

TO: Project Team and City Leadership

FROM: Adrienne Burton, Manager of Innovation & Performance Excellence

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RE: Alignment Between the Economic Impact Study and Littleton Boulevard Subarea Plan

As we advance the Littleton Boulevard Subarea Plan, the City's concurrent Economic Impact Study (EIS) for Project Downtown offers a valuable and timely complement to the long-range planning process. The EIS will provide critical economic analysis, tactical insights, and implementation-focused strategies that strengthen the Subarea Plan's recommendations and support alignment across major reinvestment corridors. Below is a summary of how the two efforts will work together:

### **Strategic Alignment and Tactical Support**

- **Bridge Between Corridors:** The EIS is explicitly designed to identify economic synergies between Downtown and the Littleton Boulevard corridor. This analysis will help ensure that planning and investment strategies are coordinated across these adjacent areas.
- **Real-Time Market Intelligence:** Through the ad hoc support of an economic development specialist, the EIS team will provide ongoing insight into current economic conditions, investor expectations, and redevelopment feasibility—ensuring the Subarea Plan remains grounded in real-world dynamics.
- **Data-Driven Planning:** The EIS will deliver robust economic modeling that quantifies projected benefits related to job creation, business growth, property values, and tax revenue. These projections can be directly integrated into the Subarea Plan's policy and funding recommendations.
- **Support for Implementation:** The study will include comparative case studies and investment scenario modeling, offering examples of effective tools and strategies (e.g., public-private partnerships, incentive frameworks) that can inform near-term "quick win" actions.

### **Communications and Engagement Integration**

- **Shared Storytelling Tools:** The EIS will produce charts, infographics, and impact summaries that enhance the City's ability to communicate the value of planned improvements to City Council, funding partners, and the community.
- **Enhanced Stakeholder Engagement:** The EIS economic specialist may participate in Subarea Plan engagement activities to reinforce messaging around economic potential, business development, and reinvestment priorities.

### **Summary**

Together, the Economic Impact Study and Subarea Plan *represent a coordinated effort to link long-range visioning with short-term action*. While the Subarea Plan defines the future land use, transportation, and design framework for the corridor, the EIS ensures that *economic opportunity, feasibility, and return on investment remain central to that vision*. This integrated approach will better position the city to secure funding, attract investment, and deliver meaningful community outcomes.

## Connecting Strategy with Action

- *While the Subarea Plan is setting a visionary course for the future of Littleton Boulevard, the Economic Impact Study is bringing near-term data and actionable insights to the table—making sure we're aligning long-range planning with immediate economic opportunities.*

## Aligning Economic Goals Across Corridors

- *The EIS isn't just about downtown—it's designed to explore economic synergies between Downtown and Littleton Boulevard. This helps us understand how reinvestment in one area can catalyze growth in the other, especially along key nodes and connectors.*

## Informed by Real-World Market Dynamics

- *One of the most powerful aspects of the EIS is the ad hoc economic development specialist support. This ensures our Subarea Plan isn't just visionary—it's grounded in current market realities, investor expectations, and catalytic site feasibility.*

## Data-Driven Decision Making

- *The modeling in the EIS gives us concrete numbers around potential business growth, job creation, and tax revenue that we can tie directly into our subarea plan recommendations. It's a critical piece for building a strong return-on-investment case for future capital improvements.*

## Tactical Tools for Quick Wins

- *The EIS includes case studies and investment scenarios that we can mine for inspiration—tools, incentives, and early actions we can adopt now while the larger plan is in motion.*

## A Bridge Between Vision and Implementation

- *As the Subarea Plan works toward its final implementation framework, the EIS is providing a complementary body of work—testing assumptions, validating land use concepts, and offering real-world examples of how infrastructure and placemaking investments can deliver economic returns.*

## Clear Storytelling for Stakeholders

- *The final EIS report will offer compelling charts, ROI projections, and visuals that we can use to communicate the value of the Subarea Plan to Council, funders, and the community. It becomes a communication tool as much as a technical one.*

## Unified Public Engagement Strategy

- *The economic development specialist from the EIS team can also plug into our stakeholder engagement process—bringing an economic lens to business owner discussions and adding credibility to the message that this plan isn't just about form, but function and prosperity.*