EAST AREA PLAN

Steering Committee Meeting

October 26, 2017
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>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:10</td>
<td>Approval of September Meeting Summary</td>
</tr>
<tr>
<td>6:10-6:40</td>
<td>Overview of Urban Quality Tool</td>
</tr>
<tr>
<td>6:45-7:30</td>
<td>Urban Quality Tool Field Study</td>
</tr>
<tr>
<td>7:30-7:50</td>
<td>Group discussion of Field Study</td>
</tr>
<tr>
<td>7:50-8:00</td>
<td>September Homework Assignment – Underserved Outreach</td>
</tr>
</tbody>
</table>
Understand the Area
- Assets
- Issues
- Trends

Objective: Identify Key Opportunities

Phase I (6-8 Months)

Establish a Vision
- Comprehensive
- Long Term
- Measurable

Objective: Prioritize & Design Community Investments

Phase II (8-10 Months)

Develop Recommendations
- Regulations
- Financing
- Partnerships

Objective: Propose Policies and Tools to Achieve Vision

Phase III (6-8 Months)

General Process
Community Engagement Methods

- **Online** – Surveys, Mapping Exercises, etc.
- **Targeted** – Existing Meetings, Street Team, Field Tours, etc.
- **Community Workshops** – Visioning, Design Charrette, Open House
- **Focus Groups** – Topical Experts, Advocates, Interested Residents
- **Steering Committee** – Formally appointed Community Stakeholders
Urban Quality Scorecard

PLACE-MAPPING OUR GREAT PLACES
AND THOSE PLACES WE WANT TO BECOME GREAT
SCORECARD:
Metrics to inform recommendations & implementation
SCORECARD:

Data-driven analytics tied to recommendations
SCORECARD:
Can we create metrics to evaluate complex places?
SCORECARD:

Metrics to evaluate our complex relationships:

Do you have a shared experience once a month?

What are your expectations during times of hardship?

Count the number of meals you share during a typical week.
SCORECARD:
What kind of questions do we ask with placemaking?

Measurable
Visible evidence
URBAN QUALITY SCORECARD:
Breaking places down into their component parts.
INTO THE COMPONENT PARTS:

- **Uses:** (live/work/play mix)

REASONS FOR ARRIVING AND REMAINING
INTO THE COMPONENT PARTS:

• Buildings: (private realm)
INTO THE COMPONENT PARTS:

- **Environment** (public realm)

TREE CANOPY, PEDESTRIAN SCALE, AND TRAFFIC CALMING.
INTO THE COMPONENT PARTS:

- Mobility (local connections)
INTO THE COMPONENT PARTS:

• Uses (live/work/play mix)
• Buildings (private realm)
• Environment (public realm)
• Mobility (level of user stress)
Research consistently shows that neighborhoods which:
1. mix land uses,
2. make walking safe and convenient,
3. and are near other development allow residents and workers to reduce Vehicle Miles Traveled by 50%.

Land Use Impacts on Transport. 18 July 2017. Victoria Transport Policy Institute
EXAMPLE SCORING AND DATA DRIVEN RECOMMENDATIONS:
SCORING AND ANALYSIS:
SCORING:

Uses:
Number of Live/ Work/ Play land uses.

SCORING: 12
Buildings:
Number of pedestrian entrances/ seating/ transparency/ articulation

SCORING:

12

14 average
Environment:
Tree number and health/maturity
Traffic calming
Greenery
Enclosure ratio

SCORING:
6 average
SCORING AND ANALYSIS:

PLACE - SCORE 53
RECOMMENDATIONS AND IMPLEMENTATION:

METRICS FOR PUBLIC WORKS TO PRIORITIZE PROJECTS
RECOMMENDATIONS:

PLACE - SCORE 53 68
RECOMMENDATIONS AND IMPLEMENTATION:

EVALUATION CRITERIA FOR DEVELOPMENT GUIDELINES OR OVERLAYS

Use of semi-public realm
Increase in transparency
Active ground floor uses
RECOMMENDATIONS:

INFORM PROGRAMMING AT KEY REDEVELOPMENT SITES.
RECOMMENDATIONS:

PLACE - SCORE 53 68 81
RECOMMENDATIONS:

<table>
<thead>
<tr>
<th>PLACE-SCORE</th>
<th>53</th>
<th>68</th>
<th>81</th>
</tr>
</thead>
<tbody>
<tr>
<td>+Track changes in lease rates or local land value</td>
<td>21</td>
<td>22</td>
<td>21</td>
</tr>
</tbody>
</table>
WHERE ARE WE SCORING TODAY?
COMMUNITY ASSET MAP

DRAFT MAPTIONNAIRE COMMUNITY INPUT

COMMUNITY NODES AND OUR 3RD PLACES
DATA GATHERING:
COMMUNITY NODES AND OUR 3RD PLACES

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Blockside #2

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Krameria St. between Colfax Ave and 14th Ave
### Urban Quality Scorecard

#### Environment
- **Healthy Trees**: Evaluate the health of trees on each street.
- **Landscape Elements**: Assess landscaping aesthetics.
- **Noise Protection**: Determine if noise levels are managed.
- **Maintenance**: Evaluate the maintenance of the environment.

#### Traffic
- **Speed Perception**: Measure the perceived speed of traffic.
- **Traffic Volumes**: Count the volume of traffic in each direction.
- **Noise Pollution**: Assess traffic-induced noise pollution.

#### Mobility
- **Bike Lanes**: Identify bike lanes on each road.
- **Bike Parks**: Locate bike parking facilities.
- **Accessibility**: Check for accessibility features.

#### Buildings
- **Public Entrances**: Count public entrances within 30 feet.
- **Window Views**: Evaluate visible activity.
- **Outdoor Seating**: Assess outdoor seating areas.

#### Uses
- **Lives**: Identify residences.
- **Work**: Locate workspaces.
- **Play**: Identify recreational areas.
- **Food & Entertainment**: Evaluate dining and entertainment options.

#### Sense
- **Perception of Aesthetics**: Assess the overall visual appeal.
- **Quality of Life**: Evaluate the overall quality of life.

#### Study the entire block/street/space and evaluate the following:
- **Feel and Vibrancy**: Use a scale of 1 to 5.
- **Trees and Canopy Safety**: Evaluate tree density and safety.
- **Parking Mobility**: Assess parking and accessibility.
- **Noise Level**: Evaluate noise levels.
- **Authenticity**: Check for authenticity.
- **Child-Friendly**: Assess child-friendliness.
- **Lighting**: Evaluate lighting levels.
- **Accessibility**: Assess accessibility features.

### Scorecard Categories
- **A+**: Excellent
- **A**: Very Good
- **B**: Good
- **C**: Fair
- **D**: Poor
- **Fail**: Needs Improvement
<table>
<thead>
<tr>
<th>Building Feature</th>
<th>Evaluation Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open public entrances within 30 feet</td>
<td>(✓)=for each public entry location accessible/unblocked from a public way</td>
<td></td>
</tr>
<tr>
<td>Awnings, entry features, iconic details</td>
<td>(✓)=blank/low ( ✓)=some/blocked ( ✓✓)=some/visible ( ✓✓✓)=many/visible</td>
<td></td>
</tr>
<tr>
<td>Public outdoor seating areas</td>
<td>(✓)= for each visible seating area with groups of 4-12 seats</td>
<td></td>
</tr>
<tr>
<td>Windows and visible activity inside</td>
<td>(✓)=less than 1 story ( ✓✓)=1-2 stories ( ✓✓✓)=2-3 stories ( ✓✓✓✓)=4+ stories</td>
<td></td>
</tr>
<tr>
<td>Average building height fronting the street</td>
<td>(✓)=0-10% ( ✓)=10%-25% ( ✓✓)=25%-50% ( ✓✓✓)=50%-100%</td>
<td></td>
</tr>
<tr>
<td>Visible parking areas within 12' of the sidewalk</td>
<td>(✓)=0-10% ( ✓)=10%-25% ( ✓✓)=25%-50% ( ✓✓✓)=50%-100%</td>
<td></td>
</tr>
</tbody>
</table>
### Scorecard:

**Buildings**

<table>
<thead>
<tr>
<th>Question</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many open public entrances within 30 feet are there?</td>
<td>✅✅✅✅✅</td>
</tr>
<tr>
<td>Do buildings have awnings, entry features, or iconic details?</td>
<td></td>
</tr>
<tr>
<td>How many public outdoor seating areas are there?</td>
<td></td>
</tr>
<tr>
<td>Are there windows and can you see visible activity inside?</td>
<td></td>
</tr>
<tr>
<td>What is the average building height fronting the street?</td>
<td></td>
</tr>
<tr>
<td>Are there visible parking areas within 12' of the sidewalk?</td>
<td></td>
</tr>
</tbody>
</table>

**Score Evaluation**

- Low: 0-25%
- Fair: 25%-50%
- Good: 50%-75%
- Great: 75%-100%

**Counts per number or % of 1/2 block side:**

- 1/2 block side: 
  - Low: ✅
  - Fair: ✅
  - Good: ✅
  - Great: ✅

**Additional Information:**

- Griffin Private Parties
- Griffin Public Parties

**Image Description:**

- Street view with storefronts and visible signs.
- Pedestrians visible on the sidewalk.
- Street appears clean and well-maintained.

**Location Details:**

- Address: 123 Main St, City, State, USA
- Contact: 555-1234
- Website: www.griffinprivateparties.com

**Contact Information:**

- Griffin Private Parties
- Griffin Public Parties

**Services Offered:**

- Catering
- Event Planning
- Venue Rental

**Location Features:**

- Outdoor seating available
- Ample parking
- Quiet neighborhood

**Contact Us:**

- For reservations or inquiries, please contact Griffin Private Parties at 555-1234 or visit www.griffinprivateparties.com.
**SCORECARD:**

### BUILDINGS

- **How many open public entrances within 30 feet are there?**
  - (✓) = for each public entry location accessible/unblocked from a public way
  - (✓✓) = 25%-50%
  - (✓✓✓) = 50%-75%
  - (✓✓✓✓) = 75%-100%

- **Do buildings have awnings, entry features, or iconic details?**
  - (✓) = 0-25%
  - (✓✓) = 25%-50%
  - (✓✓✓) = 50%-75%
  - (✓✓✓✓) = 75%-100%

- **How many public outdoor seating areas are there?**
  - (✓) = for each visible seating area with groups of 4-12 seats

- **Are there windows and can you see visible activity inside?**
  - (✓) = blank/low
  - (✓✓) = some/blocked
  - (✓✓✓) = some/visible
  - (✓✓✓✓) = many/visible

- **What is the average building height fronting the street?**
  - (✓) = less than 1 story
  - (✓✓) = 1-2 stories
  - (✓✓✓) = 2-3 stories
  - (✓✓✓✓) = 4+ stories

- **Are there visible parking areas within 12’ of the sidewalk?**
  - (✓) = 0-10%
  - (✓✓) = 10%-25%
  - (✓✓✓) = 25%-50%
  - (✓✓✓✓) = 50%-100%

---

- **Evaluated per number or % of 1/2 block side:**

---

- **Low**
- **Fair**
- **Good**
- **Great**

---

- **Score:**
  - [ ]
  - [ ]
  - [ ]
  - [ ]
# Scorecard:

Indicate each visible ground floor use. (✓) for each separate use.

<table>
<thead>
<tr>
<th>Uses</th>
<th>Description</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live:</td>
<td>Residential unit with direct access, residential lobby, hotel lobby</td>
<td></td>
</tr>
<tr>
<td>Work:</td>
<td>Professional service, office lobby, workshop, school, day care</td>
<td>✓✓✓</td>
</tr>
<tr>
<td>Play - retail</td>
<td>Shopping, hair salon, fitness, spa</td>
<td>✓✓</td>
</tr>
<tr>
<td>-food &amp; entertainment:</td>
<td>Restaurant, pub, coffee</td>
<td></td>
</tr>
<tr>
<td>-active:</td>
<td>Park, plaza, + playground</td>
<td></td>
</tr>
<tr>
<td>Essential:</td>
<td>Grocer, pharmacy, healthcare, small market</td>
<td></td>
</tr>
</tbody>
</table>

(✓) total
### SCORECARD:

<table>
<thead>
<tr>
<th>MOBILITY</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Is there a bike lane?</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(✓) = sharrow (✓ ✓) = separated (✓ ✓ ✓) = protected per direction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Is there bike parking or a bikeshare facility?</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(+ ✓) = yes for each</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Is there space to walk/ roll?</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>(✓ ✓ ✓) = yes (+ ✓ ✓) = 6’-8’ w. (+ ✓ ✓ ✓) = 8’+ w.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Count the onstreet parking spaces:</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>(+ ✓) = for each 2 spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Is there a transit stop?</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(✓) = bus/train stop (✓ ✓) = shelter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Are there significant vehicular crossings and repair issues?</strong></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>(+ ✓) = per each curbside and driveway crossing (✓ ✓) = infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>disrepair</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Grim: 0-5
- Low: 6-10
- Fair: 11-15
- Good: 16-20
- Great: 21-25
### SCORECARD:

#### TRAFFIC

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your perceived speed of the traffic in mph?</td>
<td></td>
</tr>
<tr>
<td>(0-25) (25-30) (30-35) (35-45) (45+) per block</td>
<td></td>
</tr>
<tr>
<td>Count the lanes of active traffic:</td>
<td></td>
</tr>
<tr>
<td>(0-2) (3-4) (5+) (+1-way traffic) per block</td>
<td></td>
</tr>
<tr>
<td>Is there noise pollution from traffic or transit?</td>
<td></td>
</tr>
<tr>
<td>(++)=traffic or high noise (+)=other noise pollution</td>
<td></td>
</tr>
</tbody>
</table>

#### SENSES

Study the entire block/street/space and evaluate the following:

- Best Quality: (”circle” up to 3 choices)
- Worst Quality: (”X” up to 3 choices)

- tree-canopy
- safety
- parking
- mobility
- noise level
- clean
- lively
- beautiful
- inclusive
- authentic
- child-friendly
- goods/services
- light-level
- accessibility
- other
DATA GATHERING:

Blockside #1

Krameria St. between Colfax Ave and 14th Ave
DATA GATHERING:

Blockside #1

Image 1

Image 2

Image 3

Image 4

Krameria St. between Colfax Ave and 14th Ave
EVALUATION:
EVALUATION:
<table>
<thead>
<tr>
<th>Buildings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How many open public entrances within 30 feet are there?</strong></td>
</tr>
<tr>
<td>(✓)=for each public entry location accessible/unblocked from a public way</td>
</tr>
<tr>
<td><strong>Do buildings have awnings, entry features, or iconic details?</strong></td>
</tr>
<tr>
<td>(✓)=0-25% (✓)=25%-50% (✓✓)=50%-75% (✓✓✓)=75%-100%</td>
</tr>
<tr>
<td><strong>How many public outdoor seating areas are there?</strong></td>
</tr>
<tr>
<td>(✓)=for each visible seating area with groups of 4-12 seats</td>
</tr>
<tr>
<td><strong>Are there windows and can you see visible activity inside?</strong></td>
</tr>
<tr>
<td>(✓)=blank/low (✓)=some/blacked (✓✓)=some/visible (✓✓✓)=many/visible</td>
</tr>
<tr>
<td><strong>What is the average building height facing the street?</strong></td>
</tr>
<tr>
<td>(✓)=less than 1 story (✓✓)=1-2 stories (✓✓✓)=2-3 stories (✓✓✓✓)=4+ stories</td>
</tr>
<tr>
<td><strong>Are there visible parking areas within 12' of the sidewalk?</strong></td>
</tr>
<tr>
<td>(✓)=0-10% (✓✓)=10%-25% (✓✓✓)=25%-50% (✓✓✓✓)=50%-100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indicate each visible ground floor use.</strong> (✓) for each separate use</td>
</tr>
<tr>
<td><strong>Live:</strong> residential unit with direct access, residential lobby, hotel lobby</td>
</tr>
<tr>
<td><strong>Work:</strong> professional service, office lobby, workshop, school, day care</td>
</tr>
<tr>
<td><strong>Play - retail:</strong> shopping, hair salon, fitness, spa</td>
</tr>
<tr>
<td><strong>-food &amp; entertainment:</strong> restaurant, pub, coffee</td>
</tr>
<tr>
<td><strong>-active:</strong> park, plaza, + playground</td>
</tr>
<tr>
<td><strong>Essential:</strong> grocer, pharmacy, healthcare, small market</td>
</tr>
</tbody>
</table>

**Total:** 14
<table>
<thead>
<tr>
<th>MOBILITY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Is there a bike lane?</strong> (✓)=sharrow (✓✓)=separated (✓✓✓)=protected</td>
<td>per direction ✓✓✓</td>
</tr>
<tr>
<td><strong>Is there bike parking or a bikeshare facility?</strong> (+✓)=yes for each</td>
<td>✓ ✓</td>
</tr>
<tr>
<td><strong>Is there space to walk/ roll?</strong> (✓✓)=yes (+✓✓)=6'-8' w. (+✓✓✓)=8'+ w.</td>
<td>✓✓✓ ✓✓</td>
</tr>
<tr>
<td><strong>Count the onstreet parking spaces:</strong> (+✓)= for each 2 spaces</td>
<td>✓✓ ✓</td>
</tr>
<tr>
<td><strong>Is there a transit stop?</strong> (✓)=bus/train stop (+✓✓)=shelter</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td><strong>Are there significant vehicular crossings and repair issues?</strong> (+✓✓)=per each curbcut and driveway crossing (+✓✓)=infrastructure disrepair</td>
<td>✓✓△</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENVIRONMENT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count the number of healthy and mature trees.</strong> evaluate the best 3 trees and rate: (o)= dying/ do not exist (✓)= young (✓✓)= mature and healthy (✓✓✓)= provides canopy over walking/seating areas</td>
<td>✓✓✓</td>
</tr>
<tr>
<td><strong>Are there landscaping elements present?</strong> (+✓)=each 4-6 sf of raised planters or pots (+✓✓)=50%+ groundcover</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td><strong>Do you see iconic and memorable elements?</strong> (+✓) each type. eg pavers, water features, unique signage, street lights, art</td>
<td>✓✓ ✓</td>
</tr>
<tr>
<td><strong>Do you feel protected from moving vehicles?</strong> curbside parking, treelawns, etc (o)=0-25% (✓)=25%-50% (✓✓)=50%-100%</td>
<td>✓ ✓</td>
</tr>
<tr>
<td><strong>Are there significant maintenance and cleanliness issues?</strong> (+✓)=dead trees (+✓✓)=maintenance or cleanliness issues</td>
<td>✓△△△</td>
</tr>
</tbody>
</table>

Total: 16 - 4 = 12

Total: 13 - 0 = 13
<table>
<thead>
<tr>
<th>TRAFFIC</th>
<th>Description</th>
<th>Symbol</th>
<th>Disruption Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your perceived speed of the traffic in mph?</td>
<td>(o) = 0-25, (✓) = 25-30, (✓ ✓) = 30-35, (✓ ✓ ✓) = 35-45, (✓ ✓ ✓ ✓) = 45+</td>
<td>✔ ✓ ✔ ❄</td>
<td>-2</td>
</tr>
<tr>
<td>Count the lanes of active traffic in all directions:</td>
<td>(o) = 0-2, (✓) = 3-4, (✓ ✓) = 5+, (✓ ✓ ✓) = 1-way traffic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is there noise pollution from traffic or transit?:</td>
<td>(+ ✓ ✓) = traffic or high noise, (+ ✓) = other noise pollution</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- How did you rate the overall feel?
What recommendations do the metrics inform?
WRAP-UP:

- What recommendations do the metrics inform?
• What recommendations do the metrics inform?
Next Steps:

1. Please give feedback:
   - We will email the scorecard to you.
   - We need your input to tune the questions and scoring.
Next Steps:

2. We will be sending out a draft Community Destination Map (important neighborhood destinations) ahead of our next meeting to discuss and finalize.

3. We will need groups of community members to score the places indicated in the Asset Map along with our Urban Designers and Planners:
   • Team leaders
   • Volunteers