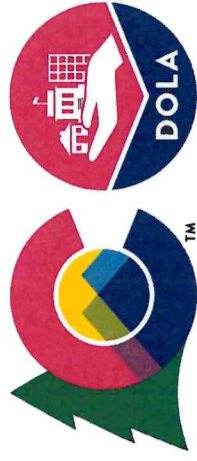
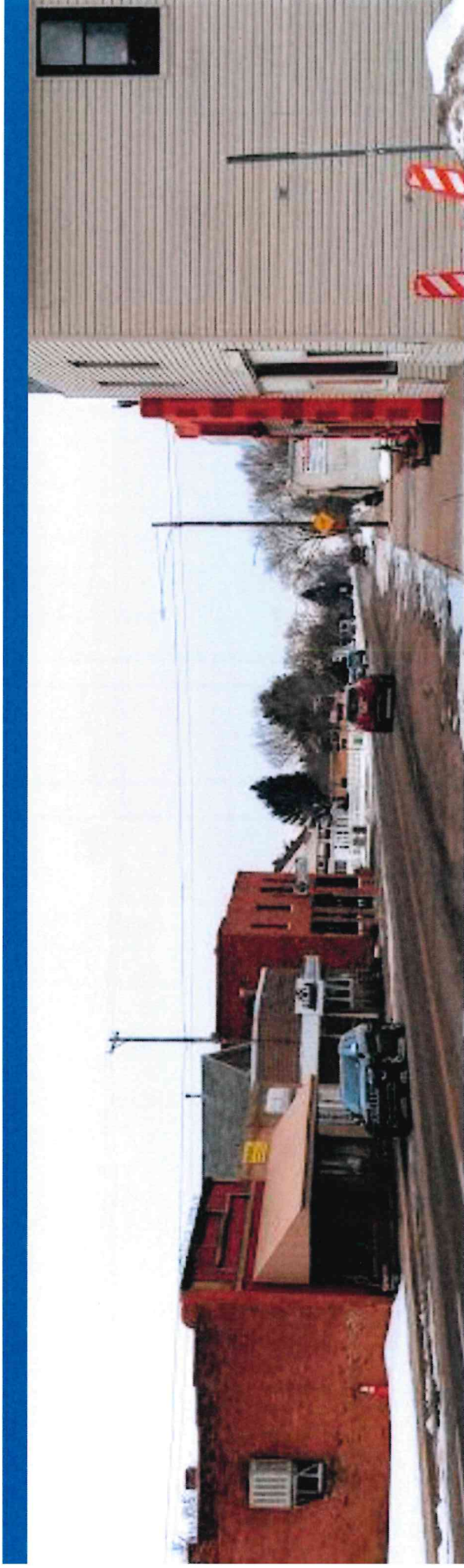


TOWN OF PLATTEVILLE, COLORADO
NOTICE AND AGENDA OF STUDY SESSION

NOTICE OF STUDY SESSION MEETING of the Platteville Board of Trustees will be held on
Tuesday, October 21, 2025, at 6:00 pm at 400 Grand Avenue, Platteville, CO.

Mayor: Mike Cowper
Mayor Pro-Tem: Nick Ralston
Trustees: Larry Clark, Larry Hatcher, Hope Morris, Melissa Archambo, Steve Nelson
Staff Present: Troy Renken, Town Manager; Danette Schlegel, Town Clerk/Treasurer

Topic: Main Street Program Presentation - Colorado Department of Local Affairs



COLORADO
Department of Local Affairs

Main Street 101: Platteville

October 21, 2025

Introductions

- Gayle Langley, Main Street Coordinator
gayle.langley@state.co.us, 720-498-0563
- Larry Lucas, Main Street Architect
larry.lucas@state.co.us, 720-402-9303
- Traci Stoffel, Main Street Specialist
traci.stoffel@state.co.us, 720-467-4327
- Matt Gordon, Main Street Specialist
matthew.gordon@state.co.us, 720-241-2688



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



Nationally recognized.
Locally powered.



Colorado Main Street - Supporting Rural Colorado Communities

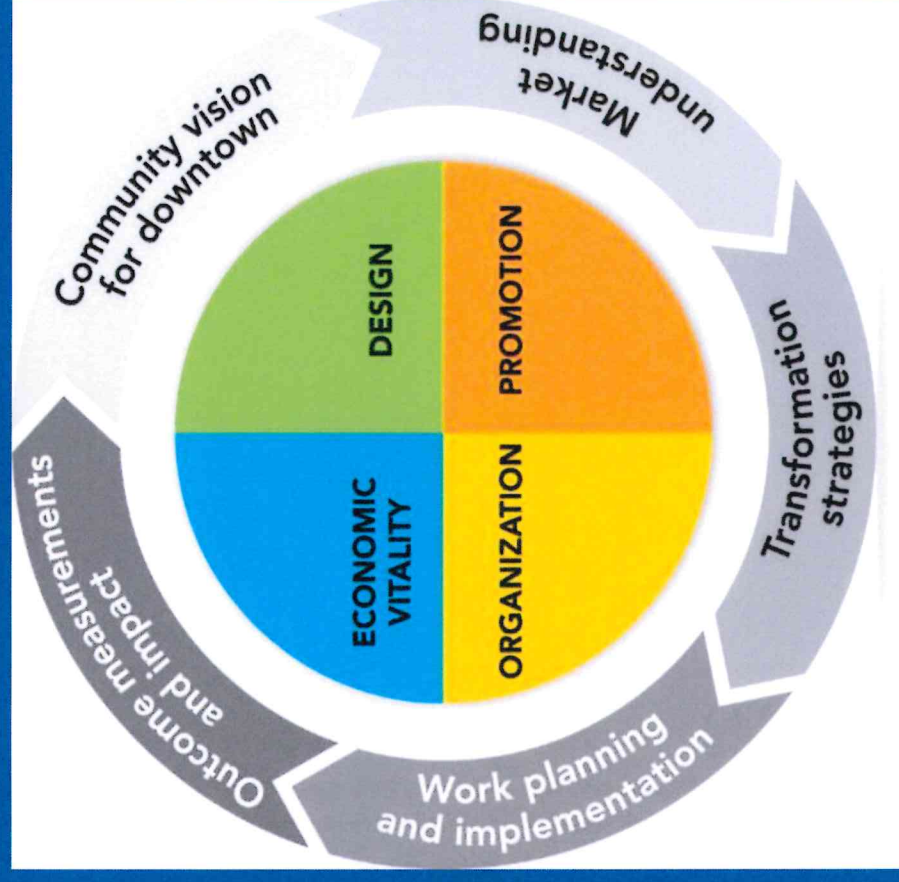


Organization

Design

Promotion

Economic Vitality



Organization

Community-led downtown revitalization

- municipality
- partners
- business and building owners
- residents



Municipality

Comprehensive Plan

- Steward of the community's vision for the town as a whole

Infrastructure

- Responsible for the public works that make a downtown possible



Partners

Economic

- Business Associations
- Chambers
- Economic Development Councils
- Realtors

Civic

- Rotaries and other fraternal orders
- Schools/Colleges

Heritage/Cultural

- Historic Preservation/ Historical Societies
- Arts Councils
- Libraries
- Museums

Other

- What other groups care about your downtown?



Building and Business Owners

Business Owners

- The lifeblood of a vibrant downtown

Building Owners

- Stewards of the built environment



Residents

Live

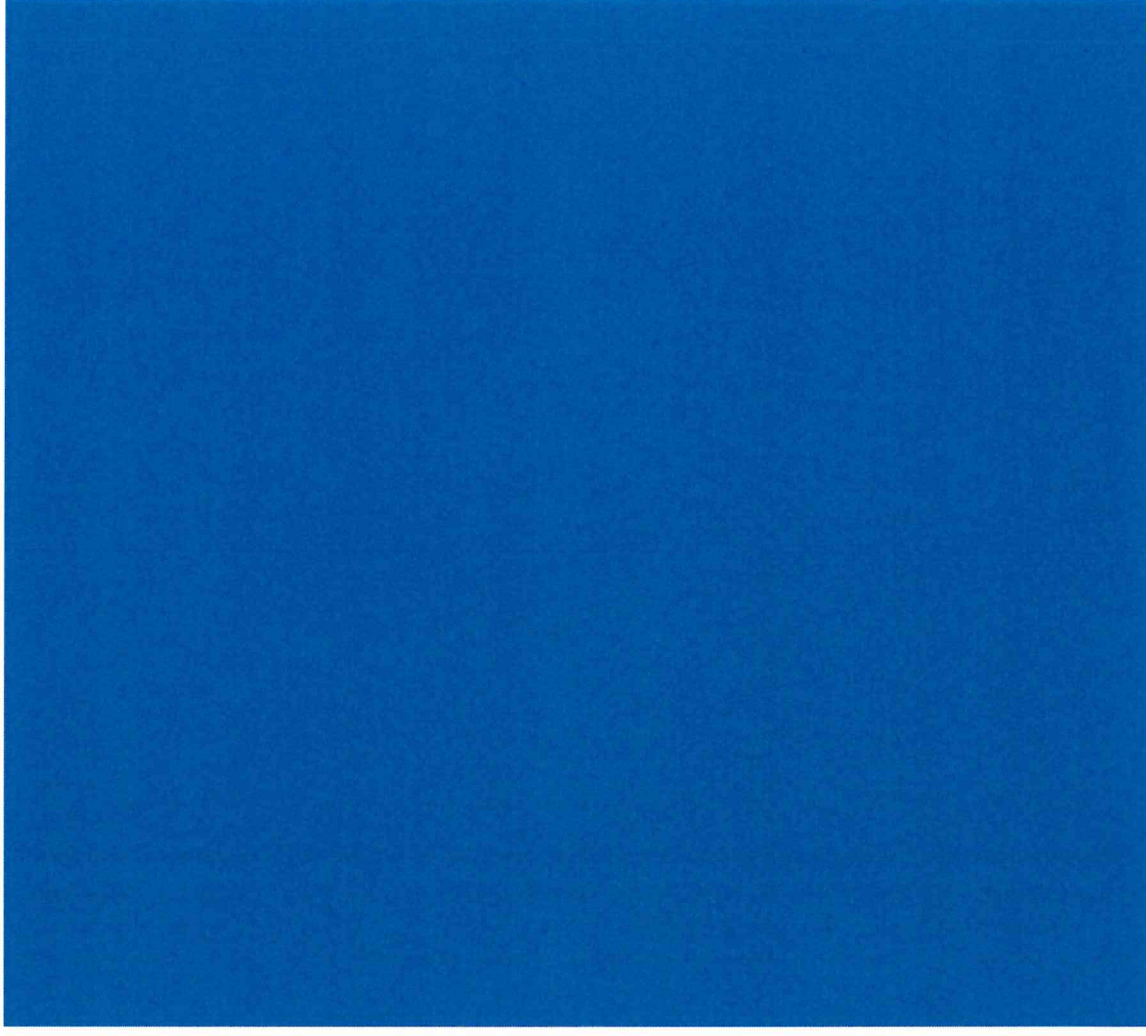
Year-round customers for downtown businesses

Work

Business owner and employee base

Play

Core audience for events and amenities



How?

Vision

- Describes what you areas building toward in the future

Mission

- Outlines all the things you are doing in the present to reach that goal

Strategic Plan

- Defines strategy and direction
- Establishes goals

Work Plan

- Takes goals and establishes strategies and actions to achieve them



Colorado Main Street can assist you in developing your plan for the future



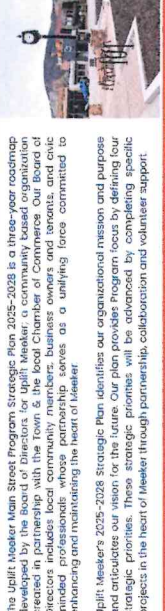
What Does This Look Like?



Uplift Meeker Main Street Program 2025-2028 Strategic Plan

The Uplift Meeker Main Street Program Strategic Plan 2025-2028 is a three-year roadmap developed by the Board of Directors for Uplift Meeker, a community based organization created in partnership with the Town & the local Chamber of Commerce. Our Board of Directors includes local community members, business owners and tenants, and civic leaders who are committed to enhancing and revitalizing the heart of Meeker.

Uplift Meeker's 2025-2028 Strategic Plan identifies our organizational mission and purpose and articulates our vision for the future. Our plan provides Program focus by defining four strategic priorities. These strategic priorities will be advanced by completing specific projects in the heart of Meeker through partnership, collaboration and volunteer support.



Mission: We proudly foster economic growth in the heart of Meeker, where we work to preserve the Town's unique charm, support local businesses, and nurture a thriving, vibrant community for all to enjoy.

Vision:
"We imagine our town full of life – welcoming, connected and proud of its roots."

Strategic Priorities:

1. Boost business engagement and activity in the heart of Meeker.
2. Tell our Story – Promote the value and impact of the Main Street Program (Uplift Meeker) and its role in supporting community vitality.
3. Implement projects that preserve, enhance and connect people to the heart of Meeker.
4. Collaborate with the town and partner organizations to align resources and achieve greater impact.







Projects to Advance Priorities

Uplift Meeker leads and advocates for transformative projects that are supported by and rely on the energy and commitment of the Town, local businesses, community organizations and our volunteers whose work elevates pride in our community.

Boost business engagement and activity in the heart of Meeker.

Projects

- Launch a local business survey focused on exploring "big things" we can do to promote and support business success in the heart of Meeker.
- Promote and support development of collaborative events hosted by business owners.
- Initiate and program a digital, interactive meesaga board in the heart of Meeker.
- Support & collaborate with Town on relocation & welcoming guide.

Tell Our Story – Promote the value and impact of the Uplift Meeker Main Street Program and its role in supporting community vitality.

Projects

- Develop a promotions and marketing plan.
- Increase social media presence.
- Refresh Uplift web site and regularly update.

Implement projects that preserve, enhance and connect people to the heart of Meeker.

Projects

- Create a signage plan that defines various types of signage and locations and integrates creative and artistic elements.
- Identify opportunities and funding for pop-up art locations and permanent installations that celebrate our heritage and creative spirit.
- Explore opportunities to work with the Town and DOLA to secure a facade improvement grant for local businesses for facade improvements, painting, signage, etc.
- Support private business owners in their pursuit of different grant opportunities that enhance economic vitality.
- Research & identify funding opportunities to design streetscape improvements that help to guide people to the heart of Meeker (handicapped medians, bulb outs, street trees).

Collaborate with the town and partner organizations to develop and align resources and to achieve broader community impact.

Projects

- Host a partnership meeting to share and further define roles & responsibilities of various community organizations and partners working to support the preservation and enhancement of Meeker.
- Work with the Town and other regional partners to develop a comprehensive economic development strategy.
- Host quarterly collaboration meetings with the Chamber, Town, County, and other related organizations to support activities, share resources and implement various projects.
- Leverage other town events and activities to cross promote Uplift Meeker and the heart of Meeker.
- Coordinate Uplift Meeker events and activities with local, regional and national organizations.
- Create a resource and foundation to grow the Uplift Meeker volunteer program.

Design

Attractive place where people want to be

- historic preservation
- walkability / accessibility
- placemaking



Services and Benefits: Architect

recommendations advice mechanical
historic history building-codes
local redevelopment sustainability
original character lighting rehabilitation awning consultants analysis
funding guidance windows tax-credits exterior support systems
regulatory facade development signage strategy functions insulation
audit standards drawings floorplans building phasing consult
design budget planning paint preserve energy-efficiency restore equipment
grants collaborate color renewables contractors



Streetscapes

Safety

- Traffic-calming
- Intersections that reduce pedestrian risk
- Bicycle lanes
- Lighting

Accessibility

- Many people experience limited mobility in their lives
- Allow everyone to participate in downtown

Support Businesses

- Shoppers arriving by foot or bike spend 8.5% to 25% more than those arriving by car

Public Health

- Walking and biking happen in safe and pleasant places
- 47% of people more likely to be active with sidewalks

Healthy Environment

- Walking, cycling, and transit reduce pollution
- Trees and flowers good for the air and mind

Quality Development

- Property tax increases 263% to 400% per acre of mixed-use development compared to single-use commercial development



Placemaking

Design for People

- Integrate diverse opinions into a cohesive vision

Programs and Uses

- Translate the vision into space and activity

Great Spaces

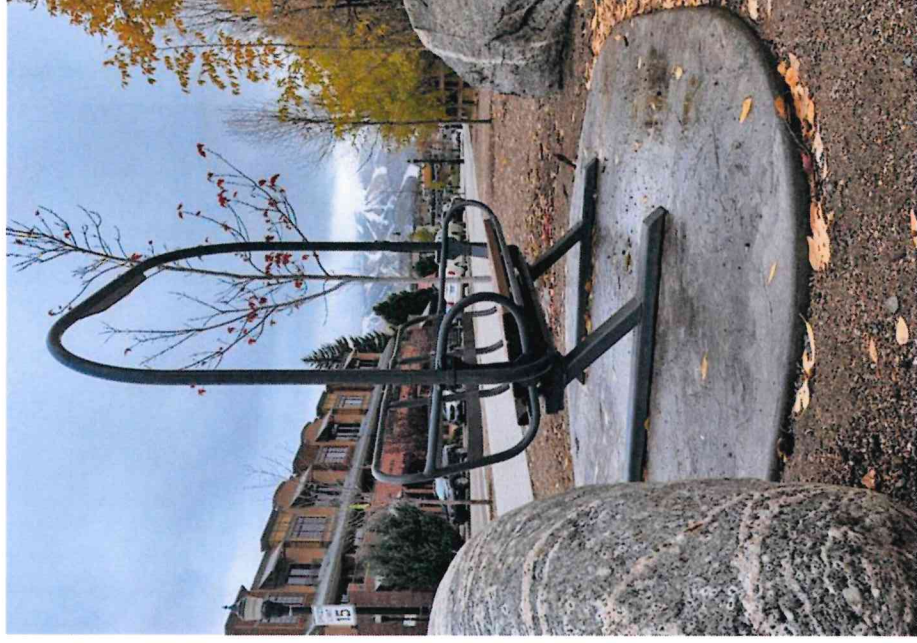
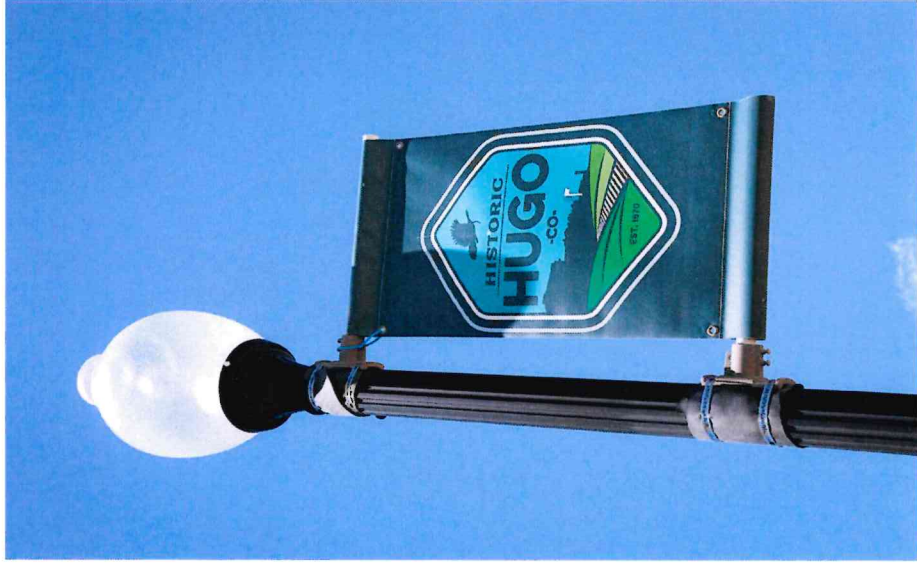
- Sociability
- Activity
- Comfort
- Public Art

Wayfinding

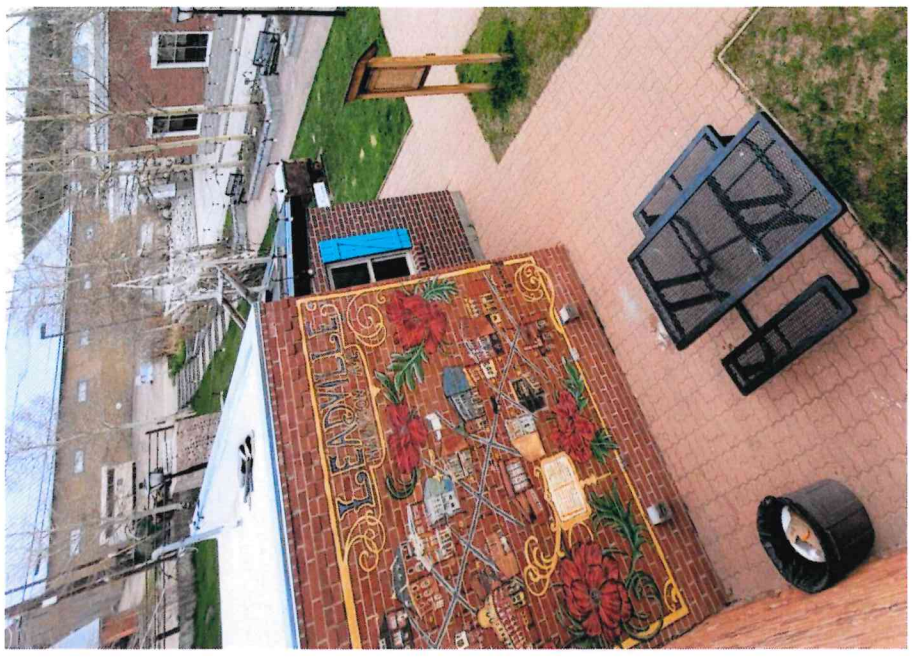
- Access and linkage
- Highlight points of interest and help people locate them



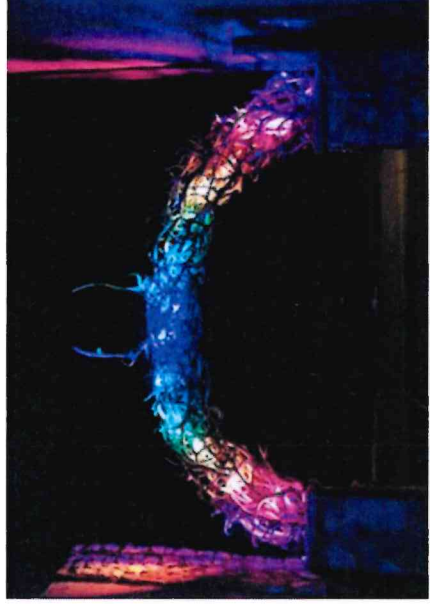
Public Amenities



Public Amenities



Public Art Projects



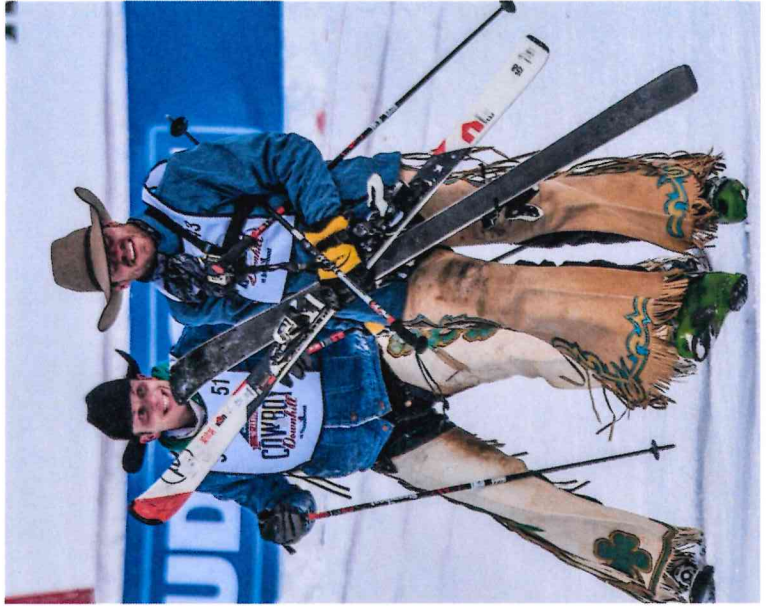
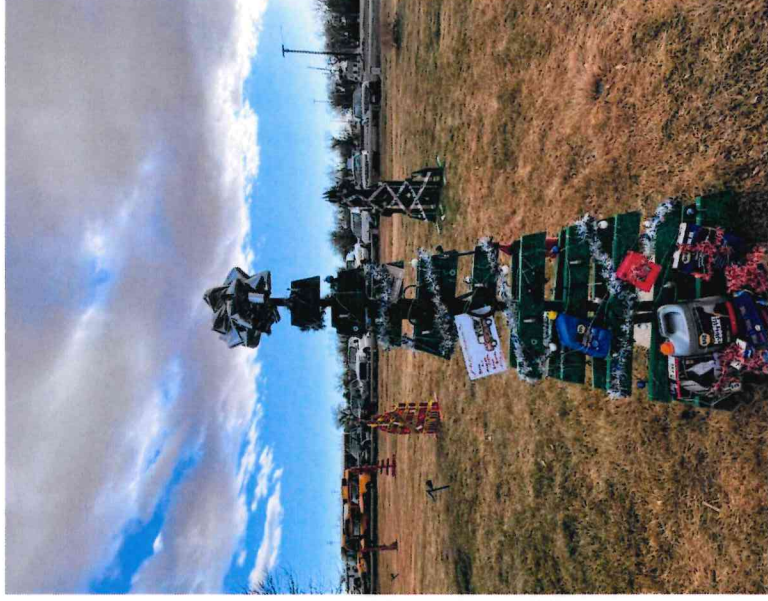
Promotion

Identity and Image

- History
- Architecture
- Cultural
- Creative
- Businesses
- Outdoors



Identity and Image



Audiences and Messaging

Public

- Specialness
- Memories
- Community

Donors

- Wise investment
- Leave a legacy
- Raise awareness

Government

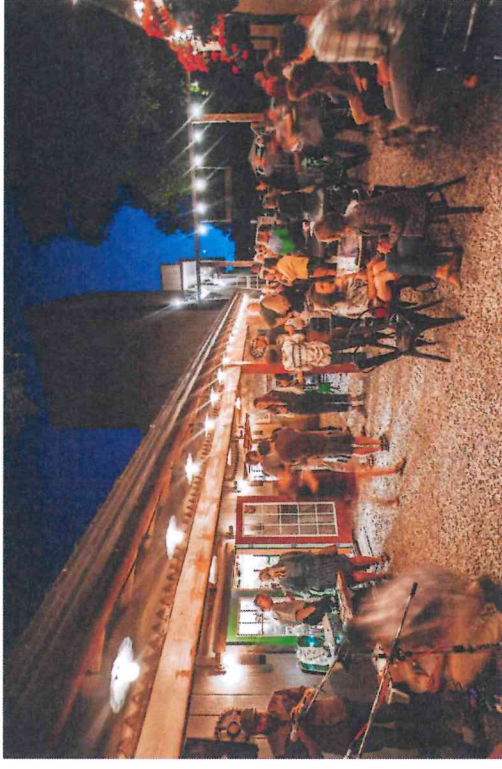
- Growing tax base
- Leverage improvements
- Voter opinions

Owners

- Prosperity
- Place matters
- Investment

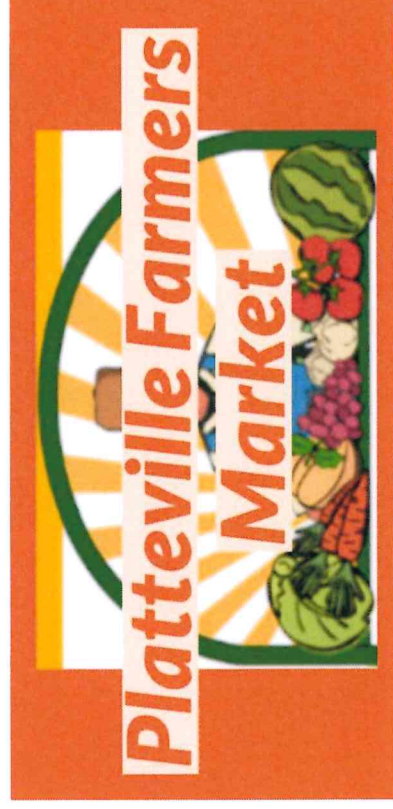
Volunteers

- Make a difference
- A part of something
- Fund and rewarding



Events

Whether directly managed or working through partners, events can bring people to Main Street while reinforcing the downtown brand



Economic Vitality

Supporting Business

- Retention and Expansion
- Encouraging Investment
- Training and Resources



Data-Driven

Market Analysis

- What do you offer?
- Where are you leaking to other communities?

Buildings/Businesses

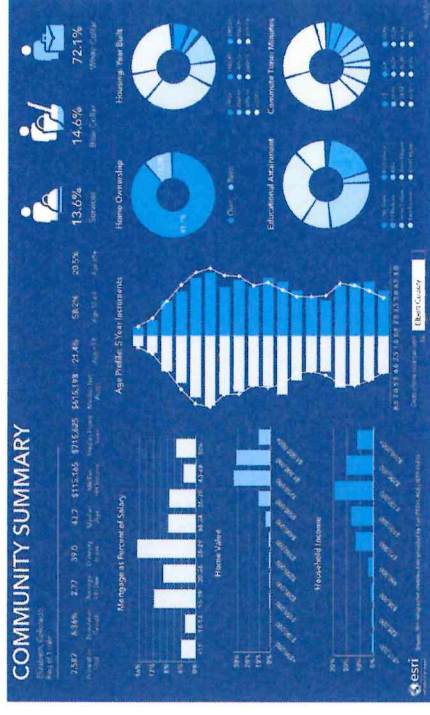
- Building stock?
- Businesses?
- Owners?
- Vacancies

Demographics

- Who are your residents?
- What is your regional market?
- Who else might you attract?

Focus Groups/Surveys

- What do your residents and stakeholders see as a need or opportunity?



Colorado Main Street Program

Webinar – Market Analysis and Opportunity Assessment Users Guide
January 2020



Real Estate

Housing

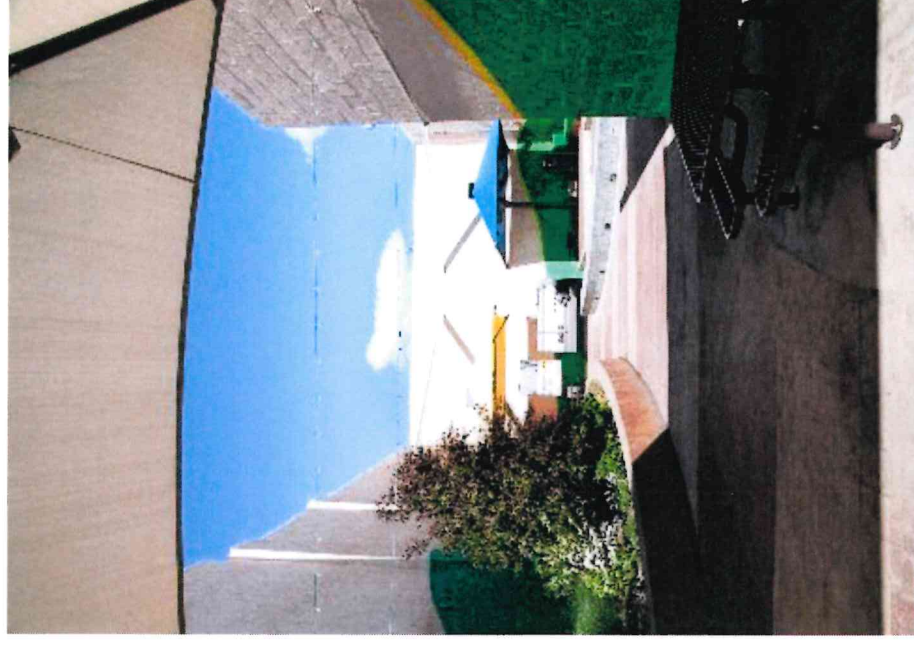
- The power of mixed-use
- Workforce housing

Infill

- Appropriate design to activate empty space

Adaptive Use

- Existing buildings can serve new functions



Benefits of Being a Colorado Main Street

Mini-Grants and Scholarships

- Tangible investments in your community
- Professional development

Consulting Services and Technical Assistance

- Consulting pool for targeted projects
- On-call staff, including a professional architect
- Leverage grant opportunities

Training and Networking

- Regular webinars
- Library of resources
- Listserv



Benefits of Being a Colorado Main Street



COLORADO
Department of Local Affairs
Division of Local Government



Benefits of Being a Colorado Main Street

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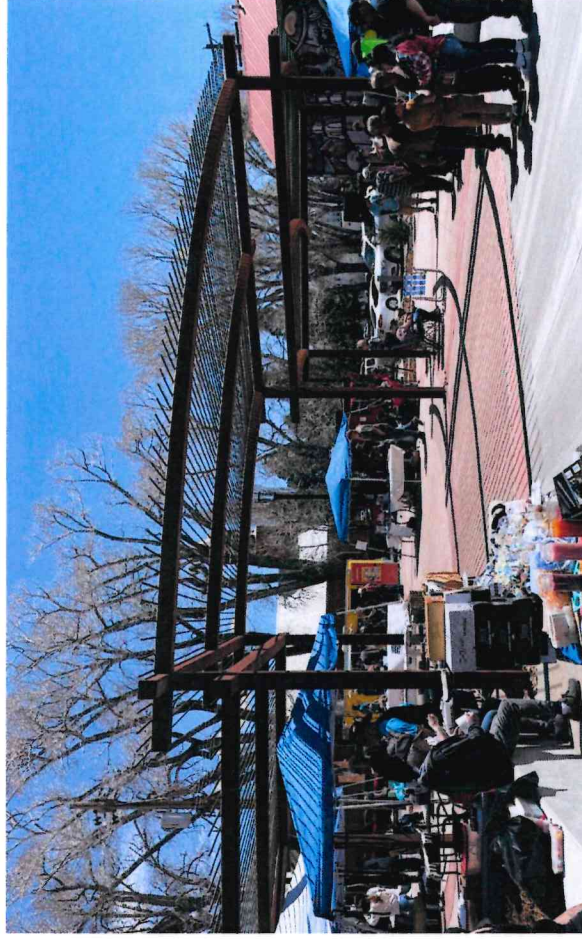
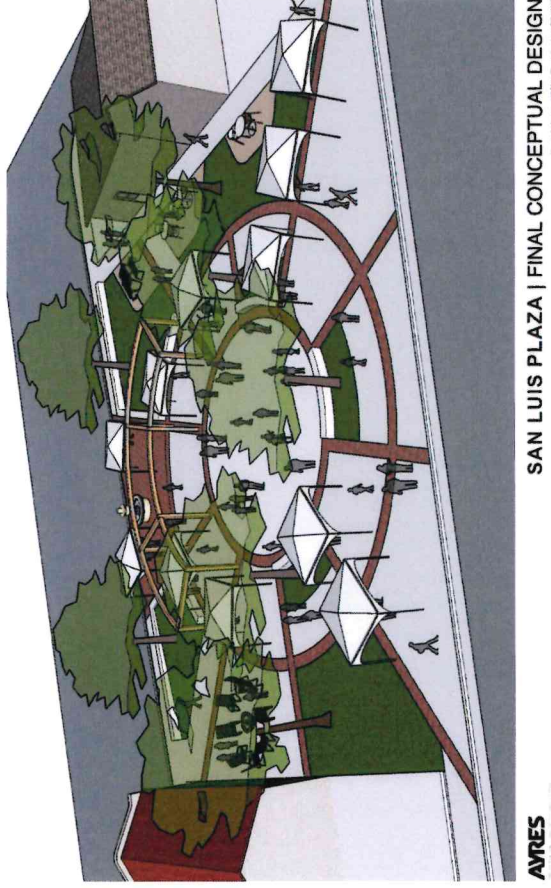
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- Library of resources
- Listserv



Results: San Luis



Results: Meeker



Small Investments Yield Big Results

Small Business

- 99% of Colorado's business
- Represent 58% of total receipts

Facade Investments

- Yield average increase of 20% in sales and jobs
- 75% of adjacent buildings within 3 years

Return on Investment

- Every \$1 of public funds yields an average of \$18 in private investment



***There is simply no more cost effective economic
development program of any type, on any scale,
anywhere in the country than Main Street.***

**- Donovan Rypkema,
author of *The Economics of Historic Preservation***



Thank you



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Department of Local Affairs