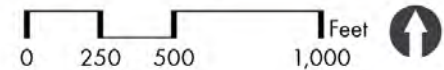


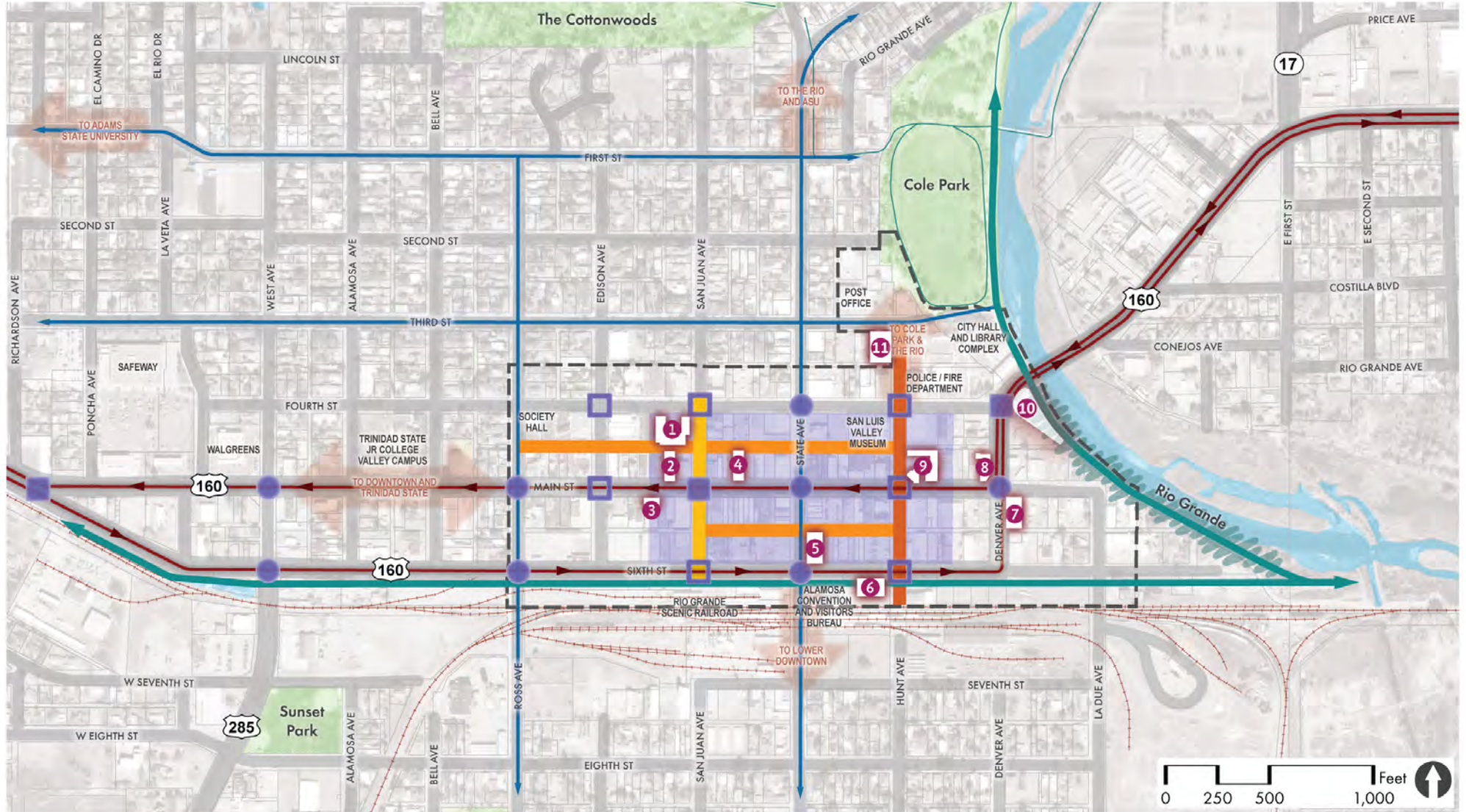
Figure Ground

LEGEND

- Plan Area Boundary
- City Block
- Railroad

- Downtown Building
- Body of Water
- Park or Open Space





Preferred Scenario

- Plan Area Boundary
- Vehicular Direction of Travel
- Bike Lane or Route
- Off-Street Trail/Multi-Use Path
- Key Connection
- Riverfront Activation

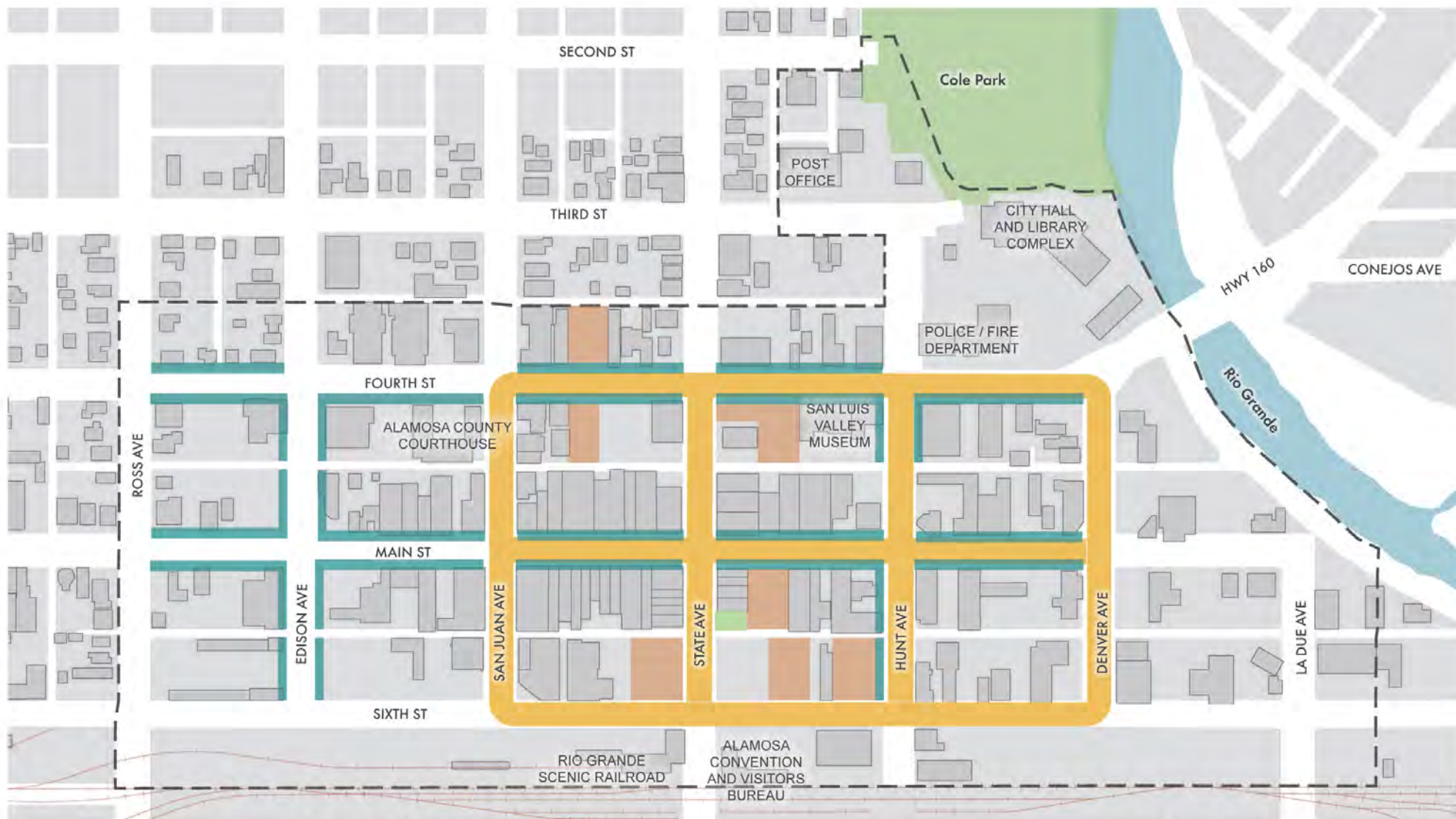
1-Way Traffic Main and 6th

- Festival Street
- Activated Alley
- Cultural Trail
- Existing Signalized Intersection
- Proposed Signalized Intersection
- Enhanced Pedestrian Crossing
- Pedestrian Activation Area

Development Opportunity Sites and Community's Preferred Uses

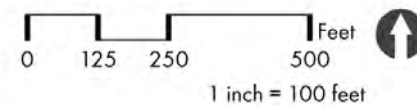
- 1 County Courthouse => Mixed-Use Brewpub and Entertainment
- 2 Lockhart Furniture Building => Art Gallery Space
- 3 Rialto Building => Farm to Table Restaurant
- 4 JCPenney Building => Retail
- 5 Pink Elephant Parcel => Mixed-Use Residential/Hotel
- 6 Motorway Building => Interactive Play Area/Railroad Museum

- 7 SE Corner of Denver and Main => Informal Pop-up Event Space
- 8 NW Corner of Denver and Main => Outdoor Market
- 9 Lamplighter Motel Building => Boutique Hotel
- 10 Riverfront Property => Formal Park / Plaza
- 11 Century Link Parking Lot => Bike Shop or Townhomes



Parking Management

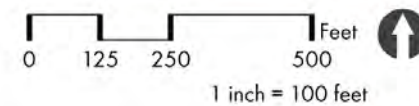
- Downtown Core
(6 block area for
parking study)
- Parking Restripe Area
(for additional efficiency)
- Public Parking Lots





Development Opportunity Sites

Development Opportunity Sites





In this Chapter:

Catalytic Projects and Priorities

Main and 6th Street Redesign

Riverfront Activation

Hunt Avenue Cultural Trail

Alley Activation

San Juan Avenue Festival Street

CHAPTER 5: CATALYTIC PROJECTS

The Catalytic Projects are comprised of streetscape projects and investments in activating under-utilized public spaces, envisioned to improve and energize the Downtown Area. They provide much needed space for events, festivals, pedestrian seating and amenities, public art, and recreational amenities.

These projects primarily address previously vehicle-oriented spaces and provide guidance for transforming them into vibrant and active public places. Some include larger infrastructure changes, such as changing lane configuration and potentially moving the curb and gutter (as on Main Street and 6th) or adding in a new multi-use trail and public spaces (as on the Riverfront Activation project), while some can be achieved with more easy-to-implement solutions, such as Activated Alleys, which can be successful with the addition of seating, lighting, wall murals, and event programming.

All of the Catalytic Projects are envisioned and described as full build-out projects, but this level of completion is intended to be a long-term, visionary effort. Each project can be implemented incrementally, and even the first few phases and improvements for each would be very effective in activating and beautifying the Downtown area.

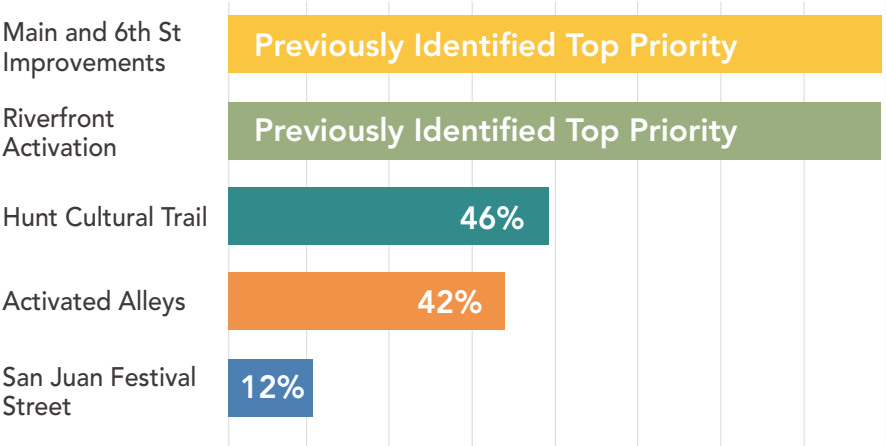
An Implementation Matrix, found at the end of the chapter on page 68, breaks each Catalytic Project into more simplified, phased steps. Each of these “phases” includes general information about timing, a order of magnitude cost, key partners, and potential champions. The phases are designed to break the project into logical portions, with each portion adding individual value without necessarily requiring the completion of the subsequent phase.

Catalytic Projects and Priorities

The Downtown Alamosa Catalytic Projects represent new public spaces and street improvements that were identified and selected during the robust public outreach process. Participants chose the types of infrastructure projects they wanted to see Downtown and voted on the top priorities for future improvements. This prioritization can be seen in the chart below, and the colors of the projects are also used in the map on the following page, which illustrates the specific extents of each project.

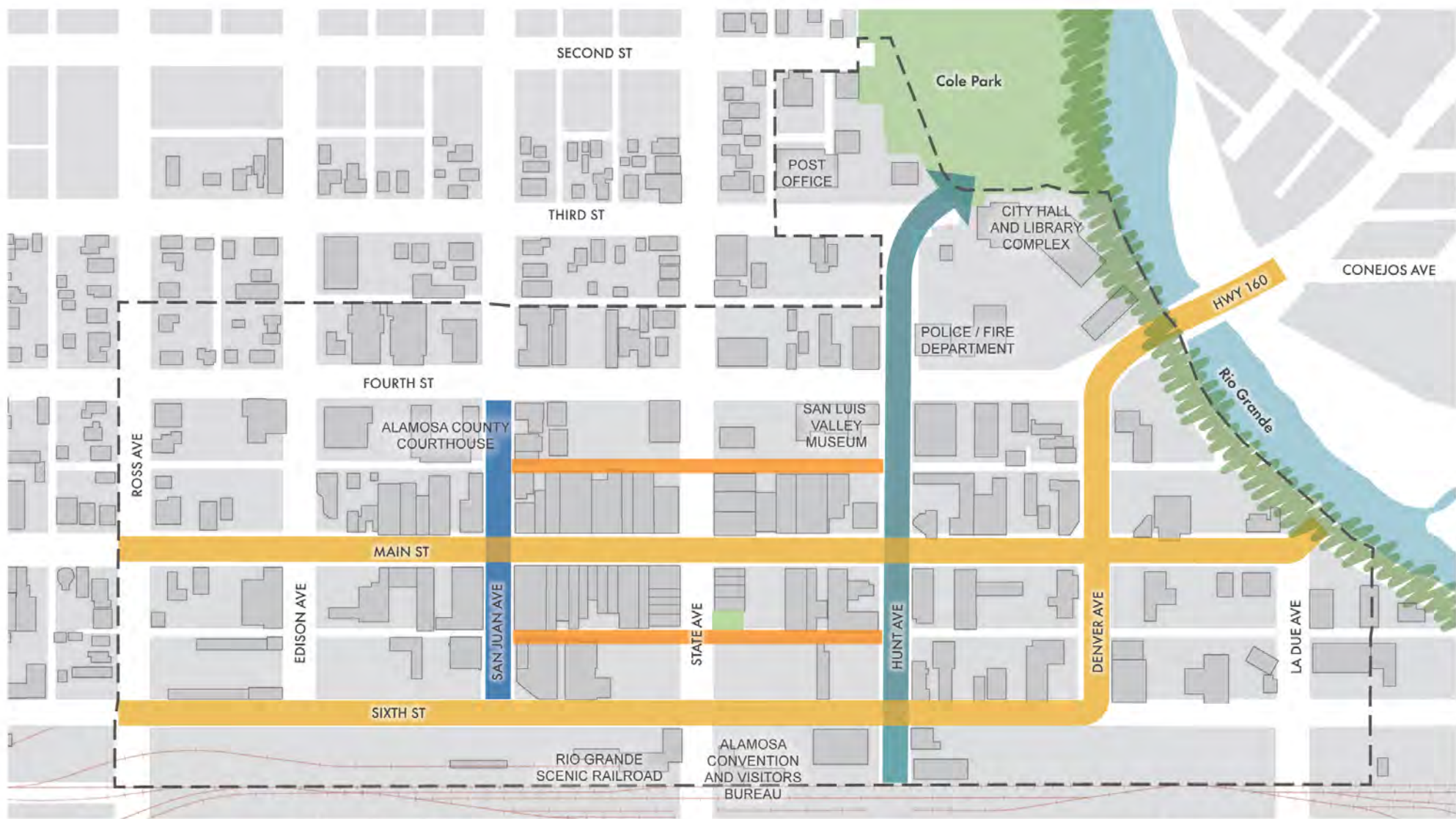
The projects recommended in this Chapter include information on appropriate design features, potential phasing, precedent imagery, graphics illustrating key concepts, and recommendations for implementation. These projects can be completed independently of each other in any order to reduce any potential barriers to their being constructed.

Some of these projects have the potential to be implemented beyond the extents of the Plan Area Boundary identified in the scope of this effort. However, since each of these projects would require a significant financial investment, it is recommended that these areas (shown on the map at right) be prioritized in order to promote the most transformative impact within the Downtown Core as soon as possible.



Prioritization ranking identified by community participants.





Downtown Framework Diagram

LEGEND

Plan Area Boundary

City Block

Downtown Building

Body of Water

Park or Open Space

Railroad

Catalytic Projects

Main and 6th Street Redesign

Catalytic Project Area

Alley Activation

Catalytic Project Area

San Juan Ave Festival Street

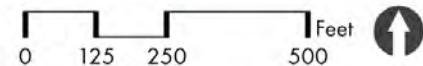
Catalytic Project Area

Riverfront Activation

Catalytic Project Area

Hunt Ave Cultural Trail

Catalytic Project Area



Riverfront Activation

The Rio Grande River is one of Alamosa’s most unique and underutilized assets. A variety of strategies should be implemented to increase activation of the riverfront and create a destination that is special to Alamosa. An easily implementable first step to the river activation is the creation of a more safe, accessible, and comfortable multi-use trail along the river, extending north and south from the Highway 160 bridge. This trail should include bike and wheelchair-friendly paving, lighting, interpretive signage, a cohesive and clear system of wayfinding, and seating. A safe means of crossing major roadways, such as an underpass under Highway 160 (shown on adjacent page) should also be considered.

After the installation of the multi-use trail, an incremental approach to adding in pavilions, plazas and gathering areas, and art along the route can be taken. A boat launch pad or other recreational amenities along the river would allow residents and visitors to have an even more direct interaction with the Rio and add to Alamosa’s rich stock of outdoor recreation opportunities.

Local wildlife, conservation, and naturalist groups should be consulted in an riverfront projects to ensure that construction is sensitive, and beneficial, to the local ecology and the flood plain. Riverfront projects should also take advantage of the opportunity to celebrate and educate about this natural ecosystem and increase people’s stewardship of the Rio Grande River.

Multiple groups in the San Luis Valley and Alamosa are major stakeholders in the Rio Grande riverfront usage and ecological health and the valley’s recreation opportunities. San Luis Valley Great Outdoors (SLV GO), a coalition that promotes outdoor recreation and stewardship in the area, and the Adams State University Outdoor Program are two potential partners that can add significant value in activating the riverfront and ensuring the continuing health of the Rio Grande river corridor.

Other strategies for activation should include using regulatory tools to allow and incentivize the development of housing and dining along the riverfront, similar to riverfront uses in other small towns in Colorado, such as Salida or Golden.

DESIGN PALETTE

Participants in the Downtown Design Plan’s public process, including community meetings, charrettes, open houses, and surveys, selected the features and uses they’d most like to see for riverfront activation. The most popular design elements are shown below, including interpretive art and signage connecting to the history and ecology of the river corridor, cafe seating and riverfront dining, pavilions and shade structures, a multi-use trail with pedestrian amenities, and housing or restaurant uses in riverfront properties.

ARTISTIC ELEMENTS:



PAVING/TRAIL TYPE:



ACTIVITIES AND EVENTS:



SEATING TYPE:



FIXED ELEMENTS:



LAND USES:





EXISTING CONDITIONS

PROPOSED RIVERFRONT ACTIVATION DESIGN VISUALIZATION

PARK PAVILIONS

Pavilions and shade structures offer places for rest along the trail and a good location for public art and other amenities.

SEATING AREAS

Frequent opportunities to sit and rest or enjoy views of the river should be provided along the multi-use trail.

WAYFINDING

Multiple strategies for wayfinding should be used. Pedestrian and cyclist routes should be well marked, safe, and easy to follow.

BRIDGE UNDERPASS

Ensuring an unobstructed path of travel for pedestrians and cyclists will encourage people to use the trail and increase safety.



PREFERRED DESIGN SCENARIO

The preferred scenario from the Downtown Design Plan recommends retaining the circulation pattern of Highway 160 – with Main Street one-way westbound and 6th Street one-way eastbound through Downtown Alamosa – but, incorporates design elements to help calm the flow of traffic in an effort to prioritize the safety of pedestrians. This preferred scenario and the Catalytic Projects have been developed so as not to preclude implementation of a two-way configuration in the future, should the City decide to pursue this strategy.

A Pedestrian Activation Area is identified, stretching from 4th to 6th Street, north-to-south, and just beyond Hunt and San Juan Avenue, east-to-west. This area will prioritize pedestrian safety and active street life over moving vehicles rapidly. Interventions such as activated alleys, a robust emphasis on amenities and art, a Cultural Trail, a Festival Street, and active ground-floor uses in existing buildings will signal to traffic that pedestrians are the priority.

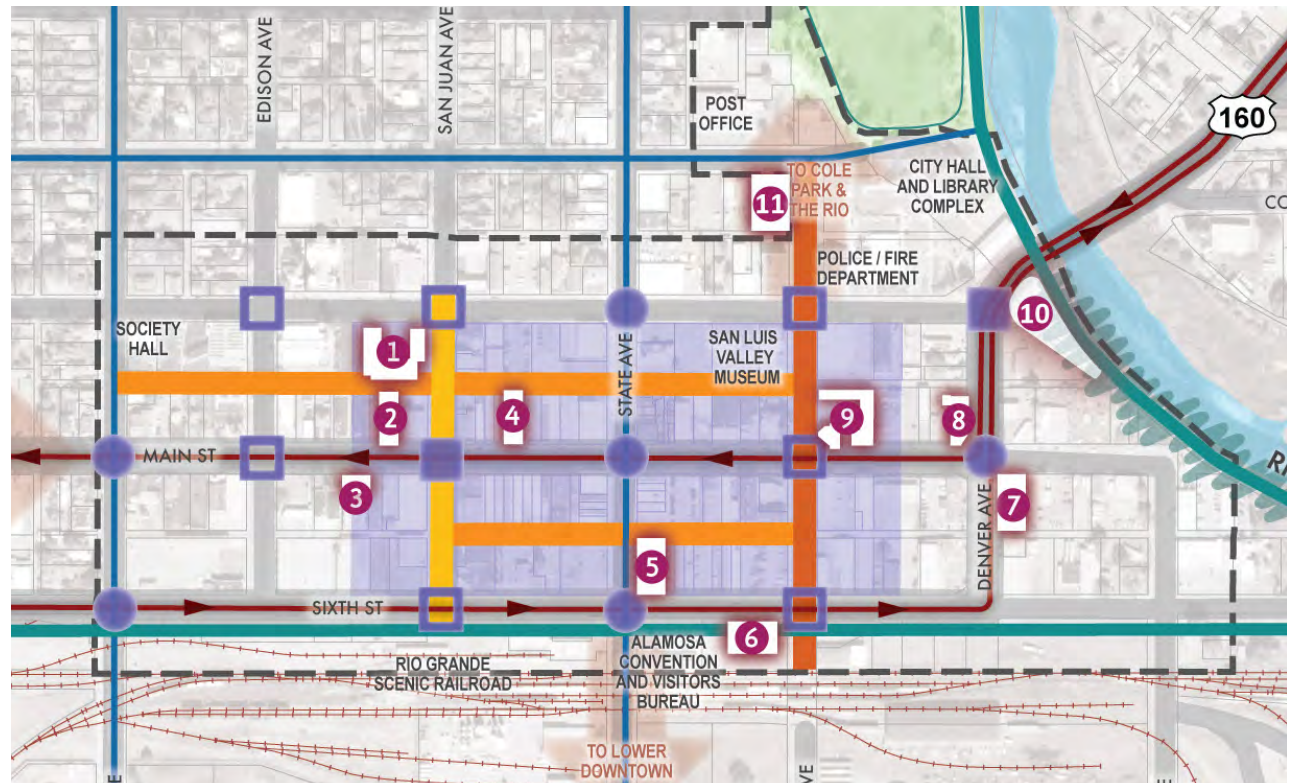
This scenario identifies eleven sites with potential to be the catalysts that drive momentum in the Downtown area. Many of the sites, such as the former County Courthouse, the former Lockhart's store, the Rialto Building, and the Lamplighter Motel, represent opportunities to adaptively reuse existing buildings and breathe new life into those assets. Others, such as surface parking, the former Pink Elephant site, and the City-owned parcel adjacent to the river, represent opportunities to allow new development to add to the character of downtown.

Preferred Scenario



Development Opportunity Sites and Community's Preferred Uses

- 1 County Courthouse => Mixed-Use Brewpub and Entertainment
- 2 Lockhart Furniture Building => Art Gallery Space
- 3 Rialto Building => Farm to Table Restaurant
- 4 JCPenney Building => Retail
- 5 Pink Elephant Parcel => Mixed-Use Residential/Hotel
- 6 Motorway Building => Interactive Play Area/Railroad Museum
- 7 SE Corner of Denver and Main => Informal Pop-up Event Space
- 8 NW Corner of Denver and Main => Outdoor Market
- 9 Lamplighter Motel Building => Boutique Hotel
- 10 Riverfront Property => Formal Park / Plaza
- 11 Century Link Parking Lot => Bike Shop or Townhomes



Preferred Scenario One-Way Traffic Main and Sixth

Development Opportunity Sites - Gateway Opportunities

These three sites are prominently located in Alamosa with high visibility to people entering the City. These gateway locations provide an opportunity for iconic development that is unique and memorable to Alamosa. Additionally, construction of a new bridge on Highway 160 has been discussed with CDOT as a future transportation improvement. The alignment of a new bridge could connect from across the Rio Grande more directly to Main Street. If a new bridge is constructed, these sites will become an even higher priority based on their proximity to the new bridge.

GATEWAY SITE ONE: RIVERFRONT PROPERTY NEAR BRIDGE

The riverfront property near the bridge over the Rio Grande has high visibility for people entering Alamosa from the east. Given the design elements of the proposed riverfront activation, this location is a great opportunity for commercial that would serve riverfront users. A unique design for a restaurant, cafe or beer garden could suit this location well and help it stand out from the other businesses in Alamosa.

Development Site Characteristics

- » **Community's Preferred Use**
 - › Riverfront-Oriented Commercial Use
- » **Feasibility of Preferred Use**
 - › Likely Feasible
- » **Zoning**
 - › Established Neighborhood (EN)
- » **Principal Building Maximum Height**
 - › 35'
- » **Re-Zone Required for Preferred Use?**
 - › No
- » **Adjacent Planned Public Realm Improvements**
 - › Potential New Bridge
 - › Riverfront Activation
- » **Other Features**
 - › Prominent Location
 - › River Adjacency
 - › Unique Site Frontages
- » **Potential Financing Tools**
 - › Opportunity Zone
 - › TIF



Existing Site



Community's Preferred Use: Riverfront-Oriented Commercial Use



Existing Site



Community's Preferred Use: Informal Pop-up Event Space

GATEWAY SITE TWO: SOUTHEAST CORNER OF DENVER AVE AND MAIN ST

The southeast corner of Denver Avenue and Main Street is a prominent location that is currently vacant. The gravel lot is used as a parking lot, perhaps for adjacent restaurants and bars. A park would make this otherwise industrial side of town more welcoming to the public and enhance the block for the surrounding businesses. It could also help visually strengthen the connection of Main Street to the Rio Grande. Many people pass through this intersection on their way into or out of town, making this lot a great opportunity for gateway signage or public art that would contribute to placemaking for Alamosa. If a new bridge is constructed over the Rio Grande, the visual prominence of this lot would be even greater due to the adjacent bridge alignment.

Development Site Characteristics

- » **Community's Preferred Use**
 - › Informal Pop-up Event Space
- » **Feasibility of Preferred Use**
 - › N/A
- » **Zoning**
 - › Industrial (I)
- » **Principal Building Maximum Height**
 - › 50'
- » **Re-Zone Required for Preferred Use?**
 - › Yes
- » **Adjacent Planned Public Realm Improvements**
 - › Potential New Bridge
 - › Main Street Redesign
- » **Other Features**
 - › Prominent Corner Lot
 - › River Adjacency
 - › Existing Signalized Intersection (Main St. and Denver Ave.)
 - › Key connection to Alamosa East
- » **Potential Financing Tools**
 - › Opportunity Zone
 - › TIF