

Urban Renewal Plan -- Draft Vision Statement

Redevelopment of the Twin Peaks Mall and its environs represents a unique opportunity to create a destination commercial and entertainment venue, region-serving, yet locally supportive. The Plan for the revitalized Twin Peaks Mall provides for: a quality design reflective of the community's Western roots; strong internal and external connections for pedestrians, vehicles and bicyclists; and, host environments for a range of public events. The Twin Peaks Mall will continue to be one of Longmont's principle economic development engines as a place where existing and new businesses thrive.

Urban Renewal Plan -- Draft Development and Design Objectives

- Continue to investigate the feasibility of a redeveloped mall concept that includes stores accessible from interior and exterior spaces
- Support the stakeholders' number one goal of a quality store mix and quality shopping experience
- Encourage a broadly-supportive store mix that reflects the area's diverse demographic and psychographic profile
- Encourage future phases as may be related to expansion of the urban renewal area with a mix of uses including: residential, office / employment, parking structure, ice rink, mini-golf, batting cages, etc.
- Give the mall and its environs a "brand" – regionally-recognized
- Incorporate areas of intimacy, as well as public gathering areas to support a range of meeting and entertainment venues
- Include attractive outdoor spaces
- Be the place to host events including: farmer's market, shows and conventions, art walk, etc.
- Reflect a Colorado lifestyle in the architecture of facilities and public spaces by attempting to include many of the following: water features, building materials (timber, brick), shade areas, skylights, xeriscape landscaping

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- Promote environmental sensitivity through design and operations:
- Include computer-friendly amenities (wi-fi)
- Create safe and pedestrian-friendly streets and walkways
- Connect the mall environs to future transit and transportation improvements
- Be sensitive to traffic impacts and minimize future negative impacts wherever possible
- Evaluate the existing ditch into the site plan (leverage as a water feature)
- Encourage clusters of uses with gathering areas
- Encourage an enhanced appearance and mix of uses on outlying pads
- Promote sensitivity to view corridors
- Encourage effective and attractive wayfinding elements
- Encourage the continued presence of existing businesses
- Comply with ADA requirements
- Consider incorporating or affiliating with an education facility
- Invest in methods to ensure safety and security for patrons including adequate lighting, security patrols, and building design