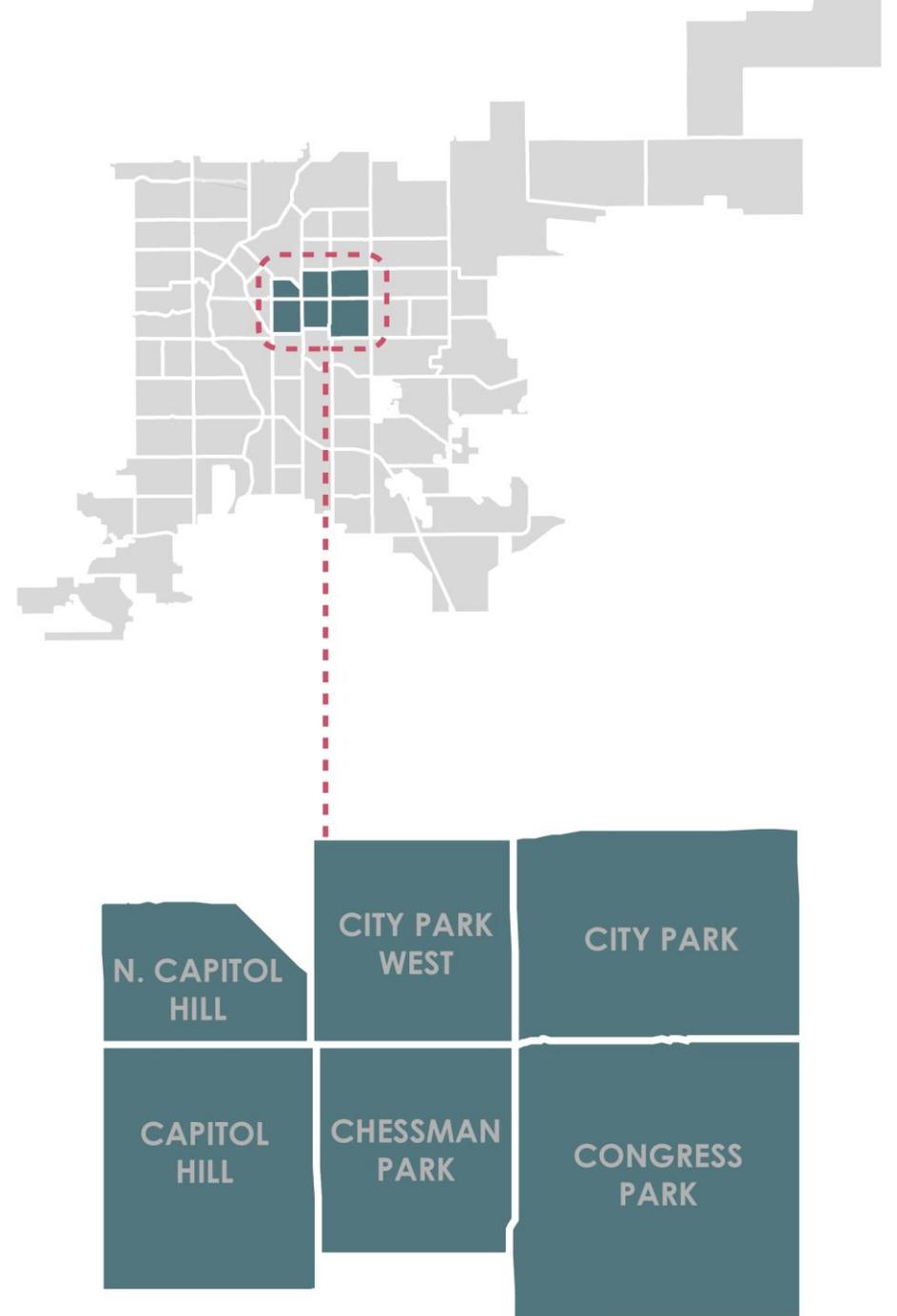


# EAST CENTRAL AREA PLAN

# Steering Committee Meeting

February 8<sup>th</sup>, 2018  
6:00PM – 8:00PM

Tears McFarlane House



# East Central Area Plan Steering Committee Meeting

## 2/8/18 AGENDA

6:00p – 8:00p

CHUN Tears-McFarlane House Community Room - 1290 Williams St

	<b>Time</b>	<b>Item</b>	<b>Objective</b>
1	6:00-6:10	Approval of January Meeting Summary	Confirm or make edits to meeting summary
2	6:10-6:25	Steering Committee Feedback Discussion	Discuss Feedback Provided on Process so Far
3	6:25-6:35	Project Milestone Schedule	Understand the Overall Planning Process and Timeline
4	6:35-6:50	Partnership Tools	Understand Tools that Cities Use to Implement Plans
5	6:50-7:20	Visioning Process and Elements Framework	Understand the Visioning Process and the City-Wide Framework
6	7:20-7:50	Place Mapping Presentation and Discussion	Understand and Provide Input on the Blueprint Denver Place Map that will serve a land use framework for the East Central Area
7	7:50-8:00	Myths/Facts and Announcements	Opportunity to share what you are hearing in the community and help improve the accuracy of information being spread about the project.

# Phase I Recap

# General Process

## Phase I (6-8 Months)

Understand the Area

- Assets
- Issues
- Trends

Objective: Identify Key Opportunities

## Phase II (8-10 Months)

Establish a Vision

- Comprehensive
- Long Term
- Measurable

Objective: Prioritize & Design Community Investments

## Phase III (6-8 Months)

Develop Recommendations

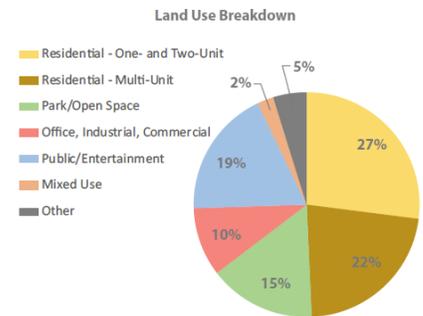
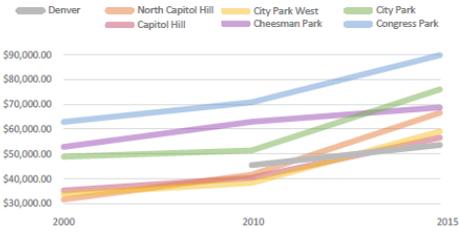
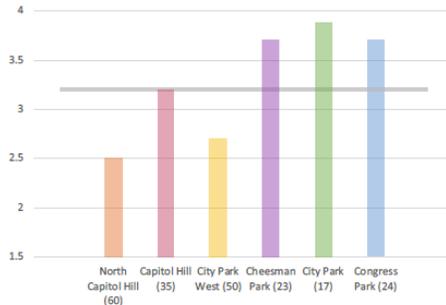
- Regulations
- Financing
- Partnerships

Objective: Propose Policies and Tools to Achieve Vision

# GIS Analysis

Completed spatial analysis to generate:

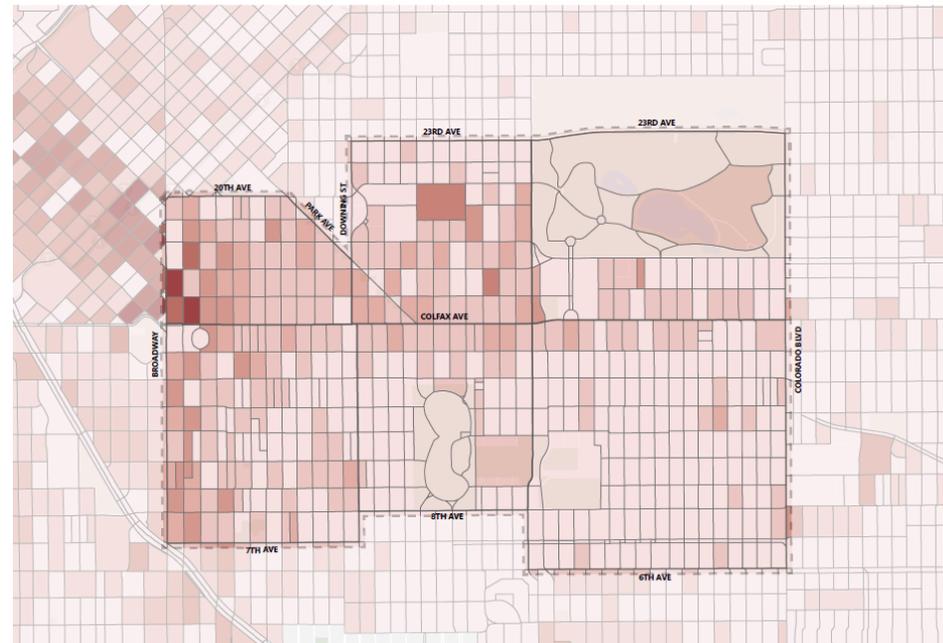
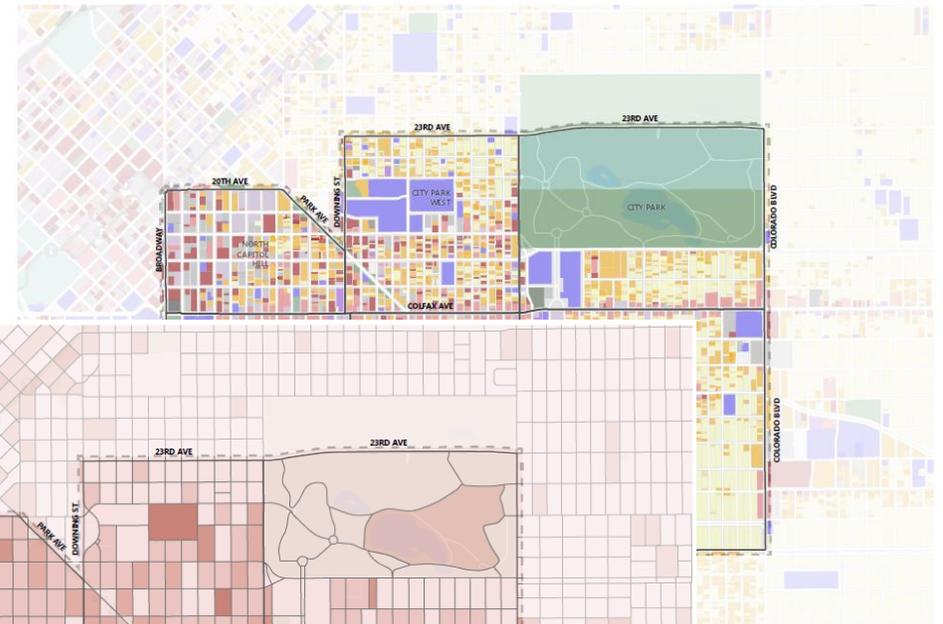
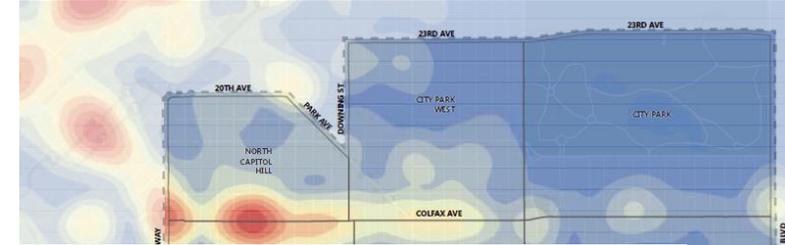
- **80** maps
- **228** charts, graphs and benchmark calculations



Total Jobs



East Central 62,692  
Denver 430,587



# Website & Newsletters

- Project Information Archive and Public Meeting Announcements
- **753** Email Contacts
- **2** Project Update Newsletters with 52% open rate

The screenshot shows the Denver Community Planning and Development website. The header includes the Denver logo and navigation links for Neighborhood, Business, Visiting, Government, Online Services, and A to Z. A search bar is located in the top right. The main navigation bar lists various services like Planning and Design, Zoning, and Landmark Preservation. The current page is titled 'East Central Area Plan' and features a breadcrumb trail. A large image shows a group of people gathered around a table, looking at a map or plan. Below the image is a 'Latest News' section with text about community input and planning. To the right, there are two sidebars: 'Stay Connected' with a 'Sign up for email updates' button, and 'Neighborhoods' with a grid of neighborhood names: N. CAPITOL HILL, CITY PARK WEST, CITY PARK, CAPITOL HILL, CHEESMAN PARK, and CONGRESS PARK. At the bottom, there is a 'Steering Committee' section.

**DENVER**  
THE MILE HIGH CITY

Neighborhood Business Visiting Government Online Services A to Z

Search

Community Planning and Development

Planning and Design Zoning Landmark Preservation Registered Neighborhoods Contractor Licenses About Us Contact Us News

Community Planning and Development / Planning and Design / Neighborhood Planning / Planning Areas / East Central Area Plan

## East Central Area Plan

Stay Connected

[Sign up for email updates »](#)

Contact Us

**Scott Robinson**  
Senior City Planner  
[scott.robinson@denvergov.org](mailto:scott.robinson@denvergov.org)

### Neighborhoods

N. CAPITOL HILL CITY PARK WEST CITY PARK  
CAPITOL HILL CHEESMAN PARK CONGRESS PARK

### Latest News

This summer and fall, Denver's city planners gathered input from residents, business owners and other community stakeholders — both out in the community and online — to help draft a vision for the East Central Area neighborhoods.

Planners have attended community events and meetings to talk about the planning process and hear directly from community members. Additionally, our online surveys have drawn thousands of respondents across the plan area who have shared what they like and dislike and their ideas for improving where they live, work and play.

Beginning in 2018, all the comments and ideas that community members have been providing will start to take shape into a shared community vision for each planning area. Check back on this page for updates and more opportunities to get involved.

### Steering Committee

# 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



# Engagement Events

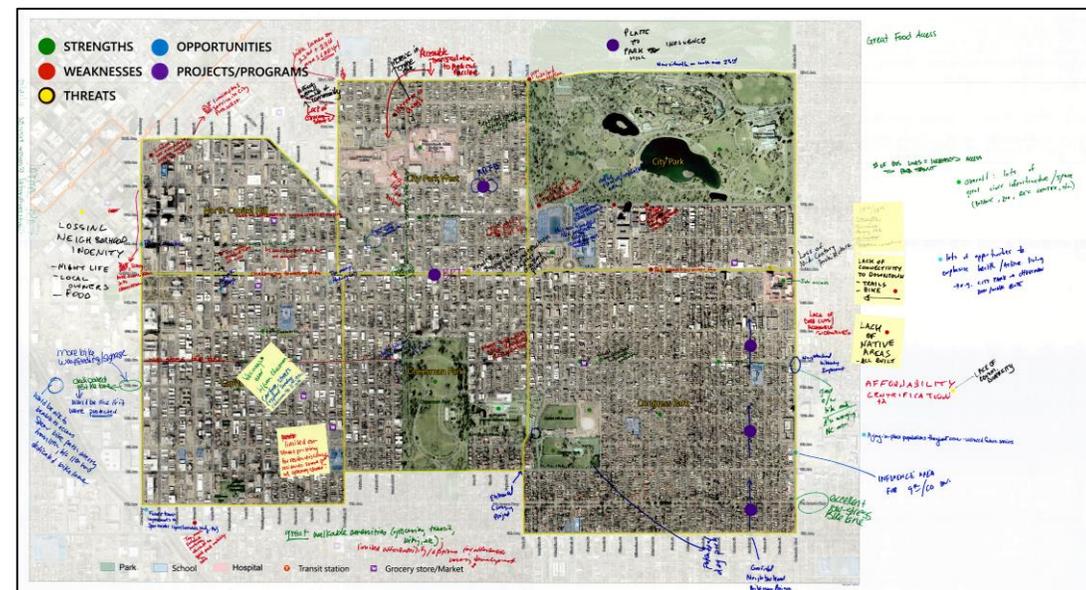
- **12** community events & meetings
- **144** participants
- **760** comments



# Interagency Workshop

**42 staff** from **8 agencies** (listed below) participated in the two-hour workshop

- Denver Regional Council of Governments
- Department of Environmental Health
- Department of Forestry
- Department of Parks and Recreation
- Department of Public Works
- Mayor's Office of Sustainability
- Office of Economic Development
- Regional Transportation District



# Social Media

Accounts on:

Twitter

Instagram

Nextdoor

Facebook

Project team created “Planstagram” in 2017 as a blend of “Instagram” and a traditional photo booth activity which you may find at a wedding reception.

[#planeastcentraldenver](#)

[@denvercpd](#)



# Neighborhood Histories

Researched and wrote

## 6 Neighborhood histories

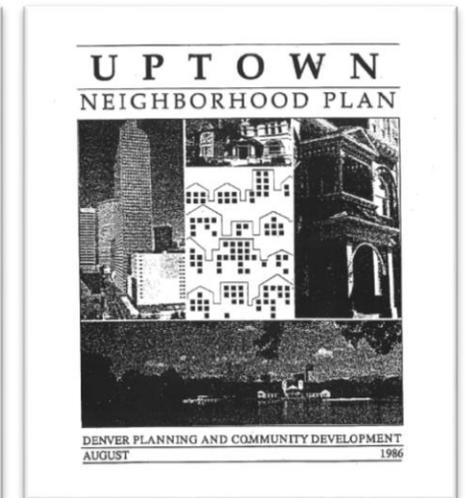
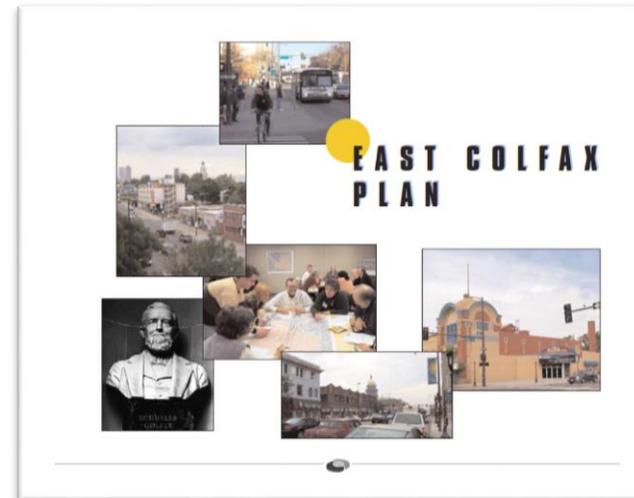
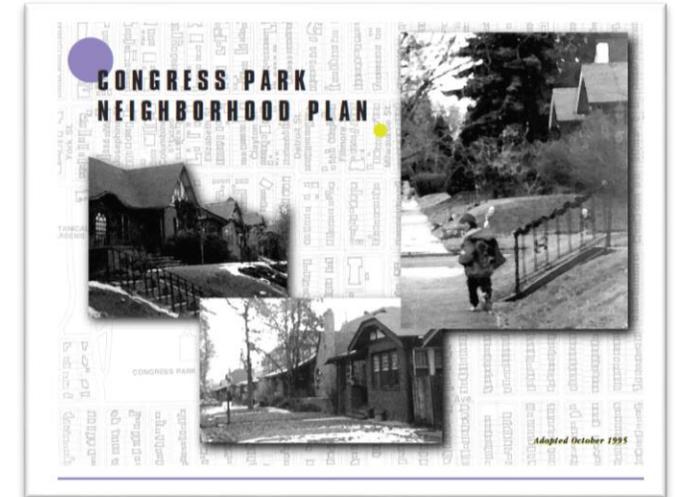
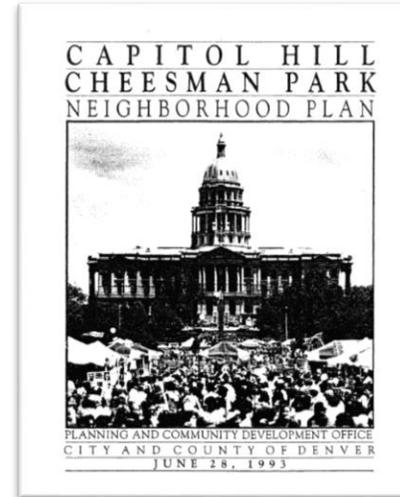
Covered development history and neighborhood trends from first platting through recent changes



# Existing Plans Analysis

Reviewed and analyzed existing adopted plans for the study area

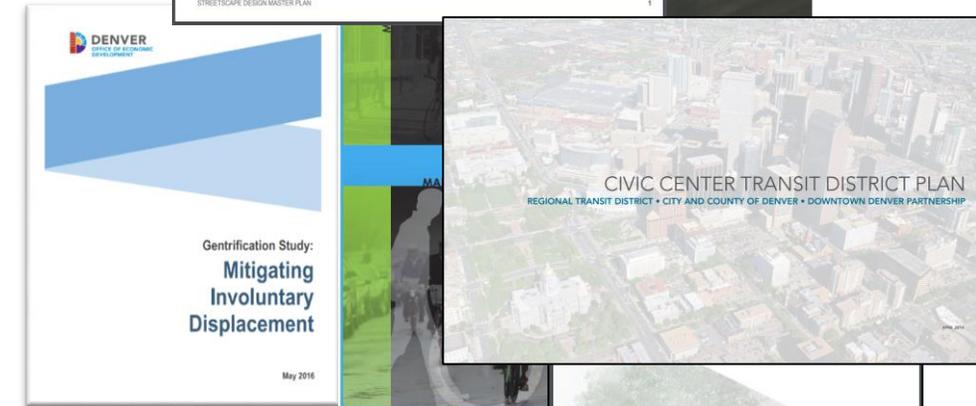
- **5** small area plans
  - Uptown
  - Capital Hill/Cheesman Park
  - Congress Park
  - East Colfax
- **Over 400** recommendations



# Existing Studies Analysis

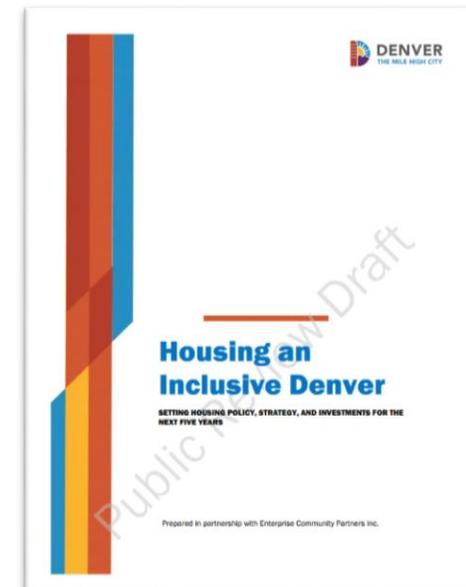
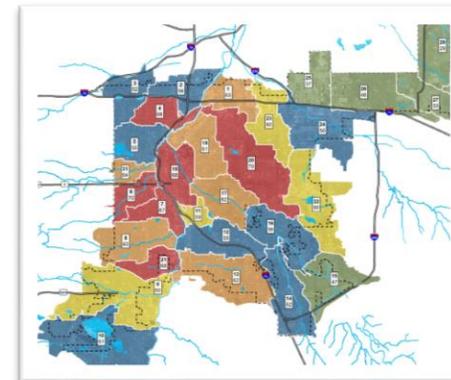
## 14 studies across 7 topic areas

- Land Use
  - Civic Center Station Transit District Plan
  - Colfax Avenue BRT TOD Continuum Analysis
- Transportation
  - Broadway/Lincoln Corridor Study
  - Denver Strategic Transportation Plan
  - Denver Moves: Bikes
  - Denver Living Streets Initiative
- Economic Development
  - Colfax Corridor Connections Economic Development Analysis
- Housing
  - Denver Office of Economic Development Gentrification Study
- Health
  - Denver's Food Vision/Food Plan
  - Outdoor Downtown Draft
- Green Infrastructure
  - Denver Green Infrastructure Strategic Plan
  - Denver Ultra Urban Green Infrastructure Guidelines
- BID Studies
  - Colfax BID Streetscape Plan
  - Bluebird BID Area Plan



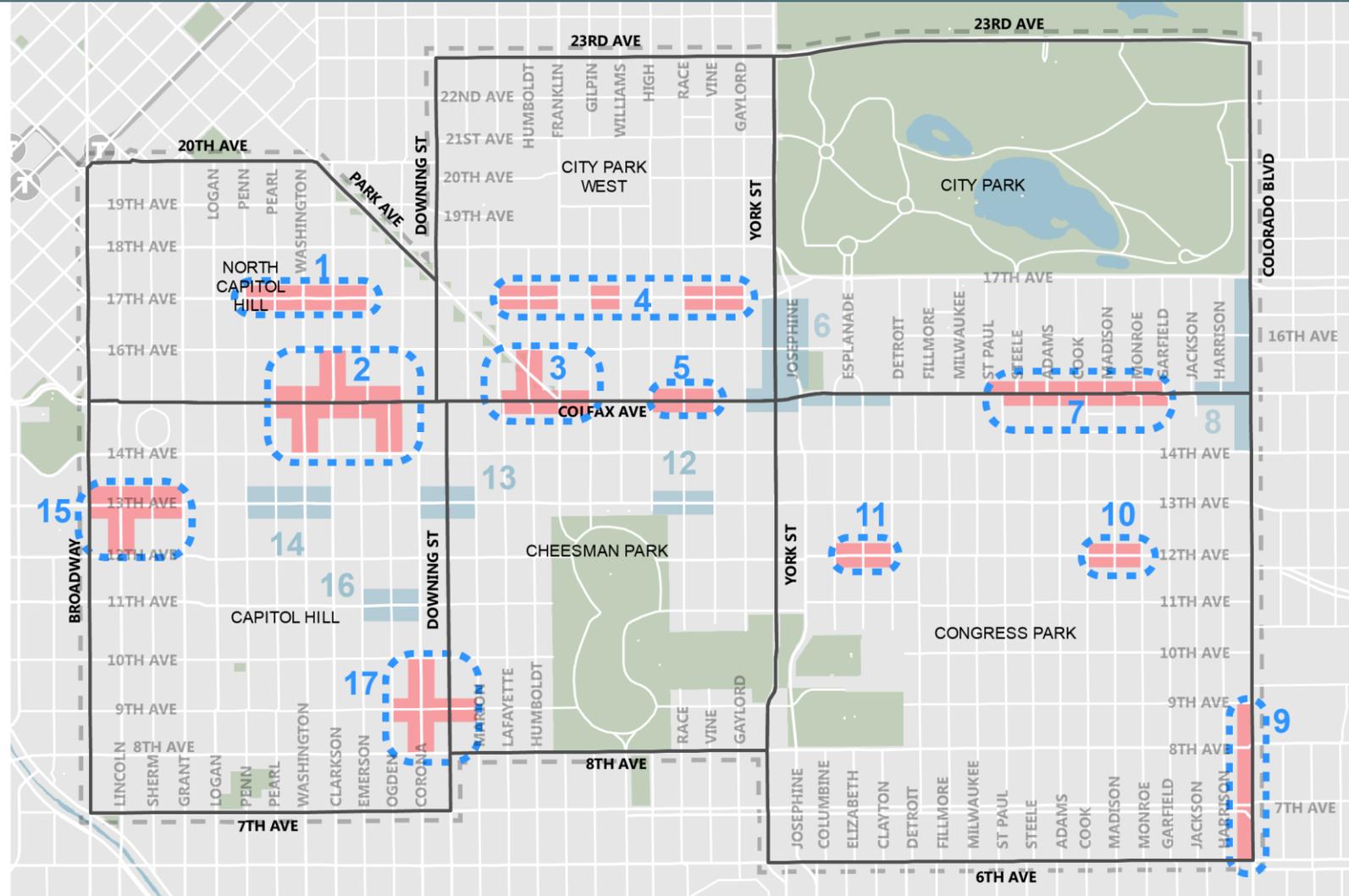
# Concurrent Projects Coordination

- **6** ongoing projects
  - Colfax Bus Rapid Transit
  - City Park Master Plan Update
  - Discover Denver
  - Denverright
    - Blueprint Denver
    - Denver Moves: Transit
    - Denver Moves: Pedestrians and Trails
    - Parks Game Plan
  - Comprehensive Housing Plan
  - Green Infrastructure Implementation Strategy



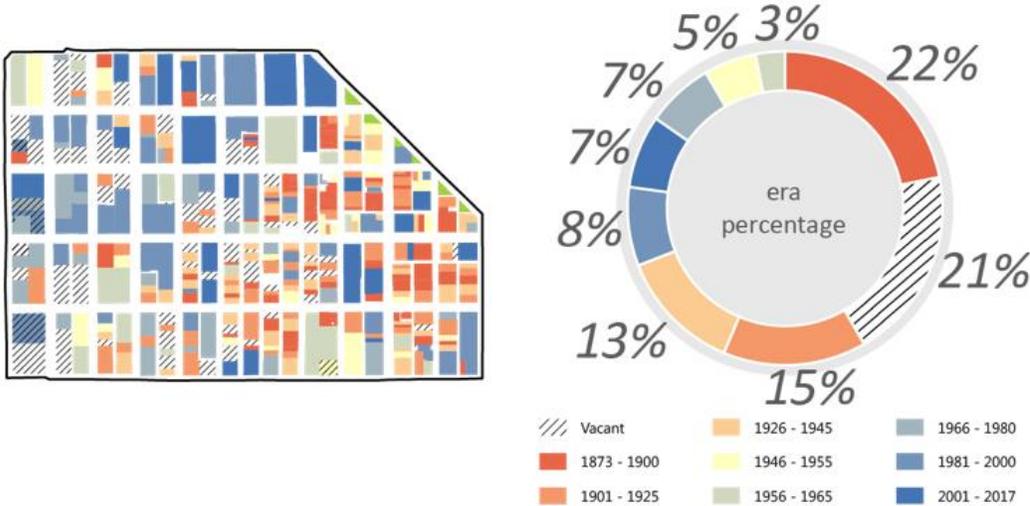
# Urban Quality Survey Tool

- **17** Important nodes identified
- **6** nodes surveyed with community



# Neighborhood Pattern Book

- Initial Analysis of Residential Character in **6** neighborhoods



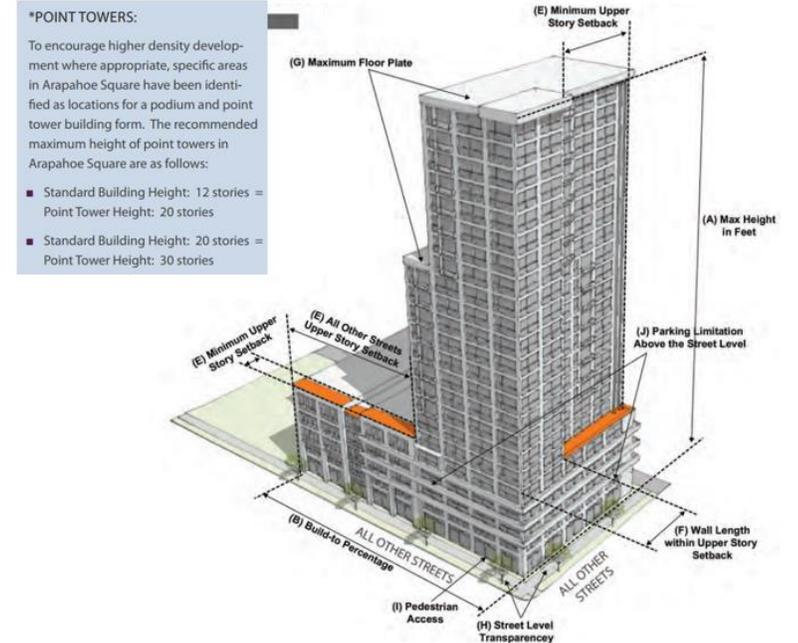
# Implementation Tools

- **51** regulatory, financing, and partnership tools compiled with local examples

## Text Amendments

Example: Arapahoe Square

- Northeast Downtown Neighborhood Plan (2011) called for new building forms
- Text amendments were adopted in 2016



# Project Milestone Schedule

	Phase II: Establish A Vision			Phase III: Develop Recommendations			Phase VI: Implementation
Quarter	Spring '18	Summer '18	Fall '18	Winter '18, '19	Spring '19	Summer '19	Fall '19
Milestone	❖ Draft Vision Statements & Focus Plan Content	❖ Study, Learn, Explore Focus Topics & Focus Areas	❖ Options, Alternatives & Priorities	❖ Draft Recommendations	❖ Draft Plan	❖ Council Adoption	❖ Next Steps Studies
Tasks	<ul style="list-style-type: none"> <li>▪ Guiding Principles</li> <li>▪ Focus Topics</li> <li>▪ Focus Areas</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focused Analysis</li> <li>▪ Best Practices / Case Studies</li> <li>▪ Objectives</li> </ul>	<ul style="list-style-type: none"> <li>▪ Refine &amp; Finalize Vision</li> <li>▪ Resolve Trade-Offs/Conflicting Ideas</li> <li>▪ Design Transformative Projects</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implementation Strategies</li> <li>▪ Implementation Tracking Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>▪ Steering Committee Recommendation on Plan Content</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ordinance</li> <li>▪ Staff Report</li> <li>▪ Final Plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Infrastructure Analysis</li> <li>▪ Pilot Projects</li> <li>▪ Regulatory Changes Study</li> <li>▪ Financing Strategy</li> <li>▪ Partnership Engagement</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>▪ Online Newsletter</li> <li>▪ Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus Groups</li> <li>▪ Targeted: RNO's, BID's, Under-represented populations</li> <li>▪ Online Newsletter</li> <li>▪ Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multi-Day Charrette</li> <li>▪ Online Newsletter</li> <li>▪ Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus Groups</li> <li>▪ Online Newsletter</li> <li>▪ Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>▪ Open House</li> <li>▪ Online Newsletter</li> <li>▪ Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Hearings</li> <li>▪ Online Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus Groups</li> <li>▪ Targeted: Implementation Partners, BID's RNO's Etc.</li> </ul>

# Partnership Tools Overview

# Types of Partnership Tools

## **Agreements**

- Bring organizations together to implement a mutually beneficial project or program

## **Entities**

- Created to manage the implementation of projects and programs on behalf of multiple organizations

# Partnership Tools - Agreements

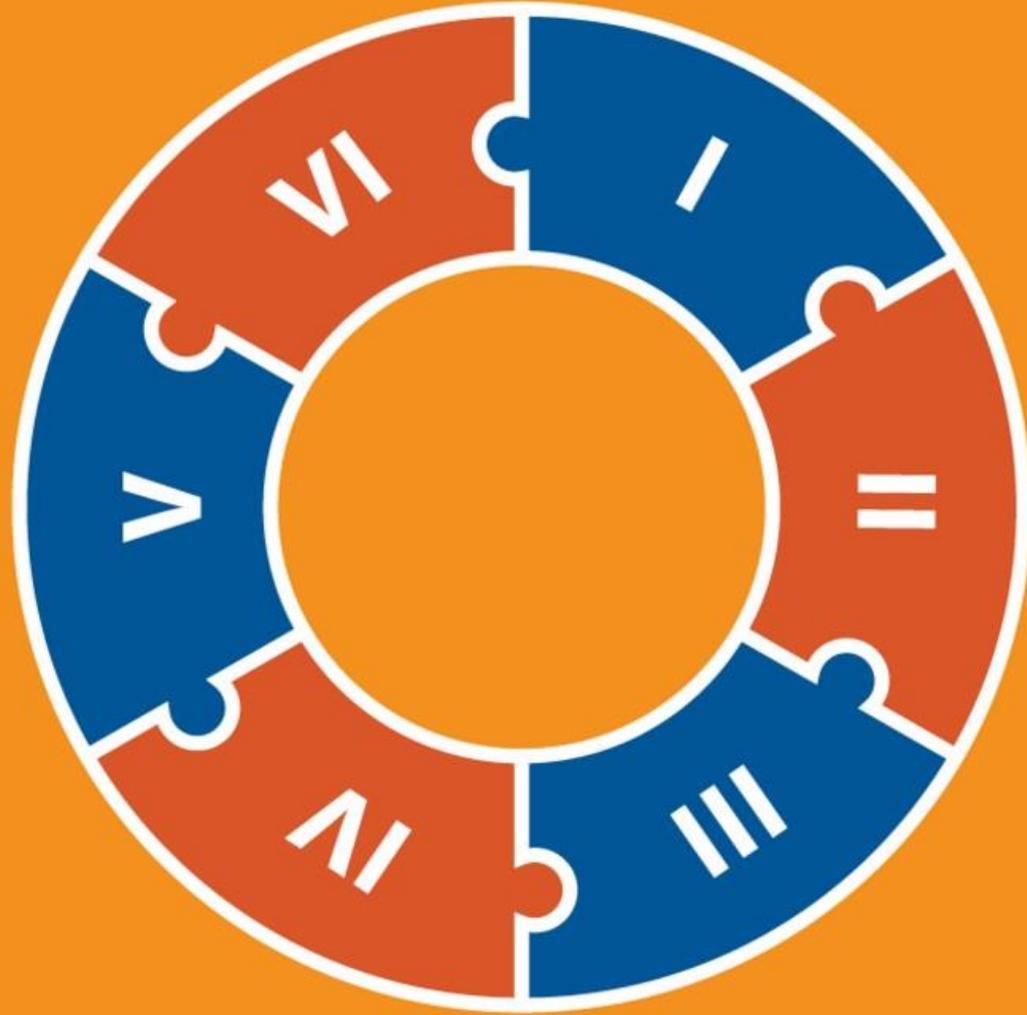
Tool	Who?	Example
Development	City & Developer	City & Broadway Station Partners
Shared Use	City & School / Non-profit	DPS Playgrounds, Carla Madison/East High
Parking	Property Owners	Many throughout City
Sponsorship	City/Community & Business/Community	CU Colorado A-Line
Intergovernmental (IGA)	City & Other Gov't	City and RTD
Request for Proposals (RFP)	City & Business	City Owned Land
Covenant Restriction	City & Property Owner	Many throughout City
Infrastructure Public/Private Partnership (PPP)	City/Other Gov't & Business	RTD Eagle P3
Anchor Institution Partnership	Institution & Community	CU Anschutz Community Campus Partnership

# Partnership Tools - Entities

Tool	Who?	Example
Transportation Management Association (TMA)	City & Businesses	Transportation Solutions
Community Land Trust (CLT's)	Non-Profit / Property Owners	Colorado Community Land Trust
Cooperatives	Employees, Customers	Westwood Food Co-op, Denver Cooperative Preschool
Registered Neighborhood Organization (RNO)	Residents, Businesses, Property Owners	Many throughout City
Community Development Corporation (CDC)	Residents, Non-Profit	NEWSSED CDC, Del Norte CDC
Place Based Non-Profits	Residents/Business Owners	Fax Partnership, West 38 <sup>th</sup> Ave. Merchants Association

# Denverright Vision Elements

THE *Vision* IS MADE UP OF SIX VISION ELEMENTS:



# EQUITABLE, AFFORDABLE AND INCLUSIVE



**SUPPORTING COMMUNITY VALUES:**  
DIVERSE, FRIENDLY AND OPEN  
ACCESS TO OPPORTUNITY  
AFFORDABLE HOUSING AND TRANSPORTATION CHOICES

# Goals- Equitable, Affordable & Inclusive

1. Serve all Denver residents with a diverse range of affordable housing options and quality employment opportunities.
2. Ensure that all Denver residents have safe, convenient and affordable access to basic services and a variety of amenities.

# STRONG AND AUTHENTIC NEIGHBORHOODS



## SUPPORTING COMMUNITY VALUES:

- ACCESS TO AMENITIES AND SERVICES
- ACTIVE AND VIBRANT
- AFFORDABLE HOUSING & TRANSPORTATION
- DIVERSE, FRIENDLY AND OPEN
- ENGAGED COMMUNITY
- EQUITY
- SENSE OF HISTORY AND CULTURAL HERITAGE
- WALKABLE, BIKEABLE, ACCESSIBLE AND TRANSIT-FRIENDLY

# Goals- Strong & Authentic Neighborhoods

4. Maintain and enhance the overall character of well-established neighborhoods.
5. Focus higher intensity growth in walkable, mixed use centers and along transit corridors.
6. Foster great urban design and inviting places that thoughtfully integrate streets, public spaces and private property.
7. Promote enduring and compatible design that responds to an evolving community while embracing historic assets and cultural heritage.

# WELL CONNECTED, SAFE AND ACCESSIBLE PLACES



## SUPPORTING COMMUNITY VALUES:

- WALKABLE, BIKEABLE, ACCESSIBLE, AND TRANSIT-FRIENDLY
- ACCESS TO QUALITY EDUCATION, TRAINING AND LIFELONG LEARNING
- ACCESS TO AMENITIES AND SERVICE
- ACCESS TO OPPORTUNITY
- SAFE AND INVITING
- TRANSIT CHOICES

# Goals- Connected, Safe & Accessible Places

8. Develop high-quality mobility options that prioritize moving people by walking, biking, and transit and connect people to their daily needs.

# ECONOMICALLY DIVERSE AND VIBRANT



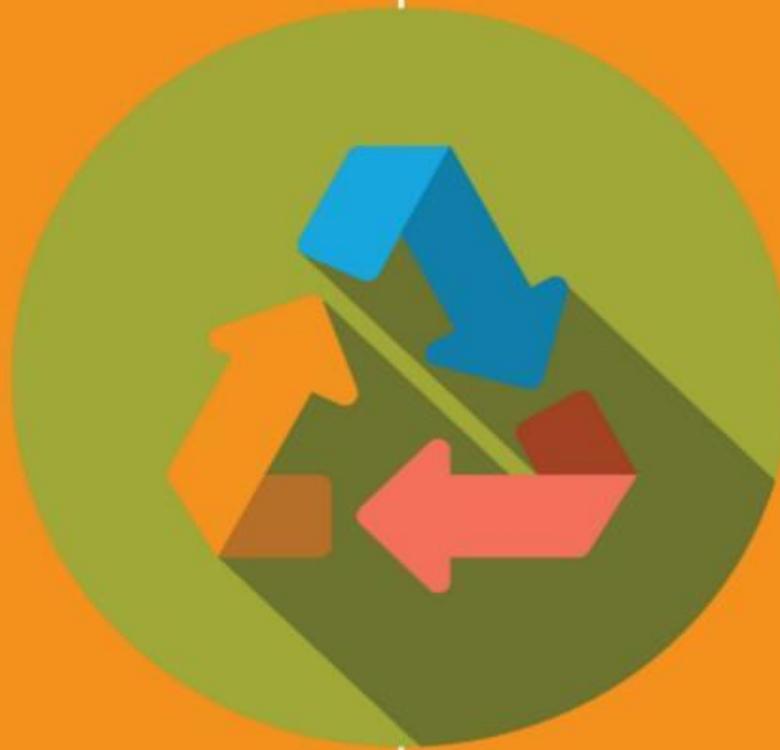
## SUPPORTING COMMUNITY VALUES:

- ACCESS TO OPPORTUNITY
- ACCESS TO QUALITY EDUCATION, TRAINING AND LIFELONG LEARNING
- BUSINESS-FRIENDLY AND ENTREPRENEURIAL
- DIVERSE EMPLOYMENT OPTIONS
- EQUITY

# Goals- Economically Diverse & Vibrant

1. Serve all Denver residents with a diverse range of affordable housing options and quality employment opportunities.
3. Support the growth of employment centers that promote work and educational opportunities for all residents.

# ENVIRONMENTALLY RESILIENT



## SUPPORTING COMMUNITY VALUES:

- ENVIRONMENTAL STEWARDSHIP
- EQUITY
- GREAT PARKS AND OPEN SPACES
- OUTDOOR LIFESTYLE WITH CONNECTION TO THE MOUNTAINS

# Goals- Environmentally Resilient

9. Guide growth in a way that protects and enhances our environment and natural resources.

## HEALTHY AND ACTIVE



### SUPPORTING COMMUNITY VALUES:

- ACCESS TO AMENITIES AND SERVICE
- ACTIVE AND VIBRANT
- GREAT PARKS AND OPEN SPACES
- SAFE AND INVITING
- OUTDOOR LIFESTYLE WITH CONNECTION TO THE MOUNTAINS
- WALKABLE, BIKEABLE, ACCESSIBLE AND TRANSIT-FRIENDLY

# Goals- Healthy & Active

10. Promote healthy lifestyle options for all Denver residents.

# East Central Vision Statement Process



VISION ELEMENT

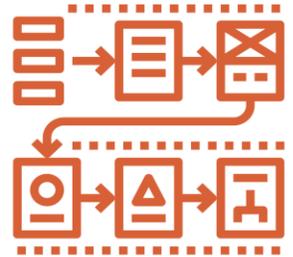
COMMUNITY INPUT



ASSETS  
ISSUES  
TRENDS



DATA



PLANS, STUDIES,  
HISTORY

OPPORTUNITIES



STEERING  
COMMITTEE INPUT

**DRAFT  
EAST CENTRAL  
VISION STATEMENT**

- LONG TERM VIEW (20YR)
- IS ACHIEVABLE/CITY CAN INFLUENCE
- GUIDING PRINCIPLE
- PROVIDES FOCUS
- CAN BE MEASURED

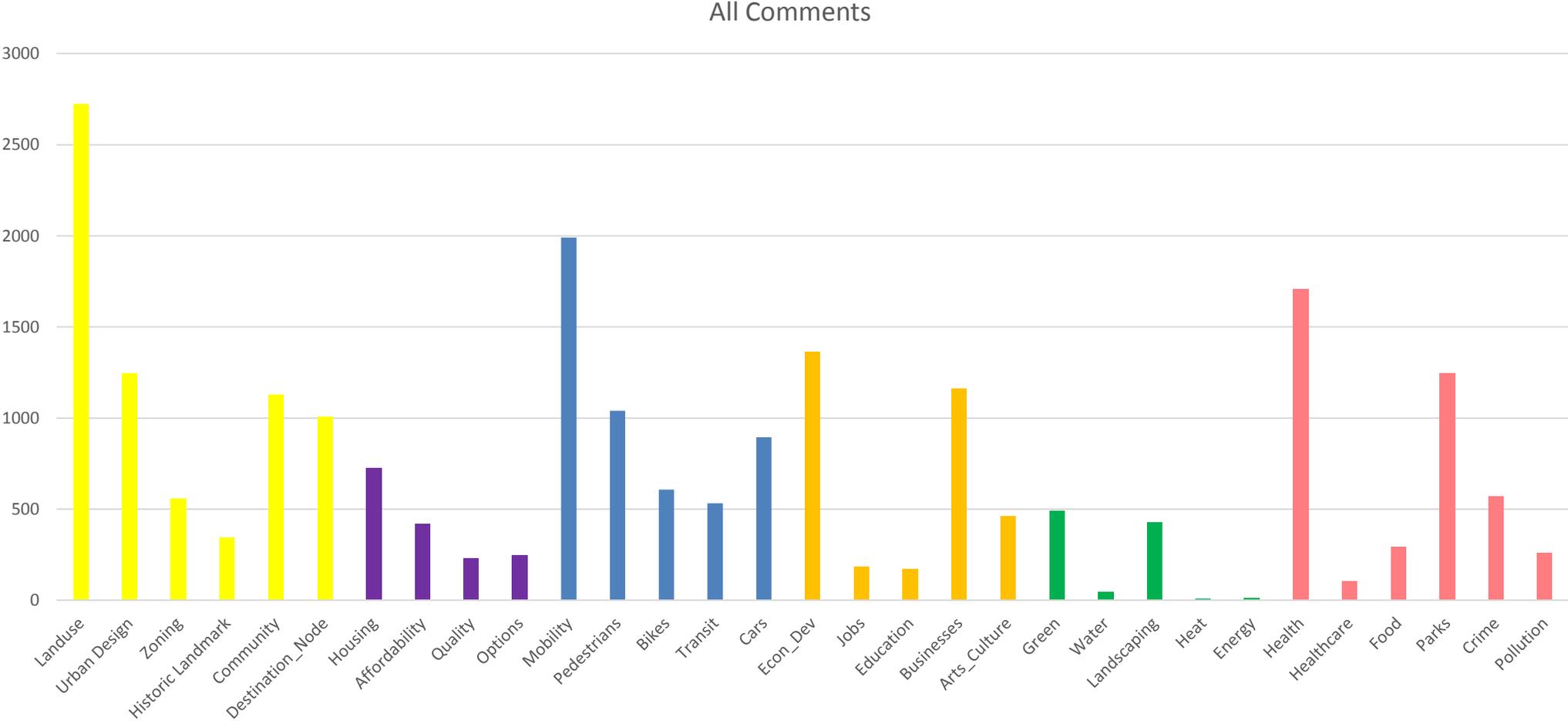


FOCUS TOPICS

FOCUS AREAS

OBJECTIVES

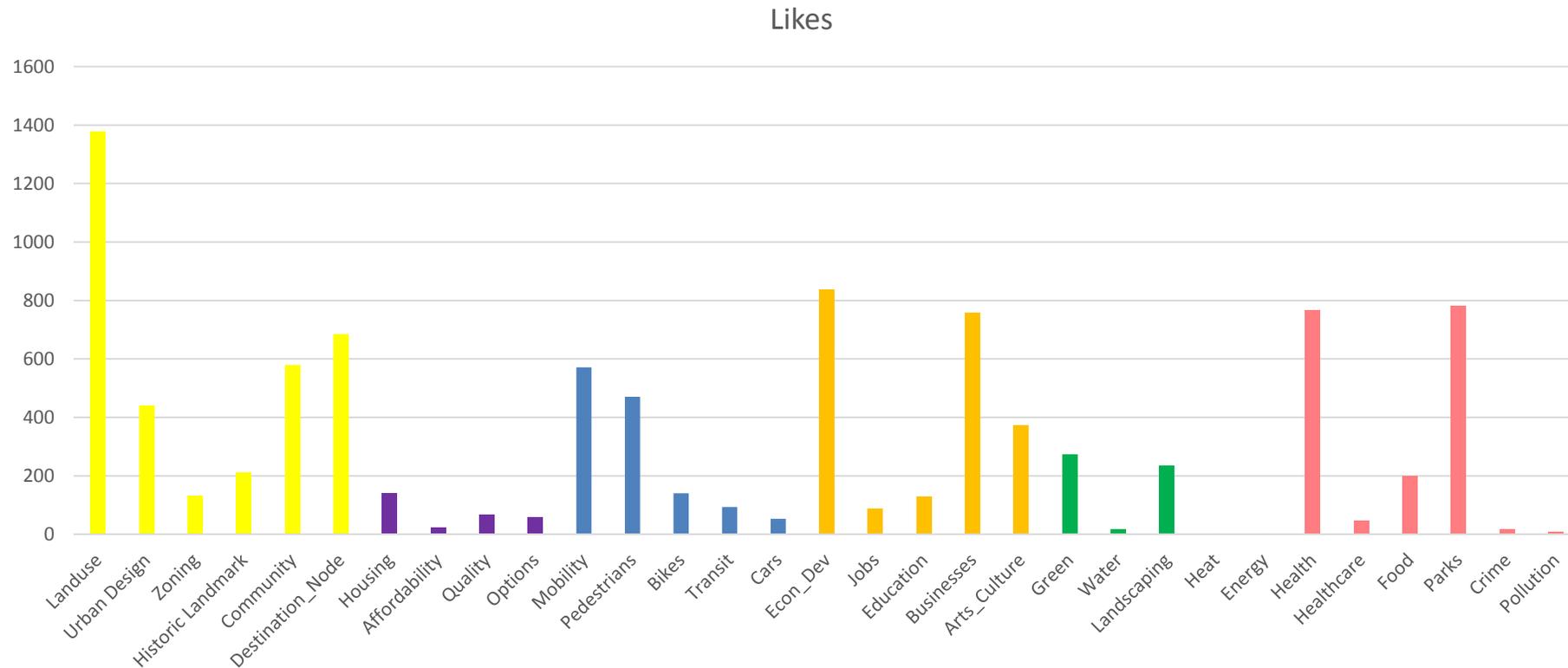
# Total comments: **6,120** (online and in-person) Categorized into 31 Topics



# What People Like in the East Central Area:

## Top Categories:

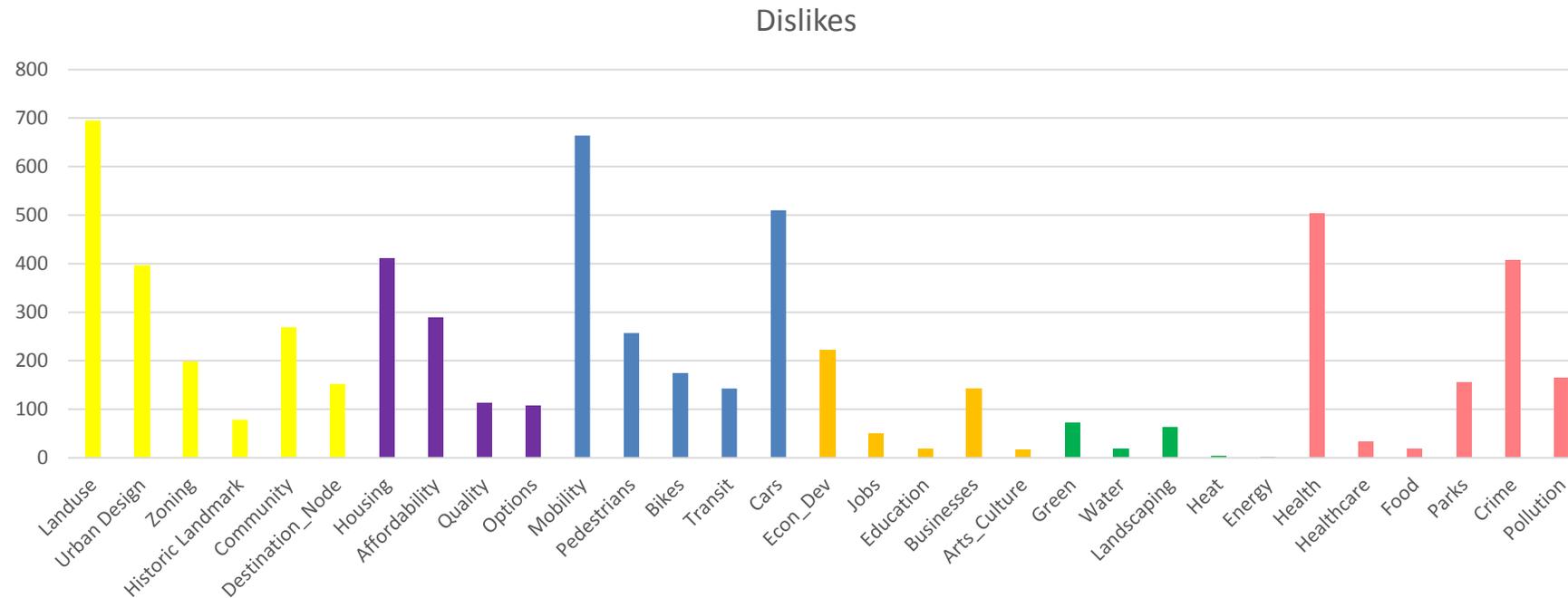
- Parks
- Businesses
- Mixed Use Destinations / Nodes
- Community / Diversity



# What People Dislike in the East Central Area:

## Top Categories:

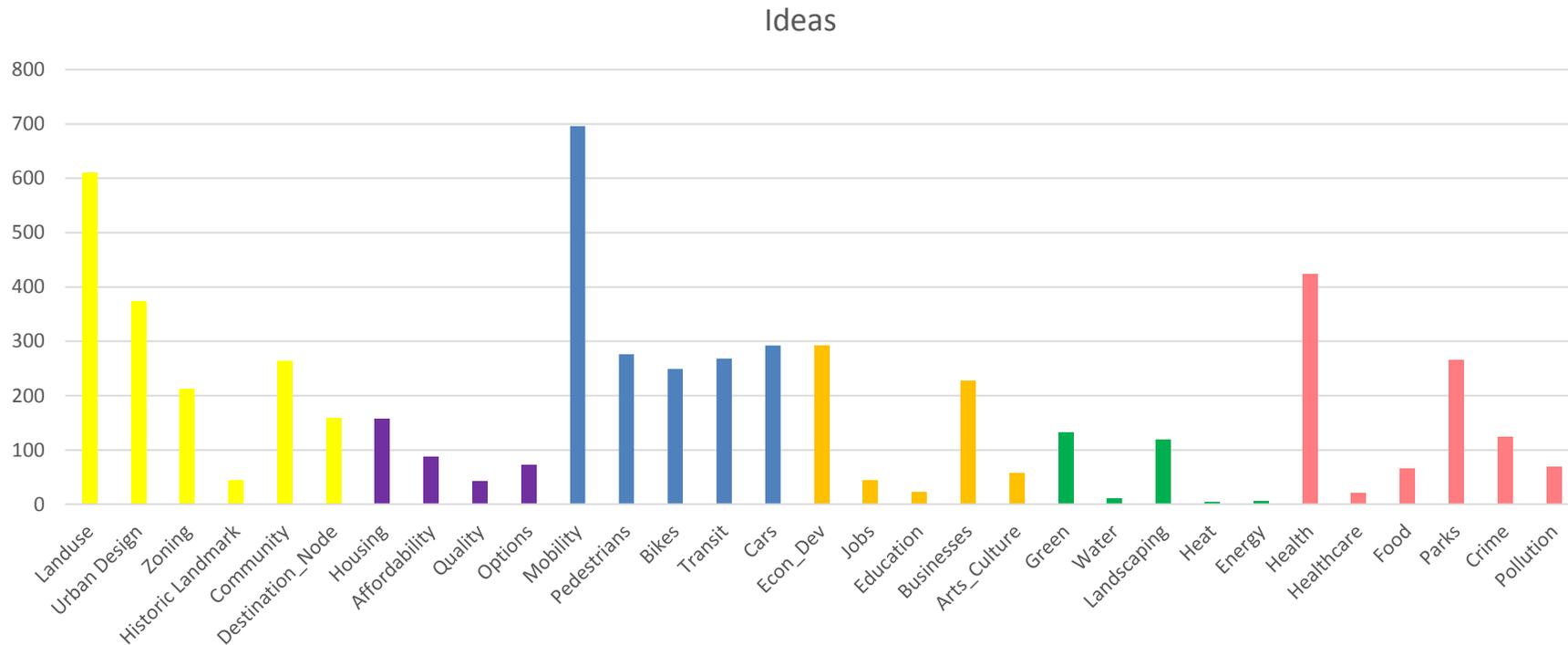
- Traffic
- Crime
- Urban Design
- Housing Affordability



## Ideas for Improvement in the East Central Area:

### Top Categories:

- Mobility
- Parks
- Urban Design
- Businesses





# Place Mapping Presentation & Discussion

# Myths, Facts & Announcements