

The Five Points Business District Office

A Denver Neighborhood Marketplace Initiative (2009)
AND a Sustainable Main Street Project (2010)

Five Points Welton Street Marketplace
Revitalization



A Community Effort...



Five Points Welton Street Marketplace

Revitalization efforts: July – December 2010

Five Points Sustainable Main Street Initiative

Priority Areas of Focus

**Phase 1:
Community
Vision &
Goals**

**Business
Development
Strategy**
Historic
Rossonian
Building

**Visitor &
Heritage
Center**

**Green
Mile**
Sustainability
Plan

**Community
Health &
Wellness**



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THE MILE HIGH CITY



Process for Community Visioning

July-Sept 30
Community
Visioning &
Key Issues

- Survey – Aug to Nov, 2010
- CAT Meeting 1 – 7/21
- CAT Meeting 2 – 9/1
- Roundtables: Cultural 9/15 & Business 9/22
- Planning Working Group: Street/Public Realm 9/15 & Land Use 9/22

Vision Plan
Review of
Recomms.

- CAT work session: 10/14
- Roundtable: Business, 10/18
- Community Meeting #3: 10/21

Refine to
Preferred
Vision Plan

- Roundtable: Sustainability 11/4
- CAT work session: 11/10
- Community Open House Mtg. #4: 11/18
- 11/30 Present to Governor
- January: CAT Reviews Final Report
- January: Recommendations fold into NE Plan

May/June: NE Neighborhood Plan adopted



The Community's Vision

18 Public Meetings
425 Total Participants
793 Surveys completed



November 18, 2010 community meeting to review and comment on the vision plan goals and recommendations



The Community's Vision

Community Advisory Team

Wil Alston

Lisa Calderon

Ryan Cobbins

Chris Coble

Lt. Cathy Davis

Christa DeHerrera

Linda Dowlen

Meghen Duggins

Duncan Goodman

Norman Harris, Sr.

Leslie Herod

Robert Irwin

Claudia Jordan

Clare Kelly

Carla Madison

Bo Martinez

Dee McGhee

Adrian Miller

Lisa Montagu

Marcie Moore-Gantz

Joel Noble

Otha Rice

Malik Robinson

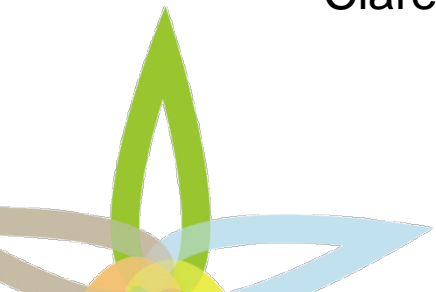
Steve Shephard

Emily Steed-Shamsid-

Deen

Alison Wadle

Catherine Wallace



Priorities/Visioning...



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What we heard...



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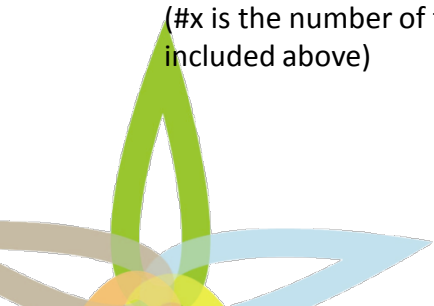


What we heard

Issues we have heard July through September:

- **Business** (74x) - a destination (15x), education (15x), retail (13x), services (12x); stores (10), office (9x), existing business (8x), jobs/more jobs (8x), mixed use (8x), daytime activity (21x) and night (14x)
- **Community** (oriented) (66x) - existing (20x) neighborhood (27x) and residents (19x)
- **Parking and Access** - parking (50x), bike (32x), streetcar (18x), light rail (8x), traffic (19x)
- **Sidewalk** (35x), **Activity** (21x), **Pedestrian Friendly** (23x), trees (9x), streetscape (8x), signage (6x)
- **Cultural** (35x) **Heritage** (11x), **Jazz** (26x), **Art** (20x), Food (18x), Diversity (11), Music (10x), Entertainment (9x), African American (9x), maintain (9x)
- **History** (31x), **Historic** (14x) **Preserve** (9x) and **Feel** (11x), Culture (preservation related) (16x), architecture (10x)
- **Children** (16x), youth (8x), family (7x)
- **Unique** (12x), **Identity** (10x) and distinct nature of Five Points; tours (9x), gardens (7x), events (6x)
- **Safety** (11x) voted number one way to improve Welton corridor at business roundtable (p31); crime (2x) mentioned less than 'eyes on the street' and 'activity'

(#x is the number of times an issue was raised by community visioning participants July –Sept, survey results not included above)



Goals/Outcomes...

Focused Discussions

- Culture
- Land Use
- Business (2)
- Welton Street
- Sustainability
- Health & Wellness



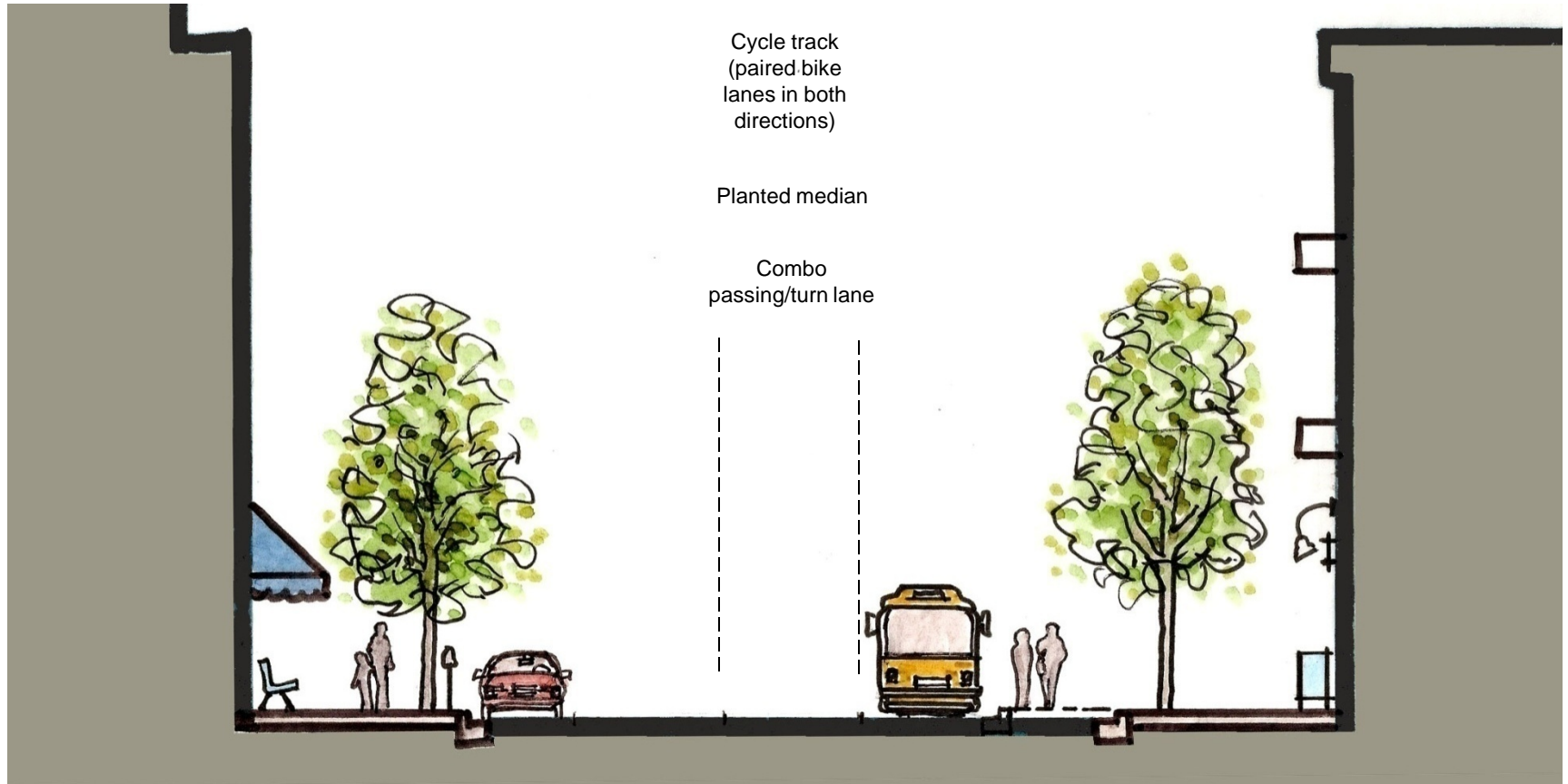
Studied Zoning & Land Use



Redevelopment shown only on vacant parcels and existing parking lots

Studied Welton Street

Consensus Street Cross-Section



Wide sidewalks w/ amenities	On-street parking	Mixed travel lane (vehicles+streetcar)	Options for further research (see below)	Mixed travel lane (vehicles + streetcar)	On-street parking	Wide sidewalks w/ amenities
16ft	8ft	11ft	10ft	11ft	8ft	16ft

Discussed FP Cultural Preservation

Cultural Heritage



Studied Sustainability and Targets

Sustainability and the Green Mile

Sector	FP Welton St Mktpkc	Regional Average	% Diff	Reduction Recommendation
Energy				
Residential <i>(kBtu/sq ft)</i>	67 <i>(UCD)</i>	59 <i>(RECS)</i>	14%	Reduce residential energy use by 14%
Commercial <i>(kBtu/sq ft)</i>	106 <i>(Denver ave.)</i>	104 <i>(CBECS)</i>	2%	Reduce commercial energy use by <i>more than 2%</i>
Transportation				
VMT/person/day	9 <i>(DRCOG)</i>	17 <i>(DRCOG)</i>	-51%	Keep vehicle miles traveled low, even with new development
Stormwater				
Impervious Area	80-90% <i>(UCD)</i>	n/a	10% <i>(UCD)</i>	Reduce amount of impervious areas by 10%
Waste				
Commercial <i>Pounds/sq ft)</i>	5.6 <i>(UCD)</i>	5 <i>(LEED)</i>	12%	Reduce commercial <i>(and residential)</i> solid waste by 12%



Community Vision Plan



Five Points Welton Street Marketplace **VISION PLAN & FINAL REPORT**

January 2011

A PROJECT OF THE FIVE POINTS SUSTAINABLE MAIN STREETS INITIATIVE

- Goals
- Recommendations
- Next Steps (critical actions)



Community Vision Plan - Illustrative

Five Points Welton Street Marketplace Vision Plan

EXECUTIVE SUMMARY ILLUSTRATIVE

Goals and Key Recommendations

The graphics of this plan illustrate the Community vision for the Five Points Welton Street Marketplace.

- A. Cultivate business resources, growth and opportunities.
- B. Create the Five Points Marketplace identity, reshape perceptions and market the district as a unique urban neighborhood commercial destination.
- C. Preserve, promote and integrate the history of Five Points into the marketplace experience: the presence of jazz, the African-American heritage, architectural icons and existing cultural attributes.
- D. Base future district improvements, targeted businesses, services, programs and amenities to the needs of the existing Five Points community.
- E. Create jobs and promote lifelong learning and education opportunities.
- F. Attract interactive art, performance art, artists, galleries and art events.
- G. Transform Welton into a neighborhood commercial street scaled to achieve a safe balance of cars, pedestrians, transit and active ground floor retailers. Widen sidewalks, improve pedestrian and bike access and provide interactive streetscape amenities.
- H. Increase daytime activity and demand for daytime services by expanding the mix of uses to include office, education, service retail, live-work, residential and restaurants on Welton Street.
- I. Utilize a district parking strategy and shared parking solutions to balance parking supply and demand for transit, employment, residential and retail uses.
- J. Design, program and redevelop the Five Points Marketplace as an inclusive destination with services and amenities for families, youth and children.
- K. Plan and provide for public amenities, features and activities that are accessible and free of charge, to enable people of all ages to engage in the vitality of the marketplace.
- L. Identify good health, wellness and a range of healthy 'food' opportunities (exposure, education, markets and gardening).

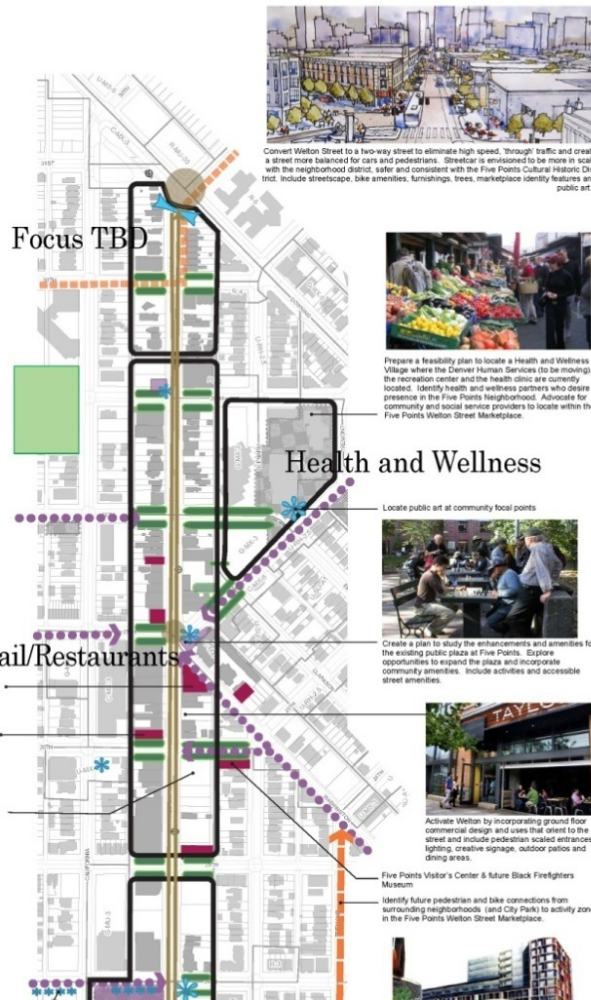
Entertainment/Retail/Restaurants

Preserve, promote and integrate the history of Five Points into the marketplace experience: the presence of jazz, the African-American heritage, architectural icons and existing cultural attributes.



Preserve historical icon buildings

Increase daytime activity and daytime services with mixed-use transit oriented development that includes a broad range of employment and residential uses. Balance demands for parking with a parking strategy that addresses the parking needs of business, neighbors and commuters.



Convert Welton Street to a two-way street to eliminate high speed, through traffic and create a street more balanced for cars and pedestrians. Streetcar is envisioned to be more in scale with the neighborhood district, safer and consistent with the Five Points Cultural Historic District. Include streetscape, bike amenities, furnishings, trees, marketplace identity features and public art.



Prepare a feasibility plan to locate a Health and Wellness Village where the Denver Human Services (to be moving) the recreation center and the health clinic are currently located. Identify health and wellness partners who desire a presence in the Five Points Neighborhood. Advocate for community and social service providers to locate within the Five Points Welton Street Marketplace.



Locate public art at community focal points

Create a plan to study the enhancements and amenities for the existing public plazas at Five Points. Explore opportunities to expand the plaza and incorporate community amenities. Include activities and accessible street amenities.



Activate Welton by incorporating ground floor commercial design and uses that orient to the street and include pedestrian scaled entrances, lighting, creative signage, outdoor patios and dining areas.

Five Points Visitor's Center & future Black Firefighters Museum

Identify future pedestrian and bike connections from surrounding neighborhoods (and City Park) to activity zones in the Five Points Welton Street Marketplace.



- Goals
- Possibilities
- Graphic/photo Illustrations

The Vision...

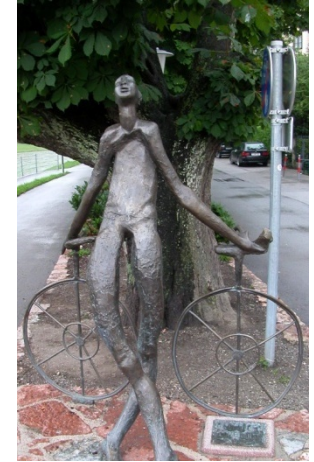
Our vision is that Welton Street, at the heart of Five Points, becomes a multi-cultural entertainment district, rooted in African American history and seen as a destination for arts, culture and entertainment. The corridor also provides neighborhood-serving retail and services and is the focal point and central gathering place for the surrounding neighborhoods including San Rafael, Curtis Park, Cole, Whittier and Five Points.



Vision Plan - Goals

The Vision Plan is a road map for revitalization guiding future decisions and investments within the Five Points Welton Street Marketplace

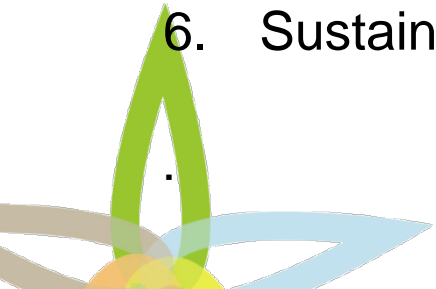
- A. BUSINESS DESTINATION**
- B. HISTORY & CULTURE**
- C. COMMUNITY BASED**
- D. JOBS & EDUCATION**
- E. ARTS FOCUS**
- F. TOURISM**
- G. WELTON STREET**
- H. EXPAND USES**
- I. PARKING BALANCE**
- J. HEALTH FOCUS**
- K. SUSTAINABILITY**



Recommendations

(see Vision Plan report for full list)

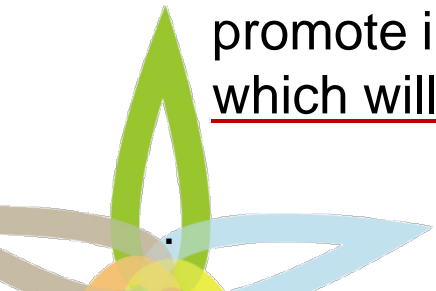
1. Business Development and Marketplace Identity
 - Expand current Maintenance District or pursue a Business Improvement District, Downtown District Authority and Tax Increment Financing (TIF) District
 - Support Redevelopment of Rossonian as a Catalyst for Marketplace
2. Historic Preservation, Cultural Heritage & Tourism
3. Land Use and Parking
 - Participate and support the vision plan goals, objectives and recommendation as they are folded into the Northeast Downtown Neighborhoods Plan in 2011, support City Council adoption and adherence to the vision plan goals & recommendations; support aligned projects
 - Support DURA 's blight study and potential urban renewal plan. Support property owners who want or will choose to seek TIF financing for redevelopment of buildings or new development consistent with the FPWS Marketplace Vision Plan
4. Transportation, Streets and Sidewalks
5. Wellness, Healthy Food and Families
6. Sustainability and the Green Mile



Implement the Vision

The Community strongly supported the vision and recommendations, but asked for there to be ACTION. The following steps were directives to the FPBDO from the community and will be used to shape phase 2 planning for revitalization to move FORWARD:

- Continue to be Inclusive
- Eliminate barriers to revitalization: assess infrastructure, identify business and mixed-use opportunities, improve pedestrian environment and business access (linked to streetcar), address a Marketplace identity that is consistent with the Vision Plan
- Preserve History
- Represent Owners/Business Interests and Options
- Build Partnerships
- Collaborate with Key City/State Partners
- Identify tools that have been in other revitalized areas that can help to promote investment: topping this list is Tax Increment Financing which will promote investment and keep new sales tax for Welton.



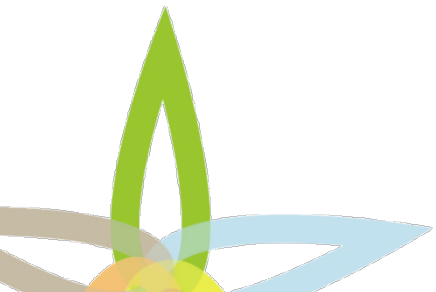
Balance long term goals with short term solutions




FPSMSI Accomplishments

Tangible Accomplishments

- Sustainable Main Street Initiative (almost \$500k)
- Representative Opinion Survey - 793
- Reconnecting with Community (18 mtgs, forums)
- Staff, consultants and volunteers assisted with SMSI projects
- Created and Launched Five Points Chamber of Commerce
- Billboard Activated (Park Ave/Welton)
- Holiday in the Points launched
- Visitor Center (temporary location) & Collateral Maps
- Community Vision Plan and Illustrative...put into policy through the Northeast Downtown Neighborhoods Plan
- Maps and Sketch up tool for fundraising and communicating vision



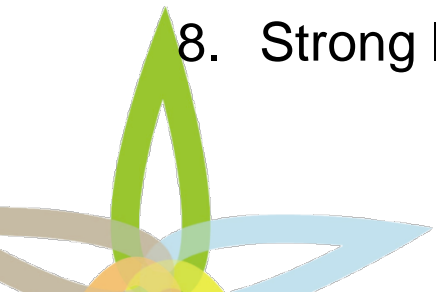
Where we are now

- Leadership: Mayor Michael Hancock, CM Albus Brooks, the FPBDO Executive Director Tracy Winchester
- FPBDO Sustainability
- SMSI Phase 2 Planning (2011-2012)— Address infrastructure, Housing and Mixed-Use market potential, the feasible transportation options and implementation mechanisms that together position the Welton Street corridor for the public and private investments, coordination and business opportunities needed to achieve the Vision Plan goals. Begin with Property Owner one-on-ones and utilize the Community Advisory Team.
- Urban Land Institute Technical Advisory Panel Award (8/24/2011)
-  Denver Urban Renewal Authority – Urban Renewal Area to capture sales tax increment for development projects in the FP Welton Marketplace
- A designated Pilot project area for the RTD Transit Oriented Community (TOC) program



Why now?

1. City of Denver (DNMI), Local Private, State and Federal Investments in revitalization efforts of the FPBDO
2. Steady Residential Growth continues for the Five Points Neighborhood
3. Neighborhood Involvement, Vision & Neighborhood Plan (every 25-30 yrs)
4. Fewer historic property owners (12 owners 65%)
5. Central Corridor route transitioning to a circulator route & City evaluation of one-way streets
6. Stronger support for the endeavor of restoring Village Square with neighborhood services
7. Demand for destination that is urban, multicultural, authentic, sustainable
8. Strong leadership in City, District and on Welton



Contact Information

Five Points Welton Street Marketplace Revitalization

- Sign our ‘Stakeholder List’ to get updates
- Visit: www.fivepointsbiz.org
- Email: info@fivepointsbiz.org
- Call the FPBDO: 303-832-5000
- Attend a Monthly Community Meetings First Saturday of each month at FPBDO

