

SMALL SCALE DEVELOPMENT SOLUTIONS FOR ENGLEWOOD

MAY 13, 2020 | ENGLEWOOD, CO

GREETINGS BUILDING SMALL ATTENDEES + PARTNERS,

Thank you for sharing your time and engaging to talk about your community. While we are all in a time of uncertainty, there is also an opportunity to think creatively and plan for the future. The coronavirus pandemic has laid bare the economic and social vulnerabilities of our main streets. It's time to re-think the way our main streets operate and evolve, so they can be more resilient. We look forward to sharing our thinking with you and learning from your ideas too!

ENGLEWOOD'S BUILDING SMALL FORUM:

The City of Englewood has been exploring the future of corridor management and a downtown planning initiative called DOWNTOWN MATTERS. The downtown area includes a large, higher density TOD center as well as two main streets (South Broadway and Old Hampden).

On May 13, 3:30-5:500 PM the Englewood Chamber and the City of Englewood will partner with Downtown Colorado, Inc. (DCI) to host a dynamic and interactive virtual event to compare Englewood's downtown initiative to successful building small efforts in other successful cities.

The goal of the Building Small Forum is to think about a strategy that enhances local identity, community-serving businesses and new development that fits in to its context. It's not about "bigger is better." It's about an incremental approach that supports existing businesses, expansions, small-scale development and transit-oriented development—a balanced way for a main street to evolve. And how does this relate to resiliency and local economic recovery? Let's talk more on May 13th!

VIRTUAL EVENT FORMAT

Downtown Colorado, Inc. (DCI) will use discussions, polls, and engaging processes develop an action plan together to move into our new reality stronger and more resilient than ever! Each portion of our agenda will have the following players making the experience special.

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- **Virtual Meeting DJ:** The Master of All who designs and facilitates
- **Note Taker:** Takes action notes/takeaways and shares back
- **Technical Support:** Helps with technical troubleshooting and can assist those unable to use a video conference platform or facilitates in the chat
- **Small Group Moderator:** A leader who leads and identifies a reporter from each small group.
- **Time Keeper:** Keeps time and manages the event components

FEATURED GUEST SPEAKER



JIM HEID,
CRAFT DEVELOPMENT

Small Scale Development: Englewood



PURPOSE

Area planning today is working to transform Denver's Colfax Avenue back to a mixed-use, transit-enriched community main street. Learn how to implement regulatory, finance, and communication changes to encourage local investment in growing equitably and sustainably, while supporting small business and retaining scale and character on the many small lots and buildings along our commercial corridors.

AGENDA | WEDNESDAY - MAY 13TH | 3:30-5:00 PM

INTRODUCTION + OVERVIEW

Katherine Correll, Executive Director, Downtown Colorado, Inc.
Stephanie Owens, Communications Coordinator Downtown Colorado, Inc.

ANALYSIS OF LOCAL EXPERIENCE + NEEDED ACTIONS FOR A SUSTAINABLE A MAIN STREET

Hilarie Portell, Urban Placemaker, Portell Works
Dan Poremba, Chief Redevelopment Officer, City of Englewood
Brad Segal, Founder, Progressive Urban Management Associates

BUILDING SMALL: WHAT ARE THE KEY COMPONENTS THAT WORK?

Jim Heid, President and Founder, CRAFT Development

UNDERSTANDING THE CONTRAST: ENGLEWOOD VS. WHAT WORKS?

Small Group Discussion. Understanding the Contrast: Englewood versus what works?
Small Group Facilitators: Katherine Correll and Hilarie Portell

REPORT OUT

Facilitators report back to the Forum on small group topics and discussion.

SYNOPSIS

What are the opportunities you think the city should take advantage of?

NEXT STEPS

Katherine Correll, Executive Director, Downtown Colorado, Inc.

Zoom Tips

We recommend that you use your computer so you can see the screen/videos prepared/ If your computer audio is not working, pair your phone audio with the call on your computer (found in the audio option arrow, next to mute/unmute icon).

Mute/Unmute Feature

Located on zoom toolbar, bottom left hand corner

Video Panel View of Participants

Can be adjusted using view options tab- side by side view

Chat Box Feature

Located on zoom toolbar, type questions/contributions

Breakout Rooms

Automatically invited to breakout room by the host and redirected back to main meeting room by the host

Virtual Background Setup

Video settings located on zoom toolbar

Phone Shortcuts

Unmute/Mute : Star 6

Raise Your Hand: Star 9

THANK YOU, SPONSORS!





MAXIMIZING YOUR FORUM WITH VIRTUAL EXPERIENCE DESIGN

After significant exploration, we have really dug into the upside of the virtual meeting. Not only are we able to bring you content during isolation, save you costs on travel, but we are able to create different platforms for you to share and engage with us and each other. We have considered carefully each moment, tool, materials, and roles to make the Englewood virtual event an experience NOT JUST ANOTHER VIDEO CALL. Here are some ways you can make the most of this!

PARTICIPANT'S GUIDE TO THE ENGLEWOOD VIRTUAL EVENT

- **Express yourself with your background.** It wouldn't be DCI if we didn't ask you to represent your love of place. Use your Virtual Background function to upload a cool picture of something you LOVE in your community. If you can't do backgrounds, bring an object and text us why it represents something you LOVE about your community. Whatever your background, be sure you have a quiet space that is free of distractions. **We will even have a vote on the best background, so get ready to show out.**
- **Order from your favorite restaurant.** Bring your afternoon snack and a beverage of choice to the table.
- **Stop multitasking.** They say you lose your productivity by multitasking. You certainly lose some of your attention... We are hoping to have your whole engagement, and we know that is a lot to ask. If you can shut it down during the Forum, we will promise to keep you entertained and give you lots of breaks!
- **Keep your video on.** Keeping your video on will help you stay engaged and feel connected. It is okay to turn it off for times, but for small group discussion it is going to make the experience much more meaningful for you and the people in your group
- **Keep your hands off the keyboard.** If you want to take notes, jot them down by hand. It won't take your focus away or distract you with other area of work! And word is that you retain more information when write notes by hand.
- **Essential windows only.** Whether it is bandwidth or notifications, your focus and background noise will be less if you close the windows you don't need for the Summit. Avoid temptation to work on other things by closing all non-essential programs and windows. The only programs that should be open are the ones that you need for the meeting, such as documents and presentations.
- **Mute your microphone.** You never know when unexpected background noise (barking dogs, smoke alarms, crying babies, etc.) might happen. To prevent this, simply keep your microphone on mute until it's your time to speak.
- **Speak clearly and concisely.** Virtual meetings may have delays or at least a slightly slower pace. Make sure that you speak clearly and concisely. Enunciating your words gets around any muffled microphones or poor-sounding speakers. Make sure you pause after asking a question. If you're on video, you may want to raise your hand when asking a question.

ABOUT DOWNTOWN MATTERS

The 11-month Downtown Matters process is involving commercial property and business owners and community members to create a downtown plan that allows it to evolve in an intentional way while maintaining its unique character. The plan will consider market trends, economic development, placemaking, business support, marketing, safety and more, as well as funding and implementation tools such as a Downtown Development Authority. The grant-funded process is being led by Denver-based Dig Studio, an urban planning and design firm; and Progressive Urban Management Associates, a national leader in downtown and community development and Portell Works, a Denver placemaking and community development firm.

ABOUT THE GREATER ENGLEWOOD CHAMBER OF COMMERCE

The Greater Englewood Chamber of Commerce is focused on energizing and promoting our members while constantly engaging new businesses. We strongly believe that by bringing businesses together our community will achieve greater growth and success. The Chamber of Commerce is dedicated to creating unlimited avenues and opportunities to help businesses succeed.

Small Scale Development: Englewood

SPEAKER BIOS



Katherine Correll, Downtown Colorado, Inc.

Katherine Correll is an innovative and creative strategist, who serves as a resource choreographer for local governments, non-profits, and private businesses hoping to achieve more with less. She brings broad experience from forming co-operatives of rural women, initiating local government strategic reforms, expanding professional development and volunteer networks, and spanning the fields of outreach and engagement, community and economic development, not-for-profit administration, strategic planning and logic frameworks, project development and management, local government planning, marketing and communications, financial and economic development services, and education.



Jim Heid, CRAFT Development

Jim Heid is a sustainable development advisor, land planner and developer, whose focus is the creation of developments that provide a positive contribution to their environment, region, and residents. With over thirty years' experience in the design and development of new community, urban infill, and resort developments, Jim is known to effectively resolve the complex layers of community design and real estate development using a variety of proven tools and best practices. He is motivated by the need to deliver high quality developments to a broader market – in an increasingly complex world of entitlements and financing – without compromising environmental, economic or placemaking objectives.



Dan Poremba, City of Englewood

Dan serves as the first Chief Redevelopment Officer for the City of Englewood, Colorado. He oversees the redevelopment and revitalization of this inner-ring city immediately south of Denver. His role includes oversight of the current "Downtown Matters" initiative to establish a much-needed Englewood Downtown Development Authority (DDA). The Englewood DDA is now being tailored to be a critical post-COVID recovery tool for the City. Dan is also guiding the redevelopment of Englewood CityCenter, the region's first TOD project. This role continues his career focus leading complex public-private projects and transit-oriented development projects for both private- and public-sector sponsors.



Hilarie Portell, Portell Works

Hilarie Portell is a consultant and practitioner in urban development and district revitalization. With 25 years of experience in both the public and private sectors, she has worked on a variety of complex projects in large cities and smaller communities. Portell and her team work with clients on project vision and identity, and how that informs branding, placemaking and communications. Clients praise their strategic thinking and ability to give "voice and vision" to a project to advance goals.



Brad Segal, Progressive Urban Management Associates

P.U.M.A.'s founder and president, Brad Segal, has extensive experience in downtown management and community development as both a practitioner and consultant. A self-proclaimed "urban therapist," Brad is one of the nation's leading authorities on downtown trends and issues, reinventing downtown management organizations and forming business improvement districts to finance them, and pioneering efforts to create healthy communities. Prior to establishing P.U.M.A. in 1993, he designed and managed economic development programs as senior director of the Downtown Denver Partnership.