Planning Process

**VISUALIZE**

Understand the area

**STRATEGIZE**

Set the vision and guiding principles

**REALIZE**

Focus the content

City Council ADOPTION
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

Steering Committee Meeting #3
July 17th
PLACEMAKING
<table>
<thead>
<tr>
<th>Month</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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</tbody>
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Public Meetings

Steering Committee Meetings

Steering Committee Meeting #4
August 21\textsuperscript{st}

MOBILITY & SITE CONSTRAINTS
Study Area

STADIUM DISTRICT MASTER PLAN | Steering Committee Meeting #3
Character Areas

Federale Boulevard

Colfax Avenue

Stadium

Riverfront
Public Meeting #1

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 siglanguageservices@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/búsalas y ¡

**What are some challenges and hopes for the study area (think about mobility challenges, desired uses, etc.)?**

**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?

#2 Everyday Destination/destino

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

**Directions/Instrucciones:**

En su opinión, ¿cuáles elementos son los más importantes que la futura área de estudio debe tener a diario?

#3 Game Day Destination
destino

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

**Directions/Instrucciones:**

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

#4a Character Areas/carácter del área

**What character should the area near Federal Boulevard be like?**

**Directions/Instrucciones:**

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

• Parking demands

**Hopes/Expectativas**

• Integration of the stadium

“Impacts to adjacent neighborhoods.”
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.)

- Affordable
- Inclusive

“Accessible for all income levels.”
### Challenges/Desafíos

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

### Hopes/Expectativas

- Mixture of Uses
- Variety of age-friendly spaces

**Directions/Instrucciones:**

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

<table>
<thead>
<tr>
<th>Challenges/Desafíos</th>
<th>Hopes/Expectativas</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Diverse retail and housing with signature development, preserved green spaces, and inviting public plazas.”</td>
<td></td>
</tr>
</tbody>
</table>
**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>Challenges/Desafíos</th>
<th>Hopes/Expectativas</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Draw or write what some challenges and hopes are for the study area (think about mobility challenges, desired uses, etc.)</td>
<td>“Providing quality transportation options into the area on game day to reduce reliance on parking.”</td>
</tr>
</tbody>
</table>

**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.)

- **Multimodal transportation**
- **Prioritize Pedestrians & Bike**
Everyday Destination/Destino Diario

What elements are most important to you to have in the future study area everyday?
En su opinión, ¿cuáles elementos son los más importantes y que la futura área de estudio debe tener a diario?

Directions/Instrucciones:
• Select three elements that are most important to you to have in the study area everyday and place a sticker next to it
• Seleccione tres elementos que, en su opinión, son los más importantes y que el área de estudio debe tener a diario y coloque un adhesivo a su lado.

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

• Retail/Grocery Stores
• Food and Beverage
• Parks/Plazas
Public Meeting #1
Everyday Destination

- Parks/Plazas: 13%
- Food and Beverage: 15%
- Jobs/Businesses: 10.5%
- Access to the River: 10.5%
- Bicycle-Friendly: 11%
- Parking: 8%
- Connections to Public Transit: 0.5%
- Public Art: 4%
- Playground: 0.5%
- Jobs/Businesses: 10.5%
### Game Day Destination

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

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Parks/Plazas</td>
</tr>
<tr>
<td>1</td>
<td>Retail/Grocery Stores</td>
</tr>
<tr>
<td>4</td>
<td>Connections to Public Transit</td>
</tr>
<tr>
<td>45</td>
<td>Food and Beverage</td>
</tr>
<tr>
<td>40</td>
<td>Playground</td>
</tr>
<tr>
<td>5</td>
<td>Bicycle-Friendly</td>
</tr>
<tr>
<td>6</td>
<td>Access to the River</td>
</tr>
<tr>
<td>22</td>
<td>Jobs/Businesses</td>
</tr>
<tr>
<td>6</td>
<td>Public Art</td>
</tr>
<tr>
<td>16</td>
<td>Parking</td>
</tr>
</tbody>
</table>

**Directions/Instrucciones:**

1. Select three elements that are most important to you to have in the study area on game day and place a sticker next to it.
2. Seleccione tres elementos que, en su opinión, son los más importantes y que el área de estudio debe tener los días que hay partido y coloque un adhesivo a su lado.

### Public Meeting #1

- Connections to Public Transit
- Food and Beverage
- Parks/Plazas
Public Meeting #1
Game Day Destination

- Connections to Public Transit: 24%
- Bicycle-Friendly: 11.5%
- Parking: 6%
- Food and Beverage: 8.5%
- Jobs/Businesses: 2%
- Retail/Grocery Stores: 3%
- Access to the River: 5.5%
- Public Art: 2.5%
- Playground: 15%
- Parks/Plazas: 15%
Everyday Destination

- Parks/Plazas: 11%
- Retail/Grocery Stores: 15%
- Connections to Public Transit: 17%
- Food and Beverage: 10.5%
- Bicycle-Friendly: 9%
- Access to the River: 4%
- Public Art: 13%
- Playground: 0.5%
- Jobs/Businesses: 10.5%
- Parking: 8%

Game Day Destination

- Parks/Plazas: 24%
- Retail/Grocery Stores: 21%
- Connections to Public Transit: 11.5%
- Food and Beverage: 8.5%
- Bicycle-Friendly: 6%
- Access to the River: 2%
- Public Art: 3%
- Playground: 2.5%
- Jobs/Businesses: 5.5%
- Parking: 15%
What character should the area near Federal Boulevard be like?

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

**Directions/Instrucciones:**
- Place a sticker next to the image that best represents the character you agree with in each category.
- Coloque un adhesivo al lado de la imagen que mejor represente el carácter de su preferencia en cada categoría.

**Neighborhood Character/ Carácter del vecindario**

- **Mixed-Use**
- **Iconic Destination**
- **Low Activation**

**Opportunities for Jobs & Residential/ Oportunidades de empleo y residencial**

- **Moderate**
- **Higher**
- **Highest**

**Key Points**

- **Safety and security along Federal Boulevard.**

---

**STADIUM DISTRICT MASTER PLAN | PUBLIC MEETING #1**

**JUNE 27TH, 2018 | CIUDAD Y CONDADO DE DENVER**

**STADIUM INVESTMENT CORPORATION**

**PUBLIC MEETING #1**

**Character Area**

**Federal Boulevard**

---

**STADIUM DISTRICT MASTER PLAN | Steering Committee Meeting #3**
Public Meeting #1
Character Area
Federal Boulevard

Neighborhood Character

- 5.5% Iconic Destination
- 94.5% Mixed-Use

Opportunities for Jobs & Residential

- 5.5% Highest
- 39% Moderate
- 52% Higher
What character should the area near Colfax Avenue be like?
¿Cómo debería ser el carácter del área cercana a la Avenida Colfax?

**Directions/Instrucciones:**
- Place a sticker next to the image that best represents the character you agree with in each category.
- Coloque un adhesivo al lado de la imagen que mejor represente el carácter de su preferencia en cada categoría.

### Neighborhood Character/ Carácter del vecindario

- **Mixed-Use**
- **Iconic Destination**
- **Low Activation**

### Opportunities for Jobs & Residential/ Oportunidades de empleo y residencial

- **Moderate**
- **Higher**
- **Highest**

---

“Redesign Colfax and Federal for improved bike and pedestrian connections and movement.”

---

CITY AND COUNTY OF DENVER
STADIUM INVESTMENT CORPORATION
Neighborhood Character

- Iconic Destination: 28.5%
- Mixed-Use: 67%
- Low Activation: 4.5%

Opportunities for Jobs & Residential

- Highest: 53.5%
- Higher: 38%
- Moderate: 8.5%
#4c Character Areas/Carácter del Área

What character should the area near the Riverfront be like?
¿Cómo debería ser el carácter del área cercana a Riverfront?

Directions/Instrucciones:
• Place a sticker next to the image that best represents the character you agree with in each category
• Coloque un adhesivo al lado de la imagen que mejor represente el carácter de su preferencia en cada categoría.

Neighborhood Character/ Carácter del vecindario

1. Mixed-Use
   Uso mixto

2. Iconic Destination
   Destino icónico

3. Low Activation
   Baja activación

Opportunities for Jobs & Residential/ Oportunidades de empleo y residencial

4. Moderate
   Moderar

5. Higher
   Más alto

6. Highest
   Altura máxima

“Trails and open space along the river.”
Neighborhood Character

- **5%** Low Activation
- **30.5%** Mixed-Use
- **64.5%** Iconic Destination

Opportunities for Jobs & Residential

- **14%** Higher
- **6%** Highest
- **80%** Moderate
What character should the area near the Stadium be like? ¿Cómo debería ser el carácter del área cercana al Estadio?

Directions/Instrucciones:
- Place a sticker next to the image that best represents the character you agree with in each category.
- Coloque un adhesivo al lado de la imagen que mejor represente el carácter que usted prefiere en cada categoría.

Opportunities for Jobs & Residential/ Oportunidades de empleo y residencial

Mixed-Use
1

Iconic Destination
2

Low Activation
3

Opportunities for Jobs & Residential/ Oportunidades de empleo y residencial

Moderate
4

Higher
5

Highest
6

“Better pedestrian access to the stadium from the light rail.”
Neighborhood Character

- 48% Iconic Destination
- 1.5% Low Activation
- 50.5% Mixed-Use

Opportunities for Jobs & Residential

- 29% Moderate
- 35.5% Highest
- 35.5% Higher

Public Meeting #1
Character Area
Stadium
Steering Committee Meetings

• Connections
• Key Amenities
• Appropriate Uses
• Potential Issues
FRAMEWORK IS ALREADY SET:
(Based on the following analysis)
1) Access: Vehicles entries
2) Street Connections
3) Potential Development?

GRID
FACILITATE PEDESTRIAN CROSSING AT FEDERAL - WIDER SIDEWALKS
NEW ICONIC ELEMENT/WALK COMMUNITY SPACE WITH INTERACTIVE ART
HEAVY FOOT TRAFFIC

PROPOSED USES:
• RESIDENTIAL: MICRO TO 3-4 BEDS
• SENIOR HOUSING
• OFFICES (DAYS/TIME USE)
• ENTERTAINMENT
• MUSEUM
• URGENT CARE
• OUTDOOR VENUES
• GROCERY STORE
• RESTAURANTS (LOCAL FOOD)
• DENTAL OFFICES
• MJ CONSUMPTION
• RETAIL - NOT BIG CHAINS
• LOCAL STORES (NOT HOME DEPOT)
• PARKING (+ SHARED)
• MAKE BILLABLE PARKING FLEXIBLE FOR GAME DAY (TARGET PARKING ABOVE)
• PARKING: ADOPT TO GAME DAY
• MAKE BILLABLE PARKING FLEXIBLE FOR GAME DAY (TARGET PARKING ABOVE)
• PARKING: ADOPT TO GAME DAY

GROUNDSHOP OF LAKEWOOD GULCH TO OLD WEST COLFAX
CONNECTED TO LOWER COLFAX & FESTIVAL ST.
MILE HIGH STADIUM CIRCLE CUTS OFF CONNECTIONS TO PLATEAU
· PARKING: ADOPT TO GAME DAY

STADIUM DISTRICT MASTER PLAN | Steering Committee Meeting #3

Steering Committee Meetings

• Connections
• Key Amenities
• Appropriate Uses
• Potential Issues
• Seamless Connections
  Neighborhood Connections
  Economic Connections
  Mobility Connections
Public & Steering Committee Input

• **Mixed-Use for Mixed-Income**
  Community-Serving Businesses
  Grocery Stores/Retail
  Welcoming Public Spaces
  Activities for All Ages
  Green Spaces
  Local Businesses
Better Ways to Move to & Move Through

North/South Connections

East/West Connections

Pedestrian Priority/Walkability

Access to and from Light Rail

Healthy Ways to Move
• Variety of Opportunities for Residential and Jobs
  
  Affordable/Low-Income Housing

  Variety of Jobs for Community

  Diverse Types of Housing & Jobs
• Character Areas

Seamless Connections & Relationships

Key Site Amenities
Next Steps

Stadium District Master Plan

- Visualize
- Strategize
- Realize

Public Meetings
Steering Committee Meetings

Steering Committee Meeting #4
August 21st
MOBILITY & CONSTRAINTS