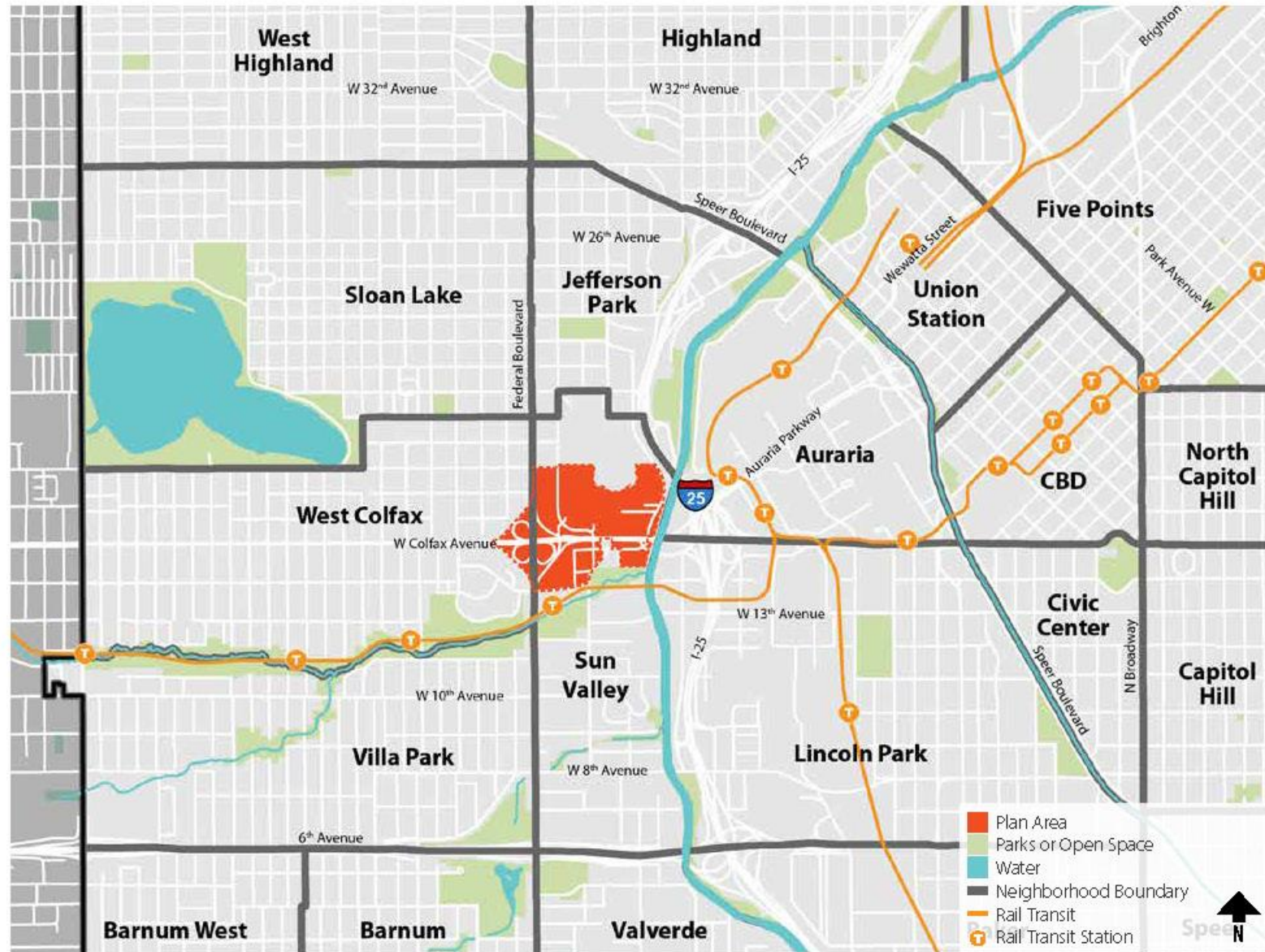


An aerial photograph of Denver, Colorado, showing the city skyline, highways, and a proposed stadium district. A blue line traces a path through the city, likely representing a transit or development corridor. A large, modern stadium is visible in the lower-left quadrant of the image.

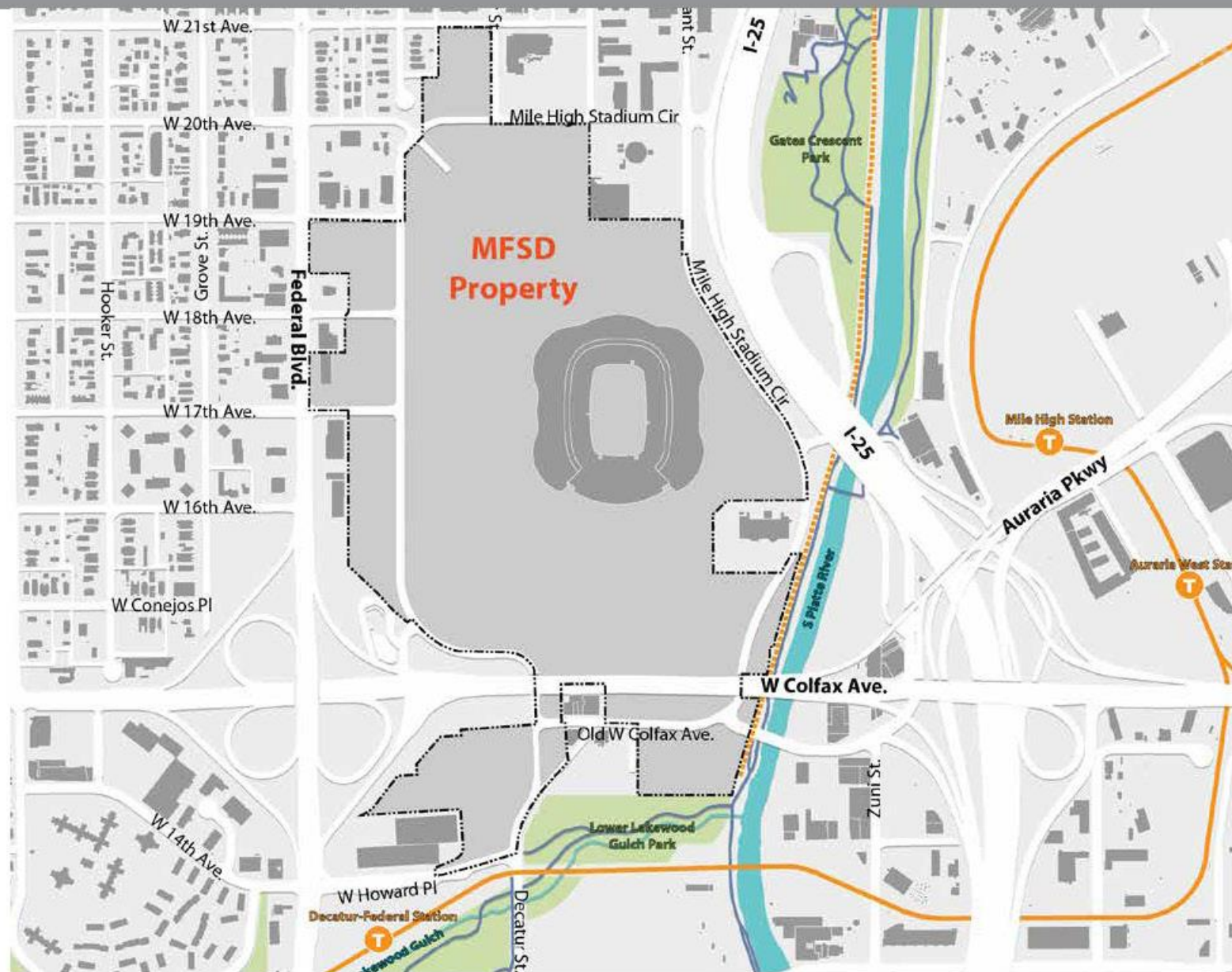
STADIUM DISTRICT MASTER PLAN

**City Council Public Hearing
June 17, 2019**

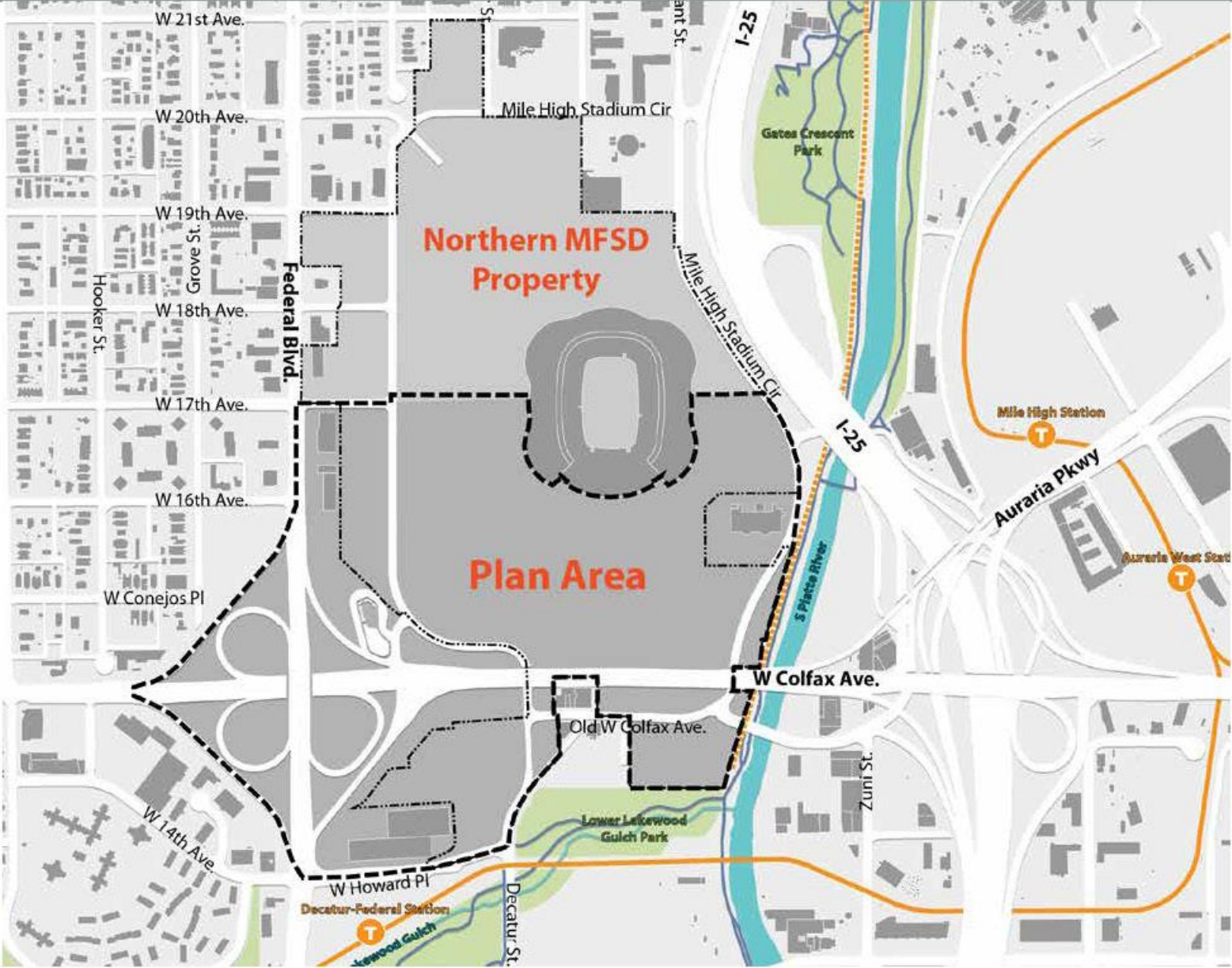
Plan Area Context



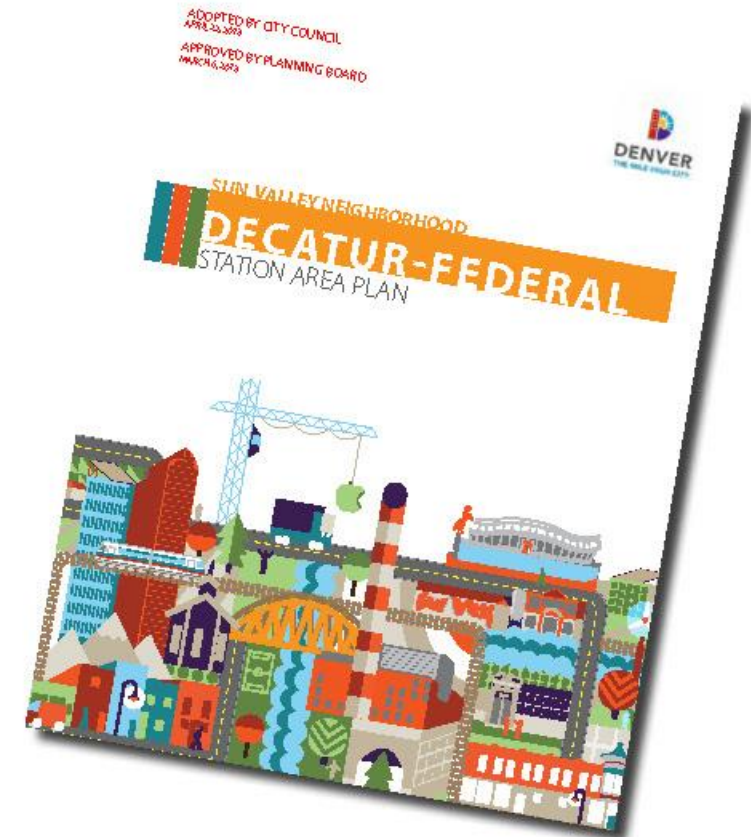
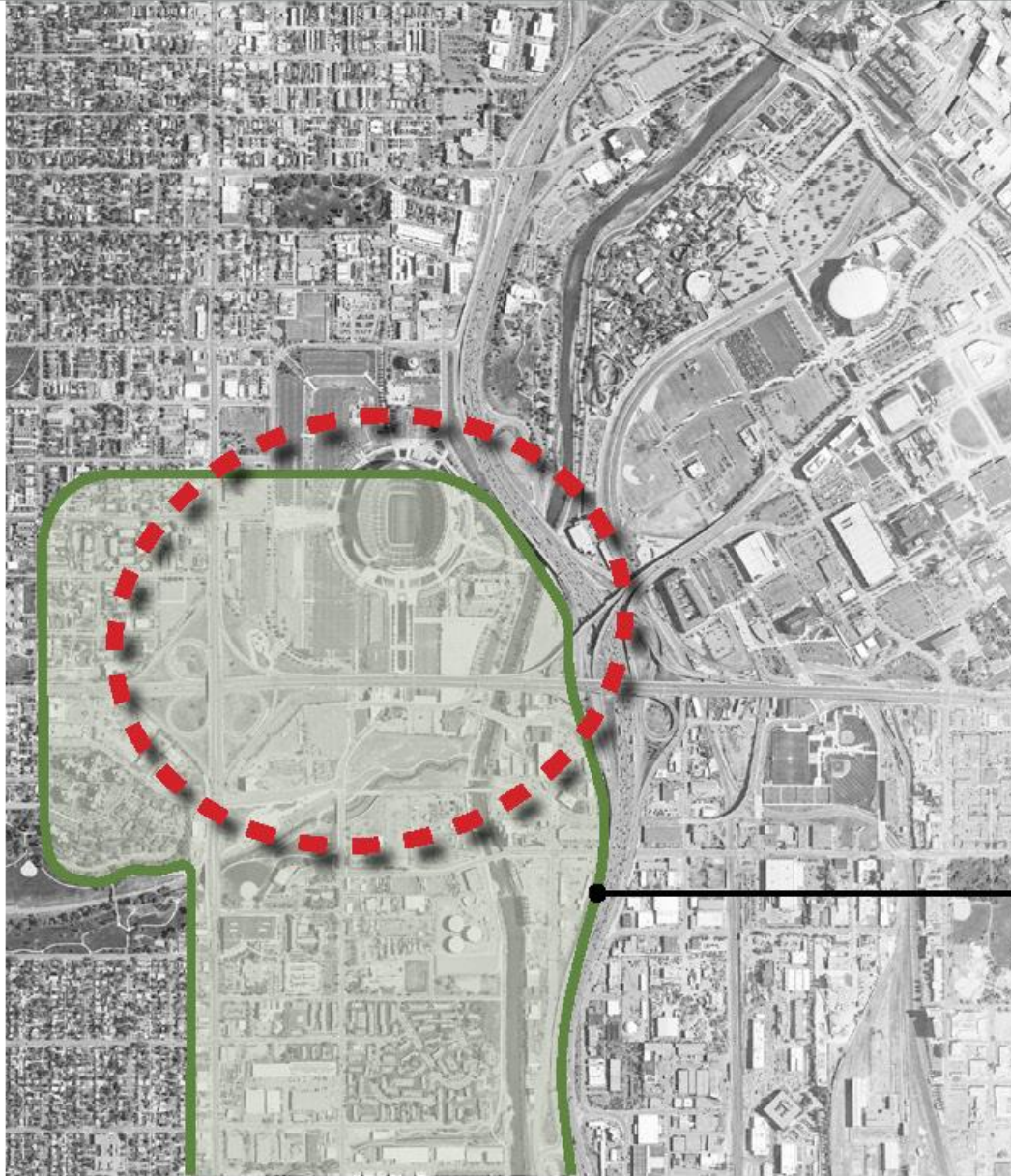
Plan Area Context



Plan Area Context



Decatur-Federal Station Area Plan

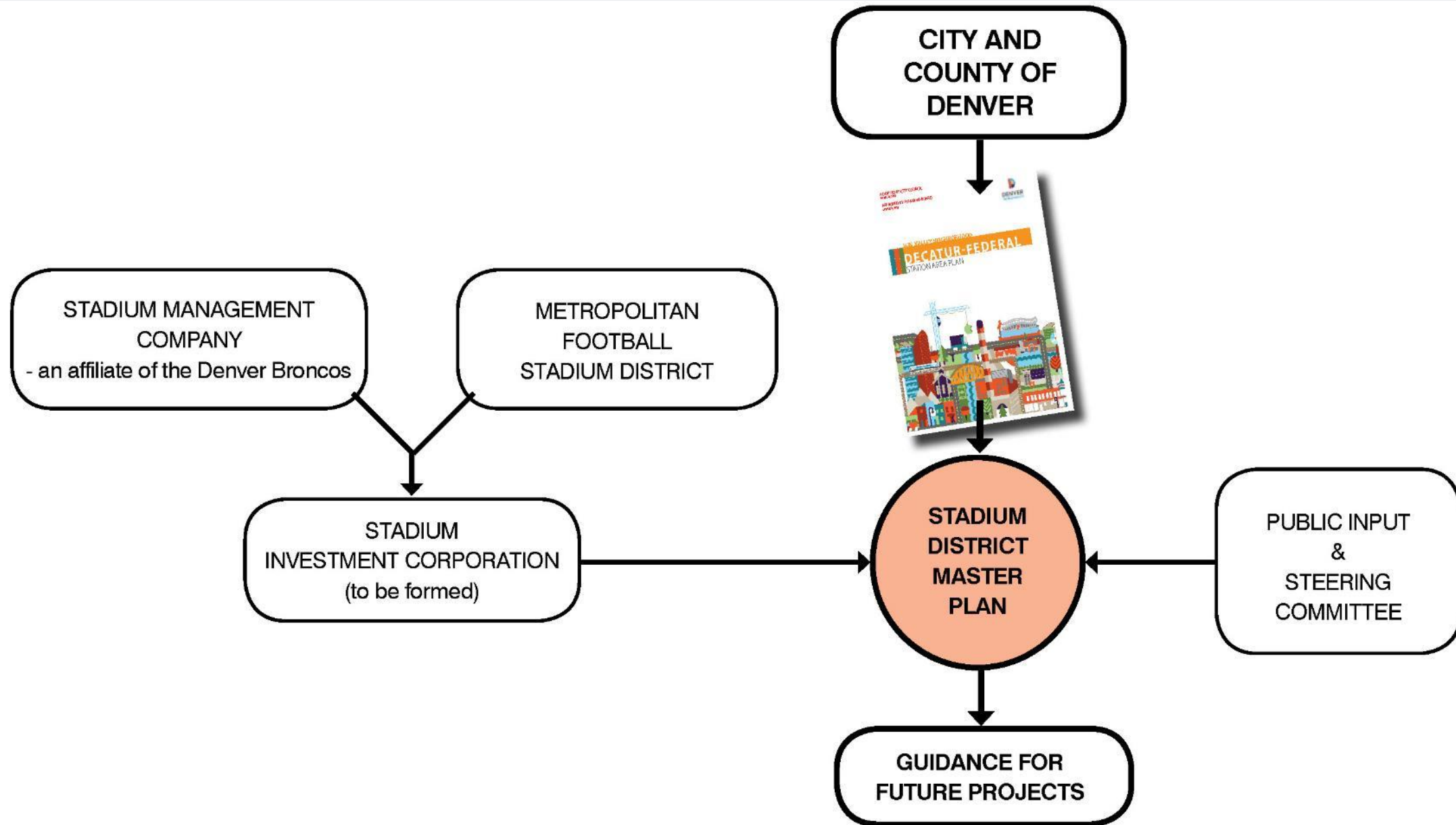


Decatur-Federal Station Area Plan

Approved by Planning Board:
March 6, 2013

Adopted by City Council:
April 22, 2013

Organization



Planning Process



Planning Process - Additional Outreach

CPD Newsletter: 4,697 subscribers

- April 6, 2018 – plan launch
- June 8, 2018 – public workshop
- June 25, 2018 – public workshop
- August 10, 2018 – public workshop
- October 10, 2018 – public workshop
- April 4, 2019 – draft plan, survey, public workshop

Instagram: 1,284 followers

- June 8, 2018 – public workshop
- August 2, 2018 – survey
- October 16, 2018 – public workshop
- November 26, 2018 – survey
- December 13, 2018 – photos from open house, survey
- December 20, 2018 – preliminary survey results, survey
- March 22, 2019 – draft plan, public workshop

Twitter: 4,900 followers

- March 21, 2018 – plan launch (plus several retweets of news stories)
- April 6, 2018 – plan launch
- June 8, 2018 – public workshop
- June 12, 2018 – public workshop
- June 26, 2018 – public workshop (plus retweets)
- August 2, 2018 – survey
- October 16, 2018 – public workshop
- October 26, 2018 – public workshop
- November 26, 2018 – survey
- December 3, 2018 – survey
- December 5, 2018 – survey retweet
- December 13, 2018 – photos from open house, survey (thread)
- December 20, 2018 – preliminary survey results, survey (thread)
- March 22, 2019 – plan draft, public workshop
- April 3, 2019 – draft plan, public workshop (plus retweet)

Nextdoor: 9,505 residents in surrounding neighborhoods

- June 8, 2018 – public workshop
- August 2, 2018 – survey
- October 10, 2018 – public workshop
- November 26, 2018 – survey
- March 22, 2019 – draft plan, public workshop

Over 1,300 participants!



Challenges



```
graph TD; A[Challenges] --> B[Challenge of creating an area that is "accessible for all income levels."]; A --> C[Challenge of future development and potential "impacts to adjacent neighborhoods."];
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Challenge of creating an area that is "accessible for all income levels."

Challenge of future development and potential "impacts to adjacent neighborhoods."

Public Input

Challenges

Challenge of creating a plan area that is "accessible for all income levels."

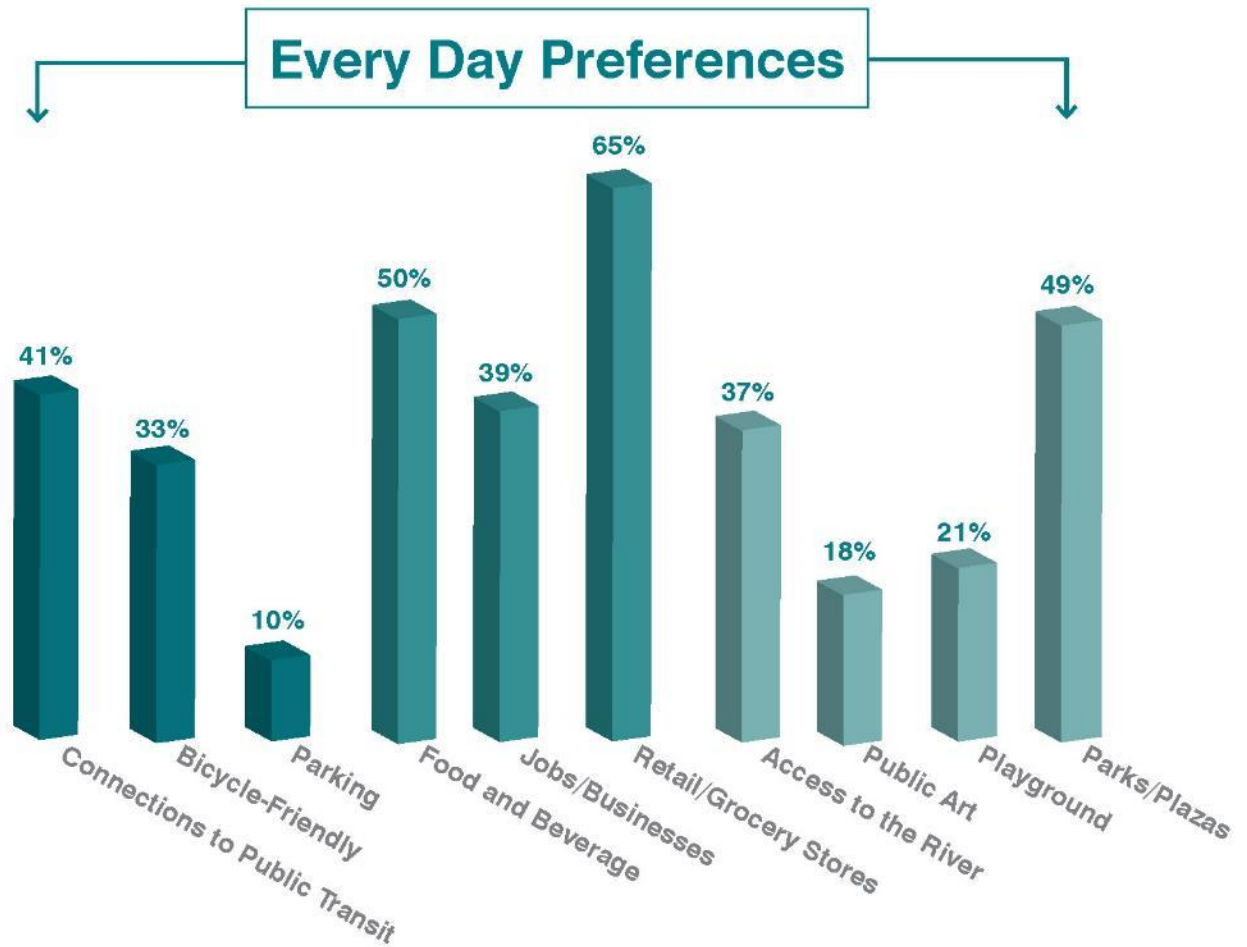
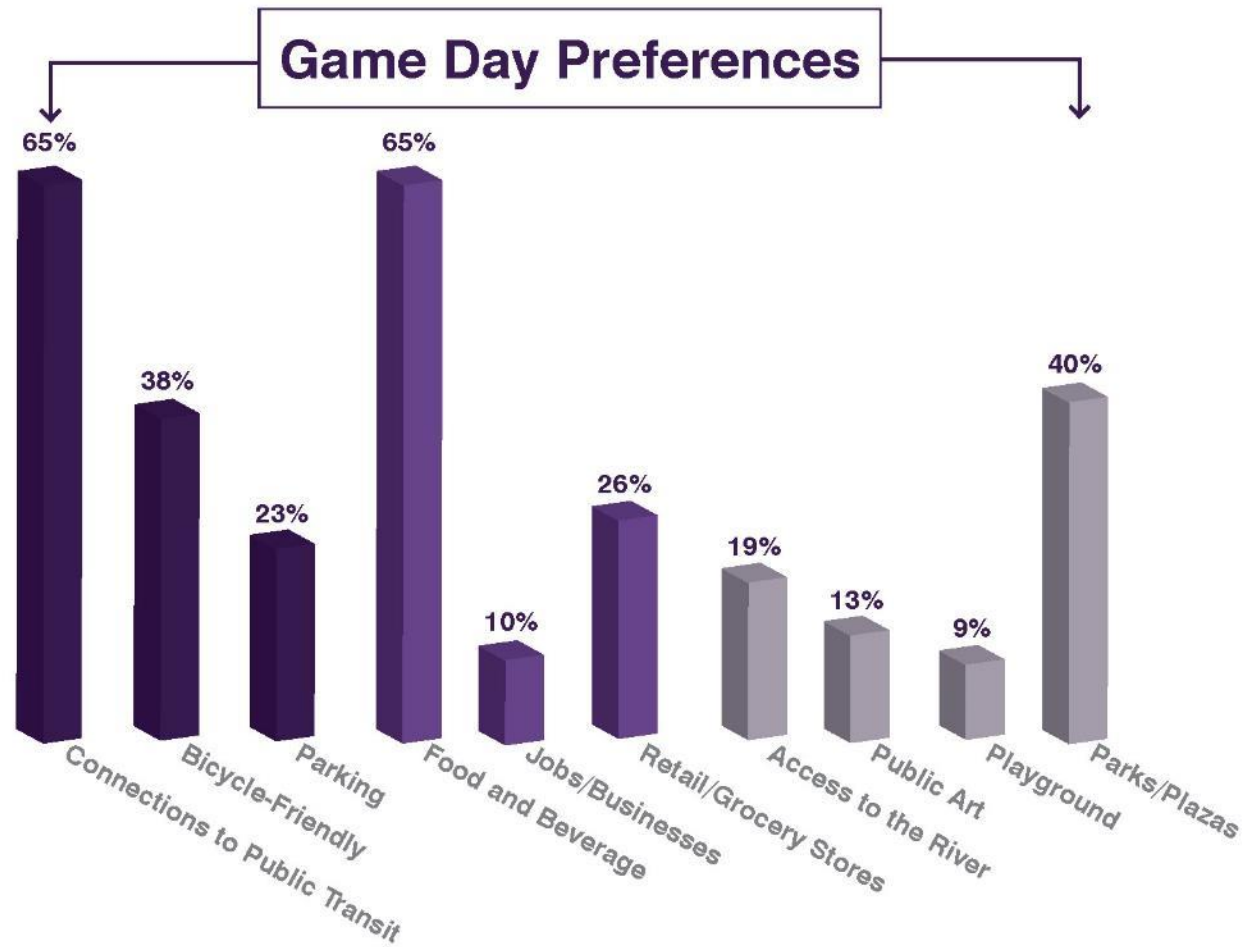
Challenge of future development and potential "impacts to adjacent neighborhoods."

Hopes

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

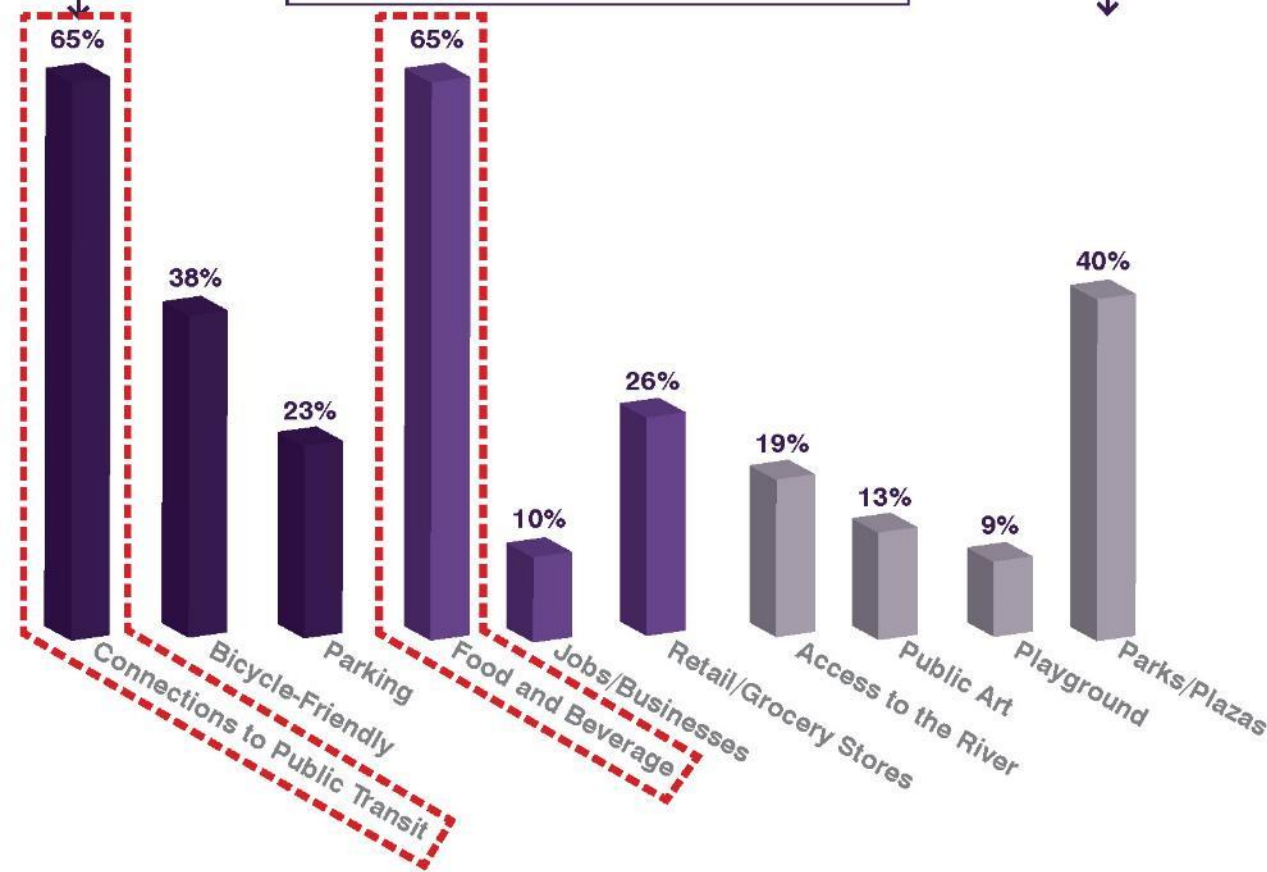
"Providing quality transportation options into the area on game day to reduce reliance on parking."

Public Input

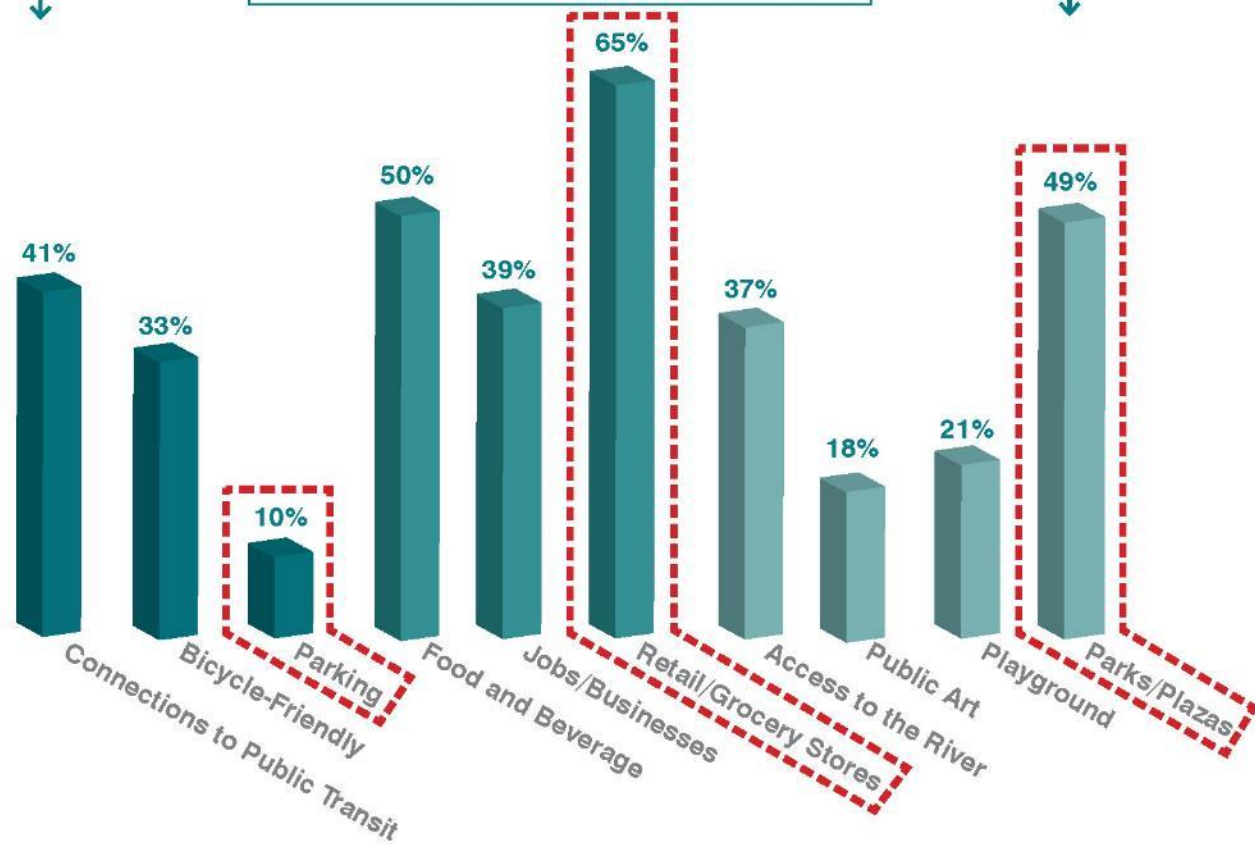


Public Input

Game Day Preferences



Every Day Preferences



Public Input

WE SHOULD INVEST IN...



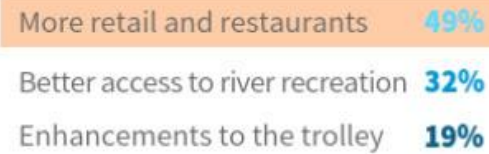
THE NEW POCKET PARKS SHOULD INCLUDE... (CHOOSE UP TO 3)



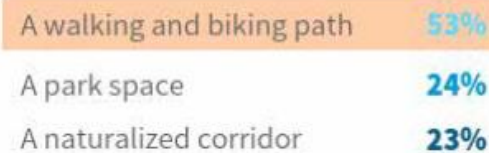
THE NEIGHBORHOOD PARK SHOULD INCLUDE...



THE RIVERFRONT AREA SHOULD HAVE...

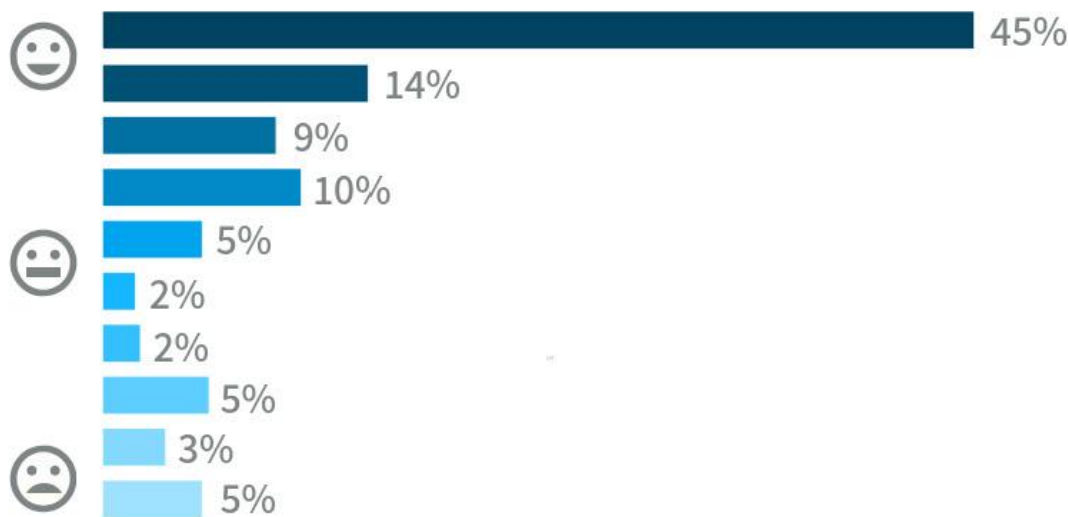


THE RIVERFRONT AREA SHOULD LOOK LIKE...





ARE YOU HAPPY OR UNHAPPY WITH THIS LOOK AND FEEL? (% SELECTED)



STADIUM DISTRICT MASTER PLAN

Comprehensive Plan 2040 - Vision Elements



**Equitable, Affordable
and Inclusive**



**Strong and Authentic
Neighborhoods**



**Connected, Safe and
Accessible Places**



**Economically Diverse
and Vibrant**



**Environmentally
Resilient**



Healthy and Active

Blueprint Denver - Elements of a Complete Neighborhood



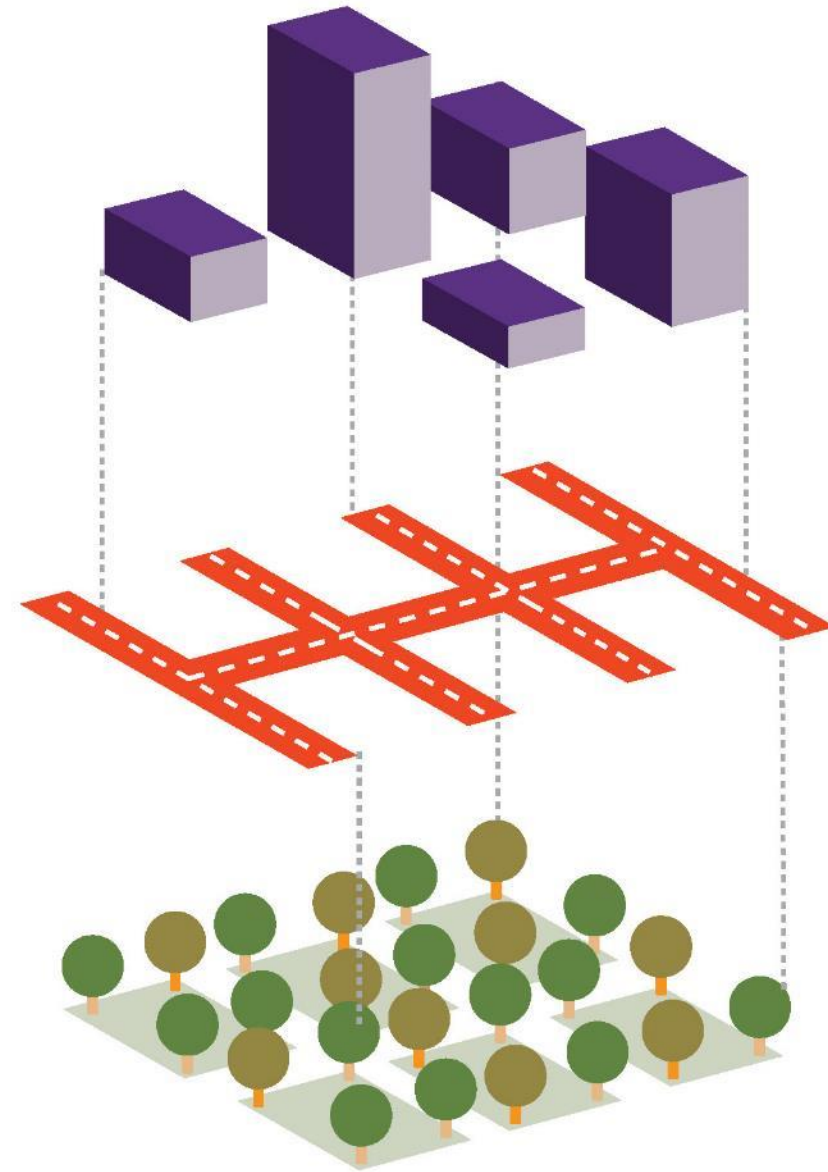
Enhance the character and quality of neighborhoods.



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



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



Executive Summary - Equity

Surrounding Census Tract Context



Figure 8 Census Tracts



Improving & Measuring Access to Opportunity



Figure 4 Access to Opportunity

Focus Areas

- Creating multimodal connections between Sun Valley and adjacent neighborhoods and downtown.
- Improving access to quality-of-life amenities such as parks and open space.
- Supporting the introduction of healthy food options into the plan area.

Reference Sections

Refer to the sections below to see how the issues surrounding access to opportunity can be addressed:

- Recommendations 1.2 and 1.3 in Land Use & Built Form.
- Recommendations 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, and 2.8 in Mobility.
- Recommendations 3.1, 3.2, 3.3, 3.4, 3.5, and 3.7 in Quality-of-Life Infrastructure.



Reducing & Measuring Vulnerability to Displacement

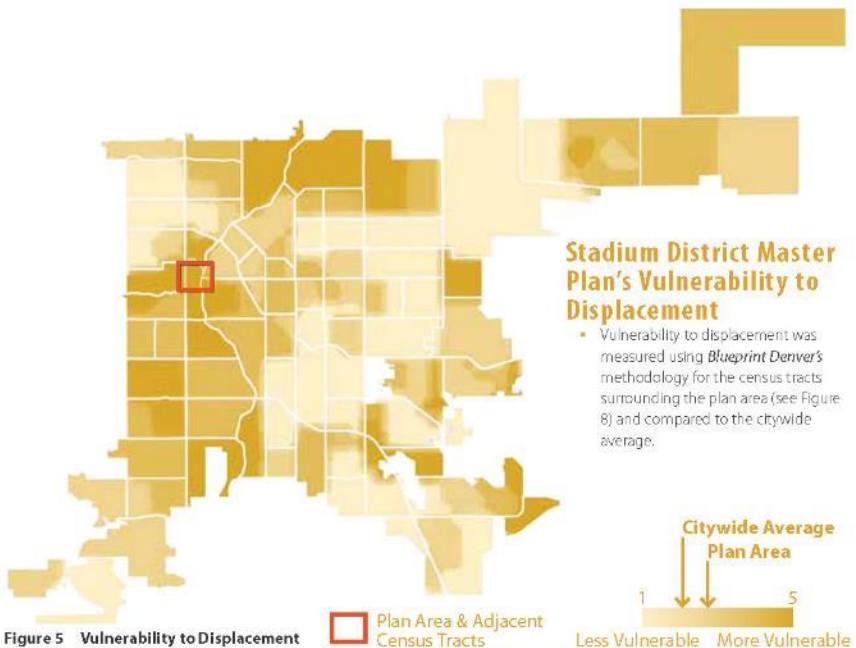


Figure 5 Vulnerability to Displacement

Focus Areas

- Creating opportunities for development of the plan area that provides employment opportunities for local residents, with a focus on workforce development and retention programs.
- Ensuring affordable units are built on-site rather than through payment of the citywide linkage fee.
- Exploring opportunities to dedicate housing units as affordable for a time period consistent with citywide policy, potentially extending the time-frame defined by current policies.

Reference Sections

Refer to the sections below to see how the issues surrounding vulnerability can be addressed:

- Recommendations 1.2, 1.3, 1.4, and 1.5 in Land Use & Built Form.



Expanding & Measuring Housing Diversity



Figure 6 Housing Diversity

Focus Areas

- Providing a diverse range of market-rate and affordable housing options throughout the plan area.
- Incorporating a variety of housing types and sizes to accommodate different household types and sizes.

Reference Sections

Refer to the sections below to see how the issues surrounding housing diversity can be addressed:

- Recommendations 1.4 and 1.5 In Land Use & Built Form.



Expanding & Measuring Jobs Diversity

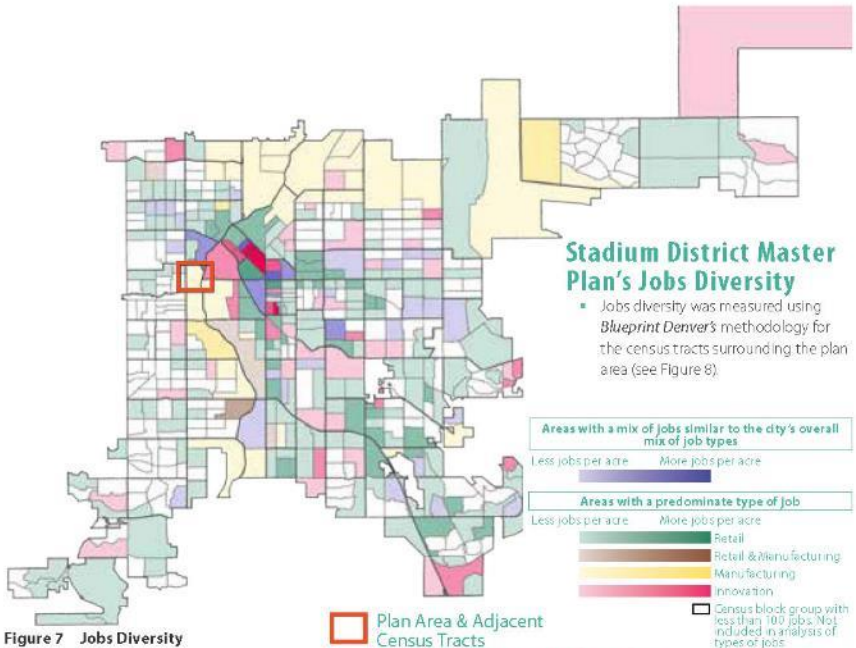


Figure 7 Jobs Diversity

Focus Areas

- Creating opportunities that support local businesses, including minority- or woman-owned businesses.
- Promoting local entrepreneurship and investment in the community.

Reference Sections

Refer to the sections below to see how the issues surrounding job diversity can be addressed:

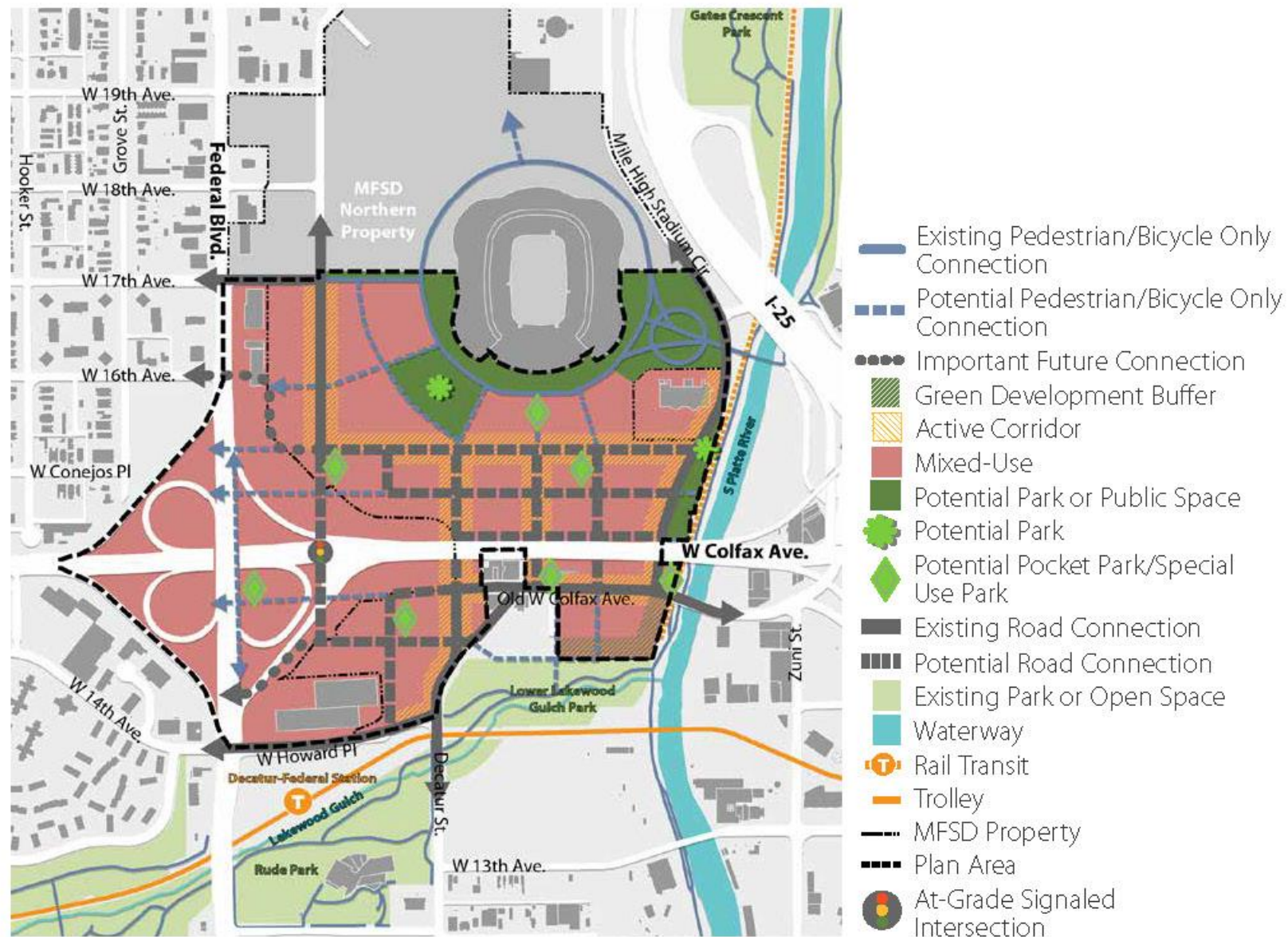
- Recommendations 1.2 and 1.3 In Land Use & Built Form.

LAND USE & BUILT FORM



Enhance the character and quality of
the neighborhoods

Land Use & Built Form



Recommendations:

- Ensure the Northern Stadium District Property remains flexible for game day uses.
- Allow a diverse mix of uses that support a livable neighborhood.
- Encourage development that supports Sun Valley and provides opportunities for small businesses and local employment.



Recommendations:

- Integrate affordable housing throughout the plan area.
 - Apply zoning regulations or other regulatory tools to ensure the provision of affordable housing.
 - Zoning incentive system to integrate affordable housing on-site for development above a base height.
 - Mechanisms to explore housing created to be available and marketed to nearby residents.



Recommendations:

- Promote a variety of building heights and intensities, including taller buildings that incorporate mass reduction and affordable housing.



Land Use & Built Form



Establish a base height of five stories, beyond which special building mass reduction and affordable housing requirements apply.

Land Use & Built Form

Allow heights of up to 20-stories for buildings that incorporate mass reduction and provide affordable housing.



Land Use & Built Form

Allow heights of up to 30-stories for buildings in special locations that incorporate additional mass reduction and provide affordable housing.



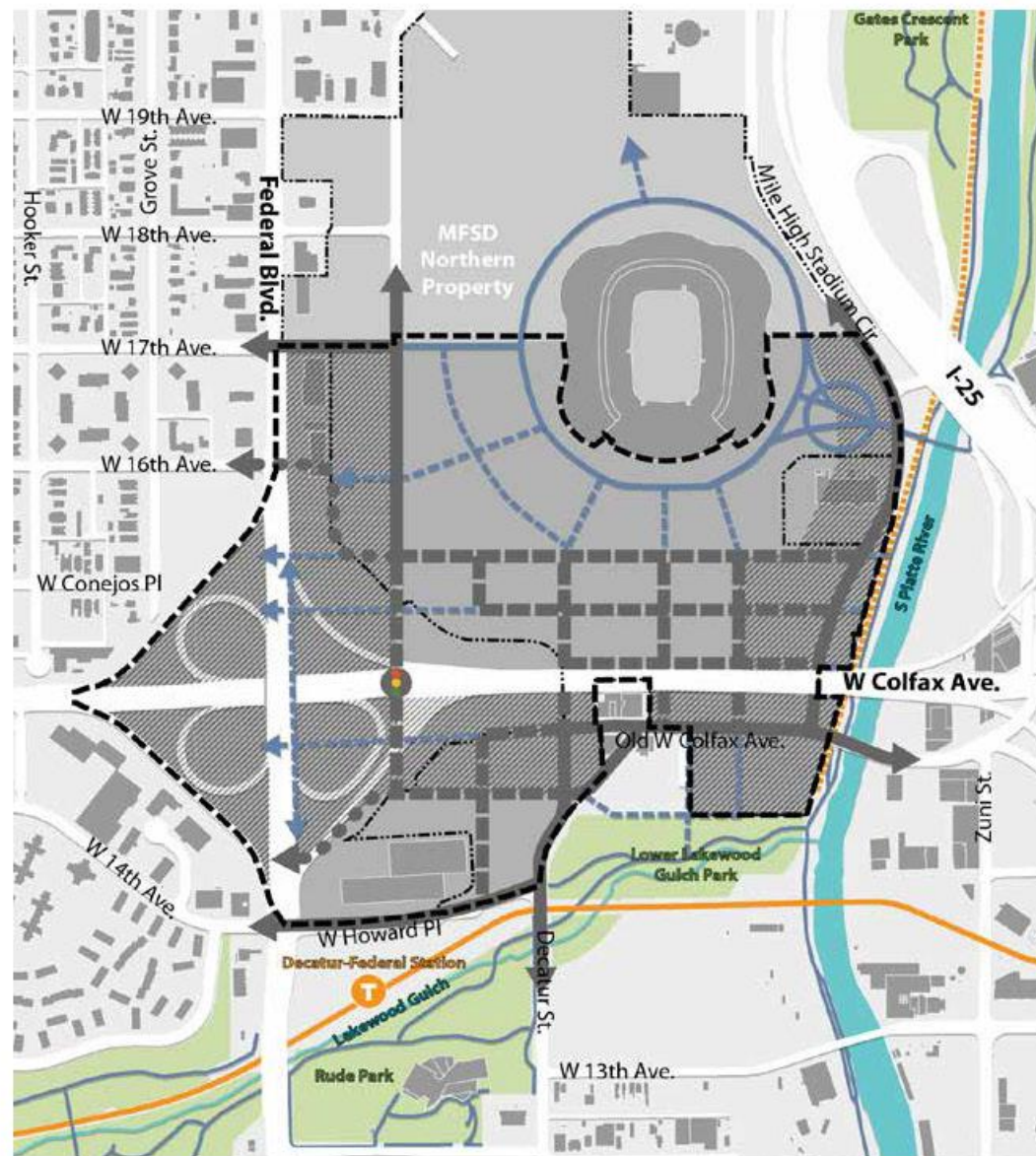
Study Area Context

Recommendations:

- Promote pedestrian-oriented frontages throughout the plan area and especially along the South Platte River and Lakewood Gulch.
 - Apply zoning regulations and/or associated design standards and guidelines that incorporate mass reduction.



Land Use & Built Form



- Special building height and mass recommendations apply on blocks adjacent to Federal Boulevard, Old West Colfax Avenue, and the portion of Mile High Stadium Circle along the South Platte River.

- Special Building Height & Mass Recommendations Apply (see recommendation 1.5.C)
- Existing Pedestrian/Bicycle Only Connection
- Potential Pedestrian/Bicycle Only Connection
- Important Future Connection
- Existing Road Connection
- Potential Road Connection
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection



Recommendations:

- Promote human-scale and high-quality design throughout the plan area.



LAND USE & BUILT FORM

Potential Outcomes of Implementing the Recommendations & Strategies



Figure 11 Example of Building Massing and a Mixed-Use Street



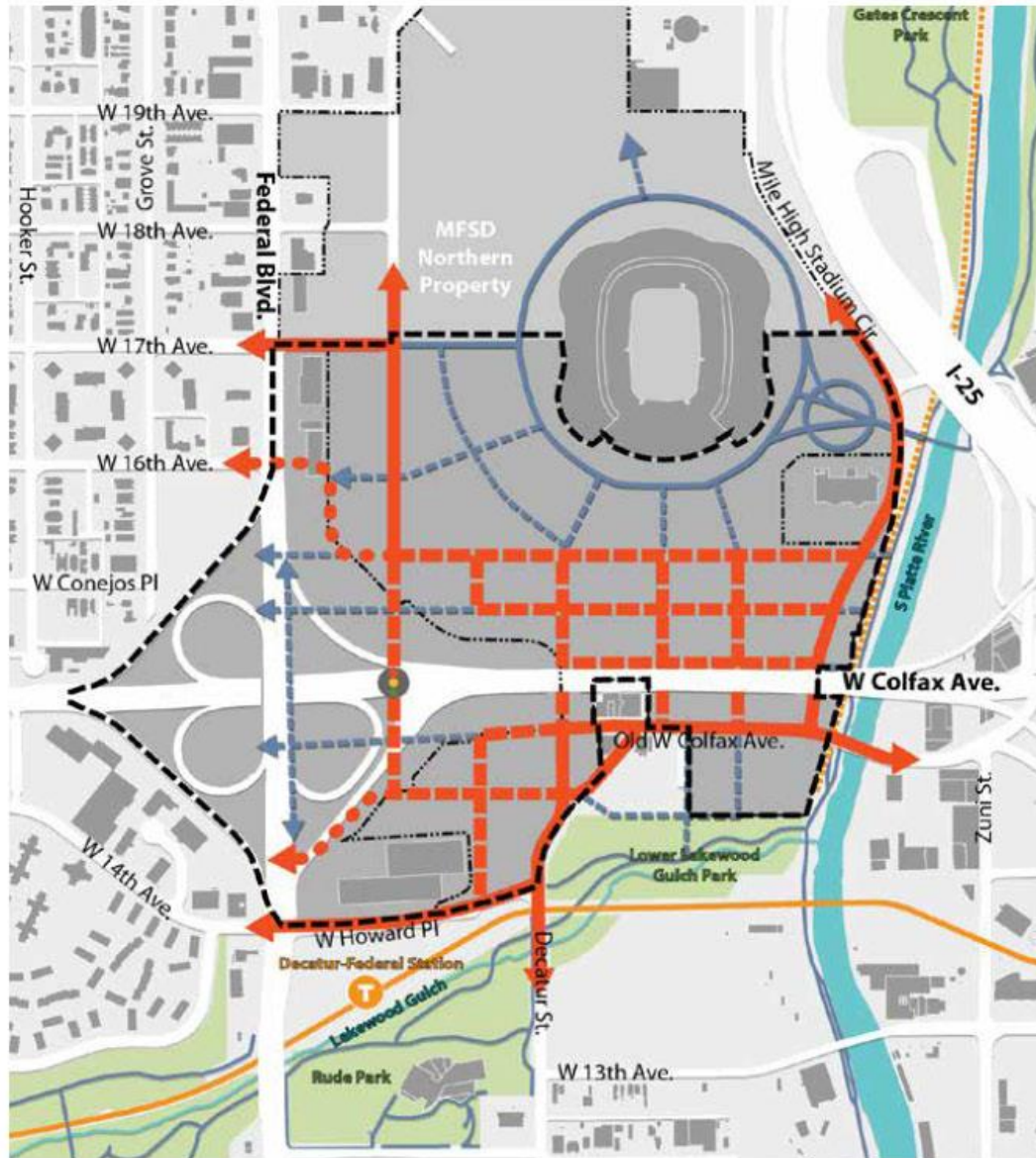
Figure 12 Example of Building Massing and a Mixed-Use Street

MOBILITY



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

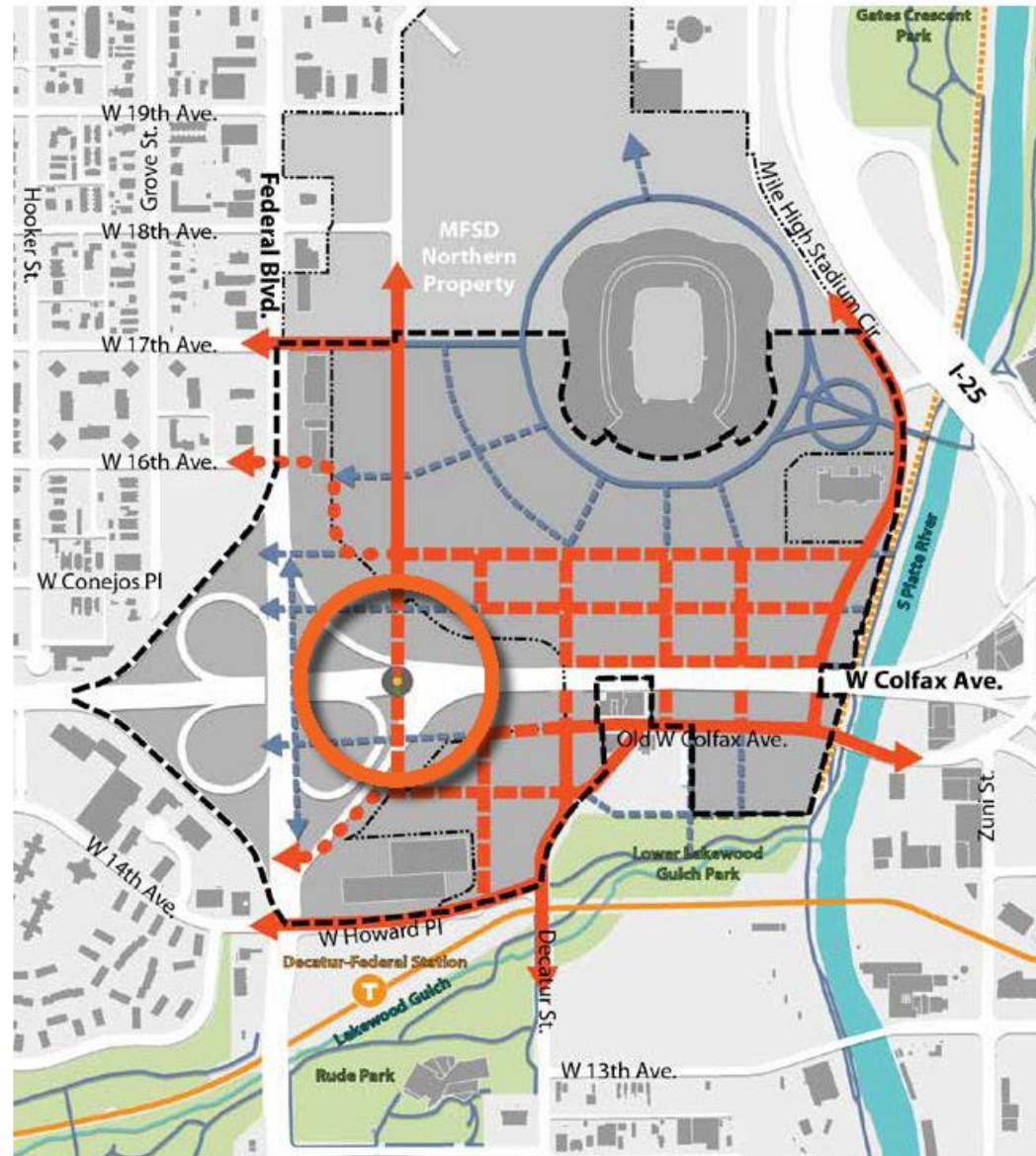
Mobility



- Existing Pedestrian/Bicycle Only Connection
- Potential Pedestrian/Bicycle Only Connection
- Existing Road Connection - to be updated
- Potential Road Connection
- Important Future Connection
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection



Study Area Context

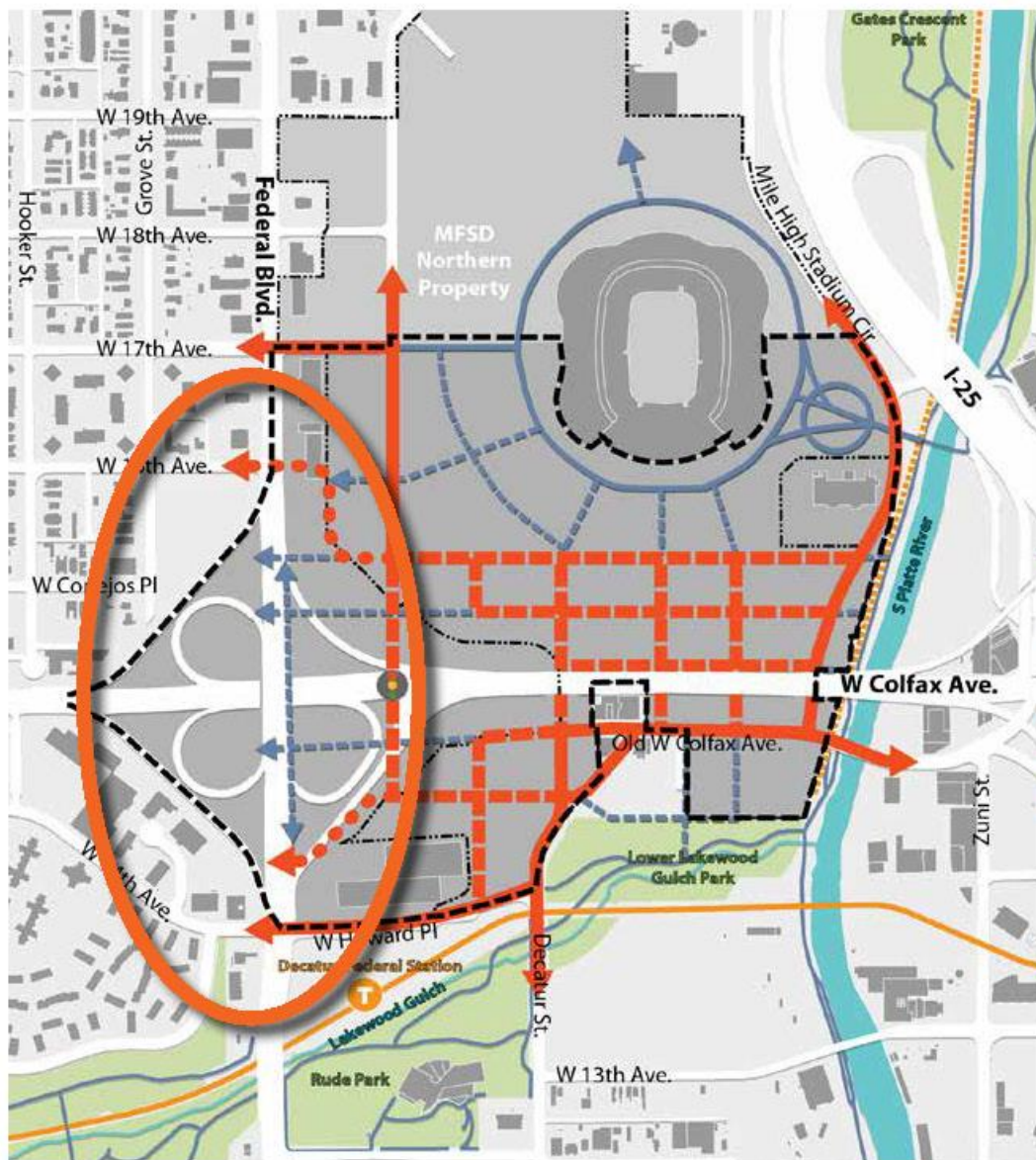


- Proposed at-grade intersection of W Colfax Avenue and potential north/south road connection.



Study Area Context

- All plan recommendations and strategies apply to the Federal Boulevard and W Colfax cloverleaf interchange area.



- Existing Pedestrian/Bicycle Only Connection
- Potential Pedestrian/Bicycle Only Connection
- Existing Road Connection - to be updated
- Potential Road Connection
- Important Future Connection
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection

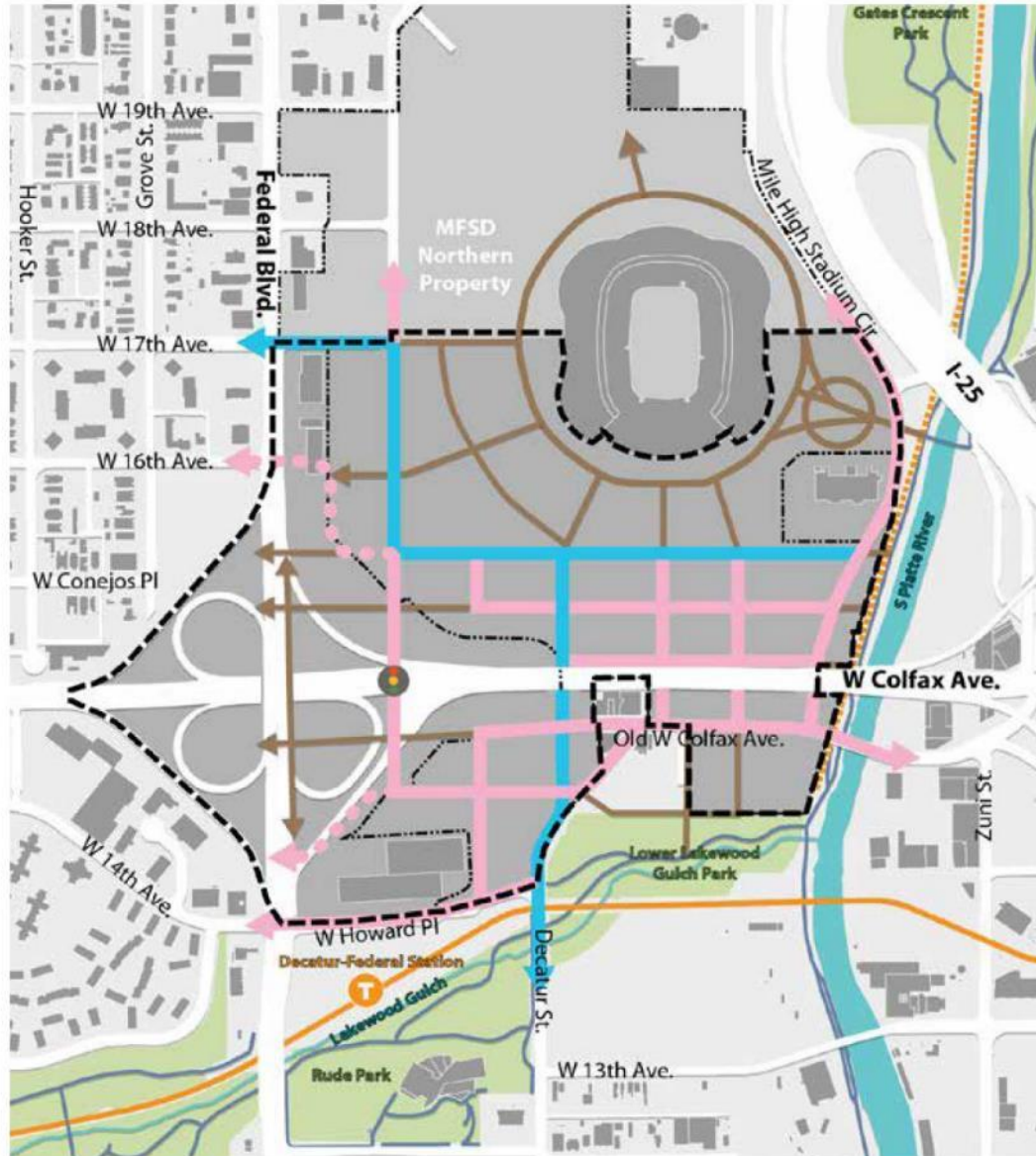


Recommendations:

- Create a connected, multimodal street network.
- Prioritize pedestrians by incorporating walkable streets with high-quality pedestrian facilities.
- Create a complete network of high ease-of-use bicycle facilities.
- Increase access to multi-use trails and pathways.
 - Prioritize connections to the South Platte River.

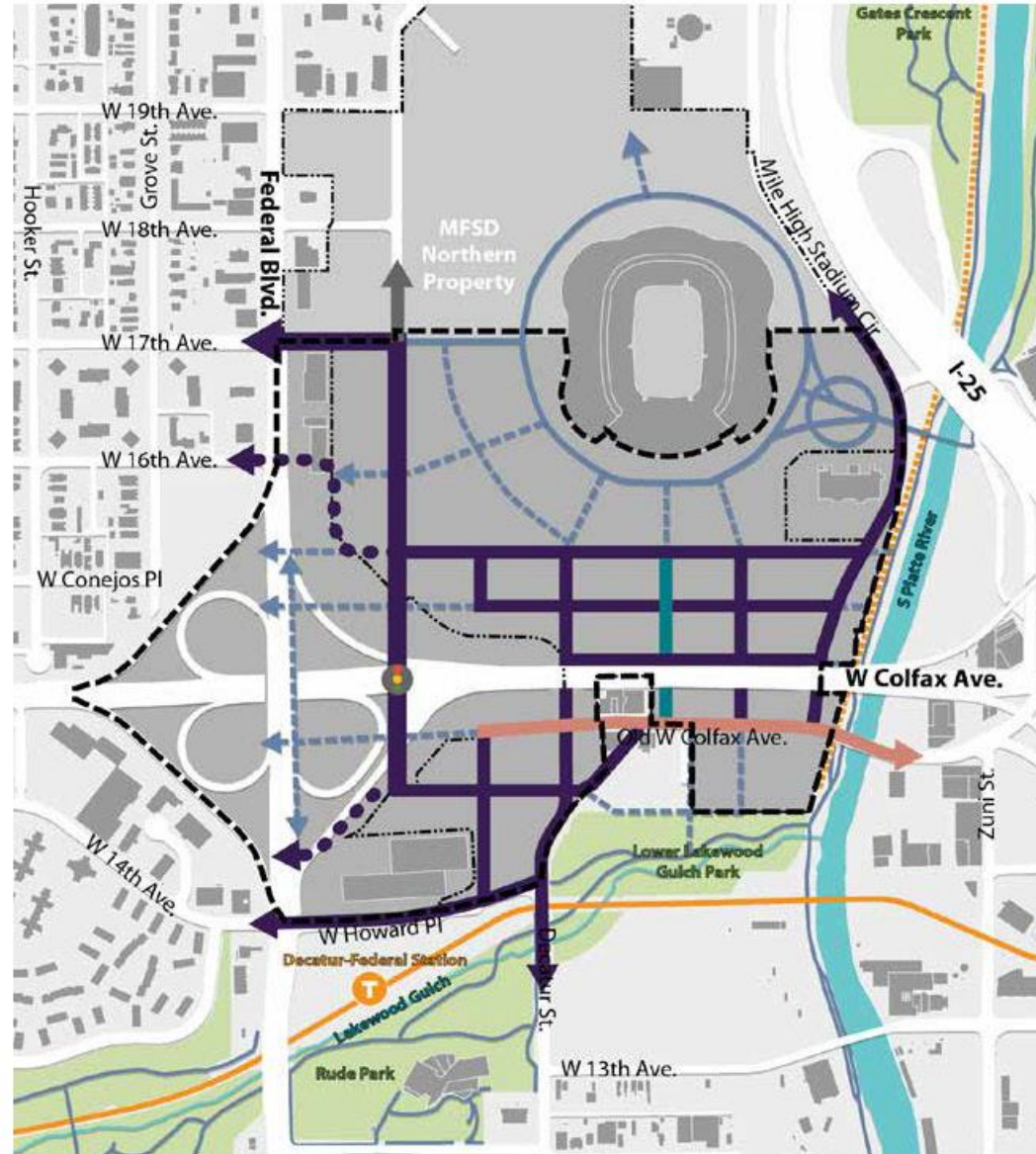


Mobility



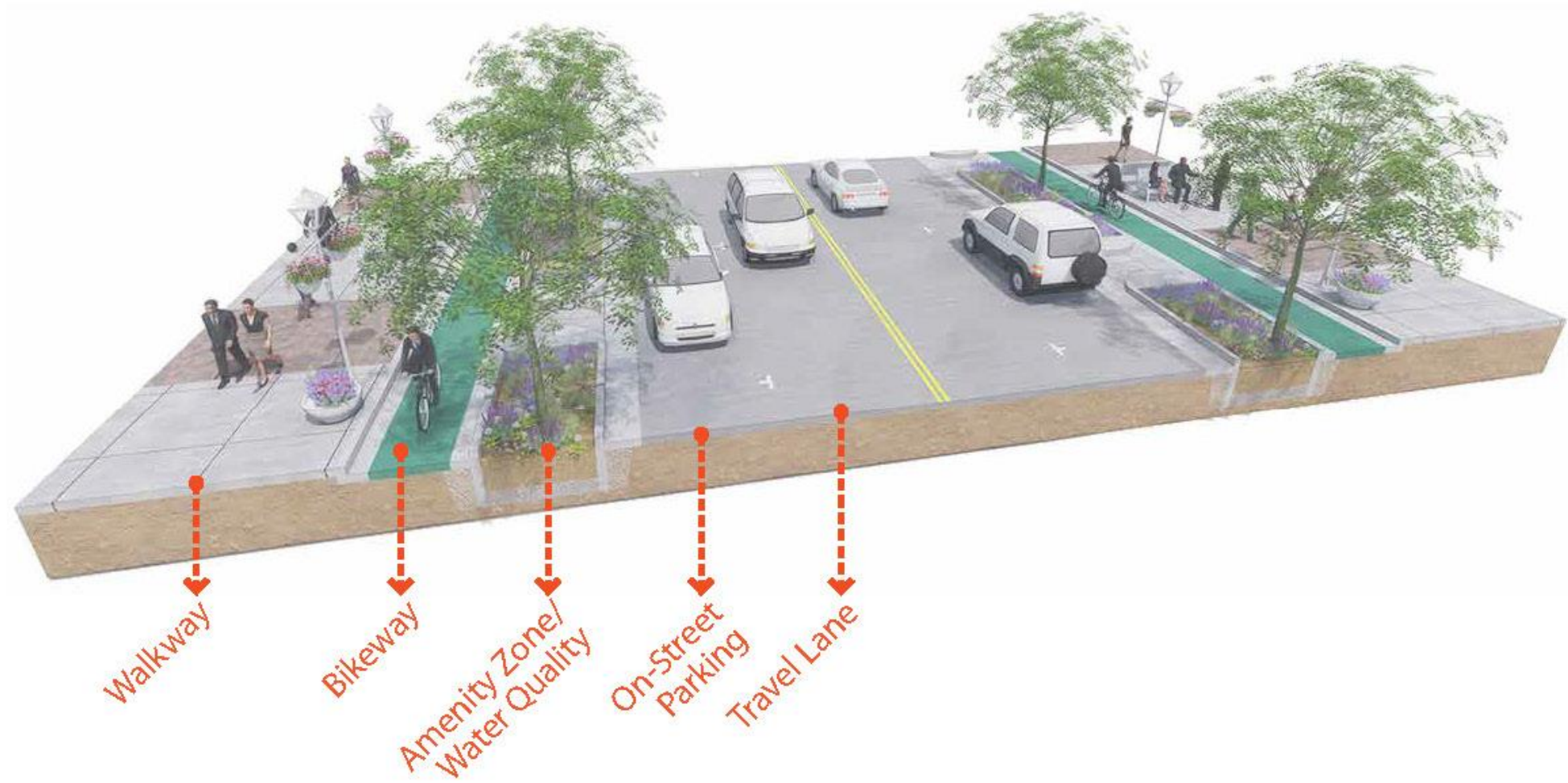
- Grade-Separated Bike Lane
- Shared Use Sidewalk
- Shared Roadway
- Important Future Shared Roadway Connection
- Trail
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection





- Existing Pedestrian/Bicycle Only Connection
- Potential Pedestrian/Bicycle Only Connection
- Potential Festival Street
- Potential Main Street-Local
- Potential Mixed-Use Street-Local
- Potential Mixed-Use Street-Collector
- Important Future Connection
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection

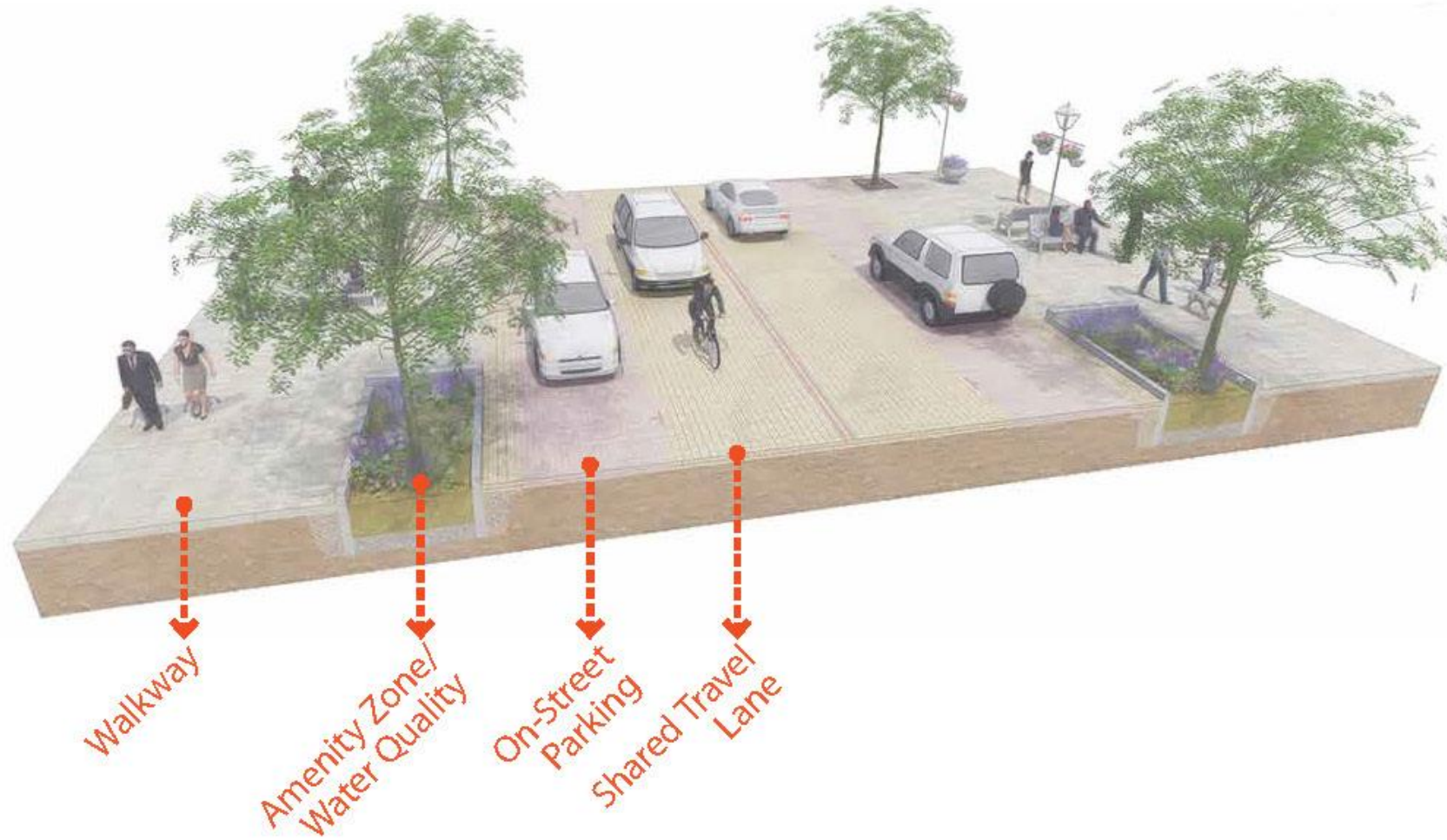




Mixed-Use Street



Main Street



Festival Street

Street Types:	Should be designed to accommodate:	Components:	Other Design Elements and Amenities:
Festival Street	- Events or festivals - Year-round activity - Pedestrian-oriented activity - Shared mobility for automobiles, bicycles, and scooters - A mix of land uses - Stormwater drainage	- One travel lane in each direction - On-street parking on both sides of the street - Wider sidewalks that provide space for cafe zones and a high-volume of pedestrians - Amenity zone with trees, planters, and seating - Bikeways as identified in the bike network in Figure 24	- Special paving treatments that create a shared street, such as textured or permeable pavements that are flush with the curb, and paving materials that define travel lanes and parking spaces - Planters, street furnishings, or design elements that define travel lanes, parking spaces, and pedestrian areas
Main Street	- Ground floor activity - Pedestrians - Movement of automobiles, bicycles, and scooters - A mix of land uses - Stormwater drainage	- One travel lane in each direction - On-street parking on both sides of the street - Wider sidewalks that provide space for cafe zones and a high-volume of pedestrians - Amenity zone with trees, planters, and seating - Bikeways as identified in the bike network in Figure 24	- Enhanced paving materials and detailing - Streetscape furnishings - Green infrastructure wherever possible
Mixed-Use Street	- Ground floor activity - Pedestrians - Efficient movement of automobiles - Space for movement of bicycles and scooters - A mix of land uses - Stormwater drainage	- One travel lane in each direction - On-street parking on both sides of the street - Wider sidewalks that provide space for cafe zones and a high-volume of pedestrians - Wider amenity zone with trees, planters, and seating - Bikeways as identified in the bike network in Figure 24	- Enhanced paving materials and detailing - Streetscape furnishings - Green infrastructure wherever possible
Alley	- Access for loading, garage access, waste pickup, and other back-of-house uses - Ability to vary in size depending on the type and intensity of adjacent uses - Stormwater drainage	Travel lane(s)	- Enhanced materials and detailing - Green infrastructure wherever possible

Figure 20 Street Types Matrix

Recommendations:

- Implement an area-wide Transportation Demand Management (TDM) plan.
 - Utilize strategies that improve every day and game day area-wide circulation.



CONNECT neighborhoods

TDM Strategies

Transportation Demand Management refers to a suite of strategies that aim to reduce automobile traffic congestion and vehicle emissions by helping people use the transportation system more efficiently. TDM strategies aim to reduce drive-alone automobile trips, particularly during peak traffic periods, by shifting those trips to other modes of travel or to other times of day. The suite of TDM strategies is evolving and expanding, and certain strategies are more effective in specific circumstances. Therefore, any TDM plan should be measured by trip reduction outcomes and be flexible enough to incorporate new strategies for every day and game day mobility.

Programmatic Strategies

- Discounted (or free) EcoPasses for employees, residents, and low-income residents;
- Neighborhood Eco Pass (NeCO Pass) for people living in the neighborhood;
- Discounted car-share memberships;
- Promotional campaigns such as Bike to Work Day, Walk to Work Day, or Dump the Pump Day;
- Leverage programs identified in the DRCOG Regional TDM Short Range Plan (2012-2016); and
- Individualized marketing.

Design Strategies

- Building and destination access (e.g. a bike lane that links from a trail to the garage and into a bike parking area);
- Information boards/kiosks;
- Direct route to transit;
- Bike or other dock-less mobility parking;
- Passenger loading zones for ride shares, autonomous vehicles, etc. particularly at locations with high peak periods such as entertainment uses;
- Locate parking out-of-sight with alley access;
- Right-of-way improvements that encourage walking, biking, or ride sharing; and
- Curbside management strategies that transition depending on the activity (e.g. travel lanes that operate as one way during events and two-way on normal

Transit Strategies

- Shuttle service to/from transit;
- Subsidized transit passes through employers or events;
- Bus shelters that are covered, well-lighted, and provide seating;
- Informative and visible signs and maps;
- Accommodations for bicycles on transit vehicles;
- Wireless capabilities for riders; and
- Broncos Ride Game Day Specialty Service.

Parking Strategies

- Secure bike, scooter, and other non-auto parking;
- Unbundle residential parking (sell or lease parking spaces separately from residential units);
- Parking cash-out options for on-site "free" employee parking;
- Parking maximums instead of minimums (a lower volume of vehicles entering and exiting from garages will also enable garage access on alleys); and
- Parking management: car share, electric vehicle sharing, public parking garages.

Commute Trip Reduction Strategies

- Carpool, vanpool, schoolpool, and ride share;
- Guaranteed ride home;
- Showers and lockers; and
- Flexible work schedule.

Recommendations:

- Retrofit or replace the cloverleaf at Federal Boulevard and W Colfax Avenue.
 - Collaborate to explore a transformation of the cloverleaf interchange that builds upon past planning efforts and studies.



*Images from the West Colfax BID

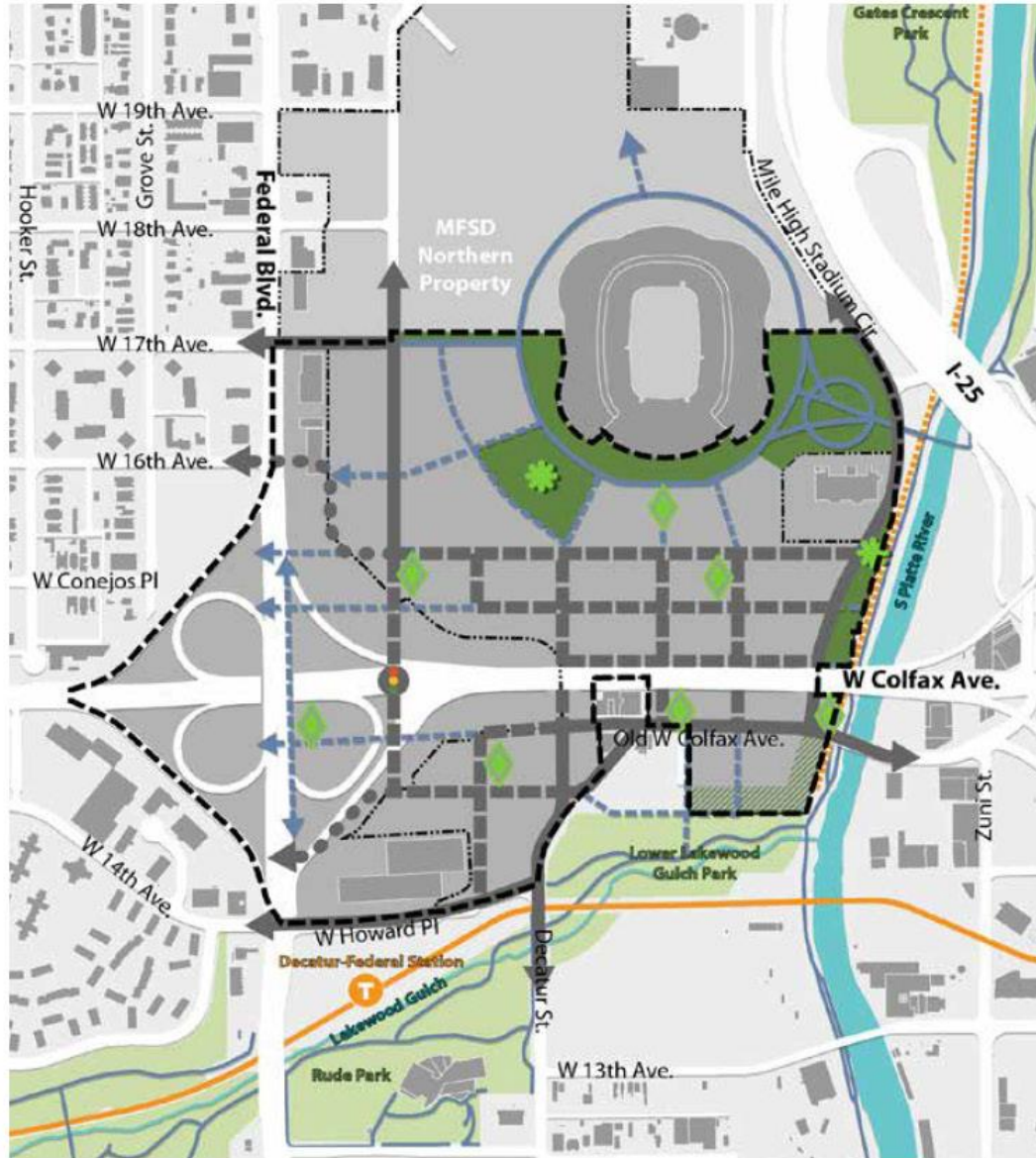


QUALITY-OF-LIFE INFRASTRUCTURE



Provide neighborhoods with parks, trees,
natural features, recreation opportunities, and
civic and social spaces

Quality-of-Life Infrastructure



- Potential Park or Public Space
- Potential Park
- Potential Pocket Park/Special Use Park
- Green Development Buffer
- Existing Road Connection
- Potential Road Connection
- Existing Pedestrian/Bicycle Only Connection
- Potential Pedestrian/Bicycle Only Connection
- Existing Park or Open Space
- Waterway
- Rail Transit
- Trolley
- MFSD Property
- Plan Area
- At-Grade Signaled Intersection



Recommendations:

- Create a public space network with parks and public spaces that are a variety of sizes.
- Encourage open spaces and facilities that are publicly accessible for everyday needs.
- Variety of activities for people of all ages, abilities, and incomes to enjoy year-round.
- Coordinate efforts between other plans, projects, and development.



Recommendations:

- Include a variety of amenities that promote active and passive uses.
- Use best practices for stormwater management to improve water quality and mitigate flooding.
- Expand the tree canopy throughout the plan area.



Quality-of-Life Infrastructure

Park/Public Space:	Should be designed to accommodate:	Potential Size:	Potential Distribution/ Location:	Potential Amenities/ Elements:
Neighborhood Park	• Events • Community gathering • Markets • Festivals • Year-round activity • Multi-generational • Family-friendly • Sports recreation for all ages	more than 1 acre	• Near residential/retail/ office • Near main north/ south and east/west connections	• Open lawn • Picnic/shelter • Food and beverage • Playground • Flexible events space
Pocket Park	• Passive activity	less than 1 acre	• 3 minute walk from another pocket park or special use park	• Small play features • Seating • Access to sun/shade • Fountains
Special Use Park	• Family-friendly • Small-scale recreation	less than 1 acre	• 3 minute walk from another special use park or pocket park	• Dog areas • Sport courts • Playground
Enhanced Public Space	• Events • Community gathering • Multi-generational	varies	• Along Festival Street • Near the stadium • Under the viaduct	• Should vary depending on location
Riverfront & Riparian Public Space/Open Space	• Events • Community gathering • River recreation access • Improved trail connections • Passive activity	varies	• Along the South Platte River, Lakewood Gulch and trails	• Food and beverage • Seating • Small play features • Picnic/shelter • River views • Access to nature

Figure 30 Parks and Public Space Matrix

Recommendations:

- Prioritize enhancing the public space adjacent to the South Platte River.
 - Foster an interactive relationship with the river.
 - Transform the public space adjacent to the river.
 - Utilize the river as the connecting link between existing and future development.



MOVING FORWARD



Achieving the vision.

- Regulatory & Policy Strategies
- Public Investment Strategies
- Partnership Strategies
- Community Benefits
 - Summary of community benefit priorities, including items that may be addressed in a Community Benefits Agreement between the developer and community.



Partnership Strategies

Partnership strategies represent the most diverse category of implementation activities. Public-private partnership (PPP or P3) activity has expanded greatly in recent years and has gone well beyond its roots of public subsidies of private development projects. Increasingly, public-private partnerships are being used to fund infrastructure projects. Denver Union Station and RTD's East and Gold commuter rail lines are among the largest P3 projects in the country. Another local example is the reconstruction of 14th Street in downtown Denver using a combination of city bond funds and a property-owner approved General Improvement District.

Public-private partnerships come in many forms. They require an investment from the city, property owners, a private developer or development project, or all of the above. Common examples include tax increment financing (TIF), New Market Tax Credits (NMTC), and Special Districts (such as a Metropolitan District or a Business Improvement District). Some of these tools, such as TIF and NMTC, require the area to be declared eligible through determinations of blight or census tract poverty levels, respectively. A key issue with public-private financing tools is that a private development partner must be willing to invest a considerable amount of private money upfront in order to receive the benefit from them. In order for them to work, the developer must feel the risks associated with the investment are sufficiently outweighed by the potential returns generated by the investment. The public sector can help to reduce risks by implementing many of the strategies described in this plan, such as:

1. A clear vision for the redevelopment of the area.
2. Streamlined and clear decision-making that supports that vision.
3. Public investments in infrastructure.
4. Land assemblage, ideally offering large land parcels at attractive prices.
5. Flexible entitlements that allow the developer to respond to changes in market conditions.

Given the plan area is mostly owned by the MFSD, many of this plan's recommendations will rely on some form of public-private partnership between the city and the MFSD for implementation. In some cases, partnerships may include additional parties such as community groups, non-profits, and developers/leaseholders. Some form of public-private partnership will likely be required to implement the following priorities:

- Festival Street north of W Colfax Avenue.
- South Platte River and W Colfax Avenue viaduct public space enhancements.
- DHA mixed income and affordable housing development.
- Old West Colfax Avenue area main street redevelopment.
- Integrated storm water and water quality improvements.
- Provision of and programming for arts and cultural space.
- Local workforce hiring programs.

88 IMPLEMENTATION

ADOPTED JUNE 17th, 2019



Community Benefits

Community benefits are public amenities and/or mitigations that support a livable, economically viable, diverse, equitable, and family-oriented community. These community benefits, which can include public, social, economic, infrastructure, or environmental benefits, are critical for the success of the plan area. The cost of some of these benefits and agreements may be shared between the private and public sectors.

Several tools can be used to achieve community benefits, including land use, zoning, design standards and guidelines, infrastructure planning, and the entitlement process pursuant to city code and processes, as well as agreements between the community and the developer, such as a Community Benefits Agreement.

Below is a summary of community benefit priorities, including items that may be addressed in a Community Benefits Agreement:

- Establish a neighborhood advisory committee consisting of a working group of representatives from the community such as Westside's stadium community coalition, property owners and businesses within Sun Valley, and nearby neighborhoods. The neighborhood advisory committee's responsibilities include:
 - Providing input on construction, operations, management issues, and the creation and implementation of a Community Benefits Agreement and Good Neighbor Agreement for development within the plan area.
- Encourage affordable housing, consistent with recommendation 1.4.
- Provide input to the developer on the quality and quantity of existing or new parks, open spaces, and trails (recommendations 3.1, 3.2, 3.3, 3.4, and 3.5).
- Promote construction apprenticeship programs and job hires for youth and adults within nearby neighborhoods (recommendation 1.3.B.vi) that are:
 - During development and construction and
 - Ongoing to promote the live where you work goals identified in the 2013 Decatur-Federal Station Area Plan.
- Promote opportunities that support nearby underrepresented residents and local businesses, including minority- or woman-owned businesses. These opportunities may include:
 - Entrepreneurship opportunities (recommendation 1.3.B.ii).
 - Affordable commercial space for businesses (recommendation 1.3.B.iii) and
 - Business contracts (recommendation 1.3.B.i) and 1.3.B.iv) for new development, ongoing operations, and stadium/special events.
- Promote the development of healthy food access, including grocery stores and retail goods and services, especially near transit stations and Active Corridors (recommendations 1.2.B, 1.2.C, and 1.8.8).
- Promote development of an indoor/outdoor gathering space for community meetings and activities, such as a neighborhood food market (recommendation 1.2.C).
- Utilize community input on existing mobility connections and create a pedestrian-focused network to promote a walkable, bikeable, family-safe neighborhood (recommendations 2.1, 2.2, 2.3, 2.4, and 2.5).
- Utilize the 2013 Decatur-Federal Station Area Plan and Decatur-Federal GDP recommendations on public art and other amenities that celebrate culture and encourage diversity (recommendations 1.2 and 1.9).

ADOPTED JUNE 17th, 2019

IMPLEMENTATION 89

Three criteria established in the *Comprehensive Plan 2040*:

1. INCLUSIVE COMMUNITY PROCESS
2. PLAN CONSISTENCY
3. LONG-TERM VIEW

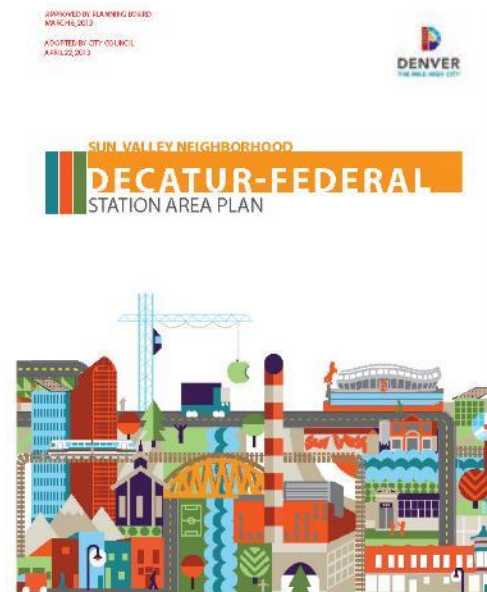
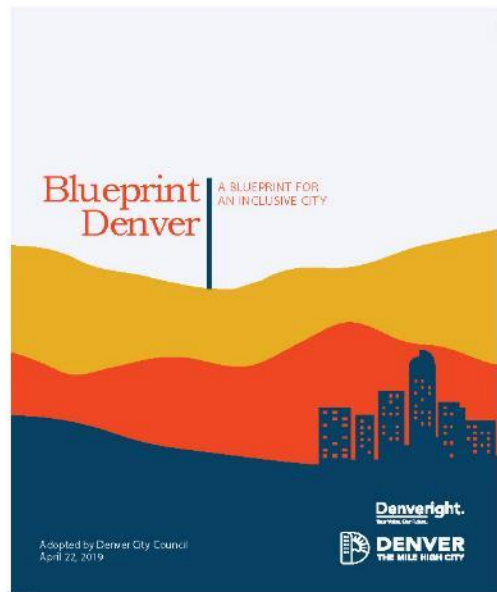
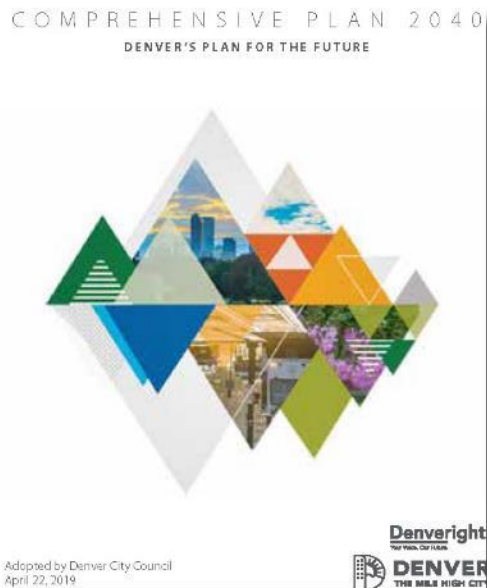
1. INCLUSIVE COMMUNITY PROCESS

The Stadium District Master Plan was developed through an inclusive community process.



2. PLAN CONSISTENCY

- Denver Comprehensive Plan 2040
- Blueprint Denver (2019)
- Decatur-Federal Station Area Plan



Equitable, Affordable and Inclusive



Economically Diverse and Vibrant



Strong and Authentic Neighborhoods



Environmentally Resilient



Connected, Safe and Accessible Places



Healthy and Active

3. LONG-TERM VIEW

- The Stadium District Master Plan establishes goals, recommendations, and strategies that will guide change in the plan area for the next 20+ years.
- Plan implementation takes place over the course of many years, and may take shape in multiple phases.



STAFF RECOMMENDATION

Based on the findings that the applicable review criteria has been met, staff recommends **adoption of the *Stadium District Master Plan* as a supplement to the *Comprehensive Plan 2040*.**

