Tale of Two Main Streets:
Built from Scratch and Brought Back to Life
Meet your Presenters

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BROUGHT BACK TO LIFE (aka The Old One)
PLANNING FOR THE FUTURE

COLFAX AVE BID
STREETSCAPE
MASTER PLAN &
DESIGN GUIDE

EAST CENTRAL
neighborhood
PLANNING INITIATIVE

EAST
neighborhood
PLANNING INITIATIVE

N. CAPITOL HILL
CITY PARK WEST
CITY PARK
SOUTH PARK HILL
EAST COLFAX
CAPITOL HILL
CHEESMAN PARK
CONGRESS PARK
HALE
MONTCLAIR
Colfax Ave. – The Beginning (late 1800s)

“The thoroughfare was lined with large masonry mansions and had lawns bordered with trees.” – Denver Public Library

“Continuous development (mostly residential in nature) along the street and north and south into adjacent neighborhoods extended as far east as Steele Street” (c. 1901) – Denver Public Library
“Increasing traffic along East Colfax Avenue led developers to push for the elimination of residential restrictions along the roadway. They pointed out that growing traffic diminished the avenue's desirability as a residential area and argued that Colfax was destined to evolve into a commercial corridor.” – Denver Public Library
“A variety of commercial structures were erected along the avenue during the period: one-story buildings with multiple storefronts; multi-story buildings with storefronts on the first story and apartments above, and multi-story buildings with offices and storefronts.” (following the 1925 zoning code that designated most of Colfax business or commercial) – Denver Public Library
Colfax Ave. – Commercial “Strip” (1950s – 90s)

“The 1960s and 1970s also were the heyday of topless bars and sexually explicit theaters. Colfax became home to many of them...” - Denver Public Library
“The corridor featured numerous fast food chains (such as McDonald's, Burger King, and Starbucks), as well as non-food chains such as Blockbuster, Walgreens, 7-Eleven convenience stores, and Conoco. The emergence of these franchises was associated with demolitions and redevelopment in some cases.” - Denver Public Library
PLANNING FOR THE FUTURE

20,000 Riders per day on 15/15L RTD Buses
BRT expected to increase ridership by 25%
Denver Voters approved $55M funding for project

- Currently in design/NEPA phase through 2022
- Construction anticipated 2026
DIRECTING FUTURE GROWTH

EAST CENTRAL (COLFAX AVENUE) 2040:
+2,200 households      +3,300 jobs
+1,700 households     +1,200 jobs
COMMUNITY’S TOP PRIORITIES

Top Priorities for Colfax Avenue

- Preserve Existing Buildings
- Design Review
- Provide Open Space
- Preserve Small Business
- Transitions
- Affordable Housing
- Shared Parking

Series 1
WHAT SHOULD BE SAVED?
CHALLENGING LOTS

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)

**EAST CENTRAL**
- Overall (% of lots): 89%
- Small to medium lots: 36%
- Out of 262 lots

**EAST**
- Overall (% of lots): 86%
- Small to medium lots: 40%
- Out of 277 lots
DEVELOPMENT SCENARIOS
RECENT DEVELOPMENT
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

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(Less than 1/8 acre)

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(1/2 acre to 1 acre)

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

Markets in Disarray as Lending Locks Up

ON CAPITOL HILL
Lawmakers Left On the Sidelines As Fed, Treasury Take Swift Action

Federal Intervention Fails to Stem Crisis of Confidence on Wall St.

ANALYSIS
Scrambling to Clean Up After A Category 4 Financial Storm
HEADLINES NOW...

THE CORONAVIRUS RECESSION
Small Business Optimism Hit All-time Low and has only Partially Recovered

Bail Out Main St. Not Wall Street!
## WHAT CAN WE DO?!?

### #1 – Don’t Allow Drive Thrus

(ammend allowable uses)

<table>
<thead>
<tr>
<th>Category</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candy store</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Car wash, detailing</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Clothing and accessories</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Commercial services*</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Computer, camera and electronic stores</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Convenience* store†</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Department, discount, variety stores, 25,000 square feet or less</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Department, discount, variety stores, more than 25,000 square feet</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Drive-through food, espresso/coffee and beverage vendor</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Mobile food vendor located on a site longer than four hours within a 24 hour period</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Drug stores*, pharmacies, optical goods, orthopedic supplies</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Espresso/coffee stand*</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Fabric store</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Farm and ranch supplies</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
WHAT CAN WE DO?!?

#2 – Require Minimum 2-stories
WHAT CAN WE DO!!?

#3 – Address Parking Regulations

- These lots were formed before zoning existed – OF COURSE IT’S HARD!
- Eliminate parking requirements all together or on restricting (small) lots.
- Institute parking maximums.
- Implement shared parking.
- Innovation will follow.
WHAT CAN WE DO?!?

#4 – Make Change of Use Easier/Adaptive Reuse Program
Project Findings

Major Issues

- Main Street zoning favors new construction over existing building alterations and improvements
  - Parking requirements
  - Placement of accessory structures like dumpsters, pergolas, transformers, etc.
  - Accessibility
- Unpredictable and often out-sized improvements required in the public realm
- No pre-application meetings to thoroughly consider project proposals
- Several property owners moving to month-to-month leases in anticipation of large earnings on property sales, creating unstable environment for small business owners
- Incentives like CDBG funds are available for façade improvements but allocated dollars lessen year to year
Project Findings

Regulatory

Focus on “problem-solving” in applying codes for adaptive reuse projects

Clarify where flexibility already exists in meeting code requirements

Expand code flexibility areas, while maintaining intent, and include variance processes for all codes
Project Findings

Facilitation and Processing

Create a staff position dedicated to coordinating adaptive reuse

Improve coordination of permitting processes across departments to improve efficiency

Develop and distribute project planning aids
Project Findings

Partnerships & Assistance

Work with Business Improvement Districts to enhance communication with applicants and to inform the general public about the program.

Work with the Department of Economic Development & Opportunity (DEDO) to assist in securing financial help for eligible projects.
Project Findings

Education

Publish a handbook to help prospective users plan their projects

Improve web site pages that are intended to inform applicants about the permitting process
WHAT CAN WE DO?!!

#5 – Find and Lean On PARTNERS!

- Business Improvement Districts, Downtown Development Authority
- State and Federal Funding
  - SB21-252 – Main Street: Open For Business
  - HB21-1271 – Innovative Affordable Housing Strategies
  - DOLA Regional Resiliency & Recovery Roadmaps
- American Rescue Plan and CARES
**COLFA X AVE DESIGN GUIDE**

**ADAPTIVE REUSE TYPE A:** – “MAIN STREET”

**ADAPTIVE REUSE TYPE B:** – “STAND ALONE”

### TYPE A: “MAIN STREET” BUILDINGS

1. **THE STOREFRONT**

   **A. BE VISIBLE AND INVITING:**
   - Use transparent glazing that allows passersby to see into the business, and vice versa.
   - Mirrors marketing materials, shelving, inventory or other signage that clutter a storefront window and block views, which is mandatory by code.
   - Maintain storefront displays, keeping them clean and free of clutter. Inside, you can see into the store, and the display area. Rotate displays throughout the year to attract clientele.
   - Use decorative window and interior lighting to maintain visibility and safety of the sidewalk in evening hours.
   - Many of the “main street” building have limited sidewalk space to activate. Consider installing a walk-up window for to-go service or a small standing bar for outdoor dining.

   **B. BE UNIQUE:**
   - Touch up or request window and door trims. This is a good chance to use color.
   - If multiple storefronts are in an individual building, differentiate them to make them unique, such as by using different colors, details, letterings, and signage.
   - Encourage local businesses and unique business models.
   - **HIGHLIGHT:** Visit https://www.zim.org/publicspaces/2010-01-01/ for more successful storefront design.

   **C. CELEBRATE YOUR BRAND:**
   - Restore windows and add unique signage to the transitional space above doors and windows.
   - Blinds signs are desired, as they resist to pedestrians.
   - Go true is colorful; use a pop of color!
   - 3D or other graphic-intensive signs are welcome as they appeal to all modes of travel and are compatible with historic signs on the corridor.

### TYPE B: “STAND ALONE” BUILDINGS

2. **THE BUILDING**

   **A. CREATIVE EXPRESSION IS ENCOURAGED:**
   - Stand-alone buildings often times represent a former corporate brand (drive-thru) or auto-oriented use (gas stations/taco shops). When these buildings change use, celebrate that point in history of the corridor while being consistent with the new use and brand.
   - These buildings are typically composed of steel or concrete masonry construction with brick or other non-historic cladding. Therefore, contemporary materials are appropriate for these types of buildings—wood, metal, glass, steel, etc.
   - Use a color palette that is interesting, brand-related, and timeless.
   - Make the building uniquely “new” and uniquely “you” with refreshing upgrades that celebrate the new use.

   **B. ORIENT TO COLFA X:**
   - Primary entrances should face onto Colfax Avenue and be prominent and inviting with a direct and accessible approach to the building.
   - The Colfax-Ft. Colfax façade should be highly transparent.
   - Design additions to expand frontage along Colfax with uses that animate the streetscape.

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**DID YOU KNOW??**
The “String Guide” of Colfax and Ft. Colfax are two new cool and free fanzines for the wealthy residents of Colfax that hit the streets every Saturday. They are distributed by Fish & Fisher, a local design firm.

**TIP:**
- Ross Davis in Denver doubles the capacity of the former auto shop by keeping former signage above the garage, while adding a coffee and seating bar.

**TIP:**
- A former gas station is repurposed as a coffee shop, keeping “station” in the name as a throwback with the seating equipped with gas pumps covering.
NEW DEVELOPMENT TYPE A: – SMALL/SHALLOW LOTS

NEW DEVELOPMENT TYPE B: – TRADITIONAL LOTS

TYPE A: SMALL/SHALLOW LOTS

2. THE BUILDING

A. GO VERTICAL.

- With respect to existing regulations, the most efficient building on a small/shallow lot is a building that does not require parking, or a single-story building with a rear or side parking lot that is not over 2,000 square feet.

B. COLFAX COMES FIRST.

- Direct the building and primary entries toward Colfax Avenue and either ground floor uses (retail, restaurant) and either housing or offices on upper floors to provide the appropriate level of activity desired in the District.

C. RESPOND TO THE CONTEXT.

- Design new structures to respond to adjacent building forms, such as floor-to-floor dimensions, window alignment, and prominent building heights.

- Express a traditional but rhythm of approximately 25-foot bays through structural repetition, such as symmetrical bays, revealing vertical structural elements, or other methods.

- The ground floor should include the highest level of transparency and articulation.

- Exotic designs and contemporary concepts are encouraged. A variety of architectural and Colfax has always been welcome.

TYPE B: TRADITIONAL LOTS

2. THE BUILDING

A. DESIGN FOR CHANGE.

- The history of Colfax has taught us that the area of buildings change over time. A building designed for flexbility will be able to adjust to future changes, as needed.

B. MULTIPLY ENTRANCES.

- Create multiple uses with varied entry points to incoporate the ground floor and entrances that are evenly spaced to provide a natural rhythm to the sidewalk.

- The dress code for a "sidewalk block" that increases safety and natural marketing because it generates more "eyes on the street" by bringing different people to the area at different times of day.

- Retail and commercial entrances should be recessed, so that the door swing does not intrude in the pedestrian pathways.

- Retail and commercial entrances should be located at the street level and should have direct access from both the sidewalk and residential entrances are often mentioned further, with a door visible.

C. MAXIMIZE SUN ACCESS.

- Maintain sun access to public spaces and adjacent residential properties while maintaining architectural cohesiveness.

- Setback standards in the zoning code are intended for this purpose, but often result in a "wedding cake" building form. Try to avoid "minimum standards" while providing more complex building masses and interesting forms.

- Buildings on the south side of the street can be taller without impacting adjacent properties.

D. PUT MORE EYES ON THE STREET.

- Provide sidewalk and rear decks on upper floors to provide much-needed private/open space, access to light and air, and more "eyes on the street" below.

- Balconies should be placed to provide a rhythm and interest to the facade and to maximize sun access and views.

- Balconies should be large enough to accommodate at least two people sitting in chairs comfortably.

- False or "false" balconies should not be used as they do not achieve the desired results.

- Consider multi-purpose and upper-level dining areas that provide an additional layer of interest for the street.

The rear office building does not require parking.

The building and primary entries toward Colfax Avenue and either ground floor uses (retail, restaurant) and either housing or offices on upper floors to provide the appropriate level of activity desired in the District.
ACTIVATION TYPE A: - PATIO EXPANSION
ACTIVATION TYPE B: - ALLEY ACTIVATION

TYPE A: PATIO EXPANSION

B. PROVIDE AN APPROPRIATE BUFFER/BARRIER.

- If a patio expansion is adjacent to parking, provide a “soft” buffer. If the patio is adjacent to moving cars, such as a parklet sandwich, provide a “hard” buffer.
- A soft buffer should be a simple barrier, such as planters, fencing, ropes or other way to identify the patio area as different from parking.
- A hard buffer should be sturdy, such as a low concrete or steel wall to protect the space from moving cars. These should be in addition to landscaping, paint, or other design to soften the barrier.
- Currently, a barrier is required when serving alcohol to designate the allowed drinking location. This may change in the future, so site liquor laws continue to change due to Quillot. If providing a barrier design so that you can see through it and properly fit it to the ground plane.
- Use barrier that is at least 50 percent transparent.
- Using planters as a barrier is a great opportunity to add greenery to the district and soften the street experience.
- Plastic, chainlink, and other barriers should be avoided.

TYPE B: ALLEY ACTIVATION

B. DEFINE THE SPACE.

- The space should be designed to be complementary to adjacent and nearby businesses. It should be clear if the space is public or private.
- Most alleys will remain public right-of-way, but may be used differently for public enjoyment rather than utilities. These types of alleys should maintain public access as pedestrian passage and temporarily for the city to access utilities.
- In some cases, such as a larger redevelopment project, an alley may be vacated and made private. In these instances, it is desired that the reversion of the former alleyway be maintained, such as for a mid-block pedestrian connector or a small public plaza.
- Pinwheel access and visibility to the alley from adjacent buildings, where feasible.
- If doors and windows are not present, consider adding them to keep eyes on the space, and for easier access.

A. CATCH THE EYE.

- Capture the attention of passersby by activating the site.
  - Outdoor dining with tables, chairs, umbrellas, etc. is a great way to activate an alley.
  - Hosting events such as movie screenings, art shows, or live music that people can stumble upon or purchase tickets to is desired.
- Add attractive, eye-catching elements such as planters, green walls, murals, rain signs/art or other public art.
WHAT CAN WE DO?!?

#6 – Stay Flexible!

✓ Keep COVID-era emergency regulations (private use of public space and open streets)
✓ Flexible and temporary use permitting
✓ Shared spaces
✓ Funding and Resources – We FINALLY Bailed out Main Street!
Silverthorne Town Center:
Built from Scratch
• Initial Town Planning and Policies
• Developer Selection Process
• Master Planning
• Private/Public Partnership
• Current Town Center Status
• Historic Preservation
• Future: Fourth Street North
2011 Downtown Colorado, Inc. (DCI)
2013 Urban Renewal
2014 Comprehensive Plan
2015 Town Core Design District Standards
2016 Town Core Zone District
2018 Design District Map
Key Investment – Performing Arts Center
CU Student Project Collaboration
COMPREHENSIVE PLAN + DESIGN GUIDELINE MAPS + URBAN RENEWAL
BUILDING ORIENTATION AND LOCATION ON THE SITE

Orient primary structures toward street frontages to complement existing adjacent development, and to create a coordinated and visually attractive pedestrian environment.

Create a safe, continuous pedestrian network that minimizes conflict with vehicular traffic, while providing a convenient option for pedestrian circulation within and between developments.

Create an image of high quality development. Encourage a variety of architectural elements that avoid featureless design and uninterrupted repetition of building materials.

Exterior building colors shall be aesthetically pleasing and compatible with colors of nearby conforming structures.

Building height, mass, form, length, and proportions shall be designed to provide a variety of visual interest, while maintaining a human scale that is appropriate to its surroundings.
Goals – Town Core District

a. Promote land uses that establish this area as a compact, pedestrian oriented, economic hub;
b. Encourage development that presents an image of high permanence, quality and value;
c. Set minimum quality standards for site design and building architecture;
d. Develop an attractive street facade with storefronts scaled and oriented to pedestrians;
e. Promote development that creates pedestrian activity, and provides a critical mass of diversified land uses that are harmonious with a walkable, downtown experience;
f. Provide for buildings located adjacent to the street, with minimal setback between the sidewalk and the storefront, to create an enclosed street and to reduce the negative visual impact of parking lots;
g. Locate parking lots so that they are screened by buildings or landscaping from public view or in parking structures;
h. Encourage shared parking between sites and on-street parking where feasible;
i. Allow for pedestrian activity from streets, alleyways, rear parking lots and the river side of the buildings by encouraging multiple pedestrian entryways;
j. Provide a pedestrian system with sidewalks and streetscaping along the streets west of State Highway 9 and wider multi-use paths along the Blue River;
k. Encourage energy conservation in building design and materials through solar exposure, appropriate orientation and other measures;
l. Promote a sense of permanence and richness in the area by requiring the use of high quality materials;
m. Require exterior colors to be subtle yet rich colors rather than intense, bright colors, and color schemes to tie building elements together and to enhance the architectural form of the building;
n. Provide for integrated lighting into building and site design;
o. Create compatible landscape schemes within the Town Core District that advance the continuity of the streetscape;
p. Safely screen storage areas, mechanical equipment and loading areas from public rights-of-way to the extent practical.
SUCCESSFUL GUIDELINES

Character
Goals
Main Street Feel
Mixed Use
PUD Process
Zero Lot Line
Parking Considerations
Landscape Reductions
CHALLENGES

Infrastructure
Density
Parking
Ground Floor Retail
Height Restrictions
Consistent Zero Lot Line
Signage
Focus on Highway Flexibility
Landscape Requirements Plant Types
PUBLIC/PRIVATE PARTNERSHIP

Town-Initiated Process
Blight Studies
Urban Renewal Area
Urban Renewal Plan
Community Engagement
MOU with Landowners
RFP
Developer Selection

...Which Led To
Site Programming & Underwriting
Public Finance Negotiations
District Organization
Development Agreements
Replatting of Land
Rezoning
Site Plan Submittal & Approval
Bond Structuring & Sale (Public Finance Proceeds)
Close of Private Financing
PUBLIC/PRIVATE FINANCE

Public Finance

- Tax Increment Finance (TIF)
  Tax Sharing: Lodging, Sales, Property Taxes

  +

- Self-Imposed Taxes (Mill Levies)
  Metropolitan District

  +

- Public Improvement Fees (PIF)
  Business Improvement District (BID)

  =

  Municipal Bond

Private Finance

- Residential Hotel
- Market Hall

Each individually financed with unique debt & equity sources
bluebirdmarketco Unique factor...@bluebirdmarketco encapsulated the iconic Old Dillon Inn (a.k.a. "The Ba") which had been serving Silverthorne, CO since it... more
May 6
Fourth Street North – Phase 2 of Downtown

- Blue River Parkway
- 5th Street
- Adams Avenue
- 4th Street
- Mixed Use
- Mixed Use
- Hotel
- Parking Structure
- Existing Fire Station
- Workforce Housing