

East Area Plan

Steering Committee Meeting #17



Date and Time: Thursday, January 24, 2019, 6 – 8 p.m.

Location: Art Gym Denver, 1460 Leyden Street

Attendees

STEERING COMMITTEE MEMBERS

Merritt Pullam, Chair; Laurie Bogue; Tom Fesing; Mina Goldstein; Marti Holmes; Monica Martinez; Tracey MacDermott; Tom Meyer; Hilarie Portell

DENVER ELECTED OFFICIALS

Councilwoman Susman; Councilman Herndon

CITY AND COUNTY OF DENVER STAFF

Liz Weigle; Curt Upton; Gretchen Armijo; Irene Aguilar

CONSULTANT TEAM

JJ Folsom; Brad Segal; Beth Vogelsang

Meeting Summary

1. WELCOME

Merritt Pullam welcomed the steering committee members and walked the committee through the meeting agenda.

2. APPROVAL OF NOVEMBER MEETING MINUTES

The committee had no comments on the November meeting summary and voted to approve it for posting on the website.

3. EAST MARKET ANALYSIS & FOCUS GROUP SUMMARY

Brad Segal described the market analysis that the consultant team has completed so far and summarized the discussion at the focus groups held to-date. Comments from the Steering Committee included:

- Important to reach consensus and provide clarity in the plan in order to make rezoning cases less contentious in the future
- Support local businesses by providing smaller and/or shared spaces
- Incentivize the rehabilitation of buildings
- MS-3 zoning is hard to finance
- Defining community-serving businesses is difficult; we should create a supportive environment for small businesses, but avoid picking winners and losers
- The definition of community-serving should also be inclusive and serve the diverse East community

- Consider incentives for employees/employers to encourage transit use
- The engagement and plan should discuss opportunities for infill/mixed use at Mayfair Town Center
- Consider closing part of Richthofen Place for a new park space
- The plan should make recommendations for use of 2A (Parks tax) funding

4. ROLE OF THE STEERING COMMITTEE IN UPCOMING COMMUNITY ENGAGEMENT

JJ Folsom described the upcoming community workshops in February and March and the desire for the steering committee members to take active roles in promoting and hosting the meetings.

5. HOMEWORK

JJ Folsom reviewed the draft vision statements and guiding principles that the steering committee previously developed and asked the committee to review them as homework and provide direction on what is most important for each member's neighborhood.