

Kick-Off Program Open House (Public Meeting #1)

Project Title: Historic Downtown Pueblo Intensive Survey, Context, and Outreach, Part 2

Kick-Office Program Open House: June 26, 2019, 5:30 p.m. – 7:00 p.m.

Location: Federal Building, 3rd Floor Ballroom, 421 North Main Street, Pueblo CO 81003

Welcome to the Historic Federal Building in Pueblo (2-minute video)

https://youtu.be/TsSmx_9d4hE

Presenters

Alan Lamberg, grant recipient contact

Senior Planner for City Planning & Community Development Department

Staff liaison to Historic Preservation Commission

He coordinates all project components, manages consultants, and coordinates public participation and outreach. Lamberg will encourage stakeholders to launch a preservation advocacy network, the Downtown Heritage Initiative.

Alan introduces the project and its purpose.

Jennifer Levstik, consultant project manager

Architectural Historian for Logan Simpson Design, Inc.

Over 19 years of experience in cultural resource management and historic preservation. Extensive experience preparing National Register of Historic Places nominations and eligibility reports. Levstik will perform the surveys and write an update to the historic narrative.

Jen discusses the scope of work and why we're surveying 15 places in Downtown Pueblo.

Rosemarie Pavel of Logan Simpson Design, Inc. is assisting with the project.

Margaret Ward-Masias, project partner

Executive Director for Pueblo Downtown Association (PDA).

Experience in historic research and business owner outreach. The Promotions Committee is programming throughout the year 2020 a celebration of 150 years of Pueblo history since the establishment of the Town of Pueblo in 1870.

Margaret (and Peggy Willcox, PDA Promotions Committee Chair, Pueblo County Historical Society, off-screen) speak about the benefits of organizational-stakeholder partnerships and 2020 will be the 150th anniversary of the incorporation of the Town of Pueblo.

About the Historic Downtown Survey Part 2 Project (14-minute video)

https://youtu.be/blgk3ccH_S0

Call to Action: Share your vision for how *Historic* Downtown Pueblo can encourage investment in *Tomorrow's* Downtown Pueblo.

Audience

Thirty-five (35) audience members, including ten (10) representatives from supporting partner organizations, four (4) from interested organizations, including the NAACP Pueblo Branch (2), Pueblo Latino Democratic Forum, and the Pueblo Housing Authority, seven (7) from affected property and business owners, one (1) from Blo Back Gallery, at least one (1) news media, at least one (1) historian, and nine (9) persons.

Public Meeting and Discussion

Strengths and Opportunities

Development roadmap, redevelopment, reinvestment; there are case studies for properties, large and small, these should be noted and shared with property and business owners [Beth G]. (Arts Alliance at 107 S Grand Ave, [case number HPC-19-07](#), is the recent example of best practices [Alan L].)

Celebrate assets, talk about and promote what we have in this city [Kerrellyn T].

- Festival, [Damon Runyon](#), in planning stage by Historic Pueblo, Inc. and partners [Beth G].
- Creative Corridor District, from Downtown through Union Avenue, to Mesa Junction [Jim V].
- Banners, on streetlights were a nice addition to the built environment, what can we do to enhance them? [Cecilia M] (Downtown Association had a revocable permit reviewed by City Transportation, with permission by electric utility Black Hills, and approved by City Council. This program would need to be considered and budgeted by the members of the PDA; also, consider expanding it along Union Avenue since there are members there [Alan L]; Trees have grown to obscure banners, and some banner brackets are damaged or missing. Union Avenue brackets are smaller and closer together, so banner size would be smaller. Promotions Committee on July 10th meeting will consider banners. [Margaret W-M].)

Leverage technical assistance, [National Trust for Historic Preservation Research & Policy Lab](#), "[Green Lab](#)", which strengthens the connections between environmental sustainability and historic preservation; it produced a series of research reports on the environmental benefits of

historic preservation, including “The Greenest Building” and “Saving Windows, Saving Money.” [Jen K].

Pedestrian environment, encourage continuity across City Center Drive (formerly 1st Street) so that pedestrians enjoy traversing from the Historic Arkansas Riverwalk to Downtown [Jim V].

Knowledge center, historic preservation programs, stakeholders receive many requests for information, who should they talk to? [Judy M]. (City Planning is publishing on the City Internet Portal frequently-asked questions and answers for topics important to property and business owners; there will be topics for historic preservation [Alan L].)

Differences between local and national register listing of cultural resources (and buildings), property owners should learn about this [Laurel C]. (Will provide facts on 1-page [Alan L].)

Weaknesses and Challenges

Building Codes (International Existing Building Code), need an amendment that would make it less costly for change of use and/or residential mixed-use without compromising life safety [Mark M]. (Also see Pueblo Municipal Code, Title IV – Building Regulations, Chapter 2 – International Building Code; stakeholders should petition their elected officials so that Pueblo Area Council of Governments would direct policy change with Regional Building Commission [Alan L].)

City Staff, (historic preservation planner), the increasing interest and activities in historic preservation programs require full-time staff person [Gary T], for example see Fort Collins [Laurel C]. (City Planning’s directive for historic preservation is 20% of one staff planner [Alan L].) Agreed; Downtown, Union Avenue, Mesa Junction, Bessemer, Lake Avenue have a lot of history; PDA would consider supporting this [Margaret W-M].

Tourism, television advertising seems to focus on outdoor activities and natural landscapes but not on historic resources and built environment of Pueblo [Erick J]. (Greater Chamber of Commerce would be welcome to collaborate or liaison with partner organizations [Alan L].)

Business development, small business and appropriate-sized businesses that could occupy downtown need to be a focus of the Pueblo Economic Development Corporation (PEDCo) [Laurel C]. (PEDCO Mission Coordinator Shannon Baker has been meeting with many organizations to improve outreach [Alan L].)

Funding for improvements for historic restoration using revolving loans, tax incentives, tax abatement, seem to be needed; the local government should learn from comparable cities such as Lewisville CO and establish programs in Pueblo [Maria T]. (Also see Tuscon AZ, El Paso TX [Jen L].) (Consider using Federal \$ from Economic Development Administration (EDA) [Alan L]. How to get the local government to provide [Margaret W-M]? City Council Work Session [Alan L].)

Signs, (projecting type, ghost signs), need a revision to zoning code to restore these historic features for today's use [Mark M].

Measures of success, what are they for this project, and how much positive impact do they have for downtown reinvestment? [John H] (This educational project can encourage promotion and marketing of property and buildings through historic architecture, persons, and events. However, this is only a small piece of comprehensive planning. Revitalization must include off-street parking, improving the streetscape, mitigating homelessness, and so on. [Alan L])

Off-street parking will be necessary as use and density increases. But conversion of parking lots to parking structures is too costly for private developers, according to Louie Carleo in a recent meeting. A parking enterprise may require long-term investment by public-private partnerships. [Alan L]

Why 1870? There are historic buildings extant since the 1850s, including an adobe building now clad in masonry or stucco on 415 North Albany Avenue between the Elks Lodge and the Interstate [Heather N]. (1870 coincides with a marketing strategy by the Downtown Association, which will engage citizens by promoting downtown places and businesses. The Historic Downtown Survey Project has and will continue to include previous periods of historic significance. For instance, see pages 14-16 of the Part 1 report. [Alan L].)

Historic district designation, might be met with resistance from some property owners [Mark M]. (Note that this project is survey and planning, not a district nomination, which would involve continued input from owners and stakeholders [Alan L].)

Follow-up comments received and this document revised, July 8, 2019.

Project Summary: Part 1, completed in 2017, includes an 84-page historic narrative of Downtown Pueblo, and surveys of buildings (26 intensive, 125 reconnaissance). Part 2 will intensively survey 15 more places, and update the historic narrative. The narrative will add histories for influential persons, events, and changes to buildings that were significant to the historic commercial development of downtown. We will cultivate an understanding of Historic Downtown Pueblo in ways important to property and business owners. We invite them to get involved by promoting ways historic preservation can be a tool for economic development.

This project paid for by a grant from the Colorado State Historical Fund, with support by the Pueblo City Council, Historic Pueblo, Inc., Pueblo Urban Renewal Authority, and the Pueblo Archeological & Historical Society.

Contact: Stay informed by visiting the project portal at <https://Pueblo.us/2264> or e-mail HPC@Pueblo.us or call 719-553-2259.