



Agenda Item: Resolution

Title: Resolution 2021-36 supporting initiatives in the Historic Downtown District in an effort to assist with economic development.

Recommended Council MOTION:

I move that City Council approve Resolution 2021-36 supporting initiatives in the Downtown District in an effort to assist with economic development efforts and authorize the Mayor and Clerk to sign.

Administrative or Policy Goal:

Continuation of initiative to help promote economic development and continued growth.

Background:

Based on work session held on March 23, 2021 related to a presentation that recapped the efforts of Resolutions 2020-41 and 2020-43 related to initiatives implemented in 2020 due to the pandemic staff has already presented for consideration Resolution 2021-30 establishing the Open Container Area and is presenting today for consideration Resolution 2021-36 supporting two initiatives in the Historic Downtown District.

The two initiatives to be considered with Resolution 2021-36 are the LMSA sidewalk sales permit and the installation of Hollyhock Commons.

The LMSA sidewalk sales permit allows businesses to work the LMSA to utilize the right of way to extend the sales area of their business. This has benefits that include increasing the color and vibrancy of the Historic Downtown District, creating an ability to attract customers by providing visual draws to a business and by expanding the total sales area of a business. The rules related to this are simple, business must allow for an unobstructed 5' wide path from the entrance of their business to the street and a transverse unobstructed 5' wide path along their business frontage.

Hollyhock Commons is the use of the eastern half of the Hollyhock Parking Lot and using turf, tables, umbrellas, planters and flowers to create an outdoor gather space close to downtown businesses and restaurants. This installation does cause the lose of seven (7) parking spaces however does provide a vibrant location where visitors can gather and enjoy all that our Historic Downtown District has to offer while enjoying Laramie's fantastic weather from the end of June through the end of September. As part of the project staff is working with a local contactor in conjunction with LMSA to improve the asphalt condition at the Hollyhock Parking Lot. This lot will be greatly improved due to this initiative.

Staff has developed these concepts, weighed the concerns and believes that each of these initiatives are worth the effort to assist with economic development in Laramie, Wyoming.

Legal/Statutory Authority:

N/A

Budget/Fiscal Information:**Expense**

Proposed Project Cost.

Project Budget	Amount	Funds
Project Cost	\$33,000.00	Asphalt Improvements, Flowers, Staff Time,
Loans on Project		Maintenance, Trash Collection, etc.
Grants for Project		
Other/Outside Projects	\$13,000.00	LMSA Commitment to Asphalt Improvements
City's Amount	\$20,000.00	
Contingency 0%	\$0.00	
Total Amount	\$33,000.00	

Responsible Staff:Todd Feezer, Assistant City Manager, 721-5304, tfeezer@cityoflaramie.org**Attachments:**

Resolution 2021.36 Downtown District Initiatives Resolution