

# ECONOMIC DEVELOPMENT FOCUS GROUP

Meeting #2

April 2, 2019



# Today's Agenda

Agenda Item	Time
1. Introductions & NPI Refresher	10 minutes
2. Recap of Focus Group #1	10 minutes
3. Preliminary Recommendations <ul style="list-style-type: none"> <li>Healthcare &amp; wellness (15 min)</li> <li>Healthy food access (15 min)</li> <li>Community-serving retail (30 min)</li> <li>Small office niche (30 min)</li> </ul>	90 minutes
4. Indicators/Next Steps	10 minutes



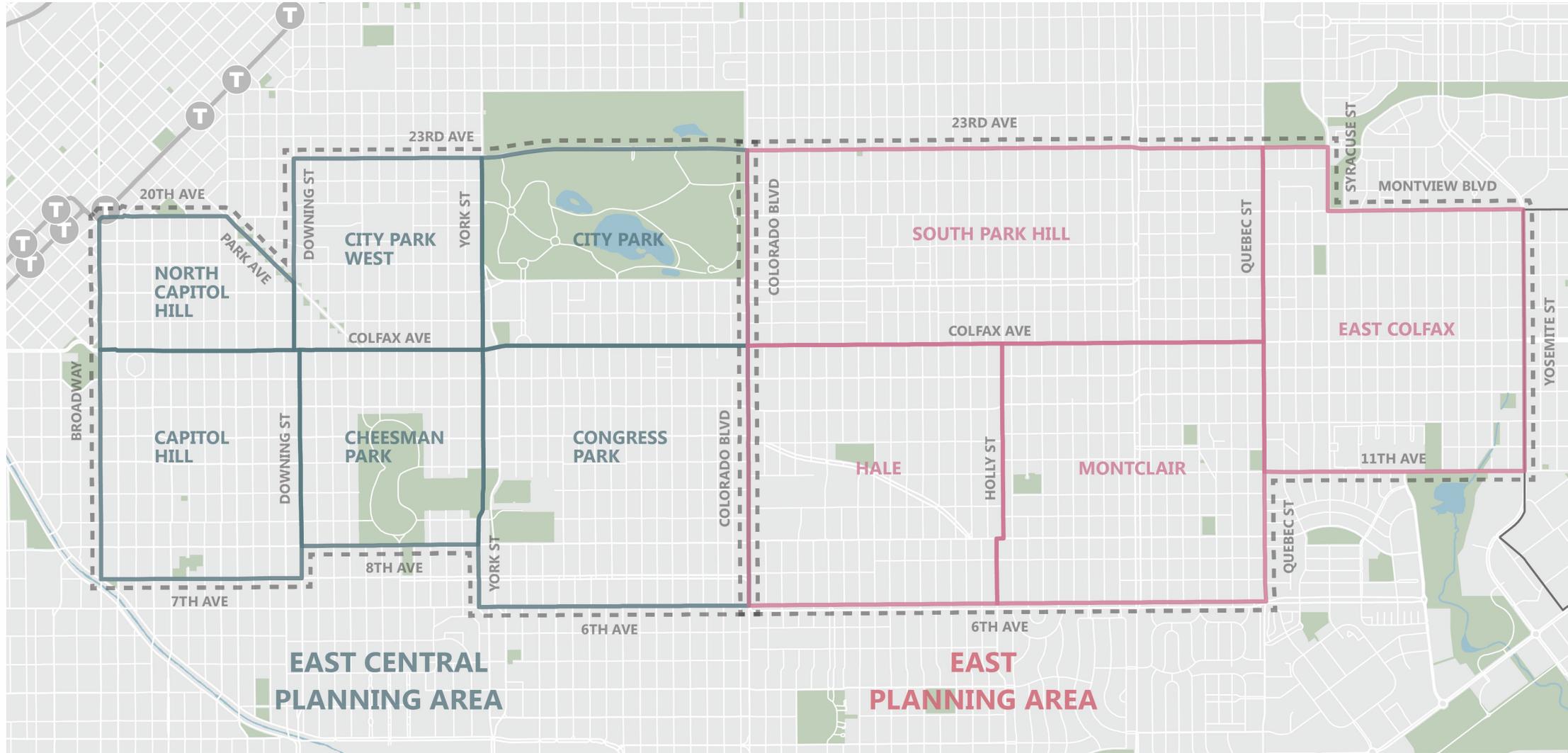
# Neighborhood Planning Initiative

Denver's NPI is a new long-term commitment to ensure every corner of the city can enjoy the benefits of an area plan.

Over the next 10 to 14 years, residents, neighborhood groups, and community leaders will work alongside the city's neighborhood planning team to create a vision and plan for their specific area.



# Study Area



# NPI Planning Process

## EAST AND EAST CENTRAL AREA NEIGHBORHOOD PLANNING INITIATIVE SCHEDULE



2018 | 2019

JUL 2017 - DEC 2018

JAN

FEB

MAR

APR

MAY

JUN

JUL

STEERING COMMITTEE MEETINGS

FOCUS GROUPS  
(FOCUS TOPICS & AREAS)

ALL COMMUNITY MEMBERS

NEIGHBORHOODS AND TARGETED OUTREACH  
(EXISTING EVENTS, NEIGHBORHOOD SPECIFIC MEETINGS, RNOS, COMMUNITY CONNECTORS & OUTREACH TEAMS, UNDERREPRESENTED GROUPS)

2,776 SURVEY PARTICIPANTS

35 EVENTS

30 STEERING COMMITTEE MEETINGS

FRAMING ISSUES AND DIRECTION

KICK-OFF WORKSHOPS

NEIGHBORHOOD WORKSHOPS

STRATEGIES

**\* We are here**

AREA WORKSHOPS

DRAFT PLAN PUBLIC OPEN HOUSES

VISION AND GUIDING PRINCIPLES

STRATEGIES



# NPI Focus Groups

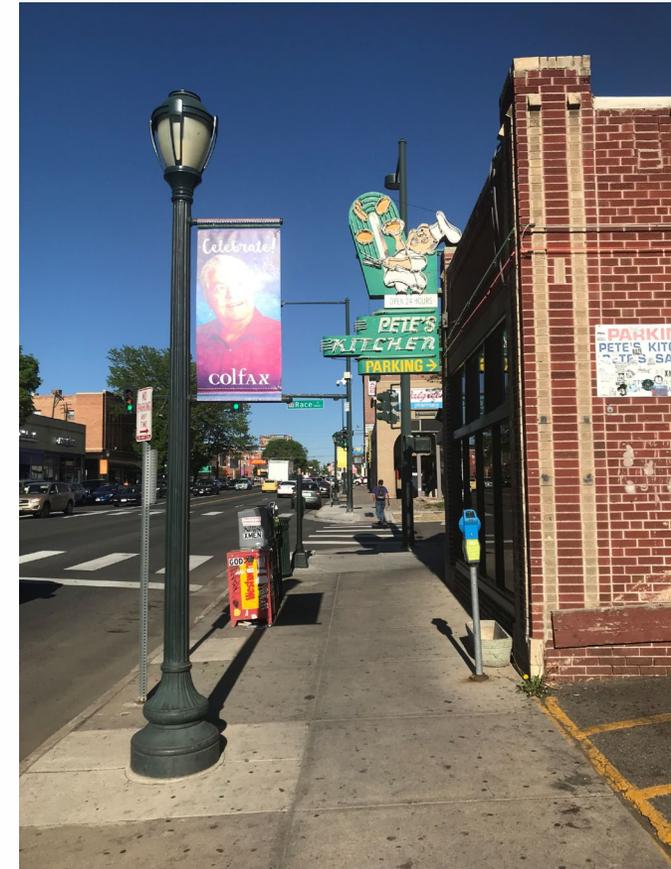
- Topic-oriented advisory groups composed of both neighborhood stakeholders and technical experts
- Will meet to 1) frame issues and 2) refine plan strategies
- Topics include housing, design, mobility, economic development and green infrastructure



# Focus Group Meeting #1 Recap

## 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



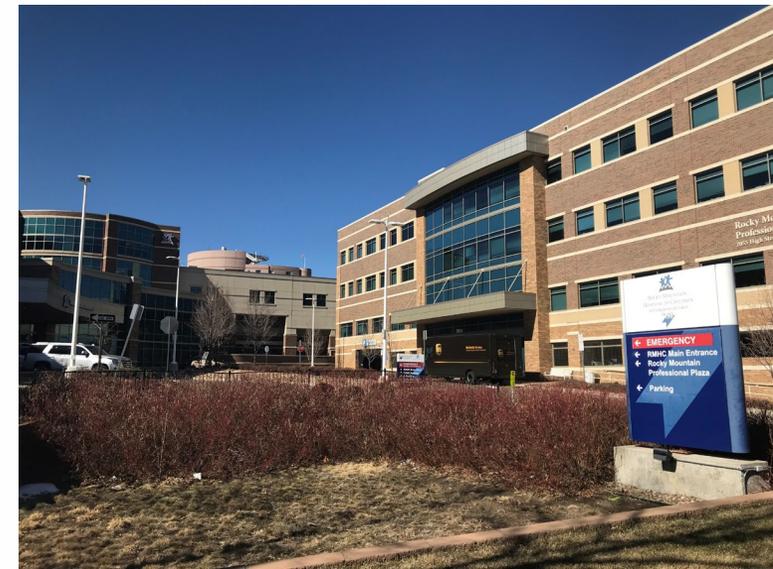
# Moving Forward: Forecasts

2040 Forecasts	East Central	East
Household Growth	6,500 – 7,500	4,200 – 4,800
Jobs Growth	11,700 – 12,300	2,900 – 3,100
New Residential Sq. Ft.	3.6 – 4.2 million sq. ft.	3.2 – 3.7 million sq. ft.
New Commercial Sq. Ft.	2.5 – 2.6 million sq. ft.	1.1 – 1.2 million sq. ft.



# Moving Forward: Key Recommendations

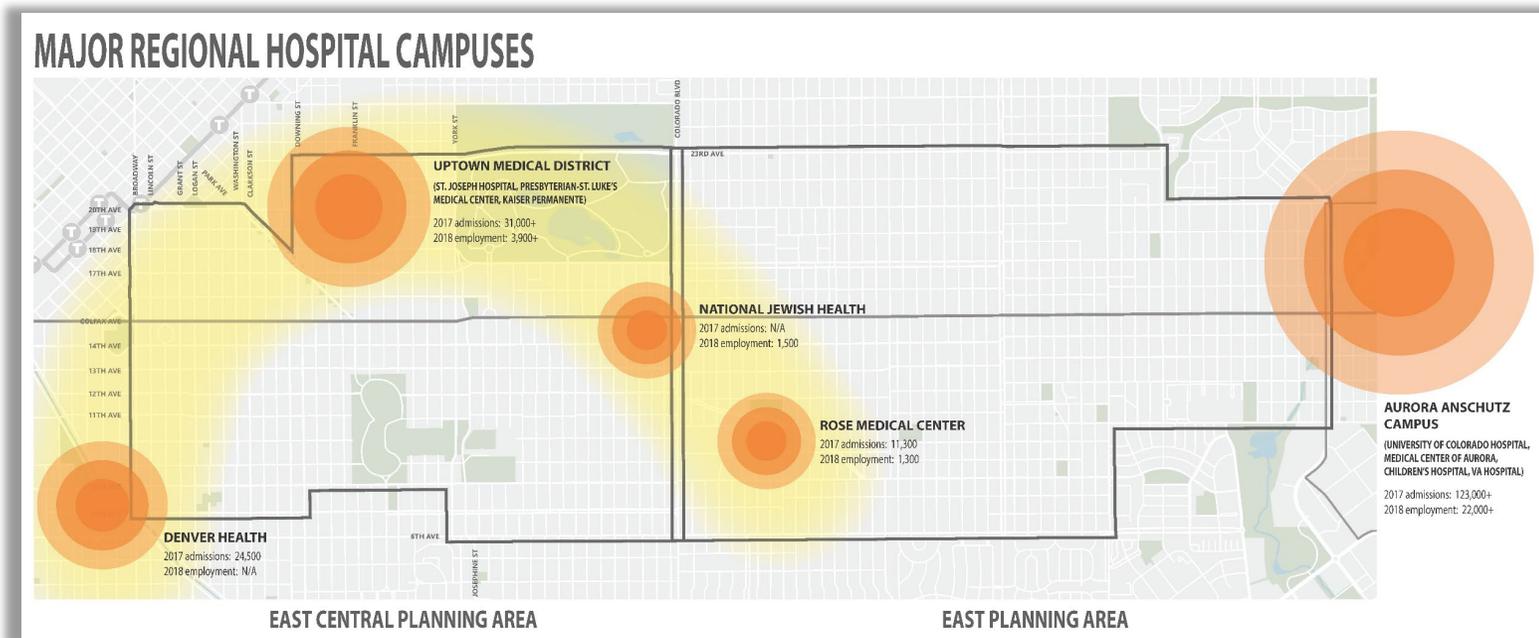
1. Healthcare & Wellness as the Economic Anchor
2. Broaden Healthy Food Access
3. Protect Community-Serving Retail from Displacement
4. Nurture & Promote Small Office Niche



# Healthcare & Wellness

## The economic strength of the East Central & East Areas:

- **EC:** 11,000+ jobs (32% of all jobs, minus downtown edge)
- **E:** 6,900+ jobs (60% of all jobs)
- **EC:** 9% of residents in healthcare jobs
- **E:** 11% of residents in healthcare jobs



- St. Joseph
- Presbyterian-St. Luke's
- Kaiser Permanente
- National Jewish
- Rose
- *Denver Health (edge of East Central)*
- *Anschutz campus (impacting East Area)*

# Healthcare & Wellness

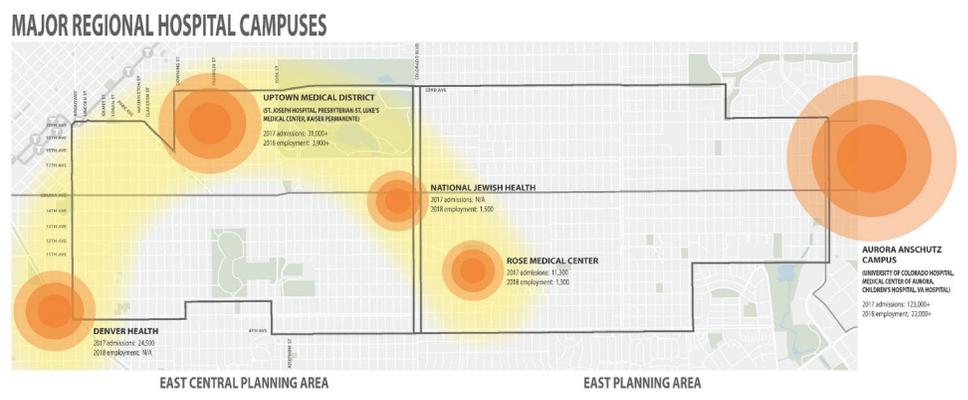
## HEALTHCARE & WELLNESS: A FOUNDATION FOR ECONOMIC GROWTH?



**The healthcare sector is already the economic strength of the East Central and East Planning Areas:** In the East Central Area, there are more than 11,000 jobs in healthcare and social assistance, representing 32% of all jobs in the Area\*. In the East Area, there are more than 6,900 jobs in healthcare and social assistance, representing over 60% of all jobs in the Area. Additionally, many residents in the study area are employed in this sector – 9% of East Central Area residents are in healthcare jobs, and 11% of East Area residents are in healthcare jobs.

\* when you include the downtown portions of Capitol Hill and North Capitol Hill

- OPPORTUNITIES**  
Implications span beyond the hospitals themselves and into surrounding neighborhoods. The following are ways to build on the healthcare and wellness foundation:
1. **Attract high-level talent**, including doctors, researchers, teachers, and leadership, to allow these hospitals to continue to grow and improve their services. There is a growing shortage of physicians across the country, and it's increasingly competitive for hospitals to attract them to available jobs.
  2. **Establish quality workforce housing** for nurses, social workers, office staff, and support staff, which makes up a majority of a hospital's workforce.
  3. **Create community-based workforce training** to help hospitals find workers for underserved medical professions and help local residents find quality jobs.
  4. **Allow residents to "age in place"** by creating more housing for our growing elderly population.
  5. **Weave services throughout the neighborhood**, such as primary care offices, urgent care centers, specialty clinics, social service providers, mobile clinics, etc.
  6. **Blend the borders of these healthcare campuses** into surrounding neighborhoods by providing community benefiting elements on and adjacent to campuses, such as park space, gardens, and playgrounds.
  7. **Strengthen retail and dining options** in and adjacent to healthcare campuses.
  8. **Create strong transportation connections** between hospitals and Colfax, and from hospitals to major employment hubs such as downtown.
  9. **Attract hotels** (and new visitors) to neighborhoods that have medical campuses.
  10. **Attract spinoff jobs, innovators, and entrepreneurs** that benefit from locating near healthcare facilities.



FROM THE LIST ABOVE, ARE ANY OPPORTUNITIES MISSING?

CONCERNS?

## EAST CENTRAL AREA PLAN

CAPITOL HILL | NORTH CAPITOL HILL | CITY PARK WEST | CHEESMAN PARK | CONGRESS PARK | CITY PARK



Workshop participants generally supportive of healthcare & wellness as a foundation for economic growth

# Healthcare & Wellness

## Recommendations (*in partnership with hospitals*):

1. **Establish quality workforce housing** (*community #1*)
2. **Attract high-level talent** (*hospitals #1*)
3. Create community-based workforce training
4. Allow residents to “age in place”
5. Weave services throughout neighborhoods
6. Blend the edges of the hospital campuses
7. Strengthen daily services, retail, and dining options
8. Create strong transportation connections
9. Attract hotels, including extended stay
10. Attract spinoff jobs and entrepreneurs



# Broaden Healthy Food Access

## **East:**

- 76% of households are not within walking distance to a full-service grocery store (roughly 10-minute walk)
- The entire East Colfax neighborhood is a “low food access area”
- Grocery #1 desired amenity in online survey
- The number of food pantries is very low in the East Area

## **East Central:**

- 60% of households are not within walking distance to a full-service grocery store
- City Park West, and the upper blocks of Cheesman and Congress Park contain significant “low food access areas”

# Broaden Healthy Food Access

## WHAT IS NEEDED FOR A COMPLETE FOOD ENVIRONMENT?

What is most needed in East Central? Place 3 dots next to your top priorities.

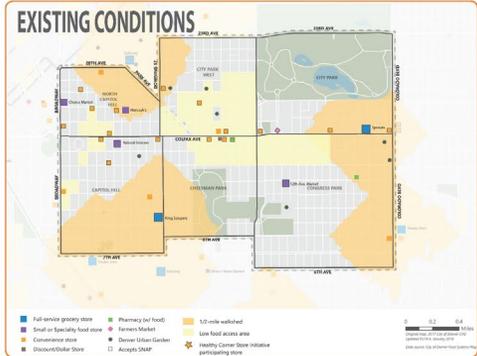
### WHY IT MATTERS:

According to Denver's Food Vision, each neighborhood should have a "full range of food amenities and infrastructure." This may include...grocery stores, restaurants, gardens and farms, community kitchens, food pantries, and other desired features.



BUYING FOOD	Full Service Grocery Store	Healthier Corner or Convenience Stores	Specialty Markets	Ethnic Restaurants or Markets	Farmer's Markets, Stands	Healthy Fast-food or Dining
PRODUCING FOOD	Commissary Kitchen or Incubator	Urban Farms (private enterprise)	Food Grown in Public Spaces	More Growing in Private Yards	Combined Growing & Retail Facilities	Food Hubs (Aggregate, Distribute)
FOOD RELATED EDUCATION & SERVICES	Healthy Habits & Cooking Skills	Gardening Education	SNAP Enrollment & Resources	Food Donation & Emergency Food	Resources with Housing, Clinics, Schools	
GETTING THERE	Free or Low-Cost Shuttles to Grocery	Affordable Grocery Delivery Services	Improve Bike, Ped, Transit Access to Food	Mobile Grocery Markets		

The map below attempts to capture the full variety of locations where food can be obtained in East Central Area, from full-service grocery stores, to corner stores, to urban gardens and more. A food access walkshed is measured as a half mile (roughly a ten-minute walk) from a full-service grocery store, which is indicated in orange. A low access area indicated in light yellow, is based on household income, vehicle access and distance to the nearest full-service store.



OTHER IDEAS? Please write your idea on a sticky note.

## EAST CENTRAL AREA PLAN

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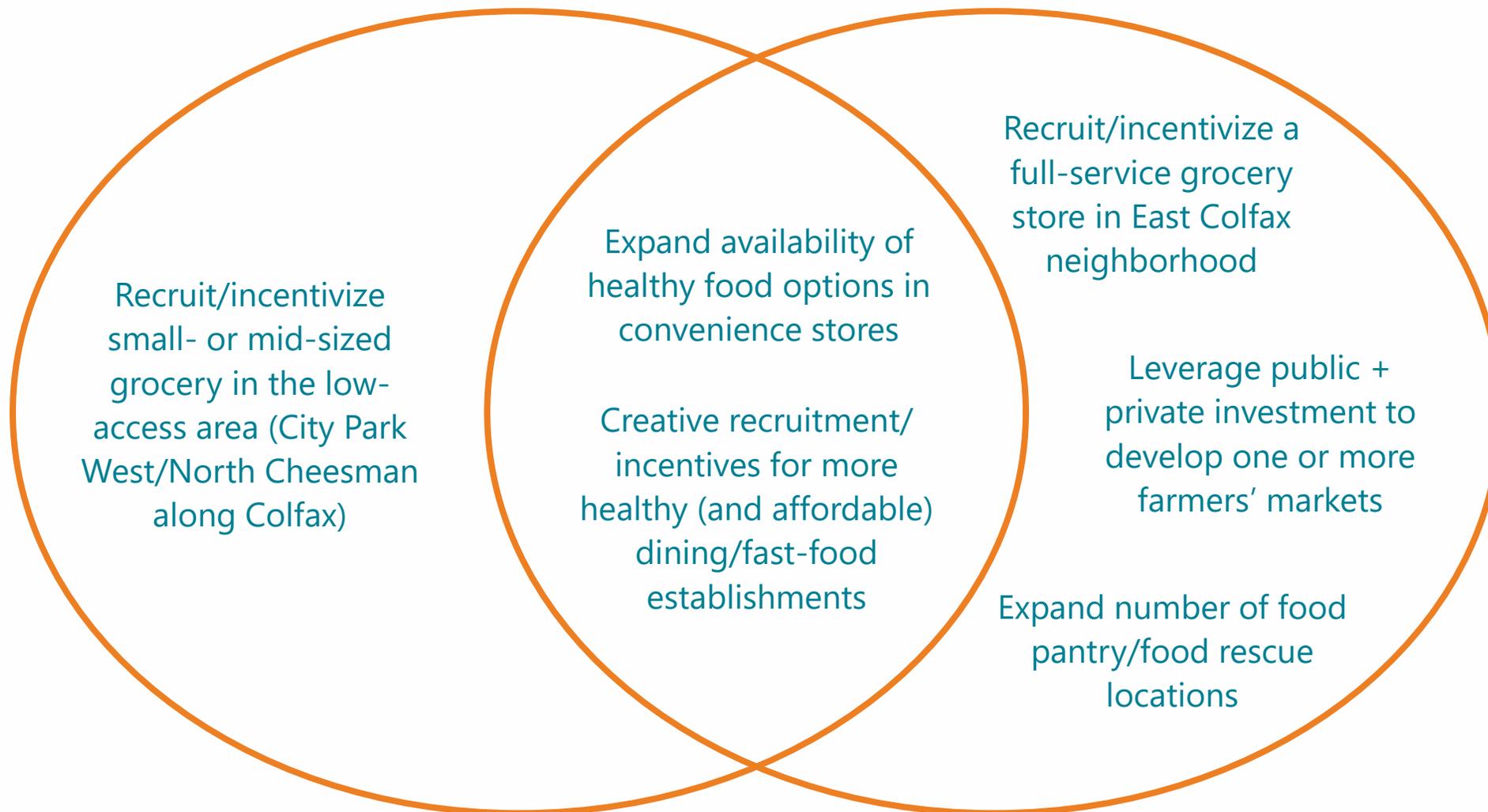
## Workshop Participant Input Top needs for a complete food environment:

- Improving bike/ped/transit access to food (EC #2, E #1)
- Healthier corner or convenience stores (EC #1)
- Farmer's markets/stands (E #2)
- Food grown in public spaces (EC #3)
- Full-service grocery (E #3)

# Broaden Healthy Food Access

## East Central

## East



# Protect Community-Serving Retail

## Storefront Inventory (Nov 2018):

- 987 total (523 in EC; 464 in E)
- 77% local independent

## Online Survey:

- *"What do you like most?"*
  - **E:** Local businesses (#1 response)
  - **EC:** Local shops and restaurants (#3 response)
- *"What amenities do you want?"*
  - **E:** grocery (#1), dining (#2), other retail/entertainment (#3)
  - **EC:** dining (#1), grocery (#2)

## Retail Real Estate:

East Central	East
\$25.94/SF NNN (\$15 in 2006)	\$23.87/SF NNN (\$16 in 2006)
2.0% vacancy	4.5% vacancy

# Protect Community-Serving Retail

## HOW DO WE STRENGTHEN SMALL BUSINESSES ON COLFAX?

### Priority Retail Subdistricts on Colfax



**WHY PRIORITY SUBDISTRICTS...**  
Given that Colfax from Broadway to Colorado Boulevard runs for nearly three miles and that many of its businesses rely heavily on motorists, we recommend a more incremental approach, focusing placemaking and re-tenanting efforts first on specific nodes while leaving the stretches between them mostly as is.

**GRANT TO PEARL**

**Attributes:**

1. High pedestrian counts
2. High transit ridership
3. High worker densities & proximity to downtown
4. A future BRT stop (at Pennsylvania)
5. Ability to elevate the surroundings of the State Capitol
6. Beautify the western gateway to East Colfax

**CORONA TO FRANKLIN**

**Attributes:**

1. High pedestrian counts
2. High intersectional traffic counts (at Corona, Downing, Park and Franklin)
3. High transit ridership, and a transfer point with route #12
4. High residential densities nearby
5. An anchor destination, Optima Theater
6. A potential development site (Post Office Distribution Center)
7. A future BRT stop (at Downing)

**GAYLORD TO COLUMBINE**

**Attributes:**

1. High intersectional traffic counts (at York and Josephine)
2. High transit ridership, and a transfer point with route #24
3. Multiple anchor destinations (Carla Madison Recreation Center, Jammed Coors, Taste & Shout, and Six Film Center)
4. A future BRT stop (at York/Josephine)

**ST. PAUL TO MONROE**

**Attributes:**

1. Strong anchors (Bluebird Theater and Sprouts Farmers Market)
2. A strong brand, as the "Bluebird District"
3. Momentum, with successful newer developments and business openings
4. Nearby major employer, National Jewish Health
5. Potential development sites (J&J Inn, Paradise Dry Cleaners)
6. A future BRT stop (at Steele)

IN EAST CENTRAL, WHAT RETAIL IS MISSING FROM COLFAX?

OUR SURVEYS HAVE FOUND THAT RESIDENTS VALUE MANY OF OUR LOCAL AND UNIQUE BUSINESSES. WHAT POLICIES OR INCENTIVES SHOULD WE OFFER TO STRENGTHEN LOCAL BUSINESSES?

## EAST CENTRAL AREA PLAN

CAPITOL HILL | NORTH CAPITOL HILL | CITY PARK WEST | CHEESMAN PARK | CONGRESS PARK | CITY PARK










## Workshop Participant Input

### Strengthening retail:

- Less about specific store types
- More about environment that would support a thriving retail district

### Comment themes included:

- Improving the pedestrian experience
- Safety & comfort, day & night
- Beautification & placemaking

# Protect Community-Serving Retail

## Implications & Recommendations:

### *Tools, strategies, and incentives to prevent displacement*

1. The regulatory process
2. Technical assistance
3. Financial incentives (for businesses and/or landlords)
4. Community-minded ownership models

*\* See handout for detailed list*



# Nurture & Promote Small Office Niche

*Rising Downtown & Cherry Creek rents are pressuring small professional firms to relocate*

## Opportunities for East and East Central?

1. Coworking
2. Live-work spaces
3. Small-format commercial spaces
4. Innovative flex spaces – i.e., more blending between office, retail, and light industrial
5. Ground floor activation beyond retail – i.e., creative office uses appropriate for ground floors



# Nurture & Promote Small Office Niche

## Questions for consideration:

1. How to encourage more retail/office mixed use?
2. Cluster based on types – any niches/clusters to prioritize? (e.g., Emerson School reuse as office space for local non-profits)
3. Other corridors besides Colfax conducive to small professional services?
4. Role of the BIDs?
  - Maintain an inventory of office spaces available & missing pieces
  - Inventory upper floors in existing buildings for small office opportunities
  - Provide relocation assistance to displaced or growing small businesses

# Moving Forward: Indicators

- Unemployment rate
- Percentage of local independent businesses (*77% per 11/18 inventory*)
- Job diversity -- mix of skills & opportunities

# Next Steps

- Focus Group review **draft recommendations** (April/May)
- **May 14** – East Area Workshop
- **May 21** – East Central Area Workshop
- **June TBD** – Workshops to review Draft Plan
- **Late Summer/Early Fall** – Planning Board & City Council plan adoption process



# Project Websites

[www.Denvergov.org/eastcentralplan](http://www.Denvergov.org/eastcentralplan)

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