



COLORADO

Department of Local Affairs

Main Streets and CLGs

May 28, 2025

Colorado Main Street

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Not presenting today:

- Gayle Langley, Main Street Coordinator
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- Matt Gordon, Main Street Specialist
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CLGs, Main Streets, and CLG Main Streets

Certified Local Governments (CLGs)

- Alamosa
- Aspen
- Aurora
- Berthoud
- Black Hawk
- Boulder County
- Boulder
- Breckenridge
- Brighton
- Broomfield
- Buena Vista
- Canon City
- Carbondale
- Castle Rock
- Colorado Springs
- Cortez
- Crested Butte
- Cripple Creek
- Denver
- Durango
- Erie
- Florence
- Fort Collins
- Fort Lupton
- Fort Morgan
- Georgetown
- Gilpin County
- Glenwood Springs
- Golden
- Greeley
- Gunnison County
- Idaho Springs
- Kiowa County
- La Veta
- Lafayette
- Lakewood
- Littleton
- Longmont
- Louisville
- Loveland
- Manitou Springs
- Minturn
- New Castle
- Northglenn
- Otero County
- Park County
- Pueblo
- Saguache
- Salida
- Telluride
- Walsenburg
- Westminster
- Woodland Park
- Yuma

Main Streets

- Granby
- Haxtun
- Hugo
- Limon
- Meeker
- Ouray
- Rangely
- Ridgway
- Rifle
- San Luis
- Silverton
- Victor
- Wellington

CLG Main Streets

- Brush
- Central City
- Elizabeth
- La Junta
- Lake City
- Lamar
- Leadville
- Lyons
- Montrose
- Pagosa Springs
- Steamboat Springs
- Trinidad
- Windsor



The Main Street Movement

- Established in 1980
- More than 1,200 communities nationwide
- Colorado: 27 official communities; 71 aspiring communities
- Colorado Main Street, housed within the Department of Local Affairs, is Colorado's coordinating program



National Main Street
Center
a subsidiary of the
National Trust for Historic Preservation



MAIN STREET
AMERICA™
Nationally recognized.
Locally powered.™



Colorado Main Street - Supporting Rural Colorado Communities



Organization

Design

Promotion

Economic Vitality



Services and Benefits: Official Main Streets

Mini-Grants

- Start at \$2,500 / year
- Invest in tangible benefits to your community

Consulting Services

- Administered by Colorado Main Street
- General organizational assistance
- Specific needs

Education

- Regular webinars
- Library of resources

Scholarships

- \$2,200 per year for required training
- Professional development

Technical Assistance

- Full-time architect for preservation and design
- Connect to resources and provide advice

Network

- Connect with other managers across the state and nation



Services and Benefits: Organization

Mini-grants

- Generally n/a

Scholarships

- Statewide Summit
- National Now Conference

Consulting Services

- Vision/mission
- Strategic plan
- Board retreats
- Facilitation
- Public engagement
- Fundraising plan

Technical Assistance

- On-call support
- Annual visits
- Site visits
- Presentations to council or board, stakeholders, public
- Webinars
- Listserv
- Grant review, letters of support



Services and Benefits: Economic Vitality

Mini-grants

- Workshops for business owners

Scholarships

- Statewide Summit
- National Now Conference
- Downtown Colorado Inc.
- Economic Development Council of Colorado

Consulting Services

- Market analysis and opportunity assessments
- Market studies, business retention and recruitment
- Business, building, property inventories

Technical Assistance

- On-call support
- Webinars
- Listserv



Services and Benefits: Promotion

Mini-grants

- Website
- Downtown maps
- General brochures

Scholarships

- Statewide Summit
- National Now Conference
- Colorado Tourism Office

Consulting Services

- Website
- Pickaxe Project
- Videos

Technical Assistance

- On-call support
- Press release review
- Communication plan assistance
- Community engagement toolkit
- Webinars



Services and Benefits: Design

Mini-grants

- Pocket parks
- Gateways
- Lighting
- Signs
- Benches
- Wayfinding
- Banners
- Flower pots

Scholarships

- Statewide Summit
- National Now Conference
- Saving Places Conference

Consulting Services

- Parking assessments
- Conceptual design (parks, alleyways, streetscapes)

Technical Assistance

- On-call support
- Preservation architect *
- Grant review
- Webinars
- Listserv



Services and Benefits: Architect



Incentives

State Historical Fund

- Up to \$250,000
- Historic designation
- Government or nonprofit owner or partner

Low-Interest Loans

- Administered by Colorado Historical Foundation

Tax Credits

- Federal
- State

Stacking Funds

- Combine incentives to make difficult projects “pencil”



Benefits

Jobs

- 29,000 jobs and generated \$2 billion in economic impact in Colorado

Dynamic Downtowns

- Traditional downtowns offer people an authentic experience

Reduce, Reuse

- 30-80 years for a new energy efficient building to save the energy lost in demolishing an existing building and building new

Heritage Tourism

- 51% of visitors participate in a cultural heritage activity



Building Improvements



cdola.colorado.gov

Facade Improvements

Red Brick on Main (Hugo)

- New storefront windows, awnings, and signage



Facade Improvements

Central Oil (San Luis)

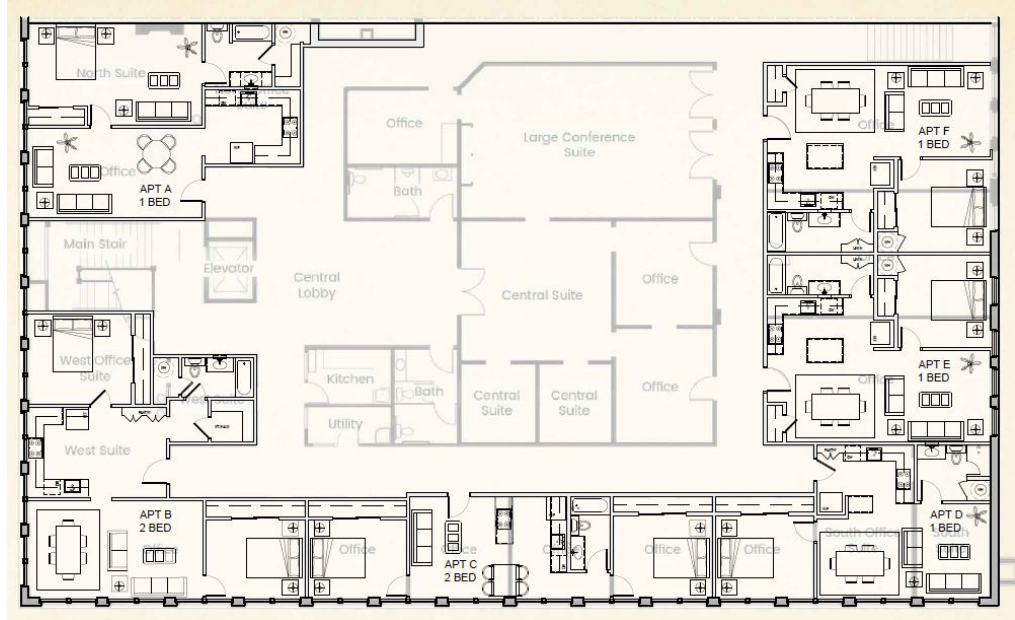
- Paint, awnings & signage



Adaptive Reuse Improvements

Hugus Building (Meeker)

- Upper floor adaptive reuse design (office to residential)



Public Spaces



Results: San Luis



AVRES

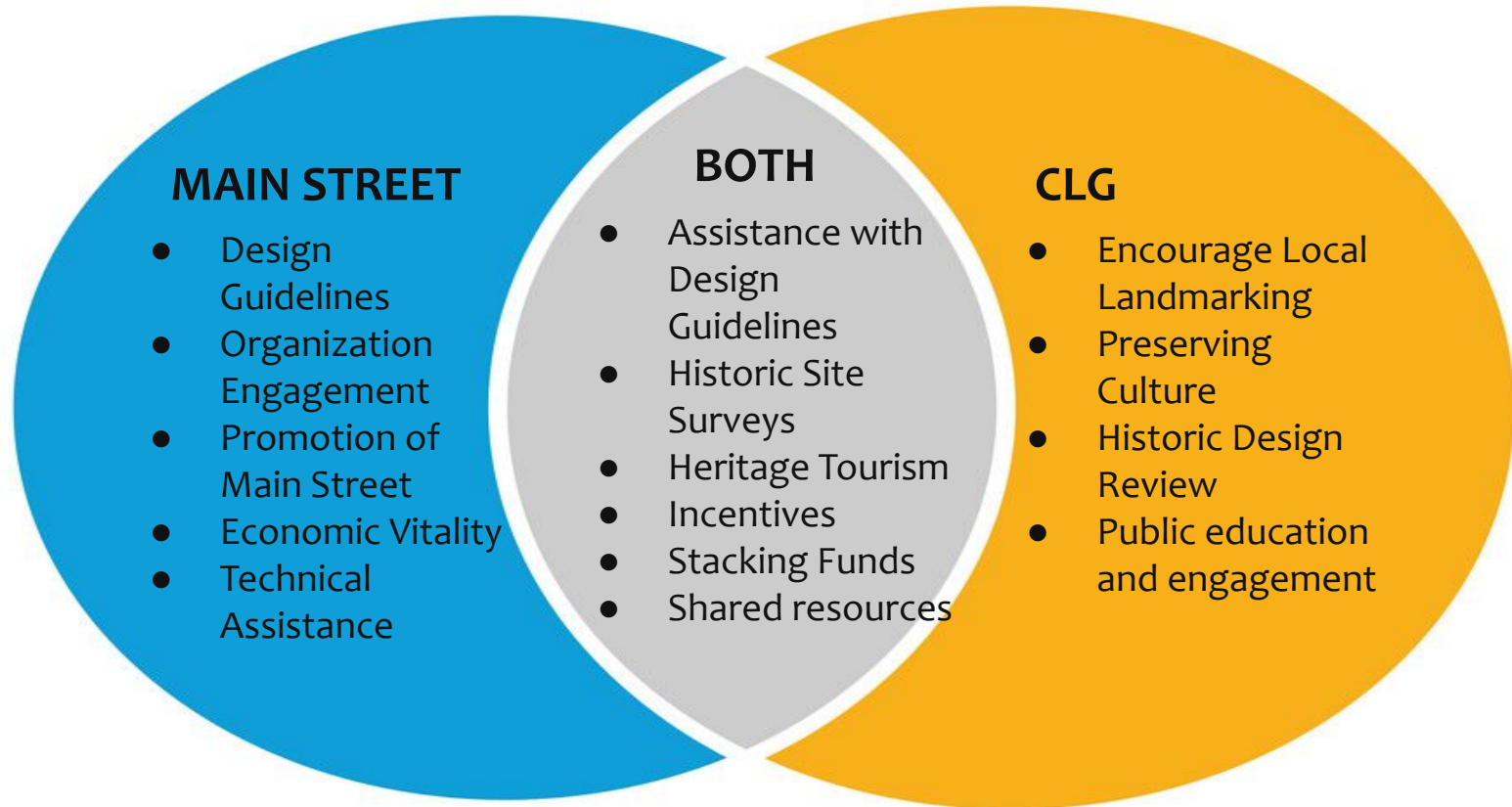
1000 2nd Street, Suite 100, San Luis, CO 81522
(719) 786-1000 | www.avresinc.com

SAN LUIS PLAZA | FINAL CONCEPTUAL DESIGN

Project Address | 408 Main Street, San Luis, CO 81522



Main Streets and CLGs: Collaboration



Main Streets and CLGs: Tools

Funds & financial incentives

Training

Technical assistance

Networking

Surveys

Design guidelines

Ordinances

Codes



Case Study: La Junta

- CLG Survey of Downtown La Junta; recently awarded CLG grant for survey of residential neighborhood historically associated with Black and Hispanic communities and railroad history
- Impact to Main Street
 - Identify historic resources through Reconnaissance Survey
 - Groundwork for community engagement, designation, and incentives



Case Study: Leadville (Manhattan Bar)

- CLG grant-funded cultural resources survey and SHF grant-funded cultural resources survey and historic context study currently ongoing
- Uptick in Residential Tax Credit applications (Historic Neighborhoods)



Case Study: Montrose

- Conceptual design creation
- Connect between Main Street and SHPO
- CLG grant-funded Survey Plan and neighborhood survey projects



Case Study: Montrose

Potato Growers Building

- Introduced Tax Credits
- Local Landmarked 2019
- Started work in 2019
- National Register 2020
- \$454,937 State; \$90,987 Federal
- \$250,000 State Historical Fund



Knights of Pythias Building

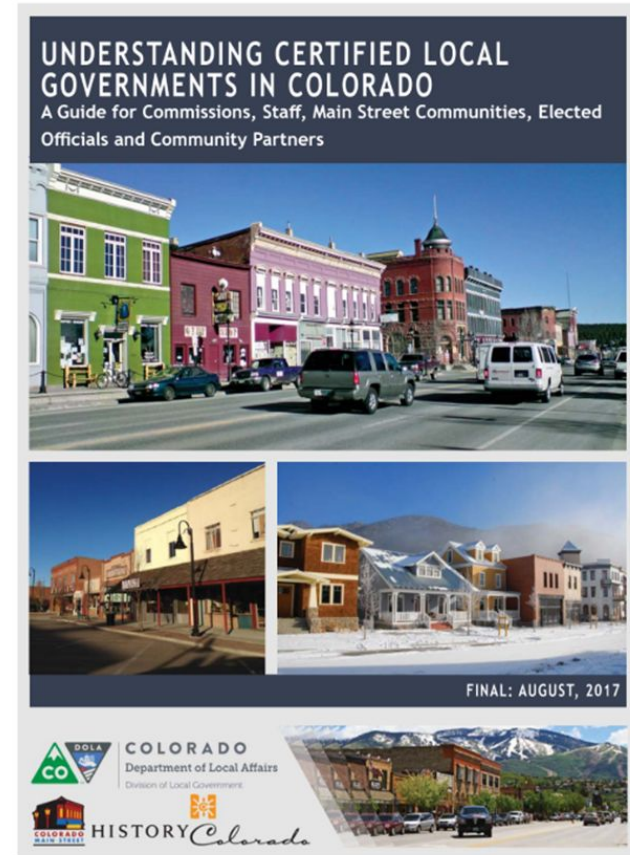
- Began discussions in 2022
- Locally landmarked 2022
- Worked on National Register designation during project construction (2024)
- \$1 million State; \$900,000 Federal

Key Resource

Available online!

Contact:

Dr. Lindsey Flewelling
CLG Program Coordinator
History Colorado



Key Resource

4 Treatment Paths

- Preservation
- Rehabilitation
- Restoration
- Reconstruction



THE SECRETARY
OF THE INTERIOR'S
STANDARDS FOR
THE TREATMENT
OF HISTORIC
PROPERTIES
WITH
GUIDELINES FOR
PRESERVING,
REHABILITATING,
RESTORING &
RECONSTRUCTING
HISTORIC
BUILDINGS



U.S. Department of the Interior
National Park Service
Technical Preservation Services



Key Resource

Sustainable Rehabilitation

- Planning & Maintenance
- Sealing and Insulation
- Windows
- Mechanical Systems
- Roofs & Solar
- Water Efficiency
- Daylighting



THE SECRETARY
OF THE INTERIOR'S
STANDARDS FOR
REHABILITATION &

ILLUSTRATED
GUIDELINES ON
SUSTAINABILITY
FOR
REHABILITATING
HISTORIC
BUILDINGS



Key Resource

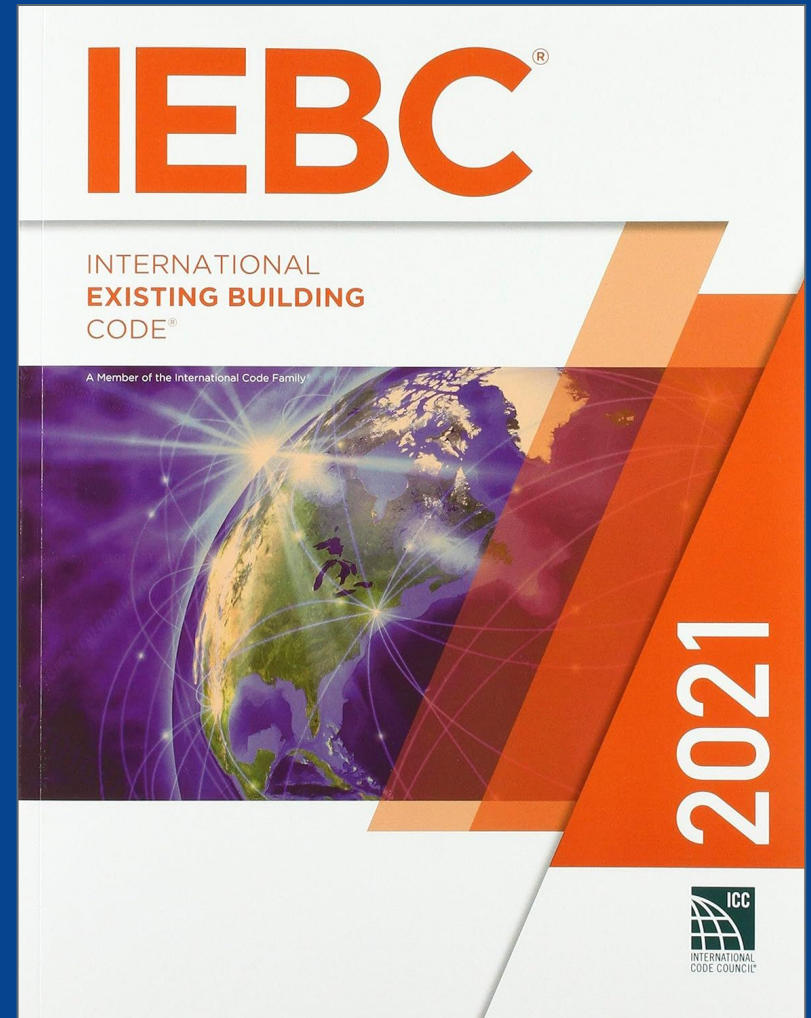
International Existing Building Code

Must be Adopted:

By Local Government

Should be Used:

FOR ALL EXISTING BUILDINGS!



Key Resource

Available from:

Colorado Municipal League



HISTORIC PRESERVATION BASICS FOR MUNICIPALITIES

