East Area Plan
Steering Committee Meeting
March 22\textsuperscript{nd}, 2018
Montclair Civic Building
# East Area Plan
Steering Committee Meeting
March 22\textsuperscript{nd}, 2018

## AGENDA

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<td>1 6:00-6:05</td>
<td>Approval of February Meeting Summary</td>
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<td>2 6:05-6:10</td>
<td>Vision Statement Development Process Recap</td>
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<td>3 6:10-7:00</td>
<td>Vision Statement Development Activity: Strong and Authentic Neighborhoods</td>
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<td>4 7:00-7:30</td>
<td>Vision Statement Development Activity: Economically Diverse and Vibrant</td>
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<td>5 7:30-7:50</td>
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<td>6 7:50-8:00</td>
<td>Frequently Asked Questions and Announcements</td>
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Vision Statement Development

Opportunities Analysis
VISION ELEMENTS

1. Equitable, Affordable and Inclusive
2. Strong and Authentic Neighborhoods
3. Well Connected, Safe and Accessible Places
4. Economically Diverse and Vibrant
5. Environmentally Resilient
6. Healthy and Active
Strong and Authentic Neighborhoods
Land Use
Land Use Likes
1,440 Comments
43%
Land Use Dislikes

886 Comments
27%
Land Use Ideas
927 Comments
28%
Urban Design & Historic Character (48%)

Like
- Pedestrian Friendly design
- Quality public realm, Tree Lined streets, Parkways.
- Historic / Old Buildings and established residential character.
- Vintage, Retro feel of Colfax
- Diversity of Building Types, Ages
- Unique Identity / Authenticity

Dislike
- Poor condition of buildings and streetscape
- Incompatible / Out of Character Development
- Automobile Oriented Design / Lack of Walkability
- Low Quality / Generic Design

Ideas
- More Pedestrian Friendly buildings and infrastructure
- Rehabilitate / Reuse Existing Buildings
- Protect and reinforce established character of residential areas.
- Reinforce Unique Identity Through Place-Making
Uses (28%)

Like
- Walkability / Short Distances to Commercial Areas
- Access to Major Destinations; City Park, Downtown
- Diversity of Uses
- Vintage, Retro feel of Colfax
- Quiet, Low Vehicular Traffic of Residential Areas

Dislike
- Underutilized Properties; Vacant Lots/Buildings, Excessive Surface Parking
- Used Car Lots, Motels, Marijuana Dispensaries
- Impacts from Intense Development on Residential Areas
- Not Enough Intense Development to Support Walkability, Businesses, etc.

Ideas
- Redevelop at least some of the motels on Colfax
- Revitalize Colfax with more Intense Development, Improved Infrastructure.
• Land Use Mix

• Zoning Context
Community & Destinations (46%)

Like
- Cohesiveness / Neighborly Residents
- Diversity of People

Dislike
- Losing Diversity of People
- Lack of Family Friendly Destinations

Ideas
- More Community Spaces and Events
- More Coffee Shops, Places to Hang Out
- More Nightlife/Restaurants/Entertainment along Colfax
14% Foreign Born

19% Speak a Language Other Than English At Home
Key Opportunities


2. **Intensive development** located on Colfax Ave, Colorado Blvd., and on health/education campuses have compatible transitions to lower intensity residential areas.

3. **Colfax Avenue** is a thriving destination main street, during day and night, with unique uses, creatively reused buildings, vintage signage, “grittiness”, and pedestrian orientation.

4. **Well preserved** neighborhoods with historic character

5. **High quality** newer buildings that balance design innovation with neighborhood character

6. **Strong sense of community** with diverse and inclusive public and private gathering places.
Discussion Activity

• Choose one or more *Key Opportunities* that you feel strongly about and should be a priority OR describe one that you feel is missing.

• Imagine you are in the year 2040 and are describing what this *Key Opportunity* looks like.

• Write 1 sentence on a sticky note. Start your description with “In 2040”, this will help you stay focused on *Outcomes* and not process.
Economically Diverse and Vibrant
Economic Development
Economic Development
2,135 Comments
28%
**Businesses (84%)**

**Like**
- Arrival of new businesses
- Small, local, convenient community-serving, diverse, essential needs
- Colfax, neighborhood nodes, access to other areas

**Dislike**
- Businesses in poor condition
- Deterrents to visiting (crime, traffic, walkability, streetscape)
- Not a strong business environment
- Motels, car dealerships/shops, dispensaries

**Ideas**
- Entertainment venues
- More neighborhood shopping areas
- Better signs/facades
- Business support services
- Do something about motels
East Area Sales Tax

2012-2016 Change
• 63% Increase
• Hale: 145% Increase
• East Colfax: 26% Increase

2012-2016 Citywide
• 37% Increase
Jobs (26%)

Like
- Businesses in the area
- Proximity to jobs (in the area, Downtown, Anschutz)
- Diverse, mixed-use

Dislike
- Panhandling
- Homelessness

Idea
- Job development for new arrivals
- Transitional services
- Business development programs
- Flexible office space
East Area Jobs

• There are 0.76 jobs per household, compared to 1.56 jobs per household citywide
• Unemployment rate is 6.1%, compared to 5.5% in Denver
• Average wage is $70,766, compared to $60,213 in Denver (East Colfax is $42,329)
• Poverty rate is 18.1%, compared to 15.7% in Denver (East Colfax is 42.1%)
East - Arts & Culture

Arts & Culture (10%)

Like
- Diversity of cultures and businesses
- Proximity to cultural resources
- Library, Molkery, Richthofen Castle
- Art spaces

Dislike
- Loss of culture
- Not enough facilities

Idea
- Entertainment venues
- Art galleries/spaces
- Community center
- More public art and events
Education (7%)

Like
- Good schools (especially elementary schools)
- Walkability/access to schools
- Johnson & Wales

Dislike
- Difficulty getting to schools safely
- Low enrollment
- Poor quality (especially middle/high schools)

Idea
- Cultural/community center
- Youth programs
- Job training
- Improved safety getting to schools
East Area Education

- Six of seven public schools are in the highest two categories in DPS evaluations
- 60% of residents have at least a bachelor’s degree compared to 45% in Denver (East Colfax is 36%)
Key Opportunities

1. Thriving, locally-owned, community-serving **businesses** and commercial areas
2. A diverse mix of **commercial areas** with unique, multicultural **businesses**
3. Access to quality **jobs**
4. Access to quality **education**
5. Ample opportunities to experience **art and entertainment**
6. A community center that supports neighborhood **cultures**
7. **Services** to support all ages and needs
8. **Financially stable** and secure residents
9. Everyone feels **comfortable and welcome**
Discussion Activity

• Choose one or more Key Opportunities that you feel strongly about and should be a priority OR describe one that you feel is missing.

• Imagine you are in the year 2040 and are describing what this Key Opportunity looks like.

• Write 1 sentence on a sticky note. Start your description with “In 2040”, this will help you stay focused on Outcomes and not process.
FAQs and Announcements