East Central Area Plan

Steering Committee Meeting

January 10th, 2019

Tears-McFarlane House Community Room
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:10</td>
<td>Approval of December Meeting Summary</td>
<td>Confirm or make edits to meeting summary</td>
</tr>
<tr>
<td>6:10-7:10</td>
<td>East Central Market Analysis</td>
<td>Understand the market conditions for housing, retail, jobs, and real estate</td>
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<tr>
<td>7:10-7:45</td>
<td>Role of the Steering Committee in Upcoming Community Engagement</td>
<td>Provide input on upcoming community engagement and how Steering Committee members can help ensure a successful outcome.</td>
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<tr>
<td>7:45-8:00</td>
<td>East Central Plan Outline</td>
<td>Review the outline of the plan document and provide input on organization and length.</td>
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East Central Market Analysis and Focus Group Debrief
Market Team Task Progress

• Led Housing and Economic Development Focus Groups last 2 evenings
• Retail inventory complete – nearly 1,000 storefronts inventoried throughout both study areas including 525+ in East Central
• Initial Housing and Retail analysis task 90% complete – preparing summary memos
Focus Group Key Themes

• New thinking needed for small lot development concepts
• Retain motel buildings and/or lots for affordable housing
• Zoning discussed in context of local politics & NIMBY
• Importance of integrating support services with affordable housing
Economic Development, Small Business Retention, TOD, Healthy Food Access Focus Group

Focus Group Key Themes

• Small lot development is a key challenge
• Current zoning, codes, and related regulatory processes need updates
• Balance the affection for older buildings and businesses with the need to change and grow over time
• Need to anticipate market trends affecting retail, including fresh food
Median Household Income

Source: 2000 U.S. Census and 2012-2016 American Community Survey 5-Year Estimates
### Retail Storefront Inventory – November 2018

<table>
<thead>
<tr>
<th>Location</th>
<th>Total</th>
<th>Local</th>
<th>Chainlet</th>
<th>Chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Central</td>
<td>523</td>
<td>352</td>
<td>29</td>
<td>102</td>
</tr>
<tr>
<td>East</td>
<td>464</td>
<td>345</td>
<td>8</td>
<td>74</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>987</strong></td>
<td><strong>697</strong></td>
<td><strong>37</strong></td>
<td><strong>176</strong></td>
</tr>
<tr>
<td>%</td>
<td>77%</td>
<td>4%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Colfax Total</td>
<td>639</td>
<td>453</td>
<td>23</td>
<td>124</td>
</tr>
<tr>
<td>%</td>
<td>75%</td>
<td>4%</td>
<td>21%</td>
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</table>
Community-Serving and/or "Legacy" Businesses

**Goal:** To not displace businesses important to our community

**Definition?**
- Longevity – Survived business cycle(s)
- Continuous local ownership
- Provides unique product or service
- Can demonstrate local notoriety/customer loyalty

**Caution from team retail consultant:**
- Be very selective to not impair natural evolution of community retail
Engagement Schedule | Upcoming Neighborhood Meetings
Remaining Focus Group Meetings | 6:00pm – 8:00pm

**Jan 15:** Ped & bike connectivity/safety/access to transit (Althea Center 1400 N Williams St)

**Jan 17:** Green infrastructure, recreation, open space (Carla Madison Rec Center)

**Jan 29:** Design quality & character preservation (Carla Madison Rec Center)
Neighborhood Meetings | 6:00pm – 8:00pm

Feb 5: East Central Area-Wide Neighborhood Workshop (location TBD)
Feb 7: North Capitol Hill/City Park West Neighborhood Workshop (location TBD)
Feb 12: Capitol Hill/Cheesman Park Neighborhood Workshop (Althea Center 1400 N. Williams St.)
Feb 13: City Park/Congress Park Neighborhood Workshop (Church in the City - Beth Abraham 1580 N Gaylord St.)
Neighborhood Meeting Format

Introductions & Brief background presentation

• Overview of process
• Vision statements and guiding principles
• Work accomplished and major ideas discussed to date

Breakout stations that include Vision and Focus Topics

At each station, ask people to confirm ideas and provide new ones – think big!

• Design/Land Use
• Mobility
• Economy (this would include Colfax Corridor/TOD)
• Heath, food, parks, green space (quality of life infrastructure)
• Previous neighborhood plans (what do people like from these plans to carry forward)
Steering Committee Roles in Neighborhood Meetings

- Convene the meetings
- Promote the events through your contacts
- What key issues should we focus on in YOUR neighborhoods?
- Participate and assist with break-out stations
- Review refined vision statements/guiding principles and be prepared to help explain these and obtain input to attendees during open houses
Draft Vision Statements & Guiding Principles
Refined Vision Statements

Strong and Authentic Neighborhoods

- Walkable place to live.
- Mix of building uses, scales, stories, materials and designs, including historic and modern.
- Neighborhoods are connected, diverse, dense, integrated and community-based.
- Commercial hubs have a bustling main street feel, pedestrian amenities, public art, welcoming, showcase the character and identity of the area.
- Diversity of residents and housing options: ages, household types, ethnicities, incomes

Well Connected, Safe and Accessible Places

- Accessible, safe, and reliable multi-modal transportation options that minimize auto congestion, including walking, biking, driving, and frequent transit.
- A well-connected pedestrian network has accessible sidewalks and safe street crossings.
- High-capacity transit along Colfax Avenue, Colorado Boulevard, and Broadway, makes it fast and easy for residents, businesses and visitors to reach destinations.
Refined Vision Statements

Economically Diverse and Vibrant

• Strong economy with a locally-serving and varied retail mix, employment centers, successful businesses and access to quality jobs.

• All residents can receive an excellent education, from daycare and early childhood education to adult education and job training via strong school and business partnerships.

• The major cultural institutions support a vibrant local arts community.

Equitable, Affordable and Inclusive

• Active, diverse, inclusive community where households of all incomes and sizes can comfortably afford safe and desirable housing of various types, sizes, and tenure.

• Innovative attainable housing models and a comprehensive and well-designed network of supportive services.
Refined Vision Statements

Environmentally Resilient

- Natural ecosystem with robust tree canopy and lush, low water-use landscaping.
- Multi-purpose “green infrastructure” landscaping provides storm water management and beautification and Reduction in impervious surfaces, to cool neighborhoods and improve flood control.
- Energy-efficient construction and advanced renewable energy technologies

Healthy and Active

- Improved life expectancy and lowered obesity rates.
- Low crime, and residents and businesses know their local police officer.
- Safe and easy to walk to a connected network of open spaces and outstanding parks.
- Easy access to affordable and healthy food - diverse grocery, restaurants, farmers’ markets, gardens.
- Wide range of healthcare options, including supportive services such as addiction treatment and mental health care, emergency care, and pharmacies.
Guiding Principles

Homework assignment:

• Review the Vision Statements and Guiding Principles
• Identify what key issues we should spend time on in YOUR neighborhood?
• Provide a list of tradeoffs to the Vision Statements  (*i.e. the following tradeoffs are needed to achieve these visions….*)
Pedestrians should be the top priority, especially children, seniors, and those with special needs. When pedestrian safety comes into conflict with convenient driving conditions, such as higher traffic speeds or multiple driveways across sidewalks, pedestrian safety should take precedence.

Considerations for unique situations:

- Heavy traffic corridors with the potential to significantly redirect vehicle traffic onto residential streets.
- Identified mode-priority corridors, such as high capacity transit or protected bike routes.
New construction should be high quality with design elements such as durable materials, pedestrian orientation, a scale that is compatible with surrounding buildings and allowed building heights, and a variety of architectural details and frequent entryways that avoid large blank or repetitive facades.

Considerations for unique situations:
- Where more intensive growth is desirable, such as transit corridors, larger buildings should incorporate scale transition measures to avoid sharp juxtapositions with adjacent buildings.
- Civic buildings, such as museums and libraries, that are intended to be dramatically different from surrounding contexts.
Draft Guiding Principle #3

More housing, businesses, and community events should be encouraged in the right locations. Increased land use intensity can help improve housing affordability, walkability, and the sense of community when thoughtfully located, such as along high-capacity transit corridors, and well-managed.

Considerations for unique situations:

- Low intensity residential areas should have appropriately-scaled land use intensities.
- Locations where there is a desire to preserve the existing building stock.

Vision: Strong and Authentic Neighborhoods
Draft Guiding Principle #4

Social Services should be well-managed, comprehensive, and complimentary to meet the needs of residents while minimizing negative impacts on neighborhoods.

Considerations for unique situations:
- Locations that already have a concentration of a social service.

Equitable, Affordable and Inclusive
East Central Plan Outline
Plan Document Best Practices

1. Keep Format and Terminology Consistent with Denveright
2. Write for a Wide Audience
3. Use Maps, Graphics and Images to Communicate Complex Ideas
4. Keep Concise & Avoid Duplicative Content
5. Make it Easy to Use
6. Others?
East Central Plan Chapters

Part 1: Introduction
Part 2: Plan Framework
Part 3: Neighborhoods of East Central
Part 4: Colfax Corridor
Part 5: Implementation
Appendix
Additional Questions & Discussion
East Central Steering Committee Dates

No February meeting due to neighborhood workshops

Mar 14:  Summary of priorities/recommendations from neighborhood workshops

April 11: Key elements/recommendations, focus area/transformative projects

May 9:  Review priority recommendations

June 13: Review draft plan

July 11: Approve Draft East Central Area Plan