Welcome
Please enjoy the music while we wait for everyone to join

Today’s Speakers:

Cheney Bostic, AICP, Studioseed
Matthew Bossler, PLA, SHIFT Planning and Design
Katherine Correll, Downtown Colorado, Inc.
Jim Heid, UrbanGreen
Hilarie Portell, Portell Works

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Building Small Solutions
THE MISSING COMMERCIAL MIDDLE ON MAIN STREET CORRIDORS

May 12, 2020 Virtual Event
With Special Guest Jim Heid

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INTRODUCTION AND SERIES OVERVIEW
Hilarie Portell  |  Colfax/Mayfair BID + Portell Works

Regulatory Burden
Tax Burden
Financial Burden

POTENTIAL SOLUTIONS – THE COLFAUX CASE STUDY
Cheney Bostic, AICP  |  Studio Seed

WHAT WE WANT:
POTENTIAL SOLUTIONS – THE COLFAKX CASE STUDY
Cheney Bostic, AICP | Studio Seed

WHAT WE GET:

Modify Main Street Zoning:

✔ Eliminate “Drive Thru” building form
✔ Require 2-stories in MS-5 and MS-8 districts
✔ Modify (and enforce) standards to create pedestrian-friendly frontage.

Incentivize Reuse + Small Products:

✔ Adaptive Reuse Program
✔ Small Scale Prototypes Toolkit
✔ Transfer of Development Rights
✔ Incentive Program with Special Assistance and Funding
POTENTIAL SOLUTIONS – THE COLFAX CASE STUDY
Cheney Bostic, AICP | Studio Seed

Parking Reform:
- Small lot parking exemption to better fit Colfax lots
- Implement shared parking and public parking
- Promote and invent innovative parking apps (businesses, BIDs, city, special district)

“"We cannot solve our problems with the same thinking we used when we created them.”
- A. Einstein

Proportionality:
- Proportionality guidelines
- Rules of lenience in specific cases
- Coordinate required improvements with future BRT improvements – don’t duplicate.

POTENTIAL SOLUTIONS – THE COLFAX CASE STUDY
Matthew Bossler, PLA | SHIFT Planning and Design

PROBLEM STATEMENT #5:
Commercial property taxes disproportionately burden small lots, high lot intensity, and small businesses, disincentivizing their viability.

SOLUTIONS:
- Legislative Actions
- Market-based Solutions
- Administrative Reform

(presented by Matthew Bossler, SHIFT Planning & Design)
**POTENTIAL SOLUTIONS – THE COLFAX CASE STUDY**
Matthew Bossler, PLA | SHIFT Planning and Design

**LegislativeActions**
- Revise or Repeal Gallagher
- Expand Property Tax Relief (for qualified properties)

**Market-based Solutions**
- Design & Lease More Efficiently
- Incentivize “Community-Serving” Uses (with certainty)

**Administrative Reform**
- Technically Assist Acquisition of Adjustments (reactively)
- More Accurately Assess Value (proactively)

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**Financial Solutions Recap**
(presented by Jesse Silverstein)

- Identify tenant types that fit well in small spaces
  - Occupations: day care, elder care, designers, medical, professional services, gig workers
- Restaurants
- Micro-businesses: <5 staff
- Identify resources that can be shared among businesses (e.g. shared restrooms, parking, janitorial, etc.)
Financial Solutions Recap
(presented by Troy Bernberg)

- Essentials:
  - Creativity in your partners
  - Passion from everyone on your team
  - Credibility to prove project can work
- Community Banks are more likely to lend for small projects than large banks
- Maximize “free money” in up front equity (grants, forgivable loans, and tax credits) to reduce “expensive money” needed later (through high interest loan debt)
- Look at ALL opportunities – be creative!

Jim Heid
UrbanGreen
BREAK OUT SESSION:
Matthew Bossler, PLA | SHIFT Planning and Design

QUESTION #1:
*What 2-3 tax regulation changes would you like to make for your downtown?*

QUESTION #2:
*What 2-3 other regulations would you like to change to make it easier to “build small”?*

QUESTION #3:
*Can you identify a cultural barrier in your community that needs to be overcome?*

HOMEWORK:
*1-2 questions (per group) for Jim*

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**UPCOMING EVENTS**

**www.downtowncoloradoinc.org**

- **May 13**: Englewood Building Small Forum
- **May 14**: Covid-19 Response Call: Planning & Tactics for Reopening in Outdoor Spaces
- **May 21**: Covid-19 Response Call: Online Auctions to Support Businesses & Chambers
- **May 21**: DCI Annual Membership Meeting
- **May 28**: Financial Resilience + Sales Tax Fragility with Joe Minicozzi & Matthew Bossler
- **June 10**: URA Board Training 101
- **Aug 6**: Downtown Financing Mobile Tour: West Metro
- **Aug 25 – 28**: IN THE GAME Conference
Thank You!

Covid Resources

**Weekly Commercial District + COVID calls.** DCI will convene weekly calls for commercial districts to discuss responses and resources to identify the items we can do right now as the crisis is unfolding. DCI is writing up the conversation and will begin recording the webinars for your convenience.

**COVID Response Resources.** DCI will house a COVID response page on our website that shares resources and links to community resources for easy access.