EAST AREA PLAN
Steering Committee Meeting

December 11, 2017
6:00 PM – 7:30 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>6:00-6:05</td>
<td>Approval of November 16 Meeting Summary</td>
</tr>
<tr>
<td>6:05-6:30</td>
<td>Financing Tools Overview &amp; Discussion</td>
</tr>
<tr>
<td>6:30-6:50</td>
<td>Recap: What Have We Done So Far?</td>
</tr>
<tr>
<td>6:50-7:10</td>
<td>Upcoming Look Forward</td>
</tr>
<tr>
<td>7:10-7:30</td>
<td>Myths &amp; Facts &amp; Announcements</td>
</tr>
</tbody>
</table>
Financing Tools Overview & Discussion

Revenue Tools
Debt Tools
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
Types of Financing Tools

Revenue Tools
• Fees
• Grants
• Tax Credits
• Taxes

Debt Tools
• Bonds
• Federal/State Loans & Credit Assistance
• Structured Funds
## Revenue Tools - Fees

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Fee</td>
<td>Motorists</td>
<td>Downtown Boulder</td>
</tr>
<tr>
<td>Public Improvement Fee (PIF)</td>
<td>Retail Customers</td>
<td>Belmar Shopping Center, Larimer Square</td>
</tr>
<tr>
<td>Impact Fee</td>
<td>Developers</td>
<td>Gateway, Affordable Housing</td>
</tr>
<tr>
<td>Utility Fee</td>
<td>Property Owners</td>
<td>Stormwater Fee</td>
</tr>
<tr>
<td>Motor Vehicle Registration Fees</td>
<td>Motorists</td>
<td>State FASTER Act (2009)</td>
</tr>
<tr>
<td>Tolls / Congestion Pricing</td>
<td>Motorists</td>
<td>E-470, London, UK</td>
</tr>
</tbody>
</table>
## Revenue Tools - Grants

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Formula</td>
<td>Federal Government</td>
<td>FHWA STP, CMAQ; HUD CDBG</td>
</tr>
<tr>
<td>State Grants</td>
<td>State of Colorado</td>
<td>GOCO, Historic Preservation</td>
</tr>
<tr>
<td>Philanthropic</td>
<td>Foundations, Non-Profits</td>
<td>Colorado Health Foundation, Bonfils-Stanton Foundation</td>
</tr>
<tr>
<td>Tool</td>
<td>Who?</td>
<td>Example</td>
</tr>
<tr>
<td>--------------------------</td>
<td>------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Low Income Housing</td>
<td>Federal Government</td>
<td>Federal Income Tax Credit</td>
</tr>
<tr>
<td>New Markets</td>
<td>Federal Government</td>
<td>Federal Income Tax Credit</td>
</tr>
<tr>
<td>Business Energy Investment</td>
<td>Federal Government</td>
<td>Federal Corporate Tax Credit</td>
</tr>
</tbody>
</table>
## Revenue Tools – Taxes

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Districts</td>
<td>Property Owners</td>
<td>LID, BID, Metro Districts</td>
</tr>
<tr>
<td>General Fund / CIP</td>
<td>City &amp; County of Denver</td>
<td>Sales, Gas, Marijuana, Lodgers</td>
</tr>
<tr>
<td>Traditional Property Tax</td>
<td>City &amp; County of Denver</td>
<td>Affordable Housing Fund</td>
</tr>
<tr>
<td>Tax Increment Financing</td>
<td>Denver Urban Renewal Authority/City &amp; County of Denver</td>
<td>Welton Street Corridor</td>
</tr>
</tbody>
</table>
## Debt Tools – Bonds

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Obligation (GO) Bond</td>
<td>City &amp; County of Denver</td>
<td>2017 Denver GO Bond</td>
</tr>
<tr>
<td>Revenue Bond</td>
<td>City &amp; County of Denver</td>
<td>DIA, Denver Water</td>
</tr>
<tr>
<td>Private Activity Bond</td>
<td>Developers</td>
<td>RTD, CHFA, Non-profit hospitals</td>
</tr>
</tbody>
</table>
## Debt Tools – Structured Funds

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado Healthy Food Fund</td>
<td>Public/Private/Non-profit</td>
<td>Denver Botanic Gardens Mobile Farm Stand</td>
</tr>
<tr>
<td>Denver Regional TOD Fund</td>
<td>Public/Private/Non-profit</td>
<td>Blake TOD, Park Hill Village West</td>
</tr>
<tr>
<td>Colorado Enterprise Fund</td>
<td>Public/Private/Non-profit</td>
<td>Many Locally-Owned Small Businesses</td>
</tr>
<tr>
<td>Mile High Community Loan Fund</td>
<td>Public/Private/Non-profit</td>
<td>Garden Court Apartments, Hunger Relief Center</td>
</tr>
</tbody>
</table>
## Debt Tools – Federal / State Credit Assistance

<table>
<thead>
<tr>
<th>Tool</th>
<th>Who?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUD Section 8 Loan Guarantee</td>
<td>Federal Government</td>
<td>Central YMCA/Renaissance at Civic Center, Clock Tower Lofts</td>
</tr>
<tr>
<td>DOT TIFIA</td>
<td>Federal Government</td>
<td>Union Station</td>
</tr>
<tr>
<td>Colorado State Infrastructure Bank</td>
<td>State of Colorado</td>
<td>Various Transportation Projects</td>
</tr>
<tr>
<td>Colorado State Water Quality Loans</td>
<td>State of Colorado</td>
<td>Various Water projects</td>
</tr>
</tbody>
</table>
Recap: What have we done so far?
Completed spatial analysis to generate:

- **81** data-visualization maps
- **228** benchmark calculations
Website & Newsletters

- **Project Information Archive and Public Meeting Announcements**
- **877 Email Contacts**
- **2 Project Update Newsletters with 49% open rate**
Online Survey

Kick off survey open from August 1, 2017 to November 30, 2017

- 1,488 respondents
- 5,951 comments
- 2 languages
Engagement Events

6 steering committee meetings!

19 community events & meetings in 3 languages

203 mapping exercise participants

81 intercept survey participants
CPD has accounts on:
  Facebook
  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.

#planeastdenver
@denvercpd
Researched preliminary histories for each neighborhood

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

4 neighborhoods plus Colfax Avenue
Reviewed and analyzed existing adopted plans in the study area

- **Four** small area plans
  - East Montclair/East Colfax
  - Park Hill
  - East Colfax
  - Colorado Boulevard Healthcare District

- Over **475** recommendations
Existing Studies Analysis

12 studies across 7 topic areas

- Land Use
  - Colfax Avenue BRT TOD Continuum Analysis
  - Stapleton Perimeter Assessment
  - Mayfair Town Center Assessment
- Transportation
  - 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
- Green Infrastructure
  - Denver Green Infrastructure Strategic Plan
  - Denver Ultra Urban Green Infrastructure Guidelines
- BID Studies
  - Colfax Mayfair BID Streetscape Plan
Concurrent Projects Coordination

• 7 ongoing projects
  • Colfax Bus Rapid Transit
  • Upper Montclair Basin: Stormwater Systems Study
  • Quebec Street Multimodal Improvements
  • Recently acquired Colfax parcels
  • Citywide
    • Denveright.
      • Blueprint Denver
      • Denver Moves: Transit
      • Denver Moves: Pedestrians and Trails
      • Parks Game Plan
    • Comprehensive Housing Plan
    • Green Infrastructure Implementation Strategy
Urban Quality Tool

Developed in 2017 over 4 months of testing in 8 different locations and contexts citywide.

To assess our built environment over 6 categories:

- Buildings
- Uses
- Mobility
- Environment
- Traffic
- Sensory

Location on Krameria St. from 14th Ave. to Coffax Ave.

Urban Quality Scorecard

<table>
<thead>
<tr>
<th>Location</th>
<th>Score</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Krameria St. from 14th Ave. to Coffax Ave.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Urban Quality Scorecard

- How many open public entrances within 20 feet are there?
- Are buildings on the ground floor?
- Are there green spaces or rooftop gardens?
- Are there sidewalks and ramps?
- Are there outdoor seating areas?
- Is there street-level dining?
- What is the average building height fronting the street?
- Are there visible pedestrian paths within 1/2 of the sidewalk?
- Are there visible public areas within 1/2 of the sidewalk?
- Are there windows and can you see activity inside?
- Is there free street-level entry, or is it a commercial or business space?
- Is there an open or emergency exit?

Analysis:

- Buildings
- Uses
- Mobility
- Environment
- Traffic
- Sensory

Location on Krameria St. from 14th Ave. to Coffax Ave.

Urban Quality Scorecard

- How many open public entrances within 20 feet are there?
- Are buildings on the ground floor?
- Are there green spaces or rooftop gardens?
- Are there sidewalks and ramps?
- Are there outdoor seating areas?
- Is there street-level dining?
- What is the average building height fronting the street?
- Are there visible pedestrian paths within 1/2 of the sidewalk?
- Are there visible public areas within 1/2 of the sidewalk?
- Are there windows and can you see activity inside?
- Is there free street-level entry, or is it a commercial or business space?
- Is there an open or emergency exit?
43 people from 8 agencies participated in a two-hour session.

- 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
- Community Planning and Development
Upcoming Look Forward
Draft Urban Quality Tool survey locations

<table>
<thead>
<tr>
<th>Area</th>
<th>Location</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23rd Avenue between Cherry &amp; Dexter</td>
<td>Tracey MacDermott, Lyle Hansen</td>
</tr>
<tr>
<td>2</td>
<td>Kearney between 23rd &amp; 22nd</td>
<td>Tracey MacDermott, Lyle Hansen</td>
</tr>
<tr>
<td>3</td>
<td>Oneida between 23rd &amp; 22nd</td>
<td>Tracey MacDermott, Lyle Hansen</td>
</tr>
<tr>
<td>4</td>
<td>Colfax &amp; Colorado</td>
<td>Laurie Bogue</td>
</tr>
<tr>
<td>5</td>
<td>Colfax between Dahlia &amp; Grape</td>
<td>Merrett Pullam</td>
</tr>
<tr>
<td>6</td>
<td>Colfax between Holly &amp; Jersey</td>
<td>Hilarie Portell</td>
</tr>
<tr>
<td>7</td>
<td>Mayfair Town Center</td>
<td>Hilarie Portell</td>
</tr>
<tr>
<td>8</td>
<td>Colfax between Magnolia &amp; Newport</td>
<td>Monica Martinez</td>
</tr>
<tr>
<td>9</td>
<td>Colfax between Olive &amp; Quince</td>
<td>Monica Martinez</td>
</tr>
<tr>
<td>10</td>
<td>Colfax between Rosemary &amp; Spruce</td>
<td>Tom Fesing</td>
</tr>
<tr>
<td>11</td>
<td>Colfax between Ulster &amp; Valenta</td>
<td>Tom Fesing</td>
</tr>
<tr>
<td>12</td>
<td>Colfax between Xanthia &amp; Yosemite</td>
<td>Yoal Ghebrehmeskel, Ted Manley, Tom Meyer, Kyaw Lin Oo</td>
</tr>
<tr>
<td>13</td>
<td>Colorado &amp; 8th</td>
<td>Wendy Reich</td>
</tr>
<tr>
<td>14</td>
<td>Jersey Street shopping center</td>
<td>Marti Holmes</td>
</tr>
<tr>
<td>15</td>
<td>Syracuse &amp; 11th</td>
<td>Bridget Galati</td>
</tr>
<tr>
<td>16</td>
<td>Yosemite &amp; 11th</td>
<td>Yoal Ghebrehmeskel, Ted Manley, Tom Meyer, Kyaw Lin Oo</td>
</tr>
</tbody>
</table>
Upcoming Meeting Topics

• Partnership Tools
• Briefing Book
• Neighborhood Pattern Book
• Vision Framework
• Opportunity Mapping/Analysis of Input
• Best Practices
Myths & Facts & Announcements