

SPRING
2022

THE MAIN THING

Designing
Main Street



COLORADO
Department of Local Affairs
Division of Local Government



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Designing Main Street



VIDEO HIGHLIGHT
CITY OF LA JUNTA



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S **Stories From Main Street - La Junta**
from Slate Communications

STORIES FROM
MAIN STREET

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SPRING 2022 | **THE MAIN THING**

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TOWN OF LYONS

MAIN STREET MANAGER: BRIANNA HOYT

Connecting economic vitality and tourism with the arts.



WHAT »

The heARTS of LYONS Program is an outdoor collection of art all over town. It includes sculptures and wall art from Colorado artists, specifically from the Front Range area.

HOW »

QUOTE »

TIP »

- New artwork is cycled every two years.
- Each artist receives a stipend from the Lyons Arts and Humanities Commission (LAHC) of \$750.
- Local businesses can sponsor artwork, have their name on a plaque near it, can throw a celebration or ribbon cutting upon installation, and are able to get their name out beyond just their business.

Take the [digital public art tour!](#)

Since its introduction in 2020, it has received 650 views!



Connecting economic vitality and tourism with the arts.



WHAT »

HOW »

QUOTE »

TIP »

The goal of the program and Main Street's involvement is to ensure that Lyons' public art ventures are playing a role in economic vitality and tourism. New art installations are often a collaboration between the Town, LAHC, Main Street Board, and the Historic Preservation Committee.

- Grants, sponsorships, and municipal government are potential funding sources.
- Lyons creates digital tours (both of the artwork and local history) via Clio and promotes them through their website and social media, on physical flyers, with QR codes in local businesses, and at the museum.
- Lyons sends out a call to artists when it is time for fresh pieces.



Connecting economic vitality and tourism with the arts.



WHAT »

HOW »

QUOTE »

TIP »

Our goal when we tackle a major art project is to think about 'Is this serving our downtown? Are we serving the business community? Are we encouraging tourism? Are we taking into consideration the fact that Lyons is historic?' It is not just about public art, it is community.

— Brianna Hoyt, **Main Street Manager**



Connecting economic vitality and tourism with the arts.



WHAT »

HOW »

QUOTE »

TIP »

TIP: If you want to reach artists in your community, start by reaching out to the hubs around you! Talk to arts programs and have them distribute your call to their contacts and social media. “It is definitely an attainable venture for pretty much any town,” says Brianna. “But it takes time, and you need volunteers who are passionate and willing to put in the time.”



TOWN OF RANGELY

MAIN STREET MANAGER: JEANNIE CALDWELL

Transforming vacant spaces into beautiful parks.



WHAT »

HOW »

QUOTE »

TIP »

Rangely's new pocket park is located on Main Street between Town Hall and the Rangely Regional Library. Previously, the area had cracked old cement, no amenities, and some informational signage.

WHAT



Transforming vacant spaces into beautiful parks.



WHAT »

HOW »

QUOTE »

TIP »

During the pandemic, with a huge push for outdoor dining, Rangely realized that there was not a great area on Main Street for residents to enjoy. From there, the idea for the pocket park was born. The Town's horticulturist (who does landscape design) and engineer, who serve on the Main Street Committee, worked with other committee members and the Public Works Department to design an area that would be beautiful and functional for residents.

HOW



Transforming vacant spaces into beautiful parks.



WHAT »

HOW »

QUOTE »

TIP »

The Colorado Main Street team at DOLA was amazing in assisting with this project. While the park was funded by a CDOT Revitalizing Main Street grant, I feel that [Main Street] answered and assisted with the entire project, even down to deciding to install a bike repair station. If you have questions, they are always there to assist.

— Jeannie Caldwell, **Main Street Manager**



Transforming vacant spaces into beautiful parks.



WHAT »

HOW »

QUOTE »

TIP »

TIP We installed a bike repair station where you can put air in your tire or use the repair tools. The benches align with the aesthetics we have implemented throughout town. With grass and mature trees, it is a great place to take a break, have lunch, or visit with a friend. There is beautiful landscaping near the front of the park. It brings a lot of beauty to our community and is always bustling with locals.



TOWN OF GRANBY

MAIN STREET MANAGER: LAUREN HUBER

Designing for the future and placemaking.



WHAT »

HOW »

QUOTE »

TIP »

The Town of Granby is currently refreshing their design guidelines and developing its comprehensive plan. “We are excited,” Lauren Huber, Executive Director of Destination Granby and the Main Street manager, says. “There’s a lot of development coming into Granby, and we want to plan and not let the town lose its character.” Creating these design guidelines, as well as doing some façade improvements with funds from the Main Street Open for Business (MSOB) grant, will help Granby by:

- Increase connectivity between destination areas and downtown
- Calm traffic through downtown, which sits along Highway 40
- Make the downtown area safer and more pedestrian friendly
- Ensure a cohesive design that maintains the aesthetic of the town
- Bring in visitors and residents alike with a warm and welcoming atmosphere



Designing for the future and placemaking.



WHAT »

HOW »

QUOTE »

TIP »

Colorado Main Street provided technical assistance as Granby developed a request for proposals to find a design consultant. Currently, the Town is in the discovery phase and public engagement process to learn more about what the community wants and how that can practically be achieved. But even while the new guidelines are still being developed, improvements are happening! Granby has 11 businesses benefitting from the MSOB grant, including Bowerbird's Den, Simple Coffee, and Drive by Pie (pictured). Façade improvements to existing businesses will ensure that they blend well with new developments to come.

HOW



Designing for the future and placemaking.



WHAT »

HOW »

QUOTE »

TIP »

“We are working to open up and brighten buildings, making it so you can see that businesses are open. It will not only improve the look of the building, but also the functionality of the building and make it a place where people want to spend time in a welcoming atmosphere.”

— Lauren Huber, **Destination Granby/Main Street Manager**



Designing for the future and placemaking.



WHAT »

HOW »

QUOTE »

TIP »

“The local community are the ones living there, so ask them what is missing and what they’d like to see brought in.” Lauren says.

- Host group walks with the community and look at a place that could be the home to something new. Ask people what they would like to see there.
- Practice looking at existing places in a new way. An empty space between buildings or an alleyway might be used to augment the amenities and provide a place to gather.
- Host a meeting with different groups in the town and show them visuals of areas to improve and have a brainstorming session.
- Use online resources and invite people to add their ideas to maps from home.



RESOURCE AND REFERENCE GUIDE



PRESERVATION

Collectively, the Main Street movement is the leading voice for preservation-based economic development and community revitalization across the country.

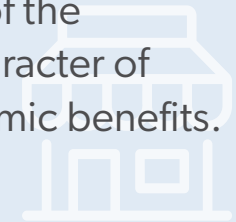
- [State Historical Fund](#)
(History Colorado)
- [Revolving Loan Fund](#)
(Colorado Historical Foundation)
- [State Preservation Tax Credits](#)
- [Federal Preservation Tax Credits](#)



FACADE IMPROVEMENTS

Facade appearance is a critical aspect of the overall aesthetic appeal and unique character of downtown, and [studies](#) show its economic benefits.

- [Main Street facade renovation resources](#)



TECHNICAL ASSISTANCE

Colorado Main Street is also fortunate to have a full-time architect, [Larry Lucas](#) on staff to help our communities with all of their design-related questions.



RESOURCE AND REFERENCE GUIDE



STREETSCAPING AND POCKET PARKS

While the buildings and the businesses that are in them are the heart of our downtowns, the streets and sidewalks are the arteries that bring people to them.

- [Colorado Downtown Streets guide](#)
- [The Colorado Department of Transportation \(CDOT\) Revitalizing Main Streets \(RMS\) grants](#)
- [AARP Livable Communities](#)
- ["Pocket Parks Bring Life to Unused Spaces"](#)
- [Great Outdoors Colorado](#)



PLACEMAKING AND PUBLIC ART

Placemaking is a holistic approach to thinking about the public spaces at the heart of every community.

- [Project for Public Spaces](#)
- [Community Heart & Soul](#)
- [American Planning Association](#)
- [Colorado Creative Industries](#)

