Agenda

• Overview of project logistics – 10 minutes
• Previous Planning Efforts – 10 minutes
• Online Survey – 10 minutes
• Existing Conditions, Issues, and Opportunities – 60 minutes
Consultant Team

Dig Studio

(Participant Urban Management Associates)

Portell Works
The Communications of Place
Role of Steering Committee Members

• Represent a diverse set of community interests
• Advise on & be a champion of the planning process
• Feedback to help refine plan content and ideas
• Help communicate information to other groups – Get the word out!
• Be a constructive participant and committed to building consensus
Additional Steering Committee Meetings

# 2: MARCH 24 | Civic Center 2\textsuperscript{nd} floor Community Room
- Community survey input, market study findings.
- Present conceptual rec’s from existing conditions, market analysis
- Engagement activity: feedback on concept rec’s and priorities

# 3: APRIL 28 | Atria Senior Living
- Draft plan outline presentation

# 4: MAY 26 | Location TBD
- Presentation and discussion
- Go/No Go on decision to form DDA

# 5: June 23 (if needed) | Atria Senior Living
Previous Plans

2013
Englewood Light Rail Corridor Plan

201
Englewood Bike & Wheel Master Plan
Final Draft
September 2, 2015

201
South Platte Connections Study
Draft May 2016

2016
ULI Colorado Englewood 2016 Report

City of Englewood Downtown Development Authority Analysis
November 1, 2016

NEXT
Englewood Light Rail Corridor Next Steps Study

201
Englewood Market Opportunity Assessment

201
ULI Healthy Corridors National Study Visit

January 29th - 31st 2018
Previous Plans Priorities & Themes

HOUSING, DEVELOPMENT & LAND USE
• Promote home ownership, property maintenance and improvements
• Four (4) new transit-supportive housing neighborhoods (incl. CityCenter)
• Enhance relationship between land use and transportation
• Make better use of City-owned land and buildings at Civic Center

MOBILITY & TRANSPORTATION
• Support and improve Englewood Trolley / Art Shuttle
• “Two Corridor Solution” – Broadway & Englewood Pkwy.
• Connect the three (3) districts
• Englewood Station enhancements and activation
• Bicycle mobility
• Parking needs
• Intersection safety improvements
Previous Plans Priorities & Themes

PRIORITIZE PEDESTRIANS
• Enhance streetscape experiences and intersection safety
• Traffic safety and speed management interventions
• Increase park, open space and trail capacity and connections
• Promote Broadway & Old Hampden commercial districts

EMPHASIZE & ENHANCE SOUTH BROADWAY
• Enhance and revitalize the corridor
• Organize the streetscape
• Iconic elements and gateways

DIVERSIFY BUSINESS MIX / ECONOMIC DEVELOPMENT
• Encourage redevelopment of auto-oriented CityCenter
• Health & Wellness office district along Hampden Ave./US 285
• Preserve and enhance industrial districts
• Diversify and strengthen retail mix
Previous Plans Priorities & Themes

MEDICAL DISTRICT ENHANCEMENT
• Accommodate facility enhancement and expansion that preserves quality of life in surrounding neighborhoods
• Improve commercial and retail options
• Improve mix of housing options

PARKS & OPEN SPACE
• Link Little Dry Creek corridor to S. Platte River, Englewood Station and CityCenter
• Parks as a focus of redevelopment
• Modify Piazza to promote better use and activation
City Planning—Common Themes

- Maintain local identity
- Focus redevelopment in Central Business District
- Enhance City’s economic sustainability
- Promote a healthy lifestyle
- Make CBD more inviting, attractive
- Improve connections & synergy
- Create a Downtown Development Authority
Online Survey – Preliminary Results

- **238** responses since February 3\textsuperscript{rd}
- Survey link:
  
  englewoodco.gov/government/englewood-downtown-matters
Online Survey – Preliminary Results

• How often do you come to Downtown Englewood?
  • Once a week or more (50%)
  • Daily (32%)
  • Less than once a week (17%)

• What most often brings you to Downtown Englewood?
  • Restaurants and bars (49%)
  • Shopping/larger stores (17%)
  • Other (8%)
Online Survey – Preliminary Results

• What has gotten better or worse in the past five years?

“Much Better” or “Slightly Better” (Top 3):
1. New restaurants and nightlife (84%)
2. General appearance, including landscaping and beautification (60%)
3. New retail and shopping options (49%)

“Much Worse” or “Slightly Worse” (Top 3):
1. Presence of people experiencing homelessness (58%)
2. Traffic (53%)
3. Parking options (40%)
Online Survey – Preliminary Results

• What improvements will be important moving forward?

“Very Important” or “Important” (Top 3):
1. Fill vacant storefronts (94%)
2. Provide resources for existing and new small businesses (87%)
3. Enhance the physical environment Downtown (beautification, landscaping, tree canopy, etc.) (85%)

“Somewhat Important” or “Not Important” (Top 3):
1. Build a hotel in Downtown Englewood (64%)
2. Enhance Trolley service between the CityCenter, Broadway, and the Medical District (60%)
3. Improve the parking experience (44%)
Online Survey – Preliminary Results

• Which **ONE** improvement will be most important? (Top 5)
  • Fill vacant storefronts (16%)
  • Redevelop CityCenter with mixed uses and more density (11%)
  • Enhance the physical environment (9%)
  • Make Downtown more bike- and pedestrian-friendly and accessible (8%)
  • More variety of home types and price points (8%)
Online Survey – Preliminary Results

• What type of home would you most like to see in Downtown Englewood?
  • Single family home (39%)
  • Townhome (ownership) (22%)
  • I would never consider living in Downtown Englewood (14%)
  • Condominium (ownership) (11%)
Online Survey – Preliminary Results

• What is your primary interest(s) in Downtown Englewood?
Online Survey – Preliminary Results

• Demographics

Age

- Under 18: 0%
- 18 to 24: 0%
- 25 to 34: 30%
- 35 to 44: 36%
- 45 to 54: 12%
- 55 to 64: 10%
- 65 to 74: 11%
- Over 74: 1%

Gender

- Female: 41%
- Male: 55%
- Other: 4%
- Prefer not to answer: 0%
Online Survey – Preliminary Results

• Demographics

Race/Ethnicity
- Caucasian: 83%
- Prefer not to answer: 8%
- Two or more races: 3%
- Hispanic/Latinx: 3%
- Asian or Pacific Islander: 3%
- Other: 2%
- African American: 1%
- American Indian: 0%

Annual Household Income
- Less than $15,000: 1%
- $15,000 - $24,999: 4%
- $25,000 - $34,999: 3%
- $35,000 - $49,999: 4%
- $50,000 - $74,999: 14%
- $75,000 - $99,999: 18%
- $100,000 - $149,999: 25%
- $150,000 - $199,999: 15%
- More than $200,000: 10%
- Prefer not to answer: 8%
Existing Conditions
Existing Conditions – Zoning & Parcels
Existing Conditions – Development
Existing Conditions – Opportunities & Constraints
Jan 16th Meeting Summary

Issues

- Open space (lack of)
- Connectivity between Downtown districts
- Parking for businesses
- Aging utilities and capacity issues
- Lack of promotion/marketing/communication
- Traffic/circulation congestion, auto dominance
- Crime
Jan 16th Meeting Summary

Opportunities

- Location in Denver metro area
- Diversity of small businesses
- Affordable
- Parking
- Positivity, optimism, sense of community
- Young families
- South Broadway character
Jan 16th Meeting Summary Priorities

1. Walkability and accessibility
2. Improve safety (lighting, pedestrian crossings, homelessness issues)
3. Identity, brand, and marketing
4. Connections and communication between the 3 sub-districts
5. Protect and support small businesses
6. Beautification and landscaping
7. Build a hotel
8. Events and activation of public spaces
9. Parking supply, management, and location of existing parking
10. Fill vacant storefronts
11. Public art and collaboration with arts organizations
12. Trolley enhancements
Issues, Opportunities, and Priorities

What is missing?
Communications & Engagement

- Website
- Email updates
- Social media
- Magazine
- Direct mail
- Community e-survey
- Events
  - 2/27 Downtown Trends
  - Spring Community Workshop
  - 5/13 Building Small Forum
Breakout Exercise – Physical Issues and Opportunities

Insert base map from Dig
Jan 16\textsuperscript{th} Meeting Summary Priorities

1. Walkability and accessibility
2. Improve safety (lighting, pedestrian crossings, homelessness issues)
3. Identity, brand, and marketing
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12. Trolley enhancements
To Do List For Steering Committee

1. Attend Feb 27 downtown trends event (7:30am Chamber of Commerce, 1000 Englewood Parkway in Civic Center)
2. Take the survey and push to your colleagues
   englewoodco.gov/government/englewood-downtown-matters
3. Promote the Downtown Matters project!
4. Attend next SC Meeting – March 24
DDA Programs and Projects

• Economic development and business support
• Marketing and events
• Place enhancements (art, plazas, beautification)
• Public improvements (streetscape, infrastructure)
• Mobility (parking management, shuttle, TMA)
• Maintenance and safety