Downtown Matters

Steering Committee Meeting #2
March 24, 2020
Districts During Emergencies

State of emergency in Colorado as coronavirus cases rise to 17
Gov. Jared Polis uses emergency declaration to expand testing, protect those most vulnerable

LIFESTYLE • FOOD & DRINK
Restaurants and bars scramble as Denver mayor orders them to close dine-in service

BUSINESS • JOBS • News
Colorado offering unemployment benefits to workers affected by COVID-19 closures
Information & Access

March 19, 2020

Colfax Mayfair BID Members:

Here are current local and national small business relief programs:

Business Support Services
The City is committed to identifying and implementing resources that will help small businesses recover. As such, we are working on a business support plan that will change and expand as more resources become available. Read the FAQ.

Small Business Emergency Relief
A city-wide program that addresses the immediate needs of the business community by providing up to $2,500 in cash grants to the most vulnerable businesses. The program will provide grants to businesses in the food industry, retail, service, hospitality, non-profit providers, and more.

This program is designed to assist eligible small businesses that may have had to temporarily close, have difficulties with paying rent and utilities, or have had to lay off staff.

Please contact Hilda Portillo, Executive Director of the Colfax Mayfair BID if you have any questions. 720-619-3599 or hportillo@colfaxmayfair.com

Federal Small Business Support
Small Business Administration (SBA) Economic Injury Disaster Loans are available for qualifying businesses in Colorado suffering from substantial economic injury due to COVID-19.

More Information Here

Support Services
The City and County of Denver recognizes the impact of the COVID-19 pandemic on the local business community. Information about all support services offered by the City, 311, BID, Small Business Administration (SBA), Economic Injury Disaster Loans are available for qualifying businesses in Colorado suffering from substantial economic injury due to COVID-19.

More Information Here

Located in Denver’s most vulnerable areas as identified by Neighborhood Equity & Stabilization Team.

Absolutely! Thank you so much for your call. It is such a morale boost to know we are in a community and you are thinking of us.
Marketing Support

Colfax Mayfair Business Improvement District

You can still get delicious meals from Chop Shop Casual Urban Eatery and maintain social distance. Their bags are tamper-proof sealed and delivery partners offer contact-free deliveries to minimize human exposure. Use Code CSKIDSMAC to get a free kid’s Mac ‘N Cheese dish on orders over $25 here: https://www.doordash.com/.../chop-shop-casual-urban-eatery-.../...

Marczyk Fine Foods On Colfax to the rescue!

Good news:
You can order online for home delivery, using Instacart.
New extended hours: 10 a.m. to 6 p.m. 7 days/week.

Bad news: They don’t have TIP.

More good news: Fairfax Wine & Spirits is open too.

#ColfaxStrong
Market Confidence
Questions?
DDA Study Area

CityCenter

South Broadway

Medical District

Commercial Property
Key Impressions to Date - CityCenter

• High vacancy rate in retail spaces
• Appropriate location for density of jobs and residents, mixed-use development
• Current configuration of parking does not drive foot traffic to existing retail
• City services and events draw people to CityCenter
• Big box retail serves as a pedestrian barrier to the rest of Downtown
  • Englewood Trolley could serve as a connector
• A cohesive vision is needed
• Site line from Englewood Light Rail station does not draw people in
Key Impressions to Date – South Broadway

- Restaurants and bars are a key amenity
- Businesses on South Broadway have good synergy
- The Englewood Trolley is underutilized
- Few parks and limited connectivity to pedestrian and bicycle pathways
- Specialized maintenance, programming, and improved infrastructure to serve businesses are needed (bike parking, improved pedestrian crossings, lighting, etc.)
- Vacant storefronts are a challenge on Broadway
- Noticeable presence of people experiencing homelessness
Example: Paseo
Key Impressions to Date – Medical District

- Housing affordability is a concern for hospital employees
- Pedestrian infrastructure, particularly ADA accessible sidewalks and crosswalks, is lacking
- There is demand for a hotel to accommodate hospital clientele
- Medical District is disconnected from both South Broadway and CityCenter, even though geographically close
- Currently lacks a sense of identity, but opportunity for a branded ‘health/wellness district’
- Lack of green space
- Old Hampden is an opportunity for placemaking
Emerging Priorities

1. Enhance the physical environment throughout Downtown
   • Beautification/landscaping, wayfinding signs, tree canopy, infrastructure improvements, etc.

2. Fill vacant storefronts
   • CityCenter, South Broadway

3. Improve pedestrian and bicycle connectivity and accessibility
   • Improved crosswalks, connections to South Platte trail, etc.
Emerging Priorities

4. Make Downtown more clean and safe
   • Provide services for people experiencing homelessness, improve lighting, trash clean-up, etc.

5. Improve parking management
   • Reconfigure arrangement of parking to drive foot traffic to retail/restaurants

6. Retain and attract locally-owned retail and restaurants
   • Provide resources to new and existing businesses, help navigating City permitting processes, etc.
Emerging Priorities

7. Highlight Englewood’s unique identity by enhancing marketing and communication
   • Advertise/map existing businesses, create cohesive marketing strategy, etc.

8. Attract new anchor employers, jobs, and residents to Downtown
   • Focus on catalytic sites within DDA boundaries, infill development

9. Improve coordination and collaboration among stakeholders
   • Facilitate public-private partnerships, improve communication between residents, businesses, and property owners, etc.

10. Enhance activation of Downtown spaces
    • Events, programming & activities, public art, etc.
Plan of Development Outline

• Land Use & Urban Design
• Economy, Jobs & Housing
• Placemaking & Public Spaces
• Mobility & Connectivity
• Marketing & Programming
• Policy, Regulation & Management
• Implementation
Questions?
Fundamentals of a Downtown Development Authority – what is a DDA?

- Quasi-public steward & champion for downtown areas
- Downtown vitality and attractiveness
- District stakeholders vote on DDA creation & funding
- District stakeholders serve on board
- Funding
  - ✓ mil levy (property tax -- max 5 mils)
  - ✓ tax increment financing (TIF)
- Guided by the Downtown Plan of Development
TAX INCREMENT FINANCING (TIF)

SITE TIF

- Generated by a single (re)development when the site is redeveloped.
- TIF funds are often allocated to public improvements on the site; some may be set aside for district enhancements.

DISTRICT TIF

- Generated when catalytic activities improve property values throughout a DDA district.
- Funds can support a wide range of programs and enhancements within the district, such as marketing, promotions, infrastructure, art, facade improvements, etc.
What does a DDA do?

- Economic development/business support
- Marketing & events
- Place enhancements (art, plazas, beautification)
- Public improvements (streetscape, infrastructure)
- Mobility (parking management, shuttle, TMA)
- Maintenance & safety
- A champion and advocate for downtown
What Other Communities Have DDA’s?

- Castle Rock
- Colorado Springs
- Crested Butte
- Fort Collins
- Golden

- Greeley
- Grand Junction
- Longmont
- Loveland
- Montrose

And more…
Case Study: Longmont
Case Study: Castle Rock
Forming a DDA

Downtown Plan of Development
• “Business Plan” for the DDA
• Overall DDA focus
• Investment & projects for next 5+ years
• Financial analysis on TIF and mil levy
• Additional district overlays
• Policies & procedures aligned with City
Forming a DDA

Procedural Steps
• Draft ordinance to staff, City Council
• Courtesy public hearing
• Election to approve formation & funding
• Appoint 5 to 11-member board (City Council)
• DDA adopts and implements Plan of Development
Timeframe

a. Draft Plan of Development: Spring 2020
b. DDA Ordinance: Summer 2020
c. Tabor Election within DDA: November 2020
d. DDA becomes operational: January 2021
Questions?
## Downtown Matters Schedule

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL - NOV</th>
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<tbody>
<tr>
<td><strong>PROJECT COMMUNICATIONS</strong></td>
<td><strong>WEBSITE, EMAIL UPDATES, SOCIAL MEDIA, MAGAZINE</strong></td>
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<td><strong>STEERING COMMITTEE MEETINGS</strong></td>
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<td>#2</td>
<td>#3</td>
<td>#4</td>
<td>#5</td>
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<td><strong>CITY COUNCIL STUDY SESSIONS</strong></td>
<td>#1</td>
<td>#2</td>
<td>#3</td>
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<td><strong>COMMUNITY OUTREACH</strong></td>
<td><strong>ONLINE SURVEY</strong></td>
<td><strong>DOWNTOWN TRENDS PRESENTATION</strong></td>
<td><strong>COMMUNITY WORKSHOP</strong></td>
<td><strong>SMALL SCALE DEVELOPMENT FORUM</strong></td>
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<tr>
<td><strong>DOWNTOWN PLAN</strong></td>
<td><strong>REFINE MARKET ASSESSMENT</strong></td>
<td><strong>DOWNTOWN PLAN OUTLINE</strong></td>
<td><strong>DOWNTOWN PLAN FINALIZATION</strong></td>
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<td><strong>LEGAL PROCESS TO FORM DDA</strong></td>
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<td></td>
<td>Downtown Development Authority</td>
<td>Urban Renewal Authority</td>
<td>Business Improvement District</td>
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<td><strong>Purpose</strong></td>
<td>Quasi-municipal; Intended to halt or prevent deterioration of property values in a Central Business District.</td>
<td>Quasi-municipal; Established to eliminate blighted areas for development or redevelopment.</td>
<td>Quasi-municipal and subdivision of the state. Enhance and encourage new investment in a commercial district.</td>
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<td><strong>Focus</strong></td>
<td>Real estate development, infrastructure, operations</td>
<td>Purchase, rehab and sale of property for redevelopment, infrastructure</td>
<td>Management, marketing, advocacy, economic development, safety</td>
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<td><strong>Assessment method</strong></td>
<td>TIF on property and/or sales and 5 mil property tax for operations</td>
<td>TIF on property and/or sales tax</td>
<td>Assessment or mil levy on commercial property</td>
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<td><strong>Pros/cons</strong></td>
<td>Can finance improvements and provide services; both TIF and mil levy.</td>
<td>Can generate sales and/or tax increment to finance future development. Can be controversial.</td>
<td>Flexible entity that can finance improvements and provide services; can issue bonds.</td>
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<td><strong>Condemn property?</strong></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
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Source: Progressive Urban Management Associates, Spencer Fane Britt & Browne LLP