

Building Small Solutions

THE MISSING COMMERCIAL MIDDLE ON MAIN STREET CORRIDORS

MAY 12, 2020

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!

DENVER'S BUILDING SMALL FORUM

Over the past six months, Downtown Colorado, Inc. (DCI) has been exploring barriers to achieving the vision of a transit-served, mixed use main street along Colfax Avenue in Denver. New area plans are recommending policy and regulatory changes to support a more incremental way for Colfax to evolve, including adaptive reuse, small-scale development and transit-oriented development. The outcome may just be a more sustainable, resilient and equitable main street. . This session of the Building Small series focuses on building reuse and small-scale development as a way to enhance local identity, support community-serving business and encourage development appropriate to its context.

On May 12, 3:30-5:500 PM DCI will host a dynamic and interactive virtual event to compare Denver's planned approaches to zoning, adaptive reuse, business support services and property taxes to what has worked in other successful cities.

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



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 | TUESDAY - MAY 12TH | 3:30-5:00 PM

INTRODUCTION + OVERVIEW

Hilarie Portell, Urban Placemaker, Portell Works

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

Cheney Bostic, Owner and Principal, studioseed

BUILDING SMALL: WHAT ARE THE KEY COMPONENTS THAT WORK?

Jim Heid, President and Founder, CRAFT Development

WHAT ARE THE OPPORTUNITIES BEFORE US NOW?

Jim Heid, President and Founder, CRAFT Development

INTRO TO BREAKOUT

Matthew Bossler, Urban Designer, SHIFT Planning and Design, LLC
Enjoy a short break!

BREAKOUT: UNDERSTANDING THE CONTRAST

Small Group Discussions
Small Group Facilitators: Cheney Bostic, Mathew Bossler and Hilarie Portell

REPORT OUT

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

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 this 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 VIRTUAL FORUM

- **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 COLORADO, INC.

WE ARE THE DOERS. Downtown Colorado, Inc. (DCI) is a nonprofit, membership association committed to building better communities by providing assistance to Colorado downtowns, commercial districts and town centers. Established in 1982 as Colorado Community Revitalization Association and now dba Downtown Colorado, Inc., our organization provides five core services to organizations and individuals engaged in downtown and commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- Program Participation
- Colorado Challenge Program



SPEAKER BIOS



Cheney Bostic, stuidioseed

Cheney is a professional consultant with 15 years of experience in the fields of architecture, urban design and planning. Cheney works with communities of all sizes - from visioning “big ideas” to implementing complex projects. Cheney has worked on urban design projects throughout the United States, with a focus on the Mountain West and West Coast communities. Her passion lies in urban infill projects that respond to an existing context, corridor projects that seek to transform over time, and transit-oriented development projects that add value to underutilized land. An overarching goal in all of Cheney’s projects is a desire to increase quality of life for residents and inspire action.



Matthew Bossler, SHIFT Planning and Design, LLC

Matthew’s 15 years of experience in planning, landscape architecture, ecological design, urban design, and public policy synthesize in practice at SHIFT Planning and Design, LLC. The core philosophy of SHIFT is to form planning and design solutions that encourage the evolution of our regions, cities, small areas, and properties within them, in order to better meet both immediate and future needs. At the city scale, Matthew advises decision-makers and guides community groups to form urban planning solutions that set the stage for quality urbanism. At the site scale, Matthew offers property owners, developers, and project partners rapid urban design and development scenario modeling, conceptual site plans and yield studies, as well as complete landscape construction documentation, including everything from urban plazas to naturalized riverfronts.



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, UrbanGreen

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.



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.