

FOR IMMEDIATE RELEASE

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director@downtowncoloradoinc.org**National Expert on Small Development, Jim Heid join Downtown Colorado, Inc.
for May 12th Interactive, Virtual Event**

May 11, 2020 -- DENVER, Co -- Downtown Colorado, Inc. (DCI) is pleased to announce that Jim Heid from UrbanGreen will be speaking at our *Small Scale Development: Solutions for the Main Street Corridor* virtual event May 12, 3:30-5:00pm.



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.

Over the past six months, 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, 3:30-5:00 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.

[Register for the event](#)

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About Downtown Colorado, Inc.

We are the Doers. Established in 1982 as the Colorado Community Revitalization Association, Downtown Colorado, Inc. is a 501(c)3 nonprofit membership organization that aims to build better communities by providing assistance to downtowns, commercial districts and town centers in Colorado. Organization members represent downtown organizations, local governments, development and improvement districts, consultants, individuals and others involved in downtown and community development.

WE ARE THE DOERS

COMMITTED TO BUILDING DOWNTOWNS THAT ARE PROSPEROUS, EQUITABLE, CREATIVE, AND WELCOMING