and several community members that are active participants or leaders in the Downtown area. Steering Committee meetings will be held on a bi-monthly basis throughout the planning process (roughly six meetings total).
- **Determine Direct Stakeholders.** Discuss who the direct stakeholders are for this Plan (ex: City and County government, Planning Commission and Board of Zoning Appeals, etc.) and what aspects of their work the Client Group expects this Plan will guide.
- **On-Site Analysis.** Visit the site to become familiar with Downtown Liberal and its context within the City. Analyze the project area, namely the buildings, streets, blocks, and public spaces, in order to define and to delineate the scope of the boundaries to be evaluated for the Plan and typical characteristics, with livability, current and future land uses, and future development issues in mind. This on-site analysis will be conducted during the in Plan.

Task 1 Deliverables

- Project Work Plan and overall timeline of the project;
- Stakeholder interviews;
- Task 1 Technical Report;
- Initial Presentation to the Steering Committee.

PHASE 2: INVENTORY AND ANALYSIS

2.01: Existing Condition Analysis. The Team will compile base information and create analysis for the following:

- **Community character analysis.** Develop an understanding of the community and study area through a detailed analysis of vernacular aesthetics, community ideals, and other elements. This will include a thorough review of the quality of the public realm in the study area including streetscape character, open space, Building upon our substantial national expertise in public art planning and placemaking, we will examine the project area for opportunities to integrate and local elements such as sculptures, murals, specialty lighting, graphic elements, etc.
- **Historic preservation and heritage tourism analysis.** Compile and review existing guidelines, codes, and other policies which shape the maintenance and redevelopment of historic buildings. Additionally, review existing plans and policies relative to planning initiatives, tourism, placemaking, public space, capital projects, and maintenance considerations.
- **Parking.** Utilizing readily available information and supplemented by on the ground truthing, the Team will collect parking existing conditions data to assess current Downtown parking conditions. This data collection and assessment includes capturing the total number of on- and off-street parking spaces, categorized as either public or private parking spaces. Current parking management strategies, including ADA, time limit, and overnight parking restrictions will be collected as well. Kimley-Horn will also incorporate findings from the City's 2024 parking survey into this assessment to better understand community sentiment around parking opportunities and challenges and whether constituents are interested in expanded parking options along Kansas Avenue. The utilization of these parking spaces

Proposed Scope of Work, Continued

will be assessed via previous planning efforts and through a multipronged primary data collection methodology. The Team will work with City staff collaboratively to determine the most effective data collection effort that can include the use of drone technology to capture on the hour parking utilization via aerial imagery, boots on the ground data collection via staff, or the utilization of in-vehicle cameras to capture on and off-street parking utilization. In all of these data collection methods, the result of this data collection will provide on the hour insights into how on and off-street public and private parking is utilized throughout the weekday and weekend to determine existing conditions trends and characteristics.

- **Traffic and Transportation.** Traffic, travel patterns, and speed data will be collected as part of the existing traffic and transportation conditions analysis. Kimley-Horn recently analyzed traffic count estimates along Kansas Avenue as part of the City's Safe Streets for All (SS4A) Safety Action Plan developed in 2025. These traffic counts strongly imply that only one through lane is needed in each direction along Kansas Avenue, and the additional lane could be repurposed for mobility, parking, and/or pedestrian and streetscape investments. Our Team has access to the Replica platform, which uses anonymized cell phone and on-vehicle data to analyze where people are coming from and heading to, including non-motorized trips (pedestrians and cyclists). We can use this data to support placement of parking and considerations for access and alternative modes. Lastly, Kimley-Horn has access to speed data on City streets from sampled newer vehicle models, including average speeds, free-flow speeds, and 85th percentile speeds.
- **Economic and Market Analysis.** Creating successful places requires a solid understanding of economic conditions and opportunities within the community. Our Team's approach involves analyzing baseline and historical conditions—the location, direction, and outcomes of investment decisions—and the use of real estate by various sectors of the local economy to support growth initiatives. We focus intentionally on providing information that allows for a sustainable decision-making process, a consideration of community priorities and return on investment, and defining clear implementation strategies. Our process focuses on synthesizing economic factors to create clear assessments of future potential. We provide strategic, forward-looking evaluations of a community's strengths, weaknesses, opportunities, and considerations (SWOC), grounded in concrete facts and informed thinking about the future. We regularly rely on best practices and case studies to support creative downtown planning initiatives to help a community to think beyond their borders. Ultimately, our team will prepare a concise indication of which real estate sectors represent short- and long-term potential in the area surrounding downtown Liberal and summarize currently available resources to promote growth and provide actionable strategies to facilitate development.

Task 2 Deliverables

- Background research that includes photographic documentation of the Downtown Liberal area.
- Base maps/site photos of the project area.
- Existing conditions and technical analysis report.

PHASE 3: COMMUNITY DIALOGUE & ENGAGEMENT

3.01: Web-based Engagement. Using a web-based public engagement system, create an interactive website for the project that will include project information, general questions, and map-based input. The website will be built to provide a similar level of engagement to the public open houses. The engagement results from the website will be merged with in-person results and presented graphically in the final plan document. This website will offer information and engagement questions in both English and Spanish.

3.02: Community Workshops. The Team will work with the Client Group to design and facilitate two (2) public workshops that will be facilitated over several days. These activities will provide meaningful interaction and be highly inclusive to yield essential insight about Liberal and the values of the community. Community outreach will be facilitated to solicit the community's big ideas for the future of Downtown. The Team will assist with promoting the workshops, including developing the design of all marketing materials, and will work with City staff, Commission members, and community leaders to promote the workshops within their networks.

Proposed Scope of Work, Continued

- **Community Workshop 1 (Trip 2).** This introductory open house will focus on data gathering, community impressions of facilities and programs, and a wants & needs dialogue. The Team will bring boards and a presentation of initial analysis findings and key requests for public engagement. The Team will generate initial sketch concepts and diagrams of major plan elements and frameworks. Day 1 of Workshop 1 will include a site visit, meetings with community members, and the production of sketches. Day 2 will consist of sketch concept refinement, additional meetings during the day, and the first public Open House in the evening.
- **Community Workshop 2 (Trip 3).** The second open house will provide the community with an opportunity to review preliminary planning recommendations, design concepts, and implementation strategies. The outcome of this meeting will be used to refine the action plan. The Team will bring boards and a presentation of in-process planning and design work. Day 1 of Workshop 1 will include additional in-person meetings, a “ground-truthing” site walk, meetings with community members, and the production of additional sketches. Day 2 will consist of sketch concept refinement, additional meetings during the day, and the second public Open House in the evening.
- **Design sketch production during the Workshops.** Each Workshop will include two 1/2 day design sessions with members of the Planning Team and Client Group. The intention of these work sessions is to quickly develop and refine ideas and to receive input from key community members. The Planning Team will produce concepts utilizing pens, markers, trace paper, and other sketch production tools. These sketches will be posted on the walls of the Open House meeting space for public review.

3.03: Stakeholder Interviews. The Team will facilitate up to 15 stakeholder interviews with members of the Steering Committee and other key community members as determined through discussions with the Client Group. These interviews will be conducted either in-person or virtually in a one-on-one format that includes a standard set of questions. Stakeholders will also be provided with the opportunity to discuss key issues which influence the quality of their experience as a resident and/or their involvement in a community group or activity. A summary of all stakeholder interviews will be included in a plan appendix.

3.04: Focus Groups. The Team will facilitate up to five (3) targeted focus group (8-10 individuals) meetings with key community groups. The purpose of these meetings is to explore barriers, opportunities, and aspirations of a variety of community members. These groups could include small businesses, local developers and property owners, artists, cultural organizations, educators, and underrepresented communities.

3.05: Liberal City Commission Briefing, Stakeholder Meetings, & Final Open House (Trip 4). We will conduct a briefing with the City Commission and key stakeholders to review findings and gather direction prior to the adoption of the final plan. These briefings will be in compliance with all applicable “sunshine” laws. We will also host a public open house to present the final outcomes and recommendations of the project. We anticipate the format of this open house to be informal in nature with the plan content presented on boards and the Team directly engaging with attendees.

3.06: Engagement Report. Synthesize findings from all engagement activities into a clear narrative that identifies themes, values, and recommendations. The goal of this report will be to identify the core items that the community wants to see in the future, such as specific programs, the need for additional park space, or the desire for different facilities compared to what is currently available. will be presented to the Steering Committee, Client Group, and City Council through a comprehensive community engagement summary report.

Task 3 Deliverables

- Engagement report.

Community Engagement Strategies & Techniques

We develop tailored strategies to effectively reach and engage hard-to-reach populations to inform, guide, and communicate the Plan.

Designing Local employs a wide variety of creative community engagement practices that are often customized for the places we work. For this project we would work with you to determine the appropriate type of community engagement events and activities. Below is a sample list of public engagement opportunities. The actual format of public meetings will be determined through discussions with the Client Group and Steering Committee. Below are some featured techniques that we may use and have found successful on other projects.



Stakeholder Interviews

One-on-one interviews with city leaders and others who have significant decision making responsibilities, and/or who require discretion to share their unfettered insights.

Focus Groups

Small group conversations with local arts and culture leaders, or others with unique insights of relevance to the planning process.

Charrettes

Specific charrettes over a series of days held in different areas of the city that focus discussion on various topics covered in the Plan.

Educational & Informational Events

Showcase national experts and leaders in a specific field (for example: coaches or athletes in a specific sport, aquatics experts, public artists, etc.)

Community Events

Presence at established well-loved festivals and events, pop-up public engagement meetings throughout Rocky River, summer concert series, farmers markets, cultural festivals, and First Fridays.

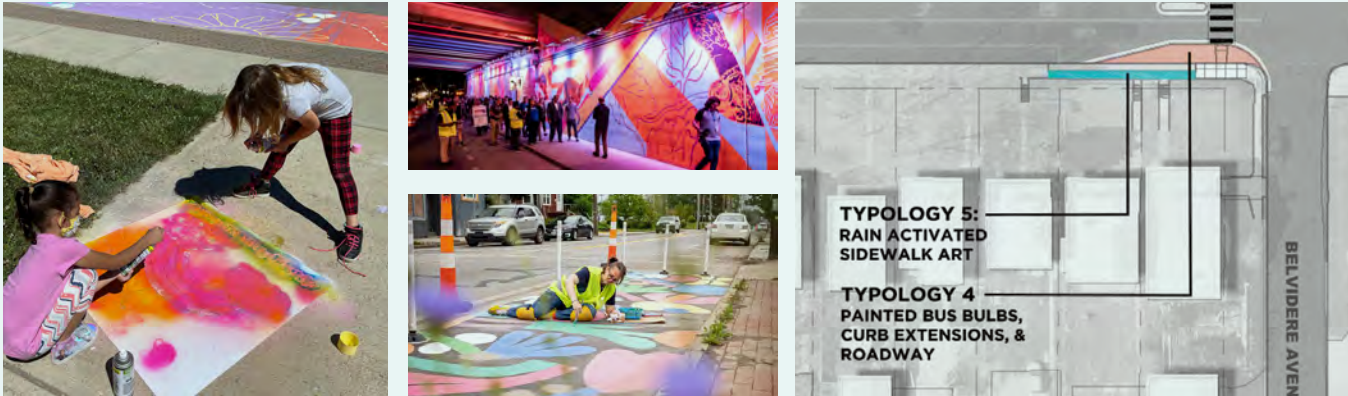
Surveys

Online surveys and statistically valid survey administered in-person, or as the target populations require.

Social Media

Create graphics and share links to promote the workshops and share the survey.

Community Engagement Case Studies



CASE STUDY | DESIGNING LOCAL

Sullivant Bright Public Art & Parklet

[CLICK HERE TO SEE THE FINAL PLAN](#)

This project represents an innovative approach to a major urban roadway improvement project. The project includes the use of temporary installations to demonstrate the value of permanent future infrastructure elements. Designing Local identified locations for street murals where permanent bulb-outs will be built for pedestrian safety and traffic control purposes. The creative community was mobilized to create the temporary installations. Elementary students also participated by painting the school's sidewalks with poetry and graphics. This was one of the most rewarding elements because it demonstrated that citizen participation and creative engagement can result in community pride and a positive outlook. A key part of the project was engaging the community, elected leadership, and the news media. The Mayor participated in the project by installing sidewalk art, attending the unveiling of the new permanent mural under the interstate, and providing remarks along with several of the artists.



CASE STUDY | DESIGNING LOCAL

Sandusky Public Arts & Placemaking Plan

[CLICK HERE TO SEE THE FINAL PLAN](#)

Designing Local organized extensive stakeholder engagement and a public art popsicle pop up to kick-off the planning process in Sandusky, Ohio. Participants were asked their vision for public art in the City and were asked to think about potential transformational projects.

Proposed Scope of Work, Continued

PHASE 4: CONCEPTUAL PLAN DEVELOPMENT

4.01: Planning recommendations. The Team will create recommendations for the following:

- **Streetscape & Infrastructure.** A very important part of the Downtown Redevelopment Plan will be to develop a visually appealing style for Downtown Liberal which features unique spaces that build community pride. The Plan will include a proposed aesthetic design scheme for unique and long-lasting streetscape components including hardscape elements, light fixtures, seating, litter receptacles, bike racks, and landscape plantings which create a cohesive and distinct space. Another component of this is to enhance crosswalks, pedestrian refuge islands, and sidewalks to improve downtown's walkability as well as visual appeal. New paving, seating, and pedestrian scale lighting will improve the sense of safety and facilitate use.
- **Transportation & Traffic.** Kimley-Horn's work on the City's Safe Streets for All (SS4A) Safety Action Plan developed in 2025 showed an appetite for a reimagined Kansas Avenue that included parking and mobility options to enhance Downtown. Initial data analysis findings, to be refined as part of this effort, also showed roadway capacity on Kansas Avenue to reallocate existing travel lanes for non-travel purposes. Coupled with the parking existing conditions analysis and assessment, as outlined previously, this planning effort will provide relevant data and metrics to determine the most effective methods to reallocate public right of way to its highest and best use to support economic development and a thriving downtown environment. From a parking management perspective, on-street parking space reconfiguration will be a top priority, exploring whether on-street parking can be converted to angled parking while maintaining a safe, comfortable, and efficient parking environment. Previous City surveys have shown over 70% of businesses favor angled parking on Kansas Avenue while the majority of community members have safety concerns about the current parallel parking orientation on the corridor. The Team will leverage the ongoing community conversation around reconfiguring parallel to angled parking spaces on Kansas Avenue as part of this planning effort. The orientation of on-street parking spaces will be coupled with an examination of parking management strategies including time limit parking restrictions to encourage turnover, including on-street ADA parking spaces to meet Public Right of Way Accessibility Guidance (PROWAG), off-street shared parking opportunities, and parking wayfinding signage systems.
- **Active Transportation.** Active and alternative modes of transportation will also be examined. There is community appetite for a reimagined Kansas Avenue that includes both angled parking and opportunities for safe pedestrian and cycling infrastructure. In conjunction with an evaluation of the downtown streetscape, the Team will examine effective interventions to make walking and cycling viable mobility methods to access and patronize Downtown businesses. This could include expanded sidewalk space, enhanced crosswalks, bike lanes and bike parking opportunities near businesses, and intersection daylighting to preserve safe crossings for the traveling public. Our team has the technical expertise planning and designing these multimodal enhancements – and the understanding of the state and federal grant landscape to help identify funding for these improvements.
- **Parking & Mobility.** Lack of safe and convenient parking has been cited as a deterrent to visitors and potential developers alike. Kansas Avenue is a four-lane main arterial road through the city with an at-grade railroad crossing located at the Southern boundary of the Downtown area. The City is interested in exploring traffic data studies in the plan which show the impact of possible parking and transportation configurations on vehicle traffic in the Downtown area. Safe, ADA accessible pedestrian access and alternative modes of transportation should also be explored in conjunction with parking and street configuration options.
- **Pedestrian Safety.** A consistent theme captured in the City's recently developed Safe Streets for All (SS4A) Safety Action Plan was a desire for enhanced pedestrian infrastructure in the Downtown, especially along Kansas Avenue. This sentiment has been expressed in City administered surveys to business and the community members alike over the past several years. Anthony Gallo, who led the City's SS4A plan and will direct transportation and mobility planning for this downtown planning effort, is the consultant project manager for KDOT's statewide Strategic Highway Safety Planning efforts and has led numerous safety action plans for communities across Kansas in addition to Liberal's. As such,

Proposed Scope of Work, Continued

Anthony is engrained with state and federal funding sources for safety and multimodal improvements, as well as costs and maintenance considerations. Anthony Gallo is working with communities across Kansas, including the City of Liberal, to help them understand technical and financial resources for implementing pedestrian safety treatments such as sidewalks, crosswalks, and pedestrian refuge islands.” Our team’s expertise in assessing, planning, and supporting the implementation of these public right of way improvements will be of value to Liberal as it looks to move this downtown planning effort forward towards implementation to make impactful improvements to the Downtown and the business community.

- **Public Art & Creative Placemaking.** Examine the Downtown area and identify opportunities for integration of public art and placemaking elements including locations and preliminary concepts for elements such as sculptures, murals, specialty lighting, graphic elements, etc. These concepts may highlight local cultural events/figures or may be abstract or contemporary in expression.
- **Gateways & Edges.** Identify key community gateways and development recommendations for improvements. Create conceptual plans for improvements to these gateways including signage, landscaping, lighting, etc.
- **Historic Preservation & Facade Improvement.** Examine existing historic preservation policies and procedures and develop recommendations for new policies, guidelines, or modifications to existing applicable codes and review procedures. Determine potential strategies for a facade improvement program.
- **Infill Development Opportunities.** Create conceptual sketch site plans for infill developments and corresponding tabular data including usable square footage, residential units, parking spaces, etc.

4.02: Articulation of a common vision for Downtown Liberal. Based on the public workshops and stakeholder meetings, the team will extract the story Liberal wants to tell to the outside world through the Plan. The Plan will contain goals and action steps that are achievable with short-term goals (0-5 years) and long-term strategies (5-10 years). Each recommendation will be examined for connection to other planning projects throughout the City. It is understood that the objectives of the Plan may be subject to change during the planning process. The Plan will cover the following topics and are not listed in a particular order:

4.03: Present outline and graphic elements of the plan. The Team will prepare sketch drawings or renderings illustrating alternative design concepts for the form and configuration of the program elements on the site. Following the production of sketch drawings, the Team will facilitate a review meeting with the Client Group and staff. After review by the Client Group and staff, input will be sought from key stakeholders to provide additional input on preferred design concept. The following elements will serve as the basis of design moving forward and will be refined further:

- **Overall illustrative site plans** - The Team will create an overall site plan for the Downtown area which includes potential land uses and any alterations/additions of site infrastructure.
- **Perspective renderings** - The Team will work develop preferred views for up to six (6) illustrative perspective renderings. Various existing and proposed elements within the perspective renderings will be determined and drafts of the renderings will be produced for review.

4.04: Conceptual design cost estimating. The Team will work with the Client Group to determine a preliminary budgets for various public infrastructure elements. These budgets will be high-level magnitude of cost estimates based on 2026 construction data and benchmarks projects in the area.

4.05: Develop a strategy to gain community consensus for the Plan. The Team will develop education and public relations materials that will communicate the process and outcomes for public distribution. This will be a key step in building community-wide consensus for the plan.

Task 4 Deliverables

- Outreach materials.
- Conceptual design opinion of probable costs which includes both design and construction.
- Provide and present a draft Plan in both hard and electronic form as per the agreed upon schedule.

Proposed Scope of Work, Continued

PHASE 5: FINAL PLAN

5.01: Final Plan document. The Team will produce a final plan document which will include a summary of the process, public engagement, demographic trends, benchmark research, focus area plans, various recommendations, and implementation strategies.

- **City brand guidelines and visual quality.** The Team will utilize the the Client Group’s brand guidelines to design the plan document so it is consistent with the the Client Group’s public communication materials.
- **Charts, graphs, maps, and renderings.** To be utilized as prominent elements in the Plan.

Task 5 Deliverables

- Provide and present a final Plan in both hard and electronic form as per the agreed upon schedule.

Assumptions

Please note that references to “Client Group” mean the City of Liberal-designated project manager and personnel and the “Team” means Designing Local team members. Our proposed project approach, schedule, and team members are subject to change as we work through the refinement and negotiation of scope, fee, and contract execution for the project.

ASSUMPTIONS OF CLIENT GROUP

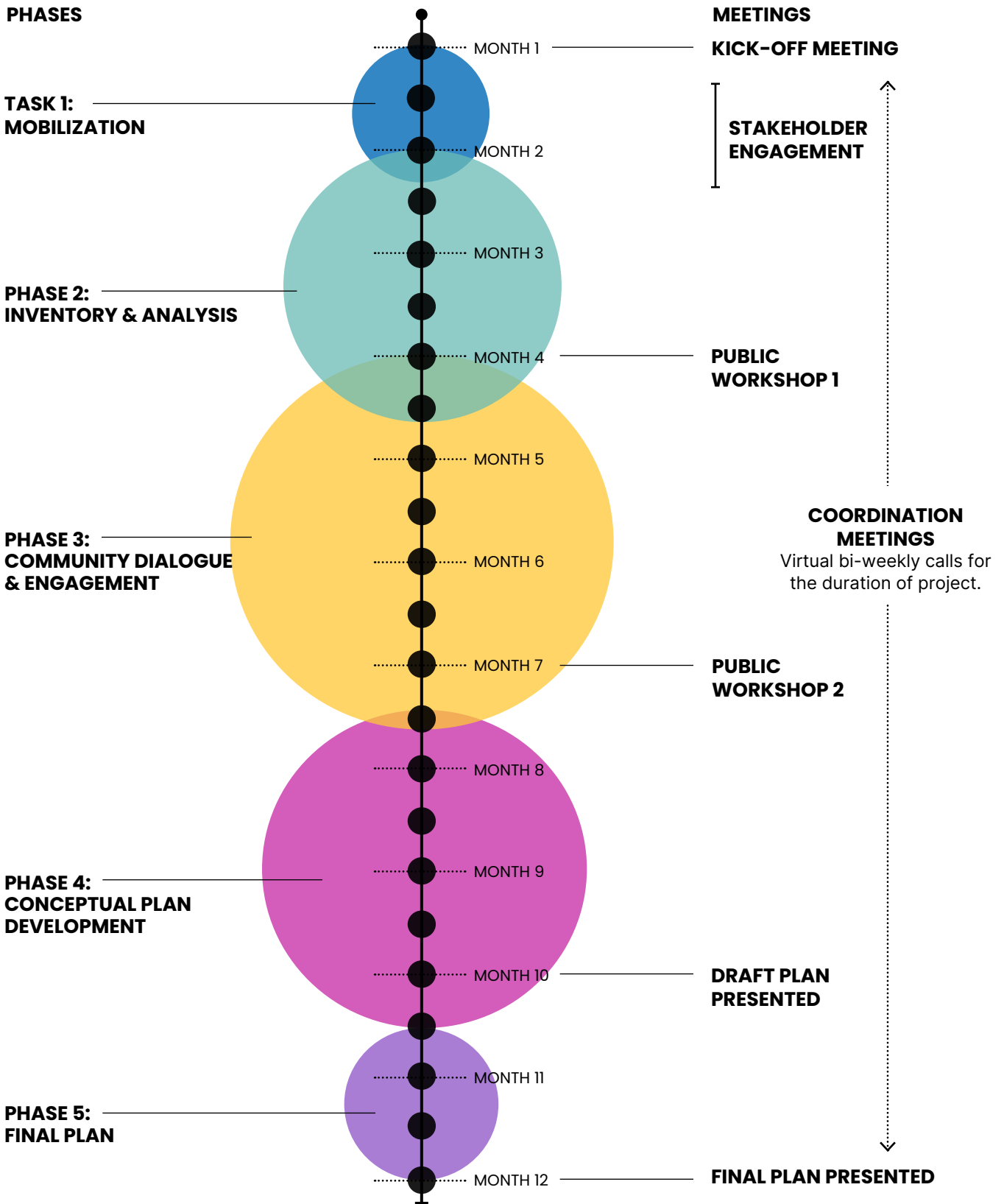
- This approach will be converted to a detailed scope of work finalized in collaboration with the Client Group that will address coordination among the Client Group staff.
- The Client Group will assist in obtaining any documents and data.
- The Client Group will act as a liaison with the appropriate legislative bodies.
- The Client Group will coordinate document review and supply edits or approvals in a timely manner.
- The Client Group will assist with securing locations for meetings, events, and workshops.
- The Client Group will assist in marketing public workshops to the public through community channels and other local opportunities.

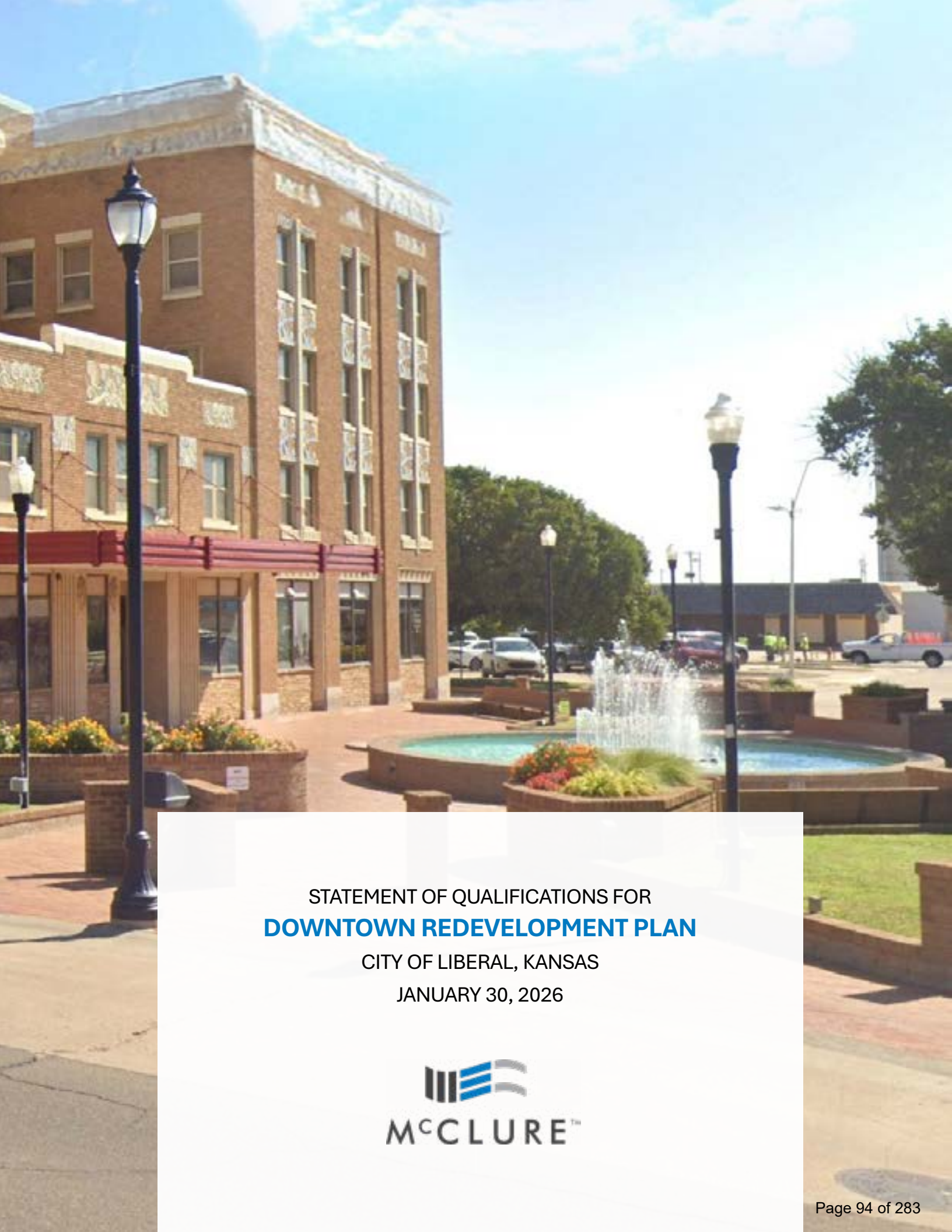
ASSUMPTIONS OF TEAM

- The Team will be prepared to have work sessions and project updates at minimum, bi-weekly with the Client Group.
- The Team will attend all meetings as needed and required and will prepare meeting summaries for the Client Group, including a monthly progress report as requested.
- The Team will prepare presentation materials in suitable formats for all public meetings.
- The Team will take the lead on facilitating all public meetings.
- The Team will respond in a timely manner to any and all questions from the public and the Client Group.
- The Team will serve as a liaison between the Client Group and community stakeholders.
- The Team will brief the Client Group leadership on plan recommendations, as requested.
- The Team will provide all tools for data collection including but not limited to questionnaires, surveys, etc.

Proposed Schedule

Designing Local anticipates that this project will require approximately twelve (12) months to complete. This will include bi-weekly Client Group meetings. The schedule shown below is preliminary and we anticipate refinement of the schedule with input from the Client Group.





STATEMENT OF QUALIFICATIONS FOR
DOWNTOWN REDEVELOPMENT PLAN

CITY OF LIBERAL, KANSAS

JANUARY 30, 2026



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1. EXECUTIVE SUMMARY

Downtown Liberal is a defining asset for the community—serving as both its historic heart and an essential economic corridor. Anchored by Kansas Avenue and shaped by historic buildings, locally owned businesses, and recent public investments, Downtown Liberal holds significant potential to strengthen community identity, support economic growth, and enhance quality of life. At the same time, the downtown faces challenges common to many regional communities, including inactive storefronts, evolving market conditions, parking and mobility constraints, and the need to balance a heavily traveled arterial roadway with a safe, welcoming pedestrian environment.

This Downtown Redevelopment Master Plan translates that potential into clear, achievable actions that respect local capacity, market realities, and community priorities.

Our team brings an integrated planning, urban design, landscape architecture, and economic development approach focused on delivering a practical, market-informed strategy that City leadership, stakeholders, and partners can realistically implement. Building upon the goals and action items of the Launch Liberal 2035 Comprehensive Plan, this effort serves as the City’s first focused, place-based implementation—advancing adopted policy direction into near-term actions and capital investment strategies. Our approach is intentionally calibrated for communities like Liberal, where staff capacity is limited and implementation often occurs incrementally.

The planning process is grounded in a thorough understanding of existing conditions and downtown market context. Market analysis is integrated into planning and design decisions to align land use, redevelopment, and public realm investments with realistic opportunities. This approach informs the identification of catalyst sites, public-private partnerships, and targeted strategies to support downtown businesses and reduce inactive storefronts.

Meaningful and inclusive community engagement is central to our work. Engagement strategies will reflect Liberal’s cultural diversity and prioritize multilingual outreach, accessible formats, and ongoing coordination with downtown stakeholders to build consensus around achievable, implementation-focused strategies.

Design and placemaking will strengthen Downtown Liberal’s identity and functionality through concept-level exploration of streetscape improvements, parking and mobility strategies, and redevelopment opportunities that enhance walkability, safety, and overall downtown experience. Concepts will be developed to support informed decision-making, cost awareness, and phased implementation.

The result will be an implementation-ready Downtown Redevelopment Master Plan that includes prioritized actions, defined responsibilities, potential funding sources, and cost magnitudes—providing the City with a practical tool to guide decision-making and investment over the next decade.

McClure transforms planning into action by coordinating priorities, real-world constraints, and realistic phasing—providing Downtown Liberal with a roadmap built for implementation.



Photo by City of Liberal, Kansas, 2024

2. FIRM PROFILE



At McClure, we're driven to make lives better by turning your vision into reality. We think like owners, contractors, and stakeholders—adding value at every step, from securing funding to building public support. **Our expertise spans aviation, transportation, water, wastewater, structural, community development, and more.**

Since 1956, McClure has grown to over 280 professionals across 14 offices in Iowa, Missouri, Kansas, Massachusetts, and New Hampshire. Our team includes engineers, surveyors, landscape architects, planners, and sustainability experts—united by core values of integrity, kindness, drive, commitment, and fun. Whatever your vision, we're here to help make it happen.

1956
FOUNDED

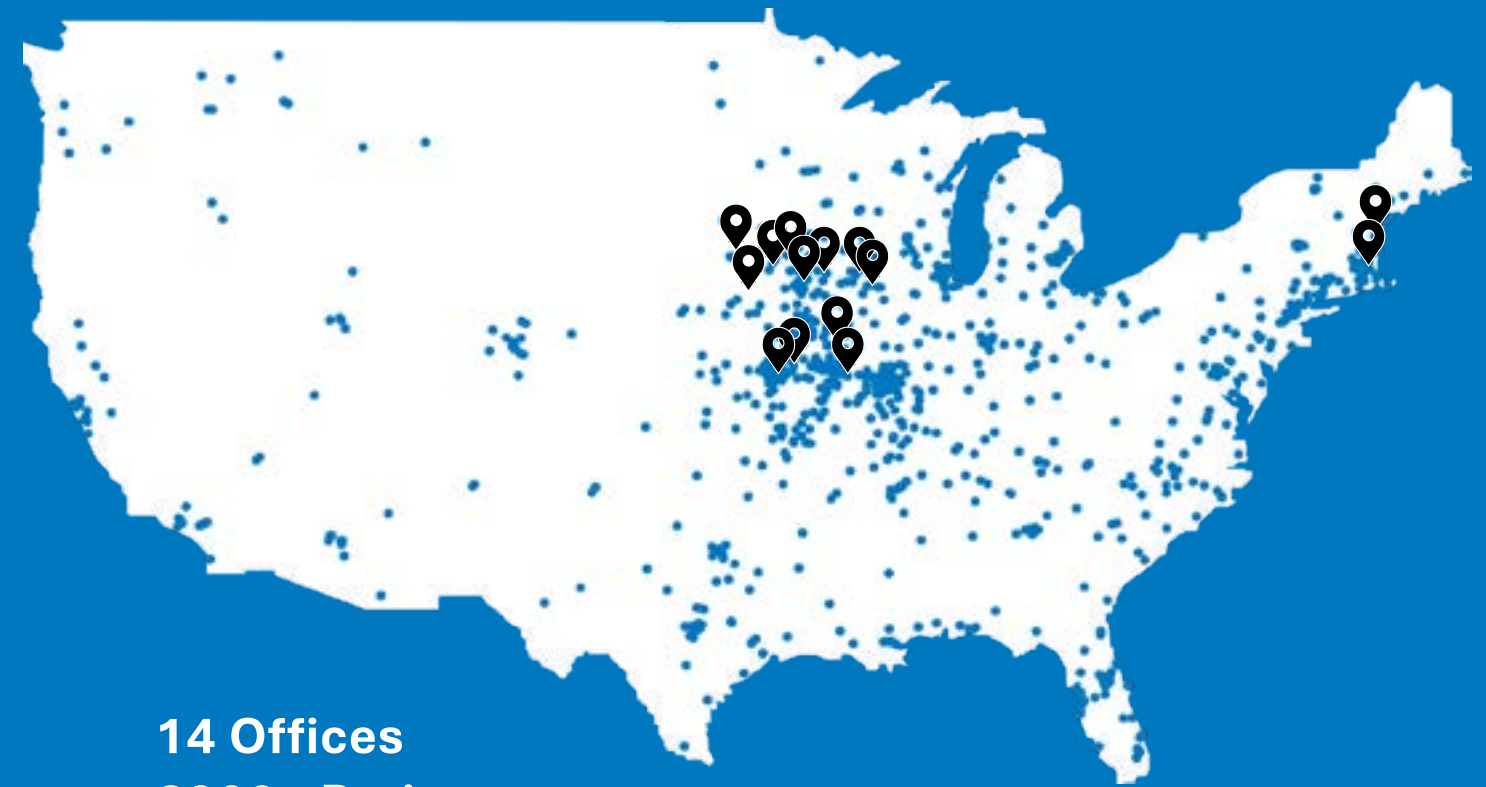
280+
EMPLOYEES

126+
LICENSED
PROFESSIONALS

1644+
COMBINED YEARS
OF EXPERIENCE

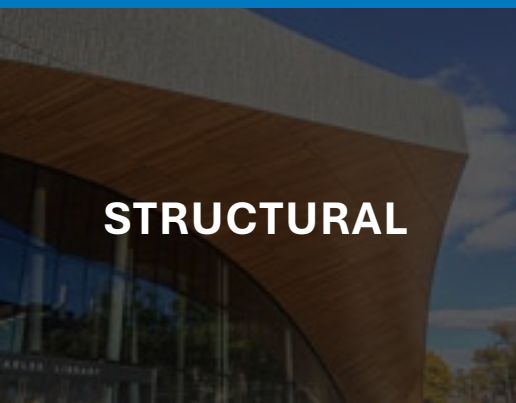
1.4M
LIVES IMPROVED

390
ENR TOP 500 DESIGN
FIRM RANKING

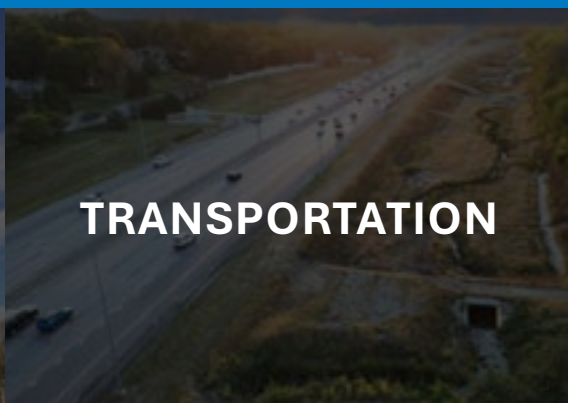


14 Offices
3900+ Projects

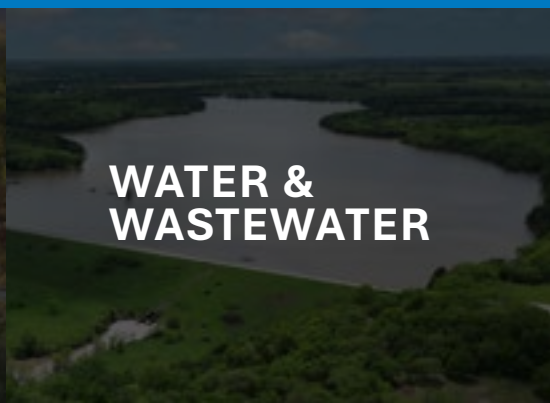
**MORE THAN ENGINEERING,
MAKING LIVES BETTER.**



STRUCTURAL



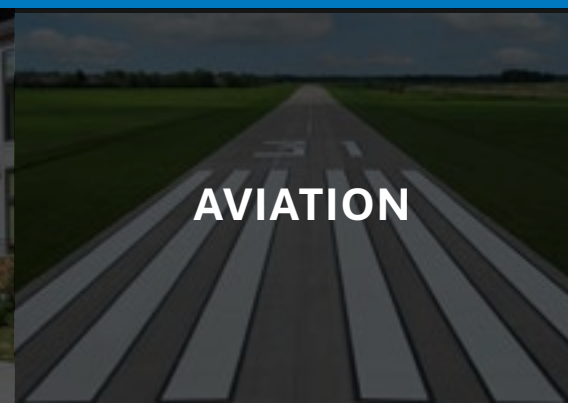
TRANSPORTATION



**WATER &
WASTEWATER**



DEVELOPMENT



AVIATION



SURVEY

WHY McCLURE IS RIGHT FOR LIBERAL

Focused on Implementation, Not Just Ideas

McClure approaches downtown planning with a clear purpose: helping communities move from planning to action. We view a Downtown Plan as a practical, usable framework that aligns mobility, infrastructure, public space, and investment priorities, supported by our Wichita-based staff and on-the-ground availability. Our role is to help the City navigate downtown’s transportation, rail, safety, and infrastructure constraints and translate that complexity into clear, implementable direction.

Grounded in Liberal’s Planning Context

Liberal has already invested in meaningful planning efforts, and the Downtown Plan is intended to build on this foundation rather than repeat it. Mobility, rail safety, connectivity, and infrastructure timing are treated as core conditions shaping downtown decisions, allowing the Plan to serve as a unifying framework for coordinated, consistent decision-making over time.

Implementation as the Organizing Principle

Every recommendation is evaluated through an implementation lens. McClure emphasizes helping the City understand what can be done first, what should follow, and what is realistically achievable within funding and staffing constraints. Our plans are structured to include:

- Clear prioritization of recommendations
- Logical phasing tied to infrastructure and capital timing
- Planning-level cost ranges to support budgeting and grant pursuits
- Alignment with adopted plans and capital improvement programs
- Phasing and cost estimating are used as decision-support tools, not commitments to construction or future services

A Plan Designed to Be Used

Downtown plans succeed when they continue to guide decisions after adoption. McClure focuses on producing deliverables that function as working tools, helping City staff and leadership evaluate capital projects, redevelopment proposals, and funding opportunities as they arise.

Within the defined scope, we emphasize clear implementation tables, priority maps, and concise narratives that allow the plan to be referenced confidently without additional interpretation or follow-up studies.

A Practical, Reliable Partner

McClure respects the scope and budget established by the RFQ. Our goal is not to expand the project, but to ensure the City receives a complete, usable plan that stands on its own. We are disciplined about schedules, responsive to City input, and committed to delivering clear, decision-ready materials. We do not “plan, drop, and run.” We deliver plans that are realistic, coordinated, and ready to implement.

The Right Fit for Liberal

Liberal does not need another plan that restates what is already known. It needs a partner who understands how existing plans, infrastructure realities, and community priorities intersect—and who can translate that understanding into a practical path forward.

McClure brings that perspective and discipline—backed by a Wichita-based staff and a Midwest-wide practice—delivering a Downtown Plan the City can use with confidence on day one and in the years that follow.

COMMUNITIES IN KANSAS WHERE WE MAKE AN IMPACT



ADDITIONAL PLANNING WORK

YEAR	PROJECT NAME	LOCATION	SCOPE
2018	*Downtown Edgerton Plan	Edgerton, Kansas	A community-driven vision that guided future growth in the downtown core through phased recommendations for land use, transportation, and beautification as the city grows.
2020	Downtown Master Plan & Streetscape	West Monroe, LA	Using a USDA Rural Business Development Grant, the team developed a downtown master plan shaped by public visioning that identified priority projects including streetscape improvements, a food hall, distillery, housing, and cohesive downtown branding and wayfinding.
2020	*St. Charles Riverpointe Master Plan Development	St. Charles, MO	A mixed-use master plan that integrates land use, placemaking, mobility, and environmental stewardship to guide downtown revitalization and economic development.
2021	Twin Creeks Village Master Plan	Kansas City, MO	Master plan and infrastructure planning for a 450-acre development, including land use, roadway and utility analysis, rezoning.
2023	Comprehensive Plan	Cumming, IA	Comprehensive plan that balances rural character with strategic growth, guiding land use, infrastructure, and economic development
2024-2025	Platte Landing Park	Parkville, MO	Master plan for a community sports complex including fields, access, circulation, and phased development.
2024	North Kansas City Levee Trail Feasibility Study	Kansas City, MO	Developed a bicycle master plan and multimodal riverfront trail alignment for North Kansas City through detailed corridor analysis, robust public engagement, and concept development to create a safe, vehicle-free connection between the east and west sides of the community.
Ongoing	Humboldt Strategic and Corridor Plan	Humboldt, IA	Master plan and stakeholder engagement to guide mixed-use downtown and corridor revitalization through prioritized land use, infrastructure, and public investment strategies.

* Projects completed by Madison Quincke prior to joining McClure

REFERENCES

XUE WOOD
Community Development Director
City of North Kansas City, Missouri
P: 816.274.6006
E: xwood@nkc.org

TRACY WOHLHUTER
Minden City Council
City of Minden, Iowa
E: twohlhuter@yahoo.com

ROBYN HUBBARD
Founding Board Member
Imagine Iowa Great Lakes
P: 402.3677.2552
E: robyn.g.hubbard@gmail.com

3. TEAM QUALIFICATIONS

McClure’s strength lies in our ability to deliver everything in-house—planning, design, landscape architecture, engineering, and funding specialists - all working from day one uniquely positions us to evaluate innovative ideas through a practical lens, testing concepts for constructability, cost efficiency, and maintenance sustainability before they reach the City’s budget. This integrated structure ensures a seamless process, faster coordination, and a single, accountable team that communicates directly with City staff from concept through completion.

Our experience helping small towns across the Midwest secure funding, stretch resources, and deliver meaningful, community-changing projects is exactly the partnership Liberal deserves. McClure’s ownership and leadership team remain actively engaged in each project, providing quality oversight and personal investment in every community we serve.

OUR SERVICES

Planning & Community Development

Planning downtowns, districts, and communities.

Landscape Architecture & Urban Design

Designing streetscapes, public spaces, and placemaking.

Transportation & Mobility

Planning safe, multimodal transportation systems.

Civil Engineering

Supporting redevelopment through civil feasibility and infrastructure coordination.

Stormwater & Floodplain Management

Integrating stormwater, floodplain, and green infrastructure solutions.

Utilities

Planning and coordinating water and wastewater systems.

Wastewater Engineering

Planning and upgrading wastewater treatment and collection systems.

Structural Engineering

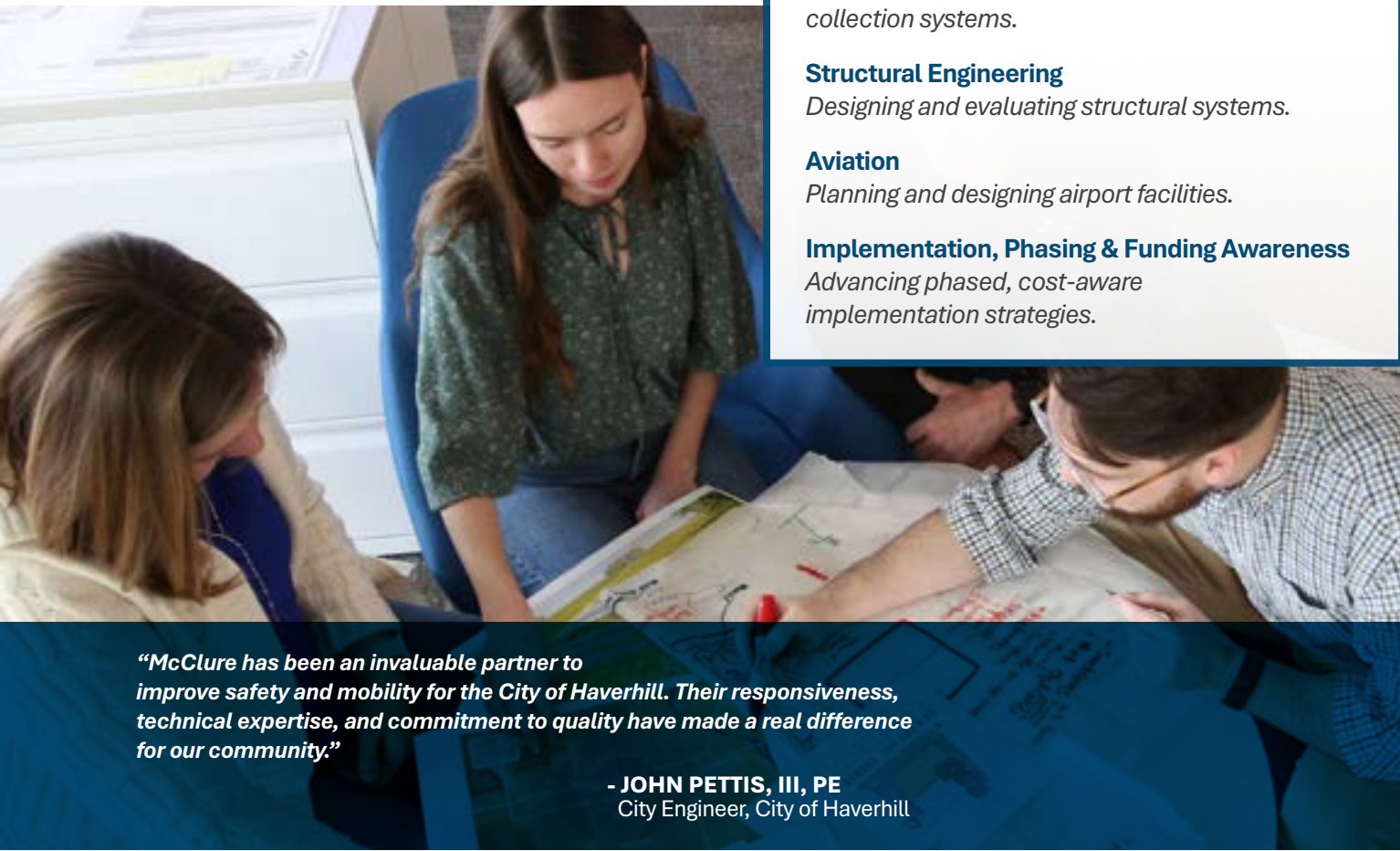
Designing and evaluating structural systems.

Aviation

Planning and designing airport facilities.

Implementation, Phasing & Funding Awareness

Advancing phased, cost-aware implementation strategies.



“McClure has been an invaluable partner to improve safety and mobility for the City of Haverhill. Their responsiveness, technical expertise, and commitment to quality have made a real difference for our community.”

- JOHN PETTIS, III, PE
City Engineer, City of Haverhill



JOY RHEA, PLA PROJECT MANAGER & PRIMARY CONTACT

Joy has over 20 years of experience leading planning and design efforts for communities across the Midwest, with a strong focus on translating big-picture vision into clear, implementable outcomes for downtown redevelopment. Her background spans master planning, site planning, grading, drainage, and landscape design across a wide range of public and private projects, and her experience in both architectural and engineering environments brings a practical, well-rounded perspective. Joy is known for her collaborative leadership style and her ability to balance creativity, technical feasibility, and long-term implementation. **Role for this project: Provides overall project leadership, quality control, and primary coordination with City staff to ensure the plan reflects community goals and delivers an achievable roadmap aligned with schedule and budget.**

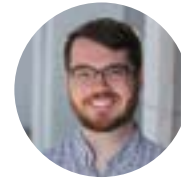
EDUCATION: BLA, Landscape Architecture, Planning & Design, Kansas State University



MADISON QUINCKE URBAN AND GRAPHIC DESIGNER

Madison brings a people-centered, planning-driven approach to urban design, with experience in master plans, parks, streetscapes, riverfronts, and mixed-use environments. She specializes in translating market, mobility, and community input into clear graphics, mapping, and visual narratives that support informed decision-making. **Role for this project: Supports planning, analysis, and concept development through graphics, mapping, visualization, and document production, helping translate ideas into engaging materials for public engagement and plan adoption.**

EDUCATION: MLA, Landscape Architecture, Planning & Design, Kansas State University



ANTHONY DEPRIEST, PLA LANDSCAPE ARCHITECT

Anthony brings experience across civic, public, and private-sector planning and design projects, with a focus on downtown site analysis, public engagement, and implementable design solutions. His background includes downtown and corridor master planning, site inventory and analysis, catalyst site identification, and schematic design for streetscapes and public realm improvements. **Role for this project: Leads analysis and design development, integrating community input into practical streetscape and public realm concepts that support the master plan vision.**

EDUCATION: MLA, Landscape Architecture, Planning & Design, Kansas State University



BETHANY WILCOX, AICP URBAN PLANNER & COMMUNITY ENGAGEMENT LEAD

Bethany serves as an Urban Planner supporting planning and community-focused initiatives. She works across disciplines on engagement, analysis, and plan development, with experience contributing to downtown, corridor, and community-wide planning efforts. Her background includes work related to walkability, housing, water quality, public health, and community well-being. **Role for this project: Supports plan development through research, coordination, and synthesis of community and stakeholder input to inform the Downtown Redevelopment Master Plan.**

EDUCATION: Graduate Certificate & BS, Community and Regional Planning, Iowa State University



MATT EBLEN, PE, LEED AP CIVIL ENGINEERING LEAD

Matt provides civil engineering and infrastructure planning expertise supporting downtown redevelopment and public-sector projects. He specializes in sustainable stormwater solutions, green infrastructure, and implementable designs that strengthen walkable, resilient urban environments. A LEED-accredited professional, Matt collaborates closely with local and state agencies to move plans efficiently from concept through construction.

EDUCATION: MS, Civil Engineering, University of Kansas, BS, Civil Engineering, University of Kansas.

4. PROJECT UNDERSTANDING

A Downtown with Strong Foundations and Momentum

Downtown Liberal is the historic and economic heart of the community, anchored by Kansas Avenue and strengthened by years of public investment. Historic buildings, local businesses, civic institutions, public art, and recent infrastructure improvements demonstrate a downtown with strong foundations and forward momentum. The goal of this Plan is not to reset progress, but to build upon it—strengthening underutilized assets and aligning future investments to support a vibrant, walkable, and resilient downtown.

Historic Assets and Redevelopment Opportunity

Downtown Liberal’s historic building stock represents one of its greatest long-term assets. Many buildings are well maintained and actively contributing to downtown life, while others are vacant or underutilized and present near-term opportunities for reinvestment. These conditions are typical of regional downtowns and must be addressed thoughtfully. Successful redevelopment will respect downtown’s architectural character, encourage reinvestment in existing buildings, and reinforce identity rather than replace it.

Downtown as a Civic and Community Anchor

Downtown Liberal functions as a true civic center. City services, public safety facilities, City maintenance operations, and Seward County offices create consistent daily activity and reinforce downtown as a working district, not solely an event-based destination. This everyday relevance provides a stable foundation for revitalization. Strengthening downtown’s role as a civic anchor will support local businesses, encourage consistent activity throughout the day, and reinforce downtown’s importance to the community’s daily life.

Kansas Avenue: Mobility Challenges and Opportunities

Kansas Avenue’s four-lane design and railroad crossing reflect its history as a highway corridor, creating challenges related to safety, access, and perception. With Highway 83/ County Estate Road now bypassing downtown, the corridor presents an opportunity to better balance traffic movement with livability. The Plan will explore feasible street configurations informed by traffic and parking data to improve safety, functionality, and downtown character.

Building from Adopted Plans and Community Priorities

The adoption of the Launch Liberal 2035 Comprehensive Plan establishes a clear policy foundation for reinvestment. This Downtown Redevelopment Master Plan represents the next step—serving as a focused, place-based application of adopted goals within the downtown core. Rather than revisiting or redefining policy direction, this effort emphasizes prioritizing, sequencing, and spatially applying adopted strategies in a way that supports near-term action and long-term reinvestment.

Recommendations will be grounded in realistic market conditions, informed by traffic, parking, and mobility data, and shaped through meaningful community and stakeholder engagement. In a culturally diverse community like Liberal, inclusive and multilingual engagement is essential to ensuring adopted priorities translate into supported, implementable outcomes

An Integrated, Implementation-Focused Approach

Downtown Liberal’s needs span placemaking, economic development, mobility, parking, and streetscape design—requiring an integrated approach. Parking availability and perception, pedestrian safety, and multimodal connectivity are recurring themes in adopted plans and community conversations. These issues will be addressed through coordinated analysis of parking supply, traffic operations, and street design, integrated with placemaking and public realm concepts to create a downtown environment that is functional, safe, and welcoming.

From Vision to Action

Ultimately, the Downtown Redevelopment Master Plan must function as both a shared vision and a practical roadmap. By building on existing investments and aligning public improvements, economic development tools, and private reinvestment opportunities with adopted policy direction, the Plan will help translate momentum into measurable outcomes. The result will be a downtown that continues to serve as Liberal’s civic heart—supporting near-term action, incremental progress, and long-term reinvestment—while remaining realistic, flexible, and grounded in the community’s capacity to implement.



Key Downtown Master Plan Challenges

- **Kansas Avenue as a four-lane arterial and former highway**, creating conflicts between regional traffic movement and downtown pedestrian comfort
- **Parking availability and perception**, including wayfinding challenges and inefficient use of existing supply
- **At-grade railroad crossing** at the southern edge of downtown affecting access, safety, and circulation
- **Inactive storefronts and underutilized properties**, limiting downtown vibrancy and economic momentum
- **Market constraints typical of regional communities**, requiring realistic redevelopment expectations
- **Need for inclusive, bilingual engagement** to reflect Liberal’s cultural diversity and ensure broad community buy-in

Key Downtown Master Plan Opportunities

- **Strong historic building stock and civic ownership of key downtown assets**, including the Grier House and Depot
- **Recent infrastructure investments** that can be leveraged to support additional reinvestment
- **Adopted goals and action items in the Launch Liberal 2035 Comprehensive Plan**, providing clear policy direction
- **Potential catalyst sites for phased redevelopment and public-private partnerships**
- **Targeted streetscape, placemaking, and mobility improvements** to enhance walkability, safety, and downtown identity
- **Incremental, implementation-focused strategies** that align with local capacity and build early momentum

5. PROJECT APPROACH

Our approach to the Downtown Liberal Redevelopment Master Plan is collaborative, place-based, and implementation-focused. Building directly on the vision, values, and action framework established in the Launch Liberal 2035 Comprehensive Plan, we structure the planning process to align community aspirations, economic realities, and physical design strategies—resulting in a Plan that is both aspirational and grounded in what can realistically be achieved.

Downtown is approached as Liberal’s primary City Center and civic heart—a focal point for economic opportunity, placemaking, mobility, and community identity. Our work translates the City’s adopted citywide goals into a clear, actionable roadmap tailored to downtown’s unique assets, constraints, and market conditions.



Project Initiation & Existing Conditions Analysis

We begin with a focused project kickoff with City staff to confirm project goals, roles, communication protocols, decision-making structure, and success metrics. Early alignment establishes a shared understanding of priorities and ensures efficiency and clarity throughout the planning process.

Our team will conduct a comprehensive review of existing plans, policies, and prior studies—including the Launch Liberal 2035 Comprehensive Plan—to ensure continuity and reinforce adopted goals rather than duplicating previous efforts. Concurrently, we will evaluate existing physical conditions, infrastructure, land use patterns, historic assets, transportation systems, parking supply, civic uses, and public realm investments within the downtown study area.

This phase emphasizes an asset-based understanding of Downtown Liberal—identifying what is working alongside constraints and opportunities—so future recommendations build on existing investments, reinforce civic functions, and strategically address areas of underutilization.

Market & Economic Development Analysis

Market and economic analysis will be used to test, prioritize, and right-size implementation strategies already identified through City policy and community planning efforts—ensuring recommendations align with local capacity, market realities, and adopted economic development goals.

A targeted, right-sized market and economic development analysis will ground the Plan in current and projected economic conditions. This analysis will assess downtown’s role within the local and regional economy; identify opportunities for retail, residential, office, civic, and mixed-use development; and evaluate factors influencing private investment and redevelopment feasibility.

Findings will directly inform land use recommendations, redevelopment concepts, and identification of high-priority catalyst sites. The analysis will focus on actionable insights that support realistic, implementable strategies rather than producing a standalone market report.

Public & Stakeholder Engagement

Inclusive, meaningful engagement is central to the planning process. Building on recent City efforts, engagement strategies will be accessible, bilingual, and interactive—ensuring participation from residents, business owners, property owners, and stakeholders reflective of Liberal’s diverse community. Engagement will focus not only on gathering input, but on building shared understanding and consensus around realistic, implementable strategies. A steering committee and ongoing coordination with City staff will provide continuity and accountability throughout the process, reinforcing the community-driven foundation established by Launch Liberal 2035.

Vision, Goals & Concept Development

Using stakeholder input and technical analysis, the team will work with the City to refine a clear vision and set of goals for Downtown Liberal aligned with adopted Comprehensive Plan objectives. This vision will be translated into concept-level plans that guide future investment and support informed decision-making.

The resulting concepts will address placemaking, streetscape character, parking and mobility, redevelopment opportunities, and public realm improvements, providing a flexible framework that balances community priorities, technical feasibility, and phased implementation.

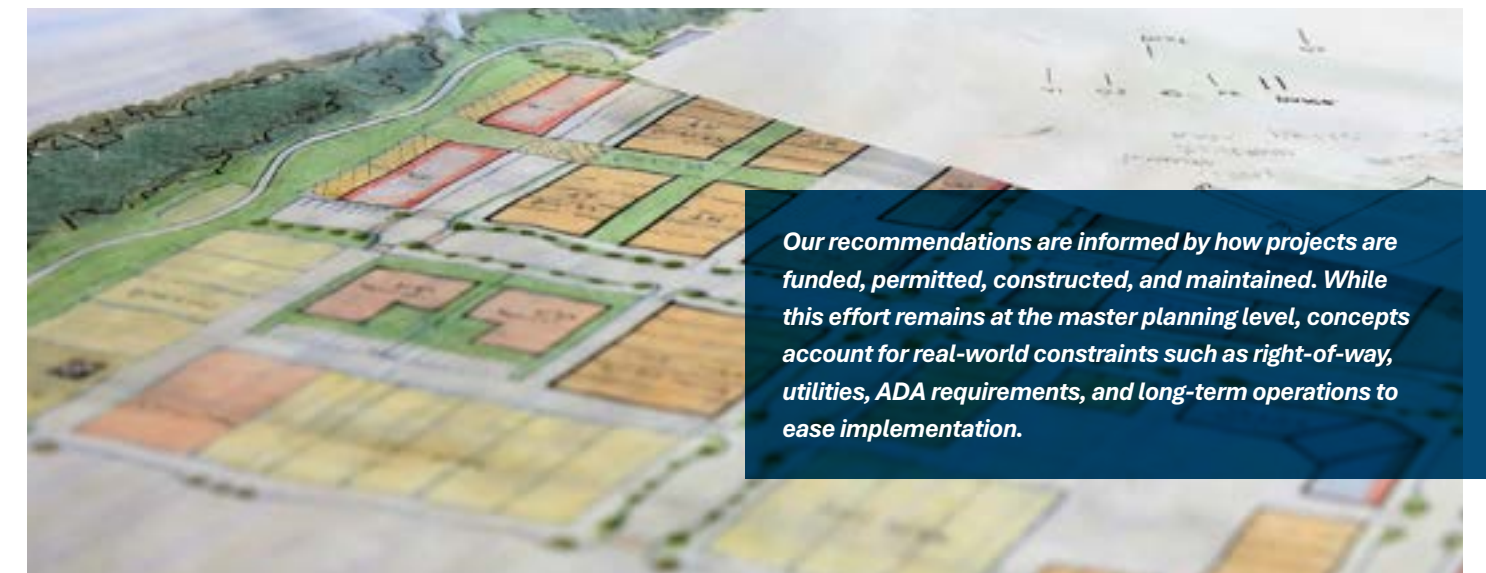
Implementation Strategy & Action Plan

Implementation is a defining focus of this effort. The Plan will include a clear action framework identifying short-term (0–5 years) and long-term (5–10 years) strategies, responsible parties, cost ranges, and potential funding sources. The framework is intentionally right-sized for a community with limited staff capacity and episodic funding, allowing progress to occur incrementally over time.

Strategies will prioritize early wins, coordinated public-private investment, and alignment with existing City initiatives, while remaining adaptable to changing market conditions and local capacity. Maintenance considerations will inform phasing to avoid overextending City resources. While grant writing is not included, actions will be scoped to align with common local, state, and federal funding programs.

Plan Documentation & Adoption Support

The final Downtown Redevelopment Master Plan will be delivered as a visually engaging, easy-to-use document supported by clear graphics, maps, and concise narratives and structured as a practical decision-making tool rather than a static report. We will support the City through presentations to boards, commissions, and stakeholders to facilitate understanding, adoption, and long-term use, ensuring the Plan clearly documents priorities, phasing, and decision-making logic for future application.



Our recommendations are informed by how projects are funded, permitted, constructed, and maintained. While this effort remains at the master planning level, concepts account for real-world constraints such as right-of-way, utilities, ADA requirements, and long-term operations to ease implementation.

6. PUBLIC & STAKEHOLDER ENGAGEMENT

Engagement activities will be structured not only to gather input, but to support implementation readiness—confirming priorities, clarifying tradeoffs, and building consensus around achievable actions rather than reopening previously established vision. Our team understands that effective public engagement is critical to the success of a Downtown Redevelopment Plan and that a robust and equitable engagement process must focus on stakeholder coordination and partnership.

Project resources will be dedicated to both stakeholder and public engagement efforts to support meaningful participation and informed decision-making. Engagement will build upon existing City initiatives and previously gathered feedback, while incorporating additional input to refine priorities and guide implementation.



A combination of virtual and in-person engagement methods, supplemented by traditional techniques, will be used to ensure equitable and widespread access to the engagement process. To achieve bilingual engagement, the team will partner with local community organizations, trusted stakeholder groups, and City-supported resources to support outreach and participation among Spanish-speaking residents and business owners.

Anticipated engagement methods will be tailored to the needs of the planning process and may include a public engagement strategy utilizing existing City communication channels and online engagement tools.

Public Engagement Strategy

The public engagement strategy will emphasize widespread involvement while providing focused engagement methods to ensure participation from traditionally underrepresented populations, including seniors, low-income residents, and minority communities. Input from these groups will be vital to shaping priorities and supporting successful plan implementation.

The team will engage City staff, downtown stakeholders, and key community partners through interviews and working sessions to gather input on current issues, opportunities, and implementation priorities.

Existing City Communications

The team will coordinate with City staff to utilize existing communication channels for project updates and engagement opportunities. Information will be shared through the City's website, social media platforms, newsletters, and press releases, with elected officials kept informed and invited to participate.

Online Public Engagement

Multiple, convenient engagement options will be provided to accommodate different participation preferences. Online engagement tools may include surveys, interactive mapping, and visual examples to broaden participation and enhance the quality of feedback received.

Engagement with the local community will be supported through a combination of broad-based outreach and targeted stakeholder coordination to inform the Downtown Redevelopment Plan and support implementation readiness.

1. Stakeholder Identification and Analysis:

Mapping: Geographic, social, and economic data will be used to identify individuals, groups, and organizations affected by or invested in downtown redevelopment.

Surveys and Questionnaires: Surveys may be conducted to understand stakeholder needs, priorities, and concerns related to downtown conditions, opportunities, and future investment.

2. Community Meetings and Workshops:

Public Forums: Open meetings will be held to share project information, present emerging ideas, and provide opportunities for public input.

Workshops: Interactive sessions may focus on specific downtown topics—such as redevelopment priorities, mobility, or public space—to encourage dialogue between stakeholders and the project team.

3. Information Dissemination:

Newsletters and Mailers: Project updates, upcoming engagement opportunities, and ways to participate will be shared through coordinated communication efforts.

Website and Social Media: A project webpage and City communication platforms may be used to share information, gather feedback, and increase awareness of engagement activities.

Pop-Up Events: Informal pop-up engagement may occur in downtown locations and at existing community events to reach residents, business owners, and visitors who may not attend traditional meetings. To support bilingual engagement, these activities will be coordinated with local community partners and City-supported resources to ensure accessibility for Spanish-speaking participants.

4. Visual Presentations:

Concept Plans and Visualizations: Illustrative concept plans, diagrams, and precedent imagery will be used to communicate ideas and potential improvements in an accessible format.

Information Boards: Informational displays may be placed at key downtown locations or used during meetings to share project goals, timelines, and opportunities for feedback.

5. Focused Group Discussions:

Round-Table Discussions: Small-group discussions may be held with representatives from key stakeholder groups, including downtown businesses, property owners, and community organizations.

One-on-One Meetings: Individual meetings may be conducted with select stakeholders to better understand specific issues, opportunities, and implementation considerations.

6. Feedback Mechanisms:

Surveys and Polls: Ongoing surveys and polling may be used to gauge community sentiment and test proposed strategies.

Comment Boxes: Written or anonymous feedback may be collected through online platforms or public locations to encourage broad participation.

7. Partnerships and Collaboration:

Local Organizations and NGOs: Collaboration with local organizations and community groups will support inclusive outreach and broaden participation.

Government Agencies: Coordination with City departments and partner agencies will ensure alignment with regulatory requirements, existing initiatives, and implementation responsibilities.



7. RELEVANT EXPERIENCE

Community Recovery and Downtown Revitalization

Minden, Iowa

Project Owner
City of Minden, Iowa

Schedule of Project
2024 to 2025

Project Type
Master Plan with Public Engagement

Project Highlights

- Coordinated post-tornado recovery integrating infrastructure, downtown revitalization, and economic resilience
- Leveraged the Great American Rail Trail to boost downtown activity and connectivity
- Conducted inclusive public engagement to guide circulation, redevelopment, and public space planning
- Developed phased planning scenarios with cost estimates and implementation strategies
- Supported grant funding, housing concepts, and ongoing strategic and infrastructure planning

Project Description

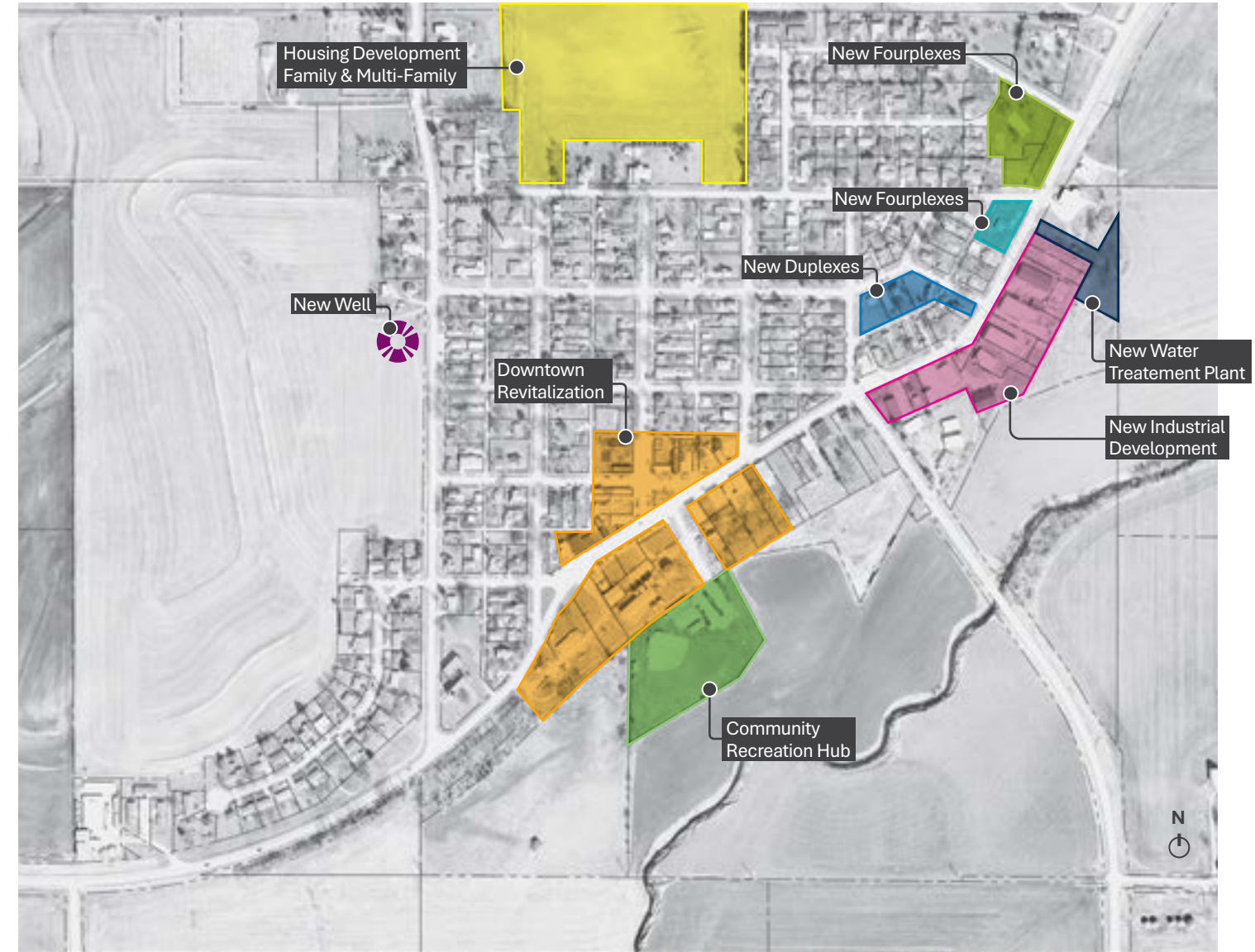
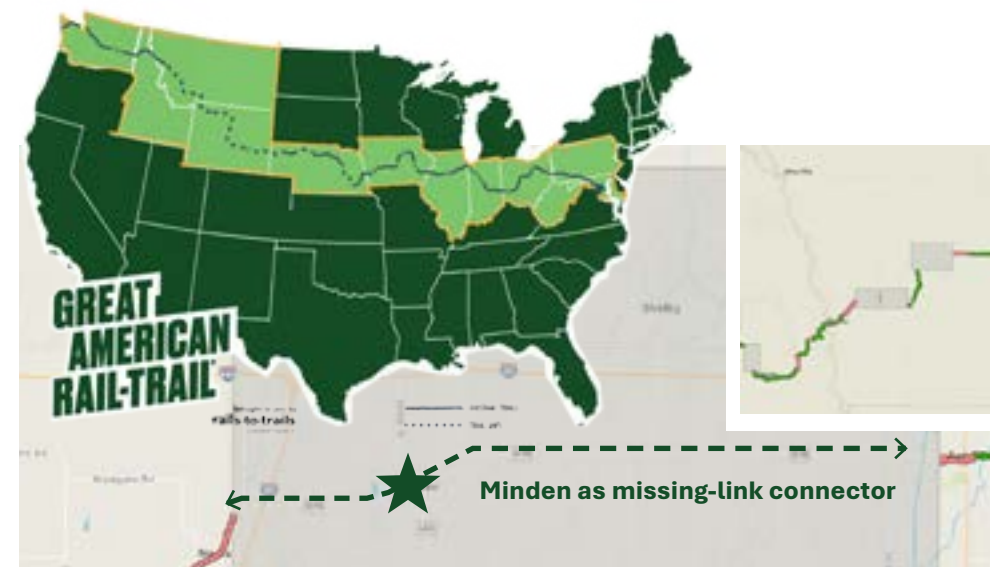
Following a tornado that damaged nearly 40 percent of Minden, Iowa, McClure partnered with the City of Minden and the Minden Community Club to support a coordinated long-term recovery strategy integrating infrastructure investment, downtown revitalization, and economic resilience.

Situated along the Great American Rail Trail, the planning effort evaluated opportunities to leverage regional trail traffic as a catalyst for downtown activity. McClure assessed how targeted civic reinvestment could improve connectivity between the trail, downtown, and redevelopment areas, strengthen business visibility, and create public spaces that encourage visitor activity and local spending.

An inclusive engagement process—combining community workshops, online surveys, and targeted outreach to displaced residents and business owners—directly informed circulation, parking, redevelopment priorities, and phasing. Multiple planning scenarios were developed to balance parking demand, event capacity, and redevelopment potential, supported by preliminary cost estimates and implementation strategies.

McClure’s role extended beyond the master plan to include ongoing strategic planning, downtown business recovery support, housing concept planning, transportation and infrastructure improvements, and grant assistance. This work contributed to securing a matching grant that funded 50 percent of the Community Club Master Plan and advanced broader recovery and reinvestment initiatives.

Today, Minden is implementing a coordinated reinvestment strategy that supports downtown revitalization, industrial redevelopment, housing opportunities, and infrastructure upgrades.



PRELIMINARY OPINION OF PROBABLE COST
SCENARIO 3 OVERALL - DOWNTOWN STREET PRESENCE
Minden Community Club and Baseball Field
Minden, Iowa
March 19, 2025

Item No.	Item Description	Quantity	Unit	Unit Price	Extended Price
1	BALL FIELD	2	EA	\$ 900,000.00	\$ 1,800,000.00
2					
3	BATTING CAGE				
4	SUBGRADE PREPARATION - 6"	233	SY	\$ 8.00	\$ 1,864.00
6	DOUBLE BATTING CAGE	1	LS	\$ 13,000.00	\$ 13,000.00
7	STORAGE SHED	1	LS	\$ 10,000.00	\$ 10,000.00
8					
9	PLAYGROUND				
10	EXCAVATION CLASS 10 - 6"	34	CY	\$ 25.00	\$ 850.00
11	SUBGRADE PREPARATION - 6"	200	SY	\$ 8.00	\$ 1,600.00
12	SUBBASE - 4"	1800	SF	\$ 18.00	\$ 32,400.00
13	CONCRETE EDGING	160	LF	\$ 30.00	\$ 4,800.00
14	PLAYGROUND EQUIPMENT	1	EA	\$ 125,000.00	\$ 125,000.00
15	TREES	3	EA	\$ 600.00	\$ 1,800.00
16					
17	PARKING AND SIDEWALKS				
18	EXCAVATION CLASS 10 - 6"	2890	CY	\$ 25.00	\$ 72,250.00
19	SUBGRADE PREPARATION 6"	14082	SY	\$ 8.00	\$ 112,656.00
20	SUBBASE 6"	14082	SY	\$ 22.00	\$ 309,804.00
21	CONCRETE CURB AND GUTTER	2747	LF	\$ 60.00	\$ 164,820.00
22	ASPHALT 6"	9260	SY	\$ 75.00	\$ 694,500.00
23	PARKING STRIPING	4125	LF	\$ 2.50	\$ 10,312.50
24	5" CONCRETE SIDEWALK	7390	SY	\$ 70.00	\$ 517,300.00
25	LIGHTING	7	EA	\$ 5,000.00	\$ 35,000.00
26	LANDSCAPING	1524	SY	\$ 240.00	\$ 365,760.00
27					
28	UTILITIES				
29	ELECTRIC - SIZE VARIES	1300	LF	\$ 50.00	\$ 65,000.00
30	SANITARY - SIZE VARIES	1162	LF	\$ 210.00	\$ 244,020.00
31	STORM SEWER - SIZE VARIES	1050	LF	\$ 115.00	\$ 120,750.00



*Downtown Vision Plan

Great Bend, Kansas

Project Owner
Great Bend Economic Development Board

Schedule of Project
2024

Project Type
Downtown Master Plan with Stakeholder Engagement and Streetscape Design

- Project Highlights**
- Developed a cohesive downtown vision and brand framework aligned with GBED goals and City initiatives
 - Identified and prioritized placemaking and streetscape projects for near-term implementation beginning in 2025
 - Created an urban design “toolbox” to guide public realm improvements, materials, and wayfinding
 - Established a clear framework to support coordinated investment and long-term downtown vitality

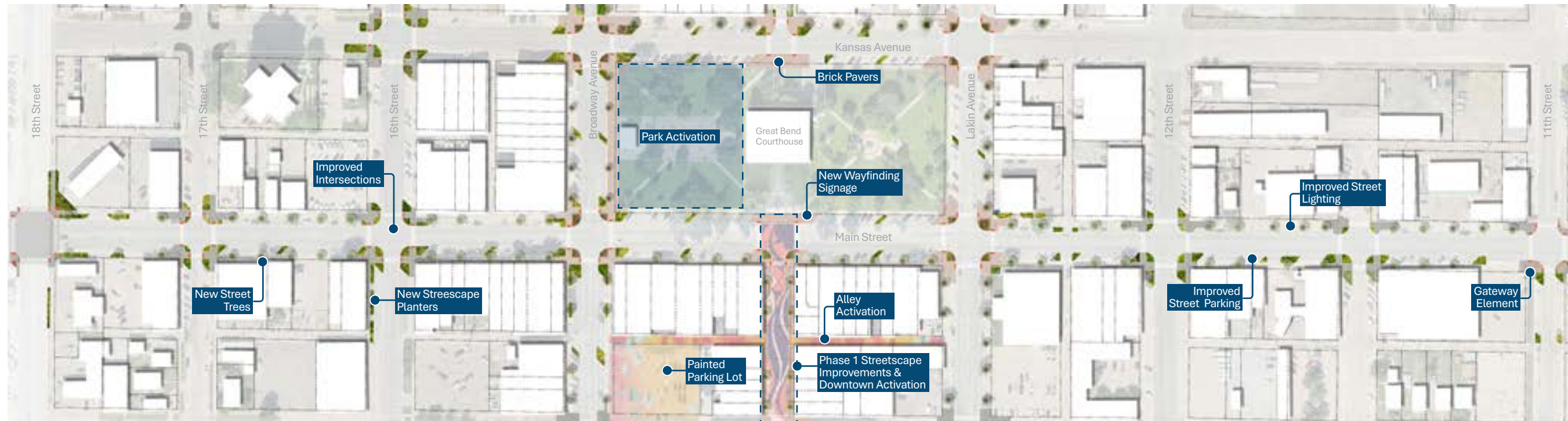
Project Team
Project completed by Madison Quincke prior to joining McClure

Project Description
The Downtown Vision and Streetscape Improvement Plan was developed to advance the goals of Great Bend Economic Development, Inc. (GBED) by positioning downtown for near-term reinvestment and long-term vitality. The project responded to present opportunities while preparing the downtown for future growth, with a strong emphasis on implementation and measurable impact.

The planning effort established a cohesive vision and brand direction for downtown Great Bend that aligns with existing initiatives and supports future City-led projects. The plan identified and prioritized placemaking and streetscape improvements designed for early implementation, informing the first phase of projects anticipated to begin in 2025. In addition, the study produced an urban design “toolbox” that provides clear guidance on public realm enhancements, materials, and wayfinding strategies to ensure consistency and quality across future downtown improvements. Together, the Downtown Vision Plan and Streetscape Improvement Plan serve as a practical framework to guide investment, strengthen downtown identity, and enhance the overall community and visitor experience.

See the full report here: [Great Bend Downtown Vision Plan](#)

*This project was completed at a previous firm - Madison Quincke played a key role in its development, leading preparation of the final plan document, conducting site analysis, supporting stakeholder interviews, and contributing to the development of final vision, design concepts, and implementation recommendations.



*Downtown Master Plan

Bonner Springs, Kansas

Project Owner
City of Bonner Springs, KS

Schedule of Project
2024

Project Type
Downtown Master Plan with Public & Stakeholder Engagement

Project Highlights

- Delivered a downtown master plan focused on improving the pedestrian experience and establishing a cohesive, uniform aesthetic
- Led community engagement events and synthesized public and stakeholder feedback into implementable recommendations
- Developed concepts to expand and strengthen the community's trail system
- Designed a multi-modal transformation of 138th Street to improve access to key community assets
- Created a riverfront park concept to enhance recreation, connectivity, and placemaking
- Curated potential funding sources and prepared preliminary budget and cost estimates to support implementation

Project Team
Project completed by Madison Quincke prior to joining McClure

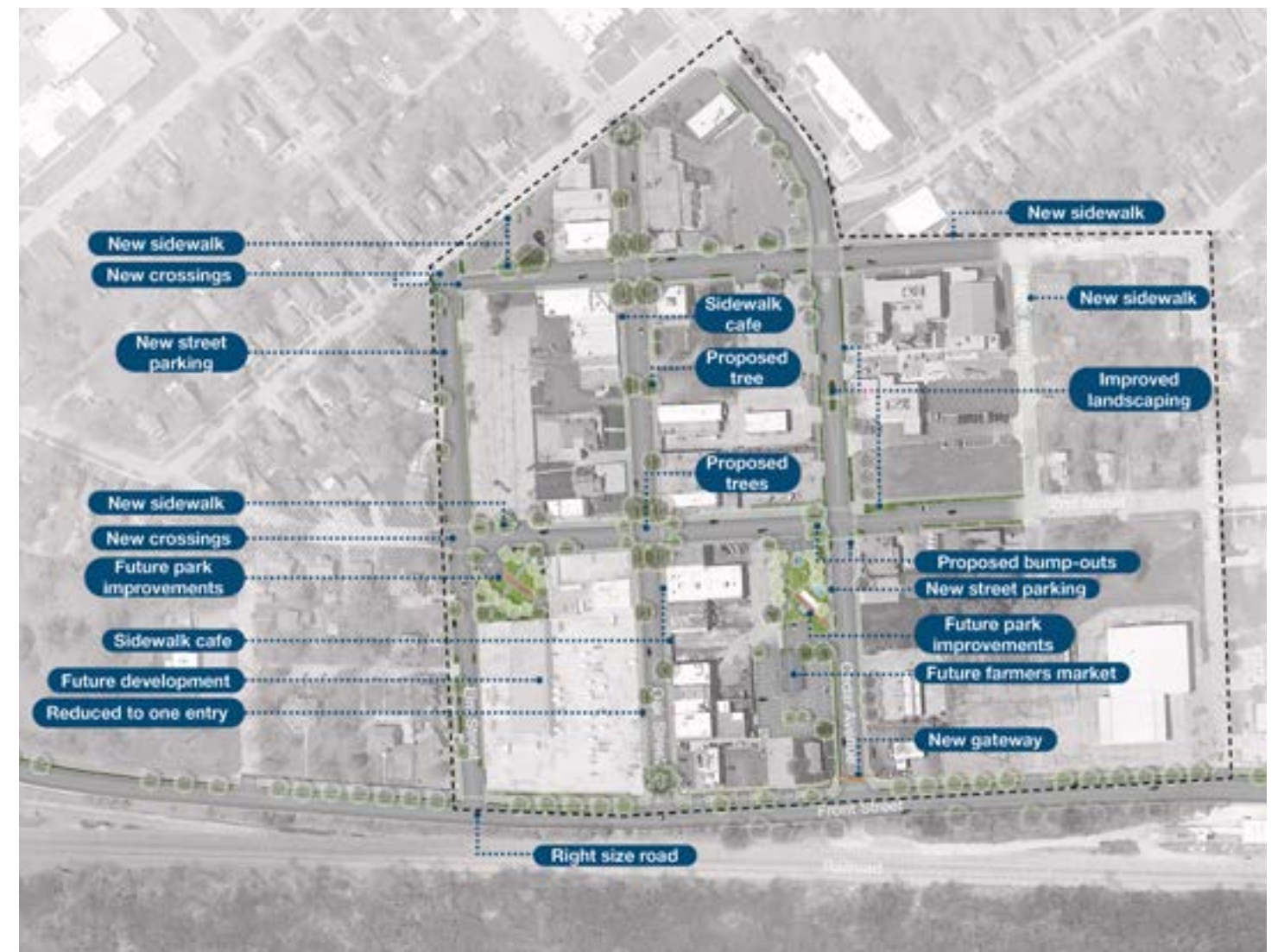
Project Description

The Bonner Springs Downtown Master Plan was developed to advance a clear, implementable vision for downtown revitalization focused on strengthening identity, enhancing walkability, and improving connections to key community destinations. The plan positioned downtown as an active, mixed-use hub that supports economic development, public life, and multimodal access, while providing a coordinated framework to guide public investment and encourage private redevelopment.

Key planning elements included riverfront activation along the Kansas River, expanded trail and sidewalk connectivity linking downtown to neighborhoods, schools, and regional trail systems, and cohesive streetscape, wayfinding, and public realm improvements. The plan emphasized actionable outcomes through phased recommendations, preliminary cost estimates, and funding strategies, establishing a realistic roadmap for near-term catalytic projects and long-term downtown reinvestment.

Below are some sample pages from the Master Plan document, but to see the full Master Plan document visit: [Bonner Springs Downtown Master Plan](#)

**This project was completed at a previous firm - Madison Quincke played a key role in its development, leading preparation of the final plan document, conducting site analysis, supporting stakeholder interviews, and contributing to the development of final vision, design concepts, and implementation recommendations.*



Oskaloosa Placemaking Action Plan

Oskaloosa, Iowa

Project Owner
City of Oskaloosa, IA

Schedule of Project
2019

Project Type
Downtown Master Plan with Public Engagement

Project Highlights

- Community-driven downtown plan focused on revitalization, connectivity, and quality of life.
- Activated downtown with new restaurant, Art Center expansion, and makerspace programming.
- Strengthened university-community connections and enhanced walkability through Complete Streets and gateway improvements.
- Led MODES initiative, evaluating roadway corridors and supporting regional connectivity and economic resilience.
- Authored U.S. BUILD Grant and managed inclusive virtual public engagement.

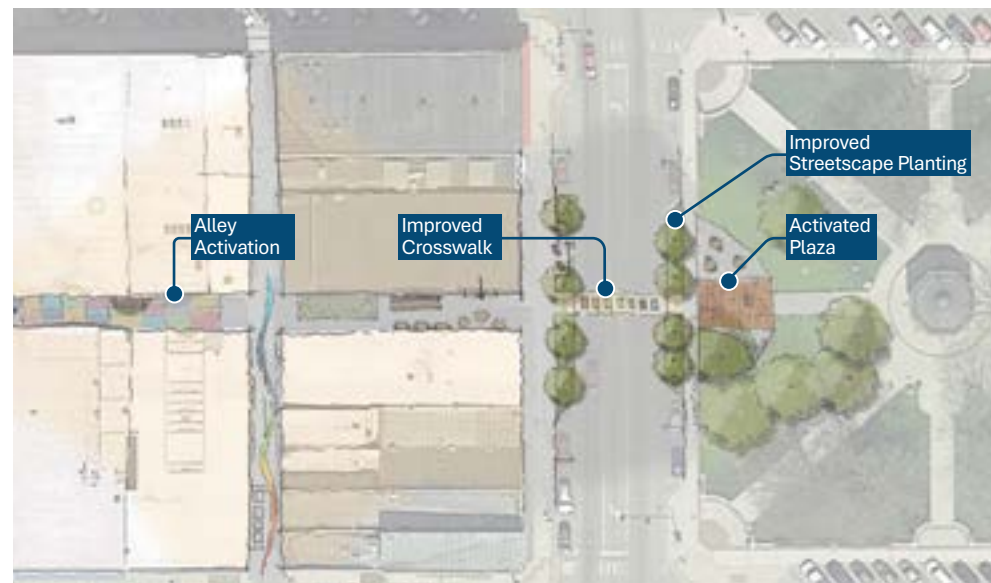
Project Team
McClure - Landscape Architecture
McClure - Planning

Project Description

Oskaloosa is home to William Penn University, major employers, and a growing arts and entertainment scene; however, community visioning identified gaps in connectivity, downtown dining, and housing options that limited long-term economic vitality. In response, McClure led an action-oriented planning effort organized around three core themes: downtown revitalization, connectivity, and quality of life. The planning process emphasized practical, implementable strategies that aligned community priorities with realistic funding and phasing considerations.

The plan advanced a series of catalytic projects designed to activate downtown and strengthen community identity, including redevelopment of a vacant downtown building into a new restaurant, expansion of the Oskaloosa Art Center to include makerspace and artist-in-residence programming, and initiatives to better connect William Penn University students with downtown and local businesses. Complete Streets strategies, gateway beautification, and jurisdictional changes were recommended to improve walkability, enhance safety, and create a more inviting and pedestrian-friendly downtown environment. Together, these recommendations established a framework for coordinated public and private investment.

Building on this community-driven vision, McClure partnered with the City of Oskaloosa, Mahaska County, and the Mahaska Chamber to lead the Mahaska/Oskaloosa Driving Economic Success (MODES) initiative. This public-private effort supported a successful U.S. BUILD Grant application to advance a Planning and Environment Linkages (PEL) study and streamlined Environmental Assessment for a new roadway improving regional and local connectivity. McClure evaluated potential corridor alternatives, addressed environmental and archaeological considerations, and led grant authorship and inclusive virtual public engagement during COVID-19, ensuring transparent decision-making and positioning the community for long-term economic resilience and implementation.



Clive Temporary Park Master Plan

Clive, IA

Project Owner
City of Clive, Iowa

Schedule of Project
2024

Project Type
Park Master Plan with Public Engagement

Project Highlights

- Engage the community through robust public input to create a comprehensive list of active, passive, sports, and educational activities that align with local desires
- Design flexible, modular park elements that can be easily removed, relocated, or repurposed as long-term plans develop over time
- Utilize durable yet cost-effective materials that reduce installation costs while providing maximum benefit to the community

Project Team
McClure - Landscape Architecture
McClure - Planning
McClure - Transportation Engineer

Project Description

McClure was thrilled to play a key role in shaping the vision for Clive Temporary Park, the first step in converting a flood buyout area into a dynamic public space. This temporary park serves as a foundation for what will ultimately become part of a larger community park, and we were excited to help bring the City's vision to life.

Our team worked closely with the Leisure Services Director to explore innovative ideas, capturing a diverse mix of potential activities spanning play, leisure sports, organized sports, education, gathering, and passive recreation. To ensure the park reflected community needs, we led a comprehensive public engagement effort—including interactive feedback sessions at a local elementary school's Back-to-School Night, mailed surveys, and QR code handouts—gathering input from all ages and demographics.

With that feedback in hand, we collaborated with City staff and council to develop a master plan that balances active and passive spaces, ensuring the park meets the needs of the community both now and in the future. The City Council approved the plan, and now the City is ready to take the next steps in implementation. McClure looks forward to continuing our role in the project, providing landscape architecture and civil design expertise as needed to bring this vision to life.

PRÓXIMAMENTE: PARQUE TEMPORAL CLIVE

CUÉNTANOS TU
REALIZA LA ENC

JUGAR
OCIO
REUNIÓN
DEPORTES
EDUCACIÓN

area Open community Benches
enjoy place park space trails
people kids toddlers play
nature Bathrooms build



- KEY**
- 1 Free library
 - 2 Gaga ball
 - 3 Soccer
 - 4 Community garden
 - 5 Parking
 - 6 Fire pits
 - 7 Art sculpture
 - 8 Hammock poles
 - 9 Nature playscape
 - 10 Volleyball
 - 11 Sound + music
 - 12 Life-sized chess
 - 13 Outdoor classroom
 - 14 Pollinator park
 - 15 Entrance monument
 - 16 Bioswale

8. ECONOMIC DEVELOPMENT & MARKET ANALYSIS CAPABILITIES

Economic Development & Market Analysis

Successful downtown revitalization depends on aligning physical design investments with realistic market conditions and economic development objectives. In communities like Liberal—where meaningful public investment and civic presence already exist downtown—public realm improvements, redevelopment opportunities, and policy tools must work together to support private investment and long-term sustainability. Our approach builds directly on the Comprehensive Plan’s economic development goals and integrates market analysis into the planning and design process, ensuring findings actively inform land use decisions, streetscape concepts, catalyst site identification, and implementation priorities rather than existing as a standalone report.

Market Context & Downtown Positioning

We evaluate Downtown Liberal’s role within the broader local and regional market, with particular attention to how downtown functions relative to highway-oriented commercial areas and other activity centers. This analysis considers demographic trends, employment patterns, household spending, and regional competition to establish a realistic understanding of downtown’s market position. Findings are used to identify appropriate opportunities for downtown-focused retail, office, residential, civic, and mixed-use development that align with Liberal’s scale and economic base, while establishing achievable expectations for redevelopment intensity, timing, and phasing.

Existing Business & Real Estate Conditions

Our team evaluates existing downtown businesses, vacancy patterns, building stock, civic uses, and development constraints to understand current strengths and reinvestment dynamics. This analysis considers how City and County facilities, public services, and everyday downtown activity support local businesses and contribute to downtown stability.

Special attention is given to upper-story reuse opportunities, small business support strategies, and conditions influencing reinvestment in existing buildings. Rather than focusing solely on barriers, this assessment highlights assets that can be leveraged through targeted public investment, policy adjustments, and incentive programs consistent with adopted community goals.

Redevelopment & Catalyst Site Analysis

Using market findings and physical conditions analysis, we identify high-priority redevelopment and catalyst sites within the downtown study area. For each site, we evaluate appropriate development types, scale, and mix of uses that respond to market demand while reinforcing downtown activity and character.

Concept-level redevelopment scenarios are used to test feasibility, illustrate potential outcomes, and support discussions around public–private partnership opportunities. These scenarios remain intentionally flexible—designed to inform investment conversations rather than prescribe fixed development outcomes.

Alignment with Public Realm & Infrastructure Investments

Economic development recommendations are directly coordinated with proposed streetscape, mobility, parking, and public space improvements. We evaluate how public realm investments—particularly along Kansas Avenue—can improve visibility, access, walkability, and parking perception, all of which influence business viability and redevelopment interest.

This integrated approach ensures that capital investments reinforce economic objectives, support downtown businesses, and maximize the return on public investment.

Policy Tools, Incentives & Implementation Strategies

A key component of our economic development work is evaluating existing incentive programs and identifying additional policy tools that support downtown reinvestment. Strategies may include activating vacant storefronts, encouraging upper-story redevelopment, supporting small businesses, and incentivizing development types aligned with market demand and adopted policy direction.

Recommendations are structured to be practical and implementable, with clear connections to responsible parties, funding mechanisms, and phased timelines that reflect local capacity.

Market-Informed Implementation Framework

Findings from the economic development and market analysis are carried forward into a clear, actionable implementation framework. Short-term strategies focus on achievable actions that build momentum and confidence, while long-term strategies address larger redevelopment opportunities and infrastructure investments.

By grounding implementation recommendations in market realities and existing conditions, the Plan provides a reliable, flexible roadmap for downtown reinvestment over time.



Photo by Mark Reardon, 2026



Photo by Olio, 2024

9. WORK PLAN & SCHEDULE

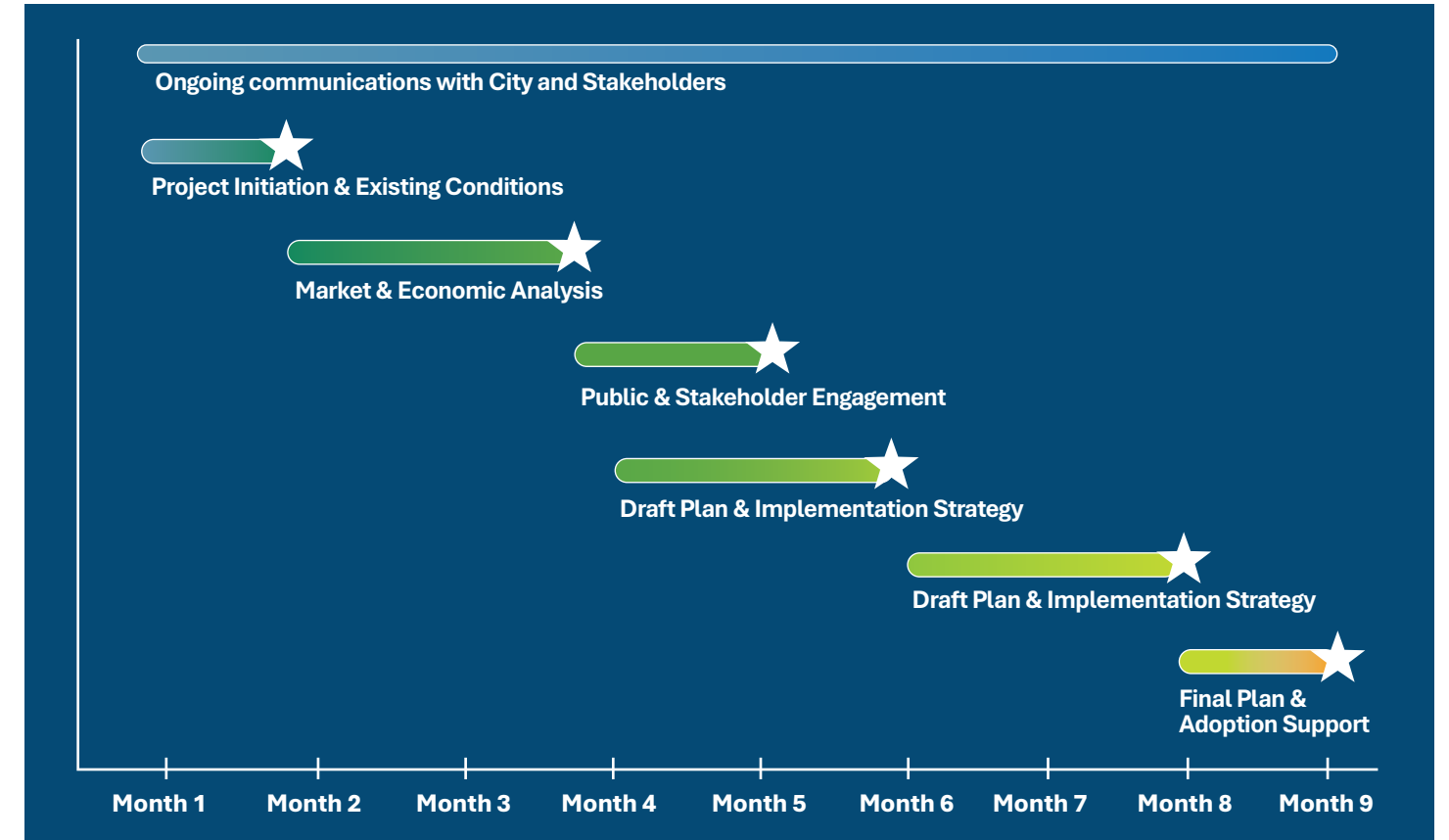
Our work plan is structured to provide clear milestones, consistent coordination with City staff, and meaningful opportunities for public and stakeholder input, while maintaining flexibility to respond to evolving conditions and community priorities. The planning process is organized into a series of logical, interconnected phases that ensure technical analysis, community engagement, and design development are fully integrated.

Key decision points are intentionally built into the schedule to allow City leadership and the steering committee to review findings, confirm direction, and provide guidance before advancing to subsequent phases. Regular coordination with City staff will occur throughout the project to confirm progress, address questions, and maintain alignment with project goals, budget, and adopted policy direction.

The anticipated project duration is approximately **nine months**, with clearly defined milestones identified for City review at the conclusion of each phase. In-person activities are strategically clustered to maximize engagement value while maintaining schedule efficiency and cost control, supported by interim virtual coordination as appropriate.

Public and stakeholder engagement is embedded throughout the process rather than limited to a single phase. Engagement activities are timed to inform existing conditions analysis, shape the project vision, and test draft concepts and implementation strategies—supporting informed decision-making and implementation readiness.

The work plan culminates in a clear, implementation-ready Downtown Redevelopment Master Plan supported by a detailed action plan that identifies short-term and long-term strategies, responsible parties, and estimated cost magnitudes.



Month 1: Project Initiation & Existing Conditions

- Project kickoff with City staff to confirm goals, roles, communication protocols, and success metrics
- Review of prior plans and studies, including the Launch Liberal 2035 Comprehensive Plan
- Data collection and existing conditions analysis (land use, infrastructure, transportation, parking, public realm, and civic assets)
- Confirmation of public and stakeholder engagement strategy

Milestone: Existing Conditions & Engagement Framework Summary

Month 2-3: Market & Economic Analysis

- Market context assessment and downtown positioning within the local and regional economy
- Evaluation of existing businesses, building stock, vacancy patterns, and redevelopment conditions
- Identification of economic development opportunities and preliminary catalyst sites
- Ongoing coordination with City staff

Milestone: Market & Economic Analysis Findings

Month 3-5: Public & Stakeholder Engagement

- Ongoing community and stakeholder engagement activities, including steering committee coordination
- Multilingual outreach efforts to support inclusive participation
- Engagement activities designed to inform vision, priorities, and implementation considerations

Milestone: Engagement Summary & Key Themes

Month 4-6: Vision & Concept Development

- Development of the downtown vision and supporting goals
- Concept-level plans addressing placemaking, redevelopment sites, streetscape design, parking, and mobility
- Scenario testing and visual communication using diagrams, precedent imagery, and conceptual graphics
- City and stakeholder review of preliminary concepts

Milestone: Draft Vision & Concept Framework

Months 6-7 – Draft Plan & Implementation Strategy

- Preparation of the draft Downtown Redevelopment Master Plan
- Development of a detailed implementation strategy, including phased action items, funding considerations, and cost magnitudes
- City review and refinement of draft recommendations

Milestone: Draft Downtown Redevelopment Master Plan

Months 8-9 – Final Plan & Adoption Support

- Refinement of the Plan based on City and stakeholder feedback
- Preparation of final graphics, maps, and documentation
- Presentations to boards, commissions, and City leadership
- Final plan delivery and adoption support

Milestone: Final Downtown Redevelopment Master Plan & Presentations

The project anticipates **two to three focused on-site engagement periods**, supported by interim virtual coordination, review meetings, and working sessions. This schedule balances focused in-person engagement with efficient virtual coordination, allowing adequate time for community input, technical analysis, and thoughtful decision-making. The phased approach supports incremental progress, clear review points, and a final product that is both aspirational and implementable.

This work plan emphasizes accountability, coordination, and implementation readiness. Because these services are delivered in-house, planning recommendations are informed by infrastructure realities, design concepts consider mobility, utilities, and long-term maintenance, and implementation strategies reflect funding, staffing, and phasing constraints. This integrated approach reduces risk, improves clarity, and positions the City to move confidently from planning to action.

McClure has reviewed the requirements of the Downtown Liberal Redevelopment Master Plan and confirms that no conflicts of interest exist that would prevent the firm from providing objective, independent professional services for this project.



mcclurevision.com

PROPOSAL

DOWNTOWN REDEVELOPMENT PLAN

City of Liberal

January 30, 2026

8678 Concord Center Dr., Unit 200
Englewood, CO 80112

WWW.RICKENGINEERING.COM

(303) 537-8020



| Cover Letter

January 30, 2026

Scarlette Diseker
City Manager, City of Liberal
324 N Kansas Avenue
Liberal, KS 67901



**8678 Concord Center Drive
Unit 200
Englewood, CO 80112
(303) 537-8020
www.rickengineering.com**

Dear Ms. Diseker and Selection Committee:

The City of Liberal enjoys a strategic location in southwest Kansas and has just completed a successful process to complete the “Launch Liberal 2035” Comprehensive Plan. As an important next step following the Comprehensive Plan, Downtown Liberal requires the completion of a compelling, realistic, and visionary Downtown Redevelopment Plan. The Downtown area already has a strong foundation drawing from the history of the community and its status as a regional hub. This project must think creatively in terms of placemaking and economic development to produce a plan that will realize significant economic and community-building achievements for Downtown and the City of Liberal.

RICK has completed Comprehensive Plans and Downtown Plans across the Great Plains and Rockies for nearly a decade and we have successfully developed actionable plans for small to mid-size communities across the region. We teamed with PEC to successfully complete the Downtown Plan for Garden City in 2023 (along with their Comprehensive Plan) and we are currently working on a new Comprehensive Plan for Lakin in southwest Kansas. As the leader of our planning practice in the Midwest and Rockies, I have over 20 years of experience working in a variety of communities, and most of my projects have involved downtown conceptual planning or more detailed design efforts. We specialize in providing detailed implementation strategies as part of our plans, to help communities carry out their visions, including details regarding funding strategies, partnerships, and the timing and phasing of projects and improvements.

We are proud to team with PEC on the Downtown Liberal effort. RICK will lead our overall project efforts, including economic analysis, existing conditions analysis, the overall leadership of community engagement, public infrastructure planning, and development of the draft and final versions of the plan. PEC will draw from its experience in Liberal to supplement our community engagement efforts, including bilingual outreach services, and one of the members of the PEC team is fully fluent in Spanish. PEC will lead traffic and transportation analysis, including parking studies, and will assist our RICK team with visualizations and graphics. Together, we are very excited by this opportunity to work with the Liberal community to develop a great plan for Downtown Liberal.

As the leader of our planning practice, I will serve as your main point of contact. I can be reached at (720) 985-9807, or via email at bpalmberg@rickengineering.com. RICK affirms that our firm and our team do not have any conflicts of interest or potential conflicts of interest with this potential project. We are not conducting any services for any landowner or developer in the Liberal, Kansas area. On behalf of our entire RICK team, we appreciate the opportunity to propose on this important project for the Liberal community, and we thank you in advance for your time and consideration. We are happy to answer any questions you may have concerning our submittal.

Sincerely,

A handwritten signature in black ink that reads "Britt Palmberg". The signature is written in a cursive, flowing style.

Britt Palmberg, AICP
Associate / Director of Planning



| Firm Background

RICK is a full-service planning, engineering, and design firm that has served thousands of public and private sector clients throughout the western United States since our founding in 1955. RICK has served clients across the Midwest and West for the past 40 years. Since the company's founding, Glenn A. Rick and his sons believed in personal and professional accountability to each client, colleague, and community. **We uphold these standards as evidenced in enduring client relationships, our record of strong employee retention, and our record of community outreach.** The RICK Team upholds these standards and will complete the Downtown Redevelopment Plan for the City of Liberal with the same commitment.

We offer a full range of services, from initial planning and visioning through concept development, final designs and master plans, and implementation. Although we offer comprehensive services, we operate like a smaller firm, and as a result we are able to respond rapidly, and with more creative solutions for clients and more personalized service.

Comprehensive Services:

- ▶ Planning and Design
- ▶ Community Engagement and Facilitation
- ▶ General Plans/Comprehensive Plans
- ▶ Specific Plans/Subarea Plans
- ▶ Downtown Plans
- ▶ Civil Engineering
- ▶ Traffic and Transportation Planning
- ▶ Construction Management
- ▶ Corridor Plans
- ▶ Zoning and Subdivision Regulations
- ▶ Form Based Codes
- ▶ On-Call Planning and Development Review Services
- ▶ Site Design/Physical Planning
- ▶ Streetscape Design
- ▶ Park and Civic Space Design
- ▶ Economic Analysis



LEGAL NAME

Glenn A. Rick Engineering & Development Company
dba: RICK Engineering Company

ADDRESS

8678 Concord Center Drive,
Unit 200,
Englewood, CO 80112
(303) 537-8020

POINT-OF-CONTACT

Britt Palmberg, AICP
Associate / Project Manager
(720) 985-9807
bpalmberg@rickengineering.com

YEARS IN BUSINESS

70

SUBCONTRACTORS. We have partnered with PEC to provide the Liberal Downtown Redevelopment Plan. PEC has established numerous relationships and connections in Liberal from completing the Comprehensive Plan in 2025. PEC will assist our team with bilingual community outreach, traffic and parking analysis, and visualizations for the downtown plan.



PEC

Professional Engineering Consultants (PEC) is a full-service firm providing holistic and sustainable solutions to both public and private sectors across the United States and beyond. With more than 400 employees in eight offices, we are a regionally-based firm with a national reach.

For more than a half century, our company has been built on the relationships we have developed with both our clients and owners. Additionally, we have been at the forefront of developing innovative solutions with a level of engineering excellence that fosters prosperity and brings opportunity to communities.

We are a team of proactive problem solvers and take pride in the diversity of expertise within our company. Our deep understanding of the markets, technology, and regulations that govern the work we do allows us to create forward-thinking solutions that are effective and economical. We continually strive to create value for the communities in which we live and work.

We understand the crucial role the community plays in shaping and influencing businesses. Our expertise works quietly in the background and positions you as the champion for your community. From the roads and bridges connecting them, the energy powering them, the hospitals healing them, and the schools teaching them, PEC strives to better the communities you lead. We know when you succeed, your community succeeds. To us, that is what matters most.

Services:

Architectural Engineering

- ▶ Commissioning
- ▶ Electrical
- ▶ Mechanical
- ▶ Structural
- ▶ Sustainability Services
- ▶ Technology Design

Civil Engineering

- ▶ Bridge
- ▶ Community Planning and Development
- ▶ Highway
- ▶ Municipal & Water/Wastewater
- ▶ Municipal Transportation
- ▶ Site Civil
- ▶ Water Resources

Energy Engineering

- ▶ Power
- ▶ Process Piping

Field Engineering

- ▶ Geotechnical
- ▶ Inspection
- ▶ Materials Testing
- ▶ Owner Representation
- ▶ Survey
- ▶ Survey Processing

Planning & Design

- ▶ Community Planning
- ▶ Downtown Planning
- ▶ Community Engagement
- ▶ Urban Design
- ▶ Landscape Architecture



Britt Palmberg AICP

Project Manager / Director of Planning

Britt Palmberg, AICP, is the leader of RICK’s planning practice across the Midwest and Rocky Mountain regions. Britt will serve as the main contact for our work with the City of Liberal. Britt has worked on numerous Downtown Plans across the middle of the country and regularly plans for downtown districts as part of Comprehensive Plans. He also leads economic analysis services provided by RICK, including the economic development chapters of plans and the completion of market studies for local communities. Britt’s career has mainly focused on smaller to mid-size communities across Colorado and the Midwest. Britt regularly works with Planning Commissions, City Councils, city staff, property owners, and the general public to create and adopt community planning documents such as Downtown Plans.

EXPERIENCE

22 Years

EDUCATION

MBA, Business,
*University of North Carolina,
Chapel Hill*

MCRP, City and Regional
Planning,
*University of North Carolina,
Chapel Hill*

BA, Economics,
Northwestern University

REGISTRATION

American Institute of
Certified Planners (AICP),
No. 251135

PROFESSIONAL AFFILIATIONS

American Institute of
Certified Planners (AICP),
No. 251135

American Planning
Association (APA)

Urban Land Institute (ULI)

RELEVANT PROJECT EXPERIENCE:

Frederick Downtown Plan, Frederick, CO: Britt served as the Project Manager for the new Downtown Plan for Frederick, a growing community of 20,000 residents in northern Colorado. The plan anticipates the growth of the downtown district into nearby vacant areas to provide additional capacity for eating and drinking establishments, civic amenities, and parks and trails facilities. The Frederick Forward bilingual community outreach effort that informed the Downtown Plan attracted input from over 2,000 community members and a range of stakeholder groups.

Garden City Downtown Plan, Garden City, KS: Britt served as the Lead Planner and Project Manager for the new Comprehensive Plan and Downtown Plan for Garden City. He led a bilingual community engagement effort that informed the Downtown Plan. The plan created a vision for a common consumption entertainment area, a public market facility, food truck hubs, and mixed-use infill development on the edges of the downtown district. The Garden City Downtown Plan addressed how the district can effectively compete with regional shopping centers on the eastern side of the city.

Downtown Wheaton Plan, Wheaton, IL *: Britt served as Project Manager for the creation of a new plan for the historic downtown of Wheaton, a community of 50,000 residents in northern Illinois. The plan included streetscape conceptual planning for all of the streets in the district, a development plan for new and infill growth in Downtown Wheaton, and an implementation strategy for the overall Downtown Plan. Britt led community engagement efforts, including several open houses and meetings with various city staff and stakeholder groups. He also completed a detailed market study identifying the potential for different land uses and development strategies in Downtown Wheaton.

Burlington Comprehensive Plan, Burlington, CO: Britt served as the Project Manager for the new plan for Burlington, including the development of a downtown framework plan. He led work sessions with the local downtown association and city staff to develop plans for downtown, including streetscape concepts and strategies for the growth of the district over time. Britt led an implementation workshop focused on how to achieve the goals in the plan pertaining to Downtown Burlington.

Britt Palmberg, AICP, resume continued...

Additional Project Experience, Britt Palmberg:

- ▶ Downtown Taft Specific Plan, Taft, CA
- ▶ East Greeley Subarea Plan, Greeley, CO
- ▶ Midtown Neighborhood Plan, Wichita, KS *
- ▶ Douglas Avenue Streetscape Plan, Wichita, KS *
- ▶ Downtown Overland Park Bike and Pedestrian Plan, Overland Park, KS *
- ▶ Downtown Lakeville Market Study, Lakeville, MN *
- ▶ Lake Hefner Market Study, Oklahoma City, OK *
- ▶ Sawmill District Market Study, Missoula, MT *
- ▶ Northwest Quadrant Market Study, Santa Fe, NM *
- ▶ Grand Vision Plan, Grand Island, NE *
- ▶ K-7 Corridor Study, Bonner Springs and Kansas City, KS *
- ▶ Alice's Road Market Study, Waukee, IA *
- ▶ Shooks Run Greenway Master Plan, Colorado Springs, CO *
- ▶ Meridian Road Corridor Plan, Haysville, KS *
- ▶ Shawnee Mission Parkway Corridor Plan, Shawnee, KS *
- ▶ Lansing Comprehensive Plan, Lansing, KS *
- ▶ Grain Valley Comprehensive Plan, Grain Valley, MO *
- ▶ Walsenburg Comprehensive Plan, Walsenburg, CO
- ▶ Fort Morgan Comprehensive Plan, Fort Morgan, CO
- ▶ Deseret Community Master Plan, Grantsville, UT
- ▶ Downtown Wimberley Master Plan, Wimberley, TX *
- ▶ Downtown Chanhassen Market Study, Chanhassen, MN *
- ▶ St Francis Downtown Plan, St. Francis, MN *
- ▶ Academy Blvd Great Streets Plan, Colorado Springs, CO *
- ▶ 95th Street Corridor Plan, Lenexa, KS *
- ▶ Downtown Plan, Le Sueur, MN *
- ▶ Englewood Forward Market Study, Englewood, CO *
- ▶ South Grand Streetscape Plan, St Louis, MO *

(*) Indicates project completed prior to employment with RICK



Grace Dyess

Assistant Planner

EXPERIENCE

1 Year

EDUCATION

BA, Urban and Regional Planning, Minor, Sustainable Architecture and Geography, Texas A&M University

Grace Dyess is an Assistant Planner at RICK, based in Englewood, Colorado. She works closely with Britt and his planning team on a range of Downtown Plan and Comprehensive Plan projects for towns across the region. Grace plays a key role in the development of community engagement materials, including surveys, visioning boards, and informational graphics, and regularly participates in outreach sessions in various communities.

She leads the design and production of both preliminary and final planning documents, contributing her skills in GIS, Adobe Creative Suite, and other graphic and technical platforms essential to the planning process. For the City of Liberal, Grace will support the creation of community engagement materials, streetscape and other downtown graphics, and the draft and final versions of the plan document.

RELEVANT PROJECT EXPERIENCE:

Frederick Downtown Plan, Frederick CO: Grace assisted with all of the graphics and renderings for streetscape concepts, plan diagrams, and other elements of this Downtown Plan. She assembled the draft and final versions of the plan document and assisted with outreach at a community open house for the Downtown Plan.

Burlington Comprehensive Plan and Parks & Recreation Plan, Burlington, CO: Grace assisted with community engagement at various events, participated in outreach with high school students, and managed the creation of the graphical template and final documents for the Comprehensive Plan and Parks and Recreation Plan for Burlington.

De Beque Comprehensive Plan, De Beque, CO: Grace has produced materials for various community events and surveys for the development of this plan, is completing all GIS and technical analyses for the plan and will lead the production of the final plan document.

Wiggins Comprehensive Plan, Wiggins, CO: Grace assisted with engagement at several community events and helped assemble the graphics and the final document for the Comprehensive Plan in 2025.

Walsenburg Comprehensive Plan and Land Use Code Update, Walsenburg, CO: Grace is assisting with community engagement, including the setup and operation of community surveys and other engagement materials, for this plan. She is also assisting with GIS and graphics for the future land use plan and will lead the compilation of the final document for the Comprehensive Plan document.

Granby Land Use Code Update, Granby, CO: Grace is assisting with GIS analysis and research needed for the update to the land use codes for the Town, as a follow-up to the Comprehensive Plan for Granby completed by RICK in 2023.

East Greeley Subarea Plan, Greeley, CO: Grace has assisted with GIS and data analysis for this subarea plan and is assisting with graphics and in-person community engagement efforts for this important planning effort led by the City, for areas east of Downtown and in rural areas around the city’s eastern edge.

Lakin Comprehensive Plan, Lakin, KS: Grace is assisting with graphics for the future land use plan and other elements for the first plan for Lakin in over two decades.



Rob Fitch PE

Civil Engineer

EXPERIENCE

23 Years

EDUCATION

BS, Civil Engineering,
University of Colorado

REGISTRATION

Professional Engineer in:
CO, No. 48704
CA, No. 70149

PROFESSIONAL AFFILIATIONS

American Society of Civil Engineers (ASCE)
Architectural, Construction, & Engineering (ACE) Mentor Program
U.S. Green Building Council

Robert Fitch is a Principal at RICK and serves as the leader of our two offices in Colorado. He supervises and manages a civil engineering division of project managers, civil engineers, designers and drafters. He is responsible for project management and design engineering for many private land development projects, including single and multi-family residential, commercial and tribal projects. He directs staff through the entitlement process and the preparation of preliminary site layouts, final engineering plans, and final maps.

Rob regularly supports Downtown Plan efforts by assisting with infrastructure analysis and helping to guide the integration of infrastructure planning with land use planning and other plan elements. Rob will assist Britt and his team in integrating planning for infrastructure such as water and sewer into the Liberal Downtown Redevelopment Plan.

RELEVANT PROJECT EXPERIENCE:

Burlington Comprehensive Plan and Parks & Recreation Plan, Burlington, CO: Rob led infrastructure analysis and planning for these two new plans for the City of Burlington. He completed an existing conditions analysis for infrastructure and worked with the rest of the RICK team in developing the draft land use plan and other components of the Comprehensive Plan, with a focus on creating the water component of the plan for Burlington.

Keenesburg Comprehensive Plan, Keenesburg, CO: Rob led analysis of existing infrastructure systems and community facilities in Keenesburg as part of the Community Assessment, assisted in community engagement efforts, and aligned planning for future land uses and parks with infrastructure capacities and systems serving the Town.

Walsenburg Comprehensive Plan and Zoning Code Update, Walsenburg, CO: Rob is currently working with the RICK team to integrate infrastructure analyses into the development of the future land use plan and is assisting Britt with project management.

Additional Relevant Project Experience Includes:

- ▶ Wiggins Comprehensive Plan (Infrastructure Planning), Wiggins, CO
- ▶ Elizabeth Comprehensive Plan (Community Engagement), Elizabeth, CO
- ▶ Granby Comprehensive Plan (Admin. Support), Granby, CO
- ▶ Cherry Hills Village Master Plan (Infrastructure), Cherry Hills Village, CO
- ▶ Frederick Comprehensive Plan and Downtown Plan, Frederick, CO
- ▶ Lone Tree Comprehensive Plan (Infrastructure Planning), Lone Tree, CO
- ▶ Piney Trails Infrastructure Planning and Civil Engineering, Douglas County, CO
- ▶ Red Rocks Ranch Infrastructure Planning and Civil Engineering, Jefferson County, CO
- ▶ Meadowview Infrastructure Planning and Civil Engineering, Greeley, CO
- ▶ Garden City Comprehensive Plan and Downtown Plan (Administrative Support), Garden City, KS



Lance Onstott, AICP, CNU-A

Community Planner

Lance is the practice lead for planning, land development, and GIS for PEC. His responsibilities include project management and support for a variety of land use, corridor, placemaking, neighborhood and transportation planning projects, community engagement, geographic information systems (GIS), grant funding support, and working on land development projects from concept development, land use/platting, through construction. Lance uses his public sector experience as an urban planner, public works and utilities manager, and city manager to provide skill, practicality, and energy to all projects he manages for both public and private clients.

EXPERIENCE

14 Years

EDUCATION

Wichita State University,
Master of Public
Administration, 2017

LICENSES/ CERTIFICATIONS

American Institute of
Certified Planners (AICP)
Congress for New Urbanism
Accredited (CNU-A)

- ▶ City of Liberal Comprehensive Plan 2035 | Liberal, KS
- ▶ City of Arkansas City North 101-Acre Development Plan | Arkansas City, KS
- ▶ City of Bel Aire Community Action Plan | Bel Aire, KS
- ▶ City of Concordia Comprehensive Plan | Concordia, KS
- ▶ City of Park City Park Centre Downtown Development | Park City, KS
- ▶ Clearwater Concept Development Plan | Clearwater, KS
- ▶ College Hill Neighborhood Plan | Wichita, KS



Kylee Jennings, AICP-C

Community Planner

Kylee has a background in architecture, community planning, and housing research. She is responsible for support on a variety of land use, municipal, and transportation planning projects. Additionally, she is a vital Community Planning and Development team member at PEC that specializes in urban design principles, public engagement, and visualizations.

EXPERIENCE

6 Years

EDUCATION

Kansas State University,
Master of Regional and
Community Planning, 2024

LICENSES/ CERTIFICATIONS

American Institute of
Certified Planners Candidate
(AICP-C)

- ▶ City of Liberal Comprehensive Plan 2035 | Liberal, KS
- ▶ City of Bel Aire Community Action Plan | Bel Aire, KS
- ▶ City of Colwich Comprehensive Plan | Colwich, KS
- ▶ City of Douglass On-Call Planning | Douglass, KS
- ▶ City of Wichita, KS
 - College Hill Neighborhood Plan
 - Midtown Neighborhood Plan
- ▶ Abilene Fitness Center Downtown Historic Renovation | Abilene, KS*
- ▶ C.L. Hoover Opera House Downtown Historic Renovation | Junction City, KS*

*project completed prior to PEC



Ryan Ott, RLA

Landscape Architect

Ryan is a Landscape Architect who is responsible for communication and interaction with developers and clients for land planning, site-specific design, planting plans, and graphic presentations. Ryan has designed commercial and mixed-use developments, residential master planned communities, parks, urban spaces, and performed regional planning. His site-specific design work includes design of unique features, including monument structures, bridge concepts, project signatures, walls, accessory structures, hardscapes, lakes, pools, fountains, waterfalls, design, and technical grading and details. Ryan has designed landscape plans for commercial properties, subdivisions, and parkways.

EXPERIENCE

26 Years

EDUCATION

Kansas State University,
Bachelor of Landscape
Architecture, 1999

LICENSES/ CERTIFICATIONS

Registered Landscape
Architect: KS, CO, OK

- City of Andover, KS
 - 13th Street Sports Park
 - Heritage Park
 - Marketplace Retail Development*
 - City of Derby, KS
 - Decarsky Park
 - Marketplace Retail Development*
 - The Hertiage Mixed-Use Development | Andover, KS
 - The Waterfront Mixed-Use Developement | Wichita, KS
- *project completed prior to PEC



Tim Aziere, PE, PTOE

Traffic Engineer

Tim is responsible for arterial roadway design and traffic analysis including pavement design, signalization, roadway geometrics, traffic markings, drainage systems, construction traffic control, accident research, traffic volume evaluation, and warrant analysis.

EXPERIENCE

29 Years

EDUCATION

University of Kansas,
Bachelor of Civil
Engineering, 2003

LICENSES/ CERTIFICATIONS

Professional Engineer: KS
Professional Traffic
Operations Engineer (PTOE)

- City of Andover, KS
 - Lakeview Heights Neighborhood Pavement Improvements
 - Yorktown Parkway from Central Avenue to 13th Street Paving
- City of Park City 53rd Street North and Air Capital Drive Traffic Signal Improvements |
- Park City, KS
- City of Wichita, KS
 - 21st Street and Maize Road Intersection*
 - 29th Street and Maize Road Improvements*
 - Central Avenue and Tyler Road Intersection*
 - Douglas Avenue Corridor Study, Waco Avenue to Washington Street*
 - Downtown 2-Way Street Conversion
 - West Street Reconstruction (47th Street to MacArthur Road)

*project completed prior to PEC



Dora Gallo-Quezada

Community Engagement

Dora is a Transportation Planner for PEC. She provides support for a variety of transportation projects, as well as community engagement. Her expertise is in community engagement, multimodal planning, transit, and long-range transportation plans. Dora is bilingual and regularly assists with bilingual outreach efforts in communities with Spanish-speaking populations.

EXPERIENCE

6 Years

EDUCATION

Kansas State University,
Master of Regional
Planning, 2021

LICENSES/ CERTIFICATIONS

Registered Landscape
Architect: KS, CO, OK

- ▶ City of Wichita 21st Street Corridor Plan | Wichita, KS
- ▶ Dallas Area Rapid Transit (DART) Demographics Study | Dallas, TX*
- ▶ Twin Cities Minnesota Transit Study | Minneapolis, MN*
- ▶ Wichita Area Metropolitan Planning Organization | Wichita, KS*
 - Bicycle and Pedestrian Report
 - Comprehensive Safety Action Plan
 - Electric Vehicle Network Plan
 - MTP 2050
 - Public Participation Plan

*project completed prior to PEC

| Experience

RICK has successfully supported small to mid-sized and rural communities across the region with Downtown Plans, Comprehensive Plans, and related efforts. The references below highlight our recent, relevant experience and commitment to quality, community-focused results.

CITY OF GARDEN CITY

Garden City Downtown Plan

RICK led a joint community planning effort to update the Comprehensive Plan and Downtown Plan for Garden City. PEC assisted our team with infrastructure planning and community engagement efforts throughout the creation of both planning documents.

RICK led a comprehensive, bilingual community engagement effort that involved community open houses, meetings with stakeholder groups, focused meetings with Spanish speakers from Garden City, and in-person engagement at various venues in Garden City. The project team engaged the community at a series of Food Truck Friday events, holiday events in Downtown Garden City, the opening celebration for the Big Pool, and other pop-ups at retailers around town. The “Grow Garden City” engagement effort reached over 3,000 community members across three rounds of engagement that informed the draft and final versions of the Downtown Plan.

The Garden City Downtown Plan builds upon the foundations of the existing downtown and outlines a vision for the creation of a farmers market or public market pavilion to host year-round markets and other events. The plan calls for the creation of a “common consumption area” and associated entertainment district on a one-block segment within Downtown. The plan anticipates streetscape enhancements to make it easier to hold food truck events. The Downtown Plan, along with the broader Comprehensive Plan, illustrates a vision for infill development along the older commercial corridors that extend through Downtown. Adding more residential and commercial uses along these older corridors will help build the population base to support local retail in Downtown and add to the overall vitality of the heart of the Garden City community. RICK completed a thorough existing conditions analysis that included a review of market and economic information to inform the creation of alternatives and final versions of the Downtown Plan focused on economic development.

REFERENCE

Trent Maxwell,
Director, Neighborhood and Development Services

(620) 276-1170
trent.maxwell@gardencityks.us

PROJECT DURATION

2020 - 2023

SERVICES PROVIDED

- ▶ Bilingual Community Engagement
- ▶ Streetscape and Urban Design
- ▶ Economic Development Planning
- ▶ Infrastructure Planning
- ▶ Multimodal Transportation Planning
- ▶ Implementation Strategies



Downtown Frederick Plan

As a follow up to the adoption of the Frederick Comprehensive Plan (also led by RICK, and adopted in Fall 2024), RICK led the completion of a Downtown Plan for Frederick, a community of 19,000 residents north of Denver. The plan outlined how the downtown district would expand over time into adjacent undeveloped properties to build upon the small town Main Street heritage of Frederick as the community continues to add population. Two new areas within Downtown, Downtown West and Miners Park, provide the foundation to add various townhomes, apartments, and other residential options to build the population base for the downtown district. The two new areas also provide room for the development of new civic anchors, such as a performing arts center or a new Town Hall, to serve Frederick. The Downtown Plan outlines how a public market / farmers market facility could add to the draw of Downtown Frederick and how the Town could redevelop a city block that it owns in the middle of the existing Downtown into a mixed-use project including a central plaza, common consumption area, paseos, and promenades.

The streetscape portion of the Downtown Plan provided conceptual plans for all of the streets in the historic core of Downtown and templates for the design of the primary streets in new additions to the Downtown. The streetscape design emphasizes the creation of wide sidewalks and promenades for outdoor dining, the introduction of mid-block crossings and safer crosswalks to increase comfort for people walking, and improved lighting, public art, seating, and other amenities. The Downtown Plan identified two streets in the heart of Downtown to have bike lanes, and the overall plan illustrated how the Town's new loop greenway, the Frederick Central Loop Trail, would connect the heart of Frederick to new residential areas around the community.

RICK orchestrated the bilingual Frederick Forward community engagement effort to gather input for both the Comprehensive Plan and Downtown Plan. The project team hosted over 30 pop-up engagement sessions at local restaurants, coffee shops, recreation centers, senior centers, and other gathering places. RICK conducted several rounds of outreach with high school students to gain input from youth in Frederick. The team also conducted significant in-person engagement at major festivals held each year in Frederick. The overall engagement effort involved over 2,000 community members as well as numerous stakeholder meetings with Downtown property owners, business owners, and various civic organizations.

REFERENCE

Audem Gonzales,
Senior Planner

(720) 382-5651

agonzales@frederickco.gov

PROJECT DURATION

2024 - 2026

SERVICES PROVIDED

- ▀ Bilingual Community Engagement
- ▀ Streetscape Design
- ▀ Economic Development Planning
- ▀ Infrastructure Planning
- ▀ Multi-modal Transportation Planning
- ▀ Parks, Trails, and Open Space Planning



Burlington Comprehensive Plan and Parks and Recreation Plan (Adopted April 2025)

With a prime location on I-70 on the Eastern Plains, Burlington serves as a vital economic and agricultural center for eastern Colorado. RICK was selected to prepare a new Comprehensive Plan and the city's first Parks and Recreation Plan that highlights the diverse demographic makeup of Burlington and our commitment to bilingual community engagement efforts.

RICK led a comprehensive community engagement effort including a bilingual project website, outreach at community events and pop-ups, community open houses, online and paper surveys, and various stakeholder meetings.

The Comprehensive Plan effort, in particular, focused on developing housing strategies and action items. The plan also outlined how Burlington can help provide for economic development, given that irrigation of the agricultural economy that currently supports the Burlington area may decrease in the future. Burlington is seeking to diversify its economy to better take advantage of I-70 and its cost advantages versus the Front Range region. The Comprehensive Plan included a water component, transportation strategies, concepts for the Downtown area and concepts for revitalization of the Rose Avenue corridor (US 24).

The Parks and Recreation Plan focused on developing recommendations to enhance indoor recreation in Burlington and identified specific improvements for the two main city parks. The support from the community for the Parks and Recreation Plan will help the city in securing grants and other funding sources for identified improvements in the plan.

REFERENCE

Jim Keehne,
City Administrator

(719) 346-8652
jim.keehne@burlingtoncolo.com

PROJECT DURATION

2024 - 2025

SERVICES PROVIDED

- ▲ Bilingual Community Engagement
- ▲ Water Component / Infrastructure Analysis
- ▲ Parks and Recreation Planning
- ▲ Housing and Transportation Planning
- ▲ Land Use and Economic Development Planning
- ▲ Downtown and Streetscape Planning



CITY OF LIBERAL

Launch Liberal 2035

PEC began working with the City of Liberal in 2023 on its next 10-year Comprehensive Plan – Launch Liberal 2035. The planning process included an in-depth community assessment looking into existing land uses and zoning classifications, utilities, transportation, parks, natural features, demographic data, economic analysis, and ESRI psychographic analysis. A robust community engagement plan was executed including a project webpage, various marketing assets, a community survey, pop-up events, and multiple topic-specific workshops. In addition to the development of value statements, goals, and strategies to guide the City for the next 10 years, PEC developed specific plan elements focused on future growth and development in addition to quality of life and transportation renderings.

REFERENCE

Keeley Moree,
Chief Communications Officer

(620) 626-2257
keeley.moree@cityofliberal.org

COMPLETION

2025



CITY OF WICHITA

City of Wichita Downtown Street Conversions

The City of Wichita desired to convert multiple 1-way streets in their downtown area to 2-way streets. Converting a 1-way street to a 2-way street in a downtown corridor can offer multiple benefits such as improved accessibility, increased safety, reduced travel time, enhanced economic development opportunities, and improved aesthetics while making the area more inviting and pedestrian friendly. To plan for the conversions, PEC assessed the current geometry of the streets in order to determine the most effective and efficient design to accommodate various modes of transportation.

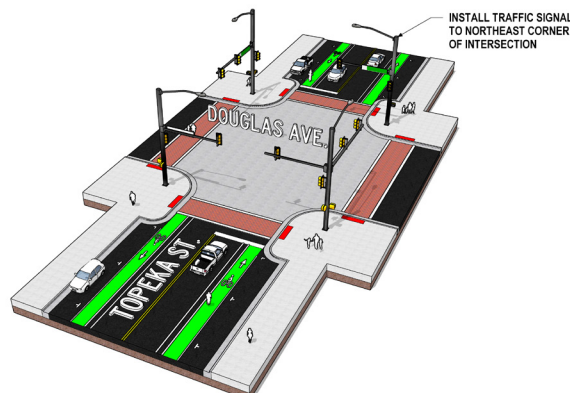
REFERENCE

Shawn Mellies,
Chief Design Engineer

(316) 268-4632
smellies@wichita.gov

COMPLETION

2025



CITY OF PARK CITY

City of Park City Park Centre Downtown Development Master Plan

The City of Park City, Kansas owned undeveloped property adjacent to their City Hall. A suburban community north of Wichita, the City was wanted to establish a downtown. PEC contracted with the City and Lange Real Estate to deliver this new downtown. What resulted was the transformation of a green field into a dynamic 48-acre mixed-use downtown development. Currently under construction is the infrastructure that will ultimately provide the City multiple housing typologies and commercial sites that will cater to residents and businesses alike. In addition to streets and utilities, the master plan includes walking paths, open green spaces, and a central park that doubles as a farmer's and art market. In addition to the overall master plan, PEC generated illustrative perspective views for the concept.

The PEC project team worked closely with the City and development team from the first concepts through construction. In addition to the concept phase (land use and master plan), the PEC team managed the development of the subdivision plat, designed all public infrastructure, assisted the City with bidding and inspection services during construction, and is in the process of the construction-level design of the amenities and park spaces, in addition to several other design projects directly with the developer including landscaping and signage.

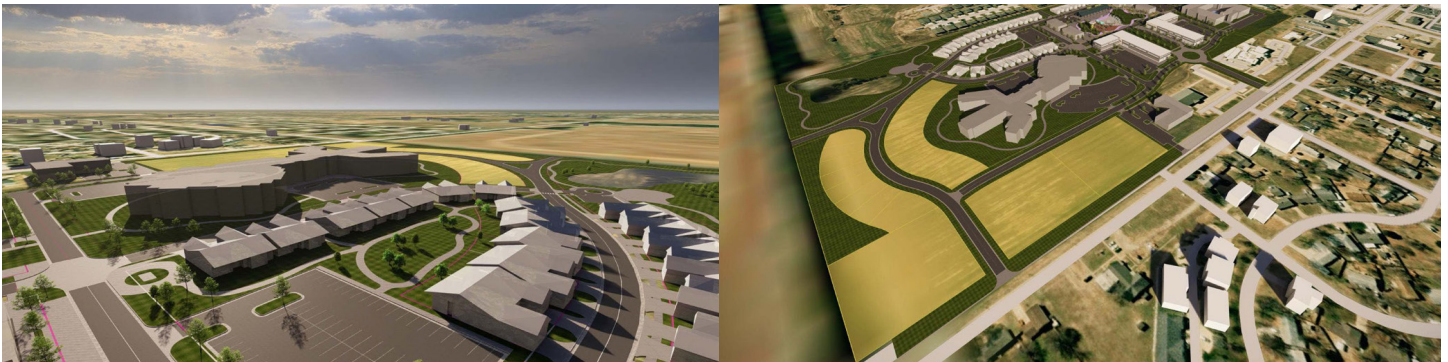
REFERENCE

Sean Fox,
City Administrator

(316) 744-2026 ext. 203
sfox@parkcityks.gov

COMPLETION

Ongoing



CITY OF LIBERAL

City of Liberal Railroad Crossing Options

PEC assisted the City of Liberal in evaluating alternatives for adding a second grade separated crossing. PEC evaluated drainage, access, traffic, safety, right of way impacts, multimodal needs, and constructibility, and provided two options and high level cost estimates. PEC developed the scope, timeline, and budget for finalizing the planning work and initiating preliminary engineering to assist the City of Liberal in its application for a federal grade crossing elimination grant.

REFERENCE

Keeley Moree,
Chief Communications Officer

(620) 626-2257
keeley.moree@cityofliberal.org

COMPLETION

2024

| Proposed Project Approach / Work Plan

The following outlines our approach to developing and iterating the Downtown Redevelopment Plan in collaboration with the City of Liberal, the general community, and stakeholder groups.

TASK 1 - PROJECT MANAGEMENT

Task 1.1: Formation and Management of the Steering Committee:

Our team will work with the City staff to organize a Steering Committee to guide the planning effort. Members of the Committee may include representatives from neighborhood organizations; representatives from the business community, including the Liberal Chamber of Commerce; local developers and property owners; representatives from the school district and City departments; representatives from Boards and Commissions; and other stakeholders identified in the initial stages of the project. With an anticipated 8 to 12 members, the Steering Committee will reflect a broad range of perspectives while maintaining efficiency for meaningful and action-oriented input.

Drawing on best practices in participatory planning, we recognize that transparency and inclusivity in the planning process will allow our team to engage multiple stakeholders, create partnerships for project implementation, and align multiple parties that resonate with Liberal's unique values. Through past projects, our team has seen the success that results when a Steering Committee actively collaborates on establishing goals, strategies, and policies that are responsive to community needs. This committee will function as a core advisory group, working with our team and City staff to shape achievable near- and long-term goals that align with the vision for Downtown Liberal.

Deliverables:

- ▲ Agendas for Steering Committee meetings
- ▲ Powerpoint and graphics, as needed, for Steering Committee meetings
- ▲ Notes / minutes from Steering Committee meetings

Task 1.2: Project Kick-off Meetings:

The RICK team will meet with the Steering Committee and the City Staff in a formal Kick-Off Meeting to finalize the schedule for the project, review a data-driven approach to the project's execution, schedule initial meetings, and begin the process of data acquisition. Our team and the Steering Committee will establish measurable goals and expectations for the planning effort and finalize plans and strategies for proactive community engagement.



Liberal Pancake Race

Deliverables:

- ▲ Agenda for Kickoff meeting with Steering Committee and City staff
- ▲ Powerpoint presentation, for Kickoff meeting with Steering Committee and City staff
- ▲ Minutes / notes from kickoff meeting

Task 1.3: Ongoing Communication and Project Coordination:

To keep communications fluid and stakeholders informed, we will implement a structured, transparent communication strategy. This approach will involve weekly coordination conference calls between the Project Manager from the City and the RICK Project Manager, supplemented by focused team discussions as needed. In addition, we will communicate with the Steering Committee on a regular basis via emails and periodic in-person or virtual (Zoom) meetings, as outlined in the project schedule. This consistent, coordinated communication model enables accountability, encourages active participation, and ensures that our planning processes stay aligned with community priorities and objectives.

Deliverables:

- ▲ Notes from coordination calls / meetings with City staff
- ▲ Notes from coordination calls / meetings with the Steering Committee
- ▲ Copies of deliverables and works in progress, for discussion during regular coordination meetings

By drawing on our expertise with similar Steering Committees and prioritizing open, informed decision-making, we're committed to fostering a transparent planning environment. This structure supports strategic, well-coordinated project management that ensures the Downtown Redevelopment Plan reflects community goals and achieves successful outcomes in a way that's both actionable and measurable.

TASK 2: PUBLIC ENGAGEMENT AND OUTREACH

The following outlines the key strategies to effectively involve the Liberal community in the development of the Downtown Redevelopment Plan, with the goal of developing a plan that reflects and elevates the voices, needs, and perspectives of all members of the Liberal community.

We will begin by developing a Public Engagement Plan that serves as the “playbook” for meaningful community participation. The plan will describe:

- ▶ Goals for awareness building and engagement
- ▶ Coordination of messaging to reach the broadest audience possible
- ▶ Coordinated messaging to connect with specifically targeted audiences.
- ▶ The development of innovative outreach tools that inform and collect feedback from community members.
- ▶ A project contact list of stakeholders including: residents; employers; property owners; economic development representatives; education, health and faith-based institutions; social service providers; and others.
- ▶ An approach to management and coordination of consultant team and City staff efforts related to engagement.

Our Team will implement the final public engagement plan in coordination with the City.

Public Engagement Strategy

Given engagement trends over the last ten years, our team’s engagement approaches always include a strong “go-to-the-people” element that focuses on using multiple digital strategies. The use of social media, e-mail marketing, online commenting, and mobile phones are examples. Our strategy also incorporates in-person strategies to provide a strategic, multi-pronged engagement approach. We will conduct all of our community outreach in Liberal in a bi-lingual fashion, leveraging the expertise of our own Spanish speakers on the team.

We anticipate using Social Pinpoint, which we have utilized on several community plans across the region, as the main project information hub, to be used to post information and updates throughout the project. We have used Social Pinpoint to post background documents, alternatives and concepts, and preliminary and final versions of plans and their components, in several communities. We have also used Social Pinpoint as the hub to provide online idea walls, discussion forums, visual preference surveys, and similar exercises with communities.

We understand the importance of receiving feedback from the public throughout the development of the plan. We will create a robust, bi-lingual webpage (through Social Pinpoint) that houses all information (provided in both English and Spanish) for the project. We have used Social Pinpoint and our own internal platforms in past projects to advertise upcoming meetings as well as create maps to allow the public to provide input.

All of our efforts to engage the population of Liberal will involve providing translation of content into Spanish as well as providing translation to attendees at meetings and workshops for the Downtown Redevelopment Plan. PEC, which has significant experience working in the Liberal community from the recent work on the Comprehensive Plan, will provide bilingual translation and community engagement as part of this planning effort.

Subtasks – Public & Stakeholder Engagement:

We anticipate the following sub-tasks as part of the Public Engagement and Outreach process and will refine and finalize the content and execution of these subtasks with the Steering Committee and City staff at the beginning of the project.

Task 2.1: Public Outreach Materials and Project Contact Database:

We will work with City staff to develop language to include on emails, press releases, informational flyers, and banners or signage, communicating the goals of the project as well as the purpose for particular community engagement efforts. Our team will work with City staff to develop a database of contact names from throughout the Liberal area, as well as stakeholders and representatives from other agencies and entities, for use throughout the project. We will include sign-in sheets at meetings and events held during the project to gather additional names for inclusion in the database. We will use the database to create bilingual email blasts to the community to publicize the project and to direct community members to the project website to view information (including exhibits and graphics) concerning the Downtown Redevelopment Plan. We will work with City staff to develop information to share with local media to promote the Downtown Redevelopment Plan effort.

Deliverables:

- ▶ Content for press releases throughout project
- ▶ Content for informational flyers at various stages of the project
- ▶ Database of contacts for use throughout the project
- ▶ Sign-in sheets at meetings and events

Task 2.2: Project Webpage:

Our team will create and maintain a website for the Downtown Redevelopment Plan, using Social Pinpoint as its functionality to allow us to incorporate a wide variety of information and outreach efforts. Our team will ensure that the website contains sufficient and appropriate information concerning the planning effort. We suggest that the webpage should include pdf versions of key concepts, alternatives, and information presented to the community. We will maintain the project webpage as a bilingual source for information and interaction throughout the planning effort.

Deliverable:

- ▶ Written content and graphics to be included on the project website

Task 2.3: Social Media Engagement:

Our team will provide content necessary to publicize the Downtown Redevelopment Plan on the City's Facebook page and the social media accounts of other organizations in the area.

Deliverables:

- Written, bilingual content and graphics, as necessary, for staff to include in social media engagement, to promote the overall project, upcoming meetings and events, and other key information at various stages of the project

Task 2.4: Online Mapping Engagement Tool:

We will utilize online mapping through Social Pinpoint or a similar online engagement tool throughout the planning process to gain additional input from the public. The mapping tools will enable residents to post comments and images on a map of the Downtown Liberal area to obtain input concerning the draft Downtown Redevelopment Plan.

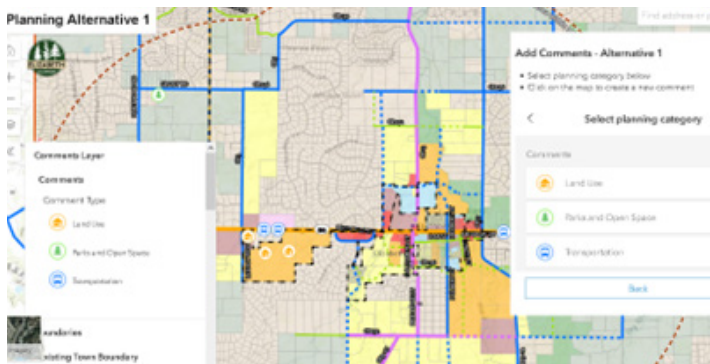


Image from Online Mapping Tool used for the Elizabeth Comprehensive Plan, Elizabeth, CO

Deliverables:

- Online Engagement Tool
- Summary of comments in graphical form, from online mapping engagement at various stages of the project

Task 2.5: Connecting with Community Organizations:

While strong promotion and support of the planning effort from the City will be important, we also recommend an effort be spearheaded to engage local community organizations to assist in creating public awareness of and engagement with the planning process. We would anticipate that members of the Steering Committee would be able to assist with this effort, in reaching out to various community organizations and working with them to help spread the word about the Downtown Redevelopment Plan.

Deliverable:

- Matrix of potential community organizations and contact names, for ongoing outreach during the project (for discussion with City staff and Steering Committee)

TASK 3 – EXISTING CONDITIONS ANALYSIS

Our team will conduct a comprehensive analysis of existing conditions in Downtown Liberal, to establish a data-driven baseline from which to build the Downtown Redevelopment Plan. The content outlined below will be included in draft and final versions of the Downtown Redevelopment Plan document.

Task 3.1: Review of Existing Plans:

Members of our consultant team will conduct a thorough review of existing plans and studies, including the Liberal Comprehensive Plan as well as any other documents suggested by the City or the Steering Committee. We will document the takeaways from the various plans and studies as they relate to the creation of the Downtown Redevelopment Plan.

Task 3.2: Market Analysis:

The RICK team will prepare a market analysis that outlines the economic drivers impacting the Downtown Redevelopment Plan. We will document the quantities of existing space in the Downtown area by category (retail, dining, residential, institutional, etc.), the vacancy rates for the different uses in Downtown, current general rental rates, and how these metrics compare to the City of Liberal overall. We will document the macroeconomic factors influencing Downtown, including projected growth of the Liberal community, Seward County, and the broader market in Southwest Kansas and the Oklahoma Panhandle. We will leverage data collected and analyzed during the Comprehensive Plan in preparing the analysis. The final product of the market analysis will include a memo that documents the trends impacting Downtown, the context of Downtown in the broader local and regional markets, and projections for the supportable scale of development (by type) in the Downtown district. The market analysis will include a review of potential market demand for residential and hospitality units in Downtown. It will outline the potential demand for additional dining or entertainment uses and how the scale and nature of retail stores and companies may evolve in Downtown Liberal over the next decade and beyond. The analysis will directly inform the creation of layouts for redevelopment on selected catalyst sites in the Downtown area as part of the plan development.

Task 3.3: Review of Other Existing Conditions Information:

The RICK team will review data regarding infrastructure conditions and capacities serving the Downtown area, the inventory of parks and public spaces in Downtown or on the edges of Downtown, and existing transportation conditions in the Downtown area (including traffic impact studies). We will also review existing zoning, prior project approvals for sites in the Downtown area, and other information provided by the City as part of the existing conditions analysis.

Deliverables of Task 3:

- Existing Conditions memorandum, summarizing the technical analyses outlined in Task 3 (to be integrated into the overall Downtown Redevelopment Plan document)
- Relevant graphics and diagrams, to be included within the Downtown Redevelopment Plan document

TASK 4: DOWNTOWN VISIONING AND CONCEPT GENERATION

The RICK team will conduct a two-day design work session with the Steering Committee, City leaders, Downtown property and business owners, and the general community to develop concepts for the Downtown Redevelopment Plan. The project team will organize the events in the following fashion:

- ▶ The RICK team will conduct an initial coordination and welcome meeting on the morning of Day 1 with the Steering Committee and City staff, to review existing conditions information and major themes or takeaways from the analysis that may impact the development of ideas for Downtown.
- ▶ The RICK team will work on ideas for the Downtown Redevelopment Plan during both days of the work session, at a publicly available space in Downtown Liberal.
- ▶ At the conclusion of the first day of the work session, the RICK team will hold a briefing (open to the public) with the Steering Committee, City staff, property and business owners, and other interested stakeholders, to review concepts developed during the first day of the work session. Input from the group will inform the creation of any new concepts during Day 2 and the further refinement of concepts and ideas developed during Day 1 of the work session.
- ▶ As a culmination of the design work sessions, on the evening of Day 2 the RICK team will conduct an open house for everyone in the community to view the concepts and ideas developed from the two-day event. This open house will involve an opening presentation followed by engagement with the community and attendees through a series of stations around the room. We will provide food and drink for the open house to increase turnout for the event, and we will offer translation services at the open house as part of our bilingual outreach services.

The two-day design worksession will produce the following for review by stakeholders, the Steering Committee, and the community:

- ▶ An overall vision statement for Downtown Liberal, along with major goals for Downtown Liberal, building upon the outcomes from the Launch Liberal 2035 Comprehensive Plan
- ▶ Concepts to enhance placemaking in Downtown Liberal, including ideas for public art, lighting, seating, outdoor activity areas and outdoor dining, and related ideas to enhance the overall level of vitality and energy in the Downtown.
- ▶ Streetscape concepts for Downtown Liberal including ideas for hardscape elements, light fixtures, seating, litter receptacles, bike racks, public art, and landscape plantings for the different streets in Downtown Liberal.
- ▶ Streetscape concepts that overlap with transportation improvements, including ideas and concepts for mid-block crosswalks and pedestrian refuges, enhanced intersection crosswalks, sidewalk improvements, and any travel lane or street modifications in the Downtown district.

- ▶ Ideas and concepts for new or reimagined events in Downtown Liberal to spark visitation and economic development
- ▶ Development concepts for up to four catalyst properties or sites in the Downtown area
- ▶ Concepts for potential parking and transportation configurations to serve the Downtown area, aligned with plans for new paving and other infrastructure improvements in the Downtown district
- ▶ Concepts for enhancing ADA accessibility across all modes of travel in Downtown Liberal

Following the two-day design worksession, we will compile the takeaways from discussions and meetings with different stakeholder groups, the Steering Committee, and the public open house, along with copies of the concepts developed during the two days, into a compiled report or summary. We will provide the summary on the project website and distribute it to everyone on the contact list for the project. Following the design worksession, we will continue to gather any comments or input from the community regarding the concepts from the sessions.

Deliverables of Task 4:

- ▶ Graphics and exhibits produced at the two day design worksession
- ▶ Presentation materials for community open house
- ▶ Summary document, and copies of all materials from the worksessions, for distribution to the project contact list and the project website



Outreach Session during Launch Liberal 2035

TASK 5: REFINEMENT OF CONCEPTS AND DEVELOPMENT OF DRAFT DOWNTOWN REDEVELOPMENT PLAN

As a next step following the design worksessions in Task 4, the RICK team will refine the concepts and ideas developed to date and prepare a draft version of the overall Downtown Redevelopment Plan for review by stakeholders and the community. This work will involve the following components:

- ▶ Refinement of development concepts for the catalyst sites into final draft form, including the production of any additional graphical aids, such as vignettes or other photo simulations. We will identify potential public-private partnership opportunities for each catalyst system and other funding scenarios.

- Completion of any additional parking or traffic analyses needed to refine and finalize the plans for streets and public spaces in Downtown, including parking configurations and traffic modifications to serve the vision for Downtown
- Creation of final drafts of placemaking and streetscape concepts for Downtown
- Development of recommendations for economic development strategies for the Downtown Redevelopment Plan, including identification of grants and other funding tools to achieve the public and private sector investments envisioned for Downtown
- Completion of the draft of the overall Action Plan and Implementation Strategy to be included in the Downtown Plan. This strategy will organize action items into short term versus long term actions and identify the likely partners, funding tools, and operational strategies needed to complete each of the action items in the plan. The implementation strategy will identify specific action items, the party responsible for implementing them, and the estimated cost magnitudes. Action items will be organized into short term (zero to 5 years) and long term (5 to 10 years).
- Identification of common or recommended capital funding sources and cost impacts on operations and maintenance for the City of Liberal, based upon the anticipated public improvements in the Downtown district.
- The draft plan document will include an executive summary, an overview and summary of takeaways from public involvement, a summary of existing conditions, findings from economic development studies, and summaries of the vision and goals for the overall Downtown district.

Deliverable of Task 5:

- Initial draft of the Downtown Redevelopment Plan document and associated graphics and visual aids

TASK 6: COMMUNITY ENGAGEMENT TO REVIEW DRAFT PLAN

The RICK team will organize and lead a two hour community open house to review the components of the draft Downtown Redevelopment Plan. We will provide all materials in a bilingual format. The open house will involve a bilingual opening presentation followed by a question and answer session and engagement with attendees at three to four stations around the room. We will provide food and drink at the open house to help drive attendance. We will compile notes from all comments made at the open house into a summary document for review by the Steering Committee and City staff.

During our visit to Liberal for the open house, we will organize a series of stakeholder meetings with the Steering Committee, property and business owners, the Chamber of Commerce, City departments, and other civic and community organizations. We anticipate a two-day trip to Liberal as part of Task 6 and envision holding upwards of a dozen additional stakeholder meetings to review the draft plan during the trip.

Prior to the community open house, we will upload the draft Downtown Redevelopment Plan on to the project website. We

will also provide an interactive map of Downtown Liberal that will allow visitors to the website to click on different properties and street sections in the Downtown area and view the details concerning the plan for Downtown. The online mapping tool will allow participants to enter location-specific comments concerning different components in the draft plan.

Deliverable of Task 6:

- Powerpoint and presentation boards highlighting the major components of the draft of the Downtown Redevelopment Plan, for use at the community open house and at stakeholder meetings held in Liberal

TASK 7: FINALIZING THE DOWNTOWN REDEVELOPMENT PLAN

Task 7.1: Presentations to Boards and Commissions

We will present the final draft of the plan document to the Planning and Zoning Board, Seward County Economic Development Board, the Liberal City Commission, and other applicable committees. We will gather detailed input, edits, and comments on the draft plan from these various presentations in preparation for the preparation of the final version of the document, ready for adoption.

Task 7.2: Final Version of Plan Document

Drawing from input from the presentations to boards and commissions, as well as input from City staff and the Steering Committee, we will produce a final version of the document, for adoption by the Liberal City Commission.

Deliverables:

- Presentation materials (Powerpoint and any other visual aids) for use in the presentations to boards and commissions
- Notes or summaries of discussions from the various presentations to boards and commissions
- Final Downtown Redevelopment Plan document (pdf, and copy of native and working files)



Downtown Liberal

| Proposed Schedule Recommendations

Based upon the goals of the project and the anticipated work involved in developing the draft and final versions of the Downtown Redevelopment Plan, our schedule anticipates a total timeframe of 10 months for the project. We would be able to accelerate the steps outlined in the scope of work and in this schedule, if desired by the City, by a few months. We anticipate beginning our efforts in March, holding the two day worksession to develop the vision and ideas for the plan in May, and circling back for a second round of engagement in August and September. We anticipate that the second open house to review the draft version of the plan would likely occur in late August or early September, following the start of the school year. The schedule anticipates a two month period for community engagement as part of Task 6, to provide time for people to review the content online, provide additional comments, and to hold any additional stakeholder meetings with groups in Liberal. The schedule assumes that we would make presentations to boards and commissions for the final plan in October and November, and that the very final document will be delivered in December, prior to the holidays. We are open to modifications to the schedule based upon the desires and direction of the City of Liberal.

	2026									
	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Task 1: Project Management	■	■	■	■	■	■	■	■	■	■
Task 2: Public Engagement	■	■	■	■	■	■	■	■	■	■
Task 3: Existing Conditions	■	■								
Task 4: Downtown Visioning and Concept Generation			■							
Task 5: Refinement of Concepts and Development of Draft Downtown Redevelopment Plan				■	■					
Task 6: Community Engagement to Review Draft Plan						■	■			
Task 7: Finalizing the Downtown Redevelopment Plan										
Task 7.1: Presentations to Boards and Commissions								■	■	
Task 7.2: Final Version of Plan Document								■	■	
Steering Committee Meetings	*	*		*	*		*		*	



RICK

GARDEN CITY DOWNTOWN PLAN

February 2023



Acknowledgments

City Commission

Deborah Oyler - *Mayor*
Roy Cessna
Shannon L. Dick
Manny Ortiz
Troy Unruh

Garden City Planning Commission

Beverly Glass
Marc Gigot
Leonard Hitz - *Chairman*
Jeana Anliker
Sean Collins
Lance Rupp
Nathaniel Haeck - *Vice-Chairman*
Steve Michel
Brian Crockett

Steering Committee

Jeana Anliker - *Planning Commission*
Manuel Ortiz - *Garden City Governing Body*
Lona DuVall - *Finney County Economic Development*
Myca Bunch - *Garden City Chamber of Commerce*
Roxanne Morgan - *Finney County Visitor Bureau*
Cassandra Gonzales - *Downtown Vision*
Melissa Gallegos - *Downtown Vision*
Janene Radke - *Public Member*
Mark Russo - *Public Member*
Cecilia Douglass - *Public Member*
Jimmy Deal - *Public Member*
Sandy Hawley - *Public Member*
Isidiro Marino - *Public Member*

City of Garden City

Matt Allen - *City Manager*
Danielle Burke - *Assistant City Manager*
Derek Ramos - *Assistant City Manager*
Trent Maxwell - *Director, Neighborhood & Development Services*
Aleecya Charles - *Assistant Director, Neighborhood & Development Services*

John Presisto - *Planner, Neighborhood & Development Services*
Mike Muirhead - *Director of Public Works & Utilities*
Aaron Stewart - *Director of Parks & Recreation*
Courtney Prewitt - *Police Chief*
Jamie Stewart - *Communications*
Jon Irsik - *Fire Chief*

Consultant Team

Rick Planning + Design, Englewood, CO - Lead Planner

Britt Palmberg - *Principal Planner & Project Manager*
Hannah Shurance - *Senior Planner*
Adam Mercieca - *Associate Planner*
Sabrina Sessarego - *Assistant Planner*
Jared Gorby - *Urban Designer*
Brian Mooney - *Senior Advisor*

Vireo, Kansas City, MO - Downtown Planning & Community Outreach

Stephen Rhoades - *Urban Designer*
Triveece Penelton - *Community Engagement Specialist and Planner*
Becca Pruitt - *Urban Designer*

Project Vision 21, Aurora, CO - Bilingual Community Outreach

Francisco Miraval - *Owner*

Felsburg Holt & Ullevig, Lincoln, NE - Multimodal Transportation Planning

Jesse Poore - *Transportation Planner*

PEC, Wichita, KS - Infrastructure Planning & Implementation

Sarah Unruh - *Principal, Municipal Division*
Kristen Zimmerman - *Community & Regional Planner*
Matt Williams - *Land Use Planner*

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- Appendix B: Results from 1st Community Survey (Spanish)
- Appendix C: Results from 2nd Community Survey (English)
- Appendix D: Results from 2nd Community Survey (Spanish)
- Appendix E: Results from 3rd Community Survey (English)
- Appendix F: Results from 3rd Community Survey (Spanish)



Introduction

Downtown Garden City represents the historic heart of the community. The City of Garden City, along with various merchants, property owners and community members, has continued to work toward completing improvements in the district over the last decade. The city has completed two signature improvements resulting from the most recent 2013 Downtown Plan: the conversion of Main Street to a three lane section with angled parking on either side, along with various streetscape improvements including trees, seating areas and other features; and the completion in 2022 of a streetscape upgrade along 8th Street, between St. John and Walnut Streets, including street trees, new pavement, lighting, and related features. The upgrades to this portion of 8th Street represent an effort to create a “Cultural District” along the north end of 8th Street, within Downtown Garden City, celebrating the Hispanic heritage of this part of Downtown and of the broader community.

The City of Garden City began the effort to create a new Downtown Plan in 2020. This plan was completed at the same time as the update to the city’s Comprehensive Plan. The project team gathered input from the community, as well as more detailed input from business and property owners in the Downtown area. The two-year process resulted in the completion of this new Downtown Plan.

While the city has made substantial investments to the Downtown area in recent years, input from Downtown stakeholders at the beginning of this planning process indicated that the economic vitality and sense of activity in Downtown Garden City has continued to weaken since 2013.

Specifically, business owners in Downtown Garden City have noticed the following dramatic changes in the district:

- The addition of more service-oriented businesses
- A reduction in the number of retailers Downtown
- The loss of large commercial establishments, such as the closing of the Gordmans department store in 2020

- An increased need to attract more shoppers to support the business of existing stores Downtown
- A decrease in shopping from store-to-store, as more visitors to Downtown visit a particular business and then depart

Keeping these issues in mind, the city and the project team completed the new Downtown Plan via a phased process that involved the following:

- Analysis of demographic, land use, zoning, and economic development data and conditions
- Creating a vision for the future of Downtown Garden City
- Exploring growth and development opportunities
- Defining goals and action items to support the community’s vision for Downtown
- Creating an Implementation Plan that prioritizes the action items identified in the Downtown Plan

The Garden City Downtown Plan complements the city’s new Comprehensive Plan and focuses on the development and improvement of the Central Business District over the next 10 to 20 years. The Comprehensive Plan identifies the vision for future land uses throughout the city, including within the Downtown area, and identifies various economic development goals and action items intended to help achieve the vision for future land uses and development. The Downtown Plan provides greater detail concerning the vision for future land use and development in the Central Business District. It focuses on a set of improvements and projects intended to serve as catalysts for Downtown Garden City. These efforts aim to result in increased visitation to Downtown from throughout the region and to create the desired character of the Downtown district through the creation of improved streetscapes, plazas and gathering places that will create a great experience for visitors and result in repeat visits and the revitalization of Downtown Garden City as a true regional attraction in Southwest Kansas and surrounding states.



Downtown Plan Process

The city and the project team developed the recommendations in the Downtown Plan through a community engagement process conducted jointly with the creation of the new Garden City Comprehensive Plan. This process started in Spring 2021 and ended in August 2022. The project team engaged the broader community and stakeholders in the Downtown district to create an overall vision for Downtown. The process reviewed alternative ideas for Downtown and preferred recommendations for the Downtown Plan. The Downtown Plan drew from input gathered from the following community outreach activities.

Project Webpage and Contact Database

The City of Garden City hosted a webpage on the city’s website throughout the planning process to share information about the project schedule, community surveys and community meetings and events that were held to publicize the Downtown Plan. The project team also maintained a database of contacts collected throughout the process to inform everyone of new community surveys, upcoming meetings and events and other updates for the Garden City Downtown Plan.

Community Open Houses

The project team hosted two community-wide open houses in Spring 2021 to gain input from the community concerning their vision for Garden City (and Downtown Garden City). The team looked for input on a range of key issues facing the community and its downtown over the next twenty years. These open houses were conducted in-person in March and June, 2021, and members of the community had the option to join these open houses virtually via Zoom. Attendees (both in-person and virtually) provided input concerning their vision and key issues for Garden City through a “Mural” exercise. The graphic at the top of this page depicts the results from the Mural exercise conducted with a smaller group of around a dozen attendees at one of the open houses.



Outreach at Community Events

The project team focused its outreach efforts where people gather, at the variety of events held around Garden City throughout the year, including the following:

- Opening Day at Garden Rapids at the Big Pool, May 29, 2021
- Garden City Wind baseball game, June 2021
- Food Truck Friday, June 2, 2021
- Sip ‘n Shop Day in Downtown Garden City, November 13, 2021
- VFW Veterans Day Parade, November 13, 2021
- Food Truck Friday, June 3, 2022
- Food Truck Friday, July 8, 2022
- Stuff the Bus, July 22, 2022
- Food Truck Friday, August 5, 2022





*Outreach at Stuff the Bus event, July 2022
Credit: Rick Planning + Design*

- Senior Center of Finney County (lunch meetings)

Youth Outreach

The project team conducted outreach with middle and high school students during each of the three rounds of community engagement for the Downtown Plan. The team presented at a series of assemblies at Garden City High School (GCHS) and presented and met directly with nine different classes at GCHS (mainly focused on civics or social studies) to share concepts from the Downtown Plan and have discussions about what the plan means for their future in the community. The planning team met with several classes focused on social studies at Kenneth Henderson Middle School and Horace Good Middle School and met directly with the Student Council at GCHS.

Retail Outreach

The project team conducted outreach at various retailers and destinations around Garden City, including passing out flyers for community surveys and speaking with residents and visitors about key issues for the Downtown Plan. The project team specifically conducted outreach at the following local businesses:

- Patrick Dugan’s Coffee House
- Central Cup Coffee House
- Flat Mountain Brewhouse
- Hidden Trail Brewing
- Tractor Supply Company
- Dick’s Sporting Goods
- Garden City Family YMCA

Stakeholder Meetings

The consultant team convened a series of stakeholder meetings throughout the process to discuss key issues for the Downtown Plan and to discuss preliminary and final concepts for inclusion in the plan document. The team convened meetings with the following groups in developing the Garden City Downtown Plan.

- Downtown Vision and Downtown property and business owners
- Garden City Area Chamber of Commerce
- Local realtors and builders (joint meeting)



*Outreach with Middle School Students
Credit: Rick Planning + Design*

In total, the combined outreach effort (for the Comprehensive Plan and Downtown Plan) gained input from around 1,100 middle and high school students. This group of residents (under age 18) was one of the most represented demographic groups in the three community surveys completed for the plan.

Spanish Language Outreach

The Garden City Comprehensive Plan and Downtown Plan effort provided Spanish language versions of all community surveys conducted as part of the plan as well as translation services at the community-wide open houses. Dr. Francisco Miraval, a native Spanish language speaker and

a member of the consultant team, conducted outreach regularly to a range of Spanish language organizations in Garden City and Southwest Kansas and assisted with outreach to Spanish language media (radio, TV). Francisco also regularly reached out to churches and non-profit organizations within the Latino community in Garden City.

Bertha Mendoza, with the Garden City branch of the Kansas State University Extension Service, assisted the effort by convening several Spanish language-only meetings in Garden City throughout the project to gain input on key issues from Latino community members.

Community Surveys

The Garden City Downtown Plan included three major community surveys to gain input from residents, visitors, and business and property owners. The three surveys were provided via Survey Monkey links and were advertised through the city's social media channels, bilingual flyers around town, newspaper articles, interviews with local media, and emails and distribution by members of the Steering Committee and the City Commission. In total, the surveys for the Comprehensive Plan and Downtown Plan received 4,149 completed surveys during the planning effort representing 13.25 percent of the city's estimated 2020 population of 31,290 residents (according to data provided by the city's Neighborhood and Development Services department).

City Commission and Steering Committee

A Steering Committee of 13 individuals, representing different geographic areas around the community and a range of business and non-profit interests, met on several occasions throughout the plan to review alternative, preferred and final components of the Downtown Plan and to provide input to the project team. Members of the committee also helped with community outreach by distributing flyers for community surveys at various events and by helping to spread the word about the project in general.

The City Commission met with the project team on six occasions to review input from the community, to review concepts to be presented to the community and to review the preferred and final versions of the Downtown Plan document. Members of the City Commission also assisted with outreach to major employers and various groups around the community.

Additional Methods of Outreach

In conjunction with the various activities outlined above, the project team leveraged postings to social media, email blasts, press releases to local media, and door-to-door canvassing of Downtown merchants to spread the word about the Downtown Plan effort and gain input on the vision for Downtown and ideas for its improvement.



Outreach at the Chamber of Commerce Holiday Party, December 2021. Credit: Rick Planning + Design

Key Themes from Community Engagement

The following emerged as key themes or consistent takeaways from the community throughout the various engagement activities for the Comprehensive Plan and Downtown Plan, as they relate to the Downtown district:

- The desire to have more attractions and activities in Downtown Garden City to draw more people to the heart of the community
- The need to create more activities and places to go for the youth in Garden City, including in the Downtown district

- The strong desire for more entertainment and more things to do in Garden City, including Downtown and in particular during evenings.
- The significant and urgent need to provide more housing of all kinds to serve growing industries in Garden City and to serve the needs of people throughout the stages of their lives.
- The need to improve and create more trails and other routes for non-motorized travel, including people walking and biking.
- The desire to reimagine the older commercial corridors in Garden City as areas for redevelopment and for “Complete Streets” that serve all modes of travel and create more attractive entries into the community. Several of the older commercial corridors in the city pass through or connect to the Downtown area and therefore the reimagining of these corridors may impact the Downtown district.
- The need to add civic amenities that enhance Garden City’s status as the regional hub of Southwest Kansas, including amenities in the Downtown area.
- The desire to leverage the Arkansas River and other corridors for future open space and related amenities. The river corridor is located less than a mile to the south of Downtown and improvements to the corridor may influence the Downtown district.



THE
WINDSOR
EST. 1887

Regan & Co. Real Estate
RESIDENTIAL & COMMERCIAL 276-3525

Pine ST

HOTEL
WINDSOR

ROCKING X

Credit: City of Garden City



Downtown Context

Garden City's Downtown began with the initial settlement of the city in 1879 as the community developed into a regional hub for agriculture and commerce in Southwest Kansas. The Downtown district flourished with the city's growth in the late 1800s and the first half of the 1900s and emerged as one of the largest Downtown districts on the High Plains between Wichita and the Front Range of the Rockies. As suburban-style growth emerged and as Garden City began to grow more rapidly in the 1980s and 1990s as a result of the arrival of new manufacturing plants, Downtown began to lose its dominance as the commercial and cultural hub of activity in the city. Garden City Plaza developed as a suburban shopping center with Sears and JC Penney as anchors during the 1970s and 1980s. Over the last 10 to 15 years, the areas along and east of the US 83 / US 50 bypass, including Schulman Crossing and nearby shopping areas, have gained dominance as a major shopping hub serving a regional trade market centered on Garden City. Major big box retailers including Home Depot, Menards, Hobby Lobby, Walmart, Sam's Club, Ross, Dick's Sporting Goods, and TJ Maxx and national chain restaurants including Applebee's and Old Chicago have located along and east of the bypass and draw business from Southwest Kansas and parts of southeast Colorado, the Oklahoma Panhandle and some business from northwest Kansas. Other major retailers located along Kansas Avenue near the bypass include Target and smaller national chains such as Famous Footwear. The bypass is the home to the majority of the hotel beds in

Garden City, including national chains Hampton Inn, Town Place Suites by Marriott, Best Western Plus, and several other smaller hotels.

Today, Downtown Garden City remains a notable business district, but the roster of businesses includes a concentration of service businesses (including hair and nail salons, barber shops, and related services) and specialized retailers that often serve as "destinations" for occasional purchases, including jewelers. Downtown includes the offices of a small number of professional services firms, such as architects and realtors. It does include a roster of eateries, including two coffee shops, a handful of restaurants and a brewery. Overall,



*Looking North Along Main Street
Credit: Rick Planning + Design*

however, areas along Kansas Avenue and near the bypass now serve as the locations for day-to-day shopping (for everyday needs), and retail represents a much smaller share of business in Downtown Garden City.

Downtown continues to serve as the main gathering place for major community events during the year including the Food Truck Friday series, the Veterans Day parade, Fiesta Mexicana and the Beef Empire Days parade. Downtown Garden City, through Downtown Vision, also hosts a variety of other events specific to Downtown including the Banner Art Walk, Sip n' Shop, and other events designed to bring more visitation to Downtown. However, the presence of numerous events has not translated materially into increased development and



*Chestnut and Main St, Looking Northwest
Credit: Rick Planning + Design*

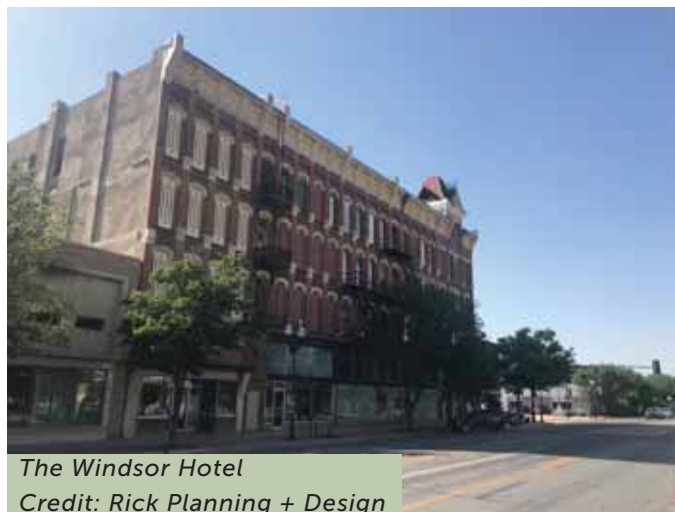
retail activity in the Downtown district in recent years. The Downtown appears to need the right “spark” to ignite an ongoing and transformative revitalization and additional redevelopment and development.

Population, Households and Housing

As outlined in the Comprehensive Plan document, the population of the city may grow from just over 31,000 in 2020 to a population of between 34,000 and 38,000 residents by 2040, depending on annual rates of growth ranging from 0.4 to 1.0 percent. This projection would assume that current growth trends continue or accelerate moderately for Garden City over the next 17 years. However, the arrival of a significant new employer or business operation in Garden City could greatly increase the projected population of Garden City within the next two decades. Providing additional housing units could also result in an increase in population, as many employees who current commute to the city from outlying communities in Southwest Kansas may choose to live close to their place of employment. As noted in the Comprehensive Plan, the City Commission has set a goal of adding 4,000 new housing units in Garden City by 2030. Assuming an average household size of 2.5 persons per housing unit, achieving this housing goal could result in adding 10,000 residents to Garden City’s population and pushing the total population above 40,000 residents. The Downtown district is fortunate to be located in a community that continues to experience growth, given that most communities in western Kansas have maintained or lost population in recent

decades. The influx of new residents presents opportunities for expanding the economic base of Garden City with the right mix of amenities and attractions to bring people Downtown and keep them coming back.

Previous market studies completed over the last 10 to 15 years for Downtown Garden City have indicated that the regional trade area for the district extends as far north as Colby, as far west in Colorado as the La Junta area, as far east as the Great Bend area, and south into the Texas Panhandle.



An examination of the demographics for trade areas encompassing a one hour and two hour drive time from Downtown Garden City reveals that these areas largely follow the previously described regional trade area for Downtown, as indicated on the map on this page. The brown area in the map encompasses areas within a one hour drive of Downtown Garden City and the light green shading includes areas within a two hour drive of Downtown Garden City.

Data from ESRI, a national database of demographic information that produces reports based upon data obtained from the U.S. Census,

indicate that the area within a one hour drive time has a population of just under 100,000 residents in 2022 and the area within a two hour drive has a population of 224,000. Projections generated by ESRI indicate that the population of these areas, within one and two hour drive times of Garden City, will remain generally the same over the next five years. While Garden City may continue to gain population, demographers generally expect the region including western Kansas and parts of surrounding states to maintain a steady population and many smaller towns will continue to lose residents. The areas within a two hour drive of Downtown Garden City also include larger households with children representing a larger share of the population, compared to Kansas as a whole. Almost 25 percent of residents within an hour drive of Downtown Garden City and 22.8 percent of residents within a two-hour drive were under 15 years of age in 2022, according to ESRI data. In contrast, only 19.6 percent of residents in Kansas were under 15 years of age. The average household size is 2.83 persons for the area within a one hour drive, and 2.70 persons for the area within a two-hour drive of Downtown. The average household size for Kansas was 2.47 persons in 2022 according to ESRI data. The larger household sizes in the areas around Garden City reflect the presence of more children and fewer single-person or empty-nester households.

The presence of a higher concentration of families with children in the region translates into a higher demand for amenities, stores, and services in the Downtown area that cater to families. The Garden City community is known as one of the largest communities for new immigrants in the middle of the country. Discussions with residents who speak Spanish conducted during the planning effort indicated that while some nearby cities like Dodge City have some of the regional attractions, such as a casino, sports or civic arena and some restaurants not found in Garden City, it is often more difficult for immigrant families to make the 45 minute trip to Dodge City given limited resources. Many immigrant families desire more things to do and more amenities in Garden City, close to where they live.

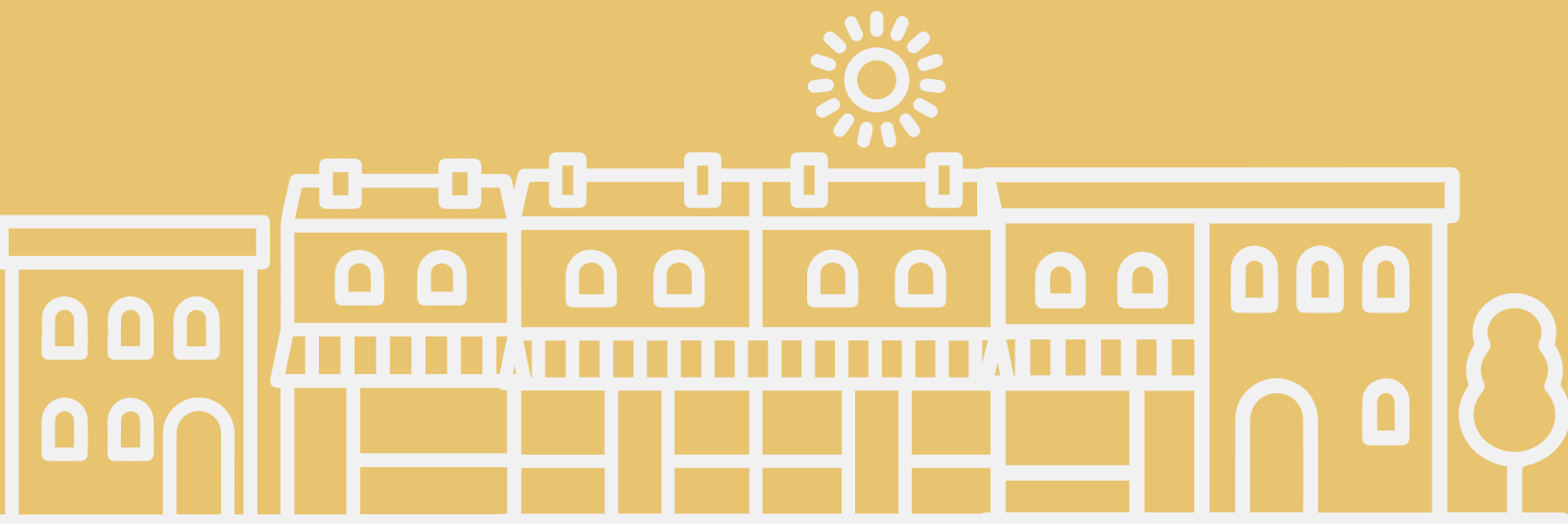
National Trends – Retail and Downtowns

Shopping at brick and mortar retailers has continued to decline across the U.S. and the shift to e-commerce and online purchasing only accelerated during the COVID-19 pandemic. Communities across the country have experienced an interest in converting undervalued or vacant retail, particularly along older retail corridors, into housing and a mixture of other land uses, as the total demand for retail has declined.

At the same time, downtown districts across the country have leveraged a trend that has coincided with the shift to online commerce. Developers of shopping areas and developers interested in downtown projects have noted that people visit districts for experiences, as opposed to the ability to purchase various goods. While downtowns across the country continue to thrive with a roster of specialty stores and retailers, tenants that provide an experience for shoppers and customers have thrived. Restaurants and breweries, along with escape rooms, entertainment centers and other businesses that offer something different, have thrived in successful downtowns over the last decade. While Downtown Garden City will continue to seek additional retail activity and spending, the trend toward having a diversity of uses in downtown districts has only accelerated across the country since the completion of the city's 2013 Downtown Plan. Downtowns nationally also continue to focus on adding housing, given the significant demand for additional housing units across the country and the desire of a variety of households to live close to downtowns with easy access to entertainment, places to eat and drink, and shopping. These national trends inform the recommendations outlined in the Garden City Downtown Plan.



*Grant Avenue, Looking Northwest
Credit: Rick Planning + Design*



Developing the Vision for Downtown Garden City

As part of stakeholder meetings and initial open houses for the Comprehensive Plan and Downtown Plan, the project team asked community members to share their views on:

- The current Downtown
- Hopes for Downtown’s future
- Challenges to consider
- Opportunities to explore
- Ideal, high priority improvements to the Downtown area
- Potential attractions
- Additional considerations for the Downtown Plan

- A place with potential
- In need of modernization
- Inviting
- Tight knit
- Diverse
- Friendly
- Local
- A destination
- The home for parades and events
- Vibrant
- Historic



VFW Veterans Parade, 2021
Credit: Rick Planning + Design



Fiesta Mexicana
Credit: City of Garden City

The initial open houses and meetings with Downtown stakeholders, conducted in-person and online in Spring 2021 and involving nearly 80 community members, indicated that Downtown today is known as:

- Home
- Quiet
- Inclusive
- Original, but finding its identity
- Genuine
- Active
- Collaborative

They said that in the future Downtown should:

- Be lively, family friendly, and accommodating with music playing
- Honor Garden City’s cultural heritage
- Offer more entertainment, outside seating, diverse local eateries, retail shopping (local and chain stores), affordable housing, and available parking
- Include parklets and gathering spaces
- Offer activities, e.g. along Main Street, during the weekends and for kids
- Provide nightlife options and accessibility for everyone

- › Be a place for memories
- › Make improvements tied to community history, building restoration and rehabilitation, and overall modernization
- › Have bicycle paths and improved walkability
- › Restore the State Theater
- › Develop an anchor that draws people and thereby makes Downtown “the place to be”

They commented that the following Downtown opportunities would be good to explore:

- › Makers spaces
- › A grocery store
- › A farmers market
- › More music and pop-up venues
- › Parks, botanical gardens, sports fields, splash pads and a playground
- › Activities during the weekdays and weekends
- › Infill development



Stevens Park
Credit: Rick Planning + Design

Community members indicated that challenges and needs for Downtown to keep in mind include:

- › Providing better wayfinding signs
- › Collaborating across the community and between businesses and landlords
- › Installing more marketing information at hotels and the airport

- › Updating buildings and facilities
- › Accommodating the wide array of cultures and languages
- › Balancing the mix of businesses
- › Finding a Downtown identity

Community members included the following among additional considerations for Downtown:

- › Marketing and beautification
- › Increasing tourism via tours and/or other events
- › Finding investors for big projects, such as restoring the historic Windsor Hotel and Warren Hotel
- › Including more places to live and work
- › Updating existing infrastructure
- › Expanding south of Fulton Street and to the Arkansas River
- › Building Downtown into a destination or hub
- › Competing with Schulman Crossing Shopping Center
- › Making Downtown attractive to businesses
- › Lowering property taxes
- › Maintaining landscape enhancements and addressing landscape issues, such as overgrown trees that obscure storefronts
- › Leveraging the Arkansas River
- › Designating pedestrian-only areas such as a portion of Main Street or completing improvements along Heroes Way (Pine Street, between 7th St and Main)
- › Attracting people of multiple age groups
- › Adding more art, murals, lighting, and beautification
- › Making it easier for developers to build housing
- › Attracting more coffee shops, a bookstore, convenience shopping, rooftop bars, and interactive restaurants



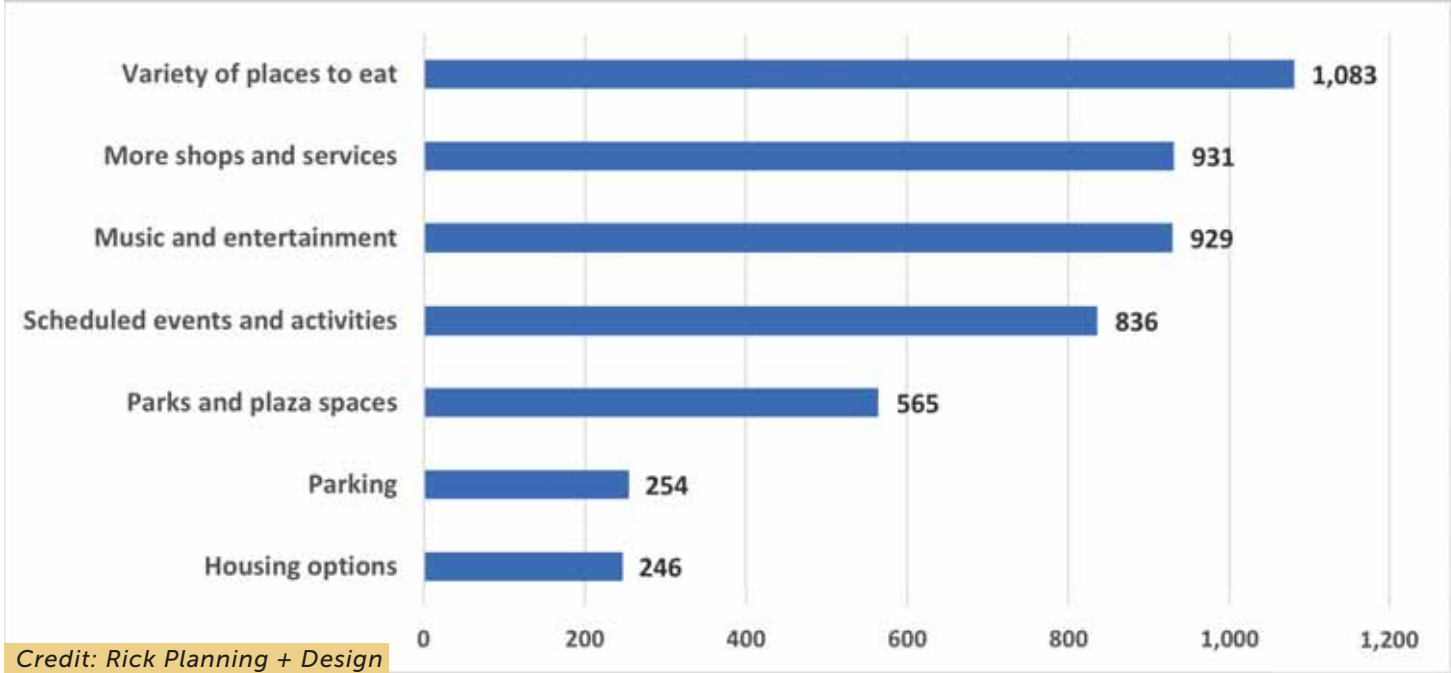
Pine Street, Looking East from Main St
Credit: Rick Planning + Design

Community members completing the initial Community Survey for the Comprehensive Plan and Downtown Plan in Spring / Summer 2021 indicated that greater restaurant variety, more entertainment options, increased shops and service and scheduled events and activities are among the key items that would attract people to Downtown. The number of restaurants and eateries, along with having a greater diversity of stores, are the top two things community members would like to improve Downtown.

If you could improve ONE thing in Downtown Garden City, what would it be? (Please choose one)



What would attract you to Downtown Garden City? (Choose all that apply)



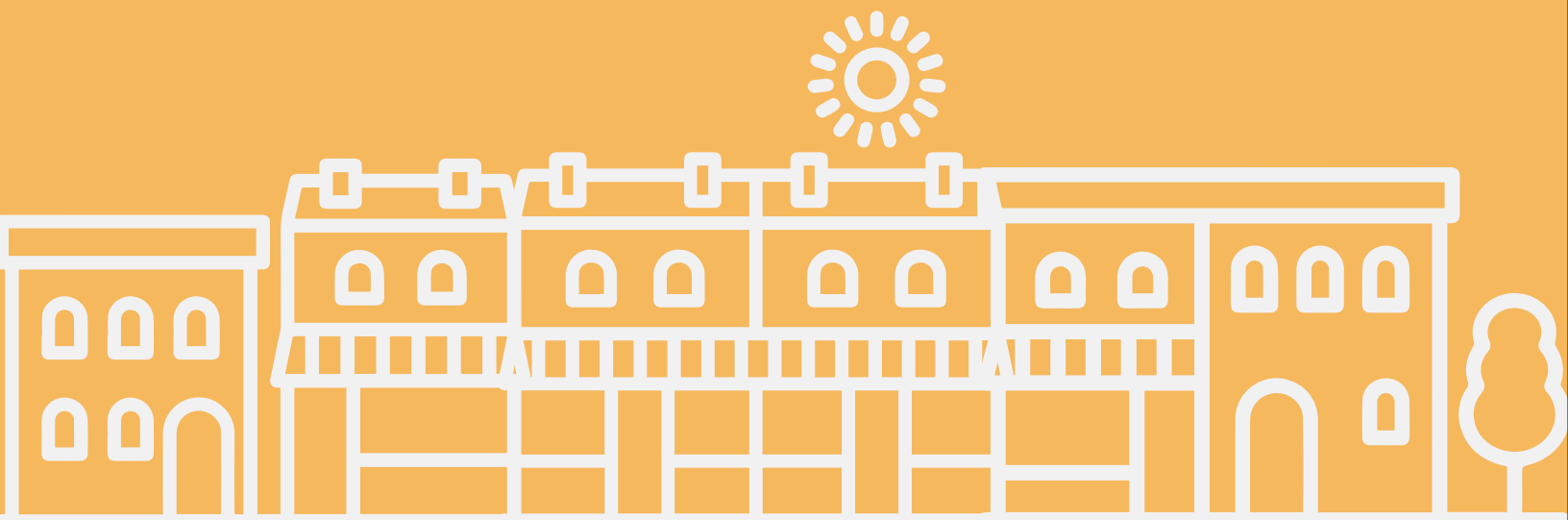


The input from the community through the three community surveys, community open houses, and several meetings with Downtown stakeholders contributed to the following Vision Statement for Downtown Garden City:

Downtown is the heart of Garden City. It is envisioned to be a vibrant, culturally diverse, multi-generational hub characterized by its strong sense of place, eclectic variety of shops, vibrant art scene, dynamic events, and forward-thinking leaders.

To achieve the vision for Downtown Garden City, stakeholders indicated that it is very important that the Downtown draws more people, becomes more inviting, increases activity along Main Street, explores tourism opportunities, includes the rehabilitation of older buildings, and incorporates new types of retail, such as activity-oriented or experience-oriented retail.

Credit: City of Garden City



Priority, Catalytic Initiatives

While the city has invested considerable sums of money on streetscape efforts along Main Street and 8th Street in recent years, and the city continues to maintain the overall quality of fixtures and features within the Downtown district, these efforts have not led to a notable transformation or rebirth of activity in Downtown Garden City. The district continues to appear relatively empty of pedestrian or bicycle activity or movement, particularly after 6p.m. and Downtown continues to feel rather sleepy.

To spark a real renaissance in Downtown Garden City, the Downtown Plan outlines a set of bold, transformative and catalytic projects geared to bring additional visitation, on a regular basis, to the district from throughout the community and from around the region. The people of Garden City are longing for a great place to bring their guests and great places to hang out, shop, eat, and enjoy life, and Downtown is the natural spot to serve this purpose in Garden City. The Downtown Plan calls on city leadership to make these priority, catalytic initiatives top items for completion over the next few years. Downtown serves as the heart and soul of the community, and these projects, combined with additional efforts to improve Downtown outlined in the Implementation section, will help to drive momentum for Downtown's resurgence over the next ten years and beyond.

These projects, by themselves, may not directly drive increases in retail sales in the Downtown area. However, the intent of these catalytic projects is to provide multiple attractors for the Downtown district which will increase awareness of the retail offerings Downtown. As more people come to Downtown on a regular basis (even weekly), interest in shopping in the area should increase. The increased visitation to Downtown in the evenings may lead more retailers to stay open past their standard hours, which would increase opportunities to increase retail sales. These projects will increase the vitality of Downtown Garden City and if retailers take advantage of the increased activity, retail sales should increase over time.

The city, through the Downtown Plan, strongly encourages retailers in Downtown Garden City to take advantage of the improvements made in the Downtown area over the next several years by

extending their hours of operation into evenings and on weekends and evaluating the products and services they offer to ensure they match with the demand generated from increased activity in the Downtown. The Downtown Plan strongly encourages existing property owners and businesses in the Downtown district to consult this document to help guide the improvements and changes they may make to their properties and operations over the next several years.

Downtown Expansion to the South and East

Previous versions of the Downtown Plan for Garden City established goals to add housing to the downtown district, to attract new residents and vitality to the area. However, the existing boundaries of the Downtown district include a relatively limited number of parcels that could be developed or redeveloped into housing, including apartments, townhomes, or similar types of housing.

Respondents to the initial community survey for the Comprehensive Plan and Downtown Plan indicated that Downtown represented the true heart of the community. However, a sizeable number of respondents indicated that Finnup Park and the zoo serve as the true heart of Garden City. Given that Finnup Park is located relatively close to Downtown, within a 10 minute walk of the intersection of Fulton and Main streets, the Downtown Plan envisions an expansion of Downtown Garden City to the south, across the railroad tracks, to help link up Finnup Park and the Finney County Fairgrounds with the broader Downtown area. This expansion would encourage more visitors to the zoo, Finnup Park, and the fairgrounds to walk to the Downtown area for other activities and would leverage the energies of all of these destinations.

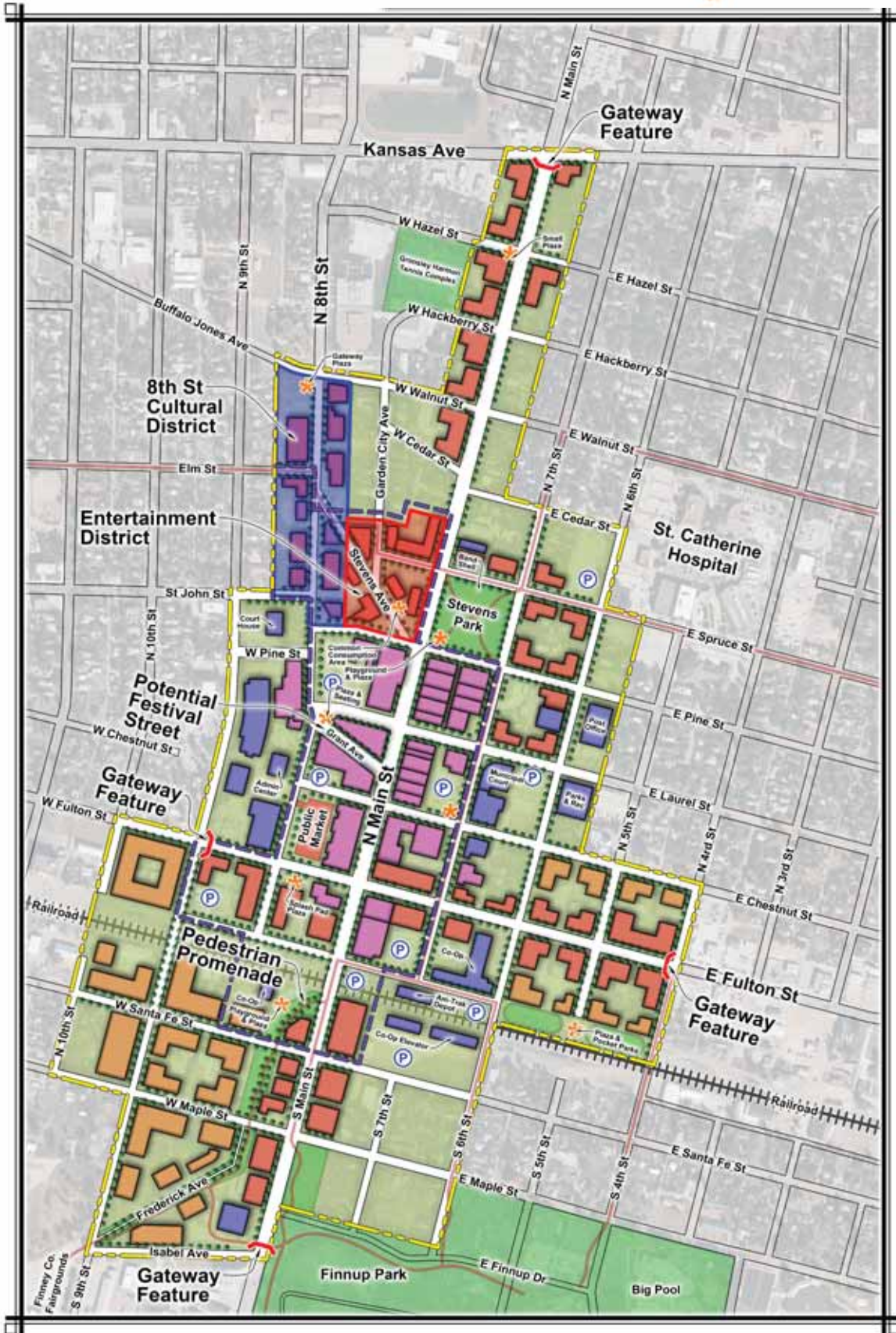
As noted on the illustrative map for the Downtown Plan, the areas north of the railroad tracks, in the traditional "heart" of Downtown, will continue to serve as the core of the district. The areas south of the railroad tracks, toward Finnup Park, will include a greater emphasis on residential development. Several properties located to the south of the railroad tracks and west of Main Street are owned by either the city or Finney County and could be repurposed for redevelopment efforts.

Garden City Downtown Vision

Illustrative Plan
February, 2023

- Government & Institutional Building
- Mixed Use
- Medium-High Residential (Townhomes, Apartments)
- Existing Downtown Buildings

- Downtown Area Boundary
- Downtown Core Boundary
- Park
- Bike Route
- Street Trees
- Plaza



In addition, the illustrative map highlights an expansion of the Downtown district to the east along either side of the Fulton Street corridor, from 7th Street east to 4th Street. The Garden City Comprehensive Plan illustrates the potential to redevelop several of the older commercial corridors, including the Fulton Street corridor, into a mixture of commercial and residential uses. In this sense, the Downtown look and feel of development, with multi-story buildings facing streets, streetscape enhancements and placemaking elements, would represent an extension of the Downtown area east along Fulton Street.

Fulton Street, from Downtown east to Campus Drive

This view depicts how areas along Fulton Street, looking west from 7th Street toward Main Street, could evolve over time to include streetscape improvements, additional redevelopment in the form of multi-

story, mixed use development, and other features to improve the look and feel of this key corridor.

Step 1 shows the existing conditions on this stretch of Fulton. Steps 2 and 3 introduce additional street trees, seating areas, and pedestrian lighting.

Steps 4 through 6, on the next page, show how redevelopment of properties along Fulton into mixed use buildings could occur in stages.

Step 7 shows the ultimate vision for the Fulton corridor, including improvements for bus lines in the area, a potential bike lane, and various areas for outdoor seating and dining, to complement the surrounding land uses.



Credit: Rick Planning + Design

STEP 4



STEP 5



STEP 6



STEP 7



Credit: Rick Planning + Design

RICK

Many downtowns across the country have revitalized over the last few decades through a focus on residential development, and in many cases a sizeable portion of residential growth has occurred on the edges of downtowns. Redevelopment efforts in many downtowns have occurred on the opposite side of a natural barrier along the edges of a downtown, such as a river or railroad corridor.

Residential development on the edges of Downtown Garden City and to the south of the railroad tracks may include a variety of housing types including apartments, row homes and townhomes and condominiums. The Comprehensive Plan recommends that residential densities in the Downtown area should range from 12 dwelling units per acre (a density consistent with row homes or townhomes) to densities of 30 units or greater (including apartment complexes of various densities).

Building a stronger base of residential housing would provide additional demand for everyday retail and services in the Downtown area (including restaurants, dry cleaners, small grocers and related services). Downtowns around the country have found that residential development has attracted younger adults seeking areas of greater activity and entertainment and older adults, who often seek downtown condominiums and apartments in order to enjoy a lower maintenance lifestyle with access to activities and places to shop and eat.



*Rowhomes, New Town St. Charles, St. Charles, MO
Credit: Rick Planning + Design*

Various parcels on the other edges of Downtown (to the west, east, and north) may also have potential to be developed or redeveloped into higher density housing, including the housing types described above. Housing along the eastern edges of Downtown may appeal to nurses and other employees at St Catherine Hospital. Housing along the northern edges of Downtown could integrate well with efforts to redevelop the North Main and Kansas Avenue corridors as part of “Complete Streets” corridors, as discussed in the Garden City Comprehensive Plan.



*Example of Townhomes
Credit: Shutterstock*

Creation of a Designated Entertainment District

Downtowns throughout the United States have included components of an entertainment district to help support their resurgence. The Lower Downtown (LoDo) entertainment district helped spur the resurgence and redevelopment of Downtown Denver in the 1990s. Revitalization of Old Town helped support the ongoing rebound of Downtown Wichita, and the Power and Light District in Kansas City has helped support the city’s downtown district over the last 15 years.

Various communities across the country in recent years have also pursued the idea of having a “common consumption area” in which adults would be permitted to walk from establishment to establishment with open containers of alcohol. Bollards, fencing, and security typically demarcate these types of common consumption areas. Downtown Overland Park, for example, has established a common consumption area in



*Mixed use development, College Hill, Wichita
Credit: Rick Planning + Design*



*The Exchange, Downtown Fort Collins, CO
Credit: Shutterstock*

the vicinity of its Strang Hall public market, and the downtown district in Fort Collins, Colorado now features a common consumption area (The Exchange).

Downtown and economic development leaders in Garden City have identified Stevens Avenue, at the north end of Downtown Garden City, as a location for the development of a common consumption area. Stevens Avenue is less than two blocks long and runs diagonally from the corner of Pine and Main Streets. Since this street carries relatively limited through traffic it represents a good street to be closed for a common consumption area. Preliminary planning by the Finney County Economic Development Corporation for a consumption area identified the stretch of Stevens Avenue, from Garden City Avenue south and east to the Pine Street intersection, to be closed for a pedestrian plaza that would serve as a common consumption area. The Stevens Avenue corridor could serve as the focal point for the overall development of a small entertainment district, including bars and various restaurants, and this district could help provide a regional attraction in the Downtown area.

The Downtown Plan envisions the redesign and reconstruction of Stevens Avenue to provide a "festival street" orientation to serve as the central focus for the entertainment district. This festival street design includes bollards, at either end of the street, to allow for the street to be easily closed during events or during common consumption hours. The design of the street should also include seating areas, improved lighting, gateway monumentation, and other

streetscape features to help create a draw for the district. Several of the existing buildings along either side of Stevens Avenue could be renovated to serve as restaurants, bars, and other establishments, and vacant properties or parking lots along the street could also be developed into new establishments.

The entertainment district along Stevens Avenue should also include a plaza area along the street to serve as a focal point for outdoor music or other entertainment. Vendors could also use the plaza for temporary, pop-up retail at various times (such as ice cream stands, hot dog stands, and similar vendors).



*Strang Hall common consumption area, Downtown Overland Park, KS
Credit: Rick Planning + Design*



*Strang Hall, Downtown Overland Park, KS
Credit: Rick Planning + Design*

Creating a New Public Market/Event Space

Community input throughout the creation of the Downtown Plan, as well as input from the previous version of the Downtown Plan, supported the concept of having a farmers market in Downtown Garden City. The Garden City Farmers Market currently operates on Thursday evenings in the parking lot of the Garden City Plaza shopping center on Kansas Avenue, and this market has declined overtures to move to Downtown in the past. Input from the current planning effort supported the idea of creating a facility that could serve as the home for a farmers market, as well as other public market events and tenants, and would provide space for various community events.

The idea of “public markets” in the United States stretches back to notable and historic public markets such as Pike’s Place in Seattle, Faneuil Hall in Boston, and, closer to Garden City, the City Market in Kansas City. Numerous communities have explored or introduced “public markets” over the last several years. The Strang Hall in Overland Park and the Lenexa Public Market represent two examples in Kansas, as well as the Stanley Marketplace and the Milk Market in the Denver metro area. However, many of these newer incarnations of “public markets” focus on having a series of permanent restaurant or brewery anchors and in some ways resemble an updated version of a “food court”. The historic public markets, such as Pike’s Place and a variety of markets across Europe, feature a wide range of

food and beverage options, fresh produce, and vendors selling everything from fresh meat and seafood to arts and crafts.

While a public market in Garden City could focus on attracting permanent food vendors, the Downtown Plan recommends the construction of a facility that could house a regular farmers market, as well as other regular markets and various community events. Input from the community throughout the Comprehensive Plan process indicated that Garden City was lacking in event space and meeting space. While the city may pursue the construction of a new conference facility or other meeting space in Garden City, a permanent event facility in Downtown Garden City could also provide space for various community events and meetings.



*Larimer Square, Denver
Credit: Shutterstock*



*Public market, Barcelona, Spain
Credit: Rick Planning + Design*



*Railyard Artisan Market, Santa Fe, NM
Credit: Shutterstock*



*The State Theater, 2020
Credit: Rick Planning + Design*

The Downtown Plan recommends that the public market facility include components such as roll-up doors and windows that would allow the market to operate as an open-air facility during good weather and to protect vendors and the public during inclement weather, or during the colder months or windy days. The community could use the facility for a wide range of activities beyond the traditional farmers market. Members of the Hispanic community expressed support for the public market concept and noted that it could be used to host the types of markets experienced in countries throughout Latin America, featuring food and a variety of goods and wares. The facility could host holiday events and corporate events, and could be rented for a variety of other events throughout the year.

The Downtown Plan highlights the city-owned parking lot at the northeast corner of 8th and Fulton as the location for the public market facility. This location for the facility would help to serve as a “bookend” toward the southern end of Downtown, with the entertainment district along Stevens Avenue, along with Stevens Park, serving as a northern bookend.

While the creation of a fully enclosed public market facility may require several years for completion, the city could provide a short term facility on the site of the city-owned lot at 8th and Fulton. The city could construct a shaded pavilion over at least part of the parking lot, to provide a shaded area for the farmers market to operate. This structure would greatly increase the level of comfort for market attendees and

vendors and protect the market from rain and the sun. Visitors to the pavilion could use the area for shaded parking on non-market days.

The City of Overland Park, Kansas began a farmers market on an uncovered parking lot in its Downtown in the 1980s, but saw significant growth in its market after constructing a shaded pavilion for the market over 30 years ago (as shown in the picture on this page).

The pavilion provided a permanent facility that attracted more people to the farmers market and helped lead to the continued revitalization of the Downtown district. Overland Park is currently in the process of reimagining the farmers market space to include indoor spaces and event spaces.



*Pavilion at Downtown Overland Park Farmers Market
Credit: Rick Planning + Design*

Repurposing the State Theater and the Windsor and Buffalo Hotels

Communities around the country have converted older, single screen movie theaters in their downtowns, such as the State Theater on Main Street, into venues serving a variety of community interests. Historic movie theaters have served as great foundations for performing arts centers, community event spaces and dinner theaters. Given that respondents to the Comprehensive Plan and Downtown Plan noted the community lacks meeting space, using the State Theater for community events and meetings could bring significant activity to the Downtown area.

The city and various interests in Garden City have weighed various ideas for the State Theater over many years. The Downtown Plan calls for the city to actively seek out proposals for the renovation and reuse of the facility and to provide a menu of financial incentives to help make the rebirth of the State Theater a reality. The State Theater has the potential to serve as a tremendous anchor and generator of visitation to Downtown Garden City and the community will make its success a priority in the next few years.

Similarly, communities around the country have successfully re-used or reimagined historic hotels in their Downtown districts. The Windsor Hotel is the tallest and one of the most recognized buildings in Garden City and the Buffalo Hotel is one of the district's historic landmarks. The Downtown Plan calls for the city to continue working with the downtown community and various stakeholders to explore feasible options for the re-use of these hotels, for residential, retail, hotel or entertainment uses in the future.



Food Truck Friday in Stevens Park
Credit: Rick Planning + Design

Extending and Expanding Food Truck Fridays

Food Truck Fridays, generally held on the first Friday during the months of May through September in Stevens Park, have attracted a notable following in recent years, with well over 1,000 daily attendees on many occasions. The event has drawn food vendors from throughout the region and Downtown Vision has been able to co-locate other events, such as a Nonprofit Fair held in July 2022, in Stevens Park at the same time as Food Truck Friday.

Downtown retailers, during the creation of this plan, expressed gratitude for Food Truck Friday but noted that the energy from the event doesn't extend into the rest of the Downtown area and largely focuses on the Stevens Park vicinity.



Food Truck Friday

Credit: Vireo

Downtown Garden City has the potential to leverage the success of Food Truck Friday in the following ways:

- Increasing the number of Food Truck Fridays during additional weeks of the summer, and increasing the length of the Food Truck season to include weeks during the spring and fall. Increasing the number of Food Truck days will strengthen the recognition in the Garden City community that Downtown is the place to go, to enjoy a variety of food offerings and outdoor dining. The event could recruit additional food vendors to fill spots during additional food truck events. The city should explore ways to extend the Food Truck events into the evenings to align with evening events in the Downtown area, such as the summer band concerts currently held in Stevens Park.

- Spreading Food Truck Fridays out along Main Street, 7th Street, and 8th Street, along the length of the Downtown district. This strategy would involve installing additional electrical outlet facilities along these streets within the Downtown district and would allow for the energy of the Food Truck concept to be distributed throughout the Downtown area. This move would increase



Mobile gelato bus
Credit: Shutterstock

the chances of producing additional business for retailers and other businesses throughout the Downtown and at the very least would increase awareness of the various Downtown businesses and the different attractions around Downtown, for attendees to the Food Truck event. While Food Truck Friday could remain in its traditional home of Stevens Park for some event days, spreading Food Truck Friday to other locations around Downtown would help to strengthen the entire district.

- Installing additional seating and tables around Downtown, to help facilitate the extension of the Food Truck concept to other streets in the Downtown area.
- Continuing to increase the number and variety of Food Truck vendors. The current roster of Food Truck Friday vendors includes a fairly traditional mix of food vendors, including barbeque, hamburgers and hot dogs, Mexican food, and similar types of foods commonly found at Food Truck events. The event could be expanded to include vendors with food and beverages from other cultures, including Asian, Indian, Italian, and other types of food. The event could also



Arcade
Credit: Shutterstock

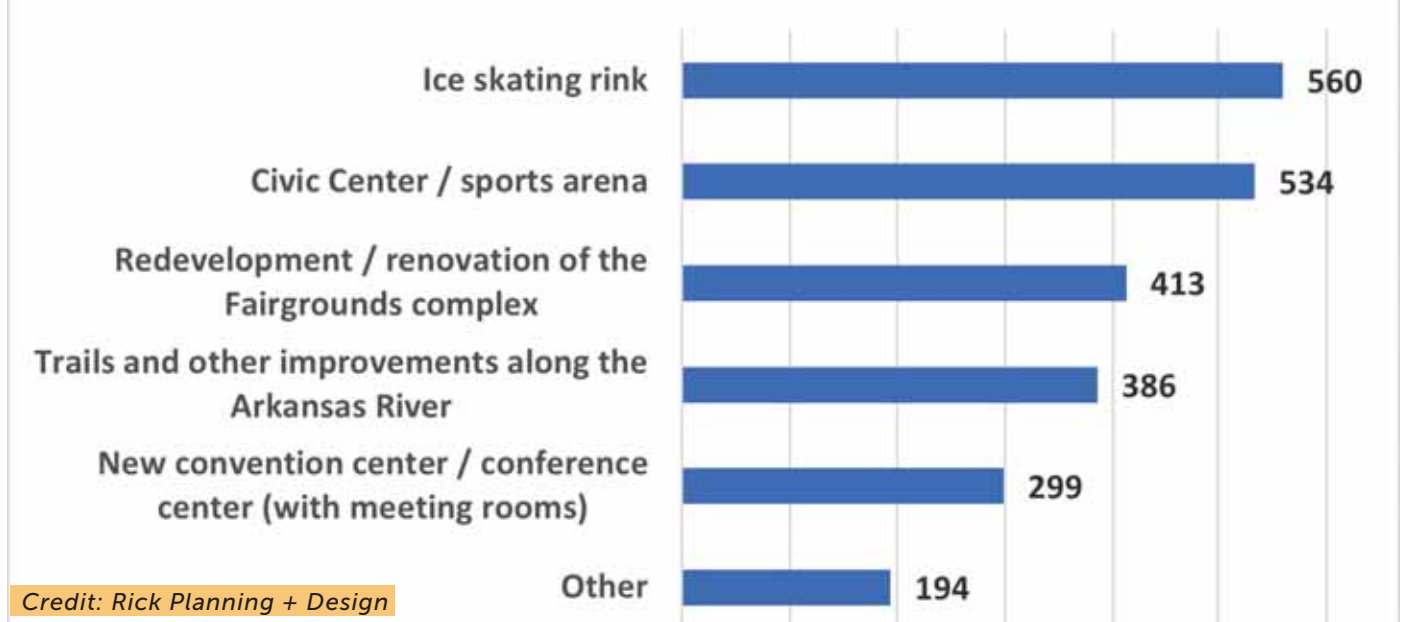


Bowling alley
Credit: Shutterstock

attract purveyors of coffee and a variety of other types of drinks, as well as various kinds of desserts, to provide more choices for attendees.

- Adding more music and entertainment to Food Truck events. Downtown Vision offers some music and entertainment during some Food Truck events, but the program of regular entertainment could be expanded to provide additional reasons for people to come Downtown for the event.
- Adding tables for games, and other outdoor activities and games, to encourage attendees to the Food Truck event to stick around Downtown. Food truck courts around the country have, for example, introduced cornhole, horseshoes, and table games to help entertain attendees, and the Food Truck event in Garden City could explore these ideas to help increase turnout at the event.

The following should be the top priorities for the city to create additional regional attractions in Garden City



Creating Additional Community Anchors and Attractors

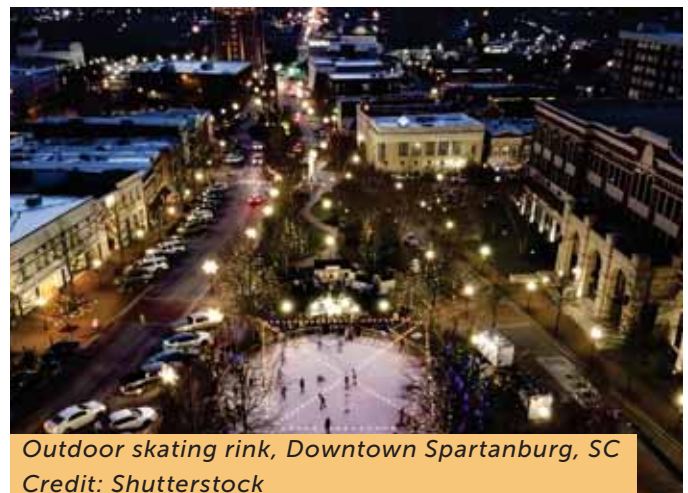
The Garden City community supported the exploration of introducing additional community attractions to make Downtown a stronger regional amenity. The youth of Garden City, at the middle schools and high school, repeatedly indicated that Garden City simply needs “more things to do”. The City could use financial or tax incentives to attract a private operator to introduce one or more of the regional attractions mentioned by community members during the planning process, including a new bowling alley or a larger arcade with a variety of games along with food and beverage options.

Additional Amenities and Entertainment in the Downtown Area

Input from the community throughout the Downtown Plan and Comprehensive Plan effort supported ideas to provide additional amenities for families and children in the Downtown area. The final community survey indicated that respondents most strongly supported having a community ice rink as a regional attraction in the community, as outlined in the graph above.

Downtowns and similar types of districts around the country have integrated permanent outdoor skating areas to support increased visitation and activity during winter months. Many communities convert these skating areas to other uses, such as outdoor seating or outdoor dining, during warmer months.

Input from the community also supported the development of a family playground, splash pads, and similar park-like amenities to attract families to visit Downtown Garden City. As outlined in the illustrative plan for Downtown, the city could site these amenities within Stevens Park.





*Downtown Playground, Augusta, KS
Credit: Rick Planning + Design*

Alternatively, the city could introduce these amenities closer to the heart of the Downtown district, such as along Grant Avenue, to attract more activity in the middle of the Downtown district, as opposed to on the edges of downtown, in Stevens Park.

Additional Streetscape and Placemaking Features

Garden City upgraded the streetscape along Main Street, including converting the parking along the street to angled parking, and the installation of street trees, public art and benches, several years



*Public art, Downtown Frederick, CO
Credit: Rick Planning + Design*

ago, and just completed a streetscape upgrade for the 8th Street corridor, within the Cultural District of Downtown, over the last several years. These improvements have elevated the historic character of the Downtown area and serve as important foundations for continued resurgence.

The Downtown Plan highlights the following for additional streetscape and placemaking improvements in the future. The completion of these projects, in conjunction with the completion of the larger community attractor efforts outlined in the Downtown Plan, will help to support revitalization throughout the Downtown district and continue to strengthen Downtown Garden City as a regional hub of commerce, activity and community gathering.



*Outdoor dining, Louisville, CO
Credit: Rick Planning + Design*



*Plaza and seating area, Downtown Park City, UT
Credit: Rick Planning + Design*



*Alley, Downtown Park City, UT
Credit: Rick Planning + Design*

Additional Plazas and Gathering Areas

In addition to key focal points in the Downtown area such as the public market and entertainment district, a series of small plazas and gathering places, as noted on the Downtown Plan, can provide places for additional vitality around Downtown. These areas may include seating areas, public art and lighting improvements, shade structures, and landscape areas.



Development of Grant Avenue as a Festival Street

Grant Avenue is a short street, connecting diagonally from 8th Street to Main Street, in the heart of the Downtown district. Its length would be ideal for the conversion of this street to a "festival street" which could be closed periodically for events and activities, such as Food Truck events, street fairs, and other attractions. The design of the festival street along Grant Avenue should include ample seating,



attractive and distinctive lighting that makes the street an attraction, and attractive trees and landscape features. A "festival street" typically includes flat curbs and removable bollards that would allow for the street to easily be closed off for events, facilitating walking around the festival street space. The western end of Grant Avenue includes space that would be suitable for a splash pad or other permanent feature to attract visitors.



Extension of 8th Street Streetscape to the South

A logical next step for the 8th Street corridor would involve extending the streetscape reconstruction project farther south, toward or beyond Fulton Street. These improvements could include street tree installation, improved street lighting, and outdoor seating, depending on the final design of the improvements.

7th Street Improvements

Similarly, the city could improve the streetscape and design of 7th Street, the other parallel commercial street to Main Street in the Downtown area. The width of 7th Street is



sufficient to convert one side of the street to angled parking, as well as the introduction of a bike lane (in both directions) along 7th Street. Streetscape enhancements along 7th Street could include street trees, public art, landscaping, bulbouts at intersections to improve pedestrian safety and improved lighting.

Enhancements for Pedestrian Railroad Crossings

As Downtown continues to evolve, the city should also explore ways to improve the experience for people walking across the railroad tracks, at the street crossings within the Downtown district (at 9th, Main, 6th, and 4th Streets). These improvements may include enhanced signage, street trees, improved lighting and other beautification efforts.

Outdoor Murals

The Downtown district includes several solid brick walls along the façade of different streets, and local artists could create permanent or rotating murals for these brick walls, in order to improve the appearance of the Downtown district and add variety and color to the appearance of various streets in the district. Downtowns around the country have introduced murals to add variety and vitality to their appearance.

Parklets and Outdoor Dining

Many downtowns around the country modified rules and regulations and in many cases encouraged the conversion of parking spaces to spaces for outdoor dining during the Covid-19 pandemic. Many communities have elected to allow these changes on a permanent basis following the pandemic, to encourage more outdoor dining and increase overall outdoor vitality in downtown districts.



*Electric bike (e-bike) charging station
Credit: Shutterstock*

Additional Bicycle Amenities and Facilities

The Garden City Comprehensive Plan outlined a vision for greater connectivity and a broader system of trails to serve people riding bicycles or walking around the city, including to and from the Downtown area. The completion of additional bicycle facilities around Garden City should result in an increased use of bicycles for recreation, as well as for transportation for short trips and errands. Downtown Garden City represents a logical central hub for bicycle trips.

Residents from nearby neighborhoods could easily ride their bikes to Downtown Garden City for a meal or for an event and bicyclists riding around different parts of the city could stop in Downtown along their way. The following facilities would help support increased bicycle activity within as well as to and from Downtown Garden City.



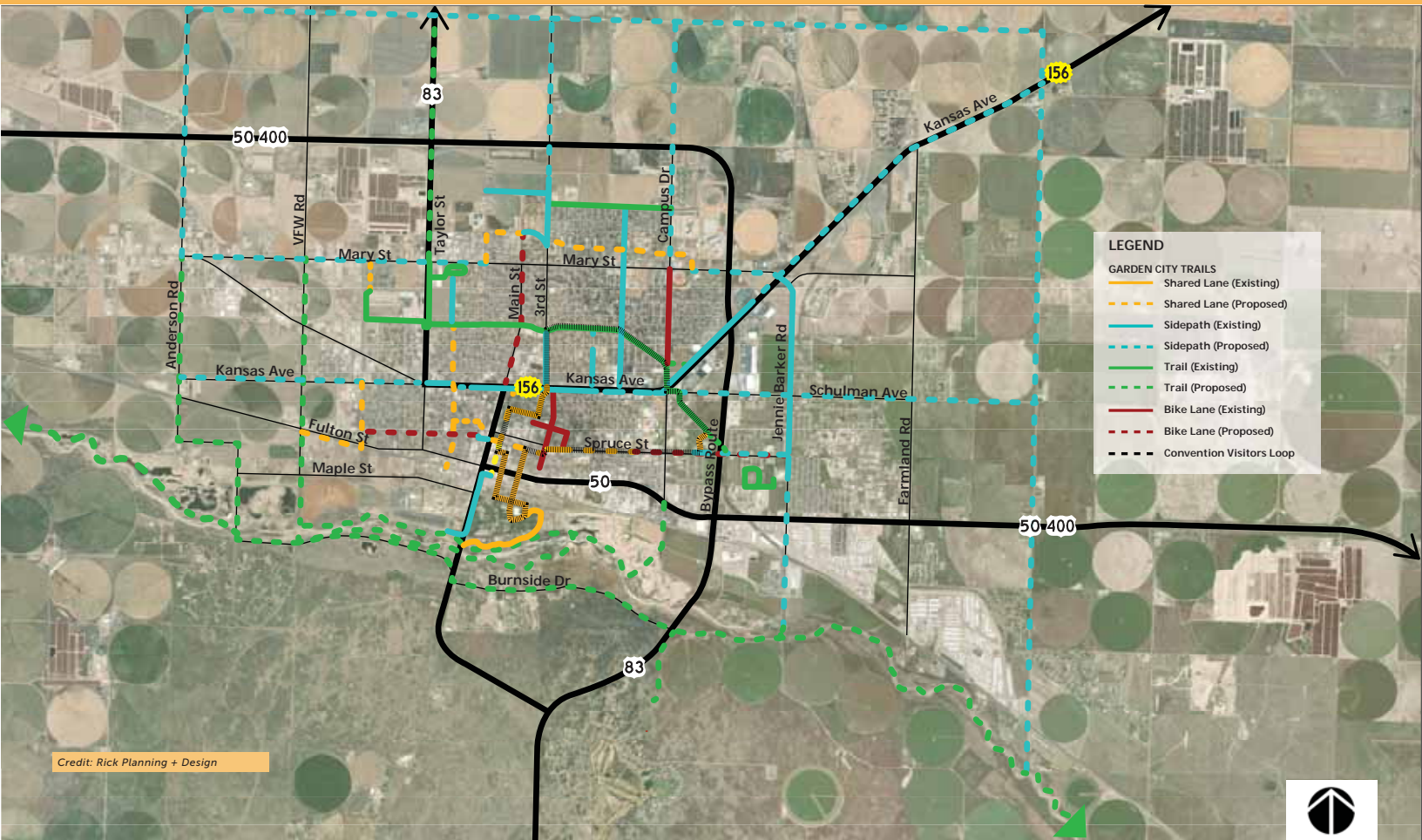
*Bike Sharing Station
Credit: Shutterstock*

Bicycle Parking

The city should work to introduce bike parking stations around the Downtown district, with a goal of having one bike parking location on each block within the broader Downtown area.

The city could introduce advertising on bike parking stations in order to help raise revenue to support the ongoing maintenance and expansion of bike parking in the district. Bike parking facilities in the Downtown district should allow for the parking of e-bikes (with charging capabilities for e-bikes), in addition to road bikes or mountain bikes.

Bike Network



Credit: Rick Planning + Design



Bike Sharing Station

Many communities around the country have introduced bike sharing systems, in which participants can rent a bike in numerous stations in a town and can return the bike to any station in the network. This system allows for residents and visitors to more affordably rent bicycles for shorter durations of time and provides flexibility in planning bike trips. Planning for bike sharing systems in Garden City should include at least two or three bike sharing stations within the Downtown district, to serve demands in the heart of the community and to encourage bicyclists to visit Downtown as a key destination in the community.

Connections to the Broader Trail System

The Garden City Comprehensive Plan outlines a network of city-wide multi-purpose trails around the entire community. A major bike trail will

likely follow along the Arkansas River corridor in the future, for example. As opportunities for improvements arise, the city should work with property owners to establish good connections from the Downtown area to the Arkansas River trail. Multi-purpose trails should also connect the Downtown district to the Finney County Fairgrounds, Finnup Park and Lee Richardson Zoo, and Garden Rapids at the Big Pool. In addition, the city should continue to explore opportunities to introduce bike lanes along local streets that connect Downtown Garden City to other nearby community destinations, including the Finney County Library, St. Catherine Hospital, and Horace Good Middle School.

The diagram included in the Garden City Comprehensive Plan document (on the previous page) outlines the recommended system of multi-purpose trails, including a prominent trail along the Arkansas River corridor south of Downtown.



Enhanced Signage and Monumentation

The 2013 Downtown Plan outlined a goal to enhance monumentation and signage for Downtown, and this goal has remained unrealized. Several stakeholders from meetings with Downtown groups noted that Downtown had a gateway “arch” sign across Main Street in the past, to welcome visitors to the Downtown area.

While a few signs along Main Street, at ground level, mark the entry into the Downtown district, the Downtown Plan recommends the installation of a larger, more noticeable, and memorable entry sign, or set of signs, into Downtown. Ideally, the entryway signage or monumentation will include lighting and some color and will remain highly visible from several blocks away.

The signage to mark the entry into Downtown could span the roadway, include the predominant colors in Garden City’s logo, and include lighting to attract visitors, as depicted in the following examples from other downtowns and central districts around the country.

Improvements to signage in the Downtown area may also include signage guiding visitors to key buildings and destinations within the district or in nearby areas of Garden City, as illustrated in the example below.

In addition, the city should work with the Kansas Department of Transportation (KDOT) to erect signs along the major highways entering Garden City that direct visitors to the Downtown area. Motorists entering Garden City along US 50 and US 83 currently do not benefit from any highway signs guiding them to Downtown Garden City.



*Community Wayfinding, Evans, CO
Credit: Rick Planning + Design*

Parking and Other Transportation Features

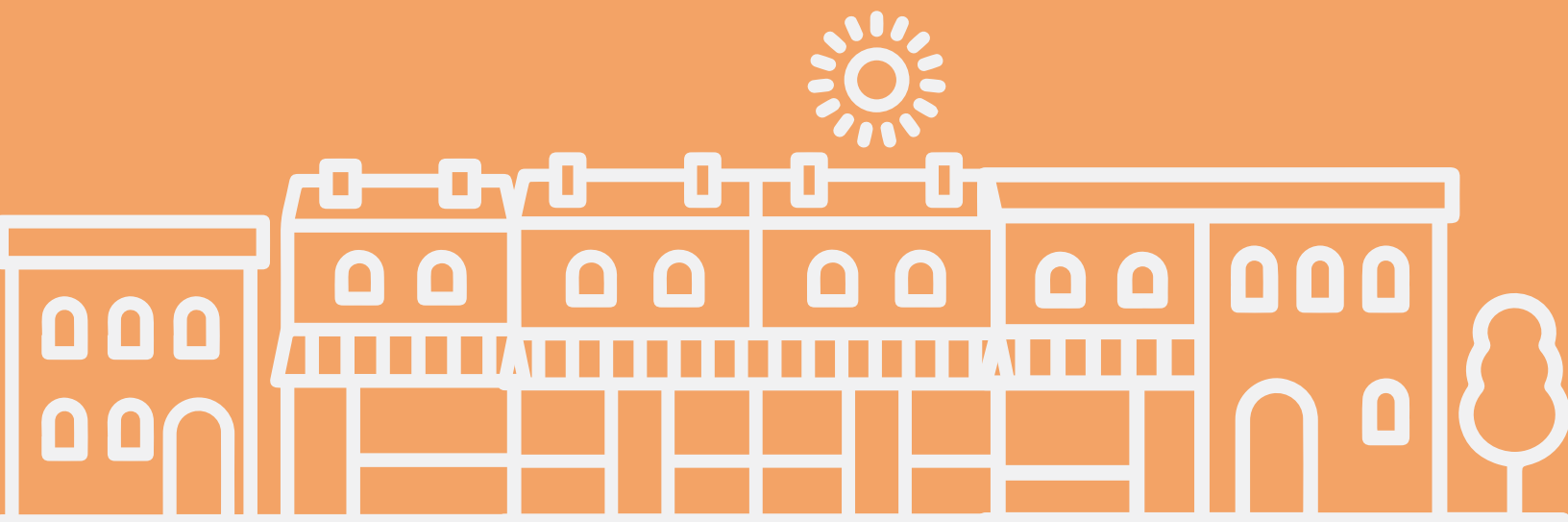
The city should continue to explore ways to increase parking within the Downtown district to accommodate larger numbers of visitors to the area in the future. Previous Downtown Plans have discussed constructing a parking garage Downtown and the City may wish to continue exploring this idea.

The city should also explore ways to encourage employees of Downtown businesses to not park in front of local businesses, and park on side streets instead. This strategy would leave the “prime” parking spaces for customers visiting the Downtown area.

The city may explore other strategies to increase its ability to modify the design of the two major streets crossing the Downtown area, Main Street and Fulton. The city could apply to KDOT for these two streets to be decommissioned from the state highway network (removing the Business 50 / 83 designations), thus allowing the city to control all aspects of the design and usage of these two streets in the future.



*Looking South from Main and Fulton Streets
Credit: Rick Planning + Design*



Goals, Actions and Implementation

The series of matrices that follow outline the major goals for Downtown Garden City and action items for the city and other partners to complete, to achieve these goals for the district. The matrices present the elements of an Implementation Plan, in that they articulate the likely city departments and other agencies or partners involved in completing action items, the general magnitude of costs for each action item, and the general timeframe for the completion of each action item.

The goals and action items resulted from the input provided by the community and the range of stakeholders in Downtown Garden City throughout the planning process. The timing and magnitude of costs and involvement for particular action items may change over time. This list is not intended to necessarily include ALL actions needed to make Downtown Garden City a success. This highlights the most critical action items the community should pursue to stimulate the rebirth of the Downtown district. This menu of goals and action items and guidance on implementation, then, represents a starting point for the Garden City community to realize its dreams for Downtown.

NOTE: In the tables that follow, Finney County Economic Development Corporation is abbreviated as "Finney County EDC" and the city's Neighborhood and Development Services department is abbreviated as "NDS".

Goal 1: Support small businesses in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 1.1:</u> Increase Garden City's participation in the Main Street America / Kansas Main Street program. Small Cities Community Development Block grants for downtown revitalization projects could be pursued. Example projects may include commercial and housing rehabilitation, construction of community facilities, etc.	Downtown Vision		\$	High	X		
<u>Action 1.2:</u> Increase awareness of the city's Neighborhood Revitalization Tax Rebate among Downtown businesses and property owners. This program is available for both commercial and residential improvement projects.	Downtown Vision		\$	High	X		
<u>Action 1.3:</u> Improve local business knowledge and the utilization of programs provided by the Kansas Small Business Development Center (SBDC).	Downtown Vision		\$	High	X		

Goal 1: Support small businesses in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 1.4:</u> Develop a revolving loan fund to provide zero-interest loans to property owners to complete improvements, and develop a property tax abatement program that would allow for Downtown businesses to complete improvements without incurring higher property tax bills (under certain stipulations and requirements).	Downtown Vision		\$\$	High	X		
<u>Action 1.5:</u> Leverage the resources of NetWork Kansas to support additional small business start-ups and their growth. NetWork Kansas offers classes, minority business summits, matching loan programs, and other programs.	Downtown Vision		\$	Medium	X		
<u>Action 1.6:</u> Develop an ongoing "buy local" campaign focused on Downtown businesses and include a rotating "adopt a shop" element that customers can support and share on social media.	Downtown Vision		\$	Medium	X		
<u>Action 1.7:</u> Encourage property owners to offer sales per square foot leases to tenants. These types of leases could provide higher profits for building owners as a result of higher sales.	Downtown Vision	Finney County EDC	\$	Lower	X		

Goal 2: Increase the number of visitors and shoppers Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 2.1.1:</u> Construct an all-season facility to house a farmers market, festivals, other local markets, and events.	NDS	Finney County EDC, state agencies	\$\$\$ Initial Estimate: \$3-5 million	High		X	
<u>Action 2.2:</u> Expand Food Truck events to additional days and to additional locations in addition to Stevens Park. Add entertainment and additional programming for Food Truck events. In addition, provide utility hook-ups to support this expansion.	Downtown Vision, NDS	Finney County EDC, Parks and Recreation	\$	High	X		
<u>Action 2.3:</u> Provide incentives to Downtown business owners to expand on to sidewalks with outdoor dining and temporary, pop-up retail displays.	Downtown Vision	Finney County EDC	\$	High	X		
<u>Action 2.4:</u> Implement public art murals and small gathering spaces at locations noted on the Downtown Plan illustrative.	Public Works	Parks and Recreation, Downtown Vision	\$\$	Medium		X	
<u>Action 2.5:</u> Initiate a Request for Proposal (RFP) process to solicit proposals for the re-use of the State Theater as a community event space and performing venue.	City Administration	NDS	\$	High	X		
<u>Action 2.6:</u> Upon selecting a proposal for the reuse of the State Theater, work with state and local officials to craft an incentive package to support the theater's revitalization (including Tax Increment Financing (TIF) or Kansas Sales Tax and Revenue (STAR) bonds).	City Administration	NDS	\$\$	High		X	

Goal 2: Increase the number of visitors and shoppers Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 2.7:</u> Design and construct a skating rink Downtown that can be used during warmer months for outdoor dining and various events.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate: \$1-2 million	Medium		X	
<u>Action 2.8:</u> Design and construct a series of splash pads at strategic locations around Downtown, as denoted in the illustrative plan.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate \$200,000 (per splash pad)	Medium		X	
<u>Action 2.9:</u> Design and construct a signature playground facility in the Downtown area to attract families from around Garden City and beyond.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate: \$250-500K	Medium	X		
<u>Action 2.10:</u> Work with property owners to issue RFPs for proposals to locate an arcade and/or bowling alley in the Downtown district. The RFP should outline potential incentives available for the completion of the project (TIF, STAR bonds, etc.)	City Administration	NDS, Downtown Vision	\$\$	Medium	X		
<u>Action 2.11:</u> Develop designs and construct the components of the Entertainment District (including the common consumption area) along Stevens Avenue.	NDS, Finney County EDC	Public Works	\$\$\$	High		X	

Goal 3: Elevate the look and feel of Downtown									
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing				
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)		
<u>Action 3.1:</u> Complete streetscape improvements for 7th Street as illustrated in the Downtown Plan, to include angled parking and a bike lane extending through the Downtown district.	Public Works	Downtown Vision	\$\$\$	Lower			X		
<u>Action 3.2:</u> Complete an extension of streetscape improvements along 8th Street from Pine Street to south of Fulton Street, continuing the theme of the recently completed streetscape improvements along 8th Street.	Public Works	Downtown Vision	\$\$\$	Lower			X		
<u>Action 3.3:</u> Complete necessary streetscape enhancements to Main Street in the core area of Downtown, to facilitate outdoor dining and pop-up retail.	Public Works	Downtown Vision	\$\$	Medium				X	
<u>Action 3.4:</u> Develop plans for a "festival street" along Grant Avenue to accommodate various events.	Public Works	Downtown Vision	\$\$	Medium			X		
<u>Action 3.5:</u> Commission murals for targeted areas in the Downtown area.	Downtown Vision		\$	Medium			X		
<u>Action 3.6:</u> Complete installation of the semi-enclosed promenade structure previously proposed for the area over Heroes Way, so it can be used as an activity center during events, accessible by foot and bicycle, rather than by vehicle.	Public Works	Downtown Vision	\$\$	Medium				X	
<u>Action 3.7:</u> Complete gateway signage, at locations noted on the Downtown Plan illustrative.	Public Works	Downtown Vision	\$\$	Lower			X		
<u>Action 3.8:</u> Upgrade signage and wayfinding around the Downtown district by developing and implementing a signage and wayfinding plan for Downtown Garden City.	Public Works	Downtown Vision	\$\$	Medium			X		

Goal 4: Improve options for bicycle and pedestrian transportation in Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
Action 4.1: Install pedestrian crosswalks with pedestrian signals at the intersections of 7th & Fulton and 8th & Fulton.	Public Works	NDS	\$\$	Medium	X		
Action 4.2: As development evolves to the south of the railroad tracks, explore the installation of a pedestrian signal for crossing Main Street, to the south of Fulton Street.	Public Works	NDS	\$ Initial Estimate: \$100,000	Lower			X
Action 4.3: As part of streetscape enhancements along 7th Street, install a protected, two-way bike lane on 7th Street between the Amtrak Train Depot and Pine Street.	Public Works	NDS	\$\$	Lower			X
Action 4.4: Extend sidewalks along Main Street south to the Arkansas River corridor.	Public Works	Parks and Recreation,	\$\$	Medium		X	
Action 4.5: Explore the installation of a sharrow route for bicyclists to the south of the railroad tracks, to serve future redevelopment.	Public Works	NDS	\$\$	Medium			X
Action 4.6: Explore opportunities to construct additional municipal parking facilities (including potentially a parking garage) for the Downtown area. Explore strategies to shift employee parking to side streets in the Downtown district.	Public Works	Downtown Vision	\$\$\$	Medium			X

Goal 5: Enhance the sense of place in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
Action 5.1: Purposely celebrate the City's culture with dynamic tours of the Downtown area, engaging banners, and artistic crosswalks.	Downtown Vision		\$	Lower	X		
Action 5.2: Use traditional and social media marketing tactics, videos and other strategies, to share more of Downtown's history and current activities with residents and visitors. All marketing efforts should pursue a multi-lingual approach.	Downtown Vision		\$	Medium	X		

Goal 6: Expand Downtown development							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
Action 6.1: Rezone areas of Downtown Garden City to the south of the railroad tracks to Mixed Use, to allow for residential redevelopment at various densities.	Public Works	NDS	\$	High	X		
Action 6.2: Develop a targeted program of incentives (tax abatement, public financing of land purchases, etc.) to support residential development in the Downtown area.	Public Works	NDS	\$\$	High	X		X
Action 6.3: Complete revised design guidelines or a form-based code to guide development and redevelopment in the Downtown district.	NDS		\$	High	X		
Action 6.4: Explore the potential sale of City or County owned parcels south of the railroad tracks for Downtown redevelopment.	City Administration	NDS	\$	Medium		X	

Frederick Downtown Plan

Adopted February 2026



Acknowledgements

Frederick Mayor and Board of Trustees:

Tracie Crites, Mayor

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Adam Mahan, Trustee

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Nathan Scott, Commissioner

Roger Kelley, Commissioner

Rebecca Langford, Commissioner

William Mahoney, Alternate A

Dennis Stark, Alternate B

Town of Frederick Staff:

Bryan Ostler, Town Manager

Ryan Johnson, Assistant Town Manager

Ali Lommel, Planning Manager

Audem Gonzales, Senior Planner

Brien Schumacher, Planner III

Sierra Fedder, Redevelopment Administrator

Consultant Team:

RICK Planning + Design – Englewood, CO

Britt Palmberg, AICP, Director of Planning

Grace Dyess, Assistant Planner

Kim Nelson, PLA, Principal Landscape Architect /
Urban Designer

Jared Gorby, PLA, Principal Landscape Architect /
Urban Designer

Michelle Case, Associate Landscape Architect

Brian Mooney, FAICP, Senior Advisor

Rob Fitch, PE, Principal, Civil Engineer

Sandi Moore, Administrative Assistant

Felsburg, Holt, & Ullevig (Transportation) – Greenwood Village, CO

Cady Dawson, Principal

Carol Sammons, Transportation Planner

Project Vision 21 (Bilingual Community Engagement) – Aurora, CO

Francisco Miraval, Owner



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Appendix: Summary of Probable Streetscape Costs

Project Background



Frederick Forward, a joint community engagement effort for the Town’s Comprehensive Plan and Downtown Plan, established the overall vision and direction for planning for Downtown Frederick. Frederick Forward began in early 2023 and outreach for the Comprehensive Plan concluded in Spring 2024, prior to the adoption of the new Comprehensive Plan 2050 in October 2024. During the creation of the Comprehensive Plan, the project team conducted three rounds of community engagement, including three bilingual community surveys, numerous stakeholder meetings, and several briefings with the Parks, Recreation, Open Space and Trails Commission (PROST), the Planning Commission, and the Town Board. During the creation of the Comprehensive Plan, Frederick Forward involved input from over 2,000 individuals across over 30 pop-up engagement sessions, two community open houses, five sessions as part of the Town’s Tour and Talk series in 2023 and 2024, and outreach at major festivals including Frederick in Flight, Chainsaws and Chuckwagons, and Frederick’s Festival of Lights. Frederick Forward also involved outreach sessions focused on the Comprehensive Plan with youth at Frederick High School and third grade classes at Legacy Elementary School and an engagement session with seniors at the Carbon Valley Community Center. The new Downtown Plan draws from the Frederick Forward effort and provides an update to the Town’s existing Downtown Development Plan, adopted in 2010.

The Downtown Plan fulfills one of the goals of the Town’s Strategic Plan.

2024-2025 STRATEGIC PLAN

Frederick Colorado

Mission Statement: Our Mission is to foster an exceptional and inclusive community that is *Built On What Matters*.

Values: We are FRED (Family, Respect, Empowerment, Dedication)

Effective, Efficient & Strategic Government Operations
 As an employer of choice, the Town of Frederick will lead the region in a culture of efficiency, innovation, and strategic partnerships in all municipal services to far exceed the community's expectations and exemplify the fact that Frederick is Built on What Matters, its people.

- 1.1 Develop and implement a strategy for a delivering a parks, streets and downtown "win" including assessing available political capital.
- 1.2 Complete an update to the Municipal Code in connection with 2.5 below.

Community and Economic Vitality
 Frederick is a community that fosters economic, recreational, cultural, and environmental vitality and builds upon and enhances a variety of economic opportunities. Frederick celebrates its downtown and regards it as a gem in the region.

- 2.1 Create a funding strategy to facilitate the implementation of the Frederick Recreation Area Master Plan.
- 2.2 Continue implementing our retail attraction strategy to target regional and destination opportunities, traditional and non-traditional grocers, and sit-down eating establishments.
- 2.3 Begin implementation of revitalization strategies for the downtown with "gazelle like" energy to include short-term, mid-term and long-term projects.
- 2.4 Complete the Downtown Plan by mid 2025.
- 2.5 Continue work on updating the Land Use Code in connection with 1.2 above.

Dynamic, Inclusive & Connected Community
 Frederick is represented by diverse nonprofit, cultural, business, and geographic participation. Residents actively engage in activities and initiatives; they are encouraged and supported to address important community needs and issues.

- 3.1 Implement new ways to increase accessibility for public engagement including both traditional and non-traditional means.
- 3.2 Foster and improve the quality of our relationships with all regional partners seeking ways to collaborate and leverage resources.

Strategic, Reliable & Sustainable Infrastructure
 Frederick is dedicated to investing in existing and future transportation, water, storm water, and technology while planning for sustainable growth and development.

- 4.1 Develop a funding strategy for implementation of the Facilities Master Plan.
- 4.2 Create a rolling five-year Capital Improvement Plan that prioritizes the impacts and needs of the community inclusive of a comprehensive communication strategy for each project.

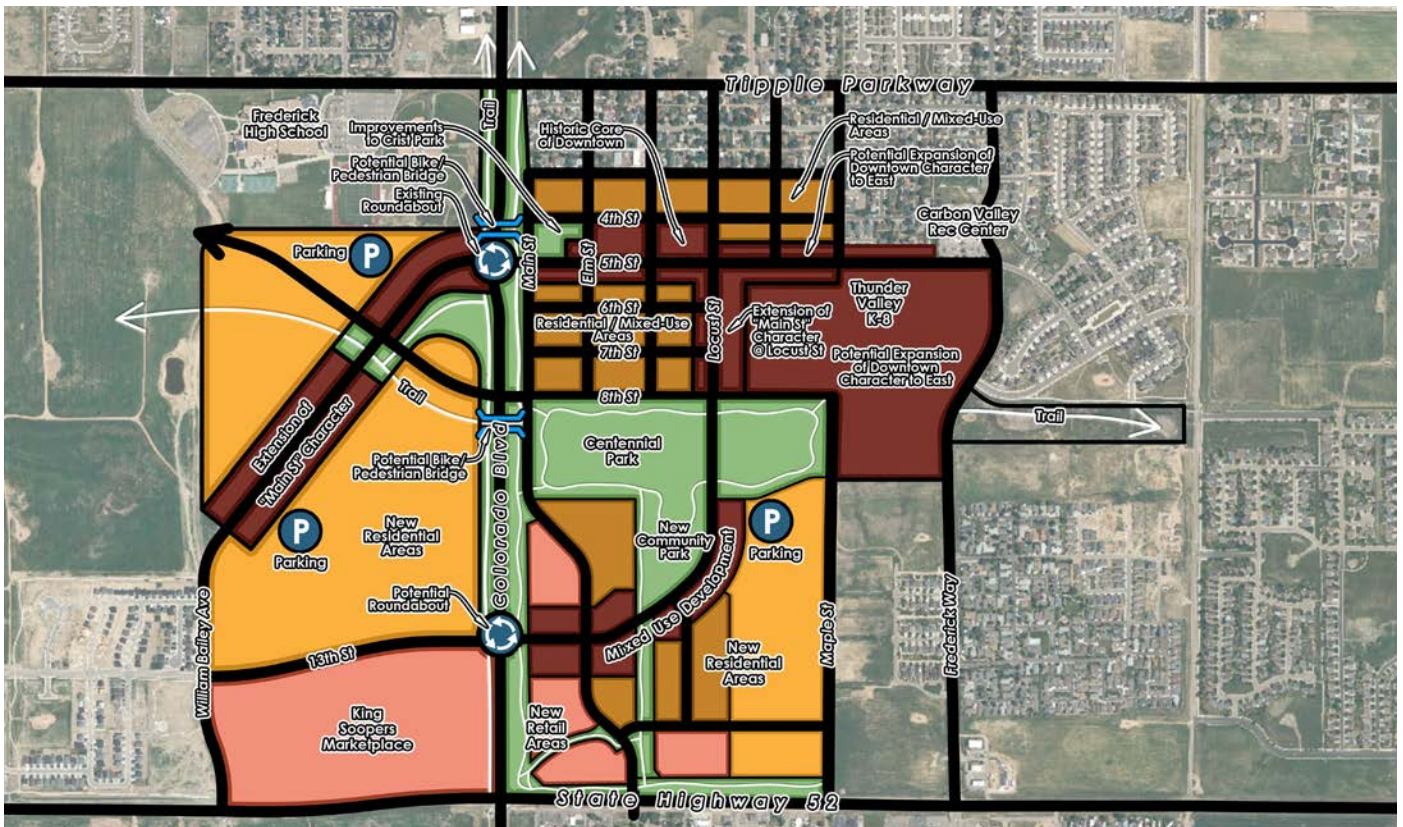
Safe & Secure
 Residents of Frederick experience safety and peace of mind knowing they live in the safest community in Colorado. for sustainable growth and development.

- 5.1 Continue efforts to implement commitments made resulting from the public safety sales tax initiative. 2A.*

Fiscally Responsible Governance
 The Town of Frederick plans for, identifies, leverages, and utilizes resources that reflect exemplary stewardship for those who live in Frederick and those who will seek out Frederick in the future.

- 6.1 Create and implement a long-term financial model for the Town taking in to account exist needs as well as planning for the future needs of the community.
- 6.2 Demonstrate excellence in public stewardship through updating critical policies (i.e. personnel, procurement and financial policies) including developing a schedule for providing routine, timely updates to keep current with changing laws, trends and practices.

*Poster from the Town's Strategic Plan
 Credit: Town of Frederick*



*Downtown Framework Plan from the Frederick Comprehensive Plan, Adopted October 2024
Credit: RICK*

Downtown Frederick Framework from the Frederick Forward Comprehensive Plan 2050

The adopted Frederick Comprehensive Plan 2050 defined the “Downtown Hub” for Frederick to include the historic core of Downtown (east of Main Street and north of Eighth Street, including the commercial uses along and near Fifth Street) as well as potential expansion of Downtown to the south and west. The construction of the Silverstone Marketplace shopping center at Highway 52 and Colorado Boulevard, anchored by the King Soopers Marketplace, and the anticipated population growth of the Carbon Valley and surrounding areas over the next 20 years create the potential for the Downtown district to expand to provide additional places to live, work, and play. The historic Downtown core will provide redevelopment and adaptive reuse opportunities for civic, commercial, and residential uses. In addition, these potential new areas of Downtown provide opportunities for additional restaurants and businesses over time. The new areas would also accommodate a diverse mixture of housing units, including townhomes, duplexes, multi-dwelling units and senior housing, to serve a broader range of households desiring to live near the historic core of Frederick and the Carbon Valley. The Downtown Framework Plan, included within the adopted Comprehensive Plan, established the following foundations for placemaking, connectivity, Downtown character, and other elements of the Downtown Plan.

1. Extending Downtown Across Colorado Boulevard (Downtown West)

The plan envisions the extension of the “Main Street” character of Fifth Street to the west across Colorado Boulevard, and then to the southwest, toward William Bailey Avenue. The diagonal Main Street corridor shown on the framework plan will connect with the signalized intersection of William Bailey and Highway 52. Thus, the western expansion of Downtown will provide for an alternate route into Downtown from the south and west and will connect the historic Downtown to the Silverstone neighborhoods to the west. This area provides additional areas for the development of civic and recreational amenities. Over time, the addition of more retailers and dining places will enhance the overall draw of Downtown Frederick.

2. Extending Downtown Through Miners Park

Miners Park will include a street connection from the new Silverstone Marketplace to the north and east, connecting to Locust Street within the heart of the historic Downtown. The Locust Street extension to the south from Eighth Street will provide another north-south connection into Downtown and will help relieve congestion at the Fifth Street and Colorado Boulevard roundabout. The extension of Downtown into the areas south of Centennial Park will feature mixed use development and a Downtown placemaking character that will help connect the Silverstone Marketplace and the historic Downtown area. Over 70 percent of respondents to the third and final survey for Frederick Forward either “agreed” or “strongly agreed” with the idea of having Downtown Frederick expand to the south and west, as shown on the Downtown Framework diagram. Miners Park will help complement the amenities in Centennial Park with additional commercial and residential development and will provide additional areas for Downtown amenities.

3. Potential Redevelopment of School District Properties

Downtown may include the potential re-use (over the long-term) of the Thunder Valley K-8 school campus and surrounding vacant properties owned by the St. Vrain School District. These areas could potentially redevelop as part of the Downtown character and provide additional areas for residential, civic, and mixed-use development on the east side of Downtown Frederick, if the school district were to ever close or relocate any of its existing facilities in the Downtown area.



*Map Highlighting Sub-Areas Within Downtown Frederick
Credit: RICK*

The Frederick Comprehensive Plan emphasized that the “Downtown Hub”, as identified on the Future Land Use Map, will continue to develop and evolve using community design practices that align with the character of the historic heart of Frederick. The Comprehensive Plan outlined a series of community design principles for the Downtown area, outlined on pages 32 and 33 of the document. The Downtown Plan builds upon these community design principles to provide more detailed planning and design parameters for the public realm within the different areas of Downtown. The Downtown Plan, along with the Town’s new Land Use Code, provide the regulatory framework and clarity needed to guide public and private sector investments in Downtown Frederick over the next one to two decades.

Downtown Plan – Additional Outreach Efforts

Community engagement has served as the backbone of the creation of both the Comprehensive Plan and Downtown Plan. While the majority of community engagement efforts for the Frederick Forward effort (spanning the Comprehensive Plan and Downtown Plan) culminated prior to the adoption of the Comprehensive Plan in October 2024, the project team and Town staff conducted more focused outreach and stakeholder discussions over the next year to gather community input for the Downtown Plan. The additional outreach focused on the draft designs and recommendations for streetscape improvements, redevelopment, and improvements to community character in the historic core of Downtown and additional areas within the Downtown Hub area. The components of Frederick Forward focused on the creation of the Downtown Plan culminated in 2024 and 2025 with the following activities:

Outreach at Talk and Tour, Centennial Park, Summer 2024

The project team presented the Downtown Framework Plan at the Town’s Talk and Tour engagement event at Centennial Park to gather final input regarding the framework plan (as part of the Comprehensive Plan) and to begin to gather input on the details for the design of the Downtown Plan, following the adoption of the Comprehensive Plan. The team engaged with several dozen attendees and gathered general comments regarding items for prioritization in the Downtown Plan.

Frederick Business Awards, Fall 2024

The project team presented the Downtown Framework Plan at the annual Frederick Business Awards in 2024 to gain additional input from the business community as the team prepared for more detailed planning and design for the Downtown Plan.

Briefing with Town Board, March 2025

The project team presented conceptual streetscape designs for Fifth Street and intersecting streets in the historic heart of Downtown, as well as conceptual plans for Downtown West (to the west of Colorado Boulevard) to the Town Board at a regular Board meeting in March 2025. The Board signaled support for the direction of the Downtown Plan and for the team to move the plan forward toward completion. The Town Board supported the general concept plan for Downtown West, west of Colorado Boulevard, and directed the project team and Town staff to work collaboratively with the property owner of the lands west of Colorado Boulevard to move the concept toward reality.

Briefings with Other Boards and Commissions

The project team conducted additional briefings with the Planning Commission, Historic Preservation Committee (HPC), and the Parks, Recreation, Open Space and Trails Commission in 2025 to review the overall direction of the components in the Downtown Plan. These briefings addressed the overall framework of the Downtown Plan and included discussions regarding topics of interest to each of these boards and commissions.

Outreach at Chainsaws and Chuckwagons Festival, July 2025

The project team engaged with several dozen community members in attendance at the popular Chainsaws and Chuckwagons festival at Centennial Park throughout the day on Saturday, July 19th, 2025. Attendees provided comments and notes regarding the draft concept plan for Fifth Street in the heart of Downtown Frederick, including the orientation of existing and potential buildings and the



*Outreach at Chainsaws and Chuckwagons, July 2025
Credit: RICK*



*Outreach at Chainsaws and Chuckwagons, July 2025
Credit: RICK*



*Community Open House, September 2025
Credit: RICK*

design of streetscape features along Fifth Street, as well as along Fourth Street and Sixth Street and the cross streets (Oak, Elm, and Locust) in the core of Downtown. Attendees also provided input on the potential for historic preservation and / or reuse of many of the older buildings along Fifth Street and provided input through a Visual Preference Exercise regarding elements of placemaking (including the forms and architecture of buildings and streetscape features) they favored or did not favor for Downtown Frederick. This input helped shape the ongoing refinement of components of the Downtown Plan.

Community Open House, September 3rd, 2025

The Town of Frederick hosted an open house focusing on the draft elements of the Downtown Plan in September 2025 at Town Hall. The Town mailed notices regarding the open house to every mailing address in the historic core of Downtown Frederick and publicized the event through its publicity channels (including the Frederick Flash, social media posts, and emails to Downtown property owners and businesses). Around 15 community members attended and provided their comments on the details of the streetscape and development concepts, focused on Fifth Street and the historic portion of Downtown Frederick. The open house also included a presentation by the Town's Economic Development department regarding revitalization efforts for Downtown, including the formation of an Urban Renewal Authority.

The comments received at the open house and the engagement at Chainsaws and Chuckwagons, along with discussions with leadership within the Town staff and with several Downtown property owners, indicated support and enthusiasm for the conceptual plans presented for Downtown Frederick.

The Downtown Plan carries forward the highly supported Downtown Framework Plan from the Frederick Forward engagement effort of 2023 and 2024 with the development of a more detailed physical plan for the historic core of Downtown Frederick and for areas of expansion to the south and west.

Integration with Other Planning Documents

The Town of Frederick, property and business owners, and the public will use the Downtown Plan as the blueprint for specific improvement projects in and around the greater Downtown area, including streetscape improvements, park and open space improvements, building revitalizations and rehabilitations, new building construction, historic preservation efforts, and development of new areas of Downtown to the south and west. In addition to the Frederick Comprehensive Plan 2050, the Frederick community will use the following plans, in concert with the Downtown Plan, to guide and implement specific projects.

Go Outdoors Frederick 2050

This update to the Town's Parks, Open Space and Trails Plan will conclude in 2026 with adoption of the new plan.

Frederick Historic Preservation Plan

This plan will be adopted in 2026 and will shape the Town's efforts to preserve the historic character of individual buildings and the historic neighborhoods in and around Downtown Frederick.

Frederick Transportation Master Plan (2021)

This document establishes goals and plans for different types of streets and for multimodal transportation (including walking, bicycling, and transit) for the Town of Frederick.

Crist Park Conceptual Planning

Conceptual planning for Crist Park conducted in 2024 provides the foundation for detailed designs and construction of improvements to this historic park at Fifth Street and Main Street in Downtown Frederick.

Centennial Park Master Plan

The Town of Frederick anticipates completing the master planning for Centennial Park, to the south of Eighth Street, in 2026, drawing from the outcomes of the Downtown Plan.

Town-Wide Signage and Wayfinding Plan

The Town completed planning for signage and wayfinding (directing residents and visitors to destinations such as parks, schools, Downtown, and other locations) in 2025. The Downtown Plan incorporates elements of this plan tied to signage and monumentation in the greater Downtown area.












Vision & Guiding Principles



Vision

Downtown Frederick serves as the small town heart of the community and the central gathering place for Frederick and the Carbon Valley area. It draws from the rich heritage of small town Frederick and includes major civic anchors and attractions that bring the community together. Well designed streets and amenities support the district's vitality and a wide variety of shopping, dining, and entertainment options. Downtown represents Frederick's central meeting place, supporting small businesses, a variety of activities, and major community events. It continues to serve as the anchor for the community's spirit.

The following principles provide the foundation for the implementation of the Downtown Plan and the ongoing evolution of Downtown over the next 10 to 20 years.

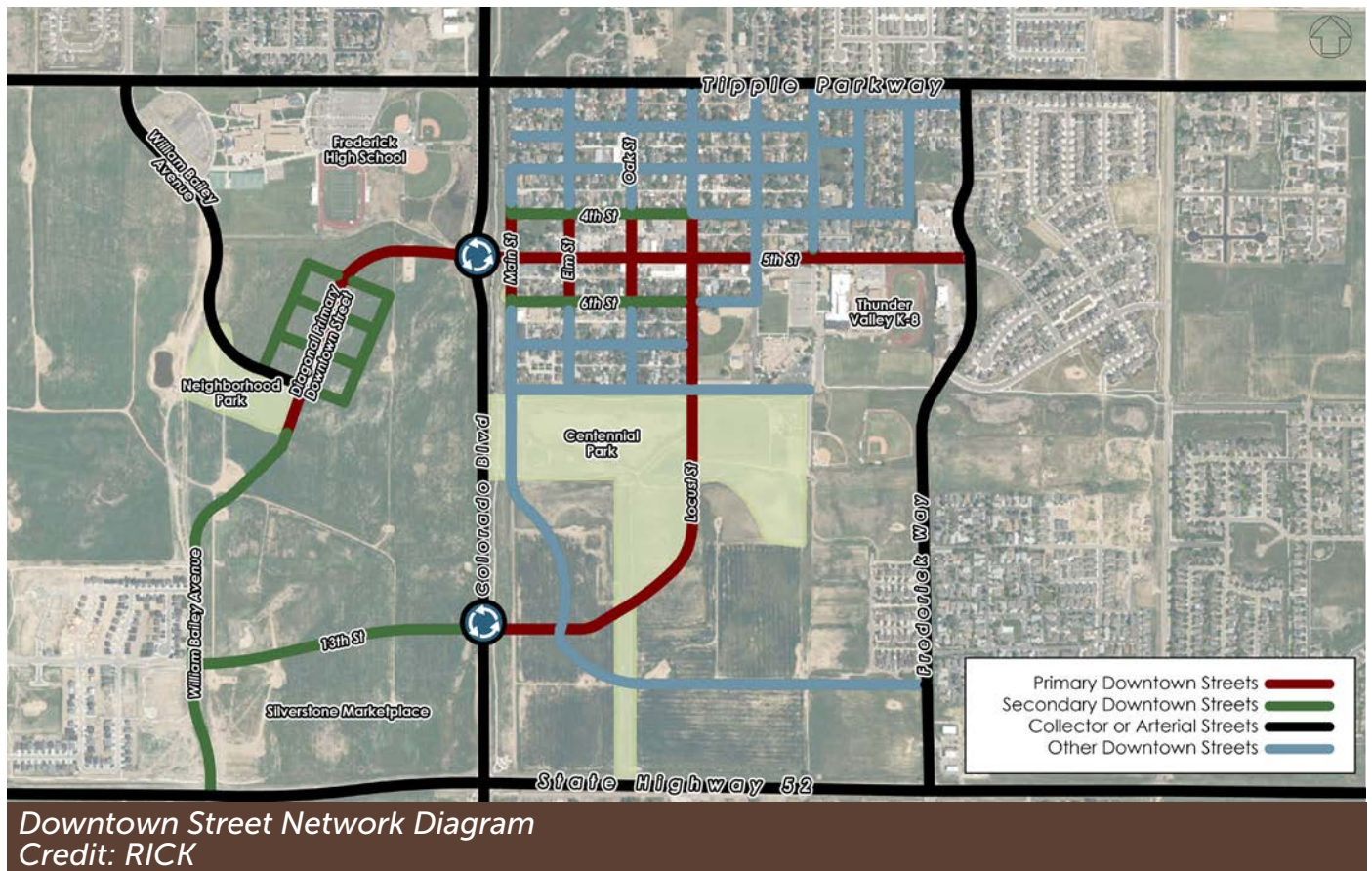
-  1. Preserving the historic properties and historic character of Downtown for future generations
-  2. Promoting the adaptive reuse of existing buildings Downtown
-  3. Integrating public art of various forms (light, sculpture, painting, etc.) to provide a diverse set of experiences
-  4. Emphasizing outdoor activity across the board – for dining, play, meetings, events, and hanging out
-  5. Serving as the top destination for fun, events, and activities in the Carbon Valley region
-  6. Emphasizing small businesses and artisan merchants, from small shop owners to local farmers, skilled crafts workers, and local performers
-  7. Offering experiences for everyone across the region, from families to single adults to seniors
-  8. Offering an urban environment that safely supports all modes of transport, including walking, biking, transit opportunities, and local vehicular access
-  9. Integrating buildings of quality design and construction that will stand the test of time and support a wide variety of uses over generations
-  10. Providing gathering places and environments for active and passive recreation, reflection, activities, and nature
-  11. A Downtown well connected to the rest of Frederick and the Carbon Valley through greenways and distinctive street and pedestrian connections

Land Use, Development, & Redevelopment



The Downtown Plan provides the vision for the variety of land uses in the greater Downtown area, including new development, revitalizing existing buildings and the redevelopment of different locations around Downtown. Importantly, the Downtown Plan does not mandate specific uses or specific buildings in specific locations around the Downtown area but provides the foundation for property owners and businesses to use their own creativity in shaping buildings and uses in the future. The detailed regulations contained in the Town’s revised Land Use Code provide the specific guidance regarding land uses in the Downtown area.

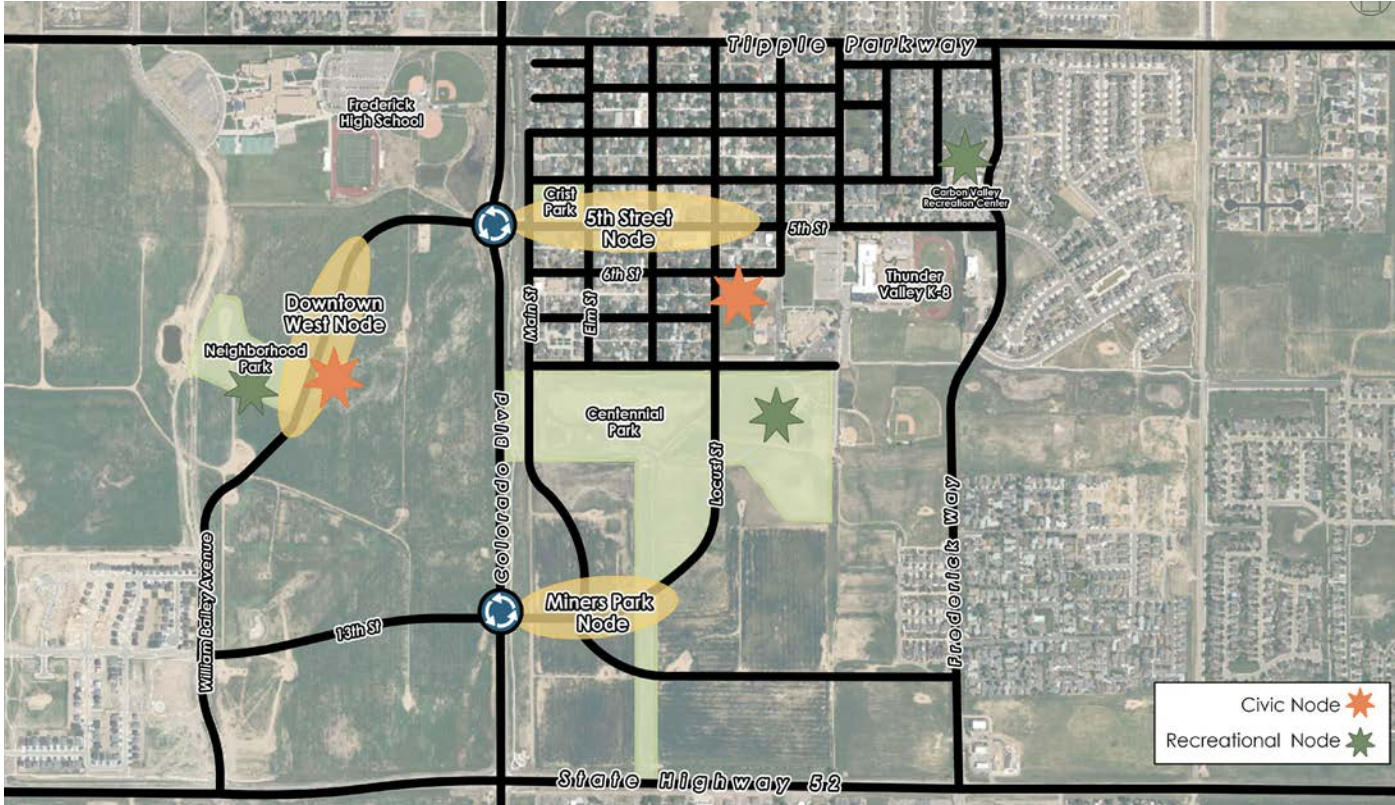
The following map identifies different street types in different parts of the greater Downtown Frederick area.



Downtown Frederick is a special place in the Frederick community and the Downtown Plan will preserve the qualities and features that make the area unique. However, as the Carbon Valley continues to grow rapidly, Downtown needs a larger footprint to accommodate various activities and destinations to serve the community. The diagram that follows on the next page highlights the major nodes or focal points of activity around the greater Downtown area. The Fifth Street node includes the traditional, historic heart of Downtown. With amenities such as Crist Park and numerous historic buildings, Fifth Street serves as the central gathering place for all of Downtown. The Carbon Valley Rec Center at Fifth and Frederick Way serves as a recreational node and attracts Downtown visitors to venture down Fifth Street for recreational activities and gatherings. Centennial Park, including newly imagined active play areas, serves as an important recreational node connecting the historic part of Downtown with Miners Park, and the park hosts a range

of Town celebrations and festivals. The Miners Park node welcomes visitors from Silverstone Marketplace into the greater Downtown area and presents a front door into Downtown from the important and very busy Highway 52 corridor. The Downtown West node provides shopping, dining, and entertainment options for neighborhoods to the west of Colorado Boulevard and areas for the expansion of Downtown to the west. The neighborhood park in Downtown West serves as a third recreational node for Downtown. Civic nodes within the neighborhood park in Downtown West, and along Fifth Street in the eastern portion of Downtown, provide space for arts, cultural, and civic uses discussed in the Downtown Plan.

All of the various nodes and areas within Downtown provide plazas, outdoor dining, and civic space to facilitate an active and vibrant outdoor scene at all times of the year. Sidewalks and trail connections link the various parts of Downtown to regional trails including the Frederick Central Loop Trail and connect from the nodes to nearby neighborhoods in Frederick. Taken together, the system of nodes and amenities in the greater Downtown area provide a wide variety of options for residents and visitors. Downtown includes a range of different types of places to live, work, and play in the heart of the Frederick community.



Map of Nodes and Destinations in Downtown Frederick
 Credit: RICK

Historic Portion of Downtown Frederick

Fifth Street

The de facto “Main Street” of Frederick, Fifth Street, contains an eclectic mix of new and older buildings that have made the district popular in the local area for its small town charm. As part of the Downtown Plan and the Land Use Code Update, the Fifth Street corridor will encourage a vertical mixture of uses, including commercial, civic, and residential. Going forward, buildings along Fifth Street between Main Street and Locust Street (the historic core of Downtown) will include more active uses, such as food and beverage, shops, and entertainment, on the first floors of buildings. Second and third floors of buildings may include active uses but are more likely to include other, passive uses, such as offices, residences, or hotel or hospitality uses. The construction of new single family homes, duplexes, and townhomes directly along the “Main Streets” of downtown areas limits the opportunity for increased pedestrian foot traffic, outdoor dining, and overall vitality at the street level. Thus, the Downtown Plan prohibits these uses along Fifth Street between Main Street and Locust Street. Between Locust Street and Frederick Way, on the eastern side of Downtown, buildings may include these residential land uses along Fifth Street to support a transition in land uses and intensity from the heart of Downtown to surrounding neighborhoods to the north and east.

Elm, Locust and Oak Streets (from Fourth Street to Sixth Street)

These cross streets within the heart of Downtown may include the same types of land uses and developments envisioned along Fifth Street, between Main Street and Locust Street, in a similar vertical mixed-use orientation. Redevelopments of properties along these streets would orient the taller portions of buildings closer to Fifth Street to provide a transition in intensity and activity from Fifth Street to residential areas to the north and south.

Oak Street (Tipple Parkway to Sixth Street)

This stretch of Oak Street extends into the Weld County subdivision of Evanston to the north of Tipple Parkway and forms a northern gateway from Tipple Parkway into the heart of historic Downtown Frederick. Properties along either side of Oak Street may include a wide range of vertically or horizontally oriented land uses, ranging from existing or new single dwelling homes, to townhomes, and appropriately scaled apartment buildings. Properties that currently include commercial uses, such as the automotive-oriented businesses on the west side of Oak Street, could potentially redevelop as vertically mixed use buildings similar to buildings along Fifth Street, including active uses on the ground floor and residential, office, or hospitality uses on upper floors. The following simulation depicts an “existing” and “potential” view of the west side of Oak Street, to the north of Third Street, as an example of the type of redevelopment that could occur along Oak Street. In this concept, existing commercial uses could be redeveloped into a three story, Main Street-style building, with active uses such as an eatery or a retail shop on the ground floor, with residential units on the upper floor.



*Existing view of the northwest corner of Third and Oak Streets.
Credit: RICK*

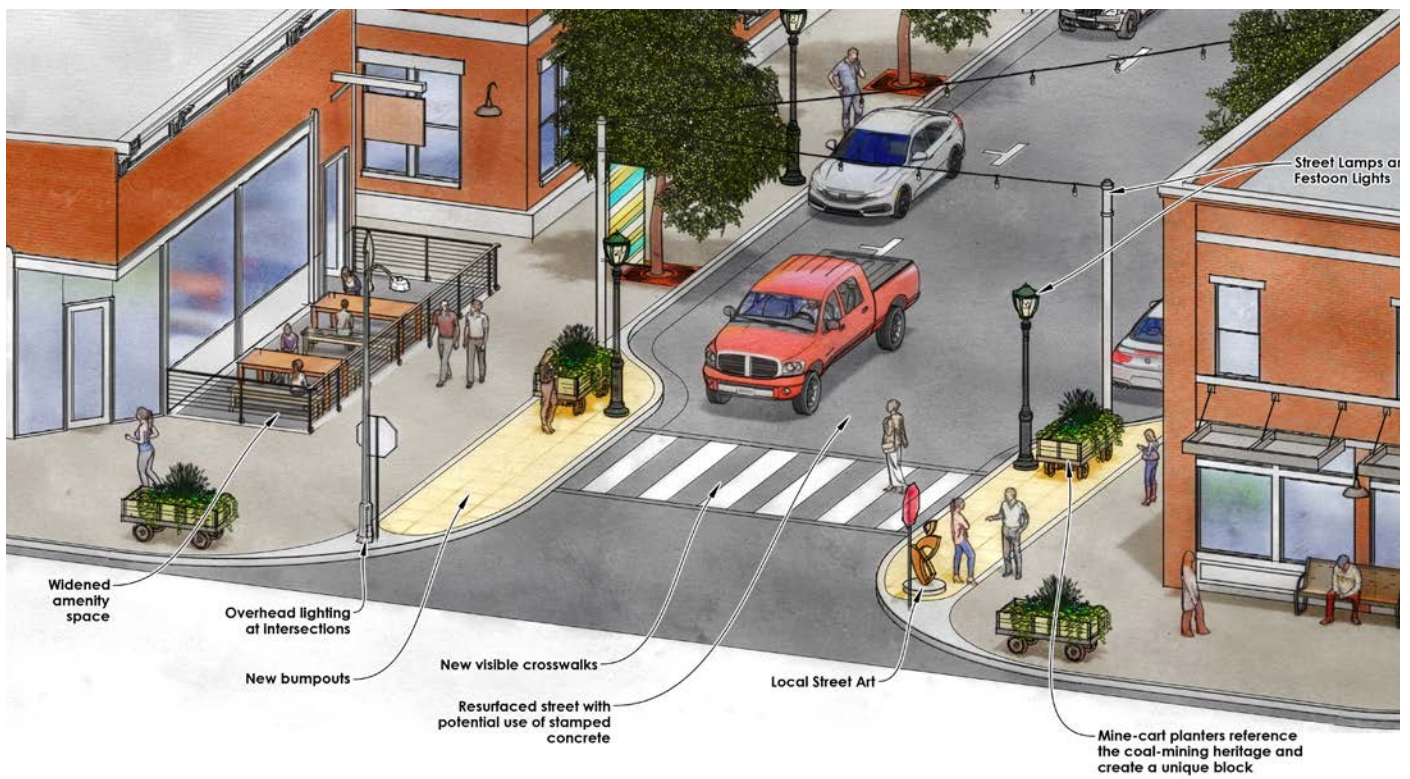


*Oak Street. This graphic represents a potential concept for this property. It does not represent a formal proposal by the Town of Frederick, nor a mandate or expectation that the property will change from its current use.
Credit: RICK*

Locust Street (Fourth Street to Eighth Street)

While Oak Street provides a northern gateway into the historic heart of Downtown Frederick, the Locust Street corridor, including the extension of Locust Street to the south and west to Thirteenth Street and Colorado Boulevard, provides the opportunity for a stronger southern gateway into the historic portion of Downtown Frederick. This stretch of Locust Street may include vertically integrated mixed use buildings, common to Main Streets around the country, or may also include pockets of attached residential units, including townhomes or appropriately scaled multi-dwelling apartments.

The following simulation depicts the potential redevelopment of the Locust Street corridor as a main Downtown street, similar in design to Fifth Street. This concept represents a long-term potential idea for Locust Street that would require additional planning and design in the future.



*Locust Street. This simulation represents a potential concept for this property. It does not represent a formal proposal by the Town of Frederick, nor a mandate or expectation that the property will change from its current use.
Credit: RICK*

Fourth Street and Sixth Street, from Main Street to Locust Street

These streets, running parallel to Fifth Street within the historic core of Downtown, may include vertically integrated, mixed use buildings, primarily on the south side of Fourth Street and the north side of Sixth Street. These types of mixed use development would represent a continuation of the Downtown pattern of development along Fifth Street. While vertically integrated mixed use buildings are allowed on the north side of Fourth Street and the south side of Sixth Street, these sides of the two streets may include single family homes, appropriately scaled attached residential, or townhomes, to provide a transition to surrounding, existing neighborhoods.

Neighborhood Streets, elsewhere in Historic Downtown Frederick

The Downtown zoning classification, under the Town’s new Land Use Code, allows for commercial, hospitality, and other non-residential uses anywhere within the historic portion of Downtown Frederick. Thus, an owner of a single dwelling house on a residential street in the Downtown area could redevelop the lot as townhomes, multi-plex attached residential units, a small commercial store, or as a bed and breakfast, as long as the project follows the standards established in the Land Use Code for setbacks, building heights, and other metrics (see Chapter 4). The classification allows for the creation of accessory dwelling units to single dwelling residential units. However, the zoning classification allows single dwelling homes on neighborhood streets and does not compel any existing property owner to change or redevelop their property. The Town anticipates that most neighborhood streets in the historic portion of Downtown will remain primarily residential in nature, with a focus on single dwelling homes. The Downtown Plan allows for greater flexibility in land uses on neighborhood streets. Properties at corners, for example, could represent good locations for a corner coffee shop or small eatery or the creation of a bed and breakfast property. Alternatively, property owners could convert single dwelling homes to commercial uses, including professional offices, restaurants or eateries, or similar uses. Like many historic downtowns around Colorado and the country, the Downtown Plan provides the opportunity for the creative reuse of buildings and properties in the Downtown area. This flexibility would help support a lively Downtown with a mixture of activities and places to live for a broader range of households.



*Conversion of a historic bungalow home to a small brewpub within the Rainey Street Historic District in Austin, TX
Credit: Shutterstock*



*Conversion of a Texaco gas station to a pizza and brewpub in Downtown Durango, CO
Credit: RICK*

Downtown West

As depicted in the general concept plan that follows for the Downtown West area, a diagonal “Main Street” would orient from the Fifth Street roundabout with Colorado Boulevard south and west toward William Bailey Avenue. The land uses along this street, from the roundabout south and west to the area of the neighborhood park, would resemble traditional Main Streets, with active uses on the ground floor and less active uses such as residential, office, or hospitality on the upper floors. Areas along and to the north of the Frederick Central Loop Trail would allow for mixed-use development, with a focus on alley-loaded residential (townhomes or row homes) and multi-dwelling residential (apartments).

As noted in the urban design chapter that follows, this portion of Downtown West would allow for greater residential densities and building heights compared to the historic core of Downtown. This part of Downtown represents a blank slate, and allowing for a higher number of residential units in Downtown West provides a larger number of residents in the immediate area to support restaurants and businesses in this part of Downtown. Streets running parallel to the diagonal Main Street, in a similar fashion to Fourth Street and Sixth Street in the historic portion of Downtown, would accommodate a mixture of Main Street style, vertically oriented mixed use buildings and moderate density residential units.

The plan anticipates that levels of land use intensity would taper down from the diagonal Main Street toward neighborhoods to the west within Silverstone containing a larger number of single dwelling detached homes. Focusing the energy of activity closer to the diagonal Main Street would encourage greater levels of vitality along the diagonal Main Street.

The southwestern portion of Downtown West, closer to Thirteenth Street and William Bailey Avenue, would allow for smaller lot, single dwelling residential homes as well as duplexes and townhomes. The southeastern portion of Downtown West, to the north of Thirteenth Street and Colorado Boulevard, would focus on higher density residential uses, including townhomes and multi-dwelling residential units. Clustering a higher density of residential units in this part of Downtown West would provide additional residential population to serve commercial uses within Downtown West. Residential units located closer to Colorado Boulevard would also enjoy closer proximity to the Frederick Central Loop Trail and to the amenities of Centennial Park, across the street to the east.

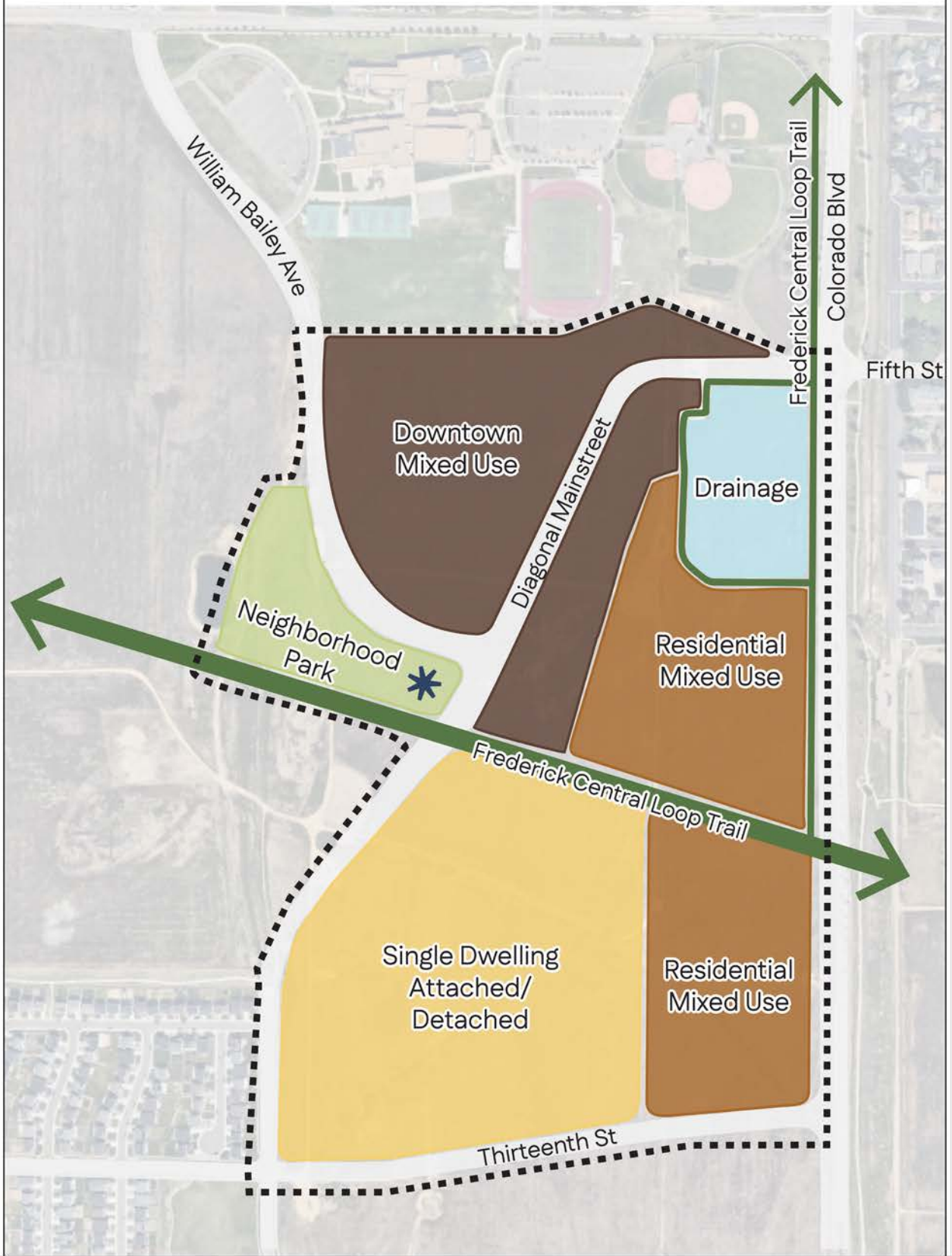


*View of Longs Peak and the Front Range mountains from the Downtown West area
Credit: Town of Frederick*

* Civic Destination

--- Downtown West Boundary

↕ Frederick Central Loop Trail



Downtown West Conceptual Plan
Credit: RICK

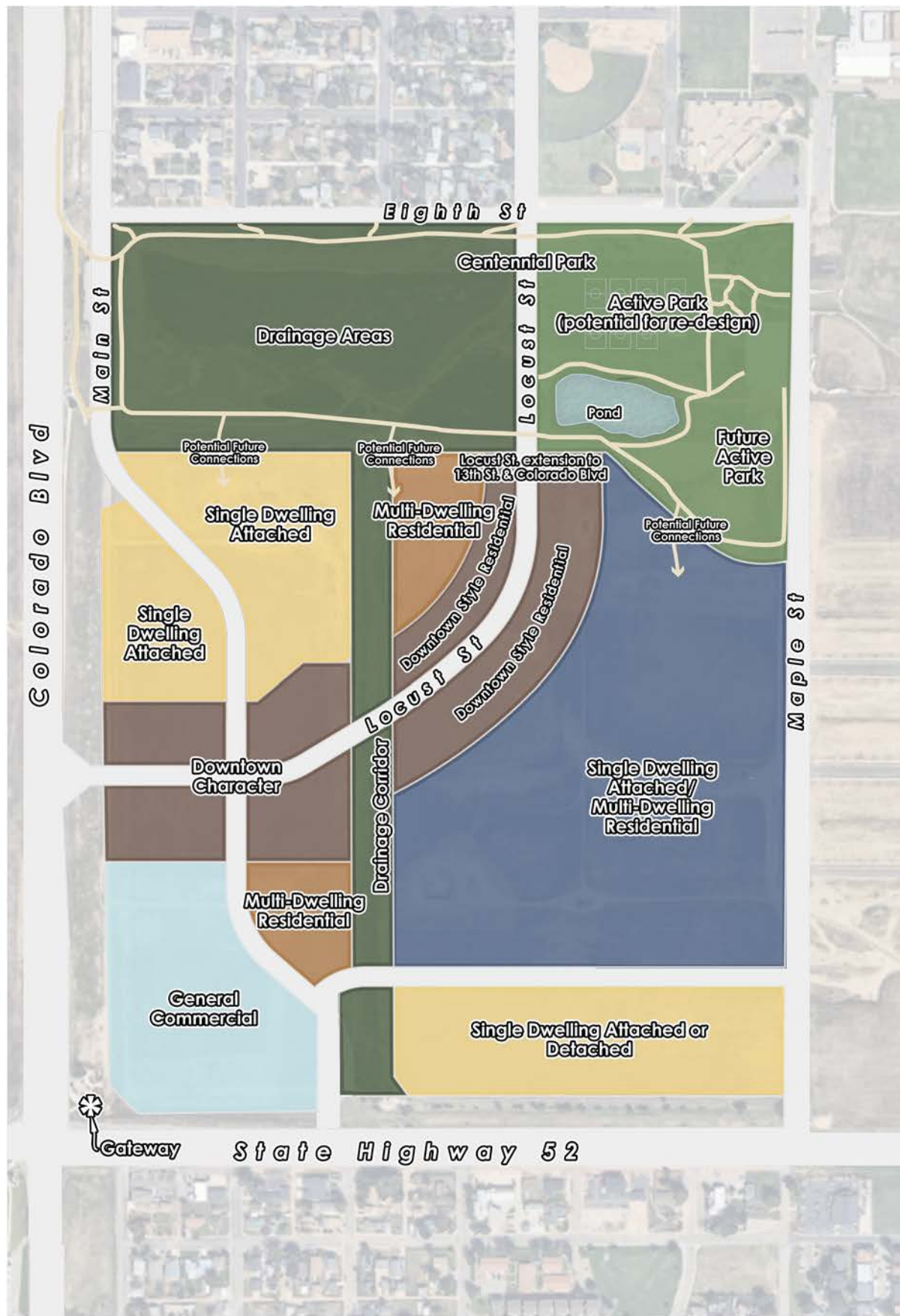
Miners Park

The Miners Park area, to the south of Centennial Park, serves as the southern extension of Downtown toward Highway 52 and Colorado Boulevard. The plan for Miners Park follows the guidance provided in the Downtown Framework Plan from the Comprehensive Plan.

The Downtown Plan anticipates the development of a main corridor along Locust Street from the north, curving to the west to connect to the roundabout at Thirteenth Street and Colorado Boulevard. Land uses along this stretch of Locust Street may include attached residential units (such as townhomes or rowhomes) and multi-dwelling apartment buildings. The Town encourages the development of active uses such as amenity areas for residential communities, restaurants and other retail businesses along Locust Street, as well as vertically oriented mixed use development. The design of Locust Street will integrate Downtown streetscape and design principles. The street will include intentional space for outdoor seating and buildings will orient toward the street and incorporate materials similar to those used in the historic core of Downtown.

The western portion of Miners Park, between Main Street and Colorado Boulevard, may include commercial uses. These commercial uses may include a variety of stores, fast food restaurants and drive-through restaurants, and other types of commercial development found in many communities around the region. However, the design of these commercial uses should reflect a higher level of quality and the inclusion of design features that better tie in with the surrounding Downtown fabric.

In the eastern portions of Miners Park single dwelling attached and detached units, along with multi-dwelling (apartment) and senior housing developments, would orient along local neighborhood streets. The design of these neighborhoods will emphasize connectivity to Centennial Park and the rest of the greater Downtown area and follow the downtown design principles carried throughout the greater Downtown area.



Miners Park Conceptual Plan
Credit: RICK

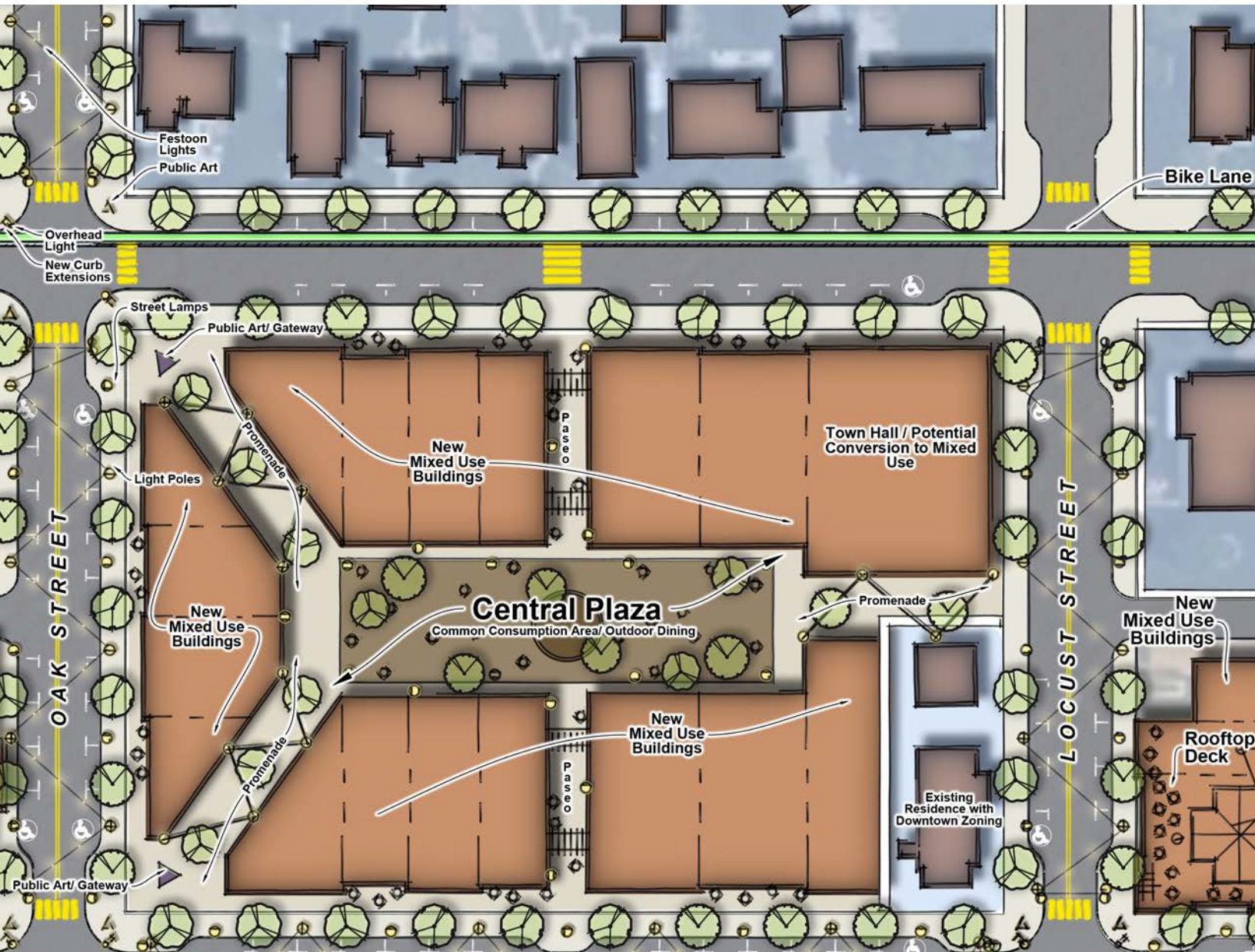
Opportunity Sites and Anchors

The greater Downtown area includes several locations that could serve as anchors for additional amenities or the development of additional residential units or commercial spaces. Each of the following anchors or opportunity sites have the potential to serve as catalysts for the economic and cultural development of Downtown Frederick. The Downtown Plan does not set the ideas for these opportunity sites in stone but provides a menu of options for the Town, property owners, and other partners to further explore in the future.

Town-Owned Properties (Fourth to Fifth Streets, from Oak to Locust)

The Town of Frederick owns all of this block in the heart of Downtown Frederick, with the exception of a house on the northwest corner of Fifth Street and Locust Street. The Town's operations including Administration and Planning, Engineering, Police, and Communications are currently distributed across a variety of buildings within the block, including a former drive through bank facility, the former offices of an engineering firm, an older house along Fourth Street, and a former professional services building that serves as the primary Town Hall and includes the chambers for the Board of Trustees. As Frederick continues to grow in population, the Town will likely outgrow its current arrangement of buildings and offices in the heart of Downtown. The construction of a new Town Hall in or close to Downtown Frederick could free up nearly the entire Town-owned block for other uses. The following highlights a conceptual option for the Town-owned block.

The concept that follows illustrates the development of a central plaza in the heart of the block, with two to three story mixed-use buildings flanking the plaza on the north, west, and south. The central plaza could develop as a “common consumption area” in which patrons could carry alcoholic beverages around the plaza, enjoy outdoor seating and live music, and purchase food or other items from “pop-up” vendors located in the heart of the plaza on a periodic basis. The plaza would include trees for shade, umbrellas and heat lamps for individual seating areas, and decorative lighting to create a more festive atmosphere.



Conceptual Plan for Town Owned Block
Credit: RICK

This concept would include diagonal promenades from the intersections of Fifth and Oak Streets and Fourth and Oak Streets to the central plaza within the block. These approximately 30-foot wide promenades would include decorative lighting, public art, trees for shade, and individual seating areas. The promenades would help draw visitors in from the adjoining streets to the central plaza and could also accommodate a few small, pop-up retail booths.



*The Exchange common consumption area in Old Town Fort Collins
Credit: Shutterstock*



*Strang Hall Common Consumption Area, Downtown Overland Park, KS
Credit: Visit Overland Park*



*Bollard Denoting the Edge of the Strang Hall Common Consumption Area, Downtown Overland Park, KS
Credit: RICK*

The two to three story mixed use buildings around the sides of the central plaza would include active uses on the ground floor, such as restaurants, breweries, or small stores, with residential, hospitality, or office uses on the second and third floors. The details of the concept plan show the front sides of buildings on the east side of Oak Street and north side of Fifth Street recessed from the right of way line along these streets by nine feet. This additional space will accommodate larger outdoor seating areas or space for outdoor retail (during favorable weather conditions). These two sides of the block enjoy a favorable sun angle and would serve as good locations for additional outdoor amenity spaces.

The graphic depicts “paseos” or alleyways that would connect from the central plaza to Fourth Street and Fifth Street. The paseos would provide additional pass-throughs to access the central plaza. As illustrated in the graphic, the paseos could include small seating plazas, overhead lighting, and other features to enhance the pedestrian experience. The paseos would include murals or public art pieces, landscaping including trees and planters, and other streetscape features to help draw visitors from Fifth Street into the central plaza.

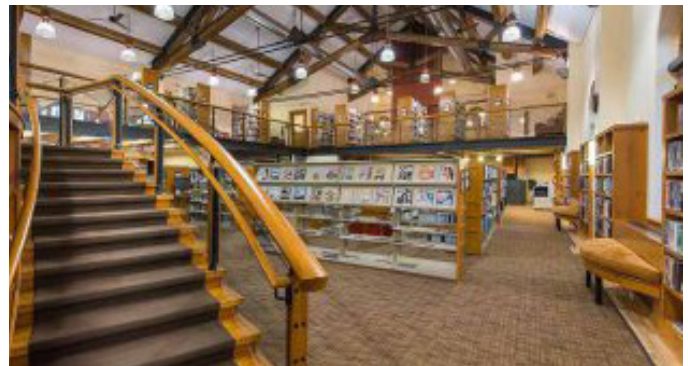
The development of the Town-owned block could also, alternatively, include parking facilities wrapped with residential and/or commercial uses, to help provide additional parking for Downtown.

Old School Gym (southeast of Fifth and Walnut)

The St. Vrain Valley School District owns a potentially historic former school gym building to the south and east of Fifth and Walnut Streets that dates to the 1930s. The gym contains art deco architecture and includes a traditional school gym, seating for patrons, and a small stage area. The Town of Frederick has discussed the possibility of purchasing and reusing the gym building for a small community center or event space. The reuse of this building, given its unique architecture and historic roots in the community, would complement the historic character of Downtown Frederick. The Frederick community lacks public event spaces (beyond local churches or the meeting facilities of local companies). The Town could use the gym building for event rentals (wedding receptions, quinceaneras and other parties, etc.) and for events hosted by the Town. For example, the gym building could host indoor events that could complement the Festival of Lights, Chainsaws and Chuckwagons, Miners Days, and other well-known Town events.

Case Study Example: Breckenridge Grand Vacations Community Center, Breckenridge, CO

The Town of Breckenridge converted a former gymnasium as an adaptive reuse to a combined community center and library facility encompassing 26,000 square feet of space. The project, representing a joint collaboration between the Town and Summit County, includes a two story library, a movie theater, a coffee shop, and various conference and meeting spaces.



*Breckenridge Grand Vacations Community Center, Breckenridge, CO
Credit: 360 Engineering, Inc.*

Neighborhood Park and Frederick Central Loop Trail in Downtown West

As shown in the concept plan in this chapter for Downtown West, a neighborhood park will serve as one of the primary anchors of Downtown as it expands to the west. This park will serve as a terminus for the “Main Street” character along the diagonal Main Street in Downtown West. The Frederick Central Loop Trail will follow the southern edges of the park and help connect the park to other neighborhoods to the west, to the Frederick Recreation Area, and to the broader Frederick community.

This neighborhood park will orient at an angle, in a northwest-southeast orientation, to provide direct views of Longs Peak from this part of Downtown. The views of Longs Peak and the Front

Range from the area west of Colorado Boulevard are striking and one of Frederick’s best features. The design of the neighborhood park will maintain these important viewsheds as a signature feature within Downtown West. The shape of the neighborhood park may resemble a ‘wedge’ and have a broader width at the western end than at the eastern end to help frame the views of the Front Range.

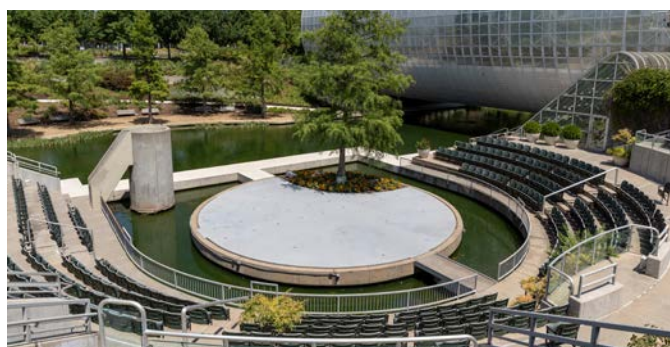
The western portion of the neighborhood park may include playgrounds, open play areas, and picnic shelter areas found in most parks. However, the design of this park, in alignment with the goals of the Frederick Comprehensive Plan 2050, may emphasize the integration of natural playground features and areas for smaller picnic gatherings and areas for quiet contemplation. The neighborhood park will provide spaces for residents, employees, and visitors of all types to enjoy at all hours of the day. This park, along with Crist Park, will provide spaces for additional smaller community events and gatherings.

The eastern end of the neighborhood park may include a civic amenity to help anchor Downtown West and provide another attractor for visitation to the greater Downtown area. This type of amenity may include a performing arts center, an expanded library, a community events facility, or a potential location for a new Town Hall. The Downtown Plan does not specify the civic anchor to locate at the neighborhood park but provides the framework for the development of a civic amenity to help frame the diagonal Main Street within Downtown West. The neighborhood park will complement Crist Park and Centennial Park and provide another great amenity and destination in the broader Downtown area.

As described in the Frederick Comprehensive Plan 2050, the Frederick Central Loop Trail represents a defining framework for the Frederick community as it continues to grow and evolve over the next 20 years. The framework for this loop connects the west side of Downtown Frederick to the Gateway Hub at I-25 and Highway 52, to Wyndham Hill, and to other destinations both east and west of I-25. The ‘necklace’ of the Frederick Central Loop Trail also links Downtown to the Frederick Recreation Area, to additional “Community Hubs” of activity east and west of I-25, and to the Frederick Regional Park and Open Space (formerly known as the Mendoza Open Space) near Aggregate Boulevard. The Central Loop Trail will include wide trail corridors to accommodate bicycle traffic and walking on different sections of the trail and will include public art, rest stops with benches and areas of shade, and other features to make it a true central greenway in the Frederick community.



*Douglas County Library in Downtown Castle Rock
Credit: Douglas County Libraries*



*Example of a Destination Park: Myriad Botanical Garden, Oklahoma City
Credit: Shutterstock*

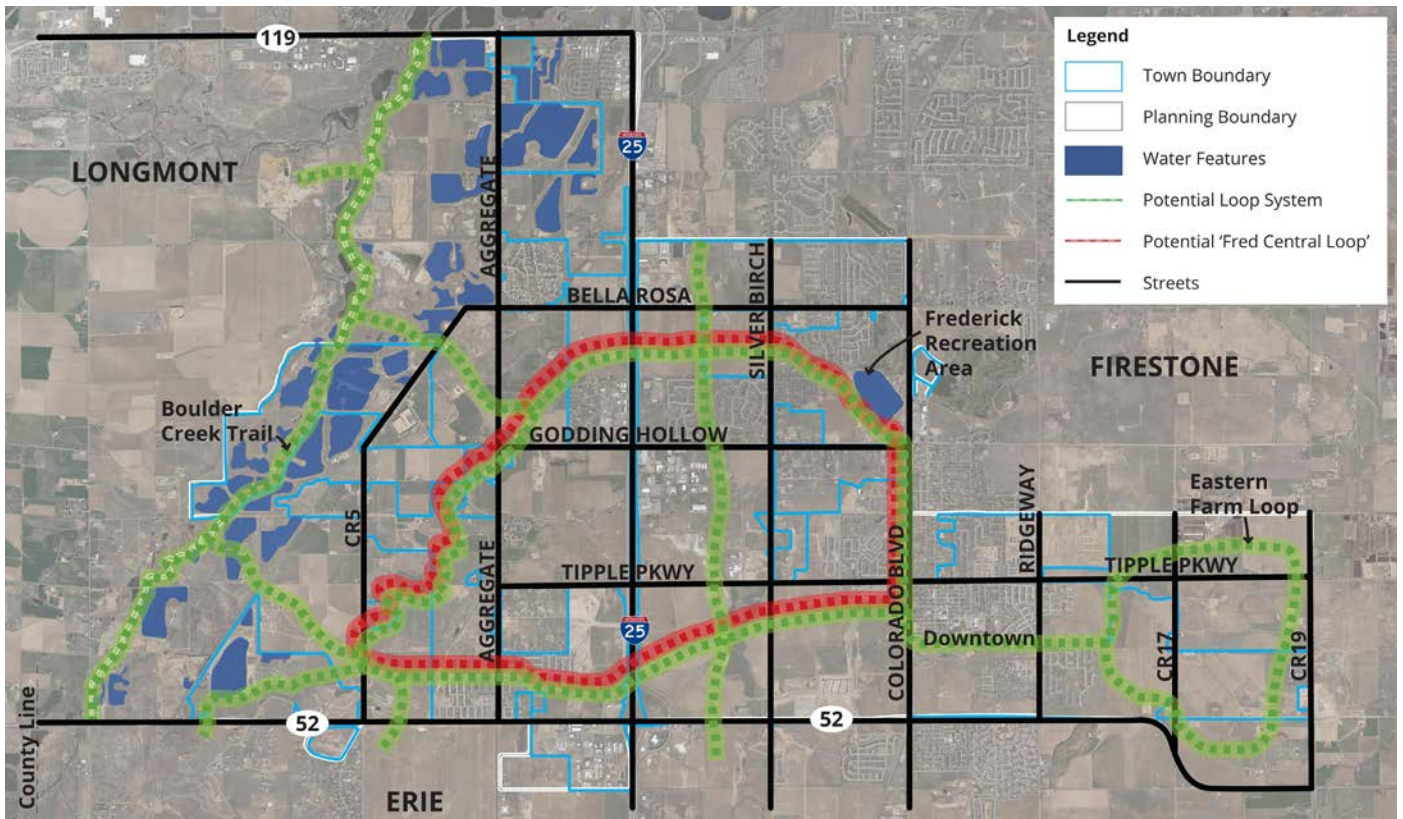


Diagram from the Frederick Comprehensive Plan showing the conceptual alignment of the Frederick Central Loop Trail within the Frederick Planning Area. Credit: RICK

Importantly, the Frederick Comprehensive Plan 2050 highlighted that the Central Loop Trail would pass by areas of mixed use development and that the trail could serve as a catalyst for trail-adjacent outdoor eateries, breweries, and other gathering spaces. Within Downtown West, the Frederick Central Loop Trail may serve as a great amenity along the edges of residential units (townhomes, apartments, etc.) and mixed-use buildings along or near the diagonal Main Street.



Image of the Frederick Central Loop Trail passing by a mixed-use development. The photo shows a couple resting on seating benches, people running along the trail, and a couple walking a dog. Credit: RICK

Potential New Town Hall

As the Town of Frederick continues to grow, the community will likely need a new Town Hall building. Community and stakeholder input throughout the planning process supported the assumption that any new Town Hall building should locate in the greater Downtown area, within the historic core of Downtown or in the new areas for expansion to the south and west. The following principles will guide the Town as it continues feasibility studies to determine the location, scale, and design of a new Town Hall for Frederick.

Architecture Complementary to Historic Downtown Frederick

The new Town Hall will incorporate brick and related features that reflect the historic architecture of the Downtown area. The design of the building and features will draw from the historic themes of Frederick including mining, agriculture, and a community that enjoys gathering and having fun together.



*The Town of Windsor, Colorado adaptively reused a former school building as its new Town Hall. The facility, located a block off of the main Downtown corridor, has architectural elements representative of the historic heart of Windsor and regional patterns for civic buildings.
Credit: Town of Windsor website*

Location Supportive of the Downtown Framework Plan

The new Town Hall should be located along a “Main Street” in the greater Downtown area (Fifth Street, Locust, or the diagonal Main Street within Downtown West) or within a block of a Main Street. Strategically locating the Town Hall close to the activity of a Main Street provides a greater magnet for visitation to the core areas of Downtown. In turn, the placement of a Town Hall as an anchor along a Main Street instills a sense of civic pride in Downtown and maintains Downtown’s status as the true heart of the Frederick community.

Potential Design to Support Mixed Use Development

The community could construct a new Town Hall facility in the greater Downtown area as a stand-alone building. However, many communities around the country have integrated a new or renovated Town Hall into a mixed-use development or multi-purpose building, often with a downtown area. Within Downtown Frederick, the Town could integrate new Town offices on the second and third floors of a mixed-use redevelopment of the Town-owned block. This strategy would retain the Town offices in essentially the same location while allowing room for the community amenities and active retail and restaurant uses contemplated for the first floor of this potential redevelopment. Alternatively, a Town Hall could integrate within a two to three story building along the diagonal Main Street within Downtown West or at a major intersection (such as Locust Street and Colorado Boulevard) within the Miners Park area. Integrating a new Town Hall with entertainment, restaurant, or retail space would present opportunities for the sharing of parking facilities between the different uses. The presence of Town staff

and visitors conducting business at the Town Hall would help support nearby eateries and businesses.

Case Study: City Center, Lenexa, Kansas

The Kansas City suburb of Lenexa, Kansas (population: 59,000) partnered with local real estate developers to launch City Center, a 69-acre mixed use development including a new City Hall, two million square feet of civic space including a library and recreation center, a million square feet of office and retail space, and 375 residential units. The project started in the mid 2000s and is now around half complete, with the newly built City Hall anchoring the Lenexa Public Market and the civic campus including the library and recreation center. The combined Civic Center, Library and Recreation Center represented a \$67 million project funded by a 3/8th cent sales tax, the city's Capital Improvement Program, and the issuance of bonds. Several multi-dwelling and attached residential projects (rowhomes, townhomes, and similar forms of residences) have developed around the edges of Lenexa City Center over the last fifteen years. The City Center project developed as a 'greenfield' (previously undeveloped) property on the western edge of the city, near Interstate 435. Thus, this scale of development, integrating civic and mixed uses, would serve as an example primarily for the undeveloped portion of Downtown Frederick, to the west of Colorado Boulevard.

Case Study: Monmouth, Oregon City Hall

The City of Monmouth, Oregon, a satellite city of Salem, Oregon with a population of 10,000 residents, completed a new two-story, 13,000 square foot City Hall in the heart of its downtown in 2024. The city designed the new facility specifically to be modern in features but to retain the existing look and feel of the

historic downtown district. Notably, the project included the creation of the "Monmouth Alley", a multi-purpose plaza space located next to the City Hall, for community events and functions. The city funded the approximately \$10 million effort through the use of an urban renewal district, the passage of a general obligation bond measure by voters, and the use of internal city reserve funds.



*Lenexa Art Fair and the new Lenexa City Hall
Credit: Shutterstock*



*Monmouth Alley
Credit: City of Monmouth*

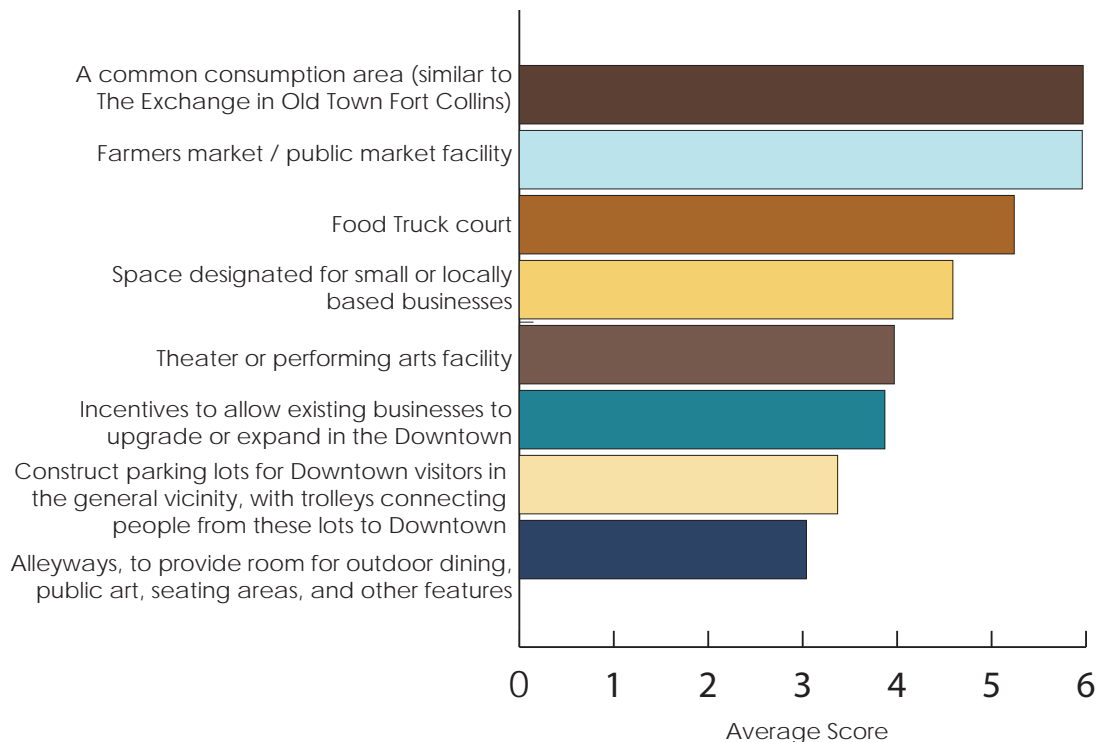
Public Market

As illustrated in the following figure, the idea of a public market in the Downtown area attracted the greatest level of support from respondents in the second community survey associated with the Frederick Comprehensive Plan 2050. A public market could include a traditional farmers market, along with craft fairs and markets, holiday markets, and various Town events. The Town and/or other entities have hosted a farmers market in or around the Downtown area in the past but disbanded it due to the lack of interest from farmers to attend the market. The market had traditionally operated along Fifth Street, with the street closing during market events.

While previous versions of a farmers market in Frederick have encountered challenges, as the Carbon Valley and surrounding areas continue to grow over the next two decades, demand for a public market or farmers market should increase as well. Furthermore, many communities have shifted the orientation of this type of anchor in a downtown area away from a purely farmers market approach. Many communities have embraced the idea of creating a public market, which could include produce and baked goods as well as crafts, various artisan wares, and a variety of food and beverage options.

Building upon the heritage of public markets such as Pike's Place Market in Seattle, Faneuil Hall in Boston, and dozens of public markets in cities large and small across Europe, American communities have increasingly explored similar ideas, scaled to their local context. Many communities have moved beyond open air farmers markets to markets with covered pavilions or the inclusion of farmers markets within indoor/outdoor public market facilities.

Question 14 from the second community survey for Frederick Forward: I would like Downtown Frederick to include the following key features and strategies.



Based upon research of other communities, the Downtown Plan recommends that a public market in the greater Downtown area include the following features:

- ▶ An indoor facility that can host various events throughout the year and extend the season for markets (farmers markets, craft markets, arts markets, etc.). The facility ideally would have retractable garage doors or windows that would allow the facility to convert to open-air during warmer months or periods of better weather.
- ▶ A permanent restroom facility with heating and cooling
- ▶ Sufficient adjacent or nearby parking for vendors to park and to access their goods during hours of operation
- ▶ Space and facilities for musical performances (such as a small stage with power hookups)
- ▶ Electricity outlets for vendors
- ▶ Tables and chairs for visitors eating or drinking at the market

A public market facility would also, if feasible, include:

- ▶ Flexible outdoor space to accommodate open air sales (during better weather), outdoor musical performances, or other outdoor space. The market could include a plaza that could provide this flexibility.
- ▶ Features designed to accommodate alternative markets geared to pop-up tenants at various times. The facility could also be rented out for indoor gatherings and events such as receptions, reunions, Town functions, and other events throughout the year.
- ▶ Architectural features or styles drawing from the heritage of Frederick and the Downtown area. The facility should integrate brick and historic lap siding and explore the inclusion of features found on many historic buildings around town, including historic roof patterns, the design of columns, and other architectural details.

Case Study: Clock Tower Landing, Overland Park, KS

The farmers market in Downtown Overland Park, a growing suburb of the Kansas City region, began in 1982 with a collection of farmers gathered on a surface parking lot behind pickups, without any shade features or other amenities. In 1990 the market evolved to the creation of a covered pavilion over the length of the entire market and the market grew to one of the largest serving the Kansas City metro area. The market itself helped stimulate renewed interest in the small downtown district, which is surrounded by an entire county of suburban, post-war development. Several mixed use and residential developments have sprouted around the market over the last ten years.

Around eight years ago, the city began planning for the next step for the farmers market to convert it to an all-weather public market. The plans for the next era in the market, dubbed the Clock Tower Landing, include the following:

- ▶ Multi-purpose indoor space (with retractable garage doors) to replace the existing covered pavilion.
- ▶ Design of outdoor vendor spaces surrounding the main market hall to include permanent shade structures
- ▶ Design of wide stalls (11 feet) to accommodate vendors
- ▶ Design of plazas that connect the market square to the main street in Downtown (Santa Fe Drive) and to Downtown’s iconic clock tower plaza
- ▶ Electricity hookups for vendors and for special events
- ▶ Maintenance plans for market operations
- ▶ Bike parking
- ▶ Colored pavers to minimize heat island effects
- ▶ Signage and wayfinding for the “market district”
- ▶ Design of alleys leading to the market to align with the design of the rest of the downtown, with decorative lighting, native landscape and plantings, and pavers conducive to pedestrian movement

The City of Overland Park is investing over \$34 million in the creation of the new public market, with funding originating from grants, tax increment financing, and general obligation bonds. Construction of the new public market facility is underway and will conclude by Spring 2026, in time for the spring market season.



*Open Air Pavilion at Overland Park Farmers Market (1990-2024)
Credit: City of Overland Park*



*Rendering of Public Market
Credit: City of Overland Park*



*Rendering of New Farmers Market Facility
Credit: City of Overland Park*

Case Study: Santa Fe Railyard, Santa Fe, NM

The City of Santa Fe purchased the 50-acre Railyard property in 1995 and prepared plans for the project over the next seven years. By 2008, the city opened the new Farmers Market Pavilion, the SITE Santa Fe arts museum, and public park spaces. Most of the surrounding, planned commercial and residential spaces around the Railyard developed during the 2010s. The Santa Fe Railyard Community Corporation, formed in 2002, served as the main driver of the project, with collaboration with the City, the Trust for Public Land, the Santa Fe Farmers Market, SITE Santa Fe, the Santa Fe Southern Railway and Rail Runner Express, and a team of planners, engineers, and designers.

The Santa Fe Farmers Market Pavilion, encompassing 10,000 square feet, serves as the centerpiece of the district. This indoor / outdoor facility hosts events throughout the year as well as the Santa Fe Farmers Market and various arts and other market events. The Railyard includes 13 acres of parklands, along with a large plaza used for outdoor gatherings, performing arts events, and other purposes, and a half-mile bike and walkway conservation easement. The Santa Fe Railyard benefits from transit adjacency to the Rail Runner Express (a commuter rail line between Albuquerque and Santa Fe), proximity to Downtown Santa FE, and connections to 15 different bus lines.

Today, the Railyard district boasts REI, Violet Crown Cinema, SITE Santa Fe art museum, the Railyard Flats, and Warehouse 21 as notable tenants. The International Folk Art Market at the Railyard attracts over 18,000 attendees over four days. The Santa Fe Farmers Market today features up to 130 vendors every Saturday and operates as one of the largest farmers markets in the U.S. The SITE Santa FE museum reports over 20,000 visitors annually.

The project's total estimated value is around \$144 million, including \$74 million in public sector investments. Funding for the Railyard originated from the New Mexico Finance Authority, the City of Santa Fe, the U.S. Department of Housing and Urban Development, and state economic development grants. The Santa Fe Railyard Community Corporation (SFRCC) is a non-profit organization created to manage the construction, leasing and public use of the Railyard, including long-term ground leases, development, and subleasing.



*Santa Fe Railyard Public Market
Credit: Shutterstock*



*Outdoor plaza at the Santa Fe Railyard
Credit: Shutterstock*

Farmers Market/ Public Market – Takeaways for Downtown Frederick:

While every example of a public market is different and has a different context, case studies from other successful markets reveal the following takeaways and guidance for Downtown Frederick in building a public market:

- ▶ Successful public markets take up more space than is available in the historic heart of Downtown Frederick. Therefore, a development like the Railyard or Overland Park’s public market may be more likely to develop in Downtown West (where more land is available). Alternatively, the school district could work collaboratively with the Town to use any vacant or underutilized lands owned by the district, on the south and east sides of the historic Downtown, to explore the creation of a farmers market or public market concept.
- ▶ Because they generate higher traffic at peak times (such as Saturday morning markets), a public market in Downtown Frederick should be located near areas for potential parking, and should have good access through the local street network to the surrounding major arterials (including Colorado Boulevard and Highway 52).
- ▶ Development of a successful public market requires substantial public investment. As noted in the Implementation chapter, the Town should explore creative strategies to fund public improvements including the farmers market / public market.
- ▶ The development of a successful public market should align with strategies for events in and around the Downtown area, year-round.
- ▶ Most successful public markets enjoy very easy access and close proximity to the Main Street or primary street in a Downtown area. Thus, a facility like this should have relatively easy access to Fifth Street, Locust Street, or the diagonal Main Street in Downtown West.
- ▶ As the example from Overland Park illustrates, a community can begin with an incremental improvement (such as the creation of a covered pavilion) for the market and eventually evolve to the creation of a full public market facility for all seasons.

The Downtown Plan does not specify where a public market would locate in the greater Downtown area. However, the content in this chapter will help guide Town leaders, property owners, and potential investors in developing more formal concepts for a public market facility. The community clearly desires to have a farmers market in the downtown area and to have more places for events and to hang out. The Town will continue to work on ideas to make a great public market a reality in Downtown Frederick.

Downtown Character & Streetscape



The Frederick community expressed through the Frederick Forward engagement process that it desires the downtown area to provide more amenities and great places to eat, drink, shop, and play. At the same time, the community strongly treasures the small town and historic nature of the downtown area. This plan establishes the foundation for the greater Downtown area to evolve and grow in vitality while honoring the heritage and history of Frederick and the Carbon Valley. This chapter establishes the downtown design principles that will govern Downtown’s continued improvements and changes. It also includes a conceptual streetscape plan for the historic core of Downtown and provides guidance for the primary “Main Streets” in the Miners Park and Downtown West areas.

Site Layouts

As specified in the Town’s newly updated Land Use Code, new buildings and renovations to existing buildings in the Downtown district will adhere to the following building design features and architectural styles.

The principal façade for buildings should orient parallel to streets. Buildings along primary or secondary Main Streets in Downtown Frederick shall be located adjacent to the street or right of way, except where outdoor patios or plazas are located between buildings and the street. This strategy helps to concentrate as much energy as possible along these primary Downtown streets.

The Downtown Plan encourages the placement of buildings at slightly different positions in the parallel alignments with streets. For example, the design of adjacent buildings may place one structure directly along the right of way line and the adjacent building recessed from the street by five or ten feet. This arrangement of buildings can help avoid the appearance of a “solid wall” of building frontages along the main streets in Downtown Frederick.

Garages, driveways, and service entries for all new buildings (throughout the Downtown district) will be located to the rear of buildings, facing an alley. This strategy will eliminate dead zones along streets and make streets and the public realm along streets as comfortable as possible for people walking through the area.

Parking areas will be located to the rear or side of buildings that front on to primary Main Streets and secondary streets.

Buildings and Architecture

New or remodeled buildings throughout the Downtown area will incorporate brick patterns or siding that reflect the historic architecture of Downtown. Several buildings along or near Fifth Street incorporate these historic patterns despite having been constructed over the last two decades, as illustrated in the following images. The architecture of these structures blends in with the architecture from the mining era of Frederick and provides great examples for future projects.



*This newer building at Fifth and Elm Streets integrated the historic patterns of lap siding and windows common in Frederick during its peak as a mining town.
Credit: RICK*



*The multi-use building at the northwest corner of Fifth and Oak Streets emphasized brick as the main exterior material to match historical patterns of brick buildings in Downtown Frederick.
Credit: RICK*



Frederick, Colorado
Fifth Street - Downtown (Potential Future)

Potential New Building
on Vacant Lot

*Conceptual plan for the construction of a new building, integrating historic architectural features on a vacant lot along Fifth Street.
Credit: RICK*

The Town encourages the following architectural features to cultivate an attractive public realm that reflects the historical patterns of Frederick, encourage more vitality and activity along the main streets Downtown, and support Downtown's status as a dining, entertainment, and shopping destination for the Carbon Valley.

- ▶ Large display windows along main streets
- ▶ Landscaping beds (such as window boxes, raised permanent planters or raised landscape beds near building entrances)
- ▶ Architectural tilework or moldings framing entrance doors and front windows
- ▶ Canopies or awnings providing additional shade or architectural features along the fronts of buildings
- ▶ Recessed entries that allow for an additional covered entry area and help draw visitors into a building
- ▶ Window trims or window framings appropriate to a building's architecture
- ▶ The use of more than one exterior building material to add variety to the front of buildings
- ▶ Use of banding, beltcourses or brackets, decorative cornices, decorative blocks, kick plates, and related architectural features along the fronts of buildings to reflect historic architecture styles in traditional American downtowns
- ▶ The "breaking up" of longer street facades into smaller building facades that represent different styles through different colors, materials, textures, wall plane changes, roofline changes, and related features.



*This newer building, at Fifth and Elm Streets, used horizontal lap siding and vertically oriented windows to mesh with the historic architecture patterns in Downtown Frederick.
Credit: Town of Frederick*



*Downtown buildings with large windows, awnings, planters, and varying colors
Credit: Shutterstock*



*Downtown buildings with large windows, awnings, planters, and varying colors
Credit: Shutterstock*

- ▶ Emphasizing the use of brick, brick veneer, or horizontal lap siding as primary building surfaces, with other materials (such as stone, metal, etc.) representing a minority of the building façade area.

Importantly, while the Downtown Plan celebrates and reinforces the historic character of Frederick, the Town encourages innovation in the use of materials, the layout of building features, and building placement. The vision for Downtown is to honor and maintain the historic small town charm of the area while allowing for creative building design that will continue to make Downtown Frederick unique.

Street Level Plazas, Porches, and Outdoor Dining

As illustrated in the plan level views of Fifth Street and other primary streets in the Downtown area, the plan encourages property owners to develop outdoor plazas as part of their site design. These plazas may provide areas for outdoor dining or may simply provide additional seating areas and complement adjacent businesses and/or residences. The plazas should include shade through trees, porch roofs, trellises, or other features. Property owners may also include public art, lighting, and landscape features within plazas or porches. The emphasis on the creation of outdoor porches and plazas derives from the strong support the community provided through Frederick Forward for having wider and more expansive areas for outdoor dining in Downtown Frederick. Property owners may develop these features in front of buildings or to the side or between buildings.



Example of a front awning to shield shoppers and visitors from weather and provide shade
Credit: RICK



Example of a building front incorporating glass, kick plates, large picture windows, varying exterior surfaces, and a recessed entry
Credit: Shutterstock



Examples of outdoor dining porches and seating areas
Credit: Shutterstock

Rooftop Patios

The Downtown Plan encourages the development of rooftop patios for residential amenity areas or for outdoor eating, and drinking or entertainment for non-residential uses. Rooftop patios have the potential to provide great views of the Front Range mountains and can complement ground floor uses in the Downtown area (such as restaurants and brewpubs, for example). Rooftop patios should incorporate the following design features:

- ▶ Railings and fencing materials for patios should blend with the architecture of the associated building.
- ▶ Components included on rooftop patios such as shade structures, bars, planters, and other furniture or features should not exceed in height the average height of floors for the associated building, to maintain proportionality.
- ▶ Rooftop patios should incorporate lighting that facilitates their use and is in alignment with the lighting for the building and for the overall Downtown area.



Outdoor dining on a rooftop patio
Credit: Shutterstock



Residential rooftop patio
Credit: Shutterstock



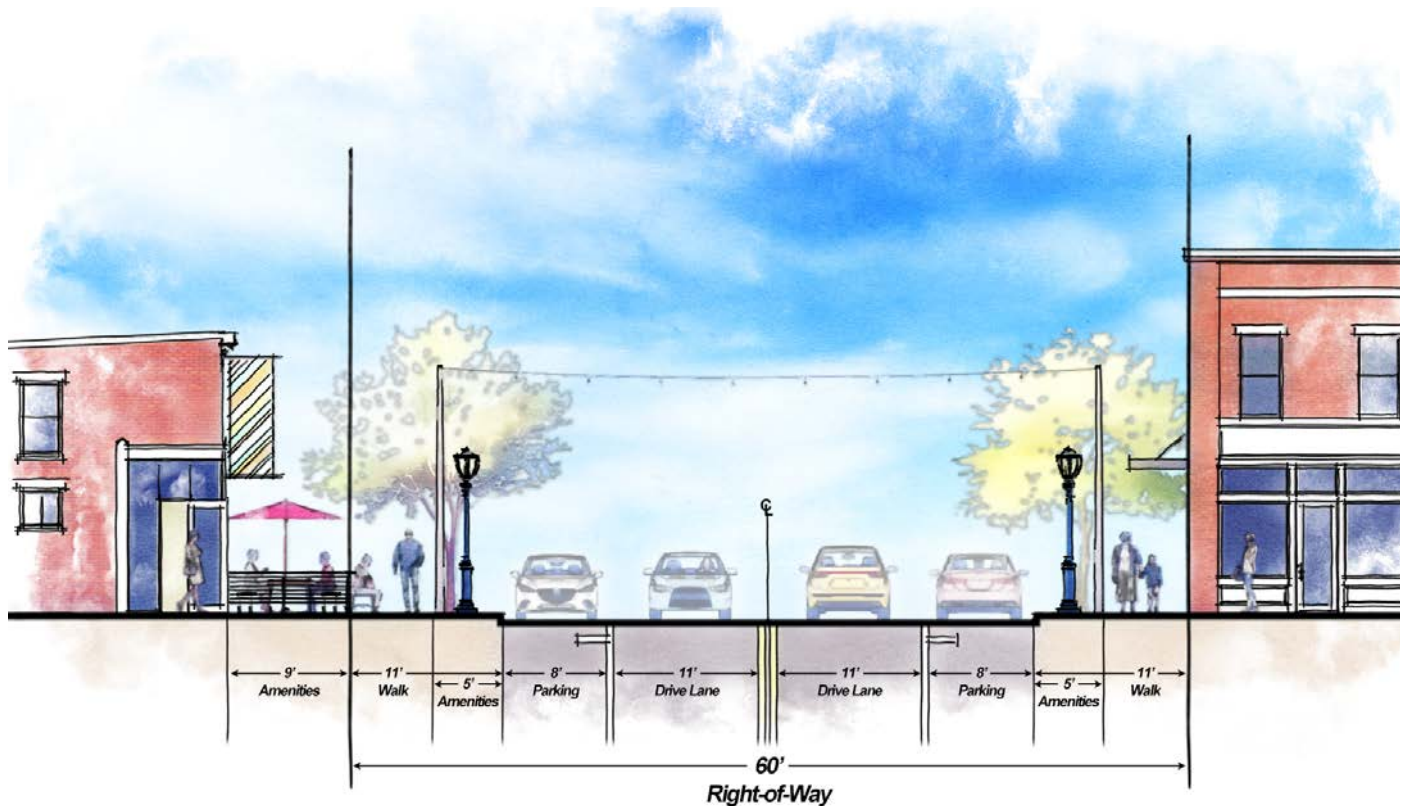
Outdoor dining on a rooftop patio
Credit: Town of Frederick

Streetscape Design

Historic Downtown Area

As depicted on the plan level views and the street section diagrams that follow, the streetscape design for the primary streets in the historic portion of Downtown (including Fifth, Oak, Locust, and Elm Street between Fourth and Sixth streets, includes the following features:

- ▶ The narrowing of travel lanes in each direction to 11 feet. This reduction in travel lane width provides additional room within the 60-foot right-of-ways of these streets to widen the sidewalks and amenity areas to 16 feet in width, including 5 feet of width for amenity areas and 11 feet wide sidewalks.
- ▶ Parallel parking along both sides of streets of 8 feet in width (consistent with the existing design of these streets).



Street Section for Fifth Street
Credit: RICK

- ▶ The wider sidewalks, along with the amenity areas, can be used for outdoor dining and outdoor retail sales, and help to promote greater pedestrian activity and energy at the street level. The Town may pursue a formal outdoor or café dining ordinance to allow property owners to use portions of the right-of-way for outdoor dining or café seating on a regular basis, as many other communities in Colorado have successfully done.
- ▶ As shown on the street section for Fifth Street, and as discussed in Chapter 3, property owners may expand the areas for outdoor dining, outdoor retail, and outdoor activity beyond the right-of-way line. This strategy would allow for even wider areas of outdoor dining adjacent to eateries or drinking establishments.
- ▶ Larger “bulbouts” at intersections that expand the sidewalk and amenity area out into intersections. This design reduces crosswalk lengths (from curb to curb), thus enhancing pedestrian safety. It also creates an environment emphasizing pedestrian movement that would reduce the speed of drivers. The larger “bulbout” areas also provide room for additional seating areas, public art, and landscaping at the intersections, thus further strengthening the character of the historic Downtown area.



Outdoor dining beyond the right-of-way line in another downtown
Credit: RICK



An example of outdoor dining in the public right-of-way, with permanent shade structures
Credit: RICK



Bulbout with landscaping at a downtown intersection
Credit: RICK

- ▶ Mid-block crossings with “bulbouts” to provide additional crosswalks to increase safety and movement for people walking. These mid-block crossings provide additional room for seating areas, public art, landscaping, and other streetscape features to further develop the character of Downtown.
- ▶ Additional planting of street trees and landscaping along the primary downtown streets. The spacing of street trees may depend on the species of tree and the anticipated tree canopy. Ideally, the street trees selected for the primary downtown streets will grow such that their tree canopies provide ample shade but the canopy areas primarily cover the second stories of buildings, as shown in the photo on this page.
- ▶ Festival or “festoon” decorative lighting strung diagonally across streets to enhance the visual appeal of the historic Downtown at night.
- ▶ A continuation of the signature Frederick historic pedestrian lighting along the primary downtown streets.



Mid-block crossing with seating and landscape features
Credit: RICK



Mature street trees in another downtown
Credit: Shutterstock



Historic lighting in Downtown Frederick
Credit: RICK



Decorative String Lighting
Credit: RICK

- ▶ Additional public art installations along the primary downtown streets. The program will continue to integrate the wood carving sculptures created at the annual Chainsaws and Chuckwagons festival but would also introduce additional types of public art to add variety to the Downtown area, including sculptures and pieces designed in steel and other metals. Public art integrating lighting effects may represent another possibility for the Downtown area.



*Public art integrated into a planter box in another downtown
Credit: Shutterstock*



*A public art mural on the rear of a downtown building
Credit: Shutterstock*



*Public art integrating lighting in another downtown
Credit: Shutterstock*



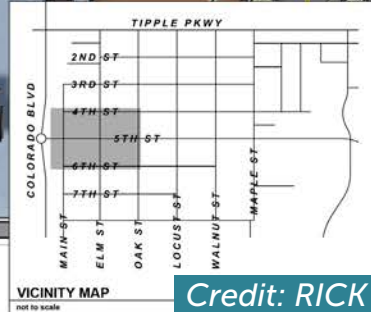
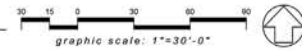
*Public arts sculpture in another downtown
Credit: RICK*

The following graphics depict plan level views of the streetscape design incorporating these features along the following stretches of the primary downtown streets:

- ▶ Fifth Street, from Main Street to Frederick Way
- ▶ Locust Street, from Fourth to Eighth Street
- ▶ Oak Street, from Tipple Parkway to south of Fifth Street
- ▶ Elm Street, north and south of Fifth Street



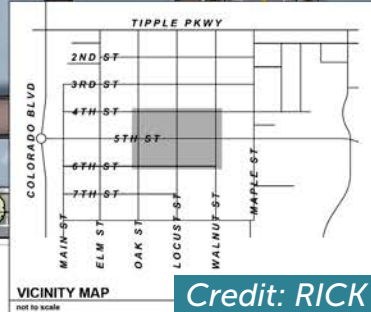
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FREDERICK, CO



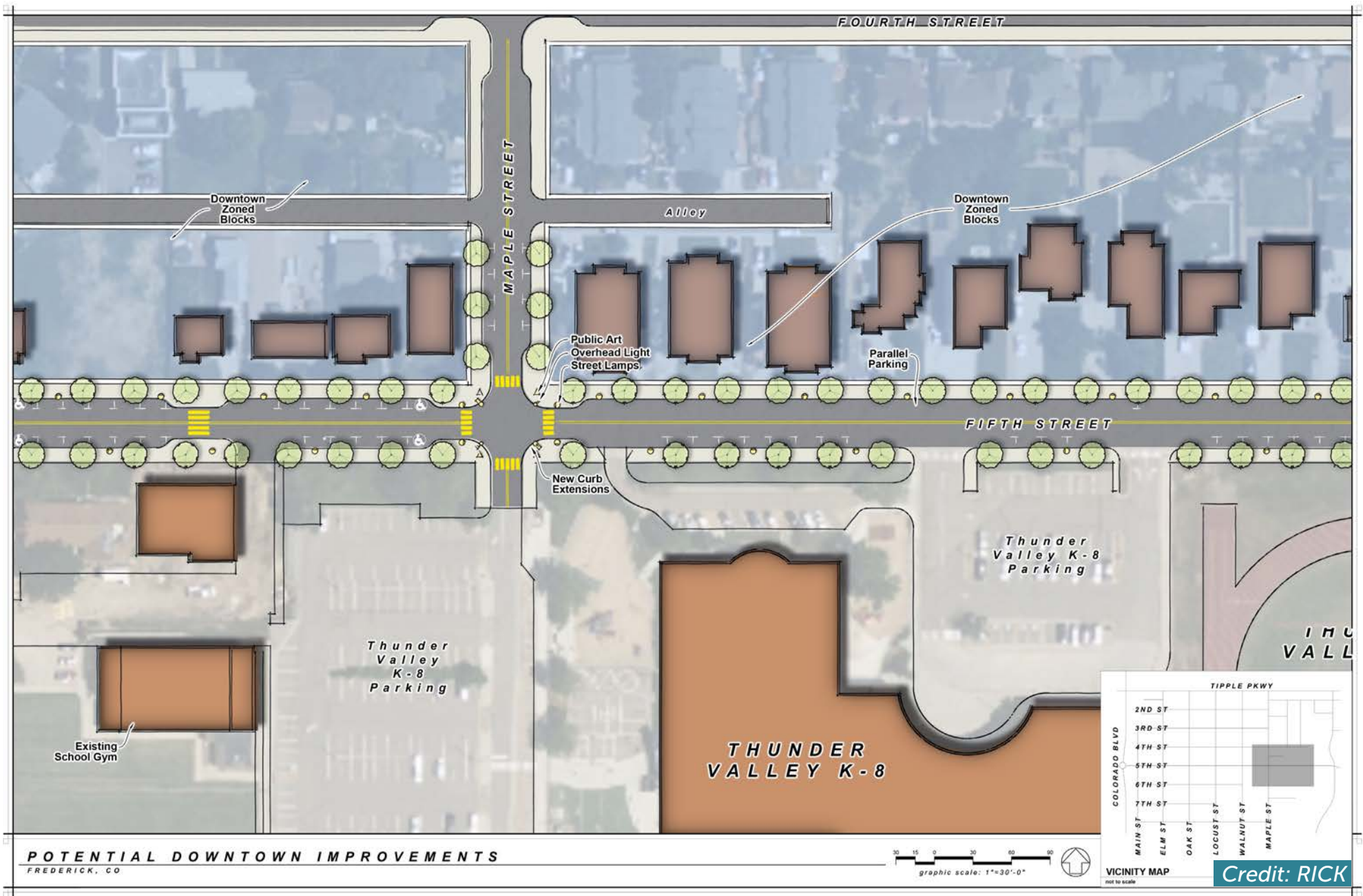
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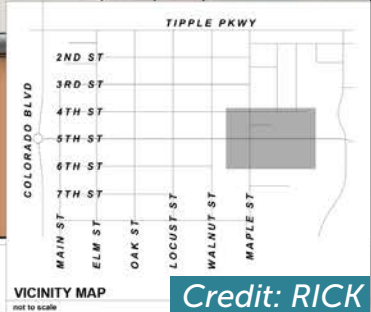
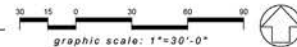
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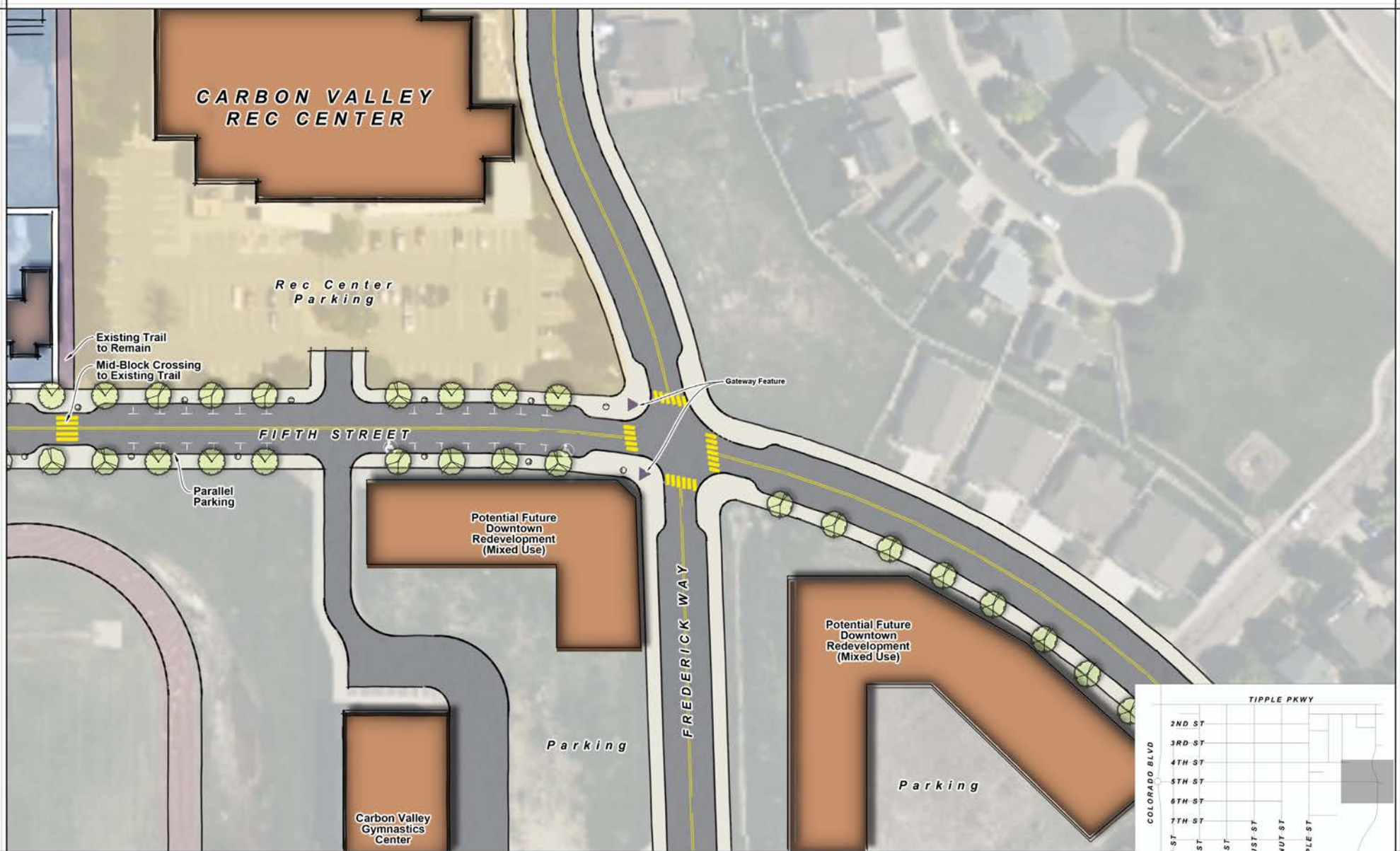
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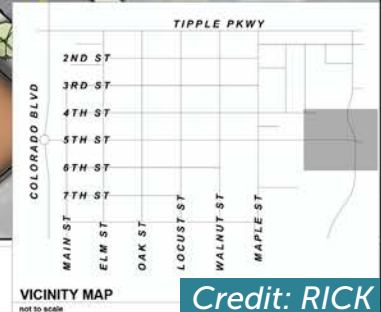
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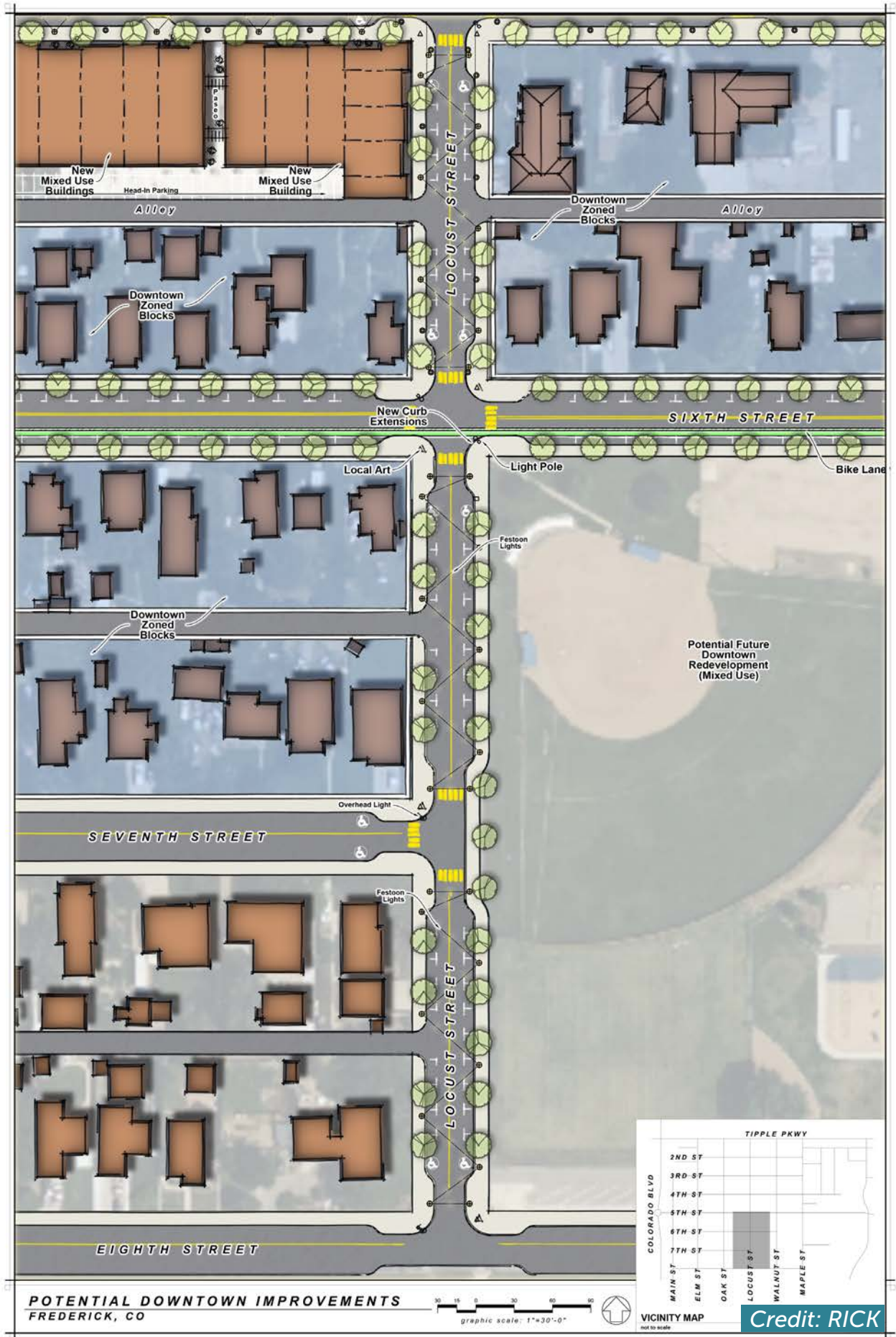
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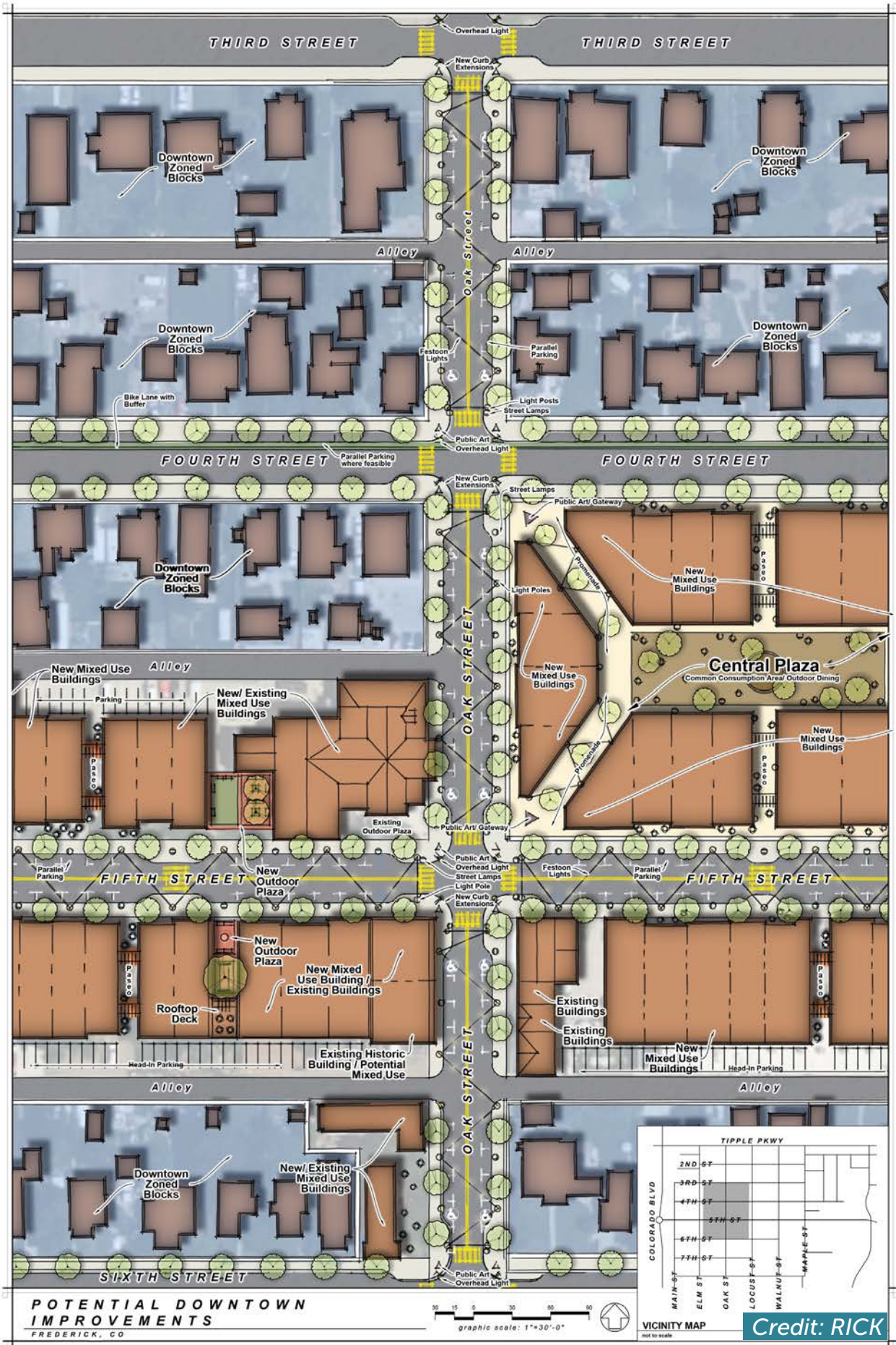


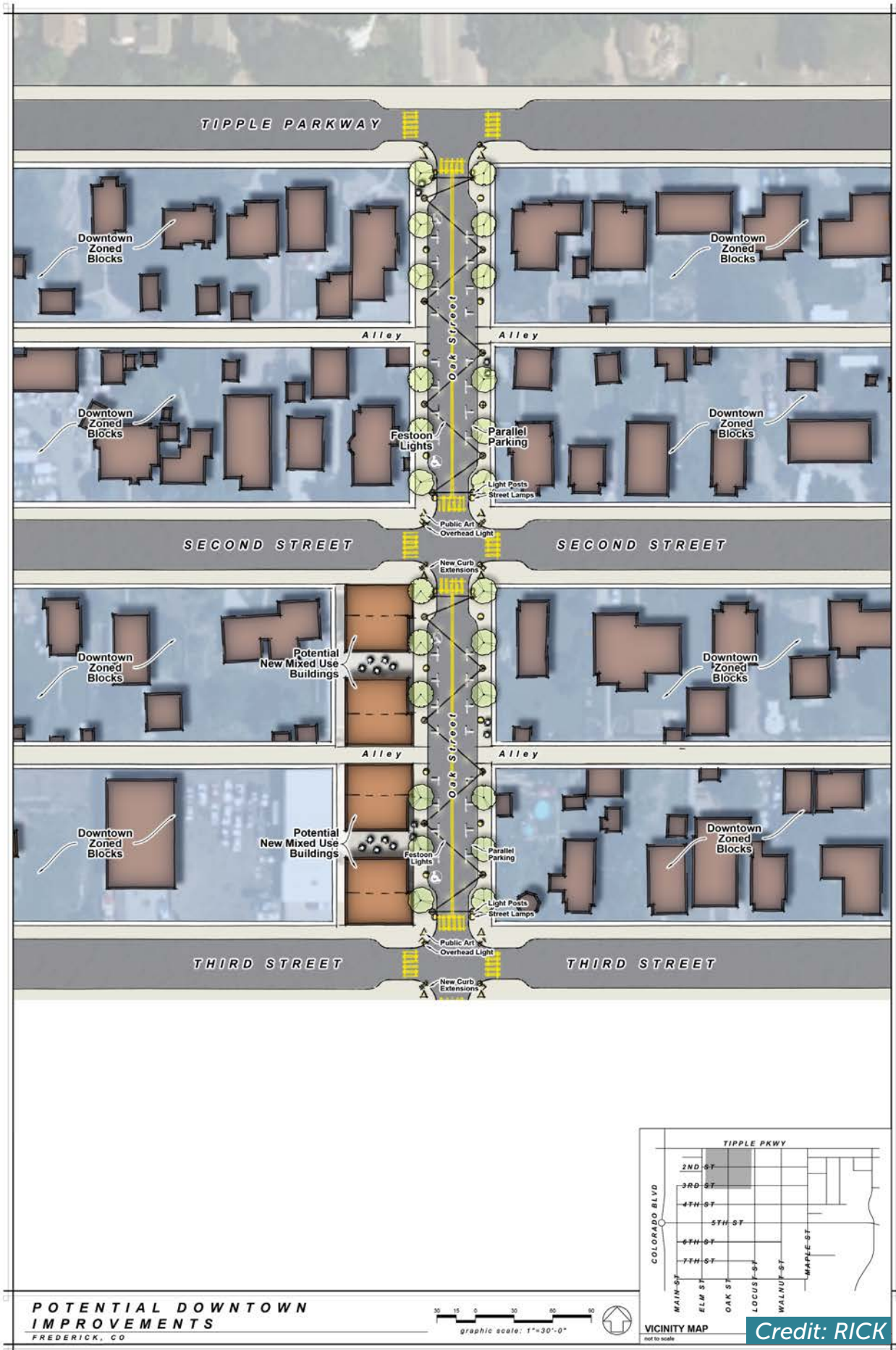
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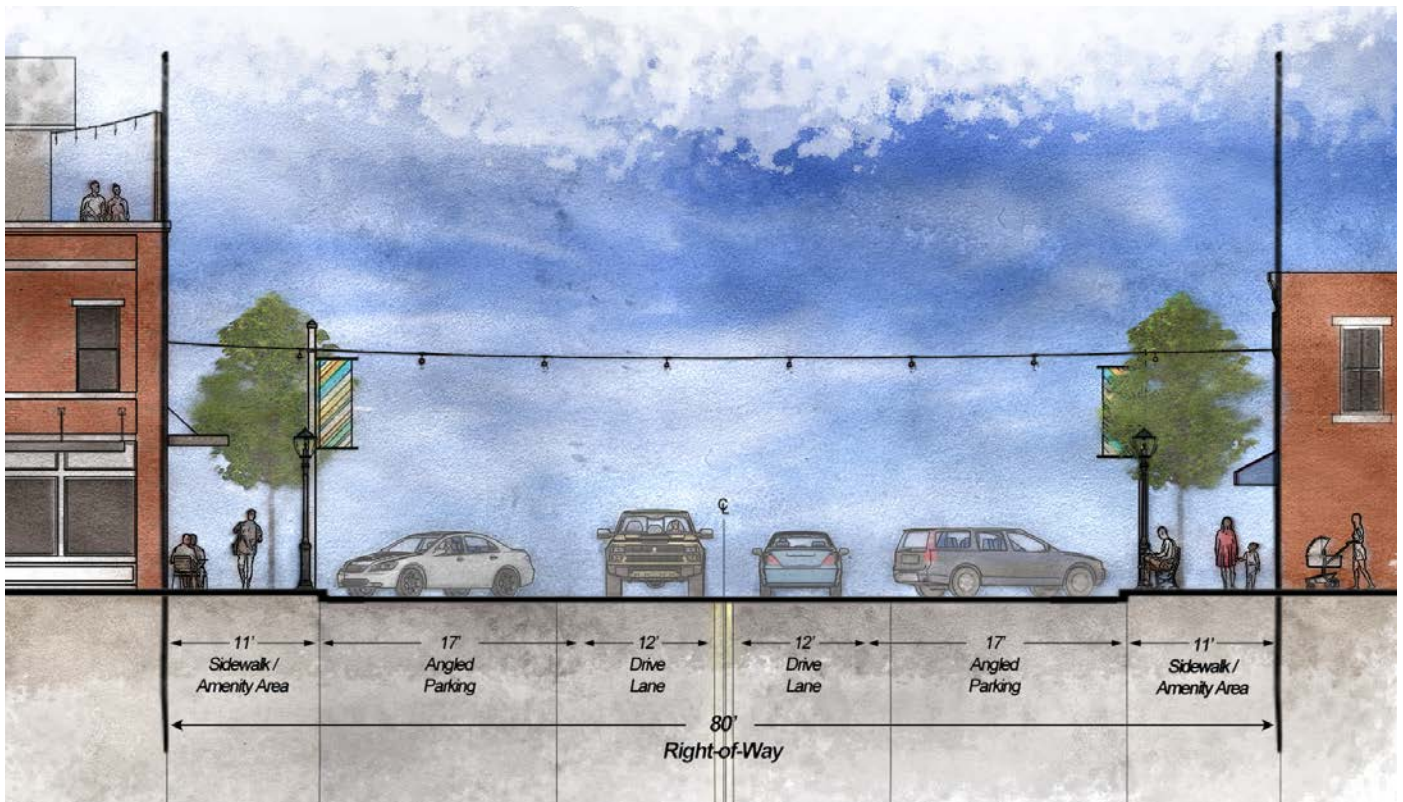






Design for Diagonal Main Street in Downtown West

The design for this primary street in the western portion of Downtown could replicate the streetscape design for Fifth Street (with parallel parking on either side). Alternatively, since the development of Downtown West represents a 'blank slate', the right of way of this street could expand to 80 feet in width. This additional width would provide sufficient space to have angled parking on either side of the street, wide sidewalks and amenity areas to facilitate businesses and eateries, and the other streetscape components described in this chapter (trees, crosswalks, etc.). Many visitors to downtown areas prefer angled parking compared to parallel parking, for ease of movement. Furthermore, angled parking provides a greater number of parking spaces along streets compared to parallel parking.



Diagonal Main Street Cross Section
Credit: RICK

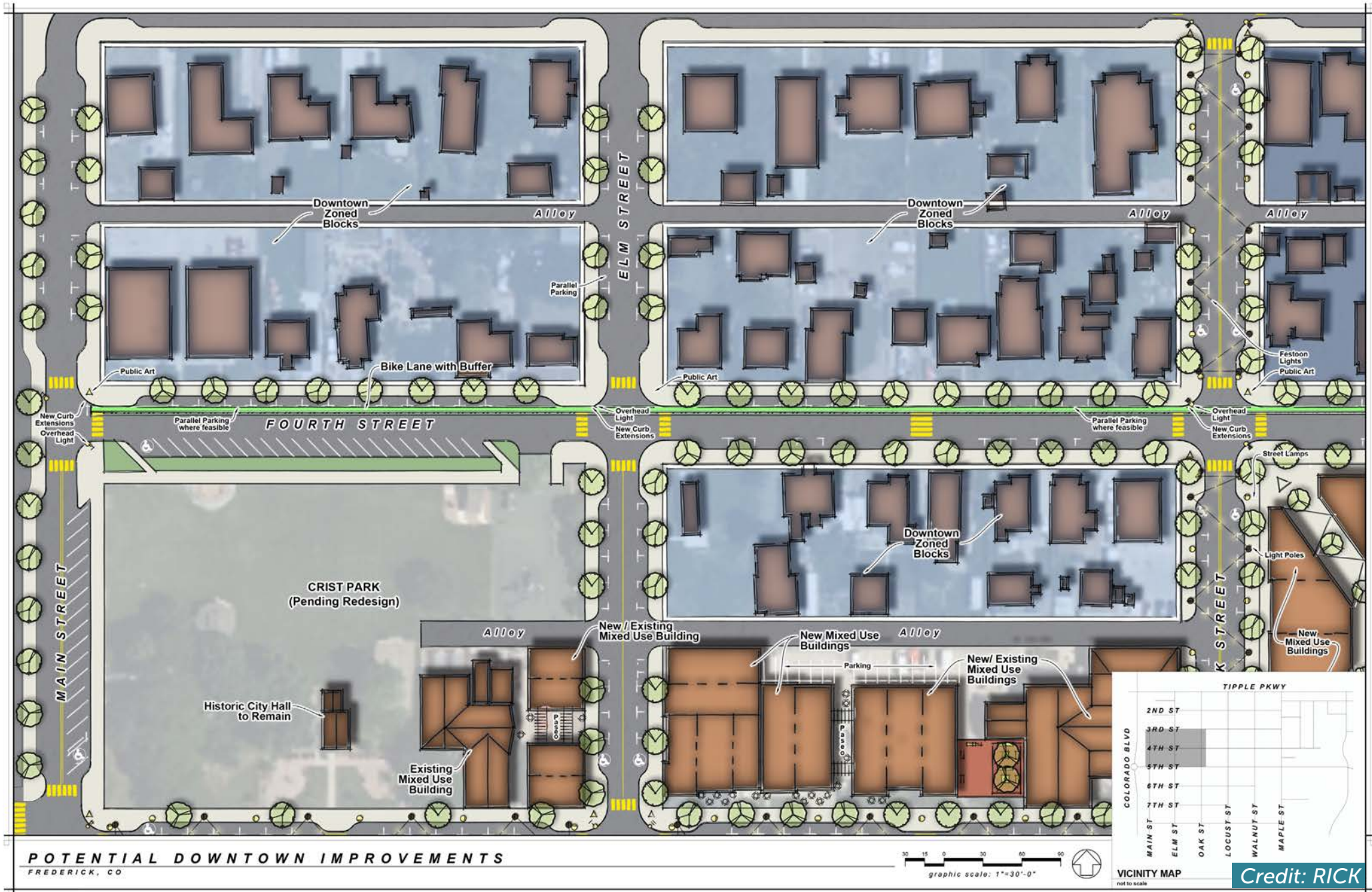
Design for Secondary Streets (including Fourth Street and Sixth Street)

The streets running parallel to Fifth Street have identical right of way width to the other streets in the historic core of Downtown. The concept plan for Fourth and Sixth Streets anticipates incorporating many of the features of the streetscape design for the primary downtown streets, including intersection bulbouts and mid-block crossings, as well as landscaping, street trees, and an emphasis on outdoor dining and gathering places. The design provides for one-way bike lanes along Fourth Street, heading westbound, and along Sixth Street, heading eastbound. Thus, these secondary streets provide dedicated routes for bicycle movement in the core of the historic downtown. The design for these streets assumes a total sidewalk width of 8 feet, to provide room for outdoor dining, trees, landscaping and other features.

As shown in the overall street diagram for Downtown Frederick, the streets running parallel to the diagonal primary street in Downtown West could accommodate a similar design, with bike lanes and incorporation of other streetscape elements.



Street Section for Fourth and Sixth Streets
Credit: RICK



POTENTIAL DOWNTOWN IMPROVEMENTS
FREDERICK, CO

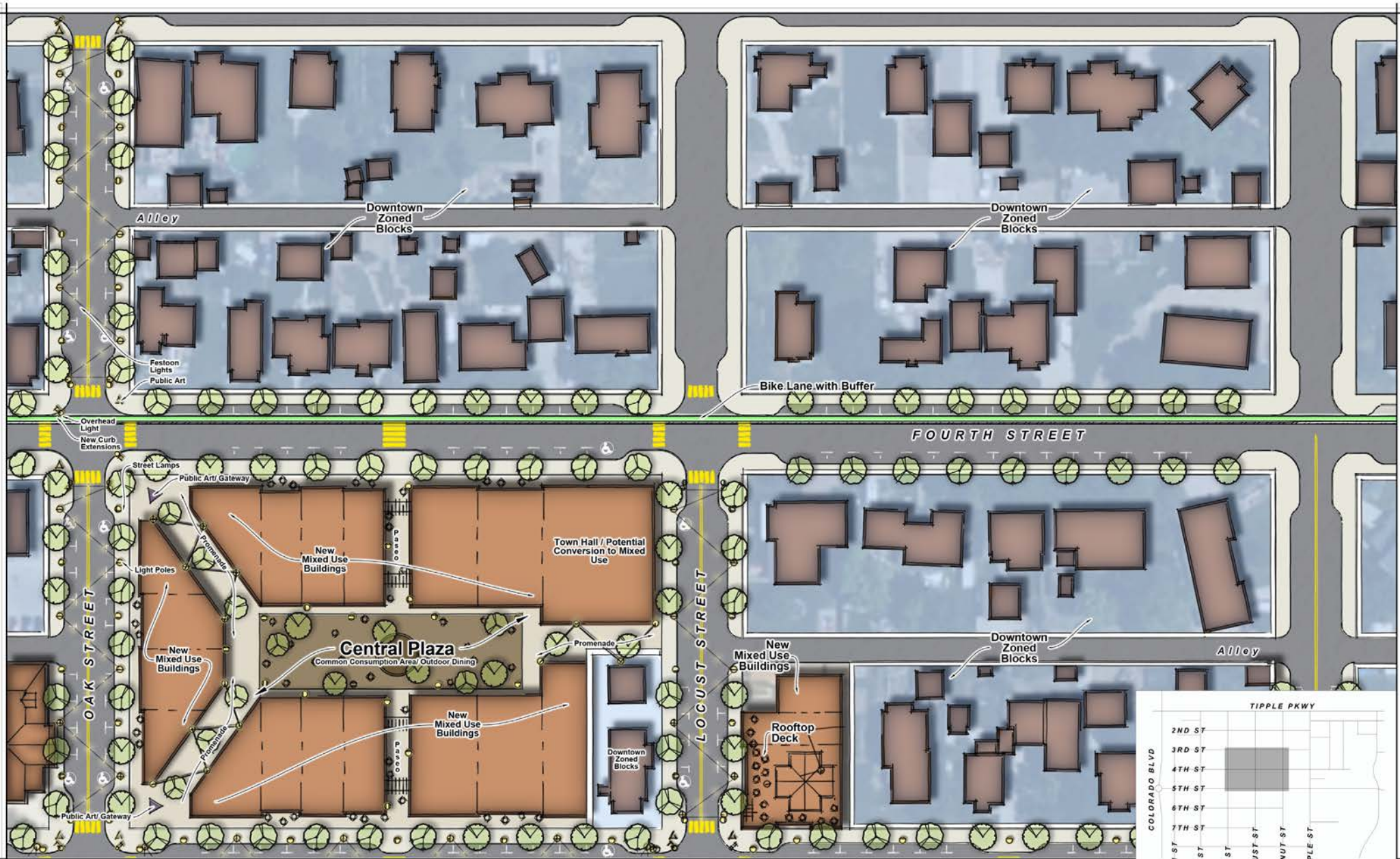
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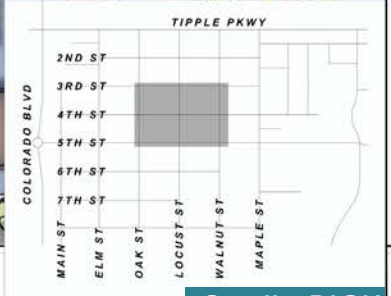
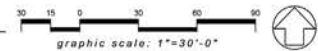
COLORADO BLVD
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4TH ST
5TH ST
6TH ST
7TH ST
MAIN ST
ELM ST
OAK ST
LOCUST ST
WALNUT ST
MAPLE ST

TIPPLE PKWY

Credit: RICK



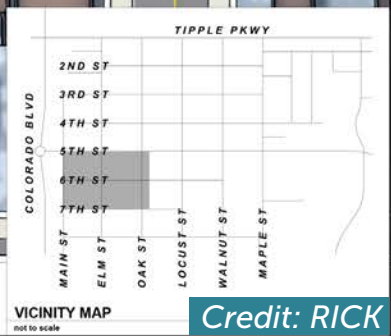
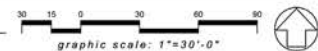
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FREDERICK, CO



VICINITY MAP
not to scale
Credit: RICK



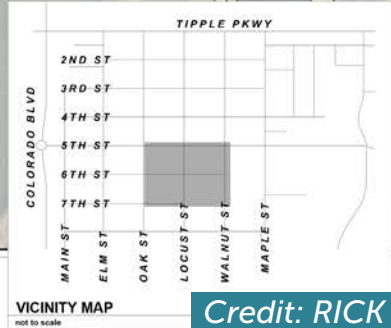
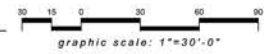
POTENTIAL DOWNTOWN IMPROVEMENTS
 FREDERICK, CO



Credit: RICK



POTENTIAL DOWNTOWN IMPROVEMENTS
 FREDERICK, CO



Gathering Places and Additional Seating Areas

In addition to areas of seating as part of outdoor dining and seating incorporated into intersection bulbouts and mid-block crossings, the Downtown area may include dedicated plazas and seating areas within the right of way or on adjoining private properties. Some downtowns have converted portions of the street rights-of-way to these types of plazas. Development within Downtown West and Miners Park has the flexibility to incorporate these types of plazas and seating areas into the initial design of primary downtown streets and other streets. These types of plazas can facilitate additional outdoor dining and places for community gatherings. They may include landscaped areas, street trees, and other components of the overall downtown streetscape.



*Outdoor plaza in Old Town Fort Collins
Credit: Shutterstock*

Signage, Wayfinding, and Gateways

The Town of Frederick will develop a sign program for street signs, signs for civic buildings, and other signage that will encompass all of the greater Downtown area, including Miners Park and Downtown West as well as the historic core of Downtown. Pursuing a joint signage program will help to unify these different sub-areas within Downtown. The signage program will derive some of its themes from Town-wide signage and wayfinding efforts

completed by the Town in 2025. As illustrated in the following examples, the signage and wayfinding for Downtown Frederick should incorporate directional guides to different anchors or destinations (such as the Carbon Valley Rec Center, Town Hall, etc.). Downtown signage should also include guides to the locations for public parking and any themes for different streets or areas around Downtown.



*Example of Downtown signage
Credit: RICK*

The greater Downtown area should include gateway signage at the main entries (such as Colorado Blvd, Locust Street, Fifth Street, and the diagonal primary street in Downtown West). The gateway should align with the overall family of signage and wayfinding for Downtown Frederick and present a unique, recognizable, and memorable first impression to visitors entering Downtown for the first time. Potential gateways may include archways over streets, banners, obelisks, and other prominent features. Gateway signs could also incorporate artwork and draw from the history of the area as a mining community.



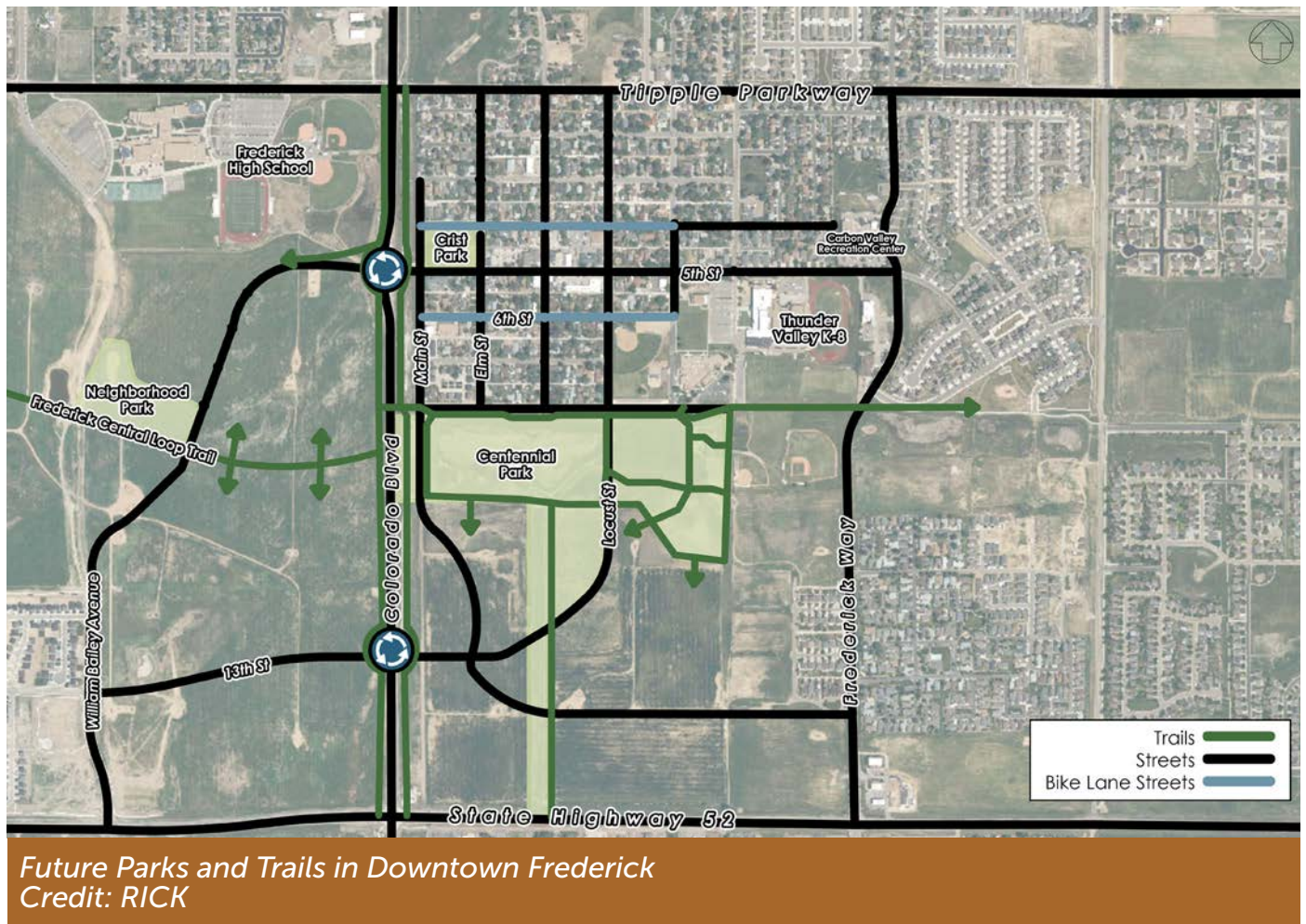
*Example of a downtown gateway sign
Credit: Shutterstock*

Parks, Open Space, & Recreation



In addition to serving as the historic heart of the community, Downtown Frederick serves as an important part of the Town’s overall system of parks, trails, and open spaces. These facilities along with the Carbon Valley Rec Center and Gymnastics Center make the area the main destination for recreation, events, and community gatherings. This chapter highlights how Downtown draws from numerous facilities in and close to the area to anchor these great community assets.

The diagram that follows illustrates how the overall parks and trails system serving Frederick connects with different parts of the greater Downtown area. The Frederick Central Loop Trail links Downtown with areas to the north and west and connects the older part of Frederick with areas west of I-25. Other greenway trails connect across the Centennial Park area and link with neighborhoods to the east. The trails help connect Centennial Park, Crist Park, and the neighborhood park in Downtown West together and encourage biking and walking throughout the area. Spurs from the trails link these greenways with nearby residential neighborhoods, as denoted by the arrows on the diagram.



Crist Park

The Town of Frederick completed conceptual planning for the renovation of Crist Park in 2023 and 2024. The goal of the plan for Crist Park is to continue to provide a high quality neighborhood park to serve the residents in the immediate Downtown area while providing facilities to host additional events and functions at the park, given its strategic location at the western end of the historic Downtown area. The plan includes the following features:

- ▶ A large picnic lawn in the northern portion of the park, providing open play areas for nearby residents and a picnic or open space usable for community-wide events
- ▶ A new, nature-themed and inclusive play space in the northeast portion of the park, along Fourth Street
- ▶ A plaza area with synthetic turf in the southwest portion of the park, framed by an open stage area, that can be used for outdoor concerts and other events
- ▶ Numerous picnic tables, benches and landscaped areas to complement community events held at the park
- ▶ A historical, interpretive trail to the east of the Old City Hall museum to showcase the history of Frederick
- ▶ An 18-foot wide plaza aligning east-west through the middle of the park to accommodate temporary events, food trucks, and other flexible uses
- ▶ A parking lot at the southwest corner of Fourth and Elm to serve Crist Park and provide parking to the broader Downtown area

The Town anticipates moving forward with final design and construction of these improvements to Crist Park over the next five to ten years. The revitalization of Crist Park will ensure that the park continues to serve as a key community anchor for the historic Downtown area for many generations.

Centennial Park

Centennial Park serves as the home for three of the town's largest festivals and thus functions as an important community park for the greater Carbon Valley area. As outlined in the concept plan that follows, the Downtown Plan shows the areas along and to the east of Locust Street (extended across the park to the south) continuing to function as active park areas. This portion of Centennial Park will likely include sports fields, picnic and playground areas, and other amenities to reinforce the park's status as a major park for events and gatherings. The area to the southeast corner of Centennial Park is owned by the Town but currently undeveloped. The Downtown Plan anticipates that this area will develop with active park uses as well.

Importantly, Centennial Park serves as a central hub for various trails and sidewalk connections across this part of Frederick. The Downtown Plan anticipates that trails will continue to encircle a drainage area to the west of Locust Street and south of Eighth Street. Trails from neighborhoods to the east will connect into Centennial Park and then continue west across Colorado Boulevard to link with the Frederick Central Loop Trail. As shown on the concept plan, neighborhoods within the Miners Park portion of Downtown will include trail or sidewalk connections to the trail systems within Centennial Park to make it easier for residents to access the park and its amenities. A multi-use trail will run along the west side of Locust Street as it passes through Centennial Park, and smaller trails and sidewalks will connect this trail to the active park uses to the east. Centennial Park will also retain irrigation ponds and drainage facilities to serve the park and this portion of Frederick.



*Frederick in Flight in Centennial Park
Credit: Town of Frederick*



*Soccer games at Centennial Park
Credit: RICK*



Concept Plan for the Centennial Park Area
 Credit: RICK

The Town anticipates completing planning for the active park portion of Centennial Park following the completion of the Downtown Plan.

Neighborhood Park in Downtown West

As noted in Chapter 3, the neighborhood park will serve as a central focal point in Downtown West, providing a potential location for a future civic amenity (such as a performing arts center, conference center, library, or other public amenity). The park will preserve views of Longs Peak and the Front Range and will provide areas for respite and gathering for the full range of individuals and households in Frederick.

The neighborhood park could include unique features that distinguish it from the other parks in Downtown Frederick and throughout the community, such as public gardens, trellises, water features, and interactive art pieces. The design of the neighborhood park should create a unique space that goes beyond traditional park design and provides a good location for a future civic amenity or anchor, as discussed in Chapter 3.



*Example of a public garden in another downtown park
Credit: RICK*



*Destination park and amphitheater in Centennial, CO
Credit: RICK*

Additional Plazas and Small Parks

In addition to the small plazas and gathering areas along the primary and secondary downtown streets, the Downtown Plan anticipates that smaller park areas will develop as the Miners Park and Downtown West areas grow over time. These small parks should be located so that every resident has access to a park or open space within a quarter mile walk or less. The smaller parks and additional plazas may include the following:

- ▶ Seating areas, including individual or two-person picnic or shelter areas
- ▶ Smaller playground areas
- ▶ Smaller open play areas
- ▶ Areas of shade
- ▶ Drinking fountains
- ▶ Smaller public art pieces
- ▶ Native plantings and grasses to conserve water, soften urban elements, add color and seasonal interest, and support pollinator habitats



*Example of a small park in a residential neighborhood
Credit: Shutterstock*



*Individual outdoor lounge chairs in a small neighborhood park
Credit: Shutterstock*

Town Events

The Town of Frederick, along with private organizations and other partners, will continue to diversify and expand events and programming throughout the Downtown area as plans and improvements for different areas, highlighted in this plan, come to fruition. The following highlights the Town's desires for events and programming in the Downtown area:

- ▶ Securing indoor, flexible space to accommodate a variety of indoor events during the colder months. Most of the Town's events currently occur in the summer and fall and the community would like to broaden the range of events to all twelve months of the year. The development of an indoor multi-purpose event space would immensely help the Town to reach this goal. This facility should be highly visible and walkable for everyone in the community. Thus, locating or having access from this facility to the Frederick Central Loop Trail and other trail connections will be critical in allowing more people to walk or ride bikes to these events.
- ▶ Holding more music events throughout the year. Constructing a permanent stage in Crist Park would significantly aid in the ability to hold more events in the historic heart of Downtown. Other areas around Downtown, such as Centennial Park or the neighborhood park in Downtown West, could also accommodate a stage or an enhanced amphitheater.
- ▶ Hosting a larger number of fun, smaller-sized events in Crist Park. Possibilities may include a tug-of-war contest, community barbecues, dance marathons, cornhole tournaments, wellness fairs, and yoga or meditation sessions. The Town would like to see smaller scale activities held as much as possible in Crist Park to help support businesses and the overall level of vitality in the historic heart of Downtown.
- ▶ A wider variety of outdoor events, including potentially back-to-school events, dog-oriented or themed events, sand castle or "beach" themed events, and other fun events in the summer and fall. These events may draw fewer people than the headline events (Frederick in Flight and Chainsaws and Chuckwagons) but would help support Downtown businesses.
- ▶ Additional events oriented around the winter holidays and more spring events, both indoor and outdoor.



*Frederick in Flight at Centennial Park, 2025
Credit: Town of Frederick*



*Chainsaws and Chuckwagons at Centennial Park, 2025
Credit: Town of Frederick*

- ▶ Exploring the expansion of the Town’s largest events to multiple locations around Downtown, to help spread the energy from these events (such as Frederick in Flight) throughout the greater Downtown area. These events, for example, could include a series of different pop-up, smaller events along Fifth Street, in Downtown West, or in Miners Park, as additions to the primary events held in Centennial Park.
- ▶ Adding more Town staff over time to manage and operate a larger series of events throughout the year, in the Downtown area and elsewhere. The Town anticipates scaling up its events staff as its resources grow over time to facilitate continued growth of events held in Downtown and elsewhere in Frederick.

Gateway Landscaping and Buffering

The Downtown Plan assumes that the Town’s current landscaping and buffering standards for Colorado Boulevard and Highway 52 will continue to regulate the appearance of entries into the Downtown area. The current standards require a 30 foot landscaped buffer along Colorado Boulevard and Highway 52, or a 15 foot landscaped buffer if a masonry wall is installed along with trees and shrubs. The existing streetscape along Colorado Boulevard already includes various public art pieces and landscaping treatments, and the Town will continue to maintain and enhance these features over time, to continue to improve the “front door” into the greater Downtown area.



*Existing public art pieces along Colorado Blvd near Centennial Park
Credit: RICK*



*Existing gateway monumentation at Colorado Blvd and Highway 52
Credit: RICK*

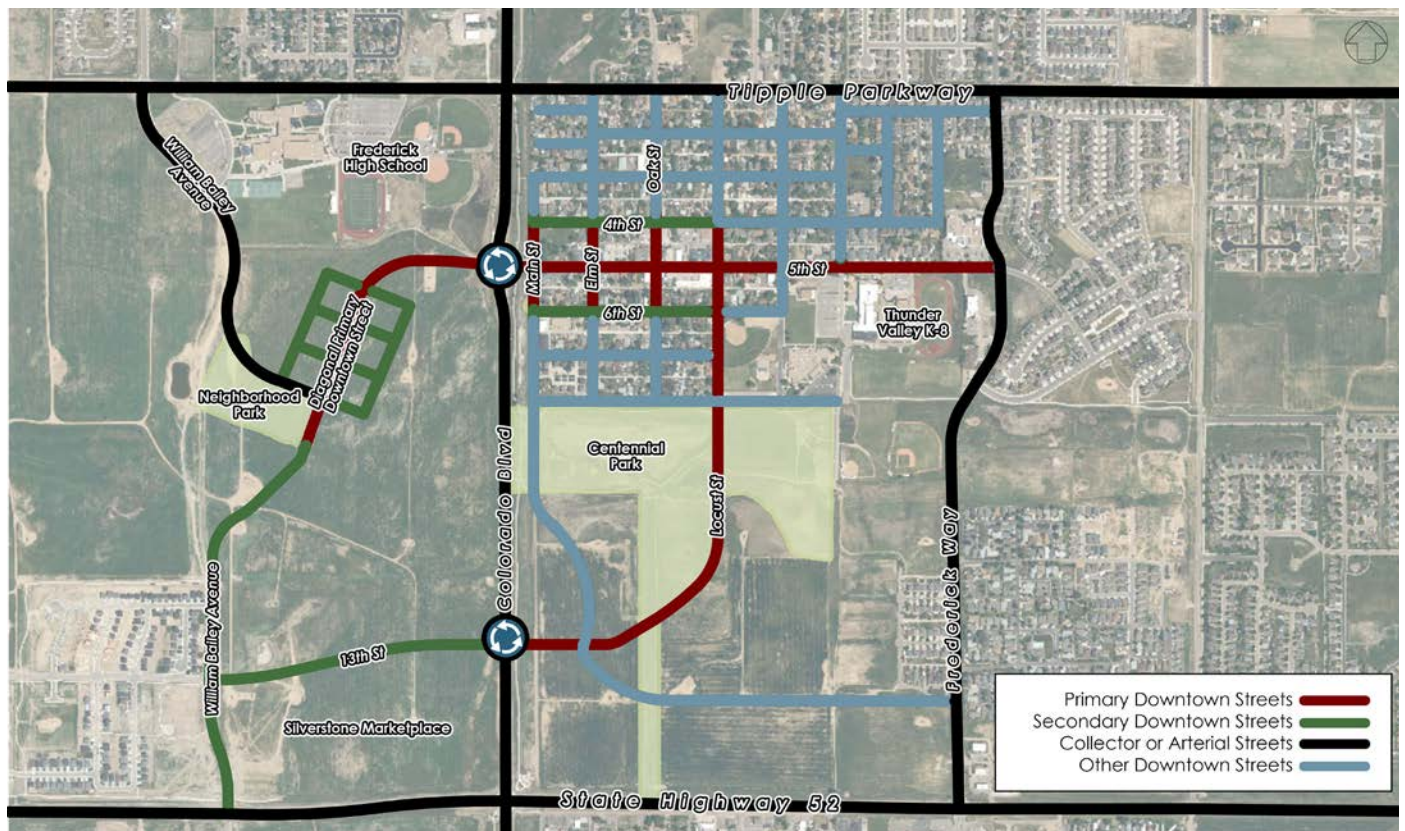
Transportation and Circulation



The design of streets, sidewalks, trails, and other transportation infrastructure connects different areas of Downtown while supporting the businesses, residents, and visitors in the area. The goal of Downtown Frederick's transportation network is to create a circulation pattern and facilities that support both businesses and civic needs while ensuring safe and efficient movement for all modes of travel. The transportation system complements and reinforces the overall goal of creating great places around Downtown Frederick that cultivate a high-quality character.

Streets and Access Management

Chapters 3 and 4 highlight the general design of the primary and secondary streets in Downtown Frederick. As noted, the Downtown Plan and the Town's Land Use Code emphasize the following for Downtown streets.



Street Network Diagram
Credit: RICK

- ▶ Promoting wide sidewalks, well-designed crosswalks, and related features to enhance vitality and activity at the street level.
- ▶ Limiting driveways and curb cuts along Downtown streets.
- ▶ Narrowing travel lanes and developing streetscape features, such as curb extensions at intersections and mid-block crosswalks, that encourage slower traffic along Downtown streets.
- ▶ Requiring vehicular access to new developments or buildings via alleys, behind these types of Downtown streets.

The design of other neighborhood streets around Downtown Frederick emphasizes similar principles, including the following:

- ▶ Requiring access to newly constructed residential units via rear alleys to limit the number of driveways (and resulting conflicts between vehicular and pedestrian traffic) along streets.
- ▶ Requiring detached sidewalks on both sides of residential streets to provide safer routes for people walking around the Downtown area.
- ▶ Marked crosswalks at intersections to provide for pedestrian safety.
- ▶ Exploring the installation of flashing crosswalk signals at peak crossing locations to improve pedestrian safety.
- ▶ Maintaining the posted speed limits on neighborhood streets at 25 miles per hour.
- ▶ Exploring the use of traffic calming, speed tables, and other speed reduction tools on neighborhood streets.

Parking

The Frederick Comprehensive Plan and the Frederick Downtown Plan encourage visitation to Downtown via walking, bicycling, or taking transit. However, given the suburban layout of the Carbon Valley, many people will continue to drive to Downtown Frederick. Thus, planning for parking in the Downtown area remains an important objective of the Town.

The historic core of Downtown Frederick currently includes 219 public parking spaces, as outlined in the following table. The Town organization allows for the public to park in the Town Hall parking lots located between Fourth and Fifth Streets, and between Elm Street and Locust Street, during non-working hours. Lots privately owned by Miner’s Plaza and Clark Plaza provide an additional 73 parking spaces to customers and patrons of entities located in these two private properties. During peak times, primarily during dinner hours, nearly all of the on-street parking spaces along Fifth Street are occupied.

Existing Public Parking in Downtown Frederick	
Parallel parking spaces along Fifth Street	67
Parking spaces along the side streets (Main, Elm, Oak, Locust)	98
Parking lots in Town-owned block	54
Total ->	219

Of the approximately 292 existing public and private parking spaces in Downtown Frederick, approximately 21 are designated as handicapped parking spaces and identified in the following diagram. The majority of the handicapped parking spaces in the historic Downtown area are located on privately owned lots or in the Town-owned parking lot. Eight of the existing handicapped parking spaces are located within the rights of way of Downtown streets. Standards established by the Americans with Disabilities Act (ADA) require seven handicapped parking spaces, given the total parking spaces currently provided in the historic Downtown, with two of the handicapped spaces providing van accessibility.



Assuming that the building footprints shown on the plan level views of the historic portion of Downtown develop at an average height of two stories (with some buildings only including ground floor space, and others including a third story), the full build-out of the buildings shown represents the potential for total building square footage of approximately 435,000 square feet. By comparison, the existing buildings along Fifth Street include a total of around 100,000 square feet.

Frederick’s Land Use Code allows for exemptions to parking requirements for developments in the Downtown area. The Town’s regulations provide this provision to help encourage the development of Main Street-style development in the Downtown area. As shown in the table that follows, the parking reflected in the plan level views of historic Downtown Frederick, following implementation of streetscape, totals 404 public parking spaces. The conversion from parallel to angled parking along Fourth Street between Main Street and Elm Street increases the parking count. The delineation or marking of parallel parking spaces along Fourth, Sixth, and Oak Streets contributes to the total future parking count of 404 spaces in the historic core of Downtown. In addition to the public parking spaces listed in the table, the plan level views reflect 90 head-in parking spaces along the alleys in the Downtown area. The plan assumes that these spaces will be owned by private property owners. While these spaces do not contribute to the total number of public parking spaces in the downtown area, they provide additional spaces for employees or customers. The Town will periodically evaluate parking demand in the Downtown area to determine the need for additional parking lots or parking solutions as Downtown continues to evolve over time.

Proposed Public Parking in Historic Downtown Frederick	
Parallel parking spaces along Fifth Street	67
Parking spaces along the side streets (Main, Elm, Oak, Locust)	98
Parallel parking spaces on Oak, from Tipple Parkway to Fourth Street	25
Parallel and angled parking spaces along Fourth Street	98
Parallel parking spaces along Sixth Street	116
Total ->	404

The map that follows highlights the potential conceptual locations of handicapped parking spaces as the streetscape plan for Downtown is completed over time. The plan calls for the strategic placement of handicapped parking spaces near street corners, to provide for the easiest movement of vehicles in and out of handicapped spaces.



The Downtown Plan establishes the following objectives to help manage parking in the historic portion of Downtown Frederick in the future.

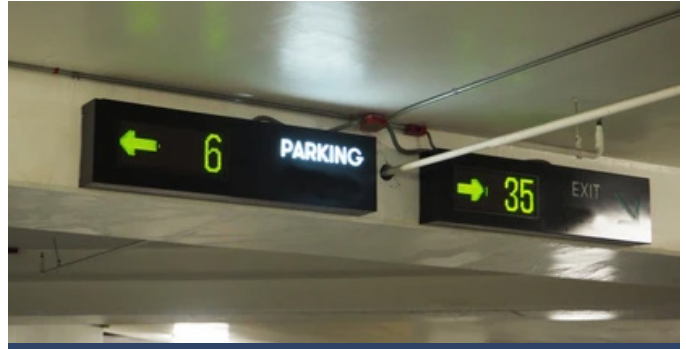
- ▶ The Town will explore the creation of additional municipal parking facilities or structures to serve Downtown. As properties become available or as property owners consider plans for various parcels, the Town should work with property owners to explore possibilities to create smaller municipal lots around the historic core of Downtown over time.
- ▶ The Town will continue to explore opportunities to share parking or expand parking at the Thunder Valley school campus to serve the historic portion of Downtown, particularly the eastern portions of the area. Any potential redevelopment of a portion of the school campus could include the creation of additional parking spaces to serve the Downtown area. The Town will also explore sharing the parking serving Centennial Park to provide additional parking inventory for the Downtown area.
- ▶ The Town will explore placing time limitations for on-street parking in the historic core of Downtown. Establishing two-hour parking limits, for example, would discourage residents or employees from parking along the main Downtown streets, thus freeing up more spaces for visitors or customers. It would also encourage visitors wishing to stay for longer in the Downtown area to park in municipal parking lots or on other streets in the Downtown area.
- ▶ As part of the broader development of the Downtown area, the Town will explore creating a shuttle system to transport visitors from one portion of Downtown

to another. For example, a visitor to Downtown could park at Silverstone Marketplace or in Downtown West and be able to take a shuttle or trolley down to Fifth Street. Trolleys or shuttles could serve the 'downtown loop' formed by Fifth Street, Locust Street, Thirteenth Street, William Bailey Avenue, and the diagonal primary street in Downtown West. Importantly, if the Town or Downtown interests were to pursue the development of a shuttle system, the shuttle or trolley should operate with very frequent service times to make it very easy and attractive to use. Having shuttles circulate every ten or 15 minutes during peak times (such as dinner hours on a weekend) would encourage people to park in one part of Downtown and shuttle to another, if parking is limited at their destination.



*An example of a downtown trolley bus in Sedona, AZ
Credit: Shutterstock*

- ▶ If a shuttle or trolley system is implemented, Downtown business owners should encourage their employees to park off-site and take the shuttle to work, to free up additional parking around the Downtown area.
- ▶ As noted in the next few pages, the Downtown Plan encourages a greater share of trips made by bicycle or on foot around the Downtown area to reduce vehicular traffic and decrease parking demands in the Downtown area.
- ▶ As Miners Park and Downtown West continue to develop, the plans for these portions of Downtown should, similar to the historic core of Downtown, emphasize the use of municipal parking lots and minimize parking requirements to encourage the creation of a pedestrian and bicycle-friendly environment.
- ▶ The Town will improve its signage and wayfinding systems in the Downtown area to guide visitors to municipal or shared parking facilities. Signage for municipal or common parking facilities could potentially include digital counts regarding the number of parking spaces available at different locations around Downtown, as illustrated in the example that follows.



*Example of a digital parking sign
Credit: Shutterstock*

Creating a Strong Pedestrian and Bicycling Environment

As noted in earlier chapters, the Downtown Plan emphasizes the creation of wide sidewalks along Downtown Main Streets and secondary streets throughout the greater Downtown area to encourage a comfortable and attractive environment for walking. The plan establishes bike lanes along Fourth and Sixth streets in the historic core of Downtown. As noted, the community's overall trail system is integral to the success of Downtown. The Frederick Central Loop Trail enters Downtown West from the west and turns north along the west side of Colorado Boulevard. A regional trail will connect from the loop trail to the east of Colorado Boulevard, proceed east through Centennial Park, and eventually connect with neighborhoods in the eastern portion of Frederick. Downtown will serve as the anchor of the community's greenway and trail system.

The design of the Frederick Central Loop Trail and other regional trails and greenways serving the greater Downtown area should encourage bicyclists at different speeds and abilities and include sufficient width to provide attractive lanes for people walking, biking, and using other transportation modes. The loop trail should help to stimulate adjacent development, including the possibilities of eateries, breweries, and other destinations along the trail. An overall goal of the trail and greenway network around Frederick is to create a regional connection that is so attractive and inviting that an increasing number of visitors travel to Downtown Frederick by bicycle or on foot. This strategy would create a more vital and active greater Downtown area, would reduce vehicular traffic, and in turn would reduce the need for parking in different areas around Downtown.

The following features will further support the bicycle and pedestrian infrastructure serving the greater Downtown area.

- ▶ Installing attractive and safe bicycle parking facilities at strategic locations around different sub-areas within the greater Downtown area.
- ▶ Installing bike storage lockers to encourage bicycle use throughout the Downtown area.
- ▶ Installing bike rental facilities around the Downtown area and throughout the entire community to encourage visitors to bike around the community and enjoy different parts of Downtown.
- ▶ Installing benches and other attractive seating areas along trails to encourage people to walk in the greater Downtown area.
- ▶ Ensuring that the trails and greenways in the greater Downtown area include sufficient areas of shade, drinking fountains, sufficient pedestrian lighting, and public art to enhance the appeal of the trails and greenways.
- ▶ Ensuring that different residential streets and neighborhoods around the greater Downtown area have strong trail or sidewalk connections to the major greenways and open spaces in the Downtown area, including the Frederick Central Loop Trail and Centennial Park.



Planning for Future Transit

Although southwest Weld County currently has very limited access to transit facilities, the Town will continue to explore transit possibilities that may enhance connectivity to Downtown Frederick. These possibilities may include:

- ▶ Connections with Front Range regional rail that could eventually connect from Denver to Fort Collins, passing through or near Frederick.
- ▶ East-west transit possibilities along the Highway 52 corridor between Fort Lupton and the Boulder area.
- ▶ Locally serving transit possibilities (including local shuttles) that could run along the Colorado Boulevard corridor, connecting the hubs within the Carbon Valley (including Downtown Frederick as well as Dacono and Firestone).

As discussions concerning transit improvements in the Carbon Valley and throughout Northern Colorado continue, the Town of Frederick will continue to explore partnerships with other municipalities, Weld County and other counties, and regional and state transportation entities to introduce transit service into the local area. The Town will continue to prioritize providing transit connections, either locally or regionally, that include links to the Downtown Frederick area, given its importance in the community.

Historic Preservation



Downtown Frederick is the central hub of the historic heart of the Frederick community and the Carbon Valley. As outlined in the Town’s Historic Preservation Plan, the Downtown’s roots trace back to the Town’s founding as a mining town in the early 1900s. As the Carbon Valley continues to urbanize, Downtown Frederick represents the most significant concentration of historic buildings and historic places in the local area. Maintaining and drawing from Frederick’s historic fabric will help Downtown remain an authentic and unique area that stands out from other downtowns in Northern Colorado. The Downtown Plan highlights the following goals and actions to preserve Downtown’s historic character and ensure that new buildings and developments in the greater Downtown area draw from the town’s rich history.



Credit: Town of Frederick



Credit: Town of Frederick

Exploring Historic Designations

As noted in the Historic Preservation Plan, the Town and the Historic Preservation Committee (HPC) will provide educational materials and help facilitate the designation of eligible buildings as historic structures on local, state and/or national historic registers. The Town will complete a Town-wide Historic Inventory Survey to identify buildings and resources eligible for historic designations. A wide variety of buildings in the Downtown area are eligible for historic designation. Working with property owners and other community groups to designate more buildings as historic will add to the appeal and unique status of the greater Downtown area.

The Town may explore the designation of the historic downtown area as a 'historic district'. This designation would further enhance the marketability of Downtown Frederick and would provide additional possibilities for grant funding from History Colorado and other state and federal sources. Numerous downtowns across the country have been designated as historic districts. This move would help ensure that historic preservation remains a top priority in the downtown area going forward.

Facilitating Historic Revitalizations and Re-use

As noted in the Historic Preservation Plan, the Town will inform property owners, builders, and developers regarding grants, incentives, and other tools to help facilitate historic preservation efforts, including the creative re-use of historic structures. The Town and the HPC will continue to pursue the following action items:

- ▶ Providing property owners technical assistance and access to grant consultants.
- ▶ Providing façade improvement grants for historic buildings in Downtown Frederick.
- ▶ Considering tax rebate or fee waiver incentives for rehabilitated historic properties.
- ▶ Creating mechanisms by which property owners can receive financial support for the relocation of structures.

Integrating Historic Character in New Buildings and Development

As outlined in Chapter 4, the Downtown Plan along with the Town's new Land Use Code establishes design regulations for construction and development that ensure that projects in the greater Downtown area integrate historic patterns of buildings and character. The development of all areas in the greater Downtown area will draw from the historic fabric of this portion of Frederick and create buildings, public spaces, and other features that tie to the features found in historic structures. Chapter 4 noted that new projects must draw from the architecture, layout, and other patterns of urban design found in the historic core of Downtown. The development of new areas of Downtown including Miners Park and Downtown West does not need to copy precisely the development along Fifth Street and the historic neighborhoods to the north and south of Fifth Street. However, it must draw from existing historic architecture and patterns to ensure that new projects complement the historic fabric and build upon its foundation. The overall goal is to create a series of areas around Downtown that, together, will form a historically-inspired Downtown that stands out in Northern Colorado. The Town remains determined that Downtown's ongoing evolution will draw from its historic fabric and use it as a differentiating strength and feature for generations to come.

Integrating Historic Character in New Buildings and Development

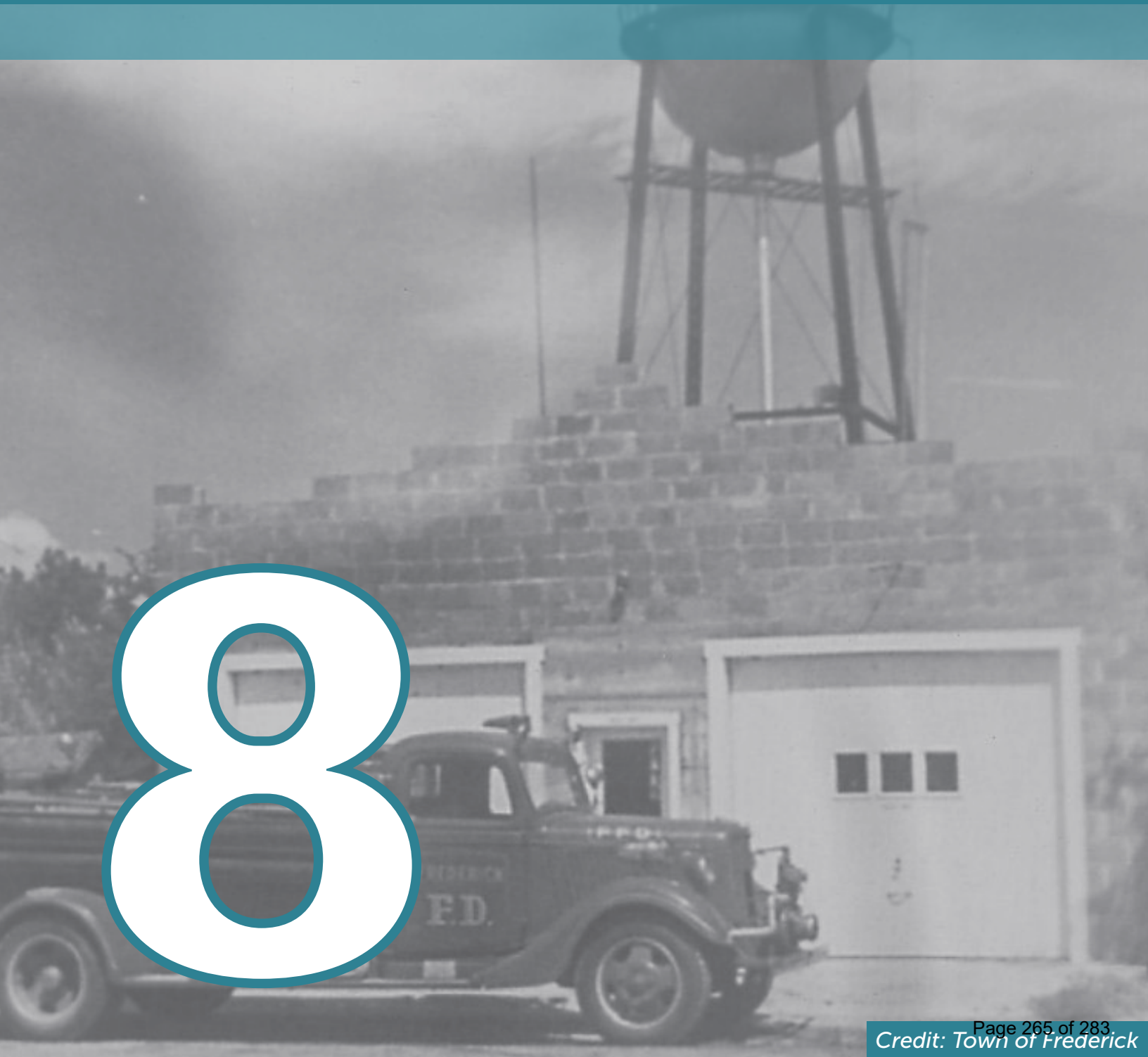
Drawing from the themes and action items of the Historic Preservation Plan, the Town and the HPC will pursue the following objectives that will help implement the vision of the Downtown Plan.

- ▶ Promoting the history of Downtown Frederick (and the Frederick community at large) through educational programming, publications, social media, and other communications channels. These efforts may include the launch of a quarterly "Frederick History Spotlight" article or walking tour series.
- ▶ Establishing a Frederick History Month to promote all aspects of Downtown's history.
- ▶ Continuing to conduct tours of the Frederick Museum on Fifth Street.
- ▶ Weaving the historical roots and resources of Downtown Frederick into future marketing efforts specifically geared to the greater Downtown area.

Downtown Frederick has the potential to leverage its historic charm, the character of the buildings, and the stories of Frederick's past to create a very attractive destination in Northern Colorado. The Town, the HPC, developers, property owners, businesses, and community members remain committed to preserving and drawing from Downtown's history as the area continues to evolve and thrive.

Infrastructure

8



As individual developments move forward in the various areas of Downtown, including the historic core, Downtown West, and Miners Park, they will need to demonstrate adequate infrastructure capacity and facilities to serve residences, businesses, and other uses, in the same manner as any other project in Frederick. The Town of Frederick maintains and regularly updates infrastructure plans for water and other infrastructure serving Downtown and various areas of the community. This chapter highlights the notable issues the Town and other parties will continue to resolve as the Downtown Plan moves forward. Given the age of the historic core of Downtown, this portion of Downtown logically presents more infrastructure issues compared to new, greenfield development areas like Downtown West and Miners Park.

Sewer

Sewer lines serving the historic core of Downtown are located in the alleys, between streets. The Town notes that sewer capacity issues may be present in the historic core. Thus, if this area experiences a notable increase in infill development, including a net increase in buildable area, expansions or modifications to the existing sewer system may be required.

The Town generally has sufficient sewer capacity to serve newer development areas in Downtown (Downtown West and Miners Park) and individual developments would need to plan for the expansion of individual sewer lines to serve different residential, commercial, and civic uses.

Water

The Town of Frederick continues to plan for future water supplies serving the entire community by working with other partners in Northern Colorado, such as Northern Water. Sufficient water capacity does not exist at this time to serve all of the potential development reflected in the Downtown Plan. Developers will need to secure additional water supplies and capacities to serve development going forward. In addition, ongoing development may spur the need to add a pump to facilitate water flow and pressure serving the Downtown area over time.

Drainage

The majority of drainage infrastructure serving the historic core of Downtown does not require any upgrades, and the Town recently installed new drainage infrastructure along Fifth Street. As part of these efforts, the Town repositioned drainage inlets and installed drainage pipes along both sides of Fifth Street. A drainage outfall facility at the northwest corner of Fifth Street and Main Street serves most of the historic core of Downtown.

The greater Downtown area serves as a significant focal point for drainage flows from the surrounding area, including Dacono to the south and neighborhoods to the east and west. The Town is in the process of redesigning the drainage ponds within Centennial Park to provide sufficient capacity for drainage. Within Downtown West, to the south and west of Fifth Street and Colorado Boulevard, any development must provide sufficient detention pond and stormwater capacity for the development and serve drainage flowing from Centennial Park and Silverstone Marketplace toward the north.

The Town will continue to improve drainage facilities that run along the southern edge of the Thunder Valley school campus, on the eastern side of Downtown.

The Downtown Plan calls for drainage facilities in and around the Downtown area to be creatively designed to facilitate the alignment of trails and seating areas along these facilities to enhance recreation. In addition, the Town will work with developers to install drainage ponds and facilities that integrate native plantings and incorporate design that is more natural in appearance, with the use of stone and other features. Guidance from the Mile High Flood District (MHFD) may help inform the design of drainage facilities using these creative techniques. This strategy runs counter to many standard suburban drainage strategies that have employed the use of square or rectangular drainage areas that provide functionality but often appear very unnatural or rigid in appearance. Furthermore, the design of drainage facilities will employ strategies to improve water quality as drainage moves around the area and toward creeks and lakes.



*An example of a naturally designed drainage facility
Credit: City of Denver*



*An example of a natural drainage facility with an adjacent multi-use trail
Credit: City of Denver*

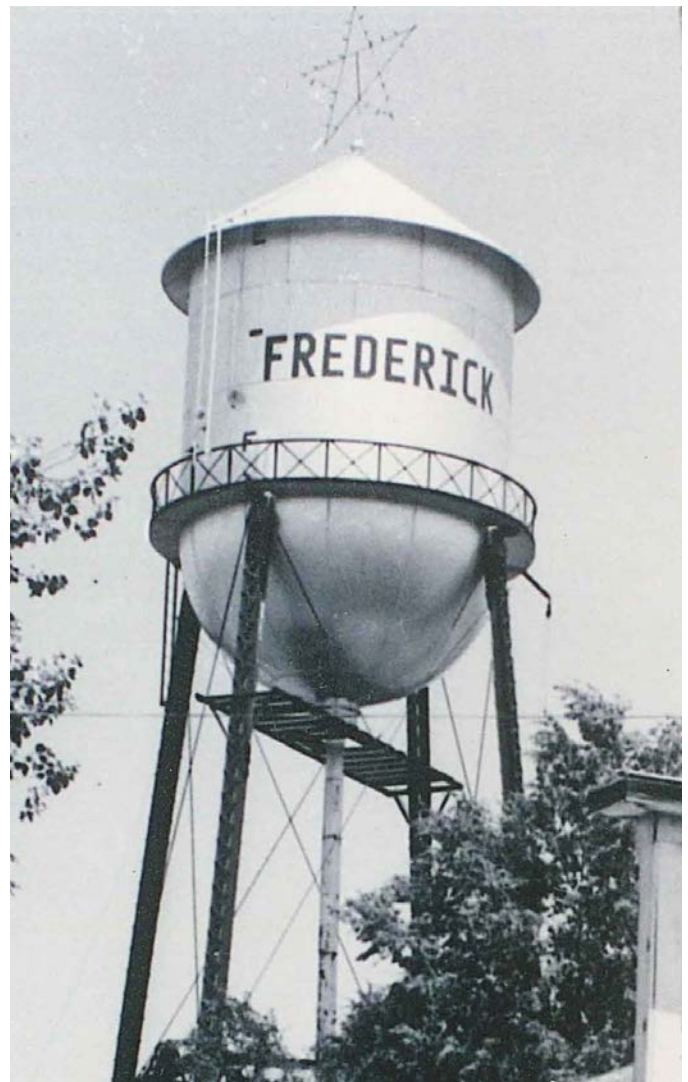
Dry Utilities

The providers of “dry utilities”, including trash and recycling, electricity, natural gas, and telecommunications, have sufficient capacity to serve future development in the Downtown area.

- ▶ No critical changes in service levels for waste disposals are anticipated with the build-out of development anticipated in the Downtown Plan. Each development, as part of the site plan review process, must demonstrate sufficient capacity for trash and recycling.
- ▶ As new construction takes place in Frederick, United Power normally upsizes electricity capacity accordingly and converts service to underground. The development anticipated in the Downtown Plan should not compromise the capacities of the electrical systems serving this part of Frederick.
- ▶ The natural gas system serving Frederick has sufficient capacity to serve the development anticipated in the Downtown Plan.
- ▶ Telecommunications and Internet providers will increase capacity as necessary as the Downtown Frederick area continues to evolve and grow over time.

Police and Fire Services

- ▶ The anticipated increase in the number of residents, employees, and visitors within the greater Downtown area should not exceed the capacity of the Frederick Police Department to adequately serve the immediate area.
- ▶ In light of the anticipated growth of the Frederick-Firestone Fire Protection District over the next 20 years, the development build-out of the Downtown Plan should not exceed the capacity of the Fire Department to adequately serve Downtown Frederick.



Credit: Town of Frederick

Implementation



Achieving the vision for Downtown Frederick will require the collective efforts of a wide range of individuals and organizations, from the Board of Trustees to Town staff to business and property owners and residents involved in various civic causes. The Downtown Plan does not set in stone the strategy for how to implement the components of the plan. Instead, it outlines an anticipated timeline for the completion of the various public improvements in the plan, the priority level for each action (low, medium, high), the anticipated funding sources, and the anticipated partnerships to realize goals. The Downtown Plan also articulates strategies for maintenance and operations in Downtown Frederick in the future. The Town and its partners will use the information in this chapter to set budgets and work plans on a yearly basis to track progress in achieving the goals of the Downtown Plan. The numerical cost estimates for streetscape improvements represent costs in 2025 dollars. Other actions are categorized by number of dollar signs to represent the general, relative costs of these actions.

Cost Estimates and Timing of Completion

The following tables highlight the cost estimates for various improvements and initiatives in the Downtown Plan by category, the level of priority, and the anticipated timing of completion. The shading of multiple boxes under the timeline to completion indicates that implementation is likely to span longer periods of time. Actions for which all four boxes are shaded will likely continue as ongoing actions over a longer period of time.

STREETSCAPE - HISTORIC CORE	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Fifth Street, Main to Elm	HIGH	\$900,000				
Fifth Street, Elm to Oak (includes plaza and paseo)	HIGH	\$1,500,000				
Fifth Street, Oak to Locust (includes one paseo)	HIGH	\$1,200,000				
Fifth Street, Locust to Walnut	MEDIUM	\$800,000				
Fifth Street, Walnut to Maple	MEDIUM	\$790,000				
Fifth Street, Maple to Frederick Way	LOW	\$1,500,000				
Elm Street, Fourth to Fifth Street	HIGH	\$700,000				
Elm Street, Fifth to Sixth Street	HIGH	\$500,000				
Oak Street, Tipple to Second Street	MEDIUM	\$700,000				
Oak Street, Second to Third Street (includes one plaza)	MEDIUM	\$950,000				

STREETSCAPE - HISTORIC CORE	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Oak Street, Third to Fourth Street	MEDIUM	\$700,000				
Oak Street, Fourth to Fifth Street	HIGH	\$700,000				
Oak Street, Fifth to Sixth Street (includes 1 plaza)	HIGH	\$750,000				
Locust Street, Fourth to Fifth Street	HIGH	\$500,000				
Locust Street, Fifth to Sixth Street	HIGH	\$650,000				
Locust Street, Sixth to Seventh Street	MEDIUM	\$500,000				
Locust Street, Seventh to Eighth Street	MEDIUM	\$500,000				
Fourth Street, Main to Locust St	MEDIUM	\$2,200,000				
Sixth Street, Main to Locust	MEDIUM	\$2,100,000				
Central Plaza (within redevelopment of Town-owned block), including common consumption area	MEDIUM	\$1,500,000				
Subtotal, Streetscape, Historic Core ->		\$19.6 million				

STREETSCAPE - MINERS PARK	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Locust Street, from Centennial Park to Thirteenth Street	HIGH	\$\$\$\$				
Main Street, Fourteenth St Streetscape	MEDIUM	\$\$\$				

STREETSCAPE - DOWNTOWN WEST	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Diagonal Main St, from Colorado Blvd to Destination Park	HIGH	\$\$\$\$				
Secondary Downtown Streets in Downtown West	MEDIUM	\$\$\$\$				

OTHER POTENTIAL IMPROVEMENTS (Chapter 4)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Civic anchor in Neighborhood Park in Downtown West	MEDIUM	\$\$\$\$				
New Town Hall, somewhere in greater Downtown	MEDIUM	\$\$\$\$				
Unified Signage & Wayfinding improvements across all of greater Downtown	HIGH	\$\$				
Farmers Market / Public Market (permanent structure), somewhere in greater Downtown	HIGH	\$\$\$\$				
Redevelopment of Town-Owned Block	MEDIUM	\$\$\$\$				

PARKS, OPEN SPACE, AND RECREATION IMPROVEMENTS (Chapter 5)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Crist Park Improvements	HIGH	\$3,100,000				
Centennial Park Improvements (not including drainage)	HIGH	\$\$\$				
Neighborhood Park in Downtown West	HIGH	\$\$\$\$				
Development of smaller parks and plazas in Miners Park and Downtown West areas	MEDIUM	\$\$\$				
Frederick Central Loop Trail (west of Colorado Blvd)	HIGH	\$\$\$\$				
Trail across Centennial Park and to the east	HIGH	\$\$\$				
Trail crossing of Colorado Blvd	MEDIUM	\$\$\$				
Securing flexible, indoor space for Town events held throughout the year	MEDIUM	\$\$\$				
Expanding the roster of music events Downtown throughout the year	HIGH	\$				

PARKS, OPEN SPACE, AND RECREATION IMPROVEMENTS (Chapter 5)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Expanding the range of outdoor events held around Downtown throughout the year	HIGH	\$				
Spreading the Town's largest events to multiple locations around Downtown	MEDIUM	\$\$				
Adding more indoor and outdoor events during the winter and spring	HIGH	\$\$				
Adding more Town staff to manage more events spread throughout the year	LOW	\$\$				
Enhancing gateway landscaping and buffering in the Downtown area	MEDIUM	\$\$				

POTENTIAL INITIATIVES - TRANSPORTATION (Chapter 6)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Explore opportunities for shared or expanded parking at the Thunder Valley school campus to serve Downtown	MEDIUM	\$				
Explore placing time limitations on street parking in Downtown Frederick	LOW	\$				
Creation of a shuttle system around Downtown	LOW	\$\$				
Continue to explore development of municipal parking solutions as Downtown continues to grow	HIGH	\$\$\$				
Improve signage and wayfinding systems regarding parking facilities serving the greater Downtown area	MEDIUM	\$\$				
Installing safe and attractive bike parking facilities around Downtown	MEDIUM	\$\$				

POTENTIAL INITIATIVES - TRANSPORTATION (Chapter 6)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Installing bike storage lockers around Downtown	MEDIUM	\$\$				
Installing bike rental facilities around Downtown	MEDIUM	\$\$				
Ensuring that trails and greenways connecting to or around Downtown include areas of shade, sufficient lighting, drinking fountains, sufficient lighting, and public art to enhance their appeal.	HIGH	\$\$				
Ensuring that different streets and neighborhoods have sufficient trail or walkway connections to greenways and open spaces in the Downtown area	MEDIUM	\$\$				
Pursue potential connections from Downtown to regional mass transit lines (such as the Front Range regional rail network or transit along Colorado Blvd or I-25)	MEDIUM	\$\$\$				
Explore locally serving transit possibilities (such as shuttles) connecting within or to Downtown Frederick	MEDIUM	\$\$\$\$				

POTENTIAL INITIATIVES - HISTORIC PRESERVATION (Chapter 7)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Complete a historic survey of Downtown and determine properties to be included on a local historic registry.	HIGH	\$				
Providing technical assistance and access to grant writers (for historic preservation grants) for property owners	MEDIUM	\$				
Implementing a façade improvement grant program for historic buildings in Downtown Frederick	MEDIUM	\$\$				

POTENTIAL INITIATIVES - HISTORIC PRESERVATION (Chapter 7)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Consider tax rebate or fee waiver incentives for rehabilitated historic properties.	MEDIUM	\$\$				
Creating mechanisms for financial support for property owners relocating historic structures	MEDIUM	\$\$				
Promoting the history of Downtown Frederick (and the Frederick community at large) through educational programming, publications, social media, and other communications channels.	MEDIUM	\$				
Establishing a Frederick History Month to promote all aspects of Downtown's history	MEDIUM	\$				
Continuing to conduct tours of the Frederick Museum on Fifth Street	MEDIUM	\$				
Weaving the historic roots and resources of Downtown Frederick into future marketing efforts.	MEDIUM	\$				

POTENTIAL INITIATIVES - INFRASTRUCTURE (Chapter 8)	PRIORITY	PRELIMINARY COST ESTIMATE	1 - 5 YEARS	5 - 10 YEARS	10 - 15 YEARS	15 - 20 YEARS
Complete improvements for drainage facilities on the south side of the Thunder Valley campus	HIGH	\$\$\$				
Plan for and implement drainage facilities to serve Downtown West	HIGH	\$\$\$\$				
Plan for and implement changes to drainage facilities in Centennial Park	HIGH	\$\$\$\$				

Potential Partners and Funding Sources

The following tables highlight the potential partners involved in the implementation of the various actions identified in the Downtown Plan. The creation of an Urban Renewal Authority (URA) area along with the use of Tax Increment Financing (TIF) represent the most common and likely source of funding for many of the action items in the plan. URAs are formed to utilize TIF funding for a variety of infrastructure and related costs associated with development. Many downtown districts across Colorado have used this approach to fund streetscape and related projects in recent years. The term 'tax increment financing' refers to the ability of local entities (including URAs) to bond against the projected increase in property and sales tax revenue generated from anticipated development to pay for upfront costs such as infrastructure, streetscape, and other elements. URAs may also reimburse infrastructure costs and buy and sell real estate to support community revitalization efforts.

Other likely sources of funding for items in the Downtown Plan include general funds, grants from various local, state, and federal sources, and contributions or donations from individuals and other outside entities.

Likely partners in many of the items identified in the Downtown Plan include developers of different areas around Downtown (Downtown West, Miners Park, etc.), the St. Vrain Valley School District, the Carbon Valley Parks and Recreation District, property owners and business owners, the PROST Commission, the HPC, and other civic organizations. In many cases, the Town and Downtown interests will need to collaborate with a host of different organizations and entities to fulfill the goals of the Downtown Plan.

STREETSCAPE - HISTORIC CORE	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Fifth Street, Main to Elm	Property & business owners	URA TIF funding
Fifth Street, Elm to Oak (includes plaza and paseo)		
Fifth Street, Oak to Locust (includes 1 paseo)		
Fifth Street, Locust to Walnut		
Fifth Street, Walnut to Maple		
Fifth Street, Maple to Frederick Way		
Elm Street, Fourth to Fifth Street		
Elm Street, Fifth to Sixth Street		
Oak Street, Tipple to Second Street		
Oak Street, Second to Third Street (includes 1 plaza)		
Oak Street, Third to Fourth Street		

STREETSCAPE - HISTORIC CORE	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Oak Street, Fourth to Fifth Street	Property & business owners	URA TIF funding
Oak Street, Fifth to Sixth Street (includes 1 plaza)		
Locust Street, Fourth to Fifth Street		
Locust Street, Fifth to Sixth Street		
Locust Street, Sixth to Seventh Street		
Locust Street, Seventh to Eighth Street		
Fourth Street, Main to Locust St		
Sixth Street, Main to Locust		
Central Plaza (within redevelopment of Town-owned block), including common consumption area	Potential developer(s) of space within Town-owned block	URA TIF funding, funding from potential developer(s) of Town-owned block

STREETSCAPE - MINERS PARK	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Locust Street, from Centennial Park to Thirteenth Street	Miners Park developer	URA TIF funding. Funding from Miners Park developer
Main Street, Fourteenth St Streetscape		

STREETSCAPE - DOWNTOWN WEST	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Diagonal Main St, from Colorado Blvd to Destination Park	Downtown West developer	URA TIF funding. Funding from Downtown West developer
Secondary Downtown Streets in Downtown West		

OTHER POTENTIAL IMPROVEMENTS (Chapter 4)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Civic anchor in Neighborhood Park in Downtown West	Local civic organizations; Pertinent local agencies (such as Carbon Valley Parks and Rec, etc.)	URA TIF funding; Grants; General funds; Potential donations and foundations
New Town Hall, somewhere in greater Downtown		URA TIF funding; Grants; General funds
Unified Signage & Wayfinding improvements across all of greater Downtown		
Farmers Market / Public Market (permanent structure), somewhere in greater Downtown	Development partner for farmers market / public market and associated development	
Redevelopment of Town-Owned Block	Development partner for Town-owned block	

PARKS, OPEN SPACE, AND RECREATION IMPROVEMENTS (Chapter 5)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Crist Park Improvements		URA TIF funding; Grants; General funds
Centennial Park Improvements (not including drainage)		
Neighborhood Park in Downtown West	Developer(s) in Downtown West	
Development of smaller parks and plazas in Miners Park and Downtown West areas	Developers within Miners Park and Downtown West	URA TIF funding
Frederick Central Loop Trail (west of Colorado Blvd)		Grants; General funds dedicated to parks and recreation
Trail across Centennial Park and to the east		
Trail crossing of Colorado Blvd		
Securing flexible, indoor space for Town events held throughout the year	Potential developers in different areas of Downtown	URA TIF funding; Grants; General funds

PARKS, OPEN SPACE, AND RECREATION IMPROVEMENTS (Chapter 5)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Expanding the roster of music events Downtown throughout the year	Local arts and civic organizations	Grants; General funds; Funding generated from events
Expanding the range of outdoor events held around Downtown throughout the year		
Spreading the Town's largest events to multiple locations around Downtown		
Adding more indoor and outdoor events during the winter and spring		
Adding more Town staff to manage more events spread throughout the year		General funds; Funding generated from events
Enhancing gateway landscaping and buffering in the Downtown area	Potential developers in different areas of Downtown	URA TIF funding; Grants; General funds

POTENTIAL INITIATIVES - TRANSPORTATION (Chapter 6)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Construction of a Parking Structure as part of Redevelopment of Town-Owned Block	Potential development partner for Town-owned block	URA TIF funding; Grants; General funds
Explore opportunities for shared or expanded parking at the Thunder Valley school campus to serve Downtown	St Vrain Valley School District	URA; TIF funding; General funds
Explore placing time limitations on street parking in Downtown Frederick		General funds
Creation of a shuttle system around Downtown	Local merchants; Development partners for different areas around Downtown	General funds; Contributions from local developers and merchants
Continue to explore development of municipal parking facilities as Downtown continues to grow	Property owners; Development partners for different areas around Downtown	URA TIF funding; Contributions from developers

POTENTIAL INITIATIVES - TRANSPORTATION (Chapter 6)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Improve signage and wayfinding systems regarding parking facilities serving the greater Downtown area		URA TIF funding; General funds
Installing safe and attractive bike parking facilities around Downtown		
Installing bike storage lockers around Downtown		
Installing bike rental facilities around Downtown		
Ensuring that trails and greenways connecting to or around Downtown include areas of shade, sufficient lighting, drinking fountains, sufficient lighting, and public art to enhance their appeal.	PROST Commission	URA TIF funding; General funds
Ensuring that different streets and neighborhoods have sufficient trail or walkway connections to greenways and open spaces in the Downtown area	PROST Commission	URA TIF funding; General funds
Pursue potential connections from Downtown to regional mass transit lines (such as the Front Range regional rail network or transit along Colorado Blvd or I-25)	Other governmental agencies	General funds; State and federal grants and programs
Explore locally serving transit possibilities (such as shuttles) connecting within or to Downtown Frederick		URA TIF funding; General funds; Funding contributions from local merchants

POTENTIAL INITIATIVES - HISTORIC PRESERVATION (Chapter 7)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Complete a historic survey of Downtown and determine properties to be included on a local historic registry.	Historic Preservation Committee; History Colorado; Preservation consultants	General fund; Certified Local Government (CLG) and State Historic Fund (SHF) Grants
Providing technical assistance and access to grant writers (for historic preservation grants) for property owners	Historic Preservation Committee; History Colorado	General fund; CLG and SHF Grants

POTENTIAL INITIATIVES - HISTORIC PRESERVATION (Chapter 7)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Implementing a façade improvement grant program for historic buildings in Downtown Frederick	Historic Preservation Committee	General fund; TIF funding; building permit fees
Consider tax rebate/ credits or fee waiver incentives for rehabilitated historic properties.	Historic Preservation Committee; History Colorado	General fund; CLG and SHF Grants
Creating mechanisms for financial support for property owners relocating historic structures	Historic Preservation Committee	
Promoting the history of Downtown Frederick (and the Frederick community at large) through educational programming, publications, social media, and other communications channels.	Historic Preservation Committee; History Colorado	
Establishing a Frederick History Month to promote all aspects of Downtown's history	Historic Preservation Committee	General fund
Continuing to conduct tours of the Frederick Museum on Fifth Street		
Weaving the historic roots and resources of Downtown Frederick into future marketing efforts.	Historic Preservation Committee; History Colorado	General fund; TIF funding

POTENTIAL INITIATIVES - INFRASTRUCTURE (Chapter 8)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES
Complete improvements for drainage facilities on the south side of the Thunder Valley campus	St Vrain Valley School District	General fund (Capital Improvement Program)
Plan for and implement drainage facilities to serve Downtown West	Developer of Downtown West	URA TIF funding; Grants
Plan for and implement changes to drainage facilities in Centennial Park		URA TIF funding; Grants

Maintenance and Operations Strategies

Drawing from advisory reports issued by Downtown Colorado, Inc. (DCI), including the 2023 Frederick Downtown Strategy Report, the Town will explore the following menu of options to implement the Downtown Plan. The following entities will have responsibility for operations and maintenance, including the upkeep of streetscape features, cleaning and sweeping, painting and repair, the management of activities held in public places, and the marketing of Downtown and its activities.

Urban Renewal Authority (URA)

Background: URAs are established to eliminate blighted areas for development or redevelopment by purchasing, rehabilitating and selling land for development. URAs focus on real estate development, the financing of rehabilitation efforts, and infrastructure improvements.

Funding Method: URA generate funding from tax increment financing based upon future, projected property and/or sales tax revenue.

Governance and Operations: URAs are governed by a board of five to 11 members appointed by the Town Board. URAs can condemn property, operate facilities, and issue bonds secured by projected tax increment revenues.

Downtown Development Authority (DDA)

Background: DDAs are quasi-municipal corporations intended to halt or prevent deterioration of property values or structures in Central Business Districts. DDAs help oversee real estate development, infrastructure, and operations. The process of forming a DDA

involves passing an ordinance that is subject to a vote of affected property owners.

Funding method: DDAs generate revenue from tax increment financing on future property and/or sales taxes. They may also assess a mill levy of no greater than five mills on property, to fund operations.

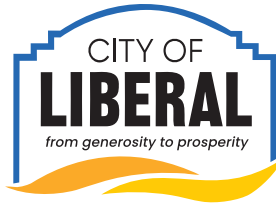
Governance and Operations: DDAs are governed by a board of five to 11 members appointed by the Town Board. DDAs cannot condemn property but they can operate facilities and issue bonds secured by projected tax increment revenues.

Business Improvement District (BID)

Background: BIDs are quasi-municipal organizations and all property assessed in a BID must be commercial. BIDs conduct a variety of management, marketing, advocacy, and economic development services and may issue bonds tied to capital improvements. They are formed through a petition of property owners representing 50 percent of acreage and 50 percent of the value of the district. BIDs are officially formed through an ordinance of the Town Board and a TABOR election.

Funding Method: BIDs generate revenue through assessments or mill levies on commercial property within a Downtown. They may also issue bonds to fund improvements or operations.

Governance and Operations: The governance and operations of a BID can be very flexible. They may not condemn property but may regularly operate various types of facilities and orchestrate maintenance and programming.



**CITY OF LIBERAL
CITY COMMISSION MEETING
February 20, 2026
AGENDA ITEM #**

To: Mayor Jeff Parsons
Vice Mayor Janeth Vazquez
Commissioner Ron Warren
Commissioner Matt Landry
Commissioner Jose Lara

Date: February 20, 2026

From:

RE: ADJOURNMENT

Recommendation: