East Central Area Plan
Steering Committee Meeting
December 13th, 2018
Irish Snug
# East Central Area Plan

**Steering Committee Meeting**  
**December 13th, 2018**  
**Irish Snug 1201 Colfax Ave.**  
**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>5:30-5:35</td>
<td>Approval of September Meeting Summary</td>
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<tr>
<td>5:35-5:50</td>
<td>Introduction of Consultant Team</td>
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<tr>
<td>5:50-6:20</td>
<td>2019 Engagement Schedule &amp; Steering Committee Meetings</td>
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<tr>
<td>6:20-6:30</td>
<td>Equitable Engagement Strategies</td>
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<tr>
<td>6:30-</td>
<td>Holiday Social – Meet the Consultant Team</td>
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What are we doing?

DESIGN TEAM
WORK CURRENTLY UNDERWAY

RESIDENTIAL CHARACTER

• Analyzing data & compiling new
• Neighborhoods tour / field survey and notes
• Individual neighborhood diagnostics

COLFAK CORRIDOR

• Zoning capacity analysis
• Lot and Station Area prototypes
• MS Zoning diagnosis
• Scheduling meetings (Staff, Design Quality Focus Group, Developers)

OTHER COMMERCIAL NODES AND CORRIDORS

• Compiling Urban Quality Tool results
• Blueprint Denver’s Place Type designations
• Potential Transformative Projects
What are we doing?  

- Data collection underway on housing, employment, real estate, projections, etc.
- Retail inventory complete – nearly 1,000 storefronts inventoried throughout both study areas including 525+ in East Central
- Retail consultant in town Dec 14-19 – looking at neighborhood-based opportunities
- Focus on “legacy businesses” – retail and restaurants valued by neighborhoods and threatened with displacement
Engagement Schedule &
Upcoming Community and Focus
Group Meetings
EAST CENTRAL AREA NEIGHBORHOOD PLANNING INITIATIVE SCHEDULE

**STEERING COMMITTEE MEETINGS**
- JUL 2017 - NOV 2018
- DEC
- JAN
- FEB
- MAR
- APR
- MAY
- JUN
- JUL

**FOCUS GROUPS**
- FOCUS TOPICS & AREAS
- 1,288 SURVEY PARTICIPANTS
- 16 EVENTS
- 15 STEERING COMMITTEE MEETINGS

**ALL COMMUNITY MEMBERS**

**NEIGHBORHOODS AND TARGETED OUTREACH**
- EXISTING EVENTS, NEIGHBORHOOD SPECIFIC MEETINGS, RNOS, COMMUNITY CONNECTORS & OUTREACH TEAMS, UNDERREPRESENTED GROUPS

**VISION AND GUIDING PRINCIPLES**
- KICK-OFF WORKSHOP
- NEIGHBORHOOD WORKSHOPS

**STRATEGIES**
- AREA WORKSHOP
- DRAFT PLAN
- PUBLIC OPEN HOUSE
East Central Steering Committee Dates

**Jan 10:** Market team update, community workshop schedule & committee member’s roles

*No February meeting due to community workshops*

**Mar 14:** Summary of priorities/recommendations from community workshops

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

**May 9:** Review priority recommendations

**June 13:** Review draft plan

**July 11:** Approve East Central Area Plan draft
Focus Groups | 6:00pm – 8:00pm | Carla Madison Rec Center

Jan 8: Affordable housing, social services, financial stability
Jan 9: Small business retention, real estate/transit oriented development, healthy food access
Jan 15: Ped & bike connectivity/safety/access to transit (location TBD)
Jan 17: Green infrastructure, recreation, open space
Jan 29: Design quality & character preservation
Neighborhood Meetings | 6:00pm – 8:00pm | location TBD 
(tentative dates)

Feb 5: East Central Area-Wide Neighborhood Workshop
Feb 7: North Capitol Hill/City Park West Neighborhood Workshop
Feb 12: Capitol Hill/Cheesman Park Neighborhood Workshop
Feb 13: City Park/Congress Park Neighborhood Workshop
Equitable Engagement Strategies
What have we done so far?

Online Survey

Survey in English and Spanish
open from July 24 to November 30

12 questions each about likes, dislikes, and general thoughts about the areas

• 1,228 participants

• 4,860 comments
2017 Kick-off Survey

SURVEY RESPONDENTS

Rent vs. Own

21% Rent

78% Own

EAST CENTRAL DEMOGRAPHICS

Rent vs. Own

30% Own

70% Rent

734 Respondents

2011-2015 American Community Survey 5-Year Estimates
2017 Kick-off Survey

SURVEY RESPONDENTS

Annual Household Income

- 4% Under $25k
- 12% $25k-$50k
- 33% $50k-$100k
- 51% Over $100k

Total: 683 Respondents

EAST CENTRAL DEMOGRAPHICS

2011-2015 American Community Survey 5-Year Estimates

Annual Household Income

- 26% Under $25k
- 29% $50k-$100k
- 24% $25k-$50k
- 20% Over $100k

Total: 683 Respondents
2017 Kick-off Survey

**SURVEY RESPONDENTS**

How long have you lived/worked/owned property in the area?

- 44% Over 10 Years
- 30% Under 5 Years
- 25% 5-10 Years

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**EAST CENTRAL DEMOGRAPHICS**

How long have you lived in your current home?

- 62% Under 5 Years
- 26% 5-15 Years
- 12% Over 15 Years

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732 Respondents

2011-2015 American Community Survey 5-Year Estimates
Equitable Engagement

Engaging populations that are frequently left out
Immigrants, people of color, young adults, homeless, refugees, people with disabilities, retail owners/employees, renters

Strategies

• Go to them – identify where people meet (community centers, churches, coffee shops, library, local events, etc.)
• Identify “community connectors” to serve as project ambassadors
• Distribute survey to property management organizations, building managers
• Setting up booths at school events and distributing info through school
Questions & Discussion