East Corridor Stakeholder Committee Feedback on CWG Draft Vision/Goals
June 25, 2013 (Draft)

Photo Reconnaissance Activity:

The East Corridor Stakeholder Committee (East CSC) was asked to take or find photos that illustrate what successful implementation of the East Corridor Vision might look like. Photos could represent something they liked, or something they would like to see changed. East CSC members submitted photos from the East Corridor, other areas of the Denver region and national best practice examples found online. (View powerpoint presentation for full array of submitted photos.) Based on the photos submitted, the following themes have emerged as important components of the East Corridor Vision. Broad categories are represented with bold font; text below represents notes from group discussion during powerpoint.

- **Aesthetically pleasing**
  - Makes people feel safe and welcome
  - Green/open space
  - Consider working families
- **Public art**
  - 38th/Blake, River North
  - Public art can also be water conscious (Taos, NM example)
- **Affordable housing with sustainable density**
  - Relatively new zoning has allowed Vancouver to do creative things with small and micro homes
- **Improved bicycle and pedestrian access**
  - 38th/Blake station area needs improvements to underpass at Wazee and connections to/from River North and Curtis Park
  - Bcycle stations located in station areas
- **Wayfinding**
  - Critical to communicate the amenities, entertainment and services in the TOD area
  - River North neighborhood and Arts District – Gateway concept
  - Should be on bus/light rail for each station area, potentially signs/branding along the route
- **Adaptive re-use**
  - Can help preserve inherent industrial character of the neighborhood
  - The Source, 3550 Brighton Boulevard
  - South Platte catalyst study (Environmental Protection Agency EPA)

- **Address food deserts**
  - Consider creative solutions Ex. The Garden co-op grocery store, Colorado Boulevard
  - General lack of awareness of community gardens among neighborhood residents
  - Montbello neighborhood
  - Concern that even with access to healthy foods, the prices aren't necessarily affordable Ex. 7-11 near Peoria will soon carry fruit/produce
- **Transit-oriented development (TOD)**
  - Mixed-use and walkable
  - Need for community gathering spaces, common place to announce events/activities Ex. Stapleton's The Front Porch
  - Need for health clinics/urgent care facilities
  - Importance of street connectivity Ex. Havana (poor)
  - Grid and/or easily recognizable streets
  - Affordable housing
  - Assume structured parking, but cost is prohibitive
  - Effect on property taxes
  - Concern about existing zoning and neighborhood/city council approval for new development and that the market isn't 'maxing out' on allowable density
  - Urban Design Guidelines
  - Safety
- **TOD: Pedestrian scale design**
  - "Stepped back" design Ex. 5-story building with 3-story at street level
  - First floor pedestrian-oriented Ex. Retail on first floor, office or residential above

East Corridor Vision and Goals Discussion:

The East CSC was provided with a draft list of key vision components from the East CWG. They participated in a keypad polling activity to indicate how strongly they agreed/disagreed that each component should be considered a key part of the vision. (View powerpoint presentation for full keypad polling responses.) The bold font represents components suggested by the East CWG, text below represents notes from group discussion during keypad polling.

- **Job creation and retention**
  - Access to jobs
- **Economic development**
  - City of Aurora I-225 branding, targeting developers and advertising opportunities
- **Services available to community – healthy food, basic services**
  - Connectivity/Access to healthy food
    - Restaurant or grocery store that offers healthy options
    - Community-sized or scale grocery store
- **Respect history/culture of neighborhoods**
  - Important but for new development do not want to impose constraints at the expense of the bigger goals of the station area

- **Need to highlight that the station serves downtown and DIA**
  - Perception that is all it does, need to highlight access to jobs/job centers and employees that are corridor residents
  - For tourists, often the ride from the airport isn't all that inviting, should consider advertising/wayfinding along the way for visual interest. Also station area businesses should offer services such as luggage storage to encourage travelers to stop along corridor as well as downtown if final destination