

BOUNCE *FORWARD*

*BUILDING THRIVING, HEALTHY, &
EQUITABLE COMMUNITIES*



MARCH
4 & 5, 12, 19, 25 & 26



RMLUI 2021

WESTERN PLACES | WESTERN SPACES

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ROCKY MOUNTAIN
LAND USE INSTITUTE

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**GARY
COMMUNITY
INVESTMENTS**
Working together
for Colorado's children

**Brownstein Hyatt
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DENVER REGIONAL COUNCIL OF GOVERNMENTS

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FOSTER GRAHAM MILSTEIN & CALISHER LLP
ATTORNEYS AT LAW


BABBITT CENTER
FOR LAND AND WATER POLICY
A Center of the Lincoln Institute of Land Policy


ROOT POLICY
RESEARCH

WM
WITHEY MORRIS PLC
ATTORNEYS AT LAW

CLARION

**Hogan
Lovells**

LAW OFFICES
**JORDEN BISCHOFF
& HISER, P.L.C.**


**KAPLAN KIRSCH
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Special District Law


ChangeLab Solutions


CCI
COLORADO COUNTIES, INC.
Educate • Advocate • Empower

CML
COLORADO MUNICIPAL LEAGUE
The Voice of Colorado's Cities and Towns

**DOWNTOWN
COLORADO**
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Colorado





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Economic Recovery on Main Street

SAVING MAIN STREET

Community Development Strategies for Incentivizing
What We Say We Want in Downtown.



CREEDE, CO

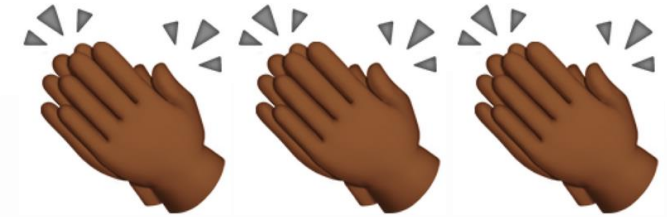


WHAT WE SAY WE WANT...

WHAT OUR REGULATIONS GET US...



COVID-19 EMERGENCY RESPONSE



NYC RESTAURANT NEWS

NYC Restaurants Can Expand to Half Capacity Indoors Starting March 19, Cuomo Says

New Jersey restaurants will also begin operating at 50 percent capacity starting on the same day

by Erika Adams and Tanay Wamerkar | Mar 10, 2021, 3:02pm EST



EAT AND DRINK

Is Indoor Dining at 25 Percent Capacity Enough to Save Local Restaurants?

The updated restrictions are a welcome reprieve for business owners, but many also say it's not enough for long-term success.

PATRICIA KAOWTHUMRONG • JANUARY 5, 2021

Some Colorado Springs restaurants remain closed rather than reopen at 25% capacity

By Rich Laden rich.laden@gazette.com Jan 25, 2021 Updated Jan 29, 2021



COLORADO
Department of Revenue

Enforcement Division – Liquor & Tobacco

Physical Address:
1697 Cole Boulevard, Suite 200
Lakewood, CO 80401

Mailing Address:
P.O. Box 17087
Denver, CO 80217-0087
Fax: 303-866-2428

BULLETIN 20-09

REFERENCE: EXECUTIVE ORDER NO. 20-093 -TEMPORARY MODIFICATIONS – COMMUNAL OUTDOOR DINING AREAS AND PUBLIC CONSUMPTION

DATE: JUNE 5, 2020

The Liquor Enforcement Division recently adopted Regulation 47-302(F), allowing on-premises restaurants to temporarily modify their licensed premises to include outdoor areas in order to remain open. However, the Liquor Code prohibits two or more on-premises restaurants from temporarily modifying their licensed premises to include outdoor areas in order to temporarily

Home / Government / COVID-19 Information / Guidance & Resources / Businesses / Economic Relief / Temporary Outdoor License

Temporary Outdoor License

- [Overview](#)
- [Application Process](#)
- [Submit Your Proposal](#)

Temporary Outdoor Expansion Program Extended!

The Temporary Outdoor Expansions Program will now run through October 2021. Please see below for more information.

Si necesita ayuda o tiene preguntas en Español, por favor contacte a el Departamento por correo electrónico a EXLSubmit@denvergov.org

The City and County of Denver created a temporary program to allow restaurants and bars to operate in outdoor settings adjacent to their businesses. The program aims to allow for greater physical distancing and safety for patrons now that the state's public health orders allow restaurants and bars to resume

COVID-19 EMERGENCY RESPONSE

TRANSPORTATION

Colorado offers \$4.1 million to cities that use pavement for people, not cars, as part of coronavirus recovery

The new "Can Do Colorado" initiative offers grants for communities that expand dining, shopping and pedestrian access into common areas, including streets and parking lots



Jason Blevins

4:20 AM MDT on Jun 13, 2020

CORONAVIRUS

Another \$1M+ in grants awarded for outdoor restaurant expansion

The state said \$2,418,305 has been awarded to 389 restaurants to help them expand outdoor dining during the winter months.

Winter Outdoor Dining Grant Program Launches Today

MARK ANTONATION | NOVEMBER 2, 2020 | 8:45AM



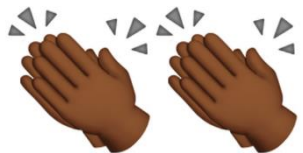
Colorado Gap Fund Awards \$7 Million To Hundreds Of Business Owners, Thousands More Waiting On Round 2

20 at 6:03 pm Filed Under: Colorado News

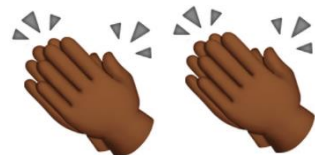
CDOT Offering \$4 Million in Grants to Promote Public Health & Economic Activity

DENVER - Communities wanting to make creative modifications to state roadways or other public spaces as a way of promoting public health during the COVID emergency, through socially-distant active transportation and economic development opportunities, can now apply for a grant from the Colorado Department of Transportation. The initiative is supporting the Can Do Community Challenge as part of the Can Do Colorado campaign

Denver Offers Financial Aid to Restaurants for Costs of Expanded Outdoor Space



WE FINALLY BAILED OUT MAIN STREET!!!!



COVID-19 EMERGENCY RESPONSE

- Existing state regulations

+

- Existing city regulations

+

- NEW state regulations

+

- NEW city regulations

+

- Applications galore

+

- NO MONEY + DYING BUSINESS

BUSINESS OWNER =



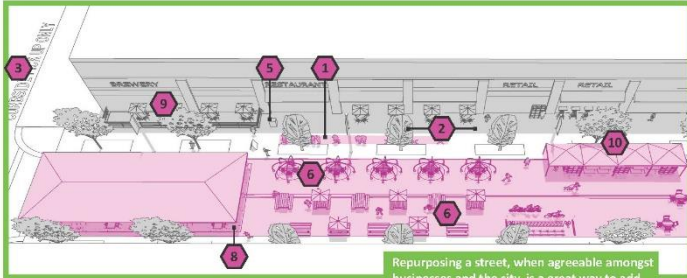
COVID-19 EMERGENCY RESPONSE

A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS

MAIN STREET CONTEXT

REPURPOSING A STREET

studio seed
WWW.STUDIOSEED.ORG



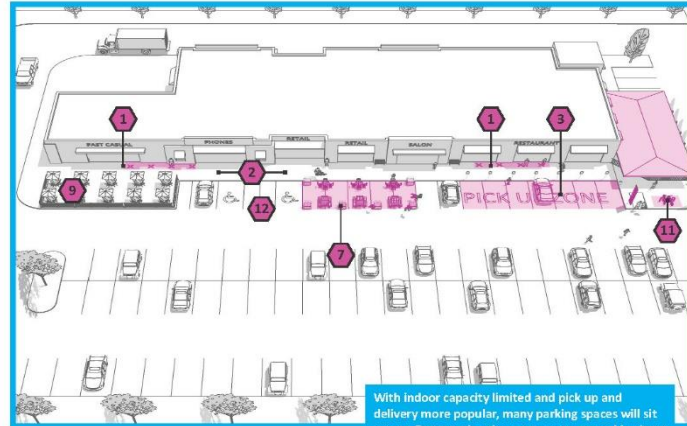
Repurposing a street, when agreeable amongst businesses and the city, is a great way to add usable outdoor space and expand business capacity. Refer to the end of the document for guidelines, resources and design ideas.



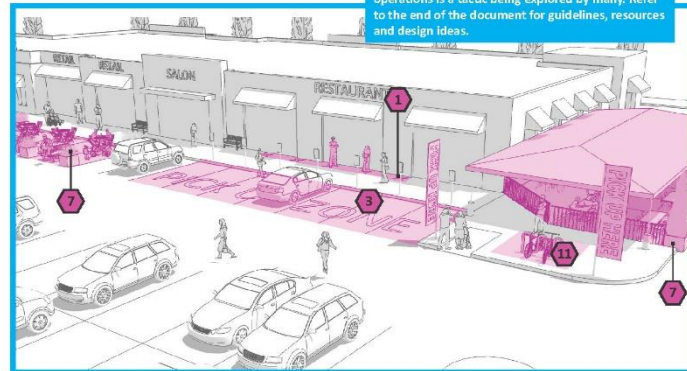
SHOPPING CENTER CONTEXT

REPURPOSING OFF-STREET PARKING

studio seed
WWW.STUDIOSEED.ORG



With indoor capacity limited and pick up and delivery more popular, many parking spaces will sit empty. Repurposing those spaces to expand business operations is a tactic being explored by many. Refer to the end of the document for guidelines, resources and design ideas.



A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS

studio seed
URBAN DESIGN + PLANNING
WWW.STUDIOSEED.ORG



HOW TO USE THIS GUIDE:

1 FIND YOUR CONTEXT

2 REFER TO GUIDELINES

3 EXPLORE DESIGN IDEAS & RESOURCES

This guide is meant to be a resource for communities and businesses considering temporary outdoor expansion to support the success of local business in the age of COVID-19 and a phased statewide reopening strategy. It offers design ideas and guidelines for outdoor expansion tactics for various contexts, covering a wide array of potential situations and solutions.

COVID-19 EMERGENCY RESPONSE

A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS

OUTDOOR EXPANSION DESIGN IDEAS

studioseed
WWW.STUDIOSEED.ORG

The following photo examples provide design ideas for temporary installations for outdoor expansion. They are organized by topic and each topic includes four variations based on estimated cost and sturdiness (see reference

diagram in bottom right corner.) They are meant to show a range of ideas and are not representative of all options. Creativity is encouraged!

SEATING



Amazon bistro set



Durable plastic set

STREET/PARKING BARRIERS



Plastic netting



Plastic barriers



Picnic tables



Wrought iron set

PARKLETS



Tables in parking spot



Raised aluminum and decking



Tables and tents in parking spot



Wood decking and seating with built-in planters



OUTDOOR EXPANSION RESOURCES

studioseed
WWW.STUDIOSEED.ORG

RENTALS AND PURCHASES

The Recess Factory - Erie, CO

- Flexible payment options
- Delivery and setup
- Event Fencing + sandbags/securing options
- Oktoberfest style tables and benches
- Tents + sandbags/securing options



CONTACT US TO RESERVE NOW:
David Janowicz 970-389-0910 david@recessfactory.com
Sam Lyons 970-618-6122 Sam@recessfactory.com
Hunter Schoepflin 303-928-9149 hunter@recessfactory.com

Streetscapes - Denver, CO

- Benches, Planters, Bollards, Bike Racks, Umbrellas, and more.

STREETSCAPES
STREETSCAPES.CO



Loveland Barricade - Loveland, CO

- Equipment rental (cones, barricades)
- Pavement markings
- Traffic control

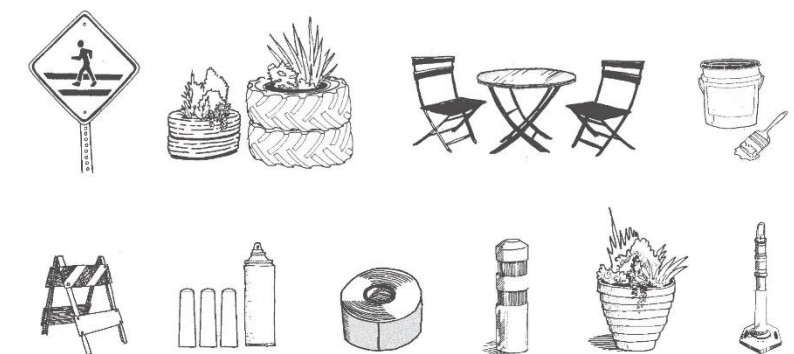


CONTACT:
Shawn Severin
Office: 970-663-5311
Fax: 970-663-5270
Email: shawnseverin@lovelandbarricade.com

Joseph Brandt
Estimator
Office: 970-663-5311
Fax: 970-663-5270
Email: joebrandt@lovelandbarricade.com

OUTDOOR EXPANSION RESOURCES

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WWW.STUDIOSEED.ORG



TACTICAL URBANIST'S GUIDE TO MATERIALS AND DESIGN VERSION 1.0

DECEMBER 2016 | CREATED BY THE STREET PLANS COLLABORATIVE, WITH FUNDING FROM THE JOHN S. AND JAMES L. KNIGHT FOUNDATION
Tactical Urbanist's Guide to Materials and Design - Materials Resource (by The Streets Collaborative)

Bistro Set on Amazon for \$109 - Lightweight, moveable, colorful 3-piece bistro set



COVID-19 EMERGENCY RESPONSE



FLAGSTAFF, AZ



FRUITA, CO

COVID-19 EMERGENCY RESPONSE



ARVADA, CO



LARIMER SQUARE – DENVER, CO

COVID-19 EMERGENCY RESPONSE



GOLDEN, CO



BOULDER, CO

COVID-19 EMERGENCY RESPONSE

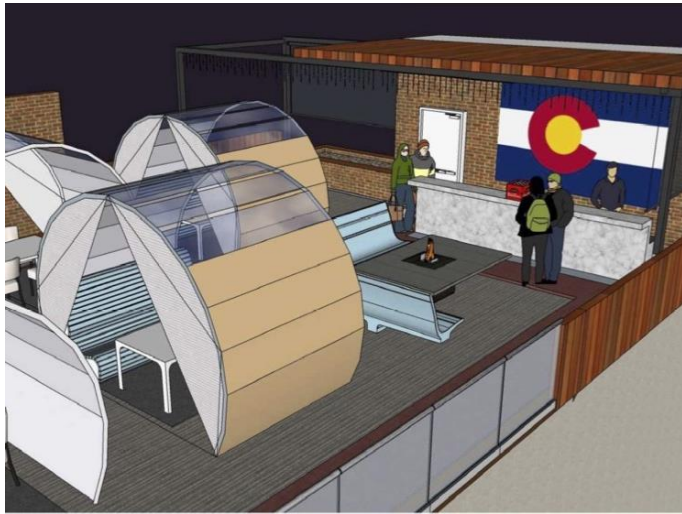


CRESTED BUTTE, CO



DURANGO, CO

COVID-19 EMERGENCY RESPONSE



COVID-19 EMERGENCY RESPONSE



COVID-19 EMERGENCY RESPONSE



CREATIVITY!



PRIORITIZING PEOPLE OVER CARS!



BOOZE TO GO!

We hope some things stick around... 😊



A SENSE OF HUMOR!

**SMALL BUSINESSES ARE UNDER PRESSURE.
COVID ACCELERATED THIS TREND.
IS THIS NOT A PANDEMIC TOO??**

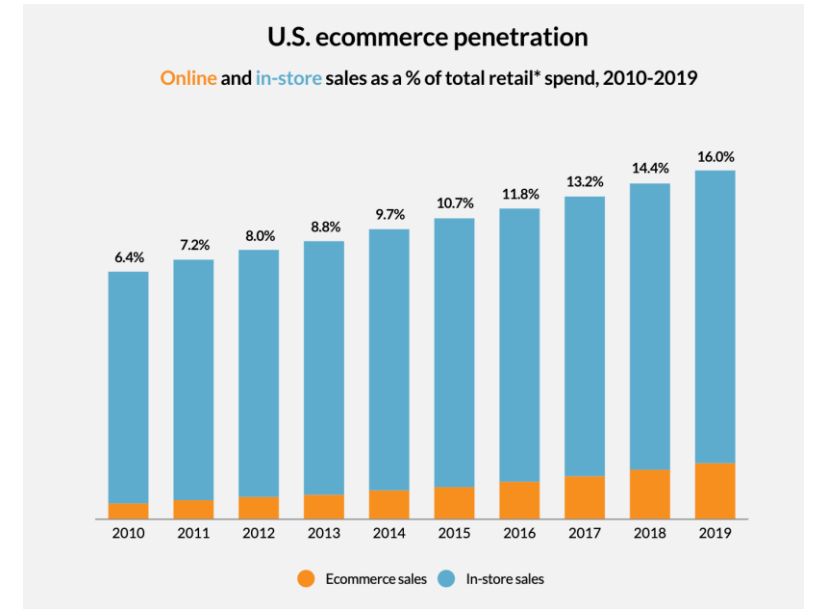


IT'S HARD TO COMPETE WHEN...

E-commerce over brick and mortar keeps growing



Cities offer major incentives to lure big companies/ more jobs



Latest Companies Moving to Denver

Posted at 07/17/2020 08:32 AM by [Pat O'Connor](#)



BUSINESS • News

Pax8 plans to create 1,800 jobs in state after receiving incentives

Colorado also looking to land pharmaceutical manufacturer in Boulder



By **ALDO SVALDI** | asvaldi@denverpost.com | The Denver Post

PUBLISHED: February 20, 2020 at 12:40 p.m. | UPDATED: February 20, 2020 at 6:59 p.m.

Colorado offers 2nd-largest incentive ever to entice Bay Area firm to bring 1,500 jobs to Denver

Photo credit: Max Bohana



COLFAX AVENUE – A CASE STUDY

Research and work highlighted from the East Central and East Area Plans in Denver, CO (adopted in 2020)

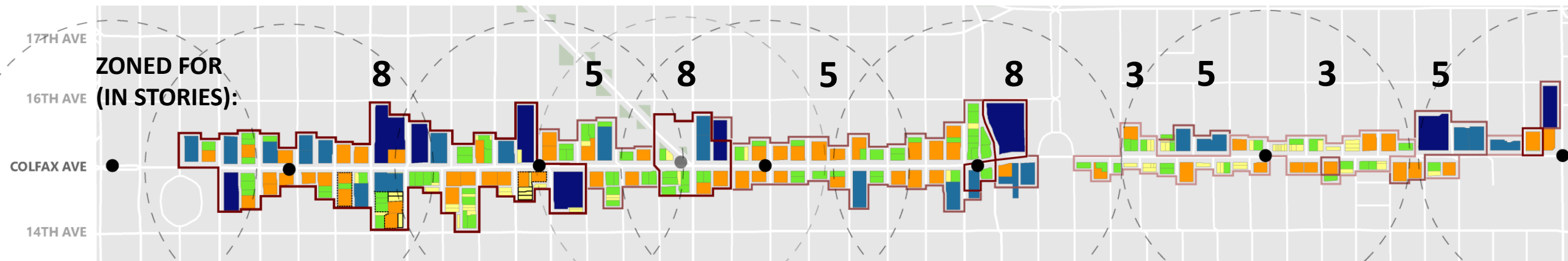
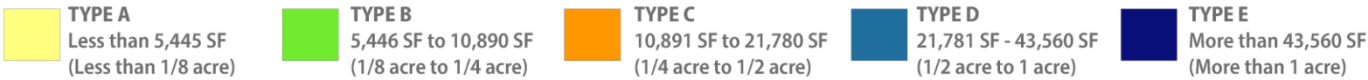


- Very thin strip of commercial property
- Directly adjacent to residential neighborhoods
- Historically full of small, local biz
- Narrow sidewalks with on-street parking
- One to three story “main street” buildings
- Some auto-oriented uses mixed in too

**DOES THIS SOUND LIKE
YOUR MAIN STREET?**

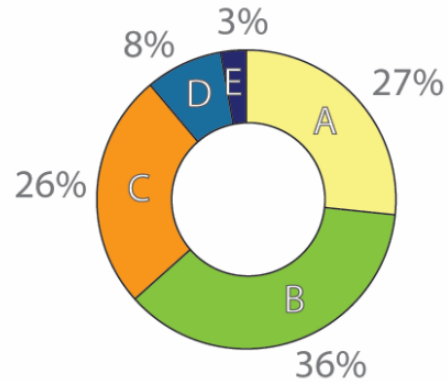
LOT SIZES ON COLFAX

Main Street Zoned Parcels



EAST CENTRAL

OVERALL (# OF LOTS)



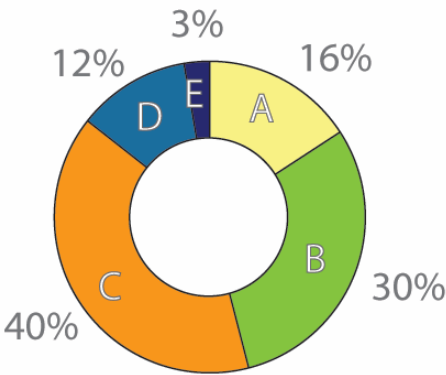
*OUT OF 262 LOTS

89%

SMALL TO MEDIUM LOTS

EAST

OVERALL (# OF LOTS)



*OUT OF 277 LOTS

86%

SMALL TO MEDIUM LOTS

TYPE A
Less than 5,445 SF
(Less than 1/8 acre)

= 1-story

TYPE B
5,446 SF to 10,890 SF
(1/8 acre to 1/4 acre)

= 2-stories

TYPE C
10,891 SF to 21,780 SF
(1/4 acre to 1/2 acre)

= 3-stories

TYPE D
21,781 SF - 43,560 SF
(1/2 acre to 1 acre)

= 4-stories

TYPE E
More than 43,560 SF
(More than 1 acre)

= 5+ stories

RECENT DEVELOPMENT ON COLFAX

TAKING UP BIG LOTS...

87% 100%

EAST CENTRAL EAST

OF DEVELOPMENT HAS OCCURRED
ON MEDIUM-LARGE LOTS

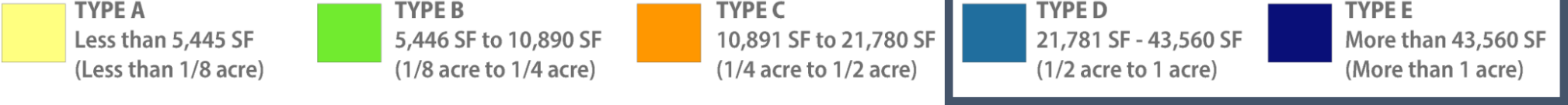
TO BUILD SMALL STUFF...

64% 92%

EAST CENTRAL EAST

OF DEVELOPMENT HAS BEEN ONE-STORY
COMMERCIAL CHAINS

Main Street Zoned Parcels





THIS IS WHAT WE GOT...



THIS IS WHAT WE WANTED...

SAVING MAIN STREET: LESSONS LEARNED

1 – REGULATE WITH AN ECONOMIC DEVELOPMENT LENS THAT IS GEARED TOWARD SUPPORTING SMALL BUSINESS.

- ✓ *Most codes are written for the opposite – large, new developments and greenfields/suburban patterns (e.g. corporate chains.)*
- ✓ *Most incentives are available for the opposite (luring big business/jobs.)*
- ✓ *Educate importance on all levels - from City Council to code compliance officers.*
- ✓ *Be CREATIVE – use new tools!*



“But we, during the pandemic, needed to look at recovery through a different lens ... In times like these, we needed to be creative to get new sources of funding.”

- Betsy Markey, outgoing Executive Director of the Colorado Office of Economic Development and International Trade
- On having to **find new sources of funding** due to pandemic budget cuts.
 - **Energize Colorado Gap Fund and Climber Fund** mentioned as two public-private partnership economic recovery tools

SAVING MAIN STREET: LESSONS LEARNED

2 - ADDRESS ZONING:

- ✓ LAND USE: *Make sure the uses you want to see are allowed, and if not, amend your zoning. Conversely, eliminate uses you don't want to see.*
- ✓ TEMPORARY USES: *Make temporary uses legal and for a time period where a concept can be tested.*
- ✓ PARKING: *Parking will KILL a project – exempt parking requirements for existing buildings/sites of a certain size or age and/or allow public/shared lots and on-street spots to count toward requirements.*
- ✓ PROPORTIONALITY: *Ensure that required improvements are proportional to the investment.*
- ✓ NON-CONFORMITIES: *Careful that non-conforming rules don't kill a project.*



SAVING MAIN STREET: LESSONS LEARNED

3 – INITIATE/TEST OUT NEW PROGRAMS

- ✓ ADAPTIVE REUSE PROGRAM: A program/ordinance that overrides more challenging code requirements in order to support small businesses (overlay.)
- ✓ TRANSFER OF DEVELOPMENT RIGHTS: Allow private market to play a part – incentivize saving older structures and give owners \$\$\$ to invest; transfer air rights where development is more feasible/desired.
- ✓ PROVIDE INCENTIVES – tax credits, waive fees, matching grants, creative financing, etc.
- ✓ PROVIDE ASSISTANCE – ombudsman, main street specialist, fact sheet with FAQs, business matching and marketing, etc.



City of Phoenix

Planning & Development Department
Office of Customer Advocacy



Development Assistance for Small Business



SAVING MAIN STREET: LESSONS LEARNED

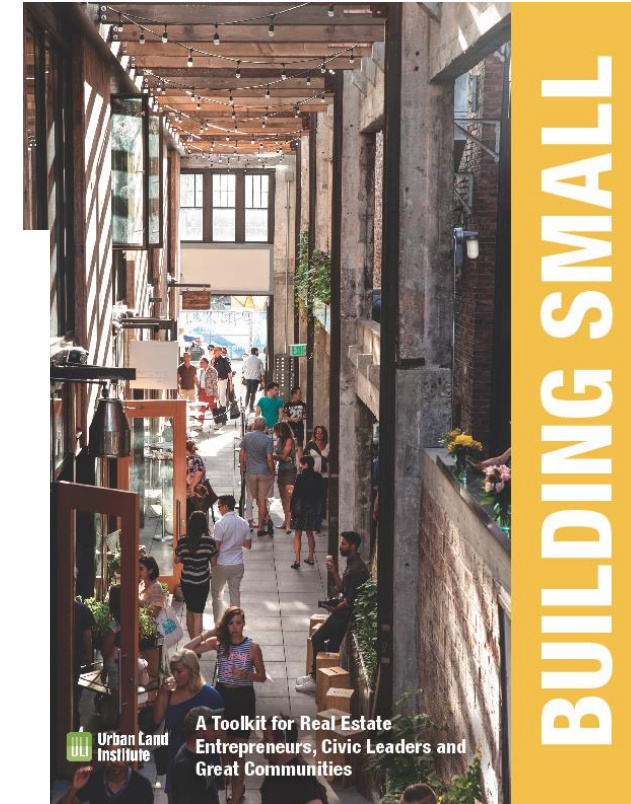
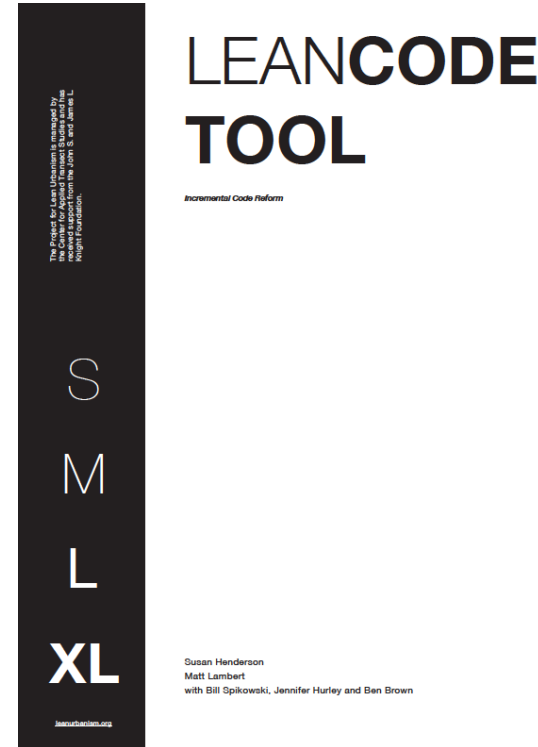
4 – ENGAGE COMMUNITY

- ✓ BETTER BLOCK PARTY: *Pick an area to implement temporary improvements and activation – engage community in shaping (clean up, add planters, activate storefronts, food trucks, music, paint, etc.)*
- ✓ ENGAGE YOUTH: *Work with high school students and job training classes to start a business – activate vacant space with temporary use.*
- ✓ COMMUNITY CHARRETTE: *engage community in rethinking space and ideas for activation.*



RESOURCES: SMALL SCALE INFILL

- ✓ *Lean Code Tool*
 - ✓ <https://leanurbanism.org/publications/lean-code-tool/>
- ✓ *Incremental Development Alliance*
 - ✓ <https://www.incrementaldevelopment.org/>
 - ✓ “Neighborhood Development” FACEBOOK PAGE
- ✓ *Aurora Infill Development Incentive Program*
- ✓ *Phoenix Proportionality Guidelines and Office of Customer Advocacy*
- ✓ *Parking reductions:*
 - ✓ *Atlanta, Houston, Miami, Phoenix, Minneapolis*
- ✓ *ULI’s Building Small Toolkit*
- ✓ *Urban Green/Jim Heid*



RESOURCES: ADAPTIVE REUSE

- ✓ *Adaptive Reuse Programs*
 - ✓ *Phoenix, AZ*
 - ✓ *Chandler, AZ*
 - ✓ *Los Angeles, CA*
- ✓ *Hotel Conversions – Route 66*
- ✓ *Untapped Potential: Strategies for Revitalization and Reuse*
 - ✓ *Model Adaptive Reuse Ordinance*



Untapped Potential:
Strategies for Revitalization
and Reuse

October 2017



PLANNING & DEVELOPMENT DEPARTMENT
**ADAPTIVE REUSE
PROGRAM**

"New Life for Old Buildings."





PRESENTATION BY:

Cheney Bostic, AICP
Principal/Owner of Studio Seed
cbostic@studioseed.org

THANK YOU!





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AMERICA®**

Nationally recognized.
Locally powered.™

**URBAN
MAIN™**



ECONOMIC RECOVERY ON MAIN STREET

Lindsey Wallace, Director of Strategic Projects and Design Services
Main Street America

RMLUI Western Places | Western Spaces Conference
March 26, 2021

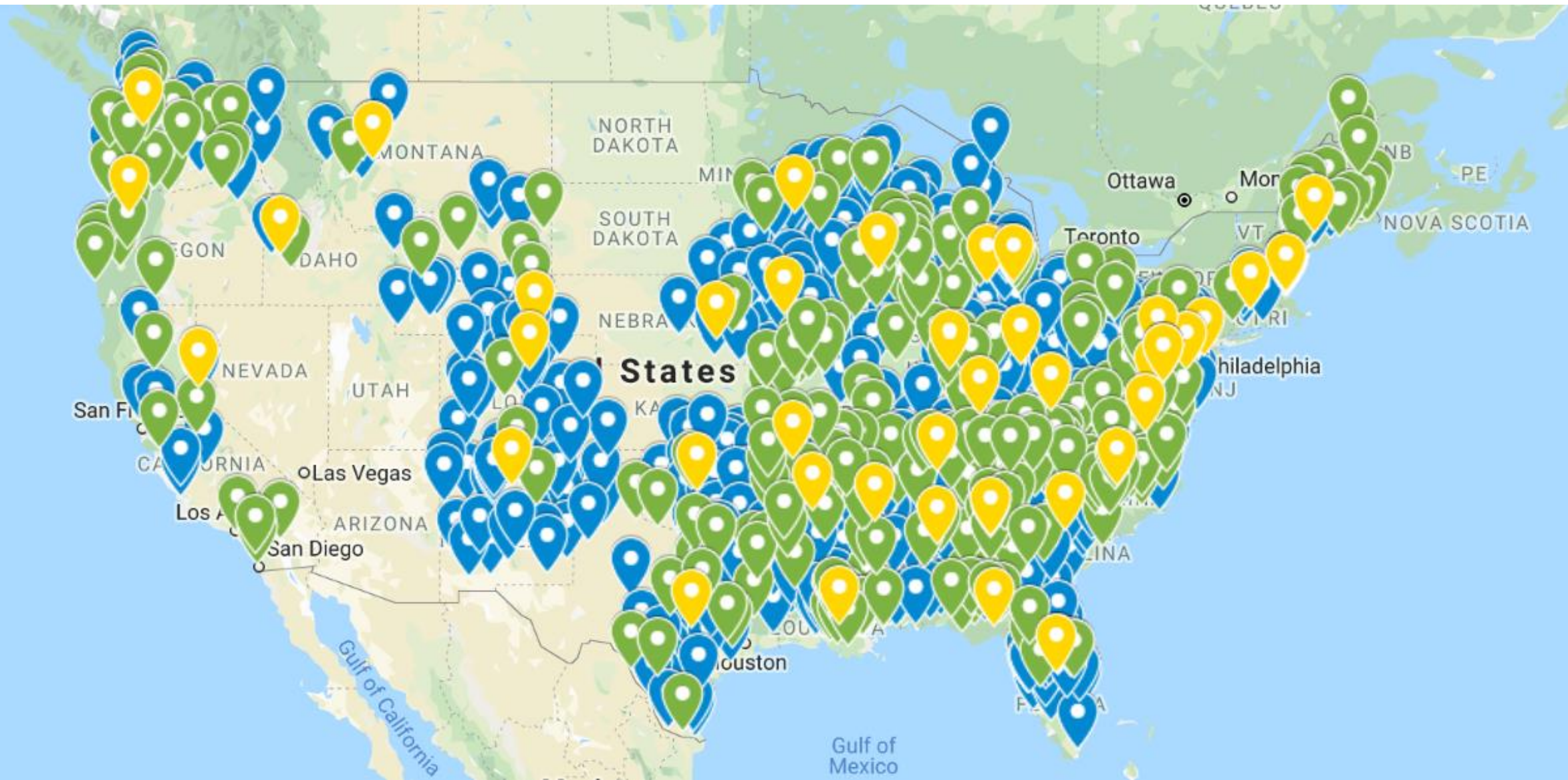
AGENDA

- + Overview: Main Street America
- + COVID-19 Response and Management Efforts
- + Small Business Support
- + National Advocacy

ABOUT MAIN STREET AMERICA

- + Main Street America is a program of the National Main Street Center. It is a national network of 1,000+ local affiliate organizations and 45 State, City, County-level Main Street Coordinating Programs.
- + Main Street programs support revitalization of small towns, mid-sized communities, and urban commercial districts.
- + The Main Street Approach equips local leaders and residents with a practical framework for improving the quality of life in their own communities.
- + Main Street America is united by a commitment to revitalizing older and historic commercial districts, supporting strong local economies, and enhancing the distinctive character that makes communities attractive to residents, visitors and businesses.

ABOUT MAIN STREET AMERICA



THE MAIN STREET APPROACH™



MAIN STREET IN ROCKY MOUNTAIN WEST



COLORADO
Department of Local Affairs

cdola.colorado.gov/main-street

**MONTANA MAIN
STREET PROGRAM**



comdev.mt.gov/Programs/MainStreet



commerce.idaho.gov/communities/main-street/

Nevada Governor's Office of
ECONOMIC DEVELOPMENT
Empowering Success



www.nvmainstreet.org/



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www.nmmainstreet.org/

COVID-19 RESPONSE AND MANAGEMENT EFFORTS

COVID-19 + PLACE NEEDS

Place needs:

- + More physical space in districts for people to shop, visit, travel through safely
 - Rethinking the use of streets, sidewalks, and open space
- + Proper signage and street configuration for delivery and curbside pickup
- + Improved digital infrastructure for wifi and e-commerce support
- + Lighter, Quicker, Cheaper approaches to test for long-term possibilities
- + Place governance, community engagement, programming



COLORADO MAIN STREET: THE MAIN THING



COLORADO
Department of Local Affairs

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The Main Thing

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The Main Thing is a collection of resources addressing reopening the economy compiled by Colorado Main Street to highlight innovations,

cdola.colorado.gov/dola/themainthing

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POP-UP CONVERSATION



COMMERCIAL DISTRICT DESIGN: COVID-19 RESPONSE AND MANAGEMENT



About the Series

Produced in collaboration between Main Street America and AARP's Livable Communities, *Commercial District Design: COVID-19 Response and Management* is a series of design-centered briefs developed to equip community leaders with safe, equitable, age-friendly strategies to support economic recovery from the impacts of COVID-19 in rural downtowns and urban neighborhood commercial districts.

www.mainstreet.org/aarp

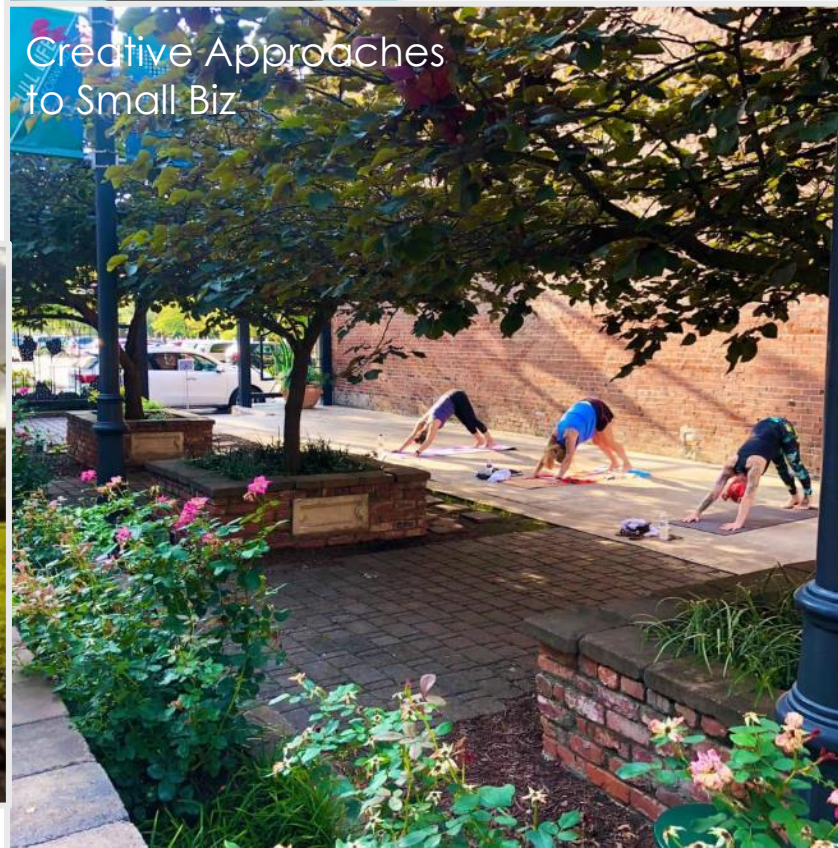
DESIGN SOLUTIONS + COVID-19 RESPONSE



Amenities +
Infrastructure



Open Streets



Creative Approaches
to Small Biz

Trails, Parks + Economy



Parklets + Pedlets



SMALL BUSINESS SUPPORT

GRANTS AND LOANS



brother
at your side



BY



NATIONAL ADVOCACY

AMERICAN RESCUE PLAN (ARP)

American Rescue Plan (ARP): \$1.9 trillion in support for new + existing federal programs

+ **Small Business Support:**

- \$7.25 billion to the Paycheck Protection Program (PPP)
- Restores the State Small Business Credit Initiative (SSBCI), which will deliver \$10 billion in flexible, affordable capital to small businesses.
- New, \$28.6 billion program to support independent bars and restaurants.
 - The Independent Restaurant Coalition has specific resources to prepare restaurants for this grant opportunity.

AMERICAN RESCUE PLAN (ARP)

+ **State and Local Funding:**

- \$350 billion dollars of state and local funding.
- Can be used by states and cities to cover costs or replace revenue due to the pandemic.
- Broadly, this will help many communities that have suffered budget shortfalls.
- National League of Cities hosting weekly calls re: local funds.

+ **Community Navigator Program**

- Established through the Small Business Administration (SBA)
- \$100 million program will provide funding to entities that are assisting small businesses in accessing SBA programs, including private non-profits and local governments.

AMERICAN RESCUE PLAN (ARP)

- + **Economic Development Administration (EDA) funding:**

- \$3 billion in additional funding to the EDA through the Economic Adjustment Assistance program.
- Flexible funding, and all non-profit entities and local governments are eligible.

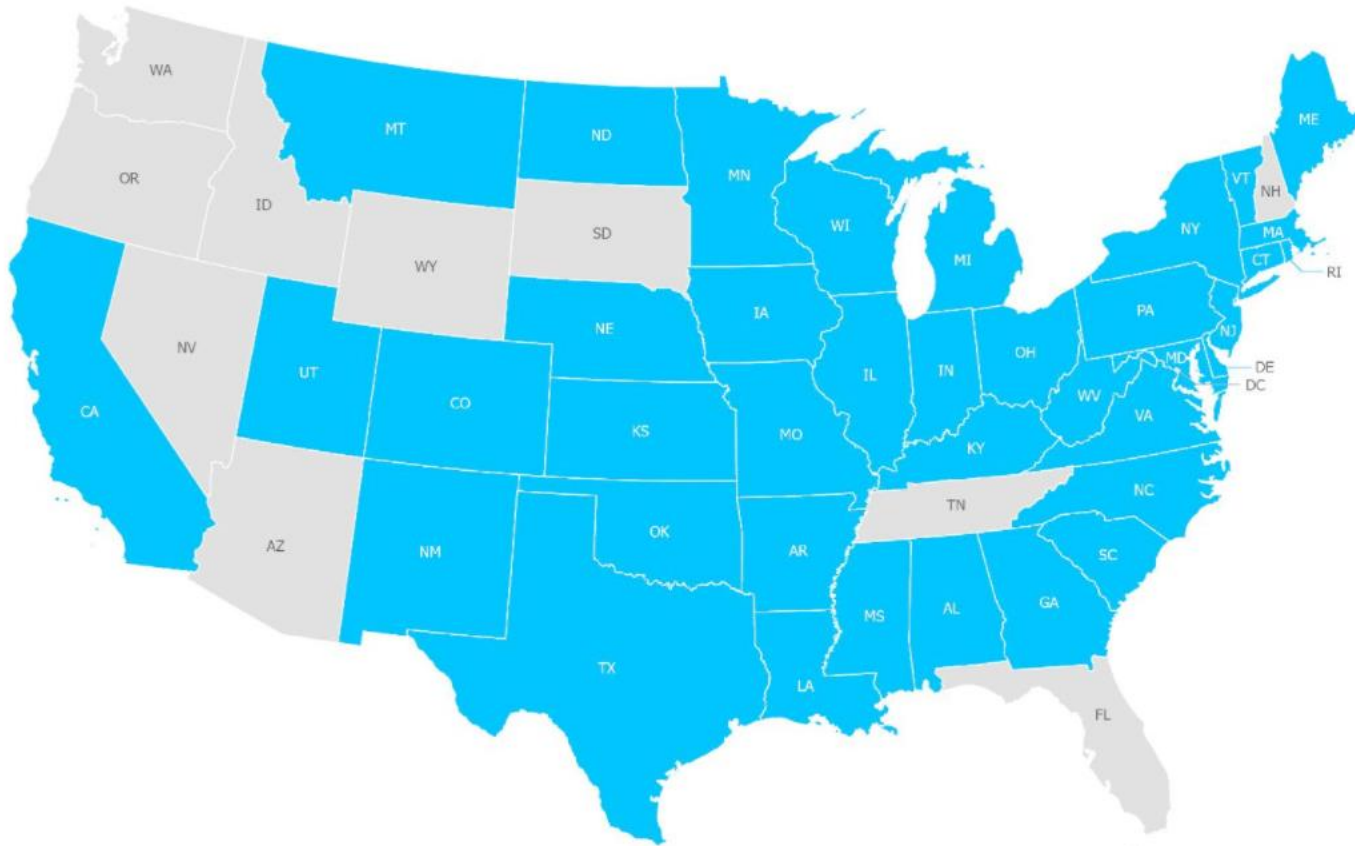
- + Main Street America has been advocating for support for revitalization programs through a competitive grant program through the EDA.

Questions?



Reach out to Kelly Humrichouser, Director of Government Relations | KHumrichouser@savingplaces.org



HISTORIC TAX CREDITS



State Historic Tax Credits

-  Offers state historic tax credit
-  No state historic tax credit



**National Trust for
Historic Preservation®**
Save the past. Enrich the future.

savingplaces.org/historic-tax-credits



**HISTORIC
TAX CREDIT
COALITION**



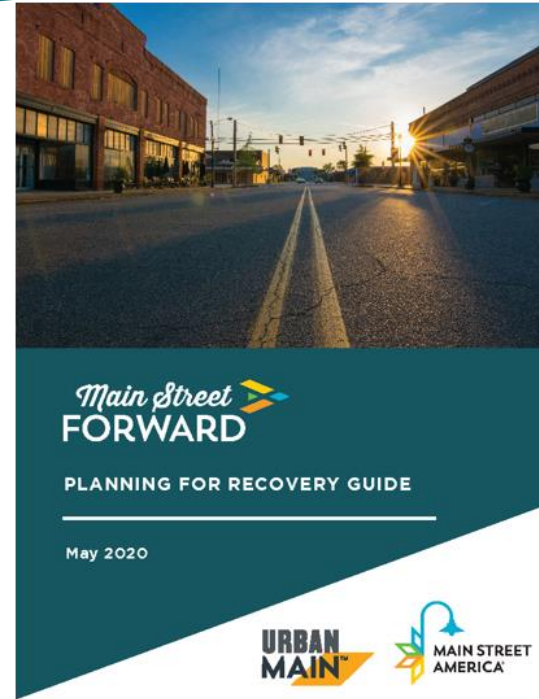
**20th National Trust Community
Investment Corporation**
a subsidiary of the
National Trust for Historic Preservation

ntcic.com/public-policy/

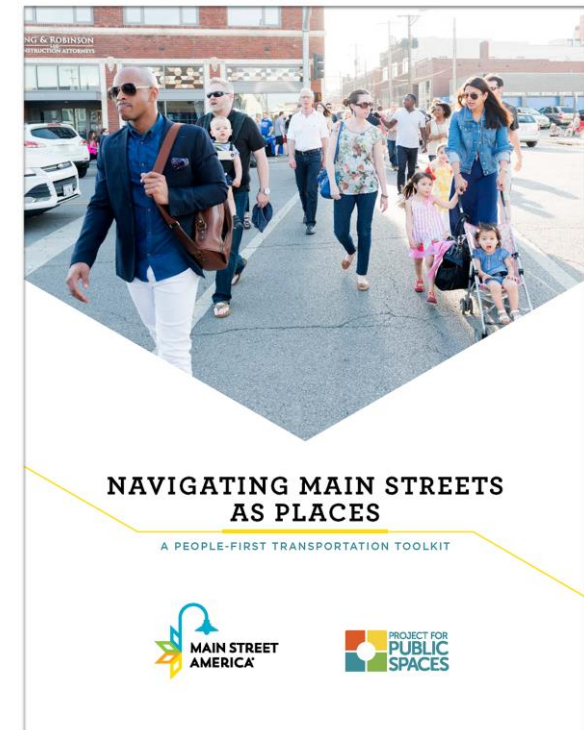
ADDITIONAL RESOURCES



www.mainstreet.org/mainstreetnow/now2021



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