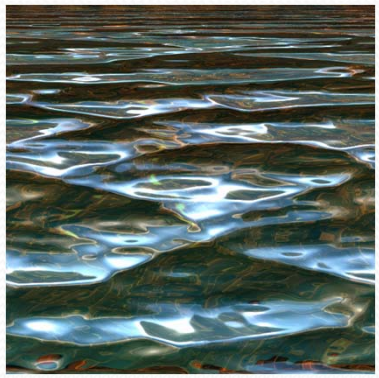

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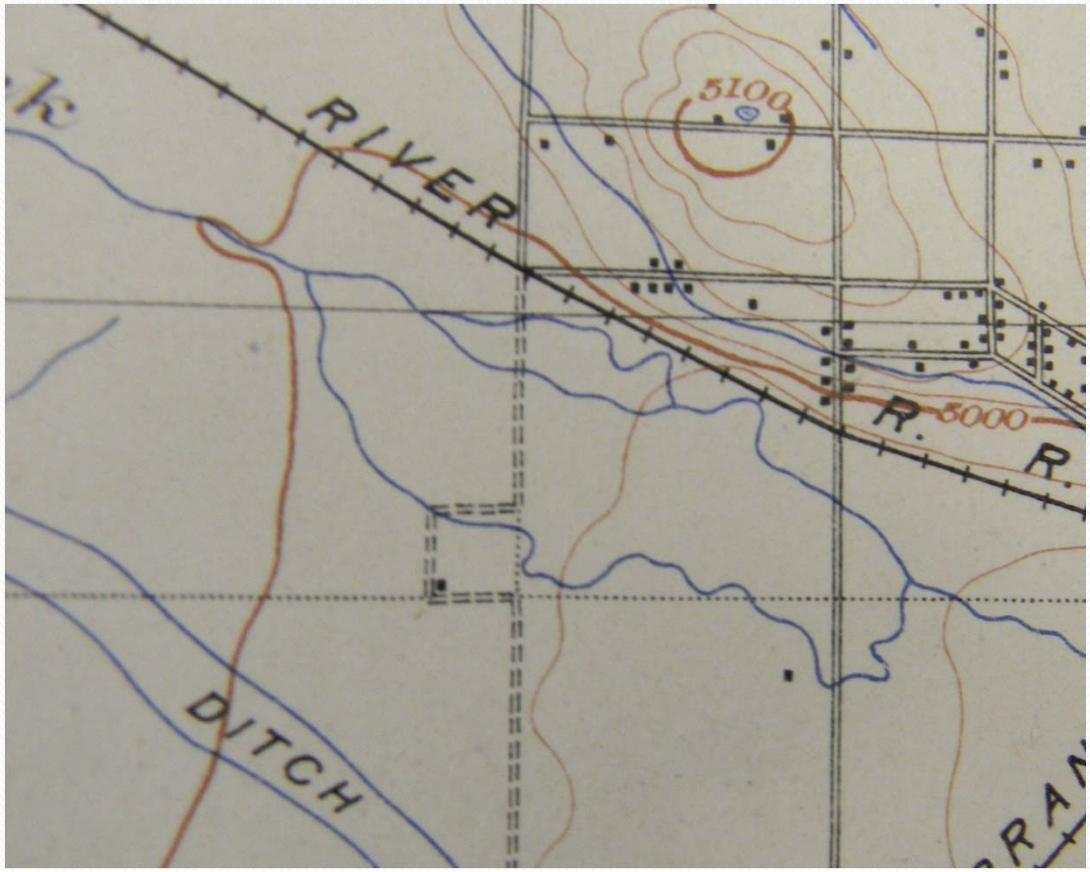
RIVER RENAISSANCE: Disclaimer, this document was prepared as a community service. It is not to be used for commercial purposes or public distribution. Any use of the document beyond the personal, private use of the intended recipient is entirely at the sole discretion and risk of any such third party.

One hundred years ago, in many locations, the ***primary*** channel of the St. Vrain River **did not exist where it is located today**.



The consequences have been significant

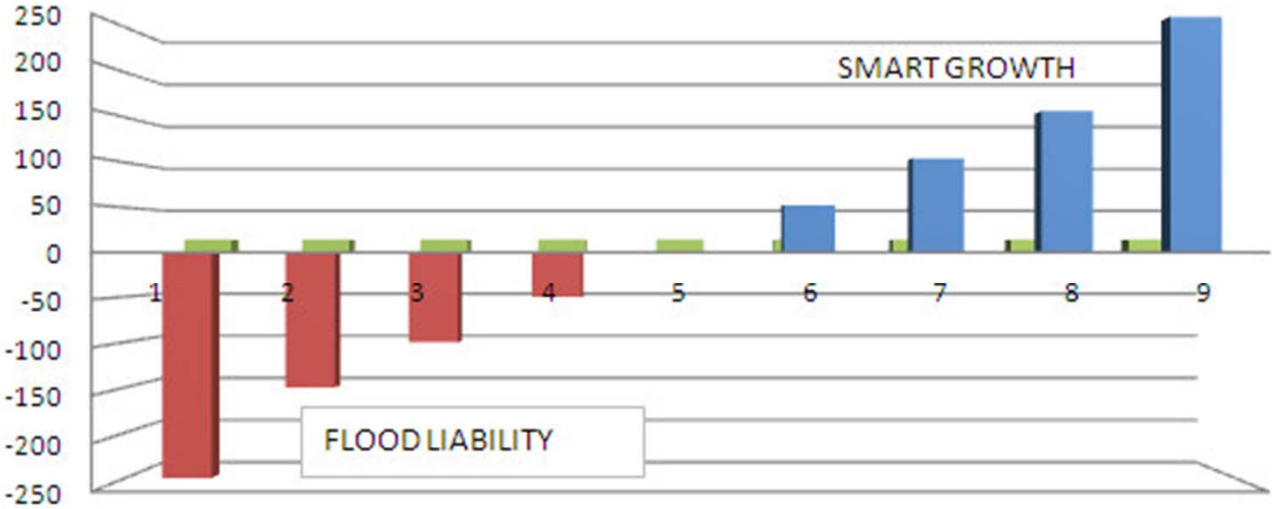
The opportunity though, is even bigger

How to meet the challenge?

RIVERS DO NOT FORGET. THEY SEEK TO RETURN HOME – LOW TERRAIN

Converting a $250 MM liability into a $250 MM asset

A $500 million dollar economic benefit, as a function of a $50 million dollar infrastructure investment: a 10:1 , 1,000% ROI .



A "**VIRTUOUS CYCLE**": *First* invest in **LONG TERM STRATEGIC MASTER PLANNING** for land use and economic benefit. Then follow that plan for investing in infrastructure for flood mitigation.

COMPLEX

EXPENSIVE

LONG TERM

THE CHALLENGE OF FINANCING AND REBUILDING IS ENORMOUS

PROBLEM SOLVING FOR BIG PICTURE SOLUTIONS

TAKE AWAYS

ENGAGE AND LEARN: *The flood will inevitably re-occur- ensure it is not catastrophic.*

Learn fro the past: Historic river routes & maps, and local residents
Learn from other flooded communities, such as Denver, Pueblo, Cedar Rapids
Engage the community and non-profits, such as the Greenway Foundation

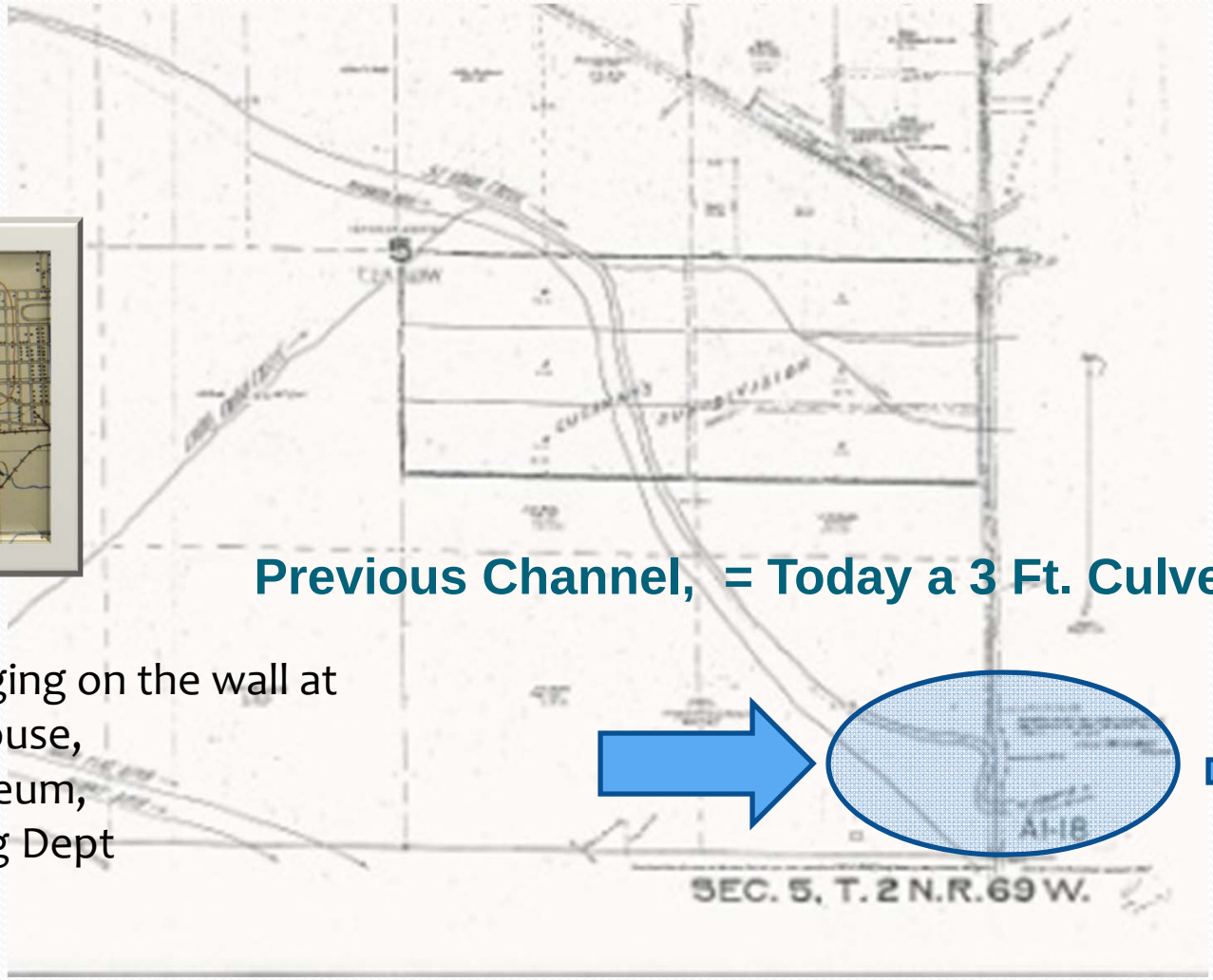
STRATEGIC PLANNING: *We must have a long term, VISIONARY master plan to fulfill opportunities*

Funding should be viewed as investments, to maximize beneficial return
Meet financial shortfalls through promoting local area economic development
Incentivize private and PPP reinvestment in river corridor reconstruction

MANAGE THE MESSAGE: *Be pro-active about our state tourism "BRAND"*

Framing the message about the flood in a positive light
Capitalize on post-flood tourism interest and
Leverage the flood to promote state wide eco-tourism

PROBLEM REVEALED -Historic Maps, Circa 1904

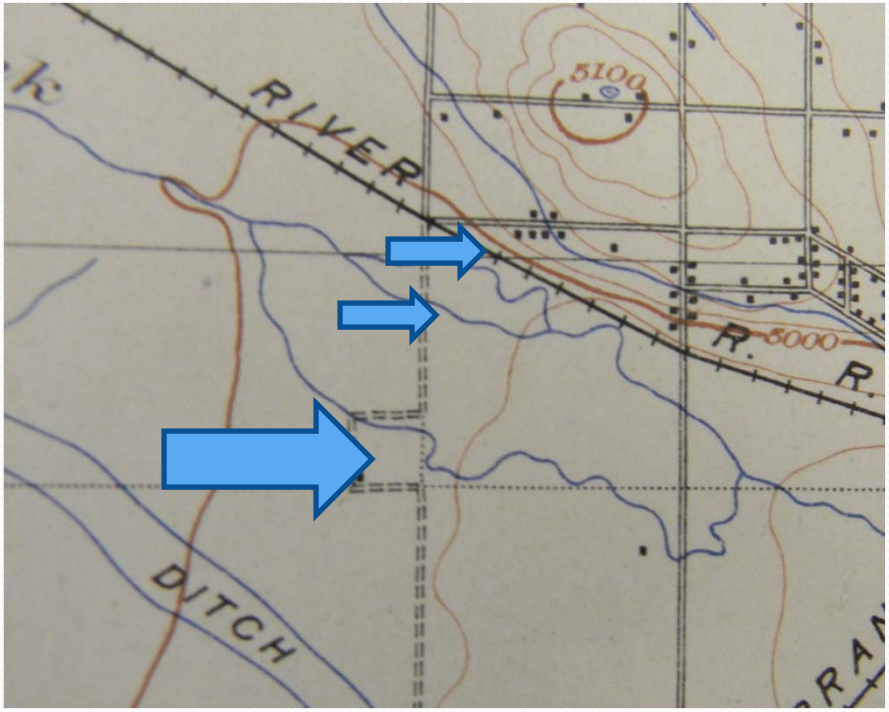


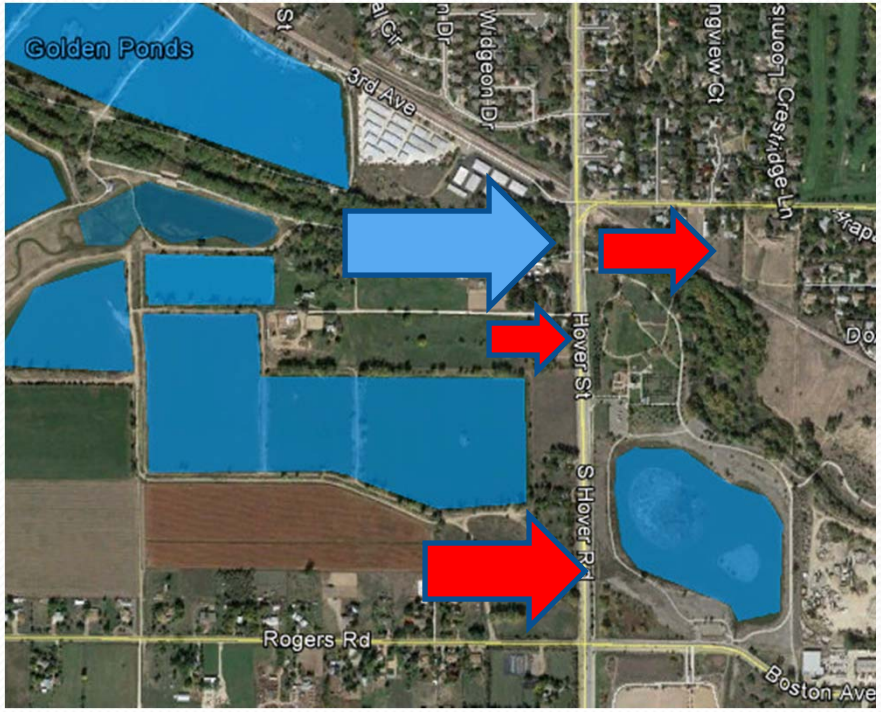
Previous Channel, = Today a 3 Ft. Culvert

1- An "artifact" hanging on the wall at the County Courthouse,
1 @ Longmont Museum,
1 @ County Planning Dept

The St. Vrain River Channel

One hundred years ago versus today: Hover Rd Crossing





RIVERS DO NOT FORGET. THEY SEEK TO RETURN HOME – LOW TERRAIN

The result: the floodplain is largely *man-made*, a result of the river being rerouted into a too-small channel, located on higher terrain

SHORT-SIGHTED THINKING

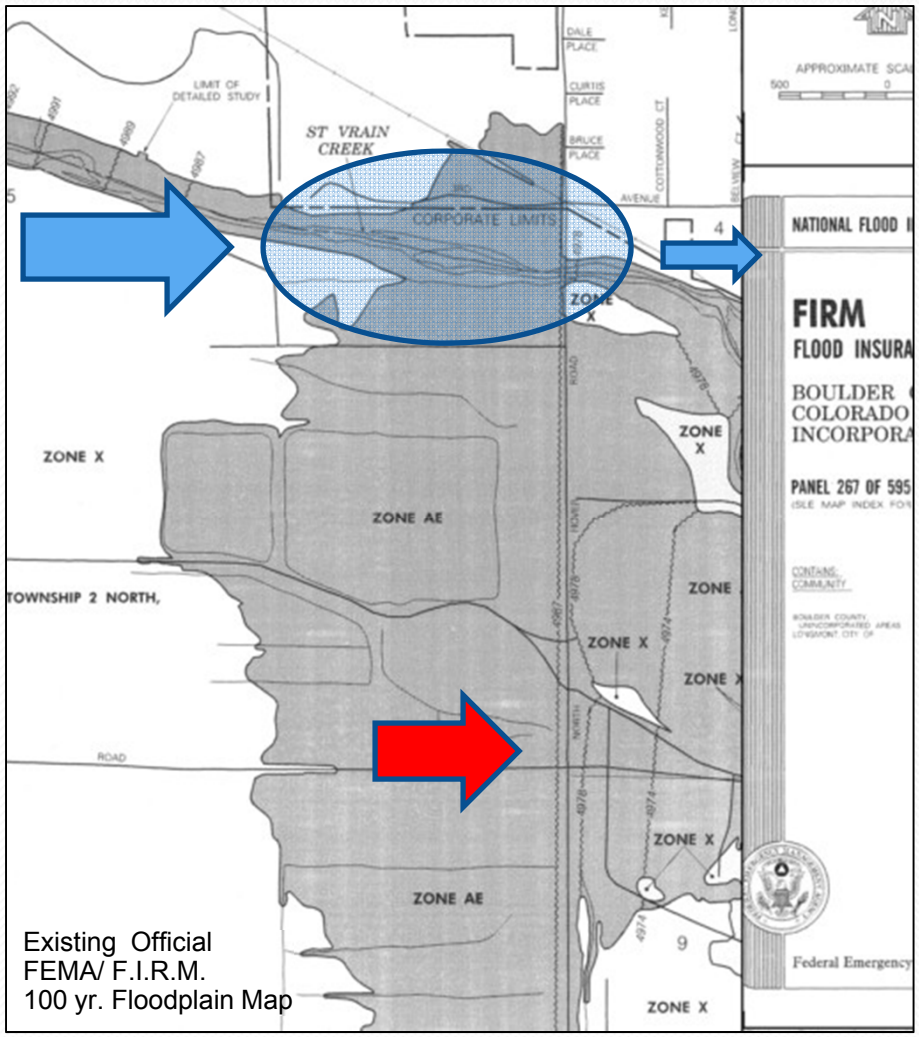
The CHALLENGE:

COMPLEX

EXPENSIVE

LONG TERM

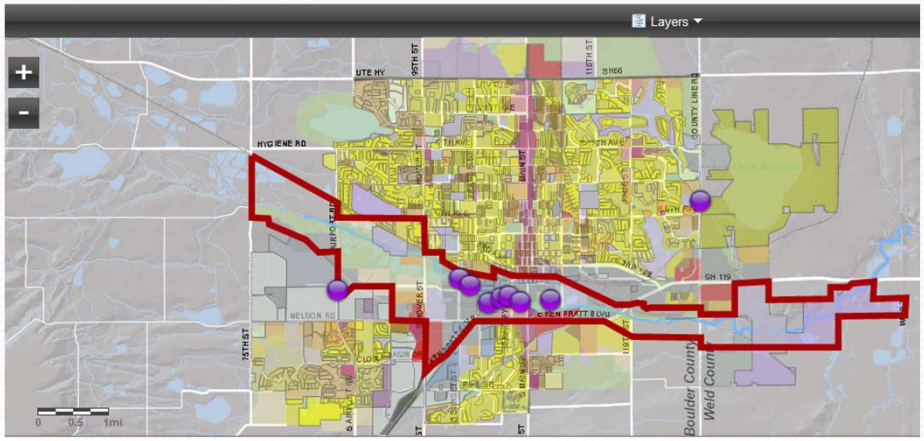
I.E. SOLUTIONS REQUIRES *"BIG-PICTURE"* THINKING

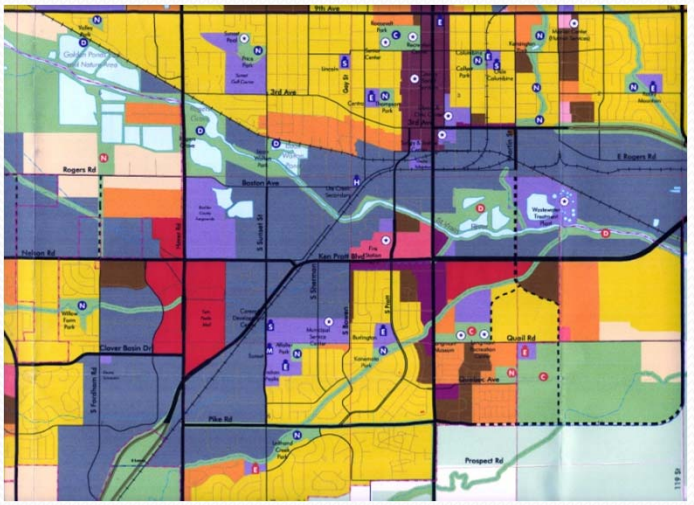


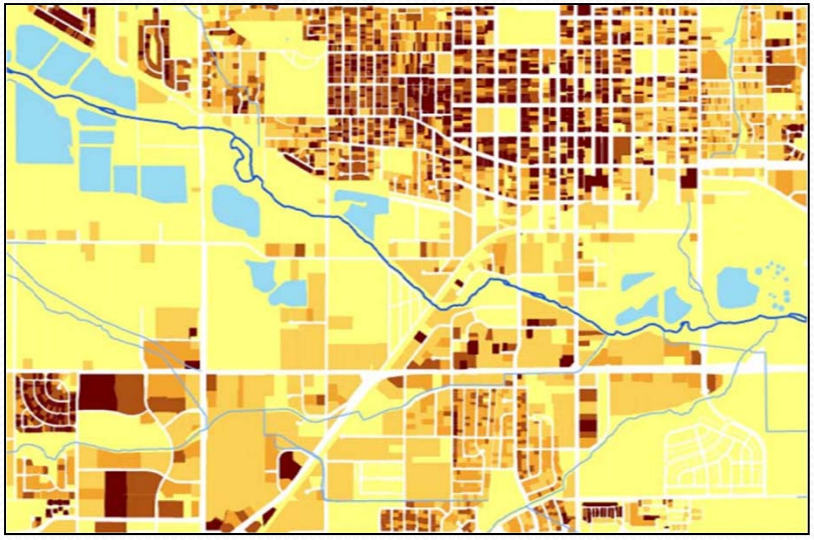
Existing Official
FEMA/ F.I.R.M.
100 yr. Floodplain Map

The St. Vrain River Corridor – Big Picture Context

Corridor Sketch Map







HEAT MAP OF PROPERTY VALUES

A DIVIDED CITY, AND UNDERVALUED ASSET

M3

ONE SOLUTION: RESTORE CHANNELS ON LOW TERRAIN WHERE POSSIBLE

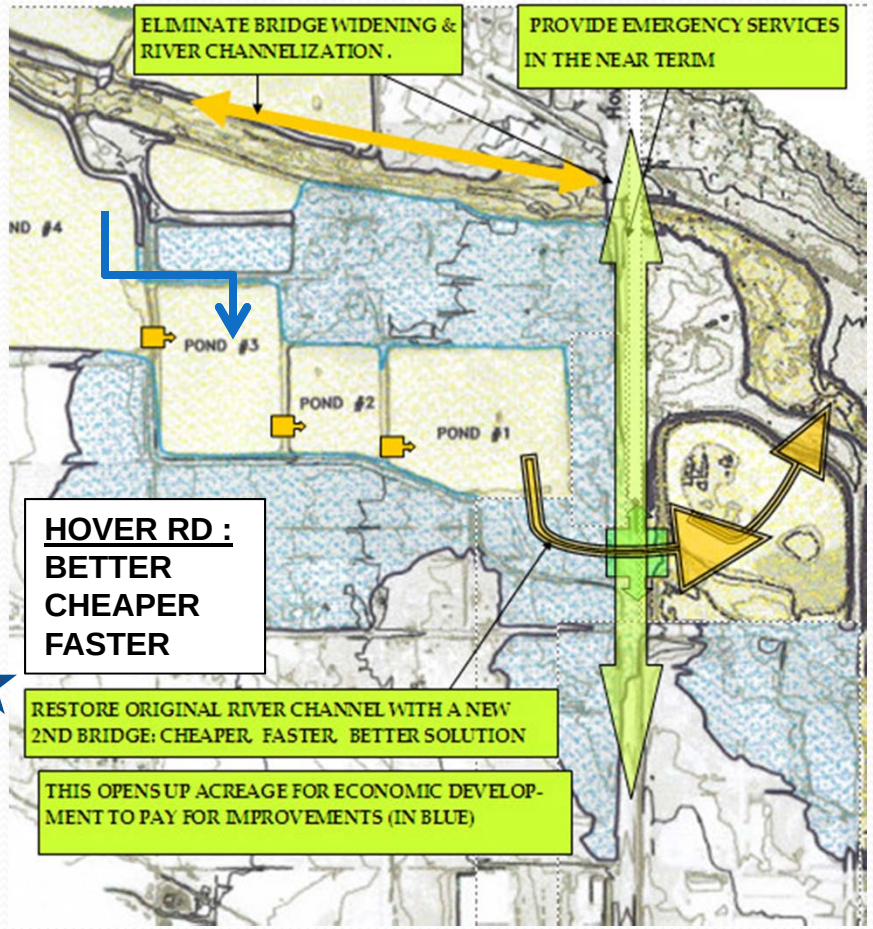
Recognizing and **restoring original river channels** can provide better solutions:

It can **pay for itself** by opening up new areas to create placemaking opportunities for economic development and increased revenues streams.

CAN BE:

BETTER
CHEAPER
FASTER
SELF FUNDING
+BENEFITS

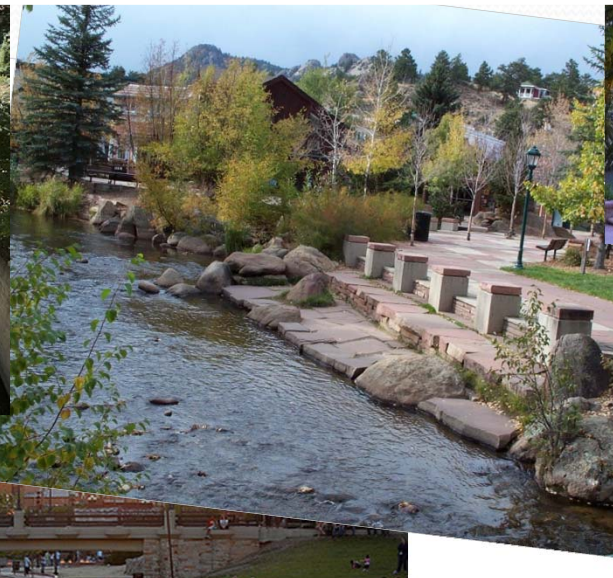
PUEBLO, CO



HOW ?: CELBRATE THE RIVER, AND RE- ENVISION IT AS AN ASSET !

Throughout Colorado and the Nation, -

Cities have improved their "Brands", Quality Of Life, and Economies.



[People Love Water: Flourishing Cities have Flourishing River Corridors]

Visionary, Strategic Master Planning

- PLACEMAKING FOR PEOPLE, AND NATURE

… with active community collaboration, ***is good for the economy***

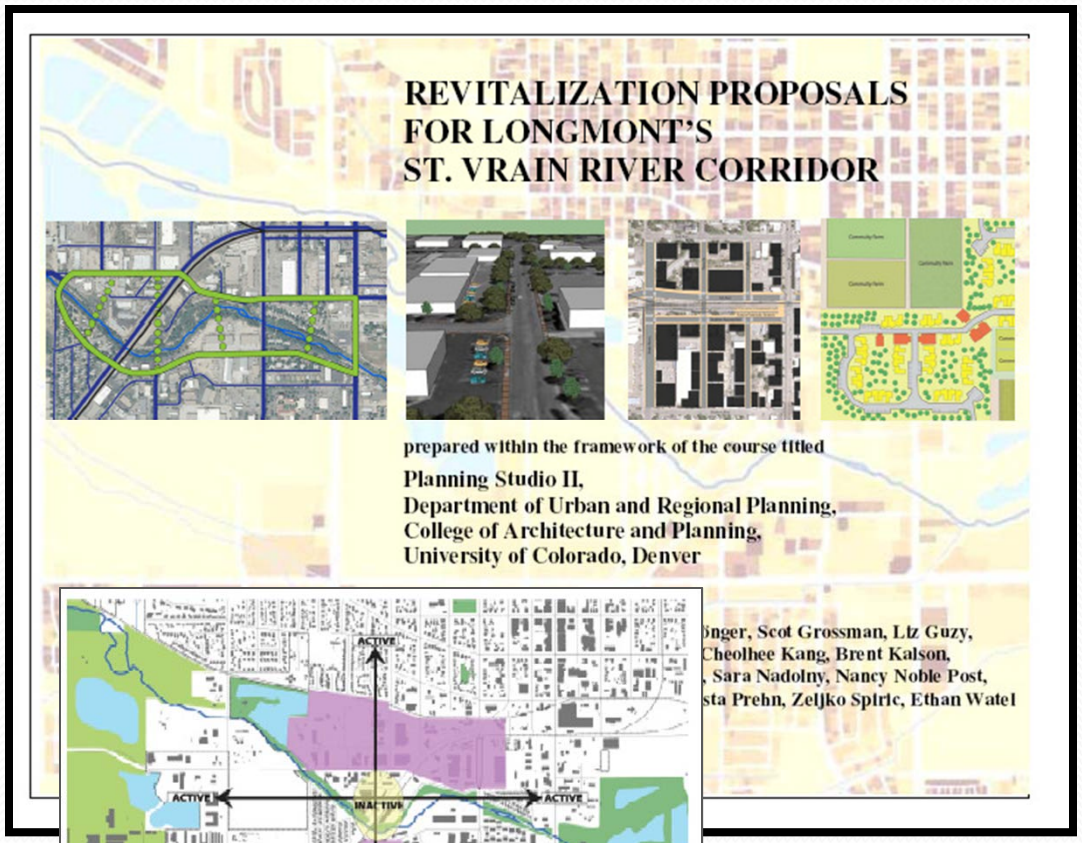
"SMART –GROWTH"
RIVER CORRIDORS

Riversides should be celebrated as vital community assets.

WHY? – TO FULLFILL UNMET FUNDING SHORTFALLS

Paying off a mountain of debt: STRATEGIC MASTER PLANNING

It is fundamentally about "Placemaking" For A New Economy



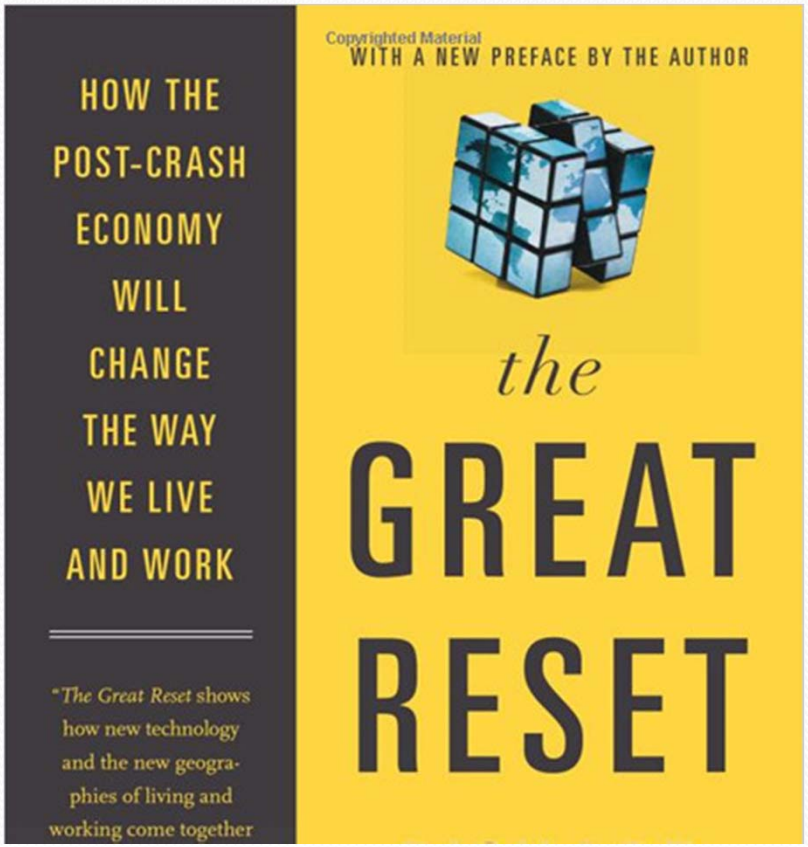
LAND USE PLANNING

ECONOMIC PLANNING

+ ECONOMIC PLANNING

WHY? – TO MOVE BEYOND JUST FLOOD RECONSTRUCTION - R. O. I. !!

A NEW AGE ECONOMY: **The Global/ Knowledge/ Digital / Information Age changes everything!**



The Growing Importance of Knowledge Innovation Zone Thinking in North America

INVESTING IN REBUILDING AS AN "INNOVATION DISTRICT" FOR AN INFORMATION AGE ECONOMY WILL LEVERAGE AND MAXIMIZE RETURN ON RECONSTRUCTION DOLLARS, AND PROMOTE SUSTAINABLE GROWTH!

THE SOLTUION: A PERFECT EXAMPLE IN OUR OWN BACK YARD:

SOUTH PLATTE RIVER CORRIDOR

DENVER
THE MILE HIGH CITY

SMART JOBS
DEVELOPMENT
MAYOR HANCOCK'S VISION FOR BUILDING A WORLD-CLASS CITY

One of Denver's greatest natural resources is the South Platte River, which stretches for 12 miles through the city.

To revive the river and enhance its natural amenities, Denver recently began a series of transformational projects that will create recreational and development opportunities, improve river access and better utilize the entire corridor – including 24 miles of waterfront space – through a mix of retail, residential, hotel, industrial and office real estate.

With investment in remediation and shallower banks, the river corridor will come to life with open space and parks for fishing and swimming, as well as market-rate housing with views of the Rocky Mountains and Downtown. Commercial job centers will be developed at Sun Valley, with a high concentration of precision manufacturing, and River North, with a focus on technology, light industrial manufacturing and service.

Strategic Development

Over the next two decades, the Platte River corridor is expected to generate 22,000 jobs (including 1,800 jobs during the construction period), $550 million in additional economic benefit to Denver residents and businesses, and up to $4.3 million annually in new revenue for the city as a return on the investments made in the area. The rejuvenated river corridor will transform diverse neighborhoods and create beauty and opportunity from a vastly under-utilized natural resource.

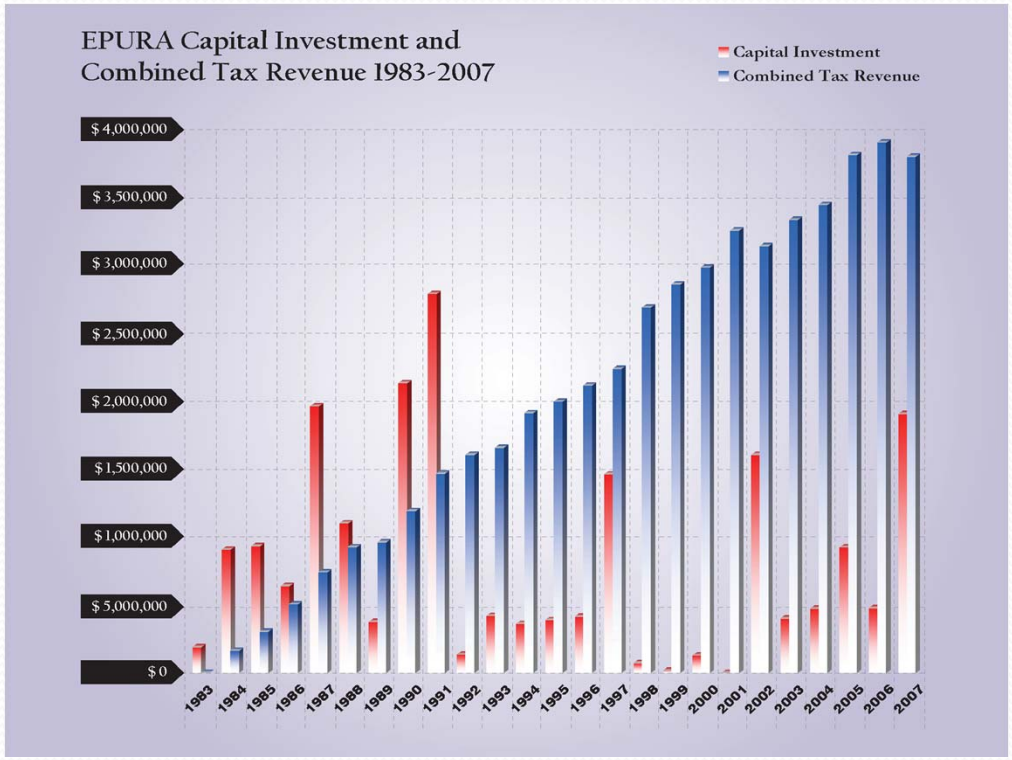
THE GREENWAY FOUNDATION
SINCE 1974

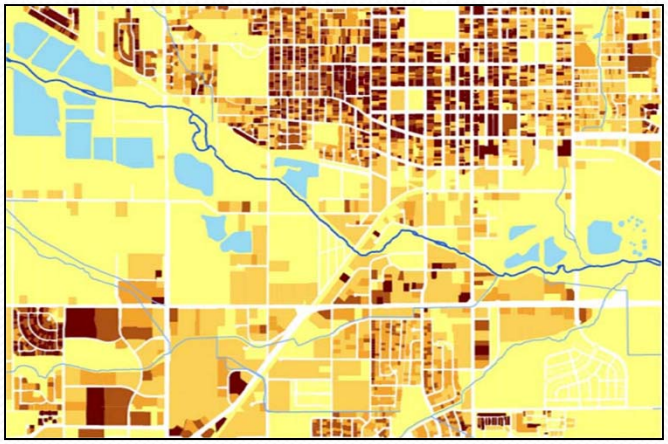
RIVER CORRIDOR "MASTER" URBAN PLANNING THROUGH EXTENSIVE PUBLIC, PRIVATE, AND NON-PROFIT STAKEHOLDER ENGAGMENT,

FUNDING RECONSTRUCTION ? CREATE VALUE, FOR REVENUES

Celebrating the River as an asset:

Raising Value and Revenues for Reconstruction in the long term

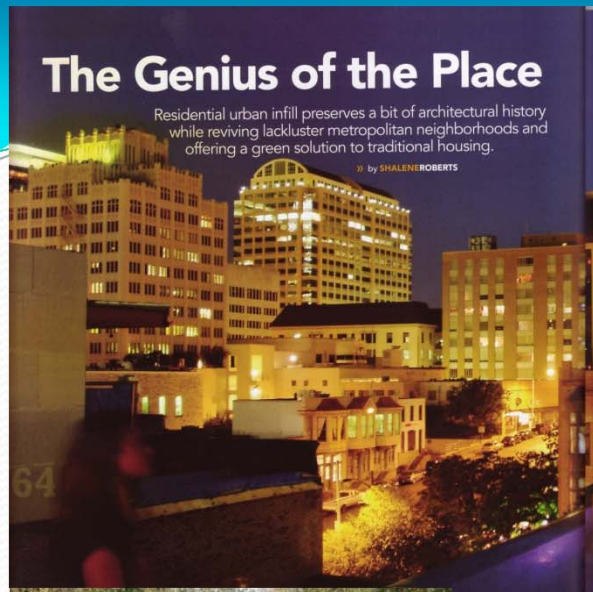




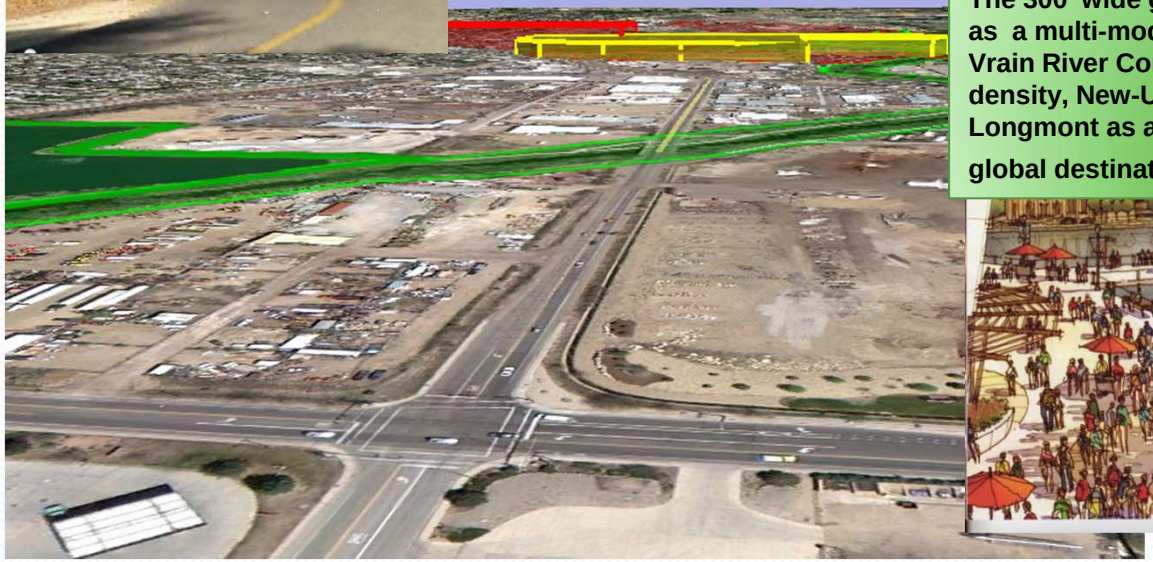
CREATE VALUE:

Public "Placemaking" for
Innovation
Entrepreneurialism
Arts and Culture
Dining & Entertainment
Natural Ecosystems
Health and Wellness
Tourism
The "BRAND" of the city

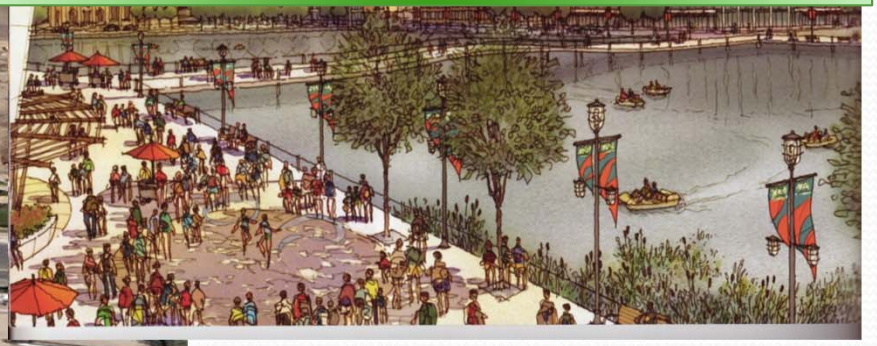
The Longmont Of Today vs Tomorrow



The St. Vrain Corridor,
Today, - Tomorrow



The 300' wide greenway / river corridor "flood channel" can serve as a multi-modal connecting "PARKWAY" through town. The St. Vrain River Corridor/ Arts/ Innovation District, with its high density, New-Urbanist / "Smart-Growth" development can position Longmont as a regional draw, world-class high-tech hub, and global destination city.



M15

HOW? – PROMOTE COMMUNITY ENGAGEMENT/ STAKEHOLDER DIALOGUE

RIVER "MASTER" PLANNING

"Over 90% of respondents Agree, or Strongly Agree that

<u>River Renewal</u>

is a good idea and should be continued."

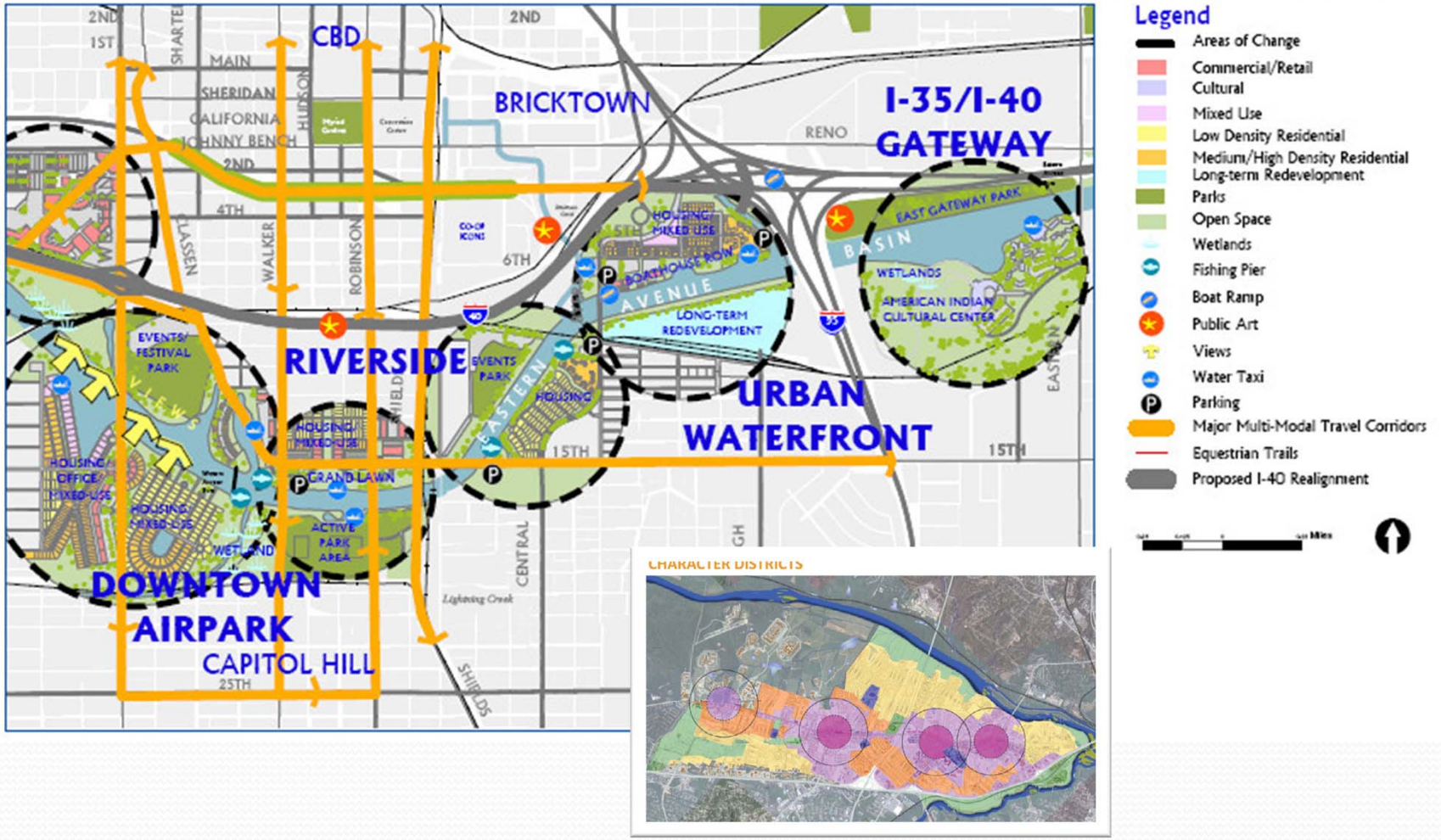
WHAT IT LOOKS LIKE: Organized Community Outreach

Genuine Community-Driven Engagement at Public Workshops

DESIGN STUDIOS WEST Planning & Landscape Architecture

Typical: A "River Arts & Innovation District"

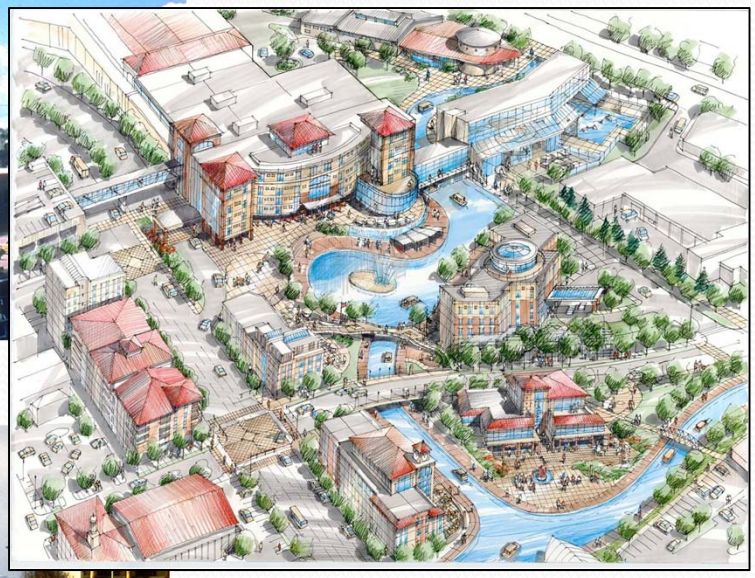
- with / Multiple Nodes of Activity



WHAT IT LOOKS LIKE: COMPREHENSIVE RIVER CORRIDOR PLANNING

STATE WIDE: ONE FINAL SOLUTION : MANAGE THE MESSAGE AND LEVERAGE POST FLOOD TOURISM INTEREST WITH A NEW REGIONAL TOURISM CENTER

A "RIVER RENAISSANCE CENTER" & RIVERWALK – Promoting Statewide Tourism



Pueblo Riverwalk

- **RTA: New Funding Source**
- **Big- Picture Solution**
- **Leverage Tourism Interest**
- **Promote River Activities elsewhere, - State-Wide in a positive light**

BEFORE & AFTER – OVER 450,000 VISITORS PER YEAR

M12

An Act

A "RIVER RENAISSANCE CENTER" & RiverWalk funded in part through the REGIONAL TOURISM ACT/ R.T.A.

Following Denver's River Strategic Development Strategy:

$100 MM in river investment,
$10 BB in economic impact,
Thousands of jobs created

Estes Park, 20 + years,
$10 MM , / > $50MM return

A Longmont's Riverfront Project with miles of River and Lakeside Riverwalks

Pueblo's Riverwalk

Glendale's Riverfront Project

River Redevelopment

Re- envisioning the St Vrain River corridor represents an incredible opportunity for responding to the current funding and reconstruction challenges.

As a "smart-growth" riverside community, it can provide cultural, and entrepreneurial vitality, and a dynamic economic engine for the whole city. Smart-growth can fund recovery efforts to protect against future flood events. It will sustain Longmont's economy well into the next century.

THANK YOU,

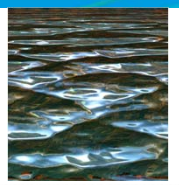
WE ASK THAT YOU SUPPORT
RIVER REDEVELOPMENT BY
REVIEWING AND ENDORSING,
AS YOU SEE FIT, THE ATTACHED
LEGISLATIVE AND
COMMUNITY ACTION RECOMMENDATIONS,

IN OUR WHITE PAPER:
"RIVER RENAISSANCE"

END

St. Vrain River Flooding

Out of Challenge, Opportunity



A COMPLEX EXPENSIVE AND LONG-TERM PROBLEM REQUIRES "BIG PICTURE SOLUTIONS:

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END

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