

MAIN STREET AND SAVING PLACES

Since 1984, Colorado Preservation Inc. (CPI) has diligently worked to make a difference in communities throughout the state. Energized around a central theme of “building a future with historic places,” CPI was founded by visionary leaders who identified a need for a statewide nonprofit organization structured around preserving, protecting, and promoting Colorado’s historic places.

The Saving Places Conference is one of the many ways CPI advances historic preservation, by bringing together individuals, organizations, communities, and projects from across the nation to discuss the latest in preservation, looking at common concerns and challenges while celebrating our collective accomplishments.

The Colorado Main Street program was proud to be a part of five sessions at the conference, with presentations on providing residential space in commercial downtowns, preservation and sustainability, streetscaping and walkability, public engagement in preservation planning, and finding golden nuggets for better communication.

ACTIVATING SECOND STORIES

The upper floors of Colorado’s downtowns are prime candidates for redevelopment, offering unique architectural elements, a central location, and existing architecture. Activated as living spaces, second stories offer the unique opportunity to support a vibrant downtown through additional rental income for business owners as well as a built-in clientele for the shops and restaurants on the street level.

Colorado Main Street Specialist Traci Stoffel provided an overview on the benefits of residences in historic commercial districts and History Colorado Architectural Services Manager Joe Saldibar discussed the finances involved in renovating second stories as living spaces, while La Junta Director of Economic Development/Urban Renewal Cynthia Nieb and Montrose Director of Business Innovation Chelsea Rosty provided practical advice on “Activating Second Stories.”

For a copy of the presentation, or for more information, contact Traci Stoffel at traci.stoffel@state.co.us or 303-864-7727.



RESULTS

RESULTS:

- Historic preservation (catalyst)
- Increased sales tax revenue
- Catalyst to other projects
- Increased downtown valuations
- Passive surveillance
- Attract different cohort



THE SYNERGY OF SUSTAINABILITY AND HISTORIC PRESERVATION

Sustainability is not a new thing in general or in historic buildings. As a matter of fact, many of our historic buildings and our Main Streets were built with all the latest technology of their day.

Colorado Main Street Architect Larry Lucas looked at the past to plot a path forward utilizing today's best technology and resources, covering the history of green preservation, the sustainable attributes of historic buildings, and how to prepare for future sustainability initiatives in "The Synergy of Sustainability and Historic Preservation."

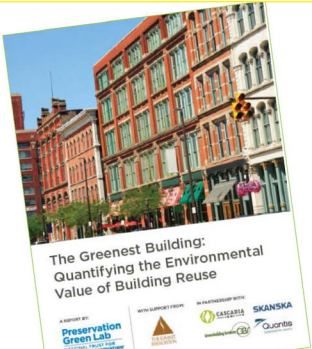
The session explored the inherently sustainable construction of many historic commercial buildings, with their passive site strategies, renewable and durable materials, massive masonry walls, windows for ventilation, and storefront flexibility.

Additional sustainable features may require minimal alteration: attic and basement insulation, storm windows, sealed ducts and pipes, weatherstripping, and shading devices. A more comprehensive approach includes city-wide planning. Funding can include preservation tax credits, the State Historical Fund, C-PACE energy financing, and local incentives and partners.

For more information, contact Larry Lucas at larry.lucas@state.co.us or 720-402-9303. For a copy of the presentation, visit cdola.colorado.gov/main-street-resources-0 under Resources > Additional Resources > "The Synergy of Sustainability and Historic Preservation."

HISTORIC OPPORTUNITY

- 95 percent of all commercial buildings are less than 50,000 square feet.
- These small buildings are responsible for 47% of the energy consumed by commercial buildings overall.
- Potential energy savings in small buildings range from 27 to 59 percent, depending on the building type. This represents 1.07 quadrillion Btu annually or 17 percent of commercial energy use.
- Small, neighborhood businesses such as restaurants, grocers and retailers can easily improve profitability by more than 10 percent through simple, smart investments in energy savings.





Preservation is green, but should be considered greener.

Green Lab Study Measured the Value of Building Reuse:

Comparing the environmental impacts of two scenarios:

1. Demolition and new green construction.
2. Rehabilitation and retrofitting an existing building.



Historic Preservation
Reduces Demand for land and materials
Reuses Embodied energy, skills, labor, knowledge
Recycles The whole building

Historic Preservation THE ORIGINAL GREEN

City-wide Sustainability Planning

City leadership taking Initiative & working city-wide to promote clean, green and healthy places to work, live and grow.

- Main Street/Mixed-Use Zoning
- Sustainability Plan into Comp Plans
- HP & Sustainability Guidelines
- Upgraded Infrastructure
- Streetscape Improvements
- Green Business Tax Incentives
- Others ??



COLORADO DOWNTOWN STREETS

Savvy community leaders understand that a vibrant, walkable downtown is essential to a strong local economy and that great streets are essential to a successful downtown. In this presentation, participants learned about *Colorado Downtown Streets*, a communication tool and resource to aid communities, planners, and engineers in striking a balance between the many demands that face our downtown streets, particularly where a main street is also a state highway. The tool makes the connections between street design, economic development, and physical health, and covers best practices for collaborating with the Colorado Department of Transportation (CDOT) on design solutions to support healthy, context-sensitive downtowns.

The coalition that created this tool came together to present “Colorado Downtown Streets: A Tool for Communities, Planners, and Engineers.” Colorado Department of Public Health & the Environment Built Environment Specialist Cate Townley set the stage by addressing the public health benefits of walkable and safe streets, CDOT Bicycle/Pedestrian/Scenic Byways Section Manager Betsy Jacobsen explored the balancing act of a state highway as downtown street, and Colorado Department of Local Affairs Community Development Office Director Andy Hill shared a few Main Street community examples of incremental, impactful implementation efforts. Leadville Director of Administrative Services Sarah Dallas explained how this tool has worked to make Leadville’s historic downtown better for residents and visitors alike.

To download a copy of *Colorado Downtown Streets*, visit cdola.colorado.gov/main-street-toolkits.

COLORADO DOWNTOWN STREETS

A Tool for Communities, Planners, and Engineers

BENEFITS
OF
GREAT
STREETS

Great streets provide a range of community benefits. They:

<p style="text-align: center;">PROMOTE SAFETY</p> <p>28% Reduced risk to pedestrians by redesigning intersections and sidewalks.</p> <p>50% Reduced risk to bicyclists in on-road marked bicycle lanes.</p>	<p style="text-align: center;">SUPPORT BUSINESSES AND ECONOMIC DEVELOPMENT</p> <p style="text-align: center; font-size: 1.2em;">8.5% - 25%</p> <p>Average increased spending by shoppers arriving by foot or bike compared to those arriving by car.</p>	<p style="text-align: center;">INCREASE ACCESSIBILITY</p> <p>Most people will experience limited mobility at some point in their lives. Accessible streets allow everyone to participate in the social and economic activity present there.</p>
<p style="text-align: center;">SUPPORT A HEALTHY ENVIRONMENT</p> <p>Streets that encourage walking, bicycling, and transit use over private vehicle use reduce traffic, air pollution and greenhouse gas emissions. Streets can be designed to capture and clean stormwater runoff.</p>	<p style="text-align: center;">SUPPORT QUALITY DEVELOPMENT</p> <p style="text-align: center; font-size: 1.2em;">263% - 400%</p> <p>Increased property tax revenue per acre of mixed-use development compared to single-use commercial development.</p>	<p style="text-align: center;">IMPROVE PUBLIC HEALTH</p> <p>People are more inclined to walk and bike in places that feel safe and pleasant.</p> <p>47% higher likelihood for people to be active at least 30 minutes a day if they live in neighborhoods with sidewalks.</p>



COLORADO DOWNTOWN STREETS

A Tool for Communities, Planners, and Engineers

KEY
CONSIDERATIONS
FOR
SUCCESSFUL
STREET
DESIGN

<p style="text-align: center; font-size: 0.8em;">CONTEXT</p> <p style="font-size: 0.7em;">Streets should be designed with an awareness of surrounding neighborhoods and adjacent land uses.</p>	<p style="text-align: center; font-size: 0.8em;">COLLABORATION</p> <p style="font-size: 0.7em;">Street design should be inclusionary of all users.</p>	<p style="text-align: center; font-size: 0.8em;">SAFETY</p> <p style="font-size: 0.7em;">Streets should be designed so that people walking, parking, bicycling and driving can all interact safely.</p>
<p style="text-align: center; font-size: 0.8em;">CONNECTIVITY</p> <p style="font-size: 0.7em;">Good connectivity decreases travel distances and increases route options for all modes of travel, allowing more direct travel between destinations.</p>	<p style="text-align: center; font-size: 0.8em;">MOBILITY</p> <p style="font-size: 0.7em;">All modes should be able to easily move along the street.</p>	
<p style="text-align: center; font-size: 0.8em;">ACCESSIBILITY</p> <p style="font-size: 0.7em;">Streets should provide comfortable mobility for all people, regardless of age or ability.</p>	<p style="text-align: center; font-size: 0.8em;">PLACEMAKING</p> <p style="font-size: 0.7em;">Streets play a huge role in community life and should be designed as public spaces as well as areas for mobility.</p>	

For more information, references and source information, download the full publication: <https://www.colorado.gov/pacific/dola/main-street-resources>

THE PEOPLE AND THE PLAN

A successful preservation plan is not just a product, it represents a process that identifies key community assets; recognizes challenges, opportunities, and threats; forms a preservation vision for the community; establishes preservation as a key part of city planning; prioritizes needs; and creates an action plan. Producing a relevant, meaningful, and achievable plan requires getting input from the people it affects so the goals of the plan align with the goals of the community.

Colorado Main Street Specialist Traci Stoffel joined Denver Senior City Planner and National Association of Preservation Commissions Trainer Abbey Christman to explore examples of preservation plans and outreach efforts from across the country at the session, “The People and the Plan: Engaging the Community in Preservation Planning.”

The speakers addressed both why a preservation plan is important (identify key community assets; recognize challenges, opportunities, and threats; focus efforts; establish preservation as a key part of city planning; strengthen understanding of preservation policies; set priorities; launch a shared vision; create a way to measuring progress), and why engaging the community is important in the planning process (strengthens relevancy, builds trust, provides civic pride, increases civic responsibility, ensures accountability).

The session provided information on what should be included in a preservation plan, as well as innovative techniques to get the people into the planning process and implementation strategies.

One innovative engagement technique, web-based audience response software, was used during the session to capture audience opinions via cell phone through multiple-choice questions, word clouds, and open responses. Responses appeared in animated graphics embedded in the presentation and were updated live so that everyone could engage in the debate.

The goal was to create a more interactive and collaborative session that demonstrated the potential of this new technology for community engagement, while exploring the basics of a preservation plan, and why public engagement is important to the success of that plan.

For a copy of the presentation, or for more information, contact Traci Stoffel at traci.stoffel@state.co.us or 303-864-7727.

The image shows two presentation slides. The left slide is titled "What is a preservation plan?" and features a definition: "Preservation planning is a proactive way to provide for the protection of a community's historic resources and character." It also includes four call-to-action speech bubbles: "Let's enhance preservation education!", "Let's identify some outreach opportunities", "Can we join forces with someone downtown?", and "Let's host a Preservation Pub Lecture Series! That would be FUN!". The right slide is titled "Setting the stage for success" and "Preparing for the plan". It features a circular flow diagram with six numbered steps: 1. Education and advocacy (Public events, Social media, Speaking engagements, Brochures, Press releases, Photo contests, Tours); 2. Policy formation (Public events, Focus groups, Workshops, Polling, Customer surveys, Mapping exercises); 3. Proposal (Public events, Focus groups, Workshops, Polling); 4. Publication (Social media, Press releases, Website, Brochures); 5. Implementation (Participant panels and polling, Provide updates on progress); 6. Evaluation (Progress review, User panels, Customer surveys).

PICKAXE PROJECT

Colorado Main Street’s “Project Pickaxe” traveled more than 4,130 road-miles to diligently document the people, projects, and places across Colorado Main Street’s network to highlight the best and brightest our communities have to offer. This intensive initiative was used to frame communication strategies for 18 Colorado Main Street communities, identifying both the unique character of each historic downtown, as well as the unique characteristics of primary audiences and how to tailor communications.

In “Project Pickaxe: Golden Nuggets for Better Communications,” Ayres & Associates Consultant and Windsor DDA Executive Director Matt Ashby and Colorado Main Street Program Coordinator Gayle Langley discussed the motivations of the five primary audiences organizations traditionally work with (government, owners, donors, volunteers, and the public), how to craft a meaningful and targeted storyline for each group, and translate impactful storytelling into building strong relationships. Lamar Partnership Inc. Executive Director Angie Cue explained how her community put this information into action.

For more information on Project Pickaxe, contact Gayle Langley at 303-864-7728 or gayle.langley@state.co.us. For a webinar on the topic, visit cdola.colorado.gov/main-street-resources-0 under Resources > Webinars > Promotion > “Welcome to the Pickaxe Toolkit.”

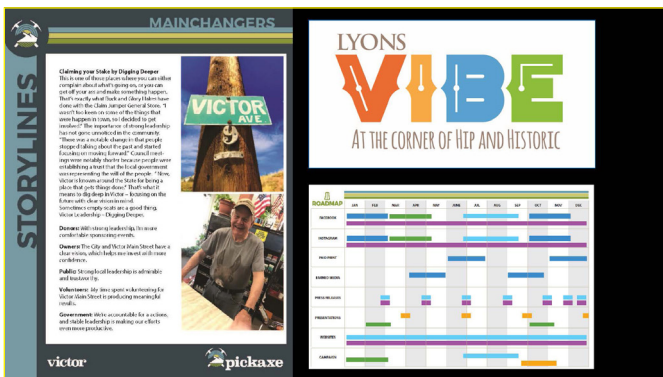
What challenges do you have in your historic district?



- Vacancy/Blight
- Apathetic Property Owners
- Funding for Maintenance
- Historic Authenticity
- City Leadership
- Public Support

Pickaxe is a comprehensive approach to Main Street storytelling that:

- Identifies the Communities Audience
- Creates a uniform platform for communication innovation
- Shares the responsibility for communication amongst the full board
- Establishes a baseline for communication based institutional knowledge.



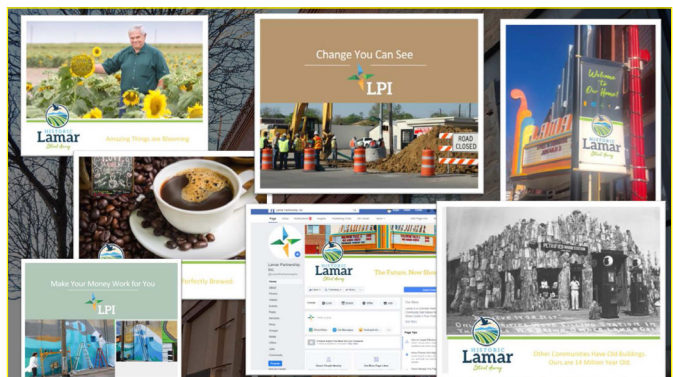
MAINCHANGERS

STORYLINES

VICTOR AVE

LYONS VIBE AT THE CORNER OF 11th and 112th ST

GANTT CHART



Change You Can See

Lamar

Lamar

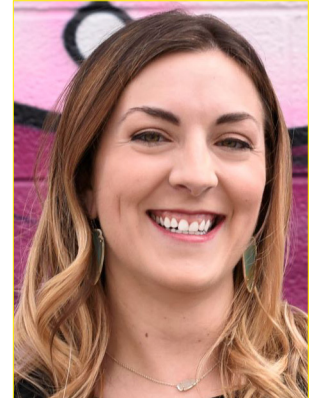
Lamar

SPOTLIGHT ON THE ADVISORY BOARD: CHRISTY COSTELLO, COLORADO CREATIVE INDUSTRIES

How did you get involved in the Main Street movement?

As the deputy director for the state Creative District certification program, I connected to the Main Street movement through our collaborative community development work. Both programs utilize positive community development strategies to create high quality places and build stronger communities through preservation-based economic development.

My favorite aspects of the work are facilitating collaboration around a shared vision for the future and the opportunity to support passionate local leaders who are striving to improve their communities.



What have you learned from your previous experience (professional and personal) that you bring to this role?

Serving on the Colorado Tourism Office Destination Development committee and as a new appointee to the Scenic Byways Commission and Main Street Advisory board, I am excited to connect my knowledge and passion for arts and culture, tourism, and community development.

In my community development work, I have learned the power of arts and creativity as a tool for social change. I am passionate about leveraging creative placemaking to serve a community's interest while driving a broader agenda for change, growth, and transformation in a way that builds an authentic sense of place. I recently completed an intensive community development practitioner training for professionals in civic sectors who are interested in addressing challenges and strengthening places by implementing asset-based and equity-focused programs that engage local artists as creative problem solvers. I am enthusiastic about applying these concepts to work in Colorado Main Street communities.

What are you most looking forward to about serving on the Colorado Main Street Advisory Board?

As a member of the Main Street Advisory Board, I am really excited to continue building relationships and learning about communities in Colorado. I look forward to drawing connections with the Colorado Main Street program that empower artists as agents of change in the community development process and support simple mechanisms to contribute to meaningful, economically vibrant, and equitable places.

ABOUT THE COLORADO MAIN STREET ADVISORY BOARD

The Colorado Main Street Advisory Board represents program partners and related state agencies, fellow experts in revitalizing the state's historic downtowns.

Board members advocate for Colorado Main Street, helping to recruit new members to the program and providing information about the program through their networks. They also advise the program on applications and tier advancement. Finally, these subject matter experts assist with service delivery and participate in training events.

Members of the Colorado Main Street Advisory Board not spotlighted in this issue: Colorado Preservation Inc. Executive Director Jennifer Orrigo Charles, Gates Family Foundation Senior Program Officer for Community Development Laia Mitchell, Colorado Creative Industries Deputy Director Christy Costello, Colorado Department of Transportation Bicycle/Pedestrian/Scenic Byways Section Manager Betsy Jacobsen, Stifel Public Finance Managing Director Alan Matlosz, History Colorado State Historical Fund Director Tim Stroh, and Brush Area Chamber of Commerce Executive Director Melody Christensen.

SPOTLIGHT ON THE ADVISORY BOARD: MORGAN CULLEN, COLORADO MUNICIPAL LEAGUE

How did you get involved with the Main Street movement?

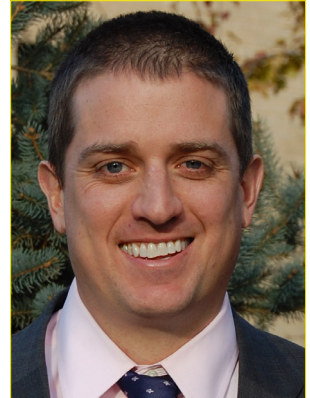
I have been working on economic development issues for the Colorado Municipal League (CML) for the past several years, and realized how important central downtown areas are for the general welfare of Colorado communities. They are fundamental to the central commerce, culture, and continuity of every community in the state. Whatever CML can do to help the Main Street program's goals of providing help to our state's small town downtown areas, we are happy to assist.

What have you learned from your previous experience (professional and personal) that you bring to this role?

I have really enjoyed working on economic development issues and have significant success both for CML and at the municipal level. Providing new employment opportunities, expanding business and cultural amenities and improving the quality of life in Colorado communities across the state is a gratifying space to work.

What are you most looking forward to about serving on the Colorado Main Street Advisory Board?

Having an opportunity to work closely with municipal members on projects that will have a direct impact on their communities and residents!



SPOTLIGHT ON THE ADVISORY BOARD: JENNIFER KOVARIK, UNIVERSITY TECHNICAL ASSISTANCE

How did you get involved with the Main Street movement?

As a supervisor with the University Technical Assistance Program (UTA) within the College of Architecture and Planning at the University of Colorado Denver, we help small communities throughout the state with a wide range of improvement projects. When we travel and visit communities, Main Street is always the first place we stop; it reveals the unique character of that town. The Main Street is typically the "heart" of these communities as well, so focusing on what the "heart" of the community needs, there is a great opportunity for the positive impact of improvements to spread throughout the rest of the town and community.

What have you learned from your previous experience (professional and personal) that you bring to this role?

As a landscape architect and planner, I bring my skills and experiences of helping communities bring a vision to fruition. I also have learned that enthusiasm is contagious and that community change comes from within. An excited and invested community that wants to make a change has a greater impact and ultimately results in more successful projects than a community with indifferent members.

What are you most looking forward to about serving on the Colorado Main Street Advisory Board?

I am thrilled to be on the advisory board and support efforts throughout the state. I am also excited about the synergy between UTA and Main Street, and ways UTA can further assist Main Street communities and help the program. Also, I look forward to working with the people involved with the Main Street program, as they are passionate and genuinely interested in helping Colorado communities.



EVERYONE COUNTS: CENSUS 2020

A complete census count means continued funding to Colorado for more than 55 federal programs, a possible additional seat in the House of Representatives, and good data to inform local, state, and business decisions for the next 10 years.

The State of Colorado is working with the U.S. Census Bureau to ensure that everyone is counted once, only once, and in the right place. In addition to broad outreach efforts, Colorado and the Census Bureau are also conducting efforts to reach hard-to-count communities. Hard-to-count populations can include those who are hard to locate, hard to contact, hard to persuade, or hard to interview. Renters, single parents, non-English speakers, recent immigrants, and young adults are some of the hard to count populations in the state. Barriers such as wanting to remain hidden, high mobility, homelessness, lack of trust in the government and how data will be used, language barriers, and low internet access, among others, lead to low response rates.

Specialists work closely with trusted community leaders to help educate and spread awareness about the 2020 Census. For the first time ever, people will be able to respond to the census online and over the phone, and they can also mail in their form. (The online and telephone versions of the Census Form will be available in 13 languages.)

Invitation letters or packets will be sent to Colorado beginning in mid-March. The majority of Colorado housing units will receive a letter, either in English or in English and Spanish. Some housing units in areas with limited internet connectivity will receive packets containing the invitation letter and a copy of the paper form. Some housing units in rural areas, e.g., where residents receive mail from a Post Office Box, will have a Census invitation packet hand-delivered by a Census enumerator.

You should submit your Census form as soon as you can after receiving your invitation letter or packet. The data collection period ends in June 2020, but the Non-Response Follow-Up period begins in the end of April 2020.

When you complete your census form, you help bring in funding to Colorado for vital services, provide valuable aggregate data for state and local decisions, and ensure fair representation in the U.S. House of Representatives. The 2020 Census will shape the next 10 years, do not leave your future blank!

Let your friends, neighbors, and leadership know that the 2020 Census matters to you! It benefits your community.

Visit demography.dola.colorado.gov/census-acs/2020-resources for “Things You Can Do to Promote the Census” — a Census article in your local paper, social media postings, or posters to print for your Main Street windows.

This article has been prepared by the Colorado State Demography Office.



COLORADO
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