ATHMAR PARK
NEIGHBORHOOD PERIMETER PLAN

SEPTEMBER 6, 2000
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INTRODUCTION
INTRODUCTION

MISSION AND VISION

Mission Statement
The Mission of the Athmar Park Planning Group is to develop a plan to promote stability and growth in Athmar Park. This plan will provide a guide for the Athmar Park neighborhood edges, advocate the continued maintenance and improvement of community safety and services, and support preservation of the neighborhood character and creation of a sense of place.

Neighborhood Vision
In the future, Athmar Park will evolve as a multi-ethnic, multi-cultural residential neighborhood surrounded by a variety of successful local and regional businesses that provide employment and service for residents and others. Individuals representing service, church, and neighborhood groups, and businesses will continue to work together for a safe community; will preserve the neighborhood character, and assure that Athmar Park is recognized as a valuable and important part of the City of Denver.
NEIGHBORHOOD AND SMALL AREA PLANNING

Neighborhood and small area planning is a professional commitment to build healthy and diverse communities. Successful planning efforts must embrace physical, cultural, social and economic conditions to positively impact quality for life and create a pleasing environment in which to live and work. The neighborhood or small area plan is a guide to direct future public and private actions concerning small area, short-range issues in the neighborhood and, when adopted, it becomes an official supplement to the City’s Comprehensive Plan.
USE AND IMPLEMENTATION OF THE PLAN

The Athmar Park Neighborhood Perimeter Plan primarily addresses issues and concerns for commercial and adjacent residential areas. It identifies issues, opportunities, and recommendations for Athmar Park commercial areas specifically, for the residential neighborhood incidentally, and for the involvement of neighborhood residents working cooperatively with area businesses. This plan advocates specific changes in zone districts and/or land uses, and provides mechanisms for plan implementation when development is subject to City review.

Successful implementation of this plan depends on the collaboration of all stakeholders to continue to identify and discuss common and varying interests and concerns. The action recommendations contained in the plan are supported by planning participants and considered mutually beneficial. Many of the action recommendations will require the support, cooperation, and assistance of the Mayor, City Council, and various City agencies and departments. Some of the action recommendations will require cooperation among businesses and the support of the residential neighborhood to be implemented successfully.

Ideally, a strong business organization working with the neighborhood organization could be the catalyst for long range plan implementation.

The Athmar Park Neighborhood Perimeter Plan is the result of a collaborative endeavor involving residents, business owners, and city staff. Stakeholders participated in determining the specific plan goals, objectives and action agendas. These are detailed to conditions, issues, needs, and concerns of the Athmar Park neighborhood.

A study of the Athmar Park statistical neighborhood was initiated in April, 1996. Community Planning and Development Agency (CPDA) staff researched and prepared land use and demographic information, and the Graphics Section drew up the first Athmar Park neighborhood maps. The Athmar Park Planning Group was organized and began meeting in September, 1996. This group was composed of neighborhood residents, former residents, business owners, and CPDA staff. Although the residents of the neighborhood provided core participation throughout the process, neighborhood business owners participated when
their specific subareas were discussed. From 1996 to the present, the Planning Group has not only continued their work, but has also initiated implementation of some of the plan recommendations. During the first phase in 1996 and 1997, the planning group identified issues and goals, analyzed problems and opportunities, and conducted a survey of businesses on the edges of the residential neighborhood. The planning group members continued to survey business throughout the planning process, and to invite and encourage participation by businesses in the planning process.

In the second phase in 1997 and 1998, the Athmar Park Planning Group studied the identified issues and problems and began to develop policy recommendations relating to zoning and land use; traffic and parking; neighborhood image and cleanup; crime; underutilized, vacant, and deteriorated buildings; and commercial revitalization. Commercial areas of the neighborhood were identified based on types of businesses, related locations, and/or existing plans. Goals and action recommendations for commercial development and stabilization were prepared for each subarea and with the involvement of business people from those subareas.

During the third planning phase commenced in 1998, specific concepts and concerns for each sub-area were refined, and representatives from city agencies were invited to assist the Planning Group to develop realistic action recommendations. Focus groups were held for specific areas, including South Federal Boulevard, and for issues, such as alternative youth activities.
INTRODUCTION

MOTIVATION

This will be the first neighborhood plan for Athmar Park. In Spring, 1996, Denver Social Services selected another site for its future location. The decision of Denver Social Services to move from its Alameda Square location generated great concern for the economic well being of the shopping center itself, and for the overall neighborhood area. However, Athmar Park has not been identified as a neighborhood in need of assistance. Housing is affordable, and residential areas are generally stable and safe. The stability of the neighborhood depends on the economic health of surrounding commercial/industrial areas.

Along both W. Alameda Avenue and S. Federal Boulevard there has been, in the last two years, a shift away from a variety of retail establishments, such as paint and hardware stores, printing shops, art and sport stores. The amount of fast food establishments has remained much the same — with a small increase in the number of sit down restaurants. Although some used car lots have closed on the east end of W. Alameda Avenue; these have been replaced by dealerships on the west end and on South Federal Boulevard. Additionally, there are properties that are minimally landscaped; buildings that have been allowed to deteriorate; and more vacated buildings. These are indications that while the residential and industrial areas appear to be fairly healthy, the commercial areas, particularly along W. Alameda Avenue and S. Federal Boulevard are becoming at risk areas of the neighborhood.
PLANS THAT RELATE TO THE ATHMAR PARK NEIGHBORHOOD

The Denver Comprehensive Plan 2000 is the foundation for the Athmar Park Neighborhood Perimeter Plan and all official plans of the City. When adopted, this plan will become an amendment to the Denver Comprehensive Plan.

There are two transportation study/plans and one Urban Renewal Area that relate to this neighborhood:

- **Federal Boulevard Corridor Plan** (1995): Concerns related to businesses include the recognition of unique characteristics along Federal Boulevard, promotion of safety and image enhancements that will improve the corridor for pedestrian use and business access, including off street parking, additional lighting, and landscaping.

- **Southwest Quadrant Transportation Plan** (1991): One of the goals and objectives is to “Stimulate quality economic development,” with related objectives influenced.obtained through transportation improvements. The related objectives include creation of jobs, expanding the tax base, insuring development compatible with adjacent uses, and decreasing non-residential redevelopment in residential areas.

- **Federal and Alameda Commercial Redevelopment Program** (1995): The Westwood Urban Renewal Area resulted from a study of the Westwood commercial corridor and concern for existing businesses and neighborhood stabilization. It includes revitalization strategies for invigorating the business mix and attracting new businesses. It incorporates some of the concepts from the Federal Boulevard Corridor Plan.
OVERALL PLAN

GOALS AND RECOMMENDATIONS
The Athmar Park Planning Group developed goals and objectives following a neighborhood analysis. The overall plan goals are to retain business viability and stability, and promote economic growth in the neighborhood commercial corridors and the industrial area.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Strategies</th>
</tr>
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<tbody>
<tr>
<td><strong>1 Promote neighborhood stability, support preservation of the neighborhood character, and create a sense of place.</strong></td>
<td>- Continue to maintain the integrity of the residentially zoned areas.</td>
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<tr>
<td></td>
<td>- Identify areas along transit corridors that could be rezoned for mixed use, transit supporting development.</td>
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<td>- Identify characteristics that make Athmar Park a unique neighborhood and promote the neighborhood as a good place to live and work.</td>
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<tr>
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<td>- Encourage collaboration between neighborhood residents and neighborhood businesses to promote the neighborhood as a location/destination.</td>
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<td>- Develop identifying gateways, signage, landscaping, etc. that will promote/identify Athmar Park.</td>
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<td>- Develop joint neighborhood projects with the neighborhood schools.</td>
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<tr>
<td><strong>2 Encourage business growth, revitalization, and development in the commercial areas along the Athmar Park neighborhood edges and in the industrial area.</strong></td>
<td>- Target new commercial retail to come to Athmar Park and identify businesses that will add to the “mix” of retail establishments.</td>
</tr>
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<td></td>
<td>- Encourage businesses to remain in Athmar Park or to expand operations in appropriately zoned areas.</td>
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<td>- Encourage infill development and/or creative use of existing buildings including mixed-use zoning on identified transit corridors.</td>
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<td></td>
<td>- Encourage organization of business affiliations within commercial areas.</td>
</tr>
<tr>
<td></td>
<td>- Promote the commercial and industrial areas as good investment opportunities.</td>
</tr>
<tr>
<td>Goals</td>
<td>Strategies</td>
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</tbody>
</table>
| **3 Develop interaction and communication strategies between the businesses and residents.** | - Continue current interactions and develop better working relationships through increased interactions.  
- Identify neighborhood projects and issues of mutual concerns.  
- Establish a business component within the Athmar Park Neighborhood Association.                                                                                                                                                                                                 |
| **4 Improve interaction and communication between all sectors of Athmar Park and governmental agencies.** | - Develop better working relationships with reviewing agencies in the City to influence land use and urban design decisions.  
- Increase opportunities for positive interactions and invite City agencies to make informational presentations at meetings.                                                                                                                                                                                                                |
| **5 Advocate continued maintenance and improvement of community safety and services.** | - Encourage more consistent response from governmental agencies regarding graffiti vandalism issues.  
- Identify issues and concerns of safety and security in the neighborhood.                                                                                                                                                                                                                                                                  |
| **6 Develop a realistic implementation strategy.** | - Identify and develop directory of possible resources.  
- Leverage (Community Development, Capital Improvement Project, DURA) funds  
- Meet and work with Councilmembers, CPDA, Parks, Planning, and Public Works to identify projects for inclusion in the Capital Improvements Budget.  
- Establish a Land Use Committee that will identify development and redevelopment activity not subject to City review; and advise property owners of area objectives.                                                                                          |
LOCATION & HISTORY
Athmar Park has become a neighborhood located in the path and along the route to other locations. It is situated west of the South Platte River, with the South Platte River as the east border, having W. Alameda Avenue on the north, S. Federal Boulevard on the west, and W. Mississippi Avenue on the south. The eastern portion of this neighborhood was the southern part of the Town of Valverde.

Both Valverde Elementary Schools were built on the south side of West Alameda Avenue. The area west of the river to S. Zuni Street and southerly to W. Mississippi Avenue, was annexed into the City of Denver when the Town of Valverde was annexed in 1902. Some western areas of the neighborhood were identified as eastern areas of Westwood at a time when South Federal Boulevard was only a local street. With the exception of existing Valverde and the Mountain View Park subdivision, Athmar Park was farmland or a rural subdivision of Arapahoe County.

According to Valverde town records, what is now W. Alameda Avenue between the South Platte River and S. Tejon Street was the business district for the Town of Valverde. Alameda is a Spanish word meaning “Avenue lined with trees.” In 1935 W. Alameda Avenue was extended from Denver into Jefferson County — intended to be a parkway connection to Red Rocks Park. Before that time, W. Alameda Avenue ended at the old Morrison Road.

In 1904, the area to the west of annexed Valverde was divided into the ownership of three owners as part of the C. M. Stebbins Estate, as land owned by N. K. Huston, or as land owned by the State as “school land.” The parcel of land owned by the State was bordered by W. Alameda Avenue on the north, S. Tejon, S. Pecos, and S. Lipan Streets on the east, by S. Zuni Street to the west, and W. Mississippi Avenue on the south. In 1946, in the largest school land sale to that time, the land was auctioned, and purchased by brothers Thomas and John R. McCusker, who were builders (Rocky Mountain News, May 4, 1946). Their subdivision was planned in four units or phases and named Athmar Park.

The area west to S. Zuni Street and south to W. Mississippi Avenue, was annexed into the City of Denver as part of Valverde in 1902, and later became part of the Athmar Park Neighborhood. Not all of the school land was developed for housing. Goldrick Elementary School was built and named after O.J. Goldrick, who is credited with Denver’s first educational development. Goldrick established the private Union school in 1859 to teach the small number of children in the early community.

By the year 1932, the Mountain View Park subdivision had been developed. Located west of S. Zuni Street, it was annexed by Denver in 1943. This new subdivision numbering had started with 2000 at Alcott.
**1904 City Tramway Company Map, showing Athmar Park as part of Valverde**

**1932 Daniel Smith Company Map, showing Athmar Park as part of Denver and Arapahoe Counties**

**Historic Maps**
Street. Although this did not fit with existing numbers along W. Alameda Avenue, the numbering was never adjusted to follow sequentially from Denver to the east, with the result that street numbers between S. Tejon Street and S. Federal Boulevard do not match. Undeveloped area to the south of this housing development continued to be part of Arapahoe County. The Brooks Dairy Farm was to the west, and the homestead farm house and some out-buildings were still located as recently as 1998 on the southwest corner of the S. Federal Boulevard and W. Kentucky Avenue. These buildings were demolished to redevelop the property.

With few exceptions, residential areas of the Athmar Park neighborhood are bordered by and adjacent to commercial/industrial development. Between 1956 and 1960 land use on the neighborhood edges changed from residential use to industrial, business, or increased business use. Some of the area to the south and east of the W. Alameda Avenue/S. Zuni Street intersection was set aside for a shopping center, and became Alameda Square. The “other shopping center” Athmar Park Shopping Center broke ground in 1954 with Miller’s Super Market as its anchor store (Denver Post, April 12, 1954).

On June 16, 1965 the “Worst Natural Disaster in Denver’s History” occurred. On that day the South Platte River flooded parts of Southwest Denver, including areas west of the present course of the river in what is now the Athmar Park neighborhood industrial areas and W. Alameda Avenue commercial areas. Although area homes and businesses were destroyed in the flood, the community pulled together under the leadership of Valverde Presbyterian Church Minister Kent O. Mills. The Valverde Presbyterian Church, now the Valverde Community Church, was organized in 1891. It had previously been located at the W. Virginia Avenue/S. Navajo Street intersection, but had moved to higher ground on S. Tejon Street in 1956, and was out of the reach of the flood waters. Reverend Mills organized his congregation and opened the church to provide a base for centralized flood relief and emergency assistance operations.

In 1998 some of the older residents gathered to remember the history of the neighborhood and to identify the location of the landmarks and buildings they remember. These residents bought their first houses in Athmar Park and lived through the flood of 1965.

The neighborhood was named after the residential subdivisions in the center, on what had been state school land, but there is some mystery as to the source of the name “Athmar.” According to Ivan Rosenberg, Publisher of the Herald Dispatch, “Athmar” is composed of the first letters of the first names of Mrs. Perlmutter and Mrs. Burt, whose husbands purchased and built on the land north of West Mississippi Avenue.
**Historic Map**

1948 City of Denver Planning Office, showing Athmar Park development

Western History Department, Denver Public Library
LOCAT I O N & H I S T O R Y

Historic Sites
NEIGHBORHOOD CONDITIONS
NEIGHBORHOOD CONDITIONS

DEMOGRAPHIC PROFILE

Athmar Park neighborhood is divided into two census tracts. Census tract 13.01 includes areas west of S. Tejon Street, from W. Alameda Avenue to W. Mississippi Avenue. Census tract 13.02 includes the industrial area and everything east of S. Tejon, from W. Alameda to W. Mississippi Avenue. According to the 1990 U.S. Census, there were 6,856 people residing in the neighborhood, with an estimated population increase to 6,988 people by 1993. While numbers of households have increased, the total population only increased by one percent between 1990 and 1998, as estimated by Denver Regional Council of Governments. Most of the population increase occurred in the 13.02 or east tract of Athmar Park neighborhood.

Median age of the population of the neighborhood has remained fairly stable, and is consistent with the City’s median age. The number of residents between the ages of 45 and 64 has decreased. The number of retired people over age 65 in the neighborhood has increased, indicating that those who moved here 20 to 30 years ago (or longer) may have chosen to remain in Athmar Park.

According to the U.S. 1990 Census, Athmar Park’s total minority population is greater than for the City of Denver overall. Many more Hispanic people have chosen to live in the neighborhood; although Black, Asian, and American Indian populations have remained the same or have decreased in number. The 2000 Census will most likely show the continuing population diversity in the neighborhood, but with a substantial increase in the proportion of population and number of Hispanic people and a decrease in the proportion and number of white and non-Hispanic people.

The U.S. Census in 1980 reported minority populations that did not include separate counts for Asians other than Japanese and Vietnamese, or for Cubans, and Eskimos. According to the 1990 Census Data, Athmar Park’s resident population had increased in its diversity.
Southwest Denver Income Comparisons
Athmar Park is considered to be a stable neighborhood. Housing values have appreciated although not as rapidly as for the city as a whole, and the housing stock has not substantially changed. Median income levels have increased from 1990. Although the Athmar Park Neighborhood median household income averages less than the City of Denver, in relation to surrounding neighborhoods it is substantially higher. It is expected that with continued demand for single family houses in Denver, housing sales volume will keep pace with previous years and housing values will continue to appreciate in the Athmar Park neighborhood.
COMMUNITY FACILITIES

Medical/Hospitals
No hospitals are located in southwest Denver; however there are many hospitals including Denver Health Medical Center, St. Joseph, PorterCare, St. Anthony, and University Hospitals. There are also many medical and alternative medicine clinics within two miles of the neighborhood.

Religious Facilities
Athmar Park maintains its diversity in the provision of religious facilities including St. Rose of Lima Catholic Church at 1320 W. Nevada Place. Rocky Mountain Church of God at 455 South Platte River Drive. Iglesia Vida Abundante and New Life Fellowship (shared facilities) at 2707 W. Mississippi Avenue, Good Shaped Lutheran Church at 770 South Federal Boulevard, Denver Chinese Alliance Church at 700 South Federal Boulevard, and the Valverde Community Church at 430 South Tejon Street.

Fire Protection
Fire protection is provided by Fire Station #23 located at 850 S. Federal Boulevard.

Library
The Athmar Park Branch of Denver Public Library is located at 1055 S. Tejon Street at W. Mississippi Avenue.

Public Schools
The area is served by Valverde, Goldrick, and Monroe Elementary Schools, Rishel Middle School, and Abraham Lincoln High School. There are also parochial and private schools in the neighborhood or within two miles.

Off-Leash Dog Park
There is an off-leash dog park located at Jason and South Platte River Drive behind the Denver Municipal Animal Shelter.
LAND USE AND ZONING

The Athmar Park statistical neighborhood contains 760.04 acres of land. Two-thirds of the total acreage is zoned for residential use, over 180 acres is zoned for industrial use, and over 72 acres is zoned for business uses. The R-1 District contains two parks: Huston Lake Park, created from swamp land, and the Clifford Aspgren Park, located on the industrial edge of the residential neighborhood. The only park zoned as open space is Vanderbilt Lake Park. Habitat Park contains the Boy Scout Park, and is located in an industrially zoned district, in an area designated as the South Platte River Greenway. Park and open space area makes up over 40 acres of the neighborhood.

Land use is also controlled by two view planes that govern building heights. The Washington Park View plane extends to S. Lipan Street. The Ruby Hill Park View plane cuts diagonally across W. Mississippi Avenue east of S. Tejon Street to south of the Alameda Avenue/Federal Boulevard intersection.

Business and industrially zoned areas account for a little over one third of the total 760.04 acres of land in Athmar Park. The commercial retail uses are located along the perimeter. Some “grandfathered” non-conforming uses still exist in zoned R-1 districts in the neighborhood interior. All industrially zoned areas are located on the east side of the neighborhood, and adjacent to residentially zoned areas. Businesses there include manufacturing companies, print shops, smaller service businesses, and construction related industries. The City of Denver Parks Maintenance and General Services Departments also have space in this area.

Most of the business areas are zoned B-4, General Business District, allowing as use by right all business uses, including auto sales and repair and related uses. The B-4 zone district is intended to include a variety of commercial uses, including retail that will serve other businesses. In Athmar Park B-4 Districts are located along W. Alameda Avenue and S. Federal Boulevard.
The B-3 Shopping Center District is designed to provide retail and services for surrounding residential communities. Two shopping centers are located in Athmar Park. Alameda Square is on the north side and fronts on W. Alameda Avenue. The Alameda Square Shopping Center has a fifty-percent vacancy rate following the departure of Denver Social Services. The site is 19.51 total acres, most of which was formerly occupied by Social Services. The center has continued to change ownership and is presently owned separately by one individual and two distinct groups of owners. The building on the northwest corner was formerly a restaurant, but has stood vacant for over a decade.

**Land Use by Zone District**

<table>
<thead>
<tr>
<th>Zone District</th>
<th>Census Tract Percentage</th>
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<tbody>
<tr>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>B1</td>
<td>13.03</td>
</tr>
<tr>
<td>B2</td>
<td>13.01</td>
</tr>
<tr>
<td>B3</td>
<td>0.00</td>
</tr>
<tr>
<td>B4</td>
<td>0.00</td>
</tr>
<tr>
<td>BA1</td>
<td>41.30</td>
</tr>
<tr>
<td>BA3</td>
<td>0.00</td>
</tr>
<tr>
<td>I0</td>
<td>0.00</td>
</tr>
<tr>
<td>I1**</td>
<td>0.00</td>
</tr>
<tr>
<td>O1</td>
<td>0.00</td>
</tr>
<tr>
<td>R1</td>
<td>0.00</td>
</tr>
<tr>
<td>R2A</td>
<td>0.00</td>
</tr>
<tr>
<td>R3X</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Valverde Community Church
Other zoned B-3 Shopping Center Districts are The Athmar Park Shopping Center strip mall located along W. Mississippi Avenue and the strip mall at the S. Federal Boulevard/W. Mississippi Avenue intersection.

There are two small areas zoned B-2 Neighborhood Business Districts between W. Exposition and W. Kentucky Avenues. These districts are generally located in areas of high pedestrian traffic and relatively low volume of vehicular traffic, and offer convenient access to adjacent neighborhoods. Along S. Federal Boulevard these B-2 Districts support church, apartment, fast food, and convenience store uses.

Industrially zoned areas are situated on the east side of Athmar Park. The I-0 is a Light Industrial and Office District. The I-1 is a General Industrial District. I-0 Districts include uses that are generally compatible with residential uses and the district serves as a buffer between residential areas and the more intensive industrial uses of the I-1 district.

Businesses in the industrial area have remained generally unchanged from the time of the 1965 flood that covered this entire area. Companies requiring more space, mostly for parking, moving to other areas outside of the neighborhood, and with some companies finding less expensive quarters elsewhere. The lease rates for properties in the industrial area compare favorable with those of the better industrial locations in Denver, however, there is added advantage in direct access to I-25, and the I-70 corridor, South Santa Fe Drive, and rail lines.
Existing Zoning
COMMERCIAL AREAS
An identification of existing zone districts and current land use suggested the identification of the following subareas to simplify studying the commercial areas: Alameda Square, West Alameda Avenue, South Federal Boulevard, Athmar Park Shopping Center and along W. Mississippi Avenue between S. Quivas and S. Zuni St. Streets, and Industrial/commercial area, including east of S. Lipan and S. Navajo Streets.

### Commercial Subareas: Identification, Character, and Location

<table>
<thead>
<tr>
<th>Sub Area</th>
<th>Location/ Boundary</th>
<th>Zoning</th>
<th>Features/Landmarks</th>
<th>Types of Businesses</th>
<th>Open Space</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Alameda Square</td>
<td>2200 W. Alameda Ave</td>
<td>B-3, B-4</td>
<td>Shopping Center</td>
<td>Shopping Center: Retail, new grocery store, restaurants</td>
<td>None</td>
<td>typical mall retail store fronts, some stores deep inside and hidden from view, back area not visible from W. Alameda Ave.</td>
</tr>
<tr>
<td>B. Alameda</td>
<td>South Platte River to intersection at S. Federal Boulevard</td>
<td>B-5, B-4, I-0, PUD(1)</td>
<td>No defining landmarks or boundaries, small businesses, large vacant area</td>
<td>Small retail operations, some professional offices, car dealership/vehicle repair and related some vacant buildings, more auto related businesses replacing those that leave</td>
<td>None</td>
<td>mostly single level buildings having no street parking available, no unifying attribute, little landscaping, little difficult to see and/or access parking, fast moving traffic</td>
</tr>
<tr>
<td>C. Federal Boulevard</td>
<td>South of intersection with W. Alameda Avenue south to W. Mississippi Avenue</td>
<td>B-2, B-A-1, B-4, PUD(3), small R-1, B-A-3</td>
<td>Some S. Federal Boulevard Plan standards implemented, PUD Asian Center has a gateway, fast moving traffic, some residential uses and churches, some areas are busy, with crowded parking, and are fairly well defined</td>
<td>Restaurants (Asian), some “fast food”, retail related to vehicle or home repair, a few professional offices, retail oriented, some service retail, travel, many businesses consider the area a regional center specifically for the Asian market</td>
<td>Along Tennessee beneath power lines</td>
<td>churches, some residential buildings (apts., single family), fire station, no defining architecture or landscaping devise, no vacant store fronts in Asian strip malls</td>
</tr>
<tr>
<td>D. Mississippi</td>
<td>Business district along W. Mississippi Avenue, from S. Quivas Street to S. Zuni Street</td>
<td>B-5, PUD(1), R-3, small R-1</td>
<td>Definable area with a school and public library at west end, apartments at east end</td>
<td>Shopping center, bakery, liquor stores, laundries, govt. offices, gas/convenience stores, restaurants, vacancy for larger store areas</td>
<td>Landscaped areas create a sense of some open space</td>
<td>most businesses are set back from street, and some have landscaping, lots of parking easy to see and access</td>
</tr>
<tr>
<td>E. Industrial Area and Lipan</td>
<td>S. Lipan Street and areas east mostly zoned for industrial use, adjacent to residential areas on the west</td>
<td>I-1, B-1, I-2, 0-1(park), B-4, 1-0, PUD (1)</td>
<td>Vanderbilt Park located on east side, Aspgren Park on west side, some areas landscaped throughout area and to south of Mississippi</td>
<td>Various industrial and warehousing uses, manufacturing, some retail or wholesale outlets, some govt.(Parks, Central Services) mostly construction/design related, some specialized businesses, little long term vacancy</td>
<td>Vanderbilt Park, Boy Scout training park, Aspgren Park is located adjacent and to the west at W. Exposition</td>
<td>Industrial warehousing and manufacturing buildings, some more recent cinderblock and stucco construction with leased office/warehousing/loading dock areas, many right of way areas are not delineated with curb and gutter treatments, along Lipan - mostly single level buildings landscaping in front</td>
</tr>
</tbody>
</table>
Alameda Square / West Alameda Avenue Commercial Area
COMMERCIAL AREAS

South Federal Boulevard Commercial Area
West Mississippi Avenue Commercial Area
Industrial Area
Commercial corridors form the boundaries of the Athmar Park Statistical Neighborhood. These corridors serve and separate the Athmar Park residential neighborhoods from the residential areas of Valverde across W. Alameda Avenue and the community of Westwood across S. Federal Boulevard. Ruby Hill residential areas to the south are adjacent to residential areas in Athmar Park. Businesses within the commercial corridors contribute to the areas' physical appearance and economic health. Businesses on both sides of the commercial corridors, S. Federal Boulevard, W. Mississippi Avenue, and W. Alameda Avenue, have been included in the study and were surveyed for planning purposes.

The Planning Group determined the following areas of focus:

- traffic, transportation, and parking
- safety and security
- economic situation and revitalization
- urban design and streetscaping
TRANSPORTATION, TRAFFIC AND PARKING

The City and County of Denver classifies its streets using criteria which includes function, access, street and right-of-way width, traffic volume, and signalization. Denver Transportation Engineers have identified three types of streets in the Athmar Park neighborhood: arterials, collectors, and local streets. Arterial streets have the primary function of carrying through traffic, up to 50,000 vehicles per day, and also provide access to adjacent property. Collector streets carry up to 15,000 vehicles per day and provide for the distribution of traffic within neighborhoods and to adjacent properties. A local street is not normally a through street, and its primary function is to provide access to adjacent property. Local streets carry low volumes of traffic, or less than 5000 vehicles per day.

The Athmar Park neighborhood is bordered by arterial streets on the north, west and south: W. Alameda Avenue, S. Federal Boulevard, and W. Mississippi Avenue, respectively. W. Alameda Avenue and S. Federal Boulevard are State Routes or Highways. The State of Colorado does not have any plans to widen or to reconstruct either of these streets and the City and County of Denver is responsible for their maintenance and appearance.

W. Alameda Avenue has three west bound lanes and two east bound lands between South Platte River Drive and S. Federal Boulevard. Traffic on W. Alameda Avenue tends to use the center most lanes from S. Tejon Street east to S. Lipan Street to avoid climbing and/or dropping off the humped intersection pavement at the S. Raritan, S. Pecos, and S. Navajo Street intersections with W. Alameda Avenue. Although past efforts towards increasing capacity on this roadway have occurred, the asphalt mounding at intersections, caused by repeated paving at intersections of local streets makes vehicular use of the outside lanes very difficult. These intersections need to be rotomilled back from the intersections and paved to the level of W. Alameda Avenue. There are future long range plans for widening this stretch of road, and DRCOG has designated W. Alameda Avenue as eligible for reconstruction funding.

W. Mississippi Avenue has been paved in concrete for most of its distance on the south edge of the neighborhood; however, the roadway from S. Zuni Street to S. Federal Boulevard needs some restoration.
Traffic Control Map

**Arterial Street:** primary function of carrying through traffic and provides access to abutting property.

**Collector Street:** primary function of distributing traffic within neighborhoods, carries through traffic and provides access to abutting property.

**Local Street:** primary function of providing access to abutting property and does not normally carry through traffic.
Most adjacent development along W. Mississippi Avenue from S. Zuni Street to S. Federal Boulevard is residential. Commercial establishments, and the Denver Public Library at S. Tejon Street, have landscaped parking areas. Between S. Raritan Street and S. Lipan Street, commercial and residential property owners have not maintained or improved the public right-of-way. In the industrial area streetscaping and improved pedestrian areas occur when property is redeveloped.

Five major collector streets run through the neighborhood: S. Tejon Street, S. Lipan Street, S. Jason Street and part of S. Zuni Street, north to south, and W. Exposition and W. Kentucky Avenues, east to west. S. Tejon Street, S. Lipan Street, and W. Exposition Avenue provide connections through the residential neighborhood. S. Jason Street is located in the east industrial area and, with S. Huron Street, carries the business through traffic. Many of the streets in the industrial area have been or are scheduled for asphalt overlay within the next two years.

Some of the local streets on the neighborhood’s west side, S. Eliot Street, S. Decatur Street, and S. Clay Street, have cut-through commuter traffic, causing them to appear to be collector streets; particularly when the S. Federal Boulevard/W. Alameda Avenue intersection backs up. This problem has been mitigated somewhat following redesign and improvements at that intersection.

Speed limits vary from arterial to arterial and on collectors, and some streets require more speed limit enforcement than do others. Along S. Federal Boulevard traffic may travel up to 40 mph, though rarely at rush hour. On W. Alameda Avenue 35 mph is the limit. On W. Mississippi Avenue, speed limits are posted and traffic may not exceed 30 mph, but often does west bound. In the industrial area, S. Lipan Street and S. Jason Street speed limits are set at 25 mph and 30 mph, respectively. S. Federal Boulevard and W. Alameda Avenue are both state highways, and S. Federal Boulevard is a parkway. Generally, traffic tends to be faster on W. Alameda Avenue as it connects with Morrison Road for destinations southwest.

The Regional Transportation District provides bus service around and through the neighborhood. Bus service on W. Mississippi Avenue connects with Light Rail Transit. W. Alameda Avenue is served by a cross-town bus. Regional Transportation District also routes buses on W. Exposition Avenue.
SAFETY AND SECURITY

Most businesses surveyed indicated that the business area appearance is important, and they are concerned about graffiti vandalism and its removal from the area; and to a lesser extent street lighting. The Industrial area closes down after 6:00pm Monday through Friday, and is very quiet on weekends, particularly in non-retail/wholesale areas. There is activity on weekends at and around businesses serving the home improvement or auto repair customer, including lumber yards, tile and carpet outlets, paint and hardware stores, and tire and auto parts stores. Commercial retail areas are active all week from open to close of business.

Crime Statistics
In April 1998, Neighborhood Crime Rankings were issued and the Athmar Park Neighborhood was 9th out of 72 up from a ranking of 25 in 1996. In general it would appear that crime is decreasing overall in the neighborhood, although crime rates had increased since 1990 (88.0) to a statistical high in 1997 (120.6). All crime rates in Athmar Park increased after 1990 and reached a high mark in 1997, except for burglary and larceny, which peaked in 1996, and crime rates have decreased significantly for burglary (53.3-1996; 32.7-1998). Rates are generally consistent from 1996 to 1997 for murder and aggravated assault with no reported increase in these categories. The All Other classification of crime includes graffiti vandalism reported offenses. That rate nearly doubled within the last seven years, from 23.7 in 1990 to 45.2 in 1997, and is much higher than the citywide rate (33.1-Athmar Park; 30.0-Denver), which has been much more consistent.

When compared to citywide rates in Denver, the neighborhood appears to be doing better as far as larceny rates are concerned (18.1-Athmar Park; 27.8-Denver). For other crimes, except for murder, Athmar Park’s crime rate has been greater than overall percentages for the City of Denver, and while the City’s total offenses begin to decrease after 1996, Athmar Park total offences do not show a decrease in total offenses until 1998. Should 1998 total offense levels be maintained, the neighborhood will experience less crime than before 1990 and considerably less crime than in the last half of the 1990’s.
1998 Crime Statistics

<table>
<thead>
<tr>
<th>Crime Rates per 1000 people</th>
<th>Athmar Park</th>
<th>City of Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Offenses</td>
<td>86.3</td>
<td>82.3</td>
</tr>
<tr>
<td>Murder</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Sexual Assault/Rape</td>
<td>0.6</td>
<td>1.4</td>
</tr>
<tr>
<td>Aggravated Assault</td>
<td>3.8</td>
<td>2.9</td>
</tr>
<tr>
<td>Robbery</td>
<td>1.7</td>
<td>2</td>
</tr>
<tr>
<td>Burglary</td>
<td>32.7</td>
<td>27.9</td>
</tr>
<tr>
<td>Larceny</td>
<td>18.1</td>
<td>27.8</td>
</tr>
<tr>
<td>Auto Theft</td>
<td>15.9</td>
<td>11.4</td>
</tr>
<tr>
<td>All other (includes Graffiti vandalism)</td>
<td>33.1</td>
<td>30</td>
</tr>
</tbody>
</table>


Burglary offenses per 1000 households.

Larceny includes both petty and grand larceny.

Sexual assault offenses per 1000 females.

Source: Research and Development Bureau, Denver Police Dept.

In 1999, the DPD District 4 Statistical Unit reported that Athmar Park had the greatest decrease in reported crime of any Denver neighborhood. With the establishment of the City of Denver Graffiti Task force and subsequent implementation of the Public Works Graffiti Removal Program, it is expected that the number of reported graffiti vandalism offenses will decrease.
ECONOMIC SITUATION AND REVITALIZATION

Residents of Athmar Park, concerned about the economic health of the community, requested a study of the commercial areas. Most businesses surveyed also expressed concern for economic development. Businesses also felt there is need for additional business recruitment in the area. An examination of the commercial areas was required in order to analyze the economic health and situation of the neighborhood.

Information on commercial leasing rates provides an indication of the economic health of business establishments in the Athmar Park neighborhood. In the industrially zoned areas, particularly for those located in east Athmar Park, lease rates are generally above the average for Denver and there are few vacancies overall. Some business owners are choosing to expand and redevelop their operations at the present neighborhood location. Other businesses have done well in Athmar Park, but need more space in which to expand. Industrial buildings are generally leased quickly due to nearby I-25 and rail transit corridors on the east side of the neighborhood.

There are more vacancies along the three commercial corridors. Along W. Alameda Avenue, the vacant buildings tend to be reused by additional used vehicle dealerships. There are long standing vacant shops on W. Mississippi Avenue, but property owners appear to be more willing to wait for tenants who are willing to lease space, and to also pay for improvements to that space. Although there are vacancies along S. Federal Boulevard, that location continues to generate interest and reinvestment because leasing rates are generally lower than the Denver average. Investors appear to see this area as a good place in which to start a new business, and the Denver Urban Renewal Authority (DURA) actively promotes façade renovation through its urban renewal programs. There has been significant progress in redevelopment of S. Federal Boulevard commercial sites with the continued efforts of DURA in this area. That effort is expected to continue as the program becomes better known to businesses in the area.
Sales/Use Tax Revenue data was analyzed. This information would tend to indicate if, over time, businesses in the area have become less viable. The information was used to help identify which parts of the commercial sector have had the most significant and/or historical sales and use tax contribution. An analysis of collected sales tax, by years, shows the steady, if not large contribution of Athmar Park businesses to the general Denver economy. Total tax received indicates a steady increase — reflecting a steady increase in sales.

Sales/Use Tax Comparison: Athmar Park

<table>
<thead>
<tr>
<th>Industry</th>
<th>1993</th>
<th>% of Athmar Park</th>
<th>1995</th>
<th>% of Athmar Park</th>
<th>1997</th>
<th>% of Athmar Park</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Athmar Park</td>
<td>% of Denver Total</td>
<td>Athmar Park</td>
<td>% of Denver Total</td>
<td>Athmar Park</td>
<td>% of Denver Total</td>
</tr>
<tr>
<td>Construction</td>
<td>552,745</td>
<td>1.78</td>
<td>450,560</td>
<td>1.74</td>
<td>433,046</td>
<td>1.57</td>
</tr>
<tr>
<td>Gen Mdse-Dept. Stores</td>
<td>30,745</td>
<td>0.23</td>
<td>12,960</td>
<td>0.09</td>
<td>33,087</td>
<td>0.23</td>
</tr>
<tr>
<td>Grocery/Deli</td>
<td>13,009</td>
<td>0.15</td>
<td>10,904</td>
<td>0.12</td>
<td>13,470</td>
<td>0.15</td>
</tr>
<tr>
<td>Auto-Dealers/Accs</td>
<td>193,648</td>
<td>0.42</td>
<td>276,535</td>
<td>0.53</td>
<td>344,187</td>
<td>0.96</td>
</tr>
<tr>
<td>Apparel</td>
<td>35,227</td>
<td>0.42</td>
<td>41,717</td>
<td>0.48</td>
<td>64,974</td>
<td>0.77</td>
</tr>
<tr>
<td>Furniture/Office Equip</td>
<td>220,725</td>
<td>0.65</td>
<td>273,054</td>
<td>0.68</td>
<td>398,747</td>
<td>0.86</td>
</tr>
<tr>
<td>Eating/Drinking</td>
<td>272,598</td>
<td>0.78</td>
<td>257,483</td>
<td>0.63</td>
<td>299,145</td>
<td>0.62</td>
</tr>
<tr>
<td>Misc. &amp; Specialty</td>
<td>258,226</td>
<td>0.32</td>
<td>326,722</td>
<td>0.38</td>
<td>375,495</td>
<td>0.64</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,576,596</strong></td>
<td><strong>1.649,935</strong></td>
<td><strong>1,962,151</strong></td>
<td><strong>1.63</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of Denver Total Sales/Use</td>
<td>0.62</td>
<td></td>
<td>0.6</td>
<td></td>
<td>0.63</td>
<td></td>
</tr>
</tbody>
</table>

Source: Denver Treasury Division, City of Denver

While the contribution from the commercial corridors and the industrial area have remained fairly constant, collections of sales and use taxes indicate there has been a shift in the sectors generating the sales and use taxes. Less use tax was generated in 1997 for the construction sector than in previous years. This decrease has been offset by increases in apparel, furniture and office equipment, eating facilities and the miscellaneous and specialty sectors. The change in sectors generating sales and use taxes to more service oriented businesses indicates a change in the type of employment opportunities offered by business and industry in the neighborhood. However, the
shift in types of businesses does not suggest any change from regionally serving business to primarily neighborhood serving businesses.

Generation of sales tax has increased for auto dealers, for those who sell automotive accessories, and other related businesses. Sales taxes generated have doubled for the auto dealer sector since 1993, accounting for almost 20% of the total sales/use taxes generated for the Athmar Park Neighborhood. This percentage should increase as the number of used auto dealerships in the neighborhood continues to increase.

The grocery/deli and eating/drinking sectors combined account for about 15% of the total sales taxes generated. There is no large food chain store within the neighborhood. The chain retail businesses that exist in the neighborhood are limited to fast food, convenience stores, and those that provide service and parts for vehicles.

Many businesses in the Athmar Park neighborhood see themselves as regional front range businesses. According to the commercial survey, only the fast food, convenience stores, small food markets, bars, and auto related businesses view their customer as generally local or from within the neighborhoods adjacent to their location. For the other businesses, the Denver area, including Southwest Denver, is where the customer is located; and two companies state they are not local concerns and have an international customer base.

Businesses surveyed in Athmar Park indicate there is a variety of employment available, mostly in entry level and service positions. Businesses employ all types of workers: office, skilled and unskilled labor, professionally licensed/certified, managerial, and service workers. Most of the skilled labor is employed in automotive/transportation and related work performing repairs. There are managerial positions of various levels in businesses that are not owned by an individual or family.

By area, the manufacturing jobs are found generally in the Industrial area, with a few manufacturing firms on S. Federal Boulevard and W. Alameda Avenue. Much of the wholesale type business is also located in the Industrial area. Retail operations, although located in all areas, are more concentrated along the W. Alameda Avenue, S. Federal Boulevard, and W. Mississippi Avenue corridors.

In the decade between the 1983 U.S. Census and the 1993 U.S. Census, the Athmar Park neighborhood had a net loss of just 26 jobs. Industries that lost jobs in that decade were those in the construction, wholesale trades, and the service sectors. The public utilities and transportation
and manufacturing sectors gained jobs. The retail trade sector had mixed results: in the west census tract there was a decrease in jobs, in the east, an increase. The remaining sectors did not experience such fluctuation in employee positions. Smaller building contractors left the area, but some manufacturing businesses expanded their operations. Overall, employment opportunities remained steady during the past two decades.

The businesses surveyed do not always provide parking for their employees, and some do not have specified parking for the customer. Businesses located in the shopping centers, the industrial area, and some of the larger strip malls generally say they have enough parking.
URBAN DESIGN AND STREETSCAPING FOR THE CORRIDORS

Many businesses along the corridors surrounding the Athmar Park Neighborhood claim not to depend on walk in business. Pedestrian connections have not been important, and the sidewalks are not attractive or have been perceived to be unsafe for pedestrians. Sidewalks along local streets and the collectors, in comparison, are much safer and are more attractive within the residential neighborhood.

A survey of businesses located in the Athmar Park Neighborhood indicated that the control of graffiti vandalism is the most common and most stated concern. Corridor location appears to determine other responses to the survey. Along S. Federal Boulevard priorities most often identified included improving the appearance of commercial properties, promoting economic development, rebuilding the street. Businesses located along W. Mississippi Avenue stated that promoting economic development is most important with business recruitment and commercial area beautification as secondary concerns. According to the survey, W. Alameda Avenue businesses first priority is for commercial area beautification and streetscaping. Their second priority is for economic development. Other concerns include business area appearance, sidewalk maintenance, and residential area appearance. The businesses surveyed in the industrial area were most dissatisfied with the control of graffiti vandalism and street maintenance. Of the possible projects their first priority is for commercial area beautification and streetscaping; the second is a facelift of individual commercial properties; and the third is the promotion of economic development.

Streetscaping projects require the establishment of a maintenance district and the participation of businesses and property owners directly benefiting from the improvements. Prior to City of Denver budgeting streetscaping funds, businesses and property owners will need to organize and form a maintenance district. However, most business owners did not indicate that formation of either a business association or a business improvement/maintenance district arrangement is a priority.
South Federal Boulevard

This plan does not replace the Federal Boulevard Corridor Plan. The Federal Boulevard Corridor Plan proposes that S. Federal Boulevard between W. Alameda and W. Mississippi Avenues be widened to six lanes in both direction, with a raised median and limited left turn lanes. The road itself is rapidly deteriorating with the steadily increasing traffic it carries. S. Federal Boulevard is State Highway 88, and is designated by Denver as a parkway. Redeveloping businesses along the corridor are required to install right of way improvements and to provide setbacks as specified by the Corridor Plan and parkway requirements.

Parking along S. Federal Boulevard is extremely limited generally, and there will be little room remaining for parking when the road is widened. Residents of both Westwood and Athmar Park neighborhoods are concerned about the increased traffic that is generated when customers access side streets to find additional parking in the residential area of the neighborhoods. Although the residents would like to have business parking access limited, they would also be concerned if residential access from South Federal Boulevard and side street residential parking were also limited.

Many Asian business owners have subdivided existing buildings, resulting in an increased demand for the already limited and finite number of available spaces. In order to have enough parking, businesses may have to purchase adjacent buildings, demolish them, and create parking lots. Other alternatives could include working with developers to build and remodel office and retail space to suit available parking, or vacating local streets, such as at W. Tennessee, W. Ohio, W. Center, and W. Virginia Avenues, and using the paved areas for business parking.

West Alameda Avenue

Customer parking is also a problem for businesses along W. Alameda Avenue. Commercial buildings were constructed on short lots or have been expanded leaving little parking, except in the front setback areas. Some businesses have located in houses, which were never intended to be commercial establishments, and now impact the adjacent residential areas. The combination of setback and location on hillsides facing the street requires creative use of space to accommodate customers and employees. Many employees and customers must park on side streets. Parking for many businesses is in front and accessible only by driving through the pedestrian area, which creates a safety issue for pedestrian traffic.

Design Guidelines for W. Alameda Avenue, developed by the Planning Group, follow the template used for the reconstruction of the S. Federal Boulevard and W. Alameda Avenue intersection. Guidelines recognize
the need for a consistent appearance of well maintained buildings and enforced parking and landscaping regulations. Businesses and new developments have not always followed signage, parking, and landscaping requirements or have tended to provide very basic landscaping. Over time, this has resulted in an unorganized and highly cluttered streetscape, and presents difficulty for potential customers to see and to find businesses.

**West Mississippi Avenue**
The Athmar Park Shopping Center and the Texaco convenience store are well landscaped. When viewed in connection with the Athmar Park Branch Library and Goldrick Elementary School, this area along W. Mississippi Avenue appears to be doing well. The road has also been improved. However, businesses to the east and to the south across the street have not upgraded their building facades and some do not have room for street trees.

**Industrial East Area**
The industrial area on the neighborhood's east side is neither dependent on nor connected to the residential neighborhood. The businesses, many of which are manufacturing concerns, are regional sources of goods and services. Some of the smaller businesses in this area are here because it is appropriately zoned for their uses. In the industrial area, sidewalks appear to be almost incidental with the existence of many, wide curb cuts, few street trees, and businesses that are interested primarily in the transportation access afforded by geographic location.
ACTION AGENDA
### ACTION AGENDA

1. **Encourage and promote business growth, revitalization and development in the commercial areas along the Athmar Park neighborhood edges and in the industrial area.**

- Have Alameda Square, W. Alameda and S. Federal Blvd designated as “Neighborhood Revitalization Areas”
  - Small Business Services
  - Council District Offices
  - Community Planning and Development Agency

- Encourage mixed-use development and identify appropriate areas along the transit corridors for mixed zoning
  - Property Owners
  - Businesses
  - Community Planning and Development Agency

- Develop a mechanism for conducting a periodic consumer survey
  - Community Planning and Development Agency
  - Neighborhood Groups

- Develop a database of existing businesses that will identify:
  - Businesses
  - Property Owners
  - Community Planning and Development Agency
  - Mayor’s Office of Economic Development and International Trade
  - Small Business Administration
  -
  - At risk businesses
  - Business issues, concerns, needs and possible remedies
  - Businesses interested in a business association
  - Similar products and services
  - Businesses that may benefit from cooperative efforts

- Study the possibility of developing marketing plan for commercial areas
  - Businesses
  - Small Business Services

- Provide technical assistance and referral to business owners
  - Mayor’s Office of Economic Development
  - Small Business Administration

- Review redevelopment in the context of the Denver Comprehensive Plan goals, rules and regulations adopted by the Denver Planning Board, and policies and standards developed by Development Review Committee membership departments and agencies
  - Community Planning and Development Agency
  - Public Works
  - Wastewater Management
  - other reviewing agencies

- Identify realtors, bankers, etc., who will market the commercial and industrial areas for redevelopment and for appropriate neighborhood-serving retail
  - Mayor’s Office of Economic Development and International Trade
  - Small Business Services
  - Denver Urban Renewal Authority
  - Chamber of Commerce
<table>
<thead>
<tr>
<th><strong>Free advertising in APNA newsletter for new businesses</strong></th>
<th>Neighborhood Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acknowledge businesses in the neighborhood area through the newsletter and articles in the Herald Dispatch</strong></td>
<td>Neighborhood Groups</td>
</tr>
<tr>
<td><strong>Develop joint projects with businesses such as a weekend “scavenger hunt” to promote residential shopping of businesses located in Athmar Park</strong></td>
<td>Businesses, Neighborhood Groups</td>
</tr>
<tr>
<td><strong>Encourage neighborhood use of businesses, such as an APNA buyers card discount to promote repeat visits, and having business signs in languages commonly used by neighborhood residents such as Spanish, Chinese, Vietnamese and English</strong></td>
<td>Businesses, Neighborhood Groups</td>
</tr>
<tr>
<td><strong>Distribute newsletter to all new businesses</strong></td>
<td>Neighborhood Groups</td>
</tr>
<tr>
<td><strong>Develop business directory</strong></td>
<td>Businesses, Neighborhood Groups</td>
</tr>
</tbody>
</table>
3

Improve interaction and communication between all sectors of Athmar Park and governmental agencies.

- Meet regularly with elected officials to inform them of Athmar Park issues and concerns regarding land use, zoning, and public welfare issues

- Develop “Welcome to New Businesses” Packet

Neighborhood Groups
ATHMAR PARK NEIGHBORHOOD PERIMETER PLAN

- Continue to work with Councilmembers, Public Works, and the Police to maintain public streets and alleys and resolve the graffiti vandalism problem through prevention and removal efforts

- Continue to meet with Denver Police Department personnel: District 4 Captain to request additional patrols, staffing, safety checks for businesses, and information on staffing policies, and Traffic Operations Supervisors for increased patrols of S. Federal Boulevard for cruising and traffic tie ups

- Visit and survey those in neighborhood who have experienced graffiti vandalism and other crimes, and provide notification of available services

- Organize a “relations” task force to perform community social outreach

Advocate continued maintenance and improvement of community safety and services.

West view in Huston Lake Park
### Implementation Strategy

- Develop and maintain contacts with possible funding sources, particularly for seed money for streetscaping and corridor redevelopment projects
  - Council District Office
  - Community Planning and Development Agency
  - Mayor's Office of Economic Development and International Trade
  - Public Works

- Create a Plan Implementation Committee of interested residents and businesses to meet regularly as part of the Athmar Park Neighborhood Association Board Meetings
  - Athmar Park Neighborhood Association
  - Businesses

- Create a calendar/listing of grants and schedules
  - Neighborhood Groups

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**An example of the Industrial edge adjacent to existing residential development**
Identify cultural concepts/traditions/heritage of neighborhood business and residential population, and apply for Neighborhood Cultures of Denver and other grants to fund culturally related projects such as “festivals” and cultural/social activities and programs to promote the neighborhood

Identify and maintain the neighborhood commercial/residential edge and continue to monitor zoning change and variance requests to ensure continuity of existing R-1 and R-2 zoning

Obtain approval to design and place neighborhood signs at neighborhood gateway areas, and work to provide appropriate plantings at signage locations

Maintain existing residential R-1 and R-2 zoning in the neighborhood except for sites that front on S. Federal Boulevard and W. Alameda Avenue and which do not extend beyond mid block into residentially zoned area

Continue to monitor zoning change, variance, street and alley vacation, and conditional use requests to ensure the continuity and character of the neighborhood in all zone districts

Encourage businesses to continue to beautify frontage areas (e.g. use of street trees, flower boxes and planters, and street furniture)

Develop urban design concepts, including buffering strategies, for zoned industrial uses adjacent to residential areas

Determine locations of residential streets and alleys where additional lighting is needed, and work with residents and Public Service to add lighting

Continue to work with Denver Public Schools to upgrade and maintain school grounds

Attract additional APNA membership

Make a video of the neighborhood

Promote neighborhood stability, support preservation of the neighborhood character, and create a sense of place.
Alameda Square Action Agenda

Sub Area
Alameda Square

Location
2200 W. Alameda Avenue

Zoning
B-3, B-4

Types of Businesses
Retail, former location of Social Services Offices, many vacant shops, new grocery store

Characteristics
Shopping Center with lots of surface parking, little landscaping

Goals
Revitalization and/or redevelopment of shopping center and creative reuse of site

Encourage and support of existing businesses growth, revitalization, and development efforts

OBJECTIVES

- Support and advocate mixed use and total site redevelopment involving all owners
- Develop a streetscaping concept to create a sense of place for the shopping center and to enhance the W. Alameda commercial corridor
- Continue to communicate neighborhood interest in the shopping center and owners
- Involve owners in neighborhood related activities when appropriate
- Continue to encourage communication between property owners
- Plan mutually beneficial activities, including special events, with business and shopping center owners to promote businesses and the neighborhood
- Continue and increase Mayor’s Office of Economic Development and International Trade, Small Business Services and DURA involvement and participation in facade upgrade and business improvement programs

STRATEGIC ACTION PLAN

AS1 Continue to meet with current owners regarding the development of an overall plan for the shopping center site redevelopment
AS2 Study rezoning the area from B-3 to CMU 10 to encourage mixed uses and the possibility of redeveloping the back part of the site for market rate and affordable housing and related uses
AS3 Encourage center owners and businesses to address parking lot and entry landscaping in both the short and long term
AS4 Explore the ways the City can assist in financing a finalized development plan for the shopping center
AS5 Explore the development of an identifying attribute/logo or defining element of the center
AS6 Develop design guidelines, options and alternatives for building facades and landscaping in the center and to relate to W. Alameda Avenue
AS7 Continue to encourage communication between property owners
AS8 Plan mutually beneficial activities, including special events, with business and shopping center owners to promote businesses and the neighborhood
AS9 Continue and increase Mayor’s Office of Economic Development and International Trade, Small Business Services and DURA involvement and participation in facade upgrade and business improvement programs

IMPRESSOR

- Property Owners
- Business Owners
- CPDA
- DURA
- Council District Office
- MOED/IT

Abbreviations: MOED/IT — Mayor’s Office of Economic Development and International Trade; CPDA — Community Planning and Development Agency; DURA — Denver Urban Renewal Authority; DPD — Denver Police Department
**West Alameda Avenue Action Agenda**

**Location**
South Platte River west to the intersection at South Federal Boulevard

**Zoning**
B-3, B-4, I-0, PUD(1)

**Types of Businesses**
Small retail operations, second hand stores, some professional and non-profit offices, fast food and sit down restaurants, car dealership/vehicle repair and related

**Characteristics**
Mostly single level buildings having no street parking available, no unifying attribute, little landscaping

**Goals**
Promote the economic stability/redevelopment of commercial area

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>STRATEGIC ACTION PLAN</th>
<th>IMPLEMENTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>❖ Encourage and promote business growth, revitalization, and development</td>
<td>WA1 Encourage development of office uses/buildings</td>
<td>Developers</td>
</tr>
<tr>
<td>❖ Promote improvement the appearance of business properties to attract new consumers</td>
<td>WA2 Work with businesses to organize and produce a marketing plan</td>
<td>Property Owners</td>
</tr>
<tr>
<td>❖ Improve interaction and communication with businesses</td>
<td>WA3 Contact realtors and bankers, and encourage increased investment along the corridor</td>
<td>Realtors</td>
</tr>
<tr>
<td>❖ Promote continued maintenance and improvement of corridor and street to enhance the area and to promote it as an attractive place to do business</td>
<td>WA4 Organize a meeting of Alameda corridor businesses with Mayor’s Office of Economic Development and International Trade, Small Business Services</td>
<td>MOED/IT</td>
</tr>
<tr>
<td>❖ Implement basic streetscaping concept utilized at Federal/Alameda intersection reconfiguration</td>
<td>WA5 Coordinate efforts with DURA to fund restoration of building facades, and interior renovation</td>
<td>Area Bankers</td>
</tr>
<tr>
<td>❖ Develop additional streetscaping guidelines to create a sense of place for the commercial corridor</td>
<td>WA6 Continue to research and advocate for funding opportunities for corridor improvements</td>
<td>Businesses</td>
</tr>
<tr>
<td>❖ Explore with businesses the formation of Alameda Avenue improvement and maintenance districts</td>
<td>WA7 Develop a merchants association and/or Chamber of Commerce</td>
<td>Chamber of Commerce</td>
</tr>
<tr>
<td>❖ Rottomill and reconstruct drainage at Navajo, Pecos, and Raritan intersections to improve capacity of street</td>
<td>WA8 Support businesses in newsletter</td>
<td>Businesses</td>
</tr>
<tr>
<td>❖ Explore the development of an identifying attribute/logo or defining element of corridor</td>
<td>WA9 Encourage business employment of neighborhood residents</td>
<td>Property Owners</td>
</tr>
<tr>
<td>❖ Request CIP funding to implement basic streetscaping concept</td>
<td>WA10 Explore with businesses the formation of Alameda Avenue improvement and maintenance districts</td>
<td>Neighborhood Groups</td>
</tr>
<tr>
<td>❖ Investigate limiting the number, size, height of existing/new billboards along the corridor</td>
<td>WA11 Rottomill and reconstruct drainage at Navajo, Pecos, and Raritan intersections to improve capacity of street</td>
<td>Public Works</td>
</tr>
<tr>
<td>❖ Require landscaping for all new developments and redevelopment</td>
<td>WA12 Explore with businesses the formation of Alameda Avenue improvement and maintenance districts</td>
<td>Wastewater</td>
</tr>
<tr>
<td>❖ Develop streetscaping design guidelines, options and alternatives for landscaping along the corridor</td>
<td>WA13 Request additional appropriate lighting</td>
<td>Neighborhood Groups</td>
</tr>
<tr>
<td>❖ Request undergrounding of utilities</td>
<td>WA14 Research funding alternatives for acquisition of building</td>
<td>Businesses</td>
</tr>
<tr>
<td>❖ Develop a plan for acquiring the Valverde Community Building and rehabilitating it for office use and meeting space</td>
<td>WA15 Promote dialog with present owner</td>
<td>Zoning Administration</td>
</tr>
<tr>
<td>❖ Encourage an increased Regional Transportation District presence along the corridor</td>
<td>WA16 Advocate increased use of Regional Transportation District by commuter traffic</td>
<td>Council District Office</td>
</tr>
<tr>
<td>❖ Advocate increased use of Regional Transportation District by commuter traffic</td>
<td>WA17 Request establishment of a park and ride area at Alameda Square</td>
<td>CPDA</td>
</tr>
<tr>
<td>❖ Research funding alternatives for acquisition of building</td>
<td>WA18 Request establishment of a park and ride area at Alameda Square</td>
<td>Neighborhood Group</td>
</tr>
<tr>
<td>❖ Promote dialog with present owner</td>
<td>WA19 Request establishment of a park and ride area at Alameda Square</td>
<td>Public Service Company</td>
</tr>
<tr>
<td>❖ Advocate increased use of Regional Transportation District by commuter traffic</td>
<td>WA20 Research funding alternatives for acquisition of building</td>
<td>Colorado Historical Society</td>
</tr>
<tr>
<td>❖ Research funding alternatives for acquisition of building</td>
<td>WA21 Advocate increased use of Regional Transportation District by commuter traffic</td>
<td>Denver Landmark Commission</td>
</tr>
<tr>
<td>❖ Request establishment of a park and ride area at Alameda Square</td>
<td>WA22 Request establishment of a park and ride area at Alameda Square</td>
<td>Regional Transportation District</td>
</tr>
</tbody>
</table>

**IMPLEMENTOR**

- Developers
- Property Owners
- Realtors
- MOED/IT
- Area Bankers
- Businesses
- MOED/IT
- DURA
- Council District Offices
- CPDA
- Chamber of Commerce
- Businesses
- Property Owners
- Neighborhood Groups
- Neighborhood Groups
- Businesses
- Property Owners
- Public Works
- Wastewater
- Neighborhood Groups
- Businesses
- Zoning Administration
- Council District Office
- CPDA
- Neighborhood Group
- Public Service Company
- Colorado Historical Society
- Denver Landmark Commission
- Regional Transportation District
- Neighborhood Groups
- Businesses
### South Federal Boulevard Action Agenda

**Location**
South of intersection with Alameda south to Mississippi Avenue

**Zoning**
B-2, B-A-1, B-4, PUD(3), small R-1

**Types of Businesses**
Ethnic restaurants, some "fast food", retail related to vehicle or home repair, bridal, Asian owned professional offices and small retail operations, junk yard

**Characteristics**
Churches, some residential buildings (apts., single family), fire station, no defining architecture or landscaping devise; the dedicated street right-of-way is 100 feet, except for the half block south of Tennessee that has 80 feet of dedicated right-of-way

**Goals**
Promote the economic stability of South Federal Boulevard

---

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>STRATEGIC ACTION PLAN</th>
<th>IMPLEMENTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage and support business growth, revitalization, and development</td>
<td>SF1 Support the implementation of the existing South Federal Boulevard Corridor Plan through requests for Capital Improvement Projects and Transportation Improvement Project funding through Denver Regional Council of Governments</td>
<td>Transportation Engineering</td>
</tr>
<tr>
<td></td>
<td>SF2 Perform a parking study</td>
<td>CDOT</td>
</tr>
<tr>
<td></td>
<td>SF3 Encourage, and assist as requested, the organization of business association</td>
<td>Transportation Planning</td>
</tr>
<tr>
<td></td>
<td>SF4 Promote improvement in appearance of business properties to attract new consumers</td>
<td>CPDA</td>
</tr>
<tr>
<td></td>
<td>SF5 Support, and promote as requested, the implementation of the DURA façade improvement program</td>
<td>Businesses</td>
</tr>
<tr>
<td></td>
<td>SF6 Provide information on Denver Digs Trees to businesses as appropriate</td>
<td>Council District Office</td>
</tr>
<tr>
<td></td>
<td>SF7 Continue efforts to assist in maintaining appearance of the corridor through graffiti removal and general clean-up participation</td>
<td>Neighborhood Groups</td>
</tr>
<tr>
<td></td>
<td>SF7 Identify appropriate site for future customer parking areas</td>
<td>Public Works, Neighborhood Groups, Council District Office, Police Dept. District 4</td>
</tr>
</tbody>
</table>

Abbreviations: MOED/IT — Mayor’s Office of Economic Development and International Trade; CPDA — Community Planning and Development Agency; DURA — Denver Urban Renewal Authority; DPD — Denver Police Department
West Mississippi Avenue
Action Agenda

Location
Mississippi Business district along W. Mississippi from Zuni to Quivas

Zoning
B-3, PUD(1), R-3, small R-1

Types of Businesses
Shopping center, bakery, liquor stores, small retail operations, laundries, govt. offices, gas/convenience stores, restaurants, auto repair and related

Characteristics
Surrounded by a residential neighborhood, most businesses are set back from street, and some have landscaping, lots of parking readily apparent

Goals
Promote the economic stability of the West Mississippi Avenue Commercial Section

OBJECTIVES

StreetScaping
- Promote the development and use of streetScaping to create a sense of place for the commercial section of West Mississippi Avenue

Commercial aspect
- Encourage and promote business growth, revitalization, and development
- Encourage neighborhood support of local merchants
- Require all season landscaping buffering and solid fences where residential and commercial areas interface

Maintenance/security
- Promote continued maintenance and improvement of corridor to enhance the area and to promote it as an attractive place to do business
- Improve safety and security along the corridor

STRATEGIC ACTION PLAN

WM1 Extend the existing landscaping treatment of Athmar Park Shopping Center to businesses east along Mississippi and across Mississippi

WM2 Explore establishing a local improvement district to pursue additional options, alternatives, and locations for landscaping and buffering

WM3 Develop an identifying attribute/logo or defining element for this commercial area

WM4 Require landscaping for all redevelopment and change of use

WM5 Maintain existing detached sidewalks and tree lawn template and require detached sidewalks for all new and redeveloped areas on the W. Mississippi Avenue corridor

WM6 Encourage leasing and reuse or redevelopment of vacant spaces for neighborhood serving businesses

WM7 Encourage businesses to organize and conduct joint advertising projects to promote this commercial area

WM8 Assist businesses to utilize the APNA newsletter for business promotion to neighborhood residents

WM9 Require implementation of landscaping and fencing requirements at parking redevelopment or change of use

WM10 Explore the possibility of establishing a maintenance district to support additional streetScaping

WM11 Encourage and work with existing businesses to identify and address maintenance issues in and around parking areas, including the graffiti and trash problem in the alleyways and parking lots

WM12 Advocate the sensitive enforcement of code requirements

WM13 Work with Traffic Engineering to regulate traffic signals at intersections to accommodate various pedestrian speeds

WM14 Promote traffic/bike/pedestrian safety programs for branch library users and Goldrick Elementary students

IMPLEMENTOR

- Property Owners, Businesses
- Public Works
- Urban Design-CPDA

- Property Owners
- Realtors
- Businesses
- MOED/IT
- CPDA

- Businesses
- Property Owners
- Public Works
- CPDA
- Zoning Administration
- Neighborhood Inspection Services
- Transportation Engineering
- DPD District 4
- Denver Public Schools
- Neighborhood Groups
Industrial Area Action Agenda

Location
S. Lipan Street east to South Platte River, between Alameda and Mississippi, mostly zoned for industrial use.

Zoning
I-1, B-1, I-2, O-1(park), B-4 Lipan: 1-0, PUD(1)

Types of Businesses
Various industrial uses, warehousing, manufacturing, some retail and/or wholesale outlets, some govt. (Parks, Central Services.) Lipan: mostly construction/design related, some are specialized businesses, some auto repair and auto parts related businesses.

Characteristics
Industrial warehousing and manufacturing buildings, some more recent cinderblock and stucco construction with leased office/warehouse/loading dock areas, many right of way areas are not delineated with curb and gutter treatments; Lipan: has mostly single level buildings with some landscaping in front.

Goals
Promote the economic stability and encourage continued business growth. Recognize the historical location of the area.

Objectives
- Encourage and support business growth, revitalization, and development.
- Require all season buffering and fences where residential and commercial areas interface.
- Promote continued maintenance and improvement of corridor to enhance the area and to promote it as an attractive place to do business.
- Improve safety and security for businesses in the area.
- Promote recognition of past events.

Strategic Action Plan
- IA1 Encourage businesses to hire local residents.
- IA2 Continue to research and advocate for funding opportunities for area improvements.
- IA3 Encourage similar or complementary businesses to develop marketing/interaction strategies where possible.
- IA4 Continue to monitor conditional uses.
- IA5 Explore the formation of improvement and maintenance districts, or other business related organizations.
- IA6 Identify streets and public right of way areas in need of street repair, curb and gutter work, and establish appropriate pedestrian access according to Denver standards.
- IA7 Encourage existing businesses to landscape parking and entrance areas and require landscaping of all new developments.
- IA8 Support enforcement of zoning requirements for industrial areas regarding parking requirements, lighting and signage, and conditional uses.
- IA9 Encourage area businesses to request police review and analysis of business security.
- IA10 Identify areas impacted by the 1965 flood and mark the height of floodwaters on lampposts and utility poles.

Implementor
- Businesses
- CPDA
- Council District Office
- MOED/IT
- Public Works
- Business Owners
- Property Owners
- Council District Office
- CPDA
- Zoning Administration
- Neighborhood Inspection Services
- DPD District 4
- Neighborhood Group
- Public Works
- Public Service
- Council District Office

Abbreviations:
- MOED/IT — Mayor’s Office of Economic Development and International Trade
- CPDA — Community Planning and Development Agency
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- DPD — Denver Police Department
METHODOLOGY AND SURVEY

Methodology
Athmar Park is divided into two census tracts: 13.01, west of South Tejon Street, and 13.02, east of South Tejon Street. Information obtained from the 1990 Census and DRCOG estimates on housing, employment, household income, and population numbers, income, race and national origin, was analyzed to develop a demographic profile of the neighborhood.

Land use, zoning, and property data was obtained from the Denver Community Planning and Development Agency’s Land Use and Zoning Files and from the Assessor’s Office. This information was used to determine the acreage amount and type of land uses in Athmar Park. Land uses and changes in business activities were researched and tracked through field survey work and with the Assessor’s Office information. Information concerning property ownership, location of residence of property owners, valuation of parcels, and square-footage and acreage of businesses was obtained from the City Assessor’s Office. Business owners and managers were contacted and requested to participate and contribute information on their business operation.

Commercial Survey
A survey of the businesses provided information concerning customer base, marketing efforts, employees, parking, and other aspects of doing business in Athmar Park. The business survey information has been tabulated in different ways. The second section requested information on public facilities and services, and the third section asked survey participants to rank a list of possible neighborhood projects. A section of the survey requested information on the business itself. Other sections requested responses on City Services and Facilities and Possible Projects for their immediate area.
GENERAL BUSINESS INFORMATION

- Requested information included type of operation and customer. Findings: most businesses are area wide and regional, do not consider their businesses to be “local”, with wholesale operations generally in Industrial areas, retail along commercial corridors,

- Hours of operation and business traffic information. Findings: Retail oriented establishments and restaurants were open longer hours, but usually opened later in the day and are open more days/week; Industrial and wholesale operations usually followed M-F workweeks with earlier hours beginning at 7AM, some Saturday hours. There was no strong indication of heavy or low business traffic except at holidays for retail businesses, and no change for industrial or wholesale operations.

- Parking provided for customers and employees. Findings: if there was available land around the business, then employees had parking furnished to them, regardless of the customer needs. Businesses along S. Federal Boulevard were least likely to provide adequate parking for both customers and employees. Businesses in the Industrial area and along W. Mississippi Avenue generally had enough parking available for all.

- Crime information. Findings: commonly businesses assisted by the Athmar Park Neighborhood Association said graffiti vandalism is cleaned up; industrial areas were not happy with efforts to remedy graffiti vandalism. Police response for the residential area appears to be more timely than for the industrial area.

- Type of employees. Findings: All levels of employment in most sectors of employment are found in the Athmar Park statistical neighborhood. Generally there is more service employment along the commercial corridors and more manufacturing and clerical in the industrial area.
SPECIFIC AREA RESPONSES/INFORMATION

South Federal Boulevard

- Service and Facilities. Respondents' satisfied with availability of eating places, fire protection, and trash collection. Respondents' dissatisfied with graffiti vandalism protection.

- Possible Project Priorities. Respondents' first priority is promotion of economic development, second is area beautification.

Graph showing services and facilities satisfaction levels with various categories like street cleaning, sidewalk maintenance, and police protection.
West Alameda Avenue

Service and Facilities. Respondents' satisfied with fire protection, trash collection, police protection, availability of eating places. Respondents' dissatisfied with graffiti vandalism protection, business area appearance and sidewalk maintenance.

Possible Project Priorities. Respondents' first priority is commercial area beautification, second is facelift of commercial properties.
West Mississippi Avenue

Service and Facilities. Respondents' satisfied with water and sewer maintenance, traffic control, street signs, storm drainage, fire protection, and most everything that was queried. Respondents' were more neutral than dissatisfied with availability of financial services, street cleaning, and local workforce.

Possible Project Priorities. Respondents' first priority is promotion of economic development.
Industrial Area

- Service and Facilities. Respondents’ satisfied with fire and police protection, trash collection (usually private contractor), street signs, and curb and gutters. Respondents’ dissatisfied with graffiti vandalism protection and availability of eating places.

- Possible Project Priorities. Respondents’ first priority is promotion of economic development, second is commercial area beautification.
SWOT CHART: Athmar Park Neighborhood Assessment

The Athmar Park Planning Group developed goals and objectives following a SWOT analysis of the neighborhood. Strengths, weaknesses, opportunities and threats were listed. The following are those areas that relate to the economic condition of the Athmar Park commercial edges.

**Strengths**
- Diverse population/culture
- Educational level of population
- Involved APNA group
- Income levels comparatively good
- Good transportation
- Mix of uses for the neighborhood
- Affordable housing
- Good quality stock of housing
- Good city services, e.g. police, etc.
- Close to downtown
- Light rail is coming
- Accessible arterials - Alameda, Mississippi, S. Federal
- High traffic volume - potential customer base
- Most of the neighborhood is above the flood plain

**Weaknesses**
- Educational level of population
- Students perceived to be out of control
- Signs of urban blight apparent
- Unappealing look of some commercial areas/establishments
- Lack of professional services
- Lack of office space
- Street maintenance needed throughout the neighborhood on local and collector streets
- Not enough activity for young people
- Too much gang activity and graffiti vandalism
- Need more parking in commercial areas
- Perception that neighborhood has too low a capacity to support the larger stores
- Rents in Alameda Square are too high
- Non-pedestrian scale in Alameda Square
- Police response time to commercial areas is too high

**Opportunities**
- Increased professional presence in area
- Attract new retail business in Alameda Square
- Business improvements in types, building facades, and landscaping
- Neighborhood/business interactions
- Formation of business association(s)

**Threats**
- Businesses lured away from area
- Perceptions of location and crime
- Lack of neighborhood interactions
- General apathy
## Demographic Tables

### Census Tract Population/Household Estimates for Athmar Park Statistical Neighborhood

<table>
<thead>
<tr>
<th>Census Tracts</th>
<th>Total 1990 Population</th>
<th>1990 Households</th>
<th>Total 1993 Population</th>
<th>1993 Households</th>
<th>Annual % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.01</td>
<td>3,772</td>
<td>1,487</td>
<td>3,819</td>
<td>1,521</td>
<td>0.41</td>
</tr>
<tr>
<td>13.02</td>
<td>3,084</td>
<td>1,177</td>
<td>3,169</td>
<td>1,222</td>
<td>0.91</td>
</tr>
<tr>
<td>Athmar Park</td>
<td>6,856</td>
<td>2,664</td>
<td>6,988</td>
<td>2,743</td>
<td>1.31</td>
</tr>
</tbody>
</table>

Source: U.S. 1990 Census; DRCOG

### General Characteristics of People

<table>
<thead>
<tr>
<th>All Persons</th>
<th>Census Tracts for Athmar Park</th>
<th>City of Denver Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13.01 13.02</td>
<td>13.01 13.02</td>
</tr>
<tr>
<td>Under 5 years</td>
<td>268 275</td>
<td>320 261</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>232 260</td>
<td>264 237</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>218 263</td>
<td>231 193</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>290 247</td>
<td>212 202</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>387 394</td>
<td>267 183</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>694 605</td>
<td>662 526</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>354 341</td>
<td>556 427</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>356 313</td>
<td>325 264</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>532 428</td>
<td>307 285</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>383 216</td>
<td>376 353</td>
</tr>
<tr>
<td>75 and over</td>
<td>188 90</td>
<td>252 151</td>
</tr>
<tr>
<td>Median Age</td>
<td>32.4 29.1</td>
<td>33.8 33.7</td>
</tr>
</tbody>
</table>

Source: U.S. 1980 & 1990 Census
### Race and National Origin – 1990

<table>
<thead>
<tr>
<th>Race</th>
<th>City of Denver Population</th>
<th>%</th>
<th>Athmar Park Population</th>
<th>%</th>
<th>Athmar Park % of Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>White and</td>
<td>288,515</td>
<td>61.6</td>
<td>3,537</td>
<td>51.58</td>
<td>12.29</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>107,382</td>
<td>22.9</td>
<td>2,981</td>
<td>43.4</td>
<td>2.776</td>
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<tr>
<td>Black</td>
<td>60,046</td>
<td>12.8</td>
<td>82</td>
<td>1.19</td>
<td>0.136</td>
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<tr>
<td>Asian</td>
<td>10,652</td>
<td>2.27</td>
<td>206</td>
<td>3</td>
<td>1.93</td>
</tr>
<tr>
<td>American Indian</td>
<td>5,289</td>
<td>1.13</td>
<td>81</td>
<td>1.18</td>
<td>1.53</td>
</tr>
</tbody>
</table>

Source: U.S. Census; Denver Community Planning and Development Agency

### Race and National Origin, Athmar Park — 1980

<table>
<thead>
<tr>
<th>Race</th>
<th>1980</th>
<th>1982</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>3,108</td>
<td>2,673</td>
</tr>
<tr>
<td>Black</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td>American Indian</td>
<td>21</td>
<td>37</td>
</tr>
<tr>
<td>Japanese</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>53</td>
<td>12</td>
</tr>
<tr>
<td>Other Asian</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>Mexican</td>
<td>750</td>
<td>716</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>Other Spanish</td>
<td>419</td>
<td>411</td>
</tr>
</tbody>
</table>

Source: U.S. Census; Denver Community Planning and Development Agency
### Race and National Origin, Athmar Park — 1990

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>2,837</td>
<td>2,429</td>
</tr>
<tr>
<td>Black</td>
<td>58</td>
<td>24</td>
</tr>
<tr>
<td>American Indian</td>
<td>55</td>
<td>26</td>
</tr>
<tr>
<td>Eskimo</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Chinese</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Filipino</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Japanese</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Korean</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>118</td>
<td>29</td>
</tr>
<tr>
<td>Cambodian</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Laotian</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Other Asian/Pacific Islander</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Mexican</td>
<td>1231</td>
<td>879</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Cuban</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Other Hispanic</td>
<td>379</td>
<td>482</td>
</tr>
</tbody>
</table>

Source: U.S. 1980 & 1990 Census

### Median Household Income, Athmar Park

**Statistical Neighborhood — 1990**

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athmar Park</td>
<td>$21,721</td>
<td>$26,726</td>
</tr>
<tr>
<td>Ruby Hill</td>
<td>$20,332</td>
<td>$3,287</td>
</tr>
<tr>
<td>Valverde</td>
<td>$18,764</td>
<td></td>
</tr>
<tr>
<td>Westwood</td>
<td>$15,938</td>
<td>$17,636</td>
</tr>
<tr>
<td>City of Denver</td>
<td>$25,106</td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. 1990 Census
## Zoning By Acres, Athmar Park

<table>
<thead>
<tr>
<th>Census Tracts</th>
<th>Total Acres by Zone District</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.01</td>
<td>13.02</td>
</tr>
<tr>
<td>0.31</td>
<td>4.32</td>
</tr>
<tr>
<td>4.53</td>
<td>0</td>
</tr>
<tr>
<td>31.95</td>
<td>11.4</td>
</tr>
<tr>
<td>12.96</td>
<td>3.36</td>
</tr>
<tr>
<td>2.56</td>
<td></td>
</tr>
<tr>
<td>1.11</td>
<td></td>
</tr>
<tr>
<td><strong>53.42</strong></td>
<td><strong>19.08</strong></td>
</tr>
<tr>
<td>41.3</td>
<td>IO</td>
</tr>
<tr>
<td>138.87</td>
<td>I1</td>
</tr>
<tr>
<td>6.65</td>
<td>O1</td>
</tr>
<tr>
<td>271.04</td>
<td>176.87</td>
</tr>
<tr>
<td>28.14</td>
<td>21.21</td>
</tr>
<tr>
<td>1.83</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.63</td>
<td>R3X</td>
</tr>
<tr>
<td>0</td>
<td>R4</td>
</tr>
<tr>
<td>0</td>
<td>R5</td>
</tr>
<tr>
<td><strong>354.43</strong></td>
<td><strong>405.61</strong></td>
</tr>
</tbody>
</table>

*Open space/park acres may be included in these totals.

PUD Zone Districts not included in calculations.

Source: Community Planning and Development Agency
## Employment Comparisons

### 1983 Employment

<table>
<thead>
<tr>
<th>Industry</th>
<th>Denver Region</th>
<th></th>
<th>Census Tracts for Athmar Park</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Mining</td>
<td>25,300</td>
<td>2.7</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Contract Construction</td>
<td>50,700</td>
<td>5.3</td>
<td>19</td>
<td>1.5</td>
<td>833</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>123,500</td>
<td>13.0</td>
<td>8</td>
<td>0.6</td>
<td>235</td>
</tr>
<tr>
<td>Transp. &amp; Pub. Util.</td>
<td>61,100</td>
<td>6.4</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>59,300</td>
<td>6.2</td>
<td>58</td>
<td>4.7</td>
<td>852</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>149,300</td>
<td>15.7</td>
<td>386</td>
<td>31.2</td>
<td>150</td>
</tr>
<tr>
<td>Fin., Ins., R.E.</td>
<td>62,600</td>
<td>6.6</td>
<td>11</td>
<td>0.9</td>
<td>4</td>
</tr>
<tr>
<td>Services</td>
<td>192,200</td>
<td>20.2</td>
<td>457</td>
<td>36.6</td>
<td>531</td>
</tr>
<tr>
<td>Government</td>
<td>134,500</td>
<td>14.1</td>
<td>174</td>
<td>14.1</td>
<td>201</td>
</tr>
<tr>
<td>Federal Civilian</td>
<td>*32,700</td>
<td>*3.4</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>State</td>
<td>*31,700</td>
<td>*3.3</td>
<td>0</td>
<td>0.0</td>
<td>11</td>
</tr>
<tr>
<td>Local</td>
<td>70,100</td>
<td>7.4</td>
<td>174</td>
<td>14.1</td>
<td>190</td>
</tr>
<tr>
<td>Non-Agr.Total</td>
<td>858,500</td>
<td>90.1</td>
<td>1,113</td>
<td>90.0</td>
<td>2,806</td>
</tr>
<tr>
<td>Agriculture</td>
<td>6,300</td>
<td>.07</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Military</td>
<td>10,400</td>
<td>1.1</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>All Other</td>
<td>77,700</td>
<td>8.2</td>
<td>124</td>
<td>10.0</td>
<td>51</td>
</tr>
<tr>
<td><strong>Total Employment</strong></td>
<td><strong>952,900</strong></td>
<td><strong>100.0</strong></td>
<td><strong>1,237</strong></td>
<td><strong>100.0</strong></td>
<td><strong>2,857</strong></td>
</tr>
</tbody>
</table>

*Source: U.S. 1983 Census; Denver Community Planning and Development Agency*
### 1993 Employment

<table>
<thead>
<tr>
<th>Industry</th>
<th>Denver Region</th>
<th>Census Tracts for Athmar Park</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Mining</td>
<td>6,823</td>
<td>1.6</td>
</tr>
<tr>
<td>Contract Construction</td>
<td>11,483</td>
<td>2.7</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>33,528</td>
<td>8.0</td>
</tr>
<tr>
<td>Transp. &amp; Pub. Util.</td>
<td>43,184</td>
<td>10.3</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>32,535</td>
<td>7.8</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>49,830</td>
<td>11.9</td>
</tr>
<tr>
<td>Fin., Ins., R.E.</td>
<td>32,645</td>
<td>7.8</td>
</tr>
<tr>
<td>Services</td>
<td>122,030</td>
<td>29.1</td>
</tr>
<tr>
<td>Government</td>
<td>62,151</td>
<td>14.8</td>
</tr>
<tr>
<td>Non-Agr.Total</td>
<td>394,209</td>
<td>93.99</td>
</tr>
<tr>
<td>Agriculture</td>
<td>1,179</td>
<td>0.3</td>
</tr>
<tr>
<td>Military</td>
<td>3,573</td>
<td>0.9</td>
</tr>
<tr>
<td>All Other</td>
<td>20,371</td>
<td>4.9</td>
</tr>
<tr>
<td><strong>Total Employment</strong></td>
<td><strong>419,332</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Source: U.S. 1993 Census; Denver Community Planning and Development Agency
## Crime Statistics

**Denver Police Department, District 4, District 4, Precinct 413**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>7636</td>
<td>6858</td>
<td>6858</td>
<td>6858</td>
</tr>
<tr>
<td>Households</td>
<td>3076</td>
<td>2664</td>
<td>2664</td>
<td>2664</td>
</tr>
<tr>
<td><strong>Total Offenses</strong></td>
<td><strong>88.0</strong></td>
<td><strong>117.7</strong></td>
<td><strong>120.6</strong></td>
<td><strong>86.3</strong></td>
</tr>
<tr>
<td>Murder</td>
<td>0.0</td>
<td>0.1</td>
<td>.03</td>
<td>0.1</td>
</tr>
<tr>
<td>Sexual Assault/Rape</td>
<td>1.6</td>
<td>0.6</td>
<td>2.9</td>
<td>0.6</td>
</tr>
<tr>
<td>Aggravated Assault</td>
<td>3.1</td>
<td>4.5</td>
<td>4.8</td>
<td>3.8</td>
</tr>
<tr>
<td>Robbery</td>
<td>2.8</td>
<td>2.6</td>
<td>4.4</td>
<td>1.7</td>
</tr>
<tr>
<td>Burglary</td>
<td>46.5</td>
<td>53.3</td>
<td>46.5</td>
<td>32.7</td>
</tr>
<tr>
<td>Larceny</td>
<td>21.6</td>
<td>27.9</td>
<td>24.1</td>
<td>18.1</td>
</tr>
<tr>
<td>Auto Theft</td>
<td>16.5</td>
<td>19.7</td>
<td>21.6</td>
<td>15.9</td>
</tr>
<tr>
<td>All other (includes graffiti vandalism)</td>
<td>23.7</td>
<td>41.0</td>
<td>45.2</td>
<td>33.1</td>
</tr>
</tbody>
</table>

**City of Denver, Citywide**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Offenses</strong></td>
<td><strong>105.2</strong></td>
<td><strong>96.4</strong></td>
<td><strong>82.3</strong></td>
</tr>
<tr>
<td>Murder</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
</tr>
<tr>
<td>Sexual Assault/Rape</td>
<td>1.5</td>
<td>1.5</td>
<td>1.4</td>
</tr>
<tr>
<td>Aggravated Assault</td>
<td>4.0</td>
<td>3.4</td>
<td>2.9</td>
</tr>
<tr>
<td>Robbery</td>
<td>2.7</td>
<td>2.5</td>
<td>2.0</td>
</tr>
<tr>
<td>Burglary</td>
<td>36.7</td>
<td>30.6</td>
<td>27.9</td>
</tr>
<tr>
<td>Larceny</td>
<td>36.7</td>
<td>31.6</td>
<td>27.8</td>
</tr>
<tr>
<td>Auto Theft</td>
<td>11.5</td>
<td>12.3</td>
<td>11.4</td>
</tr>
<tr>
<td>All other (includes graffiti vandalism)</td>
<td>32.0</td>
<td>30.8</td>
<td>30</td>
</tr>
</tbody>
</table>

Population for 1990 uses 1985 population figures; 1996 and 1997 use 1990 population figures; burglary offenses per 1000 households; larceny includes both petty and grand larceny; sexual assault offenses per 1000 females. Source: Research and Development Bureau, Denver Police Dept.
General Concepts
The unifying character of W. Alameda Avenue is a consistent appearance of enforced landscaping and parking regulations, well maintained buildings, parking areas, and public areas, where safety is encouraged through minimizing the number of access/egress points along the street (resulting in fewer curb cuts), control of visual clutter (resulting from too many and varied signs), and prohibiting parking on “front lawn” areas. W. Alameda Avenue between S. Pecos and S. Raritan Streets is the original town center of the Town of Valverde and the location of the historic meeting hall, now privately owned. The detached walks and existing street trees should be maintained and additional trees planted as needed.

To promote a unifying character along W. Alameda Avenue and to create an attractive place in which to do business, the following steps should be taken:

- Continue to orient buildings to face street with primary entrances on the street side
- Eliminate billboards or work with businesses that rely on this source of income to work for more residentially favorable content
- Enforce signage guidelines
- Enforce landscaping standards for parking areas and used car lots
- Encourage selective and sensitive code enforcement, particularly for temporary signs
- Inform property owners of their responsibility to maintain area(s) in front and to the sides of their businesses, including the maintenance of plantings between the sidewalk and the street
- Minimize the number of curb cuts
- Enforce parking requirements
- Encourage the use of the sidewalk/streetscaping pattern used at the reconstructed Alameda/S. Federal Boulevard intersection however where there is an existing tree lawn and planting area adjacent to the sidewalk or street, those tree lawn areas should be maintained
Promote the planting of street trees according to the Tree Planting Layout along the corridor, from South Federal Boulevard east to Lipan Street
Enhance pedestrian areas, such as transit stops, with street furniture as appropriate to the space and use, and with appropriate landscape planting(s)
Develop intensive landscaping only at “gateway” areas or where there is adequate space to accommodate plantings

Notes
Scored concrete is continuous without trees; sidewalk scoring is incidental to sidewalk construction.

Tree species and planting method to be approved by the City Forester; at least 3 inch caliper.

Tree grates to be:
1. Neenab Foundry, Inc. Model R-8713 180 square with style U frame; no paint or primer
2. Urban Accessories Model “Kiva” with standard frame
3. Deeter Foundry, Inc. Model B7512

Tree grates to be installed in accordance with manufacturer’s recommendations.

West Alameda template