

# Denver Region Sustainable Communities Initiative



DENVER REGIONAL COUNCIL OF GOVERNMENTS

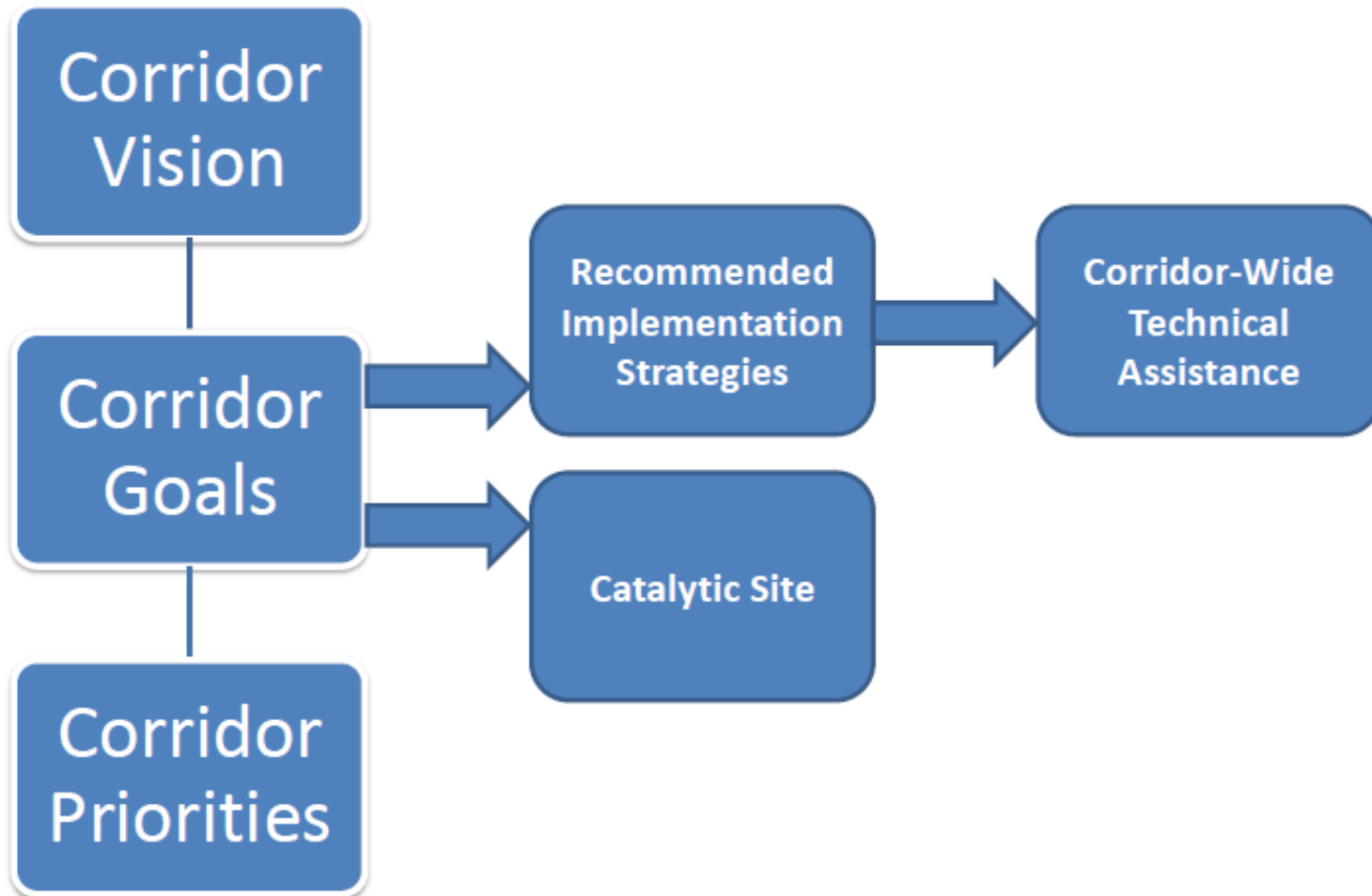
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# Gold Corridor Implementation



# Implementation Strategies



# Implementation Strategies

## ◆ Categories

- Economic Development
- New Development
- Neighborhood Revitalization
- Local Transportation and Infrastructure
- Funding & Finance
- Partnerships

# Implementation Priorities

- ◆ Economic Development and Market Study
- ◆ Branding and Marketing Plan
- ◆ Multimodal Transportation Enhancement Study
- ◆ Last Mile Connections Strategy
- ◆ Parking Study and Structure Feasibility Assessment
- ◆ Affordable Housing Preservation and Creation Strategy
- ◆ Services Assessment/Market Study
  - Grocery stores, daycare, medical facilities, other community amenities

# Catalytic Project

# Catalytic Project

## Peoria Station

- ◆ Denver and Aurora
- ◆ Location in the Corridor of Opportunity
- ◆ Role as a transfer station (I-225 Rail Line)
- ◆ Proximity to Anschutz Medical Campus and DTC
- ◆ Direct rail access to four major employment centers
- ◆ Development is challenging:
  - Diverse land uses from industrial to single family residential
  - Primarily serves vehicles and auto-oriented land uses
  - Limited vacant land

# Peoria Station Catalytic Project

## Activities

- ◆ Outreach/engagement
- ◆ Identify opportunities for development in the Peoria corridor
  - Remnant parcels
- ◆ Pre-development planning for a parcel owned by the Aurora Housing Authority
- ◆ Conduct a parking structure feasibility study



# Corridor-wide Technical Assistance

# Technical Assistance

## ◆ Economic Development and Branding

- What drives people (employers and employees) to a location?
- How does infrastructure influence economic development?
- What services influence economic development?
- What are the lines assets and challenges and competitive advantages?
- What are some strategies to build upon assets to overcome challenges?

# TA Funds – Market Readiness

## ◆ Task - Market Readiness Study

- Data collection and interviews
- Overview of current market assets, needs and gaps
- Assess how existing and proposed infrastructure influences economic opportunity
- Recommend economic development strategies

# TA Funds – Branding

## ◆ Task - Branding

- **Develop branding recommendations that coordinate with other efforts**
  - What is the purpose/ objective for branding?
  - What are the expected outcomes?
  - How will branding be coordinated with other efforts?
  - Who is the audience?
  - What are the key branding points?
  - Who will lead branding efforts?
- **Develop example branding material**



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