MAYFAIR TOWN CENTER ASSESSMENT

NOVEMBER 2006
# TABLE OF CONTENTS

Acknowledgements ........................................................................ iii

Location ....................................................................................... 1

Introduction & Purpose .................................................................. 3

Existing Plans & Studies ................................................................. 7

Analysis & Opportunities ............................................................... 13
  Demographics ............................................................................. 14
  Environmental Sustainability ......................................................... 20
  Land Use ..................................................................................... 21
  Mobility ....................................................................................... 24
  Denver’s Legacies ........................................................................ 26
  Housing ....................................................................................... 27
  Economic Activity ....................................................................... 28
  Neighborhoods ............................................................................ 29
  Urban Design ............................................................................... 30

Conclusions .................................................................................. 33

Action Items .................................................................................. 37

Appendices .................................................................................... 39
# Maps

- Mayfair Town Center Study Area ................................................. 2
- Mayfair Town Center Land Use Designation ................................. 4
- Mayfair Town Center Census Tracts ........................................... 14
- Mayfair Town Center Population ............................................... 15
- Mayfair Town Center Population Density ................................... 16
- Mayfair Town Center Poverty Levels .......................................... 19
- Mayfair Town Center Existing Zoning ......................................... 21
ACKNOWLEDGEMENTS

Marcia Johnson, Council District 5

Katherine Cornwell, Senior City Planner, CPD
  Comprehensive Planning

Chris Gleissner, Associate City Planner, CPD
  Plan Implementation

Phil Pleinis, Associate City Planner, CPD
  Demographics and Data

Carolyne Janssen, Graphic Designer, CPD
  Graphic Design

Eric McClelland, GIS Analyst, CPD
  Mapping
INTRODUCTION

LOCATION

The Mayfair Town Center Study Area is located along East Colfax Avenue near Monaco Boulevard and is generally bounded to the north by East Colfax Avenue, to the east by Leyden Street, to the south by East 13th Avenue and to the west by Jasmine Street.
INTRODUCTION AND PURPOSE
INTRODUCTION AND PURPOSE

In 2002, Blueprint Denver: An Integrated Land Use and Transportation Plan was adopted. This document identified the Mayfair Town Center Study Area as an Area of Change, indicating the preferred land use is a Town Center. As identified within Blueprint Denver, an Area of Change is intended to capture additional projected growth for the City of Denver, including jobs, housing and services. Town Centers as defined by...
Blueprint Denver meet a large variety of shopping, entertainment, service and employment needs. They usually contain shopping and commercial uses that total at least 150,000 square feet and often have specialty shops for ethnic products, baked goods, apparel, toys and the like. Entertainment and other types of unique services that attract people from across the city are also found in town centers. Unlike many shopping centers and malls, town centers should be pedestrian-friendly places that are focal points of nearby neighborhoods providing both daytime and evening activity. Urban design features such as plazas, landscaping, small parks and civic features contribute to making these places focal points of community activity. Blueprint Denver has outlined several concepts for implementation and the transformation of the Mayfair Town Center Study Area to a Town Center. The Mayfair Town Center Assessment is the product of a number of community planning activities ranging from data analysis, questionnaires, visual preference surveys, hands-on land-use planning workshops and additional input.
EXISTING PLANS AND STUDIES
EXISTING PLANS & STUDIES

MAYFAIR TOWN CENTER EXISTING PLANS AND STUDIES

Blueprint Denver, 2002

Blueprint Denver identified the Mayfair Town Center Study Area as an Area of Change. The plan recommends that this area be developed into a town center to meet a large variety of shopping, entertainment, service and employment needs. Additionally, this area should be large enough to serve several surrounding neighborhoods and should be developed in such a way as to be pedestrian friendly and serve as a focal point. Suggestions for creating a focal point as identified in Blueprint Denver include amenities such as plazas, landscaping or small parks.

Park Hill Neighborhood Plan

The Park Hill Neighborhood Plan includes the area bounded on the west by Colorado Boulevard, on the north by the City Limits, on the east by Quebec Street and on the south by Colfax Avenue. The Park Hill Neighborhood Plan identifies seven visions to preserve and enhance the neighborhood for businesses and residents. These seven visions include: 1. Preserve and continue to build on the image of a vibrant community that celebrates diversity of people in ages, income, ethnic and cultural heritage, 2. Create linkages to the future residential and business development in the new Stapleton community to enhance the economic and social impacts on Park Hill, 3. Create partnerships that involve residents, community based organizations, businesses, Denver City Government, Denver Public Schools, Stapleton Development Corporation and Forest City, 4. Preserve and continue to build on the beautiful architecture, urban design, tree-lined streets and parkways with lively pedestrian-oriented commercial areas, positive, safe and usable parks, and open space for meeting places and recreational activities, 5. Create a universally safe neighborhood that builds on a strong sense of pride, communication and cooperation among all neighbors, 6. Continue to build a sustainable neighborhood that values quality of life, environment and talented people, 7. Attract high quality new businesses, retain and expand existing businesses that provide quality services, employment opportunities and character to the neighborhood.

Colfax Corridor Historical and Transportation Services Joint Study, 1997

The purpose of the Colfax Corridor Historical and Transportation Services Joint Study was to uncover the history and importance of this early transportation corridor. The study aims to communicate the history of the
corridor and seek methods to improve the corridor as part of the transportation system. For this, the study combines the following products and recommendations: 1. Historical Overview, 2. Historic Themes, 3. Interpretive Installations, 4. Recommended Heritage Corridor Emblem, 5. Transportation Analysis, 6. Urban Design Framework, 7. Program Implementation.

**Colfax Street Design Guidelines** *(Currently under development)*

The purpose of the Colfax Street Design Guidelines is to evaluate current and future transportation conditions in order to provide recommendations for transportation improvements. The Design Guidelines will primarily address safety, sidewalk width, street trees, reduction of curb cuts and the potential for medians.

**Denver Comprehensive Plan 2000**

*Denver Comprehensive Plan 2000* seeks to promote planning and policy decisions that should be considered for both short and long term impacts on the human and physical environments. This plan serves as a guide based on the question: “What do we really want this city to be and to become?” The question served as the basis for the creation of a series of goals and objectives intended to be used to encourage the desired outcome. These goals include: 1. Environmental Sustainability, 2. Land Use, 3. Mobility, 4. Denver’s Legacies, 5. Housing, 6. Economic Activity, 7. Neighborhoods. Each goal is further detailed with Objectives and Strategies that are tailored to the Mayfair Town Center Study Area. The applicable goals and objectives are detailed as follows for the Mayfair Town Center Study Area.

**Environmental Sustainability**

Objective 4: The Environment and the Community

- **Strategy 4-A:** Promote the development of sustainable communities and centers of activity where shopping, jobs, recreation and schools are accessible by multiple forms of transportation, providing opportunities for people to live where they work.

- **Strategy 4-D:** Promote convenient public transit for the community, including buses, light rail and other alternatives to single-occupancy vehicles.

**Land Use**

Objective 3: Residential Neighborhoods and Business
• Strategy 3-D: Identify and enhance existing focal points in neighborhoods, and encourage the development of such focal points where none exist.

Objective 4: Land use and Transportation

• Strategy 4-B: Ensure that land-use policies and decisions support a variety of mobility choices, including light rail, buses, paratransit, walking and bicycling, as well as convenient access for people with disabilities.

Mobility

Objective 1: Diverse Mobility Options

• Strategy 1-B: Promote public transit, both bus and rail, as a safe, attractive and convenient choice for people who might otherwise drive to employment, education, cultural, shopping or other destinations.

• Strategy 1-C: Identify areas throughout the city where transportation policies should reflect pedestrian priorities.

Objective 3: Accommodating New Development

• Strategy 3-C: Provide safe and convenient pedestrian and bicycle facilities within urban centers and new development areas.

Objective 4: Changing Travel Behavior

• Strategy 4-E: Continue to promote mixed-use development, which enables people to live near work, retail and services.

Objective 7: Neighborhood Transportation

• Strategy 7-B: Use traffic-calming measures, such as improved law enforcement, narrowed streets and more stop signs, to encourage changes in driving habits.

Objective 8: Walking and Bicycling

• Strategy 8-A: Ensure safe and convenient access and accommodation for bicyclists, pedestrians and transit riders.
Objective 9: Parking Management

- Strategy 9-C: Explore opportunities for shared parking.

Denver's Legacies

Objective 3: Compact Urban Development

- Strategy 3-A: Identify areas in which increased density and new uses are desirable and can be accommodated.

Objective 4: Strong Connections

- Strategy 4-A: Preserve, enhance and extend the pattern and character of the primary street system, including the prevailing grid, detached sidewalks and tree lawns.

Objective 7: Preserving Neighborhoods

- Strategy 7-B: Use the neighborhood planning process to uncover an area’s cultural values and take steps to honor their significance.

Objective 11: Green Connections

- Strategy 11-D: Continue to expand the street tree planting and replacement program and urban forestry education.

Housing

Objective 6: Preferred Housing Development

- Strategy 6-A: Support mixed-use development consistent with the goals of the Comprehensive Plan’s land-use and mobility strategies.

Economic Activity

Objective 1: Workforce Development and Support
• Strategy 1-G: Support the development of a greater number of efficient, convenient and affordable options for workforce mobility.

• Strategy 1-H: Support a variety of housing opportunities for Denver’s current and future workforce…especially in the downtown core and near employment centers.

Neighborhoods

Objective 1: A City of Neighborhoods

• Strategy 1-C: Strengthen the sense of place in each neighborhood with adequate and well-designed, public-realm facilities such as branch libraries, recreation centers, fire stations, neighborhood businesses and retail areas.
ANALYSIS AND OPPORTUNITIES
ANALYSIS

Demographics

The identified statistical neighborhoods surrounding the Mayfair Town Center Study Area include the South Park Hill (Census Tracts #004201, #004202), Hale (Census Tracts #004301, #004302) and Montclair (Census Tract #004304) neighborhoods. Data is from the 2000 US Census.

Population

Population Change

Population within the statistical neighborhoods increased 2.4% between 1990 (20,893) and 2000 (21,388). This population growth is considerably less than the 18% increase the city as a whole
Mayfair Town Center Population

experienced over the same time period. Additionally, the South Park Hill neighborhood experienced a 2% decrease in population reflecting a loss of 149 people.
**Household Size**

Only South Park Hill (2.34) exceeds the Denver average for Household Size (2.27). Montclair (1.96) and Hale (1.80) are both lower than the average. The Household Size within the statistical neighborhoods is 2.03 persons per household.

Dwelling units per acre (DUA) are based on residentially occupied parcels.

**MAYFAIR TOWN CENTER**

- Quarter Mile = 11.3 DUA
- Half Mile = 8.3 DUA
- One Mile = 8.1 DUA

Dwelling units per acre (DUA) are based on residentially occupied parcels.
Population Age

The identified statistical neighborhoods are populated by a large number of young people. There is a significant population of people under 19 years of age (Hale: 13.4%, Montclair: 16.1%, South Park Hill: 22.6%) in all three neighborhoods. The median age for people in the study area is approximately 37 years of age.

Population Distribution

The population distribution within the statistical neighborhoods is made up of 79.9% Anglo, 9.9% Black, 3.5% Asian and 3.0% other. 8.7% of the population is identified as Hispanic. The statistical neighborhoods are evenly split between men and women, with women representing 51% of the population.

Well Educated Population

The population within the statistical neighborhoods is highly educated, with approximately 65% of the population holding a college degree. This far exceeds Denver where approximately 34% of the people are college educated.

Housing

Housing Prices

Houses in the statistical neighborhoods outpace the average home value in Denver. For 2000, average home values were $258,673 for Montclair, $273,539 for Hale and $311,869 for South Park Hill compared to $217,016 for Denver. Each of the neighborhoods is seeing a substantial increase in housing prices over time. Between 1990 and 2000, prices for houses in South Park Hill increased 163% along with 169% in Montclair and 195% in Hale.

Rent

Average rent in the study area is $571 for Hale, $637 for Montclair and $650 for South Park Hill. The average rents within the statistical neighborhoods are comparable to the Denver average of $631.

Residents Paying Over 35% of Income for Housing

A higher percentage of renters pay over 35% of their income than homeowners within the statistical
neighborhoods. 23.9% of the residents in Montclair, 33.4% of the residents in Hale and 39.9% of the residents in South Park Hill pay over 35% of their income to rent housing compared to 13.5% in Montclair, 16.2% in Hale and 13.8% in South Park Hill who are purchasing their housing.

*Owner Occupancy*

60.4% of the units within the statistical neighborhoods are owner occupied compared to the Denver average of 49.9%.

*New Units and Demolitions*

Between 2000 and 2004, more new housing units were added than were demolished. 140 new units were built within the statistical neighborhoods compared to 58 that were demolished.

**Economic Activity**

*Persons in Poverty*

The statistical neighborhoods exhibit a substantially lower percentage of persons in poverty (2.5% in Montclair, 8.9% in Hale and 3.9% in South Park Hill) than the Denver average (14.3%). Between 1990 and 2000, Hale has seen a decrease in the percentage of persons in poverty of 5.3% along with similar decreases in Montclair (6.1%) and South Park Hill (1.5%).

*Household Income*

The median household income in the statistical neighborhoods ($71,313 in Montclair, $54,830 in Hale and $88,479 in South Park Hill) is higher than the Denver average ($39,500).

*Unemployment*

The statistical neighborhoods exhibit lower unemployment (1.8% in Montclair, 3.2% in Hale and 2.6% in South Park Hill) than the Denver average (3.8%).

**Denver Comprehensive Plan 2000**

Denver Comprehensive Plan 2000 identified a series of goals to promote planning and policy decisions to impact the short and long term decisions that affect the human and physical environments.
ENVI RONMENTAL SUSTAINABILITY

To Preserve and Enhance the Natural Environment

Environmental Sustainability Assets

• Colfax Avenue is a heavily used transit corridor and has a well used transit stop within the Mayfair Town Center Study Area.

• The neighborhoods surrounding the Study Area have a moderate population density that can help promote sustainable centers of neighborhood activity.

Environmental Sustainability Issues

• The current abundance of surface parking lots promotes contaminated runoff resulting in potential water quality issues.

• Lack of landscaping along the streets and within parking lots creates a condition that does not provide relief to customers and residents as they move throughout the Mayfair Town Center Study Area.

• The abundance of surface parking lots within the Mayfair Town Center Study Area creates a localized heat island effect.

• Inefficient land use promotes automobile dependence and discourages alternate forms of transportation.

• There is a lack of open space options within the neighborhoods and within the Mayfair Town Center Study Area.

Environmental Sustainability Opportunities

• Redevelopment of the Mayfair Town Center Study Area will provide the opportunity for Live/Work units, promoting a reduction or minimalization of auto drips.

• Increased residential density will promote additional retail and services within the Mayfair Town Center Study Area.
• Develop and promote an open space system for relaxation and circulation that can also serve the needs of stormwater management and promote water quality and on-site retention.

• Promote and enhance the Mayfair Town Center Study Area transit opportunities, both current and future.

**LAND USE**

*To Manage Growth and Change Through Effective Land Use Policies to Sustain Denver’s High Quality of Life*

The predominant land use within the Mayfair Town Center Study Area is a series of retail developments. These uses are typically strip style development with large parking fields and minimal or non-existent landscaping. Surrounding the commercial core of the Study Area are single and multi-family residential uses that are poorly interconnected. The northern edge of the study area includes automobile oriented uses along Colfax Avenue.
Mayfair Town Center Study Area Zone Districts

Zoning information is for general purposes only. For official maps and district requirements, contact the zoning Administration section of Community Planning and Development.

Business Districts

The B-2, B-3 and B-4 Zone Districts provide for commercial uses of varying sizes and intensities with different site and parking requirements for each district. Some of these zones within the Mayfair Town Center Study Area include waivers to remove some potential uses or conditions that were previously deemed incompatible with the area.

Residential Districts

The R-2 Zone District provides for single-family homes and multifamily homes with a maximum density of 14.5 units per acre.

Specialty Districts

The PUD (Planned Unit Development) Zone District specifies the permitted uses and additional development controls at the time that the district is applied for. This particular zone serves as a specific zoning solution for an individual site instead of a general set of conditions applied to many different sites.

Land Use Assets

- The abundance of excessively sized surface parking lots creates the potential for future infill development.
- The existing surface parking lots create the opportunity for the creation of a public focal point or civic feature within the Mayfair Town Center Study Area.
- An existing variety of commercial uses provide valuable service to the surrounding residential neighborhoods.
- Current uses provide employment opportunities for neighborhood residents.
Land Use Issues

- The Mayfair Town Center Study Area is currently identified within Blueprint Denver as an Area of Change and is projected to see significant redevelopment of form, use and intensity to better reflect the identity of a Town Center.

- No Zone District currently exists that adequately promotes the proposed form and uses of a Town Center.

- The Mayfair Town Center Study Area experiences a disconnect from the surrounding neighborhoods, isolating the retail core and creating an automobile dominated environment.

- Colfax Avenue is a barrier between the neighborhoods to the north and the commercial core for all modes of travel moving north or south.

- Degraded commercial storefronts along Colfax Avenue communicate an image of decay and neglect, while high traffic volumes and inadequate pedestrian facilities make the street unpleasant for pedestrians.

- Surface parking lots comprise a land use that does not promote activity or a continuous pedestrian friendly environment.

- Single use buildings do not provide the intensity of use that promotes constant activity throughout the day and into the evening for neighborhood serving retail uses.

- Existing building quality and lack of standards do not promote quality investment within the area.

- Multiple ownerships of parcels makes wholesale redevelopment difficult without a consolidated master planning effort.

Land Use Opportunities

- Redevelopment of the Mayfair Town Center Study Area provides an opportunity for higher density mixed-use development providing a variety of housing types that appeal to a mix of incomes for new and existing residents.
ANALYSIS & OPPORTUNITIES

• Redevelopment of the Mayfair Town Center Study Area can be used as an attraction for an increased number of commercial uses.

• Development of new office space within the Mayfair Town Center Study Area will provide employment and activity for the surrounding neighborhoods.

• Application of Main Street zoning along Colfax Avenue will ensure new construction defines street edges and corners and will enhance the street level experience for pedestrians.

• Creation of a public space for residents and businesses will foster and improve the concept of neighborhood identity for the Study Area and surrounding neighborhoods.

• Promotion of shared and reduced parking for surrounding businesses will enhance the ability to create an efficient land use pattern promoting the concepts of a Town Center.

• Promote outdoor activity for retail uses such as public markets, sidewalk cafes and street vendors to add additional activity and commercial options.

MOBILITY

Anticipate and Meet the Expanding Mobility Needs of Residents, Businesses and Visitors

Mobility Assets

• Two bus routes are in close proximity to the Mayfair Town Center Study Area. Bus route 15 provides service along Colfax Avenue and bus route 65 exists just east of the Study Area along Monaco Parkway.

• Two bicycle routes currently exist in the proximity of the Study Area. Route D-10 runs east-west along 12th Avenue south of the Study Area and Route D-17 runs north-south through the Study Area along Krameria Street.

• The Mayfair Town Center Study Area has consistently high volumes of traffic along Colfax Avenue, 14th Avenue and 13th Avenue.
• The Mayfair Town Center Study Area has a well-used transit stop along Colfax Avenue serving residents and commuters.

• The existing street grid promotes ease of circulation throughout the Study Area.

Mobility Issues

• High traffic speeds along Colfax Avenue, 14th Avenue and 13th Avenue discourage alternate modes of transportation.

• Lack of transit related facilities fails to promote pedestrian and bicycle use within or commuting to the Mayfair Town Center Study Area.

• Auto-Dominated landscape discourages mixtures of mobility options.

• The offset intersection of Colfax Avenue and Krameria Street creates a difficult geometry for multiple modes of transportation, especially bicycles and pedestrians, to navigate and safely coexist.

Mobility Opportunities

• Multiple commercial uses arranged within an efficient land use pattern can take advantage of shared or centralized parking opportunities.

• Traffic calming measures can promote an improvement of multimodal transit integration.

• Use redevelopment to emphasize and promote the importance of pedestrians and bicyclists.

• Improve and redevelop the transit related facilities, providing cover, comfort and amenities for transit users.

• Promote residential options in Mayfair and the surrounding neighborhoods to provide housing proximate to employment and services that will result in trip reduction.

• Promote improved connectivity to the surrounding neighborhoods and throughout the Study Area.

• Completion of the Colfax Street Design Guidelines will provide direction about the appropriate improvements within the public right of way and foster the development of enhanced pedestrian amenities.
DENVER’S LEGACIES

Use the Best of Denver’s Architectural and Landscape Legacies to Guide the Future

Legacy Assets

• The Study Area is located near Monaco Parkway and 17th Avenue Parkway, identified by residents as a neighborhood-defining feature.

• Located within existing stable neighborhoods.

• Continuation and use of the traditional street grid promotes efficient urban development.

• City Floral is a signature retail use within Mayfair that could be enhanced and featured more prominently as a focal point within the Town Center.

Legacy Issues

• There is a lack of a historic “jewel” to serve as an identifiable feature and focal point.

• Existing land use patterns established prior to, and encouraged by, the 1956 zoning code are opposed to the conceptual land use as desired by neighborhood residents and described within Blueprint Denver as a pedestrian friendly urban shopping, entertainment, commercial and residential environment.

• Current regulations do not promote compact urban development.

• Existing sidewalk conditions are not adequate to promote or encourage pedestrian activity.

• There are few tree lawns or tree canopies to continue Denver’s pattern of continuous tree canopies.

Legacy Opportunities

• Increase the intensity of use to promote employment and housing opportunities.

• Improve and widen sidewalks to promote pedestrian activity while providing a buffer between the sidewalk and the street.
- Promote the existing surrounding neighborhoods with the strength and identity of the Town Center concept.

- Promote ‘green’ connections along 13th and 14th Avenues to provide a direct connection to Monaco Parkway and the parkway system.

- Promote landscaping to increase and connect the tree canopy that is provided in the adjacent neighborhoods.

### HOUSING

*Expand Housing Options for Denver’s Changing Population*

#### Housing Assets

- Stable neighborhoods surround the Mayfair Town Center Study Area.

- Mid-level density within the surrounding neighborhoods coupled with increased residential density from potential redevelopment within the Study Area ensures the population to support neighborhood serving retail uses.

- The existing limited mixture of housing types, predominately small multifamily units and single-family houses provides residential options.

#### Housing Issues

- No residential option exists within the Mayfair Town Center Study Area. Housing options are only present along the boundaries of the Study Area within the surrounding neighborhoods.

- A limited mix of housing types, comprised primarily of single family houses and duplexes, exist within the neighborhoods.

- Older residences may not provide the size and amenities demanded by current buyers.

- Ensuring appropriate development scale for new development within the Study Area has been identified by residents as the most important aspect of the Town Center.
**Housing Opportunities**

- Provide additional units to support new and existing neighborhood serving retail uses.
- Provide additional variety of housing types that appeal to a variety of potential residents to help support and enhance the existing stable neighborhoods.
- Increased housing density will support and encourage active uses within the Mayfair Town Center Study Area.
- Higher density residential development proximate to employment clusters (Fitzsimmons) may appeal to young professionals seeking urban lifestyles.
- Higher density residential models may provide opportunities for families to better take care of elderly family members by providing proximate housing options.

**ECONOMIC ACTIVITY**

*Create a Sustainable Economy That Provides Opportunities for All*

**Economic Activity Assets**

- Existing uses provide employment, especially entry-level retail opportunities, for neighborhood residents.
- The Mayfair Town Center Study Area is a centralized hub for neighborhood residents and commuters to purchase routine necessities.
- General neighborhood serving retail uses exist (groceries, convenience store, gas).

**Economic Activity Issues**

- Low intensity of the existing uses fails to efficiently use space for potential jobs and housing.
- Does not provide a convenient environment for shopping and entertainment.
- The Mayfair Town Center Study Area lacks employment outside of service sector jobs.
Economic Activity Opportunities

- New development within the Study Area can provide for a variety of office and retail uses to create additional employment opportunities within the existing neighborhoods.

- New development can provide additional retail options within the Mayfair Town Center Study Area, creating a critical mass to help enhance and promote the Town Center concept.

- New commercial development can serve to reinforce existing commercial uses and strengthen the Mayfair Town Center Study Area as a whole.

- New development will provide construction employment opportunities for residents.

NEIGHBORHOODS

Build on the Assets of Every Neighborhood to Foster a Citywide Sense of Community

Neighborhood Assets

- Active, affluent stable neighborhoods surround the Study Area.

- The Study Area is already recognized as a hub for basic goods and services within the neighborhoods.

Neighborhood Issues

- No existing positive identifiable character exists for the Study Area.

- No focal point or civic feature is present.

Neighborhood Opportunities

- Create a consistent pattern of urban development.

- Create an organized, consistent signage package to convey clear information about the Mayfair Town Center Study Area and the opportunities within.

- Create a central focal point surrounded with active uses within the Study Area to serve as an identifiable feature for the surrounding neighborhoods.
Successful Urban Design is essential to provide and enhance the public space that provides the identity for well used and respected community features, as is the vision for Mayfair Town Center.

Vision
The Mayfair Town Center Study Area should be redeveloped into a vibrant mixed-use environment promoting small-scale neighborhood serving retail, employment and residential options. The Mayfair Town Center Study Area should integrate with the existing residential neighborhoods while providing a more intense, centrally located group of land uses. With a fully developed core, the Study Area will support active pedestrian uses throughout the town center while providing a focal point and identity for the existing neighborhoods. The Town Center will provide options for shopping, entertainment, errands, relaxation and employment. Additionally, it will serve as a regional asset as Denver continues to prosper and grow.

Transitions
Transitions between development that happen between the Mayfair Town Center Study Area and the existing residential neighborhoods need to be directly addressed. These transitions serve as the link to promote connectivity of the neighborhoods to the Town Center. A sensitive transition will respect the scale, neighboring use and defining features of the existing structures. It is important to the residents that developments within the Study Area not overpower the existing small-scale environment and work to integrate into the neighborhoods while creating a larger scale, more intense development at the core.

Scale
Discussions of scale within the neighborhood meetings focused on identifying acceptable levels of development. During the series of public meetings, residents determined that scale, not density, is the important issue regarding compatible future development within the Mayfair Town Center Study Area. Scale deals with the general bulk and height characteristics of buildings. Centrally located developments within the Study Area are generally acceptable within a height range of 4 to 6 stories. This scale should be reduced as you move toward the boundary edges of the town center and should be 2 to 3 stories along the edges where the new development transitions into the small-scale existing residential pattern. As new development nears the smaller scale residential areas, it should promote a fine grain collection of uses. Larger scale development is appropriate along Colfax Avenue to serve as a buffer for the nearby residential uses, but must provide successful transitions...
Use
Small-scale neighborhood serving retail uses are preferred along the ground level of new development. Generally, it is understood that form rather than use is the most important factor contributing to the character of a neighborhood. Big-box development such as the King Sooper’s and Safeway stores will be present, but every effort should be made to promote the fine grain development that was determined with resident input to provide the preferred activity and character for the Mayfair Town Center Study Area. Retail, residential and office uses are all generally acceptable within the Study Area. Medium and high density residential development is viewed as appropriate within the town center, assuming it respects the identified preferred scale for new development.

Intensity
Residents recognize the need to provide an intensity of use at the site to promote additional neighborhood serving retail and entertainment options for the Town Center. Promoting this intensity of allowed development will ensure the success of the retail and entertainment functions of the Town Center while also providing an active streetscape that promotes pedestrian and bicycle activities. Additional residential units will provide activity in the evenings to help support retail and entertainment options but will additionally provide life on the street. This additional activity will increase the perception of safety within the Town Center.

Focal Points
Integration and creation of focal points in the Mayfair Town Center Study Area can provide gathering space, open space, programmed activity space and an identifiable feature that promotes neighborhood identity. The development of a focal point within the Study Area will reinforce the attraction of the town center for residents and commuters that take advantage of the retail and services that will be provided. As a civic space within the Town Center, the focal point can serve as a place for relaxation and interaction promoting use of the Town Center not only as a place for goods and services but as a place to linger and enjoy.

Layout
Development within the Mayfair Town Center Study Area should respect and reinforce the existing urban pattern and grid system. Buildings should be located along, and oriented toward, the street. This orientation is intended to provide activity along the street faces and provide opportunities for interaction with pedestrians and passersby. Some variation for building placement is acceptable and desirable, but new development should promote a continuous active streetwall along the ground floor. Circulation through the site should be
accomplished along the city streets reinforcing the traditional grid system. Internal pedestrian corridors may be appropriate for mid block connections throughout the Town Center.

**Building Type**

Urban, mixed-use buildings should occupy the site. Single story, single use strip style development should be discouraged and avoided. Multi-story buildings with ground floor tenants are encouraged to provide increased activity within the Town Center. Building styles should promote traditional urban development characteristics, avoiding the urge to replicate historic styles, such as clear storefronts, tall first floor heights and multiple entrances along street facades.

**Open Space**

Currently, there is a lack of publicly accessible open space within the area surrounding the Mayfair Town Center Study Area. The creation and promotion of flexible open space within the Study Area to accommodate a variety of uses will provide a sense of place and a gathering space for surrounding neighborhoods. This open space should be centrally located to serve the entire commercial core of the Town Center. The open space should be surrounded by active uses rather than passive uses to further encourage use by residents and shoppers. The design of the open space should promote both active and passive uses while accommodating possible programmed events.

**Landscaping**

Landscaping improvements along the streets should include improved sidewalk amenities. Tree lawns, planters and material patterns can upgrade the desirability of the public realm. An expanded tree canopy should line the streets of Mayfair providing relief and shade to residents and shoppers. Landscaping in front of buildings may be encouraged to help soften the intersection of the building and the sidewalk. Additional landscaped pocket spaces may serve to promote the Town Center concept as a desirable, relaxing destination.

**Parking**

The majority of parking for the future of the Mayfair Town Center Study Area should occur on the street and in shared parking structures with active ground floor uses. Small surface lots may be appropriate between or behind buildings, but large amounts of surface parking should be discouraged as it takes away from the sense of place and creates an inactive dead space. Generally, parking should be sited behind or above/below active uses and should be screened from view. A parking plan for the Study Area should provide consolidated parking facilities for commercial uses and consistent signage directing people where to park.
CONCLUSIONS
Mayfair faces substantial obstacles to promote the transition of the existing physical environment to the form of a Town Center as identified within Blueprint Denver. As identified, Town Centers meet a large variety of shopping, entertainment, service and employment needs. Typically, Town Centers contain shopping and commercial uses that total at least 150,000 square feet and often have specialty shops for ethnic products, baked goods, apparel, toys and the like. Unlike many shopping centers and malls, Town Centers should be pedestrian-friendly places that are focal points of the surrounding neighborhoods. Urban design features such as plazas, landscaping, small parks and civic features contribute to making these places unique centers of community activity.

Mayfair is a grouping of retail uses without a sense of connectivity and as a result promotes an ‘in & out’ automobile dependent mentality for users that fails to cultivate a sense of place for people to spend time. The disconnected uses do not foster an interrelated retail experience for customers and as such, does not serve to reinforce and strengthen existing retail establishments or encourage the development of an interdependent retail cluster.

The surrounding neighborhoods of Montclair, Hale and South Park Hill are all stable, mature neighborhoods. The demographics of these surrounding neighborhoods indicate the clustered wealth and the associated buying power of mid density affluent neighborhoods. The fiscal resources available to the neighborhood suggest that a significant redevelopment of and the Mayfair Town Center Study Area could take advantage of existing, unmet market demands for goods and services. This development should support the plan vision of a Town Center creating a focal point for the surrounding neighborhoods and create integrated residential options to further support new commercial options.

Many visions exist for the future of the Mayfair Town Center Study Area. While these visions are often different in terms of size, scale, activity, purpose and organization, many similarities do exist. There is a common perception that some significant, centralized civic minded focal point should be created. There are many suggestions of how to realize this concept with discussion about the appropriateness of fountains, gateways and other identifying features. Additionally, there is no current zoning district that regulates and encourages standards that are consistent with the concept of a Town Center. Without this district, it is difficult to promote the desired urban form and variety of uses that are necessary within the Town Center concept. Finally,
the Mayfair Town Center Study Area is divided among multiple property owners that are accustomed to the existing business model of single story strip commercial uses dominated by fields of excessive parking. These land owners will potentially be resistant to lead change and redevelopment within Study Area. While the Town Center concept is desirable, there is substantial risk involved to be the first redevelopment project within an area that is working to build momentum.

Increased land use intensity and development following the traditional grid pattern will use the existing land more efficiently while creating an increase of housing and employment opportunities within Mayfair. This development can create a potential activity hub that serves residents, businesses and commuters while providing a sense of place and identity for the surrounding neighborhoods.
ACTION ITEMS
**Mayfair Zoning Update**

Work with the Zoning Code Task Force to establish Town Center zoning. Ensure that new regulatory tools incorporate standards for the desired form of development and appropriate mix of uses. Facilitate mixed use development with standards for minimum densities and development at an appropriate scale. Promote reduced parking standards with the intent of maximizing activity within the Study Area to promote a walkable, pedestrian friendly land use for the surrounding neighborhoods. As part of the zoning consider incorporating tools to regulate the comprehensive and cohesive development of the town center concept.

Responsibility: Community Planning & Development  
Timeframe: Short-term (1-3 years)

**Mayfair Town Center Development Strategy**

Establish a workable redevelopment strategy for the Mayfair Town Center. Identify strategies to:

- organize businesses located within the Mayfair Town Center Study Area
- buy and hold land for redevelopment
- attract investment dollars
- business development and marketing strategies
- establish improvement districts (local, business and maintenance)

Responsibility: Community Planning & Development, Office of Economic Development, Denver Urban Renewal Authority, the FAX, Council Members (District 5 & 10 and At-Large)

Timeframe: Short-term: establish strategy  
On-going implementation
Public Input

During the process, a series of public input sessions were held including a written survey, a series of visual preference surveys, a community workshop and a community workshop review. Attached are the comments from these meetings.

Written Survey

1. Building Block: Location. What does a town center mean to you? Where do you expect to find town centers? What elements tell you that you have arrived at a Town Center? Are there identifiable focal points or gateways that signal your arrival? What function do Town Centers serve? What is the relationship of the town center to the adjacent neighborhoods and the city as a whole?

- A community center means to me a meeting place, community services, postal, educational, recreational, some open space, central location

- A need for the neighborhood to have parties, gather, meetings, perhaps a recreation center.

- I love town centers that use existing homes/buildings as businesses-mixed use housing/retail/office-good restaurants, fun universal shops-gift, and art, garden

- A town center is reliquary easy to get to by many neighbors, it provides a safe, comfortable place to shop for essentials, daily needs, restaurants, dry cleaning, bakery, it has inside and outside eating for visiting, some low density housing near the shopping they need, in the Mayfair Town Center no additional liquor stores or bars are necessary, safety is very important and Colfax and surrounding blocks after dark are not perceived as safe now.

- Town Centers commonly include a focal point/courtyard type area with seats; trees etc. surrounded by small, pedestrian friendly businesses and perhaps representatives of certain city agencies, in the center could be a water feature, sculptural element or some such thing would be nice along with gateway/arches and attractive signage and lighting from, perhaps, four sides to the center. Parking should be conveniently located but not be the main thing you see in the central space. A place where small group could gather and small performances could occur, where there is the opportunity for lively
activity but, where people feel safe. Peripheral to this area can be larger stores such as grocery, larger hardware stores etc. and residential areas all of which require larger parking areas which could double as parking for the inner circle, smaller businesses, if viewed as a series of concentric circles the larger stores and multi-family/elder-care etc. places would be close enough to get to easily but on the outer circle.

- A town center is a recognizable place that serves as the organizing center of a neighborhood or neighborhoods, it is located near the intersection of key arterials but has many points of access, there is a distinct change in scale of buildings and detailed pedestrian elements such as sidewalks, landscaping, lighting and seating, there is also on-street parking and sidewalks active with pedestrians, in some cases there is signage indicating the center, but this is not necessary, adjacent residential neighborhoods are directly connected to the town center by local streets, sidewalks and trails, the uses eater to local residents and businesses.

- I see a town center as a hub of activity and resources for a neighborhood or area, the town center should be centrally located and serve as a destination for not only area residents but also as an attractant for outside constituents, the best example off-hand is the recently developed Stapleton Town Center on 32nd ??, Quebec? I believe this serves as a way to identify and strengthen a neighborhood, as well as gel a community together, in order for a town center to be effective, I think it needs a consistent look and feel to it, rather than a patchwork of business, residences, etc. I would like to see cafes, stores, etc. I think the Mayfair area has a decent start w/the new Safeway, etc…but the entire area is fairly “disjointed” in both appearance and services.

- Another good example of what I see as a town center is Lowry, I am much more likely to go there and walk around.

- A town center is a place close by that I can walk or bike to, to purchase items or services, Town Centers are usually found like elementary schools, scattered about a city for use by the neighborhood, there is usually a sign signifying what it is and the different shops there are, people should feel SAFE there, they should be able to meet someone for lunch or coffee & shopping or services.

- Shopping in restaurant dining, apartments or condos, small to medium sized offices (depending on how big the town center is, a place for children to be outside (not necessarily a playground - can be a fountain or just a plaza).
- Newly planned areas such as Lowry, Stapleton, but also existing parts of the city that have a foundation, such as Colfax to 13th, Kearny to Locust, Cherry Creek North is one of a large one, though Fillmore Plaza has or had the potential to be one.

- Cohesive design (and I don’t mean suburban sameness—everything can be different, even funky, but pulled together with signage and lighting), multiple use, pedestrian friendly pathways, benches, landscaping.

- Maybe signage, but more important is a design that incorporates the above.

- Gathering Place incidental to various shops and businesses that draw people in the first place.

- Primary draw for business is from the neighborhoods (though and unusual shop or great restaurant might be a destination for people city wide). Businesses contribute in some way to neighborhood events (like City Park Jazz, Stanley BPS auctions etc). Maybe offer its own small neighborhood event (a farm market or small craft show).

- It means a core gathering place that attracts local community and neighborhood people to shop, talk, and enjoy the surroundings. It is pedestrian friendly, ecologically sustainable and aesthetically pleasant, the architecture invites social interaction and exchange, major box stores and chains are minimized, if present at all, individual entrepreneurial endeavors are emphasized, as is local ownership.

- I picture a town center as a commercial area within a residential area for the convenience of the surrounding neighborhood—so it includes businesses needed by residents on regular basis—grocery stores, cleaners, cafes, card shops, pharmacy, bakery, restaurants, hardware, postage center, etc. maybe living quarters mixed in.

- I picture a town center as being pedestrian-friendly with wide sidewalks and safety from cars, some sort of markers at the entrances or around the perimeter to set it apart would help identify it such as the concrete marker on the island on Colfax and Krameria, or charming street lights around the perimeter, and people-friendly landscaping.

- The concept of a real town center seems unfortunately foreign in today’s homogenous American urban landscape, two different, but functional, models of town center come to mind.
- Diving through what is left of the small towns in our country one can get a glimpse of authentic town centers, the ideal plan has the main street going through a business district with locally owned shops, small offices and eateries, often the city or town hall is located nearby, perhaps in a central plaza, a common feature is diagonal parking which somehow makes the area more pedestrian friendly.

- The other model is Piazza’s found through-out Europe, here the cars are generally kept to the exterior and people can wander freely to the coffee house shops, or fountain.

- Having never lived near a town center it is interesting to contemplate their function, meaning and relationship to the neighborhood, I imagine the Mayfair Town Center to be a place where the friendly people of Mayfair could gather, chat, play, perhaps work, shop and eat, (the boundaries of the proposed town center, as I understand them are 13th to Colfax and Leyden to Krameria, I assume that the Safeway and Scoopers will be staying “as is” will the strip mall at the Scoopers stay? Will city floral stay (I hope so)? Can we erase the abomination of a development at Colfax and Krameria and get a fresh start there? Will the structure north of the Safeway on 13th be taken down? The Walgreens and adjacent business? What about the sub-station at Kearney and the building on the east side of Krameria north of 13th?)

2. **Building Block: Form.** What is the intensity of development, or the size and scale of the buildings in a town center? How would you describe the building types in your ideal town center? How tall are the buildings? How do the buildings relate to the street? How do the buildings relate to adjacent neighborhoods? Imagine and describe the buildings in your ideal town center:

- **Only essential buildings compatible with the neighborhood**

- **Look at the Lowry Town Center; if so strictly a commercial center and not anything like what a community Center should be.**

- **I think the town center would need to be built like an n old home, that is environment of the Mayfair area, definitely not tall, perhaps a park around it.**

- **Not over 4-5 stories, brick or stucco-no tacky frame models, buildings on the outside and parking lot or garage not seen from the street but with good signage, no towering buildings, Individual architecture, not one size fits all.**
- Low density, two to three story, set back from with landscaping in between some architecture as surrounding neighborhoods, in Mayfair small 1-2 story homes, duplexes, 3-4 story apartments.

- Development is intense but well tended and pedestrian friendly, buildings no taller than two story, buildings may be fairly close to the street but the street edge needs to be wide enough to include trees, sidewalk, pedestrian scale lighting and perhaps some accent planting or pots, also benches and/or opportunities for outdoor eating/sitting could be included, large display windows in businesses facing the street, building owners could have living space above their shops.

- Buildings in the town center are oriented towards the street and are separated from the street by sidewalks, not parking lots, the buildings are a maximum of four stories with retail and office uses on the ground floor and residential and offices uses on the upper floors, architecture compliments existing neighborhood buildings and materials, ground floor uses incorporate plenty of windows, doors, awnings, lighting, and signage. Parking is provided on the street or in lots interior to the block and out of sight, common open spaces are available for the public to gather and enjoy.

- I would say that the ideal form is a mixed use format with a consistent feel that complements the surrounding neighborhoods, I would not imagine anything above 4 stories to be desirable, but mixed use residential/retail is something that would be great to see, Chamberlain heights on Colfax and Steele is a nice example of this.

- I would prefer to buildings to face the street, with visible and attractive front entrances with ample parking and patio space (rather than the faux storefronts in the new complex on Krameria & Colfax, or on the opposite extreme, the shops that are set way back between Krameria and Leyden, with an appearance that is dominated by an unattractive parking lot). As far as the new stores (Starbucks, etc), they had a good start there, but by not putting entrances on Colfax, I think it detracts from the overall impact of those stores.

- Some type of consistent, classic image should be implemented (I like the improvements being made in the Blockbuster building, with a new façade)...

- Consistent signage code would also be important to avoid the crazy scene that characterizes most of Colfax

- Finally, something to bring continuity to the whole area would be important, whether it come in the
form of streetlights, lampposts, signage identifying the area, or something... again, something to tie everything together

- The development is small, the shops are small, the architecture is similar to the surrounding neighborhoods, the retail and services should reflect what I needed in all the surrounding neighborhoods, it should be pleasant to travel to the center, the entrances to the shops should be quiet & away from busy street

- 1-3 stories of mixed use (apartments or condos included). Windows, grass, trees, bushes, buildings close to the street but with room for landscaping, no garages in front of buildings, good lighting that points downward so it doesn’t shine in windows or pollute the night sky, the buildings look like they fit with surrounding neighborhoods-in Park Hill/Mayfair they would be brick, near a Crest moor they might be more stucco

- The building are “manageable”...they complement people and don’t dwarf them, they are easily accessible from the street but provide a sharp distinction from cars and streets, they reflect the neighborhood structures but add interest and energy as well.

- I think of a town center as having buildings no more than two stories high...and if two stories, possibly with living quarters on the second floor and commercial on the first. Buildings are human scale—not overly huge. They have landscaping to soften and enhance them, they have lots of windows for natural lighting, and ample sidewalks for pedestrians and café outdoor seating, the building style is consistent with that of the surrounding neighborhoods, so in the case of Mayfair, mid-century.

- The town center should be built for fairly high density and a wide variety of uses, this helps to ensure an active, vibrant center.

- Some of the buildings could be three or four stories maximum so that there is always a relation between the occupants and the street level, other one and two story structures could step up to these higher buildings creating a diversity of scale.

- Buildings should, above all, be oriented and designed to be pedestrian friendly, solar orientation and ecological design issues should also be of high importance. It might be worth skewing the Town Center grid 45 degrees to take advantage of solar gain and view corridors. This could also enhance the character of the place as some place special.
- For me to imagine and describe my ideal town center would be a lengthy but fascinating and fun proposal. In a “nut shell”

**A 21st Century Town Center**

- While successful models and paradigms of successful Town Centers, such as those mentioned above, can be found in the rich history of Urban Planning, let us keep in mind that we do, now, live in the Twenty First Century. We will experience and enjoy great architecture and urban planning when the past is used as a respected but the future is the inspiration. The word “contemporary”, it is worth nothing, means “with the times”.

- A 21st Century Town Center should not be kitschy replica of an idealized concept of a plaza, main street or village. Rather, let these quite viable archetypes provide a spring board into the development of a town center that truly serves the needs of the people who live, work and visit there.

- As mentioned above, the overriding design principles would be rooted in respect for the earth and careful attention to human and social factors. While clearly an important component of our culture, cars must not continue to be the primary informers of or built environment. The sun, the earth, the seasons and the Human Spirit are surely as important considerations in the creation of our cities as the automobile. I would imagine the New Town Center to be designed with the intent of providing a pleasant pedestrian experience from a well planted and detailed streetscape to perhaps a courtyard with a fountain and small play area for children.

- What would it “look like”? What are the Aesthetics of the 21st Century? These are difficult issues when one considers the complexities and politics of designing by committee. The collaborators in the creation of an ideal 21st Century Town Center would need an adventurous spirit to explore the many exciting constriction technologies and materials that are now available. And they would need courage to step beyond the emotionally safe, but for our time and age, trite and clichéd aesthetics of the 19th and 20th centuries.

**Visual Preference Surveys**

On 3.18.2006 we conducted the first of 3 visual preference surveys for the Mayfair Town Center Assessment at National Jewish Hospital. The VPS included 24 participants who filled out survey forms ranking sets of images.
Notes from discussion:

- Need clarification at beginning that slides are “as is” and not whether they could be improved.

Street Character

#5 Difficult to know what is contained in the buildings on the sides
   Connectivity through site is essential
#1 Trees, taller buildings, wide sidewalks are positives.
   Need more parking options that are non obtrusive.
   Good proportion of building and street, could narrow drive lane.
#9 Pedestrian node may not exist
#10 Formal public space in center is not an activity generator.
   Ground view picture may be helpful.
   Stapleton at 29th and ???? has programmed activity that could be a model.
#11 Multimodal focus is preferable
   Traffic and Safety are big concerns at Mayfair
   Must be user friendly

Sidewalk Character

#6 Uncomfortable dimension. Need space to be able to walk.
#13 Prefer outdoor activity, dining and shared space
#15 Better signage would be preferable

Building Edge

#3 Appropriate building setback for residential and live/work.
   Do not like poured concrete gardenwall.
   Density may scare residents
   Duplex may be an appropriate transition to single family

Making Place

#5 Handicap accessibility is an issue.
   Green space should be improved


APPENDICES

#7 Need discussion of ways to create a microclimate
#8 Central Plaza may encourage people to linger. Like 3rd and MKE.

Public Space is defined by two types: Naturally occurring and Programmed. Programmed space only works or is attractive with activity which is resource intensive for planning and organizing activities. Naturally occurring space adds value and interaction with minimal disruption and effort and often can accommodate planned events if necessary.

Lowry may serve as an appropriate model for a more narrow street and activity pattern

Personal Comments:

Neighborhood could benefit from presentations on density, development patterns, and building form transitions.

Follow Up:

Need images of front to front and back to back conditions for workshop images of building typology changes

On 4.4.06 we conducted the second of 3 visual preference surveys for the Mayfair Town Center Assessment at the District #5 Council Office. The VPS included 6 participants who filled out survey forms ranking sets of images and reviewing discussion slides.

Discussion Slides

Street Character (1st image set)

High pedestrian activity is good and desirable
Pedestrian realm separated from the street by a buffer is preferable
Currently, very stark sidewalks, need improvement
Pedestrian striping at crosswalks should be highly visible for vehicles

Street Character (2nd image set)

Image on the right is very stark
Street trees should be a fair size when planted, not the usual small caliper tree
Different textures on the walking (sidewalk) surface create a visual break from the traffic lane
Image on left needs to fill in existing spaces to complete block face and create the public space
Change in texture between street and sidewalk may be jarring (recanted after further consideration)

Sidewalk Character (1st image set)

Wide sidewalks are preferable, narrow do not allow passing, etc.
Large walk can contain spillover space for activities
Buffering between sidewalk and street is preferable

Sidewalk Character (2nd image set)

Brick is a nice pedestrian material providing relief, even if it is stamped concrete
Neither image terribly appealing, both narrow sidewalks, image on the right not contextually appropriate
Poles in center of sidewalk make pedestrian flow tough
Street furniture is appropriate
Covered areas for pausing and waiting, especially for transit would be nice

Parking meters

Suck
Consolidated is nicer on the street with less clutter
Not as convenient as individual meters
More frequent placement of consolidated meters may help
Parking can get pushed into neighborhoods for buses, etc. how to mitigate?
How to make this a positive for the neighborhood?

Parking Street

Central median parking not as handy having to cross a traffic lane no matter what
Angle parking may work in limited situations, generally acceptable
Parallel parking can be difficult to navigate

Parking Surface

Buffer is appropriate, landscaped or hardscaped
Buffers should be periodically perforated to allow access
Maintenance is an issue: dead plants, trash, graffiti, etc
Hard buffer can be sterile
Parking garage
Boulder garage is well suited for urban development
Ground floor activity preferred
Could work for Mayfair
5 stories max, stepped approach preferred to break down the mass

Making Place
Water features are nice, but maintenance may be expensive
Water features may be hard to keep up
Chicago park image needs benches, places to sit
London plaza is too stark but the paving is well done
Pocket spaces may be appropriate but need to be well designed
Indigenous stone or brick for paving would be a nice feature

Building Edge
All negative
Buildings opening onto the street is good
Suburban mall styling is inappropriate
Lowry is appropriate but should be improved
Buildings on the street with parking in rear is preferred
Preferable to create a street front and to fill in the block
Traditional composition of buildings with base/middle/top is preferred
Buildings may need softening if edges are too ‘sharp’. Landscaping may help

Building Type
Mixed use is good/appropriate
Higher density can be appropriate
No high rise structures, but 4ish stories seems good
Diversity of people within the neighborhood is a strength (income, age, race, etc) and may be accomplished by increasing range of housing options.

Building Use

Multiple uses are appropriate
Example: Bel-Mar with offices/retail space on ground floor with residential or offices above
Baker Commons
Additional residences & activity are good for the town center
Mayfair should be integrated into the neighborhood unlike Bel-Mar which is isolated

Additional issues

Colfax is a very different character from other streets within Mayfair
Bldg Type slide #17: 4 stories at street may seem very large, design and massing may solve this issue
Bldg Type slide #18: Articulation can help, vertical and horizontal
How to integrate contemporary design with older neighborhood? Take cues from context
SW corner of Krameria and Colfax is awful

On 4.11.06 we conducted the third of 3 visual preference surveys for the Mayfair Town Center Assessment at the District #5 Council Office. The VPS included 3 participants who filled out survey forms ranking sets of images and reviewing discussion slides.

Discussion Slides

Street Character (1st image set)

Mixed modes of travel are encouraged, especially expansion of bicycle amenities
Mediation and control of traffic needs to be addressed
Active spaces are encouraged
Mayfair needs to define a minimum density to ensure success and vitality

Street Character (2nd image set)

Density is the key to success
Image on right scale may be too large, Image on left more appropriate
APPENDICES

Image on left is more personable, easier to relate to

Sidewalk Character (1st image set)

Winston-Salem image is attractive and intimate
Other image would still be an improvement
Ventura Boulevard in LA may be a similar condition to Colfax as a model for wide streets
Low rental rates may still drive poor urban form

Sidewalk Character (2nd image set)

Narrow for both images.
Sidewalk congestion is not appealing
Colonnade on right image does provide separation, and stepping building faces back helps
On left, visual clutter degrades and feels unfriendly
  Material upgrade may help
  Pleasant experience may be decided by use
  Narrow walk not comfortable beside Colfax
  Awnings may help with protection and help define space
Santa Fe and 8th street: Integrated sidewalk still narrow but pleasant

Parking Meters

May not be necessary immediately
Parking restrictions may inhibit development
Cherry Creek as an example with parking in rear
Currently inconvenient to walk

Parking Street

Angle parking is good if you have room
Angle parking may be appropriate for Krameria
Angle parking against sidewalk may be preferable
Parking Surface
Middle height landscaping may make lots unsafe if you can’t see through
Urban feel could include low hedges with high canopy
Grass buffer may be appropriate on side streets
Perhaps just the inclusion of landscaping at the entrance

Parking Garage
Parking garage between buildings at 19th and pearl seems to disappear
Connection between transportation modes is important

Making Place
Create public space that maintains public activity
Needs space for small and large activities
Firepits and fountains can create an informal, unprogrammed destination
Creation of spaces of different types for different uses

Building Edge
Flower shop is positive but maybe wishful thinking
Need catalytic project to develop community buy in
Organic growth is preferred
Need variety
Embrace uniqueness of the neighborhood
Make integral to the community

Building Type
Mixed use Safeway would be good, but may be too much density

Additional Issues
Small scale vendors can help create place
What comparables exist for this type of situation?
Community Workshop

On 4.19.2006 we conducted the Community Workshop for the Mayfair Town Center Assessment at the District #5 Council Office. The Workshop included 16 participants who participated in physical planning exercises regarding the preferred development patterns for the town center.

Notes from discussion:

Form

Substation relocated from 14th, if not, needs landscaping and/or new façade
Integrate tree lawns along all streets
2-3 story residences and or mixed use along Leyden
Extend commercial edge boundary to include ace hardware
See dean’s drawing: Walgreens/other Texas Donut
Townhome/row along Jasmine, multifamily
Move substation/city floral takes over and creates public space and Mayfair x-mas tree
Potential public parking along 14th
Demonstration garden at Kearney

Other issues

Bank at Colfax doesn’t address street
Pedestrian activated signals
Maybe Mainstreet
Main Street 2 or really 4 stories
Transition 2 stories to 3 stories to 4-5 stories
Look into removal of electrical substation
Narrowing streets (22’ for two lanes) on edge streets
Make 14th 2 lanes with on street parking through Mayfair
One Boulder Plaza – Ice Rink

Ideal Vision

Trees and more trees
Variety of styles of buildings
Central open market
Making Colfax median more pedestrian friendly
3-4 story buildings
MS-2 on Colfax
Central park area in parking lot of mozart’s lounge
Buildings up to the street
Wide sidewalks

Transportation
Possibly shared parking for retail users (grocers) and other businesses
Need to ensure adequate parking for larger retailers
Need to welcome cars off of Colfax
Buildings related to street

Soften buildings effect by providing enough openness in from for dining areas, sidewalk
Provide a ‘messy vitality’ maximize space with varieties of landscaping features, outdoor dining areas, and possibly vary distance of structures from street.

Pedestrian issues
Spinellis in Park Hill and nearby playground for kids would be a good addition
Scattered areas for sitting, relaxing and playing
Possibly a water feature
Horizontal, cross-block paths going east/west
Streetscaping wider along 13th and 14th

Residential Uses
Low density, multifamily units E of Leyden and W of Jasmine

Community Workshop Review
On May 17th we held a workshop review session at Heitler Hall at National Jewish Hospital. The purpose of the session was to display and present the information gathered at the April 11th Mayfair Workshop meeting.
This presentation discussed the general vision for Mayfair Town Center and provided a series of diagrams depicting the mass and scale of potential Mayfair redevelopment for low, medium and high density scenarios.

Comments from the workshop included:

**Open Space**

- As currently shown in diagrams (1.7 acres), the amount may be low. 20% (5 acres) of land area may be more appropriate size based on residential zoning.
- Increased/new landscaping could take the place of dedicated open space in the interim.
- Include more ideas of what the open space could be including streets, plazas, etc.
- Emphasize need for a multifunctional open space for formal and informal events.
- Discuss placement of space and objects within, purpose and maintenance.
- Potential to use City Floral as an anchor for the open space or reorient it to serve in the center of Mayfair
- Potential to use flood plain issues to inform open space creation

**Transitions**

- High density in the core (Krameria, Lyden and 14th) with transitions surrounding.
- Less abrupt transitions than shown in diagrams.
- Focus on adjacencies to existing residential pattern.

**Building Mass/Scale/Density**

- Building scale is more important than the density.
- Centralized parking could be a force to generate significant increased density in the center of Mayfair
• Colfax should be built up, maybe more on the south side where it borders Mayfair than on the north side against the residential.

• Detail positive/negative diagrams for the spaces within Mayfair

• Discussion and detail of preferred relationships and height (imagery)

• Discussion of preferred spaces for active uses (open spaces)

• Gather and present imagery of what is preferred context for the town center (Clayton lane, Old South Gaylord, etc.

• 10 story scenario is out of scale with the neighborhood

• Small shops are important to create a fine grain scale

• Density is a positive to help support the small shops that are desired

Use

• Active ground floor uses within Mayfair are preferred.

• Active uses should be along streets AND open spaces.

• Walking among the shops is what creates the flavor of a town center.

• Area as a node/destination but include neighborhood services

• Relocation of Xcel Substation as a possibility

Additional Steps

• Suggestion of creating a small area plan with boundaries of Colorado and Yosemite along Colfax