

East Area Plan

City Council

November 16, 2020



Presentation

- Overview of plan structure and context
- City Council review
 - Public process
 - Plan consistency
 - Long-term view

East Area Plan Boundaries



- Areas north of Colfax are in Council District 8
- Areas south of Colfax are in Council District 5

Anti-Displacement Focus

Top Plan Priority: Stabilize residents and businesses with anti-displacement strategies

- **27 policies in the plan, such as:**
 - Stabilize residents at risk of involuntary displacement and preserve existing affordability
 - Create new affordable housing that can support households of different sizes, ages, and incomes
 - Protect small businesses and connect residents to job opportunities and services that reduce barriers
 - Ensure that the value of increased development potential is shared with the community
 - Support community organizing and leadership to ensure long-term, equitable engagement in implementation

Connecting residents and businesses with resources they can access now:

- **Help with housing expenses**
Affordable homeownership, foreclosure and eviction prevention, temporary rent or utility help, home repair programs, help with heating bills, property tax deferral and relief
- **Low-cost legal services**
- **Food, cash, medical, eviction, and child care assistance**
- **NEST focus neighborhoods**



Plan Overview

Structure & Content

Plan Structure

- Introduction
- Area-wide Recommendations
 - Land Use & Built Form
 - Economy & Housing
 - Mobility
 - Quality of Life Infrastructure
- Neighborhood Recommendations
- Colfax Corridor
- Implementation

Vision Elements



Planning for an Equitable East Denver

- Access to Opportunity
- Vulnerability to Displacement
- Jobs and Housing Diversity



Priority Recommendations

Help current residents and small businesses **stay in the community long-term** by connecting them to resources and making more housing options available and affordable to families and individuals.



Priority Recommendations

Ensure the East area is an **inclusive place** in the future by increasing the amount of affordable housing using all available methods.



Priority Recommendations

Make **Colfax Avenue** a street that brings the East Area's diverse community together



Priority Recommendations

Celebrate the **architectural history** of East Area neighborhoods by encouraging the preservation of existing homes and requiring complementary design of new housing.



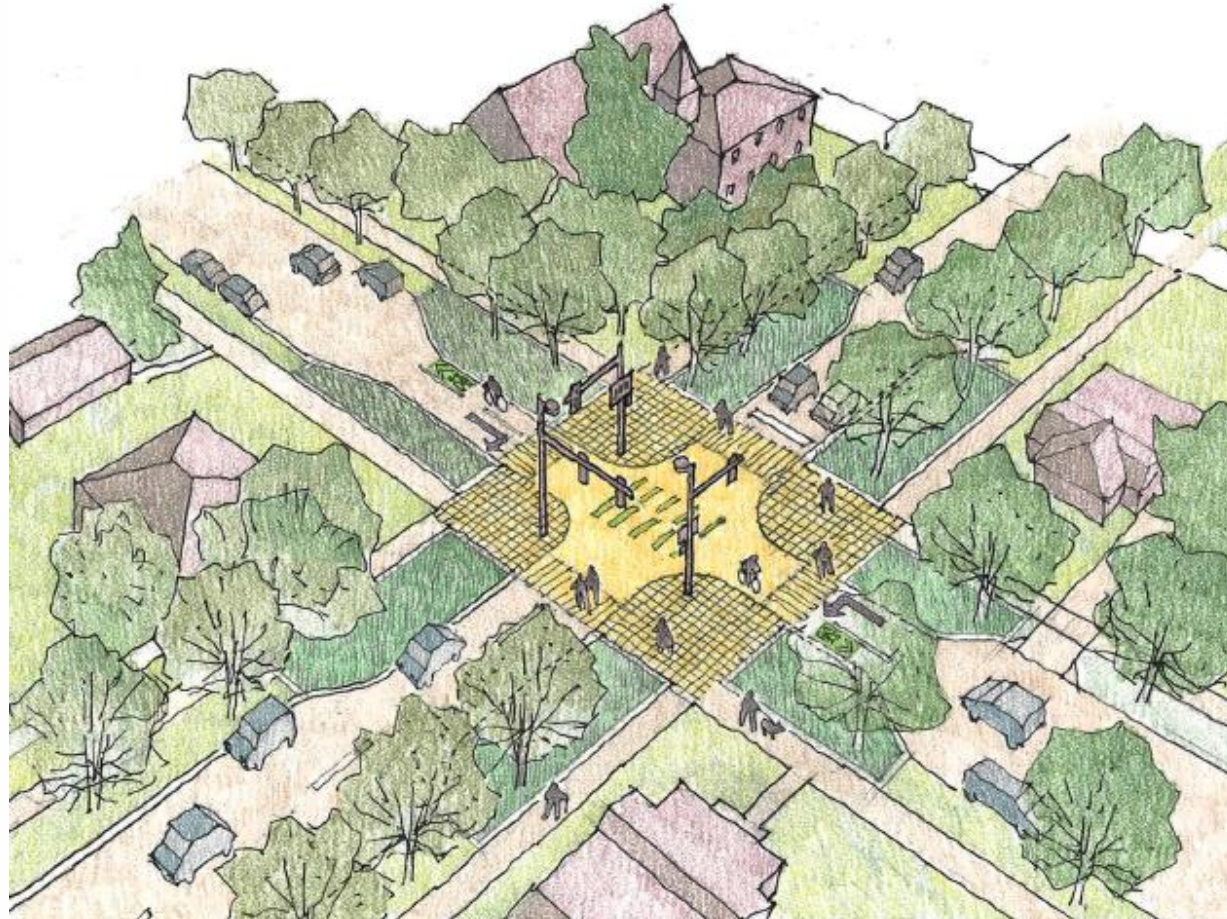
Priority Recommendations

Preserve **trees** and **landscaped areas**. Create **new parks** and community-gathering spaces and use green approaches to storm-water management to make the East area safe from flooding, healthier, and **more climate resilient**.



Priority Recommendations

Save lives and reduce pollution by **making streets safer and more convenient** for walking, bicycling, and using transit.



Planning Board Review

- Planning Board approved the plan (6-3) on October 7, 2020 with two conditions
 1. That the document be edited for clarity and correctness
 2. To delete recommendation L.6.A.1 reading that single unit areas should remain primarily single unit
- 37 speakers at the public hearing

City Council Review

East Area Plan – City Council Consideration

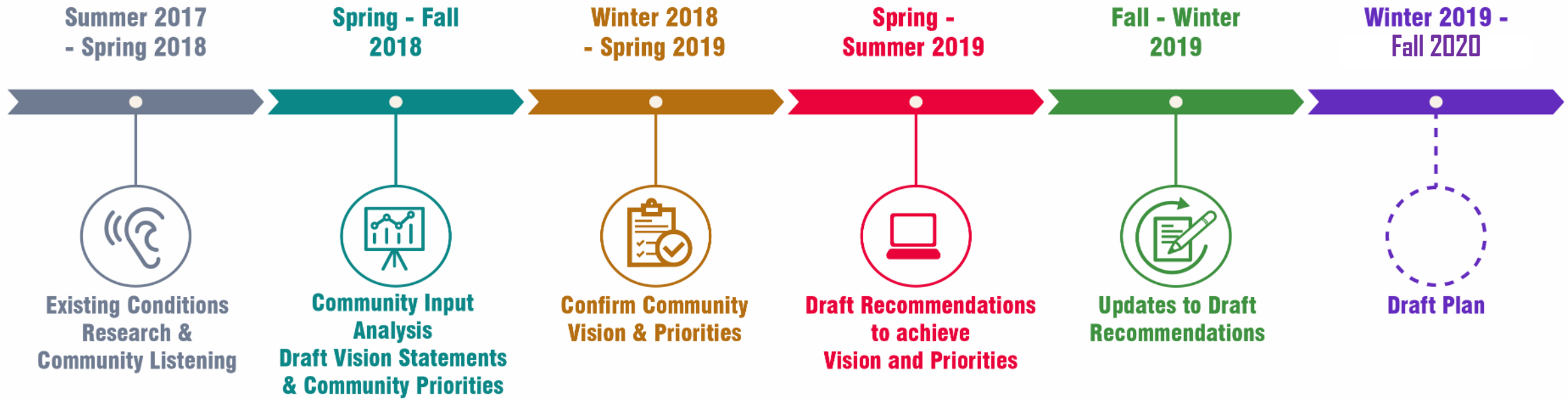
When evaluating plans to be adopted as supplements to *Comprehensive Plan 2040*, the Denver Planning Board and City Council shall consider the following criteria:

1. An inclusive community process was used to develop the plan.
2. The plan is consistent with the vision, goals and strategies of *Comprehensive Plan 2040*.
3. The plan demonstrates a long-term view.



1. Inclusive Community Process

East Area Plan Process



100+ events and meetings
2,600+ attendees at in-person and virtual events
4,000+ participants in online surveys and emails
8,500+ comments

Community Engagement

- **9** community workshops and open houses
 - **500+** participants at in-person workshop in November 2019
 - **150+** participants at each virtual open house in May and September 2020
- **17** focus group meetings
- **11** online surveys and activities
- **24** steering committee meetings
- **49** RNO, other community group meetings, and pop-up events
- **9** office-hour sessions
- **11** field surveys



Community Engagement

- An area-wide mailer to over **15,000** households
- **38** email updates to the project list with more than **2,500** subscribers
- **4** Denver Planning Board meetings at which we presented informational updates
- **150** locations and events provided with flyers and other printed materials
- At least **9** stories by local media including the Denver Post, Denver's 7, 9News and Fox31
- **2** new neighborhood groups formed
 - East Colfax Community Collective
 - Denver East Neighborhoods First



EAST SOUTH PARK HILL EAST COLFAX
HALE MONTCLAIR

¡ESTÁ INVITADO!
သင့်ကို ဖိတ်ခေါ်ပါသည်။

YOU'RE INVITED!
တင်္ကမုန်နာ

W AAD CASU UMAN TAHAY!
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The workshop will have interpretation for Amharic, Burmese, Karen, Somali and Spanish.

East Area Plan
How to participate: | Cómo participar:

- 1) **Take a survey online** — You can read and give feedback on the updated recommendations. *Realice una encuesta por el web — Puede leer y dar comentarios sobre las recomendaciones actualizadas.*
- 2) **Or, join us at a community workshop.** *Participe en nuestro taller de la comunidad.*

DenverGov.Org/EastPlan

Community Workshop
Tuesday, October 29, 6-8 p.m.
Johnson & Wiles University Academic Center
1900 Olive Street, Denver

RSVP at DenverGov.Org/EastPlan is encouraged. *Se prefiere un RSVP en DenverGov.Org/EastPlan.*



East Colfax Neighborhood Workshop, March 5, 2019

We've heard from your neighbors – have we heard from you?
Hemos oído de sus vecinos. ¿Hemos escuchado de usted?

The East Area Plan is an opportunity for East Colfax, Montclair, Hale and South Park Hill to help guide city decision-making over the next 20 years in this area. A good plan will help guide change to benefit the community and ensure it reflects community priorities. Since beginning the East Area Plan in mid-2017, we've attended 50+ events in your area and received over 6,000 comments, which identified these priorities:

- More support for local businesses
- More affordable housing to support a diverse community
- Slower vehicle traffic speeds
- More convenient and safer walking, rolling, biking and public transportation ("transit")
- Directing new growth to locations near transit
- Preserving valued buildings and higher-quality design of new buildings
- More open space, a larger and healthier tree canopy, and a green approach to stormwater management

Based on this input, we drafted initial recommendations on ways we could achieve the above priorities and stay consistent with the goals of adopted citywide plans. These included recommending investments in 30+ traffic management, safety and parking projects; requiring benefits like affordable housing from developers who want to build higher than what zoning allows on Colfax; and much more.

We circulated the initial recommendations this summer and received feedback. This fall, we will share updates to the recommendations, and we would like your input.

Read the draft recommendations at
(Lea el borrador de recomendaciones en):
DenverGov.Org/EastPlan

To access this information in another language please call or email (Para acceder información en español contacta):
Israel Cruz at (720) 865-2801 or israel.cruz@denvergov.org.

El Plan de la Área Este es una oportunidad para los vecindarios de East Colfax, Montclair, Hale y South Park Hill que ayuden a guiar el proceso de hacer decisiones por la ciudad durante los próximos 20 años en esta área. Un buen plan ayudará a guiar el cambio para beneficiar a la comunidad y asegurará que refleje las prioridades de la comunidad. Desde que comenzamos el Plan de la Área Este, a mediados del 2017, hemos atendido a más de 50 eventos en sus comunidades y hemos recibido más de 6,000 comentarios, que identificaron las siguientes prioridades:

- *Más apoyo a las empresas locales*
- *Vivienda más asequible para apoyar a una comunidad diversa*
- *Velocidades de tráfico de vehículos más lentas*
- *Más conveniente y más seguro modos de caminar, rodar, andar en bicicleta y transporte público ("tránsito")*
- *Dirigir el nuevo crecimiento a lugares cercanos al tránsito*
- *Preservar edificios valiosos y diseños de mayor calidad para los nuevos edificios*
- *Más parques y espacios abierto, un dosel de árboles más grande y saludable, y un enfoque verde para la gestión de aguas pluviales*

Afirmado por estas contribuciones, formamos recomendaciones iniciales sobre las maneras en que podríamos lograr las prioridades anteriores y mantener la consistencia con los objetivos de los planes adoptados en toda la ciudad. Esto incluye: recomendar inversiones en más de 30 proyectos de gestión del tráfico, seguridad y estacionamiento; requerir beneficios comunitarios (como viviendas asequibles) de promotores que quieren construir más alto de lo que la zonificación permite en Colfax y en otras áreas comerciales; y mucho más.

Distribuimos las recomendaciones iniciales este verano y recibimos comentarios. Este otoño, compartiremos las actualizaciones de las recomendaciones y queremos escuchar su opinión, especialmente si aún no ha tenido la oportunidad de participar.

Equitable Engagement

- 5-language interpretation, food and childcare at community workshops
- Multilingual flyers distributed throughout the East Area, including libraries, recreation centers, schools, apartment buildings and community-serving businesses
- Free shuttle from East Colfax to community workshops
- Online content and activities that were compatible with smart phones, ADA accessible and available for auto-translation
- Print copies of materials and language translation/interpretation were made available by request
- Dubbed video of May 2020 virtual open house in four languages

The image shows three flyers for community workshops, each in a different language: Burmese, Thai, and Somali. Each flyer contains the following information:

- Title:**
 - Burmese: သင့်အား ဖိတ်ကျင့်ထားပါသည်။
 - Thai: တက်ကြွစွာ
 - Somali: WAAD CASUUMAN TAHAY!
- Date and Time:**
 - Burmese: ဇူလိုင်လ ၁၅ ရက်၊ နံနက် ၉ နာရီ
 - Thai: နိုဝင်ဘာ ၁၅ ရက်၊ နံနက် ၉ နာရီ
 - Somali: Taariikhda: 15ka Octobar, 9:00 a.m.
- Location:** Johnson & Wales University Academic Center, 1900 Olive St., Denver
- Logos:** EAST SOUTH PARK HILL EAST COLFAX HAILE MONTCLAIR, neighborhood PLANNING INITIATIVE, DENVER COMMUNITY PLANNING & DEVELOPMENT



Engaging Underrepresented Community Members

- Hope Communities
- Street Fraternity
- Xenia Village Apartments
- East Colfax Community Collective
- Immigrant and Refugee Service Providers
- Homeless Service Providers
- Small businesses
- Motels
- Northeast Transportation Connections



East Colfax Engagement

- **20+** East Colfax focused meetings, workshops, pop-up events
 - **16** hours in **6** meetings and review of over **20** pages of detailed comments with East Colfax Community Collective
- Multilingual interpretation in **5+** languages, food, child care, transportation
- Interdepartmental Team
 - CPD, HOST, NEST, DEDO, Office of Financial Empowerment, Finance, Denver Urban Renewal Authority
- Made over **65** updates to the plan in direct response to strengthen anti-displacement focus



Collaborating on Plan Recommendations

- Made over **65** updates to the plan to incorporate targeted engagement feedback, including:
 - Prioritizing **anti-displacement strategies** for residents and small businesses
 - Reducing barriers faced by immigrants, refugees, low- to moderate-income households, and small businesses by creating an **East Colfax, neighborhood-based services hub** that provides job and entrepreneurship training and placement, financial empowerment, legal services, housing and food assistance, and business support
 - Preserving existing and create new **affordable housing** that can support households of different sizes, ages, and incomes, including **prioritizing affordable housing** with increases in height, reducing barriers to **homeownership**, **piloting new affordability programs**, and making **housing more accessible** to residents with disabilities

Collaborating on Plan Recommendations

- Made over **65** updates to the plan to incorporate targeted engagement feedback, including:
 - Protecting and growing the Colfax corridor's independent and diverse cultural identity by **establishing an International or Cultural District**, supporting **community-minded ownership models**, and providing **technical and financial assistance** to businesses to help them stay long-term
 - Supporting **community leadership, elevating community voices**, and ensuring **inclusive engagement** in implementation
 - Recommending an **inclusive advisory committee** be closely involved in review of future TIF projects
 - Recommending an **East Colfax community center** to provide recreational activities, gathering space, and local access to services.

2. Consistency with Comprehensive Plan 2040

Consistency with Comprehensive Plan 2040



- Equitable, Affordable, & Inclusive
 - 9 Goals, 23 Strategies



- Strong & Authentic Neighborhoods
 - 8 Goals, 21 Strategies



- Connected, Safe, & Accessible
 - 8 Goals, 19 Strategies



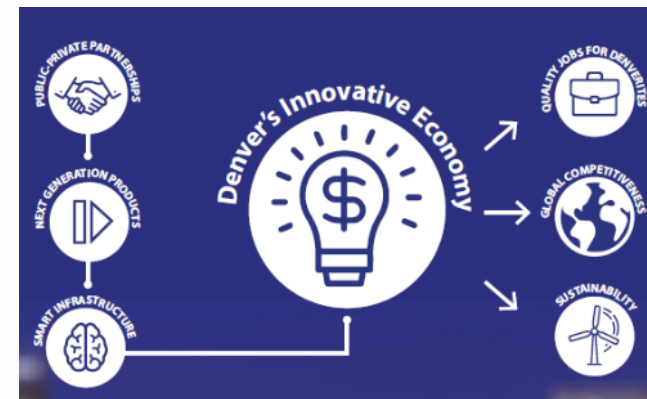
- Economically Diverse & Vibrant
 - 5 Goals, 12 Strategies



- Environmentally Resilient
 - 6 Goals, 14 Strategies



- Healthy & Active
 - 5 Goals, 11 Strategies



Consistency with Blueprint Denver



- Land Use & Built Form (General)
 - 5 Policies, 9 Strategies
 - Housing
 - 4 Policies, 7 Strategies
 - Economic
 - 4 Policies, 9 Strategies
 - Design Quality & Preservation
 - 5 Policies, 16 Strategies
- Mobility
 - 5 Policies, 15 Strategies
 - Quality of Life Infrastructure
 - 8 Policies, 19 Strategies



"A well connected, diverse, friendly, pedestrian-scaled community"

"Very healthy...fun, active prosperous, engaged, and easily mobile"

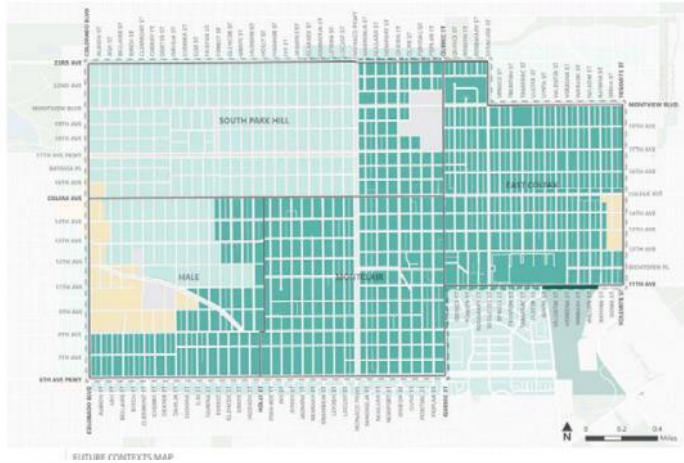


"a robust transportation system"



Consistency with Blueprint Denver

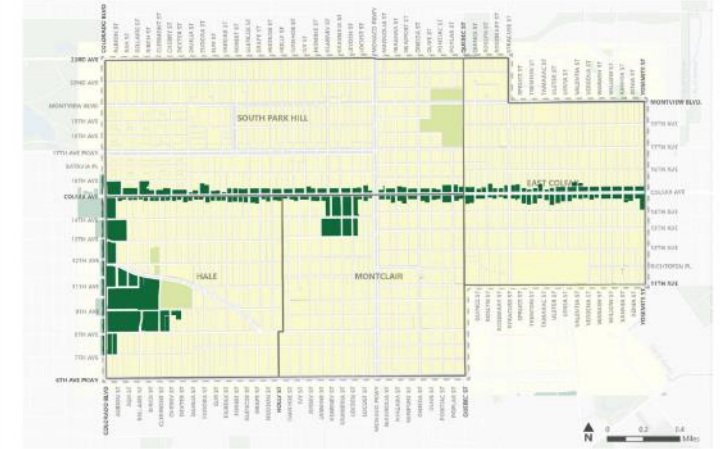
Neighborhood Contexts



Future Places



Growth Strategy



Future Street Types



Modal Priority



Equitable Planning



3. Long-Term View

3. Long-Term View

The East Area Plan:

- Has a 2040 planning horizon
- Establishes a vision for supporting local businesses and diverse housing options, preserving the diversity of Colfax Avenue as well as neighborhood architecture, providing trees and open spaces, and making it easier and safer to get around
- Directs a majority of growth to centers and corridors in areas that are served by transit
- The vision will take many years to achieve



Staff Recommendation

Based on finding the review criteria have been met, recommend that City Council adopt the East Area Plan.