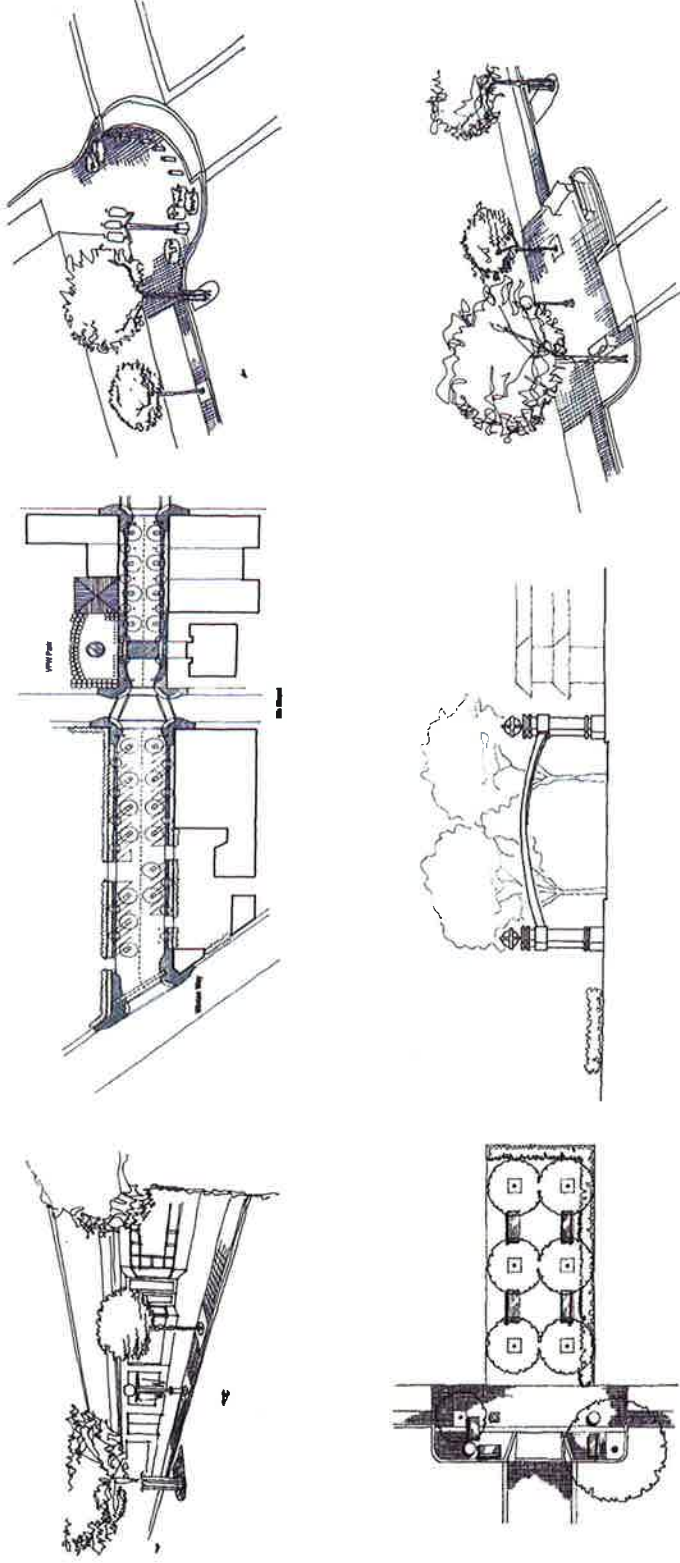


City of Fountain Olde Town Revitalization Summary



Recommended Projects for moving forward

Submitted by Ensign April 8, 2014

Fountain Olde Town Revitalization

Introduction

This document is intended to review and summarize past studies, reports and lay out a path for moving forward with the revitalization of the Olde Town area of the City of Fountain. The main goal of this summary is simply provide a list of projects and cost with a path to implementation. The summary doesn't develop new information related to the Olde Town area but instead takes from the work done in previously conducted reports and studies and brings together a simple list of projects with costs and a mechanism for funding. The summary also recommends who and what organizations should be responsible for implementation. The tasks below were developed to help define a pathway to finding information contain within previous reports and studies to develop a list of projects to be implemented.

This report deals with six tasks which included the following:

- Task 1 Evaluate Existing Olde Town Plans, Activities, Functions and Infrastructure
- Task 2 Identify Ready Resources for Businesses
- Task 3 Identify Complementary Mix of Businesses for Olde Town and Gateway
- Task 4 Identify Development and Prioritize Business Development, Activities, Functions, Events and Infrastructure projects
- Task 5 Identify Marketing Strategies and Olde Town and Gateway Businesses
- Task 6 Develop list of funding mechanisms and strategies for Olde Town and Gateway list of Priority Projects

The tasks for this project were since modified to better fit the needs of the businesses and help to define the ultimate product which is a list of projects, cost, resources, funding mechanisms, and an implementation plan.

Initial Findings

What became apparent early on in meetings and the development of this report was that the City of Fountain had conducted numerous studies that contained the same information, investigated the same information provided by the City and businesses and concluded the same thing time and time again. What had failed to happen was putting together the needed funding, resources and organizations to implement the recommendations. Most all the documents and studies reviewed had sound findings, action plans, and recommendations. Some reports had failed to put dollars and cents to the implementation while others had noted some start-up cost. What also became apparent was the lack of understanding of what makes for a strong and vibrant downtown and the design elements of a good Downtown.

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Task one quickly shifted from a formal investigation of existing information to one of first identifying what elements Fountains Olde Town should have and comparing its needs against what had been said in all the previous studies and information provided to Ensign. The initial meetings also shifted to one of self- realization, education, and to creating the platform of understanding as to what projects would create the desired end results, along with creating real expectations for the Olde Town area businesses.

The work group that participated was brought through a series of meetings to first identify the strengths and weakness of the Olde Town area, and to look at past recommendations and obstacles that would create barriers to moving forward. The self- examination portion of the meetings revealed the true picture of what others saw and experienced when visiting the Olde Town area; blight and decay had taken its toll on the area creating what some called a bad experience or bad memory. The focus then moved to what should the Olde Town area look like, including design elements, and developing the basis of a new brand for Olde Town, events, marketing/promotions and finally a list of projects that will support the revitalization effort .

Summary of Projects

The following is the list of projects that are being recommended for moving forward the revitalization of Olde Town Fountain. The list includes Infrastructure Projects, Marketing and Promotions programs, Business and Residential Improvement projects, suggested New Organization to manage the projects and an implementation process.

The list is broken up into the following categories:

<u>Phase 1 Intersections</u>	<u>Program Level Estimate</u>	<u>Possible Funding Source(s)</u>
Project location	Cost Estimate	Funding Organization

The document contains an extensive list of funding organization and funding strategies. The following list of funding organizations and funding sources are the typical funding areas that would fund these types of projects:

- Colorado Department of Transportation (CDOT)
- Department of Local Affairs (DOLA)
 - Community Development Block Grant (CDBG)
 - Mineral Impact Funds (MIF)
- City of Fountain (City)
- Combined EDC/Chamber (New Org)
- Urban Redevelopment Authority (URA)
- Pikes Peak Association of Governments (PPACG)