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**

**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.

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

By Rich Laden rcalen@usatoday.com Jan 25, 2021 Updated Jan 29, 2021

**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.

**Temporary Outdoor License**

- **License**
- **Application Process**

The Temporary Outdoor License Program will run through October 31. Please see below for more information.

If you apply for a license program, visit the website of the Department or your county / city for more information on the application process.

The City of Denver has a temporary program in place for restaurants that desire a temporary outdoor seating area. This program is intended to provide a temporary solution to the challenges that come with limited indoor seating. The temporary seating area may be used for up to 30 days.
COVID-19 EMERGENCY RESPONSE

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 expend dining, shopping and pedestrian access into common areas, including streets and parking lots.

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 in a way of promoting public health during the COVID-19 emergency, through socially-distant action transportation and economic development opportunities, can now apply for a grant from the Colorado Department of Transportation. The initiative is operating via the Can Do Colorado Challenge, part of the Can Do Colorado expansion.

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.

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

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

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
COVID-19 EMERGENCY RESPONSE
A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS
COVID-19 EMERGENCY RESPONSE
A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS

OUTDOOR EXPANSION DESIGN IDEAS

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 readiness (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

PARKLETS

STREET/PARKING BARRIERS

OUTDOOR EXPANSION RESOURCES

RENTALS AND PURCHASES

The Bevco Factory - Erie, CO
- Flexible payment options
- Delivery and setup
- Event Fencing + sandbags/secure options
- Oktoberfest style tables and benches
- Tents + sandbags/secure options

Contact:
- Shawn Smith
- Office: 970-663-5311
- Fax: 970-663-5270
- Email: shawnsmith@thebevcofactory.com

Joseph Brandt
- Estimator
- Office: 970-663-5311
- Fax: 970-663-5270
- Email: joebandt@thebevcofactory.com

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

Contact:
- Joseph Brandt
- Office: 703-263-9191
- Fax: 703-263-9270
- Email: joebandt@livelandbarricade.com

Streetscapes - Denver, CO
- Benches, Planters, Bollards, Bike Racks, Umbrellas, and more.

Creating a New Standard for Pedestrian and Public Spaces

REFERENCE: Tactical Urbanist’s Guide to Materials and Design - Version 1.0

STREETSCAPES

TACTICAL URBANIST’S GUIDE TO MATERIALS AND DESIGN | VERSION 1.0

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
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

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

Colorado also looking to land pharmaceutical manufacturer in Boulder

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

Main Street Zoned Parcels

LOT SIZES ON COLFAEX

EAST CENTRAL

OVERALL (# OF LOTS)

89% SMALL TO MEDIUM LOTS

EAST

OVERALL (# OF LOTS)

86% SMALL TO MEDIUM LOTS
RECENT DEVELOPMENT ON COLFAKX

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

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

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

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

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

TYPE E
More than 43,560 SF (More than 1 acre)
THIS IS WHAT WE GOT...
THIS IS WHAT WE WANTED...
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
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.
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.
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
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
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.
THE MAIN STREET APPROACH™

**ECONOMIC VITALITY**
- Build a diverse economic base
- Catalyze smart new investment
- Cultivate a strong entrepreneurship ecosystem

**DESIGN**
- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-centered public spaces

**COMMUNITY TRANSFORMATION**
- Build leadership and strong organizational capacity
- Ensure broad community engagement
- Forge partnerships across sectors

**ORGANIZATION**
- Market district’s defining assets
- Communicate unique features through storytelling
- Support buy-local experience

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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
The Main Thing

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

Trails, Parks + Economy

Amenities + Infrastructure

Creative Approaches to Small Biz

Open Streets

Parklets + Pedlets
SMALL BUSINESS SUPPORT
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.
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.
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
ADDITIONAL RESOURCES

www.mainstreet.org/mainstreetforward

www.mainstreet.org/mainstreetnow/now2021

www.mainstreet.org/navigatingmainstreets

©2020 National Main Street Center
LINDSEY WALLACE
Director of Strategic Projects and Design Services
E lwallace@savingplaces.org
P 312.610.5605 | F 202.588.6050

National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org