

# THE MAIN THING

## REFRAMING OUTDOOR SPACES

Vol. 2

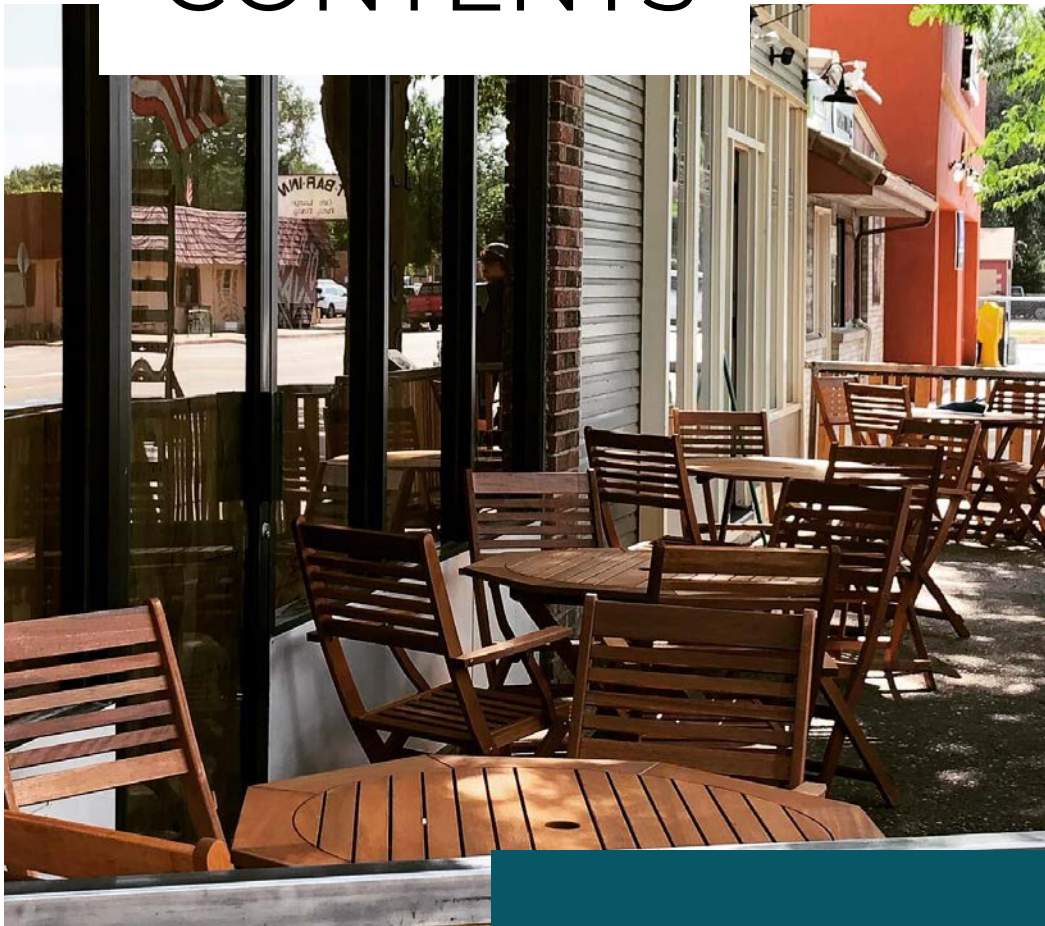


**COLORADO**  
Department of Local Affairs  
Division of Local Government





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# INNOVATIVE MAIN STREET RESPONSES TO COVID

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While COVID-19 has brought restrictions on gathering public spaces, cities and towns across the world have responded with strategies that allow businesses to bring their products and services outdoors to fit the changing times. Specifically, public spaces, streets, and sidewalks are being repurposed to help restaurants and retailers serve residents while following the requirements of physical distancing. These spaces are also being programmed to offer safe

options to socialize with others. As the pandemic has continuously tested our ability to improvise and adapt, Colorado's Main Street programs are doing their part to plan and design for the unknown. This issue of the Main Thing highlights several innovative examples of how public spaces are being used creatively to provide downtown businesses the opportunity to expand their services and offerings. Most of these initiatives are low-cost but have a high impact.



## About the Main Thing:

During these times, we've found that focus can sometimes be tough to come by. The Main Thing is a collection of resources compiled by Colorado Main Street to highlight innovations, give a thumbs-up to local practitioners, and encourage the spread of positive news. Watch for regular editions featuring news topics throughout the summer.

# MAIN STREET'S ARE ADAPTING AND LIBERATING THEIR OUTDOOR SPACES



As we navigate uncharted territory, collaboration and flexibility are essential to achieving desired results for all. Utilizing outdoor spaces such as sidewalks, parking lots, on-street parking spaces, alleyways, and common areas will allow customers and businesses to have a positive downtown experience and will keep people coming back time and time again.

**"WITHOUT EXPANDED SEATING, IT WOULD BE DETRIMENTAL TO OUR BUSINESS TO REMAIN PARTIALLY CLOSED."**

~ MARY GRAY, OWNER OF SOUL SQUARED BREWING COMPANY IN WELLINGTON, CO

The following pages outline a few examples of how Colorado Main Street programs have reframed their public spaces to infuse vibrancy into their downtowns and create synergy between retail and restaurant establishments.



# REFRAMING PARKING SPACES

When sidewalks are too narrow to maintain the physical distancing rules, some communities have permitted the use of on-street parking spaces for outdoor seating. This option allows businesses to have an on-street patio by placing it over existing on-street parking stalls. Materials used to delineate the seating area range from affordable options such as jersey barriers and temporary fencing to more expensive installations where materials are used to construct a semi-permanent patio space.

## LAMAR

Lamar is working to expand their seating capacity on the side streets, including this example that is in process. Because the sidewalks are not wide enough to accommodate cafe seating, Lamar is using jersey barriers to help delineate parking from the expanded sidewalk area. Diagonal parking spaces were converted to parallel to maintain a portion of the parking function.



# LAMAR'S IMPACT



## SIDEWALK ACTIVATED

Lamar has encouraged businesses to embrace the outdoors, offering opportunities to extend service from several businesses. In total, two half-blocks are experiencing a new vibrancy from additional business activity leveraging the recent investment in new streetscape and planters along Main Street.

## NEW SIDEWALK SEATS

With assistance from Lamar Partnership Inc and the City of Lamar, two restaurants have expanded service to adjacent sidewalks, offering 40 great new seats from which to enjoy dinner in Lamar.





## RIFLE

Rifle has activated its downtown by transforming some of its on-street parking on 3rd Street into parklets to help draw customers downtown to spend money at restaurants and retailers. Funded by the City, construction of the parklets started in May with the grand opening held the week of June 22. A total of 24 parking spaces were converted into six parklets which together accommodate 48 tables and 194 seats. The total construction cost for all six parklets was \$23,000. For restaurants outside of the downtown core, Rifle's City Council approved a forgivable loan program that helps fund PPE and necessary physical modifications to comply with the physical distancing requirements. The parklets have already played an active and dynamic role in Rifle and have infused excitement by inspiring several restaurants located outside of the downtown to add permanent outdoor dining. They have also contributed to Rifle's positive image and have drawn more customers into the downtown.

# RIFLE'S IMPACT

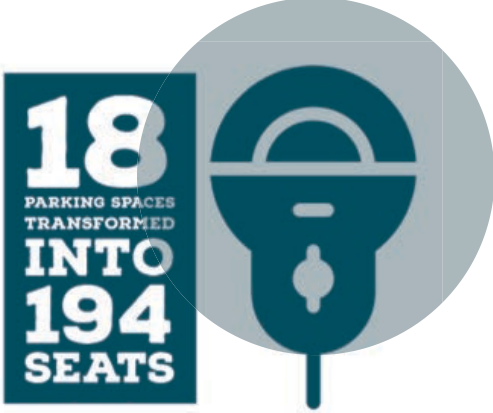


## PARKLET PATIOS

Six parklets have been integrated into Rifle's downtown adding a crucial placemaking element. The parklets have made more room for landscaping, seating, tables which together have created welcoming public spaces that benefit nearby businesses.

## SIDEWALK SEATS

With the construction of 6 Parklet Patios, GRIT was able to help double the seating capacity of Downtown Rifle, accommodating an equivalent of all the indoor seating in an outdoor setting.



## CONVERTED PARKING STALLS

Each of the six parklet's transformed three parking spaces into lively patio with 48 tables and 194 seats that allow locals and visitors to continue dining downtown.



# REFRAMING BACKYARD SPACES

Similar to alleys, backyard spaces are often forgotten because they are hidden from view. However, more and more cities and towns are making are looking for ways to partner with businesses to enhance these areas- both aesthetically and functionally. The pandemic has provided the opportunity for more communities to experiment with creating unique backyard spaces that strengthen retail, provide additional space for outdoor dining and special events, and expand the pedestrian network. Design elements used can be as simple as the addition of furniture, lighting, or landscaping to have a large benefit.

## WELLINGTON

On May 26, the Wellington Board of Trustees approved the Temporary Patio Extension Program, which includes funding to provide patio furniture or fencing for applicants in need. The goal of the program is to support businesses and ensure a cohesive look to the downtown. Any business with a valid business license is able to apply to the program. The Town and Wellington Main Street have also received interest from retail and service businesses wanting to use the sidewalks adjacent their storefronts for outdoor sales and marketing. The application process is free and available online. Several businesses have made use of the backyard spaces behind their businesses and have enlivened these spaces with fun artwork and lighting. The adaptations in Wellington are low-cost and have helped businesses serve more people given the current occupancy restrictions.



# WELLINGTON'S IMPACT

**{FOUR}  
VACANT  
LOTS  
ACTIVATED**



## VACANT LOTS ACTIVATED

Transforming spaces that were once relegated to the back-of-house services, Wellington has helped businesses to move forward in sprucing up new spaces that welcome commerce outside. Four backyards and vacant lots have been repurposed to accommodate a new future.

## SIDEWALK SEATS

Wellington's Temporary Extended Patio Program has helped add 48 new sidewalk seats to the Main Street District.



**48 NEW  
SIDEWALK  
SEATS**

**6  
OUTDOOR  
BUSINESS  
EXPANSIONS**



## OUTDOOR BUSINESS EXPANSIONS

Welcoming summer, Wellington Main Streets assisted six businesses in expanding outside, helping bring more space and vitality to their hometown.

## MURAL INSTALLATIONS

Wellington's Temporary Extended Patio Program has inspired several restaurants to enliven their spaces with new art installations. One of the Town's local breweries contributed to a more vibrant backyard experience with the installation of a new mural.

**ONE  
MURAL  
{INSTALLATION}**





## REFRAMING SIDEWALKS

Several communities have amended their sidewalk café rules to remove regulatory burdens and provide financial relief to restaurants seeking to expand operations outdoors. Main Street programs have been working with their local municipalities to reduce permitting fees and expedite the permitting process. Additionally, some places have loosened their definition of "barriers" and are allowing surface markings that result in more space for pedestrians to walk.

## STEAMBOAT SPRINGS

The City of Steamboat Springs is allowing restaurant owners to extend patios and add tables to sidewalks to assist eating and drinking establishments with social distancing and indoor occupancy limitations. The modifications passed by the City also allow for temporary outdoor seating areas in off-street parking areas and on-street parking spaces. The City has waived all fees for the Temporary Outdoor Seating Permit. Staff are also offering on-site meetings to help applicants evaluate options to develop an outdoor seating plan that complies with the requirements. For establishments holding liquor licenses, an additional permit is required that allows for the consumption of alcohol in these outdoor spaces.

# WINDSOR

Windsor has been encouraging its retail businesses and restaurants to increase their capacity by embracing the sidewalks and on-street parking areas adjacent to their business location. The Town is allowing businesses the use of the public right of way between the hours of 6 a.m. and 12 a.m. Restaurants have been creatively making these spaces into welcoming and fun experiences for the public while maintaining physical distancing requirements for customers. The Windsor Downtown Development Authority reached out to the businesses in the district to gauge interest and assisted several of them with the permitting and approval process.



# WINDSOR'S IMPACT



## OUTDOOR BUSINESS EXPANSIONS

Windsor DDA assisted eight local businesses in adjusting their services to provide a great outdoor experience. These businesses are ready to serve you.

## BEVERAGE LOCATIONS

Windsor DDA assisted four local businesses in navigating the process to expand adult beverage service to new outdoor patio spaces. Summer's a great season in Windsor, and the Town is ready to welcome you!



## ACTIVATED SIDEWALKS

It's a great time to enjoy a casual stroll down Windsor's Main Street. The Windsor DDA has helped its businesses activate the sidewalks in front of their establishments to provide a safe and welcoming shopping and dining environment.



## SIDEWALK SEATS

Moving dining outdoors is only natural in Colorado! Windsor DDA, with support from the Town, provided or relocated tables, chairs and picnic tables to help locate additional seating around downtown.



# REFRAMING OPEN SPACES

Another way communities are supporting restaurants and drinking establishments is by passing regulations that temporarily allow for the consumption of alcohol in city parks. This provides consumers one additional dining option in a more serene setting than what is available downtown.

## STEAMBOAT SPRINGS

In an effort to provide outdoor space to enjoy takeout meals from a restaurant, the City of Steamboat Springs is allowing for the possession and consumption of alcohol between the hours of 8 a.m. and 11 p.m. at several of their city parks.



# STEAMBOAT'S IMPACT



**300-FEET  
SIDEWALK  
ACTIVATED**

## SIDEWALK ACTIVATED

While dining 'al-fresco' has been popular in Steamboat for many years, Main Street recently added nearly 300 additional linear feet of sidewalk café space to help restaurants expand their serving area.

## SIDEWALK SEATS

Since the end of May nearly 200 new sidewalk seats have been added to the downtown to help restaurants increase their capacity.



**200 NEW  
SIDEWALK  
SEATS**



**900  
ACRES  
BEVERAGE FRIENDLY  
PARKLAND**

## BEVERAGE FRIENDLY PARKS

Steamboat knows that the outdoors and a frosty beverage go great together. That's why the City has opened up the parks to welcome responsible enjoyment of some of the best local suds and spirits in Colorado. Sip local!