EAST AREA PLAN
Steering Committee Meeting

February 22, 2018
6:00 PM – 8:00 PM
Art Gym Denver

Area: 4.55 square miles
Population: 33,082 people
Housing units: 15,533 units
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>6:00-6:10</td>
<td>Approval of January Meeting Summary</td>
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<tr>
<td>6:10-6:30</td>
<td>Project Milestone Schedule</td>
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<td>6:30-7:00</td>
<td>Visioning Process and Elements Framework</td>
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<td>7:00-7:45</td>
<td>Blueprint Denver Place Mapping Presentation and Discussion</td>
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<td>7:45-7:50</td>
<td>Urban Quality Scorecard Reminder</td>
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<td>7:50-8:00</td>
<td>Frequently Asked Questions Discussion</td>
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Project Milestone Schedule
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
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<th>Quarter</th>
<th>Spring ‘18</th>
<th>Summer ‘18</th>
<th>Fall ’18</th>
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<tr>
<td><strong>Phase II: Establish A Vision</strong></td>
<td>❖ Draft Vision Statements &amp; Focus Plan Content</td>
<td>❖ Study, Learn, Explore Focus Topics &amp; Focus Areas</td>
<td>❖ Options, Alternatives &amp; Priorities</td>
<td>❖ Draft Recommendations</td>
<td>❖ Draft Plan</td>
<td>❖ Council Adoption</td>
<td>❖ Next Steps Studies</td>
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Denveright 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
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 Vision Statement Process
Blueprint Denver Places & Change Categories
Blueprint for an Inclusive City

• All of Denver is **evolving** – change is more than growth

• **Improve** quality of life and access for **all citizens**

• Need to be **strategic and intentional** about directing growth to help achieve our vision of **equity** and benefit the entire city, avoiding a future Denver that is unaffordable and exclusive
Blueprint for an Inclusive City

Complete Neighborhoods

Create a Denver with complete neighborhoods and great places accessible to everyone, regardless of age, ability or income.

All Neighborhoods are Complete ≠
All Neighborhoods are the Same
An Inclusive City through Complete Neighborhoods

Complete, but distinct...

- Housing type and choice
- Variety of shops, restaurants and jobs
- Connectivity and access
- Basic amenities and infrastructure
- Culture, identity and placemaking
3. Blueprint Change Categories
Blueprint 2002: Change Categories

Two categories

- Areas of Change
  - Direct growth
- Areas of Stability
  - Maintain character
Assumptions:

- Only looks forward at desired outcomes
- New development is the only significant type of change
- Neighborhoods stop evolving
- Households and their needs don’t change dramatically over time
- A full set of community values are not acknowledged
Blueprint 2018 Categories of Change

Transform
- Expected to experience significant character change

Connect
- Improve access to opportunity

Integrate
- Vulnerable to displacement

Enrich
- Strengthen and be inclusive
Blueprint 2018 Categories of Change

Assumptions:

• Looks forward while acknowledging existing conditions and community values
• Everywhere is evolving
• Neighborhoods experience different types of change
• Need for policies/objectives and strategies to address different types of change

NEIGHBORHOOD CHANGE

Transform
Integrate

Connect
Enrich
Categories of Change – Four Inputs

1. **Character Change**
   - Measurement = the amount of desired physical change for an area
   - Captures areas where Blueprint recommends a change in Place Type and/or Neighborhood Context
Categories of Change – Four Inputs

2. Access to Opportunity

- Measurement = Physical access to healthy food, education, parks, shopping, entertainment and jobs
- Captures areas that currently do not have access to key elements of a complete neighborhood
Categories of Change – Four Inputs

3. Vulnerable to Displacement
   - Measurement: Socioeconomics, market pressure and pace of appreciation and transactions
   - Captures areas that are vulnerable to displacement
Categories of Change – Four Inputs

4. Diversity
   - Measurement = Diversity in income, education, and housing stock
   - Captures areas that seek to become stronger and more resilient by diversifying
Example Categorization

ENRICH  Integrate  Connect  Transform

Example: West Wash Park

Enrich  Transform  Connect  Integrate
Example Categorization

Example: Westwood
Example Categorization

Example: Montbello
Example Categorization

Enrich  Integrate  Connect  TRANSFORM

Example: Central Platte Valley - Auraria

Transform

Connect
Integrate
Enrich
Blueprint 2002
Future Land Use Plan Map

- Primarily about land use
- Lacks clear hierarchy
Neighborhood Contexts

DOWNTOWN

URBAN CENTER

GENERAL URBAN

URBAN

URBAN EDGE

SUBURBAN
What Are the Places That Make Our City?
Next Steps

• Starting February 20th, community workshops in City Council districts
  – Feb. 27, 5:30 - 8 p.m., Corky Gonzales Library, 1498 Irving St. (CD 3)
  – Mar. 1, 6 - 8 p.m., All Saints Parish Hall, 2559 S. Federal Blvd. (CD 2)
  – Mar. 6, 5:30 - 7:30 p.m., Community of Christ Church, 480 N. Marion St. (CD 10)
  – Mar. 7, 6 - 7:30 p.m., Evie Garrett Dennis Campus, 4800 Telluride St. (CD 11)
  – Mar. 8, 6 - 8 p.m., Valverde Elementary, 2030 W. Alameda Ave. (CD 7) SPANISH-LED
  – Mar. 14, 6 - 8 p.m., DSST Byers School, 150 S. Pearl St. (CD 7) No Spanish interpretation
  – Mar. 15, 5:30 - 7 p.m., DSST Stapleton High School, 2000 Valentia St. (CD 8)

• [www.denvergov.org/denveright](http://www.denvergov.org/denveright) for more information, plan materials and to provide feedback.

• Public review draft released in the spring!
Urban Quality Scorecard Reminder
Draft Urban Quality Tool survey locations

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<td>2</td>
<td>Kearney between 23rd &amp; 22nd</td>
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<td>Oneida between 23rd &amp; 22nd</td>
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Frequently Asked Questions Discussion