Agenda

1. Introductions
   • Councilman Lopez
   • Mac Freeman

2. Presentation

3. Community Input
STADIUM DISTRICT MASTER PLAN | PUBLIC MEETING #2

Organization

CITY AND COUNTY OF DENVER

DENVER BRONCOS FOOTBALL CLUB

STADIUM INVESTMENT, CORP.

STADIUM DISTRICT

METROPOLITAN FOOTBALL STADIUM DISTRICT

STADIUM DISTRICT MASTER PLAN

PUBLIC INPUT & STEERING COMMITTEE

PROJECT
Planning Process

VISUALIZE

STRATEGIZE

REALIZE

City Council
ADOPTION

Study/ learn/ explore

Develop options/ recommendation
Planning Process

Stadium District Master Plan

Visualize
Strategize
Realize

Public Meetings
Steering Committee Meetings

Public Meeting #2
October 30th
Study Area Context
Study Area Context
Study Area Context
General Character Areas
Existing Plans and Transformative Projects

Decatur-Federal Station Area Plan

Approved by Planning Board:
March 6, 2013

Adopted by City Council:
April 22, 2013
THE VISION FOR SUN VALLEY

A. A CELEBRATED SUN VALLEY
   A.1 Build upon Sun Valley’s History and Assets
   A.2 Encourage Diversity
   A.3 Celebrate Culture

B. A CONNECTED SUN VALLEY
   B.1 Reknitting Neighborhoods
   B.2 Integrated System of Parks and Public Spaces
   B.3 Enhance Walkability and Bikeability
   B.4 Make Transit Convenient

C. AN INNOVATIVE SUN VALLEY
   C.1 Transit Oriented Development
   C.2 Stadium Entertainment Destination
   C.3 Open For Business
   C.4 A Vibrant Corridor

D. A HEALTHY SUN VALLEY
   D.1 Healthy For People
   D.2 Healthy for the Environment
   D.3 Healthy for the Economy
Decatur-Federal Station Area Plan

Sun Valley Neighborhood

Decatur-Federal Station Area Plan

ADOPTED BY CITY COUNCIL
APRIL 22, 2013
APPROVED BY PLANNING BOARD
MARCH 6, 2013

• “. . . . a high concentration of community amenities, and a thriving employment district, Sun Valley is about to experience its own renaissance.”

• “. . . . transform the stadium area to a district with activity throughout the year.”

• “. . . . improve the vibrancy and attractiveness of the area and compliment entertainment options downtown and along the South Platte River.”
Public Input

5. Steering Committee Meetings

2. Pop-Up Community Events
   - Sun Valley Garden Fest
   - Denver Days

1. Public Meeting

1. Online Survey
Public Input

Share your voice!

1st Public Meeting

Stadium District Master Plan

Come envision a new mixed-use neighborhood hub for the area south of the stadium!

Wednesday
June 27th
5:00-7:00pm
In the Stadium

• Enter near Gate 2
• Free parking in the J lot
• Bike parking available
• Closest light rail stations are Decatur-Federal or Mile High Station

Food, childcare, and Spanish interpretation will be provided. A sign language interpreter or CART services will be provided upon request. Contact signlanguagerequests@denvergov.org three business days before the meeting. For other public accommodation requests/concerns related to disability, please contact disabilityaccess@denvergov.org

www.denvergov.org/stadiumdistrict

#1 Challenges & Hopes/Desafíos y Expectativas

What are some challenges and hopes for the study area (consider mobility issues, desired uses, etc.)?

• Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)

#2 Everyday Destination/Destino Diario

What elements are most important to you to have in the future study area everyday?

• Select three elements that are most important to have in the study area everyday and place a sticker next to it

Directions/Instrucciones:

¿Cuáles son algunos de los desafíos y expectativas de lograr un centro de usos múltiples exitoso en el vecindario?

What are some challenges and hopes of achieving a successful mixed-use neighborhood hub?

#3 Game Day Destination/Destino en Día de Partido

What elements are most important to you to have in the study area on game day?

• Select three elements that are most important to have in the study area on game day and place a sticker next to it

Directions/Instrucciones:

¿Cómo debería ser el carácter del área cercana a Federal Boulevard?

What character should the area near Federal Boulevard be like?

#4a Character Areas/Carácter del Área

How should character areas be like in the area near Federal Boulevard?

• Place a sticker next to the image that best represents the character you agree with in each category

Directions/Instrucciones:

¿Cómo debería ser el carácter del área cercana a Federal Boulevard?
Public Input

#1 Challenges & Hopes/Desafíos y Expectativas

What are some challenges and hopes of achieving a successful mixed-use neighborhood hub?
¿Cuáles son algunos de los desafíos y expectativas de lograr un centro de usos múltiples exitoso en el vecindario?

<table>
<thead>
<tr>
<th>Directions/Instrucciones:</th>
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<tbody>
<tr>
<td>• Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)</td>
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<table>
<thead>
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<th>Challenges/Desafíos</th>
<th>Hopes/Expectativas</th>
</tr>
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<tbody>
<tr>
<td>“Impacts to adjacent neighborhoods.”</td>
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• Parking demands
• Integration of the stadium
Challenges & Hopes/Desafíos y Expectativas

What are some challenges and hopes of achieving a successful mixed-use neighborhood hub?

¿Cuáles son algunos de los desafíos y expectativas de lograr un centro de usos múltiples exitoso en el vecindario?

Directions/Instrucciones:

• Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)

```
"Accessible for all income levels."
```

• Affordable
• Inclusive
#1 Challenges & Hopes/Desafíos y Expectativas

What are some challenges and hopes of achieving a successful mixed-use neighborhood hub?
¿Cuáles son algunos de los desafíos y expectativas de lograr un centro de usos múltiples exitoso en el vecindario?

Directions/Instrucciones:
* Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)
* Dibuje o escriba cuáles son algunos de los desafíos y expectativas para el área de estudio (considere desafíos de movilidad, usos deseados, etc.)

Challenges/Desafíos

Hopes/Expectativas

“Diverse retail and housing with signature development, preserved green spaces, and inviting public plazas.”

- Mixture of Uses
- Variety of age-friendly spaces
#1 Challenges & Hopes/Desafíos y Expectativas

What are some challenges and hopes of achieving a successful mixed-use neighborhood hub?
¿Cuáles son algunos de los desafíos y expectativas de lograr un centro de usos múltiples exitoso en el vecindario?

**Directions/Instrucciones:**
- Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)

### Challenges/Desafíos

### Hopes/Expectativas

“Providing quality transportation options into the area on game day to reduce reliance on parking.”

- Multimodal transportation
- Prioritize Pedestrians & Bicyclists
Public Input

1. Parks/Plazas
2. Retail/Grocery Stores
3. Connections to Public Transit
4. Food and Beverage
5. Playground
6. Bicycle-Friendly
7. Access to the River
8. Jobs/Businesses
9. Public Art
10. Parking
Public Input

Gameday Preferences

- Connections to Public Transit: 65%
- Bicycle-Friendly: 38%
- Parking: 23%
- Food and Beverage: 10%
- Jobs/Businesses: 26%
- Retail/Grocery Stores: 19%
- Access to the River: 13%
- Public Art: 9%
- Playground: 40%
- Parks/Plazas: 9%
Every Day Preferences

- Parking: 10%
- Bicycle-Friendly: 33%
- Connections to Public Transit: 41%
- Jobs/Businesses: 50%
- Food and Beverage: 65%
- Retail/Grocery Stores: 39%
- Access to the River: 18%
- Public Art: 21%
- Playground: 49%
- Parks/Plazas: 49%
Public Input

**Gameday Preferences**

- Parking: 65%
- Bicycle-Friendly: 38%
- Connections to Public Transit: 23%
- Food and Beverage: 10%
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**Every Day Preferences**

- Parking: 65%
- Bicycle-Friendly: 50%
- Connections to Public Transit: 39%
- Food and Beverage: 37%
- Jobs/Businesses: 18%
- Retail/Grocery Stores: 21%
- Access to the River: 49%
- Parks/Plazas: 41%
- Public Art: 33%
- Connections to Public Transit: 10%
- Food and Beverage: 33%
Public Input

Federal Boulevard Character Area

Neighborhood Character
- 75% Mixed-Use
- 18% Low Activation
- 7% Iconic Destination

Opportunities for Jobs & Residential
- 39% Higher
- 44% Moderate
- 17% Highest

Mixed-Use
Iconic Destination
Low Activation
Moderate
Higher
Highest
Public Input

Colfax Avenue Character Area

**Neighborhood Character**
- 64% Mixed-Use
- 20% Iconic Destination
- 16% Low Activation

**Opportunities for Jobs & Residential**
- 39% Higher
- 40% Moderate
- 21% Highest
Public Input

Riverfront Character Area

**Neighborhood Character**

- 63% Iconic Destination
- 25% Mixed-Use
- 12% Low Activation

**Opportunities for Jobs & Residential**

- 47% Highest
- 33% Moderate
- 20% Higher

Images:

- Mixed-Use
- Iconic Destination
- Low Activation
- Moderate
- Higher
- Highest
Public Input

Stadium Character Area

**Neighborhood Character**
- **57%** Iconic Destination
- **10%** Low Activation
- **33%** Mixed-Use

**Opportunities for Jobs & Residential**
- **34%** Highest
- **29%** Moderate
- **37%** Higher

[Images of mixed-use, iconic destination, low activation, moderate, higher, highest]
Public Input

• Variety of Opportunities for Residential and Jobs

• Better Ways to Move to & Move Through

• Mixed-Use for Mixed-Income

• Seamless Connections

• Affordable & Inclusive
Market Strengths

• Transit Oriented Development
  - Access to two light rail stations via two separate rail lines

• Accessible location

• Connected to Downtown Denver

• Visibility and Identity

• Potential for a variety of uses, including co-working space
Elements of a Complete Neighborhood

Enhance the character and quality of neighborhoods.

Provide neighborhoods with natural features, active recreation opportunities and social spaces.

Connect people to the neighborhood places where they live, work and play.
Mobility and Connections

Connect people to the neighborhood places where they live, work and play.

• Seamless Connections to surrounding neighborhoods
Connect people to the neighborhood places where they live, work and play.

- Better ways to move to & move through
- Create efficient and safe connections across study area
- North/South and East/West connections
Connect people to the neighborhood places where they live, work and play.

“Everyday” mobility

- A walkable live, work, and play urban neighborhood
- Prioritize pedestrians & bicyclists
- Walkable and bikeable options for locally focused jobs and businesses
Connect people to the neighborhood places where they live, work and play.

- 3,400 vehicular parking spots within the focus area
- All parking to be replaced on-site
- Shared multi-use garages
- District parking strategies.
Connect people to the neighborhood places where they live, work and play.

Automobile \(\rightarrow\) 53,175 (70%)  
Transit \(\rightarrow\) 22,550 (30%)  
Bicycle \(\rightarrow\) 400 (<1%)  

Sold Out Game  76,125

- All are pedestrians
- Tailgating experience is a priority with enhanced potential for all users
Connect people to the neighborhood places where they live, work and play.

• Healthy “everyday” connections and streets that elevate the “gameday” experience
Connect people to the neighborhood places where they live, work and play.

- A complete multimodal transportation network to provide choices to get to our jobs, schools, homes and leisure activities.
Public Space

Provide neighborhoods with natural features, active recreation opportunities and social spaces.

• Access to both natural features and social spaces
• Large event space provides flexibility with stadium on gameday
• South Platte River and Lakewood Gulch are key natural amenities
Public Space/Public Life in a variety of types and locations:

• Signature/community event spaces
• Neighborhood spaces
• Pocket Parks
• Natural spaces

Provide neighborhoods with natural features, active recreation opportunities and social spaces.
Complete Neighborhood

Provide neighborhoods with natural features, active recreation opportunities and social spaces.

Connect people to the neighborhood places where they live, work and play.
Activated Streets

Enhance the character and quality of neighborhoods.

- Retail entrances, building lobbies, and outdoor dining to be located along active streets
- Opportunities for art and special events should be part of the “everyday” experience
Activated Streets

Enhance the character and quality of neighborhoods.

• North/South Festival Street provides an “everyday” active street flexible to transform into an event space on “game-day”

• Old West Colfax acts as a neighborhood Main Street
The goal of the Preliminary Master Plan is to create complete neighborhoods accessible to everyone, regardless of age, ability or income.
Enhance the character and quality of neighborhoods.

Provide neighborhoods with natural features, active recreation opportunities and social spaces.

Connect people to the neighborhood places where they live, work and play.

Building forms and shapes are for illustrative purposes.
Complete Neighborhood

• Building forms and shapes are for illustrative purposes
"Everyday" on Festival Street
Neighborhood Character - Exhibit 2

- “Game-day” on Festival Street
Neighborhood Character - Exhibit 3

- “Everyday Saturday” on Old West Colfax Ave.
• Experience along the South Platte River
• Signature Central Event Space
• Looking under the viaduct on Old West Colfax Ave.
1 Fill out your character card for activity stations 1, 2, and 3

• Once you are done, please drop it in the box
1. Fill out your character card for activity stations 1, 2, and 3
   - Once you are done, please drop it in the box

2. Fill out a card for yourself for activity stations 1, 2, and 3
   - Once you are done, please drop it in the box
Community Input

1. Fill out your character card for activity stations 1, 2, and 3
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2. Fill out a card for yourself for activity stations 1, 2, and 3
   • Once you are done, please drop it in the box

3. Participate in activity stations 4 and 5

Community Benefits

What is a community benefit?
Community benefits are public amenities and/or mitigation that support a livable, economically viable, diverse, equitable, and family-oriented community in exchange for increased development intensity.

Who pays for a community benefit?
The cost of community benefits can be shared between the private and public sectors.

How are community benefits implemented?
Several tools can be used to achieve community benefits, including land use, zoning, design standards and guidelines (DSG), infrastructure planning, the entitlement process, and development agreements.

River Edge

A. Experience
B. Amenities

What would you like to see along the river?
• Please place one sticker below your desired experience and one sticker below your desired amenity

Directions:
- Existing Open Space
- Existing Pedestrian Bridge
- Existing Trolley Tracks
- Existing Multi-use Trail
- Ownership Boundary
- Additional Path
- Under Study

Existing Context

AMELIA BENICIA
TEAM SPORTS CENTER
STADIUM DISTRICT MASTER PLAN | PUBLIC MEETING #2
PLANIFICACIÓN MAESTRA DEL DISTRITO DEL ESTADIO
OCTOBER 30TH, 2018 REUNIÓN PÚBLICA #2
CITY AND COUNTY OF DENVER CIUDAD Y CONDADO DE DENVER
STADIUM INVESTMENT CORPORATION STADIUM INVESTMENT CORPORATION

Community Benefits

#4

#5

River Edge

A. Experience
B. Amenities

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What community benefits would you want to see the most investment on?
• Please disperse your money in the jars

Directions:
- Affordable Housing On-Site (in addition to Sun Valley)
- Improved or New Mobility Connections
- Local Hiring for Jobs
- Variety of Spaces for Local Businesses
- Parks & Public Spaces
- Work Force Development
- Community Gathering Space
- Other

Please write your idea on the back of your money before placing it into the jar
Community Input

1. Fill out your character card for activity stations 1, 2, and 3
   - Once you are done, please drop it in the box

2. Fill out a card for yourself for activity stations 1, 2, and 3
   - Once you are done, please drop it in the box

3. Participate in activity stations 4 and 5

4. Leave any additional comments on the boards

“Comments...”
Next Steps

Evaluation of Feedback → Draft Plan

Online Survey & Additional Outreach

Public Meeting #3 - Winter 2019
www.denvergov.org/stadiumdistrict
Thank you for participating!

- Open public participation
- Please visit each activity station
- City staff and volunteers are available for questions

Please visit the plan’s webpage for more information and updates:
www.denvergov.org/stadiumdistrict