**LOCAL ECONOMY**

**VISION STATEMENT**

In 2004, East Central has a strong local economy and successful businesses that have helped residents achieve financial security. Galbraith Avenue and the other mixed-use centers and corridors are welcoming to all and thriving with diverse, locally-owned retail and service businesses that complement the surrounding residential neighborhoods. And allow residents to conveniently pursue their day-to-day shopping needs. Residents have access to quality parks within East Central, Downtown, and elsewhere in the city, resulting in low rates of unemployment, poverty, and homelessness. Innovative small businesses have resources and flexibility to start and grow in the area. Everyone can receive an excellent education, from early childhood to adult education and job training through strong partnerships between local businesses, hospitals, and schools. The major cultural institutions in East Central, for the Botanic Gardens to the Coffee Stages, support a vibrant local arts community with galleries and events that make the area a great place to spend time, enhancing the quality of life for residents and strengthening local businesses.

**COMMUNITY FEEDBACK**

“The amenities that are most important to me in the East Central Area are...”

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>grocery shopping</td>
<td>72%</td>
</tr>
<tr>
<td>gym, montclair, denver</td>
<td>14%</td>
</tr>
<tr>
<td>other retail</td>
<td>25%</td>
</tr>
<tr>
<td>restaurants</td>
<td>25%</td>
</tr>
<tr>
<td>shopping experience</td>
<td>60%</td>
</tr>
<tr>
<td>recreation</td>
<td>16%</td>
</tr>
<tr>
<td>business parks</td>
<td>7%</td>
</tr>
<tr>
<td>healthcare services</td>
<td>10%</td>
</tr>
<tr>
<td>public spaces</td>
<td>6%</td>
</tr>
<tr>
<td>parks and green spaces</td>
<td>15%</td>
</tr>
</tbody>
</table>

**MEASURABLE GOALS**

- Reduce the unemployment rate in each neighborhood to below the citywide rate
- Maintain 75% of businesses as locally owned
- Increase the number of jobs in the health, professional, and management sectors by 12%

**ECONOMY CONCEPTS**

- Community-serving retail
- Access to co-working
- Sector-specific business centers
- Community learning centers
- Multi-purpose maker spaces

**POLICIES**

- Bolster the healthcare and wellness sector as the foundation for economic growth in the East Central Area.
- Partner with Denver Public Schools, the Downtown Denver Partnership, and other major organizations in connecting East Central residents to job opportunities.
- Work in tandem with Business Improvement Districts (BIDs) to provide technical assistance to existing small independent businesses to help them succeed and prevent involuntary displacement.
- Support and develop new community-minded ownership models that have a goal of maintaining East Central’s variety of small, local businesses.

**EAST CENTRAL AREA PLAN**
COMMUNITY FEEDBACK

AFFORDABLE HOUSING

LONG TERM VISION FOR AN EQUITABLE, AFFORDABLE AND INCLUSIVE EAST CENTRAL

In 2000, East Central home to an active, diverse, and inclusive community in the heart of the City. Households of all sizes and incomes can comfortably afford safe and desirable housing without straining their monthly budg

VISON STATEMENT

The vision for East Central is a diverse mix of housing types blending seamlessly into its historic neighborhoods, making it easy to find a home that fits residents' needs, whether it's an apartment in a reused mansion, a duplex for Empty Nesters looking to downsize, a bungalow for a young family, or transitional housing for vulnerable populations. The variety of home sizes, rental and ownership opportuni

MEASURABLE GOALS

EXPAND EAST CENTRAL’S HOUSING DIVERSITY

INCREASE HOUSING & TRANSPORTATION AFFORDABILITY

HOUSING CONCEPTS

Policies

POLICIES

Stabilize residents at risk of involuntary displacement.

Create new affordable housing with access to transit and amenities.

Improve the existing social service system through collaborations, co-location and coordination between providers, and between providers and city agencies.

Build access to, awareness of, and support for social services for residents in East Central.

Preserve existing affordability and housing quality.

Expand diversity of housing types and affordability to support households of different sizes, ages, and incomes throughout East Central.

Promote innovative delivery models, and expand the range of providers to address gaps in the social service system.

Stabilize residents at risk of involuntary displacement.

Create new affordable housing with access to transit and amenities.

Improve the existing social service system through collaborations, co-location and coordination between providers, and between providers and city agencies.

Build access to, awareness of, and support for social services for residents in East Central.

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