

COLORADO MAIN STREET CELEBRATES PRESERVATION MONTH

Every year in May, local preservation groups, state historical societies, and business and civic organizations across the country celebrate Preservation Month through events that promote historic places and heritage tourism, and that demonstrate the social and economic benefits of historic preservation. While this May, events are in abeyance, we still want to celebrate some of the structures that help make each Main Street unique.

THE STATE HISTORICAL FUND ON MAIN STREET

The preservation programs of the Office of Archaeology & Historic Preservation (OAHP) and the State Historical Fund (SHF) are at the heart of History Colorado's mission to engage Coloradans in discovering, preserving, and taking pride in our architectural and archaeological heritage by providing statewide leadership and support in preserving the places that make Colorado unique. SHF is a statewide grants program that was created in 1990 and directs that a portion of gaming tax revenues be used for historic preservation throughout the state. In addition to partially funding the Colorado Main Street program itself, SHF contributes to many projects in the state's Main Street communities. The following are just a few recent examples.



The Plaza Block Building is the last remaining historically extant 1890s commercial building in La Junta's downtown. Following years of challenges related to its future, the La Junta Urban Renewal Authority (URA) and Southeast Colorado Creative Partnership (SECCP) collaborated in 2017 to re-purpose the building into a cultural arts center, short-term housing, and commercial kitchen benefiting various community sectors. Following delays due to asbestos findings and contractor changes, two concurrent SHF-funded stabilization phases began, including roof

rehabilitation thanks to URA supplemental funds. The first phase addressed critical masonry, foundation, and structural rehabilitation, basement footing installation, and waterproofing. This was followed by additional SHF funding for a new flooring system, as well as additional work basement footings, masonry, and waterproofing. SHF funds are helping to ensure the Plaza Block's future as a beacon for community downtown revitalization and historic preservation.



In Leadville, a grant is helping to complete critical life-safety deficiencies affecting the use and continued preservation of the International Order of the Odd Fellows Building, which houses lodge gathering and meeting rooms on the second floor above ground-level retail spaces. This project includes preparation of construction documents in consultation with SHF, followed by construction activities to correct the critical structural, roof, and site drainage issues identified in a recently completed historic structure assessment, an SHF project completed May 2018.



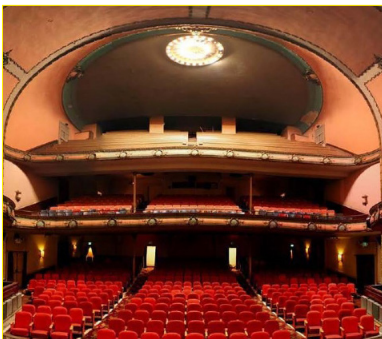
The Montrose County Historic Jail, built in 1885 and located downtown, is one of Montrose’s most important structures. As the country’s first permanent jail, it represented the transition of Montrose into a law-abiding community. While the construction of the jail is similar to other jails built during the late 19th century, this site is of particular significance because of its contributions to local history and western folklore. The jail was utilized until around 1936 when a new county jail opened adjacent to the county courthouse. The City of Montrose purchased the building in 2016, after years of minimal maintenance. Now, the vision is to return the structure to public use as a heritage tourism site. SHF funds are being used to hire a consultant to evaluate the structure and produce construction-ready, biddable documents for its exterior restoration.



The Masonic Lodge #129 is a locally landmarked building in downtown Rifle. Since its construction in 1914, it has contributed to the social and civic life of the community. The lodge has seen few alterations over time; however, it is now in need of care to address a list of critical and serious deficiencies as outlined in a 2018 historic structure assessment. A recent SHF grant provided for listing of the property in the State Register of Historic Properties to enable the project to access State Historic Preservation Tax Credits, an integral piece of the project funding package, and develop construction documents to allow for the rehabilitation of building’s exterior and needed maintenance to take place, which will ensure the Lodge’s longevity and important contributions to community life in Rifle.



St. Paul’s Episcopal Church of Steamboat Springs, in partnership with Historic Routt County, received funds to support the rehabilitation of its original church building, affectionately known as the Old Stone Church, a character-defining feature of the historic Oak Street corridor for more than 100 years. After commissioning an historic structure assessment in 2018 and a full set of construction documents in 2019, stewards of the building have developed a scope of work — including roof replacement, stone repointing, window repair, and interior rehabilitation — that will ensure the building will be used and maintained long into the future.



The City of Trinidad applied for funding to acquire the historic West Theatre, now known as the Fox Theatre, with plans to begin rehabilitation of the building, complete feasibility studies to determine future uses of all spaces within the theater, and to ensure that the building is preserved for the community and adaptively reused to meet its needs into the future.



CELEBRATE HISTORIC PLACES

Even though many historic places are physically closed right now, a world of adventure is online. The National Trust for Historic Preservation is allowing you to step out while you stay in. Wander the rooms of iconic houses, roam wide-open spaces, and peek behind the scenes at some of famous historic sites. Visit savingplaces.org/coronavirus#.

MORE PRESERVATION ON MAIN STREET

BELVIDERE THEATER, CENTRAL CITY



The Belvidere Theater, one Colorado's Most Endangered Places, is among the first historic buildings seen by travelers as they enter Central City from the parkway off of I-70. For years, the property sat vacant and suffered from deferred maintenance. In 2016, Central City gained ownership of the theater, and redevelopment is underway as part of the effort to preserve historic assets and diversify the economy beyond gaming, with the goal to rehabilitate the building as a community/cultural arts center and commercial property. Building stabilization, including emergency roof repair, has been completed, supported in part by a Colorado Main Street mini-grant. Further redevelopment is underway thanks to a \$1 million Energy and Mineral Impact Assistance Grant from the Department of Local Affairs and around \$2 million from Central City.

THE DAVIES HOTEL, LAMAR



The Davies Hotel is typical of the numerous small town hotels, with a location near the railroad depot for a steady stream of lodgers. The builders of the 1902 hotel utilized locally quarried sandstone for the exterior walls. The hotel, listed on the National Register of Historic Places, served the normal mixture of customers, but also famous bank robbers, a member of Pancho Villa's gang, and Tom Mix before he achieved movie fame. The building stood vacant for 50 years before the current owners, Ronny and Lisa Farmer, began work on new office space in the old building that will be leased to Southeast Health Group.

FIRST PRESBYTERIAN CHURCH, LA JUNTA



The City of La Junta recently purchased the original First Presbyterian Church, which is actually the second Presbyterian church on the site. The first church, built in 1881, was sold to the Mennonites in 1904 and moved five blocks south where it remains today. Until 1960, the building was the home to its congregation, then it housed a variety of businesses. The beautiful Gothic Revival church has seen better days. Stained glass window openings have been stuccoed over, shop windows cut into the first floor, and vertical wood siding added to the first floor exterior. The first floor has been lowered to accommodate shoppers, a dropped ceiling has been added, and original entrances and staircases altered. Stay tuned as La Junta shines up this beauty to be a functioning member of our community!

ISIS THEATER, VICTOR



Many people travel through Victor and feel its unique vibe, recognizing in its heritage a tremendous amount of untapped and, in some cases, dilapidated potential. Two people who believe in the town's potential purchased the Isis Theater, and have poured their time, resources, creativity, and passions into its reactivation. After sitting mostly stagnant for decades, there are now tours and events. A miniature golf course is beginning to see daylight in the back. Yet, the Isis is not restored nor preserved, not yet, not by a long shot. It is loved, and well-loved at that. But its owners are stretching their own resources toward its eventual complete reactivation, and the community is coming together to help as the reactivation of this space elicits all kinds of fascination about life in Victor's varied past, inspires ideas as to its potential future, and increases the current quality of life.

DOING BETTER BUSINESS WITH BETTER FAÇADES



The façade of a bricks-and-mortar business is its public face and calling card. When inviting, it draws in new customers and brings repeat business into a store or restaurant. Yet neglected façades — boarded-up windows, broken glass, leaky doors, old signs, and outdated color concepts — are all too common. This is not just an aesthetic issue on Main Street, it is a threat to the business’ bottom line. The good news is that small, relatively inexpensive changes can have a big impact on both the streetscape and on profits.

In 2014, Wisconsin Main Street conducted a study called “Storefront Improvements: A Selection of Wisconsin Case Studies” that determined that 80 percent of businesses with façade updates attracted more than 80 percent more first-time customers, and 90 percent reported increased revenue.

The first and most important approach to good-looking façades is regular and seasonal maintenance (see calendar below). Delayed maintenance and inappropriate materials with Main Street buildings frequently date as far back as the 1950s, and up through the 1980s, in a cycle of disinvestment. Old owners’ decisions should not impact new businesses, nor years of procrastination keep an owner from making a change.

A bright side to facade improvements for many a Main Street building is, in fact, their age. Quality construction and materials lasts much longer than new. Many storefronts also have higher quality framing, such as copper or stainless steel. This means the lesser cost of refurbishment to replacement.

New complementary signs and fresh paint make a business and its brand shine.

Historical elements at their best with a little maintenance or updates are what make the Main Street atmosphere so special for shoppers and diners.

Main Street community members with questions about façade maintenance or updates should contact Larry Lucas, Main Street architect, at larry.lucas@state.co.us or 720-402-9303.

Type of Maintenance/Construction	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Plan for spring and summer												
Roof												
Masonry												
Metalwork (gutters and cornices)												
Woodwork (storefronts, siding, misc.)												
Doors and windows												
Paint												
Screens and storm windows												
Signage and awnings												
Interiors												

The months marked are generally the best months for the work indicated, but the period is really dictated by weather. Preferable working conditions are dry with temperatures between 60 and 90 degrees Fahrenheit.

WELCOME, HUGO!



Hugo is a bustling town of just around 800 people, all within a half-mile radius. Located on Highway 287 on the rural Eastern Plains, Hugo is about halfway between Denver and Oklahoma — If you drive too fast, you will miss all our Main Street district has to offer!

For 150 years, Hugo has been one of the best kept secrets of Colorado's Eastern Plains. The town was established in 1870 and incorporated in 1909. Like many towns throughout the United States, Hugo was first a stagecoach stop and later developed into a railroad stop, becoming home to a historic Union-Pacific Roundhouse, which still stands today.

The town's Main Street became Highway 287, which runs from Houston, Texas, to Laramie, Wyoming.

Hugo has seen both growth and decline in population over the centuries. Like many rural towns, Hugo is working hard to provide residents with amenities, services, and infrastructure to ensure the future of this treasured community. The Hugo Town Board identified the Colorado Main Street program as one of its Strategic Development Initiatives, and joined the affiliate level of the program in 2019.

Hugo Main Street was formed shortly thereafter as a 501(c)3, spearheaded by Hugo Trustee Gillian Laycock, who has taken on the role and responsibilities of driving the program as its Main Street manager. With a leadership team of seven passionate, community- and economy-minded leaders, Hugo Main Street was just named an official Colorado Main Street community.

Hugo Main Street has a robust strategic plan focused on cultivating a cohesive and vibrant business community within the Main Street District. Specific annual events have been identified and designed to bring the community together and celebrate its downtown assets. "Business-Open" initiatives that include supportive resources are being developed. Each and every business in Hugo is essential. It is Hugo Main Street's mission to develop a relationship with and support those businesses located within the Main Street District, and partner with property owners of vacant buildings to create opportunities to attract new businesses to occupy, open, and thrive.

By following the Four-Point Approach of the Main Street program, and with the support of the Colorado Main Street team, these business and economic development goals become tangible and attainable. Hugo believes this approach, through community placemaking and support initiatives, will help secure a more resilient future for the entire community. Overall, Hugo Main Street's goal is to create an environment where both residents of Hugo and those passing through want to visit.

CONGRATULATIONS MEEKER, RIDGWAY, AND VICTOR

As the Colorado Main Street team welcomes Hugo as our newest official community, we congratulate other communities on their moves up through the tiers: The Town of Meeker is now a Designated community, while the Town of Ridgway and Town of Victor move to the highest level within the program, Graduate status. Congratulations!

SPOTLIGHT ON MAIN STREET MANAGERS: LAUREN HUBER, GRANBY

How did you get involved in the Main Street movement?

My background is varied having worked in the ski industry for several years before staying home with my young children. When my kids became old enough to start school, we moved to a new town in Virginia. I am passionate about building community and was drawn to a job posted with the local Main Street organization. I ended up working with Harrisonburg Downtown Renaissance for six years and was lucky that my position evolved along with me as my skills evolved. When my family started looking to move again, we settled on Granby, and it was too good to be true when I discovered the executive director position was open. I jumped at the chance, and here we are.

What inspires you?

I am a big believer in the power of place. I want to live in a community that I love and I want to be a part of creating a place that people are proud of.

Describe your leadership style.

I consider myself a part of the team. I am very collaborative, whether this includes staff or community, we all play a role in moving our vision forward.

What makes you excited about Granby Main Street's future?

Granby has so much untapped potential. I am excited to get to know the business community and help bring the locals' dreams for their town to life.



SPOTLIGHT ON MAIN STREET MANAGERS: GILLIAN LAYCOCK, HUGO

How did you get involved with the Main Street movement?

America was founded on small towns along travel routes. I have traveled through a lot of small towns across the West, and there is a stark and sobering difference between those that have a vibrant Main Street and those that have all but dissipated, with the only markers of their historic existence being empty, blighted buildings as you drive through their downtowns. After understanding how fragile Hugo's economy truly is, I started researching and learning about what steps have been taken by those towns with active economies. I attended an economic development conference in Lincoln County where Main Street Architect Larry Lucas presented on the program ... It was an ideal fit.

What inspires you?

Being alive, creativity, successful ideas, learning new things, freedom to debate, freedom and equality to achieve on one's personal hard work and ethics. Entrepreneurship, capitalism and market economy, tourism, economic development and resilience. People and community.

Describe your leadership style.

Somewhat of a mix between Servant Leadership and Pacesetter.

What makes you excited about Hugo Main Street's future?

I am excited about the potential for what our Main Street District could and will be for our community — the placemaking, businesses, and services that we will one day have in addition to those we currently have now. I am so grateful for the support, encouragement, guidance, and personal engagement from the entire team at Colorado Main Street. I feel confident in the future of Hugo Main Street's success because of this team.



SPOTLIGHT ON MAIN STREET MANAGERS: CHAD MOST, LEADVILLE

How did you get involved with the Main Street movement?

I have lived in Leadville for close to 20 years, originally hailing from the Adirondacks in Upstate New York. I am passionate about public service, and had worked in finance for a municipal government on the other side of a mountain pass for 15 years. The Main Street Manager position is the perfect opportunity for me to put my passion to work for the community I live in and love.

What inspires you?

I am inspired by small communities, all of the incredibly talented and dedicated public servants I have had the chance to learn from over the years, our natural environment, and our rich historical heritage.

Describe your leadership style.

My motto in public service is “I work for you!” I firmly believe that our main responsibility is to instill confidence by exuding competence. What that means to me is that I lead by example, I am not afraid to do the dirty work, I am collaborative and transparent.

What makes you excited about Leadville Main Street’s future?

What excites me about Leadville Main Street’s future are the people of Leadville, her history, and the many opportunities we have to both build on the past and help to ensure our sustainability moving forward.



SPOTLIGHT ON MAIN STREET MANAGERS: BRIANNA HOYT, LYONS

How did you get involved with the Main Street movement?

I moved to Lyons four years ago after having spent most of my summers visiting the town. I have had the opportunity to volunteer with several amazing organizations in town and have worked with many of the small business owners. The Main Street program offered me the opportunity to combine my love for history with my interest in how marketing trends can impact small businesses.

I have met and worked with many amazing people in Lyons since becoming the town’s Main Street manager.

What inspires you?

I love seeing people work together to create a community. I am inspired by the number of people in Lyons community who are enthusiastic about volunteering and working to make this community the best it could possible be.

Describe your leadership style.

I believe the best leadership comes from collaboration. Every person has unique experiences and talents and the best results happen when people have an opportunity to share.

What makes you excited about Lyons Main Street’s future?

I cannot wait to see how Lyons’ Main Street grows and what new creations our artists, artisans, and business owners come up with! Lyons is a small town brimming with big talent!



MAIN STREET COVID RELIEF

The Colorado Main Street program is providing critical and rapid response to our communities to help prevent the loss of businesses and jobs, and support the sustainability of the local Main Street programs. Main Streets can now access up to three years' worth of mini-grants and scholarships to fund critical projects and technical assistance, and the 25-percent match for mini-grants may be waived if need is demonstrated. While approved pre-pandemic in the December grant round, this program change can be especially helpful in local response.

Colorado Main Street consulting services also have been modified. Existing contracts have been extended, and the fund balance is open for necessary recovery efforts and strategies.

As always, Main Street's staff of three provides technical assistance to local programs and towns interested in the Main Street Approach. Most recently, this means weekly (virtual) meetings to discuss resources and funding opportunities for their small businesses and for their Main Street programs.

While helping communities with their immediate needs, the program also is focused on the future. Strategies for long-term resiliency are under discussion or development, including a framework for stabilization for economic recovery, façade improvement program, placemaking and streetscaping projects, collaborative programs to complement the work of local nonprofits, and more.

While these Main Street resources remain dedicated to communities in the program, case study examples and lessons learned will be shared with communities statewide.

COMMUNITIES HELPING COMMUNITIES

Throughout Colorado, Main Street managers have been helping their downtowns weather the pandemic. All programs have been providing information on resources and technical assistance to their small business, and promoting curbside pick-up and and take-out options. A couple of highlights:

- Montrose recognized the need early and developed (and implemented) a business support plan, including regular communications and a relief package.
- Leadville hosted a community-wide auction of small business products, with all proceeds going back to the business owners.
- Rifle developed a forgivable loan program for locally owned small businesses.
- Wellington created a take-out bingo card — Those who patronized the restaurants were entered to win a gift card good at downtown businesses.
- Trinidad hosted a Facebook Live shopping event featuring the works of local artists.
- Windsor is working with a local distillery on supplying Main Street businesses hand sanitizer.



COLORADO
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