## Today’s Agenda

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Time</th>
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<tbody>
<tr>
<td>1. Introductions &amp; NPI Refresher</td>
<td>10 minutes</td>
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<tr>
<td>2. Recap of Focus Group #1</td>
<td>10 minutes</td>
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<tr>
<td>3. Preliminary Recommendations</td>
<td>90 minutes</td>
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<tr>
<td>Healthcare &amp; wellness (15 min)</td>
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<tr>
<td>Healthy food access (15 min)</td>
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<tr>
<td>Community-serving retail (30 min)</td>
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<tr>
<td>Small office niche (30 min)</td>
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<tr>
<td>4. Indicators/Next Steps</td>
<td>10 minutes</td>
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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

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)

VISION AND GUIDING PRINCIPLES

NEIGHBORHOOD WORKSHOPS

2,776 SURVEY PARTICIPANTS

35 EVENTS

30 STEERING COMMITTEE MEETINGS

FRAMING ISSUES AND DIRECTION

KICK-OFF WORKSHOPS

STRATEGIES

AREA WORKSHOPS

DRAFT PLAN PUBLIC OPEN HOUSES

* We are here
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

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

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**
- Recruit/incentivize small- or mid-sized grocery in the low-access area (City Park West/North Cheesman along Colfax)
- Expand availability of healthy food options in convenience stores
- Creative recruitment/incentives for more healthy (and affordable) dining/fast-food establishments

**East**
- Recruit/incentivize a full-service grocery store in East Colfax neighborhood
- Leverage public + private investment to develop one or more farmers’ markets
- Expand number of food pantry/food rescue locations
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:

<table>
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<tr>
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<th>East Central</th>
<th>East</th>
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<tr>
<td>$/SF NNN</td>
<td>$25.94 ($15 in 2006)</td>
<td>$23.87 ($16 in 2006)</td>
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<tr>
<td>Vacancy</td>
<td>2.0%</td>
<td>4.5%</td>
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Protect Community-Serving Retail

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
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

www.Denvergov.org/eastplan