



SCI Northwest Corridor Stakeholder Committee Meeting

College Hill Library in Westminster - 3705 W 112th Ave.

February 4, 2014

Brainstorm Session on Implementation Steps and Strategies

Synopsis:

Members of the Northwest CSC spent about 40 minutes brainstorming on implementation steps and strategies to support the vision and goals of the Northwest Corridor. Ideas were captured using PlaceMatters' Brainstorm Anywhere during the meeting and additional ideas were submitted by email. Ideas were sorted under common categories, which also matched many of the themes reflected in the Northwest Corridor goals: promoting transit and mobility for all stakeholders; supporting mixed use development and TOD; supporting sustainability and health; integrating economic development strategies; and supporting collaboration and outreach.

Promoting Transit and Mobility for All Stakeholders

- Use services like Uber Cab to test mobility options from one area to another before investing in more permanent transit.
- Look at alternative shuttle and transportation services (i.e. Uber) to augment public transit system
- Encourage networks amongst business clusters to share privately funded shuttle services, providing additional circuit to public transit stops (private/private funding augments public services).
- Shuttling people from station to key shopping. Identify where this has worked and encourage it elsewhere.
- Create visual identity/branding, utilizing images, signage, etc., to highlight what's great about the corridor.
- Promote transit as the way to get to special events and destinations--make it the normal/ideal way to get there. Offer transit discounts for big events to encourage people to use transit to get there.
- Emphasize pedestrian friendly streets in development approach, including wide sidewalks and a buffer zone from the traffic with planters and trees that also provide shade, and parallel parking, which also provides a traffic-calming element.
- Develop an inventory of existing and potential pedestrian streets around the stations and avenues linking key nodes within the corridor buffer zone could also occur.



Supporting Mixed Use Development and TOD

- Look at projects that have successfully incorporated a balance of uses—residential, commercial, schools and services (i.e. Belmar) and emulate what works.
- Successful mixed-use developments like Belmar and Stapleton become destinations with a demand for regional access. Identify others like this that already exist or have the potential to grow into regional destinations.
- Combine destinations with other amenities and services in advertising.

Supporting Sustainability and Health

- Provide space for and encourage the establishment of community gardens and farmer's markets, providing better access to healthy foods.
- Interview people to identify in different communities how far people are willing to walk--look at West Corridor 20 minute destination study.
- Communities could incentivize developers to participate to some degree in one of the following programs: LEED or LEED ND (Neighborhood Development), Enterprise Green Communities (which the Colorado Housing and Finance Authority requires to qualify for Low Income Housing Tax Credit financing), or Active Design Guidelines (which promote health through urban and building design).
- The Denver Housing Authority promotes sustainable development with their neighborhood revitalization efforts. With the Mariposa redevelopment, for instance, they have taken the Active Design Guidelines and the Healthy Development Measurement tool and created the Mariposa Healthy Living Initiatives.
- Street trees can be planted along with water sensitive ground cover in the buffer areas that separate the sidewalk from the traffic. In urban environments they would be located in tree grates. Additional buffer elements could include planters if trees are not possible.

Integrating Economic Development Strategies

- Look at all potential catalytic sites located within proximity to BRT or commuter rail station with potential for development dollars to flow to identified areas of opportunity
- Use mapping tools to identify gaps in amenities, facilities, or services to identify where the need is greatest.
- This corridor has lower density than others. Promote what this has to offer but also be sensitive to what may not work here as a result of the lower density.
- Provide ESL classes and job training in the corridor, as an economic development strategy.
- Work with local economic development organizations to develop strategies for the corridor
- Encourage stores that are open 24/7 near stations since they can also serve as places to go when you need something at unexpected times.

Supporting Collaboration and Outreach

- Need more gathering places for people to meet. Recreation centers or events center with meeting rooms for public use. Can co-locate with other community services (Hyland Hills Recreation Center is a good model).
- Provide targeted information and assistance, for ESL residents for example, to help them learn about what's available and how to use the transit system.

