East Area Plan
Steering Committee Meeting
January 24, 2019
Art Gym
# East Area Plan

Steering Committee Meeting
January 24, 2019
Art Gym 1460 Leyden St.

## AGENDA

<table>
<thead>
<tr>
<th></th>
<th>6:00-6:10</th>
<th>Introduction &amp; Approval of November Meeting Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>6:10-7:10</td>
<td>East Market Analysis and Focus Group Summary</td>
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<tr>
<td>3</td>
<td>7:10-7:50</td>
<td>Role of the Steering Committee in Upcoming Community Engagement</td>
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<tr>
<td>4</td>
<td>7:50-8:00</td>
<td>Homework</td>
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Focus Group Debrief
Market Team Task Progress

- Led Housing and Economic Development Focus Groups
- Retail inventory complete – nearly 1,000 storefronts inventoried throughout both study areas including 525+ in East Central
- Initial Housing and Retail analysis task 90% complete – preparing summary memos
Housing, Social Services, Financial Stability Focus Group

Key Themes

- New thinking needed for small lot development concepts
- Retain motel buildings and/or lots for affordable housing
- Zoning and housing models discussed in context of local politics & perceptions
- Importance of integrating support services with affordable housing
Economic Development, Small Business Retention, TOD, Healthy Food Access Focus Group

Key Themes

- Small lot development is a key challenge
- Current zoning, codes, and related regulatory processes need updates
- Balance the affection for older buildings and businesses with the need to change and grow over time
- Need to anticipate market trends affecting retail, including fresh food
Median Household Income

Source: 2000 U.S. Census and 2012-2016 American Community Survey 5-Year Estimates
Retail Storefront Inventory – November 2018

<table>
<thead>
<tr>
<th>Location</th>
<th>Total</th>
<th>Local</th>
<th>Chainlet</th>
<th>Chain</th>
</tr>
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<tbody>
<tr>
<td>East Central</td>
<td>523</td>
<td>352</td>
<td>29</td>
<td>102</td>
</tr>
<tr>
<td>East</td>
<td>464</td>
<td>345</td>
<td>8</td>
<td>74</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>987</td>
<td>697</td>
<td>37</td>
<td>176</td>
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<tr>
<td>%</td>
<td>77%</td>
<td>4%</td>
<td>19%</td>
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<tr>
<td>Colfax Total</td>
<td>639</td>
<td>453</td>
<td>23</td>
<td>124</td>
</tr>
<tr>
<td>%</td>
<td>75%</td>
<td>4%</td>
<td>21%</td>
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Community-Serving and/or "Legacy" Businesses

**Goal:** To not displace businesses important to our community

**Definition?**
- Longevity – Survived business cycle(s)
- Continuous local ownership
- Provides unique product or service
- Can demonstrate local notoriety/customer loyalty

**Caution from team retail consultant:**
- Be very selective to not impair natural evolution of community retail
Mobility Focus Group Key Themes

- Pedestrians as top priority
- Updates to policy and city standards
- More frequent and reliable transit service
- Improved north-south bicycle connections
- Quick implementation projects and development of evaluation criteria
- Enforcement and education
- Safety and speed
Green Infrastructure Focus Group Key Themes

- Consider the repurposing of large paved areas within the study area, including the repurposing of portions of the street ROW and alleys to increase green infrastructure options, green space and mobility options.
- Balance water conservation with the need for increased green spaces by increasing use of native vegetation.
- Increase incentives/regulations for private property owners to preserve existing trees, retain setback and reduce impervious footprint and detain stormwater onsite.
- Consider the area’s historic parkways as a common community asset with potential for community co-benefits.
- Test out new technologies and improve educational efforts around green infrastructure.
Engagement Schedule & Upcoming Community and Focus Group Meetings
East Area Steering Committee Dates

March 28: Summary of priorities/recommendations from project workshop
April 25: Key elements/recommendations, focus area projects
May 23: Review recommendations
June 27: Review draft plan
July 25: Recommendation on draft of East Area Plan

Remaining Focus Group | 6:00pm – 8:00pm | Carla Madison Rec Center

Jan 29: Design quality & character preservation
Neighborhood Meetings

**Feb 20:** East Area-Wide Neighborhood Workshop (Park Hill Masonic Lodge, 6PM)

**Feb 21:** Hale Neighborhood Workshop (Friendship Baptist Church, 6PM)

**Feb 26:** Park Hill Neighborhood Workshop (Park Hill Masonic Lodge, 6PM)

**Feb 28:** Montclair Neighborhood Workshop (Friendship Baptist Church, 6PM)

**Mar 5:** East Colfax Neighborhood Workshop (Ashley Elem. School, 6:30PM)
Neighborhood Meeting Format

Introductions & Brief background presentation

- Overview of process
- Vision statements and guiding principles
- Work accomplished and major ideas discussed to date

Breakout stations that include Vision and Focus Topics

At each station, ask people to confirm ideas and provide new ones – think big!

- Design/Land Use
- Mobility
- Economy (this would include Colfax Corridor/TOD)
- Heath, food, parks, green space (quality of life infrastructure)
- Previous neighborhood plans (what do people like from these plans to carry forward)
Steering Committee Roles in Neighborhood Meetings

- Convene the meetings
- Promote the events through your contacts
- What key issues should we focus on in YOUR neighborhoods?
- Participate and assist with break-out stations
- Review refined vision statements/guiding principles and be prepared to help explain these and obtain input to attendees during open houses
Draft Vision Statements & Guiding Principles
Refined Vision Statements

**Strong and Authentic Neighborhoods**

- **Multi-cultural, cohesive community.** Welcoming, quiet, residential feel, adjacent to the community’s vibrant main street of Colfax Avenue, with its lively storefronts and well-lit, wide, activated sidewalks.

- **Pedestrian-friendly** streetscapes, open spaces, and neighborhood commercial destinations.

- **Easy access to high capacity transit** and essential services such as groceries, childcare and pharmacies.

- **Unique, gritty character** maintained amidst renovated shopfront buildings, adaptively-reused motels, and new mixed-income, mixed-use, multi-story buildings along the iconic street.

- **Diverse mix of residents**, including seniors who are able to “age in place” in a variety of housing options including infill, duplexes, backyard cottages, etc. that are compatible with the area’s historic character.
Well Connected, Safe and Accessible Places

- Residents, employees, and visitors enjoy walking, biking, and taking transit on well-maintained streets that equitably serve the neighborhood. Everyone, including children, seniors, and people with disabilities, have safe and convenient options to get to work, go shopping, or visit a park.
- Prioritized investment around transit stops, schools, and other areas has resulted in a comprehensive pedestrian network with sidewalks and crossings on all streets that are safe and accessible.
- Multi-modal infrastructure includes protected bike lanes, reliable transit service, well-maintained transit stops, and well-demarcated crossings, resulting in a significant decrease in traffic injuries and fatalities.
Economically Diverse and Vibrant

• **Strong, self-sustaining economy**: Colfax Avenue, Colorado Boulevard, and other neighborhood mixed-use destinations have *locally-owned, multicultural businesses*, with daily services and entertainment.

• Many employees also live in the area and some have gone on to open and grow their own businesses through **training, support services, and partnerships** with local institutions.

• A new **multi-cultural community center** brings neighbors together, provides a range of services, and helps new arrivals integrate into the community.

• Residents have access to **quality education** at all levels, ensuring a strong foundation for children and access for adults to **quality jobs**, building opportunities and community wealth.
Refined Vision Statements

**Equitable, Affordable and Inclusive**

- Households of all incomes and sizes include families, seniors, recent immigrants, and young professionals. Multi-unit and mixed-use buildings along Colfax Avenue and major corridors offer **convenient, affordable, and high-quality housing**. Several motels have been transformed into innovative housing models and new buildings have been developed around them, providing housing options and daily amenities, such as shops, restaurants, job training, language services, and health care.

- **Diverse community**, where recent immigrants are welcomed, neighbors support one another, and everyone has access to the services they need to succeed.

- Fewer people experience homelessness, **residents do not worry about displacement** due to increasing costs or major life changes, and the community is safe and stable. All residents have the option to stay and grow in the area over their lifetime with housing that fits their budget and needs.

- East’s residential neighborhoods remain the backbone of the community, with a housing stock that **respects the historic character** and offers a **range of housing options for a range of living situations**.
Refined Vision Statements

Environmentally Resilient

• Healthy and robust natural ecosystem with lush landscaping and an extensive tree canopy for cool and shaded public spaces. An enhanced open space network of smaller parks, parkways, community gardens and plazas is thoughtfully woven into the neighborhood.

• Green storm water infrastructure provides beautification, improves water quality and protects from flooding.

• Reduction of impervious surface, with less heat absorption and cooler surface temperatures. A proliferation of environmentally-friendly buildings and partnerships with major employers to produce local energy lowers energy costs and decreased the area’s carbon footprint.
Refined Vision Statements

Healthy and Active

- **Equitable allocation of resources**: increased opportunities, tools and services for people who faced the greatest barriers to good health.

- Households have safe, walkable access to an array of diverse, affordable and healthy food, including small grocery and specialty stores, co-ops, community gardens, and restaurants. There is a wide range of physically and financially accessible healthcare, including Rose Medical Center, supportive services such as addiction treatment and mental health care, hospital care, small clinics, and pharmacies.

- Welcoming, safe, walkable, well-maintained parks and open spaces, ranging from regional parks to pocket parks and greenways, with a mix of amenities and activities.

- Obesity and life expectancy have improved, and residents enjoy improved health and access. Crime is rare because public spaces are vibrant and active.

- Storefronts, streets, sidewalks, and parks are clean, with minimal air, water, soil, and noise pollution.
Draft Guiding Principle #1

Pedestrians should be the top priority, especially children, seniors, and those with special needs. When pedestrian safety comes into conflict with convenient driving conditions, such as higher traffic speeds or multiple driveways across sidewalks, pedestrian safety should take precedence.

• Considerations for unique situations:
  ▪ Heavy traffic corridors with the potential to significantly redirect vehicle traffic onto residential streets.
  ▪ Identified mode-priority corridors, such as high capacity transit or protected bike routes.
Draft Guiding Principle #2

New construction should be high quality with design elements such as durable materials, pedestrian orientation, and a scale that is compatible with surrounding buildings. Buildings along transit corridors should incorporate architectural details and frequent entryways to add pedestrian interest and variety.

• Considerations for unique situations:
  ▪ Where more intensive growth is desirable, such as transit corridors, larger buildings should incorporate transition measures to avoid sharp juxtapositions with adjacent buildings.
  ▪ Civic buildings, such as churches, schools, museums and libraries, that are intended to stand out from the surrounding context.
Draft Guiding Principle #3

More housing, community-serving businesses, and community events should be encouraged in the right locations to help improve walkability, housing affordability, successful businesses, and the sense of community when thoughtfully located and well-designed.

- Considerations for unique situations:
  - Low intensity residential areas should have appropriately-scaled land use intensities.
  - Locations where there is a desire to preserve existing buildings, businesses, and cultures.
Draft Guiding Principle #4

New buildings, infrastructure, and open space should minimize impermeable surfaces and be encouraged to incorporate green infrastructure elements, such as tree wells, green roofs, and permeable paving in order to mitigate the storm water and water quality issues in the East area.

- Considerations for unique situations:
  - Small lots or buildings with limited room for open space and landscaping
Draft Guiding Principle #5

Social Services should be well-managed and comprehensive to meet the needs of residents while minimizing negative impacts on neighborhoods.
Draft Guiding Principle

Homework assignment:

• Review the Vision Statements and Guiding Principles
• Identify what key issues we should spend time on in YOUR neighborhood?
• Provide a list of tradeoffs to the Vision Statements *(i.e., the following tradeoffs are needed to achieve these visions)*
East Steering Committee Dates

No February meeting due to neighborhood workshops

Mar 28: Summary of priorities/recommendations from neighborhood workshops

April 25: Key elements/recommendations, focus area/transformative projects

May 23: Review priority recommendations

June 27: Review draft plan

July 25: Recommendation on draft of East Area Plan
Additional Questions & Discussion