Englewood Downtown & Medical District

SMALL AREA PLAN

2007

Including Medical District Phase II Amended
Goals and Objectives December, 2010
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Location of the Englewood Downtown and Medical Districts within the Greater Denver Metropolitan Region
PLANNING BACKGROUND

In 2001, as CityCenter Englewood, the most important redevelopment project in the City’s history was coming to completion, the City of Englewood began a comprehensive assessment of the current state of the City, and began to formulate a policy direction that would guide the City’s community development efforts over the next twenty years. In 2003, this effort culminated in the formal adoption of *Roadmap Englewood: The 2003 Englewood Comprehensive Plan.*

In the creation of a vision for Roadmap Englewood, a broad scan of the City’s development potential was taken, in order to identify priorities for public investments and private enterprise recruitment. The vision for Roadmap Englewood pointed to a number of geographical areas of the City that represented Englewood’s best opportunities for strengthening the overall community. Two of these geographical areas included the historical heart of the community, Downtown Englewood, with the Broadway corridor as its focal point, as well as the Swedish-Craig Medical Center district, which represented the City’s largest employment sector employing workers within City limits.

In 2006, the time was right for the City to begin a small area planning process for both Downtown Englewood, and the Swedish-Craig Medical Center districts in order to begin charting a course for community-directed, positive change. A community planning process was formulated to involve citizen stakeholders comprised of residents living within and just beyond the study area, as well as property and business owners. The community conversation with stakeholders was focused on the future development of both Downtown Englewood and the Swedish-Craig Medical Center areas. The process kicked off in August with a stakeholder mailing that introduced recipients to the stakeholder planning process, and extended invitations to register as official stakeholder participants.

The first round of stakeholder meetings took place in early October. A total of eight separate meeting sessions were scheduled for both the Downtown and the Medical Center districts. These meetings began with an overview of the City’s community development and planning philosophy articulated in the three R’s – Revitalization, Redevelopment, Reinvention, as
well as the concepts of Areas of Stability and Areas of Change, found in Roadmap Englewood. The audience was then treated to an overview of the existing conditions found within geographically-defined sub-areas. Downtown was divided into three such sub-areas, while the Medical Center district was divided into six sub-areas. At different points during the presentation, audience members were asked a series of questions concerning their ideas and opinions on subjects including business, medical facilities, housing, transportation, parks and open space, senior-serving facilities, and urban design. Community Development staff received abundant feedback from the stakeholders, both general in nature and specific to each sub-area. Stakeholders comments were organized and summarized by Community Development staff and were sent out to stakeholders for their review.

The second rounds of stakeholder meetings were held in mid-November. In preparation for these meetings, Community Development staff used the summarized stakeholder comments from the first round meetings to develop a number of preliminary goals and objectives designed to address the issues outlined in the stakeholder comments. These preliminary goals and objectives were tested on the stakeholder audience in order to make sure that Community Development staff members were on the right track in the articulation of the desires and aspirations communicated by stakeholders at the first round meetings. Feedback from stakeholders indicated to Community Development staff members that the preliminary goals and objectives had found acceptance among the participating stakeholders.

The final step in the creation of the Englewood Downtown and Medical Center Small Area Plan policy document was the development of a comprehensive, well-polished set of goals and objectives that form the foundation for future planning strategy and implementation efforts. This work was done with the assistance of the Englewood Planning and Zoning Commission, a City Council-appointed board of Englewood citizens interested and educated in community planning matters.
TIMELINE OF THE ENGLEWOOD DOWNTOWN AND MEDICAL CENTER SMALL AREA PLAN PROCESS

PUBLIC INVOLVEMENT

First-Round Stakeholders Meetings - October 3, 4, 10, 11, 2006

- Presentation of study area current conditions and series of questions for stakeholders on housing, business, medical facilities, transportation, parks, seniors, and urban design.

Public Open House - October 17th

Summary of Comments Mailing to Stakeholders

- Common themes from the 8 first-round meetings.

Second-Round Stakeholders Meetings - Nov. 14, 15, 2006

- Presentation of comments and development and testing of preliminary goals and objectives.

PLANNING COMMISSION

Study Sessions: Study Area Current Conditions - September 6, 19, and October 17, 2006

Study Sessions: Goals and Objectives - January 9, 23, 2007

Public Hearing - March 6, 2007

CITY COUNCIL

Study Session: Small Area Plan Proposal - July 23, 2006

Study Session: Review of Plan Goals and Objectives - February 20, 2007

Regular Meeting: Adoption of Plan by Resolution - April 2, 2007
HISTORY OF ENGLEWOOD’S DEVELOPMENT

Englewood’s roots began in the development of predominantly agricultural, semi-rural villages located along the South Platte River valley, just south of Denver, the capital city of Colorado. As time went by, industry was attracted to the area along the South Platte River valley due to the proximity of the main railroad lines into Denver, access to a significant labor force, and the availability of commercial goods and services. The growth of commerce and population had the effect of consolidating the collection of villages into a classic, industrial suburb during the early part of the twentieth century.

Englewood’s historical development patterns were influenced by the technologies of the day. At the beginning of Englewood’s history, transportation was dependent upon horse-drawn wagons and the railroad. Pedestrian movement also played a prominent role. As a result of these technologies, subdivisions were laid out in an efficient, compact pattern of small lots and grid streets that maximized mobility and access to employment, goods, and services.

The invention and development of the automobile gradually began to change urban development patterns in the United States, especially after World War II. Automobiles had the effect of considerably widening commuting and shopping distances. As a result, the automobile quickly supplanted public transportation and walking as the dominant mode of movement. In order to conform to the new dominant mode of transportation, recently established zoning ordinances required new development to be designed around the automobile. New commercial developments required large lot sizes, plentiful and convenient parking that was directly visible from the street, and larger buildings to accommodate the increased trade area. Auto-oriented development patterns are evident in the vast majority of post-war suburban areas found across the United States today.

Automobile-oriented zoning ordinances were also imposed upon older cities such as Englewood that had originally developed utilizing a much different pattern. Englewood’s pattern of small lots did not easily accommodate the automobile. Parking and landscaping requirements simply could
not be met on a standard Englewood lot measuring 50 feet wide, and 100 to 125 feet deep.

Although the automobile will continue to play a major role in the movement of people and the development of our cities in the near future, new ways of looking at commercial and neighborhood development seek to elevate the pedestrian environment to an equal footing with the automobile. Unless the pedestrian environment is given the same importance and design consideration as the automobile environment, a commercial or residential neighborhood will fail to develop into an attractive destination and people-oriented activity center. By the same token, if automobile-oriented zoning ordinances are not reformulated to accommodate smaller lot sizes, reinvestment in, reuse of, and redevelopment of obsolete properties is simply unlikely to occur.

This planning process has reaffirmed the values of Englewood citizens in their choice of a future direction for commercial and residential community development. Englewood citizens have embraced the City’s historical development pattern which features a mix of compact, human-scaled, commercial and residential buildings; a convenient, walkable, and attractive pedestrian and transit environment; and an environment that allows for a greater mix and variety of land uses and business types.

**ENCELEWOOD’S DOWNTOWN AND MEDICAL CENTER DISTRICTS TODAY**

Englewood’s Downtown and Medical Center districts form the heart of the Englewood community. The districts hold a unique position in the South Metro Denver region as the largest historical commercial district, with great centralized access via US Hwy. 285 to the west and east, and the Santa Fe Drive and Broadway corridors running parallel to the South Platte River valley to the north and south. Nowhere outside of the City and County of Denver can one find a historical central place with such a significant amount of employment and commerce set within a compact, walkable, and architecturally diverse urban pattern.
Today’s urban development trends have begun to recognize the advantages of historical urban patterns that emphasize the pedestrian over the automobile. Many older areas of the City and County of Denver have experienced an urban renaissance of new investment in both new and existing housing and commercial businesses in once declining neighborhoods. Furthermore, designs for new commercial centers located throughout the Denver Metro suburbs attempt to recreate the same fine-grained historical development patterns and pedestrian-oriented designs that Englewood’s Downtown and Medical Center districts were founded on.

**ENGLEWOOD’S DOWNTOWN AND MEDICAL CENTER DISTRICTS – VISION FOR TOMORROW**

Many of the Englewood Downtown and Medical Center stakeholders have recognized the unique character of the two districts, and the vast potential and opportunity associated with Englewood’s historical development pattern. Many stakeholder participants pointed to similar historical districts in Denver that could serve as an inspirational model for Englewood’s Downtown and Medical Center districts, such as Old Pearl Street, Old Gaylord Street, and Highlands in North Denver. They favored a stronger, pedestrian-oriented, mixed-use commercial district, favoring smaller, unique retail shops and restaurants. A smaller number of stakeholders accepted an invitation to write down their ideas for a planning vision for Englewood’s Downtown and Medical Center districts. Their visions for the two districts are outlined in the following paragraphs.

**Urban Design and Development Pattern**

“The buildings reflect the past, contemporary in features and amenities, but with historic architectural details—the feeling of a quaint inviting “old town”. Broadway and Old Hampden should be the heart of Englewood with expansion of this theme from Broadway to CityCenter. Old Hampden is the second frontier for changing and improving Englewood.”

“Downtown is a combination of older buildings that have been on Broadway for years that have been restored and are well kept. Shops are welcoming with new signs and open windows...
to window shop. Some new buildings have been constructed but in a style that creates continuity with older buildings. The district extends to Dartmouth as new buildings have been constructed around the Gothic creating a real entertainment district.”

“Buildings are clean, colorful (not drab), and have varying architecture. There are new shops and restaurants along Old Hampden and South Sherman and Logan Streets.”


“Drastic reduction of 40% rental makeup via older homes being improved, upgraded, and expanded while retaining flavor of past – a small town flavor. Basement homes and homes beyond saving have been eliminated and replaced with new homes in an architectural style reflective of the past – picket fences, porches, vintage designs, with modern amenities. Older apartment buildings are replaced with new, modern condo buildings. New medical space is mixed-use with small-scale, first floor retail.”

**Pedestrian-Orientation**

“Foot traffic – between surrounding local neighborhoods, CityCenter, Broadway, and Old Hampden.”

“Much like the Highlands, Pearl St., or Gaylord St., foot traffic moves up and down Broadway between Hampden and Dartmouth and extends to a new shopping/eating area along Acoma. People gather in coffee shops, restaurants, the Gothic, and in open spaces that have been developed between shops, in the paseos, or in a central park near the Gothic.”

“More foot traffic around the hospital and revamped Old Hampden retail corridor containing small restaurants and retail shops.”

“A hotel serves the area and is the hub of activity.”
Retail Goods and Services

“Fine dining, some ethnic, some “tourist” food.”

“Unique local eateries, local French bakeries/cafes, Italian bistros – all under 2000 square feet.”

“We need more quality restaurants – mid level as well as upper level, and specialty cafes.”

“Cafes, delis, market.”

“People from the hospital and hotel are eating and relaxing at sidewalk cafes and restaurants. Restaurants are varied in food offerings, small in size and affordable. “

“Locally-owned restaurants with some outdoor eating spaces. Some are higher end, but others are sandwich shops. Boutique shops are more abundant and draw shoppers from around the area.”

Living and Working

“The downtown and surrounding neighborhoods are filled with quality housing – new single family homes and quality remodeling, and numerous quality retail/residential spaces. CityCenter serves as minimum standard, new development should set even higher standards. Scale is more intimate. Units are loft style with underground parking.”

“As part of the new development, living options are available in the form of condos and lofts, as well as new commercial office space that draws in small businesses appreciative of the central location, such as small architectural firms, PR companies, and small tech companies.”

“People living in close, convenient proximity to transit, food markets, retail shops.”

“People are working in the expanded medical campus and hotel.”
**Mobility**

“People travel to the area by light rail and trolley type buses.”

“Bus, shuttle, walking, bike, scooter.”

“People arrive on light rail, then walking. Need to retain adequate off-street parking as well.”

“Access from light rail is convenient and time efficient – even in the evening and night. The redevelopment has also reinvigorated the surrounding neighborhoods making the business district a central location for locals to walk to.”

**Streetscape**

“High quality, attractive, detailed design.”

“Green, colorful, lighted.”

“Planters, benches.”

“Landscaping and sidewalks designed to encourage walking, with shaded benches that encourage lingering.”

“There is continuity in the signage – not meaning everything is the same, but that store fronts are kept up, well lit, and clean. Greenery has been added – trees, planters, small green spaces.”

“Landscaped sidewalks with trees, sculptures, and modern signage/lighting.”

**DOWNTOWN VISION SUMMARY**

Over the next twenty years, Downtown Englewood will enhance its position as the preeminent historical central commercial district in the South Metro Denver region. Broadway will serve as the focal point of the district, with a mix of old and new buildings that are consistent with the existing fine-grained Broadway development pattern. Missing retail frontage gaps along the Broadway corridor will be filled-in with new buildings, and existing buildings will be upgraded and restored. Significant new development will occur to the north
towards Dartmouth Avenue, effectively increasing the number of retail businesses within the district. The diverse mix of Downtown businesses will collectively create a concentration of shops offering culturally-oriented goods and services, as well as unique restaurants and entertainment venues. The district will be tied together by significant streetscaping improvements including benches, banners, lighting, signage, bicycle racks, trees, flowers, and art. New housing developments will help to establish a more active street life, and a market for retail business. Surrounding neighborhoods will experience renewed revitalization and investment. The historical Broadway pedestrian-oriented pattern will gradually replace the auto-oriented, suburban-style shopping centers west of Broadway, connecting Downtown with CityCenter Englewood.

**MEDICAL CENTER VISION SUMMARY**

Over the next twenty years, the Swedish-Craig Medical Center district will continue to serve as one of the most significant medical complexes in the Rocky Mountain region. The mission of the two hospitals will broaden over time, creating opportunities for research labs, and expanded medical services and specialties. Old Hampden Avenue will continue to serve as the focal point of the district. Significant mixed-use developments including medical facilities, small-scale and neighborhood-serving retail space, residential housing, and general office space will develop over time, intermixing with older, remodeled buildings, and creating a fine-grained and diverse architectural character. The Old Hampden corridor will be redesigned with significant streetscape improvements including benches, banners, lighting, signage, bicycle racks, trees, flowers, and art. Efforts will be made to revitalize the surrounding residential streets, with a specific focus on home ownership, property maintenance, code enforcement, and existing housing stock upgrades, augmented with occasional replacement housing that is compatible with existing neighborhood character.
DOWNTOWN – EXISTING CONDITIONS

Downtown Englewood has continued to serve as the commercial heart of the City through the years. Many businesses have come and gone, but the district remains one of the City’s best performing areas in terms of sales. Retail activity is centered around the Broadway corridor, which serves as a traditional downtown main street. Away from the retail corridor, senior housing and services, and office uses are located to the east, and suburban retail shopping centers and office towers are located to the west.
OVERVIEW

Downtown Englewood, especially the Broadway corridor, is considered to be one of Englewood citizens most treasured areas. Englewood stakeholders appreciate the area’s character and pedestrian orientation. However, there are concerns that the area has stagnated and is not fully realizing its potential. Many Downtown business owners have come to the same conclusion, and have organized a Business Improvement District in order to promote growth.

Many Englewood stakeholders feel that a majority of Downtown establishments are not offering the types of goods and services that they desire. Stakeholders would like to see more culturally-oriented products such as art, books, music, crafts, home furnishings, hobbies, entertainment, and a better mix of restaurants, especially restaurants oriented towards sit-down, evening dining.

Englewood stakeholders are appreciative of the improvements that have recently been made Downtown, including new facades, creative signage, and the addition of street furniture. However, stakeholders feel that much more work needs to be done.

Englewood stakeholders are supportive of efforts to significantly upgrade the area north of Floyd Avenue. This area is dominated by auto-oriented uses. However, the area is also home to more recent entertainment uses. Many stakeholders feel that this area has the potential to attract additional entertainment and restaurant uses.

Finally, stakeholders also expressed support for significant upgrades to the suburban shopping centers located on the west side of Downtown. These centers have been recently experiencing relatively higher vacancy rates. The shopping centers suffer from low density development with excessive parking, and are not pedestrian-friendly. Many of the businesses located within these centers provide very basic, discount goods and services.
DOWNTOWN SUB-AREA ANALYSIS

Downtown Englewood can be divided into three distinct sub-areas, each with its own special set of characteristics that distinguish one sub-area from another. Downtown Sub-area 1 includes the heart of the historical Broadway retail district. Downtown Sub-area 2, located directly north of Downtown Sub-area 1 along the Broadway retail corridor, exhibits a different mix of business types and decidedly more auto-oriented development character. Downtown Sub-area 3 is located to the west of the historical Broadway retail corridor, and is chiefly characterized by auto-oriented, suburban strip mall development.

Downtown Sub-area 1

The boundaries of Downtown Sub-area 1 extend from US Hwy. 285 to Floyd Avenue, and extend outward from Broadway to Acoma and Bannock Streets to the west and Sherman Street to the east. Shops located along the Broadway corridor provide specialized retail goods characterized by clothing, sporting goods, home furnishings, bicycles, computers, music, art, smoking accessories, hobbies, plants, pets, used books, religious goods, optical goods, and shaving and vacuum accessories. Other uses include lunch-oriented restaurants, bars, and banking and business services. There are very few vacancies along the Broadway corridor, with the notable exceptions including the vacant parcel at the southwest corner of Broadway and Englewood Parkway, and the vacant store front at the northeast corner of Broadway and Old Hampden Avenue.

The Broadway corridor is characterized by a traditional downtown, pedestrian-orientation, with buildings that front the street and are built in a tight, side-by-side formation, with shared parking areas. The King Soopers grocery store is a notable exception to this pattern, creating a gap in the pedestrian-oriented Broadway pattern. The King Soopers building is located far back from Broadway, with a large parking between the building and the street.

Moving away from the Broadway corridor, the northeast corner of Downtown Sub-area 1 is dominated by two mid-rise, senior housing developments (Simon Center and Orchard Place), the
Malley Senior Recreation Center, and Saint Louis School. The southeast corner of Downtown Sub-area 1 is characterized by a mix of small and medium-scale office buildings that widely vary in their levels of occupancy and maintenance.

**Downtown Sub-area 2**

The boundaries of Downtown Sub-area 2 extend north from Floyd Avenue to Eastman Avenue, and west and east from Broadway to Bannock and to the alley beyond Lincoln Street, respectively. Downtown Sub-area 2 is distinct from Sub-area 1 in that the business and land use types found here are primarily characterized by automobile sales lots, with entertainment as a secondary land use. Older single-unit homes and multi-unit properties, as well as medical offices, are located along Acoma and Lincoln Streets.

**Downtown Sub-area 3**

Downtown Sub-area 3 is located to the west of Downtown Sub-area 1, stretching from Acoma Street to Elati Street, and from US Hwy. 285 to just north of Floyd Avenue. Downtown Sub-area 3 is dominated by two traditional suburban strip shopping centers, Englewood Plaza and Englewood Marketplace, anchored by Hobby Lobby and Big Lots, respectively. Each center includes a mix of tenants offering basic neighborhood goods and services, and lunch-oriented restaurants. Vacancies at the two centers have recently appeared. The two suburban strip shopping centers are not pedestrian-friendly and are dominated by large automobile parking areas with considerable excess capacity. In addition to the two suburban shopping centers, Downtown Sub-area 3 also includes two, ten-story office buildings surrounded by large surface parking lots.

Finally, the streetscape in Downtown Sub-area 3 is decidedly suburban in character, lacking in street-oriented retail activity, and emphasizes automobile movement over pedestrian movement. The Englewood Parkway-Cherokee collector street is a four-lane through way with no off-street parking, and is controlled by a traffic circle that forces pedestrians to significantly detour from their original path.
MEDICAL CENTER – EXISTING CONDITIONS

Swedish Medical Center and Craig Hospital are the two chief anchors within the Englewood Medical Center district. Swedish is the premier medical hospital for the South Denver Metropolitan Area, and attracts patients from all over the Rocky Mountain region. Craig Hospital is a renowned smaller hospital that specializes in spinal cord and brain trauma injuries.
OVERVIEW

The Medical Center district is primarily focused on the Old Hampden Avenue corridor. The Old Hampden corridor was originally part of the state highway system, until a bypass was developed that diverted traffic one block to the south, allowing Old Hampden to remain as a two-lane neighborhood commercial street. The Old Hampden commercial corridor is home to a number of small-scale, neighborhood serving businesses. However, many properties along the corridor have become obsolete, and are very small in size, making viable reuse economically difficult. The corridor has seen very little investment over the years as a result of these circumstances.

Surrounding the hospitals and the Old Hampden corridor are predominantly residential neighborhoods. These neighborhoods were originally filled exclusively with single-unit homes. However, the growth of the hospitals led to demand for multi-unit apartment buildings. These buildings were primarily built during the 1960’s and 70’s, and are now interspersed with single-unit homes to varying degrees throughout the district.

Medical Center district residents are deeply concerned about the existing conditions found in their residential neighborhoods. Large percentages of single-unit homes have been bought by investors and rented to tenants. As a result, the level of property maintenance has significantly declined over time. Code enforcement issues are another significant problem in the area. Residents are also concerned about the many residential apartment buildings in the area. These buildings are now out of date, are experiencing high vacancy rates, and are no longer attractive to hospital professionals. Finally, residents are deeply concerned about parking impacts from hospital employees and visitors.
MEDICAL CENTER SUB-AREA ANALYSIS

The Swedish-Craig Medical Center area can be divided into six distinct sub-areas. Medical Sub-area 1 encompasses the main hospital properties. Medical Sub-areas 2, 3, 4, 5, and 6 flank the core hospital area on all sides. Each of these sub-areas is dominated by MU-R-3-B zoning, which allows both single-unit and multi-unit residential uses, and office uses. In addition, the Old Hampden Avenue commercial corridor forms the chief divisional boundary between the Medical Center sub-areas.

Medical Sub-area 1

Medical Sub-area 1 is bounded by Logan Street on the west, Corona Street on the east, Old Hampden Avenue on the south, and Girard Avenue on the north. Medical Sub-area 1 is dominated by the Swedish and Craig Hospital campuses. The medical campuses are made up of the main hospital buildings, as well as related medical office buildings, parking garages, and surface parking lots. Medical Sub-area 1 also includes the eight-story Meridian Senior Housing Community, along with a handful of residual residential and commercial properties.

Medical Sub-area 2

Medical Sub-area 2 is an irregularly-shaped area roughly bounded by Logan Street on the east, Sherman Street on the west, Old Hampden Avenue on the south and Eastman Avenue on the north. Medical Sub-area 2 includes commercially-zoned areas along Old Hampden Avenue and stretching north along Sherman Street to Floyd Avenue, consisting of a mix of retail, office, and residential uses. The remaining area predominantly consists of single-unit homes with a handful of multi-unit residential properties scattered throughout the sub-area.
Approximately 30 percent of the single-unit homes are rental properties.

**Medical Sub-area 3**

Medical Sub-area 3 is located directly north of Swedish and Craig Hospitals, stretching from Girard Avenue on the south to Floyd Avenue on the north, and from Pearl Street on the west to the alley just east of Clarkson Street. Properties immediately opposite Swedish Hospital along Girard Avenue consist of older multi-unit apartment buildings that have been purchased by Swedish Hospital and converted for use as office space. The remainder of Medical Sub-area 3 consists of a mix of single-unit homes and multi-unit apartment buildings. Approximately 40% of the single-unit homes are rental properties.

**Medical Sub-area 4**

Medical Sub-area 4 is located directly east of the main hospital properties and is bounded by Corona Street on the west, Lafayette Street on the east, Old Hampden Avenue on the south, and Girard Avenue on the north. The commercially-zoned Old Hampden corridor includes a service station, a neighborhood convenience store and shoppettes, and a mortuary. The remainder of the Medical Sub-area 4 consists of a mix of single-unit homes and multi-unit apartment buildings. Approximately 30% of the single-unit homes are rental properties. Julia Temple nursing home is located in the northeast corner of the sub-area.

**Medical Sub-area 5**

Medical Sub-area 5 is located in the southeast portion of the Medical Center district, and is bounded by Emerson Street on the west, Lafayette Street on the east, Old Hampden Avenue on the north, and US Hwy. 285 on the south. The Old Hampden commercial corridor includes auto uses, offices, medical supplies, and a recently remodeled restaurant serving both lunch and evening diners. The remainder of Medical Sub-area 5 consists of a mix of single-unit homes, duplexes, and town homes. Approximately 30% of single-unit homes are rental properties.
Medical Sub-area 6

Medical Sub-area 6 is located directly south of Swedish and Craig Hospitals, and extends beyond US Hwy. 285 to the south. Medical Sub-area 6 is roughly bounded by Emerson Street on the east, Sherman Street on the west, Old Hampden Avenue on the north, and Kenyon Avenue on the south. The commercially-zoned Old Hampden corridor includes a number of restaurants, a florist, a thrift shop, offices, a church, a medical parking garage, and scattered residential properties. The northwest corner of the sub-area is an extension of the downtown district business zoning, and includes a grocery store, commercial shoppettes, an outdoor furniture store, a bicycle shop, and office uses, as well as the Masonic Temple site which is slated to be redeveloped as a mixed-use office and residential project. The northeast portion of Medical Sub-area 6 includes a number of vacant lots that are located along Clarkson Street, a key entryway to the hospitals off of US Hwy. 285. The remainder of the area consists of a mix of multi-unit apartment buildings, nursing homes, and medical office buildings, with a small number of scattered single-unit homes and duplexes. Approximately 75% of the single-unit homes are rental properties.
GOALS AND OBJECTIVES

RESIDENTIAL NEIGHBORHOOD AND HOUSING GOALS

Goal 1

Promote and increase home ownership within Downtown and Medical Center residential neighborhoods.

Obj. 1-1  Encourage the conversion of detached single-unit homes from rentals to owner-occupied homes.

Obj. 1-2  Explore the potential for converting a number of existing multi-unit buildings to condominium ownership or as hotel suites for hospital visitors.

Obj. 1-3  Market residential neighborhoods to young family and single professional home buyers seeking to purchase homes in the South Metro area.

Obj. 1-4  Work with the Englewood School District to improve neighborhood schools in order to attract more families with children.

Goal 2

Promote neighborhood and property maintenance and improvements within Downtown and Medical Center residential neighborhoods.

Obj. 2-1  Encourage home maintenance and home improvement investments in the existing housing stock.

Obj. 2-2  Explore ways to assist seniors with home maintenance and improvement.

Obj. 2-3  Revitalize and enhance existing multi-unit buildings.

Obj. 2-4  Improve neighborhood cleanliness and appearance.

Obj. 2-5  Encourage the rehabilitation of sub-standard rental homes.

Obj. 2-6  Encourage home additions and exterior upgrades.
Obj. 2-7  Explore investments in alley, lighting, and landscaping improvements.

Obj. 2-8  Work with neighbors and businesses to reduce and minimize neighborhood parking conflicts.

Goal 3

Encourage investments in new housing within the Medical Center area.

Obj. 3-1  Encourage the development of move-up housing, featuring larger home sizes and modern amenities.

Obj. 3-2  Develop design standards for new housing that are compatible with existing neighborhood character.

Obj. 3-3  Encourage the development of a variety of compact housing types.

Obj. 3-4  Encourage housing developments that meet the needs of seniors and medical workers near commercial and transit corridors.

Obj. 3-5  Encourage mixed-use developments near commercial and transit corridors featuring first-floor commercial space, with offices or housing units on upper floors.

Obj. 3-6  Ensure that new housing provides appropriate off-street parking and loading areas.

Goal 4

Encourage investments in new housing within the Downtown area.

Obj. 4-1  Encourage mixed-use developments along the Broadway corridor featuring first-floor commercial retail space, with offices or housing units on upper floors.

Obj. 4-2  Encourage the development of multi-unit housing in off-Broadway areas of Downtown.

Obj. 4-3  Ensure that new housing provides appropriate off-street parking and loading areas.
TRANSPORTATION GOALS

Goal 1

*Continue to support, operate, and improve the ART Shuttle.*

**Obj. 1-1** Explore extending hours of operation to include nights and weekends.

**Obj. 1-2** Re-evaluate the number of current stops provided to decrease waiting and travel time.

**Obj. 1-3** Explore route changes or additions to include Broadway, the eastern portion of Old Hampden Avenue, or other public facilities.

Goal 2

*Explore potential improvements to the Downtown and Medical Center area street system.*

**Obj. 2-1** Evaluate signalized intersections for the provision of green-arrow, left-hand turns.

**Obj. 2-2** Evaluate alternative lane configurations in order to reduce accidents.

**Obj. 2-3** Explore ways to decrease speeding.

**Obj. 2-4** Improve public directional signage.

**Obj. 2-5** Minimize traffic volumes on residential streets.

URBAN DESIGN AND AMENITIES GOALS

Goal 1

*Enhance the Downtown and Medical Center urban streetscape.*

**Obj. 1-1** Develop wider, safer, handicapped-accessible sidewalks, pedestrian paths, and pedestrian crossings throughout the area, and especially near hospitals and senior facilities.

**Obj. 1-2** Enhance existing store fronts and develop design standards for new buildings.

**Obj. 1-3** Upgrade the appearance of alleys, including burying over-head utilities, enhancing building facades, and improving drive surfaces.
Obj. 1-4  Increase the presence of art throughout the Downtown and Medical Center areas.

Obj. 1-5  Enhance streetscapes with urban design features including benches, lighting, planters, banners, street furniture, and bicycle racks.

Obj. 1-6  Develop wayfinding systems that serve both public and commercial interests.

Obj. 1-7  Develop designs for all streetscape elements that enhance the existing residential and commercial character.

Obj. 1-8  Develop entryport gateways for the Old Hampden corridor at U.S. Highway 285 and at Broadway that serve to identify the corridor as a unique commercial area.

Obj. 1-9  Establish a unique identity for the Broadway and Old Hampden corridors through the use of public signage and banners.

Obj. 1-10  Expand creative signage program to the Old Hampden corridor.

Obj. 1-11  Encourage the incorporation of environmentally-friendly, “green” architectural elements, systems, and designs into new development projects.

**Goal 2**

*Increase park, open space, and trail capacities and service levels, both within Downtown and the Medical Center and beyond.*

Obj. 2-1  Create pedestrian-friendly, tree-lined streets and pedestrian paths.

Obj. 2-2  Develop small-scale, public open space areas.

Obj. 2-3  Explore ways to increase safety in neighborhood parks, open space areas, and trails.

Obj. 2-4  Develop an enhanced pedestrian-bicycle route and trail system connecting neighborhood parks, residential neighborhoods, and commercial areas.
BUSINESS AND MEDICAL IMPROVEMENT GOALS

Goal 1

Promote the Broadway and Old Hampden corridors as fine-grained, pedestrian-oriented commercial districts.

Obj. 1-1 Encourage fine-grained development that fills in missing gaps in the retail streetscape, and is compatible with existing buildings.

Obj. 1-2 Promote mixed-use projects featuring first-floor retail and upper-floor residential and office uses.

Obj. 1-3 Encourage exterior upgrades to existing buildings.

Obj. 1-4 Encourage infill projects that are compatible with existing building scale and character.

Obj. 1-5 Allow existing properties and structures to be renovated and converted to accommodate new business formats.

Obj. 1-6 Discourage the establishment of new auto-related uses.

Obj. 1-7 Encourage existing auto-related businesses to relocate and work with property owners to redevelop auto-oriented properties.

Obj. 1-8 Provide greater flexibility in establishing parking requirements and meeting parking needs.

Goal 2

Expand opportunities for the recruitment and development of neighborhood-serving businesses within the Downtown and Medical Center districts.

Obj. 2-1 Strengthen existing businesses, and encourage support from local residents.

Obj. 2-2 Attract retailers offering cultural and artistic goods and services such as music, books, art, crafts, antiques, collectibles, home furnishings, and other hobbies.

Obj. 2-3 Attract restaurants, cafes, and pubs offering full-service, sit-down dining for lunch or dinner.
Obj. 2-4  Attract a major anchor to the Downtown district such as a regional activity generator or an entertainment venue.

Obj. 2-5  Develop over-night and extended-stay hotel accommodations for business and hospital visitors.

Goal 3

Work closely with Swedish and Craig Hospitals to accommodate facility expansion in a manner that preserves and enhances the quality of life in surrounding neighborhoods.

Obj. 3-1  Encourage hospitals to expand, directing vertical development away from the edges of residential areas.

Obj. 3-2  Encourage medical facility expansion to include commercial space intended to serve the needs of the medical community, hospital visitors, and neighborhood residents.

Obj. 3-3  Discourage further hospital expansion beyond current hospital-owned properties north of Girard Avenue, or into residential areas west of Logan Street.

Obj. 3-4  Work with hospitals to develop employee and visitor parking and transportation solutions that protect surrounding residential neighborhoods.

DOWNTOWN SUB-AREA GOALS

Downtown Sub Area 1 Goal

Preserve, revitalize, and enhance the historical Broadway main street corridor in Sub-area 1.

Obj. 1-1  Encourage property owners and businesses to upgrade storefronts along Broadway.

Obj. 1-2  Encourage fine-grained development along the Broadway street frontage that fills in missing gaps in the retail streetscape, and is compatible with existing buildings.
**Downtown Sub Area 2 Goal**

*Extend the historical Broadway main street character into Sub-area 2.*

**Obj. 2-1** 
Explore and implement parking alternatives that effectively protect surrounding neighborhoods.

**Obj. 2-2** 
Enhance area with streetscape improvements and attractive store fronts in order restore a pedestrian-oriented, main street character.

**Obj. 2-3** 
Work to replace auto uses with new commercial development that includes entertainment, restaurants, and retailing offering cultural and artistic goods and services.

**Downtown Sub Area 3 Goal**

*Transform the suburban, auto-oriented character of sub-area 3 to a more pedestrian-oriented character, with a stronger business mix.*

**Obj. 3-1** 
Explore redeveloping area with a mixed-use project.

**Obj. 3-2** 
Enhance area with exterior upgrades, strong retail tenants, and additional commercial space.

**Obj. 3-3** 
Explore opportunities to develop a stronger commercial street edge, through the development of new buildings and streetscape improvements.

**Obj. 3-4** 
Explore new street configurations that create a safer and more pleasant pedestrian experience.

**MEDICAL CENTER SUB-AREA GOALS**

**Medical Sub-area 1 Goal**

*Encourage the medical community to expand medical facilities within sub-area 1.*

**Obj. 1-1** 
Encourage hospitals to expand on existing medical community properties.

**Obj. 1-2** 
Allow hospitals to expand vertically, while ensuring appropriate transitioning of height toward surrounding residential areas.
Obj. 1-3 Work with hospitals to develop employee and visitor parking, transportation, and signage solutions that protect surrounding residential neighborhoods.

Medical Sub-area 2 Goal A

*Strengthen and stabilize the neighborhood character of the existing residential portions of sub-area 2 through revitalization strategies.*

Obj. 2A-1 Reduce the number of single-unit rental homes through conversion to home ownership.

Obj. 2A-2 Expand and concentrate programs/loans/grants for revitalizing older homes.

Obj. 2A-3 Strengthen enforcement of codes concerning yard maintenance, junk, and outside storage.

Obj. 2A-4 Discourage hospital expansion in the residential portion of sub-area 2.

Obj. 2A-5 Explore the potential for revitalizing existing multi-unit buildings.

Obj. 2A-6 Consider rezoning to a residential zoning, to and R-1 and R-2 zoning, for the blocks of 3200, 3300, and 3400 South Grant Street and the 3200 block of South Sherman Street.

Obj. 2A-7 Consider removing non-conforming status for existing apartment buildings in order to encourage remodeling, maintenance, and condo conversions.

Medical Sub-area 2 Goal B

*Encourage change in existing commercially-zoned areas of sub-area 2 along the Old Hampden corridor.*

Obj. 2B-1 Encourage the development of new mixed-use projects including medical facilities, offices, housing, and small-scale commercial uses along the Old Hampden corridor.

Obj. 2B-2 Consider designating the 3400 block of Logan Street as an area of change for future medical high density residential uses.
Medical Sub-area 3 Goal A

Strengthen and stabilize the neighborhood character of the existing residential portions of sub-area 3 through revitalization strategies and limited reinvestment strategies.

Obj. 3A-1 Reduce the number of single unit rentals homes through conversion to home ownership.

Obj. 3A-2 Expand and concentrate programs/loans/grants for revitalizing older homes.

Obj. 3A-3 Strengthen enforcement of codes concerning yard maintenance, junk, and outside storage.

Obj. 3A-4 Discourage further over night in-patient hospital expansion beyond current hospital-owned properties north of Girard Avenue.

Obj. 3A-5 Encourage replacement of sub-standard rental properties with various types of compact housing and small medical clinics and offices that are compatible with the existing neighborhood scale and character through consideration of the following zoning reforms:

- Scale down height along the edges of sub-area 3 adjacent to single family zoned areas.

- Explore ways to eliminate or minimize the impacts of parking garages through regulations pertaining to limits on location and height in order to protect neighboring single family residences.

- Favor small office buildings over large office buildings.

- Keep front and rear setbacks, landscaping, and parking regulations compatible with current standards.

- Remove over night inpatient hospital facility from table of allowed land uses.
• Increase number of residential units per land area and relax side setbacks for small lots.

• Remove non-conforming status for existing multi-unit apartment buildings in order to encourage remodeling, maintenance, and condo conversions.

Obj. 3A-6 Explore potential strategies and programs for revitalizing existing multi-unit buildings.

Medical Sub-area 3 Goal B

Encourage limited change to Swedish-owned properties immediately adjacent to Girard Avenue.

Obj. 3B-1 Support acceptable medical-supportive facilities or offices that are compatible with existing neighborhood scale and character.

Obj. 3B-2 Explore the potential use of design standards to create a buffered transition zone between Swedish Hospital and the residential portion of sub-area 3.

Medical Sub-area 4 Goal

Promote sub-area 4 as an area of change.

Obj. 4-1 Encourage the development of new mixed-use projects including medical facilities, offices, housing, and small-scale commercial uses along the Old Hampden corridor.

Obj. 4-2 Encourage replacement of sub-standard rental properties with various types of compact housing that are compatible with the existing neighborhood scale and character.

Obj. 4-3 Explore the potential for revitalizing existing multi-unit buildings.
Medical Sub-area 5 Goal A

*Strengthen and stabilize the neighborhood character of the existing residential portions of sub-area 5 through revitalization strategies and limited reinvestment strategies.*

**Obj. 5A-1** Reduce the number of single unit rentals homes through conversion to home ownership.

**Obj. 5A-2** Expand and concentrate programs/loans/grants for revitalizing older homes.

**Obj. 5A-3** Strengthen enforcement of codes concerning yard maintenance, junk, and outside storage.

**Obj. 5A-4** Encourage replacement of sub-standard rental properties with various types of compact housing and small medical clinics and offices that are compatible with the existing neighborhood scale and character through consideration of the following zoning reforms:

- Increase number of residential units per land area.
- Add small-scale pedestrian-oriented office and retail as allowed uses.
- Limit building height to 3 to 4 stories.
- Keep front and rear setbacks, landscaping, and parking regulations compatible with current standards.

Medical Sub-area 5 Goal B

*Promote sub-area 5 as an area of change along the Old Hampden corridor.*

**Obj. 5B-1** Encourage the development of new mixed-use medical facilities, offices, multi-unit housing, and small-scale commercial uses along the Old Hampden corridor.
Medical Sub-area 6 Goal

*Promote sub-area 6 as an area of change.*

**Obj. 6-1** Encourage the development of new mixed-use medical facilities, offices, multi-unit housing, and small-scale commercial uses.

**Obj. 6-2** Allow greater development intensity, and encourage mixed-use development throughout the sub-area.

**Obj. 6-3** Explore the potential for revitalizing existing multi-unit buildings.

**Obj. 6-4** Explore potential parking and transportation management options for accommodating new and existing development.
Englewood Downtown District Small Area Plan Current Land Use Patterns: Sub-area 2

- Commercial-Retail
- Commercial-Office
- Commercial-Medical
- Institutional
- Residential-Multi-Family
- Residential-Single Family
- Open Space
- Single-Family Rental Properties
- Zoning Boundaries
- Sub-area Boundary

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Englewood Medical District Small Area Plan Current Land Use Patterns: Sub-area 3

- Commercial-Medical
- Commercial-Office
- Commercial-Retail
- Institutional
- Residential-Multi-Family
- Residential-Single Family
- Open Space
- Single-Family Rental Properties
- Zoning Boundaries
- Sub-area Boundary
Englewood Medical District Small Area Plan Current Land Use Patterns: Sub-area 4

- Commercial-Retail
- Commercial-Office
- Commercial-Medical
- Institutional
- Residential-Multi-Family
- Residential-Single Family
- Single-Family Rental Properties
- Open Space
- Zoning Boundaries
- Sub-area Boundary

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Englewood Medical District Small Area Plan Current Land Use Patterns: Sub-area 5

- **Red**: Commercial-Retail
- **Pink**: Commercial-Office
- **Orange**: Residential-Multi-Family
- **Yellow**: Residential-Single Family
- **Blue**: Commercial-Medical
- **Green**: Institutional
- **Light Green**: Open Space
- **White**: Single-Family Rental Properties
- **Gray**: Zoning Boundaries
- **Black**: Sub-area Boundary

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Englewood Medical District Small Area Plan Current Land Use Patterns: Sub-area 6

- **Commercial-Retail**
- **Residential-Multi-Family**
- **Residential-Single Family**
- **Commercial-Office**
- **Commercial-Medical**
- **Institutional**
- **Single-Family Rental Properties**
- **Open Space**
- **Zoning Boundaries**
- **Sub-area Boundary**

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